



BENTON COUNTY FAIRGROUNDS
FAIRGROUNDS MASTER PLAN STUDY

March 5, 2019

Submitted by:





March 5, 2019

Lynne McKee, Fairgrounds Manager
Benton County Fairgrounds
110 SW 53rd Street
Corvallis OR 97333

Dear Ms. McKee:

Markin Consulting LLC and Keffer/Overton Fairgrounds Planners, Inc. are pleased to submit this Master Plan study, including a market demand assessment, financial feasibility analysis, economic impact potential, and physical site layout plans with cost estimates for the Benton County Fairgrounds ("Fairgrounds).

The analyses presented in this report is based on estimates, assumptions and other information developed from industry research, input provided by the Fairgrounds' representatives and stakeholders, surveys of potential facility users, and analysis of competitive/regional facilities and communities. The sources of information, the methods employed, and the basis of significant estimates and assumptions are stated in this report. Although we believe that the information and assumptions set forth in this report constitute a reasonable basis for the estimates of usage and potential financial results, the achievement of any estimate may be affected by fluctuating economic conditions and the occurrence of other future events that cannot be anticipated. Therefore, the actual results achieved will vary from the estimates and such variations may be material.

This report is to be used for facility planning of the Benton County Fairgrounds only. It is not to be used for any other purpose. This report is not to be used in conjunction with any public or private offering of securities, debt, equity or other similar purpose where it may be relied upon to any degree by any person other than the client, nor is any third party entitled to rely upon this report, without first obtaining the prior written consent of Markin Consulting LLC.

The terms of our engagement are that we have no responsibility to update this report or to revise the estimates because of event and transactions occurring subsequent to the date of this report.

Sincerely,

A handwritten signature in black ink that reads "Rod Markin". The signature is written in a cursive, flowing style.

Rod Markin, President

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- Exhibit A – Key Stakeholder Consensus, Observations, Ideas, and Issues
- Exhibit B – Public Survey Instrument
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- Exhibit D – Fairground Facility Photos
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- Exhibit G – RIMS II Multipliers
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STUDY OVERVIEW

This report presents results of Markin Consulting LLC (“Markin Consulting”) and Keffer/Overton Fairground Planners (“K/O”) ¹ research analyses, assessments, and recommendations for a master plan for the Benton County Fairgrounds (“Fairgrounds”), located in Corvallis, Oregon. The work tasks defined for the study involved a market demand study (identifying market opportunities) that informs the master plan, based on maximizing usage, financial return, and economic prospects for the County. The Request for Proposal stated that **“the master plan shall be based on maximizing the property use and value to Benton County residents and visitors; taking into consideration economic viability and livability of the region, including historic, cultural, recreational, and economic value.”** More specifically, the objectives of this assistance were to:

- Conduct market research and analyses that identify potential opportunities – new markets, affiliations or operating approaches – that would increase overall usage of, and net revenues to, the Fairgrounds operations
- Recommend facilities necessary to attract the potential opportunities
- Prepare financial assessments of operating the recommended facilities
- Prepared a market and community needs based master plan for the Fairgrounds, with cost estimates and phasing options

APPROACH

The Master Plan Team, in assessing and recommending possible master plan options, performed the following work steps:

- Toured Corvallis and surrounding area, including the facilities at the Fairgrounds
- Interviewed representatives of the Benton County Fair Board (the Fair Board) and its staff, Benton County, Corvallis, Corvallis Chamber of Commerce, Corvallis Tourism, Oregon State University, existing and potential Fairground users and other interested parties
- Conducted public engagement that involved 2 public meetings and extensive community input surveys
- Researched and analyzed historical usage trends of the existing Fairground facilities

¹ Together, Markin Consulting and K/O are referred to as the Master Plan Team.

- Analyzed economic and demographic trends affecting the Fairgrounds' market area
- Researched and assessed the area's community resources (lodging, restaurants, retail, etc.)
- Researched and assessed the impact of competitive facilities located in both the Benton County area and the Willamette Valley region on existing and potential events and facilities at the Fairgrounds
- Surveyed and interviewed potential users of existed and possible new or improved facilities, including promoters of events and activities
- Identified and quantified potential events, activities and opportunities for new or improved facilities at the Fairgrounds
- Recommended facilities needed to accommodate the potential events, activities and opportunities at the Fairgrounds
- Prepared conceptual master plan layout options, discussed same with the Fair Board and public, and developed a final preferred master plan layout that was approved by the Fair Board
- Developed estimates of operating revenues and expenses associated with the preferred plan
- Prepared estimated magnitude of costs to implement the various components of the preferred master plan
- Identified phasing option and impacts for the master plan elements

CONDITIONS OF THE STUDY

This report is to be used only for planning of improved facilities at the Benton County Fairgrounds. It is not to be used for any other purpose. This report may not be referred to or included in any prospectus, or as a part of any offering or representation made in connection with the sale of securities to the public.

Although we believe that the information and assumptions set forth in this report constitute a reasonable basis for the estimates of usage, operating revenues and expenses, and economic benefits, the achievement of any estimate may be affected by fluctuating economic conditions and the occurrence of other future events that cannot be anticipated. Therefore, the actual results achieved will vary from the estimates and such variations may be material.

The terms of our engagement are that we have no responsibility to update this report or to revise the estimates because of events and transactions occurring subsequent to the date of this report.

MASTER PLAN INPUT

As part of the master plan study process, input, ideas, concerns, and opportunities were solicited from the Fair Board, Fairgrounds, management, stakeholders, interested parties, and Benton County residents. During a two-day site visit (October 16 and 17, 2018), representatives of Markin Consulting and Keffer/Overton conducted work sessions, meetings, interviews and public engagement. This section summarizes the results of the work sessions, meetings, and interviews.

Benton County Fair Board and Fairgrounds Management

At the outset of the study process, the Benton County Fair Board and Fairgrounds management provided initial observations and issues for the master plan. This input helped the Master Plan Team better understand issues that would direct the focus of the study process. Following are the key issues that were discussed:

- Benton Arena, as an enclosed, dirt facility (with no heat or air conditioning), is underutilized as an event facility. Though highly regarded by local horse and dog show enthusiasts and organizations, the Board and management indicated that Benton Arena might better serve Benton County residents and businesses by converting it to an all concrete floor event facility.
- The Outdoor Arena has significant drainage problems that make it unusable for 9 to 10 months of the year. According to Fairgrounds' management and staff, the outdoor arena would require a significant investment in drain tile and a new pump station to make it usable on a year-round basis as a dirt arena.
- The kitchen in the Auditorium Building is mostly unusable, except as a holding area. It is felt that a renovated kitchen would bring additional events to the Fairgrounds, including banquets, fundraisers, and other events involving meal functions.
- The Pony Barns are in significant need of repair, being used principally for year-round storage and, during the annual Fair, for Fair Queen activities.
- RV site rentals and RV/boat storage generate a significant revenue source for the Fairground's operations and should continue to be accommodated in the master plan.
- Without the opportunity to acquire property adjacent to the Fairgrounds (Brandis property), the master plan process is limited to the existing Fairgrounds' footprint of about 30 acres.

Stakeholders

During the two-day site visit, the Master Plan Team moderated work sessions that included 52 different people, representing current and past renters, Benton County and Corvallis governmental agencies and organizations, Oregon State University, local restaurateurs and hoteliers, and others. Below is a list of stakeholders represented in these work sessions.

- Benton County Fairgrounds Staff
- Benton County Board of Commissioners
- Benton County Health
- Benton County Master Gardeners
- Benton Soil & Water Conservation
- Block 15
- Cascades West Council of Governments
- Chintimini Kennel Club
- City of Corvallis
- Corvallis Chamber of Commerce
- Corvallis Historic Auto Club
- Corvallis Sew & Vac
- Corvallis Ski Swap
- Courtyard Corvallis
- DaVinci Days
- Fernwood Circle Guest Horses
- Forks and Corks Catering
- Hilton Garden Inn Corvallis
- Holiday Inn Express Corvallis
- Horse/Rodeo Committee
- Kinetic Race
- Kiwanis Sunrisers
- Les Schwab Tires
- Linn-Benton Community College
- Live Sound & Light
- NuScale Power
- NW Expo Model Horse Show
- OHSET
- Oregon Restaurant and Lodging Assoc.
- OSU – Facilities Operations
- OSU 4-H Extension
- OSU Regional Director
- Visit Corvallis
- Willamette Agility Group

Following are some of the key observations and ideas provided by the stakeholders:

- While 4-H is provided free use of buildings and spaces at the Fairgrounds, it does not have priority over revenue producing events and activities.
- OSU Extension (State office) indicated it would like to be located at the Fairgrounds to better accommodate Benton County 4-H clubs and activities, as well as expand educational opportunities.

- There is a great consensus for the kitchen in the Auditorium Building to be upgraded to accommodate demand of residents and businesses of Benton County for meal functions, as well as programming needs of Benton County 4-H programs.
- Felt need for conference and flat floor space: including upgraded sound attenuation, appearance, technological abilities and kitchen facilities – both Auditorium Building and the possible conversion of Benton Arena to exhibition space.
- The Fairgrounds lacks defined access and circulation system, as well as finding way for users.
- The Fairgrounds is a community event facility that needs to benefit all of the residents/business within the County – including Corvallis.
- Strong support by local equestrian and dog agility groups to keep Benton Arena as an indoor dirt facility.
- Felt need for equestrian event facilities at the Fairgrounds, including indoor arena, covered outdoor arena, and new stalls.
- The Fairgrounds plays an important role as satellite parking for OSU campus activities – particularly OSU football.

Public Meetings and Engagement

On the evenings of October 16 and 17, 2018, public meetings were held in the Auditorium Building at the Fairgrounds. The purpose of the meetings was to gather input, ideas, concerns and opportunities for the Fairgrounds that would help inform the development of the master plan. Consensus input and ideas from the 40 people who attended the meetings include:

- Strong support for continued 4-H activities and uses at the Fairgrounds
- Horse and dog shows need to be accommodated at the Fairgrounds
- Cost of renting the Fairgrounds can be a barrier for small groups
- Keep agricultural and livestock event opportunities at the Fairgrounds

In addition to the comments by those attending the public meetings, surveys were available to fill out by those attending the public meetings; and the larger Benton County community was invited to complete an on-line survey. The purpose of the survey was to (1) rank of the Fairground's role in the community (as a facility), (2) identify the kinds of events and activities respondents would like to see happen at the Fairgrounds, and (3) provide any other comments concerning the Fairgrounds or affecting the master plan process. Both the survey that was made available at the public meetings and the on-line survey were identical in content. Exhibit A presents a copy of the survey instrument (English and Spanish Versions).

We received a total of 691 survey responses. It should be noted that this was not a scientific survey, as the surveys were self-administered as opposed to random selection of Benton County residents – whether they had an interest in the Fairgrounds or not. Even though the responses are not a representation of the County population as a whole, they do provide additional insight into events and issues that helped frame the overall study process.

Following are the questions and summary answers to the survey.

Question 1. *In general, what role(s) should the Benton County Fairgrounds play in the Benton County area? Rate on a scale of 0 (not important) to 10 (very important).*

- 8.4 - Public/community facilities
- 8.4 - Youth activities
- 7.5 - Entertainment for residents
- 7.3 - Social activities
- 5.7 - Economic/tourism development

Question 2. *What types of events and activities would you like to see occur at the Benton County Fairgrounds?*

The table below presents the types of events and activities, by number of individual responses, from the surveys.

Event Type	Number of Responses	Event Type	Number of Responses
Horse Show	263	Car/RV Show	20
4-H Events	216	Sports	19
Fair	184	Fundraiser	15
Public Shows and Sales	173	Conventions	14
Dog Show	160	Trade Shows	12
Concerts	146	Horse Arena	11
Rodeo	141	Pastegal	10
Community events	131	Other	7
Youth Events	96	Large Event Facilities with Kitchen	6
Farmers Market	63	Natural Disasters	6
Livestock	63	Food Events	5
Animal Shows	60	Ice Rink	5
Ag Events	59	Sports Bar/Coffee Shop	4
Classes/Education	55	Tractor Pulls/Events	4
Meetings/Conferences	44	Archery	3
Home/Garden	43	Job Fair	2
Festivals	42	Overnight stalling	2
Open Horse Ride	33	Storage	2
Private Event Rentals	30	Emergency needs Livestock	1
Gaming Show/Playday	23	Fun Run	1
Animal/Horse Clinic	22	Horse Boarding	1
Family Events	22	Outdoor Ampatheater	1
FFA	21	Timber Based Events	1

As shown in the table, horse shows, 4-H events, the Benton County Fair, public shows and sales (consumer shows), and dog shows were the top 5 types of events that individual respondents want to occur at the Fairgrounds.

Exhibit B contains the raw comments provided by the survey respondents.

SITE CHARACTERISTICS

This section presents an overview of key site location factors that play a role in demand for events/activities at the Fairgrounds – regional and local access, and proximity to support services.

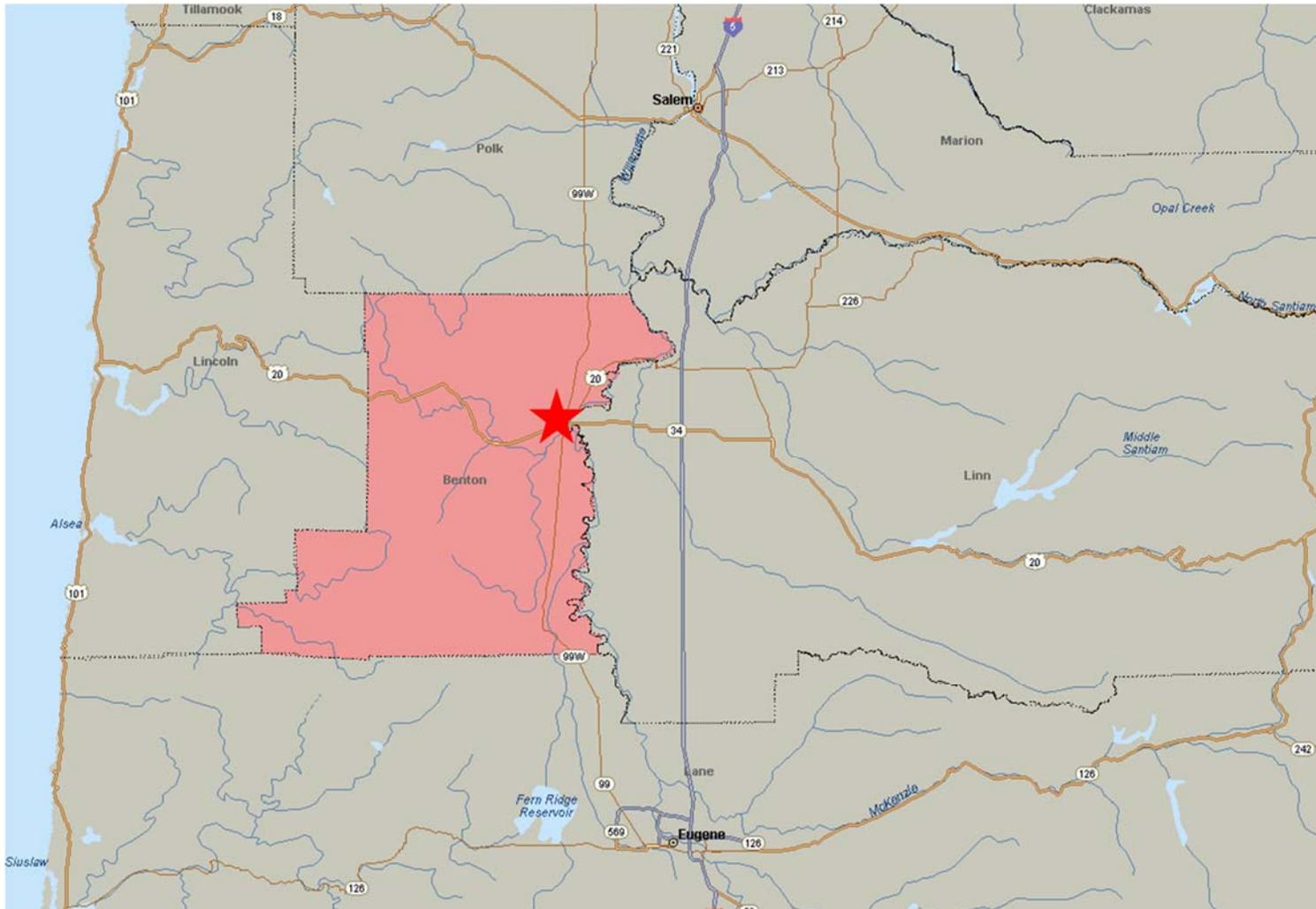
Regional Location

Benton County is situated in the west area of the Willamette Valley region in Oregon, which extends from the Eugene/Springfield area in the south to Portland and the Columbia River to the north. According to the US Census, about 70 percent of Oregon's population is located in the Willamette Valley. The map below shows the extent of the Willamette Valley (shaded area) and the relationship of the Corvallis area to the rest of this region.



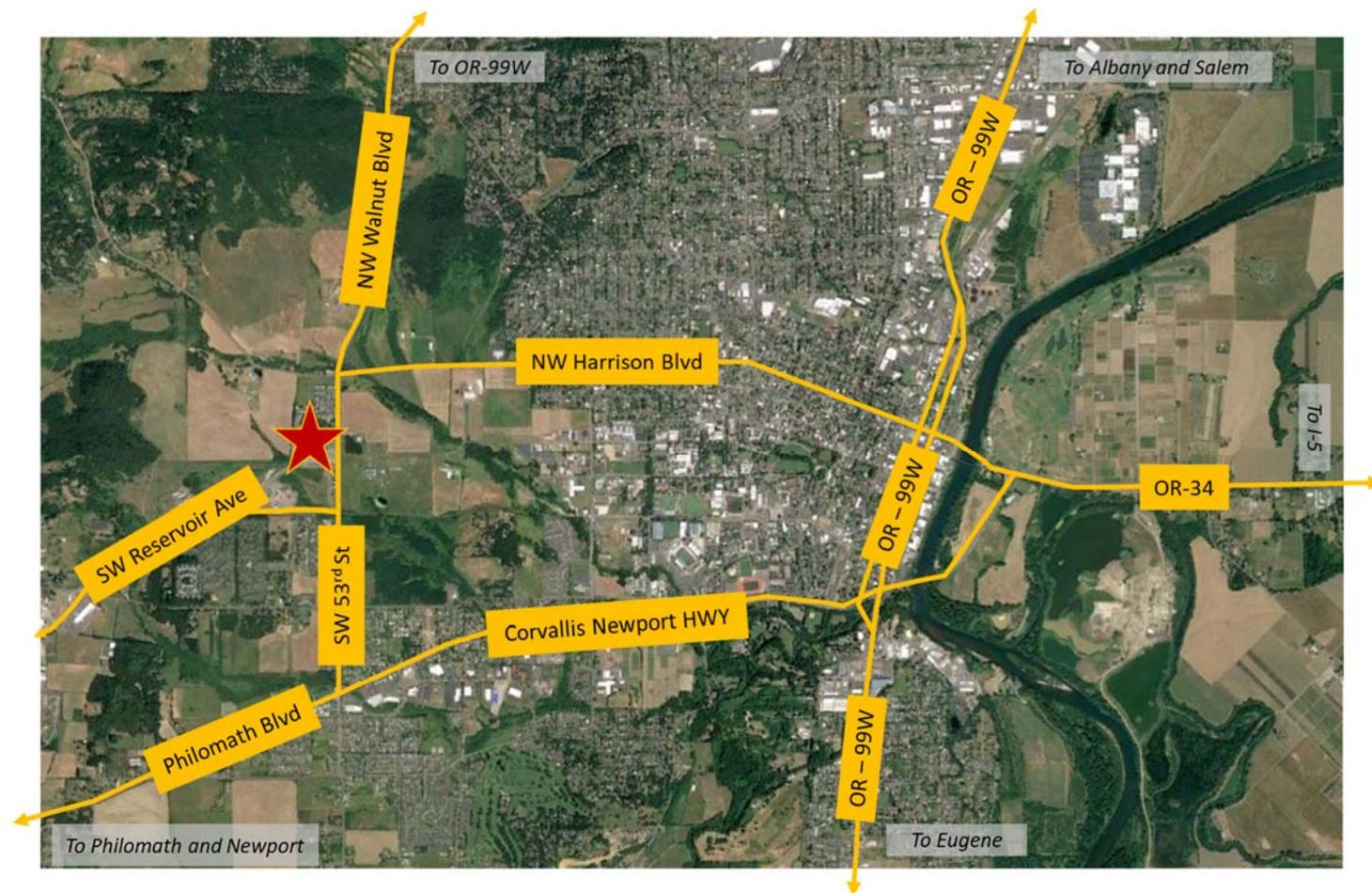
Regional Access

Access to Benton County and Corvallis is via US Highway 20 and State Highway 34 from the east, US Highway 20 from the west, and State Highway 99 from the north and south. Corvallis is approximately 10 miles from Interstate 5 via Highway 34. The map below shows the regional road system in relation to the Corvallis/Benton County area.



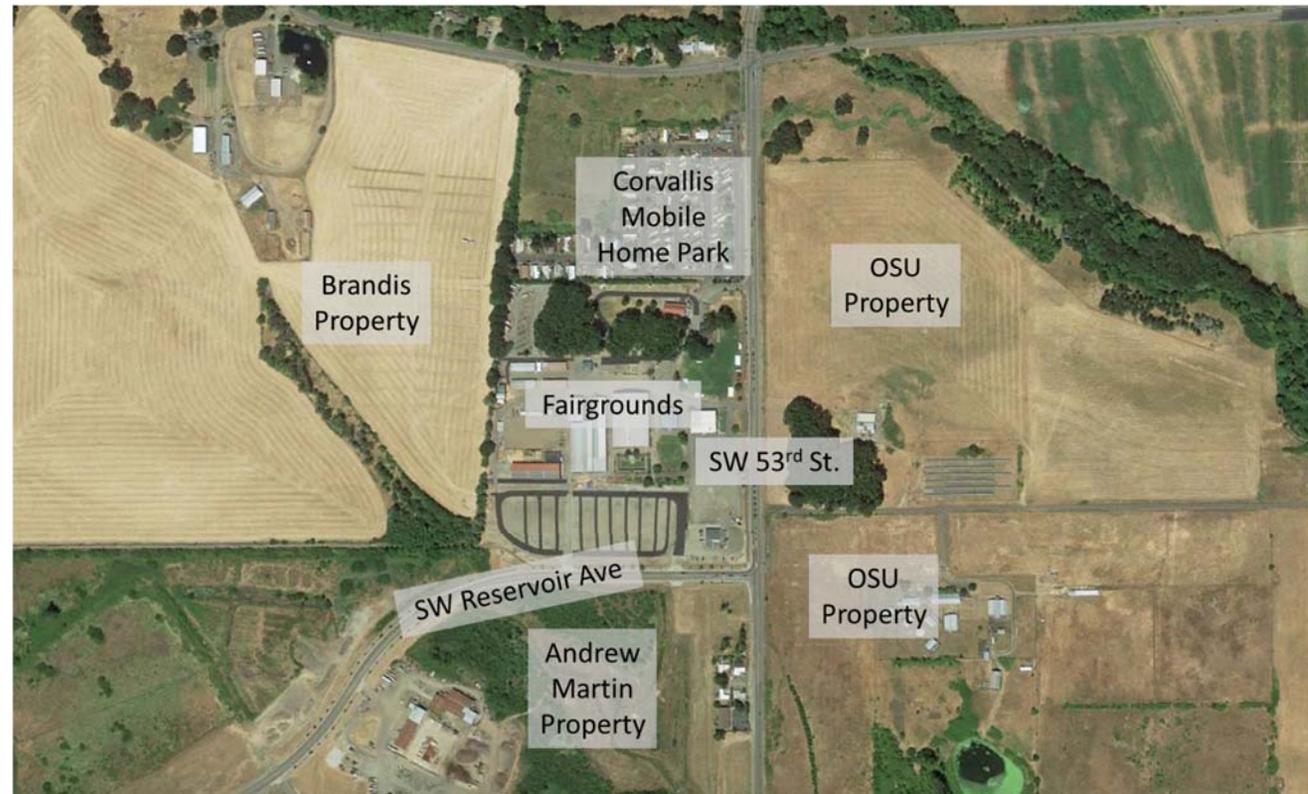
Local Access

The Benton County Fairgrounds is located on the west side of Corvallis. Access to the Fairgrounds is via SW 53rd Street from the north and south and SW Reservoir Avenue from the west. Corvallis bus transit serves the Fairgrounds (infrequently), with a drop/pick-up area located within a short walk of the Fairgrounds. The Fairgrounds can also be accessed by bicycle or on foot via the Midge Cramer Path that extends from Campus Way on the east to the Fairgrounds parking area, and west to Bald Hill Natural Area. Below is a map showing principal highway access routes to the Fairgrounds from within the Corvallis area.



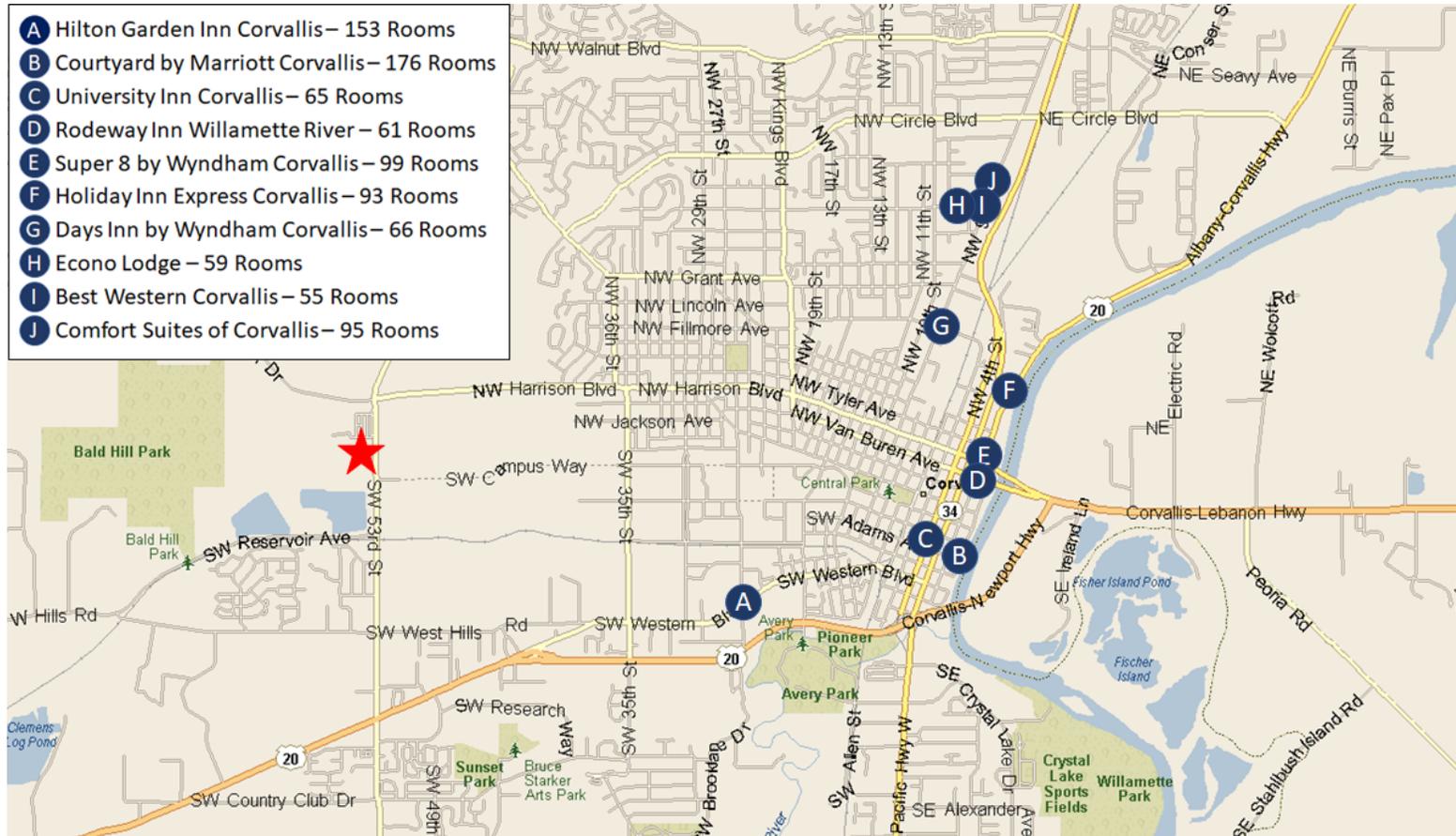
Surrounding Properties

The Fairgrounds is bordered on the north by the Corvallis Mobile Home Park. Other privately-owned land borders the western edge of the Fairgrounds. SW 53rd Street borders the east side of the Fairgrounds, with undeveloped property owned by Oregon State University on the opposite side of SW 53rd Street. Property owned by the Brandis family (which is leased for Fair overflow parking) is adjacent to the west side of the Fairgrounds. To the right is an aerial photo that shows the location of the Fairgrounds and surrounding roadways and land uses.



Proximity to Lodging

Located on the west side of Corvallis, the Fairgrounds is located away from major support services, including lodging facilities, as shown in the map below.



In total, there are approximately 925 rooms in these properties. Information from Visit Corvallis indicated that hotel occupancy for the first 9 months of 2018 was running less than 55%, with an average daily rate of \$123. According to Visit Corvallis, most of the lodging in Corvallis is comprised of the business sector; hence, the higher average daily rate.

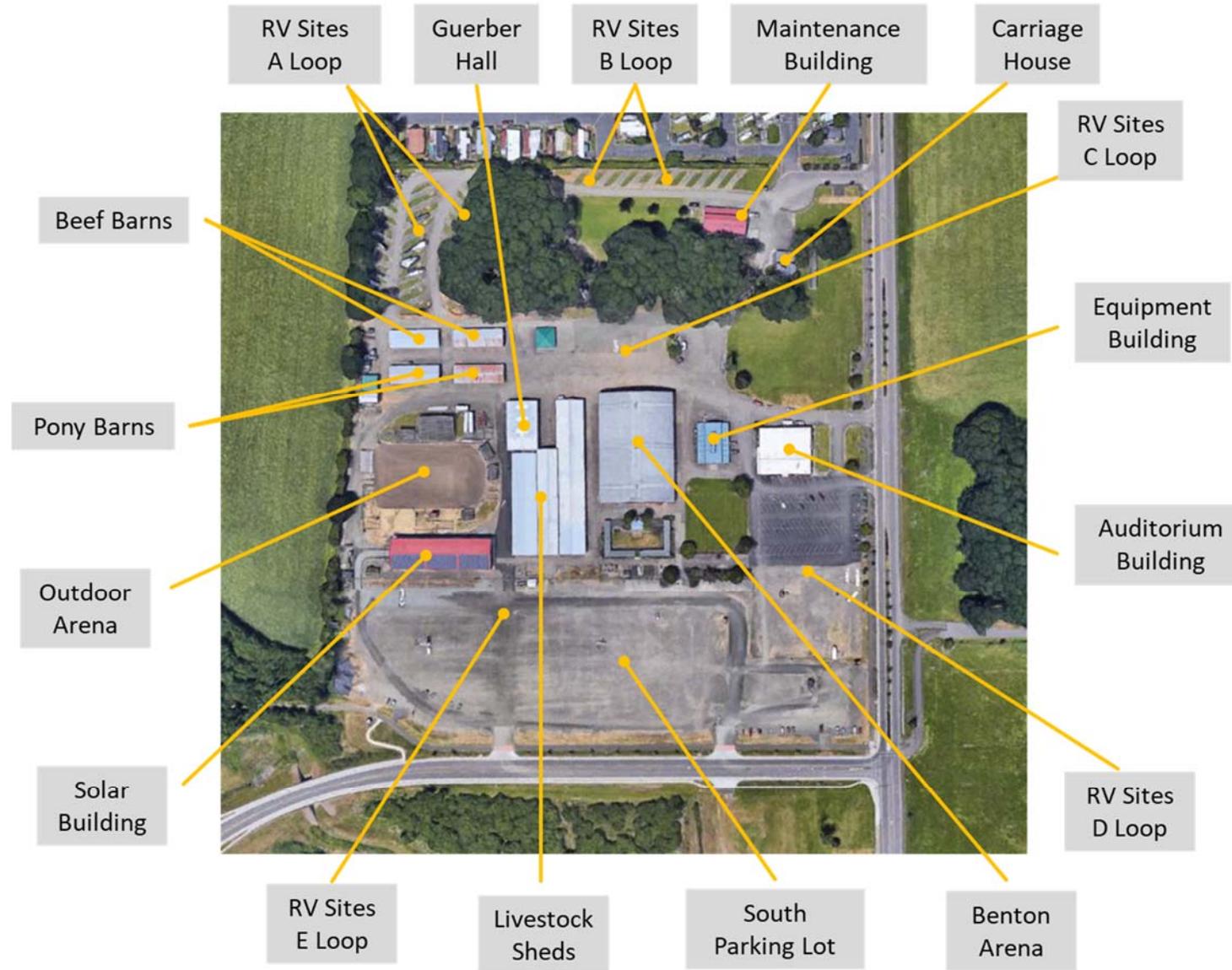
FAIRGROUND FACILITIES AND STRUCTURES

This section provides an overview of the existing principal buildings, structures, and features of the Benton County Fairgrounds. Major structures and features on the Fairgrounds include the following:

- Benton Arena
- Auditorium Building
- Guerber Hall
- Carriage House
- Solar Building
- Equipment/4-H Building
- Floral Courtyard
- Outdoor Arena
- Pony Barns
- Cattle Barns
- Benton Oaks RV Park
- Livestock Sheds
- RV Park
- Livestock Sheds
- Maintenance Building

The aerial on the following page shows the location of the major buildings, structures and spaces on the Fairgrounds property. Exhibit D contains photos of these features.

