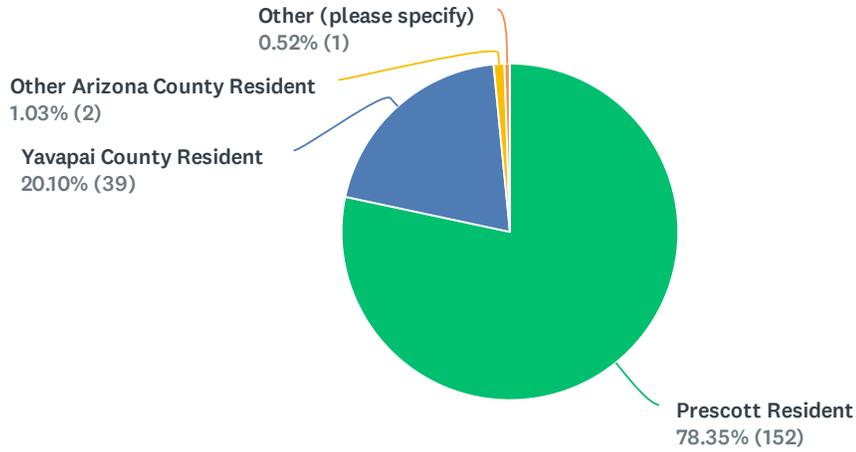


Q1 I am a...

Answered: 193 Skipped: 3



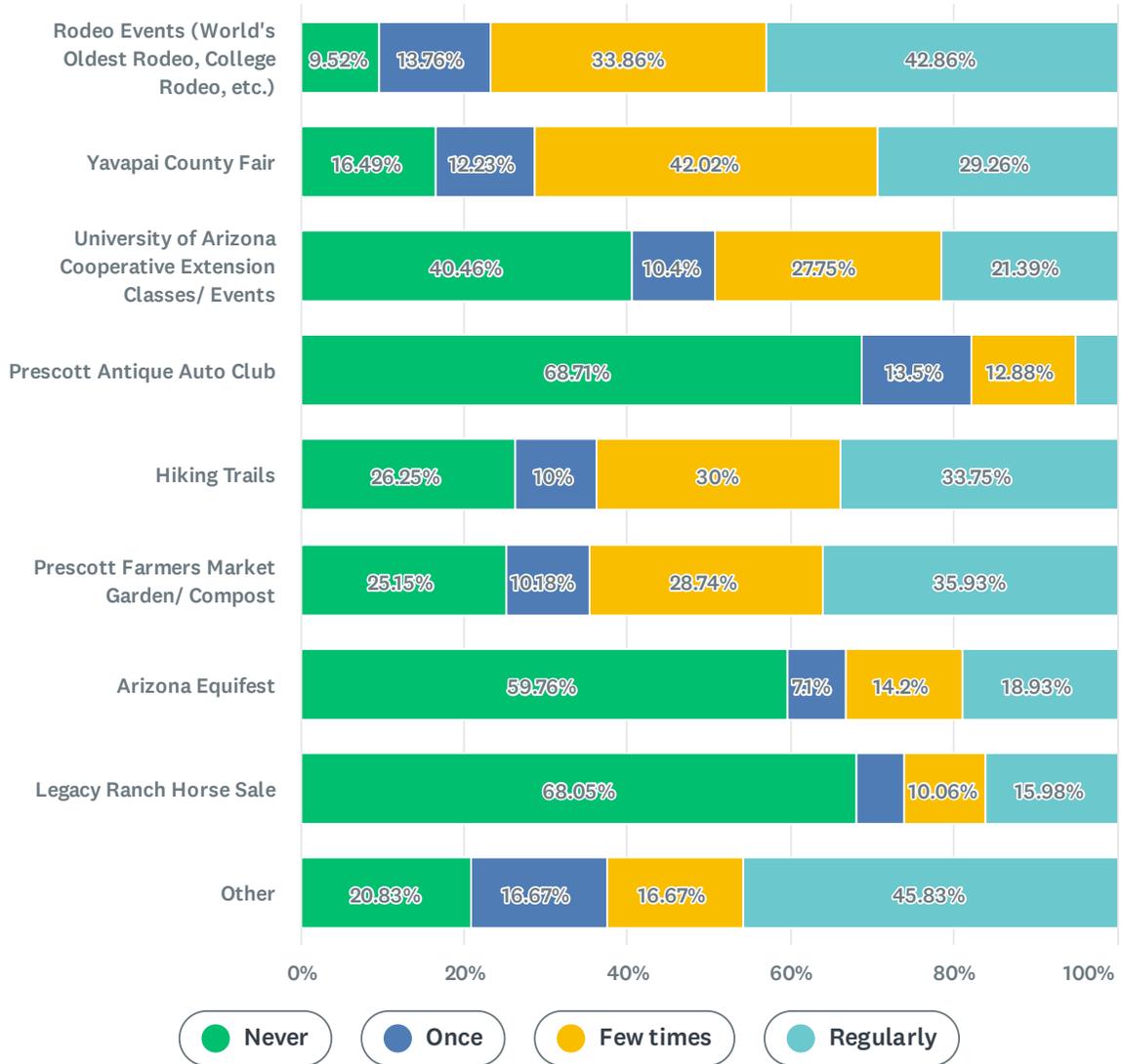
Answer Choices	Percentage	Responses
● Prescott Resident	78.76%	152
● Yavapai County Resident	20.21%	39
● Other Arizona County Resident	1.04%	2
● Out of State Visitor	0%	0
● Other (please specify) Show responses	0.52%	1
Total		194

