



Market & Economic Analysis of
**POTENTIAL RENOVATED/
EXPANDED FACILITIES AT THE
W.H. LYON FAIRGROUNDS**
In Sioux Falls, South Dakota

December 12, 2022

ANALYZING WH LYON FAIRGROUNDS PRODUCT

- **STUDY PURPOSE:**

Market demand and economic impact analysis associated with the Masterplan effort concerning W.H. Lyon Fairgrounds.

- **PROJECT TEAM:**

CSL International, in association with Smith Architecture, has developed this analysis jointly.

- **BENCHMARKING:**

40+ competitive/regional/comparable facilities.

- **INTERVIEWS & OUTREACH:**

Over 40 interviews completed with past, current, and potential new users representing 500+ total events.

STUDY COMPONENTS

- 1 W.H. Lyon Historical Analysis
- 2 Local Market Analysis
- 3 Comparable Facilities Analysis
- 4 Industry Trends & Characteristics
- 5 Market Demand Research
- 6 Supportable Program Analysis
- 7 Cost/Benefit Analysis

POTENTIAL OPPORTUNITY

- **WH LYON FAIRGROUNDS:**

180-acre site with 150,000-square foot Expo Building, 4,200-seat Grandstand, stalling for over 650 horses and over 320 RV hook-ups.

- **IMPORTANT COMMUNITY ASSET:**

Hosting Sioux Empire Fair, community events and year-round economic impact generating events.

- **WELL-POSITIONED IN SIOUX FALLS MARKET:**

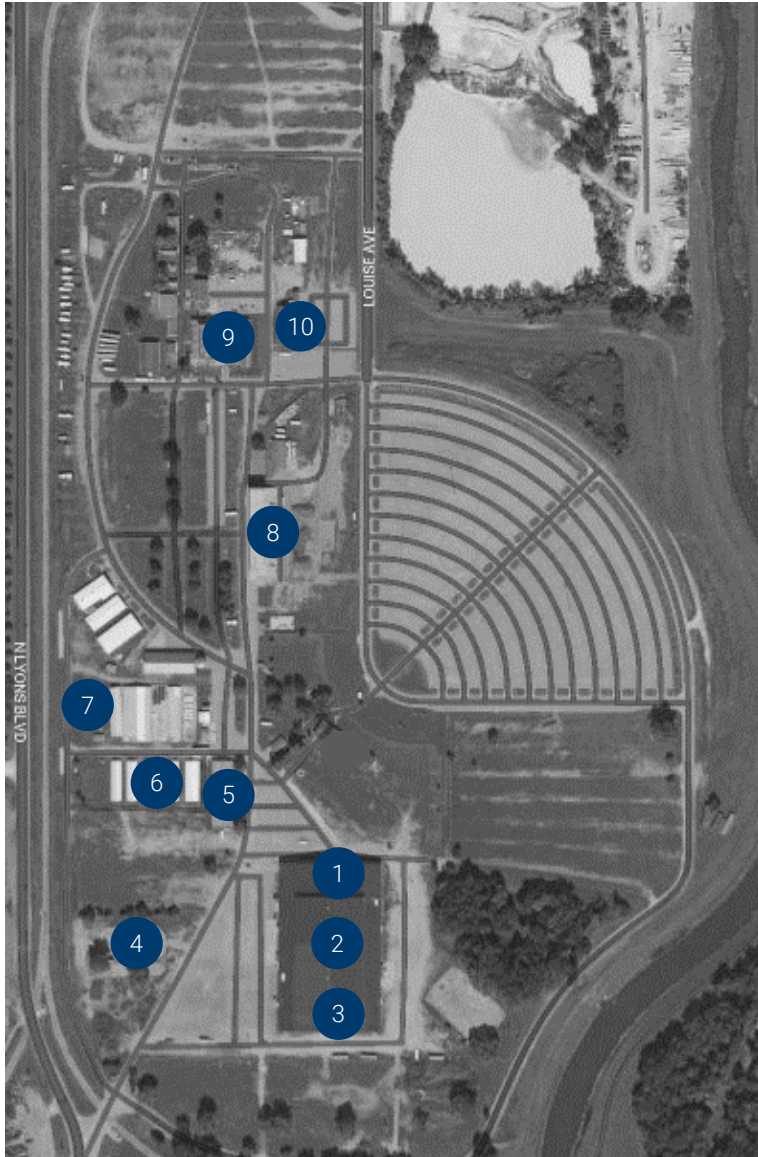
Ideally located between I-29 and downtown Sioux Falls for hosting community events and events that draw non-local attendees.

- **LACK OF FACILITY INVESTMENT HAS LIMITED OPPORTUNITY TO HOST/GROW EVENTS:**

Fairgrounds functionality and marketability not keeping pace with other recently developed/ improved Sioux Falls event facilities.



INTRODUCTION



Source: Minnehaha County, Google Maps, 2022.

- 1 Expo Building North – 30,000 sf, 2,000 seating capacity
- 2 Expo Building Center – 75,000 sf, 23,000 square foot arena
- 3 Expo Building South – 45,000 sf
- 4 Dan Pirrung Family Rodeo Arena – 100' x 200'
- 5 Fine Arts Building – 12,000 sf
- 6 4-H Barns – 238 pens total
- 7 Show Ring – 75' x 150'
- 8 Grandstand – 4,200 fixed seats, 12,000 total capacity
- 9 Armory – 8,500 sf, 550 seating capacity
- 10 Nordstrom Johnson Building – 6,200 sf, 480 seating capacity

Location:	Minnehaha County, South Dakota
Owner:	Minnehaha County
Operator:	Sioux Empire Fair Association, Inc.
Year Built:	1938
Acerage:	181
Exhibit Space:	150,000
Meeting Space:	12,000
Exposition Space:	179,300
Seating Capacity (Largest Arena):	1,800 Typical Set-up 3,000 Max. Capacity
Outdoor Arena:	20,000 sq ft
Grandstand:	4,200
Stalls:	657
RV Spaces:	321

PRIMARY TENANTS OF W.H. LYON FAIRGROUNDS



BENSON'S FLEA MARKET

During the first full weekend of every month (excluding the summer) at W.H. Lyon Fairgrounds, Benson's Flea Market fills the entire 30,000 square feet of the Expo Center's North Room with anywhere from 90 to 140 exhibitors. This monthly flea market draws an average of 2,500 shoppers, who can purchase an assortment of antiques and collectibles. It is the longest running flea market in South Dakota and generates the fairgrounds an average revenue of \$2,600 per month.



SIouxLAND EMPIRE KENNEL CLUB

Founded in 1961, the Siouxland Empire Kennel Club offers year-round dog training in several canine sports as well as fundamental classes for dogs, using the Old Mac Building at WH Lyons Fairgrounds as their clubhouse. Additionally, the SEKC hosts a variety of competitions throughout the year in Obedience, Agility, Scent Work, and Confirmation. The most notable of these events is the fall Sioux Empire Kennel Club Dog Show at the fairgrounds' Expo Center, which attracts an average of 2,000 attendees and brings in nearly \$15,000 in yearly revenue.



FAITH TEMPLE CHURCH FOOD GIVE-AWAY

Every Friday at the W.H. Lyon Fairgrounds' Nordstrom-Johnson Building, Faith Temple Church hands out more than 15,000 pounds of food which goes on to feed over 1,000 people per month in the Sioux Falls community. Each year this event attracts an estimated attendance of 60,000 and provides the fairground with \$12,000 in revenue.



SIouxLAND RENAISSANCE ASSOCIATION

The Siouxland Renaissance Association is a volunteer-based, non-profit organization that organizes the annual Siouxland Renaissance Festival, a 2-day event located at WH Lyon Fairgrounds' Expo Center. The festival hosts a variety of vendors and performances themed after England in the medieval 1500's. This event attracts approximately 3,500 visitors per year and generates an estimated \$8,400 in revenue for the fairgrounds.



GROOVE, INC.

Beginning as summer drumline in 1997, Groove, Inc. has grown into the largest youth drumming organization in the Midwest. Groove has programs tailored for ages ranging from 4 to 22 and provides area schools with equipment and instruments when they are in need. Groove is a permanent tenant of the Armory Building at the W.H. Lyon Fairgrounds, attracting 15,000 in yearly attendance and earning \$16,700 in yearly revenue.

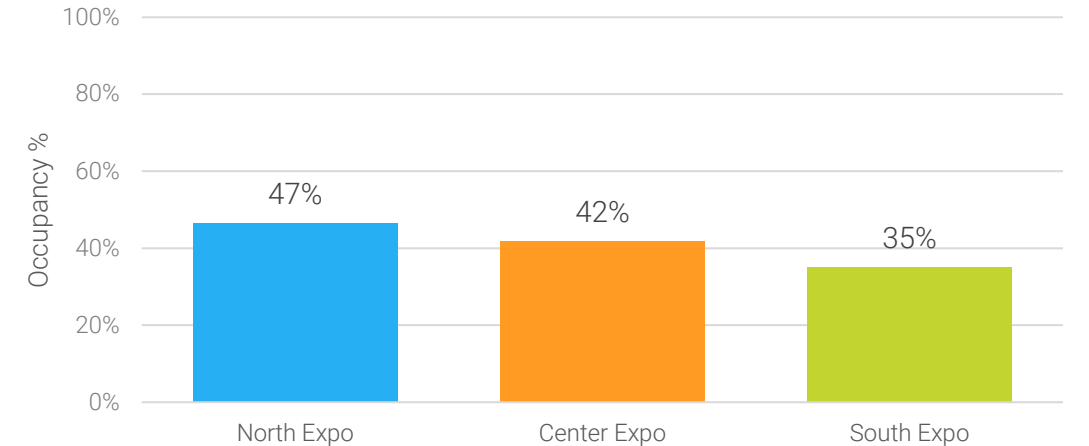
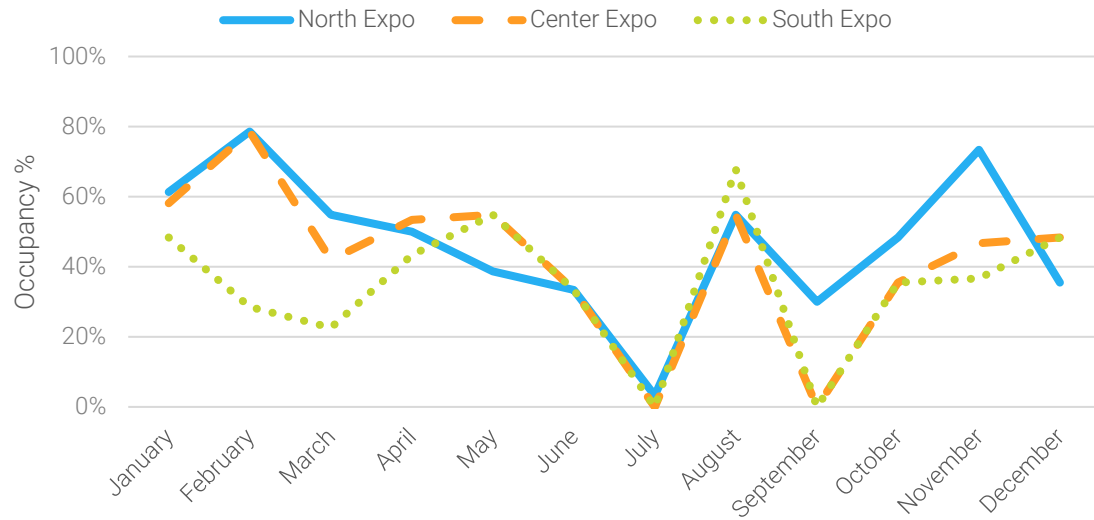
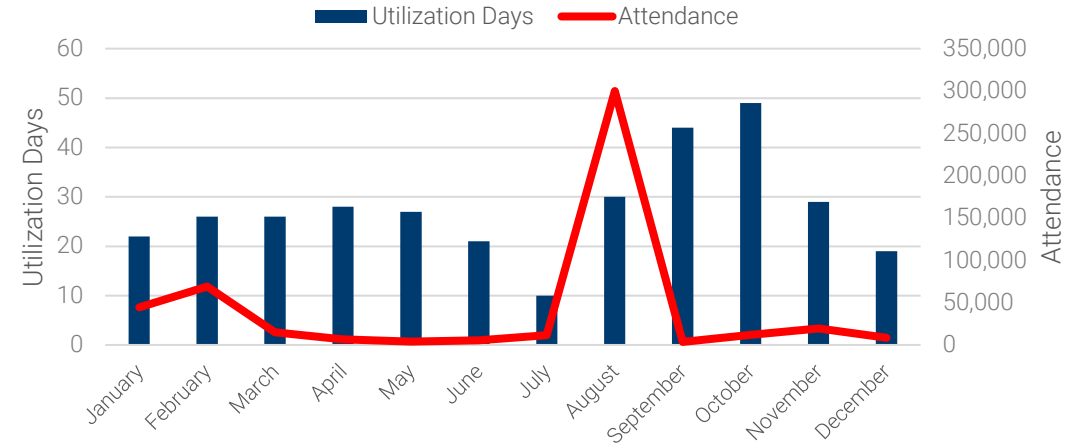


SIoux VALLEY MODEL ENGINEER'S SOCIETY

The Sioux Valley Model Engineer's Society occupies the SVME Train Building at the W.H. Lyon Fairgrounds and is home to South Dakota's largest Permanent Indoor HO Scale Layout (a 1:87 scale model train display). Along with their year-round tenancy, the SVME hosts monthly open houses and a yearly "Trains At Christmas" event in the Expo Building, which attracts approximately 500 attendees and grosses \$4,000 in revenue for the fairgrounds.

WH LYON FAIRGROUNDS HISTORICAL OPERATIONS

Event Type	Number of Events	Number of Event Days	Number of Utilization Days	Attendance	Revenue
Amateur Sports	1	2	11	8,500	\$21,614
Community/Banquet	10	34	102	17,741	\$37,826
Concert/Festival	3	4	24	13,355	\$125,404
Equestrian/Livestock	20	50	96	50,700	\$260,445
Fair	1	9	17	300,000	\$1,700,000
Tradeshow	19	40	81	110,400	\$105,080
TOTAL	54	139	331	500,696	\$2,250,369



Source: Facility management, 2022.

