



# Stakeholder Visioning Meeting Summary for the Rodeo/Fairgrounds Master Plan

Submitted to: City of Prescott and GH2 Architects

## Table of Contents

### 1. Visioning Workshop Summary

- 1.1 Visioning Workshop Synopsis – Page 1
- 1.2 Visioning Workshop 1: Prescott Farmer's Market – Page 1
- 1.3 Visioning Workshop 2: "Other Users" – Page 2
- 1.4 Visioning Workshop 3: Prescott Frontier Days Rodeo – Page 4
- 1.5 Visioning Workshop 4: Local Neighborhood – Page 5

### 2. Visioning Workshop Shared Themes – Page 8

## Appendices

- A. Prescott Farmer's Market Visioning Workshop Sign-In Sheet
- B. Prescott Farmer's Market Visioning Workshop Full Snapshot
- C. "Other Users" Visioning Workshop Sign-In Sheet
- D. "Other Users" Visioning Workshop Full Snapshot
- E. Prescott Frontier Days Rodeo Visioning Workshop Sign-In Sheet
- F. Prescott Frontier Days Rodeo Visioning Workshop Full Snapshot
- G. Local Neighborhood Visioning Workshop Sign-In Sheet
- H. Local Neighborhood Visioning Workshop Full Snapshot

Submitted by

**beta | Pr**

**CITY OF PRESCOTT**  
ARIZONA

**GH2 ARCHITECTS**

November 24, 2025

## 1. Visioning Workshop Summary

### 1.1 Visioning Workshop Synopsis

The City of Prescott (City) and GH2 Architects (GH2) are currently working on developing a Rodeo/Fairgrounds Master Plan (Master Plan). To assist in the development, they have partnered with BetaPr to assist with community engagement and involvement. To kick-off the community involvement element, BetaPr performed a series of visioning workshops with the four stakeholder groups identified by the City, GH2 and Steering Committee. These stakeholders are the Prescott Farmer's Market, "Other Users" (University of Arizona Cooperative Extension, Antique Auto Club, City I.T. Staff, Yavapai County Fair), Prescott Frontier Days Rodeo and the Local Neighborhood. Each stakeholder group was given their own visioning workshop to help identify themes and common visions.

The visioning workshops were called "Keep It, Cut It, Consider It. Your Voice, Your Vision". This was a highly participatory stakeholder workshop designed to capture clear, structured input for the Master Plan. Participants were guided through a simple yet effective framework where they identified what they *must have* ("Keep It"), what they *do not want included* ("Cut It") and what they *would like but could compromise on* ("Consider It"). Using sticky notes, individuals first reflected on their preferences, then shared and clustered ideas as a group, revealing patterns of consensus and divergence.

BetaPr's facilitator guided the process to ensure all voices were heard and ideas were grouped into meaningful themes. The session concluded with a prioritization exercise, where participants used dots to highlight the most important items. This helped transform a wide range of opinions into a clear hierarchy of needs and preferences.

The outcome of this workshop is a transparent, visual snapshot of stakeholder priorities — identifying shared values, potential conflicts and dealbreakers early in the planning process. The results will help the City and GH2 with a grounded understanding of all stakeholders wants, helping align the Master Plan with user needs while fostering a sense of ownership and trust among participants and stakeholders.

### 1.2 Visioning Workshop 1: Prescott Farmer's Market

BetaPr, the City and GH2 hosted a visioning workshop with the Prescott Farmer's Market and their Board of Directors. Below is information about the meeting and the themes from their visioning workshop.

#### Visioning Workshop Date, Time and Location

**Wednesday, November 5, from 7 a.m. to 8 a.m.**

University of Arizona Cooperative Extension Office

840 Rodeo Drive, Prescott, Arizona 86305

#### Visioning Workshop: Attendees

A total of 13 stakeholders signed-in (Appendix A) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

#### Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. A full snapshot of all ideas and materials is included in the Appendices (Appendix B).



