

City of Prescott

City Council - Study Session



June 23, 2026 | 1:00 PM
201 N Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Prescott City Council** at its **Study Session** pursuant to the Prescott City Charter, Article II, Section 13. Notice of the meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02. One or more members of the Council may be attending the meeting through the use of a technological device.

Viewing & Participation

This meeting may be viewed on Channel 64, Facebook Live or on the City's website: [City of Prescott Live Meeting Feed](#)

Public comments for Council may be submitted through the City website: [Public Comment Form](#)

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **DISCUSSION**
 - A. Presentation & Discussion Regarding the Rodeo/Fairgrounds Master Plan Project Update.
4. **ADJOURNMENT**

Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));

- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 6/18/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: June 23 Study Session
DATE: June 23, 2026
DEPT: City Manager
ITEM #: 3.A
SUBJECT: Presentation & Discussion Regarding the Rodeo/Fairgrounds Master Plan Project Update.

ITEM SUMMARY

This item is to provide a project update, and will be the first of two (2) Council presentations, related to City Contract No. 2026-060 with GH2 Architects, LLC., for the Rodeo/Fairgrounds Master Plan. The location of the project is shown on the attached site map, Exhibit A.

BACKGROUND

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 predominately bordered by long-time single-family residential neighborhoods on the south and west sides. The north and east sides are bordered predominately by regional businesses and retail. The Prescott Rodeo/Fairgrounds has a long and renowned history. The City of Prescott acquired the Prescott Rodeo/Fairgrounds from Yavapai County in June 2007. The property hosts the City of Prescott IT Offices, Prescott Antique Auto Club, Prescott Farmers Market, the University of Arizona Cooperative Extension, the Yavapai County Fair, 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's identity and the economy that supports local business and government. Other events held at the Prescott Rodeo/Fairgrounds include memorials, the Arizona Junior Rodeo, Toastmasters, and many more.

Due to the age of the facility and the lack of significant financial investment in improvements by the County and City over the history of the Prescott Rodeo/Fairgrounds, there are significant deferred maintenance items, which have negative impacts on the Rodeo and the neighboring properties during large events. The Rodeo/Fairgrounds has inadequate and inefficient amenities and spaces for the uses of the property and has a lack of modernized amenities that could mitigate adjoining neighborhood impacts. The City of Prescott now has an opportunity and responsibility to address these issues, beginning with restarting a collaborative improvement planning process, and ensuring the property is a welcome asset reflective of the high standards of the community at large. The planning process will include consideration of changes to the property and amenities to mitigate impacts on the neighboring properties. During large events, neighbors can experience loud music and other sounds until late in the evening, an increase in traffic and parking on neighborhood streets, bright lights that carry beyond property boundaries, and other impacts. In order to be a better neighbor to our residents, the City should evaluate mitigative actions that could minimize or eliminate these undesirable impacts during the planning process for improvements.

At the September 23, 2025, Council meeting, a contract with GH2 Architects, LLC. (GH2) was approved to lead a collaborative master planning effort with the Master Plan Steering Committee. Since then, GH2 has led a kick-off coordination meeting on October 7th, monthly Steering Committee meetings, a stakeholder visioning and alignment programming meeting on November 5th, a site tour and assessment on December 8th, Community Meeting No. 1 to introduce programming elements to the public on February 2nd, a stakeholder architectural visioning charrette

on March 2nd, participated in Stakeholder meetings with the City Manager on April 24th and 29th, and led Community Meeting No. 2 to present a draft of the Master Plan site plan to the public on June 1st. At this meeting, GH2 will provide City Council with an overview of the Master Plan process to date, as well as, present the Draft Master Plan for City Council review and discussion.

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

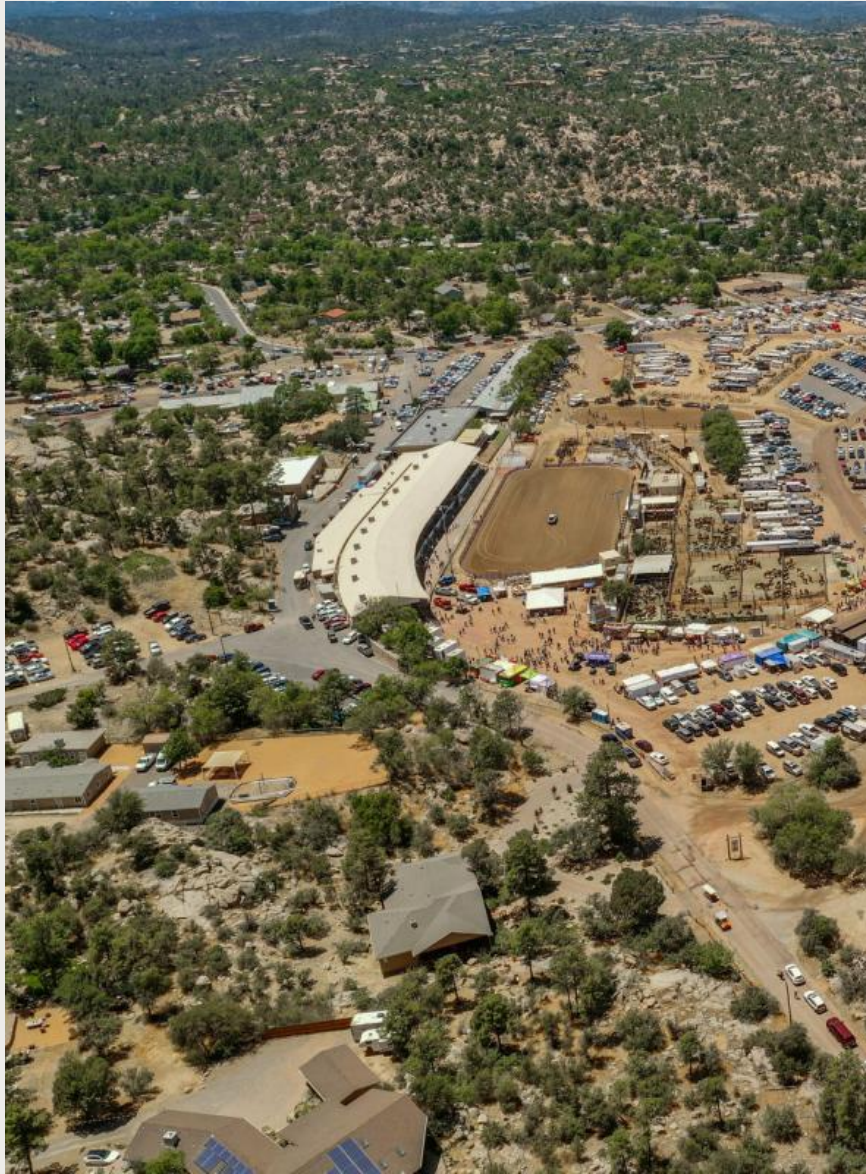
This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. Exhibit A - Site Map
2. Rodeo/Fairgrounds Master Plan - Council Presentation

