California Equestrian Park and Event Center

Proposal Update to Revitalize
Sonoma Developmental Center Land

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Updated Proposal to Revitalize
Sonoma Developmental Center Land

Executive Summary

The California Equestrian Park and Event Center (CEPEC) is a 501(c)3 non-profit organization interested in procuring the land surrounding the Sonoma Developmental Center (SDC) campus for a multi-use complex for recreation, competition, education, entertainment, and support services.

The state of California is planning to close the Sonoma Developmental Center (SDC) in Sonoma County and has requested proposals for its best use. The state’s objectives are to eliminate the cost of subsidizing the SDC, obtain revenue from the property, and meet the needs of the local community. This document is in response to the state’s request for proposals for the SDC and to requests by hundreds of people to create a unique, privately managed park in Sonoma County that will offer a variety of services and facilities, be monitored and maintained, and be safe for equestrians and hikers. CEPEC will have the ability to assist the state in meeting its objectives and those of the public.

The CEPEC project will eliminate the maintenance costs incurred by the state of the 726 acres of land surrounding the SDC campus, provide the region with substantial revenue, and create many other benefits for local and regional communities. In addition to its main objectives, CEPEC will provide venues for therapeutic riding programs, emergency sheltering, equine medical services, historic and wildlife exhibits, land and infrastructure restoration, a wildlife corridor, and open space preservation.

In addition, CEPEC will generate an estimated $200 million for businesses and agencies as well as 1,200 jobs in Sonoma County during construction. When CEPEC becomes fully operational, it will produce an estimated annual residual revenue of $250 million throughout the county, as well as 70 full time and 250 part-time jobs.

This document will describe how CEPEC can utilize the SDC land to meet these goals. It will show how a private, non-profit organization can provide unique opportunities for local residents and visitors that will enhance the economics and opportunities for Sonoma County and the region. This document is an updated version to the proposal submitted to the State of California, August 25, 2015.
1. **Background**

In order to reduce the cost of maintaining state managed human services agencies, Assembly Bill (AB 1405) was introduced to the California State Legislature to close the Sonoma Developmental Center (SDC) in Eldridge, CA. The state’s goals are: elimination of the annual maintenance costs of the SDC, obtaining revenue from the property, and meeting the needs of the local community.

This document describes a proposal for the land surrounding the SDC campus (see Figure 1). It does not address the operation of the main SDC campus.

This proposal is presented by the California Equestrian Park and Event Center (CEPEC), a 501(c)3 non-profit organization, formed to create a multi-use, Olympic level equestrian center in Sonoma County. CEPEC can help the state achieve its goals as well as create major benefits for the local community and the region by providing venues for public recreation, equestrian competition, education, entertainment, therapeutic riding, emergency sheltering, equine medical services, art, historic, and wildlife exhibits, land restoration, and open space (see Figure 2). CEPEC would like to participate with other groups in the analysis of best use for the buildings on the SDC campus once the program for the land is determined.

![Figure 1. Land (in red outline) surrounding the SDC campus](image1)

![Figure 2. Recreation, Entertainment, Education, Equine Medical Services, Art Exhibits, Wildlife Protection, Open Space Preservation](image2)
2. Public and Private Support

Several hundred presentations of the CEPEC project have been given to the public, service organizations, academic institutions, as well as government agencies and representatives (see Figure 3). As a result, a number of businesses and organizations support the CEPEC project (see Table 1). Many letters of support have been received by local county residents (http://www.cepec.us/alliances.htm) and several hundred petitions have been signed by residents of Sonoma, surrounding counties, and across the U.S. in support of CEPEC and its location at the SDC (see Appendices B and C).

![Figure 3. CEPEC Presentation to Congressman Mike Thompson](image)

Table 1. CEPEC Supporters

<table>
<thead>
<tr>
<th>Businesses</th>
<th>Local Organizations</th>
<th>Regional Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simons &amp; Woodard, Quattrochis</td>
<td>Petaluma, Sebastopol, and Russian River Rotary Clubs</td>
<td>California Horse Council</td>
</tr>
<tr>
<td>Kwok and TCLD Architects</td>
<td>Junior Achievement</td>
<td>4-H</td>
</tr>
<tr>
<td>Brelje &amp; Race &amp; ZFA Engineering Wright Contracting</td>
<td>Red Cross Sonoma County</td>
<td>U.S. Polo Association</td>
</tr>
<tr>
<td>Draper Training Stables</td>
<td>Sonoma State University</td>
<td>U.S. Eventing Association</td>
</tr>
<tr>
<td>Triple Creek Horse Outfit</td>
<td>UC Davis</td>
<td>American Quarter Horse Association</td>
</tr>
<tr>
<td>Zanetti Performance Training</td>
<td>Sonoma County Museum</td>
<td></td>
</tr>
<tr>
<td>Martin Ranch Supply</td>
<td>County Horse Councils of Sonoma, Napa, and Marin</td>
<td></td>
</tr>
<tr>
<td>Oak Pond Thoroughbred Ranch</td>
<td>Sonoma County Equestrian Clubs</td>
<td></td>
</tr>
<tr>
<td>Circle Oak Rehabilitation Center</td>
<td>Project H.O.P.E.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Giant Steps</td>
<td></td>
</tr>
</tbody>
</table>

