

City of Prescott
City Manager's Office
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Rodeo/Fairgrounds Master Plan

September 2026

FACILITY PROJECT

The Prescott Rodeo/Fairgrounds has a long and renowned history. The City acquired the Rodeo/Fairgrounds from Yavapai County in June 2007. The property hosts the University of Arizona Cooperative Extension, Prescott Antique Auto Club, Prescott Farmers Market, City of Prescott IT Department Offices, Yavapai County Fair, and most notably, Prescott Frontier Days World's Oldest Rodeo, which has been operating at this location since 1913 and is now an integral part of Prescott's identity and economy that supports local business and government.

The Prescott Rodeo/Fairgrounds needs maintenance and has facilities that no longer meet current operational needs. These conditions affect event logistics and impact surrounding neighborhoods. The City of Prescott has initiated a collaborative master planning process to explore opportunities for site improvements that enhance functionality, modernize amenities, and address community concerns. The goal of the project is to develop a facility master plan that improves infrastructure, event operations, and the visitor experience, while helping to reduce impacts on the neighboring community.

City Council awarded a contract to GH2 Architects (GH2) on September 23, 2025. GH2 held a Kick-Off Coordination meeting and started leading monthly Rodeo/Fairgrounds Master Plan Steering Committee meetings October 7, held the first Stakeholders meeting November 5, performed a Current State Operations and Facility Assessment December 8, held a Project Visioning and Alignment Workshop with the Steering Committee December 9, held Community Meeting #1 February 2, Community Meeting #2 June 1, and final draft of the master plan was presented at the Community #3 August 5. A 45-day public comment period opened August 5, coinciding with the release of the final master plan, to allow for public review and comment. GH2 lead City Council Presentation #1 on June 23 and City Council Presentation #2 August 25, which included a public hearing.

Council Presentation #3 is scheduled for September 22 along with a public hearing and the closing of the 45-day public comment period. Council Presentation #4 is scheduled for October 13. Council will vote to approve the master plan at the same meeting.

City Contact Information

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