

Fonner Park Campus Master Plan

Overview Presentation 12.22.2021

Process Overview



Design Team

POPULOUS

CSL

CMBA ARCHITECTS

olsson

CHIEF CONSTRUCTION

Core Group



Boards and Partners



GRAND ISLAND CHAMBER



GROW GRAND ISLAND
Area Partnership

Community & Stakeholder / User Engagement

3 Design Team Visits to Grand Island

50+ Fonner Park Stakeholders Met in Person

1 Public Open House Workshop

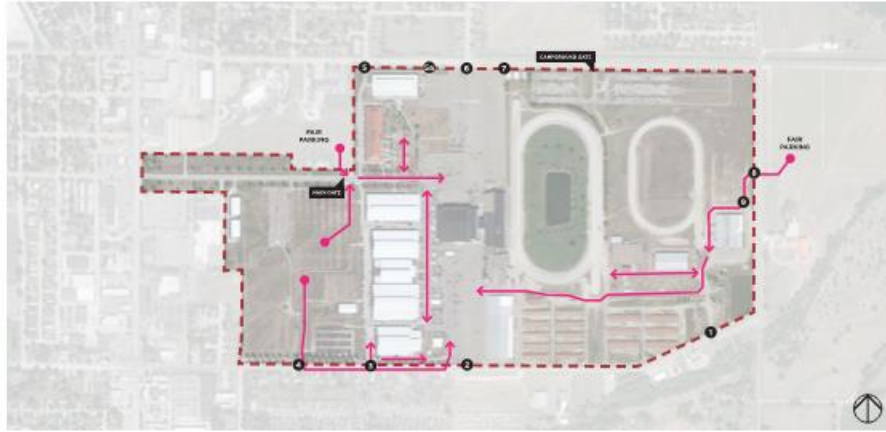
300+ Completed Online Surveys

40+ Stakeholder Phone Interviews

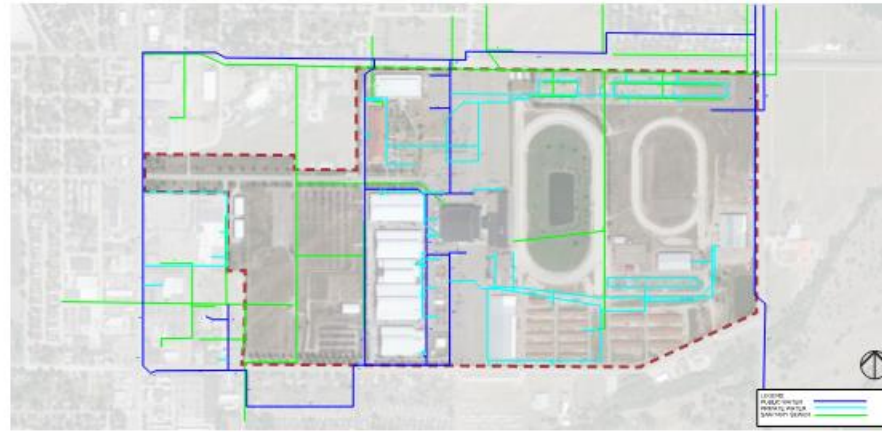


Site Analysis

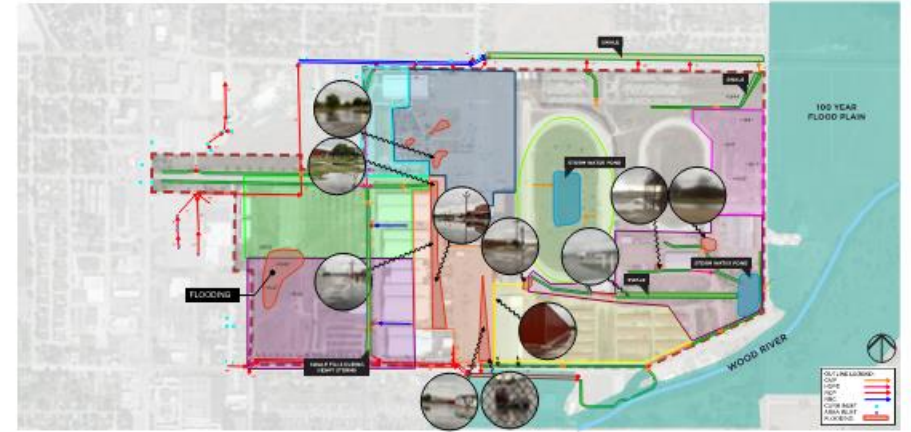
Pedestrian Circulation



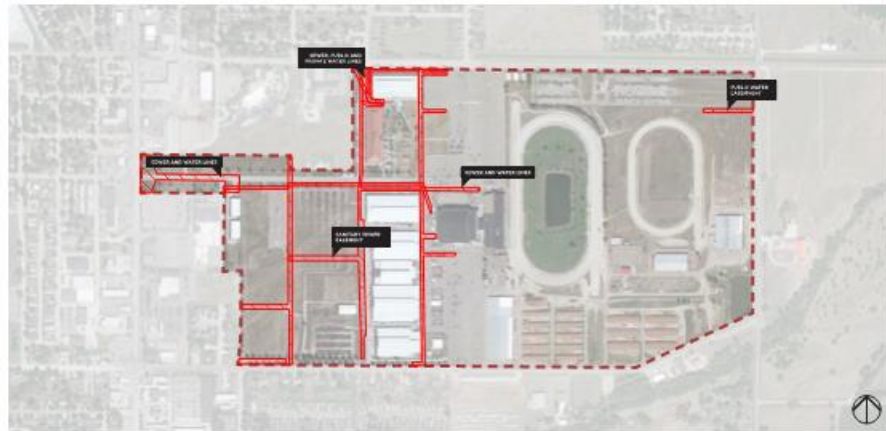
Site Utilities Conditions & Capacities



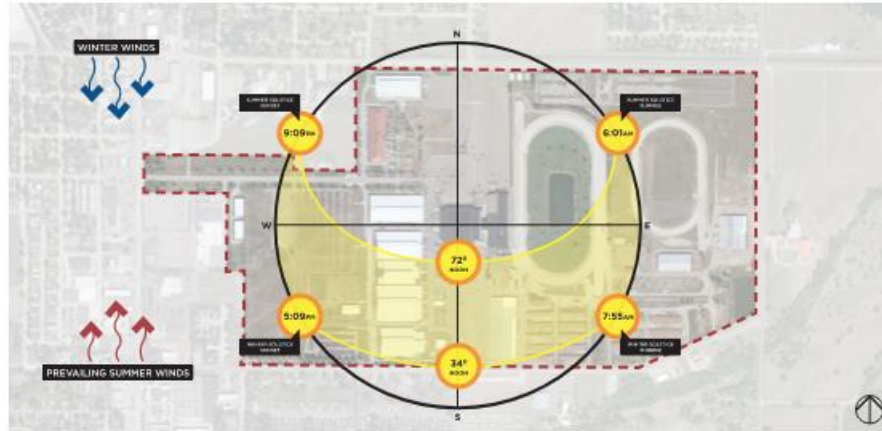
Site Topography & Drainage



Easements / Restrictions



Solar Orientation / Prevailing Winds



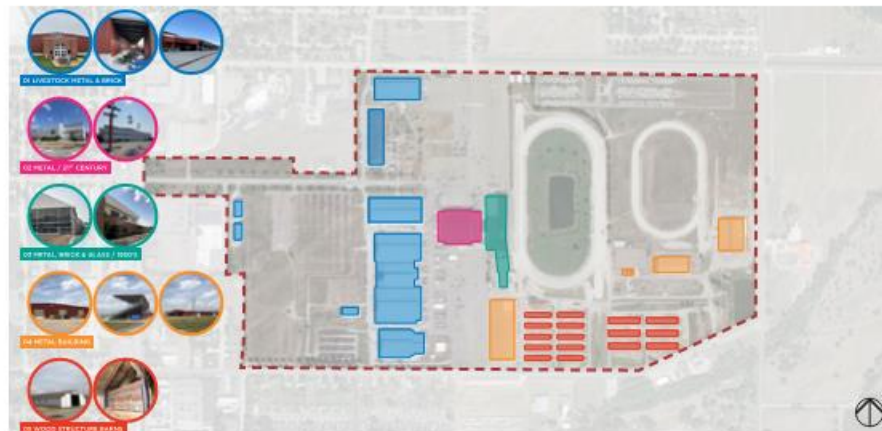
City / County Limits



Zoning / Comprehensive Plan Implications



Architectural Themes / Image Opportunities



Nebraska State Fair Use Zones





| SYSTEM | | OVERALL RATING | | | | | | | | | | |
|----------|----------|---|-------------------------------|-------------------|----------------------|---------------------------|------------|------------------------|--------------------------|-----------------------|------------------------------|----------------------------------|
| | | Heartland Events Center/ Bosselman Conference Center | Fonner Grandstand and Offices | Nebraska Building | Community Fieldhouse | Pinnacle Bank Expo Center | Sheep Barn | Five Points Bank Arena | Tom Dinsdale Cattle Barn | Aurora Co-Op Pavilion | Warm-Up/ Storage Building | State Fair Maintenance Buildings |
| A | Site | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 |
| B | Roof | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| C | Exterior | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| D | Interior | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

| SYSTEM | | OVERALL RATING | | | | | | | |
|----------|----------|----------------|----------------|----------------|------------------------|-----------------------|--------|----------------------------|---------------------------|
| | | Big Red Barn | Race Barns A-J | Race Barns L-Q | US Foods Outdoor Arena | Thompson Indoor ARena | R Barn | Maintenance Shop / Testing | Storage Buildings - North |
| A | Site | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 |
| B | Roof | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| C | Exterior | 3 | 4 | 3 | 1 | 3 | 3 | 2.5 | 2 |
| D | Interior | 3 | 4 | 2 | 1 | 2 | 3 | 2.5 | 2 |

Existing Venue Condition Assessment Summary

| BUILDING | RATING | DEFERRED MAINTENANCE BUDGET | RECOMMENDED IMPROVEMENTS BUDGET |
|--|--------|-----------------------------|---------------------------------|
| Race Barns A - J | 3.25 | REPLACEMENT RECOMMENDED | REPLACEMENT RECOMMENDED |
| Fonner Grandstand, Skyline, Turf Club | 3 | \$384,000 | \$513,800 |
| Big Red Barn | 2.75 | \$312,500 | \$131,250 |
| R Barn | 2.75 | \$187,500 | \$68,750 |
| Fonner Offices, 4H Cafe & Racing Office | 2.5 | \$270,000 | N/A |
| Race Barns L - Q | 2.5 | REPLACEMENT RECOMMENDED | REPLACEMENT RECOMMENDED |
| Thompson Indoor Arena | 2.5 | \$188,750 | \$94,000 |
| Fonner Finish Line & KENO | 2.5 | \$96,000 | \$128,450 |
| Maintenance / Test Barn | 2.25 | REPLACEMENT RECOMMENDED | REPLACEMENT RECOMMENDED |
| State Fair Maintenance Buildings - West | 2 | N/A | N/A |
| Equine Warm-Up / Storage Building | 2 | \$1,875 | \$68,125 |
| North Storage Buildings (Hall County Fair and Fire School) | 2 | N/A | N/A |
| Five Points Bank Arena | 1.75 | \$148,600 | \$163,000 |
| Tom Dinsdale Cattle Barn | 1.75 | \$434,687 | \$60,500 |
| Sheep Barn | 1.75 | \$39,062 | \$42,500 |
| Pinnacle Bank Expo Center | 1.75 | \$76,962 | \$146,875 |
| Aurora Cooperative Pavilion / Swine Barn | 1.75 | \$74,125 | \$893,875 |
| Community Fieldhouse / 4H/FFA Exhibitors Building | 1.75 | \$37,500 | N/A |
| Heartland Events Center / Bosselman Conference Center | 1.75 | \$41,500 | \$39,000 |
| US Foods Outdoor Arena | 1.5 | N/A | N/A |
| Nebraska Building | 1.25 | N/A | N/A |

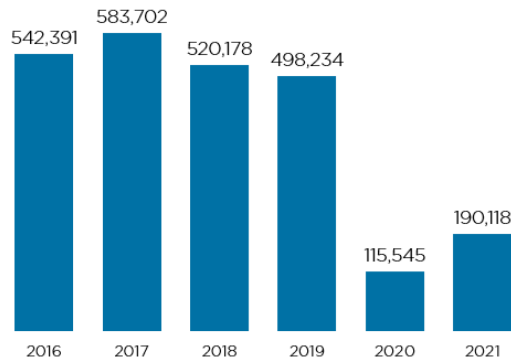
The order of magnitude cost estimates are based on similar projects and allowances. They are given without architectural or engineering documents. Costs are developed on square foot basis. Unless noted otherwise, an additional 25% is added for contingencies and soft costs. The ranges in costs are due to unknown conditions, actual designs, quality levels, area construction costs and market conditions. Actual cost will vary.

