

NOV 02 2009

ORDINANCE NO.2752

J. Ronald Colyer
City Clerk

AN ORDINANCE TO AUTHORIZE THE DIRECTOR OF COMMUNITY & ECONOMIC DEVELOPMENT FOR THE CITY OF COLUMBIA, ILLINOIS TO PROCEED WITH A GRANT APPLICATION TO THE ILLINOIS DEPARTMENT OF COMMERCE & ECONOMIC OPPORTUNITY BUREAU OF TOURISM TO RENOVATE THE SHOEMAKER SCHOOLHOUSE AS A MONROE COUNTY WELCOME CENTER.

WHEREAS, the City of Columbia, Illinois, (the "CITY"), is a municipal corporation and body both corporate and politic created and existing in and by virtue of the laws of the State of Illinois located in Monroe and St. Clair Counties, Illinois;

WHEREAS, the CITY has determined that the Shoemaker Schoolhouse should be restored as a museum reflecting its former use as a one-room schoolhouse and as a Welcome Center for visitors to Monroe County;

WHEREAS, the Tourism Bureau Southwestern Illinois estimates that the Welcome Center will generate \$50,460 per month in economic impact to Columbia and Monroe County or \$605,520 annually;

WHEREAS, development of the Welcome Center is also supported by the Tourism Bureau Southwestern Illinois, the City of Waterloo, and Monroe County;

WHEREAS, the CITY has been invited to apply to the Illinois Department of Commerce & Economic Opportunity Bureau of Tourism through the Tourism Attraction Development Grant Program (TAP) for the purpose of renovating the Shoemaker Schoolhouse;

WHEREAS, the City Council has determined and does hereby declare that it is in the welfare and best interest of the CITY to renovate this property for the purposes described above:

NOW, THEREFORE, BE IT ORDAINED, by the City Council of the City of Columbia, Illinois, as follows:

Section 1. The attached application, project description and budget are hereby approved as to form. The Director of Community & Economic Development and the Mayor are hereby authorized and directed to execute and deliver, for and on behalf of the city, any and all grant application forms and other documents required to be submitted by the City in order to apply for said Tourism Attraction Development Grant; and, the City Clerk is hereby authorized and directed to attest the same and affix thereto the corporate seal of the CITY, in as many counter parts as the Mayor shall decide.

Section 2. This ordinance shall be in full force and effect from and after its passage, as provided by law.

Alderman Oberkfell moved the adoption of the above and foregoing Ordinance; the motion was seconded by Alderman Row, and the roll call vote was as follows:

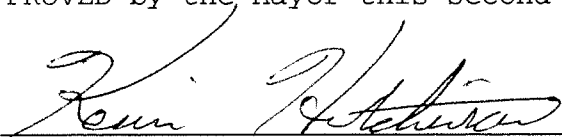
YEAS: Aldermen Ebersohl, Niemietz, Row, Hejna, Oberkfell, Stumpf and Roessler.

NAYS: None.

ABSENT: Alderman Agne.

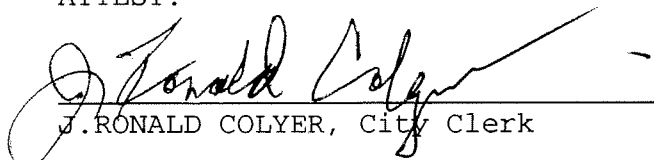
ABSTENTIONS: None.

PASSED by the City Council and APPROVED by the Mayor this second day of November, 2009.



