

Connecticut Equestrian and Exhibition Center

Project Overview

www.cthorsepark.com

Project Description

The CEEC development team proposes to introduce to the region a multi use facility comprised of outdoor arenas, barns, practice track and polo fields and other components supporting equestrian eventing, a multi use 6000 seat indoor arena, restaurants, theme museum, and other various related attractions. The equestrian component, the facility's nucleus, will be of a world class measure. It will attract competitors and spectators and join the horse event show network (proper name) as a major destination facility for horse shows and events serving the east coast.

The selected location for the CEEC facility is a previously developed portion of the north east area of Keney Park at the Tower Ave./Barbour St. park entrance. The proposed park site was once teemed with horse related and other visitor drawn recreational activity.

CEEC Scope Definition

The horse industry revenues are significant. It is a large and rapidly growing part of the national, state and local economies. The horse industry has a direct economic effect on the US of \$39 billion annually. Once the multiplier effect of spending by industry suppliers and employees is induced the impact grows to a whopping \$102 billion. When the off-site spectator spending is added, the figure grows even higher.

Connecticut has the largest horses per capita in the United States. Following the three CEEC Feasibility Studies, conducted in 1987, 1995 and 2008, it is consistently concluded that the concept of an equestrian facility in Keney Park will be a major regional economic engine. A major venue such as this would contribute to the revitalization of Hartford economically, and image-wise as a destination city. The CEEC fits well within the present park's area uses (golf course and cricket fields). The 2008 study indicates that the project will draw tourists and visitors for both the equestrian and other types of events, thus making the convention center, hotels, restaurants and other Hartford and regional attractions the added beneficiaries.

Project Sustainability

The Feasibility Study Phase One, utilizing conservative variables, indicates that the horse events alone would financially sustain the complex. The study shows that by its 5th year it will:

- Host 115 Shows/Events and 241 Event Days per year
- Draw 216,866 visitors annually
- Generate \$40,100,000 of visitor regional spending annually
- Produce \$6,065,044 in new direct and indirect regional wages

List of Supporters

Members of the State General Assembly
Town of Windsor
Town of Bloomfield
Capitol Region Council of Governments (CRCOG)
Greater Hartford Convention and Visitor's Bureau (GHCVB)
Metro Hartford Alliance
Business for Downtown Hartford (BFDH)
Hartford Enterprise Zone Business Association (HEZBA)
Upper Albany Neighborhood Revitalization Zone (NRZ)
Connecticut Coalition for Environmental Justice
The Greater Hartford Minority Construction Council, Inc.
And a host of area businesses, residents and regional horse enthusiasts