

Washington County Fairground Analysis

JAG Solutions.
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Index:

Executive Summary

Washington County Summary: County Summary
Community Profile
Business Report
Tapestry Segments
Community Room Layout
Existing Fairground layout
Proposed Layout

Comparable County Summaries: Canadian County (El Reno)
Carter County (Ardmore)
Montgomery County (Coffeyville, KS)
Craig County (Vinita)
Garfield County (Enid)
Payne County (Stillwater)
Pottawatomie County (Shawnee)
Osage County (Pawhuska)
Ottawa County (Miami)
Rogers County (Claremore)
Stephens County (Duncan)
Woodward County (Woodward)

Construction Cost Analysis:

Operational Cost Analysis:

Conclusion:

Appendix A: Estimated Operational Budget

Appendix B: Facility Spreadsheets

Appendix C: Event Listings

Appendix D: Organizational Listings

Appendix F: Tax Spreadsheets/scenarios

Executive Summary:

Purpose:

The Washington County Commission have commissioned an analysis of their fairground operations and recommended best practices for enhancing a potential new facility. JAG Solutions was commissioned with the task of evaluating best practices and facilities from across Oklahoma and part of Kansas. This analysis included demographic and psychographic information on each community, which helped to create a profile for each community. In addition, each fairground/expo center was researched to determine their facility capacities along with a listing of events (See Appendix C). Follow up interviews were conducted with leadership from each of the fairgrounds/expo centers that were evaluated. These interviews provided detailed information on operations, budgets and facility usage as well as professional opinions on operations and facility usage. In the full report each community has a small summary provided on their operations, facilities, operating budget and facility usage.

County Overview:

Washington County is located in the northeast Oklahoma it is roughly 45 miles from Tulsa, 135 miles from Wichita, 100 miles from Joplin, MO and 150 miles from Oklahoma City. The community's main north/south highway artery is Highway 75 – which connects with Interstate 44 to the south. The main east/west highway artery is Highway 60 – which connects with Interstate 35 to the West and Interstate 44 to the east.

Washington County and Bartlesville have a strong oil and gas tradition; Phillips Petroleum Company was founded in 1917 and maintained its headquarters in Bartlesville until its merger with Conoco to form Conoco Phillips in 2002. At this time Conoco Phillips moved its joint headquarters out of Bartlesville and Ponca City to Houston. In 2012 Conoco Phillips spun out its refining, pipeline and chemical assets into Phillips 66 – also headquartered in Houston. Both Conoco Phillips and Phillips 66 retained large employee assets in Bartlesville; they are the two largest employers in the community with a total of over 4000 employees between the two companies. The third largest employer is the Jane Phillips Medical Center. These three businesses make Bartlesville and Washington County relatively more concentrated in services than most communities. In fact, nearly 20% of the employed workforce are with either Conoco Phillip or Phillips 66.

Operational Assessment: Differences

Many of the operations evaluated provide the local residents with a valuable service by providing event and meeting space – but they have a limited impact on the community because their operations are focused on serving the community versus creating a destination. El Reno, which is evaluating a new facility of their own, is primarily serves their residents. They host over 300

events a year but it is almost entirely local in nature (reunions, wedding receptions, 4H events, university extension and local company training). In addition, the facility is priced for local events at \$100/day to rent the facility. This type of activity is incredibly valuable to a community but it does not create a significant economic impact.

Several operations evaluated provide valuable service to local residents while providing impacting the local economy. Woodward utilizes its facility to service its region (75-90 mile radius) and since its region is so large it draws money into the city of Woodward. Many of its events are similar in nature to El Reno (4H, wedding receptions, reunions) but it also has a significant amount of regional car shows, concerts and farm shows. This type of operation provides the community with both a great service and an economic impact, but because the focus is on regional events the impact is typically limited to retail sales (hotels are not heavily used for regional events).

A few of the operations evaluated focused on providing their community with a significant economic impact. Claremore utilizes its facility to create economic impact and to drive additional community investment. Many of their events are focused on bringing people into the community as much as 75% of its activities/events bring in people from outside Claremore's market area. Therefore, this fairground/expo center generates over 175,000 annual visitors with an annual economic impact of \$14 million. This activity has spurred private investors to open up three new hotels and a number of restaurants to service this activity. This is the type of facility I recommend Washington County pursue should it elect to move forward with a project.

Asset Evaluation: Cost Estimates

Carefully considering the community assets within Washington County JAG Solutions evaluated possible facility assets, with a particular focus on assets that will build economic value. Under consideration is an arena that would sit between 5500 and 6500, a conference center/exhibit hall, outdoor arena, livestock barns, RV park and other amenities. The estimated cost for this type of operation could be between \$20,800,000 and \$30,000,000 depending on the scope and design of the facilities. This would provide Washington County with the facilities to compete with facilities in Enid, Ardmore, Shawnee, Claremore and Stillwater.

Construction Costs: Funding sources

A review of potential funding sources for the construction of the proposed facilities was conducted. It was determined that a careful review of community assets could create lucrative partnerships and avoid duplication of services and facilities and thereby could lower overall project costs. In addition, costs could be lowered by utilizing community and county resources for rough grading, demolition, waste removal and some finish work. In addition, community fund raising to include naming rights for facilities, rooms and other aspects of the facility could further reduce the overall cost of construction. Ultimately, the county will need to consider a long term funding source to pay for the required bond. JAG Solutions considered an additional

hotel/motel tax (currently have a 5 cent hotel/motel tax) it was determined that this would not be sufficient for the construction of the proposed facility and may be more appropriately utilized to provide operational funding. Second, JAG Solutions evaluated the use of an additional sales tax for the construction of the proposed facility. Under this scenario an additional half cent sales tax would pay for a \$25,000,000 facility over 15 years. It is recommended that the county carefully consider the addition of a half cent sales tax for the construction of a new fairgrounds facility to include an arena, exhibit hall, outdoor arena, livestock barns, RV park and amenities.

Operational Costs:

In addition, JAG Solutions evaluated operational expenses of other operations. It is important to note budgets varied widely between operations. The most successful facilities had operational budgets between \$700,000 and \$1,000,000 and staffs of 5 to 10 which were often optimized by the use of offender labor for grounds keeping, event set up and some minor maintenance. Utility costs ran north of \$300 per day and insurance costs could exceed \$50,000 annually. Under the current assumptions JAG Solutions believes Washington County can function under a budget of roughly \$589,000 which includes funds for operational material, payroll, utilities and marketing.

Operational Costs: Funding

None of these facilities evaluated were self-sufficient and either received an annual subsidy from the community/county or were a recipient of a designated tax. Typically, the more successful fairgrounds/expo center received between 20% and 30% of their overall operational funds from the community/county (either a designated tax or an annual appropriation). In addition, during the interviews many advised the pursuit of a revenue source for operation. JAG Solutions reviewed the potential revenue from an additional hotel/motel tax designated to the operations of a robust, economic engine fairgrounds and determined that an additional 2 cent hotel/motel tax could generate more than \$200,000 for the operations of the fairground. This would be in addition to the existing 5 cent hotel/motel tax. In addition, it is estimated that the new proposed facility could generate lease revenues of up to \$400,000 annually. This would provide the Washington County Fairgrounds an operating revenue of \$600,000 with a staff of 6 fulltime people to include the following positions: Director, Events Coordinator, Event recruiter, maintenance and janitor. This small of an operation will require each individual to be willing to provide event set up take down assistance. Please see Appendix E for budget spreadsheet.

Proposed Facility: Economic Impact

The proposed fairground facility has the potential to be a significant economic engine in Washington County. In similar locations these facilities have boosted the local economy by attracting large groups. Should Washington County's facility be used to its potential the economic impact for the first five years of operation is in excess of \$25.6 million from sales

associated with visitors to the facility. Assuming a construction budget of \$12 million, the economic impact associated with construction could reach as high as \$37.5 million based on a construction multiplier provided by the US Bureau of Economic Analysis. (it is important to note that the local impact could be significantly less based on where the contractor and subcontractors are based as well as where the material and equipment is sourced)

Washington County Summary:

Location:

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Business Community:

Washington County and Bartlesville have a strong oil and gas tradition; Phillips Petroleum Company was founded in 1917 and maintained its headquarters in Bartlesville until its merger with Conoco to form Conoco Phillips in 2002. At this time Conoco Phillips moved its joint headquarters out of Bartlesville and Ponca City to Houston. In 2012 Conoco Phillips spun out its refining, pipeline and chemical assets into Phillips 66 – also headquartered in Houston. Both Conoco Phillips and Phillips 66 retained large employee assets in Bartlesville; they are the two largest employers in the community with a total of over 4000 employees between the two companies. The third largest employer is the Jane Phillips Medical Center. These three businesses make Bartlesville and Washington County relatively more concentrated in services than most communities. In fact, nearly 20% of the employed workforce are with either Conoco Phillip or Phillips 66.

Washington County has over 2000 businesses.

Business Segment	Number of Businesses	Number of Employees	Percent of Labor Force
Ag./Mining	90	863	4.1%
Construction	184	819	3.9%
Manufacturing	46	1,046	4.9%
Transportation	56	548	2.6%
Communication	21	217	1.0%
Utility	11	93	0.4%
Wholesale Trade	61	359	1.7%
Retail Trade	409	4,956	23.4%
Finance, Insure, Real	229	1,108	5.2%
Services	835	10,205	48.1%
Government	95	992	4.7%
Unclassified	53	9	0.0%
Totals	2,090	21,215	100.0%

Community Statistics:

Washington County has a population of 52,982 and a total employee population of 21,215 which is roughly a 40% labor force participation rate. Washington County median household income is

\$50,152 which is slightly higher than the state median household income (\$47,004); the median home value is \$131,283 which is 15% higher than the state's median home value (\$114,000). The median age for Washington County is 41.8 which is higher than the states median age (36.2). In addition, Washington County has a higher educational level than the state (22.9%) with 26.7% of the population having at least a bachelors degree.

Tapestry Segments:

Washington County's three primary consumer tapestry segments are Heartland Communities, Midlife Constants and Traditional Living. Heartland Communities are concentrated in the Midwest and are typically found in rural communities or small towns. They are typically made up of holder households with people that are semirural and semiretired. They are closely knit to the local community, they are traditional, patriotic and support local businesses. They buy American and travel domestically. This is not a diverse group and their relative low wages are offset by low median home values.

Midlife Constants are typically sound in suburban periphery or within smaller metropolitan markets. This group is older and approaching retirement. They have an above average net worth. This group is watchful on pricing but is not willing to forego quality in order to save money. They prefer to buy American and natural products. This is not a diverse group. They have a lower household income but have a higher net worth than the national average. Therefore, they are careful with their money and make it stretch. They have a higher median home value than Heartland Communities.

Traditional Living typically live in low density settled neighborhoods in the Midwest. This is a relatively young segment that is cost sensitive but will remain loyal to known brands unless the cost becomes too great. Over three quarters of these households receive some public assistance. They are typically community and family minded and are comfortable with new technologies. This group has low net worth and relatively low household income and their median home values are lower than Midlife Constants and Heartland Communities.

Fairground Summary:

The existing fairgrounds is governed by the Washington County Fair Board with a budget of about \$15,000 for maintenance and operations. There is one county employee that manages the facility: providing general upkeep, event set up and facility coordination. The main building was built in the 1960s and the current arena is too small for many events. Most events hosted at the facility are local draws and therefore do not draw in significant visitors to the community. It is estimated that up to 30,000 people visit or use the facility annually and the fairgrounds hosts up to 300 events annually. The estimated economic impact generated by the fairgrounds is \$480,000 annually.

The fairground has limited amenities on site, there is no RV hooks ups and no electrical hookups. There is a commercial kitchen on site (most recommend only a catering kitchen due to the added regulations and upkeep). Most of the local events held at the fairground are there in part because of the reasonable pricing

Population Summary	
2000 Total Population	48,996
2010 Total Population	50,976
2016 Total Population	52,982
2016 Group Quarters	798
2021 Total Population	54,620
2016-2021 Annual Rate	0.61%
Household Summary	
2000 Households	20,179
2000 Average Household Size	2.40
2010 Households	21,036
2010 Average Household Size	2.39
2016 Households	21,668
2016 Average Household Size	2.41
2021 Households	22,237
2021 Average Household Size	2.42
2016-2021 Annual Rate	0.52%
2010 Families	14,123
2010 Average Family Size	2.91
2016 Families	14,448
2016 Average Family Size	2.94
2021 Families	14,781
2021 Average Family Size	2.95
2016-2021 Annual Rate	0.46%
Housing Unit Summary	
2000 Housing Units	22,250
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	9.3%
2010 Housing Units	23,451
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	10.3%
2016 Housing Units	24,174
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	10.4%
2021 Housing Units	24,771
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	10.2%
Median Household Income	
2016	\$50,152
2021	\$53,759
Median Home Value	
2016	\$131,283
2021	\$157,393
Per Capita Income	
2016	\$27,890
2021	\$29,706
Median Age	
2010	41.1
2016	41.8
2021	42.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2016 Households by Income	
Household Income Base	21,668
<\$15,000	12.8%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	3.6%
\$200,000+	3.8%
Average Household Income	\$67,723
2021 Households by Income	
Household Income Base	22,237
<\$15,000	12.7%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	3.9%
\$200,000+	4.0%
Average Household Income	\$72,504
2016 Owner Occupied Housing Units by Value	
Total	15,656
<\$50,000	11.8%
\$50,000 - \$99,999	23.2%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	7.4%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.8%
Average Home Value	\$166,227
2021 Owner Occupied Housing Units by Value	
Total	16,071
<\$50,000	9.0%
\$50,000 - \$99,999	13.4%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	27.5%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.5%
Average Home Value	\$180,896

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	50,976
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.3%
15 - 24	12.3%
25 - 34	11.4%
35 - 44	11.4%
45 - 54	14.7%
55 - 64	13.0%
65 - 74	8.9%
75 - 84	6.3%
85 +	2.6%
18 +	76.6%
2016 Population by Age	
Total	52,982
0 - 4	6.1%
5 - 9	6.2%
10 - 14	6.4%
15 - 24	12.0%
25 - 34	11.8%
35 - 44	11.2%
45 - 54	12.5%
55 - 64	14.3%
65 - 74	10.5%
75 - 84	6.2%
85 +	2.8%
18 +	77.7%
2021 Population by Age	
Total	54,620
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	11.6%
25 - 34	11.7%
35 - 44	11.4%
45 - 54	11.5%
55 - 64	13.7%
65 - 74	12.0%
75 - 84	6.8%
85 +	2.9%
18 +	77.8%
2010 Population by Sex	
Males	24,664
Females	26,312
2016 Population by Sex	
Males	25,828
Females	27,154
2021 Population by Sex	
Males	26,828
Females	27,792

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 06, 2016

2010 Population by Race/Ethnicity	
Total	50,976
White Alone	78.3%
Black Alone	2.4%
American Indian Alone	10.3%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	6.1%
Hispanic Origin	5.0%
Diversity Index	43.5
2016 Population by Race/Ethnicity	
Total	52,982
White Alone	75.9%
Black Alone	2.7%
American Indian Alone	10.2%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	7.0%
Hispanic Origin	6.1%
Diversity Index	48.1
2021 Population by Race/Ethnicity	
Total	54,620
White Alone	73.8%
Black Alone	2.9%
American Indian Alone	10.3%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.6%
Two or More Races	7.6%
Hispanic Origin	7.4%
Diversity Index	51.9
2010 Population by Relationship and Household Type	
Total	50,976
In Households	98.4%
In Family Households	82.7%
Householder	27.7%
Spouse	21.5%
Child	28.7%
Other relative	2.6%
Nonrelative	2.2%
In Nonfamily Households	15.7%
In Group Quarters	1.6%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment	
Total	36,707
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	28.1%
GED/Alternative Credential	5.3%
Some College, No Degree	22.3%
Associate Degree	8.2%
Bachelor's Degree	18.1%
Graduate/Professional Degree	8.6%
2016 Population 15+ by Marital Status	
Total	43,090
Never Married	22.9%
Married	55.8%
Widowed	7.7%
Divorced	13.6%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.4%
Civilian Unemployed	4.6%
2016 Employed Population 16+ by Industry	
Total	23,817
Agriculture/Mining	5.6%
Construction	6.9%
Manufacturing	11.5%
Wholesale Trade	3.8%
Retail Trade	11.6%
Transportation/Utilities	4.3%
Information	1.5%
Finance/Insurance/Real Estate	5.2%
Services	46.7%
Public Administration	2.9%
2016 Employed Population 16+ by Occupation	
Total	23,817
White Collar	59.5%
Management/Business/Financial	13.0%
Professional	22.9%
Sales	9.3%
Administrative Support	14.4%
Services	18.9%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.5%
Production	6.7%
Transportation/Material Moving	5.4%
2010 Population By Urban/ Rural Status	
Total Population	50,976
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	76.1%
Rural Population	23.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 06, 2016

2010 Households by Type	
Total	21,036
Households with 1 Person	28.7%
Households with 2+ People	71.3%
Family Households	67.1%
Husband-wife Families	52.1%
With Related Children	19.6%
Other Family (No Spouse Present)	15.0%
Other Family with Male Householder	4.0%
With Related Children	2.6%
Other Family with Female Householder	11.0%
With Related Children	7.5%
Nonfamily Households	4.2%
All Households with Children	30.1%
Multigenerational Households	2.9%
Unmarried Partner Households	5.3%
Male-female	4.7%
Same-sex	0.6%
2010 Households by Size	
Total	21,036
1 Person Household	28.7%
2 Person Household	37.0%
3 Person Household	14.5%
4 Person Household	11.5%
5 Person Household	5.2%
6 Person Household	2.0%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	21,036
Owner Occupied	73.6%
Owned with a Mortgage/Loan	44.2%
Owned Free and Clear	29.4%
Renter Occupied	26.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	23,451
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	77.4%
Rural Housing Units	22.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

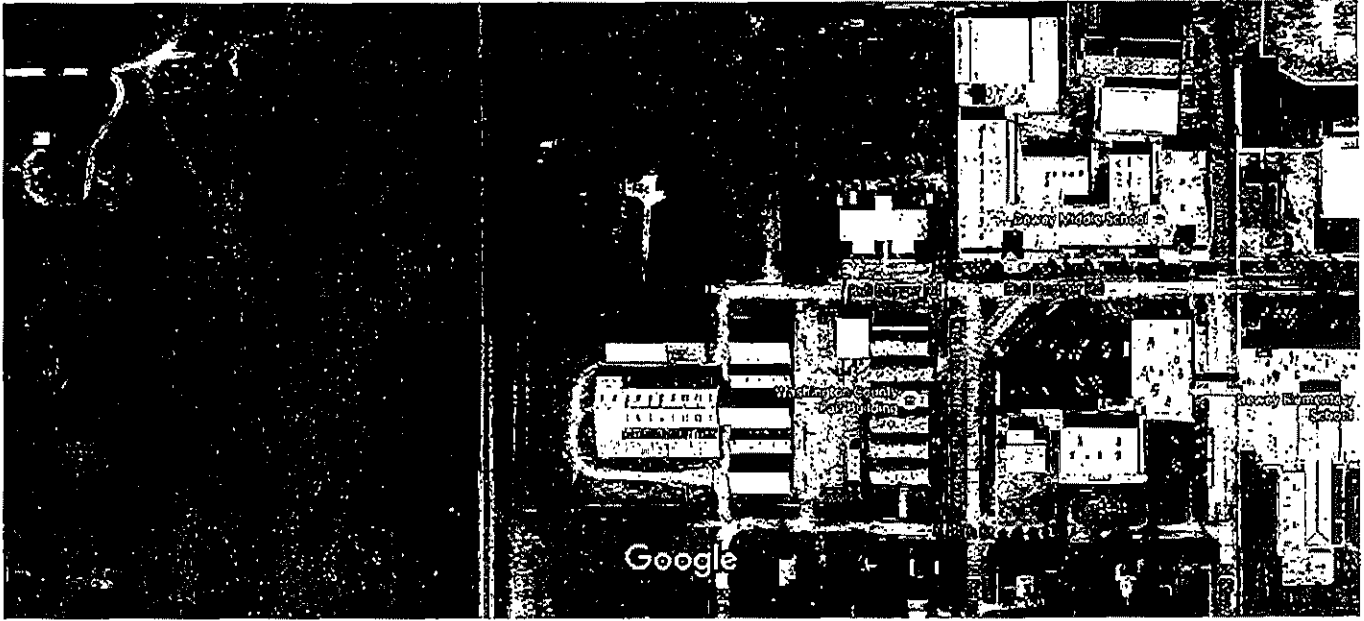
	1.	2.	3.
			Midlife Constants (5E)
			Traditional Living (128)
			Heartland Communities
2016 Consumer Spending			
Apparel & Services: Total \$			\$37,432,728
Average Spent			\$1,727.56
Spending Potential Index			86
Education: Total \$			\$25,208,414
Average Spent			\$1,163.39
Spending Potential Index			82
Entertainment/Recreation: Total \$			\$56,565,382
Average Spent			\$2,610.55
Spending Potential Index			90
Food at Home: Total \$			\$98,751,978
Average Spent			\$4,557.50
Spending Potential Index			91
Food Away from Home: Total \$			\$58,547,556
Average Spent			\$2,702.03
Spending Potential Index			87
Health Care: Total \$			\$108,723,397
Average Spent			\$5,017.69
Spending Potential Index			95
HH Furnishings & Equipment: Total \$			\$33,850,007
Average Spent			\$1,562.21
Spending Potential Index			88
Personal Care Products & Services: Total \$			\$13,946,258
Average Spent			\$643.63
Spending Potential Index			88
Shelter: Total \$			\$284,968,195
Average Spent			\$13,151.57
Spending Potential Index			84
Support Payments/Cash Contributions/Gifts in Kind: Total \$			\$46,863,559
Average Spent			\$2,162.80
Spending Potential Index			93
Travel: Total \$			\$34,561,509
Average Spent			\$1,595.05
Spending Potential Index			86
Vehicle Maintenance & Repairs: Total \$			\$20,548,428
Average Spent			\$948.33
Spending Potential Index			92

