

# MARKET & ECONOMIC IMPACT ASSESSMENT



**Dothan, Alabama**

**February 22, 2008**

**Presented by:**

**Ronnie Gilley Properties, LLC**



## COUNTRY CROSSING

Country Crossing will be located in the Dothan area of Houston County, Alabama and is a master planned, mixed-use entertainment driven development, which will rival that of Branson, MO. Every year, 7.8 million people descend upon Branson, Missouri to relax in a Mayberry style environment and to enjoy the festive atmosphere of its restaurants, shops, shows, and amusement parks. On average, each visitor stays 4.3 nights, and collectively they spend \$1.7 billion annually. 91% of the visitors shop, 85% attend shows and dinner theaters, and 24% visit area theme parks.

Ronnie Gilley Properties will take this concept to the next level and will leverage its significant relationships with the Country Music industry, including performers and record executives. The vision is to create a one-of-a-kind active lifestyle and entertainment destination, complete with year-round music venues including the multi-day annual music festivals, themed commercial and retail space and a family entertainment center.

Country Crossing will offer all of the attractions and venues found in Branson, but will also include a state-of-the-art amphitheater tour series that will showcase all of the current country music mega stars such as Tracy Lawrence, Alan Jackson, Brooks & Dunn, George Jones, Kenny Chesney, and Tim McGraw. The project will be centered in the heart of country music where it has some of its highest market penetration, thereby ensuring robust growth and continued job creation for Houston County.

Several of these country legends are also committed to bringing their individual signature venues to Country Crossing, including Possum Holler (George Jones Dinner Theater & Museum), Tracy Lawrence BBQ & Opry House, Worley Bird Café (a restaurant and bar by Darryl Worley), John Anderson's Steak House, and Lorrie Morgan's Café.

The development's master plan is in the process of being completed by Apogee Attractions, Inc. who has been retained to provide land planning, design, and market feasibility studies for Country Crossing. Apogee has designed numerous prestigious projects including Epcot Center, Disneyland Resort, Universal Studios and many more.



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## PROJECT MAIN COMPONENTS

Country Crossing will consist of the following main components:

- *Mandolin Grove* – 10,000+ Capacity State of the Art Amphitheater
- *Little Nashville* – Entertainment/Restaurant/Retail/Commercial District (Restaurants, Shops, Dinner Theaters, Bowling and Charity Bingo Venue)
- *Fiddler's Cove* – Family Entertainment Center
- *Blue Grass Hollow* – RV park
- Fair Grounds – Music Festival Venues
- Resort Hotels – *The Echo Canyon Inn*, *The 3-Star Hawaiian Pear*, and the *4-Star Nashville Grand*
- Venues – Possum Holler (George Jones Dinner Theater & Museum), Tracy Lawrence BBQ & Opry House, Worley Bird Café (a restaurant and bar by Darryl Worley), John Anderson's Steak House, and Lorrie Morgan's Cafe



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Despite these exclusions, the tax revenues are projected to be significant and increase substantially as phases of the project are developed and mature. Total combined tax revenues for the 10 year period are estimated at \$206.4 million.

	<u>1<sup>st</sup> Year</u>	<u>5<sup>th</sup> Year</u>	<u>10<sup>th</sup> Year</u>
State of Alabama	\$4,191,742	\$ 7,649,381	\$26,156,820
Houston County	\$ 354,169	\$ 1,619,081	\$ 6,875,056
CID	\$ 472,500	\$ 2,833,189	\$16,396,623
Hotel Occupancy	\$ _____ 0	\$ 747,206	\$ 1,038,027
<b>Total Tax Revenues</b>	<b>\$5,018,410</b>	<b>\$12,893,858</b>	<b>\$50,466,526</b>

The overall economic benefits of Country Crossing are summarized by totaling the increase in jobs (direct, indirect and induced) generated and the expansion of gross monetary circulation (direct, indirect and induced) which are projected as a direct result of this development. The chart below illustrates the dramatic annual economic impact; both immediate and through the first decade of this project, which are expected to continue indefinitely.