Principal Buildings, Structures and Spaces at the Benton County Fairgrounds



Benton Arena

Benton Arena is a 33,000 sq.ft. building, built in 1970. This building has a dirt floor ring (about 20,000 sq.ft. – 100' x 200') and an adjacent concrete apron (8,000 sq.ft.) used for placement of bleacher seats or flat exhibit space. The arena is primarily used for horse events (4-H, Mid-Valley Gamers, High School & OSU Equestrian Teams), dog events, homesteading fairs, plant sales, goat shows, and the auto swap meet. During the annual Benton County Fair, the dirt floor is covered with plastic and used for commercial exhibits. The flooring is alternatively hard packed, tilled or dragged to accommodate use for non-Fair events.

Other amenities of this building include a concession stand, 700 bleacher-seating capacity, and two sets of rest rooms. In 2009, the exterior siding was replaced and, in 2017, a new roof was installed with a catwalk for access. Motion detector lights are in place, but believes the space still tends to run dark. This building is not heated or air conditioned, nor does it have a ventilation system.

Auditorium Building

Located on the east side of the Fairgrounds, the Auditorium Building is a 9,000 sq.ft. concrete block building with 4 defined sections – Main Room, Conference Room, Kitchen, and Event Center Office. The Main Room is the largest section of the building (6,000 sq.ft.) and the largest climate-controlled indoor space on the Fairgrounds. It is comprised of a large open space, flat floor space, plus a small concession area, P.A. closet, and access to rest rooms. This space is used for banquets, receptions, meetings, consumer and public shows, 4-H events, archery, parties, dances, and similar activities.

The Conference Room, approximately 1,400 sq.ft., is accessed via an outside door on the south side of the building, as well as by two separate entries from the Main Room. It is centrally located in the building and adjacent to the Main Room, rest rooms, kitchen, and office. This room can be rented separately during the week for meetings and smaller group events but is included with Main Room rentals, Friday through Sunday. The Kitchen has two stoves, two refrigerators, one freezer, sinks, and work areas for plating food to support Auditorium Building events. It is not a catering or commercial kitchen.

In 2014, a major renovation of the Auditorium Building included the addition of heat and air conditioning, roof replacement, and window upgrades. The Event Center Office was renovated in 2016 with new computer wiring, paint, carpeting, and reception desk. In 2017, County network access was added along with a new P.A. system and ceiling mounted projector with screen.

During the annual Fair, the Main Room is used for static displays and the Conference Room serves as the Retro Gaming Room with Wii and Xbox.

Guerber Hall

Guerber Hall is situated on the west side of Benton Arena and the Livestock Sheds. This 4,300 sq.ft., metal-skinned building includes a large exhibition space, a small meeting room, rest room, kitchen, and 4-H office. In addition to regular entry doors, this building has one large overhead door for load-in/load-out access. Guerber Hall is used for parties, receptions, 4-H events, community food drive, and OSU give back. Guerber Hall is used for small animal exhibits during the annual Fair.

Guerber Hall is heated and air conditioned. A large screen was installed in 2017 for use with portable projectors and a P.A. system is available for renters.

Carriage House

Based on a Victorian carriage house built in Corvallis in 1886, this structure was dismantled in 1987 and purchased by the Benton County Sheriff's Mounted Posse which relocated it to the Fairgrounds. The 2-story structure is modernized with heat and air conditioning and 2 stoves in a small kitchen area, and two rest rooms. The main floor is about 600 sq.ft. in size and the upper floor is about 790 sq.ft. The Carriage House is used for meetings, memorials, small wedding parties, bridal showers, and similar sized events. During the months of July and August, it is used as the Fair Office for staff and interns.

In 2017, new concrete was poured on the north and south sides of the building to improve access, particularly for the ADA entrance. New siding, windows and a new roof were also installed in 2017.

Equipment/4-H Building

Located between the Auditorium Building and Benton Arena, this 5,200 sq.ft. wood and metal structure with a sheet-metal roof and concrete flooring was the previous location for the maintenance staff offices. It currently serves as year-round storage for rental and fair equipment. During the Fair, this building houses 4-H exhibits. In the northeast corner of the building is a small office used as a "Green Room" for entertainers during Fair. This building is neither air conditioned nor heated.

Solar building

In 2011, the Benton County Fairgrounds received funding through the American Recovery and Reinvestment Act (ARRA) to install a solar array. The Fair Foundation raised funds to build a structure to mount the solar panels. The 12,000 sq.ft. structure is open on three sides with concrete flooring. It includes a small office space originally used as an education room. The building is rented for plant sales, auto show, and it is the main display area for the Pastega Christmas Light Display. It is used as the 4-H beef barn and rodeo overflow during the annual Fair.

Floral Courtyard

An open-grassed courtyard with surrounding wooden display areas, the Floral Courtyard is an attractively landscaped outdoor area. Used for floral exhibits and land products during the Fair, the Floral Courtyard is rented occasionally for small weddings and the starting point for runs. In 2018, the Floral Courtyard was repainted/stained and new shade cloth installed.

Outdoor Arena

Located on the west side of the Fairgrounds, the Outdoor Arena is an uncovered ring of about 24,000 sq.ft. with announcer booth and holding pens. Used primarily during Fair for the annual rodeo, the arena has significant water drainage problems and wood deterioration. In 2017, the bleachers serving the Outdoor Arena were inspected and found to not meet code. Due to the high cost to repair/replace them versus the limited usage, the bleachers were removed. Portable bleachers are now rented for Fair.

Pony Barns

The Fairgrounds has two wooden Pony Barns (horse stalls), located north of the Outdoor Arena, consisting of 20 stalls in each of the two barns. The barns are deteriorating, used only for storage.

Cattle Barns

Situated just north of the Pony Barns, the Cattle Barns are open-sided, metal-roofed structures used for Open Class large animals during the annual Fair and for storage and shavings storage during the rest of the year.

Benton Oaks RV Park

Located in the northwest corner of the Fairgrounds, Benton Oaks RV Park is a 28-site RV facility. Each of the 28 pads has water and electricity, cable TV and grass surrounding. A shower and laundry building, with Internet access, is within a short walk from the park area. A dump station is also available on the Fairgrounds. The RV Park is used by transient and monthly renters. During the Fair, all renters are required to vacate the RV Park when 4-H and other participants of the Fair use it for overnight lodging. The grounds have electric and water hook-ups for another 74 rigs located throughout the grounds and parking areas.

Livestock Sheds

Situated between the Benton Arena and Guerber Hall, the Livestock Sheds are metal-roofed structures that are used for RV storage between the months of September and June. During the Fair, the sheds are used to house and show competitive livestock exhibits.

Maintenance Building

The Maintenance Building, located near the northeast entrance to the Fairgrounds, serves as year-round storage and maintenance shop for the Fairgrounds.

USAGE TRENDS

To evaluate the strength and size of existing markets and to assess available facilities for expanded or new markets, we analyzed usage of facilities rented for interim events at the Fairgrounds. Markin Consulting obtained facility rental data from the Fairgrounds office for the calendar years 2015 and 2018. Using the rental data, we conducted analyses of year-round usage of the Fairgrounds; by month, by event type, and by building/space. This section presents key analyses and observations related to year-round events and related facility usage at the Fairgrounds.

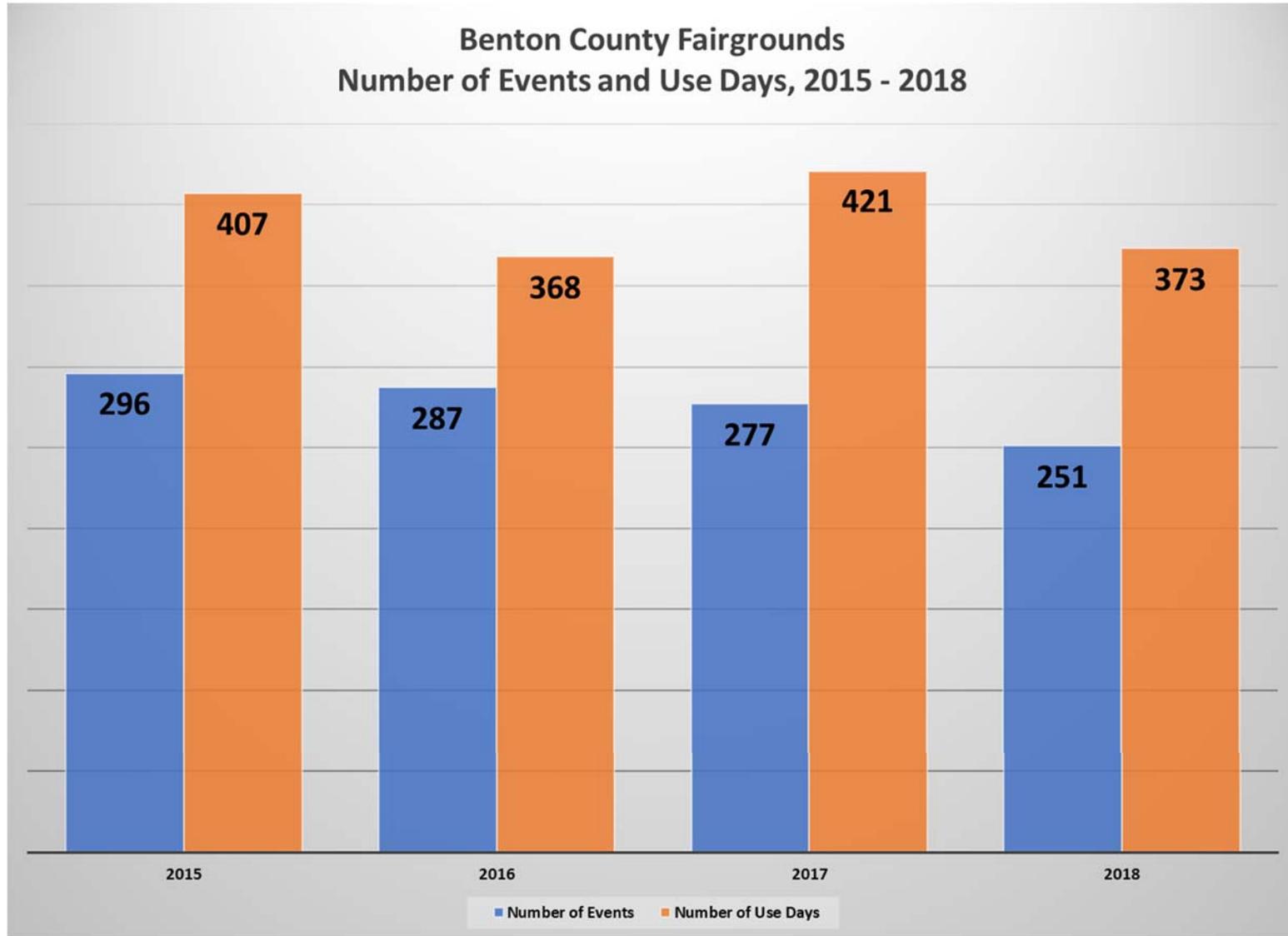
For purposes of evaluating use trends, we excluded certain uses from the analyses – 4-H events, OSU home game parking/RV weekends, open rides not reserved, Fair Board and Fairground related internal meetings/uses, and the annual Fair.

Observations of the general usage trends of the Fairgrounds include:

- The number of rental events has declined from a high of 296 in 2015 to 251 in 2019 – a 15% decline
- Similarly, the number of use days has declined from a high of 421 in 2017 to 373 in 2018 – an 11.5% decline
- Use of Benton Arena for horse club practices and horse shows declined precipitously between 2015 and 2018 – dropping from 35.1% of all events to 18.3% of all events
- Consumer/trade shows increased from 6.4% of all use days in 2015 to 14% in 2018
- Banquets/receptions have declined since 2015 – from representing 16.2% of all use days to only 8.3% of all use days
- Trainings and meetings have seen the largest gain, growing from 26 use days in 2015 to 95 use days in 2018
- The RV Park and rental of other RV sites, including for OSU football game weekends, generate the largest amount of revenue for the Fairgrounds from a single activity
- The OSU football game weekends (of which there are 6 or 7 per season) make it impossible for other events to occur at the Fairgrounds on those weekends
- Because OSU football schedules are only a year out, it is impossible to continue both OSU football weekends for RV rentals AND schedule any other events more than one year out

Additional usage analyses, including event days, use days, event types, usage by month, and use by building are presented on the following pages.

The chart below shows the number of events and event days, from 2015 to 2018, of year-round events.



The tables below present the number of events and number of use days (actual event days plus set up/take down days), by event type, for the calendar years of 2015 to 2018.

**Benton County Fairgrounds
Number of Events by Type, 2015 - 2018**

Event Type	2015	2016	2017	2018
Archery League	8	10	16	12
Banquet, Reception, Party	46	43	40	25
Consumer/Trade Sales & Shows	12	19	27	18
Dog Event	7	9	6	6
Dog Training	49	47	30	20
Food Market	13	14	17	14
Fundraisers/Runs	15	7	9	8
Horse Events	3	20	8	7
Horse Practices	101	46	40	39
Livestock Shows	3	1	2	2
Other	10	8	9	7
Spectator & Festival Events	6	6	5	7
Training and Meetings	<u>23</u>	<u>57</u>	<u>68</u>	<u>86</u>
Total	<u>296</u>	<u>287</u>	<u>277</u>	<u>251</u>

Source: Benton County Fairgrounds, Markin Consulting LLC

**Benton County Fairgrounds
Number of Use Days by Type, 2015 - 2018**

Event Type	2015	2016	2017	2018
Archery League	8	12	17	12
Banquet, Reception, Party	66	53	51	31
Consumer/Trade Sales & Shows	26	49	66	52
Dog Event	22	27	19	21
Dog Training	49	47	30	20
Food Market	13	14	17	14
Fundraisers/Runs	15	7	9	8
Horse Events	6	20	12	8
Horse Practices	101	46	40	39
Livestock Shows	10	3	6	6
Other	51	23	57	55
Spectator & Festival Events	14	8	7	12
Training and Meetings	<u>26</u>	<u>59</u>	<u>90</u>	<u>95</u>
Total	<u>407</u>	<u>368</u>	<u>421</u>	<u>373</u>

Source: Benton County Fairgrounds, Markin Consulting LLC

The tables above exclude 4-H events, OSU home game parking/RV weekends, open rides not reserved, Fair Board and other Fair related internal meetings and activities, Pastega Christmas Light Show, and the annual Benton County Fair & Rodeo. For purposes of categorizing events by type, horse Events are designated competitive events, i.e., barrel racing. Horse Practices include all Equestrian Team practices, Mid-Valley Gamer practices and others. Other category includes religious services, phone book distribution, cookie delivery (Girl Scouts), OSU Student Move-Out, Shred Day, and Kiwanis Berry Pick-Up.

Key trends noted from the above tables:

- Banquets, receptions, parties declined between 2015 to 2018 – more than 50% in use days
- Consumer shows have increased since 2015; doubling from 26 use days to 52 use days
- Horse events in 2016 (20) included the Beaver State Can Chasers barrel racing which didn't occur in the other years

As shown in the tables below, horse practices, as a percentage of events and use days, have decreased over the 4-year span of 2015 to 2018. In addition to horse practices, almost every other event is also decreasing. The only type of event that is increasing in frequency and numbers is trainings and meetings.

Benton County Fairgrounds

Percentage of Events by Type, 2015 - 2018

Event Type	2015	2016	2017	2018
Archery League	2.7%	3.5%	5.8%	4.8%
Banquet, Reception, Party	15.5%	15.0%	14.4%	10.0%
Consumer/Trade Sales & Shows	4.1%	6.6%	9.7%	7.2%
Dog Event	2.4%	3.1%	2.2%	2.4%
Dog Training	16.6%	16.4%	10.8%	8.0%
Food Market	4.4%	4.9%	6.1%	5.6%
Fundraisers/Runs	5.1%	2.4%	3.2%	3.2%
Horse Events	1.0%	7.0%	2.9%	2.8%
Horse Practices	34.1%	16.0%	14.4%	15.5%
Livestock Shows	1.0%	0.3%	0.7%	0.8%
Other	3.4%	2.8%	3.2%	2.8%
Spectator & Festival Events	2.0%	2.1%	1.8%	2.8%
Training and Meetings	<u>7.8%</u>	<u>19.9%</u>	<u>24.5%</u>	<u>34.3%</u>
Total	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Source: Benton County Fairgrounds, Markin Consulting LLC

Benton County Fairgrounds

Percentage of Use Days by Type, 2015 - 2018

Event Type	2015	2016	2017	2018
Archery League	2.0%	3.3%	4.0%	3.2%
Banquet, Reception, Party	16.2%	14.4%	12.1%	8.3%
Consumer/Trade Sales & Shows	6.4%	13.3%	15.7%	13.9%
Dog Event	5.4%	7.3%	4.5%	5.6%
Dog Training	12.0%	12.8%	7.1%	5.4%
Food Market	3.2%	3.8%	4.0%	3.8%
Fundraisers/Runs	3.7%	1.9%	2.1%	2.1%
Horse Events	1.5%	5.4%	2.9%	2.1%
Horse Practices	24.8%	12.5%	9.5%	10.5%
Livestock Shows	2.5%	0.8%	1.4%	1.6%
Other	12.5%	6.3%	13.5%	14.7%
Spectator & Festival Events	3.4%	2.2%	1.7%	3.2%
Training and Meetings	<u>6.4%</u>	<u>16.0%</u>	<u>21.4%</u>	<u>25.5%</u>
Total	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Source: Benton County Fairgrounds, Markin Consulting LLC

To understand how the Fairgrounds are used throughout the year, we assessed the month in which facilities were used for 2015 through 2018. In this table, the number of events and the number of use days for each month are shown.

Benton County Fairgrounds

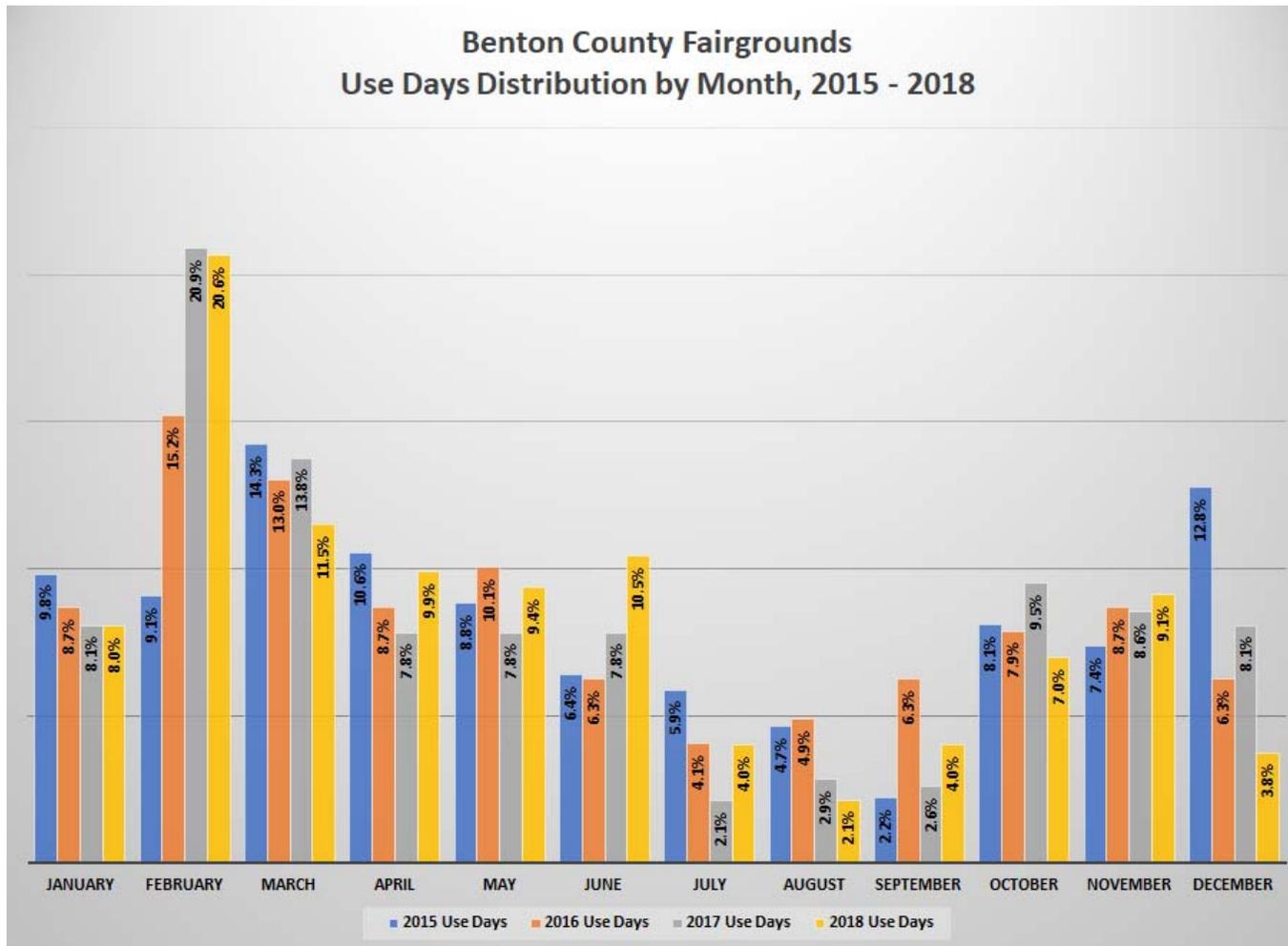
Non-Fair Event Usage, 2015 - 2018

	2015		2016		2017		2018	
	Number of Events	Number of Use Days	Number of Events	Number of Use Days	Number of Events	Number of Use Days	Number of Events	Number of Use Days
January	36	40	32	32	32	34	30	30
February	34	37	45	56	47	88	40	77
March	45	58	41	48	45	58	38	43
April	38	43	27	32	28	33	30	37
May	25	36	25	37	23	33	24	35
June	17	26	18	23	16	33	17	39
July	13	24	9	15	4	9	6	15
August	14	19	14	18	10	12	8	8
September	9	9	18	23	9	11	12	15
October	22	33	18	29	22	40	16	26
November	19	30	19	32	21	36	20	34
December	<u>24</u>	52	<u>21</u>	<u>23</u>	<u>20</u>	<u>34</u>	<u>10</u>	<u>14</u>
Total	<u>296</u>	<u>407</u>	<u>287</u>	<u>368</u>	<u>277</u>	<u>421</u>	<u>251</u>	<u>373</u>

Source: Benton County Fairgrounds, Markin Consulting LLC

It should be noted that the annual Fair occurs each year over the first weekend of August, effectively taking about a month of the Fairgrounds out of use from mid-July to mid-August. Event opportunities are also limited in the September-November time frame for weekend events when OSU football home games are played, and the Fairgrounds are used for RV housing and overflow parking.

Below are the percentage of events and use days for 2015 through 2018, by month of usage.



As shown in the above table, February had the highest percentage of events and use days in both 2017 and 2018, followed by the months of March, April, and May.

Usage by Building

The table below shows the number of non-Fair events, use days and average number of use days for select buildings at the Fairgrounds for 2017 and 2018. As shown in the table, the Carriage House held the most events in 2018, but has a relatively low use day to event ratio, based on the fact that it typically is used for 1-day events. In contrast, the other buildings in the table below have a slighter use day to event ratio, based on the fact that more of those events are multi-day events and require set up/take down time.

**Benton County Fairgrounds
Select Building/Structure Usage Trends in 2017 and 2018**

Building/Structure	Number of Events	Number of Use Days	Average Number of Use Days
<u>Auditorium Boardroom</u>			
2017	<u>43</u>	<u>82</u>	<u>1.9</u>
2018	<u>75</u>	<u>98</u>	<u>1.3</u>
<u>Auditorium Main Hall</u>			
2017	<u>62</u>	<u>92</u>	<u>1.5</u>
2018	<u>45</u>	<u>65</u>	<u>1.4</u>
<u>Benton Arena</u>			
2017	<u>64</u>	<u>93</u>	<u>1.5</u>
2018	<u>63</u>	<u>91</u>	<u>1.4</u>
<u>Carriage House</u>			
2017	<u>75</u>	<u>100</u>	<u>1.3</u>
2018	<u>78</u>	<u>80</u>	<u>1.0</u>
<u>Guerber Hall</u>			
2017	<u>73</u>	<u>106</u>	<u>1.5</u>
2018	<u>43</u>	<u>71</u>	<u>1.7</u>

Source: Benton County Fairgrounds, Markin Consulting LLC

Following are summaries of our analysis of usage of specific buildings at the Benton County Fairgrounds for the calendar years 2015 - 2018, excluding 4-H use.

Benton Arena

In 2017, 64 non-Fair events/activities were held in the Benton Arena, only dropping by one to 63 in 2018. Most of these events were equestrian and animal related, as shown in the table below.

Benton County Fairgrounds 2018 Events in Benton Arena

Event Type	2017		2018	
	Events	Use Days	Events	Use Days
Archery Competition	1	2	0	0
Dog Events	4	11	5	16
Equestrian Teams	23	23	25	25
Horse Events	8	12	6	6
Horse Practices	17	17	15	15
Livestock Shows	2	6	2	6
Other	0	0	1	2
Sales	4	15	3	10
Spectator Events	3	3	3	4
Trade Shows	<u>2</u>	<u>4</u>	<u>3</u>	<u>7</u>
Total	<u>64</u>	<u>93</u>	<u>63</u>	<u>91</u>

Source: Benton County Fairgrounds

According to rental and financial records, the events in 2018 held in Benton Arena were stages by 16 different renters. Total building rent paid by these renters approximated \$21,000.

Auditorium Building

The table below presents the events and use days for the Main hall of the Auditorium Building for 2017 and 2018 – showing a significant decline in use of almost 30 percent.

**Benton County Fairgrounds
Comparison of Auditorium Main Hall Events**

Event Type	2017		2018	
	Events	Use Days	Events	Use Days
Archery	15	15	12	12
Banquets Parties Receptions	17	26	14	20
Consumer Shows	5	13	2	2
Dog Events	2	6	1	3
Fundraisers	1	1	1	1
Festivals	1	3	2	6
Meetings	4	4	0	0
Other	0	0	1	1
Runs	1	1	1	1
Sales	3	6	4	10
Trade Shows	3	7	2	4
Trainings	<u>10</u>	<u>10</u>	<u>5</u>	<u>5</u>
Total	<u>62</u>	<u>92</u>	<u>45</u>	<u>65</u>

Source: Benton County Fairgrounds

Guerber Hall

Guerber Hall hosted significantly less events in 2018 than in 2017: down from 73 events to 43 events and dropping from 106 use days to 71 use days.

Exhibit B presents more detailed analyses of the interim usage of the Benton County Fairgrounds in 2003 and 2004.

ECONOMIC AND DEMOGRAPHIC TRENDS

For purposes of assessing the impacts of economic and demographic trends on potential activities and events at the Benton County Fairgrounds, we analyzed trends of Benton County itself, as well as the geographic areas within a 10-minute, 20-minute, and 30-minute drive of the Fairgrounds (“Market Area”). Following are key economic and demographic trends and factors impacting market opportunities for the Fairgrounds.

- Corvallis is the largest city in Benton County, followed by Philomath, which is only 5 miles to the west of Corvallis
- The State of Oregon estimates the population of Benton County to be somewhere between 88,000 and 91,000 in 2018
- Populations of principal cities in Benton County: Corvallis population is approximately 56,000, followed by North Albany at 9,000, and Philomath at 4,500
- The population within a 10-minute drive of the Fairgrounds is about 55,000, increasing to about 78,000 within 20-minutes of the Fairgrounds
- In 2017, OSU reported a student population at Corvallis’ main campus, at just under 25,000, accounting for 45% of the population of Corvallis
- Median household income of Corvallis, in 2017, was \$46,285 – substantially below Benton County (\$54,682) and the State of Oregon (\$60,212)
- The large percentage of college students in the Corvallis area has a direct effect on the lower than average median household income in the area
- Cost of living index for Corvallis is 119.8, according to Sperling’s Best Places

Exhibit F presents detailed tables of these economic and demographic trends.

COMPETITIVE AND COMPARABLE FACILITIES

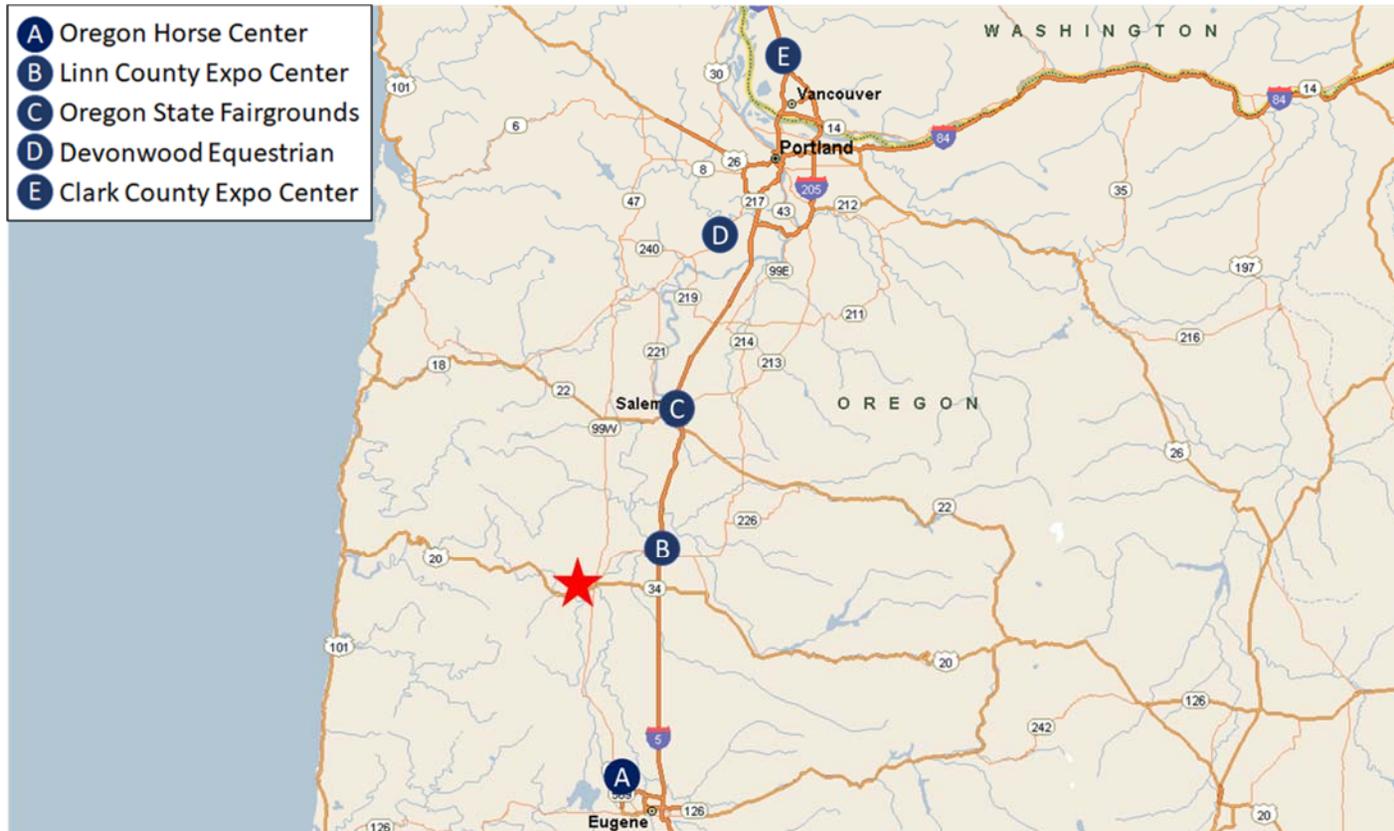
To assess the market potential for non-Fair events and activities, competitive and comparable facilities were identified, researched and analyzed. During the course of the study, we identified a number of potentially competitive facilities in Corvallis and the Willamette Valley region that are used to stage events and activities similar to those identified for the Fairgrounds. The types of facilities included in this assessment are:

- Horse Show Facilities
- Exhibition Facilities
- Amphitheatres
- Local Meeting and Banquet Facilities
- RV Facilities and Rallies

This section presents a summary of our research and assessment of these competitive facilities.

