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# Multi-Use Agricultural Events Center

Project Status Report

Forsyth County Board of Commissioners

November 19, 2020

# Multi-Use Agricultural Events Center - Background

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- 2016 Forsyth County Bond Referendum
- Staff-level work group assembled by the County Manager in early 2017
- Purpose:
  - I. Review concepts and potential sites
  - II. Identify interests and explore partnerships
  - III. Make recommendations as appropriate concerning process steps.
- The work group meets on an as-needed basis and consists of representatives from several departments.

# Process Steps Identified

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- Step 1. Review Potential Facility Concepts
- Step 2. Equestrian Facilities Study
- Step 3. Evaluate Partnerships
- Step 4. Site Location Evaluations
- Step 5. Land Acquisition
- Step 6. Design
- Step 7. Phased Construction

# Original Project Schedule

2017	Winter	Issuance of Design Bond Money (\$775k) for various Parks projects in upcoming phases – 10% architectural/engineering estimated for Multi-Use Events Center
2017	Fall	Review Potential Facility Concepts
		Evaluate Partnerships - explore potential land acquisition.
2018		Work on Big Picture Concept & Develop “Pared Down” Concept Plan on County Properties.
2019	Winter	Present Initial Concepts at Winter Work Session
2020		Present Potential Sites to Board
	Winter	Finalize Location and Concept
2021	Winter	Issuance of Construction Bond Money - \$ 735,000
	Spring	Phased Construction - Design Development Phase
2022	Spring	Award Construction Bids
	Summer	Construction (Estimated through 2024)
2023	Winter	Issuance of Construction Bond Money - \$3,750,000

# Funding Schedule

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Amount	Bond Issuance Date	Description	Estimated Start Date
\$ 500,000 (+/-)	February 2017	Architectural & Engineering Design Work (10% Estimate)	Spring 2021 – Design Development
\$ 735,000	February 2021	Phased Construction	Spring 2022 – Award Bids Summer 2022 – Construction
\$ 3,750,000	February 2023	Phased Construction	Spring 2023 – 2024 Const.

# Review of Potential Facility Concepts

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- Three (3) facility concepts were identified.
  1. Multi-event focused
  2. Equestrian/livestock focused
  3. Equestrian focused
- The work group studied both the capital and operating costs associated with each of these types of facilities and their respective abilities to pay for themselves.

# Regional Facilities Study/Takeaways

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- The Work group studied the *net* annual operating costs of the four State facilities.
- Final analysis:
  - I. All four facilities run at a net operating loss.
  - II. The all-equestrian facilities bear the greatest loss.
  - III. Facilities that host a variety of events offset a portion of the net operating loss impact of the equestrian activities.
- Takeaway: The Multi-use event center concept offers maximum flexibility which in turn reduces the potential for greater net operating losses.

# Evaluation of Potential Partnerships

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- County Manager's efforts for potential partnerships
- Parks Departments efforts for potential partnerships
- Funding conversations explored
- **Takeaways:**
  - I. Look for suitable County-owned property on which to develop a multi-use event center concept.
  - II. One that can incorporate current equestrian assets to enhance the value of the project and create an enterprise that can support itself financially to as great an extent as possible.
- "Big-Picture Concept" criteria



# County Site Concept Evaluations

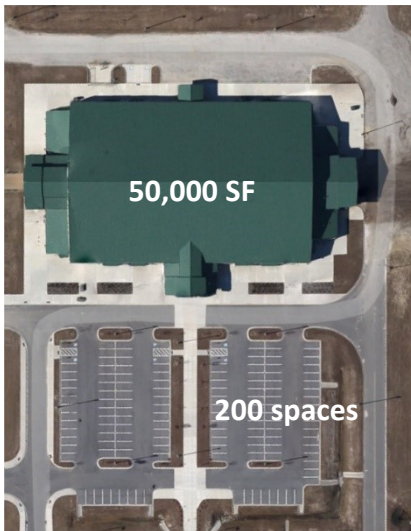
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- Over the course of 2018, the work group looked at different sites and site combinations which were evaluated along with conceptual drawings. The evaluations incorporated an analysis to determine which properties have land and infrastructure suitable for accommodating these land uses.
  - Tanglewood Park - Several sites and site combinations
  - C.G. Hill Memorial Park
  - Rolling Hills Property (Tobaccoville)
  - Horizons Park
  - Former Hill Middle School Site

