

CITY OF PRESCOTT
ARIZONA

CITY OF PRESCOTT

PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN

SEPTEMBER 2026

GH2 | EQUINE ARCHITECTS

CITY OF PRESCOTT
ARIZONA

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 site activities on 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 west, 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."



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

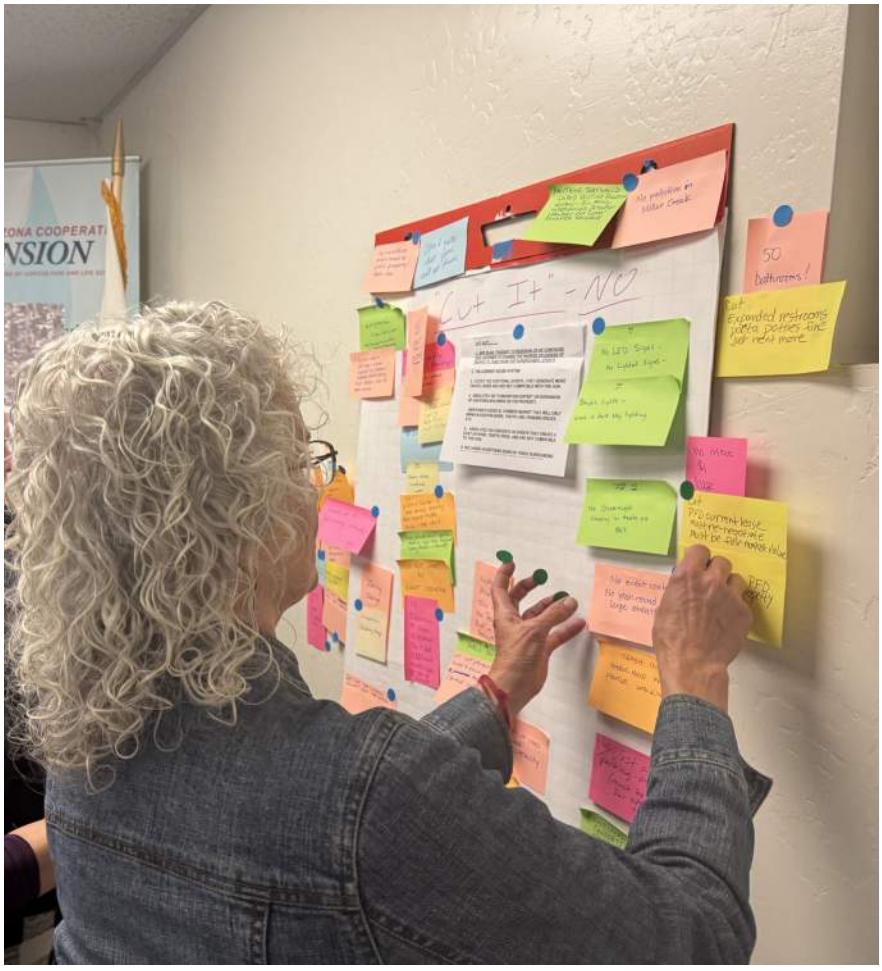
In parallel, the Design Team completed an existing site assessment to observe how existing facilities are utilized and improvements that would be desirable to consider as part of the Master Plan. The existing site is 34.61 acres; however, not all this acreage may be usable due to rock outcroppings, open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



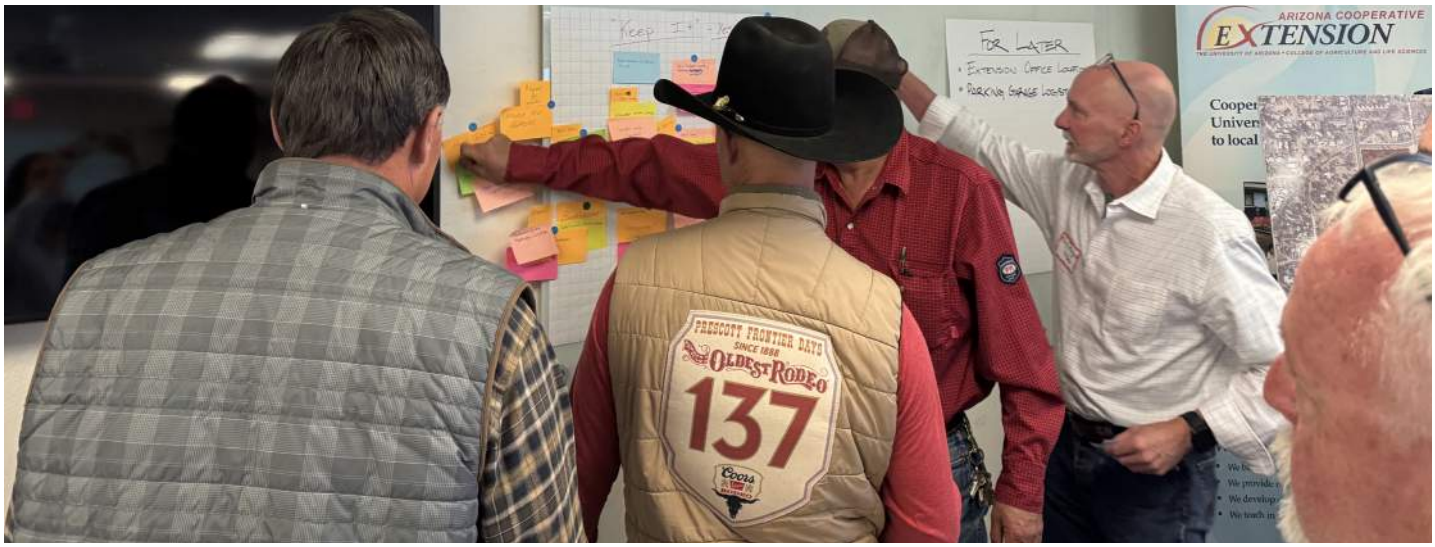
CITY OF PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN

Through alignment work sessions with Steering Committee members and Stakeholders a “program” of scope to be included within the Master Plan was established. Multiple design options were developed and evaluated. These layout options were refined in collaboration with the Steering Committee to culminate in the current draft Master Plan. The design team incorporated community feedback to create an improved Prescott Rodeo/Fairgrounds that encourages gathering and celebrates Prescott’s culture and history.









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.

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.

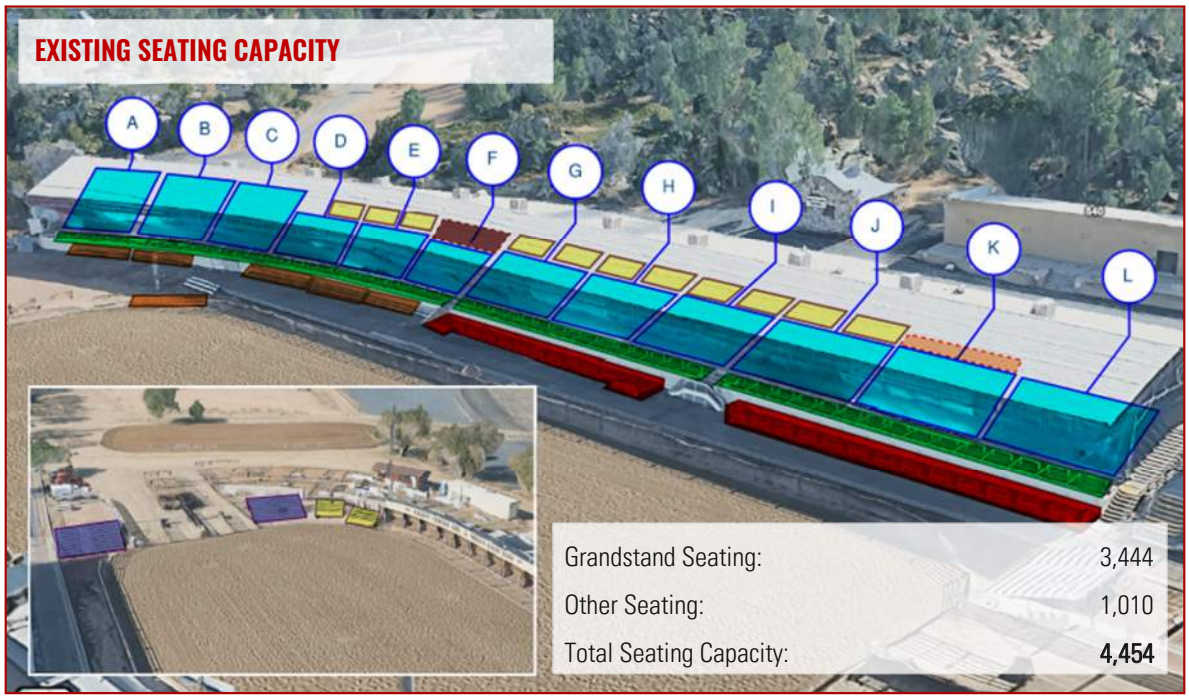
The following pages outline the existing facilities and site assessment and are intended to help residents, stakeholders, and decision-makers understand the current conditions of the rodeo/fairgrounds, the risks associated with deferred maintenance, and the strategic improvements necessary to maintain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

