



LARAMIE COUNTY PLANNING & DEVELOPMENT DEPARTMENT

Planning • Building

MEMORANDUM

TO: Laramie County Planning Commission

FROM: Cate Cundall, Associate Planner

DATE: June 26, 2025

TITLE: PUBLIC HEARING regarding a Zone Change from AR-Agricultural Residential to CB – Community Business a portion of Section 36, T14N, R66W, Laramie County, WY.

EXECUTIVE SUMMARY

David Sutherland, submitted an application for a Zone Change for a portion of Section 36, T14N, R66W, Laramie County, located at 2607 and 2611 Whitney Road. The application has been submitted to change the zone district from AR- Agricultural Residential to a CB- Community Business zone district to accommodate the proposed Wit's End Adventure Park. This will be a recreational entertainment that will initially include an outdoor paintball field and axe throwing. The LCLUR identifies entertainment and recreation facilities as a use by right in the CB zone district.

BACKGROUND

The subject property consists of two parcels of land totaling 13.63 acres of mostly vacant land except for a two-story residence structure located on the northwest corner. It is surrounded by a mixture of Public, Heavy Industrial, Agricultural Residential, and Agricultural Zone Districts. The property was used prior as an auto salvage yard from 1972 through 2009.

These parcels were included in an EPA Targeted Brownfields Assessment (TBA). This was to evaluate impacts to site soil, sediment, and surface water due to the site being unpaved and historically used as a former salvage yard. The report recommended additional soil sampling and the subsequent removal and capping of impacted soil at the site.

Pertinent Statutes and Laramie County Land Use Regulations include:

Wyoming State Statute: Section 34-12-101 through 34-12-115.

Section 1-2-103 (b) governing zone district amendments.

Section 4-2-107 governing Community Business zone districts (CB)

DISCUSSION

The Laramie County Comprehensive Plan identifies the area as Urban Rural Interface (URI). These areas are intended to accommodate a mix of more intensive land uses than other areas. PlanCheyenne designates the area as Parks and Open Space.

Agency reviews were completed and comments addressed. Development of the site will require a site plan and more in depth reviews than what is required for a zone change. Public notice was provided per Section 1-2-104 of the Land Use Regulations. No comments were received.

Section 1-2-103 (b) of the Laramie County Land Use Regulations specifies that in order to recommend approval of this zone change, the Planning Commission must find at least one of the following:

- i. That the zoning district map amendments or regulations are consistent with plans and policies of Laramie County; or
- ii. That the original zoning classification given to the property was inappropriate or improper; or
- iii. That there have been changes of an economic, physical, or social nature within the area involved which altered the basic character of such area, and that the amendment will not detrimentally affect the area involved.

Criteria i. and iii. are met by the type of development proposed and by meeting all of Planning's application criteria.

RECOMMENDATION and FINDINGS

Based on evidence provided, staff finds that:

- a) This application meets the criteria for a zone map amendment pursuant to section 1-2-103(b) of the Laramie County Land Use Regulations.
- b) The proposed change in zone district meets the criteria of section 4-2-107 of the Laramie County Land Use Regulations.

and that the Planning Commission may recommend approval to the Laramie County Board of Commissioners with no conditions.

PROPOSED MOTION

I move to adopt the findings of fact a and b of the staff report and recommend approval of the Zone Change from AR to CB for a portion of Section 36, Township 14 North, Range 66 West, Laramie County, WY, to the Laramie County Board of Commissioners with no conditions.

ATTACHMENTS

- Attachment 1: Location Map**
- Attachment 2: Project Narrative**
- Attachment 3: Agency Comment Reports and Applicant Responses**
- Attachment 4: Pre-App Notes**
- Attachment 5: Business Plan**
- Attachment 6: Proposed Site Plan**
- Attachment 7: Draft Resolution for Zone Change**
- Attachment 8: Zone Change Exhibit Map**

