

# THE WYOMING STATE FAIR MASTER PLAN UPDATE



**JOINT AGRICULTURE PRESENTATION FOR NOVEMBER OF 2022**

# WSF Master Plan Overview

## **GOALS & OBJECTIVES OF THE MASTER PLAN:**

- ✓ Create opportunities to increase non-fair activities and revenues
- ✓ Increase Fair participation and revenues
- ✓ Redevelopment and reprogramming of the areas of the Fairgrounds to meet current and future market demands

*These broad goals and objectives became the underlying themes in the formulation of the Master Plan options that were considered.*

# *A Time for Transformation*

## **2018-2019**

### **2018**

- SF0045 (adopted 3/14/18)
- WS 11-10-1010 (effective 9/1/18)
- The first WSF board is seated

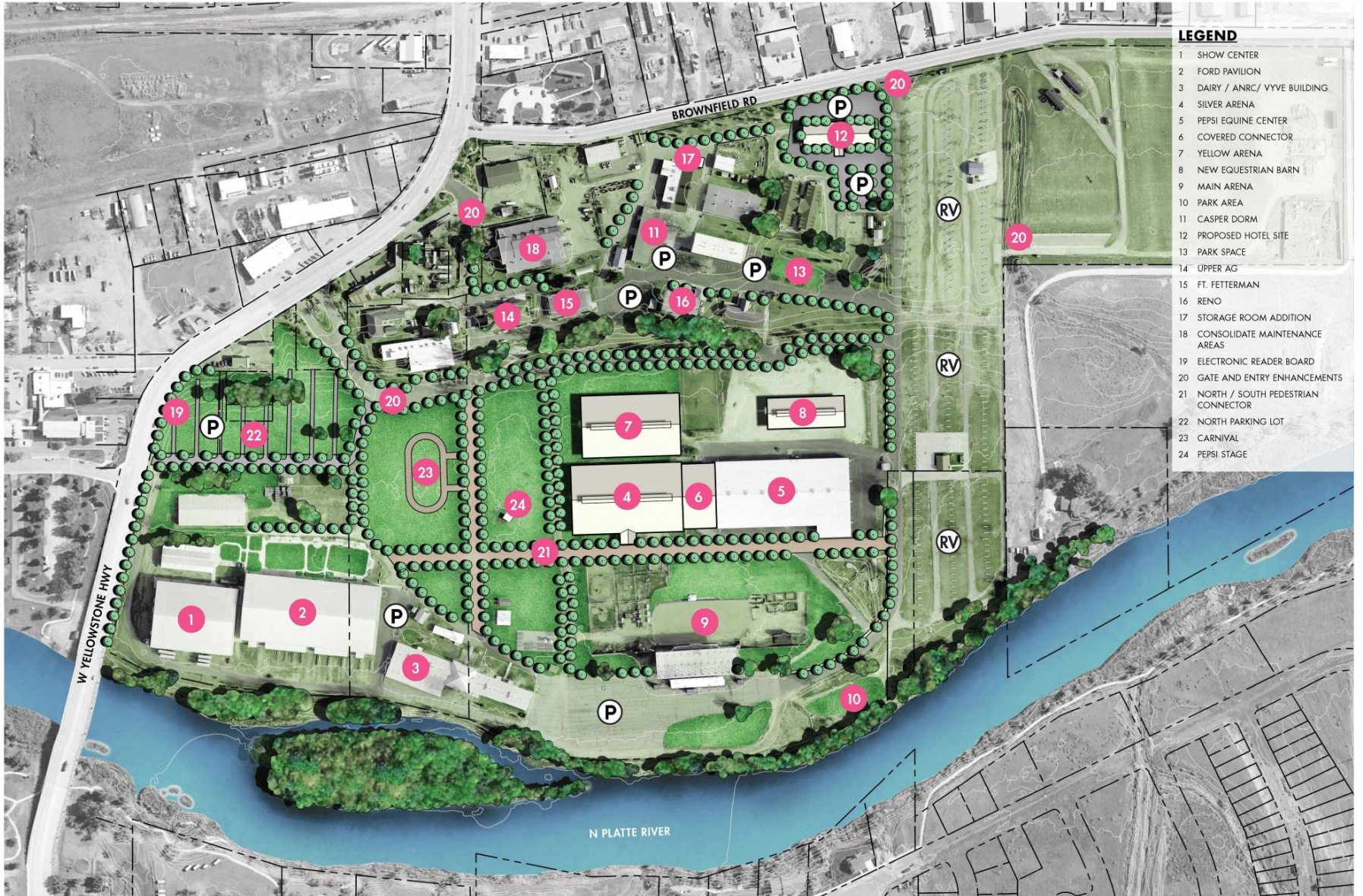
### **2019**

- Administrative changes transpire, resulting in a new General Manager being hired
- Master Planning takes place

