



**PUBLIC NOTICE
THE ELOY CITY COUNCIL
Meets
MONDAY, MARCH 1, 2021
6:00 PM
ELOY CITY COUNCIL CHAMBERS
595 NORTH C STREET
ELOY, ARIZONA 85131
For a
WORK SESSION**

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Pledge of Allegiance**
- IV. Unscheduled Public Appearances**
- V. Discussion Items**

- A. Presentation from Matt Lemberg of the Boys and Girls Clubs of Sun Corridor on establishing a Boys and Girls Club in Eloy. Harvey Krauss
- B. Presentation from Chad Dexter and Schwann Hanns on proposed uses of the Dust Bowl Theater building, and review and discuss a staff recommendation on an option for the Dust Bowl Theater site. Jon Vlaming

VI. Adjournment

POSTED BY THURSDAY, FEBRUARY 25, 2021, BY 5:00 P.M.. AT ELOY CITY HALL, ELOY POST OFFICE, TROY THOMAS COMMUNITY CENTER, TOLTEC COMMUNITY/SENIOR CENTER AND CITY WEBSITE: www.elayaz.gov

Mary Myers, CMC, CPM
City Clerk

INDIVIDUALS WITH SPECIAL ACCESSIBILITY NEEDS MAY CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY AT 520-466-9201 OR 520-466-7455 (TDD). IF POSSIBLE, SUCH

REQUESTS SHOULD BE MADE 72 HOURS IN ADVANCE. ONE OR MORE MEMBERS OF THE COUNCIL AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

CITY OF ELOY

REQUEST FOR COUNCIL ACTION

Agenda Item: V.A.

Date: 3/1/2021

Date submitted:
02/23/2021

Action: Other

Subject: Presentation from Matt Lemberg of the Boys and Girls Clubs of Sun Corridor on establishing a Boys and Girls Club in Eloy.

Date requested:
3/1/2021

TO: Mayor and City Council

FROM: Harvey Krauss, City Manager

RECOMMENDATION:

Council to receive a presentation from Matt Lemberg of the Boys and Girls Clubs of Sun Corridor on establishing a Boys and Girls Club in Eloy.

DISCUSSION:

At the Council Retreat on January 23, 2021 there was discussion on the feasibility of establishing a Boys and Girls Club in Eloy. The Mayor and Council requested additional information on services and programming, costs, and City obligations for establishing a Boys and Girls Club. Matt Lemberg of the Boys and Girls Clubs of the Sun Corridor has submitted the attached proposal for Mayor and Council consideration. Matt has been invited to the Council's March 1, 2021 Work Session to provide additional information on Boys and Girls Clubs as well as answer any questions.

Staff received the attached letter from Patricia Granado, an email from Catrina Brown and a letter from Rosie Coyle regarding the City's recreational program and the Boys and Girls Club.

FISCAL IMPACT:

Based upon the proposal from the Boys and Girls Clubs, the estimated budget for operating an Eloy Club would be around \$325,000 per year.

Approved as to Form:



Stephen R. Cooper, City Attorney



BOYS & GIRLS CLUBS OF THE SUN CORRIDOR

Mission

To inspire and enable all young people to realize their full potential as productive, caring and responsible citizens.

Programs and Services

We believe that all young people deserve a chance at a great future. For a variety of reasons, many young people face a series of external roadblocks on their quest for success. Our Clubs provide high-impact, affordable programs, and caring adult mentorship to give our members a chance to learn and grow. Our goal is to help each of our Club Members achieve the following outcomes:

- ***Academic Success-*** We want all of our members to graduate from high school ready for college, trade school, military service or employment.
- ***Good Character & Citizenship-*** We want all of our members to be engaged citizens who are involved in their communities and who model strong character.
- ***Healthy Lifestyles-*** We want all members to adopt a healthy diet, to practice healthy lifestyle choices and to make a lifetime commitment to fitness.

We operate our Clubs using two distinct models- after-school programs or school-break programs. A breakdown of each model is as follows (please note- exact program details may differ slightly from Club to Club based on things like community need or our partnership with that particular school district)-

After-School Program

- Open after school until 6:00 or 7:00 pm
- Open Monday – Friday
- We operate after-school programs at all six of our current Clubs
- Because the Toltec Elementary School District uses a four-day school-week, our Arizona City Branch is open from 3:00 – 6:30 pm Monday – Thursday and from 7:00 am – 6:30 pm on Friday.

School-Break Program

- Offered during Fall Break, Christmas Break, Spring Break and Summer Break
- Open all day (these programs open at 7:00 am and are open until 6:00 or 7:00 pm)
- Open Monday – Friday
- Breakfast and lunch are generally provided (through our partnership with local school districts)

- We operate school-break programs at two of our Clubs- Nap Lawrence Branch (Casa Grande Recreation Center) and Santa Cruz Branch (Maricopa)

Once in one of our Clubs, Members rotate through our Program Areas with their age group. Our Program Areas are as follows (based on available space, some of our school-based Clubs combine these areas)-

- Art Room
- Computer Lab
- Games Room
- Gym
- Learning Center

Within each of our Clubs, we also offer a number of programs created by Boys & Girls Clubs of America. These programs include-

- Power Hour- An engaging homework help and tutoring program that encourages Club members to become self-directed learners.
- SMART Moves- A prevention and education program.
- Torch Club- A small-group leadership and service club.
- Triple Play- A comprehensive health and wellness program that strives to improve the overall health of Club members by increasing daily physical activity, teaching them about good nutrition and helping them develop healthy relationships.

Boys & Girls Clubs of the Sun Corridor History

- August, 1998- Opened our first Club at Saguaro Elementary School.
- June, 1999- Moved into our permanent home in the old Casa Grande High School Gym (which allowed us to start operating school-break programs).
- September, 2002- Took over operations of the Casa Grande Youth Soccer League.
- August, 2004- Opened our second Club at Arizona City Elementary School in Arizona City.
- June, 2007- Changed our name from *Boys & Girls Club of Casa Grande* to *Boys & Girls Clubs of the Casa Grande Valley*.
- August, 2007- Opened our third Club (our second in Casa Grande) at Ironwood Elementary School.
- August, 2015- Opened our fourth Club (our third in Casa Grande) at McCartney Ranch Elementary School.
- August, 2016- Opened our fifth Club (our fourth in Casa Grande) in the Vista Grande High School Library (this Club is for high school students exclusively). We call this Club *The Lounge*.
- May, 2019- We moved out of the old high school gym and into the new Casa Grande Community Recreation Center.
- July, 2020- Changed our name from *Boys & Girls Clubs of the Casa Grande Valley* to *Boys & Girls Clubs of the Sun Corridor*.
- August, 2020- Opened our sixth Club at Santa Cruz Elementary School in Maricopa.

How many students attended the Club in the past three years?

Our total annual membership figures from the past three years are as follows (FYI- We haven't finalized our 2020 Annual Report yet)-

- 2017- 2,378
- 2018- 2,713
- 2019- 3,218*

*We moved into the new facility in May, 2019. We are able to serve more members at the new facility for two reasons- (1) we have more program space and (2) we have a designated teen center.

