

Multi-Use Agricultural Event Center

Rolling Hills Site Proposal



May 26, 2022

Multi-Use Agricultural Event Center Rolling Hills Site Proposal

Timeline

November 8, 2016

Parks & Recreation Facilities Bond including \$5 million dollar allocation for Multi-Use Agricultural Event Center(MUAEC) passes by a margin of 71% “for” to 29% “against.”

January 2017 - December 2018

- County staff considered county-owned properties as potential MUAEC sites.
- Similar NC facilities–their features, uses, and financial performance–were reviewed.
- Municipal partnerships were explored.

February 2019

Winter work session presentation on MUAEC concepts and potential sites, emphasis on Tanglewood sites.

February 2021

Tanglewood site explored as destination of MUAEC; RFQ published for Design/Build team.

May 2021

Design/Build firms considered to develop and ultimately construct MUAEC project.



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Timeline (Cont.)

July 27, 2021

Public input session @ Tanglewood Park w/ Tanglewood Farms owner and clients

July 28, 2021

Public input session @ Tanglewood Park Red Barn

August 4, 2021

Public input session @ Forsyth County Government Center on Tanglewood site

August 18 – September 12, 2021

Public input online survey data collected

September 16, 2021

Staff report to County Commissioners on input received regarding proposed Tanglewood site



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Timeline (Cont.)

October 2021

Commissioners direct staff to seek a location other than Tanglewood for the MUAEC.

February 3, 2022

County Management present Rolling Hills site to regular meeting of Village of Tobaccoville Council.

March 15, 2022

1st Public input session at Tobaccoville Community Center on County's "Rolling Hills" site.

March 30, 2022

2nd Public input session at Tobaccoville Community Center on County's "Rolling Hills" site.

March 15 – 30, 2022

Public input online data collected



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Public Meeting Results

- More in support than in opposition

Example of Pros

Walking/Biking/Horse Trails
Equestrian Activity
Better NC Coop Location
Low Density Development
Increase Village Activity
Demonstration Gardens
Youth Activities
Unique To Tobaccoville
Regional Attention From County
Emergency Animal Shelter

