

Meeting Report

Project: City of Prescott Rodeo/ Fairgrounds Master Plan
Project Number: 20250158
Meeting Date / Time: August 4, 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**
Deb Thalasis – Neighbor
Earl Duque – Neighbor
Sue Manuel – Neighbor
Kym Lopez – President, Prescott Frontier Days Inc.
Jim Dewey Brown – Compost Manager, Prescott Farmers Market
Rex Hinshaw – Vice President, Prescott Frontier Days Inc.
Gwen Rowitsch – Public Works Director, City of Prescott
Mike Morris – Deputy City Manager, City of Prescott
Annie Baker – Compost Manager, Prescott Farmers Market
Kathleen Yetman – Executive Director, Prescott Farmers Market
Natalie Olson – 4-H Assistant Agent, U of A
Robin Woolsey – Director, Prescott Antique Auto Club
Levi Darby – Fair Chairman, Yavapai County Fair
Rosalee Darby – General Manager, Yavapai County Fair

City of Prescott
Dallin Kimble – City Manager
Scott Balck – Project Manager

Beta Public Relations
Connor Cassens – Vice President

GH2 Architects
Robert Wadsack – Architect, Principal
Anisa Hermosillo-Tronstad – Intern Architect
Zoey Ford – Architectural Intern

Circulation: All meeting attendees
Prepared By: Anisa Hermosillo-Tronstad
Date of Circulation: August 5, 2026 (*Revised on 8/11/2026*)

TOPIC

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

ACTION

1. PROJECT SCHEDULE

- 1.1 The current Gantt chart was reviewed with upcoming key dates.
 - A. Community Meeting #3 will be held on August 5th at the Adult Center from 4 pm to 7 pm.
 1. The Community Meeting is the start of the 45-day public comment period, and there will be a station available with laptops for individuals to send in their comments at the meeting.
 2. The 45-day public comment period will substitute for the typical survey that is provided during Community Meetings.
 - B. There will be a council presentation and voting session on August 25th.
 - C. The two Steering Committee Meetings remaining will occur on September 1st and October 6th.
 - D. *The September 22nd Council meeting is for the second of two public hearings to comply with city resolution No. 2023-1862.*
 - E. The final presentation to City Council will occur on October 13th.

2. COMMUNITY MEETING #3

- 2.1 The format of the Community Meeting #3 will be the same as Community Meeting #2 – there will be a video played on loop and stations for each stakeholder with their stakeholder board and a copy of the Master Plan site plan.
 - A. It was requested by the Neighborhood to have at least 2 printed Design Reports at each stakeholder station.
- 2.2 The Steering Committee had the following comments on the video:
 - A. The Rodeo noted that there was no historical nature of the site mentioned in the video, and requested that GH2 to verbally mention it during the Community Meeting.
 - B. The Neighborhood noted that there is no indication of “sky boxes” on the site plan.
 1. The Rodeo explained that there will be “future expanded seating area” in conjunction to the announcer’s booth.
 2. Out of this conversation, the City of Prescott clarified that the Master Plan is a general guide of the site. *City of Prescott to confirm if the master plan has an “intended expiration date” or “no intended expiration date”.* However, the “future expanded seating area” should be noted on the site plan.
 - C. GH2 clarified that the analysis of the restrooms and seating is based on a calculation of 5,360 people (which will be the maximum number of attendance).

3. DESIGN NARRATIVE REPORT

- 3.1 GH2 presented the Design Report to the Steering Committee. The following are comments and questions that the Steering Committee had:

- A. The Neighborhood asked if the title “Head Start” can be removed from the label of the City IT (page 24).
- B. GH2 clarified that all budget numbers are representative of all costs and not the concrete amount for each (page 23).
- C. The Rodeo noted that the location of the signs for entry will be determined after the adoption of the master plan.
- D. The City of Prescott clarified that the removable bollards at the corner of Fairgrounds Avenue and Gail Gardner Way will be up only during events, and were based on the City of Prescott’s engineer’s recommendations of the site traffic.
- E. The equipment barn location will be finalized as more comments come in during the 45-day public comment period. It was suggested by the Fair and Antique Auto Club to move it towards the east for ease of parking and access to the Auto Club (page 33).
 - 1. The City of Prescott informed the Steering Committee members that discussion with the County will be continued to determine the extents of the moving the circulation to and from the Auto Club.

4. NEXT STEPS

- 4.1 The next Steering Committee meeting will be held on *September 1st* at noon.
- 4.2 The next Community Meeting will be on August 5th.

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. “26.08.04_Prescott Rodeo Fairgrounds MP - Design Report”

cc: GH2 Design Team



CITY OF PRESCOTT

PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN

AUGUST 5, 2026

GH2 | EQUINE
ARCHITECTS

PROJECT TEAM

OWNER/ CLIENT

CITY OF PRESCOTT

MASTER PLAN TEAM

GH2 EQUINE ARCHITECTS, A SPECIALTY PRACTICE OF GH2 ARCHITECTS, LLC
BETA PUBLIC RELATIONS

STEERING COMMITTEE

CITY OF PRESCOTT
GAIL GARDNER NEIGHBORHOOD
PRESCOTT ANTIQUE AUTO CLUB
PRESCOTT FARMERS MARKET
PRESCOTT FRONTIER DAYS, INC.
UNIVERSITY OF ARIZONA COOPERATIVE EXTENSION
YAVAPAI COUNTY FAIR

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01 | OVERVIEW

BACKGROUND

In September 2025, the City of Prescott engaged GH2 Equine Architects to create a Master Plan for the Prescott Rodeo/Fairgrounds that accommodates the needs of the user groups while reducing the impact of the site on the adjacent properties.

The Prescott Rodeo/Fairgrounds is located within the limits of the City of Prescott and bounded by Fair Street, Gail Gardner Way, Rodeo Drive, Fairgrounds Avenue and Schemmer Drive. The property is bordered by long-standing single-family residential neighborhoods to the south and east, while regional businesses and retail uses are located along the remaining boundaries.

The Prescott Rodeo/Fairgrounds has a long and renowned history as “The World’s Oldest Rodeo.” The City of Prescott acquired the Prescott Rodeo/Fairgrounds from Yavapai County in June 2007. The property hosts the University of Arizona Cooperative Extension, the Prescott Antique Auto Club, City of Prescott IT Offices, and, most notably, Prescott Frontier Days’ (PFD) World’s Oldest Rodeo. The Rodeo has operated from this location since 1913 and is now an integral part of Prescott identity and the economy that supports local business and government. Among many events held at the Prescott Rodeo/Fairgrounds are the Yavapai County Fair, the Arizona Junior Rodeo, and other events.

The purpose of this project is to create a Master Plan for the Prescott Rodeo/Fairgrounds that accommodates the diverse needs of its user groups, reduces impacts on adjoining neighborhoods, and provides modern amenities that support efficient and effective use of the property.

A Master Plan is a comprehensive strategic document that provides a framework for future development and guides the growth of a facility by mapping out buildings, infrastructure, green spaces and land uses.

To assist in providing feedback towards the Master Planning efforts, the City of Prescott established a Rodeo/Fairgrounds Steering Committee comprised of representatives of stakeholders who utilize and interact with the existing property. Early in the formation, this group established a Mission and Vision Statement:

The mission of the Rodeo/Fairgrounds Steering Committee is: “to guide the City of Prescott and GH2 Architects in the creation of a Master Plan for the Rodeo/Fairgrounds site. Through collaboration, conversation and community engagement, we will work as a unified group to identify community uses for the property and ensure that the Master Plan created sustains Prescott’s rural character and quality of life for generations to come.

The Prescott Rodeo/Fairgrounds celebrates our City’s western heritage and open spaces while driving community and economic vitality. We strive to protect and enhance this space, honor tradition, encourage youth and family education, promote outdoor recreation and create a space where Prescott’s rural heart and quality of life endure. We aspire to enhance enjoyment for the community at large.”



EXISTING SITE MAP

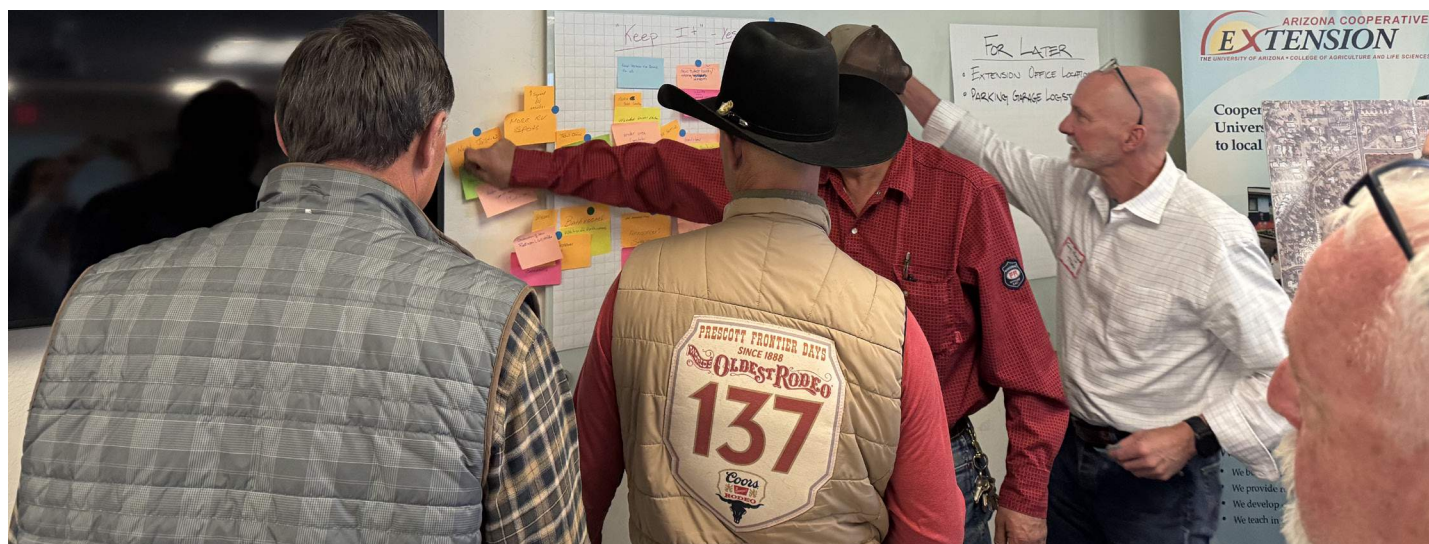
PROCESS

With guidance from the Steering Committee and Stakeholders, GH2 initiated the Master Planning design process by gathering feedback through a community meeting as well as visioning sessions which emphasized the following themes:

- Infrastructure and Facilities Modernization
- Collaboration, Coexistence and Balanced Use
- Environmental Stewardship and Aesthetics
- Site Management, Governance and Leases
- Parking, Circulation and Access
- Preservation of Historic and Cultural Identity
- Community Access and Shared Public Space
- Event Management and Noise Control

In parallel, the Design Team completed an existing site assessment to observe how existing facilities are utilized and improvements that would be desirable to consider as part of the Master Plan. The existing site is 34.61 acres; however, not all this acreage may be useable due to rock outcroppings, open space designation, and flood plain considerations.





