

GProject: City of Prescott Rodeo/ Fairgrounds Master Plan
Project Number: 20250158
Meeting Date / Time: April 7, 2026
12:00 pm
Location: UA Cooperative Extension Office – Meeting Room
840 Rodeo Dr Bldg C, Prescott, AZ 86305
Purpose of Meeting: Rodeo/ Fairgrounds Master Plan – Steering Committee

Present: **Steering Committee**
Earl Duque – Neighbor
Sue Manuel – Neighbor
Kym Lopez – President, Prescott Frontier Days Inc.
Rex Hinshaw – Vice President, Prescott Frontier Days Inc.
Jim Dewey Brown – General Manager, Prescott Frontier Days Inc.
Mike Morris – Deputy City Manager, City of Prescott
Annie Baker – Compost Manager, Prescott Farmers Market
Kathleen Yetman – Executive Director, Prescott Farmers Market
Matt Halldorson – Yavapai County Extension Director, U of A
Phillip Peek – Regional Business Manager, U of A
Bob Hinshaw – Prescott Antique Auto Club
Dan Cohorst – Vice President, Prescott Antique Auto Club
Robin Woolsey – Director, Prescott Antique Auto Club
Levi Darby – Fair Chairman, Yavapai County Fair
Rosie Darby – General Manager, Yavapai County Fair

City of Prescott
Scott Balck – Project Manager

Beta Public Relations
Connor Cassens – Vice President

GH2 Architects
Robert Wadsack – Architect, Principal
Martha Mitchell – Senior Architect
Anisa Hermosillo-Tronstad – Intern Architect

Circulation: All meeting attendees
Prepared By: Anisa Hermosillo-Tronstad
Date of Circulation: April 15, 2026

TOPIC

Refer to previous meeting minutes/discussion for previous discussion topics.
Italics represent meeting minute items that were revised.

ACTION

1. REVIEW PREVIOUS MEETING MINUTES

- 1.1 Meeting minutes from previous meetings were discussed.
 - A. Access to previous meeting minutes and documents to be sent to new steering committee members. Additionally, information to be found on the City of Prescott webpage:
 1. <https://prescott-az.gov/prescott-rodeo-grounds-master-plan/>

2. PROJECT SCHEDULE

- 2.1 The current Gantt chart was reviewed with upcoming key dates.
 - A. GH2 will present at City Council meet on April 28th at 1 pm. All steering committee members were encouraged to attend.
 - B. Community Meeting #2 will be held on April 20th at the Adult Center from 4 to 7 pm.
 - C. Community Meeting #3 will be held on June 1st. Time and location will be determined at a later steering committee meeting.
 - D. GH2 to have a booth at the Farmers Market during Memorial Weekend on May 30th. Schedule to be revised to contain the date.

3. COMMUNITY MEETING #2

- 3.1 BetaPR distributed all flyers to steering committee members to distribute.
- 3.2 Steering Committee members gave feedback on the previous community meeting.
 - A. A visual graphic, like a “road map”, to be created and displayed at the entrance to help community members navigate the space.
 - B. A digital and paper survey to be handed out to accommodate community members.
 - C. Questions on the survey to be revised by GH2 Architects.
- 3.3 Steering Committee members requested images to post on their social media. Images to be included in meeting minutes.

4. PROGRAMMING REVIEW

- 4.1 GH2 reviewed the three program options created from the March Stakeholder Meetings #2. The Steering Committee provided initial feedback:
 - A. Prescott Antique Auto Club requested that their leased area not be considered part of the Master Plan.
 - B. Prescott Frontier Days, Inc. and Yavapai County Fair will submit feedback by the end of the week.
 - C. Labels and legends will be added to help distinguish what each line and building represents. Legend used during the March Stakeholder meetings will be sent with the meeting minutes, as requested by Steering Committee members.
 - D. City of Prescott mentioned that the area the City IT occupies is available and will be utilized as such on the master plan.

5. NEXT STEPS

- 5.1 Next Steering Committee meeting to be held on Tuesday, May 5th at noon at the UA Extension Building .
- 5.2 Community Meeting #2 will be held Monday April 20th.
- 5.3 Community Meeting #3 will be held Monday June 1st.

