

Oklahoma State Penitentiary Arena

History and Preliminary Financial Plan



OKLAHOMA
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OSP Arena

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Potential Ticket Sales Revenue

Two-day Rodeo events in Spring and 2 two-day events in Fall allows for three revenue stream potentials for the Inmate Rodeo. Arena renovations will allow seating for 10,000 general admission and 400 VIP allowing for the following yearly revenue in potential ticket sales.

Ticket Type	Suggested Cost	Seating	Revenue
Spring Rodeo – weekend			
Day 1 - General Admission	\$20	10,000	\$200,000
Day 1 - VIP Seating	\$35	400	\$14,000
Day 2 - General Admission	\$20	10,000	\$200,000
Day 2 - VIP Seating	\$35	400	\$14,000
Total		20,800	\$428,000
Fall Rodeo – weekend one			
Day 1 - General Admission	\$20	10,000	\$200,000
Day 1 - VIP Seating	\$35	400	\$14,000
Day 2 - General Admission	\$20	10,000	\$200,000
Day 2 - VIP Seating	\$35	400	\$14,000
Total		20,800	\$428,000
Fall Rodeo – weekend two			
Day 1 - General Admission	\$20	10,000	\$200,000
Day 1 - VIP Seating	\$35	400	\$14,000
Day 2 - General Admission	\$20	10,000	\$200,000
Day 2 - VIP Seating	\$35	400	\$14,000
Total		20,800	\$428,000
Total Potential Ticket Sales		62,400	\$ 1,284,000

Additional Revenue Options

- Arts & craft sales from inmates – revenue would go to inmates (8-10 stalls)
 - All purchases must be made by 4:00 – booths close at 4:30
 - Inmates sit at tables inside a booth; no currency changes hands; always have an officer with them.
- Vendor booth rental rates (35-40 stalls)
- Food truck sales percentage agreements (6 vendors)
- Concessions and memorabilia sales (popcorn, candy, drinks, logo clothing items, etc.)
- Venue rental
- Horse breeding sales (ODOC horses bred for sale at events, Angola does this once a year)

*Prices based on Angola Prison Rodeo and suggested VIP value

Potential Expenditures related to Event

- Transportation of inmates to/from other facilities – gas and vehicle maintenance cost
- Transportation of inmates to/from other facilities – security/OT payroll cost
- Transportation related misc. costs – hotel and per diem for security staff
- Transportation of inmates with medical needs – security/OT payroll cost

Facilities	Round-trip Mileage	*Mileage Cost	One Night Hotel Cost Average	**Correctional Officer Pay w/OT Average	Total Cost per Location
AGCC	103	69.01	\$90.00	\$1,818.72	\$1,977.73
BJCC	548	367.16	\$90.00	\$1,818.72	\$2,275.88
DCCC	274	183.58	\$90.00	\$1,818.72	\$2,092.30
GPCC	368	246.56	\$90.00	\$1,818.72	\$2,155.28
HMCC	152.8	102.38	\$90.00	\$1,818.72	\$2,011.10
JCCC	472	316.24	\$90.00	\$1,818.72	\$2,224.96
JDCC	144.4	96.75	\$90.00	\$1,818.72	\$2,005.47
JEHCC	170.2	114.03	\$90.00	\$1,818.72	\$2,022.75
JLCC	147.2	98.62	\$90.00	\$1,818.72	\$2,007.34
JHCC	197	131.99	\$90.00	\$1,818.72	\$2,040.71
LARC	197	131.99	\$90.00	\$1,818.72	\$2,040.71
MACC	70	46.90	\$90.00	\$1,818.72	\$1,955.62
OSR	546	365.82	\$90.00	\$1,818.72	\$2,274.54
Total cost for two-day event					\$27,084.39

*mileage is calculated from the .67 IRS rate as of January 2024

**two-day event has 24 hours of OT@ \$37.89/hour per officer- each facility will provide two officers.



Relevant Past Rodeo Statutory Findings

§57-557. Department of Corrections Revolving Fund. A. There is hereby created in the State Treasury a revolving fund for the Department of Corrections to be known as the Department of Corrections Revolving Fund. This revolving fund shall consist of monies received by each institution of the Department as reimbursements for non-inmate individual food consumption; reimbursements from other state agencies and entities of government; receipts from sale of excess by-products, excess property, and salvage items; receipts from other ancillary services of the institution, not otherwise provided by law; receipts from the fees provided for in Sections 982 and 991d of Title 22 of the Oklahoma Statutes; monitoring fees for electronically monitored home detention; receipts from the fees provided for in Section 153 of Title 28 of the Oklahoma Statutes for convictions for driving under the influence of alcohol or other intoxicating substance; monies received for providing primary health care and outpatient services to prisoners in county jails; receipts by the Department for institutional care from wages earned by inmates while participating in the work release program; funds for prison rodeos and other special events; and any other receipts accruing to the credit of the Department of Corrections which are not directed by law to be deposited in another fund. Expenditures from said fund shall be for the general operating expenses of the Department of Corrections.

