

Eagle County **Master Plan**

FINAL REPORT - 12.18.22

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Executive Summary

Purpose:

The Eagle County Fairgrounds is intended to be a catalyst for enhanced economic benefit and quality of life for residents of Eagle County. The fairgrounds exists for the benefit of the community. The existence of this community economic generator and quality of life asset is dependent on generating revenue for maintenance, operations, and future enhancements. Eagle County is committed to providing reasonable financial support to preserve and enhance the fairgrounds with the expectation that the campus is generating revenue as best as possible to contribute to its own success. The purpose of this master plan is to create a vision that balances these elements for the benefit of the residents of Eagle County.

Introduction:

The Eagle County Fairgrounds is heavily utilized by the community and event organizers year-round and is also home of the Eagle County Fair & Rodeo, a very successful annual event. While the fairgrounds play an important role in quality of life and support Eagle County as a gathering space, none of the facilities generate enough revenue to cover operating costs. The county is supporting the fairgrounds with a substantial maintenance and operations subsidy each year to make these venues available as a community asset. A primary goal of the master plan process is understanding the balance between use and value of the fairgrounds as a community asset and opportunities to generate additional revenue and economic impacts. The contrast of these elements is important and has been carefully considered by the master planning team and Eagle County task force.

The Populous / Crossroads team was engaged by Eagle County to lead a collaborative master planning effort that addresses the following 6 tasks:

1. Assess and address issues related to current and future users including current capacity, future demand, and facility condition.
2. Evaluate current conditions pertaining to the property including land use, neighborhood character, public infrastructure, public utilities, and traffic circulation.
3. Synthesize public engagement outcomes and conditions analysis to prepare an illustrative master plan, renderings, and recommended strategies.
4. Prepare site development phasing and costs, including facilities and infrastructure cost for public sector investment.
5. Provide an estimate of financial Impacts
6. Economic impact analysis

Stakeholder Engagement

When considering a master plan that will set a directional course for the fairgrounds, the local and regional community of Eagle County is as important of a stakeholder as the users, event producers, and operators of the venue. In collaboration with Eagle County representatives, we have invested considerable resources and effort to engage as broad a group of stakeholders as possible. The county and master planning team provided multiple in-person and on-line opportunities to receive feedback at different intervals in the development of the plan. We received a very robust response which has been thoughtfully reviewed as part of the planning process.

Existing Facilities

The master plan recommends keeping all existing facilities and maintain them to support community and event needs as long as their useful life endures. The county has been a good steward of the existing venues and provided reasonable maintenance to keep them in good operating condition. As the facilities have aged, they no longer meet modern industry standards for scale, amenity, and finish required to attract modern event producers and their events. However, they remain very useful and affordable for many community functions.

Market Analysis

Crossroads Consulting conducted a market analysis which was used as a tool by the project team to develop market-supportable programmatic recommendations that best position the site to meet the current and future needs of the community, attract new

users, increase revenue and generate economic and fiscal benefits. As part of the master plan, the county requested that the project team specifically identify potential improvements related to camping spaces and infrastructure as well as a dedicated exhibit facility separate from livestock, among other potential improvements. The study analyzed local market conditions, summarized historical fairground operations, profiled the competitive landscape, and summarized input obtained from stakeholders, existing and potential user groups, and the public. This section summarizes key findings from the market analysis. The information presented in this section is extracted from the more detailed report located in the appendix. As such, it is important for the reader to review the report in its entirety to gain a better understanding of the research, analysis and recommendations.

The fairgrounds currently offers multiple indoor and outdoor facilities that can accommodate diverse event activity. The Fair & Rodeo is the largest event at the fairgrounds and has averaged total attendance of approximately 16,600 from 2018 through 2022 with the exception of 2020 when the event was cancelled due to the COVID-19 pandemic. The rodeo has sold out in recent years and there is demand for additional seating.

In addition to the Fair & Rodeo, the fairgrounds hosts diverse year-round events. Certain facilities such as the Eagle River Center and the Exhibit Building are highly utilized year-round for quinceaneras, social functions, equine events, community events, etc. In addition, these buildings are used weekly for other community activities including, but not limited to, dog trainings, 4-H activities, equine therapeutic activities, as well as other equine activities such as roping, lessons, etc. Given the high usage of both the Eagle River Center and the Exhibit Building, many event organizers face challenges related to date availability when seeking to book events at the fairgrounds.

The fairgrounds’ ability to attract events and attendees is partially dependent on its population base and demographic composition. Based on the market research conducted, the county has a relatively small but growing population. The population is affluent, with disposable income to spend on activities including those held at the fairgrounds. Nearly 30% of the local population is of Hispanic Origin, which suggests an opportunity to host more diverse cultural event activity. While transportation access is generally good, the geographic location of the fairgrounds on the west side of the state is a challenge in comparison to the competitive market. Further, there is a limited supply of hotels in the immediate area which impacts the fairground’s ability to generate overnight visitation.

The supply of competitive facilities in the market can impact demand for enhanced and/or new facilities at the fairgrounds. The majority of existing event facilities in the county are primarily focused on small gatherings/events such as banquets, meetings, conferences, weddings, etc. The diversity of facilities at the fairgrounds is an advantage in terms of hosting events, in comparison to other existing facilities in the county. With that said, there is limited space that can host large, flat-floor oriented events and the fairgrounds has less RV spaces, stalls, and covered arenas than many other area fairgrounds which is a disadvantage in terms of hosting equine-related activities. Further, there is a competitive environment in the state, particularly for concerts, sports, and other entertainment events.

Based on the market research conducted, which included outreach with stakeholders, user groups and the public, there is an opportunity to enhance existing events and attract new events related to the Fair & Rodeo, community events, social functions, expos/exhibits, rodeo/bull riding, livestock/small animal/agriculture and horse-related activities. The following summarizes recommended physical improvements; a more detailed list of recommendations can be found in the appendix.

- Develop a column-free, flat-floor facility of approximately 40,000 SF
 - Should be climate-controlled, modern, multi-purpose and divisible with a concrete floor
 - 4-6 meeting rooms (approximately 900 SF each) with the ability to be combined
 - Support spaces such as ticket office, restrooms, lobby, kitchen, storage, etc.
- Expand RV spaces to a minimum of 90 total full-service hookups and create areas for tent camping
 - Dump station and restroom/shower facility
 - Wi-Fi
- Develop additional support spaces (e.g., restrooms, storage, shade structures, etc.) and improve infrastructure (Wi-Fi coverage, utilities, landscaping, etc.)
- Increase grandstand seating capacity by a minimum of 1,000
- Develop additional equine-related amenities such as a covered arena and stalls

Executive Summary

Site Planning

The master plan recommends retaining the current organization of land use specific to the rodeo/equestrian zone on the east end of the site, fishing for fun lot, central Eagle River Center and Expo zone, and southern multi-use greenspace and disc golf. The RV and tent camping area is proposed in the reclaimed mining zone south of the existing mountain rec fields. An expanded landscape buffer is proposed along the river edge of the fairgrounds to accommodate a walking path and possible expansion of the disc golf course without encroaching on the irrigation ditch along the western half of the fairgrounds river front. The master plan proposes new locations for the Mountain Rec fields and the animal shelter which may be triggered by future mining of the remaining gravel on site. Until such mining occurs those site features will remain in place. Previously mined areas of the property are slated to be reclaimed in 2023.

Public Infrastructure and Utilities

Significant effort has been employed by the master plan team to identify existing site infrastructure and utilities. A local civil engineering firm, Martin Martin, was tasked with this process. Once these elements were identified and located the engineer assisted the design team to analyze the impacts of these utilities on placement and phasing of master plan elements. The master plan graphically identifies these infrastructure and utility elements and proposes a phased approach for implementing changes.

The master plan indicates a road/bridge extension going south over the river connecting to Grand Avenue. This extension was previously planned and serves as an important organizing element for future uses of the fairgrounds. The road provides a second entry/exit to the fairgrounds which is an important safety feature for the future of the site. It serves as a second traffic route to reduce traffic on Grand Avenue and is also recommended in a transit study unrelated to the fairgrounds. The Grand Avenue connection is important to note as it hints to the needed scale and traffic capacity of the road which is not insignificant as it relates to internal circulation of vehicles and pedestrians within the fairgrounds.

Phasing Recommendations

The master plan identifies 3 phases of implementation as follows:

- 1. RV/Camping Park Development
- 2. Multi-Use Event Facility Development
- 3. Rodeo Arena Expansion and Equestrian Amenities

The master planning team determined these three phases based on the cost to develop and the potential revenue generating opportunities. The RV Park is the lowest cost to develop and can be developed with minimal impact to the function of existing events. The park will immediately support existing events while creating revenue to support maintenance, operations, and future growth at the Fairgrounds. The multi-use event facility represents an opportunity to engage a completely new expo market along the I-70 corridor. It is not duplicating or competing with other regional venues which are much smaller in scale and event focus. While the multi-use event facility is estimated to generate significant revenues, it also has the highest cost to develop. It will take time and planning to create this venue and so it is slated for a later phase of development. The phase 3 recommendation includes expansion of seating and addition of a VIP event space at the existing rodeo arena as well as an expanded and covered riding arena adjacent to the red barn. These upgrades do not have as strong of a revenue generating potential, however they do solve some critical capacity issues for the annual Fair and Rodeo and better support local youth and equine communities. Phase 3 upgrades may also help drive some additional events at the rodeo and equestrian areas which will have positive community impact.

Increasing the stall count for equestrian events does not have a strong revenue impact for the fairgrounds in terms of market demand but is desired as a community asset. Location of these stalls is challenging as space is extremely limited near the rodeo area and the Eagle River Center is the primary equestrian venue outside of the rodeo. A challenge with expanding stalls at Eagle River Center (as studied in a previous plan in 2012) is the lack of space for an additional warm-up arena in that part of the site to support equine events with larger stalling needs. To develop a critical mass of additional stalling and warm-up arena space sufficient to accommodate larger equine events is very challenging from a space and cost perspective given the limited revenue opportunities. For these reasons we have not recommended a master plan solution with a large stalling increase.

One might consider that the earliest phase 1 development is the upcoming reclamation effort of the previously mined areas of the site. The design team recommends careful management and consideration of the reclamation effort to help reduce costs of future developments and support implementation of future master plan components with thoughtful grading and reclamation practices.

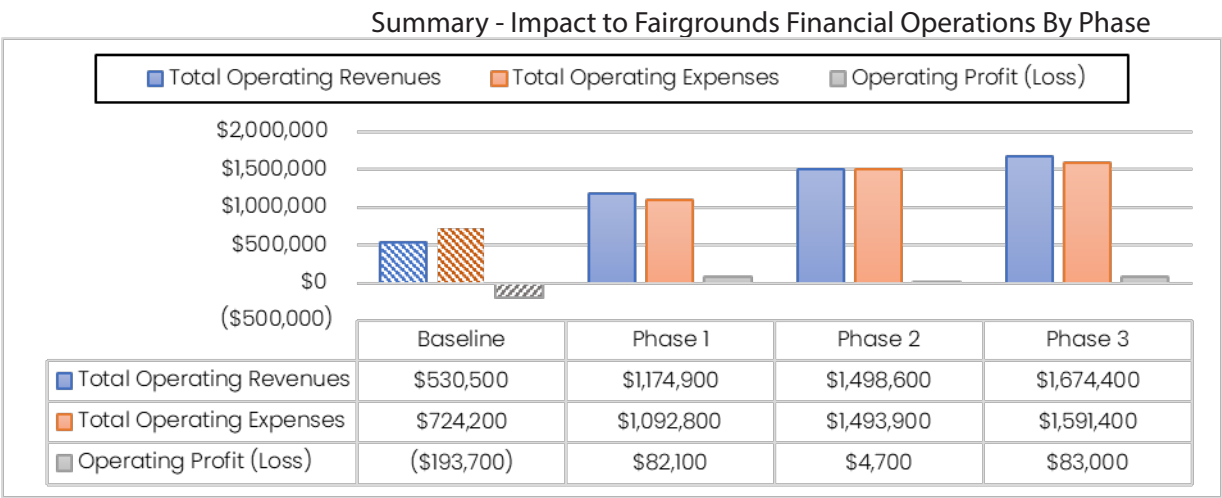
Financial/Economic Assessment

With respect to financial performance, it is important to understand that many similar fairgrounds realize an operating loss and receive government subsidies to help offset operating deficits and support desired missions, operating objectives and programming opportunities.

