

# Dunmore Equestrian Centre

## Feasibility Study

Council Presentation – March 5



# Presentation Overview

- Project Overview, Purpose, and Process
- Key Engagement and Research Findings
- Estimated Operating Budget
- Recommendations and Suggested Next Steps



# **A / Project Overview**

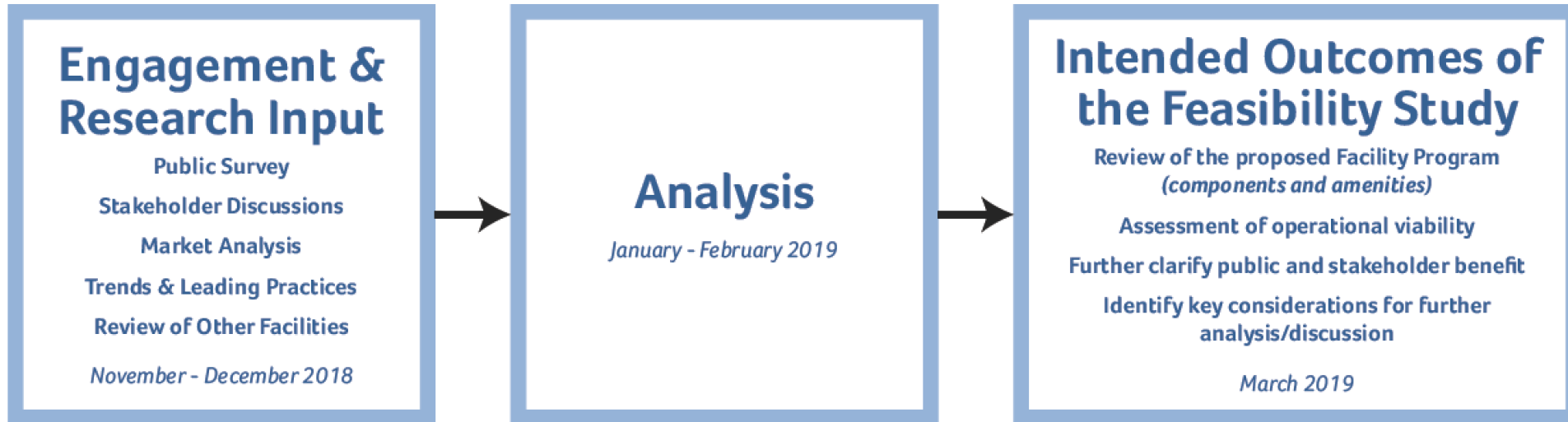
# The Facility Program

- 120 ft. x 240 ft. riding arena (including the main arena and warm-up / practice arena). *\*Total footprint of 150 ft. x 380 ft.*
- Multi-purpose community space (to support programs and event hosting).
- Potential support amenities:
  - Spectator seating / viewing (~500 to 1,000)
  - Wash bays
  - Box stalls for temporary event stabling
  - Lobby and concession space
  - Small office
  - Parking (with capability for overnight trailer camping)
  - Announcers booth

# Feasibility Study Purpose

- Gauge public and stakeholder support.
- Further assess operational viability.
- Identify community and regional impacts and benefits.
- Provide a document (point of reference) that can help inform future decision making.
- Validate the facility program (components and amenities)

# Project Process



Engagement Method	Responses / Participation
Resident Survey	209*
Stakeholder Discussions	30 sessions