	<u>1<sup>st</sup> Year</u>	<u>5<sup>th</sup> Year</u>	<u>10<sup>th</sup> Year</u>
New Revenue	\$136,904,562	\$313,195,213	\$871,779,250
Annual Payroll	\$74,511,625	\$70,549,576	\$66,935,662
New Direct Jobs	1,866	2,798	3,511
New Indirect Jobs	<u>1,121</u>	<u>1,443</u>	<u>1,328</u>
<b>TOTAL NEW JOBS</b>	<b>2,987</b>	<b>4,242</b>	<b>4,839</b>

Country Crossing will have a long term positive impact on Dothan, Houston County and the state of Alabama. It will increase and diversify the economic base of Dothan and surrounding areas and counties and become an important and stabilizing business center for the state.

For more detail on these tax revenues and projected job creation, please see the attached schedule.



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# SUMMARY: PROJECTED ECONOMIC IMPACT OF COUNTRY CROSSING, DOTHAN, ALABAMA

## TAX, REVENUE AND JOB CREATION: Direct, Indirect and Induced

	TOTAL (10 yrs)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
<b>TAX REVENUE</b>										
Alabama State (Sales, Income & Ad Valorem)	\$4,191,742	\$3,821,742	\$3,950,670	\$4,507,089	\$7,694,381	\$10,004,835	\$15,572,913	\$17,485,714	\$19,397,775	\$26,156,820
Houston County (Sales & Ad Valorem)	\$354,169	\$306,999	\$1,045,060	\$1,245,927	\$1,619,081	\$2,142,478	\$4,211,360	\$4,510,865	\$4,904,182	\$6,875,056
Cooperative Improvement District (Sales)	\$472,500	\$1,395,660	\$2,833,918	\$2,373,744	\$3,357,852	\$3,577,852	\$9,096,176	\$10,067,935	\$16,396,623	\$16,396,623
Occupancy/Hotel Tax	\$0	\$580,788	\$607,594	\$714,159	\$747,206	\$828,116	\$831,693	\$831,693	\$831,693	\$831,693
Total Tax Revenues	\$5,018,410	\$6,604,889	\$7,512,242	\$8,840,918	\$12,893,858	\$16,333,280	\$30,004,955	\$32,914,584	\$35,851,233	\$50,955,526
<b>NEW REVENUE &amp; JOBS CREATED</b>										
NEW REVENUE (Direct, Indirect & Induced)	\$136,904,562	\$84,112,076	\$121,455,670	\$154,549,897	\$313,195,213	\$434,386,069	\$517,075,497	\$610,804,285	\$686,885,449	\$871,775,250
<b>Total Payroll - Construction</b>	\$289,239,952	\$23,700,000	\$3,712,500	\$0	\$48,331,331	\$74,364,718	\$3,712,500	\$21,476,167	\$39,506,112	\$0
<b>Total Payroll - Operations</b>	\$305,888,931	\$12,063,720	\$20,330,782	\$21,568,449	\$22,218,245	\$23,990,198	\$44,124,393	\$46,546,064	\$47,631,414	\$66,935,652
<b>TOTAL ANNUAL PAYROLL - DIRECT JOBS ONLY (Construction &amp; Operations)</b>	\$595,223,884	\$35,763,720	\$24,043,282	\$21,968,449	\$70,549,576	\$98,354,916	\$47,836,893	\$68,122,231	\$87,137,526	\$66,935,652
<b>JOB CREATION</b>										
<b>Construction</b>	1,861	593	93	0	1,208	1,859	93	537	989	0
Direct Job Creation	1,120	387	56	0	728	1,120	56	324	595	0
Indirect & Induced Job Creation	2,981	950	149	0	1,936	2,979	149	860	1,583	0
<b>Operations</b>	0	690	1,203	1,203	1,203	1,203	1,203	1,203	1,203	1,203