Horse Show Facilities

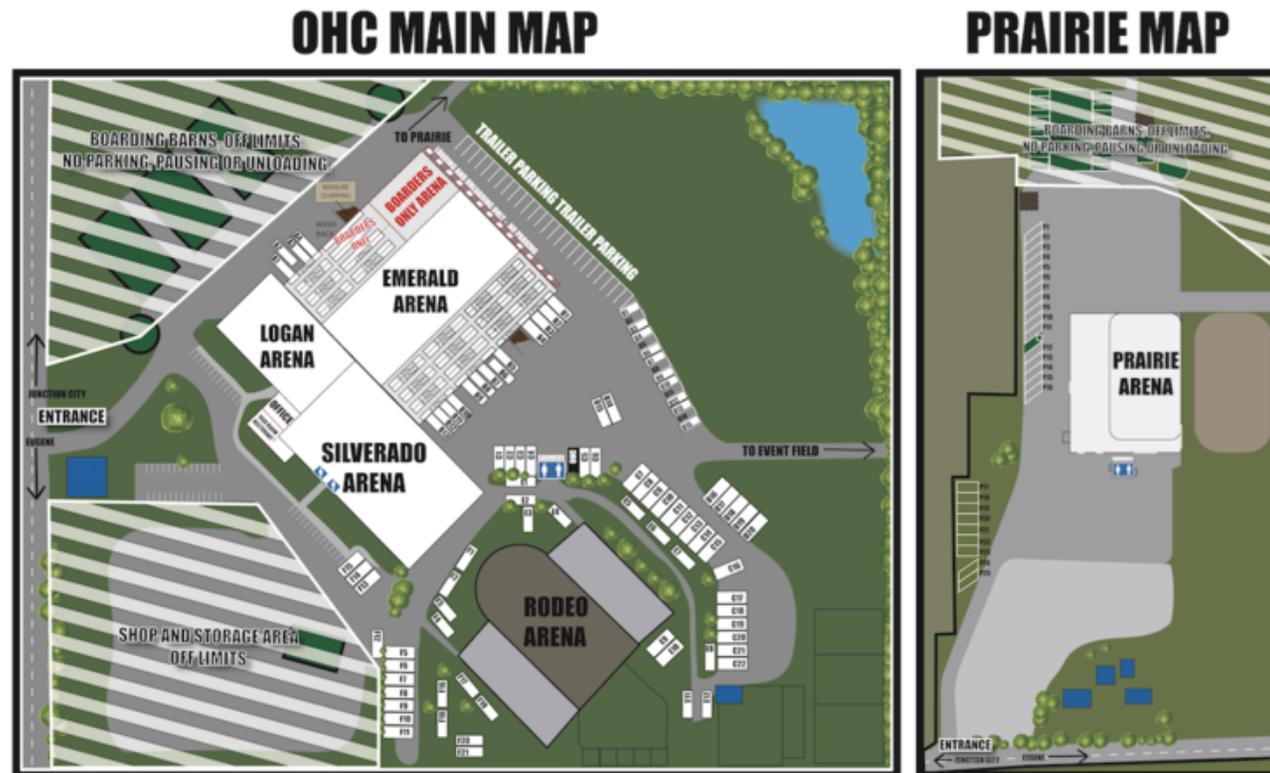
We researched and identified five horse show facilities in Oregon and Southern Washington that provide varying degrees of competition for the Benton County Fairgrounds. Those that are most competitive with the Fairgrounds (due to proximity) are the Linn County Expo Center in Albany and Oregon Horse Center in Eugene.



The following pages provide additional overviews of on each of the competitive facilities.

Oregon Horse Center

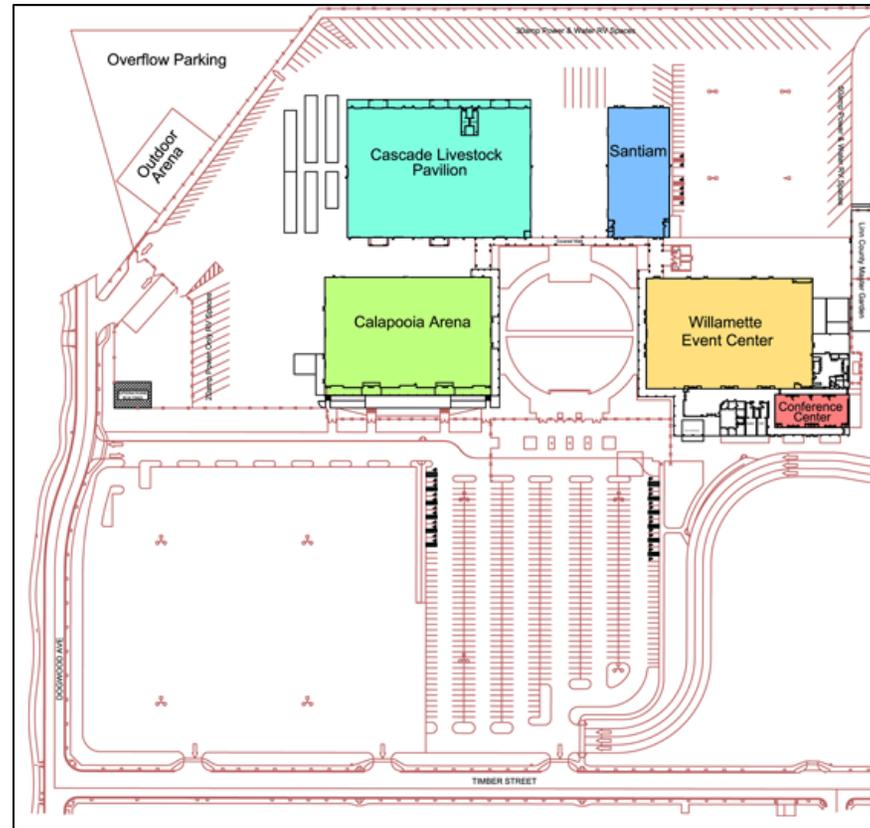
Located in Eugene, OR, this privately-owned facility is one of the larger in the Pacific Northwest. It is able to hold many types of shows with its 6 arenas and large number of stalls. Its main arena is the indoor Silverado Arena, with a seating capacity of 500 and a 116' x 285' arena ring. The OHC has four 36-stall boarding barns and 300 permanent stalls. The Oregon Horse Center has recently installed High Prairie Stables, just to the north of the main campus. This is a lower rent facility that has an indoor arena and outdoor arena.



Events held at the Oregon Horse Center include Eugene Pony Club events, Oregon Quarter Horse events, Oregon High School Equestrian Team, Northwest Reining Cow Horse, Oregon Pinto Horse, Arabian Spring and Fall Shows, Northwest Saddlebred Association events, Mountain Trail Rides, Ranch Horse events, and rodeos.

Linn County Expo Center

Located in Albany, OR, this county-owned, multi-purpose facility can host exhibition events and horse events. This facility has a large indoor arena, the Calapooia Arena, at 129' x 270' with seating for 2,400. There is also an outdoor arena and a warm up arena (inside the Cascade Livestock Pavilion) at 85' x 150' and 110' x 210', respectively. Along with the three arenas, there are 94 permanent stalls and 189 portable stalls, totaling 283. There are also 67 RV sites that can be used for multi-day events.



Horse show events held at the Linn County Expo include NW Buckskin Horse Show, Oregon Paint Horse, Oregon Appaloosa, Lebanon High School practices, Lebanon OHSET, High School Rodeos, Team Penning, Mounted Posse, and others.

Oregon State Fairgrounds

The Oregon State Fairgrounds, located in Salem, OR, does host a few horse events, though the numbers have been declining in recent years. The Fairgrounds has a main, indoor arena at 123' x 248' with seating up to 7,000. We were not, however, able to get other information regarding their warm up ring, number of stalls, or number of RV sites.



Devonwood Equestrian

Located in Sherwood, Oregon, Devonwood Equestrian is a privately owned, dressage boarding, training, and horse show facility. Devonwood hosts one of the largest dressage competitions in the northwest (ODS Open Championship Show). Devonwood focuses on training of all levels. This facility has an indoor arena (65' x 195') with a smaller warm up arena (65' x 130'), and two outdoor arenas (65' x 195'), both with warm up areas. Stalls available range from 10' x 10' to 12' x 12'.



Events held at Devonwood Equestrian include Dressage, Training, Vaulting, Schooling Shows, and clinics.

Clark County Event Center

Clark County Event Center, located in Ridgefield, WA, is a multi-purpose facility that hosts numerous horse events throughout the year. The Dr. Jack Giesy Equestrian Arena, at 112' x 225', can seat up to 225 people. This is its main, indoor arena. It also has a 100' x 112' outdoor arena, 150 permanent stalls, and 30 portable stalls.



Events held at the Clark County Event Center include WAHSET, Pinto Horse Events, Paint Horse Events, and an annual horse expo.

Below is a summary comparison of the competitive horse facilities with the Benton County Fairgrounds, excluding Devonwood as this privately-owned facility would not release comparable information.

**Benton County Fairgrounds
Competitive Horse Show Facilities Comparison**

Facility Description	Oregon Horse Center Eugene, OR	Linn County Expo Albany, OR	Oregon State Fairgrounds Salem, OR	Clark County Event Center Ridgefield, WA
Ownership and Operator	Private	Linn County	State of Oregon	Clark County
<u>Main arena</u>	Silverado Arena	Calapooia Arena	Indoor Arena	Dr. Jack Giesy Equestrian Arena
Main ring size	116' x 285'	129' x 270'	123' x 248'	112' x 225'
Floor surface	Dirt Floor	Special Composite	Dirt Over Concrete	Dirt Floor
Seating capacity	500	2,256	Up to 7,000	225
<u>Other arenas</u>	The Logan Arena/Prairie Arena	Outdoor Arena	ND	Outdoor Arena
Ring size	120' x 120', 110' x 220'	85' X 150'		150' x 250'
<u>Open Ring</u>	Emerald Arena	Warm Up	Warm-Up Ring	Warm Up
Ring size	100' x 300'	100' x 210'	ND	100' x 112'
<u>Stalls</u>				
Daily rate	\$14.25	ND	\$20-\$22	ND
Permanent stalls	300+	94	ND	150
Portable stalls	None	189	ND	30
<u>RV Facilities</u>				
Number of sites	76	67	ND	98
Rate	\$35-\$40	ND	\$15-\$25	\$25
Type of Hook-ups	W/WE	10/30/50 W/E (with DS)	Dry, E, F	W/E

ND - Not Disclosed, W - Water Only, W/E - Water/Electric, F - Full Hookups

Source: Listed Facilities and Interviews

Based on our review of facilities, events, pricing, and proximity to the Benton County Fairgrounds, we determined that the Linn County Expo Center and Oregon Horse Center are the most competitive for horse shows and events. The size, quality, pricing, and access of these two horse show centers would make it difficult for the Fairgrounds to compete for similar horse shows.

Equestrian Event Potential

To address the felt need for an indoor dirt arena for horse shows, we surveyed 21 Oregon-based horse clubs and associations to identify demand for horse show facilities. The table below lists the clubs and associations that were surveyed.

**Benton County Fairgrounds
Surveyed Oregon Horse Clubs**

Horse Clubs Surveyed	
Arabian & Half Arabian Club of OR	Oregon Family Equestrian Activities
Arabian Breeders Assoc. of OR	Oregon High School Equestrian Team
Beaver State Can Chasers	Oregon High School Rodeo
Emerald Valley Arabian Horse Club	Oregon Hunter Jumper
Morgan Horse of Oregon	Oregon Paint Horse Club
Northwest Miniature Horse Club	Oregon Pinto Horse Association
NW Saddlebred Association	Oregon Quarter Horse Association
Oregon Appaloosa Horse Club	Oregon Reining Horse
Oregon Barrel Racing	Oregon Women's Drill Team Association
Oregon Cutting Horse Association	Western States Stock Horse
Oregon Dressage Society	

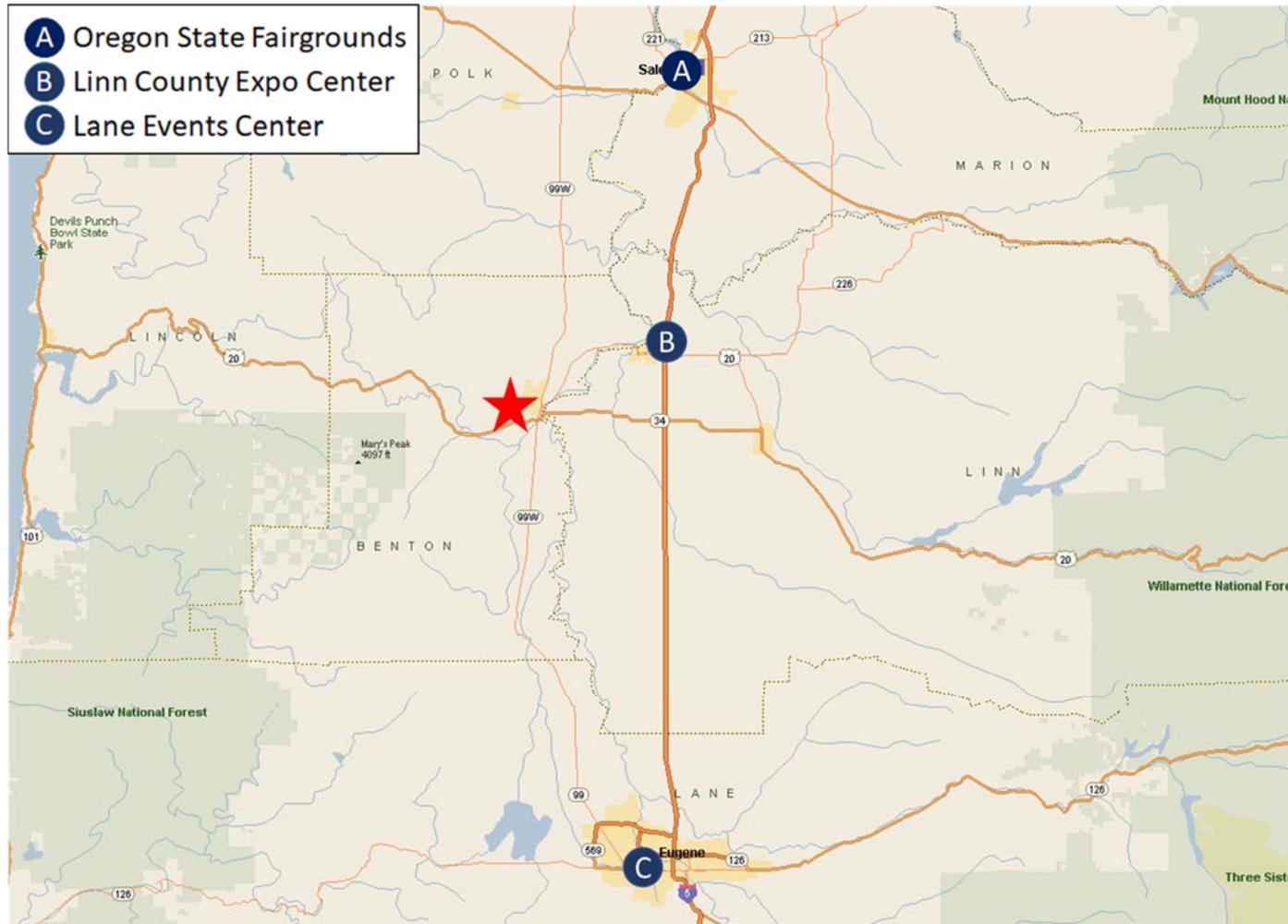
Out of the 21 associations surveyed (including second requests), we received 5 responses – all interested in staging event(s) at the Fairgrounds. The table below presents a summary of the survey responses

Club/Organization	Month	Days	Horses	Stalls	RV Sites	Arenas/Rings
Oregon High School Equestrian Team Event 1	Feb/Mar/Apr (3 meets)	3-4	120	150	50	3
Oregon High School Rodeo Associaton Event 1	March-May	3	150	250	50 - 100	2
Oregon Family Equestrian Activities Event 1	April	1	75	11 - 15	1 - 3	2
Event 2	May	1	75	15	1 - 3	2
Beaver State Can Chasers Event 1	Not Answered	1-3	100	100	0	3
Oregon Quarter Horse Association Event 1	4 per year	4	150	150	25	3

As shown above, 4 of the 5 respondents require from 100 to 250 horse stalls and up to 3 arenas. All of the possible horse show events are currently staged at other competing facilities

Exhibition Facilities

Three event facilities with exhibition spaces were identified as possible competition or comparable for the Fairgrounds: Oregon State Fairgrounds, Linn County Expo Center, and Lane Events Center – as shown in the map below.



The table on the right presents some of the key characteristics of the identified exhibition facilities.

These exhibition facilities host a variety of events and activities that require flat floor space, including consumer shows and public shows, trade shows, dances, banquets, community events, festivals, spectator events, and others.

For exhibition spaces, rental rates at these three facilities range from 5.8¢ per square foot to 11.8¢ per square foot. Pricing for the Oregon State Fairground facilities is typically lower – principally due to being older buildings. Rental rates at Lane Events Center range from 6.4¢ per square foot to 11.8¢ per square foot, with most exhibition spaces starting at 9.5¢ per square foot and up. Linn County Expo Center’s rates range from 6.5¢ per square foot for Santiam Building (heat, no air) to 8.0¢ per square foot for Willamette Events Center (full climate controls).

A review of events held at each of these facilities indicated both Lane Events Center and Oregon State Fairgrounds operate almost exclusively within their respective Eugene/Springfield and Salem market areas. The Linn County Expo Center caters to both the Linn County and Benton County markets.

**Benton County Fairgrounds
Competitive Exposition Space Analysis**

Facility	Exhibit Space Sq Ft	Capacity	Rates		
			Daily	Per Sq Ft	Move in/out
Oregon State Fairgrounds Salem, Oregon					
Jackman Long	48,000	240 booths	\$3,000	\$0.063	\$800
Columbia	36,000	180 booths	\$2,400	\$0.067	\$600
Cascade	5,450	300 meeting	\$900	\$0.165	\$200
Lane Events Center Eugene, Oregon					
Performance Hall	22,000	110 booths	\$2,400	\$0.109	\$800
Exhibit Hall	37,000	185 booths	\$4,350	\$0.118	\$1,490
Expo Halls					
Expo Hall 1	6,450	N/A	\$680	\$0.105	\$230
Expo Hall 2	7,200	N/A	\$680	\$0.094	\$230
Expo Hall 3	8,200	N/A	\$680	\$0.083	\$230
Expo Hall 4	7,200	N/A	\$680	\$0.094	\$230
Expo Hall 5	10,640	53 booths	\$680	\$0.064	\$230
Expo Hall 6	7,200	N/A	\$680	\$0.094	\$230
Linn County Expo Center Albany, Oregon					
Willamette Events Center					
Willamette Hall A, B or C	16,200	81 booths	\$1,300	\$0.080	\$325
Willamette Hall A & B	32,400	162 booths	\$2,600	\$0.080	\$650
Willamette Hall A, B & C	48,600	243 booths	\$2,835	\$0.058	\$708
Santiam Building					
Full building	21,000	105 booths	\$1,365	\$0.065	\$341
Conference Rooms	6,000	N/A	\$1,280	\$0.213	\$320

Source: Listed Facilities

Amphitheatres

Because Fairgrounds’ management and the public survey responses felt concerts might be supported at the Fairgrounds, facilities were researched and assessed as to their impact on the market potential for similar events at the Fairgrounds. Nine amphitheatres were identified and reviewed:

- Peffer Amphitheatre
- Bi-Mart Amphitheatre
- Britt Pavilion
- Cuthbert Amphitheatre
- LB Day Amphitheatre
- Les Schwab Amphitheatre
- McMenamins Edgefield Amphitheatre
- Douglas County Fairgrounds Complex
- Oregon Zoo amphitheatre

The map below shows the location of these amphitheatres in relation to the Benton County Fairgrounds in Corvallis.



Peffer Amphitheatre

Peffer Amphitheatre is located in Bruce Starker Arts Park, about 7-minutes from the Fairgrounds. This covered stage and lawn seating (2,000 capacity) is owned and operated by the City of Corvallis. Peffer Amphitheatre rents in 4-hour blocks, with availability to sell food and beverages (including alcohol).

Bi-Mart Amphitheatre

Located at The Expo in Central Point, Oregon, this Amphitheatre has a capacity of 6,400; with 1,985 permanent seats and the rest being lawn space. It is host to many concerts throughout the summer season, including the Bi-Mart Country Crossings Music Festival, as well as during the Jackson County Fair.

Britt Pavilion

Located in Jacksonville, Oregon, this amphitheatre has a capacity of 2,200 people, with about 950 reserved bench-style seating and another 1,250 on the lawn behind the reserved area. The more than 40 performances in 2018 included Trampled by Turtles, Primus, Jeff Dunham, Britt Orchestra, Portugal, Boy George, and Lyle Lovett.

Cuthbert Amphitheatre

Cuthbert Amphitheatre is owned by the city of Eugene and operated by Kesey Enterprises and Portland's Double Tee Promotions. With a capacity of 5,000, this amphitheatre was host to about 20 concerts in 2018, including Jackson Browne, Taj Mahal, Eugene Symphony, Tech N9ne, and Halestorm.

Douglas County Fairgrounds Amphitheater

Located in Roseburg, Oregon, this amphitheater, with a capacity of over 1,000 people, mainly hosts events during the annual Douglas County Fair.

LB Day Amphitheatre

Located at the Oregon State Fairgrounds in Salem, Oregon, LB Day Amphitheatre has seating for 8,900 spectators. Like the Douglas County Fairgrounds Complex, events held here are mainly during the annual Oregon State Fair.

Les Schwab Amphitheatre

Located in Bend, Oregon, with a capacity of 8,000 people, this independent amphitheatre has been host to many concerts, including Dave Matthews, Willie Nelson, Modest Mouse, and Jack Johnson.

McMenamins Amphitheatre

As part of Edgefield (Troutdale, Oregon), a 74-acre entertainment and event facility, this amphitheatre has a capacity of 5,000 people – all general admission, lawn seating. Concerts planned for 2019 include ‘Weird Al’, Josh Groban, Brandi Carlisle, and others.

Oregon Zoo Amphitheatre

Located at the Oregon Zoo in Portland, Oregon, this 8,000-capacity amphitheatre stages an annual summer series of concerts. In 2019, concerts will include Chicago, Michael McDonald, John Prine, and Chaka Khan.

Overall, the amphitheatre in Eugene has been quite successful in attracting top tier talent, as well as appealing to the wider Willamette Valley regional market.

Local Meeting and Banquet Facilities

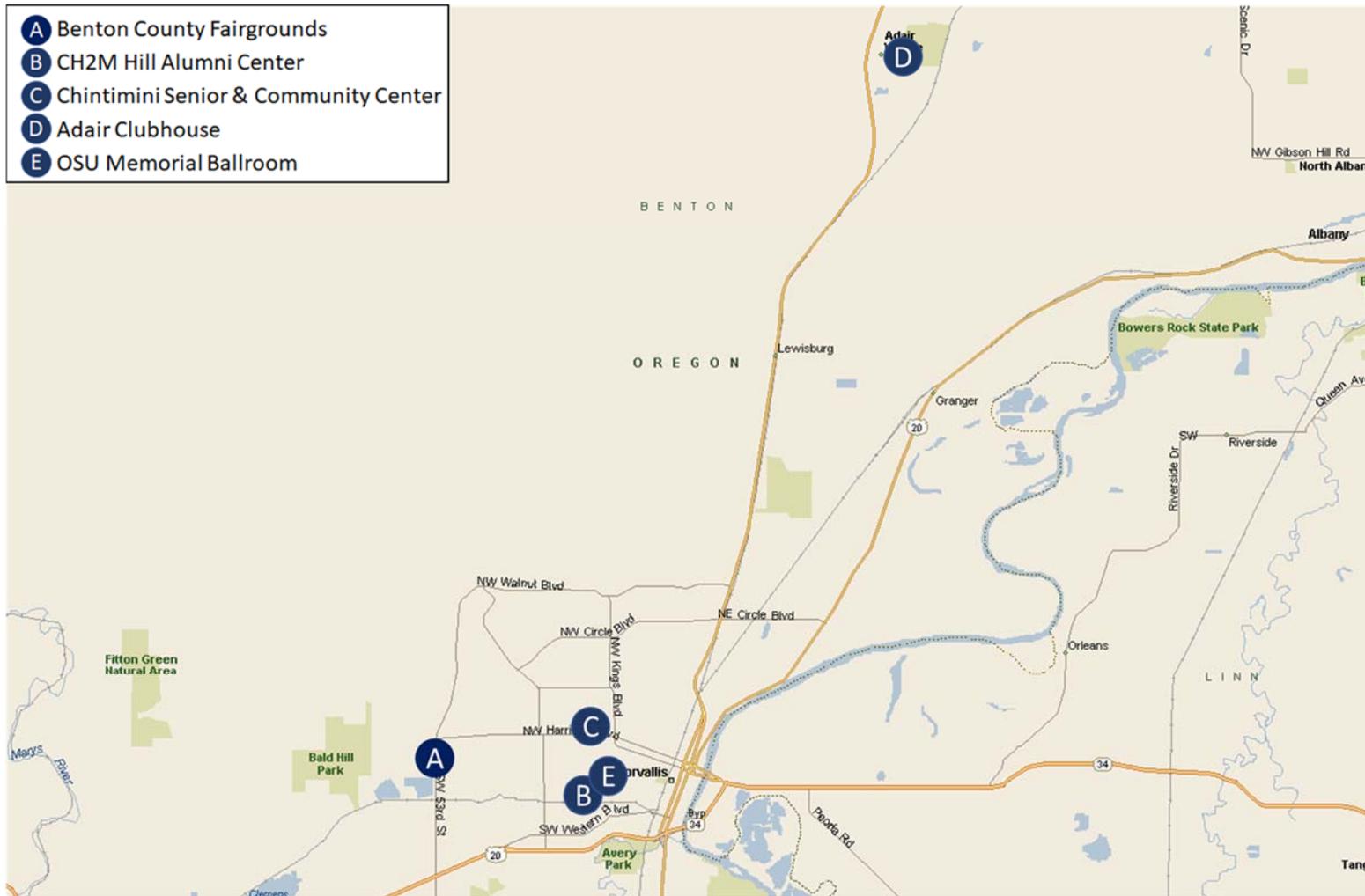
A number of local facilities, which host banquets, wedding receptions, fundraisers, meetings and similar activities, provide varying levels of competition for the Fairgrounds. The table below presents a comparison of some characteristics of the Fairground’s meeting and banquet facilities with these local facilities.

**Benton County Fairgrounds
Banquet/Meeting Space Analysis**

Facility	Square Feet	Capacity			Daily Rate	Rate Per Sq. Ft.
		Banquet	Classroom	Reception		
<u>Benton County Fairgrounds</u>						
Auditorium Main Room	6,000	499	342	600	\$550-\$890	\$0.09-\$0.14
Auditorium Conference Room	1,400	116	80	140	\$100-\$190	\$0.07-\$0.14
Gerber Hall	4,320	359	246	432	\$420-\$625	\$0.03-\$0.14
Carriage House	1,400	116	80	140	\$300-\$350	\$0.21-\$0.25
<u>CH2M Hill Alumni Center</u>						
Cascade Ballroom	6,440	384	400	600	\$2,000 to \$2,500	\$0.31-\$0.39
<u>Chintimini Senior & Community Center</u>						
Weddings/Banquets Weekdays	3,750	312	214	375	\$384-\$536	\$0.10-\$0.14
Weddings/Banquets Weekends	3,750	312	214	375	\$448-\$616	\$0.12-\$0.16
<u>Adair Clubhouse</u>						
Weddings and Receptions	4,000	135	80-90	200	\$695-\$895	\$0.17-\$0.22
<u>OSU Memorial Union</u>						
Ballroom	4,752	395	228	400	\$1,038	\$0.22

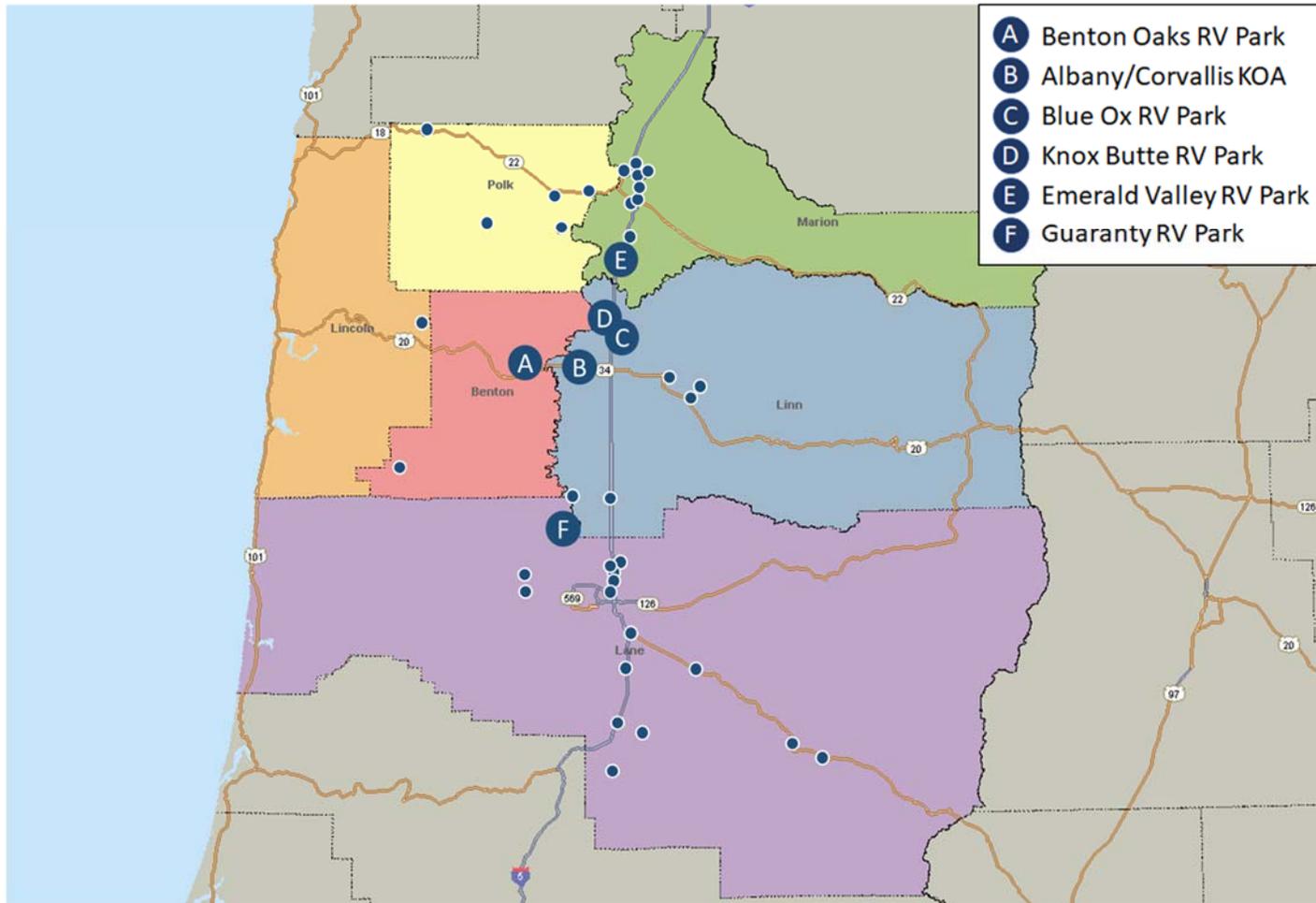
As presented above, Cascade Ballroom at OSU is the largest, single banquet space in Corvallis and, by far, the most expensive to rent. The Fairgrounds’ Auditorium Main Room and Conference Room have the lowest, per square-foot rental rates of all banquet and meeting facilities in Corvallis.

Below is a map showing the location of the local meeting and banquet facilities.



RV Facilities and Rallies

RV parks within the Willamette Valley region were researched to assess operating and market factors affecting demand for both transient RVers and state-based RV rallies. The map below presents the various RV parks that were identified, along with specific parks and campgrounds that were further compared with the Benton Oaks RV Park at the Fairgrounds



The table below presents comparative features for the Benton Oaks RV Park and select RV parks and Campgrounds.

**Benton County Fairgrounds
RV Campgrounds Comparison**

Information	Benton Oaks RV Park	Albany/ Corvallis KOA	Blue OX RV Park	Knox Butte RV Park	Emerald Valley RV Park	Guaranty RV Park
Map Key	A	B	C	D	E	F
Location	Corvallis	Albany	Albany	Albany	Jefferson	Junction City
Distance from I-5	12 miles	5.2 miles	.8 miles	.4 miles	.1 mile	18 miles
RV Spaces	28 F, 114 W/E	90	150	76	52	55
Hook-ups	W/E, F	W/E, F	Full	Full	W/E, F	Full
Amps	20, 30, 50	30, 50	30, 50	20, 30, 50	30, 50	30, 50
Nightly Rates	\$39.50	\$39 - \$46	\$33 - \$41	\$39	\$36	\$45
Amenities						
Cable TV	X	X	-	X	X	-
Dump Station	X	X	-	-	-	X
Internet	X	X	X	X	X	X
Laundry	X	X	X	X	X	X
Playground	-	X	-	-	-	-
Pool	-	X	X	-	-	-
Restrooms	X	X	X	X	X	X
Showers	X	X	X	X	X	-
RV Park Review	6.5	7.5	8.0	6.5	7.0	8.0

Hook-Ups F = Full, W/E = Water and Electric, E = Electric, W = Water Only

As noted above, the Fairgrounds' RV facilities are competitively priced with other parks.