OTHER (PLEASE SPECIFY)

Mountain Club

Q2 Which event/activities do you attend at the Prescott Rodeo/ Fairgrounds

Answered: 194 Skipped: 2



OTHER (PLEASE SPECIFY)

Music / dances (never)

Cowboy Poets Event, Audobon Society Events- Rummage Sale - Early 1990's (once)

junior, high school, and college rodeo (regularly)

Prescott Antique Show (regularly)

Prescott Antique Show (regularly)

antique sales (once)

barrel racing (regularly)

private events in old buildings (few times)

Halloween (frequency not specified)

Master Gardener's help desk- use often (frequency not specified)

Meetings, parties (frequency not specified)

FFA auction (regularly)

Weddings and other social events that are held in buildings at Rodeo Grounds (frequency not specified)

Tractor pull and tractor show PAAC car show also (frequency not specified)

live nearby- walk my dog through daily (frequency not specified)

walk dog (never)

College, Ranch Jr Rodeos (frequently)

volunteer at PFDR (frequency not specified)

Cirque; can't remember name- last year (frequency not specified)

Grand Canyon Regional Rodeo (frequency not specified)

(not specified/ never frequency)

recently moved here (frequency not specified)

I prefer not to say (frequency not specified)

1.5 yr resident (frequency not specified)

Western Antiques (few times)

tractor pulls (regularly)

Sharlot Hall M guest - jr bonner event (once)

community organization events (few times)

Walking and playing with dog in open areas (regularly)

Voting (few times)

Community Compost (regularly)

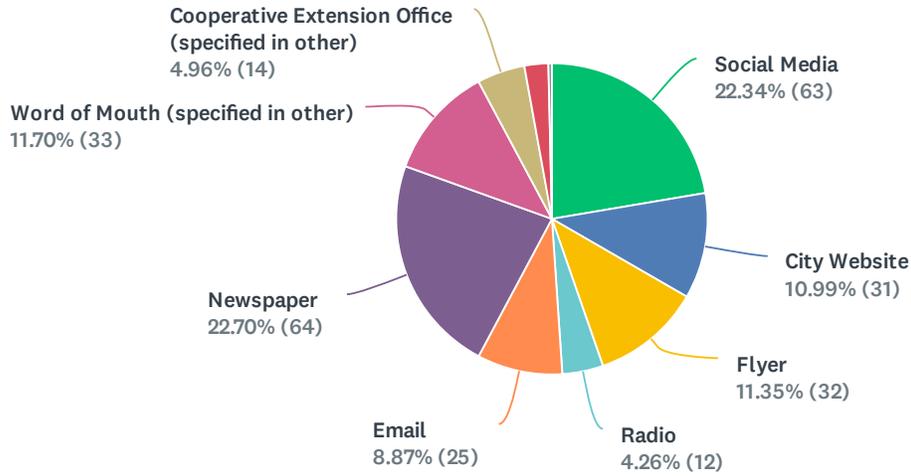
Tractor Pull (once)

nothing specified (regularly)

Rodeo events for high school and other rodeo events (regularly)

Q4 How did you hear about this event?