SPECTATOR CAPACITY

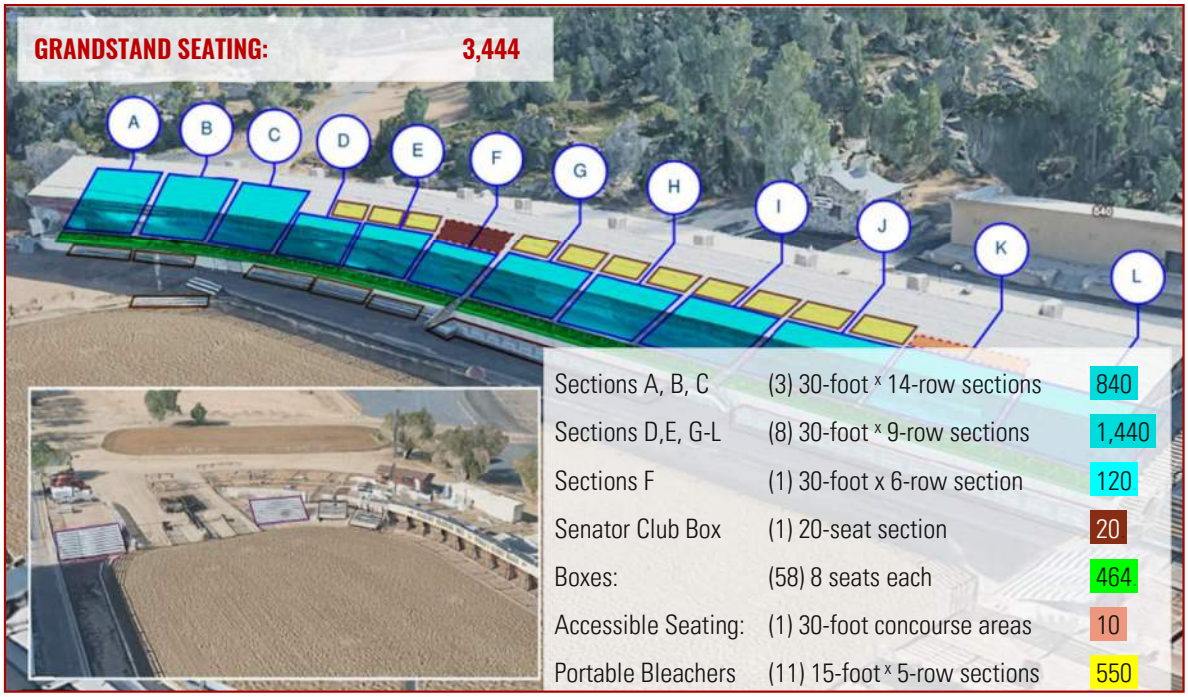
Total capacity is established based on the number of spectator areas provided during events. The total number of occupants is calculated based on the 2018 International Building Code, Section 1004.6 and Section 1108.

- For fixed seating without dividing arms, occupancy is determined based on an occupant factor of one person for every 18 inches of seating length.
- For box seating capacity, the number of occupants is based on observed conditions during the 2026 July rodeo and the number of chairs provided in each of the boxes.
- For accessible seating areas, occupancy is determined based on the space available to accommodate a wheelchair space.

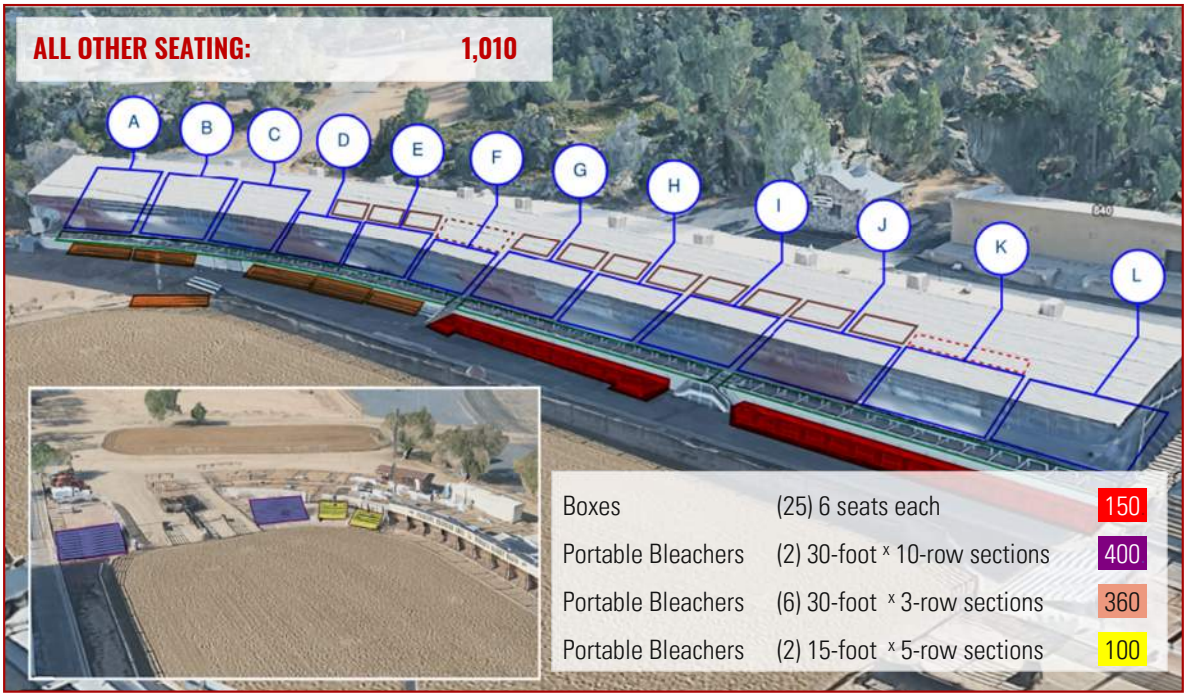
The total seating capacity shown includes the total of the Grandstand Seating and all other seating.



The Grandstand Seating is only the seating areas that are physically directly under the overhang. This consists of fixed bench seating, boxes, accessible seating areas, and portable bleacher seating as observed during the 2026 July rodeo.



All other seating includes seating around the rodeo arena that falls outside of the Grandstand canopy. This consists of ground-level boxes and portable bleacher seating.



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.

