DRAFT MARKET AND FEASIBILITY STUDY

Proposed Sports Complex

CHEYENNE, WY

SUBMITTED TO:

Ms. Betsey Hale
Cheyenne LEADS
121 West 15th Street South, 1 Depot Square, Suite 304
Cheyenne, Wyoming 82001
betseyh@cheyenneleads.org
+1 (307) 638-6000

PREPARED BY:

HVS Convention, Sports & Entertainment Facilities Consulting
1035 Keystone Ave.
River Forest, IL 60305
+1 (312) 587-9900

HVS
Convention, Sports & Entertainment
Facilities Consulting
Chicago, Illinois

June 16, 2023

1035 Keystone Ave.
River Forest, IL 60305
+1 312-587-9900
+1 312-488-3631 FAX
www.hvs.com

Ms. Betsey Hale
Cheyenne LEADS
121 West 15th Street South, 1 Depot Square, Suite 304
Cheyenne, Wyoming 82001
betseyh@cheyenneleads.org

Re: Proposed Sports Complex
Cheyenne, WY

Dear Ms. Hale:

Attached you will find our DRAFT Market and Feasibility Study of a Proposed Sports Complex in Cheyenne, WY.

We certify that we have no undisclosed interest in the property, and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

It has been a pleasure working with you. We look forward to hearing your comments.

Sincerely,
HVS Convention, Sports & Entertainment
Facilities Consulting

DRAFT

Thomas A. Hazinski, MPP
Managing Director

DRAFT

Jorge Cotte
Senior Director

Table of Contents

SECTION	TITLE
1.	Introduction and Executive Summary
2.	Market Area Overview
3.	Industry Trends
4.	Comparable Venues
5.	Building Program Recommendations
6.	Demand Analysis
7.	Financial Analysis
8.	Approach to Financing (TO COME)
9.	Statement of Assumptions and Limiting Conditions
10.	Certification

1. Introduction and Executive Summary

Nature of the Assignment

Cheyenne LEADS engaged HVS Convention, Sports & Entertainment Facilities Consulting ("HVS") to conduct a Market and Feasibility Study for a potential sports complex in Cheyenne, WY. The Proposed Sports Complex could enhance the demand potential for sports events and tournaments, while retaining some business lost from the Cheyenne area due to a lack of existing facilities.

Methodology

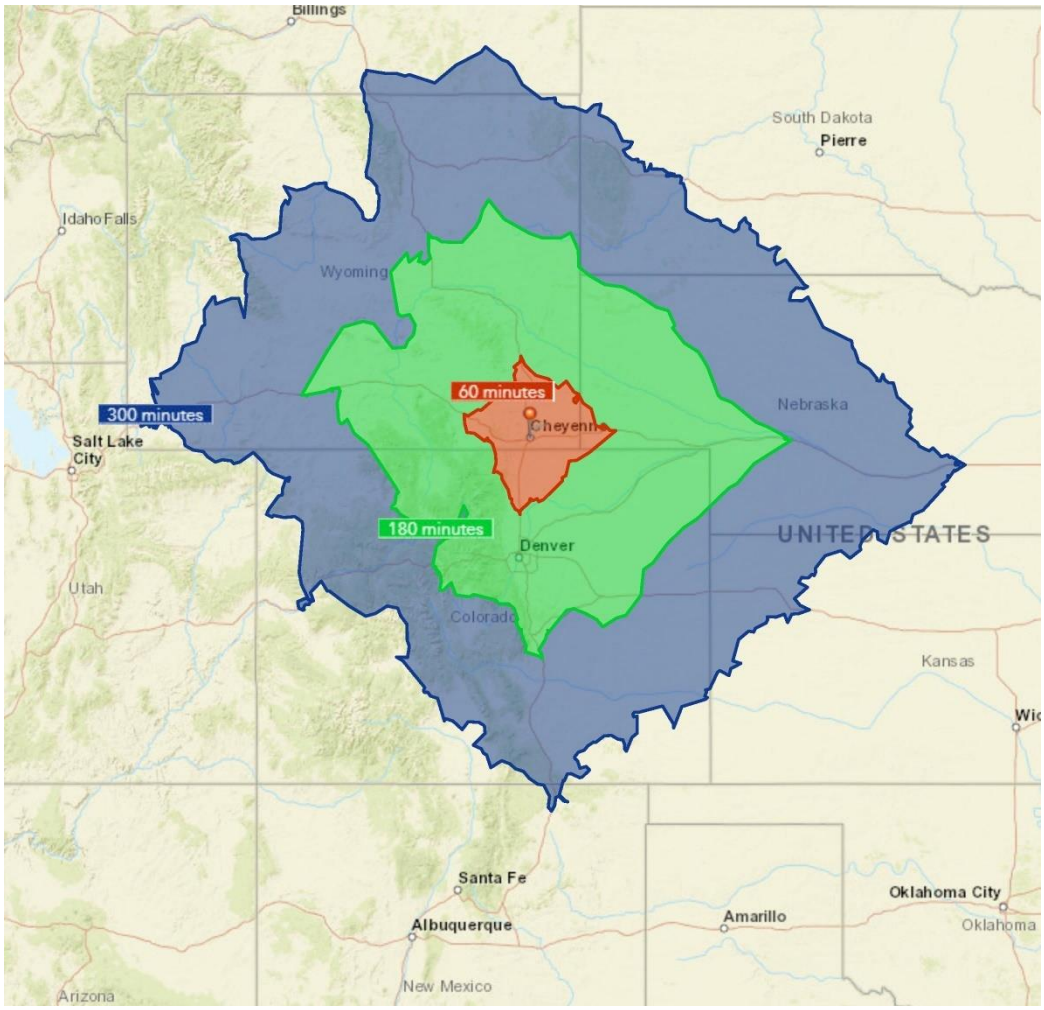
In accordance with the Scope of Services, HVS performed the following tasks:

1. Thomas A. Hazinski, MPP and Jorge Cotte from HVS traveled to Cheyenne, WY on February 1, 2022. During this visit, we met with the client, toured the potential sites, interviewed key stakeholders, and gathered relevant data.
2. Analyzed the economic and demographic data that indicate whether, and the extent to which, the local market area supports the proposed sports complex.
3. Conducted interviews of key stakeholders, sports professionals, and community representatives to understand their event needs, existing sports venues, impressions of Cheyenne's existing venues, and their specific facility needs.
4. Compiled data on six competitive and comparable event and meeting venues to inform and test the reasonableness of the building program recommendations.
5. Recommended a facility program based on the above steps.
6. Prepared facility demand and attendance forecasts based on the implementation of the program recommendations.
7. Prepared a financial forecast for the proposed sports complex operations.
8. Provided a preliminary estimate of the costs of the recommended facilities.

Market Area Analysis

An amateur sports and recreation facility's market area consists of the geographic region where regular users of the facility live. HVS defined the market for regular users as those living with a one-hour drive of the proposed venue. Tournaments would draw attendees from an even larger drive time radius, which HVS defined as three hours for smaller tournaments and up to five hours for larger, regional events. The following figure identifies these areas and their boundaries within the context of downstate Wyoming and the moutain-western United States.

MAP OF SPORTS MARKET AREA



Source: Esri

Because it includes Denver, the one- to three-hour drive-time radius is the strongest market in population surrounding Cheyenne. Both the one- and three-hour drive-time markets spend more per household on sports and recreation than the national average. A lack of direct airport access will be an obstacle in attracting national tournaments, and the potential sports complex should focus on regional and drive-in demand.

Sports Participation and Facility Trends

HVS analyzed trends for the participatory sports industry. National and regional participation trends in sports inform the demand for venues. The purpose of this trends analysis is to provide background information necessary to assess the potential for the Proposed Sports Complex in Cheyenne, WY.

HVS identified the following trends from participation data.

- Team Sports participation is highest amongst Generation Z, meaning that Team Sports facilities should tailor their operations to serve youth sports leagues.

- For youth between ages six and twelve, team and individual sport participation grew from 2012 to 2021, while team sport participation on a regular basis decreased in the same period. Adolescent sport participation for team or individual sports increased from 69.9% in 2012 to 74% in 2021.

- Basketball remains the most popular sport for core participation across the United States. However, core participation in basketball has experienced a decline over the past five years, and total high school basketball participation in Wyoming has declined as well.

- In terms of national core participation, major outdoor and indoor sports (soccer, volleyball, basketball) have experienced a decline in core participation over the past five years. However, Wyoming has seen growth in soccer and volleyball participation at the high school level.

- Outdoor track and field is by far the most populous high school sport in Wyoming with over 3,700 participants accounting for roughly 19% of total high school sport participation. Cross country has also seen significant growth, increasing by more 30% since the 2010/2011 season to over 1,000 total participants in 2021/2022.

- Wyoming, which has seen overall high school participation grow over the past decade, has higher than average per capita participation in the US. Wyoming ranks 7th in per capita track and field – outdoor participation, 6th in per capita basketball participation, 11th in per capita football – 11-player participation, 8th in per capita volleyball participation, and 10th in per capita soccer participation.

The sports tourism industry was severely affected by the pandemic, as travel declined sharply and restrictions on group sizes resulted in the cancellation of events, but leisure travel declined to a lesser degree. The industry's recovery is well underway. Leisure continues to be the strongest demand segment, with business travel and group events also increasing, albeit at a slower pace. Travel related to youth sports accelerated in the latter half of 2021 and has recovered to pre-pandemic levels.

Interviews

In order to obtain a deeper understanding of the youth and adult demand for a sports venue, in Cheyenne, WY, HVS interviewed sports tourism officials, sports professionals, and other interested parties. Key results include the following:

Existing Sports Participation

- Practice space for indoor sports (volleyball, basketball, and maybe futsal) are always in need
- Basketball and volleyball clubs are often traveling to northern Colorado to practice, play games, or play tournaments.
- Soccer is popular but lacks the space to grow its indoor season.
- Track and field teams often have to practice in school hallways during the winter.
- The Laramie School District has restricted the ability to use school facilities.
- Seniors lack a good place to walk and exercise in Cheyenne.
- Adult leagues often lack space or time at existing facilities.
- Parks and recreation programs are not able to expand without additional sports venues.

Other potential demand sources.

- An indoor facility be the primary home for Parks and recreation youth sports programs.
- Tournament organizers want all courts under the same roof rather than having to rent multiple facilities.
- An indoor turf space would be heavily in demand from baseball and softball clubs.
- Pickleball could be a strong demand source when not being used for youth sports.
- Potential for small tournaments for 10U baseball and softball.
- Potential for use by Laramie County Community College for their indoor soccer program.

Other Considerations

- Six courts are required to accommodate significant basketball tournaments.

- The turf field would have to accommodate a regulation baseball infield in order to maximize utilization.
- Some expressed concern over how the facility would be operated and its ability to generate sufficient revenues to support expenses.

Comparable Venue Assessment

For the Proposed Sports Complex, HVS analyzed a set of competitive and comparable venues, as listed in the figures below.

FIGURE 1-1
INDOOR SPORTS FACILITIES IN THE LOCAL MARKET AREA - SUMMARY

Venue	Location	Distance (mi)	Indoor Facility (sf)	Outdoor Turf	Indoor Turf	Outdoor Baseball	Hardwood Courts	Outdoor Courts	Tennis Courts	Ice Sheets	Aquatics
BEAST Foundation	Cheyenne, WY	0	22,000	-	-	-	6	-	-	-	-
Integrity Sports Arena	Windsor, CO	50	35,900	-	1	-	2	-	-	1	-
Power 2 Play Sports	Windsor, CO	51	54,000	-	-	-	6	-	-	-	-
Greeley Family FunPlex	Greeley, CO	54	n/a	-	-	4	3	-	-	-	1
Windsor Sports Dome*	Windsor, CO	56	167,000	11	1	8	9	4	8	-	-

**opening late 2023*

Sources : Respective Venues

FIGURE 1-2
INDOOR SPORTS FACILITIES IN THE REGIONAL MARKET AREA - SUMMARY

Venue	Location	Distance (mi)	Indoor Facility (sf)	Outdoor Grass	Outdoor Baseball	Indoor Turf	Hardwood Courts	Tennis Courts	Ice Sheets	Aquatics
Sport Stable	Superior, CO	96	175,000	-	-	2	2	-	1	-
The Eddy	Aurora, CO	109	41,000	-	-	5*	-	-	-	-
Daniel L. Schaefer Athletic Complex**	Denver, CO	113	96,300	9	8	3	-	-	-	-
Parker Fieldhouse	Parker, CO	127	100,000	-	-	1	2	-	1	-
Wyo Sports Ranch***	Casper, WY	180	130,000	-	-	1	6	-	-	-
Campbell County Rec Center	Gillette, WY	243	190,000	-	-	-	3	5	-	1

**half fields*
***includes Foothills Fieldhouse and Foothills Sports Arena*
****opening in 2025*

FIGURE 1-3
NATIONAL INDOOR SPORTS FACILITIES - SUMMARY

Venue	Location	Indoor Facility (sf)	Indoor Turf	Hardwood Courts	Inline Rink
House of Sports	Ardsley, NY	120,000	1	4	-
Cape Girardeau SportsPlex	Cape Girardeau, MO	121,000	2	6	-
XL Sports World	Hatfield, PA	78,000	2	3	-
Longplex Family & Sports Center	Tiverton, RI	187,000	2	4	1
Riverfront Sports	Scranton, PA	88,000	1	3	-

Sources: Respective Venues

This analysis provides a basis for building program recommendations by comparing the square footage, turf fields, basketball and volleyball capacities, and visitation in each of the facilities. The Proposed Cheyenne Sports Complex could offer a balance between hard court space and indoor turf fields that few venues in the local or regional market can offer.

Building Program Recommendations

HVS recommends an indoor sports facility that includes hardwood court space to support basketball, futsal, and other mat sports, and can offer up to twelve volleyball courts. These courts would support weekly programming and team practices and occasional tournament activity. We recommend a turf field adjacent to the courts which would support soccer and baseball, among other sports.

The sports complex should include the following spaces:

- Six equally sized courts with one regulation-size basketball court or two regulation-size volleyball courts each,
- Indoor turf that could accommodate two indoor soccer fields (100 x 210) or an indoor baseball infield diamond, and
- A mezzanine level overlooking the hard courts to be used for observation and as an indoor walking or jogging track.
- Concessions, lobby, team rooms that can be used as locker rooms, and meeting rooms.

The following figure shows the recommended amounts and capacities of sport and fitness space in the proposed sports complex.

FIGURE 1-4
BUILDING PROGRAM RECOMMENDATIONS

Sport/Fitness Space	Total Area (SF)	Maximum Capacities		
		Basketball Courts	Volleyball Courts	Pickleball Courts
Hardwood Court Space	**52,800**	**6**	**12**	**18**
Court Area 1	8,800	1	2	3
Court Area 2	8,800	1	2	3
Court Area 3	8,800	1	2	3
Court Area 4	8,800	1	2	3
Court Area 5	8,800	1	2	3
Court Area 6	8,800	1	2	3
Indoor Turf Space	**48,400**			
Field Area 1	21,000			
Field Area 2	21,000			
Total Sport/Fitness Space	**101,200**	**6**	**12**	**18**

While site constraints and other design issues will affect the final layout of the hardwood court space, HVS recommends six separate court areas capable of being configured as six basketball courts, 12 volleyball courts, or some combination of the two. Additionally, portable courts could be rolled onto the hardwood court space to allow up to 18 temporary pickleball courts.

In addition to the function spaces provided above, the gross floor area would include support space and mezzanine space totaling approximately 138,000 square feet.

Demand Projections

For the purposes of this analysis, HVS assumes that all recommendations throughout this report are completed by January 1, 2026. This opening date is not based on a specific construction schedule or an expectation that the facility would be developed on this timeline as no such plan currently exists. HVS assumes that event demand would stabilize in the fourth year of operation—2029. Demand projections also assume the presence of a highly qualified, professional sales and management team for the Proposed Sports Complex.

Based on seasonal weekly schedule of operation on days with and without tournament activity, HVS estimated the number of hours the turf fields and hard courts would be used. See the figure below.

FIGURE 1-5
HOURS OF COURT AND FIELD USE IN A STABILIZED YEAR

Type of Use	Turf	Courts	Total
Tournament	200	1,200	1,400
Programs	700	5,100	5,800
Tenant Rentals	5,100	6,000	11,100
Public Access	0	3,800	3,800
Total	6,100	16,200	22,300
Toal Available Hours	10,800	31,600	42,400
Percent Occupancy	*56%*	*51%*	*53%*

The figure below breaks out attendance projections by type of event including tournaments, facility use agreements, and public access.

FIGURE 1-6
SUMMARY OF ATTENDANCE PROJECTIONS

Event Type	Events	Unique Visitors	Total Visits
Tournaments (Turf)	2	2,100	4,200
Tournaments (Courts)	4	10,200	20,400
Programs (Turf)	na	300	9,000
Programs (Courts)	na	1,800	54,400
Tenant Rental (Turf)	na	1,900	57,000
Tenant Rental (Courts)	na	2,100	62,800
Public Access (Courts)	na	1,000	20,000
Total	6	19,400	227,800

HVS intends for demand projections to show the expected levels of event numbers and attendance. Projections show smooth growth over time. However, event demand and booking cycles do not always run smoothly. Unpredictable local and national economic factors can affect businesses. Event demand often moves in cycles based on rotation patterns and market conditions. Therefore, HVS recommends interpreting the demand projections as a mid-point of a range of possible outcomes and over a multi-year period, rather than relying on projections for any one specific year.

Financial Projections

As discussed in our demand analysis, a four-year ramp-up of facility utilization would be necessary to stabilize the operation in 2029. HVS initially projected financial operations in 2023 dollars for the opening year and the stabilized year. Revenue and expense parameters are stated in inflated dollars. HVS assumes an annual inflation rate of 2.50%.

The figure below shows projections for the first year of operations (2026) with projections for a stabilized year of operations (2029).

FIGURE 1-7
FINANCIAL OPERATING PROJECTIONS ($ 000'S)

	Opening Year CY 2026		Stabilized Year CY 2029	
	Amount	% Total	Amount	% Total
Revenue				
Tournament Fees	$68.9	5.5%	$185.6	11.1%
Facility Rental	895.4	71.9%	964.3	57.5%
Concessions (Net)	162.4	13.0%	278.3	16.6%
Merchandise (Net)	81.2	6.5%	139.2	8.3%
Room Night Rebates	36.6	2.9%	109.0	6.5%
Total Revenue	$1,244.6	100.0%	$1,676.3	100.0%
Operating Expense				
Salaries & Benefits	$976.7	78.5%	$1,143.5	68.2%
Administrative & General	43.4	3.5%	50.3	3.0%
Marketing & Sales	38.9	3.1%	41.9	2.5%
Repair & Maintenance	21.2	1.7%	50.3	3.0%
Supplies & Equipment	56.6	4.6%	67.1	4.0%
Utilities	67.2	5.4%	75.4	4.5%
Total Operating Expense	$1,204.1	96.8%	$1,428.4	85.2%
NET OPERATING INCOME (LOSS)	$40.4	3.2%	$247.9	14.8%
Non Operating Revenue				
Sponsorships	$53.8	4.3%	$58.0	3.5%
Total Non Operating Revenue	$53.8	4.3%	$58.0	3.5%
Non-Operating Expense				
Property Tax	$27.6	2.2%	$29.3	1.7%
Capital Expense Reserve Fund	24.9	2.0%	67.1	4.0%
Insurance	31.1	2.5%	33.5	2.0%
Management Fee	49.8	4.0%	67.1	4.0%
Total Non-Operating Expense	$133.4	10.7%	$196.9	11.7%
TOTAL NET INCOME (LOSS)	($39.0)	-3.0%	$109.0	6.5%

HVS intends for financial projections to show the expected levels of revenues and expense. Projections show smooth growth over time. However, event demand and booking cycles are not always smooth. Unpredictable local and national economic factors can affect business. Event demand is often cyclical, based on rotation patterns and market conditions. Therefore, HVS recommends interpreting the

financial projections as a mid-point of a range of possible outcomes and over a multi-year period rather than relying on projections for any one specific year.

Cost Estimate

In the absence of physical planning efforts, precise cost estimates for developing the proposed sports complex are not available. But rough order-of-magnitude estimates can be generated based on the cost of similar venue developments.

HVS gathered project costs for 15 indoor sports complexes and estimated the cost per square foot in 2023 dollars. The cost per square foot for these projects ranged from under $125 to over $380. Though reported project costs vary in what they include, we assume these estimates do not include the cost of land. Costs can be influenced by land features, the quality of the improvements, and type of building structure. A midpoint of $275 per square foot was used for our analysis. The following shows a range of possible construction costs based on the comparable venue costs.

FIGURE 1-8
ESTIMATED SPORTS COMPLEX BUILDING COST

Estimated Gross Floor Area (SF)		138,200	
	Low	**Mid**	**High**
Cost per SF	$220	$275	$330
Construction Cost ($ millions)	$30.4	$38.0	$45.6

The cost of construction for the proposed sports complex ranges from $30.4 million to $45.6 million. In the absence of a specific construction and building plan, these estimates should be considered rough approximations of value and costs. Given the project would not produce significant net income, public resources would be necessary to finance this development.

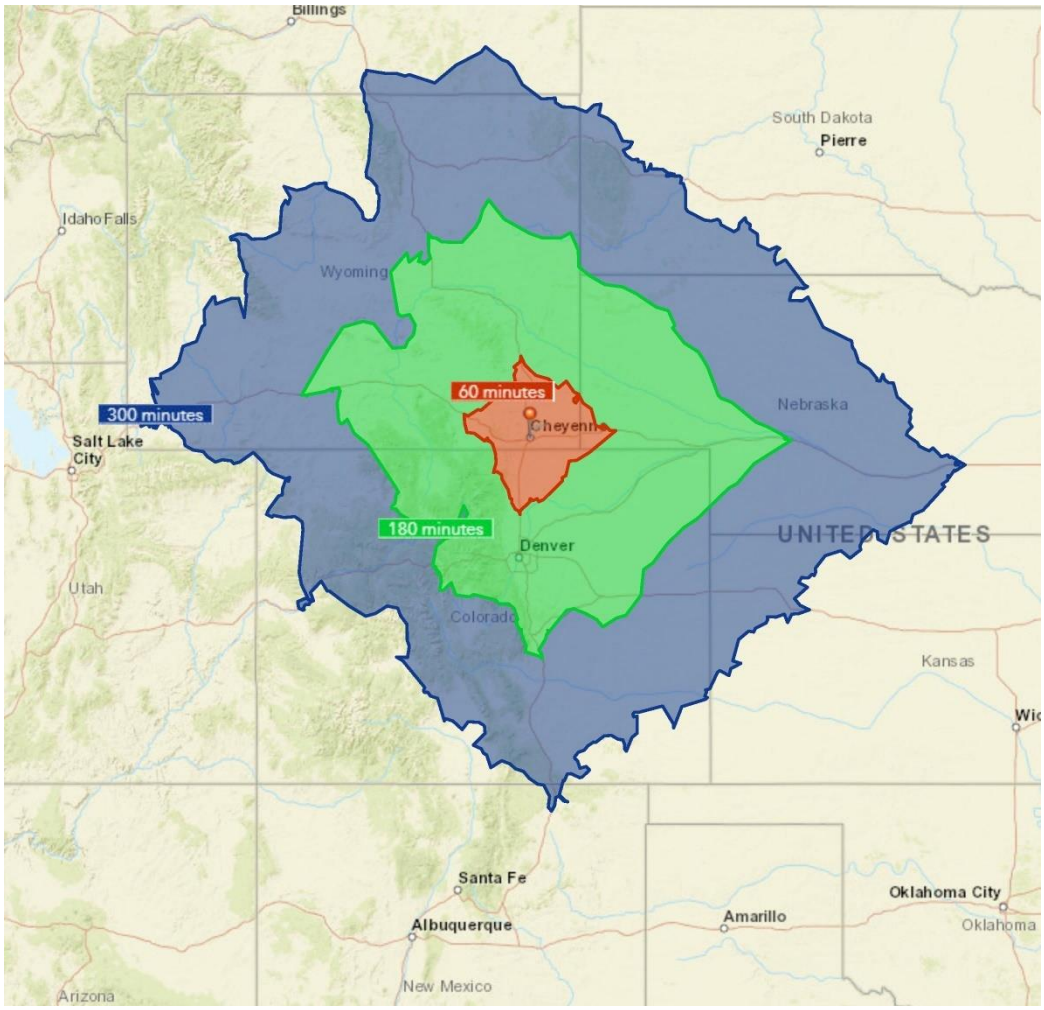
2. Market Area Overview

This market area analysis reviews economic and demographic data that describe the overall condition of the local economy in Cheyenne, WY. The economic and demographic trends indicate the demand potential for the proposed sports complex. HVS analyzed the following economic indicators: population, income, sales, drive-time economic and demographic indicators, workforce characteristics, employment levels, lodging supply, highway accessibility, and airport access.

Market Area Definition

The market area for an amateur sports and recreation facility consists of the geographic region where regular users of the facility live. HVS defined the market for regular users as those living with a one-hour drive of the proposed venue. Tournaments would draw attendees from an even larger drive time radius, which HVS defined as three hours for smaller tournaments and up to five hours for larger, regional events. The following figure identifies these areas and their boundaries within the context of downstate Wyoming and the moutain-western United States.

MAP OF SPORTS MARKET AREA



Source: Esri

The one-hour drive-time encompasses the south-eastern corner of Wyoming and parts of the north-eastern corner of Colorado. The three-hour drive-time captures populations in several nearby metropolitan areas, including Denver and Colorado Springs to the south and Casper to the north. The five-hour drive time extends to populations in Pueblo, Kearney, and Rapid City. HVS used the drive time markets to assess the area's ability to maintain the appeal of a large sports complex for local, regional, and national users.

Wyoming is known nationally for its beautiful mountains, rugged landscape, and Wild West environment. The state covers 97,914 square miles in area. Wyoming is bordered by Montana to the north, Idaho and Utah to the west, Utah and Colorado

to the south, and South Dakota and Nebraska to the east. Interstate 80 bisects the state on an east/west axis, while Interstate 25 bisects the state on a north/south axis.

The capital of Wyoming is Cheyenne, located in the southeast corner of the state. Host of the world's largest rodeo, Wyoming has strong ties to agriculture, ranching, and outdoor recreation. Casper's central location in Wyoming has allowed it to become the transportation hub of the state. Other notable cities include Laramie (south), Jackson (west), and Sheridan (north). Yellowstone National Park is situated in the northwestern portion of the state.

Cheyenne is an active economic, cultural, and political center for the Northern Plains. Cheyenne was named after the local Indian tribe who hunted buffalo and antelope up and down the Crow Creek. The most populous city in Wyoming, Cheyenne serves as the state capital and the county seat of Laramie County. Located in the southeast corner of Wyoming, just ten miles north of Colorado and 40 miles west of Nebraska, Cheyenne is a major transportation hub, situated at the interchange of Interstates 25 and 80 and served by two major railroads. Cheyenne is also an important healthcare provider in the region, home to two major hospitals, including a VA Medical Center.