EXECUTIVE SUMMARY

The draft Master Plan for the Prescott Rodeo/Fairgrounds balances preservation of the site's historic character with strategic improvements that enhance functionality, visitor experience, and year-round community value. Central to the plan is the continued use of the existing rodeo arena and historic Grandstand complex. While several historic and operational facilities will remain in place, targeted upgrades include a new restroom building adjacent to the Grandstands, replacement of aging rodeo support facilities such as the Justin Room and Announcer's Booth, and renovation of the former Extension Office into storage space.

To strengthen rodeo and livestock event operations, the plan introduces an Equipment Barn and a new Covered Pole Barn Arena capable of supporting portable arenas, temporary stalling, horse shows, and livestock exhibitions. These additions increase the venue's flexibility and capacity to host a broader range of events.

A key focus of the Master Plan is improved circulation and safety. Separate access routes and dedicated areas are provided for spectators, contestants and livestock, staff, emergency services, and shuttle operations. This layered circulation system reduces congestion, improves operational efficiency, and enhances safety during major events. Visitors will enter primarily from Fair Street through a new Multi-Use Pavilion that serves as the gateway to the grounds and provides direct access to vendor areas, event spaces, and expanded parking.

Dedicated contestant facilities include trailer parking, RV hookups, and a secure livestock loading and unloading area separated from public activity. Future roadway improvements will further enhance contestant access through a dedicated entrance from Rodeo Drive.

Beyond rodeo operations, the plan strengthens the fairgrounds' role as a community and educational resource. The southwest portion of the site is envisioned as a multi-use community hub featuring a University of Arizona Cooperative Extension and community office building, demonstration gardens, agricultural education facilities, public park spaces, farmer's market and vendor areas, and support for the existing community compost program.

The Master Plan also expands parking capacity with additional lots capable of serving event demand while providing flexibility for storage and operational needs. Environmental stewardship is integrated throughout the design through stormwater management enhancements, including expanded bio-basins, native and climate-appropriate landscaping, increased shade trees along pedestrian routes, and the introduction of an on-site manure composting and management system.

Overall, the Master Plan positions the Prescott Rodeo/Fairgrounds as a modern, flexible, and sustainable destination that preserves its historic legacy while supporting major events, community activities, agricultural education, and economic development for years to come.



Image by Blushing Cactus Photography and courtesy of Prescott Frontier Days®

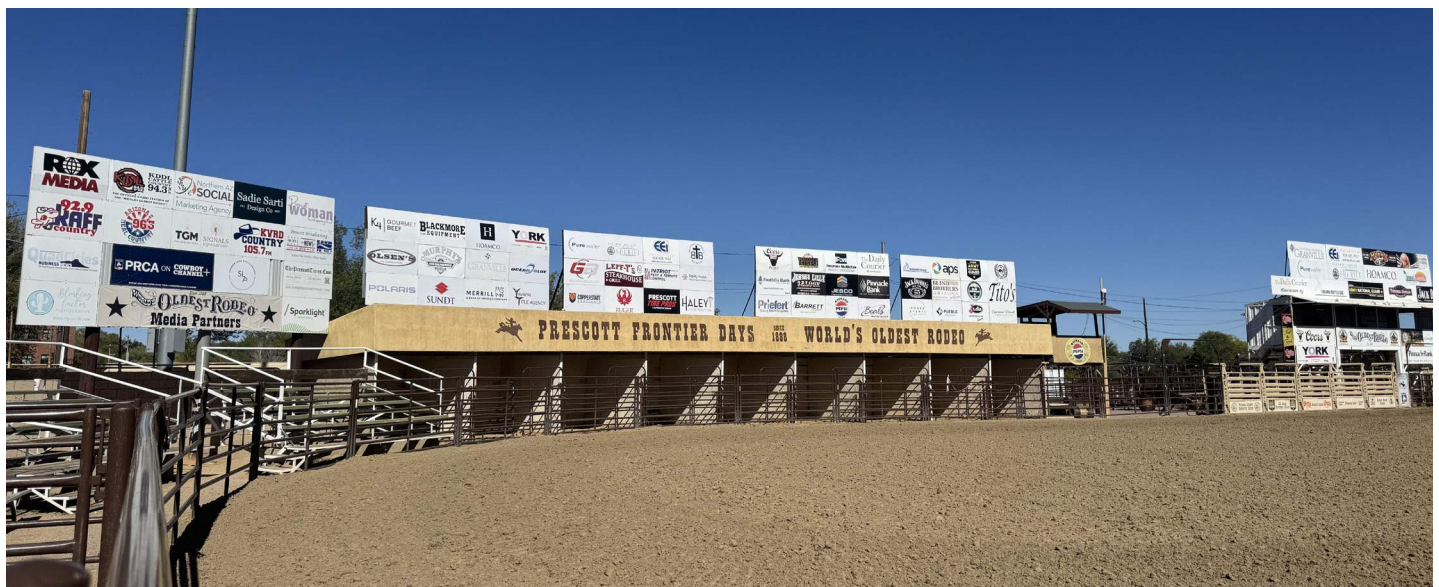
NEXT STEPS

Completion and adoption of the Master Plan represents one of the first critical steps toward implementing physical and programmatic improvements across the site. The site plans, floor plan diagrams and renderings presented are conceptual in nature and by no means dictate the final layouts, placements, locations, orientations, materials or aesthetics of proposed facilities. The Master Plan establishes the intended direction for future programming, development, and use of the site. Further refinement and verification are required, and continued evolution of the plan is a natural part of the design and construction process.

POTENTIAL FUNDING MECHANISMS

With the adoption of the Master Plan, one of the next steps is identifying the funding sources for the different aspects of the project. The Programming section later in this report identifies the initial responsible stakeholders and their anticipated funding responsibilities for the various project components, subject to future refinement and agreement. Ultimately, responsibility for funding and implementation may be shared among individual stakeholders, the City of Prescott, or through collaborative delivery models such as Public-Private Partnerships (P3s). Regardless of the final funding structure, a variety of financing mechanisms may be considered to advance the projects identified in this Master Plan, including:

1. Federal or State Grants – Grants are funds given by the government to support public projects, organizations and local programs.
2. Public Bonds – Debt instruments issued by the City to fund public projects and capital improvements in exchange for periodic interest payments and repayment of principal
3. Lodging Taxes – One possible tax option includes a lodging tax or transient occupancy tax (TOT), bed tax or hotel tax – an extra fee charged to travelers when they rent short-term lodging like a hotel room, motel, or vacation rental.
4. Private Donations – Financial contributions made by individuals, families, or private corporations.





02 | EXISTING

EXISTING FACILITIES ASSESSMENT

The Prescott Rodeo/Fairgrounds encompass approximately 34.61 acres per County Assessor and serve as one of the region's most important historic, cultural, agricultural, and economic assets. The facility hosts rodeo, fair, livestock, equestrian, educational, and community events that attract residents and visitors from throughout Arizona and beyond. As the site continues to age, strategic investment, guided by the Master Plan will steer the facilities towards safety, enhanced accessibility, function and competitiveness with similar venues.

As part of the Master Plan process, approximately 145,853 square feet of buildings and support facilities were visually assessed. These assessments included structural condition, architectural systems, building envelopes, food service areas, livestock facilities, utility infrastructure, accessibility, circulation patterns, site conditions, and operational functionality. The purpose of the assessment was to identify obvious deficiencies, deferred maintenance needs, safety concerns, and opportunities for modernization that will improve the user experience while preserving the historic character of the site.

Facilities assessed included the Grandstands, Mackin Building, Barns A and B, University of Arizona Cooperative Extension Offices, Danny Freeman Building, Doc Pardee Building, livestock facilities, arenas, utility systems, circulation routes, and supporting infrastructure. Each asset was reviewed through the lens of long-term sustainability, operational efficiency, accessibility, public safety, and its role in supporting future programming identified through the Master Plan process.

The findings documented in this assessment provide a road map for future capital improvements and investment priorities. Recommended upgrades are intended to preserve the historic legacy of the Prescott Rodeo Grounds and Fairgrounds while enhancing its ability to host year-round events, attract regional and national visitors, expand revenue-generating opportunities, support local businesses, and strengthen the economic vitality of the community. Modernized facilities will help ensure the fairgrounds remain a valued public asset that contributes to tourism, job creation, community pride, and property value stability while reducing the need for reactive repairs and maximizing the return on public investment.

The following pages outline the existing facilities and site assessment and are intended to help residents, stakeholders, and decision-makers understand the current conditions of the rodeo/fairgrounds, the risks associated with deferred maintenance, and the strategic improvements necessary to maintain a safe, accessible, and financially sustainable facility for future generations.