Direct Job Creation	0	211	411	411	586	586	586	586	586	586
Indirect & Induced Job Creation	0	900	1,614	1,614	1,788	1,788	1,788	1,788	1,788	1,788
<b>Subtotal</b>	1	4	4	4	4	4	4	4	4	4
<b>Subtotal</b>	6	24	24	24	24	24	24	24	24	24
<b>Resort Holler, Tracy Lawrence BBQ &amp; Opry, Worley Bird Cafe, Bingo</b>										
Direct Job Creation	0	690	1,203	1,203	1,203	1,203	1,203	1,203	1,203	1,203
Indirect & Induced Job Creation	0	211	411	411	586	586	586	586	586	586
<b>Subtotal</b>	0	900	1,614	1,614	1,788	1,788	1,788	1,788	1,788	1,788
<b>Mandolin Grove Amphitheater &amp; Fairgrounds</b>										
Direct Job Creation	5	20	20	20	20	20	20	20	20	20
Indirect & Induced Job Creation	1	4	4	4	4	4	4	4	4	4
<b>Subtotal</b>	6	24	24	24	24	24	24	24	24	24
<b>Fiddler's Cove Family Entertainment Center</b>										
Direct Job Creation	0	51	51	51	51	51	51	51	51	51
Indirect & Induced Job Creation	0	25	25	25	25	25	25	25	25	25
<b>Subtotal</b>	0	76	76	76	76	76	76	76	76	76
<b>Resort Holler's (Echo Canyon, Nashville Grand, Hawaiian Pearl)</b>										
Direct Job Creation	0	255	255	311	311	368	368	424	424	480
Indirect & Induced Job Creation	0	74	74	91	91	107	107	124	124	140
<b>Subtotal</b>	0	329	329	402	402	475	475	547	547	620
<b>Bluegrass Hollow RV Park</b>										
Direct Job Creation	0	5	5	5	5	5	5	5	5	5
Indirect & Induced Job Creation	0	3	7	9	9	10	11	12	13	13
<b>Subtotal</b>	0	8	12	14	14	15	16	17	18	18
<b>Country Crossing Commercial District (Retail, Commercial, Lodging)</b>										
Direct Job Creation	0	0	0	0	0	0	1,066	1,066	1,066	1,753
Indirect & Induced Job Creation	0	0	0	0	0	0	348	348	348	550
<b>Subtotal</b>	0	0	0	0	0	0	1,414	1,414	1,414	2,312
<b>TOTAL PROJECTED DIRECT JOB CREATION</b>	1,866	1,513	1,627	1,580	2,798	3,505	2,805	3,305	3,756	3,511
<b>TOTAL PROJECTED INDIRECT &amp; INDUCED JOB CREATION</b>	1,121	674	578	540	1,443	1,853	1,137	1,422	1,695	1,328
<b>TOTAL PROJECTED DIRECT/INDIRECT/INDUCED JOB CREATION</b>	2,987	2,287	2,204	2,130	4,242	5,358	3,942	4,727	5,450	4,839

**Footnotes:**

These calculations do not include: (1) New revenue or jobs created in public sectors (education, safety, CID or government); (2) New revenue or jobs created by increase in new residents, construction and/or sale of residential units; (3) Revenue or jobs created by services provided (safety, water, sewage, etc.); (4) Revenue from personal property tax; (5) Franchise fees from service providers (electric, telephone, cable TV, etc.); (6) Revenue for building permits, inspectors, new business licenses, etc.; (7) Business/proporate taxes; (8) The economic impact of visiting entertainers and artists; (9) Indirect and induced Job Creation represent the total change in number of area jobs across all industries/businesses for each additional job created at Country Crossing (Bureau of Economic Analysis, US Department of Commerce).