Cheyenne Economic and Demographic Review

For this analysis, HVS used the Complete Economic and Demographic Data Source published by Woods & Poole Economics, Inc as a primary source of economic and demographic statistics. Woods & Poole runs a well-regarded forecasting service that uses a database containing more than 900 variables for each county in the nation. Their regional model yields forecast of economic and demographic trends. Census data and information published by the Bureau of Economic Analysis serve as the basis for historical statistics. Woods & Poole uses these data to formulate projections, and the group adjusts all dollar amounts for inflation to reflect real change.

To capture economic trends for Cheyenne within the Economic and Demographic Review, HVS considered Laramie County as the primary market. Additionally, HVS used the Denver-Aurora, CO CSA as an indicator of the broader market characteristics.

For local economic and demographic data, HVS used Esri Business Analyst Online ("Esri"). Esri is a well-regarded forecasting service that applies geographic information system technology ("GIS") to produce extensive demographic, consumer spending, and business data analyses. Esri employs a sophisticated location-based model to forecast economic and demographic trends. Esri models rely on U.S. census data, the American Community Survey, and other primary research.

FIGURE 2-1
ECONOMIC AND DEMOGRAPHIC DATA SUMMARY

Economic Indicator/Area	Beginning Amount	2010	2020	2022	2027	Ending Amount	Estimated Annual Compound Change 2022 to 2027
Resident Population (millions)							
Laramie County	0.09					0.11	0.7%
State of Wyoming	0.56					0.6	0.7%
United States	309.3					345.5	0.7%
Per-Capita Personal Income* (thousands)							
Laramie County	$45.3					$56.5	1.9%
State of Wyoming	$48.7					$63.4	1.6%
United States	$42.5					$58.3	1.7%
W&P Wealth Index							
Laramie County	109					98	0.2%
State of Wyoming	120					113	-0.1%
United States	100					100	0.0%
Food and Beverage Sales* (billions)							
Laramie County	$0.1					$0.2	2.1%
State of Wyoming	$0.9					$1.3	2.2%
United States	$475.3					$840.4	2.2%
Total Retail Sales* (billions)							
Laramie County	$1.9					$2.2	0.7%
State of Wyoming	$9.7					$11.6	0.7%
United States	$4,385.2					$6,490.0	0.7%

* Inflation Adjusted

Source: Woods & Poole Economics, Inc.

From 2010 to 2020, the resident population of Laramie County grew by approximately 0.8%, which indicates a steadily growing population. Over that same period, the U.S. population grew at an average annual compounded rate of 0.7%, while the State of Wyoming grew at slower rate of 0.2%.

Following population trends, per-capita personal income increased modestly, at an average annual rate of 0.9% for Laramie County between 2010 and 2020. The average per-capita personal income for Laramie County is expected to grow to $56,500 by 2027. From 2010 to 2020, both Laramie County and the State of Wyoming saw declining wealth levels;. however, the Wealth Index for Laramie County is forecast to remain stable through 2027.

Food and beverage sales totaled $153 million in Laramie County in 2020, versus $142 million in 2010. The pace of growth is anticipated to increase to a level of 2.1% from 2022 to 2027. The retail sales sector demonstrated an annual decrease of 0.2%

from 2010 to 2020, with growth forecast to increase slightly to 0.7% from 2022 to 2027.

Drive-time Economic and Demographic Review

For local economic and demographic data, HVS used Esri Business Analyst Online ("Esri"). Esri is a well-regarded forecasting service that applies geographic information system technology ("GIS") to produce extensive demographic, consumer spending, and business data analyses. Esri employs a sophisticated location-based model to forecast economic and demographic trends. Esri models rely on U.S. census data, the American Community Survey, and other primary research.

The following figure shows Esri drive-time population data. For its analysis, HVS used three drive-time radii—one-, three-, and five-hours. The radii were banded separately so that reported figures do not overlap or double count. The size of the resident population surrounding a recreation facility is an important indicator of demand potential for all types of usage, including tournaments, leagues, camps, clinics, outside rentals, and other recreation activities.

FIGURE 2-2
DRIVE-TIME POPULATION PROJECTIONS

Drive Time (minutes)	Population (000s)			Total Households (000s)		
	2022	2027	Annual Growth	2022	2027	Annual Growth
0 - 60	592	616	0.80%	233	242	0.76%
60 - 180	4,749	4,917	0.70%	1,852	1,915	0.67%
180 - 300	1,203	1,210	0.12%	481	485	0.17%

Source: Esri

Because it includes Denver, the one- to three-hour drive-time radius is the strongest market in population surrounding Cheyenne. The area within three-hours of Cheyenne expected to experience modest population increase from 2022 to 2027.

The success of a recreation facility lies in its ability to develop programming that appeals to a broad cross-section of the marketplace. A market's age distribution can be a decisive factor in determining potential demand for the proposed sports complex and can also provide insight into the types of events and programs that the market will support. A market with strong youth and teen populations suggests a stronger demand for family-oriented programming and higher participation rates in amateur sports programs. In general, a younger population represents a positive sign for sports and recreation facility demand. The following figure provides the breakout of the above population figures by age group.

FIGURE 2-3
DRIVE-TIME AGE BREAKDOWN

Age Range	Drive Time (minutes)			U.S. Avg.
	0 - 60	60 - 180	180 - 300	
0 to 9	12%	13%	12%	12%
10 to 24	23%	19%	18%	19%
25 to 44	27%	28%	25%	27%
45 to 64	23%	25%	25%	25%
65 and above	16%	15%	19%	17%
Total Population (under 18)	126,000	1,082,000	265,000	

Source: Esri

In the one-hour drive-time area, 34% of the population are younger than 24 years old, which is above the US average. Half of the population belongs to the 25 to 64 age group. Minor variances in age distribution and the median age of the markets would not produce material impacts on sports participation rates.

The following figure shows bracketed household income by drive-time. Income levels affect the ability of a market to support a recreation facility because more frequent participants tend to be from households with higher levels of disposable income. A healthy and diversified economy not only provides employment and disposable income for a market's residents, but it also helps to insulate an area from economic downturns that could negatively affect facility demand. Trends in median household income indicate the capacity of area residents to participate in sports. Income levels also provide a benchmark for the quality of public and private services and attractions that are necessary to attract out-of-town visitors to tournaments.

FIGURE 2-4
DRIVE-TIME HOUSEHOLD INCOME BREAKDOWN

Household Income	Drive Time (minutes)					
	0 - 60		60 - 180		180 - 300	
	2022	2027	2022	2027	2022	2027
Under $25K	15%	11%	11%	8%	18%	15%
$25K - 49K	15%	11%	14%	10%	20%	17%
$50K - 74K	17%	16%	17%	15%	18%	17%
$75K - 99K	14%	14%	14%	13%	15%	16%
$100K - 149K	18%	21%	20%	22%	18%	21%
Over $150K	20%	26%	25%	31%	12%	15%

Source: Esri

Across all three drive-times, roughly one-third of all households have household income above $75,000. In the one-to-three-hour drive-time, households making over $100,000 account for approximately 45% of all households and will exceed half of all households by 2027.

Retail spending patterns indicate a market's ability to generate a facility's revenues through use and program fees. The following figure presents the annual spending index for the retail segments which would contribute to the proposed sports complex's operating revenue. The Spending Potential Index ("SPI") is household-based and represents the amount spent for a product or service relative to a national average of 100.

FIGURE 2-5
MARKET PROPENSITY TO SPEND ON SPORTS

In the Last 12 Months	Drive Time (minutes)					
	0 - 60		60 - 180		180 - 300	
	SPI	Avg	SPI	Avg	SPI	Avg
Admission to Sports Events	102	$75	119	$87	80	$59
Fees for Participant Sports	104	$136	122	$159	79	$103
Fees for Recreational Lessons	100	$160	120	$192	74	$119
Membership Fees for Social/Recreation/Health Clubs	103	$291	120	$338	80	$226

Source: Esri

Both the one- and three-hour drive-time markets spend more per household on sports and recreation than the national average. The residents living within the three-to-five-hour drive-time spend significantly less per household on recreational sports fees and lessons than do the other drive time markets and the national average.

The following figure shows market propensity to participate in sporting activities, measured using the Market Potential Index ("MPI"). The MPI is household-based. It represents the relative likelihood of the adults/households in a specific area—in this case, the area surrounding the proposed development—to exhibit certain behaviors or purchasing patterns. Compared to a national average of 100, an MPI below 100 indicates a lower likelihood to follow specific spending patterns and an MPI over 100 indicates a higher likelihood.

FIGURE 2-6
MARKET PROPENSITY TO PARTICIPATE IN SPORT ACTIVITIES

Participated in the Last 12 Months	Drive Time (minutes)		
	0 - 60	60 - 180	180 - 300
Baseball	100	102	94
Basketball	104	106	87
Soccer	101	111	86
Softball	103	100	96
Tennis	116	116	85
Volleyball	107	106	102
Attend Sports Events	111	111	97
Attend High School Sports Events	101	96	115

Source: Esri

In the one- and three-hour drive-times, participation in baseball, basketball, soccer, softball, tennis, and volleyball is higher than the national average. Residents are also more likely than the national average to attend sports events.

Education and Employment

The characteristics of an area's workforce provide an indication of the overall stability of the income levels of the resident population. Areas with higher education levels and a predominance of professional occupations in a variety of industries tend to respond to and recover from market shifts more readily than those that rely on employment from a single sector, such as manufacturing.

FIGURE 2-7
HIGHEST LEVEL OF EDUCATION ATTAINMENT

Educational Attainment	Drive Time (minutes)		
	0 - 60	60 - 180	180 - 300
No High School Dimploma	5%	6%	7%
High School Diploma/GED	22%	20%	29%
Some College	19%	18%	22%
Associate/Bachelor's Degree	10%	9%	12%
Graduate/Professional Degree	17%	18%	10%

Source: Esri

The one-hour drive-time population has a well-educated population and a relatively high percentage of adults who have earned a bachelor's degree or higher. As the drive-time increases, the percentage of adults with advanced degrees decreases. The following figures show employment by occupation and by industry across the different drive-times.

FIGURE 2-8
EMPLOYMENT BY OCCUPATION

Occupation Type	Drive Time (minutes)			U.S. Avg
	0 - 60	60 - 180	180 - 300	
Service Jobs	15%	14%	18%	16%
White Collar Jobs	65%	67%	56%	62%
Blue Collar Jobs	20%	18%	26%	22%
Employed Population Age 16+	304,000	2,577,000	608,000	

Source: Esri

FIGURE 2-9
EMPLOYMENT BY INDUSTRY

Industry	Drive Time (minutes)			U.S. Avg
	0 - 60	60 - 180	180 - 300	
Health Care/Social Assistance	13%	13%	15%	15%
Education	13%	9%	9%	9%
Wholesale/Retail Trade	13%	12%	13%	13%
Services	11%	11%	12%	11%
Information/Tech Services	10%	15%	6%	10%
Transportation/Utilitites	8%	10%	9%	10%
Manufacturing	8%	7%	6%	10%
Construction	8%	8%	9%	7%
Public Administration	6%	5%	6%	5%
Finance/Real Estate/Insurance	5%	8%	5%	7%
Agriculture/Mining	3%	2%	7%	2%
Arts/Entertainment/Recreation	2%	2%	2%	2%

Source: Esri

Compared to the national average, more residents in the one-hour and three-hour drive-times are in white-collar jobs. The drive-time markets are well diversified in a variety of industries.

The following table shows the workforce distribution by business sector, specific to Laramie County.

FIGURE 2-10
HISTORICAL AND PROJECTED EMPLOYMENT

Sector/Geographic Area	Beginning Amount (thousands)	2010 2020 2022 2027	Ending Amount (thousands)
Laramie County			
State And Local Government	11.3		12.0
Finance And Insurance	3.4		8.6
Retail Trade	6.7		6.6
Health Care And Social Assistance	4.8		6.4
Accommodation And Food Services	4.2		5.4
Real Estate And Rental And Lease	2.9		5.3
Transportation And Warehousing	3.5		5.0
Construction	3.6		4.9
Professional And Technical Services	2.7		4.2
Federal Military	3.6		3.7
Other	14.9		18.9
Total Laramie County	61.4		80.9
U.S.	172,902		223,733

Source: Woods & Poole Economics, Inc.

Almost every one of the top ten industries in Laramie County are expected to grow through 2027. The State and Local Government sector will remain the largest sector in Laramie County through 2027. From 2022 to 2027, the Finance and Insurance sector is projected to grow total employment by as much as 25%. Real Estate, Professional and Technical Services, and Health Care are also projected to grow by 12% to 15%.

Major Business and Industry

The following table presents a list of the major employers in Laramie County.

FIGURE 2-11
MAJOR EMPLOYERS

Firm	Number of Employees
F.E. Warren AFB	4,177
State of Wyoming	3,755
Laramie County School District #1	2,289
Cheyenne Regional Medical Center	1,900
Federal Government	1,728
Wyoming National Guard	1,130
Veterans' Affairs Medical Center	980
Walmart Distribution Center	772
Union Pacific Railroad	660
Lowes Distribution Center	644
Sierra Trading Post	591
City of Cheyenne	568

Four of the top five major employers in Laramie County belong to either the Military or Federal and Local Government sectors. The government sector is important for Cheyenne, with the Francis E. Warren Air Force Base serving as the area's largest employer. This base operates 50 Peacekeeper Missiles and 150 Minuteman III Missiles as part of the United States Strategic Defense Mission; it is one of four strategic missile bases in the United States. The base is home to the 90th Missile Wing, which oversees and operates more than 30 missile-launch sites in southeast Wyoming, western Nebraska, and northern Colorado. The base is also home of the 20th Air Force headquarters, which maintains and operates all the intercontinental ballistic missiles of the U.S. Air Force. In 2016, the United States Air Force announced plans to transfer a portion of the base, which was used during the Cold War, to the Wyoming State Parks & Cultural Resources agency to create a museum and tourism attraction.

Cheyenne Regional Medical Center (CRMC) is a non-profit county hospital. Established in 1867, CRMC is one of the oldest hospitals in the western United States. Originally founded to serve the needs of railroad and military workers, CRMC now offers complete cardiac, neurological, orthopedic, cancer, trauma, and general medical care; furthermore, the CRMC Cheyenne Regional Cancer Center is located within the medical center and serves as a regional destination for oncology services for southeast Wyoming, western Nebraska, and northern Colorado.

Technology businesses and data-management companies are increasing their presence in the Cheyenne area. Most notably, Microsoft announced in 2021 that it would bring two new data centers to Cheyenne, adding to their existing cloud

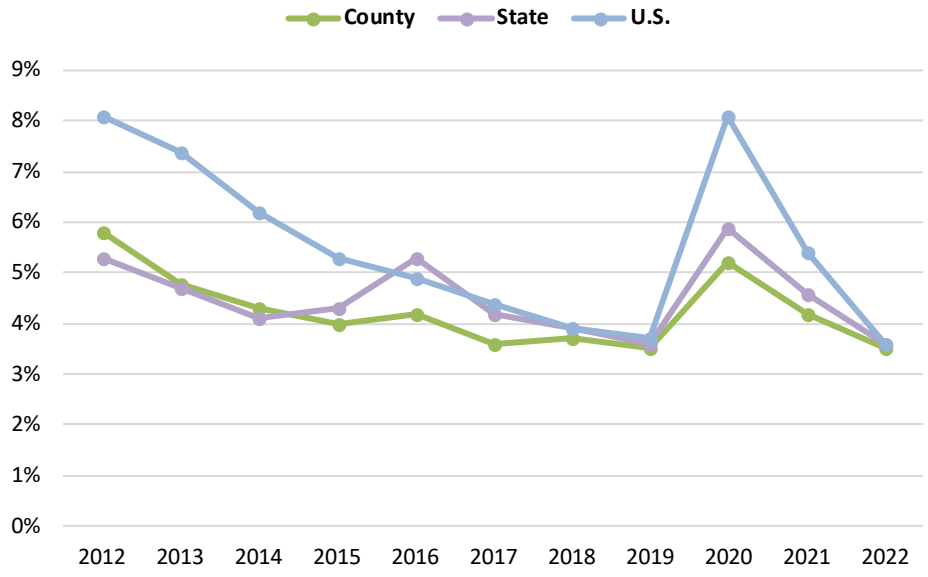
infrastructure services. Microsoft's investments have strengthened Cheyenne's ability to attract companies in technology industries.

The economic base is becoming more diverse in the Cheyenne market, with expansions in the healthcare and technology sectors. The military and government sectors will continue to anchor the economy, while light manufacturing and other private-sector employers should continue to expand. The prevalence of national defense and high-tech firms, as well as emerging clean technology companies, should provide a strong base for the local economy in the near term.

Unemployment Statistics

Unemployment statistics measure the health of the local economy. The following table presents historical unemployment rates for the market area.

FIGURE 2-12
UNEMPLOYMENT STATISTICS



Like the rest of the country, Laramie County and the State of Wyoming experienced an employment recovery following the 2009 economic recession. In 2020, Both Laramie County and the State of Wyoming saw significant unemployment increases caused by the COVID-19 pandemic, although the respective increases were less severe than national trends. Unemployment has returned to more stable levels in line with national averages as of 2022.

Lodging Supply

STR, an independent research firm that compiles proprietary data on the lodging industry, maintains a database of approximately 140,000 hotel properties and 13

million hotel rooms globally. The figures below show the STR database inventory of all hotel rooms in Laramie County. by service level and size. The quality of the hotels also indicates the market's ability to support a sports facility.

FIGURE 2-13
LODGING SUPPLY BY CHAIN SCALE IN CHEYENNE

Chain Scale	Number of Properties	Number of Guest Rooms
Upscale	3	375
Upper Midscale	9	868
Midscale	3	253
Economy	8	548
Total	23	2,044

Source: STR

FIGURE 2-14
LODGING SUPPLY BY SIZE IN CHEYENNE

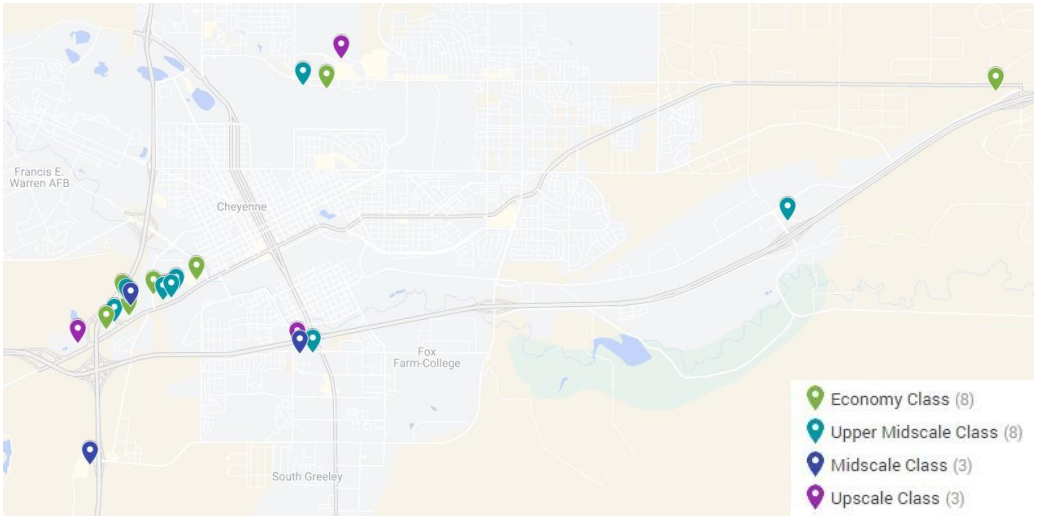
Size (Number of Guest Rooms)	Number of Properties	Number of Guest Rooms
Less than 50	1	30
50 to 99	17	1,259
100 to 199	4	510
200 to 299	1	245
Total	23	2,044

Source: STR

The lodging supply in Cheyenne is relatively limited in terms of number of properties, scale, and size. Approximately 62% of all rooms in Cheyenne are in properties between room counts of 50 and 99. While rooms are spread out across a variety of chain scales, there are no upper upscale or luxury offerings in Cheyenne.

The map below shows the location of lodging options categorized by chain scale.

FIGURE 2-15
LODGING SUPPLY BY CHAIN IN CHEYENNE



Source: Google MyMaps, STR

Local Exercise & Recreation Facilities

An understanding of a local market's exercise and recreation facilities can provide insight into established demand for sports and recreational activity in the area. The chart below summarizes the supply of local exercise and recreation facilities with amenities in Cheyenne. HVS did not include local sports complex facilities in this analysis. They will be discussed in later chapters.

FIGURE 2-16
EXERCISE & RECREATION FACILITIES IN CHEYENNE

Facility	Programs	Ammentities
WYCO Baseball / Softball Academy	- baseball & softball training - hitting training - pitching training	- batting cages - pitching tunnels
The Factory	- baseball & softball training - children's parties	- multiple batting cages - HitTrax batting simulators
Cheyenne Family YMCA	- open gym & fitness classes - adult/youth sports - day camps & after-school childcare	- standard gym equipment - 25M indoor pool - indoor hardwood court - childcare space
Golds Gym	- open gym & fitness classes - adult sports - personal training	- indoor sport court - 25M indoor pool - boxing/MMA training area - tanning beds
Fitness 307 (2 locations)	- open gym & fitness classes - personal training	- cardio room w/ movie screen - tanning beds - rock clibming wall - lounge smootie bar
Smart Sports Medicine Center	- open gym & fitness classes - physical therapy & rehabilitation - personal training	- standard gym equipment - heavy weight lifting room - core/stretching area - theraputic saltwater pool
Planet Fitness	- open gym & fitness classes - personal training	- standard gym equipment - cardio machines - tanning beds
Elevate Studio	- open gym & fitness classes - private rental - personal training	- two large studio spaces - standard gym equipment
Warren Air Force Base	- access for active duty military, retirees, families, and civilians workers that qualify - open gym & fitness classes - adult sports - day camp & after-school childcare	- standard gym equipment - racquetball courts - youth area - indoor hardwood court

Sources: Respective websites

Highway Accessibility

The market has excellent access to highways. Interstate 80 provides east-west access, while Interstate 25 and U.S. Route 85 offers north-south access in and out of Cheyenne.

Airport Traffic

Airport passenger counts indicate a market's ability to support national and international competitions. Trends in passenger counts reflect local business activity and the area's economic health. Event planners consider airport access when choosing a destination for their sporting events. The area contains two relevant airports: Cheyenne Regional Airport and Denver International Airport.

The following table illustrates the previous decade's passenger traffic statistics for Cheyenne Regional Airport and Denver International Airport.

FIGURE 2-17
AIRPORT STATISTICS - PASSENGER STATISTICS

Cheyenne Regional Airport			Denver International Airport		
Year	Passenger Traffic	Annual Percent Change	Year	Passenger Traffic	Annual Percent Change
2013	26,000		2013	52,556,000	
2014	11,600	-55.4%	2014	53,473,000	1.7%
2015	6,700	-42.2%	2015	54,015,000	1.0%
2016	3,100	-53.7%	2016	58,267,000	7.9%
2017	1,700	-45.2%	2017	61,379,000	5.3%
2018	3,600	111.8%	2018	64,495,000	5.1%
2019	32,100	791.7%	2019	69,016,000	7.0%
2020	6,200	-80.7%	2020	33,741,000	-51.1%
2021	8,000	29.0%	2021	58,829,000	74.4%
2022	37,500	368.8%	2022	69,286,000	17.8%
YTD through Mar			YTD through Apr		
2022	5,614		2022	19,934,118	
2023	9,921	76.7%	2023	23,194,149	16.4%

Sources: Cheyenne Regional Airport, Denver International Airport

The most recent data illustrates a recovery of air travel from 2020 levels. Passenger volumes for both airports have surpassed 2019 levels and 2023 YTD levels are ahead of 2022.

Cheyenne Regional Airport

The Cheyenne Regional Airport is located one mile north of Downtown Cheyenne. Following the departure of Great Lakes Airlines in March 2018, the airport did not offer commercial service to/from Cheyenne. However, in November 2018, American Airlines began offering daily nonstop service to/from Dallas/Fort Worth International Airport. An $18.1-million passenger terminal was completed in 2018; the new 30,000-square-foot terminal can accommodate three airlines and includes a rental-car desk, dining facilities, ticketing counters, and a parking lot. Furthermore, the airport is home to the Wyoming Army National Guard's C Company and Wyoming Air National Guard's 153d Airlift Wing.

In April 2021 the Cheyenne Regional Airport was closed to commercial airline travel during a runway reconstruction and renovation project, limiting passenger traffic recovery following the pandemic. While the reconstruction project had an anticipated completion date of July 2021, the airport and runway did not reopen until November 1, 2021. The Cheyenne Regional Airport experienced a strong 2022, which was attributed to reduced COVID restrictions and the introduction of United Airlines service to/from Denver International Airport. This growth trend has continued in the year-to-date 2023 period, per the latest statistics. Currently, the Cheyenne Regional Airport is closed to commercial flights from April to September due to the construction of a new runway.

Denver International Airport

Denver International Airport opened in 1995 at a cost of $4.8 billion. United Airlines, Southwest Airlines, and Frontier Airlines utilize the airport as a major hub. The airport has completed several expansions in recent years, including the addition of five new gates, shops, and restaurants in Concourse C in 2014, a new Westin hotel in 2015, and a public-transit center that connects the airport via FasTracks with Downtown Denver in 2016. A new, 1,800-space parking garage also opened in 2016. Denver International Airport broke ground on the redevelopment of the Jeppesen Terminal's Great Hall in July 2018; however, in August 2019, the construction contract was terminated given poor construction quality, safety violations, and timeline disagreements between airport officials and the general contractor. A new general contractor was selected in February 2020, and construction began again in the spring of 2020; however, with more delays in funding and stalled construction due to COVID-19, the new planned date of completion is 2024. Additionally, in 2018, a $1.5-billion, 39-gate expansion project began that will add capacity to all three concourses; new gates began to open in November 2020, with all new gates fully operational in 2022.

Following an increase in passenger traffic in 2019, attributed primarily to additional routes and service implemented after improving economic conditions, Denver International Airport experienced a substantial decrease in passenger traffic in 2020 because of the COVID-19 pandemic. However, travel rebounded strongly in 2021, as evidenced by the year-end 2021 figures that reached roughly 85.0% of the 2019 levels, with the 2022 passenger count representing a historical high. Year-to-date data illustrate a continuation of this trend, with passenger volume significantly higher than the same three-month period in 2022.

Complementary Developments in Cheyenne

The development of the area and communities surrounding a sports complex can impact destination appeal and import new residents or spending, which can adjust the demographic and economic characteristics of the market area. The following is a list of complementary developments in Cheyenne.

- **Kiwanis Park** is a 105-acre parcel between Whitney Road and Pershing Blvs. in Cheyenne. With a land purchase executed in 2017, the city aims to turn the parcel into a beautiful outdoor community space.[1] While final plans have not been announced, the inclusion of a large park and outdoor community space would bode well for the development of a youth sports complex.

