

Saddle Rock Rodeo Resort at the Kansas Coliseum:

Heritage Development Group, Inc., Walz Harman Huffman Construction Company, Inc., Adventure RV and Truck Center, LLC. and Adventureland RV Rentals and Sales, Inc. have joined in response to Sedgwick County's request for proposal (RFP).

What's in a name?

The conceptual name to identify the site is the "Saddle Rock Rodeo Resort" at the Kansas Coliseum. This name signifies what exists and what could be added to enhance the guest experience at the Saddle Rock Rodeo Resort. The term, "Resort", encompasses a guest experience at a place people visit, an experience that serves their needs and exceeds their expectations. "Saddle Rock" brings thoughts of security and a solid foundation. "Rodeo" is the word that explains it all. A guest at the rodeo resort would not expect gold fixtures in the bathrooms or chandeliers in the lobby, but would have expectations of adequate stall space for their animals, plenty of RV and camper space for their families, and a climate controlled arena in the heat of summer or cold of winter. The Saddle Rock Rodeo Resort encompasses an experience that a rodeo resort guest would come to expect, complete with amenities necessary to have the best of western experiences.

Why Build a Rodeo Resort in Sedgwick County, Kansas?

24 million people attend rodeo events annually. Rodeo is ranked 7th largest of all sporting events currently taking place in the United States markets. Rodeo is bigger than PGA golf, also tennis, and is runner up to football, baseball, basketball, NASCAR, horse racing, and hockey.

Sedgwick County has the opportunity to be the foundational facility in the United States. Each of the sports listed above has spent billions of dollars on stadiums to house their events. However, currently in the United States there is not a facility dedicated to the needs of rodeo/western event athletes. There are venues that can house large horse events, but are designed around a multi-purpose use. Rodeo contestants and western event participants are seen as ancillary to the primary multi-purpose function. Sedgwick County can become recognized as the ultimate facility with the perfect location to house, produce and facilitate western events with a special emphasis on the rodeo athlete and rodeo related events including:

- Rodeos
- Horse shows
- Canine shows
- Bovine shows
- Sportsman events
- RV shows and conventions
- Numerous participant driven events

Western event participants, including equestrian, bovine, and canine enthusiasts, travel many miles every year to participate in events around the country. Sedgwick County is the midwestern nucleus of Kansas, and the center of the United States. Contestants travel by car, truck and RV bringing a diverse assortment of trailers to participate in these events. In the majority of situations, they do not have the option of flying their animals to their destination. Having a central location in Kansas allows equitable travel distance for participants from across the country.

Current Contracts on the Kansas Coliseum

Heritage Development Group, Inc., by unanimous vote and support of the Sedgwick County Commissioners, the State of Kansas, Go Wichita Convention and Visitors Bureau, as well as, the Greater Wichita Area Sports Commission, has won the right to host the years of 2012 and 2013 National High School Rodeo Association (NHSRA) Wrangler Junior High Division Rodeo in Kansas.

The publication in the official magazine of the NHSRA Times, (September 2009), volume 31, number 1 edition, states that the NHSRA Board of Directors awarded the Wrangler Junior High Division Finals Rodeo to Heritage Development Group, Inc. It will be held at the Kansas Coliseum site in 2012 and 2013, located in the Wichita, Kansas, area.

This rodeo brings approximately 10,000 people to the host city for 10 days and the association members spend approximately 5 million dollars during their 10 day stay in the host city. The NHSRA is owner of both the NHSRA Wrangler Junior High Division Finals Rodeo, as well as, the NHSRA Senior High Division.

It is important to note that the NHSRA Wrangler Junior High Division Finals Rodeo is made up of 41 states, 5 Canadian Provinces, and Australia. This international rodeo brings new dollars into Sedgwick County and the State of Kansas. These funds have not been spent here before; it is new money!