WH LYON FAIRGROUNDS FINANCIAL OPERATIONS

- **SUSTAINABLE OPERATIONS:**

Fairgrounds has averaged profitable operations without public subsidy over the past six years.

- **FAIR DRIVES PROFITABILITY:**

The Sioux Empire Fair drives much of the operating revenue and profit for the Fairgrounds. Without the Fair, the Fairgrounds would operate at an estimated \$120,000 annual deficit.

- **OPERATING BUDGET BELOW INDUSTRY STANDARDS:**

Similar multi-purpose event facilities in markets comparable to Sioux Falls tend to have higher operating budgets and subsidies.

Summary of Historical WH Lyon Fairgrounds Financial Operating Results

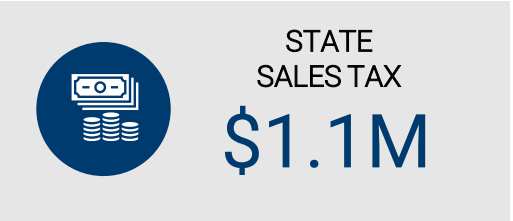
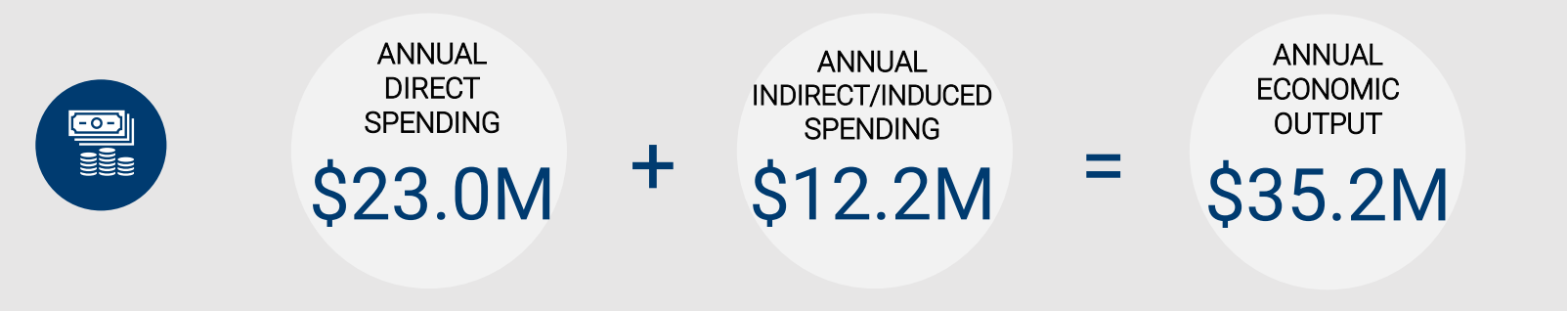
	2016	2017	2018	2019	2020	2021	2016-2021 Average
Operating Revenues							
Facility Rent	\$349,181	\$440,235	\$387,788	\$510,612	\$339,749	\$446,492	\$412,343
Food Service (net)	\$303,431	\$208,111	\$244,599	\$308,278	\$154,808	\$331,272	\$258,416
Contract services/other	\$612,885	\$426,902	\$664,964	\$511,237	\$378,007	\$917,805	\$585,300
Total Operating Revenues	\$1,265,497	\$1,075,247	\$1,297,351	\$1,330,127	\$872,563	\$1,695,569	\$1,256,059
Operating Expenses							
Salaries & benefits	\$548,412	\$561,074	\$516,869	\$544,266	\$500,816	\$581,567	\$542,167
Contract labor	\$95,936	\$107,947	\$97,277	\$78,318	\$59,373	\$85,584	\$87,406
Utilities	\$261,648	\$238,903	\$243,626	\$263,439	\$211,278	\$290,922	\$251,636
Repair & maintenance	\$56,995	\$54,036	\$40,463	\$52,397	\$28,079	\$33,852	\$44,304
General & Administrative	\$137,932	\$98,039	\$143,806	\$122,528	\$87,348	\$96,356	\$114,335
Supplies	\$97,554	\$84,529	\$103,543	\$115,405	\$89,096	\$148,030	\$106,360
Insurance	\$58,781	\$54,399	\$57,053	\$77,321	\$65,105	\$64,835	\$62,916
Total Operating Expenses	\$1,257,259	\$1,198,927	\$1,202,636	\$1,253,675	\$1,041,096	\$1,301,146	\$1,209,123
Net Operating Profit/(Loss)	\$8,238	(\$123,680)	\$94,715	\$76,452	(\$168,533)	\$394,423	\$46,936

Source: Facility management, 2022.

SUMMARY OF KEY EXISTING PERFORMANCE METRICS

SUMMARY OF KEY PERFORMANCE PROJECTIONS ASSOCIATED WITH THE WH LYON FAIRGROUNDS

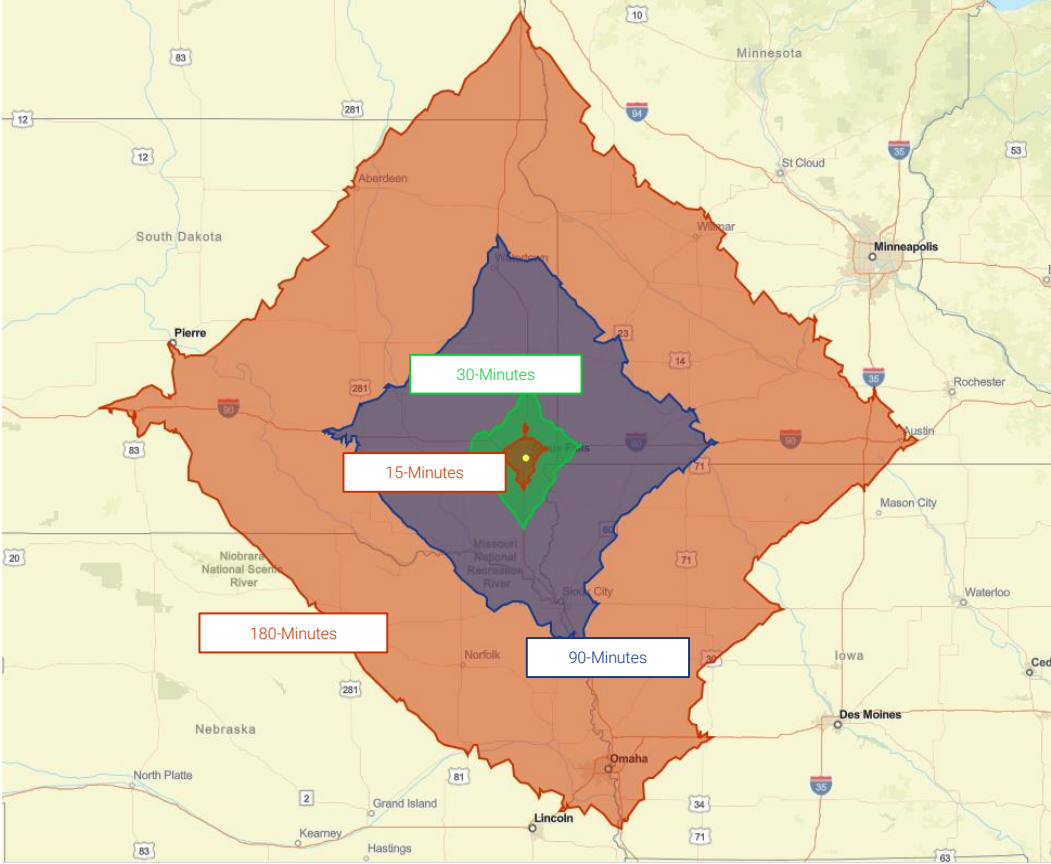
(Typical Annual Operating Impacts, 2022 dollars)



SITE, LOCATION & ACCESSIBILITY

City, State	Distance to Sioux Falls (miles)	Distance to Sioux Falls (hrs:min)	Market Population
Brookings, SD	58	0:56	24,479
Mitchell, SD	73	1:09	15,559
Yankton, SD	79	1:20	14,619
Sioux City, IA	87	1:18	82,535
Watertown, SD	105	1:36	22,249
Norfolk, NE	141	2:20	24,410
Mankato, MN	157	2:29	42,685
Willmar, MN	158	2:47	19,782
Albert Lea, MN	177	2:38	17,804
Omaha, NE	182	2:44	479,529
Aberdeen, SD	204	3:03	28,315

Source: Google Maps, Esri, 2022.

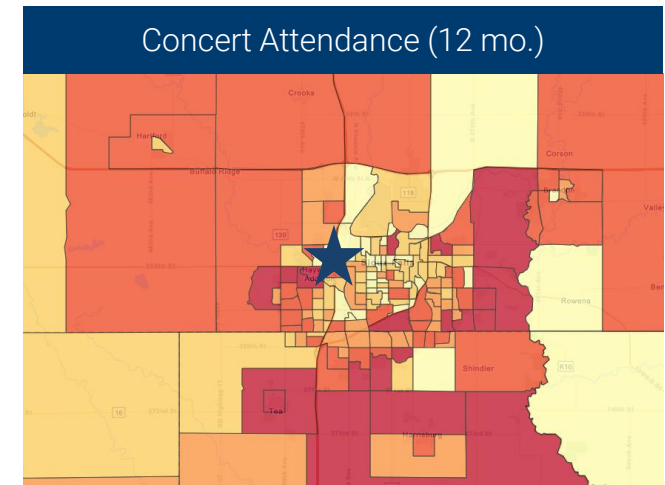
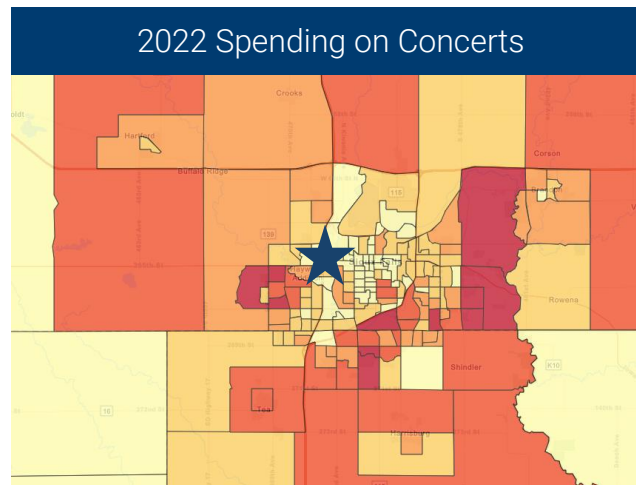
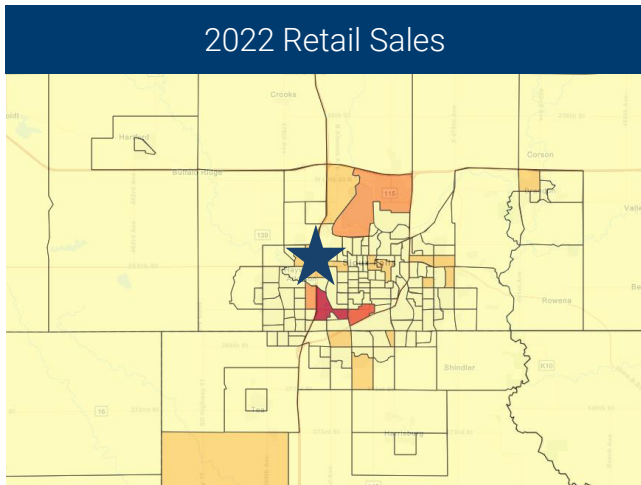
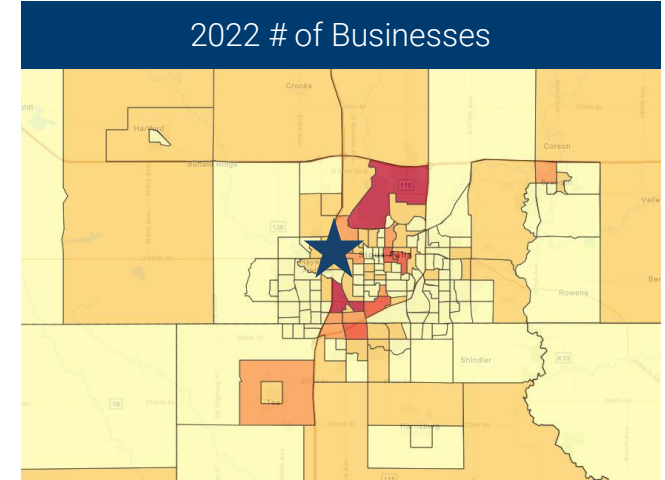
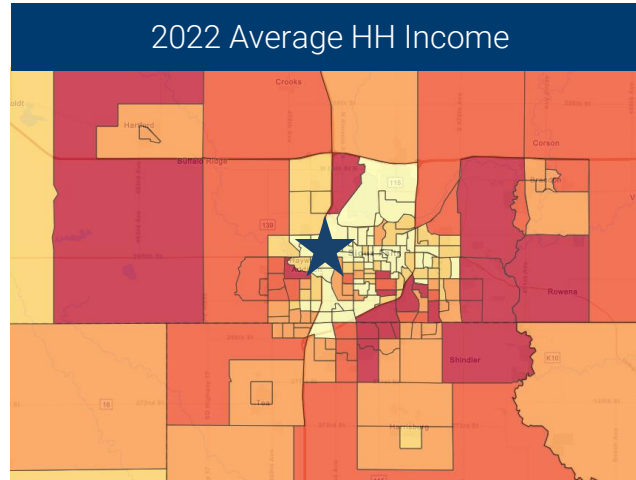
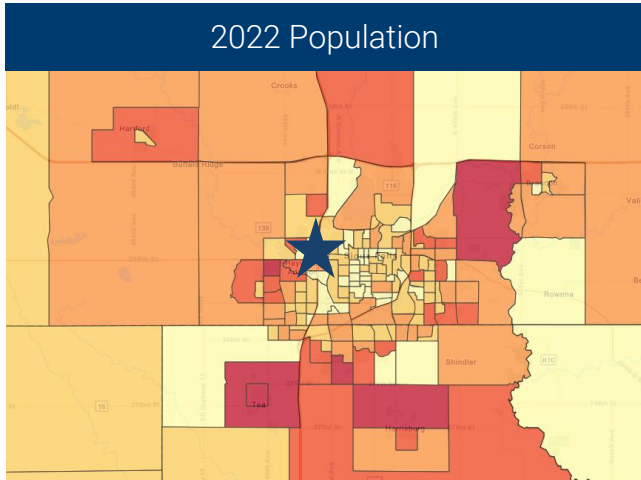