## **2020**

### **WSF Master Plan is Released in Jan 2020**

- The Master Plan identifies 29 unique facility projects, broken into near-term (1-3 years), mid-term (4-6 years) and long-term (7-10 years) time frames and the necessity of rebranding the Wyoming State Fair Event and branding the Wyoming State Fairgrounds as an event center



**LEGEND**

- 1 SHOW CENTER
- 2 FORD PAVILION
- 3 DAIRY / ANRC/ VVVE BUILDING
- 4 SILVER ARENA
- 5 PEPSI EQUINE CENTER
- 6 COVERED CONNECTOR
- 7 YELLOW ARENA
- 8 NEW EQUESTRIAN BARN
- 9 MAIN ARENA
- 10 PARK AREA
- 11 CASPER DORM
- 12 PROPOSED HOTEL SITE
- 13 PARK SPACE
- 14 UPPER AG
- 15 FT. FETTERMAN
- 16 RENO
- 17 STORAGE ROOM ADDITION
- 18 CONSOLIDATE MAINTENANCE AREAS
- 19 ELECTRONIC READER BOARD
- 20 GATE AND ENTRY ENHANCEMENTS
- 21 NORTH / SOUTH PEDESTRIAN CONNECTOR
- 22 NORTH PARKING LOT
- 23 CARNIVAL
- 24 PEPSI STAGE



# NEAR-TERM MASTER PLAN PROJECTS (1-3 YEARS 21'-23')

Plan Label	Master Plan Enhancement Elements	Near-Term
A	Enclose Silver Arena – Level I/Level II feasibility study is out to RFQ	\$8,050,000
B	Upgrade Ventilation System in Pepsi Equine Center	\$26,000
H	Remove F Barn – N/A Equine demand has grown significantly	\$55,040
I1	Renovate Dairy Barn/ANRC/Vyve Building	\$313,000
M	Remove Ft. Washakie and Create Parking Area	\$232,140
O	Renovate Ft. Fetterman Interior	\$155,355
P	Addition of Storage Area to McKibben Cafeteria Building	\$420,000
Q1	Consolidate Maintenance Storage Facilities	\$70,450
R	North/South Pedestrian Connector	\$840,000
S	Replace Pepsi Stage	\$40,800
T	Gate and Entry Enhancements	\$120,000
U	New Electronic Reader Board (Cost Paid by Converse County Tourism)	\$40,000
	General Landscaping Improvements	\$150,000
	<b>Total Costs:</b>	<b><u>\$10,512,785</u></b>



# MID-TERM MASTER PLAN PROJECTS (4-6 YEARS 24'-26')

Plan Label	Master Plan Enhancement Elements	Mid-Term
C	Covered Connector Between Silver Arena and Pepsi Equine Center	\$252,000
E	Reduce Main Arena and <b>Replace Announcer Booth and Rodeo Office</b>	\$200,000
J	Climatize Pavilion for Year-Round Use	\$1,500,000
K	Concrete Show Center Floor	\$236,754
L	Renovate Ft. Bridger and Ft. Laramie Dorms	\$6,399,850
N	Possible Hotel Site (Cost of Hotel Incurred by Developer)	\$12,600,000
V	Pave Driveways in North Parking Lot	\$334,000
W	<b>Relocate Carnival to Midway Area</b>	\$500,000
X	Pave Remainder of Carnival Parking Lot – N/A	\$374,000
	General Landscaping Improvements	\$150,000
	<b>Total Costs:</b>	<b><u>\$22,546,604.00</u></b>



# LONG-TERM MASTER PLAN PROJECTS (7-10 YEARS 27'-30')

Plan Label	Master Plan Enhancement Elements	Long-Term
D	Cover Yellow Arena	\$2,250,000
F	Add 4,000 Seats to Grandstands with Wings	\$1,600,000
G	Replace Barns A and B	\$1,792,000
I2	Replace Dairy Barn/ANRC/Vyve Building with Exhibition Building	\$7,000,000
Q2	Renovate Maintenance Building	\$5,500,000
	General Landscaping Improvements	\$200,000
	<b>Total Costs:</b>	<b><u>\$18,342,000</u></b>