The design of, and planned uses for, CEPEC were founded on input from over 1,000 equestrians, businesses, residents, as well as local and national equestrian organizations. A number of partnering programs are planned with several of these organizations, such as: education and internships, emergency sheltering facilities, equine art and historic exhibits, job shadowing for youth, and equine assisted therapy. These programs will meet one of the goals of the state included in the January 2014 Assembly Bill: to utilize public/private partnerships in order to provide integrated community services on state lands.
3. Project Overview and Objectives

CEPEC’s proposal is to revitalize the land surrounding the SDC for the greater community. Data in this proposal were either obtained from, or based on, publications included in the Reference section (Appendix A) and are indicated in this document by reference number(s) in parentheses.

The CEPEC project will expand the uses of the SDC to include:
- Enhanced therapeutic riding venues for adults, youth, and veterans (Figure 4a)
- Equestrian and equine biomechanical balancing programs
- Monitored and maintained horse riding and hiking trails (Figure 4b)
- Preservation and exhibits of:
  - equine artifacts and the history of horses of Sonoma County
  - the history of the SDC
  - local wildlife, their habitats and sustainability
- Education/event center for instruction, exhibitions, and conferences (Figure 4c)
- Internship opportunities and youth job shadowing programs in business, veterinary medicine, and event management
- Emergency facilities for horses and people during a major natural disaster such as a flood, fire, or earthquake
- Equine critical care (Figure 4d)
- Riding arenas customized to optimize safety and performance for all equestrian disciplines
- Temporary stabling for horses during competitions and clinics
- Meeting facility for the Sonoma County’s 32 equestrian clubs
- Campground for riders and their horses

The land surrounding the SDC campus will be able to accommodate these services and facilities. The large amount of level terrain of the 326 acre East property, historically known as the Eldridge Farm (see Figure 5), is adjacent to Sonoma Valley Regional Park. It has been used as a farm and livestock facility for over 100 years and is thus historically and physically well suited for CEPEC’s equestrian complex.
The hilly terrain and tree groves of the 394 acre West property (Figure 6) are adjacent to Jack London Park providing extensive trail horseback riding and hiking options. The property also includes Camp Via, which can be upgraded for improved camping for riders and horses. In addition, there are many vacant buildings on the SDC campus that, with renovation, could be used for some of CEPEC’s facilities such as a museum and education and conference center. The plans for the museum are to host equine and equestrian exhibits, historical artifacts, art, wildlife exhibits, and historic displays of the SDC.

Allowing CEPEC to procure the land surrounding the SDC campus would accomplish a number of specific financial, employment, community, and environment benefits as described below.

Financial

- Eliminate SDC maintenance cost for the state
- Provide the state with annual payments
- Provide local businesses and agencies with development and construction revenue estimated at $200 million
- Generate annual county revenue of an estimated $250 million

Employment

- Creation of approximately 1,200 jobs during construction
- Provision of at least 70 full time and 250 part time jobs when CEPEC is fully operational

Community Services

- Expand the use of the SDC land, facilities, and services for the greater community and region
- Expand recreation, education, competition, and entertainment opportunities
- Establish a Red Cross emergency shelter venue for the North Bay Area
- Provide a safe environment for horseback riding and hiking on trails
- Establish a critical care equine veterinary hospital and farrier center
- Provide an international horse show facility
- Create a museum exhibiting Sonoma County horse history, SDC history, local wildlife and their habitats
- Expand existing equine therapy venues for disabled individuals
- Provide volunteer opportunities for youth, senior citizens, and veterans
Environment

- Create, monitor, and sustain a wildlife corridor between Sonoma Mountain and the Mayacamas Mountains
- Reduce water contamination and enhance groundwater recharge by renovating the antiquated water and sewage systems
- Restore stream beds and farm land
- Provide public education (including school tours) and information about local wildlife preservation and care
- Maintain a low ambient noise level
- Continue the historic agricultural use of the land

4. Importance of the Project to the Region

Economic

The equine industry is a well-established and important component of the Sonoma County economy. A 2013 study by Sonoma State University demonstrated that the equine industry generated more annual revenue in the county than the grape industry (see Figure 7 and Reference 31). Updated data since the study revealed that there are 26,000 horses, 36,000 equestrians, 32 equine veterinarians, 68 farriers, 160 trainers, 32 horse clubs, and 125 boarding stables in the county.