State-based RV associations and clubs stage rallies throughout the year at various locations. These rallies typically last between 3 to 5 days (some longer) and involve social gatherings with entertainment, meals and other activities. The table to the right shows the 2018 rally dates and locations for Oregon-based RV clubs and associations.

**Benton County Fairgrounds
RV Rallies in Oregon**

RV Club	Rally Name	2018 Dates	Location
Northwest Family Motor Coach Assoc.	Milling Around Coos Bay	6/21-6/24/2018	The Mill Hotel & Casino - North Bend, OR
Good Sam of Oregon	Roseburg Sams	3/13-3/16/2018	Hi-way Haven - Sutherlin, OR
	Polk About Sams Campout	4/9-4/13/2018	Winchester Bay RV Resort - Winchester Bay, OR
	Roseburg Sams	5/15-5/17/2018	Osprey Point RV Park - Lakeside, OR
	Ready Roamers Campout	5/18-5/21/2018	Heceda Head RV Park - Florence, OR
	Ready Roamers Campout	6/19-6/23/2018	Douglas County Fairgrounds - Rosenberg, OR
	Ready Roamers Campout	6/23-6/26/2018	Remote Outpost - Remote, OR
	Polk About Sams Campout	7/9-7/12/2018	Sandy River Front RV - Troutdale, OR
	Ready Roamers Campout	8/13-8/16/2018	Bandon By the Sea RV Park - Bandon, OR
	Ready Roamers Campout	9/20-9/22/2018	Cape Kiwanda RV Resort - Pacific City, OR
	Polk About Sams Campout	10/8-10/11/2018	Netarts Bay Garden RV Resort - Tillamook, OR
	Ready Roamers Campout	10/18-10/21/2018	Devil's Lake RV Park - Lincoln City, OR
NW Cascade Ramblers (Holiday Ramblers)	Chapter 93 and 208 Rally	6/25-6/29/2018	Casey's RV Park - Westfir, OR
Oregon Airstream Club	Leak Test Rally	1/19-1/21/2018	South Beach State Park - Newport, OR
	April Fool's Rally	3/27-4/1/2018	Sunnyside County Park - Foster, OR
	Play with Us at Pelton Rally	5/3-5/6/2018	PGE Park - Madras, OR
	Region 10 Rally	5/30-6/3/2018	Hood River County Fairgrounds - Hood River, OR
	Ashland Theatre Rally	6/7-6/11	Emigrant Lake Park - Ashland, OR
	Casey's Rally	6/14-6/17/2018	Casey's RV Park - Westfir, OR
	Bend Classic - 25th Anniversary Rally	6/17-6/20/2018	Bend, OR
	Airstream Club 2018 Salem Rally	6/17-6/30/2018	Oregon State Fairgrounds - Salem, OR
	All American Airstream Rally	7/3-7/8/2018	Powerlands Heritage Park - Salem, OR
	Make Out at the Drive In	7/19-7/22/2018	Hi-Way Haven - Sutherlin, OR
	Armitage Park Rally	8/9-8/12/2018	Armitage Park - Eugene, OR
	Bastendorff Beach Rally	8/9-8/12/2018	Bastendorff County Park - Charleston, OR
Pendleton Round Up National Rally	9/12-9/16/2018	Pendleton, OR	
Oregon Trail Winnies & Itascas	Oregon WIT RV Rally	9/19-9/23/2018	Polk County Fairgrounds - Rickreall, OR
		10/25-10/28/2018	Blue Ox RV Resort - Albany, OR
Oregon Rving Women	ORVW Rally	3/14-3/17/2018	Seven Feathers RV Park - Canyonville, OR
	ORVW Rally	4/11-4/14/2018	Guaranty RV Super Center - Junction City, OR
	ORVW Rally	5/16-5/19/2018	Kemper's West Kampground - Warrenton, OR
	ORVW Rally	6/13-6/16/2018	Crooked River Ranch RV Park - Terrebonne, OR
	ORVW Rally	7/11-7/14/2018	Oceanside Beachfront RV Resort - Charleston, OR
	ORVW Rally	8/15-8/18/2018	Kimball Creek Bend RV Resort - Gold Beach, OR
	ORVW Rally	9/12-9/15/2018	North Lake RV Resort - Lakeside, OR
ORVW Rally	10/10-10/13/2018	Blue Ox RV Park - Albany, OR	
Tin Can Tourists	1st Annual PNW TCT Rally	6/13-6/16/2019	Silver Spur RV - Silverton, OR
Grand Design RV Owners	Southern Oregon Rally	6/15-6/18/2018	Seven Feathers RV Resort - Canyonville, OR
All American Rally Group	All American Vintage Trailer Rally	7/1-7/9/2019	Powerlands Heritage Park - Brooks, OR

Summary Observations

On the basis of our review of competitive and comparable facilities, as well as input from stakeholders, we noted the following:

- The Fairgrounds has strong competition from horse event facilities within the market area, especially for arena type facilities and larger horse events.
- The local market area lacks both large exhibition space and quality meeting and banquet spaces, with kitchen/catering facilities
- There are 3 large (5,000 plus seats) spectator event facilities with a 1 to 1½ hour drive of Corvallis, as well as the Linn County Expo Center that hosts rodeos, wheel events and similar spectator events. However, opportunities exist for smaller concerts/dances within the Corvallis/Benton County area – especially with OSU students as a target market.
- The Fairgrounds has potential for attracting state-based RV rallies.

POTENTIAL MARKET OPPORTUNITIES

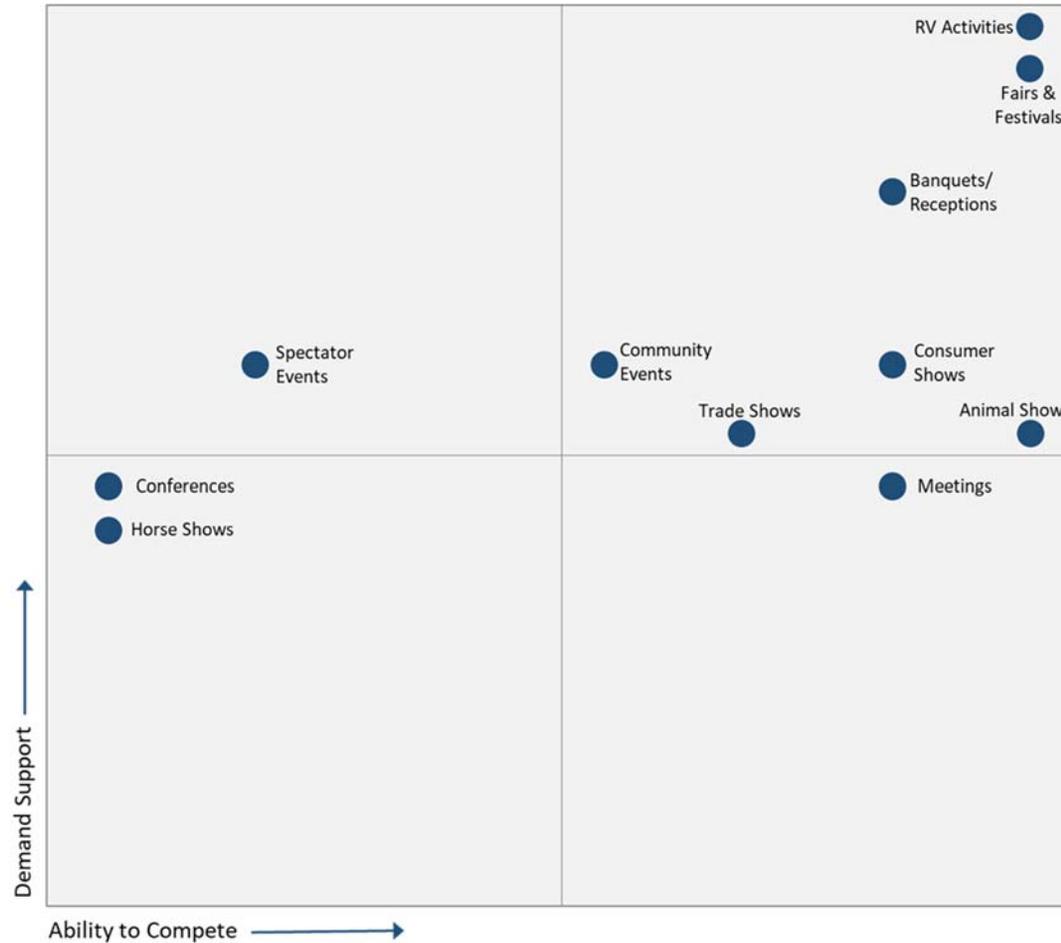
On the basis of factors affecting demand for facilities at the Benton County Fairgrounds (location, area economics and demographics, competitive factors), interviews and surveys of current and potential users of Fairgrounds facilities and our assessment of the optional market opportunities¹ for the future of the Fairgrounds, we believe the following market opportunities exist for the Fairgrounds:

- Banquets and receptions – medium to strong market potential
- Local/regional consumer and industry trade shows – medium market potential, but needs development
- Regional dog/cat/small animal shows – medium market potential
- State RV rallies – medium market potential
- Concerts and spectator events – some local market potential
- Smaller single and multi-day horse shows – weak market potential
- Livestock shows – weak market potential

¹ Weak market potential refers to a minimal number of events that can be attracted to the Fairgrounds, for which specific investment in facilities would not be recommended.

EVENTS BY ABILITY TO COMPETE

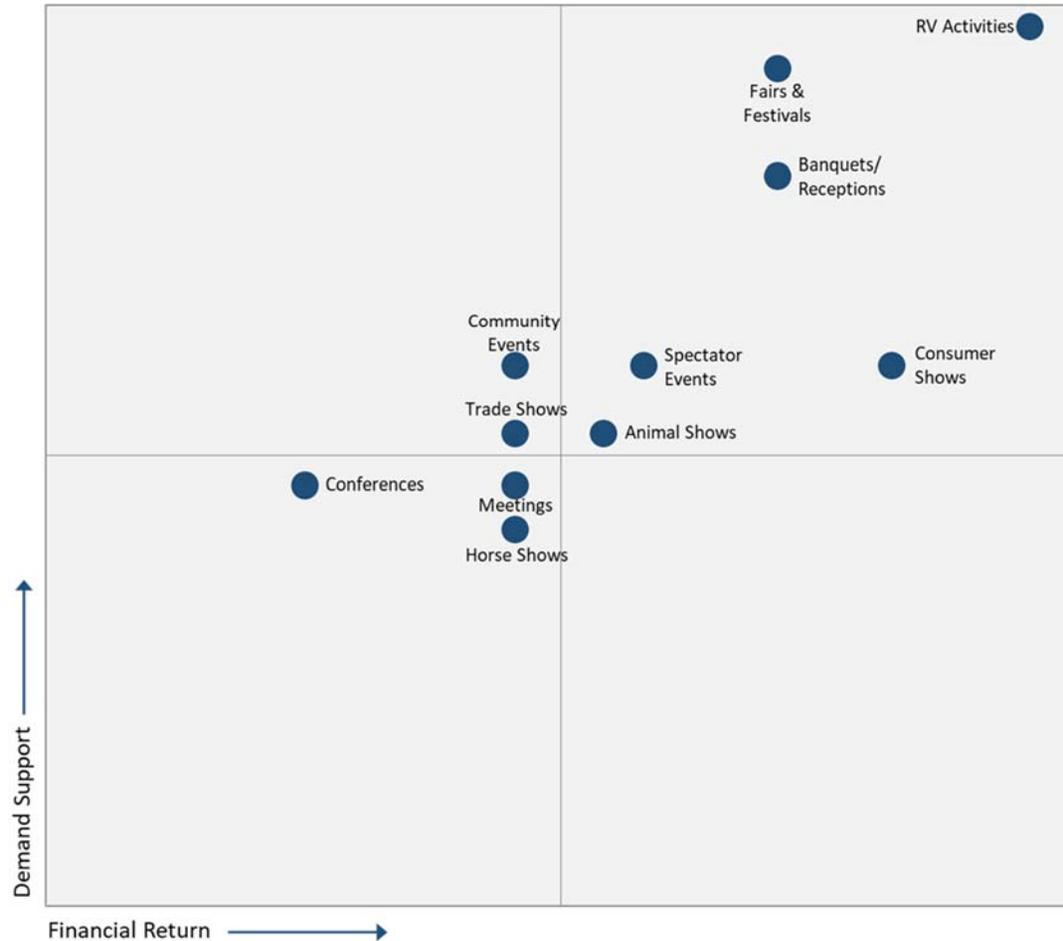
The quadrant graphic below illustrates the relative ability of the Fairgrounds to compete for certain types of events (horizontal axis) in relation to the demand potential for those events (vertical axis).



The greatest opportunities, shown in the upper left quadrant, include banquets/receptions, consumer shows, small animal shows, trade shows, festivals, RV activities and community events. Lesser opportunities include horse shows and conferences.

EVENTS BY FINANCIAL RETURN

Similar to the previous quadrant graph, the one below shows the range of financial return (horizontal axis) for those same demand levels (vertical axis).



EVENT POTENTIAL

Our assessment of the potential market segments identified the following events and building uses for the recommended facilities at the Fairgrounds each year (potential to be realized by the third year of operation):

Benton County Fairgrounds

Potential Range of Exhibition Building Events

Event Types	Range of Number of Events		
	Low Scenario	to	High Scenario
Exhibition Building (Converted Benton Arena)			
Existing Events	5	to	5
Consumer/Public Shows	4	to	6
Roller Derby	2	to	4
Trade Shows	2	to	4
Small Animal Shows	2	to	3
Gardening Conference	1	to	1
Community Gatherings	2	to	3
Sports Events	3	to	4
Festivals	1	to	3
Hispanic Dances	3	to	4
Other Events	2	to	3
Concerts	<u>4</u>	to	<u>5</u>
Total Exhibition Building Uses	<u>31</u>	to	<u>45</u>

Benton County Fairgrounds

Potential Range of Auditorium Building Events

Event Types	Range of Number of Events		
	Low Scenario	to	High Scenario
Auditorium Building			
Banquets	24	to	30
Fundraisers	6	to	10
Conferences	3	to	4
RV Rallies	1	to	3
Quinceañeras	<u>6</u>	to	<u>9</u>
Total Auditorium New Uses	<u>40</u>	to	<u>56</u>

In addition, it is possible for attracting 10 to 12 “wedding barn” events, with the availability of that type of building/structure.

FACILITY RECOMMENDATIONS

For the Benton County Fairgrounds to take advantage of existing and potential market opportunities presented in the previous section, as well as expand the appeal of the Fairgrounds, the following facility improvements and changes are recommended for the master plan. The numbers shown for each building/structure are references to the layout plan presented on page 65. The facility recommendations on this page directly reflect the market potential and community needs identified in this study.

Benton Arena (3)

With the decline in net revenue producing “dirt” events in Benton Arena and the opportunity for larger exhibition-type space needs for consumer/trade shows, expos, small animal shows, dog events, roller derby, youth sports tournaments, sales and auctions, festivals and other indoor events, it appears to be practical to convert Benton Arena from a dirt floor facility to an all concrete floor exhibition building. Key aspects of this facility should include, at a minimum:

- 30,000 square feet of rentable space (concrete floor)
- Updated/upgraded restrooms and concessions
- 2 – 3 small meeting rooms/show office
- Storage
- Full climate controls
- Enhanced entry foyer
- Upgraded lighting

Auditorium Building (2/7/11)

Based on the Auditorium’s existing client base for this building, the felt needs of stakeholders and public comment, and the current inventory of local meeting and banquet facilities, the following changes to the Auditorium Building are recommended:

- Overhaul of kitchen into a full commercial kitchen to handle on-site food preparation
- Visual and sound upgrades to the Main Room to improve appeal for banquets and receptions
- Move Fairgrounds office to Carriage House and convert existing office space into boardroom
- Upgrade all restrooms, including access and capacities
- Upgrade to Auditorium Conference Room for pre-function, receptions and similar usage
- Future expansion potential, as market develops, to the east side of the Auditorium Building with additional small meeting/break-out rooms

Equipment Barn/4-H Building (8)

As the market develops, consider converting this building to accommodate “barn weddings.”

The facility and site enhancements on this page represent additional improvements for the master plan that reflect community needs, operational efficiencies, and circulatory requirements.

Livestock Pavilion (6)

- Minimum 30,000 square feet (roof size)
- Minimal posts
- High roof
- Asphalt/concrete

New Entry Plaza by South Lot (5/13/15/20)

- Removal of Livestock Shed structures
- Build a defined entry gate/landscaping/ticket booth
- Renovate remaining Livestock Shed into enhanced pavilion

Covered Arena (4)

- Clear span over 100' x 200' dirt arena
- Lighting
- Area for bleacher seating
- Resolution of water/drainage issue

Solar Building (10)

- Enclose with walls
- Large roll-up doors

Restroom Building (12)

- Build new restroom building adjacent to the Solar Building and Covered Arena

New Shop/Storage Building (9)

- Storage building for maintenance if current Equipment Building is converted for event use

Entry Gates and Circulation System (13/15/21)

- Enhance entry areas, ticket booths, internal circulation, and wayfinding signage

Carriage House (7)

- Upgrades to accommodate Benton County Fairgrounds office

OSU Extension Building (14)

- Up to 10,000 square foot building
- Parking for 30 vehicles near building

FINANCIAL ANALYSIS

This section presents the projected incremented cash flows (revenues and expenses) for the recommended facilities for the Benton County Fairgrounds. These revenue and expense estimates are related specifically to the conversion of Benton Arena to an exhibition building, the Auditorium Building upgrades, and Equipment Building conversion to an event facility for barn weddings (see page 51).

The projected statements of revenues and expenses are based on (1) the projected utilization of the recommended facilities, recommended rental rates and operating policies presented in this document, (2) the estimated revenues that could be realized from operating the recommended facilities and (3) the estimated expenses associated with operating the improvements and additions. The projections, and assumptions herein, represent revenues and expenses associated with operating the proposed master plan elements. There will usually be differences between the estimated and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.

We have presented the financial analysis using a low scenario and a high scenario, in terms of the number of events, usage demand and participants. The low scenario represents the expected minimum number of events and activities and the high scenario represents a higher, yet achievable, number of events and activities exceeding the low scenario. All financial estimates are presented in 2019 dollars.

RECOMMENDED RENTAL RATES

Based on the rental rate schedule of competitive facilities, as well as discussions with potential users, we have developed a proposed rental rate structure for the Recommended Facilities, by use type, presented in the table below.

Facility	Rental Rates
Exhibition Building	\$0.08 per square foot
Auditorium Building	
Banquets, fundraisers, quinceañeras	\$0.25 per square foot
Conferences and other weekend rentals	\$0.15 per square foot
Move-In/Out Rate	33% of regular rate

MARKETING AND OPERATING APPROACH

As noted previously in this study, there are numerous competitive event facilities in the Willamette Valley region that will require management and staff at the Fairgrounds to implement intentional and direct marketing of the Recommended Facilities. Consequently, to successfully attract and retain the events presented on page 51, management must commit to a high degree of focus, energy and resources to market the facilities and provide top-end customer service. As well, additional event and maintenance staff will need to be hired to handle the increased volume of rental activities related to the Recommended Facilities.

We recommend a close alliance with Visit Corvallis, the Corvallis Chamber of Commerce, Oregon State University and other Benton County stakeholders for co-marketing and promotion of the Fairground facilities.



PROJECTED OPERATING REVENUES AND EXPENSES

The table below presents the incremental operating revenues generated by events and activities that could be staged in the converted Benton Arena (“Exhibition Building”), the improved Auditorium Building, and the wedding barn, and potential expenses associated with the operations of those facilities, assuming a low scenario and high scenario, in terms of the number of events and activities.

Benton County Fairgrounds Incremental Revenues and Expenses of Major Master Plan Elements			
	Low Scenario	High Scenario	Average
INCREMENTAL REVENUE POTENTIAL			
Exhibition Building			
Net new revenue potential ¹	\$87,000	\$159,000	\$123,000
Auditorium Building			
New events/uses ²	76,000	113,000	94,500
Wedding Barn	15,000	17,000	16,000
Concession/Food Revenue	<u>30,000</u>	<u>40,000</u>	<u>35,000</u>
	<u>\$208,000</u>	<u>\$329,000</u>	<u>\$268,500</u>
INCREMENTAL EXPENSE POTENTIAL			
Benton Arena operating costs	(21,000)	(21,000)	(21,000)
Staffing costs	75,000	85,000	80,000
Utilities	40,000	50,000	45,000
Supplies	8,000	12,000	10,000
Contracted services	<u>15,000</u>	<u>20,000</u>	<u>17,500</u>
	<u>\$117,000</u>	<u>\$146,000</u>	<u>\$131,500</u>
ESTIMATED INCREMENTAL NET REVENUE POTENTIAL	<u>\$91,000</u>	<u>\$183,000</u>	<u>\$137,000</u>

¹ Reflects lost revenues from dirt events

² Includes RV hook-up revenues for RV rallies

If and when the Covered Arena is built, it is estimated that an additional \$10,000 in revenues and \$5,000 in operating costs, for a net of \$5,000 – assuming the dirt events displaced by the Benton Arena are staged in the Covered Arena.

INCREMENTAL OPERATING REVENUES**Exhibition Building**

For the exhibition building, rental income represents the estimated income from existing events and new events listed on page 51 and the recommended rental rates shown on page 54. This also reflects the loss of rental income from displaced events that require a dirt floor, estimated at about \$15,000 in lost revenues.

Auditorium Building

The revenue potential for the Auditorium Building reflect the rental income associated with new events that could be attracted to use this building with a new commercial kitchen and interior enhancements as detailed on page 51, based on the rental rates shown on page 54. This also includes RV site rentals for the RV rallies listed as new events in conjunction with the Auditorium Building (see page 51).

Wedding Barn

Wedding Barn revenues reflect rental income for the 10 to 12 events identified on page 51, based on the recommended rental rates.

Concession/Food Revenue

Concession income is expected to be generated from the sale of food and beverages at consumer shows, animal shows, community events, roller derby, sporting events, concerts and other events. For purposes of the projections, it is assumed that these shows would have average per capita gross concession sales of \$1.50 to \$3.00, depending on the type of event. For these concession sales, it is assumed that the Benton County Fair Board would contract these services with a third party and receive 30 percent of gross concession sales. In addition, it is assumed that the Fairgrounds would receive a 10% plate fee for banquets and other meal functions, based on a cost of \$18 per plate.

INCREMENTAL OPERATING EXPENSES

Projected incremental operating expenses for the recommended facilities are based on the cost of operating the existing Fairground facilities and Fairgrounds management's expectation of required additional personnel to accommodate the event potential. A description of the nature of the operating expenses is presented below.

Staffing Costs

These costs cover the wages and benefits for additional maintenance/event staff with the conversion of Benton Arena into an Exhibition Building.

Utilities

Incremental costs of electricity, gas, water, sewer and trash removal for the operation of the recommended facilities – particularly the new Exhibition Building.

Supplies

Supply costs include items used in the operation and maintenance of the facilities, such as rest room supplies and those supplies used in cleaning and maintaining the facilities.

Contracted Services

Contractual services include refuse collection, temporary help and other services provided by third party vendors.

Benton Arena Cost Savings

It is noted that there are certain staff and utility costs currently associated with operating Benton Arena as a dirt event facility that would not be incurred after converting it to an Exhibition Building. Based on management's estimates, these are cost savings that could amount to about \$21,000 per year.

ECONOMIC IMPACT ANALYSIS

This section of this report presents the approach and methodology used to develop estimates of the potential economic impacts of visitors to Benton County resulting from operations of and new events at the Fairgrounds, specifically related to the Exhibition Building and improved Auditorium Building (Recommended Facilities).

APPROACH

Economic impacts are generally described as the amount of expenditures that occur in a defined geographic area, including subsequent re-spending of the initial expenditures. These impacts are referred to as **expenditure impacts**. A portion of the expenditure impacts is paid to local residents in the form of salaries and wages, referred to as **earnings impacts**. Similarly, the amount of earnings paid from the expenditures represent jobs to local residents – the number of jobs referred to as **employment impacts**. Lastly, certain expenditures made in the local economy by out-of-area visitors, as well as the operation itself, generate benefits in the form of state and local taxes – referred to as **fiscal impacts**.

Expenditure Impacts

The expenditure impacts of an operation like the Recommended Facilities will consist of two components - (1) incremental revenues and expenditures of the Recommended Facilities' operations and (2) expenditures by non-local event participants. The expenditures of the Recommended Facilities operations consist of salaries and wages, and purchases of goods and services. Purchases of goods and services include utilities, supplies, materials, personal services, and other expenditures.

Non-local participant expenditures represent those expenditures made by persons/businesses residing outside of Benton County for lodging, food and beverage, retail purchases, transportation, entertainment and other expenditures. Expenditures of patrons living within the impact area are not included because those expenditures merely reflect a redistribution of money within the impact area, and they do not represent incremental impacts.

The approach used to estimate the economic impacts of the Recommended Facilities, as an employer, business and attractor uses generally accepted economic principles. Fundamentally, these expenditures generate impacts through the following:

- **Direct Impacts** are those changes in the flow of dollars and employment in the local economy that result directly from annual operating expenditures of the Recommended Facilities and incremental spending by non-local users and event participants on such items as lodging, retail, meals and the like.
- **Indirect Impacts** are created by (1) investment or spending of suppliers whose goods and services are used in its project, process or service and (2) household income changes (created by direct and indirect effects on wages and employment) which lead to further spending throughout the city, county and regional economies.

Indirect impacts (expenditures, earnings and employment) are quantified through an economic phenomenon known as the multiplier. The multiplier concept, based on the input/output economic theory, recognizes that there is a continued flow of money within and outside of a given area. Money is spent in successive rounds within a community, thus creating an economic impact in excess of the original direct expenditures.

Markin Consulting uses the Regional Input-Output Modeling System (RIMS II) developed by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA) to estimate the indirect expenditures, earnings and employment resulting from the direct expenditures. RIMS II contains multipliers for all industries listed by the BEA's four-digit Standard Industrial Classification (SIC) such as hotels and lodging places, eating and drinking establishments, retail trade, utilities, business services, amusements and household wages. The RIMS II multipliers relevant to this analysis are output, earnings and employment.

The output multiplier represents the total dollar change in output (total expenditures) that occurs for each additional dollar of output (direct expenditures). The output multiplier includes the initial direct expenditure to which the multiplier is applied, except for the household multiplier (salaries and wages). For example, an output multiplier of 1.30 for hotels and lodging places means that for each \$1.00 spent for lodging, an additional \$0.30 is spent by the lodging establishment and supporting industries (wages, goods and services, capital improvements). The \$1.00 is the **direct impact**, the \$0.30 is the **indirect impacts** and \$1.30 is the **total economic impact**.

Earnings Impacts

A part of the initial expenditures and resulting indirect impacts result in the payment of salaries and wages to local residents. As an example, out of the revenues received by the Recommended Facilities in operating its facilities, it will pay for labor costs in the form of salaries and wages, referred to as **earnings**. In addition, as a result of the expenditures of operating the facilities, a portion of those expenditures will result in earnings to persons employed by utility companies, insurance companies and other businesses.

Similarly, a portion of the initial expenditures of non-local participants and event producers for lodging, meals and other items will be paid to workers in the hotel, restaurant, retail and other industries in the form of earnings. RIMS II has an earnings multiplier that is applied to the initial impacts to estimate the amount of the initial and indirect impacts that is paid out in earnings to local residents.

The earnings multiplier represents the estimated total (direct and indirect) salaries and wages that result from each additional dollar of direct expenditure. Assuming an earnings multiplier of .4603 for lodging places, for every dollar spent by tourists for lodging, just over 46 cents is paid to regional households in earnings. These earnings are paid to employees of the hotel (direct) and to employees of businesses and industries that support the lodging industry (indirect).

Employment Impacts

Similar to the earnings impacts, the RIMS II model has specific multipliers that estimate the number of jobs supported for each \$1 million of expenditures in any given industry. In the case of the Fairgrounds, in addition to the number of jobs estimated to operate its facilities, there will be jobs in the local community that are supported from the operating expenditures of the proposed Ag Innovation Center/Fairgrounds as well as a result of the initial expenditures of non-local participants and event producers. These impacts are expressed in terms of the number of jobs supported.

The employment multiplier represents the number of jobs that regional industries provide, both directly and indirectly, for each \$1 million of output (direct expenditures) of a given industry. Continuing the hotel example, if the employment multiplier for lodging is 13.1, then for every \$1 million dollars spent by patrons for lodging, 13.1 jobs are required - both at the lodging facility and at local businesses supporting the hotel such as the utility company, telephone company, laundries, delivery services, and others.

Fiscal Impacts

Expenditures made by non-local participants and event producers of the Recommended Facilities for lodging, retail and other purchases generate local and state taxes – referred to as fiscal impacts.

METHODOLOGY

Operating Impacts

As presented earlier, the economic impacts associated with the Recommended Facilities will result from its operations and expenditures of non-local participants and event producers. To estimate the initial expenditures of the operations of the Recommended Facilities, we use the projected operating expenses of the facilities (shown on page 56) and make adjustments for estimated operating expenditures that would be made to non-local suppliers of goods and services. The resulting local incremental expenditures of the proposed Recommended Facilities are applied to the appropriate RIMS II multipliers and added to the estimated revenues, salaries and number of jobs related to operating the Recommended Facilities.

Non-Local Participant Expenditures

To estimate the range of initial expenditures of event participants/attendees, the estimated number of non-local visitor days is first calculated by multiplying the number of shows, event days per show and the number of people estimated attending events¹. The resulting range of visitor days is then adjusted to account for only non-Benton County visitors. The resulting non-local visitor days are then multiplied by the estimated daily spending, by type. Because some non-local event participants are assumed to stay at the Fairgrounds' RV sites, we estimated the number of visitor days for participants staying in both Corvallis hotels and at the Fairgrounds' RV sites.

Using the number of new events and respective number of event days and attendance, the total number of visitor days is estimated to range between 4,430 (Low Scenario) to 8,025 (High Scenario) for participants staying in hotels and between 150 (Low Scenario) and 450 (High Scenario) for participants staying in an RV.

We used data developed in previous economic impact studies we have conducted to prepare an appropriate estimate of average daily spending, by type, by non-local participants and attendees.

¹ Events included in this estimation are trade shows, animal shows, conferences, and other regional events

Below are the daily expenditure estimates of non-local participants of horse and animal shows used in the economic impact analysis.

Benton County Fairgrounds

Daily Spending Per Person of Non-Local Participants

Expenditure Type	Hotel	RV
	Overnighters	Overnighters
Lodging	\$75.00	\$0.00
Meals	35.00	10.00
Retail Stores	20.00	20.00
Fuel	20.00	20.00
Materials and supplies	7.00	7.00
Entertainment	2.50	2.50
Other	<u>0.50</u>	<u>0.50</u>
Total	<u>\$160.00</u>	<u>\$60.00</u>

Using the assumed range of non-local participants/attendees and the average daily spending by non-local participants, the resulting initial expenditures made by these participants are estimated to range from \$718,000 to \$1,312,000. Appropriate RIMS II multipliers (Exhibit G) were used to estimate the total impacts associated with non-local participants and event promoters.

ESTIMATED ANNUAL IMPACTS

The table to the right summarizes the estimated annual economic impacts associated with operating the Recommended Facilities, based on the estimated incremental revenues and costs of operations (page 56). It also presents the estimated economic impacts to Benton County from participants of trade shows, conferences, animal shows, and other regional events. As shown in the table, the incremental operations of the Fairgrounds including events held at its facilities, are estimated to have had a total annual economic impact to Benton County between \$1,278,000 and \$2,212,000. Of that amount, between \$355,000 and \$565,000 represent wages and salaries paid to (1) employees of the proposed Fairgrounds, (2) employees of other businesses in the county that provide goods and services to the Fairgrounds, and (3) employees of hotels, restaurants, shops, retail outlets, service stations and other businesses that serve out-of-area visitors – supporting between 10 and 17 full-time jobs in Benton County.

