

COLBY STAR BOND PROJECT DISTRICT

STAR BOND FINANCING PROJECT PLAN

SUBMITTED TO THE GOVERNING BODY OF THE CITY OF COLBY, KANSAS
PURSUANT TO K.S.A. § 12-17,160 *et seq.*

August 13, 2025

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LIST OF EXHIBITS

- Exhibit A – Depiction of the District
- Exhibit B – Legal Description of the District
- Exhibit C – Preliminary Depiction of the Project
- Exhibit D – Estimated Project Costs & Proposed STAR Bond Uses
- Exhibit E – STAR Bond Proforma
- Exhibit F – Meeting Minutes
- Exhibit G – Feasibility Study

I. Introduction

Colby Investment Group, LLC, a Kansas limited liability company (the “**Developer**”), respectfully submits this STAR Bond Project Plan (the “**Project Plan**”) to the City of Colby, Kansas (the “**City**”) for consideration by the City’s governing body pursuant to the Kansas STAR Bond Financing Act, K.S.A. § 12-17,160 *et seq.*, as amended (the “**Act**”).

The Project (as defined below) will be situated on certain real property within the Colby STAR Bond Project District, which was established pursuant to Ordinance No. 1679 of the City, adopted on December 17, 2024 and published in the *Colby Free Press* on December 25, 2024 (the “**District**”). By letter dated December 9, 2024, the Secretary (as defined herein) deemed the District an “eligible area” as defined under the Act. The District consists of approximately 317 +/- acres generally located at the intersection of Interstate 70 and Kansas State Highway 25 in the City.

This Project Plan contemplates the development of the District to include a major multi-sport athletic complex as well as a major commercial entertainment and tourism area consisting of mixed-use commercial/entertainment uses. As currently envisioned, such development will include an approximately 180,000 square foot Multi-Purpose Arena and Equestrian Center, featuring two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area, as well as additional planned project components including some or all of the following uses, without limitation: major multi-sport athletic complex and major commercial entertainment and tourism uses; retail uses, restaurant uses, hotel, lodging, and recreational vehicle resort uses, commercial amusement, recreation, and museum uses, and other general commercial development; and associated public and private infrastructure, all more particularly described in Section II(B) below and generally depicted (for illustrative purposes only) in the preliminary concept plan attached hereto as Exhibit C, respectively (collectively, the “**Project**”).

The unique mix of uses within the Project will create substantial tourism, entertainment, and retail opportunities not presently available in the City, and will create a vibrant, mixed-use environment that will promote, stimulate and develop the general and economic welfare of the City, and assist in the development and redevelopment of eligible areas therein, thereby promoting the general welfare of the citizens of the State of Kansas (the “**State**”) and of the City, all as more particularly described herein. At full build-out, the Project is expected to create total capital investment of approximately \$98.33 million, total annual sales of approximately \$46.1 million, and annual visitation of approximately 136,000 to 154,000 visitors per year, with a significant portion projected to come from outside of the State. The total capital investment, sales and visitation figures to be generated, both directly and indirectly, from the Project are likely to exceed these estimates as a result of additional investment, spending, and investment generated at surrounding and other supportive development that is spurred by the Project.

This Project Plan proposes that the Secretary approve the issuance of approximately \$40,932,351 in net STAR bond proceeds to finance the Project, all as more particularly described herein.

Upon completion of the Project, the City and State will have a new and unique mixed-use and entertainment destination that will draw substantial visitation and tourism on a statewide and regional basis and create significant economic related benefits both for the City and State as a whole.

II. STAR Bond Project Plan

Pursuant to the Act, municipalities are authorized to utilize STAR bond financing for specific development projects through (1) the creation of a STAR bond project district, subject to a finding by the Secretary of the Department of Commerce (the “**Secretary**”) that the STAR bond project district plan is

eligible for STAR bond financing, and (2) the adoption of a STAR bond project plan that is subsequently approved by the Secretary.

On December 17, 2024, the City created the District pursuant to Ordinance No. 1679. By letter dated December 9, 2024, the Secretary deemed the District to be an “eligible area” as defined by the Act. Based thereupon, and in accordance with the Act, this STAR bond project plan is hereby submitted for consideration and approval by the City and the Secretary. This Project Plan includes:

- A summary of the feasibility study done as defined in the Act, and any amendments thereto;
- A summary of the market impact study establishing that (i) the Project will not have a substantial negative impact on other businesses in the project market area and (ii) the Project will not cause a default in the payment of any outstanding special obligation bonds authorized pursuant to the Act;
- A reference to the STAR Bond Project District Plan that identifies the project area that is set forth in the project plan that is being considered;
- A description and map of the project area to be redeveloped;
- The relocation assistance plan;
- A detailed description of the buildings and facilities proposed to be constructed or improved;
- The names of the owners, partners, officers, or principals of any developer of the project and of any associated business partners of any developer of the Project that is involved in the Project; and
- Documentation indicating that the Project is in an eligible area as defined by the Act and will be of regional or statewide importance;
- Information establishing that the Project will sufficiently promote, stimulate and develop the general and economic welfare of the State, as determined by the Secretary.

A. Subject Property

The property subject to this Project Plan consists of approximately 317 +/- acres within the District generally located at the intersection of Interstate 70 and Kansas State Highway 25 in the City, as generally depicted on Exhibit A, and legally described on Exhibit B, attached hereto and incorporated herein by reference (the “**STAR Bond Project Area**”).

B. Established STAR Bond Project District.

The proposed STAR Bond Project Area is wholly within the District. The district plan for the District (the “**District Plan**”) is as follows:

The buildings and facilities to be constructed or improved in the Colby STAR Bond Project District generally include a mixed-use development consisting of some or all of the following uses: exhibition uses; amusement uses; entertainment uses; museum uses; retail uses; restaurant uses; other general commercial development; hotel uses; visitor amenities; and associated public and private infrastructure. The Colby STAR Bond Project District may consist of multiple STAR bond project areas as delineated in one or more STAR bond project plans to be approved for property within the STAR bond project district.

This Project Plan is consistent with the District Plan.

C. Detailed Description of Buildings and Facilities.

The STAR Bond Project Area will contain an approximately 180,000 square foot Multi-Purpose Arena and Equestrian Center, featuring two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area, as well as additional planned project components including some of all of the following uses, without limitation: major multi-sport athletic complex and major commercial entertainment and tourism uses; retail uses, restaurant uses, hotel, lodging, and recreational vehicle resort uses, commercial amusement, recreation, and museum uses, and other general commercial development; and associated public and private infrastructure. The Project is currently anticipated to include the following components, generally depicted (for illustrative purposes only) in the preliminary concept plan attached hereto as Exhibit C.

▪ Phase I:

- **Multi-Purpose Arena and Equestrian Center/RV Park.** Approx. 180,000 sf new construction with total anticipated development costs of \$45 Million.
- **Oasis Travel Center and Kitchen.** Renovation and expansion of existing travel center with anticipated development costs of \$2.6 Million.
- **City Limits/Convention Center Re-image.** Renovation and expansion of existing City Limits Convention Center with anticipated development costs of \$1.2 Million.
- **Holiday Inn Express Hotel.** Newly constructed 96-room hotel with anticipated development costs of \$10 Million.
- **Comfort Inn and Suites Hotel.** Newly constructed 81-room hotel with anticipated development costs of \$10 Million.
- **Third Hotel (TBD).** Newly constructed 96-room hotel with anticipated development costs of \$12 Million.
- **Conversion of Existing Comfort Inn.** Renovation and rebrand of existing hotel into a Quality Inn with anticipated development costs of \$0.53 Million.
- **Conversion of Existing Holiday Inn Express.** Renovation and rebrand of existing hotel into a La Quinta with anticipated development costs of \$1.5 Million.
- **Restaurant.** Newly constructed restaurant with anticipated development costs of \$2 Million.

▪ Phase II:

- **Wind, Weather, and Tornado Exhibit.** New construction of an approx. 5,000 sf interactive tornado exhibit with anticipated development costs of \$8 Million.
- **Amusement Center.** New construction of an approx. 13,500 sf family-centered entertainment facility with anticipated development costs of \$3 Million.
- **Restaurant and Retail Space.** Ready-to-build pad sites for lodging, restaurant, and retail with anticipated development costs of \$2.5 Million.

The unique mix of uses within the District will create recreation, tourism, entertainment, and retail opportunities not presently available in the City that will produce revenue through ticket sales, retail sales, food and beverage sales, and hotel sales. The Developer's market analysis indicates that the Project will attract a broad and desirable visitor demographic, consisting largely of families and fans of rodeo events within the western states of Texas, Oklahoma, Kansas, Nebraska, South Dakota, Wyoming, and Colorado,

a significant portion of which will come from out-of-state and over 100 miles away. At full build-out, the Project is expected to create total capital investment of approximately \$98.33 million, total annual sales of approximately \$46.1 million, and annual visitation of approximately 136,000 to 154,000 visitors per year, (with approximately 97,700 to 110,250 visitors coming from outside of a 100-mile radius and 51,500 to 58,000 visitors coming from outside the State). This Project Plan proposes that the Secretary approve the issuance of approximately \$40,932,351 in net STAR bond proceeds to be disbursed to the Developer for uses contemplated hereunder.

D. Summary of Feasibility Study

The Act requires that a feasibility study be prepared setting forth the following information: (i) whether a STAR bond project's revenue and tax increment revenues and other available revenues are expected to exceed or be sufficient to pay for the project costs; (ii) the effect, if any, a STAR bond project will have on any outstanding special obligation bonds payable from certain revenues as described in the Act; (iii) a statement of how the jobs and taxes obtained from the STAR bond project will contribute significantly to the economic development of the state and region; (iv) visitation expectations and a plan describing how the visitors to the STAR bond district will be tracked and reported to the secretary on an annual basis; (v) the unique quality of the project; (vi) economic impact study; (vii) market study; (viii) market impact study; (ix) integration and collaboration with other resources or businesses; (x) the quality of service and experience provided, as measured against national consumer standards for the specific target market; (xi) project accountability, measured according to best industry practices; (xii) the expected return on state and local investment that the project is anticipated to produce; (xiii) a net return on investment analysis; (xiv) a statement concerning whether a portion of the local sales and use taxes is pledged to other uses and is unavailable as revenue for the STAR bond project; (xv) an anticipated principal and interest payment schedule on the bond issue.; (xvi) a summary of community involvement, participation, and support for the STAR bond project; and (xvii) a full disclosure and description of all state, federal and local tax incentives that apply to or, pursuant to the project plan, are anticipated to apply within the STAR bond district or apply to any business located in or, pursuant to the project plan, that will be located in the district.

Canyon Research Southwest, Inc. (“**Canyon**”), a qualified third-party consultant approved by the Secretary, prepared the *STAR Bond Feasibility Study, Colby Multi-Purpose Arena and Equestrian Center – Interstate-70 and State Highway 25, Exit 53 Colby, Kansas*, dated June 2025 (the “**Feasibility Study**”), a copy of which is attached hereto as Exhibit G. This study analyzed the impact of the Project as it relates to the Project Plan. The findings of the Feasibility Study with respect to the Project are described below.

1. Sufficiency of the Project's Revenues Compared to the Project's Costs

The Act requires an analysis of whether a project's revenues are expected to exceed or be sufficient to pay for the costs of the Project (the “**Project Costs**”). This requires determining the Project Costs eligible for reimbursement with STAR Bond proceeds (the “**Eligible Project Costs**”) and comparing them to the STAR Bond proceeds expected to be generated within the STAR Bond Project Area.

a. Estimated Project Costs

The total estimated cost to complete the Project, including site improvements, construction, and associated infrastructure is approximately \$113,330,000. As determined from estimated contract prices, engineering estimates, and estimates made by the Developer, a breakdown of the estimated costs by component is set forth below (a detailed budget is attached as Exhibit D).

<u>Category</u>	<u>Amount</u>
Sitework, Infrastructure, and Utilities	\$ 5,000,000
Hard Construction (Incl. Architecture & Engineering)	\$107,330,000
Phase 1	
Multi-Purpose Arena, Equestrian Center, and RV Park	\$ 45,000,000
Oasis Travel Center	\$ 2,600,000
City Limits Convention Center Reimage	\$ 1,200,000
New Holiday Inn Express Hotel	\$ 14,000,000
New Comfort Inn & Suites	\$ 11,000,000
Third Hotel (TBD)	\$ 16,000,000
Conversion of Existing Comfort Inn	\$ 530,000
Conversion of Existing Holiday Inn Express	\$ 1,500,000
Restaurant	\$ 2,000,000
Subtotal (Phase 1)	\$ 84,830,000
Phase 2	
Wind, Weather, and Tornado Exhibit	\$ 8,000,000
Amusement Center	\$ 3,000,000
Restaurant and Retail Pad Sites	\$ 2,500,000
Subtotal (Phase 2)	\$ 13,500,000
Soft Costs / Third Party Professional Costs	\$1,000,000
TOTAL PROJECT COSTS	\$ 113,330,000

b. Estimated Costs Eligible for Reimbursement

Pursuant to the Secretary's determination letter dated December 9, 2024, the Project constitutes a "rural redevelopment project" as defined in K.S.A. 12-17, 162(x), meaning that each of the costs listed above qualify under the Act as "**Eligible Project Costs**," that may be financed using STAR Bond proceeds. Notwithstanding the foregoing, the total of the STAR bond project costs that can be financed under the Act is, by operation, limited by the amount of net bond proceeds supported by STAR Bond revenues generated within the District. These Eligible Project Costs, along with the proposed uses of STAR Bond Proceeds, are set forth by category and amount by Exhibit D attached hereto).

c. Tax Revenues Subject to Capture

At least three streams of revenues are subject to being captured under the Act for the Project: (1) incremental State sales and use taxes generated within the District, and imposed pursuant to K.S.A. 79-3601 *et seq.* and 79-3701 *set seq.*, based on the current State sales tax rate of 6.50%; (2) incremental local sales and use taxes generated within the District, and received by the City and imposed pursuant to K.S.A. 12-187 *et seq.*, based on the City's share of Thomas County's total sales and use tax rate of 1.70%, of which

the City's current share is approximately 47%¹; and (3) 95% of the incremental transient guest tax revenues generated within the District based on the current transient guest tax rate of 6.50% imposed within the City.

Thus, this Project Plan assumes a STAR Bond effective sales tax capture rate of 6.6725%, and a STAR Bond effective transient guest tax capture rate of 6.175%.

Jurisdiction	Rate	Not Subject to Capture	Captured by STAR Bonds
State of Kansas	6.50%	0.65%	5.85%
Thomas County	1.75%	0.93%	0.82%
City of Colby - Event Center Tax	0.75%	0.75%	0.00%
Sales Tax Totals	8.25%	1.5775%	6.6725%
City of Colby - Transient Guest Tax	6.50%	.325%	6.175%

d. Estimated STAR Bond Revenues

The Feasibility Study estimates that at full build-out, the Project will produce total annual retail sales volume of approximately \$46,067,697, and total annual transient guest volume of approximately \$13,865,698, with 2.5% annual sales growth thereafter. The District will also collect STAR Bond revenues from incremental sales generated by the existing businesses operating within the portion of the District north of Interstate 70. According to the Kansas Department of Revenue, from December 1, 2023 through November 31, 2024, sales tax collections for the District's existing businesses amounted to \$6,018,558, equating to taxable sales of \$77.05 million. Accounting for the impact of out-of-town visitors generated by the Project, the feasibility study forecasts that sales for the existing businesses are forecast to increase 2.5% during 2025 and 2026, 5% percent in 2027 and 2028 upon opening of the District's destination attractions, and 2.5% percent annually thereafter – creating approximately \$16,716,448 of additional incremental sales at stabilization.

Assuming a 6.6725% sales tax capture rate and a 6.175% transient guest tax capture rate, the Project is, therefore, projected to create annual STAR Bond revenue of approximately \$4,364,563 at stabilization. Total gross STAR bond revenues produced over the 20-year term are projected at approximately \$108,800,891, which are subject to underwriting standards to make the STAR Bonds commercially marketable. Canyon assumed bond underwriting standards of a 5% net present value rate, a 1.30 coverage factor, and 12% in bond issuance costs, capitalized interest, and debt service reserve. Actual financing terms may vary based. A preliminary STAR bond proforma is attached hereto as Exhibit E.

Accounting for the State's administrative fee not to exceed \$200,000, issuance costs, capitalized interest, and reserve fund allocation, it is anticipated that STAR bonds will be issued in an amount sufficient to render approximately \$40,932,351 in net STAR bond proceeds. Using the same underwriting standards noted above, the gross STAR Bond revenues of \$108,800,891 would support full repayment of approximately \$40,932,351 in net STAR Bond proceeds.

e. Summary of the STAR Bond Revenues and Project Costs

¹ The City does not have a standalone sales tax but receives approximately 47% of the total revenue from the Thomas County sales tax.

Based on the (1) estimated Project Costs, and (2) estimated STAR Bond proceeds, the STAR Bond proceeds are expected to pay for the Project Costs, as contemplated under the Act, when supplemented by private debt and equity, and other public or private sources available to the Project.

- Estimated STAR Bond Project Costs – \$113,330,000
- Net STAR Bond proceeds – \$40,932,351
- Other Private or Public Sources – \$72,397,649

2. Significant Contribution to Economic Development of the State and Region

The economic impact on the surrounding economy will be substantial, and the development of the Project will provide significant economic development, tax revenues, tourism, and new jobs for that will contribute significantly to the economic development of the City, state, and region. The economic benefits associated with the construction phase are estimated at a total economic output of \$137.66 million, direct and indirect job creation of 812 full-time equivalent jobs, \$45 million in payroll, and \$1,930,035 in State personal income tax collections.

At build-out, operation of the proposed Project is estimated to generate stabilized year net expenditures of \$46.6 million, net economic output of \$65.2 million, 230 full-time equivalent direct and indirect jobs, \$7.8 million in annual payroll, and \$269,270 in State personal income tax collections. Net annual expenditures at the Project by out-of-state visitors are estimated at \$6.8 million to \$7.5 million.

At stabilization, visitation to the Project is estimated at approximately 136,000 to 154,000 annual visitors, including 97,700 to 110,250 visitors from over 100 miles away (approximately 72% of total visitation). Out-of-state residents are estimated to account for nearly 38% of total visitation to the District, or approximately 51,500 to 58,000 visitors per year. These out-of-town visitation estimates well exceed the State of Kansas Secretary of Commerce guidelines that 30 percent of visitors to a proposed STAR Bond District travel beyond 100 miles and 20 percent reside out-of-state.

3. Net Return on Investment Analysis

The expected return on State and local investment that the Project is anticipated to produce during the operational-phase includes (i) the creation of approximately 230 direct and indirect jobs paying gross annual wages of approximately \$7.8 million, (ii) more than approximately \$269,270 in annual income tax revenues to the State, (iii) the creation of \$35.4 to \$40 million in gross annual expenditures and (iv) a total economic output of approximately \$65.2 million. Throughout the 20-year maturity of the District, the construction and operational phases are forecast to generate State of Kansas personal income taxes totaling \$8.0 million and gross STAR Bond collections on existing and planned businesses are estimated to total \$95.6 million. Therefore, the construction and operational phases are anticipated to generate a return on investment to the State of Kansas of 8.4 percent in the form of personal income taxes.

4. Projected Visitation

The Project will serve as a major attraction for a wide range of patrons. Feasibility Study projected the following visitation statistics for the Project:

- Total of 136,000 to 154,000 annual visitors.
- 51,500 to 58,000 visitors will come from outside of the State of Kansas (38%)
- 97,700 to 110,250 visitors will come from outside of 100 miles of the Project (72%)

5. Visitation Tracking and Reporting

K.S.A. 12-17,166(b)(4) requires that the feasibility study identify visitation expectations and a plan describing how the number of visitors to the STAR bond project district will be tracked and reported to the secretary on an annual basis. Such a plan shall include, but not be limited to, obtaining and reporting visitor residence zip code data to the secretary. All businesses located in the STAR bond district shall provide visitor residence data requested by the secretary. Any such data shall be provided in an aggregate manner without personally identifiable information. Credit card orders of visitors to the multi-purpose arena and wind, weather, and tornado exhibit will garner zip code information while hotel guests will be asked for such information at check-in or information ascertained via internet reservations or credit card systems.

6. Impact on Outstanding Special Obligation Bonds

The Feasibility Study analyzed what effect, if any, the Project would have on any outstanding STAR Bonds. By year-end 2023, sixteen active STAR bond districts possessed an outstanding bond principal balance totaling approximately \$551.5 million. Active STAR bond districts include six in the Kansas City MSA, four in the Wichita MSA, and projects in Topeka, Manhattan, Salina, Dodge City, and Garden City.

The active STAR Bond Districts located throughout the State of Kansas support a wide range of destination attractions including a professional soccer stadium and training facilities, racetracks, minor league baseball stadium, multi-sport facilities, baseball and soccer complexes, family entertainment centers, waterparks, museums, performing arts center, downtown redevelopment, and others. The destination attractions planned for the Colby STAR Bond District do not exist within any of the active STAR bond projects in Kansas.

The study concluded that given the noncompeting destination attractions, different market niche, and distance from any active STAR bond districts, development of the Project will not have a measurable impact on visitor volumes, retail sales volumes, and STAR bond revenues on those STAR bond districts with outstanding bond debt. Therefore, the operation of additional development within the Colby STAR Bond District is not anticipated to cause default in the payment of outstanding STAR bonds.

7. Market Study/Market Impact Study

The Feasibility Study determined that there will be a significant positive impact on the local market, area, and State of Kansas as a result of the Project. Capital investment is estimated at approximately \$98.33 million and the Project is anticipated to create substantial employment and other related economic benefits that will serve the City for many years to come.

8. Summary of Community Involvement, Participation, and Support

Developer and the City have collaborated to foster the growth and development of the District, and transformation of what is currently vacant City land into a productive City asset and tourism destination. The City's involvement, participation and support of the District will be a key catalyst in promoting tourism and retail spending in the City.

9. Incentives That Apply to Project

In addition to the STAR Bonds contemplated under this Project Plan, subject to the approval of the City's governing body, the Project may be financed in part by other public sources, including, without limitation, tax increment financing pursuant to K.S.A. 12-1770 *et seq.*, as amended, community

improvement district financing pursuant to K.S.A. 12-6a26 *et seq.*, as amended, and industrial revenue bonds issued pursuant to K.S.A. 12-1740 *et seq.*, as amended. The Project was also allocated grant funding from the State of Kansas for the construction of certain infrastructure that will support development of the District, which is being administered by Grow Hays, Inc.

As of the date of this Project Plan, Developer is not aware of any other additional state, federal, or local tax incentives that presently apply to the District, or that presently apply to any business that will locate in the district.

10. Meetings and Minutes

Upon approval of this Project Plan by the City and prior to transmittal to the Secretary, the City Clerk will attach the minutes of all City meetings where the Project was discussed as Exhibit F.

E. Relocation Plan

It is not anticipated that the acquisition of real property by the City in carrying out the provisions of the STAR Bond Act will result in the relocation or displacement of any persons, families or businesses. Any relocation required by this Project Plan will be coordinated and funded by private arms-length transactions. In the event that the City does acquire any real property within the District in carrying out the provisions of the STAR Bond Act, and, as a result, any persons, families and businesses move from real property located in the District, or move personal property from real property located in the District, the Developer shall make a \$500 payment to such persons, families and businesses. No persons or families residing in the District shall be displaced unless and until there is a suitable housing unit available and ready for occupancy by such displaced person or family at rents within their ability to pay. Such housing units shall be suitable to the needs of such displaced persons or families and must be decent, safe, sanitary and otherwise standard dwelling. Developer shall provide for payment of any damages sustained by a retailer, as defined in K.S.A. 79-3702, by reason of liquidation of inventories necessitated by relocation from the District.

F. Sources and Uses

As discussed in greater detail above, the sources and uses for the Project are as follows:

- Estimated STAR Bond Project Costs – \$113,330,000
- Net STAR Bond proceeds – \$40,932,351
- Other Private or Public Sources – \$72,397,649

G. Names of the Owners, Partners, Officers, or Principals of Project Developers

As of the date of this Project Plan, the names of the owners, partners, officers, or principals of any developer of the project and of any associated business partners of any developer of the project that is involved in the STAR Bond Project, are as follows:

The Developer is a special purpose entity formed for the sole purpose of developing the Project. As of the date of this Project Plan, the current members of the Developer are WWS, Inc., a Kansas limited liability company, WWW, Inc., a Kansas limited liability company, and Wooden, Inc., a Kansas limited liability company (collectively, the “Affiliated Entities”). The Affiliated Entities are collectively owned by:

- Mike Woofter
- Susan Woofter

- Jayson Woofter
- Teresa Stupka

III. Conclusion

The STAR Bond Financing Project Plan provides for a substantial mixed-use development that will create significant commercial activity, tourism, employment, and new revenues for the City and the State. Pursuant to the Secretary's determination letter dated December 9, 2024, the Project constitutes a "rural redevelopment project" as a project located in an area outside of a metropolitan area with a population of more than 50,000, with capital investment of at least \$3,000,000 that will enhance the quality of life in the community and region. Additionally, the aggregate net bond proceeds amount of approximately \$40,932,351 for the Project in STAR Bond proceeds requested do not exceed 50% of the aggregate Project costs.

EXHIBIT A

Depiction of the District and Project Area



EXHIBIT B

Legal Description of the District and Project Area

Preliminary Legal Description included, to be confirmed via survey.

An area of land in the Southeast and Northeast Quarters of Section 12, Township 8 South, Range 34 West; the Northwest and Southwest Quarters of Section 7, Township 8 South, Range 33 West; the Northwest and Northeast Quarters of Section 18, Township 8 South, Range 33 West, and Northeast Quarter of Section 13, Township 8 South, Range 34 West of the Sixth Principal Meridian, in the City of Colby, Thomas County, Kansas described as follows:

Beginning at the Southwest Corner of the Southeast Quarter of Section 12, Township 8 South, Range 34 West, said corner being the Southwest corner of I-70 Industrial Park; thence North along the West line of the Southeast Quarter of said Section 12, 2646.6 feet, more or less to the Northwest corner of said Quarter Section, said corner being the Northwest corner of I-70 Industrial Park;

thence East along the North line of the Southeast Quarter of said Section 12, 2154.8 feet, more or less to the Southwest corner of a tract of land recorded as The Western State Bank, Book 249, page 787; thence North along the West line of said tract to the Southwest corner of Saddler Family Grounds Addition, 235.2 feet, more or less;

thence East along the South line of said addition to the Southwest corner of Lot 1 in said addition 213.5 feet, more or less;

thence North along the West line of said Lot 1 to the Northwest corner of said Lot 1, 125.0 feet, more or less;

thence East 286.5 feet, more or less along the North line of said lot 1 extended to the east line of said Section 12;

thence continuing east in the Northwest Quarter of Section 7, Township 8 South, Range 33 West 159 feet, more or less to the east line of Frontage Road in Lot 1, Block 1, Davis Addition No. II;

thence North along the West line of said Lot 1 525.0 feet, more or less to the Northwest corner of said Lot 1;

thence East along the North line of said Lot 1 489.6 feet, more or less to the Northeast corner of said Lot 1;

thence South along the East line of said lot 1 620.9 feet, more or less to the North line of Williams Avenue;

thence West along the North line of Williams Avenue 130.0 feet, more or less to the extended East line of the North-South Alley of Block 1, Replat of Block 1, Davis Addition No. 1;

thence South along the East line of said alley, 736.8 feet, more or less to the Southwest corner of Lot 15 of Block 1 of said addition;

thence East along the South line of said Lot 15, 62.1 feet more or less to the West line of Lot 16, Block 1, of said addition;

thence South along the West line of said Lot 16, 110.0 feet more or less, to the North line of the East-West Alley of Block 1 of said addition;

thence East along the North line of said alley extended 407.9 feet, more or less to the West line of Sewell Avenue;

thence South along the West line of Sewell Avenue 1340.0 feet, more or less to the extended North line of a tract of land recorded as Book 173, Page 482, said point being 60.0' west of the Northwest corner of Block 1, Dornoch Addition;

thence East along the North line of said tract, 705.2 feet, more or less to the West line of a tract of land recorded as WAL-MART, Book 167, Page 35;

thence North along the West line of said tract 203.4 feet, more or less to the Northwest corner of said tract; thence East along the North line of said tract 782.0 feet, more or less to the West line of South Franklin Avenue;

thence South along the extended West line of South Franklin Avenue 921.5 feet, more or less to the North line of Section 18, Township 8 South, Range 33 West;

thence continuing South in the Northwest Quarter of Section 18, Township 8 South, Range 33 West 280.0 feet, more or less to the South line of Interstate 70 and the north line of Block 1, Rodenbeck Industrial Park;

thence West along said line 1394.6 feet, more or less to the Northeast Corner of Woofter 3rd Addition;

thence South along the East line of Woofter 3rd Addition 706.7 feet, more or less to the Southeast corner or Woofter 3rd Addition and the North right-of-way line of Horton Avenue;

thence East along said right-of-way line 246.5 feet, more or less to the Northeast corner of Dell Addition; thence South along the east line of said addition 580.5 feet, more or less to the Southeast corner of Petro Lube Addition;

thence Southwesterly along a curve of said addition 938.0 feet, more or less to the Southwest corner of Petro Lube Addition;

thence North along the West line of said addition 690.7 feet, more or less to the South line of Dell Addition;

thence West along the extended said South line 575.4 feet, more or less to the East line of Section 13, Township 8 South, Range 34 West;

thence South along the East line of the Northeast Quarter of said Section 13, 318.0 feet, more or less to the extended South line of a tract of land owned by Wooden, Inc.;

thence West along said extended south line 2671.0 feet, more or less to the West line of said Northeast quarter;

thence North along the West line of said quarter, 1687.4 feet, more or less to the Northwest Corner of said Northeast Quarter of Section 13 and the Southwest Corner of 1-70 Industrial Park and the Point of Beginning.

EXHIBIT C
Preliminary Project Concept Plan



EXHIBIT D

Estimated Project Costs & Proposed STAR Bond Uses

Estimated Project Costs - COLBY STAR BOND PROJECT			
Cost Category	Total Project Costs	Proposed STAR Bond Uses	
Sitework, Infrastructure, and Utilities			
Sitework, Infrastructure, and Utilities	\$ 5,000,000	\$	-
Subtotal	\$ 5,000,000	\$	-
Hard Construction Costs (Incl. Arch. & Engineering)			
Phase 1			
Multisport Arena, Equestrian Center, and RV Park	\$ 45,000,000		40,932,351
Oasis Travel Center Renovation			
Fuel	\$ 1,800,000	\$	-
Kitchen/Store	\$ 800,000	\$	-
City Limits Convention Center Reimage	\$ 1,200,000	\$	-
New Hotel - Holiday Inn Express - 96 rooms	\$ 14,000,000	\$	-
New Hotel - Comfort Inn & Suites - 81 rooms	\$ 11,000,000	\$	-
Hotel Conversion - CI to Quality Inn	\$ 530,000	\$	-
Hotel Conversion - HIE to La Quinta	\$ 1,500,000	\$	-
Restaurant	\$ 2,000,000	\$	-
New Hotel (Flag TBD) - approx. 96 rooms	\$ 16,000,000	\$	-
Phase 2			
Wind, Weather, and Tornado Exhibit	\$ 8,000,000	\$	-
Amusement Center	\$ 3,000,000	\$	-
Restaurant, Lodging, and Retail Pads	\$ 2,500,000	\$	-
Subtotal (All Phases)	\$ 107,330,000	\$	40,932,351
Third Party Professional Costs			
Finance, Legal, Accounting, Etc.	\$ 1,000,000	\$	-
Subtotal	\$ 1,000,000	\$	-
Hard Costs			
Sitework & Infrastructure	\$ 5,000,000	\$	-
Hard Construction (Incl. Arch. & Engineering)	\$ 107,330,000	\$	40,932,351
Subtotal	\$ 112,330,000	\$	40,932,351
Hard Cost Total	\$ 112,330,000	\$	40,932,351
Soft Costs			
Third Party Professional Costs	\$ 1,000,000	\$	-
Soft Cost Total	\$ 1,000,000	\$	-
TOTAL HARD COSTS	\$ 112,330,000	\$	40,932,351
TOTAL SOFT COSTS	\$ 1,000,000	\$	-
TOTAL PROJECT COSTS	\$ 113,330,000	\$	40,932,351

EXHIBIT E

STAR Bond Proforma

Supportable STAR Bond Debt Estimates
Colby, Kansas STAR Bond District

Year	Gross Revenue	Present Value 5.0%	Net Present Value	Less: Debt Coverage 1.30	Net Proceeds
2025	\$753,670	0.952381	\$717,781	\$165,642	\$552,139
2026	\$1,944,067	0.907029	\$1,763,326	\$406,921	\$1,356,404
2027	\$2,928,157	0.863838	\$2,529,453	\$583,720	\$1,945,733
2028	\$3,677,899	0.822702	\$3,025,814	\$698,265	\$2,327,550
2029	\$4,067,322	0.783526	\$3,186,853	\$735,428	\$2,451,425
2030	\$4,364,563	0.746215	\$3,256,902	\$751,593	\$2,505,309
2031	\$4,620,038	0.710681	\$3,283,373	\$757,701	\$2,525,671
2032	\$4,881,899	0.676839	\$3,304,260	\$762,521	\$2,541,738
2033	\$5,150,307	0.644609	\$3,319,935	\$766,139	\$2,553,796
2034	\$5,425,426	0.613913	\$3,330,739	\$768,632	\$2,562,107
2035	\$5,707,422	0.584679	\$3,337,010	\$770,079	\$2,566,931
2036	\$5,996,468	0.556837	\$3,339,056	\$770,551	\$2,568,504
2037	\$6,292,741	0.530321	\$3,337,173	\$770,117	\$2,567,056
2038	\$6,596,420	0.505068	\$3,331,641	\$768,840	\$2,562,801
2039	\$6,907,691	0.481017	\$3,322,717	\$766,781	\$2,555,936
2040	\$7,226,744	0.458112	\$3,310,658	\$763,998	\$2,546,660
2041	\$7,553,774	0.436297	\$3,295,689	\$760,544	\$2,535,145
2042	\$7,888,979	0.415520	\$3,278,028	\$756,468	\$2,521,560
2043	\$8,232,564	0.395720	\$3,257,790	\$751,798	\$2,505,992
2044	\$8,584,739	0.376890	\$3,235,502	\$746,654	\$2,488,848
Total	\$108,800,891		\$60,763,700	\$14,022,392	\$46,741,307
Less: Bond Issuance Costs (12%)					
-\$5,608,957					
Less: State Administrative Fee					
-\$200,000					
STAR Bond Proceeds Available for Debt Service					
\$40,932,351					

Source: Canyon Research Southwest, Inc.; July 2025.

STAR Bond Debt Service Amortization Schedule
Colby, Kansas STAR Bond District

	STAR Bond	Less: Adm. Fee	Net STAR Bond	Debt Service	Interest Payments	Principal Reduction	Loan Balance	Debt Service Coverage
Period	Revenue	2%	Proceeds	Service	Payments	Reduction	Balance	Coverage
Bond PAR Value								\$40,900,000
2025	\$753,670	\$200,000	\$553,670	\$3,281,922	\$2,045,000	\$1,236,922	\$39,663,078	17%
2026	\$1,944,067		\$1,944,067	\$3,281,922	\$1,983,154	\$1,298,768	\$38,364,310	59%
2027	\$2,928,157		\$2,928,157	\$3,281,922	\$1,918,216	\$1,363,706	\$37,000,604	89%
2028	\$3,677,899		\$3,677,899	\$3,281,922	\$1,850,030	\$1,431,892	\$35,568,712	112%
2029	\$4,067,322		\$4,067,322	\$3,281,922	\$1,778,436	\$1,503,486	\$34,065,226	124%
2030	\$4,364,563		\$4,364,563	\$3,281,922	\$1,703,261	\$1,578,661	\$32,486,566	133%
2031	\$4,620,038		\$4,620,038	\$3,281,922	\$1,624,328	\$1,657,594	\$30,828,972	141%
2032	\$4,881,899		\$4,881,899	\$3,281,922	\$1,541,449	\$1,740,473	\$29,088,499	149%
2033	\$5,150,307		\$5,150,307	\$3,281,922	\$1,454,425	\$1,827,497	\$27,261,002	157%
2034	\$5,425,426		\$5,425,426	\$3,281,922	\$1,363,050	\$1,918,872	\$25,342,130	165%
2035	\$5,707,422		\$5,707,422	\$3,281,922	\$1,267,107	\$2,014,815	\$23,327,315	174%
2036	\$5,996,468		\$5,996,468	\$3,281,922	\$1,166,366	\$2,115,556	\$21,211,759	183%
2037	\$6,292,742		\$6,292,742	\$3,281,922	\$1,060,588	\$2,221,334	\$18,990,425	192%
2038	\$6,596,420		\$6,596,420	\$3,281,922	\$949,521	\$2,332,401	\$16,658,024	201%
2039	\$6,907,691		\$6,907,691	\$3,281,922	\$832,901	\$2,449,021	\$14,209,004	210%
2040	\$7,226,744		\$7,226,744	\$3,281,922	\$710,450	\$2,571,472	\$11,637,532	220%
2041	\$7,553,774		\$7,553,774	\$3,281,922	\$581,877	\$2,700,045	\$8,937,487	230%
2042	\$7,888,979		\$7,888,979	\$3,281,922	\$446,874	\$2,835,047	\$6,102,440	240%
2043	\$8,232,564		\$8,232,564	\$3,281,922	\$305,122	\$2,976,800	\$3,125,640	251%
2044	\$8,584,739		\$8,584,739	\$3,281,922	\$156,282	\$3,125,640	(\$0)	262%
	\$108,800,891	\$200,000	\$108,600,891	\$65,638,436				165%

Source: Canyon Research Southwest, Inc.; July 2025.

Notes: The net present value was calculated using an annual sales growth rate of 2.5 percent, debt service reserve and bond issuance costs of 12%, debt coverage ratio of 1.30 and a discount ("yield") rate of 5%.

EXHIBIT F

Meeting Minutes

To be included after approval of this Project Plan.

EXHIBIT G

Feasibility Study

STAR BOND FEASIBILITY STUDY

Colby Multi-Purpose Arena and Equestrian Center
Interstate 70 & State Highway 25, Exit 53
Colby, Kansas

July 2025

CANYON RESEARCH SOUTHWEST, INC.

COMMERCIAL REAL ESTATE RESEARCH AND ANALYSIS

**STAR BOND FEASIBILITY STUDY
COLBY MULTI-PURPOSE ARENA AND EQUESTRIAN CENTER
INTERSTATE-70 AND STATE HIGHWAY 25, EXIT 53
COLBY, KANSAS**

July 2025

Prepared for:

Kansas Department of Commerce
1000 SW Jackson, Suite 100
Topeka, KS 66612

Prepared by:

Canyon Research Southwest, Inc.
505 Ellicott Street, Suite A202
Buffalo, NY 14203

PR# 2024.08.01

CANYON RESEARCH SOUTHWEST, INC.

COMMERCIAL REAL ESTATE RESEARCH AND ANALYSIS

July 3, 2025

Robert North
Kansas Department of Commerce
1000 SW Jackson, Suite 100
Topeka, KS 66612

Re: STAR Bond Feasibility Study
Colby Multi-Purpose Arena and Equestrian Center in Colby, Kansas

Mr. North:

STAR Bond funding is being sought to assist in funding a portion of the proposed Colby Multi-Purpose Arena and Equestrian Center in Colby, Kansas. Pursuant to the STAR Bond Financing Act (the “Act”), Canyon Research Southwest, Inc. has prepared the attached *STAR Bond Feasibility Study* for the project. The study evaluates the feasibility of the Colby Multi-Purpose Arena and Equestrian Center project by addressing each of the evaluation criteria outlined in Kansas statutes.

The Project Plan includes two development phases. Phase 1 will be anchored by a Multi-Purpose Arena and Equestrian Center that features two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area. Additional project components include three new hotels totaling 267 guest rooms, a 140-space RV park, renovated Oasis Travel Center and Kitchen, renovation of the City Limits and Convention Center, conversion of two existing hotels totaling 149 guest rooms, and a freestanding fast-food restaurant. Phase 2 of the project includes the Wind, Weather and Tornado Exhibit, Amusement Center, and restaurant and retail space.

Upon review of the report, should any questions arise, or additional information be requested, you can contact me at (716) 327-5576.

Respectfully submitted,

CANYON RESEARCH SOUTHWEST, INC.

Eric Lander

Eric S. Lander, Principal

T A B L E O F C O N T E N T S

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SUMMARY OF MAJOR FINDINGS

Sales Tax Revenue (“STAR”) bond financing is being sought to assist in funding a portion of the proposed STAR Bond District located at the intersection of Interstate 70 and State Highway 25 in Colby, Kansas.

The Project Plan includes two development phases. The initial phase of development is anchored by a Multi-Purpose Arena and Equestrian Center that features two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area. Additional project components include three new hotels totaling 267 guest rooms, a 140-space RV park, renovated Oasis Travel Center and Kitchen, renovation of the City Limits and Convention Center, conversion of two existing hotels totaling 149 guest rooms, and a freestanding fast-food restaurant. Phase 2 of the project includes the Wind, Weather and Tornado Exhibit, Amusement Center, and restaurant and retail space.

KSA 12-17,166(b)(10) addresses the quality of service and experience provided, as measured against national consumer standards for the specific target market. The Colby Multi-Purpose Arena and Equestrian Center project is designed as a comprehensive and unique visitor experience that includes entertainment, lodging, and shopping. The quality of service and experience will match that of comparable multi-purpose arenas and equestrian centers.

KSA 12-17,166(b)(16) requires a summary of community involvement, participation, and support for the STAR bond project. The Developer and City have collaborated to foster the growth and development of the District, and transformation of what is currently vacant land into a productive asset and tourism destination for the City. The City’s involvement, participation, and support of the District will be a key catalyst in promoting tourism and retail spending in the City.

As part of the STAR bond application process Canyon Research Southwest, Inc. has prepared the enclosed *STAR Bond Feasibility Study*. The study evaluates the feasibility of the Colby Multi-Purpose Arena and Equestrian Center project by addressing each of the evaluation criteria outlined in Kansas statutes. The report’s major findings are summarized in the text below.

Tourism Impact Assessment

The proposed Colby Multi-Purpose Arena and Equestrian Center is located within the 15-county Northwest Kansas region. Northwest Kansas supports a diverse mix of visitor attractions that draw people from throughout Kansas and the neighboring states of Missouri, Nebraska, Oklahoma, and Colorado. The region hosts an assortment of cultural venues, parks, and events.

During 2023, visitor spending within the Northwest Kansas region totaled \$324.9 million, equating to 4.0 percent of the statewide total. Visitor spending by category was led by transportation at \$93.1 million, followed by food and beverage at \$84.9 million, lodging at \$58.3 million, retail at \$51.2 million, and recreation at \$37.4 million.

Visitor spending by county was led by Ellis County at \$153.3 million (Hays) and Thomas County at \$66.2 million (Colby). Both counties benefit from the presence of larger cities and location along Interstate 70. Visitor spending in Thomas County, where the proposed Colby mixed-use development site is located, declined 20.0 percent in 2020 stemming from the COVID-19

pandemic. Visitor spending in 2021 rebounded 14.1 percent to \$64.7 million. By 2023, visitor expenditures reached \$66.2 million, remaining below pre-pandemic levels.

The proposed Colby project in Thomas County will have significant impact on the Northwest Kansas region's tourism industry by providing unique destination attractions that attract visitors, extend visitor stays, and generate visitor expenditures and state and local tax revenues.