Situation & Local Market Conditions: Historical Fonner Park Attendance Levels

Annual Event Attendance

In years prior to the pandemic, Fonner Park events attracted approximately 536,100 annual attendees (not including Horse Racing, Nebraska Danger indoor football or Platte Valley Roller Vixens roller derby), with approximately 38 percent of attendance generated by non-Fair events. On average, Livestock/Equestrian events attracted 2,200 attendees per event while youth/amateur sports events attracted approximately 4,300 attendees per event. Importantly, Entertainment events had experienced a decline in overall attendance, while Tradeshow/Conference events had been trending upwards.

TOTAL ATTENDANCE

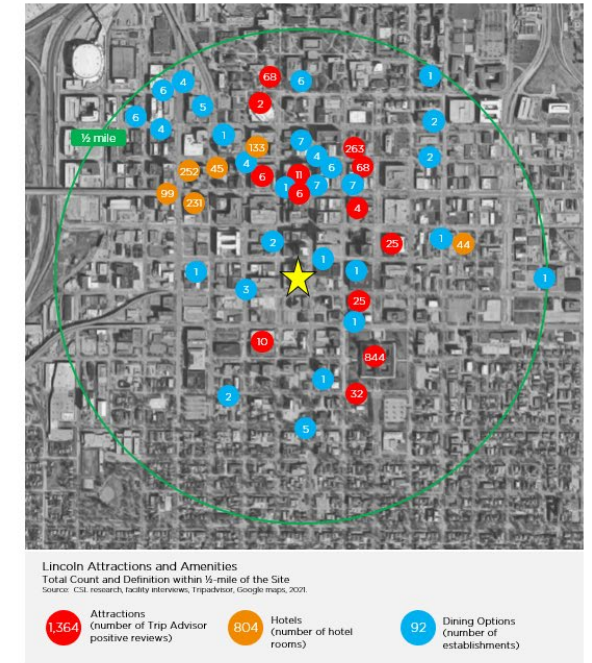
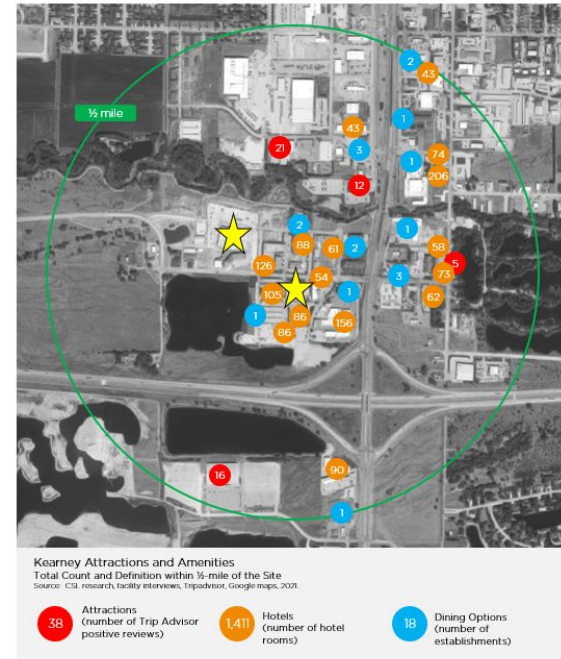


Note: Totals do not include Horse Racing, Nebraska Danger or Roller Derby
 Note: Average calculations do not include 2020 or 2021 data.
 Source: Facility Management, 2021

TOTAL ATTENDANCE BY TYPE

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | Average (Not Incl. 2020-21) |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------------|
| Banquet | 10,226 | 7,615 | 6,776 | 8,015 | 3,320 | 1,736 | 8,158 |
| Civic/Community Event | 26,606 | 23,756 | 18,646 | 31,431 | 11,970 | 21,974 | 25,110 |
| Entertainment | 21,691 | 15,701 | 18,636 | 12,450 | 3,698 | 0 | 17,120 |
| Livestock/Equestrian Event | 47,692 | 49,098 | 68,421 | 31,552 | 14,200 | 114,933 | 49,191 |
| Meeting | 9,384 | 10,215 | 8,176 | 7,799 | 2,026 | 1,282 | 8,894 |
| Public/Consumer Show | 14,022 | 17,466 | 11,761 | 12,571 | 6,990 | 2,904 | 13,955 |
| Sporting Event | 33,643 | 46,377 | 45,448 | 52,915 | 20,551 | 33,044 | 44,596 |
| Tradeshow/Conference | 12,720 | 24,966 | 15,109 | 48,383 | 2,000 | 6,095 | 25,295 |
| Hall County Fair | 5,300 | 9,400 | 12,400 | 9,650 | 555 | 8,150 | 9,188 |
| Nebraska State Fair | 361,107 | 379,108 | 314,805 | 283,468 | 50,235 | 0 | 334,622 |
| Total | 542,391 | 583,702 | 520,178 | 498,234 | 115,545 | 190,118 | 536,126 |
| Horse Racing | 120,000 | 97,300 | 94,500 | 111,000 | 22,900 | 124,500 | 105,700 |
| Nebraska Danger | 17,678 | 20,077 | 13,835 | 16,658 | 0 | 0 | 17,062 |
| Roller Derby | 1,130 | 545 | 220 | 0 | 0 | 0 | 474 |

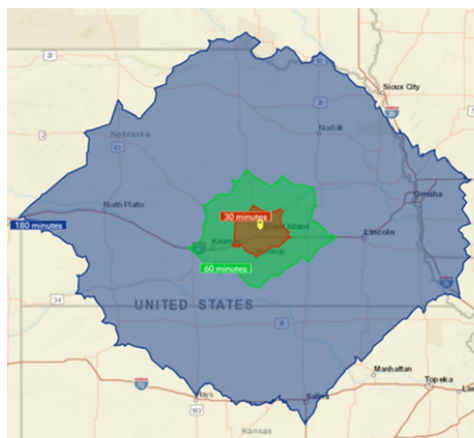
Competitive & Comparable Facilities & Destinations: Regional Convention/Conference Facilities



Situation & Local Market Conditions: Key Market Demographics

Demographic Analysis

The exhibit below illustrates the location of Grand Island, its proximity to nearby markets and the markets/land area captured within 30-minute, 90-minute and 180-minute estimated driving distances from Fonner Park. While there are potential direct advantages presented for individuals living within 30-minutes of Fonner Park, it is reasonable to expect that most residents within 90-minutes would be willing to travel and attend events on a regular basis. Those within 180-minutes could be expected to attend on a somewhat regular basis, while those further away would be more likely to travel only for larger events.



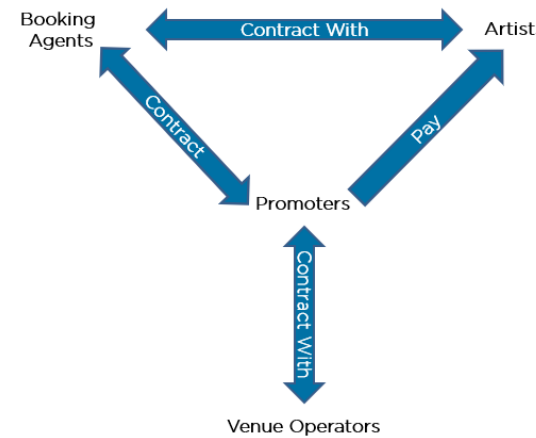
Source: ESRI, 2021.

| DEMOGRAPHIC VARIABLE | 30-Minutes | 90-Minutes | 180-Minutes | State of Nebraska | United States |
|--|------------|------------|-------------|-------------------|---------------|
| POPULATION: | | | | | |
| 2010 Total Population | 77,942 | 198,014 | 2,025,982 | 1,826,341 | 308,745,538 |
| 2021 Total Population | 82,404 | 206,759 | 2,173,421 | 1,975,306 | 333,934,112 |
| 2026 Total Population | 84,324 | 210,984 | 2,240,227 | 2,043,239 | 345,887,495 |
| Historical Annual Growth Rate (2010 to 2021) | 0.51% | 0.39% | 0.64% | 0.72% | 0.72% |
| Projected Annual Growth Rate (2021 to 2026) | 0.46% | 0.41% | 0.61% | 0.68% | 0.71% |
| AGE: | | | | | |
| Median Age | 37.2 | 37.5 | 36.8 | 37.8 | 38.8 |
| Population Age 25 to 44 | 24.9% | 23.5% | 25.3% | 25.5% | 26.8% |
| AGE DISTRIBUTION: | | | | | |
| Under 15 | 22.3% | 20.7% | 20.8% | 21.0% | 18.2% |
| 15 to 24 | 12.5% | 14.5% | 13.9% | 14.1% | 12.8% |
| 25 to 34 | 12.6% | 12.0% | 13.2% | 13.4% | 14.0% |
| 35 to 44 | 12.3% | 11.5% | 12.1% | 12.1% | 12.8% |
| 45 to 54 | 14.2% | 14.2% | 14.3% | 14.2% | 12.1% |
| 55 and over | 26.1% | 27.2% | 25.6% | 25.2% | 30.2% |
| HOUSEHOLD INCOME: | | | | | |
| Median Household Income | \$57,794 | \$58,370 | \$61,868 | \$62,568 | \$64,730 |
| Per Capita Income | \$28,798 | \$29,985 | \$32,701 | \$32,969 | \$35,106 |
| INCOME DISTRIBUTION: | | | | | |
| \$0 to \$24,999 | 18.1% | 18.4% | 16.8% | 16.6% | 18.0% |
| \$25,000 to \$49,999 | 23.6% | 23.2% | 22.0% | 21.8% | 20.3% |
| \$50,000 to \$74,999 | 20.1% | 19.7% | 19.5% | 19.4% | 17.3% |
| \$75,000 to \$99,999 | 14.8% | 14.7% | 14.4% | 14.5% | 12.8% |
| \$100,000 to \$149,999 | 14.1% | 15.0% | 15.9% | 16.0% | 15.8% |
| \$150,000 or more | 9.2% | 9.0% | 11.4% | 11.6% | 15.7% |
| POPULATION BY RACE/ETHNICITY | | | | | |
| White/Caucasian | 80.6% | 87.1% | 83.6% | 86.1% | 69.2% |
| Black/African American | 2.8% | 1.8% | 4.7% | 4.5% | 13.0% |
| American Indian | 1.0% | 0.7% | 1.1% | 1.0% | 1.0% |
| Asian | 1.2% | 1.1% | 2.7% | 1.8% | 5.9% |
| Pacific Islander | 0.2% | 0.1% | 0.1% | 0.1% | 0.2% |
| Other Race | 11.7% | 7.1% | 5.0% | 4.3% | 7.1% |
| Two or More Races | 2.5% | 2.1% | 2.9% | 2.2% | 3.6% |
| Hispanic Origin | 24.2% | 14.8% | 10.7% | 9.2% | 18.9% |
| Diversity Index | 58.8 | 43.2 | 43.2 | 38.0 | 65.4 |
| BUSINESS | | | | | |
| Businesses (2021) | 3,848 | 9,830 | 87,168 | 78,763 | 12,013,469 |
| Employees (2021) | 50,011 | 118,291 | 1,148,876 | 1,051,928 | 150,287,786 |
| Employee/Residential Population Ratio | 0.611 | 0.571 | 0.531 | 0.531 | 0.451 |

