



**FINAL REPORT:  
FEASIBILITY STUDY & UPDATED MASTER  
PLAN FOR DESERET PEAK COMPLEX  
JANUARY 12, 2023**



<u>SECTION</u>	<u>PAGE</u>
Executive Summary	3
1. Introduction	14
2. Demographic/Socioeconomic Analysis & Recreation/Event Trends	17
3. Review of Existing Facility Operations	34
4. Comparable Recreation & Event Center Analysis	51
5. Interview Summaries	71
6. Online Survey Results	80
7. Market Feasibility Results & Recommendations	91
8. Financial Operations Analysis	94
9. Concept Plans & Construction Cost Estimate	102
10. Utilities Analysis	119
11. Funding Options Analysis	133

*Please Note: This report relies on a variety of information and assumptions to develop market, financial, and economic projections. Sources of information and assumptions include, but may not be limited to, information provided by Tooele County, input and opinions provided by relevant third parties, Victus Advisors' industry experience and previous studies, and publicly available data from various industry sources. Any such information collected by Victus Advisors has not been audited or verified and has been assumed to be correct. There will be differences between actual events and the projections contained herein, and we express no assurances of any kind related to any projected information. Differences between projections and actual events may be material.*



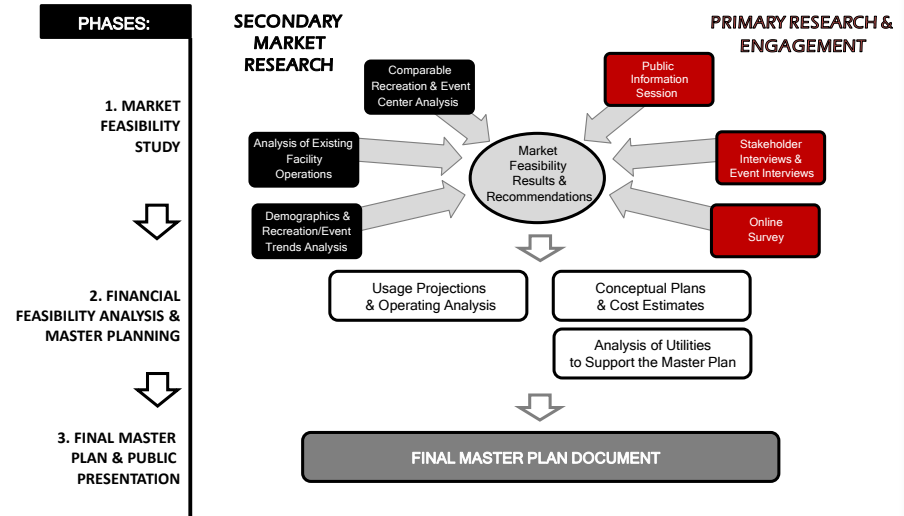
## EXECUTIVE SUMMARY

**Project Background** - Victus Advisors and Think Architecture were engaged by Tooele County (or the “County”) in April 2022 to conduct a Market/Financial Feasibility Study and Updated Facility Master Plan for the Deseret Peak Complex.

Our primary project goals for this study included, but were not limited to:

- Identify opportunities for increased utilization of the Complex via both increased utilization of existing venues/amenities and physical upgrades or additions to the venue mix.
- Develop strengths and weaknesses of the existing operations of the facility, and then identify specific opportunities for improvement via operational improvement, strategic plan changes, programming opportunities, and/or marketing opportunities.
- Generate multiple site plan and facility concepts for the renovated Complex.
- Analyze potential funding sources for renovating the Complex according to the unique characteristics of Tooele County.

## Study Methodology -



## Demographic & Socioeconomic Analysis -

- Tooele County has 33% of its population under the age of 18, which is higher than the State of Utah average and significantly higher than the national average, which bodes well for recreation demand.
- Tooele County has a significantly lower median age than the U.S. average. A lower median age tends to represent a large presence of young families and working-age populations, which can be a positive indicator for recreation demand.
- Tooele County and the State of Utah's projected population growth rate is more than double the U.S. national average, which is an indicator of future recreational demand growth.
- Tooele County and the State of Utah both have a significantly higher percentage of households with children than the national average. A high percentage of households with children is a positive indicator for family recreation demand in the region.
- When adjusted for cost of living, the median household income in Tooele County is significantly higher than the U.S. median income. Higher household incomes can indicate an ability to spend disposable income on recreational programs.
- There is a population of over 65,000 people within a 15-minute drive time of the Deseret Peak Complex and over 141,000 people within a 30-minute drive time of the Complex. There is a population of over 3 million people within a 2.5-hour drive time of Tooele County and over 4.4 million people within a 5-hour drive time of Tooele County, to potentially draw from for visitor-related events such as sports tournaments and music festivals.

## Trends Analysis -

- Deseret Peak Complex can currently accommodate four (4) of the 10 leading national sports - baseball, soccer, football, and softball, all of which are outdoor sports.
- Developing additional space for indoor sports such as basketball, volleyball, etc. could enhance the versatility of the Complex. Along those lines, the same indoor space can be used to offer programs for senior citizens.
- Music festivals draw visitors from beyond just the local area, as the average distance traveled to attend a music festival is 433 miles. The Deseret Peak Complex has ample space to add complementary activities and attractions for festivals such as Country Fan Fest. This advantage can provide additional opportunities for the Complex to host more festivals.
- Lastly, Although horse ownership has decreased nationally, it is still an industry with a \$120 billion dollar annual economic impact (per the American Horse Council), and Deseret Peak Complex is one of the few venues in the State that provides space for horses.

# EXISTING FACILITY OPERATIONS & COMPARABLE COMPLEX BENCHMARKING



## Existing Facility Operations -

- Tooele County staff indicated that their goal is for the Deseret Peak Complex to be a regional recreational draw where County residents can come and recreate at minimal cost.
- Outdoor Youth/Amateur Sports and Aquatic Recreation were the activity/event types most frequently attended/participated on average in a year.
- Respondents rated Overall Satisfaction with the Deseret Peak Complex with a Top-2 box score of 32%, which is considered a below average level of customer satisfaction.
- The Deseret Peak Complex has the capacity to host a wide variety of indoor and outdoor events throughout the year. Feedback from stakeholders, however, suggests that the Complex is still underutilized.
- The Deseret Peak Complex operated at an approximate 52% cost recovery before contributions from other County funds and capital expenditures were taken into account. Improvements and upgrades to the Complex could increase utilization and as a result, potentially increase the cost recovery.

## Benchmarking Against Comparable Complexes -

- Amenities** - Deseret Peak Complex is the only comparable facility that has all the amenities listed below. It should be noted however, that the Complex's indoor multi-use space is not a permanent flat floor space that can host conferences, flat floor shows, etc.

Facility	Indoor Dirt Arena(s)	Outdoor Dirt Arena(s)	RV Campgrounds	Outdoor Multi-Use Fields	Outdoor Ball Diamonds	Horse Stalls	Indoor Multi-Use Space
Bastian Agricultural Center	✓	✓		✓		✓	✓
Bingham Regional Park				✓			
Cam-Plex Multi Event Facilities	✓	✓	✓				✓
Carbon County Event Center	✓	✓		✓	✓	✓	✓
Deseret Peak Complex	✓	✓	✓	✓	✓	✓	✓
Golden Spike Event Center	✓	✓		✓	✓	✓	
Uintah County Western Park	✓	✓					✓
Wasatch County Event Complex	✓	✓				✓	✓

- Event Types** - Deseret Peak Complex can accommodate only three (3) of the five (5) listed event types shown below.

Facility	Western Events	Stick & Ball Sports	Rectangular Field Sports	Conferences/ Flat Floor Shows	Indoor Sports
Bastian Agricultural Center	✓		✓	✓	
Bingham Regional Park			✓		
Cam-Plex Multi Event Facilities	✓			✓	
Carbon County Event Center	✓	✓	✓	✓	
Deseret Peak Complex	✓	✓	✓		
Golden Spike Event Center	✓	✓	✓	✓	✓
Uintah County Western Park	✓			✓	
Wasatch County Event Complex	✓			✓	

### Overview of Interview Participants -

- **Stakeholder Interviews** - Victus Advisors conducted in-person and phone interviews with representatives from the following nine (9) organizations:
  - Energy Solutions
  - Stansbury Service District
  - Tooele City Council
  - Tooele City Parks and Recreation
  - Tooele County Council
  - Tooele County School District
  - Tooele County Special Recreation District
  - Tooele Valley Chamber of Commerce
  - Utah Motorsports Campus
- **User Group Interviews** - Victus Advisors also conducted phone interviews with representatives from the following 10 organizations/individuals:
  - Bit N Spur Rodeo
  - Country Fan Fest
  - Deseret Peak BMX
  - Down and Dirty Barrel Club
  - Elite Soccer FC
  - Live a Little Entertainment Group
  - Mule Deer Association
  - Tooele County Fair
  - Troy Johansen Softball
  - Up with Kids

### Key Takeaways -

- Nearly all interviewees thought that the Complex is outdated and underutilized.
- Generally speaking, interviewees were supportive of making renovation and improvements to the Deseret Peak Complex.
- Suggested immediate improvements to the Deseret Peak Complex include: more restrooms throughout the Complex, and electrical upgrades/updates throughout the Complex.
- Suggested long-term improvements to the Deseret Peak Complex include: indoor recreation center, more outdoor fields, bigger conference center, and more camping spots.

**Survey Overview** - Victus Advisors also conducted online surveys with 963 Deseret Peak Complex users and other Tooele County residents. Based on the current estimated population of Tooele County, questions with 963 responses have a margin of error of +/- 3.1% with a 95% confidence interval. The survey link was distributed by the County via their email, digital, online, and social media channels. Our general survey topics included, but were not limited to:

- General demographic information
- Participation frequency at Deseret Peak Complex
- Satisfaction with recent experiences at the Deseret Peak Complex
- Suggested improvements at the Deseret Peak Complex

Survey respondent profile:

- 28% Male, 72% Female
- 87% between the ages of 25 and 64 (62% age 25 to 44, 25% age 45 to 64)
- 92% White (Non-Hispanic), 4% Hispanic/Latino, 4% Other
- Median Household Income: \$75,000 - \$99,999

Residence:

- 96% Tooele County
- 3% Salt Lake County
- 1% Utah County

**Key Takeaways** -

- Overall ratings of the Deseret Peak Complex elements were below average. The 'Location of the Complex' had the highest rating, while 'Restroom condition/quality' had the lowest rating.
- Outdoor Youth/Amateur Sports and Aquatic Recreation were the activity/event types most frequently attended/participated on average.
- Some of the highest rated potential improvements include more indoor sports options, new indoor fitness facilities/programs, aquatic center improvements/upgrades, and more outdoor sports options.
- Some of the future event types that respondents were most interested in included Tooele County Fair, Mainstream music concerts, High school sports, Fitness classes and programming, Western events, Youth programming, and Participatory amateur sports.



**Overview** - Our recommended improvements to the Deseret Peak Complex are based primarily upon the following primary and secondary research conducted by Victus Advisors over the course of this study, including but not limited to:

- Analysis of Tooele County’s unique market characteristics.
- Review of comparable facilities in Utah and the mountain west.
- Community feedback via public input, emails, interviews, and online survey.

Based on customized research and our extensive industry experience, we have identified that community demand exists for renovation and/or expansion of the Deseret Peak Complex in Tooele County.

## Prioritization of Improvements -

### Priority I - Improve & Expand Upon Existing Success

- Immediate improvements needed by current key user groups
- Continue to build upon success with western events
- Continue to build upon success in youth/amateur sports
- Continue to build upon success with live events (County Fair, Country Fan Fest, outdoor arenas)
- Invest in aquatic facility (deferred maintenance)
- Create a better flow to the complex, for both walking and driving. This includes fixing parking, traffic flow, pedestrian flow, and signage/wayfinding issues

## Prioritization of Improvements (cont.) -

### Priority I - Improve & Expand Upon Existing Success (cont.)

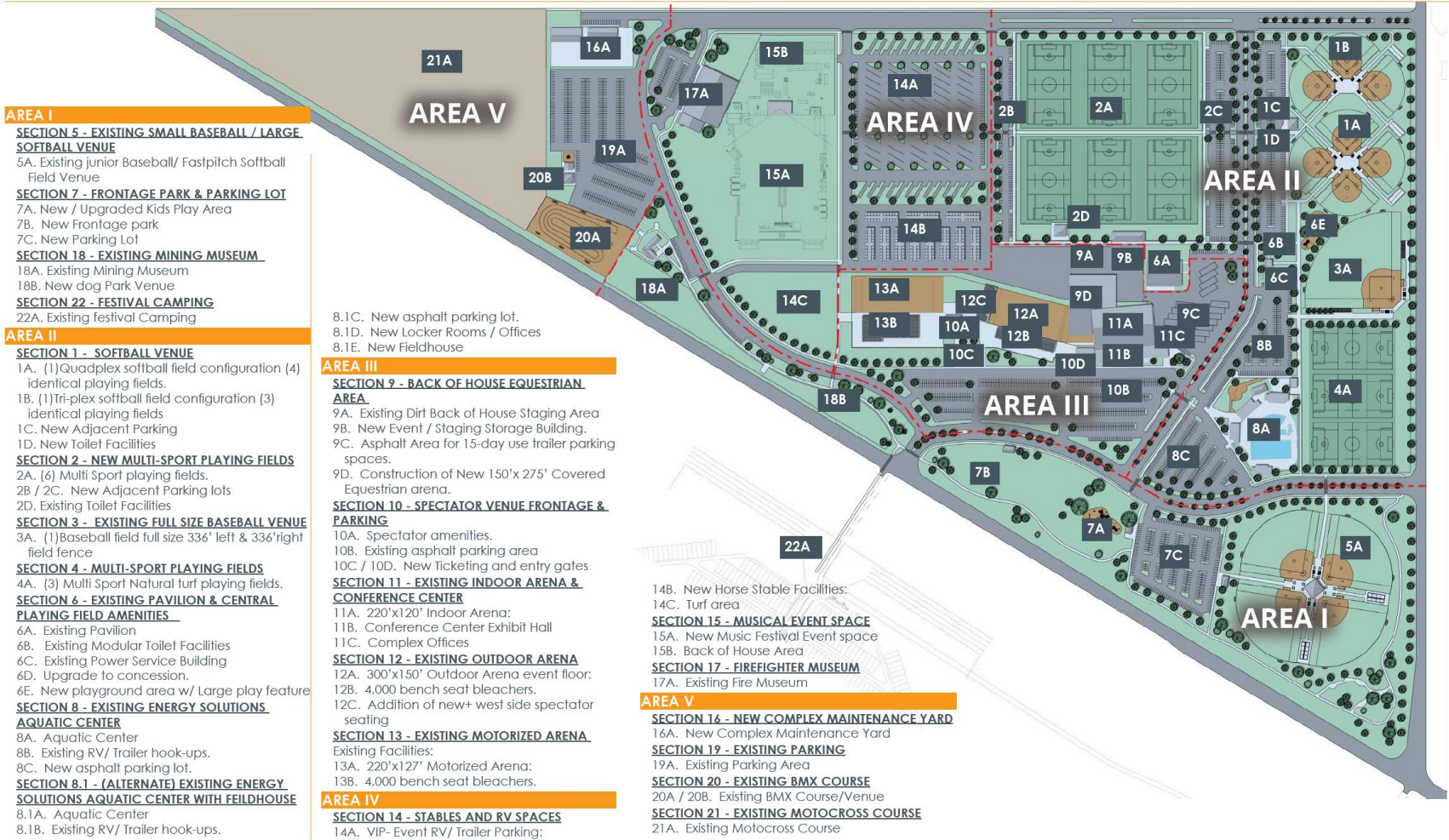
- Create a more park-like feel, including green space and kids play features. Think about how dedicated green space can also be used to reduce impact on sports fields from Fair/Fan Fest.
- Opportunity to relocate existing service/workshop buildings and repurpose the racetrack area for expansion of other outdoor amenities with broader user demand
- Upgrade/increase overall restrooms and concessions

### Priority II - New Facilities

- Indoor recreation, sports, and event center (multi-use facility with fitness/recreation programming, gym space with multiple courts, and flexible ability to host private events as well)
- Consider ability to cover aquatic center in winter or provide indoor option in new recreation center
- New concert facility that could further reduce impact of Fair/Fan Fest on sports fields... such as an amphitheater that is dedicated to concert/arts/entertainment activity



## OVERALL PLAN VIEW



**AREA I**

- SECTION 5 - EXISTING SMALL BASEBALL / LARGE SOFTBALL VENUE**  
5A. Existing junior Baseball/ Fastpitch Softball Field Venue
- SECTION 7 - FRONTAGE PARK & PARKING LOT**  
7A. New / Upgraded Kids Play Area  
7B. New Frontage park  
7C. New Parking Lot
- SECTION 18 - EXISTING MINING MUSEUM**  
18A. Existing Mining Museum  
18B. New dog Park Venue
- SECTION 22 - FESTIVAL CAMPING**  
22A. Existing festival Camping

**AREA II**

- SECTION 1 - SOFTBALL VENUE**  
1A. (1) Quadplex softball field configuration (4) identical playing fields.  
1B. (1) Tri-plex softball field configuration (3) identical playing fields  
1C. New Adjacent Parking  
1D. New Toilet Facilities
- SECTION 2 - NEW MULTI-SPORT PLAYING FIELDS**  
2A. (6) Multi Sport playing fields.  
2B / 2C. New Adjacent Parking lots  
2D. Existing Toilet Facilities
- SECTION 3 - EXISTING FULL SIZE BASEBALL VENUE**  
3A. (1) Baseball field full size 336' left & 336' right field fence
- SECTION 4 - MULTI-SPORT PLAYING FIELDS**  
4A. (3) Multi Sport Natural turf playing fields.
- SECTION 6 - EXISTING PAVILION & CENTRAL PLAYING FIELD AMENITIES**  
6A. Existing Pavilion  
6B. Existing Modular Toilet Facilities  
6C. Existing Power Service Building  
6D. Upgrade to concession.  
6E. New playground area w/ Large play feature
- SECTION 8 - EXISTING ENERGY SOLUTIONS AQUATIC CENTER**  
8A. Aquatic Center  
8B. Existing RV/ Trailer hook-ups.  
8C. New asphalt parking lot.
- SECTION 8.1 - (ALTERNATE) EXISTING ENERGY SOLUTIONS AQUATIC CENTER WITH FEILDHOUSE**  
8.1A. Aquatic Center  
8.1B. Existing RV/ Trailer hook-ups.

- 8.1C. New asphalt parking lot.  
8.1D. New Locker Rooms / Offices  
8.1E. New Fieldhouse
- AREA III**
- SECTION 9 - BACK OF HOUSE EQUESTRIAN AREA**  
9A. Existing Dirt Back of House Staging Area  
9B. New Event / Staging Storage Building.  
9C. Asphalt Area for 15-day use trailer parking spaces.  
9D. Construction of New 150'x 275' Covered Equestrian arena.
- SECTION 10 - SPECTATOR VENUE FRONTAGE & PARKING**  
10A. Spectator amenities.  
10B. Existing asphalt parking area  
10C / 10D. New Ticketing and entry gates
- SECTION 11 - EXISTING INDOOR ARENA & CONFERENCE CENTER**  
11A. 220'x120' Indoor Arena:  
11B. Conference Center Exhibit Hall  
11C. Complex Offices
- SECTION 12 - EXISTING OUTDOOR ARENA**  
12A. 300'x150' Outdoor Arena event floor:  
12B. 4,000 bench seat bleachers.  
12C. Addition of new+ west side spectator seating
- SECTION 13 - EXISTING MOTORIZED ARENA**  
Existing Facilities:  
13A. 220'x127' Motorized Arena:  
13B. 4,000 bench seat bleachers.
- AREA IV**
- SECTION 14 - STABLES AND RV SPACES**  
14A. VIP- Event RV/ Trailer Parking:

- 14B. New Horse Stable Facilities:  
14C. Turf area
- SECTION 15 - MUSICAL EVENT SPACE**  
15A. New Music Festival Event space  
15B. Back of House Area
- SECTION 17 - FIREFIGHTER MUSEUM**  
17A. Existing Fire Museum
- AREA V**
- SECTION 16 - NEW COMPLEX MAINTENANCE YARD**  
16A. New Complex Maintenance Yard
- SECTION 19 - EXISTING PARKING**  
19A. Existing Parking Area
- SECTION 20 - EXISTING BMX COURSE**  
20A / 20B. Existing BMX Course/Venue
- SECTION 21 - EXISTING MOTOCROSS COURSE**  
21A. Existing Motocross Course

**Overview** - Victus Advisors developed two (2) operating scenarios:

- **Scenario 1** - Existing agreements where several venues are operated by third-parties; and,
- **Scenario 2** - Tooele County Parks & Recreation operates all venues.

Please note that these operating projections are assumed to begin several years in the future, at which point the COVID-19 pandemic is assumed to be substantially over. For additional assumptions related to our operating and financial projections, please read our full report for details. The financial projections displayed in this report utilize a variety of additional assumptions, including data gathered from 3rd-party sources, information provided by Tooele County, and Victus Advisors' industry experience. There will be differences between these projections and actual events, and these differences may be material.

**Operating Pro Forma - Scenario 1** - In a stabilized year of operations, it is estimated that the operations of an improved Deseret Peak Complex (Operating Scenario 1) in Tooele County could operate at an approximate 50% cost recovery, as shown at right.

**Operating Pro Forma - Scenario 2** - In a stabilized year of operations, it is estimated that the operations of an improved Deseret Peak Complex (Operating Scenario 2) in Tooele County could operate at an approximate 61% cost recovery, as shown at right.

## Operating Pro Forma - Scenario 1 -

	Stabilized Year
<b>Operating Revenues:</b>	
Admissions	\$167,000
Rents	\$223,000
Concessions (Net)	\$85,000
Donations	\$30,000
Utility Fees	\$20,000
<b>Total Revenues:</b>	<b>\$525,000</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$370,000
Utilities	\$391,000
Advertising, Marketing, & Promotion	\$6,000
General, Administrative, & Other	\$1,000
Maintenance/Repair	\$96,000
Materials/Supplies	\$190,000
<b>Total Expenses:</b>	<b>\$1,054,000</b>
<b>EBIDA</b>	<b>(\$529,000)</b>
<b>ESTIMATED COST RECOVERY</b>	<b>50%</b>

## Operating Pro Forma - Scenario 2 -

	Stabilized Year
<b>Operating Revenues:</b>	
Admissions	\$167,000
Rents	\$344,000
Parks & Rec Programs	\$170,000
Concessions (Net)	\$98,000
Donations	\$30,000
Utility Fees	\$20,000
<b>Total Revenues:</b>	<b>\$829,000</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$503,000
Utilities	\$391,000
Program Expenses	\$119,000
Advertising, Marketing, & Promotion	\$25,000
General, Administrative, & Other	\$10,000
Maintenance/Repair	\$126,000
Materials/Supplies	\$190,000
<b>Total Expenses:</b>	<b>\$1,364,000</b>
<b>EBIDA</b>	<b>(\$535,000)</b>
<b>ESTIMATED COST RECOVERY</b>	<b>61%</b>

**Overview** - The purpose of this section is to provide an overview of various funding sources that may be available to fund renovation and/or expansion of the Deseret Peak Complex in Tooele County. This analysis is based upon a review of comparable venues across the country, as well as unique funding opportunities and financing vehicles that may be available within the State of Utah. The analysis in this section is organized into two primary sections, with debt-related financing vehicles presented at the beginning, followed by a summary of various revenues streams or cash sources that are often used to pay for sports, recreation, and event center debt service and/or upfront capital costs

## Public Debt Financing Tools -

- **General Obligation (GO) Bonds** - The County has the authority to issue GO bonds for recreational facilities, if a majority of County voters approve such a measure in a general or special election. The largest sources of tax revenue in the General Fund are Property Tax and Sales Tax. If there are not sufficient projected revenue streams in the County's General Fund to support new GO bond debt service payments, the County may need to consider potential tax increases to support a bond.
- **Revenue Bonds** - One advantage to revenue bonds is that they are project specific, and thus do not diminish the County's bonding capacity for future GO bonds. One disadvantage is that they typically carry a higher interest rate than GO bonds and are usually larger with higher payment terms. However, the biggest disadvantage in this case is that since the annual operations of the Deseret Peak Complex requires annual financial support, operating revenues are not likely to be a viable funding source for debt service payments. Therefore, any revenue bonds would need to be funded by a dedicated tax revenue source.

## Public Debt Financing Tools (cont.) -

- **Tax Increment Financing (TIF)** - TIF or other special tax districts can be a powerful tool recreational facility financing via incremental or temporary tax revenues resulting from development in a designated area. For TIF to be viable for Deseret Peak Complex renovations, the complex would need to be part of a designated redevelopment area where new development is occurring nearby or adjacent to the complex.

## Potential Funding Sources for Debt or Equity -

- **Cash (General Funds)** - In most cases where cash is used to develop comparable complexes, these funds have not been dedicated to pay for the entire capital project, but rather used to pay a portion of development costs to reduce the additional public debt that needs to be issued or private funds that need to be raised. According to the County's tentative 2023 budget (dated October 7, 2022), the beginning general fund balance on January 1, 2023, is estimated to be approximately \$6.4 million.
- **RAP Tax** - Recreation, Arts & Parks Tax requires voter approval. It is not currently known if a RAP Tax would have County-wide resident support, therefore additional research should be conducted regarding the viability of a RAP Tax vote.
- **Visitor Taxes** - Tooele County currently levies a 3.5% Transient Room Tax (TRT) on hotel/motel room nights and 1.0% Restaurant Tax on prepared food. No Utah county has a Restaurant over 1.0%, however TRT in other counties ranges up to 4.25%, so there could be opportunity for Tooele County to increase their TRT without putting the County's hotels/motels at a disadvantage relative to other Utah counties.



## 1. INTRODUCTION

**Victus Advisors and Think Architecture** were engaged by **Tooele County** (or the “County”) in April 2022 to conduct a **Market/Financial Feasibility Study and Updated Facility Master Plan for the Deseret Peak Complex**. Our primary project goals for this study included, but were not limited to:

- 1) Identify opportunities for increased utilization of the Complex via both increased utilization of existing venues/amenities and physical upgrades or additions to the venue mix.
- 2) Develop strengths and weaknesses of the existing operations of the facility, and then identify specific opportunities for improvement via operational improvement, strategic plan changes, programming opportunities, and/or marketing opportunities.
- 3) Generate multiple site plan and facility concepts for the renovated Complex.
- 4) Analyze potential funding sources for renovating the Complex according to the unique characteristics of Tooele County.

The flow chart on the next page shows a more detailed visualization of our study methodology and approach.

