



SUPPLEMENTARY INFORMATION: Regarding Handling of Proposed Krause Tennis Center Project

About the Memorandum of Understanding (MOU)

*Which was to be considered during the Aug. 13, 2018, Mayor and Council Meeting.
Removed from agenda on Sunday, Aug. 12, 2018.*

What is an MOU?

A Memorandum of Understanding—or MOU—shows that two or more business partners are serious about taking the next steps towards a mutually beneficial agreement. It describes the project they intend to work on together and what each party's expected contribution will be.

An MOU helps you and your partner think through how a future agreement may work before the actual legally binding agreement is signed. An MOU defines the project and the purpose of the project. It also defines who the parties are and what their expected contributions will be.

An MOU is essentially an *agreement to contract* between two or more parties, but it is conditional.

If ...

Party A (private entity or developer) completes:

- Environmental Impact Study (trees, traffic, air quality, noise, etc.)
 - Geotechnical Survey
 - Economic Impact Study
- Any other survey required by city ordinance
 - Public Outreach
- Any other elements negotiated by the parties

Then ...

Party B (City of Roswell) will *consider* enabling the long-term lease and use of the City property for their proposed “use.”

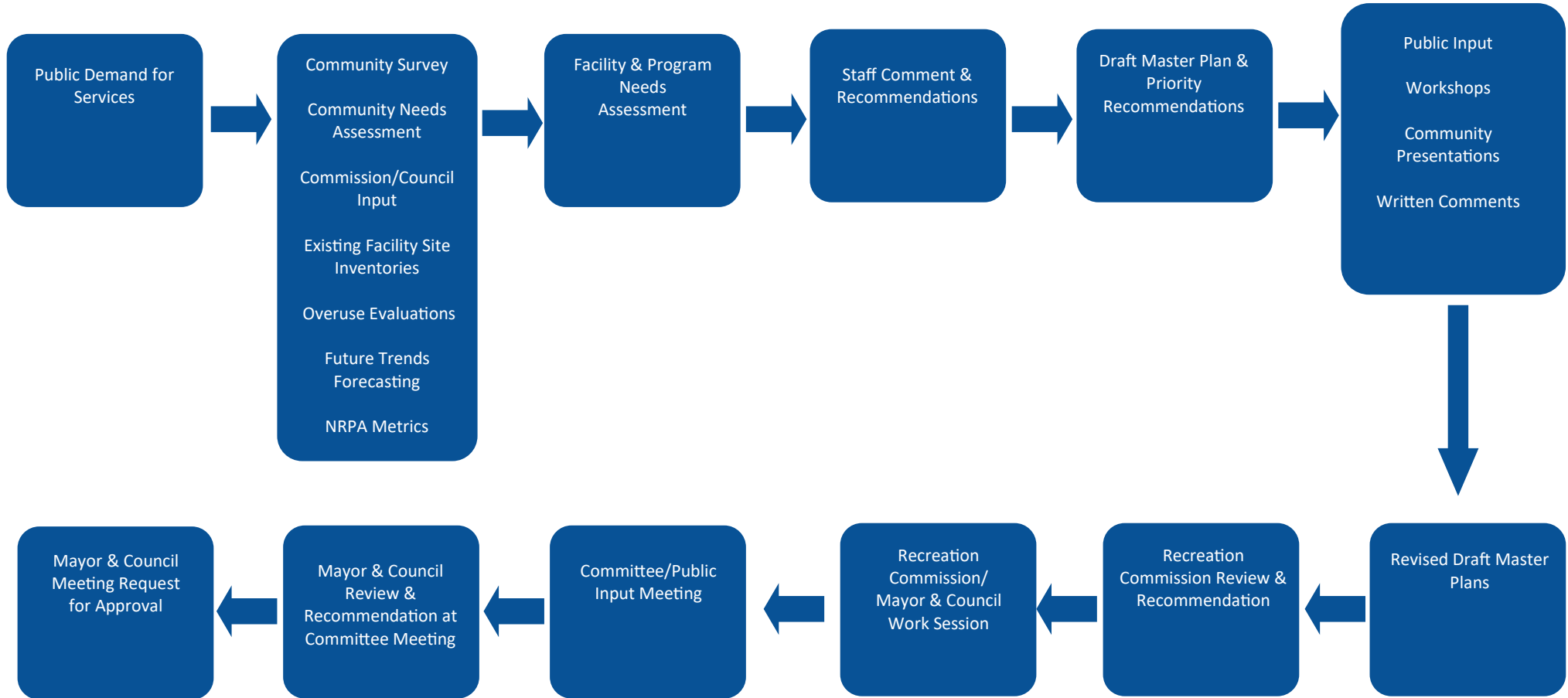
In this case, the MOU is considered the official public starting point of a project and can only be approved by majority vote of the governing body at a public meeting.

Per Georgia law, all formal decisions must be made by the City Council at an advanced-noticed public meeting.