CURRENT PRESCOTT RODEO/FAIRGROUNDS



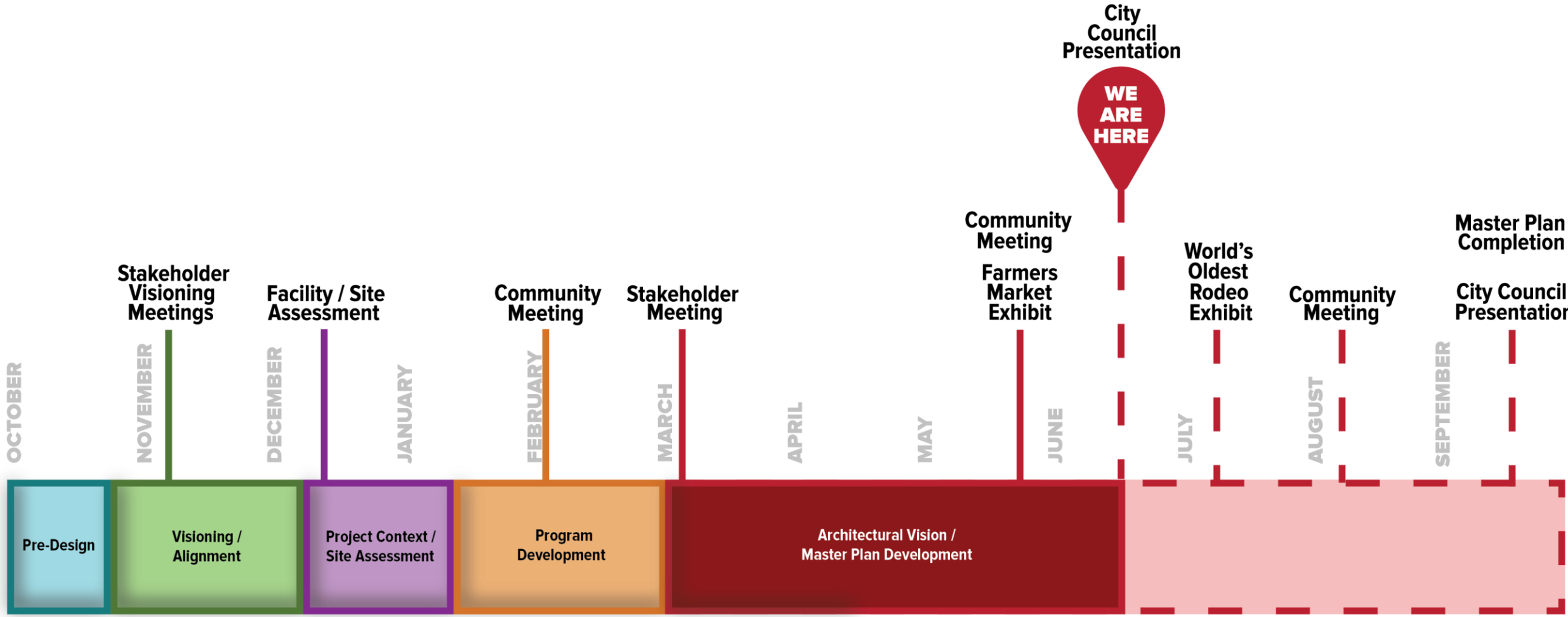


CITY OF PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN



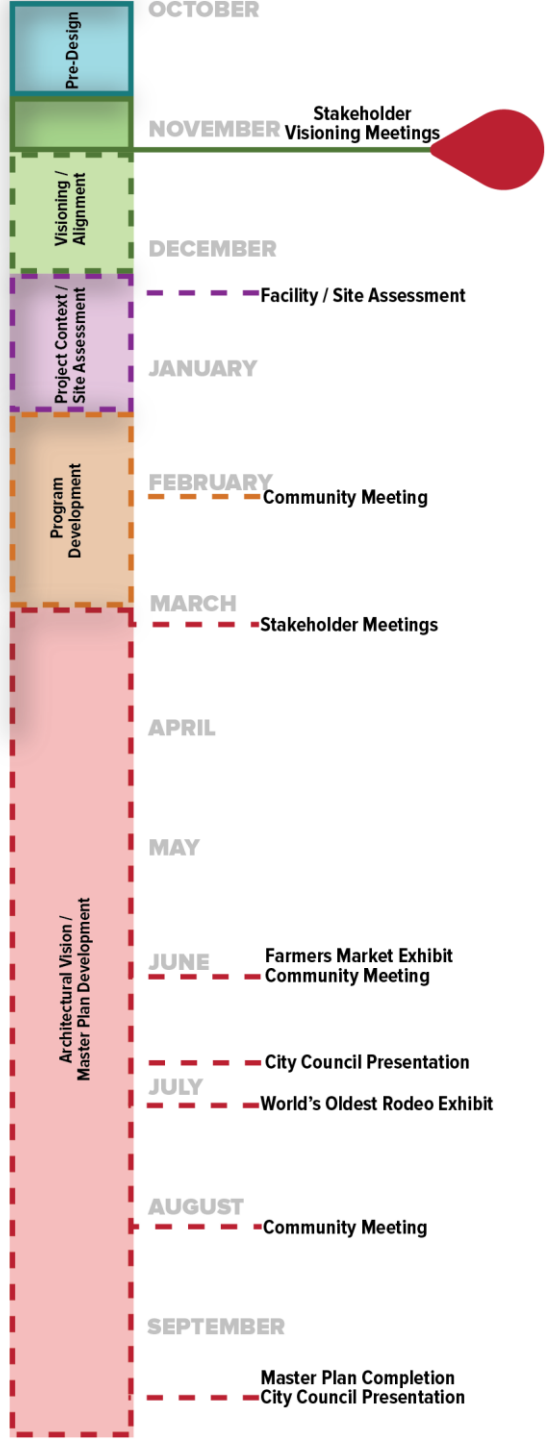
COUNCIL PRESENTATION

PROJECT SCHEDULE



COMMUNITY ENGAGEMENT

STAKEHOLDER VISIONING MEETINGS

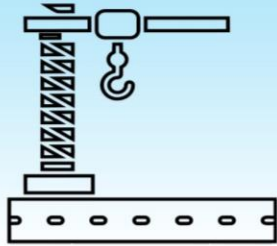


MASTER PLAN VISIONING

Which Visioning Theme is most important to you?

INFRASTRUCTURE AND FACILITIES MODERNIZATION

The site's physical infrastructure must be updated for comfort, accessibility, and environmental compliance while retaining its rural and historic character.



COLLABORATION, COEXISTENCE, AND BALANCED USE

A central governance or coordination mechanism may be needed to balance interests and sustain long-term collaboration.



ENVIRONMENTAL STEWARDSHIP AND AESTHETICS

Stakeholders want sustainable design that minimizes environmental impact and enhances beauty, comfort and livability.