Answered: 185 Skipped: 11

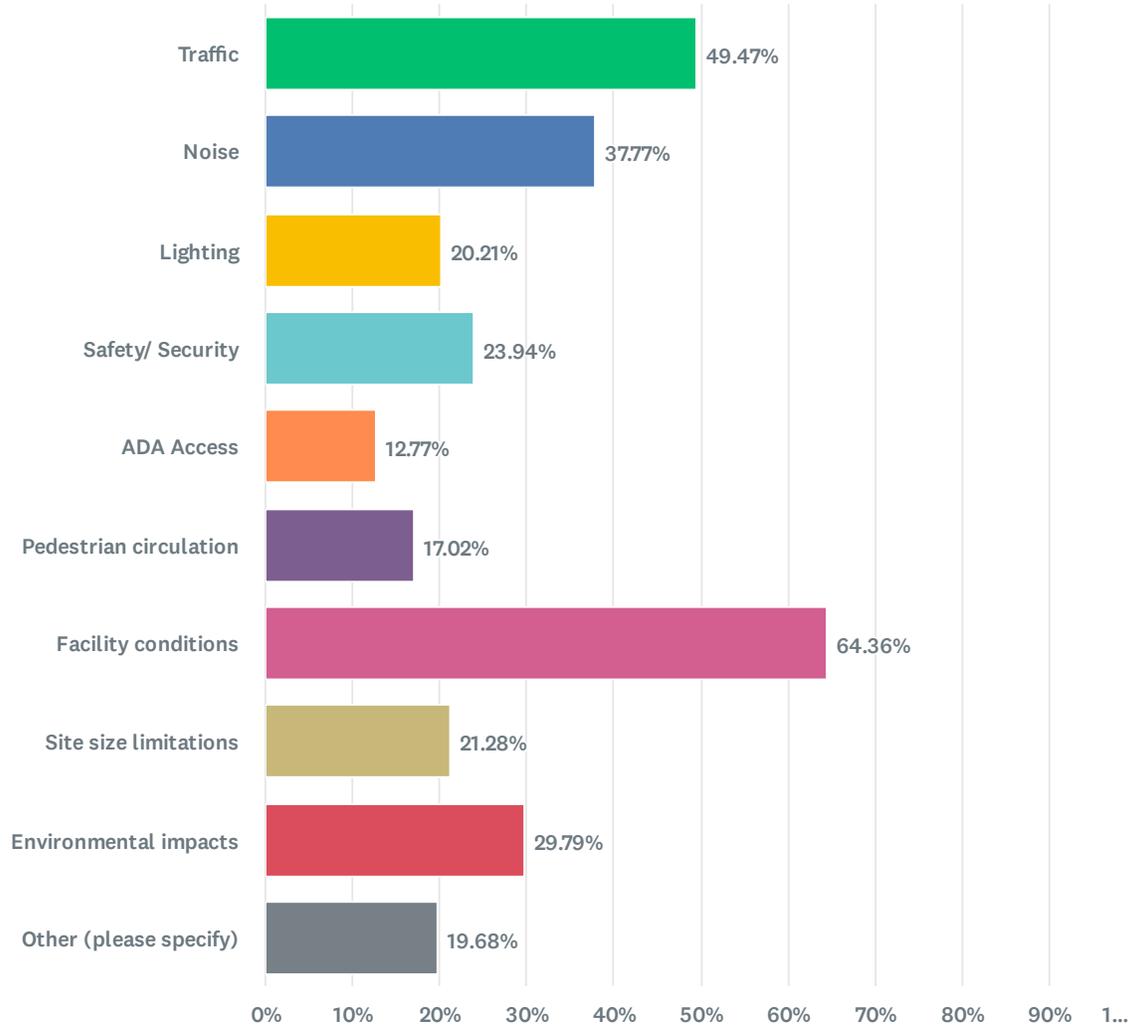


OTHER (PLEASE SPECIFY)

not specified

Q5 What are some of the challenges you hope this Master Planning process addresses?

Answered: 188 Skipped: 8



OTHER (PLEASE SPECIFY)

Community Building

parking

More room for extension office & lab/ storage

parking

Should blend into Prescott; not be a monstrous eye sore

heating/cooling

See #9 (Answer for #9: i want to see a master plan that provides benefits to all stakeholders, and not just a select few. I want a master plan that is driven by the desire to benefit as much of our local community as possible, and not just a select few in our community.)

honor pioneer

add green space, trees, play areas for all ages

community integration

balanced use

animal welfare

Cooperative extension expanded facilities

Keep usable with the original purpose

Restrooms

Grace Sparks honored

Better seating and bathroom

Neighborhood concerns

flooding/erosion

architectural attractiveness + compatibility with Prescott

UofA Cooperative Extension Building Upgrade

no red light

other uses

How to be a good neighbor

parking and bathrooms

improve seating (grand stand)