GRANDSTANDS

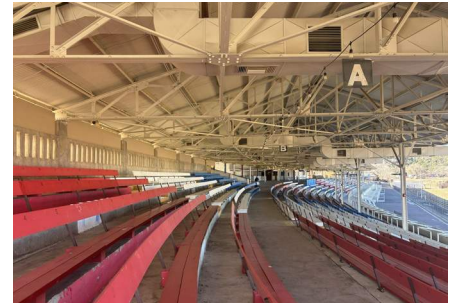
The Grandstands are among the most iconic and historically significant features of the Prescott Rodeo/Fairgrounds. While the original historic grandstand structure is no longer in service, it remains a visible reminder of the site's heritage, emerging from the hillside into which it was originally constructed. Over time, the facility was expanded to accommodate growing attendance and event needs.

The current Grandstands are approximately 40,500 square feet and are built into the hillside south of the main rodeo arena. The primary seating present is a colored composite-backed bench seat anchored to tiered concrete platforms. The entirety of the Grandstands is covered with a steel cantilevered metal roof canopy. Users access the Grandstands from the east at ground level or gates along the south of the stands. Users circulate through the Grandstands along two east-west concourses with stairs connecting the seating sections. There are 12 total seating sections consisting of 30' fixed bench seats with 8 rows of seating between the two pathways and 5 additional above the upper concourses in the first 3 sections. There are 58 box seats below the lower concourses and 25 at grade. The user experience is enhanced by a recently installed speaker system, both indirect lighting and string lighting as well as a swamp cooler providing ducted cooled air over the seating area. Along the upper concourse, visitors can find food and beverage vendors as well as souvenir shops. The current capacity of seating is as follows:



SEATING TYPE	NUMBER OF OCCUPANTS	ACCESSIBLE SPACES PROVIDED	ACCESSIBLE SPACES REQUIRED
FIXED BENCH SEAT	2,460	20	20
LOWER BOXES	464 (58 boxes)	0 boxes	11 boxes
GROUND BOXES	150 (25 boxes)	2 boxes	5 boxes
PORTABLE BLEACHER SEATING	2,286	0	20
TOTAL	5,360	22	56

The upper concourse also hosts several mercantile and food service opportunities. The bar, located along the south side of the Grandstands, is generally considered ADA-accessible and serves as a popular gathering space during events. However, the facility has outgrown its current capacity and is no longer adequate to support the volume of patrons it serves. Limited space restricts circulation and customer service operations, reducing the overall visitor experience. Future improvements should consider expanding the facility or reconfiguring the space to better accommodate current and anticipated demand.



The Gift Shop is similarly constrained by its size and layout. Interior circulation is limited, making it difficult for visitors to comfortably browse during peak attendance periods. Additionally, portions of the facility do not appear to meet current ADA accessibility standards, limiting access for some visitors. Renovations should focus on increasing usable floor space, improving circulation, and providing full accessibility throughout the facility.

There are several existing conditions that would need to be addressed if a significant renovation, addition, or change/increase of occupancy were considered:

1. There is a deficiency determined in an existing fire system by the City Fire Marshal
2. Egress pathways are not clearly marked or identified
3. Present guardrails lack proper fall protection and
4. Minimum clear heights are not adequate between the upper seating areas and the structure above
5. Concrete platforms show signs of deterioration and cracking
6. Portable bleachers in use are obsolete and not to current building or accessibility codes
7. Provided accessible seating, pathways and elements lack fully compliant accessibility considerations, including but not limited to cross-slopes, maneuvering space, routes, and rails.
8. Sub-grade water presence that can contribute to the deterioration of the structure as can be seen in the concrete slab deterioration.

BARN B

Barn B is an 11,454 square foot facility currently utilized primarily for storage of maintenance equipment, including tractors and other operational vehicles. While the building continues to serve its intended purpose, its overall condition is poor. Observed deficiencies include:

1. Deteriorating insulation that has separated from the steel framing
2. Recurring flooding during rain events.



Although the structure provides functional storage space, substantial repairs or replacement should be considered to improve its long-term usability, durability, and protection of stored equipment. Barn B horse stalls are generally serviceable; however, several circulation and safety concerns limit their functionality. One of the most significant issues is the adjacent retaining wall, which creates a substantial drop-off immediately adjacent to the stalls.



Horses housed in the outer stalls must travel through other stall areas to reach the arenas and access more level ground. This circulation pattern is inefficient and creates potential safety hazards for both horses and handlers. If a horse becomes startled or breaks loose, the proximity of the retaining wall increases the risk of injury. Improvements should focus on providing safer and more direct circulation routes or evaluating the relocation of the stalls to a more suitable location.

Additional circulation challenges are created by the close proximity of mature trees to the stall area. Horses and handlers require adequate maneuvering space when entering and exiting stalls, particularly when turning or leading animals through the facility. The current layout restricts adequate space for turning and limits safe movement throughout the stall area. Consideration should be given to either relocating the stalls or increasing the clearance between the stalls and adjacent trees to improve accessibility, safety, and overall operational efficiency.

Barn B is currently utilized primarily for storage of maintenance equipment, including tractors and other operational vehicles. While the building continues to serve its intended purpose, its overall condition is poor. Observed deficiencies include deteriorating insulation that has separated from the steel framing and recurring flooding during rain events. Although the structure provides functional storage space, substantial repairs or replacement should be considered to improve its long-term usability, durability, and protection of stored equipment.

WEST RESTROOMS (COWBOY RESTROOMS)

The Cowboy Restroom is a 600 square foot facility with restroom and shower facilities provided for contestants. Existing user demand suggests a need for additional restroom capacity, along with upgrades to the supporting plumbing and infrastructure systems. Facility staff have reported ongoing maintenance concerns, including leaks and sewer backups. The building currently contains eleven toilet fixtures and eight shower stalls; however, it does not appear to meet current ADA accessibility standards. Renovations or new facilities should focus on improving accessibility, reliability, user comfort, and overall functionality to better support rodeo participants, exhibitors, and event attendees. The program notes demolition of this building



ROUGH STOCK PENS

The Rough Stock Pens are generally functional and in fair condition; however, several opportunities exist to improve environmental performance and site management. One notable concern is the lack of adequate containment measures to prevent livestock waste runoff from reaching the adjacent creek. The natural slope of the site directs stormwater and runoff toward the creek along the northern property boundary rather than toward the existing bioswale that was intended to support waste management and water quality protection. Future improvements should include enhanced drainage and containment strategies to reduce environmental impacts and support responsible facility operations.

The historic saddling paddocks are an important cultural resource that reflects the site's origins as a horse racing venue. These features provide a tangible connection to the property's rich history and contribute to the unique character of the fairgrounds.



Preservation and interpretation of these historic elements should remain a priority as future improvements are implemented. The surrounding livestock pens and event programming areas present opportunities to incorporate educational and interpretive features that celebrate the site's heritage and strengthen visitors' understanding of its historical significance.

The bucking chutes are in good condition and require only minor maintenance. Likewise, the iconic rodeo signage has become a well-recognized symbol of the Prescott Rodeo and should be preserved as part of the facility's identity and historic character.

JUSTIN BUILDING

The Justin Building, a 1,400 square foot single-story structure, includes a first-aid room that supports rodeo contestants and event participants. While the space functions adequately for its intended purpose, opportunities exist to modernize and improve the facility. The building also contains a comfortable seating and lounge area; however, the lack of natural light limits the quality of the space and overall user experience. Planned replacement will focus on enhancing functionality, comfort, and occupant wellness.



DANNY FREEMAN BUILDING

The Danny Freeman Building, a 4,110 square foot single-story building located south of the Grandstands, is an important historic structure that serves as a multi-purpose event venue.



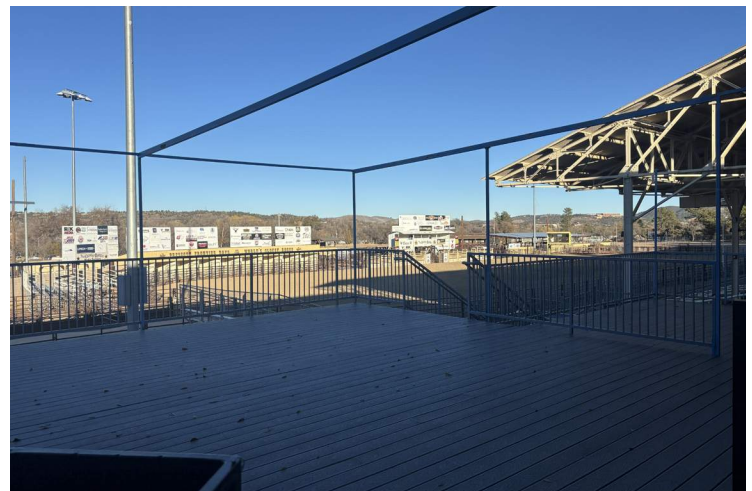
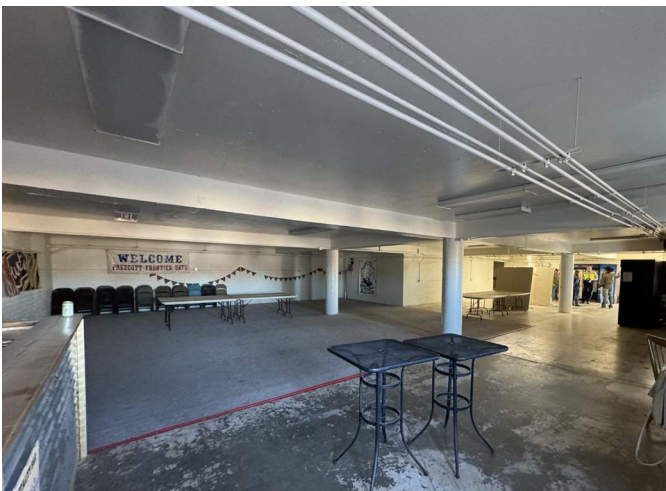
The facility includes a large gathering space, serving kitchen with counter, storage areas, and restrooms containing three stalls each for men and women. The building currently provides ADA access to its entrances and circulation paths. Given its historical significance and continued utility, preservation of the Freeman Building should remain a priority. Future improvements should focus on maintaining the building's historic character while upgrading systems and amenities to better support modern event operations.

