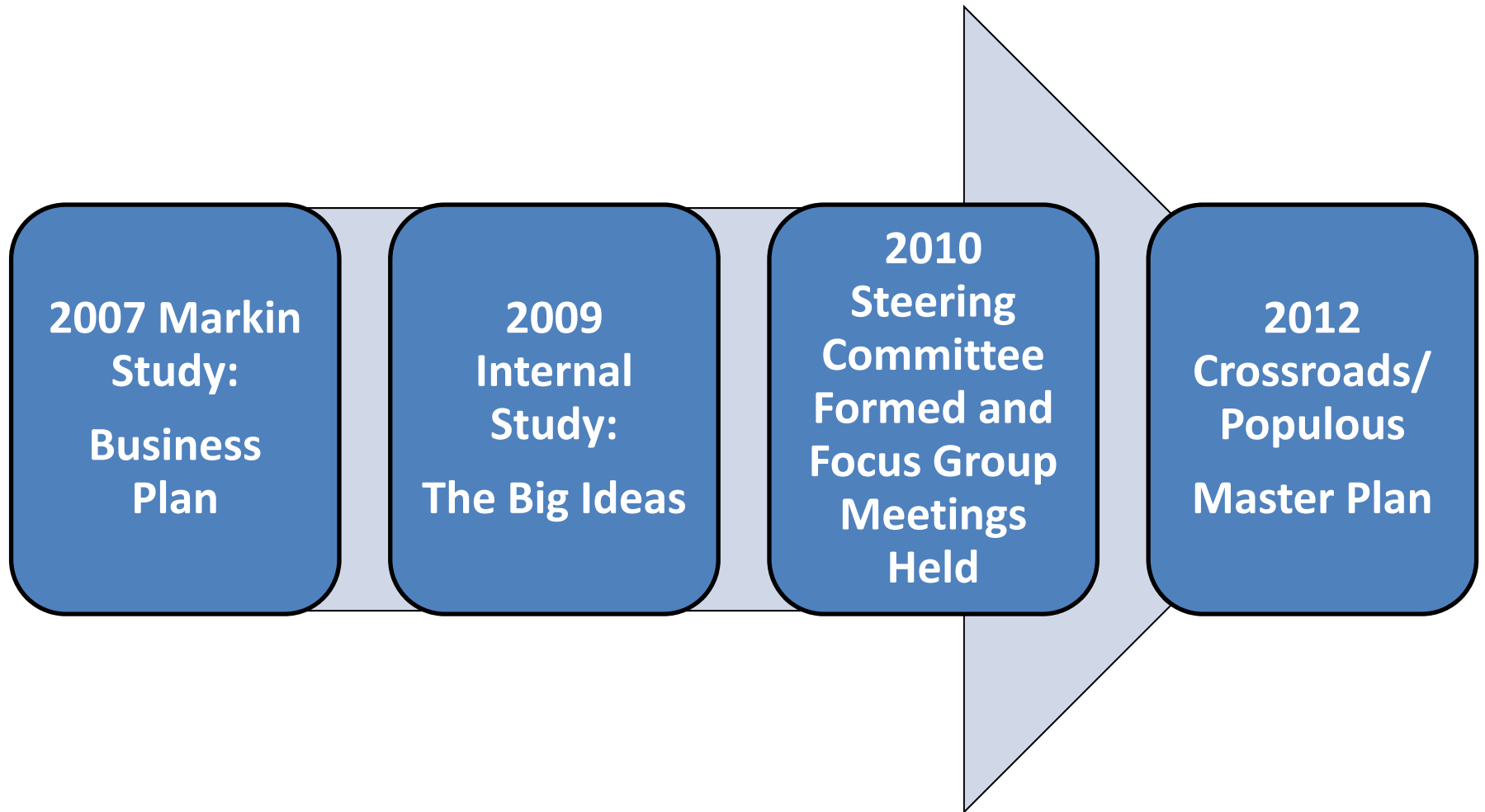


Mesa County Fairgrounds - Master Plan

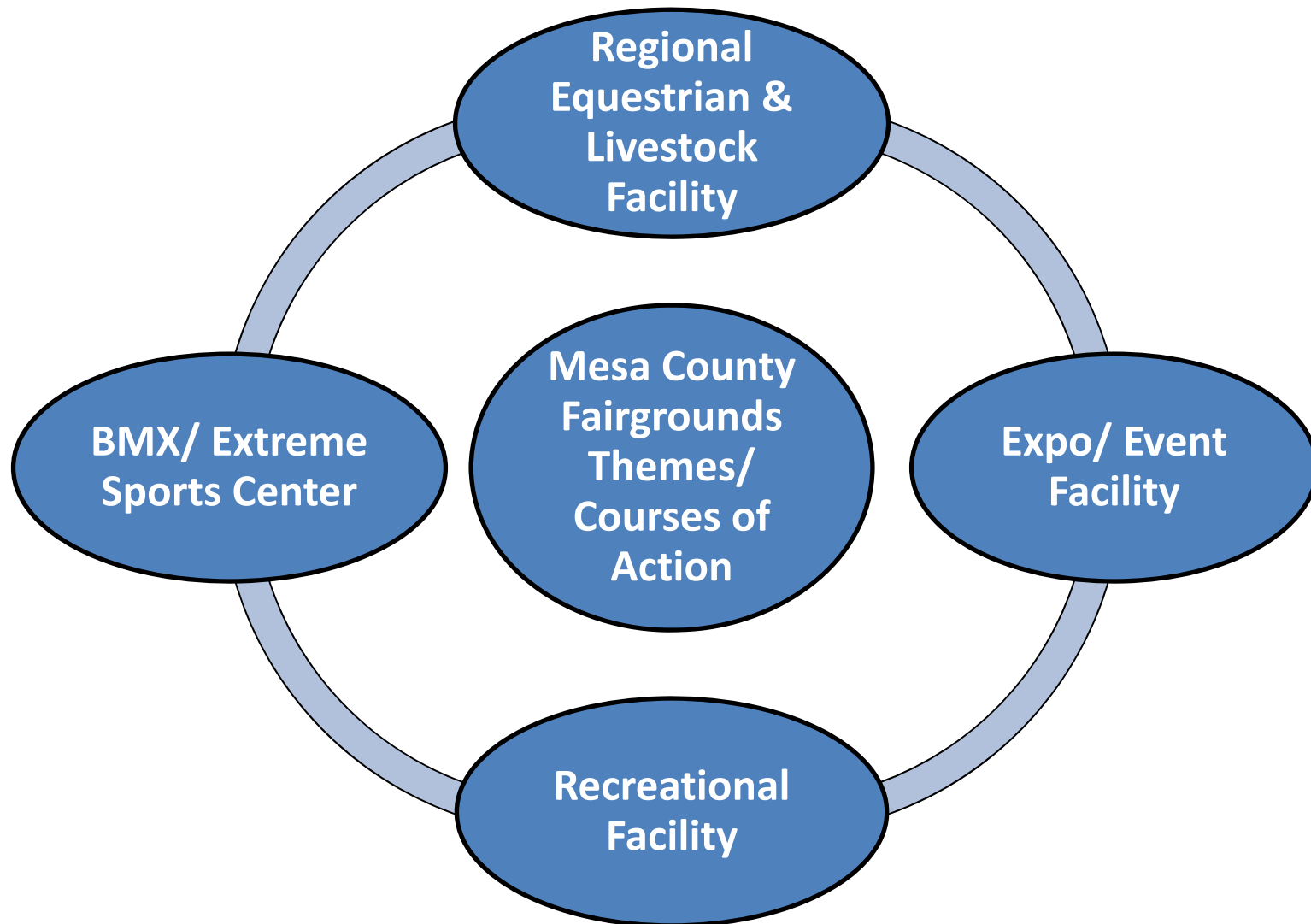


**Presentation of Findings
December 10, 2012**

