
Multi-Use Agricultural Events Center Project

Community Meetings

Summer 2021

Wednesday, July 28 6:30 – 8:00 p.m. Tanglewood Park *Red Barn*

Wednesday, August 4 6:30 – 8:00 p.m. Forsyth County Government
Center – *Commissioner's Meeting Room 5th Floor*

Meeting Agenda

- Welcome/Opening Remarks – Dudley Watts, Forsyth County Manager
- Project Background - Dudley Watts, Forsyth County Manager
- Site Selection Concepts – Marco Andrede, City of Winston-Salem
Planning and Development Services
- Site Recommendation Features - Dudley Watts, Forsyth County
Manager
- Question and Answer – Open Session

Multi-Use Agricultural Events Center - Background

- 2016 Forsyth County Bond Referendum
- Work group assembled by the County Manager in early 2017 consisting of representatives from various departments and agencies including: Manager's Office, Parks & Recreation, N.C. Cooperative Extension, City-County Planning, Budget and Management, MapForsyth, and General Services.
- Purpose:
 - I. Review concepts and potential sites
 - II. Identify interests and explore partnerships
 - III. Make recommendations as appropriate concerning process steps.

Process Steps Identified

- Step 1. Review Potential Facility Concepts
- Step 2. Equestrian Facilities Study
- Step 3. Evaluate Partnerships
- Step 4. Site Location Evaluations
- Step 5. Land Acquisition
- Step 6. Design
- Step 7. Phased Construction

Original Project Schedule

2017	Winter	Issuance of Design Bond Money (\$775k) for various Parks projects in upcoming phases – 10% architectural/engineering estimated for Multi-Use Events Center
2017	Fall	Review Potential Facility Concepts
		Evaluate Partnerships - explore potential land acquisition.
2018		Work on Big Picture Concept & Develop “Pared Down” Concept Plan on County Properties.
2019	Winter	Present Initial Concepts at Winter Work Session
2020		Present Potential Sites to Board
	Winter	Finalize Location and Concept
2021	Winter	Issuance of Construction Bond Money - \$ 735,000
	Spring	Phased Construction - Design Development Phase
2022	Spring	Award Construction Bids
	Summer	Construction (Estimated through 2024)
2023	Winter	Issuance of Construction Bond Money - \$3,750,000

Funding Schedule

Amount	Bond Issuance Date	Description	Estimated Start Date
\$ 500,000 (+/-)	February 2017	Architectural & Engineering Design Work (10% Estimate)	Spring 2021 – Design Development
\$ 735,000	February 2021	Phased Construction	Spring 2022 – Award Bids Summer 2022 – Construction
\$ 3,750,000	February 2023	Phased Construction	Spring 2023 – 2024 Const.

Review of Potential Facility Concepts

- Three (3) facility concepts were identified.
 1. Multi-event focused
 2. Equestrian/livestock focused
 3. Equestrian focused
- The work group studied both the capital and operating costs associated with each of these types of facilities and their respective abilities to pay for themselves.

Regional Facilities Study/Takeaways

- The Work group studied the *net* annual operating costs of the four State facilities.
- Final analysis:
 - I. All four facilities run at a net operating loss.
 - II. The all-equestrian facilities bear the greatest loss.
 - III. Facilities that host a variety of events offset a portion of the net operating loss impact of the equestrian activities.
- Takeaway: The Multi-use event center concept offers maximum flexibility which in turn reduces the potential for greater net operating losses.

Evaluation of Potential Partnerships

- County Manager's efforts for potential partnerships
- Parks Departments efforts for potential partnerships
- Funding conversations explored

- **Takeaways:**
 - I. Look for suitable County-owned property on which to develop a multi-use event center concept.