MACKIN BUILDING

The Mackin Building, a 10,845 square foot two-story structure, serves as the administrative headquarters for Prescott Frontier Days, Inc. and supports the organization's day-to-day operations.

This facility's main floor includes office space, meeting rooms, storage areas, restrooms, a kitchenette, and a sponsor lounge featuring a bar. The building provides an important operational hub for event planning, administration, and sponsor engagement, supporting both year-round activities and annual rodeo operations.

The walk-in basement, located under the west half of the building, includes a non-cooking kitchen space with utility sinks, refrigeration, dishwasher, residential style oven/stove and hood but no commercial cooking capacity or equipment. The space serves as a gathering area for contestant and other non-public uses.



The Mackin Building's viewing deck was recently renovated to enhance the spectator's experience and provide premium viewing opportunities during rodeo events. The deck is primarily accessed from the Grandstands, while ADA access is provided through the south side of the Mackin Building. The recent improvements have increased the functionality and appeal of this important viewing area, helping to better serve guests during major events.

Current restrooms include two private unisex restrooms, public men's restrooms with 4 urinals and 2 toilets, public women's toilet with 9 toilets. The public restrooms provide some accessible accommodation but lacks fully-compliant ADA access, amenities, space and fixtures.

BARN A

Barn A is a 12,250 square foot single-story structure that is currently utilized primarily for storage. Historically, the building served as a livestock barn and played an important role in supporting agricultural and fairground activities. Based on observed conditions, the structure appears to be in generally good condition and continues to provide functional space for storage needs. With appropriate maintenance and minor improvements, Barn A could continue to support fairgrounds operations and accommodate additional storage requirements for future Fair and Rodeo events.



PRITCHARD BUILDING

The Pritchard Building is a 4,180 square foot single-story facility currently being utilized for storage by the City of Prescott. Historically, the building has served as a vendor area in the past. The building has limited applications due to its location, age and lack of accessible access points with a large platform on its north face at the primary entry point that is only accessed via exterior steps and a steep ramp. The building has no insulation and no heat or air conditioning systems.

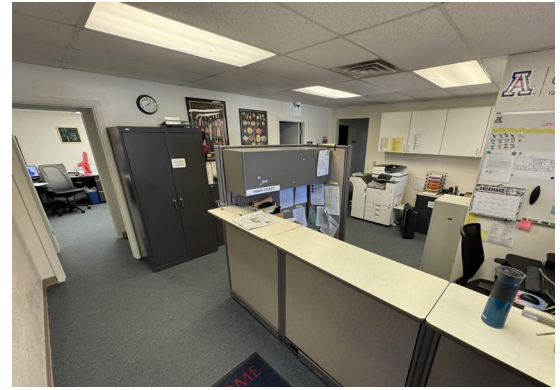


DOC PARDEE BUILDING

The Doc Pardee Building is a historic, 1,225 square foot single-story stone structure currently serving as a museum space. The building lacks proper accessibility accommodations at the main entrance, accessed via exterior steps and a steep ramp and undersized main doorway. Existing swamp coolers have recently been upgraded though a lack of insulation and failing sealants will limit its effectiveness. Future improvements should focus on maintaining the building's historic character while upgrading systems and amenities to better support modern event operations.

COOPERATIVE EXTENSION

The University of Arizona Cooperative Extension is currently housed in a 3,540 square foot single-story building. Their space consists of both open and private offices, staff kitchen, conference room, restroom facilities with a single unisex restroom, men's restroom with a single toilet and urinal, women's restroom with 2 toilets, storage and large classroom. The building is believed to be a converted storage space with staff noting numerous slab leaks during rain.



AUTO CLUB

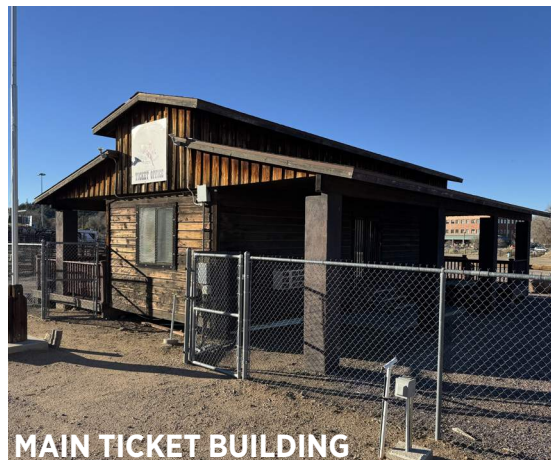
The Prescott Antique Auto Club currently occupies two buildings, an existing 2,700 square foot and an existing 1,780 square foot engineered metal building. Their space includes a sink and a microwave in the meeting room area of the Quonset hut building with countertop space. The club indicates their spaces are adequate with no known issues or required maintenance.

MISCELLANEOUS

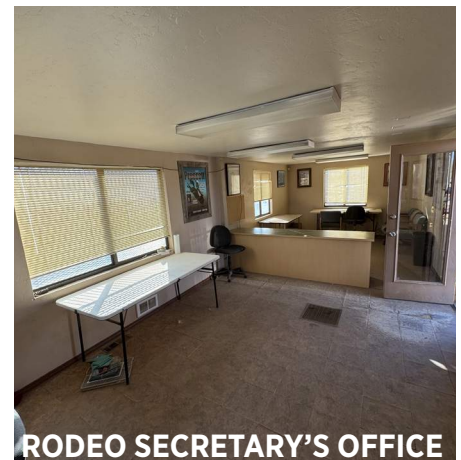
Additional facilities located on site include a temporary building serving as the Rodeo Secretary's Office, a trailer for sign storage, the main ticket building and an abandoned guard shack. Several shipping containers are located around the site and serve as storage for different stakeholders. The City of Prescott Information Technology Department is housed in an old head start campus on the southeast corner of the site.



STORAGE



MAIN TICKET BUILDING



RODEO SECRETARY'S OFFICE

03 | PROGRAM

PROGRAM LIST NARRATIVE

The Program for the Prescott Rodeo Fairgrounds can be described as the “recipe” for the components that are incorporated into the Master Plan. This document is an excel spreadsheet that lists the buildings and spaces that are understood to meet the needs of the users. For the Rodeo/Fairgrounds many sources of input were gathered to develop the program.

The program spaces of the existing buildings were gathered from the site assessment. All the existing buildings, their square-foot areas and functions were logged in the spreadsheet. After this began the process of listening to the Stakeholders, Steering Committee, the Community and the City of Prescott to determine the actual spaces, buildings and amenities to be incorporated into the Master Plan Program.

A separate program for each of the Stakeholder Groups, including: Prescott Frontier

Days Rodeo, Yavapai County Fair, Gail Gardner Neighborhood, University of Arizona Cooperative Extension, Prescott Antique Auto Club, Prescott Farmer’s Market and Other Users of the Site; were developed. Many different sources of program information were compiled by the design team beginning with individual lists from each stakeholder group. The goal of the individual Stakeholder Programs was to combine them into a single Master Plan Program. The combining was accomplished by the design team finding commonalities between the Stakeholder Groups and translating these into one final Master Plan Program.

Additional sources of program elements were gathered from a Visioning Workshop held with each of the Stakeholder groups individually on November 5, 2025. The Stakeholder Groups were invited to contribute ideas for the Master Plan Program. The design team gathered program elements from these meetings that were incorporated into the original Program. Over-arching themes for the Master Plan Program were developed along with ideas that should be Kept, Cut or Considered for the Master Plan.

In February of 2026, drafts of the individual program and a combined Master Plan Program were presented to the Steering Committee and provided for comment. Each Stakeholder group was requested to review and comment on the individual programs for each Stakeholder and the overall Master Plan Program. The comments were returned to the design team and incorporated. The final Master Plan Program was developed over time and with input from the Steering Committee for which elements should remain, be cut, be changed in size. As the design was developed on the site through drawings, further refinements to the Master Plan Program were made to coordinate with the Master Plan as it Developed.

The Program areas and inclusions and exclusions from the Master Plan Program continued to develop and refine as the design for the Master Plan developed beginning in March at the Stakeholder Meetings and wrapping up in July of 2026 as the Master Plan refinements became finalized. The final Master Plan Program is a compilation of the Steering Committee's Vision for the site and is directly expressed in the Master Plan for the Rodeo Fairgrounds. The Master Plan Program contains additional information that quantifies Budget Costs for each piece of the Master Plan.

BUDGET COSTS:

To understand the financial implementation of the Master Plan, the Master Plan Program suggests probable Budget Costs for each construction item noted. The Budget for each item is listed in the Master Plan Program, and the figures are Summarized on the Program Summary and Preliminary Budget page.

There are many factors that contribute to the final cost of construction for a project. The Budget Cost associated with the program represents the Architect's judgement 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 neither the Owner nor the Architect has 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 Budget Cost nor the Owner's Budget.

Additionally, the Budget Costs are based on a precedent using 1st Quarter 2026 RS Means data and historical records. Depending on when the construction is to take place, escalation factors for inflation, design contingencies and market conditions would need to be factored in. Items including hazardous materials, furniture, fixtures and equipment have not been included. Soft Costs such as design fees, surveys and testing would need to be added to the Budget Costs. Phasing would also need to be taken into consideration and how that would affect the final costs.

PROGRAM SUMMARY AND PRELIMINARY BUDGET

Master Plan Scope:	Square Feet	For Unit Costs refer to Program, Sitework as a percentage of Construction Budget in program	Sub-Total Cost
A. Site Areas-Greenspace, Environmental & Parking	540,415 SF		\$7,313,073
B. Existing Buildings	82,755 SF		\$4,339,844
C. New Buildings / Enabling Projects			
1. Equipment Barn	8,099 SF		\$2,105,741
2. Restroom Building	6,600 SF		\$4,719,000
3. Covered Arena (Pole Barn) w/ Stalls	42,730 SF		\$11,109,670
4. Multi-Purpose Pavilion	11,824 SF		\$4,611,360
5. Extension/Community Hub Building	13,524 SF		\$7,032,479
D. Additional Future/Possible Projects:			
1. Rodeo Drive Re-Alignment			\$674,400
TOTAL:			
	705,946 SF		\$41,905,566

General Notes:

- * Budget costs 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 Budget is a preliminary draft and not yet complete and covers the construction costs only, no contingencies, nor escalations have been added.
- * The program square footages shown are being vetted through *the design of the Master Plan and is subject to change.
- * Probable cost/budget numbers are based on current market conditions (1st Quarter 2026 RS Means data) , 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 Budget 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.