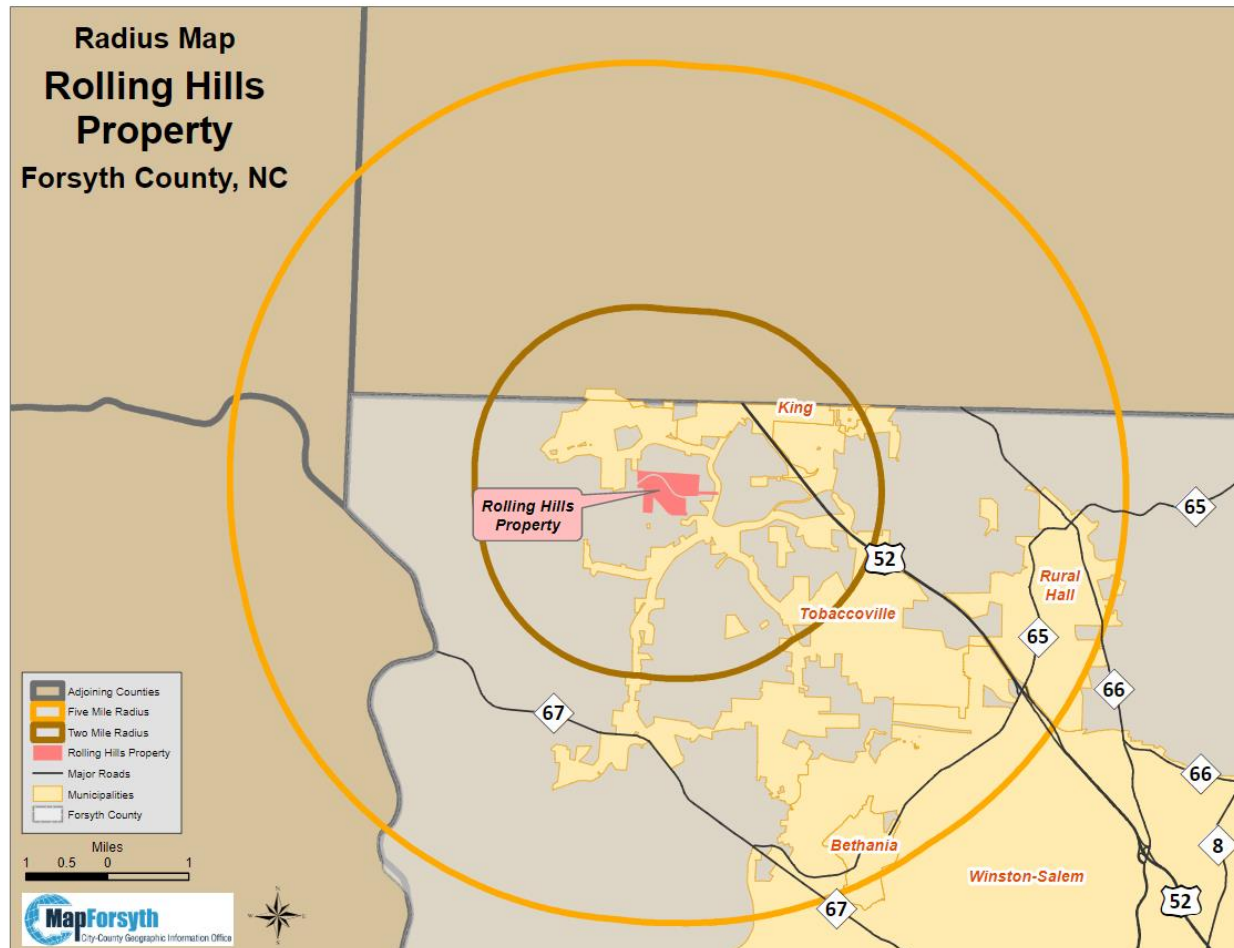
Example of Concerns

Traffic
Noise
Attracts People Countywide
Property Value Impact
Late Night Events
Increased Taxes
Livestock Odor



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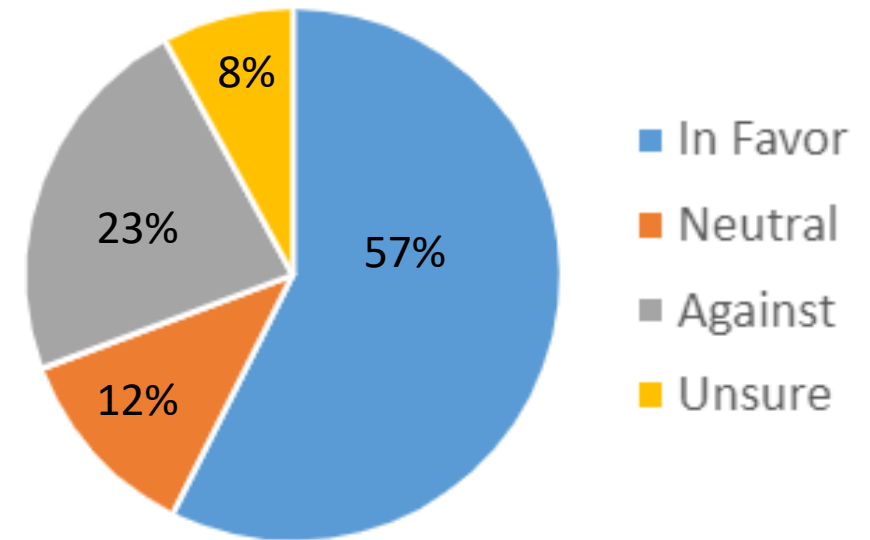
Letter and Survey Flyer mailed to 1,350 residential addresses
within 2 miles of Rolling Hills Property



Online Survey

SURVEY QUESTION: “Please select the option that most accurately reflects your opinion on a Multi-Use Agricultural Event Center being proposed for development in Tobaccoville, NC.”