DEMOGRAPHICS

DEMOGRAPHIC VARIABLE	15-Minutes	30-Minutes	90-Minutes	180-Minutes	City of Sioux Falls	Minnehaha County	State of South Dakota	United States
POPULATION:								
2010 Total Population	151,039	216,443	678,394	2,528,227	156,157	169,468	814,180	308,745,538
2022 Total Population	185,005	277,461	757,427	2,727,567	202,191	204,391	903,936	335,707,897
2027 Total Population	196,046	295,021	776,797	2,765,180	214,291	213,904	928,180	339,902,796
Historical Annual Growth (2010-2021)	22.49%	2.82%	1.17%	0.79%	29.48%	20.61%	11.02%	8.73%
Projected Annual Growth (2022-2027)	5.97%	0.63%	0.26%	0.14%	5.98%	4.65%	2.68%	1.25%
AGE:								
Median Age	35.7	36.5	37.8	38.7	36.4	36.8	38.7	38.9
Population age 25 to 44	30.30%	28.94%	25.87%	25.68%	29.51%	28.60%	25.28%	26.79%
AGE DISTRIBUTION:								
Under 15	21.16%	21.45%	20.01%	19.48%	20.59%	19.98%	19.46%	18.12%
15 to 24	12.29%	11.97%	13.10%	12.54%	12.21%	12.50%	12.74%	12.78%
25 to 34	15.40%	14.34%	13.23%	13.19%	15.08%	14.90%	13.05%	13.96%
35 to 44	14.90%	14.60%	12.64%	12.49%	14.43%	13.70%	12.23%	12.83%
45 to 54	10.96%	11.42%	11.08%	11.24%	11.25%	11.32%	11.09%	12.03%
55 and over	25.29%	26.23%	29.94%	31.06%	26.45%	27.61%	31.43%	30.29%
HOUSEHOLD INCOME:								
Median Household Income	\$65,007	\$72,131	\$67,128	\$68,485	\$66,990	\$67,363	\$64,224	\$72,414
Per Capita Income	\$37,866	\$39,334	\$35,348	\$36,106	\$39,196	\$38,174	\$35,056	\$40,363
INCOME DISTRIBUTION:								
\$0 to \$24,999	15.13%	13.20%	14.34%	14.58%	14.83%	14.45%	16.49%	15.79%
\$25,000 to \$49,999	21.38%	19.08%	20.49%	19.90%	20.60%	20.36%	20.59%	18.58%
\$50,000 to \$74,999	19.59%	19.30%	19.90%	19.28%	19.28%	19.76%	19.56%	16.91%
\$75,000 to \$99,999	12.07%	12.69%	14.70%	15.57%	11.92%	12.52%	13.47%	13.19%
\$100,000 to \$149,999	16.30%	18.26%	17.94%	18.01%	16.65%	16.48%	17.60%	17.23%
\$150,000 or more	15.54%	17.45%	12.62%	12.65%	16.72%	16.44%	12.30%	18.31%
POPULATION BY RACE/ETHNICITY:								
White/Caucasian	78.89%	82.61%	82.19%	79.90%	78.76%	79.78%	80.33%	60.99%
Black/African American	6.24%	4.81%	3.23%	4.36%	6.29%	5.92%	2.06%	12.39%
American Indian	2.97%	2.26%	2.16%	1.87%	2.80%	2.81%	8.76%	1.14%
Asian	2.48%	2.18%	1.88%	2.44%	2.82%	2.42%	1.57%	6.12%
Pacific Islander	0.04%	0.03%	0.19%	0.15%	0.04%	0.04%	0.06%	0.21%
Other Race	2.94%	2.41%	4.26%	4.59%	2.97%	2.91%	1.76%	8.55%
Two or More Races	6.44%	5.71%	6.10%	6.69%	6.32%	6.12%	5.46%	10.59%
Hispanic Origin	6.35%	5.19%	9.05%	10.09%	6.32%	6.10%	4.40%	18.95%
Diversity Index	44.2	37.8	43	47	44.4	42.8	39.8	71.6
BUSINESS:								
Total Business 2022	8,881	11,185	34,023	117,819	8,571	8,687	43,623	12,609,070
Total Employees 2022	130,870	152,791	411,475	1,472,930	129,854	128,303	484,497	151,363,907
Employee/Residential Population Ratio	0.71:1	0.55:1	0.54:1	0.54:1	0.64:1	0.63:1	0.54:1	0.45:1

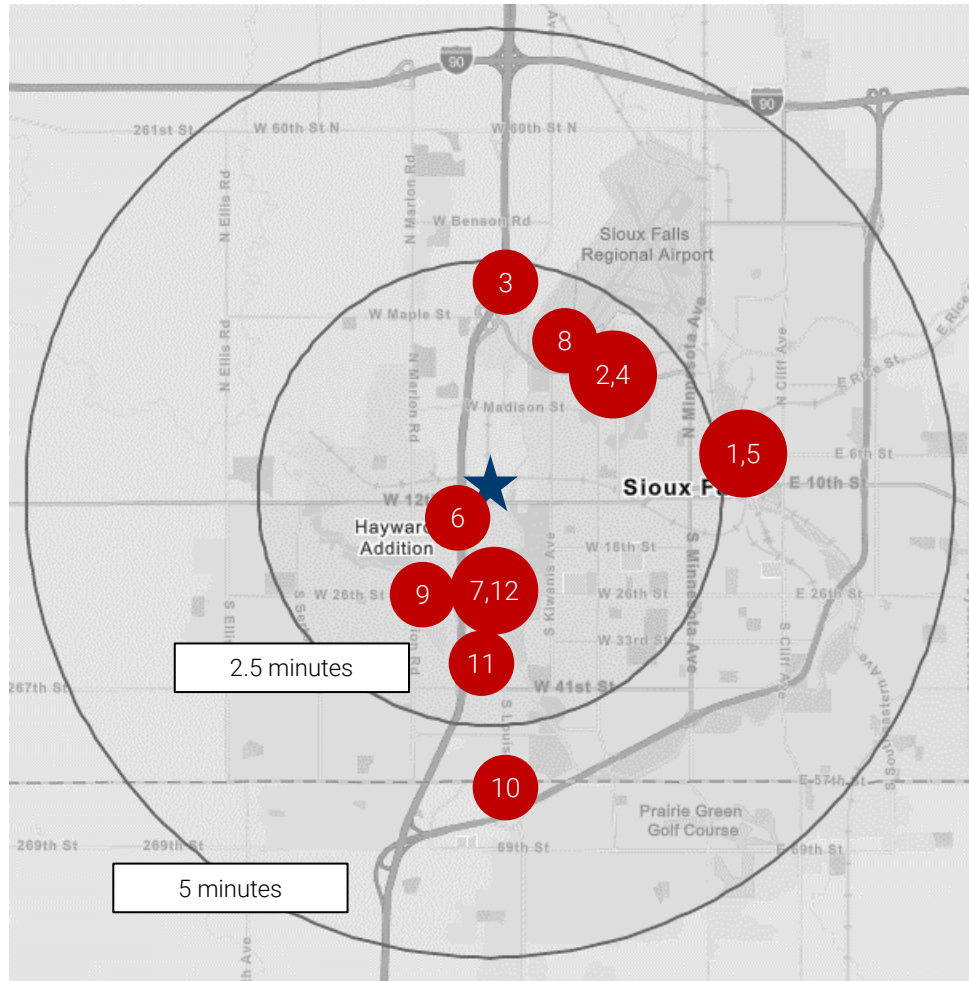
Source: Esri, 2022.

DEMOGRAPHIC DENSITY



Source: Google Maps, Esri, 2022.

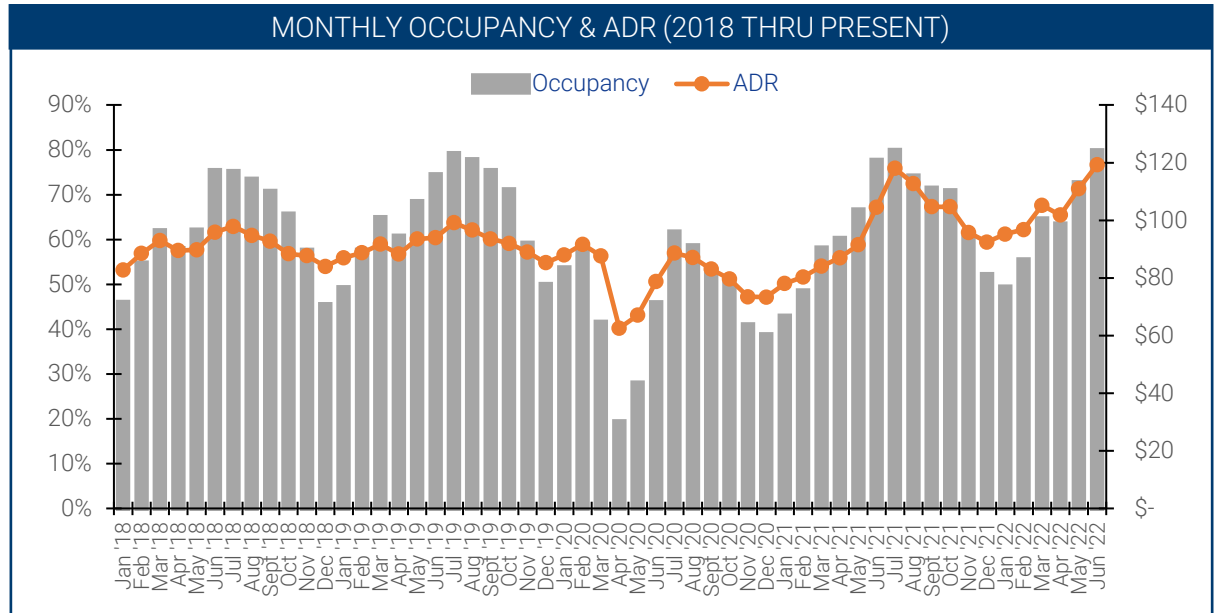
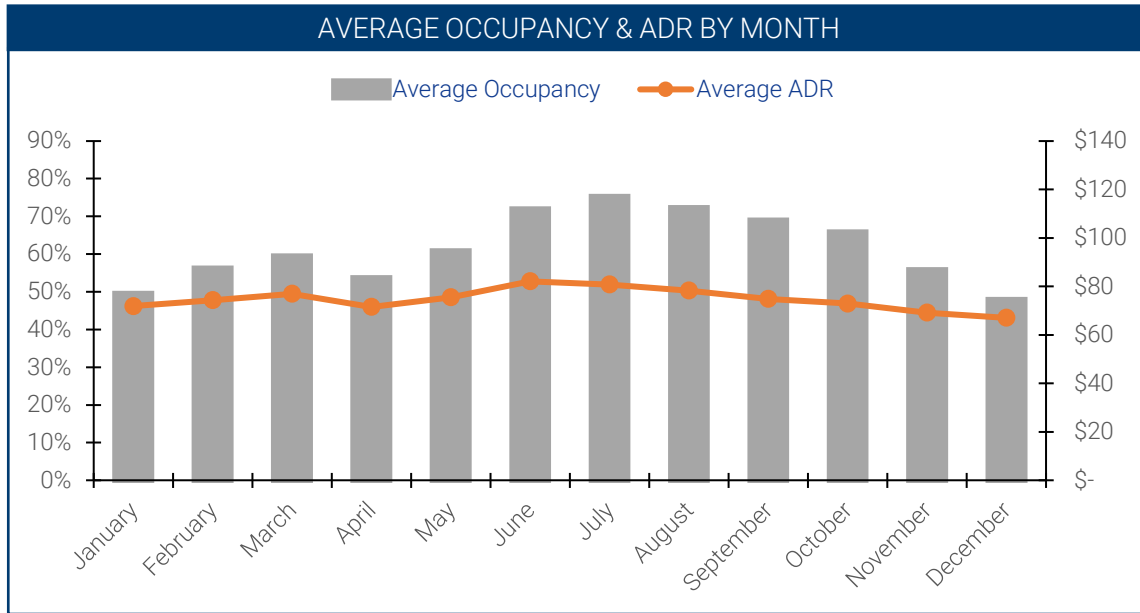
EXISTING AREA HOTELS



Note: Only includes hotel properties with more than 100 rooms within 6 miles of W.H. Lyon Fairgrounds.

	Facility Name	Hotel Guest Rooms (number)	Distance From W.H. Lyon (miles)
1	Holiday Inn City Centre	290	3.1
2	Sheraton Sioux Falls	243	2.0
3	Best Western Plus Ramkota	223	1.8
4	Ramada by Wyndham Airport	150	2.1
5	Hilton Garden Inn Downtown	136	3.3
6	WoodSpring Suites	120	1.1
7	Holiday Inn Express & Suites	117	2.5
8	Holiday Inn & Suites	116	1.8
9	Hyatt Place	110	2.8
10	Hilton Garden Inn South	103	4.4
11	Courtyard by Marriott	102	3.2
12	ClubHouse Hotel & Suites	100	2.4
		1,810	
		TOTAL	

HOTEL MARKET PERFORMANCE



Source: Minnehaha County, STR, 2022.