This is intended to be an accurate summary of items discussed. Please contact this office within 10 days of the date of this memorandum if modifications should be considered.

END OF MEETING REPORT

Attachments:

- 1. Rodeo-Fairgrounds Master Plan Meeting 2 Notice Image_Page_2
- 2. Rodeo-Fairgrounds Master Plan Meeting 2 Notice Image_Page_1
- 3. 26.03.02_Prescott Rodeo Fairgrounds MP_Stakeholder Presentation Legend
- 4. Rodeo Meeting FB Ad
- 5. 26.04.02_Prescott Rodeo Fairgrounds Master Plan_Options
- 6. 26.04.07_Prescott Rodeo Fairgrounds Master Plan_Social Media Posts
- 7. 20260325 Prescott Program Estimate 20250158

cc: GH2 Design Team



A MASTER PLAN - OPTION 1
1" = 50'-0"

4/2/2026 2:20:43 PM



PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN

840 Rodeo Dr., Mackin Building # D, Prescott, AZ 86305

AS111
 SITE OPTION 2

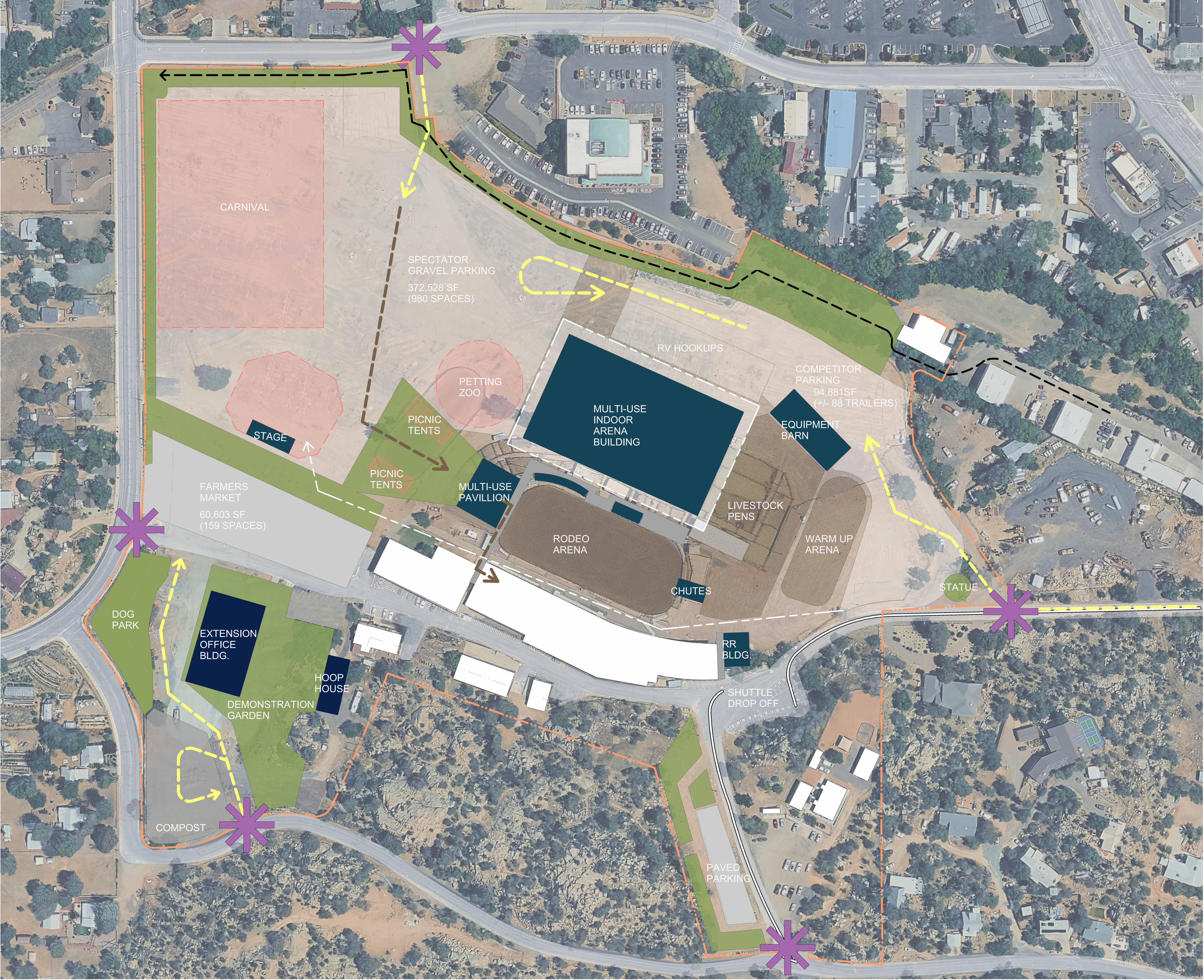
GH2 EQUINE ARCHITECTS
 GH2.COM

GH2 PROJECT NUMBER:
20250158
 ISSUE DATE:
4.07.2026
 ISSUE:
SCHEMATIC DESIGN

OTHER ISSUE DATES:
 NO. DESCRIPTION DATE

SHEET NAME:
SITE OPTION 2

SHEET NUMBER:
AS111
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PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN

840 Rodeo Dr., Mackin Building # D, Prescott, AZ 86305

AS112
 SITE OPTION 3

GH2 EQUINE ARCHITECTS
 GH2.COM

GH2 PROJECT NUMBER:
 20250158
 ISSUE DATE:
 4.07.2026
 ISSUE:
 SCHEMATIC DESIGN

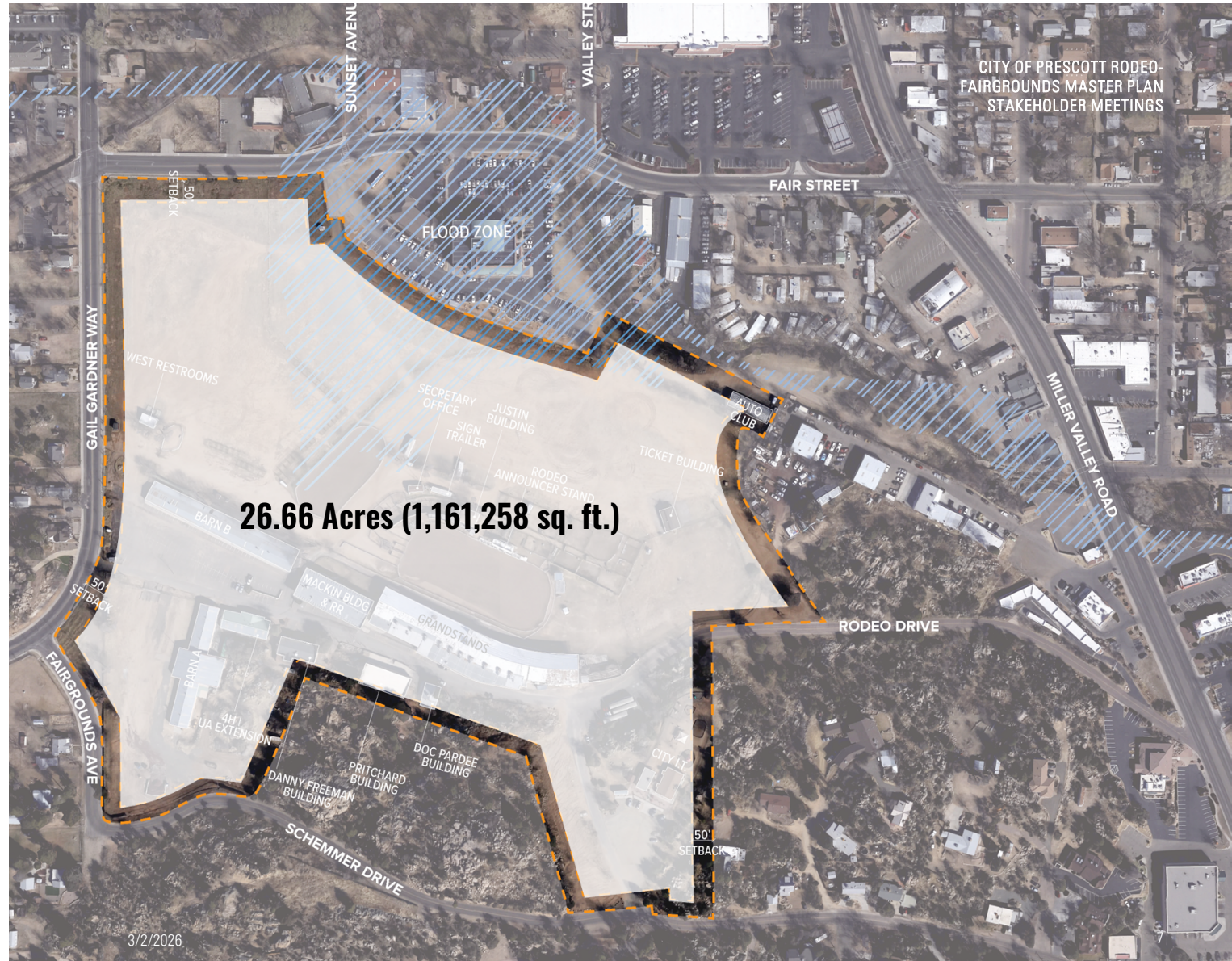
OTHER ISSUE DATES:
 NO. DESCRIPTION DATE