Under KSA 12-17,166(b)(7), given the unique market positioning of the proposed Colby Multi-Purpose Arena and Equestrian Center and the prominence of the rodeo industry in Kansas and the Midwest, the project is expected to gain sufficient market share to remain profitable past the term of repayment.

KSA 12-17,166(b)(11) addresses project accountability, measured according to best industry practices. The proposed Colby Multi-Purpose Arena and Equestrian Center's two indoor arenas, one outdoor arena, horse stall barn, livestock barn, and warmup area, unique visitor experience, and comprehensive design including entertainment, dining, shopping, and lodging is consistent with rodeo industry standards and will result in a strong identity and tourist draw.

Market Study Conclusions

The *Market Study* evaluated the ability of the Colby Multi-Purpose Arena and Equestrian Center to gain market share locally, regionally, and nationally and the ability of the project to gain market share to:

- Remain profitable past the term of repayment, and
- Maintain status as a significant factor for travel decisions.

Rodeo is extremely popular in Kansas and within the western states of Texas, Oklahoma, Kansas, Nebraska, South Dakota, Wyoming, and Colorado. The 50 annual rodeos in Kansas sanctioned by the Professional Rodeo Cowboys Association (“PRCA”), Kansas Professional Rodeo Association (“KPRA”), and United Rodeo Association (“URA”) draw heavily from these surrounding states. The Colby Multi-Purpose Arena and Equestrian Center is well positioned geographically to cater to the western United States rodeo participants and fan base.

Six arenas were surveyed in western Kansas that operate indoor arenas. All the surveyed indoor arenas are owned by a public entity or university and are located 70 to 300 miles from Colby, Kansas. None of the existing indoor arenas operating in western Kansas are considered directly competitive to the proposed Colby Multi-Purpose Arena and Equestrian Center, lacking in such areas as arena floor area, seating capacity, number of stalls, and absence of a covered warm-up arena, outdoor arena, and on-site RV park and hotel.

Three indoor arenas were surveyed in eastern Kansas, located 300 to 450 miles from Colby, Kansas. Two of the indoor arenas are owned by a public entity or community college, with the Kansas Star Arena the only privately-owned facility. The Kansas Star Arena and Domer Livestock Arena are the most comparable to the proposed Colby Multi-Purpose Arena and Equestrian Center, in terms of arena size, seating capacity, on-site restaurants, hotels, and event center. Both arenas

are over 300 miles from Colby, Kansas and lack several facility amenities that are proposed for the Colby Multi-Purpose Arena and Equestrian Center.

The nine comparable high-quality indoor rodeo arenas and equestrian centers operating in the western United States host 52 to 320 annual events, equating to an average 142 annual events and a median of 133 annual events. The usage of the comparable multi-purpose arenas bodes well for the potential of the proposed Colby Multi-Purpose Arena and Equestrian Center to host a suitable number of annual events and event days to support feasible development and operation. When compared to the nine surveyed venues, the design for the proposed Colby Multi-Purpose Arena and Equestrian Center affords the necessary location, features, and amenities to be competitive and attract promoters, sponsors, cowboys, and fans.

There are nine hotels in Colby, Kansas totaling 566 guest rooms, including five limited-service hotels totaling 326 rooms and four economy/budget hotels with 240 rooms. The summer months represent the Colby hotel market's peak season marked by high transient traffic volumes on Interstate 70. The Colby hotel market was adversely impacted by the COVID-19 pandemic travel restrictions starting during the second quarter 2020. The hotel market began to recover by 2021 as total tax revenues rose 37.4 percent. During 2022, the recovery strengthened as tax revenues increased 43.4 percent. Guest tax revenues softened slightly in 2023 in wake of the strong surge in travel reported in 2022. During 2024, transient guest tax revenues were down 3.5 percent over 2023. This recovery pattern occurred throughout the United States hotel market.

Under KSA12-17,166(b)(7), given the unique market positioning of the Colby Multi-Purpose Arena and Equestrian Center and the prominence of the Midwest rodeo and equestrian industries, the project is expected to become a significant tourism destination and gain sufficient market share to remain profitable past the term of repayment.

Assessment of Potential Markets

Given the Colby Multi-Purpose Arena and Equestrian Center site's location on Interstate 70 and facility programming, the project will serve as a destination attraction. Potential sources of visitation include: 1) area residents, 2) out-of-town visitors, and 3) regional market.

When compared to the socio-economic characteristics of rodeo fans, the 100-mile and 500-mile radius market areas represent a strong market for rodeo, equestrian, and agricultural events. Favorable socio-economic characteristics include large population bases, high percent of married couples with children, large populations of residents ages 25 to 54 years, high rate of educational attainment, and high rates of middle- and high-income households.

The Northwest Kansas region supports a sizable tourism market supported by a wide range of cultural, historic, and parkland attractions. During 2019, visitor expenditures in Northwest Kansas were estimated at \$298.6 million. From 2016 through 2019, the Northwest Kansas Region experienced steady gains in visitor expenditures. The Colby Multi-Purpose Arena and Equestrian Center has the potential to serve as a major tourism destination for Northwest Kansas, generating large gains in visitation and visitor expenditures.

Potential sources of visitation to the Colby Multi-Purpose Arena and Equestrian Center include: 1) area residents, 2) out-of-town visitors, and 3) regional market. The local market is defined as the geographic area within a 100-mile radius from Colby which supports a population of 167,560 residents. Out-of-town visitors to the Northwest Kansas region generate annual expenditures of \$298.6 million. The regional market includes a population of 29.5 million people as well as the country's 43 million rodeo fans.

From February through December, 50 professional rodeo events are held in Kansas, including 19 sanctioned by the Professional Rodeo Cowboy Association (“PRCA”) and 18 sanctioned by the Kansas Professional Rodeo Association (“KPRA”). The PRCA has 4,727 national members and sanctions more than 600 rodeos per year while the KPRA has over 500 members and sanctions 40+ rodeos per year. The United States rodeo market provides the Colby Multi-Purpose Arena and Equestrian Center with a source for hosting rodeo events, participants, and spectators.

Market Impact Study Findings

The *Market Impact Study* focused on these issues as they relate to the proposed Colby Multi-Purpose Arena and Equestrian Center project:

1. Project positioning and unique quality
2. Project’s synergy with area attractions
3. Impact on comparable market area businesses
4. Expected draw of tourists from out-of-state and from more than 100 miles away
5. Estimate retail sales at build-out
6. Impact on active STAR bond projects

Project Positioning and Unique Quality

KSA 12-17,166(b)(9) requires a look at a potential STAR Bond District’s integration and collaboration with other resources and businesses. The initial phase of development is anchored by a Multi-Purpose Arena and Equestrian Center that features two indoor arenas and an outdoor arena. Additional Phase 1 project components include three new hotels totaling 267 guest rooms, a 140-space RV park, renovated Oasis Travel Center and Kitchen, renovation of the City Limits and Convention Center, conversion of two existing hotels totaling 149 guest rooms, and a freestanding fast-food restaurant. Phase 2 of the Project Plan includes the Wind, Weather and Tornado Exhibit, Amusement Center, and restaurant and retail space.

The principal attractions that will distinguish the Colby, Kansas STAR Bond District as a tourism destination include the Multi-Purpose Arena and Equestrian Center and the Wind, Weather and Tornado Exhibit. These attractions, together with the support project components including hotels and restaurants, will create a tourism destination capable of generating out-of-town visitors and expenditures. When fully developed, the proposed STAR Bond District in Colby, Kansas will serve as an entertainment destination supporting a principal market area within a 500-mile radius.

Synergy with Area Attractions

Much like business clusters, the clustering of destination attractions creates the critical mass necessary to generate and sustain increased visitation and expenditures. Most tourism clusters also have strong linkages to other closely related and supporting industries such as transportation, lodging, retail, food, and beverage. Therefore, the larger cluster of attractions a tourist destination supports the greater the direct and indirect economic benefits.

The Multi-Purpose Arena and Equestrian Center is located within Kansas' Northwest region. During 2023, visitor expenditures within the region amounted to \$324 million, exceeding pre-pandemic levels. Top visitor attractions to the Northwest Kansas region include Sternberg Museum of Natural History in Hays, Scott Lake State Park, Fick Fossil and History Museum in Oakley, Fort Wallace Museum in Wallace County, Arikaree Breaks near St. Francis, and St. Francis Motorcycle Museum in St. Francis.

The proposed Colby STAR Bond District has the potential to draw large volumes of out-of-town visitors and create synergy with existing visitor attractions and events in Northwest Kansas that will positively impact the region's status as a tourism destination.

To conclude, by increasing the critical mass and scope of destination attractions the proposed Colby STAR Bond District will improve the competitive positioning of Northwest Kansas as a family entertainment destination as well as complement existing attractions and major events, and further strengthen the draw and economic impact of tourism on the local economy.

Forecast Customer/Visitor Counts

Stabilized year visitation to the proposed STAR Bond District in Colby, Kansas was forecast for: 1) project visitors residing greater than 100 miles distance from the project site and 2) out-of-state visitors.

Stabilized year visitation estimates for the proposed Colby STAR Bond District are segmented into two sources, including: 1) Multi-Purpose Arena participants and spectators and 2) Wind, Weather and Tornado Exhibit attendees. Guests to the three hotels were excluded in the visitation estimates as this analysis assumed that most hotel guests will be patronizing either the multi-purpose arena or Wind, Weather and Tornado Exhibit.

Visitation at stabilized year for the Project District's two principal attractions is estimated at 136,000 to 154,000 visitors. Regional visitors traveling more than 100 miles are forecast to account for 72 percent of total visitation, totaling 97,700 to 110,250 visitors.

Out-of-state residents from outside of a 100-mile radius are estimated to account for 38 percent of total visitation, or 51,500 to 58,000 visitors per year.

**Multi-Purpose Arena and Equestrian Center
And Wind, Weather, & Tornado Exhibit
Estimated Stabilized Year Visitation Patterns**

Visitor Origination	Total Visitors	Out-of- State Visitors	Market Share
Conservative Scenario			
Total Visitors	136,000		
Outside of a 100-Mile Radius	97,700	51,500	37.6%
Optimistic Scenario			
Total Visitors	154,000		
Outside of a 100-Mile Radius	110,250	58,000	38.2%

KSA 12-17,166(b)(4) states visitation expectations and a plan describing how the number of visitors to the STAR bond project district will be tracked and reported to the secretary on an annual basis. Such a plan shall include, but not be limited to, obtaining and reporting visitor residence zip code data to the secretary. All businesses located in the STAR bond district shall provide visitor residence data requested by the secretary. Any such data shall be provided in an aggregate manner without personally identifiable information. Credit card orders of visitors to the multi-purpose arena and Wind, Weather and Tornado Exhibit will garner zip code information while hotel guests will be asked for such information at check-in or information ascertained via internet reservations or credit card systems.

Estimated Retail Sales

By project stabilization in 2030, visitors to the proposed Multi-Purpose Arena and Equestrian Center and the Wind, Weather, and Tornado Exhibit attractions are estimated to generate annual visitor expenditures of \$35.4 million to \$40.0 million captured both within the Project District and by off-site businesses throughout the Northwest Kansas region.

By 2030 at project stabilization, direct tourism expenditures by out-of-state visitors to the proposed Colby, Kansas STAR Bond District are estimated at \$13.4 million. The on-site capture of these out-of-state visitor expenditures are estimated at \$6.8 million to \$7.5 million. Estimated out-of-state visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District are \$5.9 million to \$6.6 million, illustrating the positive impact the Project District will have on other area businesses. Kansas is estimated to capture \$4.0 million to \$4.4 million in annual expenditures by out-of-state visitors with Thomas County capturing out-of-state visitor expenditures of \$397,239 to \$443,025.

At project build-out and stabilization in 2030, the proposed Colby STAR Bond District will generate estimated gross sales revenues of \$46.1 million.

Impact on Comparable Area Businesses

KSA 12-17, 166(b)(8) requires a market impact study looking at the impact of a proposed STAR Bond project on similar businesses in the market area. The possible impact of the proposed Colby, Kansas STAR Bond District's hotels and event center upon similar businesses in Thomas County was examined (i.e., that the project will increase total sales in the surrounding area, not diminish sales from existing businesses).

The Colby STAR Bond District will introduce new entertainment, lodging, and conference and event center attractions not currently available in the Northwest Kansas region. At build-out and stabilization, visitors to the Colby STAR Bond District are forecast to generate \$35.4 million to \$40.0 million in annual expenditures on shopping, dining, entertainment, lodging, and transportation, not all of which will be captured by the planned on-site attractions, restaurants, retail shops, and hotels.

Nine hotels totaling 566 guest rooms operate in Colby. The primary sources of hotel room demand stems from transient and leisure travelers driving along Interstate 70. The existing Colby hotels may benefit from overflow lodging demand generated by out-of-town visitors to the proposed Colby, Kansas STAR Bond District's principal attractions.

The Project Plan calls for renovating the existing City Limits Convention Center designed to improve the venue's ability to attract and host a wide variety of events. Existing event venues in Colby are limited to the Colby Event Center and five hotels that operate meeting space, ranging from a low 228 square feet at the Hampton Inn by Hilton to a high of 8,614 square feet at the Comfort Inn. Seating capacities range from 12 to 379 people.

By generating increased out-of-town visitation, the proposed Colby, Kansas STAR Bond District will benefit existing lodging and event venue businesses in Colby and Northwest Kansas by generating increased visitor volumes and expenditures. Therefore, this report concludes that the proposed Colby, Kansas STAR Bond District will not negatively impact the sales of existing Colby hotels and event venues. In fact, the estimated out-of-state visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District of \$5.9 million to \$6.6 million provides existing area retail businesses and hotels the opportunity to capture increased sales.

Impact on Active STAR Bond Projects

KSA 12-17,166(b)(2) requires a look at the effect, if any, a STAR bond project will have on any outstanding special obligation bonds payable from the revenues described in K.S.A. 12-17,169, and amendments thereto.

At year-end 2024, sixteen active STAR Bond Districts in Kansas had issued \$904 million in bond debt. During 2024, the sixteen STAR Bond Districts collectively generated \$72.8 million in sales tax revenue and by year-end 2024 the outstanding principal totaled \$393.9 million, down from \$551.5 million at year-end 2023.

Active STAR Bond Districts include six in the Kansas City MSA, four projects in the Wichita MSA, and projects in Topeka, Manhattan, Salina, Dodge City, and Garden City. The active STAR Bond Districts are located throughout the State of Kansas and support a wide range of destination

attractions including professional soccer stadium and training facilities, racetracks, minor league baseball stadium, multi-sport facilities, baseball and soccer complexes, family entertainment centers, waterparks, museums, performing arts center, downtown redevelopment, and others. The destination attractions planned for the Colby STAR Bond District do not exist within any of the active STAR Bond Projects in Kansas.

The study concluded that given the noncompeting destination attractions, differing market niche, and distance from any active STAR Bond Districts, development of the proposed Colby, Kansas STAR Bond District will not have a measurable adverse impact on visitor volumes, retail sales volumes and STAR bond revenues on those STAR Bond Districts with outstanding bond debt. Therefore, the operation of additional development within the Colby STAR Bond District is not anticipated to cause default in the payment of outstanding STAR bonds.

Economic Impact Study Findings

KSA 12-17,166(b)(12) requires the expected return on state and local investment that the project is anticipated to produce. The *Economic Impact Assessment* examines the economic implications of the construction and operation of the proposed Colby STAR Bond District in terms of the direct and indirect growth in employment, income, and consumption. The project's economic impact was measured in terms of both the construction phase and operations phase.

Construction-Phase

Total construction costs for the Colby STAR Bond District Phases 1 and 2 are estimated at \$112.33 million. The economic benefits associated with the construction phase are estimated at a total economic output of \$157.26 million, direct and indirect job creation of 927 full-time equivalent jobs, and \$51.5 million in payroll. State personal income tax collections generated from the construction phase are estimated at \$2.13 million.

Operations-Phase

Stabilized year gross expenditures generated by visitors to the Colby STAR Bond District are estimated at \$35.4 million to \$40.0 million, captured both within the Project District and by off-site businesses.

As outlined in the table on the following page, the operations-phase of the Colby STAR Bond District Phases 1 and 2 is forecast to generate stabilized year net expenditures of \$46.6 million, \$65.2 million in total economic output, employment of 230 FTE direct and indirect jobs, \$7.8 million in annual payroll, and \$255,943 in State personal income tax collections.

Operations-Phase Economic Impact Estimates Colby, Kansas STAR Bond District

Project Totals	
Total Net Economic Impact of Operations	
Stabilized Year Net Expenditures	\$46,551,785
Total Net Output	\$65,172,499
Job Creation	
Direct	152
Indirect	78
Total	230
Payroll	
Direct	\$4,472,500
Indirect	\$3,344,411
Total	\$7,816,911
State Income Taxes	\$255,943

Source: Canyon Research Southwest, Inc.

Visitation at stabilized year for the Project District's two principal attractions is estimated at 136,000 to 154,000 visitors, including 97,700 to 110,250 visitors traveling more than 100 miles away. Total lodging demand is estimated at 65,000 to 73,500 annual room nights, sufficient to support 274 to 310 hotel rooms. The proposed Colby, Kansas STAR Bond District is designed for three new hotels totaling 267 guest rooms. These lodging supply and demand forecasts illustrate the significant impact the Colby STAR Bond District will have on the Colby and Northwest Kansas hotel markets and the potential for existing area hotels to capture the excess room demand generated by out-of-town visitors to the Project District.

To conclude, the proposed Colby, Kansas STAR Bond District will contribute significantly to the state and local economy by generating construction and permanent jobs; attracting out-of-state visitors, spending, and lodging demand; strengthening the Northwest Kansas region's status as a tourist destination; and yielding state income tax revenues.

Return on Investment

KSA 12-17,166(b)(12) requires the expected return on state and local investment that the project is anticipated to produce. Sources for the return on investment for the State of Kansas will be derived from payroll taxes on jobs created as well as expenditures by out-of-state visitors to the Colby, Kansas STAR Bond District.

The Colby STAR Bond District will be developed in two phases with the initial project components open by mid-2025 and build-out scheduled by mid-2028. The construction phase is

estimated to generate State of Kansas personal income tax revenues of \$2,130,071. At build-out and stabilization the Colby STAR Bond District is forecast to generate annual payroll of \$7.8 million, yielding State personal income tax collections of \$255,943. Throughout the 20-year maturity of the STAR Bond District, State personal payroll tax collections associated with the operations-phase total \$5.8 million.

Throughout the 20-year maturity of the proposed Colby STAR Bond District, the construction and operational phases are forecast to generate State of Kansas personal income taxes totaling \$7.9 million and gross STAR Bond collections on existing and planned businesses are estimated to total \$108.8 million. Therefore, the construction and operational phases are anticipated to generate a return on investment of 7.3 percent in the form of personal income taxes.

The Colby STAR Bond District Phase 1 is scheduled to open by early 2025 with Phase 2 opening by early 2028. At build-out and stabilized operations by 2030, total visitation is estimated at 136,000 to 154,000. By 2030, annual gross expenditures generated by visitors to the Colby STAR Bond District are estimated at \$35.4 million to \$40.0 million.

At stabilization, given the regional market area supported by the Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit, out-of-state residents to the Colby STAR Bond District residing outside of a 100-mile radius are forecast to account for 38 percent of total visitation, or 51,500 to 58,000 visitors annually. Under the conservative scenario, direct tourism expenditures by out-of-state visitors to the proposed Colby, Kansas STAR Bond District are estimated at \$13.4 million. The on-site capture of these out-of-state visitor expenditures are estimated at \$6.8 million to \$7.5 million. Estimated out-of-state visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District are \$5.9 million to \$6.6 million, illustrating the positive impact the Project District will have on other area businesses.

Kansas is estimated to capture 80 percent of day trip expenditures and 65 percent of overnight visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District, equating to \$4.0 million to \$4.4 million in annual expenditures by out-of-state visitors. At the sales tax rate of 6.5 percent, the State of Kansas is estimated to collect \$258,205 to \$287,967 in annual sales tax revenue from out-of-state visitor expenditures outside of the Colby, Kansas STAR Bond District.

Thomas County is estimated to capture 10 percent of Kansas visitor expenditures, or \$397,239 to \$443,025 in annual expenditures by visitors to the Project District. At the sales tax rate of 1.75 percent, Thomas County is estimated to collect sales tax revenues of \$6,952 to \$7,753 annually.

STAR Bond Revenue Projections

The STAR bond revenue projections and supportable bond debt estimates contained in this study are derived exclusively from Sales Tax Special Obligation Bond (“STAR”) revenue generated within the Project District. The STAR Bond funding capacity of the proposed Colby, Kansas STAR Bond District was quantified by calculating the net present value of the annual STAR Bond revenues throughout the maturity of the Project Plan.

The proposed STAR Bond District includes both: 1) a new mixed-use development on the south side of Interstate 70 featuring Multi-Purpose Arena and Equestrian Center, three new hotels, RV park, and various commercial uses and 2 a mix of existing commercial uses on the north side of

Interstate 70. Incremental STAR Bond revenues will be generated by the existing businesses operating in the District north of Interstate 70.

This report assumed that all STAR bond revenue would be used to pay bond debt. The net present value was calculated using an annual sales growth rate of 2.5 percent, debt service reserve and bond issuance costs of 12.0 percent, debt coverage ratio of 1.30 and a discount (“yield”) rate of 5.0 percent. The 5.0 percent discount rate was based on: (1) the yield paid by the City of Colby on recent municipal bond issuances; (2) the current average yield for 20-year municipal bonds; and (3) the yields for recently issued municipal bonds in the State of Kansas.

As outlined in the table on page xiv, throughout the statutory 20-year STAR bond maturity period the gross Sales Tax Special Obligation Bond revenues generated by the proposed Colby STAR Bond District are estimated at \$108.8 million. Accounting for the State’s administration fee not to exceed \$200,000, bond issuance costs, and reserve fund allocation, net present value proceeds of \$40.9 million are available to service bond principal and interest payments.

KSA 12-17,166(b)(15) requires the calculation of anticipated principal and interest payment schedule on the bond issue. As outlined by the loan amortization schedule on page xv, throughout the statutory 20-year STAR bond maturity period the net Sales Tax Special Obligation Bond revenues generated by the proposed Colby STAR Bond District of \$108.8 million are sufficient to cover \$40.9 in STAR bond obligations. Through repayment of the STAR bond obligations the debt service coverage between net Sales Tax Special Obligation Bond revenues and debt service is 165 percent, which exceeds the minimum target of 130 percent.

Under KSA 12-17,166(b)(1), the proposed Colby STAR Bond District’s projected STAR Bond revenue and tax increment revenue and other available revenues under K.S.A. 12-17,169, and amendments thereto, are expected to exceed or be sufficient to pay for the project costs.

Supportable STAR Bond Debt Estimates
Colby, Kansas STAR Bond District

Year	Gross Revenue	Present Value 5.0%	Net Present Value	Less: Debt Coverage 1.30	Net Proceeds
2025	\$753,670	0.952381	\$717,781	\$165,642	\$552,139
2026	\$1,944,067	0.907029	\$1,763,326	\$406,921	\$1,356,404
2027	\$2,928,157	0.863838	\$2,529,453	\$583,720	\$1,945,733
2028	\$3,677,899	0.822702	\$3,025,814	\$698,265	\$2,327,550
2029	\$4,067,322	0.783526	\$3,186,853	\$735,428	\$2,451,425
2030	\$4,364,563	0.746215	\$3,256,902	\$751,593	\$2,505,309
2031	\$4,620,038	0.710681	\$3,283,373	\$757,701	\$2,525,671
2032	\$4,881,899	0.676839	\$3,304,260	\$762,521	\$2,541,738
2033	\$5,150,307	0.644609	\$3,319,935	\$766,139	\$2,553,796
2034	\$5,425,426	0.613913	\$3,330,739	\$768,632	\$2,562,107
2035	\$5,707,422	0.584679	\$3,337,010	\$770,079	\$2,566,931
2036	\$5,996,468	0.556837	\$3,339,056	\$770,551	\$2,568,504
2037	\$6,292,741	0.530321	\$3,337,173	\$770,117	\$2,567,056
2038	\$6,596,420	0.505068	\$3,331,641	\$768,840	\$2,562,801
2039	\$6,907,691	0.481017	\$3,322,717	\$766,781	\$2,555,936
2040	\$7,226,744	0.458112	\$3,310,658	\$763,998	\$2,546,660
2041	\$7,553,774	0.436297	\$3,295,689	\$760,544	\$2,535,145
2042	\$7,888,979	0.415520	\$3,278,028	\$756,468	\$2,521,560
2043	\$8,232,564	0.395720	\$3,257,790	\$751,798	\$2,505,992
2044	\$8,584,739	0.376890	\$3,235,502	\$746,654	\$2,488,848
Total	\$108,800,891		\$60,763,700	\$14,022,392	\$46,741,307
Less: Bond Issuance Costs (12%)					-\$5,608,957
Less: State Administrative Fee					-\$200,000
STAR Bond Proceeds Available for Debt Service					\$40,932,351

Source: Canyon Research Southwest, Inc.; July 2025.

STAR Bond Debt Service Amortization Schedule
Colby, Kansas STAR Bond District

	STAR Bond	Less: Adm. Fee	Net STAR Bond	Debt Service	Interest Payments	Principal Reduction	Loan Balance	Debt Service Coverage
Period	Revenue	2%	Proceeds	Service	Payments	Reduction	Balance	Coverage
Bond PAR Value								\$40,900,000
2025	\$753,670	\$200,000	\$553,670	\$3,281,922	\$2,045,000	\$1,236,922	\$39,663,078	17%
2026	\$1,944,067		\$1,944,067	\$3,281,922	\$1,983,154	\$1,298,768	\$38,364,310	59%
2027	\$2,928,157		\$2,928,157	\$3,281,922	\$1,918,216	\$1,363,706	\$37,000,604	89%
2028	\$3,677,899		\$3,677,899	\$3,281,922	\$1,850,030	\$1,431,892	\$35,568,712	112%
2029	\$4,067,322		\$4,067,322	\$3,281,922	\$1,778,436	\$1,503,486	\$34,065,226	124%
2030	\$4,364,563		\$4,364,563	\$3,281,922	\$1,703,261	\$1,578,661	\$32,486,566	133%
2031	\$4,620,038		\$4,620,038	\$3,281,922	\$1,624,328	\$1,657,594	\$30,828,972	141%
2032	\$4,881,899		\$4,881,899	\$3,281,922	\$1,541,449	\$1,740,473	\$29,088,499	149%
2033	\$5,150,307		\$5,150,307	\$3,281,922	\$1,454,425	\$1,827,497	\$27,261,002	157%
2034	\$5,425,426		\$5,425,426	\$3,281,922	\$1,363,050	\$1,918,872	\$25,342,130	165%
2035	\$5,707,422		\$5,707,422	\$3,281,922	\$1,267,107	\$2,014,815	\$23,327,315	174%
2036	\$5,996,468		\$5,996,468	\$3,281,922	\$1,166,366	\$2,115,556	\$21,211,759	183%
2037	\$6,292,742		\$6,292,742	\$3,281,922	\$1,060,588	\$2,221,334	\$18,990,425	192%
2038	\$6,596,420		\$6,596,420	\$3,281,922	\$949,521	\$2,332,401	\$16,658,024	201%
2039	\$6,907,691		\$6,907,691	\$3,281,922	\$832,901	\$2,449,021	\$14,209,004	210%
2040	\$7,226,744		\$7,226,744	\$3,281,922	\$710,450	\$2,571,472	\$11,637,532	220%
2041	\$7,553,774		\$7,553,774	\$3,281,922	\$581,877	\$2,700,045	\$8,937,487	230%
2042	\$7,888,979		\$7,888,979	\$3,281,922	\$446,874	\$2,835,047	\$6,102,440	240%
2043	\$8,232,564		\$8,232,564	\$3,281,922	\$305,122	\$2,976,800	\$3,125,640	251%
2044	\$8,584,739		\$8,584,739	\$3,281,922	\$156,282	\$3,125,640	(\$0)	262%
	\$108,800,891	\$200,000	\$108,600,891	\$65,638,436				165%

Source: Canyon Research Southwest, Inc.; July 2025.

Notes: The net present value was calculated using an annual sales growth rate of 2.5 percent, debt service reserve and bond issuance costs of 12%, debt coverage ratio of 1.30 and a discount ("yield") rate of 5%.

**STAR BOND FEASIBILITY STUDY
COLBY MULTI-PURPOSE ARENA AND EQUESTRIAN CENTER
INTERSTATE-70 AND STATE HIGHWAY 25, EXIT 53
COLBY, KANSAS**

July 2025

INTRODUCTION

Study Objective and Organization

Sales Tax Revenue (“STAR”) bonds as authorized by the STAR Bond Financing Act, K.S.A. 12-17,160, et seq. are being sought to assist in funding a portion of the proposed Colby Multi-Purpose Arena and Equestrian Center in Colby, Kansas.

STAR bonds provide municipalities in the State of Kansas the opportunity to issue bonds to finance the development of major commercial entertainment and tourism areas and use revenues received by the city and county from any transient guest taxes, local sales taxes and use taxes generated by the development to pay off the bonds. STAR bonds possess a 20-year term. To be considered a major commercial entertainment and tourism area, a proposed project must be capable of being characterized as a statewide and regional destination and include a high-quality innovative entertainment and tourism attraction, containing unique features which will increase tourism, generate significant positive and diverse economic and fiscal impacts and be capable of sustainable development over time. The STAR bond program in Kansas was scheduled to expire on July 1, 2017. In June 2017, Gov. Brownback signed a bill reauthorizing the STAR Bond program for three more years, with a sunset date of July 1, 2020. During the 2020 Kansas Legislative Session, the STAR Bond program was extended until July 1, 2021. During the 2021 Kansas Legislative Session, the STAR Bond program was extended until July 1, 2026.

The Kansas secretary of Commerce approves the use of STAR bond proceeds within a STAR Bond Project District once the District is established by a governing body.

Pursuant to the STAR Bond Financing Act, STAR Bond Project Plans must be accompanied by a *Feasibility Study* that examines the impact of the proposed development or special bond project upon similar businesses in the project market area, quantifies out-of-state visitation, forecasts the project’s economic impact and evaluates the project’s ability to remain profitable past the term of the STAR bonds. According to K.S.A. 12-17,116(b) the *Feasibility Study* should contain the following:

1. Whether a STAR bond project’s revenue and tax increment revenue and other available revenue are expected to exceed or be sufficient to pay for the project costs.
2. The effect, if any, a STAR bond project will have on any outstanding special obligation bonds payable from the revenues described in K.S.A. 2009 Supp. 12-17,169, and amendments thereto.
3. A statement of how the jobs and taxes obtained from the STAR bond project will contribute significantly to the economic development of the state and region.
4. Visitation expectations.
5. The unique quality of the project.

6. Economic impact study.
7. Market study.
8. Market impact study.
9. Integration and collaboration with other resources or businesses.
10. The quality of service, and experience provided, as measured against national consumer standards for the specific target market.
11. Project accountability, measured according to best industry practices.
12. The expected return on state and local investment that the project is anticipated to produce.
13. A statement concerning whether a portion of the local sales and use taxes are pledged to other uses and are unavailable as revenue for the STAR bond project.
14. An anticipated principal and interest payment schedule on the bond issue.
15. A net return on investment analysis.
16. A summary of community involvement, participation, and support for the STAR bond project.
17. A full disclosure and description of all state, federal and local tax incentives that apply or, pursuant to the project plan, are anticipated to apply within the STAR bond district or that apply to any business located in or, pursuant to the project plan, which will locate in the district.

The proposed STAR Bond District includes both: 1) a new mixed-use development on the south side of Interstate 70 featuring Multi-Purpose Arena and Equestrian Center, three new hotels, RV park, and various commercial uses and 2 a mix of existing commercial uses on the north side of Interstate 70. Incremental STAR Bond revenues will be generated by the existing businesses operating in the District north of Interstate 70.

Project Plan

A 416-acre STAR Bond District is proposed surrounding the intersection of Interstate 70 and State Highway 25 (Exit 53) in Colby, Kansas. The proposed district is situated in northwest Kansas approximately 212 miles east of Denver and 371 Miles west of Kansas City. An aerial photo of the approximate boundaries of the STAR Bond District is depicted on page 5 with the Project Plan depicted on page 6. The proposed STAR Bond District includes a new mixed-use project on the south side of Interstate 70 and a mix of existing commercial uses on the north side.

The initial phase of New development is anchored by a Multi-Purpose Arena and Equestrian Center that features two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area. Additional planned project components include an 81-room Comfort Inn & Suites, 96-room Holiday Inn Express, 90-room third hotel, a 140-space RV park, Oasis Travel Center, new restaurant on a pad site, renovation and improvements to the existing restaurant and convention center/event space, and existing hotels.

The 80,000 square foot indoor main arena is designed for a 130' x 260' arena floor, a seating capacity of 1,500 persons, press box, scoreboard, and concessions. The 52,000 square foot covered warm up arena will include two, 100' x 125' arena areas, lighting, and 8-inch galvanized tie ups. The outdoor arena will have a 150' x 350' arena floor, lighting, and a 300-person seating capacity.

The 42,000 square foot horse stall barn will include 400 covered stalls, concrete flooring, wash racks, storage lockers, tack room, and PA system. The 35,000 square foot livestock barn will house 400 portable stalls, concrete flooring, hanging electrical service, and PA system.

The Multi-Purpose Arena and Equestrian Center is designed to accommodate all seven rodeo disciplines along with the infrastructure required to host livestock shows, sporting dog and show dog competitions, agricultural equipment shows, shooting sports, car shows, BBQ competitions, arts and crafts shows, antique shows, and RV and boat shows. The developer is aiming to commence construction of the Multi-Purpose Arena and Equestrian Center and 140-space RV park within 90 days following the approval, issuance, and sale of the STAR Bonds.

Construction on the 81-room Comfort Inn & Suites and 96-room Holiday Inn Express has commenced, with completion of the Comfort Inn scheduled by April 2024 and the Holiday Inn Express by June 2025. A third hotel is also planned that would occupy 90 guest rooms.

The existing 12,000 square foot Oasis Travel Center includes a convenience store, Starbucks, and City Wok. The scheduled improvements will add a kitchen and grab & go food service. Construction has commenced with completion scheduled by May 2026. The property also includes a 12,800 square foot truck repair shop.

Renovation and improvements to the existing restaurant and convention center/event space is currently underway with completion scheduled by June 2026.

The 317-acre portion of the proposed STAR Bond District consists of Walmart, Dillon's, Maurice's, Dollar General, Dollar Tree, Colby Dodge Chrysler Jeep Ram dealership, five hotels,

fast food restaurants, truck stop, self-storage facility, miscellaneous commercial businesses, and vacant land. Existing businesses are outlined in the table on page 7.

Colby STAR Bond District Phase 1 Construction Schedule

Project Component	Construction Commencement	Scheduled Completion	Construction Costs
Phase 1			
Multi-Purpose Arena & RV Park	90 days after the approval, issuance, and sale of STAR Bonds	18 months following commencement of construction	\$45,000,000
Oasis Travel Center	Sep-24	May 2026	\$2,600,000
City Limits / Convention Center	In Progress	June 2026	\$1,200,000
New Holiday Inn Express	In Progress	June 2025	\$10,000,000
New Comfort Inn & Suites	In Progress	April 2025	\$10,000,000
Conversion of Existing 77-room Comfort Inn	In Progress	June 2025	\$530,000
Conversion of Existing 72-room Holiday Inn Express	In Progress	July 2025	\$1,500,000
Restaurant	TBD	May 2027	\$2,000,000
Third Hotel	TBD	24 months following bond issuance	\$12,000,000
Total Construction Costs			\$84,830,000

Phase 1 will also include the conversion of two existing hotels. The existing 77-room Comfort Inn will be converted to a Quality Inn upon completion of the new Comfort Inn & Suites and the existing 72-room Holiday Inn Express will transition into a La Quinta Inn upon completion of the new Holiday Inn Express.

Phase 2 of the Project Plan includes the Wind, Weather and Tornado Exhibit, Amusement Center, and restaurant and retail space. The Wind, Weather and Tornado Exhibit and Amusement Center are anticipated to open by Spring 2028. The restaurant and retail components are anticipated to open from May 2027 through May 2028.

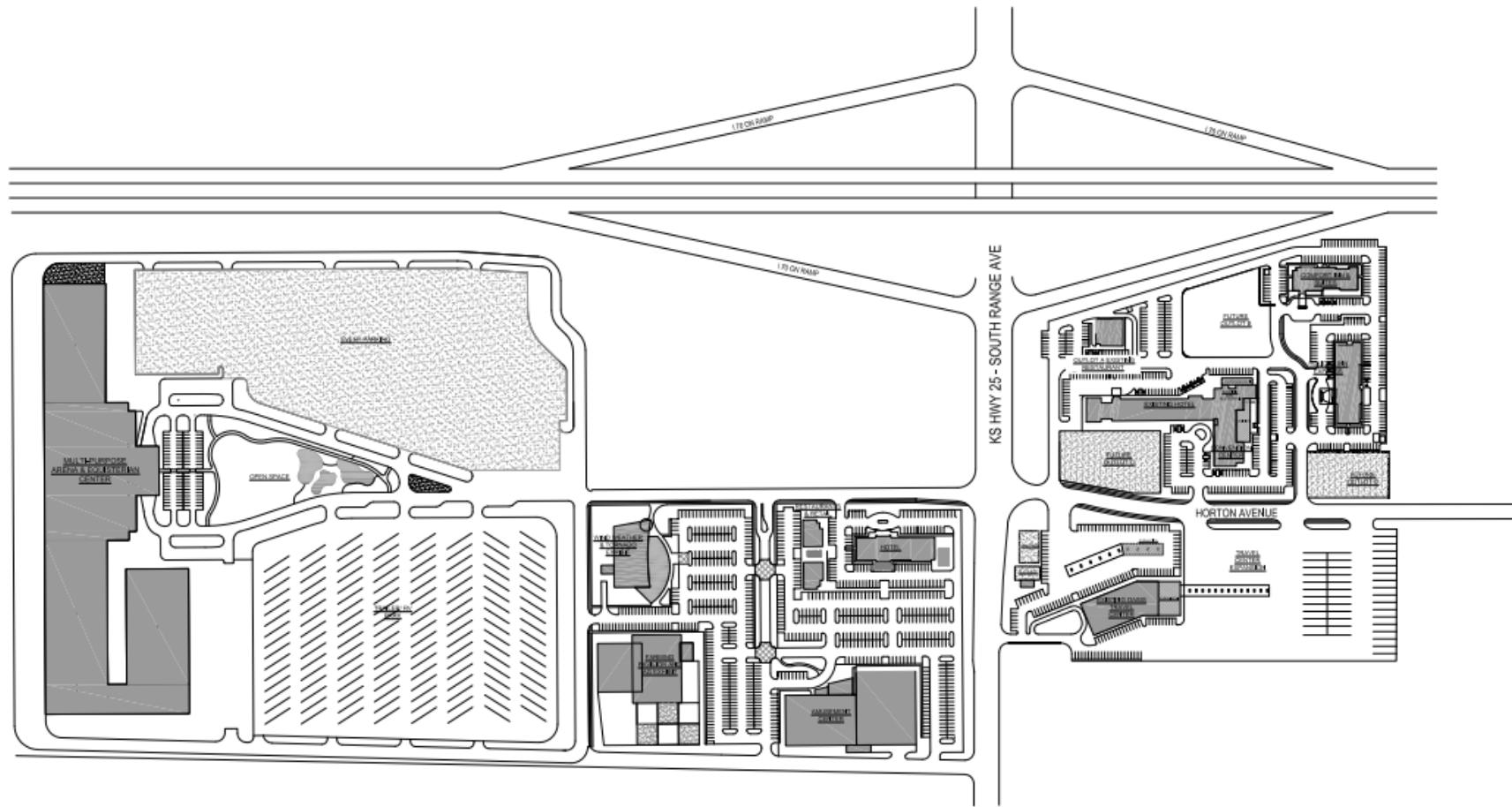
Given the assortment of diverse project components and attractions, the Project Plan is designed to cater to several audiences, including:

- Equestrian and Rodeo Communities
- Ag Industry
- Leisure Travelers and Families
- Sports and Entertainment Fans
- Transient travelers on Interstate 70

Colby Multi-Purpose Arena and Equestrian Center Property



Colby Multi-Purpose Arena and Equestrian Center Project Plan



COLBY STAR BOND SITE PLAN



Colby STAR Bond District Existing Businesses

Existing Business	Property Address
Arby's	2000 S. Range Avenue
Woofter Construction & Irrigation	1695 Thielan Avenue
2 nd Street Boutique	2280 Southwind Avenue
Welcome Home Café	2280 Southwind Avenue
Colby Dodge Chrysler Jeep Ram	1000 Taylor Avenue
McDonalds	2000 S. Range Avenue
24/7 Travel Store & Truck Stop	1990 S. Range Avenue
Subway	1970 S. Range Avenue
Dollar Tree	1960 S. Range Avenue
Colby Inn & Suites	1950 S. Range Avenue
Bottle Gallery Liquor Store	1920 S. Range Avenue
Super 8 Motel	1040 Zelfer Avenue
Colby Mini Storage	1959 Thielan Avenue
Central Power Systems & Services	1920 Thielan Avenue
Colby Information Center	2015 S. Range Avenue
Scooter's Coffee	1672 S. Range Avenue
Western State Bank	1750 S. Range Avenue
Gavon's Electronics	1870 S. Range Avenue
Northwest Irrigation	1880 S. Range Avenue
Commercial Sign Company	1185 Zelfer Avenue
Dillon's Grocery Store	1605 S. Range Avenue
Dollar General	1805 S. Range Avenue
Sonic	1835 S. Range Avenue
Casey's General Store	1855 S. Range Avenue
MC Auto Outlet	855 Davis Avenue
S&T Communications	755 Davis Avenue
Orscheln Farm & Home	1915 S. Range Avenue
O'Reilly Auto Parts	1905 S. Range Avenue
Pioneer Quick Lube	1927 S. Range Avenue
Vanderbilt's Boot	1917 S. Range Avenue
Health Cottage	1919 S. Range Avenue
El Dos De Oros Mexican Restaurant	1921 S. Range Avenue
Wholesale Fireworks	1929 S. Range Avenue
Celebration Community Church	1923 S. Range Avenue
Days Inn	1925 S. Range Avenue
Burger King	1945 S. Range Avenue
Colby Cinema	1935 S. Range Avenue
China Buffet	1933 S. Range Avenue
Nex-Tech Wireless	1933 S. Range Avenue
Motel 6	1985 S. Range Avenue
Taco John's	625 W. Willow Avenue
Jimmy John's	615 W. Willow Avenue
Sleep Inn & Suites	2075 Sewell Avenue
Walmart	115 W. Willow Avenue
Maurice's	2080 S. Franklin Avenue
Farmer's Bank & Trust	2080 S. Franklin Avenue
Colby Vape	2080 S. Franklin Avenue

TOURISM IMPACT ASSESSMENT

The *Tourism Impact Assessment* examined the potential of the proposed Colby Multi-Purpose Arena and Equestrian Center to serve as a regional tourism destination capable of attracting out-of-town visitors and capturing visitor expenditures. This analysis quantifies trends in visitation and spending for both Kansas and Northwest Kansas.

Kansas Welcome Centers

Welcome centers were created to provide travelers with helpful information to improve their stay. The principal objective of welcome centers is to promote the destination attractions of the region and state and enhance the economic impact of visitors. Studies have shown that welcome centers generate increased visitor expenditures.