We also track Average Daily Attendance (the average number of members that we serve each day). This figure has also grown in each of the past three years-

- 2017- 550
- 2018- 575
- 2019- 650

COVID-19 Services

Since the COVID-19 pandemic hit last spring, our organization has risen to the challenge and continued to serve the young people who need us most. Here are some of our highlights from the past ten months:

- When schools shut down in March, we opened our Nap Lawrence Branch as an all-day program for critical healthcare and first responder families.
- In May, we opened a second all-day program at Len Colla Recreation Center so that we could serve more young people.
- In August, we opened our first Club in Maricopa at Santa Cruz Elementary School.
- Later in August, we partnered with the Casa Grande Elementary School District to open another all-day Learning Lab to support virtual learning.
- Prior to this pandemic, our organization had never operated more than one all-day program at a time. But for most of the past four months, we have operated four all-day programs (three in Casa Grande and one in Maricopa). And thanks to our partnerships with our local municipalities, local school districts and our communities, these programs have been completely FREE to all participants!
- Since March, over 475 Club Members have participated in one of our programs.

Parks & Recreation Partnerships

Since our inception in 1998, we have worked closely with the Casa Grande Parks & Recreation Department. In our early years, we both operated after-school and summer programs. However, about 10 years ago, Parks & Rec saw how effectively we ran our programs and decided to stop operating these programs so they could focus their resources on our community programs (since making this decision, they have encouraged all Casa Grande residents who are interested in these services to register for our programs). For many years, we worked together to offer youth sports

leagues (we operate the youth program on city fields, and before we moved into the new Recreation Center, they operated the youth basketball league in our gym). And since May 2019, we have shared space in the Casa Grande Recreation Center- each entity has space that is reserved for us exclusively, and there is also joint-use space (two classrooms, the gym and the teen center).

In the few months since we opened the Club in Maricopa, we have worked hard to develop a strong relationship with Maricopa Parks & Recreation. They continue to offer after-school and school-break programs, but their long-term plan is to offer fewer after-school programs as our programs become available to a larger percentage of their community (currently, our program is only available to students who attend Santa Cruz Elementary School, and looking ahead, we anticipate opening more Clubs in Maricopa in the future).

City and Business Partnerships

The City of Casa Grande has been one of our two largest partners throughout our history (Casa Grande Elementary School District is the other one). For our entire history, our “main” Club has been in a City building (first in the old high school gym and now in the Recreation Center). The City of Casa Grande has also always been our largest financial supporter. Currently, we receive \$140,000 each year through a Public Service Grant. And over the course of the last ten months, they have also awarded us additional funds through the CARES Act and Community Development Block Grant program.

Over the past two years, we have worked hard to develop our relationship with the City of Maricopa as well. They did designate CARES Act funds for our organization a few months ago. Continuing to develop this partnership is a top priority for our organization moving forward.

We depend on our local community to support our organization. In 2019 (we haven’t completed our 2020 audit yet, and even when we do, it won’t be a good comparison point for this due to the challenges caused by COVID-19), our total revenues totaled just over \$1,000,000. This total was broken down as follows-

- Individual Contributions- 19%
- Business Contributions- 14%
- Events- 15%
- Government Support- 14%
- Grants- 13%
- Program Fees- 25%*

A majority of the support we receive from individuals comes from our Monthly Giving Campaign or the Tax Credit Campaign. A majority of the support we receive from businesses comes from our Annual Event Sponsorship Campaign, General Donations or supporting events.

*Note on Program Fees- We do not have a set program fee at all six Clubs. There are no program fees at two of our Clubs (Arizona City and The Lounge) based on community need and the age of the members. At our other four Clubs, we charge \$65 per month during the after-school program and \$65 per week during school-break programs. Now having said this, we want to ensure that our programs are available to every young person who wants to participate in

them, regardless of their families' financial situation. To accomplish this, we will offer scholarships (financial assistance) to any interested family (in determining scholarships, we use the same criteria that school districts use to determine Free or Reduced Lunches). Last year, 58% of our members received scholarships. As we move forward in these discussions, a potential Eloy Program Fee will definitely be a critical topic of conversation.

What will be needed to open a Club in Eloy

We will need to have the following three things in place to open a Club in Eloy-

- A location
- A Community Board
- A funding plan

Cost of operating a Boys & Girls Club in Eloy

There are many factors that we must look at when determining what it will cost us to operate a Club in Eloy. And unfortunately, many of these factors are unknown at this point (here is a list of some of the bigger ones)-

- Will we be operating just an after-school program or will we also be operating school-break programs?
- How much will we need to pay for rent and utilities?
- How many program staff members will we need?

At the same time, we understand that a large part of the decision-making process is based on the answer to this question. In coming up with this figure, we made the following assumptions-

- We will operate this Club year-round (after-school programs during the school year and school-break programs during breaks).
- We will need to pay rent and utilities.
- We will need to hire one Program Director (full-time employee who will oversee the daily operations of this Club) and five Youth Development Professionals (part-time employees who will work directly with the members).

Based on these assumptions, we (very roughly) estimate that it will not cost our organization more than \$325,000 annually to operate these programs. And again, this figure may decrease (and to be honest, our expectation is that it will) as we get further into the planning stages of this partnership.

Patricia Granado
212 W 2nd PL
Eloy, AZ 85131
trishagranado@yahoo.com

February 23, 2021

To whom it may concern:

This letter is to voice my concern over the proposal of the after school program changes in regards to the boys and girls club. The program in place (Eloy parks and recreation) provides needed support to meet the education needs of several students.

It has been extremely beneficial to my child's education.

If these services are discontinued it will create a grand void in her school learning and it will affect many children in her circumstances as well.

Thank you for your time and consideration in this matter.

Any questions in regards to this letter I can be reached at the following number: (520)510-9425

Sincerely,



Patricia Granado

Hello there, my name is Catrina Brown and I have been an Eloy resident for 36 years and an Eloy teacher for over 10 years. I have two children, one which is 13 years old and the other is 7 years old. I am writing on behalf of the Eloy After School Program.

My 13 year old attended the afterschool program , summer kids club, spring/fall break camps, teen night, and any other programs that were available. My 7 year old attends all camps as well excluding the teen night. She even joined the tutoring program and the arts and crafts club. I have nothing against the Boys and Girls Club, however; I hope that the city council makes the best decision for all of our community kids when they decide whether to keep the current program or switch it to the Boys and Girls Club. I have recently spoke to parents who have kids who attend both the Boys and Girls Club and the Eloy After School Program. Here is what they had to say:

1. Both programs have activities and games for our children.
2. Both programs offer snacks and food to our students.
3. Both programs help with homework.
4. Both programs form relationships with our children and bond with them.
5. Both places are a fun and safe place for our children.