**“Keep It” Themes:**

1. Balanced allocation of resources between site stakeholders
2. Keep and improve the existing compost site
3. Covered space/shade for compost pad and/or Farmer’s Market
4. Pave an area for a permanent Farmer’s Market site (At least 1.75 acres)
5. New utilities and building systems (electricity, bathrooms, storage facilities)
6. Parking improvements (additional spaces, parking garage, handicap parking)
7. Trees/landscaping

**“Cut it” Themes:**

1. No dominant entity
2. No moving or adjusting the current size of the compost location
3. Move main entrance off Gail Gardner

**“Consider It” Themes:**

1. Create a community agricultural hub (community support and partnership for composting)
2. Host Farmer’s Market at the Rodeo/Fairgrounds
3. City/County financial partnership for composting
4. Storage area with easy access
5. Indoor space for Prescott Farmer’s Market for winter use
6. Expand compost and add a garden
7. Permanent signage
8. New utilities and building systems (bathrooms, dark sky lighting, hot water, drainage improvements)
9. Bike racks
10. Playground/seating area
11. Improve/create entrance and exit specifically for composting
12. Increase footprint of compost site and a new concrete pad (covered)
13. Paved site for Farmer’s Market (marked stalls)
14. Improved parking
15. Office space for Farmer's Market
16. Access to small misc. construction equipment when needed

**1.3 Visioning Workshop 2: “Other Users”**

BetaPr, the City and GH2 hosted a visioning workshop with “Other Users” of the site. “Other Users” consisted of the University of Arizona/Yavapai County Cooperative Extension, Yavapai County Fair, Prescott Antique Auto Club and City of Prescott IT staff. Below is information about the meeting and the themes from their visioning workshop.

**Visioning Workshop Date, Time and Location**

**Wednesday, November 5, from 9 a.m. to 11 a.m.**  
 University of Arizona Cooperative Extension Office  
 840 Rodeo Drive, Prescott, Arizona 86305

## Visioning Workshop: Attendees

A total of 18 stakeholders signed-in (Appendix C) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

## Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. Highlighted themes are some of the most important items from the workshop. A full snapshot of all ideas and materials is included in the Appendices (Appendix D).

### “Keep It” Themes:

1. More meeting/classroom space
2. Additional restrooms and external bathroom access
3. Larger/new extension office (classrooms, meeting spaces, commercial kitchen, teaching kitchen)
4. Increased storage
5. Family Resource Center
6. Demonstration garden
7. Barn for animals
8. Better internet infrastructure
9. Covered outdoor area
10. Multiple uses on the Rodeo/Fairgrounds at the same time
11. Improved entrance, parking and walkways
12. Improved lighting
13. Retain historical appeal and keep historic buildings
14. Archery range
15. Rodeo grounds seating improvements

### “Cut it” Themes:

1. No bright lighting
2. Do not, not build a new facility of Extension Office
3. Do not remove Farmer’s Market or compost pile from site
4. Do not interfere with the lease or building of Antique Auto Club
5. No changes to Rodeo’s historic grandstand or buildings
6. Do not eliminate commercial kitchen
7. No cinder pit or City construction yards
8. Do not remove any current site users

### “Consider It” Themes:

1. More communication between users at grounds
2. How other users can help each other
3. Repair/utilize Barn A & B
4. Produce washing station



5. New parking lot with a clear entrance and exit path
6. Restrooms in vendor area
7. Remove rocks behind "Building A" for more parking
8. RV hook ups
9. Electric hookups for vendors
10. Shade structures/covered areas for events

#### 1.4 Visioning Workshop 3: Prescott Frontier Days Rodeo

BetaPr, the City and GH2 hosted visioning a workshop with the Prescott Frontier Days Rodeo. Below is information about the meeting and the themes from their visioning workshop.

##### Visioning Workshop Date, Time and Location

**Wednesday, November 5, from 1 p.m. to 3 p.m.**

University of Arizona Cooperative Extension Office  
840 Rodeo Drive, Prescott, Arizona 86305

##### Visioning Workshop: Attendees

A total of 22 stakeholders signed-in (Appendix E) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

##### Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. Highlighted themes are some of the most important items from the workshop. A full snapshot of all ideas and materials is included in the Appendices (Appendix F).

##### "Keep It" Themes:

1. New/improved RV sites
2. New/improved "Justin Room"
3. New/improved bathroom facilities
4. New ticket office and store building
5. Improve/upgrade vendor area and fan experience
6. Keep leases the same for all site users
7. Improve existing and add new grandstand, seating areas, VIP boxes
8. Improve lighting throughout site
9. Retain/create aesthetics that incorporate Rodeo history
10. Additional parking without taking space from existing cowboys and vendors
11. Better located contestant parking/flow
12. Shuttling
13. Covered stalls
14. Covered new multi-use arena
15. New museum and increased rodeo education opportunities