# Site Plan Elements

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**Building**



**Parking**

**Barns**



**200 Horse Stalls**

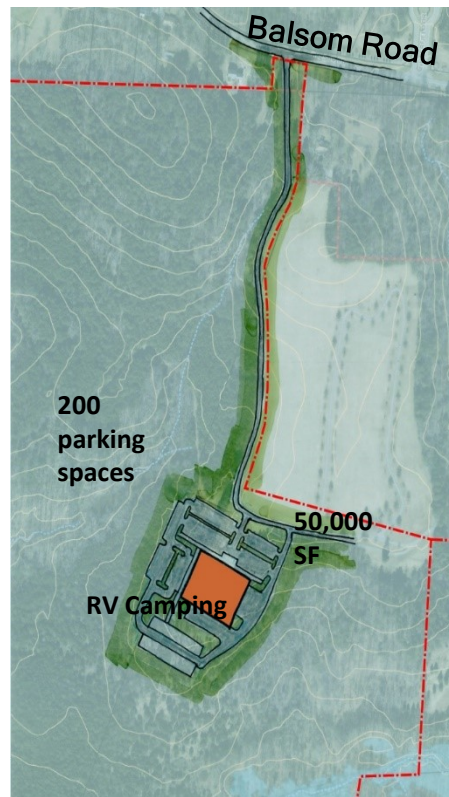
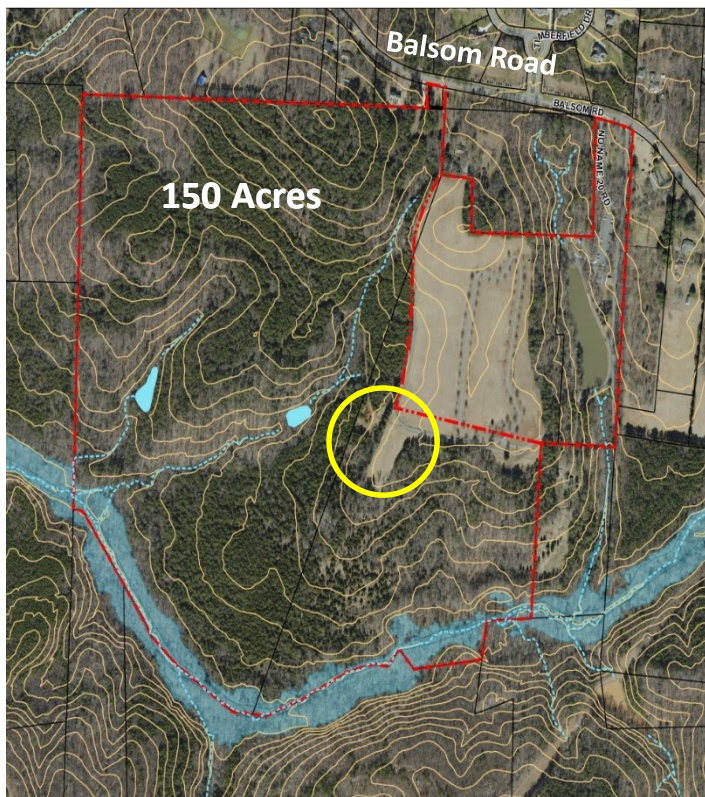
**Outdoor Arena**



**Practice Arena**



# C.G Hill Memorial Park



## Opportunities:

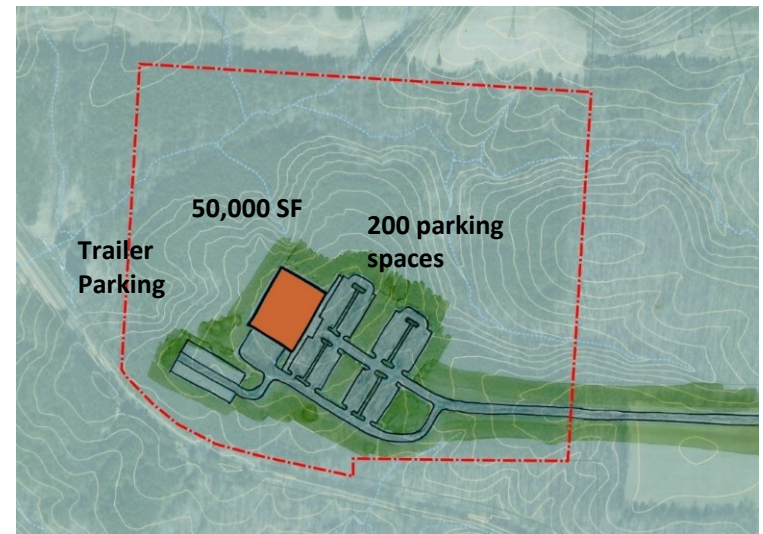
- Available Land
- Undeveloped
- Gentle Topography Area SW of the developed Park Site