Wit's End Adventure Park

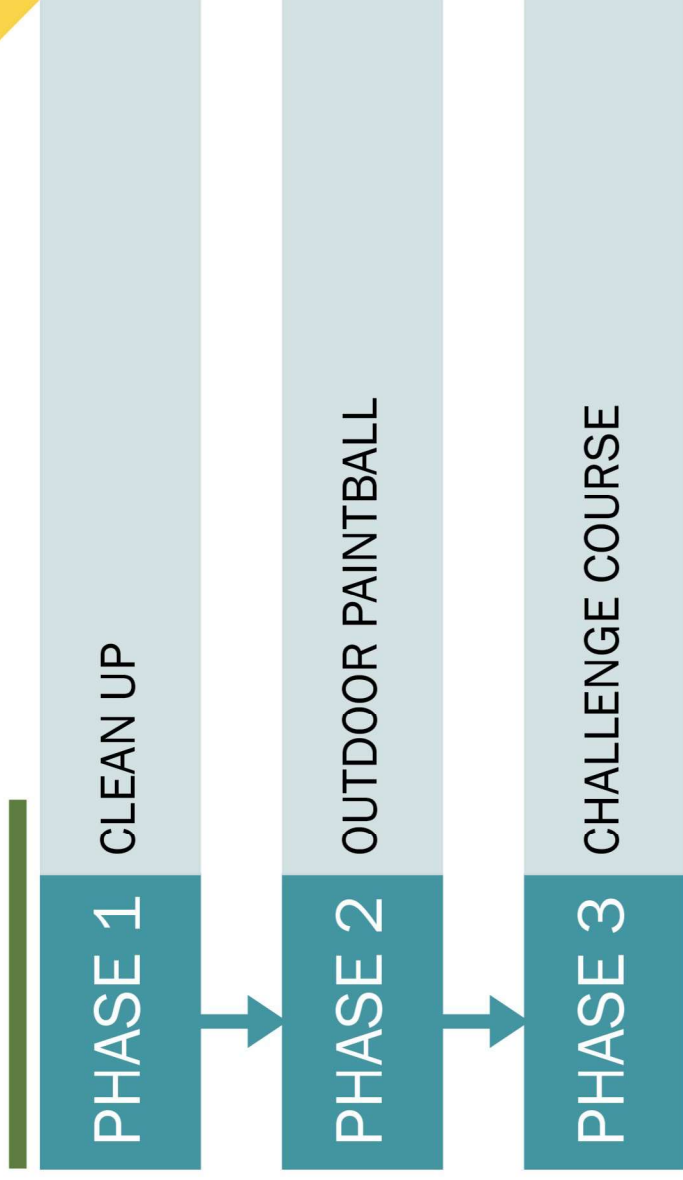
PZ-25-00030
Zone Change to CB



WIT'S END ADVENTURE PARK



CONSTRUCTION PHASES



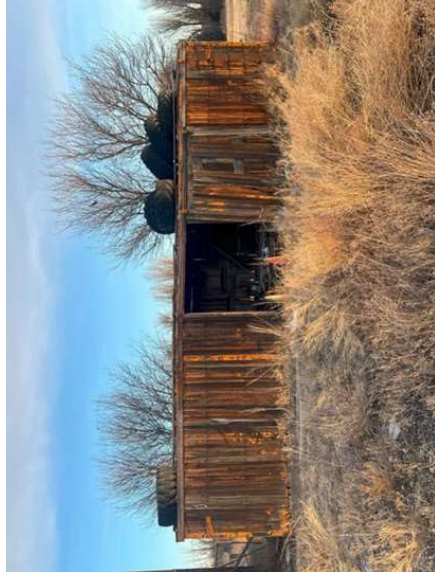
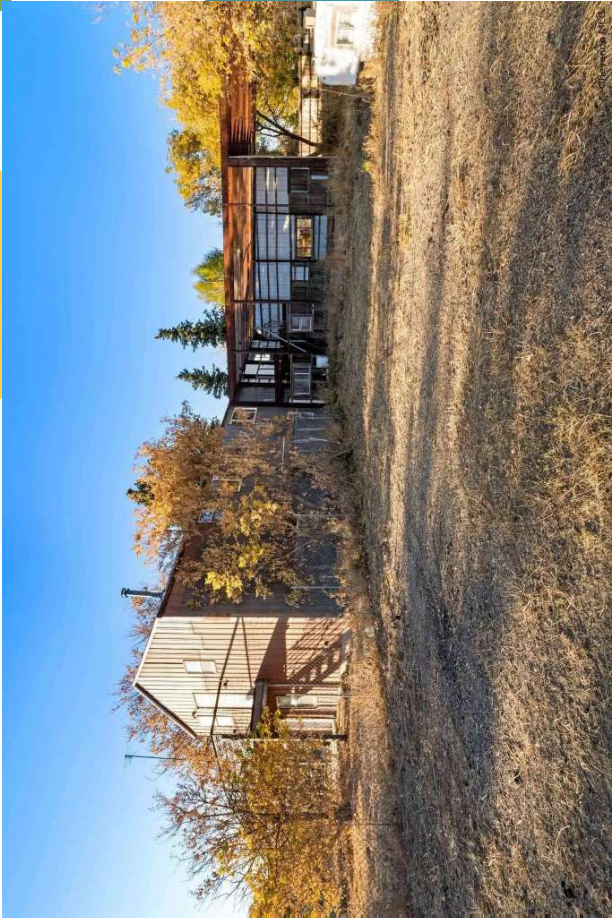
PHASE 1 - CLEAN UP

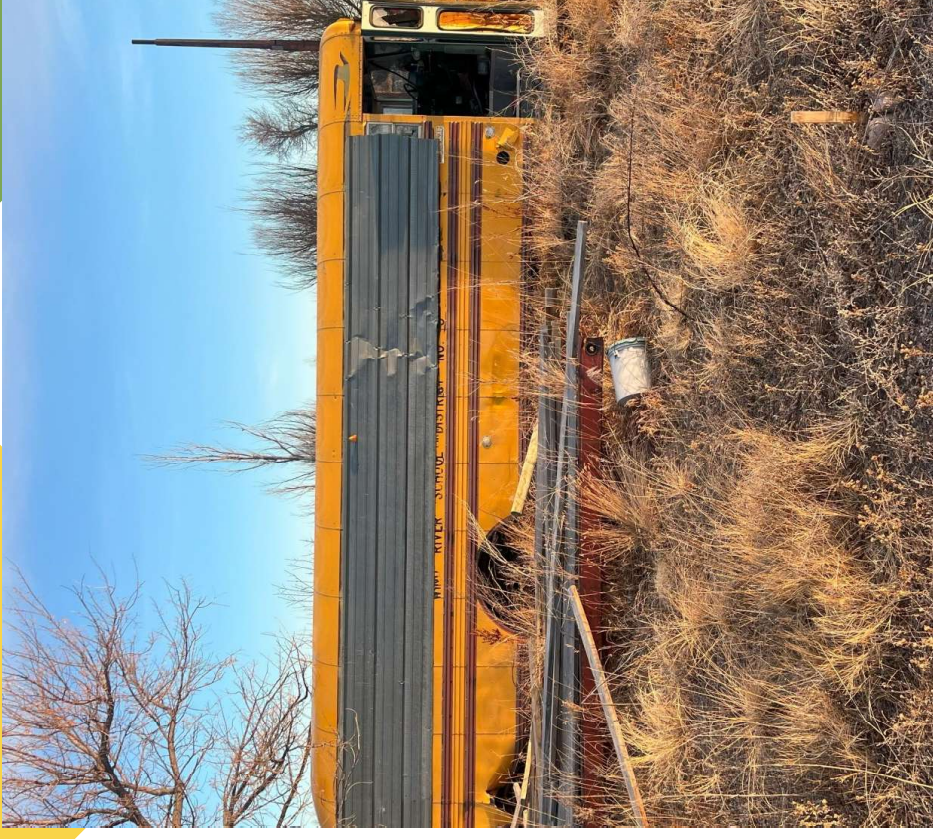
The site was formerly used as an automotive salvage yard. While the vehicles have been cleared away, significant work remains to be completed.