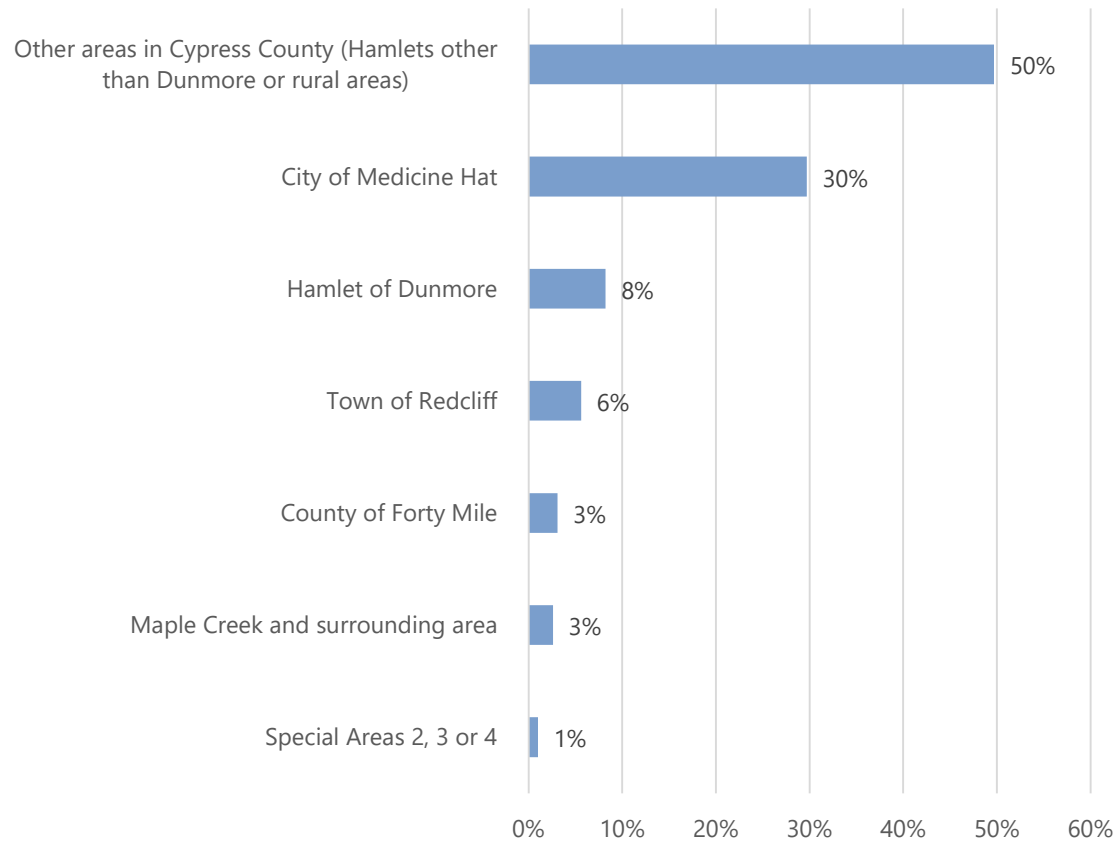
*\*Coded access postcard sent to regional residents. Margin of error of +/- 6.8% (19 times out of 20)*



# **B / Resident Survey Findings**

# Resident Survey Findings

Where do you live?