SHEET NAME:
 SITE OPTION 3

SHEET NUMBER:
 AS112

PROGRAM NEEDS

- Parking
(parking can be located off-site)
- Rodeo
- Farmers Market
- Fair
- Community
- U of A Cooperative Extension
- Auto Club
- Barriers (walls, fences, etc.)
- Open Green Spaces/ Trees
- Car Traffic
- Bike Traffic
- Public Transportation/ Shuttles
- Pedestrian Traffic



Program Summary and Preliminary Budget

Master Plan Scope:	Square Feet	LOW RANGE		HIGH RANGE	
		Estimated Unit Cost Per SF	Sub-Total Cost	Estimated Unit Cost Per SF	Sub-Total Cost
A. Site Areas-Greenspace & Parking	1,526,778	\$25	\$38,169,450	\$35	\$53,437,230
B. Existing Buildings	84,715	\$200	\$16,943,000	\$250	\$21,178,750
1. Site/ Exterior Support & Allowance		10%	\$1,694,300	25%	\$5,294,688
C. New Buildings					
1. Equipment Barn	7,997	\$200	\$1,599,400	\$250	\$1,999,250
2. Restroom Building	5,720	\$550	\$3,146,000	\$650	\$3,718,000
3. Multi-Use Indoor Arena Building	67,252	\$250	\$16,812,950	\$350	\$23,538,130
4. Livestock Cover / Viewing Area	15,400	\$200	\$3,080,000	\$225	\$3,465,000
5. Multi-Purpose Community Hub Pavilion	15,840	\$300	\$4,752,000	\$400	\$6,336,000
6. Extension/Community Hub Building	22,770	\$300	\$6,831,000	\$400	\$9,108,000
7. Site/ Exterior Support & Allowance		20%	\$7,244,270	30%	\$14,449,314
TOTAL:	1,746,472		\$100,272,370		\$142,524,362

General Notes:

- * Estimate based on cost precedent using 1st Quarter 2026 RS Means data and historical records.
- * Contact GH2 for cost escalation factors.
- * Hazardous materials remediation not included.
- * Furniture, Fixtures, Equipment and AV by Owner.
- * Design fee not included. This Cost Estimate costs is a preliminary draft and not yet complete.
- * The program square footages shown are being vetted through *the design of the Master Plan and are Subject to Change.
- * Probable cost/budget numbers are based on current market conditions, escalation in construction costs and inflation would need to be added in for any future construction schedules.
- * Neither phasing nor inflation have been accounted for.

This cost estimate of the Cost of Work represents the Architect's judgment as a design professional familiar with the construction industry using techniques appropriate to the phase of the design documents and the Architect's scope of services. It is recognized that the Owner or the Architect has no control over the cost of labor, materials or equipment, over the Contractor's methods of determining bid prices, or over competitive bidding, market or negotiating conditions; accordingly, it is agreed that the Architect cannot and does not warrant or represent that the bids or the Cost of Work will not vary from this estimate or the Owner's budget.