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Google Maps



Imagery ©2016 Google, Map data ©2016 Google 100 ft

Data for all businesses in area

Total Businesses:	2,090
Total Employees:	21,215
Total Residential Population:	52,982
Employee/Residential Population Ratio:	0.4:1

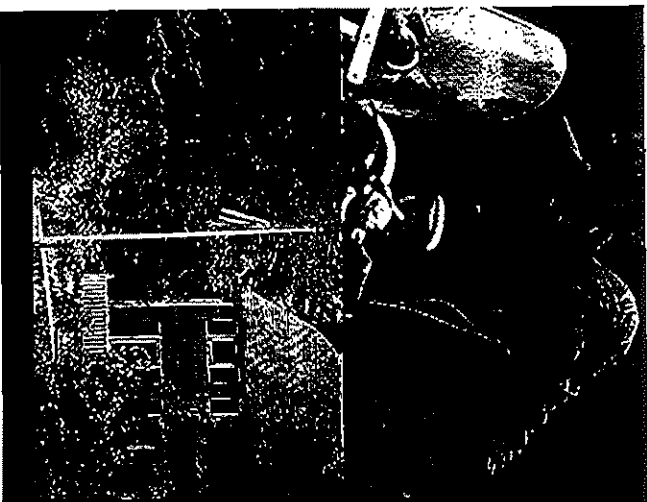
	Businesses		Employees	
	Number	Percent	Number	Percent
by SIC Codes				
Agriculture & Mining	90	4.3%	863	4.1%
Construction	184	8.8%	819	3.9%
Manufacturing	46	2.2%	1,046	4.9%
Transportation	56	2.7%	548	2.6%
Communication	21	1.0%	217	1.0%
Utility	11	0.5%	93	0.4%
Wholesale Trade	61	2.9%	359	1.7%
Retail Trade Summary	409	19.6%	4,956	23.4%
Home Improvement	22	1.1%	316	1.5%
General Merchandise Stores	22	1.1%	910	4.3%
Food Stores	41	2.0%	524	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	65	3.1%	592	2.8%
Apparel & Accessory Stores	21	1.0%	96	0.5%
Furniture & Home Furnishings	29	1.4%	98	0.5%
Eating & Drinking Places	95	4.5%	1,553	7.3%
Miscellaneous Retail	114	5.5%	867	4.1%
Finance, Insurance, Real Estate Summary	229	11.0%	1,108	5.2%
Banks, Savings & Lending Institutions	88	4.2%	292	1.4%
Securities Brokers	30	1.4%	218	1.0%
Insurance Carriers & Agents	48	2.3%	234	1.1%
Real Estate, Holding, Other Investment Offices	63	3.0%	364	1.7%
Services Summary	835	40.0%	10,205	48.1%
Hotels & Lodging	20	1.0%	206	1.0%
Automotive Services	67	3.2%	189	0.9%
Motion Pictures & Amusements	41	2.0%	627	3.0%
Health Services	140	6.7%	2,687	12.7%
Legal Services	31	1.5%	130	0.6%
Education Institutions & Libraries	46	2.2%	1,867	8.8%
Other Services	490	23.4%	4,499	21.2%
Government	95	4.5%	992	4.7%
Unclassified Establishments	53	2.5%	9	0.0%
Totals	2,090	100.0%	21,215	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

October 06, 2016

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	15	0.7%	51	0.2%
Mining	23	1.1%	173	0.8%
Utilities	7	0.3%	77	0.4%
Construction	199	9.5%	1,306	6.2%
Manufacturing	54	2.6%	1,039	4.9%
Wholesale Trade	59	2.8%	352	1.7%
Retail Trade	300	14.4%	3,351	15.8%
Motor Vehicle & Parts Dealers	52	2.5%	531	2.5%
Furniture & Home Furnishings Stores	11	0.5%	37	0.2%
Electronics & Appliance Stores	12	0.6%	342	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	22	1.1%	316	1.5%
Food & Beverage Stores	39	1.9%	494	2.3%
Health & Personal Care Stores	35	1.7%	237	1.1%
Gasoline Stations	13	0.6%	61	0.3%
Clothing & Clothing Accessories Stores	27	1.3%	129	0.6%
Sport Goods, Hobby, Book, & Music Stores	24	1.1%	122	0.6%
General Merchandise Stores	22	1.1%	910	4.3%
Miscellaneous Store Retailers	41	2.0%	168	0.8%
Nonstore Retailers	2	0.1%	4	0.0%
Transportation & Warehousing	37	1.8%	455	2.1%
Information	37	1.8%	545	2.6%
Finance & Insurance	169	8.1%	751	3.5%
Central Bank/Credit Intermediation & Related Activities	91	4.4%	299	1.4%
Securities, Commodity Contracts & Other Financial	30	1.4%	218	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	48	2.3%	234	1.1%
Real Estate, Rental & Leasing	93	4.4%	427	2.0%
Professional, Scientific & Tech Services	128	6.1%	873	4.1%
Legal Services	36	1.7%	157	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	100	4.8%	1,168	5.5%
Educational Services	50	2.4%	1,899	9.0%
Health Care & Social Assistance	208	10.0%	3,792	17.9%
Arts, Entertainment & Recreation	32	1.5%	595	2.8%
Accommodation & Food Services	120	5.7%	1,780	8.4%
Accommodation	20	1.0%	206	1.0%
Food Services & Drinking Places	100	4.8%	1,574	7.4%
Other Services (except Public Administration)	311	14.9%	1,580	7.4%
Automotive Repair & Maintenance	54	2.6%	154	0.7%
Public Administration	95	4.5%	992	4.7%
Unclassified Establishments	53	2.5%	9	0.0%
Total	2,090	100.0%	21,215	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.



The Cozy Country Living

Heartland Communities

6F

Households: 2,864,000

Average Household Size: 2.38

Median Age: 41.5

Median Household Income: \$39,000

WHO ARE WE?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



Note: The index represents the rate of the segment rate to the US rate multiplied by 100. Consider preferences see authored from data by GIS Mkt.

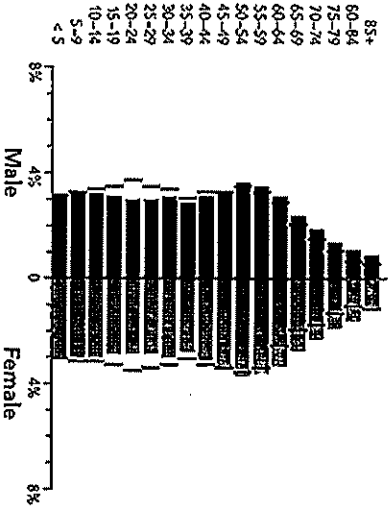
6F Heartland Communities

Cozy Country Living

TAPESTRY SEGMENTATION

AGE BY SEX (Est. data)

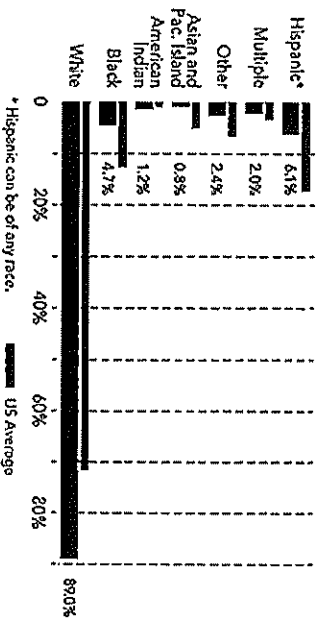
Median Age: 41.5 US: 37.6
Indicates US



RACE AND ETHNICITY (Est. data)

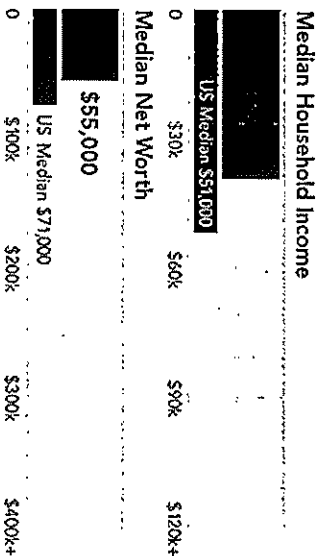
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 29.6 US: 62.1



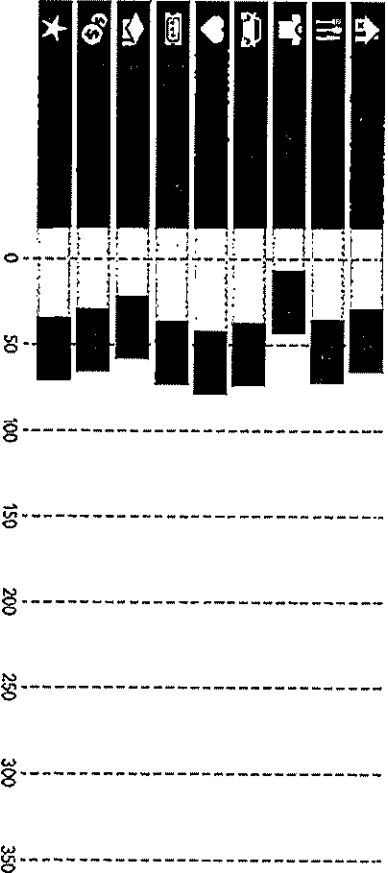
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



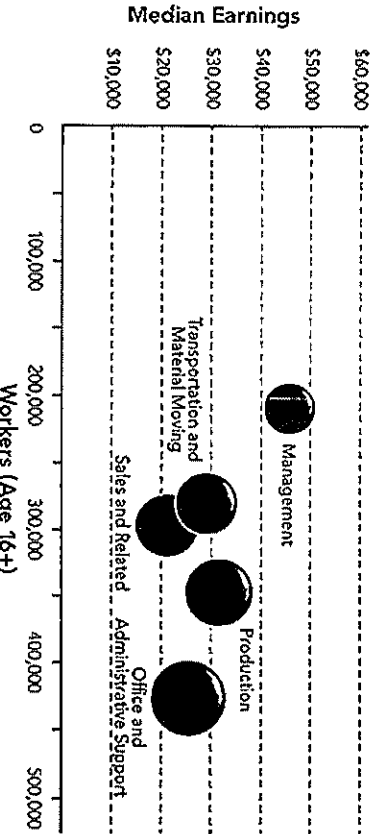
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



6F Cozy Country Living
Heartland Communities

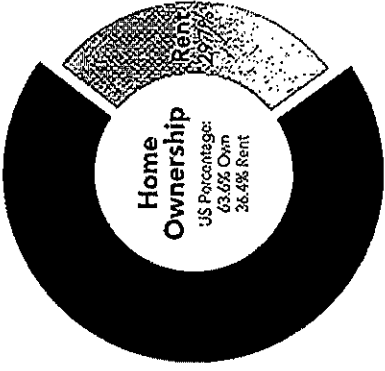
**TAPESTRY
 SEGMENTATION**

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRQ)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

HOUSING

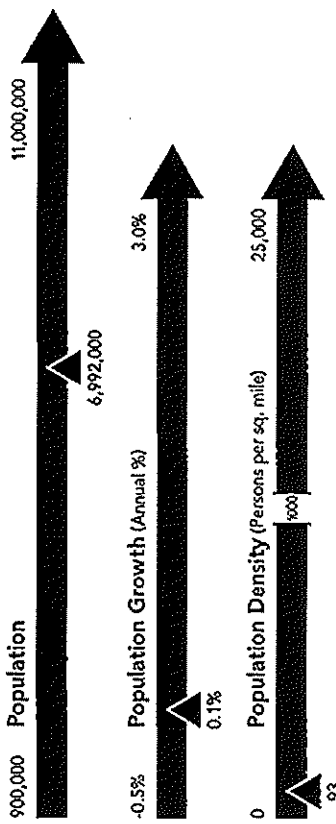
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Single Family
Median Value:
 \$89,000
 US Median: \$177,000

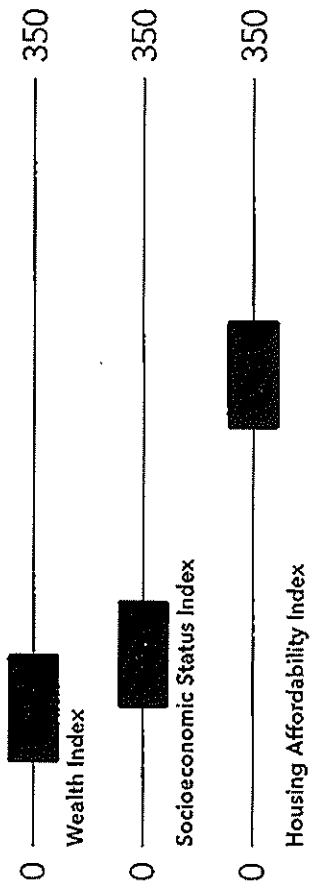
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



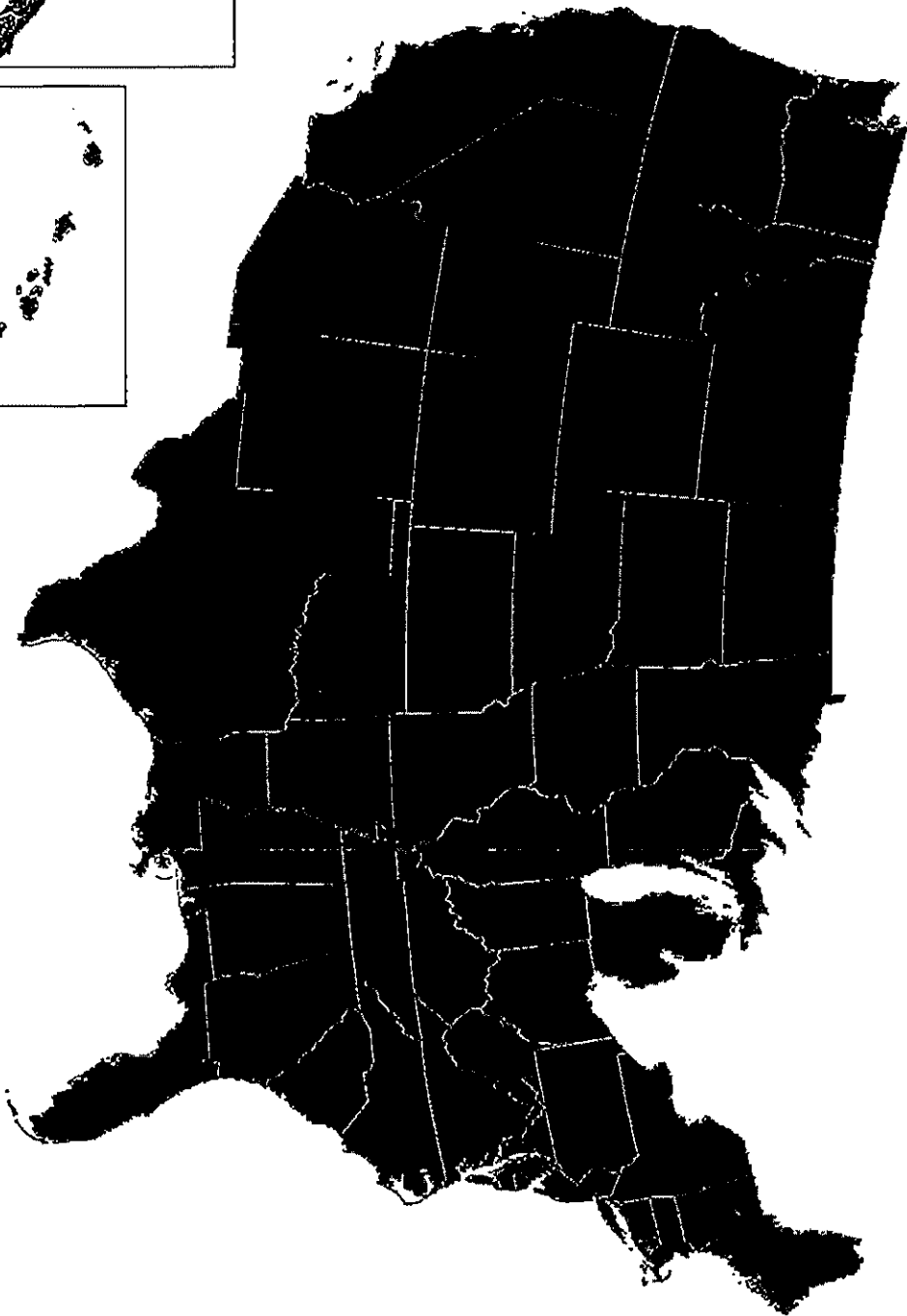
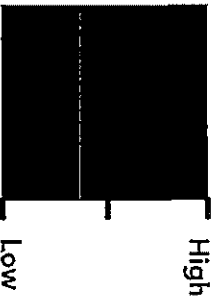
6F

Cozy Country Living Heartland Communities

TAPESTRY
SEGMENTATION

SEGMENT DENSITY

This map illustrates the density and distribution of the Heartland Communities Tapestry Segment by households.



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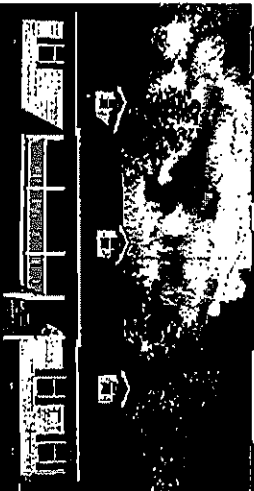
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LifeMode Group: GenXurban
Midlife Constants



Households: 3,043,000

Average Household Size: 2.30

Median Age: 45.9

Median Household Income: \$48,000

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80).

SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- Traditional, not trendy: opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Note: The Index represents the ratio of the segment size to the US size multiplied by 100. Consumer preferences are estimated from data by GFK MRI.

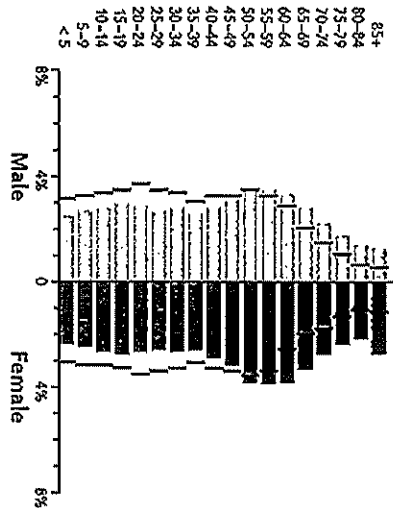


LifeMode Group: GenXurban Midlife Constants



AGE BY SEX (Est. \$34)

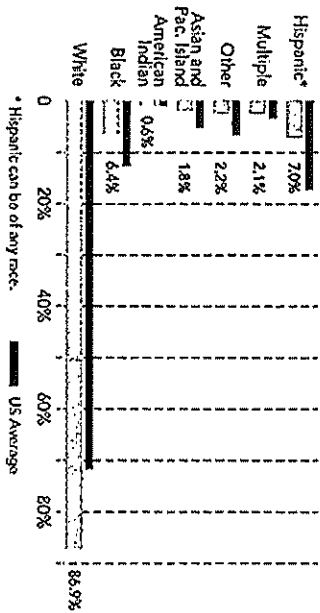
Median Age: 45.9 US: 37.6
I Indicates US



RACE AND ETHNICITY (Est. \$34)

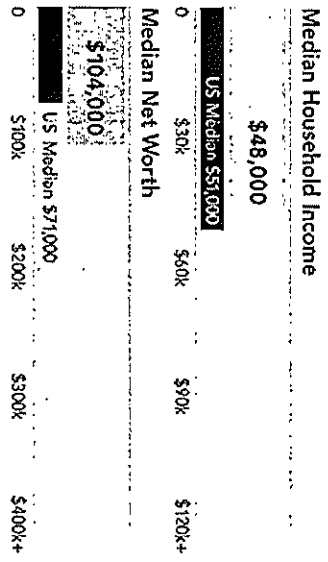
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 34.0 US: 62.1



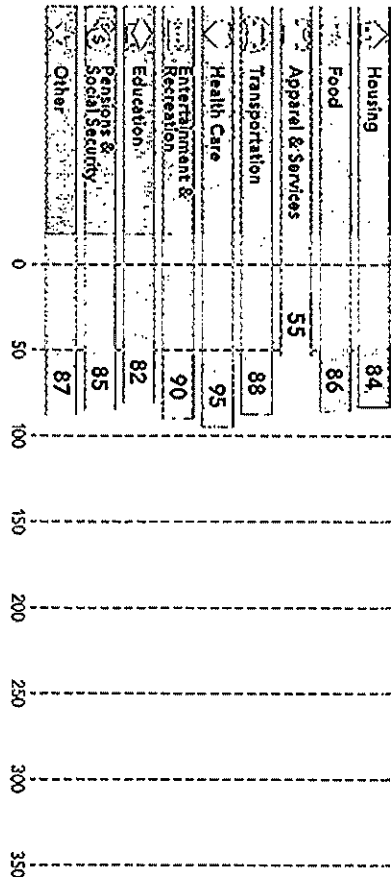
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



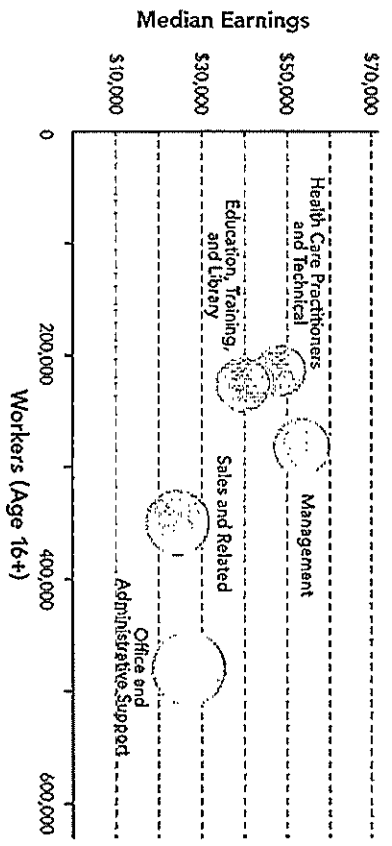
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: GenXurban Midlife Constants



