

## Rodeo Grounds Master Plan – Stakeholder Input

*This document is a summary of stakeholder input received during the Rodeo Grounds Master Plan process. It is intended for internal coordination and stakeholder review and reflects discussion topics and perspectives shared during meetings. Statements included herein are not attributed to specific individuals and do not represent final decisions, positions of the City, or a consensus among all participants.*

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Four stakeholder meetings were held (April 24 & April 29, 2026) to gather input regarding the Rodeo Grounds Master Plan and the future use of the shared City property. Stakeholder groups included the Prescott Antique Auto Club, neighborhood representatives, Cooperative Extension/Farmers Market/Compost representatives, and the Rodeo/Fair group. The meetings provided each group with an opportunity to discuss operational needs, considerations, preferred site layouts, circulation, facility needs, and topics identified for further evaluation related to the overall master planning effort.

### Prescott Antique Auto Club

The Prescott Antique Auto Club indicated general support for the planning options presented, provided their existing operations, access, and parking remain functional. The group noted that maintaining their current area and ensuring vehicles can continue to enter, exit, and park without conflict is important. The Club currently leases approximately 16,000 square feet from the City, with access occurring through the County parking lot, which was identified as an important access point to maintain.

The group discussed the current informal arrangement that allows Rodeo contestants to park horse trailers in their lot, along the access path, and on County property. The group indicated a willingness to continue allowing limited use of the area for Rodeo contestants and occasional fair or livestock-related needs, provided it does not interfere with their operations. It was noted that trailers are currently brought in through the parking lot rather than over the berm.

Site circulation was reviewed to ensure accommodation of fire trucks, school buses, trailers, and other large vehicles. The group indicated general comfort with the concepts presented, provided access is maintained. The discussion referenced Osburn Street considered the topography near the berm for potential stormwater improvements.

Stormwater improvements were discussed, including a potential swale extension. The group did not identify significant concerns regarding drainage but noted that any swale, berm, or stormwater improvement should not interfere with vehicle access or circulation through their parking area. The group also identified an existing pedestrian path used to access the Rodeo grounds, located partway toward the County building, with a concrete block on the Rodeo side to prevent vehicle access. It was requested that this pedestrian connection be preserved as site improvements are developed.

The Prescott Antique Auto Club also noted that they currently maintain trees, weeds, and portions of the roadway. Regular use of the site includes monthly meetings with approximately 80 attendees and 40–50 vehicles, as well as Tuesday workdays with approximately 15–20 vehicles.

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### Neighborhood Representatives

Neighborhood representatives said they don't object to the Rodeo staying but stressed that the project must benefit residents and fit neighborhood conditions. The City reiterated its intent to incorporate neighborhood input and work toward a solution that considers all stakeholder perspectives.

A portion of the discussion focused on communication, transparency, and documentation. Representatives noted perceived differences between earlier and more recent planning materials, including variations in site layouts and presentations. Questions were raised regarding consistency in documentation and meeting records, and representatives suggested consideration of more formalized documentation methods, such as recorded meetings or transcription, to improve clarity.

Traffic and circulation were identified as primary topics, particularly along Gail Gardner Way (GGW) and Schemmer. Representatives noted existing roadway constraints, including narrow widths, limited shoulders, and pedestrian conditions. Discussion included how event traffic, trailers, spectators, and daily users may circulate through the area, as well as potential strategies to support safe and functional movement. Potential traffic control measures, including the use of bollards similar to those used in downtown areas, were discussed as one possible approach.

Parking was also discussed, including consideration of on-site capacity and potential impacts to surrounding streets and nearby businesses during larger events. Various configurations were considered, including separating spectator and contestant traffic and directing certain movements away from residential areas. Structured parking was discussed as a possibility, with further assessment of its feasibility planned.

Stormwater, drainage, floodplain considerations, and creek protection were identified as important factors. Representatives noted that environmental considerations should be addressed early in the planning process. Lighting and sound associated with events were also discussed in relation to nearby residential areas.

Neighborhood representatives also discussed public space and walkability. There was interest in basic neighborhood-serving green space, with clarification that a destination-style park or dog park was no longer preferred. Walkability improvements, including sidewalks and pedestrian corridors, were identified as considerations. Concerns were also noted regarding fencing or walls that could affect visibility, particularly near corners or intersections.

Security and separation between Rodeo operations and the neighborhood were also discussed. Some representatives noted that fencing around event areas could help manage access and reduce unintended entry into livestock areas, while also noting the importance of maintaining visibility and considering aesthetics. Questions were also raised regarding incorporation of certain City right-of-way areas, including a triangular section, into the overall site.

Funding and phasing were discussed, including interest in understanding how the identified \$15M allocation will be applied.

Representatives indicated support for a phased approach that prioritizes funded improvements and infrastructure, along with clear communication regarding which elements are funded and which are conceptual. Continued stakeholder involvement and opportunities for input were also identified as important moving forward.

### Cooperative Extension / Compost / Farmers Market

Representatives from Cooperative Extension, Compost operations, and the Farmers Market emphasized the importance of maintaining a year-round community presence on the site. They highlighted the interconnected nature of composting, gardening, agricultural education, and market activities, and discussed the potential for the site to function as a community hub outside of major events.

The Compost Operation expressed a strong preference to remain in its current location due to existing infrastructure and grant-related constraints. Representatives noted that relocation could be difficult without full funding and equivalent replacement facilities. Visibility and accessibility were also identified as important to the success of the program. While relocation was not preferred, it was acknowledged that it could be considered if costs and functionality are fully addressed.