Industry Trends: Indoor Entertainment Arena Economics and Trends

Concert Economics

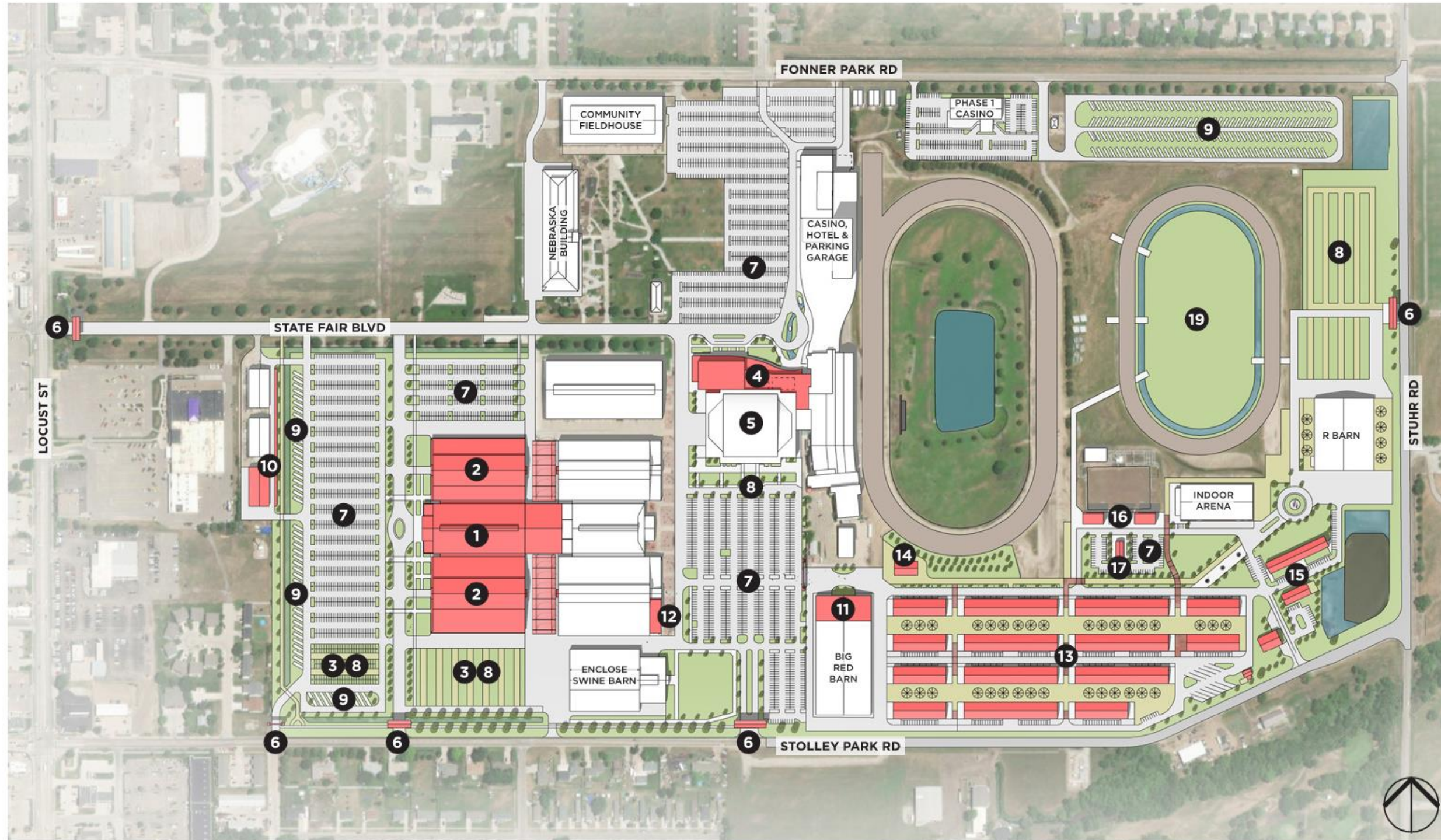
- Of every dollar spent on a concert ticket, the artist retains approximately 70 percent, promoters generate approximately 10 percent and the remaining 20 percent goes to show expenses and venue maintenance.
- Higher ticket prices have helped limit per-concert attendance (1.0 percent compound annual growth since 2010).
- Lower attendance has limited margins for promoters and event venues.
- Greater emphasis by venues and promoters on generating revenue through food and beverage and sponsorship sales.
- Tighter margins increases the importance on pursuing only events supportable by the targeted market.



| | TIER 1 | TIER 2A | TIER 2B | TIER 3 | TIER 4 |
|---------------------------------|--|--|---|--|--|
| Typical Acts | Beyoncé, Guns N' Roses, Garth Brooks, Adele, Justin Bieber, Coldplay, Drake, Kenny Chesney | Elton John, Jason Aldean, Florida Georgia Line, Selena Gomez, Dolly Parton, Fall Out Boy, The Cure | Reba, Demi Lovato, Brad Paisley, Gwen Stefani, Bob Dylan, Darius Rucker, Ellie Goulding | The Beach Boys, Willie Nelson, Goo Goo Dolls, Ron White, Steve Miller Band, Donny & Marie Osmond | Vince Neil, Tony Orlando, Nick Swardson, Englebert Humperdink, local bands/cover bands |
| Average Gross per Market | \$800,000 + | \$500,000 - \$799,999 | \$200,000 - \$499,999 | \$100,000 - \$199,999 | < \$100,000 |
| Average Attendance | 15,000 - 20,000+ | 8,000 - 10,000 | 6,000 - 8,000 | 1,500 - 3,000 | 500 - 2,000 |
| Average Ticket Prices | \$100 - \$150 | \$75 - \$95 | \$60 - \$70 | \$50 - \$60 | \$45 - \$60 |
| Typical Venues | Large markets; destination amphitheaters and festival grounds | Prime dates in large market arenas; routing through secondary markets | Well-distributed among a variety of markets and event facilities | Theaters, casinos and smaller arenas or amphitheaters | Intimate local venues, casinos and other low budget/ finish event venues |
| Annual Shows | 25 - 35 | 30 - 40 | 35 - 45 | 80 - 100 | 110 - 130 |

Master Plan Recommendations

Overall Proposed Master Plan

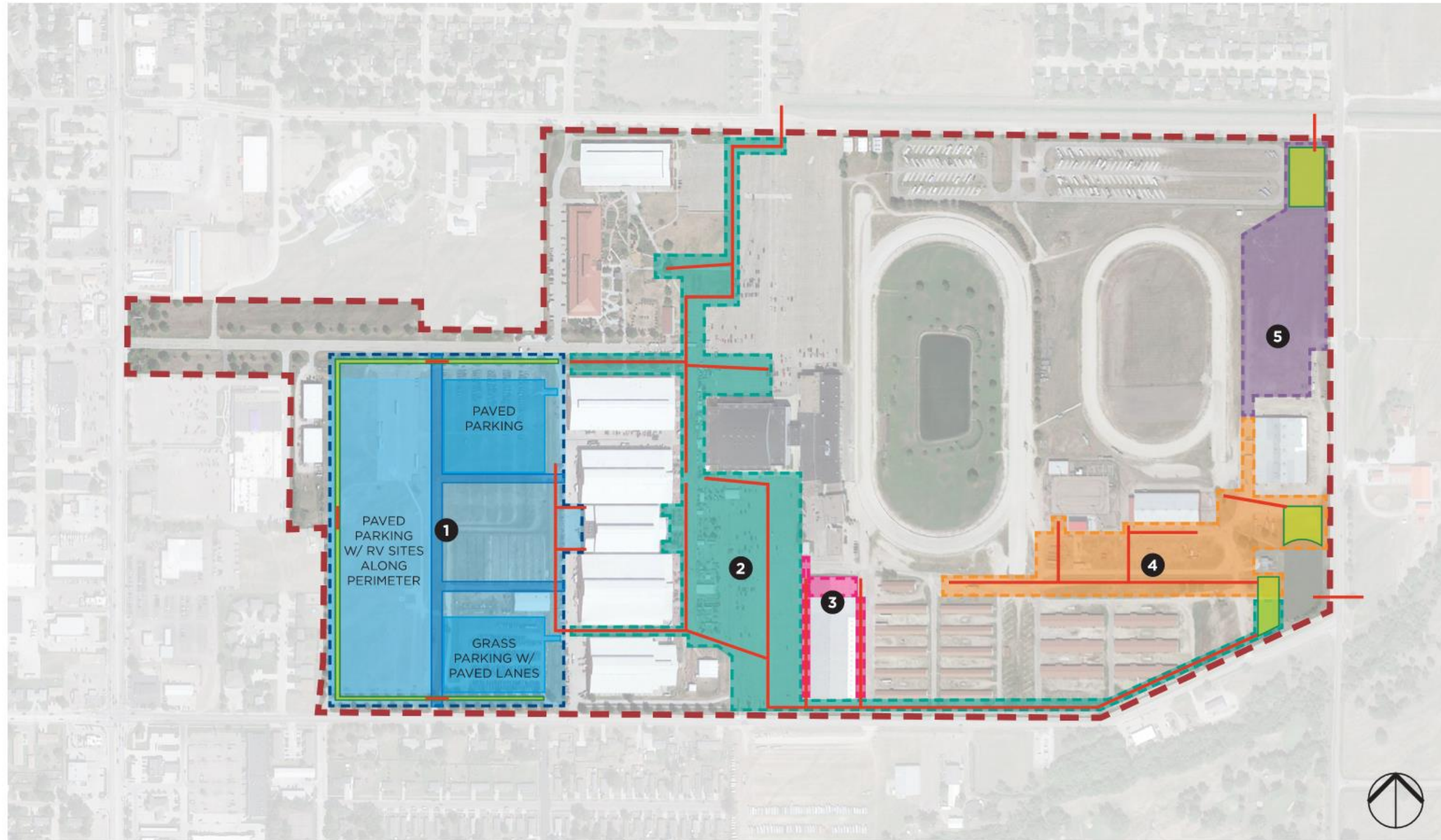


- 1 GILCA MULTIPURPOSE ARENA
- 2 GILCA MULTIPURPOSE BARNs
- 3 CATTLE TIES
- 4 CONFERENCE EVENT SPACE
- 5 EVENT CENTER SEATING ENHANCEMENTS
- 6 GATEWAYS / ENTRIES
- 7 PAVED PARKING
- 8 GRASS PARKING
- 9 RV SITES
- 10 STORAGE
- 11 BIG RED BARN RENOVATION
- 12 BARN BAR BALCONY
- 13 RACING STABLES
- 14 TEST BARN
- 15 DORMITORIES
- 16 OUTDOOR ARENA SEATING
- 17 RESTROOM & CONCESSION PAVILION
- 18 OUTDOOR FAMILY/EVENT SPACE
- 19 TRAINING TRACK FESTIVAL ZONE ENHANCEMENTS

Infrastructure Improvements:

- Address Campus flooding issues.
- Improve landscaping and lighting.
- Increase connectivity with Campus east of Big Red Barn.
- Position State Fair Blvd. as primary Campus access point.

Market Supportable Development/Improvement Critical Infrastructure Improvements Summary



- 1 WEST PARKING**
- + Paved entry & service drives
 - + Paved parking lots
 - + Stormwater piping
 - + Cover open swale
 - + Grading in grass parking
 - With paved driveways
 - + Lighting

- 2 SOUTH PARKING**
- + Tie downspouts to storm
 - + Area drains
 - + Stormwater piping
 - + Landscaping & Trees
 - + Define drive lanes
 - + Define pedestrian paths
 - + Lighting
 - + Food Hubs 1, 2, and 3

- 3 BIG RED BARN**
- + Tie downspouts to storm
 - + Cover open swale / Piping
 - + Landscaping
 - + Demolish north bays
 - + Lighting
 - + New fencing & gates

- 4 EAST BOULEVARD**
- + Paving & pathways
 - Equine friendly & ADA
 - + Stormwater piping
 - + Site power, water, sewer
 - + Landscaping & Lighting