MARKET PROFILE

(Consumer preferences are estimated from data by GfK W/3)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

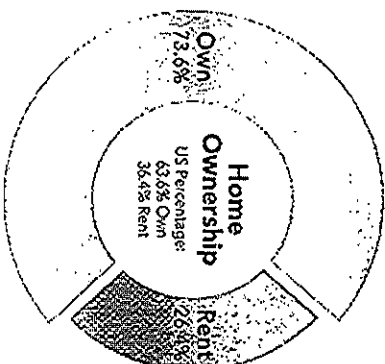
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



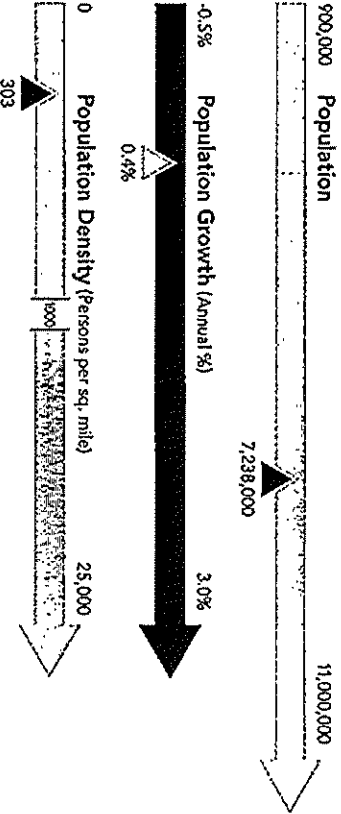
Typical Housing:
Single Family

Median Value:
\$141,000
US Median: \$177,000



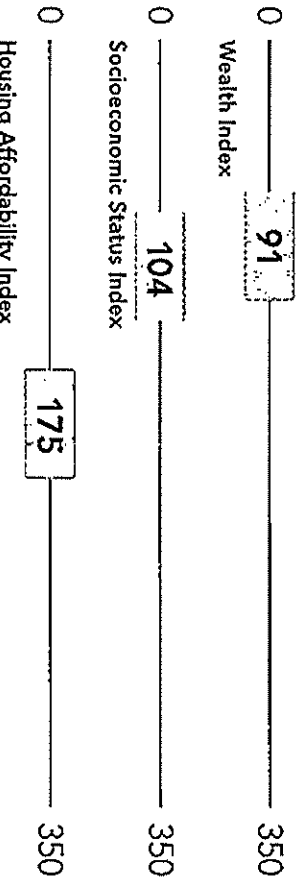
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





Lifemode Group: GenXurban

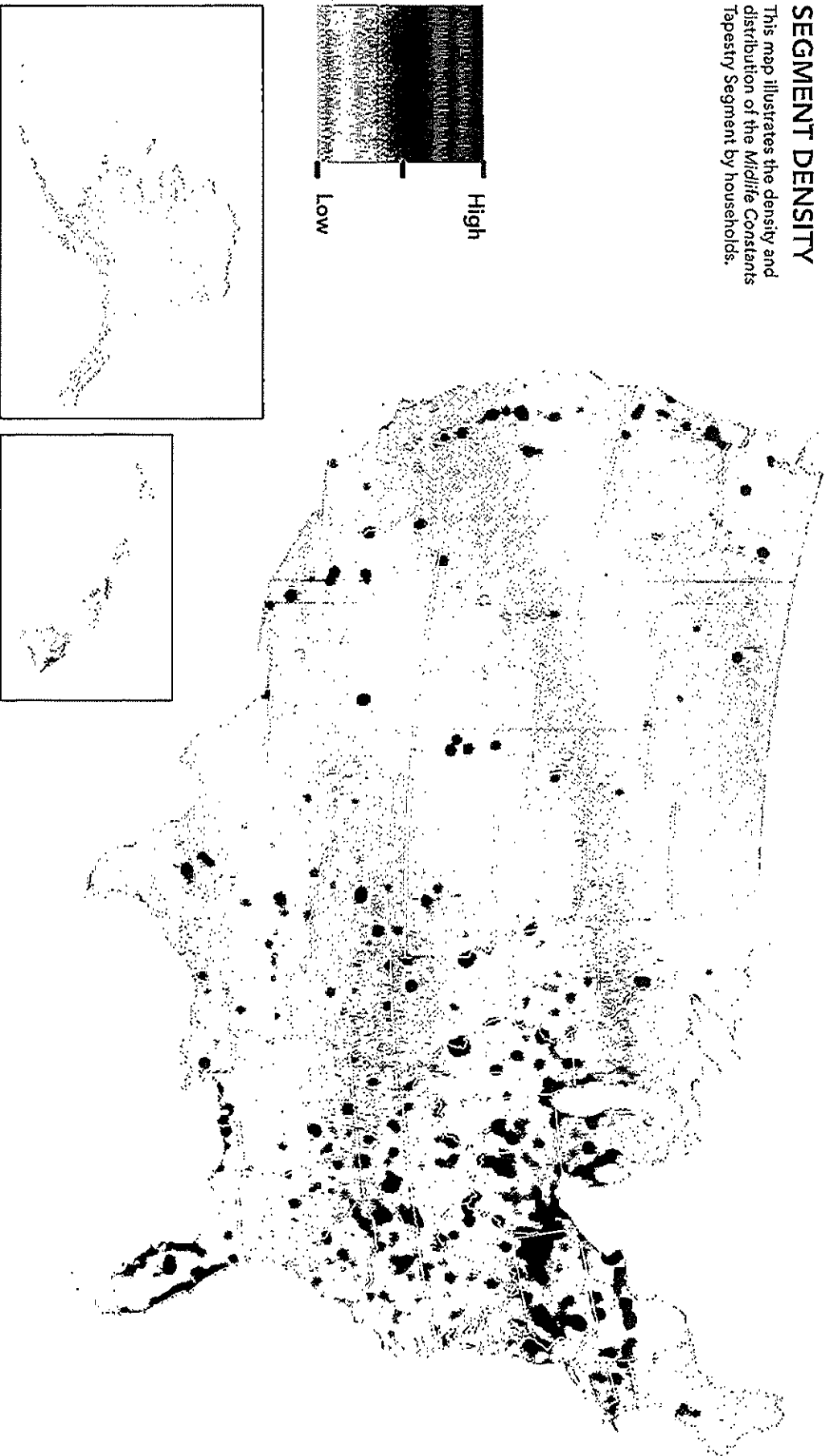
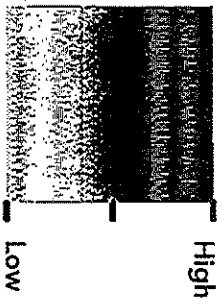
Midlife Constants



**TAPESTRY
SEGMENTATION**
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the Midlife Constants Tapestry Segment by households.



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LifeMode Group: Hometown
Traditional Living



Households: 2,369,000

Average Household Size: 2.50

Median Age: 34.8

Median Household Income: \$37,000

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter (Index 88).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.



Note: The data represents the ratio of the segment group to the US male population by 100. Consumer preferences are retrieved from data by DIKIA/IRL.

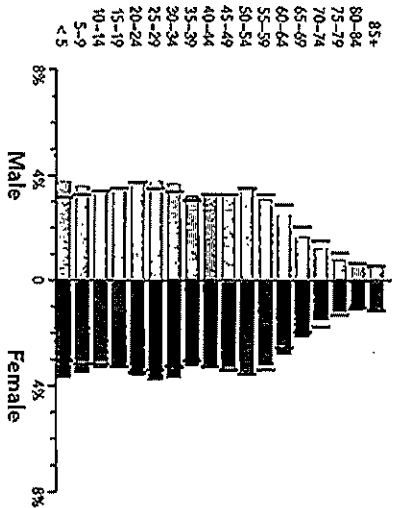


LifeMode Group: Hometown Traditional Living



AGE BY SEX (Est. Data)

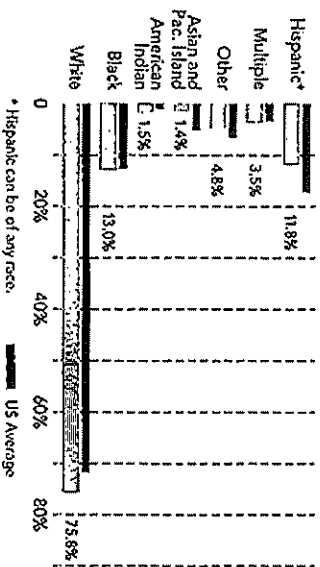
Median Age: 34.8 US: 37.6
I indicates US



RACE AND ETHNICITY (Est. Data)

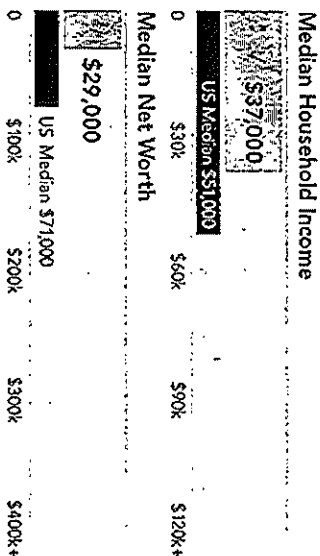
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 53.1 US: 62.1



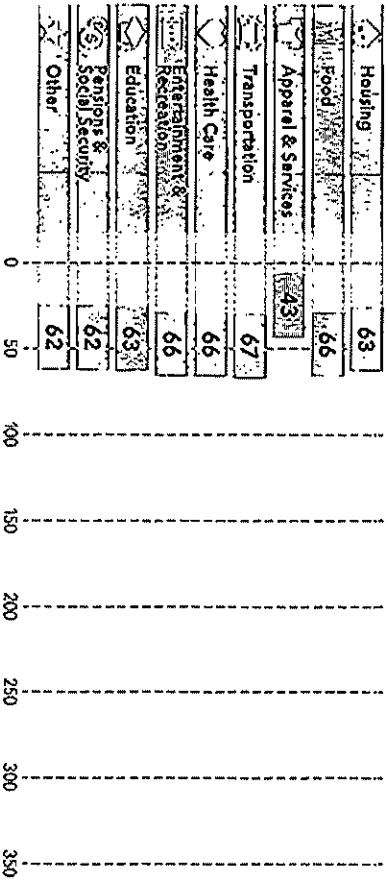
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



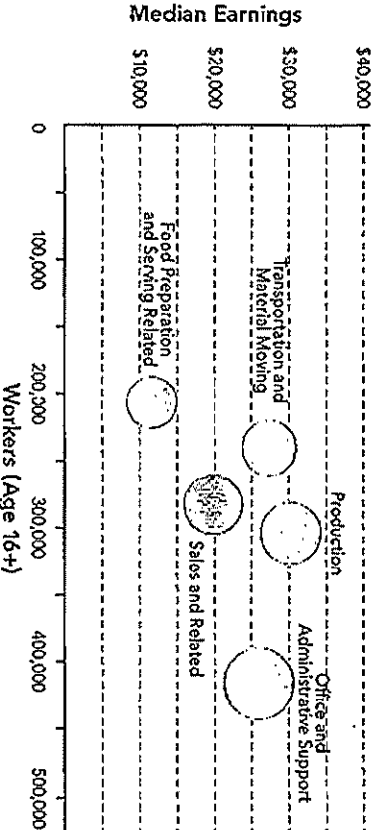
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Hometown Traditional Living



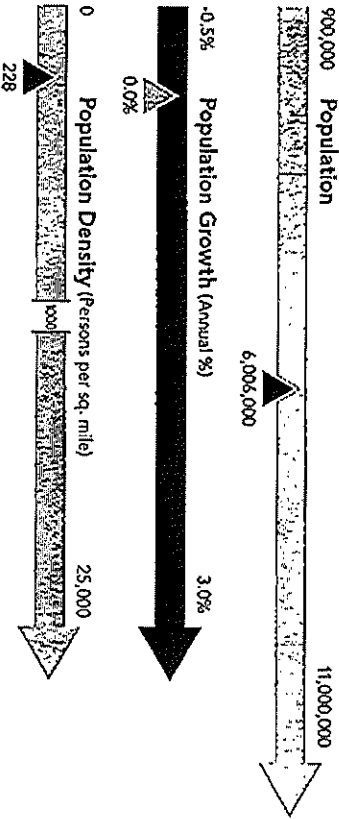
MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including OVC, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



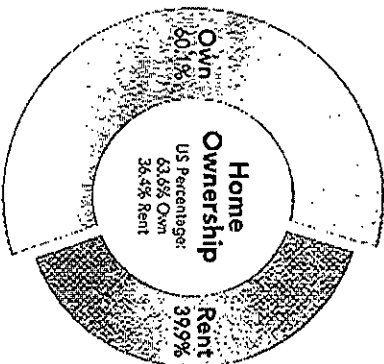
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



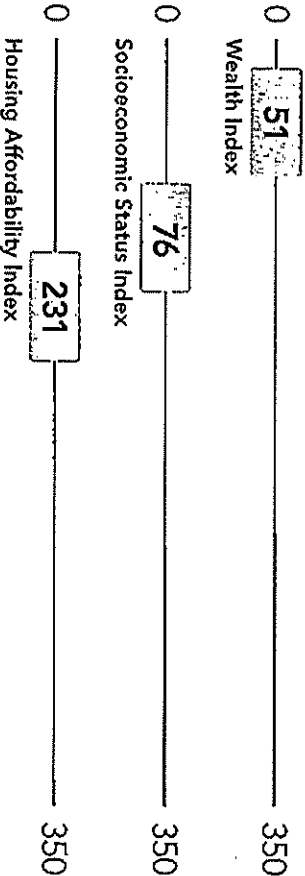
Typical Housing:
Single Family

Median Value:
\$79,000
US Median: \$177,000



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Hometown

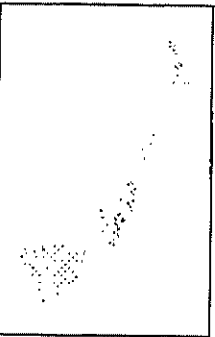
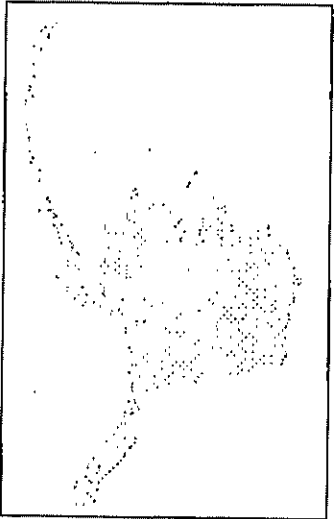
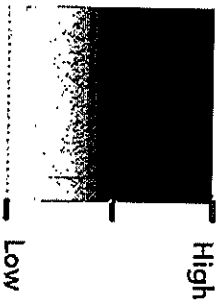
Traditional Living



**TAPESTRY
SEGMENTATION**
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.



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For more information

1-800-447-9778

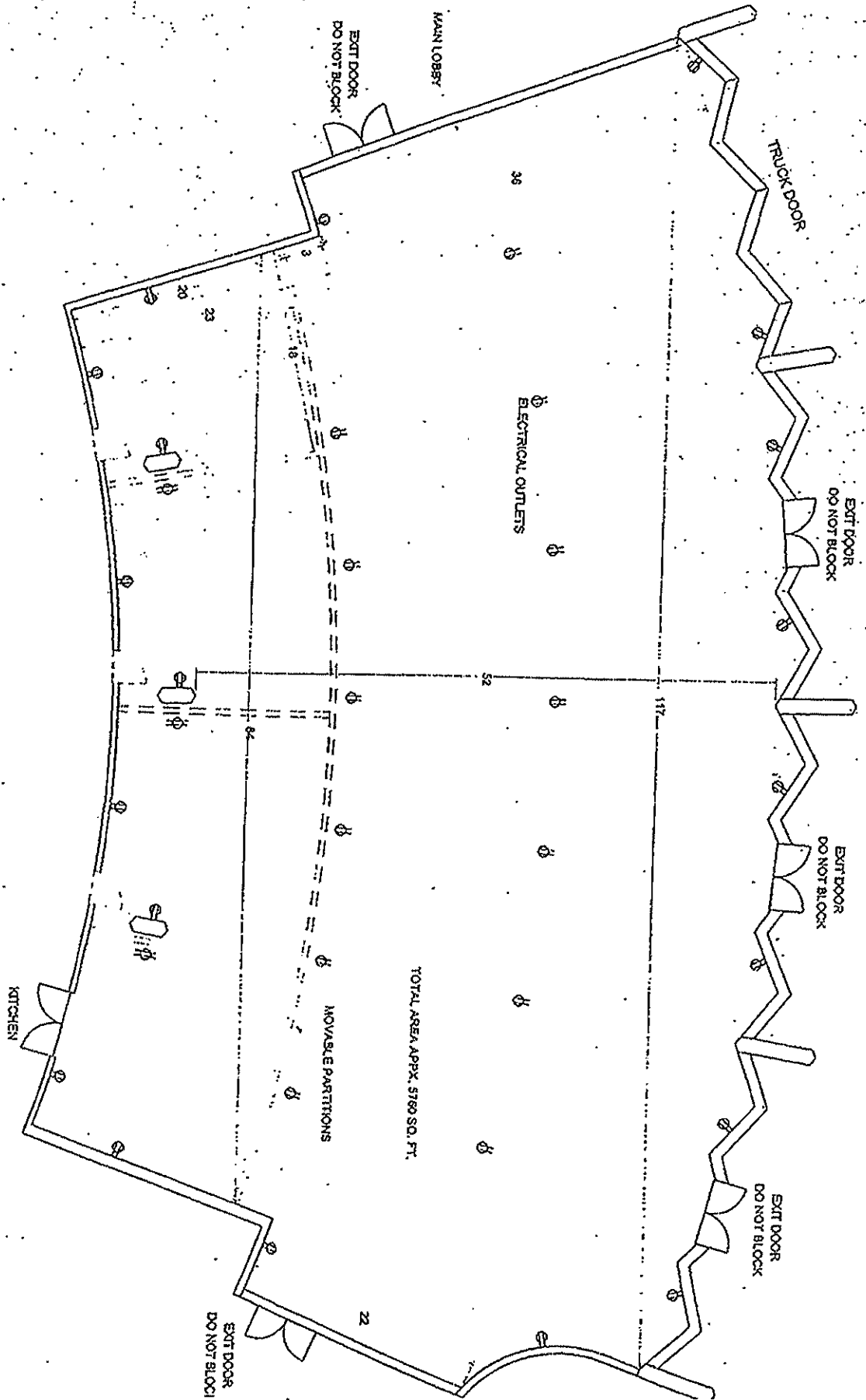
info@esri.com

esri.com



QUANTITY & POSITION
OF ELECTRICAL OUTLETS
MAY VARY

COMMUNITY ROOM
BARTLESVILLE COMMUNITY CENTER
BARTLESVILLE, OKLAHOMA



MAIN LOBBY
EXIT DOOR
DO NOT BLOCK

TRUCK DOOR

ELECTRICAL OUTLETS

EXIT DOOR
DO NOT BLOCK

EXIT DOOR
DO NOT BLOCK

EXIT DOOR
DO NOT BLOCK

MOVABLE PARTITIONS

TOTAL AREA APPX. 5760 SQ. FT.

KITCHEN

EXIT DOOR
DO NOT BLOCK

36

52

117

22

23

20

18

64

3

Canadian County: El Reno

Canadian County is a fast growing county with a 2016 population of 136,490. Canadian County's top three consumer Tapestry Segments are Soccer Moms, Middleburg and Green Acres. These tapestries indicate Canadian County has a mix of suburban periphery, semirural and rural settings. These tapestries indicate a high level of marriage and a relatively low level of diversity with median ages ranging from 35 to 44. Please see below a snapshot of Canadian County:

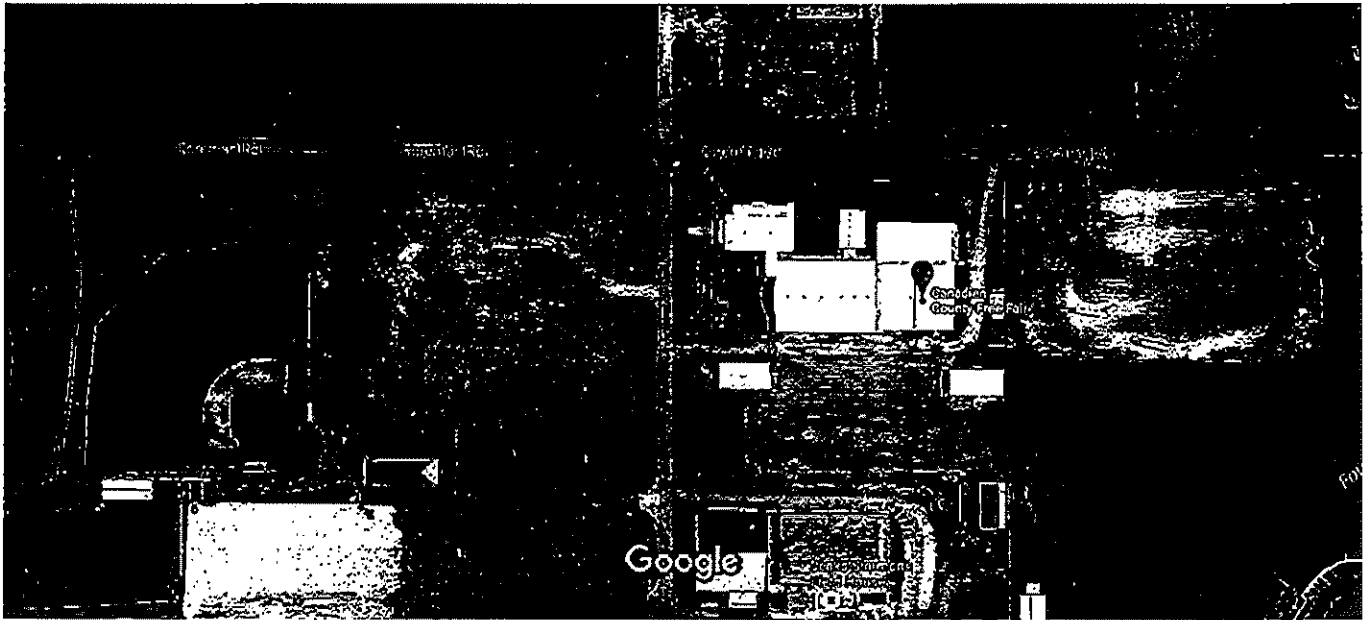
Population	136,490
Median Income	\$64,499
Median Home Value	\$163,038
Median Age	36.6
College Educated	25.9%

Canadian County Fair Board is governed by a 9 member board that is elected to three year terms. The employees of the fair grounds are county employees that answer to the Fair Board. El Reno/Canadian County just conducted a feasibility study of expanding their current fair grounds. Their current fair grounds is 7.5 acres and the first livestock barns were built in 1955. The feasibility study examined the option of building an Exhibit Hall on the current location, this would limit the amount of growth the fairgrounds could do but would be the cheapest option going forward. In addition, they are considering the construction of a new fairgrounds at another, unnamed site. This option would allow them to purchase enough land to build and exhibit hall and expand the capability of their fairgrounds. The second option is more expensive and therefore is under further consideration. They are examining the possibility of adding up to one cent to their existing sales tax for this project (they are awaiting the election results for Oklahoma).