Annual Saddle Rock Rodeo Resort Benefits to Sedgwick County, Kansas

We have conducted studies of the impact that a dedicated western events facility, with proper programming based on 4 national events, 12 regional events, and 24 baseline events, would have on the Saddle Rock Rodeo Resort facility and surrounding communities.

These findings show actual money and funds spent in the community by western contestants, families, traveling partners, and visitors in Sedgwick County:

- \$ 4,412,540 spent on lodging per year
- \$ 5,253,024 spent at local restaurants and eateries per year
- \$ 3,782,177 spent on local entertainment per year
- \$ 7,144,113 spent on general items such as fuel, auto repairs, shopping, etc. per year
- \$ 420,241 spent on animal care per year

Total: \$ 21,012,095 cash spent in Sedgwick County, Kansas

Over 81,000 participants and their families will be coming to Sedgwick County annually. This does not include spectator numbers. If you add the spectator count to the contestant foundation, this number goes well beyond 200,000 people coming into Sedgwick County. Contestant driven events have a long term stay component that separates the contestant driven market from the spectator driven market. Contestants travel farther distances and stay longer amounts of time at their destination rodeo facility. They sojourn customarily between 2 to 10 days, depending on the event.

The following is the fiscal impact of this money (Impact analysis provided by the Center for Economic Development & Business Research, Wichita State University):

- \$20,755,563 Revenue to Sedgwick County from taxable sales (10 years)
- \$34,683,044 Revenue to State of Kansas from taxable sales (10 years)
- 669 total construction jobs created
- 42 total jobs (On-going operations) created

In addition to these economic impact benefits to Sedgwick County, this proposal allows monetary allotments annually to the county after the first year of operations. Based on conservative estimates the county could receive in excess of \$1.5 million annually, or possibly over \$14 million, in allotments the first ten years of operations. The plan of the partnership is simple, effective, and direct. By cutting unnecessary clutter from operations, saving money on promotion, and maximizing production, we can achieve profitability and sustain long term growth.

The following statement by W. Edwards Deming states the philosophy by which this plan has been created:

“Create constancy of purpose for continual improvement of products and services to society allocating resources to provide for long range needs rather than only short term profitability with a plan to be competitive, to stay in business and to provide jobs.”- W. Edwards Deming

We have used the Convention Sports and Leisure (CSL) Report “Preliminary Analysis of Potential Kansas Coliseum Re-Use Opportunities” as the foundation for submitting our response to the County’s “RFP-Developer for the Kansas Coliseum Site”. By using the CSL plan, we designed a response to the RFP that was built on a non-biased 3rd party source. The CSL study was requested and accepted by the Sedgwick County Board of County Commissioners and funded under the SMG/ INTRUST bank arena management contract.

The CSL report states,

“It is important to note that an expansion of the livestock facilities at the Coliseum complex, potentially including renovations to the Britt Brown Arena to make it more suitable for livestock shows, could potentially allow the complex to attract new events that cannot be accommodated by the Coliseum’s existing space”.- CSL

In the past month this statement has proven true. The concept that the Kansas Coliseum Complex, with renovations, can attract the largest events in the country has been proven with procurement of the NHSRA Wrangler Junior High Division Finals Rodeo bid award. We believe it to be in the best interest of all parties involved to approve the HDG proposal, which will provide the renovations and facilities necessary to host major western and agri-tourism, dirt, and flat floored events.

State of Kansas Support

The State of Kansas has expressed a firm commitment to the development of the Saddle Rock Rodeo Resort complex. In the bidding process for the National High School Rodeo Association (NHSRA) Wrangler Junior High Finals Rodeo, a commitment of \$80,000 was given to the NHSRA. It was in the form of an attraction grant for \$40,000 in 2012 and \$40,000 in 2013, hosting of the Wrangler Junior High Finals Rodeo in Kansas.

State support is critical to the foundation of the rodeo resort and to the guests that visit Kansas. We confidently anticipate that the State of Kansas will work with the interested parties to continue support for this site.