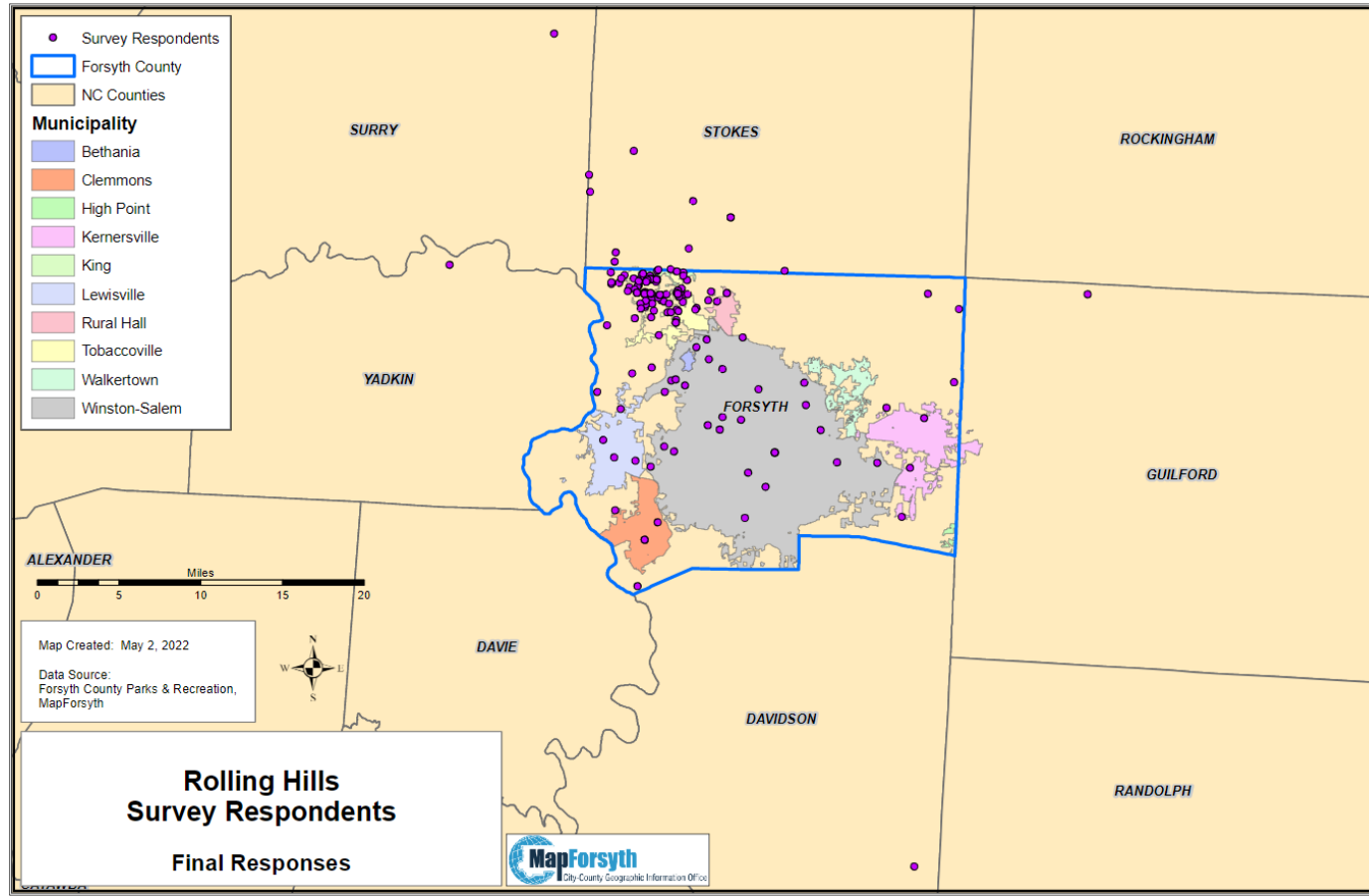
Answer Options	Response Percent	Response Count
In Favor	57.41%	217
Neutral	11.90%	45
Against	22.75%	86
Unsure	7.94%	30



