



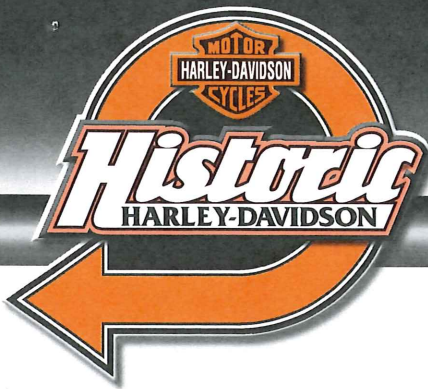
The

Evel Knievel

MUSEUM

AT HISTORIC HARLEY-DAVIDSON





2047 SW Topeka • Topeka, KS 66612
☎ 785-234-6174 • 📠 785-234-6177
www.topekaharley.com

Project

The Evel Knievel Museum will be constructed as an addition to the Historic Harley-Davidson building at 21st and Topeka Boulevard. The addition will be two stories for a total of 16,000 square feet. The museum will occupy both levels in addition to an expanded showroom on the upper floor for bike sales.

Agreements have been accomplished with the Knievel family to utilize "Evel Knievel" for the naming and marketing of the attraction. The Knievels have also approved rights for the destination to be called "The Evel Knievel Museum". This is an exclusive advantage. With the amount of items we have in possession, there will not be the possibility of another museum like this.

This provides Topeka to have an attraction like this exclusive to our city. Evel Knievel was one of the most famous celebrities of the 70's. The museum will be a national as well as an international tourism draw.

Budget

The total budget for the project is estimated, with acquisition costs, design fees, building construction, museum displays and fixtures to be \$3.5 million.

Funding Sources

The project will be funded by Historic Harley-Davidson along with a construction loan from Fidelity State Bank of Topeka.

TGT Funding Request

We are requesting \$500,000 from the Transient Guest Tax fund.

TGT Fund Usage

Our plan is to utilize the TGT funds to assist with design fees, construction, and displays specific to the museum only. We will not allocate any of these dollars to the construction of the main building or any other part of the project that does not relate to the museum. Our estimates show that \$500,000 will be a fraction of the costs to complete the museum specific part of the project. The funds will be used to enhance the presentation for a higher quality finished product. Our goal, with these funds, is to elevate the production of an attraction for the city that we as a community can be proud of and "brag" about to the rest of the country. The \$500,000 will be the difference in making this a nice display of Evel's items or a high revving attraction that creates an extraordinary experience. Our goal is to leave visitors with an unforgettable memory of Topeka. Something they will encourage friends, family and broadcast on social media as a destination everyone should see and experience.



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Economic/ Tourism Benefits to the City

Visit Topeka has estimated direct spending generated by this attraction to be \$3,000,000 to \$5,000,000 not including overnight stays or spending on related events the museum can attract. The announcement of the project has already created interest from groups for holding rallies and festivals centered around the museum and the dealership.

Examples: Kansas State HOG Rally has inquired about returning as soon as the museum opens, Evel Knievel Festivals similar to the one held in Butte, MT each year that attracts tens of thousands of people (see pictures from 2015 Evel Knievel Days). The potential also exists to attract vintage motorcycle rallies, car shows, and even the possibility of trucking industry trade shows with our newly created Mack Truck relationship using the Evel Knievel rig and museum as the centerpiece. These will all generate multiple overnight stays in Topeka.

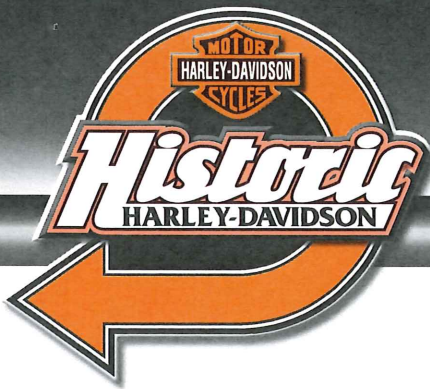
The direct tourism benefits cannot be overstated. This is an opportunity for the highway traveler to have a “reason to pull off the highway” and stop in our city. It will also be a destination for family vacation plans throughout the country. We haven’t had an opportunity such as this in our community for many years, if ever.