Based on the market analysis, the assessment of existing facilities and master plan concept prepared by Populous, and the phasing strategy outlined in the master plan, Crossroads Consulting assisted the county in developing a hypothetical, order-of-magnitude analysis that compares the estimated impact of incremental new operating revenues and operating expenses before depreciation and debt service by phase for the proposed master plan to a baseline year. With consideration to impacts of the COVID-19 pandemic, facility management and Crossroads agreed to use FY 2021 as the baseline year as it was deemed most reflective of a standard year of operation.

The primary purpose of this analysis is to provide an order-of-magnitude estimate of financial operations associated with the master plan; it is not intended to represent actual results. Several assumptions were used in this analysis, which can be found within the appendix of this report.

The following chart summarizes impacts to total operating revenues and operating expenses by phase from implementation of the master plan. The estimated financial operations build upon the previous phase. For example, operating revenues and operating expenses estimated for phase 2 reflect improvements made in phases 1 and 2. The baseline year is shown for comparative purposes.



Note: Estimated financial operations build upon the previous phase.

As shown, the implementation of the master plan is estimated to result in an operating profit in each phase. Revenues are estimated to increase the most in phase 1 (RV Park), followed by phase 2 (Multi-Purpose Exhibit Building). RV development at the fairgrounds is anticipated to support the mission of the fairgrounds as it relates to supporting the Fair, community events, tourism and related economic impact, and attracting new events to the fairgrounds that require RV connections. Revenue generated from RVs at the fairgrounds could be utilized to support staffing, marketing, operations, and maintenance of the fairgrounds. The recommended new Multi-Purpose Exhibit Building would both benefit the fair and increase year-round event activities, including those that benefit the community and those that generate significant revenue. Phase 3 includes the development of a covered arena, improvements to the rodeo arena and other equine support elements. These improvements will generate revenue during the fair and year-round as well as better support youth and the equine and agriculture community.

Executive Summary

Although not quantified in this analysis given the preliminary nature of this project, there are other potential revenue sources facility management could consider to positively impact the bottom line. These include parking, advertising & sponsorship, naming rights, concessionaire rights, and pouring rights. Further, the county could explore the potential to offer overnight horse boarding, partnerships with local sports organizations for programming, etc. that could increase revenue.

In addition to benefiting the community and positively impacting financial operations, implementation of the master plan would generate economic and fiscal benefits. The table below summarizes the estimated total annual economic contribution in Eagle County that could potentially be generated from an enhanced fairgrounds. These estimates reflect the full-build out of the recommended master plan. For comparison purposes, estimated economic and fiscal benefits associated with fairgrounds’ operations in 2021 are also shown.

| Eagle County Fairgrounds - Estimated Annual Total Economic Impacts | | | |
|--|-----------------|--------------|----------------------------------|
| Category | Baseline (2021) | Master Plan | Incremental New With Master Plan |
| Output | | | |
| Direct Spending | \$2,184,000 | \$7,089,000 | \$4,905,000 |
| Indirect & Induced Spending | 1,653,000 | 3,752,000 | 2,599,000 |
| Total Output | \$3,337,000 | \$10,841,000 | \$7,504,000 |
| Total Jobs | 29 | 101 | 72 |
| Total Earnings | \$1376,000 | \$4,450,000 | \$3,074,000 |

The following table summarizes total tax revenues estimated to be generated from operations of the Fairgrounds with implementation of the master plan.

| Eagle County Fairgrounds - Estimated Annual Tax Revenues | | | |
|--|-----------------|-------------|----------------------------------|
| Entity | Baseline (2021) | Master Plan | Incremental New With Master Plan |
| Town of Eagle | \$63,000 | \$220,000 | \$157,000 |
| Eagle County | 32,000 | 118,000 | 86,000 |
| State of Colorado | 128,000 | 429,000 | 301,000 |
| Grand Total | \$223,000 | \$767,000 | \$544,000 |

Summary:

The Populous and Crossroads team have been encouraged by and appreciative of the robust and collaborative participation by Eagle County Leadership, the master plan Steering Committee, and the many residents and stakeholders who have provided input to our process. We wish to acknowledge the diverse array of perspectives and interests across Eagle County. The master plan recommendations are data driven for market feasibility and revenue generation with care taken to consider how the enhanced use of the site will impact quality of life for residents of the county. The plan has flexibility for implementation over time and capacity to adapt to changes in market demands or desired community use. Implementation of the phased recommendations is anticipated to create revenue that will greatly assist Eagle County to operate and maintain the property as an asset for the community entertainment and recreation and a catalyst for economic impact and growth.

02/ Process

Process Timeline

The master plan including market feasibility and financial/economic assessment were conducted over a period of 6 months. The design team made five visits to Eagle County to conduct on site evaluation stakeholder meetings, Board of County Commissioners presentations, and public input sessions. In addition to the in-person public open house sessions two public input surveys were conducted.

Utilizing the information and data gathered during the meetings and additional research, Crossroads consulting recommended a series of market supportable improvements and projects to consider for implementation at the Fairgrounds. These recommendations were reviewed with the BOCC, Stakeholders, and via public input sessions and surveys. After receiving and analyzing the feedback related to the recommendations the design team developed a series of preliminary site planning options and a similar round of review sessions were conducted. A singular direction was recommended for final site plan development and to utilize as the basis for the final financial and economic assessment. A third round of stakeholder and public review was then conducted.

Upon receiving the final round of input the site plan options the final report has been compiled and issued for use and review of Eagle County.

Project Leadership Group

Eagle County
Jan Miller | Facilities Manager

Eagle County Board of County Commissioners

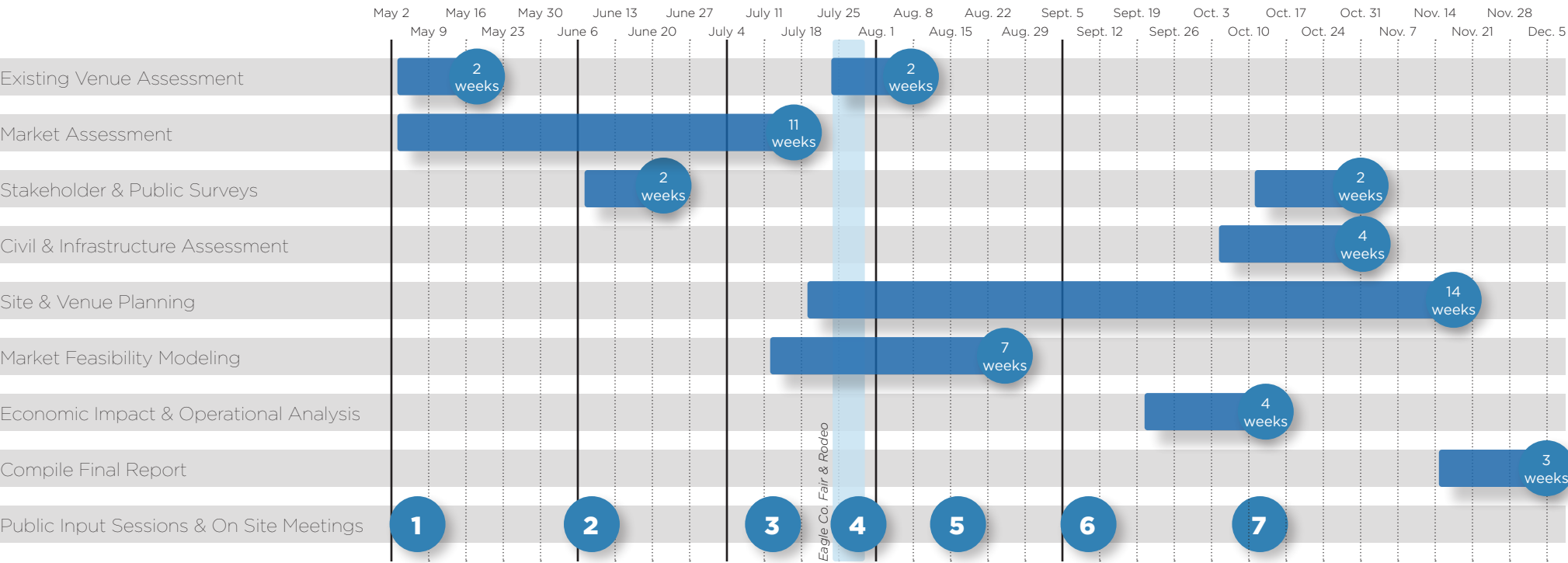
Matt Scherr | Commissioner, District 1
Kathy Chandler-Henry | Commissioner, District 2
Jeanne McQueeney | Commissioner, District 3

Steering Committee

Hanna Nelson | Fair Council
Glenda Wentworth | CSU Extension
Jenny Leonetti | CSU Extension
John Harris | Road & Bridge
Kelley Collier | Chief of Operations
Ron Siebert | Facilities Planner
Tanya Dahlseid | Facilities Department
Bill Beasley | Facilities Department
Kate Tennant | Facilities Department
Tori Franks | Resiliency Department
Bill Gibson | Planning Department

Consultant Team

Populous
Crossroads Consulting
Martin / Martin Consulting Engineers



- 1

May 5

 - » Public Open House
 - » Project Kickoff Workshop
 - » Stakeholder Meetings
- 2