§57-559. Disposition of monies received for prison rodeos and other special events - Transfer of funds in Department of Corrections Rodeo and Special Events Revolving Fund. Beginning July 1, 1983, all monies received by the Department for prison rodeos and other special events for inmates shall be deposited in the State Treasury to the credit of the Department of Corrections Revolving Fund and expenditures for prison rodeos, and other special events for inmates shall be made from said fund. The Board may also authorize expenditures from said fund for inmate recreation if said expenditures are in excess of the amount required to support special events and the prison rodeos, and if the fund can support such additional expenditures. On July 1, 1983, any cash remaining in the Department of Corrections Rodeo and Special Events Revolving Fund in excess of allotment balances or encumbrances for the fiscal year ending June 30, 1983, shall be transferred to the Department of Corrections Revolving Fund and on November 15, 1983, all cash remaining in the Department of Corrections Rodeo and Special Events Revolving Fund shall be transferred to the Department of Corrections Revolving Fund. Added by Laws 1979, c. 254, § 21, emerg. eff. June 5, 1979. Amended by Laws 1983, c. 266, § 15, operative July 1, 1983.

Angola Prison Rodeo Research

Louisiana State Penitentiary
Active Rodeo: 1965 – current
Arena seating: 10,000

Rodeo Event Details

- ▶ Hosts prison rodeo events 6 days per year
 - ▶ One two-day rodeo in the spring
 - ▶ One day rodeo each Sunday in October (4 or 5 Sundays)
 - ▶ General Admission tickets are \$20
 - ▶ VIP seating is available and are \$20 (no price difference, just reserved seating)
- ▶ Contract with “volunteers” to perform specialty acts such as clowns, trick riders, animal performers, motorcycle acts, country singer, etc.
- ▶ There is an inmate band that performs at each event.
- ▶ Inmate population competes to come up with an idea for the poster. Winner gets \$100. The poster is then sold at the rodeo.
- ▶ Staff are not paid. They work and then they get a free day off called “Rodeo Day”.
- ▶ \$10 meal ticket for all staff that work.
- ▶ Grandstand concession has popcorn, cotton candy and hamburgers for sale.
- ▶ Student group volunteers work the concessions and walk in the stands and collect money.

Rodeo Fund

- ▶ All ticket sales go back into the rodeo fund, which is used to maintain the rodeo grounds, and then benefits inmates through educational programs, etc.

Partnerships

- ▶ There are no partnerships with the City, Chamber of Commerce or any other outside entity.
- ▶ MOU with local radio stations to advertise the rodeo in exchange for complementary tickets.
- ▶ No third-party venue rentals, the grounds stay vacant when unused.
- ▶ Eric Lane has been a big supporter for 25+ years.
- ▶ Professional bull rider(s) are invited.

Angola Prison Rodeo – October Recap

Monthly Total	October 2019		October 2019		October 2019	
Tickets	37,887	\$668,087	49,321	\$894,714	44,694	\$797,587
Tours			548	\$2,740	462	\$2,980
Programs	809	\$4045	928	\$8,218	721	\$7,210
Posters	94	\$470	89	\$445	30	\$150
Inmate Clubs	-	\$306,291	-	\$431,087	-	\$395,176
Hobbycraft Sales	-	\$925,998	-	\$1,161,929	-	\$963,067
Grand Total		\$2,568,933		\$2,499,133		\$2,166,170
<i># of Rodeos Held</i>	4		5		5	

Monthly Total	Oct 2023 +/- Oct 2022		3 Year Avg w/ 5 Events		Oct 2023 +/- 3 Year Avg	
Tickets	(4,627)	(\$97,127)	48,345	\$866,326	(4,124)	(\$71,198)
Tours	48	\$240	783	\$3,915	(735)	(\$71,198)
Programs	(107)	(\$1,008)	983	\$6,709	(211)	\$1,011
Posters	(59)	(\$295)	106	\$530	(64)	(\$320)
Inmate Clubs	-	(\$35,911)	-	\$401,694	-	(\$9,961)
Hobbycraft Sales	-	(\$198,862)	-	\$1,176,855	-	(\$193,044)
Grand Total		(\$332,963)		\$2,456,029		(\$344,709)

*2020 & 2021 Rodeos Cancelled due to COVID-19



Texas Prison Rodeo Research

Texas State Penitentiary at Huntsville

Inactive Rodeo: 1931 – 1986 (closed due to structural problems)

Arena seating: 20,000

Rodeo Event Details

- ▶ Hosted one prison rodeo event each year
 - ▶ Annual celebration event
 - ▶ General Admission tickets were \$10
- ▶ There was a female inmate band that performed at each event (1970's – 1980's).
- ▶ Johnny Cash played his first concert at the Texas Prison Rodeo (1956)

Rodeo Fund

- ▶ Arts & craft sales from inmates – revenue would go to inmates (8-10 stalls)