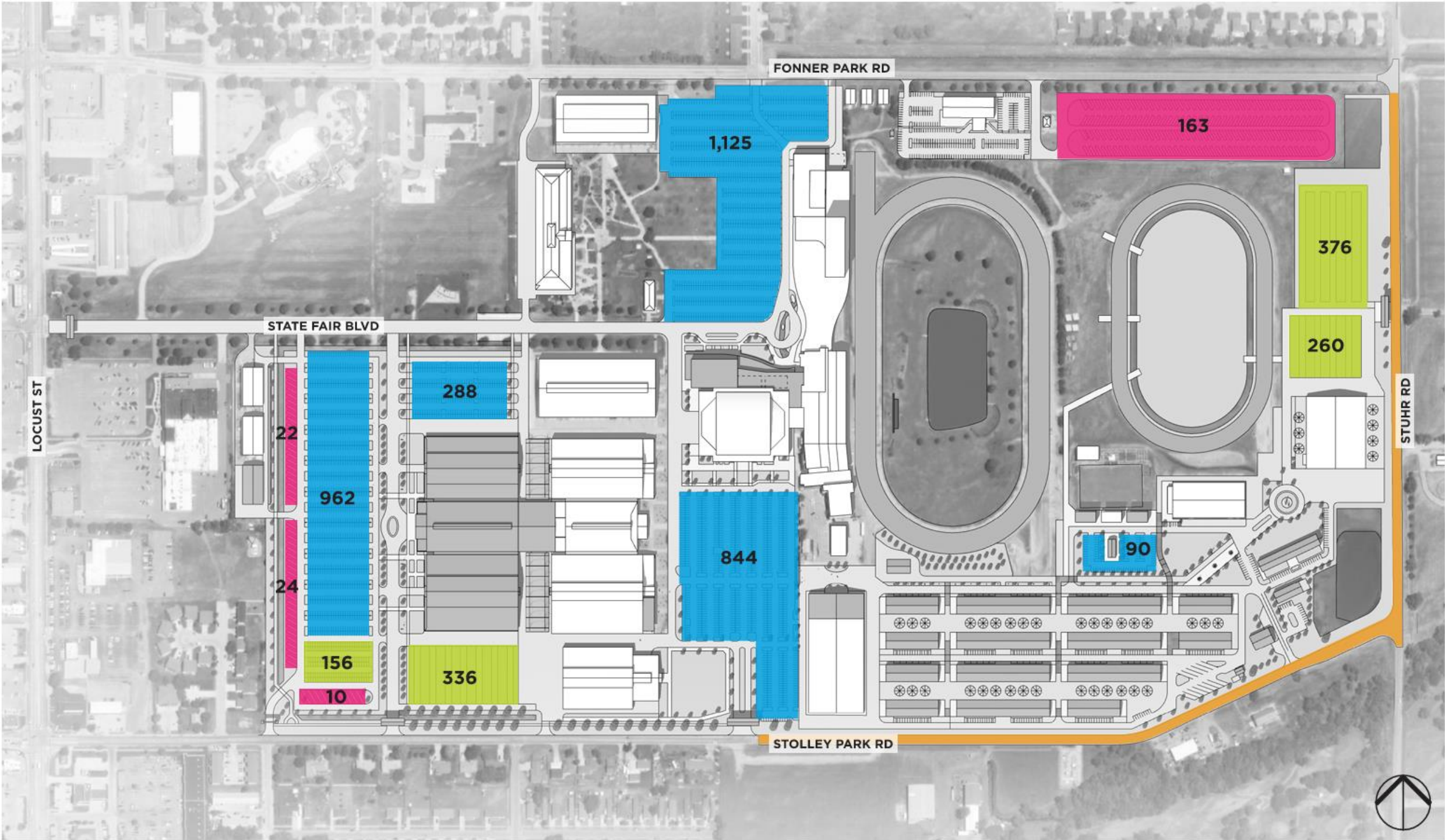
- 5 EAST PARKING**
- + Grading
 - + Paved drive aisles
 - + Sidewalks
 - + Stormwater piping
 - + Lighting

LEGEND:

Proposed Storm Pipe —

Proposed Detention / Swales

Parking Summary + Proposed Roadway Improvements



- **PAVED PARKING**
+ 3,309 Spaces
+ New pavement or resurfacing
- **GRASS PARKING**
+ 1,128 Spaces
- **RV CAMPSITES**
+ 163 North Site
+ 56 GILCA West Site
+ Paved w/ Water, Sewer & Electric
- **STOLLEY PARK RD**
+ Widened to 3 Lanes
- **STUHR RD**
+ Widened to 3 Lanes
+ Improved West Lot Entrance
+ Permanent Pedestrian Cross Walk
+ One Way traffic entrance & exit to the grass lot to reduce congestion

Due to the proposed improvements through Fonner Park campus, some loss of on site parking will occur. With the open space available along the far east portion of campus, paved parking is proposed to offset these losses.

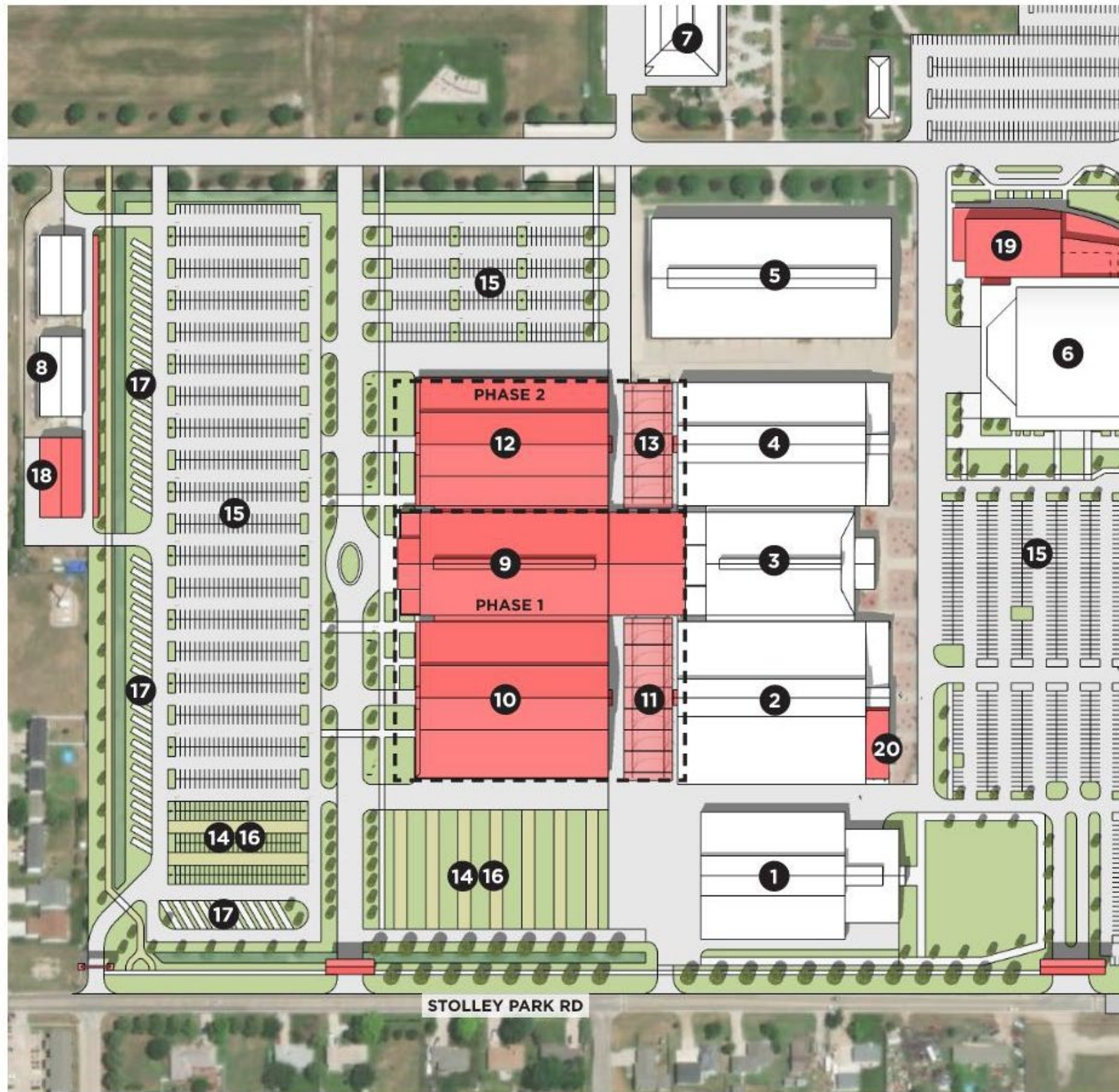
Market Growth Recommendations

Livestock Facility Program:

- Expand Cattle and Sheep barns to increase capacity by approximately 20 percent.

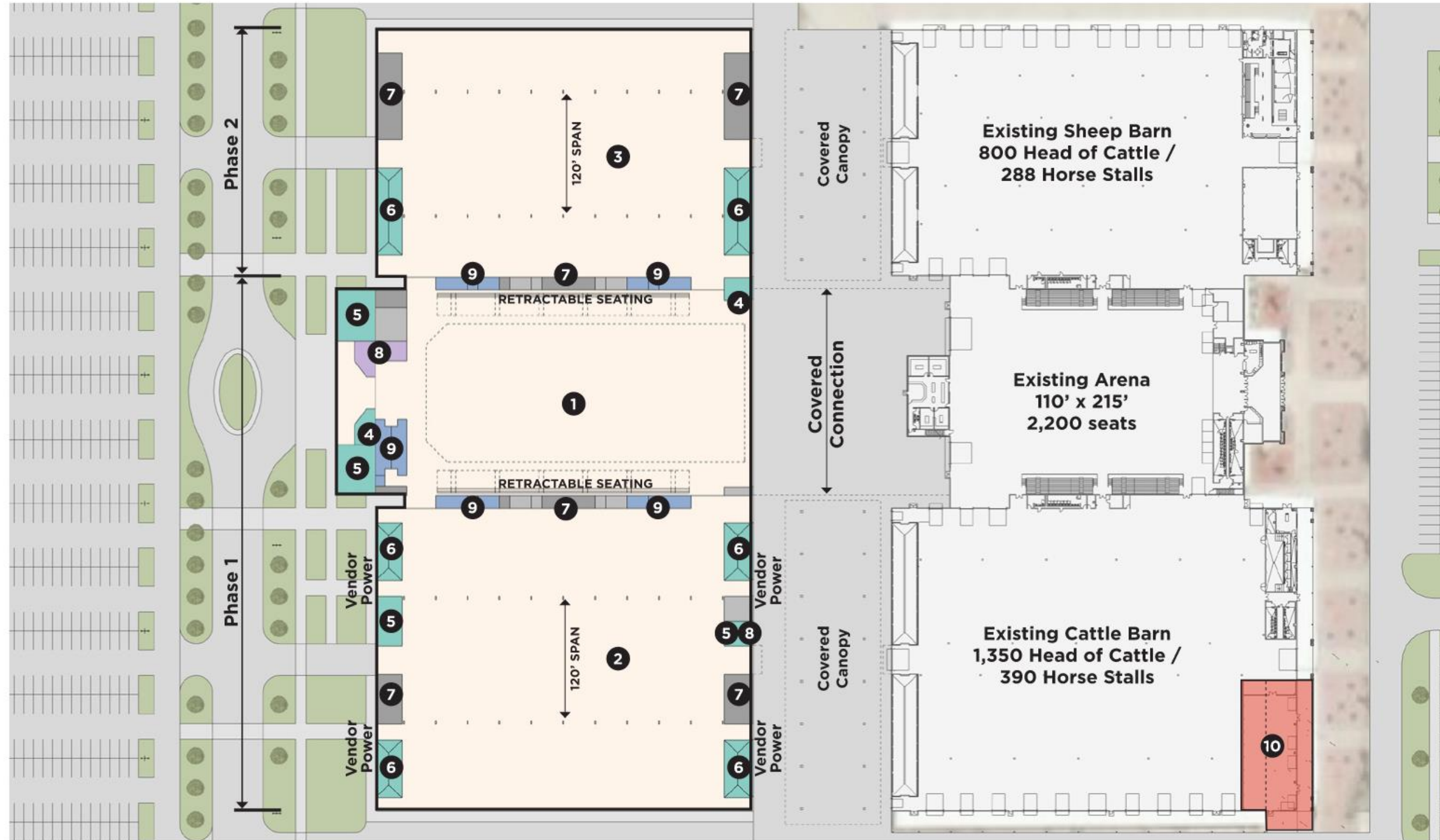
Equestrian Facility Program:

- Primary Show Ring and one Secondary Show ring, with at least one enclosed and the other covered. Minimum size for each 125'x250'.
- Two warm-up rings (minimum size 120'x240') adjacent to the Primary and Secondary show rings; preferably covered.
- Covered/enclosed access to 800 stalls.