June 8

 - » Public Open House
 - » Stakeholder Meetings
- 3

July 12

 - » Eagle Co. Board of County Commissioners Presentation
- 4

July 29

 - » Populous Site Observation during the Eagle Co. Fair & Rodeo
- 5

August 16

 - » Eagle Co. Board of County Commissioners Presentation
- 6

September 8

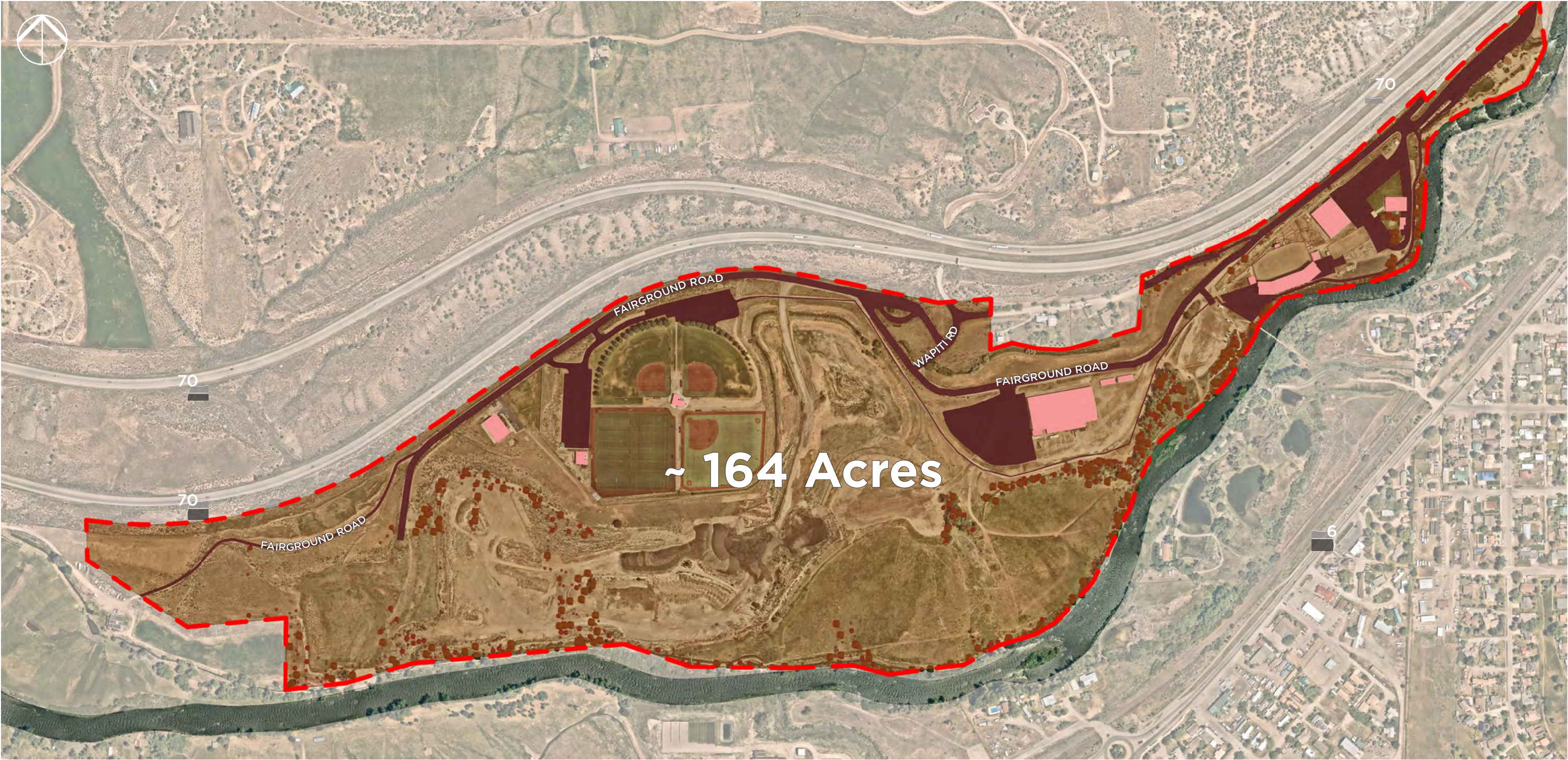
 - » Public Open House
 - » Stakeholder Meetings
- 7

October 11

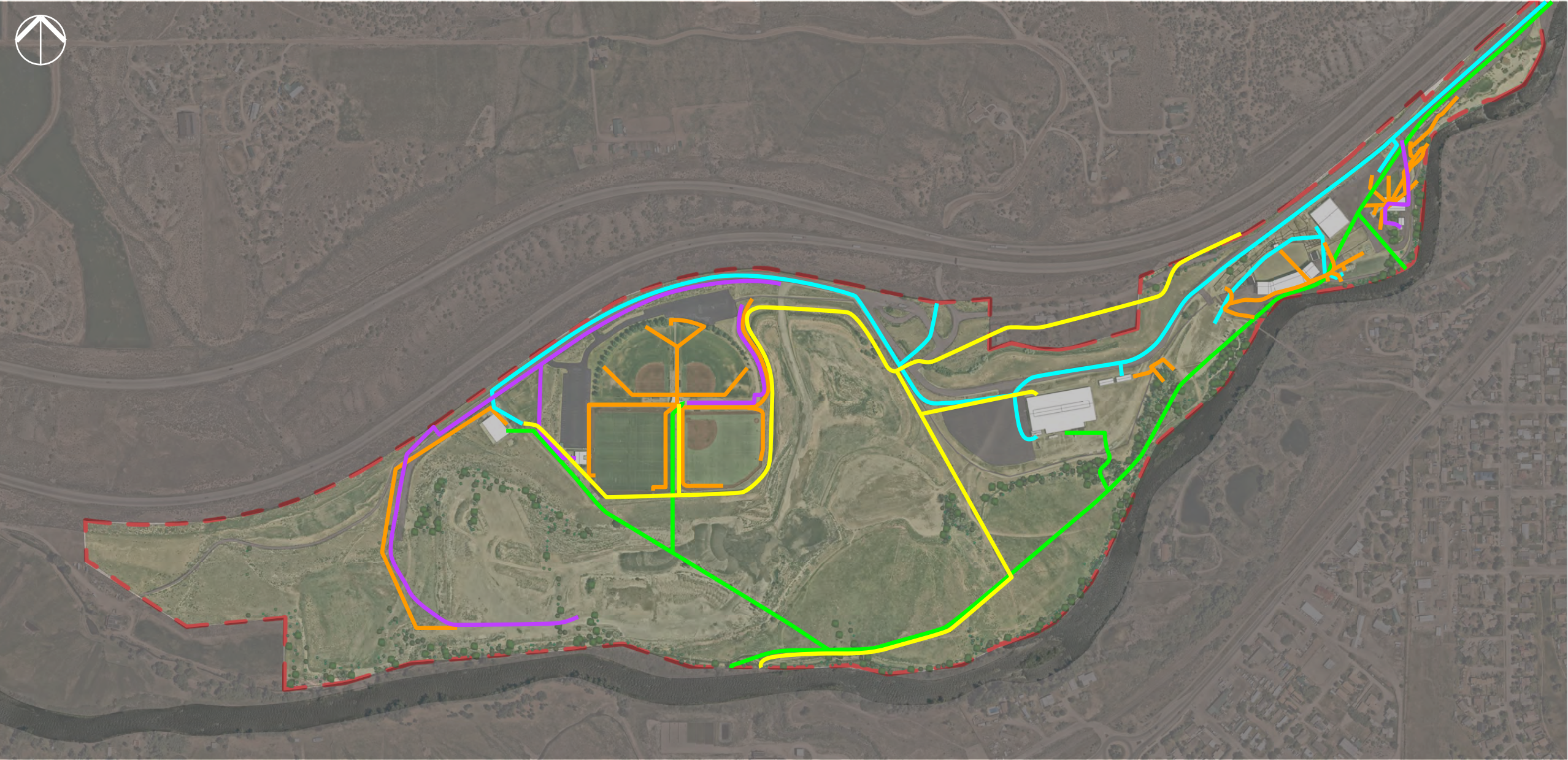
 - » Eagle Co. Board of County Commissioners Presentation

03/ Site Analysis

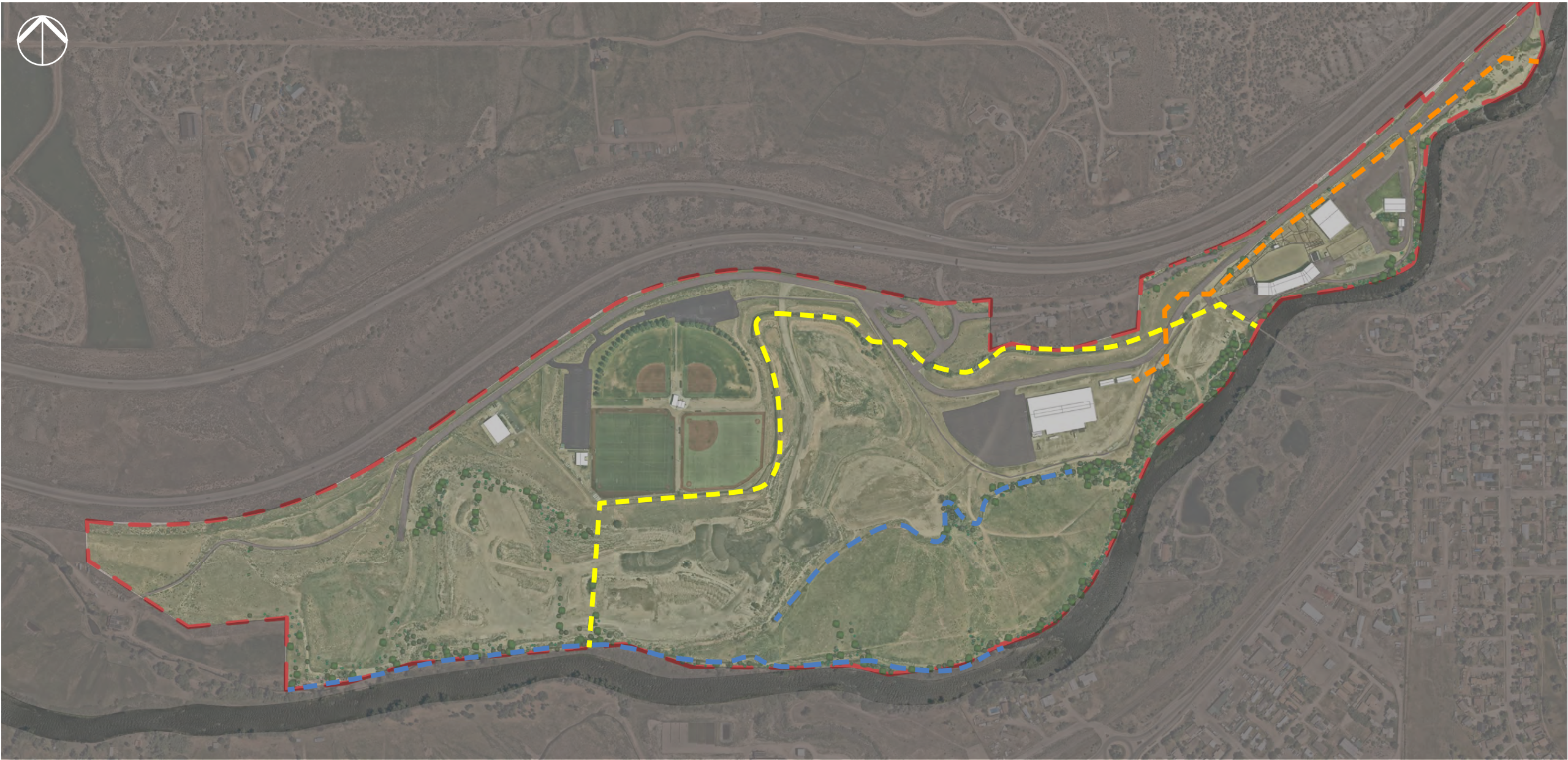








- WATER
- SEWER
- GAS
- ELECTRICAL
- COMMUNICATIONS



- SOUTH NEILSON DITCH
- UPPER NEILSON PUMPBACK DITCH
- OPEN AIR IRRIGATION DITCH



04/

Existing Facilities Assessment



Existing Facilities Assessment **Fair Office**



The existing fair office is a modular building that has been maintained well but is aging. It is approximately 1,000 square feet and includes a central meeting room, two smaller office areas, and restrooms. The facility is utilized as the central operations office for the annual Eagle County Fair and Rodeo. Outside of the annual fair event it is available for rent and used for a variety of community meetings.

The office is anticipated to remain in place and continue to serve its current functions until it might be replaced as part of a county maintenance shop relocation project. The shop relocation is currently envisioned to include a replacement of the fair office as an accessory space to the shop building.