parkinglot dust

neighborhood impacts / dust storm runoff

Opportunities to better support young families in Prescott

restrooms on both ends of stands

lack of trees

more general community access

Dust, camping

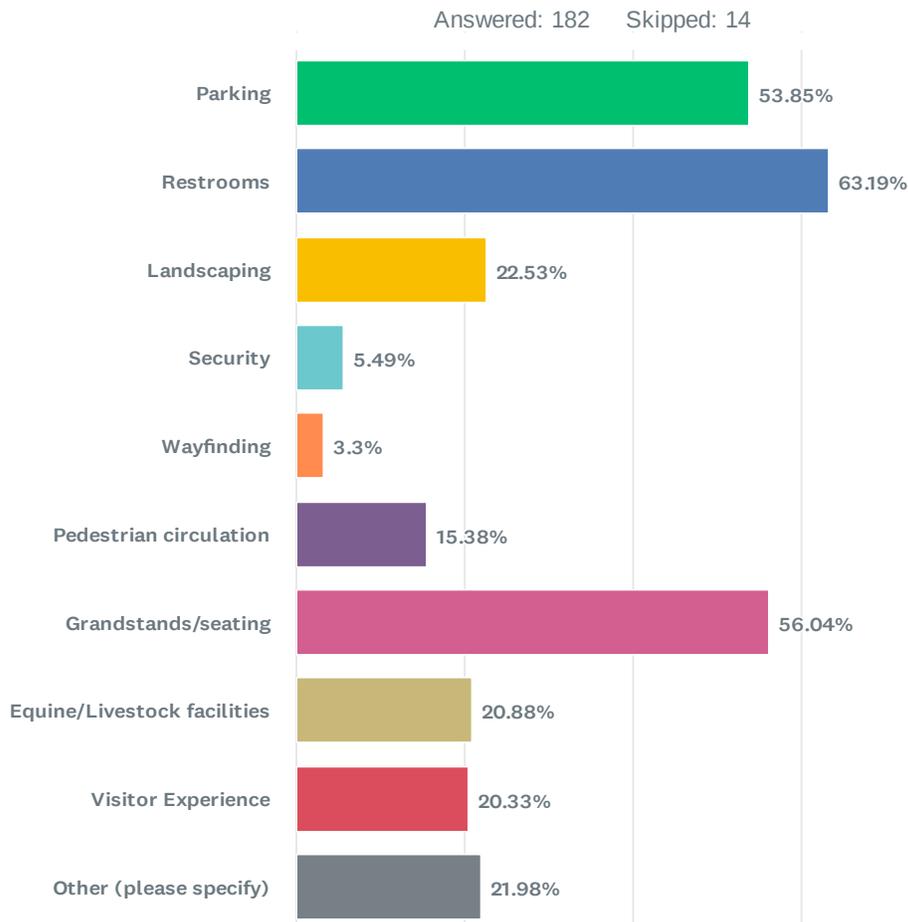
erosion control

Maintain Existing Charm

Financial

Better sound system

Q6 What elements need the most improvement at the current Prescott Rodeo/ Fairgrounds?



Note: The percentage shown on the graph are the number of people who selected said response as one of their three responses

Answer Choices	Percentage	Responses
● Parking	19.03%	98
● Restrooms	22.33%	115
● Landscaping	7.96%	41
● Security	1.94%	10
● Wayfinding	1.17%	6
● Pedestrian circulation	5.44%	28
● Grandstands/seating	19.81%	102
● Equine/Livestock facilities	7.38%	38
● Visitor Experience	7.18%	37
● Other (please specify) Show responses	7.77%	40

Total

515

OTHER (PLEASE SPECIFY)

cameras

Many trip hazards! Lack of smooth walking surfaces in grandstands

Event centers

consider a new location so it can be a bigger event center. This site is too small

Larger extension office

Justin room for cowboys! First aid

fresh water improvements

Sound System

Traffic circulation

natural beautification , welcoming all year for residents to enjoy

Everything

sound system

collaborative use

Signage

Environmental impacts

open area for community

Adequate space for U of A Cooperative extension

environmental impacts

water improvements (hydrants)