SITE MANAGEMENT, GOVERNANCE, AND LEASES

Lease terms, governance and coordination with the City should be transparent, equitable, and aligned with long-term sustainability.



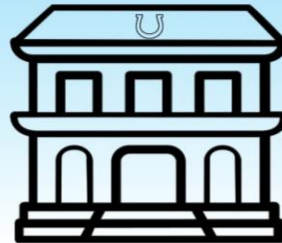
PARKING, CIRCULATION, AND ACCESS

A unified circulation and parking strategy — that minimizes neighborhood impact and supports multiple concurrent uses — is essential.



PRESERVATION OF HISTORIC AND CULTURAL IDENTITY

Preservation of legacy, aesthetics, and character should guide the architectural tone of all improvements.



COMMUNITY ACCESS AND SHARED PUBLIC SPACE

There's broad agreement that the site should continue to serve the wider community, though boundaries for event-specific zones must be clarified.

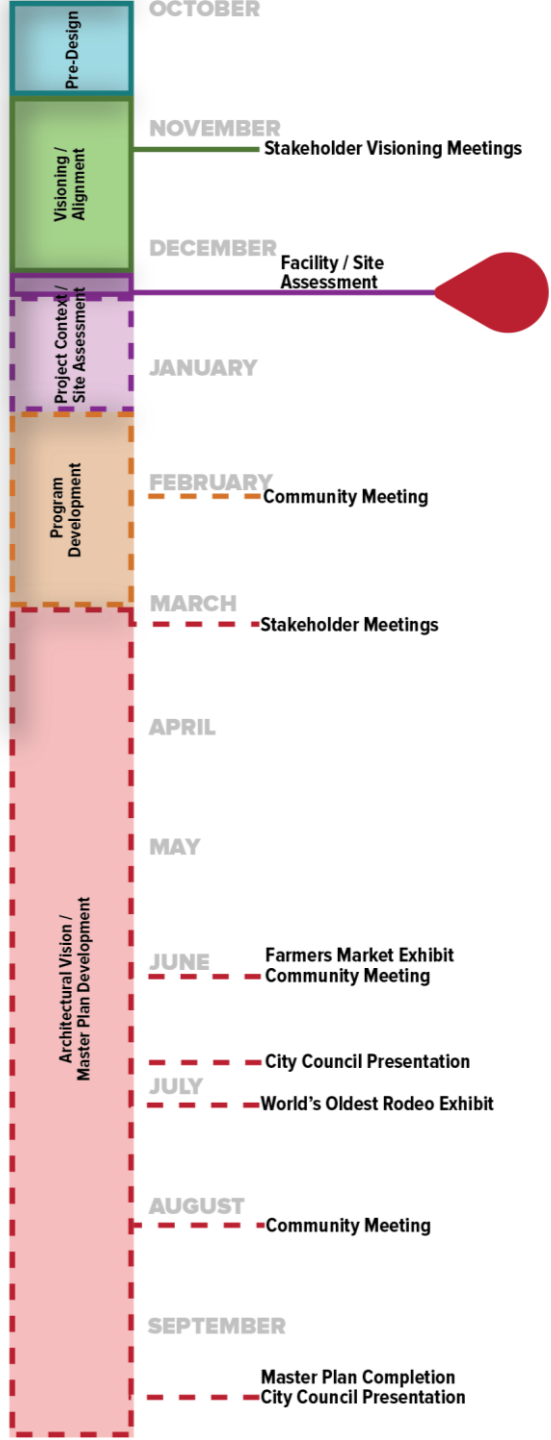


EVENT MANAGEMENT AND NOISE CONTROL

The Master Plan should include policies for scheduling, sound management and crowd logistics to minimize conflicts.