The existing Exhibition Hall is an older pre-engineered metal building of approximately 6,200 square feet. Functionally the building is maintained and operational but is showing aesthetic wear and tear. Operationally, the building is utilized frequently for private group rental and community gatherings. During the annual Eagle County Fair it is setup as a dining hall. The kitchen is limited to catering and does not provide cooking equipment.

While the expo hall provides an affordable option for events it does not offer many modern amenities or a level of design and finish commensurate with modern exposition venues. The ceiling height is low (10 to 12 feet) and offers no rigging capacity. There are no floor box or drop utilities, sound system, or load-in/out accessibility to support a modern trade show. Parking around the structure is adequate if no other events are happening at the rodeo arena or fair office simultaneously.

The exhibition hall is still operationally viable as a support building for the annual Fair and Rodeo and as a low cost rental option for community events but it is not suitable to market for modern expo events that would create significant new or additional economic impact or revenue to the county.



Existing Facilities Assessment **Livestock Building**



The existing livestock building is approximately 17,000 square feet and is primarily utilized as stalling and staging for rodeo contestants during the annual Eagle County Fair and Rodeo and as a 4-H livestock facility outside of the fair. The building is a pre-engineered structure with a durable concrete wainscot and metal panel exterior. It features a clear span central bay with lean-to stalling wings on the sides. One of the stalling wings is a full-time barn for 4-H animal exhibits and the remainder of the facility is setup with 10x10 equestrian stalls. The building does not provide convenience power drops for the stalls and the ventilation is poor when the doors are closed down. Accessibility for load-in/out is good with four large overhead doors on the east and west ends.

Location of the livestock building most conveniently supports small livestock events and equestrian events at the rodeo grounds with an adjacent outdoor warm-up arena and easy access to the rodeo arena. Functionally it is not a great stalling location for events utilizing the indoor Eagle River Center due to travel distance and grade change however it is the only permanent stalling facility on the fairgrounds. Expansion of stalling capacity is desired by equestrian users but is difficult in this area due to already limited space to park and circulate trailers.



Existing Facilities Assessment **Rodeo Arena**



The existing rodeo arena is utilized primarily for the annual Eagle County Fair and Rodeo and intermittently throughout the year for a local rodeo series and a few other events. The facility consists of a well-built concrete and pre-cast covered grandstand with bleacher seating. The canopy is steel structure in good condition. Two additional uncovered aluminum bleacher seating areas flank the sides of the original grandstand for a total current seating capacity of approximately 2,200. A pedestrian walkway runs behind the grandstand along the river front with vendor areas under the seating.

The arena is approximately 130'x270' with dirt footing. Over time the arena footing has become dishd out and retains water in the center. Storm drainage remediation is an important maintenance upgrade for the facility in this regard. The working sides of the arena feature approximately 29,000 square feet of extensive penning for cattle and rough stock with an elevated announcer stand and digital signage board. Arena lighting was upgraded in 2022 to LED. The sound system needs upgrade or replacement. The rodeo arena is supported by a 70'x200' outdoor warm-up arena and stalling in the adjacent livestock barn.

Seating expansion for the annual fair and rodeo event is desired. Community and operator feedback indicate that a minimum of 600 additional seats and additional premium seating options are desired given current market demands. Covering the current aluminum bleacher sections and any future seating expansion is desirable to shade from sun and shield from rain.



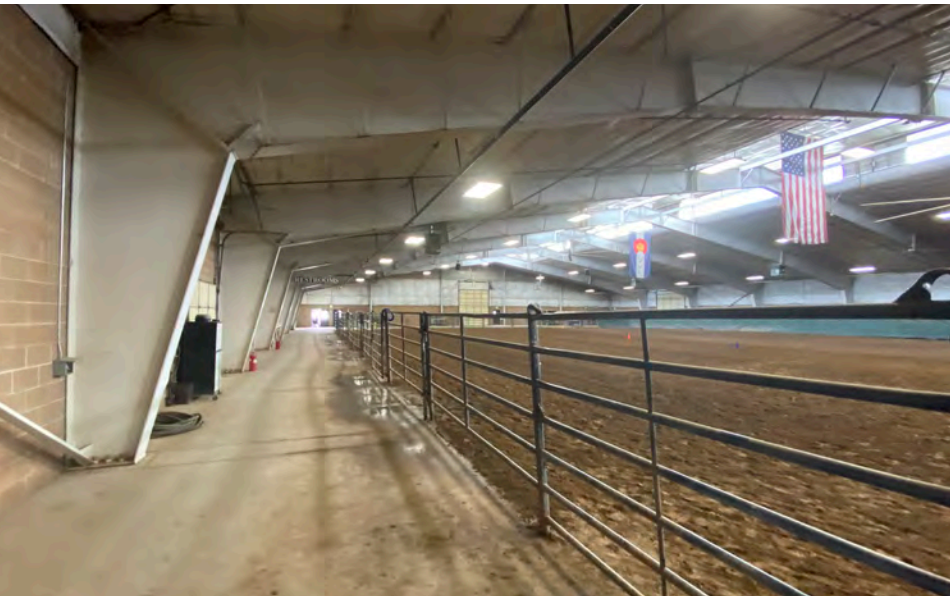
Existing Facilities Assessment **Fishing is Fun Lot Restrooms**



The restroom structure at the Fishing is Fun lot is an older concrete block building with three individual restroom/ changing rooms. The facility is undersized for the demand from rafting and fishing commercial operators and enthusiasts who utilize the launch ramp at the edge of the lot. Replacing this structure with a larger modern restroom and changing structure similar to the new facility at adjacent River Park is recommended. The existing and recommended new facility can also serve patrons attending the annual Eagle County Fair and Rodeo as the carnival is setup in the Fishing is Fun lot.



Existing Facilities Assessment **Eagle River Center**



The Eagle River Center is a multi-use expo and arena event facility with a permanent dirt floor. The dirt floor lends itself to equestrian activity and it hosts the livestock show and auction for the annual Eagle County Fair and Rodeo. The pre-engineered metal building is approximately 50,000 square feet with a durable split face CMU wainscot up to 10 feet. The venue is maintained in good condition and offers a front office, ample restrooms, and a catering/warming kitchen. The building is not fully climate controlled, and the dirt floor is limiting to many types of exhibition events. The cost of placing and removing hard floor covering on the dirt is cost prohibitive for most expo events currently interested in the facility and the County does not have adequate staffing to offer this service regularly.

The Eagle River Center is utilized heavily by local and regional equestrian groups. In this regard it is seen as a very important quality of life asset for Eagle County. A lack of an adjacent stalling barn and warm-up arena space hinder its functionality for larger equestrian events. These amenities are available on site near the rodeo arena which is separated by a significant distance and topography across the property. A 2012 study explored a multi-use stall barn/expo expansion of the Eagle River Center but the cost of expansion for this purpose is difficult to justify the low estimated revenue to be gained. In addition to stalls, an adjacent warm-up arena would be required to create a contiguous facility capable of attracting equestrian events with enough pull to generate significant revenue from horse show activities.

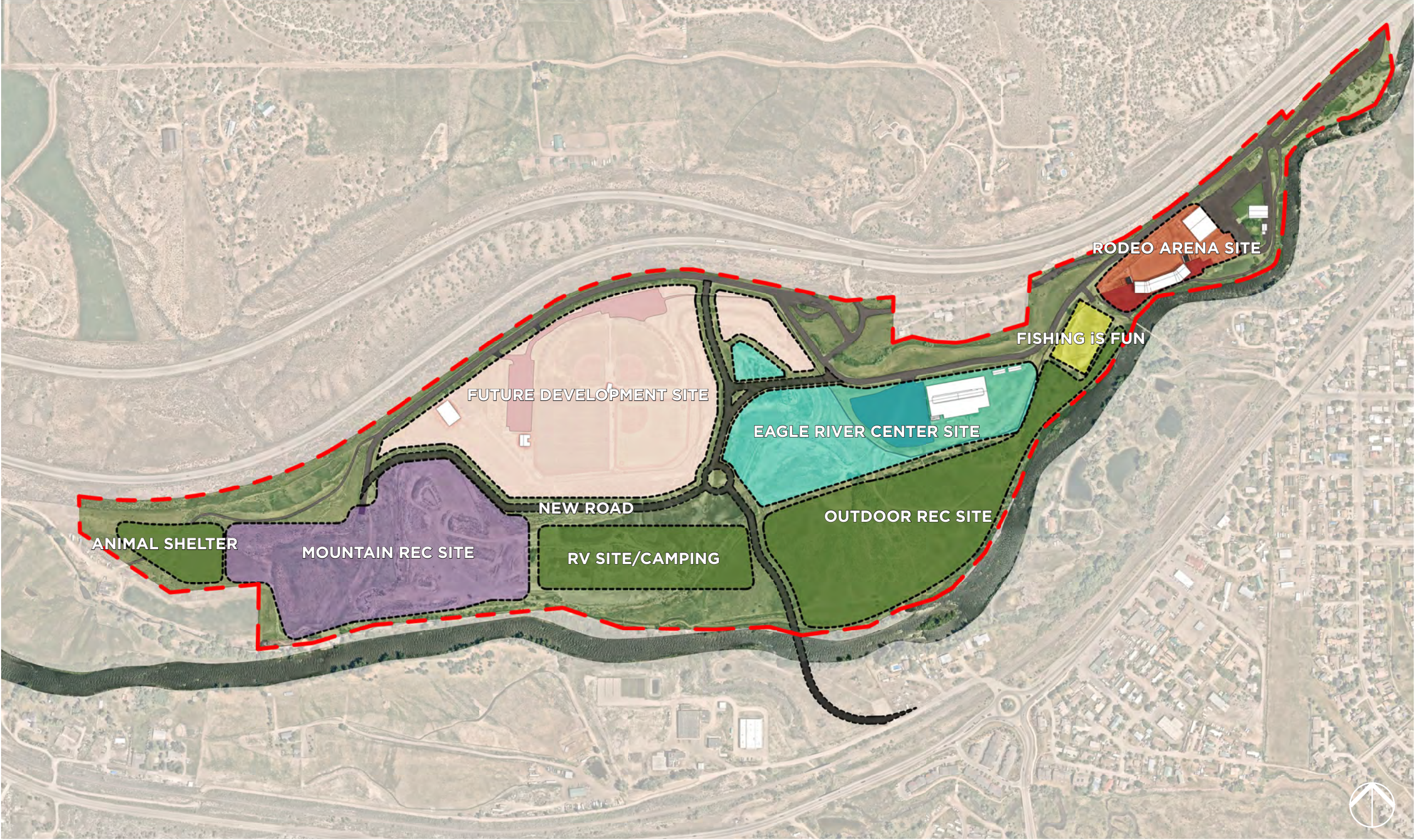
During the fair most of the dirt floor is overlaid with the livestock show culminating in the premium auction at the end of the fair. The premium auction utilizes most of the arena floor with exception of a small area that is overlaid with hard floor and used for 4-H/FFA project exhibits. Dust and animal smell is not ideal in the hard floor exhibit area. Improved wash stalls are also desired by exhibitors.