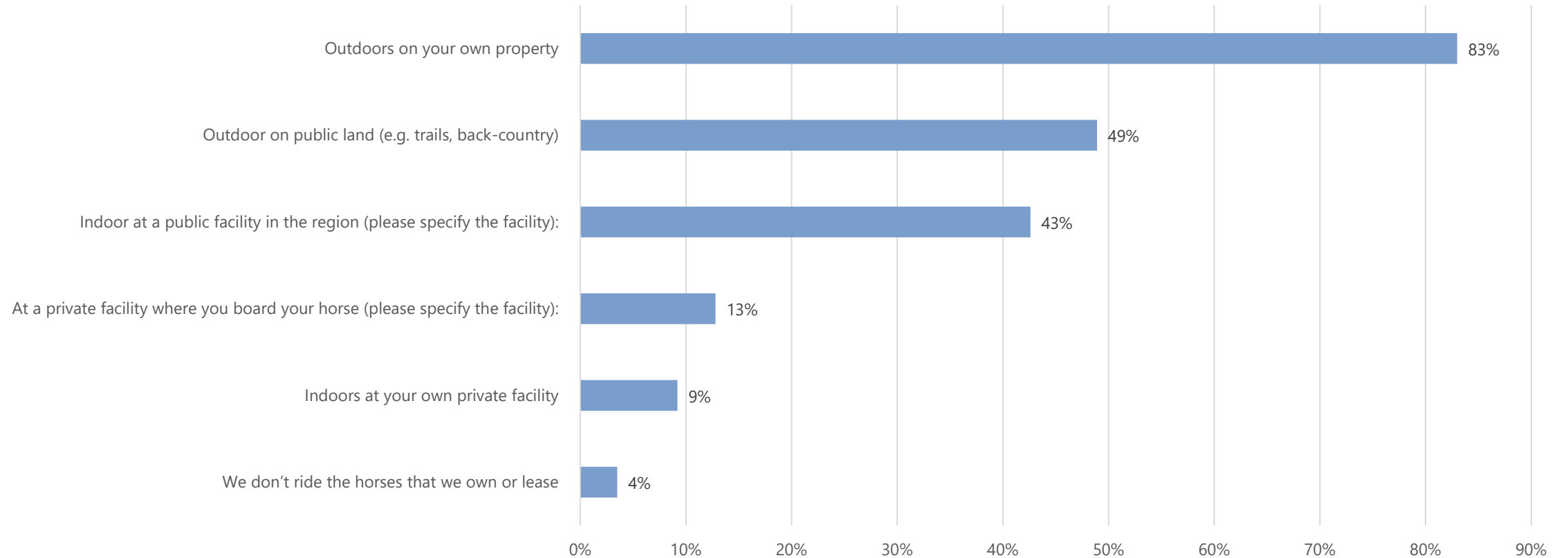


Age Category	Survey Results	Age Distribution Cypress County	Age Distribution Medicine Hat CMA
Age 0 – 4 Years	5%	6%	6%
Age 5 – 9 Years	7%	8%	6%
Age 10 – 19 Years	13%	15%	11%
Age 20 – 29 Years	11%	9%	12%
Age 30 - 39 Years	13%	13%	14%
Age 40 – 49 Years	13%	13%	12%
Age 50 – 59 Years	18%	17%	14%
Age 60 – 69 Years	11%	13%	12%
Age 70 – 79 Years	8%	5%	7%
Age 80+ Years	1%	1%	5%



# Resident Survey Findings

Where do you ride your horses?