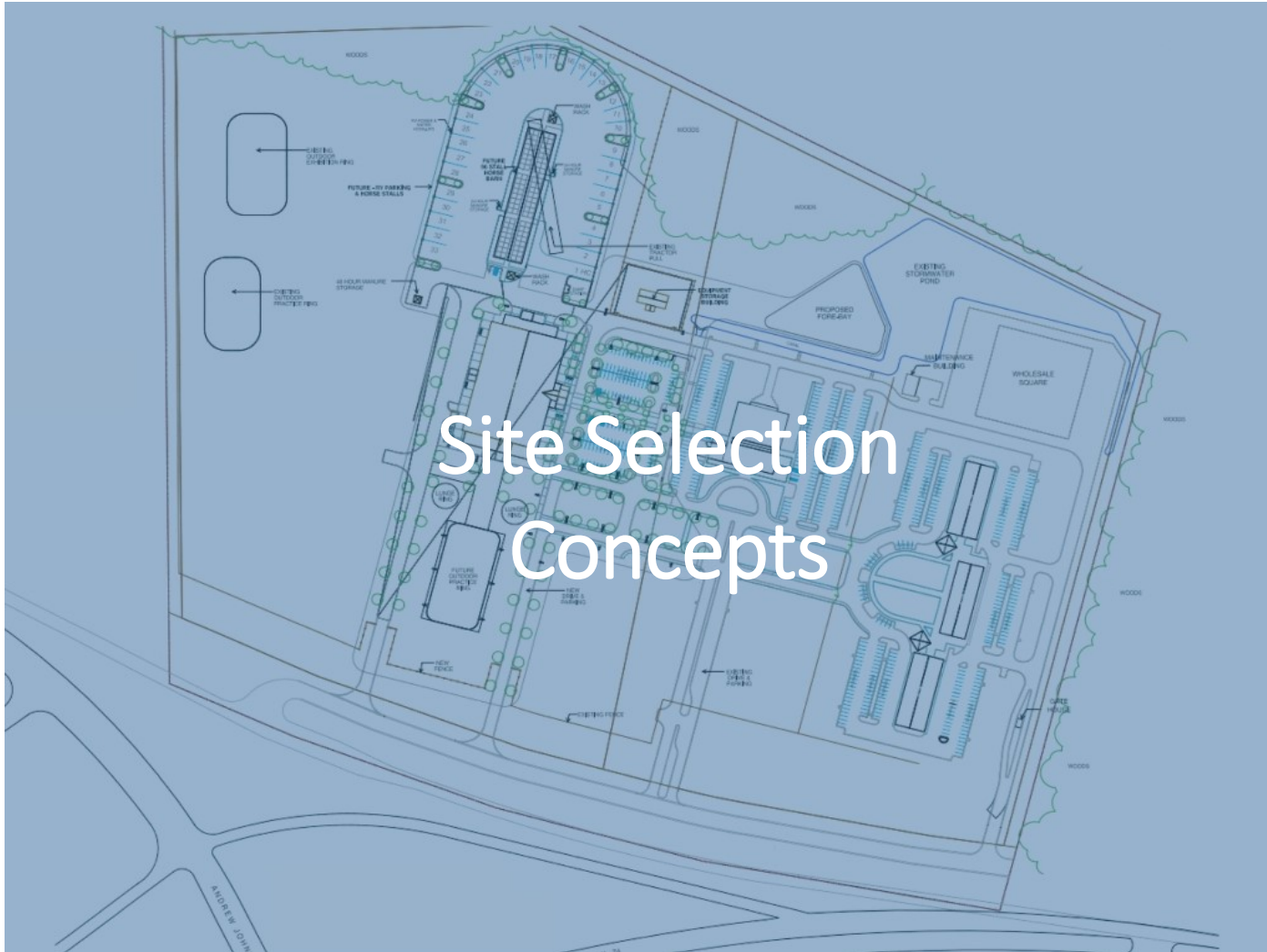
 - II. One that can incorporate current equestrian assets to enhance the value of the project and create an enterprise that can support itself financially to as great an extent as possible.

- "Big-Picture Concept" criteria

Potential Uses of Multi-Use Ag Events Center

Possible Non-Ag Public Events	Possible Ag Public Events	Institutional/Community Events/Private/Others
TWP-FOL (Gift Shop, Seasonal & Holiday Expos/Festivals/Shows, Indoor Skating Rink)	Horse/Equine Shows	NCSU Extension (Agronomy, Pesticide Training, Weed Management, Insect Control)
TWP-Golf (PGA Conference Shows)	Cattle Shows	Career Day - Schools
TWP-(BMX Shows)	Farm Heritage Day	County Agribusiness Breakfast
Regional Wine/Viticulture events	Livestock Clinic	Graduation Ceremonies
Yoga Retreats; Wellness Expos	Regional Ag Expos	Corporate Events/Retreats
Fly Fishing Expos; RV & Boat Shows	Tractor Pull	Weddings
Home & Garden; Log & Timber Home; Hot Tub & Swim Spa; and Kitchen & Bath Shows/Expos	Horse & Tack Auctions	Family Reunions
Job Fair & Career Expo; Crafts Shows (Quilts)	Trade Show Exhibitions	Holiday Parties
Concerts; Circus; Fine Art Shows	County/District 4-H Horse Show	Civic Clubs (Regional/District/State) Mtgs.
Dog/Kennel Club and Cat Shows	Barrel Racing	Chamber of Commerce Events
Entrepreneur (Small Business); Regional Business Expos; Christian Business Expo	Breed/Association Shows	Medical Seminars - Regional Medical Industry
Consignment Sales; Pageants; Gun & Knife Show	Rodeos	Photography sessions – (Space Rental w staging)
BBQ Festivals; Summer Camp Expo & Kid Fest	Roping Events	Opportunities to partner w/ BB&T Sports Park
MMA Events; Guitar Show; Monster Truck Show	NCDOT Surplus Auction	Southern Women's; Bridal; Kids consignment sale

Multi-Use Agricultural Events Center



County Site Concept Evaluation

- Over the course of 2018, the work group looked at different sites and site combinations which were evaluated along with conceptual drawings. The evaluations incorporated an analysis to determine which properties have land and infrastructure suitable for accommodating these land uses.
 - C.G. Hill Memorial Park
 - Rolling Hills Property (Tobaccoville)
 - Horizons Park
 - Former Hill Middle School Site
 - Tanglewood Park – Several sites and site combinations