PRIMARY SIOUX FALLS EVENT FACILITIES

Denny Sanford PREMIER Center



Convention Center & Arena

Exhibit Space – 33,600 sf
Ballroom Space – 16,800 sf
Largest Cont. Space – 50,400 sf

Arena seating – 10,600 seats

Sanford Pentagon



Amateur Sports/Sports Tourism

Courts – 9 hardwood courts
Arena seating – 3,250 seats

Levitt Pavilion



Outdoor Amphitheater

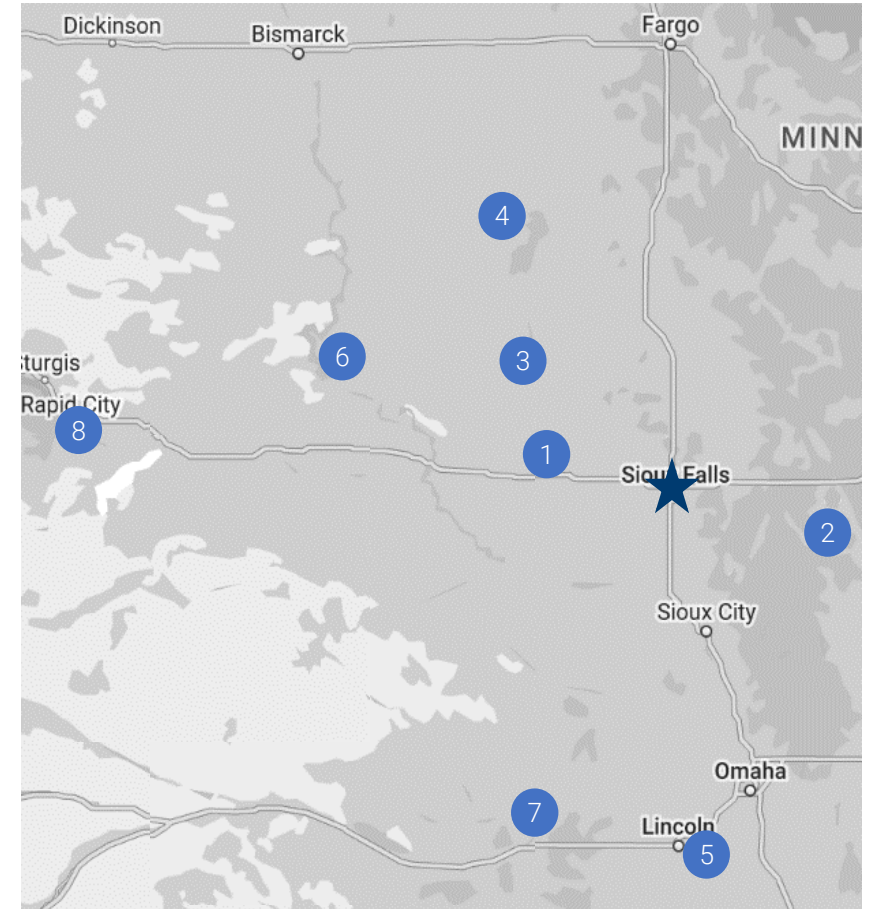
Lawn Seating – 8,000-10,000 seats
Free community concert venue

COMPETITIVE MULTIPURPOSE EVENT COMPLEXES

- LIMITED STATE/REGIONAL COMPETITION:

- Statewide multipurpose event facilities offer less event space.
- Sioux Falls market noted as a more desirable destination.

	Facility Name	City, State	Number of Indoor Arenas	Number of Outdoor/Covered Arenas	Largest Indoor Arena Max Capacity (persons)	Largest Contiguous Exhibit Space (SF)	Total Indoor Event Space (SF)
1	Mitchell Fairgrounds	Mitchell, SD	0	1	n/a	15,000	25,500
2	Clay County Fairgrounds	Spencer, IA	3	1	850	25,300	167,400
3	South Dakota State Fairgrounds	Huron, SD	2	3	5,000	40,000	154,100
4	Brown County Fairgrounds	Aberdeen, SD	1	1	1,600	28,800	60,000
5	Lancaster Event Center Fairgrounds	Lincoln, NE	3	1	330	67,500	200,420
6	Stanely County Fairgrounds	Fort Pierre, SD	0	2	n/a	10,000	10,000
7	Fonner Park	Grand Island, NE	5	1	7,500	112,200	413,700
8	Central State Fairgrounds	Rapid City, SD	1	3	3,000	69,000	155,400
	AVERAGE		2	2	3,000	46,000	148,300
	MEDIAN		2	1	2,300	34,400	154,800
	W.H. Lyon Fairgrounds	Sioux Falls, SD	1	2	3,000	52,000	176,700

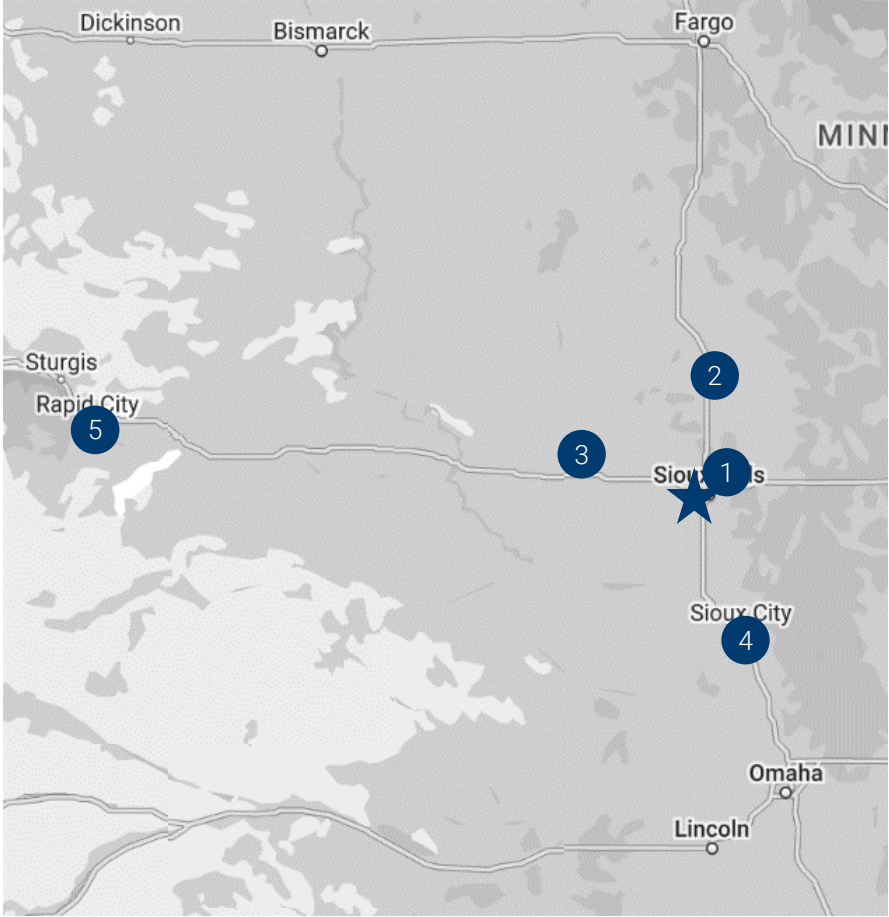


Source: Facility management, facility websites, Google maps, 2022.

COMPETITIVE FLAT FLOOR FACILITIES

	Facility Name	City, State	Miles to W.H. Lyon Fairgrounds	Exhibit Space (SF)	Meeting Space (SF)	Ballroom Space (SF)	Total Sellable Space (SF)	Largest Contiguous Space (SF)
1	Denny Sanford PREMIER Center	Sioux Falls, SD	2	16,800	10,110	16,800	43,710	16,800
2	Swiftel Center	Brookings, SD	55	30,300	12,100	0	42,400	30,300
3	Corn Palace	Mitchell, SD	71	10,000	0	0	10,000	10,000
4	Siouxland Expo Center	Sioux City, IA	86	80,000	1,125	3,822	84,947	80,000
5	The Monument	Rapid City, SD	345	63,572	3,948	44,175	111,695	39,500
AVERAGE			112	40,134	5,457	12,959	58,550	35,320
MEDIAN			71	30,300	3,948	3,822	43,710	30,300

Source: CSL research, interviews with facility management, facility websites, Google maps, 2022.

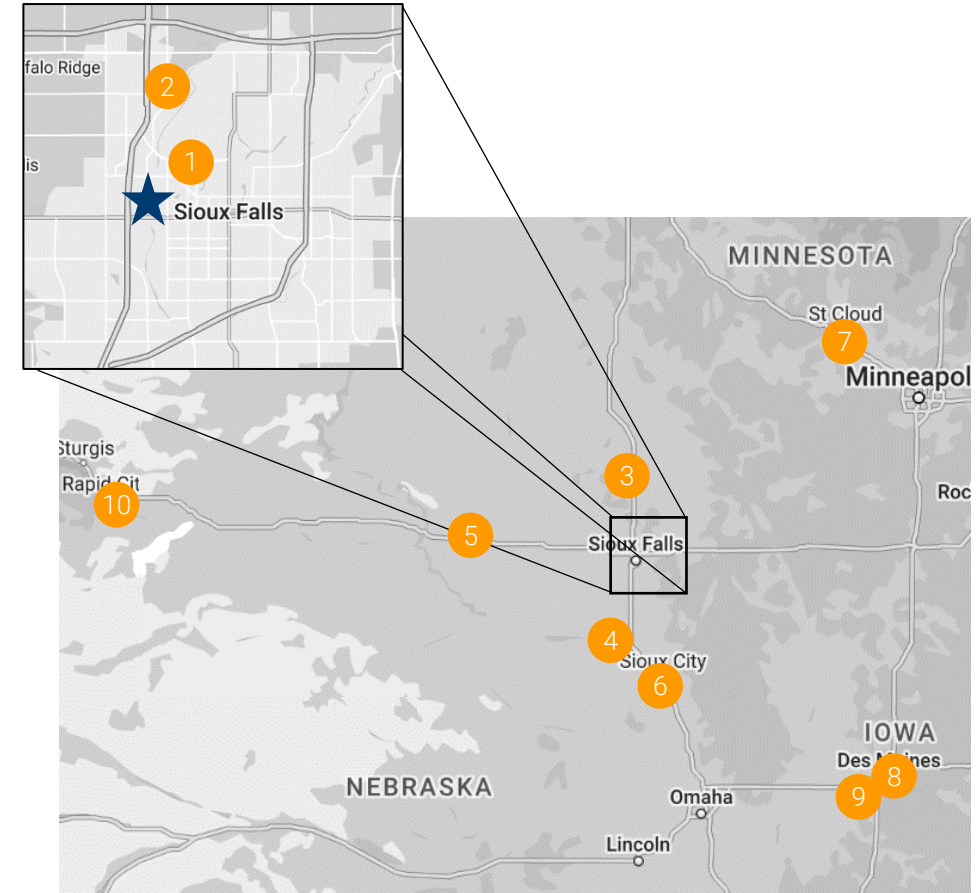


COMPETITIVE CONCERT/ENTERTAINMENT FACILITIES

- LIMITED REGIONAL OUTDOOR ENTERTAINMENT VENUES:
 - Primary regional entertainment venues are indoor.
 - Levitt Pavilion in Sioux Falls focused on attracting local attendees.

	Facility Name	City, State	Miles to WH Lyon Fairgrounds	Facility Type	Maximum Seating Capacity (persons)
1	Denny Sanford Premier Center	Sioux Falls, SD	2	Arena	12,000
2	Sanford Pentagon	Sioux Falls, SD	3	Arena	3,300
3	Swiftel Center	Brookings, SD	55	Arena	6,000
4	DakotaDome	Vermillion, SD	60	Arena	9,100
5	Corn Palace	Mitchell, SD	71	Arena	3,250
6	Tyson Events Center	Sioux City, IA	84	Arena	5,800
7	The Ledge	Waite Park, MN	224	Amphitheater	6,000
8	The Prairie Meadows Riviera Amphitheater	Des Moines, IA	282	Amphitheater	10,000
9	Avenue of the Saints Amphitheater	Saint Charles, IA	285	Amphitheater	18,000
10	The Monument (Arena)	Rapid City, SD	345	Arena	10,000
	AVERAGE		141		8,345
	MEDIAN		78		7,550

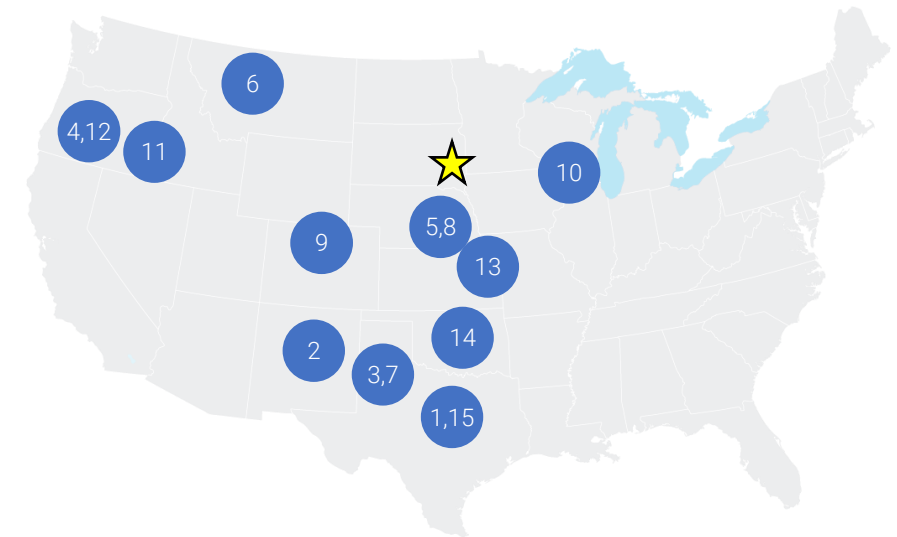
Source: CSL research, interviews with facility management, facility websites, Google maps, 2022.



