

# NOTHING TO DO?

IMAGINE INDOOR CONCERTS, YEAR-ROUND MOTORSPORTS AND INCREASED LOCAL SPENDING.

THIS FACILITY WILL ATTRACT...



**BIGGER, BETTER  
CONCERTS**



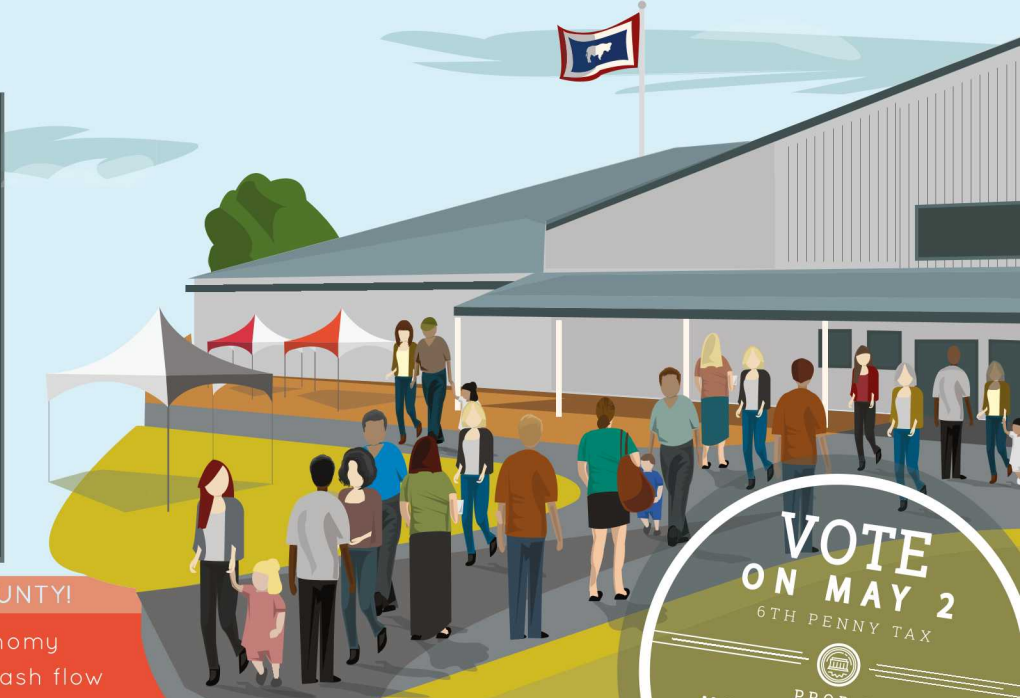
**SPORTSMAN  
EXPOS**



**MONSTER TRUCK  
SHOWS**



**BUSINESS  
CONVENTIONS**



PLUS, AN ECONOMIC BOOST FOR LARAMIE COUNTY!

- \$10 million annual addition to our local economy
- Self-sustaining infrastructure with positive cash flow

## BUILDING BASICS

- 100,700 sq.ft. multi-purpose facility
- Room for up to 6,800 people (in exhibit booth mode) or 4,000 in arena mode
- Fully self sustaining
- Creates usable event space for activities year round
- Located at the Archer Complex, just minutes East of Cheyenne
- Completion would be one big step toward bringing the 2014 Archer Complex master vision plan to life
- Conveniently located off Interstate 80

## KEY DATES

- Early voting starts March 23
- Voting takes place May 2



## ECONOMIC IMPACT

- Would generate approximately \$10M in annual direct, indirect and induced spending
- Would generate \$360,000 in yearly tax revenue

**\$360,000**

IN YEARLY TAX REVENUE



**\$10 MIL.**

IN ANNUAL DIRECT,  
INDIRECT AND INDUCED  
SPENDING



COUNTY, STATE & LODGING TAX

**\$362,000**

IN ITS FIRST YEAR

**\$462,000**

PROJECTED BY 2023



FIND OUT MORE AT [ARCHEREXPO.COM](http://ARCHEREXPO.COM)

PAID FOR BY THE LARAMIE COUNTY FAIR BOARD

SOURCE: JOHNSON CONSULTING



## COMMUNITY COMPARISONS

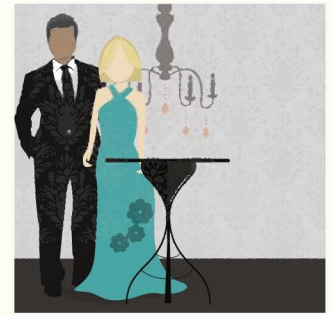
- The Cheyenne Ice and Events Center is 17,000 sq.ft. and can seat up to 2,000 spectators for sporting events  
In comparison, the proposed building is 83,700 sq.ft. larger and can accommodate a crowd three times the size of the Event Center's maximum capacity
- The Exhibition Hall at Frontier Park is 30,000 sq.ft.  
In comparison, the proposed building is 70,700 sq.ft. larger

**ARCHER EXPO CENTER IS 83,700 SQ. FT. LARGER THAN CHEYENNE'S LARGEST EVENT CENTER**



## WHAT EVENTS COULD A BUILDING OF THIS SIZE SUPPORT?

- Business conventions
- Concerts
- Custom car shows
- Emergency rescue training and housing
- Flea market
- Fundraising galas/events
- High school and community college graduations
- Home and Garden Shows
- Horse expos and stock shows
- Local, state and national high school rodeos
- Monster truck shows
- Outdoor/sportsman expos
- Restaurant Association food service expos
- Tractor pulls



FIND OUT MORE AT [ARCHEREXPO.COM](http://ARCHEREXPO.COM)