

# The Ranch Master Plan

NOVEMBER 15, 2021 WORK SESSION & STAKEHOLDER  
MEETINGS FEEDBACK

# Direction Requested

- ▶ Proceed with Request for Proposal P3 Hotel
- ▶ Continue forward with Phase 1 projects
- ▶ Proceed with limited P3 Option or County Sponsored
- ▶ If County Sponsored, develop a COP option
- ▶ Delay relocation of the CSU Extension Offices
  - ▶ Construct a teaching kitchen in McKee Bldg
  - ▶ Expand existing north Exhibition Hall

# P3 Option: Continue with Limited P3 Partner Strategy

- ▶ P3 for hotel
- ▶ \$73M in P3 projects with \$169M in financing costs
  - ▶ Exhibition Center
  - ▶ Budweiser Event Center renovation
  - ▶ Or other projects up to \$73M
- ▶ Unfunded Projects: 10,000 seat new arena, Recreational Sports Complex, 4H Youth and Community Building, Equestrian facilities
- ▶ Pro: Delivers some promised P3 projects sooner
- ▶ Con: Leaves some community-based projects unfunded. Locks up sales tax revenue in long-term P3 agreements.

# County Sponsored Option: P3 Hotel Only

- ▶ County constructs: Exhibition Center; 4-H Youth & Community Building; and other Equestrian facilities. Assumes value engineered project costs to improve cash flow
- ▶ Recreational Sports Complex is deferred until end of sales tax or additional sources of capital are identified such as partners, grants, or unbudgeted sales tax revenue
  - ▶ Potential future phasing of Recreational Sports Complex (Youth Hockey & Natatorium):
    - ▶ 1) Construct hockey portion of facility first (\$38M in capital costs), defer natatorium to later phase
    - ▶ 2) Delay complete facility construction until later (deferring \$65M in capital costs)
- ▶ Allows for higher fund balance when sales tax sunsets versus the P3 option
- ▶ Unfunded Projects: 10,000 seat new arena
- ▶ Pro: Reducing financing costs of P3s delivers more community facilities
- ▶ Con: Change from previously announced P3 strategy. May rely on General Fund help for cash flow.

# Project Team Recommendation

- ▶ Engage the stakeholder groups for feedback
- ▶ Consider County Sponsored approach
  - ▶ Provides greater project & financial flexibility
- ▶ Implement measures to reduce operating subsidy
- ▶ Issue Request for Proposals for P3 relationship for Hotel
- ▶ Do not relocate the CSU Extension offices (saves \$16M in projected capital costs)
  - ▶ Construct a teaching kitchen in existing McKee Building
  - ▶ Expand existing north exhibition hall to accommodate expanded programming for Extension and 4-H if needed (\$2M capital cost)
- ▶ Other Considerations:
  - ▶ Develop options for Board to consider utilizing Certificates of Participation (COP) to advance projects more quickly therefore increasing the regional economic impact of the activities
  - ▶ Utilize annual budgeting process to evaluate schedule, revenues, program and capital project options and recommend adjustments as needed
  - ▶ The Ranch's core (Equestrian and Event) business functions are updated and expanded (keeping the Ranch market competitive)

# Project Team Recommendations Continued – Construct Phase 1 Projects

- ▶ 100' X 200' Outdoor Arenas (3 outdoor rings)
- ▶ 4H, Youth, and Community Indoor Arena
- ▶ MAC Indoor Arena & Pavilions
- ▶ Recreational Vehicle hook-up (83 spaces)
- ▶ Maintenance Building
- ▶ Dirt Storage
- ▶ Outdoor Surface for Stock/Trailer parking
- ▶ Site Infrastructure; Fairgrounds Avenue, re-locate Arena Circle, construct Andalusian Road