It needs to be pointed out that this attraction is not just “pull off the highway”, but it will involve driving into the heart of our city at 21st and Topeka Blvd. The Evel Knievel museum will provide a captured out of town audience of tourists providing us the opportunity to promote other Topeka attractions while they are here. This will increase the odds of an overnight stay along with additional meals or shopping. Our responsibility at the Evel Knievel Museum will be to act as a concierge for the rest of the city. We accept this responsibility. This is what we plan to do.

Projected City Return

As stated we would never request funding or a partnership from anyone unless a return is guaranteed. This is the case for the city and the community with regard to our project. Visit Topeka projects an economic impact on Topeka anywhere from \$6-\$9 million.

The potential for rallies, festivals and conventions is where returns to the city could explode. Early on we have had discussions with the Expocentre and the Capital Plaza with regard to conventions. We asked if incorporating a night at the museum for conventions being held at their facility would help their ability to sell our city to out of town groups looking to meet here. Their answer - “absolutely yes”. We plan to have several rallies and promotional events held at our store on a yearly basis. The Expocentre has already been presented with an exciting nationwide tour event usually only reserved for large markets. Topeka is now being considered for this simply because of the Evel



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Knieval Museum being here next year. Visit Topeka estimates an additional 1000 group room nights a year generated by incremental events derived from the museum. This number does not include the room stays generated from the daily transient visitors.

This attraction will fund itself through incremental overnight hotel stays generated from the transient guest tax.

Project Timeline

We plan to begin construction as soon as possible. Building plans are complete and have been submitted to the City for final permits. Our goal is to have the doors to the museum open mid-2016 if not sooner.

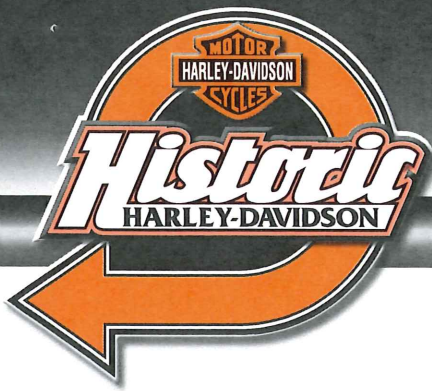
Visitor Projections

A great deal of research has been done on visitor projections. We have polled other “like” museums around the country and local museums in our state. With conservative estimates the museum is projected to have 100,000 visitors a year. The bonus for our attraction is the fact that Evel Knieval is not just a national celebrity but an international celebrity that draws intrigue from all parts of the world. There will be thousands upon thousands of people that design a vacation around a stop in Topeka. This attraction is not a one weekend a year event or a seasonal destination. We will be open 7 days a week and will be drawing tourist all year long.

Overnight Stays

The Historic Harley-Davidson/Evel Knieval Museum will be and already is a destination. Our dealership is a place that many motorcyclists put on their map as a stop because of our unique attractions such as the restaurant, our current museum along with our historic dealership and building. With the addition of the Evel Knieval Museum, the number of motorcyclists that seek us out is going to sky rocket. Motorcyclists that are touring are unique to other tourists. When they stop, they always get gas. Always. They are much more likely to make a longer stop and get a meal when you are riding a motorcycle. Overnight stays are much more likely with motorcyclists because the distances traveled per day are less. Our goal will be to keep them in the museum and dealership for two hours or more, have them eat one or two meals in town increasing the chances of overnight hotel stays. The same applies for travelers that will visit us through other modes of transportation. We feel the museum may even provide more of a reason for air travel to return to Topeka.

We plan to provide a small discount to each museum visitor if they will fill out a short survey. These questions will be provide insight on where our visitors are from, what they did while here and if they stayed or are planning to stay the night. We plan to share all of our results to the City. We want to be held accountable in an objective way providing



