

# ABOUT THE STAKEHOLDERS

## *Prescott Antique Auto Club*

823 Osburn St.  
Prescott, AZ  
86301



The club was officially formed in March 1970. A group of 33 local citizens interested in classic vehicles held a meeting and signed a charter on March 11, 1970, with the club initially forming to celebrate and preserve antique automobiles. The club is over **50 Years old!**

The club was initially known as the “Prescott Car Club” and was incorporated as the “Prescott Antique Auto Club” a year later. It was founded to support hobbyists. The group quickly became known for **community service** and, as of 2019, contributes to **automotive scholarship** programs.

The Watson Lake Car Show event, has approximately over 230 show cars, vintages 1914 to 2000, (in the 2 day event) arranged on a verdant lawn at Watson Lake Park, it’s one of the **largest shows of its kind** in Northern Arizona. Recently the Show has also included an exhibit area for local First Responders. This exhibit has garnered a special appreciation from the attendees as a means of connecting to our local Fire and Police organizations.

PAAC also **serves the community** through providing Yavapai College Scholarships; gifts and drive-thru for the Veteran community hospital; nonperishable goods for the food bank at Nation’s Finest, an agency supporting veterans; Make-A-Wish activities; and Supporting Senior Citizens Homes. Also through its own events, including monthly cruise-ins at the BMO Harris Bank parking lot, and, as well as participating in all local parades.

PAAC has been, and is still currently involved in **restoring historical Prescott vehicles**. Examples of these are the 1927 Durant Star Touring Car once owned by Sharlot Hall; the Prescott Fire Department’s 1931 Seagrave Ladder Firetruck, and the Prescott School District’s 1947 Dodge School Bus # 4.

Sharlot Hall Museum owns the 1927 Durant Star Touring car by virtue of it once being owned by the founder of the museum, Sharlot Hall. PAAC started the restoration of this vehicle shortly after the club was incorporated. After the vehicle restoration completed, it was returned to Sharlot Hall Museum, where it currently resides in their Transportation Building.

The city of Prescott purchased the 1931 Seagrave Firetruck new in 1931, and designated it Ladder Truck #1. It **served for 53 years** until 1984, when it was retired. PAAC purchased it from the city that year and moved it to the club’s building. The vehicle underwent a complete restoration and now proudly resides in the club’s new building adjacent to their clubhouse. The firetruck is **proudly displayed at all city parades** to the enjoyment of the Prescott citizens.

The 1947 Dodge School Bus was only the fourth bus to be purchased by the Prescott School District. Bus #4 served the school system well for approximately 30 years, into the 1970s. Residents remember the bus taking students on field trips as well as the daily routine of delivering children to and from school. It was purchased by PAAC in 2015 to be restored. The bus is the latest vehicle the club is working on to be restored. The process has not been completed, though it is being continually worked on by club members.

Last year the club managed to complete the building of its much needed second building on its property. This building is primarily used to store the 1931 Seagrave Firetruck in a museum quality environment, along with trophies and awards won by the club throughout the years.

Other than all of the above happenings/activities, various members meet every Tuesday to drink coffee, swap stories, and generally **enjoy each other’s camaraderie**.



# ABOUT THE STAKEHOLDERS

## *Yavapai County Fair*

### A Living Heritage Asset of Yavapai County

840 Rodeo Dr  
Prescott, AZ  
86305-2318

“Stars, Stripes, &  
County Fair Nights”  
Sept 10-13, 2026

Email: fair@  
yavapaifair.com

www.yavapaifair.com  
928-899-6056

Established in 1913, the Yavapai County Fair is one of Arizona’s longest continuously operating county fairs and a significant cultural heritage asset of Northern Arizona. Originally known as the Northern Arizona State Fair, it was founded to preserve and showcase the agricultural, ranching, and domestic traditions that shaped early Yavapai County communities.

From its inception, the Fair functioned not only as a public celebration, but as a **working record of regional life**—documenting farming practices, livestock breeding, craftsmanship, domestic arts, and community exchange.