The State of Kansas owns and operates two travel information centers, including the Goodland Travel Information Center at Interstate 70 and Milepost 7 and the Belle Plaine Travel Information Center on Interstate 35. Both welcome centers are open year-round except New Year's Day, Easter, Thanksgiving and Christmas. Hours of operation are 8:00 am to 6:00 pm from May 15th through September 15th and 9:00 am to 5:00 pm September 16th through May 14th.

Kansas' two travel information centers are resources to visitors for maps, directions, and brochures for attractions, events, and accommodations or advice on the best places to visit in Kansas. Travel counselors offer safety tips, weather information, and advice on road conditions. Clean restrooms, drinking water, free coffee, gift shops, picnic areas, and pet exercise areas are available.

The Goodland Travel Information Center at Interstate 70 and Milepost 7 is located at the Kansas-Colorado state line and is accessible to eastbound traffic into Kansas. Amenities include a welcome center, restrooms, free coffee bar, covered picnic areas, dog area, and separate truck and vehicle parking.



The Kansas Department of Transportation also operates ten (10) rest areas along Interstate 70, including one in Colby at mile marker 48. The State of Kansas' Goodland Travel Information Center west of Colby as well as the rest area along Interstate 70 in Colby are expected to have a positive impact on visitation and expenditures at the proposed Colby Multi-Purpose Arena and Equestrian Center.

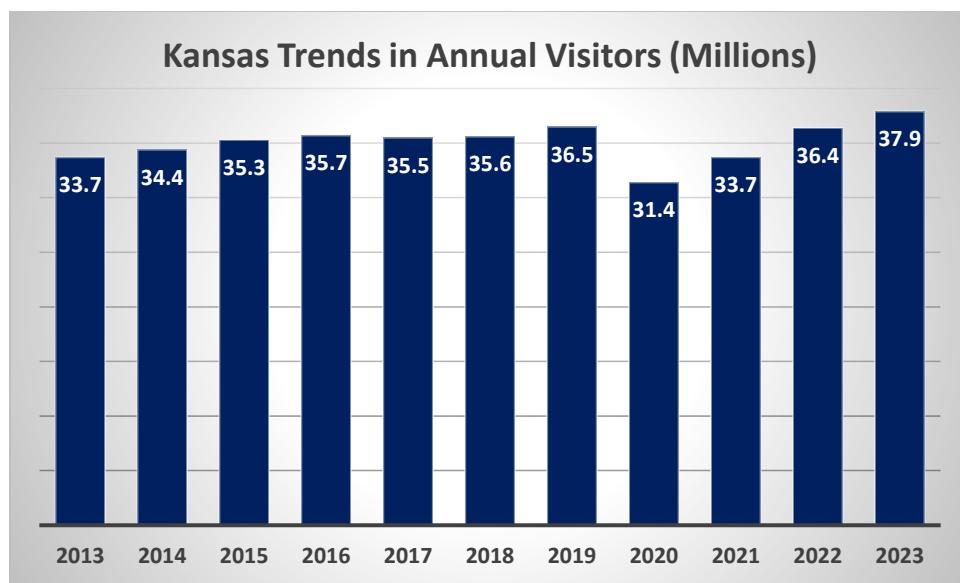
Tourism Market Trends

Kansas Tourism Market Trends

According to the latest *Economic Impact of Travel in Kansas 2023* prepared by Tourism Economics, during 2023 direct visitor spending of \$8.0 billion in Kansas generated a total economic impact of \$13.2 billion, 90,923 jobs, and wages of \$3.6 billion.

During 2020, the COVID 19 pandemic had an adverse impact on tourism's impact on the Kansas economy yielding sharp declines in visitation, spending, jobs, and tax revenues. By 2022, the state's tourism industry had recovered, with visitation, spending, jobs, and tax revenues near or exceeding pre-pandemic levels.

From 2013 through 2019, visitation to Kansas increased by 2.8 million visitors. During 2019, visitation to Kansas grew by 2.5 percent to 36.5 million visitors, including 21.6 million day-travelers and 14.9 million overnight visitors. Due to the adverse impact of the COVID 19 pandemic on the tourism industry, during 2020 total visitation to Kansas declined by 14.1 percent to 31.4 million visitors. Over the past three years visitation to Kansas rebounded, reported at 33.7 million visitors in 2021 to 37.9 million visitors by 2023, supported by growth in day visitors, along with continued growth in international and business travel. Travel to Kansas now exceeds pre-pandemic levels.



During 2020, day trippers to Kansas totaled 19.4 million, spending an average of \$70 per visitor with overnight visitors totaling 15.9 million and spending \$340 per visitor. By 2023, day trippers to Kansas totaled 21.7 million with overnight visitors totaling 16.1 million. Overnight visitors comprised about

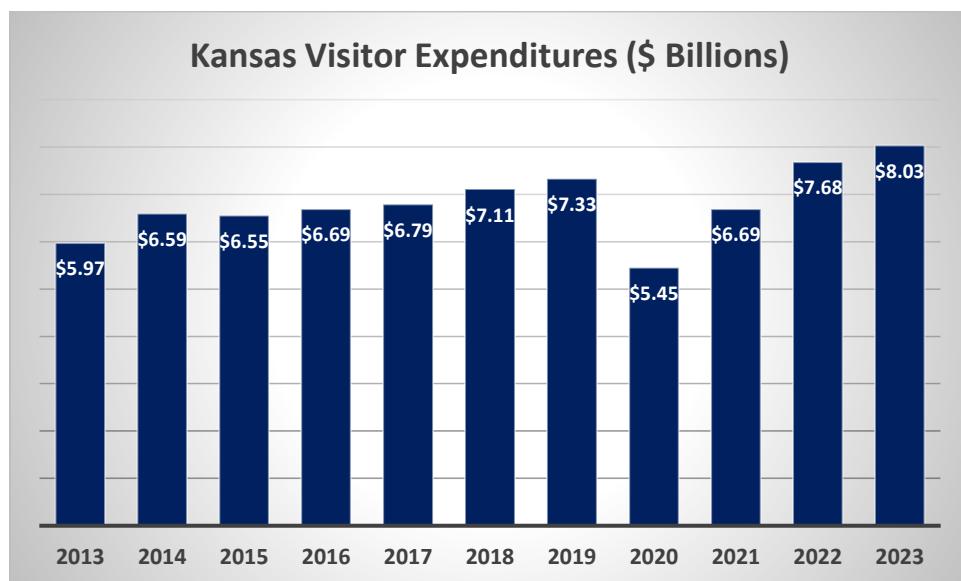
42 percent of all visitors but accounted for over three-quarters of all visitor expenditures. Day trippers on average spent \$90 during their stay while overnight visitors spent \$376.

Trips and Visitor Spending; 2019-2023

	2019	2020	2021	2022	2023	Growth in 2023	% Compared to 2019
Total Visitors (Millions)	36.5	31.4	33.7	36.4	37.9	4.1%	103.6%
Day	21.6	19.4	19.4	20.5	21.7	6.1%	100.4%
Overnight	14.9	12.0	14.3	15.9	16.1	1.5%	108.2%
Total Visitor Spending (\$ Millions)	\$7,567	\$5,446	\$6,960	\$7,677	\$8,029	4.6%	106.1%
Day	\$1,695	\$1,352	\$1,701	\$1,840	\$1,964	6.7%	115.9%
Overnight	\$5,872	\$4,093	\$5,259	\$5,836	\$6,065	3.9%	103.3%
Per Visitor Trip Spending	\$207	\$173	\$207	\$211	\$212	0.5%	102.4%
Day	\$78	\$70	\$88	\$90	\$90	0.6%	115.4%
Overnight	\$394	\$340	\$368	\$367	\$376	2.4%	95.5%

Source: Tourism Economics.

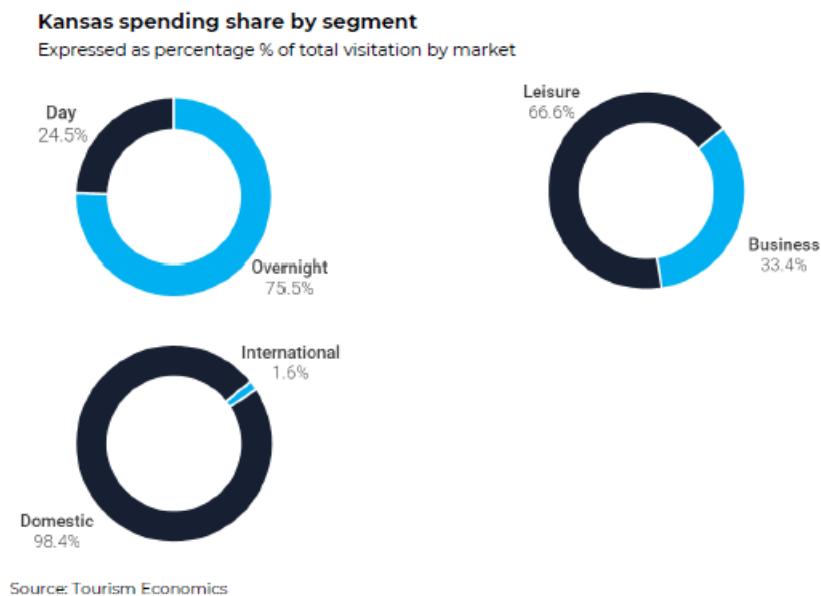
During 2020, visitor expenditures declined by 25.6 percent to \$5.45 billion as the pandemic placed constraints on travel and tourism. During 2021, visitor expenditure in Kansas began to recover, increasing 27.7 percent to \$6.96 billion. By 2022, visitor expenditures reached \$7.68 billion, exceeding pre-pandemic levels. Visitor spending reached record levels in 2023. After a recovery to pre-pandemic levels in 2022, the Kansas visitor economy showed continued strength and grew 4.6 percent year-over-year to \$8.0 billion, 10 percent above the pre-pandemic high.



During 2023, leisure travelers accounted for 66.6 percent of all visitor expenditures in Kansas, or \$5.35 billion, up from \$3.65 billion in 2020. Business travelers accounted for 33.4 percent of all visitor expenditures, or \$2.68 billion, up from \$1.8 billion in 2020.

During 2023, spending per visitor to Kansas averaged \$212, up from \$173 in 2020. Day travelers spent on average \$90 and overnight visitors spent \$376. Overnight travelers accounted for 76 percent of all visitor spending, or \$6.07 billion. Day travelers accounted for 24 percent of total visitor expenditures in 2023, equating to \$1.96 billion.

Domestic travelers to Kansas accounted for 98.4 percent of all visitor expenditures, or \$7.9 billion, up from \$5.4 billion in 2020. Foreign travelers accounted for just 1.6 percent of statewide visitor expenditures, or \$128 million, up from \$39 million in 2020.



During 2023, the Northeast Region (including the Kansas City MSA) and South Central (including the Wichita MSA) captured the State's highest levels of tourism expenditures, accounting for market shares of 47.1 percent (\$3.78 billion) and 28.2 percent (\$2.265 billion), respectively.

The bar chart on the following page illustrates annual tourism expenditure patterns in Kansas by sector from 2019 through 2023. During 2023, tourism expenditures in Kansas amounted to \$8.03 billion with local transportation accounting for the largest share (29.5%). Collectively, food and beverage, retail, and lodging represented 54.4 percent of total visitor expenditures.

From 2019 to 2023, transportation (1.0 percentage point), food and beverage (0.9 percentage point), and retail (0.1 percentage point) expenditures experienced gains in market share. The tourism expenditure sectors experiencing declines in market share were lodging and recreation, declining by 1.9 and 0.3 percentage points, respectively.

During 2020, visitor expenditures declined by 25.7 percent as the pandemic placed constraints on travel and tourism. Those categories experiencing the largest declines in expenditures included lodging (-\$505 million), transportation (-\$431 million), and food and beverage (-\$389 million).

By 2023, overall visitor expenditures in Kansas exceeded pre-pandemic levels. Of the major tourism sectors, only lodging had not achieved pre-pandemic expenditure levels. From 2019 to 2023, those categories supporting the largest gains in expenditures included transportation (+\$244 million), food and beverage (+\$239 million), and retail (+\$118 million).

Kansas Trends in Tourism Expenditures by Category

	2019	2020	2021	2022	2023	Growth in 2023	% Compared to 2019
Total Visitor Spending (\$ Millions)	\$7,567	\$5,446	\$6,960	\$7,677	\$8,029	4.6%	106.1%
Transportation	\$2,082	\$1,651	\$1,986	\$2,266	\$2,326	2.6%	111.8%
Food & Beverage	\$1,804	\$1,415	\$1,809	\$1,941	\$2,043	5.2%	113.2%
Recreation	\$1,192	\$842	\$1,114	\$1,237	\$1,310	5.9%	109.9%
Retail	\$1,086	\$880	\$1,114	\$1,167	\$1,204	3.2%	110.9%
Lodging	\$1,163	\$658	\$937	\$1,065	\$1,146	7.6%	98.6%

Source: Tourism Economics.

In 2023, tourism supported tax revenues to state government totaled \$392 million. Most state tax revenues were from sales taxes, with income, excise and fees, and corporate taxes together adding \$103 million. Local tax revenues from visitor activity generated \$431 million to local governmental authorities derived from property taxes, bed taxes, fees, and sales taxes.

Kansas Fiscal Impacts from Tourism (\$ Millions)

Revenue Source	State	Local
Sales Tax	\$288.9	\$88.9
Bed Tax		\$62.1
Personal Income Tax	\$66.9	
Corporate Tax	\$14.7	
Social Insurance	\$3.3	
Excise Tax & Fees	\$18.1	\$15.8
Property Tax		\$264.2
Total Tax Revenues	\$391.9	\$431.0

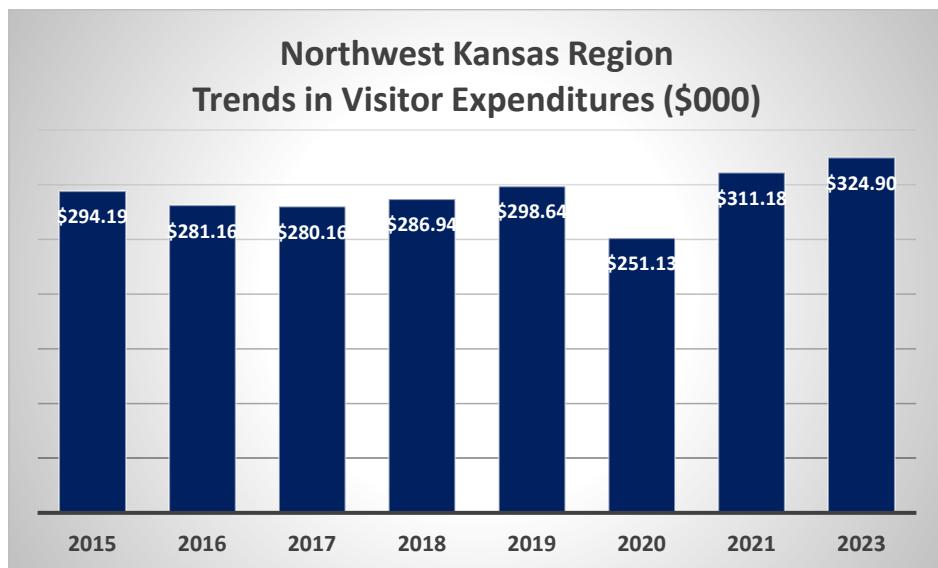
Source: Tourism Economics.

To conclude, the Kansas tourism market has fully recovered from the COVID-19 pandemic, with visitation, spending, jobs, and tax revenues exceeding pre-pandemic levels. The improved market conditions will assist in the short-term entry of the proposed Multi-Purpose Arena and Equestrian Center.

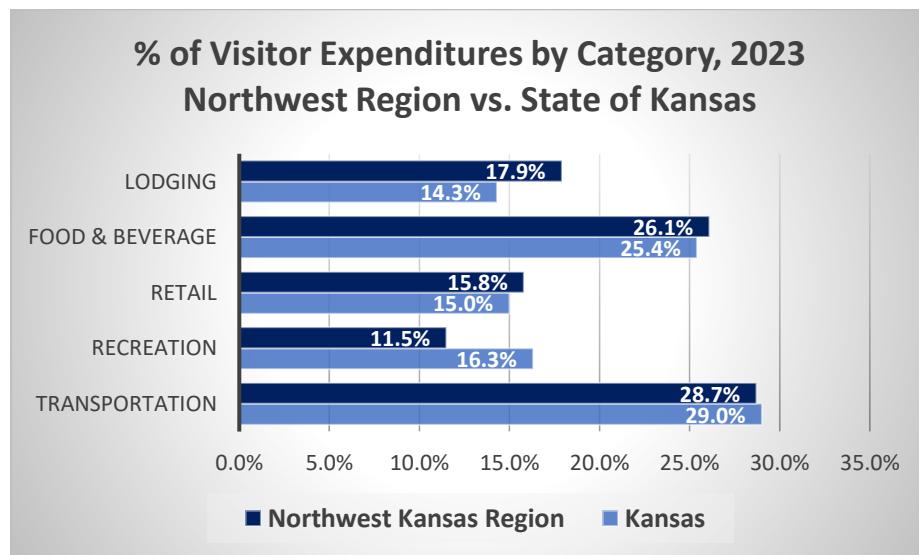
Northwest Kansas Tourism Market

To provide an understanding of the tourism industry directly impacting the proposed Colby mixed-use development, tourism metrics of total visitor spending, spending by category, employment, and wages are discussed for the 15-county Northwest Kansas region.

From 2017 through 2019, the Northwest region experienced steady gains in visitor expenditures. During 2020, the COVID-19 pandemic had an adverse impact on visitor spending in 2020, down 15.9 percent to \$251.13 million. By 2023, visitor expenditures within the region rebounded, increasing 29.4 percent to \$324.9 million, exceeding pre-pandemic levels. Ellis County and Thomas County (Colby) supported most of the Northwest region's visitor expenditures with market shares of 47.2 percent and 20.4 percent, respectively.



During 2023, tourism expenditures within the 15-county Northwest Kansas region totaled \$324.9 million, led by transportation at \$93.1 million, food & beverage at \$84.9 million, and lodging at \$58.3 million.



When compared to statewide norms, as a share of visitor expenditures the Northwest Kansas Region supported above average rates on lodging, food and beverage, and retail. Tourism expenditures on recreation and transportation in the Northwest Kansas region fell below the statewide norm.

The table below illustrates visitor spending by category during 2023 for the 15-county Northwest Kansas region. During 2023, visitor spending totaled \$324.9 million, exceeding pre-pandemic levels. Visitor spending by category was led by transportation at \$92.9 million, followed by food and beverage at \$84.9 million, lodging at \$58.3 million, retail at \$51.4 million, and recreation at \$37.4 million.

Northwest Kansas Region Visitor Spending by Category, 2023

2023 Visitor Economic Impact						Total Sales	State & Local Taxes (000's)
Northwest Kansas Region		Sales (\$ Millions)					
County	Lodging	F&B	Retail	Recreation	Trans.		
Cheyenne	\$0.4	\$0.6	\$0.3	\$0.3	\$0.8	\$2.3	\$195.9
Decatur	\$0.6	\$0.7	\$0.4	\$0.4	\$1.7	\$3.9	\$304.6
Ellis	\$28.1	\$41.3	\$26.2	\$18.9	\$38.9	\$153.3	\$10,610.6
Gove	\$0.5	\$1.1	\$0.6	\$0.3	\$5.1	\$7.7	\$485.4
Graham	\$0.3	\$0.4	\$0.3	\$0.1	\$1.4	\$2.6	\$205.3
Logan	\$3.3	\$4.6	\$2.2	\$1.7	\$2.8	\$14.5	\$1,020.8
Norton	\$1.1	\$1.8	\$1.1	\$0.9	\$3.2	\$8.1	\$611.0
Phillips	\$0.9	\$1.3	\$0.9	\$0.5	\$2.6	\$6.3	\$502.3
Rawlins	\$0.2	\$0.3	\$0.2	\$0.2	\$1.1	\$2.1	\$171.0
Rooks	\$0.6	\$0.8	\$0.5	\$0.5	\$3.2	\$5.6	\$457.8
Sheridan	\$0.2	\$0.4	\$0.3	\$0.2	\$1.2	\$2.3	\$193.2
Sherman	\$6.3	\$9.1	\$5.1	\$3.9	\$7.9	\$32.3	\$2,251.8
Thomas	\$12.1	\$17.7	\$10.6	\$7.5	\$18.3	\$66.2	\$4,368.9
Trego	\$2.5	\$3.5	\$1.8	\$1.4	\$3.6	\$12.7	\$864.7
Wallace	\$1.2	\$1.3	\$0.9	\$0.6	\$1.1	\$5.1	\$353.0
Totals	\$58.3	\$84.9	\$51.4	\$37.4	\$92.9	\$324.9	\$22,596.3
Percent of Total	17.9%	26.1%	15.8%	11.5%	28.6%	100.0%	

Source: Tourism Economics.

Visitor spending by county was led by Ellis County at \$153.3 million (Hays) and Thomas County at \$6 million (Colby). Both counties benefit from the presence of larger cities and location along Interstate 70. **The proposed Colby mixed-use development in Thomas County will have significant impact on the Northwest Kansas region's tourism industry by providing unique destination attractions that attract visitors, extend visitor stays, and generate visitor expenditures and state and local tax revenues.**

Visitors to the Northwest Kansas region have a profound impact on state and local government tax revenues, totaling \$22.6 million during 2023.

The table below outlines annual visitor spending from 2019 through 2023 for each of the 15 counties within the Northwest Kansas region. Visitor expenditures amounted to \$298.64 million by 2019. During the pandemic in 2020, visitor expenditures declined 15.9 percent to \$251.1 million. Following the pandemic, visitor expenditures reached \$311.2 million in 2021, \$323.9 million in 2022, and \$324.9 million in 2023. During 2023, visitor spending within the Northwest Kansas region accounted for 4.0 percent of the statewide total.

Northwest Kansas Region Visitor Spending by County, 2019 to 2023

County	Annual Visitor Spending					Growth Rate	Regional Share
	2019	2020	2021	2022	2023		
Cheyenne	\$1.96	\$1.90	\$2.10	\$2.20	\$2.30	17.3%	0.71%
Decatur	\$3.10	\$2.90	\$3.70	\$3.90	\$3.90	25.8%	1.20%
Ellis	\$132.11	\$110.90	\$147.10	\$153.40	\$153.30	16.0%	47.18%
Gove	\$6.89	\$6.30	\$7.70	\$7.60	\$7.70	11.8%	2.37%
Graham	\$2.40	\$2.20	\$2.40	\$2.50	\$2.60	8.3%	0.80%
Logan	\$12.41	\$10.10	\$13.50	\$14.20	\$14.50	16.8%	4.46%
Norton	\$7.60	\$6.40	\$7.90	\$7.90	\$8.10	6.6%	2.49%
Phillips	\$6.38	\$5.40	\$5.80	\$6.10	\$6.30	-1.3%	1.94%
Rawlins	\$1.91	\$1.70	\$1.90	\$2.00	\$2.10	9.9%	0.65%
Rooks	\$4.79	\$4.00	\$5.30	\$5.60	\$5.60	16.9%	1.72%
Sheridan	\$1.87	\$1.80	\$2.10	\$2.30	\$2.30	23.0%	0.71%
Sherman	\$29.13	\$26.40	\$29.80	\$31.30	\$32.30	10.9%	9.94%
Thomas	\$70.85	\$56.70	\$64.70	\$66.90	\$66.20	-6.6%	20.38%
Trego	\$12.28	\$10.60	\$12.40	\$12.50	\$12.70	3.4%	3.91%
Wallace	\$4.96	\$4.00	\$4.70	\$5.00	\$5.10	2.8%	1.57%
Totals	\$298.64	\$251.10	\$311.20	\$323.50	\$324.90	8.8%	100.00%

Source: Tourism Economics.

During 2023, counties supporting the largest shares of visitor expenditures included Ellis (47.2%) and Thomas (20.4%).

Counties experiencing the largest percentage increases from 2019 to 2023 included Decatur (25.8%), Sheridan (23.0%), Cheyenne (17.3%), Logan (16.8%), and Ellis (16.0%).

Visitor spending in Thomas County, where the proposed Colby mixed-use development site is located, totaled \$66.2 million during 2023, up from \$56.7 million in 2020.

The table on the following page outlines annual visitor-related employment from 2019 through 2023 for each of the 15 counties within the Northwest Kansas region. Visitors and tourists to the Northwest Kansas region have a significant impact on the economy with spending supporting 3,909 jobs during 2023, equating to 4.3 percent of the statewide total. Counties supporting the largest share of visitor-related employment include Ellis (48.32%) and Thomas (18.85%).

During 2020, visitor-related employment in the Northwest region declined 7.8 percent with the loss of 291 jobs. From 2021 through 2023, visitor-related employment grew 7.3 percent and now exceeds pre-pandemic levels. From 2021 through 2023, visitor-related employment grew 8.2 percent in Ellis County and 3.4 percent in Thomas County.

During 2023, visitor-related employment in Thomas County where the proposed Colby mixed-use development site is located totaled 737 jobs, or 18.85 percent of the regional total. Despite job growth since 2020, the current visitor-related employment remains below pre-pandemic levels. The proposed Colby Multi-Purpose Arena and Equestrian Center and associated development will have a profound impact on visitor-related employment in Thomas County and Northwest Kansas.

Northwest Kansas Region Visitor Related Employment by County, 2017 to 2023

Visitor Related Jobs		Northwest Kansas Region					Growth Rate	Regional Share	State Share
County	2019	2020	2021	2022	2023				
Cheyenne	32	33	33	37	37	15.6%	0.95%	0.04%	
Decatur	34	33	38	40	39	14.7%	1.00%	0.04%	
Ellis	1,651	1,543	1,747	1,865	1,889	14.4%	48.32%	2.08%	
Gove	53	53	58	61	59	11.3%	1.51%	0.06%	
Graham	32	32	33	34	34	6.3%	0.87%	0.04%	
Logan	162	165	184	199	212	30.9%	5.42%	0.23%	
Norton	96	80	86	88	90	-6.3%	2.30%	0.10%	
Phillips	87	76	77	85	85	-2.3%	2.17%	0.09%	
Rawlins	26	25	26	27	28	7.7%	0.72%	0.03%	
Rooks	60	52	57	67	64	6.7%	1.64%	0.07%	
Sheridan	24	22	25	32	32	33.3%	0.82%	0.04%	
Sherman	371	371	357	378	378	1.9%	9.67%	0.42%	
Thomas	864	741	713	747	737	-14.7%	18.85%	0.81%	
Trego	160	147	148	160	156	-2.5%	3.99%	0.17%	
Wallace	72	64	63	67	68	-5.6%	1.74%	0.07%	
Totals	3,726	3,435	3,644	3,889	3,909	4.9%	100.00%	4.30%	

Source: Tourism Economics.

The table on the following page outlines annual visitor related employment wages from 2019 through 2023 for each of the 15 counties within the Northwest Kansas region. During 2020, the loss in visitor-related jobs in the Northwest region yielded a 4.9 percent decline in wages to \$84.8 million. During 2021, visitor and tourist spending rebounded in the Northwest Kansas region, supporting 3,644 jobs and total wages of \$94.3 million. From 2021 through 2023, visitor-related employment wages increased 21.2 percent within the 15-county region.

During 2020, visitor-related employment wages in Thomas County where the proposed Colby mixed-use development site is located declined 10.5 percent to \$18.48 million due to COVID-19 pandemic business interruptions. Wages have since rebounded, reaching \$22.39 million in 2023, an increase of 21.2 percent.

Northwest Kansas Region

Visitor Related Employment Wages by County, 2019 to 2023

Visitor-Related Wages							
Northwest Kansas Region		Wages (\$ Thousands)				Growth	Regional
County	2019	2020	2021	2022	2023	Rate	Share
Cheyenne	\$670	\$645	\$645	\$860	\$929	38.7%	0.81%
Decatur	\$739	\$706	\$802	\$956	\$950	28.6%	0.83%
Ellis	\$40,950	\$39,335	\$46,226	\$53,544	\$55,209	34.8%	48.31%
Gove	\$1,277	\$1,352	\$1,466	\$1,788	\$1,796	40.6%	1.57%
Graham	\$790	\$729	\$779	\$976	\$1,037	31.3%	0.91%
Logan	\$3,329	\$3,699	\$4,480	\$5,255	\$5,888	76.9%	5.15%
Norton	\$2,520	\$2,319	\$2,473	\$2,955	\$3,027	20.1%	2.65%
Phillips	\$2,058	\$1,852	\$1,795	\$2,339	\$2,775	34.8%	2.43%
Rawlins	\$689	\$640	\$727	\$860	\$910	32.1%	0.80%
Rooks	\$1,247	\$1,112	\$1,255	\$1,830	\$1,834	47.1%	1.60%
Sheridan	\$579	\$582	\$620	\$1,032	\$1,006	73.7%	0.88%
Sherman	\$8,747	\$8,766	\$9,196	\$10,712	\$11,022	26.0%	9.64%
Thomas	\$20,640	\$18,481	\$18,921	\$22,051	\$22,391	8.5%	19.59%
Trego	\$3,356	\$3,137	\$3,474	\$3,997	\$4,108	22.4%	3.59%
Wallace	\$1,500	\$1,407	\$1,446	\$1,693	\$1,696	13.1%	1.48%
Totals	\$89,102	\$84,764	\$94,306	\$110,846	\$114,279	28.3%	100.00%

Source: Tourism Economics.

Northwest Kansas Visitor Attractions

The Northwest Kansas region supports a diverse mix of visitor attractions that draw people from throughout Kansas and the neighboring states of Missouri, Nebraska, Oklahoma, and Colorado. The region hosts an assortment of cultural venues, parks, and events. Top visitor attractions in the Northwest Kansas region include:

- Sternberg Museum of Natural History – Hays
- Downtown Hays – Hays
- Fort Hays State Historic Site – Hays
- Little Jerusalem Badlands State Park – 20,000 visitors in 2022
- Scott Lake State Park – 222,860 visitors in 2022
- Fick Fossil and History Museum – Oakley
- Buffalo Bill bronze sculpture – Oakley
- Monument Rocks National Natural Landmark – Gove County
- Fort Wallace Museum – Wallace County
- Mount Sunflower – Wallace County
- Arikaree Breaks – near St. Francis
- St. Francis Motorcycle Museum – St. Francis
- Prairie Dog State Park and Adobe House – Norton
- Prairie Museum of Art & History – Colby
- “Home on the Range” Cabin and Center of the Lower 48 States – Lucas, Kansas
- High Plains Museum – Goodland
- Kirwin National Wildlife Refuge – Kirwin
- Nicodemus National Historic Site – Nicodemus
- Butterfield Trail Museum – Russell Springs
- Dane G Hansen Museum – Logan
- Castle Rock – Quinter Collyer

Visitor attractions in Colby include the Prairie Museum of Art & History, home to the World-Class Kuska Collection with approximately 28,000 items, and the 65,000 square foot Event Center.

The proposed Colby Multi-Purpose Arena and Equestrian Center’s “gateway” location along Interstate 70 affords the access and exposure necessary to attract visitors, offers a unique entertainment experience, and promotes the region’s other assets. The net effect is the opportunity to stimulate additional visitation, expenditures, jobs, and wages.

Under KSA 12-17,166(b)(7), given the unique market positioning of the proposed Colby Multi-Purpose Arena and Equestrian Center and the prominence of the rodeo industry in Kansas and the Midwest, the project is expected to gain sufficient market share to remain profitable past the term of repayment.

KSA 12-17,166(b)(11) addresses project accountability, measured according to best industry practices. The proposed Colby Multi-Purpose Arena and Equestrian Center’s two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area, unique visitor experience, and comprehensive design including entertainment, lodging, dining, and shopping is consistent with rodeo industry standards and will result in a strong identity and tourist draw.

MARKET STUDY

The *Market Study* portion of the report evaluates the ability of the proposed Colby STAR Bond project to gain market share locally, regionally, and nationally and the ability of the project to gain market share to:

- Remain profitable past the term of repayment, and
- Maintain status as a significant factor for travel decisions.

The *Market Study* evaluated the viability of the Multi-Purpose Arena and Equestrian Center and hotel components by providing competitive market overview for: 1) rodeo industry, 2) Kansas rodeos, 3) Kansas rodeo arenas, 4) survey of comparable multi-use arenas, and 5) competitive hotel market. Based on the study findings the viability of the proposed Colby STAR Bond project to support future development and successful continued operation is determined.

Rodeo Industry Overview

Rodeo is a competitive equestrian sport that arose out of the working practices of cattle herding in Spain and Mexico, expanding throughout the Americas and to other nations. It was originally based on the skills required of the working vaqueros and later, cowboys, in what today is the western United States, western Canada, and northern Mexico. Today, it is a sporting event that involves horses and other livestock, designed to test the skill and speed of the cowboys and cowgirls. American-style professional rodeos generally comprise the following events: tie-down roping, team roping, steer wrestling, saddle bronc riding, bareback bronc riding, bull riding and barrel racing. The events are divided into two basic categories: the rough stock events and the timed events. Depending on sanctioning organization and region, other events such as breakaway roping, goat tying, and pole bending may also be a part of some rodeos.

American rodeo, particularly popular today throughout the western United States, and in the Canadian province of Alberta, is the official state sport of Wyoming, South Dakota, and Texas. The iconic silhouette image of a “Bucking Horse and Rider” is a federal and state-registered trademark of the State of Wyoming.

In the United States, professional rodeos are governed and sanctioned by the Professional Rodeo Cowboys Association (“PRCA”) and Women’s Professional Rodeo Association (“WPRA”), while other associations govern assorted children’s, high school, collegiate, and other amateur or semi-professional rodeos. Associations also exist for Native Americans and other minority groups. The traditional season for competitive rodeo runs from spring through fall, while the modern professional rodeo circuit runs longer, and concludes with the PRCA National Finals Rodeo (“NFR”) in Las Vegas, Nevada, held every December.

The Professional Rodeo Cowboys Association is the largest rodeo organization in the world. The PRCA sanctions events in the United States, Canada, and Mexico, with the championship event being the National Finals Rodeo. The PRCA sanctions approximately 650 multi-event rodeos each

year in 38 states and Canada. PRCA's membership totals 4,727 cowboys and 1,195 contract personnel (performers and workers). The PRCA's 6.3 million rodeo attendees across the country are about 47 percent male and 53 percent female, 51 percent have household income of \$50,000 or more, and 77 percent own their home.

The International Pro Rodeo Association ("IPRA") is the sports second largest professional rodeo association sanctioning nearly 300 rodeos. The IPRA has over 2,400 members and currently sanctions rodeos across the United States with 26 rodeos held in Oklahoma, eleven in Missouri, one in Nebraska, and five in Kansas (Gyp Hills Roundup Rodeo, Columbus Saddle Club Rodeo, Lakin KPRA Rodeo, Sedan Round-up Club Rodeo, and Barber County Rodeo).

The United Rodeo Association is a non-profit organization established in 1962 that sanctions rodeos primarily in the nine-state area of Illinois, Iowa, Kansas, Missouri, Minnesota, Nebraska, Oklahoma, South Dakota, and Wisconsin. The URA has averaged 800 members each of the past few years and annually approves or co-approves an average of more than 100 rodeos.

Rodeo sports have come a long way since their birth and have remained popular in the U.S., not just in rural and Western areas, but as family entertainment events in large cities east of the Mississippi River. Professional events draw large crowds, and youth participation has seen steady growth, with the National High School Rodeo Association ("NHSRA") reporting about 12,000 members. The NHSRA produces two of the largest rodeos in the world: The National High School Finals Rodeo and the National Junior High Finals Rodeo. Both finals rodeos are comprised of the top four athletes in each rodeo event qualifying from 43 U.S. states, five Canadian provinces, Australia, and Mexico.

Rodeo is extremely popular within the western states of Texas, Oklahoma, Kansas, Nebraska, South Dakota, Wyoming, and Colorado. Kansas Professional Rodeo Association's 40+ sanctioned annual rodeos draw heavily from these surrounding states. **The Colby Multi-Purpose Arena and Equestrian Center is well positioned geographically to cater to the western United States rodeo participants and fan base.**

Kansas Rodeos

The Professional Rodeo Cowboys Association ("PRCA"), Kansas Professional Rodeo Association ("KPRA"), and United Rodeo Association ("URA") sanction rodeo events in Kansas. Collectively, the three organizations sanction 50 rodeos annually in Kansas, including 19 rodeos by the PRCA, 18 rodeos by the KPRA, and 13 rodeos by URA. The table on the following page provides a list of cities in Kansas hosting PRCA and KPRA rodeo events.

The PRCA sanctions 19 rodeos in Kansas with the season running from May through January. No PRCA sanctioned rodeo events are held within a 100-mile radius from Colby, Kansas with the closest rodeo being Kansas' Biggest Rodeo in Phillipsburg, Kansas (106 miles from Colby) held at the Phillips County Fairgrounds. The added purse for this year's rodeo is \$71,500 and in 2022 the rodeo hosted over 500 participants and sold 15,000 tickets over the 3-day event. The next closest rodeos are in Dodge City (160 miles), Liberal (177 miles), Bennington (214 miles), and Abbyville (233 miles). Conversations with the PRCA indicated given the distance in Kansas of sanctioned rodeos and design of the proposed arena, the PRCA would be interested in sanctioning a rodeo at the Colby Multi-Purpose Arena and Equestrian Center.

PRCA and KPRA Sanctioned Kansas Rodeos – 2023

Rodeo Date	Rodeo Name	Location	Miles to Colby, KS	Sponsor Purse
PRCA Sanctioned Rodeos				
Jan. 20-21	PRCA Championship Rodeo	Park City, KS	281	\$20,761
May 5 - 6	Haysville Saddle Club Rodeo	Haysville, KS	299	\$9,600
May 19 - 20	Abbyville Frontier Days	Abbyville, KS	233	\$23,750
June 1 - 3	Bennington PRCA Rodeo	Bennington, KS	214	\$19,999
June 1 - 3	Flint Hills Rodeo	Strong City, KS	295	\$21,000
July 19 - 22	Kansas' Largest Rodeo	Pretty Prairie, KS	255	\$30,000
July 27 - 29	Kaw Valley Rodeo	Manhattan, KS	266	\$27,000
July 28 - 29	Wilson County Pro Rodeo	Fredonia, KS	375	\$11,250
August 1 - 6	Dodge City Roundup Rodeo	Dodge City, KS	160	\$198,000
August 1 - 4	Wild Bill Hickok Rodeo	Abilene, KS	225	\$39,000
August 2 - 6	Dodge City Breakaway	Dodge City, KS	160	\$15,000
August 3 - 5	Kansas' Biggest Rodeo	Phillipsburg, KS	106	\$71,500
August 11 - 12	Linn County Rodeo	Mound City, KS	431	\$14,904
August 16 - 17	Inter-State Rodeo	Coffeyville, KS	424	\$27,000
August 18 - 19	Eureka Pro Rodeo	Eureka, KS	333	\$21,450
August 18 - 19	Seward County PRCA Rodeo	Liberal, KS	177	\$20,761
August 25 - 26	Big 94.5 Country Topeka PRCA Rodeo	Topeka, KS	311	\$10,500
Sept. 1-2	Longford PRCA Rodeo	Longford, KS	235	\$13,913
Sept. 9th	Burden PRCA Rodeo	Burden, KS	344	\$8,115
KPRA Sanctioned Rodeos				
May 19 - 20	Greensburg Rodeo	Greensburg, KS	205	
May 27 - 28	Ft. Wallace Rodeo	Ft. Wallace, KS	53	
June 2 - 3	Gyp Hills Roundup Rodeo	Medicine Lodge, KS	251	
June 2 - 3	Syracuse Saddle Club Rodeo	Syracuse, KS	127	
June 9 - 10	Plainville Saddle Club Rodeo	Plainville, KS	101	
June 10th	Meade County Rodeo	Meade, KS	177	
June 16 - 17	Gove County Rodeo Club Rodeo	Park, KS	50	
July 13 - 15	McCracken Rodeo	McCracken, KS	122	
July 14 - 15	Lakin KPRA Rodeo	Lakin, KS	118	
July 15th	Clark County Fair & Rodeo	Ashland, KS	212	
July 18 - 19	Ellis County Fair Rodeo	Hays, KS	110	
July 21 - 22	Lane County Rodeo	Dighton, KS	88	
July 21 - 22	Sheridan County Fair Rodeo	Hoxie, KS	33	
July 22nd	Scott County Stampede	Scott City, KS	70	
July 27th	Haskell County Rodeo	Sublette, KS	145	
July 28 - 29	Leoti Rodeo	Leoti, KS	76	
August 11 - 12	Morton County Fair & Rodeo	Elkhart, KS	201	
Sept. 22 - 24	KPRA Finals	Dodge City, KS	160	

Source: PRCA and KPRA.

The KPRA has over 500 members and sanctions 18 rodeo events in Kansas. Kansas sanctioned rodeo events support a regional market area with participants and spectators traveling from Colorado, Nebraska, South Dakota, Wyoming, Oklahoma, and Texas. Five rodeo events in Kansas operate within a 100-mile radius of Colby, Kansas, including the cities of Hoxie (33 miles from Colby), Park (50 miles), Ft. Wallace (53 miles), Scott City (70 miles), and Leoti (76 miles). Conversation with the KPRA indicated that the Colby Multi-Purpose Arena and Equestrian Center's indoor arena would be suitable for hosting a winter series event that runs five weekends.

The United Rodeo Association ("URA") is a non-profit organization established in 1962 that sanctions rodeos primarily in the nine-state area of Illinois, Iowa, Kansas, Missouri, Minnesota, Nebraska, Oklahoma, South Dakota, and Wisconsin. The URA has averaged 800 members each of the past few years and annually approves or co-approves an average of more than 100 rodeos. For 2023, the URA approved 13 rodeos in Kansas, including:

- 52nd Annual Burlingame Saddle Club Rodeo (May 19-20)
- Abdallah Shriners Rodeo (June 15-16)
- Doniphan County Fair Association Rodeo (June 16-17)
- Chief White Cloud Rodeo (June 30 & July 1)
- Louisburg Stampede (July 1st)
- Hepler Ruritarian Rodeo (July 3-4)
- N.E. Kansas Rodeo (July 14-15)
- Miami County Fair & Rodeo (July 28-29)
- Crawford Co Fair Rodeo (August 2-3)
- Johnson County Fair Rodeo (August 3rd)
- Rodeo Gold (September 2-3)
- Chanute Bit & Spur Saddle Club Rodeo (September 29-30)
- URA Finals in Topeka, Kansas (November 3-5)

The Colorado Pro Rodeo Association ("CPRA") has over 600 members and sanctions 30 rodeo events. The CPRA also co-sanctions rodeos with associations in Kansas, Nebraska, Utah, Texas, New Mexico, and Wyoming. Colby's proximity to the Kansas-Colorado state line provides the opportunity for the Multi-Purpose Arena and Equestrian Center to host co-sanctioned rodeos.

The table on the following page identifies the number of entries by event in Kansas Pro Rodeo Association ("KPRA") sanctioned rodeos held in Kansas during 2022. The number of entries ranged from a low of 41 to a high of 200, averaging 107 entries per rodeo. The 2-day Thomas County Fair & Rodeo in Colby, Kansas reported 101 entries.

During 2022, the most participated events at KPRA rodeos included breakaway roping (627 entries), open team roping (539 entries), barrel racing (511 entries), toe down roping (269 entries, and 40/40 team roping (244 entries).