![Figure 7. Sonoma County Revenue from the Horse and Grape Industries](image)

CEPEC will add substantial value to the county’s already established wine and recreation industries. Visitors to CEPEC are estimated to produce additional residual revenue of $250 million annually in Sonoma County when CEPEC is fully operational; as well as creation of at least 70 full time and 250 part-time jobs.
The Need

CEPEC interviews and correspondence with local, national, and international organizations and corporations with equine related interests continually demonstrate the need for an equestrian facility like the Kentucky Horse Park on the U.S. West Coast. There is no international equestrian facility like CEPEC west of Kentucky in North America (see Figure 8). Market research studies conducted between 2009 and 2014 demonstrated the need for an equestrian complex like CEPEC on the West Coast (References 13, 20, 21, 31). Letters (http://www.cepec.us/alliances.htm) and signed petitions (Appendices B and C) from the general public document the need for this type of facility and its location at the SDC.

Figure 8. International (red stars) and Regional (black dots) Equestrian Centers in North America

Unique Park for the Public

Almost 20% of land in Sonoma County (219,617 out of 1,131,520 acres) is classified as protected (see Figure 9) with most of it in open space.

Figure 9. Protected Land in Sonoma County

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Parks</td>
<td>51</td>
<td>60,000</td>
</tr>
<tr>
<td>State Parks</td>
<td>11</td>
<td>36,617</td>
</tr>
<tr>
<td>Open Space Properties</td>
<td>259</td>
<td>75,000</td>
</tr>
<tr>
<td>Land Trusts</td>
<td>78</td>
<td>48,000</td>
</tr>
<tr>
<td>TOTAL PROTECTED LAND</td>
<td></td>
<td><strong>219,617</strong></td>
</tr>
</tbody>
</table>
The protected lands have limited public use and are, for the most part, not consistently monitored. Illicit use such as marijuana production in local parks (such as Jack London State Park) as well as larger and more remote protected areas (such as the Mayacamus Mountains) is a major problem, pollutes the land and streams, and endangers wildlife (Reference 26). CEPEC will prevent these problems by providing video monitoring, security patrols, and daily maintenance throughout the land surrounding the SDC campus.

A privately managed, unique park is needed in Sonoma County that offers a wide variety of opportunities for public use, is monitored and maintained, and is safe for horseback riding. CEPEC will offer a combination of venues (i.e., recreation, education, competition, security, and historic and art exhibits) not currently available on Sonoma County protected land. CEPEC can provide these benefits while protecting the environment and wildlife. This will be accomplished by the implementation of CEPEC’s Visitor Use and Impact Monitoring Program whose goal will be to protect and enhance natural resources and the quality of experiencing the site to its visitors. This will allow CEPEC to quantitatively monitor and maintain cultural, biophysical, and social conditions of the facility.

Public Safety

Out of the 51 public parks in Sonoma County, less than half allow horseback riding (Reference 21) and all of these allow simultaneous use by hikers, horses, and bicycles. This has resulted in several serious accidents (References 28 & 29). In addition, 2009 review of traffic safety studies of bicycle crashes reported that multi-use paths are more dangerous to ride on than major roads (Reference 17). The combination of horse riders, bikes, and hikers on trails thus reduces their safety and has resulted in a decrease in the use of public parks by many equestrians in the county (References 13 & 20). To address this issue, CEPEC plans to take the advice of the U.S. Department of Agriculture Forest Service (Reference 9) by providing trails dedicated to more limited use (e.g., horseback riding and hiking without road, mountain, and motorized bicycles).

Water

One of the major criteria in selecting a site for CEPEC is the availability of sufficient water of good quality (see Reference 24 and Appendix D). Over half of the East property (on the Eldridge Farm) is in Zone 1 which is the highest classification for water recharge rate in Sonoma County. The Eldridge Farm also has a continuous flow of good quality water into its six hundred acre cubic feet Lake Suttonfield (see Figure 10). According to information obtained from the Sonoma County Water Agency in 2014, the SDC uses 500,000 gallons of water a day for residents, employees, and irrigation. CEPEC will use only 10% of this amount (estimated 50,000 gallons) per day for employees, visitors, horse consumption, and watering.
Use of drought resistant landscaping, appropriate grass in the polo field, and state-of-the-art arena surface materials will minimize the need for frequent landscape watering. CEPEC will also either renovate or replace the antiquated water and sewage systems on the Eldridge Farm. These benefits will result in reduction of water use at the SDC, elimination of pollution from current piping systems, and improve groundwater recharge.

