

City Administrator Report to Mayor & City Council

2017.12.08, Edition No. 289

WEEKLY UPDATE:

- Trails: The first public meeting for the proposed West Side Trail is tentatively scheduled for 5-7 p.m. on Wednesday, Dec. 20, at the Environmental Learning Center in Discovery Park.
- City Hall: The police department will be conducting active shooter training for staff at City Hall in December. We are looking at some potential security updates as well that may come forward at budget time.
- Riverfront: This week Parks & Rec began removing Ash Trees on the Riverfront up-river from the lift station in the parking lot median. The trees are diseased and dying and it is time for them to be removed. Between now and Spring we will replace them. We have engaged an Adopt-A-Park group to help with the removal once we have downed the tree.
- CVB: Please see the attached overview of CVB progress provided by GMCCI/CVB.
- Council: There will be a farewell reception for the outgoing city council members on December 21st from 4:30-6:30 pm in the City Hall Council Chambers.
- Budget: The draft budget schedule is attached for your information.
- Hotel/Motel: Finance Director Lueck has proved the attached hotel/motel tax spreadsheet which has been updated for the 3rd quarter of 2017. The 3rd quarter payment was \$193,426.10 which is much higher than normal. Nancy contacted the State to verify the amount and was told that it included \$3,927.70 which is for another city and will be deducted from our next quarter payment. It also includes \$46,906.65 for amended returns for one hotel from 2015. Without these two items, the revenue for the quarter would be \$142,591.75, which is still a strong amount compared to recent years.
- Mississippi Drive: City Engineer Clarification - It occurs to me that I gave everybody the impression that all side streets would be open to Mississippi Drive last night. Chestnut, the street next to the hotel, is closed and will remain closed until the Hotel does not need it closed anymore. We are working to find out what timeframe that will be, but it is not likely to be anytime soon.

CVB GOALS 2017-2018

Goal	Strategy/Updates
<p>Develop targeted promotional and informational material for media (i.e. brochures, Internet, radio, television, newspapers) directed to individuals, groups, networks of hospitality professionals, sports groups, tour companies, local attractions, and event coordinators.</p>	<ul style="list-style-type: none">• Visitors Guide 2018 -Working with Sycamore Printing. Visitors Guide will be out early 2018.• Update VisitMuscatine.com-Virtual Training complete• Develop short 15-30 sec. videos for social media showcasing Muscatine's Amenities (Winter/Spring)• Submitted ads to Travel Iowa Guide.• Submitted updated info to Eastern Iowa Tourism Guide• Updated info to QC Visitors Guide• Created brochure for Muscatine Soccer College Search Kickoff• Working with McDaniels on winter/spring ad campaign• E-newsletter sent at least monthly to hospitality folks and people who have subscribed via website about events going on in Muscatine and Muscatine County.

Disseminate information by personal visits, correspondence, media pieces, and phone calls about facilities and amenities available in Muscatine area.

- Visit to hotels complete.
- Hospitality Meeting on June 30.
- Next Hospitality Meeting being held in November in Downtown Muscatine
- Have an up-to- date lists of venue spaces
- Capacity of spaces
- Caterers
- Will help to have up-to-date visitors guide

<p>Ensure maintenance of current and accurate information on the CVB related website pages – especially area calendar of events that relate to Muscatine area, tourism, conventions, and trade shows.</p>	<p>Update VisitMuscatine.com-Get assistance on learning Civic Plus- Class Complete. Have been updating Website with upcoming events and adding and deleting new and old/items.</p>
<p>Serve as public relations leader to promote all CVB activities at the local, regional, and state level.</p>	<ul style="list-style-type: none"> • I have reached out to tournament organizers, met with visitors stopping in the chamber, attended several conferences and spoken about activities/ progress in Muscatine. • Point person and application submitted for FireBall Run and Amazon Prime series that filmed in Muscatine. 10 min will be dedicated to Muscatine filming for particular episode. 4 million viewers could be exposed to the Muscatine attractions that were filmed.
<p>Develop and maintain tracking instruments to measure results of marketing efforts.</p>	<ul style="list-style-type: none"> • Work with McDaniel on analytics • Monitor Visit Muscatine Facebook • Track certain promotions and events to see what advertising/marketing worked
<p>Prepare and administer budget for the CVB. Responsible to report budget information and financial status as required by the board.</p>	<p>Will look at in near future</p>
<p>Actively seek grants and other funding sources to help finance the activities of the CVB.</p>	<p>Will explore. Activities will need to be defined.</p>

