



City of Prescott

City Council - Study Session

March 28, 2023 | 2:00 PM
201 N Montezuma Street
City Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Mayor Goode called the meeting to order at 2:06 p.m.

2. ROLL CALL

Phil Goode - Mayor
Brandon Montoya - Mayor Pro Tem
Connie Cantelme - Councilwoman
Eric Moore - Councilman
Cathey Rusing - Councilmember
Steve Sischka - Councilman
Clark Tenney - Councilman

3. DISCUSSION

A. Presentation & Discussion from Prescott Frontier Days Rodeo Regarding the Rodeo Grounds Master Plan.

Rodeo staff was present and provided a presentation to Council.

Board of Directors President Ron Owsley began the discussion and introduced General Manager Jim Dewey Brown. Rodeo staff and partners have been working on the Master Plan for nearly 15 months and they are very proud of the world-class facility that has been designed. He reminded Council that they are not requesting any funding today, and they will be showing the rodeo's economic impact and what expectations are going forward as well. They have and will continue to involve stakeholders in the community as they continue to work through the phases of the Master Plan.

Mr. Brown provided an overview of 2022. They did a drastic overhaul and had a record number (697) of contestants, as well as adding 36 mutton busters and the wild horse event as well. Sponsor support was also unprecedented and they sold out all performances, and were able to payout over \$330,000 to the participants.

2021 Economic Impact:

- * 81,500 attendees
- * \$12.9 million labor income
- * \$33.5 million economic activity
- * \$2.6 million state, county & city tax revenues
- * 39 events held at the grounds

2022 Economic Impact:

- * 90,500 attendees
- * \$14.3 million labor income
- * \$37.2 million economic activity
- * \$2.9 million state, county & city tax revenues
- * 62 events held at the grounds

Purpose:

Expand

Attract hiring equality events

Create a facility that accommodates conventions, trade shows, meetings, festivals (indoor and outdoor)

Purpose:

- * To expand the ability to attract more equine related events
- * To open and expand facility for community events
- * To create a facility that accommodates conventions, trade shows, meetings and festivals indoors and outdoors

Three Major Elements of the Plan:

- * Stakeholder input
- * Mayor & City Council
- * Two public open house sessions

The Plan:

- * New entrance
- * Concert/convention center - 16 square foot building and pavilion (gift shop, museum, kitchen)
- * Seating for 840 for banquets, concerts etc.
- * Covered arena - could be used for a variety of purposes and events, not just the Rodeo
- * Covered and suite style seating, an additional grandstand
- * Westside bathroom upgrades (54 stalls)
- * Bring arena closer to the original grand stands
- * 7,500 sq foot building for buckle club(216) to enable them to host different events; this will be enclosed

Mr. Brown stated one of the things they looked at when designing this was looking at what the grounds were originally and focusing on the goal of bringing the historic pieces back.

Tentative Phasing Plan:

- * Phase I - conference center/pavilion, west bathrooms, grandstand seating improvements
- * Phase 1.5 - arena adaptation, equipment barn
- * Phase II - new grandstand arena, "justin" room (old jockey room), east restrooms, buckle club
- * Phase III - covered arena
- * the total cost is estimated to be a little over \$40 million for completion of the Master Plan design

Construction Economic Impact:

- * 511 temp jobs
- * \$27.3 million wages
- * \$74.8 million economic impact
- * \$2.8 million in state tax revenues
- * \$1.7 million in city and county tax revenues

Recreation Services Director Joe Baynes addressed Council and stated that he has been working as the city liaison for this over the last 15 months. Many of these improvements will improve this city-owned asset and it will have a positive impact on the community as well. There will be open houses and community input to come as well.

Councilman Moore stated that he appreciates the work that has gone into this. He likes when people think big and this is certainly that. Additionally, he asked about the composting facility on potential community garden on a portion of the property and if there has been any consideration of how that project may be impacted. He would like to keep that option for the future.

Mr. Brown responded that they have met with the Farmers Market folks and the facility will stay. He doesn't see any reason why a garden couldn't be incorporated there as well. That area is under-utilized and the size wouldn't impact the parking or anything else the Rodeo has planned.

Councilman Moore also asked what they are looking at for the parking surface.

Mr. Brown stated that they have already begun doing millings in the parking area, and will more than likely continue with that but it will not be paved.

Mayor Goode commented that the vast improvements and development will likely lead to the property being utilized more frequently and there are many people who live in the surrounding areas that deal with it for the week, but may not be in favor of additional activity. He asked how sound and other impacts will be addressed.

Mr. Brown stated that the sound currently goes out 300 feet across the area due to the design, but this new set-up would allow them to redirect that and point it down so it will likely be reduced. With regard to the pavilion, they plan to avoid concerts for quite some time, but it will be more fine-tuned. He added that they have been in discussions with Transportation Manager Ian Mattingly regarding traffic control for events in that area as well and that will continue to be analyzed. They plan to have multiple access points for fans.

Mr. Baynes added that this is all preliminary and will go through all of the proper channels before approval to see how they will impact the community.

Mayor Goode stated this is a good proposal, being able to generate substantial additional activity and enhance the Rodeo.

Councilmember Rusing stated that behind the grandstands there are a number of historic buildings and asked if there is any plan to incorporate those into the Master Plan.

Mr. Brown responded they will remain intact.

Councilwoman Cantelme asked if the plan is to shut down after the Rodeo concludes and then try to get it done by the following year. There is a significant need for a convention center and this looks like a great opportunity for that.

Mr. Owsley said the Rodeo will remain functional and phases will happen in between events.

Councilman Sischka thanked everyone for their time and for putting together a great plan. He asked what the estimated time frame is for completion.

Mr. Owsley responded that it depends on financing, but they anticipate likely 3-7 years.

Mr. Brown concurred, and added that Phase I should be completed in about three (3) years.

Councilman Tenney commented that the Rodeo has done a great job in putting together a Master Plan as Council previously requested and this is far and above what he would've anticipated receiving. He thanked them for the work that has been put into this and stated that he appreciates the thoughtfulness in mitigating noise issues as well.

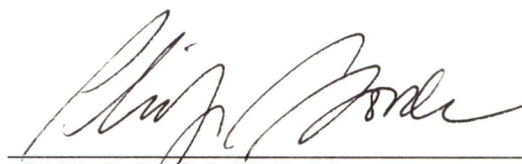
Mr. Owsley commented that they will be returning with a proposal for a longer term lease moving forward as well.

Member of the public Deborah Thalassitis addressed the Council regarding the poor location of the rodeo grounds. She stated that the 2015 General Plan doesn't have this in it at all; the community has not been considered a stakeholder and that is unfortunate. She added that in her opinion the city's noise ordinance is insufficient and anything with a special use permit is exempt anyway. For the ten surrounding neighborhoods that use Gail Gardener to get to necessary amenities she is concerned about the impacts of a larger facility.

This item was for discussion only, no formal action was taken.

4. ADJOURNMENT

There being no further business to discuss, Mayor Goode adjourned the meeting at 2:54 p.m.



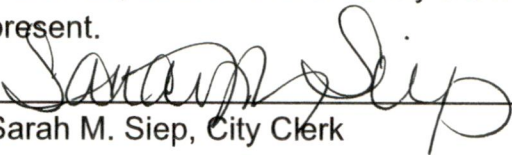
PHILIP R. GOODE, Mayor

ATTEST:


SARAH M. SIEP, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on March 28, 2023. I further certify the meeting was duly called and held and that a quorum was present.


Sarah M. Siep, City Clerk

