

# THE FUTURE OF MONTANA EXPOPARK

A DRAFT Improvement Plan For Our Community Asset



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## THE HISTORY

- 2014 MultiPurpose Event Feasibility Study
- New Building Infrastructure Strain
- Additional Improvements
- Great Falls Tourism Transition
- Secured Consultant
- DRAFT 2018 Improvement Plan

## DRAFT PLAN

- Current Status of Montana ExpoPark
- Economic Conditions of the Area
- Comparable Facility Analysis
- Industry Overview
- Market Demand
- NEW Buildings
- Financial Analysis
- Funding Options



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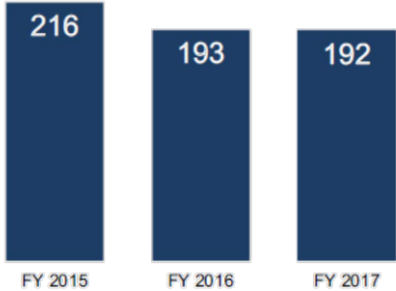
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TODAY AT  
MONTANA EXPO PARK

## TRENDING NUMBER OF EVENTS

NUMBER OF EVENTS

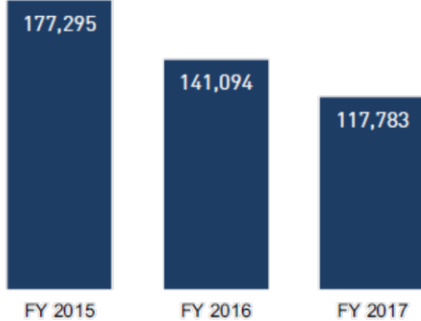


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## TRENDING ATTENDANCE

TOTAL ATTENDANCE



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## ECONOMIC CONDITIONS



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## PEOPLE AND PLACES

- 3-Hour Drive Population Growing
- Estimated 537,948 people in 2022
- Household Income Growing
- 2,312 rooms
- Strong Competition Regionally

# IMPROVEMENT PLAN

# NEW BUILDINGS



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## FOUR SEASONS ARENA



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## OTHER IMPROVEMENTS

### Livestock Facility

- Add 2<sup>nd</sup> Covered Arena
  - 125' x 250'
- NEW Industry Standard Barns
- Remove FFA Building & Poultry/Rabbit Barn

### RV Spaces

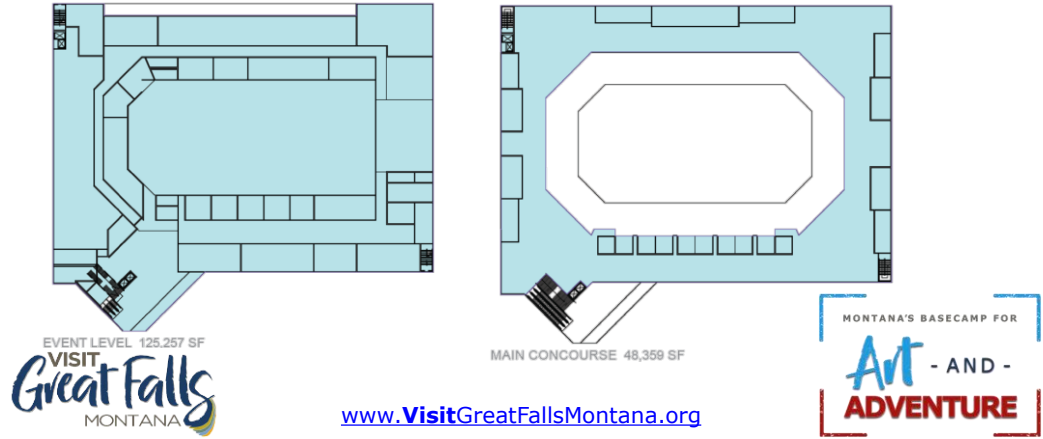
- Extend RV Area
- Add 50-75 Hook-ups



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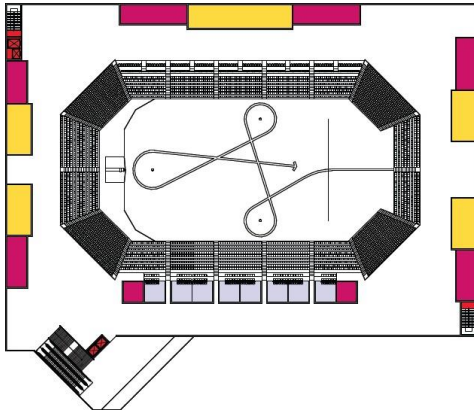


# MULTIPURPOSE ARENA – 2 FLOORS



## RODEO 4,213 SEATS

- 144 SUITE
- 166 LOGE
- 513 CLUB
- 3,390 FIXED
- 0 PORTABLE
- 0 FLOOR

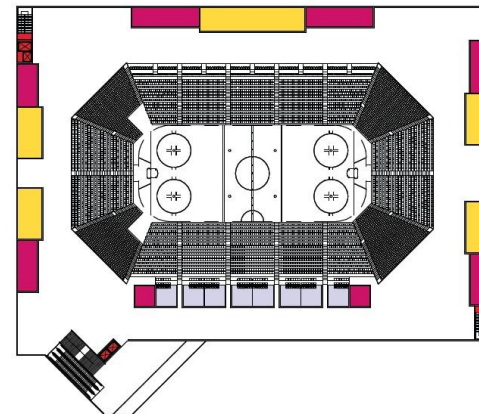


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## ICE SHOW 6,477 SEATS

- 144 SUITE
- 166 LOGE
- 513 CLUB
- 3,390 FIXED
- 2,264 PORTABLE
- 0 FLOOR



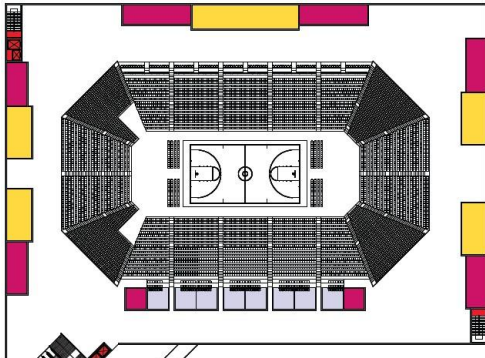
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# BASKETBALL 7,205 SEATS