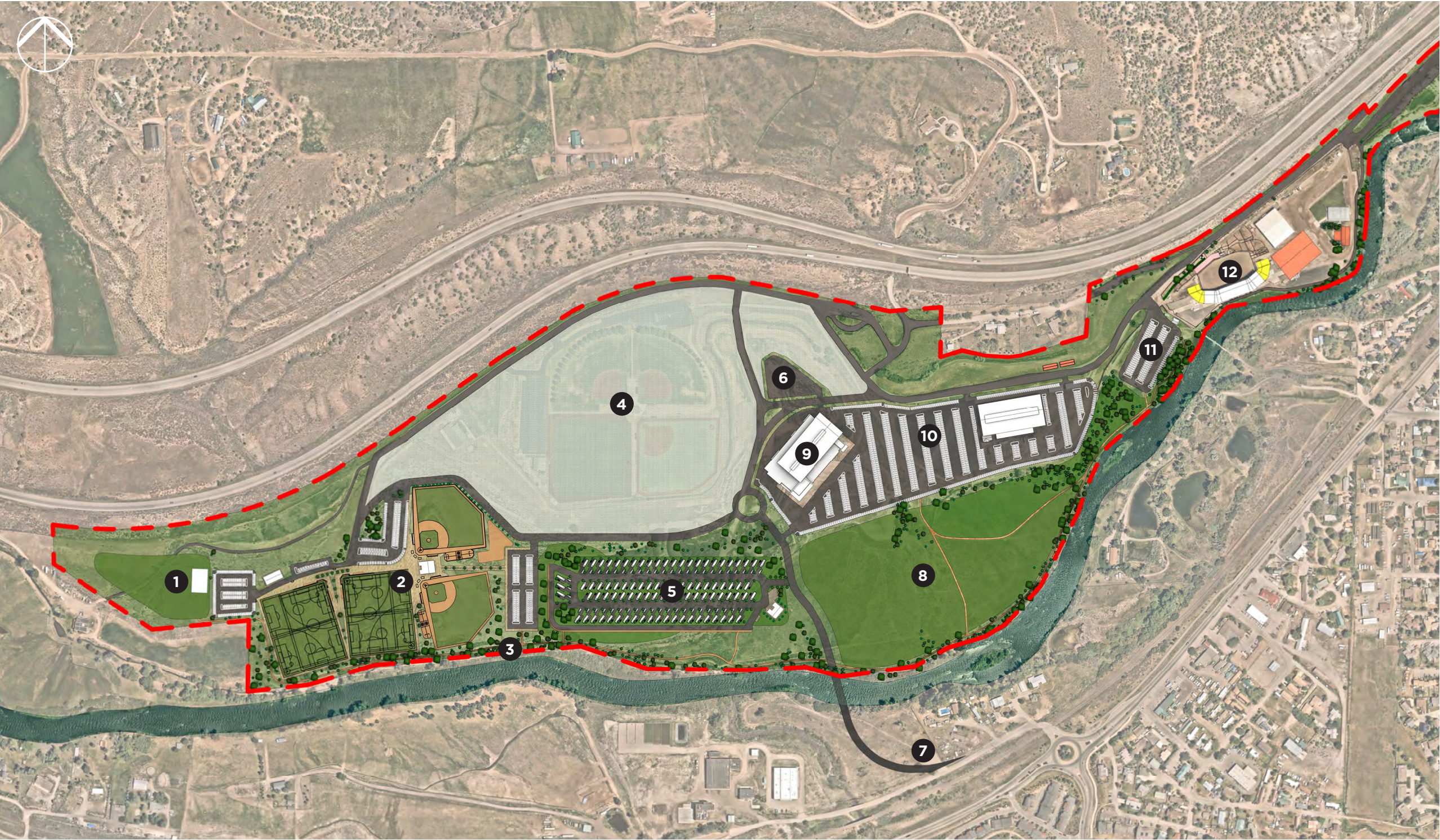
05/

Recommended Master Plan

Master Plan **Development Zones**

The master plan recommends retaining the current organization of land use specific to the rodeo/equestrian zone on the east end of the site, fishing for fun lot, central Eagle River Center and Expo zone, and southern multi-use green space and disc golf. The RV and tent camping area is proposed in the reclaimed mining zone south of the existing mountain rec fields. An expanded landscape buffer is proposed along the river edge of the fairgrounds to accommodate a walking path and possible expansion of the disc golf course without encroaching on the irrigation ditch along the western half of the fairgrounds river front. The master plan proposes new locations for the Mountain Rec fields and the Animal Shelter which may be triggered by future mining of the remaining gravel on site. Until such mining occurs those site features will remain in place. Previously mined areas of the property are slated to be reclaimed in 2023.

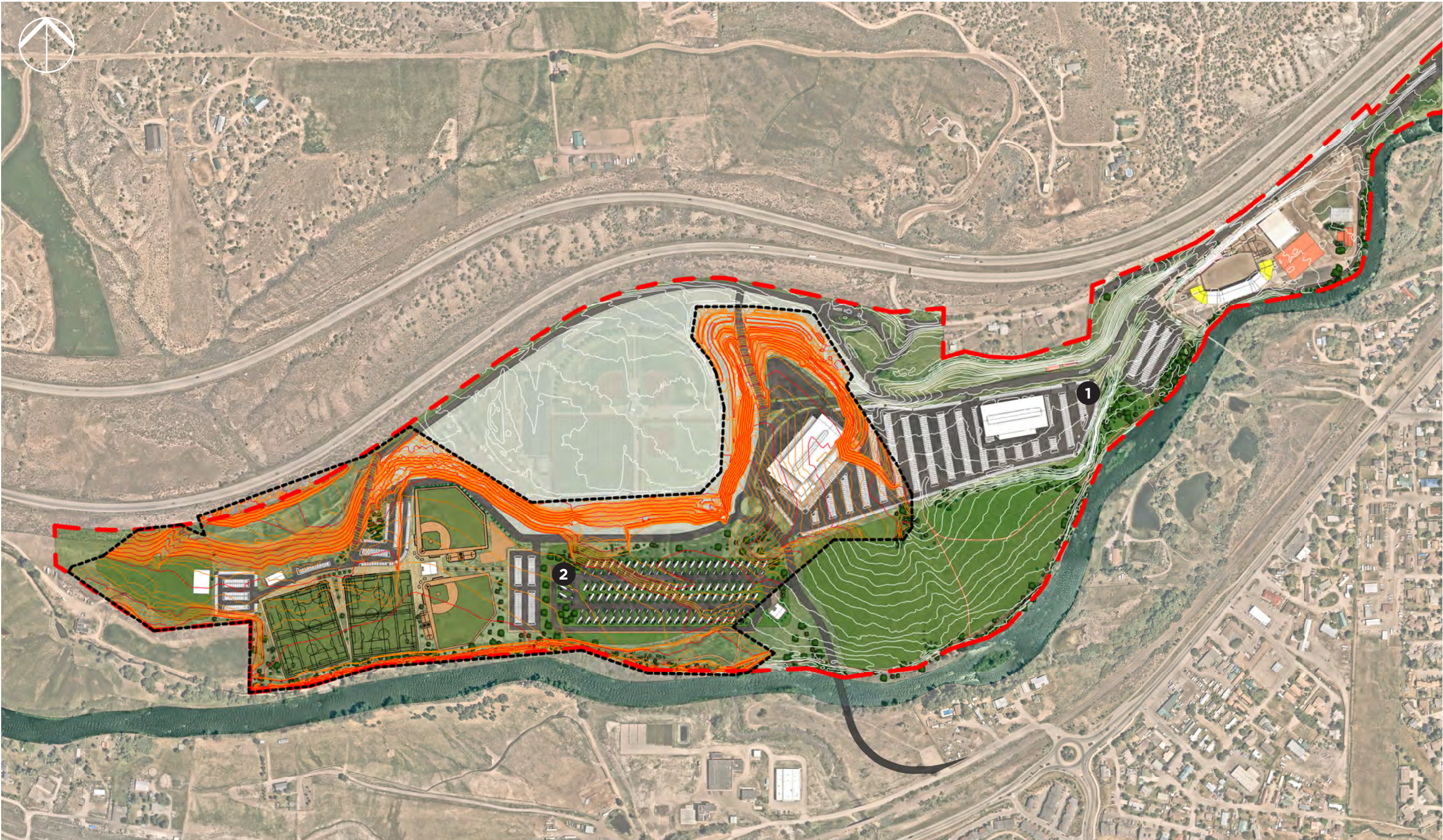




- 1 EAGLE COUNTY ANIMAL SHELTER AND DOG PARK
- 2 MOUNTAIN REC SITE
- 3 PEDESTRIAN PATH
- 4 FUTURE DEVELOPMENT SITE
- 5 RV SITE
- 6 OVERFLOW PARKING
- 7 SOUTH ENTRY POINT
- 8 OUTDOOR REC SITE
- 9 EXPO EVENT BUILDING
- 10 EAGLE RIVER CENTER SITE PARKING EXPANSION
- 11 FISHING IS FUN SITE
- 12 RODEO ARENA SITE

Master Plan **Topography**

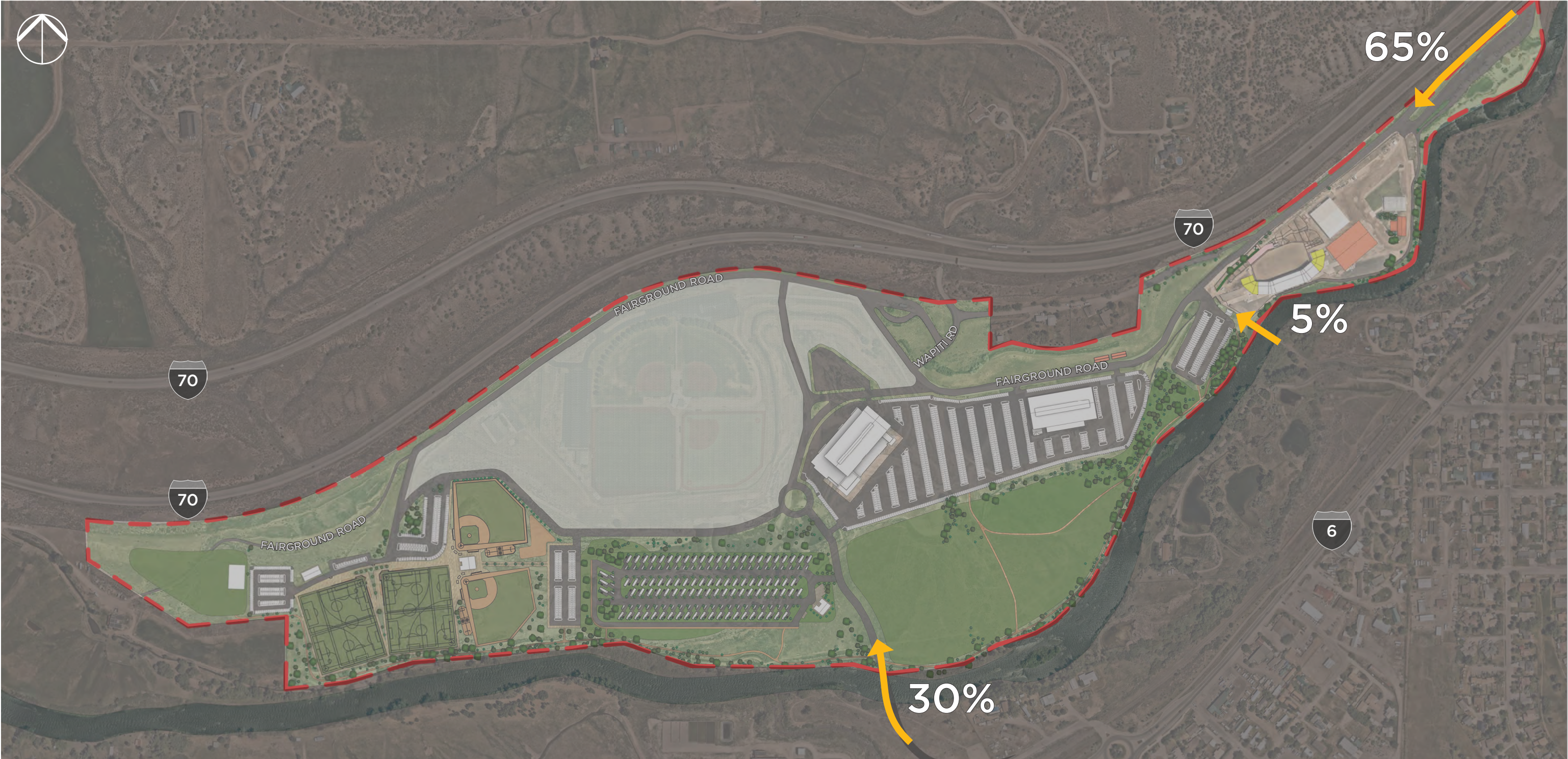
The adjacent graphic indicates existing topography in white and proposed mining reclamation topography in orange. Reclamation of the mining area is scheduled for 2023 and presents an opportunity to begin accommodating future expansion elements. The design team recommends that Eagle County engage a civil engineer to help explore modifications to the proposed reclamation grading to ensure existing utility lines are not affected and the reclamation grading best accommodates future implementation of master plan elements. Until future mining triggers the relocation of the Mountain Rec fields and animal shelter utilities serving these venues must remain in place. Grading of the proposed RV area poses the risk of exposing the sewer line that serves these venues. Preliminary study of the utilities indicates that it is possible to grade the RV area without exposing utility lines if the grading is carefully planned. The master plan recommends eventual relocation and realignment of various site utilities to follow roadways as existing utilities in the path of future mining activities must be abandoned prior to commencement of mining. Future mining will eventually reduce the grade of the area currently utilized by Mountain Rec and the Animal Shelter to be level with the RV, proposed new exposition building, and the Eagle River Center. Once mining is fully complete and reclaimed a large area of the site will be available for additional development. The timing of future mining efforts is unclear so the master plan indicates this as an area for future development.