Canadian County currently has a 4500 sq.ft. community center and livestock stalls and a livestock barn that seats 200 people. The community center has a catering kitchen. These facilities are adjacent to the city operated Rodeo which has seating for 1000 people. The Canadian County fairgrounds hosts a wide range of events, but they are typically targeted to a local audience. Events include family reunions, oil company safety meetings and antique sales. The facility leases for \$100/day with a \$50 deposit. This fairground has a unique aspect to it in that alcohol and dancing are forbidden at the community center. This limits the types of events this facility can host. There has been no formal analysis to economic impact of this facility but it appears to be fairly minor since most of the operations/uses of the facility are typically aimed at increasing the local quality of life.

The fairgrounds operation has a budget of \$190,000 which receives revenues from leasing of the facility and an annual appropriation by the county commission. The majority of the operating funds are annually appropriated by the city of El Reno. The county is considering appropriating \$500,000 out of it use tax annually for some time to fund upgrades and possible expansion of operations.

Google Maps Canadian County Free Fair



Imagery ©2016 Google, Map data ©2016 Google 100 ft





Canadian County Free Fair

County Government Office

 220 N Country Club Rd, El Reno, OK 73036

 canadiancountyfair.com

 (405) 262-0683

Add missing information 

Ardmore: Hardy Murphy Coliseum

Carter County has a population of 51,062. It is a very rural county with its three top consumer Tapestry Segments consisting of Diners & Miners, Southern Satellites and Small Town Simplicity. Each of these segments are within a rural setting and have very little diversity. They typically value family and friends and enjoy county living and outdoor activities. Many of the households maintain a simple living because their incomes are below the national average. These are typically hardworking groups. Please see below for a county snapshot:

Population	51,062
Median Household Income	\$41,282
Median Home Value	\$106,888
Median Age	39.1
Bachelor's Degree	18.8%

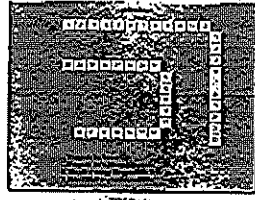
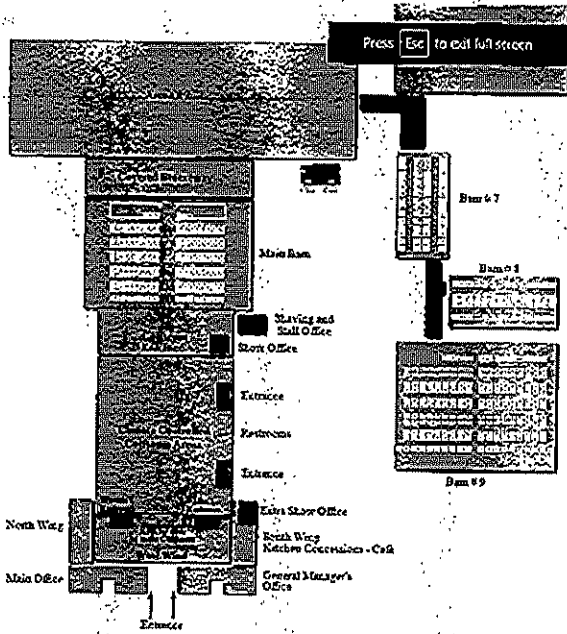
The Hardy Murphy Coliseum is governed by a nonprofit public trust that functions underneath the city of Ardmore. In 2015 the total revenues for the Hardy Murphy Coliseum was \$538,913.64 and was generated from facility rental and other miscellaneous revenue (grants, gifts, etc.). In addition, the city of Ardmore transferred \$200,000 into the Hardy Murphy Coliseum to offset large expenditures. The total expenditure for 2015 was \$832,394.17 with over \$214,000 of this being depreciation. In 2015, Ardmore raised its hotel/motel tax from 5% to 7% this will provide for an additional \$350,000 annually for the Hardy Murphy Coliseum – it is planned that this will replace the \$200,000 in annual appropriation by the city.

The Hardy Murphy Coliseum was built in 1937 as a WPA project. This facility hosts a wide range of events including Monster Truck rallies, craft fairs, auctions and livestock shows. The largest focus is on equine; this facility hosts about 26 equine events each year. This facility has the right type of ground for horse shows and the staff at the Hardy Murphy Coliseum have effectively marketed this to the equine market. This facility is a major draw for the community and generates roughly a \$16 million annual impact in visitor spending associated with the nearly 200,000 visitors the community sees annually from this facility.

The Hardy Murphy Coliseum has a staff of 8 which manages the upkeep and event planning for this operation, which includes the coliseum and an RV campground.

Hardly: Archimone

33
34



+

...

+

Coffeyville: Montgomery County

Montgomery county had a population of 34,855 in 2016. Its major consumer Tapestry Segments included Traditional Living, Heartland Communities and Midlife Constants. The Traditional Living and Heartland Communities are family oriented and live in either rural areas or low density areas both have below average wages. The Heartland Communities prefer a country life and pursue outdoor activities and are connected to community. The Midlife Constants have above average wages while having below labor force participation. They are generous but are careful with their money. Heartland Communities and Midlife Constants tend to buy American and trusted brands. Please find below a quick summary of Montgomery County:

Population	34,855
Median Household Income	\$40,786
Median Home Value	\$80,186
Age	40.6
Bachelor Degree	17.3%

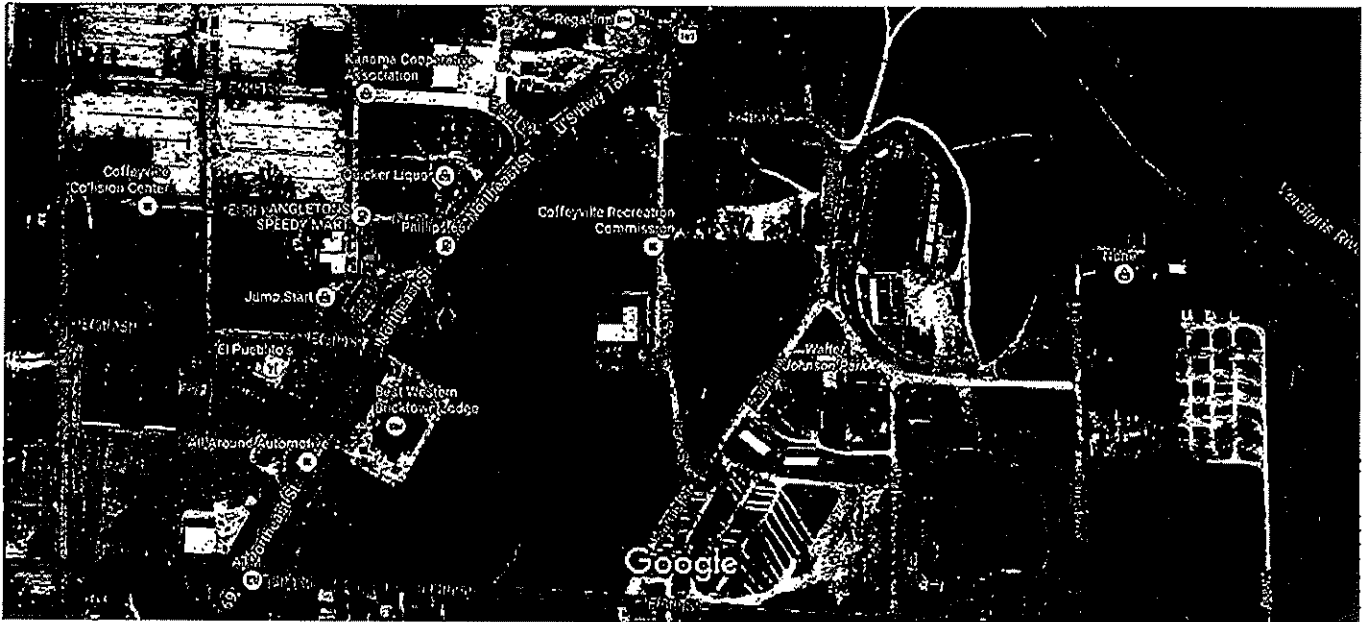
The Coffeyville Fairgrounds is city owned and maintained; the public works department provides upkeep and maintenance for the facility. The fairgrounds includes barns and the Ron Stevenson Building and usage of these facilities are coordinated through the city clerks office. Adjacent to the fairgrounds is the Recreation Center in the Walter Johnson Park. The Recreation Center is funded through a mill levy and is governed by a board of directors. In addition, there are softball and baseball fields near the fairgrounds that are utilized by the Coffeyville Community College. There is very little revenue generated by the fairgrounds.

The Coffeyville fairgrounds predates the Inter-State Fair & Rodeo which just celebrated its 106th anniversary. There are very few events hosted at this facility; the city puts on their 4th of July event and there are a few other community related events; very few if any visitor generating events/activities take place at the fairgrounds. The fairgrounds and the adjacent properties provide a wide range of meeting/event space and amenities including: playground, softball and baseball fields, stadium, arena, livestock show arena, livestock barns and 118 RV sites. The arena, stadium and pens encompass 3.87 acres.

The Ron Stevenson building is a multi-use facility with a capacity of 185 people. This facility can host family reunions, wedding receptions or other small events. It has a kitchen that is available for use. Below are the facility usage rates:

- Stadium/arena: \$250/day + \$50 utilities
- RS Building: \$75/day
- Livestock arena/barns: \$50/day

Google Maps Walter Johnson Park




Imagery ©2016 Google, Map data ©2016 Google 200 ft

Walter Johnson Park

2 reviews

Park

 Coffeyville, KS 67337

[Add missing information](#) 

Popular times [Thursdays](#) ▾

Craig County: Vinita

Craig County had a population of 15,214 in 2016. The top three consumer tapestry segments for Craig County included: Heartland Communities, Rooted Rural and Prairie Living. Heartland Community individuals are typically older empty nesters that value community and enjoy outdoor recreation. Rooted Rural individuals are typically family oriented and very religious. They enjoy outdoor recreation and tend to live in or near forested areas. Prairie Living individuals are very religious and hardworking. They are typically farm families that spend money on things when they need it; they enjoy outdoor recreation. Please find a quick summary of Craig County below:

Population	15,214
Median Household Income	\$40,635
Median Home Value	\$109,728
Age	42.9
Bachelor Degree	14.3%

Craig County has a fairgrounds and a Community Center. The community center is a 24,000 sq.ft. facility with 4 multipurpose meeting rooms. In addition, the fairgrounds has a show barn, outdoor arena and a covered pavilion. The lease rates on the available facilities range from \$150-\$500 per room depending on the choice and size of the meeting space. In addition, there is a refundable deposit for use of the facility (this too depends on the choice of meeting space). This facility has a number of hotels within a short distance of the facility including Holiday Inn, Relax Inn, Route 66 Motel and Western Motel. In addition, the Parkhills RV Park is in close proximity to the fairgrounds.

Events at this facility are typically targeted at supporting the local quality of life. Therefore, most events are local in nature, the facility provides a great location for local 4-H events, wedding receptions, reunions and other community club meetings. There are very few events that could be classified as visitor generators. Please see below for rental rates:

Vinita Hall: \$500/day
Welch Hall: \$300/day
Blue Jacket Room: \$150/day
Ketchum Room: \$150/day
Blue Jacket and Ketchum Rooms: \$250/day
Show Barn: \$200/day





Vinta: Craig County Fairgrounds

Vinita Hall

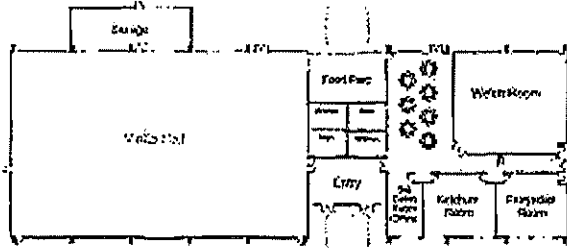
The Vinita Hall is our largest exhibition hall / event room with:

- Approximately 12,000 square feet
- Clerestory windows for natural light
- Wired sound system
- Free Wi-Fi
- Concrete floor with floor electric receptacles
- 14 feet overhead clearance that facilitates tall displays
- Two commercial overhead entry doors – 10 feet wide and 14 feet overhead clearance
- Heat & A/C
- Rectangular and/or circular tables with padded chairs
- Optional use of the food preparation area

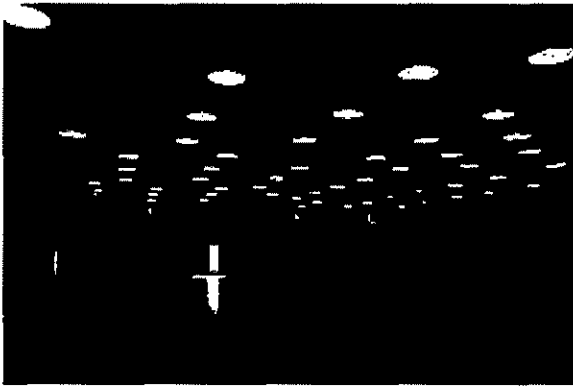


Vinita Hall – Approximately 12,000 square feet

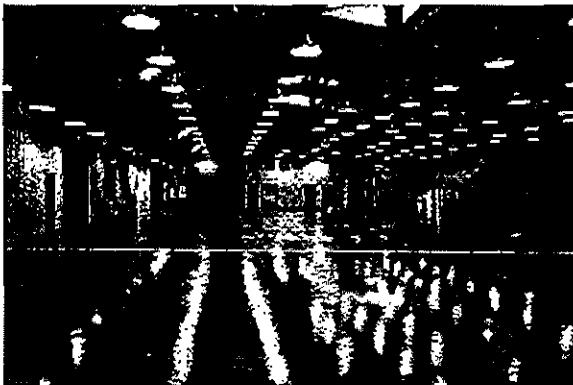
Craig County Community Center



Vinita Hall is our largest room



Vinita Hall – Approximately 12,000 square feet



Wide view of Vinita Hall

Ketchum & Bluejacket Rooms

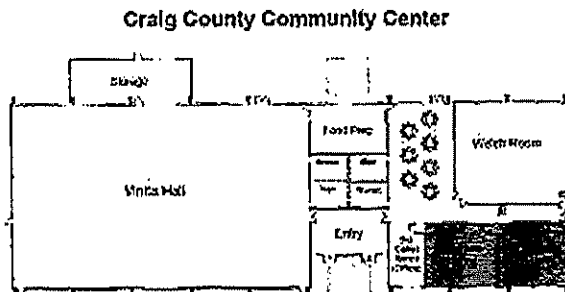
The Ketchum and Bluejacket Rooms are multipurpose meeting rooms and adjacent to one another with:

- Approximately 1,000 square feet each
- Exterior windows for natural light
- Wired sound system
- Free Wi-Fi
- Carpet floor
- Heat & A/C
- Rectangular and/or circular tables with padded chairs
- Optional use of the food preparation area

The Ketchum and Bluejacket Rooms can be combined into one large room or kept separated with a sound-absorbing sectional partition.



View of Ketchum & Bluejacket Room



Click to enlarge view of Blue Jacket and Ketchum Rooms

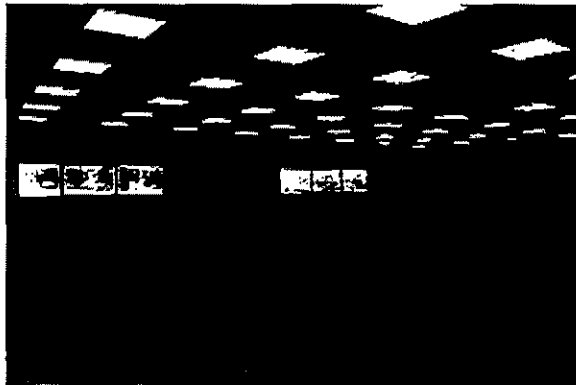
View Rates

Share this:

Welch Room

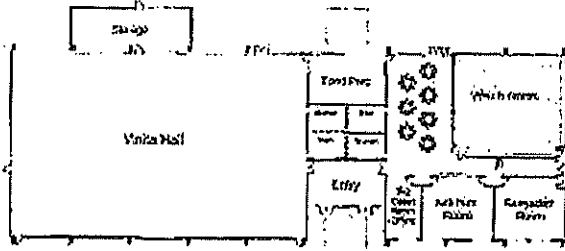
The Welch Room is one of our largest event rooms with:

- Approximately 2,500 square feet
- Exterior windows for natural light
- Wired sound system
- Free Wi-Fi
- Carpet floor
- Heat & A/C
- Rectangular and/or circular tables with padded chairs
- Optional use of the food preparation area



Welch Room 2nd largest room for rent

Craig County Community Center



[Click to enlarge view of Welch Room & Building Layout](#)



Welch Room Craig County Community Center

Enid:

Garfield County had a 2016 population of 63,701. The top three consumer Tapestry Segements are Traditional Living, Prairie Living and Midlife Constants. This represents a socially diverse populations with Traditional Living and Prairie Living usually associated with either small towns or county living. These groups have close ties to the community and enjoy family and faith. These two groups are typically blue color workers with incomes that are at or below the national average. The Midlife Constants are typically found in a more urban setting and enjoy an above average household income with a lower labor force participation. Therefore, this group is typically older and white color. They are know to be generous but careful with their money. Please see below a short summary of the county:

Population	63,701
Median Household Income	\$45,029
Median Home Value	\$111,177
Age	38.2
Bachelor Degree	22.1%

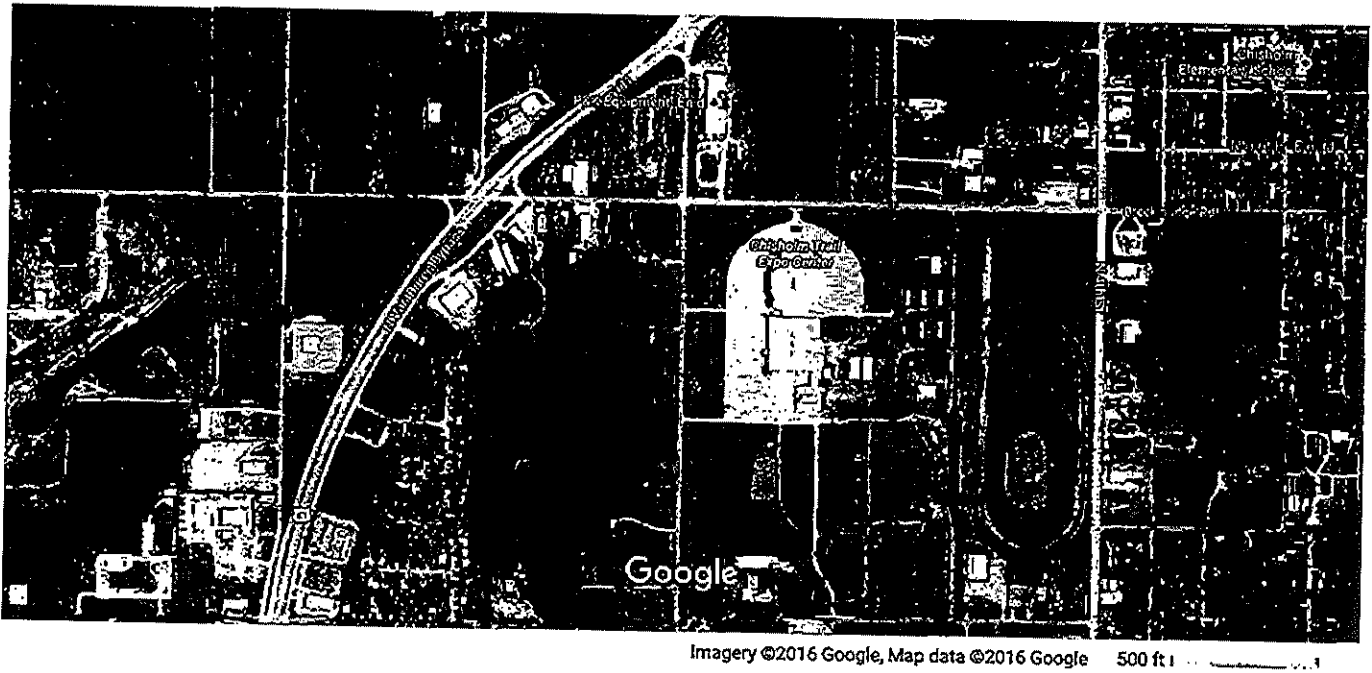
Garfield County Fairgrounds is governed by a county trust authority and is a segment of the local county government. The fairgrounds have operated as a trust authority for 21 years. The Garfield County Fairgrounds has a budget of about \$1 million. The main revenue sources is facility rental and funds from a 3 cent hotel/motel tax levied by the city of Enid.

