

Agency: Commerce, Community and Economic Development**Grants to Municipalities (AS 37.05.315)****Grant Recipient: Matanuska-Susitna Borough****Federal Tax ID: 92-0030816****Project Title:****Project Type: New Construction and Land Acquisition**

Matanuska-Susitna Borough - Gateway Visitor Center Phase 2

State Funding Requested: \$5,000,000
One-Time Need

House District: Mat-Su Areawide (7-11)**Brief Project Description:**

Design and construction of a 12,000 sq. ft. Gateway Visitor Center at mile 36 Glenn Highway. The land was purchased in January 2014 with a \$1 million capital appropriation. The facility would be responsible for increasing the economic impact of tourism by inspiring and influencing travel throughout communities to increase spending and enhance the visitor experience. The project is supported by the 2010 Preliminary Feasibility Study and the 2008 Mat-Su Borough Tourism Infrastructure Needs Study.

Funding Plan:

Total Project Cost:	\$8,000,000
Funding Already Secured:	(\$1,000,000)
FY2015 State Funding Request:	<u>(\$5,000,000)</u>
Project Deficit:	\$2,000,000

Funding Details:

\$1 million land acquisition FY14 appropriation. Also, Resolution Serial No. 12-006 Directing funds from the future sale of current Visitor Center parcel be dedicated to the Gateway facility. Estimate value of \$2 million.

Detailed Project Description and Justification:

This project was formerly known as the South Gateway Visitor Center.

The goal of the project is to create a lively, attractive, well designed space where residents and visitors can directly experience the wealth of cultural, natural, recreational and business amenities in the Mat-Su Valley. It is envisioned as a destination in its own right situated on a bluff with a dramatic view of Pioneer Peak and the surrounding area. Potential partners are involved in the preliminary planning phases.

The facility will also serve as an interpretive site for sportfishing stewardship by developing a trail to a salmon viewing platform at the creek below the bluff. The site was also selected for the easy access to adjacent State Park land (Matanuska Lakes State Park).

Project Timeline:

FY15 design and groundbreaking. Completion FY16.

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Matanuska-Susitna Borough; MSCVB is the tenant

Grant Recipient Contact Information:

Name: John Moosey
Title: Borough Manager
Address: 350 E Dahlia Avenue
Palmer, Alaska 99645
Phone Number: (907)861-8689
Email: john.moosey@matsugov.us

Has this project been through a public review process at the local level and is it a community priority? Yes No

Sponsored by: Assemblymember Halter
Adopted: 01/17/12

**MATANUSKA-SUSITNA BOROUGH
RESOLUTION SERIAL NO. 12-006**

A RESOLUTION OF THE MATANUSKA-SUSITNA BOROUGH ASSEMBLY SUPPORTING AND DIRECTING THAT THE FUNDS RECEIVED FROM ANY FUTURE SALE OF THE CURRENT VISITOR CENTER PARCEL BE DEDICATED TO THE DEVELOPMENT OF THE NEW SOUTH GATEWAY FACILITY.

WHEREAS, the Mat-Su Convention and Visitors Bureau (MSCVB) was formed in 1986 as a non-profit organization to promote the Mat-Su visitor industry; and

WHEREAS, a building was constructed in 1989 to house the MSCVB on land donated by the Great Western Bank and the parcel was put into title with the Borough to qualify for state grant monies to build the Visitor Center; and

WHEREAS, the 4,000 square foot, two-level, Visitor Center was paid for entirely with \$345,000 funding from the 1989 Governor's Jobs bill; and

WHEREAS, the MSCVB has a management agreement with the Borough to operate the Visitor Center through June 30, 2016; and

WHEREAS, the MSCVB recognized the need to relocate the Visitor Center and obtain a National Scenic Byways Program grant to fund the "Mat-Su Valley South Gateway Visitor Center Preliminary Feasibility Study;" and

WHEREAS, twelve sites were evaluated in the plan and in May 2011, stakeholders selected the Homestead Recreational Vehicle site as the preferred location; and

WHEREAS, the MSCVB is actively seeking partnerships and funding opportunities; and

WHEREAS, the Assembly identified the South Gateway Visitor Center in its legislative priorities; and

WHEREAS, the current Visitor Center parcel has a significant real estate value, which can be leveraged for matching funds.

