

## **Bonny Dam Revitalization**

The goal of the revitalization project is to bring back a stream flow into the reservoir. As it was explained at The Grainery meeting, a couple issues presented themselves such as a build-up of silt that must be cleared, cattails that must be preserved as they are in “wetlands” (per ACE), and funding for work to take place. In order for any of that to happen, money needs to be available to maintain this long-term. Here are recreational ideas that have presented themselves to bring people, and money, back to the area:

- 1) Hunting & Fishing
- 2) Kid-friendly camping
- 3) Leisure
- 4) Motorsports
- 5) Mountain biking
- 6) BMX track
- 7) Hiking
- 8) Horseback riding
- 9) Sports
- 10) Etc.

I have assessed it would be in the best interest to accommodate profitable entities that can contribute to maintaining the water flow efforts after government funding has been re-allocated elsewhere. Dissecting each idea:

### **Hunting & Fishing**

The property at Bonny Dam is approximately 5,000 acres. This can be divided in half with one half being used for hunting, and the other half used for other activities. The “halfway” line does not need to be a set line, but can be a notion for half of the land usage/allocation. It also doesn’t need to be 50/50. The land can also be divided between North and South sides of the lake. Rations for this are abundant, and it will take a land committee to determine the best arrangement. Hunting is already part of the land usage and Colorado Parks & Wildlife uses that money to maintain the land. Once stream flow is returned, a small lake (or lakes) can be formed to host leisure activities such as fishing and paddle boats (if allowed).

Revenue generation will come from;

- Hunting fees
- Fishing fees/licenses
- Parking passes

### **Kid-friendly camping:**

Families look for opportunities to spend time away from their everyday grind and having a kid-friendly camping spot usually scratches that itch. Also, parents love it when other people host the activities, which allows them to relax and enjoy with the kids! Providing kid-friendly camping with hosted activities (see leisure section) will bring in families, and keep them coming back. Also, local high schoolers can be employed on the weekends (and weekdays during Summer) to host activities, and would probably do it for community service hours.

Revenue generation will come from;

- Initial entry fees for the campsite
- Firewood costs
- Food costs
- Activities costs
- Parking passes

### **Leisure**

The land can also provide for various leisure activities such as mini-golf, a driving range, Frisbee golf, batting cages, an arcade, paintball, a shooting range, etc. Whole families can come and spend a long weekend and have tons of fun! There are spots for RVs, albeit some electrical and plumbing work needs some TLC, but it's feasible. Families miss and want that time they used to have when the lake was there. Kids want more than the playground or the local football field. Mom's want to go to the spa while their husbands and kids are out goofing off. Babies need a daycare, and some parents want to have young-child-centric activities.

Revenue generation will come from:

- Activities costs
- Parking passes

### **Motorsports:**

Motorsports includes motorcycle, car, go-kart, ATV, and motocross activities. This topic has received incredible support from surrounding communities as well as the racing clubs, and track owners, in Colorado. Also, Colorado has their OHV program that provides grants to people who want to build and maintain trails for OHVs, and also provides for salaries. Profitability soars with motorsports as people are willing to pay good money for goods and services (track rental+insurance, track consumables such as tires and spare parts, fuel, etc.) Also, as a starting point, a motocross track is not expensive to build and maintain, nor is a small go-kart/Super-Moto/Mini-Moto track. Over time, a road course can be constructed that will attract motorsports enthusiasts from the entire region. This track can be built into event structures for current road racing organizations which will ensure profitability...which has already been guaranteed. I also have a contact that has designed professional racetracks for Moto-America. Also, I have a coach that teaches in North Carolina that has already agreed to provide schools out here for those who want to learn how to safely ride a motorcycle on the track.

Revenue generation will come from:

- Parking passes
- Entry fees (track day costs)
- Vendor fees
- Fuel
- Food
- Water
- Spectator fees (for sanctioned events)

### **Mountain biking trails and BMX Course**

While motorsports are great, a Motorsports & Cycling complex is even better! As anyone involved in motorsports can attest, being in top physical shape is paramount for success. That's why you see all the successful racers hopping on a pedal bike to keep their fitness up. This is why the idea of maintaining mountain bike trails and a low-cost BMX course would fit nicely into a business plan. Also, there has been interest in BMXing from the local community and I have a contact whose relative designs BMX tracks.