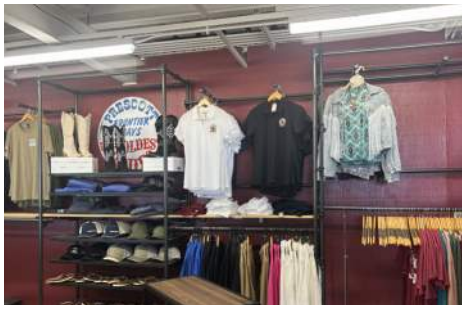
The current Grandstands are approximately 40,500 square feet and are built into the hillside south of the main rodeo arena. The primary seating present is a colored composite-backed bench seat anchored to tiered concrete platforms. The entirety of the Grandstands is covered with a steel cantilevered 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 9 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 swamp coolers provide ducted cooled air over the seating area. Along the upper concourse, visitors can find food and beverage vendors as well as souvenir shops.





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. Address any known deficiencies in fire suppression and alarm system
2. Egress pathways are not clearly marked or identified
3. Present guardrails lack proper fall protection
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.

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.



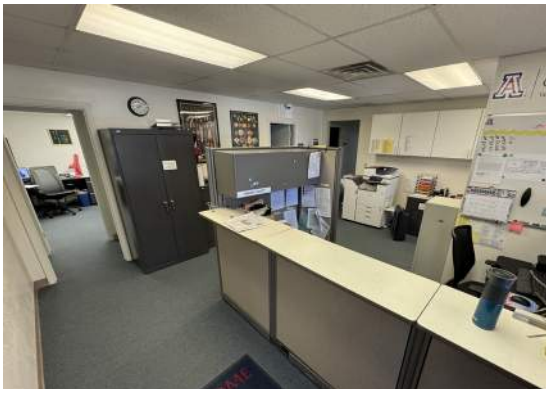


DOC PARDEE BUILDING

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

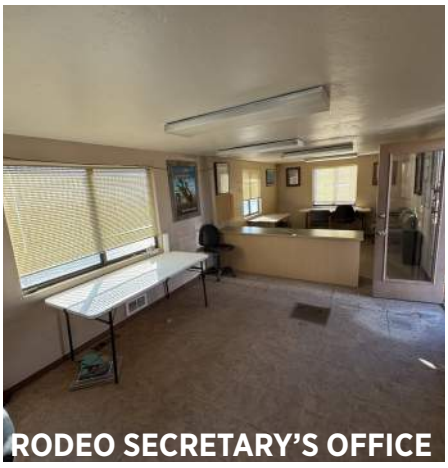
Additional facilities located on site include a temporary building serving as the Rodeo Secretary's Office, a trailer for sign storage, the main ticket building and an abandoned guard shack. Several shipping containers are located around the site and serve as storage for different stakeholders. The City 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, or 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	674,128 SF		$8,625,236
B. Existing Buildings	129,293 SF		$10,886,094
C. New Buildings / Enabling Projects			
1. Equipment Barn	8,099 SF		$2,105,740
2. Restroom Building	6,600 SF		$4,719,000
3. Covered Arena (Pole Barn) w/ Stalls	39,432 SF		$10,252,320
4. Multi-Purpose Pavilion	11,824 SF		$4,611,360
5. Extension/Community Hub Building	13,524 SF		$7,032,479
TOTAL:	**882,900 SF**		**$48,232,228**

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: STAKEHOLDER USER	STAKEHOLDERS: POTENTIAL FUNDING	PROPOSED SPACE ALLOCATION: EST. N.S.F.	PROPOSED SPACE ALLOCATION: QTY.	PROPOSED SPACE ALLOCATION: TOTAL N.S.F.	Budget Cost per SF	Budget Cost
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/Circulation**							
	Contestant Vehicle Entrance/Exit	Rodeo	$15.3 M (current project)	2,000 SF	0	0 SF	$100	$0
	Spectator Vehicle Entrance/Exit with Signage	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	2	3,000 SF	$20	$60,000
	Bus Pull Off	Neighborhood	City of Prescott	2,500 SF	1	2,500 SF	$100	$250,000
	Crosswalk with Removable Bollards	Neighborhood	City of Prescott		1			$50,000
3	**Park Areas**							
	Park Areas	Neighborhood	City of Prescott	51,272 SF	1	51,272 SF	$20	$1,025,440
4	**Paved Site Area**							
	Paved Rodeo Parking/Farmers Market	Rodeo	Rodeo	67,465 SF	1	67,465 SF	$20	$1,349,300
	Paved Vendor area	Rodeo	Rodeo	47,759 SF	1	47,759 SF	$20	$955,180
	Extension Paved Parking	Extension	U of A Extension	7,901 SF	1	7,901 SF	$20	$158,020
5	**Gravel Parking**							
	Spectator Gravel Parking	Rodeo	Rodeo	257,767 SF	1	257,767 SF	$2	$515,534
	Contestant Gravel Parking	Rodeo	Rodeo	255,528 SF	1	255,528 SF	$2	$511,056
	Rodeo Trails Gravel Parking	Rodeo	Rodeo	31,088 SF	1	31,088 SF	$2	$62,176
	Future Gravel Parking/Site Storage (Former IT Site)	Rodeo County Fair	Rodeo	50,348 SF	1	50,348 SF	$10	$503,480
	Park Gravel Parking	Farmer's Market	Farmers Market City of Prescott	3,380 SF	1	3,380 SF	$10	$33,800
6	**Compost Area**							
	Existing Compost Area	Farmers Market	Farmer's Market	10,375 SF	1	10,375 SF	$0	$0
	New Compost Area			4,961 SF	1	4,961 SF	$50	$248,050

