



PIERRE RECREATION & EVENTS CENTER

April 2016

ICON

WHY BUILD?

16,500 Annual Users



PROPOSED FACILITY

57,000 sq. ft.



SITE LOCATION



Recreation

- 3-lane track
- Basketball
- Volleyball
- Pickleball
- Baseball Practice
- Softball Practice
- Wrestling
- Tennis
- Soccer
- Spirit Squads
- Parties/Dances

Seasoned Citizens

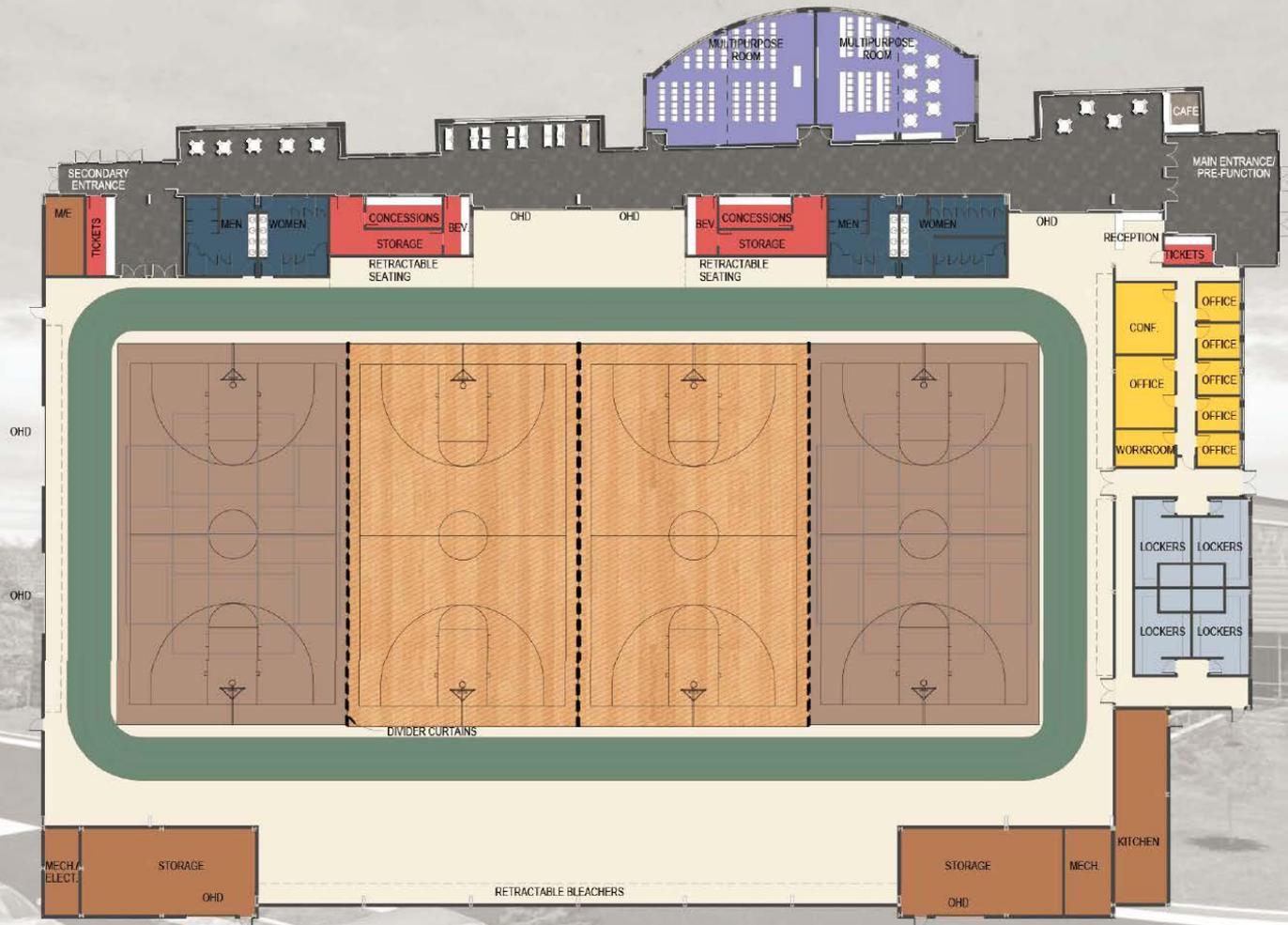
- Sports
- Non-competitive physically active programs
- Educational Program
- Games, Clubs, Crafts

Events

- Sporting Events and Tournaments
- Trade Shows
- Conventions
- Performing Arts
- Selected Concerts
- Special Events