REPURPOSE

Certain items on the property have the potential for repurposing. For instance, the wooden sides from the old train cars could be utilized to create barnwood walls on the existing patio.





RECYCLE

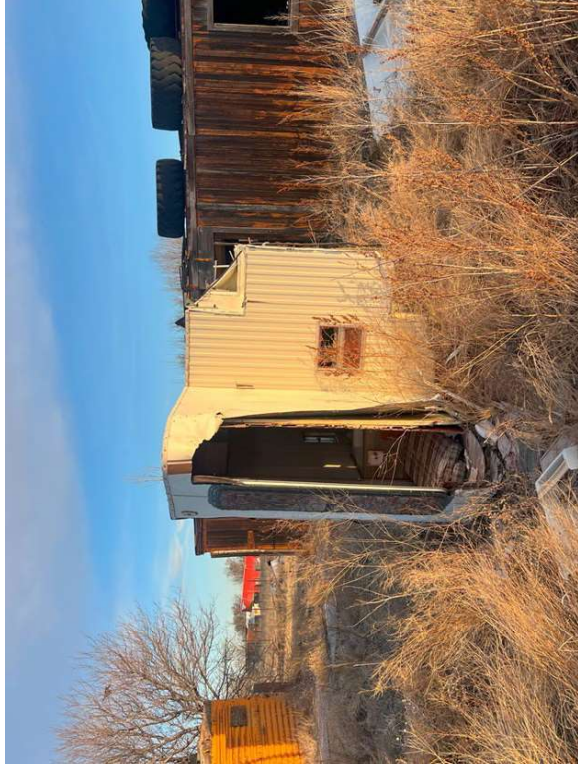
Steel, Aluminum, etc. will be recycled.

A magnet sweep will be used to pick up the small metal scraps across the property.

REFUSE

There are numerous piles of refuse on the property. These will all be disposed of at the landfill.
Every square inch of the property will be walked to pick up other small refuse.





By the conclusion of Phase 1, the remaining components will consist of the current structure and the assortment of items designated for repurposing.

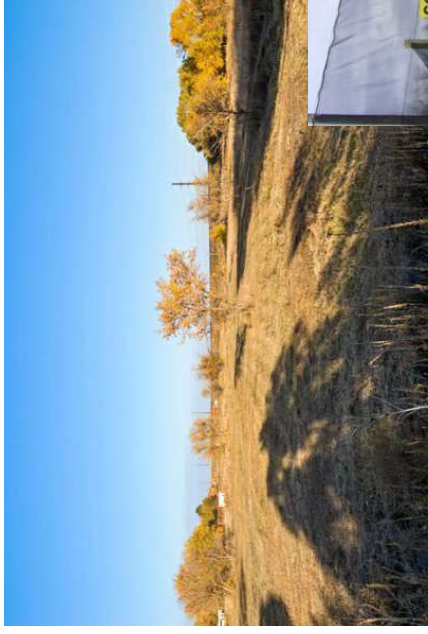
This phase aims to mitigate flood risks for this property and its neighbors by eliminating items that may obstruct the tunnel beneath UPRR.

PHASE 2 - OUTDOOR PAINTBALL



NEW CONSTRUCTION

- Build a gravel parking lot, include ADA parking and a trash enclosure, no-rise letter from engineer.
- Install 20' tall, water permeable netting around the playing field, no-rise letter from engineer.
- Place two sets of shipping containers with attached roofs for storage, no-rise letter from engineer.
- Average 10 customers per hour, 85 customers per day. Maximum capacity is 240 persons.