- **Eagle Claw Fishing Tackle Co.** is a large fishing sports manufacturer headquartered in Denver, Co. In early 2022, the City of Cheyenne and Eagle Claw owners broke ground on the company's new manufacturing plant to be built in Cheyenne's Business Parkway. The 115,000-square-foot facility is expected to be completed in 2024 and will bring as many as 200 jobs to Cheyenne when fully operational.[2]

Conclusion

The Cheyenne market continues to diversify. The presence of large military and government operations, a major regional medical center, and a growing high-tech and computer industry provide the area with a strong economic base. The second-largest employer for the market is the Francis E. Warren Air Force Base, one of four strategic missile bases in the United States. The technology sector and manufacturing industry are also showing growth in the Cheyenne economy; most notably, Microsoft is expanding its presence and adding two new data centers and Eagle Claw Fishing Tackle is building a new manufacturing plant. The continued diversification of the economy in Cheyenne, as well as increased government spending, should bolster the area's economy in the near term.

Given the high levels of household formation and household income as well as a strong propensity to spend disposable income on sports activities, the market provides reasonably healthy support for youth and adult participation sports activities. This potential market is the strongest within a one-to-three-hour drive time and the longer drive-time market is lacking in population, participation, and spending compared to the closer markets. A lack of direct airport access will be an obstacle in attracting national tournaments, and the potential sports complex should focus on regional and drive-in demand.

---

[1] "East Cheyenne Park Renamed After Kiwanis Club," Hannah Black, Wyoming Tribune Eagle, Jul 6, 2022, https://www.wyomingnews.com/news/local_news/east-cheyenne-park-renamed-after-kiwanis-club/article_3e6f94bd-d385-5009-95ed-5df9c0b3f82a.html

[2] "Eagle Claw Breaks Ground on 115,000-square-foot Manufacturing Facility," Will Carpenter, Wyoming Tribune Eagle, January 18, 2022, https://www.wyomingnews.com/wyomingbusinessreport/industry_news/construction/eagle-claw-breaks-ground-on-115-000-square-foot-manufacturing-facility/article_005350fc-9760-11ed-902f-e7c8ffa1d311.html

3. Sports Participation and Facility Trends

In this section, HVS presents an analysis of trends for the participatory sports industry. National and regional participation trends in sports inform the demand for venues. The purpose of this trends analysis is to provide background information necessary to assess the potential for the Proposed Sports Complex.

Data Sources

For its analysis, HVS used the 2022 Sports & Fitness Industry Association Sports, Fitness, and Leisure Activities Topline Participation Report ("SFIA Report"). The SFIA Report provides participation data from 2016 to 2021 for a variety of team and individual sports. The Sports & Fitness Industry Association ("SFIA") produces detailed reports regarding participation levels and demographics. While SFIA participation counts should not be considered absolute representations of the full levels of participation, participation and growth rates provide an indication of each activity's relative popularity in the US.

In addition to the SFIA Report, HVS drew upon data from the National Federation of State High School Associations ("NFHS"). The NFHS produces participation statistics, which monitor the number of schools and approximate participation across boys' and girls' sports. Given that the NFHS reports high school participation, NFHS data does not reflect extracurricular sports leagues and only represents data from high schools that report to the NFHS. Due to the COVID-19 pandemic and varying levels of municipal restrictions on high school sports, the NFHS did not collect any participation statistics for the 2019/2020 or 2020/2021 seasons.

Overall Participation by Generation and Type of Activity

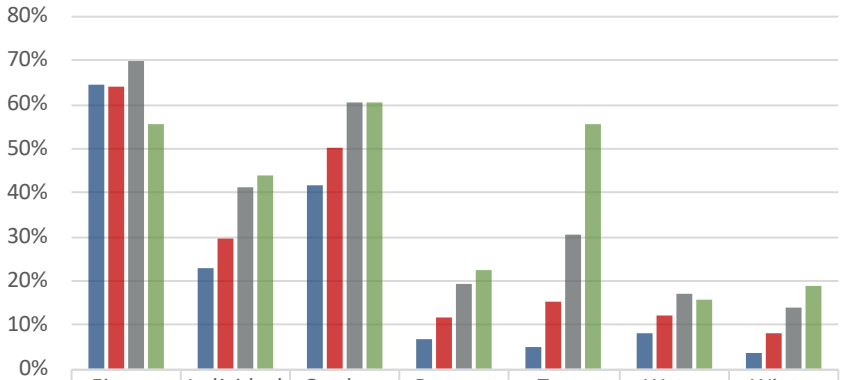
The SFIA Report measures participation trends for the United States across the population over the age of six. The SFIA Report, which is produced in partnership with the Physical Activity Council, does not provide definitions of sports categories but rather groups sports together to form categories. The categories are not mutually exclusive, meaning certain activities belong to more than one category. For example, the individual sports category overlaps with the winter sports category. To better understand SFIA categorization, examples of sports included in each category are listed below.

- **Fitness Sports**—Running/Jogging, Bodyweight Exercise & Bodyweight Accessory-Assisted Training, Dace, High Impact/Intensity Training, etc.
- **Individual Sports**—Archery, Bowling, Hunting, Ice Skating, Martial Arts, Skateboarding, etc.

- **Outdoor Sports**—Adventure Racing, Bicycling, Climbing, Fishing, Hiking, Snorkeling, etc.
- **Racquet Sports**—Badminton, Cardio Tennis, Pickleball, Racquetball, Squash, etc.
- **Team Sports**—Baseball, Basketball, Cheerleading, Field Hockey, Football, Volleyball, Swimming on a Team, Water Polo, etc.
- **Water Sports**—Canoeing, Kayaking, Rafting, Sailing, etc.
- **Winter Sports**—Skiing (Cross-Country), Alpine Touring, Snowboarding, Snowshoeing, Winter Fat Biking, etc.

The following chart summarizes the breakdown of participation rates across age groups for various sport types in 2021.

FIGURE 3-1
ACTIVITY PARTICIPATION SEGMENTED BY GENERATION



	Fitness Sports	Individual Sports	Outdoor Sports	Racquet Sports	Team Sports	Water Sports	Winter Sports
Baby Boomers	64.4%	22.9%	41.9%	6.8%	5.1%	8.2%	3.7%
Gen X	64.2%	29.6%	50.4%	11.8%	15.2%	12.3%	8.2%
Millennials	70.0%	41.3%	60.5%	19.3%	30.6%	17.2%	14.0%
Gen Z	55.8%	44.0%	60.8%	22.6%	55.8%	15.8%	19.1%

Source: 2022 SFIA Topline Participation Report

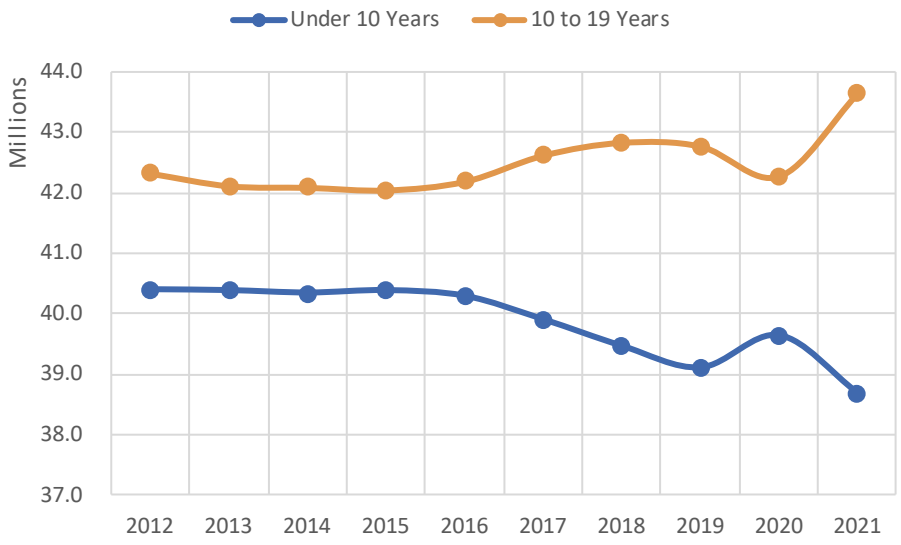
Participation amongst Baby Boomers is greatest for Fitness Sports (reaching 64.4%). Approximately two-thirds of Gen X and Millennials participated in Fitness Sports during 2021. While Fitness Sports dominates participation across the different generations, the SFIA Report indicates that almost 60% of the US population over age six participated in an outdoor activity in 2021. Gen Z drives the highest proportion of Team Sports participation.

National Population, Income & Cost Trends

The youth population is an important indicator of demand potential for all types of sports participation and facility usage, including tournaments, leagues, camps, clinics, outside rentals, and other recreation activities. Income levels affect the ability of parents and local organizations to support member and club fees, tournament costs, and court rentals. Trends in population and income directly relate to the capacity of households to participate in organized sports.

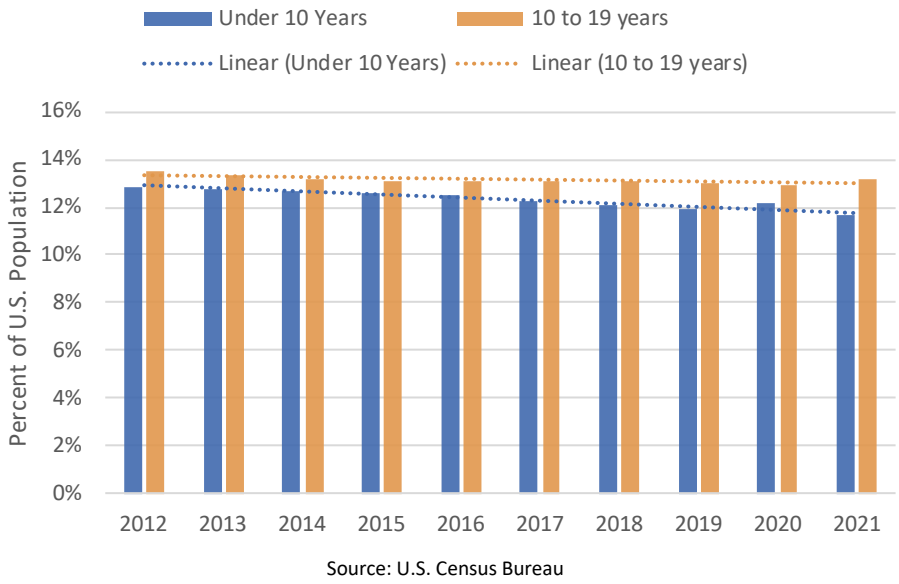
Using data from the U.S. Census Bureau's American Community Surveys, the following figures show youth population trends from 2012 to 2021 and as a percent of total population.

FIGURE 3-2
TOTAL YOUTH POPULATION



Source: U.S. Census Bureau

FIGURE 3-3
YOUTH POPULATION AS A PERCENTAGE OF TOTAL U.S. POPULATION

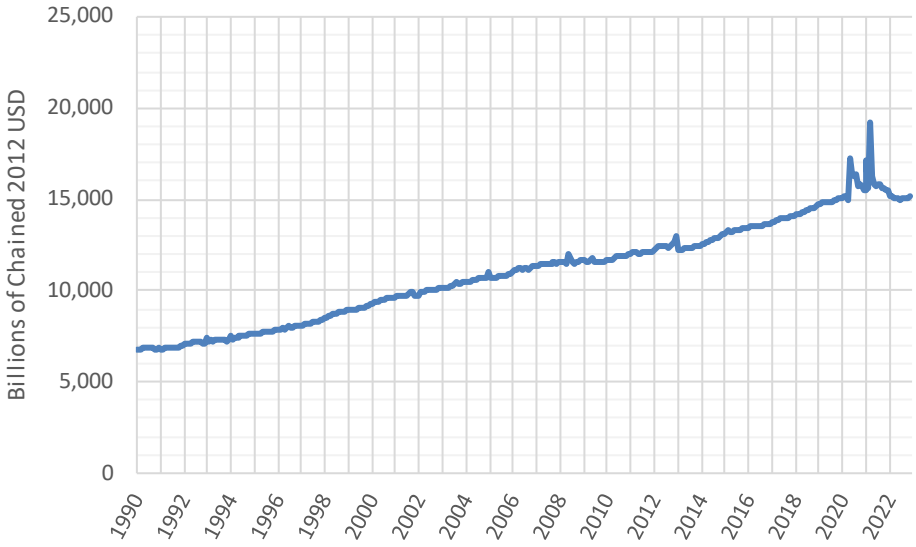


Source: U.S. Census Bureau

While the total quantity of youth population aged 10 to 19 increased from 2016 to 2021, the under ten years population, which predicts a future trend in the former, has decreased in the last five years.

The following figure shows the growth in real disposable personal income over the last 30 years.

FIGURE 3-4
REAL DISPOSABLE PERSONAL INCOME



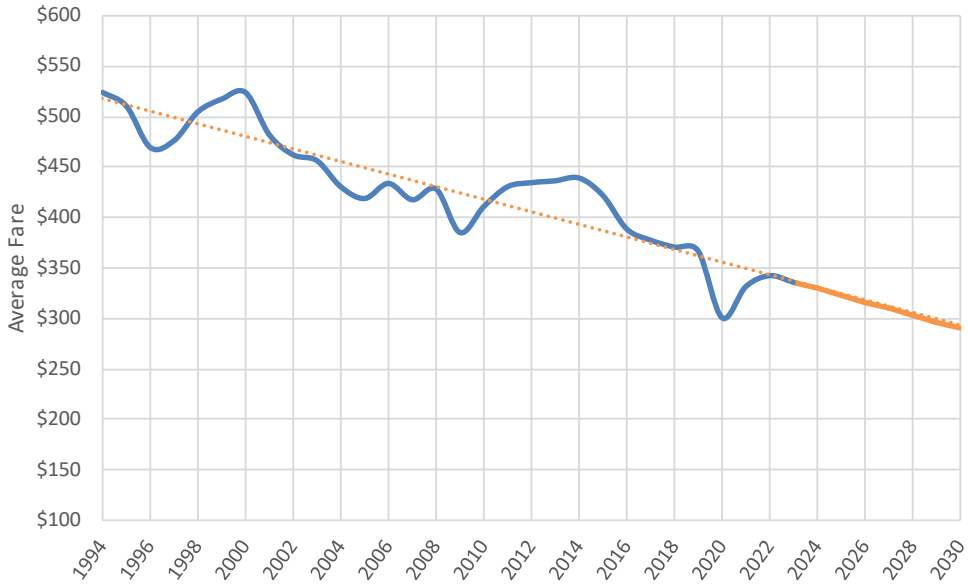
Source: Federal Reserve Economic Data, St. Louis Fed

Disposable income shows a more positive trend than the youth population. In the roughly 30-year period, real disposable income has more than doubled, which has allowed for the flourishing of different kinds of sports organizations and dedicated facilities.

The costs associated with youth sports participation, and especially sports tourism, are a key figure for the future of sports complexes. Trends in the cost of air travel and vehicular travel are indicative of the transportation costs associated with sports tourism.

The following figure plots the national average of U.S. domestic passenger fares, inflated to 2022 dollars. HVS used a linear equation to project the average fare through 2030.

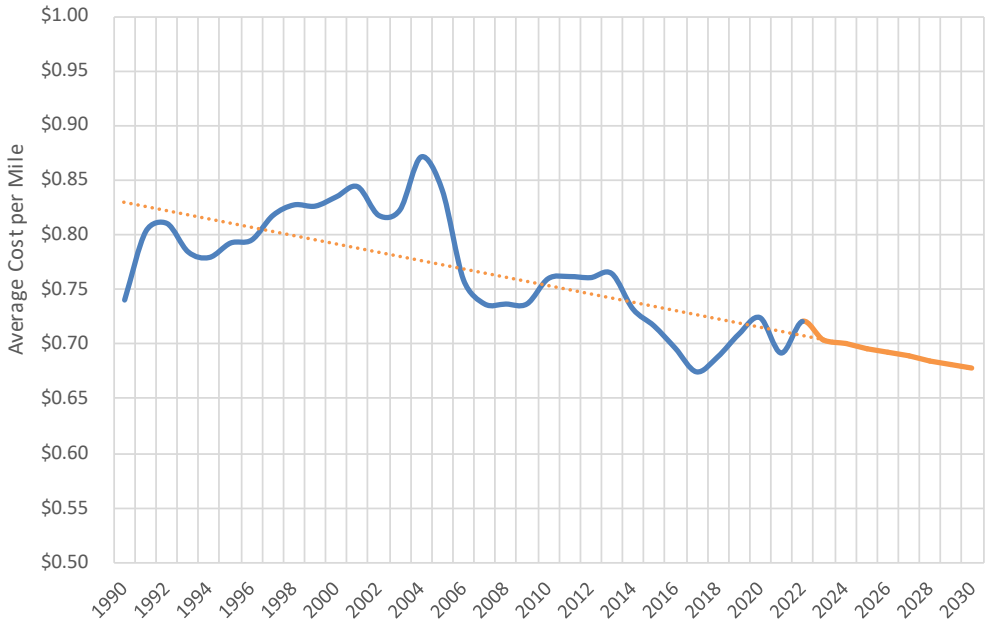
FIGURE 3-5
REAL COST OF AIR TRAVEL (2022 $)



Source: Bureau of Air Transportation, US Department of Transportation (Historical) – HVS Projection

The following figure shows the national average total cost per mile of owning and operating a vehicle, inflation-adjusted to 2022 dollars. All figures reflect the average cost per mile of operating a vehicle 15,000 miles per year in stop-and-go conditions, including gas, maintenance, and tires. HVS used a linear equation to project the average cost per mile through 2030.

FIGURE 3-6
REAL COST OF CAR OWNERSHIP PER MILE (2022 $)



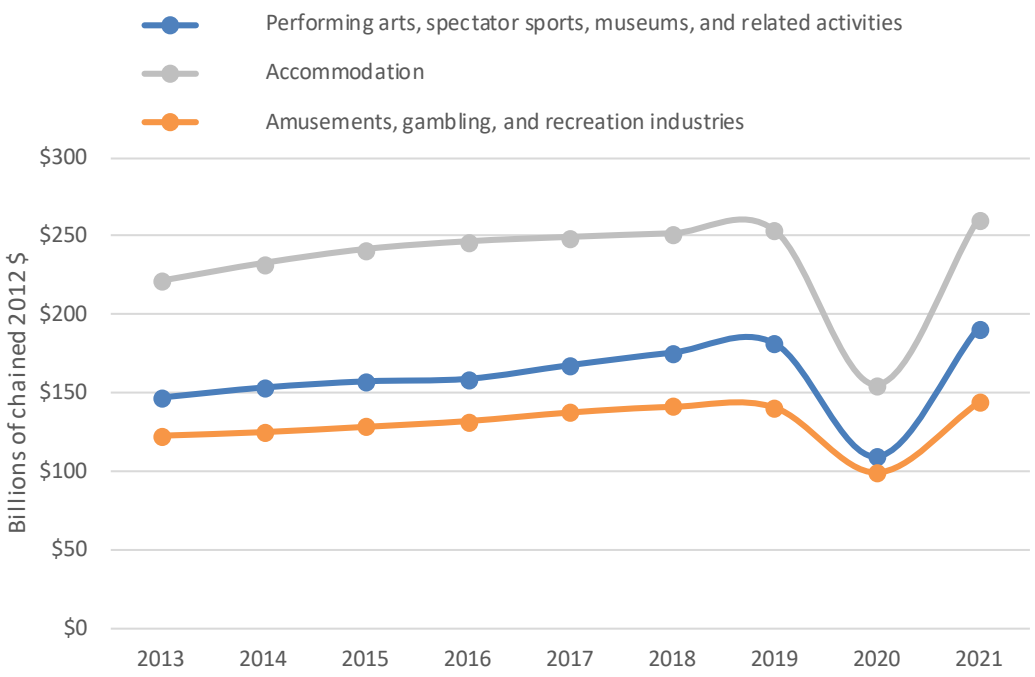
Source: Bureau of Air Transportation, US Department of Transportation (Historical) – HVS Projection

While real costs of travel have fluctuated since the 1990s, trends in air travel and car ownership costs show overall decreases in costs. The growing affordability of travel, along with growing disposable income, are positive trends for the future of sports tourism and youth sports participation.

Youth Sports Spending

Spending patterns indicate a national willingness and ability to spend on sports tourism. The following figure presents the total annual spending index for three industries that include entertainment, recreation, and lodging demand.

FIGURE 3-7
REAL GROSS DOMESTIC OUTPUT BY INDUSTRY



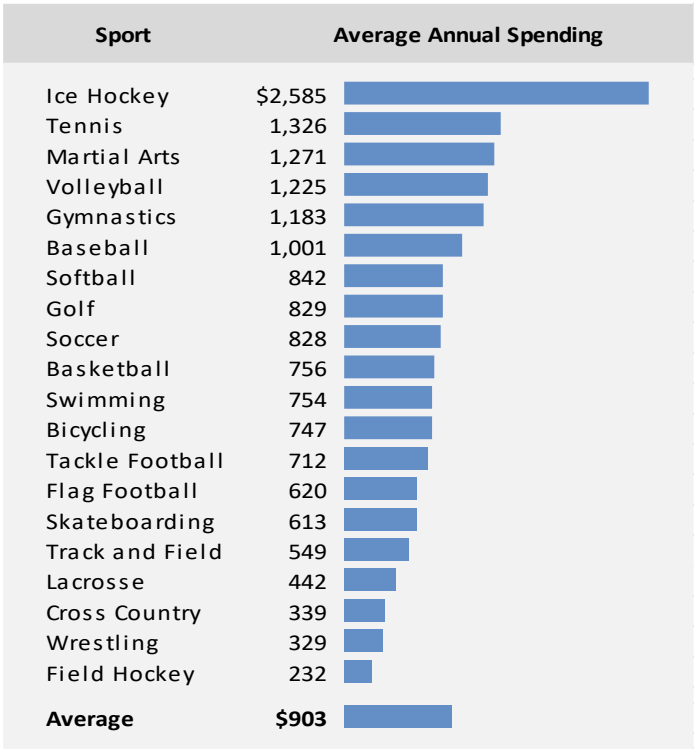
Source: U.S. Bureau of Economic Analysis

In 2020, real gross domestic output showed expected declines in spending due to economic contraction caused by the pandemic. 2021 saw a significant rebound in spending with all three market segments outperforming pre-pandemic levels of spending. Overall, spending patterns from 2013 to 2021 show consistent growth, reflective of increased disposable income in the US.

The Aspen Institute's Project Play released survey results showing high-income households (defined as earning more than $150,000) spend approximately $2,068 annually for one child's participation in a primary sport, while middle-income households (earning between $50,000-and-149,999) and low-income households (earning less than $50,000) spend $940 and $523, respectively.[1] The following figure provides average annual family sports spending prior to the COVID-19 pandemic.

[1] "Cost to Play Trends: State of Play 2022" The Aspen Institute Project Play, https://www.aspenprojectplay.org/state-of-play-2022/costs-to-play-trends

FIGURE 3-8
AVERAGE ANNUAL SPENDING PER FAMILY BY SPORT

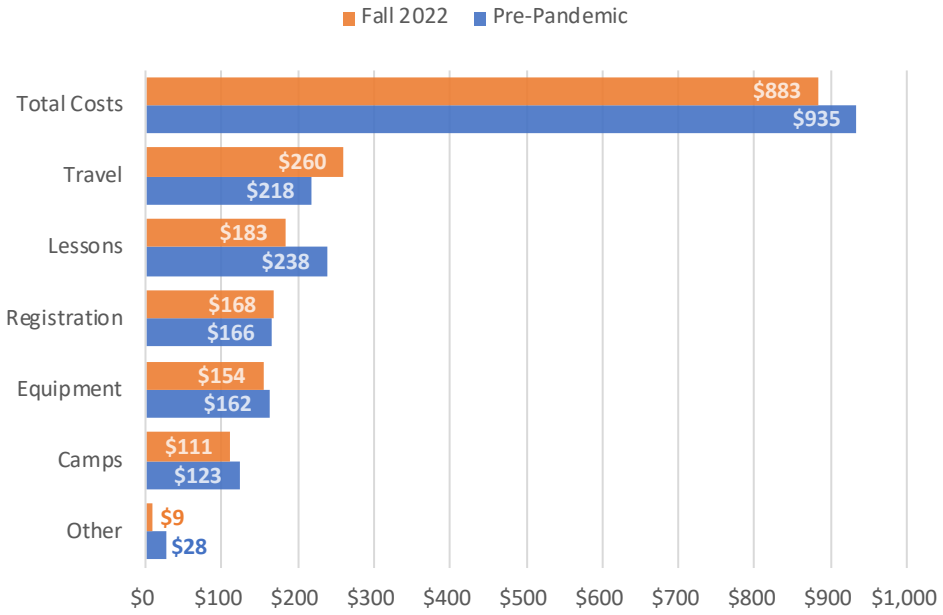


Source: Aspen Institute State of Play 2020

Ice Hockey remains a high-cost sport for youth athletes—due to costs associated with rink rentals and equipment purchases. Sports like Softball, Soccer, Basketball, and Lacrosse fell below the average middle-income household spend of $903.

Decreases in household income across the United States due to economic contraction may result in less spending on tournament and league fees. The following figure provides results from an Aspen Institute/Utah State University survey from September of 2022, which compared the amount of annual family spending for several sport specific categories to pre-pandemic levels.

FIGURE 3-9
AVERAGE ANNUAL FAMILY SPENDING ON PRIMARY SPORT



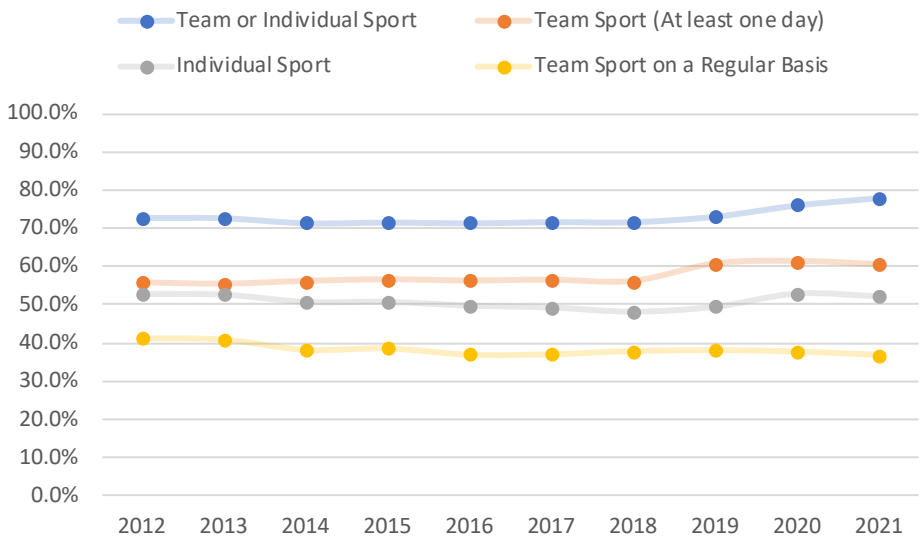
Source: Aspen Institute State of Play 2022

As of Fall 2022, the total average annual family spending on sports declined by 6% compared to pre-pandemic levels. Travel, which rose by 19% during the time, is the only category that experienced a significant increase in average annual spending. The remaining categories experienced significant declines with spending on lessons falling more than 23%.

Youth Sport Participation Trends

The following figures provide the data on how youth sports participation has developed since 2012, broken out by participation type for two age groups: 6 to 12 years old and 13 to 17 years old.