KPRA Sanctioned Kansas Rodeo Entries – 2022

Rodeo Name	Location	Tie Down	Breakaway	Barrel	Open Team	40/40 Team	Steer	Ranch	Saddle	Bull	Total	
		Roping	Roping	Racing	Roping	Roping	Wrestling	Broncs	Broncs	Riding	Barebacks	Entries
Triangle Rodeo Club Rodeo	Greensburg	19	38	31	30	41						159
Ft. Wallace Rodeo	Wallace	8	16	20	11		7	4	5	11		82
Gyp Hills Roundup Rodeo	Medicine Lodge		30	22	27	5						84
Plainville Saddle Club Rodeo	Plainville	8	14	11	14	5	7	7	4	15	2	87
Meade County Rodeo	Meade		20	19	21	10	13					83
Gove County Rodeo	Park	7	14	16	15		12	7	6	8		85
Elk County Rodeo	Moline	10	45	26	68		14		12	18	7	200
McCracken Rodeo	McCracken	21	29	31	26	15						122
American Legion Rodeo	Erie	15	26	25	23		9		9	7	3	117
Lakin KPRA Rodeo	Lakin	25	39	38	32	15						149
Clark County Fair & Rodeo	Ashland	8	33	22	25	16	9					113
Scott County Stampede Rodeo	Scott City	11	23	16	14	12						76
Ulysses Stampede	Ulysses	27	48	34	30	16						155
Ellis County Fair & Rodeo	Hays	9	21	22	19	10	8	5		14		108
Lane County Rodeo	Dighton	12	30		19	13						74
Sheridan County Fair & Rodeo	Hoxie	12	28	26	18	9						93
Thomas County Fair & Rodeo	Colby	9	28	17	17	11	3	3	2	9	2	101
Sublette KPRA Rodeo	Sublette		24	24	28							76
Barber County Rodeo	Hardtner	28	38	38	32	12	16					164
Leoti KPRA Rodeo	Leoti	11	18	16	13	12	3	14	1	11	1	100
Morton County Fair & Rodeo	Elkhart		27	29	17	15						88
Knock the Dust Off Rodeo	Odin	4	6	7	3		4	5	2	9	1	41
Gray County Rodeo	Cimarron	13	32	21	25	14	15					120
KPRA Finals Rodeo	Dodge City	12			12	13	12	6	12	12	6	85
Totals		269	627	511	539	244	132	51	53	114	22	2,562

Kansas Indoor Rodeo Arenas

This section of the study identifies indoor rodeo arenas operating in Kansas that are considered competition to the Colby Multi-Purpose Arena and Equestrian Center.

Western Kansas Indoor Rodeo Arenas

Conversations with the Kansas Professional Rodeo Association identified six comparable indoor rodeo arenas operating in western Kansas, including facilities in Dodge City, Lyons, Scott City, Kingman, Manhattan, and Hutchinson. A description of each indoor arena is provided below.

Western State Bank Expo Center

Opened during 2012 in Dodge City, the Western State Bank Expo Center is a multi-purpose event facility that features an indoor rodeo arena and hosts a wide range of events, including:

- Business Meetings
- Equine Events
- Equipment and Product Demonstrations
- Farm and Ranch Shows
- Livestock Sales and Shows
- Private Parties
- Training and Educational Seminars

The Western State Bank Expo Center is located 160 miles southeast of Colby, Kansas and is owned and operated by Ford County. The rodeo arena features a 244' x 122' dirt floor, covered stall barn with wash rack, electricity, and water for 120 stalls, concession area with a kitchen and seating for 40 people, and 75-seat capacity conference room. The exhibit hall offers 90,000 square feet of indoor exhibit space with concrete flooring and a one million square foot outdoor exhibit area offers electricity for exhibits and trailer/RV parking. During 2022, the Western State Bank Expo Center hosted eight rodeos.

The Western State Bank Expo Center hosts more than 100 equine and equine-related events and activities each year, including multi-day events and single day private rentals. Nationally sanctioned events include the World Series of Team Roping and Patriot Team Roping qualifiers, and the Women's Ranch Rodeo World Finals. Also, the Young Guns Timed Event Extravaganza is held each winter. **Events draw participants from more than a dozen states.**

Compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Western State Bank Center's floor area and number of stalls are insufficient to be considered directly competitive. In addition, the facility lacks an outdoor arena, warm up arena, RV park, and on-site hotel.

Bar K Bar Arena

The Bar K Bar Arena in Lyons, Kansas (over 200 miles southeast of Colby, Kansas) is a 64,500 square foot building featuring a 240' x 125' arena floor with two wash racks, and bleacher seating. Additional amenities include a lighted outdoor arena, RV parking, 140 stalls (92 stalls inside the arena and 48 stalls outside under cover), restaurant, showers, and show office. The arena hosts **Canyon Research Southwest, Inc.**

horse and livestock shows, agriculture shows, auctions, roping, team penning, exhibits, rodeos, and barrel racing. The facility was built by the citizens of Rice County and operates under Celebration Centre LLC. **During 2022, the Bar K Arena hosted 54 rodeo events.**



Compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Bar K Bar Arena's floor area and number of stalls are insufficient to be considered directly competitive. In addition, the facility lacks an outdoor arena, warm up arena, and on-site hotel.

Scott County Rodeo Arena

The Scott County Indoor Arena and Activities Center is located 70 miles south of Colby, Kansas on the Scott County Fairgrounds in Scott City, Kansas. The 37,180 square foot arena opened during the summer of 2000 and is home to the Scott County Stampede Rodeo that drew 76 entries in 2022. The stall barn and enclosed addition were added in 2007, providing cover for livestock and competitors during inclement weather and making it possible to host large events year around. For 2023, 181 public and private events were booked. Arena facilities include:

- 100' x 220' arena floor
- Meeting room with kitchen
- Restrooms with showers
- Large crow's nest on west end of the arena and smaller crow's nest on east side
- Laser lights for barrels and computerized scoreboard
- Radiant heaters over bleacher area
- Covered roping area
- Stall barn with 43 stalls with covered 12' lean-to
- Four covered pens
- RV sites on fair grounds

The arena is used year around and hosts high school rodeos, barrel races, team ropings, mounted shootings, ranch rodeos, clinics, all school reunions, and a circus.

Compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Scott County Indoor Arena's floor area, seating capacity, and number of stalls are insufficient to be considered directly competitive. The facility's location off Interstate 70 and absence of a covered warm up arena, outdoor arena, and on-site hotel also greatly reduces its competitiveness.

Kingman Expo Center

Kingman Expo Center located west of Wichita in Kingman, Kansas (258 miles southeast of Colby, Kansas) is home to an indoor rodeo arena, and outdoor rodeo arena and event space that will accommodate community events as well as private events. Kingman County and the City of Kingman partnered to fund upgraded facilities at the Kingman Expo Center. Both governments have invested hundreds of thousands of dollars to create first class indoor and outdoor facilities for the community.

The indoor arena is 100' x 200' with seating for 750 and a heating system. The arena is equipped with permanent bucking chutes along with roping boxes, catch pens and a return alley for cattle events. A public announcer system is available with many options for hookup to accommodate specific needs. An announcer's box is located near the bucking chutes.



There are stalls for 110 animals, 42 camper hookups and three meeting rooms along with a commercial kitchen. The meeting rooms are climate controlled to get out of the heat on summer days or warm up during those winter months. Restrooms are located both inside as well as outside.

The outdoor arena features 127' x 240' of floor area with brand new Priefert rodeo panels and chutes. The ground is completely new and perfect for any of your rodeo, roping and horse show needs. Bleacher seating accommodates up to 450 people.

Compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Kingman Center's floor area for both the indoor and outdoor arenas, seating capacity, and number of stalls are insufficient to be viewed as directly competitive. In addition, the facility lacks a covered warm-up arena and on-site hotel.

Weber Arena

Kansas State University in Manhattan, Kansas offers a variety of facilities for the KSU Rodeo Team/Club. The facilities include:

- 21-stall horse barn
- Burtis Arena- large outdoor arena & calf lane
- Round pen
- Weber Arena- indoor arena located on campus inside Weber Hall

The 3,500-seat Weber Arena that is a part of Weber Hall and was designed to serve research, teaching, and extension through use as a feeding laboratory for nutrition studies, a class laboratory for animal evaluation, a site for student activities such as The Little American Royal and a Collegiate Rodeo, a place for National Breed Associations to hold meetings and a place where state breed associations could hold shows and sales. The building was constructed in 1958 and renovated in 1985.

Weber Arena is located 265 miles east of Colby, Kansas. The annual Kansas State University Intercollegiate Rodeo is held at Weber Arena. The rodeo is in its 76th year and is sanctioned through the National Intercollegiate Rodeo Association. The event draws more than 450 contestants from the 20 schools and more than 10,000 spectators.



A list of Kansas State University rodeo events for 2023 are listed below.

- Bull Clinic (Manhattan, KS) – January 20-22
- Ranch Rodeo (Manhattan, KS)- January 27-28
- Kansas State University Iron Woman (Manhattan, KS)- February 4
- Kansas State University Queen Contest (Manhattan, KS)- February 10-11
- Kansas State University Rodeo (Manhattan, KS)- February 17-19
- Fort Scott Community College Rodeo (Fort Scott, KS)- March 10-12
- Garden City Community College Rodeo (Garden City, KS)- March 31- April 2
- Southwestern Oklahoma State University Rodeo (Weatherford, OK)- April 13-15
- Fort Hays State University Rodeo (Hays, Kansas)- April 20-22
- Oklahoma Panhandle State University Rodeo (Guymon, OK)- April 27-29

Compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Weber Arena lacks the floor area and number of stalls to be viewed as directly competitive. In addition, the facility lacks a covered warm-up arena and on-site hotel.

The Kansas State Department of Animal Science has raised \$81.4 million for upgrades to several departments and is hoping to raise additional funds to build a world-class livestock arena that would replace the Weber Arena. The proposed 3,000-seat arena would include luxury boxes, a full-plan parking lot with utility hookups and other amenities needed to host livestock events.

Expo Center at Kansas State Fairgrounds, Hutchinson

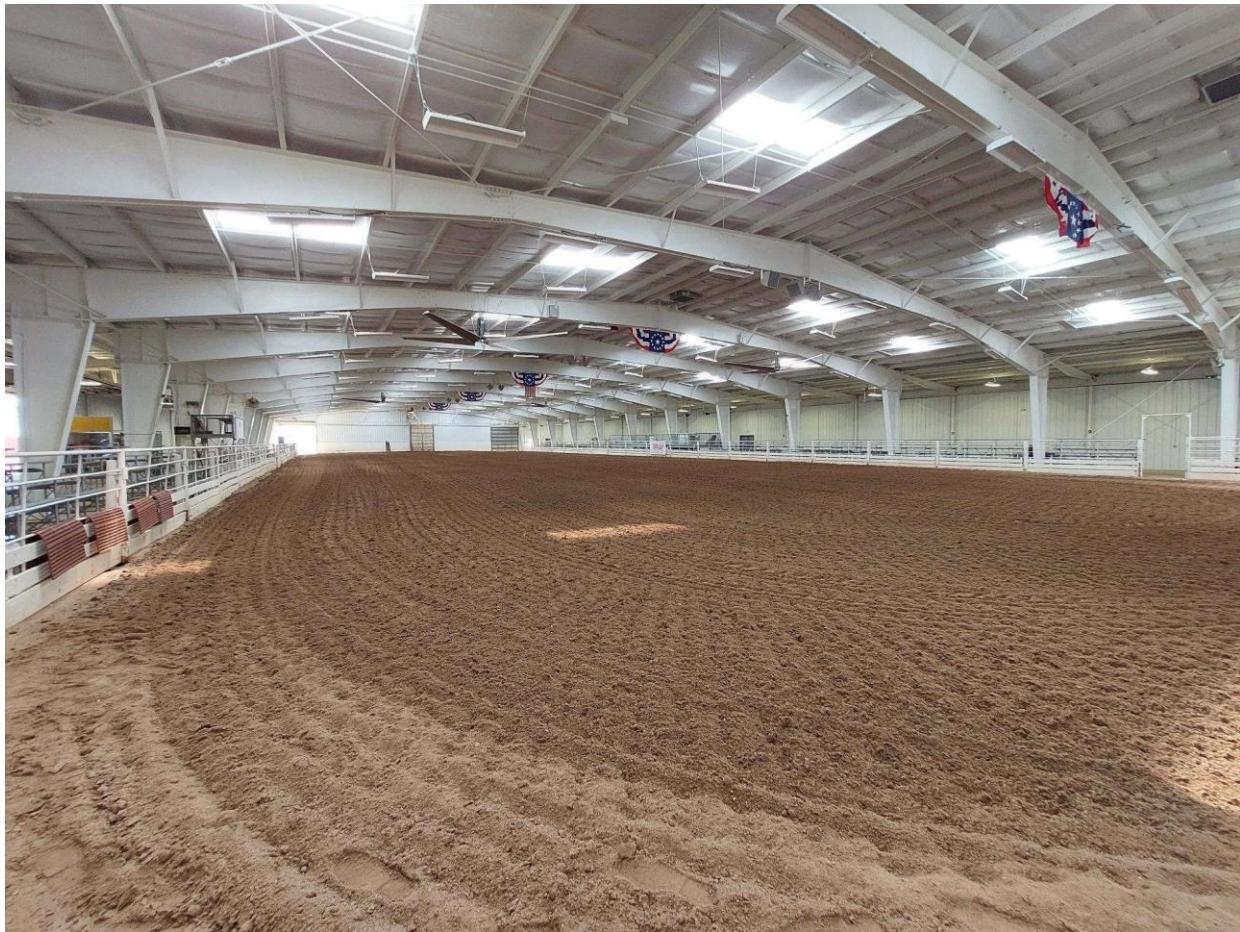
The 280-acre Kansas State Fairgrounds in Hutchinson, Kansas (235 miles southeast of Colby, Kansas) includes several event buildings and livestock facilities, making it one of the largest events and show venues in the state. The fairground event facilities host more than 500 events every year with local, regional, national, and international appeal, including:

- Corporate Parties, Meetings and Picnics
- Auctions
- Craft and Antique Fairs
- Equestrian and Livestock Shows
- Sporting Events
- RV Camping
- RV and Motorcycle Rallies
- Trade Shows and Conventions
- Concerts and Festivals
- Weddings and Receptions

The Expo Center is located at the southeast end of the fairgrounds. The Expo Center opened in 1964 and was renovated in 2003. The building offers ADA accessible restrooms, wheelchair accessible seating, concessions, a large office, and a modern look outside. The arena can accommodate a variety of events including horse shows, rodeos, dog shows, team roping, cutting events, heavy equipment demonstrations, circuses, and trade shows.

- Heated indoor 98' x 270' arena
- Covered Open Air Expo II 187' x 95' arena
- Covered walk-way between arenas
- Contract Concessionaire
- 200 permanent stalls
- Other converted stalls available
- Seating for 900
- PA system

The Kansas State Fair RV Park contains 211 full-service 50amp hook-ups.



Much like the proposed Colby Multi-Purpose Arena and Equestrian Center, the Expo Center and Expo II at the Kansas State Fairgrounds in Hutchinson offers both indoor and outdoor arenas, stalls, concessions, permanent seating, and an RV park. However, the Expo Center and Expo II do not compare in terms of arena floor sizes, seating capacity, and the number of stalls. There is also no outdoor arena or an on-site hotel. Therefore, it has been determined that the Expo Center and Expo II are not directly competitive.

Conclusions

Six arenas were surveyed in western Kansas that operate indoor arenas. All the surveyed indoor arenas are owned by a public entity or university and are located 70 to 300 miles from Colby, Kansas. None of the existing indoor arenas operating in western Kansas were viewed as directly competitive to the proposed Colby Multi-Purpose Arena and Equestrian Center, lacking in such areas as arena floor area, seating capacity, number of stalls, and absence of a covered warm-up arena, outdoor arena, and on-site RV park and hotel.

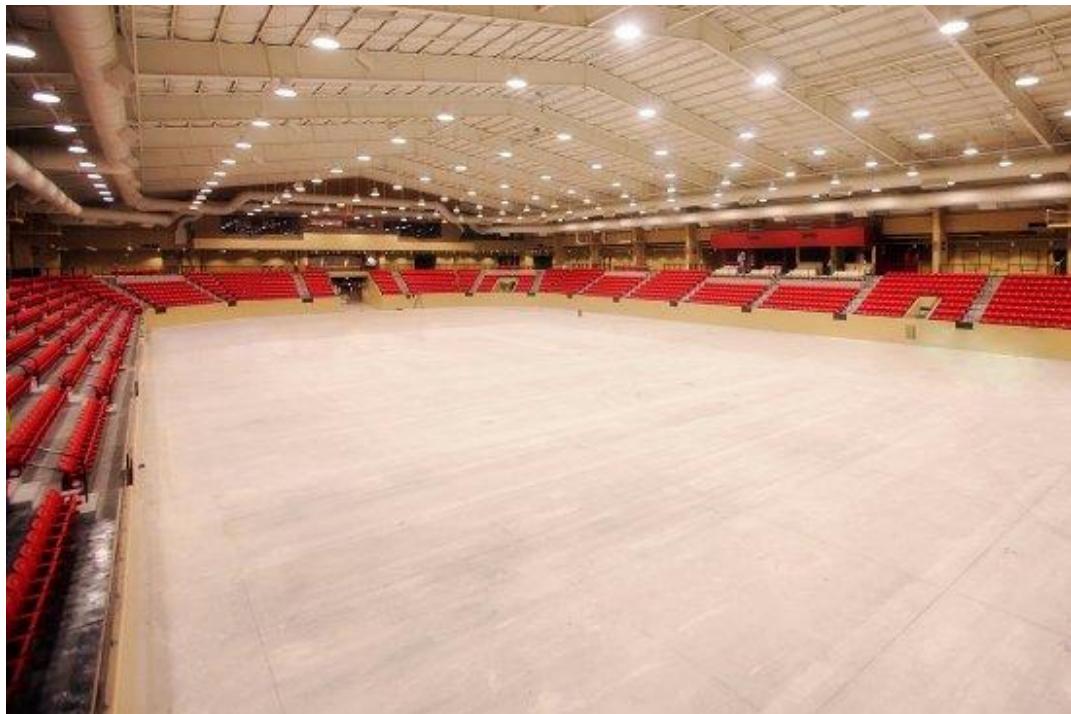
Eastern Kansas Indoor Rodeo Arenas

Three indoor arenas were surveyed in the eastern portion of Kansas, including the Kansas Star Arena, Domer Livestock Arena, and Arnold Arena. A description of each indoor arena is provided in the text below.

Kansas Star Arena

The Kansas Star Arena is part of the Kansas Star Casino complex in Mulvane, Kansas, located south of the Wichita MSA and over 300 miles from Colby, Kansas. The Kansas Star Arena is 42,000 square feet with a seating capacity of 3,400 people and up to 6,000 for concerts. Owned by Boyd Gaming, the Kansas Star Casino offers over 1,300 slot machines, over 43 table games, and four restaurants. A 300-room Hampton Inn & Suites operates adjacent to the casino. The Kansas Star Event Center opened in 2011 and features six meeting rooms totaling 57,095 square feet of meeting/event space. The Kansas Star Equestrian Pavilion consists of an open-air practice arena, 183 stalls, wash racks, and show offices.

The Kansas Star Arena is a multi-purpose entertainment venue that has hosted concerts by notable performing artists, as well as the Miss Kansas USA pageant, mixed martial arts events by Bellator MMA, and equestrian events such as the Professional Rodeo Cowboys Association's National Finals Steer Roping which in 2022 had a record purse of \$500,000. In 2021, the Wichita Force indoor football team officially relocated to the Kansas Star Arena.



The Kansas Star Arena offers an indoor arena with permanent seating for 3,400 spectators, concessions, and an on-site hotel, RV park, and restaurants. Compared to Colby Multi-Purpose Arena and Equestrian Center, the facility has only 183 stalls. There is also no outdoor arena or an on-site hotel. Given its distance from Colby, it has been determined that the Kansas Star Arena poses as a moderate competitor to the proposed Colby Multi-Purpose Arena and Equestrian Center.

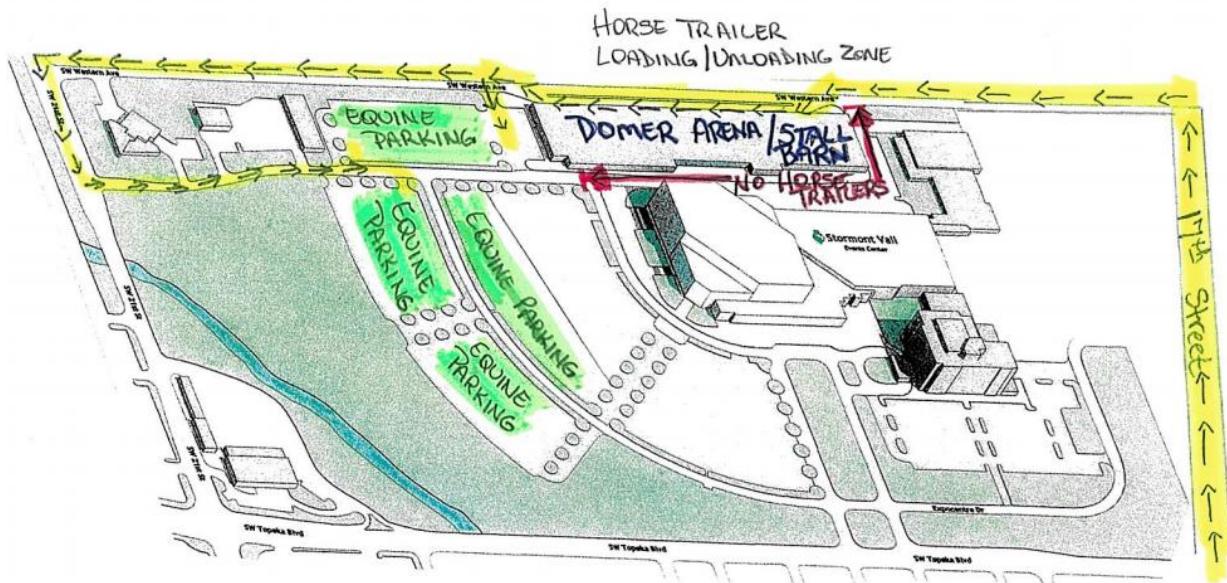
Domer Livestock Arena

The 80-acre Stormont Vail Events Center campus in Topeka (311 miles east of Colby, Kansas), formerly known as the Kansas Expocentre, has long hosted agriculture, farming, exhibitions, education, and entertainment events. Venues on the 80-acre property include the Domer Livestock Arena, 7,450-seat Landon Arena, Exhibition Hall, Heritage Hall, and Agriculture Hall.

The Domer Livestock Arena hosts such equestrian events as roping, team penning, reining horse shows, barrel racing, and rodeo competitions. The arena also hosts expos, dog shows, the Shawnee County 4-H Fair, and other livestock events. During 2022, the Domer Livestock Arena hosted eight rodeo events. The arena offers the following features:

- 240'x120' competition arena floor
- 200'x150' covered exercise area
- 1,400 bleacher seats
- 245, 10'x10' stalls
- 76 electrical hook-ups for trailers and campers with dump station
- Full-service café
- Paved parking lot
- Wash bays

The arena hosted the 2023 United Rodeo Association Finals from November 3rd through 5th.



The Stormont Vail Events Center campus recently underwent a \$48 million renovation project that was completed in May 2021. The two-year project involved improvements and additions to the Domer Livestock Arena, Landon Arena, and Exhibition Hall. Renovations to the Domer Livestock Arena included new stalls and panels, fully closed-in exercise arena, new box office, remodeled café, LED lighting, sound system, bleachers, bathroom, and plumbing upgrades.

A 5.0-acre parcel is reserved on the Expo grounds for the location of a privately built hotel, and in 1998 John Q. Hammons opened the 224-room Capital Plaza Hotel featuring a restaurant, lounge, pool, fitness center, ballroom, and a climate-controlled walkway connecting to the Expocentre.

When compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Domer Livestock Arena possesses a similar area floor area and seating capacity, a restaurant, and an on-site hotel. Facility deficiencies include the absence of an outdoor arena and a smaller inventory of stalls and RV hookups. Given its distance away, it has been determined that the Domer Livestock Arena poses as moderate competition to the proposed Colby Multi-Purpose Arena and Equestrian Center

Arnold Arena

Arnold Arena is located on the Fort Scott Community College Campus south of the Kansas City MSA along U.S. Highway 69, approximately 450 miles from Colby, Kansas. Home to the Fort Scott Community College rodeo team, Arnold Arena features an indoor arena, complete with roping and bucking chutes, an outdoor roping arena, and new offices with a practice facility in the rear. The indoor arena allows students the ability to practice all year round.

The outdoor arena is capable of hosting larger outside rodeos in the fall and spring seasons. The indoor practice facility has a bucking machine and room for roping and tying dummies. The bucking machine allows rough stock practice while the dummies allow timed event student athletes to rope and tie as well. The new office facility includes two coaches' offices, and a small computer lab for the rodeo student athletes to do homework and research. It also includes an area for meetings and an area to study film from practice or rodeos.

Compared to the proposed Colby Multi-Purpose Arena and Equestrian Center, the Arnold Arena lacks the number of stalls, covered warm-up arena, and on-site hotel to be viewed directly competitive.

Conclusions

Three indoor arenas were surveyed in eastern Kansas, located 300 to 450 miles from Colby, Kansas. Two of the indoor arenas are owned by a public entity or community college, with the Kansas Star Arena the only privately-owned facility.

The Kansas Star Arena and Domer Livestock Arena are the most comparable to the proposed Colby Multi-Purpose Arena and Equestrian Center, in terms of arena size, seating capacity, on-site restaurants, hotels, and event center. Both arenas are over 300 miles from Colby, Kansas and lack several facility amenities that are proposed for the Colby Multi-Purpose Arena and Equestrian Center.

Comparable Multi-Use Arenas

Comparable high-quality indoor rodeo arenas and equestrian centers were surveyed in the western states to determine the competitive positioning of the proposed Colby Multi-Purpose Arena and Equestrian Center. Our research identified nine comparable indoor arenas, each described below.

Stephens County Fair and Expo

The Stephens County Fair and Expo in Duncan, Oklahoma features such equine facilities as a 1,100-seat main indoor arena, 900-seat livestock arena, two barns, stall barn, and warm-up area. Both indoor and outdoor arenas with seating for 500 to 2,000 are available to reserve for rodeos and other Western events. The fairgrounds host numerous events and activities throughout the year, including:

- Professional and Youth Rodeos
- Calf Roping
- Team Roping Competitions
- Barrel Racing
- The National Swine Registry “Fall Classic”
- Craft Shows
- Coin Shows
- Family Reunions
- Birthday Parties
- Fish and Tackle Shows
- Stephens County Junior Livestock Show
- Stephens County Free Fair
- Circus

The Stephens County Expo Arena features 89,600 square feet under roof, a 17,289 square foot arena floor of concrete on the north end, and a 130' x 250' dirt floor. The concrete area is primarily used for vendor booths and livestock pens and horse stalls. The arena is heated and air conditioned for year-round use with a lobby, permanent seating for 1,100 and portable seating for 900. The South Barn is a 25,500 square foot building with a concrete livestock holding area with wash racks and restrooms. Extending south of the arena is a covered warm-up area and cattle holding area.

The Livestock Arena is a 21,000 square foot building with a 66' x 125' concrete arena floor, permanent seating for 700, concessions, and restrooms. To the north of the Livestock Arena is the North Barn, an 18,000 square foot heated building housing a concrete livestock holding area, wash racks, an office, concessions, and restrooms.

The facility has a total of 215, 10' x 10' horse stalls. A covered area adjacent to the wash racks has 72 horse stalls.

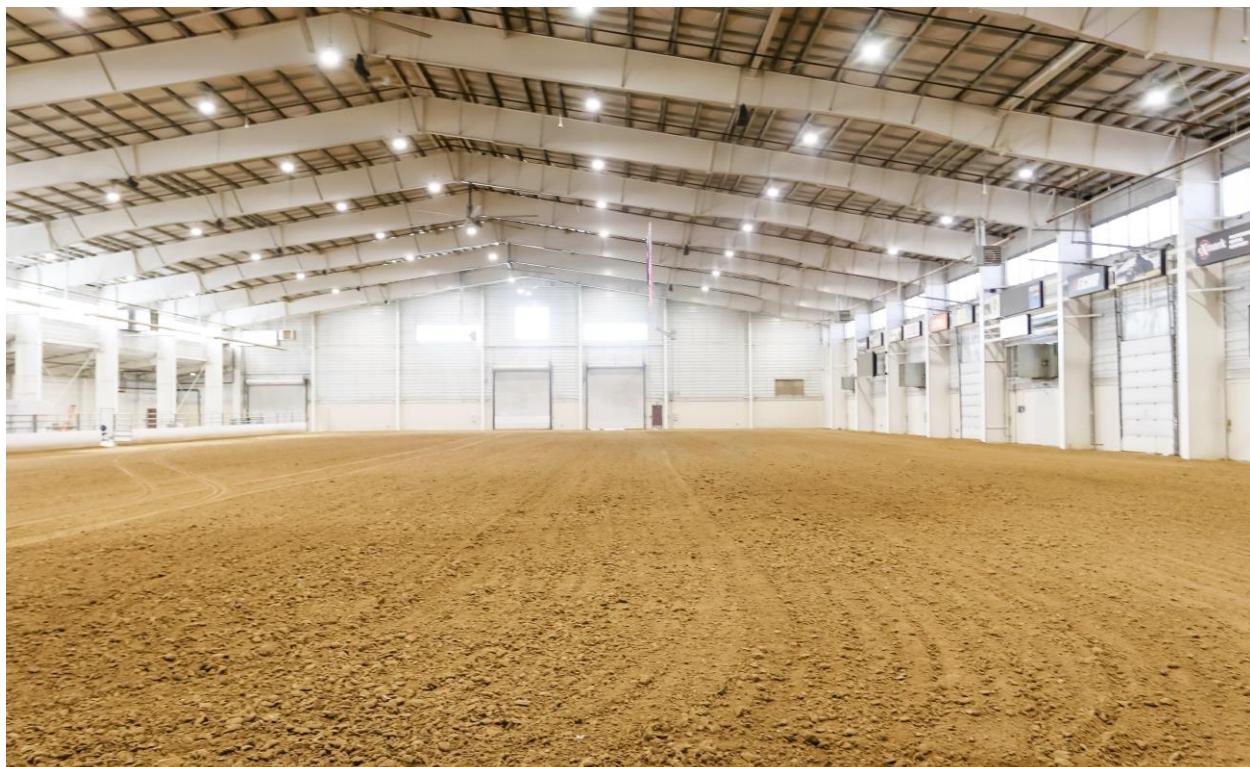
During 2023, Stephens County Fair and Expo hosted 81 events totaling 143 event days. In 2024, the venue hosted 84 events totaling 155 event days. Signature rodeo events in 2024 included the Texoma Jr. Rodeo Finals (3 days), World Series of Team Roping Qualifer (3 days), and Mini Hereford Jr. Nationals (7 days). For 2025, 73 events have been booked totaling 144 event days.

The Ranch Events Complex

Originally constructed in 2003, The Ranch Events Complex in Loveland, Colorado has undergone significant phases of development and today offers over 375,000 square feet of indoor and outdoor event space, including six event halls and five arenas. Key facilities operating within The Ranch Events Complex include the following:

- Budweiser Events Center – multi-purpose arena, 7,200 seats, concrete floor, 25 suites
- First National Bank Exposition Building – 36,000 sf exhibition space and 2,900 sf meeting space
- MAC Equipment Inc. Indoor Arena – 150' x 300' arena, 1,000 seats, dirt floor
- MAC Equipment Inc. Livestock Pavilions – 96,000 sf, 360 horse stalls, dirt floor
- The Ranch Arena – 90' x 100', dirt floor
- Round Up Outdoor Arena – 120' x 240' arena, 100 seats, dirt floor
- Long Horn Outdoor Arena – 120' x 240' arena, 100 seats, dirt floor
- Thomas M. McKee 4-H Youth & Community Building – 12,500 sf exhibition space, 5,950 sf meeting space
- Embassy Suite – 263 rooms, 40,000 sf of flexible meeting space

The MAC Equipment, Inc. Indoor Arena & Livestock Pavilions feature 180,000 square feet of space, including a 45,000 square foot indoor arena with a 150' x 300' arena floor, 1,000 seats, food service area, four sets of restrooms, and 90' x 100' warm-up arena. The East and West Pavilions each occupy 48,000 square feet, 180 stalls, and heated wash racks. Fifty RV hookups accompany the arena and livestock pavilions. During 2024, the MAC Equipment, Inc. Indoor Arena & Livestock Pavilions, Ranch Arena, Round Up Outdoor Arena, and Long Horn Outdoor Arena hosted 73 horse shows, livestock events, and small animal shows. Through the first half of 2025 a total of 31 events have been booked totaling 55 event days.



Secondary equestrian and livestock event venues within The Ranch Event Complex include The Ranch Arena, an indoor facility with a 90' x 100' arena floor and a dirt floor and Round Up Outdoor Arena and Long Horn Outdoor Arena, both with a 120' x 240 arena floor, dirt floor, and 100 seats.

Midland County Horseshoe Arena

Midland County Horseshoe Arena in Midland, Texas is a 100+ acre multi-purpose facility that is county-owned and managed by Horseshoe Hospitality Services. The county is responsible for maintenance and capital improvements to the property. The facility opened in 2006 and in 2014 underwent a \$24 million expansion that included a 52,998 square foot exhibit hall and in 2016 an amphitheater with seating. An aerial of the existing facility appears below.



The Horseshoe Arena is climate-controlled, with 34,628 square feet (125' x 280') of floor area, dirt floor, holding pens, 2,000 fixed bleacher seats, concessions, two barns with 351, 10' x 10' stalls, and indoor livestock barn with 280' x 110' floor area. The venue is used for equine and livestock events and is available for rent at \$1,000 to \$4,000 per event. The Livestock Barn rents for \$500 per event. The facility operates 75 RV hookups with water, sewer, and electricity.

The Pavilion is a 52,998 square foot exhibition hall that is divisible into three sections with a seating capacity from 450 to 5,648 guests. The venue hosts performances, meetings, conferences, holiday parties, and more. An amphitheater opened in 2016 with floor seating for 1,300 and lawn seating for 3,000. Pavilion and amphitheater rentals run \$500 to \$2,500 per event.

The venue has played host to Championship rodeos, equestrian competitions, concerts, sporting events, trade shows, conventions, and community events. During 2022 the venue hosted 149 events for a total of 240 event days.

Mallet Event Center & Arena

The Mallet Event Center & Arena (“MECA”) in Levelland, Texas is a \$15 million multi-purpose project that was completed in January 2012. Hockley County operates the facility. MECA offers a climate-controlled, Kiser designed arena of 150’ x 300’ with 1,933 seats. There is also an attached indoor, warm-up arena that is 150’ x 100’ and covered penning of 145’ x 100’.



The banquet hall can be divided into three sections for a total seating of over 600 people. The facility also offers a patio area with two gas fire pits for guest use.

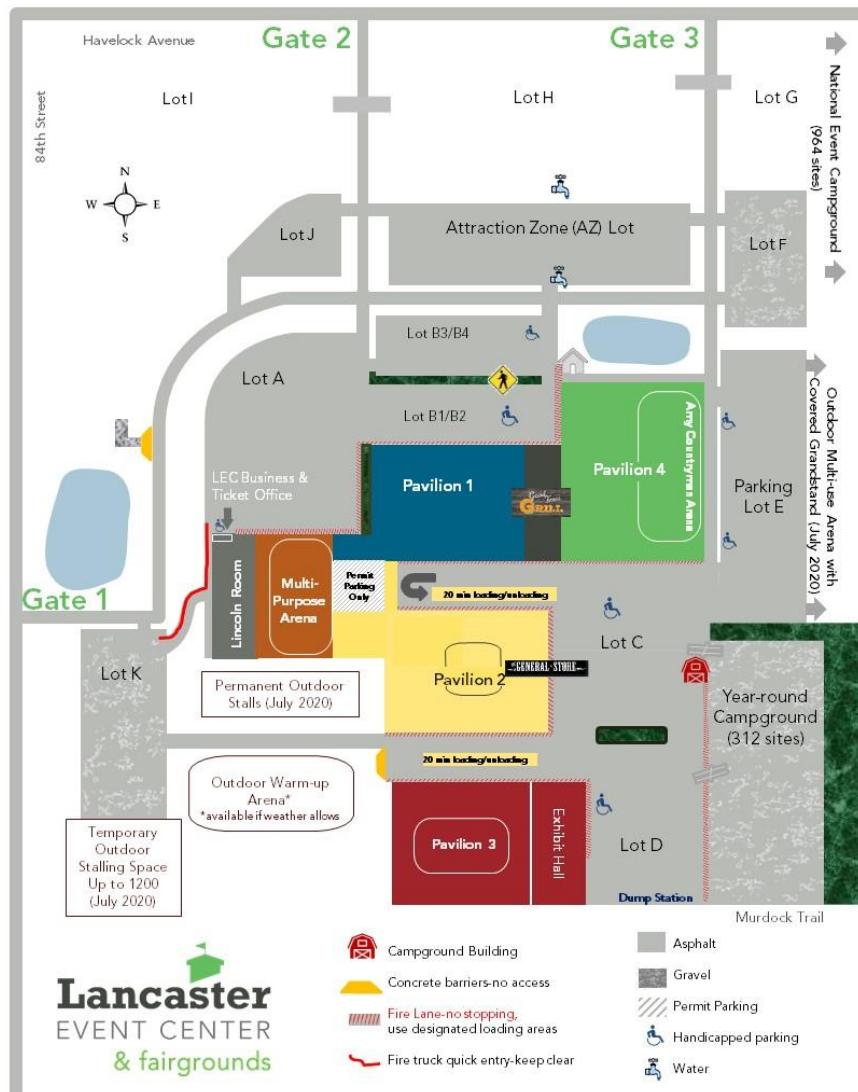
Additional amenities include 288 horse stalls in a covered outdoor horse barn with lights and water and 84 self-contained RV spaces. Hockley County is exploring the opportunity to develop an on-site hotel and related facilities.



During 2023, the MECA hosted 119 events. Equine events included roping (22 events), horse sales (12 events), barrel racing (10 events), rodeos (4 events), and livestock shows (3 events). Notable events included the JRCA Finals (3 days), World Series Team Roping (3 days), ABC Pro Rodeo (2 days), and Clovis Horse Sale (4 days).

Lancaster Event Center

The Lancaster Event Center (“LEC”) in Lincoln, Nebraska is home to the Lancaster County Super Fair as well as hosts trade shows, equine shows, and receptions. The property is 160 acres and includes a multi-purpose arena, four pavilions, exhibit space, and a 312-site campground.



The Ag Society opened the LEC in 2001 to be home for the Lancaster County Fair as its needs outgrew borrowed buildings on the former State Fairgrounds. LEC has grown to be a nationally recognized multi-use event center with over 320 events bringing 500,000 visitors who stay over 1.2 million visitor days for regional/national events.

Multi-Purpose Arena – the 36,500 square foot indoor arena features a 110' x 215' floor area and seating for up to 5,000 spectators.

Pavilion 1 – This 80,850 square foot indoor venue features a 70' x 200' arena floor, 400 livestock stalls, and seating for up to 11,000 spectators.

Pavilion 2 – This 80,850 square foot indoor venue features a 70' x 200' arena floor, 382 livestock stalls, and seating for up to 11,000 spectators.

Pavilion 3 – This 72,657 square foot indoor venue features a 115' x 220' arena floor, 64 livestock stalls, and seating for up to 10,000 spectators. An outdoor warm-up arena is located adjacent to Pavilion 3.

Pavilion 4 – This 87,596 square foot indoor venue features a 125' x 300' arena floor, 99 livestock stalls, and seating for up to 12,000 spectators.

Lincoln Room – This 17,200 square foot event space adjacent to the Multi-Purpose Arena possesses a seating capacity of 1,800.

Exhibit Hall – This 11,500 square foot event space is part of Pavilion 3 and accommodates up to 1,225 guests.

Major Events

- 320 events annually—200 local, 120+ regional/national/international
- Nebraska's largest county fair – 120,000 visitors over 10 days
- 2nd largest indoor ag show—1,700 ag experts from 27 states & Canada attract 20,000 ag producers from 5 states
- 125+ horse show event days
- 75+ trade show/sale event days
- 20+ motorsports events (indoor & outdoor)
- 80+ ag business & ag education events
- 150+ non-profit event days
- Won four years of World's largest rodeo – National High School Finals Rodeo (NHSFR) vs. venues nationwide –2020 (canceled), 2021, 2026, and 2027
- World's largest RV event: Family Motor Coach Association (FMCA) International RV Convention (postponed from 2020 to 2022) with 1,000-2,000 RVs

Annual Economic Impact

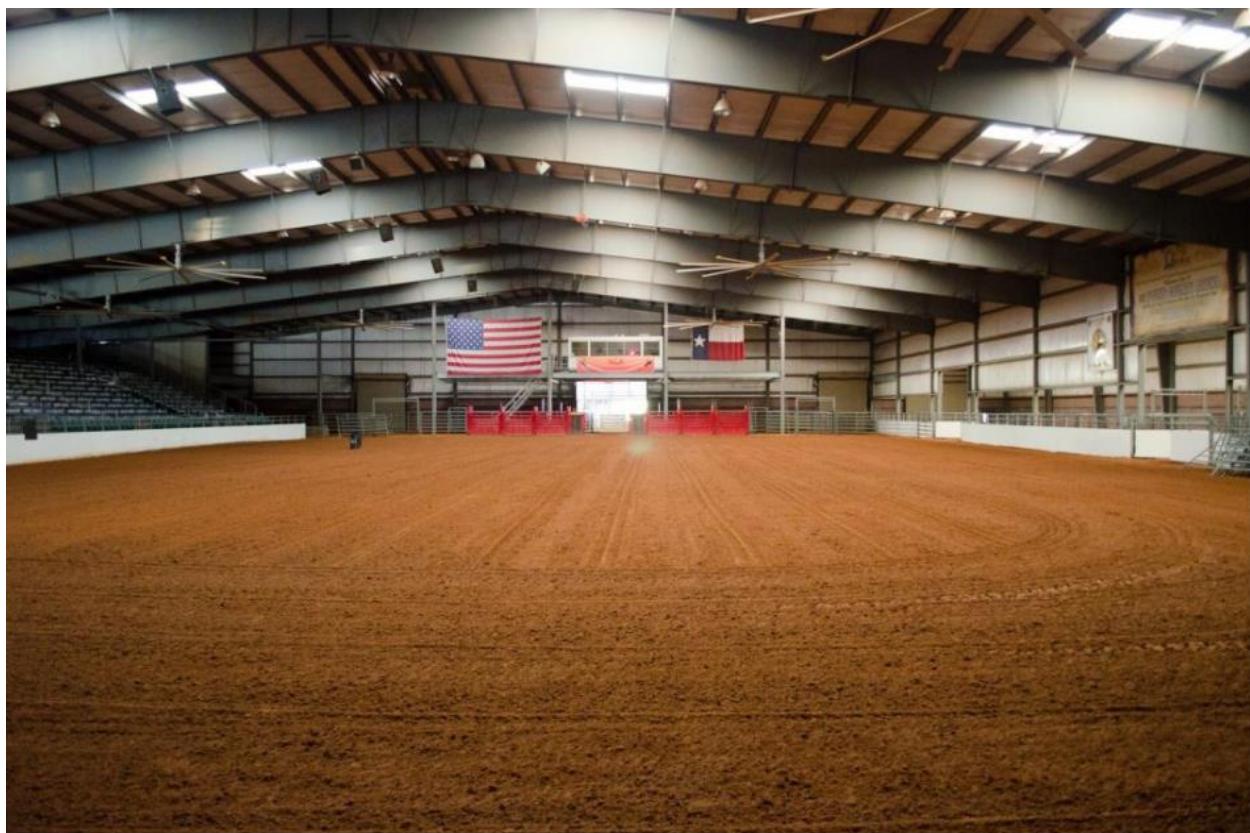
- Nebraska's 3rd largest out-of-state visitor attraction
- 67 percent of visitors at 120 regional/national events from outside of county/state
- Draws visitors from 40+ states annually
- \$50 to \$60 million economic visitor impact per year for Lancaster County & Nebraska
- LEC's visitor spending adds 700 full-time equivalent jobs-majority off grounds
- 98 percent of 1,623 participant families from out of state at NHSFR (43 states, 5 Canadian provinces, Mexico, Australia & New Zealand)

Young County Arena

Located in Graham, Texas, the Young County Arena is a multi-purpose event center that sits on 6.2 acres of land. It is co-operated by the city of Graham and Young County. The facility has two different arenas that host a variety of large events such as rodeos, bull riding competitions, barrel racing, team roping, concerts, motocross, circuses, dog shows, livestock shows and more.

