

4. Provide a detailed description of each project listed in the chart above. With the description, copy the project "Funding Sources and Uses" chart provided below for each project and include it with the project description. Add additional lines to the chart, as needed.

A. Central Park Hotel:

The proposed Central Park Hotel is a 5-story, 100-room business-class hotel, with guest amenities such as a pool/spa and workout room. The hotel includes a ballroom and breakout rooms to accommodate meetings and conventions for up to 300 attendants, with attendant food preparation space (and potentially a bistro restaurant). Both the hotel and the convention space fill a need for lodging and meeting space in downtown Mason City. The project also includes 7,400 square feet of new retail leasable space, which can be divided into as many as four stores, accessible from the street.

The hotel will be located immediately to the west of City Hall, on land currently used for surface parking. This lot was originally the site of the Cerro Gordo County Courthouse, which was demolished in the early 1960s. Since that time, the parking lot has represented an interruption of the traditional street "wall" that faces Central Park, Mason City's town square. As a result, activity, vitality and pedestrian walkability of the entire Central Park neighborhood has been compromised. The new hotel, with its ground floor retail spaces, will finally fill in the "gap" around Central Park and promote a more walkable, active and interesting urban environment.

The proposed building elevations show a building modeled on the Hilton Garden Inn concept, with details meant to reflect Mason City's architectural heritage. While the final design and franchise operator of the hotel is yet to be determined, the attached drawings indicate the scale and impact the new building will have on the Central Park square and the downtown area as a whole.

The building is proposed to be sited on City-owned land (this property also includes the land upon which the Downtown Parking Garage will be located). An appraisal of the property was completed in 2013. The market value of the entire site (including the land occupied by the proposed Parking Garage) is \$204,000. The hotel will occupy approximately 2/3 of this property, so land acquisition is estimated at \$135,000, which will then come back to the developer as a land donation.

A developer has an option to acquire this property from the City and has completed due diligence to determine market demand for a hotel of this type. Additional details regarding feasibility, etc., will be forthcoming from this developer.

Funding Sources and Uses:

Project Name: Central Park Hotel			
Funding Uses		Funding Sources	
Site Preparation	\$25,000.00	Equity Investment	\$6,000,000.00
Site Acquisition	\$135,000.00	Mortgage Loan	\$9,051,700.00
Building Construction	\$11,990,000.00	Land Donation	\$135,000.00
Building Remodeling	\$0.00	IA Reinvestment Act Grant	\$800,000.00
Fixtures	\$2,000,000.00		
Architectural/Engineering Design	\$872,000.00		
Construction Admin.	\$359,700.00		
Other	\$605,000.00		
Total Project Budget	\$15,986,700.00	Total Funding Sources	\$15,986,700.00

B. Downtown Parking Garage:

Both the Central Park Hotel and the Mixed Use Retail/Residential Building are on lots currently used for public parking. The City Hall Parking Lot provides 186 parking spaces for City Hall vehicles and employees, other downtown employees and downtown shoppers. It provides parking for evening events held in downtown, such as the Friday Night Live concerts held in Central Park during the summer. The adjacent Praise Community Church utilizes the lot for Sunday and Wednesday evening services. The lot also provides 26 leased parking spaces for long term use. An additional 25 (approx.) spaces will be displaced

by the proposed Mixed Use Retail/Residential Building, located nearby. It is necessary to mitigate the loss of this parking and provide modern, covered parking for hotel guests and conference attendees.

The proposed Downtown Parking Garage will be a multi-level, 225- to 250-space garage, including metered spaces for hotel guests, designated spaces for City Hall and downtown employees, and monthly leased spaces. Collection of parking fees will be automated. With an anticipated daily usage rate of 60% for the Central Park Hotel, approximately 45-50 spaces daily will be used by hotel guests. Revenues from hotel parking, monthly leases and long-term permits are expected to be approximately \$180,000 per year.

A sky bridge will allow access to the Central Park Hotel from the second level of the garage. The garage will be designed to integrate into the downtown aesthetic. While this structure has yet to be designed, there is adequate space north of the proposed Central Park Hotel to accommodate the structure.

As noted above, the Parking Garage is proposed to be constructed on the existing City Hall parking lot, north of the proposed Central Park Hotel. This land is owned by (and will be retained by) the City; therefore, there is no land acquisition cost. The parking garage replaces any parking that would otherwise be required for the Central Park Hotel and funded through private sources; thus, this project also directly supports the Central Park Hotel element of the Reinvestment District. Additional parking also serves the downtown neighborhood, preserving parking spaces for downtown employees, shoppers and residents.

Funding Sources and Uses:

Project Name: Downtown Parking Garage			
Funding Uses		Funding Sources	
Site Preparation	\$25,000.00	Tax Increment/Parking Revenues/LOST Bond	\$1,601,968.50
Site Acquisition	\$0.00*	IA Reinvestment District Grant	\$3,252,481.50
Building Construction	\$4,015,000.00		
Building Remodeling	\$0.00		
Fixtures	\$25,000.00		
Architectural/Engineering Design	\$219,000.00		
Construction Admin.	\$120,450.00		
Other	\$450,000.00		
Total Project Budget	\$4,854,450.00	Total Funding Sources	\$4,854,450.00

*The land proposed for the project is currently owned by the City and will be provided for development at no cost.