- 1** AURORA CO-OP PAVILION
- 2** TOM DINSDALE CATTLE BARN
- 3** FIVE POINTS BANK ARENA
- 4** SHEEP BARN
- 5** PINNACLE BANK EXPO CENTER
- 6** HEARTLAND EVENTS CENTER
- 7** NEBRASKA BUILDING
- 8** STATE FAIR MAINTENANCE BUILDINGS
- 9** GILCA MULTIPURPOSE ARENA
- 10** GILCA MULTIPURPOSE PHASE 1 BARN
- 11** FABRIC CANOPY PHASE 1
- 12** GILCA MULTIPURPOSE PHASE 2 BARN
- 13** FABRIC CANOPY PHASE 2
- 14** CATTLE TIES
- 15** PAVED PARKING
- 16** GRASS PARKING
- 17** RV SITES
- 18** STORAGE
- 19** CONFERENCE EVENT SPACE
- 20** BARN BAR BALCONY

Livestock & Equestrian Facility (GILCA) Enhancements Plan Diagram




- 1 GILCA MULTIPURPOSE ARENA**
 + 105,000 sf Overall
 + 130'x300' Temp Arena
 + 2,720 Seating Capacity
 + 125' Width / 2,992 Capacity
 + 120' Width / 3,264 Capacity
- 2 GILCA PHASE 1 BARN**
 + 102,000 sf Overall
 + 360 Horse Stalls
 + 180 Horse Stalls w/
 90'x240' Warmup
 + 1,000 Cattle Head
- 3 GILCA PHASE 2 BARN**
 + 82,000 sf Overall
 + 312 Horse Stalls
 + 138 Horse Stalls w/
 90'x240' Warmup
 + 800 Cattle Head
- 4 SHOW OFFICE**
 + Arena East - 575 sf
 + Arena West - 540 sf
- 5 MEETING / FLEX ROOMS**
 + Arena Meeting 1 - 1,815 sf
 + Arena Meeting 2 - 1,815 sf
 + Phase 1 Barn Large - 1,180 sf
 + Phase 1 Barn Small - 590 sf
- 6 WASH RACKS**
- 7 STORAGE**
 + Phase 1 - 4,560 sf
 + Phase 2 - 4,135 sf
- 8 CONCESSION / FOOD SERVICE**
 + General Store in Phase 1 Barn
 + Arena Concession
- 9 RESTROOMS**
- 10 BARN BAR RENOVATIONS AND EXPANSION**

Cost/Benefit: GILCA Facilities Expansion Benefits Summary

SUMMARY OF KEY INCREMENTAL PERFORMANCE PROJECTIONS ASSOCIATED WITH EXPANDED EVENT FACILITIES TYPICALLY USED BY GILCA EVENTS AT FONNER PARK
 (Annual Operating Impacts Upon Stabilization Plus One-Time Construction Period Impact, 2021 dollars)

| | | | |
|---|--|--|--|
|  <p>ANNUAL EVENTS 45</p> |  <p>ANNUAL UTILIZATION DAYS 139</p> |  <p>ANNUAL ATTENDANCE 134,200</p> |  <p>ANNUAL HOTEL ROOM NIGHTS 24,300</p> |
|---|--|--|--|

| | | |
|---|--|--|
|  <p>CONSTRUCTION PERIOD IMPACT \$25.0M</p> |  <p>ANNUAL PERSONAL INCOME \$4.7M</p> |  <p>ANNUAL EMPLOYMENT (FULL & PART-TIME JOBS) 141</p> |
|---|--|--|

| | | | | | |
|---|--|---|--|---|---|
|  | <p>ANNUAL DIRECT SPENDING \$8.5M</p> | + | <p>ANNUAL INDIRECT/INDUCED SPENDING \$4.5M</p> | = | <p>ANNUAL ECONOMIC OUTPUT \$13.0M</p> |
|---|--|---|--|---|---|

| | | |
|---|--|--|
|  <p>ANNUAL STATE TAX REVEUNE \$570,700</p> |  <p>ANNUAL COUNTY TAX REVEUNE \$128,700</p> |  <p>ANNUAL CITY TAX REVEUNE \$267,500</p> |
|---|--|--|

Conference and Event Space Program:

- Meeting Space – 8,000 SF of breakout meeting space subdividable, upscale.
- Connecting Casino to other Fonner Park assets.
- Ballroom/Multipurpose Space – 20,000 square feet subdividable, column free, carpeted.




Cost/Benefit: Conference Center Facilities Expansion Benefits Summary

SUMMARY OF KEY INCREMENTAL PERFORMANCE PROJECTIONS ASSOCIATED WITH EXPANDED CONFERENCE CENTER EVENT FACILITIES AT FONNER PARK
(Annual Operating Impacts Upon Stabilization Plus One-Time Construction Period Impact, 2021 dollars)

| | | | |
|---|--|---|---|
|  ANNUAL EVENTS 85 |  ANNUAL UTILIZATION DAYS 210 |  ANNUAL ATTENDANCE 53,700 |  ANNUAL HOTEL ROOM NIGHTS 5,400 |
|---|--|---|---|

| | | |
|--|--|---|
|  CONSTRUCTION PERIOD IMPACT \$5.5M |  ANNUAL PERSONAL INCOME \$1.1M |  ANNUAL EMPLOYMENT (FULL & PART-TIME JOBS) 33 |
|--|--|---|

| | | | | | |
|---|----------------------------------|---|--|---|----------------------------------|
|  | ANNUAL DIRECT SPENDING \$1.9M | + | ANNUAL INDIRECT/INDUCED SPENDING \$1.0M | = | ANNUAL ECONOMIC OUTPUT \$2.9M |
|---|----------------------------------|---|--|---|----------------------------------|

| | | |
|---|---|---|
|  ANNUAL STATE TAX REVEUNE \$126,000 |  ANNUAL COUNTY TAX REVEUNE \$31,100 |  ANNUAL CITY TAX REVEUNE \$57,700 |
|---|---|---|

Arena/Entertainment Event Space Enhancements:

- Diversify existing seating options.
- Enhanced food & beverage options and points of sale.
- New club lounge with upgraded food service and premium access.



North Club / Suite



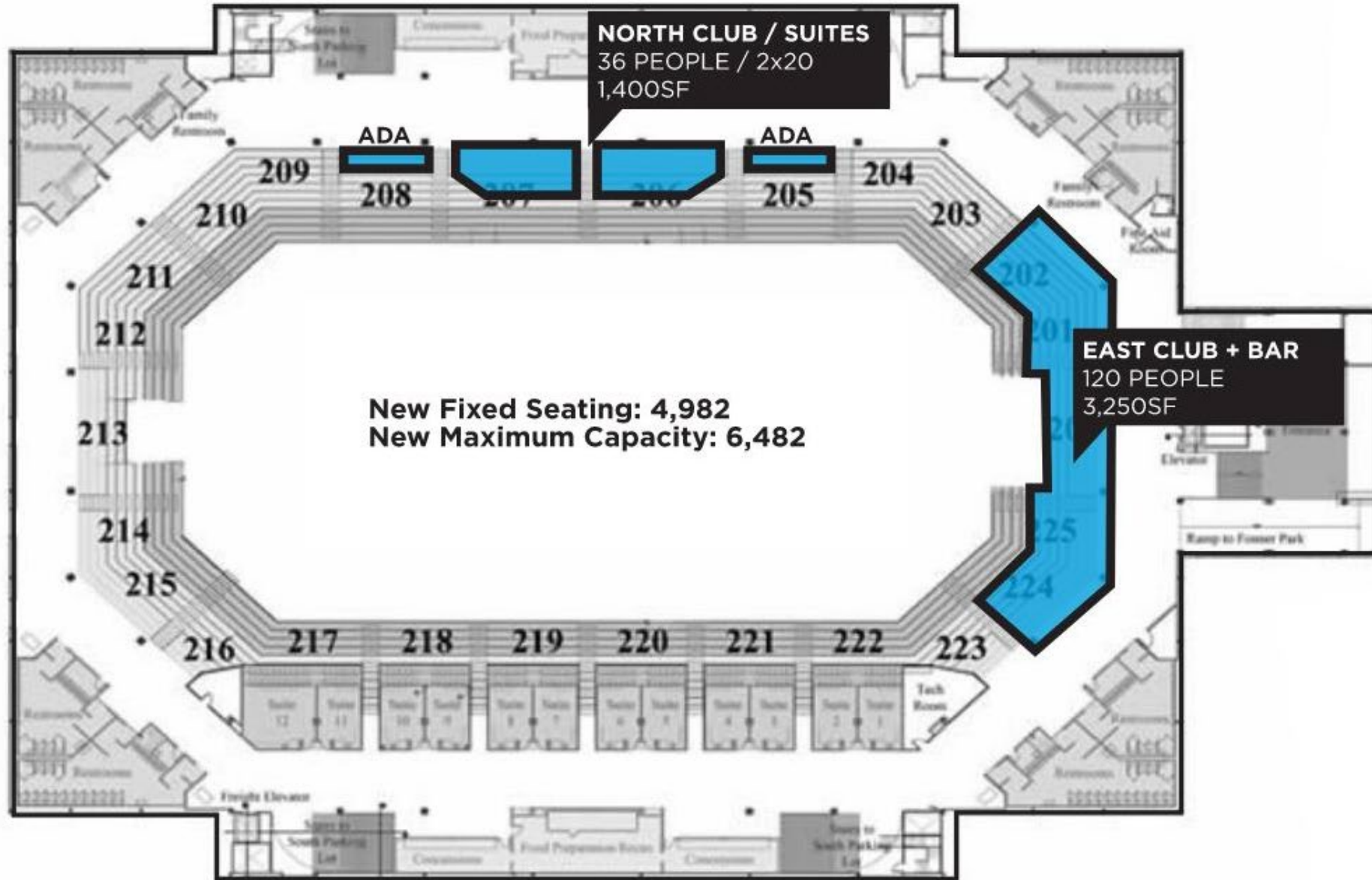
North Club / Suite



Concourse Club + Bar



Concourse Club + Bar




Cost/Benefit: Heartland Events Center Renovation Benefits Summary

SUMMARY OF KEY PERFORMANCE PROJECTIONS ASSOCIATED WITH RENOVATED HEARTLAND EVENTS CENTER FACILITIES AT FONNER PARK
(Annual Operating Impacts Upon Stabilization Plus One-Time Construction Period Impact, 2021 dollars)

| | | | |
|--|---|---|---|
|  ANNUAL EVENTS 8 |  ANNUAL UTILIZATION DAYS 30 |  ANNUAL ATTENDANCE 25,100 |  ANNUAL HOTEL ROOM NIGHTS 2,300 |
|--|---|---|---|

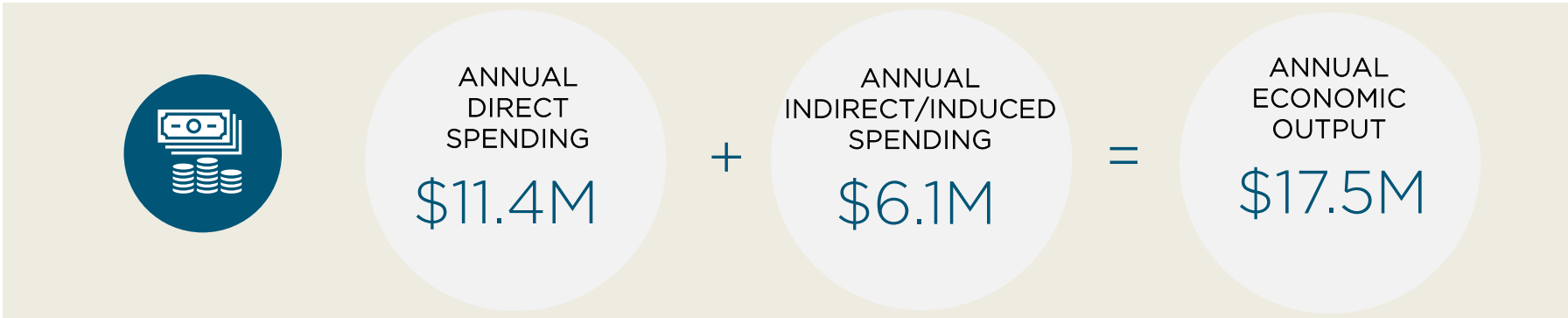
| | | |
|---|---|---|
|  CONSTRUCTION PERIOD IMPACT \$745,000 |  ANNUAL PERSONAL INCOME \$571,900 |  ANNUAL EMPLOYMENT (FULL & PART-TIME JOBS) 18 |
|---|---|---|

| | | | | | |
|---|----------------------------------|---|--|---|----------------------------------|
|  | ANNUAL DIRECT SPENDING \$1.0M | + | ANNUAL INDIRECT/INDUCED SPENDING \$0.6M | = | ANNUAL ECONOMIC OUTPUT \$1.6M |
|---|----------------------------------|---|--|---|----------------------------------|

| | | |
|--|---|---|
|  ANNUAL STATE TAX REVEUNE \$68,500 |  ANNUAL COUNTY TAX REVEUNE \$19,300 |  ANNUAL CITY TAX REVEUNE \$30,500 |
|--|---|---|

Cost/Benefit: Summary of Combined Scenario Benefits

SUMMARY OF KEY PERFORMANCE PROJECTIONS ASSOCIATED WITH
COMBINED MASTER PLAN FACILITIES DEVELOPMENT AT FONNER PARK
(Annual Operating Impacts Upon Stabilization Plus One-Time Construction Period Impact, 2021 dollars)