The Fair’s original home, and its present location, the Prescott Rodeo Grounds, is itself a historic public venue deeply tied to Prescott’s ranching and rodeo legacy. The grounds have long served as a gathering place for livestock exhibitions, equestrian events, and community celebrations—making them an authentic and historically appropriate setting for the County Fair.

Over more than a century, the Yavapai County Fair has adapted to population growth, modernization, and changing community needs while preserving its foundational mission. The Fair’s evolution demonstrates a core preservation principle: **living heritage must remain active to remain relevant**. By continuing to host agricultural exhibitions, youth programs, and community traditions, the Fair safeguards both tangible and intangible cultural resources.

A defining element of the Fair’s heritage value is its long-standing commitment to youth education. Livestock projects, agricultural education, home economics, and arts exhibitions serve as modern expressions of historic practices once essential to daily life in Yavapai County.

Each year, the Yavapai County Fair provides a safe, inclusive, and affordable event for families across the county. The Fair brings together residents from Prescott, Prescott Valley, Chino Valley, the Verde Valley, and surrounding rural communities, fostering connection, civic pride, and shared experience. More than **200 youth exhibitors** participate annually through 4-H, FFA, and independent programs. The Fair’s Youth Livestock Auction distributes **over \$500,000 each year** directly to local youth—supporting education, reinvestment in agriculture, and the continuation of rural skills and traditions.

This sustained emphasis on youth participation ensures that cultural knowledge is not only preserved, but **actively passed forward**.

The Yavapai County Fair is administered by a nonprofit, volunteer-led board that has stewarded the event across generations. This governance model reflects strong civic responsibility and aligns with best practices in heritage preservation—balancing public access, fiscal accountability, and respect for historic settings. The Yavapai County Fair is also a significant economic driver. With more than **40,000 attendees** each year and tens of thousands of regional visitors, the Fair generates measurable economic activity throughout the City of Prescott and Yavapai County. Local hotels, restaurants, retailers, fuel stations, and service providers all benefit from increased visitation during Fair week.

The Yavapai County Fair stands as a rare example of **continuously practiced cultural heritage**—where history is not displayed behind glass, but experienced through participation. Its presence at the Prescott Rodeo Grounds preserves the historical relationship between agriculture, community gathering, and place for future generations of Yavapai County residents.



# ABOUT THE STAKEHOLDERS

## *Farmers Market*

Prescott Farmers  
Market

900 Iron Springs  
Road  
Prescott, AZ  
86305

Market hours:  
7:30am-12pm  
April-October  
9:30am-12:30pm  
November-March

Prescott  
Community  
Compost  
997 Schemmer  
Drive  
Prescott, AZ  
86305

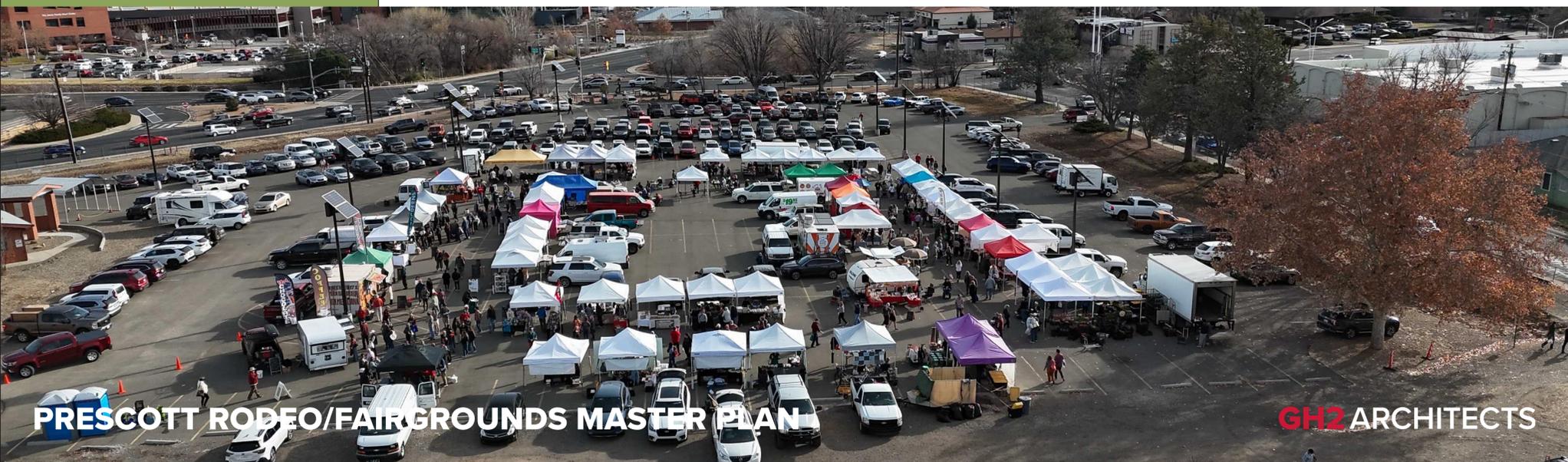
Volunteer work  
party hours:  
Friday and  
Sunday mornings