**PHASES:**

**1. MARKET FEASIBILITY STUDY**

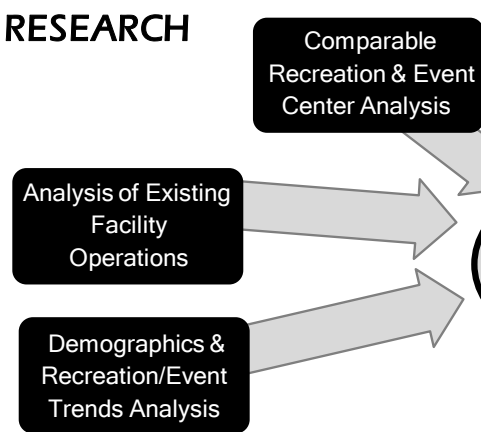


**2. FINANCIAL FEASIBILITY ANALYSIS & MASTER PLANNING**

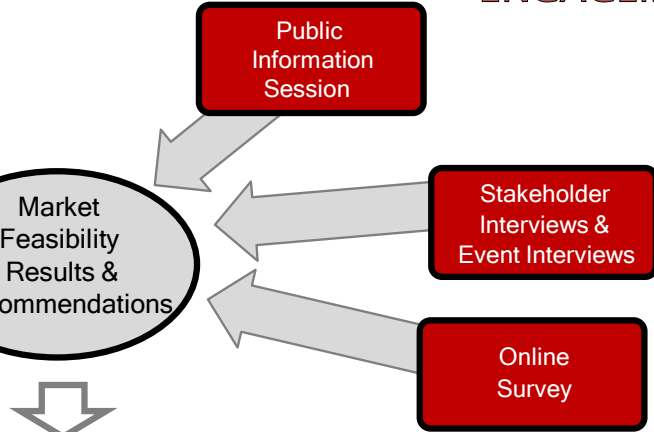


**3. FINAL MASTER PLAN & PUBLIC PRESENTATION**

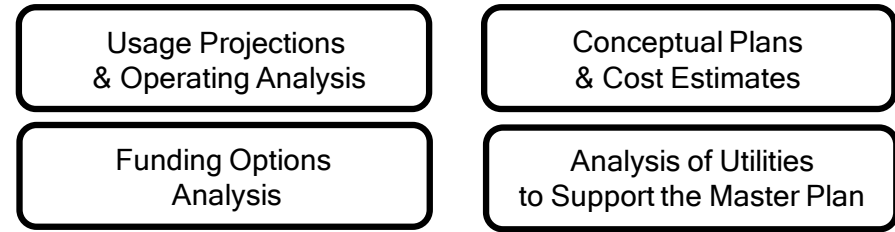
**SECONDARY MARKET RESEARCH**



**PRIMARY RESEARCH & ENGAGEMENT**



**Market Feasibility Results & Recommendations**



**FINAL MASTER PLAN DOCUMENT**



## 2. DEMOGRAPHIC/SOCIOECONOMIC ANALYSIS & RECREATION/EVENT TRENDS





Tooele County (shown at left) has a current estimated population of 75,354.

Source: Esri

Note:  Denotes Deseret Peak Complex site marker for the remainder of the report.

	Tooele County	State of Utah	United States
Population	75,354	3,370,531	333,934,112
Population Under 18	24,882	1,012,480	72,620,219
Percentage of Population Under 18	33.0%	30.0%	21.7%
Population Growth:			
Annual Pop. Growth (2000 to 2021)	3.0%	2.0%	0.8%
Annual Pop. Growth (5-year Projection)	2.0%	1.7%	0.7%
Projected Population (2026)	83,348	3,667,764	345,887,495
Median Age	30.7	31.1	38.8

Source: Esri

Tooele County has 33% of its population under the age of 18, which is higher than the State of Utah average and significantly higher than the national average, which bodes well for recreation demand.

Tooele County has a significantly lower median age than the United States average. A lower median age tends to represent a large presence of young families and working-age populations, which can be a positive indicator for recreation demand.

Tooele County and the State of Utah's projected population growth rate is more than double the U.S. national average, which is an indicator of future recreational demand growth.

	Tooele County	State of Utah	United States
<b>Total Households</b>	<b>23,178</b>	<b>1,066,175</b>	<b>126,470,675</b>
<b>Households With Children Under 18</b>	<b>18,256</b>	<b>793,190</b>	<b>82,824,624</b>
<b>Percentage of Households With Children</b>	<b>78.8%</b>	<b>74.4%</b>	<b>65.5%</b>

*Source: Esri*

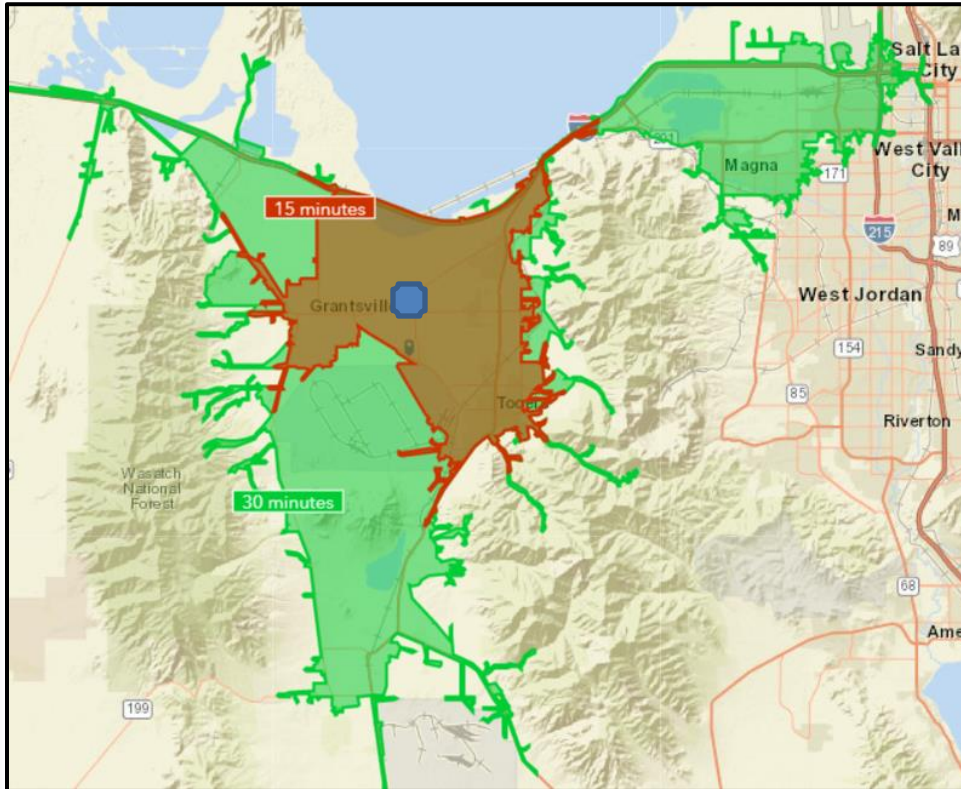
	Tooele County	State of Utah	United States
<b>Median Household Income</b>	<b>\$77,149</b>	<b>\$76,052</b>	<b>\$64,730</b>
<b>Adjusted Median Household Income (1)</b>	<b>\$86,296</b>	<b>\$68,639</b>	

*Sources: Esri, Sperling*

*Note: (1) Adjusted for cost of living according to Sperling*

Tooele County and the State of Utah both have a significantly higher percentage of households with children than the national average. A high percentage of households with children is a positive indicator for family recreation demand in the region.

When adjusted for cost of living, the median household income in Tooele County is significantly higher than the U.S. median income. Higher household income levels can often indicate an ability for a household to spend disposable income on recreational programs.

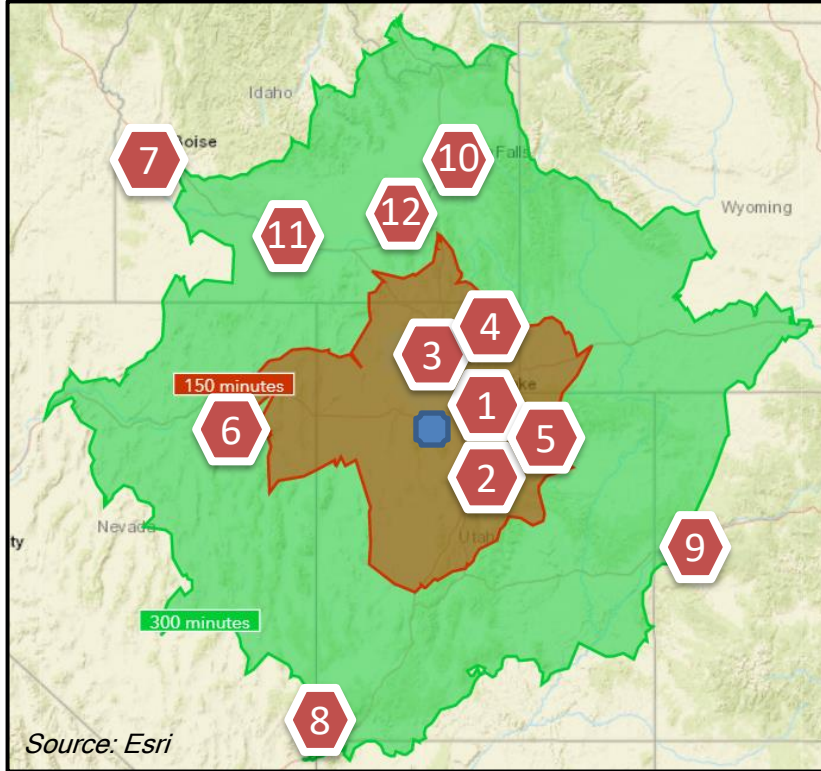


Source: Esri

Based upon Victus Advisors' experience, primary weekday attendance for recreation and event complexes (typically in the late afternoons and evenings) is usually drawn from within a 15-minute drive radius. Additional secondary weekday demand could be drawn from up to 30-minutes.

There is a population of over 65,000 people within a 15-minute drive time of the Deseret Peak Complex and over 141,000 people within a 30-minute drive time of the Complex.

Note: Regional, multi-day, weekend sports tournament and festival event attendance will typically be drawn from a much wider drive radius, as noted on the next page.



Source: Esri

There is a population of over 3 million people within a 2.5-hour drive time of Tooele County and over 4.4 million people within a 5-hour drive time of Tooele County, to potentially draw from for visitor-related events such as sports tournaments and music festivals.

**MSA/μSAs with 50k+ Population  
Within a 2.5-hour Drive**

- 1 Salt Lake City, UT MSA  
1,283,161
- 2 Provo, UT MSA  
714,263
- 3 Ogden, UT MSA  
699,065
- 4 Logan, UT MSA  
153,122
- 5 Heber, UT μSA  
78,592
- 6 Elko, NV μSA  
57,332

**MSA/μSAs with 100k+ Population  
Within a 5-hour Drive (Cont.)**

- 7 Boise, ID MSA  
796,784
- 8 St. George, UT MSA  
190,266
- 9 Grand Junction, CO MSA  
164,033
- 10 Idaho Falls, ID MSA  
161,101
- 11 Twin Falls, ID MSA  
113,381
- 12 Pocatello, ID MSA  
100,417

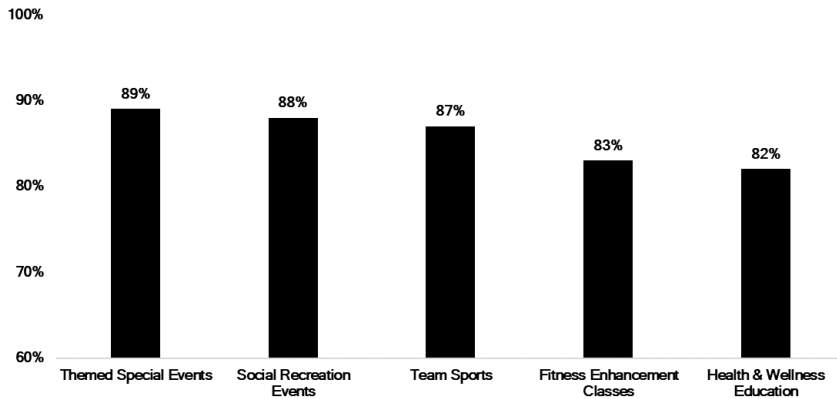
**METROPOLITAN STATISTICAL AREA (MSA)**

MSA's are defined by U.S. Office of Management & Budget as adjacent counties with high degree of social/economic integration with urban core of 50,000 people or more.

**MICROPOLITAN STATISTICAL AREA (μSA)**

μSA's are defined by U.S. Office of Management & Budget as one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration.

## PROGRAMMING OFFERED BY PARKS & REC DEPARTMENTS

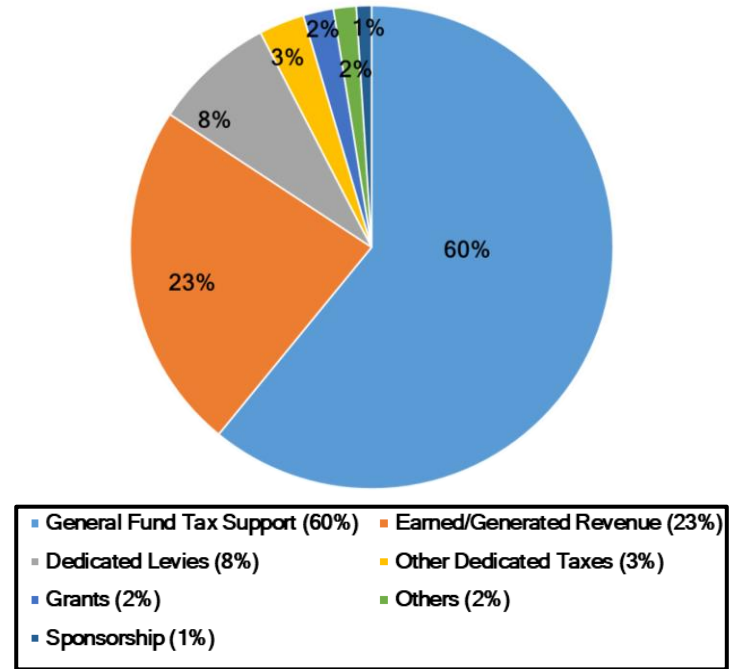


Source: 2021 National Recreation and Park Association (NRPA) Field Report

Note: Only programs above 80% are listed

Regarding programming, over 80% of all Parks & Recreation departments offer special and recreation events, team sports, fitness classes, and health and wellness education as the most common programming elements.

## SOURCES OF OPERATING EXPENDITURES



Source: 2021 National Recreation and Park Association (NRPA) Field Report

Generally speaking, most Parks & Recreation departments and facilities are not self-sustaining and require considerable funding from other sources, often from a City's or County's General Fund.

## PLANNED ADDITIONS TO EXISTING RECREATIONAL FACILITIES

- 1 Splash play areas
- 2 Playgrounds
- 3 Fitness trails and outdoor fitness equipment
- 4 Synthetic turf sports fields
- 5 Dog parks
- 6 Disc golf courses
- 7 Open spaces and natural areas
- 8 Classrooms and meeting rooms
- 9 Walking and hiking trails
- 10 Community gardens

*Source: Recreation Management*

According to a 2022 survey conducted by Recreation Management to recreation center operators, respondents indicated that splash play areas and playgrounds are the most popular additions to existing recreational facilities.

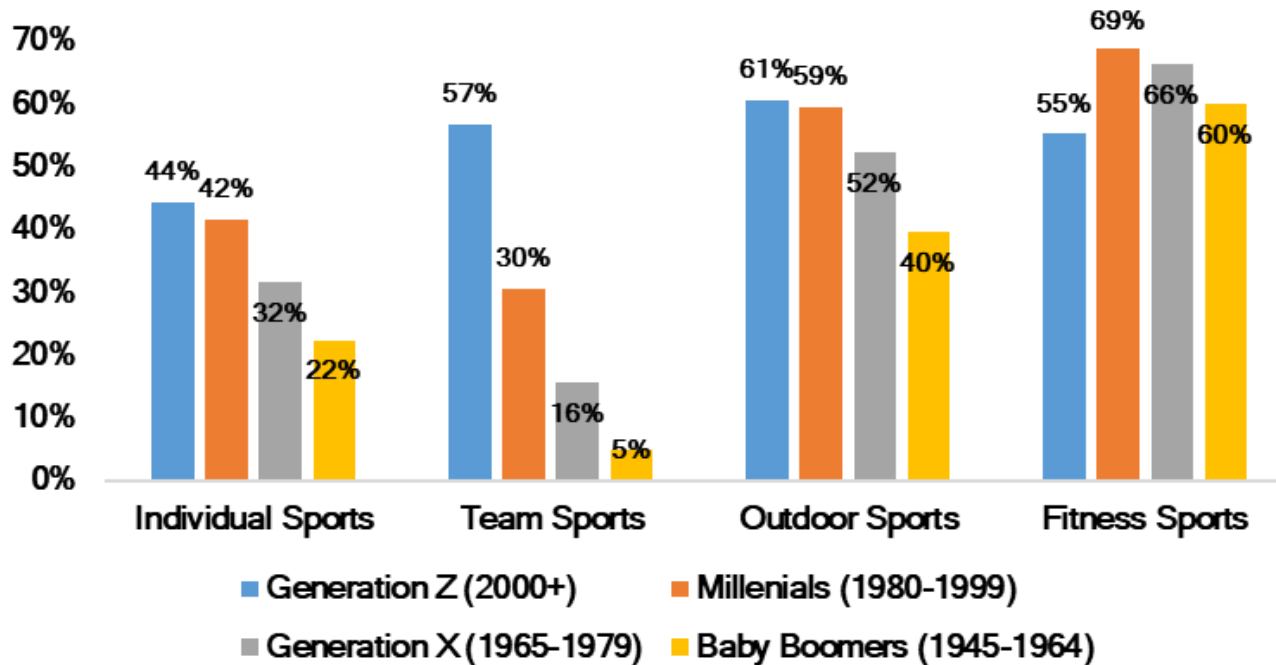
	<b>Sport</b>	<b>Participants (millions)</b>
1	Basketball	23.4
2	Baseball	13.7
3	Soccer (Outdoor)	12.6
4	Football (Tackle & Flag)	12.0
5	Softball (Slow & Fast Pitch)	9.6
6	Volleyball (Court)	6.4
7	Gymnastics	4.7
8	Track and Field	4.2
9	Cheerleading	3.6
10	Pickleball	2.8

*Note: Sorted by Participants, defined as at least one activity per year.*

*Source: Sports & Fitness Industry Association, Sports Marketing Surveys USA*

As highlighted in green in the chart above, four (4) of the 10 leading national sports by participation are activities that can currently utilize the Deseret Peak Complex. Those sports combine to account for nearly 48 million youth/amateur sports participants each year.





*Note: Ages 6+*

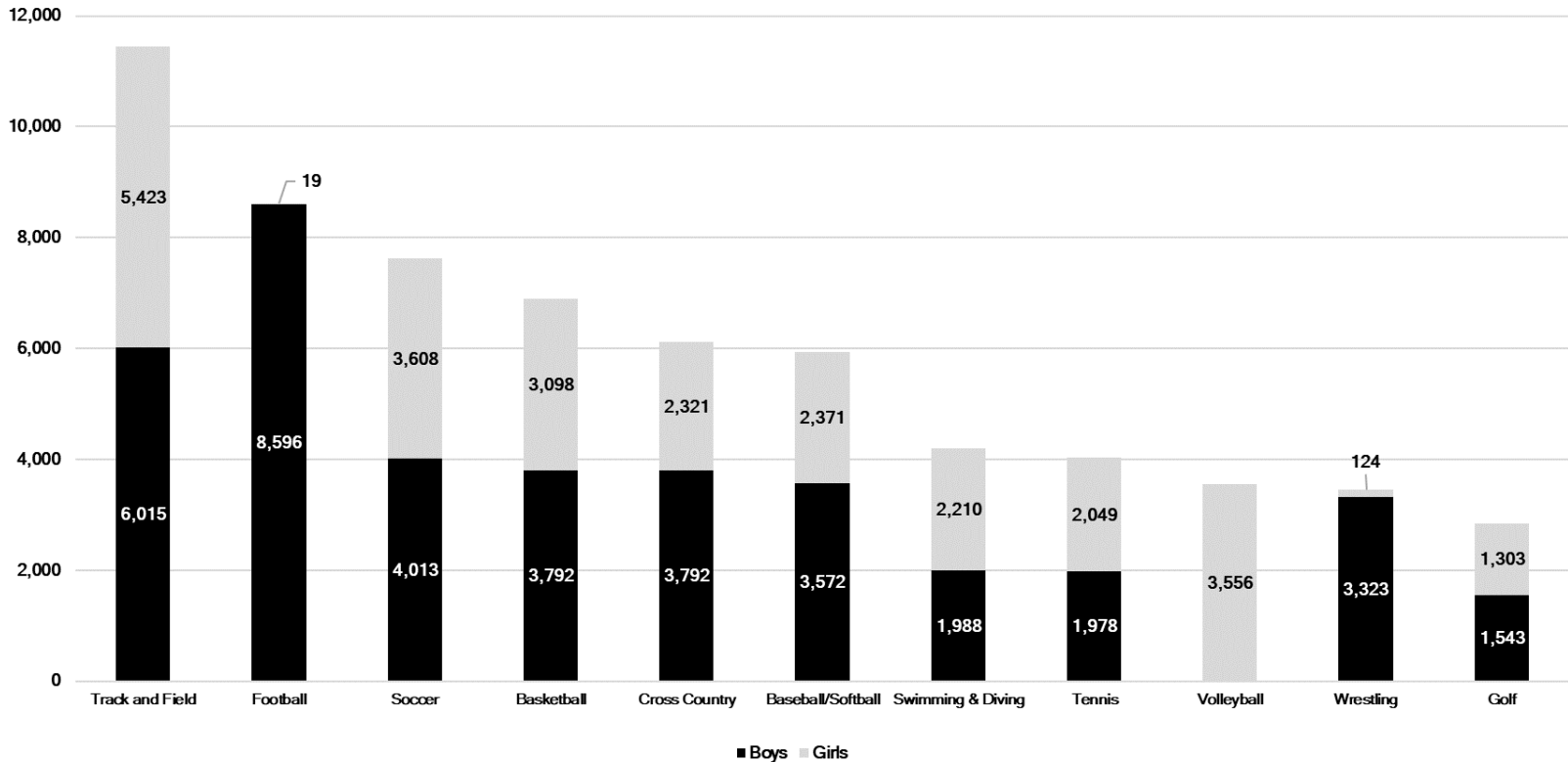
*Source: 2021 Participation Report by the Physical Activity Council*

In terms of participation by generation, Generation Z leads all other generations in terms of individual, team, and outdoor sports participation. Whereas fitness sports are more popular among Millennials and older age groups.

# UTAH HIGH SCHOOL SPORTS PARTICIPATION



Participants



Source: National Federation of High School Associations, 2018-2019 Report

Notes: (1) Sorted by total participants in descending order (2) Only sports that had at least 2,000 participants were listed.

There are six (6) sports in Utah high schools with nearly 6,000 annual participants or more: Track and Field, Football, Soccer, Basketball, Cross Country, and Baseball/Softball.

	<u>Trend</u>
1	Online Training
2	Wearable Tech
3	Body Weight Training
4	Outdoor Training
5	High Intensity Interval Training (HIIT)
6	Virtual Training
7	Exercise Is Medicine (EIM)
8	Strength Training with Free Weights
9	Fitness Programs for Older Adults
10	Personal Training

*Note: Sorted by ranking*

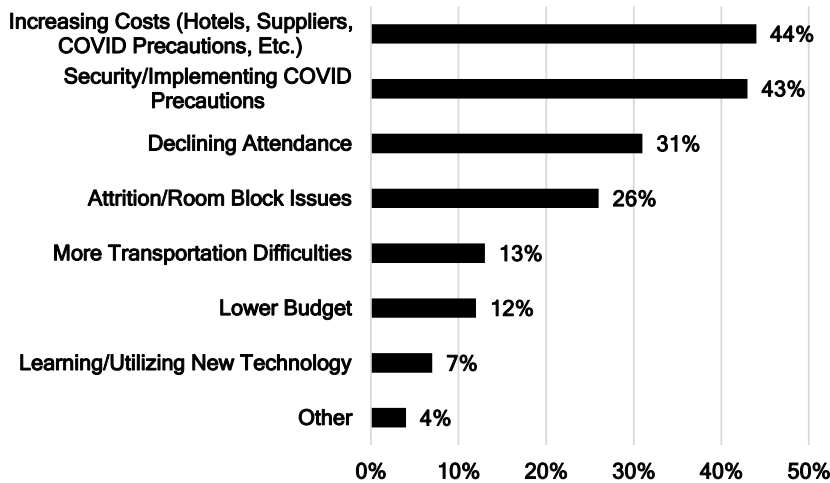
*Source: American College of Sports Medicine (ACSM)*

The above chart illustrates the 2021 top 10 fitness trends according to an ACSM global survey, which featured thousands of respondents including fitness and wellness professionals, exercise physiologists, medical professionals, and gym club owners.

According to a recent study released by a national firm that specializes in building community recreation centers, the following trends related to recreation center design should be considered by cities and parks and recreation departments.

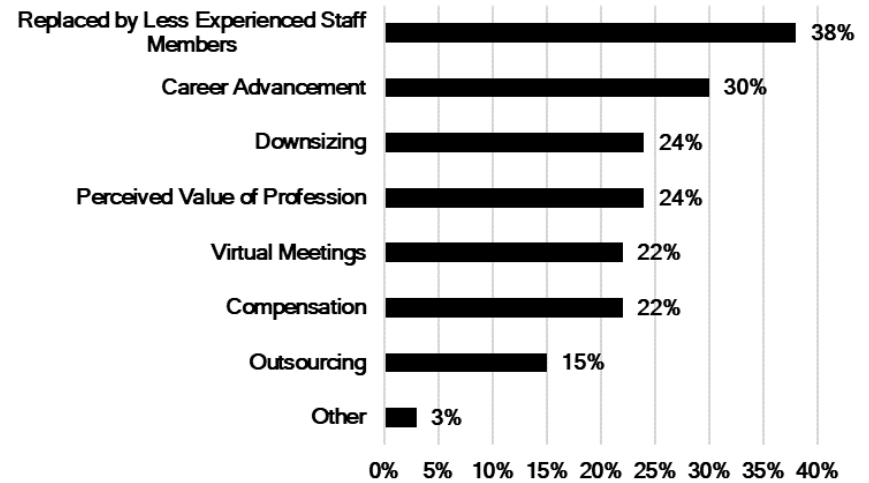
- **Multi-Generational Centers:** Rather than a separate senior center, or other dedicated facility for specific groups, there is growing demand for an “all-in-one” community space. Additionally, from an economics standpoint, a multi-generational center can maximize space and program offerings as senior citizens are more likely to use the facility during the day, while families with children are more likely to use the facility after school.
- **Multi-Use Facilities:** Again, from an economics standpoint, multi-use facilities maximize space and programs.
- **Aquatics:** Recreation centers with a lap or competition pools are maximizing usage of the space with other activities such as paddleboard yoga, “ninja”-type ropes course, underwater hockey, and other such activities.