KEVIN B. HUTCHINSON, Mayor

ATTEST:



J. RONALD COLYER, City Clerk

(SEAL)

Project Number: _____
(For office use only)

**TOURISM ATTRACTION DEVELOPMENT GRANT PROGRAM
APPLICATION COVER PAGE**

1. Applicant Organization: City of Columbia
- Authorized Official: Kevin B. Hutchinson Title: Mayor
- Address: 208 S. Rapp Ave.
- City: Columbia 9-Digit Zip Code: 62236 - 0467 (Required)
- County: Monroe Daytime Telephone: (618) 281-7144
(Location of Attraction)
- Fax Number: (618) 281-5477
2. Applicant's F.E.I.N.#: 376001633
3. Applicant Organization Status: Not-For-Profit For-Profit
4. Project Contact Person: Paul A. Ellis Telephone: (618) 281-7144 x.118
- Email Address: pellis@columbiaillinois.com
5. Project Title: Monroe County Welcome Center
6. IL House Dist.# (s): 116 IL Senate Dist.# (s): 58
- U.S. Congressional Dist.# (s): 12
7. Anticipated project initiation and completion dates:
- From: February 15, 2010 To: August 30, 2010
8. Total Cost of Project: \$ 58,775 Grant Request: \$ 25,000
(As Reflected on Itemized Budget)
9. Anticipated employment created by project: Full Time Part Time 1

To the best of my knowledge and belief, information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Signature of Authorized Official Title Date

IMPORTANT NOTICE

This state agency is requesting disclosure of information that is necessary to accomplish the statutory purpose as outlined under 20 ILCS 605/605-1 et.seq. Disclosure of this information is **REQUIRED**. Failure to provide any information will result in this form not being processed. This form has been approved by the State Forms Management Center. IL-420-0143 (rev.2/02)

- 1. PROJECT DESCRIPTION:** Describe the proposed Project clearly and concisely. State the goal, strategy, and the target audience. Provide a detailed description of the viability of the proposed tourist attraction being developed or renovated, and its location within 30 miles of an area with supporting visitor services.

This project will renovate a one-room schoolhouse built around 1850 for use as a Visitor Center. The facility will serve all visitors, particularly the drive-in leisure and group markets.

The schoolhouse is located on Illinois Route 3, the Great River Road Scenic Byway and—much earlier—the Kaskaskia Trace, in Columbia, three miles southeast of I-255 and seven miles south of St. Louis in Illinois' Southwest Region. Since Illinois 3 is the first exit for travelers crossing the Jefferson Barracks Bridge into Illinois and traffic on the highway exceeds 43,000 vehicles per day, it is likely to be a busy location; it will be the only Visitor Center in Monroe County, as well.

The Center will take its theme from the Kaskaskia Trace, one of the earliest byways through this area. The Trace was used by Lewis & Clark as they traveled north to Cahokia gathering men and supplies for the Corps of Discovery in 1803. In addition to racked brochures and maps, the Center will feature displays, exhibits, photographs and other memorabilia showing the history of the County and the area, and it will partially recreate the building's use as a mid-19th century schoolhouse.

Columbia has a recently built Hampton Inn nearby, plus several restaurants, shops and extensive park areas. Columbia is also opening a new museum, the historic Miller-Fiege Home, located on Main Street (the City of Columbia is currently pursuing National Register designation for this landmark).

Within 30 miles of the Visitors Center are Maeystown, which is on the National Register of Historic Places; the City of Waterloo, with historic sites, lodging, several museums, restaurants & shopping; Dreamland Palace German Restaurant in Foster Pond, which attracts busloads of tourists for the authentic German food served there; Schorr Lake Vineyards and Log Cabin Winery, members of the Heartland River Wine Trail; Fairview Heights, which boasts major hotel accommodations and shops; Cahokia, where the Cahokia Courthouse State Historic Site is located; and Caseyville, which also has additional lodging and attractions. There are 1567 available hotel, motel and bed & breakfast rooms in these nearby communities.

Other nearby major attractions are the National Shrine of Our Lady of the Snows, Belleville; Cahokia Mounds State Historic Site, Collinsville; Fort de Chartres State Historic Site, Fort Kaskaskia State Historic Site and the Pierre Menard Home in Randolph County.