The Young County Arena was a community project. Construction began in 2000 and has progressed in phases. In 2004, the City of Graham contracted with Young County to manage the facility. The initial phase was the construction of the main covered arena. In 2006, the outdoor arena and stall area were added. The parking lot and landscaping beds were completed in 2007.

The indoor arena is a fully enclosed 250' x 150' venue with seating for 2,500 spectators. The arena offers six bucking chutes, a press box, a concession area, and heating for the winter and fans for the summer.



The outdoor Outback Arena is a covered 120' x 250' venue that offers seating for 250 spectators and a mobile concession stand. In addition to the arenas, the facility offers six large livestock pens, 60 RV parking spaces, 300, 12' x 12' stalls, a 5,000 square foot banquet room, and a 10,000 square foot foyer that is used for trade show vendor booths.

A total of 139 events were hosted in 2023, with rodeo/action events, accounting for 56 percent of all events. Thus far in 2025, 57 events have been booked for a total of 124 event days.

McGee Park

McGee Park in Farmington, New Mexico consists of several different facilities operated by San Juan County. The facility contains a Convention Center, a Multi-Use Building with three classrooms, and 14,000 square feet of convention space that can be sectioned off for various uses.

The 49,500 square foot Convention Center has a 40' x 60' stage food service, and a seating capacity of 800 to 5,000 guests depending on the layout. The Convention Center rental includes tables and chairs, a distribution panel (two 400 amp, three-phase service), portable PA system, podium, patio area, stereo with radio tuner, cassette, and CD player. For other events and meetings, the facility also has a 5-room, 18,750 square foot multi-use building.

The 68,000 square foot Memorial Coliseum is one of only four indoor arenas in New Mexico and the second largest arena in the state with an area that measures 29,000 square feet. The facility has 5,137 grandstand seats, along with up to 3,000 seats on the arena floor, depending on the event. It also has an attached 130' x 30' pavilion, 180' x 38' patio, and two concession stands. The Coliseum is a complete rodeo facility that contains a roping chute, holding and sorting pens, an announcers stand at both ends of the arena, remote lighting & restroom facilities. The building has a ceiling peak of 38 feet and can hold a 24' x 40' portable stage. The Memorial Coliseum hosts such equine events as rodeos, bull riding, barrel racing, cutting horse competitions, horse shows, horse sales, roping events, and livestock sales and shows.

Located adjacent to the Coliseum is the Indoor Riding arena that is used for events such as beef shows, clinics, and rodeos. The 128' x 220' arena has seating for 1,250, is equipped with a cooling and heating system, and an announcer stand. In addition to the two indoor arenas, McGee Park also has an Outdoor Arena. The arena is 100' x 200' and has seating for 1,250. Used in the spring and summer, the arena is used for events such as barrel races, roping, and clinics. In addition to the arenas McGee Park has 100 permanent covered horse stalls along with more than 500 pony pens just outside the facility on the San Juan County Fairgrounds.

Within the Fairground complex are 576 on-site RV spaces with electricity and water and more than 200 dry RV spaces.

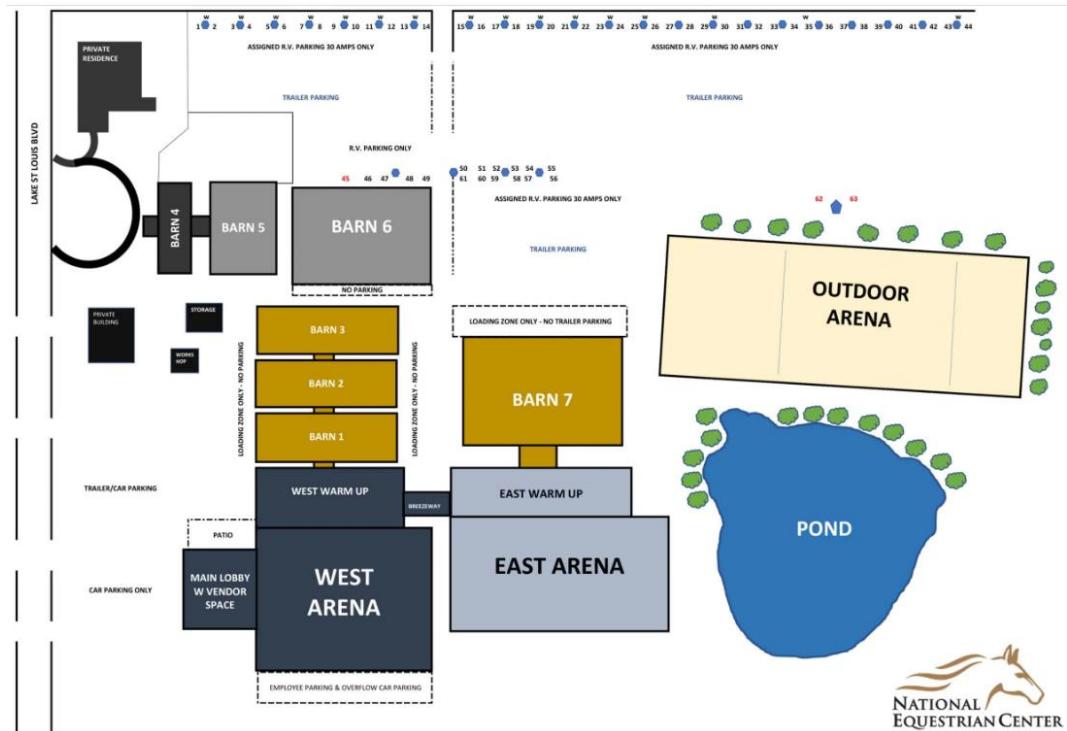
McGee Park has hosted a variety of events including the following:

- Rocky Mountain Ramble RV Rally (a division of Family Motor Coach)
- National High School Finals Rodeo (World's Largest Rodeo)
- Jordan World Circus
- Four Corners Oil & Gas Conference
- Concerts by Clay Walker, George Strait, Toby Keith, Tracy Byrd and many more!
- Fraziers Carnival

According to the 2024 event calendar, the facility generated a total of 205 events and 241 event days. Sixty-one (61 percent) of these events were rodeo/action activities, followed by the "other" category (21 percent), which primarily consists of public riding and practice sessions.

National Equestrian Center St. Louis

The West Arena is the National Equestrian Center’s (“NEC”) premier competition space with two indoor arenas, an outdoor arena, permanent VIP boxes, grandstand seating, and a banquet hall. A total of 133 equestrian and community events are scheduled for 2025. Events hosted by the NEC include signature events, regional and national horse shows, rodeos, livestock competitions, community events, dog shows, and open rides.



The West Arena features a 120' x 240' arena floor and adjoining 100' x 200' warm-up. Both arenas offer equines the benefits of world-class GGT™ Fiber Footing installed over GGT™ Butterfly Mats. The climate-controlled indoor West Arena features grandstand seating for 1,500 and 26 VIP boxes for a total capacity of 2,250 spectators.

- 120' x 240' West Arena
- 100' x 200' West Warm Up
- World-Class GGT™ Fiber Footing
- 26 Permanent ringside VIP Boxes
- NEC's Canter I & Grill
- Overlook Mezzanine Banquet Hall
- Grandstand seating up to 1,500
- Total Spectator Occupancy 2,250

NEC's East Arena offers a 140' x 225' competition space and an adjoining 65' x 80' warm-up. In 2019, NEC restored its cattle loading chute and installed semi-permanent holding and working pens just outside the East Warm-Up, making the delivery, use and departure of cattle more efficient. In 2020, NEC added shade-cover over the cattle holding pens to shelter livestock from full-sun conditions. The East Arena's south-side concourse now has increased grandstand seating for up to 350 people and provides more convenient access to the East Show Office as well as to

food and drink in NEC's Side Pass Standing I. The wide packed-dirt concourse on the north-side is utilized for portable VIP booths, pop-up bars and catering, additional temporary seating, vendors, awards displays and more.

- 140' x 225' East Arena
- 65' x 80' East Warm Up
- Eureka HG Sugar Sand Footing
- Crow's Nest for Exclusive Guests
- NEC's Side-Pass Standing I
- Grandstand seating up to 350
- Total Spectator Occupancy 700

The NEC's Outdoor Arena is 240' x 700' and can be sub-divided to meet the needs of specific events. Six double-gated entrances, each 12' wide, allow horses, equipment trailers, and motorized vehicles to enter and exit the arena easily. The NEC's portable PA system operates with wireless microphones and reaches dual zones for messaging into separate riding areas. The two-way radio system enables barn calls to air remotely into all stabling barns on the property. Several tail-gating spots are located along the Outdoor Arena's north and west sides, making for a festive, social environment for VIP guests and fundraising campaigns.

- 240' x 700' Outdoor Arena
- Divisible for Multiple Rings
- Blended All Weather Sand and Screenings Footing
- Multiple Tailgating Spots
- Open Pavilions with Table Seating
- Total Spectator Occupancy Variable

The NEC's Clinician's Arena is a 75' x 135' riding barn with six 10' x 10' permanent stalls. Fully enclosed with gate access on all sides, it is ideal for small group instruction, demonstration rides, one-on-one private lessons, and other training/learning activities. Organizers can choose to add limited bleacher seating, schooling equipment, food and beverage service, and other equipment and services to meet the needs of the event.

- 75' x 135' Clinician's Arena
- (6) 10' x 10 Stalls
- River-Sand Footing
- LED Lighting
- Multiple entrance and egress gates
- Total Spectator Occupancy 30-40

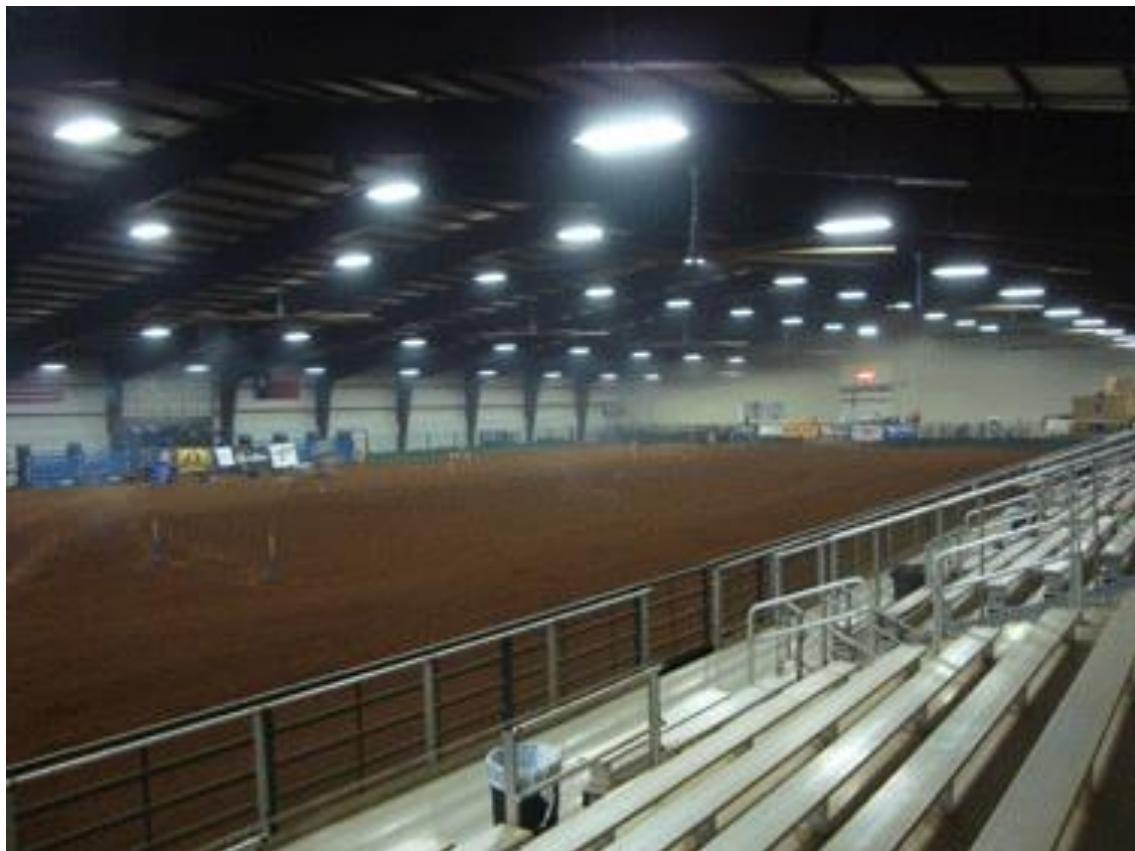
The three stable barns are joined under continuous roof and connect directly to NEC's West Arena. Each barn features 80 stalls in a climate-controlled environment with overhead heating units and ventilation fans; no-slip packed dirt floors; multiple wash racks with free-standing hand washing stations, nearby permanent restroom, and shower facilities. Accommodating a total of 240 stalls, these barns contain permanent 10'x10' stalls with rubber mats and/or limestone chat floors, electrical outlets at each stall, and sliding door fronts.

NEC offers 63 RV spaces with electrical and water hookups, with scheduled dump services available upon request.

Andrews County Expo Center

The Andrews County Expo Center in Andrews, Texas was built with county funds consisting of a main arena, warm-up arena, stall barn, and RV hookups.

The main ACE Arena is a 150' x 300' climate-controlled venue with 1,800 seats, six bucking chutes, scoreboard, announcer stand, PA system, concessions, and an adjacent 160' x 120' enclosed warm-up arena. The footing in the indoor arena is sandy loam and can be hardened to do circuses and weddings, though 80 percent of their estimated annual 52 events consist of rodeos, roping, and barrel racings. Other hosted events include concerts, motocross, church events, and youth events.



Other on-site amenities include 57 RV spaces, 28 indoor stalls in a barn, and 144 outdoor covered stalls.

Conclusions

The table on the following page summarizes the amenities available for the nine comparable equestrian and multi-purpose arenas.

The Colby Multi-Purpose Arena and Equestrian Center features two indoor arenas, an outdoor arena, horse stall barn, livestock barn, warmup area, 800 stalls, and a 140-space RV park. The main indoor arena includes a 130' x 260' arena floor and seating for 1,500 spectators. The covered warm up arena will include two 100' x 125' arena areas. The outdoor arena will feature a 150' x 350' arena floor and seating for 300 spectators.

The Colby Multi-Purpose Arena and Equestrian Center features a main indoor arena with dimensions of 130' x 260' equating to 33,800 square feet of arena floor. All the surveyed facilities include an indoor arena with floor areas ranging from 23,650 square feet to 45,000 square feet, averaging 35,421 square feet. The proposed arena's floor area falls comfortably within the range of the comparable multi-purpose arenas.

The Colby Multi-Purpose Arena and Equestrian Center main indoor arena has a seating capacity of 1,500 spectators. The nine surveyed multi-purpose arenas possess a seating capacity ranging from 350 to 5,000, averaging 1,918 seats. The proposed arena's seating capacity falls comfortably within the range of the comparable multi-purpose arenas.

The Colby Multi-Purpose Arena and Equestrian Center is designed with 800 stalls, including 400 covered stalls and 400 portable stalls. The nine surveyed multi-purpose arenas maintain 100 to 945 stalls, averaging 333 stalls. The proposed arena's inventory of stalls falls on the high end of the range for the comparable multi-purpose arenas.

The Colby Multi-Purpose Arena and Equestrian Center is designed with 140 RV spaces. The nine surveyed multi-purpose arenas maintain 50 to 574 stalls, averaging 159 stalls. The proposed arena's inventory of RV spaces falls comfortably within the range of the comparable multi-purpose arenas.

The nine surveyed multi-purpose arenas host 52 to 320 annual events, equating to an average 142 annual events and a median of 133 annual events. The usage of the comparable multi-purpose arenas bodes well for the potential of the proposed Colby Multi-Purpose Arena and Equestrian Center to host a suitable number of annual events and event days to support feasible development and operation.

To conclude, when compared to the nine surveyed venues, the design for the proposed Colby Multi-Purpose Arena and Equestrian Center affords the necessary location, features, and amenities to be competitive and attract promoters, sponsors, cowboys, and fans.

Comparable Equestrian and Multi-Purpose Arenas

Facility	Location	Miles from Colby, KS		Year Opened	Indoor Arena	Climate	Seating	Permanent		# of Stalls	RV Spaces	Annual Events
								Additional Arena				
Colby Multi-Purpose Arena	Colby, KS			Planned	130'x260'	HVAC	1,500	150'x350' Outdoor		800	140	
Stephans County Fair & Expo	Duncan, OK	475			130'x250'	HVAC	1,100	66'x125' Indoor		215		84
The Ranch Events Complex	Loveland, CO	272	2003		150'x300'	HVAC	1,000	(2) 120'x240' Indoor		360	50	73
Indoor Arena & Livestock Pavilions												
Midland County Horseshoe Arena	Midland, TX	576	2006		125'x280'	HVAC	2,000	110'x280' Indoor		351	75	149
Mallet Event Center & Arena	Levelland, TX	468	2012		150'x300'	HVAC	1,933	100'x150' Indoor		288	84	119
Lancaster Event Center	Lincoln, NE	303			110'x215'		5,000	(2) 70'x200 Indoor		945	312	320
								(1) 115'x220' Indoor				
								(1) 125'x300' Indoor				
Young County Arena	Graham, TX	533	2004/06		150'x250'	Heat	2,500	120'x250' Outdoor		300	60	139
McGee Park	Farmington, NM	560	2006		128'x220'	HVAC	1,250	100'x200' Outdoor		100	574	205
National Equestrian Center	St. Louis, MO	628			120'x240'	HVAC	2,250	240'x700' Outdoor		240	63	133
					140'x240'	HVAC	350					
Andrews County Expo Center	Andrews, TX	575	2006		150'x300'	HVAC	1,800	120'x160' Outdoor		195	57	52

Source: Canyon Research Southwest.

Competitive Hotel Market

The initial phase of the Colby Multi-Purpose Arena and Equestrian Center in Colby, Kansas is planned for three hotels totaling 267 guest rooms. This section of the study identifies competitive hotel market conditions in Colby, Kansas.

Transient Guest Tax Trends

The City of Colby levies a transient guest tax of 6.5 percent on the gross receipts derived from or paid by transient guests for sleeping accommodations, exclusive of charges for incidental services and facilities, in any hotel, motel, bed & breakfast, or tourist court. The table below illustrates transient lodging tax revenues collected since 2020.

Transient Lodging Tax Revenues City of Colby, Kansas

Quarter	Lodging		Taxes		
	2020	2021	2022	2023	2024
January – March	\$77,823	\$63,704	\$96,822	\$118,577	\$118,534
April – June	\$53,749	\$103,374	\$153,770	\$154,030	\$147,787
July – September	\$113,470	\$175,057	\$241,212	\$225,921	\$215,532
October – December	\$96,278	\$126,853	\$180,921	\$167,378	\$160,987
Totals	\$341,320	\$468,988	\$672,725	\$665,906	\$642,840

Source: Kansas Department of Revenue.

The summer months represent the Colby hotel market's peak season marked by high transient traffic volumes on Interstate 70. The Colby hotel market was adversely impacted by the COVID-19 pandemic travel restrictions starting during the second quarter 2020. For the year transient guest tax revenues totaled \$341,320. The hotel market began to recover by 2021 as total tax revenues rose 37.4 percent to \$468,988. The recovery continued during 2022 with tax revenues reaching \$672,725 as people were eager to travel. Guest tax revenues softened slightly in 2023 in wake of the strong surge in travel reported in 2022. During 2024, transient guest tax revenues of \$642,840 were down 3.5 percent over 2023. This recovery pattern occurred throughout the United States hotel market.

Colby Hotels

The table on the following page provides an inventory of existing hotels operating in Colby, Kansas. There are nine hotels totaling 566 guest rooms, including five limited-service hotels totaling 326 rooms and four economy/budget hotels with 240 rooms. Current daily rates run \$85 to \$175 for the limited-service properties and \$55 to \$115 for the economy/budget properties. The primary sources of hotel room demand stems from transient and leisure travelers driving along Interstate 70. The three hotels planned for the Colby Multi-Purpose Arena and Equestrian Center will cater to travelers attending events at the arenas as well as Interstate 70 transient and leisure travelers.

Colby, Kansas Hotels

Hotel	# of Rooms	Pool	Fitness Center	Business Center	Restaurant & Bar	Daily Rate
Limited-Service Hotels						
Hampton Inn by Hilton	64	Indoor	X	X		\$127 - \$144
Holiday Inn Express & Suites	72	X	X	X		\$135 - \$175
Sleep Inn & Suites	68			X		\$134 - \$146
Comfort Inn	77	Indoor			X	\$120 - \$158
Days Inn & Suites	45	Indoor		X		\$85 - \$135
Economy/Budget Hotels						
Super 8	62		X			\$76 - \$115
Motel 6	45			X		\$65 - \$73
Budget Inn	33			X		\$55 - \$68
Colby Inn & Suites	100					\$67 - \$76
Total Guest Rooms	566					

Conclusions

Rodeo is extremely popular in Kansas and within the western states of Texas, Oklahoma, Nebraska, South Dakota, Wyoming, and Colorado. The 50 annual rodeos in Kansas sanctioned by the Professional Rodeo Cowboys Association (“PRCA”), Kansas Professional Rodeo Association (“KPRA”), and United Rodeo Association (“URA”) draw heavily from these surrounding states. The Colby Multi-Purpose Arena and Equestrian Center is well positioned geographically to cater to the western United States rodeo participants and fan base.

Six arenas were surveyed in western Kansas that operate indoor arenas. All the surveyed indoor arenas are owned by a public entity or university and are located 70 to 300 miles from Colby, Kansas. None of the existing indoor arenas operating in western Kansas are considered directly competitive to the proposed Colby Multi-Purpose Arena and Equestrian Center, lacking in such areas as arena floor area, seating capacity, number of stalls, and absence of a covered warm-up arena, outdoor arena, and on-site RV park and hotel.

Three indoor arenas were surveyed in eastern Kansas, located 300 to 450 miles from Colby, Kansas. Two of the indoor arenas are owned by a public entity or community college, with the Kansas Star Arena the only privately-owned facility. The Kansas Star Arena and Domer Livestock Arena are the most comparable to the proposed Colby Multi-Purpose Arena and Equestrian Center, in terms of arena size, seating capacity, on-site restaurants, hotels, and event center. Both arenas are over 300 miles from Colby, Kansas and lack several facility amenities that are proposed for the Colby Multi-Purpose Arena and Equestrian Center.

The nine comparable high-quality indoor rodeo arenas and equestrian centers operating in the western United States host 52 to 320 annual events, averaging 142 annual events and a median of 133 annual events. The usage of the comparable multi-purpose arenas bodes well for the potential of the proposed Colby Multi-Purpose Arena and Equestrian Center to host a suitable number of annual events and event days to support feasible development and operation. When compared to the nine surveyed venues, the design for the proposed Colby Multi-Purpose Arena and Equestrian Center affords the necessary location, features, and amenities to be competitive and attract promoters, sponsors, cowboys, and fans.

There are nine hotels totaling 566 guest rooms, including five limited-service hotels totaling 326 rooms and four economy/budget hotels with 240 rooms. The summer months represent the Colby hotel market’s peak season marked by high transient traffic volumes on Interstate 70. The Colby hotel market was adversely impacted by the COVID-19 pandemic travel restrictions starting during the second quarter 2020. The hotel market began to recover by 2021 as total tax revenues rose 37.4 percent. During 2022, the recovery strengthened as tax revenues increased 43.4 percent. Guest tax revenues softened slightly in 2023 in wake of the strong surge in travel reported in 2022. During 2024, transient guest tax revenues were down 3.5 percent over 2023.

Under KSA12-17,166(b)(7), given the unique market positioning of the Colby Multi-Purpose Arena and Equestrian Center and the prominence of the Midwest rodeo and equestrian industries, the project is expected to become a significant tourism destination and gain sufficient market share to remain profitable past the term of repayment.

ASSESSMENT OF POTENTIAL MARKETS

The *Assessment of Potential Markets* examines the proposed Colby Multi-Purpose Arena and Equestrian Center's potential sources of visitation and defines market area socioeconomic characteristics such as population and household growth trends, household types, age composition, household incomes, and educational attainment.

Rodeo Fans Socio-Economic Characteristics

The Professional Rodeo Cowboys Association ("PRCA") estimates the United States fan base at 43 million people, of which 6.3 million annually attend a PRCA rodeo event. The socio-economic profile of the PRCA rodeo attendee fan base includes:

Gender: 49% male and 51% female

Age: 30% are ages 18 to 34 years, 53% are ages 25 to 54 years, and 44% 50 years and older

Marital Status: 58% are married and 47% have children at home

Education: 57% have some college and 26% are college graduates

Household Income: 51% earn \$50,000+, 34% earn \$75,000+, and 20% earn \$100,000+

Homeownership: 70% own their home

Pro rodeo fans come from all walks of life, but as a group, they are demographically like NASCAR fans, and are likely to enjoy hunting, fishing, camping, country music, and professional sports.

Market Area Demographic Characteristics

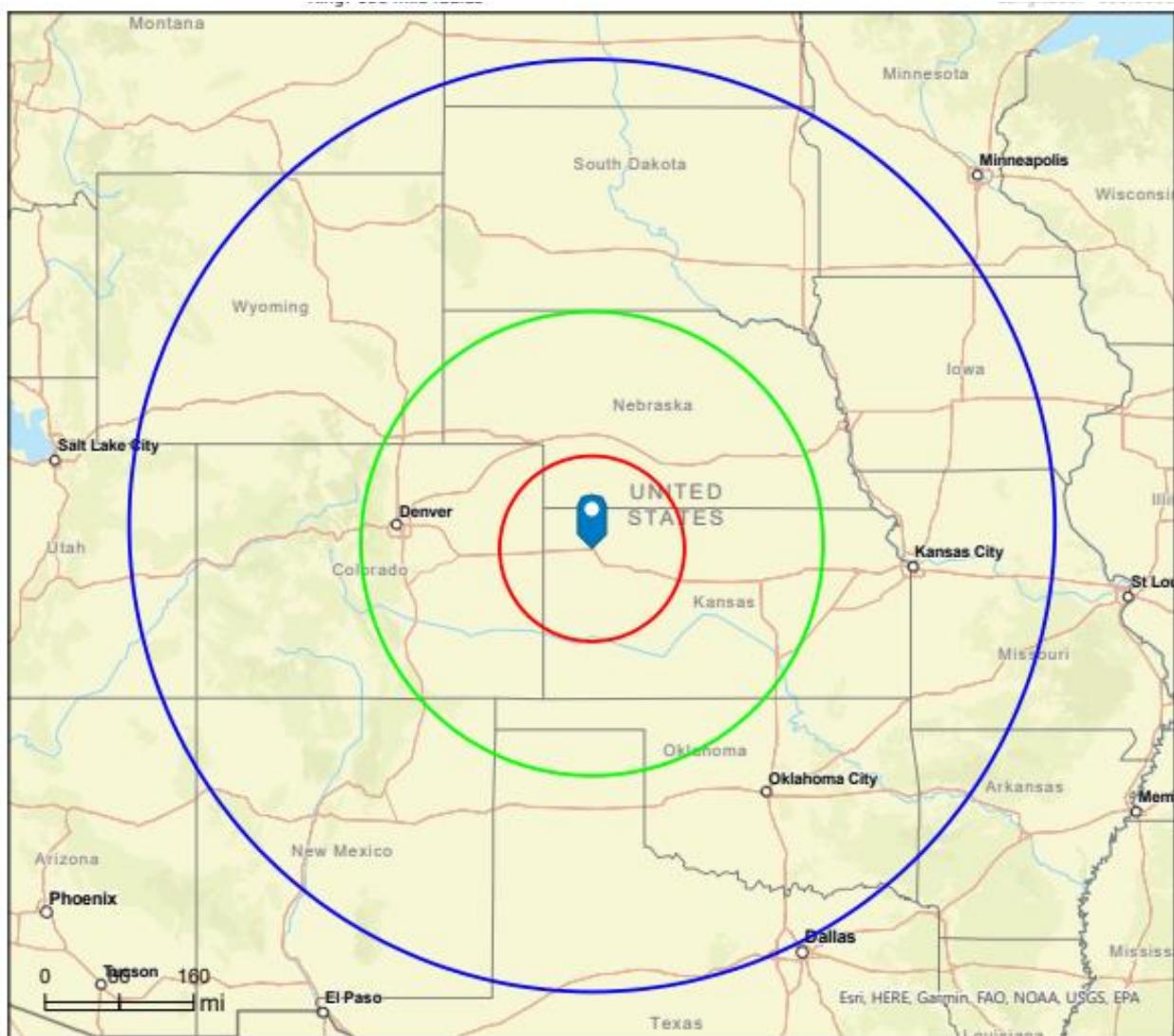
A facility designed primarily around rodeo and equestrian events can also easily host a wide variety of other events. The Colby Multi-Purpose Arena and Equestrian Center is capable of hosting rodeos, equestrian events, agricultural events, local and regional spectator events and exhibition events.

According to the Professional Rodeo Cowboys Association, 18 percent of rodeo fans have driven 250 to 499 miles to attend a rodeo event. The Market Area from which the Colby Multi-Purpose Arena and Equestrian Center will depend on the event type (i.e., rodeo, agricultural event, etc.) and size (i.e., local, regional, or national event).

A market area's socioeconomic factors play a significant role in the travel industry in terms of frequency of travel and expenditures. This section of the report examines socio-economic factors impacting the Colby Multi-Purpose Arena and Equestrian Center site, including population and household growth trends, age distribution, educational attainment, and household income. Demographic data was provided by Esri Business Analyst, a national demographic research firm. Quantifying these demographic characteristics will assist in estimating the impact the surrounding population will have on the Colby Multi-Purpose Arena and Equestrian Center.

This analysis defined the primary market area as a 100-mile radius for a local event and 500-mile radius for regional events. National events can draw participants and spectators from throughout the county, with some larger rodeo events drawing from thousands of miles. The Colby Multi-Purpose Arena and Equestrian Center's primary market areas are illustrated in the map below with demographic trends depicted in the table on page 52.

Colby, Kansas Project Market Areas



The socio-economic factors are favorable for daytrip visitation to the Northwest Kansas region by residents residing within a 100-mile radius from Colby, Kansas. The local market area within a 100-mile radius from Colby supports a population of 167,560 residents. The population has declined from 172,032 residents in 2010. By gender, males account for 50.2 percent of the population with females totaling 49.8 percent. Married couples total 52.5 percent of all households with 21.1 percent having a child present, providing a large market for family vacations. Residents ages 25 to 34 years account for 11.6 percent of the total population with those 25 to 54 years representing 51.1 percent. The educational attainment of adults 25+ years of age equals 23.1 percent having some college and 36.6 percent are college graduates. The median income for the 100-mile radius population is \$60,596, with 60.2 percent earning \$50,000 or more annually and 26.6 percent earning \$100,000 or more annually. The high income and educational attainment levels increase the frequency of travel and expenditures.

The Denver and Wichita MSAs are located within a 250-mile radius from Colby, Kansas. Since 2010, the population has increased by 13.5 percent and supports 7,419,706 residents. The population within a 250-mile radius provides a for a large potential market for weekend and overnight trips to the Northwest Kansas region. By gender, males account for 49.9 percent of the population with females totaling 50.1 percent. Married couples total 50.0 percent of all households with 22.6 percent having a child present. All households with children amount to 32.9 percent of total households, providing a large market for family vacations. Residents ages 25 to 34 years account for 13.9 percent of the total population with those 25 to 54 years representing 41.6 percent. The educational attainment of adults 25+ years of age equals 19.3 percent having some college and 50.5 percent are college graduates. The median income for the 250-mile radius population is \$78,985, with 70.5 percent earning \$50,000 or more annually and 39.0 percent earning \$100,000 or more annually. The high income and educational attainment levels increase the frequency of travel and expenditures.

The 500-mile radius regional market area encompasses the major metropolitan areas of Denver, Colorado; Kansas City, KS/MO; Wichita and Topeka, Kansas; Cheyenne, Wyoming; Omaha and Lincoln, Nebraska; Rapid City and Sioux Falls, South Dakota; Des Moines, Iowa; Oklahoma City and Tulsa, Oklahoma; Amarillo, Lubbock, Abilene, and portions of Dallas, Texas; and Albuquerque, New Mexico. The current population within a 500-mile radius of 29,445,905 residents represents a growth rate of 11.0 percent since 2010.

By gender, within the regional market area males account for 49.7 percent of the population with females totaling 50.3 percent. Married couples total 50.4 percent of all households with 22.4 percent having a child present. All households with children amount to 33.3 percent of total households, providing a large market for family vacations. Residents ages 25 to 34 years account for 13.5 percent of the total population with those 25 to 54 years representing 40.7 percent. The educational attainment for adults 25+ years of age equals 22.8 percent having some college and 44.7 percent are college graduates. The median income is \$69,516, with 65.3 percent earning \$50,000 or more annually and 33.2 percent earning \$100,000 or more annually.

To conclude, when compared to the socio-economic characteristics of rodeo fans, the 100-mile and 500-mile radius market areas represent a strong market for rodeo, equestrian, and agricultural events. Favorable demographic characteristics include large population bases, high percentage of married couples with children, large populations of residents ages 25 to 54 years, high rate of educational attainment, and high rates of middle- and high-income households.

Market Area Demographic Trends

Demographic Characteristic	100-Mile Radius	250-Mile Radius	500-Mile Radius
Population			
2010 Census	172,032	6,537,226	26,533,834
2020 Census	168,946	7,264,256	28,900,711
2022 Estimate	167,560	7,419,706	29,445,905
2027 Forecast	165,355	7,605,093	30,182,289
Households by Type (2022)			
Total Households	66,715	2,895,393	11,455,850
Family Households	64.6%	64.7%	66.0%
Married Couple Family	52.5%	50.0%	50.4%
With Own Children	21.1%	22.6%	22.4%
Nonfamily Households	5.3%	7.2%	6.6%
Householder Living Alone	30.3%	28.1%	27.4%
All Households with Children	30.0%	32.9%	33.3%
Distribution of Population by Age (2022)			
0-14 Years	20.3%	20.8%	20.8%
15-24 Years	13.9%	13.9%	14.1%
25-34 Years	11.6%	13.9%	13.5%
35-44 Years	10.7%	13.2%	12.8%
45-64 Years	26.8%	16.2%	16.1%
65+ Years	16.6%	11.9%	12.6%
Distribution in Household Income (2022)			
Less than \$15,000	9.7%	7.0%	8.3%
\$15,000 - \$24,999	7.8%	5.9%	7.3%
\$25,000 - \$34,999	8.0%	6.3%	7.7%
\$35,000 - \$49,999	14.3%	10.4%	11.5%
\$50,000 - \$74,999	19.4%	17.6%	18.2%
\$75,000 - \$99,999	14.2%	13.9%	13.9%
\$100,000 - \$149,999	17.2%	18.9%	17.5%
\$150,000 - \$199,999	5.8%	9.6%	7.8%
\$200,000+	3.6%	10.5%	7.9%
Median Household Income	\$60,596	\$78,985	\$69,516
Educational Attainment for Residents 25+ Years (2022)			
Total Population 25+	114,041	5,026,077	19,948,946
Less than 9 th Grade	4.7%	3.0%	3.2%
9 th – 12 th Grade, No Diploma	6.1%	4.2%	5.1%
High School Graduate	25.3%	19.0%	22.8%
GED/Alternative Credential	4.2%	4.1%	4.5%
Some College, No Degree	23.1%	19.3%	19.8%
Associate Degree	12.1%	10.0%	9.7%
Bachelor's Degree	17.1%	25.4%	22.6%
Graduate/Professional Degree	7.4%	15.1%	12.4%

Source: Esri Business Analyst and U.S. Census.

Potential Sources of Visitors/Customers

While Kansas has a tranquil, historical, and natural ambience, the state also immerses visitors in the authentic flavor of the Wild West by preserving historical areas like Boot Hill and Fort Larned, which have changed little since Buffalo Bill came through in the 1800s. Top visitor attractions to the Northwest Kansas region include:

- Sternberg Museum of Natural History – Hays
- Downtown Hays – Hays
- Little Jerusalem Badlands State Park – 20,000 visitors in 2022
- Scott Lake State Park – 222,860 visitors in 2022
- Fick Fossil and History Museum – Oakley
- Monument Rocks National Natural Landmark – Gove County
- Fort Wallace Museum – Wallace County
- Arikaree Breaks – near St. Francis
- St. Francis Motorcycle Museum – St. Francis
- Prairie Dog State Park – Norton
- Prairie Museum of Art & History – Colby
- “Home on the Range” Cabin and Center of the Lower 48 States
- Lucas, Kansas

Given its natural assets, the Northwest Kansas Region supports a large outdoor recreation industry that attracts families, young adults, and empty nesters. According to the Outdoor Industry Association, 61 percent of Kansas residents participate in outdoor recreation every year, generating \$7.3 billion in consumer spending.

The potential sources of visitors and customers to the Colby Multi-Purpose Arena and Equestrian Center are influenced by a variety of factors, including:

- The Kansas tourism industry supports a regional trade area.
- Northwest Kansas supports a wide assortment of attractions that draw visitors to the region.
- The Colby site’s mix of attractions, a travel center, hotels, and restaurants will create a visitor destination and heighten visitor volumes.
- Property location at the interchange of Interstate 70 and State Highway 25.
- Site accessibility and travel times to major markets.
- The country’s large rodeo fan base and rodeo associations that sponsor rodeo events.

Given the Colby Multi-Purpose Arena and Equestrian Center site’s location on Interstate 70 and facility programming, the project will serve as a destination attraction. Potential sources of visitation include: 1) area residents, 2) out-of-town visitors, and 3) regional market.

Resident Market

The Colby Multi-Purpose Arena and Equestrian Center is expected to draw residents residing within a 100-mile radius. The 100-mile radius includes northwest Kansas, southwest Nebraska, and eastern Colorado.

According to Esri Business Analyst, the 100-mile radius takes in a population of 167,560 residents, providing a large potential market from which the Colby Multi-Purpose Arena and Equestrian Center can draw.

Tourist Market

Tourism has become an important economic sector, and many local economies have identified expenditures by visitors as a potential source of economic growth. The impact of tourism can be even more relevant in rural economies like Colby, Kansas. An example is the 44th Annual Racer Roundup College Rodeo in Murray, Kentucky. The event was attended by contestants from 14 colleges and universities from the Ozark Region and by visitors from around Western Kentucky. During the three nights, 3,125 tickets were sold, and the number of contestants was 265. The event produced expenditures by contestants and visitors of over \$214,000 on lodging, transportation, food and beverages, and retail. The Colby Multi-Purpose Arena and Equestrian Center has the potential to serve as a major tourism destination given its planned mix of attractions, hotels, restaurants, and retail shops.

The Colby Multi-Purpose Arena and Equestrian Center site is located within Kansas' Northwest region. From 2016 through 2019, the Northwest Region experienced steady gains in visitor expenditures. By 2019, visitor expenditures within the Northwest region reached \$298.6 million. The Colby Multi-Purpose Arena and Equestrian Center has the potential to serve as a major tourism destination for Northwest Kansas, generating visitation and visitor expenditures.

The Colby Multi-Purpose Arena and Equestrian Center site benefits from the vehicular traffic on Interstate 70 at the State Highway 25 exit. According to the Kansas Department of Transportation, 2021 average daily traffic counts at the intersection of Interstate 70 and State Highway 25 totaled 14,500 vehicles on Interstate 70 and 7,040 vehicles on State Highway 25. These high traffic counts provide a captive audience for the planned hotels, restaurants, retail shops, and travel center.

Regional Market

The Colby Multi-Purpose Arena and Equestrian Center is designed to be a premier rodeo and equestrian facility with the potential to host major events and draw from a regional and national market area. In 2020, the Travel Industry Association of America estimated that sports travel made up 8 percent of the total domestic travel market in the same year, resulting in 190 million domestic trips. Rodeo has 43 million fans nationwide, providing a large potential market to draw fan attendance. From February through December, 50 rodeo events are held in Kansas. The Professional Rodeo Cowboy Association (“PRCA”) has 4,727 members and sanctions more than 600 rodeos per year while the KPRA has over 500 members and sanctions 40+ rodeos per year, providing the Colby Multi-Purpose Arena and Equestrian Center with a source for hosting rodeo events, participants, and spectators.

According to Travel Leaders Group, 39.5 percent of people travel within their home state while 33.1 percent travel to a border state. Kansas supports a regional visitor market with the largest sources of overnight visitors residing in the surrounding states of Missouri, Nebraska, Iowa, and Oklahoma. A 500-mile radius from Colby, Kansas includes such metropolitan markets as Denver, Colorado; Kansas City, KS/MO; Wichita and Topeka, Kansas; Cheyenne, Wyoming; Omaha and Lincoln, Nebraska; Rapid City and Sioux Falls, South Dakota; Des Moines, Iowa; Oklahoma City and Tulsa, Oklahoma; Amarillo, Lubbock, Abilene, and portions of Dallas, Texas; and Canyon Research Southwest, Inc.

Albuquerque, New Mexico. According to Esri Business Analyst, 29.5 million people reside within a 500-mile radius of the Colby Multi-Purpose Arena and Equestrian Center site.

Conclusions

When compared to the socio-economic characteristics of rodeo fans, the 100-mile and 500-mile radius market areas represent a strong market for rodeo, equestrian, and agricultural events. Favorable socio-economic characteristics include large population bases, high percent of married couples with children, large populations of residents ages 25 to 54 years, high rate of educational attainment, and high rates of middle- and high-income households.

The Northwest Kansas region supports a sizable tourism market supported by a wide range of cultural, historic, and park land attractions. During 2019, visitor expenditures in Northwest Kansas were estimated at \$298.6 million. From 2016 through 2019, the Northwest Kansas Region experienced steady gains in visitor expenditures. The Colby Multi-Purpose Arena and Equestrian Center has the potential to serve as a major tourism destination for Northwest Kansas, generating large gains in visitation and visitor expenditures.

Potential sources of visitation to the Colby Multi-Purpose Arena and Equestrian Center include: 1) area residents, 2) out-of-town visitors, and 3) regional market. The local market is defined as the geographic area within a 100-mile radius from Colby which supports a population of 167,560 residents. Out-of-town visitors to the Northwest Kansas Region generate annual expenditures of \$298.6 million. The regional market includes a population of 29.5 million people and the country's 43 million rodeo fans.

From February through December, 50 professional rodeo events are held in Kansas, including 19 sanctioned by the Professional Rodeo Cowboy Association (“PRCA”) and 18 sanctioned by the Kansas Professional Rodeo Association (“KPRA”). The PRCA has 4,727 national members and sanctions more than 600 rodeos per year while the KPRA has over 500 members and sanctions 40+ rodeos per year. The United States rodeo market provides the Colby Multi-Purpose Arena and Equestrian Center with a source for hosting rodeo events, participants, and spectators.

