

September 8, 2025

Scott D. Balck
Capital Project Manager
City of Prescott
433 N. Virginia Street
Prescott, AZ 86301

Sent via email to scott.balck@prescott-az.gov

RE: Rodeo/Fairgrounds Master Plan – Additional Services Scope of Work for CSL

Dear Mr. Balck,

As requested we are including further information on the additional services for the City of Prescott's consideration in our forthcoming master planning effort for the Prescott Rodeo/Fairgrounds project. The following would be performed by CSL, our economic feasibility consultant

- Economic Impact Study completed by CSL = \$60,000
 - Existing inventory of event space at the Prescott Rodeo and how those spaces are currently being utilized.
 - Opportunities for growing event activity and attendance levels and the extent to which this is possible, including:
 - Additional attendance and price points for admission, premium seating, food & beverage service, merchandise sales and other revenue streams.
 - Additional events that could be considered on dates outside of the Rodeo including other rodeo/roughstock events, equestrian/livestock shows, open riding or other private rentals, concerts/festivals and other such events.
 - Price sensitivity analysis through market research into various seating experiences and admission prices.
 - Market opportunities for generating incremental revenues through sponsorships, naming rights, advertising and other streams.
 - The impact on financial operations at the Rodeo, including a comparative analysis if multiple scenarios for development are considered.
 - Case study development of comparable rodeo venues, market research and other analysis to provide substantiation to recommendations for future development.
 - Includes all professional fees and expenses for three visits to Prescott over the course of the study.
- High-level guidance by CSL = \$30,000
 - One kick-off visit with stakeholder engagement meeting and virtual ongoing meetings with the client group
 - Limited market research of local market conditions
 - Competitive/comparable facility analysis and industry trends and characteristics to inform phasing recommendations and financial projections by CSL
 - Includes all professional fees and expenses for one site visit to Prescott for the kick-off and initial stakeholder engagement process.

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These additional services have been included in the proposed schedule if desired. Please let us know if you have any questions or if further information is needed.

Sincerely,
GH2 Architects, LLC



Robert Wadsack, AIA
Principal
rcw@gh2.com

cc:
Project File
Kala Ade
Martha Mitchell