

Eagle County Fairgrounds Master Plan

Market & Economic Analysis



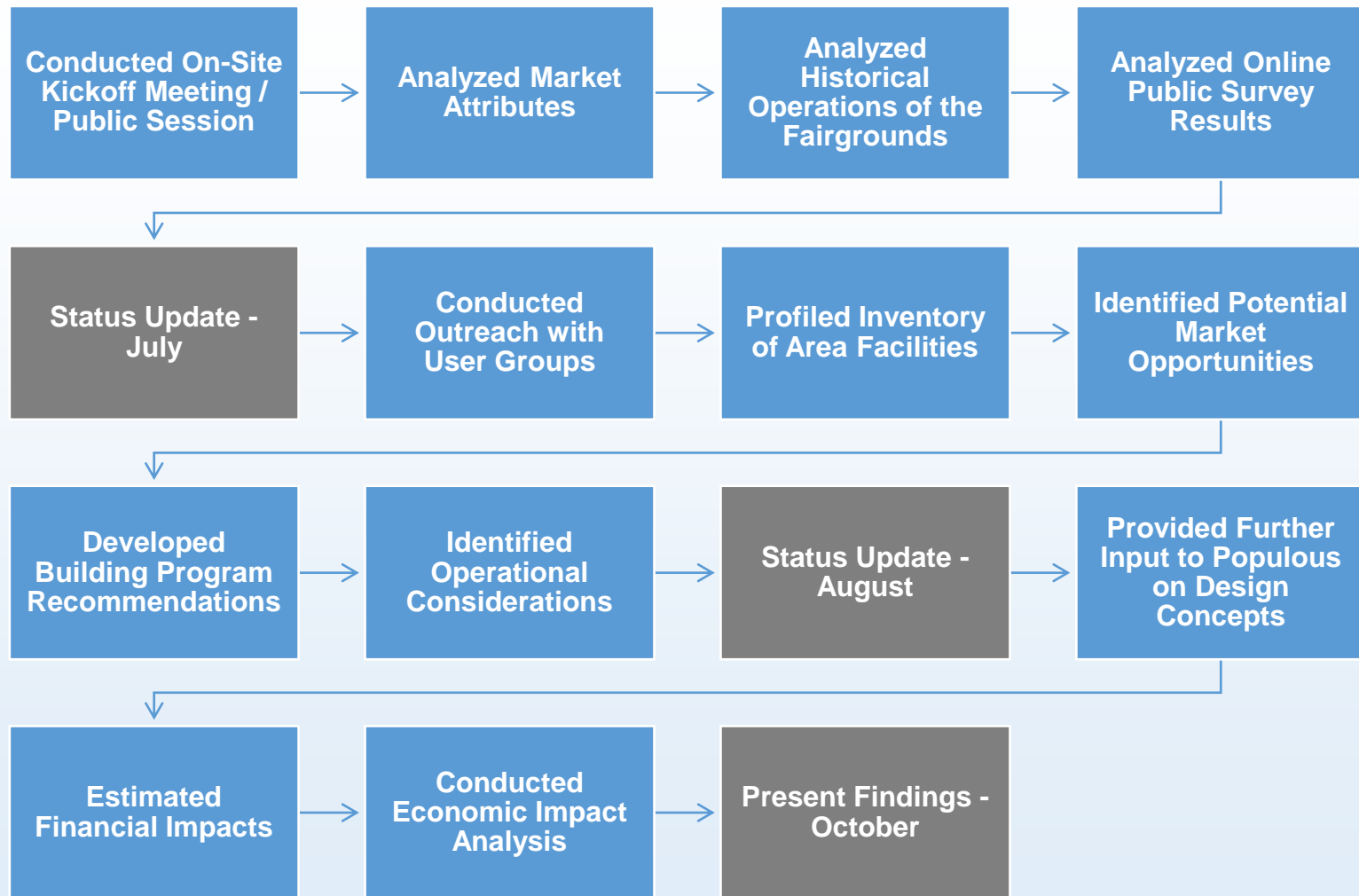
Presentation



October 11, 2022



Tasks Completed



Potential Growth Opportunities

High	Moderate	Moderate to Low	Low
Fair & Rodeo Community Events Expos/Exhibits	Rodeo/Bull Riding Livestock/Small Animal	Horse Shows	Concerts Entertainment Acts Non-Local Sports
Event Types			
Banquets/social functions Weddings/Private parties Holiday/Seasonal Events Local Sports Meetings Fundraisers Trainings Festivals (e.g., food, music, etc.) Auto Shows RV Shows Agricultural Seminars, Expos, etc. Gun/Knife Shows Home and Garden Shows Auto Shows Bridal Shows	Bareback Riding Team Roping Tie-Down Roping Steer Wrestling Dog Shows Goat Shows Rabbit Shows Sheep Shows Auctions/Sales	Barrel Racing Clinics Cutting Dressage Roping Western Hunter/Jumper	Family Shows Comedy Shows Large Concerts Regional Sports Tournaments



Building Program Recommendations

- Develop a column-free, flat-floor facility of approximately 40,000 SF
 - Should be climate-controlled, modern, multi-purpose and divisible with a concrete floor
 - 4-6 meeting rooms (approximately 900 SF each) with the ability to be combined
 - Support spaces such as ticket office, restrooms, lobby, kitchen, storage, etc.
 - Could potentially be developed through expansion/renovation of an existing facility or new construction
- Expand RV spaces to a minimum of 100 total full-service hookups and create areas for tent camping
 - Dump station and restroom/shower facility
 - Wi-Fi



Building Program Recommendations (cont'd)

- Increase Grandstand seating by a minimum of 600 for the Fair & Rodeo
- Develop additional support spaces such as restrooms, storage, shade structures, etc. throughout the Fairgrounds
- Improve infrastructure including Wi-Fi coverage, utilities, landscaping, etc.
- Address deferred maintenance needs and modernize existing facilities
- Preserve and maintain natural space
- Improve connectivity to the community
- Develop additional equine-related amenities such as a covered arena and stalls to better accommodate existing events



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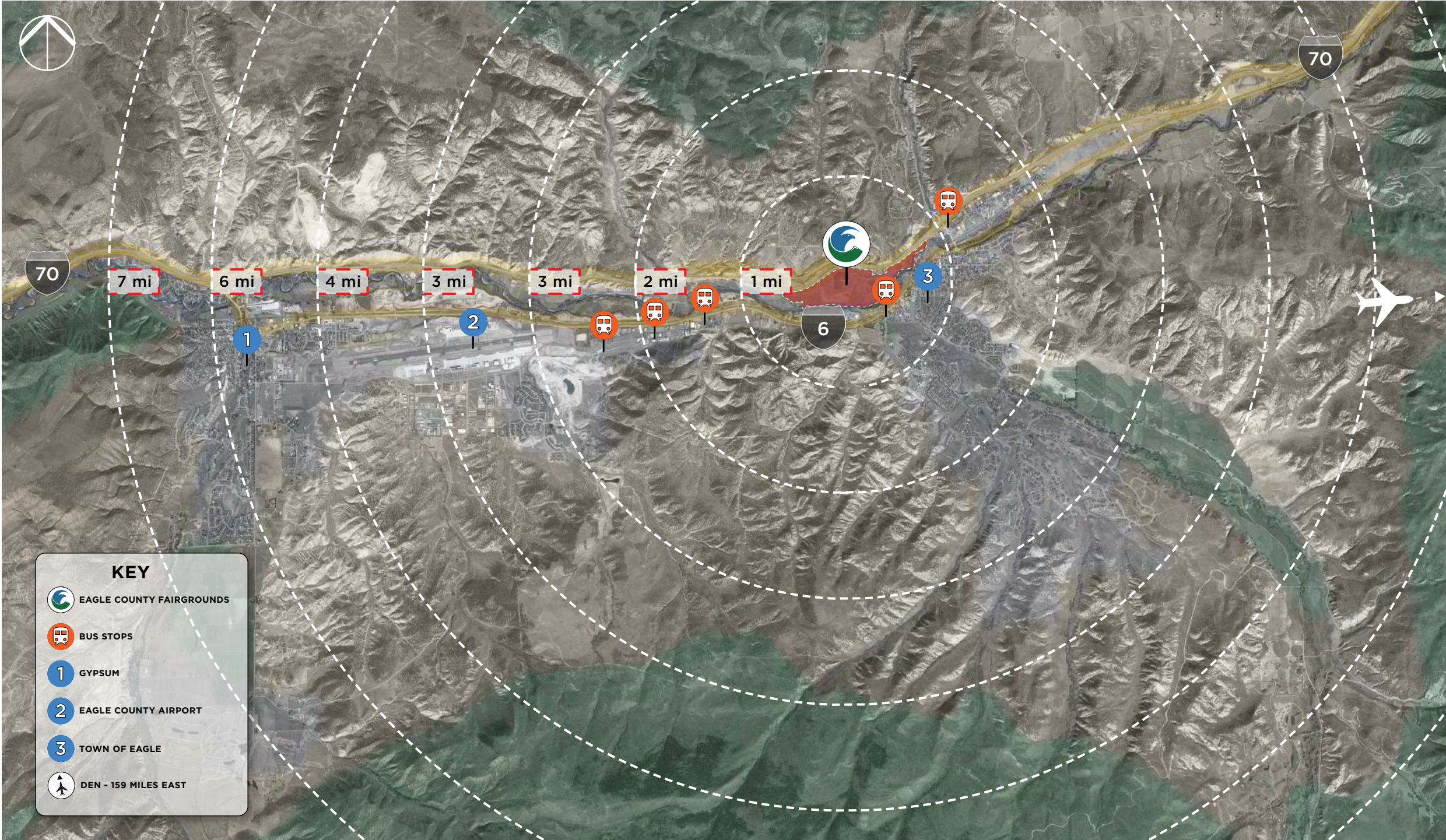
Eagle County **Master Plan**