## Two biggest challenges when planning meetings in wake of COVID-19



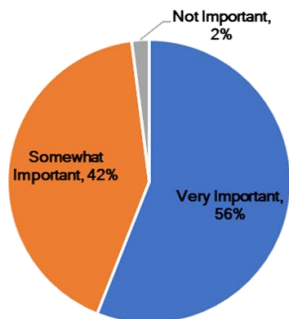
*Note: Sorted by score in descending order*  
*Source: 2022 Meetings Today Trends Survey*

## Two biggest threats to the meetings industry besides COVID-19 Pandemic



*Note: Sorted by score in descending order*  
*Source: 2022 Meetings Today Trends Survey*

## Importance of facilities/destinations to have detailed protocols regarding COVID-19

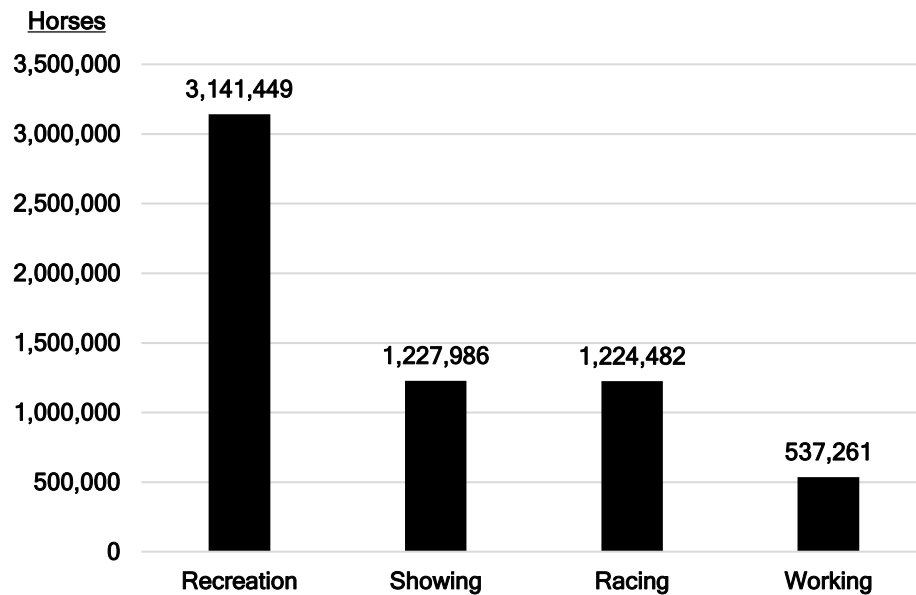


*Source: 2022 Meetings Today Trends Survey*

The charts shown on this page reflect perceptions of the conference/meeting industry trends in light of the COVID-19 Pandemic according to the 2022 Meetings Today Trends Survey, which featured hundreds of respondents from the meetings industry.

- **Distance Traveled:** The average distance traveled to attend a music festival is 433 miles. *(Source: Vivid Seats)*
- **Decline of Rock Festivals:** Since 2014, the Rock category has declined across music festivals such as Lollapalooza and Austin City Limits. Rock artists only made up just 9% of the Coachella 2022 lineup. *(Source: Vivid Seats)*
- **Easier Festival Entry:** 50% music festival attendees prefer RFID wristbands that allow rapid entry so they can skip long lines. RFID can also offer other payment opportunities instead of using cards and cash at points of sale for food/beverage and merchandise. *(Source: Eventbrite)*
- **“Hybridization of Festivals”:** An emerging trend among music festival promoters is to broaden an event’s appeal by adding complementary activities and attractions. For example the Rocky Mountain Cigar Festival incorporates complementary lifestyle vendors and attractions such as craft beer, wine and spirits, exotic cars, food, and live music *(Source: Eventbrite)*

- **Employment:** The horse industry employs over 1.7 million people in the United States generating over \$79 billion in total salaries. *(Source: Quarter Horse News)*
- **Horse Owner Demographics:** Most horse owners are married females between the ages of 38 and 45. Around 85% of riders are recreational riders. *(Source: Equo)* However, horse ownership among 18 to 24 year-olds decreased by 11.3% between 2005 and 2017. Ownership among 45 to 59 year-olds decreased by 18% for the same time period. *(Source: American Horse Council)*
- **Estimated Number of Horses by Activity:** As shown below, recreational riding is the most popular horse activity.



Note: Sorted by Horses in descending order

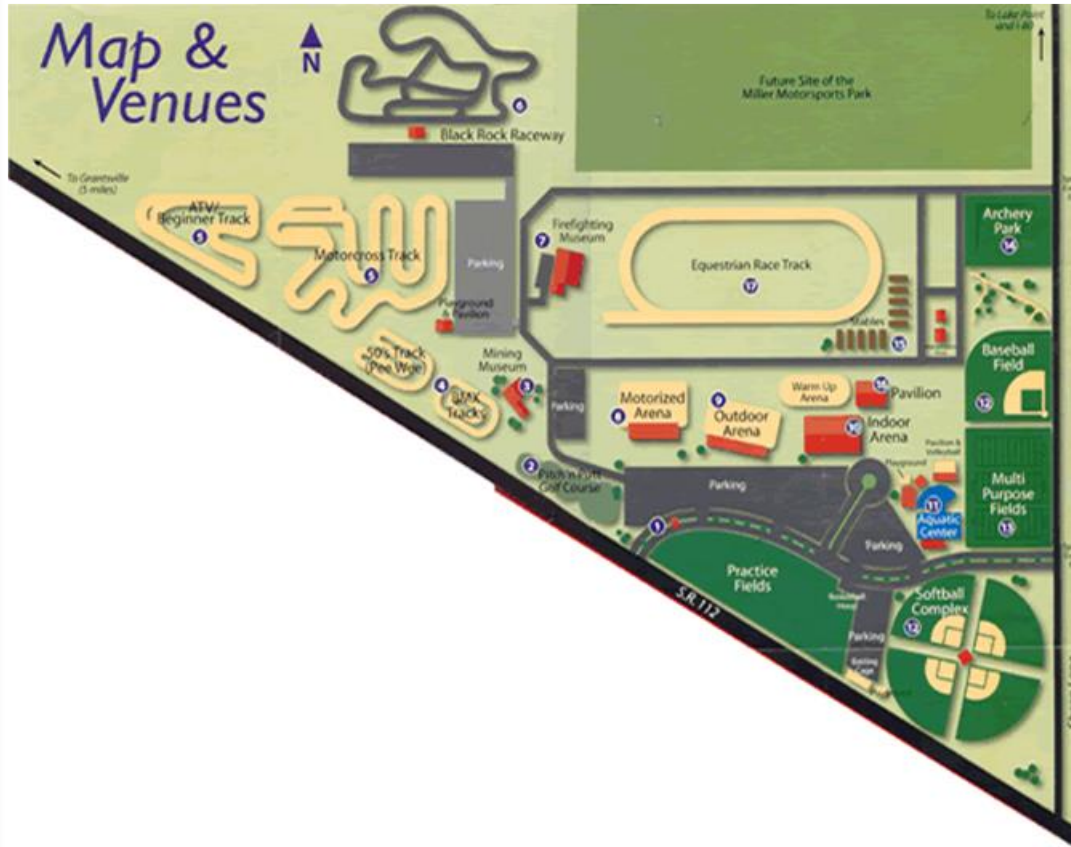
Source: American Horse Council

- Deseret Peak Complex can currently accommodate four (4) of the 10 leading national sports.
- Developing additional space for indoor sports such as basketball, volleyball, etc. could enhance the versatility of the Complex. Along those lines, the same indoor space can be used to offer programs for senior citizens.
- The Deseret Peak Complex has ample space to add complementary activities and attractions for festivals such as Country Fan Fest. This advantage can provide additional opportunities for the Complex to host more festivals.
- Lastly, Although horse ownership has decreased nationally, Deseret Peak Complex is one of the few venues in the State that provides space for horses.





### 3. REVIEW OF EXISTING FACILITY OPERATIONS



The Deseret Peak Complex was opened in 1999 and has hosted various events including concerts, festivals, sports tournaments, rodeos, and banquets, among other events. The footprint of the Complex is about 206 acres.

Source: Tooele County

Past Deseret Peak Complex Managed Events
Arena X Races
BMX Races
Concerts
Deseret Peak PRCA Stampede (PRCA Rodeo)
Horseshoe Tournament
Kickball Tournaments
Legislative Team Penning
Moto X Races
Ranch Rodeo's
Softball League & Tournaments (Coed, Women's & Men's)
Team Roping Winter Series Event
Volleyball Tournaments
Wild Horse & Heritage Days

Past Large Rental Events
Boy Scouts of America Jamborees, Wood Badge, Campouts
Chamber Easter Egg Hunt
CJC Black Tie/Blue Jean Event
Concerts & EMO events
Corporate Games
Dyno Event
Home Town Mud Races
Lane Frost Bull Riding Challenge
MMA Fights
Ranch Rodeo's
Relay for Life
Roughstock Buckouts
Search & Rescue Derby (June event)
Tooele Army Depot Stand Down Meetings

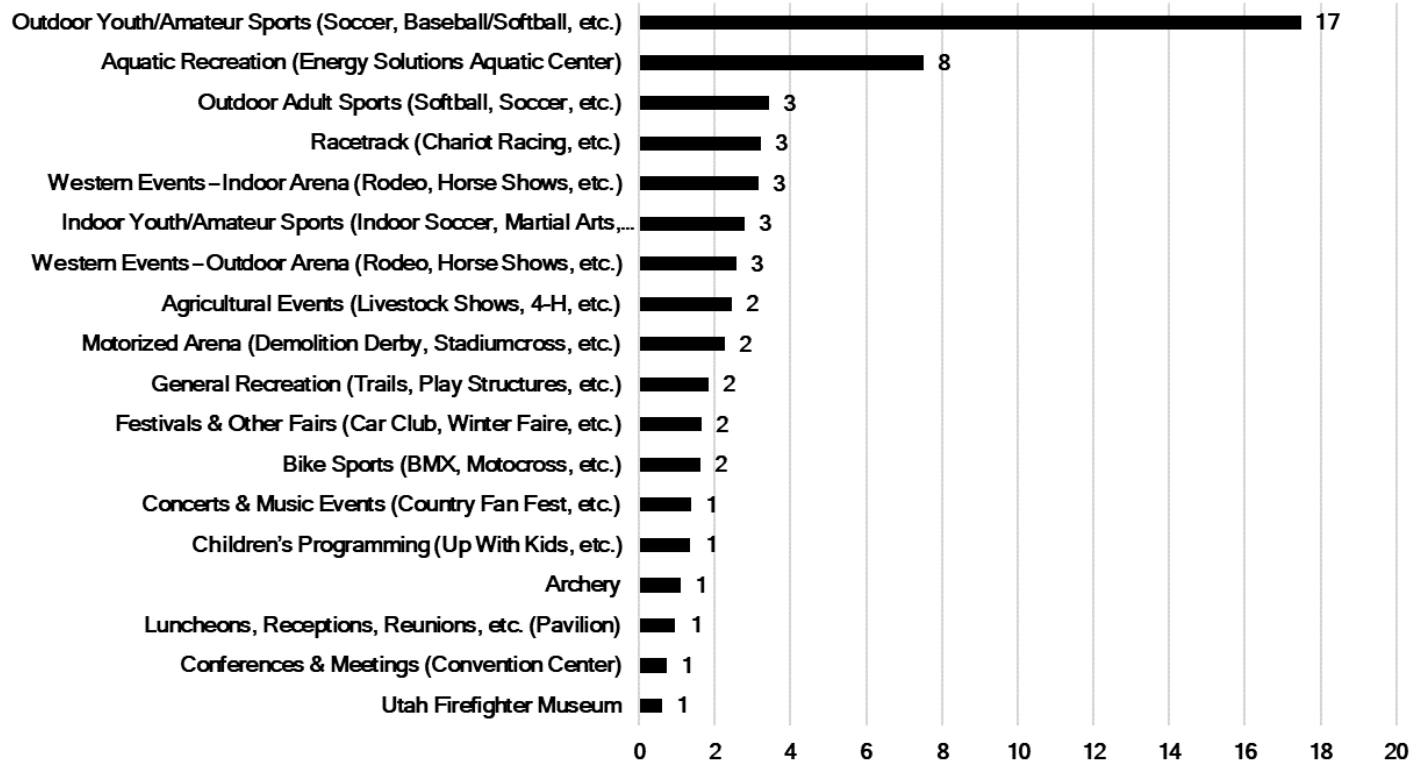
*Note: Each table is sorted in alphabetical order*

*Source: Tooele County*

The two charts above detail select events that the Deseret Peak Complex has either managed or rented out to third-party operators in the past. Deseret Peak Complex staff indicated that they would like the following events and event types in the future with renovated or new venues and amenities.

- USA BMX events
- Regional equine shows
- Ranch sorting, etc.

Staff added that their goal is to be a regional recreational draw and a place where County residents can come and recreate at minimal cost.

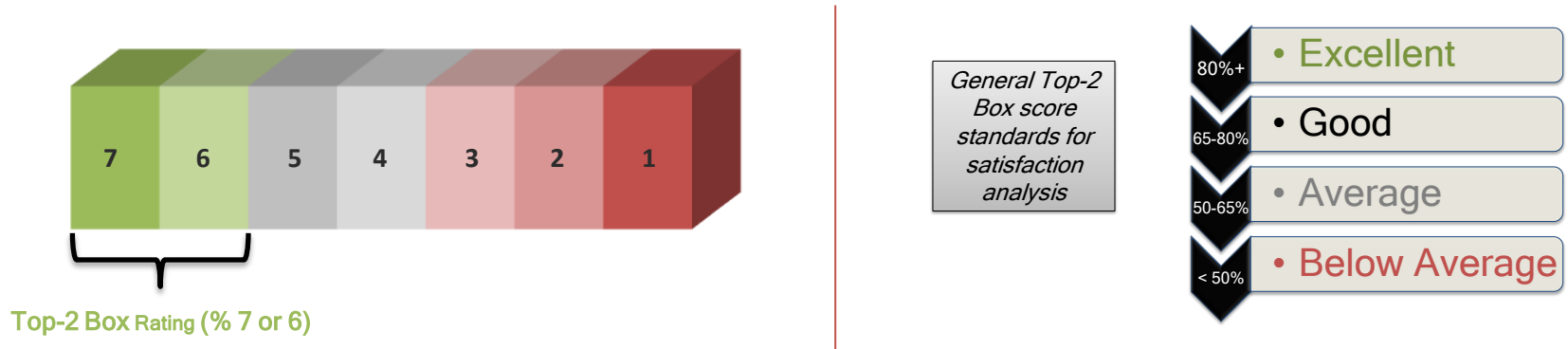


*Notes: (1) Sorted by type of activity or event in descending order (2) Respondents were allowed to select more than one response (3) Base: 808 respondents*

**Outdoor Youth/Amateur Sports and Aquatic Recreation** were the activity/event types most frequently attended/participated on average in a year. *(More detail on the community survey is found in Section 6 of this report.)*

Survey respondents were asked to rate their overall satisfaction at the Deseret Peak Complex on a 7-point scale, in which “7” represents “Very Satisfied” and “1” represents “Very Dissatisfied”.

Based on these satisfaction ratings, Victus Advisors has assigned a “**Top-2 Box Rating**” to each factor that is presented on the following page. Top-2 Box Rating represents the combined scores of “7” and “6” given to each factor by respondents, representing the highest levels of satisfaction.



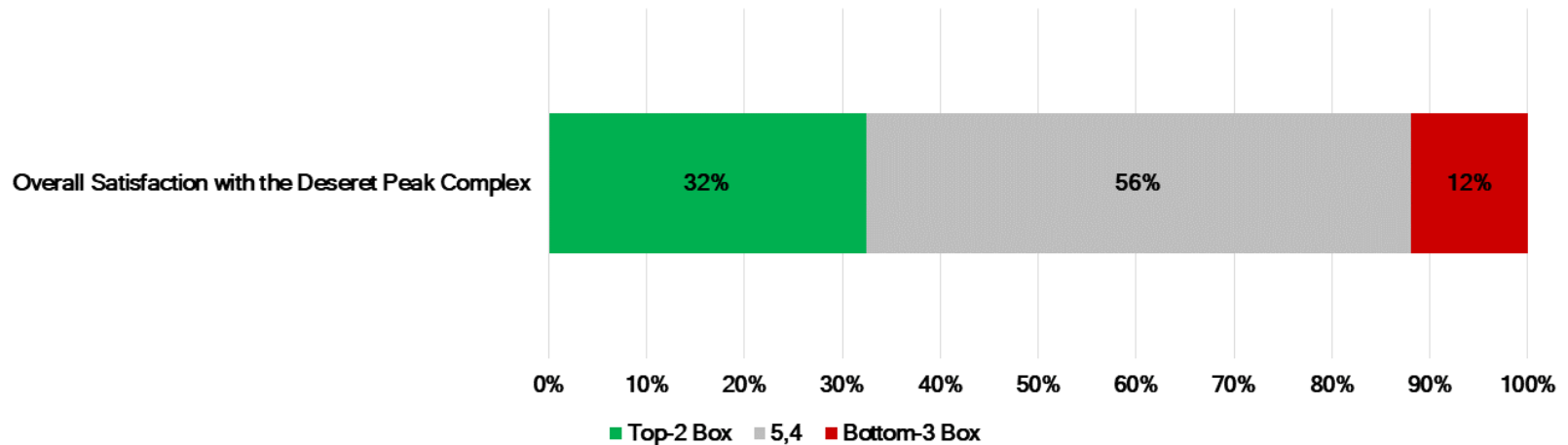
Our Top-2 Box methodology is a best-in-class approach to satisfaction measurement.

*(More detail on the community survey is found in Section 6 of this report.)*

# OVERALL SATISFACTION WITH THE DESERET PEAK COMPLEX



“Overall, how satisfied are you with your recent experiences at the Deseret Peak Complex?”



Base: 740 respondents

Respondents rated Overall Satisfaction with the Deseret Peak Complex with a Top-2 box score of 32%, which is considered a below average level of customer satisfaction.

*Note: Top-2 Box Rating represents the combined scores of “7” and “6” representing the highest levels of satisfaction. Our Top-2 Box methodology is a best-in-class approach to satisfaction measurement.*

*(More detail on the community survey is found in Section 6 of this report.)*

### ENERGY SOLUTIONS AQUATICS CENTER

- **Naming Rights Partner:** Energy Solutions pays Tooele County \$25,000 per year.
- **Footprint:** 2.9 acres
- **Availability:** May - September
- **Features & Amenities:** Leisure pool, 2 diving boards, water slide, 8-lane Olympic pool, Restrooms, concessions, first aide, pavilion, sand volleyball, shade structures, locker rooms, showers
- **Usage Fees:**
  - \$4 daily
  - \$20 an hour pavilion rental
  - \$150-\$200 private reservations
  - \$250.00 cleaning deposit
  - \$30 punch card
  - \$30 a student per session, swimming lessons

### ARCHERY PARK

- **Footprint:** 3.5 acres
- **Availability:** Open for events by appointment year-round.
- **Events:** Tournaments, leagues, and practices.
- **Users:** Oquirrh Bowman Indoor Archery League.
- **Usage Fees:**
  - \$3 per archer per day

### ARENA-CROSS/MOTO-CROSS TRACK

- **Footprint:** 18.5 acres
- **Features & Amenities:** Large moto-cross track (.9 miles), Pee-Wee moto-cross track (.2 miles), ATV course (.35 miles), restrooms, 1,300 sq. ft Pavilion, playground, and concessions.
- **Operator:** Grassroots MX
- **Operating Agreement:** The operator pays Tooele County a \$20,000 annual rental fee for use of both the arena-cross/moto-cross track and the motorized arena.

### BASEBALL FIELDS

- **Footprint:** 9 acres
- **Events:** Tournaments, leagues, and practices.
- **Features & Amenities:** 1 regulation size baseball field, 4 little league baseball fields
- **Operator:** Troy Johansen
- **Operating Agreement:** The operator pays Tooele County a fee based on league and event participation.

### BMX TRACK

- **Footprint:** 2.1 acres
- **Events:** Tournaments, leagues, and practices.
- **Features & Amenities:** BMX track, restrooms, 1,300 sq. ft pavilion, playground, concessions
- **Operator:** Kevin and Danielle Radford
- **Operating Agreement:** The operator pays Tooele County \$1,000 rental fee and a per participant fee.



## CONVENTION CENTER

- **Footprint:** 6,000 sq. ft.
- **Seating Capacity:** 462 people
- **Features & Amenities:** Dividable into 6 smaller rooms.
- **Events:** Meetings, conventions, or events.
- **Select Users:** Up With Kids (September - May, once a week for 3 hours)
- **Usage Fees:**
  - \$500 per day for the entire space or \$100 a day per room (additional fees for other services).
  - Up With Kids pays \$10 per hour per room.

## HORSE RACETRACK

- **Footprint:** 35 acres
- **Seating Capacity:** 1,500 people
- **Features & Amenities:** 3/4-mile oval horse racetrack with a dirt surface, restrooms, concessions, and ticket booth.
- **Previous Events (No Longer Used):** Horse racing, racehorse training, and chariot races.
- **Select Users:** Bit N Spur Rodeo (July)
- **Usage Fees:**
  - \$10 a day or \$250 for an annual riding pass (additional fees for other services).

### HORSE STALLS

- **Footprint:** .50 acres
- **Features & Amenities:** 100 indoor stalls and 90 outdoor stalls (all are 12 ft. by 12 ft.).
- **Usage Fees:**
  - \$15 per stall per day.

### INDOOR ARENA

- **Footprint:** 42,000 sq. ft.; 38,000 sq. ft. of riding space
- **Seating Capacity:** 1,500 people
- **Features & Amenities:** Dirt floor, restrooms, concessions, ticket booth, kitchen, rodeo panels and holding pens.
- **Events:** Rodeos, barrel races, Tooele County Fair, etc.
- **Select Users:** Bit N Spur Riding Club (winter)
- **Usage Fees:**
  - \$500 a day or \$50 an hour (additional fees for other services).

### LARGE PAVILION

- **Footprint:** .71 acres
- **Seating Capacity:** 200 people
- **Features & Amenities:** Climate-controlled facility with restrooms and concessions stand.
- **Events:** Rodeo, Tooele County Fair, Country Fan Fest, etc.
- **Select Users:** Country Fan Fest (July)
- **Usage Fees:**
  - \$250 a day with a \$500 cleaning deposit.

### MOTORIZED ARENA

- **Footprint:** 18.5 acres; **Seating Capacity:** 6,500 people
- **Events:** Demolition derby
- **Operator:** Grassroots MX
- **Operating Agreement:** The operator pays Tooele County a \$20,000 annual rental fee for use of both the arena-cross/moto-cross track and the motorized arena.

### MUSEUMS (FIREFIGHTERS MUSEUM/OQUIRRH MOUNTAIN MINING MUSEUM)

- **Footprint:** .40 acres (Mining Museum); 4.78 acres (Firefighters Museum)
- **Features & Amenities:** Both are museums with displays and interactive features. Firefighters Museum can host up to 300 people for meetings and banquets.
- **Usage Fees:**
  - Free, donations accepted.

### OUTDOOR RODEO ARENA

- **Footprint:** 2.26 acres; 35,000 sq. ft. of riding space
- **Seating Capacity:** 2,500 people
- **Features & Amenities:** Dirt floor, holding pens, bleachers, restrooms, concessions, and ticket booth.
- **Events:** Rodeos, barrel races, Tooele County Fair, etc.
- **Select Users:** Bit N Spur Rodeo (July)
- **Usage Fees:**
  - \$500 a day or \$50 an hour (additional fees for other services).

### OVERFLOW PARKING/PRACTICE FIELDS

- **Footprint:** 7.64 acres
- **Features & Amenities:** A large grass area, which can be used for practice, some multi-use field events, and overflow parking for large events.
- **Events:** Rodeo, Tooele County Fair, Country Fan Fest, etc.
- **Select Users:** Country Fan Fest (July)
- **Usage Fees:**
  - Depends on event and usage.

### RV PARKING

- **Footprint:** 2.47 acres
- **Features & Amenities:** 12 spots with full hookups and 20 additional spots with electrical only hookups. Dry camping is also allowed in certain areas of the complex.
- **Usage Fees:**
  - \$30 daily, for fully hookups, \$20 daily, for electrical hookups and \$15 a night for dry camping.

### SOCCER FIELDS

- **Events:** Tournaments, leagues, and practices (Spring, Summer, Fall)
- **Features & Amenities:** 3 full size fields
- **Operator:** Elite Soccer FC
- **Operating Agreement:** The operator pays Tooele County \$5 for every registered player.

### SOFTBALL COMPLEX

- **Footprint:** 2.47 acres
- **Seating Capacity:** 100 people
- **Events:** Slow pitch and fastpitch tournaments, leagues, and practices (March - October)
- **Features & Amenities:** 4 softball fields
- **Operator:** Troy Johansen
- **Operating Agreement:** The operator pays Tooele County a fee based on league and event participation.

### WARM-UP ARENA

- **Footprint:** .50 acres
- **Events:** Daily training facility
- **Usage Fees:**
  - Requires a riding pass for daily use and is included with indoor and outdoor arena rentals.

<u>Venue</u>	<u>Footprint</u>	<u>Configuration/Features</u>	<u>Seating Capacity</u>	<u>Events Served</u>
Aquatic Center	2.9 acres	8 lanes, 2 diving boards		Swimming
Archery Park	3.5 acres			Archery
Arena-Cross/Moto-Cross Track	18.5 acres			Moto-Cross
Baseball Fields	9 acres	1 adult field, 4 little league fields	100	Baseball/Softball
BMX Track	2.1 acres			BMX
Convention Center	6,000 sq. ft.	Dividable into 6 smaller rooms	425	Miscellaneous
Horse Racetrack	35 acres	3/4 mile track	1,500	Horse races, chariots, etc.
Horse Stalls	.50 acres	100 indoor stalls, 90 outdoor stalls		
Indoor Arena	42,000 sq. ft.		1,500	Rodeo, County Fair, etc.
Large Pavilion	.71 acres		200	Meetings, banquets, reunions, etc.
Motorized Arena	18.5 acres		6,500	Demolition derby, etc.
Museums	5.18 acres		300	
Outdoor Rodeo Arena	2.26 acres		2,500	Rodeo, etc.
Overflow Parking/Practice Fields	7.64 acres			Rodeo, Tooele County Fair, Country Fan Fest, etc.
RV Parking	2.47 acres	32 RV spots		
Soccer Fields		3 large fields		Soccer, football, rugby, festivals, etc.
Softball Complex	2.47 acres	4 softball fields	100	Softball
Warm-Up Arena	.50 acres			

*Note: Sorted by Venue in alphabetical order*

*Source: Tooele County*

As shown above, the Deseret Peak Complex has the capacity to host a wide variety of indoor and outdoor events throughout the year. It should be noted, however that the horse racetrack is no longer in use.

<b>Operating Revenues:</b>	<b>2021</b>
Admissions	\$154,924
Concessions (Net)	\$78,779
Rents	\$206,498
Donations	\$30,548
Utility Fees	\$12,520
<b>Total Revenues:</b>	<b>\$483,269</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$336,329
Utilities	\$391,480
Advertising, Marketing, & Promotion	\$5,499
General, Administrative, & Other	\$840
Maintenance/Repair	\$76,734
Materials/Supplies	\$178,665
<b>Total Expenses:</b>	<b>\$989,547</b>
<b>EBIDA</b>	<b>(\$506,277)</b>
<b>ESTIMATED COST RECOVERY</b>	<b>49%</b>

As shown to the left, in 2021, the Deseret Peak Complex operated at an approximate 49% cost recovery before contributions from other County funds and capital expenditures were taken into account.