	SITE AMENITY	STAKEHOLDERS: STAKEHOLDER USER	STAKEHOLDERS: POTENTIAL FUNDING	PROPOSED SPACE ALLOCATION: EST. N.S.F.	QTY.	TOTAL N.S.F.	Budget Cost per SF	Budget Cost
7	**Outdoor Arena & Support**							
	Rodeo Arena			41,441 SF	0	0 SF	$0	$0
	Livestock Pens Realignment	Rodeo	Rodeo	46,785 SF	0	0 SF	$10	$0
	Livestock Pen Expansion			24,070 SF	0	0 SF	$20	$0
8	**Demonstration Garden**							
		Extension	U of A Extension	34,613 SF	1	34,613 SF	$25	$865,325
9	**Tree Grove**							
	Tree Grove Area	Neighborhood City of Prescott	City of Prescott	18,167 SF	1	18,167 SF	$5	$90,835
10	**Bio Basin Area**							
	Bio Basin area	Neighborhood City of Prescott	City of Prescott	36,176 SF	1	36,176 SF	$40	$1,447,040
	Facility Net Square Feet (NSF):					674,128 SF		$8,625,236
	Net-to-Gross Conversion Factor:					1		
	Facility Gross Square Feet (GSF):					**674,128 SF**		**$8,625,236**
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) Storage	Rodeo	4,180 SF	1	4,180 SF	$100	$418,000
4	**Head Start/City IT**							
	Existing - Demolish	Rodeo	City of Prescott	50,348 SF	1	50,348 SF	$25	$1,258,700
	Site/ Exterior Support & Allowance						25%	$419,175
								$1,677,875

	SITE AMENITY	STAKEHOLDERS: STAKEHOLDER USER	STAKEHOLDERS: POTENTIAL FUNDING	PROPOSED SPACE ALLOCATION: EST. N.S.F.	QTY.	TOTAL N.S.F.	Budget Cost per SF	Budget Cost
5	**Danny Freeman Building**							
	Existing - Renovate		$15.3 M (current project)	4,110 SF	0	0 SF	$100	$0
	Upgrades to consider- maintenance and repairs, historic preservation, accessibility improvements and other items noted upon further evaluation	Rodeo		4,110 SF	1	4,110 SF	$100	$411,000
								$411,000
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	$15.3 M (current 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
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/Upgrade		$15.3 M (current project), PRF	40,500 SF	0	0 SF	$150	$0
	Upgrades to consider: structural analysis, fire protection, egress, accessibility and other items noted upon further evaluation.	Rodeo		40,500 SF	1	40,500 SF	$150	$6,075,000
								$6,075,000

	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.		
12	**Doc Pardee Building**							
	Existing - Renovate		$15.3 M (current project)	1,225 SF	0	0 SF	$100	$0
	Upgrades to consider- maintenance and repairs, historic preservation, accessibility improvements and other items noted upon further evaluation	Rodeo		1,225 SF	1	1,225 SF	$100	$122,500
								$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 - Demolish	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
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):			197,303 SF		129,293 SF		
	Net-to-Gross Conversion Factor:					1		
	Facility Gross Square Feet (GSF):					**129,293 SF**		$10,886,094

SITE AMENITY	STAKEHOLDERS: STAKEHOLDER USER	STAKEHOLDERS: POTENTIAL FUNDING	PROPOSED SPACE ALLOCATION: EST. N.S.F.	QTY.	TOTAL N.S.F.	Budget Cost per SF	Budget Cost
C New Buildings							
1 Equipment Barn							
Tractor, Truck, Equipment Garage	Rodeo	Rodeo	7,439 SF	1	7,439 SF		
Restroom			120 SF	1	120 SF		
Office			270 SF	1	270 SF		
Secured Storage			270 SF	1	270 SF		
Building Net Square Feet (NSF):					8,099 SF		
Net-to-Gross Conversion Factor:					1.0		
Facility Gross Square Feet (GSF):					**8,099 SF**	$200	$1,619,800
Site/ Exterior Support & Allowance						30%	$485,940
							$2,105,740
2 Restroom Building							
Men's Restrooms		Rodeo	80 SF	20	1,600 SF		
Women's Restrooms			80 SF	40	3,200 SF		
Family Restrooms			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
3 Covered Arena							
Arena Space Stalling Area	Rodeo Fair	Rodeo	**37,789 SF**	**1**	37,789 SF		
Restroom & Showers Combined Total			**643 SF**	**1**	643 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):					39,432 SF		
Net-to-Gross Conversion Factor:					1		
Facility Gross Square Feet (GSF):					**39,432 SF**	$200	$7,886,400
Site/ Exterior Support & Allowance						30%	$2,365,920
							$10,252,320

	SITE AMENITY	STAKEHOLDERS: STAKEHOLDER USER	STAKEHOLDERS: POTENTIAL FUNDING	PROPOSED SPACE ALLOCATION: EST. N.S.F.	QTY.	TOTAL N.S.F.	Budget Cost per SF	Budget Cost
4	Multi-Purpose Community Hub Pavillion							
	Multi-Purpose Room	Rodeo	Rodeo	7,758 SF	1	7,758 SF		
	Men's Restroom			80 SF	8	640 SF		
	Women's Restroom			80 SF	12	960 SF		
	Museum-Display			100 SF	5	500 SF		
	Gift Shop			650 SF	1	650 SF		
	Catering Kitchen			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
5	**Extension/Community Hub Building**							
	Office- Director	U of A Extension	U of A Extension	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)			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		

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.		
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. New fixed seating on the west end of the arena and additional elevated seating will be located on either side of the Announcer's Booth above the paddocks and livestock areas. Total targeted spectator capacity with the additional seating is 5,000. 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).