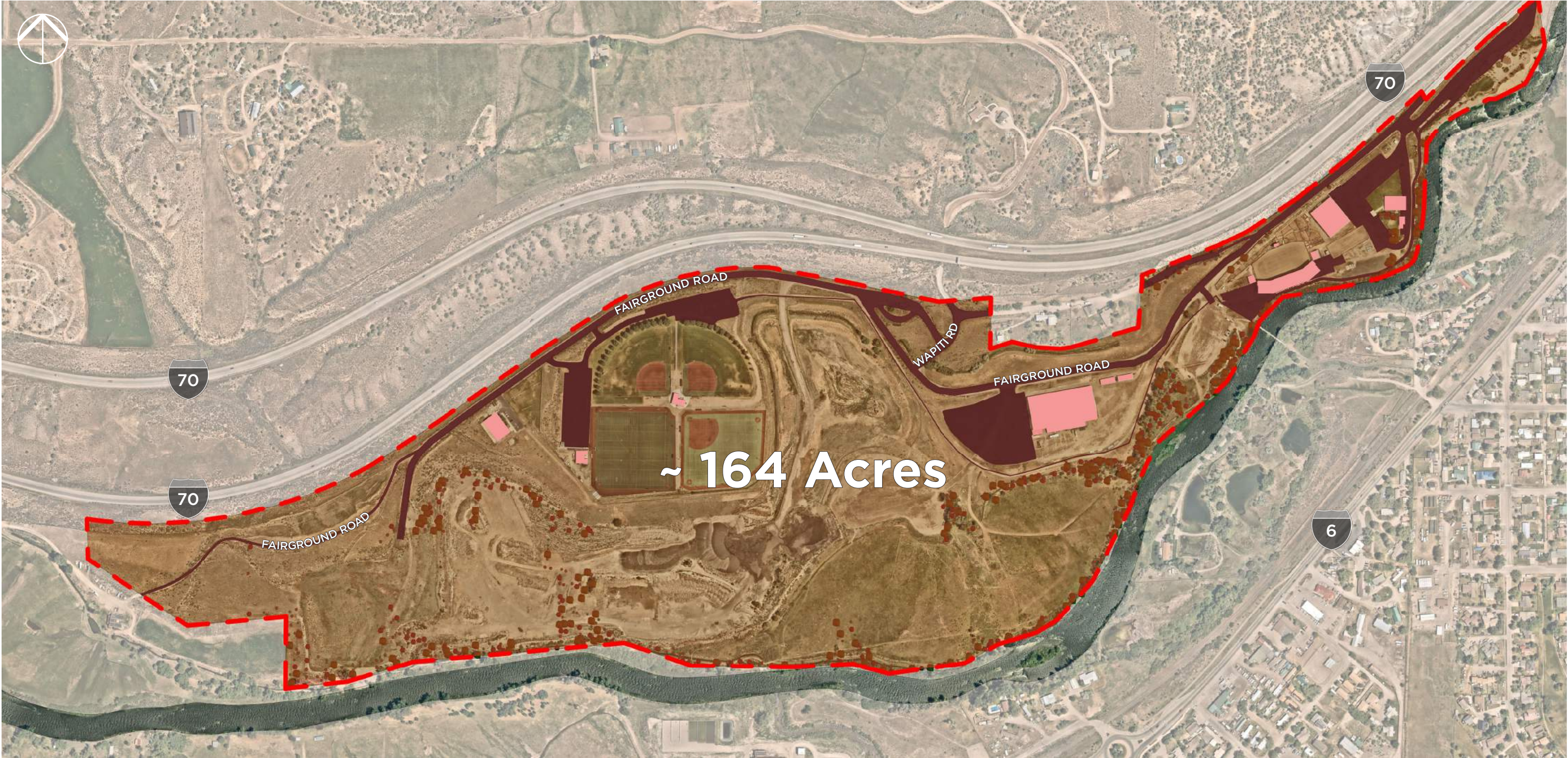
FINAL DRAFT PRESENTATION - 10.03.22

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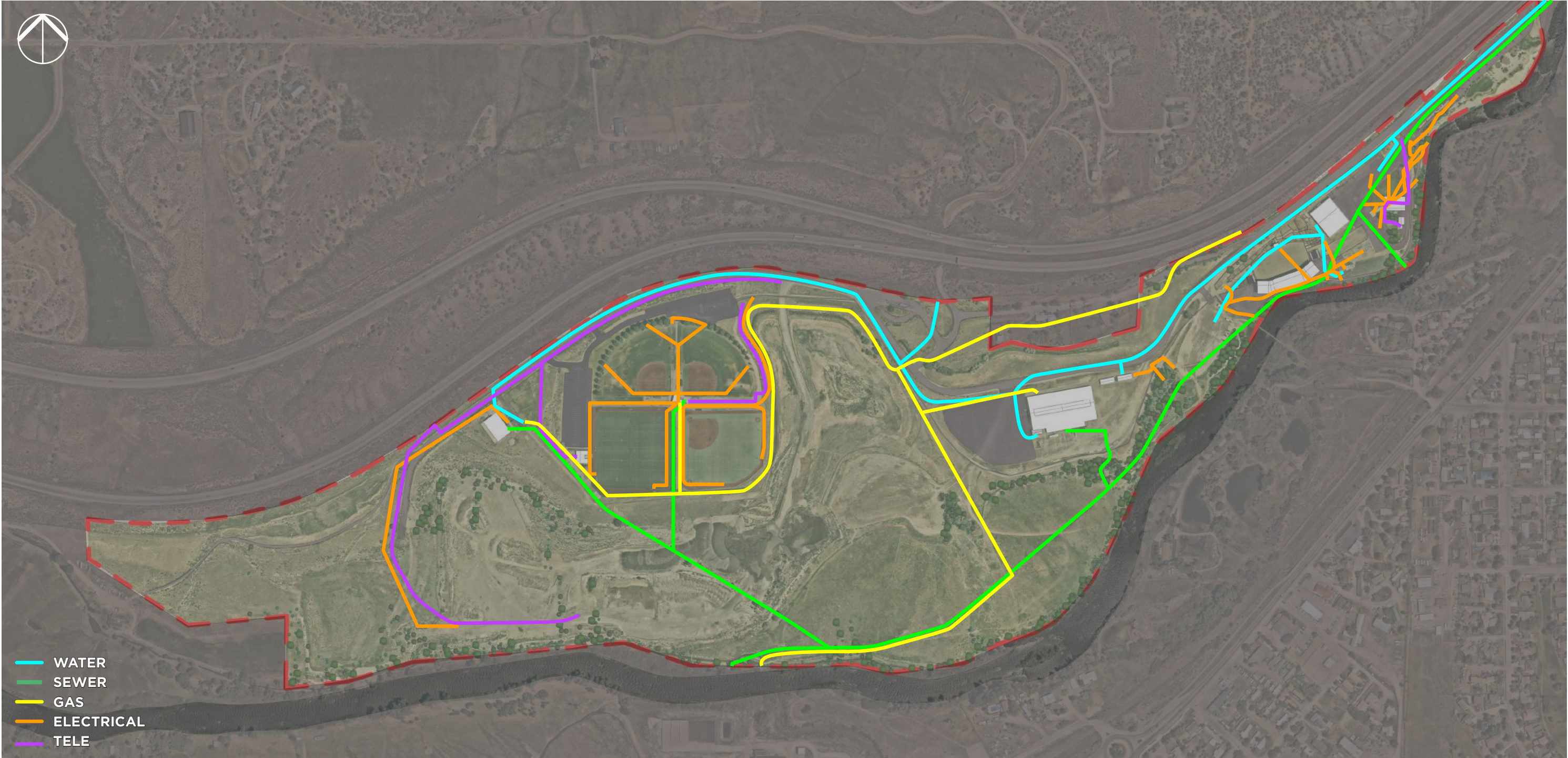
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Rec Site**
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- 10/ **Hole in The Sky Disc Golf
Course**