The Garfield County Fairgrounds consists of a 67,500 sq.ft. Coliseum that seats 6000 and a 99,000 Pavillion that is 2/3 dirt arena and 1/3 meeting rooms. In addition, the fairgrounds has hourse barns, an RV park and two older meeting buildings. This facility sits on 160 acres. This facility was built about twenty years ago for the price of \$15-16 million.

The fairground hosts over 500 events a year; most of the events are aimed at drawing people into the community. Events include Monster Truck Rallies, Air Force Base banquets, AG shows, Homebuilders shows, concerts and basketball tournaments. The most successful events have been the events that have significant participation (ag related events, equine events); the least beneficial events have been concerts. The fairground has 5 employees and utilizes work release inmates.

Management of the facility advise any construction financing plan should include financing for ongoing operations; it is impossible to generate enough revenue from leasing to maintain the facility. In addition, overall insurance costs have risen from \$17,000 (2015) to \$83,000(2016); this includes health, liability and all other operational insurances.

Google Maps Chisholm Trail Expo Center



Chisholm Trail Expo Center

3.9 ★★☆☆ 6 reviews

Campground

📍 111 W Purdue Ave, Enid, OK 73701

🌐 chisholmtrailexpo.com

☎ (580) 237-0238

Payne county had a population of 81,754 in 2016. Its major consumer Tapestry Segments included College Towns, Instyle and Dorms to Diplomas. The College Towns and Dorms to Diplomas both were related to young adults that are either living at or working at a college. Their incomes are typically low and they spend their limited resources on new experiences. The Instyle segment has above average wages and has embraced an urban lifestyle including the arts, reading and travel. Please find below a quick summary of Payne County:

Population	81,754
Median Household Income	\$39,160
Median Home Value	\$158,449
Age	28.6
Bachelor Degree	37.2%

Payne County Expo Center has 85,000 sq.ft. of meeting space/exhibit hall space. In addition, Payne county has an outdoor arena, campground and RV hookups. There is a commercial kitchen on site and there is 24-hour facility accessibility. This facility hosts a wide array of events including local weddings, family reunions, livestock shows, 4-H events, OSU related events. This facility provides a local service to various organizations and to Oklahoma State University while hosting a number of events that generate visitors to the community.

Livestock Pavilion

Dimensions:

Floor Space (120 ft. X 100 ft.)

Ceiling Height:

12 ft.

Banquet Seating:

NA

Conference Seating:

NA

Theater Seating:

NA

Stall Space:

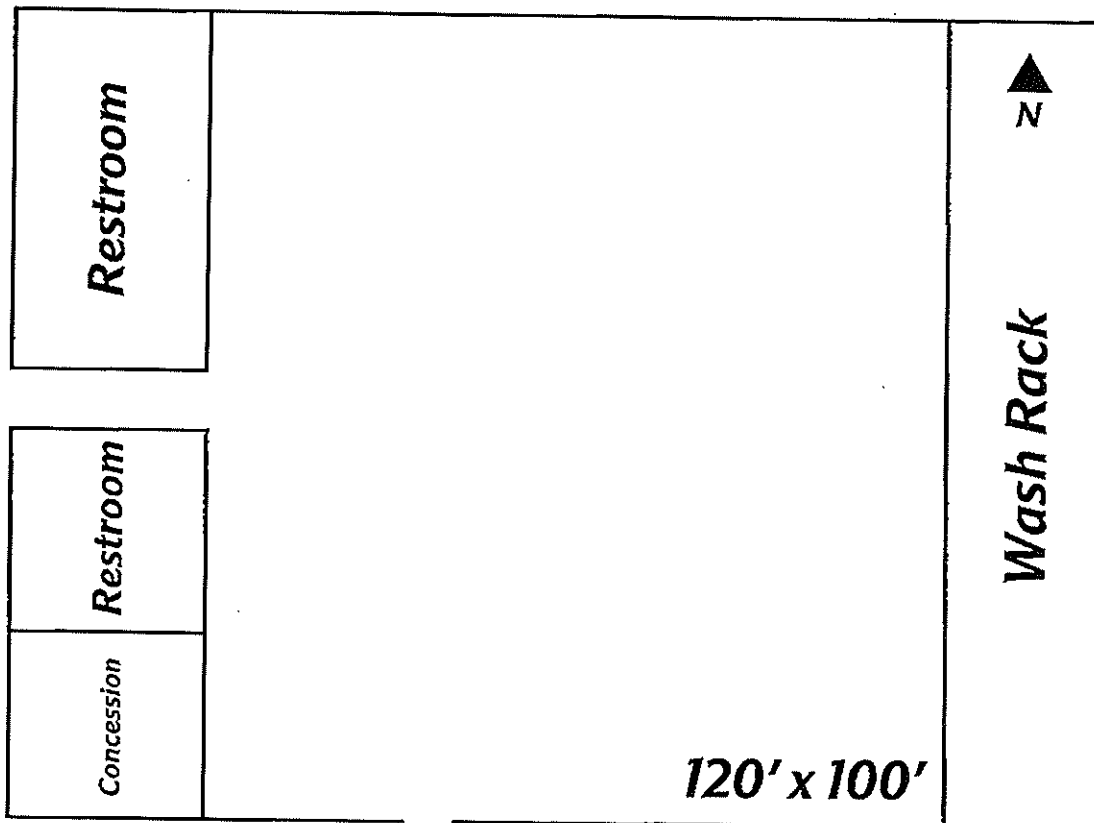
60 head horse stall/Cattle ties and holds 288 small pens for hog, sheep and goats.

Amenities:

Heated facility and wash racks, announcer stand with PA system, livestock panels, curtain picture backdrop, portable livestock scales, aluminum bleachers, rectangle tables and chairs, free WIFI.

Widely booked for:

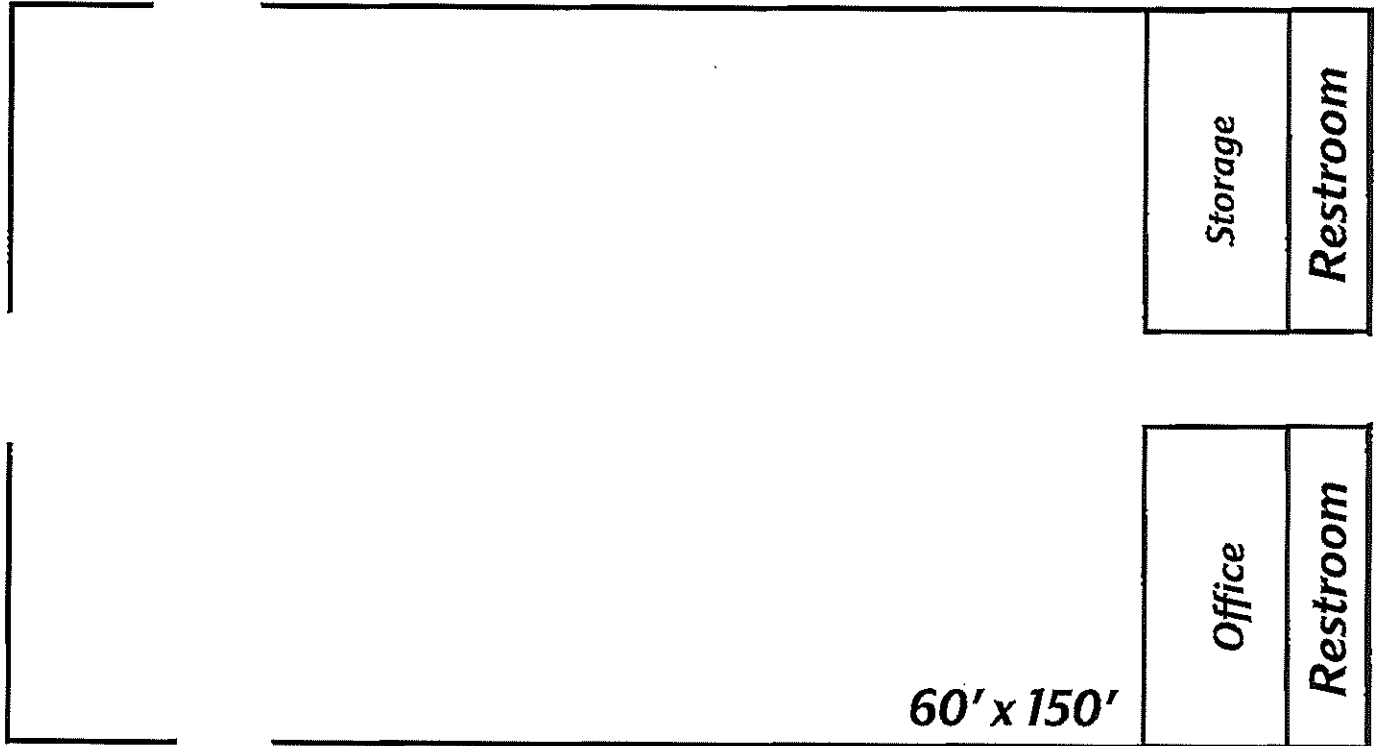
Horse stalling, goat sales and livestock shows.



Heritage Hall

Dimensions:

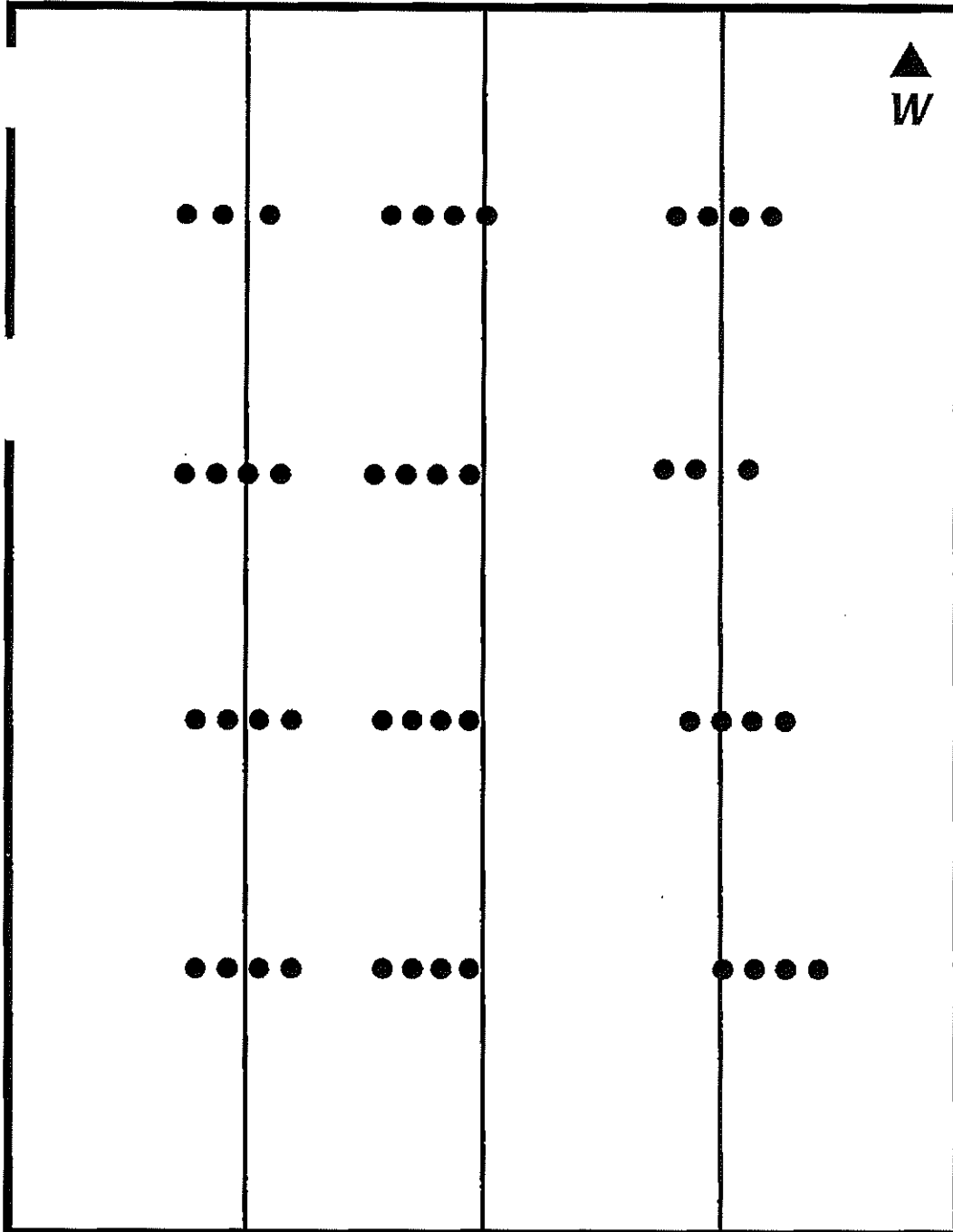
Open Floor Space (60 ft. X 150 ft.)



Expo Hall

Dimensions:
Floor Space (100 ft. X 150 ft.)

● electrical drops



Community Building

Dimensions:

Open Floor Space (50 ft. X 113 ft.) 5,650 sq. ft.

Ceiling Height:

9 ft. along edges to 11 ft. to center of the building

Banquet Seating:

300 people maximum with room for a small stage and catering area

Conference Seating:

150 people

Theater Seating:

350 people

Booth Space:

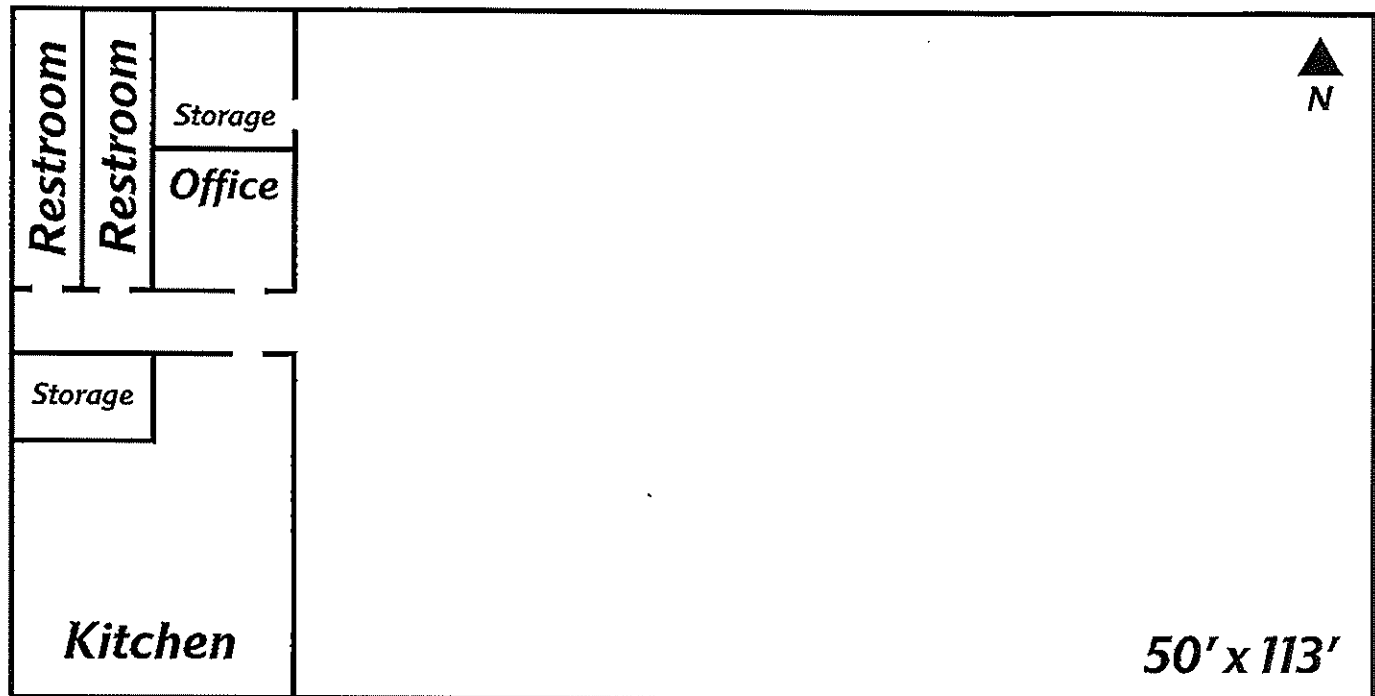
27 (10 ft. X 10 ft.) spaces

Amenities:

Rectangular 8ft. tables, chairs, round tables (25 total), lattice on legs for dividing the room or decorating, projection screen, 8 ft. X 16 ft. small stage platform, podium, microphone and sound system, free WIFI

Widely booked for:

Meetings / Banquets, Wedding Receptions, Trade Shows, Conferences, Family Reunions.



Pottawatomie County: Shawnee

Pottawatomie County had a population of 72,801 in 2016. The top three consumer tapestry segments for Pottawatomie County included: Southern Satellite, Salt of the Earth and Traditional Living. Southern Satellite individuals are typically older and have below average wages and below average home values. They enjoy outdoor recreation and do-it-yourself projects. Salt of the Earth individuals are typically older and place a high value of family. They enjoy outdoor recreation and do-it-yourself projects. Traditional Living individuals are typically low income and live in low density neighborhoods. In addition, they place a high value on family. Please see below a summary of Pottawatomie County:

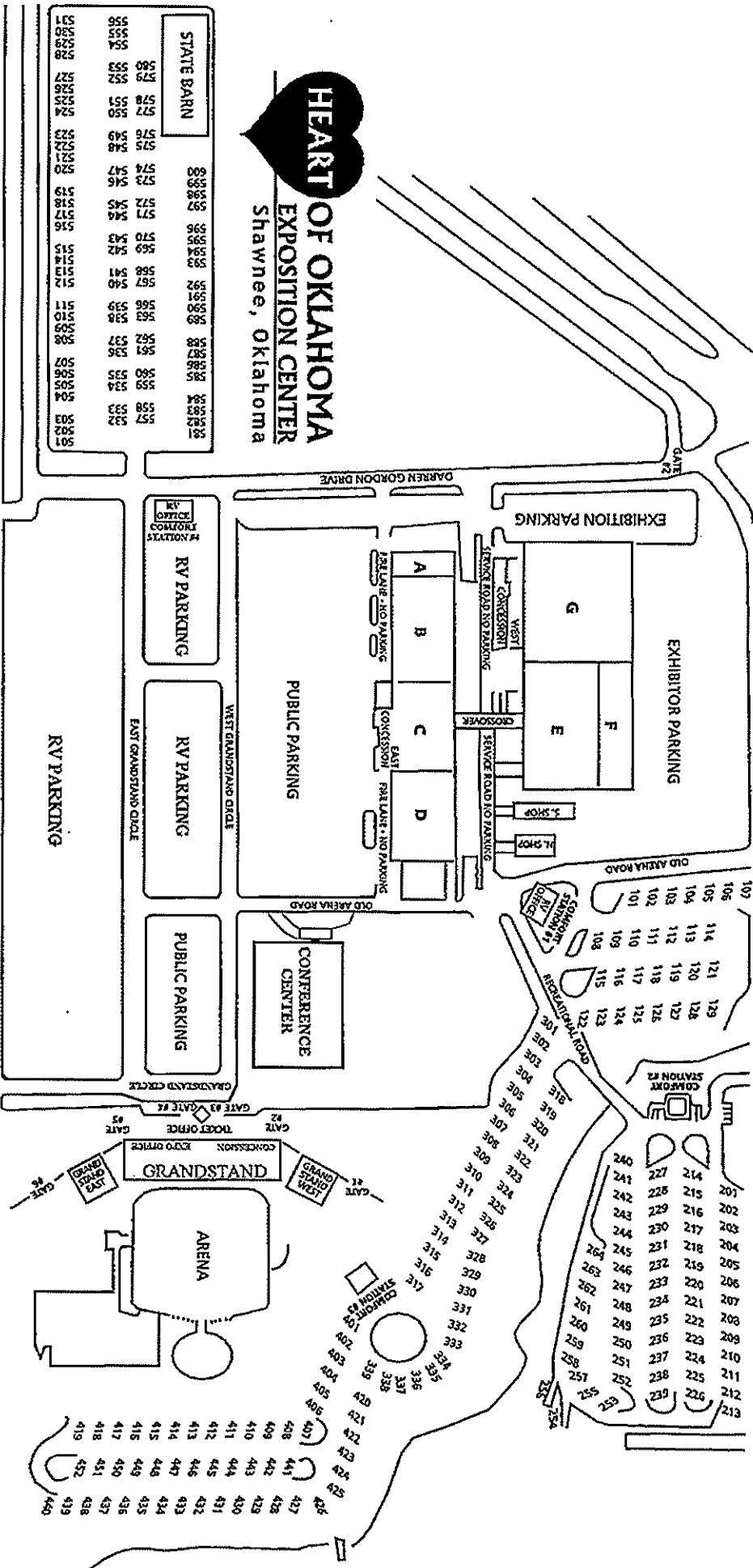
Population	72,801
Median Household Income	\$43,275
Median Home Value	\$115,019
Age	38.0
Bachelor Degree	18.5%

Pottawatomie County is home to the Heart of Oklahoma Expo Center. This center a number of facilities on its 52 acre campus. The expo center has an outdoor arena that has a seating capacity of 7500 and a 19,200 sq.ft. indoor arena with a seating capacity of 1000. In addition, there is a 152,400 sq.ft. exhibit hall and there is 168,000 sq.ft. in barn space. The conference center is 32,000 sq.ft. In addition, there are 795 RV camp spaces available on site (different levels of service).