COMPARABLE MULTIPURPOSE FAIRGROUND COMPLEXES

Map Key	Facility	City, State	Ownership Structure	Size (acres)	Total Event Buildings	Total Indoor Arenas
1	Taylor County Expo Center	Abilene, TX	501(c)3	117	9	2
2	Expo New Mexico	Albuquerque, NM	501(c)3	236	14	2
3	Amarillo Tri-State Exposition	Amarillo, TX	501(c)3	104	11	3
4	Lane County Events Center	Eugene, OR	County	55	9	1
5	Fonner Park	Grand Island, NE	501(c)3	223	29	5
6	Montana Expo Park	Great Falls, MT	County	133	13	1
7	Mallet Event Center and Arena	Levelland, TX	County	150	4	1
8	Lancaster Events Center	Lincoln, NE	501(c)(3)	160	8	3
9	Larimer County Fairgrounds	Loveland, CO	County	244	11	3
10	Alliant Energy Center	Madison, WI	County	153	5	2
11	Idaho Horse Park	Nampa, ID	City	180	10	2
12	Deschutes County Fairgrounds	Redmond, OR	County	132	12	1
13	Stormont Vail Event Center	Topeka, KS	County	74	6	2
14	Expo Square	Tulsa, OK	County	240	13	2
15	Extraco Events Center	Waco, TX	City	50	5	2
AVERAGE				150	11	2
W.H. Lyon Fairgrounds		Sioux Falls, SD	County	181	19	1

Map Key	Facility	Total Stalls	RV Hookups	Grandstand Seating (persons)	Largest Arena Seating (persons)	Contiguous Exhibit Space (SF)	Indoor Event Space (SF)
1	Taylor County Expo Center	750	502	n/a	5,000	26,800	114,200
2	Expo New Mexico	2,500	65	9,300	11,300	62,100	154,400
3	Amarillo Tri-State Exposition	1,048	151	n/a	5,000	54,000	178,600
4	Lane County Events Center	160	40	n/a	1,000	37,000	202,600
5	Fonner Park	1,680	130	5,400	7,500	80,000	196,500
6	Montana Expo Park	0	34	2,400	6,200	33,000	124,000
7	Mallet Event Center and Arena	288	84	n/a	1,900	45,000	101,300
8	Lancaster Events Center	775	1,276	5,000	12,000	87,600	387,200
9	Larimer County Fairgrounds	360	50	n/a	7,200	45,000	214,500
10	Alliant Energy Center	1,300	139	n/a	10,200	200,000	452,200
11	Idaho Horse Park	700	44	n/a	12,700	63,000	100,800
12	Deschutes County Fairgrounds	400	106	n/a	4,000	40,000	92,600
13	Stormont Vail Event Center	245	76	n/a	7,500	44,500	118,300
14	Expo Square	2,500	333	12,000	4,500	334,000	630,900
15	Extraco Events Center	710	250	n/a	6,000	38,800	108,100
AVERAGE		894	219	6,820	6,800	79,390	211,750
W.H. Lyon Fairgrounds		657	321	4,200	3,000	52,000	176,700



(1) Square footage estimate only reflects estimated indoor event/show buildings and does not include other non-event buildings such as certain barns, workforce development, office/admin/storage buildings, etc.
Source: CSL research, interviews with facility management, facility websites, Google maps, 2021.

DEMOGRAPHIC COMPARISON

Population

Market	15-min	30-min	60-min	180-min	
14	Tulsa, OK	355,720	832,063	1,665,530	6,327,203
11	Nampa, ID	162,130	737,397	905,439	1,188,648
2	Albuquerque, NM	279,640	699,418	1,113,451	1,446,921
9	Loveland, CO	78,735	585,076	4,218,586	5,526,564
10	Madison, WI	265,497	579,547	3,350,979	16,112,242
4	Eugene, OR	257,943	342,533	1,130,342	4,532,086
8	Lincoln, NE	166,642	339,983	1,550,036	4,039,393
13	Topeka, KS	148,882	275,557	2,819,426	6,101,379
	Sioux Falls, SD	172,145	275,521	754,320	2,720,505
3	Amarillo, TX	198,436	264,447	439,929	1,218,718
15	Waco, TX	139,443	259,397	3,110,572	19,575,165
12	Redmond, OR	47,702	198,031	263,915	2,387,740
1	Abilene, TX	59,732	163,297	399,591	9,272,961
7	Levelland, TX	15,695	105,393	591,453	1,851,297
5	Grand Island, NE	54,856	82,810	580,776	2,191,905
6	Great Falls, MT	68,658	78,580	183,360	570,821
	AVERAGE	154,491	363,691	1,442,357	5,316,472
	Rank (out of 16)	6	9	10	9

Number of Companies

Market	15-min	30-min	60-min	180-min	
14	Tulsa, OK	21,697	35,908	66,381	244,761
11	Nampa, ID	5,341	26,540	31,393	44,168
2	Albuquerque, NM	15,561	26,263	39,631	50,643
10	Madison, WI	12,446	22,519	122,530	567,513
9	Loveland, CO	2,847	20,062	160,263	210,017
4	Eugene, OR	11,285	13,510	40,478	179,176
8	Lincoln, NE	5,740	12,068	56,034	155,529
13	Topeka, KS	7,185	11,598	102,280	227,297
	Sioux Falls, SD	8,606	11,107	33,781	117,503
3	Amarillo, TX	8,284	9,986	17,370	51,197
12	Redmond, OR	1,819	9,971	11,856	94,305
15	Waco, TX	6,544	9,089	93,109	718,141
1	Abilene, TX	3,158	6,157	15,732	349,808
5	Grand Island, NE	2,444	3,985	26,639	91,425
7	Levelland, TX	702	3,764	22,450	70,273
6	Great Falls, MT	3,043	3,270	8,378	28,389
	AVERAGE	7,294	14,112	53,019	200,009
	Rank (out of 16)	5	9	9	9

Average Household Income

Market	15-min	30-min	60-min	180-min	
10	Madison, WI	\$100,528	\$112,245	\$97,017	\$107,453
9	Loveland, CO	\$146,297	\$111,366	\$126,098	\$120,520
12	Redmond, OR	\$94,971	\$108,187	\$103,194	\$98,957
11	Nampa, ID	\$94,494	\$99,400	\$97,572	\$94,045
	Sioux Falls, SD	\$91,515	\$99,233	\$90,352	\$91,393
14	Tulsa, OK	\$80,647	\$95,337	\$86,574	\$83,696
8	Lincoln, NE	\$88,487	\$95,195	\$97,058	\$92,741
13	Topeka, KS	\$82,935	\$92,701	\$99,196	\$93,245
2	Albuquerque, NM	\$75,113	\$90,484	\$92,323	\$87,287
4	Eugene, OR	\$85,105	\$87,234	\$89,091	\$106,125
3	Amarillo, TX	\$75,019	\$84,076	\$81,365	\$79,604
5	Grand Island, NE	\$78,682	\$83,339	\$84,535	\$92,561
15	Waco, TX	\$68,420	\$83,307	\$97,605	\$108,115
7	Levelland, TX	\$75,433	\$81,041	\$80,623	\$87,115
1	Abilene, TX	\$80,004	\$79,005	\$78,043	\$103,895
6	Great Falls, MT	\$69,703	\$71,385	\$81,183	\$85,012
	AVERAGE	\$86,710	\$92,096	\$92,614	\$95,735
	Rank (out of 16)	5	5	9	11

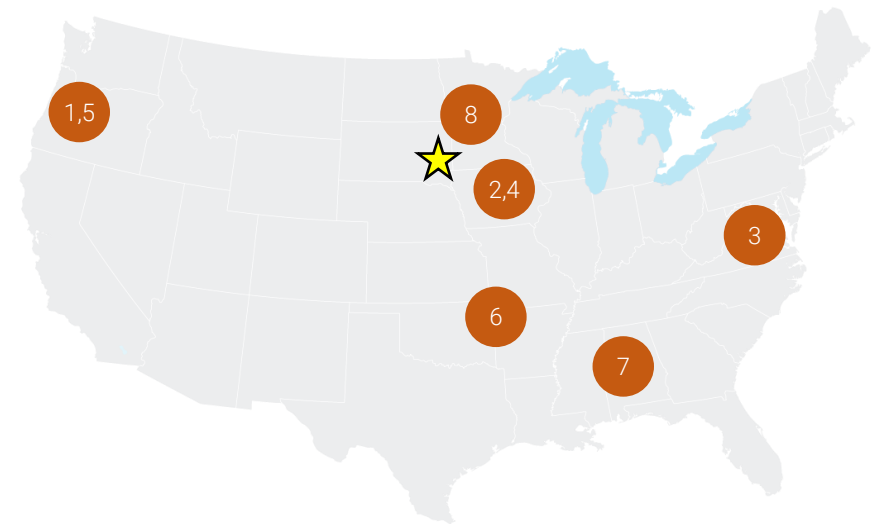
Retail Sales

Market	15-min	30-min	60-min	180-min	
14	Tulsa, OK	\$8,668,875	\$14,848,099	\$26,101,425	\$97,878,998
2	Albuquerque, NM	\$6,767,073	\$12,156,416	\$17,363,866	\$21,568,716
10	Madison, WI	\$5,199,877	\$9,622,949	\$48,679,649	\$236,142,297
11	Nampa, ID	\$2,517,815	\$8,940,920	\$10,070,024	\$13,777,771
9	Loveland, CO	\$1,470,143	\$8,401,366	\$63,692,136	\$79,471,524
3	Amarillo, TX	\$5,839,430	\$6,658,251	\$8,932,663	\$21,173,337
4	Eugene, OR	\$4,900,088	\$6,264,241	\$16,202,397	\$70,357,556
8	Lincoln, NE	\$2,736,478	\$5,148,787	\$20,847,868	\$57,247,229
	Sioux Falls, SD	\$3,424,596	\$4,325,471	\$13,539,022	\$40,690,442
12	Redmond, OR	\$827,897	\$3,658,387	\$4,091,804	\$36,811,396
15	Waco, TX	\$2,696,669	\$3,520,936	\$37,691,825	\$282,895,118
13	Topeka, KS	\$2,101,074	\$3,472,981	\$40,032,715	\$83,257,976
1	Abilene, TX	\$948,087	\$2,488,837	\$5,046,461	\$145,010,967
7	Levelland, TX	\$156,616	\$1,999,655	\$8,936,229	\$29,630,485
5	Grand Island, NE	\$1,227,108	\$1,747,739	\$9,218,460	\$30,654,833
6	Great Falls, MT	\$1,374,807	\$1,514,616	\$3,226,911	\$9,872,909
	AVERAGE	\$3,178,540	\$5,923,103	\$20,854,591	\$78,527,597
	Rank (out of 16)	6	9	9	9

COMPARABLE AMPHITHEATER EVENT FACILITIES

Map Key	Facility	City, State	Year Opened	Construction Cost (in millions)	Seating Capacity (persons)
1	Hayden Homes Amphitheater	Bend, OR	2001	\$1.3	8,500
2	McGrath Amphitheater	Cedar Rapids, IA	2014	\$8.0	6,000
3	Sprint Pavilion	Charlottesville, VA	2005	\$6.0	4,000
4	Simon Estes Amphitheater	Des Moines, IA	1996	\$3.0	2,000
5	Cuthbert Amphitheater (Renovation)	Eugene, OR	2009	\$0.3	5,500
6	Walmart AMP	Rogers, AR	2014	\$11.5	10,000
7	Tuscaloosa Amphitheater	Tuscaloosa, AL	2011	\$14.9	7,470
8	The Ledge	Waite Park, MN	2021	\$11.0	6,000
AVERAGE				\$7.0	6,000

Source: CSL research, interviews with facility management, facility websites, Google maps, 2021.



DEMOGRAPHIC COMPARISON

Population

Market	15-min	30-min	60-min	180-min
4 Des Moines, IA	349,683	649,170	1,166,506	5,605,401
6 Rogers, AR	181,779	461,397	1,292,904	4,592,618
2 Cedar Rapids, IA	174,511	347,774	1,398,999	4,947,301
5 Eugene, OR	263,681	342,957	1,144,067	4,563,983
Sioux Falls, SD	172,145	275,521	754,320	2,720,505
7 Tuscaloosa, AL	141,562	209,471	1,640,904	6,280,182
8 Waite Park, MN	121,936	197,532	3,827,187	6,226,284
3 Charlottesville, VA	98,964	191,132	2,343,035	13,255,130
1 Bend, OR	114,062	174,024	262,671	1,593,350
AVERAGE	179,814	316,553	1,536,733	5,531,639
Rank (out of 9)	5	5	8	8

Number of Companies

Market	15-min	30-min	60-min	180-min
4 Des Moines, IA	15,939	22,791	44,730	212,931
6 Rogers, AR	6,962	14,941	43,357	174,104
5 Eugene, OR	11,212	13,535	40,932	180,337
2 Cedar Rapids, IA	7,051	12,336	54,075	195,518
Sioux Falls, SD	8,606	11,107	33,781	117,503
1 Bend, OR	6,614	8,927	11,759	60,253
3 Charlottesville, VA	5,931	8,451	79,406	458,602
8 Waite Park, MN	4,997	7,411	135,549	230,077
7 Tuscaloosa, AL	5,158	6,039	57,836	206,936
AVERAGE	8,052	11,726	55,714	204,029
Rank (out of 9)	3	5	8	8