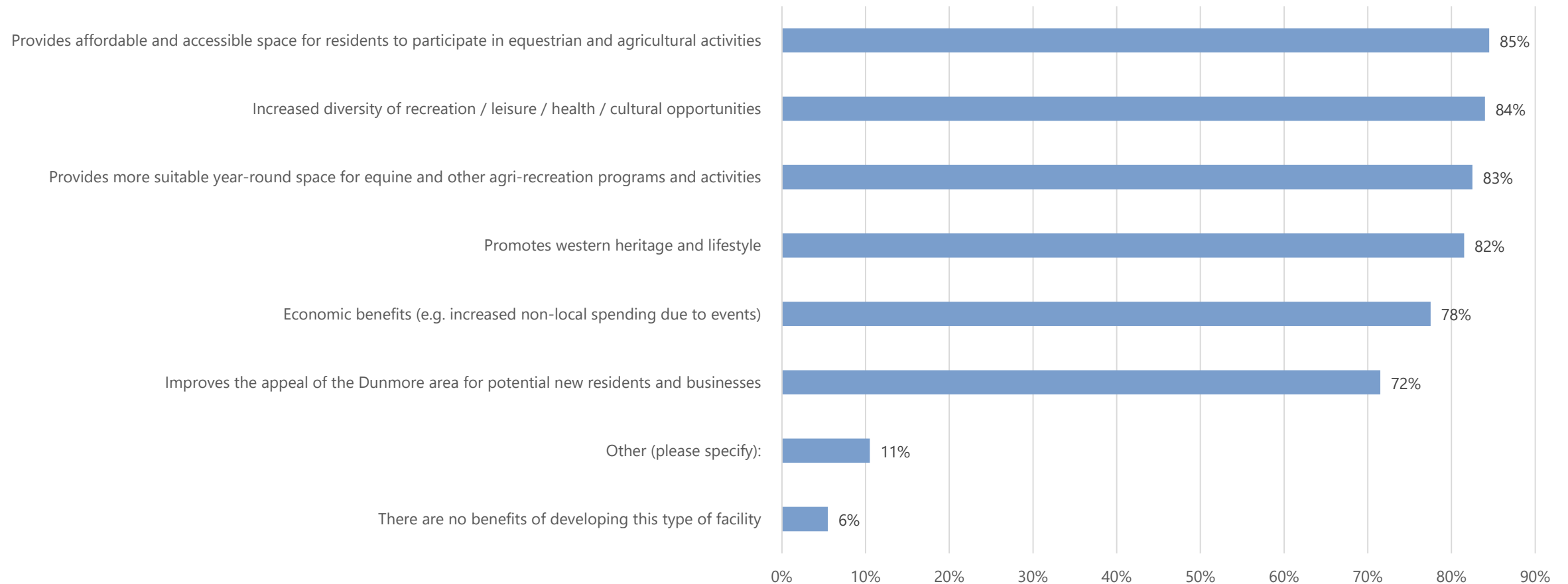
# Resident Survey Findings

## Agreement with the following statements....

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Disagree</b>	<b>Not Sure</b>
Agri-recreation opportunities (facilities and programs) are important to <b>your household's</b> quality of life.	60.2%	23.4%	13.4%	3.0%
Agri-recreation opportunities (facilities and programs) improve the overall quality of life <b>in your local community and across the region.</b>	72.8%	22.3%	2.5%	2.5%

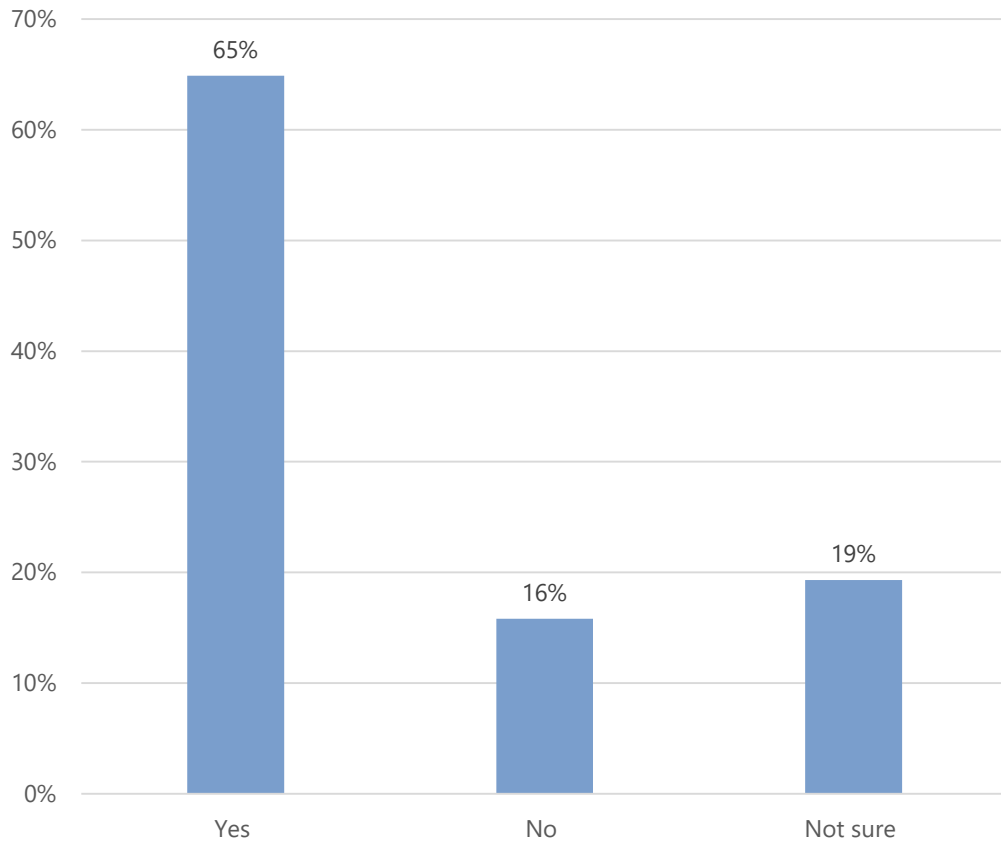
# Resident Survey Findings

What are the potential benefits of developing a new indoor agri-recreation facility in Dunmore?