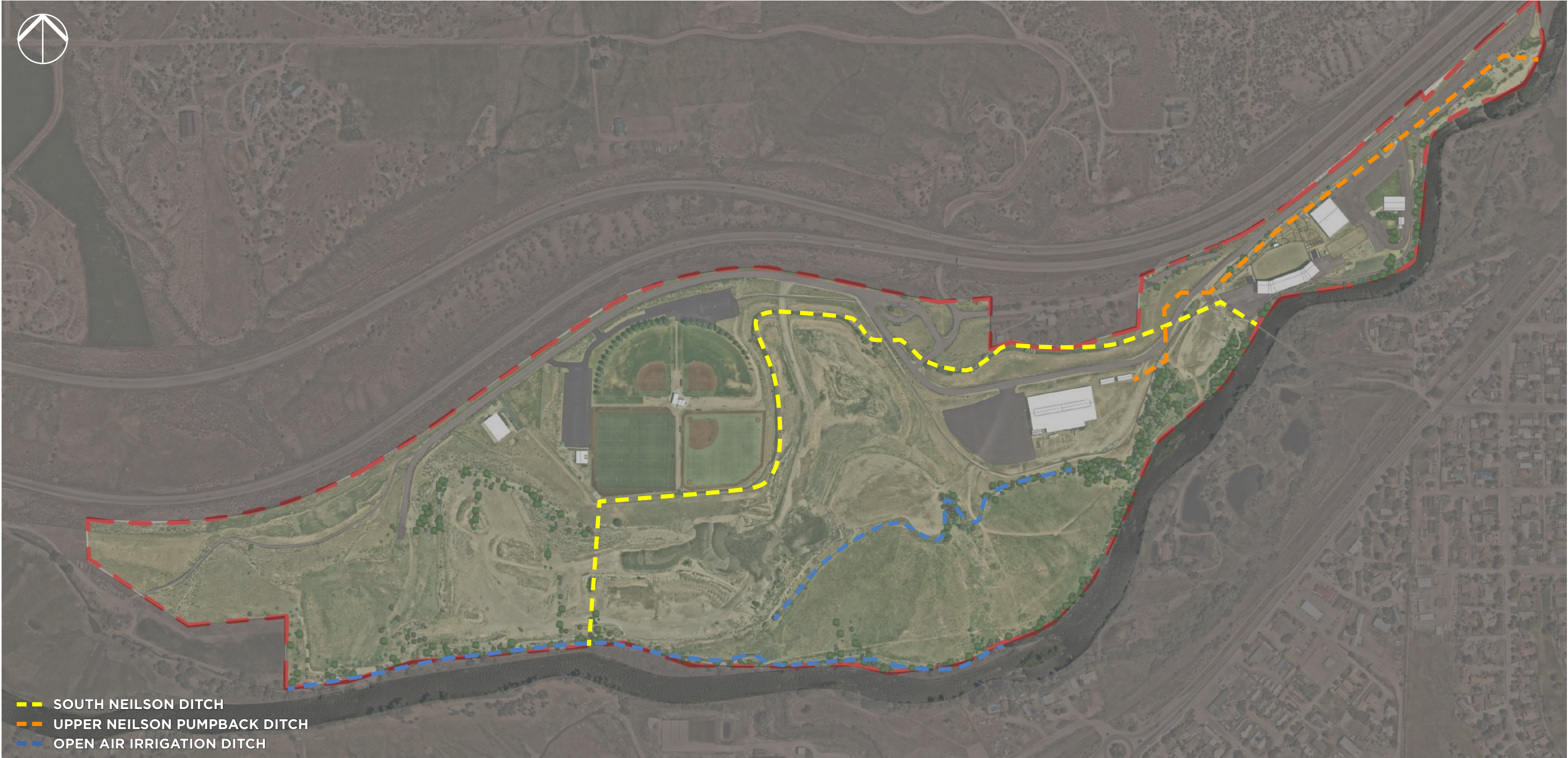
01/ Site Analysis





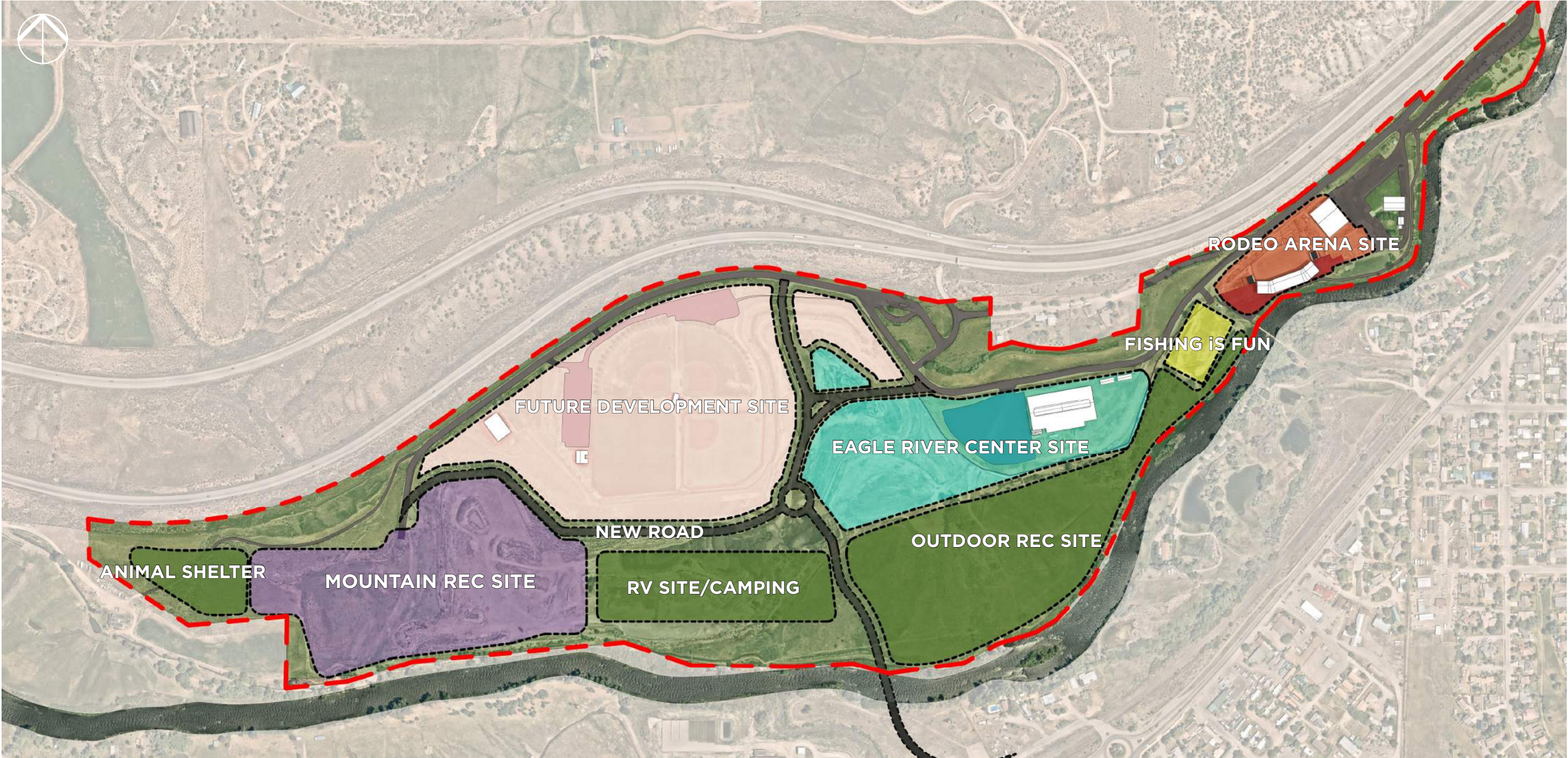






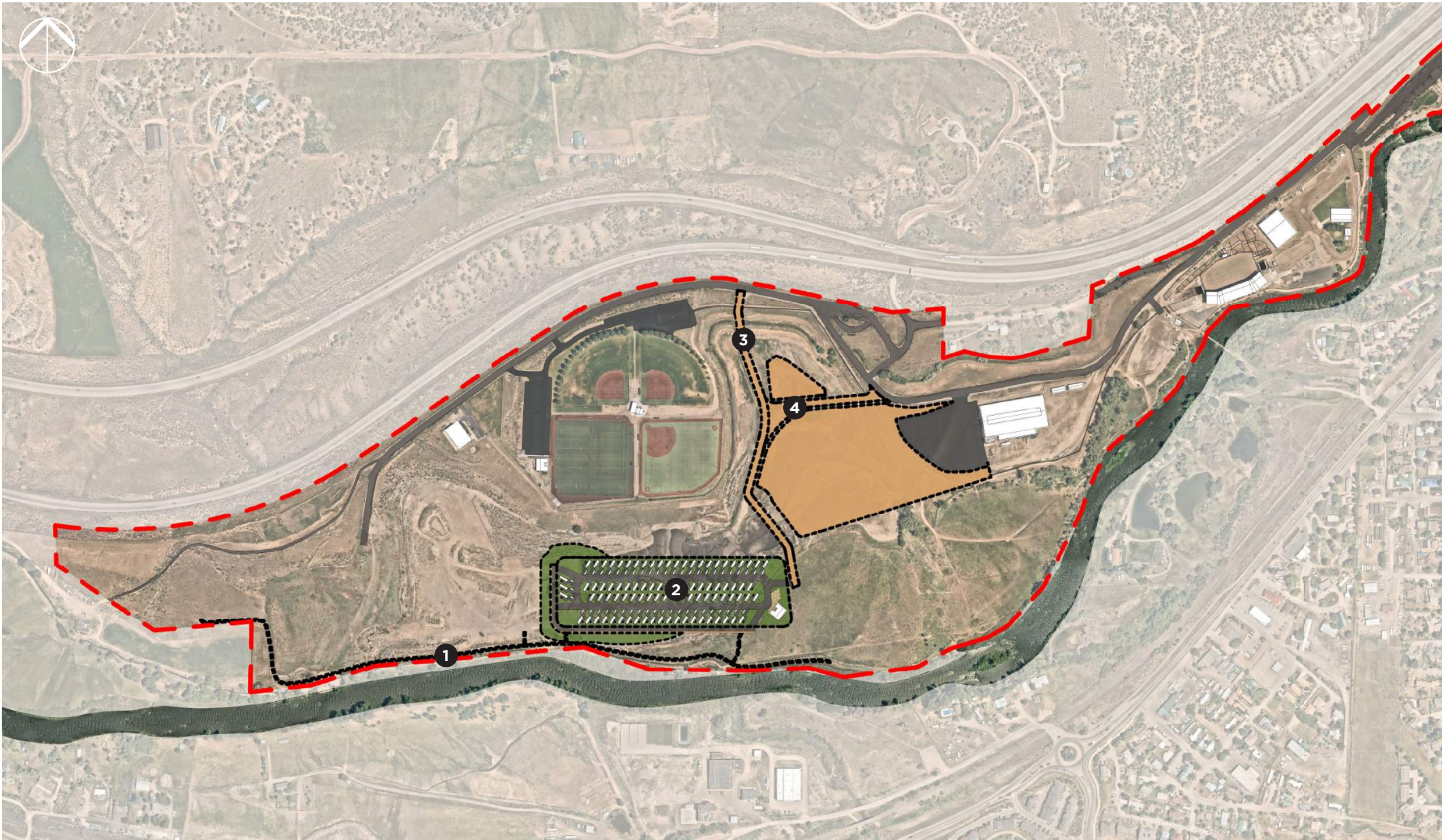




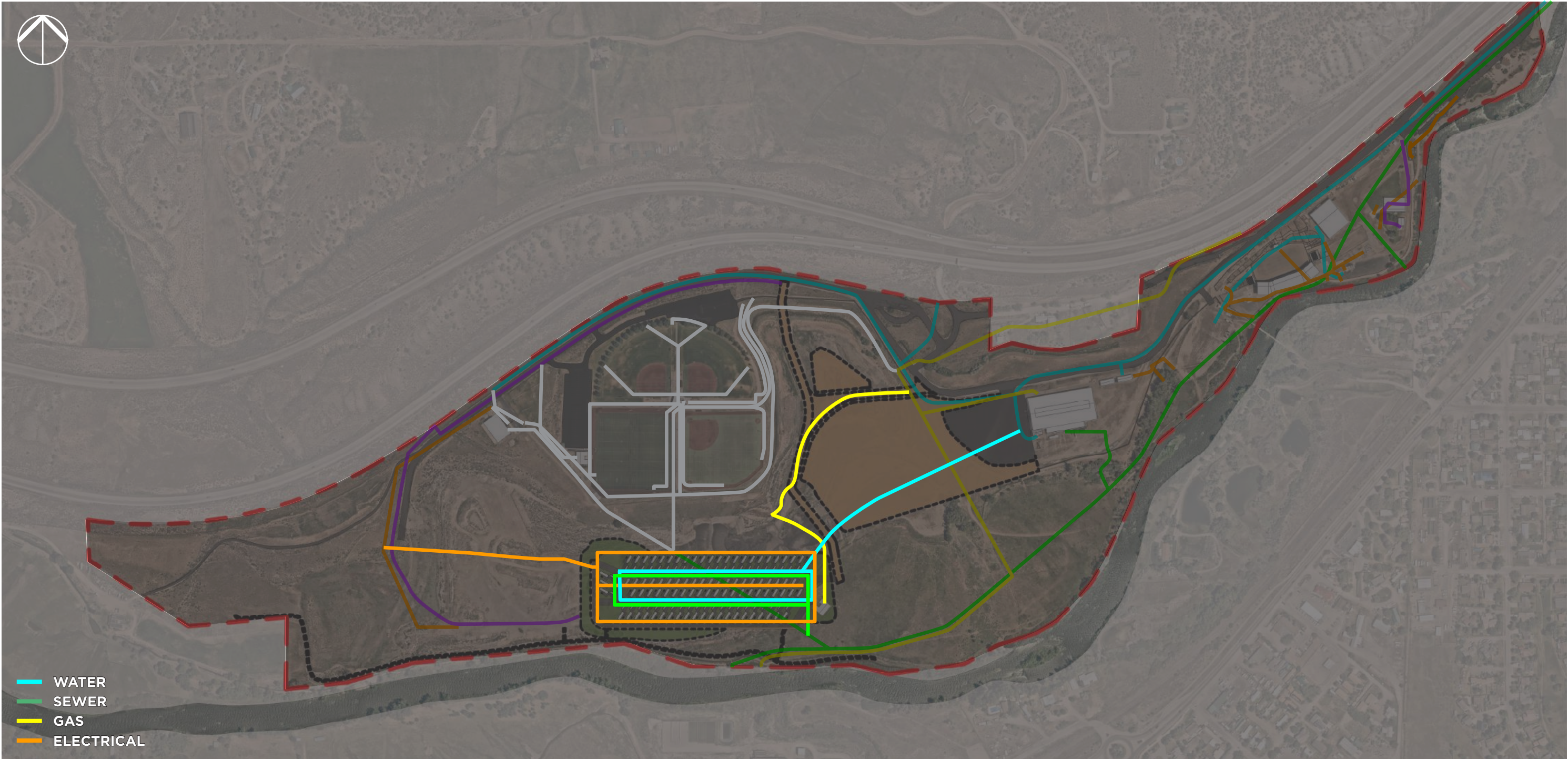


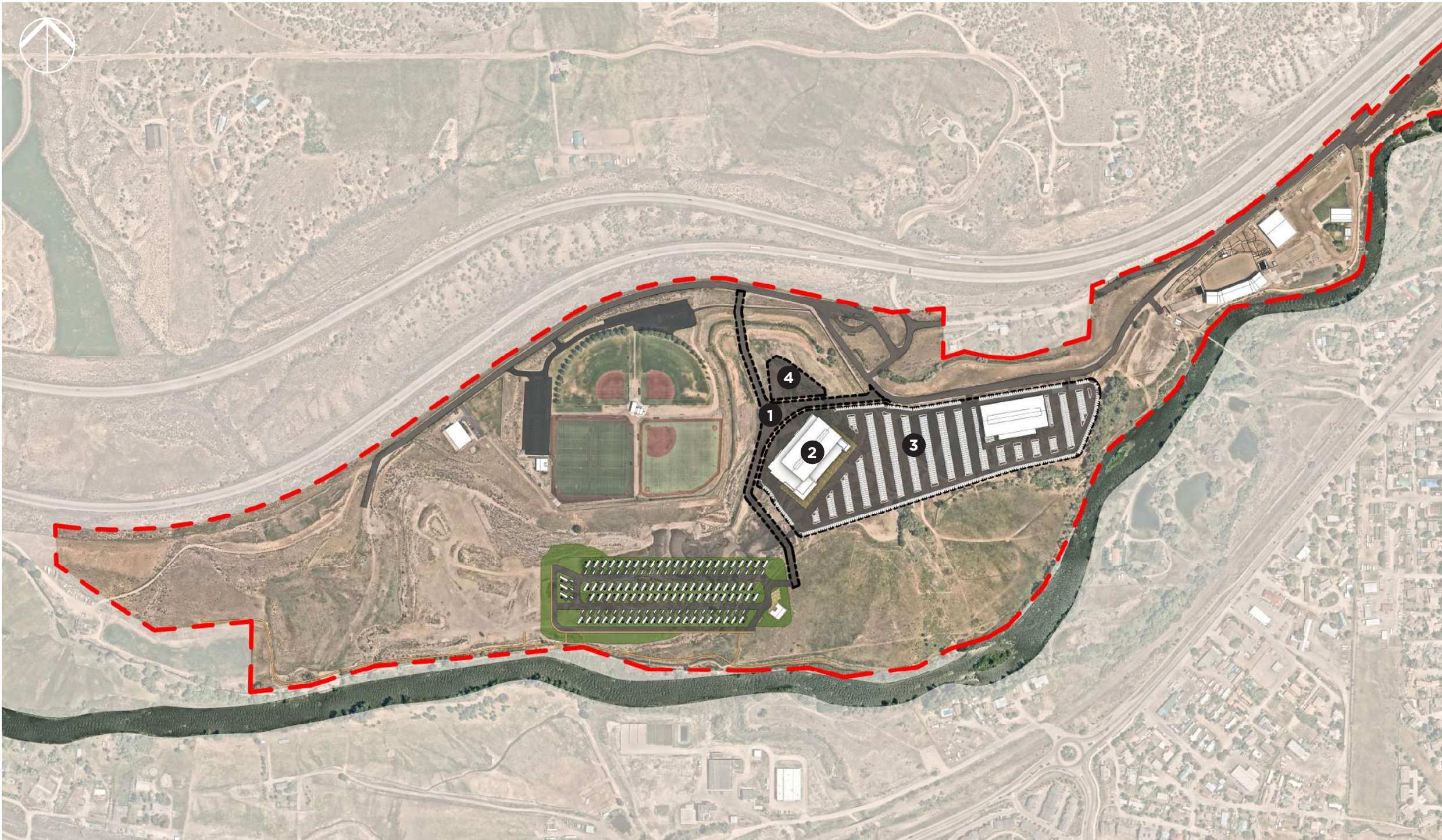
02/

New Project Phases

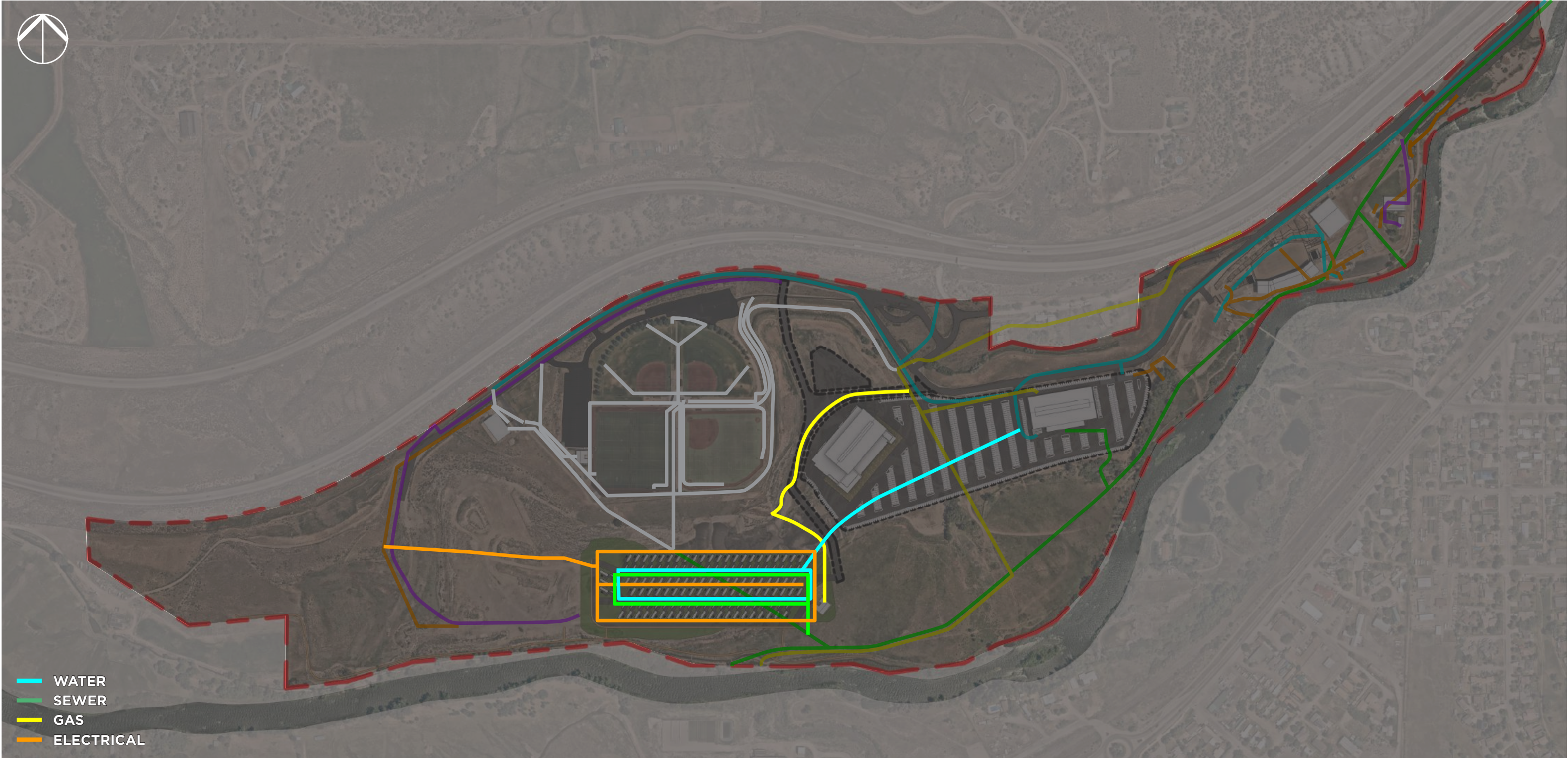