SITE AMENITY	STAKEHOLDERS		PROPOSED SPACE ALLOCATION			Budget Cost per SF	Budget Cost
	STAKEHOLDER USER	POTENTIAL FUNDING	EST. N.S.F.	QTY.	TOTAL N.S.F.		
A Site Areas							
1 Overall Site							
As much landscape as achievable	Neighborhood, refer to "3, Park Areas"	City of Prescott		1		\$500,000	\$500,000
2 Entrances							
Gate area with sign Main Public	Rodeo	\$15.3 M (current project)	2,000 SF	0	0 SF	\$100	\$0
Gate area with sign West Side Small pedestrian entry	Neighborhood	City of Prescott	1,500 SF	4	6,000 SF	\$20	\$120,000
Traffic Routing	Neighborhood	City of Prescott	2,500 SF	1	2,500 SF	\$20	\$50,000
3 Park Areas							
Park Areas	Neighborhood	City of Prescott	51,452 SF	1	51,452 SF	\$20	\$1,029,040
4 Paved Site Area							
Concrete Paving	Rodeo	Rodeo	66,492 SF	1	66,492 SF	\$20	\$1,329,840
Paved Vendor area	Rodeo	Rodeo	33,271 SF	1	33,271 SF	\$20	\$665,420
Concrete Paving	Extension	U of A Extension	8,206 SF	1	8,206 SF	\$20	\$164,120
5 Gravel Parking							
Gravel Parking	Rodeo	Rodeo	270,374 SF	1	270,374 SF	\$2	\$540,748
Gravel Parking	Rodeo	Rodeo	23,955 SF	1	23,955 SF	\$2	\$47,910
Gravel Parking	Rodeo	Rodeo	31,088 SF	1	31,088 SF	\$2	\$62,176
Gravel Parking	Rodeo County Fair	Rodeo	50,348 SF	1	50,348 SF	\$10	\$503,480
Gravel Parking	Farmer's Market	Farmers Market City of Prescott	7,353 SF	1	7,353 SF	\$10	\$73,530
6 Compost Area							
	Farmers Market	Farmer's Market	10,375 SF	1	10,375 SF	\$0	\$0
	Farmers Market	Farmer's Market	5,323 SF	1	5,323 SF	\$50	\$266,150
7 Outdoor Arena & Support							
Rodeo Arena			41,441 SF	0	0 SF	\$0	\$0
Livestock Pens	Rodeo	Rodeo	46,785 SF	0	0 SF	\$10	\$0
Livestock Pen Expansion			28,931 SF	0	0 SF	\$20	\$0
8 Demonstration Garden							
	Extension	U of A Extension	34,613 SF	1	34,613 SF	\$25	\$865,325

SITE AMENITY	STAKEHOLDERS		PROPOSED SPACE ALLOCATION			Budget Cost per SF	Budget Cost
	STAKEHOLDER USER	POTENTIAL FUNDING	EST. N.S.F.	QTY.	TOTAL N.S.F.		
9 Tree Grove							
Tree Grove (half 50' setback area)	Neighborhood	City of Prescott	28,291 SF	1	28,291 SF	\$5	\$141,455
Facility Net Square Feet (NSF):					469,926 SF		\$6,359,194
Net-to-Gross Conversion Factor:					1.15		
Facility Gross Square Feet (GSF):					540,415 SF		\$7,313,073

B Existing Buildings							
1 Barn A							
Existing - Repair & Renovate	County Fair Farmer's Market	City of Prescott County Fair Farmers Market	12,250 SF	1	12,250 SF	\$25	\$306,250
2 Current Extension Office							
Existing - Repair & Renovate	UofA Extension	Rodeo	3,540 SF	1	3,540 SF	\$50	\$177,000
3 Pritchard Building							
Existing - Repair & Renovate	City-Police Evidence (Proposed Rodeo Roden)		4,180 SF	1	4,180 SF	\$100	\$418,000
4 Head Start/City IT							
Existing - Demolish	Rodeo	City of Prescott	48,420 SF	1	48,420 SF	\$25	\$1,210,500
Site/ Exterior Support & Allowance						25%	\$407,125
							\$1,617,625
5 Danny Freeman Building							
Existing - Renovate	Rodeo	\$15.3 M (current project)	4,110 SF	0	0 SF	\$100	\$0
6 West Guard Station							
Existing - Demolish	Rodeo	Rodeo	50 SF	1	50 SF	\$25	\$1,250
Site/ Exterior Support & Allowance						25%	\$313
							\$1,563
7 Barn B							
Existing - Demolish	Rodeo	project)	11,545 SF	0	0 SF	\$25	\$0
8 Barn B Stalls							
Existing - Demolish	Rodeo	\$15.3 M (current project)	4,140 SF	0	0 SF	\$25	\$0

SITE AMENITY	STAKEHOLDERS		PROPOSED SPACE ALLOCATION			Budget Cost per SF	Budget Cost
	STAKEHOLDER USER	POTENTIAL FUNDING	EST. N.S.F.	QTY.	TOTAL N.S.F.		
9 Cowboy/ West Restrooms							
Existing	Rodeo	Rodeo	600 SF	1	600 SF	\$25	\$15,000
Site/ Exterior Support & Allowance						25%	\$3,750
							\$18,750
10 Mackin Building & Restrooms							
Existing (2 story) Existing 9 Women & 6 Men Restrooms Renovate	Rodeo	Rodeo	10,845 SF	1	10,845 SF	\$150	\$1,626,750
11 Grandstands							
Existing-Renovate	Rodeo	\$15.3 M (current project), PRF	40,500 SF	0	0 SF		\$0
12 Doc Pardee Building							
Existing - Renovate	Rodeo	project)	1,225 SF	1	1,225 SF	\$100	\$122,500
13 Secretary Office							
Existing - Demolish	Rodeo	Rodeo	400 SF	1	400 SF	\$25	\$10,000
Site/ Exterior Support & Allowance						25%	\$2,500
							\$12,500
14 Sign Trailer							
Existing - Relocate	Rodeo	Rodeo	320 SF	1	320 SF	\$25	\$8,000
Site/ Exterior Support & Allowance						25%	\$2,000
							\$10,000
15 Justin Building							
Existing-Demolish/Reconstruct	Rodeo	\$15.3 M (current project)	1,400 SF	0	0 SF	\$0	\$0
16 Rodeo Announcer Stand							
Existing - Remove and Replace	Rodeo	\$15.3 M (current project)	610 SF	0	0 SF	\$0	\$0
17 Ticket Building							
Existing	Rodeo	Rodeo	925 SF	1	925 SF	\$25	\$23,125
Site/ Exterior Support & Allowance						25%	\$5,781
							\$28,906

SITE AMENITY	STAKEHOLDERS		PROPOSED SPACE ALLOCATION			Budget Cost per SF	Budget Cost
	STAKEHOLDER USER	POTENTIAL FUNDING	EST. N.S.F.	QTY.	TOTAL N.S.F.		
18 Auto Club							
Existing	Auto Club	Auto Club	2,700 SF	0	0 SF	\$0	\$0
Existing			1,780 SF	0	0 SF	\$0	\$0
Facility Net Square Feet (NSF):			149,540 SF		82,755 SF		
Net-to-Gross Conversion Factor:					1		
Facility Gross Square Feet (GSF):					82,755 SF		\$4,339,844

C New Buildings							
1 Equipment Barn							
Tractor, Truck, Equipment Garage			7,439 SF	1	7,439 SF		
Restroom	Rodeo	Rodeo	120 SF	1			
Office			270 SF	1			
Secured Storage			270 SF	1			
Building Net Square Feet (NSF):					7,439 SF		
Net-to-Gross Conversion Factor:					1.1		
Facility Gross Square Feet (GSF):					8,099 SF	\$200	\$1,619,801
Site/ Exterior Support & Allowance						30%	\$485,940
							\$2,105,741

2 Restroom Building							
Men's Restrooms			80 SF	20	1,600 SF		
Women's Restrooms			80 SF	40	3,200 SF		
Family Restrooms		Rodeo	100 SF	2	200 SF		
MEP/ Janitor			150 SF	2	300 SF		
Building Net Square Feet (NSF):					5,300 SF		
Net-to-Gross Conversion Factor:					1.2		
Facility Gross Square Feet (GSF):					6,600 SF	\$550	\$3,630,000
Site/ Exterior Support & Allowance						30%	\$1,089,000
							\$4,719,000

SITE AMENITY	STAKEHOLDERS		PROPOSED SPACE ALLOCATION			Budget Cost per SF	Budget Cost
	STAKEHOLDER USER	POTENTIAL FUNDING	EST. N.S.F.	QTY.	TOTAL N.S.F.		
3 Covered Arena							
Arena Space			38,845 SF	1	38,845 SF		
Stalling Area							
Restroom			80 SF	4	320 SF		
Showers	Rodeo	Rodeo	9 SF	2	18 SF		
Tack Room			280 SF	1	280 SF		
Sign/ Storage Room			320 SF	1	320 SF		
Office			400 SF	1	400 SF		
Building Net Square Feet (NSF):					38,845 SF		
Net-to-Gross Conversion Factor:					1.1		
Facility Gross Square Feet (GSF):					42,730 SF	\$200	\$8,545,900
Site/ Exterior Support & Allowance						30%	\$2,563,770
							\$11,109,670