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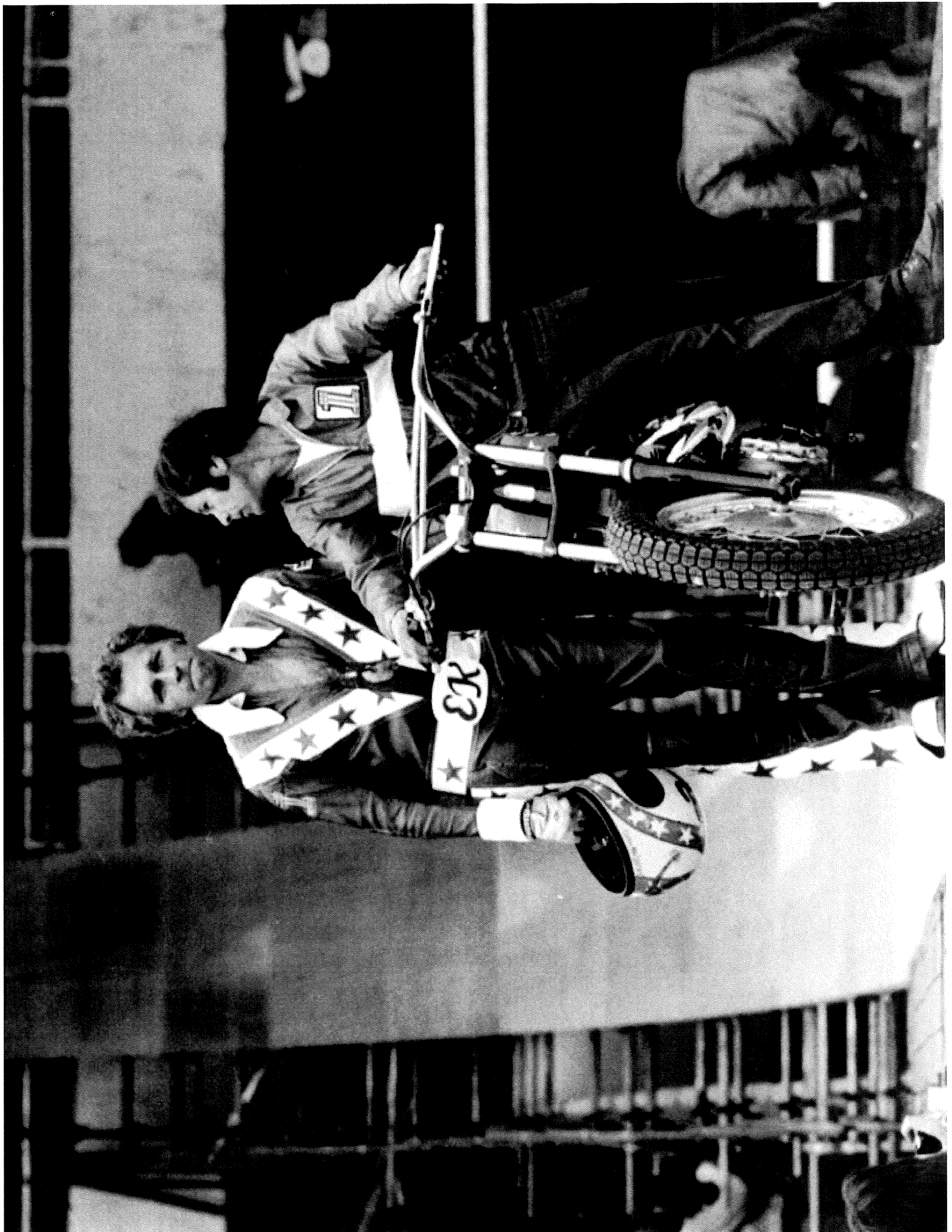
reports for what our attraction is contributing to the community. We're confident the investment in this project will return in a very positive way for the city and we plan to provide the evidence.