*Note: EBIDA is defined as Earnings Before Interest, Depreciation, and Amortization*

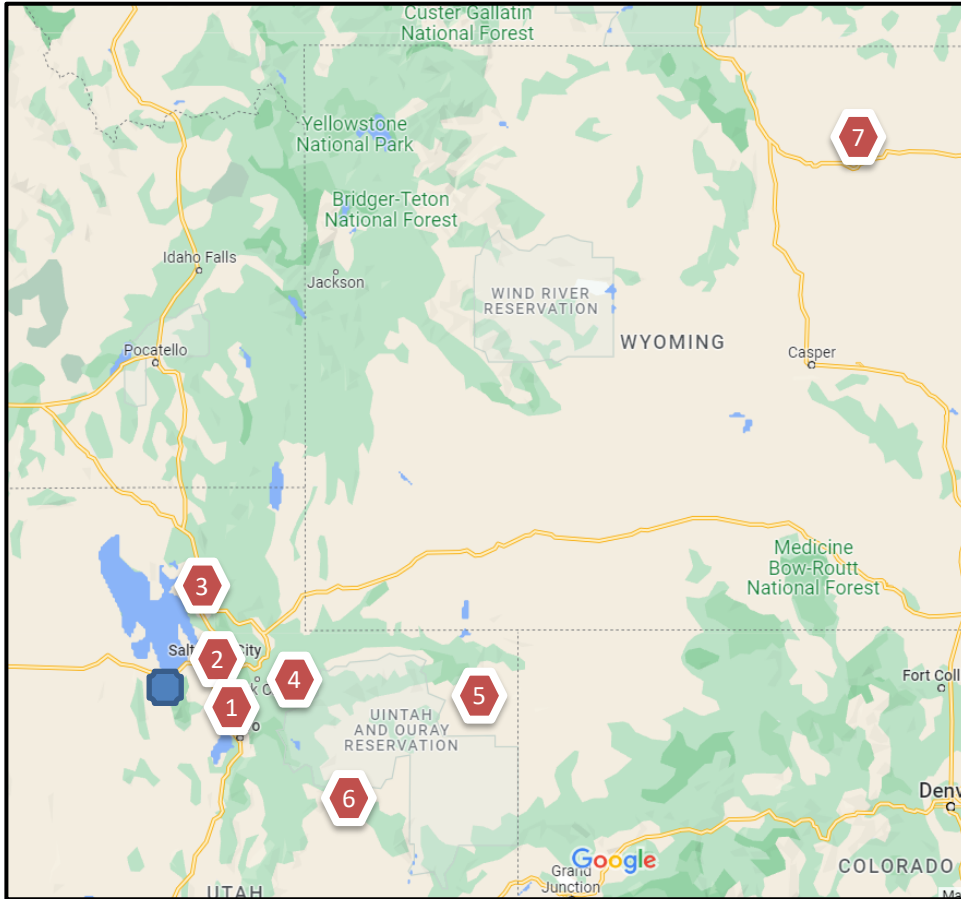
*Source: Tooele County*



- Tooele County staff indicated that their goal is for the Deseret Peak Complex to be a regional recreational draw where County residents can come and recreate at minimal cost.
- Outdoor Youth/Amateur Sports and Aquatic Recreation were the activity/event types most frequently attended/participated on average in a year.
- Respondents rated Overall Satisfaction with the Deseret Peak Complex with a Top-2 box score of 32%, which is considered a below average level of customer satisfaction.
- The Deseret Peak Complex has the capacity to host a wide variety of indoor and outdoor events throughout the year. Feedback from stakeholders, however, suggests that the Complex is still underutilized.
- The Deseret Peak Complex operated at an approximate 52% cost recovery before contributions from other County funds and capital expenditures were taken into account. Improvements and upgrades to the Complex could increase utilization and as a result, potentially increase the cost recovery.



## 4. COMPARABLE RECREATION & EVENT CENTER ANALYSIS



Facility	Driving Distance from Deseret Peak Complex (miles)
1 Bingham Regional Park	35
2 Bastian Agricultural Center	46
3 Golden Spike Event Center	72
4 Wasatch County Event Complex	75
5 Carbon County Event Center	150
6 Uintah County Western Park	201
7 Cam-Plex Multi Event Facilities	563

Victus Advisors reviewed eight (8) regional recreation and event centers that were identified by Tooele County as potential comparable facilities.

Source: Google Maps

Note: Facilities sorted by Driving Distance from Deseret Peak Complex (miles) in ascending order

## South Jordan

- Project Opening (Phase I): Fall 2022
- Phase I Construction Cost: \$16M
- Phase I Funding Source: \$13M (Salt Lake County ZAP); \$3M (South Jordan City)
- Owner/Operator: Joint partnership between Salt Lake County and South Jordan City
- Phase I Footprint: 65 acres; Total Footprint: 160 acres
- Phase I Features:
  - 6 multi-purpose fields
  - Walking paths
  - Playground
  - Pavilions
  - Bike trails
  - Disc golf course
- Planned Phase II Features:
  - 7 multi-purpose fields
  - Tennis courts
  - Pickleball courts
  - Open lawn space
  - Additional trails



## Master Plan



The Bingham Regional Park will be built over two (2) phases and will include a total of 13 multi-purpose fields, a disc golf course, walking paths, and a playground among other features and amenities.

Source: South Jordan City

## South Jordan

- Owner/Operator: Utah State University
- Footprint: 89 acres
- Features:
  - 1 indoor arena/event center
    - 85,000 sq. ft.
    - 45,000 sq. ft. arena surface
    - Up to 3,000-seating capacity
  - 5 lighted outdoor arenas
    - 1 is covered
    - 1 has a 5,000-seat capacity
  - 1 ¾ - mile track (will be going away)
  - 1 polo field
    - Has also been used for other field sports
  - 306 stalls

UtahStateUniversity | Bastian Agricultural Center  
Extension



- Programming:
  - The facility hosted approximately 493 event days in 2019 (under Salt Lake County ownership and operation).
    - About 75% of events were horse related.
    - Strong horse demand in 2019
  - The facility is expecting well over 500 event days per year post-covid under Utah State University ownership and operation.
- Financial Operations:
  - Under Salt Lake County ownership and operation, the facility always operated at a deficit and was funded by ZAP and general funds. Under Utah State University it is still expected to operate at a deficit, but according to staff, there will be a stronger effort to achieve break-even.

## RENTAL RATES

- Indoor Stalls: \$120 per day
- Outdoor Stalls: \$90 per day
  - Polo Field: \$800 per day
- Outdoor Arenas: \$500 per day
- Indoor Arena: \$650 per day (horse event); \$1,200 (non-horse event)

## Ogden

- Opened: 1988
- Owner/Operator: Weber County
- Footprint: 141 acres
- Features:
  - 1 recreation hall (20,000 sq. ft. of floor space)
    - Adaptable for 2 basketball courts and 3 volleyball courts
  - 1 exhibit hall (21,000 sq. ft. arena surface)
    - Concession stand
  - 2 indoor arenas
    - Golden Spike Arena (18,000 sq. ft. of arena surface)
      - 5,845 seating capacity
    - Riding arena (29,610 sq. ft. of arena surface)
      - 400 seating capacity
  - 1 outdoor arena (28,125 sq. ft. of arena surface)
    - 4,561 seating capacity
  - 1 auction arena
    - 350 seating capacity
  - 4 softball fields; 7 soccer fields
  - 1 racetrack
  - 398 horse stalls





- Programming:
  - The facility hosted nearly 475 total events in 2021 with a total attendance of just under 50,000 people.
  - The facility hosts variety of events ranging from rodeos to flat floor shows, demolition derbies, festivals, and sports tournaments.
- 2021 Financial Operations:
  - The facility had over \$4.3 million in expenses for the 2021 calendar year. The facilities revenues are included in Weber County’s Culture Parks and Recreation Fund.

## RENTAL RATES

- Golden Spike Arena (Events): \$800 per day; Golden Spike Arena (Mini Events): \$300 per day; Golden Spike Arena (Hourly): \$55-\$75
- Riding Arena (Events): \$600 per day; Riding Arena (Mini Events): \$300 per day; Riding Arena (Hourly): \$55-\$75
- Outdoor Stadium (Ticketed Event): \$600 per day; Outdoor Stadium (Non-Ticketed Event): \$300 per day; Outdoor Stadium (Hourly): \$50-\$60
  - Cross Country Course (Events): \$600 per day
    - Racetrack (Events): \$600 per day
      - Exhibit Hall: \$700 per day
      - Recreation Hall: \$850 per day
    - Ball Fields (Events): \$500 per day
  - Soccer Fields (Events): \$500 per day
    - Stalls: \$20 per night

## Facility Layout



The Golden Spike Event Center and Wasatch County Fairgrounds has 12 venues on-site.

### Services

- A** Animal Services
- U** USU Extension Service

### Parking

- P** Event Parking
- T** Trailer Parking

### Buildings

- 1** Auction Arena
- 2** Barns & Stalls
- 3** Exhibit Hall
- 4** Golden Spike Arena
- 5** Recreation Hall
- 6** Riding Arena

### Outdoors

- 7** Ball Fields
- 8** Courtyard
- 9** Cross Country Course
- 10** Outdoor Stadium
- 11** Riverdale Pavilion
- 12** Soccer Fields

## Heber City

- Opened: 2006; Owner/Operator: Wasatch County
- Features:
  - 1 indoor arena (48,000 sq. ft. )
    - 1,850 seating capacity
  - 2 outdoor arenas side to side
    - Combined 6,200 seating capacity
    - Large arena
      - 33,600 sq. ft.
    - Small arena
      - 21,600 sq. ft.
  - 500 horse stalls
- Programming:
  - The facility hosted 95 total event days in 2019 with nearly 80% of those event days for rodeos, livestock shows, and other horse events.
- Financial Operations:
  - The facility typically operates at a significant deficit, however facility staff indicated that post-COVID-19 they are minimizing event activity that does not generate revenue. They anticipate breaking-even or even generating a small operating margin in future years.



## RENTAL RATES

- Entire Facility: \$3,000 per day
- Outdoor Facility: \$750 per day
- Indoor Arena: \$1,500 per day; \$2,500 per day with floor
  - Warm Up Arena: \$500 per day
  - Indoor Stalls: \$20 per night
- Other Areas: Price determined by area used

## Price

- Owner/Operator: Carbon County
- Features:
  - 1 event/conference center (16,200 sq. ft.)
    - Can be broken down into 3 (5,400 sq. ft.) areas
    - Can seat up to 1,500 (auditorium configuration)
  - 1 outdoor arena (50,740 sq. ft.)
    - Seating for up to 3,000
  - 1 indoor arena (18,000 sq. ft.)
  - 3 soccer fields
  - 4 softball/baseball fields
  - 1 amphitheater
  - Outdoor park
  - 1 ice rink (available during the winter)
  - 1 racetrack
  - 1 motocross track
  - 92 horse stalls



- Programming:
  - The facility hosted over 60 total events in 2019
  - The facility hosts variety of events ranging from rodeos to flat floor shows, concerts, and sports tournaments.
- Financial Operations:
  - The facility did not provide financial data, but they did state revenues from the facility are generated through rental fees, the County's general fund, and transient taxes.

## RENTAL RATES

- Conference Center: \$75-\$1,500 per event depending on hours utilized
- Conference Room/Classroom: \$30-\$100 per event depending on hours utilized
  - Amphitheater: \$50-\$300 per event depending on hours utilized
- Main and Practice Arena: \$200-\$250 per 4 hours; \$2,000 per day
  - Indoor Arena: \$200 per 4 hours
  - Softball Fields: \$200 per field per day
- Soccer Fields: \$300 per day for all fields
  - Motocross Track: \$1,000 per day
    - Stalls: \$10 per night

## Vernal

- Owner/Operator: Uintah County; Footprint: 32 acres
- Features:
  - 1 convention center
  - 2 indoor arenas
    - Large indoor arena
      - 3,000-seat capacity
  - 2 outdoor arenas
    - Main outdoor stadium arena
      - 6,500-seat capacity
    - Main arena
      - 3,000-seat capacity
  - 1 amphitheater
    - 600-seat capacity
  - 1 ice rink
  - 1 racetrack



- Programming:
  - The facility hosts the Uintah County Fair, Uintah Basin Junior Livestock Show, Dinosaur Roundup Rodeo, Tournament of Champions High School Wrestling Tournament and other events.
- Financial Operations:
  - The facility did not provide financial data, but they did state that the complex is not designed to break-even or generate a profit but provide affordable access to the community.

## RENTAL RATES

- Main Indoor Arena: \$44 per hour
- Warm-Up Indoor Arena: \$27.50 per hour
  - Main Outdoor Arena: \$27.50 per hour
- Warm-Up Outdoor Arena: \$17.50 per hour
  - Amphitheater: \$500 per day minimum
- Convention center: \$150 per day minimum for smaller spacer; \$525 per day for facility



Gillette

- Owner/Operator: Campbell County
- Footprint: 1,000 acres
- Features:
  - 1 convention/exhibit hall
  - 2 large multi-purpose pavilions
  - 1 performing arts theater
  - RV campgrounds
  - 21-acre park and picnic area
  - Rodeo grounds
- Programming:
  - Historically, the facility focused on rodeo and other horse/western events. Two years ago, however the facility began to target mainstream sports to attract youth and amateur sports events.
  - The facility also hosts banquets, and flat floor events, etc.
- Financial Operations:
  - The facility did not provide financial data.



**RENTAL RATES**

The facility did not provide rental rates.



- Buildings
- Parking Lots
- Horse Stalls
- RV Campground - Full Service
- RV Campground - Water/Electric
- Concessions / Rest Rooms
- Water
- Fire Hydrant



1635 Reata Drive \* Gillette, WY 82718  
 website: [www.cam-plex.com](http://www.cam-plex.com)  
 E-Mail: [cam-plex@vcn.com](mailto:cam-plex@vcn.com)  
 (307) 682-0552 \* (307) 682-8418 fax

<u>Facility</u>	<u>Indoor Dirt Arena(s)</u>	<u>Outdoor Dirt Arena(s)</u>	<u>RV Campgrounds</u>	<u>Outdoor Multi-Use Fields</u>	<u>Outdoor Ball Diamonds</u>	<u>Horse Stalls</u>	<u>Indoor Multi-Use Space</u>
Bastian Agricultural Center	✓	✓		✓		✓	✓
Bingham Regional Park				✓			
Cam-Plex Multi Event Facilities	✓	✓	✓				✓
Carbon County Event Center	✓	✓		✓	✓	✓	✓
Deseret Peak Complex	✓	✓	✓	✓	✓	✓	✓
Golden Spike Event Center	✓	✓		✓	✓	✓	✓
Uintah County Western Park	✓	✓					✓
Wasatch County Event Complex	✓	✓				✓	✓

*Note: Sorted by Facility in alphabetical order*

*Source: Facility operators, Victus research*

## SUMMARY OF SELECT AMENITIES NOTES

As shown above, the Deseret Peak Complex is the only facility that has all the amenities listed. It should be noted however, that the Complex's indoor multi-use space is not a true indoor space that can host conferences, flat floor shows, etc. Lastly, the Bingham Regional Park does not have many comparable amenities as the future facility is being featured more as a community park rather than a multi-purpose event center or complex. It is featured in this section however, since Tooele County staff indicated that their goal is for the Deseret Peak Complex to be a regional, recreational draw where County residents can come and recreate at minimal cost.

<u>Facility</u>	<u>Western Events</u>	<u>Stick &amp; Ball Sports</u>	<u>Rectangular Field Sports</u>	<u>Conferences/ Flat Floor Shows</u>	<u>Indoor Sports</u>
Bastian Agricultural Center	✓		✓	✓	
Bingham Regional Park			✓		
Cam-Plex Multi Event Facilities	✓			✓	
Carbon County Event Center	✓	✓	✓	✓	
Deseret Peak Complex	✓	✓	✓		
Golden Spike Event Center	✓	✓	✓	✓	✓
Uintah County Western Park	✓			✓	
Wasatch County Event Complex	✓			✓	

*Notes: (1) Sorted by Facility in alphabetical order (2) Western Events includes rodeos, and any events involving horses. (3) Stick & Ball Sports includes baseball and softball. (4) Rectangular Field Sports include soccer, football, etc.*

*Source: Facility operators, Victus research*

## SUMMARY OF SELECT PROGRAMMING NOTES

As shown above, the Deseret Peak Complex can accommodate only three (3) of the five (5) listed event types. It should be noted however, that the Complex’s indoor multi-use space is not a true indoor space that can host conferences, flat floor shows, etc. The Golden Spike Event Center is the only facility profiled, that can accommodate all listed types of events above.

- The Deseret Peak Complex is the only facility that has all the amenities listed. It should be noted however, that the Complex's indoor multi-use space is not a true indoor space that can host conferences, flat floor shows, etc. Lastly, the Bingham Regional Park does not have many comparable amenities as the future facility is being featured more as a community park rather than a multi-purpose event center or complex. It is featured in this section however, since Tooele County staff indicated that their goal is for the Deseret Peak Complex to be a regional, recreational draw where County residents can come and recreate at minimal cost.
- The Deseret Peak Complex can accommodate only three (3) of the five (5) listed event types. It should be noted however, that the Complex's indoor multi-use space is not a true indoor space that can host conferences, flat floor shows, etc. The Golden Spike Event Center is the only facility profiled, that can accommodate all listed types of events above.



## 5. INTERVIEW SUMMARIES

In May and June 2022, Tooele County identified local stakeholders in addition to current and potential user groups for Victus Advisors to conduct in-person and phone interviews. The goal of these interviews was to gather feedback from key stakeholders and current/potential users regarding the potential renovations and improvements to the Deseret Peak Complex. The set of topics and questions included perceptions of the current state of the Deseret Peak Complex, possible renovations and improvements, and other feedback regarding the Complex.

**STAKEHOLDER INTERVIEWS** - Victus Advisors conducted in-person and phone interviews with representatives from the following nine (9) organizations:

- Energy Solutions
- Stansbury Service District
- Tooele City Council
- Tooele City Parks and Recreation
- Tooele County Council
- Tooele County School District
- Tooele County Special Recreation District
- Tooele Valley Chamber of Commerce
- Utah Motorsports Campus

**USER GROUP INTERVIEWS** - Victus Advisors also conducted phone interviews with representatives from the following 10 organizations/individuals:

- Bit N Spur Rodeo
- Country Fan Fest
- Deseret Peak BMX
- Down and Dirty Barrel Club
- Elite Soccer FC
- Live a Little Entertainment Group
- Mule Deer Association
- Tooele County Fair
- Troy Johansen (Softball)
- Up with Kids

## PERCEPTIONS OF THE CURRENT STATE OF THE DESERET PEAK COMPLEX

- Nearly all interviewees thought that the Complex is outdated and underutilized. One interviewee stated that the sprinklers are old and have had a lot of problems.
- Several interviewees felt that the facility has been neglected for many years (via deferred maintenance). One interviewee wants the Complex to be a “destination rather than an afterthought.”
- The most common frustration amongst many interviewees was that the fields have been damaged by festival events and thus unusable for soccer games and other events for several weeks.
- Strengths
  - Interviewees felt the **location** of the Complex is easy to get to for County residents and not just one community.
  - Many interviewees cited the demolition derby and rodeo shows as **great events** for the community.
  - The **aquatic center** was frequently mentioned as a major community asset.
- Weaknesses:
  - The **conference center** was described as **dated and not user friendly** by many interviewees.
  - Interviewees felt the Complex **lacked green spaces**.



## SUPPORT FOR RENOVATIONS & IMPROVEMENTS TO THE DESERET PEAK COMPLEX

- Generally speaking, interviewees were supportive of making renovation and improvements to the Deseret Peak Complex. One interviewee stressed the importance of the County to be willing to make significant investment in upgrades.
- A few interviewees wondered if there would be any public/private partnerships, suggesting this route may make potential renovations more financially feasible.
- When asked about whether or not they would support using public funds to improve the Deseret Peak Complex, many interviewees stated that they would. One interviewee stated that they would support a bond as well. One interviewee cautioned against public funds for the Deseret Peak Complex because the school district relies on the same tax base. As a result, they thought it would be difficult for both future school projects and the Deseret Peak Complex to receive public funds at the same time.
- Some interviewees felt that an improved and updated Deseret Peak Complex that could offer more green space and recreational programs would take pressure off of city and district parks and recreation departments. These departments have had to turn groups away due limited facility space.
- There is some concern amongst interviewees about how the general public will react to possible funding mechanisms should the Complex make changes. They mentioned that County residents seem to be resistant to change, and most are afraid of tax increases.

## SUGGESTED IMMEDIATE IMPROVEMENTS TO THE DESERET PEAK COMPLEX

- **Country Fan Fest:**
  - Install more restrooms throughout the Complex.
  - Install permanent power near the main stage (baseball/soccer fields)
  - Provide more electrical power for RV parking and vendor areas.
  - Develop more green space which can be used for VIP parking.
  
- **Deseret Peak BMX:**
  - Install bleachers.
  - Make electrical upgrades throughout the venue.
  - Make significant upgrades and repairs to the playground area.
  
- **Elite Soccer FC:**
  - Develop more parking space
  - Install bathrooms near the soccer fields
  - Make the light switches for soccer fields more accessible. The group currently has to drive to the softball fields to turn on the lights for the soccer fields.
  
- **Horse User Groups:**
  - Replace current dirt at all arenas. Groups indicate that the dirt is too loose and causing injury to horses.
  - Update electrical wiring and access at all the venues.
  - Provide state-of-the-art internet connection.

### SUGGESTED IMMEDIATE IMPROVEMENTS TO THE DESERET PEAK COMPLEX (CONT.)

- **Live A Little Productions (Monster Truck):**
  - Provide additional lighting support at the venue.
  
- **Softball:**
  - Expand the parking lot.
  - Install lights on the four (4) smaller ball fields.
  - Install a new public announcer sound system.
  - Replace the sprinkler valves throughout the Complex.
  
- **Tooele County Fair:**
  - Replace drainage system under the dirt in the indoor arena.
  - Cosmetics
  - Update the vinyl fences throughout the Complex. They stated that many fences are broken and some have bullet holes.
  - Amplify food options for concessions. They felt this could be accomplished with better kitchen supplies and appliances.
  - New signage throughout the Complex.
  
- **Up With Kids:**
  - Make the front door ADA complaint.
  - Open the east entrance. The group indicated that the east entrance is typically closed, and that parents are guided by GPS to go through that entrance instead south entrance.

## SUGGESTED LONG-TERM IMPROVEMENTS TO THE DESERET PEAK COMPLEX

- **Country Fan Fest:**
  - Create a permanent stage on racetrack with stadium seating
  - Develop more camping spots which would increase festival attendance and thus increase impact economic impact to Tooele County.
  
- **Deseret Peak BMX:**
  - Develop a fully paved pump track by the old miniature golf course.
  - Develop an outdoor skate park
  - Build a recreation center for County residents.
  
- **Elite Soccer FC:**
  - Develop a minimum of six (6) more fields for a total of nine (9) large fields. The user also suggested that at least three (3) of the fields should be turf.
  - Install lighting for all fields.
  
- **Horse User Groups:**
  - Install new roping boxes and chutes in the outdoor arena. In addition, one group recommended to fix the area near the boxes and chutes so that the dirt is not “uphill coming out of that area.”
  - Update the announcer’s booth at the outdoor arena.

### SUGGESTED LONG-TERM IMPROVEMENTS TO THE DESERET PEAK COMPLEX (CONT.)

- **Live A Little Productions (Monster Truck):**
  - Develop more parking spots and more bathrooms.
  - Build a ticket office.
  - Build an office space. The group would like to have an office space to use when in town instead of using a trailer.
  
- **Mule Deer Foundation:**
  - Build a bigger conference center to host more conservation groups for banquets, etc.
  
- **Tooele County Fair:**
  - Consider building an amphitheater that could be used by Country Fan Fest and other events.

- Nearly all interviewees thought that the Complex is outdated and underutilized.
- Generally speaking, interviewees were supportive of making renovation and improvements to the Deseret Peak Complex.
- Suggested immediate improvements to the Deseret Peak Complex include: more restrooms throughout the Complex, and electrical upgrades/updates throughout the Complex.
- Suggested long-term improvements to the Deseret Peak Complex include: indoor recreation center, more outdoor fields, bigger conference center, and more camping spots.



## 6. ONLINE SURVEY RESULTS

In addition to in-person and phone interviews conducted in May and June 2022, Victus Advisors also conducted online surveys with 963 Deseret Peak Complex users and other Tooele County residents. Based on the current estimated population of Tooele County, questions with 963 responses have a margin of error of +/- 3.1% with a 95% confidence interval. The survey link was distributed by the County via their email, digital, online, and social media channels. Our general survey topics included, but were not limited to:

- General demographic information
- Participation frequency at Deseret Peak Complex
- Satisfaction with recent experiences at the Deseret Peak Complex
- Suggested improvements at the Deseret Peak Complex

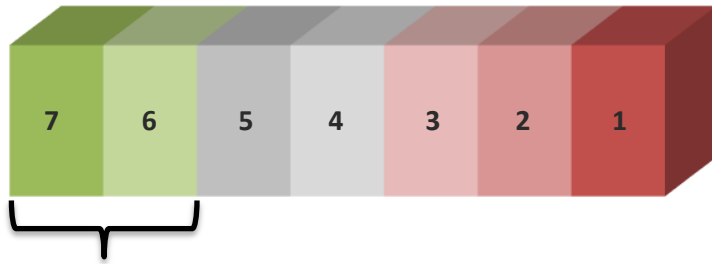
Tooele County respondent profile:

- 28% Male, 72% Female
- 87% between the ages of 25 and 64 (62% age 25 to 44, 25% age 45 to 64)
- 92% White (Non-Hispanic), 4% Hispanic/Latino, 4% Other
- Median Household Income: \$75,000 - \$99,999
- Residence:
  - 96% Tooele County
  - 3% Salt Lake County
  - 1% Utah County



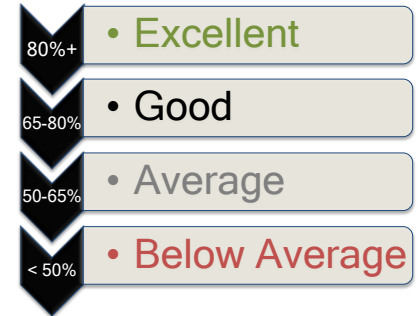
Survey respondents were asked to rate their overall satisfaction at the Deseret Peak Complex on a 7-point scale, in which “7” represents “Very Satisfied” and “1” represents “Very Dissatisfied”.

Based on these satisfaction ratings, Victus Advisors has assigned a “**Top-2 Box Rating**” to each factor that is presented on the following page. Top-2 Box Rating represents the combined scores of “7” and “6” given to each factor by respondents, representing the highest levels of satisfaction.