Cooperative Extension Office

upgrades on other buildings

waste and disposal

Dust control

Sound System

Sound System

taffic

Noise and light mitigaion

sound system - not directed at neighborhood

as a master gardener, we badly need an improved facility

no pool, no dog park, soccer field

cooperative extension office

neighborhood impacts / traffic conflicts

sound

sound system

cooperative Extension building and future garden s

Management

Kiosk of Events

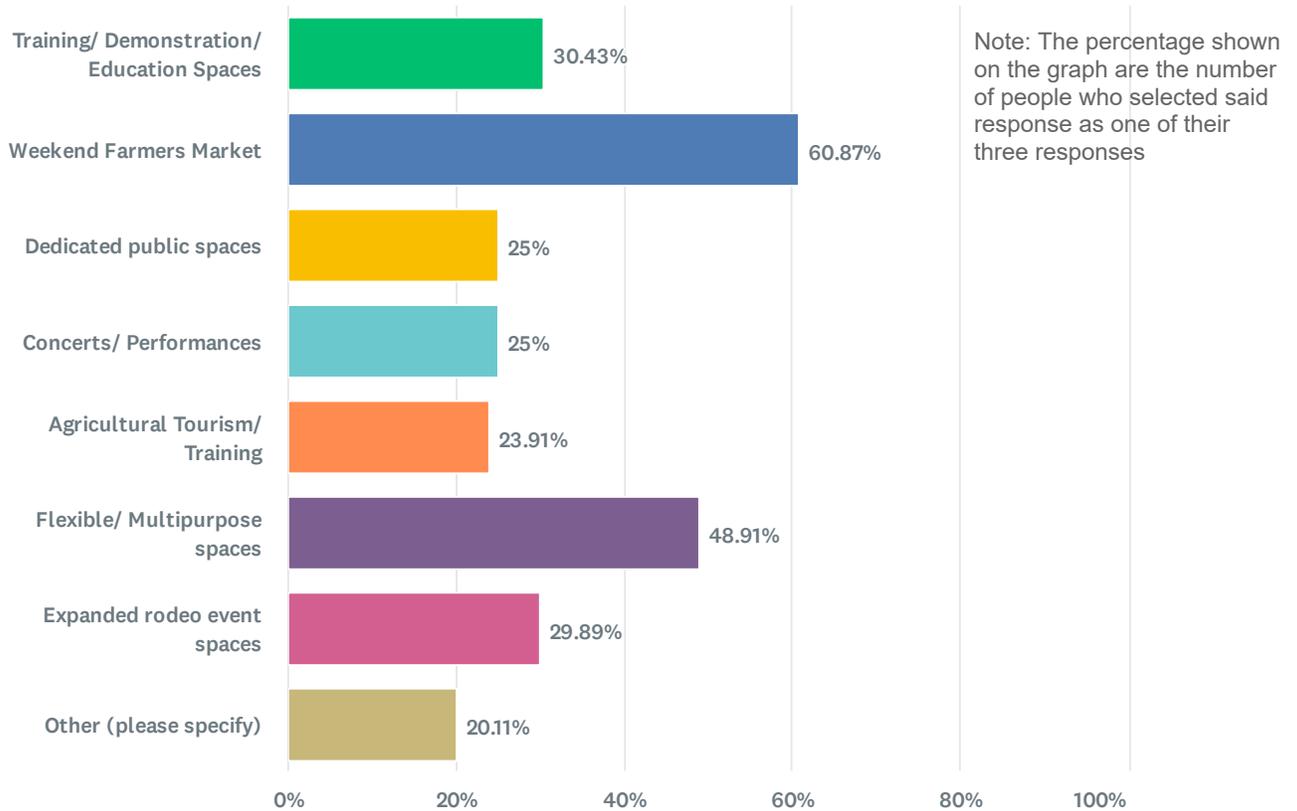
water and mud / dirt control

Can't improve it - move it

Improved Multi-use

Q7 What additional partners, spaces, events, or activities do you feel would enhance the Prescott Rodeo/ Fairgrounds?

Answered: 184 Skipped: 12



Answer Choices	Percentage	Responses
● Training/ Demonstration/ Education Spaces	11.52%	56
● Weekend Farmers Market	23.05%	112
● Dedicated public spaces	9.47%	46
● Concerts/ Performances	9.47%	46
● Agricultural Tourism/ Training	9.05%	44
● Flexible/ Multipurpose spaces	18.52%	90
● Expanded rodeo event spaces	11.32%	55
● Other (please specify) Show responses	7.61%	37

Total

486

OTHER (PLEASE SPECIFY)

ALL EQUINE EVENTS

improved rodeo event spaces

See 9 (Answer to #9: Herding facilities & possible dog trials or clinics & training seminars. The extension office has not expanded since it was in 4H in the 1970's. They need more room for labs, kitchens, education & storage!)

equine stock events "westerns:", example of horse shows and dog shows

yard sales

flea market

preservation of rock building

BBQ picnic, play areas with trees

Demonstration Garden

Demonstration Garden

swimming pool !!!!!

bring back horse racing

no to concerts

Cooperative extension demonstration garden

extension office demonstration garden

current farmer's market is fine

fair and rodeo events - no free loaders

Cooperative Extension

Grace Sparks

Preserve park facilities

Indoor event space

maintain boundaries

None

Ag Extension Space

Nothing Else

Community Activities for all

Club Campouts & Rally's

No additional events that impact neighborhood

demonstration garden

Family Resource Center!