Master Plan Evolved from Several Research Initiatives Over the Last Five Years



Potential Development Concepts



Project Team

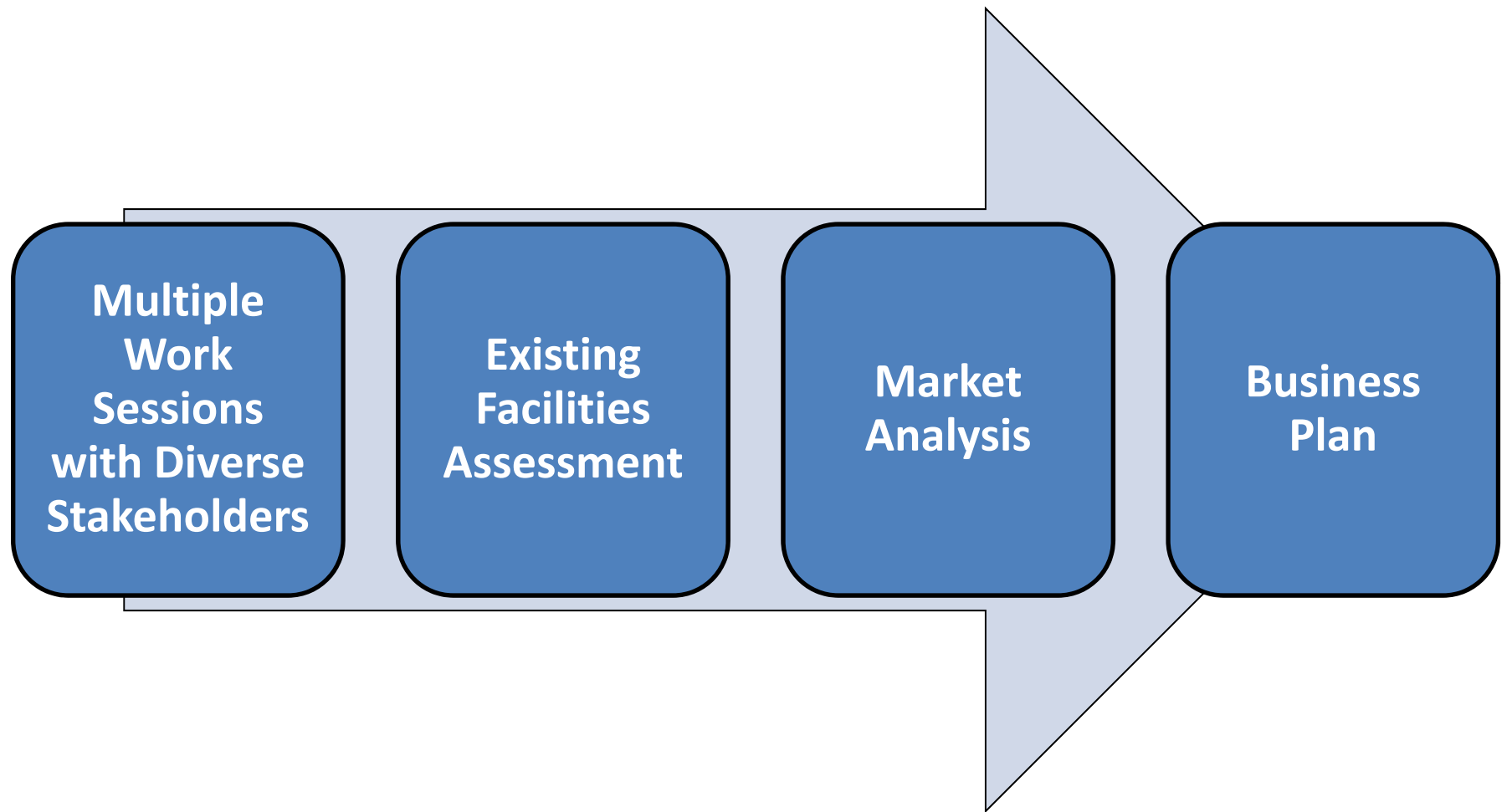
Crossroads Consulting Services

Crossroads is a market leader in providing advisory and development planning services to public assembly facilities