Top-2 Box Rating (% 7 or 6)

*General Top-2  
Box score  
standards for  
satisfaction  
analysis*

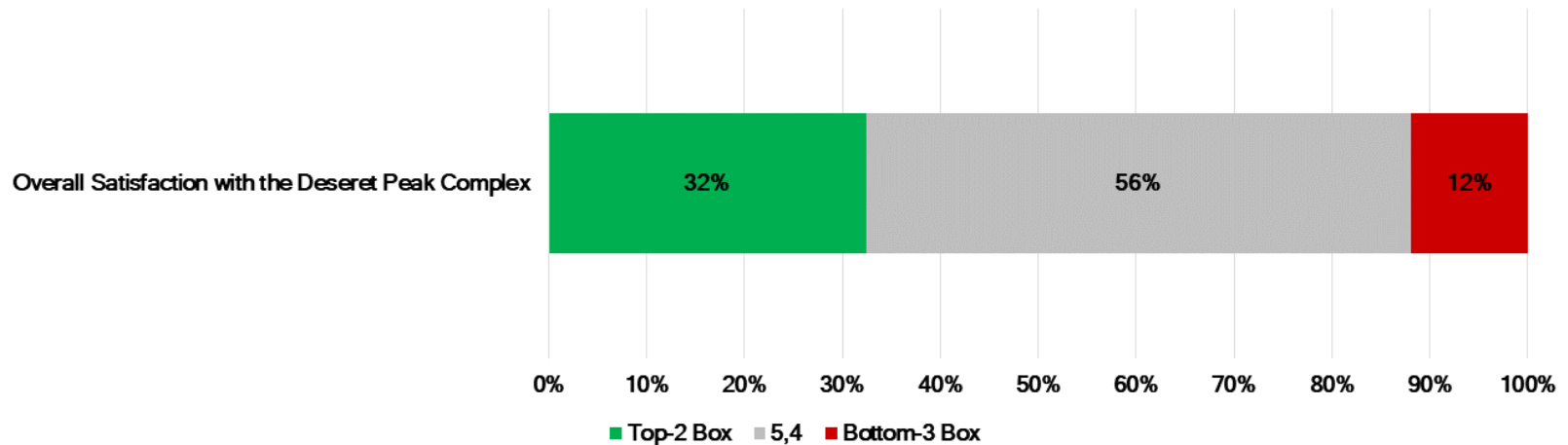


Our Top-2 Box methodology is a best-in-class approach to satisfaction measurement.

# OVERALL SATISFACTION WITH THE DESERET PEAK COMPLEX



*“Overall, how satisfied are you with your recent experiences at the Deseret Peak Complex?”*



*Base: 740 respondents*

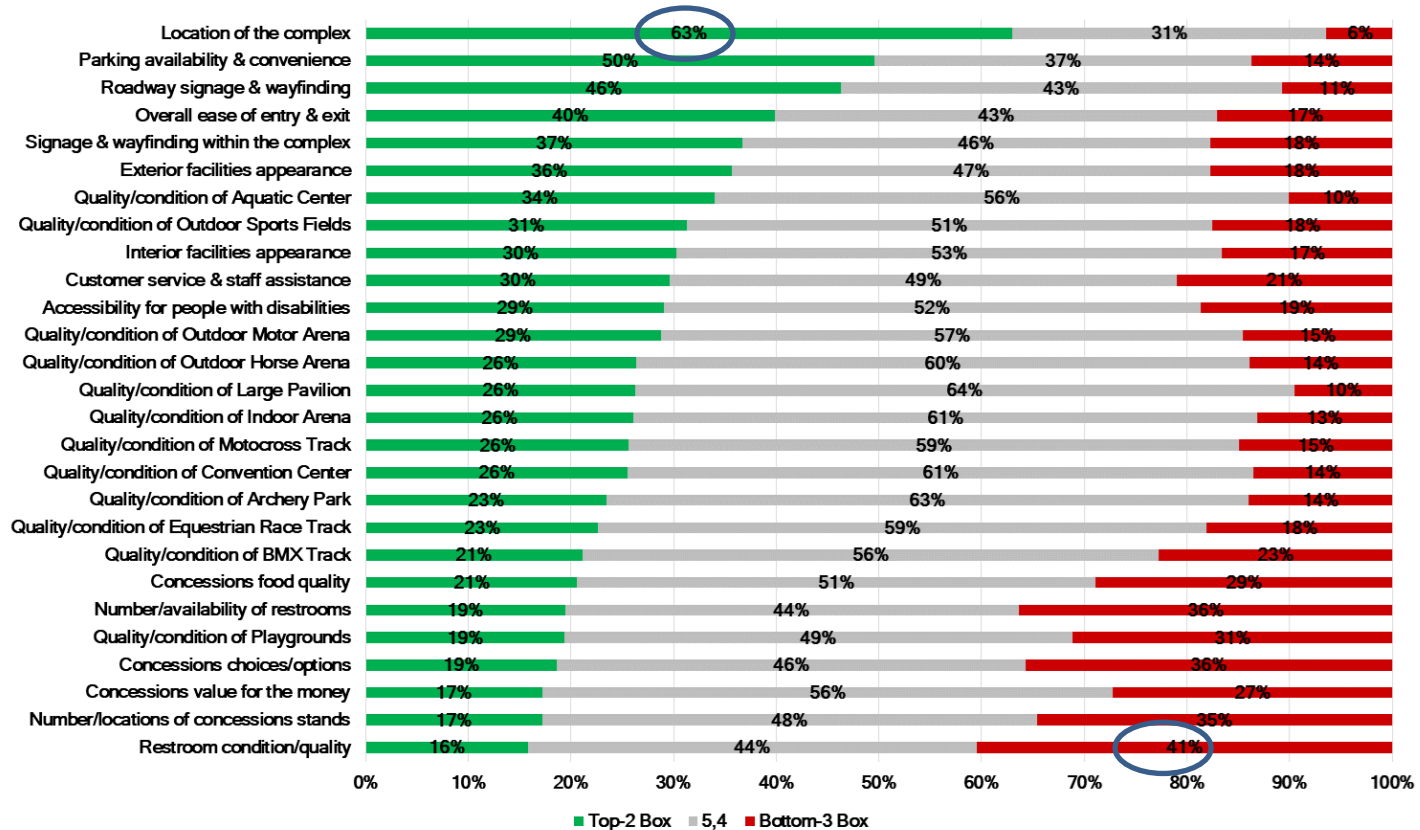
Respondents rated Overall Satisfaction with the Deseret Peak Complex with a Top-2 box score of 32%, which is considered a below average level of customer satisfaction.

*Note: Top-2 Box Rating represents the combined scores of “7” and “6” representing the highest levels of satisfaction. Our Top-2 Box methodology is a best-in-class approach to satisfaction measurement.*

# SATISFACTION WITH DESERET PEAK COMPLEX ELEMENTS



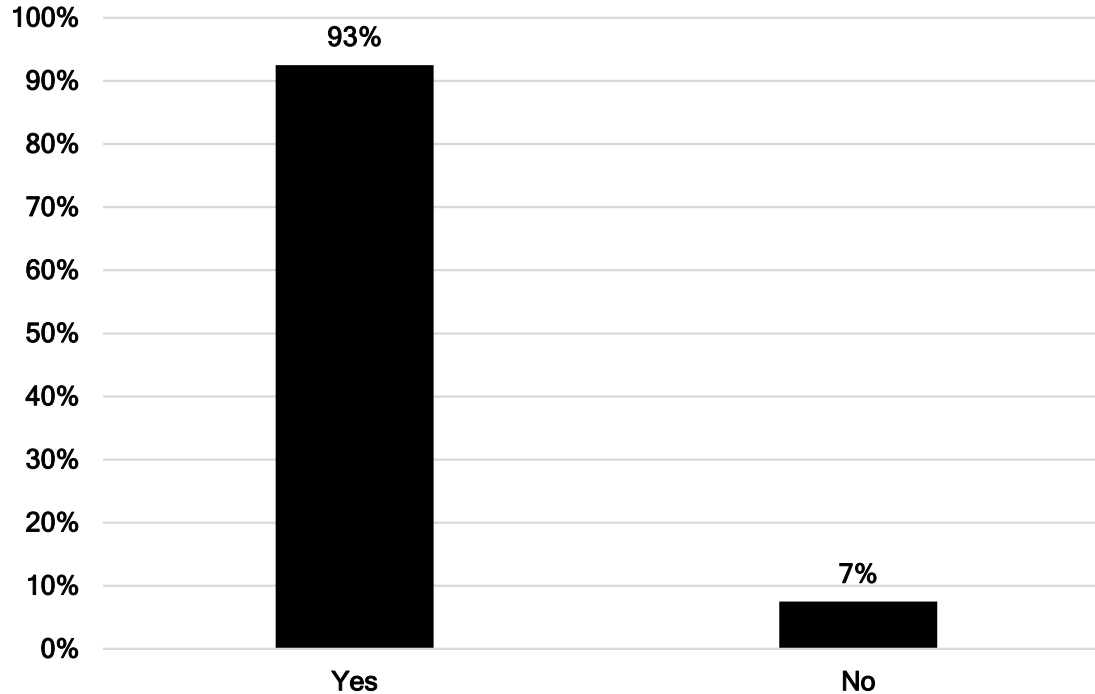
*“On a 1 to 7 scale, with 1 being ‘very dissatisfied’ and 7 being ‘very satisfied’, how do you rate your levels of satisfaction with the following elements of the Deseret Peak Complex?:”*



Notes: (1) Sorted by Top-2 Box score in descending order (2) Base: 735 respondents

Overall ratings of the Deseret Peak Complex elements were below average. The Location of the complex had the highest rating while the Restroom condition/quality had the lowest rating.

“Have you attended or participated in any events or activities at the Deseret Peak Complex in the past five (5) years?”

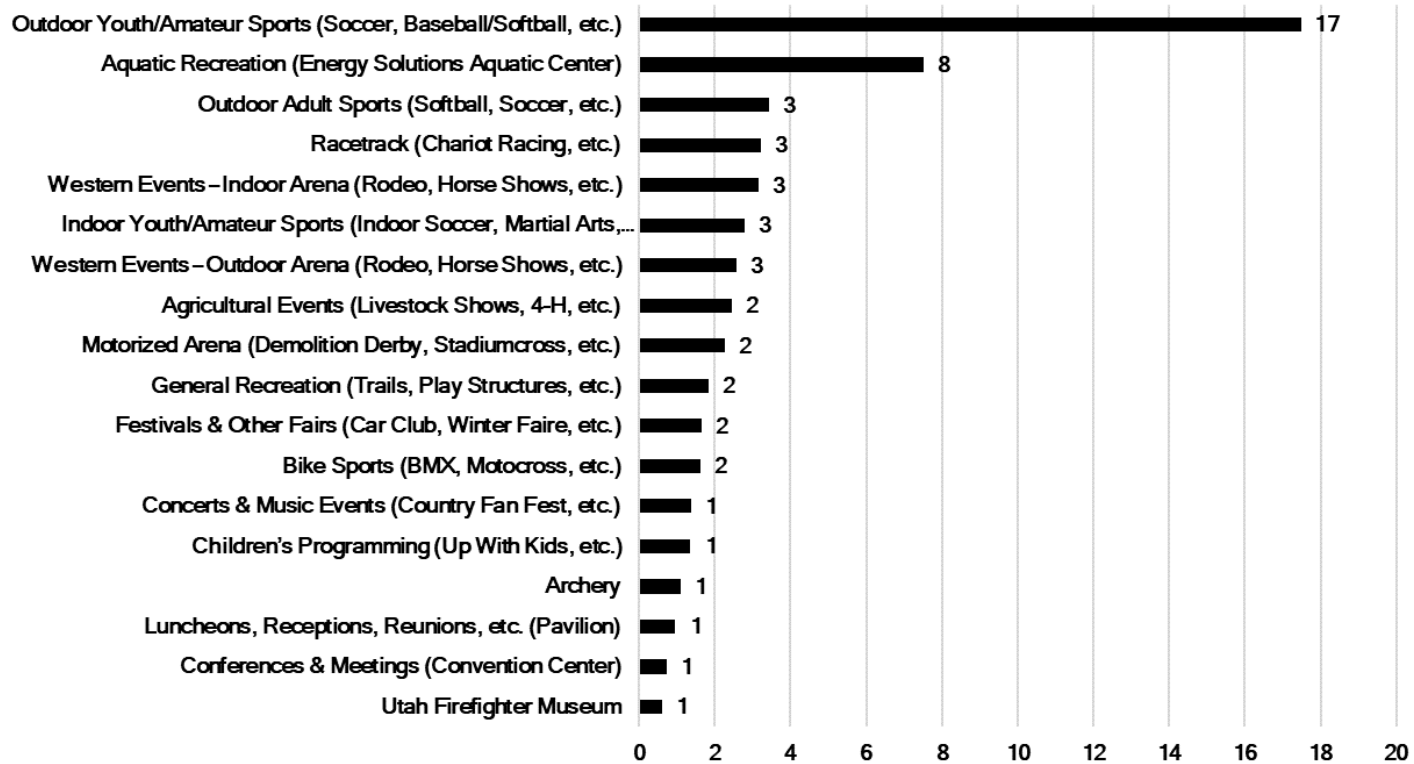


Notes: (1) Sorted by answer in descending order (2) Base: 963 respondents

93% of respondents indicated that they have attended or participated in any events or activities at the Deseret Peak Complex in the past five (5) years.



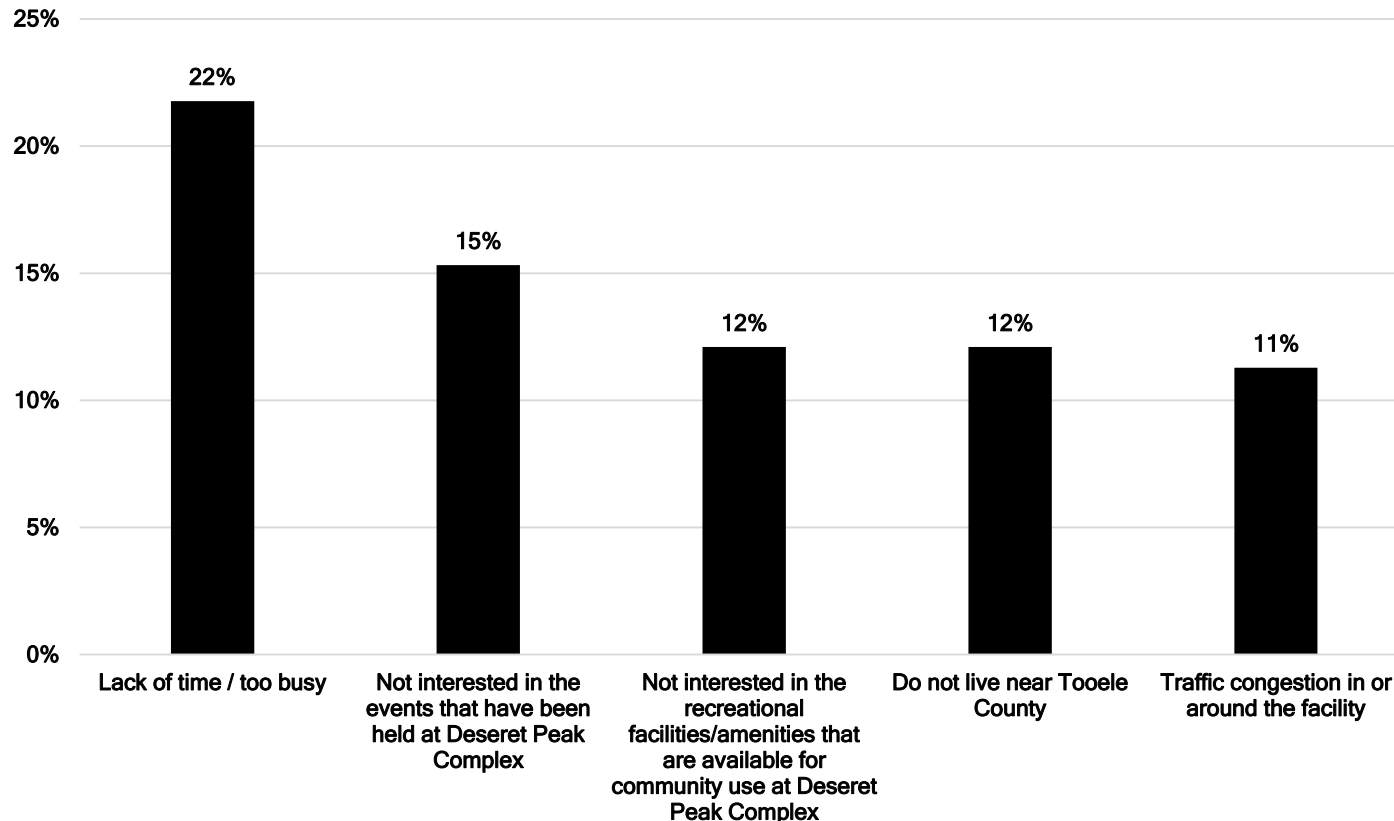
*“Please indicate how many times per year, on average, you have attended or participated in each of the following types of activities or events at the Deseret Peak Complex in recent years.”*



Notes: (1) Sorted by type of activity or event in descending order (2) Respondents were allowed to select more than one response (3) Base: 808 respondents

**Outdoor Youth/Amateur Sports and Aquatic Recreation were the activity/event types most frequently attended/participated on average in a year.**

*“Why have you not attended or participated in any events at the Deseret Peak Complex in the past five (5) years?”*



*Notes: (1) Sorted by type reason score in descending order (2) Respondents were allowed to select more than one response (3) Only scores above 10% were listed (4) Base: 69 respondents*

Of those who indicated that they have not attended or participated in any events at the Deseret Peak Complex in the past five (5) years, 22% of the respondents indicated **Lack of time/too busy** as the main reason.

# IMPORTANCE OF POTENTIAL IMPROVEMENTS TO THE DESERET PEAK COMPLEX



*“For each of the following potential improvements, please indicate their importance to you, with 1 representing “Not Important” and 7 representing “Very Important”.*”



Notes: (1) Sorted by Very Important score in descending order (2) Base: 662 respondents

Some of the highest rated potential improvements include **More indoor sports options**, **New indoor fitness facilities/programs**, **Aquatic center improvements/upgrades**, and **More outdoor sports options**.

# INTEREST IN FUTURE EVENTS AT THE DESERET PEAK COMPLEX



*“For each of the following types of events that could be held in the future at the Deseret Peak Complex, please rate your interest in attending or participating.”*



Notes: (1) Sorted by Very Interested score in descending order (2) Base: 708 respondents

Some of the future event types that respondents were most interested in included Tooele County Fair, Mainstream music concerts, High school sports, Fitness classes and programming, Western events, Youth programming, and Participatory amateur sports.



- Outdoor Youth/Amateur Sports and Aquatic Recreation were the activity/event types most frequently attended/participated on average.
- Some of the highest rated potential improvements include more indoor sports options, new indoor fitness facilities/programs, aquatic center improvements/upgrades, and more outdoor sports options.
- Some of the future event types that respondents were most interested in included Tooele County Fair, Mainstream music concerts, High school sports, Fitness classes and programming, Western events, Youth programming, and Participatory amateur sports.



## 7. MARKET FEASIBILITY RESULTS & RECOMMENDATIONS

Our building program recommendations are based primarily upon the following primary and secondary research conducted by Victus Advisors over the course of this study, including but not limited to:

- Analysis of Tooele County's unique market characteristics.
- Review of comparable facilities in Utah and the mountain west.
- Community feedback via public input, emails, interviews, and online survey.

Based on customized research and our extensive industry experience, we have identified that community demand exists for renovation and/or expansion of the Deseret Peak Complex in Tooele County. The following page describes Victus Advisors' recommended phasing of improvements.

## PRIORITY I - IMPROVE & EXPAND UPON EXISTING SUCCESS

*KEY = FOCUS ON FINANCIAL FEASIBILITY WITHIN COUNTY BUDGET PARAMETERS*

- Immediate improvements needed by current key user groups
- Continue to build upon success with western events
- Continue to build upon success in youth/amateur sports
- Continue to build upon success with live events (County Fair, Country Fan Fest, outdoor arenas)
- Invest in aquatic facility (deferred maintenance)
- Create a better flow to the complex, for both walking and driving. This includes fixing parking, traffic flow, pedestrian flow, and signage/wayfinding issues
- Create a more park-like feel, including green space and kids play features. Think about how dedicated green space can also be used to reduce impact on sports fields from Fair/Fan Fest.
- Opportunity to relocate existing service/workshop buildings and repurpose the racetrack area for expansion of other outdoor amenities with broader user demand
- Upgrade/increase overall restrooms and concessions

## PRIORITY II - NEW FACILITIES

*CAPITAL PROJECTS THAT WOULD LIKELY REQUIRE ANOTHER ROUND OF FUNDING*

- Indoor recreation, sports, and event center (multi-use facility with fitness/recreation programming, gym space with multiple courts, and flexible ability to host private events as well)
- Consider ability to cover aquatic center in winter or provide indoor option in new recreation center
- New concert facility that could further reduce impact of Fair/Fan Fest on sports fields... such as an amphitheater that is dedicated to concert/arts/entertainment activity



## 8. FINANCIAL OPERATIONS ANALYSIS

The following key assumptions were utilized by Victus Advisors in order to develop operating and financial projections for a renovated Deseret Peak Complex in Tooele County:

- We will present two (2) operating scenarios: **Scenario 1** - Existing agreements where several venues are operated by third-parties; and **Scenario 2** - Tooele County Parks & Recreation operates all venues.
- Please note that these operating projections are assumed to begin several years in the future, at which point the COVID-19 pandemic is assumed to be substantially over.
- Financial projections have been developed for Victus Advisor’s Phase I recommended improvements and are based on estimated programming, practice, league, and tournament usage. The property will be publicly owned and thus exempt from property taxes.
- No assumptions have been made yet for debt service or long-term capital improvement funds.
- The facility will offer affordable rental rates and market to club teams and regional/national tournaments. The complex will be designed to compete against other regional sports complexes in attracting tournaments and sports tourism.
- These projections are based on current market circumstances, and thus assume that there will be no other major changes to the available sports and event facility inventory within Tooele County and the greater Salt Lake valley.
- The financial projections displayed on the following pages utilize a variety of additional assumptions, including data gathered from 3<sup>rd</sup>-party sources, information provided by Tooele County, and Victus Advisors’ industry experience. There will be differences between these projections and actual events, and these differences may be material.

# SCENARIO 1 PRO FORMA: CURRENT OPERATING MODEL



In a stabilized year of operations, it is estimated that the operations of an improved Deseret Peak Complex (Operating Scenario 1) in Tooele County could operate at an approximate 50% cost recovery.

	Stabilized Year
<b>Operating Revenues:</b>	
Admissions	\$167,000
Rents	\$223,000
Concessions (Net)	\$85,000
Donations	\$30,000
Utility Fees	\$20,000
<b>Total Revenues:</b>	<b>\$525,000</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$370,000
Utilities	\$391,000
Advertising, Marketing, & Promotion	\$6,000
General, Administrative, & Other	\$1,000
Maintenance/Repair	\$96,000
Materials/Supplies	\$190,000
<b>Total Expenses:</b>	<b>\$1,054,000</b>
<b>EBIDA</b>	<b>(\$529,000)</b>
<b>ESTIMATED COST RECOVERY</b>	<b>50%</b>

*Notes: (1) Presented in 2022 dollars (2) EBIDA represents "earnings before interest, depreciation, and amortization".*

# SCENARIO 2 PRO FORMA: FULL PARKS & RECREATION OPERATIONS



In a stabilized year of operations, it is estimated that the operations of an improved Deseret Peak Complex (Operating Scenario 2) in Tooele County could operate at an approximate 61% cost recovery.

	<b>Stabilized Year</b>
<b>Operating Revenues:</b>	
Admissions	\$167,000
Rents	\$344,000
Parks & Rec Programs	\$170,000
Concessions (Net)	\$98,000
Donations	\$30,000
Utility Fees	\$20,000
<b>Total Revenues:</b>	<b>\$829,000</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$503,000
Utilities	\$391,000
Program Expenses	\$119,000
Advertising, Marketing, & Promotion	\$25,000
General, Administrative, & Other	\$10,000
Maintenance/Repair	\$126,000
Materials/Supplies	\$190,000
<b>Total Expenses:</b>	<b>\$1,364,000</b>
<b>EBIDA</b>	<b>(\$535,000)</b>
<b>ESTIMATED COST RECOVERY</b>	<b>61%</b>

*Notes: (1) Presented in 2022 dollars (2) EBIDA represents "earnings before interest, depreciation, and amortization".*



*Revenue generated by the improved Deseret Peak Complex in Tooele County is expected to consist primarily of admissions, rental income, program revenue, concessions, and donations and utility fees. A brief description of each potential revenue source is provided below.*

**Admissions:**

Admissions revenue primarily consists of aquatic center and swimming lesson admissions. There are also some revenues related to indoor arena admissions. Victus projects that there would be about a 10% increase in total admissions revenue from 2021 operations for both **Scenario 1** and **Scenario 2**.

**Rental Income:**

Facility rent is typically one of the largest revenue sources for event center complexes. We have conservatively assumed, based on competitive rental rates within the market, that average rental rates for the complex would increase about between 5-10% from current rates for all venues in an improved Deseret Peak Complex. Additionally under **Scenario 2**, the rental income would increase by approximately \$121,000 due to Tooele County Parks & Recreation renting out the soccer and ball fields. We have assumed that rental rates would be \$30 per hour per field for both the soccer and ball fields. We have also assumed that the tournament rate would be \$450 per day for all the soccer fields and \$500 per day for all the ball fields.

**Programming (Leagues, Camps, etc.):**

Programming consists of camps, clinics, and leagues organized by the facility operator, with revenue primarily consisting of registration fees. For **Scenario 1** it is assumed that there would be no Tooele County Parks & Recreation programming. For **Scenario 2** it is assumed that Tooele County Parks & Recreation would operate the BMX Track, Motocross Track, soccer fields, and ball fields. The County would run programming for all four (4) venues and would generate approximately \$170,000 in annual revenue.

**Concessions:**

Concessions revenue consists of sales of various food and beverage items at various points-of-sale throughout the complex. Profit margins on concessions sales are typically at least 20-30%. For **Scenario 1** we project about an 8% increase in concessions revenue from 2021 operations. For **Scenario 2** we project about a 15% increase in concessions revenue from Scenario 1 since the County would be operating the BMX Track, Motocross Track, soccer fields, and ball fields.

**Donations:**

Donations revenue primarily consists of a naming rights sponsorship of \$25,000 per year from Energy Solutions for the aquatic center.

**Utility Fees:**

Utility Fees revenue primarily consists of fees charged to event organizers for use of lights and other utilities at the complex for events, etc.

*Operating expenses expected to be generated by the improved Deseret Peak Complex in Tooele County include salaries, wages, and benefits, operations/programming costs, utilities, and other expenses. A brief description of each potential major source of expense is provided below.*

### **Salaries, Wages & Benefits:**

We have assumed that under **Scenario 1** the staffing would remain about the same. For **Scenario 2** we have assumed at least 2.5 additional full-time equivalent (FTE) employees (including both salaried and part-time employees). The additional staff would help oversee the new programs offered at the four (4) additional venues that the Tooele County Parks & Recreation would operate.

