



GENESEE COUNTY
— M I C H I G A N —

Genesee County
Community & Economic Development Committee
Agenda

Wednesday, July 16, 2025

5:30 PM

Harris Auditorium, 1101 Beach St.

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

[RES-2025-1974](#) Approval of Meeting Minutes - June 11, 2025

IV. PUBLIC COMMENT TO COMMITTEE

V. COMMUNICATIONS

[25-442](#) 2024 Consolidated Annual Performance Evaluation Report (CAPER)
- Derek Bradshaw, Director of Planning

VI. OLD BUSINESS

VII. NEW BUSINESS

1. [RES-2025-1939](#) Approval of an agreement between Genesee County and The Sports Facilities Companies, in an amount not to exceed \$44,800.00, to provide detailed market research, opinion of cost, and pro forma for a potential sports complex; the cost of this agreement will be paid from the Accommodations Tax Fund

VIII. OTHER BUSINESS

IX. ADJOURNMENT



Genesee County

Staff Report

Genesee County
Administration Building
1101 Beach St
Flint, MI 48502

File #: RES-2025-1974

Agenda Date: 7/16/2025

Agenda #:

Approval of Meeting Minutes - June 11, 2025



GENESEE COUNTY

— M I C H I G A N —

Genesee County Community & Economic Development Committee Meeting Minutes

Wednesday, June 11, 2025

5:30 PM

Harris Auditorium, 1101 Beach St.

I. CALL TO ORDER

Commissioner Brown called the meeting to order at 5:30 PM.

II. ROLL CALL

Present: Beverly Brown, James Avery and Brian K. Flewelling

Absent: Dale K. Weighill and Delrico J. Loyd

III. APPROVAL OF MINUTES

[RES-2025-1855](#) Approval of Meeting Minutes - May 7, 2025

RESULT: APPROVED

MOVER: James Avery

SECONDER: Brian K. Flewelling

IV. PUBLIC COMMENT TO COMMITTEE

V. COMMUNICATIONS

VI. OLD BUSINESS

VII. NEW BUSINESS

1. [RES-2025-1780](#) Approval of a request to provide funding for the 51st Annual Gus Macker Tournament

RESULT: REFERRED

MOVER: James Avery

SECONDER: Brian K. Flewelling

Aye: Chairperson Brown, Commissioner Avery and Commissioner Flewelling

Absent: Vice Chair Weighill and Commissioner Loyd

2. [RES-2025-1824](#) Approval of the 2025-2029 Genesee County Consolidated Plan
- RESULT:** REFERRED
- MOVER:** James Avery
- SECONDER:** Brian K. Flewelling
- Aye:** Chairperson Brown, Commissioner Avery and
 Commissioner Flewelling
- Absent:** Vice Chair Weighill and Commissioner Loyd
3. [RES-2025-1848](#) Approval of a grant award from the Charles Stewart Mott Foundation
 in the amount of \$1,030,000.00, to provide for construction of
 non-motorized trails in Grand Blanc Township, City of Fenton, and
 the City of Burton; the budget for the grant is attached
- RESULT:** REFERRED
- MOVER:** James Avery
- SECONDER:** Brian K. Flewelling
- Aye:** Chairperson Brown, Commissioner Avery and
 Commissioner Flewelling
- Absent:** Vice Chair Weighill and Commissioner Loyd
4. [RES-2025-1853](#) Approval of an agreement between Genesee County and The Ally
 Challenge, in the amount of \$100,000.00, to provide for sponsorship
 of the Ally Challenge Golf Tournament for 2025 and 2026
 (\$50,000.00 per year); the cost of this agreement will be paid from
 the Accommodation Tax Fund
- RESULT:** REFERRED
- MOVER:** James Avery
- SECONDER:** Brian K. Flewelling
- Aye:** Chairperson Brown, Commissioner Avery and
 Commissioner Flewelling
- Absent:** Vice Chair Weighill and Commissioner Loyd

VIII. OTHER BUSINESS

IX. ADJOURNMENT

The meeting was adjourned at 5:43 PM.



Genesee County

Staff Report

Genesee County
Administration Building
1101 Beach St
Flint, MI 48502

File #: 25-442

Agenda Date: 7/16/2025

Agenda #:

2024 Consolidated Annual Performance Evaluation Report (CAPER) -
Derek Bradshaw, Director of Planning



GENESEE COUNTY
METROPOLITAN PLANNING
COMMISSION

MEMORANDUM

TO: Commissioner Beverly Brown, Chairperson
Community and Economic Development Committee

FROM: Derek Bradshaw, Director
Genesee County Metropolitan Planning Commission

DATE: July 16, 2025

SUBJECT: Program Year 2024 Consolidated Annual Performance Evaluation Report (CAPER)

BOARD ACTION REQUESTED:

No action requested.