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SURVEY RESULTS

Respondent Locations



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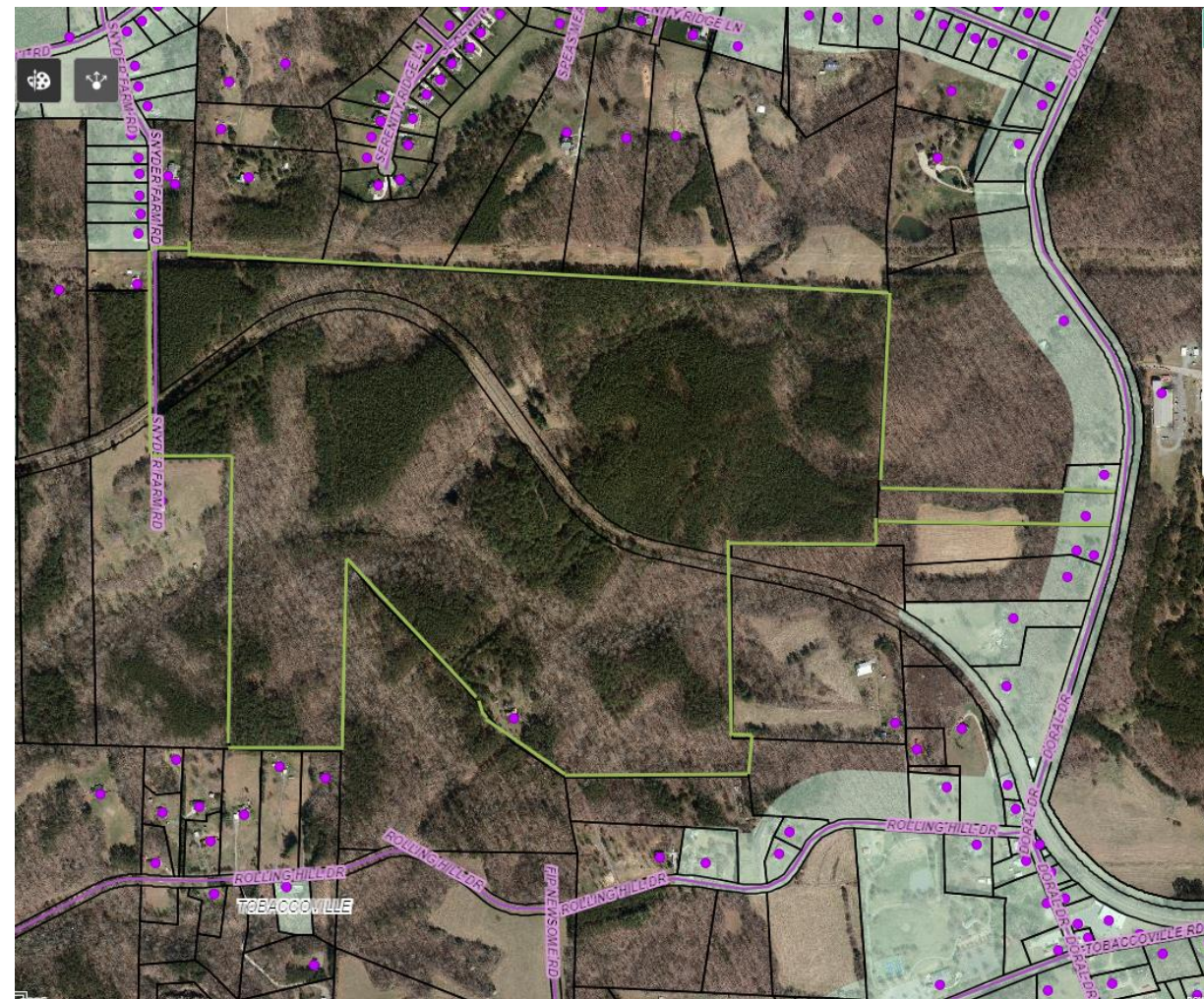
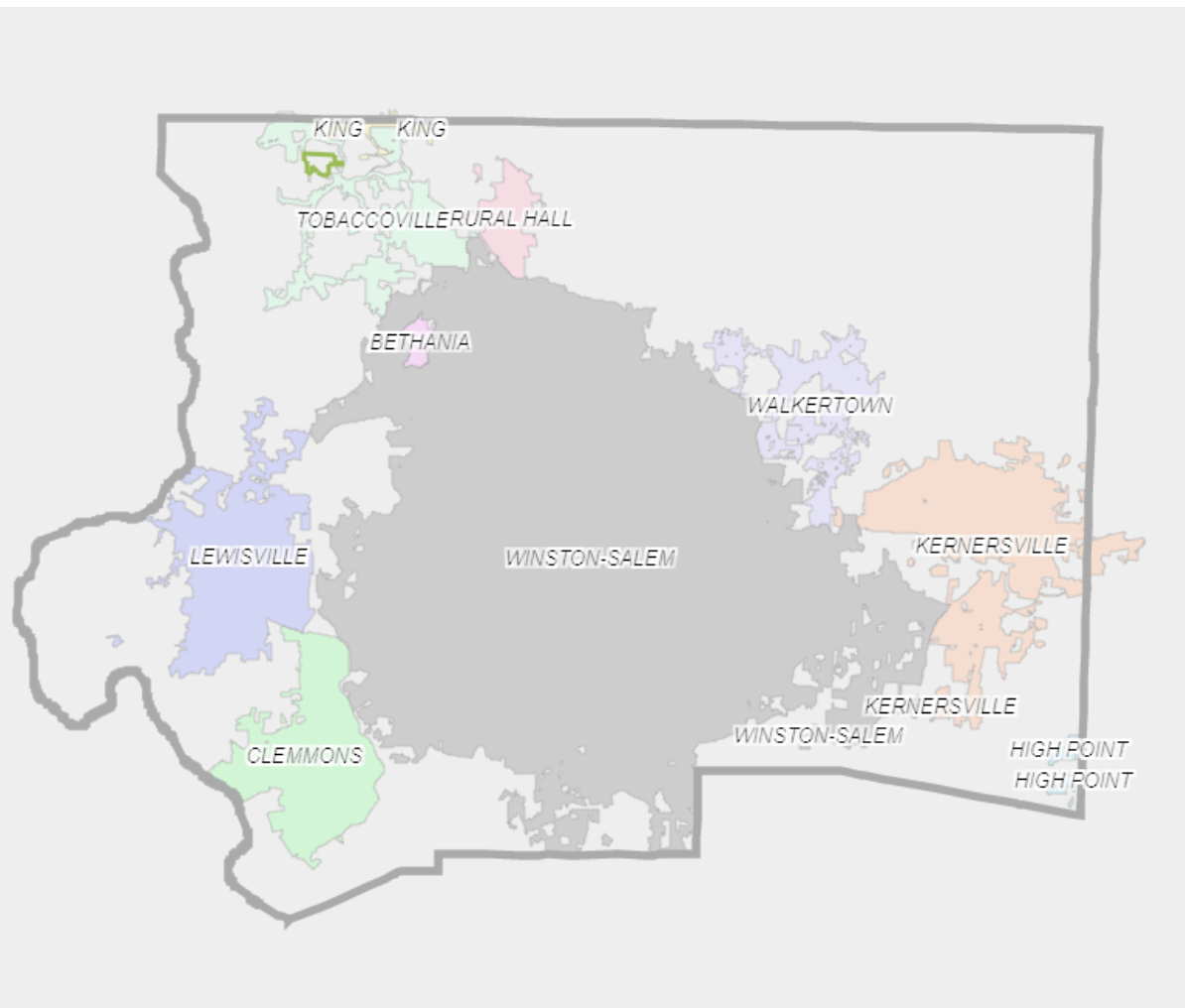
378 Total Survey Responses

