



TO: MAYOR AND CITY COUNCIL
AGENDA: September 23 Voting Meeting
DATE: September 23, 2025
DEPT: City Manager
ITEM #: 9.A
SUBJECT: Approval of City Contract No. 2026-060 with CH2 Architects, LLC., to Create a Rodeo/Fairground Master Plan, in the Amount of \$145,559.00. Funding is Budgeted & Available in the FY26 General Fund Budget.

ITEM SUMMARY

This item is to approve City Contract No. 2026-060 with GH2 Architects, LLC. to create a Rodeo/Fairgrounds Master Plan in the amount of \$145,559.00. The location of the project is shown on the attached vicinity map, Exhibit A.

BACKGROUND

The Prescott Rodeo/Fairgrounds is located within the limits of the City of Prescott and bounded by Fair Street, Gail Gardner Way, Rodeo Drive, Fairgrounds Avenue and Schemmer Drive. The property is predominately bordered by long-time single-family residential neighborhoods on the south and east sides. The north and east sides are bordered predominately by regional businesses and retail. The Prescott Rodeo/Fairgrounds has a long and renowned history. The City of Prescott acquired the Prescott Rodeo/Fairgrounds from Yavapai County in June 2007. The property hosts the University of Arizona Cooperative Extension, the Auto Club, City of Prescott Offices, and, most notably, Prescott Frontier Days' (PFD) World's Oldest Rodeo. The rodeo has operated from this location since 1913 and is now an integral part of Prescott's identity and the economy that supports local business and government. Other events held at the Prescott Rodeo/Fairgrounds include the county fair, memorials, the Arizona Junior Rodeo, Toastmasters, and many more.

Due to the age of the facility and the lack of significant financial investment in improvements by the County and City over the history of the Prescott Rodeo/Fairgrounds, there are significant deferred maintenance items, which have negative impacts on the Rodeo and the neighboring properties during large events. The Rodeo/Fairgrounds has inadequate and inefficient amenities and spaces for the uses at the property and has a lack of modernized amenities that could mitigate adjoining neighborhood impacts. The City of Prescott now has an opportunity and responsibility to address these issues, beginning with restarting a collaborative improvement planning process, and ensure the property is a welcome asset reflective of the high standards of the community at large. The planning process will include consideration of changes to the property and amenities to mitigate impacts on the neighboring properties. During large events, neighbors can experience loud music and other sounds until late in the evening, an increase in traffic and parking on neighborhood streets, bright lights that carry beyond property boundaries, and other impacts. In order to be a better neighbor to our residents, the City should evaluate mitigative actions that could minimize or eliminate these undesirable impacts during the planning process for improvements.

The purpose of this project is to create a Master Plan for the Prescott Rodeo/Fairgrounds that accommodates the many differing needs of the user groups, minimizes/mitigates the impact on the adjoining neighborhoods and provides the updated amenities needed to enable efficient and effective use of the space. The site is approximately 43 acres, however, all of this acreage may not be useable due to rock outcroppings, open space designation, and flood plain considerations. The

consultant should determine usable acres. All planning will need to consider such things as parking, utility infrastructure, visitor experience, foot traffic patterns, quality space for participants in events, control features for ticketed events, modern lighting and sound amenities, ingress and egress features, buffering, beautification, event operations and logistics, maintenance requirements, aesthetics, gathering spaces for event attendees, and green space for the community to enjoy.