prescottfarmers  
market.org  
928-713-1227

As a vital part of the economy, the mission of Prescott Farmers Market (PFM) is to support and expand local agriculture, cultivate a healthy community and increase access to affordable local food. Since it began in 1997, PFM has grown into a year-round market where, together, local farmers, ranchers and food artisans gross \$2.4 million annually. The market supports small-scale growers so they can make a livable wage feeding their community.

PFM increases access to fresh produce through the Farmers Market Nutrition Program for WIC families and low-income seniors and Double Up Food Bucks AZ, which doubles SNAP benefits for AZ-grown produce. PFM's Feed Your Neighbors program brings fresh produce from local farms to food-insecure households through food-box deliveries and vouchers.

PFM's Prescott Community Compost Project is an educational site located at the southwest corner of the Rodeo/Fairgrounds. Staff and dedicated volunteers take 2,500 pounds of food scraps collected from households at the market each week and turn them into nutrient-rich compost. NoCo Community Kitchen is a shared commissary kitchen that supports small food entrepreneurs. PFM serves 50,000 people and 80+ small businesses annually.



# ABOUT THE STAKEHOLDERS

## *Gail Gardner and Surrounding Neighborhoods*

### Neighborhood/Fairgrounds Concurrent Development

1909 - Idylwild Neighborhood platted

1910s - Initial Fairgrounds consolidation

1910s-1920s Mile High neighborhood Platted

1915-1925 Dougherty Park platted

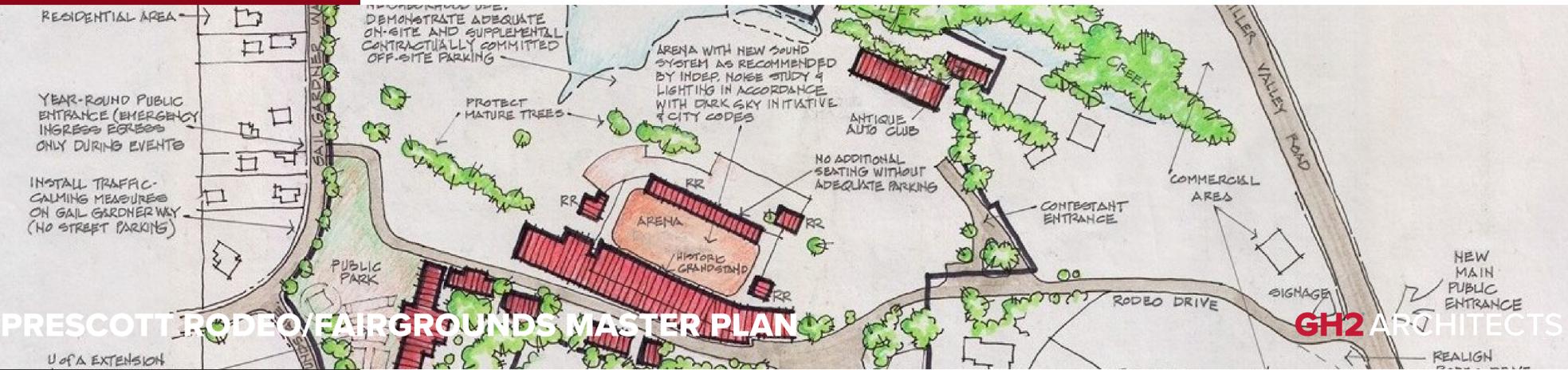
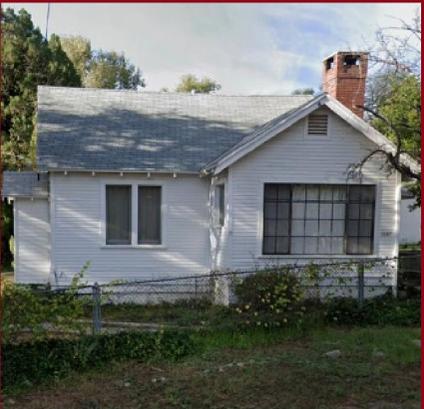
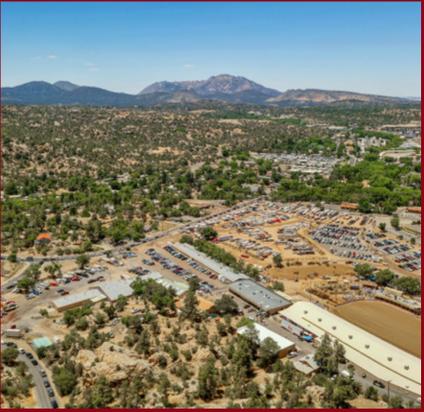
1920s-1950s Gradual residential build-out; low-intensity fair & rodeo use

The **Neighborhood** encompasses the historic residential areas surrounding the Prescott's Rodeo/Fairgrounds. Established as early as 1909, these neighborhoods reflect Prescott's heritage. Many residents have lived here for decades, some for multiple generations. The broader community impacted by activities at the Rodeo/Fairgrounds site include multiple neighborhoods on the west side of Prescott.