217 or **57%** of respondents were specifically “In Favor” of the Multi-Use Agricultural Event Center Location at the County’s “Rolling Hills” property.

292 or **77%** of respondents were either “In Favor,” “Unsure,” or “Neutral” but not “Against” the Multi-Use Agricultural Event Center Location at the County’s “Rolling Hills” property.

86 Respondents or **23%** identified as specifically “Against” the Rolling Hills location or the concept of a Multi-Use Agricultural Event Center.

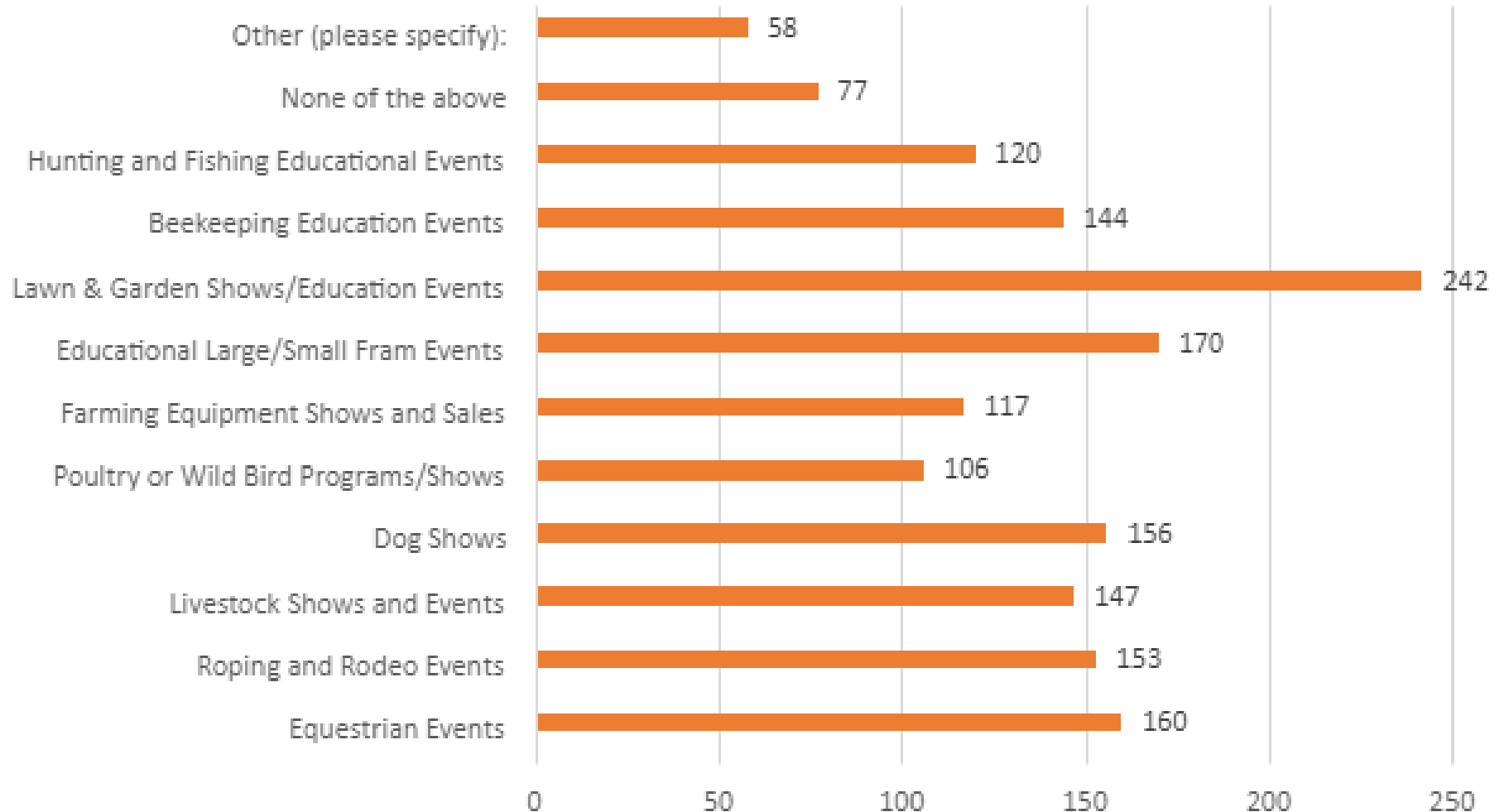
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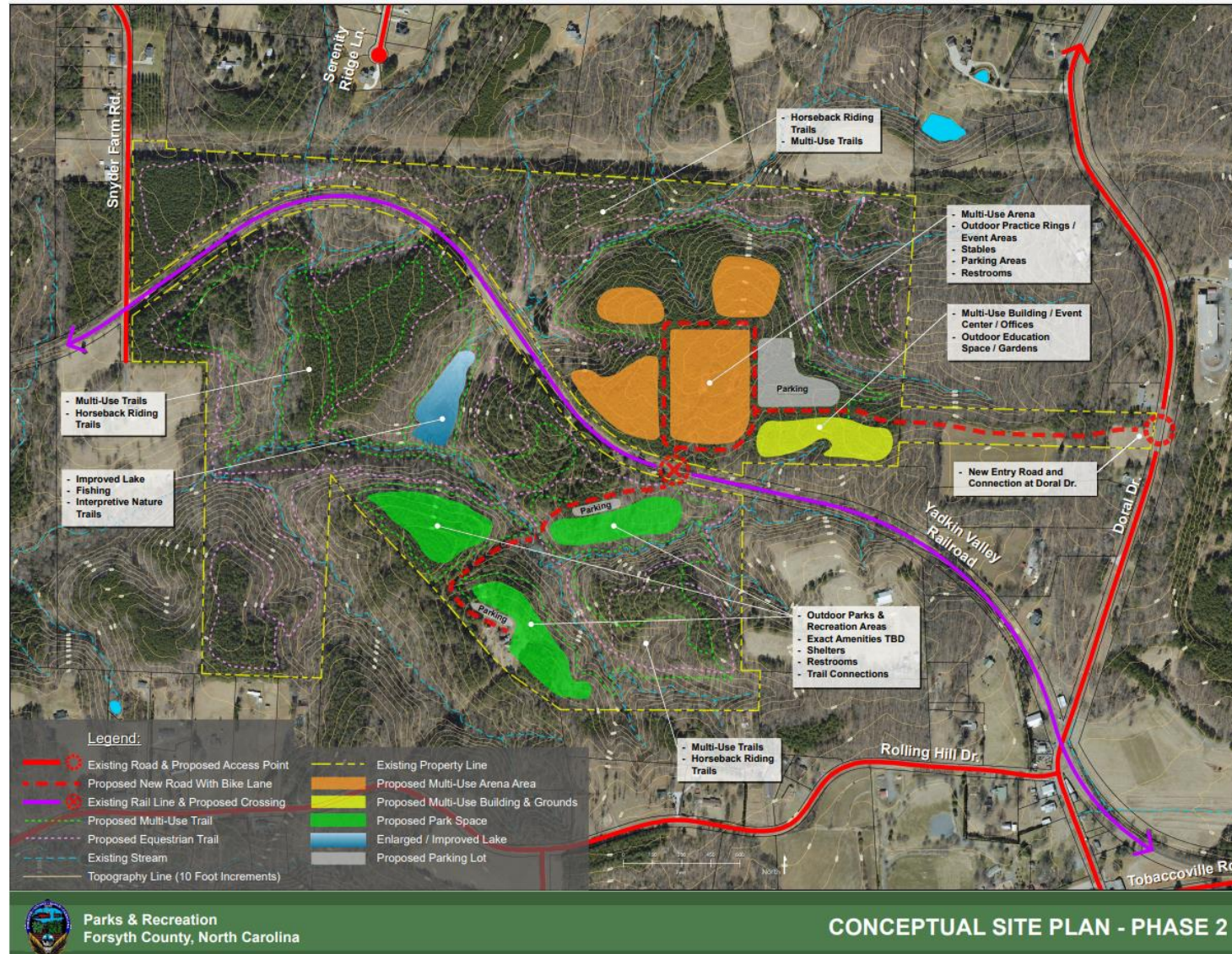
Online Survey

Which of the following events would you consider attending or participating in? Please check all that may apply.

Common "Other" Responses
Concerts
Craft Shows/Programs
Farmers Market
Gardening
Extension work, activities, and training
Youth Programs (Nature Education)
Organized Hike/Walk/Run Events



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Rolling Hills Site Proposal

City/County Planning Conceptual Site Plan



Multi-Use Agricultural Event Center Rolling Hills Site Proposal

City/County Planning Conceptual Site Plan

\$7.8 million budget est.