<p>Provide Supervisory role to CVB staff, interns, and volunteers.</p>	<p>Will do when needed. N/A at this time.</p>
<p>Capitalize on visitors while they are here (weddings, soccer tournaments, baseball/softball tournaments, business conferences.</p>	<ul style="list-style-type: none">• I have reached out to tournament organizers, met with visitors stopping in the chamber, spoken to people here for their family reunions and helping them decide activities. Attended several conferences and spoken about activities/ progress in Muscatine.• Inform visitors when applicable with up to date information on what's available to do, see, eat and where to stay in Muscatine.

<p>Form a hospitality committee (hotels, event venues etc.)</p>	<ul style="list-style-type: none"> • Locate list of attendees sent in the past, otherwise re-create.-Have done • Enhance communication and outreach to stakeholders through regular site visits, hospitality meetings and information sharing. • Distribute visitor guides-Have done. Will do when new guide is done. • Next Meeting November-in Downtown Muscatine
<p>Grow Chinese tourism and capitalize on current momentum.</p>	<p>Work with Muscatine’s China initiative, China Window LLC <i>In Progress</i></p>
<p>Cultivate and maintain relationships with visiting sports teams to ensure they have a quality visit and hopefully return</p>	<ul style="list-style-type: none"> • Have reached out to sports team organizers and give information before they come to Muscatine. • Brochures were created for Muscatine College Search Kick-off and phone call to tournament organizer. Set up table at complex during tournament. • Work with Parks and Rec to get tournament/contact information.

**PROPOSED 2018/2019 CITY COUNCIL BUDGET SCHEDULE
CITY HALL CONFERENCE ROOM**

Date	Time	Department/Agency
Thursday, January 25, 2018	5:30 p.m.	General Fund Overview to City Council
Saturday, January 27, 2018	8:00 a.m. to 4:00 p.m.	City Council Budget Review Legal Services City Administrator Human Resources Risk Management Finance Information Technology Community Development Airport/Airport Subsidy Police Operations Animal Control Library Operations Cablevision Art Center Fire Operations Ambulance
Monday, January 29, 2018	5:30 p.m. to 8:30 p.m.	Parks Administration Park Maintenance Swimming Pools Recreation Soccer Kent Stein Wellness Cemetery Golf Course Boat Harbor Marina
Tuesday, January 30, 2018	5:30 to 8:30 p.m.	Public Works Administration Engineering Roadway Maintenance Traffic Control Snow and Ice Street Cleaning Building & Grounds Collection & Drainage Equipment Services Equipment Replacement

Date	Time	Department/Agency
Thursday, February 1, 2018 (City Council meeting)	5:30 p.m. to 7:00 p.m.	Chamber CVB Senior Resources Humane Society MCSA
Saturday, February 3, 2018	8:00 a.m. to 4:00 p.m.	Iowa Legislators Transit Parking Refuse Collection Landfill Transfer Station WPCP Storm Water Housing Review & Discussions Begin – General Fund
Tuesday, February 6, 2018	5:30 p.m. to 8:30 p.m.	Capital/Debt/TIF/RUT Local Option Review
Wednesday, February 7, 2018	5:30 p.m. to 8:30 p.m.	Review & Discussion Decisions for Public Hearing (may continue to February 10th)
Saturday, February 10, 2018	8:00 a.m. to 4:00 p.m.	Final Decisions for Public Hearing (extra meeting unless concluded February 7th)
Tuesday, February 13, 2018	5:30 p.m. to 6:00 p.m.	Set Public Hearing
Thursday, March 1, 2018		Public Hearing & Adoption
March 15, 2018		Approved budget filed with County Auditor for certification

City of Muscatine
Hotel/Motel Tax Receipts
1981 Through the Quarter Ended September 30, 2017
Calendar Year Basis
(Reflects Sales Tax for the Quarter Indicated Received by the City in the Following Quarter)