**Equine Therapy and Health Programs**

The SDC has provided equine therapy to its residents for over thirty five years. CEPEC plans to continue providing venues for these services for SDC residents as well as youth, veterans (see Figure 11), and other people with special needs. Recent scientific research has shown the benefits of horseback riding on health (Reference 33). CEPEC will provide venues for riding programs designed to enhance general health.

**Youth Programs and Volunteer Opportunities**

There are currently no facilities for intramural equestrian events in the North Bay Area. CEPEC will provide a variety of programs for youths including riding competitions, job shadowing, internships, and academic and certification courses for middle school, high school, and college students. Local organizations such as the Hanna Boys Center, Girls and Boys Clubs, 4-H (see Figure 12), Future Farmers of America, and international organizations like the Interscholastic Equestrian Association and Intercollegiate Horse Show Association will be able to take advantage of CEPEC’s youth program venues. There will also be many volunteer opportunities for youth, adults, and senior citizens at CEPEC. These include visitor greeting, tour guiding, fundraising, and administration support.
5. Project Details

Land Acceptance Criteria

In order to have a facility that will generate the projected revenues for CEPEC and the county, the land acquired for CEPEC needs to meet several criteria (see Table 2 and Reference 24). A study of how well the land surrounding the SDC campus met the CEPEC Section Criteria was conducted using a decision matrix (see Appendix D). The results showed that the SDC land was second to the top scoring site of the eight locations originally evaluated for CEPEC. The original top scoring site was the Roblar Valley (in Petaluma) which was eliminated from consideration due to threatened species mitigation cost (estimated at as much as $8 million) and excessive purchase price requirements of the owners.

Table 2. Examples of CEPEC Site Criteria

- Appropriate zoning
- Sufficient land for the CEPEC complex and trails
- Appropriate terrain and soil for riding venues
- Adequate water source
- Proximity to a major town
- Moderate climate
- Distant from major earthquake fault, flood, and fire risk zones
- Close to a major highway
- Rural area
- Proximity to emergency services
- Absence of endangered species and their habitats
- Low ambient noise

Zoning

The SDC parcels are zoned for Public Facilities District (PF) which allows ownership only by a government agency or non-profit organization and use for community or public services. Allowable facilities include those for education, libraries, museums, parks, and recreation. The zoning also requires protection against incompatible uses. The Eldridge Farm parcels are also zoned Riparian Corridor (RC), Scenic Resources District (SR), Valley Oak Habitat (VOH), and Historic District (HD). Each of these has unique requirements to which CEPEC and will comply.

Facilities

The CEPEC facility will consist of a main complex and open space areas (Reference 33). The main complex will contain an equestrian center, education and conference center, museum, equine critical care center, administration/security/first aid center, and maintenance area. The equestrian center will be composed of: event area (Figure 13 a), eventing course (Figure 13 b), riding arenas, polo field, exercise track, stall and feed storage barns, and paddocks. Open space areas will include trails and grazing pastures.
Implementation

The CEPEC project is composed of three stages: Planning, Development, and Construction (Table 3). The Planning stage has been completed; the Development and Construction stages will occur when the land is secured and funding obtained. Land cost will depend on the procurement arrangement. Infrastructure construction cost will be verified after a thorough inspection and review of existing facilities by CEPEC engineering advisors (http://www.cepec.us/about%20us.htm) and will depend on renovation and replacement requirements.

Table 3. Development Stages and Estimated Costs

<table>
<thead>
<tr>
<th>Stage</th>
<th>Activity / Building</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Planning</td>
<td>Market Research, Site Selection, Business Plan, Non-profit Certification, Community Outreach</td>
<td>$125,000</td>
</tr>
<tr>
<td></td>
<td>Draft Environment Impact Report, Economic Impact Analysis, Open Space Application, Pre-Permit Application, Master Plan</td>
<td></td>
</tr>
<tr>
<td>2. Development</td>
<td>Capital fund raising, land procurement, design, engineering, permitting, environmental studies</td>
<td>$9 million</td>
</tr>
<tr>
<td>3. Construction</td>
<td>Infrastructure (roads, power, sewage, and water systems), Basic facilities (trails, arenas, courses, parking areas)</td>
<td>$84 million</td>
</tr>
<tr>
<td></td>
<td>Veterinary, Administration, Education/Conference Centers</td>
<td>$42 million</td>
</tr>
<tr>
<td></td>
<td>Event Center, Museum</td>
<td>$65 million</td>
</tr>
</tbody>
</table>
Infrastructure

The SDC facility has an existing infrastructure of water, sewage, power, and road systems (Figure 14). However, many components of the water and sewage systems are over one hundred years old and need renovation or replacement.

The existing roads at the Eldridge Farm will have to be resurfaced and extended to accommodate CEPEC venues. A left-hand turn lane will also need to be installed for the CEPEC entrance and exit on the East border of the Eldridge Farm along Highway 12.