One thing parents did mention was that the Boys and Girls Club does not take the kids on field trips like the after school program does. My children have been to the movies, city pool, Ostrich Farm, Amazing Jakes, Peter Piper Pizza, Mcdonalds, Laser Tag, and many different parks in Pinal County just to name a few,

As I was speaking to a few parents they had mentioned that the Eloy Program has a sense of community feeling and the Boys and Girls Club is missing that. The parents would rather send their children to Eloy on Fridays rather than to the Boys and Girls Club because they will have more fun. Plus, they will more than likely go on a field trip.

My children have been invested in the program 100%. I admire all the staff and my kids do as well. If the plan is to switch programs and get rid of all current staff members for a program that is pretty much the same than I am definitely against it. Keep our community program and staff who have dedicated decades of their time to our children. If the Boys & Girls Club is just basically going to move in and take the place of our current program than that is pretty ridiculous. I hope the City Council considers what they are doing and focuses their time on more important things such as building a rec center and new softball/baseball fields for our children. Our after school program is working but our children need more resources like other cities in Pinal County. They deserve the best and they should have the same if not more.

I appreciate you taking the time to read my email and I hope you really consider making changes where they for sure are not needed.

Respectfully.
Eloy Jr.High School Teacher
Mrs.Brown



BOYS & GIRLS CLUBS
OF THE SUN CORRIDOR

City of Eloy Presentation

Mission

To inspire and enable all young people to realize their full potential as productive, caring, and responsible citizens.

Priority Outcomes

Academic Success

We want all of our members to graduate from high school ready for college, trade school, military service, or employment.

Good Character & Citizenship

We want all of our members to be engaged citizens who are involved in their communities and who model strong character.

Healthy Lifestyles

We want all members to adopt a healthy diet, to practice healthy lifestyles choices and to make a lifetime commitment to fitness.

Club Sites

- Arizona City Branch
- Ironwood Branch
- McCartney Ranch Branch
- Nap Lawrence Branch
- Santa Cruz Branch
- The Lounge

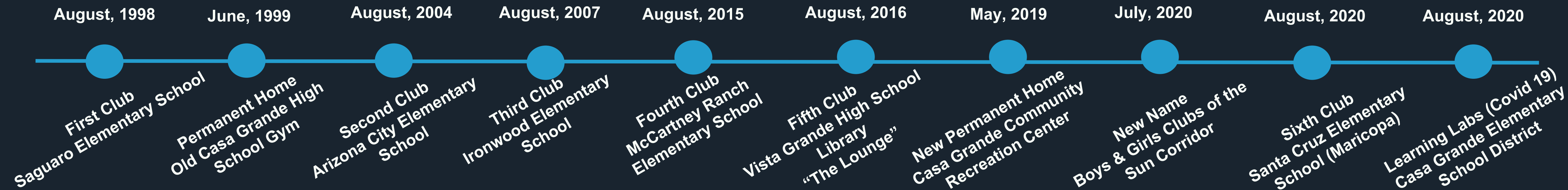


Program Services

- Art Room
- Computer Lab
- Games Room
- Gym
- Learning Center
- Discord



History



Covid-19 Services



01

Answering the call for our First Responders

02

Learning Labs

03

Digital Era Youth Program

City Partnerships



1 City of Casa Grande



2 City of Maricopa

New Community Club Requirements



Location

An ideal place for youth activities.

Community Board

Community leaders that can provide input of community needs.

Fundraising Plan

A funding strategy that is sustainable during normal life and major events like a global pandemic.

