



UPDATE

Olympic Horse Park CEPEC Clears Hurdles

August 4, 2013

CEPEC has completed its pre-development process and launch of its capital funding campaign to purchase its site and begin engineering. The California Equestrian Park and Event Center will be a world class facility with the ability to host international equestrian events and provide recreation, education, and entertainment for the public.

CEPEC is planned to occupy over 1,000 acres in Sonoma County with at least 700 acres dedicated to open space and species preservation. It will include a variety of recreational, conditioning, and competitive equestrian facilities such as, custom arenas, polo fields, carriage driving and eventing courses, a track, and several miles of multi-use trails. CEPEC will also have a referral service veterinary hospital, an education center, and a museum. These facilities will allow Sonoma County to meet the needs of its 30,000 equestrians and 22,000 horses.

Since its launch in 2009, CEPEC has completed: studies of potential sites as well as economic, cultural, and environmental impact studies; a pre-permit review with the County Permit Department; and, federal approval as a 501c3 non-profit organization. CEPEC also initiated several partnership programs. It is working with the Sonoma State University Business School to create academic degreed programs in equine management and science which will be partly hosted at the CEPEC facility. CEPEC will partner with Junior Achievement to provide youth Shadowing Programs, the Sonoma County Museum to display the county's rich equine history and art, and the Red Cross to provide much needed emergency sheltering.

As CEPEC's main sponsor, Henry Trione, stated in 2012, "There is no greater need in Sonoma County than CEPEC." CEPEC will create significant revenue for the county and local businesses for years to come. Horse parks similar to CEPEC generate revenues for their counties of between \$65 million to \$250 million annually. CEPEC is projected to cost \$200 million to build out, will take between five to seven years to complete, and create over 1,000 jobs during construction and more than 300 on-site jobs when fully operational.

CEPEC is planned to be constructed in three phases as funding permits, starting with basic riding and show facilities, to service centers (vet hospital and education facility), and then to entertainment facilities (a coliseum and a museum). Funding sources include: private and corporate donations and sponsorships, federal, state and local grants, endowments, funding events, and self generated revenue.

CEPEC is attracting the attention of national and international equine organizations and is being discussed as a possible venue for the 2024 Equestrian Olympics. Hosting a major event like the World Equestrian Games or the Equestrian Olympics generates at least \$250 million in local revenue from just one event. San Francisco and Sacramento have been invited to bid on hosting the 2024 Summer Olympic Games. If one of their bids is accepted, CEPEC will give Sonoma County the opportunity to host the Equestrian events of the 2024 Olympics.

For additional information, go to the CEPEC web site at: www.cepec.us