**Benton County Fairgrounds
Estimated Annual Economic Impacts**

Impact Source	Low Scenario	High Scenario
<u>Events</u>		
Initial Expenditures	\$718,000	to \$1,312,000
Indirect/Induced Impacts	<u>227,000</u>	to <u>415,000</u>
Total Annual Impacts	<u>\$945,000</u>	to <u>\$1,727,000</u>
Earnings	<u>\$225,000</u>	to <u>\$411,000</u>
Jobs Supported	<u>8</u>	to <u>15</u>
<u>Operations</u>		
Initial Expenditures	\$208,000	to \$329,000
Indirect/Induced Impacts	<u>125,000</u>	to <u>156,000</u>
Total Annual Impacts	<u>\$333,000</u>	to <u>\$485,000</u>
Earnings	<u>\$130,000</u>	to <u>\$154,000</u>
Jobs Supported	<u>2</u>	to <u>2</u>
<u>Total Impacts</u>		
Initial Expenditures	\$926,000	to \$1,641,000
Indirect/Induced Impacts	<u>352,000</u>	to <u>571,000</u>
Total Annual Impacts	<u>\$1,278,000</u>	to <u>\$2,212,000</u>
Earnings	<u>\$355,000</u>	to <u>\$565,000</u>
Jobs Supported	<u>10</u>	to <u>17</u>

MASTER PLAN ELEMENTS

This section presents a graphic layout of the physical Master Plan for the Benton County Fairgrounds, based on the results of the market assessment and facility recommendations. As part of the Master Planning process, numerous layout and facility options were prepared and reviewed with the Benton County Fair Board to select a preferred layout plan. The graphic below is the preferred layout approved by the Fair Board.

Benton County Fairgrounds

Preferred Layout

North ↑ Corvallis, Oregon
February 25, 2019

0 250' 500' 1000'



Illustrative Graphics

Following are various illustrations of key aspects of the Master Plan elements – overall layout, entry from the South Lot, and northeast entry to the Fairgrounds.

Overall Master Plan Layout



View of Entry Gate from South Parking Lot



View of Northeast Entrance to Fairgrounds



ESTIMATED COSTS OF MASTER PLAN ELEMENTS

K/O Fairground Planners prepared an estimate of the probable budget for the Master Plan elements, shown in Exhibit I. Below is a summary of the various elements, showing the **base cost** of construction/acquisition and the **total cost** that includes design fees, permitting fees, contractor overhead/profit, contingencies, and a 3-year inflation factor. It should be noted that the OSU Extension Office element of the Master Plan (14) is not included in this budget.

**Benton County Fairgrounds
Structures and Buildings Budget**

Structure/Building	Base Cost	Total Cost
2 Enhance Auditorium Building	\$275,000	\$446,000
2 Expand Auditorium Building	450,000	730,000
3 Remodel Existing Arena to Exhibit Building	3,740,000	6,069,000
3 Expand Existing Arena to Exhibit Building	2,520,000	4,090,000
4 New Open Sided Covered Arena	3,375,000	5,477,000
5 Modify Existing Livestock Shed	225,000	365,000
6 New Livestock Pavilion ⁽¹⁾	3,000,000	4,868,000
7 Relocate Office to Carriage House - Updates	75,000	122,000
8 Remodel Maintenance Building to Events Barn	750,000	1,217,000
9 New Shop Building	400,000	649,000
10 Enclose Solar Building	900,000	1,460,000
11 Commercial Kitchen/Toilet Remodel	420,000	681,000
12 New Toilet Building	875,000	1,420,000
15 New Ticket Booths (3)	<u>90,000</u>	<u>146,000</u>
Total	<u>\$17,095,000</u>	<u>\$27,740,000</u>

⁽¹⁾ Add \$2,475,000 to enclose the Covered Arena with solid walls - \$4,016,000 including contingencies, fees, overhead and profit and 3 year inflation.

**Benton County Fairgrounds
Site and Landscape Budget**

Site/Landscape	Base Cost	Total Cost
Paved Roads and Parking	\$420,000	\$681,000
Gravel Roads and Parking	325,000	527,000
13 New Entry Plaza	280,000	454,000
20/21 New Outdoor Plazas	540,000	876,000
22 New Boulevard Entrance	15,000	24,000
Fencing around Entry Plazas	24,000	39,000
Site Lighting	175,000	284,000
Trees & Landscaping	15,000	24,000
Landscape Boulders & Special Features	15,000	24,000
Garden	4,000	6,000
Total	<u>\$1,813,000</u>	<u>\$2,939,000</u>

**Benton County Fairgrounds
Demolition and Furnishings Budget**

Demolition	Base Cost	Total Cost
5/20 Remove Existing Livestock Sheds	\$31,000	\$50,000
6 Remove Existing Barns for New Pavilion	16,000	26,000
Total	<u>\$47,000</u>	<u>\$76,000</u>
Furnishings	Base Cost	Total Cost
Benches	\$15,000	\$24,000
Astroturf Carpet	40,000	65,000
Picnic Tables	10,000	16,000
Trash Receptacles	12,000	19,000
Regulatory Signs	3,000	5,000
Total	<u>\$80,000</u>	<u>\$129,000</u>

The construction/acquisition costs for all of the elements of the Master Plan are \$19,035,000, including a 3-year inflation factor. The additional costs of legal/design fees, contractor overhead/profit, contingencies, and 3-year inflation are \$11,849,000 – bringing the total costs of all elements to \$30,884,000.

POSSIBLE PHASING OF MASTER PLAN ELEMENTS

Based on the event potential and financial implications presented earlier in this report, the near-term implementation of the Master Plan elements could be as follows:

1. Auditorium Building – Commercial kitchen, interior upgrades (visual and sound attenuation), move Fairgrounds office to the Carriage House, and convert old office into meeting room. This investment, estimated at a maximum of about \$1.13 million, is expected to generate between \$93,000 (base case) and \$135,000 (best case) in annual new revenues. The market potential for the expected incremental use of this building is an immediate potential.
2. Benton Arena Conversion/Expansion in Exhibition Building – Comparatively with the Auditorium Building, annual new revenues for the converted and expanded Benton Arena are estimated between \$98,000 (base case) and \$135,000 (best case), with an investment of about \$11.5 million. Some of the incremental uses of this building are immediate and some are longer-term market potential that need to be developed.
- 3a. Replace Pony and Beef Barns with Livestock Pavilion
- 3b. New entry plaza to Exhibition Building from South Lot
4. Cover the outdoor arena
5. Interior circulation and entries
6. Others as needed/afforded

This implementation phasing is estimated to minimize interruptions to business and event potential, as well as maximize net revenue opportunities.

Exhibits

Exhibit A

Key Stakeholder Consensus, Observations, Ideas, and Issues

- Need meeting spaces
- Some community banquets held in Albany due to limited size of banquet spaces/kitchen
- 4-H Shooting Sports are growing
- Small animals growing
- Need conference/flat floor space, Upgraded – sound, look, tech, kitchen
- Food & beverage industry growing – Breweries, Distilleries – OSU can't have liquor distribution
- Agri-tourism
- Town Cider – growing/regional distilleries
- Commercial kitchen – storage needed, two for home-based business
- Growing food truck industry
- Eugene – SPROUT – Incubator space
- Fairgrounds location – better than OSU (parkin, etc.)
- Linn County Expo – layout – avoids intermixing of levels
- Benton County Fairgrounds – no defined circulation – access
- Tie ins with OSU in ag/food sustainability
- Add event/show to augment Christmas Light Show
- Need to see Fairgrounds from a community perspective
- Space limits the use potential
- Affordable for a lot of people/users
- Would like to bring back open rides
- Opportunity for diverse horse user groups – smaller shows
- Concessions stand in Benton Arena is very poor
- Stalls in disrepair – not usable for barrel/races
- Put portable stalls under livestock sheds – replace existing stall barns with RV storage
- Maintaining footing is extremely important
- No warm-up area for horse shows
- Outdoor Arena – only usable mid-July to mid-September
- LaSalle Stewart Center – renovate and expand – would eliminate conference services = 50 capacity X4 – highly used for conferences/meetings
- Satellite Parking for OSU campus – Fairgrounds impact/opportunities
- Incubator/commercial kitchen
- Chintimini Dog Club confirmation show outgrew the Fairgrounds – now in Linn County ≈ 1,000 dogs

Key Stakeholder Consensus, Observations, Ideas, and Issues

- Growth in Hispanic community in Benton County
- Auditorium commercial kitchen – cook/cater refrigerator/freezer
- Connected to trails/take better advantage
- Tourism Focus – Business/OSU/HP/other business
- Star report – flat 53% August – January through August \$122 ADR
- Hotels not near Fairgrounds can be a problem
- Limited public transit/shuttles to hotel from Fairgrounds
- Service organizations looking for meeting space, kitchen/for meals
- Parking at Fairgrounds – huge asset

Exhibit B

Public Survey Instrument



Terrenos de la Feria del
Condado Benton
Documento de Encuesta
Pública Octubre 2018

1. En general, ¿Qué papel deberían tomar Los Terrenos de la Feria del Condado Benton en el área del Condado Benton?
Elija en la escala de 0 (no importante) a 10 (muy importante).

Entretimiento para miembros de la comunidad	0	1	2	3	4	5	6	7	8	9	10
Actividades que incrementen la economía y el turismo	0	1	2	3	4	5	6	7	8	9	10
Instalaciones comunitarias abiertas al público	0	1	2	3	4	5	6	7	8	9	10
Actividades sociales	0	1	2	3	4	5	6	7	8	9	10
Actividades para niños y jóvenes	0	1	2	3	4	5	6	7	8	9	10

2. ¿Qué tipo de eventos y actividades le gustaría que ocurrieran en los Terrenos de la Feria del Condado Benton?

1.
2.
3.
4.
5.

Comentarios

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Exhibit C

Comments From Public Surveys for Master Plan Update

1	Updating and maintaining the riding arena and making it accessible would bring back more of the horse community. We already have limited riding space of this size in this area. It would be wonderful to take advantage of this arena again.
2	The Benton County Fairground arena needs to be accessible to individuals who want to use it for equestrian activities. The outdoor arena is not sufficient for this purpose, and the indoor arena needs to stay as it is, if not have improvements made to the existing facility.
3	Thank you for all the time, effort and work being put forth in this endeavor. This is no easy task but hopefully will yield a good outcome for the Fairgrounds and all those in our community.
4	Please install freezing device so floor can sustain ice rink. Community ice skating during holiday season
5	The fairgrounds needs to keep fair at the forefront. Instead of trying to be an event center, go back to its roots and make it a destination for all the smaller animal shows that are priced out of other venues. Weddings and corporate shows have better facility choices already. Spend money to fix the animal shelters / horse stalls and fix the footing in the indoor arena. This will draw in all the breed show and rodeos that used to happen. Get a contract to offer food again. Trying to slap together another event center isn't going to work without a major renovation and it will never compete with existing event centers. Spend a little and make it what it's always been and revenue will come back up.
6	This is a community center paid for by community tax dollars. We want to see it support our youth and horse /rodeo community, not lose our community center to concrete and uncaring vendor events.
7	Keep the arena dirt. Stupid to cement it
8	The fair has lost its original intent of showcasing local resident's talents and products. More emphasis should be placed on the 4H animals and exhibits, and less on big name bands. Include local dance studios, high school bands, etc. Hold the 4H auctions in an area where more people can participate. Bring the 4H horses back to the fair. Make the fair about the residents of Benton county. A celebration of their talents and hard work of the previous year. Make it more affordable for all families to come.
9	I think the fair grounds should be used as it was planned. It is for community activities 4-H shoes, horse shows, rodeos, a place to ride your horses and enjoy getting together with others that ride in the arena. It will never be like the Albany fairgrounds and I don't think it needs to be. I enjoy the Fairgrounds as it is and would like it to stay that way.
10	Save it for the kids and animals sake!

Comments From Public Surveys for Master Plan Update

11	In my opinion the fairgrounds is a community venue that supports agriculture in our communities. I believe it should be an affordable place for local events to gather with the focus being on agriculture, animals, farmers markets etc. but also facilities for craft fairs, fundraisers, and other events. First and foremost the arena, stalls, and animal focused facilities should be up kept and improved and then facilities for talks, dinners, fundraisers come second as funds are available. To eliminate agriculture and animals from a fairgrounds to me makes it not a fairgrounds, but a conference and event venue, which I would be sad to see happen in our community.
12	The Benton County Fairgrounds is an essential meeting place for 4H, namely horse, for the use of the arena. It should not be taken away from the community for this use!
13	The fair grounds should be used for 4H and not turned into a entertainment center because 4H helps teach kids life skills and helps them disconnect from there phones and reality. It helps shy kids come out of there shell and makes them enjoy talking to people and telling them about there animals or projects. It makes them feel like they have accomplished something. 4H can have a big effect on the kids who do it and even the people around them and I think the arena should stay the same.
14	Open rides are incredibly important for our youth and their development as riders and 4H
15	Fix the indoor arena and make is functional for horse shows and I guarantee there could be shows every weekend. There are shows and groups always looking for facilities to host and there aren't indoor facilities available around here. 4h involvement in fair is also extremely important. Without the Benton county 4h program the fair would be empty.
16	I understand that the fairgrounds wants to have a convention center to be able to host more events but that is taking away one of the only decent horse arenas left in the valley. Please consider having both.
17	Taking this away would be detrimental to the youth and adults of this community.
18	Needs be for kids, learning and growing for equine show, livestock shows, 4h, ohset, open horse shows, rodeos, agriculture. That industry is booming.
19	The fair grounds is important to many members of the county, from horse people, 4h kids, archery, and the farmers markets, so many of us depend on and enjoy access to the grounds. I believe that the lack of focus in the horse community has truly been a big cause of why funds have been scarce.
20	1)More advertising of opportunities to a larger audience for events. 2) Take off and do more horse shows, especially for smaller groups (paint, breeds, etc.) 3) better prices for use for clinics for horses and dogs (and cows/goats/whatever)
21	Improving the current fairgrounds and generating revenue is possible without losing the riding arena. It may take new management and positive community relationships to bring it back to life, but I can be done. Don't sell out the little guy just to turn a buck.

Comments From Public Surveys for Master Plan Update

22	Make the arena more accessible for the working family. Your open arena times are not conducive for a working family. That arena was paid for and built by the citizens of Benton County! It should be open for citizens to use! The rental fees for the arena are very unreasonable especially with all the extra fees! It makes it challenging to make it a family affordable event. If you had a bigger and nicer facility, maybe, but this should be more reasonable for groups to put on shows without chasing riders out to the over-inflated arena rental!
23	BCF is a tremendous resource in our community and presents unique opportunity for youth development specific to 4-h, specifically livestock and horse activities.
24	I think that the Benton County Fairgrounds should keep the indoor arena for 4-H Horse activities and other horse and livestock use. They removed the outdoor bleachers at the outdoor arena and it is never very usable and the footing isn't very safe for the horses.
25	I have been hauling into the fairgrounds for the last 30 years to use the arena to ride my horses during the winter. There are very few arenas that allow haul- ins. Benton County needs to keep the arena for the horse community and go back to allowing open rides when the arena is not rented.
26	Great centrally located facility that can be utilized for many different events and activities.
27	I use the open ride time nearly every week. Would use more if my class schedule worked out
28	I really want the focus on the fairgrounds to be horses and livestock centered. My kids participate heavily with large animal and it would be a blow to their childhood and development without the fairgrounds centered on this
29	The fairgrounds should be a part of our community for our youth to be able to go and participate in various activities such as leadership, 4-h, agriculture,
30	It seems that the facility has been not cared for on purpose, so that the arenas are not in good enough shape to attract horse shows etc.
31	I really appreciate having a riding arena close to home.
32	I love the fairgrounds as is just needs fixed up
33	It would be a shame if this went the way of lane county. No fairgrounds there anymore, very sad

Comments From Public Surveys for Master Plan Update

34	Keep the indoor and outdoor riding arenas and upgrade them to be able to accommodate more equine and animal related events, as well as provide more open ride and arena rental availability. Our County should support agriculture and ag related events, as we are an agricultural county that recently passed the vote to support local 4H. You should focus on supporting ALL of the County population, not just the City residents. If there is a need for an expo center, it should be planned in addition to keeping and upgrading the current facilities, not in place of them. You can't take the current statistics on the indoor open riding time or arena rentals seriously, as they have not been sufficiently managed in several years. Our County community rallied and got funding to build the current indoor arena (twice). The County should take that into the highest consideration and show gratitude by employing knowledgeable staff that can continue to maintain and upgrade the facilities to make it a possible stream of steady income and to help enrich the lives of our youth and support agriculture and ag related events. The need for this is here and huge, the County just needs to spend their money to successfully fulfill the need, not ignore or dismiss it. Stay true to what County fairgrounds are here for, to benefit ALL County residents, especially youth and families, while showcasing agriculture and natural resources.
35	There are not many places to have year round events for animals and families. We need to keep all the arenas up and working for the young and old alike.
36	it is vital that Benton county maintain a true fairgrounds that is both available and welcoming to all types of animals - dogs, horses, and other livestock. If Benton county is looking for a true event center, they should look to building one with that sole purpose in mind. Retrofitting existing buildings will not end well for anyone
37	It is very important to our community to continue the use and management of the indoor and outdoor arenas in support of all the local equestrian and agricultural groups.
38	It is critically important that the BC Fairgrounds continues to have facilities to support the COUNTY roots in agriculture, animals and healthy activities for the county's youth. A covered horse arena is critical for these purposes. The Fairgrounds is an asset for all members if the county community, both urban and rural, and should remain so. It is an asset to be supported and utilized, not necessarily a money maker for the county.
39	I am all for passing a bond to build a decent gathering area. Don't spend millions to half ass it.
40	Eliminating this as a horse arena would be devastating to 4h and all equestrian clubs. Some arrangements should be made to collect \$ for passes and use for the community. Maybe a volunteer based job.
41	More horse related activities for the community to attend or for the community to use. Especially 4-h activities.
42	please keep the arena usable as an arena!
43	Please make the fairgrounds focus on the 4h community as well as maintaining both the indoor and outdoor arenas for the safety of the riders and the animals.

Comments From Public Surveys for Master Plan Update

44	Please keep dog agility and dog sports in the arena!
45	Please don't pave the horse arena!
46	Better footing in indoor arena. Cheaper rental for activities held in indoor arena so it can be used more often
47	Benton fairgrounds needs to find its unique niche. It can't compete with Linn County due to the location and space, so it needs to bring more local activities for the community, especially those for youth and animals. I wish there were motorcycle races and concerts like years past. I think the main building needs to be replaced. The bathrooms have always been horrible. The horse arena needs to stay!!
48	The Fairgrounds in Benton County has a rich heritage in the Agricultural Community, if the plan is to move away from that main aspect which makes our FG unique, then it will no longer be a community facility.
49	A Fairgrounds is for AGRICULTURE AND ANIMAL HUSBANDRY. Those are its primary focus, period. All other activities should take a back seat. Don't fail our community like Salem and Eugene have. We don't need a venue for RV shows. We need a venue for 4H, high school equestrian teams, Fair. Benton County Fairgrounds should be FAMOUS for maintaining its support of these core things the grounds were intended for. Don't be a SELL OUT.
50	Stop changing things if it's not broken don't fix it.
51	Use of the fairgrounds should be prioritized to agriculture and related events. We live in the heart of ag land, and Oregon State is a premier agriculture university. We should be showcasing our agriculture and livestock and improving the fairgrounds to better accommodate these types of events and uses.
52	More availability to arena for horse back riding. We are the people who helped the Benton county stay afloat and we deserve to be able to use the facility more freely. We played a huge role in funding when the roof had major issues way back when.
53	Stop messing with the arena. It's the only arena close that a lot of people depend on.
54	The BCF's obligation should be first to the residents of the county--young and old--to use for activities important to them, such as horse, dog, and other animal and agricultural use. Community events are also an important part of its obligation. I do not believe it should morph into a platform for non-community related sales of any kind.
55	Please don't pave over the indoor arena! Open the arena for horses more than just one day a week, especially in the winter we need a place to ride that is dry. Keep up the animal shows and chicken swap
56	This is the largest local arena that can be used by equestrian groups, youth and adults. If it is taken away, it will make it that much harder for youths to participate in activities outside of school. It would be a shame to lose the arena.
57	You should leave the arena where it is and not build a new building. It's the place I go to have fun and enjoy life on my horse.

Comments From Public Surveys for Master Plan Update

58	The arena is needed to bring people of different ages, and those who share the same love, together. To get rid of it, would be harmful to the community as a whole. The arena gives youth an opportunity to do different activities after school. Taking it away will be taking away from the youth, as well as everyone else.
59	The main reason why we use the fairgrounds is for animal/horse activities. If they weren't involved in the fair or fairgrounds. My family probably wouldn't even attend any activities there. Which would be a shame since I have spent my whole life in Benton county using the fairgrounds every year, many times throughout the year.
60	Keep the Fairgrounds for agriculture/animal related events. That's what a fairgrounds should be for. The people. Not to sell ridiculous city stuff
61	The fairgrounds should be a community resource as its #1 purpose. It is not a convention center and should not be one.
62	Benton Co Fairgrounds has been an outstanding equine facility for as long as I can remember. As the equine world is losing more and more facilities, or the larger fairgrounds become too expensive WE SO NEED LOCAL supportive facilities to keep healthy, family oriented horse activities a part of our community.
63	It is a shame that public fairgrounds are always shutting equine events out as Eugene did years ago for empty buildings to sit with no revenue at all while over the mountain in eastern Oregon there is such a huge equine support!!!
64	Please please don't take away the only arena for horse people! It has been here for so many years. Like me I live out of town where I don't own my own arena, so I come to the Benton county fair grounds. Benton county is has been home for many of years! I truly honestly think that what you guys should do is not take way the arena..... instead re make the "office" and make it bigger! And you guys still have Guerber hall that is also on the bigger side. It would be crushing to see this arena go. Also the fairgrounds needs to be kept up better. You guys need to hire or find volunteers that care about the grounds and want to see it succeed! I was very fortunate this year to get closer with the fairgrounds and it is a great place filled with great people. Benton county won't be Albany but you can still make it work and look just the same. Benton county was not built by people who don't like the farm way of life, it was built by the people who support them. There is so many agricultural people who use this place, 4-h horse and live stock animals, ohset teams, and many more like our rodeo committee. I don't see what is wrong with been scene in this way.
65	Emphasis on youth
66	We need a safe maintained arena to ride in
67	The initial use of Fairgrounds should always be livestock/farming/youth activities. People support fairground Facility's because of those activities. If you curtail those activities you will lose much, if not most, of your local support.
68	I imagine the liability is huge but I would hope to try and keep it affordable for organizations to use

Comments From Public Surveys for Master Plan Update

69	We are still an agricultural community not just a college town. 4-H and other livestock shows needs to be a priority at the fairgrounds again.
70	This has been a good facility to use for both large and small animal events, crafts and farmers markets
71	Please do not pave over the surfaces at this venue. You will take away a very important social activity for those in the dog world!!!
72	Horse events bring dollars to Corvallis from food, lodging, fuel and shopping. They are a part of the fairground's history.
73	It would be a sad day if there is not a fairgrounds for 4h for livestock and horses.
74	The Benton County fairgrounds are an impressive part of the community. It is important for our youth.
75	Most dog event I have been at this facility has always had local residents come and watch. If you make this into something non livestock and dog show. your community will be missing large amount of dollars because I will never have a reason to go to Corvallis. I love the Chicken event they have there and the Dog events.
76	Paving over the horse arena would create a huge economic loss
77	We have ridden at horse shows, gaming shows and the facility is great, always good arena ground and a good facility. We will be very disappointed if we can't have any more affordable shows there. The community needs a arena for the young people to come and be encouraged to follow their desire to ride rather than having nowhere to go. We have a large group of teens and pre teens that need a direction, and need somewhere to ride their horses. Thank you
78	Needs to be used as the horse facility it is
79	The indoor dirt arena is critical to the success of the fairgrounds. The surface needs to be improved, the facilities updated to repair damage, and make the restrooms ADA accessible.
80	Being a facility that can hold multiple equine events will bring a lot of people of different disciplines.
81	I come from Portland for the dog agility. I wouldn't use the fairgrounds and surrounding businesses if the arena was changed.
82	The fair grounds should stay an arena. What you don't realize is that it doesn't get used as often as you want be cause you charge way to much for crappy conditions. If the footing was good and safe people would pay the money. The whole place need renovations. And if that happened I think you would be surprised how much better you would do money wise. Please keep the fair grounds arena. Its the only rentable arena in the near by area.
83	The Fairgrounds should be priced to where the community can afford to hold competitions and etc.
84	There are a lot of young people who will be impacted by the loss of the covered arena, should it come to that. There are enough other venues with osu campus for meetings and exhibitions and things it seems.

Comments From Public Surveys for Master Plan Update

85	Fairground after fairground is continually being torn down and either rebuilt for equestrian use or turned into some other sort of facility. This arena has been truly fantastic over the years and I couldn't imagine it as anything else. Allowing an affordable place for equestrians to ride and compete is the best thing y'all could do.
86	The facilities have always been an asset for the community, and finding a direction along with financial balance with good quality groups able to rent or put on whatever they decide should be something that is discussable
87	Love dropping by to see the horse events, dog agility, farmers market... Free parking is a huge plus!
88	Keep facility rental costs down and you will attract more family friendly events.
89	The horse community in Benton county is huge. Keep horse events affordable for the 4-H and horse show economy class.
90	Make more open ride times available
91	I come to Corvallis several times a year for the Dog Agility Trials held at the Fairgrounds. It's one of my favorite venues
92	Please keep the dirt surface so that dog and other animal related events can continue. Thank you.
93	Every few years I hear of the indoor arena being turned into an expo center. The open ride would be outside and even with a cover, the cold and wind would make it miserable. Without a cover and the horses would be working in slip which can be dangerous. Please don't take away the best indoor arena the horse community has here!
94	A county facility, not a city facility. Need to keep the agricultural involved
95	the fairgrounds should be for the community- NOT for tourism and big business keep rental fees affordable for community events
96	Very important that the fairgrounds continue to be available for competitive dog and horse events. There are no other public facilities in Benton County that are suitable for these kinds of events. The dirt floor arena and onsite camping are essential. Please do not sacrifice the uses for which the fairgrounds were originally dedicated - adding more uses to the site is a good idea, but not at the expense of existing long-time users. Thank you.
97	I really want the arena to have a better dirt floor (softer dirt for horses and dogs to run in) and I also think the bathrooms really need to be remodeled!!!
98	The fairgrounds and arena provide an irreplaceable area for animal and agricultural activities and events. We need to continue to provide people of all ages with a place to interact with animals. The rural lifestyle of this county needs to continue to be supported.
99	Please keep the arena as a venue for traditional farm/forest/rural fairground-type activities. There are already more convenient venues for trade shows, flea markets, etc..
100	Facility users should be allowed to park in front of the building they are paying to use.

Comments From Public Surveys for Master Plan Update

101	Focus should be on improving existing facilities for original purposes prior to building/ converting existing facilities. Increase marketing to bring back groups that used facilities in the past but left due to lack of maintenance to existing facilities, letting those groups know about improved conditions. Keep rental costs as low as possible to avoid pricing current user groups out of the market.
102	The fairgrounds do seem underutilized. The last fair had a great lineup of music, but fell short in rodeo presentation and participation. The most important part of the fair should always be about 4H and the kids that have worked so hard, met so many new friends, are proud of what they accomplished over a years time with their 4 H projects. I would like to see open horse shows as well as barrels and bulls. Not everyone has a fast barrel pony or the desire to be thrown off a 1000+ bull or bronc. Diverse agricultural based activities are what the fairgrounds are for.
103	I have enjoyed many dog agility trials there.
104	The fairgrounds should be available to all traditional farm related activities. The Arena needs to be maintained to serve all citizens of the county. We are losing our traditional Ag based gathering sites.
105	I believe with everything changing, some of the most important things to have around are fairgrounds. There are many different activities that can be held at the facilities. And being an avid Barrel racer and rodeo girl, I hate to see another place be taken. Growing up I lived at the fair grounds, for horse events, learning events- science fairs, 4h, monster truck rallies, dirt bike races. Fairgrounds are important, it bring people together. Its where I met a lot of my closes friends. It gives kids and adults a place to meet people with common interests. Don't let Benton County Fair grounds be closed.
106	The fairgrounds have always been an important community center and gathering place. I teach 4H dog training, do dog agility and breed llamas. I think we need to respect the agricultural flavor of this community and give people a place to ride their horses and do dog agility since these groups can't find another place for these things to happen in an affordable way. This is the niche of the fairgrounds.
107	Let's improve existing facilities. Addressing better footing in the indoor arena will help get previous users back. A better kitchen facility large enough for catered events could also be used for some training programs. Don't concrete in the indoor arena €"horrible loss if that is done.
108	I think the main purpose of the fairgrounds, beyond holding the annual county fair, are to support the community (both adult and youth) with activities, opportunities for competition, shows and sales that interest the community, fund raisers for non-profits, etc. With the current location being so far from hotels and restaurants I don't see the fairgrounds ever becoming a tourist destination or conference center. Please focus on the needs of the LOCAL community!
109	Benton County Fairgrounds first priority should be for community events. Horse boarding and horse arena facility plus agricultural events. Dog Agility Sports is also a very popular event.

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110	The fairgrounds is part of our community and needs to be upgraded to make it as useful and prosperous as possible so that it remains an awesome resource
111	I believe the flooring in the arena should be redone and replaced with new softer dirt for dog sports and horse shows. I also believe that the restrooms in the arena need to be remodeled!
112	Please don't take the fairgrounds away from the Animal community... There aren't enough places for dogs or horses or kids to Play. Livestock and animals in general are a Very important part of our community.
113	It would be nice to have some examples of the 5 topics to be considered in question #1. Folks will have differing ideas on what is meant for each of the topics. Without descriptions, or preferably examples, the survey answers may not accurately reflect true thoughts of those who are taking the time to submit it. On the flip side, folks wanting to present an idea of what to do at or with the Fairgrounds will likely be able to describe whatever it is, in a way to fit one or more of the topics.
114	We need an affordable, covered place for youth and adults- families to have horse activities. A year round facility for horses.
115	I would like to see the fairgrounds remain in a state that would facilitate shows and exhibitions for animals of all types. The main arena should definitely remain dirt to allow this.
116	Indoor facilities for horse and dog events, bringing existing facilities up to par before building expensive new ones, reaching out to previous users who have gone elsewhere, and keeping rental prices affordable are important issues.
117	Benton county has an exceptional (which is rare) horse 4H program. These kids need and deserve a place to operate the program. Please maintain the ability for year round horse 4H use at the fairgrounds.
118	When ever possible the facility needs to be available for the use of the public
119	Your most important goal should be to keep the facilities up to date and available to your public.
120	it would be amazing if the cost of the facility was lowered so it can be more affordable to those who want to rent it for a day or so. ~
121	Access roads to fairgrounds are inadequate for huge events. People can tolerate it for the couple of days a year for the fair. Every weekend or several times a month and you'd have a lot of issues changing the demand on those roads with lots of unhappy locals. Be careful what you wish for!
122	De-emphasize horse and other livestock events.
123	I would love to see an ice rink in town, since my daughter just started learning the sport and driving to Eugene every week is taking a toll on my wallet with gas prices rising again. I know it's a long shot, but this would be what I would like to see most.
124	De-emphasize horse and other livestock events.

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125	Facilities should be fresh and welcoming. It currently feels shabby, rundown, and uninviting. I love the Pastega lights. I would like to see that continue as a free event. But maybe things like an interactive Winter Wonderland or Harvest Festival (with a farm animal petting zoo) and food sales could generate a bit of income. How about a food truck festival? Art show?
126	I would love to see an ice rink in town, since my daughter just started learning the sport and driving to Eugene every week is taking a toll on my wallet with gas prices rising again. I know it's a long shot, but this would be what I would like to see most.
127	Will continue to boycott animal abuse. Animals are not for our entertainment. They are living things and we should treat them with the respect that we want to teach out children to treat others with.
128	I feel the fairgrounds plays a vital role in breaching the gap between rural and urban life. There is something so incredibly rewarding to watch someone learn and ask questions to members of their community. The fairgrounds allows the "arena" to do that. I'm afraid without the continuing access, our community will no longer have the means or ability to encourage or facilitate that communication. Our communities children would lose out without the arena access. I love taking out of town friends to the fairgrounds for events. Whether it is watching a horse show or a rodeo, it's all enjoyable.
129	Work with Knife River to upgrade the footing. Invest in some arena working equipment. Drop the lights down to a level that makes the arena brighter.
130	I am an equestrian and often have to travel great distances for horse shows that could be held locally with good footing and an arena. Shows are expensive to put on but attract business to the area with use of hotels, restaurants and on site camping. Our horses are valuable team members and we protect their legs. Having good footing is important to us. Having a local, AFFORDABLE place to train would be great!
131	The arena would likely be used more if they added a warmup area. Which would be much more cost affective than transforming it to something completely different. The facility in Linn County is utilized tremendously because of the greater space to house horse related events(warm up area, stalls, vendor space, etc.). What about covering the outdoor?
132	Bring some current music concerts don't just have country artist.
133	Great location that has suffered under past uncaring leadership. The potential is there. Keep trying.
134	I'm 60yrs old and have participated at the Fairgrounds along with my children and there children. Have brought our classic car to the car shows. The fairgrounds are what brings our kids and families together. I'm finding out that many horse facility's are making it so expensive to rent and use. Family's can't afford participating in any events. Please take consideration of our children in the community. Thank you. LouAnn
135	The fairgrounds arena needs to be affordable and safe for family equine events.