16. Lockable storage and new barns for maintenance
17. Better/new entrance and site flow
18. Erosion control
19. Fix/upgrade utilities and building systems (water, sewer, HVAC)
20. Safety improvements
21. Unity between City of Prescott and Prescott Frontier Days

**“Cut it” Themes:**

1. No public park or dog park
2. No moving or changing the dynamic of the Rodeo
3. No competing events during Rodeo
4. No parking garage
5. No alteration of current lease
6. No traffic coming through the grounds at all times
7. No politics on Rodeo grounds
8. No building of high-density units on site
9. Do not change Rodeo history
10. Limit the expansion of compost, U of A Extension and other entities
11. No reduction in parking
12. No continued open access for public
13. No community garden

**“Consider It” Themes:**

1. Shaded/covered second arena and stalls
2. Paved vendor area
3. Dust control
4. New VIP and club areas
5. Increased partnership and relationship with City and other site users
6. New signage (traffic and site signage, digital)
7. Change layout of arena flow
8. New fencing
9. Increase arena seating
10. Make main entrance to fairgrounds off Miller Valley Road
11. Elevated 360 walking platform to access all arena seating

## 1.5 Visioning Workshop 4: Local Neighborhood

BetaPr, the City and GH2 hosted a visioning workshop with members of the local neighborhood. Members of the local neighborhood were invited by neighborhood representatives on the Steering Committee. Below is information about the meeting and the themes from their visioning workshop.



## Visioning Workshop Date, Time and Location

**Wednesday, November 5, from 5 p.m. to 7 p.m.**

University of Arizona Cooperative Extension Office  
840 Rodeo Drive, Prescott, Arizona 86305

## Visioning Workshop: Attendees

A total of 21 stakeholders signed-in (Appendix G) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

## Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. Highlighted themes are some of the most important items from the workshop. A full snapshot of all ideas and materials is included in the Appendices (Appendix H)

### “Keep It” Themes:

1. Things to consider in our Master Plan development: traffic study, parking/user study, feasibility study, environmental impacts
2. New main entrance off Miller Valley Road
3. Keep a cooperative process between all site users and neighborhood
4. Improve access and site flow
5. Do not make any changes to Gail Gardner
6. Increased drainage and pollution control
7. Improve parking on site
8. Parking garage
9. Improve sound system to reduce noise and enforce quiet hours
10. Dark sky lighting
11. Bike/trail connectors
12. New wall/fencing
13. Align Master Plan with Gail Gardner Neighborhood Plan and keep historic aspects
14. Improved landscaping
15. Demonstration gardens and community gardens
16. Keep the Rodeo at the existing size
17. Keep Farmer’s Market, Compost, Antique Auto Club and U of A Cooperative Extension
18. Keep the Rodeo, County Fair and all existing events
19. Keep current leases and zoning in place
20. Community park/gathering space (gardens, pool, open space, dog park, outdoor fitness, BBQ, playground, picnic area, ramadas, walking paths, etc.)
21. Keep access open for public

### “Cut it” Themes:

1. No limitation on public access or use

2. No gate
3. No private fencing or solid wall
4. No event center or year-round events
5. No expansion of Rodeo or existing events
6. No zoning change
7. No additional sound or added traffic
8. Remove main entrance from Gail Gardner
9. No changes to Gail Gardner
10. Remove Rodeo Museum
11. No covered arena
12. No private clubs or VIP elements from the site
13. No exceeding parking capacity
14. No overbuilt, ugly or buildings that are too big or not aesthetic
15. No additional noise or concerts
16. No trash
17. No large advertising signs on surrounding fences
18. No lights that aren't dark sky compliant
19. No more "\$1" lease – make Prescott Frontier Days re-negotiate
20. No expansion of restrooms, more port-o-potties
21. No to anything that increases pollution

**"Consider It" Themes:**

1. Beautification/trees
2. Community/demonstration garden
3. Multi-use facility for education and community use
4. Improve compost site
5. Walking/bike paths
6. Bike parking
7. Consider moving Rodeo to K-4 Ranch
8. Update existing bathrooms without adding more
9. Community park/open space/recreation area
10. Perform additional studies (feasibility, forensic, legal etc.) before any plan is approved
11. New U of A Extension office/facilities
12. Make site home to Farmer's Market
13. ADA compliance where feasible
14. Dust control
15. No added signage in the neighborhood
16. Parking garage
17. Shuttles for large events
18. Prescott Frontier Days to sell tickets and parking at the same time



## 2. Visioning Workshop Shared Themes

After performing the visioning workshop with all four stakeholder groups, common themes/ideas were developed. Below is a list of all common themes/ideas:

### 1. Infrastructure and Facilities Modernization

Nearly every group mentioned the need for upgrades to infrastructure:

- Bathrooms and restrooms (mentioned by all four)
- Utilities and building systems (water, sewer, power, HVAC, and internet)
- Lighting improvements — with dark-sky compliance a shared priority
- Storage (for vendors, users, and maintenance)
- Shade structures, covered areas, and indoor spaces for year-round usability

**Takeaway:** The site's physical infrastructure must be updated for comfort, accessibility, and environmental compliance while retaining its rural and historic character.