BACKGROUND:

The 2024 Consolidated Annual Performance Evaluation Report (CAPER), which provides details of expenditures for projects funded through the U.S. Department of Housing and Urban Development (HUD), has been completed and is available for your review.

DISCUSSION:

The 2024 CAPER can be found on the GCMPC website at the following link: <http://gcmnpc.org/wp-content/uploads/2025/07/2024-Draft-CAPER-Public-Comment.pdf>. A public comment period began on July 7th and will continue until July 23rd. A public hearing is scheduled for July 14th to allow residents, communities, organizations, and other stakeholders the opportunity to review and comment on the report before it is submitted to HUD for approval. The CAPER was also provided to all Genesee County local units of government offices to make available during the public comment period.

During the Program Year (PY), May 1, 2024 – April 30, 2025, GCMPC spent over \$2 million in Community Development grant funds: \$1,435,547 of Community Development Block Grant (CDBG) funds, \$445,830 of HOME Program funds, and \$159,068 of Emergency Solutions Grant (ESG) funds. These funds, either directly or indirectly, benefited over 33,000 households in Genesee County.

Derek Bradshaw, Director Christine Durgan, Assistant Director

COMMUNITY DEVELOPMENT PROGRAM

1101 Beach Street – Room 111, Flint, Michigan 48502-1470 • (810) 257-3010 • www.gcmnpc.org

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IMPACT ON HUMAN RESOURCES:

No impact on human resources.

IMPACT ON BUDGET:

HUD grant funds, no impact on general funds.

IMPACT ON FACILITIES:

No impact on facilities.

IMPACT ON TECHNOLOGY:

No impact on technology.

IMPACT ON INDIRECT COSTS:

No impact on indirect costs.

CONFORMITY TO COUNTY PRIORITIES:

To meet Genesee County's priority of healthy, livable, and safe communities, Community Development funds from HUD can be used for a wide range of projects that improve safety, livability, and accessibility, particularly for low-to-moderate income households.



Genesee County

Staff Report

Genesee County
Administration Building
1101 Beach St
Flint, MI 48502

File #: RES-2025-1939

Agenda Date: 7/16/2025

Agenda #: 1.

To: Dr. Beverly Brown, Community & Economic Development Committee Chairperson

From: Joshua Freeman, Director of Administration

RE: Approval of an agreement between Genesee County and The Sports Facilities Companies, in an amount not to exceed \$44,800.00, to provide detailed market research, opinion of cost, and pro forma for a potential sports complex; the cost of this agreement will be paid from the Accommodations Tax Fund

BOARD ACTION REQUESTED:

Approval of an agreement to perform sports complex pro forma

BACKGROUND:

The Board of County Commissioners have expressed interest in building a sports complex as an economic development tool. Previously, the Board of Commissioners commissioned a feasibility study to determine the viability of a complex in our area. That data is pre-COVID.

DISCUSSION:

With the feasibility study in hand, the Board needs to better understand the cost of building and operating a sports complex/facility. The Sports Facilities Company specializes in building and operating sports complexes nationwide. The Flint & Genesee Group had previously engaged with The SFA about conducting further review of the costs to build and operate a complex in our County.

IMPACT ON HUMAN RESOURCES:

No impact.

IMPACT ON BUDGET:

The cost of this proposal will be split between the County and the Flint & Genesee Group. Funding for the County's portion of \$22,400 will come from the Accommodation Tax Fund Balance through account 2180-729.00-899.000. There is ample resources within the fund balance to cover this cost.

IMPACT ON FACILITIES:

There will be no impact of facilities for this study.

IMPACT ON TECHNOLOGY:

There will be no impact of technology for this study.

CONFORMITY TO COUNTY PRIORITIES:

The Board of County Commissioners have prioritized a Health, Livable & Safe Communities as well as Community Growth. In further exploring the viability of this project, the Board continues to support those goals.