FLOOR PLAN



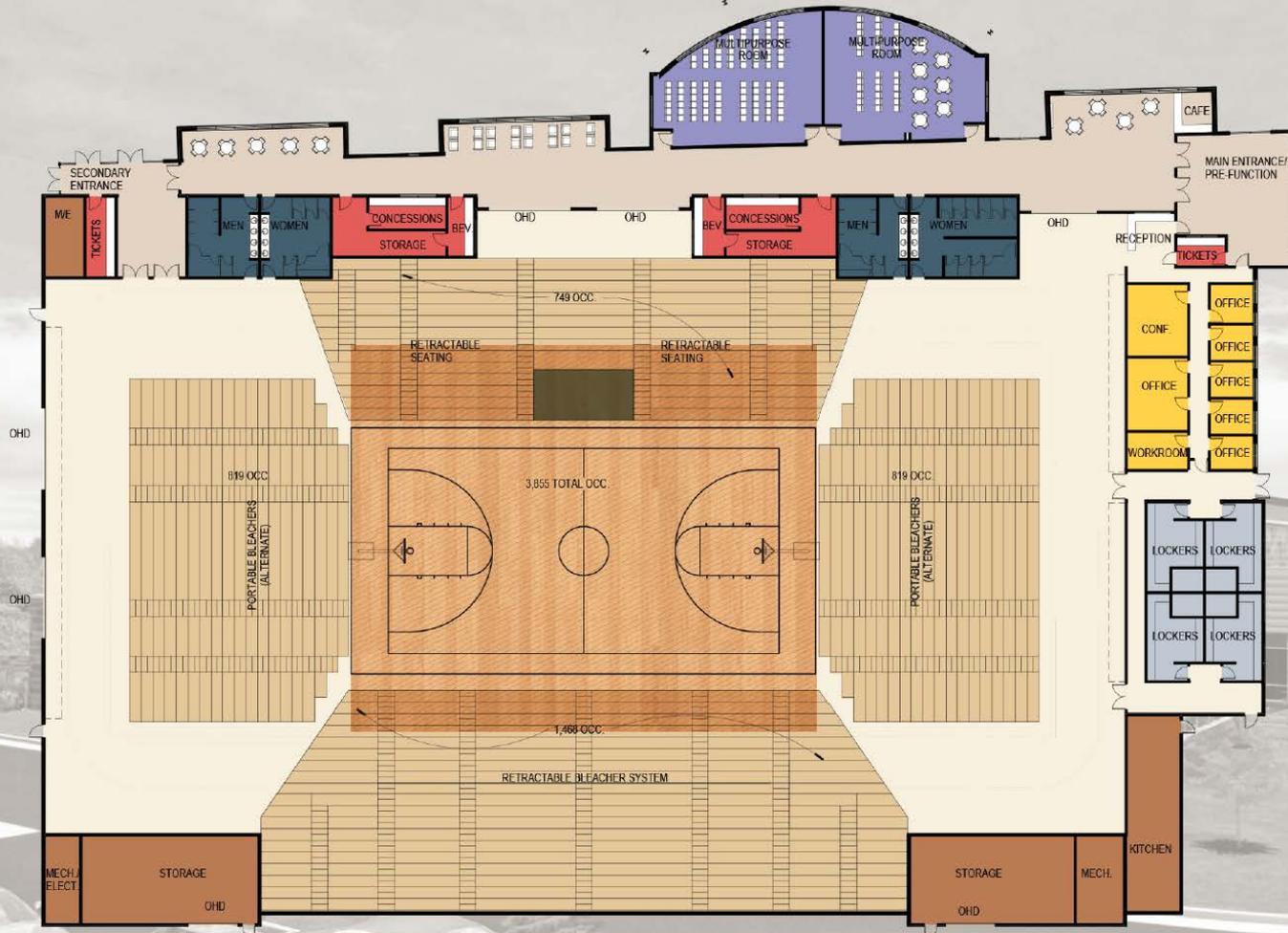
ROOM LEGEND

- Circulation
- Commons
- Concessions and Tickets
- Court
- Lockers
- Multipurpose/Flex Room
- Offices
- Restrooms
- Support Space
- Track
- Wood Court

