

Investing in a Visitor Based Economy

Article 18
Annual Town Meeting
April 3, 2017

Appropriation for Design of
Lexington's New Visitors Center



Design Process

Programming and Concepts

GANNT CHART

	Task Name
1	ATM 2017 Article Vote
2	Schematic Design
3	Schematic Estimate & VE + SchD2
4	Schematic BOS Presentation
5	BOS Design Development NTP
6	Design Development
7	Design Development Estimate & VE
8	BOS & Financial Committee(s) Project Eval
9	ATM 2018 funding through construction
10	Construction Documents
11	Bidding and Contract Neg
12	Construction
13	Final Fitout



Project Timeline Draft

Task Name	Duration	Start	Finish	2018												2019												2020											
				A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A											
1 ATM 2017 Article Vote	1 day	4/3/17	4/3/17																																				
2 Schematic Design	18 wks	5/2/17	9/4/17																																				
3 Schematic Estimate & VE + SchD2	6 wks	9/5/17	10/16/17																																				
4 Schematic BOS Presentation	1 wk	10/17/17	10/23/17																																				



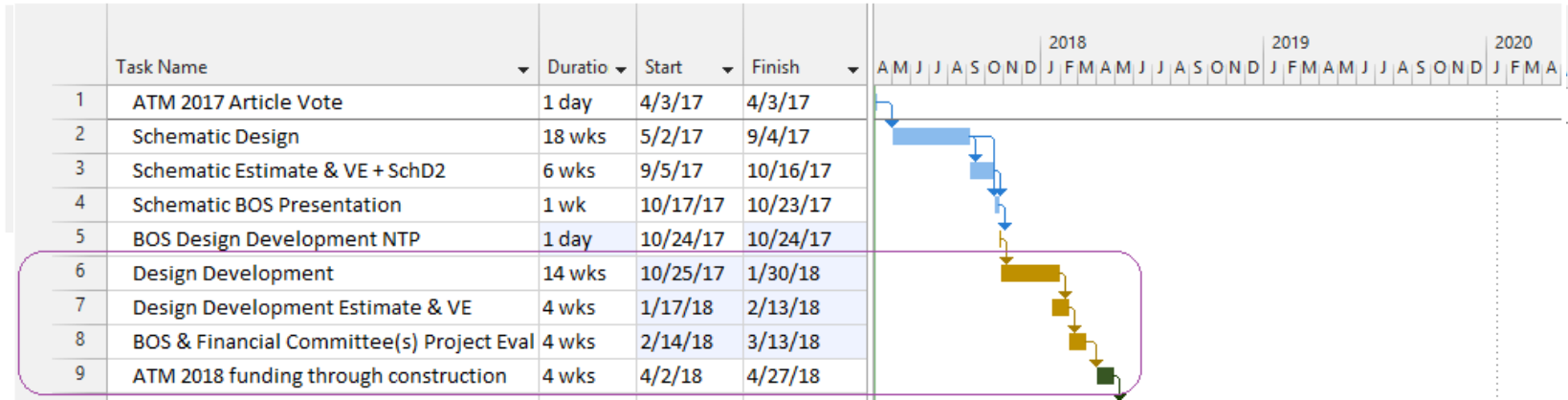
Project Timeline Draft

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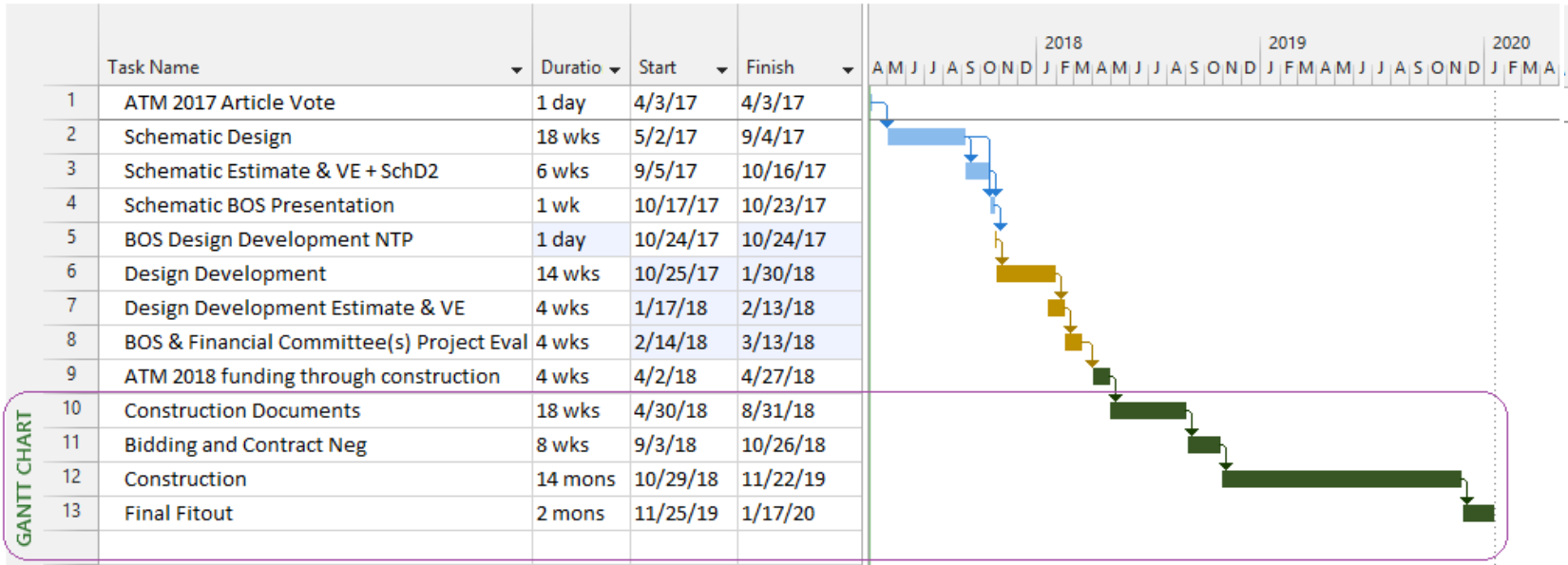
- BOS and the Financial Committees need adequate time to evaluate the project
- Empower the BOS to review the Visitor Center Schematic design and then issue a Notice to Proceed with the Design Development Phase
- Relax Fall Town Meeting load while keeping the Visitors' Center project on schedule.