SITE EVALUATION

The Site Evaluation section determined the suitability of the proposed STAR Bond District in Colby, Kansas to accommodate development of a multi-purpose arena along with three new hotels.

Multi-Purpose Arena

The initial phase of the Project Plan is anchored by a Multi-Purpose Arena and Equestrian Center that features two indoor arenas, an outdoor arena, horse stall barn, livestock barn, and warmup area.

Rodeo requires a large multi-purpose venue with open space, lots of seating, and outbuildings to accommodate large animals in a manner consistent with animal welfare rules. For the NHSRA's events, organizers look for several factors. Two important venue requirements are enough camping spots and horse stalls.

The site characteristics were evaluated to determine the potential of the proposed Colby, Kansas site to support the proposed Multi-Purpose Arena and Equestrian Center. Factors include:

1. Site Size and Configuration
2. Site Access and Visibility
3. Available Infrastructure
4. Market Area Demographics
5. Lodging Accommodations
6. Inventory of Horse Stalls

Site Size and Configuration

The property possesses the size and configuration to accommodate development of the proposed Multi-Purpose Arena and Equestrian Center as well as associated hotels, attractions, retail, and restaurants.

Site Access and Visibility

Convenient vehicular access and visibility are paramount to the project's success. The proposed Multi-Purpose Arena and Equestrian Center property is located at the intersection of Interstate 70 and State Highway 25 (Exit 53) in Colby, Kansas, providing suitable site access and visibility.

According to the Kansas Department of Transportation, during 2021, average daily traffic counts at the intersection of Interstate 70 and State Highway 25 totaled 14,500 vehicles on Interstate 70 and 7,040 vehicles on State Highway 25. These high traffic counts provide a captive audience for the planned arena, hotels, restaurants, retail shops, and travel center.

Available Infrastructure

The property possesses the infrastructure needed to facilitate development of the proposed Multi-Purpose Arena and Equestrian Center and associated hotels, attractions, retail, and restaurants.

Market Area Demographics

When compared to the socio-economic characteristics of rodeo fans, the 100-mile and 500-mile radius market areas represent a strong market for rodeo, equestrian, and agricultural events. Favorable demographic characteristics include large population bases, high percent of married couples with children, large populations of residents ages 25 to 54 years, high rate of educational attainment, and high rates middle- and high-income households.

Lodging Accommodations

The Multi-Purpose Arena and Equestrian Center project will attract out-of-town visitors. Therefore, lodging will be needed to accommodate visitors to the project.

On-site lodging facilities within the initial phase of the proposed Multi-Purpose Arena and Equestrian Center include three hotels totaling 267 guest rooms and a 140-space RV park. Nine hotels totaling 566 guest rooms currently operate in Colby, Kansas.

Inventory of Horse Stalls

The Project Plan for the Multi-Purpose Arena and Equestrian Center calls for a total of 800 stalls. The 42,000 square foot horse stall barn will include 400 covered stalls while the 35,000 square foot livestock barn will house 400 portable stalls.

Conclusions

The property at the intersection of Interstate 70 and State Highway 25 (Exit 53) in Colby, Kansas possesses the necessary size, configuration, access, visibility, infrastructure, market area demographics, availability of lodging, and planned inventory of horse stalls to accommodate feasible development and continued operation of the proposed Multi-Purpose Arena and Equestrian Center.

Hotel Sites

The Project Plan includes three hotels totaling 267 guest rooms, including a 96-room Holiday Inn Express, 81-room Comfort Inn & Suites, and a 90-room hotel of a to-be-determined brand. This section of the report evaluates the potential of the property to support future development of the three proposed hotels. In evaluating the hotel sites, the following characteristics were considered:

Access – An optimal hotel development site should be easily accessible from highways and arterial streets.

Ingress/Egress – An optimal hotel site should have simple, easily accessible routes for ingress and egress.

Visibility – An optimal hotel development site should be visible from adjacent and nearby highways and arterial streets. The hotel building's visibility must be supplemented by building and site signage.

Proximity to demand generators – An optimal hotel development site should be proximate to the local lodging demand generators such as major businesses or business parks as well as recreation and leisure attractions.

Proximity to support amenities – An optimal hotel development site should be in reasonable proximity to a concentration of support amenities such as restaurants, entertainment, and retail.

Competitive positioning – An optimal hotel development site should be designated for the development of a hotel brand and a market segment that affords the greatest potential for market success and long-term sustainability.

Access

Freeway and/or major arterial street access is important for limited-service hotels, providing convenient access and visibility for guests and the ability to capture drive-by traffic. Access is less critical for full-service and luxury hotels as they tend to be destination locations.

The hotel sites planned for the Colby STAR Bond District benefit from excellent local access via Colby's major arterial streets with regional access provided by Interstate 70 and State Highway 25. On-site ingress and egress will be provided via State Highway 25 and Horton Avenue. Therefore, the property's regional, local and site access is excellent and suitable for supporting the construction and operation of the three proposed hotels.

Visibility

In addition to access, prospective hotel development sites should possess suitable visibility from adjacent and nearby freeways and major arterial streets. The planned hotel sites offer excellent visibility via Interstate 70 and State Highway 25.

Proximity to Lodging Demand Generators

A feasible hotel development site must be near lodging demand generators and existing hotel properties. Potential room demand generators include freeways, employment centers, sporting venues, tourist destinations, and recreational facilities. Nine hotels totaling 566 guest rooms currently operate in Colby, Kansas.

Prospective sources of room demand for the three planned hotels include spectators and participants to events at the Colby Multi-Purpose Arena and Equestrian Center as well as Interstate 70 transient and leisure travelers.

Another source of lodging demand is the 65,000 square-foot multi-use Colby Event Center which opened in July 2021. The facility supports a regional draw for collegiate and high school games and tournaments, gymnastics, aerobics, youth programs, competitive leagues for all ages, conferences, family celebrations, and concerts.

Proximity to Support Amenities

A prospective hotel development site should be in reasonable proximity to a concentration of support amenities such as restaurants, entertainment, and retail. The City of Colby offers shopping, dining, sports, and entertainment.

Competitive Positioning

The planned hotels include a 96-room Holiday Inn Express, 81-room Comfort Inn & Suites, and a 90-room hotel of a to-be-determined brand, each of which is anticipated to be a limited-service hotel. A limited-service hotel offers budget-friendly accommodations that feature such amenities as a swimming pool, business center, fitness center, meeting rooms, and complimentary breakfast. Such a hotel type is suitable for a freeway location and caters to leisure, business, and group travelers.

Conclusions

The proposed Colby Multi-Purpose Arena and Equestrian Center site possesses the necessary location and site requirements to support future development of the three planned hotels totaling 267 guest rooms. The site offers an established lodging location, access to room demand generators and tourism amenities, adequate access and exposure, and presence with a destination project designed for a mix of family-friendly entertainment uses that will serve as lodging demand generators.

MARKET IMPACT STUDY

The *Market Impact Study* examined the impact the proposed Colby Multi-Purpose Arena and Equestrian Center will have on the local economy and tourism industry. Specific issues examined include:

1. Project positioning and unique quality.
2. Project's synergy with area attractions.
3. Expected draw of tourists from out-of-state and from more than 100 miles away.
4. Estimates of the project's retail sales at build-out.
5. Impact on comparable market area businesses.
6. Impact on active STAR bond projects in Kansas.

Project Positioning and Unique Quality

KSA 12-17,166(b)(9) requires a look at a potential STAR Bond District's integration and collaboration with other resources and businesses. The initial phase of development is anchored by a Multi-Purpose Arena and Equestrian Center that features two indoor arenas and an outdoor arena. Additional Phase 1 project components include three new hotels totaling 267 guest rooms, a 140-space RV park, renovated Oasis Travel Center and Kitchen, new restaurant, renovation and improvements to an existing restaurant and convention center/event space, and hotels. Phase 2 of the Project Plan includes the Wind, Weather and Tornado Exhibit, Amusement Center, and restaurant and retail space.

The principal attractions that will distinguish the proposed STAR Bond District in Colby, Kansas as a tourism destination include the Multi-Purpose Arena and Equestrian Center and the Wind, Weather and Tornado Exhibit. These attractions, together with the support project components including hotels and restaurants, will create a tourism destination capable of generating out-of-town visitors and expenditures. When fully developed, the proposed STAR Bond District in Colby, Kansas will serve as an entertainment destination supporting a principal market area within a 500-mile radius.

The Colby Multi-Purpose Arena and Equestrian Center is an attraction that will distinguish the project as a tourism destination. The venue is designed to accommodate all seven rodeo disciplines along with the infrastructure required to host livestock shows, sporting dog and show dog competitions, agricultural equipment shows, shooting sports, car shows, BBQ competitions, arts and crafts shows, antique shows, and RV and boat shows. The facility will cater to a market not currently being serviced by other sports and entertainment venues in Northwest Kansas. When fully developed, the Colby Multi-Purpose Arena and Equestrian Center project will serve as an entertainment destination supporting a primary market area within a 100-mile radius for local events and up to a 500-mile radius for regional events.

As a tourism-related development, the Colby Multi-Purpose Arena and Equestrian Center project will complement and enhance the existing Event Center, hotels, restaurants, and retail stores operating in Colby, Kansas.

Synergy with Other Area Attractions

According to the *World Travel & Tourism Economic Impact Report* published by the World Tourism Organization in collaboration with Oxford Economics, during 2023 the tourism and travel sector contributed 9.1 percent to the global GNP. Hence, the travel and tourism sector is an important vehicle for regional and national economic development. Attractions are an extremely important part of the tourism industry and serve as a primary driver of tourism activity. According to Swarbrooke (1995, p. 3) tourist attractions are the most critical component in the tourism industry. Without attractions there would be no need for other tourism services. Many tourist attractions possess strong entertainment connections, including sports venues, theaters, and museums.

Much like business clusters, the clustering of destination attractions creates the critical mass necessary to generate and sustain increased visitation and expenditures. Most tourism clusters also have strong linkages to other closely related and supporting industries such as transportation, lodging, retail, food and beverage. Therefore, the larger cluster of attractions a tourist destination supports the greater the direct and indirect economic benefits.

The Multi-Purpose Arena and Equestrian Center is located within Kansas' Northwest region. During 2023, visitor expenditures within the region amounted to \$324 million, exceeding pre-pandemic levels. Ellis County and Thomas County (Colby) supported most of the Northwest region's visitor expenditures with market shares of 47.2 percent and 20.4 percent, respectively. Based on the theory of tourism clusters, the introduction of additional complimentary destination attractions will improve the status of Colby and the Northwest region as a visitor destination and generate increased visitation counts, expenditures, and economic activity.

Colby, Kansas supports several visitor attractions and events that draw out-of-town visitors. Examples of visitor attractions include the 65,000 square foot Event Center, Prairie Museum of Art and History, Colby Aquatic Park, Historic Thomas County Courthouse, Northwest Research Extension Center, Colby Visitor's Center, Thomas County Speedway, Southwind Antique Mall, Fike Park, and The Stockyards. Major events held in Colby include the Pickin' on the Plains Bluegrass Festival, Great Oasis Cookoff, and Santa City.

Top visitor attractions to the Northwest Kansas region include Sternberg Museum of Natural History in Hays, Scott Lake State Park (222,860 visitors in 2022), Fick Fossil and History Museum in Oakley, Fort Wallace Museum in Wallace County, Arikaree Breaks near St. Francis, and St. Francis Motorcycle Museum in St. Francis.

The Multi-Purpose Arena and Equestrian Center has the potential to draw large volumes of out-of-town visitors and create synergy with existing visitor attractions and events in Northwest Kansas that will have a positive economic impact the region's status as a tourism destination.

To conclude, by increasing the critical mass and scope of destination attractions the proposed Colby STAR Bond District will improve the competitive positioning of Northwest Kansas as a family entertainment destination as well as complement existing attractions and major events, and further strengthen the draw and economic impact of tourism on the local economy.

Customer/Visitor Counts

STAR bond financing is being sought to assist in the development of the proposed Multi-Purpose Arena and Equestrian Center in Colby, Kansas. To assist in evaluating STAR bond applications the Kansas Secretary of Commerce has published guidelines addressing a proposed project's economic impact. The following criteria were applied when considering the tourism potential of a project applying for STAR bond financing:

- Out-of-state visitation from multiple states should have a target of 20 percent of total annual visitation to be considered a major, unique, destination attraction.
- A target of 30 percent of total annual visitation should be drawn from greater than 100 miles distance from the attraction community.

The Kansas STAR Bond Act requires that the Feasibility Study address visitation expectations and a plan describing how the number of visitors to the STAR bond project district will be tracked and reported to the Secretary on an annual basis and such plan shall include, but not be limited to, obtaining and reporting visitor residence zip code data to the Secretary.

The initial phase of development will be anchored by a Multi-Purpose Arena and Equestrian Center. The Wind, Weather, and Tornado Exhibit will serve as the principal visitor attraction for Phase 2. Collectively, these two attractions will create a visitor destination attracting visitors from outside of Colby and the Northwest Kansas region. While the District's I-70 location will attract highway traffic to the Oasis Travel Center, restaurants, and hotels, this analysis focuses on visitation to the District's principal destination attractions.

This section of the Feasibility Study estimates annual visitation through stabilization for both the Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit. Guests to the three planned hotels were excluded in the visitation estimates as this analysis assumed that most hotel guests will patronize one or both attractions.

The Colby Multi-Purpose Arena and Equestrian Center is anticipated to open 18 months after STAR Bond issuance, with the Wind, Weather, and Tornado Exhibit anticipated to open by Spring 2028. Therefore, for the purpose of this analysis, 2027 will be the initial year of operation. Stabilized attendance for both attractions is forecast to require three years for the initial opening.

Multi-Purpose Arena and Equestrian Center

Visitation estimates for the proposed Colby Multi-Purpose Arena and Equestrian Center are segmented into two sources, including: 1) event participants and 2) event attendance. Estimating stabilized year visitation involved: 1) estimating the number and mix of annual events hosted by the proposed venue and 2) estimating the participants and attendance for each event.

The Multi-Purpose Arena and Equestrian Center is designed to accommodate a variety of equestrian and non-equestrian events. To estimate the number and types of events that could potentially be held at the Multi-Purpose Arena and Equestrian Center comparable multi-use rodeo arenas were researched. There are several types of touring events that could potentially utilize the proposed arena, such as concerts, circuses, stage productions, religious events, and conferences.

Based on the seating capacity and amenities of the proposed Multi-Purpose Arena and Equestrian Center and associated project components, prospective event types include:

- Rodeos and Livestock Shows
- Equestrian Clinics
- Agricultural Equipment Shows
- Shooting Sports
- Concerts
- Car Shows
- Circuses
- Conferences
- Trade Shows
- BBQ Competitions
- Arts and Crafts Shows
- Antique Shows
- RV and Boat Shows
- Religious Events

Potential events capable of being hosted by the Colby Multi-Purpose Arena and Equestrian Center are broken into three categories, including: 1) rodeos and other equestrian events, 2) livestock events, and 3) entertainment events such as concerts, arts and crafts festivals, and car shows.

The United States and Kansas rodeo markets will provide the Colby Multi-Purpose Arena and Equestrian Center with a source for hosting rodeo events. From February through December, 50 professional rodeo events are held in Kansas, including 40 professional rodeo events sanctioned collectively by the Professional Rodeo Cowboys Association (“PRCA”), Kansas Professional Rodeo Association (“KPRA”), and United Rodeo Association (“URA”). The PRCA has 4,727 national members and sanctions more than 650 rodeos per year while the KPRA has over 500 members and sanctions 40+ rodeos per year.

Conversations with PRCA staff indicated given the distance in Kansas of sanctioned rodeos and design of the proposed arena, the PRCA would be interested in sanctioning a rodeo at the Colby Multi-Purpose Arena and Equestrian Center.

The three surveyed indoor arenas operating in western Kansas hosted 54 to 181 events during 2022. The Western State Bank Expo Center in Dodge City, Kansas hosted more than 100 equine and equine-related events drawing participants from more than a dozen states. The Bar K Bar Arena in Lyons, Kansas hosted 54 rodeo events. In 2023, the Scott County Indoor Arena and Activities Center located on the Scott County Fairgrounds hosted 181 public and private events.

The nine comparable multi-purpose arenas host 52 to 320 annual events, equating to an average 142 annual events and a median of 133 annual events. The most comparable arenas hosted 71 to 81 annual events. The usage of the comparable multi-purpose arenas bodes well for the potential of the proposed Colby Multi-Purpose Arena and Equestrian Center to host a suitable number of annual events and event days to support feasible development and operation.

Key factors in attracting rodeo events and participants include location, arena floor size and amenities, reputation of the event producer, seating capacity, parking, lodging accommodations,

and added prize money. Total prize money is the sum of the contestant entry fees and money contributed by the local event.

At stabilized operations, the Multi-Purpose Arena and Equestrian Center is estimated to host 70 to 80 annual events. The mix and distribution of events was based on the venue's planned features and amenities as well as the actual distribution of events for comparable multi-purpose arenas.

Professional rodeo events hosted by the Colby Multi-Purpose Arena and Equestrian Center will originate from sanctioned events by Professional Rodeo Cowboys Association ("PRCA"), Kansas Professional Rodeo Association ("KPRA"), and United Rodeo Association ("URA"). College rodeo events would stem from the National Collegiate Rodeo Association which has 17 colleges and universities in the Central Plains Region. Kansas member schools include Kansas State University, Colby Community College, Dodge City Community College, Fort Scott Community College, Garden City Community College, Coffeyville Community College, and Fort Hays State University. Kansas High School and Junior High School Rodeo Association could sponsor rodeo events at the proposed Colby Multi-Purpose Arena and Equestrian Center.

Interviews with the PRCA and KPRA indicated both organizations would be interested in sanctioning rodeos at the proposed Colby Multi-Purpose Arena and Equestrian Center. The PRCA currently does not sanction a rodeo with a 100-mile radius and the KPRA would be interested in sanctioning a winter series rodeo.

Other potential entertainment events to be held at the Colby Multi-Purpose Arena and Equestrian Center include concerts, open rides, dog shows, car shows, boat and RV shows, BMX and archery competitions, antique fairs, and festivals. Such events accounted for 10 percent of the events hosted by surveyed multi-purpose arenas.

The table on the following page provides the event mix for comparable multi-purpose arenas and equestrian centers. The share by event is summarized below.

- Rodeos accounted for 16.0% to 80.0% of the events held at each venue, averaging 39.5%.
- Horse shows accounted for 1.0% to 39.1% of the events held at each venue, averaging 10.2%.
- Livestock and agriculture events accounted for 1.0% to 25.0% of the events held at each venue, averaging 9.7%.
- Dog shows accounted for 1.0% to 5.0% of the events held at each venue, averaging 2.8%.
- Consumer and trade shows accounted for 2.0% to 23.4% of the events held at each venue, averaging 7.0%.
- Entertainment shows accounted for 5.0% to 13.0% of the events held at each venue, averaging 7.7%.
- All other events accounted for 5.0% to 68.0% of the events held at each venue, averaging 32.7%.

Comparable Multi-Purpose Event Mix

Venue	Rodeo /	Horse	Livestock	Dog	Consumer	Carnival /			Arts &	Other
	Action	Shows	AG	Shows	Trade	Entertain	Circus	Concerts	Crafts	
Stephens County Fair & Expo	17.3%	4.9%	23.5%		2.5%	8.6%	3.7%	3.7%	2.5%	33.3%
Midland County Horseshoe Arena	16.0%	4.0%	3.0%	3.0%	7.0%	13.0%				54.0%
Mallet Event Center & Arena	17.0%	1.0%	12.0%		2.0%					68.0%
Expo Center of Taylor County	28.0%	4.0%	6.0%		7.0%	5.0%				50.0%
Young County Arena	56.0%	8.0%	2.0%	2.0%	2.0%	7.0%				23.0%
McGee Park	62.0%		1.0%	1.0%	5.0%	9.0%				22.0%
Andrews County Expo Center	80.0%		5.0%	5.0%		5.0%				5.0%
Lancaster Event Center		39.1%	25.0%		23.4%	6.3%				6.3%
Averages	39.5%	10.2%	9.7%	2.8%	7.0%	7.7%	3.7%	3.7%	2.5%	32.7%

Rodeos are held over a 1- to 3-day period. Based on the rodeo event schedule hosted by the comparable multi-purpose arenas, by the stabilized year the mix of rodeo events held at the proposed Colby Multi-Purpose Arena and Equestrian Center is estimated at 45 percent 1-day, 30 percent 2-day, and 25 percent 3-day.

Livestock / equine events include horse and cattle shows and livestock sales. By the stabilized year livestock and equine events are estimated to account for 20 percent of all events held at the proposed Colby Multi-Purpose Arena and Event Center. Of the 14 to 16 annual events, an estimated 71 to 75 percent will be 1-day events with 25 to 29 percent 2-day events.

All other events include consumer and trade shows, dog shows, circuses, concerts, entertainment, arts and crafts, social events, and others. By the stabilized year, all other events are estimated to account for 21 to 24 percent of all events held at the proposed Colby Multi-Purpose Arena and Event Center. Of the 16 to 19 annual events, approximately 69 percent are estimated to be 1-day events with 25 to 29 percent 2-day events.

The table below depicts the estimated stabilized year event schedule by type for the proposed Colby Multi-Purpose Arena and Event Center.

Multi-Purpose Arena and Equestrian Center Estimated Stabilized Year Events by Type

Event Type	Annual Events	
	Low	High
Rodeo / Equine		
1-Day Event	18	20
2-Day Event	12	14
3-Day Event	10	11
Livestock / Equine Event		
1-Day Event	10	12
2-Day Event	4	4
Other Events		
1-Day Event	11	13
2-Day Event	5	6
Totals	70	80

Visitation estimates for the Colby Multi-Purpose Arena and Equestrian Center are segmented into two sources, including: 1) event participants and 2) event attendance.

The Kansas Pro Rodeo Association provided the total number of registered rodeo participants for 25 sanctioned rodeos scheduled to be held in 2023. The number of rodeo entries ranged from 41 to 200, averaging 107 entries. The number of entries for the seven most comparable rodeos range from 76 to 101, averaging 90 entries. The Thomas County Fair & Rodeo in Colby had a reported

101 rodeo entries. This analysis applied an average of 75 entries for 1-day rodeo, 100 entries for 2-days rodeos, and 150 entries for 3-day rodeos held at the proposed Colby Multi-Purpose Arena and Equestrian Center. On average, rodeo participants are accompanied by two other people.

The Professional Rodeo Cowboys Association (“PRCA”) provided spectator attendance levels for several 2- and 3-day rodeos sanction in Kansas during 2022. Attendance at 2-day rodeo events ranged from 1,500 to 3,800 spectators with 3-day rodeos drawing 5,100 to 15,000 spectators.

As depicted in the table below, stabilized year visitor counts to the proposed Multi-Purpose Arena and Equestrian Center is estimated at 91,000 to 104,000 total visitors. These projections represent net visitors, not total attendance.

Multi-Purpose Arena and Equestrian Center Estimated Stabilized Year Visitation

Event Type	Annual Events		Low			High		
	Low	High	Entries & Guests	Spectator Visitors	Total Visitors	Entries & Guests	Spectator Visitors	Total Visitors
Rodeo / Equine								
1-Day Event	18	20	4,050	9,000	13,050	4,500	10,000	14,500
2-Day Event	12	14	3,600	21,600	25,200	4,200	25,200	29,400
3-Day Event	10	11	4,500	16,000	20,500	4,950	17,600	22,550
Livestock / Equine Event								
1-Day Event	10	12		7,500	7,500		9,000	9,000
2-Day Event	4	4		4,000	4,000		4,000	4,000
Other Events								
1-Day Event	11	13		13,200	13,200		15,600	15,600
2-Day Event	5	6		7,500	7,500		9,000	9,000
Totals	70	80	12,150	78,800	90,950	13,650	90,400	104,050

Wind, Weather, and Tornado Exhibit

The Wind, Weather, and Tornado Exhibit will feature a 5,000 square foot interactive exhibit hall with a “tornado machine”. The interactive and educational exhibit will focus on displays related to the Kansas weather phenomena. Construction is scheduled to commence by mid-2026, with completion and opening by Spring 2028. Visitation to the Wind, Weather, and Tornado Exhibit was estimated based on attendance at museums operating in Kansas.

Potential guests for the Wind, Weather, and Tornado Exhibit include contestants and spectators to the Multi-Purpose Arena and Equestrian Center, visitors within a 150- to 200-mile radius that travel to Colby specifically to visit the complex, and transient guests traveling to or from the mountain states on Interstate 70 and those traveling north or south on US 83.

Two complimentary museums currently operate in Manhattan. The Marianna Kistler Beach Museum of Art houses KSU's permanent collection of Kansas and regional artists. Annual attendance exceeds 30,000 visitors. The Flint Hills Discovery Center is a cultural and science museum that hosted 84,893 visitors, including general admission attendance of 63,464 visitors, education and programs totaling 11,429 visitors, and rental attendance of 10,000 visitors.

Annual attendance at the Boot Hill Museum in Dodge City, Kansas ranges from 68,000 to 80,000 visitors. Approximately 95 percent of visitors to the museum are from out-of-state, with Texas, Missouri, Oklahoma, Colorado, and California the leading places of origin.

The Mid-America Air Museum in Liberal, Kansas has on display over 100 aircraft (both within the museum's primary building and on the adjacent tarmac) and several displays of photographs and ephemera relating to the history of aviation in the region. Annual attendance at the museum is 12,000 visitors.

The Amelia Earhart Hanger Museum in Atchison, Kansas opened in April 2023 featuring a 1935 Lockheed Electra L-10E, "Muriel" as well as a flight simulator and interactive education exhibits. The Amelia Earhart Hangar Museum reported over 12,000 visitors through June 2023. Stabilized year visitation to the museum is forecast at 78,000.

The Oz Museum in Wamego, Kansas is home to the world's largest collection of privately owned Wizard of Oz memorabilia. It features costumes and props from the original film. Annual attendance at the Oz Museum is 30,000 visitors.

The Spencer Museum of Art on the University of Kansas campus in Lawrence maintains a diverse collection of more than 48,000 art objects and works of cultural significance. The Spencer Museum of Art is the only comprehensive art museum in the state of Kansas and serves more than 50,000 visitors annually.

The Mulvane Art Museum is located on the Washburn University campus and houses a collection of approximately 5,500 objects from around the world including paintings, prints, drawings, sculptures, photographs, and decorative art. Annual attendance at the museum was reported at over 50,000 visitors.

The Nerman Museum of Contemporary Art is located on the campus of Johnson County Community College in Overland Park, Kansas. Since opening in 2007, the museum has received national and international acclaim for its architecture, exhibitions, educational programming, and collection. With more than 100,000 visitors annually, the museum is regarded as one of the Kansas City area's most significant cultural destinations.

The Children's Discovery Center in Topeka, Kansas announced that the museum achieved a record-breaking attendance in 2023, welcoming a total of 120,002 visitors. This surpassed the previous record set in 2019, which stood at 97,989 visitors. The museum also experienced a notable surge in out-of-town visitors, constituting 38% of the total attendance, with 45,945 individuals traveling to the museum from outside Shawnee County. The number of out-of-town visitors increased by over 12,000 compared to 2022 and 14,000 more than in 2019, when the previous overall attendance record was set.

The Cosmosphere located in Hutchinson, Kansas is a space museum and STEM education center and is the only Smithsonian affiliate museum in Kansas. The museum houses over 13,000 spaceflight artifacts—the largest combined collection of U.S. and Russian spaceflight artifacts in the world and is home to various space educational programs. Annual attendance for the Cosmosphere is approximately 100,000 visitors, with 25 percent to 30 percent from out-of-state. Visitors originate from all fifty states led by the adjacent and nearby states of Missouri, Oklahoma, Colorado, Nebraska, and Texas.

During 2023, attendance at Union Station in Kansas City broke records. Across its core attractions, including Science City – Powered by Burns & McDonnell, the Arvin Gottlieb Planetarium, and Regnier Extreme Screen Theatre, visitors from Kansas City and the entire region turned out to set new attendance records. The Arvin Gottlieb Planetarium attracted 65,000 visitors, a 15 percent increase over 2022.

The Museum at Prairiefire in Overland Park, Kansas focuses on enhancing public understanding of natural history and sciences. The museum has hosted exhibits by AMNH as well as other science related programming. In a typical year, over 325,000 visitors attend the museum. Since the museum opened in 2014, visitors have originated from more than 2,150 zip codes and 15 foreign countries.

Exploration Place, the Sedgwick County Science and Discovery Center, achieved unprecedented success in the 2023-24 fiscal year, welcoming a record-breaking 409,975 visitors. This milestone represents a 13 percent increase from the previous record of 363,047 visitors set in 2022-23.

Based on the unique concept and programming, stabilized year visitation to the Wind, Weather, and Tornado Exhibit is estimated at 45,000 to 50,000 visitors.

Total Estimated Visitation

Stabilized year attendance to the Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit is forecast at 136,000 to 154,000 visitors. Visitation estimates are segmented into two geographic market areas, including: 1) regional visitors residing outside of a 100-mile radius and 2) out-of-state visitors.

Regional Visitors Residing Outside of a 100-Mile Radius

Rodeo events in Kansas sanctioned by the PRCA and KPRA comprise a regional market area with participants and spectators traveling from Colorado, Nebraska, South Dakota, Wyoming, Missouri, Oklahoma, and Texas. It is common for cowboys and cowgirls to travel over 500 miles to participate in rodeos. It is estimated that 95 percent of the rodeo participants and 80 percent of spectators will travel from outside of 100 miles to attend a rodeo event at the proposed Colby Multi-Purpose Arena and Equestrian Center. It is estimated that 48,823 to 55,208 rodeo participants and spectators will travel from outside of 100 miles.

For livestock / equine events and all other events, visitors traveling more than 100 miles are estimated to account for 40 percent of total visitation, or 12,880 to 15,040 annual visitors.

Total stabilized year visitation to the Multi-Purpose Arena and Equestrian Center is estimated at 91,000 to 104,000 visitors. Stabilized year visitation from outside of the 100-mile radius is estimated at 61,700 to 70,250 visitors, accounting for 68 percent of the total.

Based on the content, marketing positioning, and location of the proposed Wind, Weather, and Tornado Exhibit, attendance originating from outside of a 100-mile radius is estimated at 80 percent of all visitors, equating to 36,000 to 40,000 annual visitors.

Stabilized year visitation to both the Multi-Purpose Arena and Equestrian Center and the Wind, Weather, and Tornado Exhibit from outside of the 100-mile radius is estimated at 97,700 to 110,250 visitors, accounting for 72 percent of the total.

Out-of-State Visitors

Factors in determining out-of-state visitation to the proposed Colby STAR Bond District include: 1) Kansas' regional draw, 2) the rodeo industry's regional draw, 3) the expanded trade area of the principal destination attractions, and 4) population demographics within a 500-mile radius.

Kansas supports a regional tourism market with the largest sources of visitors from the surrounding states of Missouri, Nebraska, Colorado, and Oklahoma. According to Esri Business Analyst, the trade area population within a 100- to 500-mile radius from Colby, Kansas totals 29.3 million. The population of Kansas, which resides outside of the 100-mile radius of 2.39 million, represents just 8.2 percent of the trade area population.

The PRCA sanctions 19 rodeos annually in Kansas while the KPRA sanctions 18 rodeos annually, attracting participants and fans from Colorado, Nebraska, Wyoming, South Dakota, Missouri, Oklahoma, and Texas. No PRCA sanctioned rodeo events are held within a 100-mile radius from Colby, Kansas with the closest rodeo being Kansas' Biggest Rodeo in Phillipsburg, Kansas (106 miles from Colby) held at the Phillips County Fairgrounds. The KPRA sanctions the Thomas County Rodeo in Colby, Kansas.

Based on the geographic draw for sanctioned rodeos in Kansas, out-of-state visitation from outside of a 100-mile radius is estimated to account for 70 percent of the total outside of a 100-mile radius, or to 34,200 to 38,650 rodeo event visitors. For livestock / equine events and all other events to be held at the Multi-Purpose Arena and Equestrian Center, it is estimated that out-of-state visitors from outside of a 100-mile radius are estimated to account for 30 percent of total visitation, or 3,864 to 4,512 annual visitors. In total, out-of-state visitors residing outside of a 100-mile radius are forecast to account for 42 percent of total visitation to the Multi-Purpose Arena and Equestrian Center, or 38,040 to 43,158 visitors annually.

The 500-mile radius regional market area encompasses the major metropolitan areas of Denver, Colorado; Kansas City, KS/MO; Wichita and Topeka, Kansas; Cheyenne, Wyoming; Omaha and Lincoln, Nebraska; Rapid City and Sioux Falls, South Dakota; Des Moines, Iowa; Oklahoma City and Tulsa, Oklahoma; Amarillo, Lubbock, Abilene, and portions of Dallas, Texas; and Albuquerque, New Mexico. The current population within a 500-mile radius of 29,445,905 residents provides a large out-of-state population from which the proposed Colby STAR Bond District can attract visitors.

Annual attendance at the Wind, Weather, and Tornado Exhibit is estimated at 45,000 to 50,000 visitors. Given the venue's unique content, location along Interstate 70, and out-of-state patronage reported by Kansas attractions, out-of-state visitors residing outside of a 100-mile radius are forecast to account for 30 percent of total visitation to the Wind, Weather, and Tornado Exhibit, or 13,500 to 15,000 visitors annually.

In summary, given the regional market area supported by the Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit, out-of-state residents residing outside of a 100-mile radius are forecast to account for 38 percent of total visitation, or 51,500 to 58,000 visitors annually.

Summary

Visitation at stabilized year for the Project District's two principal attractions is estimated at 136,000 to 154,000 visitors. Regional visitors traveling more than 100 miles are forecast to account for 72 percent of total visitation, totaling 97,700 to 110,250 visitors.

Out-of-state residents from outside of a 100-mile radius are estimated to account for 38 percent of total visitation, or 51,500 to 58,000 visitors per year.

Multi-Purpose Arena and Equestrian Center And Wind, Weather, & Tornado Exhibit Estimated Stabilized Year Visitation Patterns

Visitor Origination	Total Visitors	Out-of-State Visitors	Market Share
Conservative Scenario			
Total Visitors	136,000		
Outside of a 100-Mile Radius	97,700	51,500	37.6%
Optimistic Scenario			
Total Visitors	154,000		
Outside of a 100-Mile Radius	110,250	58,000	38.2%

KSA 12-17,166(b)(4) states visitation expectations and a plan describing how the number of visitors to the STAR bond project district will be tracked and reported to the secretary on an annual basis. Such a plan shall include, but not be limited to, obtaining and reporting visitor residence zip code data to the secretary. All businesses located in the STAR bond district shall provide visitor residence data requested by the secretary. Any such data shall be provided in an aggregate manner without personally identifiable information. Credit card orders of visitors to the Multi-Purpose Arena and Wind, Weather and Tornado Exhibit will garner zip code information while hotel guests will be asked for such information at check-in or information ascertained via internet reservations or credit card systems.

Additional, visitation will be tracked as follows: (a) any individual registering to participate in an arena event will be required to provide a zip code during the registration process; (b) free wireless internet will be available throughout the district, for which users will need to enter a zip code to access; and (c) guests at the arena, restaurants, retail stores, and other attractions will be encouraged to scan a “District OR Code” using their mobile devices for discounts, free items, contests, and other promotions, and will be required to provide their zip code to participate.

Estimated Retail Sales Potential

This section of the study estimates retail sales generated by visitors to the proposed STAR Bond District in Colby, Kansas.

Total Visitor Expenditure Estimates

On-site visitation will drive sales at both the Colby Multi-Purpose Arena and Equestrian Center as well as off-site businesses operating in Colby and the Northwest Kansas region such as hotels, restaurants, entertainment venues, and retail stores. Therefore, annual sales were estimated for both inside and outside of the proposed STAR Bond District based on estimated annual visitation counts and published visitor expenditures to Kansas for both day trippers and overnight visitors.

The Multi-Purpose Arena and Equestrian Center is anticipated to open 18 months following groundbreaking and issuance of STAR Bonds. The multi-purpose arena is forecast to achieve stabilized operations by 2029 with total visitation estimated at 91,000 to 104,000 visitors. The Wind, Weather, and Tornado Exhibit is scheduled to open by Spring 2028 and is forecast to achieve stabilized operations by 2030 with total visitation estimated at 45,000 to 50,000 visitors.

According to the *Economic Impact of Travel in Kansas 2023* prepared by Tourism Economics, visitors to Kansas are comprised of 57 percent day trips (21.7 million visitors) and 43 percent overnight trips (16.1 million visitors). This analysis utilized a visitor profile consisting of 45 percent overnight visitors and 55 percent day trippers.

The *Economic Impact of Travel in Kansas 2023* estimated day trip spending in Kansas averaged \$90 per person with overnight visitors spending \$376 per person. This analysis utilized these current visitor expenditures to estimate total expenditures by visitors to the proposed Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit.

Accounting for the anticipated opening of the Multi-Purpose Arena and Equestrian Center and an average annual inflation rate of 2.5 percent, initial year (2027) visitor expenditures are estimated at \$99.34 for day trippers and \$415.03 for overnight visitors. Visitor expenditures were escalated at an annual rate of 2.5 percent through the stabilized year to account for inflation.

Accounting for the scheduled early 2028 opening of the Wind, Weather, and Tornado Exhibit and an average annual inflation rate of 2.5 percent, initial year (2028) visitor expenditures are estimated at \$101.83 for day trippers and \$425.41 for overnight visitors. Visitor expenditures were escalated at an annual rate of 2.5 percent through the stabilized year to account for inflation.

Based on the visitation and visitor expenditure assumptions listed above, under the conservative scenario annual gross visitor expenditures generated by visitors to the Multi-Purpose Arena and Equestrian Center and the Wind, Weather, and Tornado Exhibit increase from \$16.5 million in 2027 to \$35.4 million at stabilization in 2030.

Estimated Total Visitor Expenditures (Conservative Scenario) Proposed Colby, Kansas STAR Bond District

Year	Annual Visitors	Day Trippers	Overnight Visitors	Visitor Day	Expenditures Overnight	Total Visitor Expenditures
2027	68,250	37,538	30,712	\$3,729,094	\$12,746,513	\$16,475,607
2028	115,650	63,608	52,043	\$6,476,944	\$22,139,373	\$28,616,318
2029	131,500	72,325	59,175	\$7,548,734	\$25,802,947	\$33,351,681
2030	136,000	74,800	61,200	\$8,002,232	\$27,353,086	\$35,355,318

Under the optimistic scenario annual gross visitor expenditures generated by visitors to the Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit increase from \$17.0 million in 2027 to \$40.0 million at stabilization by 2030.

Estimated Total Visitor Expenditures (Optimistic Scenario) Proposed Colby, Kansas STAR Bond District

Year	Annual Visitors	Day Trippers	Overnight Visitors	Visitor Day	Expenditures Overnight	Total Visitor Expenditures
2027	78,000	42,900	30,712	\$4,261,822	\$12,746,513	\$17,008,335
2028	131,100	72,105	58,995	\$7,342,217	\$25,097,033	\$32,439,250
2029	149,000	81,950	67,050	\$8,553,319	\$29,236,799	\$37,790,118
2030	154,000	84,700	69,300	\$9,061,352	\$30,973,347	\$40,034,698

Colby STAR Bond District Estimated Sales

The Project Plan's initial phase of development includes a Multi-Purpose Arena and Equestrian Center, 81-room Comfort Inn & Suites, 96-room Holiday Inn Express, a 140-space RV park, renovated Oasis Travel Center and Kitchen, new restaurant and retail uses on pad sites, a third new hotel, renovation and improvements to the existing restaurant and convention center/event space, and hotels. Phase 2 of the Project Plan includes the Wind, Weather and Tornado Exhibit, Amusement Center, and restaurant and retail space. Annual gross sales for each project component were estimated through stabilization in 2030. The projected ADRs for each hotel were based on the hotel classification, level of amenities, and hotel chain affiliation and its standard room rates.

Phase 1 Sales

The Multi-Purpose Arena and Equestrian Center is designed for the operation and competition of seven rodeo disciplines by featuring two indoor arenas, one outdoor arena, a stall barn for horses and cattle, restrooms, concessions, retail space, and event center offices. A 140-space RV park is designed for equestrian style trailers with living quarters. Both projects are scheduled to open in 18 months following groundbreaking and the issuance of STAR Bonds. First year RV park revenues were based on an average occupancy rate of 60 percent and an average nightly rate of **Canyon Research Southwest, Inc.**

\$35 per space. At stabilization the RV park is anticipated to operate at an average occupancy of 66 percent. First-year sales for the Multi-Purpose Arena and Equestrian Center and RV park are estimated at \$1.3 million, achieving stabilization in 2029 at \$3.0 million.

A new 81-room Comfort Inn & Suites is currently under construction and is scheduled to open by April 2025. This analysis assumed that lodging sales commence in 2025 and a stabilized year average occupancy rate of 65 percent and an ADR of \$117. Lodging sales are estimated at \$1,265,625 in 2025, reaching \$2.25 million by stabilization in 2027.

A new 96-room Holiday Inn Express is currently under construction and is scheduled to open by June 2025. This analysis utilized a stabilized year average occupancy rate of 65 percent and an ADR of \$132. Lodging sales are estimated at \$1,312,500 in 2025, reaching \$3.0 million by stabilization in 2027.

The Project District includes an existing 12,000 square foot Oasis Travel Center and 12,000 square foot truck repair shop. Renovation plans will add a kitchen and grab & go food service, featuring a C-store, Starbuck's Coffee, Qdoba Mexican Eats, and City Wok. Renovations to the Oasis Travel Center are scheduled to be completed by May 2026. Gross sales excluding fuel for the renovated Oasis Travel Center are estimated at \$5.5 million in 2026, reaching \$11.0 million by stabilization in 2028. Gasoline, diesel fuels, gasohol, alcohol fuels and other similar combustible fuels are subject to the Kansas Motor Fuel tax, but not subject to a sales tax.

A new freestanding restaurant is planned for an outparcel within the proposed Colby STAR Bond District. This analysis assumes a fast-food restaurant of approximately 3,500 square feet will be built and opened by May 2027. According to *Nation's Restaurant News*, such national fast food restaurant chains as Arby's, Burger King, Chick-fil-A, Jack-in-the-Box KFC, McDonalds, Taco Bell, Wendy's, and Starbuck's Coffee reported average store sales of \$1.06 million to \$6.2 million, averaging \$2.28 million. Stabilized year sales for the proposed Colby STAR Bond District's fast-food restaurant are forecast at \$600 per square foot, equating to \$2.1 million.

The Project Plan calls for the construction of a new third hotel with an estimated 90 guest rooms. As a developer and operator have not yet been secured, the opening of the third hotel is anticipated to occur 24 months following the issuance of STAR Bonds. This analysis utilized a stabilized year average occupancy rate of 65 percent and an ADR of \$117. Lodging sales are estimated at \$1,875,000 in 2028, reaching \$2.5 million by stabilization in 2030.

Planned renovations and improvements to the existing City Limits and Convention Center are scheduled for completion by June 2026 and will include major design and décor upgrades with improvements to such infrastructure as freezers, coolers, plumbing, and more. Gross rental and food and beverage revenues are estimated at \$1,137,435 in 2026, reaching \$2.6 million at stabilization in 2028. The base year sales for the existing City Limits and Convention Center are \$1,725,000.