Location



1 School Site

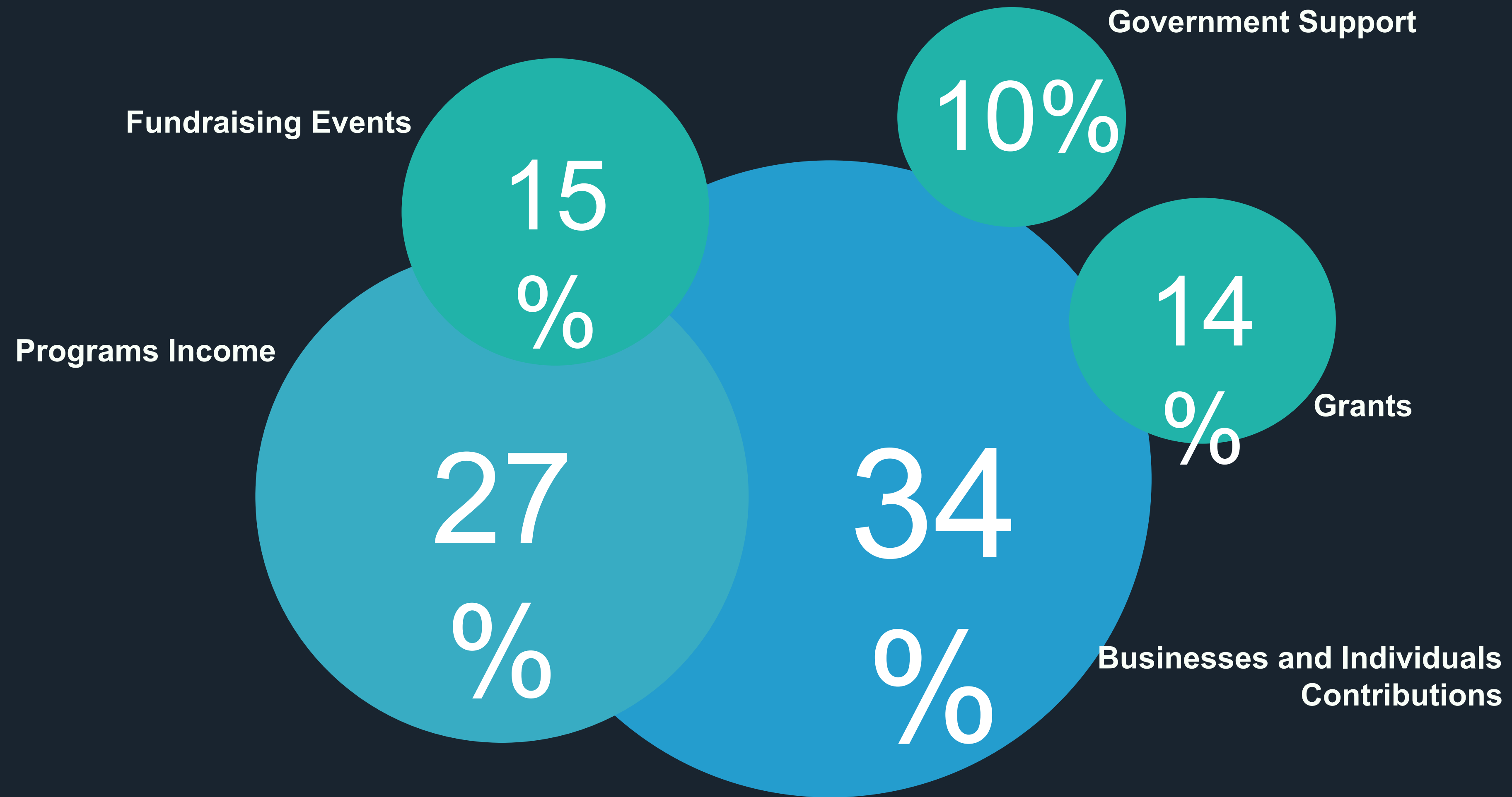


2 Community Center

Community Board



2018-19 Revenue Breakdown







February 25, 2021

Honorable Mayor Powell, Council Members, and Harvey,

It has been brought to my attention that Boys and Girls club will be discussed during the council meeting Monday March 1, 2021. I have been asked from citizens in Eloy about the cost of their children going to the Boys and Girls club. As a concern citizen of Eloy who have worked for the betterment of Eloy, I was prompted to do research and comparison on fees on the Boys and Girls club and the City of Eloy Recreation Department. The following is what I discovered: Recreation charge is \$20.00 - \$25.00 a month. The Boys and Girls club charges regular rate \$45.00 - \$65.00 a month in the summer. Recreation offered scholarships when parents could not afford the program. I know this because we members of ECAT raised money to donate to the programs. The after-school program is a state license program, and the Boys and Girls club is not. The Eloy After School program also promotes homework help to all the students that attend. My question is if you bring in the Boys and Girls club would you eliminate the Eloy Recreation Programs and what would you substitute for the major events such as Father and Daughter Banquet, Easter, Halloween, and Christmas events and so much more programs done by the Eloy Recreation Department for the youth and the community. My fondest memories are taking my granddaughter on field trips sponsored by Eloy Recreation for youth and the citizens of Eloy. I encourage you to please consider your options in bringing another business in to take over the programs that are already in place with the Eloy Recreation Department. Will you loose workers? What would be the financial impact on your action? Most important is this action for the betterment of Eloy?

Sincerely,

Rosie L. Coyle

**Rosie L .Coyle
515 W. 1st Street
Eloy, AZ 85131
(520) 466-7180 Home
(520) 705-5508 Cell
rcoyale@q.com**

CITY OF ELOY
REQUEST FOR COUNCIL ACTION

Agenda Item: **V.B.**

Date: **3/1/2021**

Date submitted:
02/23/2021

Action: Other

Subject: Presentation from Chad Dexter and Schwann Hanns on proposed uses of the Dust Bowl Theater building, and review and discuss a staff recommendation on an option for the Dust Bowl Theater site.

Date requested:
3/1/2021

TO: Mayor and City Council

FROM: Harvey Krauss, City Manager

RECOMMENDATION:

Council to receive a presentation from Chad Dexter and Schwann Hanns on proposed uses of the Dust Bowl Theater building as an entertainment venue, and review and discuss a staff recommendation on an option for the Dust Bowl Theater site.

DISCUSSION:

Chad Dexter and Schwann Hans are proposing that the Dust Bowl Theater be transformed into a building for entertainment uses, and have prepared a presentation on this proposal for Mayor and Council consideration. As an alternative, staff has developed a concept plan for developing the site if the Mayor and Council wishes to demolish the structure.

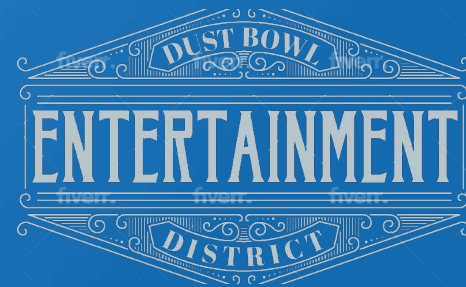
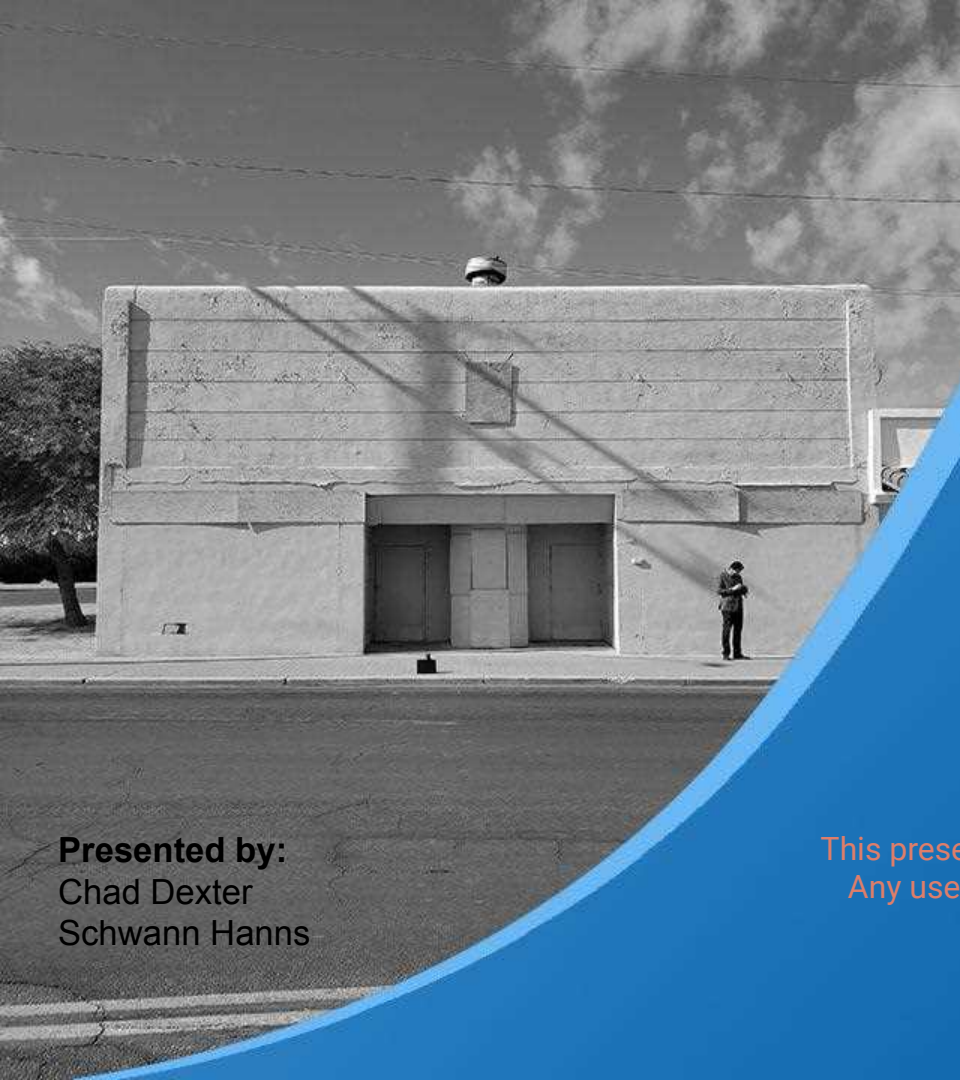
FISCAL IMPACT:

The fiscal impact of the options is for review and discussion only.