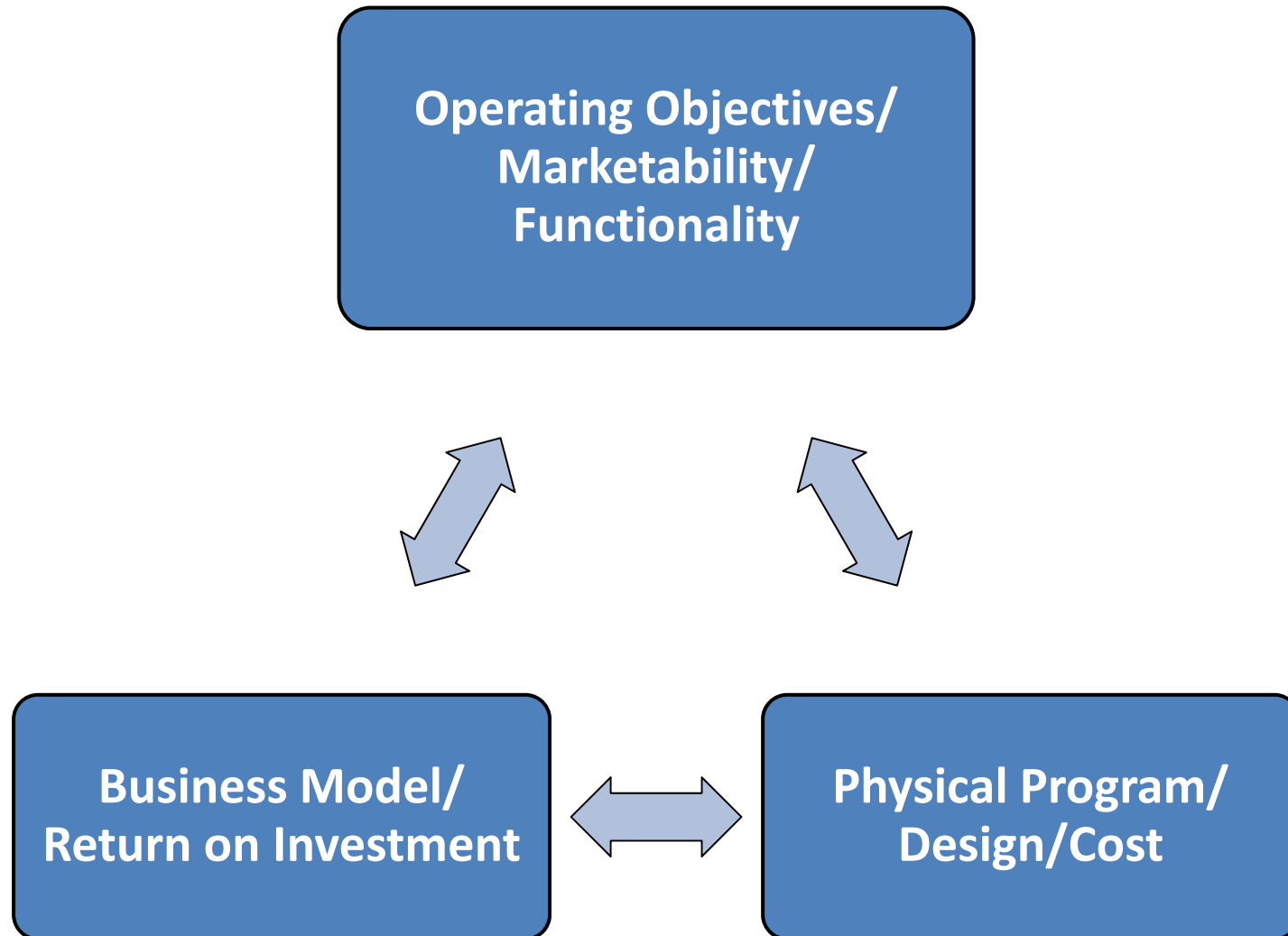
Populous

Populous is the world's leading design firm dedicated exclusively to creating environments that draw people and communities together for unforgettable experiences

