



CITY OF WAUKESHA

Administration

201 Delafield Street, Waukesha, WI 53188
 Tel: 262.524.3701 fax: 262.524.3899
 www.ci.waukesha.wi.us

Committee: Common Council	Date: 5/18/2021
Common Council Item Number: ID# 21-2220	Date: 5/18/2021
Submitted By: Jennifer Andrews, Community Development Director	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Bridget Souffrant, Finance Director Click here to enter	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: Review and approve a contract with Johnson Consulting for an economic impact study of Mindiola Park.	

Details:
 The Redevelopment Authority has been studying the Sunset corridor between Grand Ave. and West Ave. to determine potential redevelopment opportunities. In the 2021 budget, funding was approved to conduct an economic impact study of Mindiola Park. The goal of the study is to measure the economic impact of the proposed soccer complex at the Mindiola Park location on the surrounding area.

The following items will be addressed in the economic impact analysis as a result of the planned soccer complex development:

1. Resident spending associated with Mindiola soccer complex.
2. Non-resident spending associated with Mindiola soccer complex.
3. Direct and indirect job creation associated with Mindiola soccer complex.
4. Types of business attraction/retention associated with Mindiola soccer complex.
5. Financial impact on the existing hotel/motel industry as well as the need for additional rooms to accommodate visitors.
6. Financial impact on the local restaurant and local retail/hospitality industry and need for any additional hospitality and/or retail businesses to accommodate users of the facility. Impact on property values in (1-mile) radius of Mindiola soccer complex.
7. Return on Investment to taxpayers and society.
8. Competing venues in Waukesha and Milwaukee Counties.
9. Any other residual impacts on the City.

Once this report is received the Redevelopment Authority and Planning Department will use it to make determinations regarding redevelopment opportunities in the Sunset corridor. The analysis will also be used to attract investment to the area.

Community Development and Parks worked together to develop an RFP for the study. The City received 7 responses. All the respondents were well qualified to complete the study. The prices ranged from \$22,000 -



\$45,500.

Johnson Consulting was chosen based on the strength of their proposal, the deliverables the City would receive and their experience. Johnson Consulting has a great deal of experience conducting economic impact studies related to sports complexes, arts centers, redevelopment proposals, conference centers, and headquarters. They have significant experience both within the state of Wisconsin and in the surrounding states. The cost of their services is \$22,000.

Options & Alternatives:

1. Approve the contract and allow the study to move forward.
2. Reject the contract.

Financial Remarks:

This study was included in the 2021 budget.

1722.52190 \$20,000

5510.52190 \$2,000

Executive Recommendation:

Approve the contract.