## Constraints:

- Obtaining (new) Access Road off of Balsom Rd.
- Steep Topography in other Undeveloped Areas



# Rolling Hills (North Section)



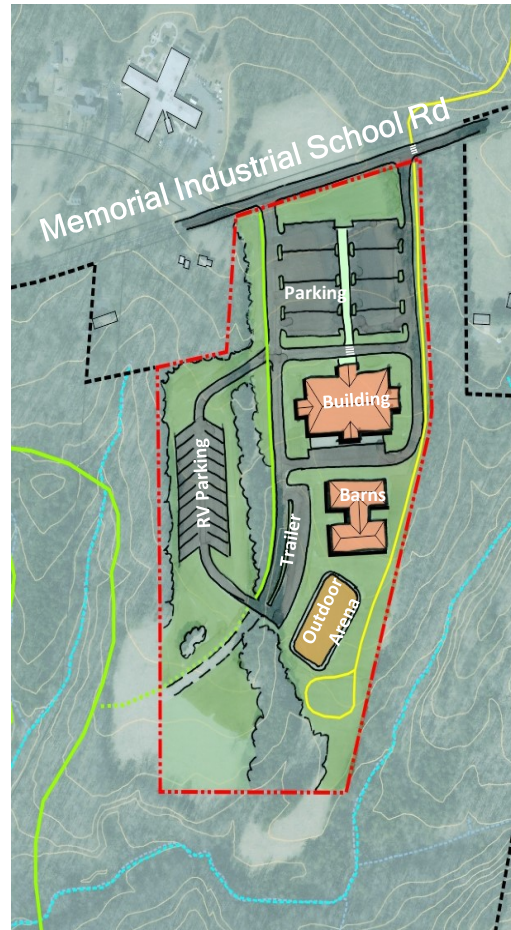
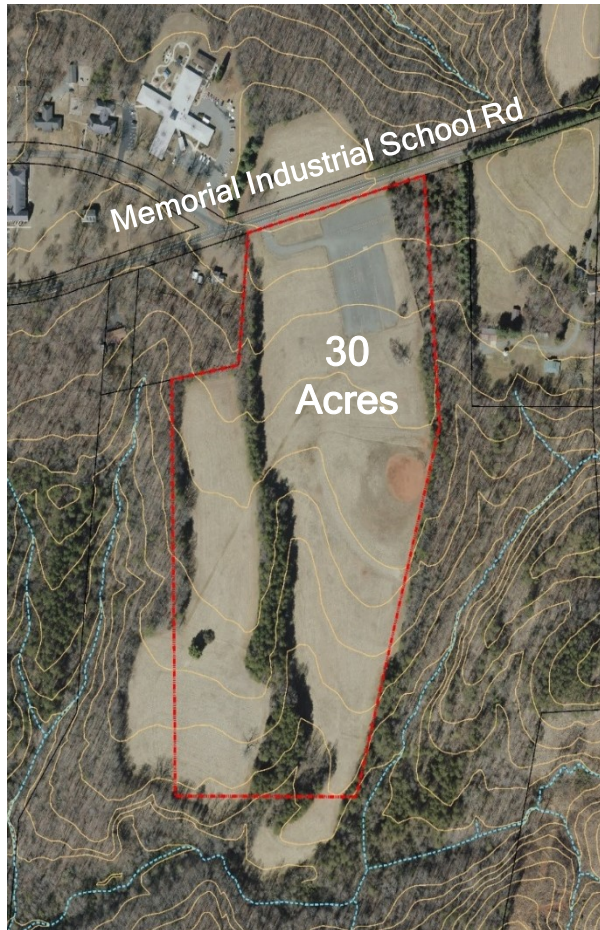
## Opportunities:

- County-owned
- Buildable Area in W./Central area of parcel - gentle slopes/topo.

## Constraints:

- Obtaining Access Road off of Doral Dr.
- Steep Slopes in Northern and Eastern sections of site

# Horizons Park



## Opportunities:

- Existing Parking
- Gentle slopes/topo - Buildable Area south of existing parking site
- Large Cleared Area

## Constraints:

- Park Location/access
- Memorial Industrial School Rd. Alignment



# Tanglewood Park – Five Sites



## Sites A-B-and C

### Opportunities:

- Good Access
- Gentle Topography
- Existing Horse Trail
- Located Outside the Main Gate

### Constraints:

- Site A –
  - Outside of Park Boundaries
- Site B -
  - Irregular Shape
  - Proximity to Dog Park
  - Not enough Acreage
- Site C –
  - Existing Utility Easement
  - Floodplain
  - Not enough Acreage

