

Council Meeting Minutes

Date: September 17, 2025 at 3:30 p.m.

Location: Muscle Shoals City Hall Auditorium

Call to Order and Roll Call

Council President Sockwell called the meeting to order at 3:30 p.m. The City Clerk called roll; all members were present.

1. Opening Remarks

- The Mayor shared background on the early stages of planning the sports complex, noting that initial proposals have evolved significantly in scope and vision.
- Emphasis was placed on the unique opportunity for a community of this size to be considered for a multi-million-dollar development that combines retail, commercial, and sports facilities.

2. Economic Development & Community Impact

- Kevin shared his perspective as both an economic development professional and a parent of a student-athlete.
- Outlined real-world costs and economic benefits of youth sports travel, with examples of local families spending tens of thousands on tournaments.
- Stressed that the proposed facility could capture similar economic activity locally, benefiting hotels, restaurants, and retailers.
- Projections suggest the facility could host events nearly 50 weekends per year, driving consistent visitation.
- Early developer interest from hotels and retailers was noted as a direct response to the sports complex initiative.

3. Case Study – Hoover Experience

- Alan provided insight from his experience with Hoover's Finley Center and Hoover Met Complex: initial community concerns gave way to support after measurable economic returns.
- The complex drove major retail development, hotel sustainability (including during COVID), and increases in sales and lodging tax revenue.
- Community use was prioritized by adjusting management contracts to ensure local residents benefitted alongside visitors.
- Hoover's facilities became profitable faster than expected, outpacing conservative projections by 2-4 years.

4. Financing & Bond Structure

- Stefle Investment Banking outlined financing that relies on retail sales tax revenues, not city general obligation debt.

- Bonds would be off-balance sheet, protecting the city if the project underperforms.
- Conservative estimates project approximately \$14M annual sales tax revenue from anchor tenants alone, generating a surplus beyond debt service.
- Surpluses could be reinvested into city services and facility improvements.

5. Regional & Long-Term Benefits

- The development is expected to benefit Muscle Shoals and surrounding cities through shared economic growth.
- County revenues are projected to increase through property and sales taxes.
- The facility will integrate recreation (trails, dog parks, community use) with sports tourism, leveraging Muscle Shoals' music brand to create unique event experiences.
- Residential growth must be balanced with retail/commercial development to sustain the city budget.

6. Closing Discussion

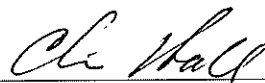
- Council members and guests highlighted the persistence required to reach this stage after years of planning.
- Consensus that the sports complex, coupled with retail development, will serve as both an economic engine and a quality-of-life improvement.
- Next steps include further financial structuring, development planning, and coordination with Parks & Recreation and Sports Facilities Management.

Adjournment

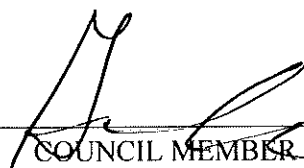
Willis Thompson made a motion to enter into executive session, and Donnie Linley seconded the motion. After the session, the council returned and adjourned the meeting.

CITY OF MUSCLE SHOALS, ALABAMA

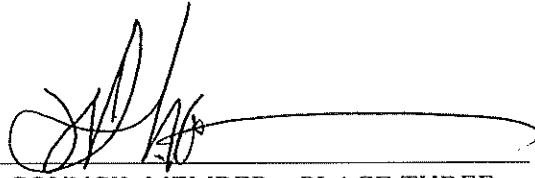
A Municipal Corporation



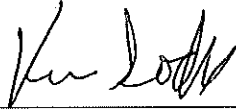
COUNCIL MEMBER – PLACE ONE



COUNCIL MEMBER – PLACE TWO



COUNCIL MEMBER – PLACE THREE

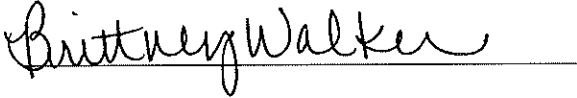


COUNCIL MEMBER – PLACE FOUR



COUNCIL MEMBER – PLACE FIVE

ATTEST:



Brittney Walker, City Clerk/Treasurer