Additional Project Recommendations

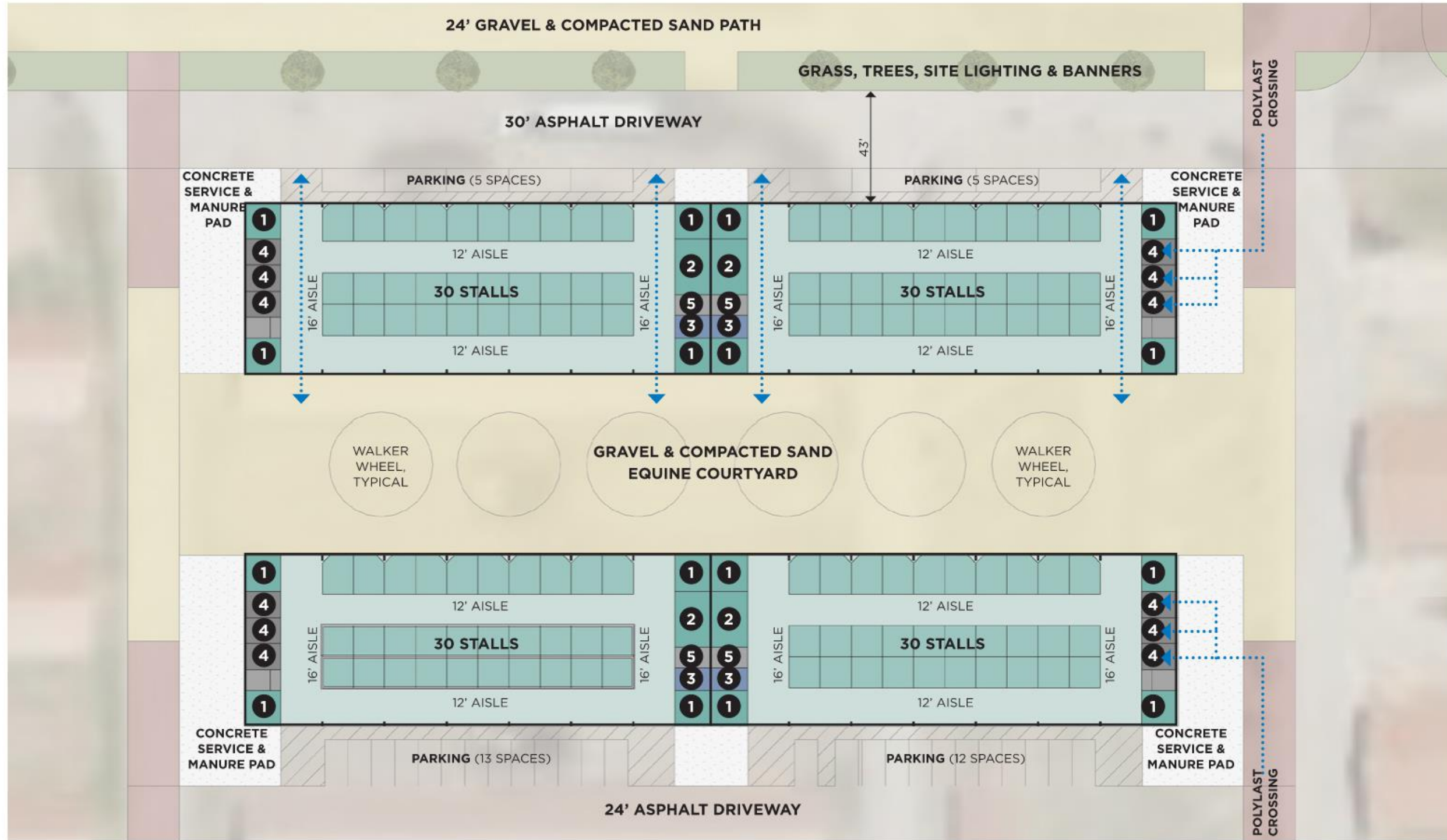
Backstretch Improvements

1,116 Total Stalls

A phased strategy is proposed to replace aging stable facilities, so that the Fonner Racing operations do not lose stall counts. A barn module is designed to allow for economical replication and implementation. The larger initial stable footprints allow for the stables to accommodate amenities of modern racing stable facilities with more efficient use of land.



EAST BOULEVARD & TYPICAL STABLE DIAGRAM



- 1 OFFICE/ TACK
- 2 WASH RACKS
- 3 RESTROOMS
- 4 STORAGE
- 5 PLUMBING / FLY SPRAY

Training Track Area State Fair Enhancements

Considerations and Restrictions

Fonner Park requests that the surface of the training track be used only for the purpose of horses running or standing on the track surface and only pedestrian traffic.

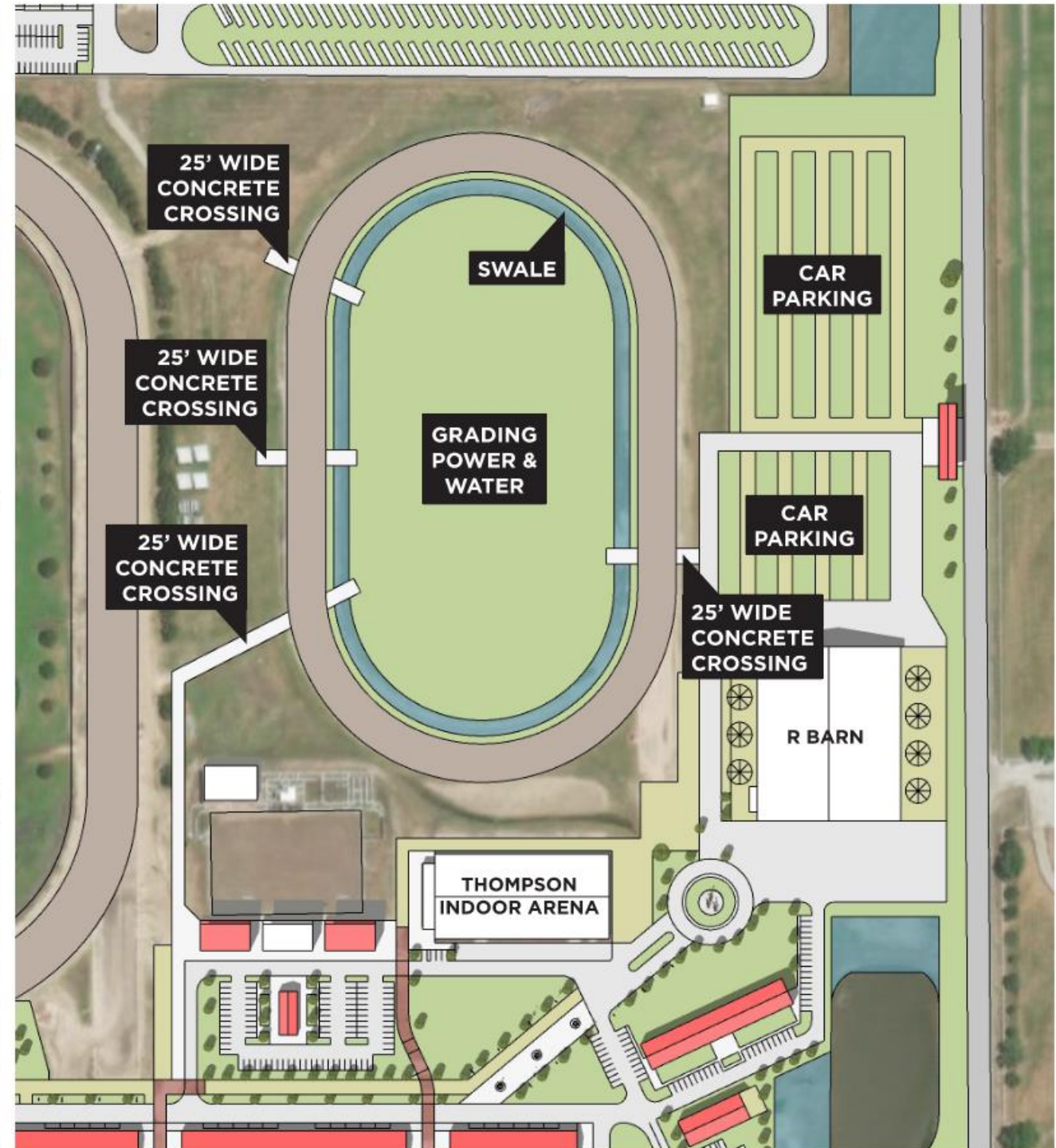
When surface is used for pedestrians it should be covered with a hard surface material to protect the racetrack base below it.

Further the surface should also be protected from any vehicle traffic for crossover into the training track infield for the purpose of setup or tear down of Nebraska State Fair infield needs. Preferable methods of protection include:

- Portable Bridge System
 - + Successfully implemented at Canterbury Park for infield access
 - + 10' wide x 80' long
 - + Rated for 80,000 lbs
 - + Because of length, it is difficult to turn. Would need storage spot adjacent to track, and on outside of track
 - + Hinged ramps at each end
 - + Bridge is set on concrete footings
- Terraplas surface protection systems

Fonner Park is currently in the midst of a complete surface overall due to major repairs necessary from damage resulting from NSF 2019 (or 2018).

Beyond the training track surface itself, any improvements amendments to the area adjacent to the training track would come as an NSF request to Fon for approval.