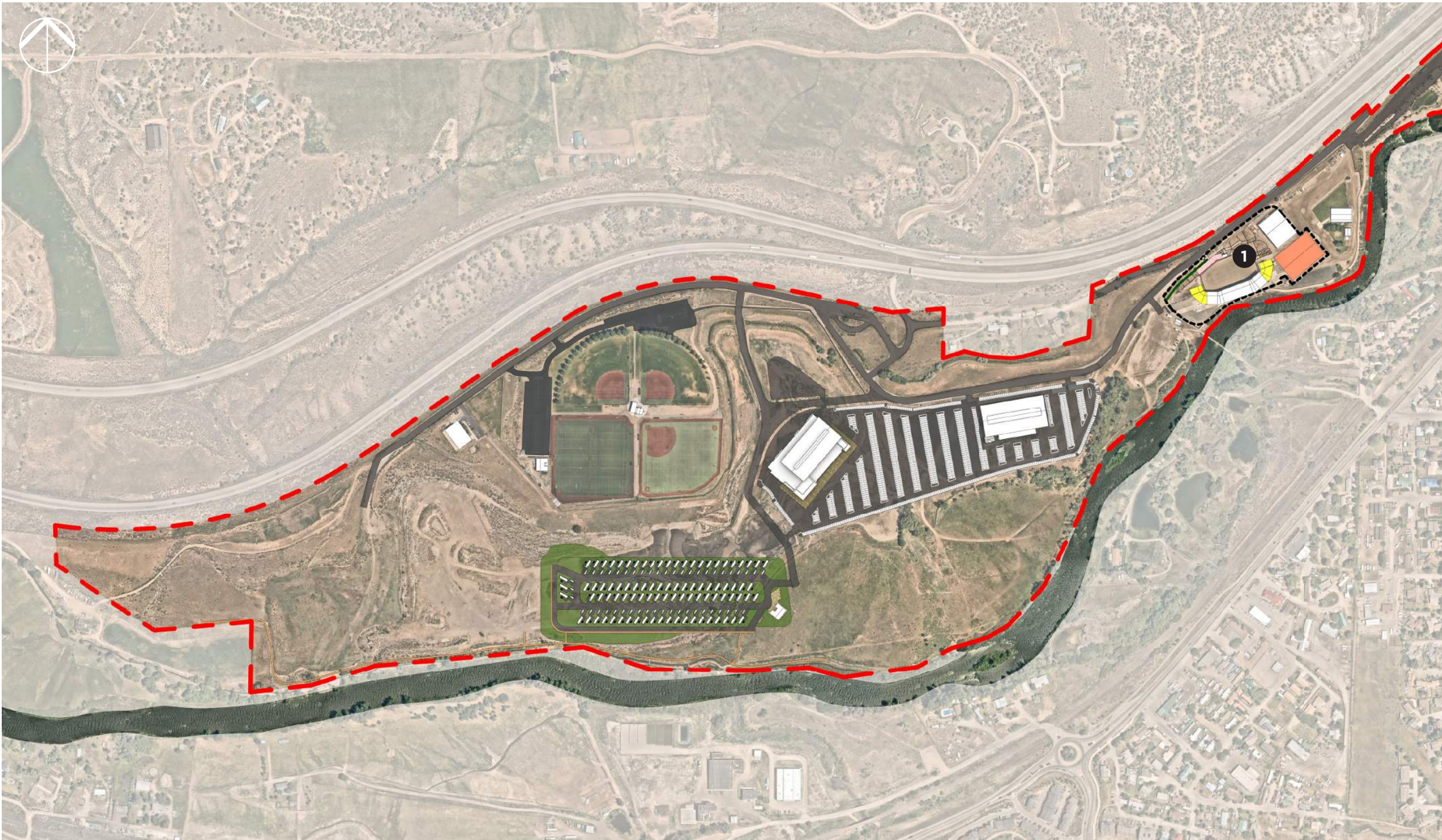
- 1 PEDESTRIAN PATH
- 2 RV PARK
30' x 55' - 42 Lots
30' x 80' - 49 Lots
- 3 RV PARK SERVICE ROAD
- 4 EXPO EVENT BUILDING
RECLAMATION GRADING





- 1 NEW ROAD PAVING
- 2 EXPO EVENT BUILDING
- 3 EXPO EVENT BUILDING AND EAGLE RIVER CENTER PARKING PAVING
1067 parking Spaces
- 4 OVERFLOW PARKING PAVING