Approved as to Form:



Stephen R. Cooper, City Attorney



DUST BOWL ENTERTAINMENT DISTRICT

Reinventing an Icon

Presented by:
Chad Dexter
Schwann Hanns

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prior written authorization from
AZ Health Supply LC.

Who We Are

We are a team of investors, entrepreneurs, engineers, inventors and scientists with years of experience in Mexico, South America, Middle East and Nationwide. Some of our fields of expertise include:

- Commercial & Residential Real Estate
- Non-Profits
- Corporate Event Management
- Weddings and Private Event Management
- Health Supply Manufacturing, Distribution and Retail including PPEs for Medical Professionals and Consumers
- Firearm accessories, retail and manufacturing
- Agriculture
- Cosmetics
- Marketing
- Automotive
- Software and Web Development
- Equipment and machinery, design, manufacturing and installation in Food, Chemical, Mineral, Pharmaceutical, Agriculture industries
- Native American Jewelry and Art-craft manufacturing, retail and wholesale.
- Financial Funding & Grant Writing
- Clothing Manufacturing

Who We Are Cont...

With these responsibilities comes the motivation to expand our business models to City of Eloy for the following reasons:

- Railroad, which gives us access to economic and fast transportation.
- The strategic location of Eloy in reference to proximity to California, Mexico and also easy access to Phoenix and Tucson.
- The proximity of City of Eloy to Phoenix where most of our other businesses and resources are located.
- Eloy's Airport which will provide a convenient port of entry for our nationwide customers.
- The affordable price of land and property.
- Advertized Vision (campaign promises) of the new counsel to make it easier for investors and businesses to grow in Eloy.

Our Interests in this Project

Concerned about vacant land / dilapidated buildings affecting Main Street property value.

Foot traffic and people for the good of all in Eloy Downtown.

We own commercial properties in Downtown and future investments

Future Plans

Phase One:

Manufacturing, Distribution and Retail of the following;

- Health Supply Products
- Native American Jewelry and Art-craft
- Spirit Distillery

(Completion- Mid-2021)

Phase Two:

Event Venue

*Dust Bowl Project as a welcoming hub to City of Eloy.

(Estimated Completion- One year after approved permitting.)

Phase Three:

Expand manufacturing of alcohol to full scale Ethanol Fuel Plant in Eloy.

Providing environmentally friendly and clean fuel to auto and airline industries.

(Estimated Completion- 2027)

What We Expect from the City Officials

- Funding from the city is **NOT** expected for this project.
- Work closely with DBED project for an expedited permitting and planning process.
- No City Staff will be expected to help manage or run the project once it is up and running.
- Authorization to use “Dust Bowl” name and trademark.
- City to facilitate access to utilities including, sewer, water, gas, power and fire sprinkles if required by the City staff, zoning, building and fire codes.
- Promote Dust Bowl Entertainment District Project to the public through the City’s existing resources including their websites, through City’s lobby and their email newsletters. (no additional burden to be placed on the City).

Presentation Contents

- **Current State**
- Negative Impact of an abandoned building on:
 - Health
 - Community
 - City's Revenue
- **Current Market Value**
- **Our Vision**
- **Project Stages**
- **Benefits**
 - Increased Local Jobs.
 - Sense of Community and Belonging.
 - Improved City's Buildings' Health and Environmental Conditions.
 - Increased Property Value
- **CAP** (Community Appreciation Program)
- **LETS** (Local Entrepreneur Training and Support)
- **We Know, We Will, We Need, Why Do it?**
- **City's Losses & Gains**
- **Public Announcement**





Negative Impacts

Health Issues

The following health issues are linked to old abandoned buildings:

- Headaches
- Dizziness
- Nausea and vomiting
- Tiredness and confusion
- Stomach pain
- Difficulty breathing / shortness of breath

While, causes are listed below:

- Carbon Monoxide
- Possible Asbestos
- Pests, Rodent and Birds
- Rusted Metal
- Dead Animals



Negative Impacts

Community

Non-productive properties that remain vacant for long periods of time increase crime rates and lower property values; this impact can spread in scale through time. Violent crime can increase by more than 15% when residential areas became non-productive (Han, 2014)



Negative Impacts

City's Revenue Loss

The presence of an abandoned building directly correlates with the rent levels of properties in surrounding areas. Therefore decreases the rental property value

References:

Vacant buildings and lots come with significant economic costs -remediation, demolition, reduced values to surrounding properties, and reduced tax revenues for municipalities that might otherwise apply such revenues to social and welfare programmes for their citizens (Accordino and Johnson, 2000;Han, 2014).



Questions? Comments?



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Current Market Value



Dust Bowl Building	\$46,095
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Adjacent Parcel (Frontier)	\$22,857
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Veterans Center Parcel	\$21,905
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Total:	+\$90, 857
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<u>Demolition cost as per City</u>	<u>-\$200,000</u>
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City Out of Pocket on Assets	-\$109,143
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**Loss of revenue and Interest Rate to build not included*

*Comp recent sale of 400 and 406 N Main at \$60,000 for 6,300 sqft in better condition with existing, working roof, gas, plumbing and sewer.

Theater Restoration

Project:

Restoration (Theater)

Stabilization

Operational costs not included

Disclaimer: The amounts shown above are estimates based on site visit previously performed by contractors hired by the City of Eloy.

Estimated Costs

\$5.2 Million

\$1.1 Million

Operational Costs

Cities cost to erect a movie theater. \$5,200,000 w/o commercial projector

2 Projectionist/Film Technician	\$59,964* per year
2 Maintenance	\$63,894* per year
3 Janitorial Services	\$92,133* per year
2 Administrative	\$80,198* per year
3 Other Staff	\$120,297 per year

Total: 12

\$416,486 per year

**Based on Ziprecruiter.com and Salary.com*

Ticket Revenue Distribution

Movie Ticket:

\$9.10*

55% - Movie Studio

\$5.00

45% - Theater

\$4.10

(excluding discounts; students, city, veterans, military, senior)

**Based on National Association of Theater Owners*



City's Estimated Loss

Ticket Sales:

Movie Ticket:
Estimated Ticket Sales per day:

\$9.10

100

Total Sales per day:

\$910

Total Sales per year:

\$149,467 (45%)

Estimated Revenue is at 45% of daily sales =

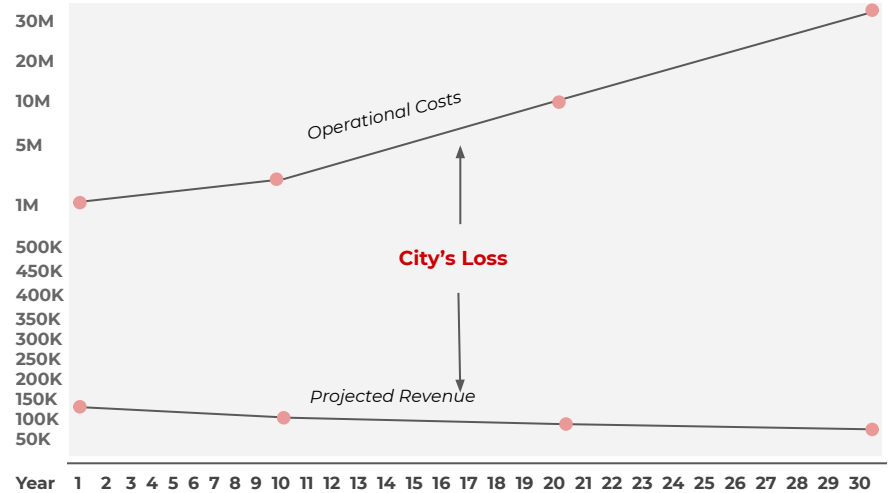
\$409.50

Yearly Expenses:

