

From: **Chris Clark** <chris@queencreekchamber.com>

Date: Wed, May 16, 2018 at 2:11 PM

Subject: Covered Arena Discussion

To: towncouncil@queencreek.org

Mayor Barney and Town Council Members,

On behalf of the Board of Directors for the Queen Creek Chamber of Commerce, I am writing to voice our support for the second covered arena at Horseshoe Park. As part of tonight's budget discussion you will be considering additional funds to complete this project and we hope that you will incorporate funding for it in the upcoming budget.

Our board has been unanimous in their support of this funding because we recognize the park's economic benefits to the Town and the business community. The companies that have come to us to discuss locating a hotel in town have cited the events at Horseshoe Park as an important consideration in projected occupancy rates. The Four Points and Courtyard both stated that those events are important to them and anything that will expand the length or size of the events will be beneficial. The new large animal hospital and Tractor Supply have also indicated the importance of the park to them as well, as just a few examples.

We know that there are many more examples of increased business activity as a result of events at the park, however, that is not the real issue of tonight's discussion. You are being asked to consider funds to cover the second arena. This project is so important that individuals have pledged \$160,000 to the construction costs. The significance of this can not be overstated. Anyone that has done any type of fundraising would be impressed by that level of commitment to the project. Additionally, the managers of some of the new events have stated they will increase their bookings if the cover is added. The conservative payback period is 3 to 5 years, which is a great ROI in the investing world.

It is important that we bring the largest events we can into town, regardless of whether they are on the scale of other venues. The events that have already been held have had an economic impact on the Town. The events that come or increase their stay will play a significant part in the future identity of the Town and are one additional piece we can use to attract further investments in our community. We hope that when you consider the merits of this specific project you will join us in supporting the covered arena.

Thank you,

Chris Clark
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