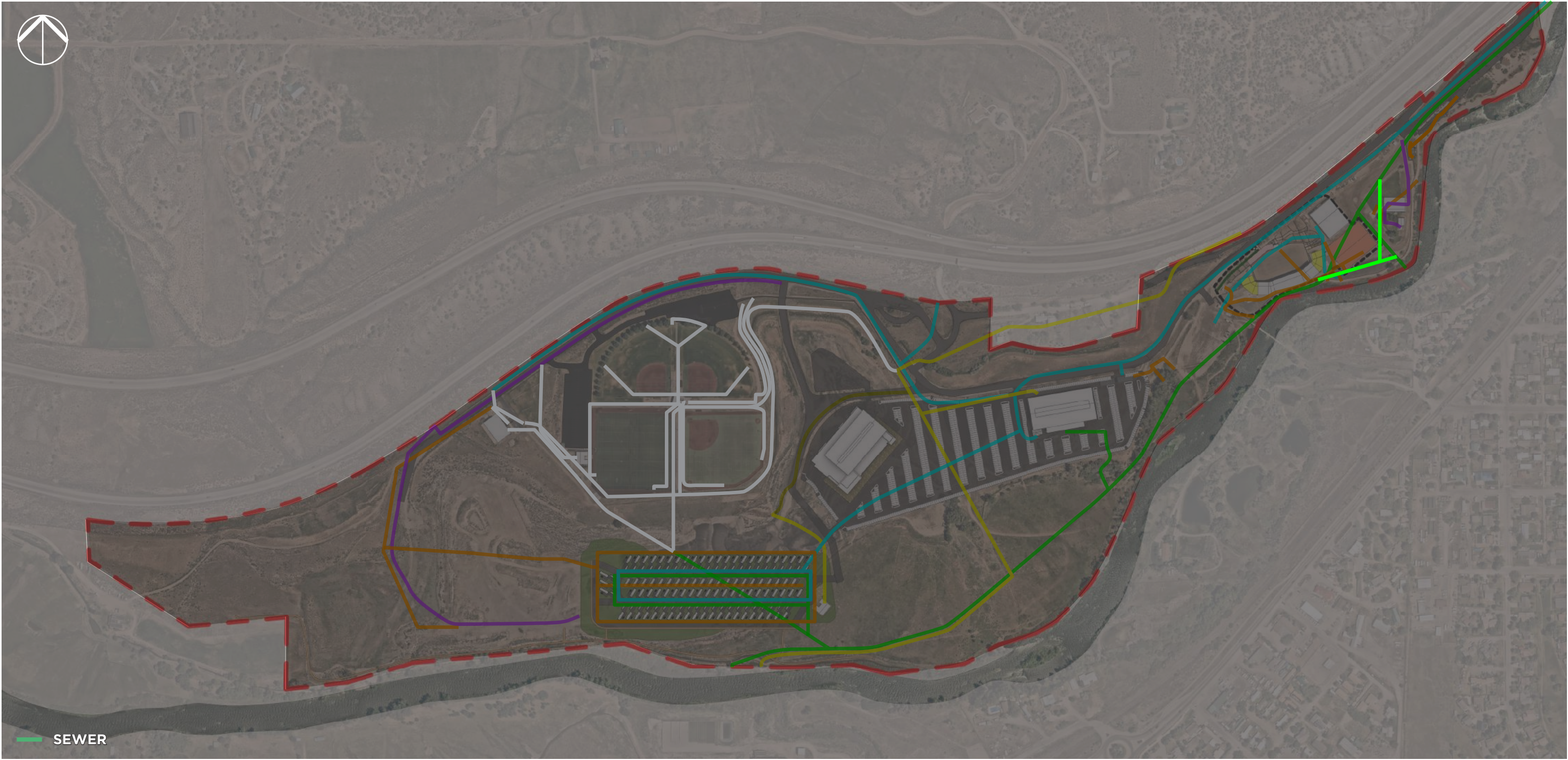


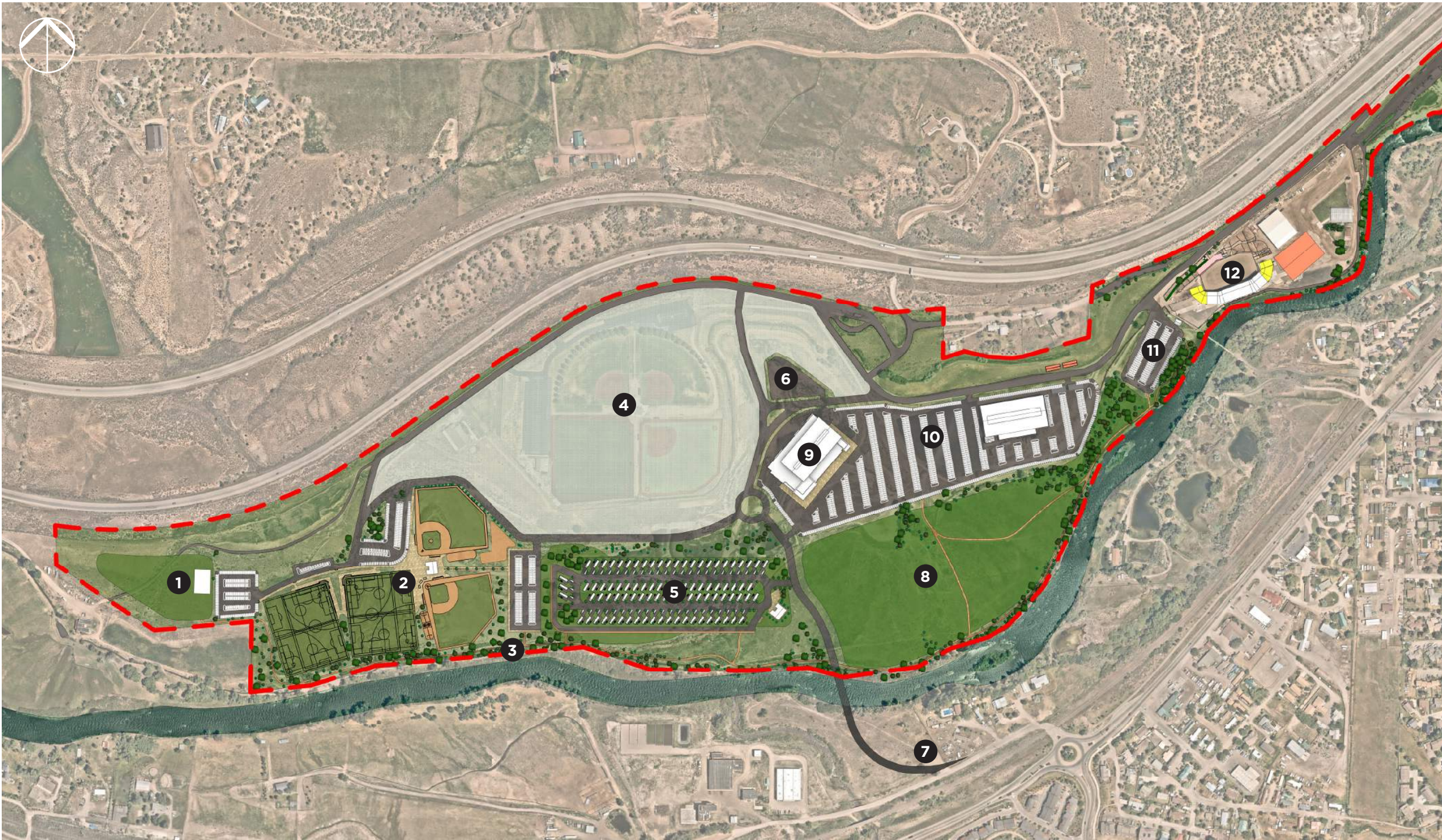
1 RODEO ARENA EXPANSION
ELEMENTS

COVERED AND ELEVATED
DECK
25' Wide
3500 sf

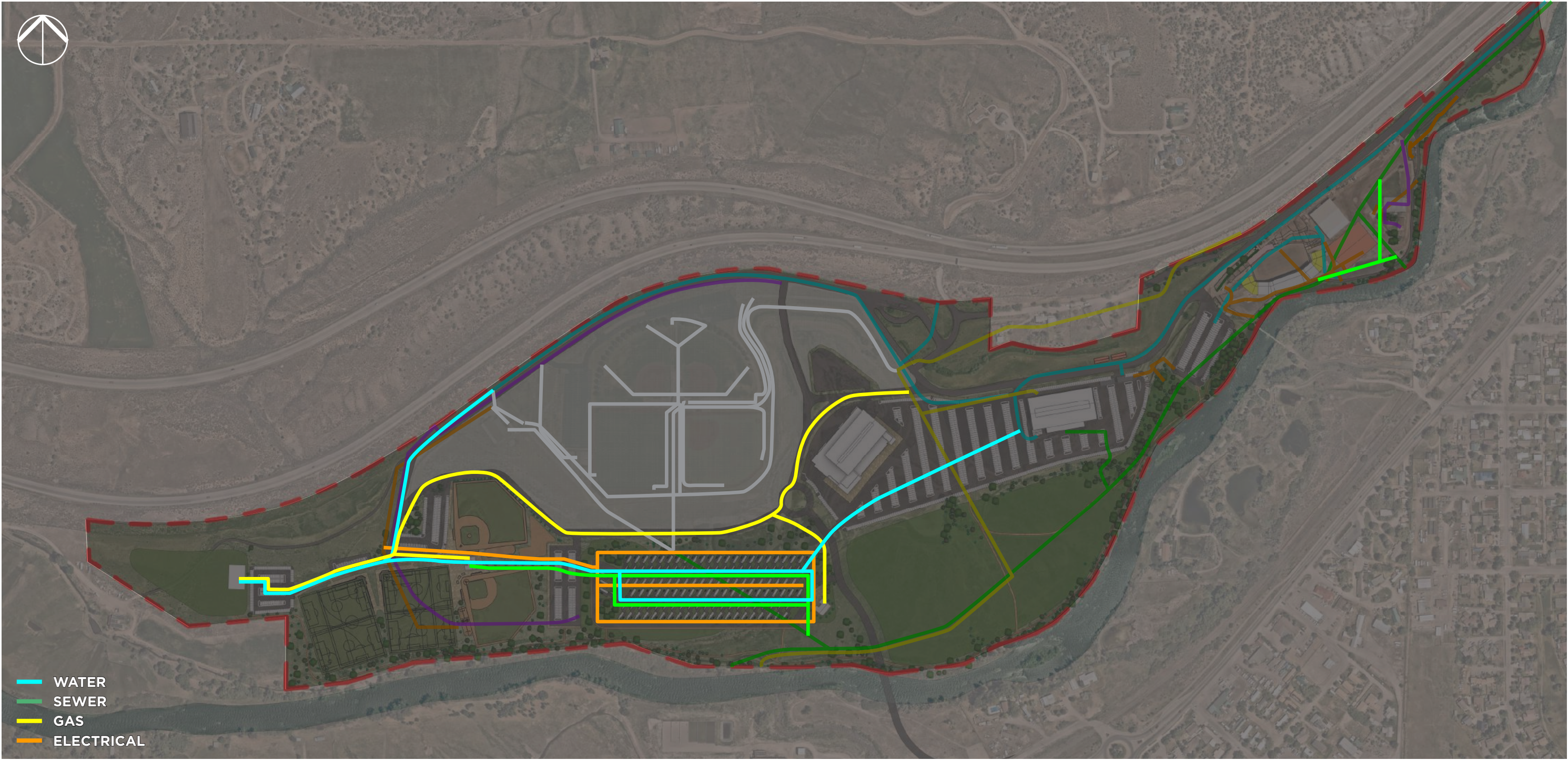
PRECAST SEATING
1030 New Seats

COVERED OUTDOOR ARENA
140' x 200'





- 1 EAGLE COUNTY ANIMAL SHELTER AND DOG PARK
- 2 MOUNTAIN REC SITE
- 3 PEDESTRIAN PATH
- 4 FUTURE DEVELOPMENT SITE
- 5 RV SITE
- 6 OVERFLOW PARKING
- 7 SOUTH ENTRY POINT
- 8 OUTDOOR REC SITE
- 9 EXPO EVENT BUILDING
- 10 EAGLE RIVER CENTER SITE PARKING EXPANSION
- 11 FISHING IS FUN SITE
- 12 RODEO ARENA SITE



New Project Grading^{03/}

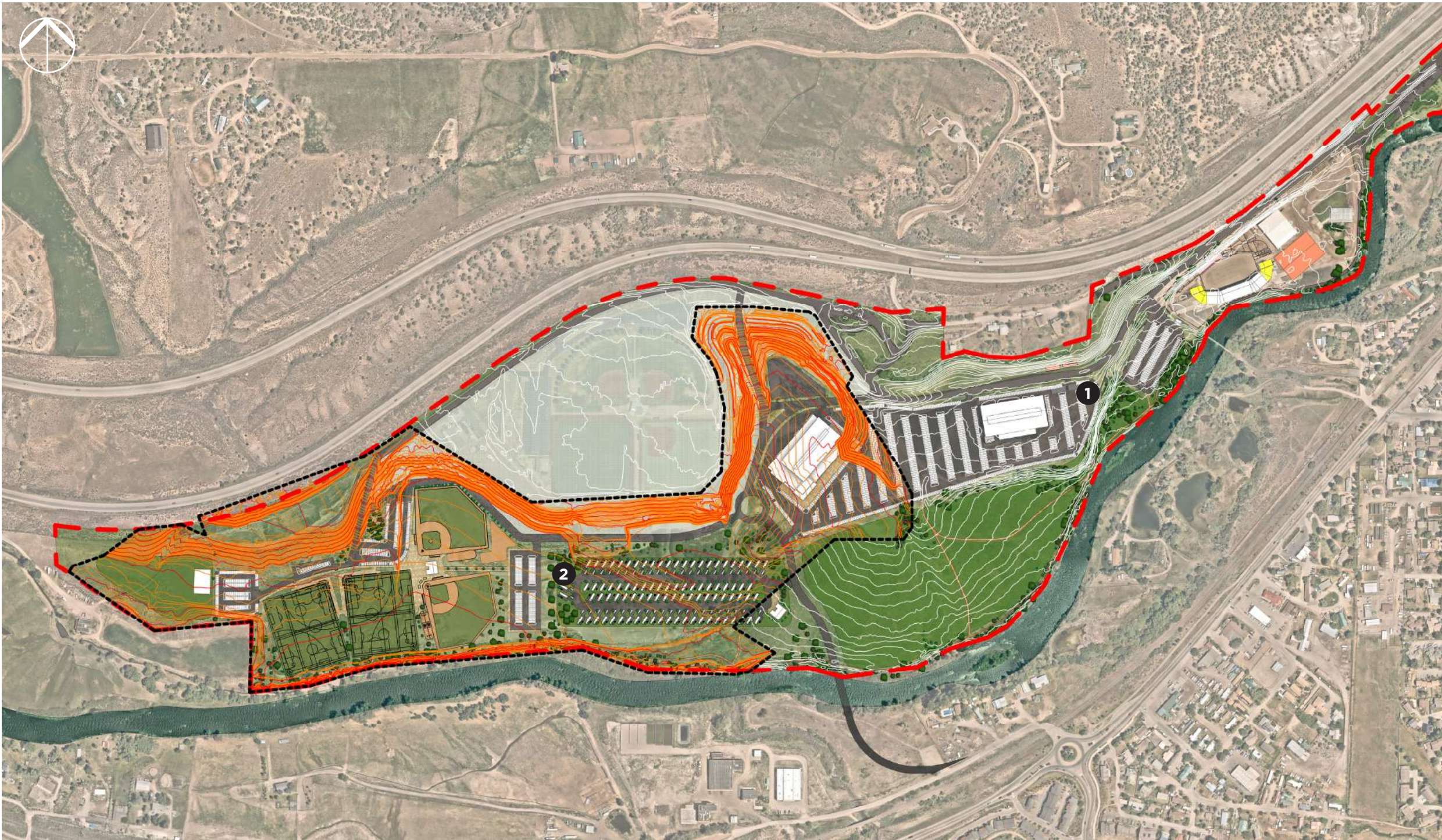


1 EXISTING TOPOGRAPHY



- 1 EXISTING TOPOGRAPHY
- 2 RECLAMATION TOPOGRAPHY

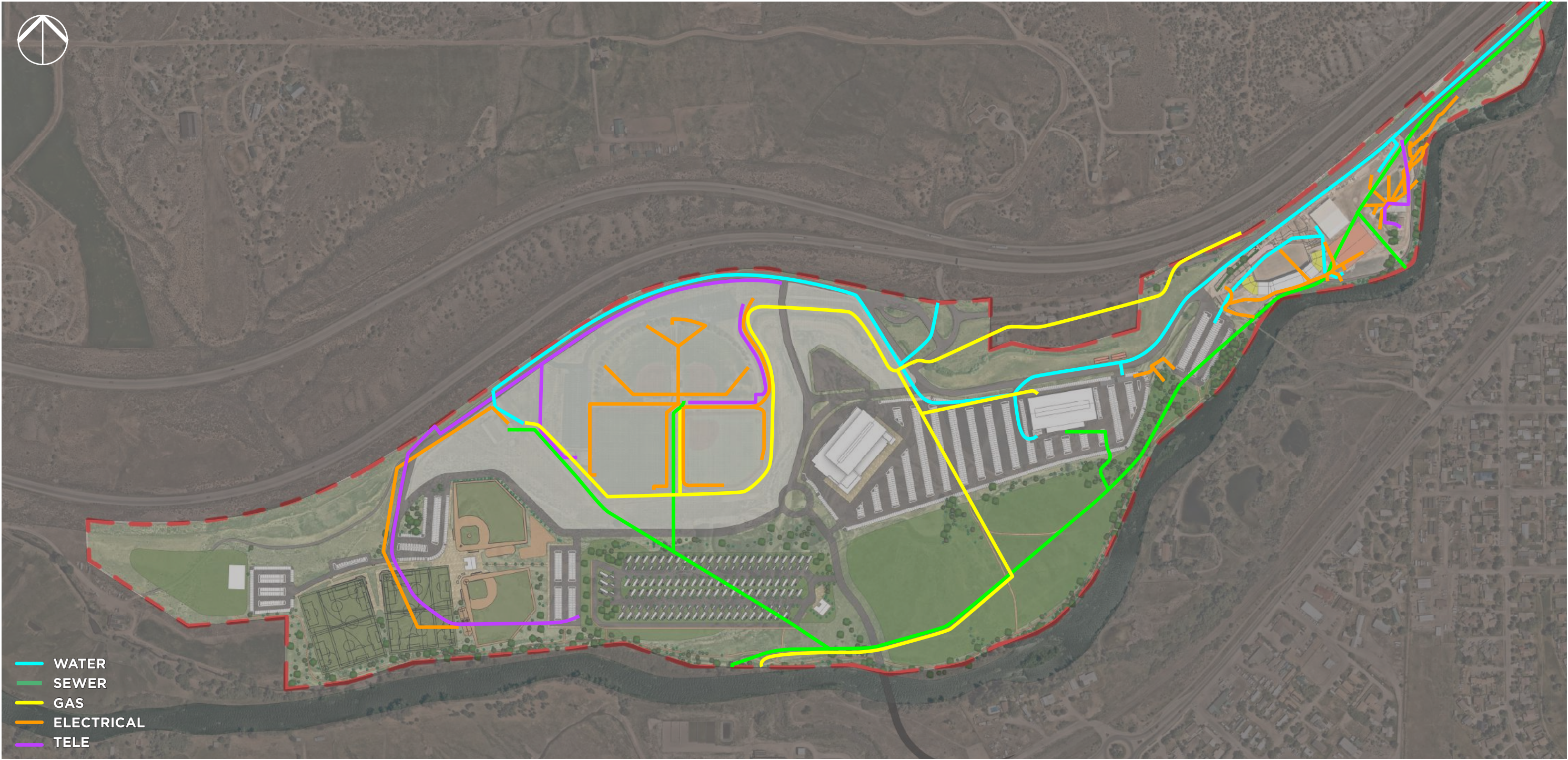
NOTE: PROPOSED RECLAMATION PLAN PROVIDED TO DESIGN TEAM BY COUNTY. SLIGHT ADJUSTMENTS TO THE PROPOSED RECLAMATION GRADING SHOULD BE STUDIED TO BETTER ACCOMMODATE IMPLEMENTATION OF THE NEW MASTER PLAN