# Tanglewood - Site D - Concept Drawing



## Opportunities:

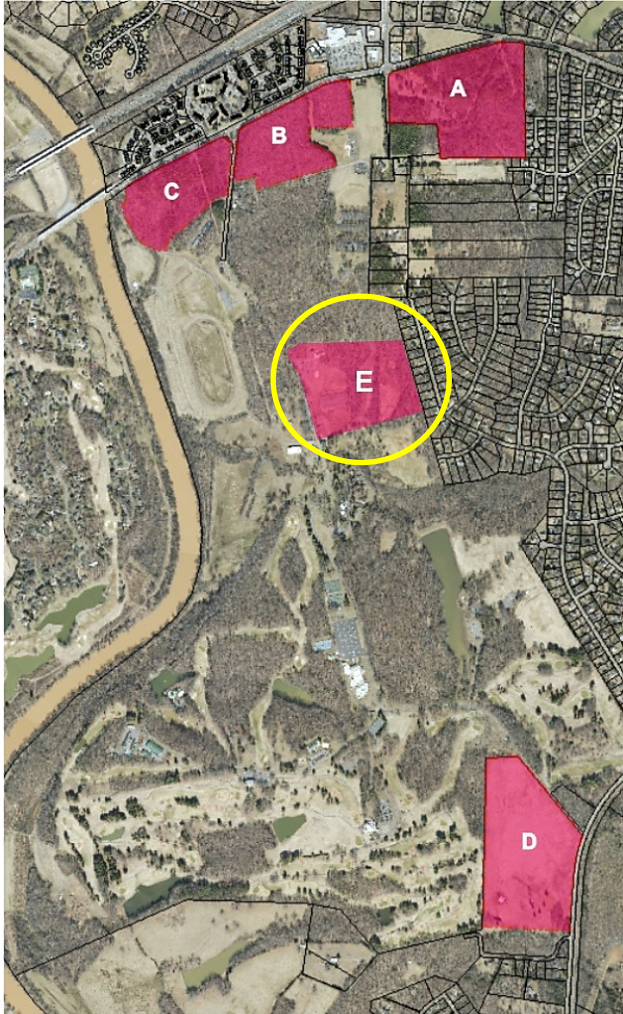
- Good Acreage
- Symmetrical Shaped Site
- Gentle Topography
- Good Access off Idols Road

## Constraints:

- Don't Own It



# Tanglewood Park - Site E





# Tanglewood Park - Site E - Analysis





# Option A (Split Rd. Parking) & Option B (Same-Side)





# Site Concept Recommendation – Tanglewood Site “E” Opt. B



- Most potential to break even at Tanglewood:
  - Marketing and Communications Department
  - Staff
  - Other Overhead
  - Tanglewood Brand
  - Infrastructure In-Place
  - Equestrian Tie-in
  - TWP Activities/Accommodations

# Potential Uses of Multi-Use Ag Events Center

Possible Non-Ag Public Events	Possible Ag Public Events	Institutional/Community Events/Private/Others
TWP-FOL (Gift Shop, Seasonal & Holiday Expos/Festivals/Shows, Indoor Skating Rink)	Horse/Equine Shows	NCSU Extension (Agronomy, Pesticide Training, Weed Management, Insect Control)
TWP-Golf (PGA Conference Shows)	Cattle Shows	Career Day - Schools
TWP—(BMX Shows)	Farm Heritage Day	County Agribusiness Breakfast
Regional Wine/Viticulture events	Livestock Clinic	Graduation Ceremonies
Yoga Retreats; Wellness Expos	Regional Ag Expos	Corporate Events/Retreats
Fly Fishing Expos; RV & Boat Shows	Tractor Pull	Weddings
Home & Garden; Log & Timber Home; Hot Tub & Swim Spa; and Kitchen & Bath Shows/Expos	Horse & Tack Auctions	Family Reunions
Job Fair & Career Expo; Crafts Shows (Quilts)	Trade Show Exhibitions	Holiday Parties
Concerts; Circus; Fine Art Shows	County/District 4-H Horse Show	Civic Clubs (Regional/District/State) Mtgs.
Dog/Kennel Club and Cat Shows	Barrel Racing	Chamber of Commerce Events
Entrepreneur (Small Business); Regional Business Expos; Christian Business Expo	Breed/Association Shows	Medical Seminars - Regional Medical Industry
Consignment Sales; Pageants; Gun & Knife Show	Rodeos	Photography sessions – (Space Rental w staging)
BBQ Festivals; Summer Camp Expo & Kid Fest	Roping Events	Opportunities to partner w/ BB&T Sports Park
MMA Events; Guitar Show; Monster Truck Show	NCDOT Surplus Auction	Southern Women's; Bridal; Kids consignment sale