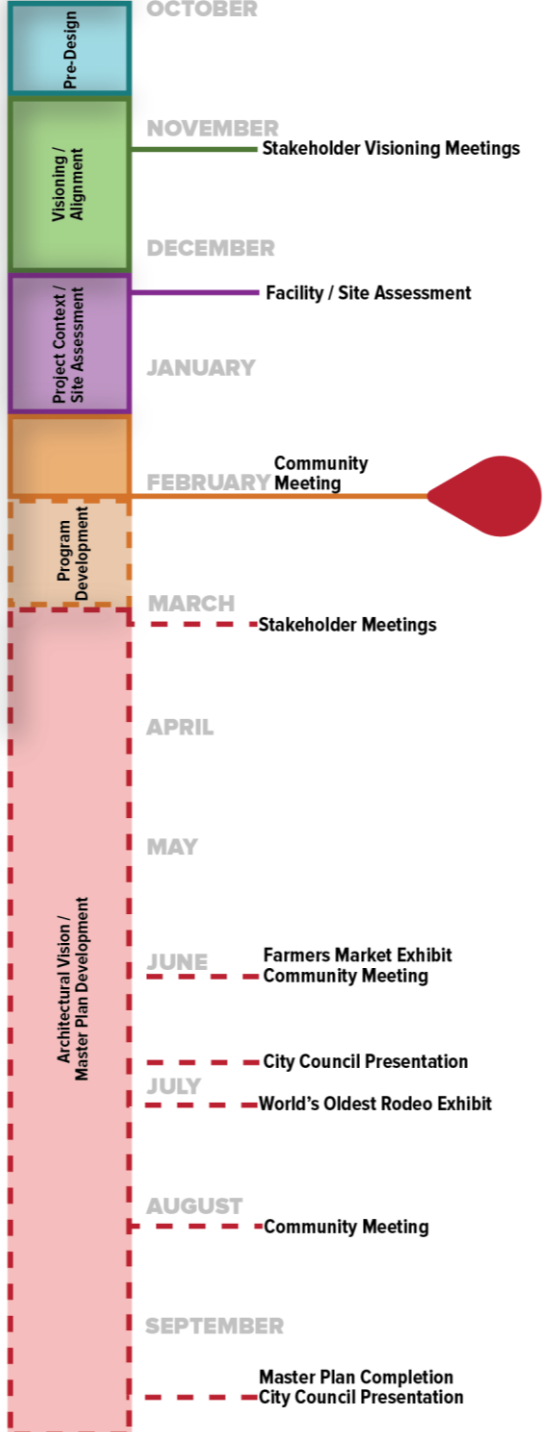
SITE ASSESSMENTS



FACILITY/SITE ASSESSMENT

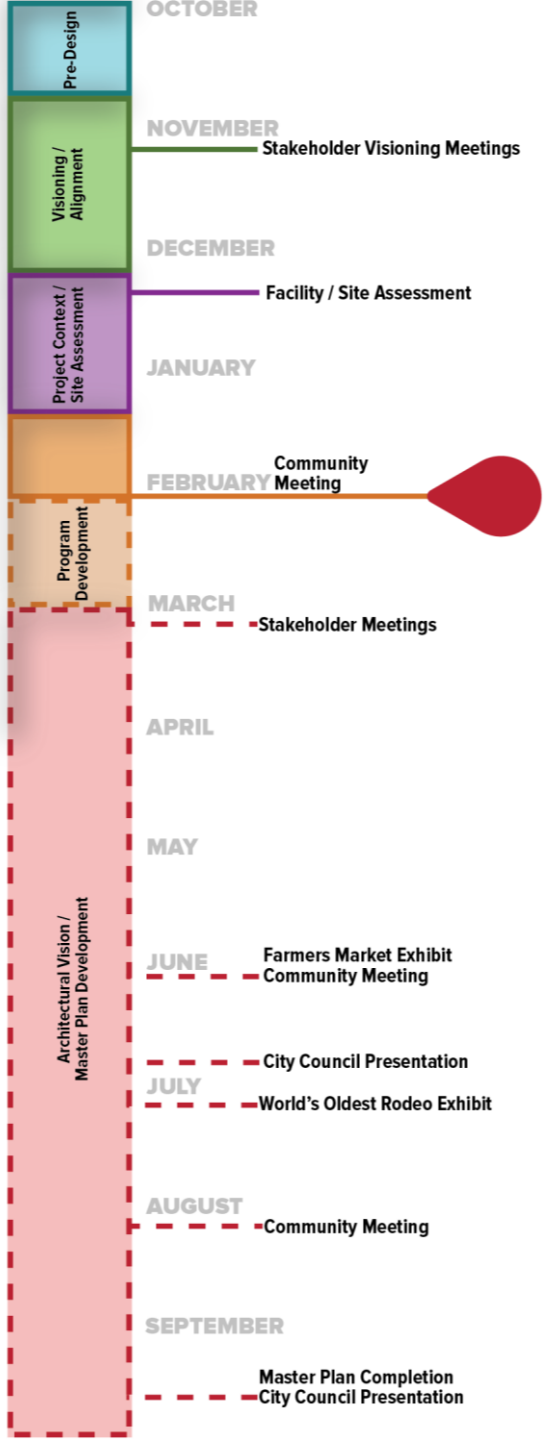


COMMUNITY ENGAGEMENT