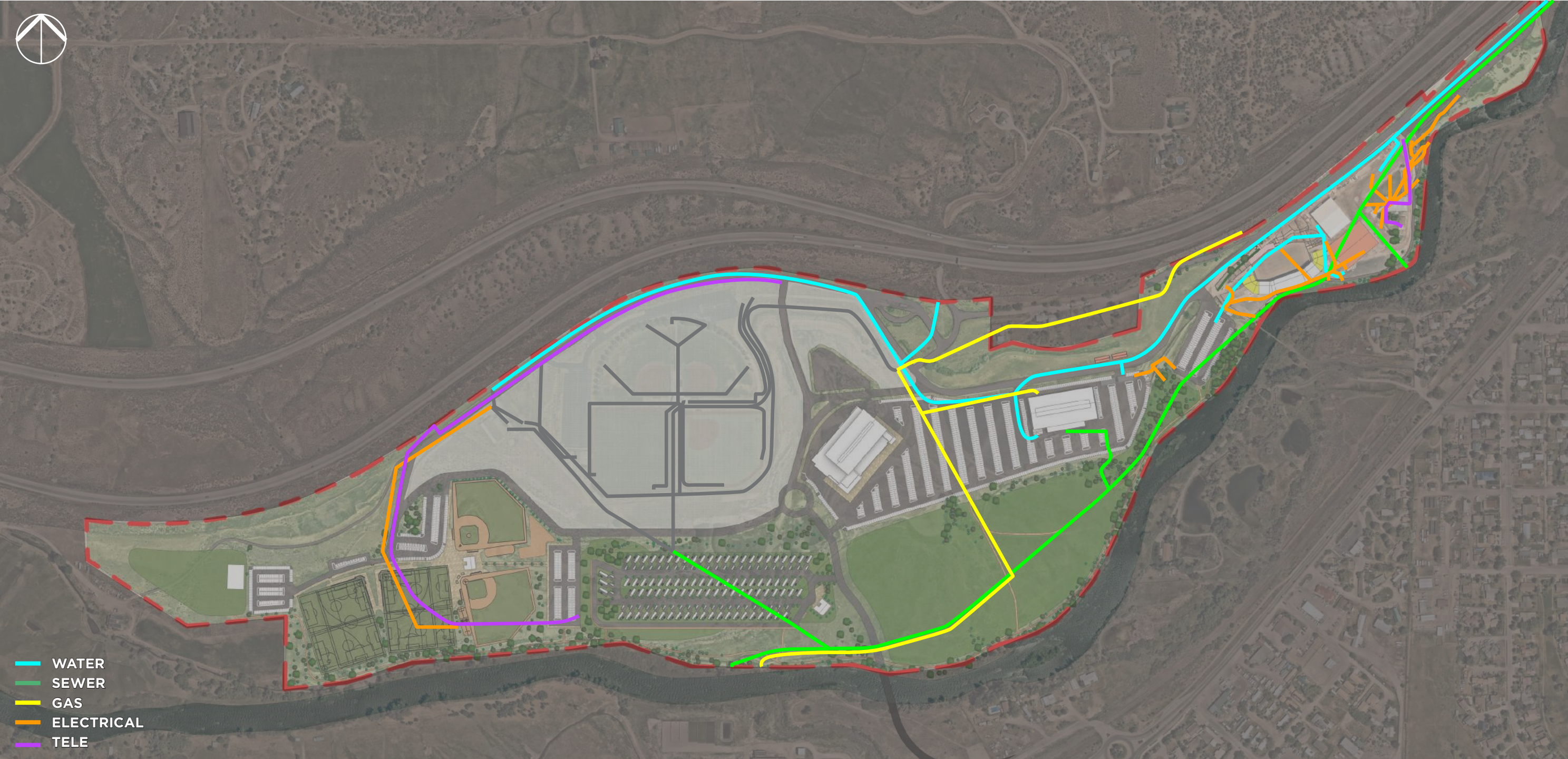


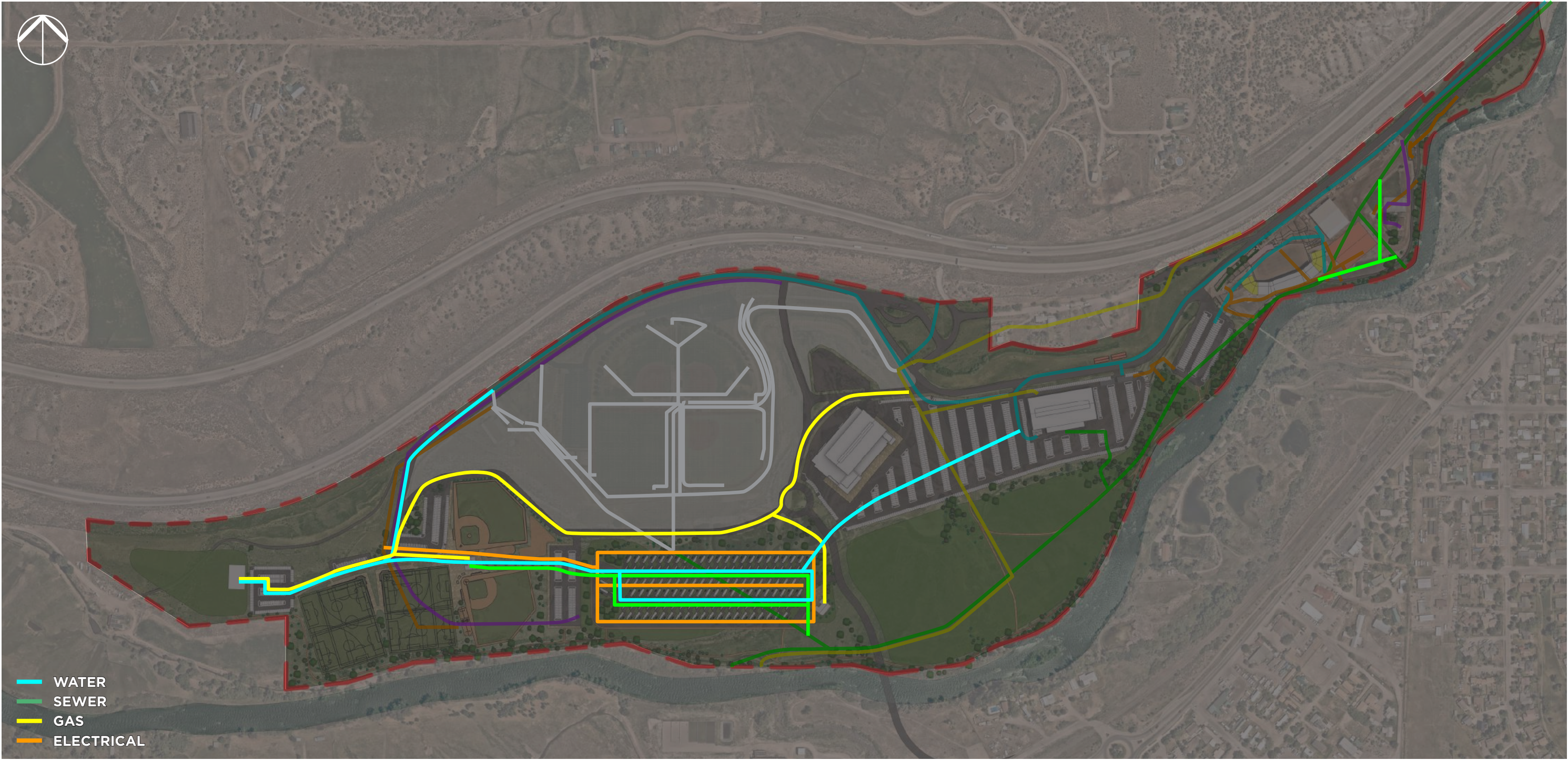
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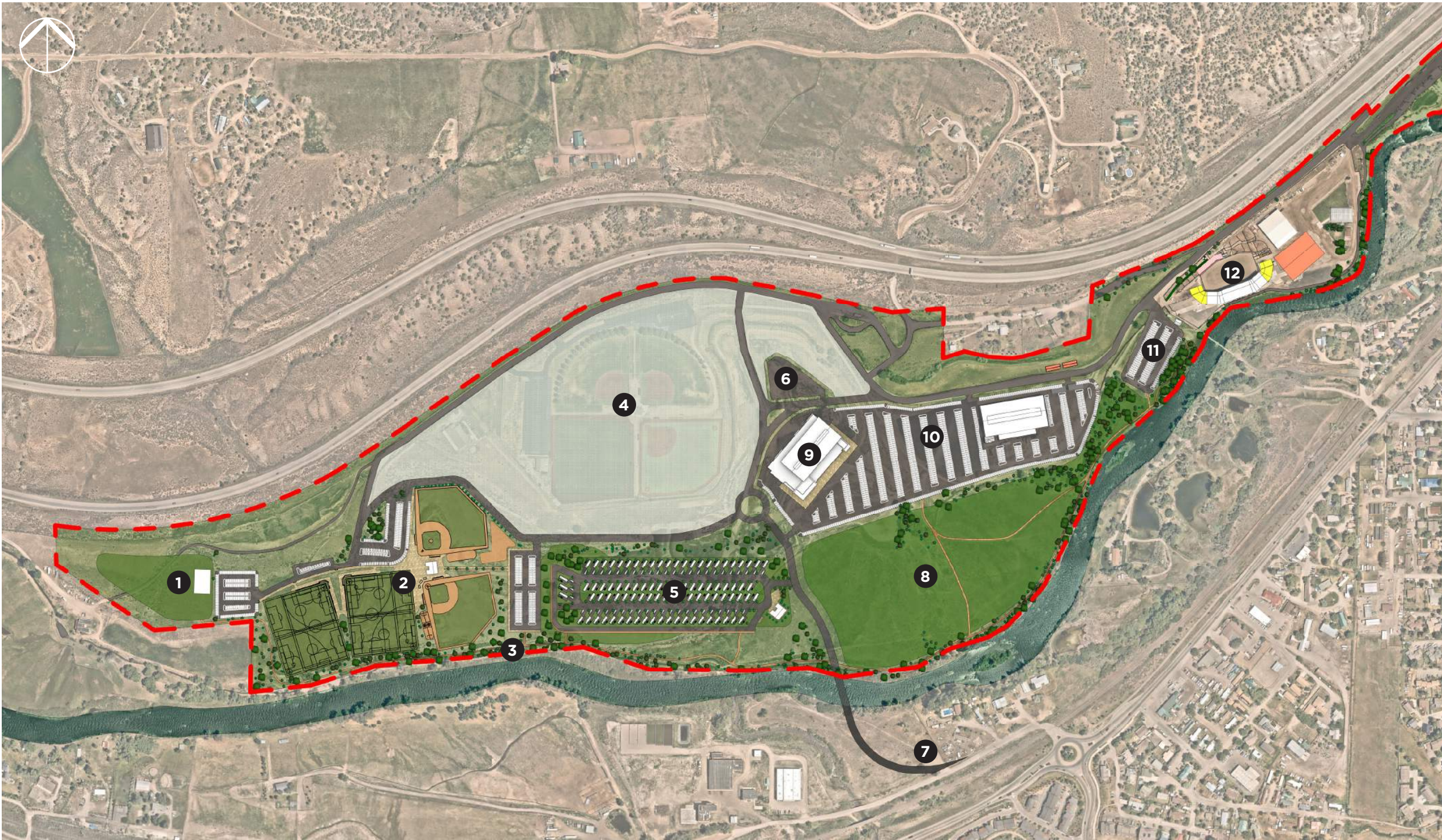
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New Project Components