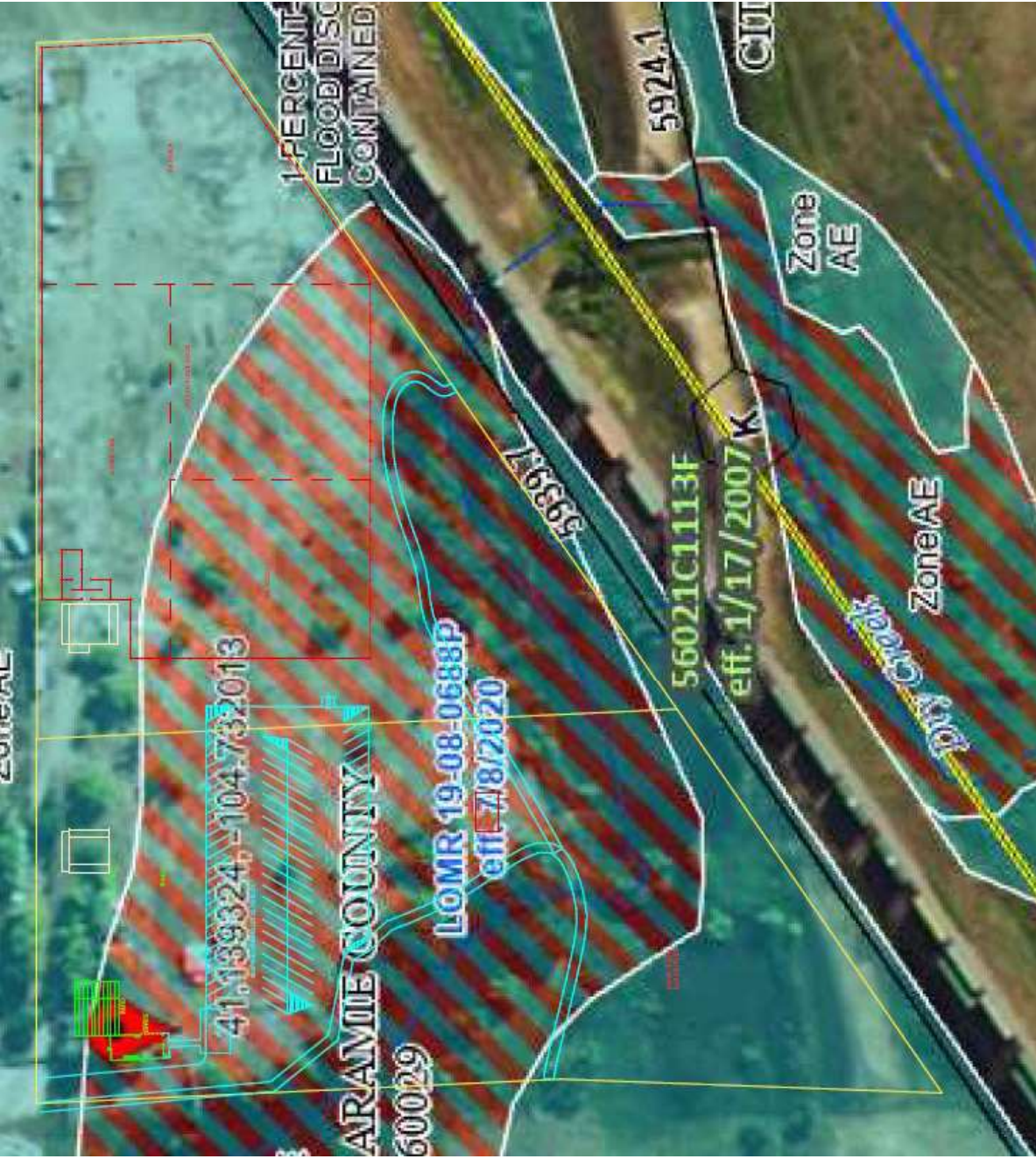
REMODEL

RECONFIGURE CURRENT STRUCTURE INTO SALES OFFICE

- Link to municipal sewer system, discontinue use of septic, and make use of the existing well.
- Convert the first-floor bathroom into six separate unisex restrooms, and incorporate a sales counter, water fountain, vending machines, and other amenities.
- Transform the second floor into an employee break room, two restrooms, and a storage area.



LAYOUT ON FEMA MAP



PHASE 3 – CHALLENGE COURSE



Custom designed challenge course featuring ropes obstacles and zip lines.

Constructed over the top of the pond area, no-rise letter from engineer.

Build walking paths and pavilion, no-rise letter from engineer.

Increase customer average to 16 per hour, 135 per day. Maximum capacity is 300 persons.

CHALLENGE COURSE LOCATION





Thank you

David Sutherland

307-286-7048

sf3cheyenne@outlook.com

AGENCY REVIEW #1

Permit Notes

Permit Number: PZ-25-00030

Parcel Number: 14663620001100

Submitted: 04/29/2025

Site Address: 2611 WHITNEY RD

Technically Complete: 04/29/2025

Applicant: Sutherland, David
Owner: WINKLER, MARY E

Cheyenne, WY 82001

Approved:
Issued:

Project Description: We are opening an Adventure Park offering paintball and axe throwing.

Begin Date	End Date	Permit Area	Subject	Note Type	Note Text	Created By
04/29/2025		Application	PZ-25-00030	GENERAL	Public Hearing Dates: June 26, 2025 Planning Commission, July 15, 2025 BOCC, Letters Sent: 5.1.25, Legal Ad: 5.3.25, Public Comments End: 6.9.25,	CATHERINE.CUND ALL@LARAMIECO UNTYWY.GOV
04/30/2025		Workflow	COUNTY ASSESSOR REVIEW	GENERAL	No comments on zone change.	CINDY.KEMIVES@ LARAMIECOUNTY WY.GOV
05/01/2025		Application	PZ-25-00030	GENERAL	No comments warranting response. Informational items: - this property is adjacent to City limits and will be required to connect to City sewer. An Outside User Agreement for sanitary sewer is currently submitted to the City with anticipated final consideration on May 27, 2025. - This property is designated 'Parks and Open Space' by the PlanCheyenne future land use map. This designation anticipates 'public and private parks' and 'active and passive recreation'. The plan suggests the 'P' zone as the optimal zone, but that zone is typically only for government agencies. As this facility is not a government agency, a County zone which would allow private, active, outdoor recreation is appropriate. - The properties northeast of this property have a future land use designation of 'Mixed-use Residential Emphasis' suggesting a commercial use in the area can be appropriate. - The CB zone is likely not optimal for this area (due to other uses which would be allowed as a use-by-right should this project not come to fruition), but assuming CB is the least intense County zone which allows for private, active, outdoor recreation, CB is likely supportable from a comprehensive plan perspective.	SETH.LLOYD@LA RAMIECOUNTYWY .GOV
05/13/2025		Application	PZ-25-00030	GENERAL	First Review [JB] 1.Zone change will require BOCC approval. 2.Proposed use does not conform with the Laramie County Comprehensive Plan. 3.Notice needs to be published in a newspaper of general circulation for at least thirty (30) days per W.S. 18-5-202(b) and LCLUR 1-2-104(a).	LARAMIECOUNTY ATTORNEY@LARA MIECOUNTYWY.G OV

Permit Notes

05/13/2025	Workflow	PUBLIC WORKS REVIEW	GENERAL	<div>1. No Public Works comments on the zone change.</div> <div>2. Further development actions related to this parcel will trigger further and more in depth review by Laramie County Public Works.</div> <div>3. Future infrastructure upgrades may be required with this development. This could include but is not limited to access, right-of-way (road construction), re-vegetation and signage. Permit applications through Public Works will be required at the time of development.</div> <div>4. Please confirm the "Contract to Buy" will be sufficient for this zone change to be approved under not the current owner per the Assessor map.</div>	MOLLY BENNETT @LARAMIECOUNTY YWY.GOV
05/23/2025	Application	PZ-25-00030	GENERAL	Agency comments show that there are no remarks requiring a response.	CATHERINE CUNDALL @LARAMIECOUNTY UNTYWY.GOV



LARAMIE COUNTY PLANNING & DEVELOPMENT DEPARTMENT

3966 Archer Pkwy
Cheyenne, WY 82009 planning@laramiecounty.com
Phone (307) 633-4303 Fax (307) 633-4616



Pre-Application Meeting Notes

Disclaimer: These notes are intended as guidance only. Fee calculations are determined at the time of application, and issues that arise during review periods are not always anticipated at the pre-application stage.