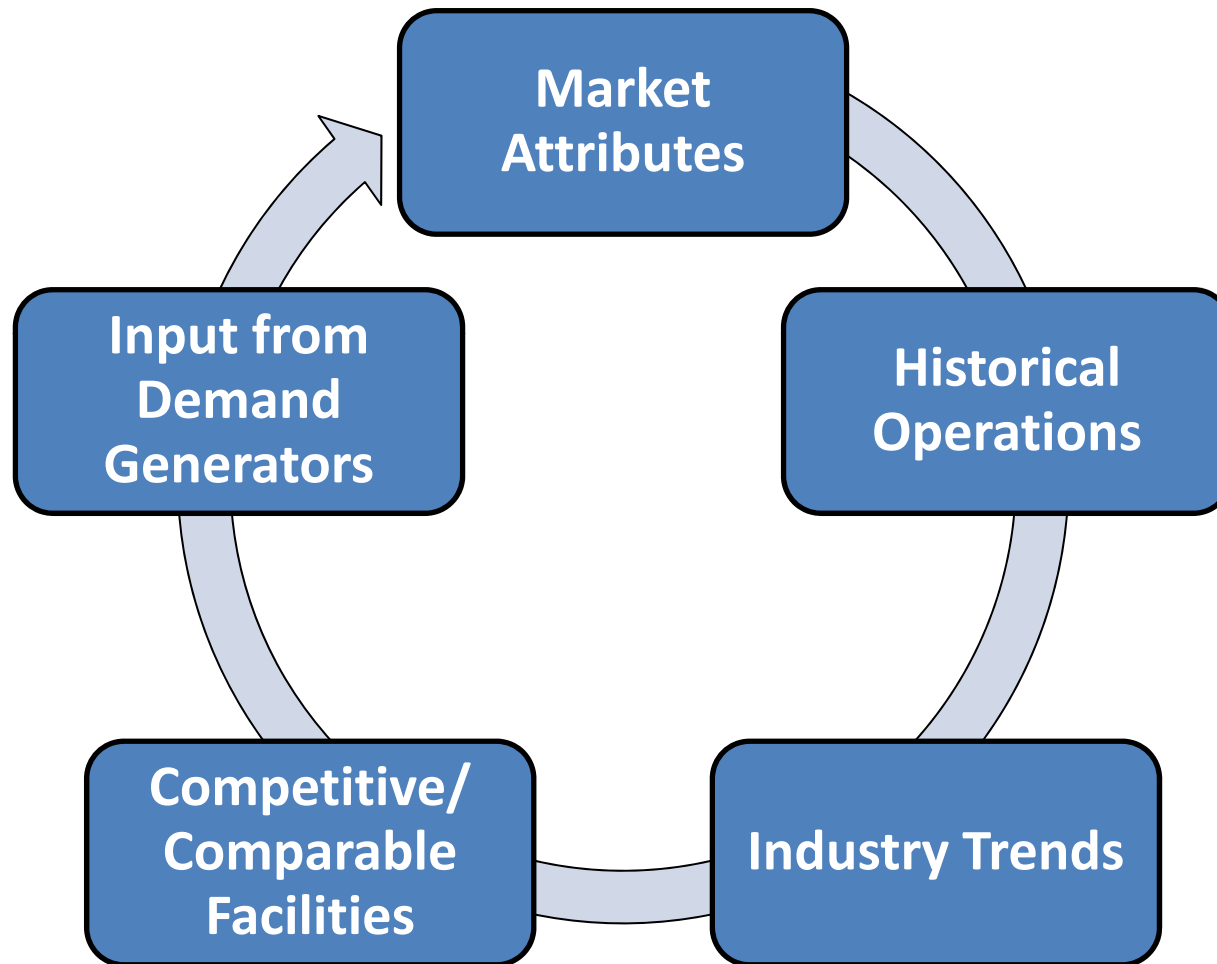
Work Plan Served as the Basis of the Master Plan



Several Factors Influence the Recommended Program and Prioritization of Master Plan Elements