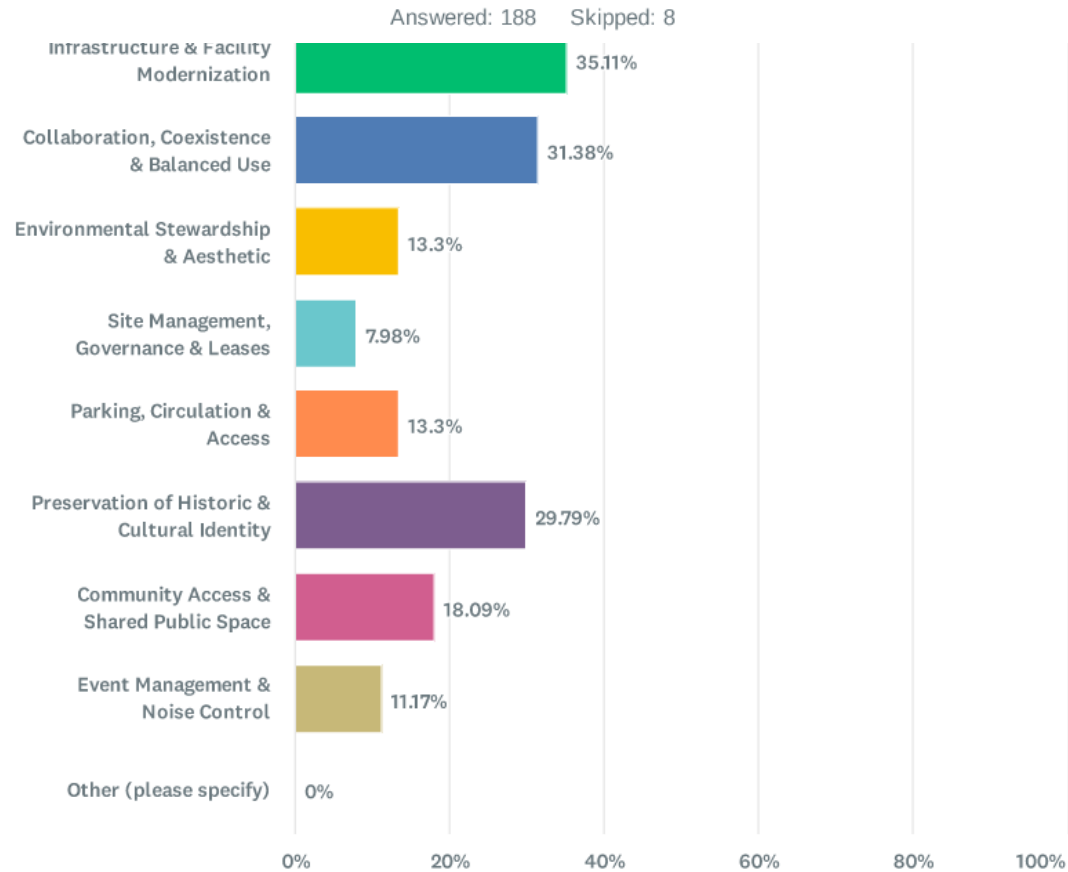
COMMUNITY MEETING #1

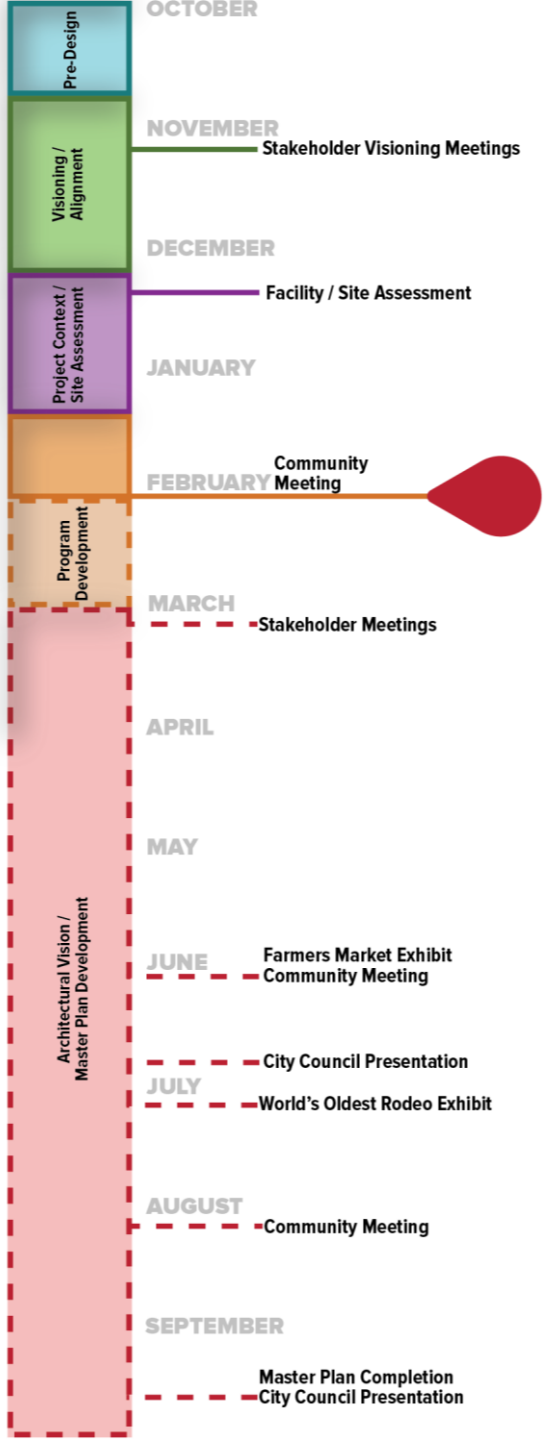




COMMUNITY MEETING #1

Of these Visioning Themes, which is the most important to you?