SDC water is collected from creeks, stored in two reservoirs, and then transferred to a water treatment plant on the West facility. The sewage system is connected to the Sonoma Valley County Sanitation District and treated at its facility in Sonoma. To reduce the load on the Sonoma treatment facility, CEPEC will consider installing an onsite biomass sewage treatment system. CEPEC is planning to install an onsite solar system that will provide power to the CEPEC facility.

Events

Riding and Camping: A major use of CEPEC will be for horseback riding, carriage driving, and hiking on trails by youths and adults (Figure 15). The number of horseback riders and duration of their rides will vary. It is estimated that an average of 50 visitors might use the CEPEC trails each day with significantly more riders on the week-ends and during events. Trails will be open during daylight hours and visitors will arrive and leave at different times.

Camping for riders and their horses can be made available at Camp Via on the West property. The camp will need significant renovation to comply with modern standards.

Horseback riders, carriage drivers, and hikers will be provided information on the care of the land and wildlife habitats. Brochures, postings, and programs (such as guided nature rides and walks) will be provided.

Horse Shows: The CEPEC sports complex will host a variety of equestrian competitions including: jumping, dressage, cross country, cutting, reining, gymkhana, Western & English pleasure, polo, driving, and vaulting. Equestrian events will accommodate disabled individuals as well as amateur to advanced level riders (Figure 16).
Exhibitions: CEPEC plans to host local, regional, national, and international equine exhibitions (e.g., Cavalia and Lipizzaner Stallions), educational clinics, and equine related trade fairs (e.g., Equitana and the American Equestrian Trade Association International Fair).

Conferences: Many organizations would like to host conferences in Sonoma County, but do not do so because of insufficient facilities. There are only two locations in the county (Sonoma State University and Graton Resort) that can provide facilities for a major national conference. Examples of scientific equine associations that could host conferences at CEPEC include the American Association of Equine Practioners, International Societies for Equine and Equitation Science, and National Association of Equine Affiliated Academics. Some of the buildings on the SDC campus could be renovated for this purpose.

Public Use: The public will be allowed to use the CEPEC facilities; a parking fee will be required. Equestrians will be required to pay either a daily or a discounted annual fee to ride at CEPEC. Organizations will also be allowed to use the CEPEC facilities for a fee for equine related events. The facility will be designed to accommodate disabled riders and spectators. Permanent boarding facilities will only be available for horses without existing Sonoma County resources (such as polo ponies). Temporary stabling will be available for horses attending CEPEC events.

6. Facility Planning and Mitigation

CEPEC has an Advisory Team of over sixty five professionals including architects, engineers, biologists, and geologists (see http://www.cepec.us/about%20us.htm) who provide design, regulatory compliance advice, document reviews, and help create site plans. A preliminary site plan (Pre-Permit Application) for the Roblar Valley was reviewed with positive feedback by the Sonoma County Permit and Resource Management Department in 2011. As a result, the CEPEC project plan includes mitigation measures to address issues such as traffic, noise, safety, lighting, dust, water usage, and event size. A project update of plans for its location at the SDC was presented to members of the PRMD planning staff and its executive management in 2015.
• **Traffic:** A traffic study will be conducted to determine impact on the general area. The main CEPEC entrance and exit will be located along Highway 12 to minimize traffic on Arnold Road and through the SDC residential area. Primary access to the complex will be from Highway 12; vehicles pulling horse trailers and delivery vehicles will be required to use this access point. A left-hand turn lane will be installed to optimize traffic flow and safety. Visitors will be directed to arrive and leave during minimum traffic load hours. A perimeter road will also be installed on the complex for effective traffic management. Parking will be accommodated on the CEPEC site and not permitted on county roads. Partnerships will be created with owners of nearby land for over-flow parking during major events and visitors will be provided transportation to CEPEC.

• **Noise** levels generated from activities at the CEPEC site will be very low as horse events of the type to be hosted at CEPEC have a noise level similar to a golf tournament. Most horse shows discourage spectator noise that would interfere with the concentration and thus performance of riders and their horses.

• **Attendance** estimates are based on data from major efficient equestrian facilities in the U.S. (References 3, 12, 15, 18, 22, and 23). This data will be used to determine appropriate event size and number of participants for efficient rider, pedestrian, and vehicle traffic management. The number of visitors to CEPEC will depend on the number of events, participants, spectators, and visitors. When CEPEC is fully operational, it expects to be able to host seventy five horse shows a year at approximately two shows per week during show season. Most shows occur on weekends, but some continue into the week. The number of participants will depend on the type of show, classes, and riding levels. Local shows typically have 30-50 riders; regional shows between 50-150 riders; and national shows more than 150 riders. The number of spectators will also depend on the level of the show; local shows have few spectators, national and international shows have the highest number of spectators.