# Wyoming State Fair Facility Projects 2019-2022

## COMPLETED (SINCE 2019)

- Fort Bonneville Window Replacement
- Maintenance Shop Window Replacement
- Tree Removal on Meadowlark & Paintbrush
- Masonry Repair on AG Hall
- Masonry Repair on Maintenance Shop
- Master plan
- Fort Reno Exterior Upgrades
- AG Hall Window Replacement
- McKibbon Water Heater Replacement
- Fort Bonneville Elevator Modernization
- Fort Reno Exterior Upgrades
- Entrance, Paintbrush, & Meadowlark Paving/Resurface
- Multiple Building LED Lighting Upgrade
- Digital Sign Installation - CCTB Funded

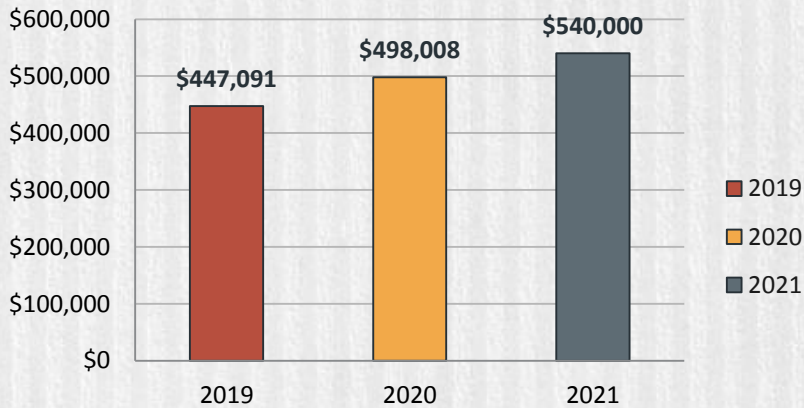
## 2022 FACILITY PROJECTS

- Ford Pavilion Electrical Distribution
- Full Campus Tree Management
- Crow's Nest Structural Renovation
- McKibbon Ansel System
- Goat Barn Electrical
- Pepsi Equine Public Announcement
- Ticket Booth Replacement
- Pepsi Stage Replacement
- Rodeo Office Replacement
- ADA Ramps for Silver & Rodeo Office
- RFQ for Silver Arena

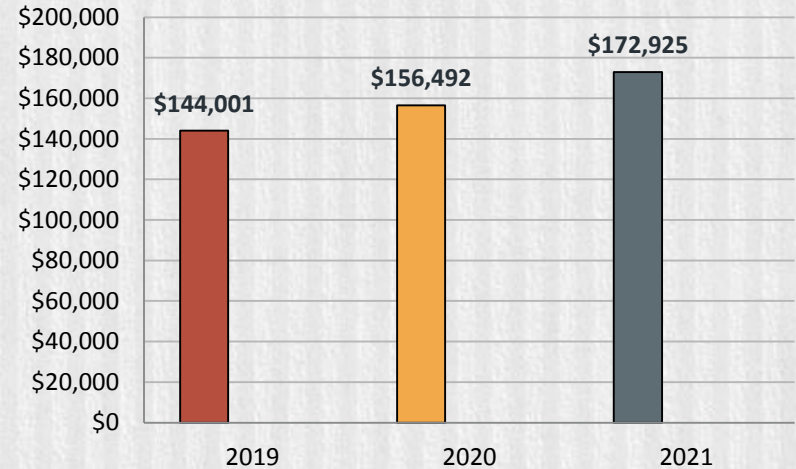
# 11-10-102:MAXIMIZES REVENUES BUT DOES NOT DISRUPT THE ANNUAL STATE FAIR;



### 0801 FAIR REVENUES



### 0803 INTERIM EVENT REVENUES



### 0801 REVENUE TRENDS (19', 20', 21')

### 0803 REVENUE TRENDS (19', 20', 21')



*What is the purpose of the Wyoming State Fair & Fairgrounds and how does that relate to the Master Plan?*



#### **MASTER PLAN GOALS & OBJECTIVES:**

- CREATING OPPORTUNITIES TO INCREASE NON-FAIR ACTIVITIES, EVENTS, AND NET REVENUES**
- CREATING THE CAPABILITY TO INCREASE FAIR PARTICIPATION AND ATTENDANCE AND REVENUES**
- REDEVELOPING/REPROGRAMMING OF THE AREAS OF THE FAIRGROUNDS TO MEET CURRENT AND FUTURE MARKET DEMAND**



# *What is next for the Wyoming State Fair?*



*“Our Vision for the future of the Wyoming State Fair & Fairgrounds is to create a sustainable asset and valuable event for generations to come.” -Courtney Conkle, General Manager*