The Cooperative Extension emphasized the importance of soil conditions, noting that suitable soil is a determining factor for a demonstration garden and associated uses. A one-acre garden was discussed, ideally located near the Compost Operation to support integration of uses. The group also identified a need for approximately 22,700 square feet of building space, potentially including office space, indoor program areas, and a family resource center.

The Farmers Market expressed interest in establishing a permanent on-site location, particularly one that integrates with Extension and garden uses. The group noted that the current parking lot arrangement presents limitations and that a permanent location would support long-term programming and community engagement. The need for accessible parking was also identified, including consideration for nearby senior populations.

Operational considerations were discussed, including scheduling conflicts with major events. The Farmers Market does not currently operate during Rodeo weekend, and the Fair presents challenges due to peak agricultural season. However, opportunities for collaboration were also identified, including agricultural programming and connections to Fair-related activities.

Potential locations for these uses were discussed, including maintaining the current Compost Operations location, as well as alternative areas such as the GGW/Fair Street corner, the upper portion of the site, or areas closer to the creek. Soil conditions, drainage, and topography were identified as key factors in evaluating these options. It was also noted that there are differing perspectives among stakeholders regarding whether Extension uses should remain on site, contributing to broader land use discussions.

### Rodeo / Fair Group

The Rodeo/Fair group focused on operational efficiency, safety, and long-term growth capacity. Discussion centered on site layout, circulation, facility placement, storage, fencing, and phasing. Representatives emphasized that Rodeo and Fair operations require significant space for livestock, trailers, staging, participant movement, and temporary event infrastructure.

A key priority identified was concentrating primary Rodeo and Fair operations north of Rodeo Drive to create a clearly defined operational zone.

The group discussed reorienting the arena to improve safety and circulation, noting that current conditions create inefficiencies and potential liability issues when entry and exit patterns are inconsistent.

The group expressed interest in a covered arena or pole barn, generally in the range of approximately 150 feet by 200 to 250 feet, with an open-sided configuration preferred for flexibility. Discussion included considerations related to structure size, wind protection, and fire/code requirements. There was also interest in consolidating participant facilities, including restrooms, warm-up areas, stalls, and round pens, closer to the arena.

Storage was identified as a critical need, including both large equipment storage and smaller support structures. The group discussed potential reuse of existing facilities, such as Barn A or future vacated buildings, and expressed concern about removing existing structures before replacement space is available. Utility considerations were also discussed, including impacts to power if certain buildings are removed.

Circulation and access were major discussion points. The group emphasized the need to separate livestock and trailer circulation from spectator parking and to provide dedicated access points. Adequate turning radii for large vehicles was identified as essential. Various traffic configurations were discussed, including the use of GGW, Fair Street, Rodeo Drive, and Miller Valley for ingress and egress. The group also discussed staging, stacking, and traffic management strategies.

Parking and staging needs were emphasized, including continued reliance on off-site parking and challenges associated with shuttle operations. The potential for a parking structure was discussed, along with interest in acquiring or utilizing adjacent property for additional parking or staging, though feasibility remains uncertain.

Fencing and site security were also emphasized. The group supported the installation of perimeter fencing to improve safety, control access, and reduce liability, with a preference for materials that are more visually appealing than chain-link. There was also discussion of existing areas that may present safety concerns, highlighting differing perspectives among stakeholders regarding how certain portions of the site should be used or improved.

Concerns were raised regarding competing land uses within the site, which could potentially limit future Rodeo and Fair operations. Questions were also raised regarding lease boundaries and how different uses align with those agreements.

The group strongly supported a phased implementation approach, with an emphasis on prioritizing Rodeo and Fair operational improvements in early phases. Additional improvements and other uses could be addressed in later phases as funding and planning progress. Infrastructure, including drainage, utilities (modeling dependent on final building placement planning), and electrical service, was identified as a key factor influencing both layout and phasing decisions.

### *Shared Themes and Areas of Alignment*

Across all stakeholder groups, several common themes emerged. Traffic, circulation, and access were consistently identified as critical issues, including the need to safely accommodate trailers, spectators, daily users, and emergency vehicles. Parking and staging were also widely discussed, with recognition that solutions must support large events without negatively impacting surrounding areas.

Stormwater, drainage, floodplain management, and creek protection were identified as considerations that will influence site design and development. There was general agreement that these issues should be addressed early in the planning process.

Phasing was broadly supported, though priorities differ among groups. Stakeholders generally agreed that implementation should align with available funding and infrastructure needs.

There was also recognition that the site serves multiple users and should balance event operations with year-round community activity, though the extent and location of that balance remain unresolved.

### *Key Issues for Further Coordination*

Several issues remain to be resolved, including allocation of limited site space among competing use types, sites of future facilities, and alignment of improvements with available funding and operational needs. Additional coordination is needed to balance Rodeo and Fair goals with other community-serving uses while minimizing impacts to the surrounding neighborhood.

Further analysis will be required to refine circulation, parking, and access strategies, including evaluation of traffic routes, trailer movements, and potential parking solutions. Infrastructure considerations, including drainage, utilities, and topography, will play a critical role in determining the final layout and phasing.

Continued communication and transparency will be essential moving forward. Stakeholders emphasized the importance of consistent documentation, clear public information, and ongoing opportunities for input as the project advances toward a preferred concept.

The City Manager and staff also emphasized their commitment to working collaboratively with stakeholders to reach a solution that considers the needs of all parties involved.