Partnerships

- ▶ Unknown

OSP Inmate Rodeo Research

Oklahoma State Penitentiary

Inactive Rodeo: 1940 – 2009 (closed due to structural problems)

Arena seating: 12,500

Rodeo Event Details

- ▶ Hosted one prison rodeo event each year
 - ▶ Two-day event in August/early September
 - ▶ General Admission tickets were \$8
 - ▶ Reserved tickets were \$12
 - ▶ Box Seats were \$17
- ▶ They had a “slack” performance the morning prior to the events - \$2 admission
- ▶ Slack is defined as an overflow of contestants. If each event can hold a specific number and you have more contestants sign up, you can host a “slack” event and allow the additional contestants to perform for the fastest time in each round for a piece of the prize money.
- ▶ Rodeo Parade – Downtown McAlester – Saturday morning of event weekend
- ▶ Free concerts Saturday after Parade and before the rodeo each night

Rodeo Fund

- ▶ Funds were designated to maintain the arena, and then transferred to the Department of Corrections Fund.

Partnerships

- ▶ McAlester Chamber of Commerce contract for coordination and marketing of events.



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Construction Details & Cost



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Project Components	
Open a gate in the south chain link fence	30,000.00
Sidewalk from existing parking to primary entrance for ADA Access	16,125.00
Portable toilets - cost not considered for this report	300,000.00
Demolish existing accessory buildings	7,500.00
Concrete pavement at primary entrance	45,000.00
Repairs to arena wall	82,500.00
Regrade arena	112,500.00
Storm drainage system	393,600.00
Water supply for livestock pens	225,000.00
Staging area for loading and unloading livestock -dock/ramp,water, portable pens	75,000.00
New windows and roof in 2 east guard towers	120,000.00

*These are estimated costs subject to change due to rising costs of materials, changing codes, and requirements from external entities.



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Construction Details & Cost

Perimeter Walls	
North wall	1,050,000.00
East wall	472,500.00
New windows, roof, interior renovations guard towers (2 ea)	825,000.00
West wall	622,500.00
North Animal Pens and Seating	
Demolish north on-grade seating with lead paint	60,000.00
Construct north animal pens and chutes	375,000.00
Foundations for north aluminum grandstand seating	150,000.00
Aluminum grandstand seating for north side, including contestant area	225,000.00
Demolish north elevated seating	67,500.00

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Construction Details & Cost

East Livestock Pens and Seating Area	
Demolish stepped concrete slab and seating from east seating area including seating above with lead paint	105,000.00
Remove structural steel from between the concrete livestock bays	15,000.00
Replace animal pens with pre-manufactured grandstand seating, including announcer platform	330,000.00
Foundations for pre-manufactured grandstand seating	225,000.00
Shore the brick livestock backwalls with galvanized structural steel beams	22,500.00
Repairs to inmate elevated seating on brick abutments	45,000.00
Replace inmate elevated seating planks	18,000.00
Replace guardrail in inmate seating area	12,600.00
New concrete for ADA/announcer platform	15,000.00
Guardrail for announcer platform	18,000.00

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Construction Details & Cost

South Seating Area		West Seating Area	
Demolish south on-grade seating with lead paint	30,000.00	Add ramp in front of west seating area	80,700.00
Reconstruct south on-grade seating area - new brick, concrete seats	292,500.00	Demolish west elevated seating area	15,000.00
Replace walkways, stairs, box seating with 4" concrete slab and steps	246,750.00	Rebuild livestock divider walls- structural steel guardrails	37,500.00
Replace guardrail in south on-grade seating area	40,500.00	Shore up backwall with poured in place concrete wall and footing	487,500.00
Repair brick abutments in south elevated seating area	262,500.00	Design Fees – Bidding and Construction	
Replace concrete plank seats with precast L-shaped seats on south elevated seating area	135,000.00	Design Fee (including marketing materials)	435,528.00
Replace guardrail in south elevated seating area	60,000.00	Bidding and Construction Phase Fee	109,056.00
		Total Estimated Cost	\$8,293,359.00

*These are estimated costs subject to change due to rising costs of materials, changing codes, and requirements from external entities.



Potential Partnership Professional Bull Riders (PBR)

PBR is the world's leading Western Sports organization, and Oklahoma is bull riding and rodeo country. PBR has held very successful events in Tulsa over the years, and now the Oklahoma Wildcatters are competing in the PBR Teams League out of Paycom Center in Oklahoma City, where the new PBR Hall of Fame has also opened at the National Cowboy and Western Heritage Museum. PBR is now also aligned with rodeos including the Bill Pickett Invitational Rodeo, WCRA, Women's Rodeo World Championship, and Kid Rock's Rock N Rodeo.

Additionally, during COVID-19, PBR worked extensively with Gov. Stitt and his team to lead all North American professional sports to a safe and successful return to competition, beginning at the Lazy E Arena in Guthrie, OK.

PBR has a rich history of success and milestones in Oklahoma. As we plan to expand our slate of Western Sports events in the state, we remain very interested in working with Oklahoma officials to bring prison rodeo back to life at OSP.



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