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136	I really love dogs but just ADVERTISE whatever it is because I don't drive by the sign on 53rd and miss everything. Just not guns; anything but guns.
137	BCF policy and customer service changes over the last couple of years is damaging relationships with long-time users. BCF fee increases and changes in pricing structure are pricing-out some users. I firmly believe this is deliberate on the part of BCF's management in order to push her own vision for the Fairgrounds. If some "less favorable" users are priced-out, then it supports her goal of bringing in what she sees as more desirable users. I think she needs more oversight from the BOC and more accountability to the public. I'm glad that this master plan process is happening. It's scary to think what changes she could've made if she weren't forced to pause and listen to the public. Ultimately, she works for the residents. She is not the ruler of her own kingdom.
138	I notice that the fairgrounds is looking nicer these days, than it had looked a few years ago. It would be cool to have more community events there.
139	Please update try to update the facilities and bring in attractions at the county fair that will draw in more community members.
140	It is a great asset for the youth of the community to be able to use the fairgrounds. By keeping our youth busy 1) keeps them out of mischief 2) teaches responsibility 3) teaches them respect
141	It is a great facility. However, we recently attended the rodeo and could barley hear the announcer. The lighting is awful.
142	I love the fairgrounds, the simple look, ease of access to buildings. My kids and I ride all over the park and they look forward towards using the arena. We love the Pepsi lights. Please keep it accessible to the horse/livestock community.
143	I support equestrian activities year around at the fairgrounds.
144	Tax payers should have an affordable place to use fir their animals
145	I have such fond memories of attending the Benton County Fair in the 70's and 80's. Attending concerts in the 80's. I've attended a variety of activities over the last 30-40 years. There is so much opportunity.
146	I personally have enjoyed several fun dog Agility events at the Fairgrounds. People in the community are putting up amazing Christmas displays and having a wonderful time in the process. Isn't that more important to families than screen time? I am 71 and grew up in Corvallis and remember events at the Fairgrounds as highlights of my youth. Thank you!
147	Coordinate with other venues - OSU, theaters, outdoor venues in summer, indoor venues in winter. Partner with local restaurants/caterers and hotels for events that bring out-of-towners. Remember that Corvallis is only 30,000 people without OSU students.
148	Mix up your music pull more cultures. Not just country. Rock, reggae, island, and dance. More food cart options, love the gyros but more options would be good.
149	Avoid animal abuse entirely
150	Keep the Arena up and the stalls in good shape so we can continue to shape young people's minds and bodies with something other than video games

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151	The horse arena should be improved or at least maintained as it is a valuable resource for the community. Indoor arenas of this size and quality are a valuable commodity and should be prized.
152	We ought not to try and compete with Albany for major events like the reptile show. Albany is on I-5 and has a large venue. If we try to do that, we will go broke.
153	I live in Eugene and only come to Benton County for dog agility activities. Of course once there, I need to pick up a few things at the store, go to restaurants etc. Keeping the fairgrounds affordable keeps me spending in the area.
154	Please do not change the indoor arena into an exhibition center with a concrete floor. The dog and horse events that have been using it for years and paying for the space will have to go elsewhere. The building could use some updates, but please don't eliminate the activities that have been supportive of your space for many years.
155	Please consider animal-free circuses instead of ones that exploit animals. The Flynn Creek Circus is a great example of one that doesn't use animals that thrived when they came to Corvallis last year for the first time, and locals loved them!
156	There is a lot of parking space, thus a good place for more community events that encourage creativity (fiber and pottery fairs, environmental fairs such as the Mother Earth News events in Albany. Rental costs could be on a sliding scale for non-profit organizations that are open to the public to encourage the dissemination of information and opportunities.
157	I know a lot of people go to Albany and Portland for a lot of events (Albany Parks and Rec puts on some great series of shows), and there's enough interest in them that I'm sure people would love to come to (or stay in) Corvallis for similar events!
158	No more circuses, please! Humane animal events like dog agility trials would be great. Partner with cultural groups to have cultural festivals like Lunar New Year, and the Hindu Festival of Colors. Take advantage of the rodeo grounds and the large Spanish speaking population in the Willamette Valley - invite Mexican rodeos! Use the large space to have more science festivals that would benefit from outdoor venues. Bring in a rocket ship or fighter jet; have a punkin-chunkin contest; expand da Vinci days to have more large-scale science themed exhibits. Stage community-wide table-top and other emergency preparedness/response drills to prepare for Cascadia.
159	Thank you for asking for community input!
160	We love the Benton County Fairgrounds!. We attend winter farmers market every Saturday. We attend some other events too. I wish the parking lot could be improved in an environmental friendly way.
161	More parking is available at the Fairgrounds than downtown. I am not suggesting that we move events, but perhaps consider adding events
162	The area does not have the resources to support large conventions or live venues. Those,

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163	No matter what changes you make to the fairground, it remains unfeasible to be used for large or convention types of venues (which are well served by the Linn county facility) because there are no supporting facilities near the fairground. Where would people stay? How would hoards get there from downtown hotels? Unfeasible! Serve our own fist!!
164	It's a fairgrounds, not an international marketplace. Keep it simple, keep it classy, don't try to make it into something it isn't, or you will drive people away. Lots of restrooms, clean floors, and low rental rates. Linn County sets a great example!!!
165	Expand the Master Gardener Program to include children.
166	Is the fairground used enough to justify its expense? What about using the land for a criminal justice center?
167	Am not supportive of using tourism tax for fair. Need to use it for helping address affordable housing, homelessness and services that will help tourism employees.
168	Maintaining a vibrant fair is very important but it has become stale....need more space for vendors, and exhibits
169	I like the blend of activities the fairgrounds offers. More revenue producing events would be fine to help balance the budget, but would not like to offer this at the expense of the community activities we have traditionally had. Having an entrepreneurial strategy, like installing r.v. Hookup sites in the parking lot was a great idea. Keep that vision alive. Keep vehicle traffic off the area around the oaks in the late fall, winter and spring. Compaction will slowly degrade the stand and they are an important, irreplaceable asset. Please manage them wisely.
170	Sell the Fairgrounds. Lease the Fairgrounds for the County Fair. Let a private entity own/operate the property.
171	I think there is a pretty good mix of events at the fairgrounds. A larger fairgrounds/buildings would allow for expanded events. Maybe one large building that could be converted into multiple large rooms when needed. A building or outdoor grandstand that could also be used as a concert venue would also be great. I'd like to see the demo garden stay too.
172	The current state of structures at the Fairgrounds represents an incremental approach to investment that has resulted in a fragmented utilization of the property that has reduced it's value and function for the community. Before construction investment is undertaken and comprehensive planning process should be undertaken in an effort to anticipate the needs for the fairgrounds over the next 40 - 60 years and beyond. Infrastructure investments should be aligned to the long term vision for the property.
173	develop better meeting rooms - variable sized with dividers, good acoustics, nice chairs and tables
174	I'd like part of the fairgrounds to be set aside for long term camping and/or affordable housing for low income people who cannot afford to live in the community.
175	Fairgrounds is a valuable community asset and is a worthy county investment.

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176	A commercial grade kitchen for use by Benton County small farmers for value added products would be a useful resource. An affordable rental fee to non-farmers could fill in other calendar dates.
177	No more circuses w/ animals!
178	It is important for the fairgrounds to provide the types of spaces that have limited availability elsewhere. For example, it is much more important to have indoor and outdoor arenas than to have trailer storage. It is important to have meeting spaces where animals are welcome.
179	The parking lot needs leveling. A lot of pooling and potholes in it. Seems like it would be a likely place for a food competition, appliance shows, solar energy demos.
180	This should be a plasma for the community to gather. We should have the opportunity to go there to learn, grow, and strengthen as a community.
181	BCF could increase its' public education role with plantings of native trees, bushes and edibles and signage about the value of that. BCF could provide public service/ education on its' billboard with messages related to health, the environment or other things that will make our world a better place for all (something like /e.g. : "Driving less and slower reduces Greenhouse Gas emissions that contribute to severe weather events" ... or class announcements or Sustainability Coalition news....)
182	Clearer signage for vendors directing to set-up areas would be an improvement. Directions to the exits from the parking lot are not always visible.
183	This facility needs to fill the niche for small to medium sized events that interest the COUNTY residents not just Corvallis
184	Whatever is decided it should be a balance between the overall community interests and values. Our family is at the fairgrounds for 4H, and other livestock learning opportunities now. All of which are part of our particular families interests.
185	Would love to see large event space so we do not have to rely on OSU for events. Holiday events/craft fairs. Spaces that are heated in the winter/AC in the summer. Upgrade.
186	Keep up the great work
187	The 4-H kids are the main draw to the Benton County Fair. This is a community draw for people who do not have access to farm animals. 4-H kids are role models for others.
188	If any of this sounds interesting and you'd like details, call me at (541) 250-2027. Kind regards, Adrienne Fritze
189	keeping the FAIRGROUNDS AG based is essential to our community. If they try and make it like the ALBANT EXPO center without incorporating AG based events then its just another EXPO center with concrete and no life!
190	Lately seems more of a convention center than a county/community gathering place
191	I love the fairgrounds, please try to save the natural feeling.
192	There absolutely needs to be a covered arena with flooring suitable for horses and large dog courses such as agility
193	Maintaining it as a fairgrounds for the 4H youth is very important.

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194	I hope rental rates don't continue to increase or local groups will be priced out of holding events at the fairgrounds.
195	The arena must continue to act as a bridge for 4-h youth in this community. Kids are learning life long lessons that are not taught out of a book or classroom.
196	I would like to see the fairgrounds keep the arena and work towards developing the funding to replace the auditorium with a larger building that would be desirable as a conference/events center. I think in the long term the arena would have higher maintenance and heating/cooling costs than a building built specifically for a conference center.
197	My kids were 4H members all through their growing up years and we have many happy memories of 4H using the fairgrounds and especially the arena.
198	Would like to see the arena be kept available for open public riding
199	I enjoy the fairgrounds. I really like the fair and I hope to see it continue. An infusion of funds would help.
200	It's important to retain the use of the fairgrounds as an emergency gathering space for people and animals in the event of disasters such as wildfire, flooding, earthquake, and other community disasters
201	The arena and barns need to be properly maintained for animal events. All fair events (open, 4-H, FFA) need to be held at the fairgrounds.
202	A parking structure (below/above ground) for people from out of town to park and then use another mode of transportation to get around the downtown areas (pedicab, electric/conventional bicycles, light-rail, etc.)
203	I think the fairgrounds is doing the right things, but with bigger and better facilities they could do them better and be profitable.
204	What happened to the master plan in 2000 that thousands of dollars were spent on?? Why don't you revisit that disaster you'll find it mirrors what you're looking for??
205	Increased partnerships with local groups are important, such as having OSU and the Corvallis school district utilize the space more. It would also be great to have the County add a business meeting room there, as the County seems to be short on those. The most important thing is to maintain availability for 4-H groups. Opportunities to branch out to bring in more money should be explored, but not at the expense of existing programs.
206	a Mardi Gras party and dance
207	The arena should be reserved for agricultural type events
208	There are a lot of farms in the Corvallis/Albany areas and the need for a place to cater to events with animal themes is real.
209	Critical to future viability if the Fairgrounds is the acquisition if the property west of the Fairgrounds. Alternative funding sources are also needed. It is unrealistic to expect the facility to be totally self-sustaining.

Comments From Public Surveys for Master Plan Update

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| 210 The fairgrounds should utilize space and buildings to continue to provide a variety of facilities, which allows it to host "traditional" events such as the Fair, 4H, farmer's markets, as well as rentals for indoor events, such as meetings and dinners. Each of those events need to pay their way, or if the County decides to subsidize use by the 4H or other non-profit groups, those subsidies need to be transparent and approved as part of the county budget. It would be nice to see the fairgrounds host bigger, revenue producing events, but the location (remote from hotels, restaurants, etc.) may make this difficult without provision of shuttle services or other transportation accommodations. |
| 211 We have venues in Benton County for dress-up, indoor, paved-over events, like the Alumni Center, etc. We DO NOT have other venues for agricultural and animal activities, and for youth organizations that participate in these activities. The Fairgrounds should focus on the community uses first, and tourism as an adjunct. The horse and dog events I have personally participated in there also draw participants from out of town that bring in money. |
| 212 Supporting youth programs such as 4H is imperative and that includes an indoor riding arena for horse 4h. A conference center would be nice but needs to be a separate building designed specifically for the purpose. |
| 213 The arena is amazing, putting money towards it can bring in revenue from the surrounding horse community. It would be great to get horse shows/rodeos/fairs, etc.. in the fairgrounds more |

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214	<p>Nearly limitless Potential to build something the region can be proud of, that will grow with the region. Time for change from old, outdated and small to large, modern, efficient, and ecofriendly that fits the growing regions wants and needs. Structures, or a structure that is multifaceted/ multi-use and that architecturally is distinct and unique, is recognizable and iconic but fits well and blends into the area. Limitless potential: Eco-friendly, green grass roof? Structures that together the roof lines blend into the surrounding rolling hills around bald hill? Lots of glass for spectacular views? Iconic Tourist attraction, Observation Tower/ Deck? Open everyday Restaurants and Entertainment Venues? The Fairgrounds footprint is finite, but can always build up and can always build down underground to ensure that he complex is something that the public can be using constantly, not just sparingly for the annual fairs, annual rodeos, and tailgating a few weekends in the fall. The region needs these events to continue to occur at the Complex but much more events can occur, there are 365 days in a year for events to occur! In fact use of faculties can occur with multiple events simultaneously. Make the complex as efficient as possible. OSU Has historic Gill and Reser, and elegant LaSells Center, City of Corvallis has the prestigious aquatic facility in Osborne and the wonderful Majestic Theatre, Boys & Girls Club has multiple youth gymnasiums for basketball, The new County complex could be county's gem and pride and money maker and popular complex.</p>
215	<p>What is it that the City and OSU, doesn't have that the County can offer? for the youth and families? Robust Equestrian Center? Rodeo Complex? Ice Rink? Roller Hockey Rink? Convention Center space? Large theatre seating? Corporate meeting spaces? Wedding venue space? Create a Transportation Hub with a park and ride? Funding could be a model for Private/ Public partnerships, Could reach out to national and local hotel chains and restaurants, for Hotel, Entertainment, Convention Center development. Are the Corvallis Knights interested in having partnership opportunity to develop office/ headquarters/ practice facilities? How about their own new modern stadium as part of new facilities? Robust grant funding used on state and federal levels in combination with public/ private partnership, along with donations, anything to potentially alleviate tax payers from major levies and still get a modern complex with world class facilities. Contact me for ideas and thoughts 541-231-9895</p>
216	<p>let creative input in and pay artists with vision what you would a landscaper a concreter a contractor for water and power . art is power and artists need to be appreciated. They are your networkers to other forms of income and insight .</p>
217	<p>Supporting youth, 4-H and agriculture is important! Please consider that.</p>
218	<p>I would really like to see more advertising of events in areas other than reader board. (That moves to slow to read it all.) Maybe utilize Facebook, or Email or?? I usually don't know what is going on there until it's over or don't have time to change plans.</p>
219	<p>We love our fairgrounds! Thank you for moving the Christmas display there. So convenient and entertaining. A family tradition. The fairgrounds should also be hardened as a response center in the event of an emergency/natural disaster.</p>

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220	Why limit the types of activities at the Fairgrounds? It would be good to have more background about why this survey is needed.
221	It's just underutilized.
222	You need to keep the country aspect in the fairgrounds. That's its roots for meaning from the beginning. When you let go of your roots whatever you do in the future will be a failure.
223	This facility is a public service just as the county library & pool that attract people from outside the area. Build the existing uses and programs. Extended Learning for small farms is vital to our area. The camping area is vital to our citizens & extended area. Keep the horse arena! It is unique in our area and important. It would make more sense to rebuild the Auditorium. Use the existing pad and area behind it. Removing and incorporating the building behind it. This could be a showcase 3 story building at the entrance. The community depends on the low cost building for large events. It is a public service supported by the tax payers. Just as the County Library and Pool are vital to our county and extended area the fairgrounds are also vital.
224	The fairgrounds has become very restrictive with its pricing and not user friendly. The goal seems to be to drive away users. Many have left because of poor maintenance and customer service. If you were to look back at rentals from 10 years ago and contact those groups who no longer use the facility, they may help you to rebuild a very viable county resource.
225	I love having the farmers market out at the fairgrounds!
226	Please keep the arena for our youth to have a public place to use for their animals. We need to keep a place that we can invest in our youth and keep them busy with outdoors activities and invested in animals that can teach them so much. Please don't become like Lane county and push our youth away.
227	The county should take a tiered approach to upgrading, that includes renovation of facilities. They also need to take a hard look at the use of population using the facility, especially paid events, so that decisions are not skewed toward a small minority of users who typically want it free and do not want to do the bare minimum to clean after their events. They can ruin it for others. %
228	I love the Benton County Fairgrounds!
229	There used to be sport/home shows holiday, motocross, flea market. need better marketing to bring these back.
230	We need some major facility upgrades - a covered arena with shade, padded and numbered seats so you can purchase reserved seats; a reservation system; sound system for concerts; food venue; Expo Center; etc., etc.
231	I think it is important to keep the fairgrounds available to ALL the 4-H activities for our youth. I would also like to see better Fair entertainment and vendors, it's getting pretty lame. We only go to see the kids exhibit their 4-H animals.
232	Oppose paving floor of main arena.

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233	We really need a venue for business to business trade shows, home shows, meeting space for networking events, etc. P.S. If you need quotes to install electronic security systems, please let me know. I'm a 14 year design and sales veteran. Jay Peek Professional Security Alarm 1981 Fescue St. SE Albany OR 97322 541-967-8114
234	Bret Michaels for head liner would make me real happy.
235	I went to the Fair this year for the first time in years (after volunteering through the Whiteside Theatre first), and I had a great time.
236	I'm disgusted by the new rates I have heard about for building rentals under the new management. This is a fairgrounds. Not a fancy events center. Buildings might look nice but it will always smell like cow shit outside.....
237	Paving the parking lot would be a big improvement
238	I don't believe we can compete with the facilities/audience in Linn County, so we should focus on and optimize our unique attributes and the classic appearance of our facilities. We also need to inform our residents that an ongoing public subsidy is needed to keep the fairgrounds operating as a community asset.
239	Bring in more concerts!
240	I would love to see a right hand turn lane when headed south on 53rd at reservoir rd. It would help keep traffic moving
241	Continue and improve equine facilities
242	For some reason, people who rent the available facilities for personal parties don't follow the noise ordinance and there is very little enforcement unless someone else calls the police. This has to be addressed.
243	The Benton County fairgrounds should be open for all of the above in the appropriate buildings. For many years we have enjoyed our community fairgrounds for horse riding during the week and group events. It should belong to the community as a whole not just a few.
244	How about a community spring cleaning/gadget swap in the spring, similar to ski swap in the fall?
245	Please don't take away our covered arena
246	Lower entry fees for vendors to encourage more participation at the fair. The fair gets slimmer every year for some reason. Love the Christmas display!
247	For visual definition, I suggest building a prominent sculpture on the site having unique character defining the fair grounds as a pinnacle event center in our community. It must be visible from great distance so you can identify it as you approach the site.
248	Please bring back the fair. That's what a fairgrounds is good for, a fair and nothing else.
249	The demographics of Benton county have changed dramatically. To me it is unfortunate
250	I know children / family activities have been popular in the past but they don't bring in money and it won't make the fairgrounds sustainable. You need to support activities that will bring in revenue!
251	It seems to me that the fairgrounds facilities are under utilized and when there are events at the fairgrounds, they are not well advertised.
252	Has great potential- use it.

Comments From Public Surveys for Master Plan Update

253 Do NOT put in a housing development!!!
254 PLEASE do not get away from the agriculture community , animal related activities... These DO draw in tourists, and DO include the local community and DO include youth
255 We are not on the I-5 corridor, trying to create tourism opportunities to pull people in seems counter productive to me. I am pleased with up dates and work that Lynn has done since accepting the position at the fairgrounds. I have seen it used more with a diverse numbers of events since she took over than in the previous 20 years.
256 IF NOT PAYING FOR SELF/ACTIVITIES, JUST ANOTHER WAY TO SOAK/TAX THE FEW WORKERS WHO CAN STILL AFFORD TO LIVE HERE.
257 No charge for locals to entry. FREE Better TV coverage! Better event display board, poorly located and too many thanks notes! Swap meets. Better run and managed for more events
258 More Rodeo!!!
259 I love Benton County!
260 Still miss the old sign, never know what's going on. Have to park car and wait through everything and if you look away it's gone by, need a sign for what's going on that week, like what we had before, and still the sign you have now thank you
261 Please work with the Corvallis TSP to help improve transportation to and from the Fairgrounds.
262 You have a unique Fairgrounds will lots of appeal. It is my hope you will respect the past efforts and also look to a bright future.
263 Honestly, I'm not too sure what the fairgrounds are used for other than the County Fair, Library book sale, and the Pastega Christmas Light Display.
264 Do not let a convention type facility become main interest. There are already plenty nearby ex: Albany, Eugene and Salem
265 The fairgrounds needs to be a place for the youth to spend good wholesome time. It needs to incorporate family events, and the spirit of agriculture from farming to ranching. Removing those aspects from a county fairground facility defeats the purpose of a county fairgrounds.
266 Little or no expense for 4-H activities since the fairground was set up for 4-H to begin with
267 A lot of what I'd like to see happen there is already happening. Some of the buildings could use updating, such as better heating (solar?), and some cozier carpeted spaces for local community meetings and educational events or lectures. I would support modest higher taxes as a funding source.
268 I think fairgrounds are a great place for social centers. Having large scale events are a great use of the property.
269 I really like bringing my horse to the arena in the winter
270 Work harder to get better entertainment at fair time. Would help bring more people and revenue to the fair.
271 During the fair, move the K9 facilities away from the main stage so music can happen all day.

Comments From Public Surveys for Master Plan Update

272	This place served an important role to me growing up, I would love for that trend to continue
273	Make the fairgrounds a hub for the immediately surrounding land/area. Sponsor a 5k run up Bald Hill (maintain trails & paths), do nature walks. Host bicycle tours (improve bike lanes & access, esp. to/from Philomath - Reservoir Ave is dangerous). Food truck fair?
274	Realizing it is a lot of work to maintain the grounds, why not organize volunteer days to help clean up and maintain the facilities. Special interest groups would more than likely help if allowed, i.e. horse groups, 4H groups so forth.
275	Timber events and holiday swap meets
276	Minimize "head liners." Maximize use of local or nearby talents. Consider a more participatory, Burning Man, everyone is involved, sort of approach. Maker fairs, Kinetic sculpture, etc. But also keep the animal, agriculture, farm orientations. Simple, huh!
277	Bring in activities for small children at the fair besides dangerous rides. Get some good entertainment for the main stage.
278	Open shows for livestock need to be more exhibitor friendly
279	Please keep the fairgrounds for livestock events.

Exhibit D

Auditorium Building



Benton Arena



Geurber Hall



Outdoor Arena



Solar Building



Livestock Sheds/RV Storage



Equipment/4-H Barn



Pony Barns/Stalls



Beef Barns



Floral Garden

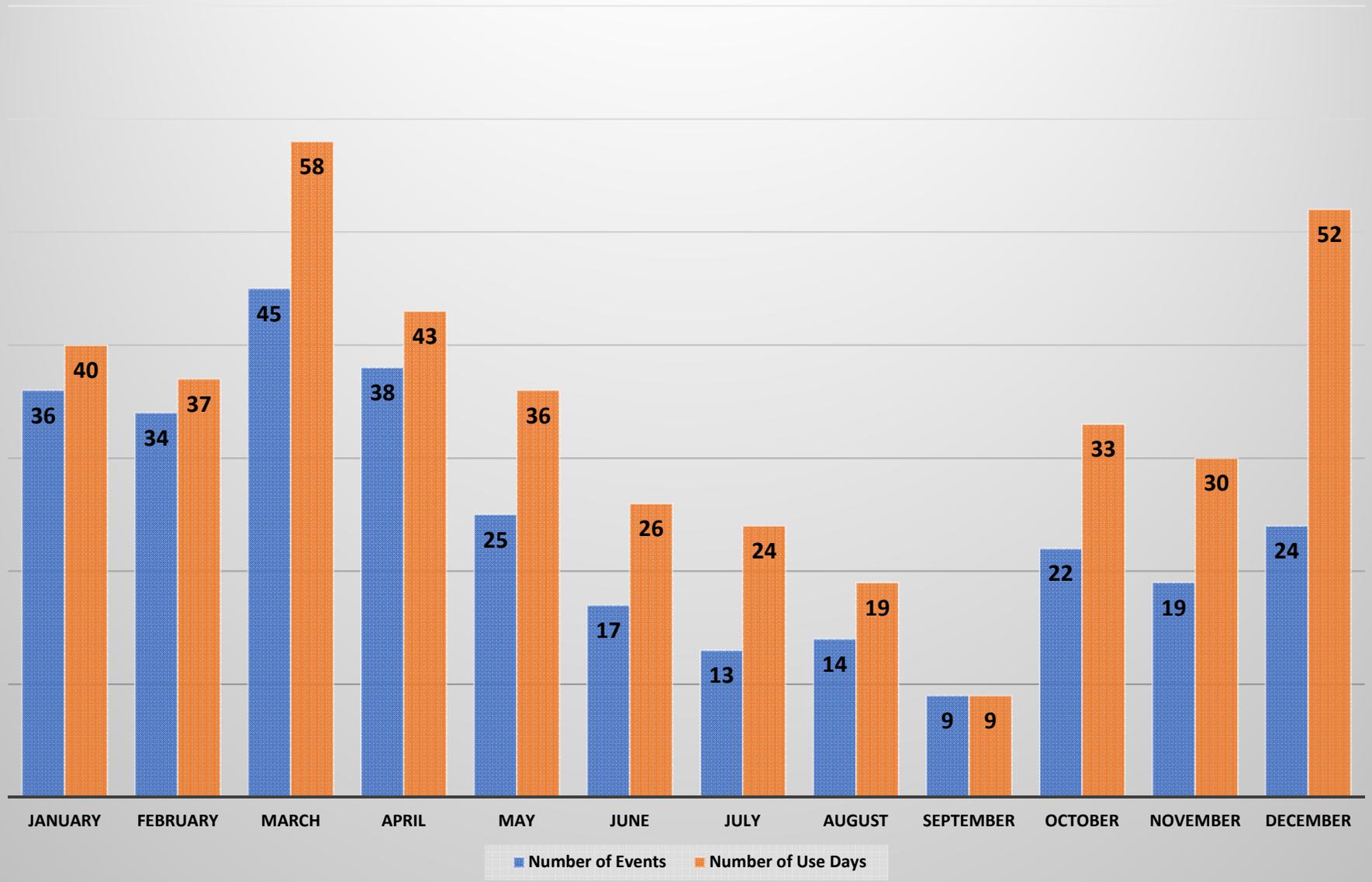


Carriage House

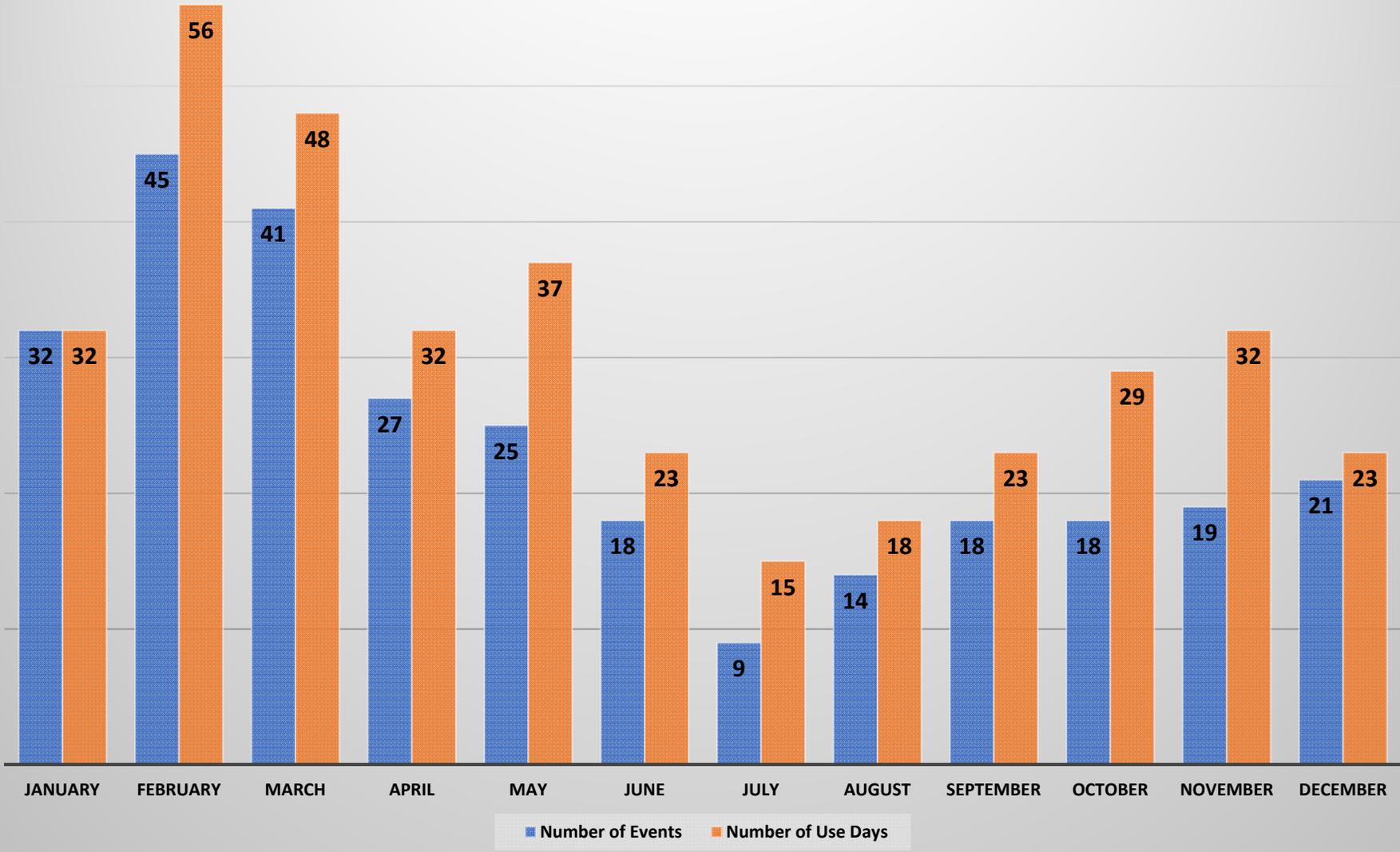


Exhibit E

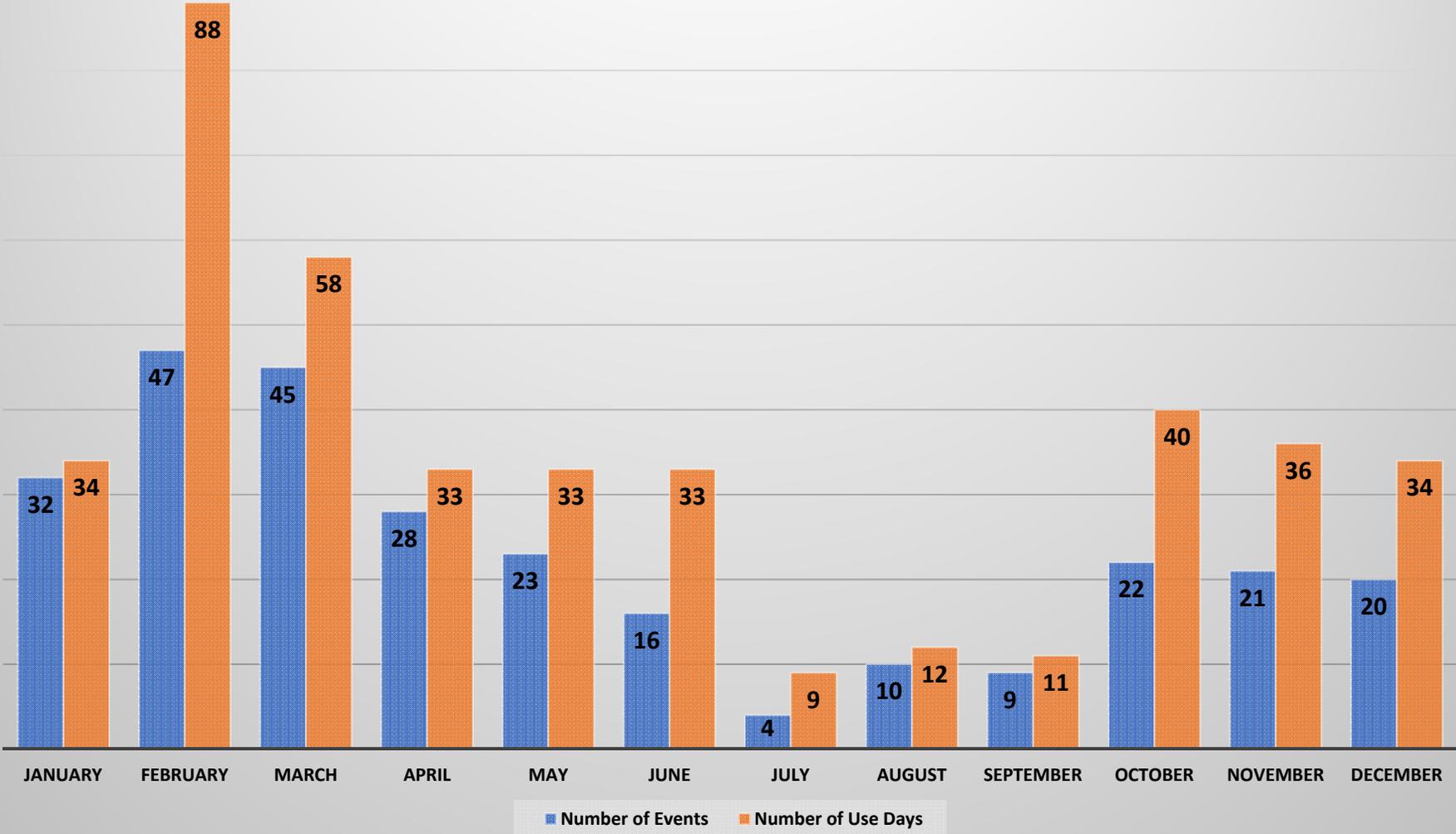
Benton County Fairgrounds 2015 Monthly Events, Use Days