Three new additions to the Prescott Rodeo/Fairgrounds include a new Multi-use Pavilion west of the Rodeo Arena, 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 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.



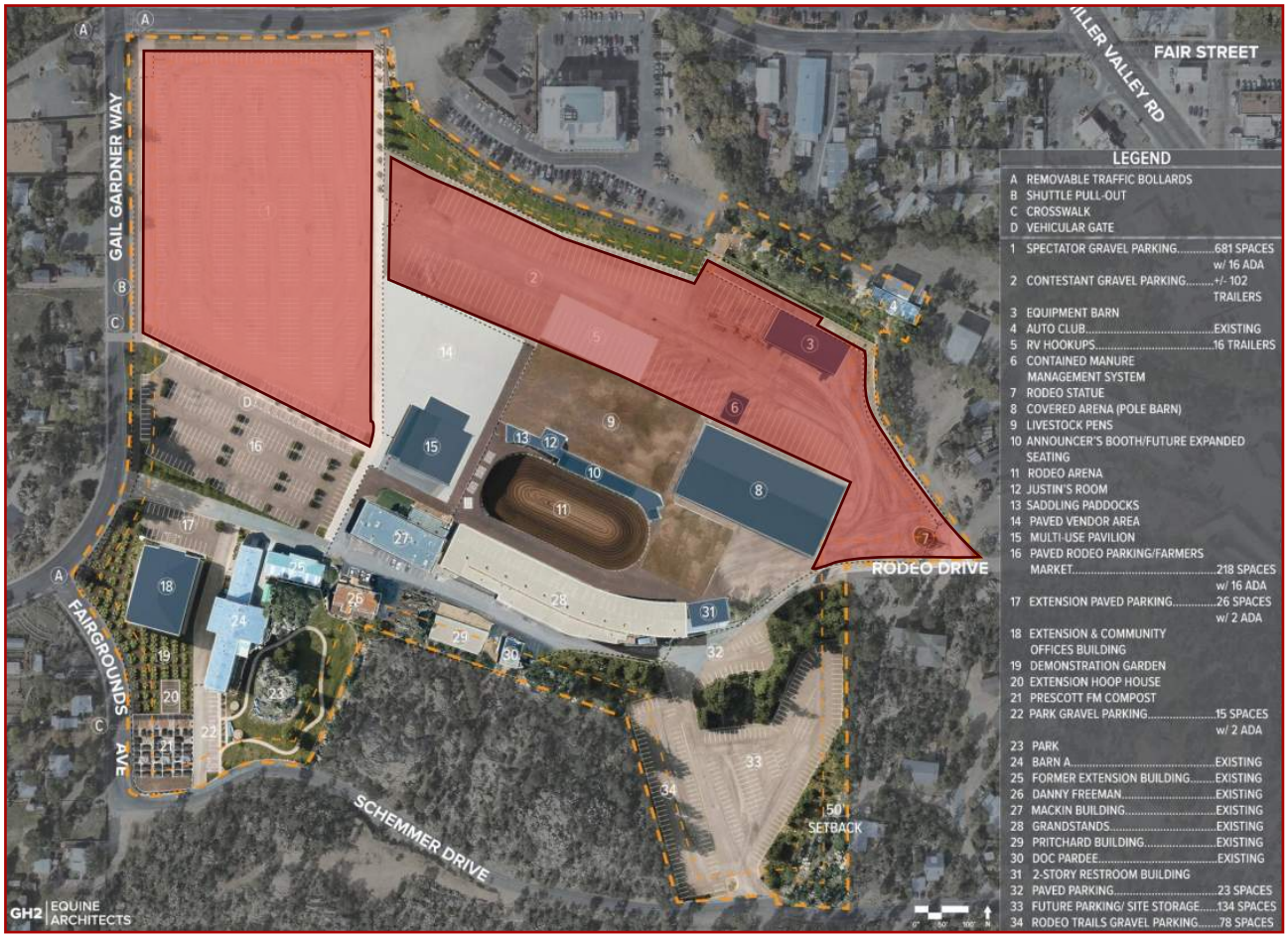
CIRCULATION

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 Pavilion, 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.