The Project Plan calls for the conversion of the existing 77-room Comfort Inn into a Quality Inn. The conversion is underway and scheduled to open by June 2025. This analysis utilized a stabilized year average occupancy rate of 70 percent and an ADR of \$120. Lodging sales are estimated at \$1,377,066 in 2025, reaching \$2.36 million by stabilization in 2027. The base year sales for the existing Comfort Inn are \$2,063,025.

The Project Plan calls for the conversion of the existing 72-room Holiday Inn Express into a La Quinta Inn. The conversion is underway and scheduled to open by July 2025. This analysis utilized a stabilized year average occupancy rate of 70 percent and an ADR of \$160. Lodging sales are estimated at \$1,471,680 in 2025, reaching \$2.94 million by stabilization in 2027. Base year sales for the existing Holiday Inn Express are \$2,983,593.

In summary, gross sales for Phase 1 of the proposed Colby, Kansas STAR Bond District are estimated at \$5.43 million in 2025, achieving stabilization in 2030 at \$33.4 million.

Phase 2 Sales

The Wind, Weather, and Tornado Exhibit is a 5,000 square foot interactive exhibit hall featuring a tornado machine. The attraction is anticipated to open by Spring 2028. First year sales are estimated at \$825,000, achieving stabilization by 2030 with gross sales of \$1.1 million.

The Amusement Center will be a family-oriented entertainment center featuring activities such as laser tag, miniature golf, go-carts, and arcade games. The attraction is anticipated to open by Spring 2028. First year sales are estimated at \$1,125,000, achieving stabilization by 2030 with gross sales of \$1.5 million.

Outparcels are designed to accommodate freestanding restaurants and shop space. The sites will be prepared for development and available for vertical construction. This analysis assumes two fast-food restaurants, one casual dining restaurant, and one multi-tenant retail building. Starting in May 2027, a fast-food restaurant and casual dining restaurant are anticipated to open, followed by a multi-tenant retail building and the final fast-food restaurant in May 2028.

This analysis assumes two fast-food restaurants of approximately 3,500 square feet will be built. Existing fast-food restaurants operating in Colby include McDonalds, Odoba Mexican Eats, Pizza Hut, and Sonic. According to *Nation's Restaurant News*, such national fast food restaurant chains as Arby's, Burger King, Chick-fil-A, Jack-in-the-Box KFC, McDonalds, Taco Bell, Wendy's, Sonic, and Starbuck's Coffee reported average store sales of \$1.06 million to \$6.2 million, averaging \$2.28 million. Stabilized year sales for the proposed Colby STAR Bond District's fast-food restaurant are forecast at \$600 per square foot, equating to \$2.1 million.

No national casual dining restaurant chains operate in Colby, Kansas. According to sales data published by *Nation's Restaurant News*, such national casual dining restaurant chains as Applebee's, Buffalo Wild Wings, Chili's, Longhorn Steakhouse, Olive Garden, Outback Steakhouse, Red Robin, and IHOP reported average store sales of \$2.0 million to \$5.1 million, averaging \$3.5 million. Assuming 5,000 square feet of building area, stabilized year sales for the casual dining restaurant are forecast at \$500 per square foot, equating to \$2.5 million.

The proposed 8,000 square feet of freestanding shop space is anticipated to be occupied by national restaurants and retail chains. National restaurant chains operating in Colby are limited to Jimmy John's, Subway, and Taco John's. Examples of potential tenant types include Chipotle, Moe's, Panera Bread, Five Guys, Jimmy John's, Panda Express, Ulta Beauty, AT&T, and Verizon. Based on sales reported by the National Retail Federation's *100 Top Retailers*, stabilized year sales for the freestanding shop space are forecast at \$400 per square foot of building area, equating to \$3.2 million.

In summary, gross sales for Phase 2 of the proposed Colby, Kansas STAR Bond District are estimated at \$5.2 million in 2027, achieving stabilization in 2030 at \$12.7 million.

Conclusion

By project stabilization in 2030, visitors to the proposed Multi-Purpose Arena and Equestrian Center and the Wind, Weather, and Tornado Exhibit attractions are estimated to generate annual visitor expenditures of \$35.4 million to \$40.0 million captured both within the Project District and by off-site businesses throughout the Northwest Kansas region.

As outlined in the table on the following page, by project stabilization in 2030, the proposed Colby STAR Bond District will generate estimated gross sales revenues of \$46.1 million.

Capture of Out-of-State Visitor Expenditures

Out-of-state visitors to the proposed Colby, Kansas STAR Bond District are forecast to generate expenditures during their stay captured both within the Project District and off-site throughout the City of Colby and Thomas County. Estimated visitor expenditures for Kansas and Thomas County were based on the following factors impacting the Kansas tourism market:

- Retail sales volumes for Kansas and Thomas County
- Lodging inventory for Kansas and Thomas County
- Transient lodging tax revenues for Kansas and Thomas County
- Segmentation of day trips versus overnight stays
- Visitor expenditures for Kansas and Thomas County
- Proximity to Interstate 70

Forecast out-of-state visitor expenditures within the Project District, Thomas County, and Kansas are depicted in the table on page 78. By project stabilization in 2030, out-of-state visitors to the proposed Colby, Kansas STAR Bond District's two principal attractions are estimated to account for 38 percent of total visitation, or 51,500 to 58,000 visitors per year. Out-of-state visitors are estimated to be segmented by 45 percent overnight visitors and 55 percent day trippers.

By 2030 at project stabilization, under the conservative scenario, direct tourism expenditures by out-of-state visitors to the proposed Colby, Kansas STAR Bond District are estimated at \$13.4 million. The on-site capture of these out-of-state visitor expenditures are estimated at 70 percent to 75 percent of day tripper expenditures and 45 percent to 50 percent of overnight visitor expenditures for a total of \$6.8 million to \$7.5 million. Estimated out-of-state visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District are \$5.9 million to \$6.6 million, illustrating the positive impact the Project District will have on other area businesses.

Kansas is estimated to capture 80 percent of day trip expenditures and 65 percent of overnight visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District, equating to \$4.0 million to \$4.4 million in annual expenditures by out-of-state visitors.

During 2023, visitor spending in Thomas County totaled \$66.2 million, or 20.4 percent of the Northwest Kansas region total. At stabilization in 2030, Thomas County is estimated to capture 10 percent of out-of-state visitor expenditures in Kansas, equating to \$397,239 to \$443,025.

Estimated Retail Sales Through Stabilization Proposed Colby STAR Bond District

Component	Opening Date	Gross Sales					
		2025	2026	2027	2028	2029	2030
Phase 1							
Multi-Purpose Arena & RV Park	6/1/2027	\$0	\$0	\$1,312,500	\$2,700,000	\$3,000,000	\$3,075,000
New Comfort Inn	4/1/2025	\$1,265,625	\$2,025,000	\$2,250,000	\$2,306,250	\$2,363,906	\$2,423,004
New Holiday Inn Express	6/1/2025	\$1,312,500	\$2,700,000	\$3,000,000	\$3,075,000	\$3,151,875	\$3,230,672
Oasis Travel Center	5/1/2026	\$0	\$5,500,000	\$9,900,000	\$11,000,000	\$11,275,000	\$11,556,875
New Restaurant	5/1/2027	\$0	\$0	\$1,400,700	\$1,890,000	\$2,100,000	\$2,152,500
Third New Hotel	1/1/2028	\$0	\$0	\$0	\$1,875,000	\$2,250,000	\$2,500,000
Renovated Event Space	6/1/2026	\$0	\$1,137,435	\$2,080,000	\$2,600,000	\$2,665,000	\$2,731,625
Quality Inn Conversion	6/1/2025	\$1,377,066	\$2,124,738	\$2,360,820	\$2,419,841	\$2,480,337	\$2,542,345
La Quinta Inn Conversion	7/1/2025	\$1,471,680	\$2,649,024	\$2,943,360	\$3,016,944	\$3,092,368	\$3,169,677
Total Gross Sales		\$5,426,871	\$16,136,197	\$25,247,380	\$30,883,035	\$32,378,485	\$33,381,697
Phase 2							
Wind, Weather & Tornado Exhibit	4/1/2028	\$0	\$0	\$0	\$825,000	\$990,000	\$1,100,000
Amusement Center	4/1/2028	\$0	\$0	\$0	\$1,125,000	\$1,350,000	\$1,500,000
Fast-Food Restaurant	5/1/2027	\$0	\$0	\$1,400,700	\$1,890,000	\$2,100,000	\$2,152,500
Casual Dining Restaurant	5/1/2027	\$0	\$0	\$1,667,500	\$2,250,000	\$2,500,000	\$2,562,500
Retail Shops	5/1/2027	\$0	\$0	\$2,134,400	\$2,880,000	\$3,200,000	\$3,280,000
Fast-Food Restaurant	5/1/2028	\$0			\$1,400,700	\$1,890,000	\$2,100,000
Total Gross Sales		\$0	\$0	\$5,202,600	\$10,370,700	\$12,030,000	\$12,695,000
Total Gross Sales		\$5,426,871	\$16,136,197	\$30,449,980	\$41,253,735	\$44,408,485	\$46,076,697

Source: Canyon Research Southwest, Inc.

**Estimated Out-of-State Visitor Expenditures at Stabilization
Generated by the Proposed Colby STAR Bond District**

	Day Trip Visitors	Overnight Visitors	Total Expenditures
Annual Out-of-State Visitors	28,325	23,175	
Average Expenditure Per Trip	\$106.98	\$446.95	
Total Annual Out-of-State Visitor Expenditures	\$3,030,208	\$10,358,066	\$13,388,274
Less: Colby STAR Bond District Visitor Expenditure Capture	\$2,121,145	\$4,661,130	\$6,782,275
	\$2,272,656	\$5,179,033	\$7,451,689
Visitor Expenditures Outside of Colby STAR Bond District	\$909,063	\$5,696,936	\$6,605,999
	\$757,522	\$5,179,033	\$5,936,585
Visitor Expenditures Outside of Colby STAR Bond District			
Kansas	\$727,250	\$3,703,008	\$4,430,258
	\$606,018	\$3,366,371	\$3,972,389
Thomas County	\$72,725	\$370,300	\$443,025
	\$60,602	\$336,637	\$397,239

Source: Canyon Research Southwest, Inc.

Impact on Comparable Market Area Businesses

KSA 12-17, 166(b)(8) requires a market impact study looking at the impact of a proposed STAR Bond project on similar businesses in the market area. This section of the study examined the possible impact of the proposed Colby, Kansas STAR Bond District's hotels and event center upon similar businesses in Thomas County (i.e., that the project will increase total sales in the surrounding area, not diminish sales from existing businesses).

The Colby STAR Bond District will introduce new entertainment, lodging, and conference and event center attractions not currently available in the Northwest Kansas region. At build-out and stabilization, visitors to the Colby STAR Bond District are forecast to generate \$35.4 million to \$40.0 million in annual expenditures on shopping, dining, entertainment, lodging, and transportation, not all of which will be captured by the planned on-site attractions, restaurants, retail shops, and hotels.

Hotels

The proposed Colby, Kansas STAR Bond District is designed to include the conversion of two existing hotels into new brands and the construction of three hotels totaling 267 guest rooms. Two hotels are now under construction, including an 81-room Comfort Inn & Suites and 96-room Holiday Inn Express. Both hotels are classified as limited-service properties.

The proposed Colby, Kansas STAR Bond District is positioned to introduce new family-friendly attractions not currently available in Northwest Kansas. Visitation at stabilized year for the Project District's two principal attractions is estimated at 136,000 to 154,000 visitors, generating \$35.4 million to \$40.0 million in annual expenditures on shopping, dining, entertainment, lodging, and transportation, not all of which will be captured by the planned on-site attractions.

Regional visitors traveling more than 100 miles are forecast to account for 72 percent of total visitation, totaling 97,700 to 110,250 visitors. Assuming 60 percent of these visitors stay overnight, 1.8 guests per room, and an average stay of two nights, annual demand for overnight accommodations is estimated at 65,000 to 73,500 room nights. At an average annual occupancy rate of 65 percent, the estimated room night demand is enough to support 274 to 310 hotel rooms. The proposed Colby, Kansas STAR Bond District is designed for three new hotels totaling 267 guest rooms. These lodging supply and demand forecasts illustrate the significant impact the Colby STAR Bond District will have on the Colby and Northwest Kansas hotel markets and the potential to support additional hotel development.

Nine hotels currently operate in Colby totaling 566 guest rooms, including five limited-service hotels totaling 326 rooms and four economy/budget hotels with 240 rooms. The primary sources of hotel room demand stems from transient and leisure travelers driving along Interstate 70. The existing Colby hotels may benefit from overflow lodging demand generated by out-of-town visitors to the proposed Colby, Kansas STAR Bond District's principal attractions.

By generating increased out-of-town visitation, the proposed Colby, Kansas STAR Bond District will benefit existing lodging businesses in Colby and Northwest Kansas. Therefore, this report concludes that the proposed Colby STAR Bond District will not negatively impact the sales of existing Colby hotels.

Convention Center

The City Limits Convention Center operates flexible function space designed to accommodate up to 500 people for all types of events, including conventions, trade shows, banquets, family reunions, weddings and receptions, rehearsal dinners, anniversary parties, bridal or baby showers, graduation, and holiday parties, as well as small meetings and conferences. The event venue has four meeting rooms ranging in size from 798 square feet to 3,000 square feet with seating capacities of up to 60 to 300 people. On-site catering is available.

The Project Plan calls for renovating the existing City Limits Convention Center at a cost of \$1.2 million. Major design and décor changes are planned along with improvements to such building infrastructure as freezers, coolers, plumbing, and more. The renovations are designed to improve the venue's ability to attract and host a wide variety of events.

The City of Colby opened the Colby Event Center in 2021. Located at 1200 South Franklin Avenue, the Colby Event Center features meeting rooms with a capacity for 400 people, a kitchen for concessions and catering services, a north and south gym, and a small indoor playground. The facility is used for home basketball and volleyball games played by Colby Community College, Orange and Black Tournaments, many Unified School District #315 sports activities, family reunions, wedding receptions and a myriad of other events.

Five existing hotels in Colby offer meeting space, ranging from a low 228 square feet at the Hampton Inn by Hilton to a high of 8,614 square feet at the Comfort Inn. Seating capacities range from 12 to 379 people.

Colby, Kansas Hotels with Event Space

Hotel / Meeting Room	Total Space	Seating Capacity
Hampton Inn by Hilton	228 SF	12
Holiday Inn Express & Suites	624 SF	40
Colby Inn & Suites		
Sunflower	816 SF	20 to 75
Goldenrod	816 SF	20 to 75
Columbine	816 SF	20 to 75
Board Room	330 SF	12
Sleep Inn & Suites	1,700 SF	46 to 189
Comfort Inn		
Altair	798 SF	22 to 84
Chardon	1,216 SF	34 to 118
Ottourbourne	3,600 SF	100 to 379
Ottourbourne South	3,000 SF	83 to 316

None of the existing Colby hotels operate meeting space that will serve as direct competition or be adversely impacted by the City Limits Convention Center. In fact, synergy can be created with large events at the City Limits Convention Center relying on area hotels to accommodate out-of-town guests and host breakout events.

Impact on Active STAR Bond Projects

As an economic development incentive, the State of Kansas adopted STAR bond legislation that affords bond financing for eligible development projects. STAR bonds provide municipalities in Kansas the opportunity to issue bonds to finance the development of major commercial entertainment and tourism areas and use sales tax revenue generated by the development to pay off the bonds. To be considered a major commercial entertainment and tourism area, a proposed project must be capable of being characterized as a statewide and regional destination and include a high-quality innovative entertainment and tourism attraction, containing unique features which will increase tourism, generate significant positive and diverse economic and fiscal impacts and be capable of sustainable development over time. KSA 12-17,166(b)(2) requires a look at the effect, if any, a STAR bond project will have on any outstanding special obligation bonds payable from the revenues described in K.S.A. 12-17,169, and amendments thereto.

STAR bond financing allows eligible projects to capture local and county portions of sales taxes generated within the established district for use in reimbursing such project costs as land acquisition, infrastructure improvements and certain soft costs. The state may also agree to contribute its portion of the sales tax revenue generated within the district.

STAR Bond Project Districts in Kansas that have issued STAR bonds with outstanding balances currently remaining are identified in the table on the following page. Data was provided by the *STAR Bond 2024 Annual Report* published in January 2025.

The principal tourism attractions for the proposed Colby, Kansas STAR Bond District include a Multi-purpose Arena and Equestrian Center and the Wind, Weather, and Tornado Exhibit. To determine if the future development of the Colby, Kansas STAR Bond District will have a measurable adverse impact on visitor volumes, retail sales volumes, and STAR bond revenues on the STAR Bond Districts with outstanding bond debt, a comparison was made for each project's major attraction(s), market positioning and target market. The possible synergy of these projects was also considered.

U.S. Soccer Training Center/Village East Project Area 4

In December 2017, the \$75 million Compass Minerals National Performance Center home of the U.S. Soccer program opened in Village East Project Area 4 at the southeast corner of 98th Street and Parallel Parkway in Kansas City, Kansas just three miles from Children's Mercy Park, home to the Sporting KC professional soccer franchise. The facility has five full-size soccer fields and the 81,100-square-foot building houses professional training facilities, U.S. Soccer National Coaching Education Center, and Children's Mercy Sports Medicine and Rehabilitation Center. U.S. Soccer signed a 20-year lease to be the primary tenant of the training center with Sporting KC using it as a training home.

Active STAR Bond Financed Projects

STAR Bond District / Major Attraction	Year Bonds Issued	2024 Revenues	Bonds Issued	Bonds Outstanding
U.S. Soccer Training Center	2015	\$9,434,771	\$65,229,560	\$9,042,215
Pinnacle National Development Center				
Children's Mercy Park	2010		\$150,289,488	\$0
Homefield	2022	\$6,954,765	\$145,275,000	\$141,085,000
Kansas Speedway	1999	\$1,146,738	\$24,300,413	\$9,020,000
City of Overland Park				
Prairiefire	2012	\$3,695,554	\$64,990,000	\$58,267,178
Bluhawk	2022	\$5,418,778	\$53,540,000	\$50,550,000
City of Topeka				
Heartland Park	2017	\$972,813	\$10,405,000	\$490,438
City of Wichita				
K-96 Greenwich Stryker Soccer Complex	2017	\$12,402,552	\$71,305,500	\$5,605,000
River District Lawrence Dupont Stadium	2018	\$3,178,966	\$42,140,000	\$32,285,000
City of Derby				
Field Station: Dinosaurs	2017	\$7,207,009	\$20,465,000	\$0
Sports Zone	2020		\$14,375,000	\$0
Rock Climbing Gym	2022		\$35,285,000	\$29,980,000
City of Goddard				
Olympic Park Project	2019	\$4,255,869	\$25,880,000	\$8,535,000
	2021		\$11,065,000	\$11,065,000
City of Atchison	2018	\$602,957	\$2,370,000	\$84,500
Amelia Earhart Aviation Museum				
City of Manhattan				
Flint Hills Discovery Center	2009	\$5,183,457	\$65,229,559	\$0
Museum of Art & Light	2022		\$24,975,000	\$3,490,000
City of Salina				
Salina Fieldhouse	2018	\$2,484,102	\$18,250,000	\$13,080,000
City of Dodge City				
Boot Hill Museum	2015	\$1,787,958	\$13,150,000	\$5,000,000
Long Branch Lagoon Water Park	2018	\$1,380,283	\$15,960,000	\$12,235,000
City of Garden City	2019	\$6,666,420	\$29,540,000	\$4,040,000
Totals		\$72,772,992	\$904,019,520	\$393,854,331

Source: STAR Bond Annual Report 2024.

The Compass Minerals National Performance Center serves as the premier destination in the United States for players, coaches, and referees to train, develop and educate on a year-round basis. The facility can host national and local coaching courses, USSF staff meetings, player, and referee focused events, NSCAA courses and U.S. National Team camps and practices. The facility also offers a top-of-the-line training facility and centralized home base for premier international soccer clubs touring the United States.

In June 2017, Sporting KC opened the Wyandotte Sporting Fields on 90th Street north of State Avenue. The 52-acre complex features eight full-sized turf fields and four grass fields. Sporting KC is running the fields with Heartland Soccer hosting soccer tournaments. Together, the NTCDC and Wyandotte Sporting Field elevate Kansas City as a hotbed for soccer.

STAR Bonds in the amount of \$65.2 million were issued to assist in financing construction of the U.S. Soccer Training Center. During 2024, the Compass Minerals National Performance Center generated sales tax revenues of \$9,434,771. At year-end 2024, \$9.04 million in bond debt remained outstanding.

The Compass Minerals National Performance Center is geared specifically for soccer. The Colby STAR Bond District is geared towards rodeo and livestock events and will not be directly competitive and will not adversely impact the Compass Minerals National Performance Center's visitor volumes, retail sales volumes, and STAR bond revenues.

Homefield

In September 2015, \$85.2 million in STAR Bonds were issued for Village East Project Areas 1 and 2A that assisted in the financing of the river system and additional infrastructure and improvements for the Schlitterbahn Waterpark and the Legends Auto Plaza. The Schlitterbahn Waterpark closed in 2019, and the property is now being redeveloped into the \$500 million Homefield Project. The first project to open is Homefield Baseball and it will include at least eight lighted fields with state-of-the-art technology to enhance individual and team training. Four of the eight fields opened for play in September 2023 and the remaining was completed in July 2024.

The second project is Homefield Outdoor, which has an outdoor multi-use venue for sports, adventure and entertainment programs for water and outdoor sports such as paddle boarding, kayaking, swimming, sand volleyball, pickleball, obstacles, climbing and ropes. Homefield Outdoor is currently under construction with an anticipated completion date during the second quarter of 2025. Margaritaville, a 229-room themed hotel and restaurant, is the third project and scheduled to open in the second quarter of 2025 as well.

Bonds in the amount of \$145,275,000 were issued to help finance the Homefield Project. During 2024, Homefield generated \$6,954,765 in sales tax revenue and by year-end 2024 the bond principal balance stood at \$141,085,000.

Homefield is geared for baseball and a variety of outdoor and water sports. The Colby STAR Bond District is geared towards rodeo and livestock events and will not be directly competitive and will not adversely impact Homefield's visitor volumes, retail sales volumes, and STAR bond revenues.

Kansas Speedway/Village West

Village West is a 400-acre mixed-use development at the intersection of Interstates 70 and 435 in Kansas City, Kansas located immediately west of the Project District. Village West is a sports, entertainment, and retail destination with principal entertainment attractions including the Kansas Speedway, Children's Mercy Park, Community America Ballpark, and Hollywood Casino. These destination attractions have a major influence on retail sales at Village West by generating high attendance volumes and providing regional and national recognition. The Kansas Speedway is the only STAR Bond project at Village West that still has bonds outstanding.

Opened in August 2001, the \$250 million Kansas Speedway features a 1.5-mile tri-oval NASCAR track and an 80,000-seat grandstand. The Kansas Speedway was the first STAR Bond project in Kansas. The Kansas Speedway continues to host two NASCAR events each year, including the NASCAR Cup Series Hollywood Casino 400 as well as other racing and related events. In 1999, \$24.3 million in STAR Bonds were issued to finance the Kansas Speedway. During 2024, the Kansas Speedway generated sales tax revenues of \$1,146,738 and at year-end the remaining principal balance amounted to \$9,020,000.

In September 2020, the Unified Government approved the release of 65 acres within the Kansas Speedway STAR Bond District for the construction of a \$400 million Urban Outfitters omnichannel distribution center. The facility opened on October 26, 2022, and employs about 2,000 jobs.

The Children's Mercy Park, an 18,467-seat soccer stadium, opened at Village West in June 2011. The facility is home to Sporting KC, a franchise of Major League Soccer ("MLS"). For concerts, the seating capacity totals 25,000. The stadium hosts more than 100 annual events including high school soccer and lacrosse tournaments, music festivals, charitable events, training, and retreats. In 2022, the National Women's Soccer League moved their games from Legends Field to Children's Mercy Park. All games in 2022 and 2023 were at full capacity. STAR bonds totaling \$150.3 million were issued in 2010 to construct Children's Mercy Park and the bonds have been paid in full.

Opened in May 2003, Community America Ballpark is an open-air stadium with a capacity of just under 7,200 that includes suites, fixed seats, picnic and grass seating areas, and standing areas. The stadium was home to the Kansas City T-Bones minor league baseball team through the 2019 season. The stadium was renamed JustBats Field and is now home to the Kansas City Monarchs.

Hollywood Casino at Kansas Speedway opened in early 2012 featuring a 100,000 square foot casino floor, a lounge, and several dining and entertainment concepts.

The experience with Village West demonstrates the value of STAR bonds as a development tool to attract unique, regional shopping and entertainment attractions to Kansas. The one-of-kind entertainment concepts and exceptional regional transportation access allows Village West to penetrate a trade area within a 4-hour drive time and host 10 million visitors annually. Village West's expanded regional draw has attracted such major retail entities as Nebraska Furniture Mart, Cabela's, and Legends at Village West outlet center. The following retail projects are currently operating in Village West:

- Cabela's is a sporting goods retailer specializing in hunting, fishing, camping and related outdoor merchandise. Cabela's was the first tenant to operate within Village West, opening a 188,000 square foot large-format destination retail store in August 2002. The Village West store is Cabela's only store in Kansas or Missouri and services a 250-mile trade area.
- Nebraska Furniture Mart Store, a retailer of furniture, floor coverings, appliances, and electronics products, opened in August 2003. The Village West store is Nebraska Furniture Mart's first full-product-line extension location and services a trade area encompassing a 300-mile radius. Built on 80 acres, the 2-story superstore features over 1.0 million square feet of retail and distribution space.
- The Legends Outlets Kansas City is a 970,035 square foot destination outlet center. The Legends 14 Theatres opened in November 2005. Grand opening for the balance of the destination development occurred on April 22, 2006. The property has since been repositioned as an outlet center boasting a wide mix of national retailers. Major retailers now open for business include Target, JC Penney, HomeGoods, Dave & Busters, TJ Maxx, Off Broadway Shoes, and Old Navy. To date, 80 national and regional retailers are open for business in the shopping center.

Prompted by the regional draw, special events and high visitor volumes, ten hotels totaling 1,111 guest rooms now operate within the Village West Tourism District including the Great Wolf Lodge, Chateau Avalon, Best Western, Candlewood Suites, Comfort Inn, Country Inn & Suites, Hampton Inn, Holiday Inn Express, Residence Inn by Marriott, and Homewood Suites.

The new American Royal Food & Agriculture Epicenter is currently under construction and will be a year-round entertainment venue that caters to a market not currently being served by other sports and entertainment venues within Village East or West. The initial phase is scheduled for completion in early 2026 and features two indoor arenas with permanent seating of 3,500 seats and 5,000 seats, 3,500-seat outdoor arena, 1,540-stall barn, 79,400 square foot Education Center with an additional 148,500 square feet of outdoor space, and 50 RV spaces.

Village West continues to be the number one tourist attraction in Kansas with 10 million annual visitors from throughout the Midwest region and beyond. Village West and Village East together create one of the Midwest's most unique and highly visited sports, entertainment, and shopping destinations. Development of the Colby STAR Bond District will not have an adverse impact on Village West and the Kansas Speedway's visitor volumes, retail sales volumes, and STAR Bond revenues.

Prairiefire at LionsGate

Prairiefire at LionsGate is located on the south side of 135th Street bounded by Nall Avenue to the east and Lamar Avenue to the west in Overland Park, Kansas. What sets Prairiefire at LionsGate apart from existing lifestyle and entertainment centers in the Kansas City area is the inclusion of a cultural and educational facility as the destination attraction.

The 35,000 square foot Museum at Prairiefire was established based on a pioneering content partnership with the American Museum of Natural History ("AMNH") and opened to the public on May 12, 2014. The museum focuses on enhancing public understanding of natural history and

sciences. The museum includes a Discovery Room, which is an exciting gateway to science and natural history for children aged three and older, as well as engaging permanent halls and experiences, education programs and science videos, among others. The museum has hosted exhibits by AMNH as well as other science related programming. From October 2022 through September 2023, the museum hosted 360,651 visitors. Since 2014, visitors from more than 2,150 zip codes and 15 foreign countries have visited the museum.

Prairiefire at LionsGate is being developed in two phases. Construction of the initial phase of Prairiefire began in early January 2013 and included the first retail spaces on the east and west sides of the development. REI opened in October 2013 and the remainder of retail and entertainment uses opened in May 2014. Additional retailers now open for business include Home Goods, AMC Dine-in Theaters, Pinstripes Bistro/ Bowling/Bocce, Rock & Brews, Brass Onion, and Veritas Whiskey & Wine Bar. Also open are The Residences at Prairiefire and the West End Flats at Prairiefire apartment communities and The Prairiefire Villas.

Components for Phase 2 include restaurants and entertainment uses, a grocery store, and other commercial businesses. Chicken 'n' Pickle featuring pickleball, outdoor lawn games, and other outdoor amenities, opened in December 2021 and was fully operational during 2022. The developer continues to work with additional entertainment, retail, and restaurant operators to build out the project.

STAR bonds up to \$81 million were authorized for Prairiefire at LionsGate. To date, \$64.99 million in STAR Bonds have been issued with an outstanding principal balance of \$58.27 million. During 2024, the district collected \$3,695,554 in sales tax revenue.

Given the distinctly different destination attractions and distance apart, development and continued operation of the Colby STAR Bond District will not have an adverse impact on Prairiefire at Lionsgate's visitor volumes, retail sales volumes, and STAR bond revenues.

Bluhawk

On October 18, 2019, the Bluhawk Amended Project Plan was approved and \$53.54 million in bond proceeds were issued in December 2022. The 277-acre project at 159th Street and U.S. Highway 69 in Overland Park is a Price Brothers development project that will be built in phases and anchored by a 300,000 square foot indoor multi-sport facility that will include an ice rink, basketball courts, a fitness and training center, physical therapy and other related amenities. The project will also include retail, restaurant, hotel, hospital, commercial offices, and housing.

Phase 1 included the construction of the multi-sport complex and 134,000 square feet of commercial space. An NHL-regulation ice rink, basketball courts, fitness center, training center, physical therapy and other related amenities will make up the multi-sport complex. The multi-sport complex opened in October 2024. Currently, there are more than 40 retail, restaurants, and entertainment businesses open in the district.

At build out, projections for annual visitors exceed 3 million. Economic impact is substantial, including more than 1,000 direct, full-time equivalent jobs with more than \$32 million in annual payroll and projected annual retail sales of more than \$100 million at full build out. During 2024,

Bluhawk generated sales tax revenue of \$5,418,778 and at year-end 2024 the remaining bond principal balance amounted to \$50,550,000.

Given the distinctly different destination attractions and distance apart, development and continued operations of the Colby STAR Bond District will not have an adverse impact on Bluhawk's visitor counts, retail sales volumes, and STAR bond revenues.

Heartland Park

Heartland Park in Topeka, Kansas is a multi-purpose motor sports track and entertainment venue. Since it opened in 1989, it has provided in-state and out-of-state visitors with fun, exciting opportunities. The redevelopment for Heartland Park included asphalt replacement for drag and road course tracks, repair and resurfacing of all paddock/pit areas, a consolidated timing and scoring building, garages, maintenance and technical inspection buildings, tire buildings, and pavilions. Today's facility features a NHRA-sanctioned $\frac{1}{4}$ -mile drag strip, a 2.5-mile road course with four different configurations, a $\frac{3}{8}$ -mile banked clay oval, a 22-acre asphalt pad for autocross and drift events, and a dirt motocross track. The Heartland Park property was purchased by a new operator and is currently closed.

STAR Bond financing in the amount of \$10.4 million was issued for the development of Heartland Park. During 2024, Heartland Park generated STAR Bond sales tax revenues of \$972,813 and by year-end the outstanding principal balance amounted to \$490,438.

Given the distinctly different destination attractions, development and continued operation of the Colby STAR Bond District will not have an adverse impact on Heartland Park's visitor counts, retail sales volumes, and STAR bond revenues.

K-96 Greenwich District

In June 2013, the Kansas Secretary of Commerce approved the K-96 & Greenwich STAR Bond District located on a 423-acre site at the intersection of K-96 Highway and Greenwich Road in Wichita, Kansas. The District's Project Plan focuses on creating an athletic and recreation attraction complemented by a mix of retail, employment, and lodging uses. The Project Plan designates the site for 1.4 million square feet of commercial development anchored by a state-of-the-art indoor multisport athletic complex. Additional project components include a mix of big-box retailers, destination restaurants, lodging, and medical office space. Today the District supports 838,710 square feet of existing commercial space.

The initial phase of development located south of K-96 includes a variety of big-box retailers, restaurants, and hotels. In spring 2012, Cabela's, a premier retailer of hunting, fishing, and outdoor gear, opened an 80,000 square foot store. Additional retailers within the District include Super Target, World Market, Hobby Lobby with Chili's, McDonalds, Subway and Kanza Bank occupying out parcels. A 71,680 square foot Academy Sports store opened in 2015. Existing hotels include the Hampton Inn & Suites, Holiday Inn Express & Suites, and Staybridge Suites.

In December 2015, the \$14 million Wichita Sports Forum and Aviate Extreme opened on the 106 acres located north of K-96. The indoor multisport facility and extreme air sports trampoline park occupies a 148,534 square foot building. The athletic complex features basketball, baseball,

softball, soccer, volleyball, and fitness/training facilities. Also developing on the north 106 acres is Greenwich Place, a power center anchored by World Market, Home Goods, Ross, Mardel, DSW, Bed Bath & Beyond, and Stein Mart. A La Quinta Inn & Suites is also open.

In December 2013, STAR bonds were issued in the amount of \$36,325,000 and have been paid in full. In August 2017, an additional \$71,305,000 in STAR Bonds was issued that combined the original bond issue. By December 31, 2024, the principal balance for this bond issue amounted to \$5,605,000. During 2024, the K-96 Greenwich Districted collected \$12,402,552 in sales tax revenues.

The \$19.1 million upgrade to the Stryker Soccer Complex was completed in June 2021 and houses an improved 112,000 square-foot state-of-the-art indoor facility that can seat 3,000 spectators, along with all 11 sports fields outfitted to turf fields to accommodate all sports. In 2022, Top Golf completed construction and became an interactive golf and entertainment experience within the district. The \$26 million project includes 50 hitting bays as well as a partnership with O'Reilly Hospitality that provides a 96-room hotel and approximately 7,000 square feet of retail space.

From September 2022 through August 2023, the K-96/Greenwich project experienced a 27 percent increase in visitation to a total of 7,700,744 annual visitors. Out of state visitation was 1,173,124 and visitation outside 100 miles increased to 2,021,142 individuals. Visitation from individuals who reside outside a 100-mile radius experienced a 58 percent increase from the previous year and out of state visitation exceeded original projections. From September 2023 through August 2024, the K-96 Greenwich project experienced 5,240,029 annual visitors.

The K-96 Greenwich Project District features a multi-sport athletic complex that includes indoor and outdoor athletic facilities and with the addition of the Stryker Soccer Complex, the primary emphasis of K-96 Greenwich is on soccer. Therefore, given the differing destination attractions and distance apart, development of the Colby STAR Bond District will not adversely impact the K-96 Greenwich Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

River District

The Wichita River District Phase 1 consisted of three projects, including the Keeper of the Plains sculpture, plaza and pedestrian bridge, the East Riverbank Redevelopment project and the WaterWalk fountain and public plaza area. Phase 2 included improvements to the west bank of the Arkansas River, north of the Douglas Street Bridge and adjacent to the private development site of the River Vista Apartments project.

Because of the unique characteristics of the Wichita River District, particularly since the district did not begin as a "Greenfield," but already contained several active businesses, it was possible to use the STAR bond resources in a "pay-as-you-go" manner. Today the Wichita River District supports a wide range of attractions, including:

- The Keeper of the Plains Plaza and Pedestrian Bridges (dedicated in May 2007)
- Water Walk Place building and public parking garage
- The Water Walk Garden (opened in July 2010)
- Fountain at Water Walk (completed in October 2012)
- Marriott Fairfield Inn and Suites (hotel opened in June 2011)

- Wichita Boathouse remodel
- Floating stage
- Broadview Hotel (renovations completed and hotel reopened in August 2011)

Complimenting the public improvements, to date the Wichita River District has supported an estimated \$72 million in private investment. Major private investment projects include:

- WaterWalk Main Place and Gander Mountain - \$29 million
- Marriott Fairfield Hotel - \$12.35 million
- Drury Broadview Hotel remodel and renovation - \$29 million
- Wichita Area Association of Realtors office building - \$1.6 million
- Wichita Boathouse renovation - \$650,000

During 2015, STAR Bonds in the amount of \$4.84 million were issued and have been paid in full.

Amended project plans included the city's Advanced Learning Library, which opened in 2018 and provided funding to redevelop Lawrence Dumont Stadium into a multi-sport stadium and to attract a major league-affiliated baseball team to Wichita. Lawrence-Dumont Stadium was demolished in late 2018 to make way for construction of the new baseball stadium to be named Riverfront Stadium. In September 2018, the city announced an agreement to locate the New Orleans MiLB team to Wichita for the 2020 season. The team is known as the Wichita Wind Surge. In 2018, \$42.14 million in STAR Bonds were issued to assist in funding the new stadium. By year-end 2024 the outstanding principal balance totaled \$32,285,000.

For the 12-month period of September 2022 through August 2023, the Wichita River District experienced a total attendance of 2,861,662 visitors, a 19 percent increase from the previous reporting period. Out-of-state visitation totaled 611,779 individuals and visitation outside 100-miles was 1,044,667 individuals.

Given the distinctly different destination attractions and distance apart, development and continued operation of the Colby STAR Bond District will not adversely impact the Wichita River District's visitor volumes, retail sales volumes, and STAR bond revenues.

City of Derby District

The Derby STAR Bond District incorporates approximately 300 acres surrounding the intersection of East Patriot Avenue/East 63rd Street South and Rock Road in Derby, Kansas.

The District is comprised of four tracts of land, including: 1) the North Tract at the northwest corner of East Patriot Avenue/East 63rd Street South and South Rock Road; 2) the South Tract at the southeast and southwest corners of East Patriot Avenue/East 63rd Street South and Rock Road; 3) the ROW Tract situated along East Patriot Avenue/East 63rd Street South between the North and South Tracts; and 4) the East Tract located on the east side of Rock Road between East Patriot Avenue/East 63rd Street and Tall Tree Road. The District is designed as a unique mixed-use project featuring amusement, sports, entertainment, commercial, and lodging opportunities.

The North Tract is designed for a family-oriented attraction, a medical complex, and mixed-use development. Opened in May 2018, Field Station Dinosaurs serves as the project's destination **Canyon Research Southwest, Inc.**

attraction. The outdoor attraction geared to children ages 3-11 includes life size animatronic dinosaurs and educational exhibits based on the latest scientific theories and discoveries; an 18-hole miniature golf course with each hole depicting an historic dinosaur; the Kansas Climb tri-level ropes course; and an open-air amphitheater. During 2023, Field Station Dinosaurs enjoyed its highest annual attendance since opening in 2018. STAR bonds amounting to \$20,465,000 were issued in 2017 and have been paid in full.

In 2020, STAR bonds were issued to finance construction for two additional projects. The first project consists of an indoor/outdoor multisport attraction and the Derby Sports Zone, which features indoor and outdoor hard courts, sand courts and a restaurant. The Derby Sports Zone opened late in the summer of 2022 and features indoor and outdoor hard courts, outdoor sand courts, an outdoor games area, and a full-service, sit-down restaurant. The venue accommodates badminton, paddleball, sand volleyball, sand soccer, yard games, spikeball, and sand wrestling. In 2020, STAR bonds in the amount of \$14,375,000 were issued to assist in funding the Derby Sports Zone. By year-end 2024, the fund principal balance was paid in full.

A rock-climbing gym and an outdoor covered BMX bike pump track are expected in Phase 3. The design and planning for this phase are underway and construction is expected to begin in 2025. Phase 4 will include an outdoor adventure sports complex, which consists of a man-made lagoon designed for various water sports, an indoor water park, an aerial park and glamping. In 2022, \$35,285,000 in STAR Bonds were issued. By year-end 2024, the fund principal balance remained at \$29,980,000.

The South Tract is a major shopping destination. The initial phase of the Derby Marketplace at the northeast corner of Rock Road and Meadowlark Boulevard opened in 2014 anchored by a 123,000 square foot Target store and 122,000 square foot Dillons Marketplace. Junior anchors include Ross, TJ Maxx, Hobby Lobby, Petco, Ulta Beauty, and Famous Footwear. Out parcels are occupied by several chain restaurants including Buffalo Wild Wings, Chick-fil-A, IHOP, Olive Garden, Panda Express Panera Bread, and Starbucks.

During 2024, the Derby STAR Bond District collected sales tax revenue of \$7,207,009.

Given the distinctly different destination attractions and distance apart, development of the Colby STAR Bond District will not adversely impact the City of Derby Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

Olympic Park Project

In May 2014, the Kansas Commerce Secretary approved the Olympic Park STAR Bond Project Plan. The City of Goddard committed to contribute \$4.75 million for infrastructure improvements and private investments will reach \$44 million. Total project costs amount to \$155 million.

The Genesis Sports Complex, located 190 miles southeast of Garden City, includes a Genesis Health Club, 150-room Hampton Inn hotel, Blastoff Bay waterpark, a 66,000 square foot aquatic facility, and ten turf baseball/softball fields. The aquatic facility includes two Olympic standard competition pools, a diving well, platform diving, water polo event space and seating for 1,600. The health club, hotel, pre-school, competitive aquatic center, and waterpark, all opened during the first half of 2021.

In February 2020, the Genesis Sports Complex opened featuring five synthetic turf baseball fields designed to host league and tournament play. The turf fields eliminate rain outs and extend league play. Additional complex features include replay cameras, shaded bleachers, adjustable outfield fences, LED lighting, and air-conditioned concessions with an upper deck, restrooms, and locker rooms. Five additional baseball fields opened in 2022. All ten baseball fields have team dugouts, bullpens, LED lighting, and are fully turfed, for year-round, all-weather play. With the addition of five turf baseball fields, the Genesis Sports Complex can host training camps, high school games, youth and adult leagues, and regional baseball and softball tournaments. At its center is The Pentagon, a five-sided, air-conditioned structure with an upper deck, perfect for hosting collegiate scouts or offering a comfortable space for youth teams to rent on hot summer days.

In the fall of 2024, the Sandbox Entertainment Facility opened in the district consisting of 14 outdoor volleyball courts, five indoor pickleball courts and five outdoor pickleball courts. The venue space can accommodate up to three hundred people.

To assist in funding development of the Olympic Park Project, STAR bonds in the amount of \$25.88 million were issued in 2019 with another \$11,065,000 issued in 2021. During 2024, the Olympic Park project generated sales tax revenues of \$4,255,869. At year-end 2024, the principal balances stood at \$8,535,000 for the 2019 issue and \$11,065,000 for the 2021 issue.

Given the distinctly different destination attractions and distance apart, development and continued operation of the Colby STAR Bond District will not adversely impact the Olympic Park Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

City of Atchison

The Amelia Earhart Hangar Museum in Atchison, Kansas features a rare aircraft, a 1935 Lockheed Elecra L-10E, "Muriel". The Amelia Earhart Hanger Museum completed construction of its 14 state-of-the-art interactive exhibits and opened for visitors in April 2023.

Construction was completed in May 2019 on the Farmers Market in downtown Atchison, in time for the start of the season. During 2024, 20,242 visitors from 864 U.S. zip codes and 24 countries outside of the U.S. visited the attraction.

STAR Bond financing in the amount of \$2.37 million was issued to assist in construction of the Amelia Earhart Aviation Museum and Farmers Market pavilions. During 2024, the District collected sales taxes of \$602,957 and by year-end 2024 the remaining principal balance on the bonds was \$84,500.