### 2. Parking, Circulation and Access

This was one of the most consistent topics:

- Calls for improved and expanded parking areas, better traffic flow, and designated zones for different user groups (vendors, public, contestants, staff).
- General agreement on shuttling during major events (PFD already does this during Rodeo) and new entrances, especially off Miller Valley Road.
- Opposition to using Gail Gardner as a main access point was strongly repeated.

**Takeaway:** A unified circulation and parking strategy — that minimizes neighborhood impact and supports multiple concurrent uses — is essential.

### 3. Collaboration, Coexistence and Balanced Use

Each group voiced the importance of maintaining harmony among site users:

- Calls for “cooperative processes,” “balanced allocation of resources,” and ensuring “no dominant entity.”
- Recognition that all users (Rodeo, Yavapai County Cooperative Extension, County Fair, Farmer's Market, City IT, Antique Auto Club and Neighborhood) should coexist productively.
- Desire for open communication and potential shared facilities (e.g., classrooms, demonstration gardens, multi-use community buildings).

**Takeaway:** A central governance or coordination mechanism may be needed to balance interests and sustain long-term collaboration.

### 4. Preservation of Historic and Cultural Identity

This was deeply important to both Neighborhood and Rodeo participants, but echoed by all groups:

- Protect and highlight the Rodeo's history, existing historic buildings, and local heritage.

**Takeaway:** Preservation of legacy, aesthetics, and character should guide the architectural tone of all improvements.

### 5. Environmental Stewardship and Aesthetics

A unifying value across the sessions:

- Landscaping, trees, and beautification were cited often.
- Drainage, erosion control, dust mitigation, and pollution control concerns appeared in several lists.

- Compost and garden-related improvements were priorities, particularly for the Yavapai County Cooperative Extension, Farmer's Market and Neighborhood groups.
- Dark sky lighting and noise management were shared environmental quality concerns.

**Takeaway:** Stakeholders want sustainable design that minimizes environmental impact and enhances beauty, comfort and livability.

## **6. Community Access and Shared Public Space**

All groups, to varying degrees, supported maintaining public accessibility and community-serving uses:

- Neighborhood, Yavapai County Cooperative Extension and Farmer's Market groups wanted demonstration gardens, open gathering spaces, walking/bike paths, and parks.
- Yavapai County Cooperative Extension wanted a new building complete with family resource centers, classrooms, and multi-use facilities.
- Rodeo users were more protective of exclusive-use areas but still discussed visitor amenities, shuttles, and public engagement through education.

**Takeaway:** There's broad agreement that the site should continue to serve the wider community, though boundaries for event-specific zones must be clarified.

## **7. Site Management, Governance and Leases**

An important recurring issue:

- Keeping current leases and zoning stable was important to the Neighborhood, Rodeo, Antique Auto Club, County Fair and Yavapai County Cooperative Extension.
- The Local Neighborhood called for re-examining lease terms and ensuring fair agreements.
- Desire for unity between City of Prescott and site tenants, and clearer management structure.

**Takeaway:** Lease terms, governance and coordination with the City should be transparent, equitable, and aligned with long-term sustainability.

## **8. Event Management and Noise Control**

Mentioned across several groups:

- The Local Neighborhood strongly emphasized limiting or managing event frequency, scale, and noise (i.e. large-scale events, concerts, etc.).
- Rodeo users wanted to protect exclusive use periods and avoid conflicting events.
- Shuttling and parking management were linked to reducing neighborhood impacts.

**Takeaway:** The Master Plan should include policies for scheduling, sound management and crowd logistics to minimize conflicts.

## **Final Summary**

Across all four stakeholder visioning meetings, participants voiced a strong, consistent desire to modernize the site's infrastructure, improve parking, circulation and access, while preserving the site's historical and cultural integrity. The most dominant shared values centered on collaboration among users, environmental responsibility, and equitable, balanced site management.