FIGURE 3-10
YOUTH SPORTS PARTICIPATION (AGES 6-12)

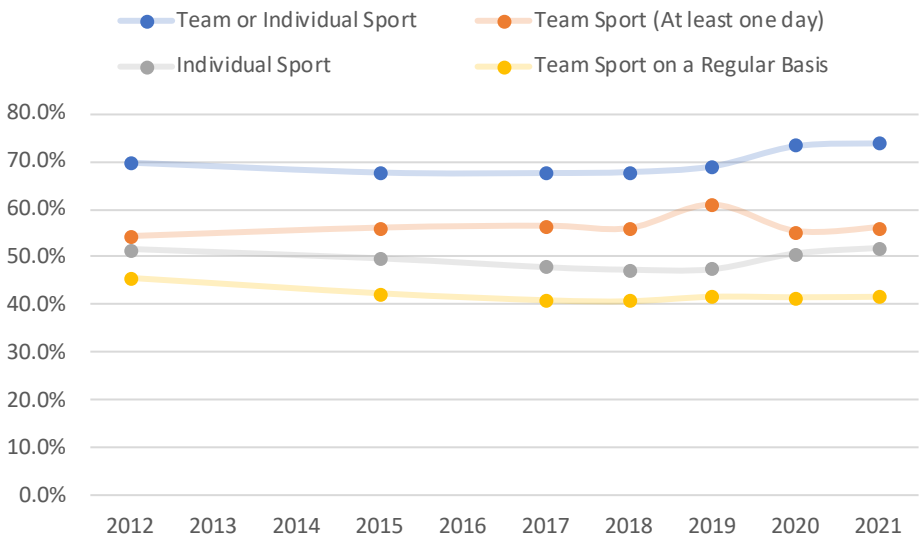


Source: SFIA, Aspen Institute

For youth aged 6 to 12, "team or individual sport" participation and "team sport (at least one day)" participation hit peaks between 2020 and 2021. More dedicated participation, reflected in "team sport on a regular basis," has recovered from a low in 2016 but remains below pre-2016 levels. Overall, more kids under 12 played sports in 2021, but with less regularity.

The following figure shows participation rates for youths aged 13 to 17. Participation rates for this age range were not available for 2013, 2014, or 2016.

FIGURE 3-11
YOUTH SPORTS PARTICIPATION (AGES 13-17)

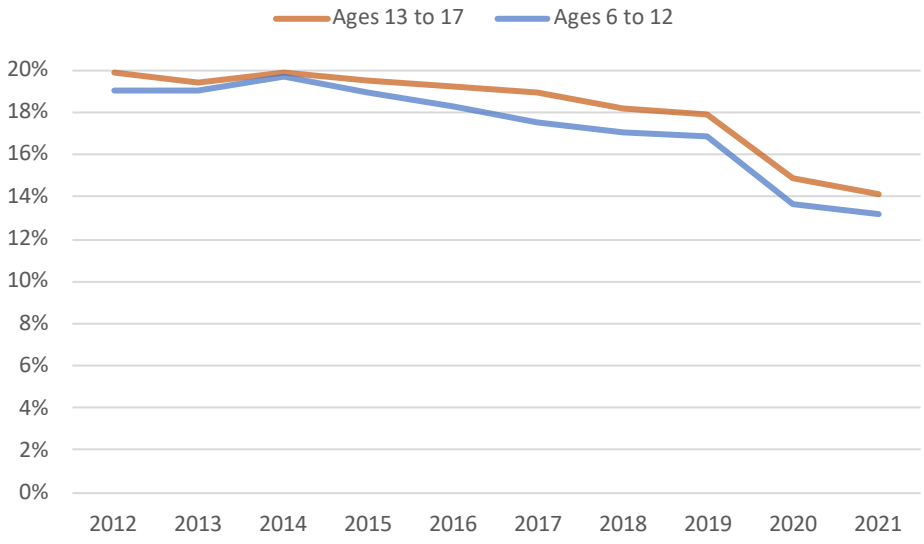


Source: SFIA, Aspen Institute

Like in their younger cohort, youth aged 13 to 17 years old had strong "team or individual sport" participation in 2021, building on growth from 2020. While team sport participation declined, probably due to lack of access to programs that are more crucial in advanced ages, individual sport participation showed a more positive trend than in the younger cohort.

By virtue of tracking sports participation, the SFIA Report also tracks physical inactivity. The following figures provide the percentage of children who engaged in no sports activity during the year.

FIGURE 3-12
PHYSICAL INACTIVITY RATE BY AGE GROUP



Source: SFIA, Aspen Institute

The effects of the pandemic caused a stark decrease in inactivity from 2019 to 2020. The physical inactivity rate for children ages 6 to 12 peaked in 2014 at 19.7%, fell to 16.9% in 2019, and 13.2% in 2021. The physical inactivity rate for children ages 13 to 17 peaked in 2012 and 2014 at approximately 19.9%, falling to 14.1% in 2021. General trends indicate that families increasingly value physical activity.

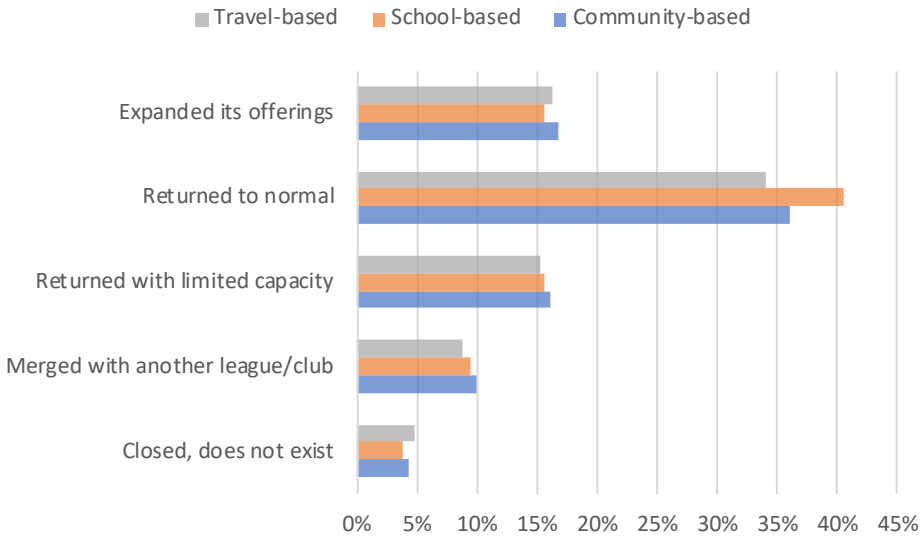
For much of 2020 and 2021, restrictions and caution caused decreased participation in "close-contact or indoor sports," which affected organized sports the most.[2] But recent surveys conducted by the Aspen Institute's Project Play indicate that "concerns about participating in organized programs are starting to lift."[3] In Fall 2022, roughly 26% of parents indicated that fear of COVID-19 illness for their child is a potential barrier to return to sports, down from 60% in June 2020.

[2] "Considerations for Youth Sports Administrators," Centers for Disease Control and Prevention, December 31, 2020 https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/youth-sports.html

[3] "Pandemic Trends," State of Play 2022, Aspen Institute Project Play. https://www.aspenprojectplay.org/state-of-play-2022/pandemic-trends

The following figure indicates the state of youth sports programs surveyed by the Aspen Institute as of Fall 2022.

FIGURE 3-13
STATE OF YOUTH SPORTS PROGRAMS BY PERCENTAGE



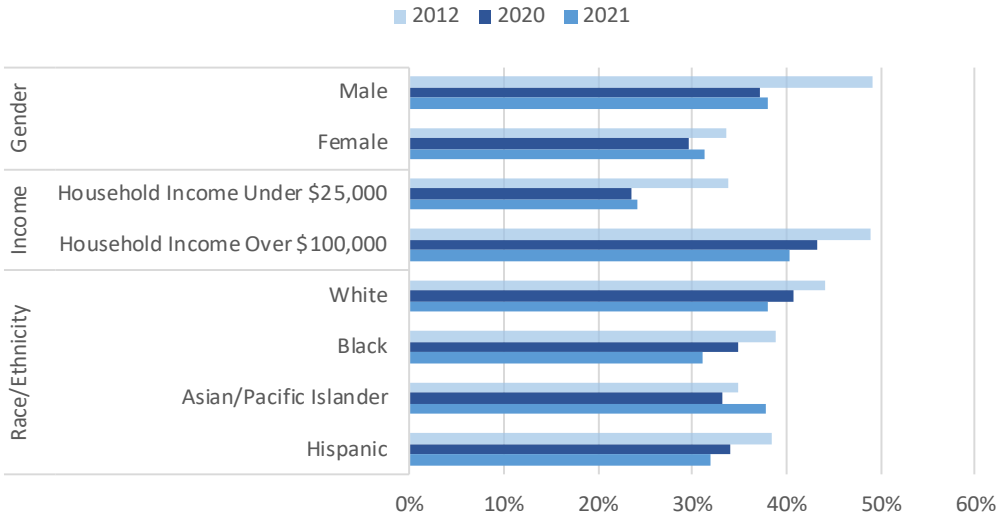
Source: Aspen Institute State of Play 2022

School-based programs are most likely to have returned to normal and community-based programs are most likely to have closed, merged with another league/club, or returned with limited capacity. However, more than 50% of all programs have either returned to normal or expanded their offerings.

In addition to monitoring participation across generations, the SFIA segments participation by the number of times someone participates in a sport each year. Total participation identifies all participants who participated at least once in the last year, whereas core participation identifies those participants who actively participate in their respective sport core. Core participation varies from those who participate at least eight times a year in some sports to requiring at least 50 instances of participation in others.

The following figures show the percentage of children 6 to 12 and 13 to 17 who played a sport on a regular basis broken out by demographic for the years 2012, 2020 and 2021.

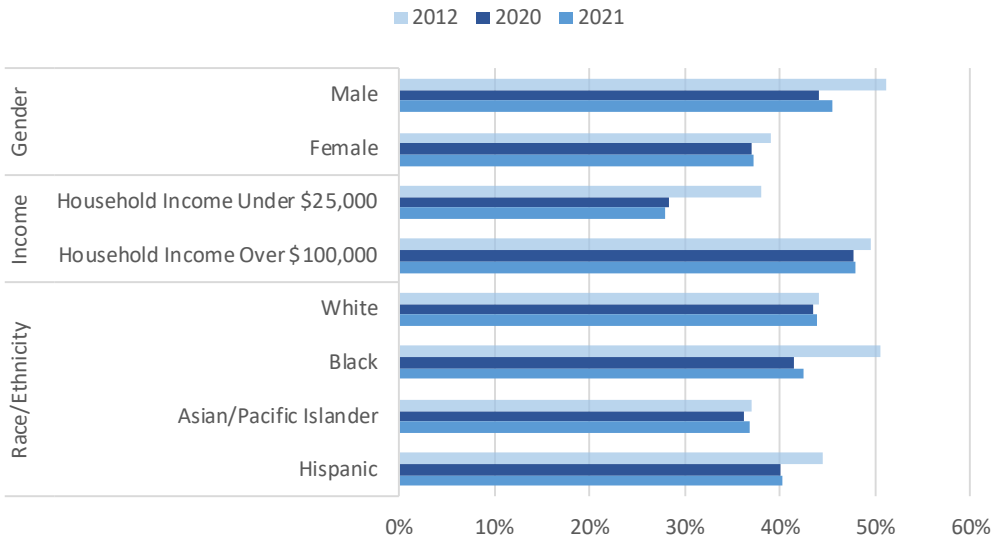
FIGURE 3-14
CORE YOUTH SPORTS PARTICIPATION (AGES 6-12)



Source: SFIA, Aspen Institute

Amongst youth athletes under twelve years old, male core participation declined by 11% from 2012 to 2021, while female core participation has shown more resiliency and declined only by 2%. Income remains a determining factor in sports participation. Though both households with incomes under $25,000 and households with incomes over $100,000 saw declines from 2012 levels, the more affluent declined 2% than less affluent households.

FIGURE 3-15
CORE YOUTH SPORTS PARTICIPATION (AGES 13-17)

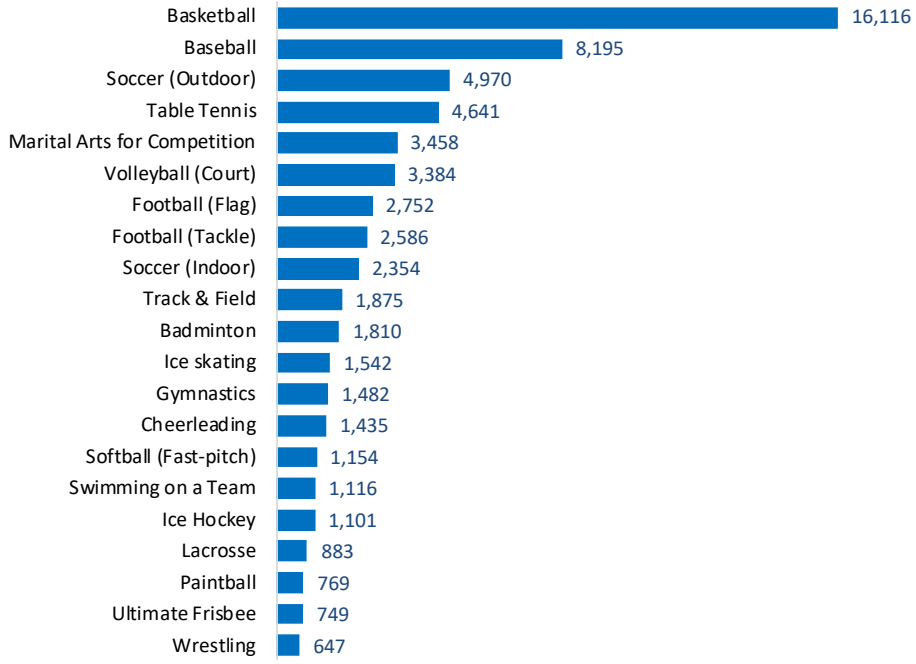


Source: SFIA, Aspen Institute

Male adolescent athletes remain more dedicated than their younger counterparts, declining by just 5.7% since 2012. Participation by female adolescent athletes remains below 2012 levels but increased in 2021 relative to pre-pandemic levels. Participation by households with incomes under $25,000 has decreased by 10% since 2012. More spending power affords households with incomes over $100,000 more potential for dedicated investment in youth sports, and participation in these households has only decreased by 1.6% since 2012 and increased in 2021 from the prior year.

The following figure presents the annual number of core participants across over twenty sports.

FIGURE 3-16
2021 CORE PARTICIPATION BY SPORT (THOUSANDS OF PARTICPANTS)

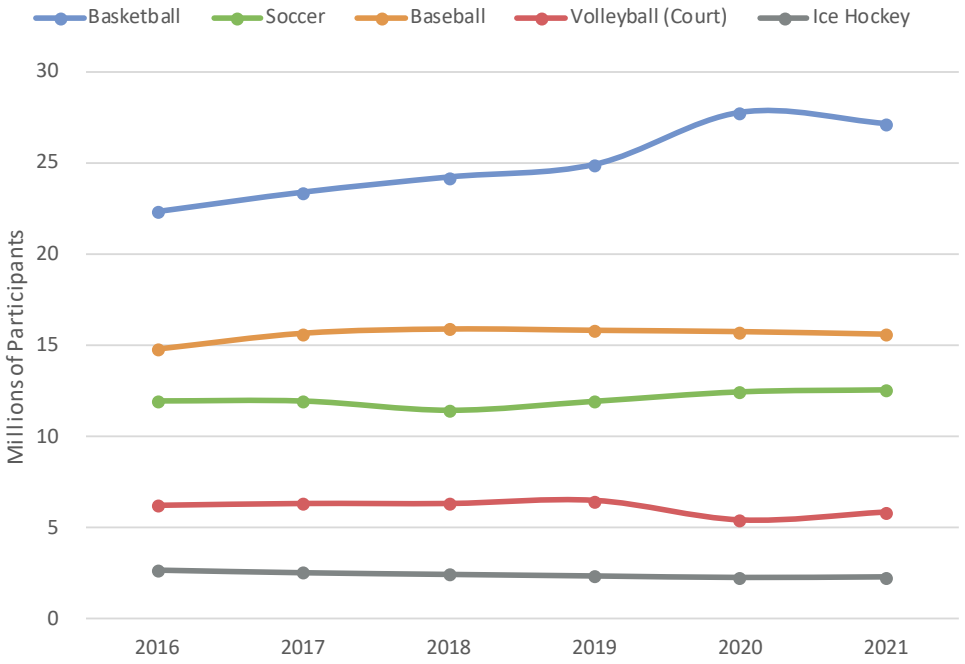


Source: 2022 SFIA Topline Participation Report

Core participation in basketball exceeds that of any other sport, with approximately 16.1 million core participants across the United States. On average, these sports saw approximately 2.9 million core participants, meaning sports like baseball, soccer (outdoor), volleyball (court), and table tennis all saw above-average participation.

The following figure shows total participation in five key sports from 2016 through 2021.

FIGURE 3-17
TOTAL PARTICIPATION—FIVE KEY SPORTS



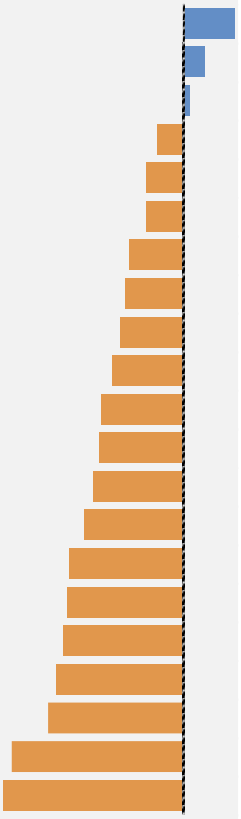
Source: 2022 SFIA Topline Participation Report

Basketball is by far the most popular sport, and from 2017 to 2019, the sport's popularity was recovering from a brief period of decline in 2016. In 2020, the sport's accessibility for casual play allowed it to build on the recent positive trend, and basketball participation grew by 11.4%. Soccer participation declined in this period, driven by drops in core participation, as casual participation has continued to rise. Volleyball participation has also declined, though core participation has held steadier than casual play.

The following chart summarizes the five-year average annual growth rate for a set of tracked sports to demonstrate trends in core participation.

FIGURE 3-18
AVERAGE ANNUAL GROWTH IN CORE PARTICIPATION BY SPORT

Sport	CORE Participation (000s) 2016	2021	5-year Average Annual Growth
Basketball	14,857	16,116	1.6%
Table Tennis	4,497	4,641	0.6%
Volleyball (Court)	3,364	3,384	0.1%
Ice skating	1,607	1,542	-0.8%
Lacrosse	938	883	-1.2%
Football (Flag)	2,924	2,752	-1.2%
Marital Arts for Competition	3,780	3,458	-1.8%
Softball (Fast-pitch)	1,269	1,154	-1.9%
Baseball	9,087	8,195	-2.0%
Soccer (Outdoor)	5,590	4,970	-2.3%
Badminton	2,069	1,810	-2.6%
Track & Field	2,155	1,875	-2.7%
Cheerleading	1,664	1,435	-2.9%
Soccer (Indoor)	2,770	2,354	-3.2%
Wrestling	782	647	-3.7%
Gymnastics	1,800	1,482	-3.8%
Ice Hockey	1,344	1,101	-3.9%
Ultimate Frisbee	927	749	-4.2%
Football (Tackle)	3,240	2,586	-4.4%
Swimming on a Team	1,488	1,116	-5.6%
Paintball	1,045	769	-5.9%



Source: 2022 SFIA Topline Participation Report

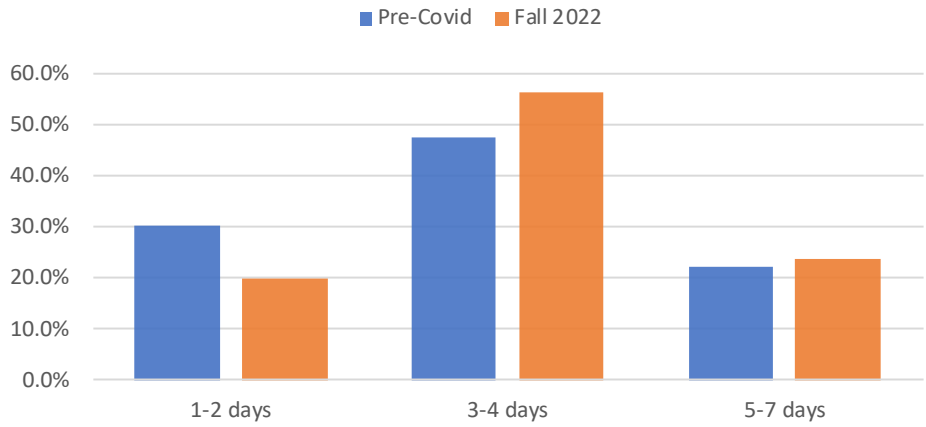
All but three sports, Basketball, Table Tennis and Volleyball (court), experienced significant declines in core participation from 2016 to 2021. Paintball, Swimming, and Football (Tackle) saw the largest declines ranging from a 4.5 to almost 6% reduction in core participation. Basketball, which has the largest group of core participants, has been relatively steady and increased core participation over the same time. Dedicated basketball participation slightly declined from 2013 to 2017 but rebounded in 2018 and has grown to new peaks in overall participation.

Overall, sports with less core participation continue to grow, and those with high core participation rates declined in these five-year periods. Decreased participation for 2020 in many sports reflects the effects of the pandemic on sports programs.

Some decreases may be related, in part, to the previously noted decline in the population under 18 years of age.

The following figure shows the distribution of how many days per week youth between the ages of 6 and 18 played their primary sport prior to the COVID-19 pandemic and as of Fall 2022.

FIGURE 3-19
DAYS PER WEEK SPENT ON PRIMARY SPORTS (AGES 6-18)

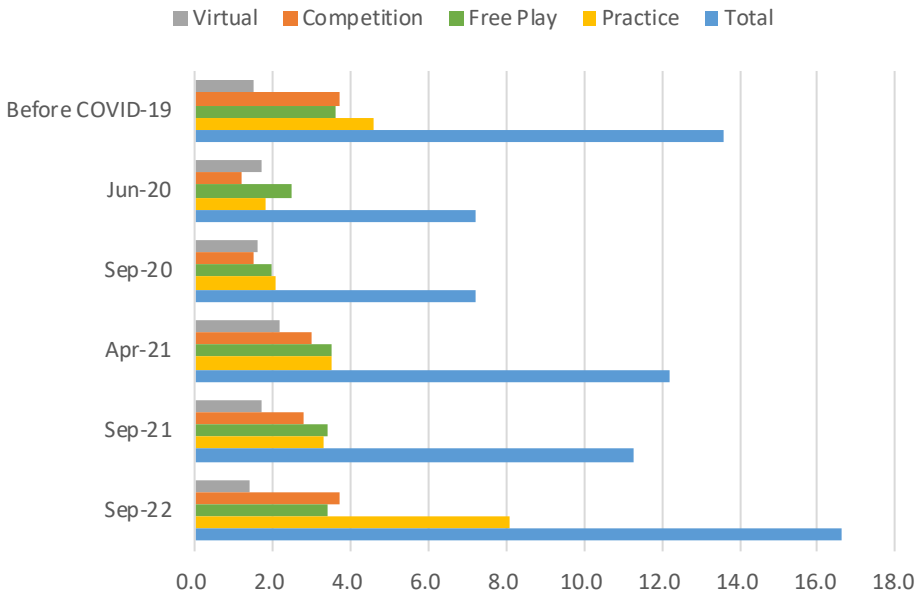


Source: Aspen Institute State of Play 2022

The largest group of youth athletes play their sport three to four days per week. Approximately 76% of youth athletes play their primary sport a minimum of three days per week. A shift toward more frequent participation in primary sports can be seen as the number of youth athletes who participate just one or two days a week dropped by 10% and both other categories increase from pre-pandemic levels.

The following figure provides the aggregate figures for hours spent playing team and individual sports per week for youth ages 6 to 18. These figures show hours spent by type of activity, including Free Play, Virtual Training, Practices, and Competition.

FIGURE 3-20
AVERAGE HOURS PER WEEK SPENT ON SPORTS BY ACTIVITY



* Practice time in 2022 was separately collected for both individual and team practices with a coach.
Source: Aspen Institute Project Play 2022, HVS

While 2020 featured sharp declines in Free Play, Practice, and Competition, these categories showed strong recovery in 2021 which continued through the first half of 2022. For most sports, Free Play increased in 2021 compared to pre-pandemic levels.

In aggregate, virtual training is still a minor part of sports participation. Before the pandemic, time spent on practice, free play, and competitions accounted for approximately 88% of all time spent on youth sports. In September of 2020, pandemic complications and the rise of virtual training pushed in-person participation down to 78% of total time spent. By September 2022, that number has increased back to 92%, and the number of hours spent on virtual training has returned to pre-pandemic levels.

The following figures provide the number of hours spent playing team sports per week for youth ages 6 to 18, in 2021. These figures show hours spent by type of activity, including Free Play, Virtual Training, Practices, and Competition.

FIGURE 3-21
HOURS PER WEEK SPENT BY YOUTH AGES 6-18

Sport	Freeplay	Virtual Training	Practice	Competition	Total
Baseball	4.3	2.8	4.4	4.1	15.7
Field Hockey	2.9	3.5	4.9	4.3	15.5
Football (Tackle)	3.6	2.7	5.1	4.1	15.4
Skateboarding	3.7	3.4	4.2	4.2	15.4
Bicycling	4.7	3.1	3.3	3.8	14.8
Cross Country	5.3	2.5	4.4	2.4	14.4
Wrestling	4.2	2.6	3.5	2.8	13.0
Basketball	3.8	2.3	3.2	3.2	12.6
Football (Flag)	3.6	2.4	3.2	2.9	11.9
Skiing/Snowboarding	3.2	3.4	4.2	0.9	11.6
Golf	3.3	2.4	3.5	2.3	11.3
Ice Hockey	2.5	0.6	4.6	3.5	11.1
Volleyball	3.2	1.5	3.3	2.7	10.6
Soccer	3.5	1.6	3.0	2.5	10.5
Tennis	3.2	2.3	2.3	2.3	10.1
Gymnastics	3.3	1.6	3.2	2.0	10.0
Softball	2.8	1.1	3.1	3.0	9.9
Track and Field	2.7	1.4	3.4	2.2	9.7
Swimming	3.0	1.5	2.8	2.6	9.7
Lacrosse	2.1	0.7	3.1	2.8	8.6
Martial Arts	2.6	0.9	2.8	1.3	7.5

Source: Aspen Institute State of Play 2022

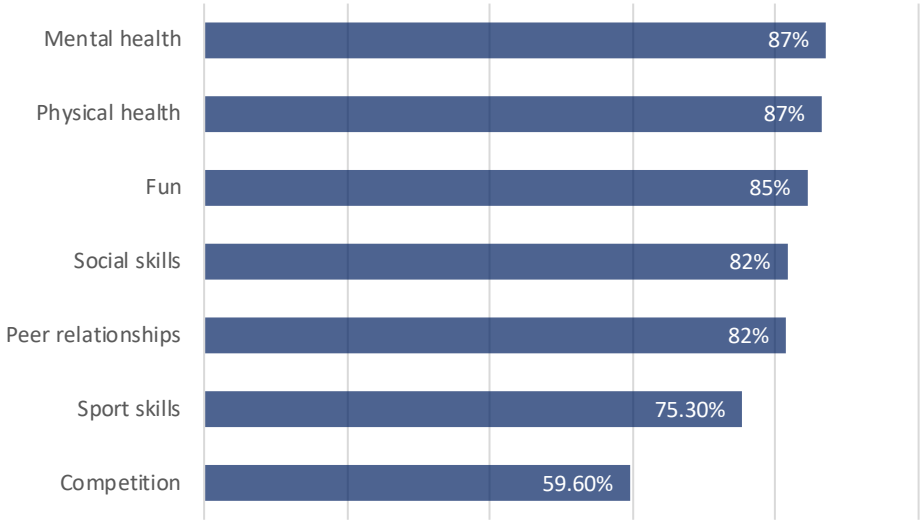
Baseball, field hockey, tackle football, and skateboarding are the sports that occupy the most hours per week for youth between the ages of 6 and 18. Basketball is above average with more time spent on free play and competition, while volleyball is just below average due to lower levels of virtual training.