Fair

clean, landscaped

gardens, orchard and vineyard for Extension

Fix just needed items

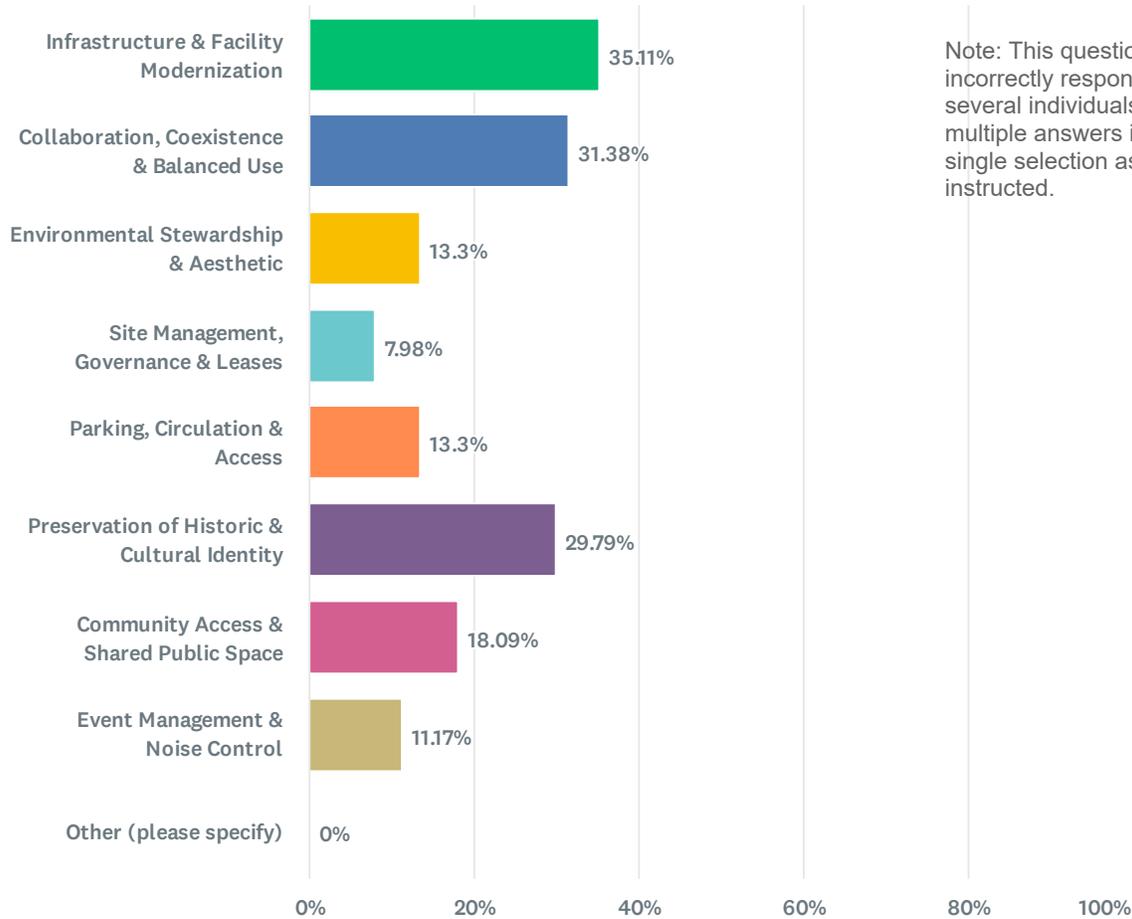
covered horse stalls

Flea Market?

move it

Q8 Of these Visioning Themes, which is the most important to you?

Answered: 188 Skipped: 8



Note: This questions was incorrectly responded to with several individuals choosing multiple answers instead of a single selection as instructed.

OTHER (PLEASE SPECIFY)

There are no responses.

Prescott Rodeo/ Fairgrounds Master Plan February 2nd, 2026 Community Meeting Survey

14	Environmental respect/ noise - respect for neighborhood(s)
15	Main Access on to Miller Valley Rd
16	Keep the PFDR. Historical, don't turn it into a theme park
17	Project control- single person accountable for budget, schedule, scope
18	1. improvement at bathrooms 2. improvement at seating (safety) 3. better Medical Room
19	Traffic Impact
20	i want to see a master plan that provides benefits to all stakeholders, and not just a select few. I want a master plan that is driven by the desire to benefit as much of our local community as possible, and not just a select few in our community.
21	whatever is needed to improve to preserve the rodeo
22	pioneer grace m sparks was critical to the rodeo grand stans an beautiful rock buildings. She deserves to be honored in some way for her 30+ years of directing Frontier Days, securing funding, and having the rodeo ground built in the 1930s
23	Modernized facility allowing multiple uses
24	Restrooms
25	General upgrades that will attract addition offerings to a quality facility.
26	Please stop referring to it as the rodeo grounds; this is public space and must serve Prescott residents all year with park-like amenities.
27	Weekend Prescott Farmers Market - permanent space! (No expansion, yes to rodeo!)
28	Would like to see more presence of the Extension Office. Community benefits greatly by their training, experience and would love to have a demonstration garden to share with the community to help them learn.
29	Demonstration Garden
30	Multi-purpose buildings. Budget!!
31	Pre-K learning center and community pool
32	easier access from both Gail Gardner and Miller Valley Rd
33	UofA Cooperative Extension
34	A community / family resource center. Public space that serves families and residents all year long
35	a permanent location for Prescott Farmers Market that is also shared, collaborative space for the community!
36	Improved building facilities for daily activities at the Fairgrounds ie. Extension
37	Addressing the environmental impacts (noise, animal waste into the water ways, traffic fumes)
38	Co-existence
39	Extended facilities for U of A Yavapai Co-op Extension
40	how is water utility 80% of budget? make it a space for community and gathering and concerts
41	Farmers Market would be amazing. New/upgraded facilities, yes! Keep it small,sweet, reinvest savings into kids programming. Gail gardner needs speed bumps!
42	The University of Arizona cooperative extension currently experiences high use of its space on the grounds + expanding services. Please provide MORE space for cooperative extension including the Master Gardening program, so that more people may receive horticultural services and information.
43	Make the rodeo grounds rodeo friendly & community integrated
44	Respectful collaborative consideration by stakeholders for the community