- 1 EXISTING TOPOGRAPHY
- 2 RECLAMATION TOPOGRAPHY

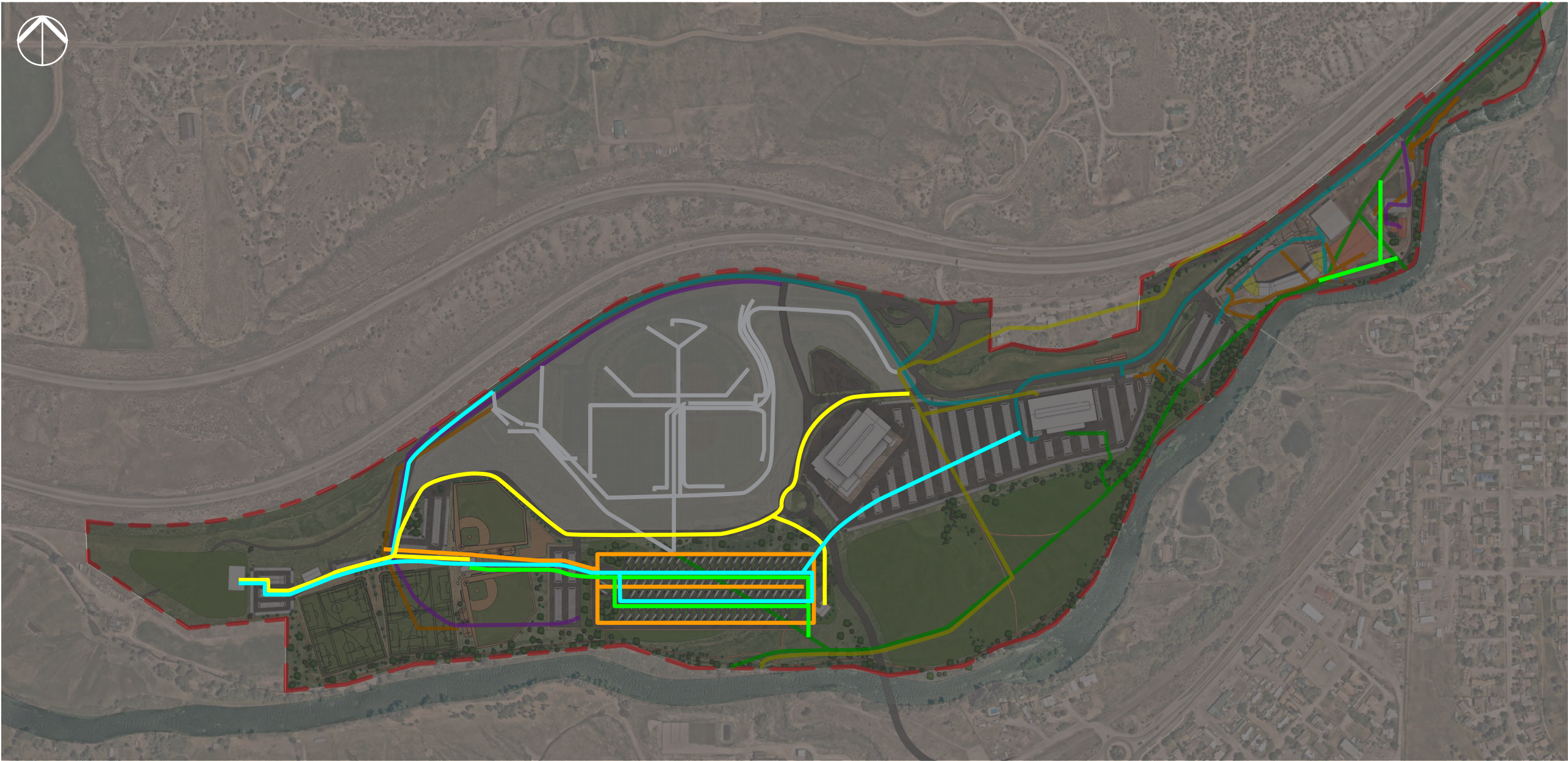
Master Plan **Traffic Circulation**

The master plan indicates a road/bridge extension going south over the river connecting to Grand Avenue. This extension was previously planned and serves as an important organizing element for future uses of the Fairgrounds. The road provides a second entry/exit to the fairgrounds which is an important safety feature for the future of the site. It serves as a second traffic route to reduce traffic on Grand Avenue and is recommended in a transit study unrelated to the fairgrounds master plan. The Grand Avenue connection is important to note as it hints to the needed scale and traffic capacity of the road which is not insignificant as it relates to internal circulation of vehicles and pedestrians within the fairgrounds. Our understanding of the new road is that it is anticipated to be a maximum of four lanes (two in each direction), have an anticipated speed limit of 20 to 30 miles per hour, and provide a conduit for somewhat heavy traffic during peak traffic hours. The shape and rout of the proposed road is aligned with the original road study documents as it relates to the river crossing location. Internal to the Fairgrounds, the road is designed to align with topography, grading, and flow to event venues. The traffic circle is anticipated to assist with directional flow of traffic and help to reduce speed through areas where pedestrians may be crossing.



Master Plan **Extended Utilities**

The adjacent graphic indicates the holistic approach to realigning and extending utilities on the site in support of the RV Park development and relocation of the Mountain Rec fields and animal shelter. The utility extensions and realignment can take place in phases according to work being implemented. Grey utility lines are anticipated to be abandoned in advance of future mining activity. The proposed utility plan leaves all major service lines in their existing locations and only effects branch lines that feed individual development areas. Note the gas line located between the proposed Expo-Event building and the Eagle River Center. This is a primary line that will be very costly to disturb. Avoiding disruption of this gas line is one important factor that influences the proposed location for the proposed Expo-Event venue. See also notes related to utilities and grading on the topography page.



- WATER
- SEWER
- GAS
- ELECTRICAL

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Proposed Master Plan Projects

Rodeo Arena Site

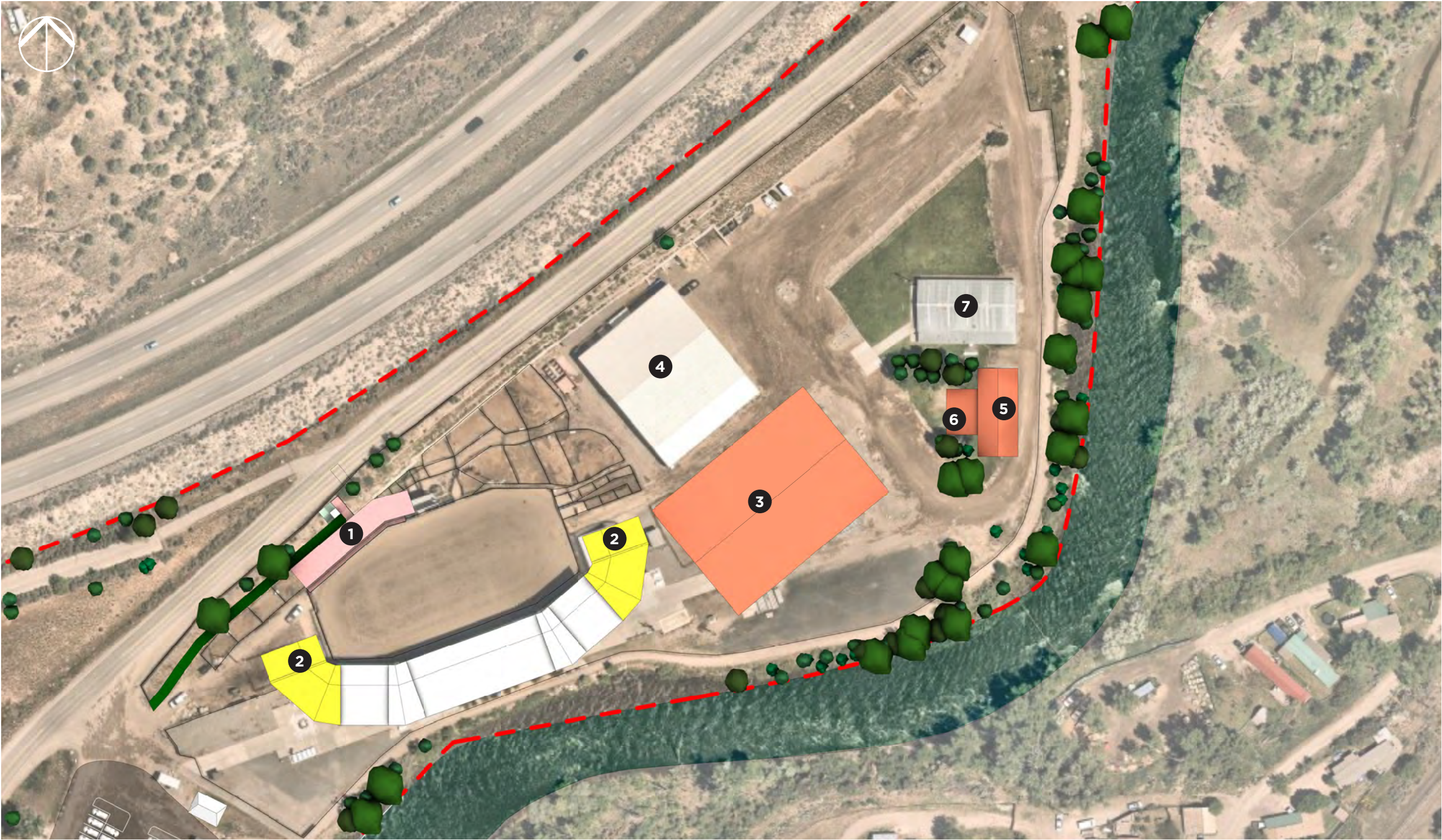
The master plan team looked at multiple scenarios related to the existing rodeo arena and related livestock barn, expo, and outdoor arena. This area of the site is developed to its maximum capacity as it relates to expansion of stalling and event functions. Relocation of the rodeo arena and required associated buildings was discussed and reviewed but ultimately dismissed due to the high cost of a new build, minimal revenue opportunity, and lack of land for a relocation that provided opportunity for substantial expansion. While major relocation or expansion does not appear financially viable there is great interest in targeted improvements from the community and current users. High demand was expressed for a minimum of 600 additional seats in the grandstand to support demand for the annual Eagle County Fair and Rodeo and addition of more diversified guest experience options. Expansion of the covered pre-cast is shown with the extents to cover/replace the aluminum bleachers currently installed. This expansion will increase the current seating capacity of 2,200 by 1,030 seats for a total estimated grandstand capacity of 3,230. In this scenario the aluminum bleacher systems would be relocated to support other events at the Fairgrounds, possibly to the warm-up arena or Eagle River Center. Diversification of guest experience is addressed via a covered platform that is proposed over the top of the rough stock pens on the east side of the rodeo announcer stand. The platform is designed for flexibility of implementation a could serve as an open club or be divided into suite areas. The platform would have some tiered seating along the arena edge but would primarily serve a more socially oriented crowd of guests. A similar application is found in other venues around the US. Restrooms and food/beverage service would need to be incorporated and might take different forms depending on the final configuration of the platform. Preliminary study of the grade indicates that the platform might be made accessible via ramp along the top of the retaining wall on the north side of the rough stock pens. The platform elevation would be of similar and not less height to the announcers stand to safely accommodate continued functionality of the penning below. The platform as indicated in the drawings is 3,500 square feet. Some precedent images are included to show other approaches to spectator areas above livestock penning. The covered platform would be the most basic form of this guest experience opportunity.