4 Multi-Purpose Community Hub Pavillion							
Multi-Purpose Room			7,758 SF	1	7,758 SF		
Men's Restroom			80 SF	8	640 SF		
Women's Restroom			80 SF	12	960 SF		
Museum			100 SF	5	500 SF		
Gift Shop			650 SF	1	650 SF		
Catering Kitchen	Rodeo	Rodeo	300 SF	1	300 SF		
Janitor			160 SF	1	160 SF		
Fire Riser/ MEP			200 SF	1	200 SF		
IT			100 SF	1	100 SF		
Electric			100 SF	1	100 SF		
Ticket Booth			150 SF	1	150 SF		
Rodeo					11,518 SF		
Net-to-Gross Conversion Factor:					1.1		
Facility Gross Square Feet (GSF):					11,824 SF	\$300	\$3,547,200
Site/ Exterior Support & Allowance						30%	\$1,064,160
							\$4,611,360

SITE AMENITY	STAKEHOLDERS		PROPOSED SPACE ALLOCATION			Budget Cost per SF	Budget Cost
	STAKEHOLDER USER	POTENTIAL FUNDING	EST. N.S.F.	QTY.	TOTAL N.S.F.		
5 Extension/Community Hub Building							
Office- Director			219 SF	1	219 SF		
Office- Master Gardener			202 SF	1	202 SF		
Office - Farmer's Market			205 SF	1	205 SF		
Office - Livestock Agent			102 SF	1	102 SF		
Office- Business Manager			101 SF	1	101 SF		
Office - Family Consumer Agent			101 SF	1	101 SF		
Office- Range Personnel			86 SF	1	86 SF		
Office- 4H Agent			139 SF	1	139 SF		
Office - ANR-Horticulture Program Coordinator			145 SF	1	145 SF		
IT Room			112 SF	1	112 SF		
Mechanical Room			130 SF	1	130 SF		
Electrical Room			106 SF	1	106 SF		
Offices (Cubicles)	U of A Extension	U of A Extension	64 SF	11	704 SF		
Lobby			200 SF	1	200 SF		
Copy/ Mail/ Supply Room			185 SF	1	185 SF		
Wet Lab			467 SF	1	467 SF		
Family Resource Center			1,674 SF	1	1,674 SF		
Staff Kitchen			346 SF	1	346 SF		
Storage			1,115 SF	1	1,115 SF		
Janitor			85 SF	1	85 SF		
Meeting Room (large)			2,044 SF	1	2,044 SF		
Meeting Room (small)			1,025 SF	1	1,025 SF		
Restrooms			383 SF	1	383 SF		
Lactation Room			38 SF	1	38 SF		
Teaching/ Demonstration Kitchen			964 SF	1	964 SF		
Building Net Square Feet (NSF):					10,878 SF		
Net-to-Gross Conversion Factor:					1.243243		
Facility Gross Square Feet (GSF):					13,524 SF	\$400	\$5,409,599
Site/ Exterior Support & Allowance						30%	\$1,622,880
							\$7,032,479



04 | MASTER PLAN

SITE SUMMARY

OVERALL

At the heart of the site, the existing rodeo arena and Grandstand complex will remain, honoring the grounds' historic roots as a racetrack. While the Original Historic Grandstands no longer remain, remnants remain of where they originally emerged from the hillside. This area will feature a new Restroom Building, adjacent to the current Grandstands (also considered Historic), located on the site of a former multi-story restroom building, for ease access and expansion. On the other side of the Grandstands, the existing Mackin Building and Restrooms will remain, which house several offices and event spaces for the Prescott Frontier Days team.

Several existing rodeo-related functions will remain, while facilities such as the Justin Room, which provides a contestant lounge and first-aid space, and the Announcer's Booth are planned for replacement. The four existing buildings South of the Grandstands will also be preserved, including Doc Pardee, Pritchard, Danny Freeman, and the former Extension Office (which will be renovated into a storage building).

Two new additions to the Prescott Rodeo/Fairgrounds include an Equipment Barn south of the Auto Club and a Covered Pole Barn Arena designed to accommodate a portable arena and temporary stalling. These facilities will support rodeo operations and future livestock and horse show events.

The Southwest area of the site provides areas to serve the other stakeholders and community. These improvements reinforce the site's role as both a community hub and an event venue. Accessible from Gail Gardner Way and Schemmer Drive, new and expanded amenities that have been proposed include:

- A University of Arizona Cooperative Extension and community office building,
- Demonstration gardens and hoop house for agricultural education,
- Public Park space and landscaped areas,
- Farmers market/vendor areas with dedicated paved vendor stalls,
- Existing community compost area.

Lastly, the Southeast corner of the site provides two large areas for additional parking or storage. There is a designated gravel lot and the opportunity for additional parking spaces or site storage where City I.T. currently resides.

The Master Plan includes several considerations for improved environmental stewardship, circulation, safety and security. The new site interventions take additional steps to capture and filter storm water run-off with expanded bio basins along the west and north property boundaries, as well as the planned addition of an on-site manure composting and management system.

The bio-basins will support a variety of plants and fauna specifically selected for the climate, elevation and its toxin absorption as well as new trees and plants along pedestrian circulation corridors to promote natural shading.

Overall, this draft Master Plan positions the Prescott Rodeo/Fairgrounds as a modernized, flexible venue capable of hosting major events while serving the community year-round and reinforcing its role in education, local agriculture, and extension programming.



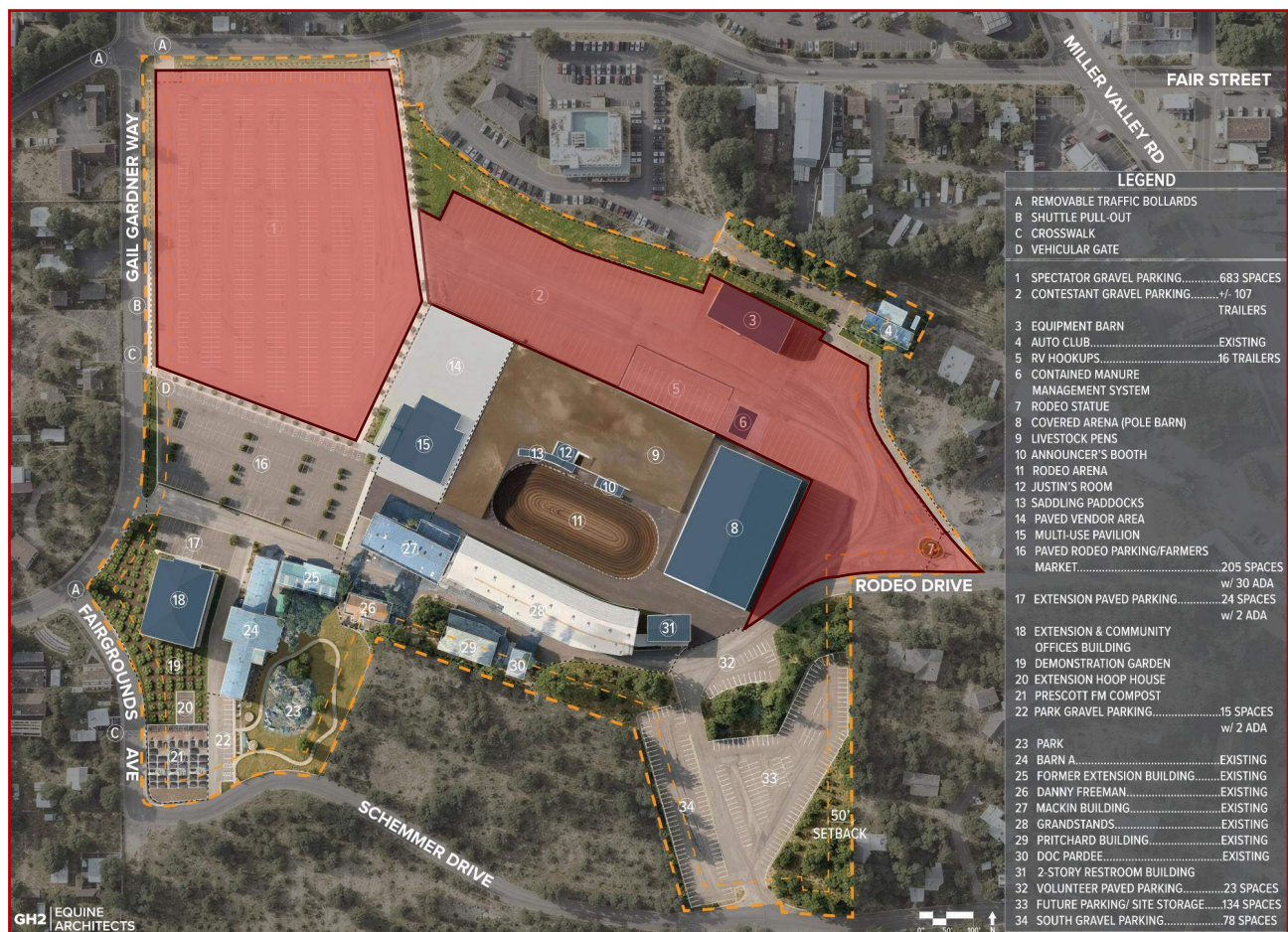
CIRCULATION

The design introduces multiple entry points and circulation paths for:

- Spectators or public traffic
- Contestants and livestock
- Staff and emergency access
- Shuttle drop-off zones

This layered circulation system improves safety, reduces congestion, and streamlines movement during high-attendance events. Spectators will enter the site through a primary entrance off Fair Street and park in a maximized gravel parking lot (Refer to later section in this report on parking requirements and “Alternative Parking Plan”). Visitors will then purchase or present tickets and enter through the new Multi-Use Pavilion. Directly accessible from the Multi-Use Pavillion, will be a paved slab for various vendor tents. Just to the Southwest of the Vendor Tents is also a paved lot for additional parking or the Farmers Market during select times.

Rodeo Contestants will have designated gravel parking, offering trailer spaces and several RV hookups. While the City is preparing to re-align Rodeo Drive and Miller Road, the Contestants will be able to temporarily enter off Fair Street. Once that intersection is re-aligned, the Contestants will have their own dedicated access off Rodeo Drive. This area has been designed for the Contestants to have improved ease of access to livestock pens, Covered Arena, and RV hookups with emphasis on improved safety with livestock and equine loading and unloading occurring in a secure area separated from public activity.