Revenue generation here will come from:

- Track entry fees and
- Spectator fees for BMX (for sanctioned events)
- Vendor fees
- Parking passes

### **Hiking Trails**

Most people that fall in love with Colorado do so because of the clean air, the clear sky, and being able to see as far as the horizon. This is why hiking trails is an absolute must. They can even be doubled-up with non-competitive mountain bike trails. These trails can be set up as scavenger hunts, nature walks, etc. A lot of people just want to get outside and be part of nature. Imagine if this were part of a membership where a good hike, or even a run, is part of a workout regimen provided by a personal trainer!

Revenue generation will come from:

- Trail fees
- Parking passes
- Scavenger hunt fees
- Guided \nature walk fees

### **Horseback riding**

What do city people picture when they think of farming and ranching in Colorado? Horses! Many city people, including my former self, relished the opportunity to learn how to ride a horse. I felt like Billy Crystal in City Slickers...bouncing along without a care in the world and providing some comic relief along the way. People will travel to do this, and if it is affordable and mixed with other leisure opportunities, people will pay quite a bit for the experience. While we were visiting family here during the Summer of 2017, my family and I invited some military friends and we went to a dude ranch in the Springs. It was GREAT! But when we got off the horses, we had to drive to a KOA campground 2 hours away since there was nothing else to do in that locale. Imagine if you can hop off a horse and go play paintball! Revenue generation for this would be the most difficult since you're dealing with animals that have a constant fuel and lodging bill. However, this can be off-set by allowing people to keep their personal horses in extra stables during the winter. Also, local kids needing community service hours can assist with grooming and feeding, after a liability waiver is signed, of course.

Revenue generation will come from:

- Training + horse rental fees
- Parking passes
- Food

- Stable rental (for locals during winter)

### **Sports**

Nothing is off the table! This land can provide such facilities as an indoor ice skating rink that can be used to maintain profitability in the winter times (or all year round if desired). There are limited opportunities here for the types of sports offered. This can be expanded. Also, people may just want to play around and not be part of a sports team. There was a rink where I grew up in Connecticut that, when not in use by the local hockey team on the weekends, would charge patrons \$20 to go out and skate for 4 hours. There were about 300 people there at any one time. Kids could get skating lessons, people could rent it for birthdays, and a local hockey team can be started.

Revenue generation will come from:

- Parking passes
- Equipment fees
- Building fees
- Entry fees for free-practice
- Concessions

### **Game Plan:**

Start easy and open 3,000 acres up for hunting, camping, and mountain biking. At the same time, build a motocross track, a BMX track, a paintball course (speedball and woods), and a gun range. This can be done for <\$400K. Spend an additional \$300K to rehabilitate the electrical, plumbing, and aesthetics. Then throw in the family-oriented leisure activities. Get the proper insurance which covers the basics and have a liability waiver that everyone signs. Build interest in the property as a go-to spot and get locals involved to do some of the work, and give them a stake in "ownership"...maybe make them honorary members that get discounts based on how many hours they contributed. Use some of the money from first-round implementations to fund the stream flow.

As patrons use the facility over a year, survey them to see their interest in future activities. Also, have a clear explanation as to how their money will go to rehabilitating the stream flow, i.e., have them own it...everyone wants to help. Use the surveys to focus on key areas of profitability. Start investment into a road course. I'll work with motorsports developers to get the clients, the partners, and the vendors. I will also provide project oversight/management for free.

### **Future:**

As with any business, it will die if it stagnates. Land is our constant, but what we do with that land must morph and improve over time. Keep tabs on what's working and what's not. Change things up. Invite famous personalities to endorse and help market. There are quite a few professional motorcycle racers in Colorado. Change track configurations to mirror those of MotoGP and Moto-America. Have various schools and courses.

When we lived in Maryland, my family and I went to Jellystone RV campground for a few days every year and we absolutely loved it! They had a water slide, pool, a big inflatable jump pillow,

an arcade, camp sites, arts and crafts, scavenger hunts, zip lines, etc. Parents could lounge around while their kids rode their bikes. It was a blast and it was affordable!

My goal: Build the economy here centered on fun and helping the environment.