# Stakeholder Feedback

- ▶ Meetings held Friday, November 5
  - ▶ Event Arena Stakeholders (7 attendees)
  - ▶ Recreational Sports Stakeholders (10 attendees)
  - ▶ Community Stakeholders (4 attendees)
  - ▶ Exhibition Hall Stakeholders (10 attendees)
  - ▶ Equestrian Event Stakeholders (9 attendees)
- ▶ Key Themes
  - ▶ All stakeholder groups continued to stress the need for their specific projects and programming with the exception of relocating CSU Extension Offices
  - ▶ Agreed that the project team recommendation was better than moving forward with a limited P3 option:
    - ▶ Expo group did not have an opinion either way
    - ▶ Events group thought a different P3 partnership may work

# Event Arena Stakeholders

- ▶ Input provided by Water Valley and the Eagles Hockey team:
  - ▶ Thought we should hold off on constructing all of Arena Circle until site plans for Phase II work are developed
  - ▶ Thought we should consider a P3 partnership that transfers more “risk” to the P3 and relieves the County of any operating “losses”
  - ▶ Did not believe the investment into renovating the Budweiser Events Center was a good use of available funding
  - ▶ Was optimistic about a new arena and thought youth sports should be explored more
  - ▶ Thought a percentage of sales tax should be offered to a P3 rather than an availability payment
  - ▶ Wanted an “air easement” for a possible future gondola



# Event Arena Stakeholders

- ▶ Input provided by Spectra:
  - ▶ If a new arena is infeasible, then investments in enhancing the guest experience at BEC are important
  - ▶ Should re-evaluate the scope of the BEC expansion; agreed that no additional seating should be added
  - ▶ Consider using the ADA lot for an activation space once parking is re-located
  - ▶ Phasing the delivery of other projects made sense, especially the ice facilities
  - ▶ Hotel complex is important. More rooms in addition to Embassy will gain larger events
  - ▶ There may be other P3 investments to explore

# Recreation Sports Stakeholders

- ▶ Significant concern about needing facilities right now
- ▶ Agreed building the ice first may be the best idea
- ▶ Asked us to consider building out the “shell” of a complete facility and adding components over time
- ▶ Generally, not supportive of private-owned facilities, however involving a local partner may be helpful in getting the project going
- ▶ Thought we may want to expand programming to help offset costs like basketball, batting cages, indoor turf, etc.

# Community Stakeholders

- ▶ Agreed that the relocation of CSU Extension Offices could be delayed
- ▶ Thought that the new 4-H Youth and Community Arena may work for indoor shooting sports previously programmed into the First National Bank renovation
- ▶ Agreed there is a high need for a teaching kitchen and that it could be an add-on to the McKee Building
- ▶ Stressed that there is a lack of storage for programs especially shooting sports and dog programs
- ▶ Asked for a “fine arts room” to be considered at McKee
- ▶ Asked for more options for dog training programs

# Exhibition Hall Stakeholders

- ▶ Stressed that there is an immediate need for more space
- ▶ Wanted the County to consider a larger facility than what is in the Master Plan
- ▶ Thought it would be important to connect the Hotel, the new exhibition space and the First National Bank exhibition space together
- ▶ Suggested removing the kitchen and enlarging the space at the First National Bank exhibition hall to get more square footage and make it more flexible for events
- ▶ Expressed that events that are currently too large for the Ranch are interested in booking events here due to our location and staff

# Equestrian Event Stakeholders

- ▶ Expressed a need for more facilities especially stalling – either portable or permanent
- ▶ Thought the 4-H Youth and Community Arena was long overdue and would be very helpful to them and other programming
- ▶ The promoters of canine events shared a high need for better space and hotel accommodations
- ▶ Supportive of RV hook ups and encouraged more and closer to equine facilities
- ▶ Mixed opinions regarding an open-air arena versus an enclosed facility

# Direction Requested

- ▶ Proceed with Request for Proposal P3 Hotel
- ▶ Continue forward with Phase 1 projects
- ▶ Proceed with limited P3 Option or County Sponsored
- ▶ If County Sponsored, develop a COP option
- ▶ Delay relocation of the CSU Extension Offices
  - ▶ Construct a teaching kitchen in McKee Bldg
  - ▶ Expand existing north Exhibition Hall