The Heart of Oklahoma Expo Center is located near Shawnee, OK and is on Interstate 44 between Tulsa and Oklahoma City. This central location has served this facility well as it is a major visitor generator for the community. There are a wide array of events housed at this facility including livestock shows, motor sports, auctions, and conferences. This facility provides the community with great meeting space for local events but it is primarily utilized as a visitor generating operation.

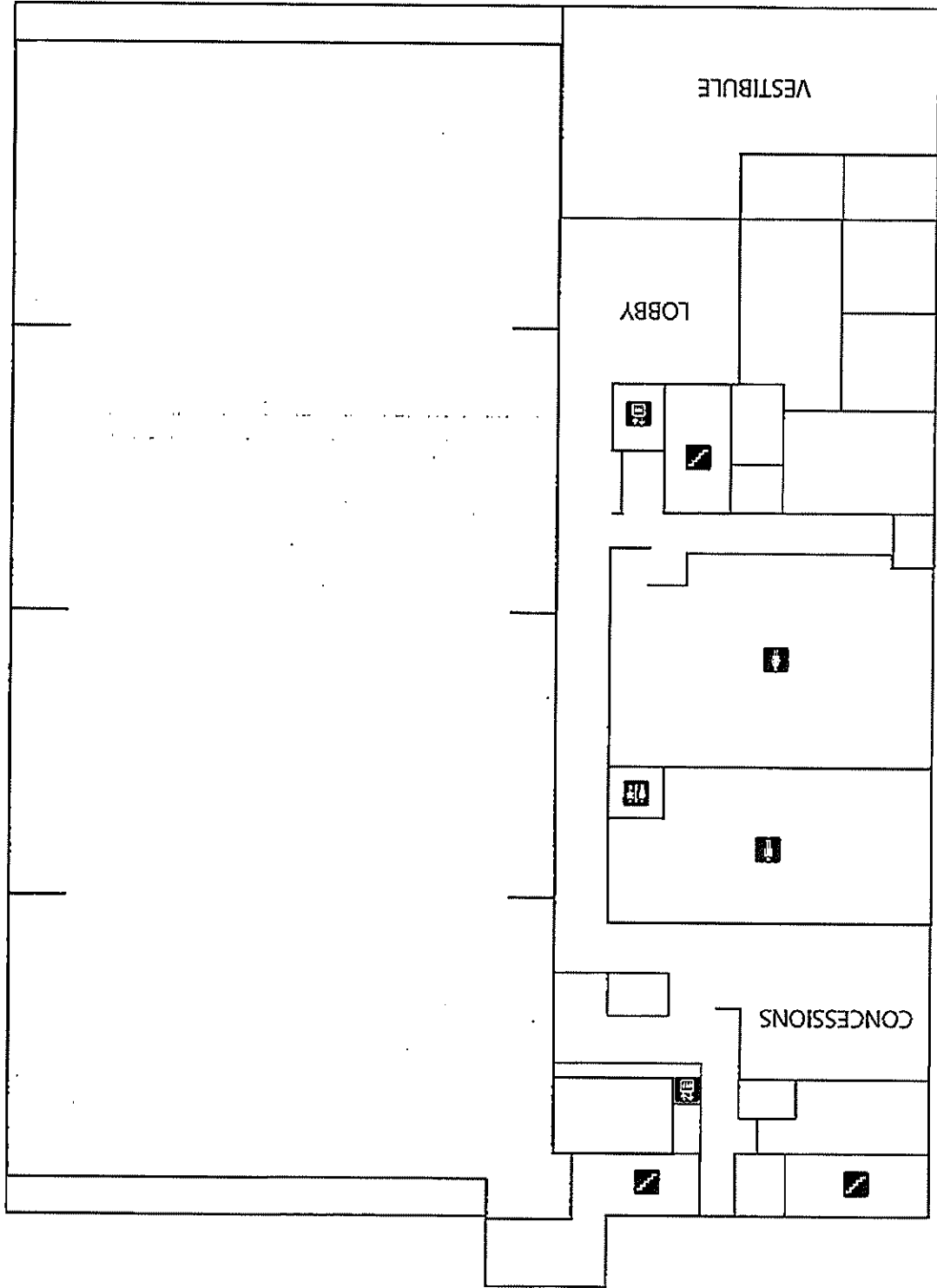
HEART OF OKLAHOMA EXPOSITION CENTER

Shawnee, Oklahoma



STATE BARN	603282	603283	603284	603285	603286	603287	603288	603289	603290	603291	603292	603293	603294	603295	603296	603297	603298	603299	603300
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Pottamunomie
Conference Center

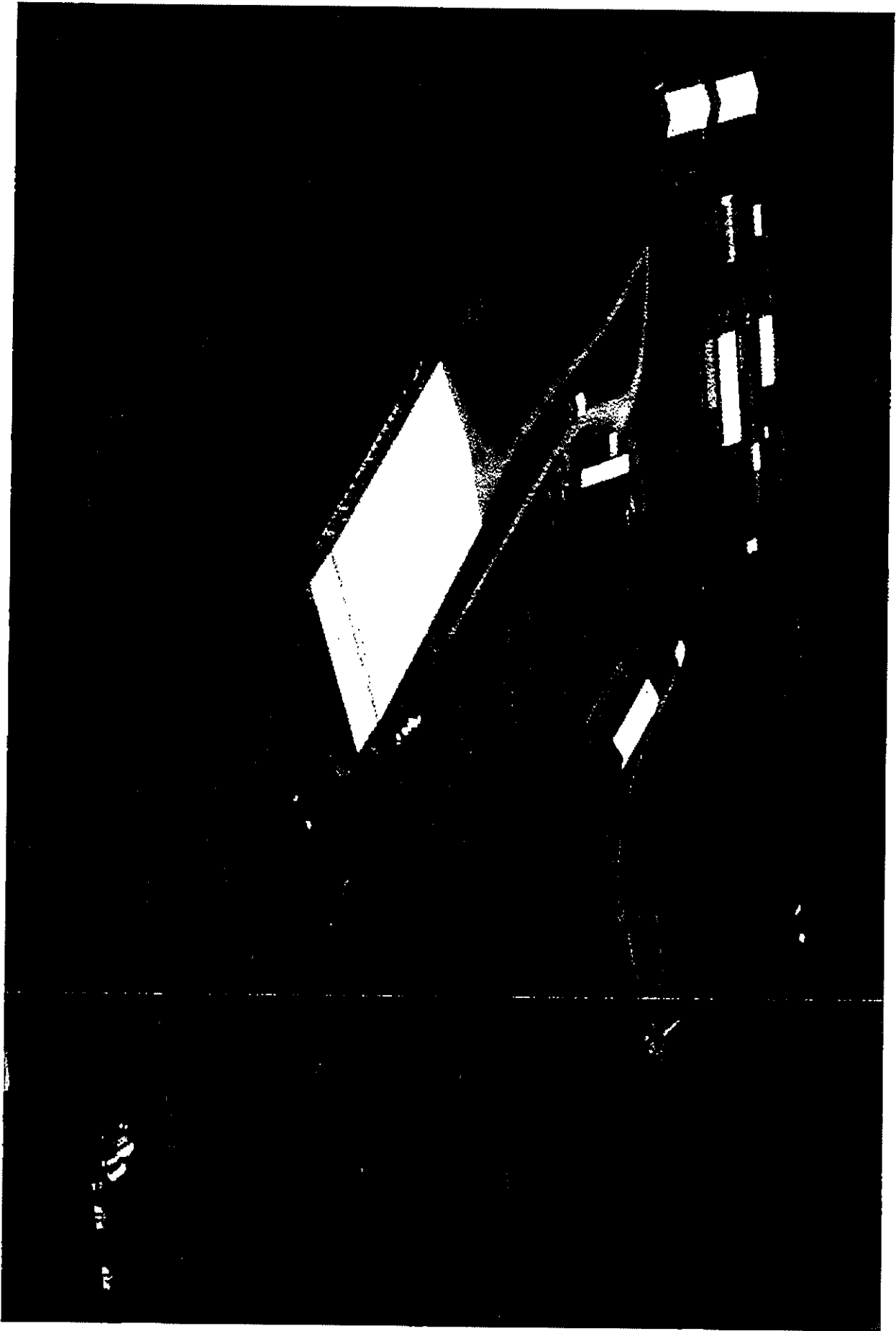


Osage County: Pawhuska

Osage County had a population of 47,698 in 2016. The top three consumer tapestry segments for Osage County included: Salt of the Earth, Middleburg and Family Foundations. Salt of the Earth individuals are typically older and place a high value on family. They are typically do-it-yourselfers and enjoy outdoor recreation. Middleburg individuals are typically younger, conservative and family oriented. They have above average wages and thrifty with their spending; usually buy American. Family Foundations individuals are all about faith and family. Please see below a quick summary of Osage County:

Population	47,698
Median Household Income	\$45,957
Median Home Value	\$112,636
Age	42.3
Bachelor Degree	16.5%

The Osage County fair grounds has both an indoor and outdoor arena. In addition, it has barns, stalls, meeting space, exhibit hall and an outdoor dirt track. This facility hosts a wide range of events including: roping events, rodeos, flea market, weddings and other community related events. This facility seems to have a strength in hosting rodeos and roping events. Therefore, it serves as both a visitor generator for the community and as a local quality of life enhancer.



OSAGE County

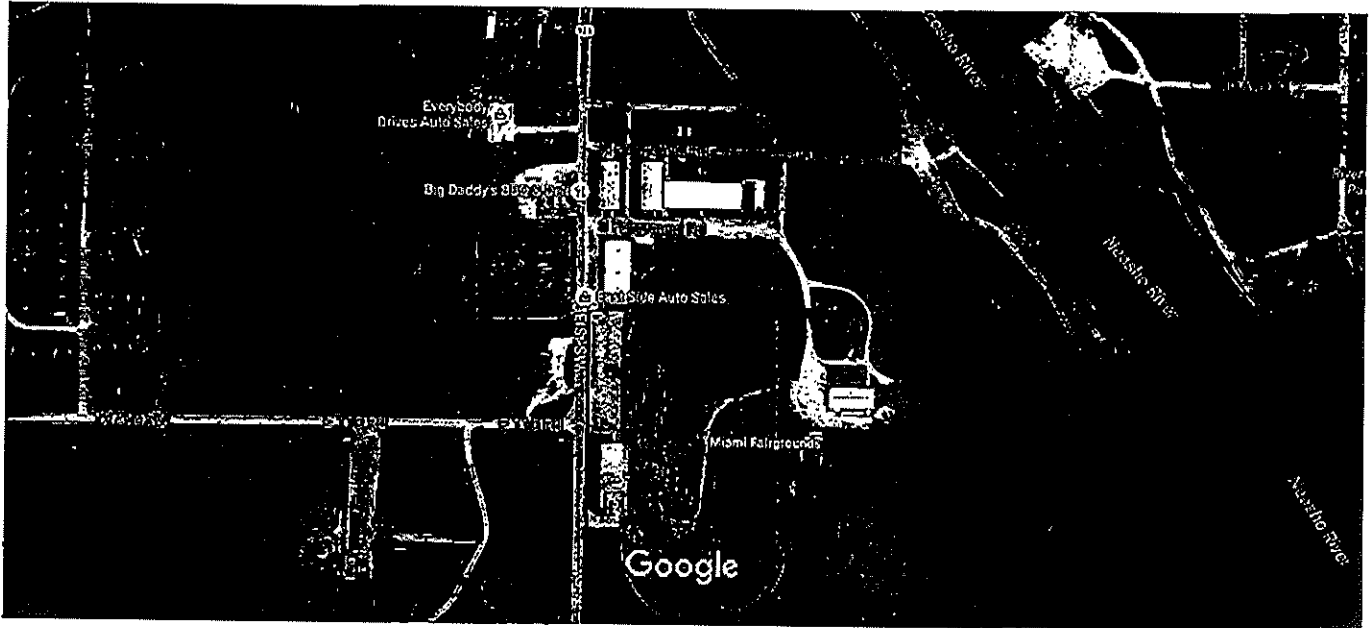
Ottawa County: Miami

Ottawa County had a population of 32,619 in 2016. The top three consumer tapestry segments for Ottawa County included: Traditional Living, Small Town Simplicity and Rooted Rural. Traditional Living individuals tend to live in low density neighborhoods and make a below average wages. They place high value on family. Small Town Simplicity individuals typically make lower than average wages and enjoy family and outdoor recreation. Rooted Rural individuals are typically very religious and place high value in family. They enjoy outdoor recreation and tend to live in or near forested areas. Please see below a short summary of Ottawa County:

Population	32,619
Median Household Income	\$36,547
Median Home Value	\$89,793
Age	39.8
Bachelor Degree	14.2%

The Miami Fairgrounds was a WPA project. The facility has an outdoor arena, 40 livestock stalls, 6 tack rooms and 2 horse walkers. Future plans include the construction of 2 wash pads, hitching posts and additional stocks. In addition, the facility has a race track and an exhibition hall. NEO A&M College has a 30,000 sq.ft. indoor arena that is used in conjunction with the existing fairgrounds. This facility hosts a wide range of events including rodeos, Monster truck rallies, horse races, carnivals, fairs and weddings. This facility hosts a nice mix of local events as well as visitor generating events (rodeos and truck rallies).

Google Maps Miami Fairgrounds



Imagery ©2016 Google, Map data ©2016 Google 200 ft



Miami Fairgrounds

2 reviews

Fairground

📍 1129 E St SW, Miami, OK 74354

Add missing information ⓘ

Rogers County: Claremore

Rogers County had a population of 91,578 in 2016. The top three consumer tapestry segments for Rogers County included: Green Acres, Salt of the Earth and Southern Satellites. Green Acre individuals have embraced county living and earn above average wages. They enjoy do-it-yourself projects and utilize the outdoors for recreation. Salt of the Earth individuals are typically older and place a high value of family. They too, enjoy the do-it-yourself projects and utilize the outdoors for recreation. Southern Satellite individuals are typically older and have embraced a country lifestyle and have a lower than average wage which makes them more concerned about pricing than quality or brand loyalty. They enjoy do-it-yourself projects and they enjoy outdoor activities. Please see below a quick summary of Rogers County:

Population	91,578
Median Household Income	\$60,516
Median Home Value	\$164,234
Age	39.4
Bachelor Degree	23.5%

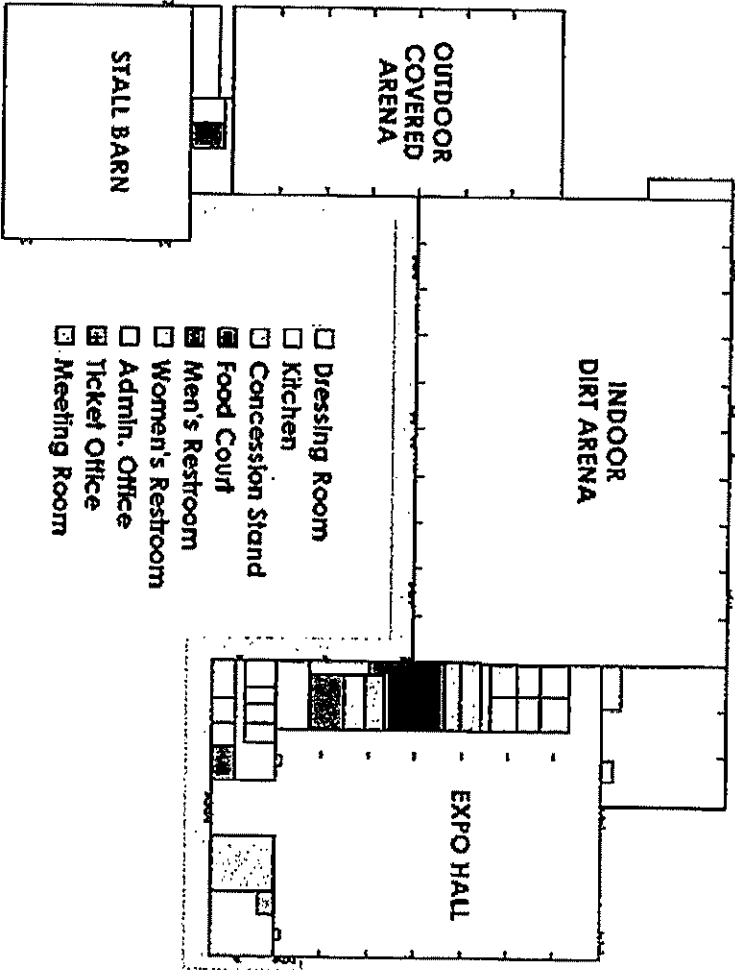
The Claremore Expo Center is run by the city under a trust authority. The Rogers County Fair board leases the land to the city of Claremore to operate. The Expo Center receives about \$200,000 a year from the city and generates \$675,000 in fees. The Expo Center merged with the CVB to become a city department (in operation for 1 year). There are 10 full time employees and 1 part time employee within this organization.

The Claremore Expo Center hosts a wide array of events including festivals, concerts, tradeshow, rodeos and livestock shows. Claremore capitalizes on Will Rogers and Route 66, with many of their events highlighting one of these things. About 75% of Claremore's events target a regional, state or national audiences with only about 25% of events focused on the local interests. As a result the Claremore Expo Center is the major driver for tourist visits to Claremore accounting for up to 175,000 visitors a year. (about 90 to 95% of events are repeat customers)

The Claremore Expo Center opened in 1999 and consists of an Indoor Arena, Outdoor Arena, Expo Hall and Stall Barn. The Expo Center was funded by a \$20 million dollar bond issue. This bond paid for over 111,000 sq.ft. of indoor arena, expo hall and stall barn as well as a 25,000 sq.ft. outdoor arena. The combined facilities have the capacity of seat 7,900 visitors. This bond was paid for by a five year penny sales tax.

The Expo Center has generated significant local economic impact numbers. The Expo center draws in 175,000 visitors annually which accounts for \$14 million dollars in visitor spending. The visitor spending generates \$676,620 in county and city sales taxes associated with the Expo Center. In addition, the influx of visitor has resulted in the construction of three new hotels and a number of restaurants.

Cleburne Expo Center



Stephens County:

Stephens County had a population of 46,024 in 2016. The top three consumer tapestry segments for Stephens County included: Traditional Living, Heartland Communities and Diners & Miners. Traditional living are traditionally in limited density communities/neighborhoods, have low incomes and are devoted to family. Heartland Communities are typically found in the country and have embraced this life despite being a little older and having had kids that have moved away. They are in to outdoor activities and a devoted to community. Diners & Miners are hardworking, conservative, blue collar and value friends. Please see below a quick summary of Stephens County:

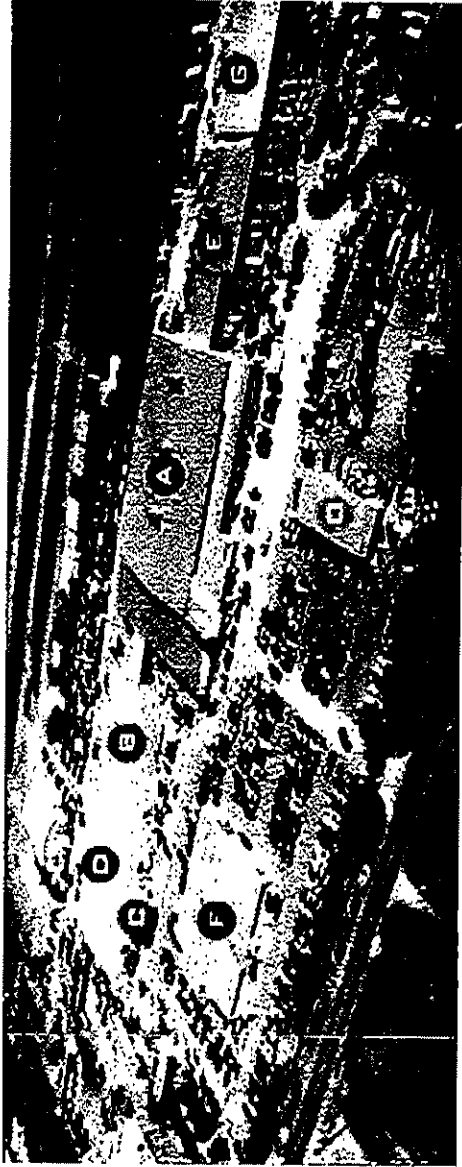
Population	46,024
Median Household Income	\$45,850
Median Home Value	\$99,343
Age	41.3
Bachelor Degree	18.0%

Stephens County is well equipped to host a wide range of events. The Stephens county fairgrounds has a 89,600 sq.ft. Expo Arena that is used for concerts and tradeshow. There is 17,289 sq.ft. of concreted surface and 32,500 sq.ft. of dirt flooring; the seating capacity is 2000 stands and an additional 2,500 in folding chairs. In addition, Stephens County fairgrounds has two livestock barns with concrete livestock holding. The total capacity is 43,500 sq.ft. In addition, there is a 21,000 sq.ft. livestock arena between the two barns. This arena has a seating capacity of 900. There is a stall barn which has 215 horse stalls and there is an additional 72 stalls adjacent to the barn under a roof.