Property Tax: \$3,200+
Interest on 5.2 mi: \$60,00
Maintenance: \$10,500
Updates and Upgrades: \$20,000
Sales Tax: \$21,600+
Employment Tax: \$108,864+
Operation Costs: \$416,486
Utility: \$40,000
Movie Studio Fee: \$182,683

Total Expenses

\$1,055,333+



Year 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

This chart projects City's Loss and decline on ticket sales for the next 30 years.

Revenue

Per Month: \$12,455
Per Year: \$149,467
Per 30 Years: \$4,484,010

Expenses

Per Month: \$87,944
Per Year: \$1,055,333
Per 30 Years: \$31,659,900

Loss

Per Month: \$75,489
Per Year: \$905,866
Per 30 Years: \$27,175,890

The 'Loss' is an estimated data based on "retained" revenue for the next 30 years. Ticket Sales Decline was not factored in.

Disadvantages of the Current Proposals

Renovate (Theater)

- The Government Entities aren't trained to run establishments businesses like this.
- There is no demand for selling the theater for \$5.5 Million which will not help gain the investment back. The Area Comp will not support this.
- Operational Cost is too high to maintain.
- No revenue from property tax.

Demolish (Make a Park)

- It will be right next to a park that has just been built but has not been used to its capacity.
- Parks don't generate revenue.
- The City will lose money for maintenance and property taxes without a way to earn them back.
- Downtown and specifically Main Street is a place for businesses not Park/Vacant Land.

Conclusion

- The City has not been getting property taxes for years.
- Between the cost of the restorations, the expected revenue and cost of maintaining it, the City will lose its investment.
- The City has not been getting employment taxes for years.

City's Estimated Loss for the Theater

Revenue	Expenses	Loss
Per Month: \$12,455	Per Month: \$87,944	Per Month: \$75,489
Per Year: \$149,467	Per Year: \$1,055,333	Per Year: \$905,866
Per 30 Years: \$4,484,010	Per 30 Years: \$31,659,900	Per 30 Years: \$27,175,890

The 'Loss' is an estimated data based on "retained" revenue for the next 30 years. Ticket Sales Decline was not factored in.



Questions? Comments?



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Our Vision

Remodel **Dust Bowl Theater** into a serving part of city.
With 3 focused areas Employment, Tax Revenue and still a sense of Community.



Employment



Tax Revenue



Community





Expected Total Employment when in full capacity: **84+**



Clothing & Accessories

Expected Employment: 5



Parking

A spacious parking space to accommodate.

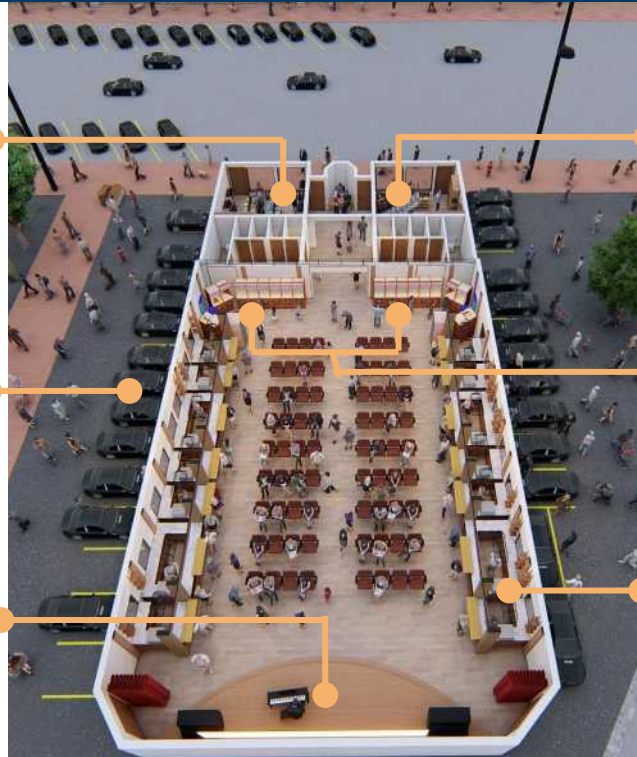
Expected Employment: 1



Live Events

An area to hosts different types of events.

Expected Employment: 3



Museum & Gift Shop

Dust Bowl Memorial

Expected Employment: 5



Arcade

A fun and exciting area for gamers and alike.

Expected Employment: 2



Food Court

An area provided for food and beverage merchants.

Expected Employment: 56

Weekend Market



Corporate and Private Events



Projected Events Per Year

Corporate Events:	48 Events	12,000 People
Wedding/ Private Events:	48 Events	9,600 People
Weekend Events:	96 Events	28,000 People



Corporate



Weddings



Birthdays



Concerts



And more more..

Our wide experience in Event Planning will help us showcase Dust Bowl Entertainment District to more people than ever.

Here is one of the previous events we've organized:



Private Events at Taliesin West

We are one of only six vendors approved at this UNESCO Heritage Site.

Visit this for more information:

<https://franklloydwright.org/taliesin-west/events/>

Interior



[More Photos](#)

**Exterior Without
Events**



[More Photos](#)