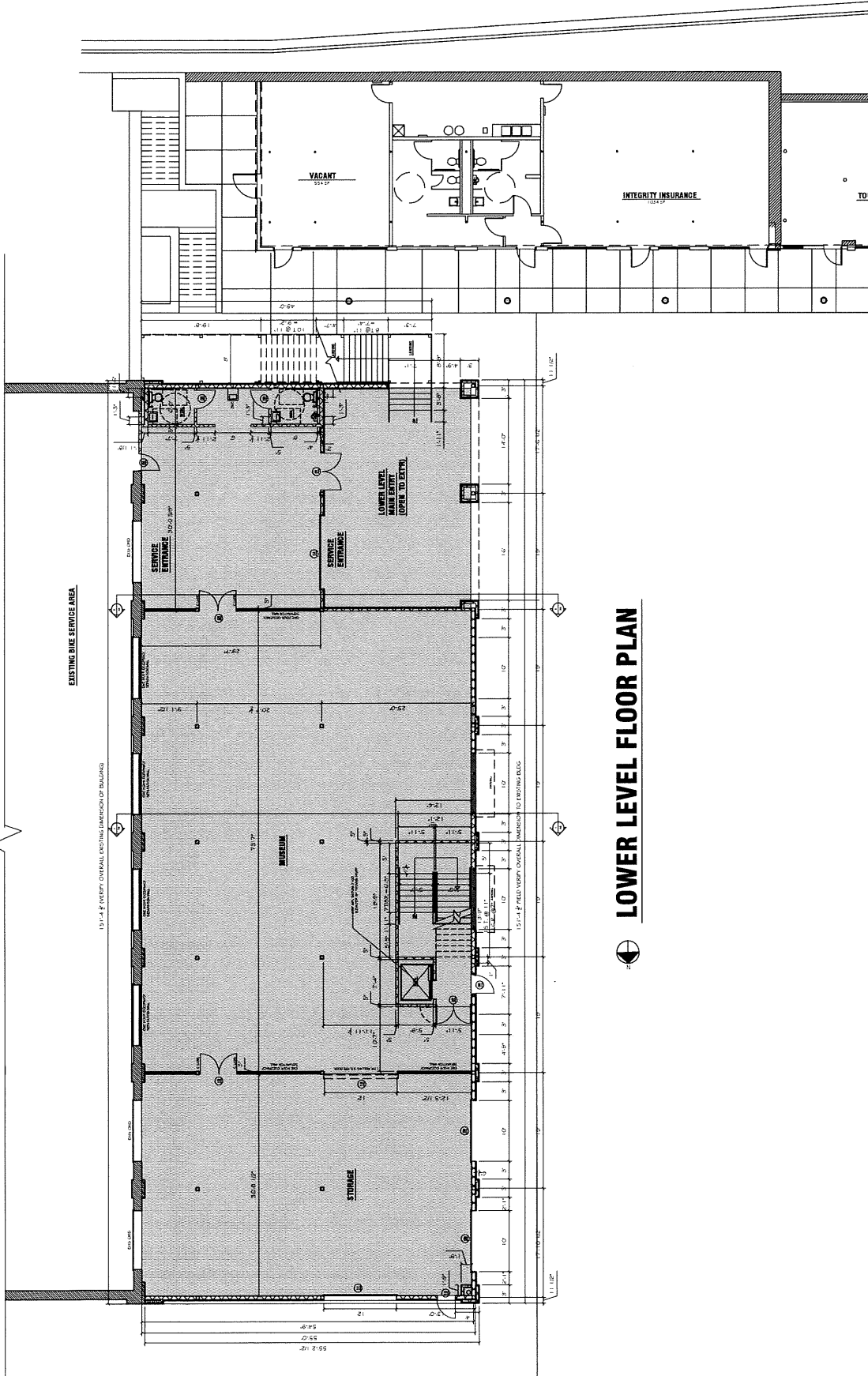
Conclusion

The Evel Knievel Museum is an opportunity. It's something that doesn't come along everyday for our city or any city for that matter. There are many communities that would love to have this attraction. Several have spoken up since we made our announcement and the news of the museum went national.

It's our job to make the most of it. We at Historic Harley-Davidson are committed to do our part. We are willing to take the risk and invest in this project. To maximize the experience for our visitors and position our community to see the greatest return to our city, this \$500,000 from the Transient Guest Tax in additional funding is vital.

Mike Patterson
Historic Harley-Davidson of Topeka
Since 1949
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Cell: 785-925-2792





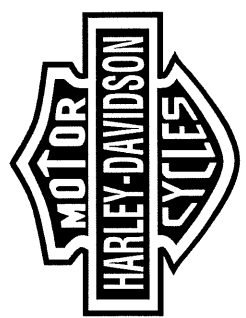
LOWER LEVEL FLOOR PLAN

SHOWROOM AND MUSEUM ADDITION

HISTORIC HARLEY

DAVIDSON OF

TOPEKA



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