### **Utilities:**

Utilities often represent one of the largest expenses incurred by event center complex operators. We project that utility expenses would remain similar to 2021 operations for both **Scenario 1** and **Scenario 2**.

### **Program Expenses:**

This line item would only apply to **Scenario 2**. Direct expenses from operating programs at the complex, such as referees, judges, or jerseys/shirts for league play, have been assumed to be approximately 30% of program revenues, based on costs at comparable facilities. Please note, this does not include the overhead costs included in Salaries, Wages & Benefits for full-time staff whose responsibilities would include administrative tasks related to programming.

**Other Expenses:**

Other expenses expected to be incurred by the improved Deseret Peak Complex include general and administrative expenses, repairs and maintenance, materials, supplies, marketing costs, insurance, and other such expenses described below, which have been estimated based upon the 2021 operations of the complex and comparable venues:

- Maintenance and repairs for structures, equipment, grounds, etc. Under **Scenario 2**, we project nearly \$50,000 in additional maintenance since the fields and tracks would no longer be maintained by third-party operators.
- Materials and supplies for administration and operations of the facility such as office supplies, sports equipment, janitorial supplies, etc.
- General liability insurance to cover the grounds, restrooms, and other such areas. (Note: third-party events are typically required to carry their own liability insurance for their events at the venue.)
- Office and administrative expenses, including but not limited to marketing and advertising, telecommunications, travel costs, permits, bad debt, bank service charges, licenses, dues/subscriptions service fees, and other such operating expenses.



## 9. CONCEPT PLANS, COST ESTIMATE & PHASING PLAN



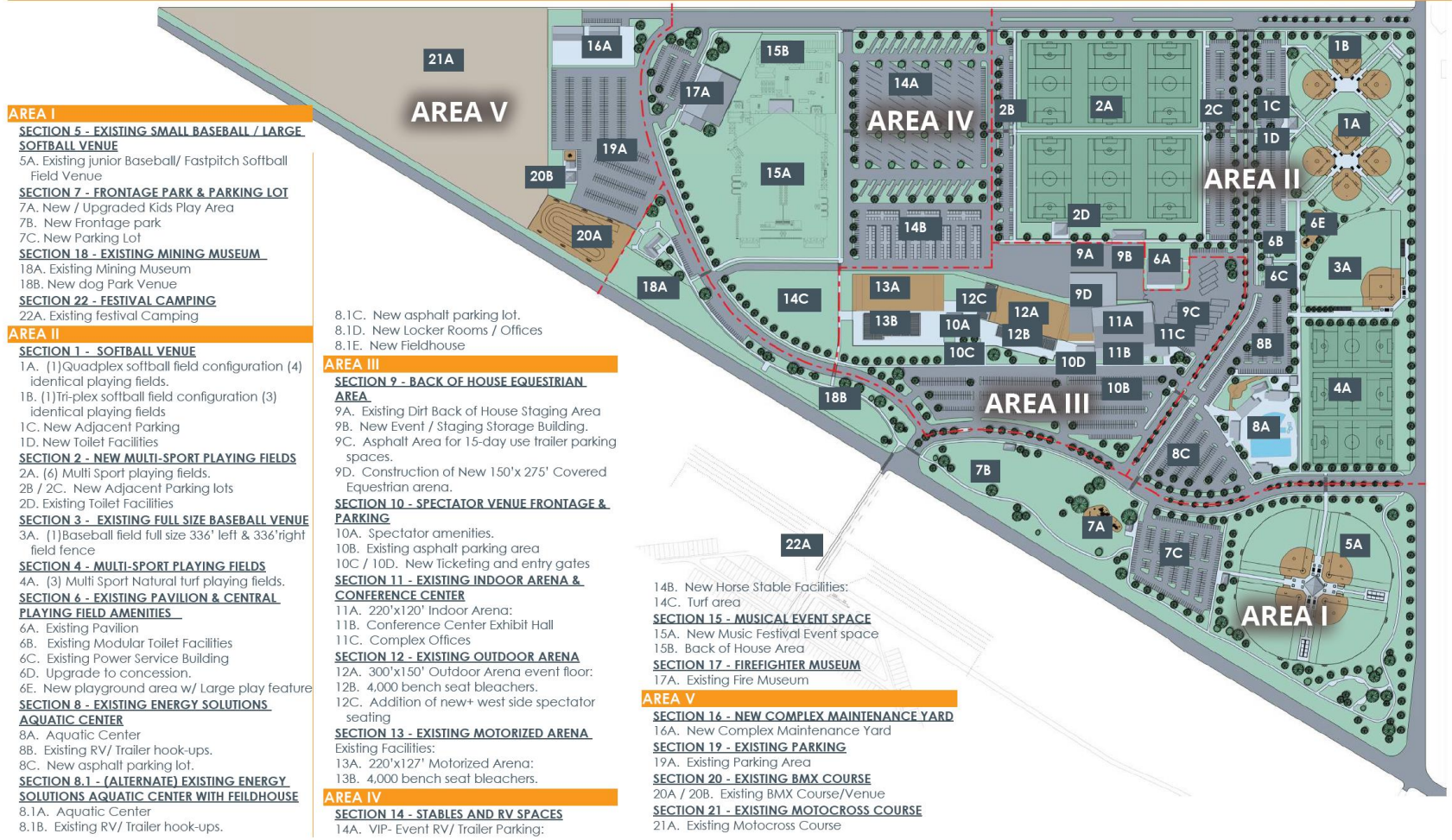
Based upon the market feasibility results presented earlier in this report, Victus Advisors engaged Think Architecture to develop initial conceptual plans for a renovated Deseret Peak Complex in Tooele County.

The remainder of this section includes:

- Sample Site Concepts
- Construction Cost Estimate
- Recommended Phasing Plan

***DISCLAIMER:** The architectural concept plans contained herein are preliminary in nature and subject to change. Not all amenities, features, layouts, and configurations depicted herein may be constructed in accordance with the conceptual renderings.*

## OVERALL PLAN VIEW



**AREA I**

- SECTION 5 - EXISTING SMALL BASEBALL / LARGE SOFTBALL VENUE**  
5A. Existing Junior Baseball/ Fastpitch Softball Field Venue
- SECTION 7 - FRONTAGE PARK & PARKING LOT**  
7A. New / Upgraded Kids Play Area  
7B. New Frontage park  
7C. New Parking Lot
- SECTION 18 - EXISTING MINING MUSEUM**  
18A. Existing Mining Museum  
18B. New dog Park Venue
- SECTION 22 - FESTIVAL CAMPING**  
22A. Existing festival Camping

**AREA II**

- SECTION 1 - SOFTBALL VENUE**  
1A. (1) Quadplex softball field configuration (4) identical playing fields.  
1B. (1) Tri-plex softball field configuration (3) identical playing fields  
1C. New Adjacent Parking  
1D. New Toilet Facilities
- SECTION 2 - NEW MULTI-SPORT PLAYING FIELDS**  
2A. (6) Multi Sport playing fields.  
2B / 2C. New Adjacent Parking lots  
2D. Existing Toilet Facilities
- SECTION 3 - EXISTING FULL SIZE BASEBALL VENUE**  
3A. (1) Baseball field full size 336' left & 336' right field fence
- SECTION 4 - MULTI-SPORT PLAYING FIELDS**  
4A. (3) Multi Sport Natural turf playing fields.
- SECTION 6 - EXISTING PAVILION & CENTRAL PLAYING FIELD AMENITIES**  
6A. Existing Pavilion  
6B. Existing Modular Toilet Facilities  
6C. Existing Power Service Building  
6D. Upgrade to concession.  
6E. New playground area w/ Large play feature
- SECTION 8 - EXISTING ENERGY SOLUTIONS / AQUATIC CENTER**  
8A. Aquatic Center  
8B. Existing RV/ Trailer hook-ups.  
8C. New asphalt parking lot.
- SECTION 8.1 - (ALTERNATE) EXISTING ENERGY SOLUTIONS AQUATIC CENTER WITH FEILDHOUSE**  
8.1A. Aquatic Center  
8.1B. Existing RV/ Trailer hook-ups.

- 8.1C. New asphalt parking lot.
- 8.1D. New Locker Rooms / Offices
- 8.1E. New Fieldhouse

**AREA III**

- SECTION 9 - BACK OF HOUSE EQUESTRIAN AREA**  
9A. Existing Dirt Back of House Staging Area  
9B. New Event / Staging Storage Building.  
9C. Asphalt Area for 15-day use trailer parking spaces.  
9D. Construction of New 150'x 275' Covered Equestrian arena.
- SECTION 10 - SPECTATOR VENUE FRONTAGE & PARKING**  
10A. Spectator amenities.  
10B. Existing asphalt parking area  
10C / 10D. New Ticketing and entry gates
- SECTION 11 - EXISTING INDOOR ARENA & CONFERENCE CENTER**  
11A. 220'x120' Indoor Arena:  
11B. Conference Center Exhibit Hall  
11C. Complex Offices
- SECTION 12 - EXISTING OUTDOOR ARENA**  
12A. 300'x150' Outdoor Arena event floor:  
12B. 4,000 bench seat bleachers.  
12C. Addition of new+ west side spectator seating
- SECTION 13 - EXISTING MOTORIZED ARENA**  
Existing Facilities:  
13A. 220'x127' Motorized Arena:  
13B. 4,000 bench seat bleachers.

**AREA IV**

- SECTION 14 - STABLES AND RV SPACES**  
14A. VIP- Event RV/ Trailer Parking:

- 14B. New Horse Stable Facilities:  
14C. Turf area
- SECTION 15 - MUSICAL EVENT SPACE**  
15A. New Music Festival Event space  
15B. Back of House Area
- SECTION 17 - FIREFIGHTER MUSEUM**  
17A. Existing Fire Museum

**AREA V**

- SECTION 16 - NEW COMPLEX MAINTENANCE YARD**  
16A. New Complex Maintenance Yard
- SECTION 19 - EXISTING PARKING**  
19A. Existing Parking Area
- SECTION 20 - EXISTING BMX COURSE**  
20A / 20B. Existing BMX Course/Venue
- SECTION 21 - EXISTING MOTOCROSS COURSE**  
21A. Existing Motocross Course

**SECTION 5 - EXISTING SMALL BASEBALL / LARGE SOFTBALL VENUE**

**5A. Existing Junior Baseball/ Fastpitch Softball Field Venue**

**Existing Facility:**

- (1) Quad-Plex (4) Small/Medium Baseball fields or Large Softball fields 300' left & 300' right field fence dimensions Existing Field Contains:
  - High Backstop fencing from dug-out to dugout.
  - 3' fencing of side lines and outfield
  - High perimeter fence for securing venue when not in use.
  - (2) fenced, covered dugouts per field.
  - (4) fields with existing Sports Lighting systems
  - Softball conversion w/ shortened fields
  - fixed dug-out benches.
  - Skinned infield.
  - Concrete paved concourse area.
  - Non-fixed metal spectator bleachers (8) small & (1) Large
  - A Concrete walkway connecting spectator area to parking lot
  - Irrigation system.
  - Elevated press/score keeper's box 400 sq ft.
  - Concessions stand (2) POS, 600 sq ft.
  - Toilet facilities 600 sq ft. Men's & Women's toilet rooms

**Upgrades to Existing Facility:**

- Screen/wind Tarp installation at dugouts (back & outfield side)
- Additional non-fixed (3) Large bleachers.
- Spectator Shade structure.
- Option to Convert field to Baseball only venue.
- Provide variety of playing field sizes to support youth baseball league
- Natural Turf Infield.
- Outfield fence coping.
- Add (6) Batting cages/Bull pen area
- Trees & Landscaping
- Upgrade to irrigation system.

**Upgrades/Alternates be Considered:**

- Score board - Unit prices per board.
- Upgrade to synthetic turf infield
- Upgrade w/ sand bed field - Unit price per field.
- Add High Perimeter decorative fencing for securing complex
- Add upgraded venue Branding/Signage elements.

**Upgrades/Alternates be Considered**

- Score board - Unit prices per board.
- Upgrade to synthetic turf infield
- Upgrade w/ sand bed field - Unit price per field.
- Add High Perimeter decorative fencing
- Add upgraded venue Branding / Signage

**SECTION 7 - FRONTAGE PARK & PARKING LOT**

**Existing Facilities:**

- (1) Small Kids Play feature
- Existing Asphalt parking lot
- Turf Area

**Upgrades to Existing Facilities:**

**7A. New / Upgraded Kids Play Area**

- Relocation of existing play feature
- Additional Play Feature Units.



- Padded Ground Cover Area.
- New Picnic Pavilion (20' x 20') with 6 unisex toilets.

**7B. New Frontage park**

- New Picnic Pavilion (20' x 30')
- New Site Lighting.
- New Concrete walkways and curbs.
- New Trees & Landscaping.
- New/ Upgraded irrigation system.
- Addition of upgraded venue Branding/Signage

**7C. New Parking Lot**

- New Picnic Pavilion (20' x 30')
- Demolition of existing parking lot.
- Construction of New asphalt parking lot.

**SECTION 18 - EXISTING MINING MUSEUM**

**Existing Facilities:**

**18A. Existing Mining Museum**

**Upgrades to Existing Facilities:**

- **18B. New dog Park Venue**
- Multi-pule Enclosed dog park areas.
- Dog park play features
- New site lighting

- New asphalt parking lot adjacent to museum-
- New Trees and Landscaping.
- New campus Branded directional signage
- New irrigation system
- New conc walkways and curbs.

**SECTION 22 - FESTIVAL CAMPING**

**Existing Facilities:**

**22A. Existing festival Camping**

No Upgrade of Existing Facilities



## AREA II

### SECTION 1 - SOFTBALL VENUE

#### Existing Facilities:

#### 1A. (1) Quadplex softball field configuration (4) identical playing fields.

- High Backstop fencing from dug-out to dug-out.
- 3' fencing of side lines and outfield
- (2) fenced, non-covered dugouts per field.
- Non-fixed dug-out benches
- Concrete paved concourse area.
- Non-fixed metal spectator bleachers (4) small and (2) large
- Concrete walkways to connect concourse area to parking lot.

#### Upgrades to Existing Facilities:

- Hard Covered dugout areas
- Screen/Wind Tarp installation at dugouts (back & outfield side)
- Fixed Dugout benches.
- Additional non-fixed (2) Large bleachers and (4) small bleachers
- so each field has matching bleachers.
- Shade structure at spectator area.
- Outfield fence coping
- (2) Batting cages
- Trees & Landscaping
- Upgraded irrigation

#### New Facilities:

#### 1B. (1) Tri-plex softball field configuration (3) identical playing fields

- High Backstop fencing from dug-out to dugout.
- 3' fencing of side lines and outfield
- (2) High (8') fenced, roof covered dugouts per field.
- Fixed dug-out benches
- Screen/Wind Tarp installation at dugouts (back & outfield side)
- Shade structure at spectator area.
- Concrete paved concourse area.

#### 1C. New Adjacent Parking

Concrete walkways to connect concourse area to parking lot.

- Upgrades/Alternates be Considered, for softball venue:
- Sports lighting system - Unit Pricing per field.
- Elevated press/score keeper's box 400 sq ft.
- Score boards - Unit prices per board.
- Upgrade w/ sand bed outfield - Unit price per field.
- Concessions stand (2) POS, 200 sq ft.
- High Perimeter fencing for securing complex during non-use.
- Add upgraded venue Branding / Signage elements.

#### 1D. New Modular Toilet Facilities

### SECTION 2 - NEW MULTI-SPORT PLAYING FIELDS

#### New Facilities:

#### 2A. (6) Multi Sport playing fields.

- Sand bed natural turf fields w/ subsurface drainage connected to storm sewer.
- 3' fencing of side lines and outfield fenced, non-covered dugouts per field.
- Non-fixed dug-out benches
- Concrete paved concourse area.
- Non-fixed metal spectator bleachers (4) small and (2) large

#### 2B / 2C. New Adjacent Parking lots

- Concrete walkways for spectator and player circulation for turf protection.
- Performance sports turf - w/ conc mow strip for separation of sports turf

- and landscaping turf varieties.
- Trees & Landscaping
- Irrigation system

#### Upgrades/Alternates to be Considered, for Multi-sport Fields

- Sports lighting system to extend field use time - Unit Pricing per
- Multi-Sport field.
- Score boards - Unit prices per board.
- Upgrade w/ synthetic turf - Unit price per field.
- Perimeter decorative fencing- to secure playing fields during not use and controlled access.
- Add upgraded venue Branding / Signage elements.
- Non-fixed metal spectator bleachers (6) small (sides), and (3) large (home Plate)

#### 2D. Existing Toilet Facilities

### SECTION 3 - EXISTING FULL SIZE BASEBALL VENUE

#### Existing Facility:

#### 3A. (1) Baseball field full size 336' left & 336' right field fence

- High Backstop fencing from dug-out to dugout.
- 3' fencing of side lines and outfield
- (2) fenced, covered dugouts per field.
- Non-fixed dug-out benches.
- Skinned infield.
- Concrete paved concourse area.
- Non-fixed metal spectator bleachers (1) small
- Concrete walkway to connect concourse to parking.
- Fixed dugout benches
- Irrigation system.

#### Upgrades to Existing Facility:

- Hard Covered dugout areas
- Screen/Wind Tarp installation at dugouts (back & outfield side)
- Additional non-fixed (1) Large bleachers and (1) small bleacher.
- Spectator Shade structure.
- Natural Turf Infield.
- Outfield fence coping
- (2) Batting cages/Bull pen area
- Trees & Landscaping
- Upgrade to irrigation system.

#### Upgrades/Alternates be Considered, for full baseball venue

- Sports lighting system to extend field use time - Unit Pricing per Full size baseball field.
- Elevated press/score keeper's box 150 sq ft.
- Score board - Unit prices per board.
- Upgrade to synthetic turf infield
- Upgrade w/ sand bed field - Unit price per field.
- Concessions stand (1) POS, 150 sq ft.
- High Perimeter decorative fencing

### SECTION 4 - MULTI-SPORT PLAYING FIELDS

#### Existing Facilities:

#### 4A. (3) Multi Sport Natural turf playing fields.

- (3) fields have existing sports lighting.
- Irrigation system

#### Upgrades/Alternates be Considered, for multi-sport fields

- Reduce playing field number from (3) playing fields to (2)
- playing fields to provide additional room accommodate for
- team sidelines and sideline spectators.
- Upgrade Sports lighting system - Unit Pricing per field.

- Score boards - Unit prices per board.
- Upgrade w/ synthetic turf - Unit price per field.
- Perimeter decorative fencing- to secure playing fields during
- not use and controlled access.
- natural turf fields w/ subsurface drainage connected to
- storm sewer.
- Add upgraded venue Branding / Signage elements.

### SECTION 6 - EXISTING PAVILION & CENTRAL PLAYING FIELD AMENITIES

#### Existing Facilities:

#### 6A. Existing Pavilion

- (1) Enclosed metal bldg. Pavilion 100'x150'
- Overhead doors for opening pavilion to exterior.
- Concessions
- Men's & Women's Toilet Rooms.
- Stage
- Currently supports RV parking Spaces
- Irrigation system.

#### 6B. Existing Modular Toilet Facilities

#### 6C. Existing Power Service Building

#### Upgrades to Existing Facility:

- Upgrades to pavilion building.
- **6D. Upgrade to concession.**
- Demolition of pavilion Toilet Facilities.
- Upgrades the pavilion space.
- Upgrade of Pavilion lighting.
- Addition of HVLS Fan at Pavilion interior.
- Exterior and interior painting.
- Upgrade of stage- Accessibility upgrades.
- Electrical system upgrades.
- Addition of Show power box.
- Overhead door / door controls.

#### New Facilities:

#### 6E. New playground area w/ Large play feature

- Padded Ground Cover Area.
- Trees & Landscaping.
- Add upgraded venue Branding / Signage elements.

### SECTION 8 - EXISTING ENERGY SOLUTIONS AQUATIC CENTER

#### Existing Facilities:

#### 8A. Aquatic Center

- Outdoor Swimming Pool.
- Water Slide
- Lap Pool
- Leisure pool
- Diving Boards
- Pool deck
- Kids Play Feature
- Office.
- Men's and Women's Locker Rooms.
- Pool side Concession stand.
- Sand Volleyball courts.

#### Upgrades to Existing Facility:

#### 8B. Existing RV/ Trailer hook-ups.

- Relocation of existing Play feature to one of the 2 new kids play areas

## AREA II

- Demolition and Relocation of Existing RV/Trailer hook-ups.
- New Site Lighting.
- Demolition of existing parking lot concrete curb and Asphalt.

### 8C. New asphalt parking lot.

- New Concrete walkways and curbs.
- New or upgrade Trees & Landscaping.
- New/ Upgraded irrigation system.
- New Branding of Aquatic Center

### SECTION 8.1 - (ALTERNATE) EXISTING ENERGY SOLUTIONS AQUATIC CENTER WITH FEILDHOUSE

#### Existing Facilities:

#### 8.1A. Aquatic Center

- Outdoor Swimming Pool.
- Water Slide
- Lap Pool
- Leisure pool
- Diving Boards
- Pool deck
- Demolition of Kids Play Feature
- Demolition of Office.
- Demolition of Men's and Women's Locker Rooms.
- Pool side Concession stand.
- Sand Volleyball courts.

#### Upgrades to Existing Facility:

#### 8.1B. Existing RV/ Trailer hook-ups.

- Relocation of existing Play feature to one of the 2 new kids play areas
- Demolition and Relocation of Existing RV/Trailer hook-ups.
- New Site Lighting.
- Demolition of existing parking lot concrete curb and Asphalt.

#### 8.1C. New asphalt parking lot.

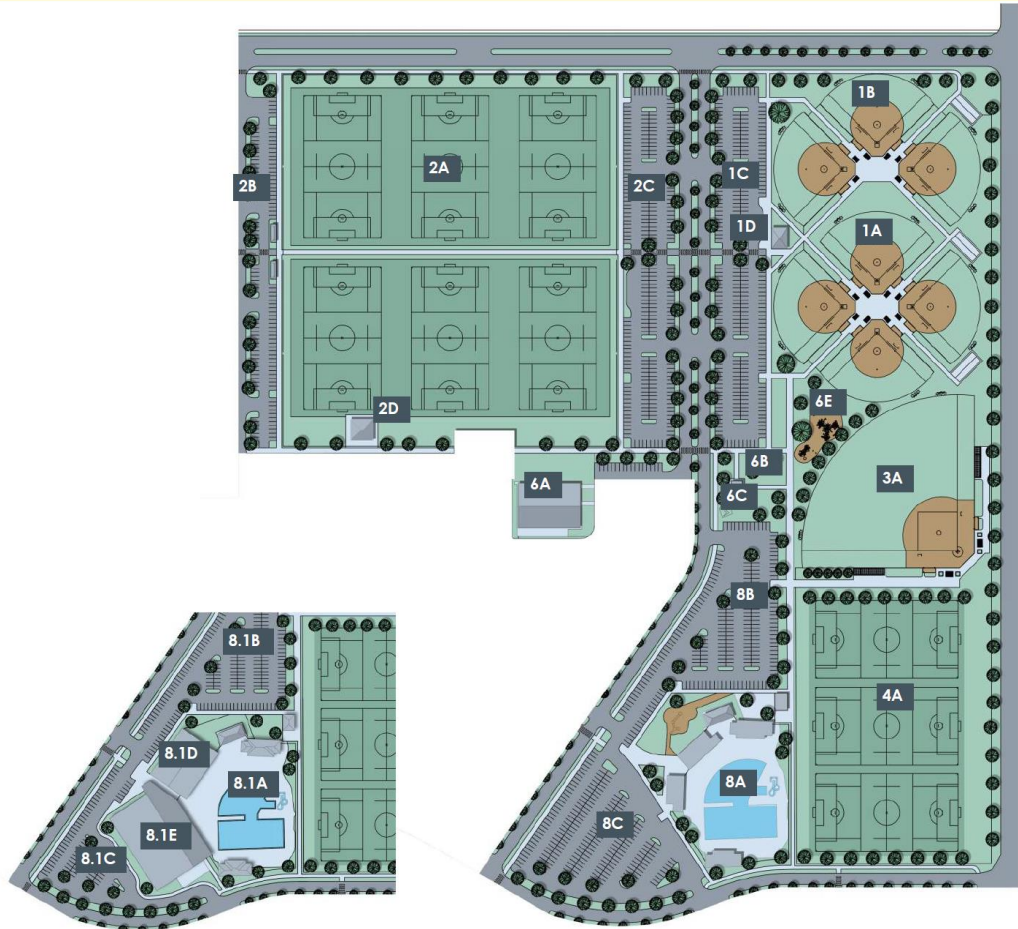
- New Concrete walkways and curbs.
- New or upgrade Trees & Landscaping.
- New/ Upgraded irrigation system.
- New Branding of Aquatic Center

#### 8.1D. New Locker Rooms / Offices

- Aquatic offices
- Ticket offices
- Locker areas

#### 8.1E. New Fieldhouse

- (3) Basketball courts or 6 Volleyball courts
- Multipurpose space
- Recreation Offices
- Indoor Turf Area
- 1/8-Mile Walking / Running Track



## AREA III

### SECTION 9 - BACK OF HOUSE EQUESTRIAN AREA

**Existing Facilities:**

**9A. Existing Dirt Back of House Staging Area**

- Existing Variety of Pens and equestrian warm-up enclosures.
- Existing asphalt parking area.

**Upgrades to Existing Facilities:**

- Demolition of existing pens and equestrian warm up enclosures.
- Upgrading of existing lighting.
- Demolition of existing parking lot concrete curb and Asphalt.
- Construction of New asphalt parking lot.
- New Concrete walkways and curbs.

**New Facilities:**

**9B. New Event / Staging Storage Building.**

**9C. Asphalt Area for 15-day use trailer parking spaces.**

**9D. Construction of New 150'x 275' Covered Equestrian arena.**

- New Site Lighting.
- Demolition of existing parking lot concrete curb and Asphalt.
- Construction of New asphalt parking lot.
- New Concrete walkways and curbs.

### SECTION 10 - SPECTATOR VENUE FRONTAGE & PARKING

**Existing Facilities:**

- Venue entry gates / ticketing.
- Venue enclosure fencing

**10A. Spectator amenities.**

- Concessions
- Toilet rooms.

**10B. Existing asphalt parking area**

**Upgrades to Existing Facilities:**

- Change-out of existing chain link fencing to decorative metal fencing
- Addition of landscaped/ paved entry plazas
- Construction of new entry gates
- Consolidated strategy for Motorized arena and outdoor equestrian area spectator amenities.
- New Site Lighting.

**10C / 10D. New Ticketing and entry gates**

- New or upgrade Trees & Landscaping.
- New Branding and signage for frontage area to enhance spectator experience.

### SECTION 11 - EXISTING INDOOR ARENA & CONFERENCE CENTER

**Existing Facilities:**

**11A. 220'x120' Indoor Arena:**

- 2,000 seats
- Spectator amenities.
- Concessions
- Toilet rooms.

