

Hailey Rodeo Park Strategic Plan

Overview

Working with its Parks & Lands Board, the Sawtooth Rangers, Hailey Ice and other volunteer groups, the City of Hailey, owner of the Rodeo Grounds and the Hailey Skatepark, has adopted a Master Plan for the entire rodeo grounds property that creates diverse year-round recreational activities for all ages in our community. Fundraising has been underway all year to build this \$6 million project, with a fundraising goal set at \$3 million. In April, the Hailey City Council called for a General Obligation Bond election to ask voters whether they are willing to pay for \$3.5 million of the project.

The Hailey Rodeo Grounds is an integral part of the City of Hailey. The grounds have been leased to Sawtooth Rangers for 63 years, since 1947. The 4th of July Rodeo is an institution and the old arena is an icon.

Hailey Ice, Inc. has recognized the need for refrigerated ice and has been raising funds for a facility to this end for over a decade. After several extensive searches, a shared location with combined arena and ice facilities emerged as the best solution. Redevelopment of the property was called out by the community as its priority goal in a 2008 community survey.

Combining these facilities on City-owned land in a public/private partnership creates a unique recreational center in the heart of Hailey. In addition, expanding the Skatepark and increasing the green space surrounding it enhances the entrance to Hailey. The Interpretive/Visitors' Center will welcome all to our vital community and preserve the heritage of the site.

Business Profile

HAILEY ICE AND SPORTS ARENA

The ice facility will be owned by the City of Hailey and managed by Hailey Ice, Inc through a long-term lease agreement with the City. The preliminary budget for this facility shows a loss in the first year of \$33,187; the second year anticipates net income of \$17,578 in addition to anticipated reserves of \$15,000. The income figures are based on renting 48 hours of ice a week in the first year, increasing demand to 76 hours per week in the second year. The average rental cost is \$200/hour, with a range of \$150-\$250 per hour. The plans include, among other amenities, concessions, skate rental and sharpening, locker rooms, seating, and coaches space.

OUTDOOR ARENA AND RODEO GROUNDS

The outdoor multi-use event arena, designed to rodeo standards, will be available for the public to rent for a proposed day rate and/or percentage of ticket sales. Financial projections

have been calculated estimating a base daily rate of \$1,250 – 1,500. The Sawtooth Rangers will continue their annual rodeo over the 4th of July holiday and may host other events as well. Other equestrian activities, concerts, and community events will be booked after the construction funding is in place, giving city coordinators over a year to schedule arena bookings prior to construction completion. The estimated daily rate is established to cover all operating costs and is based on initial usage estimates anticipating 15 days in the first year, increasing to 27 days after three years. Please see revenue and expense matrices for more detail.

EXPANDED SKATE PARK

Since the construction of Hailey's world-class skate park, this facility has been used and loved by beginning, intermediate and expert skateboarders. With the addition of "street-skate" features, more diverse elements to meet broader skater skill levels and shade/picnic areas for spectators and family members this will become 1) an even greater welcome to our community and 2) a more friendly gathering space. There is no revenue generated from this skate park, and the expenses are confined to its concrete and landscape maintenance, routine trash collection and observation by city staff and officials. The new amenities will bring more spectators and parents to the skatepark and will create a more positive atmosphere.

VISITORS' AND INTERPRETATIVE CENTER

Meeting and exhibit space staffed by volunteers and/or partners (Hailey Historic Preservation Committee, Hailey Arts Commission, Hailey Chamber of Commerce) will be available. This is planned as a stand-alone structure, open to the public on a regular, scheduled basis. The broad sheltered porch incorporated into the building will serve as a transit shelter. Development of exhibits, both interior and exterior, will be pursued through grants and community volunteer efforts. The Sawtooth Rangers Rodeo may become one of many living exhibits to the western mountain culture of Idaho. Mallory photos of the former Wertheimer Park, which was located on this site prior to the existing arena, may be displayed within, as well as other exhibits to celebrate the history of community spirit of Hailey inherent in this unique downtown site.

Key Strategies

- Engage all elements of the community through widespread information about the plan
- Leverage City of Hailey costs with community-wide contributions and donations.
- Pursue Timeline which anticipates construction start-up immediately after 2010 rodeo, for arena completion in time for 2011 rodeo, so as not to lose the continuity of the Sawtooth Rangers Rodeo and its heritage.
- Develop local job opportunities through construction and ongoing recreational programs.
- Center recreational and group activities in valley's population center.
- Exhibit clear business plan that generates sufficient revenue from site to sustain maintenance and operations and enhances other community vitality elements.