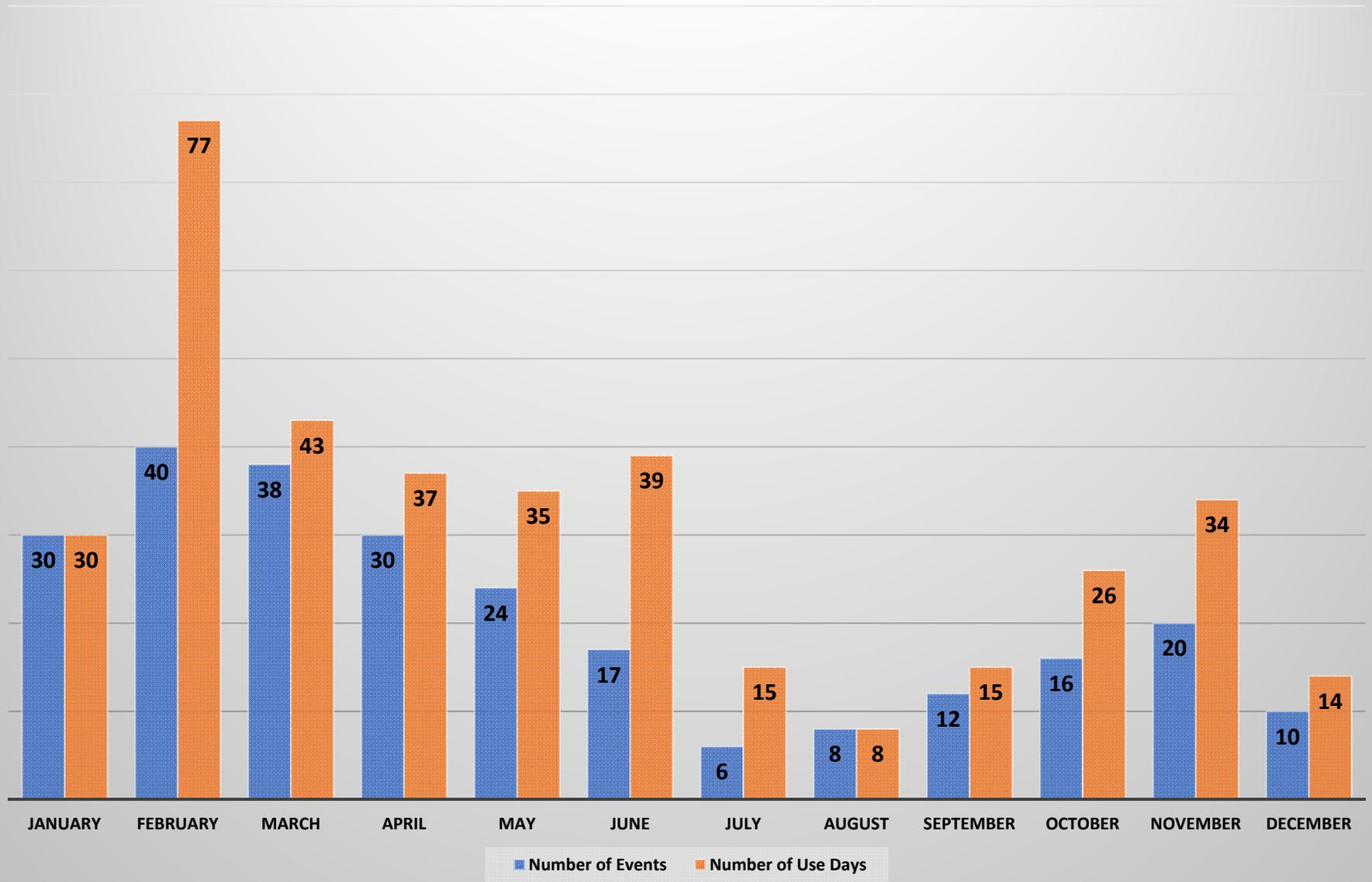
Benton County Fairgrounds 2016 Monthly Events, Use Days



Benton County Fairgrounds 2017 Monthly Events, Use Days



Benton County Fairgrounds 2018 Monthly Events, Use Days



Benton County Fairgrounds Event Distribution by Month, 2015 - 2018

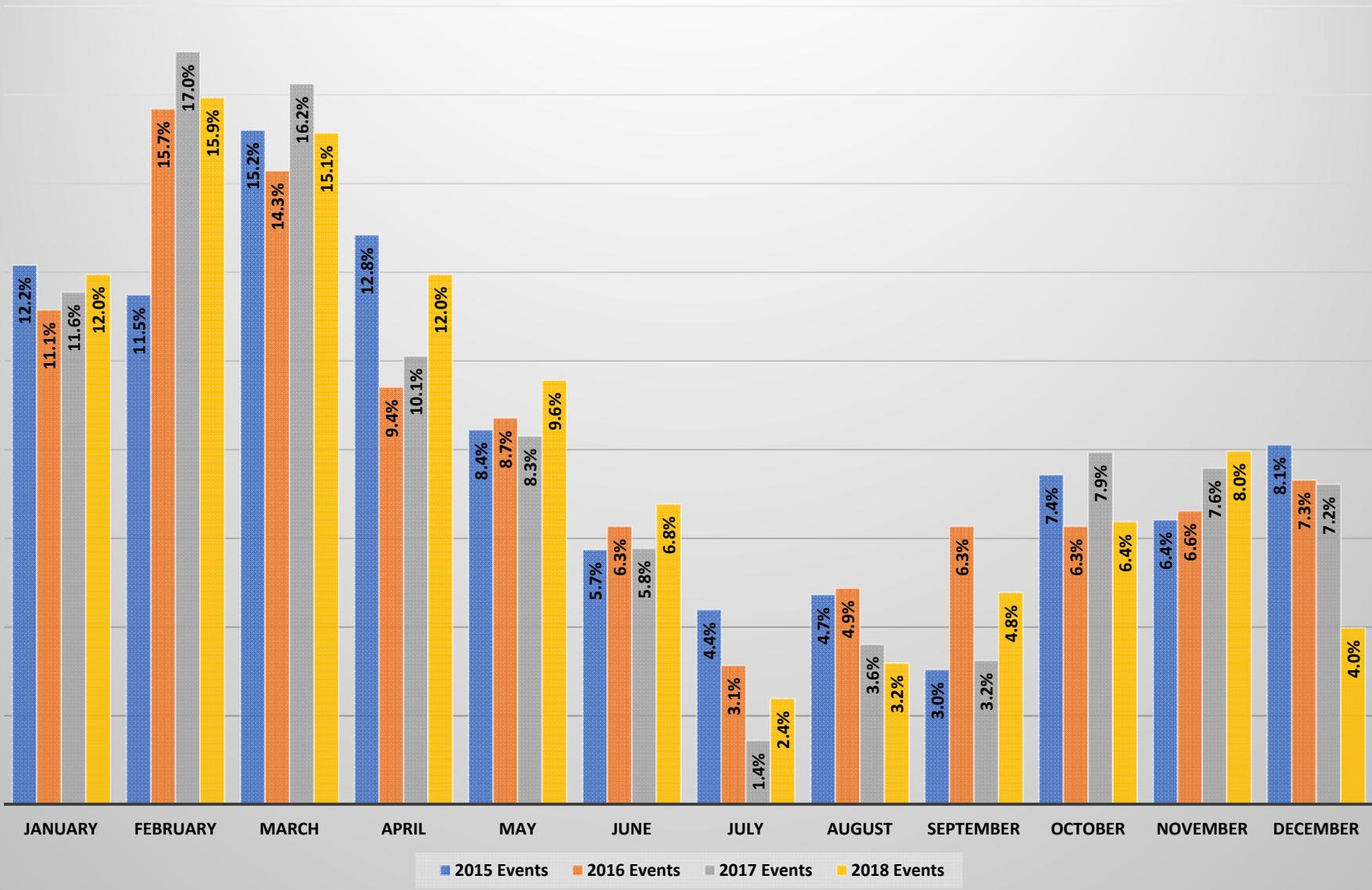


Exhibit F

**Benton County Fairgrounds
Market Profiles by Drive Times**

	Within Drive Times		
	10 Minutes	20 Minutes	30 Minutes
Population	<u>54,800</u>	<u>78,200</u>	<u>149,200</u>
Households	<u>22,000</u>	<u>31,500</u>	<u>58,700</u>
Persons per Household	<u>2.49</u>	<u>2.48</u>	<u>2.54</u>
Median Household Incomes	<u>\$50,600</u>	<u>\$53,600</u>	<u>\$55,300</u>
Average Household Incomes	<u>\$77,500</u>	<u>\$78,200</u>	<u>\$74,700</u>
Age	<u>28.4</u>	<u>31.7</u>	<u>35.0</u>
Ethnicity:			
White	81.0%	82.6%	84.6%
Asian	9.2%	7.5%	4.7%
All Other	9.8%	9.9%	10.7%
Hispanic Descent	7.9%	8.2%	9.9%

Source: ESRI and Markin Consulting

**Benton County Fairgrounds
Population Trends - 2000, 2010, 2018, 2023**

Market Area	2000	2010	2018	2023
10 Minutes	<u>47,199</u>	<u>51,057</u>	<u>54,774</u>	<u>57,378</u>
20 Minutes	<u>67,125</u>	<u>72,976</u>	<u>78,181</u>	<u>81,903</u>
30 Minutes	<u>122,688</u>	<u>138,384</u>	<u>149,204</u>	<u>156,983</u>

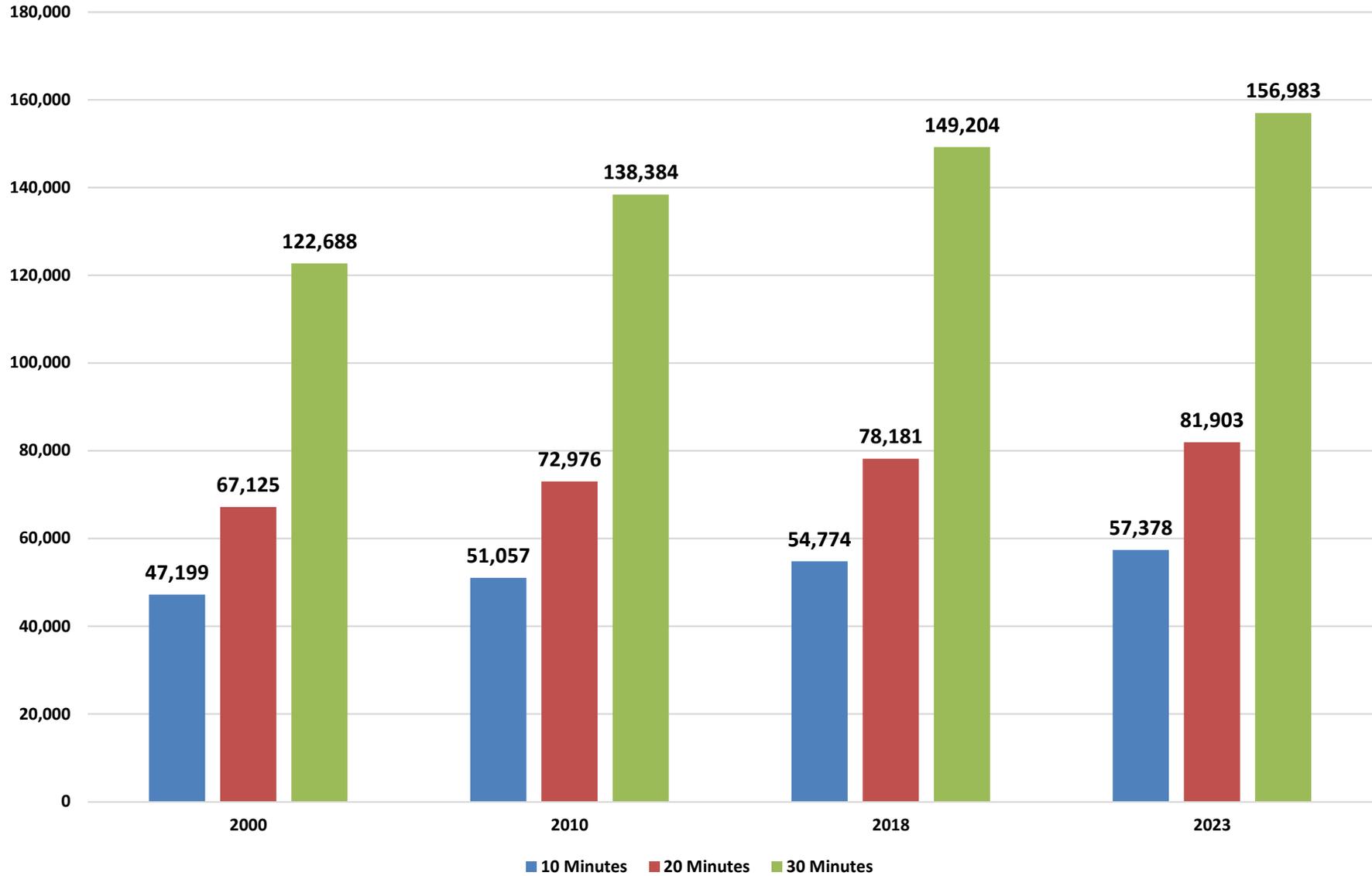
Source: ESRI 2018

**Benton County Fairgrounds
Population Stratification Trends - 2000, 2010, 2018, 2023**

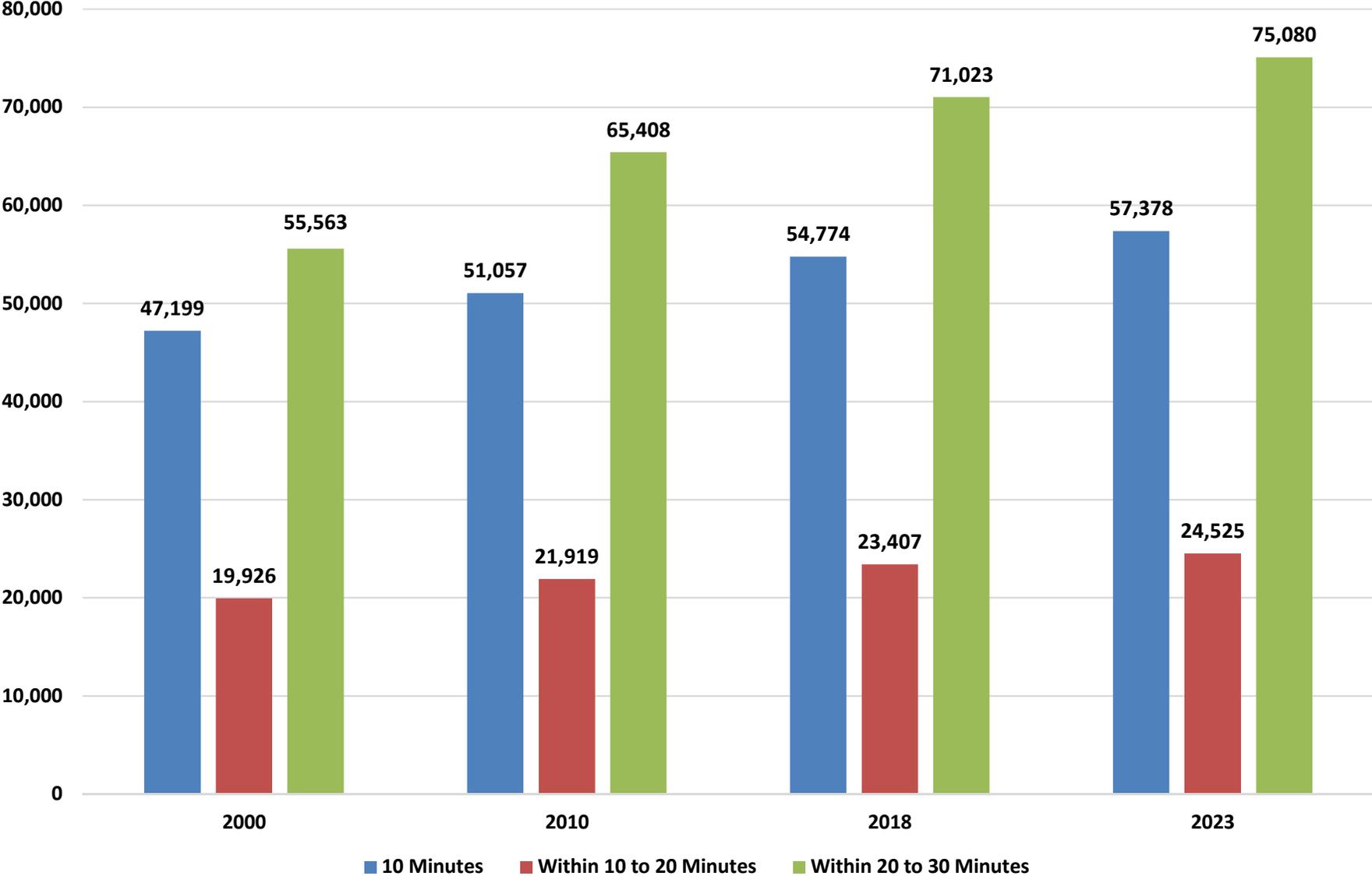
Market Area	2000	2010	2018	2023
10 Minutes	<u>47,199</u>	<u>51,057</u>	<u>54,774</u>	<u>57,378</u>
Within 10 to 20 Minutes	<u>19,926</u>	<u>21,919</u>	<u>23,407</u>	<u>24,525</u>
Within 20 to 30 Minutes	<u>55,563</u>	<u>65,408</u>	<u>71,023</u>	<u>75,080</u>

Source: ESRI 2018

Benton County Fairgrounds Population by Drive Times, 2000, 2010, 2018, 2023



Benton County Fairgrounds Population Distribution by Drive Time, 2000, 2010, 2018, 2028



**Benton County Fairgrounds
Households Trends - 2000, 2010, 2018, 2023**

Market Area	2000	2010	2018	2023
10 Minutes	<u>18,464</u>	<u>20,599</u>	<u>21,992</u>	<u>23,045</u>
20 Minutes	<u>26,336</u>	<u>29,602</u>	<u>31,494</u>	<u>32,494</u>
30 Minutes	<u>47,737</u>	<u>55,045</u>	<u>58,736</u>	<u>58,736</u>

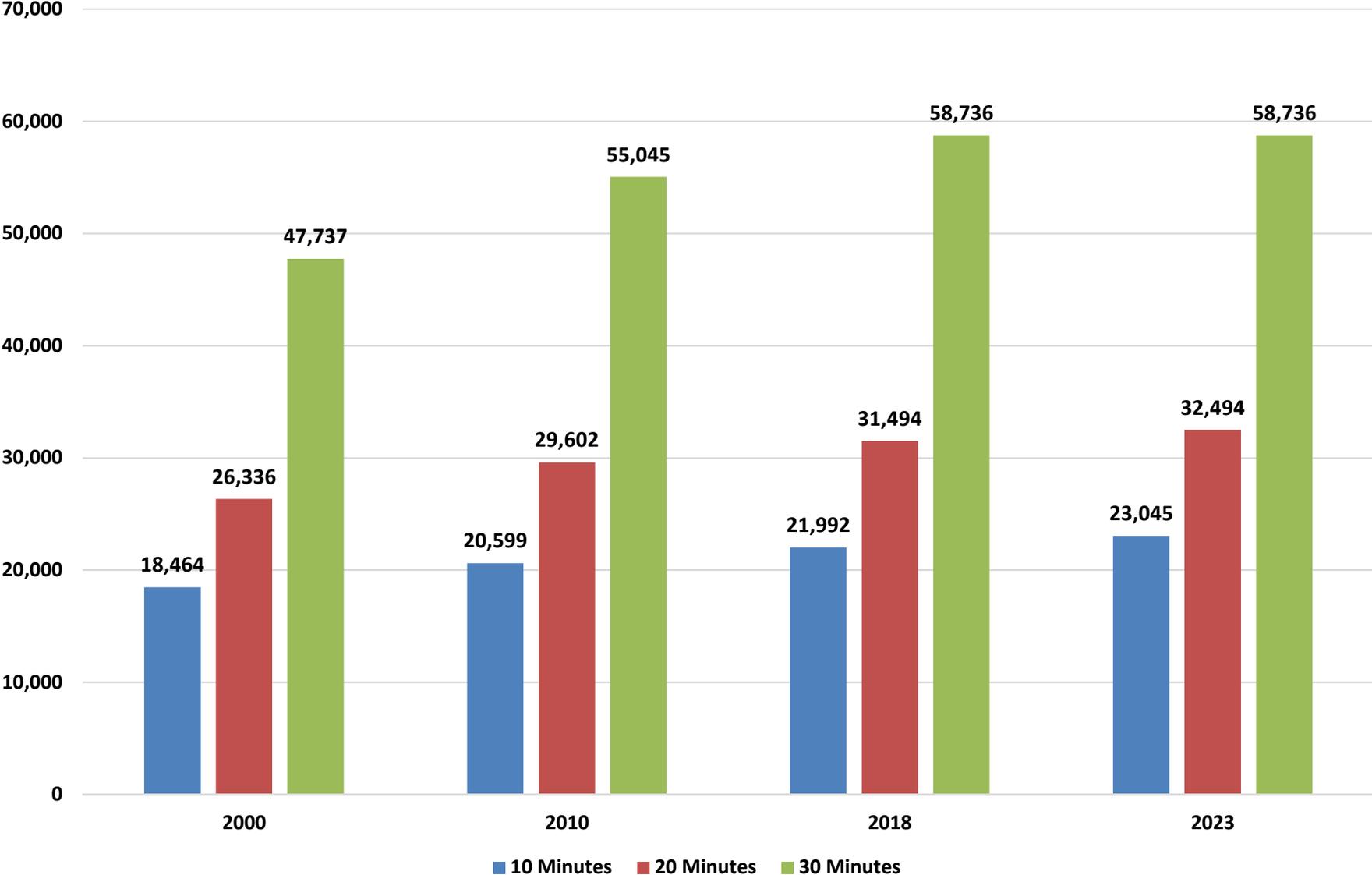
Source: ESRI 2018

**Benton County Fairgrounds
Household Stratifications Trends - 2000, 2010, 2018, 2023**

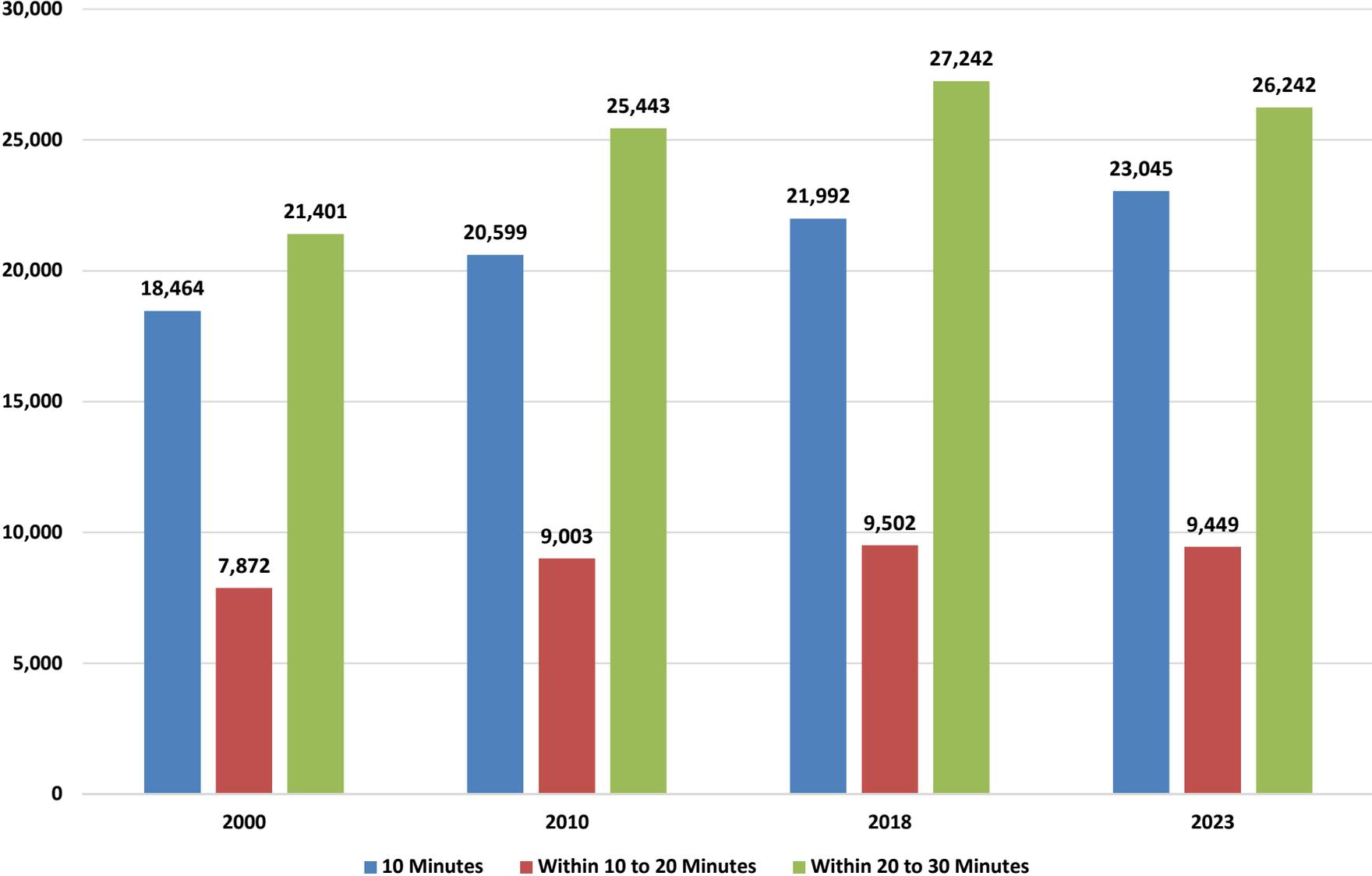
Market Area	2000	2010	2018	2023
10 Minutes	<u>18,464</u>	<u>20,599</u>	<u>21,992</u>	<u>23,045</u>
Within 10 to 20 Minutes	<u>7,872</u>	<u>9,003</u>	<u>9,502</u>	<u>9,449</u>
Within 20 to 30 Minutes	<u>21,401</u>	<u>25,443</u>	<u>27,242</u>	<u>26,242</u>

Source: ESRI 2018

Benton County Fairgrounds Households by Drive Times, 2000, 2010, 2018, 2023



Benton County Fairgrounds Household Distribution by Drive Times, 2000, 2010, 2018, 2023



**Benton County Fairgrounds
Median Household Income Trends - 2018 and 2023**

Market Area	2018	2023
10 Minutes	<u>\$50,646</u>	<u>\$55,668</u>
20 Minutes	<u>\$53,560</u>	<u>\$59,111</u>
30 Minutes	<u>\$55,317</u>	<u>\$60,549</u>

Source: ESRI 2018

**Benton County Fairgrounds
Per Capita Income Trends - 2018 and 2023**

Market Area	2018	2023
10 Minutes	<u>\$31,931</u>	<u>\$35,515</u>
20 Minutes	<u>\$32,110</u>	<u>\$35,778</u>
30 Minutes	<u>\$29,966</u>	<u>\$33,505</u>

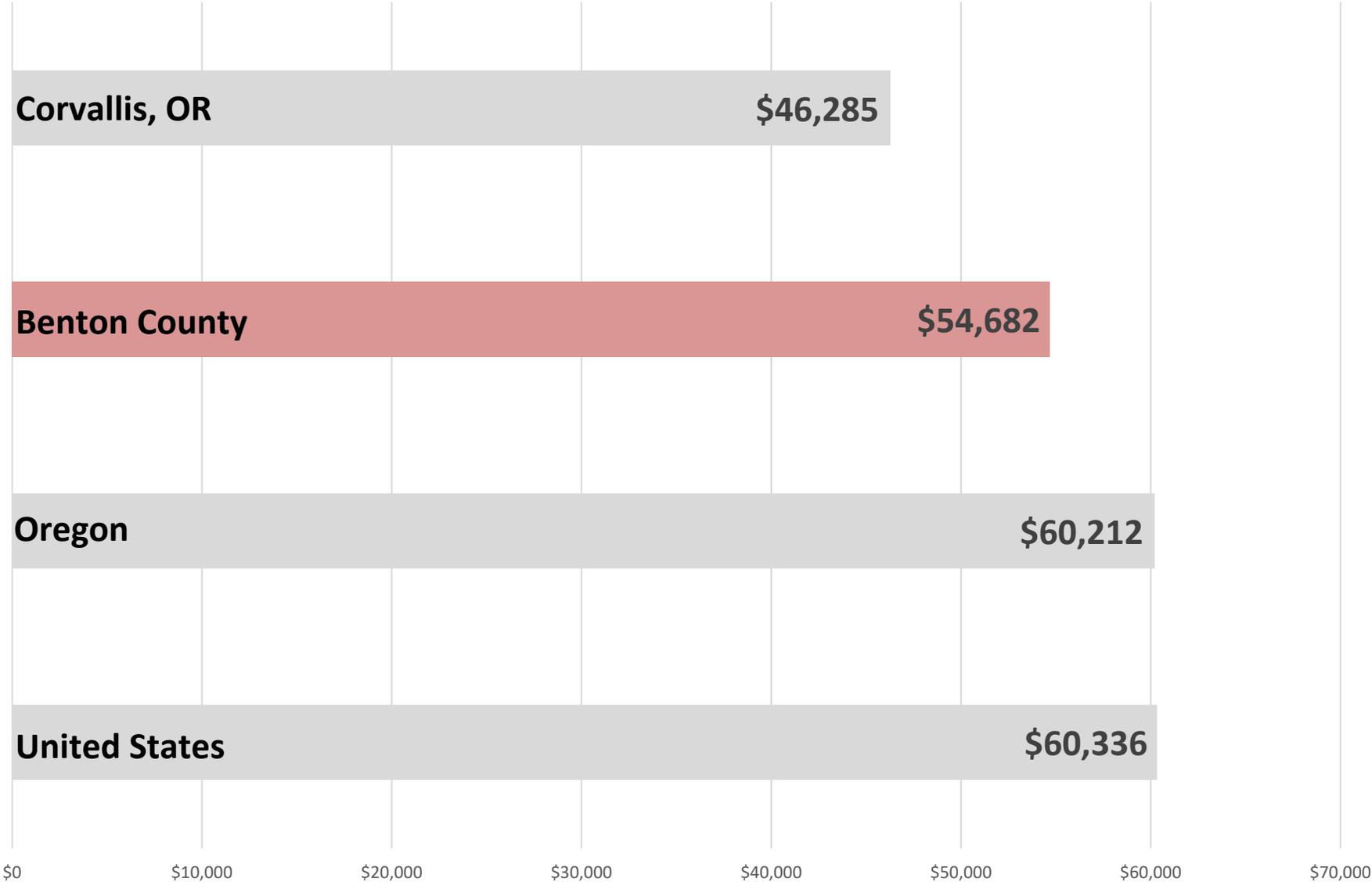
Source: ESRI 2018

**Benton County Fairgrounds
Average Household Income Trends - 2018 and 2023**

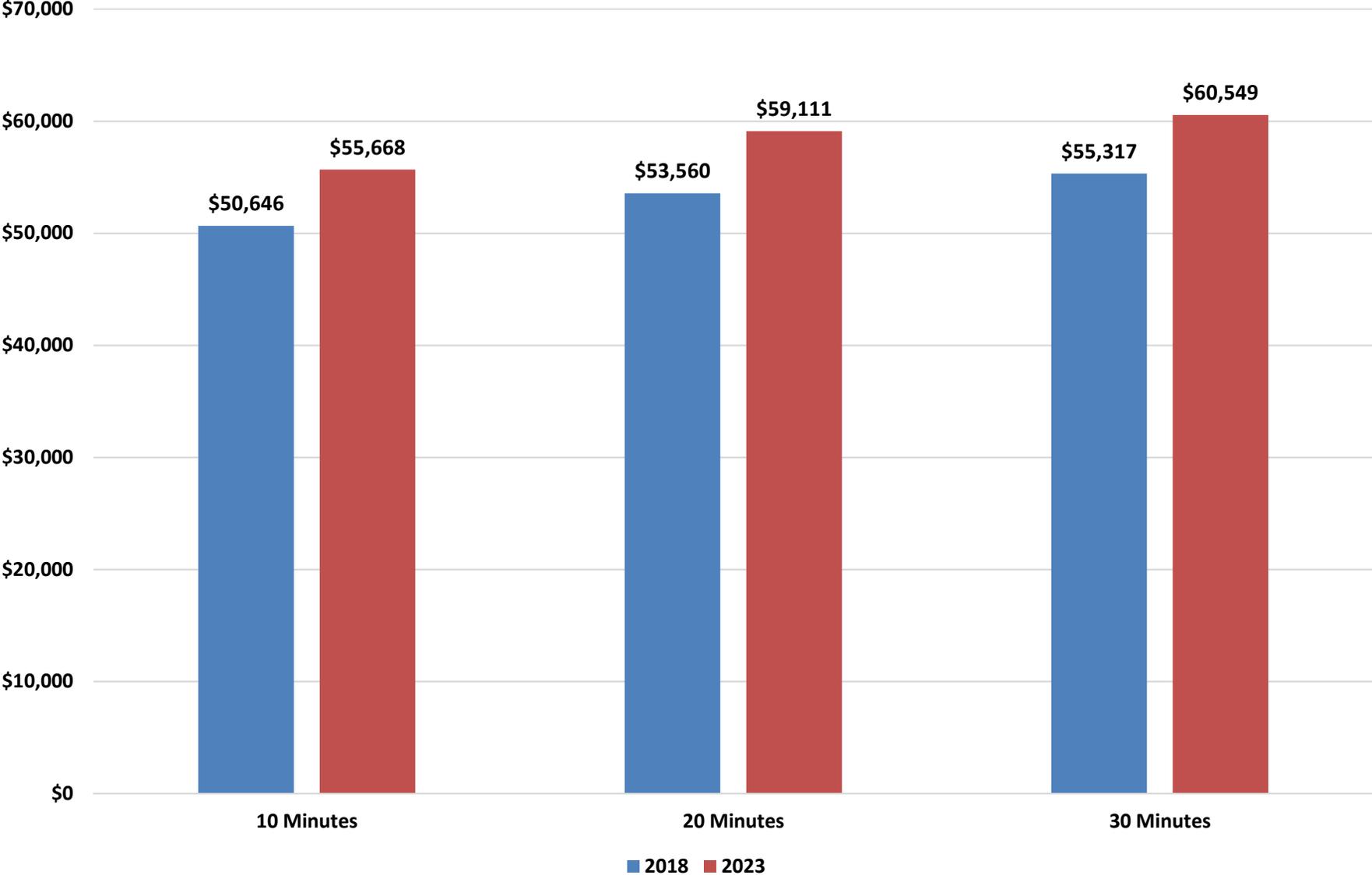
	2018	2023
10 Minutes	<u>\$77,454</u>	<u>\$86,453</u>
20 Minutes	<u>\$78,167</u>	<u>\$87,432</u>
30 Minutes	<u>\$74,725</u>	<u>\$83,926</u>