Average Household Income

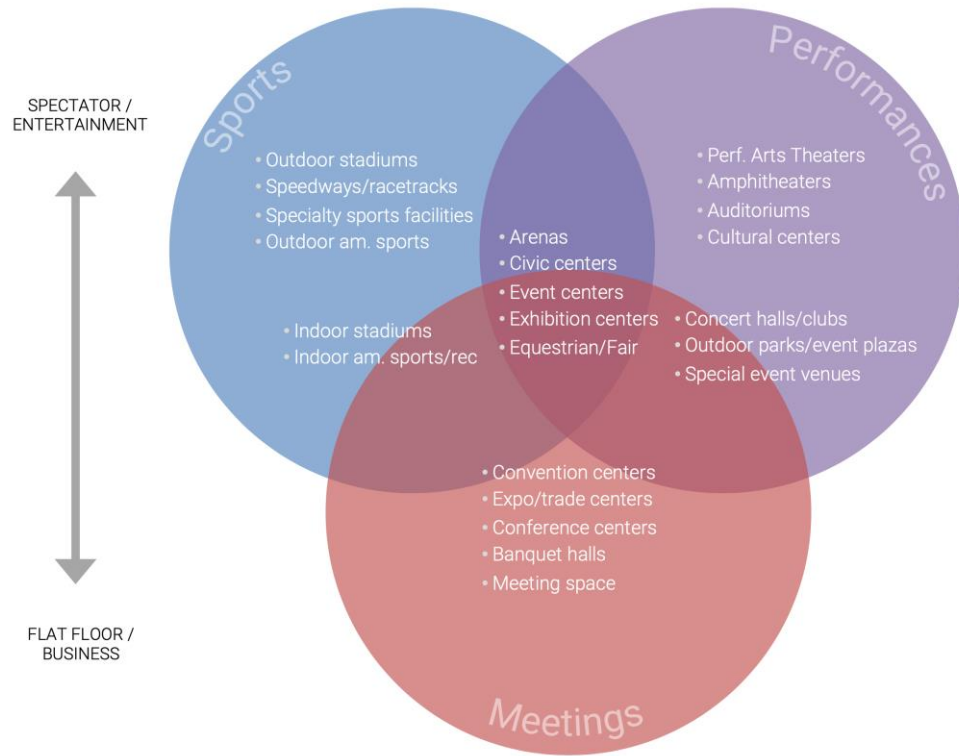
Market	15-min	30-min	60-min	180-min
3 Charlottesville, VA	\$117,097	\$125,368	\$106,424	\$128,758
1 Bend, OR	\$115,739	\$111,019	\$103,318	\$93,062
4 Des Moines, IA	\$85,930	\$103,282	\$93,925	\$89,289
Sioux Falls, SD	\$91,515	\$99,233	\$90,352	\$91,393
6 Rogers, AR	\$111,662	\$98,054	\$80,644	\$80,418
2 Cedar Rapids, IA	\$86,860	\$97,509	\$89,958	\$91,041
8 Waite Park, MN	\$83,283	\$92,517	\$117,590	\$109,814
5 Eugene, OR	\$84,907	\$87,064	\$89,277	\$106,087
7 Tuscaloosa, AL	\$77,378	\$84,591	\$86,887	\$80,407
AVERAGE	\$94,930	\$99,849	\$95,375	\$96,697
Rank (out of 9)	4	4	5	5

Retail Sales

Market	15-min	30-min	60-min	180-min
4 Des Moines, IA	\$6,896,174	\$9,568,619	\$16,182,784	\$78,717,184
2 Cedar Rapids, IA	\$3,329,290	\$6,612,793	\$22,669,330	\$74,628,714
6 Rogers, AR	\$3,407,374	\$6,577,555	\$17,680,508	\$66,375,731
5 Eugene, OR	\$4,845,187	\$6,265,801	\$16,372,006	\$70,655,303
8 Waite Park, MN	\$3,658,487	\$4,558,852	\$58,768,225	\$91,488,006
Sioux Falls, SD	\$3,424,596	\$4,325,471	\$13,539,022	\$40,690,442
1 Bend, OR	\$2,490,884	\$3,384,628	\$4,077,448	\$23,817,348
3 Charlottesville, VA	\$2,498,320	\$3,369,749	\$32,183,557	\$176,552,746
7 Tuscaloosa, AL	\$2,648,280	\$3,065,122	\$23,299,496	\$84,211,497
AVERAGE	\$3,688,732	\$5,303,177	\$22,752,486	\$78,570,775
Rank (out of 9)	4	6	8	8

Source: Esri, 2022.

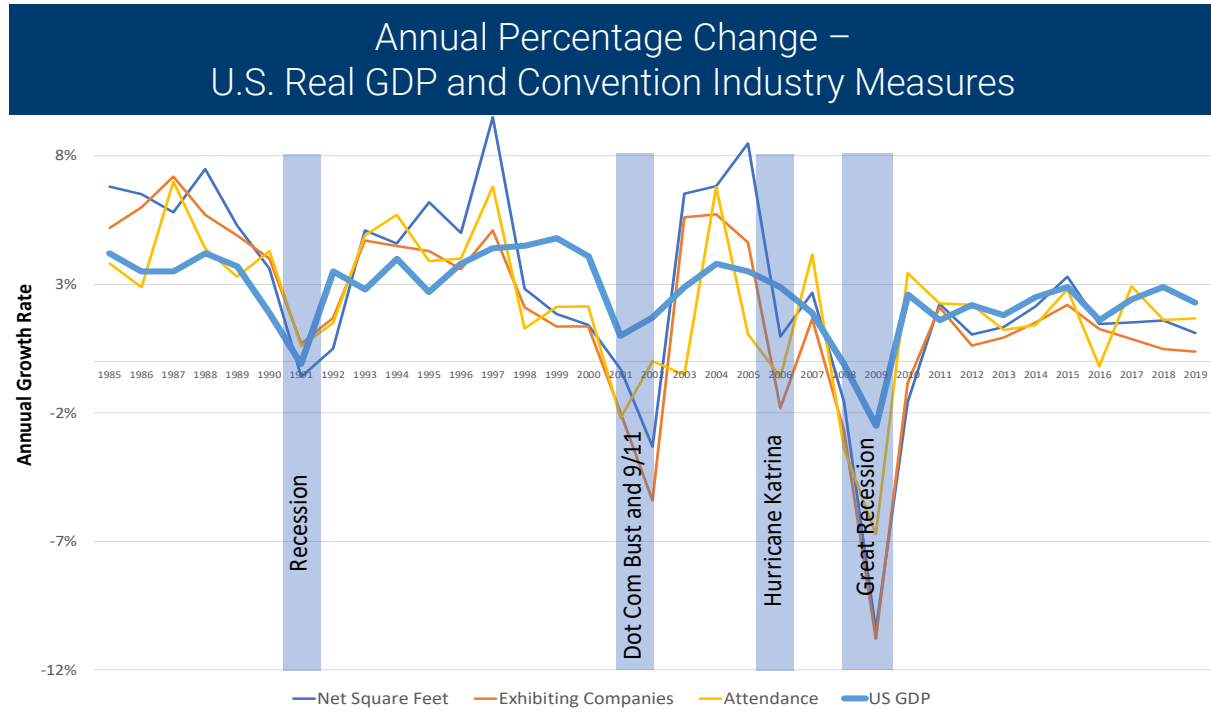
EVENT & FACILITY ALIGNMENT



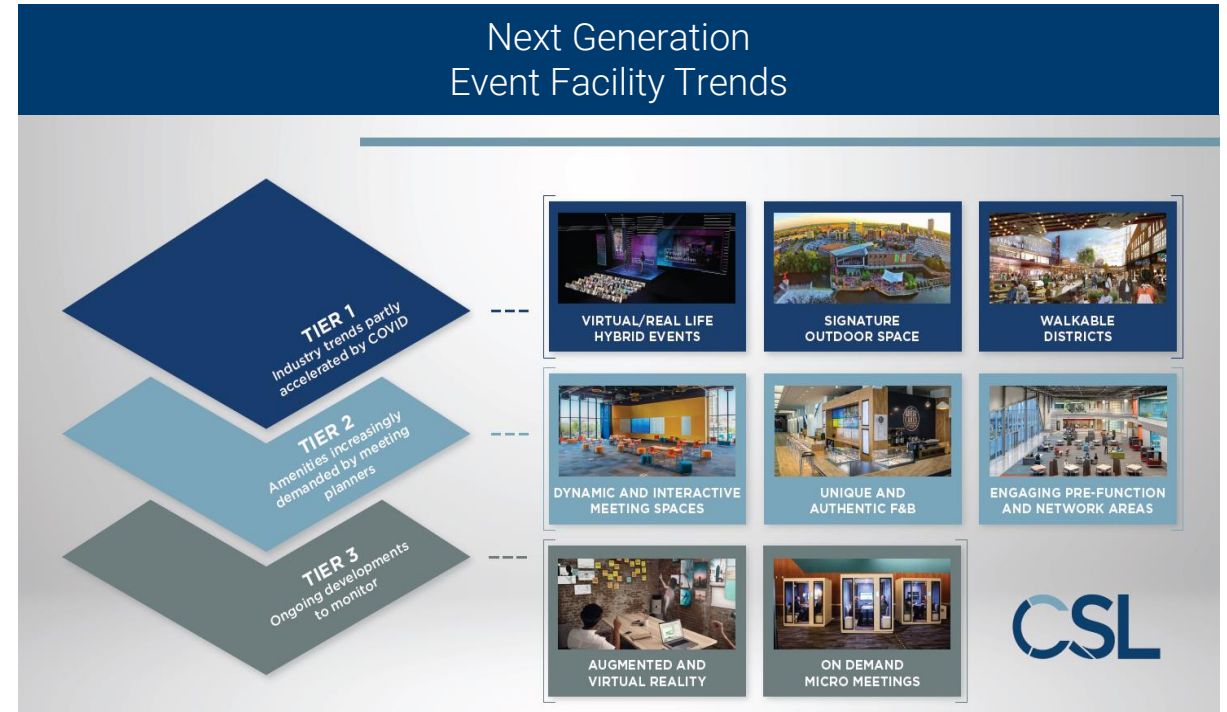
- Conventions
- Conferences
- Meetings
- Banquets/Receptions
- Tradeshows
- Consumer/Public Shows
- Agricultural Shows
- Equestrian Events
- Rodeos
- Tractor pulls
- Sporting Events
- Concerts
- Festivals

	High Quality Finish	Exhibit/Lg. Event Facility	Upscale Banquet Hall	Breakout Rooms	Spectator Seating	Parking	Nearby Hotels	Secondary Facilities	Nearby Visitor Amenities
Conventions	HIGH	HIGH	HIGH	HIGH	LOW	MED	HIGH	LOW	HIGH
Conferences	HIGH	MED	HIGH	HIGH	LOW	MED	HIGH	LOW	HIGH
Meetings	HIGH	LOW	MED	HIGH	LOW	LOW	LOW	LOW	MED
Banquets/Receptions	HIGH	LOW	HIGH	MED	LOW	MED	LOW	LOW	MED
Tradeshows	MED	HIGH	LOW	LOW	LOW	HIGH	MED	LOW	HIGH
Consumer/Public Shows	LOW	HIGH	LOW	LOW	LOW	HIGH	LOW	LOW	MED
Agricultural Shows	LOW	HIGH	LOW	LOW	LOW	HIGH	LOW	HIGH	LOW
Equestrian Events	LOW	HIGH	LOW	LOW	MED	HIGH	LOW	HIGH	LOW
Rodeos	LOW	HIGH	LOW	LOW	HIGH	HIGH	LOW	MED	LOW
Tractor pulls	LOW	HIGH	LOW	LOW	HIGH	HIGH	LOW	MED	LOW
Sporting Events	LOW	HIGH	LOW	LOW	HIGH	HIGH	LOW	LOW	LOW
Concerts	LOW	MED	LOW	LOW	HIGH	HIGH	LOW	LOW	MED
Festivals	LOW	HIGH	LOW	LOW	LOW	HIGH	LOW	LOW	LOW

PAST ECONOMIC AND EVENT INDUSTRY REBOUNDS



Source: U.S. Bureau of Economic Analysis, Center for Exhibition Industry Research, CSL research, 2022.



FAIRGROUNDS EVENT FACILITY TRENDS

Brands at the Ranch
(Loveland, CO)



Destination Development

Partnership between fairgrounds/event complex, community and private developer(s) to create unique mixed-use environment. Live, work, play development provides atmosphere to support restaurants, nightlife, attractions and other visitor industry to enhance the destination appeal of an event venue.

Tulsa Expo Square
(Tulsa, OK)



Outdoor Event Space

Even prior to the pandemic, event planners indicated an increasing demand for unique outdoor event space at their host sites. Outdoor event space provides attendees with the opportunity to connect with the culture and feeling of a destination in a unique event setting while creating an additional selling point and source of revenue for centers.

Idaho Horse Park
(Nampa, ID)



Self-Promoted Events

Communities and event facilities are investing their own funds and human capital to attract, host and promote events including concerts, rodeos, poker tournaments, craft shows and other events.

South Carolina State Fair
(Columbia, SC)



Unique and Authentic Food & Beverage

Building on the brand identity of State/County Fairs, many complexes are developing food and beverage opportunities year-round. "Fair Food Fridays" or "Taste of..." and "Farm-to-Table" events offer unique food offerings with opportunities for vendors to increase year-round sales. Hospitality and food service are also regularly noted as service elements that improve the likelihood of returning events.

LaGrange County Fair
(LaGrange, IN)



Increased Focus on Streaming Technology

Streaming Fair and non-Fair related events, meetings, competitions and other activities has become more commonplace, increasing the demand on technology and utility infrastructure.