The design team recommends consideration of expanding and covering the existing outdoor arena to support existing events and activity on site and create opportunity for more flexibility of use from this existing amenity. The existing open air warm-up arena is 70 feet wide by 200 feet long. Both the footprint and open-air exposure create significant limitations for year-round use. The master plan indicates a proposed expansion of the width to 140' and installing a cover to increase year-round functionality.

The existing livestock building, and expo hall are anticipated to remain unaltered with typical maintenance to maintain their functionality for their current uses.

The county is currently looking at various options for relocating a maintenance shop. The fairgrounds is one of the properties being considered. The design team has reviewed several options proposed by the county and has endorsed an option that would locate the shop in the area currently occupied by the fair office. The proposal includes building a new shop building with an attached office space that replicates the current scale and function of the fairground's office. The proposed location creates the least amount of circulation conflict with other activities at the fairgrounds and opens the possibility of transitioning the existing expo hall into an expanded shop or storage facility in the future. This would consolidate shop and maintenance operations to one end of the site.

Rodeo Arena **Site Plan**



- 1** COVERED AND ELEVATED DECK
25' Wide
3500 sf
- 2** PRECAST SEATING
1030 New Seats
- 3** COVERED OUTDOOR ARENA
140' x 200'
- 4** EXISTING LIVESTOCK BARN
- 5** POSSIBLE COUNTY MAINTENANCE SHOP RELOCATION
- 6** NEW FAIR OFFICE ATTACHED TO SHOP
- 7** EXISTING EXPO HALL

Rodeo Arena **View Looking South**

- 1 COVERED AND ELEVATED DECK
25' Wide
3500 sf
- 2 ELEVATOR AND STAIRS
- 3 ADA RAMP
- 4 PRECAST SEATING
1030 New Seats
- 5 NEW SEATING COVERS
- 6 EXPAND CONCOURSE AT NEW SEATING
- 7 COVERED AND ENLARGED OUTDOOR ARENA
140' x 200'

Rodeo Arena **View Looking North East**



- 1** COVERED AND ELEVATED DECK
25' Wide
3500 sf
- 2** ELEVATOR AND STAIRS
- 3** ADA RAMP
- 4** PRECAST SEATING
1030 New Seats
- 5** NEW VOM COVERS
- 6** COVERED AND ENLARGED OUTDOOR ARENA
140' x 200'

Rodeo Arena **Example Imagery**



Fishing Is Fun Site

The fishing for fun lot is a multi-use parking lot utilized throughout the year as a launch and departure ramp for river rafters and fishermen and as the carnival midway during the annual Eagle County Fair and Rodeo. The primary recommended upgrade to this area of the site is a replacement restroom/changing building. The existing restroom building is a small CMU structure that is inadequate in capacity and outdated in terms of function and guest amenity. A new facility is recommended similar to the restroom/changing building at Eagle River Park. The proposed new building would have expanded restrooms and changing areas to serve the river launch patrons and would also be a great improvement for guests at the annual Fair and Rodeo. The Fishing is Fun lot is the site of a pedestrian bridge connecting the fairgrounds to downtown Eagle. The proposed new facility is ideally located at this pedestrian hub as many visitors utilize the pedestrian bridge for trail access to the river trails at the fairgrounds. Improvements are recommended to formally extend and improve the pedestrian trails along the full river frontage of the fairgrounds. Consideration may be given to formalizing the shape and paving the lot to assist with utilizing the lot for its highest capacity. The paving layout indicated follows the general outside boundaries of the existing lot with some minimal grading to adjust the shape of the lot for maximum organization of parking spaces. The configuration shown indicates 136 car parking spaces. Such organization can also be accomplished with the existing gravel paving but delineating parking spaces and drive lanes will require a creative solution. An alternative approach might be to pave a circulation drive lane and leave the parking spaces as permeable gravel.

Fishing Is Fun Site **Plan**



- 1 NEW RESTROOM AND CHANGING PAVILION
- 2 RECONFIGURED PARKING
136 Parking Spaces

Expo Event Building

The market feasibility report indicates a new multi-use event facility with the following attributes:

- Column-free, flat-floor facility with event space of approximately 40,000 SF
- Should be climate-controlled, modern, multi-purpose and divisible with a concrete floor
- 4-6 meeting rooms with the ability to be combined
- Support spaces such as ticket office, restrooms, lobby, kitchen, storage, etc.

This modern flexible event venue represents an opportunity to engage a completely new expo market along the I-70 corridor without duplicating or competing with other regional venues which are much smaller in scale and event focus. While the multi-use event facility is estimated to generate significant revenues, it also has the highest cost to develop. It will take time and planning to create this venue and so it is slated for a later phase of implementation.

The proposed venue is located to share an expanded parking area with the Eagle River Center. The site location is recommended based on the following factors:

- Create separation from the Eagle River Center so simultaneous events can take place with less impact to each other. (A major gas line runs between the two venues forcing the new event venue to the west edge of the available level land between the Eagle River Center and berm at the edge of the mining zone)
- Orient primary guest lobby and breakout room views toward the Eagle River.
- Orient the primary guest entrance toward the guest parking area.
- Provide access for load-in/out and a drayage/storage areas along the long axis of the divisible event hall for flexible operational access.
- Allow a drive-through lane for exhibitor load-in/out.
- Minimize cost by avoiding complex site grading to accommodate the building and parking footprints.

The proposed site location best accommodates these parameters with the available land for development. Significant changes in the topography of the site may occur due to mining of the remaining gravel and relocation of the Mountain Rec Fields. If such site alteration has occurred prior to development of the multi-use event building the design team would recommend additional study to refine the site within reasonable proximity to the proposed location.

The design team studied multiple variations for the floor plan including one option that attached the multi-use event venue to the Eagle River Center and an option that opened the guest pre-function spaces directly onto the existing multi-use green space. Direct connection to the Eagle River center was eliminated as an option primarily because it limited the opportunity to have different events occurring in the buildings at the same time. The option that opened out into the multi-use green space was eliminated due to difficulty of defining a primary entrance, the cost of a split-level pre-function space, and conflict between service and guest parking and circulation.

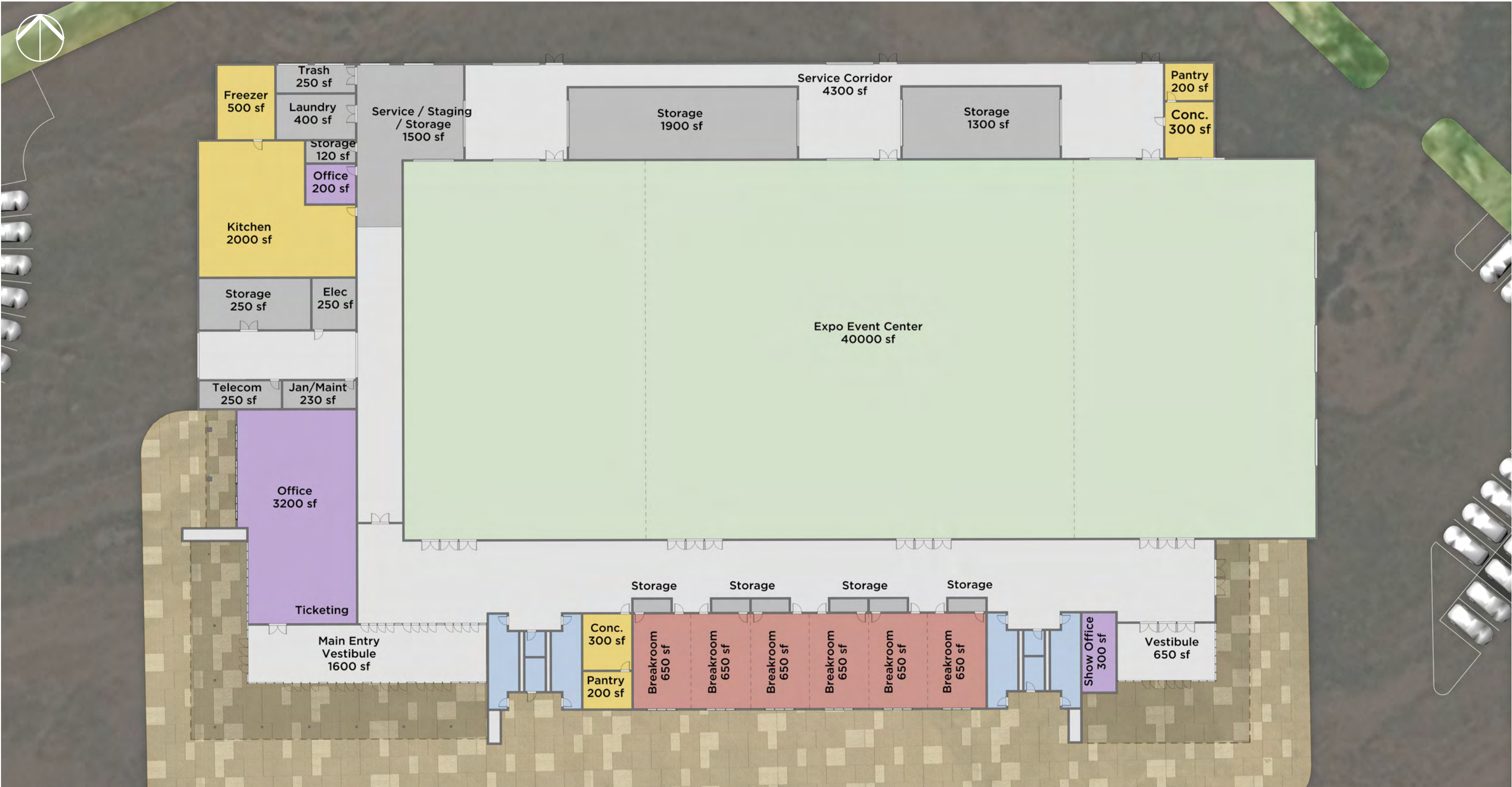
The proposed new venue includes a concrete event floor of 40,000 square feet that can be divided into three sperate halls. When divided, each hall is fully accessible from loading, storage, and drayage areas as well as pre function guest areas and six breakout rooms. The breakout rooms have moveable partition walls and can be combined into larger event spaces with views across the Eagle River. An office area of 3,200 square feet is designated for Eagle County staff and provides typical office amenities that are expanded from those available in the Eagle River Center. The office location allows fairgrounds and event venue staff to be centralized to the fairgrounds site and primary event venues. Two concessions offer a variety of food and beverage options for events in the pre-function areas and the event hall. A large kitchen with support space can provide food service to large events in the hall and possible be utilized as a central catering kitchen for events in other venues on the fairgrounds campus.