SUPPLEMENTARY INFORMATION: Town Hall Meeting—October 4, 2018

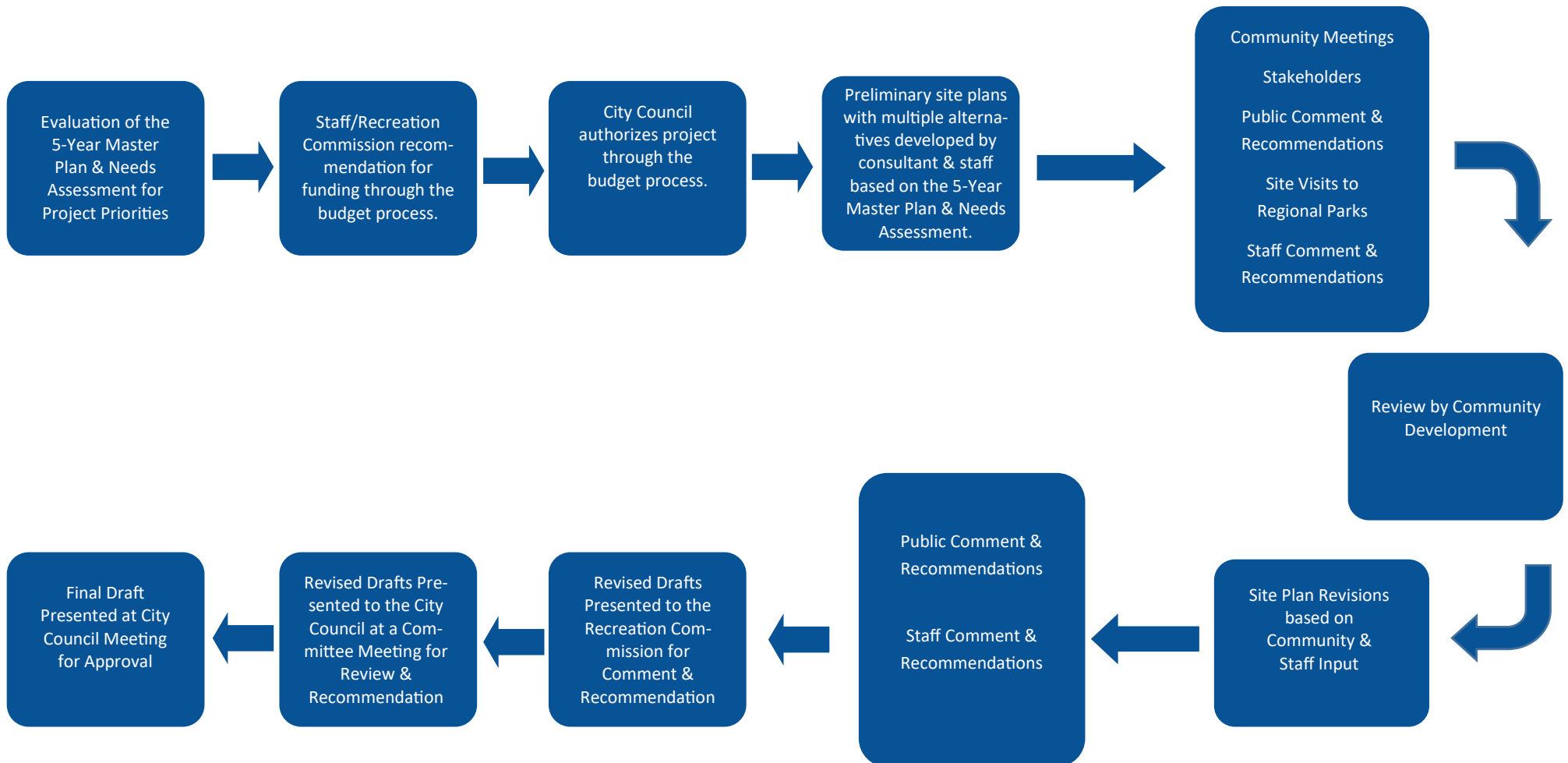
5-Year Master Plan & Needs Assessment





SUPPLEMENTARY INFORMATION: Town Hall Meeting—October 4, 2018

Park Development Master Plan





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Frequently Asked Questions (page 1 of 2)

Why was the project called “Yellow Ball”?

When talks began with the City, the Krause Family did not have a formal name for the center and “yellow ball” was used when referring to the project.

Why the secrecy around the project?

There was no intentional secrecy regarding this project. In a private business, such as that run by the Krause Family, it is standard operating practice to keep new ventures confidential to protect the company’s idea. Respecting the need for confidentiality and until the Memorandum of Understanding (MOU)* was ready to move forward to a Council meeting, the City of Roswell did not publicly discuss the \$50 million proposed center. We did not want another jurisdiction to take the opportunity away from Roswell.

**See handout explaining the MOU for more information.*

Why was Big Creek Park chosen as the location?