PHASING

The Design Team has provided possible phasing for implementation of the Master Plan. Phases for the different stakeholders and leaseholders are not mutually exclusive and the implementation of the first phase of one group does not immediately impact another. Each stakeholder's improvements can be made on their own timeline with coordination of the City and other stakeholders.

Improvements showing the implementation of a Public Park, University of Arizona Cooperative Extension's new building and demonstration garden areas, expanded Compost area, updated Auto Club access and City IT relocation are all single-phase changes for each stakeholder that will happen on a negotiated timeline between the City of Prescott and those stakeholders.

Due to the nature of operations, implementation of Prescott Frontier Days and Yavapai County Fair programs necessitates a multi-phase approach.

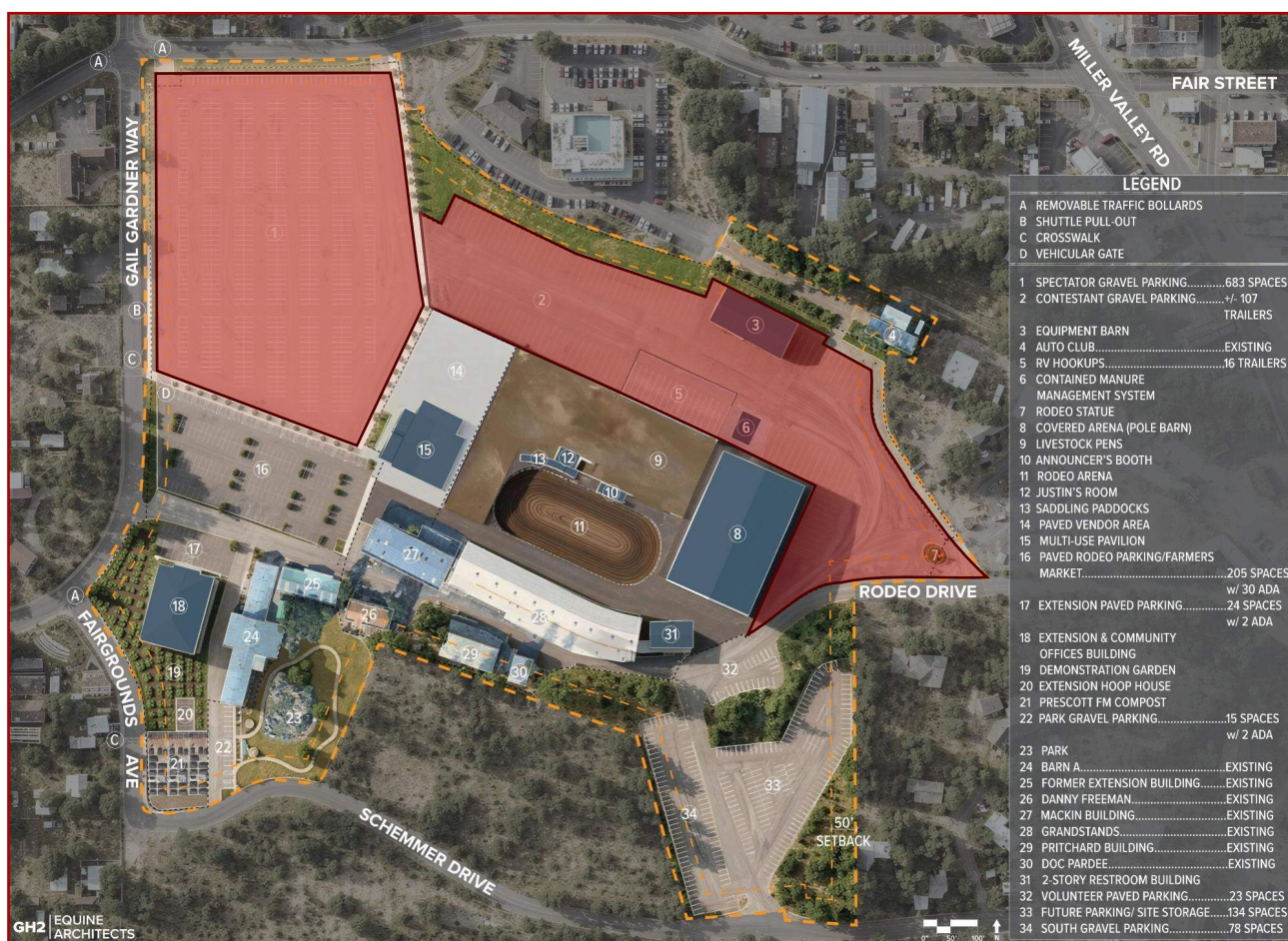
The first phase includes the construction of a new Equipment Barn, Manure Management and the replacement of Barn B and adjacent parking with a new paved parking area that will serve the Rodeo and Fair along with supporting the Prescott Farmer's Market. The rodeo arena orientation will be reversed so the roping boxes are located on the east side, and livestock circulation will be reconfigured to accommodate the new layout. The first phase of work has been guided by the \$15.3 Million in funding from the state and incorporates other funding sources.



The Second Phase includes the construction of a new Covered Pole Barn Arena to the east of the existing rodeo arena that incorporates warm-up space, stalls, an office and new contestant restrooms with showers. The final planned uses for the Covered Pole Barn Arena will dictate the level of construction, number of restrooms, accessibility and fire sprinkler protection, and must be coordinated with future construction plans. The arena railing and stalling would be temporary in nature, depending on the needs of the rodeo or other events and could be reconfigured as required. This will allow for the replacement of the existing warm-up arena west of the existing rodeo arena with a new Multi-use Pavilion and Paved Vendor Area.



The Third Phase targets circulation improvements for the Rodeo and Fair areas and includes new dedicated site access points with the functional flip of the current spectator and contestant parking areas. These improvements enhance off-site traffic circulation and reduce interaction between visitors and livestock operations on site.



SURVEY

Following adoption of the Master Plan, a comprehensive survey of topography, boundaries, existing utilities, setbacks, existing and new zoning, and geotectonical conditions should be gathered to support future phases as they move into detailed design. The survey will document precise site elevations, contour lines, and existing natural and man-made features, providing critical data to inform civil engineering, architectural design, utility planning, and stormwater management for the proposed improvements.

ENVIRONMENTAL

As the Master Plan advances toward implementation, an environmental assessment should be conducted to evaluate potential impacts associated with the proposed improvements and site operations. The assessment should consider factors such as land disturbance, stormwater management, vegetation, wildlife habitat, noise, traffic, air quality, utility infrastructure, and water resources, while also identifying opportunities to avoid, minimize, or mitigate adverse effects. Conducting these evaluations early in the design process will help inform project planning, support permitting requirements, identify potential constraints, and ensure that future development of the Prescott Rodeo/Fairgrounds is implemented in a responsible and environmentally sustainable manner.

ARCHAEOLOGICAL & CULTURAL RESOURCE ASSESSMENT

Throughout Prescott there is a rich history of settlement and use by indigenous people predating western civilization. As planned phases unfold, it is critical that archaeological and cultural resource assessment be conducted. This assessment is an evaluation process used to identify, record, and evaluate historical properties, prehistoric sites, and tribal cultural resources within the project area to ensure proper documentation and protection of key sites and elements.

FLOODPLAIN INVESTIGATIONS

As implementation of the Master Plan progresses, detailed floodplain investigations should be conducted for areas proposed for development to verify current floodplain boundaries, drainage patterns, and flood-related constraints. These studies will help identify how proposed buildings, parking areas, roadways, utilities, and other site improvements may be affected by existing drainage conditions and potential flood events. The investigations should evaluate opportunities to minimize flood risk, maintain or improve stormwater conveyance, and ensure compliance with applicable federal, state, and local floodplain regulations. Findings from these studies will inform the location, design, and elevation of future improvements while helping to protect public safety, reduce long-term maintenance and operational risks, and support the resilient development of the Prescott Rodeo/Fairgrounds.

UTILITY STUDIES

As future phases of the Master Plan move into design and implementation, utility investigations should be conducted to confirm the capacity, condition, and location of existing infrastructure serving the Prescott Rodeo/Fairgrounds. These investigations should assess water, wastewater, electrical, communications, gas, and stormwater systems to confirm their ability to support proposed improvements and future operational needs.

The City of Prescott's Public Works Department has begun investigating the current utilities on the site. Although the condition of the individual services lines are unknown, the City has determined the condition of the sewer mains through camera footage and needs replacement. The initial assessment determined that sewer main is cracked, has joint separation, is too flat, and is undersized by ADEQ standards. Individual sewer services must be evaluated individually as new connections are made. Facility records, if available, can be used in reference to existing facilities on site.

GEOTECHNICAL INVESTIGATION

A geotechnical investigation is a detailed study of subsurface soil, rock, and groundwater conditions to evaluate site safety, determine structural bearing capacity, and guide foundation or pavement design. This investigation is typically conducted during the design process as construction documents are being prepared to relay this critical information to all parties to assist in determining the suitability of soils and subsoil conditions for construction.

TRAFFIC IMPACT ANALYSIS

Several circulation and site access improvements have been identified through the Master Plan process. Prior to implementation, these recommendations should be evaluated through a Traffic Impact Analysis to assess their effects on roadway operations, site access, parking, and traffic safety. The study will analyze projected traffic volumes, trip distribution patterns, and operational impacts to help refine improvements and ensure safe and efficient access to the Prescott Rodeo/Fairgrounds.

PARKING

Requirements for off-street parking are defined in the Prescott City Code under Article 6 for General Development Standards. Per table 6.2.3 / Off-Street Parking Requirements, the requirements for an Arena are 1 parking space per 3 seats. The existing available seating for the Rodeo/Fairgrounds site is 5,360 seats which would require 1,787 off-street parking spaces to be provided. The projected public event parking total with the Proposed Master Plan is 1,112 total spaces. Not included in this total due to the nature of use, an additional 24 spaces are allocated for the Extension Office, 15 for the public Park, and 21 spaces located between the Mackin Building and Danny Freeman Building, including 2 ADA designated spaces) for an estimated site total of 1,172 parking spaces.