- 2. ATTRACTION DEFINITION:** Describe how the attraction meets the definition of a "Tourism Attraction" as defined in Section XV of the Application Guidelines.

The Visitors Center meets the definition of a Tourism Attraction as it is a facility that serves the traveling public for Monroe County and the Southwest Illinois Region. It will have literature, displays, maps and information to help direct visitors to attractions, lodging, restaurants, shops and other amenities. The Center will also advertise and promote events and activities in an effort to keep visitors in the area for additional overnight stays.

Hammond Shoemaker built this one-room schoolhouse for his children in 1852 and dedicated it to Monroe County when they were grown. It was used as a public school until 1951, and then as a private home for almost four decades. In 1992 it was moved to its present site in order to avoid demolition due to the widening of Illinois 3.

- 8. RETURN ON INVESTMENT:** Describe how this Project will increase expenditures from additional visitors generating a Return on Investment (ROI) for the State within three years.

According to the Illinois Bureau of Tourism, each leisure visitor is worth \$116 per day. Per the Illinois Department of Transportation, Illinois 3 (the Great River Road) in Columbia has an average daily traffic count of 29,000+. A conservative estimate is that 5% of those traveling the road are from out of town, that's 1,450 cars per day that will be particularly attracted to a Visitors Center. If only 1% of those travelers stay an extra day because of information received at the Center, that will generate 435 room nights per month.

These estimates do not include the growing number of bicyclists who regularly ride the Great River Road in large and small groups.

Having information on events, wineries, attractions, eateries, lodging, etc. for Southwest Illinois could, conservatively, generate \$50,460 per month in economic impact or \$605,520 annually.

- 9. SUSTAINABLE ECONOMIC GROWTH POTENTIAL:** Demonstrate the potential for sustainable economic growth and job creation, or the significant impact on the area's overall tourism efforts that will occur as a result of this development. Provide the number of jobs this Project is expected to create. How will the State benefit from investing in this Project? Preference will be given to Projects that demonstrate the greatest potential for significantly increasing overnight stays and travel into and throughout the State of Illinois.

Currently, the nearest Visitors Center on the Great River Road is in Alton, nearly 50 miles north of Columbia. The only other Visitors Center located near Illinois 3 in southwestern Illinois is under construction on the Illinois side of the Chester Bridge, 30 miles south of Columbia. The addition of a Visitors Center at a point on the Great River Road near the more heavily populated St. Louis metro area will benefit St. Clair, Monroe and Randolph counties in addition to the larger Southwest Illinois Region.

Within the likely service area of this new center are the World Shooting & Recreational Complex; the Creole Colonial District, which includes the Cahokia Courthouse State Historic Site, Fort de Chartres State Historic Site, the Pierre Menard Home, the Village of Prairie du Rocher and Fort Kaskaskia State Historic Site; the Village of Maestown; three wineries (two on the Heartland Rivers Wine Trail); the City of Chester, the City of Waterloo and many other smaller communities.

As the number of visitors staying in the area increases, more jobs will be created at attractions, restaurants, shops, hotels, motels and bed & breakfasts. Increased revenues from visitors also contribute to job retention in every sector, not just travel and hospitality.

At the Visitors Center itself, a part-time position will be funded by the City of Columbia in cooperation with Monroe County and the City of Waterloo. Volunteers will also staff the facility during normal operating hours.

3. Budget Category Breakdown

Monroe County Welcome Center (Restoration & Adaptive Reuse of Schoolmaker Schoolhouse)