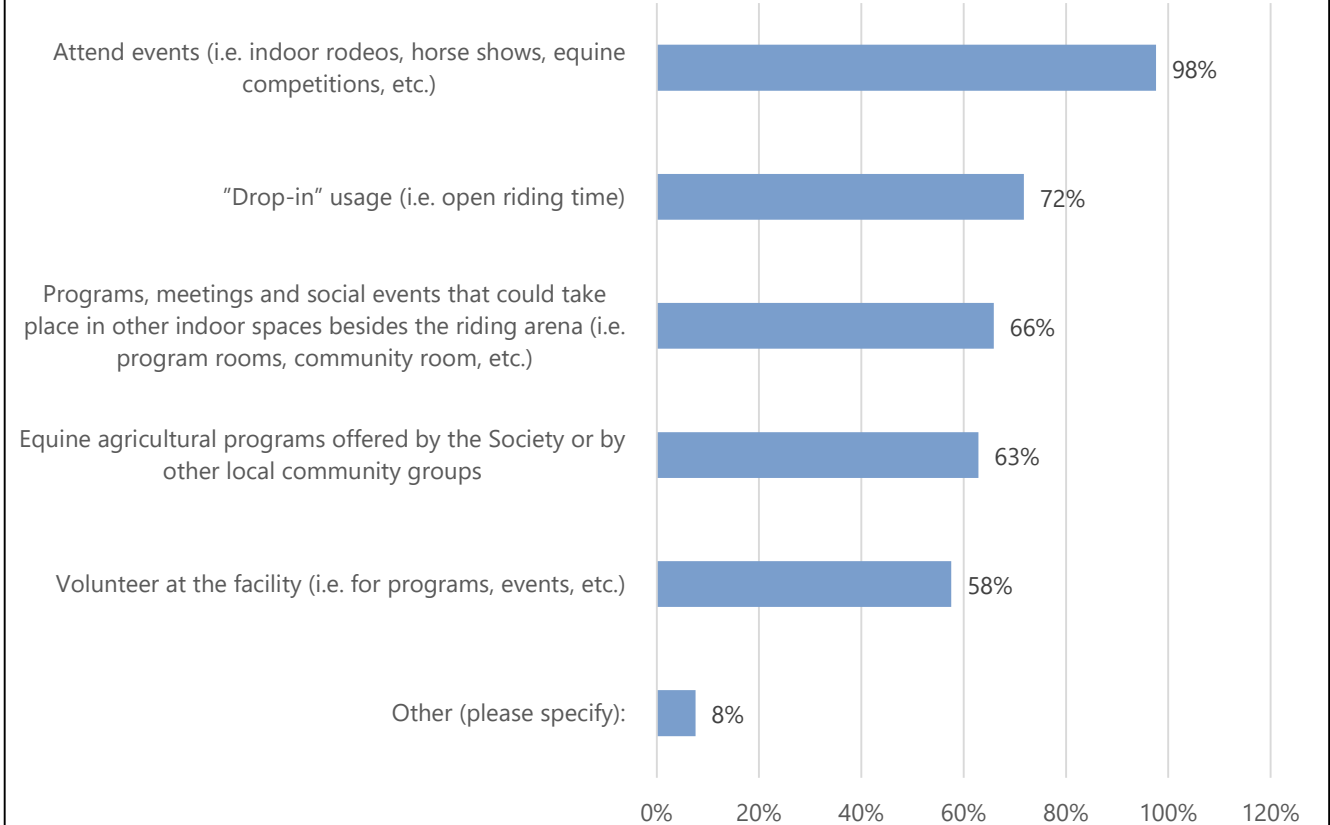


# Resident Survey Findings

Would your household use a new indoor agri-recreation in Dunmore if one were developed?