NOW, THEREFORE, BE IT RESOLVED, the Matanuska-Susitna Borough Assembly supports and directs that the funds received from any future sale of the current Visitor Center parcel be dedicated to the development of the new South Gateway facility.

ADOPTED by the Matanuska-Susitna Borough Assembly this 17 day of January, 2012.



LARRY DEVILBISS, Borough Mayor

ATTEST:



LONNIE R. McKECHNIE, CMC, Borough Clerk

(SEAL)

PASSED UNANIMOUSLY: Keogh, Woods, Arvin, Colligan, Salmon,
Colver, and Halter

SOUTH GATEWAY VISITORS CENTER FACILITY PROGRAM	ESTIMATED SQUARE FEET			NOTES
Potential Uses				SF estimate adjusted to reflect 2012 Mat Su Construction Market SF estimate for new construction of similar space .
Reception				
Entry	96			
Lobby	300			
Storage/Coat Room	100			
SUBTOTAL	496			
Office + Personnel Space				
Mat-Su CVB Offices	2,240			
Storage	135			
SUBTOTAL	2,375			
Visitors Space				
Exhibit Space	2,750	sf		
Tour Desk- Visitor Services	150	sf		
Virtual Tour Kiosk	150	sf		Computer Stations
Info/Reception- Public Lands	150	sf		
Auditorium/Multi-purpose	1,550	sf		150 Capacity
Conference/Classroom Space				May share with MSCVB Board Room if on same floor.
Retail Shop	300	sf		
Café - Seating for 30	650	sf		Pre-prepared foods, Drinks, Minimal kitchen/dish/storage, Share seating place with exhibit area.
Storage - Multi-purpose, café, retail	240	sf		
SUBTOTAL	5,790	sf		
SUBTOTAL FOR ALL POTENTIAL USES	8,661	sf		
Maintenance, Operations Support and Circulation				
General Storage	200	sf		
Cleaning Janitorial	48	sf		
Public Restrooms	360	sf		
SUBTOTAL	608	sf		

NET ESTIMATED SQUARE FEET	9,269	sf		
ADD 20% CIRCULATION	1,854	sf		
ADD 11% STRUCTURE	1,020	sf		
ADD 7% MECH/HVAC	649	sf		
GROSS ESTIMATED SQUARE FEET	12,791	sf		
Estimated Construction Cost / S.F. (including Contingency)	\$ 326.00	sf	\$ 4,169,866.00	
Outdoor Space				We will need a different multiplier if we want to figure costs for these spaces
Site Prep	8	Ac	\$ 67,200.00	
Parking (Vehicles and Motorcoaches) at \$8 (Assume \$8.00/s.f.)	100,000	SF	\$800,000	
Utility Extensions			\$ 80,000.00	
Interpretive and scenic overlooks; event venue	Future			
Associated Trail System	Future			
SUBTOTAL	0			
TOTAL SITE+BUILDING CONSTRUCTION COSTS	\$6,703,688		\$ 5,117,066.00	

Design+Project Development Costs				
A/E (12%) (Including Geotech/Survey)			\$ 562,877.26	(This could be light for big firms)
MSB Project Management			\$ 60,000.00	
Legal			\$ 7,000.00	
Permitting			\$ 6,000.00	
FF+E** + Move-in Costs	Future			
Exhibit Design + Materials at \$6/sqft	Future			These costs would be covered by partner programming and funding.
LEED Silver Certification	Non Included			
TOTAL PROJECT COSTS			\$ 5,752,943.26	

	12,791	s.f.	\$ 449.76	SF
OPERATIONS AND MAINTENANCE				
Estimated Annual Operation Expenses			\$ 15,000.00	
Estimated Annual Utility Costs			\$ 38,373.00	
Sub Total O&M			\$ 53,373.00	