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) of individual facilities

Name	Strengths	Weaknesses	Opportunities	Threats
ARENA	Continue historical rodeo heritage.	May take a few seasons for other events to take hold.	A year under construction gives city time to solicit events for 2011.	Other equestrian arenas & school stadiums may pose competition.
MULTI-USE	New Arena is placed for better utilization of space on the property.	Limited parking available, horse trailers parked on school property	Encourage use of transit, require special event bus/shuttles.	Equestrian uses may expand to outgrow available parking.
HAILEY	Draw large outdoor events to Hailey for economic & community development.	Traffic and noise generated from outdoor venue.	Draw traffic/noise from residential parks to this more commercial area.	Loud amplified sound may draw complaints.
	Multi-use arena invites unlimited programming.	Cost to rent per day.	More than 15 events per year, City may generate surplus revenue.	Economy may make event start-up & costs hard for promoters.
	Sawtooth Rangers are committed to continuing production of award-winning annual rodeo.	Ice Facility to be shut down during 4 th of July rodeo for maximum space.	Further expansion of rodeo-related activities using ice & visitors facilities	Withdrawal of agreements by cooperating partners.
PARK	Fundraising of Hailey Ice, Inc, with strong community connections and support through its longevity of effort.	Costs and long-term commitment are needed to run a facility of this magnitude.	Expanding uses beyond ice skating to year-round use.	Potential of future disinterest by the community in using outdoor ice at McKercher
ICE	Growing interest in ice sports	Revenue projections may be overly optimistic	Regular weekend events create financial injection into local businesses	Other season's activities/sports competing with ice skating uses.
HAILEY	Overhead limited to maintenance & operations without encumbrance of land or lease costs.	City may not be maximizing dollar value of commercial property.	Creation of long-term partnership for community enhancement at many fronts.	Dependent on long-term energy and interests of Hailey Ice volunteers.
SKATE PARK	More park-like space, greenery, and diversity for skaters benefits all.	Expanded concrete areas create additional maintenance costs.	Increased use & activity reduces vandalism.	Too many skaters, not enough space.
INTERPR ETIVE CENTER	Chance to showcase Hailey's history	Volunteers needed to supplement staff.	A meeting space for community	Are there ample meeting spaces already?

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) of timing and community benefits

	Strengths	Weaknesses	Opportunities	Threats
OF TIMING	Economic Stimulus for construction	Concurrent processes may leave some feeling rushed.	Lower building costs and interest rates resultant from recession	Other voting district levies competing , School and Blaine Manor
ANALYSES	Hailey Ice, Inc momentum	Very short fundraising window.	Increased economic vitality to our economy	Property tax increase on fixed, reduced incomes
COMMUNITY	Strong commitment to infrastructure	Number of hockey tournaments are uncertain.	Increased economic vitality via tournaments, horse shows, clinics	Potential users may pre-judge resort area as too costly (lodging, meals)
BENEFITS	Strong commitment to youth	May impact other area facilities and recreational programs.	Other Idaho residents seek good reasons to come to valley	

Rodeo And Interpretive Center facilities	Year 1&2	Year 3
Description	Revenue	Revenue
Facility Rental/User Fees (\$1250-1500/day)	21,250	40,500
Concessions*	4,000	4,000
Interpretive Center Meeting Room	750	750
Interpretive Center Office	7,200	7,200
TOTAL REVENUE	33,200	52,450
Anticipated Expenses		
Management & Scheduling	6,070	6,070
Utilities - Arena	15,230	15,230
Supplies, Maintenance	7,700	7,700
Landscape Maintenance Costs (City Personnel)	2,000	2,000
TOTAL EXPENSES	31,000	31,000
NET INCOME	2,200	21,450

PROPOSED USES OF HAILEY ICE AND SPORTS ARENA:

ICE: youth hockey, adult hockey, figure skating, noon hockey, "stick and puck", open skating, curling, broom ball, teen nights, learn-to-skate...

NON-ICE: roller hockey, volley ball, tennis, lacrosse, coaching clinics, video training, convention events, farmers markets, antique fairs...

Hailey Ice and Sports Arena		Year 1	Year 2
Revenue	Ice, skates, locker, adv, concessions*	327,040	556,860
OpExp	Utilities	57,227	63,282
	Employees	189,000	306,000
	Ins, Legal, Promo, Misc	108,000	143,000
	Bldg Maintenance	6,000	12,000
	Reserves for major maintenance		15,000
NET INCOME(LOSS)		(33,187)	17,578