The sports that gained the most total hours per week in 2021 were outdoor sports such as Cross Country, Bicycling, Field Hockey, and Skateboarding. Skateboarding gained the most hours of practice and competition. Most sports gained hours of virtual training, though this trend was observed strongest in April and less so in September.

Parent Opinion on Youth Sports

Ultimately, the success of the youth sports industry relies on an engaged parent population. The following figure provides results from a June 2020 Aspen Institute/Utah State University survey, which asked parents for their desired outcomes for youth participation in sports.

FIGURE 3-22
PARENTS' DESIRED OUTCOMES FOR CHILD SPORT PARTICIPATION
(PERCENT AGREE OR STRONGLY AGREE)



Source: Aspen Institute State of Play 2020

While the prevailing narrative remains that parent interest in youth sports participation is guided by competition or long-term prospects of competing in college or professional leagues, the results of the above survey make clear that the social, emotional, and physical benefits of youth sports participation are considered the most important.

NFHS Trends

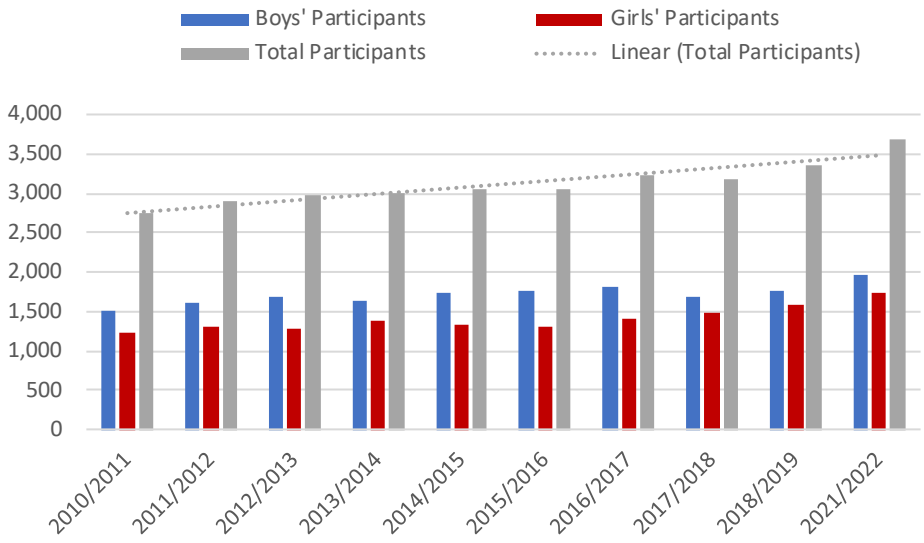
NFHS participation statistics track the number of high school teams and participants for boys' and girls' sports across the United States. For this analysis, HVS selected outdoor track & field, basketball, tackle football, volleyball and soccer tracked the sports' participation in Wyoming and the United States. NFHS tracks participation on a school year basis. Due to the COVID-19 pandemic and varying levels of municipal restrictions on high school sports, NFHS did not collect any participation statistics for the 2019/2020 or 2020/2021 seasons.

For the 2021/2022 high school season, the NFHS reported 19,400 participants engaging in 12 sports. Since the 2010/2011 season, Wyoming has seen total high school sport participation grow at an average rate of 0.5% per year.

Track & Field – Outdoor

The following chart tracks boys' and girls' outdoor track & field participation in Wyoming from the 2010/2011 high school season to the 2021/2022 season.

FIGURE 3-23
HIGH SCHOOL OUTDOOR TRACK & FIELD PARTICIPATION IN WYOMING



Source: NFHS

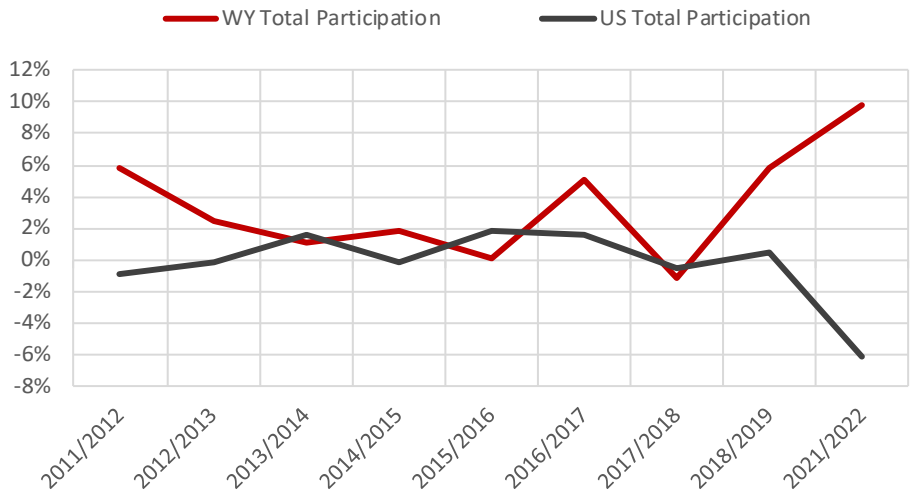
High school outdoor track & field ranks 1st among all high school sports participation in Wyoming for the 2021/2022 season, with approximately 3,700 participants accounting for 19% of overall high school sport participation.

Participation in boys' outdoor track & field in Wyoming peaked during the 2021/2022 season with approximately 2,000 participants, whereas girls' outdoor track & field peaked during the 2021/2022 season with approximately 1,700 participants. The lowest point in boys' outdoor track & field participation occurred during the 2010/2011 season, with approximately 1,500 participants. Girls' outdoor track & field participation hit its lowest point during the 2010/2011 season with approximately 1,200 participants.

From the 2010/2011 to the 2021/2022 season, boys' outdoor track & field participation increased by 28.9% and girls' outdoor track & field participation increased by 42.2%. Despite an overall growth in total participation, outdoor track & field participation in Wyoming remains steady between 2,700 and 3,700 participants per season. Nationally, Wyoming ranks 45th in total outdoor track & field participation.

The following chart compares the growth rates for total outdoor track & field participation in the United States versus total outdoor track & field participation in Wyoming. Total participation sums participation statistics regardless of gender.

FIGURE 3-24
ANNUAL CHANGE IN US AND WYOMING
HIGH SCHOOL OUTDOOR TRACK & FIELD PARTICIPATION



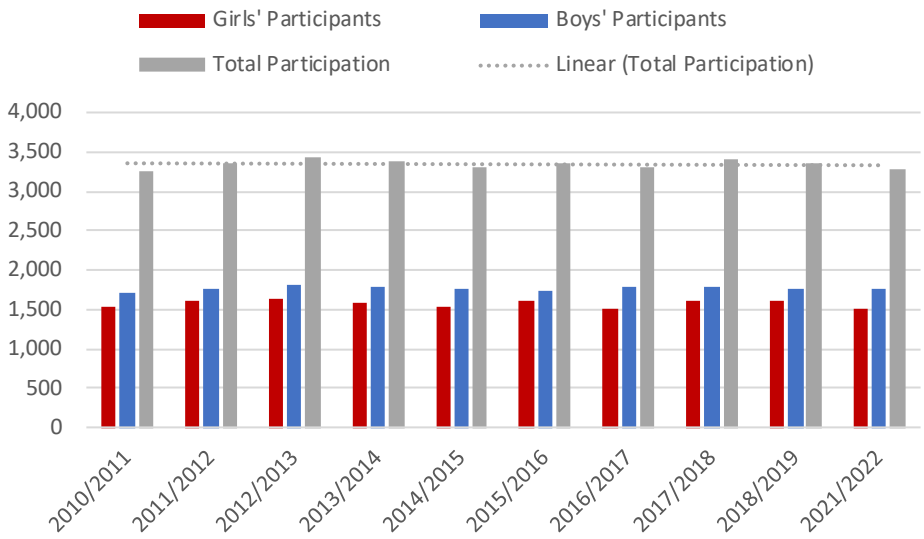
Source: NFHS

From the 2010/2011 to the 2021/2022 season, outdoor track & field participation across the United States decreased by -2.7%. Comparatively, total participation in Wyoming increased by 34.8% during the same period. From the 2010/2011 to the 2021/2022 season, growth in total participation for the United States was negative for five seasons, while growth in total participation in Wyoming was negative for one season.

Basketball

The following chart tracks boys' and girls' basketball participation in Wyoming from the 2010/2011 high school season to the 2021/2022 season.

FIGURE 3-25
HIGH SCHOOL BASKETBALL PARTICIPATION IN WYOMING



Source: NFHS

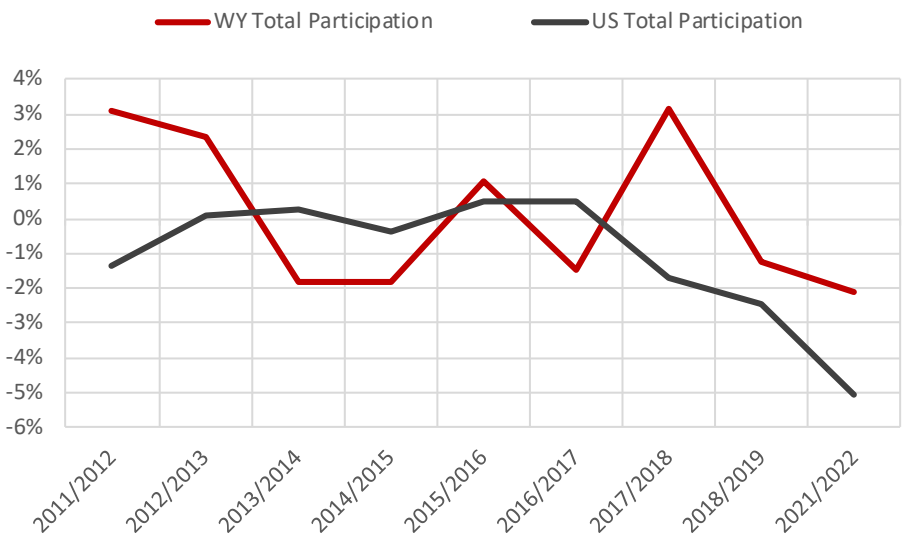
High school basketball ranks 2nd among all high school sports participation in Wyoming for the 2021/2022 season, with approximately 3,300 participants accounting for 17% of overall high school sport participation.

Participation in boys' basketball in Wyoming peaked during the 2012/2013 season with approximately 1,800 participants, whereas girls' basketball peaked during the 2012/2013 season with approximately 1,600 participants. The lowest point in boys' basketball participation occurred during the 2010/2011 season, with approximately 1,700 participants. Girls' basketball participation hit its lowest point during the 2021/2022 season with approximately 1,500 participants.

From the 2010/2011 to the 2021/2022 season, boys' basketball participation increased by 3.4% , whereas girls' basketball participation decreased by -1.7%. Despite an overall growth in total participation, basketball participation in Wyoming remains steady between 3,300 and 3,400 participants per season. Nationally, Wyoming ranks 46th in total basketball participation.

The following chart compares the growth rates for total basketball participation in the United States versus total basketball participation in Wyoming. Total participation sums participation statistics regardless of gender.

FIGURE 3-26
ANNUAL CHANGE IN US AND WYOMING HIGH SCHOOL BASKETBALL PARTICIPATION



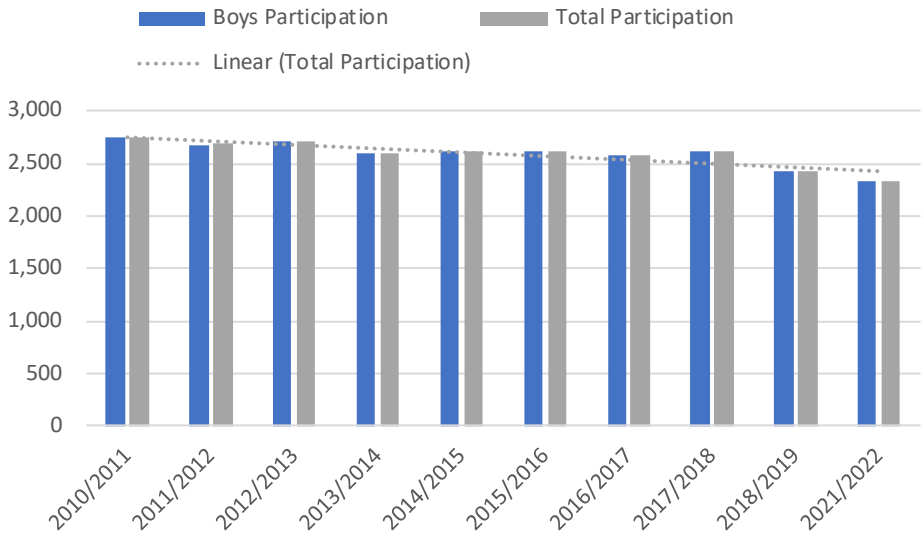
Source: NFHS

From the 2010/2011 to the 2021/2022 season, basketball participation across the United States decreased by -9.4%. Comparatively, total participation in WY increased by 1.0% during the same period. From the 2010/2011 to the 2021/2022 season, growth in total participation for the United States was negative for five seasons, while growth in total participation in Wyoming was negative for five.

Football – 11 Player

The following chart tracks boys' tackle football participation in Wyoming from the 2010/2011 high school season to the 2021/2022 season.

FIGURE 3-27
HIGH SCHOOL TACKLE FOOTBALL PARTICIPATION IN WYOMING



Source: NFHS

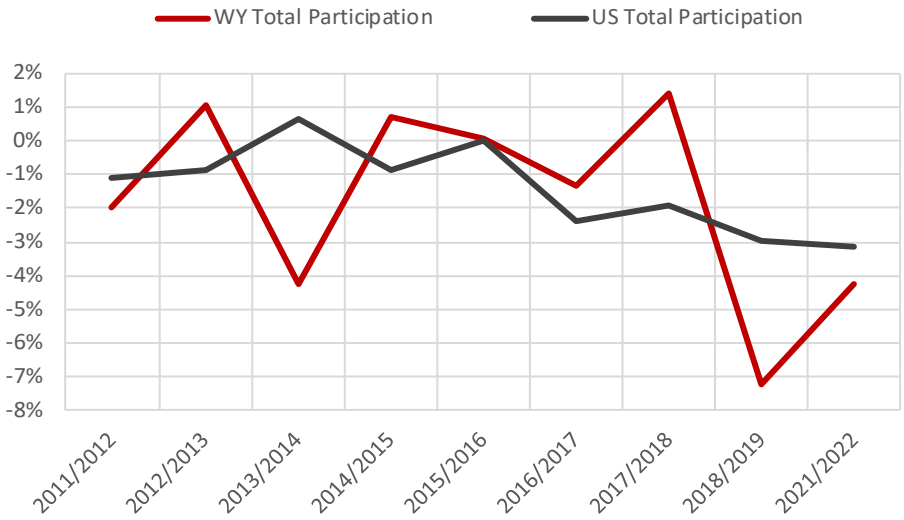
High school tackle football ranks 3rd among all high school sports participation in Wyoming for the 2021/2022 season, with approximately 2,300 participants accounting for 12% of overall high school sport participation.

Participation in boys' tackle football in Wyoming peaked during the 2010/2011 season with approximately 2,700 participants. The lowest point in boys' tackle football participation occurred during the 2021/2022 season, with approximately 2,300 participants.

From the 2010/2011 to the 2021/2022 season, boys' tackle football participation decreased by -15.2%. Despite an overall decline in total participation, tackle football participation in Wyoming remains steady between 2,300 and 2,700 participants per season. Nationally, Wyoming ranks 48th in total tackle football participation.

The following chart compares the growth rates for total tackle football participation in the United States versus total tackle football participation in Wyoming.

FIGURE 3-28
ANNUAL CHANGE IN US AND WYOMING
HIGH SCHOOL TACKLE FOOTBALL PARTICIPATION



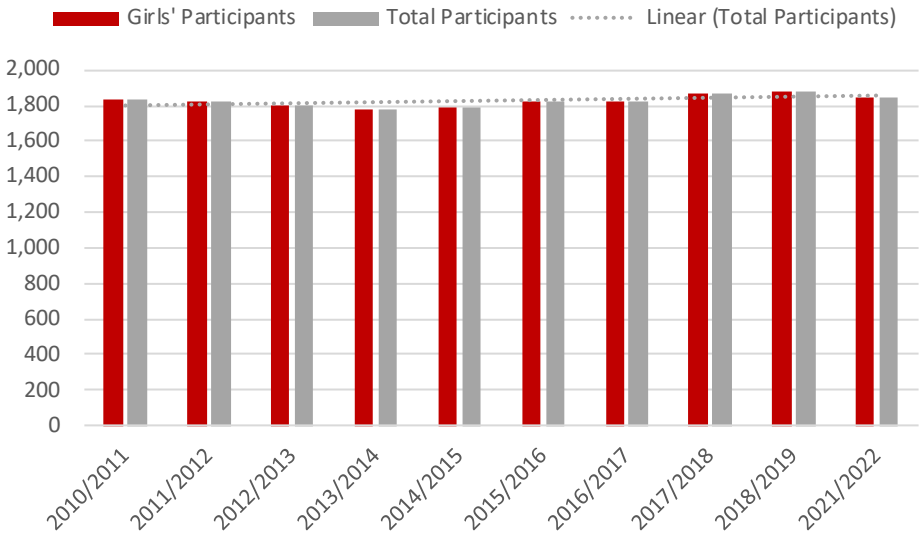
Source: NFHS

From the 2010/2011 to the 2021/2022 season, tackle football participation across the United States decreased by -12.0%. Comparatively, total participation in Wyoming decreased by -15.0% during the same period. From the 2010/2011 to the 2021/2022 season, growth in total participation for the United States was negative for seven seasons, while growth in total participation in Wyoming was negative for five seasons.

Volleyball

The following chart tracks girls' volleyball participation in Wyoming from the 2010/2011 high school season to the 2021/2022 season.

FIGURE 3-29
HIGH SCHOOL VOLLEYBALL PARTICIPATION IN WYOMING



Source: NFHS

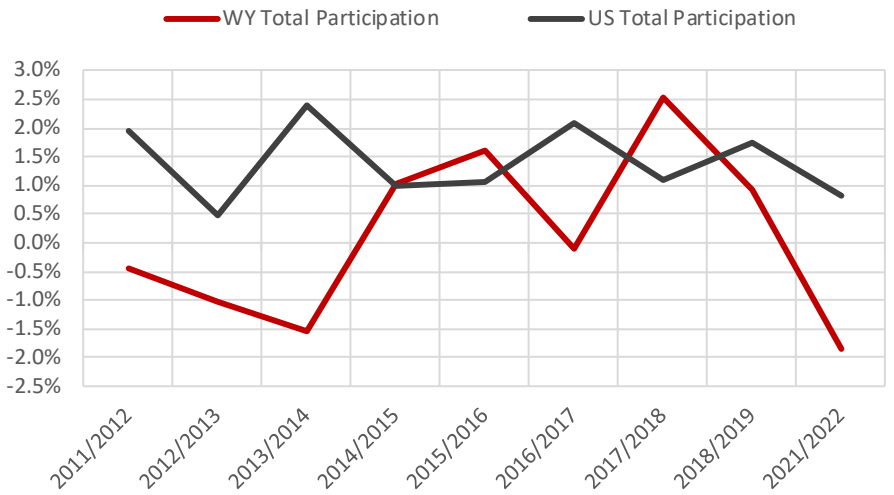
High school volleyball ranks 4th among all high school sports participation in Wyoming for the 2021/2022 season, with approximately 1,800 participants accounting for 10% of overall high school sport participation.

Participation in girls' volleyball peaked during the 2018/2019 season with approximately 1,900 participants. Girls' volleyball participation hit its lowest point during the 2013/2014 season with approximately 1,800 participants.

From the 2010/2011 to the 2021/2022 season, girls' volleyball participation increased by 1.0%. Despite an overall growth in total participation, volleyball participation in Wyoming remains steady between 1,800 and 1,900 participants per season. Nationally, Wyoming ranks 47th in total volleyball participation.

The following chart compares the growth rates for total volleyball participation in the United States versus total volleyball participation in Wyoming.

FIGURE 3-30
ANNUAL CHANGE IN US AND WYOMING HIGH SCHOOL VOLLEYBALL PARTICIPATION



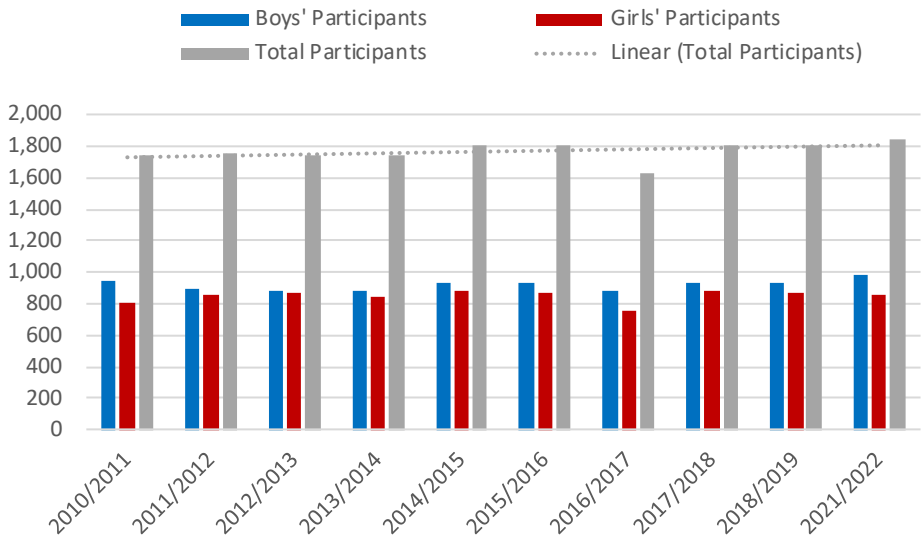
Source: NFHS

From the 2010/2011 to the 2021/2022 season, volleyball participation across the United States increased by 13.3%. Comparatively, total participation in Wyoming increased by 1.0% during the same period. From the 2010/2011 to the 2021/2022 season, growth in total participation for the United States was negative for none of the seasons, while growth in total participation in Wyoming was negative for five.

Soccer

The following chart tracks boys' and girls' soccer participation in Wyoming from the 2010/2011 high school season to the 2021/2022 season.

FIGURE 3-31
HIGH SCHOOL SOCCER PARTICIPATION IN WYOMING



Source: NFHS

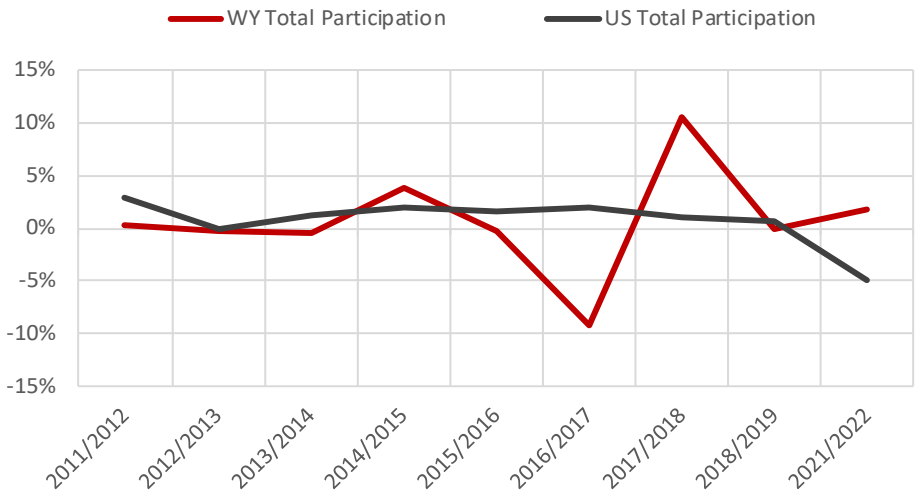
High school soccer ranks 5th among all high school sports participation in Wyoming for the 2021/2022 season, with approximately 1,800 participants accounting for 9% of overall high school sport participation.

Participation in boys' soccer in Wyoming peaked during the 2021/2022 season with approximately 1,000 participants, whereas girls' soccer peaked during the 2017/2018 season with approximately 900 participants. The lowest point in boys' soccer participation occurred during the 2017/2018 season, with approximately 900 participants. Girls' soccer participation hit its lowest point during the 2016/2017 season with approximately 800 participants.

From the 2010/2011 to the 2021/2022 season, boys' soccer participation increased by 4.5% and girls' soccer participation increased by 6.4%. Despite an overall growth in total participation, soccer participation in Wyoming remains steady between 1,600 and 1,800 participants per season. Nationally, Wyoming ranks 46th in total soccer participation.

The following chart compares the growth rates for total soccer participation in the United States versus total soccer participation in Wyoming. Total participation sums participation statistics regardless of gender.

FIGURE 3-32
ANNUAL CHANGE IN US AND WYOMING HIGH SCHOOL SOCCER PARTICIPATION



Source: NFHS

From the 2010/2011 to the 2021/2022 season, soccer participation across the United States increased by 6.8%. Comparatively, total participation in Wyoming increased by 5.4% during the same period. From the 2010/2011 to the 2021/2022 season, growth in total participation for the United States was negative for two seasons, while growth in total participation in Wyoming was negative for five.

NFHS and SFIA Trend Implications

NFHS participation data and SFIA Report indicate the following.

- Team sports participation is highest amongst Generation Z, meaning that Team sports facilities should tailor their operations to serve youth sports leagues.
- For youth between ages six and twelve, team and individual sport participation grew from 2012 to 2021, while team sport participation on a regular basis decreased in the same period. Adolescent sport participation for team or individual sports increased from 69.9% in 2012 to 74% in 2021.
- Basketball remains the most popular sport for core participation across the United States. However, core participation in basketball has experienced a decline over the past five years, and total high school basketball participation in Wyoming has declined as well.
- In terms of national core participation, major outdoor and indoor sports (soccer, volleyball, basketball) have experienced a decline in core

participation over the past five years. However, Wyoming has seen growth in soccer and volleyball participation at the high school level.