Market Analysis Assesses Potential Demand, Defines Program, and Drives the Economic Analysis and Business Plan



Master Plan is Segregated by Geographic Area and Major Activity





POPULOUS™

Project Cost Estimate: \$6.8 M

MASTER PLAN // WEST

MESA COUNTY FAIRGROUNDS



VETERAN'S INTERMOUNTAIN MEMORIAL PLAZA / **MESA COUNTY FAIRGROUNDS** 11.19.2012

POPULOUS



POPULOUS™

Project Cost Estimate: \$6.8 M

MASTER PLAN // WEST

MESA COUNTY FAIRGROUNDS



POPULOUS™

Project Cost Estimate: \$7.1 M

MASTER PLAN // PHASE EAST

MESA COUNTY FAIRGROUNDS



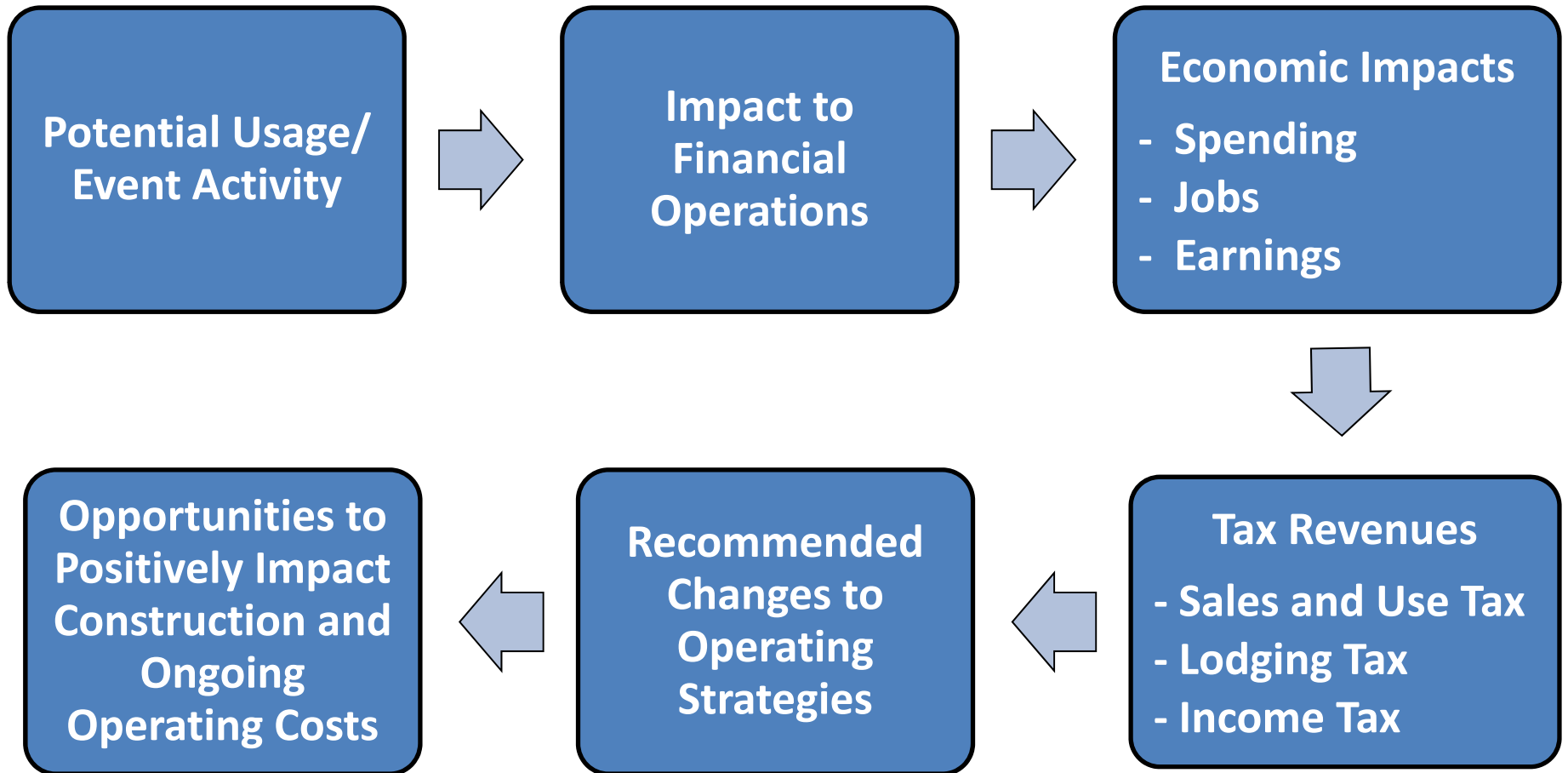
POPULOUS™