Rolling Hills

Horizons Park

C. G Hill Memorial

Hill Middle School

Tanglewood Park

KING

TOBACCOVILLE

RURAL HALL

FORSYTH COUNTY

BETHANIA

WALKERTOWN

LEWISVILLE

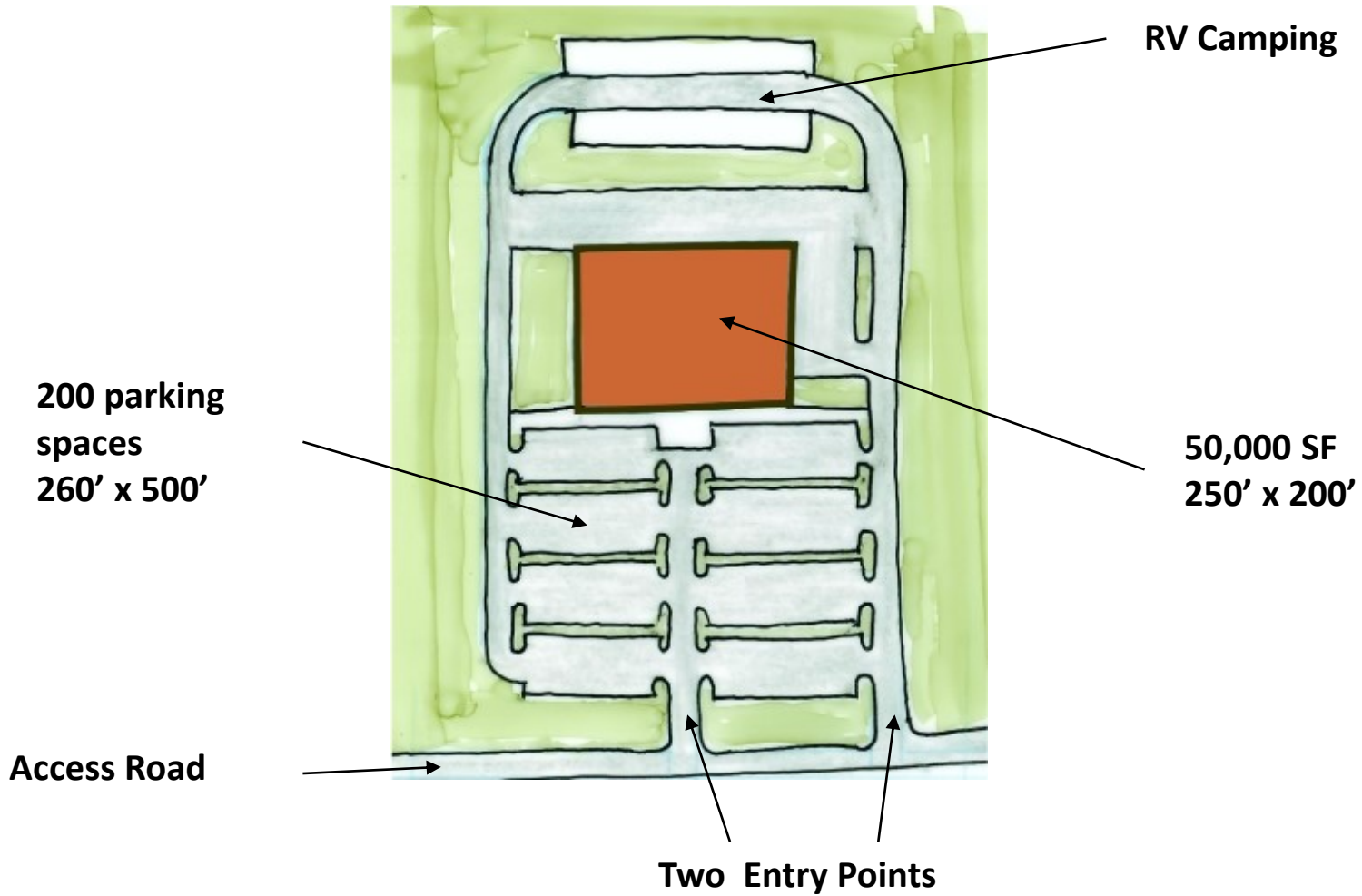
WINSTON-SALEM

KERNERSVILLE

CLEMMONS

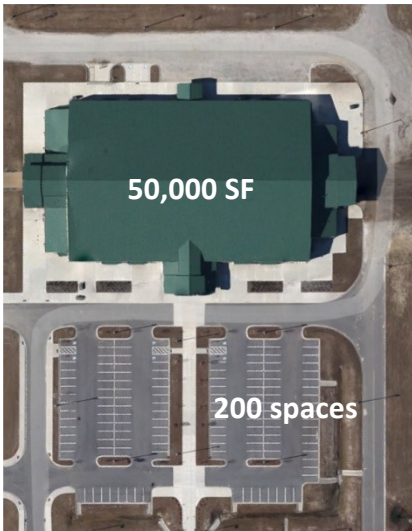