- Outdoor track and field is by far the most populous high school sport in Wyoming with over 3,700 participants accounting for roughly 19% of total high school sport participation. Cross country has also seen significant growth, increasing by more 30% since the 2010/2011 season to over 1,000 total participants in 2021/2022.

- Wyoming, which has seen overall high school participation grow over the past decade, has higher than average per capita participation in the US. Wyoming ranks 7th in per capita track and field – outdoor participation, 6th in per capita basketball participation, 11th in per capita football – 11-player participation, 8th in per capita volleyball participation, and 10th in per capita soccer participation.

Changes in Venue Supply

The competitive landscape for youth sports venues is constantly shifting. The following list of developments shows that only some attempts to develop new venues or expand existing venues have been successful. Some projects remain in an early planning stage.

- **Legacy Sports USA** in Mesa, AZ is a 320-acre family sports and entertainment complex that opened in January 2022. The park includes a multipurpose arena, outdoor amphitheater, 23 soccer fields (with the ability to expand up to 50 fields), an 8,000-seat arena, 20 sand volleyball courts, 40 pickleball courts, six sand soccer fields, eight ball fields, and a 50-acre special events area. Indoor facilities include 62 volleyball courts and arena, 16 basketball courts and arena, six futsal courts, a 50,000-square foot gymnastics center, 75,000-square-foot Esports arena, yoga studios, and concessions.[4]

- **Wiregrass Ranch Sports Campus of Pasco County** in Pasco County, Florida opened in August 2020. The $29 million, 98,000-square-foot campus includes two 35,500-square-foot multipurpose courts (configurable as either 8 basketball or 16 volleyball courts), 16 pickleball courts, 8 futsal courts, an educational area, two full-size outdoor multipurpose fields, and a Residence Inn by Marriott. The Wiregrass Ranch Sports Campus has booked events for 2021, 2022 and 43 out of 52 weekends.[5]

[4] "The Future Looks Bright," Sherri Middleton
[5] "The Future Looks Bright," Sherri Middleton

- **RISE Indoor Sports** in Bermuda Run, North Carolina is a $13 million sports complex that opened in June 2021. The facility features 55,000 square feet of hardwood courts (16 volleyball, eight basketball courts), 27,000 square feet of indoor turf, batting cages, sports medicine, and a fitness facility.[6]

- **Rantoul Sports Complex** in Rantoul, Illinois opened in April 2021 and will offer all turf fields across its eight baseball/softball, two t-ball, and eight multipurpose fields.[7] According to SportsEvents Magazine, the Rantoul Sports Complex will cost $20 million and had pre-booked 25 events for the five years after opening.[8]

- **Highlands Sports Complex** in Triadelphia, West Virginia opened in July 2020 offers 200,000 square feet of indoor sports space, including an indoor turf field, six hardwood basketball courts, and a fitness center.[9] Additionally, the Highlands Sports Complex offers a regulation-size outdoor turf field that can be divided into two small-sided soccer fields.[10]

- **The Spooky Nook Sports Champion Mill** is the largest indoor sports complex in the country. The $165 million facility features a 700,000 square-foot sports complex with turf and hardwood courts in addition to a 500,000 square-foot convention center and a brand-new hotel.[11] The facility began a phased opening in December of 2022 and the sports complex has been hosting regular events and tournaments through the beginning of 2023.[12]

- **Future Legends Sports Complex** in Windsor, Colorado is a 118-acre complex that began a phased opening in late 2022. The northern-Colorado facility will host major sports tournaments, events, and leagues.[13] The Future Legends Sports Complex features eight grass diamond fields, ten

[6] "The Future Looks Bright," Sherri Middleton
[7] "The Future Looks Bright," Sherri Middleton, *SportsEvents Magazine,* October 2020, 10
[8] "The Future Looks Bright," Sherri Middleton
[9] "Ultimate Multipurpose Sports Facilities," Sherri Middleton
[10] "Facilities," Highlands Sports Complex, https://highlandssports.com/about/facilities/
[11] "North America's largest indoor sports facility will open in 2021 in Hamilton. Take a peek," Cincinnati.com | The Enquirer, June 17, 2020, https://www.cincinnati.com/story/news/2020/06/17/spooky-nook-sports-opening-2021-hamilton-ohio/3205860001/
[12] https://www.journal-news.com/news/people-pack-spooky-nook-sports-for-first-large-tournament-in-facility/IOJDYYTJUREJBGSY7KFGCFPNDI/
[13] "Ultimate Multipurpose Sports Facilities," Sherri Middleton, *SportsEvents Magazine,* July 2020, 17.

synthetic multipurpose turf fields, one miracle field, an indoor turf field under a dome, eight basketball courts, 16 volleyball courts, sand volleyball courts, a professional multipurpose synthetic turf stadium, and lodging, retail, and nightlife.[14]

- **Liberty Park** in Memphis, Tennessee is an expansion of a fairground property that opened in October 2022.[15] The Memphis Sports & Events Center is a 227,000 square foot youth sports facility with indoor basketball and volleyball courts, 90,000 square feet of entertainment venues, 100,000 square feet of dining and retail, 90,000 square feet of commercial office space, two hotels with 200 rooms total, and 150 apartments.[16]

- **Rogue Credit Union Community Complex** in Medford, Oregon will feature a 163,380 square foot multipurpose facility, including a pool, event complex, and support space.[17] Construction issues have delayed development of the facility which is now expected to be completed by August 2023. [18]

- **Nexus Center** in Utica, New York is a $44 million project that hosts ice hockey, box lacrosse, soccer, and other youth team events.[19] The facility contains approximately 170,000 square feet, consisting of three ice rinks that can be changed to turf fields, commercial and retail space, training areas, and concession areas. While COVID-19 interrupted construction of the Nexus Center, the facility's development remained on track and opened to the public in December of 2022.[20]

---

[14] "Ultimate Multipurpose Sports Facilities," Sherri Middleton

[15] "The Future Looks Bright," Sherri Middleton

[16] "The Future Looks Bright," Sherri Middleton

"Mid-South Fairgrounds will soon be known as Liberty Park, Briseida Holguin, WMC5 Action News, August 13, 2020, https://www.wmcactionnews5.com/2020/08/13/mid-south-fairgrounds-will-soon-be-known-liberty-park/

[17] "Ultimate Multipurpose Sports Facilities," Sherri Middleton

[18] https://www.mailtribune.com/top-stories/2021/05/23/sports-complex-faces-supply-crunch/

[19] "Utica's Nexus Center: $44 million sports center for hockey, lacrosse to open in 2020," Teri Weaver, Syracuse.com, https://www.syracuse.com/sports/2020/02/uticas-nexus-center-44-million-sports-center-for-hockey-lacrosse-to-open-in-2020.html

[20] "Nexus Center Officially Opens In Utica" https://www.wktv.com/news/nexus-center-officially-opens-in-utica/article_2de2c3b4-71ee-11ed-b574-874183490667.html

- **Bluhawk Sports Park** in Overland Park, Kansas will be a 309,000-square-foot complex featuring a 120,000-square-foot ice arena, eight basketball courts, and indoor turf football field, and performance training center.[21] The facility will be built in two phases, with pan anticipated opening in the second half of 2024.[22]

Implications for Cheyenne

COVID-19 dramatically disrupted the participatory sports industry and introduced great uncertainty surrounding the industry's future, the future of play for athletes, and the demand for and use of sports facilities moving forward. The immediate effect of COVID-19 on participation trends have subsided as participation levels are rising again. Core participation as a whole saw significant declines which will take several years to recover fully.

The sports industry will remain highly competitive due to growing activity levels and increased spending by parents on youth sports. Tailoring a sports venue to the needs of its respective community allows venues to distinguish themselves. Facility improvements that enhance quality, increase flexibility, and provide state-of-the-art equipment and amenities are necessary elements for future success.

Industry professionals suggest that demand for sports facilities is present in the market. The Sports Events & Tourism Association (Sports ETA) State of the Industry Report found sports travelers, event organizers, and venues spent $9.7 billion on transportation, $8.4 billion on lodging, and $7.5 billion on food and beverages in 2021.[23] David Broughton, writer for the Sports Business Journal, explained that, "More than $9 billion has been committed since 2017 to building venues that cater to youth and amateur sports."[24]

Demand for the proposed sports complex in Cheyenne would require a building program that fits the market's needs and contains spaces and amenities that maintain the venue's competitive standing in the market.

[21] "SFM to Manage Bluhawk Sports Park," SportsEvents Media Group, December 21, 2020, https://sportseventsmediagroup.com/sfm-to-manage-bluhawk-sports-park/

[22] https://bluevalleypost.com/2022/12/08/bluhawk-sports-arena-construction-timeline-148704/#:~:text=Set%20to%20be%20built%20in,to%20open%20sometime%20in%202024.

[23] "Sport Tourism: State of the Industry Report 2021," *SportsEvents Magazine*, May 2022.

[24] "Multisport Magnets: New Venues Attract a Range of Events and Tournaments Across a Variety of Youth Sports, and the Tourism Dollars that Accompany them", Sports Business Journal, May 32, 2022

4. Comparable Venues

This analysis of comparable venues provides a basis for evaluating program recommendations and developing forecasts of event demand. HVS researched three sets of comparable venues for the Proposed Sports Complex. Facilities include indoor youth sports facilities and recreation centers. The three sets of comparable venues are as follows:

- Sports facilities in the local market area (under 1-hour drive).
- Sports facilities in the regional market area (1- to 3-hour drive).
- Sports facilities used for national competitions beyond the market area.

The Proposed Sports Complex would compete with some of the venues within each comparable venue set, albeit for different sources of demand. For example, local indoor facilities in the market area would only directly compete with the Proposed Sports Complex for turf rentals by local teams or tenant sport rentals. Alternatively, regional comparable facilities would compete for larger events, such as tournaments, rather than for local demand. National venues are primarily used to inform the building program recommendations and event demand projections.

The proposed facility could supplement school districts' needs for a venue to host extracurricular sports demand; however, the proposed facility would focus primarily on non-school, league-based practice and play.

Cheyenne Indoor Sports Facility Market

HVS identified competitive indoor sports facilities in or around the Proposed Sports Complex site. The following figure lists these venues and shows their uses.

FIGURE 4-1
EXISTING INDOOR SPORTS FACILITIES IN CHEYENNE

Facility	Programs	Ammentities
BEAST Foundation	- adult/youth sports - day camps & after-school activities - STEM and science classes	- 6 regulation basketball courts - class/breakout rooms - meeting/party space
WYCO Baseball / Softball Academy	- baseball & softball training - hitting training - pitching training	- batting cages - pitching tunnels
The Factory	- baseball & softball training - children's parties	- multiple batting cages - HitTrax batting simulators
Cheyenne Family YMCA	- open gym & fitness classes - adult/youth sports - day camps & after-school childcare	- standard gym equipment - 25M indoor pool - indoor hardwood court - childcare space
Golds Gym	- open gym & fitness classes - adult sports - personal training	- indoor sport court - 25M indoor pool - boxing/MMA training area - tanning beds
Fitness 307 (2 locations)	- open gym & fitness classes - personal training	- cardio room w/ movie screen - tanning beds - rock clibming wall - lounge & smootie bar
Smart Sports Medicine Center	- open gym & fitness classes - physical therapy & rehabilitation - personal training	- standard gym equipment - heavy weight lifting room - core/stretching area - theraputic saltwater pool
Planet Fitness	- open gym & fitness classes - personal training	- standard gym equipment - cardio machines - tanning beds
Elevate Studio	- open gym & fitness classes - private rental - personal training	- two large studio spaces - standard gym equipment
Warren Air Force Base	- access for active duty military, retirees, families, and civilians workers that qualify - open gym & fitness classes - adult sports - day camp & after-school childcare	- standard gym equipment - racquetball courts - youth area - indoor hardwood court

Source: Respective Venues

Most of the indoor facilities in Cheyenne are local fitness and recreation facilities that cater toward individual and group fitness. Just three facilities have indoor hardwood courts, and only the BEAST Foundation has multiple courts in one location. While all these facilities do support demand for local fitness and recreation activities, we only anticipate the BEAST Foundation to compete with the Proposed Sports Complex for league-based practice and play and tournament demand.

Competitive & Comparable Sports Venue Analysis

HVS analyzed a different set of venues that would compete with the Proposed Sports Complex for league-based practice and play and tournament demand.

The building program for the Proposed Sports Complex, described in Section 6 of this report, calls for a 138,000-square-foot indoor sports complex capable of fitting six basketball courts, or twenty volleyball courts, and two indoor turf half-fields.

Considering the above program, HVS focused the competitive and comparable venue analysis on indoor sports facilities with an emphasis on turf fields and hardwood court capacity. HVS separated the resulting venues into three groups; competitive local indoor sports facilities within a one-hour drive of Cheyenne, competitive regional indoor sports facilities between a one- and three-hour drive of Cheyenne, and comparable national indoor sports facilities with a similar building program.

The figure below lists the venues and their locations.

FIGURE 4-2
COMPETITIVE & COMPARABLE VENUES

Name of Venue	Location
Indoor Sports Facilities in Local Market	
BEAST Foundation	Cheyenne, WY
Integrity Sports Arena	Windsor, CO
Power 2 Play Sports Events Center	Windsor, CO
Greeley Family FunPlex	Greeley, CO
Indoor Sports Facilities in the Regional Market	
Sport Stable	Superior, CO
The Eddy	Aurora, CO
Daniel L. Schaefer Athletic Complex	Denver, CO
Parker Fieldhouse	Parker, CO
Campbell County Rec Center	Gillette, WY
Wyo Sports Ranch (opening 2025)	Casper, WY
National Indoor Sports Facilities	
House of Sports	Ardsley, NY
Cape Girardeau SportsPlex	Cape Girardeau, MO
XL Sports World	Hatfield, PA
Longplex Family & Sports Center	Tiverton, RI
Riverfront Sports	Scranton, PA

Sources : Respective Venues

The following figures provide a detailed breakdown of the different comparable venue sets, including their approximate usable square footage for indoor facilities, outdoor turf fields, outdoor grass fields, ballfield capacity, indoor turf field capacity, basketball and volleyball court capacity, number of ice sheets, and aquatics.

FIGURE 4-3
INDOOR SPORTS FACILITIES IN THE LOCAL MARKET AREA - SUMMARY

Venue	Location	Distance (mi)	Indoor Facility (sf)	Outdoor Turf	Indoor Turf	Outdoor Baseball	Hardwood Courts	Outdoor Courts	Tennis Courts	Ice Sheets	Aquatics
BEAST Foundation	Cheyenne, WY	0	22,000	-	-	-	6	-	-	-	-
Integrity Sports Arena	Windsor, CO	50	35,900	-	1	-	2	-	-	1	-
Power 2 Play Sports	Windsor, CO	51	54,000	-	-	-	6	-	-	-	-
Greeley Family FunPlex	Greeley, CO	54	n/a	-	-	4	3	-	-	-	1
Windsor Sports Dome*	Windsor, CO	56	167,000	11	1	8	9	4	8	-	-

**opening late 2023*

Sources : Respective Venues

FIGURE 4-4
INDOOR SPORTS FACILITIES IN THE REGIONAL MARKET AREA - SUMMARY

Venue	Location	Distance (mi)	Indoor Facility (sf)	Outdoor Grass	Outdoor Baseball	Indoor Turf	Hardwood Courts	Tennis Courts	Ice Sheets	Aquatics
Sport Stable	Superior, CO	96	175,000	-	-	2	2	-	1	-
The Eddy	Aurora, CO	109	41,000	-	-	5*	-	-	-	-
Daniel L. Schaefer Athletic Complex**	Denver, CO	113	96,300	9	8	3	-	-	-	-
Parker Fieldhouse	Parker, CO	127	100,000	-	-	1	2	-	1	-
Wyo Sports Ranch***	Casper, WY	180	130,000	-	-	1	6	-	-	-
Campbell County Rec Center	Gillette, WY	243	190,000	-	-	-	3	5	-	1

**half fields*
***includes Foothills Fieldhouse and Foothills Sports Arena*
****opening in 2025*

Sources : Respective Venues

FIGURE 4-5
NATIONAL INDOOR SPORTS FACILITIES - SUMMARY

Venue	Location	Indoor Facility (sf)	Indoor Turf	Hardwood Courts	Inline Rink
House of Sports	Ardsley, NY	120,000	1	4	-
Cape Girardeau SportsPlex	Cape Girardeau, MO	121,000	2	6	-
XL Sports World	Hatfield, PA	78,000	2	3	-
Longplex Family & Sports Center	Tiverton, RI	187,000	2	4	1
Riverfront Sports	Scranton, PA	88,000	1	3	-

Sources: Respective Venues

Total Size of the Indoor Facilities

The following figure ranks the competitive and comparable sports venues by total usable square footage of their indoor facilities. Indoor facility space can be used for fitness space, meeting space, indoor turf areas, or indoor hardwood court space.

FIGURE 4-6
INDOOR FACILITY SIZE AT COMPARABLE VENUES

Indoor Sports Facilities in Local Market

Name	Location	Indoor Facility Size (sf)
Windsor Indoor Sports Dome	Windsor, CO	167,000
Power 2 Play Sports Events Center	Windsor, CO	54,000
Integrity Sports Arena	Windsor, CO	35,900
BEAST Foundation	Cheyenne, WY	22,000
Greeley Family FunPlex	Greeley, CO	n/a
Average		*69,700*

Indoor Sports Facilities in the Regional Market Area

Name	Location	Indoor Facility Size (sf)
Campbell County Rec Center	Gillette, WY	190,000
Sport Stable	Superior, CO	175,000
Wyo Sports Ranch	Casper, WY	130,000
Parker Fieldhouse	Parker, CO	100,000
Daniel L. Schaefer Athletic Complex	Denver, CO	96,300
The Eddy	Aurora, CO	41,000
Average		*122,100*

National Indoor Sports Facilities

Name	Location	Indoor Facility Size (sf)
Longplex Family & Sports Center	Tiverton, RI	187,000
Cape Girardeau SportsPlex	Cape Girardeau, MO	121,000
House of Sports	Ardsley, NY	120,000
Riverfront Sports	Scranton, PA	88,000
XL Sports World	Hatfield, PA	78,000
Average		*118,800*

Source: Respective Venues

Among competitive facilities in the local market area, indoor facility size ranges from 22,000 to 167,000 square feet with an average of 69,700 square feet across the facilities. Facilities in the regional and national markets are larger on average, with 122,000 square feet and 119,000 square feet for regional and national facilities, respectively.

The Campbell County Recreation Center has the most indoor space of the comparable venues.

Indoor Turf Fields

The following figure ranks the competitive and comparable sports venues by number of indoor turf fields.

FIGURE 4-7
INDOOR TURF FIELDS AT COMPETITIVE & COMPARABLE VENUES

Indoor Sports Facilities in Local Market

Name	Location	Indoor Turf Fields
Integrity Sports Arena	Windsor, CO	1
Windsor Indoor Sports Dome	Windsor, CO	1
BEAST Foundation	Cheyenne, WY	0
Power 2 Play Sports Events Center	Windsor, CO	0
Greeley Family FunPlex	Greeley, CO	0

Indoor Sports Facilities in the Regional Market Area

Name	Location	Indoor Turf Fields
The Eddy*	Aurora, CO	5
Daniel L. Schaefer Athletic Complex	Denver, CO	3
Sport Stable	Superior, CO	2
Wyo Sports Ranch	Casper, WY	1
Parker Fieldhouse	Parker, CO	1
Campbell County Rec Center	Gillette, WY	0

**half-sized fields*

National Indoor Sports Facilities

Name	Location	Indoor Turf Fields
Cape Girardeau SportsPlex	Cape Girardeau, MO	2
XL Sports World	Hatfield, PA	2
Longplex Family & Sports Center	Tiverton, RI	2
House of Sports	Ardsley, NY	1
Riverfront Sports	Scranton, PA	1

Source: Respective Venues

Only Integrity Sports Arena and the Windsor Indoor Sports Dome have indoor turf fields in the local market, indicating that existing demand might not be met. Among the regional and national sports facilities, most venues have 1 or 2 turf fields.

Total Hardwood Court Capacity

The following figure ranks the competitive and comparable sports venues by number of indoor turf fields. Basketball court capacity reflects the maximum number of basketball courts configurable within a complex.

FIGURE 4-8
BASKETBALL COURTS AT COMPARABLE VENUES

Indoor Sports Facilities in Local Market

Name	Location	Hardwood Court Capacity
Windsor Indoor Sports Dome	Windsor, CO	9
BEAST Foundation	Cheyenne, WY	6
Power 2 Play Sports Events Center	Windsor, CO	6
Greeley Family FunPlex	Greeley, CO	3
Integrity Sports Arena	Windsor, CO	2
Average		*5*

Indoor Sports Facilities in the Regional Market Area

Name	Location	Hardwood Court Capacity
Wyo Sports Ranch	Casper, WY	6
Campbell County Rec Center	Gillette, WY	3
Parker Fieldhouse	Parker, CO	2
Sport Stable	Superior, CO	2
Daniel L. Schaefer Athletic Complex	Denver, CO	0
The Eddy	Aurora, CO	0
Average		*2*

National Indoor Sports Facilities

Name	Location	Hardwood Court Capacity
Cape Girardeau SportsPlex	Cape Girardeau, MO	6
Longplex Family & Sports Center	Tiverton, RI	4
House of Sports	Ardsley, NY	4
Riverfront Sports	Scranton, PA	3
XL Sports World	Hatfield, PA	3
Average		*4*

Source: Respective Venues

Comparable and competitive venues tend to have between three and six hard courts. The local market is receiving an influx of hard courts with the Windsor Indoor Sports Dome, adding to the six available at BEAST Foundation and Power 2 Play.

Comparable Venue Visitation Analysis

HVS uses data from the location analytics platform Placer.ai to track visitation trends for key venues and locations, including seasonality, length of stay, hourly trends, visitor journey (where visitors went before and after), and economic and demographic data. Placer.ai gathers anonymized data on mobility and foot traffic

data through partnerships with over 500 mobile apps and access to over 30 million devices. Using a proprietary extrapolation algorithm that accounts for potential biases in the data, Placer.ai uses a representative sample to produce location and visitor attribution data for the US. To ensure accuracy, Placer.ai depends on daily and weekly quality checks and benchmarks against public and validated data sources such as credit card transactions and store revenue. Employees, identified by Placer.ai using frequency of visits and proximity to the venue, are excluded from the data set.

Using Placer.ai data estimates HVS analyzed visitation data on seven of the competitive local and regional facilities along with the five comparable national facilities. HVS used historical attendance data to supplement and adjust Placer.ai's visitation estimates. Due to legal limitations concerning the gathering of locational data for facilities near highly sensitive zones (i.e., schools, shelters, etc.) Placer.ai was unable to provide information for the BEAST Foundation or The Eddy facilities. Also, the Windsor Sports Dome (along with the rest of the Future Legends Sports Complex) and the Wyo Sports Ranch are not yet operational and thus locational data was not gathered.

HVS gathered data for calendar year 2022, the following figures show the estimated number of visits, number of unique visitors, the frequency of visits, and the average length of stay at the venues at each of the venues. Visitors include participants and their accompanying family and friends. HVS supplemented and adjusted Placer.ai's visitation estimates based on historical attendance for similar venues, and these estimates are reflected in a range of high and low estimates of annual visitation.

FIGURE 4-9
INDOOR SPORT VENUE ANNUAL VISITATION – 2022

Local Venues - Within a one-hour drive

Venue Name	Estimated Range of Visits		Visit Freq	Avg. Dwell Time (mins)
	Low	High		
Power 2 Play Sports	277,000	336,000	5.0	166
Greeley Family Funplex	280,000	339,000	5.2	96
Integrity Sports Arena	168,000	204,000	5.3	105
Average	*242,000*	*293,000*	5.2	*122*

Regional Venues - One- to three-hour drive

Venue Name	Estimated Range of Visits		Visit Freq	Avg. Dwell Time (mins)
	Low	High		
Sport Stable	425,000	515,000	6.1	125
Campbell County Recreation Center	447,000	541,000	9.7	85
Daniel L. Schaefer Athletic Complex	379,000	459,000	3.4	146
The Parker Fieldhouse	262,000	317,000	5.2	90
Average	*378,000*	*458,000*	6.1	*112*

National Venues - Comparable

Venue Name	Estimated Range of Visits		Visit Freq	Avg. Dwell Time (mins)
	Low	High		
House of Sports	515,000	623,000	4.9	110
Riverfront Sports	463,000	560,000	6.0	107
Longplex Family & Sports Center	396,000	480,000	4.5	121
Cape Girardeau SportsPlex	364,000	440,000	3.7	153
XL Sports World Hatfield	262,000	317,000	4.2	104
Average	*400,000*	*484,000*	4.7	*119*

Source: HVS and Placer.ai

Across all comparable venues, the average number of visits was just above 388,000 for 2022. The local comparable venues have an average annual visitation of 266,000, the regional comparable venues have an average annual visitation of 416,000, and the national comparable venues have an average annual visitation of 440,000. The average frequency of visits was approximately five-and-a-half times per year, and the average length of stay for visitors at the venues was just under 2 hours.

Seasonality of Visitation to Venues

The following figure shows the seasonality of these venues.

FIGURE 4-10
SEASONALITY OF ANNUAL VISITATION

Month	Average Percent Share of Annual Visits	
	Local & Regional Venues	National Venues
Jan	10.2%	13.6%
Feb	11.4%	12.5%
Mar	10.7%	12.0%
Apr	9.0%	10.3%
May	8.1%	7.7%
Jun	7.3%	8.6%
Jul	7.1%	6.5%
Aug	5.4%	4.0%
Sep	5.6%	5.0%
Oct	8.9%	6.6%
Nov	7.6%	6.1%
Dec	8.7%	7.2%

Source: Placer.ai

Peak demand months are primarily driven by indoor sports, with the late winter and early spring months representing the strongest period of demand, as they coincide with the heavy tournament season for basketball and volleyball. National venues experience a higher concentration of visitation between January and April, accounting for almost half of all annual visits, while Local and Regional venues generate approximately 41% of annual visitation during the same period.

The following figure details the same seasonality analysis but filtered for visitors who traveled more than 100 miles to reach the venue of use.

FIGURE 4-11
SEASONALITY OF ANNUAL VISITATION – TRAVELED MORE THAN 100 MILES

Month	Average Percent Share of Annual Visits	
	Local & Regional Venues	National Venues
Jan	6.9%	12.0%
Feb	9.4%	10.9%
Mar	9.1%	14.3%
Apr	7.4%	14.5%
May	9.3%	13.3%
Jun	15.4%	8.4%
Jul	17.0%	6.5%
Aug	6.3%	3.2%
Sep	4.8%	3.8%
Oct	4.9%	7.8%
Nov	3.0%	2.3%
Dec	6.5%	3.2%

Source: Placer.ai

Filtering visitors who traveled more than 100 miles to access a given venue showed a significant increase in Local and Regional Venue visitation during the summer months. This observed difference could be attributed to factors such as fewer travel obstacles for families during the summer and higher usage rates in the summer months for more community-oriented venues such as the Campbell County Recreation Center and the Daniel L. Schaefer Athletic Complex.