Grounds Maintenance	\$	6,000.00	Mowing, trimming, Trail Maintenance
Mechanical System	\$	1,000.00	Filter Changing, Misc. repairs and adjustments to mechanical system
Electrical System	\$	500.00	Smoke Detectors
Networking	\$	500.00	
Plowing	\$	5,000.00	
Sweeping	\$	2,500.00	
	\$	15,500.00	



THE STATE
of **ALASKA**
GOVERNOR SEAN PARNELL

Department of Natural Resources

DIVISION OF PARKS AND OUTDOOR RECREATION
Director's Office

550 West 7th Avenue, Suite 1380
Anchorage, Alaska 99501-3561
Main: 907.269.8700
Fax: 907.269.8907

December 12, 2013

Bonnie Quill
Executive Director
Matanuska-Susitna Visitors and Convention Bureau
774 Visitors View Ct.,
Palmer, AK 99645

Re: Mat-Su Valley Gateway Visitor Center

To Whom It May Concern:

The Division of Parks and Outdoor Recreation fully supports the proposed development of the Matanuska-Susitna Valley Gateway Visitor Center and believes it will complement the proposed South Denali Visitor Center Complex to be located in Denali State Park.

As an agency that operates 20 individual recreation and cultural sites in the Matanuska-Susitna Valley, there's no question that the new visitor center will generate an enormous amount of interest in our State Parks. The visitor center will provide an additional voice to places like Independence Mine State Historical Park, the Nancy Lakes State Recreation Area, Matanuska Glacier State Recreation Site, and Denali State Park.

Furthermore, the Gateway visitor center will allow our agency to continue collaborating with the Mat-Su Visitors and Convention Bureau on our mutual objectives to educate and inform the public about the incredible outdoor opportunities our beautiful state has to offer.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Ellis".

Ben Ellis
Director



north

G L E N N
H I G H W A Y
3

To Matanuska Lakes State Recreation

PARKING
~ 80

RV/ COACH PARKING
~ 30+5

VISITOR CENTER
~12,000 SF

EVENT AREA

Interpretive Trail

S P R I N G
C R E E K

Salmon Viewing



MAT-SU VALLEY
GATEWAY
VISITOR CENTER

WOLF ARCHITECTURE



VISIT ANCHORAGE BOARD OF DIRECTORS

RESOLUTION 2013-02 / Support of the Mat-Su Valley South Gateway Visitor Center

WHEREAS, In 1986, the Matanuska-Susitna Convention and Visitor Bureau (Mat-Su CVB) was formed as a nonprofit organization to promote tourism and stimulate economic development in the Mat-Su Valley, and by proximity, all Southcentral Alaska;

WHEREAS, in 1989 a Mat-Su Visitor Center was built at Mile 35.5 Parks Highway, a prominent location easily found and observed by visitors and residents;

WHEREAS, today due to significant development of the area and the opening of Mat-Su Regional Medical Center, the 4-acre parcel housing the Mat-Su CVB has become buried and hidden by the multiple medical facilities in the vicinity;

WHEREAS, October 11, 2008 a special Mat-Su “Tourism Summit” was held with local elected officials, tourism representatives and residents and the Gateway Visitor Center was identified by all participants as a high priority;

WHEREAS, this Gateway Visitor Center is designed to showcase the natural and cultural assets of the region and to expand visitor stays and visitor spending, resulting in increased jobs;

WHEREAS, the Gateway Visitor Center plan and project timeline has accomplished goals outlined for the early phases of project development and is on track with planning, feasibility studies, site studies and land acquisition needed for successful completion;

AND WHEREAS, Visit Anchorage has reviewed plans for operations, development and partnerships and believes this project will offer future opportunity for both visitors and private business;

NOW THEREFORE BE IT RESOLVED THAT Visit Anchorage hereby supports the development of the Mat-Su Valley Gateway Center, increasing visitor and resident experiences convenient to Anchorage and providing a state-of-the-art year-round facility which will promote local industry and provide an added visitor venue and interpretive facility for Southcentral Alaska;

PASSED ON APRIL 18, 2013



Julie Saupé
President & CEO

Introduced by: Deputy Mayor Hanson and
Council Member DeVries
Date: March 26, 2013
Action: Adopted
Vote: Unanimous