**11B. Conference Center Exhibit Hall**

- Large Room measuring 150'x40' dividable into 6 smaller 25'x40' rooms
- Entry Lobby w/ ticketing

**11C. Complex Offices**

**Upgrades to Existing Facilities:**

- Addition of west side spectator entry to coordinate w/ shared entry plaza.
- Upgrade of landscaped/ paved entry plazas
- Construction of new entry gates
- New exterior lighting.
- New Branding of Indoor Arena and Conference Center.
- Updated building exterior

### SECTION 12 - EXISTING OUTDOOR ARENA

**Existing Facilities:**

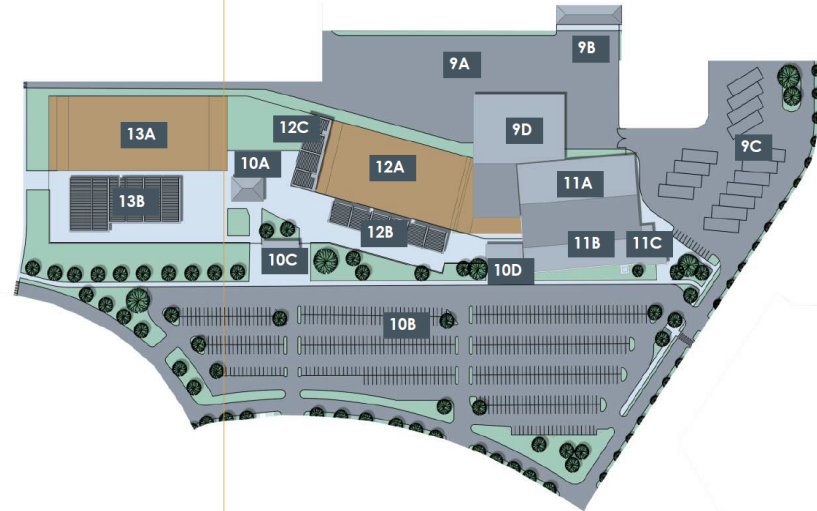
**12A. 300'x150' Outdoor Arena event floor:**

**12B. 4,000 bench seat bleachers.**

- Shared Entry gates
- Shared of Spectator amenities.
- Concessions
- Toilet rooms.
- Upgrades to Existing Facilities:

**12C. Addition of new west side spectator seating**

- Addition of new press box / show control room
- Upgrade of concourse paving.
- New concourse lighting.
- New spectator/sports lighting system.
- Updated / Strategically placed spectator amenities.
- New Branding and signage for outdoor Arena.



### SECTION 13 - EXISTING MOTORIZED ARENA

**Existing Facilities:**

**13A. 220'x127' Motorized Arena:**

**13B. 4,000 bench seat bleachers.**

- 400'x500' Automobile Event Staging Area (This Staging Area can also be utilized as the festival space for music festival type events in Area IV)
- Shared Entry gates
- Shared of Spectator amenities.
- Concessions
- Toilet rooms.

**Upgrades to Existing Facilities:**

- Upgrade of concourse landscaping.
- Construction of new entry gates and decorative frontage fencing for venue.
- New concourse lighting
- New spectator/sports lighting system.
- Updated / Strategically placed spectator amenities.
- New Branding and signage for outdoor Arena.

**SECTION 14 - STABLES AND RV SPACES**

**New Facilities:**

**14A. VIP- Event RV/ Trailer Parking:**

- (24) Back-in RV/ Trailer parking
- Electrical hook-ups.
- Adjacent automobile parking pad.
- Side patio area.
- (55) - RV/ Trailer parking area.
- Horse trailer compatible.
- Available Electrical hook-ups.
- Available automobile parking
- Side patio area.
- New site lighting
- New Trees and Landscaping.
- New Branding and signage for outdoor Arena.
- New irrigation system
- New conc pads and curbs.
- New shower facilities

**14B. New Horse Stable Facilities:**

- Equestrian Stable facilities:
- (11) 140'x40' stable buildings:
- Each building contains (20) 12'x12' horse stalls w/16' center aisle & 20'cross aisle.
- 220 stalls.
- New site lighting

**14C. Turf area**

- Automobile staging on demolition derby events (can also be utilized as festival space for music/ spectator events)
- New site lighting
- New perimeter Trees and Landscaping.
- New Branding and signage for outdoor Arena.
- New irrigation system

**SECTION 15 - MUSICAL EVENT SPACE**

**15A. New Music Festival Event space**

**New Facilities:**

- Turf lawn 950'x520' space for music festival layout.
- Space clear of trees to facilitate a variety of festival / stage layouts/ temporary spectator amenities. Installed permanent below grade show power boxes/ hook-ups for stage events.

**15B. Back of House Area**

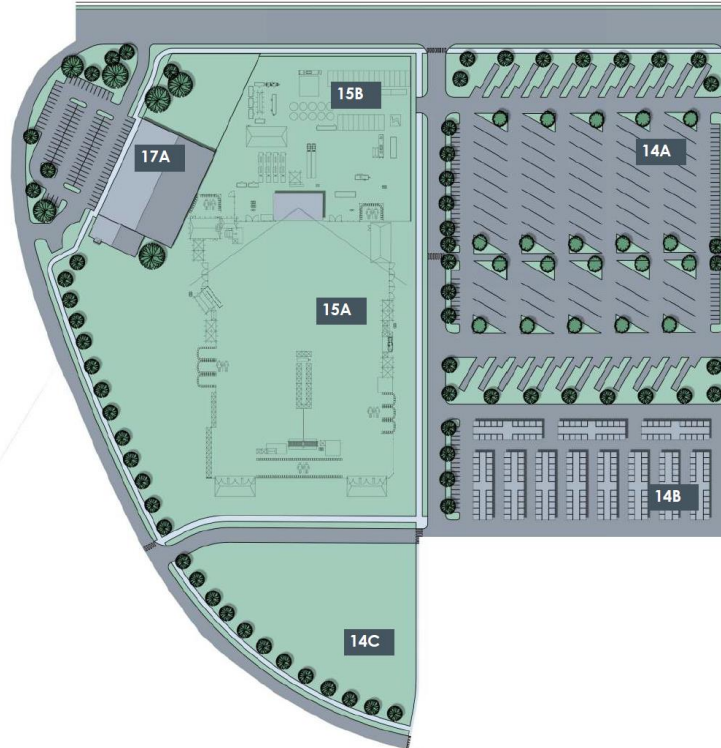
- Sub-grade to support show trucks and trailers w/ grass surface.
- Sub-surface fill and compaction to support stage set-up.
- New site lighting
- New perimeter Trees and Landscaping.
- New Branding and signage for outdoor Arena.
- New irrigation system

**SECTION 17 - FIREFIGHTER MUSEUM**

**17A. Existing Fire Museum**

**Existing Facilities:**

- No upgrade with Museums Existing fabricated metal building
- New site lighting.
- New asphalt parking lot adjacent to museum- Possible staff parking for festival events
- New Trees and Landscaping. - park
- New campus Branded Directional signage
- New irrigation system
- New conc walkways and curb



## AREA V

### SECTION 16 - New Complex Maintenance Yard

#### 16A. New Complex Maintenance Yard

**New Facilities:**

- New 165'x345' Fenced maintenance yard- visually solid fence panels
- (1) 40'x125'x 14' to eave metal fabricated maintenance building, (5) 12'x10' overhead doors.
- (1) 60'x125'x 18' to eave metal fabricated maintenance building (6) 12'x14' overhead doors.
- New maintenance yard site lighting.
- 18 parking stalls.
- New perimeter Trees and Landscaping.
- New Branding and signage for outdoor Arena.
- New irrigation system
- New conc pads and curbs.

### SECTION 19 - EXISTING PARKING

#### 19A. Existing Parking Area

**Existing Facilities:**

- No Upgrade with Existing Parking Area

### SECTION 20 - EXISTING BMX COURSE

#### 20A / 20B. Existing BMX Course/Venue

**Existing Facilities:**

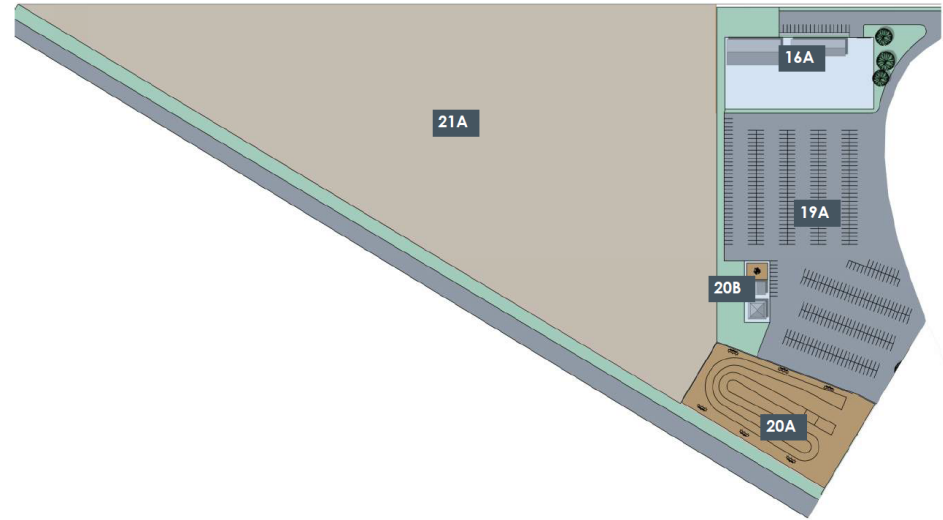
- No Upgrade of Existing Facilities

### SECTION 21 - EXISTING MOTOCROSS COURSE

#### 21A. Existing Motocross Course

**Existing Facilities:**

- No Upgrade of Existing Facilities



## FENCING EXHIBIT



**4-FOOT FENCE - DECORATIVE**

- F4.1 DOG PARK
- F4.2 MULTIPURPOSE FIELDS
- F4.3 FRONTAGE PARK

**8-FOOT FENCE**

- F8.1 PREMIUM MULTIPURPOSE FIELDS
- F8.2 BASEBALL / SOFTBALL FIELDS
- F8.3 EQUESTRIAN AREA
- F8.4 MAINTENANCE YARD
- F8.5 FIRE MUSEUM YARD
- F8.6 BMX TRACK / MOTOCROSS TRACK

## TOILET EXHIBIT



### EXISTING TOILETS

- T1.1 BASEBALL FIELDS**
  - 4 WOMEN, 4 MEN
- T1.2 AQUATIC CENTER**
  - 5 WOMEN, 9 MEN, 1 UNISEX
- T1.3 PLAYING FIELDS**
  - 6 UNISEX
- T1.4 INDOOR ARENA**
  - 7 WOMEN, 7 MEN
  - NEED 22 WOMEN, 9 MEN
- T1.5 CONCESSIONS**
  - 4 WOMEN, 4 MEN
- T1.6 OUTDOOR ARENA**
  - 7 WOMEN, 7 MEN
  - NEED 56 WOMEN, 26 MEN
- T1.7 FIREFIGHTER MUSEUM**
  - 4 WOMEN, 5 MEN
- T1.8 MINING MUSEUM**
  - 1 WOMEN, 1 MEN
- T1.9 BMX / MOTOCROSS TRACK**
  - 4 WOMEN, 4 MEN
- T1.10 SOCCER FIELDS**
  - 7 WOMEN, 7 MEN

### NEW TOILETS

- T2.1 PLAYGROUND / PARK**
  - 6 UNISEX
- T2.2 SOCCER FIELDS / RV PARKING**
  - 12 UNISEX
- T2.3 MAINTENANCE YARD**
  - 2 UNISEX
- T2.4 SOFTBALL FIELDS**
  - 6 UNISEX

# PRELIMINARY OPINION OF CONSTRUCTION COSTS

PROJECT ESTIMATE	CONSTRUCTION CONTROL CORPORATION	10/6/2022
PROJECT NAME.....DESERET PEAK COMPLEX RENOVATION	PROJECT SUMMARY	
LOCATION.....TOOELE, UT		
CLIENT.....VICTUS ADVISORS		
STAGE OF DESIGN.....CONCEPT		
<b><u>PROJECT TOTALS</u></b>		
1. SOFTBALL VENUE	\$	5,942,904
2. NEW MULTI-SPORT PLAYING FIELDS	\$	7,024,472
3. EXISTING FULL SIZE BASEBALL FIELD VENUE	\$	1,075,932
4. EXISTING MULTI-SPORT PLAYING FIELDS	\$	504,464
5. EXISTING SMALL BASEBALL/LARGE SOFTBALL VENUE	\$	1,830,803
6. EXISTING PAVILION & CENTRAL PLAYING FIELD AMENITIES	\$	4,297,287
7. FRONTAGE PARK & PARKING LOT	\$	4,302,738
8. EXISTING AQUATIC CENTER	\$	2,441,810
9. BACK OF HOUSE EQUESTRIAN AREA	\$	23,020,774
10. SPECTATOR VENUE FRONTAGE & PARKING	\$	4,596,565
11. EXISTING INDOOR ARENA & CONFERENCE CENTER	\$	5,099,698
12. EXISTING OUTDOOR ARENA	\$	1,909,213
13. EXISTING MOTORIZED ARENA	\$	2,904,425
14. NEW STABLES & RV PARKING	\$	22,949,162
15. NEW MUSIC FESTIVAL SPACE	\$	7,685,305
16. NEW MAINTENANCE BUILDINGS & YARD	\$	4,753,630
17. EXISTING FIREFIGHTER MUSEUM	\$	1,059,895
18. EXISTING MINING MUSEUM	\$	2,050,649
<b>PROJECT TOTAL</b>	<b>\$</b>	<b>103,449,726</b>



Based upon the master plan concepts created by Think Architecture, as well as the Utilities Analysis presented in the following section of this report, Construction Control Corporation preliminarily estimates that the total costs for all of the master plan concepts presented in this section for the Deseret Peak Complex could be approximately \$103.4 million in current construction dollars (Q3 2022). Given the cost, it is likely that renovations to the complex should be phased based upon available funding.



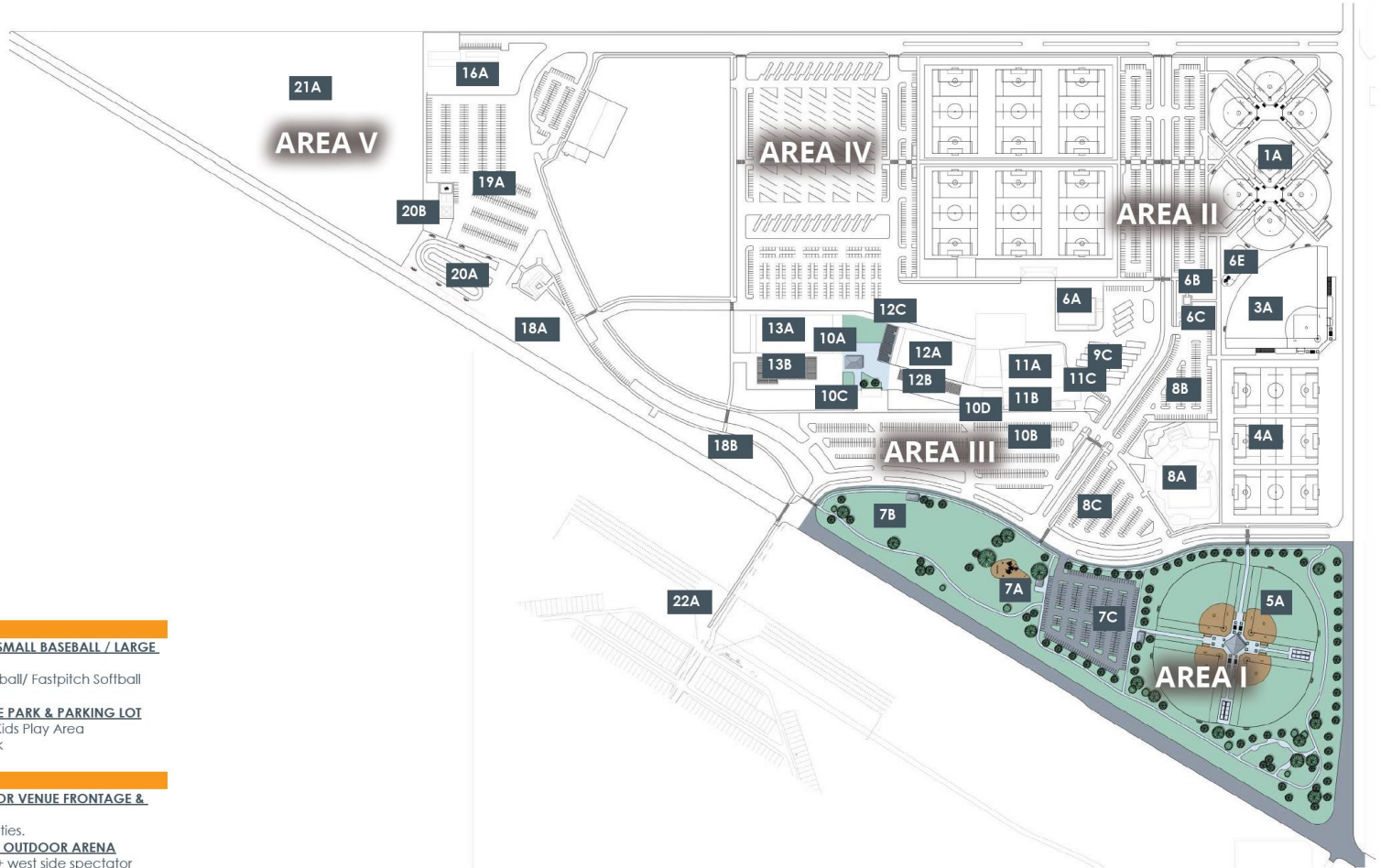
Based upon the master plan concepts created by Think Architecture and the construction cost estimates developed by Construction Control Corporation, Victus Advisors recommends the following three (3) phase construction phasing plan.

RECOMMENDED PROJECT PHASES		RATIONALE	EST. COST (\$M)
1	Area A Add Frontage Park & Dog Park, New Parking Lot	Adds new passive recreation amenities to the site, improves parking	\$6.4
	Areas A/B Upgrades to Existing Sports Fields	Continue to build upon existing strengths & user demand	\$3.4
	Area B Upgrades to Energy Solutions Aquatic Center	Continue to build upon existing strengths & user demand	\$2.4
	Area B Upgrades to Existing Pavilion	Continue to build upon existing strengths & user demand	\$4.3
	Area C Redesign & Improve Venue Frontage & Parking	Improves venue ingress/egress, traffic flow, parking, and branding	\$4.6
	Area C Upgrades to Existing Indoor Arena & Conference Center	Continue to build upon existing strengths & user demand	\$5.1
	Area C Upgrades to Existing Outdoor Arena	Continue to build upon existing strengths & user demand	\$1.9
	Area C Upgrades to Existing Motorized Arena	Continue to build upon existing strengths & user demand	\$2.9
	Area E New Maintenance Buildings & Yard	Improve operations, improve user experience/traffic flow, open space for improvements in Areas B/C/D	\$4.8
<b>Total Estimated Construction Cost - Phase 1:</b>			<b>\$35.8</b>
2	Area C Expansion/Redesign of Back of House Equestrian Area	Deferred to Phase 2 because of cost, build upon existing strengths/demand	\$23.0
	Area D New Stables & RV Parking	Deferred to Phase 2 because of cost, build upon existing strengths/demand, open Phase 3 improvement space	\$22.9
<b>Total Estimated Construction Cost - Phase 2:</b>			<b>\$45.9</b>
3	Area B Build New Baseball/Softball Venue & New Multi-Sport Fields	Continue to build upon existing strengths & user demand	\$13.0
	Area D Build Permanent Musical Event/Festival Space	Continue to build upon existing strengths & user demand	\$8.7
<b>Total Estimated Construction Cost - Phase 3:</b>			<b>\$21.7</b>

# RECOMMENDED PROJECT PHASING PLAN: PHASE 1 - \$35.8 MILLION



## MASTERPLAN PHASE IA

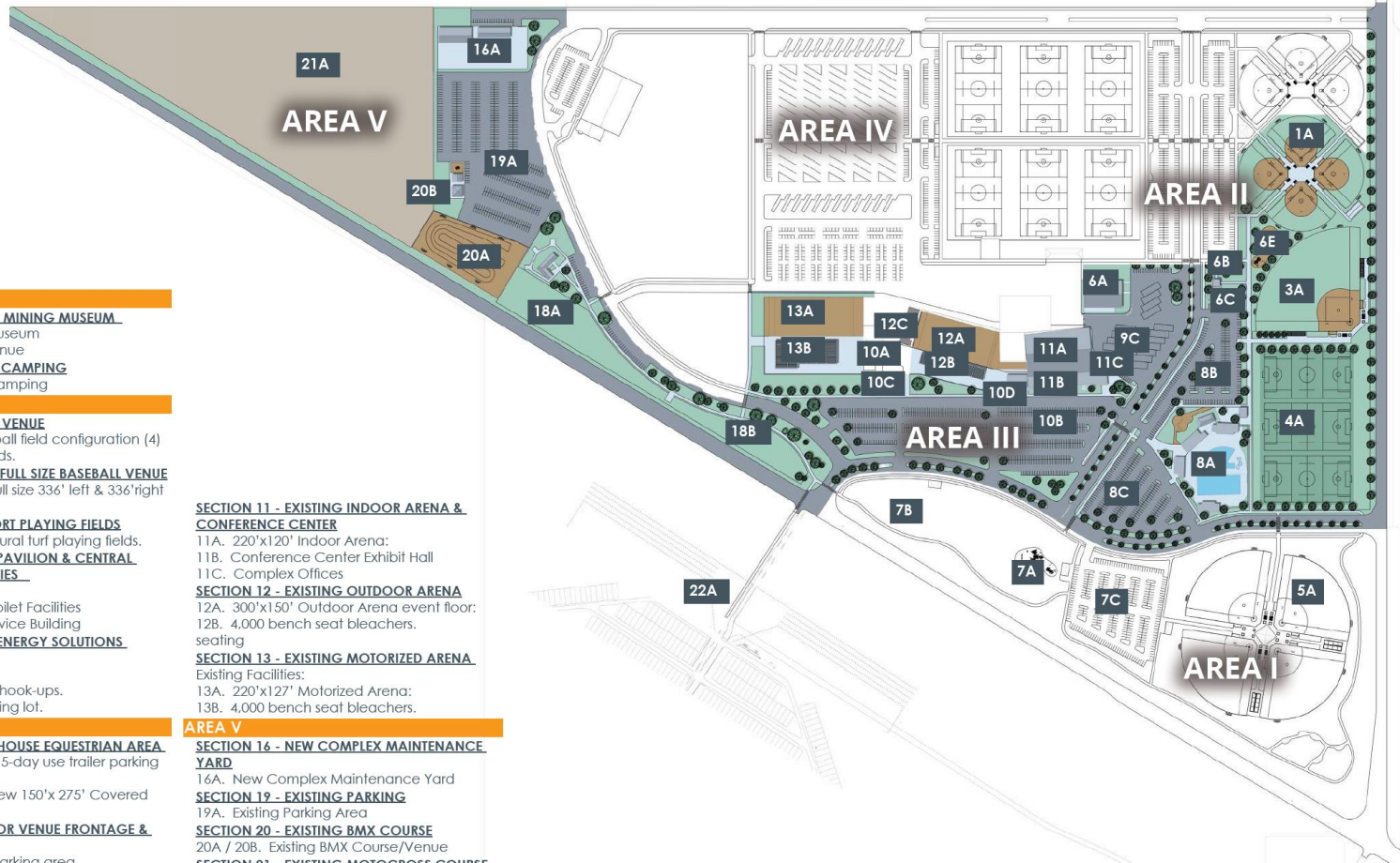


- AREA I**
- SECTION 5 - EXISTING SMALL BASEBALL / LARGE SOFTBALL VENUE**
- 5A. Existing Junior Baseball/ Fastpitch Softball Field Venue
- SECTION 7 - FRONTAGE PARK & PARKING LOT**
- 7A. New / Upgraded Kids Play Area
- 7B. New Frontage park
- 7C. New Parking Lot
- AREA III**
- SECTION 10 - SPECTATOR VENUE FRONTAGE & PARKING**
- 10A. Spectator amenities.
- SECTION 12 - EXISTING OUTDOOR ARENA**
- 12C. Addition of new+ west side spectator seating

# RECOMMENDED PROJECT PHASING PLAN: PHASE 1 - \$35.8 MILLION (CONT.)



## MASTERPLAN PHASE IB



### AREA I

#### SECTION 18 - EXISTING MINING MUSEUM

18A. Existing Mining Museum

18B. New dog Park Venue

#### SECTION 22 - FESTIVAL CAMPING

22A. Existing festival Camping

### AREA II

#### SECTION 1 - SOFTBALL VENUE

1A. (1) Quadplex softball field configuration (4) identical playing fields.

#### SECTION 3 - EXISTING FULL SIZE BASEBALL VENUE

3A. (1) Baseball field full size 336' left & 336' right field fence

#### SECTION 4 - MULTI-SPORT PLAYING FIELDS

4A. (3) Multi Sport Natural turf playing fields.

#### SECTION 6 - EXISTING PAVILION & CENTRAL PLAYING FIELD AMENITIES

6A. Existing Pavilion

6B. Existing Modular Toilet Facilities

6C. Existing Power Service Building

#### SECTION 8 - EXISTING ENERGY SOLUTIONS

#### AQUATIC CENTER

8A. Aquatic Center

8B. Existing RV/ Trailer hook-ups.

8C. New asphalt parking lot.

### AREA III

#### SECTION 9 - BACK OF HOUSE EQUESTRIAN AREA

9C. Asphalt Area for 15-day use trailer parking spaces.

9D. Construction of New 150'x 275' Covered Equestrian arena.

#### SECTION 10 - SPECTATOR VENUE FRONTAGE & PARKING

10B. Existing asphalt parking area

10C / 10D. New Ticketing and entry gates

#### SECTION 11 - EXISTING INDOOR ARENA & CONFERENCE CENTER

11A. 220'x120' Indoor Arena;

11B. Conference Center Exhibit Hall

11C. Complex Offices

#### SECTION 12 - EXISTING OUTDOOR ARENA

12A. 300'x150' Outdoor Arena event floor;

12B. 4,000 bench seat bleachers.

seating

#### SECTION 13 - EXISTING MOTORIZED ARENA

Existing Facilities:

13A. 220'x127' Motorized Arena;

13B. 4,000 bench seat bleachers.