Why focus on Western Events as our anchor tenancy?

If Sedgwick County authorizes HDG, Inc., the right to develop and operate the Kansas Coliseum, it may very well become the perpetual home for many of the major western themed events. HDG anticipates approximately 51 annual events being held on the Saddle Rock property. A focal point of HDG is large non-professional rodeo events. HDG, Inc. is the voted choice company. In addition to winning the NHSRA Wrangler Junior High Finals Rodeo bid, HDG has organizations interested, including The Little Britches Rodeo Association who is contemplating a ten year contract. The Saddle Rock Rodeo Resort may truly be the rising star, as the leading United States official home and the premiere venue for non-professional western themed events.

The HDG plan is similar in concept to what Omaha, Nebraska, has done with the creation of the permanent home for the College World Series and what Wichita, Kansas, has done with the National Baseball Congress.

The location of the Kansas Coliseum is ideal being right in the center of the United States and having excellent transportation factors. Our proposal would re-establish the Kansas Coliseum to the original mission of providing a venue for western/agricultural events.

Promises vs. Performance

HDG will not endeavor to out-promise anyone; however, we are committed and qualified to out perform our competition. The HDG team has an extensive archive of producing western themed events in Kansas and other states. HDG has involvement in a diverse number of rodeo events and also agricultural/western related projects throughout Kansas.

POPULOUS - Architects

The architectural firm of POPULOUS has united with Heritage Development Group, Inc. Their mission is to design a facility that meets the specific needs of equestrian, bovine, canine, western/agricultural, and sportsman events.

POPULOUS is most assuredly recognized as the best equestrian architects in the world. They have designed projects from:

INTRUST Bank Arena	Charles Koch Arena – WSU	Calgary Stampede	Silver Spurs Rodeo
Houston Livestock Show and Rodeo	San Antonio Livestock Show and Rodeo	National Western Stock Show and Rodeo	American Royal
The Ranch-Budweiser Center	Illinois State Fair/NHSRA	Oklahoma State Fair	Pennsylvania Farm Show
New Mexico Equestrian Center	Expo Square/ Tulsa Equestrian Complex	Borchard Regional Fairgrounds and Equestrian Complex	Eastern States Exposition
Forrest County Events Center	Georgia Agri-center	METRA Park	Salt Lake Equestrian Center
Kentucky Horse Park	Florida Horse Park	Maryland Horse Park	Egyptian Horse Park

Sedgwick County has prior experience with Populous, as they were the design firm for the INTRUST Bank Arena. POPULOUS, along with Heritage Development Group, Inc. and its assigns, have a positive history and respectability in the western event world.

Compete or Compliment the INTRUST Bank Arena?

The Saddle Rock Rodeo Resort will not compete with the new INTRUST Bank Arena in downtown Wichita, Kansas. Our events will serve to enhance attendance at possible entertainment opportunities at the new INTRUST Bank Arena.

Western event participants typically compete during the day and look forward to some form of entertainment in the evening. That could be Warren Theatres for younger folks or the Old Town District in downtown Wichita for the more experienced crowd.

Our proposal offers accommodation shuttle service to downtown Wichita for guests at the Saddle Rock Rodeo Resort, including transit to the INTRUST Bank Arena.

HDG wants to collaborate with Sedgwick County and coordinate events to coincide with events at the downtown arena. We want to provide extended opportunities to our Saddle Rock Rodeo guests, with choice entertainment and service options.

Britt Brown Arena

HDG is leaving the decision for the current Britt Brown Arena usage with the Sedgwick County Commissioners. We are not currently proposing any decision for the Britt Brown Arena. We believe this decision would be better served by the authority of the Sedgwick County Commission and community.

More Information

For more information on the Heritage Development Group, Inc. response to Sedgwick County's RFP, please visit:

www.RodeoKansas.com

Feel free to call our office at (316) 293-6493 or e-mail to: info@hdgroupinc.com