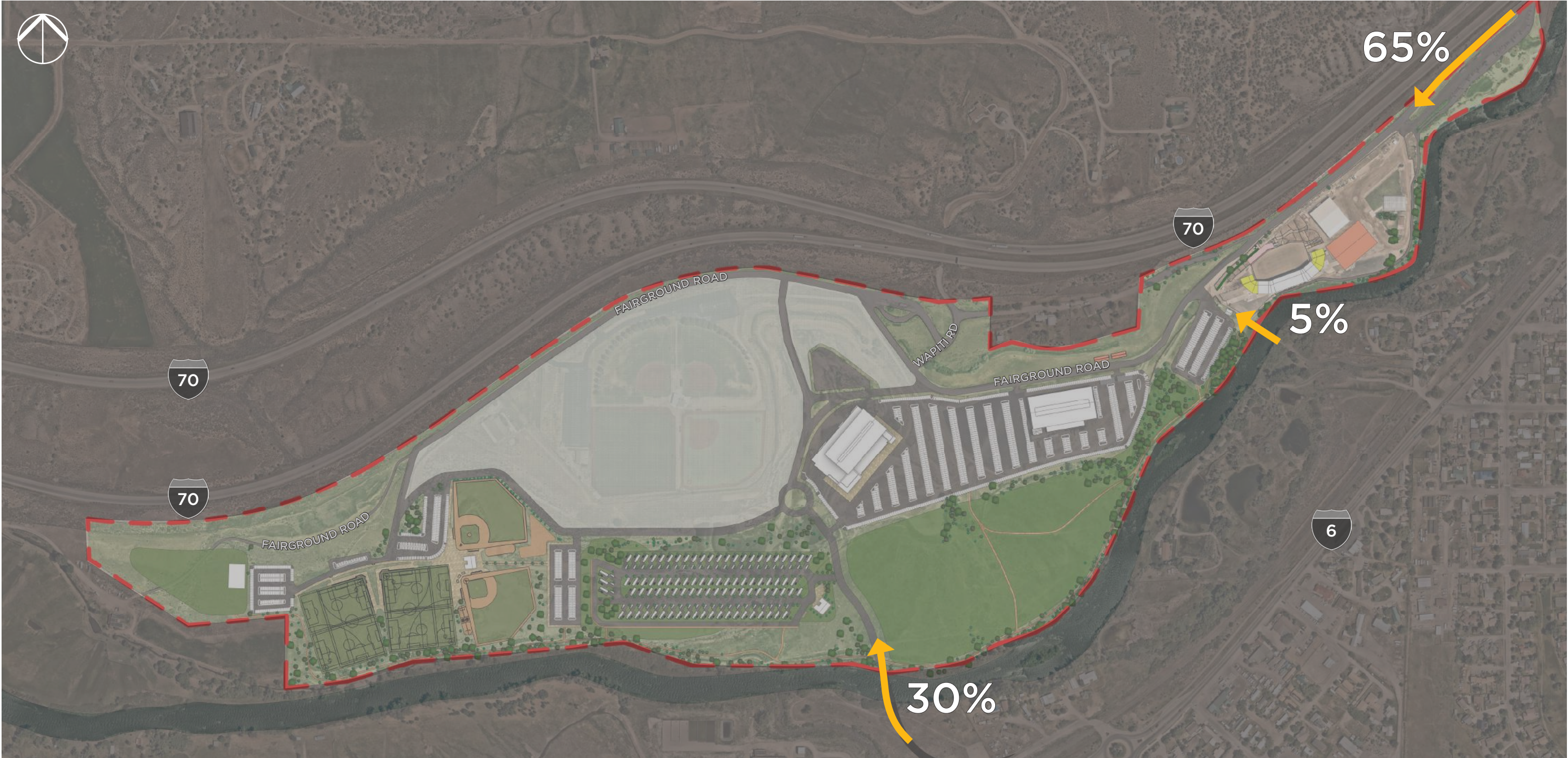




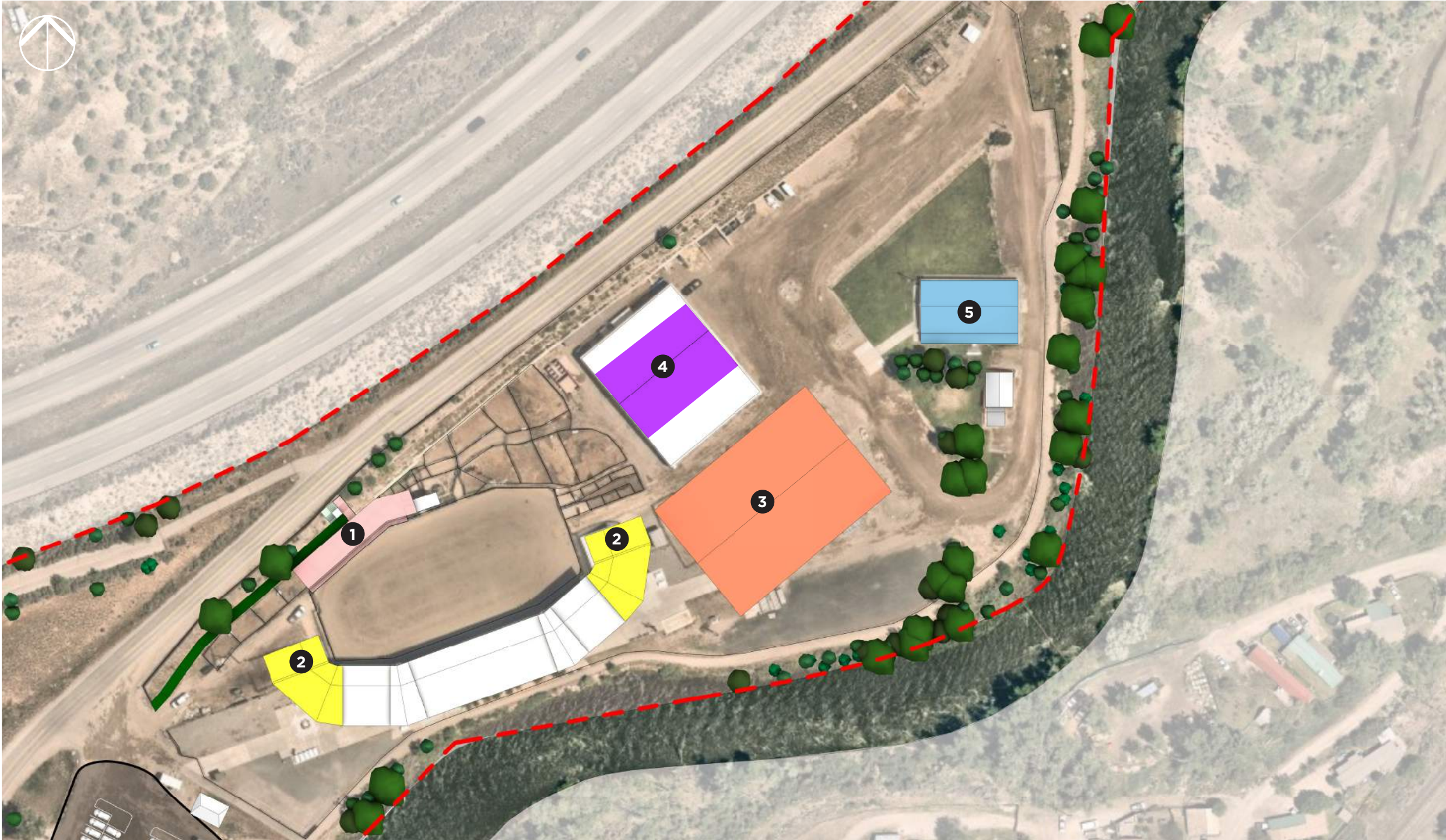




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- 2 MOUNTAIN REC SITE
- 3 PEDESTRIAN PATH
- 4 FUTURE DEVELOPMENT SITE
- 5 RV SITE
- 6 OVERFLOW PARKING
- 7 SOUTH ENTRY POINT
- 8 OUTDOOR REC SITE
- 9 EXPO EVENT BUILDING
- 10 EAGLE RIVER CENTER SITE PARKING EXPANSION
- 11 FISHING IS FUN SITE
- 12 RODEO ARENA SITE



Rodeo Arena Site^{05/}



- 1 COVERED AND ELEVATED DECK
25' Wide
3500 sf
- 2 PRECAST SEATING
1030 New Seats
- 3 COVERED OUTDOOR ARENA
140' x 200'
- 4 CURRENT COUNTY SHOP LOCATION
- 5 COUNTY SHOP RELOCATION
(After New Expo is Online)



- 1 COVERED AND ELEVATED DECK
25' Wide
3500 sf
- 2 ELEVATOR AND STAIRS
- 3 ADA RAMP
- 4 PRECAST SEATING
1030 New Seats
- 5 NEW VOM COVERS
- 6 NEW CONCOURSE
- 7 COVERED AND ENLARGED OUTDOOR ARENA
140' x 200'



- 1 COVERED AND ELEVATED DECK
25' Wide
3500 sf
- 2 ELEVATOR AND STAIRS
- 3 ADA RAMP
- 4 PRECAST SEATING
1030 New Seats
- 5 NEW VOM COVERS
- 6 COVERED AND ENLARGED OUTDOOR ARENA
140' x 200'



06/
Fishing Is Fun Site



- 1 NEW RESTROOM AND CHANGING PAVILION
- 2 RECONFIGURED PARKING
32 Parking Spaces



- 1 NEW RESTROOM AND CHANGING PAVILION
- 2 RECONFIGURED PARKING
32 Parking Spaces

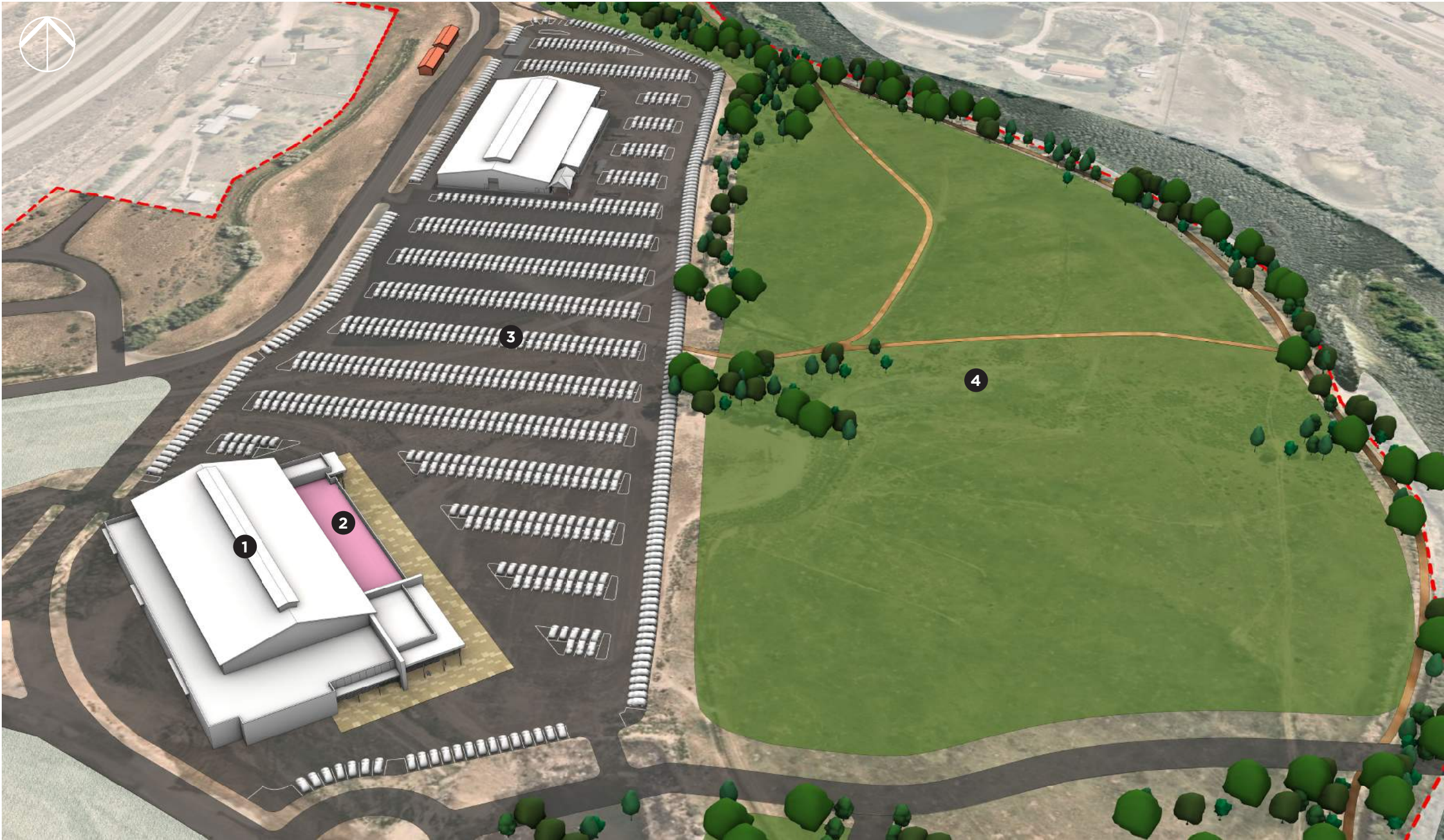
Expo Event Building & Outdoor Rec Site ^{07/}



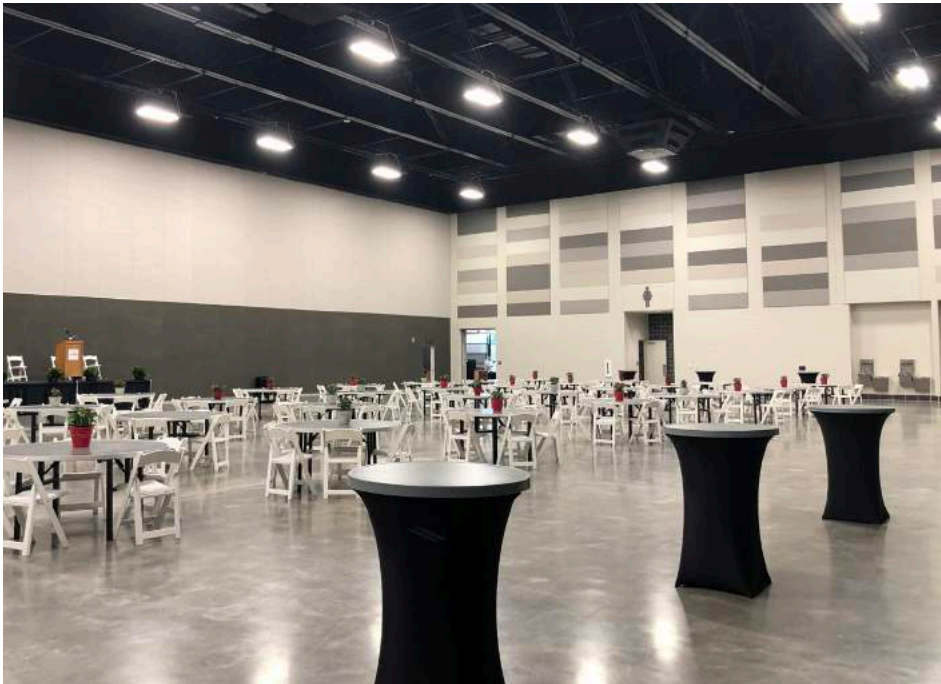
- 1 EXPO EVENT BUILDING WITH CLIMATE CONTROL AND HARD SURFACE FLOORING
- 2 PRE-FUNCTION, BREAK OUT ROOMS, AND CIRCULATION
- 3 PARKING
1067 parking Spaces
- 4 OVERFLOW PARKING
- 5 OUTDOOR REC
~20 acres