Given the distinctly different destination attractions and distance apart, development of the Colby STAR Bond District will not adversely impact the City of Atchison Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

City of Manhattan District

The City of Manhattan Project District serves as central Kansas' premier tourism attraction, anchored by the Flint Hills Discovery Center, and complemented by a mix of retail, dining, conference, and lodging venues. Given the unique market positioning, association with the Flint Hills Discovery Center, and the impact of the visitor and tourist markets, the City of Manhattan Project District serves as a regional destination.

Manhattan received \$41 million in STAR bonds from the State of Kansas and the Department of Commerce in 2006. The total amount of the STAR bonds reached \$50 million by 2009 due to updated estimates and costs. Those bonds paid for the construction of the Flint Hills Discovery Center and assist in land acquisition, public infrastructure, streetscape, landscape, and public park improvements in the South End.

The City of Manhattan Project District split up into two project areas consisting of a North Area and a South Area.

The North Area Project Plan calls for 250,000 square feet of commercial and retail space, and approximately 200 residential units. The City of Manhattan and Dial Realty entered into a development agreement for the North Area. The shopping center opened in 2006.

The South Area Project Plan consists of the Flint Hills Discovery Center, three hotels, a conference center, approximately 70,000 square feet of commercial space, 400-stall parking garage, 24 new living units, and a publicly owned one-acre park. In November 2011, the Hilton Garden Inn and Manhattan Conference Center opened, followed by completion of the 35,000 square foot Flint Hills Discover Center and Blue Earth Plaza in 2012. During 2018, the Flint Hills Discovery Center hosted 84,893 visitors from 48 states and 36 countries. The 84-room Candlewood Suites opened in 2013 while the 78-room Holiday Inn Express & Suites and 4-story residential buildings opened in 2015.

The City of Manhattan Project District's original Series 2009-1 Bonds amounting to \$50.0 million and the Series 2009-2 amounting to \$25.23 million. Both bond issues have been paid in full.

The Museum of Art and Light was included as a Phase II Project and was approved in March 2022. Mezmereyz, or the Mez, is the museum's \$43.6 million multi-sensory, state of the art 21,500 square foot immersive exhibition. The exhibition uses the latest in projection technology with the power of 108 Epson projectors spanning across 37,000 linear square feet to produce 188,000,000 pixels of animated beauty. The museum opened in November 2024.

During 2024, the City of Manhattan Project District generated sales tax revenues of \$5,183,457 and at year-end the outstanding balance was \$3,490,000.

The City of Manhattan Project District's principal attractions include the Flint Hills Discovery Center and the Museum of Art and Light. Therefore, given the distinctly different destination attractions, development and continued operation of the Colby STAR Bond District will not adversely impact the City of Manhattan Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

City of Salina

Prior to approval of the STAR Bond District downtown Salina was suffering from a significant relocation of businesses to elsewhere in the city, leaving downtown commercial space more than 50 percent vacant. The Project Plan called for the construction of several catalyst projects and streetscape improvements.

The 68,500 square foot Salina Fieldhouse was completed in late 2017 and serves as the centerpiece of the transformative STAR Bond district in downtown Salina. The Salina Fieldhouse features multi-purpose hardwood and synthetic courts, as well as turf fields. Three hardwood and three synthetic basketball courts can convert into eight volleyball courts or six futsal courts. While turf fields accommodate soccer, football, kickball, baseball, softball and field hockey, hardwood and synthetic courts accommodate volleyball, futsal, dodgeball, cheer, dance, and other activities. The facility also contains specialized equipment such as drop-down batting cages and pitching tunnels. The venue hosts basketball, volleyball and other sports-related tournaments that draw participants from across the region. Since becoming operational, the Salina Fieldhouse continues to experience an increase in regular programming such as leagues, tournaments, special events, rental, after school functions, drop-in, and summer camps.

Other attractions in the District include The Alley (entertainment center); Old Chicago Pizza; Homewood Suites, Barillo Grill; and other new retailers. The Garage opened in October 2021 and hosts the Crossroad Car Experience with interactive exhibits, restored classic cars and the Kustom Kemps of America Museum, which showcases custom cars designed by the brightest car minds in the country. Both the district streetscape and the improvements to Stiefel Theatre were completed in 2023.

In 2018, STAR Bond financing of \$18,250,000 was issued to assist in construction of the various attractions. During 2024, the City of Salina STAR Bond District generated retail sales revenues of \$2,484,102. By year-end 2024, the remaining principal balance on the bonds was \$13,080,000.

The Salina STAR Bond District's destination attractions include a multi-sport athletic complex and family entertainment center. Thus, the Colby STAR Bond District will not pose as a direct competitor and will not adversely impact the Salina STAR Bond District's visitor volumes, retail sales volumes, and STAR bond revenues.

City of Dodge City

The Power Center Area in Dodge City consists of 35 acres and includes a variety of museums, entertainment venues, a hotel, and retail space. It also includes significant renovations and improvements to the world-renowned Boot Hill Museum; themed and aesthetic improvements to Front Street and Wyatt Earp Boulevard; a themed water park/aquatic facility; and regional specialty-themed retail and restaurant concepts. Additional development continues in both areas of the project. New developments include the Dodge City Brewery, SMH Engineering office, Red Beard Coffee Company, and other smaller local restaurants. The themed water park, Long Branch Lagoon Water Park, has attracted more than 30,000 visitors each year since it opened in May 2016. By October 2023, annual visitors reached 71,878. Construction on the Downtown Streetscape project began during the first quarter of 2023 and will improve the look of the downtown area and attract additional visitors to the area.

STAR Bond financing in the amount of \$13.15 million was issued in 2015 with an additional \$15.96 million issued in 2018 to assist in construction of the attractions within the City of Dodge City District. During 2024, STAR Bond revenue collections totaled \$2,155,880 for the 2015 bond issue and \$1,301,739 for the 2018 bond issue. By year-end 2024, the remaining principal balance on the bonds was \$5,000,000 for the 2015 bond issue and \$12,235,000 for the 2018 bond issue.

Given the distinctly different destination attractions, development and continued operation of the Colby STAR Bond District will not adversely impact the Dodge City Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

City of Garden City

The Garden City STAR Bond district includes a Heritage Inn & Suites, Parrot Cove Water Park, and Schulman Crossing anchored by Menards, Hobby Lobby, Dick's Sporting Goods, TJ Maxx, Ross, and Petco. Construction is currently underway on the Sports of the World Complex that will feature indoor soccer fields, indoor basketball courts, indoor trampoline park, indoor baseball cages, outdoor sand volleyball courts, outdoor pickle ball courts and outdoor cornhole courts. Additionally, the complex will have tournament, conference, and service amenities such as conference rooms, locker rooms, event rooms and a full-service restaurant and concession facilities.

In 2019, STAR Bond financing in the amount of \$29.54 million was issued to assist in construction of the attractions within the City of Garden City Project District. During 2024, the District generated \$6,666,420 in STAR Bond sales tax revenues and at year-end the bond fund principal balance amounted to \$4,040,000.

The Garden City Project District's principal destination attraction features a multi-sport athletic complex that includes indoor basketball courts and outdoor sand volleyball courts. The Colby STAR Bond District will cater to a different market niche. Therefore, development and continued operation of the Colby STAR Bond District will not adversely impact the City of Garden City Project District's visitor volumes, retail sales volumes, and STAR bond revenues.

Conclusions

At year-end 2024, sixteen active STAR Bond Districts in Kansas had issued \$904 million in bond debt. During 2024, the sixteen STAR Bond Districts collectively generated \$72.8 million in sales tax revenue and by year-end 2024 the outstanding principal totaled \$393.9 million, down from \$551.5 million at year-end 2023.

Active STAR Bond Districts include six in the Kansas City MSA, four projects in the Wichita MSA, and projects in Topeka, Manhattan, Salina, Dodge City, and Garden City. The active STAR Bond Districts are located throughout the State of Kansas and support a wide range of destination attractions including a professional soccer stadium and training facilities, racetracks, minor league baseball stadium, multi-sport facilities, baseball and soccer complexes, family entertainment centers, waterparks, museums, performing arts center, downtown redevelopment, and others. The destination attractions planned for the proposed Colby STAR Bond District do not exist within any of the active STAR Bond Projects in Kansas.

The study concluded that given the noncompeting destination attractions, differing market niche, and distance from any active STAR Bond Districts, development of the proposed Colby, Kansas STAR Bond District will not have a measurable adverse impact on visitor volumes, retail sales volumes and STAR bond revenues on those STAR Bond Districts with outstanding bond debt. Therefore, the operation of additional development within the Colby, Kansas STAR Bond District is not anticipated to cause default in the payment of outstanding STAR bonds.

ECONOMIC IMPACT STUDY

The following economic impacts were forecast when considering the tourism potential of a project applying for STAR bond financing:

- Direct expenditures: Visitor spending that directly supports the jobs and incomes of people and firms that deal directly with visitors.
- Indirect expenditures: Changes in sales, income or jobs in regional sectors that supply goods and services in support of direct expenditure entities.
- Direct job creation: The total number of jobs (distinguished as full-time or part-time) supported by the target attraction.
- Creation of overnight hotel stays.

KSA 12-17,166(b)(12) requires the expected return on state and local investment that the project is anticipated to produce. The *Economic Impact Assessment* examines the economic implications of the construction and operation of the Colby STAR Bond District in terms of the direct and indirect growth in employment, income, and consumption. The project's economic impact was measured in terms of both construction-phase and operational-phase. **Sources for the return on investment for the State of Kansas will be derived from payroll taxes on jobs created as well as expenditures by out-of-state visitors to the Colby STAR Bond District.**

Direct impacts measure the spending and job creation that occur as a direct result of the operations and activities that occur as part of the proposed Colby STAR Bond District project. Indirect impacts consist of re-spending of the initial or direct expenditures, or the supply of goods or services resulting from the initial direct spending as part of the Colby STAR Bond District.

Economic impacts measure the effects of economic stimuli or new demand for goods and services in the local economy. New demand in this case is created by the attractions, retail, restaurants, and hotels, and the additional spending they will support. The secondary impacts of supplier expenditures by these businesses, employee spending and visitor spending are called multiplier effects. Multiplier effects are a way of representing the larger effects on the local economy of an initial increase in demand. Multipliers translate a known (or assumed) direct effect into an estimated total impact equal to the direct effect plus an indirect effect. For example, 100 jobs in a new manufacturing plant (the direct effect) might lead indirectly to 60 more jobs in the local service sector (the indirect effect). In this case, the total impact would be 160 jobs, and the employment multiplier would be 1.6.

Wages for both the construction and operations phases were determined by consulting the *Occupational Employment and Wage Estimates May 2023* for the State of Kansas published by the U.S. Department of Labor.

Construction-Phase

According to the project developer, construction cost estimates for the Colby STAR Bond District in Colby, Kansas total \$112.33 million, including \$5.0 million in sitework, \$93.83 million for Phase 1 and \$13.5 million for Phase 2. Soft costs are an additional \$1.0 million. Construction cost estimates for each project component are outlined in the table below.

Colby STAR Bond District Construction Budget

Project Component	Cost Estimate
Sitework	
Sitework, Infrastructure & Utilities	5,000,000
Phase 1	
Multi-Purpose Arena and Equestrian Center & RV Park	\$45,000,000
Oasis Travel Center Renovation	\$2,600,000
City Limits Convention Center Reimagine	\$1,200,000
New Holiday Inn Express Hotel	\$14,000,000
New Comfort Inn & Suites	\$11,000,000
Third Hotel	\$16,000,000
Conversion of Existing Comfort Inn	\$530,000
Conversion of Existing Holiday Inn Express	\$1,500,000
Restaurant	\$2,000,000
Total Phase 1 Construction Costs	\$93,830,000
Phase 2	
Wind, Weather and Tornado Exhibit	\$8,000,000
Amusement Center	\$3,000,000
Restaurant and Retail Pad Sites	\$2,500,000
Total Phase 2 Construction Costs	\$13,500,000
Total Project Construction Costs	\$112,330,000

The *Occupational Employment and Wage Estimates May 2023* for the State of Kansas published by the U.S. Department of Labor quoted an annual mean wage for all construction related occupations in the State of Kansas of \$55,010. The mean annual wages for specific construction related jobs include \$75,690 for first-line supervisors, \$52,430 for carpenters, \$41,790 for construction laborers, \$45,460 for drywall installers, \$62,080 for electricians, \$46,610 for painters, \$62,930 for plumbers, \$49,600 for structural iron and steel works, \$50,650 for roofers.

The State of Kansas has a two-bracket structure for individual state income taxes (5.20 percent and 5.58 percent, respectively). A tax rate of 5.2 percent applies to income of less than \$23,000 for singles and \$46,000 for married couples filing jointly. The higher bracket includes incomes over \$23,000 for singles and \$46,000 for married couples filing jointly with taxes calculated for

singles at \$1,196 plus 5.58 percent for income over \$23,000 for singles, and \$2,392 plus 5.25 percent for income over \$46,000 for married couples filing jointly.

Kansas allows itemized deductions and taxpayers can claim the same itemized deductions reported on the Federal return. Standard deductions under the Tax Reform Law amount to \$3,605 for singles or married filing separately and \$8,240 for married couples filing jointly. This analysis applied a standard deduction for singles of \$3,605, plus a personal exemption of \$9,160.

Total hard construction costs for the proposed Colby STAR Bond District are estimated at \$112.33 million. The economic benefits associated with the construction phase are estimated at a total economic output of \$157.3 million, direct and indirect job creation of 927 full-time equivalent jobs, and \$51.5 million in payroll. State personal income tax collections generated from the construction phase are estimated at \$2.13 million.

Construction-Phase Economic Impact Estimates Colby, Kansas STAR Bond District

Project Totals	
Direct Construction Expenditures	\$112,330,000
Total Economic Impact	\$157,262,000
Job Creation	
Direct	677
Indirect	250
Total	927
Payroll	
Direct	\$36,649,955
Indirect	\$14,803,838
Total	\$51,453,793
State Income Taxes	\$2,130,071

Source: Canyon Research Southwest, Inc.

Visitation at stabilized year for the Project District's two principal attractions is estimated at 136,000 to 154,000 visitors, including 97,700 to 110,250 visitors traveling more than 100 miles away. Total lodging demand is estimated at 65,000 to 73,500 annual room nights, sufficient to support 274 to 310 hotel rooms. The proposed Colby, Kansas STAR Bond District is designed for three new hotels totaling 267 guest rooms. These lodging supply and demand forecasts illustrate the significant impact the Colby STAR Bond District will have on the Colby and Northwest Kansas hotel markets and the potential for existing area hotels to capture the excess room demand generated by out-of-town visitors to the Project District.

Operations-Phase

Economic impacts realized through the operation of the proposed Colby STAR Bond District include jobs, payroll, spending, and taxes. The entire project will be constructed in two phases with operations anticipated to commence by mid-2025 and the final project components are estimated to open by Spring 2028.

Jobs and Income – these impacts estimate new jobs and the associated income earned by residents because of the new spending generated by the proposed Colby STAR Bond District. For example, spending captured at local restaurants will support that industry's employment base and will lead to income for its employees.

Spending - for the proposed Colby STAR Bond District includes the actual spending by attendees for the purchase of tickets, food and drinks, merchandise, and other items, both within the facility and throughout the city. The spending that is captured locally is part of the overall project's economic impact. This spending can be separated into gross and net impacts. Gross impacts include the spending by residents, as described above, and can be considered the full economic activity associated with a facility. This spending by residents is "transfer spending" that would have otherwise been spent locally, although some would leave the area for entertainment in other markets. Net impacts, which are a subset of gross impacts, only include the spending by non-local residents.

Stabilized year gross expenditures generated by visitors to the Colby STAR Bond District are estimated at \$35.4 million to \$40.0 million, captured both within the Project District and by off-site businesses.

The operational phase of the Colby STAR Bond District is estimated to generate stabilized year net expenditures of \$46.6 million, yielding net economic impact of \$65.2 million in total economic output.

The *Occupational Employment and Wage Estimates May 2023* for the State of Kansas published by the U.S. Department of Labor quoted an annual mean wage of \$56,270 for all workers in Kansas. Average mean wages for select occupations include \$26,800 for cashiers, \$35,100 for retail salespersons, \$19,710 for food preparation and serving, \$56,990 for chefs, \$68,720 for food service managers, \$32,280 for restaurant cooks, \$34,520 for servers, \$31,350 for bartenders, \$67,090 for lodging managers, \$27,470 for hotel desk clerks, \$29,170 for housekeepers, \$48,210 for first-line supervisors of entertainment and recreation, \$24,960 for amusement and recreation attendants, and \$49,240 for maintenance workers.

As outlined in the table on the following page, the Colby STAR Bond District is forecast to generate stabilized year employment of 230 FTE direct and indirect jobs, \$7.8 million in annual payroll, and \$255,943 in State personal income tax collections.

Operations-Phase Economic Impact Estimates Colby, Kansas STAR Bond District

Project Totals	
Total Net Economic Impact of Operations	
Stabilized Year Net Expenditures	\$46,551,785
Total Net Output	\$65,172,499
Job Creation	
Direct	152
Indirect	78
Total	230
Payroll	
Direct	\$4,472,500
Indirect	\$3,344,411
Total	\$7,816,911
State Income Taxes	\$255,943

Source: Canyon Research Southwest, Inc.

Another element of economic activity generated by operations of the Colby STAR Bond District is the expenditures captured on-site by out-of-town attendees on items such as lodging, meals, and entertainment. At build-out and stabilization, out-of-state attendance to the Colby STAR Bond District is estimated at 51,500 to 58,000 visitors. Direct tourism expenditures by out-of-state visitors to the proposed Colby, Kansas STAR Bond District are estimated at \$13.4 million to \$15.1 million annually.

Visitation at stabilized year for the Project District's two principal attractions is estimated at 136,000 to 154,000 visitors. Regional visitors traveling more than 100 miles are forecast to account for 72 percent of total visitation, totaling 97,700 to 110,250 visitors. Assuming 60 percent of these visitors stay overnight, 1.8 guests per room, and an average stay of two nights, total annual demand for overnight accommodation is estimated at 65,000 to 73,500 room nights. At an average annual occupancy rate of 65 percent, the estimated room night demand is enough to support 274 to 310 hotel rooms. The proposed Colby, Kansas STAR Bond District is designed for three new hotels totaling 267 guest rooms. These lodging supply and demand forecasts illustrate the significant impact the Colby STAR Bond District will have on the Colby and Northwest Kansas hotel markets and the potential to support additional hotel development.

To conclude, the proposed Colby STAR Bond District will contribute significantly to the state and local economy by generating construction and permanent jobs; attracting out-of-state visitors, spending, and lodging demand; strengthening the Northwest Kansas region's status as a tourist destination; and yielding state income tax revenues.

Return on Investment

KSA 12-17,166(b)(12) requires the expected return on state and local investment that the project is anticipated to produce. During the operational phase of the Colby STAR Bond District the State of Kansas will benefit from payroll taxes on jobs created as well as expenditures by out-of-state visitors.

The Colby STAR Bond District will be developed in two phases with the initial project components anticipated to open by mid-2025 and full build-out estimated by Spring 2028. The construction phase is estimated to generate State of Kansas personal income tax revenues of \$2,130,071. During 2025, only four hotels will be operating within the Project District, yielding an annual payroll of \$3.29 million and State personal income tax collections of \$113,574. At build-out and stabilization, the Colby STAR Bond District is forecast to generate annual payroll of \$7.8 million, yielding State personal income tax collections of \$255,943. Throughout the 20-year maturity of the STAR Bond District, State personal payroll tax collections associated with the operations-phase total \$5.8 million.

Throughout the 20-year maturity of the proposed Colby STAR Bond District, the construction and operational phases are forecast to generate State of Kansas personal income taxes totaling \$7.9 million and gross State, County, and City sales collections on existing and proposed businesses are estimated to total \$108.8 million. Therefore, the construction and operations phases are anticipated to generate a return on investment of 7.3 percent in the form of personal income taxes.

The Colby STAR Bond District Phase 1 is scheduled to open by early 2025 with Phase 2 opening by early 2028. At build-out and stabilized operations by 2030, total visitation is estimated at 136,000 to 154,000. By 2030, annual gross expenditures generated by visitors to the Colby STAR Bond District are estimated at \$35.4 million to \$40.0 million.

At stabilization, given the regional market area supported by the Multi-Purpose Arena and Equestrian Center and Wind, Weather, and Tornado Exhibit, out-of-state residents to the Colby STAR Bond District residing outside of a 100-mile radius are forecast to account for 38 percent of total visitation, or 51,500 to 58,000 visitors annually. Under the conservative scenario, direct tourism expenditures by out-of-state visitors to the proposed Colby, Kansas STAR Bond District are estimated at \$13.4 million. The on-site capture of these out-of-state visitor expenditures are estimated at \$6.8 million to \$7.5 million. Estimated out-of-state visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District are \$5.9 million to \$6.6 million, illustrating the positive impact the Project District will have on other area businesses.

Kansas is estimated to capture 80 percent of day trip expenditures and 65 percent of overnight visitor expenditures spent outside of the proposed Colby, Kansas STAR Bond District, equating to \$4.0 million to \$4.4 million in annual expenditures by out-of-state visitors. At the sales tax rate of 6.5 percent, the State of Kansas is estimated to collect \$258,205 to \$287,967 in annual sales tax revenue from out-of-state visitor expenditures outside of the Colby, Kansas STAR Bond District.

Thomas County is estimated to capture 10 percent of Kansas visitor expenditures, or \$397,239 to \$443,025 in annual expenditures by visitors to the Project District. At the sales tax rate of 1.75 percent, Thomas County is estimated to collect sales tax revenues of \$6,952 to \$7,753 annually.

**Estimated Sales Tax Collections
Out-of-State Visitor Expenditures Outside of Colby District**

Jurisdiction	Sales Tax	Visitor	Expenditures		Sales	Tax
	Rate	Low	High		Low	High
State of Kansas	6.50%	\$3,972,389	\$4,430,258		\$258,205	\$287,967
Thomas County	1.15%	\$397,239	\$443,025		\$6,952	\$7,753

STAR BOND REVENUE PROJECTIONS

STAR Bond financing is being sought to fund a portion of the proposed Colby STAR Bond District. The STAR Bond program provides municipalities in Kansas the opportunity to issue bonds to finance the development of major commercial entertainment and tourism areas and use sales tax revenue generated by the development to pay off the bonds. STAR bonds possess a 20-year term that commences from the date of the approval of the Project Plan.

This section of the study quantifies the STAR bond revenue projections and supportable bond debt associated with operation of the Colby STAR Bond District by preparing an amortization schedule using estimated STAR Bond sales tax revenue streams available through maturity of the 20-year term. This analysis assumed that by 2025 the Project Plan will be activated and generate sales tax revenues. Thus, STAR Bond sales tax revenues were forecast from 2025 through 2044.

STAR Bond Revenues

The STAR Bond Act allows for the pledge of 100 percent of the tax increment revenue received by the city from any local sales and use taxes, including the city's share of any county sales tax, which are collected within the STAR bond project district. The STAR Bond financing for the Colby STAR Bond District will be repaid by certain incremental retail sales and transient lodging taxes.

Taxable retail sales generated by businesses operating in the Project District are subject to a sales tax rate of 9.0 percent consisting of 6.50 percent for the State of Kansas (per KSA 12-17, 169(a)(1)(F) in a new district with existing sales tax revenue the State's captured sales tax rate is 90% of the overall 6.5% sales tax rate, or 5.85%), 0.82 percent for Thomas County (City receives approximately 47% of the total revenue from the 1.75% Thomas County sales tax rate), and 0.0 percent for the City of Colby (0.75% is dedicated to the Colby Event Center and is not eligible for STAR Bond capture). Therefore, the effective STAR Bond eligible sales tax rate is 6.6725 percent.

STAR Bond Effective Sales Tax Rate Colby, Kansas STAR Bond Project District

Taxing Jurisdiction	Tax Rate	% Allocation	STAR Bond Dedicated
State of Kansas	6.50%	90.0%	5.8500%
Thomas County	1.75%	47.0%	0.8225%
City of Colby – Colby Event Center	0.75%	0.0%	0.0000%
Total Tax Rate		9.00%	6.6725%

RESOLUTION NO. 1172 states that effective on the 1st day of January 2022, a transient guest tax of 6.5% upon the gross receipts derived from or paid by transient guests for sleeping accommodation, exclusive of charges for incidental services and facilities, in any hotel, motel, bed & breakfast, or tourist court located within the City of Colby, Kansas. The tax hereby levied shall be administered and collected by the Kansas Department of Revenue, and the revenue therefrom shall be distributed in accordance with the provisions of K.S.A. 12-1696, et seq. Five percent (5%) of money received from such taxes shall be dedicated to a tourism and convention promotion fund of the City. The remaining 1.5% shall be allocated to the City of Colby General Fund for operation

of the Event Center. Base year sales for the existing Comfort Inn (\$2,063,025) and Holiday Inn Express (\$2,983,593) amount to \$5,046,618. Lodging sales generated from within the Project District were forecast at \$5.4 million in 2025, \$9.5 million in 2026, \$10.6 million in 2027, \$12.7 million in 2028, \$13.3 million in 2029, and \$ 13.9 million in 2030.

The executed Memorandum of Understanding with the City of Colby states that STAR Bonds will be secured by a pledge of not less than 95 percent of the 6.5 percent incremental transient guest tax revenues generated from within the District can be made available by the City for repayment of STAR Bonds. If required to enable the aforementioned terms outlined in the memorandum of understanding, the City will consider an amendment to Resolution No. 1172, or a new ordinance or resolution governing the collection of transient guest taxes in the district.

Base year sales for the existing City Limits/Convention Center, Comfort Inn, and Holiday Inn Express total \$6,671,618. By removing the 0.75% sales tax dedicated to the Colby Event Center as well as the portion of the county sales tax allocated to the city, the base year sales are reduced \$653,060 to \$6,018,558. Incremental sales are calculated by subtracting base year sales.

Base Year Taxable Sales

Project Component	Base Year Sales
City Limits / Convention Center	\$1,725,000
Existing Comfort Inn	\$2,063,025
Existing Holiday Inn Express	\$2,983,593
Less: Colby Event Center Sales Tax	-\$653,060
Total Base Year Taxable Sales	\$6,018,558

The *Market Impact Study* section of the study estimated conservative and optimistic annual retail sales revenues at build-out and stabilization of the Colby, Kansas STAR Bond District. For this analysis, the conservative retail sales forecasts were applied. As outlined in the table on page 105, taxable sales through stabilization are estimated at \$5.4 million in 2025; \$16.1 million in 2026; \$30.4 million in 2027; \$41.3 million in 2028; \$44.4 million at stabilization in 2029; and \$46.1 million in 2030.

From 2005 through 2024 the Consumer Price Index (“CPI”) rose at an average annual rate of 2.46 percent. Throughout the 20-year term of the STAR Bond the District retail and lodging sales are escalated at an annual rate of 2.5 percent.

The Colby STAR Bond District will also collect STAR Bond revenues from incremental sales generated by the existing businesses operating within the portion of the District north of Interstate 70. According to the Kansas Department of Revenue, from December 1, 2023 through November 31, 2024, sales tax collections for the District’s existing businesses totaled \$6,356,686, equating to taxable sales of \$77.05 million. Accounting for the impact of out-of-town visitors on the District, sales for the existing businesses are forecast to increase 2.5 percent during 2025 and 2026, 5.0 percent in 2027 and 2028 upon opening of the District’s destination attractions, and 2.5 percent annually thereafter.

As outlined in the table on page 106, throughout the statutory 20-year STAR bond maturity period the gross Sales Tax Special Obligation Bond revenues generated by the Colby STAR Bond District are estimated at \$108.8 million.

**Estimated Retail Sales Through Stabilization
Proposed Colby STAR Bond District**

Component	Opening Date	Gross Sales					
		2025	2026	2027	2028	2029	2030
Phase 1							
Multi-Purpose Arena & RV Park	6/1/2027	\$0	\$0	\$1,312,500	\$2,700,000	\$3,000,000	\$3,075,000
New Comfort Inn	4/1/2025	\$1,265,625	\$2,025,000	\$2,250,000	\$2,306,250	\$2,363,906	\$2,423,004
New Holiday Inn Express	6/1/2025	\$1,312,500	\$2,700,000	\$3,000,000	\$3,075,000	\$3,151,875	\$3,230,672
Oasis Travel Center	5/1/2026	\$0	\$5,500,000	\$9,900,000	\$11,000,000	\$11,275,000	\$11,556,875
New Restaurant	5/1/2027	\$0	\$0	\$1,400,700	\$1,890,000	\$2,100,000	\$2,152,500
Third New Hotel	1/1/2028	\$0	\$0	\$0	\$1,875,000	\$2,250,000	\$2,500,000
Renovated Event Space	6/1/2026	\$0	\$1,137,435	\$2,080,000	\$2,600,000	\$2,665,000	\$2,731,625
Quality Inn Conversion	6/1/2025	\$1,377,066	\$2,124,738	\$2,360,820	\$2,419,841	\$2,480,337	\$2,542,345
La Quinta Inn Conversion	7/1/2025	\$1,471,680	\$2,649,024	\$2,943,360	\$3,016,944	\$3,092,368	\$3,169,677
Total Gross Sales		\$5,426,871	\$16,136,197	\$25,247,380	\$30,883,035	\$32,378,485	\$33,381,697
Phase 2							
Wind, Weather & Tornado Exhibit	4/1/2028	\$0	\$0	\$0	\$825,000	\$990,000	\$1,100,000
Amusement Center	4/1/2028	\$0	\$0	\$0	\$1,125,000	\$1,350,000	\$1,500,000
Fast-Food Restaurant	5/1/2027	\$0	\$0	\$1,400,700	\$1,890,000	\$2,100,000	\$2,152,500
Casual Dining Restaurant	5/1/2027	\$0	\$0	\$1,667,500	\$2,250,000	\$2,500,000	\$2,562,500
Retail Shops	5/1/2027	\$0	\$0	\$2,134,400	\$2,880,000	\$3,200,000	\$3,280,000
Fast-Food Restaurant	5/1/2028	\$0			\$1,400,700	\$1,890,000	\$2,100,000
Total Gross Sales		\$0	\$0	\$5,202,600	\$10,370,700	\$12,030,000	\$12,695,000
Total Gross Sales		\$5,426,871	\$16,136,197	\$30,449,980	\$41,253,735	\$44,408,485	\$46,076,697

STAR Bond Sales Tax Revenue Estimates Colby, Kansas STAR Bond District

Year	Existing Businesses	New Projects						Base Year Lodging Sales	Lodging Forecast Lodging Sales	Revenues Incremental Lodging Sales	Lodging Taxes 6.175%	Total STAR Bond Revenues	
		Incremental Sales	Sales Tax Revenue 6.6725%	Base Year Sales	Forecast Retail Sales	Incremental Sales	Sales Tax Revenue 6.6725%						
2025	\$1,926,269	\$128,530		\$6,018,558	\$15,035,553	\$9,016,995	\$601,659		\$5,046,618	\$5,426,871	\$380,253	\$23,481	\$753,670
2026	\$5,875,120	\$392,017		\$6,018,558	\$25,158,762	\$19,140,204	\$1,277,130		\$5,046,618	\$9,498,762	\$4,452,144	\$274,920	\$1,944,067
2027	\$10,021,414	\$668,679		\$6,018,558	\$34,784,180	\$28,765,622	\$1,919,386		\$5,046,618	\$10,554,180	\$5,507,562	\$340,092	\$2,928,157
2028	\$12,198,219	\$813,926		\$6,018,558	\$41,864,285	\$35,845,727	\$2,391,806		\$5,046,618	\$12,693,035	\$7,646,417	\$472,166	\$3,677,899
2029	\$14,429,443	\$962,805		\$6,018,558	\$44,871,985	\$38,853,427	\$2,592,495		\$5,046,618	\$13,338,487	\$8,291,869	\$512,023	\$4,067,322
2030	\$16,716,448	\$1,115,405		\$6,018,558	\$46,551,785	\$40,533,227	\$2,704,580		\$5,046,618	\$13,865,698	\$8,819,080	\$544,578	\$4,364,563
2031	\$19,060,628	\$1,271,820		\$6,018,558	\$47,715,580	\$41,697,022	\$2,782,234		\$5,046,618	\$14,212,340	\$9,165,722	\$565,983	\$4,620,038
2032	\$21,463,413	\$1,432,146		\$6,018,558	\$48,908,469	\$42,889,911	\$2,861,829		\$5,046,618	\$14,567,649	\$9,521,031	\$587,924	\$4,881,899
2033	\$23,926,267	\$1,596,480		\$6,018,558	\$50,131,181	\$44,112,623	\$2,943,415		\$5,046,618	\$14,931,840	\$9,885,222	\$610,412	\$5,150,307
2034	\$26,450,693	\$1,764,922		\$6,018,558	\$51,384,460	\$45,365,902	\$3,027,040		\$5,046,618	\$15,305,136	\$10,258,518	\$633,463	\$5,425,426
2035	\$29,038,229	\$1,937,576		\$6,018,558	\$52,669,072	\$46,650,514	\$3,112,756		\$5,046,618	\$15,687,765	\$10,641,147	\$657,091	\$5,707,422
2036	\$31,690,454	\$2,114,546		\$6,018,558	\$53,985,799	\$47,967,241	\$3,200,614		\$5,046,618	\$16,079,959	\$11,033,341	\$681,309	\$5,996,468
2037	\$34,408,984	\$2,295,939		\$6,018,558	\$55,335,444	\$49,316,886	\$3,290,669		\$5,046,618	\$16,481,958	\$11,435,340	\$706,132	\$6,292,741
2038	\$37,195,478	\$2,481,868		\$6,018,558	\$56,718,830	\$50,700,272	\$3,382,976		\$5,046,618	\$16,894,007	\$11,847,389	\$731,576	\$6,596,420
2039	\$40,051,634	\$2,672,445		\$6,018,558	\$58,136,800	\$52,118,242	\$3,477,590		\$5,046,618	\$17,316,357	\$12,269,739	\$757,656	\$6,907,691
2040	\$42,979,194	\$2,867,787		\$6,018,558	\$59,590,220	\$53,571,662	\$3,574,569		\$5,046,618	\$17,749,266	\$12,702,648	\$784,388	\$7,226,744
2041	\$45,979,942	\$3,068,012		\$6,018,558	\$61,079,976	\$55,061,418	\$3,673,973		\$5,046,618	\$18,192,997	\$13,146,379	\$811,789	\$7,553,774
2042	\$49,055,710	\$3,273,242		\$6,018,558	\$62,606,975	\$56,588,417	\$3,775,862		\$5,046,618	\$18,647,822	\$13,601,204	\$839,874	\$7,888,979
2043	\$52,208,372	\$3,483,604		\$6,018,558	\$64,172,150	\$58,153,592	\$3,880,298		\$5,046,618	\$19,114,018	\$14,067,400	\$868,662	\$8,232,564
2044	\$55,439,850	\$3,699,224		\$6,018,558	\$65,776,454	\$59,757,896	\$3,987,346		\$5,046,618	\$19,591,868	\$14,545,250	\$898,169	\$8,584,739
Totals		\$38,040,974					\$58,458,226					\$12,301,690	\$108,800,891

Source: Canyon Research Southwest, Inc.; July 2025.

Supportable Bond Debt Estimates

The STAR Bond funding capacity of the proposed Colby, Kansas STAR Bond District was determined through calculating the net present value of the annual Sales Tax Special Obligation Bond (“STAR”) revenues throughout the maturity of the project plan. This report assumed that all STAR bond revenue would be used to pay bond debt. The net present value of sales tax revenues was calculated using an annual sales growth rate of 2.5 percent, debt service reserve and bond issuance costs of 12.0 percent, debt coverage ratio of 1.30 and a discount (“yield”) rate of 5.0 percent. The 5.0 percent discount rate was based on: (1) the yield paid by the City of Colby on recent municipal bond issuances; (2) the current average yield for 20-year municipal bonds; and (3) the yields for recently issued municipal bonds in the State of Kansas.

As depicted in the table on page 108, throughout the statutory 20-year STAR bond maturity period the gross Sales Tax Special Obligation Bond revenues generated by the proposed Colby STAR Bond District are estimated at \$108.8 million. Accounting for the State’s administration fee not to exceed \$200,000, bond issuance costs, and reserve fund allocation, net present value proceeds of \$40.9 million are available to service bond principal and interest payments.

KSA 12-17,166(b)(15) requires the calculation of anticipated principal and interest payment schedule on the bond issue. As outlined by the loan amortization schedule on page 109, at a 5.0 percent interest rate, throughout the statutory 20-year STAR bond maturity period the net Sales Tax Special Obligation Bond revenues generated by the proposed Colby STAR Bond District of \$108.8 million are sufficient to cover \$40.9 in STAR Bond obligations. Through repayment of the STAR Bond obligations the debt service coverage between net Sales Tax Special Obligation Bond revenues and debt service is 165 percent, which exceeds the minimum target of 130 percent.

Under KSA 12-17,166(b)(1), the proposed Colby STAR Bond District’s projected STAR Bond revenue and tax increment revenue and other available revenues under K.S.A. 12-17,169, and amendments thereto, are expected to exceed or be sufficient to pay for the project costs.

The Kansas STAR Bond Act requires that the Feasibility Study to include a full disclosure and description of all state, federal, and local tax incentives that apply or, pursuant to the project plan, are anticipated to apply within the STAR Bond District or that apply to any business located in or, pursuant to the project plan, that will be in the district.

As of the date of this study, the Developer is not aware of any additional state, federal, or local tax incentives that presently apply to the District, or that presently apply to any business that will locate in the District.

KSA 12-17,166(b)(16) requires a summary of community involvement, participation, and support for the STAR bond project. The Developer and City have collaborated to foster the growth and development of the District, and transformation of what is currently vacant land into a productive asset and tourism destination for the City. The City’s involvement, participation, and support of the District will be a key catalyst in promoting tourism and retail spending in the City.

Supportable STAR Bond Debt Estimates
Colby, Kansas STAR Bond District

Year	Gross Revenue	Present Value 5.0%	Net Present Value	Less: Debt Coverage 1.30	Net Proceeds
2025	\$753,670	0.952381	\$717,781	\$165,642	\$552,139
2026	\$1,944,067	0.907029	\$1,763,326	\$406,921	\$1,356,404
2027	\$2,928,157	0.863838	\$2,529,453	\$583,720	\$1,945,733
2028	\$3,677,899	0.822702	\$3,025,814	\$698,265	\$2,327,550
2029	\$4,067,322	0.783526	\$3,186,853	\$735,428	\$2,451,425
2030	\$4,364,563	0.746215	\$3,256,902	\$751,593	\$2,505,309
2031	\$4,620,038	0.710681	\$3,283,373	\$757,701	\$2,525,671
2032	\$4,881,899	0.676839	\$3,304,260	\$762,521	\$2,541,738
2033	\$5,150,307	0.644609	\$3,319,935	\$766,139	\$2,553,796
2034	\$5,425,426	0.613913	\$3,330,739	\$768,632	\$2,562,107
2035	\$5,707,422	0.584679	\$3,337,010	\$770,079	\$2,566,931
2036	\$5,996,468	0.556837	\$3,339,056	\$770,551	\$2,568,504
2037	\$6,292,741	0.530321	\$3,337,173	\$770,117	\$2,567,056
2038	\$6,596,420	0.505068	\$3,331,641	\$768,840	\$2,562,801
2039	\$6,907,691	0.481017	\$3,322,717	\$766,781	\$2,555,936
2040	\$7,226,744	0.458112	\$3,310,658	\$763,998	\$2,546,660
2041	\$7,553,774	0.436297	\$3,295,689	\$760,544	\$2,535,145
2042	\$7,888,979	0.415520	\$3,278,028	\$756,468	\$2,521,560
2043	\$8,232,564	0.395720	\$3,257,790	\$751,798	\$2,505,992
2044	\$8,584,739	0.376890	\$3,235,502	\$746,654	\$2,488,848
Total	\$108,800,891		\$60,763,700	\$14,022,392	\$46,741,307
Less: Bond Issuance Costs (12%)					
-\$5,608,957					
Less: State Administrative Fee					
-\$200,000					
STAR Bond Proceeds Available for Debt Service					
\$40,932,351					

Source: Canyon Research Southwest, Inc.; July 2025.

STAR Bond Debt Service Amortization Schedule
Colby, Kansas STAR Bond District

	STAR Bond	Less: Adm. Fee	Net STAR Bond	Debt	Interest	Principal	Loan	Debt Service
Period	Revenue	2%	Proceeds	Service	Payments	Reduction	Balance	Coverage
Bond PAR Value	\$40,900,000							
2025	\$753,670	\$200,000	\$553,670	\$3,281,922	\$2,045,000	\$1,236,922	\$39,663,078	17%
2026	\$1,944,067		\$1,944,067	\$3,281,922	\$1,983,154	\$1,298,768	\$38,364,310	59%
2027	\$2,928,157		\$2,928,157	\$3,281,922	\$1,918,216	\$1,363,706	\$37,000,604	89%
2028	\$3,677,899		\$3,677,899	\$3,281,922	\$1,850,030	\$1,431,892	\$35,568,712	112%
2029	\$4,067,322		\$4,067,322	\$3,281,922	\$1,778,436	\$1,503,486	\$34,065,226	124%
2030	\$4,364,563		\$4,364,563	\$3,281,922	\$1,703,261	\$1,578,661	\$32,486,566	133%
2031	\$4,620,038		\$4,620,038	\$3,281,922	\$1,624,328	\$1,657,594	\$30,828,972	141%
2032	\$4,881,899		\$4,881,899	\$3,281,922	\$1,541,449	\$1,740,473	\$29,088,499	149%
2033	\$5,150,307		\$5,150,307	\$3,281,922	\$1,454,425	\$1,827,497	\$27,261,002	157%
2034	\$5,425,426		\$5,425,426	\$3,281,922	\$1,363,050	\$1,918,872	\$25,342,130	165%
2035	\$5,707,422		\$5,707,422	\$3,281,922	\$1,267,107	\$2,014,815	\$23,327,315	174%
2036	\$5,996,468		\$5,996,468	\$3,281,922	\$1,166,366	\$2,115,556	\$21,211,759	183%
2037	\$6,292,742		\$6,292,742	\$3,281,922	\$1,060,588	\$2,221,334	\$18,990,425	192%
2038	\$6,596,420		\$6,596,420	\$3,281,922	\$949,521	\$2,332,401	\$16,658,024	201%
2039	\$6,907,691		\$6,907,691	\$3,281,922	\$832,901	\$2,449,021	\$14,209,004	210%
2040	\$7,226,744		\$7,226,744	\$3,281,922	\$710,450	\$2,571,472	\$11,637,532	220%
2041	\$7,553,774		\$7,553,774	\$3,281,922	\$581,877	\$2,700,045	\$8,937,487	230%
2042	\$7,888,979		\$7,888,979	\$3,281,922	\$446,874	\$2,835,047	\$6,102,440	240%
2043	\$8,232,564		\$8,232,564	\$3,281,922	\$305,122	\$2,976,800	\$3,125,640	251%
2044	\$8,584,739		\$8,584,739	\$3,281,922	\$156,282	\$3,125,640	(\$0)	262%
	\$108,800,891	\$200,000	\$108,600,891	\$65,638,436				165%

Source: Canyon Research Southwest, Inc.; July 2025.

Notes: The net present value was calculated using an annual sales growth rate of 2.5 percent, debt service reserve and bond issuance costs of 12%, debt coverage ratio of 1.30 and a discount ("yield") rate of 5%.