Project Cost Estimate: \$39.7 M

MASTER PLAN // CENTER

MESA COUNTY FAIRGROUNDS

Business Plan Provides a Guideline for Future Operations



Estimated Range of Incremental Usage/Event Activity at the Fairgrounds in a Stabilized Year

Option	Events	Usage Days	Attendee Days
Master Plan West	7 - 11	10 - 16	15,000 – 25,500
Master Plan East	17 - 20	45 - 51	24,000 – 26,600
Master Plan Complete	77 - 93	171 - 205	153,400 – 189,800

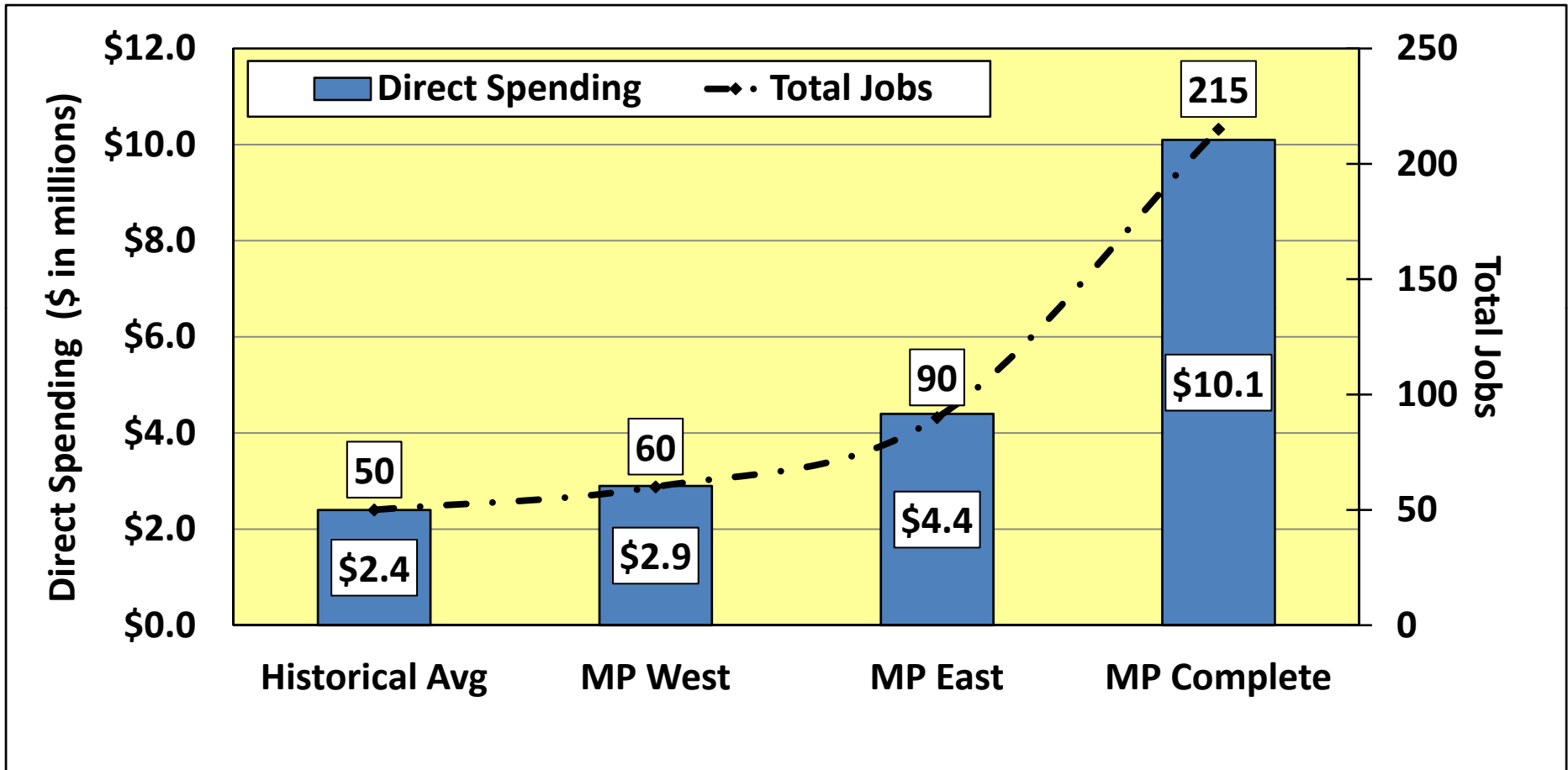
- The Fairgrounds is typically used more than 295 days per year to host nearly 500 activities that attract 100,000 attendees including the Fair.