We envision the Rodeo/Fairgrounds property as a **community space with park-like settings and gardens serving Prescott citizens of all ages year-round** while temporarily transforming for events like the Rodeo and the Fair. The neighborhood supports improvements to the Fairgrounds that emphasize **multi-public use, repair and refurbishment of existing facilities**, and the creation of effective **buffers** between Fairgrounds activities and nearby homes. Spending priorities in the Master Plan must include eliminating areas of conflict and safety hazards.

**Traffic and parking management** are critical. The primary Fairgrounds vehicle access must move from Gail Gardner and neighborhood streets to Miller Valley Road. A comprehensive plan to manage event parking is needed to reduce impacts on residential streets and driveways.

**Noise and lighting impacts** must also be addressed. Residents have documented excessive noise levels, particularly during concerts, and support strategies that limit event type and duration. The neighborhood also prefers limiting high-intensity LED lighting on carnival rides and temporary equipment, as lighting impacts extend well beyond the Fairgrounds perimeter. Finally, strong manure management practices must be implemented to limit pollution in our creeks and waterways. We look forward to continued collaboration to ensure the Rodeo/Fairgrounds serves the broader community while respecting the historic character and quality of life of our neighborhood.



# ABOUT THE STAKE HOLDERS



THE UNIVERSITY OF ARIZONA  
Cooperative Extension

Yavapai County  
Cooperative Extension

Prescott Office  
840 Rodeo Dr. Bldg. C  
Prescott, AZ 86305-2318

Open: Mon-Thurs  
9:00am - 4:00pm  
Closed: 12-1PM  
Friday: By Appointment

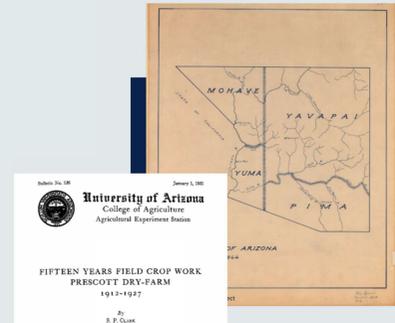
Contact:  
Matt Halldorson  
928-445-6590

Though University of Arizona Cooperative Extension has changed through the years, our core mission has not. We solve real-world problems for Arizona families, businesses and communities.