	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Quarter Ended:										
March 31	N/A	\$ 19,232.96	\$ 18,681.98	\$ 20,297.13	\$ 18,009.11	\$ 16,709.02	\$ 17,009.89	\$ 17,569.02	\$ 23,469.48	\$ 26,448.19
June 30	22,524.49	21,870.19	21,848.36	21,360.82	20,456.33	16,722.85	17,434.77	20,999.14	24,891.65	30,498.07
September 30	22,943.58	22,440.75	22,663.46	22,541.57	21,131.85	20,424.40	17,824.69	26,701.15	29,046.75	32,003.03
December 31	20,019.16	17,739.93	20,000.55	18,367.11	15,842.84	14,163.27	21,787.58	21,108.93	23,155.62	22,971.37
Totals	\$ 65,487.23	\$ 81,283.83	\$ 83,194.35	\$ 82,566.63	\$ 75,440.13	\$ 68,019.54	\$ 74,056.93	\$ 86,378.24	\$ 100,563.50	\$ 111,920.66

	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Quarter Ended:										
March 31	\$ 24,305.78	\$ 27,711.87	\$ 60,894.40	\$ 24,483.42	\$ 44,578.12	\$ 51,405.94	\$ 54,742.68	\$ 61,102.75	\$ 67,404.48	\$ 59,417.74
June 30	31,847.41	54,074.28	56,858.82	82,397.18	76,758.21	68,952.70	74,099.44	82,774.25	73,742.69	74,119.67
September 30	34,881.63	62,854.35	67,253.12	79,392.19	70,042.93	78,281.78	76,141.18	86,567.88	96,915.22	76,958.27
December 31	25,472.90	33,368.49	55,666.56	42,913.95	66,771.86	60,657.31	66,553.96	71,106.50	63,865.01	78,280.53
Totals	\$ 116,507.72	\$ 178,008.99	\$ 240,672.90	\$ 229,186.74	\$ 258,151.12	\$ 259,297.73	\$ 271,537.26	\$ 301,551.38	\$ 301,927.40	\$ 288,776.21

	<u>2001 (#3)</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Quarter Ended:										
March 31	\$ 69,292.78	\$ 58,990.57	\$ 57,351.91	\$ 69,710.27	\$ 79,835.21	\$ 72,552.48	\$ 71,768.06	\$ 67,766.16	\$ 66,267.81	\$ 61,255.18
June 30	106,317.92	77,900.53	80,745.70	91,181.51	93,847.60	90,337.59	100,316.37	91,518.91	78,997.38	92,787.24
September 30	76,274.37	72,877.04	81,699.38	84,352.24	75,707.03	92,400.28	108,581.41	122,708.53	89,635.77	92,418.76
December 31	63,041.37	63,679.21	68,206.60	69,540.31	67,478.39	74,333.00	98,387.80	76,380.57	58,594.48	73,512.88
Totals	\$ 314,926.44	\$ 273,447.35	\$ 288,003.59	\$ 314,784.33	\$ 316,868.23	\$ 329,623.35	\$ 379,053.64	\$ 358,374.17	\$ 293,495.44	\$ 319,974.06

	<u>2011 (#4)</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Quarter Ended:							
March 31	\$ 97,259.96	\$ 65,312.80	\$ 76,008.31	\$ 87,924.55	\$ 61,324.69	\$ 58,769.22	\$ 86,777.60
June 30	100,472.96	88,516.82	100,435.65	114,264.99	80,769.29	104,942.81	123,496.31
September 30	78,823.22 *	89,285.49	96,330.15	123,794.51	110,093.27	128,105.11	193,426.10 *
December 31	115,118.50 *	69,971.65	116,521.58	87,980.48	87,997.63	102,700.22	
Totals	\$ 391,674.64	\$ 313,086.76	\$ 389,295.69	\$ 413,964.53	\$ 340,184.88	\$ 394,517.36	\$ 403,700.01

Hampton Inn opened late in 2010

* One permit had not finished processing for the 9/30/11 quarter; funds were included in the next quarter

The 3rd Qtr of 2017 has \$3,927.70 which is for a diff. City which will be deducted next qtr. That qtr also inc'd \$46,906.65 for amended returns for one hotel for 2015. Without those items that quarter would be \$142,591.75.

Notes:

1. Hotel/motel tax implemented 4-1-81 at a rate of 4%.
2. Hotel/motel tax increased to 7% effective 4-1-92
3. Hotel/motel tax for quarter ended June 30, 2001 included \$21,705.23 for prior quarters per State (late payments plus interest).
4. Hotel/motel tax for quarter ended March 31, 2011 includes \$5,345.83 for the prior quarter.



Mississippi Drive Update