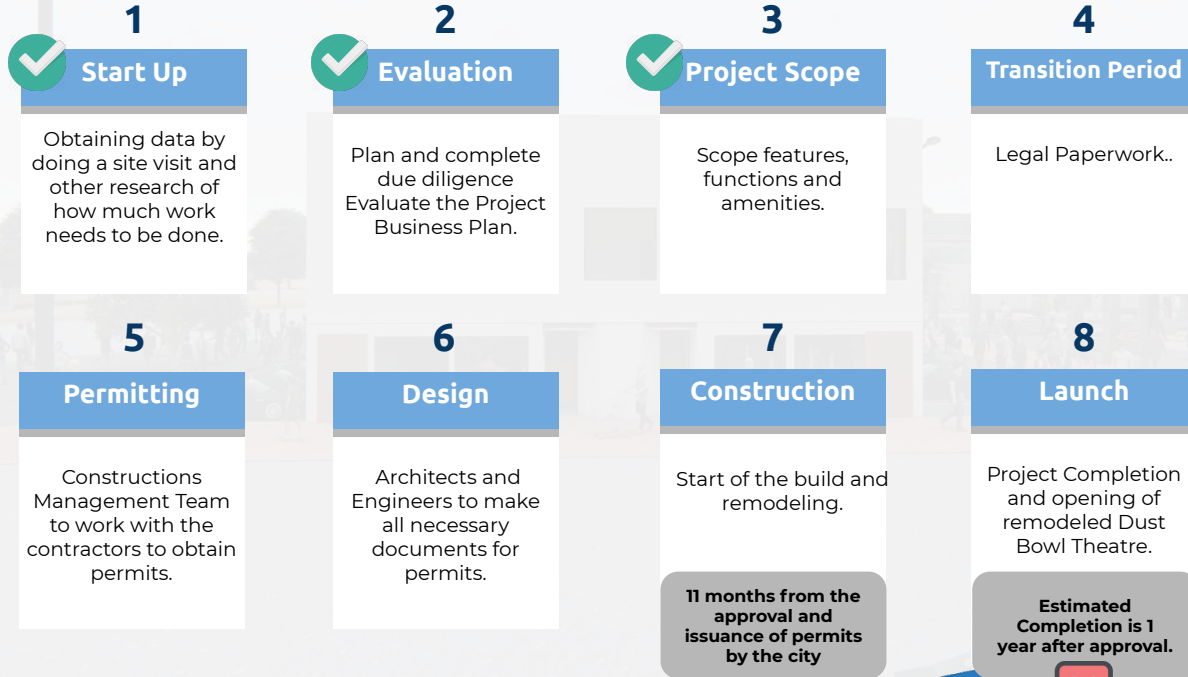
Exterior With Events



[More Photos](#)



Project Stages



Project Comparisons

Project	Cost	Amenities	Estimated Gains Per Year	Estimated Gains Per 30 Years	Estimated Loss Per year	Estimated Loss Per 30 Years
Theater Restoration	\$5.2 Million	Theater	\$26,241 (employment \$18,741+Sales of tickets \$7,500)	\$787,230	\$905,866	\$27,175,890
Demolition (Vacant Land / Park)	\$200K + Cost to build the park	Park	\$0	\$0	\$3200 (Property Tax)	\$96,000 (Property Tax)
Dust Bowl Entertainment District 	\$0	-Clothing & Accessories Shop - Museum & Gift Shop -Parking -Live Events -Arcade -Food Court	\$325,664	\$9,779,920	\$0	\$0

Disclaimer: The amounts shown above are estimates based on site visit previously performed by contractors hired by City of Eloy.



Benefits

Increased Local Employment

Dust Bowl Entertainment District is estimated to bring local jobs to approximately **84+** people within the area plus the companies and individual needed to complete, maintain and update the project.

18 Food Court Spaces x 3 jobs per space	56
2 Showrooms x 5 jobs	10
Arcade	2
Public Screening	2
Live Events	3
Parking	1
Maintenance Staff	2
Janitorial Services	3
Other Staff	5

84

+ Construction, Maintenance of the building, updates and upgrades



Benefits

Increased Property Value

With the remodeled Dust Bowl Entertainment District, the city can guarantee a maintained or even increased value of surrounding properties.

A value has been put on these benefits using existing data. However, while these gains are important, we can also consider to measure the full benefits of this project in increasing social capital through empowering local residents and strengthening the social cohesiveness of communities..





Benefits

Environmental & Community Impacts

This remodeling project prevents 70% of carbon emissions compared to when Dust Bowl Theatre is fully demolished.

Repairing and maintaining, rather than undertaking a large structural overhaul also preserves energy



Residents

- New and more jobs.
- Sense of community and belonging.
- Increased amenities.
- Increased quality of life.

City Government

- Lower unemployment rate.
- Improved social capital and prosperity.
- Increased property value.
- Increased tax revenue.
- Increased city's image.



Community Appreciation Program

Community Help Appreciation Development

Prioritization: The residents of Eloy and those who serve the community will be prioritized during contract drafting of food court spaces and other stalls.

Veterans Access: Access to the live events for any veterans related occasions and events.



L.E.T.S.

Local Entrepreneur Training and Support

A Program in partnership with the City of Eloy to promote positive long term growth.

GOAL: Support local citizens of Eloy in their Entrepreneurial journey by providing trainings, inexpensive rent and post-launch support.

Benefits

- Pre Business Launch Training
- Post Business Launch Support
- Marketing Support
- Inexpensive Rent
- Short and Long Term Leasing Options

LETS Program

-  Registration & Qualification
-  Training & Certification
-  Business Approval
-  Built & Business Launch
-  Post Launch Support

We Know!

- There is no need for a movie theater, vacant lot, or another park.
- The majority of our efforts will be in state and nationwide marketing to bring people to Eloy for the benefit of all.
- Besides selling the parcel as a vacant lot (at a loss) there are no viable options for a government entity to turn this in to a positive venture.

We Will Do!

- Keep the name of the Dust Bowl- If granted by the city officials.
- We will please both the citizen groups that are for and that are against the "Save the Memory of the Dust Bowl".
- We try to keep the building and repurpose what we can for the constituents that find this important.
- We will bring people to Eloy that will generate foot traffic, revenue for small businesses, and tax revenue for the City.

We Need!

- Assigning a Team for planning division to exclusively work with DBED project for the permitting and planning process.
- Authorization to use "Dust Bowl" name and trademark.
- City to provide sewer, water, gas, and power to the building along with a Fire Suppression/Sprinkler system, if required by City.
- Promote Dust Bowl Entertainment District Project using current methods available to City.

Why Do it?

- Vested interest in Main Street.
- Eloy has become very dear to us and will be the cornerstone of many upcoming plans.
- Strategic Location of Eloy.
- No one is willing to do anything of this magnitude and governments are not set up to do this.

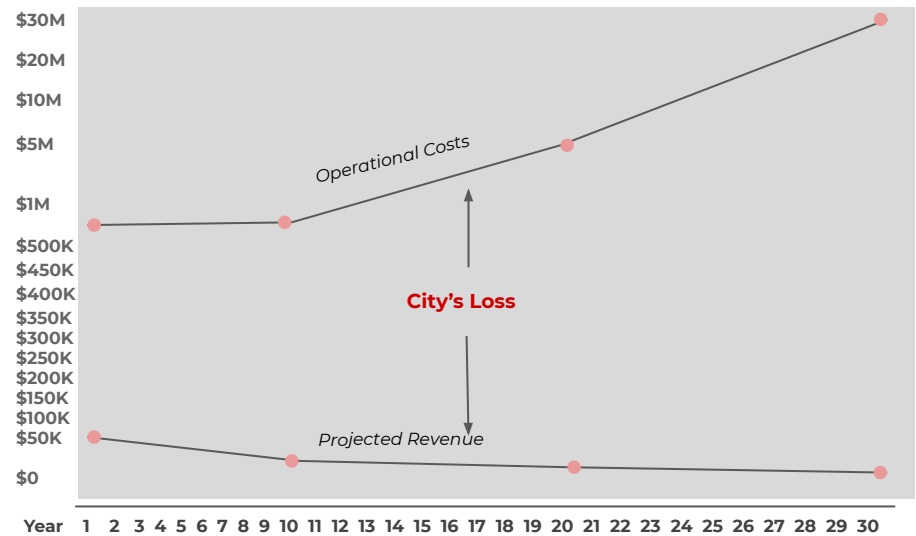


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City's Projected Loss (Restored Theater)



This chart projects City's Loss and decline on ticket sales for the next 30 years.