Public Records Act: This document and any documents provided by the applicant to Planning may constitute a public record under W.S. § 16-4-201 et seq. Applicants are advised not to divulge any information at a pre-application meeting with Planning that they do not yet desire to be public information.

Date: 3/27/25 Staff: JA, CC, BH, DP		Property Owner: Winkler	
Project Description: Adventure Park			
Project Location/Address: 2611 Whitney		R #: 0030177	
ATTENDEES/AGENTS/PARTIES			
Applicant	David Sutherland	Phone	286-7048
		Email	SF3cheyenne@outlook.com
Other		Phone	
		Email	
Other		Phone	
		Email	
APPLICATION TYPE(S)			
<input type="checkbox"/> Administrative Plat (Vacation? Y/N) <input type="checkbox"/> Appeal <input type="checkbox"/> Board Approval <input type="checkbox"/> Home Occupation <input type="checkbox"/> Family Exemption <input type="checkbox"/> Preliminary Development Plan <input type="checkbox"/> Public Hearing – No Approval Required (Xmission lines, O&G)		<input checked="" type="checkbox"/> Site Plan <input type="checkbox"/> Site Plan – Amendment <input type="checkbox"/> Site Plan – For Records <input type="checkbox"/> Subdivision Exemption – Other <input type="checkbox"/> Subdivision Permit & Plat <input type="checkbox"/> Variance <input checked="" type="checkbox"/> Zone Change	
APPLICATION GUIDANCE			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Application Fees:	
<input type="checkbox"/> Yes <input type="checkbox"/> No		Copy of Pre-Application Meeting Notes:	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Project Narrative Letter/Justification Letter:	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Warranty Deed/Lease Agreement:	
<input type="checkbox"/> Yes <input type="checkbox"/> No		Plat / Site Plan / Plot Plan / Record of Survey / Preliminary Dev. Plan / Route Map / <u>Zone Change Map</u> :	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> TBD		Drainage Plans:	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Letter of Waiver		Drainage Study:	
<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Letter of Waiver		Traffic Study: if ADT < 200 at full buildout	



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Pre-Application Meeting Notes

<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Community Facility Fees Acknowledgement Letter:
<input type="checkbox"/> Yes <input type="checkbox"/> No	Public Safety Fees Acknowledgement Letter:
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD	WY DEQ Chapter 23 Study/Submittal Letter:
<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> TBD	Development Agreement: <i>depending on traffic</i>
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD	Roadway Maintenance Plan:
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD	Road/Easement Use Agreement:
<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> TBD	ROW Construction Permit: <i>[scribble]</i>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Engineer Review – Paid by Applicant:
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> TBD	Environmental Health Review / Approval: <i>for septic demo</i>
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD	Environmental and Services Impact Report:
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> TBD	GESC/Grading, Erosion & Sediment Control Permit: <i>standard w/ WYPDES</i>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> TBD	Floodplain Development Permit: <i>zero-rise cert for anything in Floodway</i>
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Letter of Consent	Perimeter Fence Construction per W.S § 18-5-319:

Public Notice Requirements	General Notes:
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Public Notice Sign(s) Required – Posted/Paid by Applicant:
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Newspaper Legal Notice Required – Paid by Applicant: <i>for zone change</i>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Property Owner Notification Letter Required – Paid by Applicant:



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Pre-Application Meeting Notes

Miscellaneous Notes:

- 3 phases
 - cleanup
 - ~~cleanup~~ outdoor paintball
 - Challenge course
- Parking lot in Floodway
- Connexis in 100-yr FP

Planning:- advise reaching out to Engineering firm that did
COMR for property

- Zone change - AR to CB
- OVA execution will be required as submittal
item

EXHIBIT A

Laramie County Planning and Development Fee Schedule

Application and sign fees shall be paid at the time of application submittal.
Other fees will be billed to the applicant.

Application	Fee	Sign (per sign)	Legal Ad (per ad)	Engineer Review	Mailing
Preliminary Development Plan	\$1000.00	\$26.00	N/A	Actual Cost	Actual Cost
Low Impact GESC	\$250.00	N/A	N/A	Actual Cost	N/A
Standard GESC	\$500.00	N/A	N/A	Actual Cost	N/A
Board Approval	\$500.00	\$26.00	Actual Cost	Actual Cost	Actual Cost
Variance	\$600.00	\$26.00	Actual Cost	Actual Cost	Actual Cost
Temporary Use	\$100.00	N/A	N/A	N/A	N/A
Address – New Oil & Gas Facility	\$200.00	N/A	N/A	N/A	N/A
Address – Existing Oil & Gas Facility	\$100.00	N/A	N/A	N/A	N/A
Floodplain Development Permit	\$200.00	N/A	N/A	Actual Cost	N/A
Site Plan, New and Major Amendments	\$750.00	\$26.00	Actual Cost – if applicable	Actual Cost	Actual Cost
Site Plan, Minor Amendments	\$250.00	\$26.00	N/A	Actual Cost	Actual Cost
Zone Change	\$500.00	\$26.00	Actual Cost	Actual Cost	Actual Cost
Wireless Tower	\$250.00	\$26.00 - if applicable	Actual Cost – if applicable	Actual Cost	Actual Cost
Family Child Care Home	\$100.00	N/A	N/A	N/A	N/A
Subdivision Permit (25 lots or less)	\$1,200.00	\$26.00	Actual Cost	Actual Cost	Actual Cost
Subdivision Permit (26 lots or more)	\$1,800.00	\$26.00	Actual Cost	Actual Cost	Actual Cost
Administrative Plat	\$750.00	\$26.00	Actual Cost	Actual Cost	Actual Cost
Road/Easement Naming	\$200.00	\$26.00	N/A	N/A	Actual Cost
Environmental Health Fee **See Note**	\$200.00 with public sewer, \$200 plus \$10.00 per lot without public sewer (not to exceed \$500.00)				
Community Facility Fees	Land within a water/sewer district or serviced by a district: \$500.00 per acre, rounded to the nearest .1 acre. Minimum \$250.00				
Community Facility Fees	Land outside a water/sewer district with no public water/sewer services: \$50.00 per acre, rounded to the nearest .1 acre. Minimum \$25.00				
Public Safety Fees	Land within any water and/or sewer district or serviced by a public water system shall be assessed a \$200.00 per lot public safety fee				
Public Safety Fees	Land outside of a water and/or sewer district shall be assessed a \$1,000.00 per lot public safety fee				