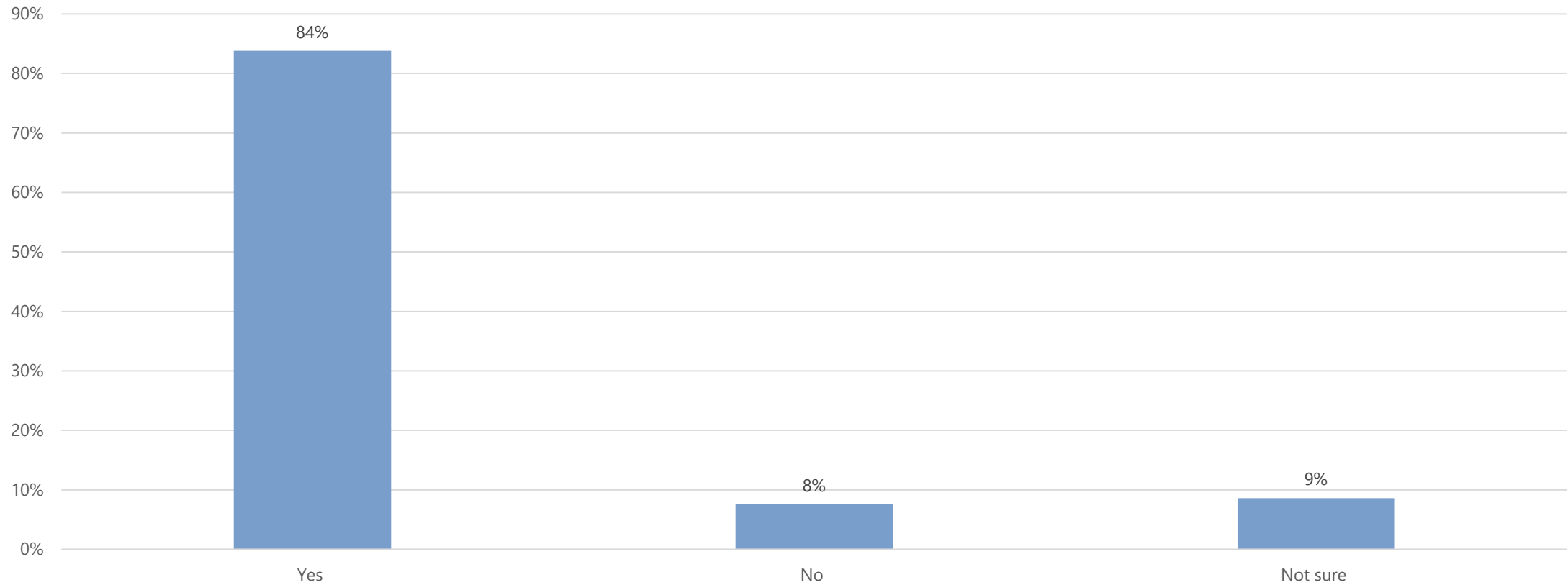


What types of activities would members of your household use a new indoor agri-recreation facility in Dunmore for?



# Resident Survey Findings

Do you support the development of a new indoor agri-recreation facility in Dunmore?