Revenue

Per Month: \$12,455
Per Year: \$149,467
Per 30 Years: \$4,484,010

Expenses

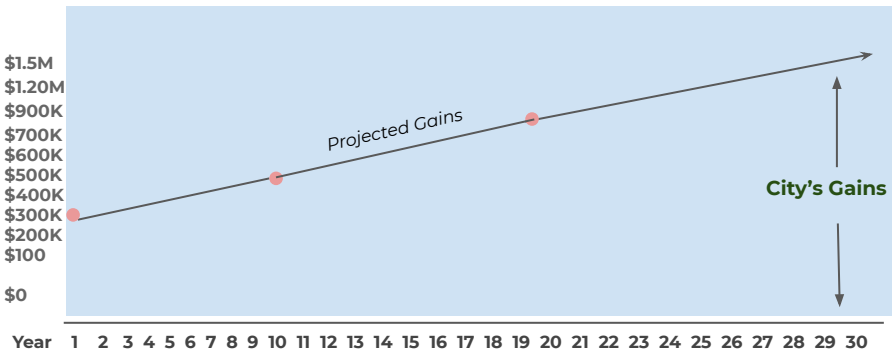
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Per 30 Years: \$31,659,900

Loss

Per Month: \$75,489
Per Year: \$905,866
Per 30 Years: \$27,175,890

The 'Loss' is an estimated data based on "retained" revenue for the next 30 years. Ticket Sales Decline was not factored in.

City's Projected Gains (Dust Bowl Entertainment District)



Revenue

Per Month: \$11,138
Per Year: \$133,664
Per 30 Years: \$4,009,920

Expenses

Per Month: \$0
Per Year: \$0
Per 30 Years: \$0

Gains

Per Month: \$27,139
Per Year: \$325,664
Per 30 Years: \$9,779,920

Employment Comparison

Current:
Restoration (Theater)
Dust Bowl Entertainment District

0
10
84+



PUBLIC ANNOUNCEMENT

We are planning on having an open-house event for residents of Eloy once the project is awarded. We will listen to the residents and will implement as much of their ideas as we can in the Dust Bowl Entertainment District project in order to make sure everyone in the City of Eloy is heard and the project serves the people of Eloy.

Date and Time will be announced once the project is approved and awarded and before finalizing the architectural designs.

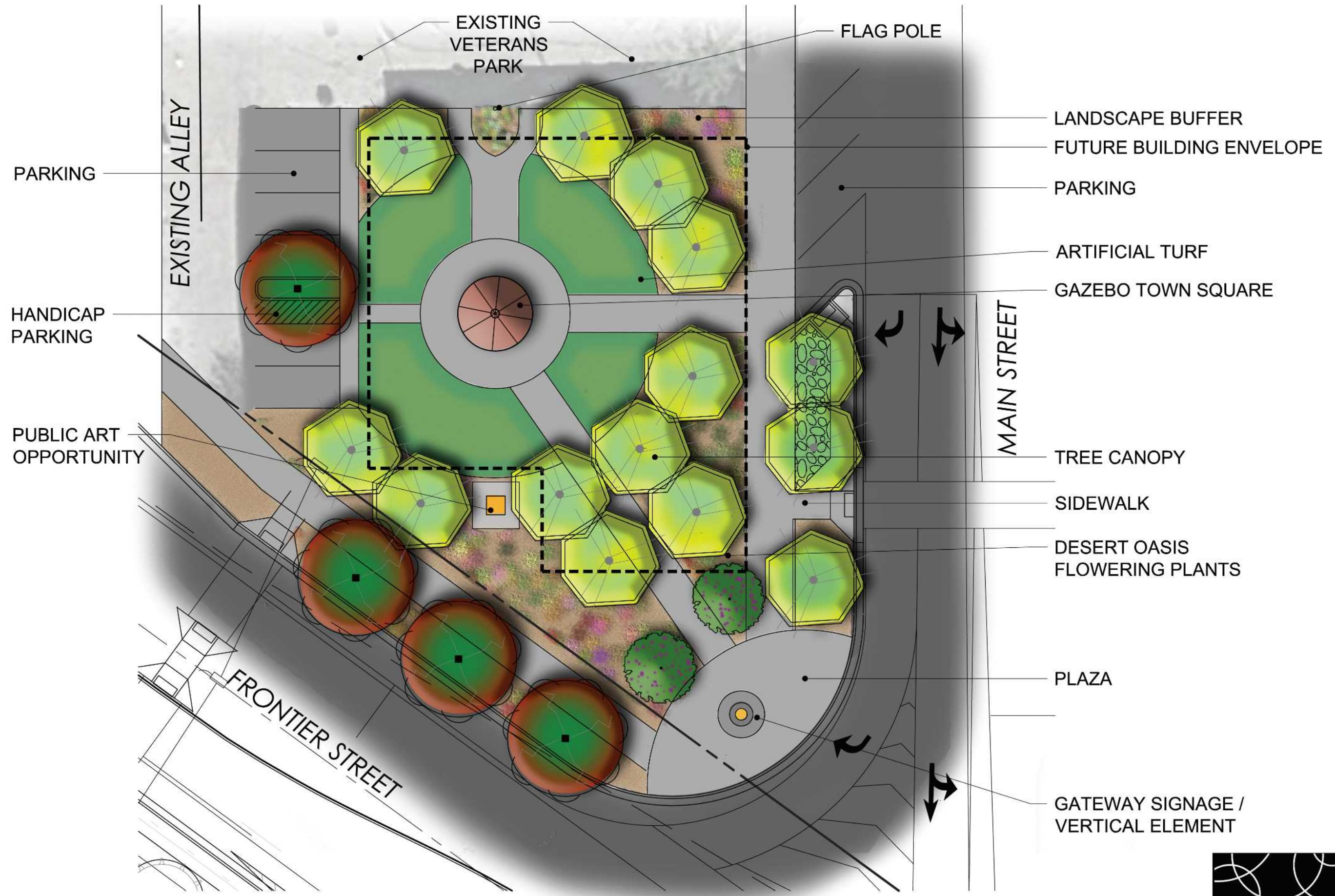


Dust Bowl Entertainment District

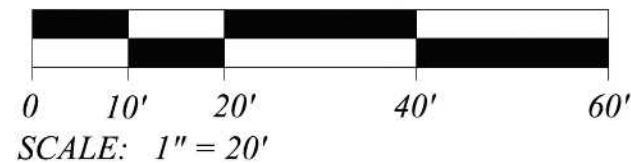
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CITY OF ELOY TRIANGLE PARK-Conceptual Park Design 02.25.21



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Urban Design

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