The following figure shows the distribution of annual visitation for each day of the week.

FIGURE 6-12
ANNUAL VISITATION BY DAY OF WEEK

Day of Week	Average Percent Share of Annual Visits	
	Local & Regional Venues	National Venues
Monday	12.2%	10.9%
Tuesday	13.2%	10.6%
Wednesday	12.2%	10.5%
Thursday	12.9%	11.3%
Friday	12.0%	11.7%
Saturday	21.7%	23.0%
Sunday	15.7%	22.0%
Weekdays	*63%*	*55%*
Weekends	*37%*	*45%*

Source: Placer.ai

Across all venues, roughly 40% of visitation occurs on Saturday and Sunday, which are the most common days of the week for sport tournaments. Weekday visitation is higher for Local and Regional Venues, while National Venues have a higher share of visitation concentrated on the weekends.

Venue Visitors by Travel Distance and Origin

The following figure shows distance traveled to the facilities broken out by total annual visits, weekday visits, and weekend visits.

FIGURE 4-13
TRAVEL DISTANCES

Distance Traveled	% Share of Annual Visitation		
	Total Visits	Weekday Visits	Weekend Visits
Less than 5 mi	35.6%	41.7%	29.4%
5 to 10 mi	22.4%	25.3%	21.2%
10 to 30 mi	20.2%	19.9%	22.9%
30 to 50 mi	5.1%	3.8%	7.4%
50 to 100 mi	5.7%	3.0%	8.6%
100 to 250 mi	4.2%	2.0%	6.2%
More than 250 mi	6.8%	4.3%	4.4%

Source: HVS and Placer.ai

Across all venues, 78% of visits are from visitors who traveled 30 or fewer miles to reach the facilities. On weekdays, this percentage jumps to 87%, indicating heavy local use during weekdays. For weekend visitation, approximately 27% of all visits were attributed to visitors who traveled more than 30 miles, with just over 10% of visits attributed to visitors who traveled more than 100 miles to reach the respective facilities. Weekend visitation usually includes tournaments and competitions that can draw teams or visitors from a larger market area than normal weekday demand generators such as league practice and tenant rentals.

The following chart uses population data from Esri, combined with visitor travel distance data from Placer to evaluate the size of population bases relative to the percentage share of total visitors within a 10, 30, and 100-mile radius surrounding each venue.

FIGURE 4-14
SHARE OF VISITORS BY RADIUS

	0 - 10 miles radius		10 - 30 miles radius		30 - 100 miles radius		100+ miles
	Base Pop (000s)	Share of Visitors (%)	Base Pop (000s)	Share of Visitors (%)	Base Pop (000s)	Share of Visitors (%)	Share of Visitors (%)
Local & Regional Venues Average	415	43%	1,233	21%	2,522	16%	20%
National Venues Average	465	32%	4,093	28%	13,807	23%	17%
Trimmed Average (All Comps)*	378	39%	1,554	24%	6,026	18%	16%
Proposed Cheyenne, WY Site	**91**		**13**		**2,951**		

**Average for all comparable venues without the highest and lowest values.*

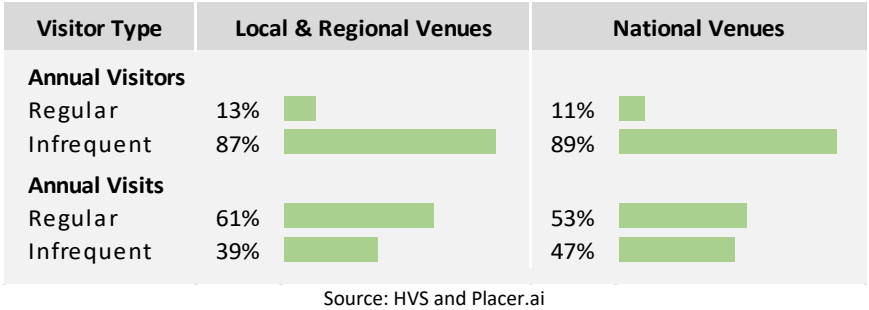
Sources: Esri and Placer.

Across the comparable venues, roughly 39% of total annual visitors came from within a 10-mile radius, 24% came from a 10 to 30-mile radius, 18%came from within a 30 to 100-mile radius, and 16%of total annual visitors came from more than 100 miles.

In an immediate 10-mile radius, Local and Regional venues have an average population base of roughly 415,000 and National venues an average of 465,000. Both bases are noticeably larger than the population surrounding Cheyenne, which only has 91,000 residents in a 10-mile radius. Within a 100-mile radius, Cheyenne is closer to its competitors among local and regional venues.

The following figure details annual visitation separated out for regular visitors (ten visits in a year or more) and infrequent visitors (less than ten visits in a year). Frequent visitors are likely to be local area residents participating in practices, training programs, or regular league play. Infrequent visitors are likely to be participants in or spectators at tournaments or other special events.

FIGURE 4-15
REGULAR VS. INFREQUENT VISITATION



Source: HVS and Placer.ai

Both sets of comparable and competitive venues observe similar shares of regular and infrequent visitors, with the latter accounting for approximately 12% of annual visitation and the former making up the other 88%. The distribution of annual visits consists of the proportion of total annual visits that were made by either a regular or an infrequent visitor, defined as someone who visits the same venue 10 or more times in a year, as mentioned earlier. Local and Regional venues observed a higher share of annual visits from regular visitors indicating a heavier reliance on these visitors to make up a more significant portion of annual visitation. National venues saw a roughly equal distribution of annual visits from both visitor types.

Sports Participation Leaving Cheyenne

Placer.ai also provides visitor origin information for each venue of analysis broken out by state, city, and zip code. Analyzing the origin of visitation can offer an insight into which venues may be most competitive in the market. The figure below shows the percentage of total visits for Local and Regional competitive indoor sports facilities that originated from either the City of Cheyenne or the State of Wyoming.

FIGURE 4-16
VISITS ORIGIN – CHEYENNE & WYOMING

Venue	Location	Distance (miles)	% of Total Visits	
			Cheyenne	Wyoming
Power 2 Play Sports	Windsor, CO	51	4.19%	7.29%
Integrity Sports Arena	Windsor, CO	50	0.63%	0.73%
Daniel L. Schaefer Atheltic Complex	Denver, CO	113	0.57%	0.72%
Campbell County Recreation Center	Gillette, WY	243	0.46%	93.28%
Greeley Family Funplex	Greeley, CO	54	0.27%	0.46%
Sport Stable	Superior, CO	96	0.19%	1.05%
The Parker Fieldhouse	Parker, CO	127	0.01%	0.15%

Source: HVS and Placer.ai

Based on the above analysis, Power 2 Play Sports would be considered the most competitive facility in the market area as 4.2% of the facility's annual visits result from Cheyenne residents. None of the other competitive facilities pull a significant share of their annual visitation from the City of Cheyenne. Besides the Campbell County Recreation Center, Power 2 Play Sports and the Sports Stable are the only venues who receive over 1% of annual visitation from the State of Wyoming.

Implications for Cheyenne

In an analysis of national comparable venues and local and regional competitive venues, the Proposed Cheyenne Sports Complex has some strengths and weaknesses. Cheyenne only has one significant competing indoor sports venue, the BEAST Foundation, within the immediate local market area which bodes well for the new development. Additionally, the Proposed Cheyenne Sports Complex building program, discussed in Section 5 of this report, offers a balance between

hard court space and indoor turf fields that few venues in the local or regional market can offer.

However, the Proposed Cheyenne Sports Complex would be situated in a constrained market. Populations within a 10- and 30-mile radius of the site are severely lacking when compared to national and regional venue averages. This is a crucial piece of information as comparable and competitive venues generate roughly 60% of visitation from within a 30 miles radius. Moreover, the Proposed Cheyenne Sports Complex will have to compete aggressively with established indoor sports complexes in Denver and Northern Colorado to access the more populated three-hour drive time market.

The success of any indoor sports complex relies on a venue's ability to generate consistent weekday visitation from the local population while drawing occasional weekend tournaments that supplement visitation from a larger market area.

5. Building Program Recommendations

HVS based building program recommendations on analysis of competitive multi-sport facilities, industry trends for design and configuration, local interviews, and knowledge of standard industry practices.

The building program recommendations presented herein describe the proposed court capacity, support space, and other amenities for the proposed sports complex. This building program should serve as a guide for subsequent physical planning aimed at providing the desired facility program elements.

Facility Program Recommendations

HVS recommends an indoor sports facility that includes hardwood court space to support basketball, futsal, and other mat sports, and can offer up to twelve volleyball courts. These courts would support weekly programming and team practices and occasional tournament activity. Adjacent to the hard-court space are two indoor turf fields. These would support soccer and baseball, among other sports.

The sports complex should include the following spaces:

- Six equally sized courts with one regulation-size basketball court or two regulation-size volleyball courts each,.
- Indoor turf that could accommodate two indoor soccer fields (100 x 210) or an indoor baseball infield diamond.
- A mezzanine level overlooking the hard courts to be used for observation and as an indoor walking or jogging track.
- Concessions, lobby, team rooms that can be used as locker rooms, and meeting rooms.

The following figure shows the recommended amounts and capacities of sport and fitness space in the proposed sports complex.

FIGURE 5-1
BUILDING PROGRAM RECOMMENDATIONS

Sport/Fitness Space	Total Area (SF)	Maximum Capacities		
		Basketball Courts	Volleyball Courts	Pickleball Courts
Hardwood Court Space	**52,800**	**6**	**12**	**18**
Court Area 1	8,800	1	2	3
Court Area 2	8,800	1	2	3
Court Area 3	8,800	1	2	3
Court Area 4	8,800	1	2	3
Court Area 5	8,800	1	2	3
Court Area 6	8,800	1	2	3
Indoor Turf Space	**48,400**			
Field Area 1	21,000			
Field Area 2	21,000			
Total Sport/Fitness Space	**101,200**	**6**	**12**	**18**

Hardwood Court Space

While site constraints and other design issues will affect the final layout of the hardwood court space, HVS recommends six separate court areas capable of being configured as six basketball courts, 12 volleyball courts, or some combination of the two. Additionally, portable courts could be rolled onto the hardwood court space to allow up to 18 temporary pickleball courts.

The proposed venue should allow for court areas with flexible configuration for multiple uses, including basketball, volleyball, mat sports, a championship court with riser seating, and a flat-floor area for assemblies or public shows.

FIGURE 5-2
SAMPLE BUILDING LAYOUT - CAPE GIRARDEAU SPORTSPLEX

The Cape Girardeau SportsPlex houses two artificial turf fields spanning over 32,000 square feet of space and six high school regulation hardwood basketball courts covering roughly 57,600 square feet. With ample spectator seating on the facility's turf and court sides, the venue can serve various events such as cheer and dance competitions, martial arts, marching band events, gymnastics, and more. In addition, the facility offers drop-down batting cages, full-service food and beverage capabilities, and multi-purpose space for team meetings, coach's clinics, team parties, and other events.

FIGURE 5-3
SAMPLE BUILDING LAYOUT - HOUSE OF SPORTS

Source: Pinnacle Indoor Sports

The House of Sports, located in Ardsley, New York, is an Olympic-style indoor sports facility spanning 120,000 square feet. The House of Sports includes six hardwood courts covering over 24,000 square feet of multi-sport gym flooring and an artificial AstroTurf's "PureGrass" turf field spanning 25,000 square feet. The facility also boasts an 8,000-square-foot fitness room, a four-lane, 200-foot Mondo "Super X" sprint track, and multi-sport batting cages.

FIGURE 5-4
SAMPLE TURF LAYOUT - TUCKAHOE SPORTS TRAINING CENTER

Source: TSI Training Center

The Tuckahoe Sports Training Center in Henrico, Virginia is home to a youth development program that provides year-round training. Programs include private lessons, baseball and softball camps, baseball and softball classes, and an indoor softball tournament. The facility is 38,482 square feet and is available for rent at a rate of $175 per hour.

Mezzanine Area

HVS recommends developing a mezzanine area that includes a walking and jogging track that circles the court area and could also serve as an additional viewing area. HVS estimates that building a second floor with a walking track would require an additional 24,880 square feet of space.

Ancillary and Support Spaces

In addition to the sports/fitness spaces provided above, the gross floor area included in the proposed sports complex would include the following elements:

- Lobby—a well-appointed lobby should provide visitors with access to each of the facility components (pickleball, fitness, and court space). The reception area located in the lobby can be used to check-in members and collect payment for one-time users.

- Administrative/Meeting Space—administrative/Meeting Space houses the offices for the proposed sports complex staff. Meeting space can be used as rentable registration areas, tournament organization rooms, or team rooms for tournament play.

- Concession Area—either connected to the lobby or independent of the lobby—should provide space for spectators to consume their concessions. This concession area should be separate from spectator seating areas to maintain facility cleanliness.

- Kitchen—connected to the concession area, the kitchen will provide an area for concession staff to prepare food for sale, event staff to house catering, and serve as a staging area for any non-sport rentals requiring catering.

- Public Restrooms—designed for daily usage of the facility.

- Locker Rooms—many new venues do not include separate team locker rooms, but locker rooms should be available for visitors that could serve tournaments or games when necessary. Separate locker rooms should be constructed for fitness users.

- Storage/Loading Areas—for non-sport rentals, a designated storage and loading area must be available for the transportation and storage of materials. This storage and loading area must be directly accessible by the court area to allow for direct transportation. Service access separate from the drop-off zone, truck docks, and waste disposal areas necessary to support the venue.

- Circulation—circulation space should provide for the movement of attendees into and through the venue. These areas would include hallways, connecting walkways, and bridges as required. Depending on the concept plan, these areas could include vertical circulation (stairwells, elevators, and escalators). HVS calculated circulation as 10% of the combined support space and rentable spaces in the building.

- Mechanical/Electrical Equipment Space—spaces needed to support the facility's physical plant, including HVAC, plumbing, electrical and fire protection systems.

Using data on 13 multi-sport facilities, HVS identified the average square footage for each of the above sports support spaces.

FIGURE 5-5
SUPPORT SPACE ANALYSIS

Support Space	Total Area (SF)
Sport Space	**101,200**
Function and Support Space	
Lobby	2,000
Administrative/Meeting Space	4,000
Concessions Area	2,000
Public Restrooms	4,000
Locker Rooms	3,000
Circulation	12,020
Mechanical/Electrical Equipment	6,010
Sub-Total Function and Support Space	**37,030**
GROSS BUILDING FLOOR AREA	**138,230**

A more precise determination of the floor areas would require a concept plan created by a design firm that illustrates how the proposed venue alterations would fit on the site. The process of concept planning would likely require adjustments to the recommended floor areas.

Cost Estimate

In the absence of physical planning efforts, precise cost estimates for developing the proposed sports complex are not available. But rough order-of-magnitude estimates can be generated based on the cost of similar venue developments. Though reported project costs vary in what they include, we assume these estimates do not include the cost of land.

The following chart highlights a selection of sports complexes, their square footage, and an indexed cost per square foot. HVS used the Rider Levett Bucknall ("RLB") Construction Cost Report to index costs to current year dollars.

FIGURE 5-6
COMPARABLE SPORTS VENUE COSTS

Name	Opening Year	Square Feet (000's)	Cost* ($ Million)	Cost/SF*
Primarily Indoor Facilities				
Virginia Beach Sports Center	2020	285.0	$80.4	$282.1
Highland Sports Complex	2021	200.0	$38.4	$192.2
Spokane Sportsplex	2021	180.0	$58.2	$323.3
Nexus Center	2024	170.0	$63.0	$370.6
Libertyville Sports Complex	2002	169.0	$64.5	$381.4
Rocky Mount Event Center	2018	165.0	$60.8	$368.3
Medford Sports & Event Complex	2023	163.4	$60.7	$371.5
WYO Complex	2024	131.0	$31.0	$236.6
RISE Indoor Sports	2021	123.0	$15.4	$125.0
Legends Events Center	2024	122.0	$40.0	$327.9
Cape Girardeau SportsPlex	2017	121.0	$16.0	$132.1
House of Sports	2012	120.0	$35.2	$293.2
UW Health Sports Factory	2016	108.0	$33.9	$313.5
Myrtle Beach Sports Center	2015	100.0	$20.2	$202.0
Round Rock Sports Center	2014	82.8	$22.9	$276.4
Average		**149.3**	**$42.7**	**$279.7**

*Construction costs from before 2023 have been adjusted according to inflation according the Rider Levett Bucnkall national construction cost index.

Sources: HVS and RLB Cost Index

The cost per square foot for these projects ranged from $125 to over $380. Costs can be influenced by land features, improvements, and which structures are necessary for construction. HVS used an overall average cost of $275 per square foot for our analysis. The following is a rough estimate of construction costs.

FIGURE 5-7
EXSTIMATED SPORTS COMPLEX BUILDING COST

Estimated Gross Floor Area (SF)		138,200	
	Low	**Mid**	**High**
Cost per SF	$220	$275	$330
Construction Cost ($ millions)	$30.4	$38.0	$45.6

The cost of construction for the proposed sports complex ranges from $30.4 million to $45.6 million.

6. Demand Analysis and Projections

HVS based event demand projections for the Proposed Sports Complex on the following research and analysis:

- Key market and economic indicators outlined in Section 2,
- Industry data and participation trends reports in Section 3,
- Comparable venue program and visitation data in Section 4, and
- The building program described in Section 5.

HVS assumes that construction of the Proposed Sports Complex is completed by January 1, 2026. We estimate that event demand would stabilize in the third full year of operation starting January 1, 2029. Demand projections assume the presence of a highly qualified, professional sales and management team for the Proposed Sports Complex.

Demand Categories

HVS classified all events into one of the following categories.

Tournaments—are multi-day events, requiring use of most, if not all of the fields or courts in a facility. These events can vary in length but tend to occur on Saturday and Sunday. Tournament organizers may require additional meeting and administrative space within the facility to serve as a hub for the tournament's operations. Given the drive-time market, the Proposed Sports Complex could host tournaments of varying sizes during the entire year.

Turf Tournaments—would occur on a handful of weekends running from March through November. However, these tournaments would require two or three days of field use on weekends. If necessary, a third tournament day would take place on a Friday evening. Tournaments would include indoor soccer and baseball and softball for lower age groups. HVS assumes tournaments will use the entirety of the turf area and preclude most other activities on tournament days. Turf tournaments would primarily occur in the Winter and Spring.

Hard Court Tournaments—would primarily be basketball and volleyball, but may include cheer, futsal, martial arts, pickleball, and other sports events. These tournaments would occur on weekends running from October through April. Tournaments would use at least four hard courts.

Programs—would primarily be youth leagues operated by the City of Cheyenne Recreation Division, but could also include training and skills development programs, adult leagues, camps, and clinics. Programs would primarily use the hard court space.

Tenant Rental—are rentals of field and courts by sports clubs and team courts for league play and practices. Most tenant rentals would be subject to annual or multi-year tenant agreements. The turf space would be heavily utilized by local baseball and softball clubs.

Public Access—court time set aside for memberships or one-time admission fees for the general public.

Seasonal Patterns of Utilization

HVS prepared sample weekly calendars for typical weeks during the peak season, shoulder season, low season for the Proposed Sports Complex. The following figure shows the seasonality of the proposed sports complex.

FIGURE 6-1
PROPOSED SPORTS COMPLEX SEASONALITY

Month	Season	Facility Use
Jan	Winter	Peak Season
Feb	Winter	Peak Season
Mar	Spring/Fall	Peak Season
Apr	Spring/Fall	Peak Season
May	Spring/Fall	Shoulder Season
Jun	Summer	Low Season
Jul	Summer	Low Season
Aug	Summer	Low Season
Sep	Summer	Low Season
Oct	Spring/Fall	Shoulder Season
Nov	Spring/Fall	Shoulder Season
Dec	Winter	Shoulder Season

The following figure shows the weeks per year in each season.

FIGURE 6-2
OPERATING WEEKS PER SEASON

Season	Turf Fields			Indoor Courts		
	Tournment	No Tournment	Total	Tournment	No Tournment	Total
Winter	2	10	12	4	8	12
Spring	1	12	13	6	7	13
Summer	0	12	12	0	12	12
Fall	1	12	13	2	11	13
Total	4	46	50	12	38	50

Peak demand would occur during the fall, winter, and spring months. However, utilization during the summer months would occur earlier in the day due to camps and other programming that could not occur during the school year.

The following are weekly seasonal calendars for the Proposed Sports Complex.

FIGURE 6-3
TURF WINTER WEEKLY USE OF FIELDS

2	Mon		Tues		Wed		Thu		Fri		Sat		Sun	
Turf	1	2	1	2	1	2	1	2	1	2	1	2	1	2
7:00 AM														
8:00 AM														
9:00 AM														
10:00 AM														
11:00 AM														
12:00 PM														
1:00 PM														
2:00 PM														
3:00 PM														
4:00 PM														
5:00 PM														
6:00 PM														
7:00 PM														
8:00 PM														
9:00 PM														

Tournament
Programs
Tenant Rentals
Public Access
Non-Sport Rental
Vacant

TURF SPRING/FALL WEEKLY USE OF FIELDS

12	Mon		Tues		Wed		Thu		Fri		Sat		Sun	
Turf	1	2	1	2	1	2	1	2	1	2	1	2	1	2
7:00 AM														
8:00 AM														
9:00 AM														
10:00 AM														
11:00 AM														
12:00 PM														
1:00 PM														
2:00 PM														
3:00 PM														
4:00 PM														
5:00 PM														
6:00 PM														
7:00 PM														
8:00 PM														
9:00 PM														

TURF SUMMER WEEKLY USE OF FIELDS

12	Mon		Tues		Wed		Thu		Fri		Sat		Sun	
Turf	1	2	1	2	1	2	1	2	1	2	1	2	1	2
7:00 AM														
8:00 AM														
9:00 AM														
10:00 AM														
11:00 AM														
12:00 PM														
1:00 PM														
2:00 PM														
3:00 PM														
4:00 PM														
5:00 PM														
6:00 PM														
7:00 PM														
8:00 PM														
9:00 PM														

Tournament
Programs
Tenant Rentals
Public Access
Non-Sport Rental
Vacant

Tournament
Programs
Tenant Rentals
Public Access
Non-Sport Rental
Vacant

FIGURE 6-4
HARD COURT WINTER WEEKLY USE OF FIELDS

4	Monday						Tuesday						Wednesday						Thursday						Friday						Saturday						Sunday					
Court	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
7:00 AM																																										
8:00 AM																																										
9:00 AM																																										
10:00 AM																																										
11:00 AM																																										
12:00 PM																																										
1:00 PM																																										
2:00 PM																																										
3:00 PM																																										
4:00 PM																																										
5:00 PM																																										
6:00 PM																																										
7:00 PM																																										
8:00 PM																																										
9:00 PM																																										

HARD COURT SPRING/FALL WEEKLY USE OF FIELDS

11	Monday						Tuesday						Wednesday						Thursday						Friday						Saturday						Sunday					
Court	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
7:00 AM																																										
8:00 AM																																										
9:00 AM																																										
10:00 AM																																										
11:00 AM																																										
12:00 PM																																										
1:00 PM																																										
2:00 PM																																										
3:00 PM																																										
4:00 PM																																										
5:00 PM																																										
6:00 PM																																										
7:00 PM																																										
8:00 PM																																										
9:00 PM																																										

HARD COURT SUMMER WEEKLY USE OF FIELDS

12	Monday						Tuesday						Wednesday						Thursday						Friday						Saturday						Sunday					
Court	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
7:00 AM																																										
8:00 AM																																										
9:00 AM																																										
10:00 AM																																										
11:00 AM																																										
12:00 PM																																										
1:00 PM																																										
2:00 PM																																										
3:00 PM																																										
4:00 PM																																										
5:00 PM																																										
6:00 PM																																										
7:00 PM																																										
8:00 PM																																										
9:00 PM																																										

Hourly Utilization of the Venue

Occupied hours reflect the number of hours when the facility is used for practices and games. Based on short-term facilities use agreements, organizations may use the facility for several hours of practice multiple days a week as well as competitions. HVS anticipates the Proposed Sports Complex will make use of short-term facilities use agreements. An example facility user agreement would account for use of some courts on Monday through Thursday from 4:00pm to 11:00pm, with individual skill levels or age brackets practicing during that time. Multiple short-term facilities use agreements can be executed, depending on the type of facility user organization.

FIGURE 6-5
ESTIMATE OF OCCUPIED HOURS FOR TURF FIELDS (STABILIZED YEAR)

	Winter		Spring		Summer		Autumn		Total
	Tournment	No Tournment	Tournment	No Tournment	Tournment	No Tournment	Tournment	No Tournment	
Number of Weeks	*2*	*10*	*1*	*12*	*0*	*12*	*1*	*12*	*50*
Occupied Hours									
Tournament	150	0	42	0	0	0	42	0	200
Programs	0	0	0	0	0	720	0	0	700
Tenant Rentals	140	1,180	70	1,416	0	828	70	1,416	5,100
Total Occupied Hours	290	1,180	112	1,416	0	1,548	112	1,416	6,100
Vacant Hours	282	920	126	1,212	0	972	126	1,104	4,700
Total Available Hours	572	2,100	238	2,628	0	2,520	238	2,520	10,800
Percent Occupancy	*51%*	*56%*	*47%*	*54%*	*0%*	*61%*	*47%*	*56%*	*56%*

FIGURE 6-6
ESTIMATE OF OCCUPIED HOURS FOR HARD COURTS (STABILIZED YEAR)

	Winter		Spring		Summer		Autumn		Total
	Tournment	No Tournment	Tournment	No Tournment	Tournment	No Tournment	Tournment	No Tournment	
Number of Weeks	*4*	*8*	*6*	*7*	*0*	*12*	*2*	*11*	*50*
Occupied Hours									
Tournament	512	0	576	0	0	0	158	0	1,200
Programs	320	880	372	672	0	1,680	124	1,056	5,100
Tenant Rentals	480	1,200	540	868	0	1,332	182	1,375	6,000
Public Access	120	624	270	623	0	1,176	90	935	3,800
Total Occupied Hours	1,432	2,704	1,758	2,163	0	4,188	554	3,366	16,200
Vacant Hours	1,088	2,336	2,022	2,331	0	3,372	706	3,564	15,400
Total Available Hours	2,520	5,040	3,780	4,494	0	7,560	1,260	6,930	31,600
Percent Occupancy	*57%*	*54%*	*47%*	*48%*	*0%*	*55%*	*44%*	*49%*	*51%*

Sport Utilization Assumptions

To estimate the number of annual visits, unique visitors and participants in game and practices, HVS made certain assumptions about the type of sports that would use the Proposed Sports Complex for tournaments, programs, league play and practices. Participants include players (including reserves), coaches and referees. The figures below show the assumptions for the number of participants by type of

sport and the share of demand that each sport would take at the Proposed Sports Complex.