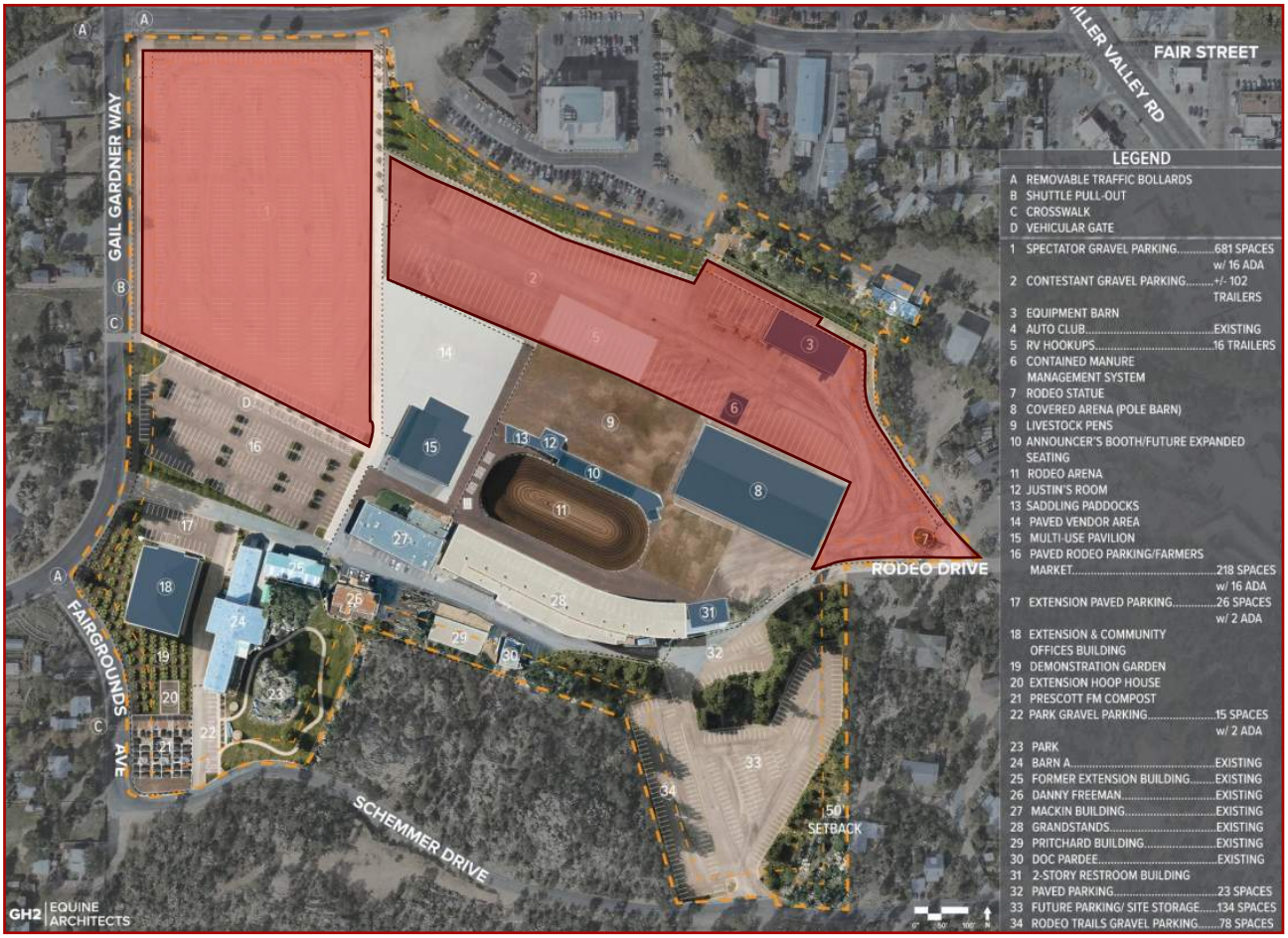
The first phase includes the construction of a new Equipment Barn, Manure Management and the replacement of Barn B and adjacent parking with a new paved parking area that will serve the Rodeo and Fair along with supporting the Prescott Farmer's Market. The rodeo arena orientation will be reversed so 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 geotechnical 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

The difficulty in providing an exact number of existing parking spaces is that the majority of the area used for spectator parking is unmarked gravel parking lots, meaning the capacity can vary greatly. The existing primary gravel parking area is approximately 281,000 square feet. Parking capacity also varies depending on how an event is utilizing the overall site. Per Lee Engineering's Traffic Report dated February 7, 2024, the Rodeo hosted 1,021 total non-contestant vehicles during the 2023 Rodeo. In contrast, due to program use changes, the County Fair indicated its capacity at around 750 attendee vehicles during its 2025 event.

The current total projected non-contestant parking capacity is 1,123 spaces and excludes parking for the new Extension Paved Parking (26 spaces) and new Park Gravel Parking lot (15 spaces) and miscellaneous parking near the Mackin Building. In the proposed Master Plan, the primary gravel parking area designated for spectator parking is approximately 257,767 square feet with 681 parking spaces shown, but like the current gravel lot, the parking area will ultimately be unmarked, and the layout is adaptable to the event taking place. The shown layout balances circulation and 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. For the projected occupancy capacity for the Rodeo/Fairgrounds site of 5,000 spectators, 1,667 off-street parking spaces are to be provided.

LOT	CAPACITY
Spectator Gravel Parking	± 681 (including 16 ADA)
Paved Rodeo Parking (Farmers Market)	218 (including 16 ADA)
Rodeo Trails Gravel Parking	± 78
Future Parking (IT Site)	± 134
Paved Parking (Former ADA parking lot)	23
Total Event Spaces	**1,123**

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 that it plans to refine and possibly expand.