HIGH POINT

Typical Site Layout



Site Plan Elements

Building



Parking

Barns

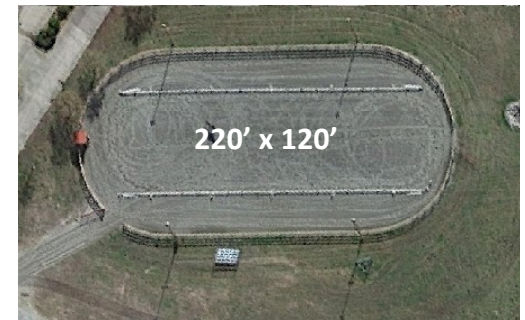


200 Horse Stalls

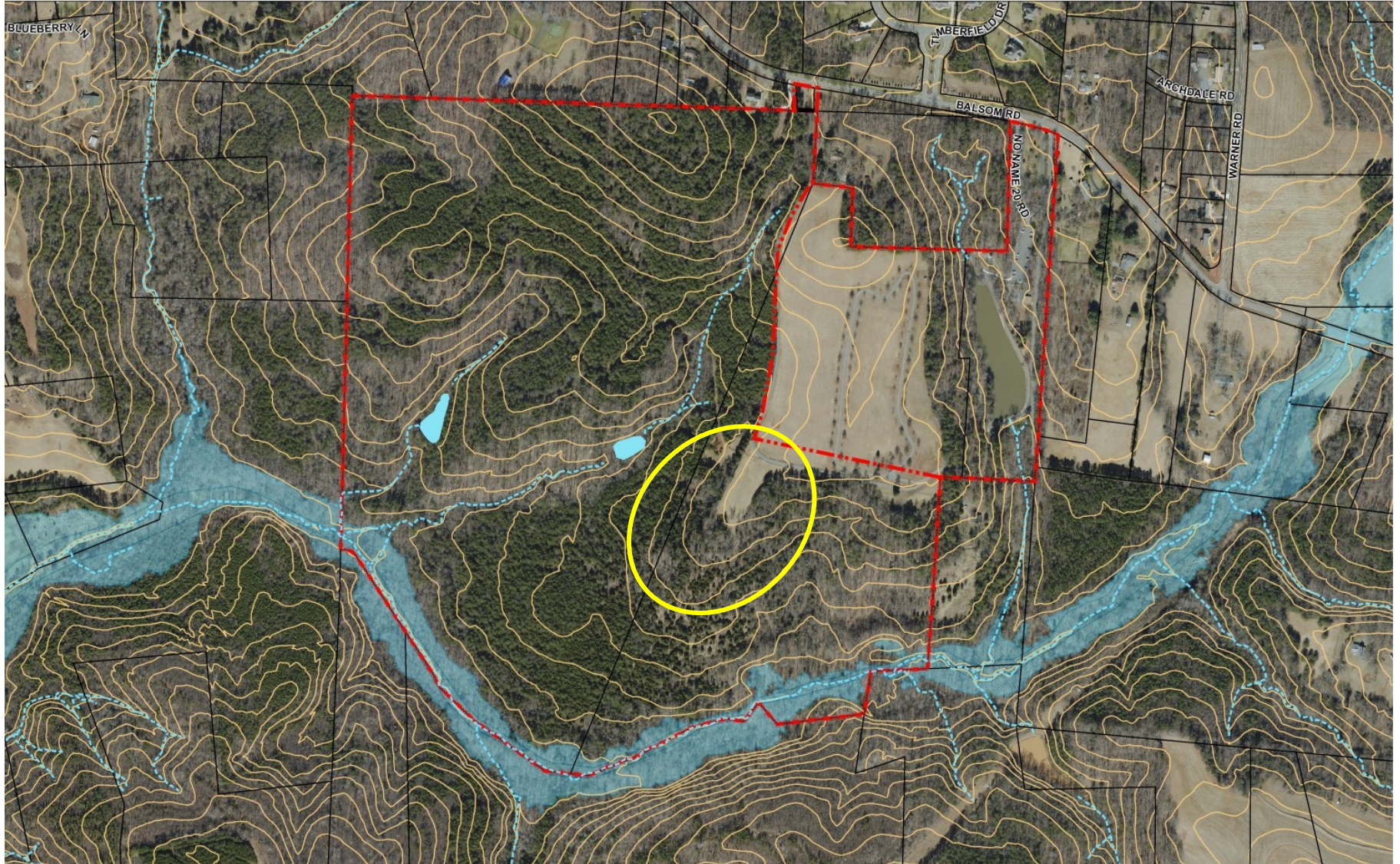
Outdoor Arena



Practice Arena



C.G Hill Memorial Park



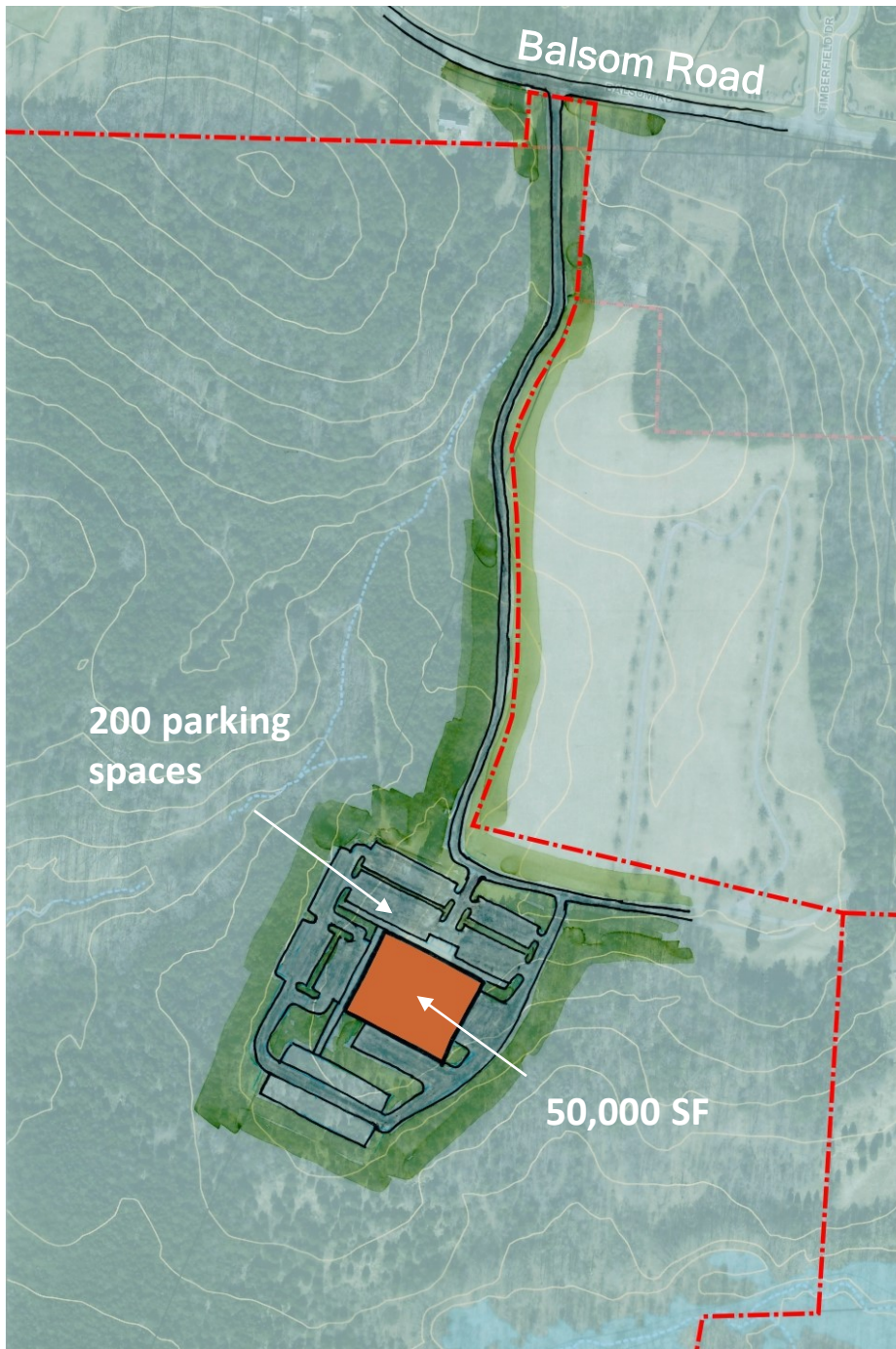