**Note: Health Dept. fee increase relating to subdivision permit/plat process approved by Laramie County Board of Commissioners on June 2, 2015, and Board of Health on June 16, 2015.

Traffic Study Waiver Request Criteria

3-5-105a. Requirements

A traffic study may be required for any site plan, subdivision permit, or access request for any development and shall be required for any project or development that will generate 100 or more trips during any hour or over 200 trips per day. Traffic studies shall be prepared by a qualified civil engineer licensed by the Wyoming State Board of Registration for Professional Engineers and Professional Land Surveyors to practice engineering in Wyoming. The applicant and the engineer shall meet with the County prior to preparation of the traffic study to discuss specific issues or concerns. The Director of Planning and Development may waive a traffic study based on estimated ADT, and peak hour trips, or existing road or site conditions, including adequate pedestrian access.

Drainage Study Waiver Request Criteria

3-1-105 Drainage Report Waiver

Requests for waivers for drainage impact studies shall be made in writing to the Laramie County Public Works Department. The County shall review the request and approve the grant for a waiver or identify the level of study required for the proposed development action. Laramie County Public Works may waive the requirement for drainage study based on the following:

- a. Information is provided to substantiate there are no potential drainage problems at the site or downstream of the site (including impacts to downstream floodplains).
- b. The development or redevelopment will not result in an increase in the historic impervious area.
- c. The development or redevelopment of an area is immediately adjacent to a major drainageway that is capable of conveying the fully developed basin 100-year flood without impact to the base flood elevation.
- d. The development or redevelopment is unlikely to create drainage problems.

WIT'S END ADVENTURE PARK

BUSINESS PLAN

DAVID SUTHERLAND

6606 CAMPFIRE CT.

CHEYENNE, WY 82001

307-286-7048

SF3CHEYENNE@OUTLOOK.COM

PREPARED: Feb 21, 2025

WIT'S END ADVENTURE PARK

BUSINESS PLAN

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APPENDIX

START UP COSTS

PROJECTED PROFIT AND LOSS

EXECUTIVE SUMMARY

- **Opportunity:** Adventure Parks are one of the fastest growing segments in the recreational entertainment industry, and this is Cheyenne's. If you have never heard the phrase "there's nothing for kids to do in this town," you must not know any kids, or parents. Wit's End Adventure Park will open with outdoor paintball and axe throwing.
- **Solution:** Looking for a great place to hang out with your family? Not a problem, WEAP will be a family friendly park with a bit of Wyoming nature all around. When you're at your wit's end trying to keep your family entertained, come to Wit's End Adventure Park!



Example of Paintball Field

- **Mission:** WEAP'S guiding principle is that the family is the nucleus of a healthy society. Its' mission will be to offer a place where families can enjoy each other, young singles can find a sense of community, and groups of all sizes can gather for some fun, all while maintaining a healthy lifestyle.
- **Market Focus:** People of all ages use adventure parks. While our primary customers will be families and young adults, we will offer something for everyone. In addition to open park times, we will offer scheduled times for group rentals and age/client specific sessions.

COMPANY OVERVIEW

- **Company Summary:** Wit's End Adventure Park will provide Cheyenne, the surrounding communities, and visitors, with a family friendly place to have a great time, while also burning some calories. Initial construction will be an outdoor paintball field and axe throwing. Future construction will revolve around Fun Family Fitness such as zip lines, ropes course, nature trails, archery, etc. Our goal is to provide Cheyenne's residents with an amazing experience that they don't have to leave town for.
- **Timing:** We are working toward having WEAP open for business in the summer of 2025.
- **Company History:** WEAP was conceptualized as Elevation 6007 in February of 2017. All I had been told was that we were going to a trampoline park in Ft Collins for my niece's 15th birthday. I had never been to one, or heard of one, so I was imagining a bunch of backyard trampolines set up somewhere. I was fully prepared to make small talk, catch up on some emails, and be generally bored for two hours. I was wrong. As I jumped around with my 5-year-old, dunked the basketball with my 10-year-old, and played an intense game of dodge ball with complete strangers, the thought that kept going through my mind was, "why don't we have something like this in Cheyenne?" It was FUN for all ages, even grandma, it was a clean FAMILY environment, and it definitely qualified as FITNESS! We worked to open one in Cheyenne that would include a Ropes Course and Laser Tag, but we were beat to market by Frontier Trampoline Park. We have been looking for the right piece of land to open an Adventure Park since.
- **Legal Structure and Ownership:** Wit's End Adventure Park, Inc. is owned by Virginia M. and David P. Sutherland. Other investors may be sought after.
- **Locations and Facility:** WEAP will lease 13.67 acres of property located just south of the neighborhoods of Saddle Ridge and Dakota Crossing. The land is currently residential, featuring a structure that will be remodeled for office use. It has mature trees, ponds, and even has Dry Creek snaking through it.
- **Expected Returns:** Based on projections, WEAP will be profitable in the first month and business will continue to grow as we gain popularity in Cheyenne, Laramie, Ft. Collins, and Greeley.