Yes:	No:
Best	
Erbey	
Vanover	
Combs	
DeVries	
Hanson	
Johnson	

CITY OF PALMER, ALASKA

Resolution No. 13-006

A Resolution of the Palmer City Council Supporting the Matanuska-Susitna Convention and Visitors Bureau in its Efforts to Obtain Funding to Purchase Land for Development of the New Site for the Mat-Su Valley South Gateway Visitor Center

WHEREAS, The Mat-Su Convention & Visitors Bureau (MSCVB) completed a Mat-Su Valley South Gateway Visitors Center Preliminary Feasibility Study in June 2010, in anticipation of relocating the Mat-Su Visitor Center; and

WHEREAS, a Gateway Strategic Partnership Committee has formed to include many of the potential partners and stakeholders identified in the study; and

WHEREAS, the site identified in the study as B1, the bluff site, also known as Homestead RV Park, and recently purchased by Matanuska Electric Association (MEA), was selected as the future site of the visitor center facility; and

WHEREAS, MEA has provided MSCVB with an Option to Purchase Agreement until September 30, 2013; and

WHEREAS, MSCVB and the Mat-Su Borough are actively seeking funding to purchase the land and begin design and development of the site; and

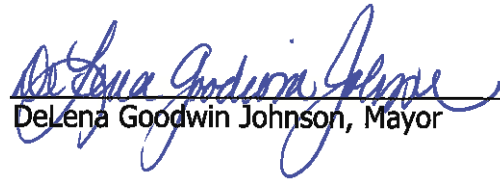
WHEREAS, while the City supports MSCVB's preferred site, the City encourages the MSCVB to consider Palmer, which is situated as the northern access to the Valley, has access to numerous trails and recreational opportunities and is in close proximity to Hatcher Pass, as an alternative location for a new Convention and Visitor's Center; and

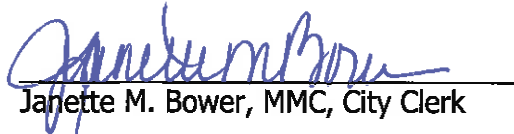
WHEREAS, project success is based on multiple partner relationships and commitments.

NOW THEREFORE, BE IT RESOLVED, that the City of Palmer acknowledges and supports the project as a future contributor to adding value to the visitor experience and although not yet defined, the City of Palmer supports the development of the project and seeks to partner with MSCVB and the Mat-Su Borough through educational programming and economic

development opportunities.

Passed and approved by the City Council of the City of Palmer, Alaska, this twenty- sixth day of March 2013.


DeLena Goodwin Johnson, Mayor


Janette M. Bower, MMC, City Clerk



The Mat-Su Convention & Visitors Bureau completed a Mat-Su Valley South Gateway Visitor Center Preliminary Feasibility Study in June of 2010 in anticipation of relocating the Mat-Su Visitor Center. Since then a Gateway Strategic Partnership Committee has formed to include many of the potential partners and stakeholders identified in the Study.

The site identified in the Study as B1, the bluff site (Homestead RV Park) and recently purchased by Matanuska Electric Association (MEA), was selected as the future site of the visitor center facility. MEA has provided an Option to Purchase Agreement to the Mat-Su CVB until September 30, 2013.

Mat-Su CVB and the Mat-Su Borough are actively seeking funding to purchase the land and begin design and development of the site. The project success is based on multiple partner relationships and commitments.

The Alaskans for Palmer Hay Flats acknowledges and supports the project as a future contributor to adding value to the visitor experience. Although not yet defined, the Alaskans for Palmer Hay Flats supports the development of the project and seeks to partner with the Mat-Su CVB and Mat-Su Borough through educational programming and economic development opportunities.

Monica Gilpin, Exec Dir.
Name

Alaskans for Palmer Hay Flats
Organization

December 5, 2012
Date

The entire *Mat-Su Valley South Gateway Visitor Center Preliminary Feasibility Study* is available at:

www.matsuvallyvisitorcenter.com