Project Timeline Draft



Project Timeline Draft



Design Funds - Prior Appropriation

8		Appropriate the FY2015 Community Preservation Committee Operating Budget and CPA Projects		
	Parts 1-4	Reserve for Appropriation amounts estimated from receipts	04/07/14	
	a.	39 Marrett Rd- Community Center	04/07/14	Indefinitely Postponed
	b.	Visitor Center - Design - \$59,332 [=\$161,276 from tax levy]	04/07/14	Adopted



Design Funds / Appropriations

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	ATM.14 Tax Levy	ATM.14CPA	CPA Refund	ATM.17 Tax Levy	
ATM 2014.8b: Concept & Programming	\$ 30,276	\$ 9,724			
ATM 2014.8b: Schematics	\$ 131,000	\$ 49,608			
BOS select "new construction" option			\$ (49,608)		
ATM 2017.18: Sch Sitework (Battlegreen\$)				\$ 20,000	
ATM 2017.18: Design Development				\$ 80,000	
	\$ 161,276	\$ 59,332	\$ (49,608)	\$ 100,000	271000
		\$ 220,608			



Tourism is Economic Development

- Investment in the Visitors Center, unlike all the other capital expenditures we make has the unique quality of providing a return.
- It produces revenues in the form of taxes on Hotels and Meals and enhanced business income for Lexington retailers and other service providers.



Tourism is Economic Development

- Most tourists start their visits in a new location at its Visitors Center. That is where they can oriented and plan their time.
- Our Visitors Center welcomed **126,000** guests in 2016
- Minute Man National Historical Park welcomed **1 million** visitors in 2016
- Lodging generated **\$951,000** in local rooms tax for Lexington in 2016



Lexington has Untapped Potential

- Lexington is the 4th most visited community in Massachusetts
- Hotels in Lexington have had visitors from over 40 countries
- Taking advantage of Bikeway travelers
- Building layout crowding out visitors learning about attractions and events



Tourism Supports the Economy

- Visitors spend approximately \$90 million annually in Lexington (per the Massachusetts Office of Travel & Tourism)
- Tourism creates jobs — 744 in Lexington
- Tourism is the one industry that can not be relocated
- Visitors provide the extra foot traffic needed to support Lexington businesses



Projects that Stimulate Center Activity

Cary Hall

Visitors Center



Building Deficiencies

50 year old building with concrete walls
not adequate in so many ways

- Physical
- Unwelcoming entrance from Bikeway
- Technological
- Energy Hog
- Not fully accessible



Why Now?

- Heavily used Town owned building built for Bicentennial
- Milestone State and Federal celebrations will bring visitors to Lexington:
 - 2020 Plymouth 400th Anniversary (State Investment)
 - 2025 Quincy 400th Anniversary (State Investment)
 - 2025 Battle of Lexington 250th Anniversary
(Federal Investment – Public Law 114-196 passed 7/22/2016)
 - 2026 Salem 400th Anniversary (State Investment)
 - 2030 Boston 400th Anniversary (State Investment)



Summary

- Been on the Towns 5-year Capital Plan since 2011
- Tourism partners collaborated to develop an agreed program focusing on orienting visitors
- Tourism Committee is committed to value engineering
- Source of Funding: unallocated tax levy
- Selectmen will approve schematics before design development begins

WE ASK FOR YOU TO VOTE YES!



Lexington loves Lexington!



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Tourism Committee