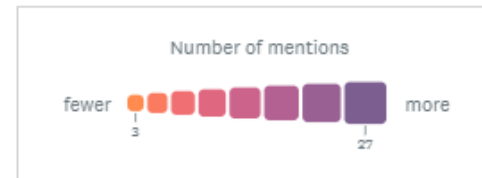




COMMUNITY MEETING #1

What is one thing you want to see incorporated into a Master Plan at the Prescott Rodeo/Fairgrounds?

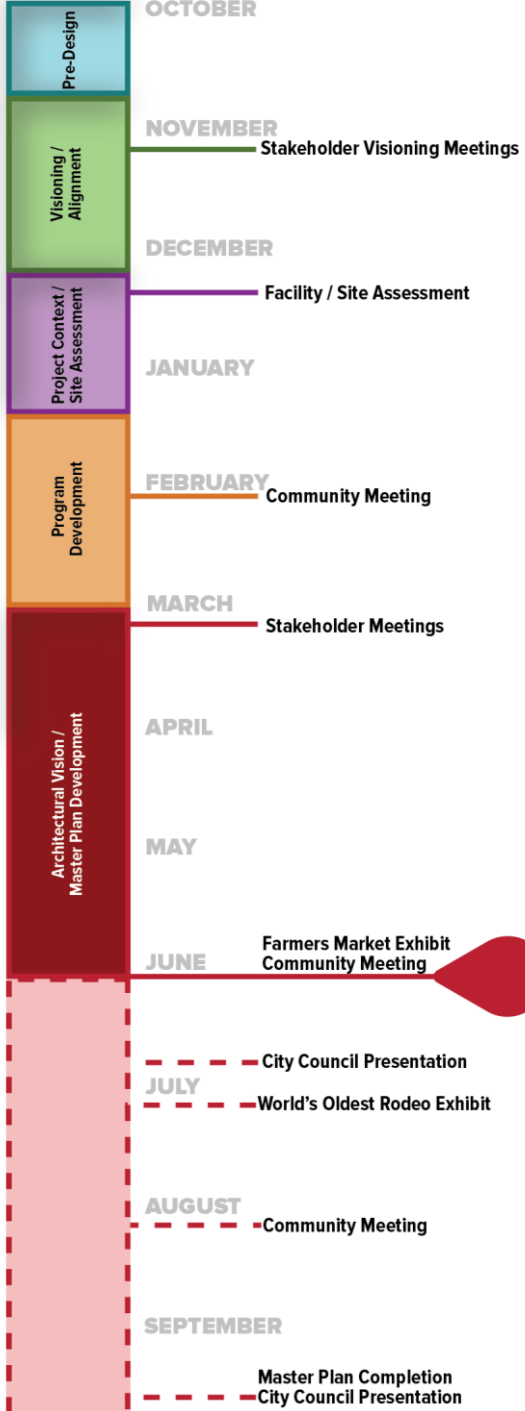
Word cloud content including: multipurpose, public space, continue, Preservation, interests, rodeo grounds, yes, Cooperative Extension, upgraded, site, shared, Farmers Market, Improved demonstration garden, moving, access, impacts, facilities, use, events, building, provide, Gail Gardner, living, traffic, community, better, love, want, see, Prescott arena, families, need, extension, office, rodeo, way, preserved, control, also, parking, space, seating, New, serve, important, noise, expanded, Prescott Farmers Market, make, please, Remember, will, covered, expansion, updated, facility, management, expansion.