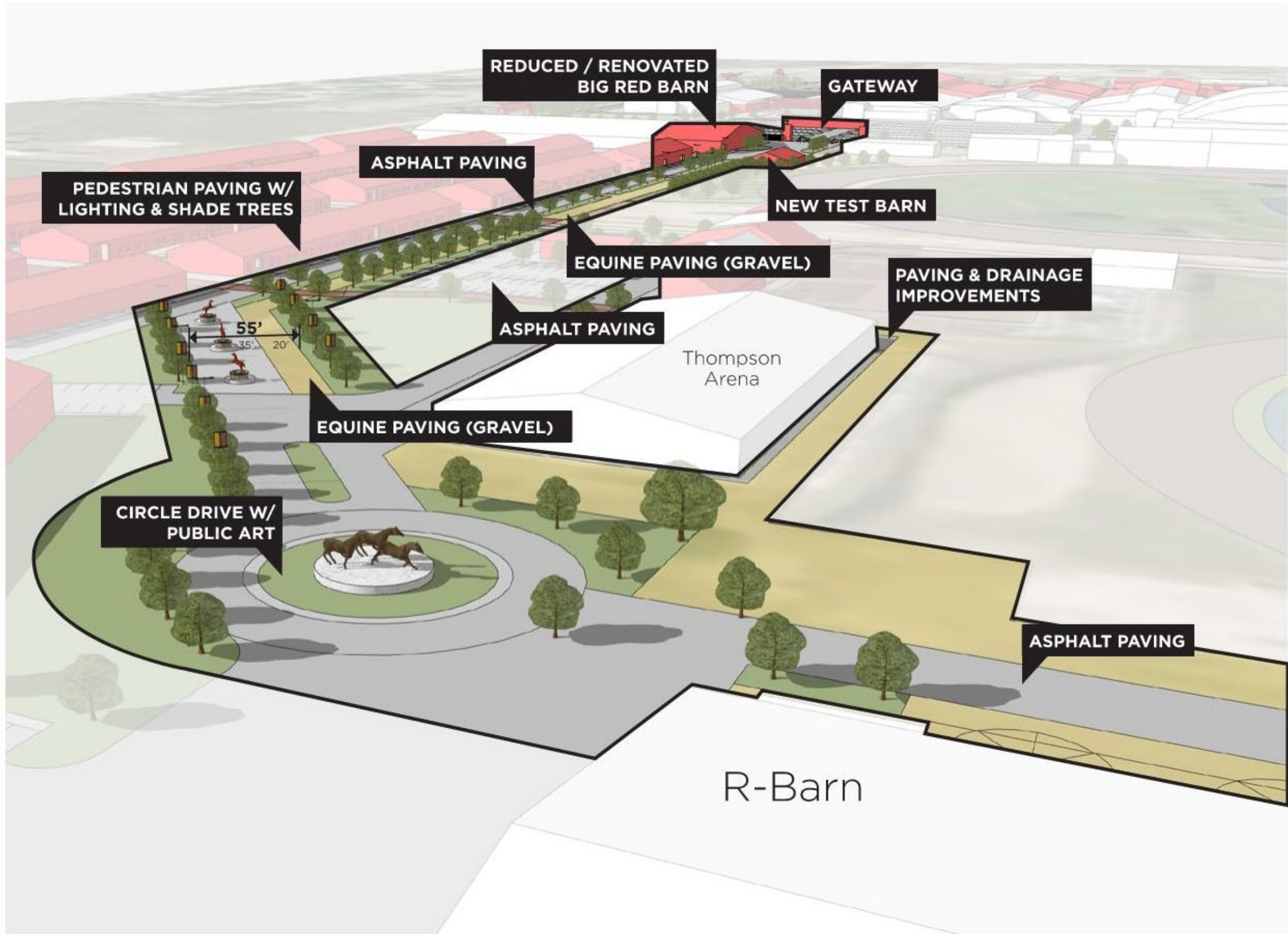
Backstretch Improvements

1,116 Total Stalls

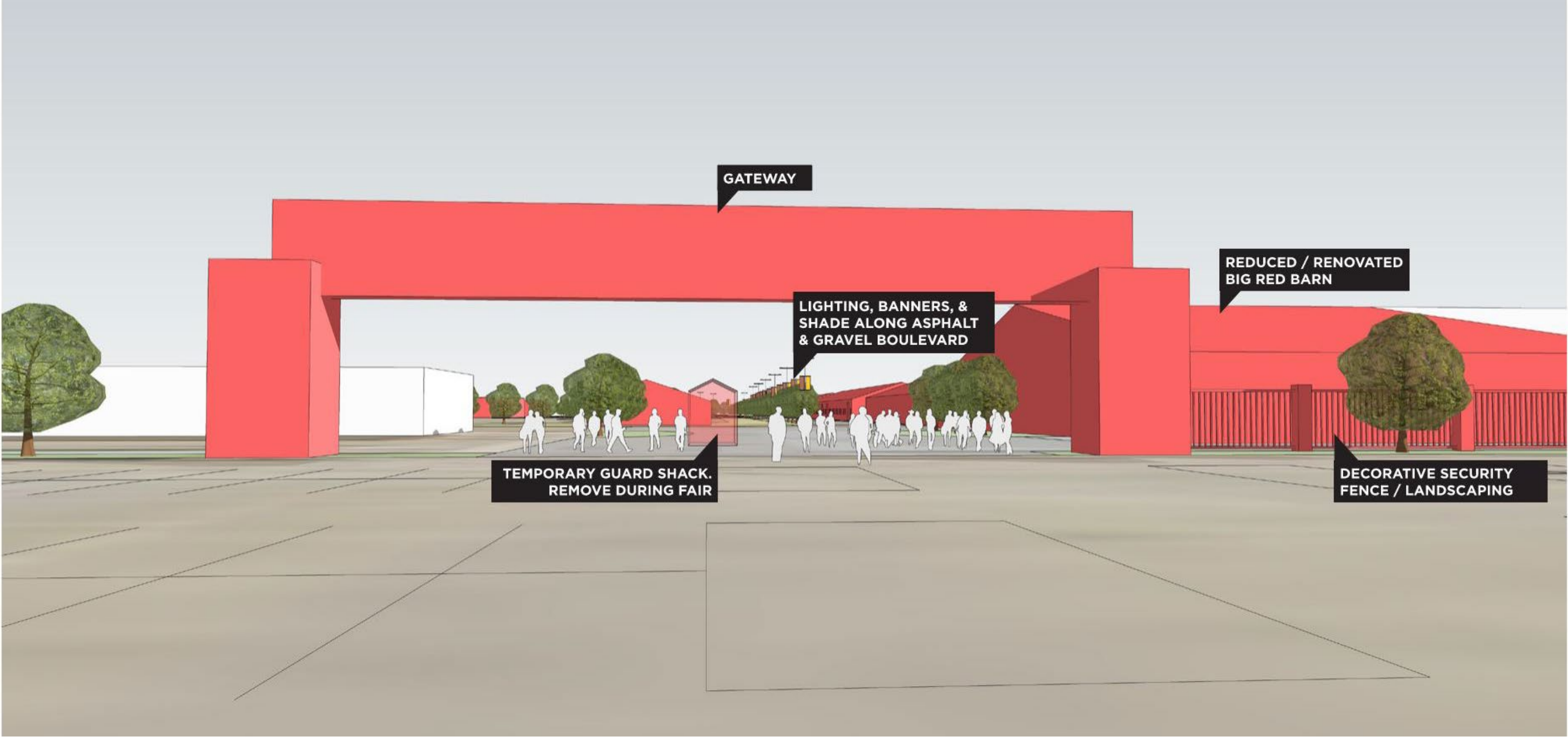
A phased strategy is proposed to replace aging stable facilities, so that the Fonner Racing operations do not lose stall counts. A barn module is designed to allow for economical replication and implementation. The larger initial stable footprints allow for the stables to accommodate amenities of modern racing stable facilities with more efficient use of land.