C.G Hill Memorial Park

Opportunities:

- Available Land
- Undeveloped
- Gentle Topography Area SW of the developed Park Site

Constraints:

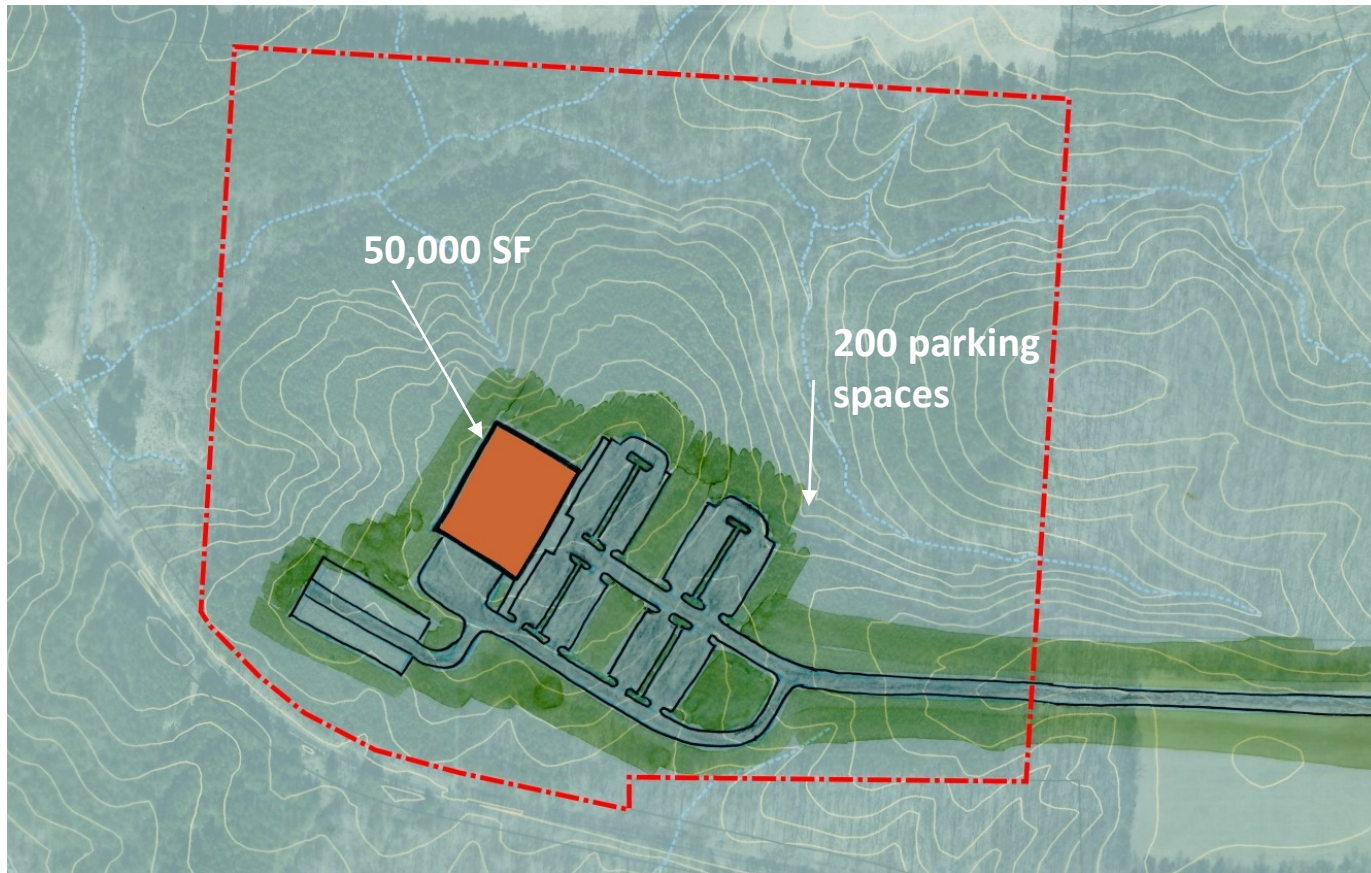
- Obtaining (new) Access Road off of Balsom Rd.
- Steep Topography in other Undeveloped Areas