Big Creek Park was chosen for several reasons: There was enough acreage to build the tennis center in the park, its proximity to GA 400 for easy access for visitors, and because the area of Big Creek Park where the center was to be located had plans for several buildings and tennis courts in the Park’s Master Plan. City leaders also believed that the tennis center would be a destination place for the east side of Roswell that would help redevelop the corridor.

What is the process for Park Master Planning?

Please see the flowchart entitled “Park Development Master Plan” for more information.

Why wasn’t the Super Target or another empty or underutilized shopping center considered?

The City of Roswell does not own the Super Target shopping center or other commercial property across the City. Having to purchase privately-owned property would have made building the center cost prohibitive for the Krause family.

What is an MOU? What is the intent of an MOU? If approved, what would have been allowed at Big Creek?

Please see the handout entitled “About the Memorandum of Understanding (MOU)” for more information.

Is the Krause family still interested in building a tennis center in Roswell?

The Krause family is looking at other options for building the center. It is not known at this time whether the center will ultimately be built in the City of Roswell.

Why was Roswell chosen for the project?

Mr. Krause approached Roswell Inc about building a tennis center in honor of his daughter in Roswell because he owns a home in Roswell and wanted give back to his community.

In addition, Roswell has one of the largest concentrations of tennis players in the United States and is centrally located within the U.S. Tennis Association's Southern Section, which is the association's largest region. Other factors such as convenient transportation access, new business hotels, restaurants, breweries, and shopping where thought to make Roswell a strategic location for a facility this size. It was believed these factors would assist in winning international, national, sectional, and regional tournament bids.



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Frequently Asked Questions (page 2 of 2)

Why was Roswell Inc involved?

Roswell Inc is the City’s designated economic development organization. It is Roswell Inc’s mission to bring together City leaders and potential business owners to spur economic development in the City of Roswell. They do this type of work every day. With this in mind, the Krauses first came to Roswell Inc to preliminarily vet the idea and present it to the City for consideration.

Did the Recreation Commission approve the tennis center?

Yes. The Recreation Commission approved the concept of the tennis center in Closure during a Rec Commission meeting.

Who paid for the videos that were produced for the project?

The United States Tennis Association paid for the video that was produced about the tennis Center. It was produced by Hammond Reynolds, a producer for the USTA, The Tennis Channel, and other tennis venues. No City resources were used in the production of these videos.

Where did the potential economic impact data that was shared about the project come from?

The potential economic impact data that was included in the initial information released about the center proposal was compiled by Danny Carlson based on studies done to analyze economic impact on other tennis facilities by the United States Tennis Association and the University of Georgia’s Carl Vinson Institute of Government.

Were any studies—environmental, economic, etc.—completed on the project?

There were no formal studies done. An approved MOU would have given the Krause Foundation the ability to conduct the formal studies.



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Key to Involved Organizations and Individuals

VERNON AND MARIE KRAUSE

Roswell residents and local business owners who proposed the Angela Krause Tennis, Pickleball, and Fitness Center in honor of their daughter, Angela, who passed away at age 29 after battling a rare form of cancer.

DANNY CARLSON

Owner of Atlanta Tennis Inc. and founder of the Serve and Return Foundation. Carlson's proposed role was to manage the facility's operations and programming.

U.S. TENNIS ASSOCIATION (USTA)

The national governing body for the sport of tennis and the recognized leader in promoting and developing the sport's growth on every level in the U.S.

ROSWELL RECREATION COMMISSION

A seven -member Commission who volunteer to serve on behalf of the Mayor and Council. Formed under State Law for the management and operation of the City's Recreation and Park facilities, the Commission's primary role is to set policy for the Department.

ROSWELL INC

The designated economic development organization for the City of Roswell, whose primary charge is to build and grow the economy for the benefit of both the city and its residents.

As a 501(c)6 nonprofit, Roswell Inc is governed by Roswell Economic Development and Tourism, Inc., a board of directors that also oversees the city's tourism program, Visit Roswell. The board has partnered with the city through a public-private partnership for more than 28 years.

LORI HENRY

Mayor of Roswell

MATT TYSER

Council Member and Liaison to the Recreation, Parks, Historic and Cultural Affairs Department

GARY PALMER

Roswell City Administrator

CITY OF ROSWELL STAFF

Staff from the following departments were engaged as needed to provide technical information and expertise regarding various aspects of the project.

- Recreation & Parks Department
- City Attorney/Legal Department
- Community Development Department
- Transportation Department
- Community Relations Division



Timeline of Events

Regarding Krause Tennis Center Proposal and Announcement

This timeline presents a basic overview of major meetings and events regarding the discussion of the proposed Krause Tennis Center project.

Several e-mails among key groups and individuals occurred throughout this timeline. Please see City of Roswell Open Records reports for a copy of e-mail communications.

Individuals listed below were in attendance. Not all individuals invited to meetings were able to attend. For more information regarding meeting invitees, please see Open Records report.