- Road Access Off Doral Drive
- Outdoor UNCOVERED Arena
- Grading
- Paving
- Interior Roadway
- Restroom Building
- Water & Sewer

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\$7.8 million budget est. → + \$5 million est.

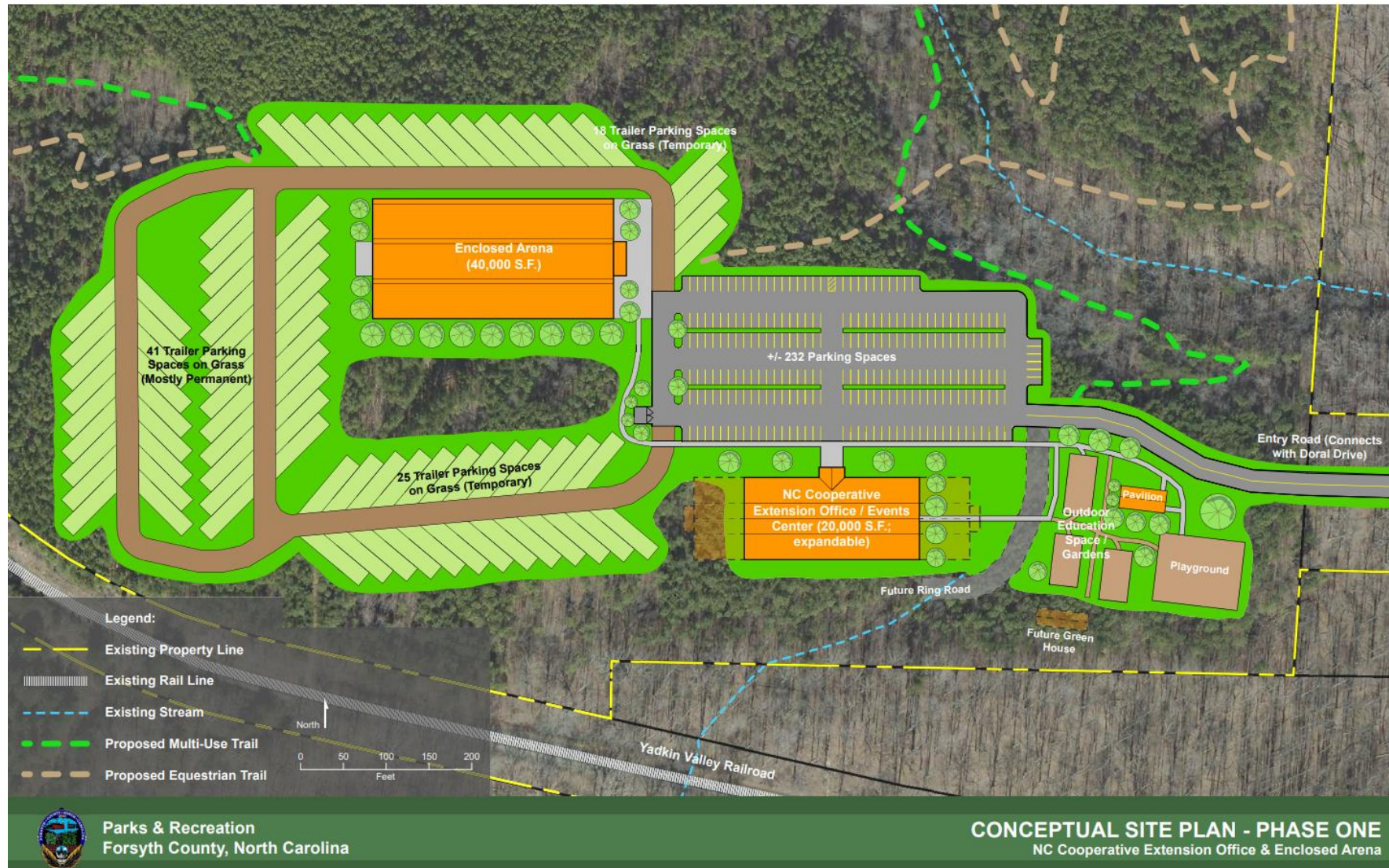
- Road Access Off Doral Drive
- Outdoor UNCOVERED Arena
- Grading
- Paving
- Interior Roadway
- Restroom Building
- Water & Sewer
- 20,000sf NC Coop Offices/Event Space
- Exhibition Garden/Pavilion Area

\$5 million budget est. → \$12.8 million budget est.

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\$7.8 million budget est.

- Road Access Off Doral Drive
- 40,000sf Outdoor UNCOVERED Arena
- Grading
- Paving
- Interior Roadway
- Restroom Building
- Water & Sewer



+ \$5 million est.

- 20,000sf NC Coop Offices/Event Space
- Exhibition Garden/Pavilion Area



+ \$6 million est.