Item	Start	End	Grant	Match	In Kind	Total	Service	Vendor
1	Mar-09	Mar-09	\$0	\$50	\$100	\$150	Temporarily secure building	Columbia DOPW
2	Apr-09	Apr-09	\$0	\$1,000	\$0	\$1,000	Stake property lines	Hennigan & Associates / Columbia, IL
3	Apr-09	May-09	\$0	\$0	\$1,200	\$1,200	Design storm sewer system	Columbia DOPW
4	May-09	Jul-09	\$0	\$2,000	\$0	\$2,000	Install storm sewer system	Columbia DOPW
5	Oct-09	Oct-09	\$0	\$200	\$300	\$500	Clean-up & dispose of debris	Columbia DOPW & volunteers
6	Oct-09	Oct-09	\$0	\$0	\$800	\$800	Install owner-supplied flooring system	Columbia DOPW & volunteers
7	Feb-10	Mar-10	\$2,550	\$0	\$0	\$2,550	Repair existing wood soffits & shutters	[Contractor]
8	Feb-10	Mar-10	\$0	\$2,150	\$0	\$2,150	Replace all seven wood windows	Wood Designs / Waterloo, IL
9	Feb-10	Mar-10	\$0	\$1,275	\$300	\$1,575	Bring electrical system up to code	[Contractor]
10	Feb-10	Mar-10	\$2,850	\$0	\$0	\$2,850	Repair existing 10-ton HVAC system	Brooks Heating & Cooling / Waterloo, IL
11	Feb-09	Mar-10	\$500	\$0	\$0	\$500	Insulate ceiling ¹	[Contractor]
12	Feb-10	Apr-10	\$0	\$2,950	\$0	\$2,950	Install new wood ceiling (paint grade)	[Contractor]
13	Feb-10	Apr-10	\$0	\$200	\$300	\$500	Install cloak room wall ²	[Contractor]
14	Apr-10	May-10	\$8,750	\$0	\$0	\$8,750	Patch & repaint exterior brick ³	[Contractor]
15	Jun-10	Jun-10	\$0	\$750	\$1,600	\$2,350	Seal roof ⁴	[Contractor]
16	Jun-10	Jun-10	\$2,000	\$0	\$0	\$2,000	Seal exterior & interior brick (select locations)	[Contractor]
17	Jun-10	Jun-10	\$0	\$550	\$300	\$850	Pour new concrete steps - front & back	[Contractor]
18	Jun-10	Jun-10	\$2,850	\$0	\$0	\$2,850	Install ADA ramp w/hand rail	[Contractor]
19	Jul-10	Jul-10	\$0	\$1,200	\$350	\$1,550	Sand & stain wood flooring	[Contractor]
20	Jul-10	Jul-10	\$650	\$0	\$0	\$650	Plaster patch "blackboards" as original ⁵	[Contractor]
21	Jul-10	Jul-10	\$1,150	\$0	\$0	\$1,150	Repair and replace existing wainscoting	[Contractor]
22	Jul-10	Jul-10	\$0	\$200	\$300	\$500	Clean-up & disposal of debris	Columbia DOPW
23	Aug-10	Aug-10	\$3,700	\$0	\$0	\$3,700	Install two new wood entry doors w/transoms	[Contractor]
24	Aug-10	Aug-10	\$0	\$2,500	\$0	\$2,500	Paint exterior & interior	[Contractor]
25	Aug-10	Aug-10	\$0	\$1,000	\$0	\$1,000	Install cupola w/bell	[Contractor]
26	Aug-10	Aug-10	\$0	\$2,500	\$0	\$2,500	Install interior cabinets & trim	[Contractor]
27	Aug-10	Aug-10	\$0	\$3,000	\$0	\$3,000	Install landscaping	Shady Creek Nursery / Columbia, IL
28	Aug-10	Aug-10	\$0	\$3,200	\$0	\$3,200	Install commemorative brick walkway	[Contractor]
29	Aug-10	Aug-10	\$0	\$0	\$3,500	\$3,500	Furnish office & display space	Volunteer donations & labor
			\$25,000	\$21,475	\$6,650	\$58,775		

1 Insulate to R30 per code
 2 Historically, just a wind break creating a coatroom
 3 South wall & under window on north side
 4 Spray Benjamin Obdyke roofing system with boiled linseed oil
 5 Retain blackboard currently on west wall