FIRST FLOOR PLAN 57,676 GSF



SINGLE COURT



ROOM LEGEND

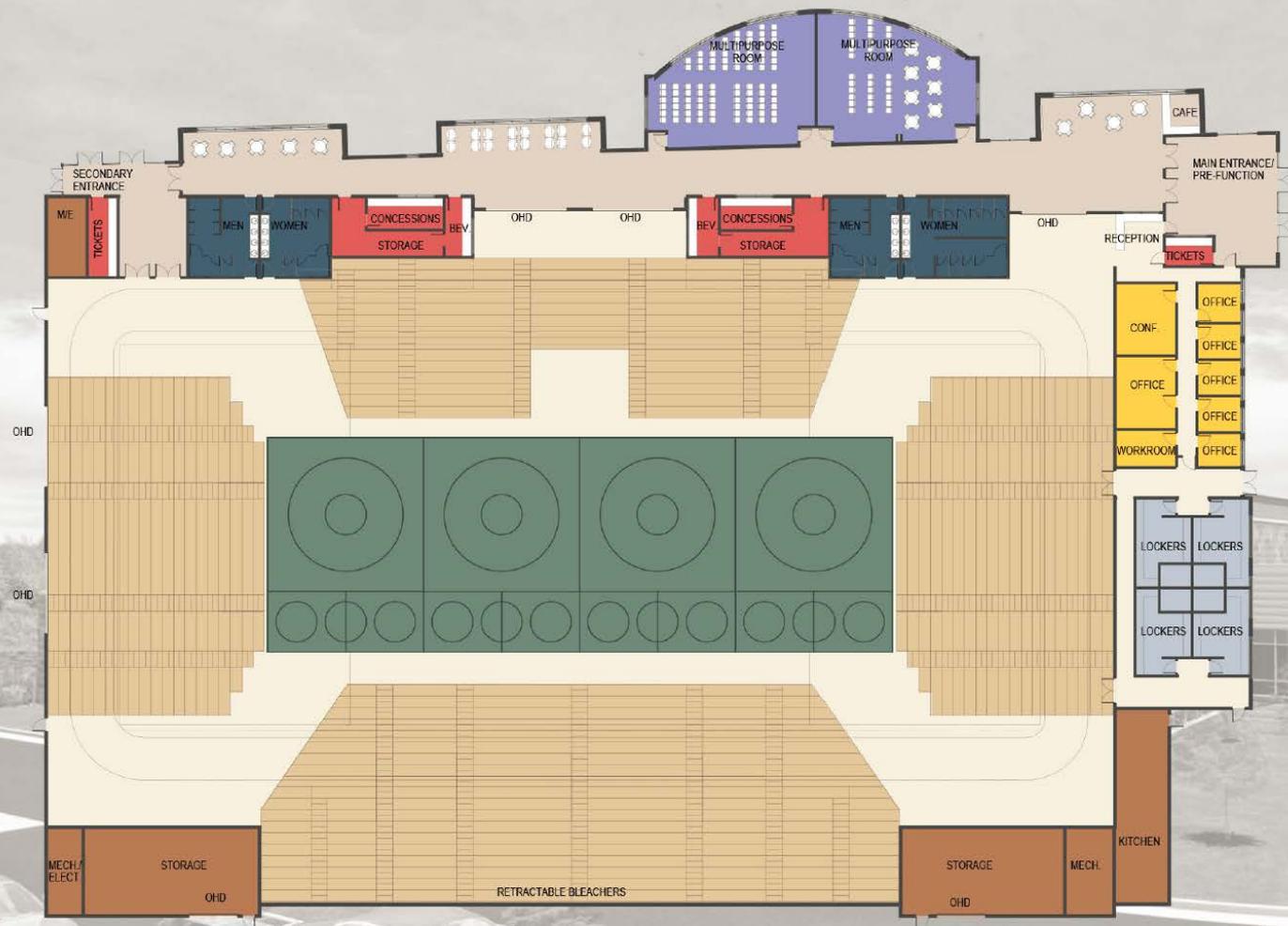
- Circulation
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SEATING CAPACITY
3,855



BASKETBALL GAME LAYOUT 57,676 GSF

WRESTLING TOURNEY



ROOM LEGEND

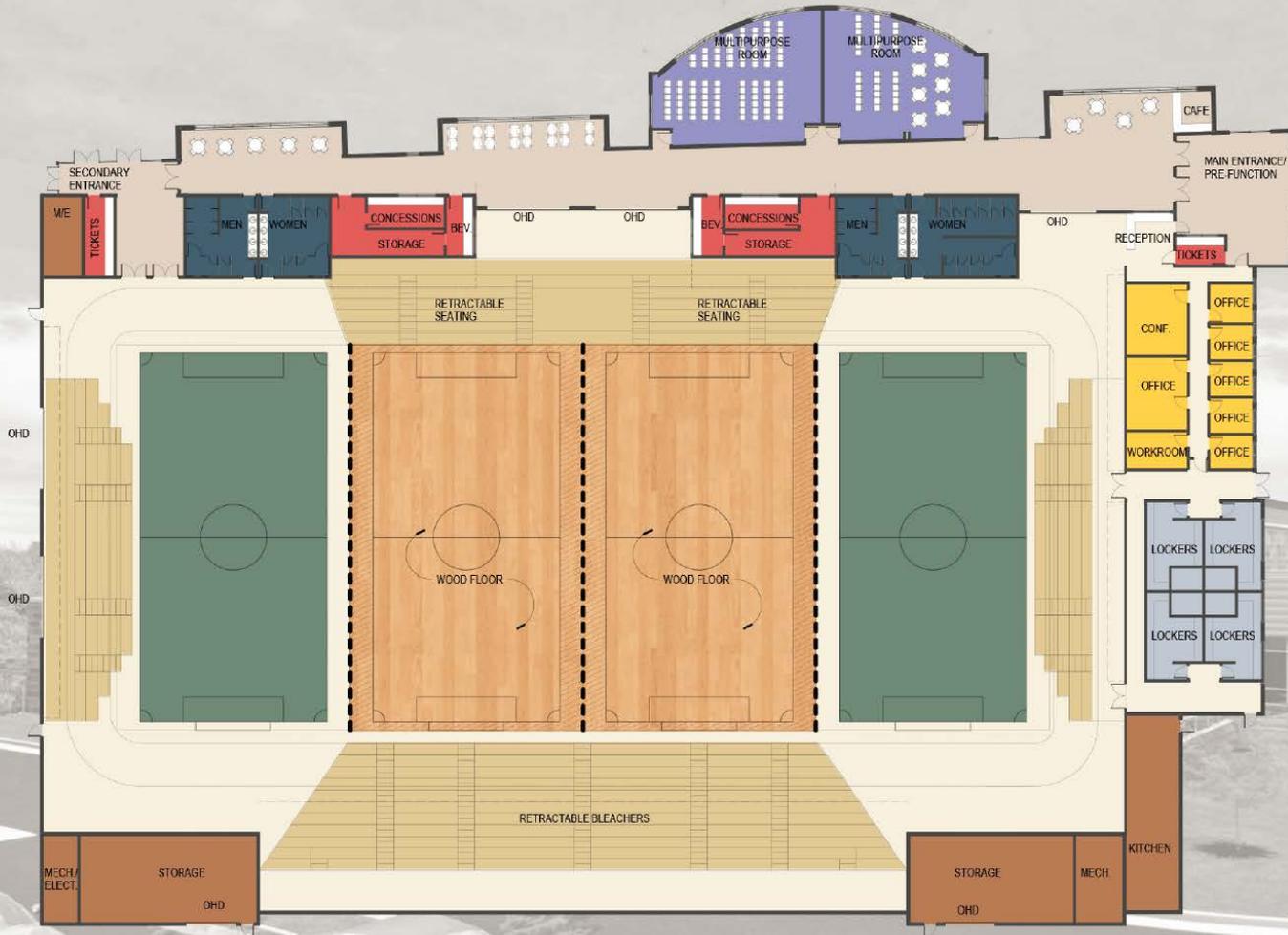
- Circulation
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- Track
- Wood Court