TO THE HONORABLE CHAIRPERSON AND MEMBERS OF THE GENESEE COUNTY BOARD OF COMMISSIONERS, GENESEE COUNTY, MICHIGAN

LADIES AND GENTLEMEN:

BE IT RESOLVED, that this Board of County Commissioners of Genesee County, Michigan, authorizes entering into an agreement between Genesee County, the Flint & Genesee Group, and The Sports Facilities Company, in the total amount of \$44,800.00, and appropriating a total of \$22,400.00 from account 2180-729.00-899.000 to that entity, with \$22,400.00 to be provided by Flint & Genesee Group, said amounts to be used solely for the purposes of a sports complex feasibility study that is in accordance with the Accommodation Ordinance and allowed by state statute (a copy of the memorandum request and supporting documentation being on file with the official records of the July 16, 2025 meeting of the Community and Economic Development Committee of this Board), the Chairperson of this Board is authorized to execute the agreement on behalf of Genesee County, and the Chief Financial Officer is directed to record the attached budget amendment.

PROPOSED SERVICES



Proposed services document prepared exclusively for

Genesee County and Explore Flint & Genesee

by The Sports Facilities Companies

June 24, 2025

June 24, 2025

Amari,

It has been great to speak with you about the vision to develop a new sports complex in Genesee County. Based on our conversation, we understand that the desire is to more fully understand the market opportunity, project feasibility, and overall financial viability for the development. This is directly in-line with our core competency as an organization and we're confident we can serve your needs.

This proposal is for the Sports Facilities Companies ("SFC") to provide you with detailed market research, opinion of cost, and a pro forma for the project. The steps outlined reflect the proven process that we have used to serve over 3,000 communities representing over \$15 billion in planned assets over the past 20+ years. While the steps within this proposal are our standard process, the work we do within this scope are highly customized to your vision, market, and desired outcomes.

Once you review the proposed scope of work, please do not hesitate to contact me with any questions you have. We have assisted a wide range of projects from early strategy and planning, through funding, opening, and on to successful operation. We are confident this process will help provide you with the data necessary to determine the best path forward!

I look forward to discussing the approach with you in the upcoming days.

Sincerely,



Eric McCafferty

Regional Vice President, Strategic Development

Sports Facilities Companies

317-445-6230 | emccafferty@sportsfacilities.com

SF COMPANIES | SCOPE OF SERVICES

Step 1: Project Kick-Off Call

In this step, Consultant will set up an initial phone call with the Client's team to cover six topics that allow the Consultant's team to begin its work. Those topics are:

- Introductions
- Project History
- Existing Data
- Potential Partners and Stakeholders
- Key Dates for the Project
- Other Questions & Answers

Step 2: Existing Data Review & Market Analysis

In this step, Consultant will review any existing data, documentation, and/or resources provided related to the project. Consultant will then conduct preliminary market research, which will encompass demographics, sports participation in the region, and an analysis of existing service providers (competition).

Step 3: Remote Development Planning Session (DPS)

The DPS is a "deep-dive" planning and strategy session that will focus on defining success and refining the vision, value propositions, financial resources and core competencies, products and services, strategic alliances, and financial success metrics. During the DPS, Consultant will also share data from its preliminary market assessment, including key demographic and socioeconomic factors, participation rates, and other market insights. This will be held via a teleconference via Zoom meeting.

Step 4: Detailed Financial Forecast (Pro Forma)

In this step, Consultant will complete more in-depth research/analysis to produce a 5-year cash flow forecast and 20-year financial outlook. Consultant's pro forma documents are detailed, institutional-grade financial forecasts used to support decision-making and financing.

The pro forma will provide insight into the financial potential of the project and will include projections related to construction and start-up costs, revenues/expenses by product/program, EBITDA, net income, facility utilization, and more.

The pro forma will provide the Client with detailed financial projections related to and based on:

- The ideal business model
- Realistic and/or recommended debt-to-equity mix and debt service
- Right-sized program spaces and space requirements
- Construction and start-up costs based on recent, comparable projects
- Recommended parking
- Revenue by product/program
- Direct/variable costs (Cost of Goods Sold)
- Facility and operating expenses
- Management and staffing model
- Utilization Projections

Total Price Quote: \$44,800.00

This quote assumes a first draft review and one round of modifications for the pro forma. The draft pro forma will be delivered 8-10 weeks from the Development Planning Session. The final pro forma will be delivered approximately 2-3 weeks from the draft pro forma.

Please Note: This proposal is valid for 60 days from issuing date.

DESCRIPTION: Adjust Accomodation Ordinance Tax Fund for Sports Complex Project

GL #	Description	Increase/(Decrease)
2180-729.00-899.000	PROJECTS	22,400.00

APPROVED BY: _____

DESCRIPTION: Adjust Accomodation Ordinance Tax Fund for Sports Complex Project

GL #	Description	Increase/(Decrease)
2180-729.00-899.000	PROJECTS	22,400.00

APPROVED BY: _____