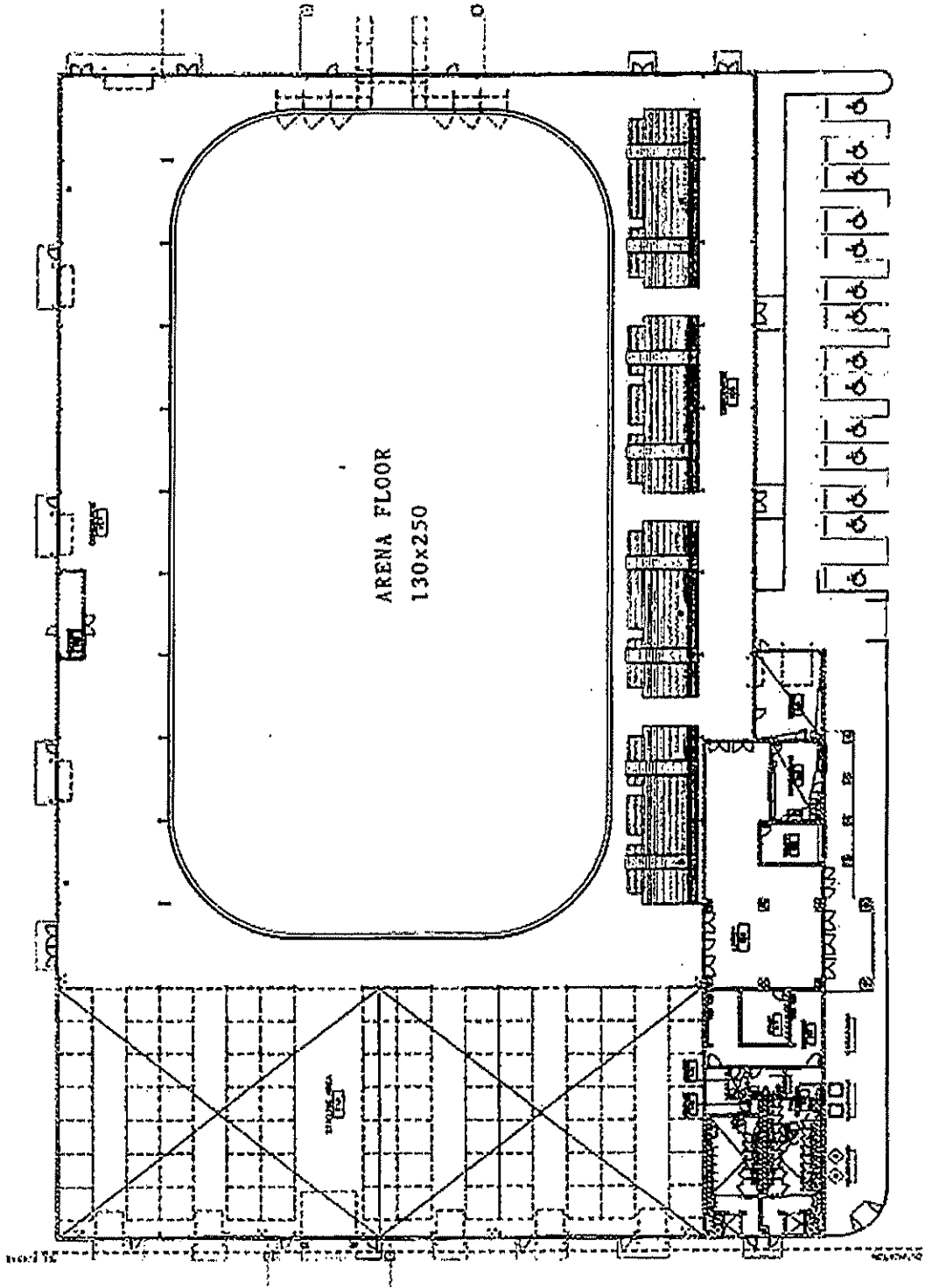
Stephens County fairgrounds has a conference center that is approximately 22,000 sq.ft. and has 5 different meeting spaces. There is one large space (6,132 sq.ft.) and three median size spaces ranging from 2,774 sq.ft. to 2,920 sq.ft. and one smaller space (1,140 sq.ft.).

The Stephens County fairgrounds hosts a wide range of events including coin shows, reunions, anniversaries, outdoor recreation shows, livestock shows, roping events, barrel racing and rodeos. There is a good mix of local events and visitor generating events at this facility.

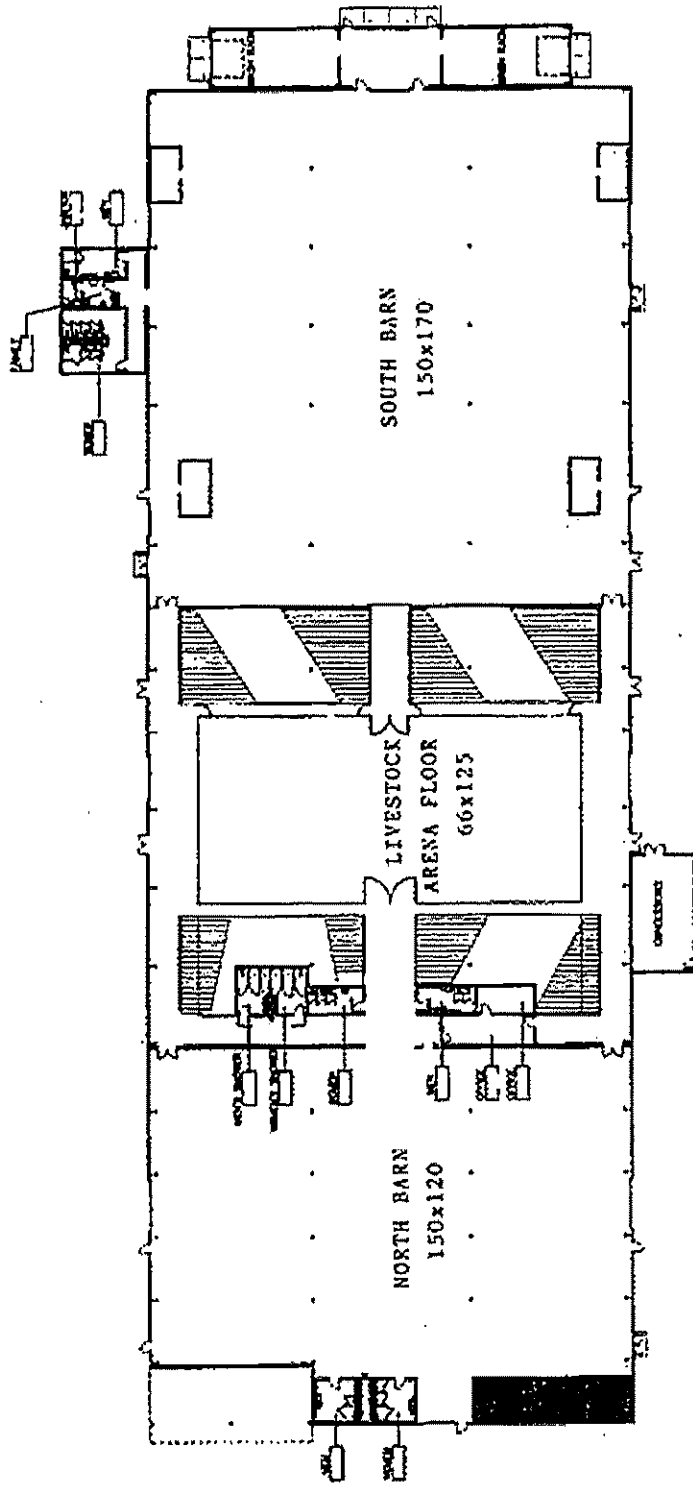
Stephens County
Fairgrounds



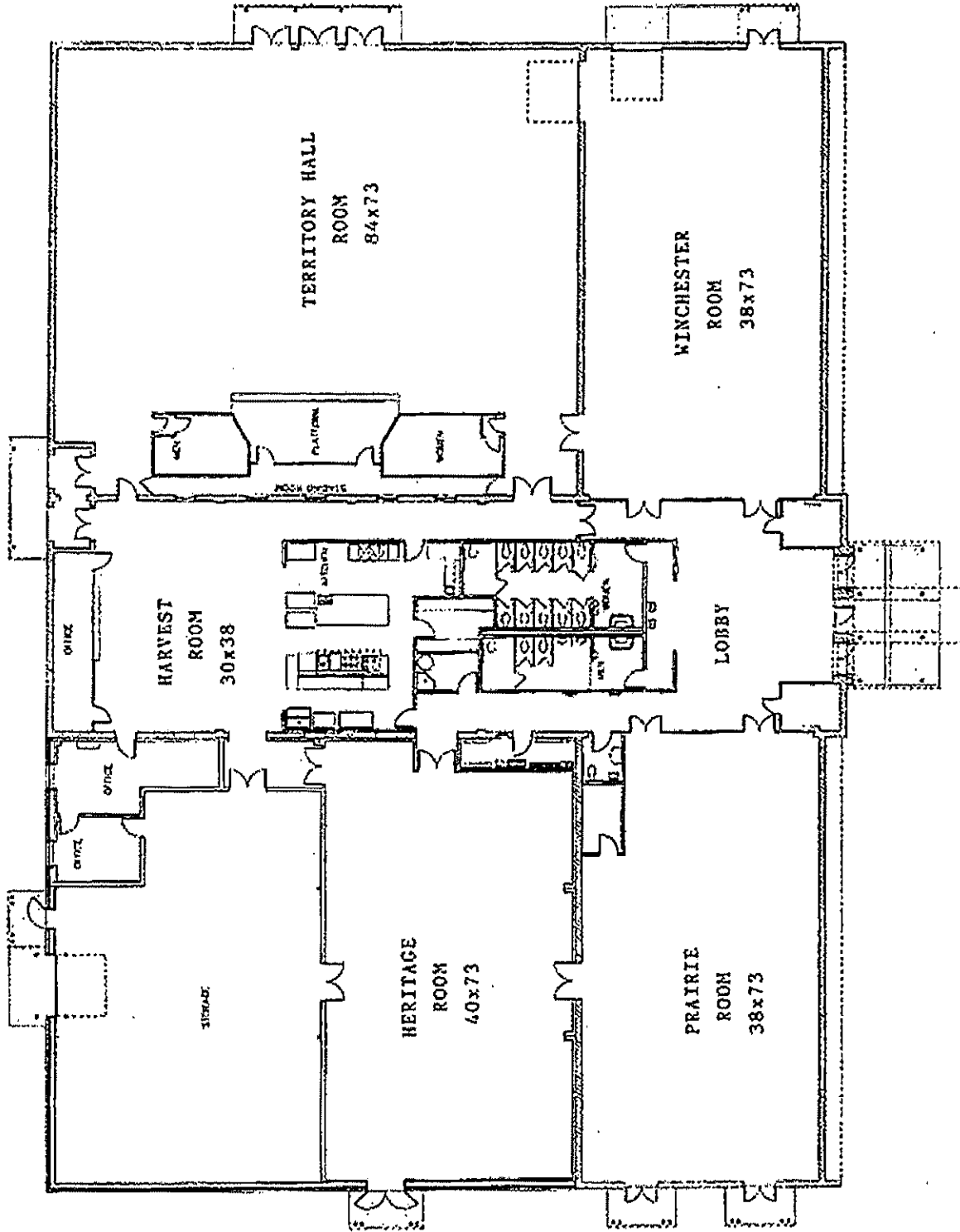
Stephens County



Stephens County



Stephens Center



Woodward Fairgrounds

The Woodward Fairgrounds is governed by a 9 member fair board that reports to the Woodward County Commissioners. The fair board provides oversight to a three person staff with day to day operations run by the Fairgrounds manager. The fairgrounds is funded by a sales tax that is used for general operations (about \$40,000 per month) and debt service (roughly \$121,000/month). In addition, the fairgrounds brings in about \$125,000 in facility rentals annually.

The Woodward Fairgrounds hosts mostly local events that draw from a 75-90 mile radius. The fairgrounds brings in agriculture events, car shows and concerts. The fairgrounds has built a strong partnership with an Hispanic music booking company so many of the concerts in Woodward focus on a Hispanic audience with concerts attracting upwards of 2,000 attendees. The fairgrounds still does livestock shows but has made efforts to diversify out of this area because the margin on this type of event is very low.

The fairgrounds consists of an event center, exhibit halls, conference rooms, training rooms and livestock stalls. The event center was constructed two years ago and all the other facilities were renovated. The existing facilities had all exterior tin removed and replaced; each facility received new insulation and interior drywall/tin. In addition, all bathrooms were brought up to ADA standards. The newly constructed event center is 59,000 sq.ft. with 45,000 sq.ft. of expo floor space. The event center contains a catering kitchen, meeting spaces and a large lobby area. This construction and renovation of their facilities was paid through a \$13 million dollar bond issue. Costs were reduced by partnering with the county for demo work and rough grading of the parking lot.

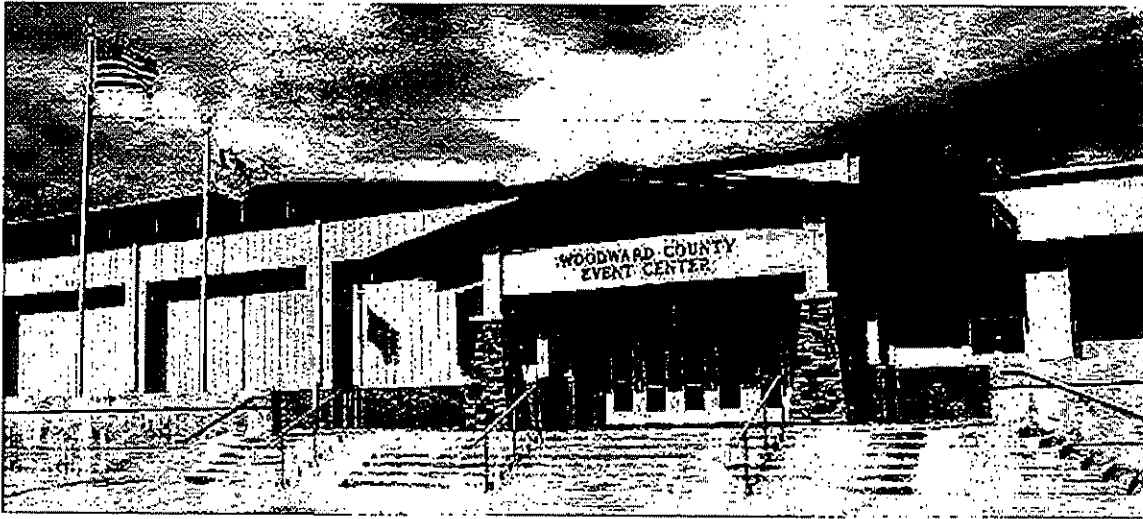
The Woodward fairgrounds is partnering with the local prison for manual labor. Inmates assist with event setup and maintenance of the fairgrounds. In addition, the fairgrounds has portable bleachers and stages that it leases out. The original bond did not contain funds for audio visual needs this was added over time utilizing revenue.

WOODWARD

EVENT CENTER

The 59,000 square foot Event Center is located at the Woodward County Fairgrounds featuring 45,000 square feet of indoor climate controlled open floor space. This area offers unmatched flexibility and features multiple oversized doors to ease large equipment maneuverability and is capable of hosting numerous types and sizes of events. Numerous private meeting and training rooms, as well as the Woodward County Oklahoma State University Extension offices are located inside this superstructure. The Event Center also features spacious dressing rooms perfect for sporting events and hospitality areas. Located in the main lobby is a 550 square foot concession/catering kitchen fully equipped with multiple serving doors, large refrigeration units, ice maker, and abundant amount of cabinet and counter space. Our staff takes great pride in providing first class customer service while providing a clean and affordable space to make you next event a huge success.

- 150'x300' open expo space
- 45,000 square feet of open expo floor space
- integrated audio system
- climate controlled
- digital lobby display
- private dressing rooms
- 36 - drop down electrical service units (perfect for trade shows)
- spacious lobby area
- 4 - oversized overhead exterior doors
- large catering/concession kitchen
- multiple training/conference rooms
- lighted parking lots
- Wi-Fi Available



TRAINING ROOM

This state-of-the-art training room offers a 2,000 square foot space perfect for auctions, banquets, meetings, and staff training. This room is complete with cutting edge video technology and a premium integrated sound system to make your next event a huge success. We offer several different furniture options to best suit your function as well as a full kitchen with an abundant amount of storage and counter space, perfect for food preparation or catering. The training room is conveniently located on the north end of the event center and features easy access to restrooms and dual entrances.

- 1600 square foot training room
- conveniently located inside the event center
- wall mounted 70" InFocus Mondopad
- premium integrated audio system
- business-class video conferencing
- large recessed projector screen
- 60" round banquet tables
- multi-purpose training tables
- 400 square foot attached kitchen
- abundant counter top and cabinet space
- Wi-Fi Available



Exhibit Hall A offers an 19,200 square foot open floor plan that is conveniently located in the center of the Woodward County Fairgrounds complex. The hall is well equipped with over 45 retractable electric drops, 2 large ceiling mounted fans, and a newly redesigned exhaust system to create superb air flow throughout the building. A conference room, concession/catering kitchen, and restrooms are located in the north end of Exhibit Hall A making this building a premier destination for your next event.

- 120'x160' open floor space
- 19,200 square feet of floor space

- 45 - retractable electrical drops (20amp)
- 7 - large automatic overhead doors
- commercial ceiling fans
- exhaust system
- integrated audio system
- 800 square foot conference room
- concession/catering kitchen with serving windows
- Wi-Fi available

CONFERENCE ROOM

The 800 square foot conference room is located in Exhibit Hall A and is accessible from the outside, along with easy access to the concession/catering kitchen. This affordable conference room is the perfect setting for your next banquet, birthday party, or any get together.

- 800 square foot conference room
- various furniture and set up options available
- conveniently located inside Exhibit Hall A
- Wi-Fi Available

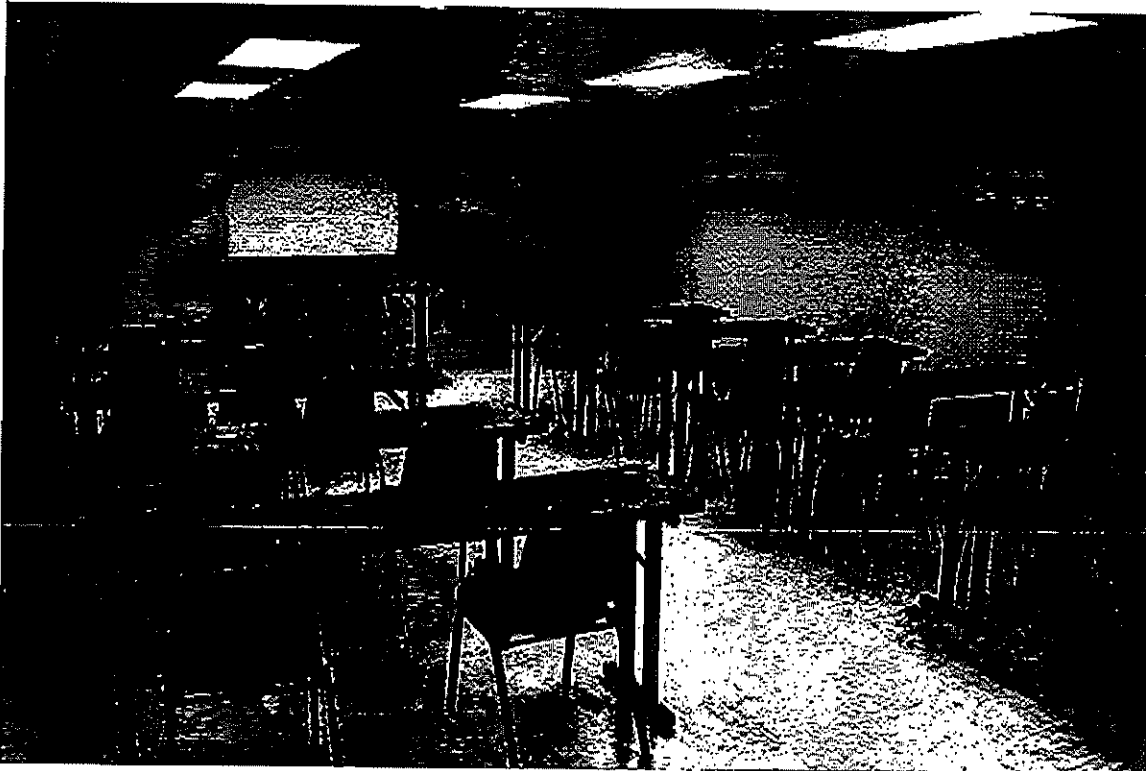


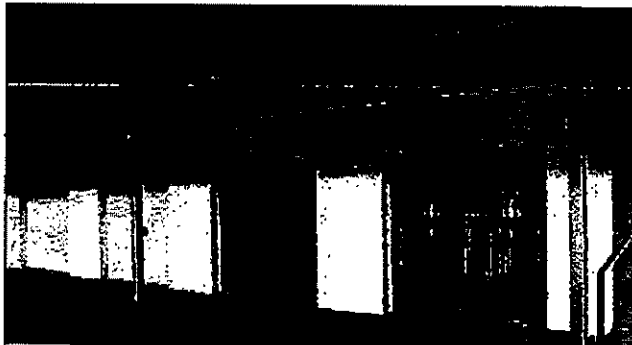
EXHIBIT HALL B

Exhibit Hall "B" offers a very open floor plan, featuring 13,800 square feet of concrete floor space. A steel tie rail surrounds the interior wall, making it an ideal location for housing cattle, sheep, and goats. This venue also features its own restrooms, large ceiling mounted fans, and an exhaust system.

