



Introducing the FOHP 2017 HPEC Capital Campaign

Organized, managed and publicized by
Friends of Horseshoe Park



Why a Capital Campaign?

- To boost HPEC's Economic Impact by increasing its ability to attract high value events.

Why are we here?

- To explain the rationale for this effort, and
- To solicit feedback on timeline, amount & capital items



Capital Improvement Concepts

1. Covering Arena 3 (best bang for the buck)
2. Improvements to Arena 1 (e.g. sound system)
3. Permanent Show Office

3 year program: 2017-2019

- Public announcement at Roots N' Boots Queen Creek 2017

\$100,000 is the initial target

- FOHP seeding with \$5k and \$5k matching = \$10k
- Other organizations are ready to invest as well



Economic Benefit Overview

- Currently HPEC has revenues approaching \$600k/yr
- Covering Arena 3 is the most impactful option
 - Greatest improvement to HPEC multi-event viability
 - Best opportunity to decrease overall Town subsidy
 - Increases the premium season by 8 weeks
- Arena 1 improvements and a Permanent Show Office will improve the park, but not add revenue.



Concept 1: Covering Arena 3

Economic Impact

- Adds approximately eight weeks to HPEC's high rent event season (4 in the spring & 4 in the fall)
- With HPEC revenues approaching \$600k/yr.
 - Averaged over current 30 week high season is \$15,000-20,000/wk.
 - Eight add'l weeks could increase HPEC revenues by \$160,000/year
- Estimated Cost: \$500,000



Concepts 2 & 3

Concept 2: Arena 1 Improvement – Sound System

- Slight savings for large events, e.g. Roots N' Boots
- No additional revenue
- Estimated Cost: \$10,000-\$30,000

Concept 3: Permanent Show Office

- Removes trailer rental (\$540/month)
- No additional revenue
- Estimated Cost: TBD, depending on timing, square footage, location, etc.



Arena 3 Cover Rendering 1



Arena 3 Cover Rendering 2