Handicapped accessible parking space requirements are governed by Section 6.2.6 of the Prescott City Code, and per Table 6.2.6, for lots with 1001 or greater spaces, 20 accessible spaces are to be provided plus one for every 100 spaces over 1,000 spaces. Therefore, for the 1,667 spaces required, 27 handicapped accessible spaces are required. The current draft master plan includes 30 designated handicap accessible paved parking spaces for non-contestants, excluding those for the new Extension Paved Parking area (2 provided) and new Park Gravel Parking (2 paved spaces provided).

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 ≤1,520, 1/60>1,520
Total	5,000	29	55

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


KEYED SITE PLAN
FAIR STREET
MILLER VALLEY RD
GAIL GARDNER WAY
RODEO DRIVE
FAIRGROUNDS AVE
SCHEMMER DRIVE
50' SETBACK
GH2 EQUINE ARCHITECTS
LEGEND
A REMOVABLE TRAFFIC BOLLARDS
B SHUTTLE PULL-OUT
C CROSSWALK
D VEHICULAR GATE
1 SPECTATOR GRAVEL PARKING.....681 SPACES w/ 16 ADA
2 CONTESTANT GRAVEL PARKING.....+/- 102 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/FUTURE EXPANDED SEATING
11 RODEO ARENA
12 JUSTIN'S ROOM
13 SADDLING PADDOCKS
14 PAVED VENDOR AREA
15 MULTI-USE PAVILION
16 PAVED RODEO PARKING/FARMERS MARKET.....218 SPACES w/ 16 ADA
17 EXTENSION PAVED PARKING.....26 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 PAVED PARKING.....23 SPACES
33 FUTURE PARKING/ SITE STORAGE.....134 SPACES
34 RODEO TRAILS GRAVEL PARKING.....78 SPACES


CIRCULATION SITE PLAN
FAIR STREET
MILLER VALLEY RD
GAIL GARDNER WAY
RODEO DRIVE
FAIRGROUNDS AVE
SCHEMMER DRIVE
50' SETBACK
GH2 EQUINE ARCHITECTS
LEGEND
SHUTTLE PULL-OUT
SHUTTLE CIRCULATION
SPECTATOR VEHICLE ENTRANCE/ EXIT
SPECTATOR/ PUBLIC CIRCULATION
SPECTATOR/ PUBLIC VEHICLE CIRCULATION
CONTESTANT VEHICLE ENTRANCE/ EXIT
CONTESTANT VEHICLE CIRCULATION
SECONDARY ENTRANCE
OTHER CIRCULATION
TICKET ENTRANCE
STAFF/ EMERGENCY ACCESS
BARRIER/ FENCE

3D RENDERINGS





3D RENDERINGS & FLOOR PLANS

MULTI-USE PAVILION



COVERED ARENA



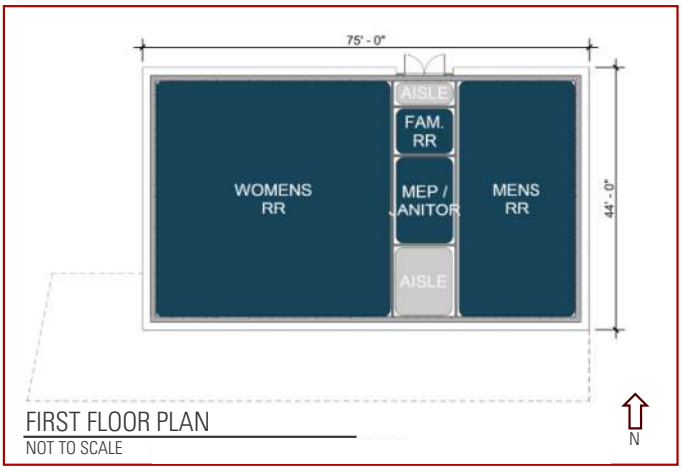
COOPERATIVE EXTENSION BUILDING



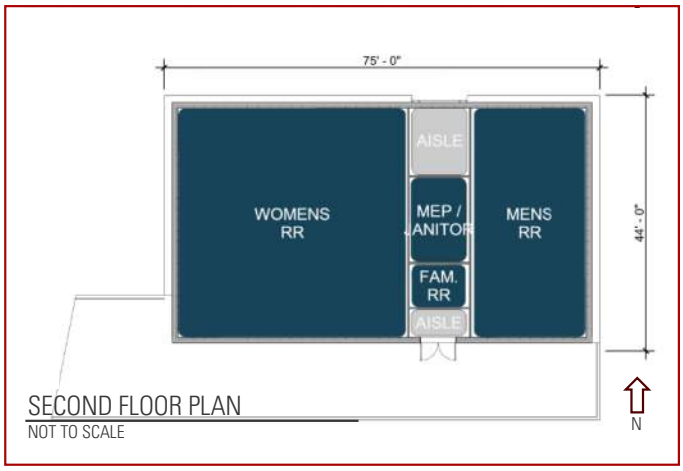
EQUIPMENT BARN



RESTROOMS



FIRST FLOOR PLAN
NOT TO SCALE



SECOND FLOOR PLAN
NOT TO SCALE

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
- Mike Morris - Deputy City Manager
- Gwen Rowitsch - Public Works Director

GAIL GARDNER NEIGHBORHOOD
- Brandon Eubanks - Neighbor
- Deb Thalasitis - Neighbor
- Earl Duque - Neighbor
- Sue Manuel - Neighbor

PRESCOTT ANTIQUE AUTO CLUB
- 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.