Stakeholders envision a future where the site functions as a multi-use, community-serving campus that supports both traditional activities (like the Rodeo, County Fair and Farmer's Market) and emerging needs (education, sustainability, and recreation). They seek thoughtful growth upgrades without overdevelopment, and accessibility without loss of character.



## **APPENDIX A**

Prescott Farmer's Market

Visioning Workshop

Sign-In Sheet

---

Project Name: Prescott Rodeo/Fairgrounds Master Plan  
Project Number: 20250158  
Date: NOVEMBER 5, 2025

Location: U of A CO-OP EXTENSION  
Purpose of Meeting: FARMERS MARKET STAKEHOLDER  
Time: 7:00 AM

Name	Title	Organization	Phone	Email

# Sign In Sheet

Page 2 of 4

Name	Title	Organization	Phone	Email

## **APPENDIX B**

Prescott Farmer's Market

Visioning Workshop

Full Snapshot

---



# Keep It

Permanent site at the rodeo grounds for PFM. At least 1.75 acres

Perm area for Presco + Farmers Market at Rodeo

1.75 ACRE  
PAVED SITE  
FOR MARKET SPACE

Keep front and back access to the compost site

Keep compost site on the SW corner of city property

Keep + expand space for Compost

SECONDARY CONCRETE PAD FOR ADDITIONAL FOOD SCRAP PROCESSING

increase size of compost area

Permanent signage for PFM and compost build

CHAIN LINK FENCE FOR EXPANDED COMPOST AREA

K  
Compost Site @ current location

Retain the location of the compost site

SHADE STRUCTURE FOR COMPOST PAD

COVERED SPACE FOR MARKET (SOLAR PANELS, PAVILION)

paved site

Additional concrete pad for compost

paved area for PFM w/ cover + shade

Host market here  
Paved

Expand the compost site design by .25-.75 acres (over to the ~~old~~ <sup>new</sup> area)

Access to Power

Bathrooms

Access to electricity for PFM & Compost build.

PUBLIC RESTROOMS

STORAGE CONTAINER

Shared facilities (where possible) among stakeholders

300 parking spaces for PFM

200 SPACE  
PARKING GARAGE

Handicap parking

PARKING GARAGE FOR MARKET

More parking for Compost build volunteers

Covered parking with roof-mounted solar panels

SHADE TREES, FRUIT TREES

Trees / landscape



STAPLES®

Restickable  
Easel Pad

30  
Sheets

Cut It

No <sup>No</sup> dominant  
entity IE,  
Rodeo!

NO TO:  
Compost site  
Moving locations  
• current location is ideal

NO TO  
Taking up less  
space at the  
compost site

\* Keep size, minimum size

MOVE MAIN ENTRANCE  
OFF GAIL GARDNER



Staples

30 Sheets

Education  
Equipment  
Community  
Compost  
Create community  
support and partnerships  
for composting using  
some public property

## COMMUNITY AGRICULTURAL HUB

Balanced <sup>Share Resources</sup>  
Allocation of  
Resources between  
stakeholders

Host Market  
here  
- 300 parking spaces  
- ~~PAVING~~ Covered  
- barn for market

City/County  
Financial partnership  
for Compost

## Consider

Borrow a Machine  
Sometimes  
L.S.M. Shovel, City, marts,  
machines

Storage Area  
for Market

Easy Access  
Storage

Indoor space for  
PFM

Indoor/Outdoor  
options for Vendor  
Stalls

Indoor Market Area  
for Winter Time

INDOOR SPACE  
FOR WINTER SEASON

Designated  
Entrance/Exit  
Permanent  
Storage  
Leave 2 access

Expand Front  
gate to compost  
site to be 100' wide

extend ~~at~~ compost site  
from  
drive way pavement  
to apron 5' or into the site  
to mitigate erosion

PLAYGROUND  
+  
PICNIC AREA

Seating  
area

EXTRA SPACE AT  
THE COMPOST SITE,  
1 ACRE ADJACENT

Increasing footprint of  
the compost site

COVERED AREA  
FOR COMPOST

Expand the size of  
the composite site  
by at least 1/2 acre

Hard Surfaces  
for the Market  
with good shade area

Pour concrete  
pad for compost  
storage

Covered Area for  
Workers over work pad  
& gathering resting area

PAVED SITE  
FOR FARMERS MARKET

Expand Site for PFM

Market area ~ 2 acres  
with Amenity outside  
area

Consider paved parking  
for general use (PFM, Robco, etc.)