SEATING CAPACITY
3,855



WRESTLING TOURNAMENT LAYOUT 57,676 GSF

INDOOR SOCCER



ROOM LEGEND

- Circulation
- Commons
- Concessions and Tickets
- Court
- Lockers
- Multipurpose/Flex Room
- Offices
- Restrooms
- Support Space
- Track
- Wood Court

SEATING CAPACITY
1,462



SOCCER LEAGUE LAYOUT 57,676 GSF

PICKLEBALL



ROOM LEGEND

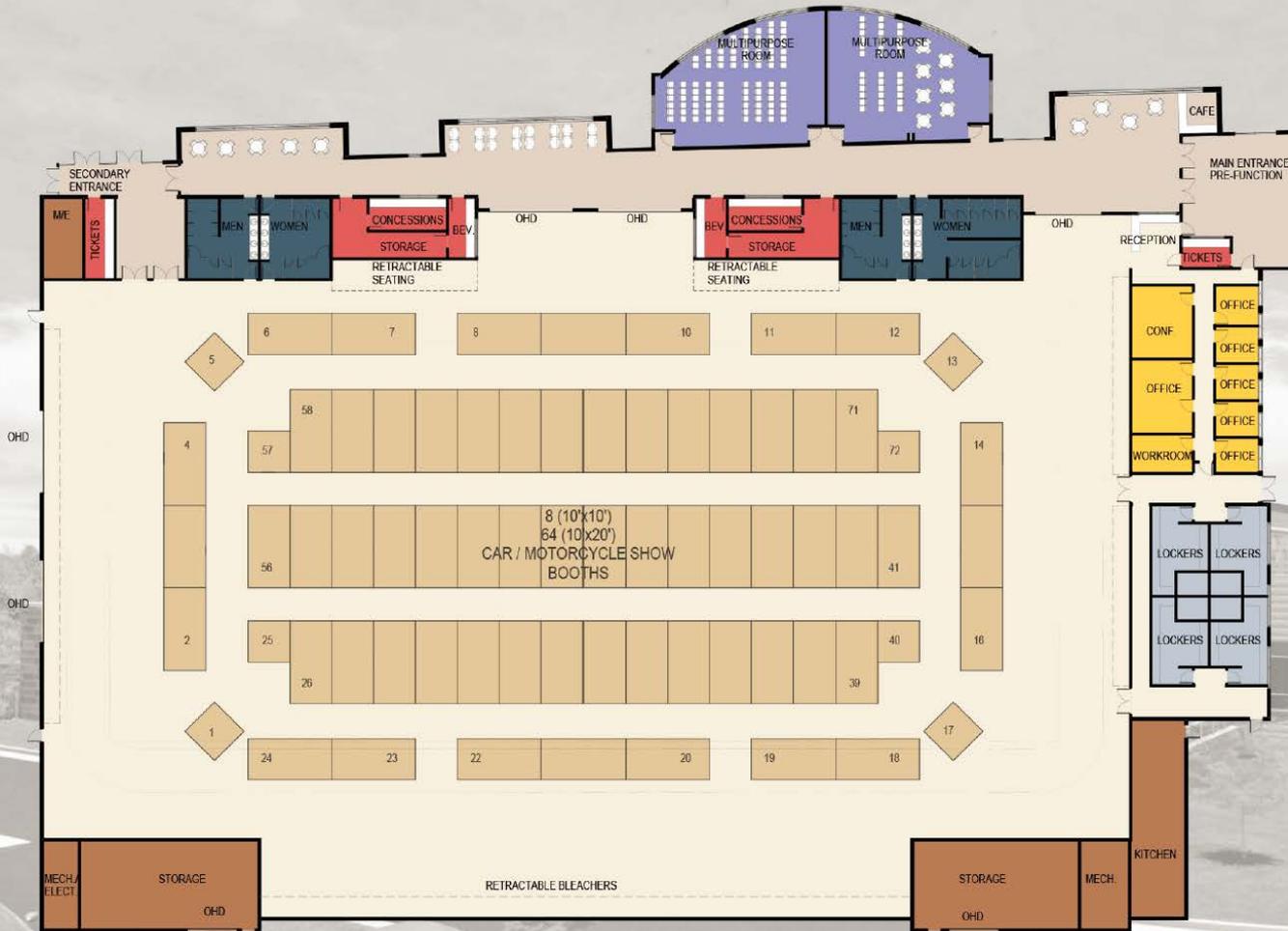
- Circulation
- Commons
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- Court
- Lockers
- Multipurpose/Flex Room
- Offices
- Restrooms
- Support Space
- Track
- Wood Court