East Boulevard



East Boulevard & Big Red Barn Edge



GATEWAY

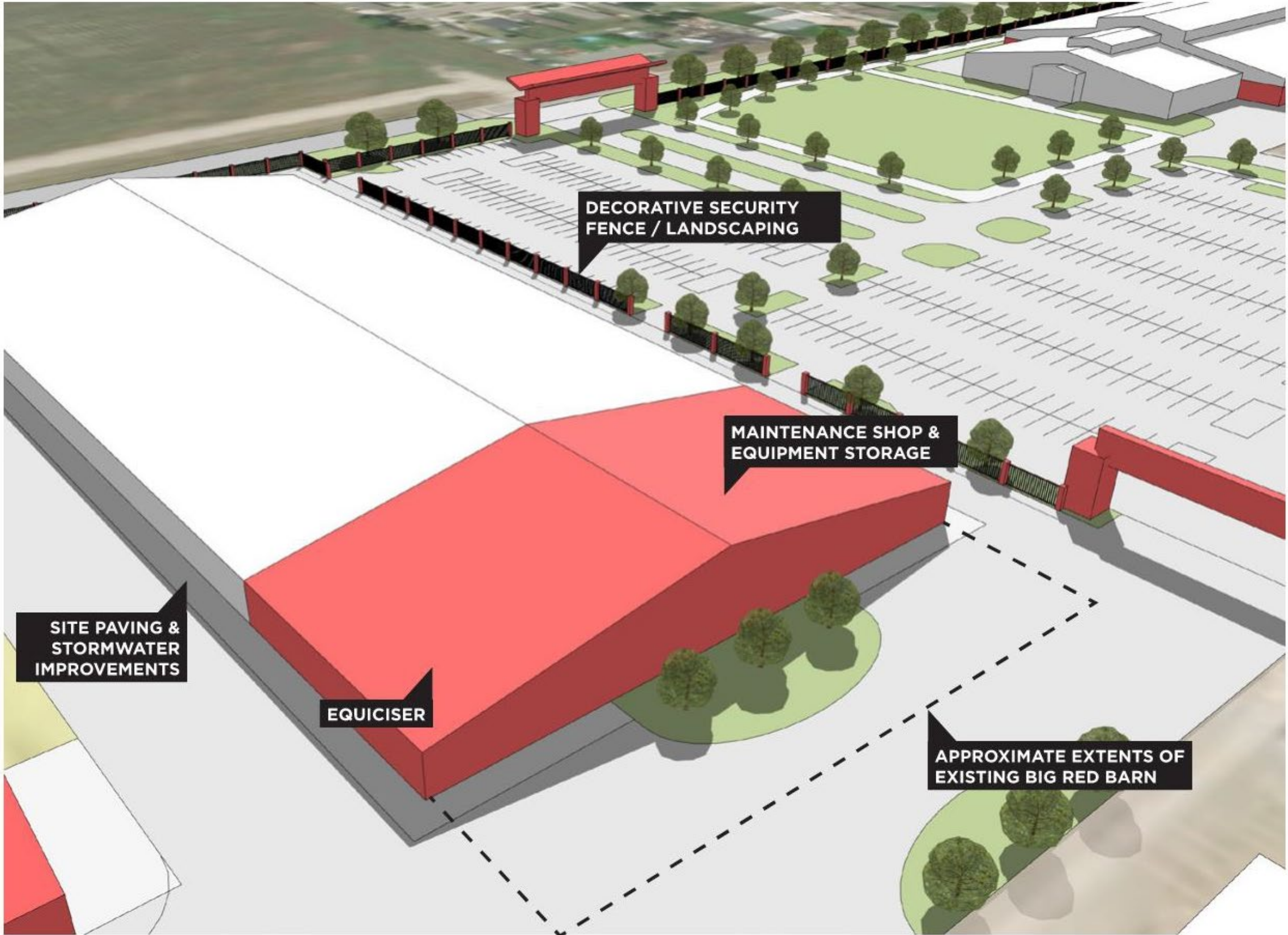
REDUCED / RENOVATED
BIG RED BARN

LIGHTING, BANNERS, &
SHADE ALONG ASPHALT
& GRAVEL BOULEVARD

TEMPORARY GUARD SHACK.
REMOVE DURING FAIR

DECORATIVE SECURITY
FENCE / LANDSCAPING

Big Red Barn



BARN BAR BALCONY

Ground Level - 5,000 sf / 336 people

Indoor 3,000 sf
Outdoor 2,000

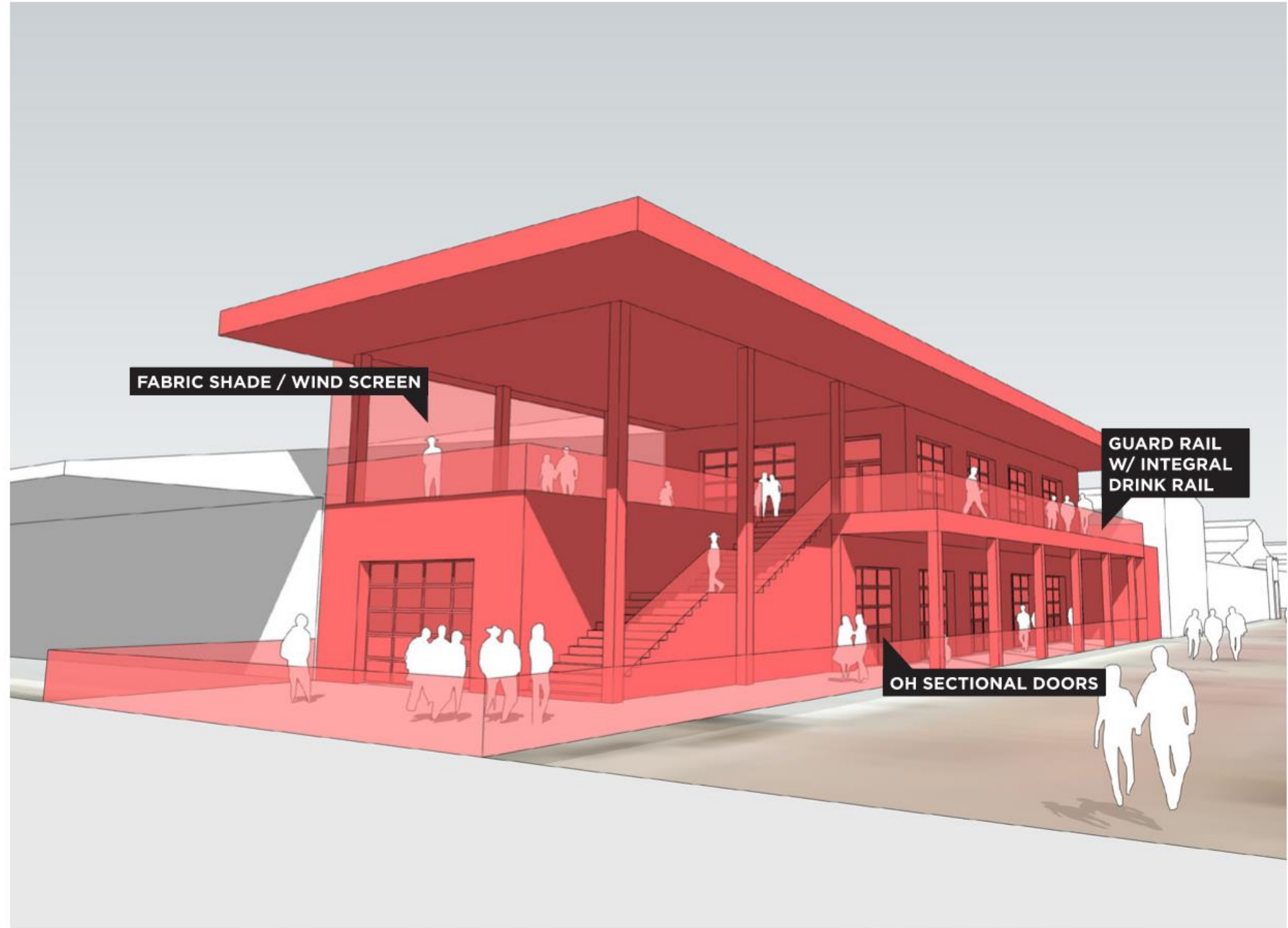
2nd Level - 3,660 sf / 244 people

Indoor 1,460 sf
Outdoor 2,200 sf

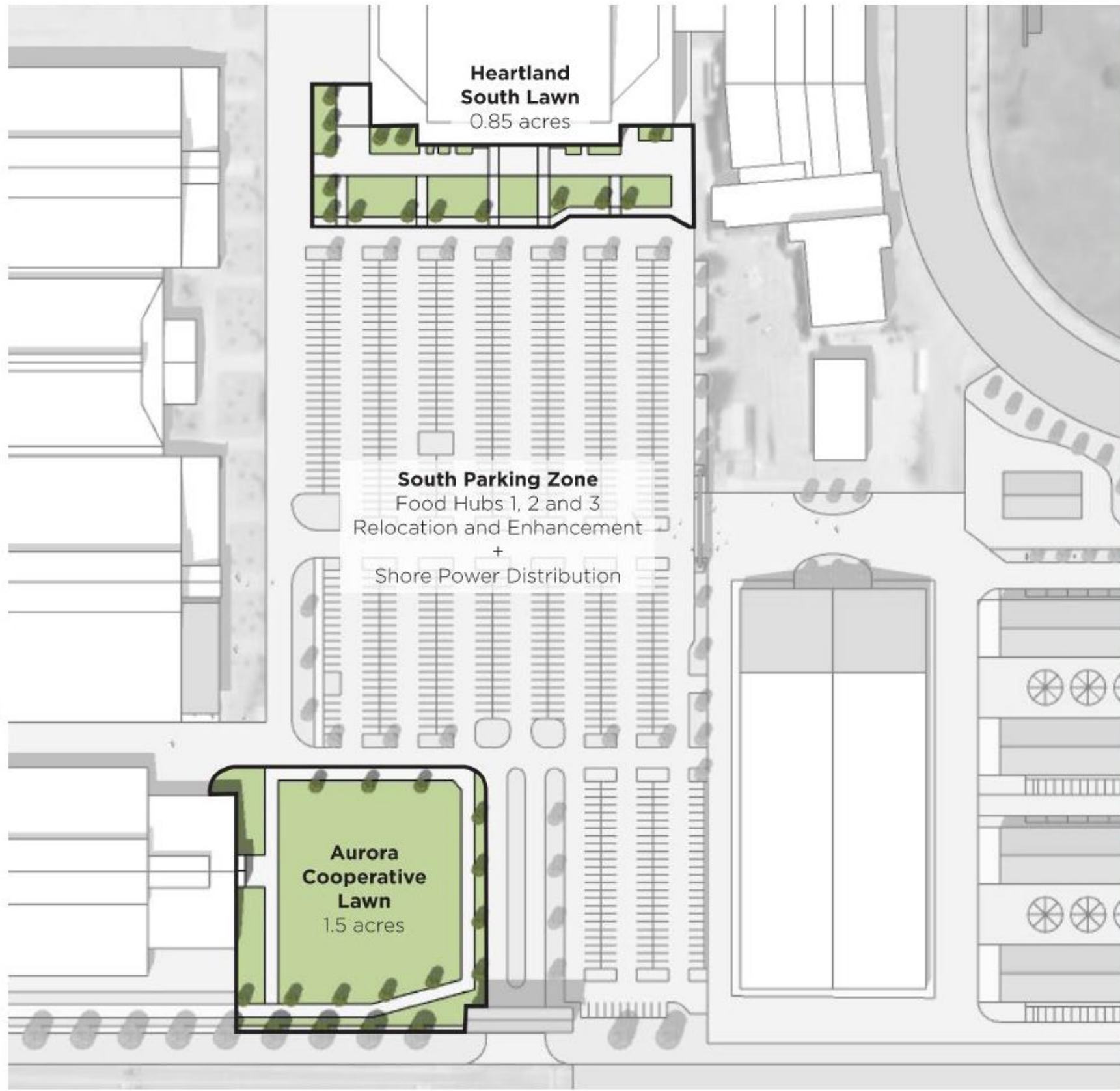
Total Occupancy = 580 people

Campus Experience

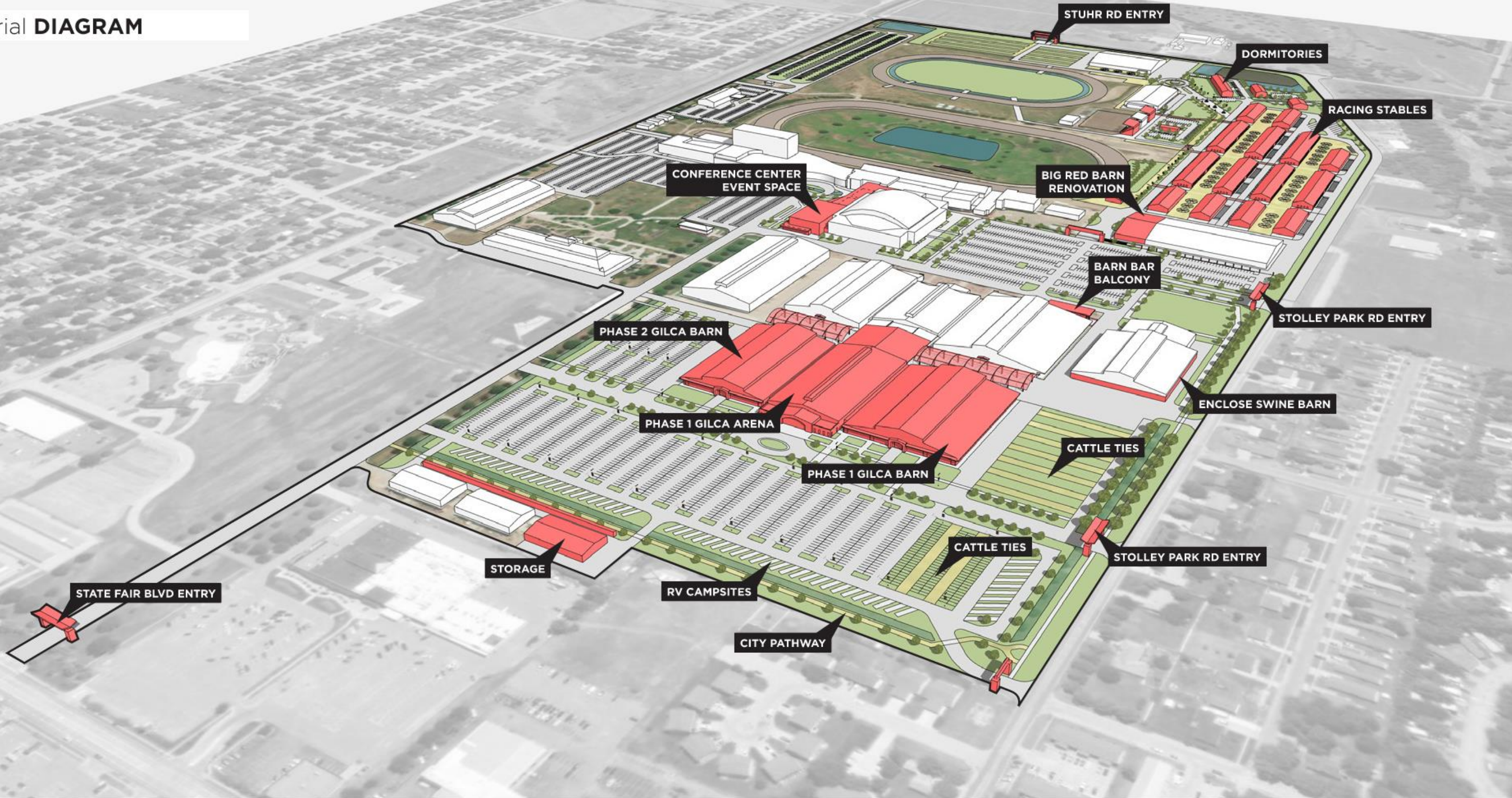
- Agriculture & livestock engagement with a view into the Cattle Barn penning area from the 2nd Level, indoor bar
- Balcony offers views over the State Fair Marketplace, Hall County Fair midway and the racing stable area to the East, as well as concerts and family programming on the Aurora Coop Lawn to the South
- Potential for VIP / Special hospitality experience on 2nd Level during the State Fair and other large events



Outdoor Event Greenspace



Aerial **DIAGRAM**



Cost Estimates

Rough Order of Magnitude Cost Projections Operations and Maintenance

The order of magnitude cost estimates are based on similar projects and allowances. They are given without architectural or engineering documents. Costs are developed on square foot basis. Unless noted otherwise, an additional 25% is added for contingencies and soft costs. Due to unknown conditions, actual designs, quality levels, area construction costs and market conditions, actual cost will vary.

Cost projections for the Operations and Maintenance Improvements as well as Site Development are broken down into five categories:

- Category 1 - Deferred Maintenance
- Category 2 - Recommended Improvements
- Category 3 - Guest Experience/Efficiencies
- Category 4 - Multi-purpose Event Facilities
- Category 5 - Racing Operations



| PROJECT BREAKDOWN AND FUNDING | | SELF FUNDED | ASKS | CASINO PROFIT SHARE |
|-------------------------------|---|-------------|------|---------------------|
| CATEGORY 1 | DEFERRED MAINTENANCE | | | |
| | Heartland Events Center | \$41,500 | | |
| | Fonner Facilities | | | \$750,000 |
| | Livestock & Equestrian Facility (GILCA) | \$812,811 | | |
| | Big Red Barn | \$312,500 | | |
| | R Barn | \$187,500 | | |
| | Thompson Indoor Arena | \$188,750 | | |
| CATEGORY 2 | RECOMMENDED IMPROVEMENTS | | | |
| | Heartland Events Center | \$39,000 | | |
| | Fonner Facilities | | | \$642,250 |
| | Livestock & Equestrian Facility (GILCA) | \$1,374,875 | | |
| | Big Red Barn | \$131,250 | | |
| | R Barn | \$68,750 | | |
| | Thompson Indoor Arena | \$94,000 | | |

Rough Order of Magnitude Cost Projections Site Development

The order of magnitude cost estimates are based on similar projects and allowances. They are given without architectural or engineering documents. Costs are developed on square foot basis. Unless noted otherwise, an additional 25% is added for contingencies and soft costs. Due to unknown conditions, actual designs, quality levels, area construction costs and market conditions, actual cost will vary.

Cost projections for the Operations and Maintenance Improvements as well as Site Development are broken down into five categories:

- Category 1 - Deferred Maintenance
- Category 2 - Recommended Improvements
- Category 3 - Guest Experience/Efficiencies
- Category 4 - Multi-purpose Event Facilities
- Category 5 - Racing Operations



| PROJECT BREAKDOWN AND FUNDING | | SELF FUNDED | ASKS | CASINO PROFIT SHARE |
|-------------------------------|---|--------------|--------------|---------------------|
| CATEGORY 3 | GUEST EXPERIENCE / EFFICIENCIES | | | |
| | Critical Infrastructure Improvements | | \$25,000,000 | |
| | Entries / Gateways | \$6,600,000 | | |
| | Training Track Festival Zone Improvements | \$1,000,000 | | |
| | Wayfinding | | | |
| CATEGORY 4 | MULTI-PURPOSE EVENT FACILITIES | | | |
| | GILCA Expansion Phase 1 | \$33,430,000 | | |
| | GILCA Phase 1 Canopy | \$2,165,000 | | |
| | GILCA Expansion Phase 2 | \$13,400,000 | | |
| | Conference and Event Space Phase 1 | \$7,371,000 | | |
| | Conference and Event Space Phase 2 | \$10,125,000 | | |
| | Arena/Entertainment Enhancements | \$995,200 | | |
| | Barn Bar Balcony | \$2,350,000 | | |
| CATEGORY 5 | RACING OPERATIONS | | | |
| | Stables and Test Barn | | | \$34,900,000 |
| | Manure Transfer Station | | | \$882,000 |
| | Stable Area Sitework | | | \$2,140,000 |
| | Dormitories and Day Care | | | \$12,500,000 |

Aerial **DIAGRAM**