# Stalls for  
easy setup

Better Parking Area  
for Compost Participants  
~ 20 cars

GARDENS

EXPAND COMPOST  
area for  
better Composting Systems

Access to  
Bathrooms  
+ Permanent

DARK SKY  
LIGHTING

Water  
Fountains

Area with Hot water  
& good drainage of the  
Waste water

Bike racks for PFM  
and compost build

Bike  
Rack

BIKE RACKS

PFM Office  
here

Office space  
for PFM on  
site

Office space for  
PFM to operate

Permanent  
Signage

Official  
Sign to compost  
site - Be included on  
list of occupants of overall grounds



## **APPENDIX C**

“Other Users”

Visioning Workshop

Sign-In Sheet

---

**Project Name:** Prescott Rodeo/Fairgrounds Master Plan  
**Project Number:** 20250158  
**Date:** NOVEMBER 5, 2025

**Location:** U OF A CO-OP EXTENSION  
**Purpose of Meeting:** OTHER STAKEHOLDER MTG.  
**Time:** 9:00 AM

Name	Title	Organization	Phone	Email
------	-------	--------------	-------	-------

# Sign In Sheet

Page 2 of 4

Name	Title	Organization	Phone	Email



## **APPENDIX D**

“Other Users”

Visioning Workshop

Full Snapshot

---

Commercial Kitchen

Teaching / Demonstration Kitchen

Teaching Kitchen

Teaching kitchen for community food prep / culinary workshops

# "Keep It" - Yes

Archery Range for 4-H members

New facilities to house the expanding Faculty and staff working for 4-H

Room for housing animals during fair and other events

Covered arena for 4-H/FFA, other youth to use for showing livestock, horses, etc.

1. Member status appeal of the true heritage of the facility  
2. Historical site

Seating over chutes  
Seating improvements in grandstand  
Additional kitchen facility east side of grandstand  
Add kitchen, parking without linking country or vendor areas

Shared covered area that can be used by 4-H

New facilities for Extension  
Larger Cooperative Extension Office include community meeting spaces

Hoop House / Green House for Extension Education

Multi use grounds at same time ie don't have plant sale during other activity

Ramada w/ outdoor seating - gatherings for any group

SAFE Stadium Seating  
Rodeo Arenas

More meeting space @ Extension for classes

more rest rooms, so additional rest

External bathroom access

Space that includes restrooms (the space, present & future) for play space, reception, resource room for a family resource center (parenting classes, financial management, home, & personal care)

Demonstration Garden

Greenhouse for starting + maintaining plants for training + plant sales

Demonstration garden for classes, research projects, etc.

SPACE EXPERIMENTAL GARDENS GREEN HOUSES

COMMUNITY GARDEN SPACE

demonstration garden

Family Garage

More parking  
Smooth safe walk ways

Parking + usable space

New Entrance on Miller Valley Rd

Recognition / Preservation of the grounds and buildings belonging to the Preserved Agricultural and Rural Landscape (PARL) held by the Club from the city and access to the leased houses

Thorp Buildings

Extension Storage w/ loading dock

Larger Extension office

Storage space for Extension supplies  
Office and meeting space for Coop. Extension

Additional Mtg space for Community organization

Community resource center anchored by UA Cooperative Extension

Family Resource Center

Restroom / Informational building fiber patterned

IMPROVED LIGHTING ACROSS THE ENTIRE PROPERTY (sensitive to neighbors)



STAPLES®

Restickable Easel Pad | 30 Sheets

## "Cut It" - NO

No Really Bright  
White Lightplz  
Reserve Dark Skies

No changes in current  
grandstand layout  
it's historic.

Leave historic  
Doc Fordlee &  
Freeman alone

Do not not have a  
new facility for  
Extension

Do not eliminate  
a commercial kitchen

Don't not build a  
New Facility for  
Extension

No PLAN to decline to  
Extend the LEASE of the Grounds  
currently occupied by the Prescott  
Antique Auto Club, when the lease  
Expires in 2035

No  
City Storage or  
Cinder pits take  
up parking

- WE don't want  
anything to interfere  
on the present  
Antique Auto Club  
Building!

