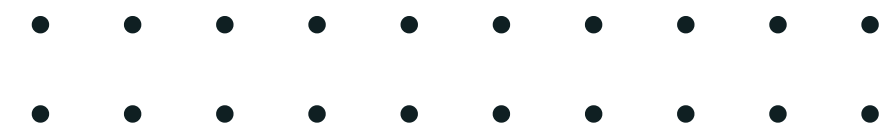




**YES** **FOR**  
**CAMP-PLEX**

**VOTE TO SUPPORT CAMPBELL COUNTY'S FUTURE**





# FOR A STRONG CAMPBELL COUNTY

Yes for Cam-Plex is a political action committee of local residents that are working to ensure voters have accurate information about the costs and benefits of the Cam-Plex Project SPET ballot measure that will be on the General Election ballot in November.



# HOW WAS THE CAM-<sup>F</sup>PLEX PROJECT DEVELOPED?





# THE DEVELOPMENT OF THE MASTER PLAN

- 2021: The Board decided that a master plan process was needed to evaluate current usage and how to develop additional facilities that would be a net positive for the community and improve the Cam-Plex
- 2022: County and City defer \$6 million in maintenance requests, awaiting the Master Plan
- November 2022: Master Plan vendor selected by the Land Board
- March, May, and October 2023: Public workshops and public forums held for community input
- October 2023: Master Plan presented
- December 2023: Campbell County Land Board unanimously approves revised Cam-Plex Project for SPET request to the County Commissioners
- January 3, 2024: County Commissioners approved putting the Cam-Plex Project on the November 2024 Election Ballot

**WHAT IS THE SPECIFIC  
PURPOSE EXCISE TAX (SPET) &  
HOW ARE FUNDS COLLECTED  
AND DISTRIBUTED?**





# WHAT IS A SPET?

- Specific Purpose Excise Tax (or a SPET) is an optional “6th penny” or 1% additional sales tax (excluding groceries).
- Funds must be designated for a special purpose or capital project such as new construction or expansion, renovation, or replacement of an existing facility or infrastructure. By state statute, the funds generated from the SPET cannot be used for ongoing operating needs.
- Once the revenue is collected, the tax goes away.
- Regardless of the number of projects approved, the SPET is a 1% sales tax. So if all three projects are approved, the sales tax amount is 1%.



**WHY SUPPORT THE CAM-  
PLEX  
PROJECT SPECIFIC PURPOSE  
EXCISE TAX (SPET)?**



# A KEY INDUSTRY FOR OUR LOCAL ECONOMY

- \$10 million in Economic Output on average
- \$18 million in Fiscal Year 2022
- Without the infrastructure improvement:  
Demand for Cam-Plex will decline, decreasing the economic output for our community



# OPERATIONAL IMPACT

FINANCIAL OPERATIONS	Annual Financial Operations		
	Scenario 1: Base Case	Scenario 3: Master Plan	Scenario 4: Revised Master Plan
<b>OPERATING REVENUES</b>			
Rental Income	\$1,786,838	\$3,277,238	\$2,778,933
Food & Beverage	\$50,315	\$484,698	\$128,831
Contract services/other	\$651,634	\$835,837	\$835,837
<b>Total Operating Revenues</b>	<b>\$2,488,787</b>	<b>\$4,597,773</b>	<b>\$3,743,600</b>
<b>OPERATING EXPENSES</b>			
Personnel	\$3,807,515	\$5,167,942	\$5,167,942
Utilities	\$871,046	\$948,380	\$1,020,425
Operations	\$889,502	\$618,866	\$618,814
General & Administrative	\$464,398	\$458,710	\$433,461
Insurance	\$278,500	\$283,500	\$354,500
<b>Total Operating Expenses</b>	<b>\$6,310,961</b>	<b>\$7,477,399</b>	<b>\$7,595,143</b>
<b>NET OPERATING INCOME (LOSS)</b>	<b>(\$3,822,175)</b>	<b>(\$2,879,626)</b>	<b>(\$3,851,543)</b>

# ECONOMIC IMPACT



TOTAL ECONOMIC IMPACTS	Annual Economic Impacts		
	Scenario 1: Base Case	Scenario 3: Master Plan	Scenario 4: Revised Master Plan
New Hotel Room Nights	23,614	53,444	51,582
Total Attendee Days	159,315	276,890	264,128
New Non Local Visitor Days	47,846	132,835	128,844
Direct Spending	\$17,171,566	\$40,997,174	\$39,389,628
Indirect/Induced Spending	\$6,876,884	\$16,357,438	\$15,709,378
Economic Output	\$24,048,450	\$57,354,613	\$55,099,006
Personal Income	\$8,417,386	\$19,591,973	\$18,797,183
Employment (full & part-time jobs)	300	691	663
State Sales Tax	\$414,208	\$1,255,458	\$1,225,328
County Sales Tax	\$103,552	\$313,864	\$306,332
County Lodging Tax	\$130,850	\$409,503	\$400,496
State Lodging Tax	\$98,138	\$307,127	\$300,372
Total Taxes	\$746,748	\$1,980,429	\$2,232,528





# HOW IS ECONOMIC IMPACT MEASURED?

## In-Facility Revenues

- Facility Rentals
- Food & Beverage
- Retail & Merchandise
- Admissions
- Sponsorship & Advertising
- Retail Leases

