

3 **ORDINANCE: Amend Exhibit C of Section 19.24(7) of the General Code for Winnebago**  
4 **County Relating to Sunnyview Exposition Center Rental Fees Schedule**

6 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

8 **WHEREAS**, the Winnebago County Parks and Recreation Committee has reviewed and recommends  
9 approval of the following amendment to Exhibit C of Section 19.24(7) of the General Code for Winnebago County,  
10 outlining deposit rates established for the Sunnyview Exposition Center; and

11 **WHEREAS**, for the past twelve (12) years the use of a requisite "calendar deposit" has been in place that  
12 requires a client to submit a one-hundred dollar (\$100) non-refundable payment in order to reserve the Exposition  
13 Center for a desired date(s) of an event to be scheduled on the Sunnyview Exposition Center Events Calendar; and

14 **WHEREAS**, because the majority of clients repeatedly reserve the Sunnyview Exposition Center on a yearly  
15 basis, it is common for these clients to make multiple one-hundred dollar (\$100) calendar deposits at one time to  
16 reserve their desired date(s) on the Sunnyview Exposition Center Events Calendar for several years to come; and

17 **WHEREAS**, with the existing procedure in place for collecting calendar deposits, Winnebago County is  
18 exposed to the possibility of incurring unexpected losses in revenue when a situation arises in which a client may  
19 deem a one-hundred dollar (\$100) calendar deposit fee not enough of a deterrent to notify Winnebago County of an  
20 event cancelation; and

21 **WHEREAS**, because there has been a steady increase in the number of bookings at the facility over the past  
22 twelve (12) years, the competition for available calendar dates has likewise risen such that whatever unscheduled  
23 dates that remain on the Sunnyview Exposition Center Events Calendar now carry with them a heightened economic  
24 value for Winnebago County; and

25 **WHEREAS**, because of the aforementioned increase in demand, each available calendar date at the  
26 Exposition Center carries with it an increased value for Winnebago County; and

27 **WHEREAS**, it is both timely and appropriate for Winnebago County to put into place measures that will allow  
28 Winnebago County to attempt to secure the real value of each Exposition Center calendar date by applying a more  
29 sizeable financial penalty to a client who pays a calendar deposit fee for an Exposition Center event and who, at a  
30 later date, elects to cancel the event.

32 **NOW, THEREFORE, BE IT ORDAINED** by the Winnebago County Board of Supervisors that it hereby  
33 approves the amendment to Calendar Deposit section of Exhibit C of Section 19.24(7) of the General Code of  
34 Winnebago County to read as follows:

- 35 10. **DEPOSITS:**  
36 For Lessees to retain their comparable event date(s) in future years, payment of a Reservation Deposit must  
37 be paid within 20 calendar days of the last take down day of the respective event. \*Calendar Deposits" in  
38 place prior to January 1, 2015, will be honored.

42 **DEPOSITS ARE NON-REFUNDABLE**  
43 Reservation Deposit: 25% of total contract amount due upon initial commitment to a reservation date(s).  
44 \*For multi-year contracts in their second or third years, Reservation Deposits are due the first business day  
45 of the respective calendar year.

46 Supplemental Deposit: An additional 25% of total contract amount due three (3) months prior to event for all  
47 single and multi-year contracts with remaining balances due upon first set-up day.

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**BE IT FURTHER ORDAINED** by the Winnebago County Board of Supervisors that said amendment to Exhibit C of the General Code of Winnebago County shall become effective on the date following the date of publication, and the application to the processes instilled in the amendment shall be applicable for Exposition Center contracts scheduled for the years 2016 through 2020.

**Fiscal Note:** No additional revenue is anticipated nor is it necessarily conducive as applied to this particular policy involving forfeiture of a client's Reservation Deposit

Submitted by:

**PARKS AND RECREATION COMMITTEE**

Committee Vote: \_\_\_\_\_

Vote Required for Passage: **Majority of Those Present**

Approved by the Winnebago County Executive this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

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Mark L Harris  
Winnebago County Executive