- 13,800 square feet open floor space
- 2 - industrial size ceiling fans
- exhaust system
- integrated audio system
- large automatic overhead door
- steel livestock tie rails
- easy access to wash racks
- Wi-Fi available



LIVESTOCK



Proposed Facilities:

Indoor Arena:

Washington County is considering an indoor multi-use arena. An arena like this was constructed in Hastings, NE in 2000 and has successfully operated for the last 16 years. This facility was built for a cost of \$10 million in 2000 with a present value cost of \$14.5 million. This facility is currently named the Viaero Center and has a seating capacity of 5,500. This facility has hosted arena football, semi-professional basketball and hockey. It has a flexible flooring system that allows it to transition from each sport. In addition, the facility enjoys hosting a number of concerts. Hastings, NE has a population of 24,907 people and functions as the regional commercial center. It is located on Interstate 80 between Omaha and Denver and is in a prime location for filler concerts between Omaha and Denver.

As Washington County considers the construction of a similar facility it needs to consider audience catchment area and possible events. Concerts can be a major financial commitment by a community without a guarantee of success. In addition, Washington County is going to compete with entertainment opportunities in Tulsa and it may be very difficult to attract major entertainment names. In addition, semi-professional sports teams are a potential use for this type of facility, this could prove difficult because of the proximity of Tulsa. In order to negate these challenges the county will need a very focused plan of action to recruit/attract major events. Woodward has successfully connected with their Hispanic population and offers a number of concerts that attracts large numbers of attendees; they accomplished this by allying themselves with concert and entertainer promoters within the Hispanic community. Another possible music segment to focus on is Christian music performers. Oklahoma has a strong Christian heritage which has translated in a large number of performances by big name Christian groups in the state. Sports opportunities are challenging in the Washington County market and it is unlikely it would successfully compete with the Tulsa market, therefore it is recommended that Washington County carefully study the Tulsa sports market and try to find ways to augment the market or to fill gaps. In addition, it is recommended that any arena would have the capability to host rodeos, livestock shows; this is an added cost but it provides for additional usage and would avoid the cost of an additional agriculture arena.

A facility that could successfully seat 5,500 people and provide ample room for arena football, basketball, hockey and concerts could cost in the range of \$13 to \$17 million.

Convention Center

Many fairgrounds or expo centers have a convention center or an exhibition hall available for use. Communities similar to the size of Bartlesville have pursued convention center projects. Commonly, these facilities will range up to 30,000 sq.ft. and have a large meeting space with the capacity to sit between 400 and 600. In addition, this large meeting spaces can be divided into multi smaller conference meeting spaces. It is recommended should Washington County build a

convention center or exhibition hall that there be one large meeting space that can be subdivided into multiple smaller spaces. This provides a great deal of flexibility for use of the facility. These facilities usually have a number of smaller meeting rooms or board rooms.

Typically they are used for wedding receptions, community meetings, tradeshow or small conferences. Most successful conference centers are not run by a governmental entity; their operation may be contracted out to a private for profit company but the municipality or county retains ownership or they are a private venture owns the facility but its construction and operations are subsidized by the governmental body. Washington County and Bartlesville has some of this capacity in place with the Community Hall; so an additional conference center/ exhibit hall may not be necessary in the proposed changes to the fairgrounds.

A 30,000 multipurpose conference center is going to cost in the range of \$4.5 to \$6.5 million dollars. It may make more sense to reduce the footprint of a potential conference center or exhibit hall by reducing the amount of small meeting spaces and enlarging the exhibit hall space. This could lower your cost per square foot of construction because of the reduced need for walls while expanding the opportunities of this type of facility.

Indoor/Outdoor Livestock Arena:

An outdoor arena provides another space for livestock shows, rodeos and concerts. This type of facility provides flexibility to the operation and would focus on the ag aspects of a fairground. Many fairgrounds have both an indoor and outdoor arena focused on livestock shows and rodeos. A 60,000 sq.ft. indoor livestock arena would cost in the range of \$7.5 to \$11 million dollars. A 25,000 sq.ft. outdoor arena would cost in the \$500,000 to \$1,500,000 range. Given the possible construction of an event arena it is recommended that Washington County only consider the outdoor livestock arena. That being said some facilities have the capacity for a racetrack and/or monster truck yard. The additional construction cost is minimal but the land requirements are substantial.

Barns/Stalls:

Barns and stalls are an important element to a fairground/expo center. Every operational fairground interviewed had a set of barns with livestock stalls. Some were attached or connected to the arenas while others were detached. Within this facility there will need to be wash areas. It is recommended that the capacity exceed 200 stalls. The need for stalls could reach greater than 20,000 sq.ft. which will cost between \$1.5 million and \$2.5 million.

RV/Camping locations:

Most fairgrounds had some camping/RV capacity. Ideally the fairgrounds will become a destination for events that will create a need for camping/RV space. An RV campground can be

rustic including only water and electrical hook ups; however it is recommended that the county seriously consider an improved RV Campground. This would include a communal shower/bathroom facility, electrical and water hookups, sewer connection and other amenities. Most RV camps do not include a playground; it is recommended the county consider the construction of a playground – it would set the fairground apart from others. In addition, the playground idea was mentioned to other fairground operators and it was confirmed that they believed that would be a nice addition to their operations. A quality RV park is going to cost in the range of \$1 million to \$2 million to construct.

Other Amenities:

The following facilities are not essential to the functionality of a fairgrounds but may enhance the appeal of the facility and augment the position of the fairgrounds. A splash pad is a great amenity to consider, it is a draw for families and children and will provide another great amenity to the users of the fairgrounds. Most successful fairground operations have a significant amount of repeat customers therefore customer service and customer experience are essential for long term success. That being said a splash pad could provide additional customer satisfaction. Estimated cost for this type of facility is between \$300,000 and \$500,000. Lower cost items that need to be considered are portable stands, stages (indoor/outdoor), sound system and audio visual system.

Total Facility Buildout costs (excluding land costs):

If Washington County were to build out an Arena (with the capacity for rodeos and livestock showing), conference center, outdoor arena, livestock barns, RV park and splash pad the total construction cost could range from \$20,800,000 to \$30,000,000. This would be the most inclusive and broad based operation. A scaled down version, but still effective, would be the construction of an indoor arena, outdoor arena, livestock barns and RV park which would cost between \$16 million and \$23 million. This option does not include a conference center, whose purpose may be served by the existing Bartlesville community hall, or the splash pad. Excluding the conference center does limit the scope of the fairgrounds and makes it more of an event center than a meeting location, that being said the existing meeting space in Bartlesville does not make it an essential asset the community needs.

Construction of a new fairgrounds will require significant investment on the part of the county. Cost can be reduced by effectively utilizing county and city resources. In some locations the community or county has provided rough grading for the construction of facilities, demolition services, some facility finishing work. These types of partnerships could reduce the overall cost of the facility. In addition, having a clear understanding of the resources needed for concerts or other events as well as the entities in the community that have these resources could help to establish lucrative partnerships and avoid duplication.

Facility Construction: Funding

Several funding/cost scenarios have been run, Appendix C contains a spreadsheet summarizing construction costs ranging from \$15 million to \$30 million with bond terms ranging from 2% to 7% spread out over 5 to 20 years. Therefore, should the county elect to follow a scaled down version of the project that will result in a \$20 million investment with an interest rate of 5% the county's annual bond obligation would range from \$1,686,444 (20 years) to \$5,033,664 (5 years). The county must establish a consistent form of payment in order to secure the financing needed to move this project forward; relying on inconsistent revenue (rental) as a source for funding this project could put the county at risk. Therefore, two traditional public financing tools were considered for this project: sales tax and hotel/motel tax (Appendix D contains a tax spreadsheet). After reviewing the taxing capacity of both options in Washington County it was determined that the Hotel/Motel tax was not sufficient to pay for any scenario and that only in conjunction with an additional sales tax would it be a feasible option. In addition, the existing Bartlesville Hotel/Motel tax limits the ability to add revenue utilizing this tax because it could cause your hotel rates to raise above the threshold the community is willing to absorb. Therefore, Hotel/Motel tax is not recommended for the construction portion of this project but is a viable option for ongoing operational costs.

A sales tax is the only evaluated tax that could solely fund this project (property tax was not explored). Under the original scenario of a \$20 million investment at 5% interest Washington County would need to at least a quarter cent sales tax to pay for a 20 year note and between a three quarter cent and a one cent sales tax to pay for a five year note. In addition, if the county considered this scenario with a ten year note it would need to add a half cent sales tax to cover the annual debt service of \$2,779,372. In addition, fund raising could help to offset some of the costs of construction; naming rights could be sold for the arena, conference center, rooms and other parts of the facility.

Recommendations:

It is recommended that the county consider at least a half cent sales tax (depending on the outcome of state wide questions) for the building of a fairgrounds. In addition, it is recommended that the county consider the establishment of an additional 1 to 2 cents on the existing 5 cent hotel/motel tax. It is estimated that an additional 1 cent hotel/motel tax would generate nearly \$101,000 for ongoing operational expenses (2 cent hotel/motel tax would generate nearly \$202,000).

Summary:

The above recommendations and projections are based off of construction budgets for other operating facilities. The numbers are not meant to be used as final construction estimates and should only be utilized as reference points. The proposed facilities will add to the quality of life of Washington County and could create a venue that attracts visitors to the community thereby generating a significant economic impact.

Operational Costs:

A fairground operation that included an arena, conference center, outdoor arena, RV park and other amenities will take a substantial operational budget. For one, staffing levels are currently insufficient to operate and maintain a major operation like this. In addition, utility costs and insurance rates will tremendously impact the overall budgetary needs of the operation. The more facilities and the greater the usage of those facilities will cause insurance liability increases.

Utility Costs:

The proposed fairgrounds could have an overall electrical bill in excess of \$18,000 per month. Major contributors to this expense will be the arena and conference center. These two facilities will generate the most revenue for the operation; this being said cost savings procedures can be adopted like motion sensor lighting, an active climate control system and energy efficiency lighting. Other potential cost saving mechanisms could be solar, wind or geothermal alternatives. These alternatives will increase the initial construction costs but would reduce the overall operational costs and could pay for themselves within 5 to 10 years. That being said without significant energy reduction efforts the estimated electrical cost annually could be as high as \$95,000. Additionally, water and sewer usage at this facility will be a significant costs with annual expenditures reaching as high as \$15,000.

Personnel Costs:

In order to sufficiently staff and maintain this operation the current staff of one is insufficient. Additional staffing needs will include a director to oversee operations and marketing of the fairgrounds; a marketing/events coordinator, office administrator, maintenance person and two grounds/janitorial staff. This staff needs to be flexible in their functions and be willing to assist with event setup and teardown as needed. The staff of seven full time could cost as much as \$201,000 annually. Labor costs could be reduced with the use of offender labor, community service workers and volunteers; these options may reduce labor costs but may tend to be unreliable and therefore add additional workload to the full time staff. Labor costs include salary and benefits. In addition, the expanded facilities will require expanded insurance, rates continue to rise and could reach as high as \$53,000 annually.

Maintenance Costs:

The proposed facility is expansive and will have significant costs associated with maintenance and upkeep. This could cost upwards of \$75,000 annually. It is assumed that the proposed arena and conference center would require the most maintenance and repair because of their relative heavy usage and the need to keep them looking topflight. The proposed barns/stalls may be able to forego constant repair because of their relative limited usage and visibility.

Operating Supplies:

This type of facility will require a significant amount of operating supplies. Which include audio/visual expenses, equipment, stands, stages, vehicles, tractor and appliances. It is recommended to place these types of expenses on an annual rotation so that all operating equipment is replaced routinely well before it becomes a major issue. Some budgets have this as high as \$200,000 but JAG Solutions believes that a more reasonable budget of \$100,000 could meet an annual requirement with planned upgrades.

Marketing Costs:

In order to keep the doors open the fairgrounds will need funds for marketing to conferences, tradeshows, festivals, and concert promoters. This activity will require significant funds for travel, promotional material and key memberships. Key memberships could include state rodeo and livestock associates, Meeting Professionals International and Society of Government Meeting Professionals. This budget could cost as much as \$50,000 annually.

Operational Costs:

The operational budget will require a revenue stream that is sufficient to cover up to and perhaps exceeding \$589,000. (see appendix F for a P&L projections)

Operational Revenue:

Facility Rentals:

Operational revenue from facility rentals is estimated to reach levels of between \$300,000 and \$400,000 after a three year ramp up phase. It is recommended that as part of a larger facility bond that up to \$1,000,000 be set aside for operational startup money. This money will allow the organization to ramp up its personal and its facility rentals. It will take several years to reach rental revenues in the \$400,000 range and therefore a start-up reserve is necessary to assure cash flow.

Tax Revenue:

Rental revenues will never cover the costs of operations and therefore an additional revenue stream is needed. This revenue stream will need to add between \$200,000 and \$250,000 annually to the revenue of the operation. Upon review there seems to be two viable options for this revenue; one is an annual appropriation made by the county sufficient for the fairgrounds to meet its operational needs (projected to be between \$200,000 and \$250,000). The other option is an additional two cent hotel/motel tax (in addition to the existing 5 cent hotel/motel tax) this will generate up to \$200,000 annually. I would propose that the county carefully consider this option as a long term viable funding source.

Other Revenue:

Additional operational revenue may include interest on cash holdings, sale of used equipment and grants (unlikely because most grant programs are either project specific or are tied to bricks and mortar). Should the county elect to begin operations with a \$1,000,000 cash reserve from a long term financing bond this revenue could reach as high as \$6,000. Sale of used equipment will not be a major source of revenue until after working through the first round of scheduled facility/equipment upgrades; even at this point revenue from sales will be limited in nature probably not greater than \$10,000 to \$15,000. Grants are an unknown; there is some possibility of utilizing grants to fund ongoing programs/projects but the scope and level of these funds and their availability needs more research.

Total Revenue:

The two main sources of revenue are facility rentals and governmental subsidy. The governmental subsidy will either come as an annual appropriation by the county or through the establishment of a new bed tax. The third category of revenue is unreliable and the possible funding levels are unknown at this time. The total revenue for this facility could be as high as \$650,000 after three to five years of operation (in order to establish your position in the market).

Summary:

The above proposed budget is based on operating budgets from existing fairgrounds. The projected costs are very conservative and could be much higher especially over time as the fairgrounds increases its usage. In addition, the revenue projections are based off of existing operations. It is likely that grants could help offset some of the operational costs but this is not something I would recommend relying on in lieu of either a hotel/motel tax or an annual appropriation from the county. Please note, that these are projections based off of the best information available and should only be used as reference points.

Conclusion:

Washington County Commissioners hired JAG Solutions to evaluate fairgrounds across the state and to bring recommendations to them for the establishment of a new fairgrounds or the improvement of their existing fairgrounds. The following recommendations are based on the information available to JAG Solutions and therefore the recommendations provided are not binding.

Facility Recommendations:

Event Arena (seats 5500-7000)
Exhibit Hall (enough space to hold large tradeshows or conferences approx.. 30,000 sq.ft.)
Livestock Arena (outdoor)
RV Park
Livestock Barns
Playground/splash pad

Construction Costs Estimate:

Event Arena:	\$13-\$17 Million
Exhibit Hall/conference center:	\$4.5-\$6.5 Million
Livestock Arena (outdoor):	\$500k-\$1.5 Million
RV Park:	\$1-\$2 Million
Livestock Barns:	\$1.5-\$2.5 Million
Playground/splash pad:	\$300k-\$500k

Revenue Estimates:

Sales Tax:	\$3,030,000 annually
Hotel/Motel Tax:	\$202,000 annually
Rental Revenue:	\$400,000 annually

JAG Solutions suggests further evaluation of a half cent sales tax for up to 15 years; this should be sufficient to build a \$25 million fairground facility. In addition, JAG Solutions recommends an addition two cents added to the Hotel/Motel tax to subsidize operational expenses (no fairgrounds analyzed was self-sufficient; each fairground received public funding either through a sales tax, use tax, hotel/motel tax or by an annual appropriation.

Economic Impact:

The existing Washington County Fairgrounds receives strong usage (300 events annually and roughly 30,000 users/customers) but most of the usage is locally based. There are a few events that generate visitors – the economic impact of these events does not exceed \$500,000 annually. The proposed new fairgrounds, if fully staffed and utilized, could generate additional sales of up to \$12 million in new annual sales. The construction project, assuming a \$25million project could generate a total economic impact of \$37.5million (this is including a multiplier effect

provided by the BEA – please note this does not mean all of the construction impact will be felt within the Washington County market).

Additional demographic and business data can be made available on each of the counties analyzed because of the length of this study this data was not included. This has been a fascinating and informative project; JAG Solutions thanks you for your business and for the opportunity to partner with you on this project.

Appendix A

FY 2017

Revenues

Rental Revenue	\$400,000.00
Hotel/Motel Tax	\$200,000.00
Other Income	\$10,000.00
Total Revenues	\$610,000.00

Expenses

Salaries, Wages	\$203,000.00
Operating Supplies	\$100,000.00
Maintenance	\$75,000.00
Telephone and Utilities	\$110,000.00
Insurance	\$50,000.00
Marketing	\$50,000.00
Memberships	\$5,000.00
Travel	\$12,000.00
Miscellaenous	\$5,000.00
Total Expenses	\$610,000.00

Ending Net Position

\$0.00

Appendix B

Appendix C

Appendix D

Appendix E

monthly	7%	5%	3%	2%	Annually	7%	5%	3%	2%
20 yrs. 30mil	\$244,449.00	\$210,806.00	\$180,566.00	\$166,798.00	20 yrs. 30mil	\$2,933,388.00	\$2,529,672.00	\$2,166,792.00	\$2,001,576.00
20 yrs. 25mil	\$203,690.00	\$175,656.00	\$150,459.00	\$138,986.00	20 yrs. 25mil	\$2,444,280.00	\$2,107,872.00	\$1,805,508.00	\$1,667,832.00
20 yrs. 20mil	\$162,966.00	\$140,537.00	\$120,378.00	\$111,199.00	20 yrs. 20mil	\$1,955,592.00	\$1,686,444.00	\$1,444,536.00	\$1,334,388.00
20 yrs. 15mil	\$122,243.00	\$105,418.00	\$90,296.00	\$83,411.00	20 yrs. 15mil	\$1,466,916.00	\$1,265,016.00	\$1,083,552.00	\$1,000,932.00
15 yrs. 30mil	\$286,567.00	\$255,415.00	\$226,930.00	\$213,722.00	15 yrs. 30mil	\$3,438,804.00	\$3,064,980.00	\$2,723,160.00	\$2,564,664.00
15 yrs. 25mil	\$238,785.00	\$212,827.00	\$189,092.00	\$178,086.00	15 yrs. 25mil	\$2,865,420.00	\$2,553,924.00	\$2,269,104.00	\$2,137,032.00
15 yrs. 20mil	\$191,044.00	\$170,277.00	\$151,287.00	\$142,481.00	15 yrs. 20mil	\$2,292,528.00	\$2,043,324.00	\$1,815,444.00	\$1,709,772.00
15 yrs. 15mil	\$143,304.00	\$127,726.00	\$113,482.00	\$106,877.00	15 yrs. 15mil	\$1,719,648.00	\$1,532,712.00	\$1,361,784.00	\$1,282,524.00
10 yrs. 30mil	\$375,983.00	\$347,424.00	\$320,700.00	\$308,037.00	10 yrs. 30mil	\$4,511,796.00	\$4,169,088.00	\$3,848,400.00	\$3,696,444.00
10 yrs. 25mil	\$313,292.00	\$289,495.00	\$267,227.00	\$256,675.00	10 yrs. 25mil	\$3,759,504.00	\$3,473,940.00	\$3,206,724.00	\$3,080,100.00
10 yrs. 20mil	\$250,655.00	\$231,616.00	\$213,800.00	\$205,358.00	10 yrs. 20mil	\$3,007,860.00	\$2,779,392.00	\$2,550,488.00	\$2,464,296.00
10 yrs. 15mil	\$188,019.00	\$173,738.00	\$160,374.00	\$154,041.00	10 yrs. 15mil	\$2,256,228.00	\$2,084,856.00	\$1,924,488.00	\$1,848,492.00
5 yrs. 30mil	\$655,233.00	\$629,208.00	\$604,119.00	\$591,926.00	5 yrs. 30mil	\$7,862,796.00	\$7,550,496.00	\$7,249,428.00	\$7,103,112.00
5 yrs. 25mil	\$545,980.00	\$524,294.00	\$503,388.00	\$493,229.00	5 yrs. 25mil	\$6,551,760.00	\$6,291,528.00	\$6,040,656.00	\$5,918,748.00
5 yrs. 20mil	\$436,822.00	\$419,472.00	\$402,746.00	\$394,618.00	5 yrs. 20mil	\$5,241,864.00	\$5,033,664.00	\$4,832,952.00	\$4,735,416.00
5 yrs. 15mil	\$327,665.00	\$314,650.00	\$302,104.00	\$296,007.00	5 yrs. 15mil	\$3,931,980.00	\$3,775,800.00	\$3,625,248.00	\$3,552,084.00

Month	Rate	Sales Tax	Rate	Bed Tax
Nov. 15	0.01	\$472,897.40	0.05	
Dec. 15	0.01	\$523,206.06	0.05	
Jan. 16	0.01	\$511,692.98	0.05	
Feb. 16	0.01	\$552,724.97	0.05	
March. 16	0.01	\$474,291.62	0.05	
April. 16	0.01	\$504,417.01	0.05	
May. 16	0.01	\$514,033.33	0.05	
June. 16	0.01	\$482,624.80	0.05	
July. 16	0.01	\$509,874.57	0.05	
Aug. 16	0.01	\$517,231.88	0.05	
Sept. 16	0.01	\$505,692.42	0.05	
Oct. 16	0.01	\$491,655.12	0.05	
Total		\$6,060,342.16		\$504,926.00
Scenario A	0.1	\$606,034.22	0.2	\$100,985.20
Scenario B	0.25	\$1,515,085.54	0.3	\$151,477.80
Scenario C	0.4	\$2,424,136.86	0.4	\$201,970.40
Scenario D	0.5	\$3,030,171.08	0.6	\$302,955.60
Scenario E	0.75	\$4,545,256.62	0.8	\$403,940.80
Scenario F	1	\$6,060,342.16	1	\$504,926.00