Prescott Rodeo/ Fairgrounds Master Plan February 2nd, 2026 Community Meeting Survey

45	Better "prime" seating other than Buckle Club!!
46	Preserve the history
47	Extension office- need more office space, larger training room, storage space. Now using conex boxes. Need a wet lab for soil testing (now using kitchen sink). Master Gardeners would like a demonstration garden (a hoop house) to prepare plants for plant sales. 4H would like a covered arena. Family Consumer Health Services would like access to a commercial kitchen for food safety trainings. Farmers Market
48	Restrooms
49	I tend not to go to events because between parking and event activities it all tends to seem chaotic and haphazard.
50	Access to Miller Valley rather than Gail / Gardner -- think outside of the box
51	I would love more areas or a space dedicated to uplifting local businesses and farms on a more regular basis. Similar to the farmers market
52	medical room renovation
53	a balance between the neighborhoods needs and interests and the rodeos
54	Prescott Farmers Market - an opportunity for a truly community space that benefits the economy and those who value fresh and local nutrition.
55	Elec & Fair
56	increased extension office presence and demonstration garden will benefit prescott community
57	covered multipurpose event arena
58	keep rodeo and fair events get rid of free loaders that dont bring in revenue to Yavapai County
59	expansion of cooperative extension facilities - possibly combined with farmers market and composting
60	Expanding the facilities for the yavapai co cooperative extension and include a demonstration garden for training and open to public
61	Don't lose historic nature
62	continue using that beautiful area as it has been with open space for Co-op extension office and more!
63	Honor Grace Sparks
64	tasteful monument or recognition of rodeo champions. Preservation of history & cultural identity.
65	community use and city management or expanded park amenities
66	improve infrastructure
67	Multiuse facilitation
68	disability access, traffic help, multi-use
69	Better way for traffic control when it comes to event parking for major events like the rodeo.
70	updating it is very important. I would agree that updates are needed. as a young family living here, having access to community things are very important to me for the future I believe allowing groups like cooperative extension, fair, and other community members access this is important. Please consider future families and community members in Prescott.
71	Erosion control. from the overflow parking lot (across from city IT building) During monsoon LITERALLY TONS of dirt (and heavy water flow) travels down rodeo drive, enters CLM, picks up more dirt, that dirt proceeds to and ends in our shop parking lot. Extensive video and pictures as evidence. A MAJOR PROBLEM.
72	new UA extension facilities

Prescott Rodeo/ Fairgrounds Master Plan February 2nd, 2026 Community Meeting Survey

73	Build for the community, no special interests.
74	environmental and neighborhood issues
75	Reality - this space is too small for this.
76	the maintain the current property for the prescott antique auto club at its present location. 823 osborn st
77	Make sure that all the Fairgrounds land is covered in the plan. Additional item for the plan should be a full vehicular traffic study for all streets leading directly to and surrounding the Fairgrounds. The streets surrounding the Fairgrounds, if medians were included, should include xeriscaping in them to add character and beauty.
78	New UA Cooperative Extension Building
79	farmer market every saturday
80	Ag Extension Space
81	Better traffic control for the Residents. No expansion. Just update the facilities.
82	45 year Prescott resident living in neighborhood. I want to see transparency with site management collaborative and multi use space that offers quality of life opportunities for more than rodeo/fair usage. I want to see m families life elevated by this property though events, managed, and balanced opportunities for all. Top of my wish list - outdoor space for walking, exercise recreation and outdoor pool. Important to have a plan that honors Gail Gardner neighborhood plan and one that does not get changed through city staff and their agendas
83	adaptability for activities with minimal environmental an neighborhood Impacts
84	How about moving the fairgrounds to a new location? Out of the city, but not too far. More "elbow room", fewer noise and traffic issues. A blank state without the constraints of the current site. Some business/entities can remain where they are - their choice. It could be amazing! If you do it right, you can retain the heritage. Don't let that be the show stopper.
85	get this moving
86	the voices of the neighbors. big events impact our lives. no events or additional events what is happening now is just fine
87	analysis to determine cost vs benefits of spending tax dollars on a facility w/ very limited space
88	Cost Analysis
89	Having this space provide for the community.
90	more fair exhibit spaces
91	The rodeo is the crown jewel of Prescott. Everybody can't have everything. Make a deal and stop the fighting
92	parking parking parking
93	Noise, Lighting mitigation Traffic! Stoplight at Fair and Gail Gardener! Stop light at Westridge & Gardner
94	improve infrastructure
95	indoor arena for expanded equine events
96	update facility & seating
97	water/drainage management, pared parking (dust management) better event seating better environment signage
98	overall improvements to facility
99	improved sound system - noise only directed at grandstand, not neighborhood

Prescott Rodeo/ Fairgrounds Master Plan February 2nd, 2026 Community Meeting Survey