FINANCIAL IMPACT

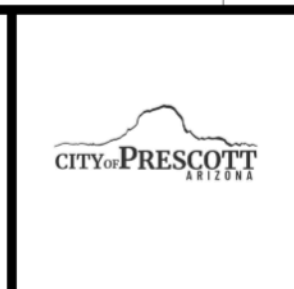
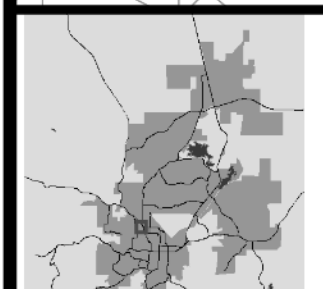
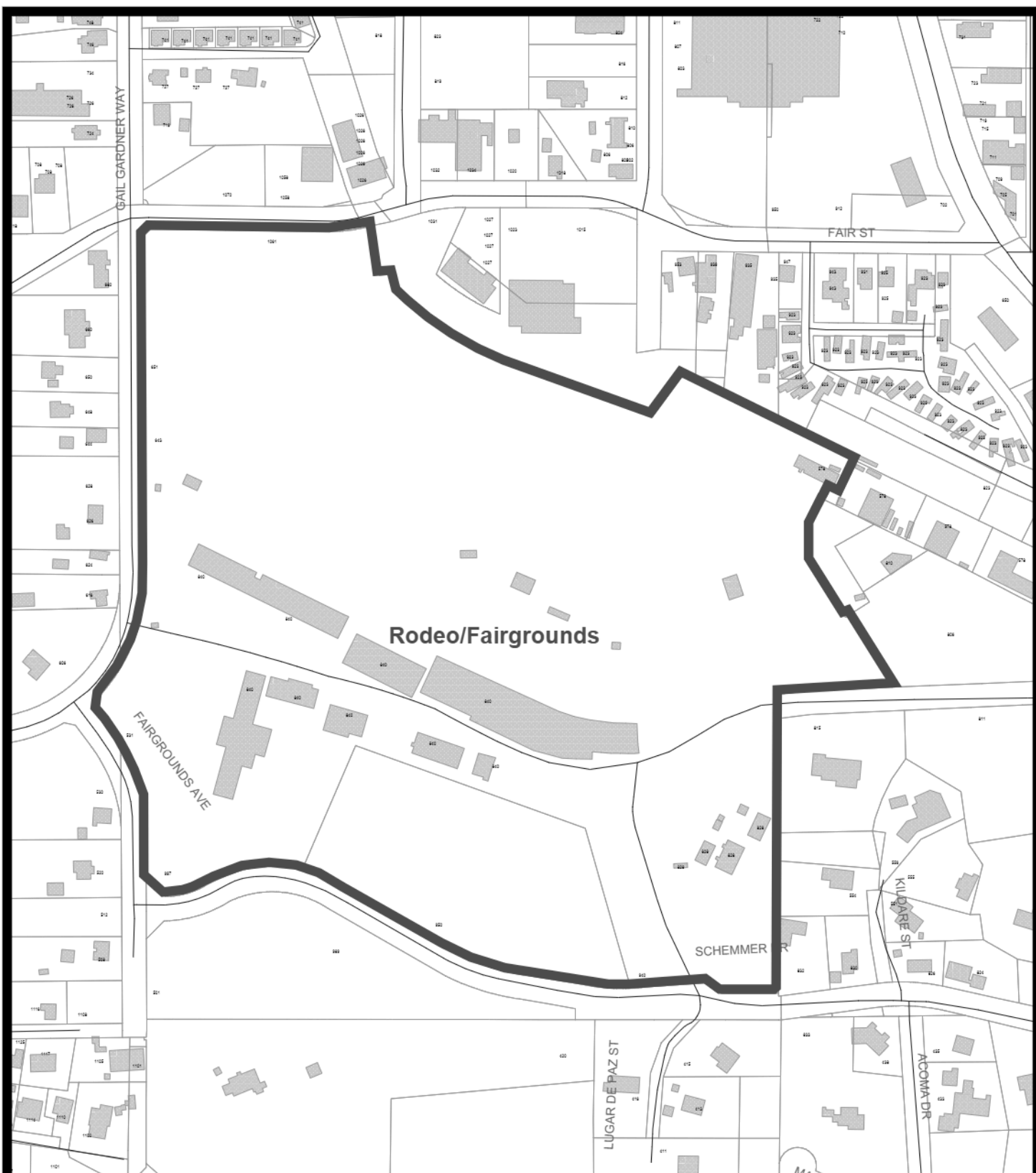
Funding is budgeted and available in the Public Works Department FY26 General Fund Budget.

RECOMMENDED ACTION

MOVE to approve City Contract No. 2026-060.

ATTACHMENTS

1. Exhibit A - Location Map



Rodeo/Fairgrounds

This map is a product of
The City of Prescott



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