C. Mixed Use Retail/Residential Building:

The City-owned property located at the southeast corner of North Federal Avenue and 2nd Street SE has been vacant for many years. During that time, the property has become an impromptu parking lot, as its surface is gravel and it can be accessed from an adjacent alley. The surface is gravel, so parking spaces are not marked. As configured, it can accommodate up to 25 vehicles. The lack of a building at this site has negatively affected the pedestrian vitality of this essential downtown corridor. It is well documented that gaps in a downtown streetwall discourage pedestrian activity on adjacent sidewalks. As a result, the businesses on the northern blocks of North Federal Avenue are separated from the main core of downtown activity and do not capture that vitality.

Redevelopment of this site is proposed to consist of a three-story mixed use retail/residential building. Up to five retail spaces (four facing North Federal Avenue, one facing 2nd Street NE) are proposed for the first floor. These spaces will be designed so that they can be combined into fewer leasable spaces, according to the needs of the tenant businesses. The upper two stories will contain 18 market rate dwelling units, with one to three bedrooms. Indoor parking for six vehicles is proposed at the ground floor.

This development will close the streetwall gaps on North Federal Avenue and 2nd Street NE, provide additional retail opportunities, and also provide needed market rate dwelling units downtown. The building is designed to reflect the historic character of the downtown, but will contain modern amenities. A developer has shown interest in this project and has done due diligence to determine the feasibility of the project; additional information from this developer is forthcoming.

Funding Sources and Uses:

Project Name: Mixed Use Retail/Residential Building			
Funding Uses		Funding Sources	
Site Preparation	\$25,000.00	Equity Investment	\$1,900,000.00
Site Acquisition	\$36,000.00	Mortgage Loan	\$4,019,150.00
Building Construction	\$5,005,000.00	Land Donation	\$36,000.00
Building Remodeling	\$0.00		
Fixtures	\$75,000.00		
Architectural/Engineering Design	\$364,000.00		
Construction Admin.	\$150,150.00		
Other	\$300,000.00		
Total Project Budget	\$5,955,150.00	Total Funding Sources	\$5,955,150.00

D. Outdoor Performing Arts Pavilion

Mason City is famous for its musical heritage. As the home town of composer Meredith Willson, Mason City was memorialized as "River City" in Willson's Broadway musical and motion picture, "The Music Man." Although Mason City has capitalized on this with its Music Man Square attraction (which includes tours of Willson's boyhood home), Downtown Mason City lacks a true performance venue for medium-scaled concerts and theater productions.¹

The proposed Outdoor Performing Arts Pavilion is located on City-owned land adjacent to Willow Creek, allowing "River City" to provide a true "riverfront" performance experience. The site could accommodate as many as 900 spectators; 300 to 400 seats could be located under an open canopy structure. This allows audiences to enjoy performances with protection from the elements. The remaining area would be "lawn seating," allowing patrons to bring a picnic dinner to enjoy while attending performances.

Because of its location adjacent to Willow Creek, the Pavilion site will be designed with low impact development techniques. Construction materials such as permeable pavers will be used to control site runoff. Rain gardens, vegetated swales and other innovative stormwater maintenance techniques will be employed to ensure water quality in Willow Creek. The property is located on the high side of the creek and is not within a regulated floodplain.

The Pavilion would benefit the downtown neighborhood and the Reinvestment District by bringing in national and regional acts to the venue, drawing people from the area and well beyond. This will translate into greater patronage of downtown and other hotels and area restaurants, and more shoppers will be drawn to the neighborhood.

¹ Although the Mason City Community Theater is located downtown, it seats only 120 and is not suited to events other than very small concerts or theater performances. The nearby Stebens Children's Theater is focused on K-12 performing arts and seats only 130.

Funding Sources and Uses:

Project Name: Outdoor Performance Pavilion			
Funding Uses		Funding Sources	
Site Preparation	\$35,000.00	Tax Increment/LOST Revenue Bond/Private Donations	\$ 1,074,459
Site Acquisition*	\$0.00	IA Reinvestment District Grant	\$ 2,181,477
Building Construction	\$ 2,695,077		
Building Remodeling	\$0.00		
Fixtures	\$100,000.00		
Architectural/Engineering Design	\$245,007.00		
Construction Admin.	\$ 80,852		
Other	\$100,000.00		
Total Project Budget	\$3,255,936	Total Funding Sources	\$3,255,936

*The land proposed for the project is currently owned by the City and will be provided for development at no cost.

Following your project descriptions and sources and uses, please attach the following:

B1, B2, B3... - A project plan for each project proposed within the district. The project plan should include comprehensive details relating to the project including but not limited to:

- Description and type of project (i.e. new lessor, new retail establishment, public improvement, etc.)
- Expected Timeline
- Detailed budget for the project
- Expected debt associated with each project
- Status of expected financing and financing gap
- Expected state hotel/motel tax and/or state sales tax projections over 20 years. (Provide assumptions and detail related to these projections.)
- Visual aids which enhance the understanding of the project
- Feasibility study conducted by an independent professional
 - Each project feasibility study should include the following, as well as any other pertinent information:
 - Projected annual gross revenues expected as a result of the proposed project
 - Detailed explanation of the economic impact expected as a result of the project
 - Estimate of the number of visitors or customers the project is expected to generate
 - A description of the unique characteristics of the project within the context of the "unique nature" (defined on page 2 of this application)

Project Plans should be numbered and titled attachments to this section. Titles should be consistent with project references throughout the application. Plans should be as thorough as possible.

- *Exhibit B1: Proposed Projects Area Map*
- *Exhibit B2: Plan for Central Park Hotel and Downtown Parking Garage (these are presented in a single exhibit, as they are adjacent to one another)*
- *Exhibit B3: Plan for Mixed Use Retail/Residential Building*
- *Exhibit B4: Plan for Outdoor Performing Arts Pavilion*

Each exhibit includes the following:

- a) *Narrative (project description and development timeline)*