



Horse Palace Gaming Complex at the Colorado-Wyoming Border Celebrates “Topping Out” Milestone as It Readies for Opening

Entertainment oasis on the high plains slated to open in June

Project renderings/images for media use:

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CO-WY BORDER – Wyoming Horse Racing LLC (WHR) celebrated its “topping out” milestone for WHR’s new Swan Ranch Horse Palace gaming and entertainment complex on the Colorado-Wyoming border as it nears its opening day slated for June, pending regulatory approvals. The ceremonial topping out, which celebrates the placement of the last structural beam, signals the final stages of the building’s construction and its rapidly approaching grand opening.

“Colorado’s front range communities are about to experience a whole new level of entertainment,” said Nick Hughes, President of Wyoming Horse Racing. “The Horse Palace at Swan Ranch is a cutting-edge and sophisticated gaming and entertainment experience – right on the doorstep of the front range. Convenience, western hospitality and easy wins await just a short drive north.”

The Swan Ranch Horse Palace is a \$25 million investment project that will offer 30,000 square feet of western hospitality, featuring off-track betting (OTB), dining and entertainment, including the High Plains Steakhouse restaurant, Dunkin’, the largest coffee and donuts brand in the U.S. and a large variety of Historical Horse Racing (HHR) gaming machines including the newest games on the market. The architectural design of the Horse Palace at Swan Ranch was completed by Cheyenne-based Pouppert Architects & Construction and is inspired by the gaming halls and ranches from the city’s past.

The Swan Ranch Horse Palace alone will generate an estimated \$2.6 million annually for Wyoming state, city and county budgets. As it stands now, the entertainment center will employ 140 full and part-time jobs in addition to 150 temporary construction jobs. WHR is currently [hiring](#) full and part-time positions at the upcoming location in customer service, food &

beverage, maintenance, information technology, security and other departments. Revenues from HHR gaming machines and simulcasting, as well as WHR's live racing events, provide a sizable boost to Wyoming's horse industry, increasing purse sizes, bolstering competition, and creating sustained growth across the sector and its suppliers. The horse industry also provides significant contributions to Wyoming's tax base.

"Wyoming Horse Racing spearheaded the revival of the horse racing industry in Wyoming. As a result, we have experienced tremendous success in the Cowboy State," said Hughes. "Our new Swan Ranch entertainment center builds on that legacy as a great upscale tourist destination on the Wyoming-Colorado border."

In 2023, the Wyoming Breeders Award Fund paid out \$6.8 million to state-based breeders. The fund benefits Wyoming's agricultural sector by promoting the improved breeding and development of the horse industry in the state. The Swan Ranch property alone is expected to generate an additional \$700,000+ in purse money for Wyoming-bred horses.

"Wyoming Horse Racing could not be more thrilled to be at the heart of why horse racing is bigger than ever in Wyoming – and bringing with it more opportunity for rural Wyoming communities and our state's agriculture industry," said Eugene Joyce, Partner at WHR and the General Manager of WHR's Horse Program. "Our Swan Ranch location will create more economic growth for our region. As a premier tourist destination, we are building more prosperity for our communities."

The new location resides on thirty-six acres just four miles from the Wyoming-Colorado border at exit #4 off of I-25 at 5640 High Plains Road. For more information about Wyoming Horse Racing and Horse Palace, visit wyominghorseracing.com.

Wyoming Horse Racing LLC has deep roots in the west and operates Horse Palace locations throughout Wyoming and live racing at Sweetwater Downs in Rock Springs, Wyoming. The company prioritizes responsible play, a dedication to horse racing and continued stewardship and investment in the hospitality and agri-business sectors.

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