Note: This is a draft proposal that was used to initiate discussions at the June 17, 2019, joint meeting of the Paducah Board of Commissioners and the McCracken County Fiscal Court.

Paducah and McCracken County
2019 Convention Center and Visitor's Bureau Partnership
June 12, 2019

Here are the following points of interest to guide us in the creation of a second CVB to serve the interests of the City and the County:

City Role:

1. Absorb current CVB operations and personnel.
2. The City CVB will maintain current operations/personnel.
3. The City CVB will have the statutory 3% hotel/motel tax provided to it for all qualifying establishments in the City's corporate limits.
4. The City CVB will serve as the primary marketing arm for all tourism related activity in the County to include sports and recreation.
5. The current CVB Board will be reorganized as required by State Statute for City CVB with the intent to retain as many Board members as possible.
6. The City CVB will contract with the County CVB to provide professional marketing, development of request for proposals, and recruiting for the new soccer, baseball, and softball fields.
7. The City will contract with the County for monthly tax collection.

County Role:

1. The County will create a new County CVB.
2. The County CVB Board will be created pursuant to the KRS.
3. The County CVB will levy a 3% hotel/motel tax for all qualifying establishments in the County corporate limits.
4. The County CVB will serve as the primary tourism related sports and recreation arm for the City and the County.
5. The 3% will be used for the construction, operation, and maintenance of a new tournament worthy soccer complex, baseball quad plex, and a softball quad plex.
6. Contract with the City CVB for the promotion and attraction of tournaments.

Desired Sports Complex (through inter local agreement):

1. Construction of softball quad plex – Stuart Nelson Park
2. Construction of baseball quad plex – Stuart Nelson Park
3. Construction of six soccer fields – TBD.

3% Taxation ($1,200,000) Initial Utilization:

1. 70% New Debt (Construction of Sports Complexes) – estimated to generate $10,000,000 for a 20-year term bond issue.
2. 20% Operations and Maintenance (1-FTE and management agreement)
3. 10% Marketing and Incentives – contract with City CVB

Total Local Transient Room Taxation:

1. City: 3% for CVB and 1% for Convention Center Operations = 4%
2. County: 3% for Sports and Recreation, 1% for Convention Center Operations, and 2% for Debt Service = 6%
3. Total Local Transient Room Taxation = 10%

4-Way Inter-local Agreement:

1. The County, City, County CVB, and the City CVB will enter into a 4-way inter-local cooperative agreement to insure the desires of the City and the County are successfully achieved at the onset of this endeavor.

DRAFT