• **Safety** for riders, spectators, visitors, and horses will be CEPEC’s number one priority. The site will be designed to minimize pedestrian and vehicle traffic in the riding areas. Spectator and participant parking will be separated by the event arenas to secure the horses and provide safety for people and horses.

• **Water** collection, storage, and distribution systems will be designed to optimize water conservation and availability and to minimize the effects on the local water table. Plans for renovation of the water and sewage systems at the SDC facilities have been discussed with executives of the Sonoma County Water Agency.

• **Manure and waste** will be cleared from arenas throughout the day, stalls and park trails daily, and collected by the local sanitation company North Bay Corporation. Plans for collection services have been discussed and operations will be coordinated by its
Operations Manager. As previously described, CEPEC will consider installing an onsite biomass sewage treatment system.

- **Lighting:** Lights will be installed along all roads and walkways. The lighting will be shielded to minimize illumination dispersion into the surrounding environments. Electricity for lights is planned to be provided by solar energy.

- **Dust:** State-of-the-art dust control techniques and organic products will be utilized to minimize dust and risk to the environment (Reference 32). Organic dust control agents will be used on arenas and roads to minimize adverse health effects for people, horses, and wildlife (Reference 29).

7. **Summary of Expected Impacts**

CEPEC will have many positive impacts on the economic, environmental, cultural, recreational, therapeutic, and employment of the local community as well as the region. It will relieve the state of the financial burden of the land surrounding the SDC campus and provide county and regional revenue.

CEPEC will increase tourism, provide jobs, an emergency center, and a safe horse riding environment. It will also provide education and internship opportunities for students, exercise venues for the public, and therapy venues for the disabled.

CEPEC will have a number of positive impacts on the environment. It will preserve the wildlife corridor on the north side of the property, restore the land, and preserve the existing low ambient noise level. Educational information and classes on local wildlife and sustainability of the land will be provided to public visitors and school groups.

Because the water and sewage system will be either renovated or replaced, pollution to the public water system from the Eldridge Farm will be eliminated and groundwater recharge will be enhanced. Land and stream beds will be restored and the open space ambience will be retained (see Figure 17).

![Figure 17. Artistic Concept of CEPEC Facility](image)
8. Funding and Revenue

CEPEC financial estimates are based on data from horse parks with similar functions (References 3, 6, 7, 10, 11, 12, 16, 18, 19, 22, and 23), an equestrian park architect (19), interviews with managers of national equestrian horse parks, and surveys conducted in Sonoma County (References 1, 2, 4, 13, 20, 21, and 31).

The CEPEC revenue estimates are based on implementation of a capital intensive, transaction, and event based business model. CEPEC’s “develop early / deploy often” philosophy includes a functionally based, phased project schedule that will enable revenue generation early in its development and construction cycles.

Funding for CEPEC is being secured from a variety of private and public sources including: private and corporate gifts, sponsorships, naming opportunities, donations, foundations, grants, endowments, and fund raising events. Seed funding for the CEPEC Planning Stage has been provided by private donations; over one million dollars in services has been donated by CEPEC management and advisors.

CEPEC revenue will be obtained from facility rentals, admissions, retail sales, food and beverage sales, parking fees, solar power purchase agreements, fundraising, and other sources (e.g., membership dues and advertisements). These sources are expected to annually generate over $13 million (see Table 4).

<table>
<thead>
<tr>
<th>Source</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent &amp; Admissions</td>
<td>$6,519,000</td>
</tr>
<tr>
<td>Merchandise/Retail</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Food/Beverage Sales</td>
<td>$872,000</td>
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<tr>
<td>Parking Fees</td>
<td>$602,200</td>
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<tr>
<td>Solar Power Purchases</td>
<td>$349,000</td>
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<tr>
<td>Fundraising</td>
<td>$1,200,000</td>
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<tr>
<td>Other Sources</td>
<td>$2,250,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$13,292,200.00</strong></td>
</tr>
</tbody>
</table>

As previously stated, CEPEC is also expected to generate residual revenue throughout the county of $250 million from annual tourism when CEPEC is fully operational. This revenue will be derived from visitor spending on lodging, restaurants, transportation, retail goods, entertainment, and recreation.
9. Procurement Proposal

This land CEPEC is interested in leasing includes approximately 394 acres of undeveloped land on West parcel number 054-090-001 (see shaded area of Figure 16a) including the Camp Via land and 290 acres (parcel 054-150-010) and 36 acres (parcel 054-150-013) on the East property of the Eldridge Farm (see shaded parcels of Figure 16b). These areas do not include the SDC campus which contain the administration buildings on the West side of Arnold Dr. and the residential buildings on the East side of Arnold Drove.