Rolling Hill – Northern section



Rolling Hill – Northern section



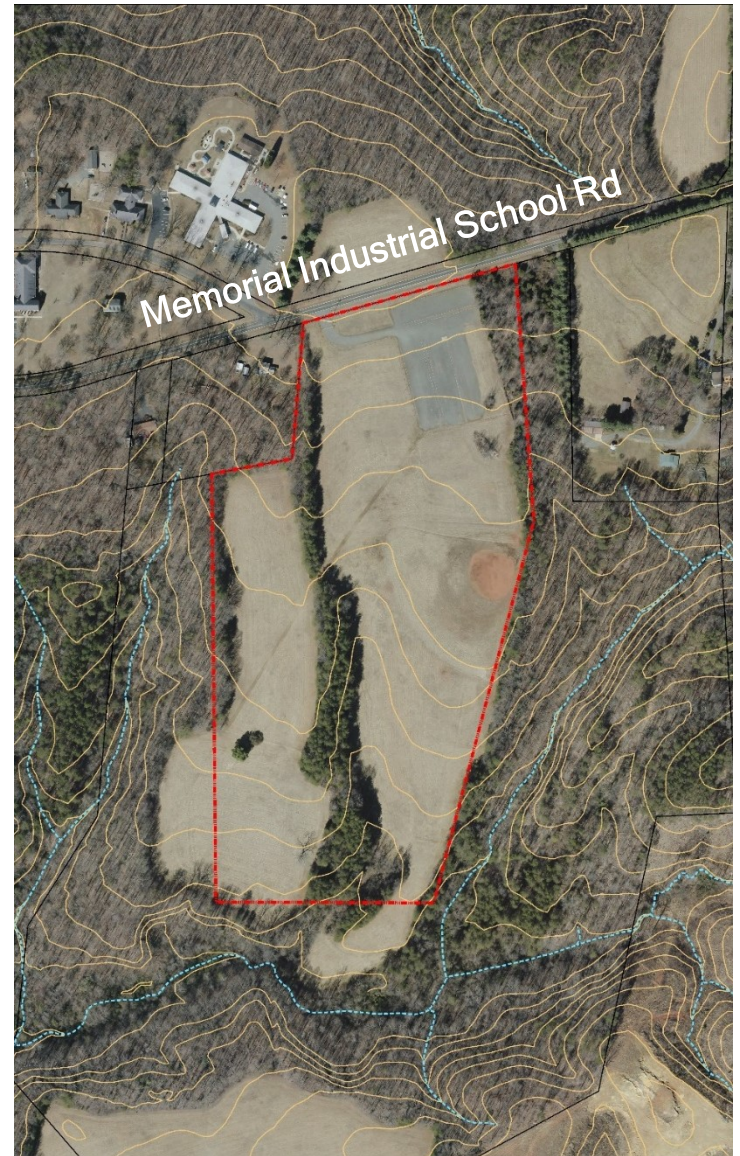
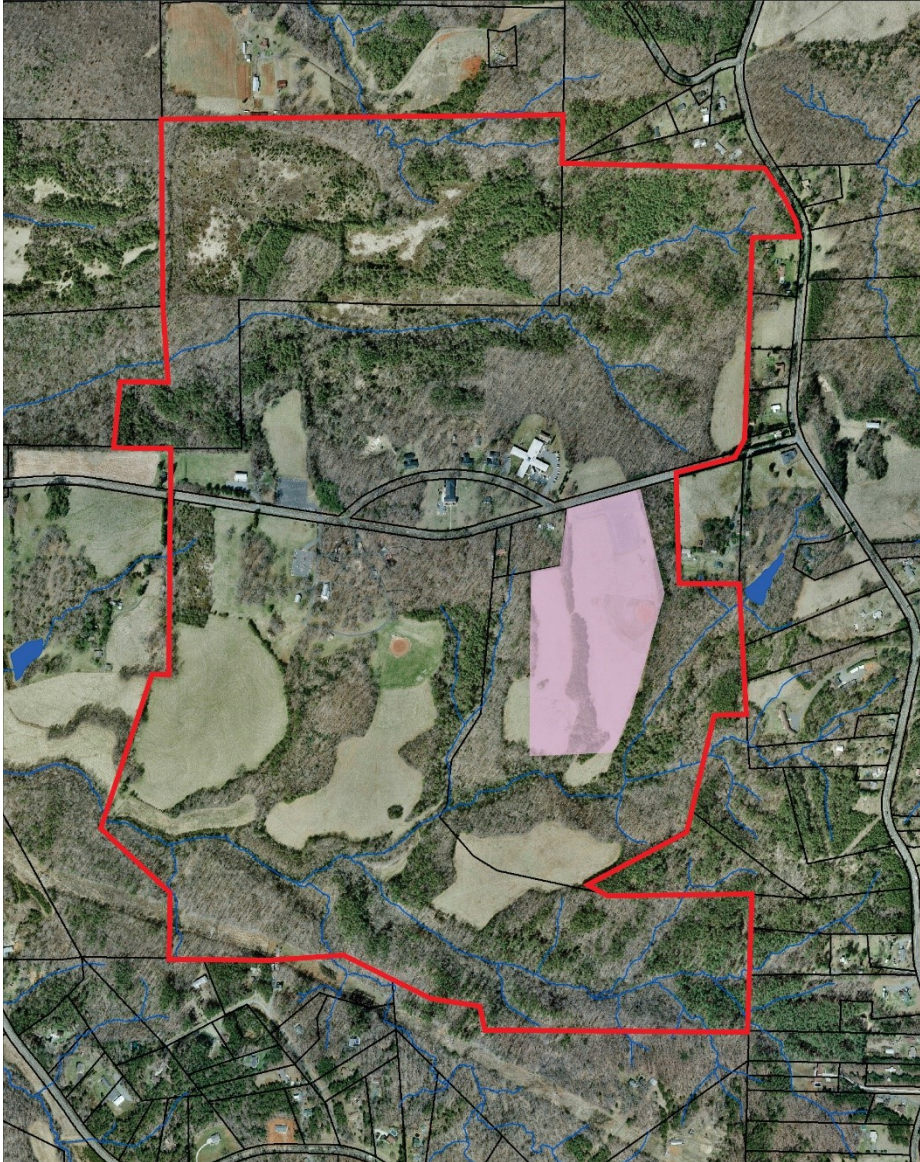
Opportunities:

- County-owned
- Buildable Area in W./Central area of parcel - gentle slopes/topo.

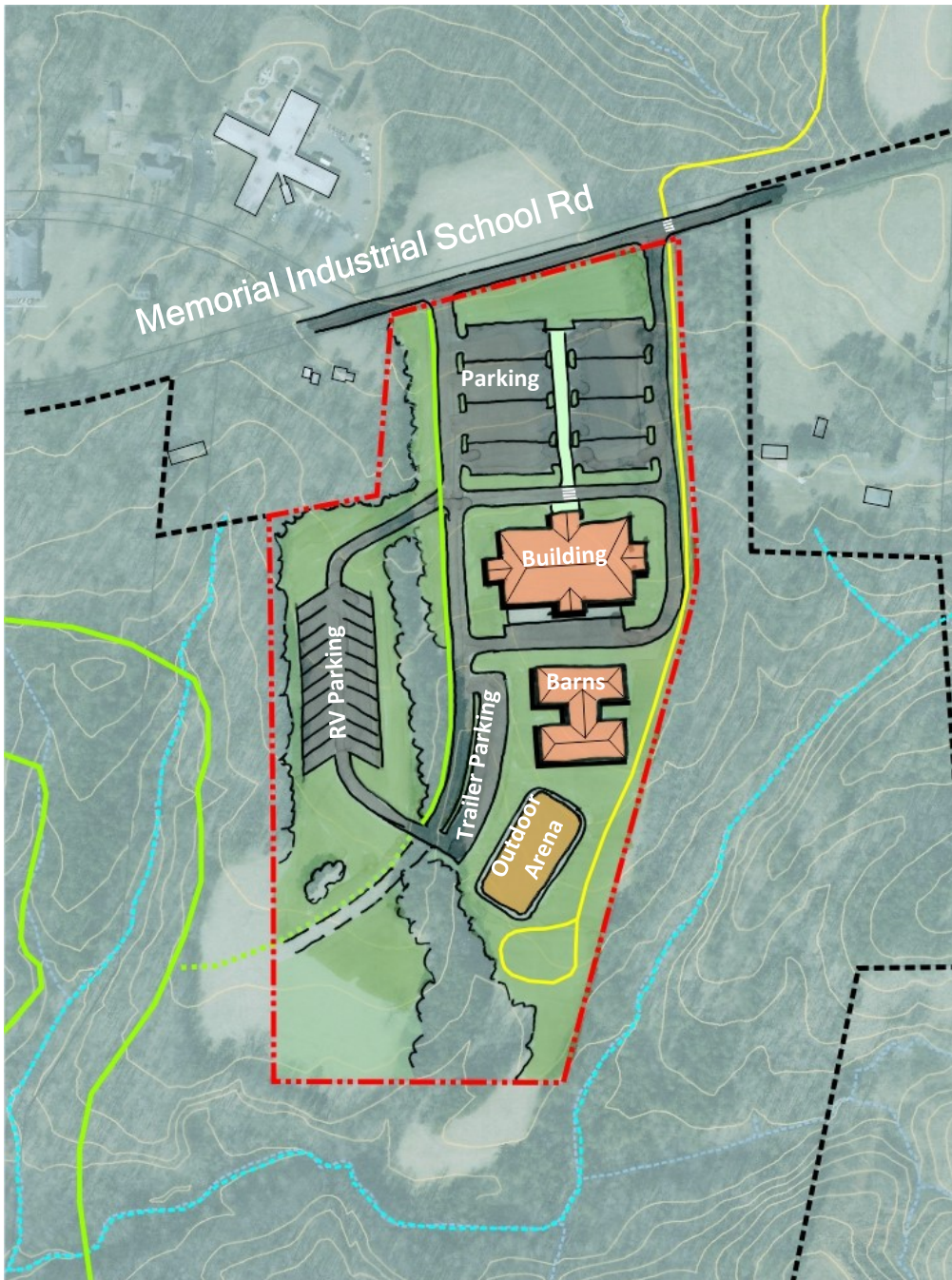
Constraints:

- Obtaining Access Road off of Doral Dr.
- Steep Slopes in Northern and Eastern sections of site