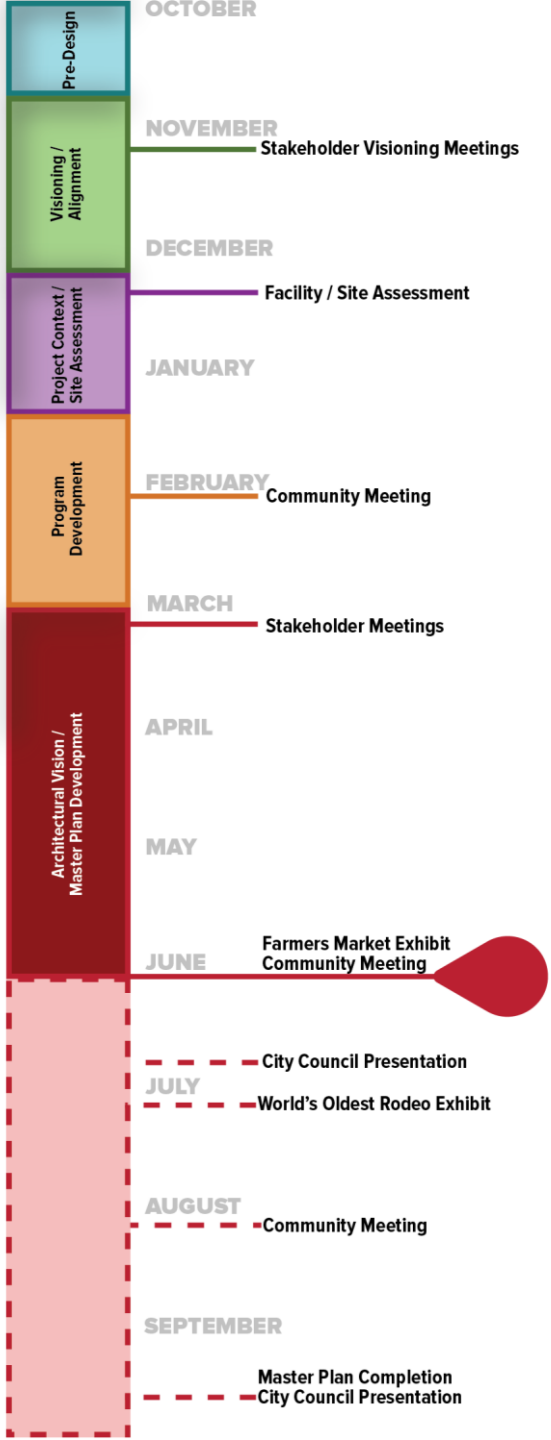


STAKEHOLDER MEETING



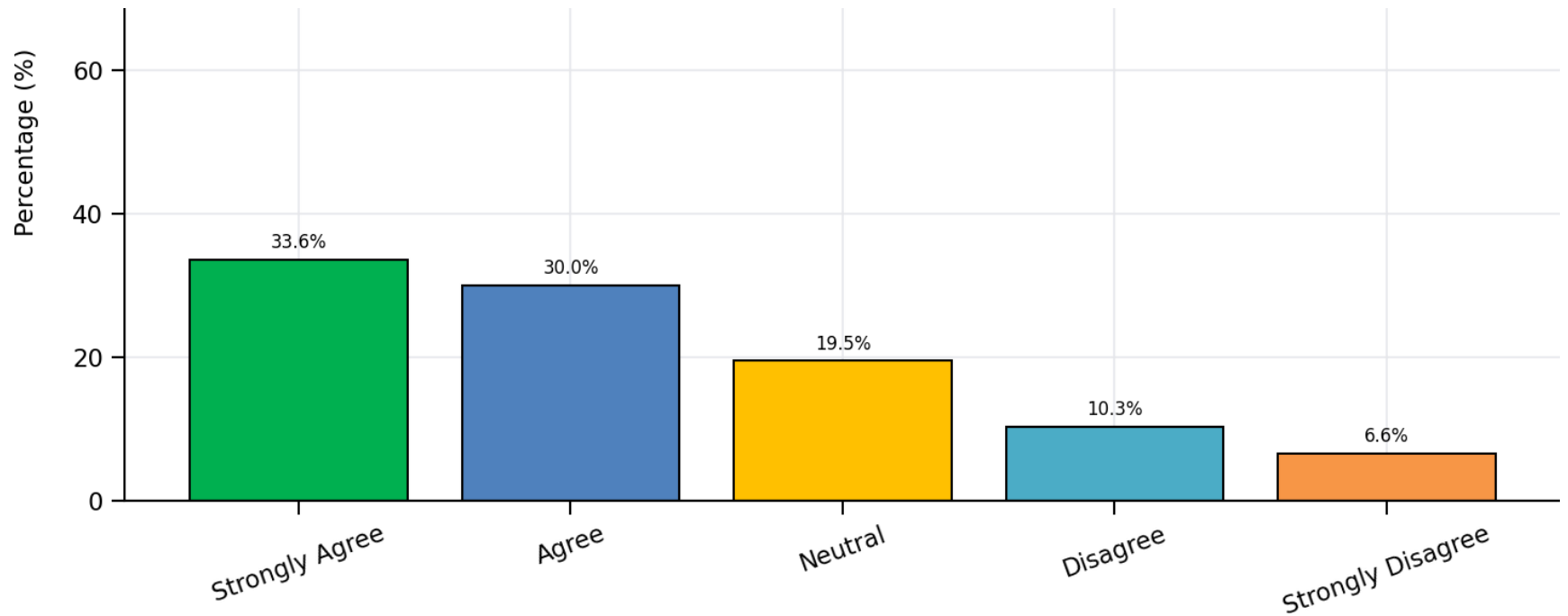
FARMERS MARKET EXHIBIT & COMMUNITY MEETING #2





