



**Rodeo/Fairgrounds Master Plan
Non-Mandatory Pre-Proposal Conference**

Minutes

June 3, 2025; 12:03p.m.

City of Prescott Rodeo Ground Extension Office

1. Sign-in and Introductions:
Please see attached sign-in sheet for all attendees.

2. Preface:

This pre-proposal conference is non-mandatory for potential proposers. Proposals will be accepted from firms in attendance, as established on the sign-in sheet, and for firms not in attendance.

Anything discussed, or not discussed, in this meeting shall not change the requirements of the proposal documents. Any changes to the proposal documents shall be in writing.

The minutes of this pre-proposal conference will be distributed to all attendees. The minutes shall not be considered part of any addendum and shall not be considered part of the contract documents for the project. The information discussed in this meeting and contained in the minutes should be used as background information in preparing a proposal.

3. Proposal Opening Date: **Thursday, July 24, 2025, at 2:00p.m.**
Prescott City Council Chambers at 201 N. Montezuma Street, Prescott, AZ 86301
4. The following milestones are for planning purposes only and shall not represent any contractual commitment whatsoever on the part of the City.

- Anticipated Award: **September 23, 2025**
- Anticipated Notice to Proceed: **Week of October 27, 2025**
- Expected Completion Date: **Week of October 27, 2026**

5. Scope of Work

The Prescott Rodeo/Fairgrounds has a long and renowned history. The City acquired the approximately 43 acres site 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 Day' World's Oldest Rodeo. The rodeo has operated from this location since 1913 and is an integral part of Prescott identity and the economy. Other events held at the 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, there are significant deferred maintenance items, which have negative impacts on the Rodeo and the neighboring properties. The Rodeo/Fairgrounds has inadequate and inefficient amenities and space for the uses at the property and has a lack of modernized amenities that could mitigate adjoining neighbored impacts. The City of Prescott now has an opportunity and responsibility to address these issues, and ensure the property is a welcome asset reflective of the high standards of the community at large.

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 planning process shall consider such things as parking, utility infrastructure, visitor experience, foot traffic patterns, quality space for event participants, 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.

6. Request for Information and Addenda

- No Addenda have been issued at this time.
- Requests for Information and questions may be submitted to the project representative below prior to 5:00p.m. on Tuesday, July 15, 2025.

Jaimie Sventek
Contracts Coordinator
contracts@prescott-az.gov

- Addenda will be issued no later than noon on Monday, July 21, 2025. It is the prospective proposer's responsibility to check the City's website at <https://prescott-az.gov/budget-and-finance/purchasing/> for Addenda related to this procurement.

7. RFP Requirements

- Proposals shall be submitted as one (1) hard copy original (not stapled or bound) along with one (1) flash drive with the same submittal.
- The proposal shall include Forms A, C, D, E and F (There is no Form B).
 - Form A
 - Complete, sign, and submit as the first page of the proposal.
 - Attach extra pages and information on your company's letterhead to not exceed ten (10) additional pages.
 - Form C: Complete, sign, and submit.
 - Form D: Complete, sign, and submit.
 - Form E: Complete, sign, and submit.
 - Form F
 - Complete, sign, and submit.
 - Provide three (3) references, a subcontractors list (if applicable), and certify there are no unsatisfied tax liens or judgments on record.
- Proposals must include acknowledgement of Addenda, if applicable.
- The outside of the envelope must be properly labeled.

8. RFP Selection Process

- One (1) contract will be awarded to a firm. The contract shall be awarded on the basis of demonstrated experience, qualifications, and the stated submittal requirements as listed in the proposal.
- The lowest price proposed will not guarantee an award recommendation. Proposals will be evaluated based upon criteria formulated around the most important features of the services.
- The City will review all the proposals received and utilize its best judgement in selecting a qualified firm.
- In the event that a proposer cannot be selected based solely on the proposals submitted, up to three (3) proposers, with the highest evaluations, may be selected for oral interviews to establish a final ranking. The selected proposers will be invited to participate in discussions with the Selection Committee, on a future date, and awarded points based upon criteria submitted to proposers if an interview is necessary.

9. Questions and Discussion

Question/Item 1: Are you looking to enclose the rodeo grounds to mitigate sound for the existing neighborhoods?

o Response: The City is open to all ideas.

Question/Item 2: How many seats are in the rodeo grounds?

o Response: There are approximately 3,800 seats.

An optional tour of the rodeo/fairground's facility took place immediately after the meeting concluded.

Meeting adjourned at 12:16 p.m.

These meeting minutes have not been transcribed verbatim and are for general informational purposes only. For correction or clarification of any items, please contact the Project Manager as soon as possible.

Submitted By: _____

Approved By: Scott D. Balch