Horizons Park



Horizons Park



Opportunities:

- Existing Parking
- Gentle slopes/topo - Buildable Area south of existing parking site
- Large Cleared Area

Constraints:

- Park Location/access
- Memorial Industrial School Road Alignment

Former Hill Middle School Site



Tanglewood Park – Five Sites



Sites A-B-C- and D

Opportunities:

- Good Access
- Gentle Topography
- Existing Horse Trail
- Located Outside the Main Gate

Constraints:

- Site A –
- Outside of Park Boundaries
- Site B -
- Irregular Shape
- Proximity to Dog Park
- Not enough Acreage
- Site C –
- Existing Utility Easement
- Floodplain
- Not enough Acreage
- Site D –
- No Longer Available

Site A



Site A



Site B



Site B



Site B



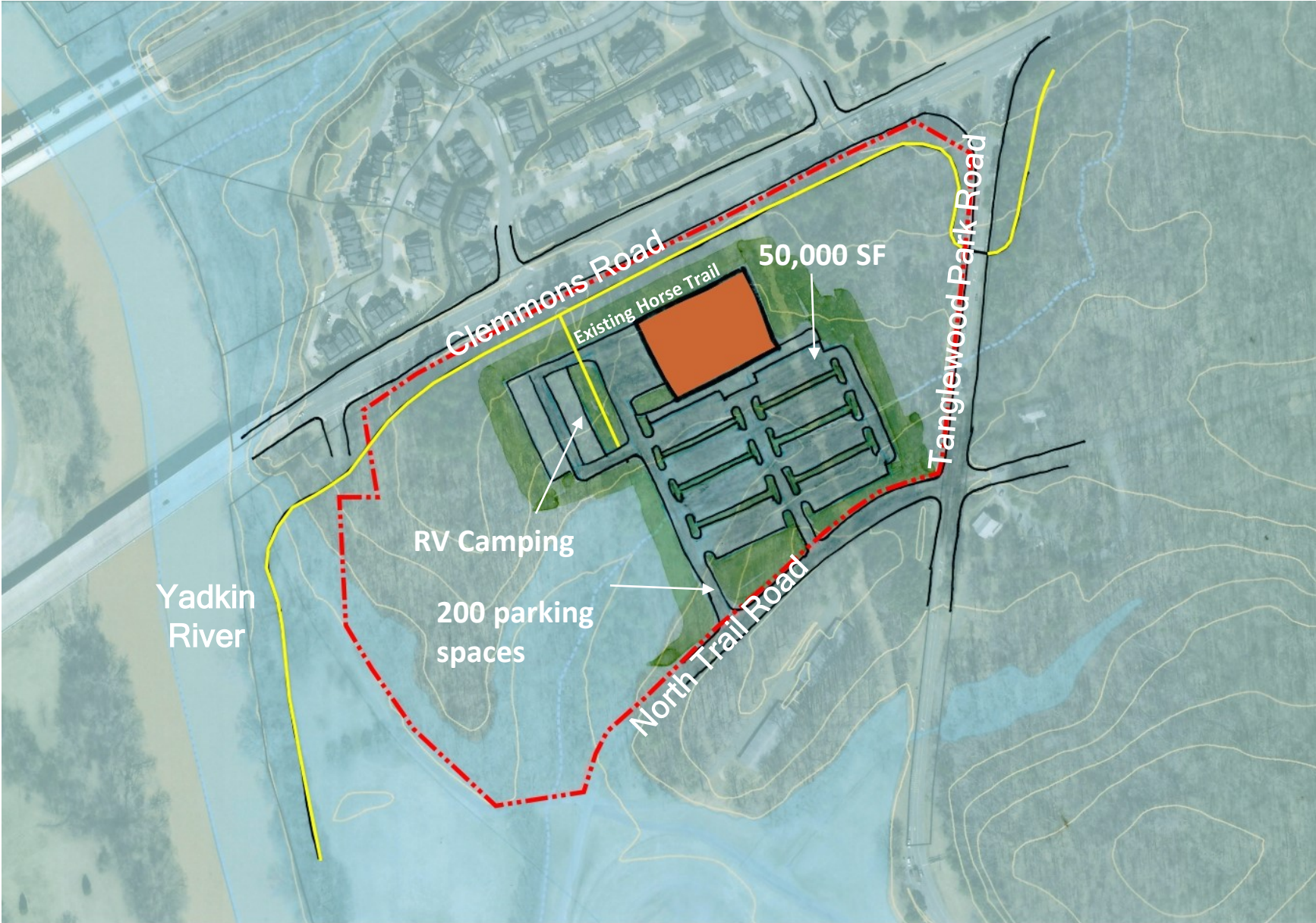
Site B



Site C



Site C





Site A & Part of B



Site A & Part of B



Tanglewood Park - Site E



Tanglewood Park - Site E - Analysis



Option A (Split Rd. Parking) & Option B (Same-Side)



Site Concept Recommendation – Tanglewood Site “E” Option B



Site “E” Modified



Site "E" Modified



Site Concept Recommendation – Tanglewood Site “E” Opt. B



- Most potential to break even at Tanglewood:
 - Marketing and Communications Department
 - Staff
 - Other Overhead
 - Tanglewood Brand
 - Infrastructure In-Place
 - Equestrian Tie-in
 - TWP Activities/Accommodations

Where we are now

- Final site considerations
- Next step is design
- Selection of Design/Build firm
- Expectation that we will have to adjust scope of project due to funding limitations
- Possible phasing in