### AREA V

#### SECTION 16 - NEW COMPLEX MAINTENANCE YARD

16A. New Complex Maintenance Yard

#### SECTION 19 - EXISTING PARKING

19A. Existing Parking Area

#### SECTION 20 - EXISTING BMX COURSE

20A / 20B. Existing BMX Course/Venue

#### SECTION 21 - EXISTING MOTOCROSS COURSE

21A. Existing Motocross Course

# RECOMMENDED PROJECT PHASING PLAN: PHASE 2 - \$45.9 MILLION



## MASTERPLAN PHASE II

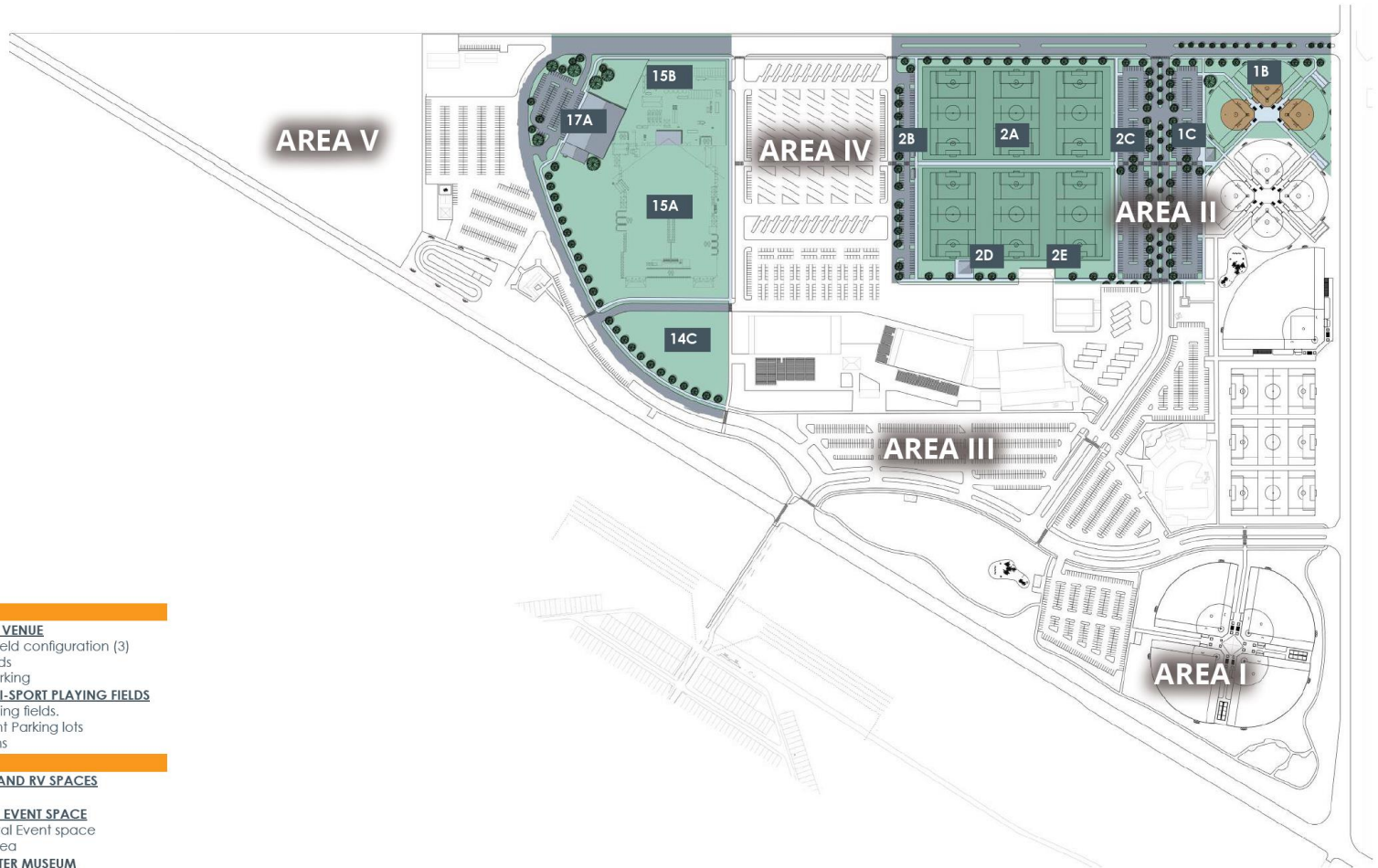


- AREA III**
- SECTION 9 - BACK OF HOUSE EQUESTRIAN AREA**
- 9A. Existing Dirt Back of House Staging Area
- 9B. New Event / Staging Storage Building.
- 9D. Construction of New 150'x275' Covered Equestrian arena.
- AREA IV**
- SECTION 14 - STABLES AND RV SPACES**
- 14A. VIP- Event RV/ Trailer Parking;
- 14B. New Horse Stable Facilities

# RECOMMENDED PROJECT PHASING PLAN: PHASE 3 - \$21.7 MILLION



## MASTERPLAN PHASE III



### AREA II

#### SECTION 1 - SOFTBALL VENUE

- 1B. (1) Tri-plex softball field configuration (3) identical playing fields
- 1C. New Adjacent Parking

#### SECTION 2 - NEW MULTI-SPORT PLAYING FIELDS

- 2A. (6) Multi Sport playing fields.
- 2B / 2C. New Adjacent Parking lots
- 2D / 2E. New Restrooms

### AREA IV

#### SECTION 14 - STABLES AND RV SPACES

- 14C. Turf area

#### SECTION 15 - MUSICAL EVENT SPACE

- 15A. New Music Festival Event space
- 15B. Back of House Area

#### SECTION 17 - FIREFIGHTER MUSEUM

- 17A. Existing Fire Museum

# ADDITIONAL PLAN ALTERNATIVE: PHASE 4 - COMMUNITY RECREATION CENTER



## MASTERPLAN PHASE IV

Victus and Think have also created a plan alternative, shown here as Phase 4. If the County ever chooses to build an indoor recreation and fitness center on the Deseret Peak Complex site, such a facility could be located adjacent to (and integrated with) the Energy Solutions Aquatic Center. It should also be noted that recent indoor recreation center studies completed by Victus Advisors in Utah have had estimated construction costs (including both hard and soft costs) of \$400 to \$500 per sq. ft., which means that an 80,000 sq. ft. recreation center could be estimated to cost \$32 to \$40 million in current construction dollars.



- AREA II**  
SECTION 8.1 - (ALTERNATE) EXISTING ENERGY SOLUTIONS AQUATIC CENTER WITH FIELDHOUSE  
 8.1A. Aquatic Center  
 8.1B. Existing RV/ Trailer hook-ups.  
 8.1C. New asphalt parking lot.  
 8.1D. New Locker Rooms / Offices  
 8.1E. New Fieldhouse



## 10. UTILITIES ANALYSIS



Victus Advisors engaged Advanced Civil Engineering, PLLC (ACE) identify any necessary upgrades in utilities to support the master plan developed by Think Architecture. ACE had the following general takeaways:

- Overall analysis may be needed for the sports campus plan. It is questionable whether the existing lift station may carry additional demands - both pumps in the duplex pump station already turn on during peak times. Ace suggests upgrading the lift station or installing a dosing/holding tank to store peak flows and pump during non-peak hours.
- A hydraulic analysis of the water system should be conducted - with County Fire Marshall's required flows. ACE is confident the existing system is adequate, but if needed the existing 12-inch water pipe from Tooele City could be utilized.
- Water and sewer requires further study - but ACE suggests including cost for lift station dosing/holding tank and three new pumps (1-spare) that can meet higher demands.
- ACE believes the staff would want a camera system for security - and to view events real-time from the main office - thus, they have called out spare conduits under asphalt area for future use.

The remainder of this section provides a detailed analysis of ACE's recommended utility improvements.



	OVERALL IMPROVEMENTS	UNITS	QUANTITY
<b>SEWER</b>	NEW LIFT STATION UPGRADES	LUMP	1
	HYDRAULIC ANALYSIS TO VERIFY PEAK DEMANDS WITH FIRE FLOWS CAN		
<b>WATER</b>	BE MET - POSSIBLY UTILIZE 12-INCH BACKUP PIPE FROM TOOELE	LUMP	1
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	SECURITY CAMERAS & POLES	LUMP	1
	DESIGN NEW RETENTION SYSTEM FOR BUILDOUT CONDITIONS IN WEST		
<b>STORM DRAIN</b>	CORNER	LUMP	1
	ACCESS ROADS BETWEEN 1&2 AND 2&14, AND WEST ROADWAY -		
	INCLUDE 15-INCH RCP STORM DRAIN WITH <u>INLETS EACH SIDE EVERY 400-</u>		
<b>ROADS</b>	<u>FEET IN PRICING</u>	FOOT	5420

# AREA 1 & 2 IMPROVEMENTS



AREA 1 - SOFTBALL FIELDS		UNITS	QUANTITY
<b>DEMO</b>	CLEARING & ROUGH GRADING / <u>RELOCATE FIRE HYDRANT 60-FEET</u>	LUMP	1
<b>SEWER</b>	STUB 6-INCH SEWER SERVICE - FOR NEW OR FUTURE BATHROOMS	FOOT	340
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER, SERVICE FOR FUTURE	FOOT	380
<b>GAS</b>	STUB NEW GAS SERVICE FOR FUTURE USE	LUMP	1
	LIGHTING FOR PARKING LOT, SPORTS FIELDS, AND WALKWAYS / EXTERIOR OUTLETS AT CENTER OF FIELDS AND BATTING CAGES /		
<b>ELECTRICAL</b>	ELECTRICAL FOR SCOREBOARD	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER PARKING LOT FOR FUTURE USE	FOOT	1600
	DESIGN TO UTILIZE ONSITE INFILTRATION AS MUCH AS POSSIBLE - EXTEND STORM DRAIN FROM WEST ACCESS ROAD - <u>INCLUDE 12-INLETS</u>		
<b>STORM DRAIN</b>	<u>IN PRICING</u>	FOOT	1000

AREA 2 - SOCCER FIELDS		UNITS	QUANTITY
	CLEARING & ROUGH GRADING, REMOVE STABLES & RACE TRACK, CAP 2- INCH WATER SERVING STABLES EAST AND SOUTH SIDES / REMOVE FIRE		
<b>DEMO</b>	HYDRANT	LUMP	1
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER	LUMP	1
<b>GAS</b>	NO COMMENTS		
	LIGHTING FOR PARKING LOT, SPORTS FIELDS, AND WALKWAYS /		
<b>ELECTRICAL</b>	ELECTRICAL FOR SCOREBOARD	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER PARKING LOT FOR FUTURE USE	FOOT	4500
	DESIGN TO UTILIZE ONSITE INFILTRATION AS MUCH AS POSSIBLE - EXTEND 15-INCH STORM DRAIN FROM EAST ACCESS ROAD - <u>INCLUDE 24-</u>		
<b>STORM DRAIN</b>	<u>INLETS IN PRICING</u>	FOOT	2200

# AREA 3 & 4 IMPROVEMENTS



AREA 3 - BASEBALL FIELD		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER	LUMP	1
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	LIGHTING FOR SPORTS FIELDS AND WALKWAYS / ELECTRICAL FOR SCOREBOARD / OUTLETS FOR BATTING CAGES	LUMP	1
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 4 - SOCCER FIELDS		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER	LUMP	1
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	LIGHTING FOR PARKING LOT, SPORTS FIELDS, AND WALKWAYS / ELECTRICAL FOR SCOREBOARD	LUMP	1
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

# AREA 5 & 6 IMPROVEMENTS



AREA 5 - SOFTBALL FIELDS		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER	LUMP	1
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	ELECTRICAL FOR SCOREBOARDS	LUMP	1
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		
AREA 6 - PAVILION & CENTRAL PLAYING FIELD		UNITS	QUANTITY
<b>DEMO</b>	RELOCATE FIRE HYDRANT	LUMP	1
<b>SEWER</b>	4-INCH SERVICE TO CONCESSIONS	FOOT	50
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER AND SERVICE CONNECTION TO CONCESSIONS	FOOT	50
<b>GAS</b>	NEW SERVICE TO CONCESSIONS	LUMP	1
<b>ELECTRICAL</b>	EXTERIOR LIGHTING AND SERVICE TO CONCESSIONS	LUMP	1
<b>COMMS</b>	SERVICE TO CONCESSIONS	LUMP	1
<b>STORM DRAIN</b>	NO COMMENT		

# AREA 7 & 8 IMPROVEMENTS



AREA 7 - FRONTAGE PARK AND PARKING		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER	LUMP	1
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	LIGHTING FOR PARKING LOT, PLAY AREA, AND WALKWAYS	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER PARKING LOT FOR FUTURE USE	FOOT	1000
	DESIGN TO UTILIZE ONSITE INFILTRATION AS MUCH AS POSSIBLE - EXTEND 15-INCH STORM DRAIN FROM EXISTING ENTRANCE - <u>INCLUDE</u>		
<b>STORM DRAIN</b>	<u>12-INLETS IN PRICING</u>	FOOT	1530
AREA 8 - AQUATIC CENTER		UNITS	QUANTITY
<b>DEMO</b>	RELOCATE FIRE HYDRANT	LUMP	1
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	IRRIGATION W/BACKFLOW AND METER	LUMP	1
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	LIGHTING FOR PARKING LOT AND WALKWAYS	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER PARKING LOT FOR FUTURE USE	FOOT	1960
	DESIGN TO UTILIZE ONSITE INFILTRATION AS MUCH AS POSSIBLE - MODIFY STORM DRAIN FOR NEW PARKING - <u>INCLUDE 12-INLETS IN</u>		
<b>STORM DRAIN</b>	<u>PRICING</u>	FOOT	850

AREA 9 - EQUESTRIAN		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	SERVICE TO NEW EQUESTRIAN CENTER W/BACKFLOW & METER	LUMP	1
<b>GAS</b>	SERVICE TO NEW EQUESTRIAN CENTER	LUMP	1
<b>ELECTRICAL</b>	SERVICE TO NEW COVERED EQUESTRIAN CENTER / SITE LIGHTING	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER PARKING LOT FOR FUTURE USE	FOOT	1200
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 10 - FRONTAGE PARKING		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	NO COMMENTS		
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 11 - CONFERENCE CENTER		UNITS	QUANTITY
<i>DEMO</i>	NO COMMENTS		
<i>SEWER</i>	NO COMMENTS		
<i>WATER</i>	NO COMMENTS		
<i>GAS</i>	NO COMMENTS		
<i>ELECTRICAL</i>	NO COMMENTS		
<i>COMMS</i>	NO COMMENTS		
<i>STORM DRAIN</i>	NO COMMENTS		

AREA 12 - OUTDOOR ARENA		UNITS	QUANTITY
<i>DEMO</i>	NO COMMENTS		
<i>SEWER</i>	NO COMMENTS		
<i>WATER</i>	NO COMMENTS		
<i>GAS</i>	NO COMMENTS		
<i>ELECTRICAL</i>	NO COMMENTS		
<i>COMMS</i>	NO COMMENTS		
<i>STORM DRAIN</i>	NO COMMENTS		

AREA 13 - MOTORIZED ARENA		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	NO COMMENTS		
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 14 - STABLES & RV SPACES		UNITS	QUANTITY
<b>DEMO</b>	CLEARING & ROUGH GRADING, REMOVE STABLES & RACE TRACK	LUMP	1
	NO COMMENTS - MIGHT STUB 6-INCH LATERAL FROM NORTH AND		
<b>SEWER</b>	SOUTH FOR FUTURE USE		
	IRRIGATION W/BACKFLOW AND METER / WATER SERVICE W/METER TO STABLES / <u>EXTEND 8-INCH MAIN ALONG WEST SIDE 800-FEET &amp; INSTALL</u>		
<b>WATER</b>	<u>(3) FIRE HYDRANTS</u>	LUMP	1
<b>GAS</b>	NO COMMENTS		
	LIGHTING FOR PARKING LOT AND WALKWAYS / ELECTRICAL FOR RV		
<b>ELECTRICAL</b>	SPACES / ELECTRICAL TO STABLES	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER PARKING LOT FOR FUTURE USE	FOOT	5600
	DESIGN TO UTILIZE ONSITE INFILTRATION AS MUCH AS POSSIBLE -		
<b>STORM DRAIN</b>	<u>EXTEND 15-INCH STORM DRAIN FROM SOUTH ACCESS ROAD - INCLUDE 24-INLETS IN PRICING</u>	FOOT	3200



# AREA 15 & 16 IMPROVEMENTS



AREA 15 - MUSICAL EVENT SPACE		UNITS	QUANTITY
<b>DEMO</b>	CLEARING & ROUGH GRADING, REMOVE RACE TRACK	LUMP	1
	NO COMMENTS - POSSIBLY STUB (2) 6-INCH LATERALS FOR FUTURE		
<b>SEWER</b>	PERMANENT BATHROOMS		
	IRRIGATION W/BACKFLOW AND METER / INSTALL SERVICE W/METER		
<b>WATER</b>	FOR YARD HYDRANTS	LUMP	1
<b>GAS</b>	NO COMMENTS		
	LIGHTING FOR EVENT SPACE AND WALKWAYS / ELECTRICAL FOR STAGE /		
<b>ELECTRICAL</b>	EXTERIOR OUTLETS	LUMP	1
<b>COMMS</b>	INSTALL SPARE CONDUIT UNDER EAST ACCESS ROAD FOR FUTURE USE	FOOT	1350
	EXTEND 12-INCH STORM DRAIN FROM THE SOUTH - <u>INCLUDE 8-INLETS</u>		
<b>STORM DRAIN</b>	<u>IN PRICING</u>	FOOT	1500

AREA 16 - MAINTENANCE YARD		UNITS	QUANTITY
<b>DEMO</b>	CLEARING & ROUGH GRADING	LUMP	1
<b>SEWER</b>	6-INCH AERVICE STUB	FOOT	150
	IRRIGATION W/BACKFLOW AND METER / 150-FOOT WATER SERVICE		
<b>WATER</b>	W/METER TO NEW BUILDING	LUMP	1
<b>GAS</b>	GAS SERVICE TO NEW BUILDING	LUMP	1
<b>ELECTRICAL</b>	LIGHTING FOR PARKING LOT / ELECTRICAL SERVICE TO NEW BUILDING	LUMP	1
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	<u>INCLUDE 4-INLETS IN PRICING</u>	LUMP	1

AREA 17 - FIREFIGHTER MUSEUM		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	NO COMMENTS		
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 18 - MINING MUSEUM		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	NO COMMENTS		
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 19 - PARKING AREA		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	NO COMMENTS		
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 20 - BMX COURSE		UNITS	QUANTITY
<b>DEMO</b>	NO COMMENTS		
<b>SEWER</b>	NO COMMENTS		
<b>WATER</b>	NO COMMENTS		
<b>GAS</b>	NO COMMENTS		
<b>ELECTRICAL</b>	NO COMMENTS		
<b>COMMS</b>	NO COMMENTS		
<b>STORM DRAIN</b>	NO COMMENTS		

AREA 21 - MOTOCROSS COURSE		UNITS	QUANTITY
<i>DEMO</i>	NO COMMENTS		
<i>SEWER</i>	NO COMMENTS		
<i>WATER</i>	NO COMMENTS		
<i>GAS</i>	NO COMMENTS		
<i>ELECTRICAL</i>	NO COMMENTS		
<i>COMMS</i>	NO COMMENTS		

	RECONFIGURE RETENTION SYSTEM AND RACE TRACK TO		
<i>STORM DRAIN</i>	ACCOMMODATE CAMPUS-WIDE IMPROVEMENTS	LUMP	1

AREA 22 - ACROSS HIGHWAY		UNITS	QUANTITY
<i>DEMO</i>	NO COMMENTS		
<i>SEWER</i>	NO COMMENTS		
<i>WATER</i>	NO COMMENTS		
<i>GAS</i>	NO COMMENTS		
<i>ELECTRICAL</i>	NO COMMENTS		
<i>COMMS</i>	NO COMMENTS		
<i>STORM DRAIN</i>	NO COMMENTS		



## 11. FUNDING OPTIONS ANALYSIS

The purpose of this section is to provide an overview of various funding sources that may be available to fund renovation and/or expansion of the Deseret Peak Complex in Tooele County.

This analysis is based upon a review of comparable venues across the country, as well as unique funding opportunities and financing vehicles that may be available within the State of Utah.

The analysis in this section is organized into two primary sections, with debt-related financing vehicles presented at the beginning, followed by a summary of various revenues streams or cash sources that are often used to pay for sports, recreation, and event center debt service and/or upfront capital costs:

**Public Debt Financing Tools:**

- General Obligation Bonds
- Revenue Bonds
- Special Tax Districts or  
Tax Increment Financing (TIF)

**Potential Funding Sources for Debt or Equity:**

- Cash (General Funds)
- RAP Tax
- Transient Room Tax (TRT)
- Restaurant Tax

Tooele County could use its full faith and credit to issue **General Obligation (GO) Bonds** to pay for all or part of a renovation of the Deseret Peak Complex. GO bonds are secured by the issuing government entity's pledge to use all legally available resources, including tax revenues, to pay debt service.

## PROS & CONS:

The primary advantage of GO bonds is that they typically carry a lower interest rate than revenue bonds, assuming the issuing government entity carries a strong credit rating. Generally speaking, the better the issuer's credit rating, the lower the interest rate. Another advantage of GO bonds is that the annual operations of the built venue does not necessarily need to break-even annually, as the repayment of the bonds is not linked directly to the annual cash flows stemming directly from the venue project. The primary disadvantage associated with GO bond financing is that the GO indebtedness could reduce the available bonding capacity for any other projects the County may be considering that rely on funding from the County's General Fund.

## APPLICATION FOR TOOELE COUNTY:

Tooele County has the authority to issue GO bonds for recreational facilities, however a majority of Tooele County voters would have to approve such a measure in a general election or special election. The largest sources of tax revenue in Tooele County's General Fund are **Property Tax** and **Sales Tax**. If there are not sufficient projected revenue streams in the County's General Fund to support new GO bond debt service payments, the County may need to consider potential tax increases to support a bond.

**Revenue Bonds** are payable solely from a dedicated revenue source, often: a) an incremental tax source, or b) from the revenues of the public project that is being financed. Since debt service is tied to particular revenue streams, rather than the general obligation of the taxing authority, revenue bonds are considered to have a much higher risk of default than GO bonds and thus carry a higher interest rate. As shown below, depending on the interest rate and debt coverage ratio, it is generally estimated that for every \$1 million of annual revenue that is applicable to debt service, 30-year revenue bonds could fund anywhere from approximately \$7.7 million to \$15.7 million in project costs:

Interest Rate	Bond Term (Yr)	Funding Capacity per \$1M of Annual Incremental Income			
		Debt Coverage Ratio:			
		1.25x	1.5x	1.75x	2.0x
3%	30	\$15,680,353	\$13,066,961	\$11,200,252	\$9,800,221
4%	30	\$13,833,627	\$11,528,022	\$9,881,162	\$8,646,017
5%	30	\$12,297,961	\$10,248,301	\$8,784,258	\$7,686,226

### APPLICATION FOR TOOELE COUNTY:

One advantage to revenue bonds is that they are project specific, and thus do not diminish the County’s bonding capacity for future GO bonds. One disadvantage is that they typically carry a higher interest rate than GO bonds, and due to debt service reserve requirements and other credit enhancements, the bonds are usually larger with higher payment terms. However, the biggest disadvantage in this case is that since the annual operations of the Deseret Peak Complex would likely require annual financial support, operating revenues are not likely to be a viable funding source for debt service payments. Therefore, any revenue bonds would need to be funded by a dedicated tax revenue source.



# PUBLIC DEBT FINANCING TOOLS: TAX INCREMENT FINANCING (TIF) DISTRICTS



**Tax Increment Financing (TIF)** involves capturing assessed valuation growth within a specific area related to a particular development project. Tax increment financing often requires enactment of legislation by a State legislature, in cooperation with the existing tax authorities within the designated district (typically a City and/or County). Typically, a project area is delineated, and a base year is declared for tax purposes. Once the proposed development occurs, incremental tax revenue is collected on the tax rolls over the base year, and these incremental tax revenues are used to pay debt service.

It should be noted that **Property Tax** is the most common form of TIF financing method, as underdeveloped areas are often designated as tax increment districts for purposes of promoting redevelopment, and such development efforts can significantly increase assessed valuations within an underdeveloped area. That said, depending on state laws, other forms of special tax may also be created using other incremental or new tax types. For example, for purposes of servicing project debt a temporary tax could be instituted within the district that target specific businesses that are expected to benefit from the development, such as a restaurant meals tax or an incremental hotel tax.

## APPLICATION FOR TOOELE COUNTY

TIF or other special tax districts can be a powerful tool for financing recreational facilities using incremental (or temporary new) tax revenues resulting from development in a designated area. In order for TIF to be viable for renovations to Deseret Peak Complex, the complex would need to be a component of a designated redevelopment area where new development is occurring nearby or adjacent to the complex.

# POTENTIAL FUNDING SOURCES FOR DEBT OR EQUITY: CASH (GENERAL FUNDS)



Tooele County could choose to use cash to support the renovation and/or expansion of the Deseret Peak Complex with an allocation of **General Funds** from the County's coffers. Allocation of general funds typically requires available cash (or an unexpected revenue windfall) that is free and clear of any other government obligation.

## APPLICATION FOR TOOELE COUNTY:

In most cases where cash is used to develop comparable complexes, these funds have not been dedicated to pay for the entire capital project, but rather used to pay a portion of development costs and thus reduce the amount of additional public debt that needs to be issued and/or private funds that need to be raised. According to the County's tentative 2023 budget (dated October 7, 2022), the beginning general fund balance on January 1, 2023, is estimated to be approximately \$6.4 million.

# POTENTIAL FUNDING SOURCES FOR DEBT OR EQUITY: RAP TAX



Tooele County residents could approve a **Recreation, Arts, and Parks (RAP) Tax** to help fund construction of recreational facilities in Ephraim. Recent examples in Utah include, but are not limited to: A) Salt Lake County ZAP (Zoo, Arts and Parks) Tax revenues have funded well over 10 recreational centers, parks, and trails, since the funding mechanism's inception and approval in 1996. B) \$900,000 from Summit County RAP Tax funds were used towards the construction of the Park City Municipal Athletic & Recreation Center in 2011; and C) The cities of Bountiful and Centerville passed a RAP tax that helped fund a portion (\$6.0 million of \$14.5 million in total project costs) for the Centerpoint Legacy Theatre that opened in 2011.

## **APPLICATION FOR TOOELE COUNTY:**

RAP Tax requires voter approval. It is not known at this stage if a RAP Tax initiative would have County-wide support from residents, therefore additional research should be conducted regarding the viability of a RAP Tax vote if the County chooses to go this route.

The funding of sports, recreation, and event facilities via tourism-related revenues is a growing trend across the country. Special events held at these facilities can drive multi-day stays at nearby hotels, as well as incremental restaurant spending within the local market, and local hotel and hospitality groups are often supportive of using tourism-related tax dollars to build facilities that will generate incremental visitor spending. Tooele County currently levies a 3.5% Transient Room Tax (TRT) on hotel/motel room nights and 1.0% Restaurant Tax on prepared food.

#### APPLICATION FOR TOOELE COUNTY:

All of the counties in Utah with a Restaurant Tax have a 1.0% tax rate, like Tooele County. However, Transient Room Tax in Utah counties currently ranges from 3.0% to 4.25%, so there could potentially be opportunity for Tooele County to increase their TRT without putting the County's hotels/motels at a disadvantage relative to other Utah counties.



## VICTUS ADVISORS LLC

2720 Homestead Road, Suite 130

Park City, Utah 84098

(435) 776-5728

[www.victusadvisors.com](http://www.victusadvisors.com)



## THINK ARCHITECTURE

7297 High Point Pkwy, Suite 300

Sandy, Utah 84094

(801) 269-0055

[www.thinkaec.com](http://www.thinkaec.com)