CEPEC proposes a 99 year lease with a first refusal purchase option before the end of the lease. Leasing the land will allow CEPEC to be able to immediately initiate Stage 2 Development. As soon as CEPEC obtains a land procurement agreement, it will secure capital funds for the land, design, engineering, permitting, and environmental studies. The Construction phase will commence as funds are obtained. CEPEC is also interested in leasing and renovating some of the SDC campus buildings.

Several institutions have expressed interest to partner with CEPEC on the SDC main campus. This would provide an opportunity for CEPEC to secure a partially existing infrastructure for a conference and education center and museum. These agencies will become more interactive when the current residents have been relocated and the State of California moves forward with the SDC closure.

We appreciate the opportunity to submit this proposal. Additional information is available on request.
Appendix A: REFERENCES

References are listed in chronological order with Internet links to the documents indicated by blue underlined text.

1999

2001

2002
3. *Economic Impact of the Kentucky Horse Park*, Kentucky Department of Travel, 2002.

2005


2006


2007


2009


2010


2011


2012


2013


2014

30. *Equestrians at Annadel State Park run through by mountain bikes; one horse broke leg and had to be euthanized*. March 17, 2014.

31. *Economic Impact of Equestrian Activities in Sonoma County*, 2014, Center for Regional Economic Analysis, School of Business and Economics, Sonoma State University.


2015


2017

35. *Large illegal pot grown removed from Jack London*. Kenwood Press, July 1, 2017
Appendix B: Samples of Online Petition Comments from General Public about CEPEC

- I can’t wait for this to open and start having events. We need this facility and the jobs for Sonoma County.
- This is much needed in Sonoma County!
- This would greatly enhance the available equestrian facilities of Sonoma County and would provide a much needed venue in California (and the nation) for major events.
- We need an equestrian center in this area.
- I fully support these efforts and encourage every Californian to do so as well.
- This would be a great asset to Sonoma County.
- Any worthwhile project to keep equestrian events in California is welcomed and supported.
- It will fulfill a need and be a unique and excellent horse park on the West Coast!
- We really need more equestrian centers near and around the Northern California area to hold equestrian events of significant size because this is something lacking in the Northern region. Please make this happen.
- Bring horses to the public.
- CEPEC would help increase our existing equine industry from $600 million per year to $1 billion per year which would create more jobs and increase tax revenue for the County.
- Equestrians will flock to this proposed facility, not only bringing strong financial gains to the area but also giving new support and a healthy outlet to the unfocused youth in Sonoma County. We need this project to bring back the balance of beneficial land use vs. mono agriculture.
- Sonoma County needs more space devoted to horse activities that are safe. Most trails now are shared with bikes it can be dangerous for both the horse and bike riders.
- I have followed CEPEC from their beginning and have been a supporter of their mission. It will benefit Sonoma County in so many ways.
- A great opportunity
- Yes to CEPEC
- We need this to happen for our horse community!
- Needed!
- Looking forward to this facility!
- This facility would be a great asset to our horse community!
- Totally support this much needed equestrian project and the value it would bring to Northern California on many levels!
- This would be a great opportunity for Northern California!
- Sounds like a great addition to the County. More horse lovers here the better!
- Sonoma County needs this!
- I support CEPEC.
- Great project
- Great idea.
• Very worthy project.
• Would be great.
• I support CEPEC and look forward to the completion of the equestrian complex.
• This is a huge opportunity for the equestrian community in our County! I hope it succeeds!
• We need this!!
• What a great thing for families and kids to use to be outside in the age where we are losing touch with nature!
• Badly needed.
• Great idea we need more available land for our horse activities.
• We support the CEPEC
• I would like to have CEPEC acquire land for an equestrian park
• This is a much need facility in Sonoma County.
• Let’s do this!
• Would love more Bay Area equestrian facilities!!
• I agree with the CEPEC complex.
• What a wonderful idea for the use of this property! Sonoma County has a long history of famous horses and horse breeders and California needs this type of facility.
• Bring our horse world up to date!
• The County could use a facility like this.
• This would be an incredible advancement in equestrian sports on the west coast
• I hope this comes to fruition!
• Our lives can be so enriched by these magnificent creatures, thanks for the opportunity to support the development of an equestrian park.
• Keep horses in the future of California
• We need facilities to keep horses in the area and to bring new horse people into the area.
• We need to have a wonderful facility like this. It is way overdue.
• Good luck with your goal it would be nice to have such a large equestrian park available to use
• Very exciting! Hope it all comes together.
• It’s a whole lot better than putting in more vineyards!
• A much needed venue
• It would be a huge plus for our County and for its history with horses
• This is a terrific project. I support it wholeheartedly.
• We really need this facility in Sonoma County
• That sounds great. So many benefits of having it there.
• A great place for horse enthusiasts!
• I grew up riding horses in Golden Gate Park, in San Francisco. We had more access to trails than we do in many other places in the Bay Area. We need more places to ride. Let’s make this happen!!
Appendix C: Samples of Online Petition Comments from General Public about CEPEC on SDC Land