The Arizona Agricultural Cooperative Extension Service, as it was first known, was made possible by the 1914 federal Smith-Lever Act, but University of Arizona extension began earlier, rooted in the university's role as a land-grant institution. The 1862 Morrill Act allowed the U.S. government to grant land to states and territories to be used toward creating "agricultural and mechanical arts" colleges.

### University of Arizona Presence:

- First Extension Agent assigned in 1919
- First UA Experimentation Station: Prescott Dry Farm
- Last year, every dollar contributed by Yavapai County was matched by \$6.35 from the University of Arizona
- Currently home of two offices, 2 Arizona Experiment Stations



## 4-H Youth Development: Clubs, Activities, and Opportunities

### Programs

- Youth Development
- STEM Education

### Key Accomplishments from Last Year

- Enrollment has nearly quadrupled since 2022
- 10 clubs
- 71 4-H volunteers
- 5,112 hours of service
- 2,500 local school children participate in 4-H S.T.E.M. education in local schools



## Agriculture & Natural Resources

### Programs

- Range Management
- Livestock
- Consumer Horticulture
- Commercial Horticulture

### Key Accomplishments from Last Year

- 178 Master Gardener volunteers contributed 12,767 hours of service
- Community workshops
- Viticulture & Enology Extension for State of Arizona



## Family, Consumer, & Health Sciences: Community Outreach and Education

### Programs

- SNAP-ED
- Food Safety
- Early Childhood Health & Safety
- Financial Literacy Education

### Key Accomplishments from Last Year

- 114 Food establishment managers completed Professional Food Managers Certification
- 354 Child Care Health Consultants were made, serving 1,175 children



# ABOUT THE STAKEHOLDERS

## Prescott Frontier Days Inc. *WORLD'S OLDEST RODEO*

840 RODEO DR  
MACKIN BUILDING D  
PRESCOTT, AZ  
86305-2318

Since 1888, Prescott Frontier Days® Inc. has been home to The World's Oldest Rodeo® where contestants and fans alike all meet in the historic town to honor the past, present and future of the iconic western heritage that the United States has to offer in Prescott, AZ.

In honor of America's 250th Independence Day Celebration the rodeo will exemplify the American western spirit from June 29th until July 5th as they celebrate those 250 years of freedom. Here you will see cowboys and cowgirls from right here in Prescott to around the nation compete in Bareback Riding, Steer Wrestling, Tie Down Roping, Breakaway Roping, Saddle Bronc, Team Roping, Barrel Racing, and Bull Riding. You can also find other events such as Wild Horse Racing, Ranch Bronc Riding, and the cultivator of future rodeo Champions, Mutton Busting.

Throughout the year Prescott Frontier Days, Inc serves as a steward for the future of the western spirit through community outreach. This is seen in the Team Ropings, Barrel Races, Gymkanas, celebrations, weddings, and community events such as The Legacy Horse Sale, and Arizona Equifest. Youth events such as The Grand Canyon Regional Finale, Arizona High School Rodeo Association, Arizona Junior Rodeo Association, and Yavapai County Fair call the facility home where youth participants reap the payoff of hours of hard work and dedication.

Prescott Frontier Days Inc. and The World's Oldest Rodeo's legendary award winning history includes an induction into the Pro Rodeo Hall of Fame and the Museum of The American Cowboy in 2008. Most recently in 2025 they were honored as the recipient of the Sowing Good Deeds Award which highlights the rodeo committee that gives back the most to their community among all nationwide applicants. They also walked away with their sixth WPRA Justin Best Footing Award in the Turquoise Circuit at the WPRA Star Celebration for dedication to making the rodeo arenas safe for all four and two legged athletes that walk within those gates.

As a top 20 out of 700 PRCA rodeos across the nation Prescott Frontier Days Inc. is dedicated to the continuation and enhancement of The World's Oldest Rodeo and Western Traditions, while enriching its community, both culturally and financially.