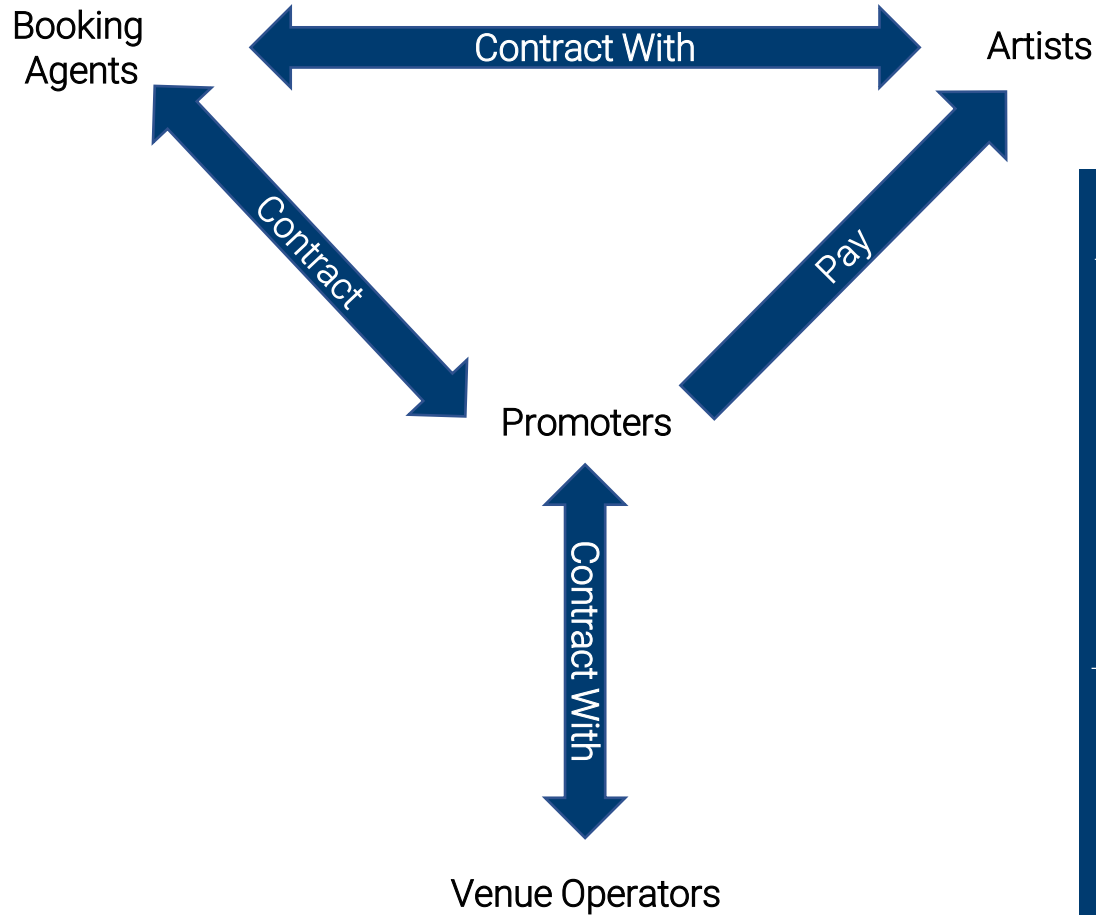
Winston Salem Fairgrounds
(Winston-Salem, NC)



Creative Community Events

In many markets throughout the country, the pandemic has refocused residents on the benefit of access to community-based gathering space. Fairgrounds and other multipurpose event facilities are developing a variety of events, such as drive-in movies, to activate their space during non-peak times.

ENTERTAINMENT ARENA ECONOMICS AND TRENDS



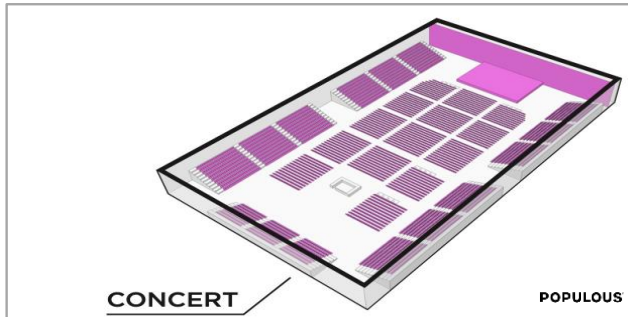
	TIER 1	TIER 2A	TIER 2B	TIER 3	TIER 4
Typical Acts	Beyoncé, Guns N' Roses, Garth Brooks, Adele, Justin Bieber, Coldplay, Drake, Kenny Chesney	Elton John, Jason Aldean, Florida Georgia Line, Selena Gomez, Dolly Parton, Fall Out Boy, The Cure	Reba, Demi Lovato, Brad Paisley, Gwen Stefani, Bob Dylan, Darius Rucker, Ellie Goulding	The Beach Boys, Willie Nelson, Goo Goo Dolls, Ron White, Steve Miller Band, Donny & Marie Osmond	Vince Neil, Tony Orlando, Nick Swardson, Englebert Humperdink, local bands/cover bands
Average Gross per Market	\$800,000 +	\$500,000 – \$799,999	\$200,000 – \$499,999	\$100,000 – \$199,999	< \$100,000
Average Attendance	15,000 - 20,000+	8,000 - 10,000	6,000 - 8,000	1,500 - 3,000	500 - 2,000
Average Ticket Prices	\$100 - \$150	\$75 - \$95	\$60 - \$70	\$50 - \$60	\$45 - \$60
Typical Venues	Large markets; destination amphitheaters and festival grounds	Prime dates in large market arenas; routing through secondary markets	Well-distributed among a variety of markets and event facilities	Theaters, casinos and smaller arenas or amphitheaters	Intimate local venues, casinos and other low budget/ finish event venues
Annual Shows	25 - 35	30 - 40	35 - 45	80 - 100	110 - 130

FACILITY DESIGN TRENDS

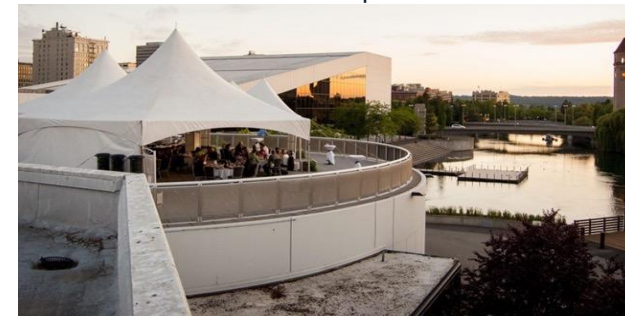
Flexible & Subdividable



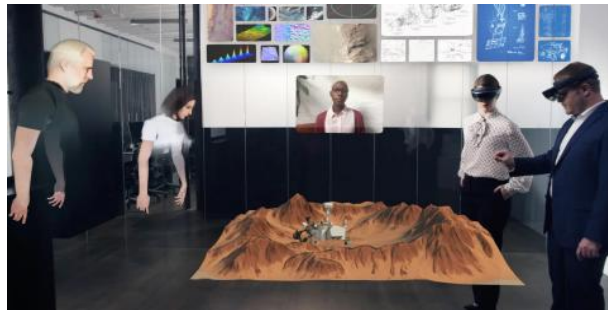
High-quality, retractable seating



Outdoor Spaces



Technology Trends – AR/VR



Experiential



Sustainability



Casual & Flex Spaces



Unique Food and Beverage



Iconic Public Art



EVENT TRENDS

Esports



Drone Racing



Streamed Talks



Robotics



AR/VR Experiences



Hobbyist Events



Geocaching Events



Hackathons



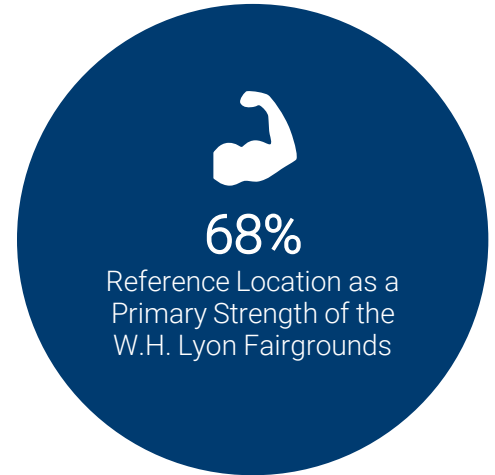
MARKET OUTREACH AND SURVEYS

- Experience garnered through more than **2,000** multipurpose, equestrian/livestock, flat floor, entertainment, hospitality and other event facility planning and benchmarking projects in communities of all sizes throughout the country, including a multiple studies in and around the Sioux Falls market.
- Local market visit, including site/facility tours, visual inspection of existing facilities and infrastructure.
- Benchmarking and best practices research of **44** competitive regional and/or comparable multipurpose event facilities.
- **74** local Sioux Falls-area individuals participated in in-person and virtual meeting forums. Individuals included project stakeholders, user groups, and community members.
- **43** completed telephone interviews were conducted with representatives of current, past and potential new user groups of WH Lyon Fairgrounds event space.
- **500+** events represented by promoters/planners contacted as part of a telephone survey of potential new event users.



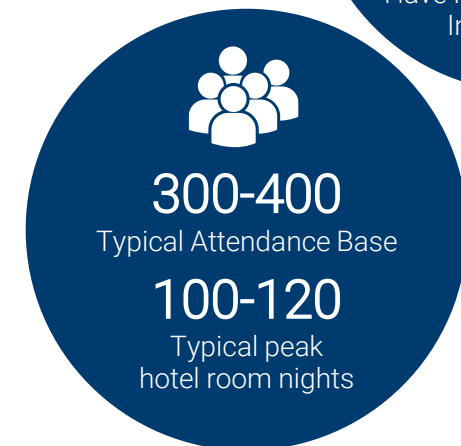
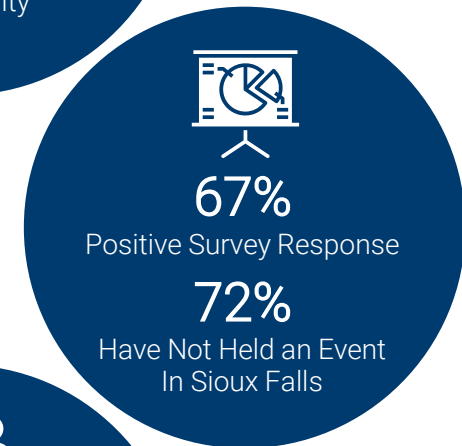
CURRENT & PAST USER SURVEYS

- A moderate to strong positive response rate measured among current and past WH Lyon Fairgrounds user groups:
 - Attractiveness of the W.H. Lyon Fairgrounds location.
 - Strength of the Sioux Falls destination.
- Approximately 68 percent of respondents indicated an opportunity to grow their event (in terms of frequency and/or attendance) with improvements to the Fairgrounds.
- Identified improvements included:
 - Improved ventilation (47 percent of respondents).
 - Improved HVAC (47 percent).
 - Repairs and maintenance to improve security (37 percent).
 - Improved bathrooms and support facilities (32 percent).



EQUESTRIAN/LIVESTOCK EVENT PRODUCER SURVEYS

- A moderate to high positive response rate was noted among equestrian/livestock event organizers:
 - 67 percent of respondents indicated a positive response (i.e., events that would "definitely", "likely" or "possibly" utilize renovated/expanded WH Lyon Fairgrounds facilities for a future event).
 - Approximately 72 percent of events have not held an event in Sioux Falls in the past.
- Approximately 85 percent of potential user groups average 500 attendees/participants or fewer and require approximately 250 on the peak night of the event.
- A 45,000-square foot show ring (approximately 150'x300') would accommodate approximately 80 percent of the identified market.
- Access to restaurants and other food options as well as nightlife, entertainment and/or shopping enhance the attractiveness of an event facility. Several respondents noted the competitive advantage the Sioux Falls market's destination appeal has over statewide and regional markets.



MARKET SUPPORTABLE PROGRAM RECOMMENDATIONS

DEVELOPMENT RECOMMENDATIONS

MULTIPURPOSE EVENT HALL:

- 50,000 SF multipurpose event space.
- Concrete floor.
- Retractable seating for up to 2,500 and flexible design to host indoor dirt shows or flat floor shows.
- High-quality HVAC system to ensure airflow and ability to turn over facility to “clean space”.
- Capable of constructing a 150'x300' indoor show ring.
- Minimum ceiling height of 35 feet.
- Column-free (or no less than 90-foot centers).

OTHER SPACES & CHARACTERISTICS:

- 100,000 SF multipurpose exhibit space attached to Multipurpose Event Hall.
 - Concrete floor, subdivisible space.
 - Climate-controlled with high-quality HVAC system.
 - Capable of constructing warm-up ring and stalls/pens or tradeshow/exhibit space.
 - Minimum ceiling height of 35 feet.
 - Column-free (or no less than 90-foot centers).
- 7,500 SF of breakout meeting rooms.
- Approximately 300 modern RV hook-ups with water, 120amp electrical service and improved access to sewer.
- Updated and expanded administrative space.

POTENTIAL FUTURE OPPORTUNITY:

- Outdoor grandstand/amphitheater:
 - Seating for 4,000 under cover, with additional lawn seating for up to 10,000.
 - Permanent stage with modern rigging grid. Covered stage.
 - Modern support space, including 1 star dressing room, 3 additional dressing rooms, restrooms, concessions and ticket/box office.

ORDER-OF-MAGNITUDE CONSTRUCTION COSTS

- **ESTIMATES BASED ON INDUSTRY STANDARDS:**
Estimated costs shown are based on industry standards and recent projects.
- **CONSTRUCTION COSTS HIGHLY VOLATILE:**
Recent economic challenges have had significant impacts on construction costs.
- **MASTERPLANNING EFFORT TO CLARIFY COSTS:**
Diagrammatic building floor plans with master planning effort to provide more accurate estimates.