# Resident Survey Findings

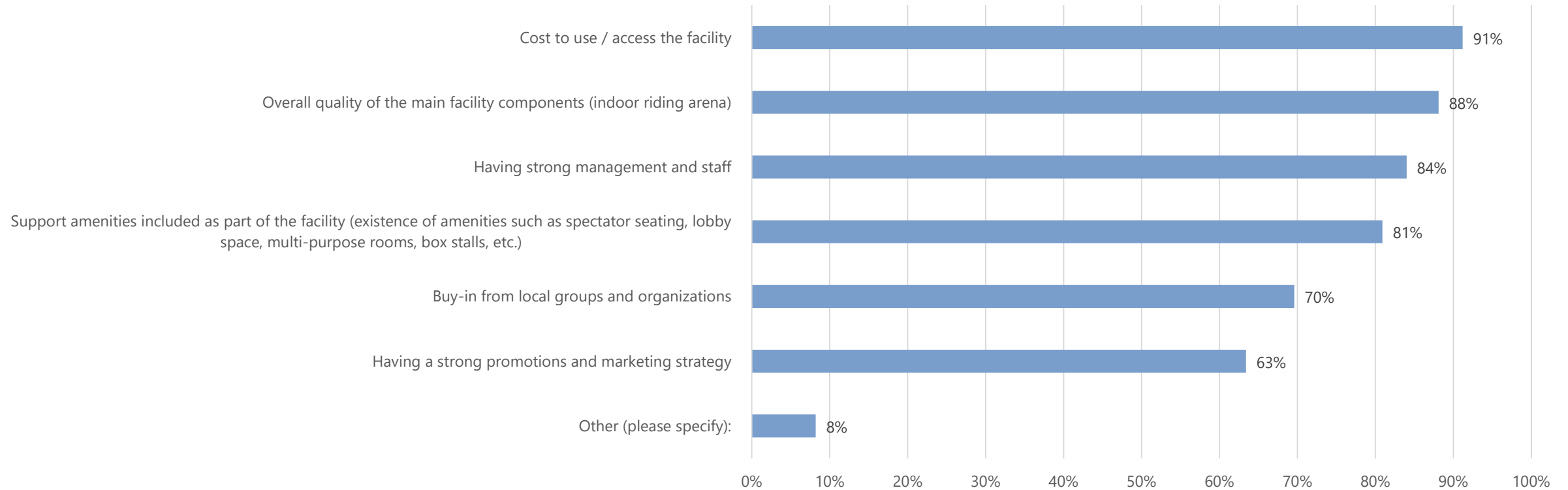
## Space preferences in a new facility...

*\*Question was prefaced with: "An indoor riding arena (approximately 150 feet x 300 feet total area, 120 feet x 240 feet riding arena area) would be the main component of a potential new indoor agri-recreation facility. However the facility is likely to include a number of support amenities and other community spaces..."*

	Very important	Somewhat important	Not important	Not sure / no opinion
Covered box stalls (short term animal stabling during events)	40.6%	36.1%	5.6%	17.8%
Year-round animal stabling	22.0%	38.4%	20.3%	19.2%
Multi-purpose community space (room or rooms that can accommodate community programs, workshops and host social functions)	54.4%	35.6%	2.2%	7.8%
Wash bays	32.0%	43.6%	9.4%	14.9%
Spectator seating	75.1%	19.3%	%	5.5%
Storage space	33.0%	42.5%	10.6%	14.0%
On-site camping / trailer parking	56.9%	32.6%	5.5%	5.0%
Concession areas / food services	56.6%	35.2%	3.8%	4.4%
Amenities that can support event hosting (announcer's box, box office, lobby space, audio capability, etc.)	71.3%	22.1%	1.7%	5.0%

# Resident Survey Findings

If a new indoor agri-recreation facility is developed in Dunmore, what factors do you think would be essential for the success of the facility?





# **C / Stakeholder Discussions (Themes)**



# Stakeholder Discussions

## **Participants included:**

- Local agri-recreation focused programs and events.
- The local and regional business community.
- Private sector indoor arena operators.
- Public sector service providers (e.g. school district, post-secondary, health and rehabilitation providers, RCMP).
- Agricultural advocacy groups.
- Arts and cultural groups.
- Local agri-recreation participants and enthusiasts.
- Elected officials.

# Stakeholder Discussions - Themes

- Majority were in support of the project.
- Potential benefits: increased non-local spending, needed space for groups, ability to attract more and better events.
- The lack of a major agri-recreation event facility in the region was commonly identified as a recreation facility gap.

# Stakeholder Discussions - Themes

- Some pondered the viability of the project.
- A number of comments that the County should view an indoor agri-recreation facility in the same way as it does other types of recreation facilities like arenas, curling rinks, halls, etc. (e.g. consider subsidizing operations).
- Varying opinions on whether a new facility would impact private operators.