SEATING CAPACITY
1,462



PICKLEBALL TOURNAMENT LAYOUT 57,676 GSF

SPECIAL EVENTS



ROOM LEGEND

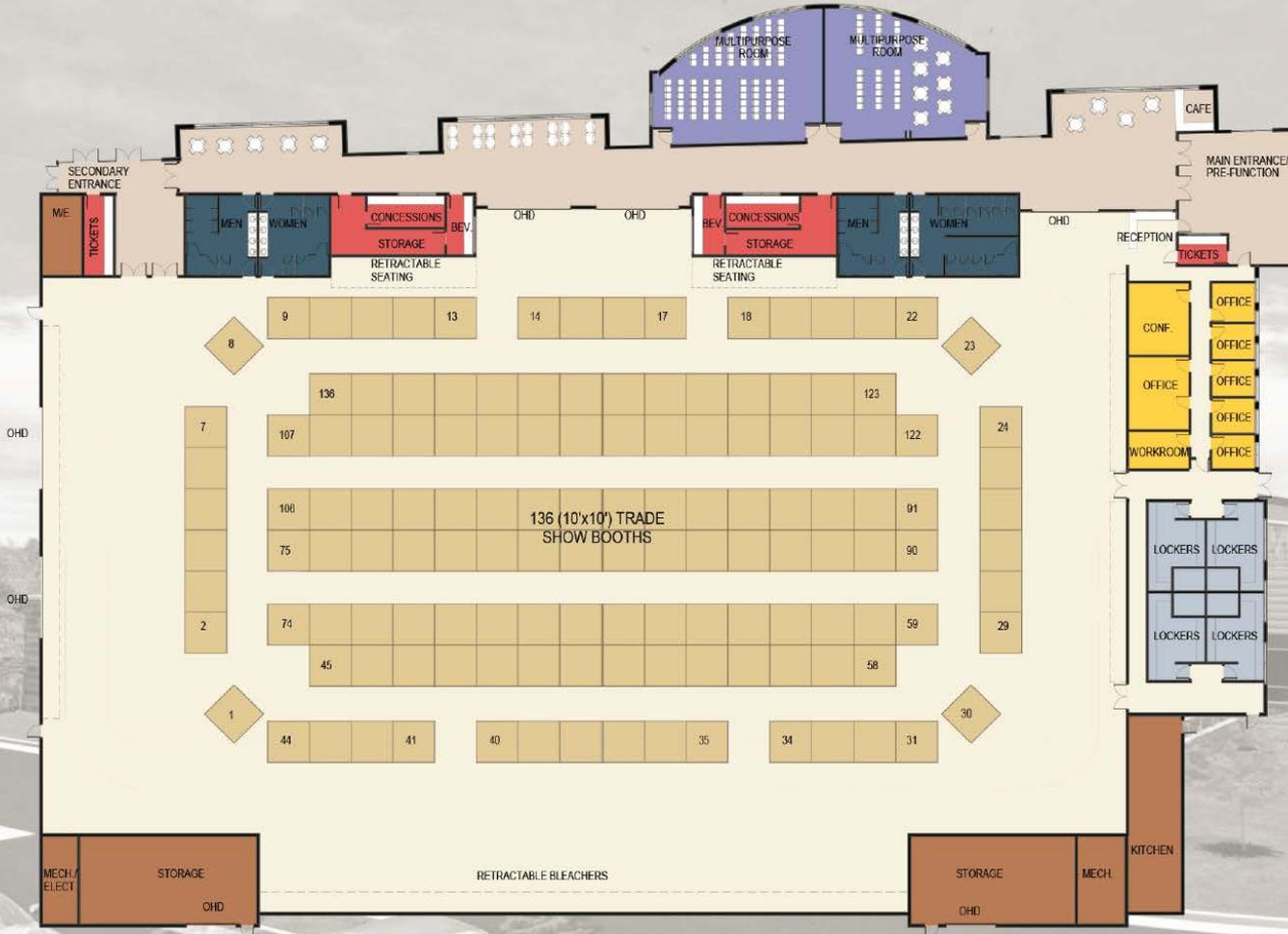
- Circulation
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- Multipurpose/Flex Room
- Offices
- Restrooms
- Support Space
- Track
- Wood Court

BOOTH CAPACITY
72



CAR SHOW LAYOUT 57,676 GSF

TRADE SHOWS



ROOM LEGEND

- Circulation
- Commons
- Concessions and Tickets
- Court
- Lockers
- Multipurpose/Flex Room
- Offices
- Restrooms
- Support Space
- Track
- Wood Court