Facility Component	Qty.	Size	Cost per Unit		Estimated Construction Costs (2022\$)	
			Low	High	Low	High
EXPOSITION CENTER						
Multipurpose Event Hall	1	50,000	\$300	\$350	\$15,000,000	\$17,500,000
Exhibition Hall	1	140,000	\$280	\$340	\$39,200,000	\$47,600,000
Pre-function, Meeting Rooms & Support Space	1	7,500	\$200	\$250	\$1,500,000	\$1,875,000
Administrative Support Space	1	5,200	\$225	\$250	\$1,170,000	\$1,300,000
Exposition Center Total					\$56,870,000	\$68,275,000
OTHER FACILITY IMPROVEMENTS						
4H & FFA Livestock Facilities	1		\$1,800,000	\$2,000,000	\$1,800,000	\$2,000,000
Upgrade RV Hook-ups	321		\$6,000	\$8,000	\$1,926,000	\$2,568,000
Signature Entrances	2		\$180,000	\$200,000	\$360,000	\$400,000
Other Facility Improvement Total					\$4,086,000	\$4,968,000
TOTAL HARD CONSTRUCTION COST ESTIMATE					\$60,956,000	\$73,243,000
SOFT COSTS & CONTINGENCY						
Estimated Soft Costs & Contingency			25%	30%	\$15,239,000	\$21,973,000
Total Estimated Hard Construction Costs					\$72,109,000	\$90,248,000
SITE IMPROVEMENTS						
Excavation, earthwork, utilities, landscaping, paving, etc.					\$12,000,000	\$15,000,000
TOTAL ESTIMATED CONSTRUCTION COST					\$84,109,000	\$105,248,000

PROJECTED UTILIZATION

UTILIZATION ESTIMATES	Existing WH Lyon Fairgrounds	Opening Year 1 2025	Year 2 2026	Year 3 2027	Stabilized Year 4 2028	Operating Years 1-20 Cumulative
NUMBER OF EVENTS						
Equestrian/Livestock	20	26	28	29	31	650
Tradeshow	19	20	21	21	23	491
Community/Banquet	10	10	10	10	10	220
Amateur Sports	1	2	2	3	3	60
Concert/Festival	3	3	4	4	5	102
Fair	1	1	1	1	1	22
Total	54	62	66	68	73	1,545
EVENT DAYS						
Equestrian/Livestock	50	65	70	73	78	1,625
Tradeshow	40	42	44	44	48	1,031
Community/Banquet	34	34	34	34	34	748
Amateur Sports	2	4	4	6	6	120
Concert/Festival	4	4	5	5	7	133
Fair	9	9	9	9	9	198
Total	139	158	166	171	181	3,855
UTILIZATION DAYS						
Equestrian/Livestock	96	125	134	139	149	3,120
Tradeshow	81	85	89	89	98	2,092
Community/Banquet	102	102	102	102	102	2,244
Amateur Sports	11	22	22	33	33	660
Concert/Festival	24	24	32	32	40	813
Fair	17	17	17	17	17	374
Total	331	375	397	413	439	9,302



PROJECTED ATTENDANCE & HOTEL ROOM NIGHTS

ATTENDANCE ESTIMATES	Existing WH Lyon Fairgrounds	Opening Year 1 2025	Year 2 2026	Year 3 2027	Stabilized Year 4 2028	Operating Years 1-20 Cumulative
ATTENDEE DAYS						
Equestrian/Livestock	50,750	65,975	71,050	73,588	78,663	1,649,375
Tradeshow	110,124	118,818	127,878	131,075	147,147	3,099,519
Community/Banquet	17,748	17,748	17,748	17,748	17,748	390,456
Amateur Sports	8,500	17,000	17,000	25,500	25,500	510,000
Concert/Festival	13,026	13,026	17,368	17,368	21,710	442,884
Fair	300,006	307,506	315,194	323,074	331,150	7,175,344
Total	500,154	540,073	566,238	588,352	621,918	13,267,578
ATTENDEE DAYS (NON-LOCAL)						
Equestrian/Livestock	27,913	36,286	39,078	40,473	43,264	907,156
Tradeshow	38,543	41,586	44,757	45,876	51,501	1,084,832
Community/Banquet	1,775	1,775	1,775	1,775	1,775	39,046
Amateur Sports	850	1,700	1,700	2,550	2,550	51,000
Concert/Festival	3,257	3,257	4,342	4,342	5,428	110,721
Fair	105,002	107,627	110,318	113,076	115,903	2,511,370
Total	177,339	192,231	201,969	208,092	220,421	4,704,125
HOTEL ROOM NIGHTS						
Equestrian/Livestock	10,080	13,103	14,111	14,615	15,623	327,584
Tradeshow	20,878	22,526	24,244	24,850	27,897	587,617
Community/Banquet	769	769	769	769	769	16,920
Amateur Sports	460	921	921	1,381	1,381	27,625
Concert/Festival	1,764	1,764	2,352	2,352	2,940	59,974
Fair	31,023	31,799	32,594	33,409	34,244	741,996
Total	64,974	70,882	74,991	77,376	82,854	1,761,716

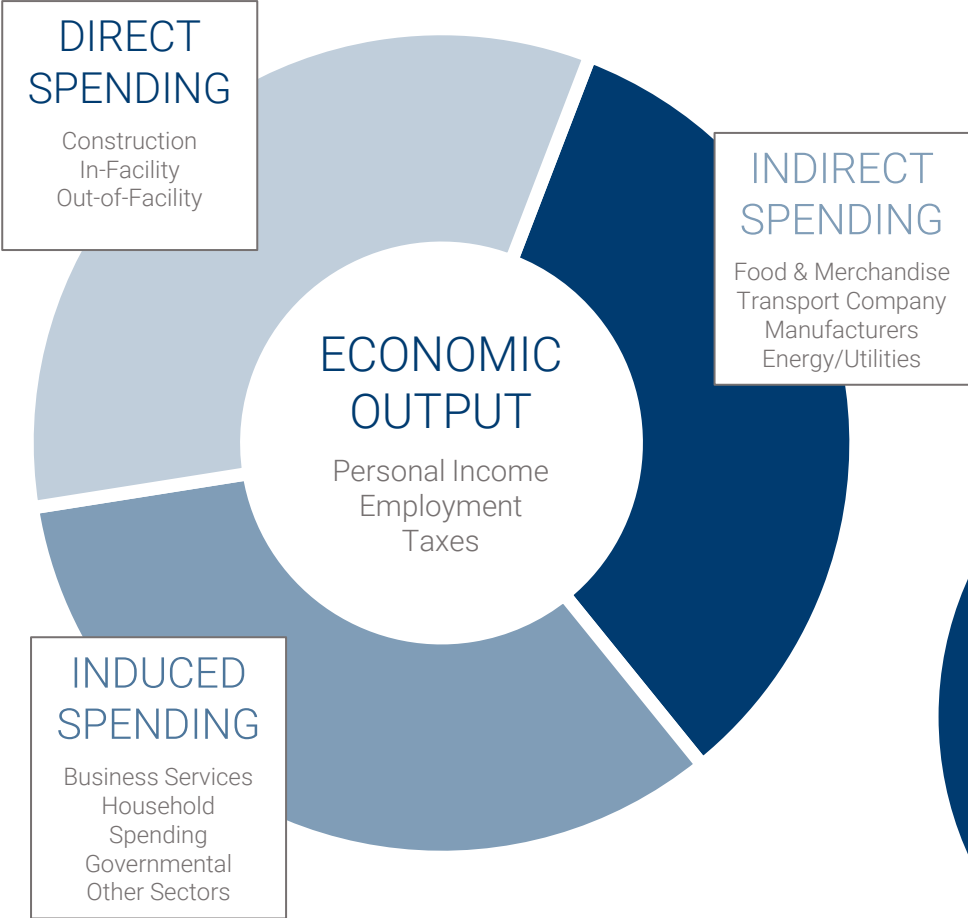
INCREMENTAL ANNUAL
HOTEL ROOM NIGHTS:
17,900

PROJECTED FINANCIAL OPERATIONS

FINANCIAL OPERATIONS	Existing WH Lyon Fairgrounds	Opening Year 1 2025	Year 2 2026	Year 3 2027	Stabilized Year 4 2028	20-Year Cumulative
OPERATING REVENUES						
Rental Income	\$425,079	\$529,441	\$573,893	\$620,027	\$669,414	\$13,953,557
Food & Beverage (net)	\$291,569	\$310,852	\$324,163	\$335,749	\$352,393	\$7,544,586
Contract services/other	\$888,235	\$948,965	\$980,504	\$1,001,855	\$1,041,284	\$22,409,625
Total Operating Revenues	\$1,313,314	\$1,478,406	\$1,554,397	\$1,621,882	\$1,710,698	\$36,363,183
OPERATING EXPENSES						
Personnel	\$546,000	\$858,000	\$858,000	\$929,500	\$929,500	\$19,539,000
Utilities	\$250,000	\$210,000	\$210,000	\$210,000	\$200,000	\$4,530,000
Operations	\$265,000	\$265,000	\$270,700	\$276,571	\$282,618	\$6,146,779
General & Administrative	\$109,400	\$176,900	\$173,900	\$172,990	\$170,167	\$3,635,434
Insurance	\$62,500	\$69,000	\$69,000	\$69,000	\$69,000	\$1,505,000
Total Operating Expenses	\$1,232,900	\$1,578,900	\$1,581,600	\$1,658,061	\$1,651,285	\$35,356,213
NET OPERATING INCOME (LOSS)	\$80,414	(\$100,494)	(\$27,203)	(\$36,179)	\$59,413	\$1,006,969



ANALYSIS CONCEPTS & METHODS



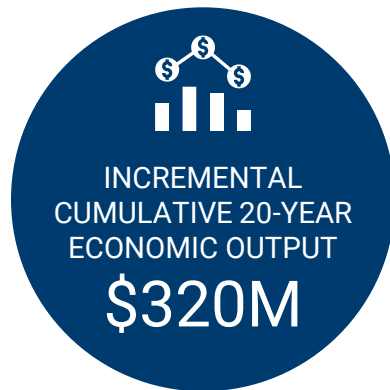
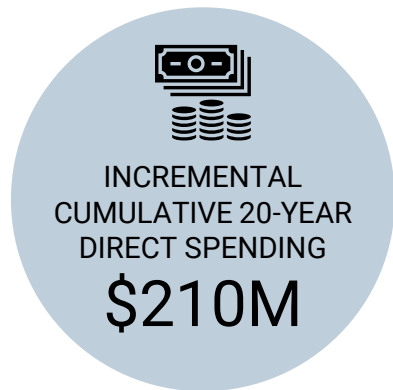
CONSTRUCTION SPENDING
Construction materials, labor, design and professional fees, and other soft cost spending are generated during the planning and construction of new multipurpose event facilities and supporting elements.

IN-FACILITY SPENDING
Direct spending is generated by visitors and participants at various elements surrounding the WH Lyon Fairgrounds during the course of their annual operation. This spending occurs with respect to items such as facility rentals, food and beverage, retail and merchandise, admissions, sponsorship and advertising, and retail leases.

OUT-OF-FACILITY SPENDING
Outside the area surrounding the WH Lyon Fairgrounds, additional direct spending is generated throughout Sioux Falls/Minnehaha County by non-local visitors on lodging, food and beverage, retail, entertainment, transportation, and other such items in connection with their visit to the multipurpose event facilities and/or supporting elements.

PROJECTED ECONOMIC IMPACTS

TOTAL ECONOMIC IMPACTS	Existing WH Lyon Fairgrounds	Opening Year 1 2025	Year 2 2026	Year 3 2027	Stabilized Year 4 2028	Construction + Years 1-20 Cumulative	Years 1-20 No Change
Net New Hotel Room Nights	64,974	70,882	74,991	77,376	82,854	1,761,716	1,299,479
Total Attendee Days	500,154	540,073	566,238	588,352	621,918	13,267,578	10,003,080
Net New Non-Local Visitor Days	177,339	192,231	201,969	208,092	220,421	4,704,125	3,546,786
Direct Spending	\$23,016,837	\$25,148,532	\$26,559,941	\$27,405,764	\$29,240,936	\$669,851,777	\$460,336,745
Indirect/Induced Spending	\$12,163,980	\$13,295,405	\$14,043,271	\$14,492,000	\$15,464,250	\$353,400,988	\$243,279,602
Economic Output	\$35,180,817	\$38,443,937	\$40,603,211	\$41,897,764	\$44,705,186	\$1,023,252,764	\$703,616,347
Personal Income	\$12,774,577	\$13,960,447	\$14,744,845	\$15,215,232	\$16,234,991	\$376,211,503	\$255,491,541
Employment (full & part-time jobs)	389	426	450	464	495	10,409	7,790
State Sales Tax	\$1,116,981	\$1,218,658	\$1,287,154	\$1,326,429	\$1,416,070	\$32,610,477	\$22,339,617
City Sales Tax	\$496,436	\$541,626	\$572,068	\$589,524	\$629,364	\$14,347,445	\$9,928,719
Tourism Tax	\$181,009	\$197,584	\$208,787	\$215,158	\$229,871	\$4,891,358	\$3,620,186
Business Improvement District Tax	\$129,948	\$141,764	\$149,981	\$154,752	\$165,708	\$3,523,432	\$2,598,959
Total Taxes	\$1,924,374	\$2,099,632	\$2,217,990	\$2,285,863	\$2,441,014	\$55,372,712	\$38,487,480



SUMMARY OF KEY PROJECTIONS

SUMMARY OF KEY ANNUAL PERFORMANCE PROJECTIONS ASSOCIATED WITH A NEW MULTIPURPOSE EVENT FACILITY AT THE WH LYON FAIRGROUNDS IN SIOUX FALLS

(Annual Operating Impacts Upon Stabilization Plus One-Time Construction Period Impact, 2022 dollars)



ANNUAL EVENTS

73



ANNUAL EVENT DAYS

181



ANNUAL ATTENDANCE

621,900



ANNUAL HOTEL ROOM NIGHTS

82,850



ANNUAL PERSONAL INCOME

\$16.2M



ANNUAL EMPLOYMENT (FULL & PART-TIME JOBS)

495



CONSTRUCTION PERIOD IMPACT

\$71.8M



ANNUAL DIRECT SPENDING

\$29.2M

+

ANNUAL INDIRECT/INDUCED SPENDING

\$15.5M

=

ANNUAL ECONOMIC OUTPUT

\$44.7M



STATE SALES TAX

\$1.4M



CITY SALES TAX

\$629,400



TOURISM & BID TAX

\$395,600

FAR-REACHING BENEFITS OF FACILITY INVESTMENT



Potential transformative & iconic effects



Quality of life for residents



New visitation



Spin-off development



Anchor for revitalization



Other intangible benefits



TYPICAL INDUSTRY FUNDING SOURCES

TYPICAL INDUSTRY FUNDING SOURCES

PUBLIC SOURCES:

- Sales taxes.
- Property taxes.
- Tax Increment Financing (TIF).
- Hotel/motel taxes.
- Business Improvement District (BID) assessment.
- Restaurant/entertainment taxes.

PRIVATE SOURCES:

- Grants/donations.
- Fundraising campaign.
- Naming rights/sponsorships.
- Vendor rights.
- Registration fee surcharge.
- Parking fee.
- Other sources.