It is not a question of whether the market can support an Adventure Park, the market needs an attraction of this nature to give locals affordable family entertainment!



Leased property and location of paintball field.

MARKET ANALYSIS

Wit's End Adventure Park will provide customers the opportunity to enjoy each other's company while burning calories in a way that they don't even realize because they are having so much fun!

The options for family/youth entertainment in Cheyenne are limited. We have a trampoline park, bowling alley, a roller-skating rink, an ice-skating rink, and movie theatres. We have golf courses, mini-golf courses, ball fields, and parks. What we need is something new, something challenging, an Adventure!! WEAP'S pricing will be comparable with these forms of entertainment.

There are approximately 98,000 people in Laramie County, almost 25,000 are under the age of 19 according to the US Census Bureau. These kids are our primary market focus. In most families, they control the entertainment dollars. We will have School Spirit Days targeting these local students. During a Spirit Day, patrons can say they are there for their school and we will donate a portion of their entry fee back to their school. We will expand this to Goshen, Platte, and Albany Counties as well, using free digital advertising to draw in people from the surrounding communities.

WEAP will have theme days based on current popular events, such as sporting events, to bring in crowds that may not think about this type of family entertainment. Hosting parties such as birthdays, church groups, office parties, and even weddings will draw patrons in that maybe wouldn't have come otherwise, attracting them to come back with their own families for a bit of the fun.

FE Warren AFB provides Cheyenne with a constant influx of young adults looking for entertainment. We will advertise in both print and digitally on the base to draw these customers into our park and include a military discount.

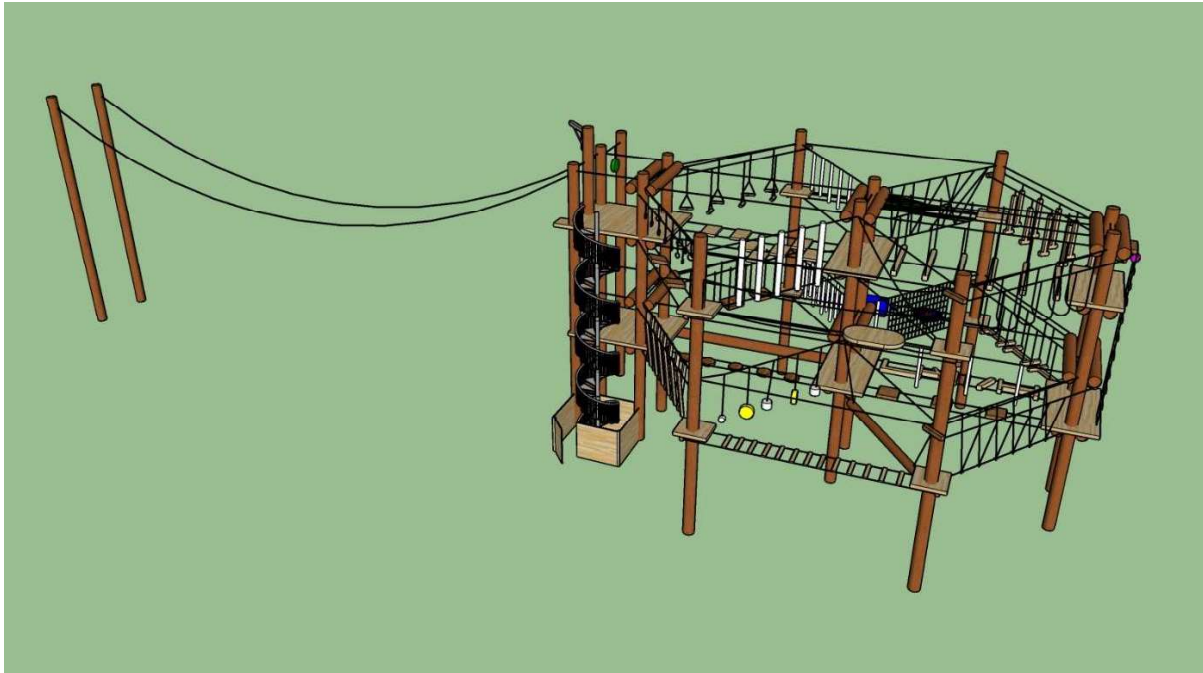


OPERATING PLAN

Operating a successful adventure park hinges on two key factors, getting customers to the park, and ensuring they have such a great time they want to come back over and over. Our marketing plan is discussed in the next section and will accomplish the first key factor. As for the second factor, it begins the moment a customer decides to visit our park. In today's digital age, it is imperative that customers can purchase tickets as easily as possible. This will be accomplished via our website, Facebook, and other popular technologies that develop in the future. With a created account, a few clicks will secure a time slot and process preferred payment. The account will keep track of visits which will allow us to advertise and offer loyalty and special occasion discounts. Customers will also be able to electronically sign the liability/media waiver for themselves and their children. In the instance of group parties, parents of children attending who are not making the reservation will be able to create an account to process their waiver which will allow us to advertise to them in the future.

Each day, the park needs to be ready to receive both walk-in and reservation customers. Pre-opening duties for employees will include performing a safety walk of the course and equipment. During the walk, they will also ensure cleanliness of the park and take appropriate actions as necessary. The sales office and cash registers will be opened. They will verify that proper inventory is available for the day's customers.

When customers enter, they will go directly to the sales office. Waivers will be available for those who did not sign their waivers already. At the sales counter, customers will either confirm their online booking or pay for their timeslot. Customers will receive a wristband and be allowed to enter the park. The park will be staffed by ParkMasters and ParkMonitors. The ParkMasters will be responsible for operating the sales counter, helping customers with their waivers if needed, and monitoring the wristbands for time limitations. They will fit the customers with equipment and give instructions for safety. The ParkMonitors will ensure that customers are following the park rules for their safety and the safety of others. They will assist customers with any needs and questions they have and will also keep an eye on the equipment to make sure it is functioning properly and not being damaged. A safe park where the rules are followed will ensure that customers have the best possible experience, enticing them to come back for more. At the end of the night, the closing employees will do a safety walk, inspecting the equipment again. They will perform janitorial duties such as cleaning the masks and markers and taking out the trash. The closing ParkMaster will close the register, verify the count, and secure the days proceeds in the safe.