- 40,000sf Covered Arena
- Stable space
- Stands
- HVAC
- Sprinkled
- Structural Steel
- Concrete Slab
- etc.

\$7.8 million budget est.



\$12.8 million budget est.



\$18 .8 million budget est.

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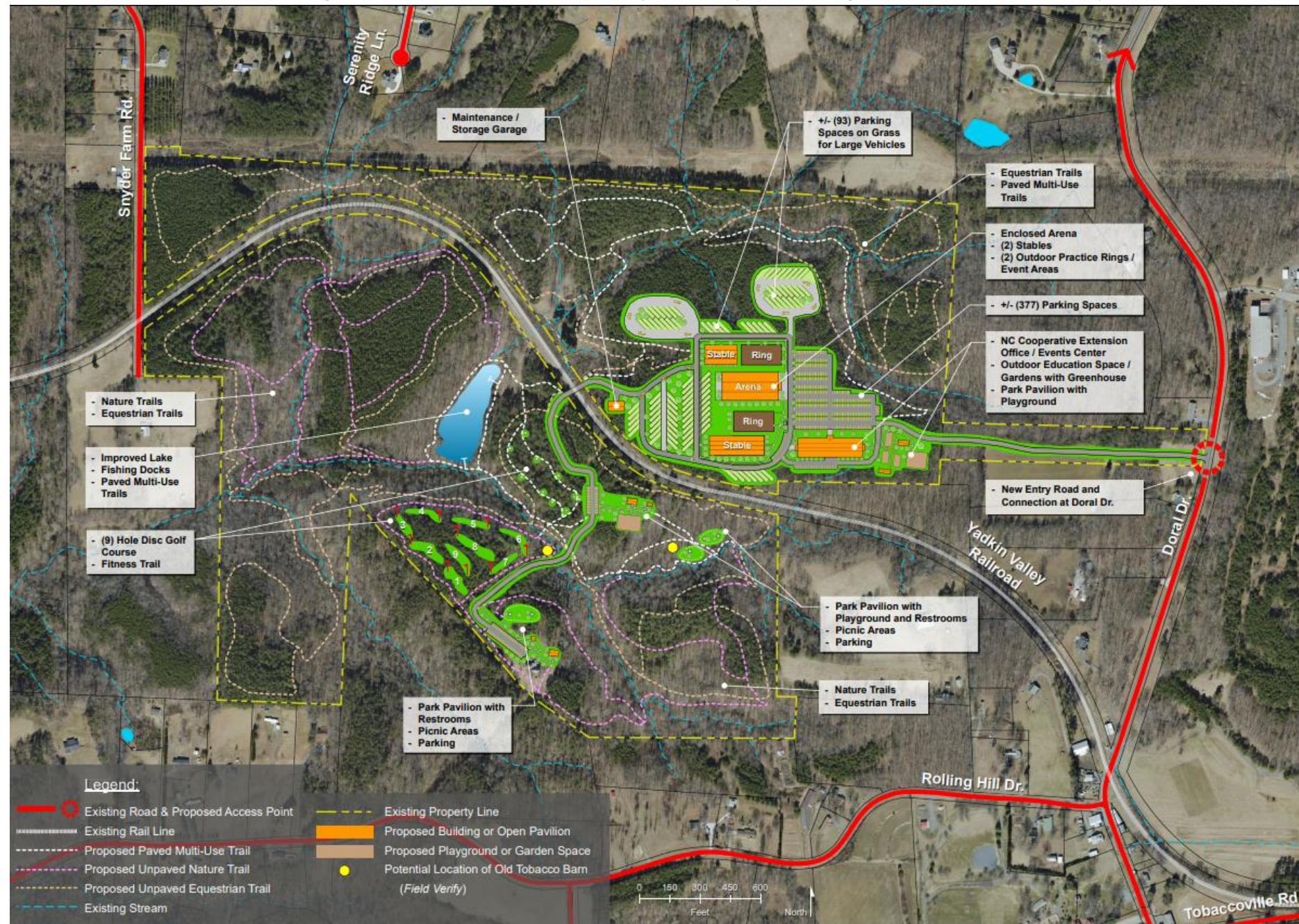
City/County Planning Conceptual Site Plan

Potential Recreational Amenities

3-Miles Horse Trails.....	\$600k
10 Ft. Wide 1.5-Mile Long.....	\$500k
Playground Complex.....	\$175k
Park Shelter.....	\$650k
Pond.....	<u>\$1 million</u>

\$2.925 million

Multi-Use Agricultural Event Center City/County Planning "Master Plan Concept"



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Next Steps:

- **RFQ for Design/Build Team** (June-September)
- Additional Funding Opportunities
 - * **Pay-Go** (October Decision)
 - * **Legislative Funding** (Late Summer/Fall Decision)
 - * **A.R.P.A. Project** (?)