- 1** EXPO EVENT BUILDING WITH CLIMATE CONTROL AND HARD SURFACE FLOORING
- 2** PRE-FUNCTION, BREAK OUT ROOMS, AND CIRCULATION
- 3** PARKING
1067 parking Spaces
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- 5** OUTDOOR REC
~20 acres



- 1 EXPO EVENT BUILDING WITH CLIMATE CONTROL AND HARD SURFACE FLOORING
- 2 PRE-FUNCTION, BREAK OUT ROOMS, AND CIRCULATION
- 3 PARKING
1067 parking Spaces
- 4 OUTDOOR REC
~20 acres



08/ RV Site



- 1 OFFICE AND RESTROOMS
- 2 RV PARK
30' x 55' - 42 Lots
30' x 80' - 49 Lots
- 3 PEDESTRIAN PATH
- 4 CAMPING GROUND
- 5 OPEN AIR IRRIGATION



- 1 OFFICE AND RESTROOMS
- 2 RV PARK
30' x 55' - 42 Lots
30' x 80' - 49 Lots
- 3 PEDESTRIAN PATH
- 4 CAMPING GROUND
- 5 OPEN AIR IRRIGATION

09/ Mountain Rec Site



- 1** EAGLE COUNTY ANIMAL SHELTER AND DOG PARK
195 Parking Spaces
- 2** MULTI-PURPOSE FIELDS
- 3** HARDSCAPE
- 4** NORTH PARKING
151 Parking Spaces
- 5** OFFICE AND RESTROOMS
- 6** BASEBALL FIELDS
- 7** PLAYGROUND
- 8** EAST PARKING
128 Parking Spaces

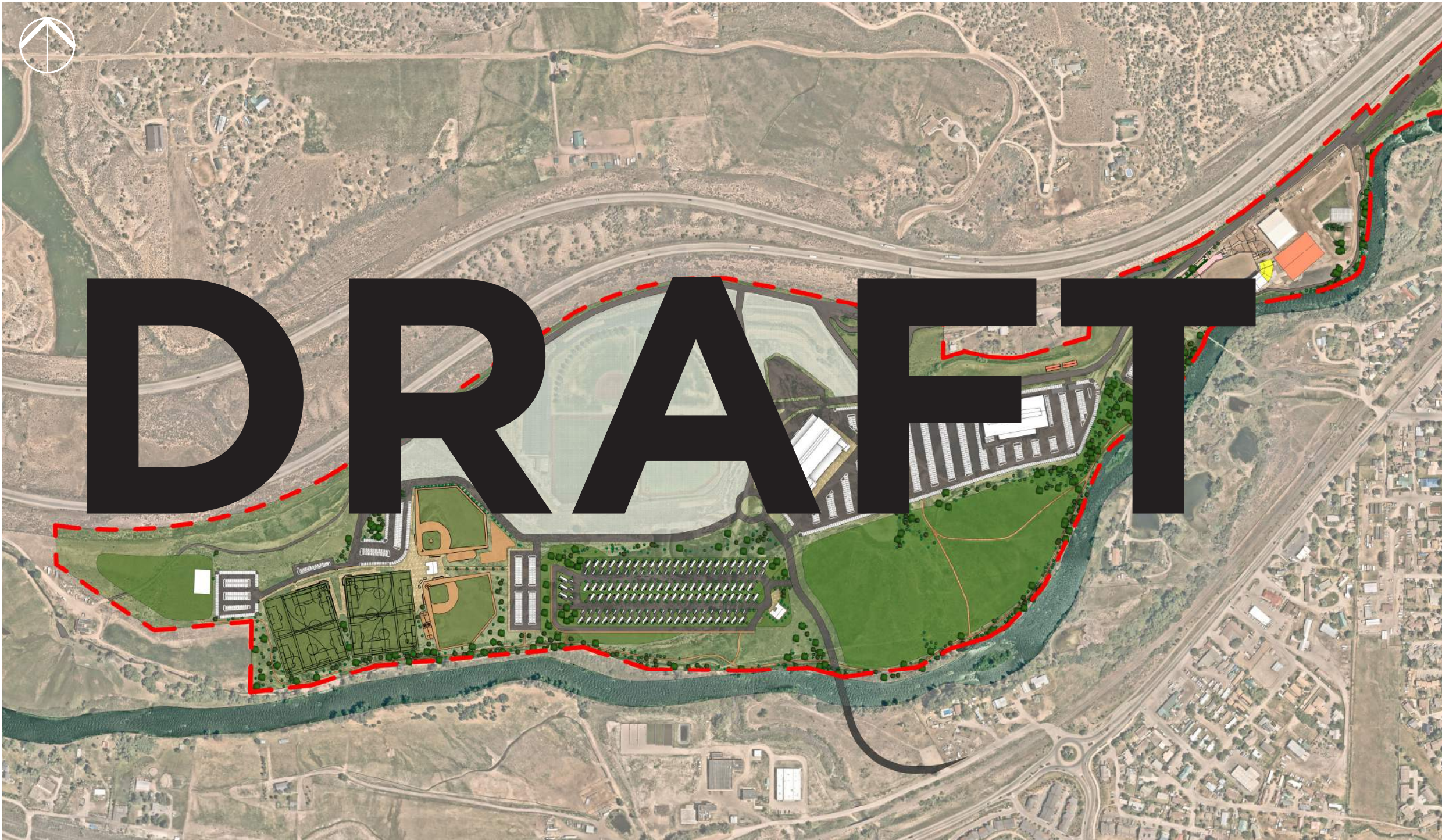


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- 2 MULTI-PURPOSE FIELDS
- 3 HARDSCAPE
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151 Parking Spaces
- 5 OFFICE AND RESTROOMS
- 6 BASEBALL FIELDS
- 7 PLAYGROUND
- 8 EAST PARKING
128 Parking Spaces



- 1 EAGLE COUNTY ANIMAL SHELTER AND DOG PARK
195 Parking Spaces
- 2 MULTI-PURPOSE FIELDS
- 3 HARDSCAPE
- 4 NORTH PARKING
151 Parking Spaces
- 5 OFFICE AND RESTROOMS
- 6 BASEBALL FIELDS
- 7 PLAYGROUND
- 8 EAST PARKING
128 Parking Spaces

Hole in the Sky Disc Golf Course Site^{10/}



1 COURSE MAP

Financial and Economic Analysis

General Assumptions

- The master plan improvements are implemented based on the recommended phasing strategy
- Necessary staffing resources are provided to adequately support operations of an enhanced Fairgrounds
 - Additional 5 FTEs estimated including 1 Event Manager, 2 Event Coordinators and 2 Maintenance Technician positions dedicated to Fairgrounds operations
 - FTEs at comparable facilities range from 5 to 10 and average 8
- Changes in operational policies including, but not limited to:
 - Booking policy is adjusted to prioritize events that align with the mission
 - Rental rates are increased but remain affordable
 - Fairgrounds is aggressively marketed to commercial activity with the new assets
- Parking remains free – other than at the RV Park
- Estimates the impact to Fairgrounds financial operations for Phases 1 through 3 relative to a baseline year (2021)
- Estimates are preliminary and subject to change

Financial and Economic Analysis (cont'd)

Estimated Impact to Year-Round Fairgrounds Usage

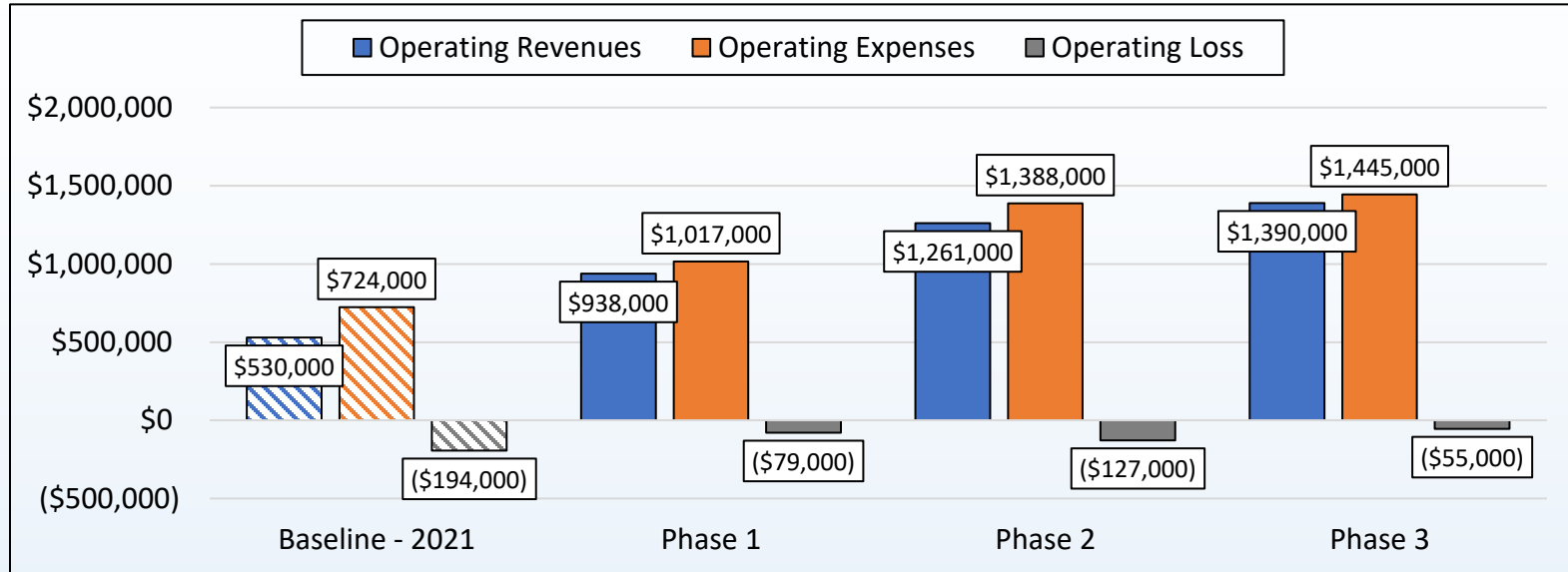
Phase	Number of Events	Attendance
<i>Baseline Year - 2021</i>	60	25,750
Phase 1 – RV Park	No estimated new event activity	+13,300
Phase 2 – New Expo Event Building	+96	+57,550
Phase 3 – Rodeo Arena Improvements	+9	+12,900
Total w/ Master Plan	165	109,500

Each of these improvements also Benefit the Fair & Rodeo

- Phase 1 – Opportunity to increase revenue from RV rental
- Phase 2 – Opportunity to increase number of vendors and exhibitors, revenue and the overall Fair & Rodeo experience
- Phase 3 – Opportunity to increase attendance, revenue and the overall Fair & Rodeo experience
- Fair & Rodeo attendance is estimated to be 22,300 with implementation of the Master Plan, an increase of 25% from 17,900 in 2021 and 22% from 18,250 in 2022

Financial and Economic Analysis (cont'd)

Estimated Impact to Financial Operations



Note: Estimated financial operations build upon the previous phase. For example, operating revenues and expenses estimated for Phase 2 reflect improvements made in Phase 1 and Phase 2.

Although not quantified, other revenue streams that could potentially help mitigate the operating loss include:

- Parking
- Naming Rights
- Advertising/Sponsorships
- Concessionaire Rights

Financial and Economic Analysis (cont'd)

Estimated Economic & Fiscal Impacts

Total Economic Contribution			
Category	Baseline - 2021	With Master Plan	Increase W/Master Plan
Output			
Direct Spending	\$2.2 million	\$6.9 million	4.7 million
Indirect & Induced Spending	\$1.2 million	\$3.6 million	2.4 million
Total Output	\$3.4 million	\$10.5 million	7.1 million
Total Jobs	30	100	70
Total Earnings	\$1.4 million	\$4.3 million	2.9 million

Estimated Tax Revenues			
Entity	Baseline - 2021	With Master Plan	Increase W/Master Plan
Town of Eagle	\$63,000	\$221,000	\$158,000
Eagle County	\$24,000	\$81,000	\$57,000
State of Colorado	\$138,000	\$443,000	\$305,000
Grand Total	\$225,000	\$745,000	\$520,000

Financial and Economic Analysis (cont'd)

Additional Benefits Associated with the Master Plan

In addition to positively impacting event activity, financial operations, economic benefits and tax revenues, the recommended improvements represent an opportunity for the County to:

- Offer first-class facilities that better serve both community residents and visitors
- Address deferred maintenance
- Retain and grow existing business including the Fair & Rodeo
- Attract new events

These benefits are consistent with the mission of the Fairgrounds.

Questions & Discussion