Wasted Space No.  
&  
Farmers Market  
or  
Compost pile gone

Don't relocate  
any current residents  
from grounds

Don't - remove  
Extension's presence  
from the Rodiogrounds



Staples

30 Sheets

Note

Communication between  
City, Auto Club, Prescott  
Hobby Junctions grounds

How can Prescott  
Auto Club Help you  
achieve your goals  
How can We Help

Restickable Easel Pad

ST29503

# "Consider It" - Maybe

Repair or replace  
Barns A + B

Utilize  
Barn A + B  
to the fullest  
not just storage

produce wash station

RV Hook ups  
w/ Sewer, Water  
+ Elec 50/30 each

shade structures  
Lull  
Kids  
or  
shade

Clear Parking Entrance  
and exit method  
and path

Electric Power  
in Upper Parking  
for Vendors 50amp

Fullsize Parking  
Lot  
+  
Bathrooms

Restrooms in  
Vendor Area

Get rid of rocks  
behind Building A.  
for more parking

Utilize All  
Space to  
the fullest!

Covered Open Space/  
Barn for various  
events or  
functions

## **APPENDIX E**

Prescott Frontier Days Rodeo

Visioning Workshop

Sign-In Sheet

---

Project Name:

Prescott Rodeo/Fairgrounds Master Plan

Project Number:

20250158

Date:

NOVEMBER 5, 2025

Location:

U OF A CO-OP EXTENSION

Purpose of Meeting:

ROPEO STAKEHOLDER

Time:

1:00 PM

Name	Title	Organization	Phone	Email
------	-------	--------------	-------	-------



## Sign In Sheet

Page 2 of 4

Name	Title	Organization	Phone	Email

## **APPENDIX F**

Prescott Frontier Days Rodeo

Visioning Workshop

Full Snapshot

---





STAPLES®

Restickable Easel Pad | 30 Sheets

# "Cut It" - NO

Public  
PARK

Not A Park

dog park

No  
Parking Garage

NO  
No Expansion of  
ANY entity which  
ENCROACHES on PFD  
legally Leased Property

Don't leave Corridors open / Access  
Process  
No ~~open~~ free-for-all  
access to our  
assets

open space

No additional permanent  
tenants on property  
Leased to PFD

No Alteration  
of our  
Current Lease

Expansion of  
any ~~Entity~~  
Entity

No Community  
GARDEN on  
our current lease

No PARK

That this is a park

no dog park

Don't want People People of course  
~~Changing~~ Changing facility  
NO competing events  
during rodeo

no reduction in  
available parking  
during rodeo

Limit expansion  
of Compost area  
& UofA ext.

Don't want People People of course  
Dynamic of the Rodeo

NO  
No moving to  
Rodeo !!

Change the  
History of the  
Rodeo

Traffic Coming  
Through all the  
Time

No To Politics  
on the Rodeo  
Grounds  
NO

NO  
No Building of  
High density units on  
this property  
(underlying zoning)

No more arguing -  
Let's all sit down and  
work out whatever the  
issues are



Staple

30 Sheets

Restickable Easel Pad

ST29503

## Consider If - Maybe

Shaded Arena

Shaded/Covered Arena  
(separate from Main Arena)  
+ Stalls

Need Arena

Covered Arena

Shaded Area

Panel Vendor area  
for better, safer and  
Drier Fan Experience

maybe/Wash  
sheds

Secondary arena  
(warm up)

Shaded Arena  
sheds of Animals  
keep down noise/lights  
test focus techniques

Covered Stalls

Covered equine and livestock  
facilities to protect weather from  
the extreme heat

VIP areas

Multiple  
VIP suites and club  
seating for Race  
creators

Wants

more dust palliative on  
stands to reduce  
dust

A Better relationship  
with City + Pdeco -  
land-land - renter

Partnership with  
Vol A / Auto / PFM / Fair  
on the Pdeco Grand

letting Go  
of EGOS

Digital Signage

New Signage

1100' - traffic  
to site  
signage

change  
Layout of Arena  
flow

Elevated Sho Walking  
Platform to access  
all seating in arena  
area

Fences

15' Privacy Fence  
around property

Fence

maybe/wants  
change/make main  
entrance to Paved  
off Miller Valley  
(Reduce traffic on Gail Gable)

increase arena  
seating

## **APPENDIX G**

Local Neighborhood

Visioning Workshop

Sign-In Sheet



Project Name: Prescott Rodeo/Fairgrounds Master Plan  
Project Number: 20250158  
Date: NOVEMBER 5, 2025

Location: V OF A CO-OP EXTENSION  
Purpose of Meeting: NEIGHBORHOOD MTG  
Time: 5:00 PM

Name	Title	Organization	Phone	Email
------	-------	--------------	-------	-------

# Sign In Sheet

Page 2 of 4

Name	Title	Organization	Phone	Email
------	-------	--------------	-------	-------




## **APPENDIX H**

Local Neighborhood

Visioning Workshop

Full Snapshot

- $\overline{EX}$
- $\overline{PAR}$



No limitation on public access to public property/ Park use.