Estimated Impact to Fairgrounds Financial Operations in a Stabilized Year

Category	Three-Year Avg	Master Plan West Only	Master Plan East Only	Master Plan Complete
Operating Revenues	\$125,000	\$164,500	\$433,000	\$1,191,000
Operating Expenses	\$375,000	\$396,500	\$535,500	\$1,422,500
Operating Subsidy	(\$250,000)	(\$232,000)	(\$102,500)	(\$231,500)
Change in \$		\$18,000	\$147,500	\$18,500
Change in %		-7%	-59%	-7%

Note: Master Plan amounts represent midpoint of the range.

Estimated Economic Impacts Generated From Ongoing Fairgrounds Operations in a Stabilized Year



Note: Master Plan amounts represent midpoint of the range.

Estimated Tax Revenues Generated From Ongoing Fairgrounds Operations in a Stabilized Year

Jurisdiction	Three-Year Average	Master Plan West	Master Plan East	Master Plan Complete
Mesa County	\$47,000	\$55,000	\$84,000	\$182,000
City of Grand Junction	\$94,000	\$105,500	\$164,500	\$334,000
State of Colorado	\$94,000	\$111,000	\$168,500	\$374,500
Grand Total	\$235,000	\$271,500	\$417,000	\$890,500

Note: Master Plan amounts represent midpoint of the range.

- Tax revenues include sales and use tax, lodging tax, and income tax.

Business Plan Provides a Guideline for Various Policy-Related Issues and Operating Strategies

Recommended Changes to Operating Strategies

- Mission Statement
- Booking Policy/
Prioritization
- Marketing Efforts
- Rate Structure
- Staffing Levels
- Performance Measures

Management Alternatives

- Governmental Management
- Independent Authority
- Not-for-Profit
- Third Party Management

Potential Revenue Sources That Could Impact Cost

- Naming Rights
- Concessionaire Rights
- Pouring Rights
- Long-Term Advertising/
Sponsorship Sales
- Sale/Lease Retail
Parcels
- Private Sector Investment
- Grants

Mesa County Fairgrounds Master Plan Summary

- Driving forces of the master plan
 - Accommodate diverse community usage
 - Minimize the financial operating subsidy
 - Maximize economic/fiscal impacts to the community
- Market demand exists for improvements/enhancements to the Fairgrounds that can accomplish the above objectives
- This project allows local government to positively impact the economy through its financial investment

Why Now?

- Master Plan
 - Community Feedback and User Consensus
 - Market Demand
 - Business Plan
- Committed CIP Funds
- Low Construction Costs
- Economic Impact and Jobs
- Potential Funding Partners
- Grants Opportunities to Leverage County Dollars

Questions and Discussion