LOT	CAPACITY
Spectator Gravel Parking	± 683
Paved Rodeo Parking (Farmers Market)	205 (including 30 ADA)
South Gravel Lot	± 78
Future Parking (IT Site)	± 123
Volunteer Paved Parking (Former ADA)	23
Total Event Spaces	1,112

Through the master planning process, the options for addressing this deficit included options such as eliminating program for additional surface parking, acquiring adjacent properties to shift parking / program to, or even a structured parking garage. With the quantities required realistically being during major events like the Rodeo and Fair it was ultimately decided the best option was to implement an Alternative Parking Plan. City Code Section 6.2.10 outlines options for off-site parking alternatives. Prescott Frontier Days currently implements a shuttle option to off-site parking options that it plans to refine and possibly expand.

RESTROOMS

Chapter 29 of the International Building Code, currently adopted by the City of Prescott, governs the requirements of plumbing components for facilities including minimum number of fixtures (ie water closets, lavatories, water fountains, mop sinks, etc.) based on design occupancy. Each building carries a total fixture requirement based on the occupancy and use of the individual building. The most significant driver for plumbing fixture requirements is the design occupancy for spectator seating during Rodeo events.

Fixtures are required by current code to be provided based on the seating capacity as follows:

SEATING TYPE	NUMBER OF OCCUPANTS	REQUIRED MEN'S WATER CLOSETS 1/75 ≤1,500, 1/120 >1,500	REQUIRED WOMEN'S WATER CLOSETS 1/40 ≤,520, 1/60 >1,520
*Fixed Bench Seats	2,460	17	31
*Lower Boxes	464 (58 boxes)	3	6
Ground Boxes	150 (25 boxes)	1	2
Portable Bleacher Seating	2,286	9	19
Total	5,360	30	58

Public facing facilities such as the Mackin Building and new Multi-Purpose Building's required restrooms for their occupancies, when combined with additional restrooms in the new Restroom Building, are intended to contribute to the total required during Rodeo and other events. As final plans are implemented and phases move forward, discussions and meetings with Code officials could result in a reduction of permanent fixture requirements with the introduction of plans for temporary facilities, if desired.

LIGHTING

Parking lots and other outdoor features shall be designed to comply with current building codes. Lighting engineers and the authority having jurisdiction should be consulted for each project to determine if parking lots only used during events are required be lit when not in use. Dark Sky Compliant lighting should be designed for all exterior lighting.

ACCESSIBILITY

Many challenges to accessibility (complying with the ADA) exist on the site. The assessment was not a comprehensive evaluation of ADA accessibility compliance. The sloping, multi-level nature of this site as well as the historic nature of the buildings and buildings that were constructed prior to accessibility laws create many unique challenges that need to be addressed in order to comply with the ADA. Upon acceptance of the Master Plan, a comprehensive ADA evaluation should be performed on the site to maximize ADA Compliance as well as within each individual building and site feature. Each new project that is undertaken on this site will be required to comply with the ADA.

SITE PLANS



3D RENDERINGS



3D RENDERINGS & FLOOR PLANS



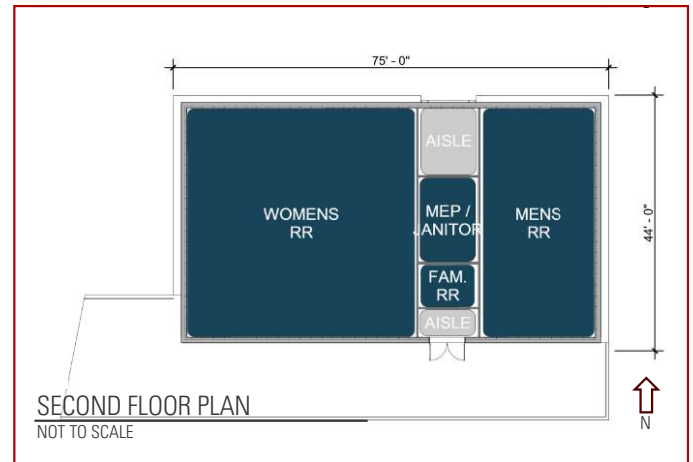
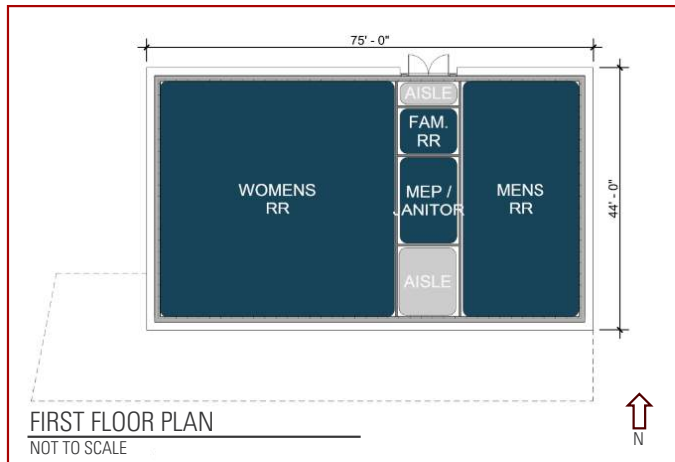
COOPERATIVE EXTENSION BUILDING



EQUIPMENT BARN



RESTROOMS



05 | APPENDIX

The City of Prescott's Ongoing Projects website captures the steering committee meetings that occurred from October 2025 to July 2026. The steering committee were intimately involved in assisting the architects and City of Prescott design the master plan.

STEERING COMMITTEE MEMBERS:

CITY OF PRESCOTT

Scott Balck - Project Manager
Mike Morris - Deputy City Manager
Gwen Rowitsch - Public Works Director

GAIL GARDNER NEIGHBORHOOD

Earl Duque - Neighbor
Sue Manuel - Neighbor

PRESCOTT ANTIQUE AUTO CLUB

Bob Hinshaw - Member
Dan Cohorst - Vice President
Robin Woolsey - Director

PRESCOTT FARMERS MARKET

Annie Baker - Compost Manager
Kathleen Yetman - Executive Director

PRESCOTT FRONTIER DAYS, INC.

Kym Lopez - President
Rex Hinshaw - Vice President
Jim Dewey Brown - General Manager

UNIVERSITY OF ARIZONA COOPERATIVE EXTENSION

Matt Halldorson - Yavapai County Extension Director
Phillip Peek - Regional Business Manager

YAVAPAI COUNTY FAIR

Levi Darby - Fair Chairman
Rosie Darby - General Manager

STEERING COMMITTEE DOCUMENTS

All process documents, from Steering Committee meetings to Community Meeting presentations, can be found on the City of Prescott's Ongoing Projects website:

<https://prescott-az.gov/prescott-rodeo-grounds-master-plan/>

Steering Committee's Mission Statement (established during the January 6th meeting):

The mission of the Rodeo/Fairgrounds Steering Committee is to guide the City of Prescott and GH2 Architects in the creation of a Master Plan for the Rodeo/Fairgrounds site. Through collaboration, conversation and community engagement, we will work as a unified group to identify community uses for the property and ensure that the Master Plan created sustains Prescott's rural character and quality of life for generations to come.

Steering Committee's Vision Statement (established during the January 6th meeting):

The Prescott Rodeo/Fairgrounds celebrates our City's western heritage and open spaces while driving community and economic vitality. We strive to protect and enhance this space, honor tradition, encourage youth and family education, promote outdoor recreation and create a space where Prescott's rural heart and quality of life endure. We aspire to enhance enjoyment for the community at large.



PRESCOTT RODEO FAIRGROUNDS MASTER PLAN



FAIR STREET
MILLER VALLEY RD

LEGEND

- A REMOVABLE TRAFFIC BOLLARDS
 - B SHUTTLE PULL-OUT
 - C CROSSWALK
 - D VEHICULAR GATE
-
- 1 SPECTATOR GRAVEL PARKING.....683 SPACES
 - 2 CONTESTANT GRAVEL PARKING.....+/- 107 TRAILERS
 - 3 EQUIPMENT BARN
 - 4 AUTO CLUB.....EXISTING
 - 5 RV HOOKUPS.....16 TRAILERS
 - 6 CONTAINED MANURE MANAGEMENT SYSTEM
 - 7 RODEO STATUE
 - 8 COVERED ARENA (POLE BARN)
 - 9 LIVESTOCK PENS
 - 10 ANNOUNCER'S BOOTH
 - 11 RODEO ARENA
 - 12 JUSTIN'S ROOM
 - 13 SADDLING PADDOCKS
 - 14 PAVED VENDOR AREA
 - 15 MULTI-USE PAVILION
 - 16 PAVED RODEO PARKING/FARMERS MARKET.....205 SPACES w/ 30 ADA
 - 17 EXTENSION PAVED PARKING.....24 SPACES w/ 2 ADA
 - 18 EXTENSION & COMMUNITY OFFICES BUILDING
 - 19 DEMONSTRATION GARDEN
 - 20 EXTENSION HOOP HOUSE
 - 21 PRESCOTT FM COMPOST
 - 22 PARK GRAVEL PARKING.....15 SPACES w/ 2 ADA
 - 23 PARK
 - 24 BARN A.....EXISTING
 - 25 FORMER EXTENSION BUILDING.....EXISTING
 - 26 DANNY FREEMAN.....EXISTING
 - 27 MACKIN BUILDING.....EXISTING
 - 28 GRANDSTANDS.....EXISTING
 - 29 PRITCHARD BUILDING.....EXISTING
 - 30 DOC PARDEE.....EXISTING
 - 31 2-STORY RESTROOM BUILDING
 - 32 VOLUNTEER PAVED PARKING.....23 SPACES
 - 33 FUTURE PARKING/ SITE STORAGE.....134 SPACES
 - 34 SOUTH GRAVEL PARKING.....78 SPACES