100	I would love to see the extension office working with the farmers market with an improved building and demo garden
101	upgraded infrastructures
102	Better traffic flow
103	ignoring the professional whiners / complainers
104	A facility that is multipurpose.
105	Living just off Gail Gardner, traffic and noise control is very important
106	Do not move rodeo. Do not cave to the "new" neighbors. Improve the facility and consider neighbors without compromising event.
107	less focus on the rodeo and more on total community use year around for multi purposes. the rodeo only limits the land use to few events per year for a specific group interest
108	Prescott Farmers Market is a vital part of our community and should be incorporated into the Master Development Plan.
109	better PA system
110	ability for off site parking, shuttle services provided
111	utilizing parking downtown (garages) and using a shuttle service
112	I want to see the economic impact that the rodeo/fair continue to help stimulate the Prescott economy. This is huge economic boost to the merchants of Prescott.
113	Know how much money is brought into Prescott from events held here
114	Modern and flexible multipurpose facilities that can accommodate a wide variety of events
115	honesty & transparency with the Community/ neighborhood in mind
116	revenue increases
117	Space/parking allocated for Prescott Farmers Market
118	You might consider buying the parking lot across from the YMC for overflow for the rodeo - other entities could also use it.
119	better rodeo experience for livestock, cowboys and patrons in the facilities. thus attract top rodeo testers
120	places that will support the community year round
121	community swimming pool
122	Historic preservation and use as Rodeo Grounds
123	I remember the old underpass under the racetracks. the place has been milked for decades. the PV fairgrounds history is a DISGRACE. the taxpayers were left holding the I O Us. the public doesn't trust this process for good reason. I challenge you to have a true TOWN HALL where everyone can hear the questions & answers.
124	A Family Resource Center. These are heavily studied nationally and in Maricopa County, bringing over \$4 return for every \$1 invested. I've been in community and hear parents' plea for family friendly spaces that offer positive experiences between parents/ children and trusted access to support.
125	Access from the East side, not from Gail Gardner WY. I can only leave my home via Gail Gardner and traffic delays is a major concern. Also maintain the historical feel of "The Worlds Oldest Rodeo" Grounds
126	No effect on the grounds leased by the Prescott Antique Auto Club
127	A real rodeo museum with security, heating and cooling, more support from the rodeo organizations

Prescott Rodeo/ Fairgrounds Master Plan February 2nd, 2026 Community Meeting Survey

128	Building space for Fair Stakeholders. More multi-use of structures.
129	To maintain its existence. Rodeo on. :)
130	No convention center
131	2-3 level parking structure is critical for reducing footprint and maximizing open space
132	Improved traffic flow, updated seating with allotment for improved ADA seating
133	Trees - horse protection - sound system to better enjoy rodeo
134	site manager, governance and lease is integral! Things need to be organized, maintained and use should expand for the community as a whole
135	New Cooperative Extension building with space for demonstration garden, orchard, and vineyard
136	This site, in the middle of a residential area in the heart of the City, should be redeveloped for multi-use community purposes. Yes, we all love and want our beloved Rodeo to continue. This site, however, must NOT be solely dedicated to equine activities. Nor should private entities control buildings on this public space.
137	Dust mitigation! Surely there must be a way to keep the horse's hooves happy without plowing the ground after every single event. Pumice? Pea gravel? Spraying water is not doing the trick.
138	traffic - there more ways now to get the traffic out of the area than there used to be. in 1973, we moved off the grove street because the traffic was so bad
139	Ensure new improved bathrooms and seating
140	A rodeo museum
141	It feels like you are limiting the responses to possibly skew the outcome to overshadow the concerns. You need to present the financials of the rodeo and the amount of city money that subsidizes the rodeo.
142	Preservation of historic identity
143	What is needed to keep the Rodeo growing!!! Whatever the Rodeo needs to keep it alive for all of us to enjoy!!! <3 :)
144	Farmers Market
145	drainage and water / dirt and mud mitigation that impacts my business with rain water runoff of mud, manure and urine after every rain ends up in my parking lot!
146	Because Prescott's known as everyone's hometown, and is home to the World's Oldest Rodeo, it is important to preserve that identity and remain true to its heritage. Modernization does not necessarily align with that vision and should not come at the expense of Prescott's character.
147	PRESERVATION OF THE AUTO CLUB!
148	fairgrounds should encourage, flexible space for various uses, concerts, dirt bike races, shakespeare festivals, cart racing music festivals, stuff younger generations are interested in, other than ronco. Ronco should pay city to use, like OTHERS.
149	Move it to a different more rural area. Stop funding
150	Park like setting
151	shared space/ facilities. Amenities that serve out community every day. Agricultural : demonstration gardens, orchard
152	More focus on equine events- Prescott has many beautiful parks - we don't need to compromise this property's ability to make rodeo/fair its primary use.
153	Lowkey, quiet uses supportable by the neighborhood, such as: - demonstration garden w/ composting station - hoop house - Farmers Market Be careful to preserve enough rustic / historical pieces. Too fancy means locals will reject it.