BOOTH CAPACITY
136



TRADE SHOW LAYOUT 57,676 GSF

BANQUET



ROOM LEGEND

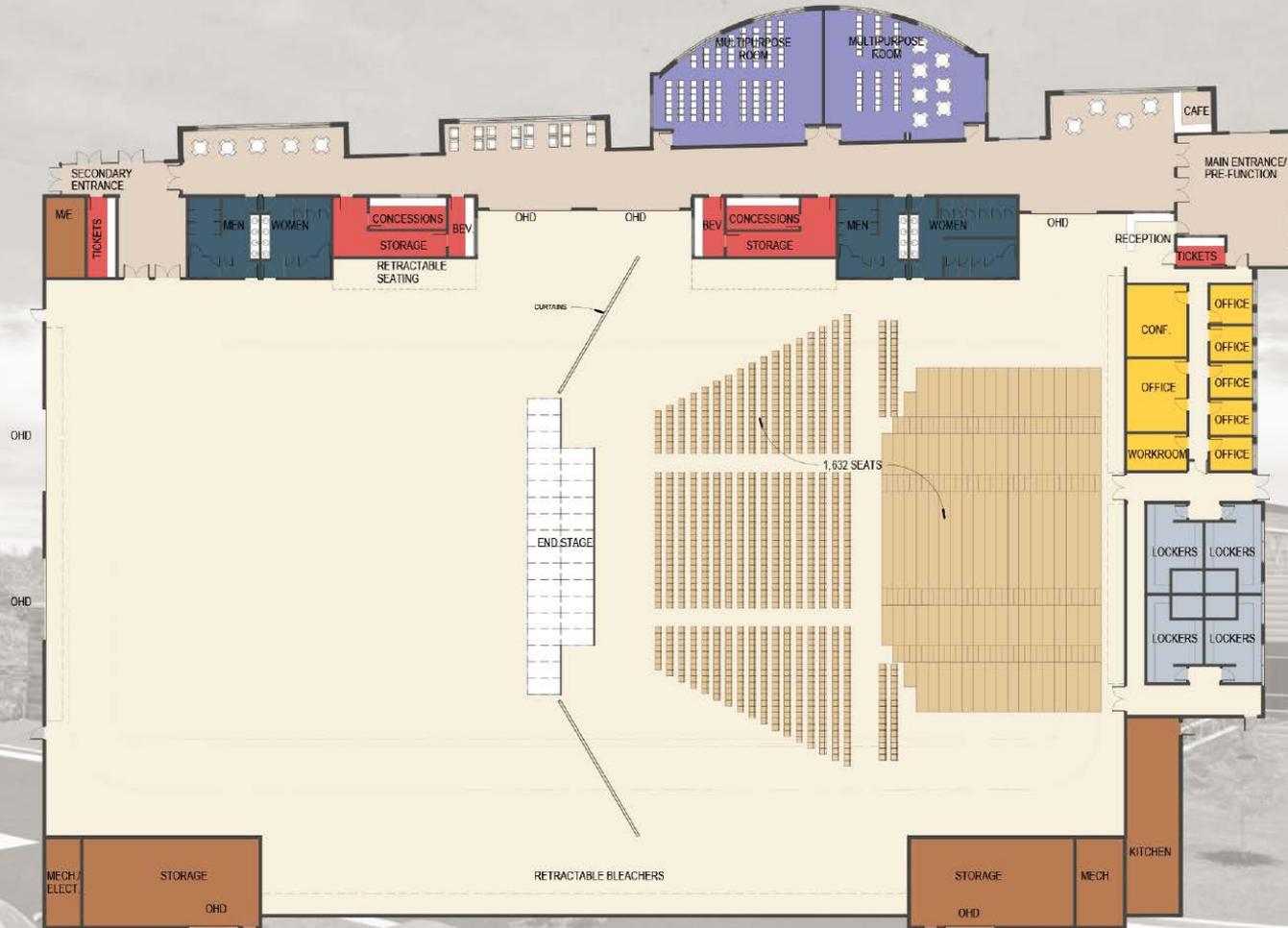
- Circulation
- Commons
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- Multipurpose/Flex Room
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- Restrooms
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- Track
- Wood Court

SEATING CAPACITY
432



BANQUET LAYOUT 57,676 GSF

CONCERT



ROOM LEGEND

- Circulation
- Commons
- Concessions and Tickets
- Court
- Lockers
- Multipurpose/Flex Room
- Offices
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- Support Space
- Track
- Wood Court

SEATING CAPACITY
1,632



CONCERT LAYOUT 57,676 GSF

THEATER SET



ROOM LEGEND

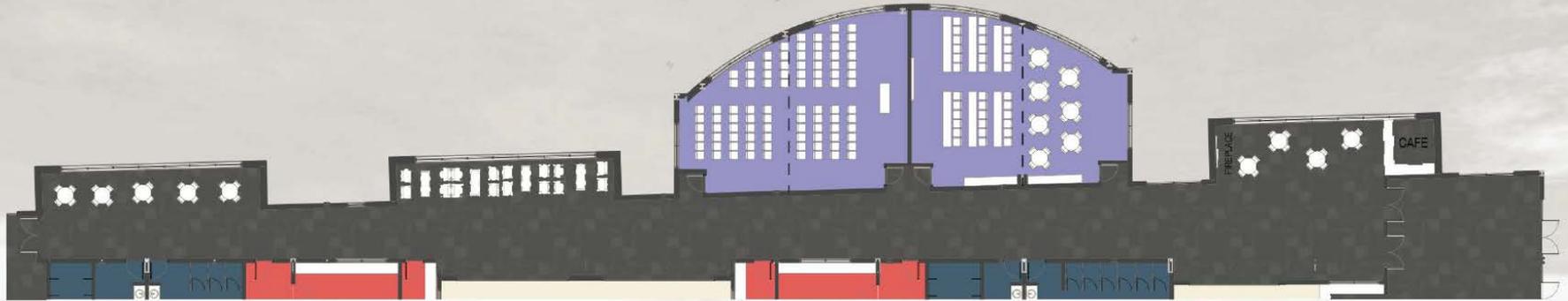
- Circulation
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- Offices
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- Support Space
- Track
- Wood Court

SEATING CAPACITY
258



THEATRE LAYOUT (ALTERNATE) 57,676 GSF

ANCILLARY SPACE



MULTIPURPOSE SPACE

- SEMINARS
- COMMUNITY GATHERINGS
- BIRTHDAY PARTIES
- ARTS & CRAFTS
- FITNESS CLASSES
- BINGO
- MORE!