Source: ESRI 2018

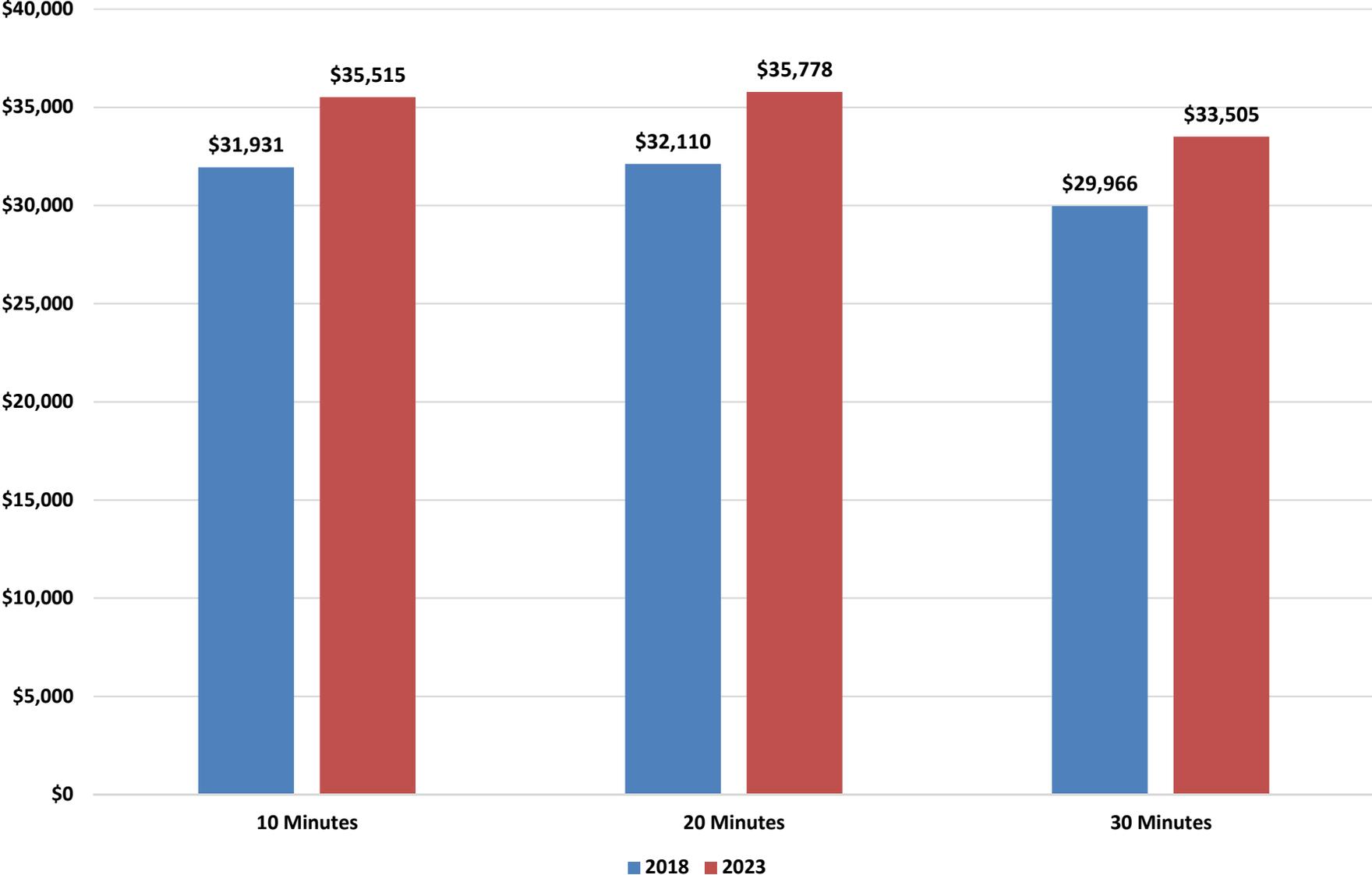
Benton County Fairgrounds 2017 Median Household Income Comparison



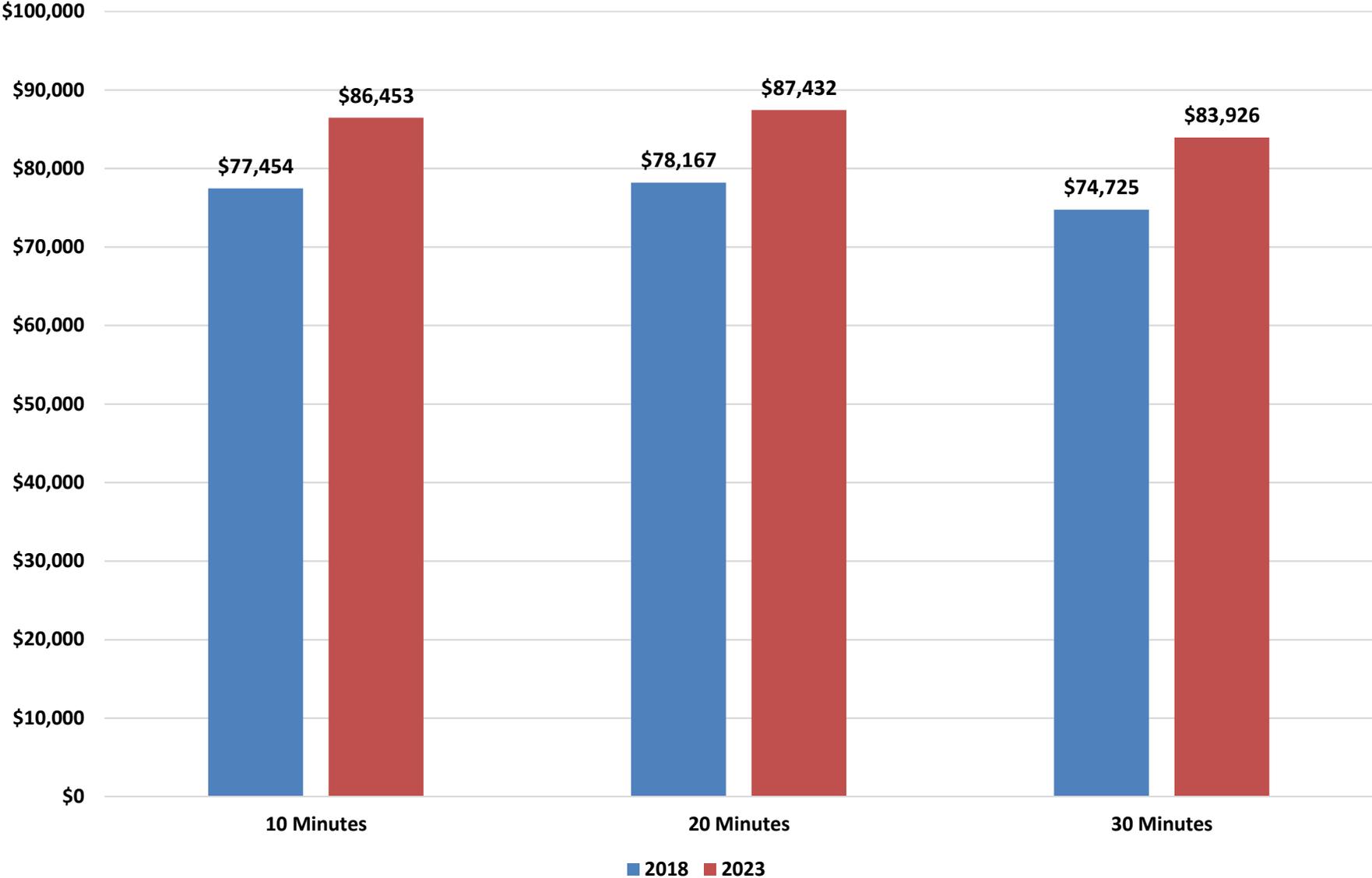
Benton County Fairgrounds Median Household Income by Drive Times, 2018, 2023



Benton County Fairgrounds Per Capita Income by Drive Times, 2018, 2023



Benton County Fairgrounds Average Household Income by Drive Times, 2018, 2023



Benton County Fairgrounds

Median Age Trends

Market Area	2010	2018	2023
10 Minutes	<u>26.7</u>	<u>28.4</u>	<u>29.8</u>
20 Minutes	<u>29.7</u>	<u>31.7</u>	<u>33.3</u>
30 Minutes	<u>33.5</u>	<u>35.0</u>	<u>36.3</u>

Source: ESRI 2018

**Benton County Fairgrounds
Age Distribution Trends - 2010, 2018, 2023**

Market Area	Ages						
	0 - 14	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
<u>2010</u>							
10 Minutes	<u>12.2%</u>	<u>35.2%</u>	<u>12.9%</u>	<u>8.8%</u>	<u>10.4%</u>	<u>9.9%</u>	<u>10.6%</u>
20 Minutes	<u>13.8%</u>	<u>29.2%</u>	<u>13.0%</u>	<u>9.6%</u>	<u>11.7%</u>	<u>11.3%</u>	<u>11.5%</u>
30 Minutes	<u>17.0%</u>	<u>21.6%</u>	<u>13.2%</u>	<u>11.0%</u>	<u>12.5%</u>	<u>12.0%</u>	<u>12.7%</u>
<u>2018</u>							
10 Minutes	<u>11.1%</u>	<u>32.8%</u>	<u>14.8%</u>	<u>8.5%</u>	<u>8.7%</u>	<u>10.7%</u>	<u>13.4%</u>
20 Minutes	<u>12.6%</u>	<u>26.8%</u>	<u>14.9%</u>	<u>9.5%</u>	<u>9.6%</u>	<u>12.0%</u>	<u>14.7%</u>
30 Minutes	<u>15.6%</u>	<u>20.0%</u>	<u>14.4%</u>	<u>10.9%</u>	<u>10.9%</u>	<u>12.4%</u>	<u>16.0%</u>
<u>2023</u>							
10 Minutes	<u>11.1%</u>	<u>31.0%</u>	<u>14.8%</u>	<u>9.7%</u>	<u>8.1%</u>	<u>9.9%</u>	<u>15.5%</u>
20 Minutes	<u>12.4%</u>	<u>25.2%</u>	<u>14.6%</u>	<u>10.7%</u>	<u>9.1%</u>	<u>10.8%</u>	<u>17.1%</u>
30 Minutes	<u>15.4%</u>	<u>18.8%</u>	<u>14.4%</u>	<u>11.8%</u>	<u>10.2%</u>	<u>11.4%</u>	<u>18.2%</u>

Source: ESRI 2018

**Benton County Fairgrounds
Benton County Projected Ages, 2020**

Market Area	Ages						
	0 - 14	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Benton County							
Number	<u>11,485</u>	<u>22,459</u>	<u>13,447</u>	<u>10,415</u>	<u>8,265</u>	<u>9,957</u>	<u>15,350</u>
Percentage	<u>12.6%</u>	<u>24.6%</u>	<u>14.7%</u>	<u>11.4%</u>	<u>9.0%</u>	<u>10.9%</u>	<u>16.8%</u>

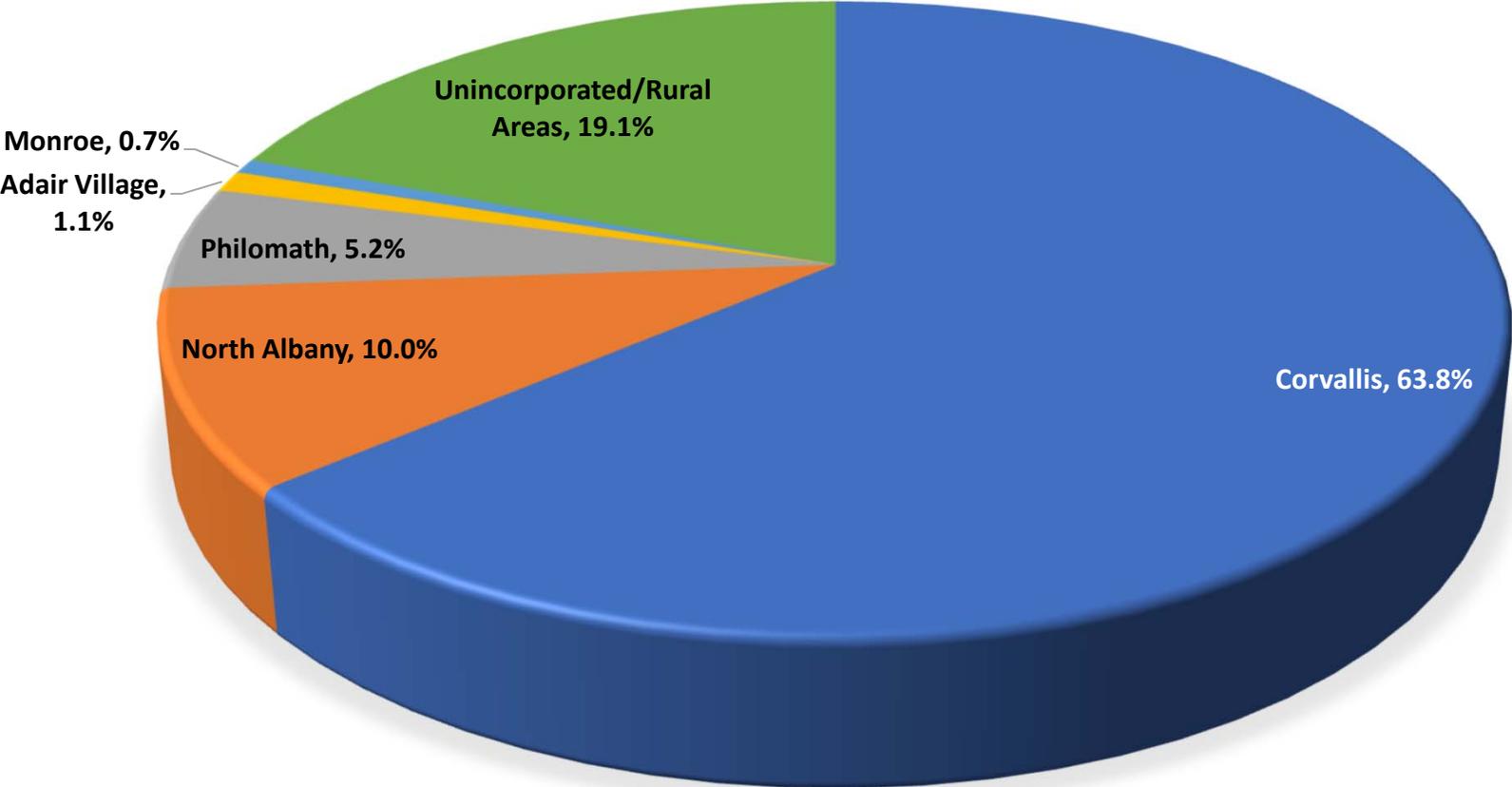
Source: Office of Economic Analysis, Department of Administrative Services, State of OR

**Benton County Fairgrounds
Race/Ethnicity Trends**

Market Area	Race/Ethnicity							
	White	Black	American Indian	Asian	Pacific Islander	Other Race	Two or More Races	Hispanic
2010								
10 Minutes	<u>84.7%</u>	<u>1.0%</u>	<u>0.7%</u>	<u>7.0%</u>	<u>0.3%</u>	<u>2.4%</u>	<u>3.9%</u>	<u>6.7%</u>
20 Minutes	<u>85.9%</u>	<u>0.9%</u>	<u>0.7%</u>	<u>5.7%</u>	<u>0.3%</u>	<u>2.6%</u>	<u>3.8%</u>	<u>6.9%</u>
30 Minutes	<u>87.3%</u>	<u>0.8%</u>	<u>1.0%</u>	<u>3.6%</u>	<u>0.2%</u>	<u>3.5%</u>	<u>3.6%</u>	<u>8.4%</u>
2018								
10 Minutes	<u>81.0%</u>	<u>1.4%</u>	<u>0.7%</u>	<u>9.2%</u>	<u>0.3%</u>	<u>2.8%</u>	<u>4.6%</u>	<u>7.9%</u>
20 Minutes	<u>82.6%</u>	<u>1.3%</u>	<u>0.7%</u>	<u>7.5%</u>	<u>0.3%</u>	<u>3.1%</u>	<u>4.5%</u>	<u>8.2%</u>
30 Minutes	<u>84.6%</u>	<u>1.1%</u>	<u>1.0%</u>	<u>4.7%</u>	<u>0.3%</u>	<u>4.1%</u>	<u>4.3%</u>	<u>9.9%</u>
2023								
10 Minutes	<u>78.4%</u>	<u>1.6%</u>	<u>0.7%</u>	<u>10.7%</u>	<u>0.3%</u>	<u>3.1%</u>	<u>5.2%</u>	<u>8.9%</u>
20 Minutes	<u>80.2%</u>	<u>1.5%</u>	<u>0.7%</u>	<u>8.8%</u>	<u>0.3%</u>	<u>3.5%</u>	<u>5.1%</u>	<u>9.3%</u>
30 Minutes	<u>82.5%</u>	<u>1.3%</u>	<u>1.0%</u>	<u>5.4%</u>	<u>0.3%</u>	<u>4.7%</u>	<u>4.8%</u>	<u>11.3%</u>

Source: ESRI 2018

Benton County Fairgrounds Benton County Population by Area



Benton County Fairgrounds**Benton and Surrounding County Population Projections**

County	2010	2015	2020	2025	2030	2035
Benton	85,735	87,977	91,379	94,984	98,516	101,848
Lincoln	46,135	47,590	49,535	51,371	52,857	53,895
Polk	75,495	80,204	88,081	96,731	105,274	113,348
Marion	315,900	331,643	355,189	381,089	406,612	430,652
Linn	116,840	121,142	128,454	136,224	143,673	150,395
Lane	352,010	361,474	378,335	394,921	410,247	424,117

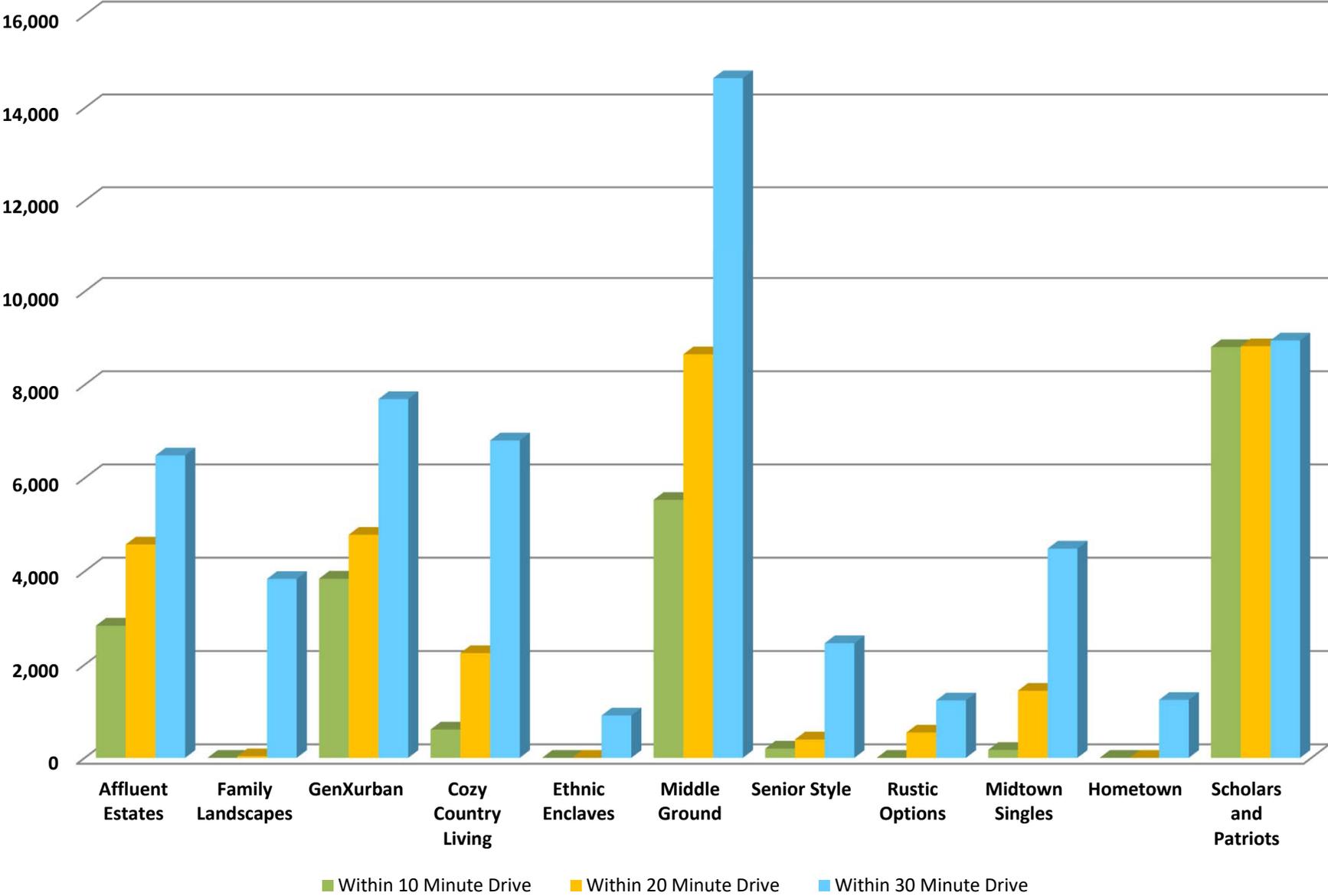
Source: Office of Economic Analysis, Department of Administrative Services, State of OR

**Benton County Fairgrounds
 Tapestry LifeMode Analysis - Households**

Cluster	Within 10 Minute Drive		10 to 20 Minute Drive		20 to 30 Minute Drive	
	Number of HH	Percent	Number of HH	Percent	Number of HH	Percent
Affluent Estates	2,835	12.89%	1,739	18.30%	1,910	7.01%
Family Landscapes	0	0.00%	35	0.37%	3,801	13.95%
GenXurban	3,841	17.47%	942	9.91%	2,910	10.68%
Cozy Country Living	607	2.76%	1,639	17.25%	4,559	16.74%
Ethnic Enclaves	0	0.00%	0	0.00%	908	3.33%
Middle Ground	5,532	25.15%	3,122	32.86%	5,985	21.97%
Senior Style	198	0.90%	196	2.06%	2,064	7.58%
Rustic Options	0	0.00%	542	5.70%	690	2.53%
Midtown Singles	171	0.78%	1,268	13.35%	3,047	11.19%
Hometown	0	0.00%	0	0.00%	1,242	4.56%
Scholars and Patriots	<u>8,808</u>	<u>40.05%</u>	<u>18</u>	<u>0.19%</u>	<u>125</u>	<u>0.46%</u>
	<u>21,992</u>	<u>100.00%</u>	<u>9,501</u>	<u>100.00%</u>	<u>27,241</u>	<u>100.00%</u>

Source: ESRI, 2018

LifeMode Groups within Drive Time of Site



**Benton County Fairgrounds
Distribution of Employees and Wages, 2017**

Industry	Employers	Jobs	Wages
Natural Resources and Mining	4.3%	2.7%	2.2%
Construction	7.3%	2.9%	3.0%
Manufacturing	4.0%	7.4%	11.8%
Trade, Transportation, and Utilities	15.8%	12.2%	7.8%
Information	2.3%	1.5%	2.1%
Financial Activities	8.6%	2.9%	3.0%
Professional and Business Services	17.4%	12.0%	13.8%
Education and Health Services	13.0%	17.3%	18.9%
Leisure and Hospitality	10.3%	11.1%	3.7%
Other Services	13.5%	4.3%	2.7%
All government	<u>3.4%</u>	<u>25.6%</u>	<u>30.9%</u>
Total	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Source: Oregon Employment Department QualityInfo.org

Exhibit G

**Benton County Fairgrounds
RIMS II Multipliers Used In Analysis**

RIMS II		Final-Demand Multiplier		
Category #	Industry	Output	Earnings	Employment
<u>Multipliers Used For Fairgrounds Operations</u>				
6	Utilities	1.1942	0.1667	2.2031
7	Construction	1.3214	0.9098	6.0244
27	Wholesale trade	1.2969	0.3263	5.8798
63	Other services	1.3787	0.3984	10.6790
323110	Printing	1.3205	0.3185	7.9055
524200	Insurance	1.3385	0.3182	5.8238
H00000	Household industry	0.5411	0.1316	3.9698
<u>Multipliers Used For Visitor Expenditures</u>				
31	Retail	1.3322	0.3458	12.5292
60	Amusements and entertainment	1.3819	0.3679	16.9431
61	Accommodations	1.2891	0.2833	9.3449
62	Food services and drinking places	1.3472	0.3274	13.1658
63	Other Services	1.3787	0.3984	10.6790

Source: RIMS II, Bureau of Economic Analysis

Exhibit H

**STATEMENT OF PROBABLE BUDGET FOR THE PREFERRED PLAN
Benton County Fairgrounds Master Plan**

K/O Fairground Planners

Narrative:

3/8/2019

This is a probable construction cost budget prepared for the Benton County Fairgrounds Master Plan. It should only be used for preliminary budgeting purposes and for use in determining construction costs of the various infrastructure expansions as defined in the companion documents. The final costs will vary based on the ultimate scope of work chosen and the extent of unforeseen or unknown underground infrastructure items. It is the responsibility of the user of this budget to provide adjustments for changes to scope and items discovered that were unknown at the time of creation of this document.

Miscellaneous Structures				
Existing Spaces				
	Area	Units	Cost/Unit	Cost
Demolition				
5/20 Remove Existing Livestock Sheds	31,000	SF	\$1	\$31,000
6 Remove Existing Barns for New Pavilion	16,000	SF	\$1	\$16,000
Subtotal				\$47,000
Site and Landscape				
Paved Roads and Parking	35,000	SF	\$12	\$420,000
Gravel Roads and Parking	65,000	SF	\$5	\$325,000
13 New Entry Plaza	14,000	SF	\$20	\$280,000
20/21 New Outdoor Plazas	27,000	SF	\$20	\$540,000
22 New Boulevard Entrance	600	SF	\$25	\$15,000
Fencing around Entry Plazas	300	LF	\$80	\$24,000
Site Lighting	50	EA	\$3,500	\$175,000
Trees & Landscaping	50	EA	\$300	\$15,000
Landscape Boulders & special features	1	LS	\$15,000	\$15,000
Garden	2,000	SF	\$2	\$4,000
Subtotal				\$1,813,000
Structures and Buildings				
2 Enhance Auditorium Bldg	11,000	SF	\$25	\$275,000
2 Expand Auditorium Bldg	2,500	SF	\$180	\$450,000
3 Remodel Existing Arena to Exhibit Building	34,000	SF	\$110	\$3,740,000
3 Expand Existing Arena to Exhibit Building	14,000	SF	\$180	\$2,520,000
4 New Open Sided Covered Arena ¹	45,000	SF	\$75	\$3,375,000
5 Modify Existing Livestock Shed	9,000	SF	\$25	\$225,000
6 New Livestock Pavilion	30,000	SF	\$100	\$3,000,000
7 Relocate Office to Carriage House - Updates	3,000	SF	\$25	\$75,000
8 Remodel Maintenance Bldg to Events Barn	6,000	SF	\$125	\$750,000
9 New Shop Bldg	5,000	SF	\$80	\$400,000
10 Enclose Solar Bldg	15,000	SF	\$60	\$900,000
11 Commerical Kitchen/Toilet Remodel	1,500	SF	\$280	\$420,000
12 New Toilet Building	3,500	SF	\$250	\$875,000
15 New Ticket Booths (3 total)	300	SF	\$300	\$90,000
Subtotal				\$17,095,000

**STATEMENT OF PROBABLE BUDGET FOR THE PREFERRED PLAN
Benton County Fairgrounds Master Plan**

K/O Fairground Planners

Narrative:

3/8/2019

This is a probable construction cost budget prepared for the Benton County Fairgrounds Master Plan. It should only be used for preliminary budgeting purposes and for use in determining construction costs of the various infrastructure expansions as defined in the companion documents. The final costs will vary based on the ultimate scope of work chosen and the extent of unforeseen or unknown underground infrastructure items. It is the responsibility of the user of this budget to provide adjustments for changes to scope and items discovered that were unknown at the time of creation of this document.

Miscellaneous Structures				
Existing Spaces				
	Area	Units	Cost/Unit	Cost
Furnishings				
Artificial Turf	20,000	SF	\$2	\$40,000
Benches	10	EA	\$1,500	\$15,000
Picnic Tables	10	EA	\$1,000	\$10,000
Trash Receptacles	20	EA	\$600	\$12,000
Regulatory Signs	15	EA	\$200	\$3,000
	Subtotal			\$80,000
Construction Subtotal				\$19,035,000
General Conditions	10%			\$1,904,000
Subtotal				\$20,939,000
Legal/Design Fees and Development Costs	10%			\$2,094,000
Subtotal				\$23,033,000
Contractor Overhead & Profit	10%			\$2,303,000
Subtotal				\$25,336,000
Contingency	15%			\$3,800,000
Subtotal				\$29,136,000
3 Years Inflation	6.0%			\$1,748,000
Probable Construction Budget ^{1 2}				\$30,884,000

¹ Add \$2,475,000 (\$55/psf x 45,000SF) to enclose Building 4 - New Open Sided Arena with solid walls (use \$4,016,000 after all Subtotal contingencies and 3 Years inflation are added)

² Building 14 - New OSU Extension Building is not included on this Budget