## Out-Of-Facility Revenue

- Money spent by non-local visitors
  - Lodging
  - Food & Beverage
  - Retail
  - Entertainment
  - Transportation

# WHAT IS INCLUDED IN THE CAM-PLEX PROJECT?



# WHAT'S INCLUDED

## Included Elements

- Two Tandem Multi-Use Arenas
- Two Multi-Use Barns
- Shed-Row Stalls
- Maintenance and Storage Yard
- Car, Trailer, and RV Parking
- Green Space

# New Project Components **Site Plan**



## **Proposed Elements**

- 1** NEW PARKING / GREEN SPACE
- 2** NEW PARKING WITH RV HOOKUPS
- 3a** NEW 270'X140' ENCLOSED PRIMARY EVENT ARENA WITH 5,000 SEATS
- 3b** NEW 270'X140' SECONDARY EVENT ARENA WITH 2,200 SEATS
- 4a** NEW 300'X250' MULTI-USE AND FAIR BARN
- 4b** NEW 300'X250' MULTI-USE AND COMMUNITY BARN
- 5a** NEW 120' X 200' COVERED WARM UP AND STAGING ARENA
- 5b** NEW 120' X 200' COVERED WARM UP AND STAGING ARENA
- 6** NEW STOCK PENS
- 7** 856 NEW COVERED STALLS AND PARKING SPACE
- 8** PROPOSED MUSEUM LOCATION
- 9** REPLACED COVERED STALLS 840 STALLS
- 10** COVERED PATH
- 11** NEW GRAVEL PARKING WITH RV HOOKUPS
- 12** FUTURE HOTEL DEVELOPMENT
- 13** NEW GREENWAY
- 14** MAINTENANCE / STORAGE YARD

## **Existing Elements**

- 15** HERITAGE CENTER THEATER
- 16** ENERGY HALL
- 17** WYOMING CENTER
- 18** CENTRAL PAVILION
- 19** EAST PAVILION
- 20** MORNINGSIDE PARK GRANDSTANDS
- 21** MORNINGSIDE PARK OUTDOOR ARENAS
- 22** WRANGLER ARENA 320'X190'
- 23** LITTLE LEVI ARENA 230'X120'
- 24** EXISTING STOCK PENS
- 25** STORMWATER DETENTION AREA
- 26** FENCED LOT



# WHY WAS THE CAM-PLEX PROJECT DESIGNED THIS WAY?

- Scope reduced at the request of the County & City for budget reasons, elements remaining provide high economic impact
- Multi-use, accommodating more events happening at the same time
- Stalls, RV Parking, and other staging space are needed for the high demand of agricultural events
- Market analysis of other regional event centers showed what additional facilities are in demand and would be revenue generating

# HOW MUCH WILL THE CAM-PLEX PROJECT COST?







# CONSTRUCTION COSTS

## PHASE I DEVELOPMENT COSTS

Facility Component	Hard + Soft Const Costs
Site Civil Works	\$22,875,000
Maintenance/Storage Yard	\$2,674,485
Covered Stalls & Parking Space	\$6,991,380
Replace Boxelder Barns & Covered Stalls	\$6,860,700
<b>PHASE I TOTAL CONSTRUCTION COST</b>	<b>\$39,401,565</b>
Assumed Project Escalation to 2025 Bid Year	\$4,038,660
<b>PHASE I TOTAL DEVELOPMENT COST</b>	<b>\$43,440,225</b>

## PHASE II DEVELOPMENT COSTS

Facility Component	Hard + Soft Const Costs
Site Civil Works	\$12,904,000
New Primary & Secondary Event Arenas	\$103,417,148
Multi-Use Barns	\$20,073,678
<b>PHASE II TOTAL CONSTRUCTION COST</b>	<b>\$136,394,826</b>
Assumed Project Escalation to 2026 Bid Year	\$21,499,234
<b>PHASE II TOTAL DEVELOPMENT COST</b>	<b>\$157,894,060</b>

## PHASE III DEVELOPMENT COSTS

Facility Component	Hard + Soft Const Costs
Site Civil Works	\$4,596,000
<b>PHASE III TOTAL CONSTRUCTION COST</b>	<b>\$4,596,000</b>
Assumed Project Escalation to 2029 Bid Year	\$1,563,080
<b>PHASE III TOTAL DEVELOPMENT COST</b>	<b>\$6,159,080</b>

Source: DOWL, Populous, 2023.

MASTER PLAN FOR THE CAM-PLEX MULTI-EVENT FACILITIES IN GILLETTE, WYOMING

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# HOW TO HELP





# NOVEMBER 5TH GENERAL

## ELECTION BALLOT

- Vote for the Cam-Plex SPET
- Volunteer to go door-to-door to spread the word about the value of Cam-Plex
- Donate to Community for Campbell County
- Grab a yard sign or a poster to share your support
- Consider sharing a testimonial or endorsement for Cam-Plex on our website and social media





**THANK YOU** . . . . .



**LEARN MORE AT  
YES4COMPLEX.COM**

Gillette, WY  
[hello@yes4complex.com](mailto:hello@yes4complex.com)



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# **YES FOR CAM-PLEX IS A POLITICAL ACTION COMMITTEE FUNDED BY COMMUNITY FOR CAMPBELL COUNTY.**

We are all local Campbell County residents.  
Strong, resilient communities are made by  
informed and engaged residents.