Example of Ropes Course built by ABEE.

- **Inventory:** Wristbands, marketing materials, consumable products, janitorial products, and vending machine supplies will be sourced locally as much as possible. It will all be stored in the sales office.
- **Payment:** WEAP will accept multiple forms of payment at the park including credit, debit, and cash. Digital payments during online registration will be possible via credit, debit, PayPal, etc. We will also sell ParkPass gift cards.
- **Technology:** The point-of-sale program will be from a company such as Square or Clover. It will incorporate both online and in-park functionality. A major part of our success will be our website and social media pages which will be designed in-house so we have instantaneous control over advertising, promotions, etc. WEAP will contract with a local I.T. firm to ensure the functionality, security, and backup/recovery of company and customer information.
- **Key Customers:** Census data states that there are about 25,000 kids under the age of 19 in Laramie County. These kids will be our primary marketing focus because they have the power over their family's entertainment dollars. We will also focus advertising on youth and young adults at LCCC, UW, UNC, CSU, and FE Warren. We will offer special park times for this age bracket.
- **Facilities:** WEAP will be constructed to the highest standards of safety set forth by the ANSI/ACCT. WEAP will own the paintball equipment and ropes course. Restrooms will be located in the Sales Office. Pavilions and tables will be provided in the staging area.

MARKETING AND SALES PLAN

Quality marketing is the first key factor in operating a successful Adventure Park. As the first ever adventure park in Cheyenne, there are many people, like myself a few years ago, who don't even know what an adventure park is. Advertising will start soft three months before the opening of the park utilizing free options such as online garage sale sites and neighborhood Facebook pages. This will be done to build anticipation for the park. Our website and Facebook page will already be operational at that time. They will offer information about adventure parks, allow customers to purchase ParkPass cards, and watch the construction of WEAP. Two weeks before opening, we will start paid advertising on Facebook. Press releases will be sent out two weeks before opening inviting the press and their families to a pre-opening day experience. Radio and TV advertising will begin on opening day and continue for a minimum of three months.

- **Key Messages:** Wit's End Adventure Park, an elevated adventure for the whole family. Come enjoy our State of the art Adventure Park with outdoor paintball, axe throwing, challenge courses, and more.
- **Marketing Activities:** Ongoing marketing will include a mixture of the following:
 - Media advertising (WTE, CBS 5, local radio, Minuteman)
 - Direct marketing to schools via spirit nights and fundraisers.
 - Direct marketing mailers to churches and other groups.
 - "Bring a friend" coupons.
 - Discount coupons for loyal customers via their account.
 - Themed days such as Armed Forces, triads, sports events, etc.
 - Paid entry contests.
 - Word of mouth.
 - Video clips of participants posted on social media and our website.
 - Digital marketing on social media.

FINANCIAL PLAN

Projected profit is based on the following market analysis and pricing.

The entry fee for the day is \$30 per person. The average customer spends two hours at the park. Projected annual attendance is approximately 23,234. Projected annual income is therefore \$697,020. The table in the Appendix shows projected income and expenses.

Employees will be part-time. A minimum of four employees will be required on duty. They will start work 30 minutes early for opening duties and stay 30 minutes after close for closing duties. The average hourly rate for these employees will be \$15.00.

- **Projected Start-Up Costs:** The table in the appendix shows the estimated start-up costs of the business. This will be evaluated and adjusted as the process moves forward with construction and equipment quotes, negotiations, etc. The projected start-up costs are approximately \$700,000 to \$1,100,000. A loan has been secured to purchase the property and complete renovations. We are seeking additional capital to construct amenities.



Wit's End Adventure Park Zone Change

PZ-25-00030



RESOLUTION NO. _____

**A RESOLUTION TO APPROVE A CHANGE IN ZONE DISTRICT FROM
AR- AGRICULTURAL RESIDENTIAL TO CB – COMMUNITY BUSINESS
FOR A PORTION OF SECTION 36, TOWNSHIP 14 NORTH, RANGE 66 WEST,
LARAMIE COUNTY, WYOMING.**

WHEREAS, Wyoming State Statutes §18-5-201 to 18-5-208; §18-5-301 to 18-5-315 authorize Laramie County, in promoting the public health, safety, morals and general welfare of the county, to regulate the use of land through zoning in unincorporated Laramie County; and

WHEREAS, the Laramie County Board of Commissioners adopted the Laramie County Land Use Regulations; and

WHEREAS, the proposed zone change is in accordance with section 1-2-103(b) of the Laramie County Land Use Regulations; and

WHEREAS, the proposed zone change is in conformance with section 4-2-107 of the Laramie County Land Use Regulation

NOW THEREFORE BE IT RESOLVED BY THE GOVERNING BODY OF LARAMIE COUNTY, WYOMING, as follows:

The Laramie County Board of Commissioners finds that:

- a. This application is in conformance with section 1-2-103(b) of the Laramie County Land Use Regulations for a zone map amendment
- b. This application is in conformance with section 4-2-107 governing the CB – Community Business zone district.

And the Board approves a Zone Change from AR – Agricultural Residential to CB – Community Business, as shown on the attached Zone Change Map Exhibit with no conditions.

PRESENTED, READ, AND ADOPTED THIS _____ DAY OF _____, 2025.

LARAMIE COUNTY BOARD OF COMMISSIONERS

Gunnar Malm, Commission Chairman

ATTEST:

Debra K. Lee, Laramie County Clerk

Reviewed and approved as to form:

Laramie County Attorney's Office