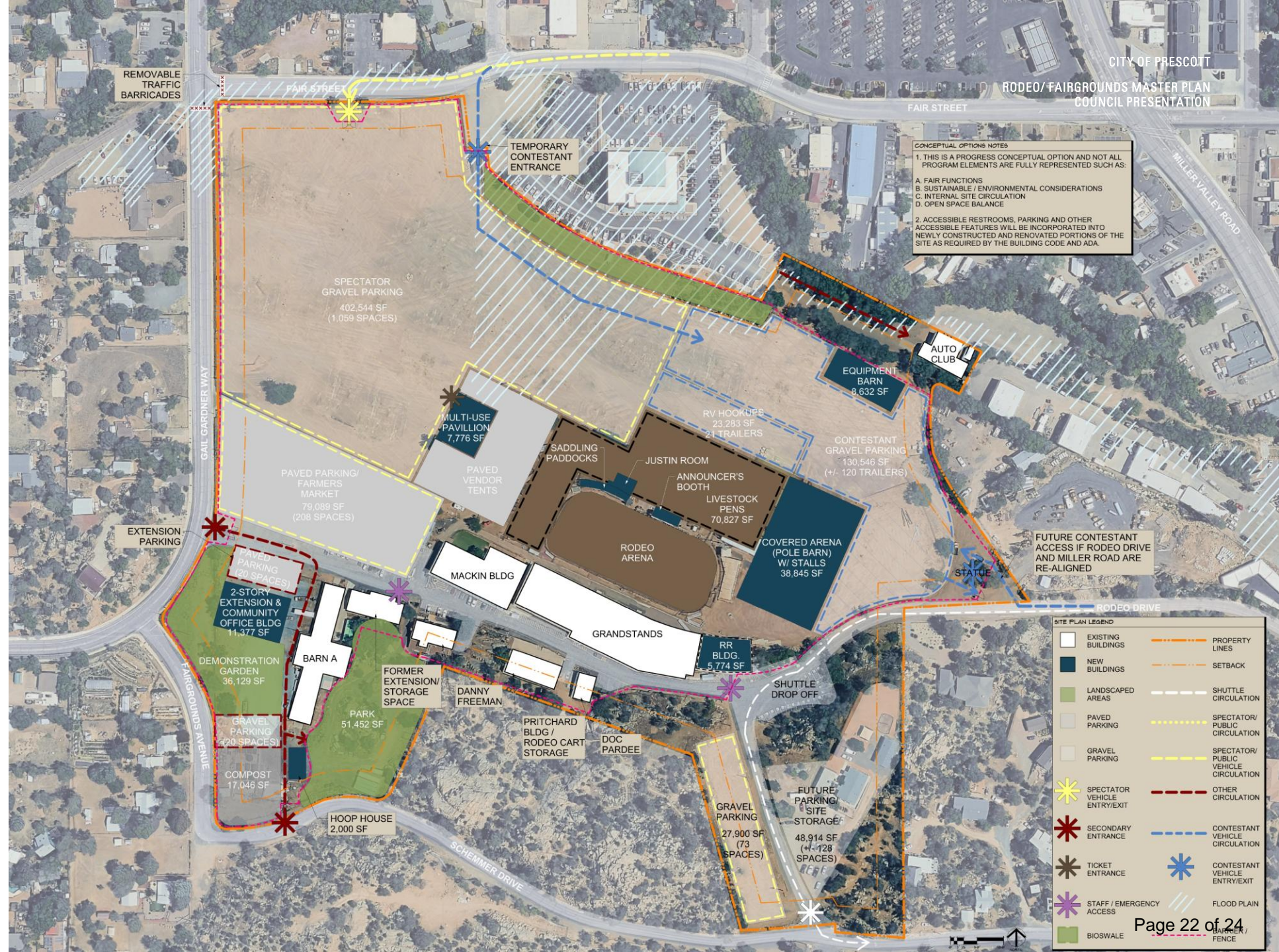
COMMUNITY MEETING #2

Do you support the Master Plan progress as presented and agree with the proposed improvements?



MASTER PLAN

Pre-Design	OCTOBER
Visioning / Alignment	NOVEMBER Stakeholder Visioning Meetings
	DECEMBER
Project Context / Site Assessment	JANUARY Facility / Site Assessment
	FEBRUARY Community Meeting
Program Development	MARCH Stakeholder Meetings
	APRIL
Architectural Vision / Master Plan Development	MAY
	JUNE Farmers Market Exhibit Community Meeting City Council Presentation
	JULY World's Oldest Rodeo Exhibit
	AUGUST Community Meeting
	SEPTEMBER Master Plan Completion City Council Presentation



CONCEPTUAL OPTIONS NOTES

1. THIS IS A PROGRESS CONCEPTUAL OPTION AND NOT ALL PROGRAM ELEMENTS ARE FULLY REPRESENTED SUCH AS:

- A. FAIR FUNCTIONS
- B. SUSTAINABLE / ENVIRONMENTAL CONSIDERATIONS
- C. INTERNAL SITE CIRCULATION
- D. OPEN SPACE BALANCE

2. ACCESSIBLE RESTROOMS, PARKING AND OTHER ACCESSIBLE FEATURES WILL BE INCORPORATED INTO NEWLY CONSTRUCTED AND RENOVATED PORTIONS OF THE SITE AS REQUIRED BY THE BUILDING CODE AND ADA.

SITE PLAN LEGEND

[White Box]	EXISTING BUILDINGS	[Orange Dashed Line]	PROPERTY LINES
[Dark Blue Box]	NEW BUILDINGS	[Orange Dotted Line]	SETBACK
[Green Box]	LANDSCAPED AREAS	[White Dashed Line]	SHUTTLE CIRCULATION
[Grey Box]	PAVED PARKING	[Yellow Dotted Line]	SPECTATOR/PUBLIC CIRCULATION
[Light Grey Box]	GRAVEL PARKING	[Yellow Dashed Line]	SPECTATOR/PUBLIC VEHICLE CIRCULATION
[Yellow Star]	SPECTATOR VEHICLE ENTRY/EXIT	[Red Dashed Line]	OTHER CIRCULATION
[Red Star]	SECONDARY ENTRANCE	[Blue Dashed Line]	CONTESTANT VEHICLE CIRCULATION
[Black Star]	TICKET ENTRANCE	[Blue Star]	CONTESTANT VEHICLE ENTRY/EXIT
[Purple Star]	STAFF / EMERGENCY ACCESS	[Blue Hatched Area]	FLOOD PLAIN
[Green Star]	BIOSWALE	[Red Dashed Line]	MARKER / FENCE



NEXT STEPS

Budgeting Cost Estimates
 Phasing
 Refine Circulation
 Environmental Considerations
 Historical & Archaeology

UPCOMING MEETINGS

World's Oldest Rodeo
 August Community Meeting
 60-Day Public Comment Period
 Final City Council Presentation

GH2[®] | EQUINE
ARCHITECTS

The Authority on Equine Design[®]