- Yes I support CEPEC's plan for the use of the SDC acreage to help preserve the current environmental habitat, which is conducive to CEPEC's equestrian center.
- Great! Hope CEPEC gains the land.
- We need an equestrian center in this area.
- The right place at the right time!
- What a wise use of acreage!
- What a capital concept! Sonoma County would certainly benefit from a world class equestrian facility. Trails at Jack London are such an added bonus.
- Hope we can keep the land from developers!
- A great use for this property!
- What a wonderful idea for the use of this property! Sonoma County has a long history of famous horses and horse breeders and California needs this type of facility.
- Great use of the land!
- Great use of this land and much needed to support the future of our local equine industry.
- I think this land would be perfect for the CEPEC project!
- That sounds great. So many benefits of having it there.
- I believe this can provide some benefit to the clients at the development center by providing calls to work with horses.
- An Olympic equestrian center in Sonoma Valley would benefit many important public causes!
## Appendix D: CEPEC Criteria Rating of SDC Land in Sonoma Valley

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Rate</th>
<th>Score</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At least 1,000 acres of land</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>Ca. 750 acres minimally developed land</td>
</tr>
<tr>
<td>Contiguous parcels</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>East and West sites not connected</td>
</tr>
<tr>
<td>Sufficient &amp; usable for CEPEC facilities</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>May need some SDC campus buildings</td>
</tr>
<tr>
<td>Min. 300 acres with a gradient &lt; 15%</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>Probably only 200 acres</td>
</tr>
<tr>
<td>Stable soil with good drainage</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>Sandy loam</td>
</tr>
<tr>
<td>Indigenous footing quality</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>Good</td>
</tr>
<tr>
<td>Potential for terrace berms for</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>Multiple berm terrace possibilities</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Close proximity to a major state hwy.</td>
<td>3</td>
<td>4</td>
<td>12</td>
<td>On Hwy 12</td>
</tr>
<tr>
<td>Close to a major town</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>4 miles to Sonoma</td>
</tr>
<tr>
<td>Central to adjacent counties</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>Close to Marin &amp; Napa</td>
</tr>
<tr>
<td>Flood zone</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>Outside 100 year flood zone</td>
</tr>
<tr>
<td>Fire risk</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>Low on Eldridge Farm</td>
</tr>
<tr>
<td>Earthquake shaking potential</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>Medium shake potential</td>
</tr>
<tr>
<td>Rural area with low housing density</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>Eldridge (population 2,000)</td>
</tr>
<tr>
<td>Crime rate</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>Extremely low</td>
</tr>
<tr>
<td>Close proximity to emergency</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>On site &amp; at adjacent SVR Park</td>
</tr>
<tr>
<td>Multiple road access points</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>Hwy 12 and Arnold Dr.</td>
</tr>
<tr>
<td>Low traffic roads</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>Not major commute roads</td>
</tr>
<tr>
<td>Close proximity to restaurants,</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>Glen Ellen &amp; Sonoma</td>
</tr>
<tr>
<td>Close to vet. emergency services</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>Not many in locale</td>
</tr>
<tr>
<td>Horse friendly neighborhood</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>Horses on property for &gt; 100 yrs.</td>
</tr>
<tr>
<td>Low endangered species habitat</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>None on site</td>
</tr>
<tr>
<td>Easy access</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>Hwy 12 – need left turn lane installed</td>
</tr>
<tr>
<td>Relatively undeveloped</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>Some antiquated farm buildings &amp; trails</td>
</tr>
<tr>
<td>Outside major wetland area</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>Winter wetlands &amp; creeks</td>
</tr>
<tr>
<td>Minimal ambient noise</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>Hwy 12 traffic</td>
</tr>
<tr>
<td>Aerial navigation</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>None</td>
</tr>
<tr>
<td>Zoning</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>PF, SR, HD, VOH, RC</td>
</tr>
<tr>
<td><strong>Natural Resources</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abundant wind turbine power system</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>San Pablo Bay breeze in afternoons</td>
</tr>
<tr>
<td>Water quantity and quality</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>Natural springs; good quality</td>
</tr>
<tr>
<td>Sun for solar power system</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>Abundant</td>
</tr>
<tr>
<td>Moderate climate and rainfall</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>1 degree cooler than Santa Rosa Plain</td>
</tr>
<tr>
<td>Adjacent land available for trail riding</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>SV Regional and Jack London Parks</td>
</tr>
<tr>
<td>Thermal spring</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>On Eldridge Farm; not in use</td>
</tr>
</tbody>
</table>

**Total Score:** 314