COMMON SPACE 7,564 GSF

BUDGET ESTIMATE

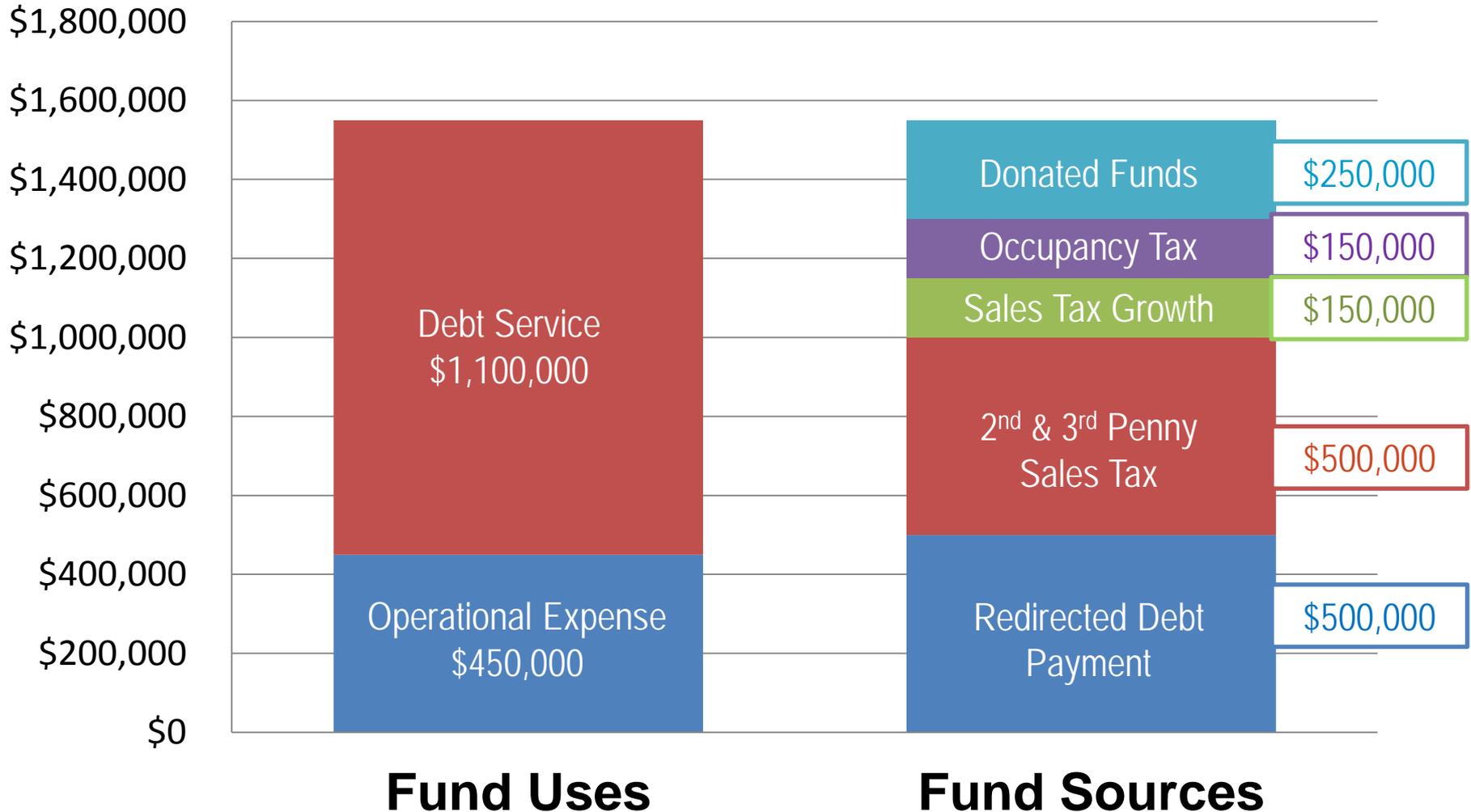
\$14,530,000

Does not include land, city utilities, streets

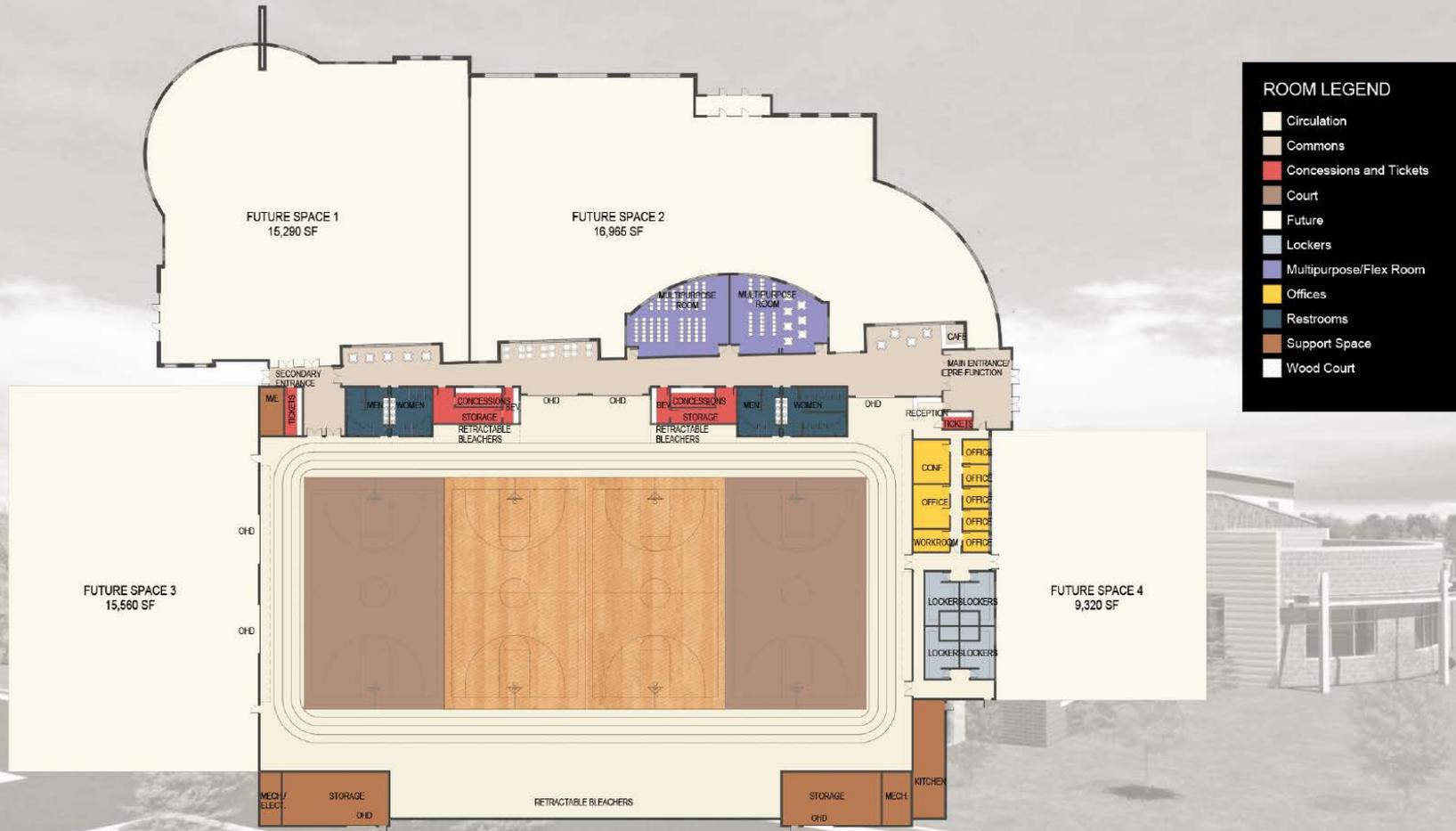


ESTIMATED ANNUAL BUDGET

\$1,550,000



EXPANSION OPTIONS



EXPANDABILITY PLAN

Design Requests

Requested Additions	Additional Cost
Boys & Girls Club/ SD Discovery Center	\$5.5 million
Water Park	\$8 - \$10 million
6,000 Seating Capacity	\$4 million
Six Lane Competition Track	\$2 million
Indoor Shooting Range	\$1.5 million

OPERATING REVENUE

Revenue

Facility Rental & Activity Fees	\$175,000 - 235,000
Ticket Revenue/ Fees (net)	\$ 10,000 - 17,500
Service Fees & Equipment Rental	\$ 10,000 - 15,000
Concessions & Vending (gross revenue)	\$ 85,000 - 120,000
Advertising/Sponsorship/Promotions	\$ 10,000 - 17,500
Naming Rights	\$ 0 - 10,000
Other	\$ 12,500 - 20,000
Total Operating Revenue	\$302,500 - 435,000

OPERATING EXPENSES

Expenses	
Salaries, Wages & Benefits	\$375,000 - 400,000
Sales and Marketing	\$ 17,500 - 22,500
Concessions	\$ 59,500 - 84,000
Utilities	\$ 80,000 - 90,000
Insurance (building)	\$ 27,500 - 32,500
Services	\$ 35,000 - 40,000
Supplies	\$ 25,000 - 30,000
Maintenance and Repairs	\$ 20,000 - 25,000
Other	\$ 35,000 - 40,000
Total Operating Expenses	\$674,500- 764,000

OPERATING PROFIT (Subsidy)

Pro Forma

Revenue

\$ 302,500 - 435,000

Expenses

\$ 674,500 - 764,000

Operating Profit
(Subsidy)

\$ (372,000) - (329,000)

PROPOSED TIMELINE

✓ November: Commission votes to
continue development plans

✓ December: Town Hall Meeting

2015

✓ February: Town Hall Meeting

✓ April: Town Hall Meeting

June: Commission decision

2016

Fall: Construction begins

2017

Spring: Facility Opens

2019

QUESTIONS/ COMMENTS

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- cityofpierre.org



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April 2016

ICON