# Stakeholder Discussions - Themes

- A number of comments about therapeutic use and future opportunities to expand existing programs.
- General consensus that the facility should be equestrian focused but available for other uses.
- Although hard to quantify, many stakeholders believe a number of events are leaving the region (along with subsequent spending).

# Stakeholder Discussions - Themes

- Stakeholders identified a number of key factors that will influence viability:
  - Buy-in from local groups and potential users.
  - Quality of the facility (suitable size, support amenities, etc.).
  - Quality of management and operations
  - Level of public access (can't be seen as a "club" for a small number of individuals).



# **D / Other Research & Analysis**

# Key Trends & Leading Practices

- Stable participation in most equine pursuits.
- Attracting “urban” participants is vital to sustainability.
- Multi-use and multi-functional facilities / sites.
- Importance of comfort, convenience and quality in facility design and operations.

# Market Analysis

- Modest population growth in the region (below provincial averages).
- Minimal competition or duplication in the immediate region.
- Majority of medium to large agri-recreation facilities in Alberta are clustered along the QE II corridor.

Census Area	Growth (2011-2016)
Medicine Hat CMA	5.8%
Cypress County	6.2%
Dunmore	2.4%



# Benchmarking

*\*The consulting team reviewed the operations of other indoor agri-recreation facilities in Alberta.*

- Majority operate at close to a break-even position.
- Reliance on the annual Alberta Agricultural Societies grant program.
- Events and riding memberships are critical revenue sources.

# Benchmarking

## Rates and Fees Comparison:

Facility	Community	Day Rate	Hourly Rate	Annual Riding Membership (single)	Drop-In Riding	Box Stall Rentals (per day)
Calnash Trucking Ag Event Centre	Ponoka	\$1,200	\$120		\$20	\$40
Olds Cow Palace	Olds	\$900	\$100			\$40
Thorsby Haymaker Centre	Thorsby	\$550	\$55	\$200	\$15	\$20
Stettler & District Agricultural Society Riding Arena	Stettler	\$400	\$60			\$20
Didsbury Agricultural Society Riding Arena	Didsbury			\$180	\$15	
Lewis Hawkes Pavillion at Evergreen Park	Grande Prairie	\$450	\$75	\$525	\$20	
Cold Lake Agricultural Society Riding Arena	Cold Lake	\$400		\$237	\$20	\$20
St. Paul Ag Coral	St. Paul	\$500		\$250		\$10
Agrim Centre	Rimbey	\$750	\$100	\$350	\$20	\$40
	<b>AVERAGE</b>	<b>\$644</b>	<b>\$85</b>	<b>\$290</b>	<b>\$18</b>	<b>\$27</b>

# Economic Impacts Analysis

**\*Construction Impact (during construction):** \$3,165,000 to the overall GDP and 24 jobs

**\*Ongoing Operations Impact:** \$472,245 annually to the overall GDP and 3.6 permanent jobs

**\*\*Event Visitation Impact:** 12,000 annual event visitors

- Event attendees spend an average of \$40 per day on-site or near site (=\$480,000 total annually)
- Local event visitors spend an estimated \$90 per day in a community
- Non-local event visitors spend an estimated \$540 per day in a community

*\*Using the provincial gov't Alberta Economic Multipliers*

*\*\*Event spending data based on Travel Alberta estimates as cited in the Alberta Association of Agricultural Societies Community Benefits, Economic Stimulation, and Sustainability Report (2012)*



# **E / Estimated Operating Budget**

# Estimated Operating Budget

- Reflects that the facility could operate at a break-even position, however margins are minimal.
- There is no ability to service debt or fund a capital reserve through operations.
- For the facility to be viable, additional operating revenues will need to be secured.



# **F / Recommendations (Suggested Next Steps)**

# Recommendations (Next Steps)

- Further explore the capital funding model and potential revenue sources.
- Proceed with development only if additional ongoing operational funding can be secured.
- If the project moves forward, further analyze and confirm the capital and operating costs (based on new information and potential partnerships).



**THANK YOU!**