FIGURE 6-7
SHARE OF DEMAND AND PARTICIPANTS PER SPORT

Sport	Share of Demand	Players per Team	Reserves Per team	Total Team Members	Coaches	Referees	Teams per Court/Field
Turf							
Soccer (full-field)	**15%**	11	7	18	2	3	2
Soccer (half-field)	**38%**	6	4	10	2	2	4
Football (flag half)	**5%**	6	4	10	5	1	4
Baseball	**20%**	9	6	15	3	3	2
Softball	**20%**	9	6	15	3	3	2
Track and Field	**2%**	64	0	64	5	3	2
Weighted Total	**100%**						
Court							
Basketball	**40%**	5	7	12	2	1	2
Basketball (3 on 3)	**4%**	3	0	3	0	1	4
Volleyball	**40%**	6	6	12	2	2	4
Cheer	**2%**	20	2	22	3	4	2
Gymnastics	**2%**	12	4	16	2	4	2
Martial Arts	**2%**	10	0	10	2	5	2
Pickleball	**5%**	4	0	4	0	0	4
Track and Field	**5%**	64	0	64	5	3	2
Weighted Total	**100%**						

The HVS demand model multiplies the weighted average of participants per hour for all sports time the number of occupied hours to estimate total participation. In addition to participants, HVS includes family and friends that would visit the venue along with the participants in our estimates of total visitation. The figure below shows the weighted number of participants and other assumptions necessary to calculate total visitation for turf and hard court events.

FIGURE 6-8
TURF VISITATION ASSUMPTIONS

Type of Visitor	Tournaments 4	Programs	Tenant Rentals	Public Access
Players (weighted by sport)	28.6	14.3	14.3	0.0
Coaches & Referees (weighted by sport)	9.8	2.6	2.6	0.0
Games/Programs per Day	2.5	1	1	2
Average Length of Program (days)	2.2	1	1	1
Spectators per player	2	0	0	0
Length of Field Use (hours)	1.25	1.5	1.5	2
Frequency of Visit	2	30	30	6

HARD COURT VISITATION ASSUMPTIONS

Type of Visitor	Tournaments 12	Programs	Tenant Rentals	Pubic Access
Players (weighted by sport)	38.4	14.1	14.1	10.0
Coaches & Referees (weighted by sport)	7.2	2.0	2.0	0.0
Games/Programs per Day	2.5	1.0	1.0	1.0
Average Length of Tournament (days)	2.2	1.0	1.0	1.0
Spectators per player	2.0	0.0	0.0	0.0
Length of Court Use (hours)	1.0	1.5	1.5	2.0
Frequency of Visit (days)	2.0	30.0	30.0	20.0

Visitation Forecast

Applying the above assumptions to the estimated hours of utilization, HVS estimated the annual number of visits, visitors, and players. The figure below shows estimates of turf and hard court sports demand for a stabilized year of operation.

FIGURE 6-9
SUMMARY OF VISITATION PROJECTIONS (STABILIZED YEAR)

Season	Visits			Visitors			Players		
	Turf	Courts	Total	Turf	Courts	Total	Turf	Courts	Total
Tournament	8,210	61,020	69,230	4,120	30,520	34,640	610	4,350	4,960
Programs	8,110	54,690	62,800	270	1,810	2,080	340	2,400	2,740
Tenant Rentals	57,650	64,040	121,690	1,920	2,140	4,060	2,420	2,820	5,240
Public Access	0	19,200	19,200	0	960	960	0	0	0
Total	73,970	198,950	272,920	6,310	35,430	41,740	3,370	9,570	3,370

Hotel Room Night Generation

The Cheyenne Community Recreation & Events Department provided HVS with event impact data from eight baseball and softball tournaments. HVS used total overnight visitors' days and room nights to estimate lodgers per room. HVS summarized the data for each tournament, including attendees, attendee days, percentage overnight, and room nights.

FIGURE 6-10
HISTORICAL TOURNAMENT ROOM NIGHTS

Tournament	Total Attendees	Total Attendee Days	Percent Overnight	Lodgers Per Room	Room nights
A	312	691	78%	2.29	302
B	436	206	30%	2.71	76
C	2,399	3,577	80%	2.77	1,292
D	1,843	3,441	75%	1.95	1,766
E	476	539	42%	2.99	180
F	1,567	2,262	46%	3.48	650
G	264	265	50%	2.98	89
H	330	359	40%	4.03	89
		Average	**55%**	**2.90**	
		Median	**48%**	**2.87**	

Source: Cheyenne Community Recreation & Events Department and HVS

Using the historical tournament data, HVS estimated the number of occupied room night that The Proposed Sports Complex would generate from tournament activity. The figure below shows the parameters used to estimate the number of room nights.

FIGURE 6-11
ROOM NIGHT PARAMETERS

Event Type	Occupied Room Nights Parameters		
	Percent Lodgers	Length of Stay	Lodgers per Room
Tournaments (Turf)	50%	1.5	2.75
Tournaments (Courts)	50%	1.5	2.75

Five-Year Projections

The following figure provides a five-year projection of demand for the Proposed Sports Complex including the number of visits, occupied field and court hours, and the number of players.

FIGURE 6-12
FIVE-YEAR ANNUAL DEMAND PROJECTION

	Opening			Stabilized	
	2026	2027	2028	2029	2030
Occupied Hours					
Tournaments (Turf)	100	150	200	200	200
Tournaments (Courts)	400	800	1,000	1,200	1,200
Programs (Turf)	700	700	700	700	700
Programs (Courts)	5,100	5,100	5,100	5,100	5,100
Tenant Rental (Turf)	5,100	5,100	5,100	5,100	5,100
Tenant Rental (Courts)	6,000	6,000	6,000	6,000	6,000
Public Access (Courts)	3,800	3,800	3,800	3,800	3,800
Total	21,200	21,650	21,900	22,100	22,100
Players					
Tournaments (Turf)	305	458	610	610	610
Tournaments (Courts)	1,450	2,900	3,625	4,350	4,350
Programs (Turf)	340	340	340	340	340
Programs (Courts)	2,400	2,400	2,400	2,400	2,400
Tenant Rental (Turf)	2,420	2,420	2,420	2,420	2,420
Tenant Rental (Courts)	2,820	2,820	2,820	2,820	2,820
Total	9,735	11,338	12,215	12,940	12,940
Attendee Days					
Tournaments (Turf)	4,200	6,200	8,200	8,200	8,200
Tournaments (Courts)	20,400	40,600	50,800	61,000	61,000
Programs (Turf)	9,000	9,000	9,000	9,000	9,000
Programs (Courts)	54,400	54,400	54,400	54,400	54,400
Tenant Rental (Turf)	57,000	57,000	57,000	57,000	57,000
Tenant Rental (Courts)	62,800	62,800	62,800	62,800	62,800
Public Access (Courts)	20,000	20,000	20,000	20,000	20,000
Total	227,800	250,000	262,200	272,400	272,400

The following figure provides a five-year projection of occupied room nights for The Proposed Sports Complex.

FIGURE 6-13
FIVE-YEAR ANNUAL ROOM NIGHT PROJECTION

	Opening			Stabilized	
	2026	2027	2028	2029	2030
Occupied Room Nights					
Tournaments (Turf)	600	800	1,100	1,100	1,100
Tournaments (Courts)	2,800	5,500	6,900	8,300	8,300
Total	3,400	6,300	8,000	9,400	9,400

Comparison of Demand Forecast with Comparable Venues

To assess the reasonableness of the demand forecast, HVS compared the estimated number of visitors and visits to those of comparable venues that were discussed in Section 4 of this report. Visitation to The Proposed Sports Complex that is comparable to the other venues, would be generated by tournaments and daily use of fields for practice and league games. HVS converted hourly utilization estimates to the number of visits by assuming a dwell time or length of stay of 2.5 hours. We also assume that non-tournament visitors return on average four times per year. See the figure below.

FIGURE 6-14
COMPARISON OF STABILZED DEMAND ESTIMATES TO COMPARABLE VENUES

	Stabilized 2029
Attendee Days	
Tenant Rental (Courts)	62,800
Tournaments (Courts)	61,000
Tenant Rental (Turf)	57,000
Programs (Courts)	54,400
Public Access (Courts)	20,000
Programs (Turf)	9,000
Tournaments (Turf)	8,200
Total	272,400
Comparable Venues (2022)	
Average	*389,000*
Standard Deviation	*113,000*

Sources: HVS and Placer.ai

We project the Proposed Sports Complex to achieve below average visitation because of its relatively remote location compared to the regional and national venues.

HVS intends for demand projections to show the expected levels of event numbers and attendance. Projections show smooth growth over time. However, event demand and booking cycles do not always run smoothly. Unpredictable local and national economic factors can affect businesses. Event demand often moves in cycles based on rotation patterns and market conditions. Therefore, HVS recommends interpreting the demand projections as a midpoint of a range of possible outcomes and over a multi-year period, rather than relying on projections for any one specific year.

7. Financial Analysis

HVS uses a proprietary financial operating model to estimate revenues and expenses at sports venues. This model quantifies the key variables and operating ratios that determine revenue potential and expenses levels. We adjusted the assumptions for inflation and other anticipated trends in price levels. Revenue and expense parameters are stated in 2023 dollars. HVS assumes an annual inflation of 2.5%.

Opening Date

For the purposes of this analysis, we assume that the Proposed Sports Complex opens in 2026. As discussed in our demand analysis, a ramp-up of facility utilization would be necessary to stabilize the operation in its fourth year, 2029.

Revenue

Operating revenue is the income derived from business operations. The sports complex's revenue line items include Tournament Fees, Facility Use, Concessions (Net), Merchandise (Net), and Event Fees. HVS estimates operating revenues as fixed amounts (subject to inflation) or as amounts per unit of demand. As units of demand, we used hours of utilization, the number of visitors, (including players and spectators), and the number of players. To formulate the revenue parameters (amounts per unit of demand), HVS relied on industry information, knowledge of comparable venues' performance, and information on price levels from local area sources. We adjusted the assumptions for inflation and other anticipated trends in price levels.

The figure below summarizes the Revenue parameters for each unit of demand and by type of event.

FIGURE 7-1
REVENUE PARAMETERS ($ 2023)

Revenue Line Item and Demand Source	Revenue Estimation Unit	Amount per Unit	
		Opening	Stabilized
Tournament Fees			
Tournaments (Turf)	Event Days	$2,000	$2,000
Tournaments (Courts)	Event Days	2,000	2,000
Facility Rental			
Programs (Turf)	Occupied Hours	$40.00	$40.00
Programs (Courts)	Occupied Hours	40.00	40.00
Tenant Rental (Turf)	Occupied Hours	55.00	55.00
Tenant Rental (Courts)	Occupied Hours	50.00	50.00
Public Access (Turf)	Occupied Hours	10.00	10.00
Public Access (Courts)	Occupied Hours	5.00	5.00
Concessions (Net)			
Tournaments (Turf)	Attendee Days	$2.00	$2.00
Tournaments (Courts)	Attendee Days	2.00	2.00
Programs (Turf)	Attendee Days	0.50	0.50
Programs (Courts)	Attendee Days	0.50	0.50
Tenant Rental (Turf)	Attendee Days	0.50	0.50
Tenant Rental (Courts)	Attendee Days	0.50	0.50
Public Access (Turf)	Attendee Days	0.50	0.50
Public Access (Courts)	Attendee Days	0.50	0.50
Merchandise (Net)			
Tournaments (Turf)	Attendee Days	$1.00	$1.00
Tournaments (Courts)	Attendee Days	1.00	1.00
Programs (Turf)	Attendee Days	0.25	0.25
Programs (Courts)	Attendee Days	0.25	0.25
Tenant Rental (Turf)	Attendee Days	0.25	0.25
Tenant Rental (Courts)	Attendee Days	0.25	0.25
Public Access (Turf)	Attendee Days	0.25	0.25
Public Access (Courts)	Attendee Days	0.25	0.25
Room Night Rebates			
Tournaments (Turf)	Occupied Room Nights	$10.00	$10.00
Tournaments (Courts)	Occupied Room Nights	10.00	10.00

HVS calibrated revenue parameters in the VenueModel© to generate revenue estimates for an opening year that reflect operating revenues at venues like the Proposed Sports Complex. For example, tournament fees are higher than program rental fees . A brief description of each line item follows.

Tournament Fees—are estimated by event day because the Proposed Sports Complex will charge a flat rate for each tournament.

Facility Use—would be generated from charges to third party operators of program and facility use agreements. Typically handled as short-term facilities use agreements, facility user use agreements allow for repeat utilization of the facility. The short-term facilities use agreement signed by a facility user would determine a use fee for the length of the agreement.

Facility use also includes revenue from fees charged for public access to indoor courts, which could occur for daily admission charges, or subscription fees for monthly or annual admissions during available hours.

Concessions (Net)— events generate food and beverage sales from spectators and participants. Concessions revenue would be generated by sports complex visitors including participants and observers. HVS assumes that the Proposed Sports Complex, through the concessions agreements, would net approximately 20% of the gross concession revenues.

Merchandise (Net)—the Proposed Sports Complex would operate a specialized retail outlet that sell basic sports equipment, apparel, and other convenience items. HVS estimated net merchandise revenue based on the amounts per visitor, which vary by type of visitor. HVS assumes that the Proposed Sports Complex, through the concessions agreements, would net approximately 10% of the gross merchandise revenues.

Room Night Rebates—HVS assumes that Proposed Sports Complex will negotiate with local hotels to assess a fee of approximately $10.00 per room night generated by tournament activity.

Operating Expenses & Non-Operating Revenue/Expenses

HVS estimates operating expenses as a blend of fixed and variable costs. Expenses have 1) a fixed component that changes with inflation, and 2) a variable component that depends on facility utilization levels. Fixed expenses may also increase or decrease due to changes in operating conditions or management decisions. For example, the addition of staff could increase fixed salary expenses. All fixed expenses are adjusted for inflation. HVS estimates variable expenses using a ratio-to-sales analysis, or based on amounts per unit of utilization, such as the number of events, attendees, or some other factor.

FIGURE 7-2
EXPENSE AND NON-OPERATING REVENUE PARAMETERS ($2023)

Expense Line Item	Estimation Method	Unit	Amount Per Unit		Fixed %
			Opening	Stabilized	
Operating Expense					
Salaries & Benefits	Fixed Amount		$907,000	$986,000	
Administrative & General	Ratio to Sales	Total Revenue	3.00%	3.00%	65%
Marketing & Sales	Ratio to Sales	Total Revenue	2.50%	2.50%	100%
Repair & Maintenance	Ratio to Sales	Total Revenue	3.00%	3.00%	55%
Supplies & Equipment	Ratio to Sales	Total Revenue	4.00%	4.00%	55%
Utilities	Ratio to Sales	Total Revenue	4.50%	4.50%	80%
Non Operating Revenue					
Sponsorships	Fixed Amount		$50,000	$50,000	
Non-Operating Expense					
Capital Expense Reserve Fund	Ratio to Sales	Total Revenue	4.00%	4.00%	0%
Insurance	Ratio to Sales	Total Revenue	2.00%	2.00%	100%
Management Fee	Ratio to Sales	Total Revenue	4.00%	4.00%	0%

HVS calibrated non-operating revenue and expense parameters for base and stabilized years that reflect typical operations of sports venues.

Operating Expense

Operating expenses are incurred to maintain the ordinary business operations of the venue. Many of these expenses vary with the level of facility utilization.

A brief description of each expense line item follows.

Salaries & Benefits—include compensation for permanent full and part-time employees dedicated to administration, marketing, building operations, and other functions. The following figure provides a breakdown of the approximate staffing model recommended for this facility. This staffing model excludes labor associated with tournaments and external programs.

FIGURE 7-3
STAFFING MODEL BREAKDOWN

Position	Number	Total Salary
ADMINISTRATION/FINANCE		
General Manager	1	$120,000
Director of Operations	1	70,000
Event Director	1	50,000
Admin Support	1	50,000
SALES/MARKETING		
Marketing & Promotions Manager	1	65,000
FACILITIES		
Facilities Manager	1	46,200
Hourly Labor (full-time equivalents)	7.5	375,000
Total	**13.5**	**776,200**
Benefits		163,000
Contingency		46,960
TOTAL SALARY & BENEFITS		**$986,000**

Administrative & General—office and administrative operations incur day-to-day facility expenses. Such expenses typically include travel, telephone, printing, permits, and other miscellaneous services.

Marketing & Sales—expense consists of costs associated with advertising, sales, and promotion; these activities focus on attracting and retaining customers. Marketing creates an image, develops customer awareness, and stimulates patronage of a property's various facilities. Sales involve lead generation, responses to customer requests for proposals, and negotiation of contracts for the use of the venue

Repair & Maintenance— includes the cost of routine and one-time facility maintenance expenses performed by in-house facility operations personnel. It also includes specialized activities, such as HVAC system maintenance, electrical work, and other mechanical systems often contracted out to third parties.

Utilities—the consumption of various utilities takes several forms, including water and space heating, air conditioning, lighting, cooking fuel, and other miscellaneous power requirements. The most common utility costs include electricity, natural gas, fuel oil, water, and steam.

Non-Operating Revenue

Non-operating revenue is derived from sources other than the venue's operations and include infrequent or nonrecurring income sources. HVS anticipates some sponsorship opportunities for the Proposed Sports Complex, which could include

digital advertising or fixed signage on the building exterior, in the lobby, or in other areas. This could include corporate contributions and sponsorships. The amounts of revenue generated by corporate contributions vary widely depending on the market, facility attendance, and media exposure.

Non-Operating Expense

Non-operating expenses are incurred for reasons unrelated to the core operations of the venue. They include the following.

Capital Expense Reserve Fund—amounts contributed to a reserve account for major capital maintenance, repairs, and FF&E replacement. This fund is based upon a percentage of total revenue, beginning at 2% in the first full year of operation and ramping up to 4% of total revenue by stabilization.

Insurance—costs include property insurance, casualty loss, and other liability insurance required for facility operations.

Management Fees—For purposes of this analysis, we assume the Proposed Sports Complex would be managed by a qualified third-party manager. Facility ownership would need to negotiate a management agreement, and agreements vary in terms of the responsibilities covered by the fee. Often, third-party managers are responsible for managing staff, facility operations, some maintenance and repairs, event and client services, financial management, some marketing and promotion, and relationships with third-party vendors.

Management fees can include base fees, qualitative incentive fees, and quantitative incentive fees. We assume a management fee of 4.0% of revenues.

Operating Pro Forma

The figure below shows projections for the first year of operations (2026) with projections for a stabilized year of operations (2029).

FIGURE 7-4
FINANCIAL OPERATING PROJECTIONS ($ 000'S)

	Opening Year CY 2026		Stabilized Year CY 2029	
	Amount	% Total	Amount	% Total
Revenue				
Tournament Fees	$68.9	5.5%	$185.6	11.1%
Facility Rental	895.4	71.9%	964.3	57.5%
Concessions (Net)	162.4	13.0%	278.3	16.6%
Merchandise (Net)	81.2	6.5%	139.2	8.3%
Room Night Rebates	36.6	2.9%	109.0	6.5%
Total Revenue	$1,244.6	100.0%	$1,676.3	100.0%
Operating Expense				
Salaries & Benefits	$976.7	78.5%	$1,143.5	68.2%
Administrative & General	43.4	3.5%	50.3	3.0%
Marketing & Sales	38.9	3.1%	41.9	2.5%
Repair & Maintenance	21.2	1.7%	50.3	3.0%
Supplies & Equipment	56.6	4.6%	67.1	4.0%
Utilities	67.2	5.4%	75.4	4.5%
Total Operating Expense	$1,204.1	96.8%	$1,428.4	85.2%
NET OPERATING INCOME (LOSS)	$40.4	3.2%	$247.9	14.8%
Non Operating Revenue				
Sponsorships	$53.8	4.3%	$58.0	3.5%
Total Non Operating Revenue	$53.8	4.3%	$58.0	3.5%
Non-Operating Expense				
Property Tax	$27.6	2.2%	$29.3	1.7%
Capital Expense Reserve Fund	24.9	2.0%	67.1	4.0%
Insurance	31.1	2.5%	33.5	2.0%
Management Fee	49.8	4.0%	67.1	4.0%
Total Non-Operating Expense	$133.4	10.7%	$196.9	11.7%
TOTAL NET INCOME (LOSS)	($39.0)	-3.0%	$109.0	6.5%

The figure below presents the five-year financial projections for the Proposed Sports Complex. The projections are in inflated dollars, the current year of HVS projections and show percentages as an amount of total revenue.

FIGURE 7-5
FIVE-YEAR FINANCIAL OPERATING PROJECTION

	Opening						Stabilized			
	2026		2027		2028		2029		2030	
	$ amount	% Total	$ amount	% Total	$ amount	% Total	$ amount	% Total	$ amount	% Total
Revenue										
Tournament Fees	$69	5.5%	$124	8.6%	$163	10.4%	$186	11.1%	$190	11.1%
Facility Rental	895	71.9%	918	64.0%	941	60.0%	964	57.5%	988	57.5%
Concessions (Net)	162	13.0%	215	15.0%	248	15.9%	278	16.6%	285	16.6%
Merchandise (Net)	81	6.5%	108	7.5%	124	7.9%	139	8.3%	143	8.3%
Total Revenue	$1,245	100.0%	$1,434	100.0%	$1,567	100.0%	$1,676	100.0%	$1,718	100.0%
Operating Expense										
Salaries & Benefits	$977	78.5%	$1,044	72.8%	$1,097	70.0%	$1,143	68.2%	$1,172	68.2%
Administrative & General	43	3.5%	46	3.2%	48	3.1%	50	3.0%	52	3.0%
Marketing & Sales	39	3.1%	40	2.8%	41	2.6%	42	2.5%	43	2.5%
Repair & Maintenance	21	1.7%	32	2.2%	41	2.6%	50	3.0%	52	3.0%
Supplies & Equipment	57	4.6%	61	4.2%	64	4.1%	67	4.0%	69	4.0%
Utilities	67	5.4%	70	4.9%	73	4.7%	75	4.5%	77	4.5%
Total Operating Expense	$1,204	96.8%	$1,294	90.2%	$1,364	87.1%	$1,428	85.2%	$1,464	85.2%
NET OPERATING INCOME (LOSS)	$40	3.2%	$141	9.8%	$203	12.9%	$248	14.8%	$254	14.8%
Non Operating Revenue										
Sponsorships	$54	4.3%	$55	3.8%	$57	3.6%	$58	3.5%	$59	3.5%
Total Non Operating Revenue	$54	4.3%	$55	3.8%	$57	3.6%	$58	3.5%	$59	3.5%
Non-Operating Expense										
Property Tax	$28	2.2%	$28	2.0%	$29	1.8%	$29	1.7%	$30	1.7%
Capital Expense Reserve Fund	25	2.0%	43	3.0%	63	4.0%	67	4.0%	69	4.0%
Insurance	31	2.5%	32	2.2%	33	2.1%	34	2.0%	34	2.0%
Management Fee	50	4.0%	57	4.0%	63	4.0%	67	4.0%	69	4.0%
Total Non-Operating Expense	$133	10.7%	$160	11.2%	$187	11.9%	$197	11.7%	$202	11.7%
TOTAL NET INCOME (LOSS)	($39)	-3.1%	$35	2.4%	$72	4.6%	$109	6.5%	$112	6.5%

HVS intends for financial projections to show the expected levels of revenues and expense. Projections show smooth growth over time. However, event demand and booking cycles are not always smooth. Unpredictable local and national economic factors can affect business. Event demand is often cyclical, based on rotation patterns and market conditions. Therefore, HVS recommends interpreting the financial projections as a mid-point of a range of possible outcomes and over a multi-year period rather than relying on projections for any one specific year.

9. Statement of Assumptions and Limiting Conditions

1. This report is to be used in whole and not in part.
2. No responsibility is assumed for matters of a legal nature.
3. All information, financial operating statements, estimates, and opinions obtained from parties not employed by HVS are assumed to be true and correct. We can assume no liability resulting from misinformation.
4. Unless noted, we assume that there are no encroachments, zoning violations, or building violations encumbering the proposed subject property.
5. The proposed facility is assumed to be in full compliance with all applicable federal, state, local, and private codes, laws, consents, licenses, and regulations (including a liquor license where appropriate), and that all licenses, permits, certificates, franchises, and so forth can be freely renewed or transferred to a purchaser.
6. We are not required to give testimony or attendance in court by reason of this analysis without previous arrangements, and only when our standard per-diem fees and travel costs are paid prior to the appearance.
7. If the reader is making a fiduciary or individual investment decision and has any questions concerning the material presented in this report, it is recommended that the reader contact us.
8. We take no responsibility for any events or circumstances that take place after the date of our report.
9. The quality of a facility's on-site management has a direct effect on a property's economic performance. The demand and financial forecasts presented in this analysis assume responsible ownership and competent management. Any departure from this assumption may have a significant impact on the projected operating results.
10. The demand and financial analysis presented in this report is based upon assumptions, estimates, and evaluations of the market conditions in the local and national economy, which may be subject to sharp rises and declines. Over the projection period considered in our analysis, wages and other operating expenses may increase or decrease due to market volatility and economic forces outside the control of the facility's management.

11. We do not warrant that our estimates will be attained, but they have been developed based on information obtained during our market research and are intended to reflect reasonable expectations.

12. Many of the figures presented in this report were generated using sophisticated computer models that make calculations based on numbers carried out to three or more decimal places. In the interest of simplicity, most numbers have been rounded. Thus, these figures may be subject to small rounding errors.

13. It is agreed that our liability to the client is limited to the amount of the fee paid as liquidated damages. Our responsibility is limited to the client and use of this report by third parties shall be solely at the risk of the client and/or third parties. The use of this report is also subject to the terms and conditions set forth in our engagement letter with the client.

14. Although this analysis employs various mathematical calculations, the final estimates are subjective and may be influenced by our experience and other factors not specifically set forth in this report.

15. HVS, is not a municipal advisor and HVS is not subject to the fiduciary duty set forth in section 15B(c)(1) of the Act (15 U.S.C. 78o-4(c)(1)) with respect to the municipal financial product or issuance of municipal securities. The reader is advised that any actual issuance of debt would be done under the advice of its bond counsel and financial advisors. Financial advisor would provide advice concerning the specific structure, timing, expected interest cost, and risk associated with any government loan or bond issue. Potential investors should not rely on representations made in this report with respect to the issuance of municipal debt.

16. This report was prepared by HVS Convention, Sports & Entertainment Facilities Consulting. All opinions, recommendations, and conclusions expressed during this assignment are rendered by the staff of this organization, as employees, rather than as individuals.

    This report is set forth as a market study of the proposed subject project; this is not an appraisal report.

10. Certification

The undersigned hereby certify that, to the best of our knowledge and belief:

1. the statements of fact presented in this report are true and correct;
2. the reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are our personal, impartial, and unbiased professional analyses, opinions, and conclusions;
3. we have no present or prospective financial or personal interest with respect to the parties involved;
4. HVS is not a municipal advisor and is not subject to the fiduciary duty set forth in section 15B(c)(1) of the Act (15 U.S.C. 78o-4(c)(1)) with respect to the municipal financial product or issuance of municipal securities;
5. we have no bias with respect to the subject of this report or to the parties involved with this assignment;
6. our engagement in this assignment was not contingent upon developing or reporting predetermined results;
7. our compensation for completing this assignment is not contingent upon the development or reporting of a predetermined result that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this document;
8. Thomas A Hazinski and Jorge Cotte personally inspected the area described in this report.

DRAFT DOCUMENT

Thomas Hazinski
Managing Director

DRAFT DOCUMENT

Jorge Cotte
Senior Director