Closed gate that you can't get thru

ANYTHING THAT WOULD IMPROVE EXISTING PROBLEMS - BUT RATIONALLY CONSIDERED FOR CLEANER AIR - MINIMUM REQUIRE

No pollution on Miller Creek

No 15' privacy fence  
if chain link is good  
need fence open to see traffic  
avoiding horse caves

No solid wall on  
SG way - visual  
barrier w/ fence +  
native landscaping  
that allows view of  
open space.

NO  
EVENT  
CENTER

# "Cut It" - NO

CUT OUT.....

1. ANY PLAN, THOUGHT TO REDESIGN OR RE CONFIGURE GAIL GARDNER TO CHANGE THE WIDENESS OR CROSS OF TRAFFIC TO AND FROM THE FAIRGROUNDS, STOP IT.
2. THE CURRENT SOUND SYSTEM
3. CUT OUT THE ADDITIONAL EVENTS... THEY GENERATE MORE TRAFFIC, NOISE AND ARE NOT COMPATIBLE WITH THE GGN.
4. ABSOLUTELY NO "CONVENTION CENTER" OR EXPANSION OF ADDITIONAL BUILDINGS ON THE PROPERTY.
- NEW EVENTS ADDED IE FARMERS MARKET THAT WILL ONLY BRING IN ADDITIONAL NOISE, TRAFFIC AND, PARKING ISSUES, ETC.
5. ABSOLUTELY NO CONCERTS OR EVENTS THAT CREATE A DUST OR NOISE, TRAFFIC PROBS. AND ARE NOT COMPATIBLE TO THE GGN.
6. NO LARGE ADVERTISING SIGNS ON FENCE SURROUNDING

No LED Signs -  
No Lighted Signs -  
Bottle lights -  
light → dark sky lighting

50  
bathrooms!  
Cut  
Expanded restrooms  
porta potties - fine  
just rent more

No Overnight  
Camping in tents or  
RVs

no more  
\$1  
lease  
Cut  
PFD current lease  
must re-negotiate  
must be fair market value  
Cut  
100% PFD  
Control of property

No events that  
create too  
much sound or  
light pollution except  
July 4 rodeo + Emily Fair

TRASH IN  
NABOR HOOD FROM  
PEOPLE WALKING

No vast areas of  
parking - only  
(must be usable  
for other uses  
too)

ADDITIONAL OUTDOOR  
CONCERTS AND MORE  
NOISE (FAIR IS ENOUGH!)

More noise

Cut  
Fancy sound system  
Rodeo isn't the problem  
concerts are because  
they bring their own  
equipment

No overbuilt  
buildings  
Cut  
Expansion of buildings

No  
ugly  
Six aesthetics/land  
scapes

don't want  
expansion  
block my  
view of  
P. Mountain  
No overstate -  
view  
pts that are not  
dark sky  
compliant

Nothing  
Private (clubs)  
This is  
the "Peoples  
Park" in  
Prescott!

DO NOT WANT  
AN  
EVENT CENTER

Expansion  
to Rodeo  
or events  
as it add  
additional  
traffic cant  
be at all  
diverted

No event center  
No year-round  
large events

Zoning  
Change  
No expansion  
No zoning change

Cut out the noise  
concept for the rodeo

Cut  
covered arena

Leave as it  
currently stands.

NO ADDITIONAL  
SOUND, IN TERMS  
OF QUANTITY  
AND VOLUME  
NO  
ADDER TRAFFIC

No vehicle ac.  
from Gail Gardner  
or other  
residential  
area.

vision/widening  
of Gardner  
Cut out the noise  
concept for the rodeo

Rodeo  
Drive  
Public  
Street  
(not  
blocked)

More traffic  
No to  
expanding  
Gail  
Gardner  
for additional  
traffic

No  
Events every  
weekend  
No Event Center  
No annual events  
No impact traffic  
noise - year round  
year round event center  
(Adding much more frequent  
traffic & crowds)



[illegible]