- 144 SUITE
- 166 LOGE
- 513 CLUB
- 3,390 FIXED
- 2,768 PORTABLE
- 224 FLOOR

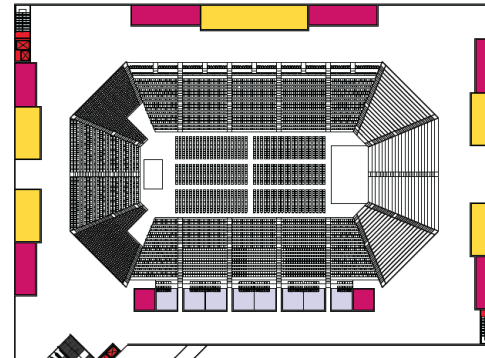


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# CONCERT 9,779 SEATS

- 144 SUITE
- 166 LOGE
- 513 CLUB
- 2,340 FIXED
- 2,098 PORTABLE
- 1,470 FLOOR



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# FINANCES



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**Scenario 1:  
Status Quo**

<b>NUMBER OF EVENTS</b>	
Equine/Livestock	15
Entertainment/Rodeo	12
Sporting Event	30
State Fair	1
Other Fair/Festival	8
Exhibition	28
Meeting/Banquet/Other	102
<b>Total</b>	<b>196</b>
<b>EVENT DAYS</b>	
Equine/Livestock	20
Entertainment/Rodeo	20
Sporting Event	165
State Fair	9
Other Fair/Festival	12
Exhibition	90
Meeting/Banquet/Other	153
<b>Total</b>	<b>469</b>
<b>UTILIZATION DAYS</b>	
Equine/Livestock	32
Entertainment/Rodeo	40
Sporting Event	183
State Fair	20
Other Fair/Festival	18
Exhibition	140
Meeting/Banquet/Other	184
<b>Total</b>	<b>616</b>



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## DO NOTHING PLAN

	<b>Status Quo</b>
<b>OPERATING REVENUES</b>	
Facility Rent	\$395,000
Food Service (net)	\$415,000
Contract Service & Other (net)	<u>1,375,000</u>
<b>Total Operating Revenue</b>	<b>\$2,185,000</b>
<b>OPERATING EXPENSES</b>	
Salaries & Benefits	\$772,000
Contract Labor	1,085,000
Utilities	345,000
Repair & Maintenance	150,000
General & Administrative	200,000
Supplies	95,000
Insurance	100,000
Other	<u>115,000</u>
<b>Total Operating Expenses</b>	<b>\$2,862,000</b>
<b>NET OPERATING DEFICIT</b>	<b>(\$677,000)</b>



# INVEST AND GROW

### OPERATING REVENUES

Facility Rent	\$695,200
Food Service (net)	\$800,950
Contract Service & Other (net)	<u>1,705,000</u>
Total Operating Revenue	\$3,201,150

### OPERATING EXPENSES

Salaries & Benefits	\$1,273,800
Contract Labor	1,258,600
Utilities	479,550
Repair & Maintenance	193,500
General & Administrative	306,000
Supplies	140,600
Insurance	120,000
Other	<u>171,350</u>
Total Operating Expenses	\$3,943,400

**NET OPERATING DEFICIT (\$742,250)**



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<b>NUMBER OF EVENTS</b>	
Equine/Livestock	24
Entertainment/Rodeo	22
Sporting Event	45
State Fair	1
Other Fair/Festival	10
Exhibition	35
Meeting/Banquet/Other	<u>150</u>
Total	287

<b>EVENT DAYS</b>	
Equine/Livestock	41
Entertainment/Rodeo	29
Sporting Event	225
State Fair	9
Other Fair/Festival	15
Exhibition	112
Meeting/Banquet/Other	<u>210</u>
Total	640

<b>UTILIZATION DAYS</b>	
Equine/Livestock	60
Entertainment/Rodeo	66
Sporting Event	266
State Fair	20
Other Fair/Festival	23
Exhibition	175
Meeting/Banquet/Other	<u>240</u>
Total	850

**91**  
More Events

**9,103**  
More Room  
Nights

**\$5**  
Million  
More Spending



# \$86 MILLION INVESTMENT FOR THE FUTURE

Room / Functional Space	Total Structure GSF	Total Conceptual Estimate		Recommended
		Low	High	
A. Multi-purpose Event Center	206,287	\$64,735,131	\$79,786,918	\$72,261,024
B. Four Seasons Arena	0	\$45,360	\$75,600	\$60,480
C. Livestock Facility Upgrades	73,352	\$11,179,978	\$14,146,005	\$12,662,991
D. RV Additions/Renovations	0	\$1,001,700	\$1,144,800	\$1,073,250
<b>Total</b>	<b>279,639</b>	<b>\$76,962,169</b>	<b>\$95,153,323</b>	<b>\$86,057,746</b>



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