Expo Event Building **Site Plan**



- 1 EXPO EVENT BUILDING WITH CLIMATE CONTROL AND HARD SURFACE FLOORING
- 2 PRE-FUNCTION, BREAK OUT ROOMS, AND CIRCULATION
- 3 PARKING
1067 parking Spaces
- 4 OVERFLOW PARKING
- 5 MULTI-USE GREEN SPACE
~20 acres

Expo Event Building **Diagrammatic Floor Plan**



Expo Event Building **View Looking North**



- 1 EXPO EVENT BUILDING WITH CLIMATE CONTROL AND HARD SURFACE FLOORING
- 2 PRE-FUNCTION, BREAK OUT ROOMS, AND CIRCULATION
- 3 PARKING
1067 parking Spaces
- 4 OVERFLOW PARKING
- 5 MULTI-USE GREEN SPACE
~20 acres

Example Imagery **Expo Event Building**



RV Site

Permanent RV and tent camping was the most requested improvement to the fairgrounds that we heard in the public feedback sessions across all genres of stakeholders. Temporary camping is overlaid on the multi-use green space for large events, but very minimal permanent connections are available. Regionally, RV and tent camping are in high demand and low inventory. The proposed tent and RV campground is located adjacent to the multi-use green space and the Eagle River. The narrow shape of available land in this area is well suited to hold the 91 proposed RV spaces with ample car accessible tent camping spots in the surrounding landscape. The RV sites are full hookup including sewer. The RV spaces are generous to provide a pad for the camper, adjacent pad for a tow vehicle, and green space that can be outfitted with a picnic table and other amenities for a premium RV camping experience. Tent camping sites may be primitive or could be supported with electric and water connections. A services building is proposed that will provide restrooms, showers, covered gathering space, and perhaps a camp store. The overall layout is designed to provide green buffer around the parking and camping areas to avoid the feel of a high-density park. The RV campground is intended to support attendance at fairgrounds events and to encourage economic impact from travelers seeking outdoor recreation opportunities in the area. It is not intended for long term camping.

The campground is centrally located at the fairgrounds and connected to the improved pedestrian and bike trails adjacent to the river. Campers can easily access downtown Eagle via the pedestrian bridge by the Fishing is Fun lot.

The RV Park is recommended for consideration as a phase 1 project. It has the most advantageous cost/benefit ratio out of all the proposed master plan projects and can be developed with minimal impact to the function of existing events. The park will immediately support existing events while creating revenue to support maintenance, operations, and future growth at the Fairgrounds.

RV Site **Plan**



- 1 OFFICE AND RESTROOMS
- 2 RV PARK
30' x 55' - 42 Lots
30' x 80' - 49 Lots
- 3 PEDESTRIAN PATH
- 4 CAMPING GROUND
- 5 OPEN AIR IRRIGATION

RV Site **View Looking North**



- 1 OFFICE AND RESTROOMS
- 2 RV PARK
30' x 55' - 42 Lots
30' x 80' - 49 Lots
- 3 PEDESTRIAN PATH
- 4 CAMPING GROUND
- 5 OPEN AIR IRRIGATION

Mountain Rec and Animal Shelter Relocation

Relocation of the existing Mountain Rec fields will be required for future gravel mining to take place. While this operation has been long planed and anticipated for the future, the timing to start the second phase of mining is not determined. Therefore, the relocation of the fields is not imminent. Previous studies have been undertaken for the relocation and various plan organizations of the field and amenities have been previously proposed. The proposed location of the fields on the master plan is similar to previous studies and influenced primarily by the desire to maintain space for growth of fairgrounds functions and events around the existing Eagle River Center. The proposed footprint is also constrained by the steep topography of the area to be mined.

The Design Team coordinated with current Mountain Rec management to make modifications to previous planning iterations of the fields and amenities. The master plan proposes two dedicated ball fields and two multi-purpose fields that are sized for overlay of a variety of different sports fields. Parking has been expanded to the greatest extent possible given the site and topography constraints. Support amenities such as a concession/restroom pavilion, playground, and maintenance building are included. The fields are located adjacent and accessible to the improved pedestrian trails along the river front and consideration has been given to accommodate a walking loop for exercise around the sport fields. A buffer of natural landscape has been designed between the ball fields and the river to accommodate intentional trails in the natural environment and alleviate trespassing on the irrigation ditch maintenance road that borders the river.

Future mining also impacts the existing animal shelter. The County is currently looking at alternative properties for the animal shelter which include relocation on the fairgrounds as well as off site locations. The master plan proposes relocation of the animal shelter at the far west end of the fairground's property. This location serves as a buffer between neighbors to the west and more active areas of the fairgrounds, is adjacent to the ball fields for visibility and engagement with community activities that may be advantageous to the shelter mission, and the holistic master plan does not rely on this portion of the site as a critical area for development if the animal shelter should be relocated off site. An open green space is proposed to the west of the proposed animal shelter location to serve as a dog park space as a termination to the public walking trails and destination for the many dog walkers at the fairgrounds. The green space also serves as a walking and exercise area for shelter animals.

Mountain Rec Site and Animal Shelter **Plan**



Mountain Rec Site and Animal Shelter **View Looking North**



- 1 EAGLE COUNTY ANIMAL SHELTER AND DOG PARK
195 Parking Spaces
- 2 MOUNTAIN REC MAINTENANCE SHOP
- 3 MULTI-PURPOSE FIELDS
- 4 HARDSCAPE
- 5 NORTH PARKING
151 Parking Spaces
- 6 OFFICE AND RESTROOMS, CONCESSIONS
- 7 BASEBALL FIELDS
- 8 PLAYGROUND
- 9 EAST PARKING
128 Parking Spaces

Hole in the Sky Disc Golf Course Site

The Eagle County Fairgrounds is home to the Hole in the Sky Disc Golf Course. The course is developed and maintained by a private group and attracts large numbers of disc golfers for both recreation and competitions. The course is overlaid in the multi-use green space recreation and trail areas of the fairgrounds. The course overlay is designed to provide challenging holes in the natural environment without impeding overlay of other multi-use events in the same area. When large events are held at the fairgrounds the disc golf course is not used to minimize conflict between event attendees and disc golf activities. The master plan retains the multi-use green space which allows the disc golf course to also remain. It is anticipated that the disc golf course will need some expanded space to continue operations, and this is anticipated in some of the green space buffer along the river front by the RV. Successful integration of disc golf courses with recreation fields and other outdoor activities is achieved with careful planning in other communities. This type of integration is possible at the Eagle County Fairgrounds. Retaining disc golf as an amenity at the fairgrounds will continue to bring a robust contingent of local and regional players to the fairgrounds and offer the opportunity to host larger events that may produce economic impact for the Town of Eagle and Eagle County.

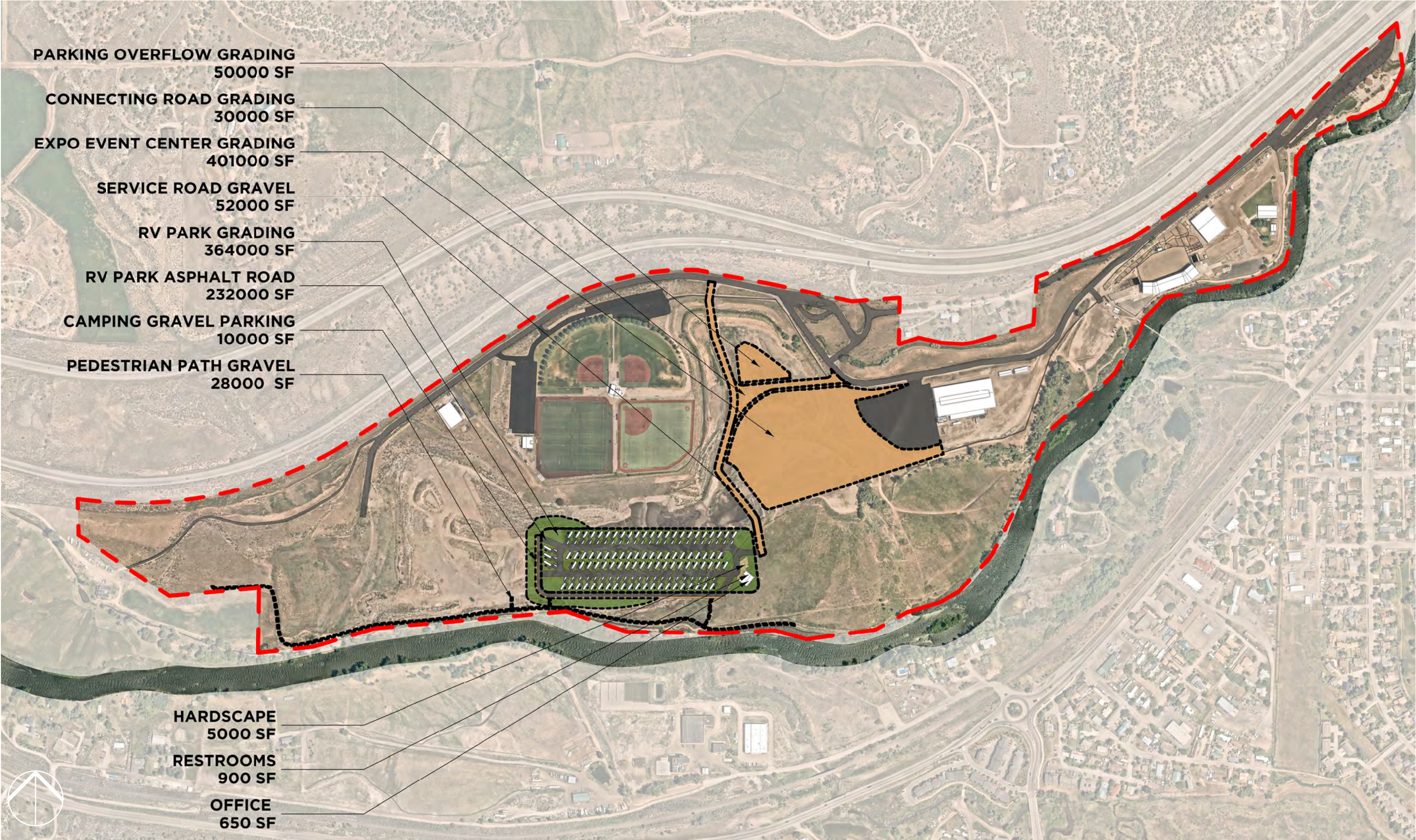
Hole in The Sky Disc Golf Course Site **Plan**

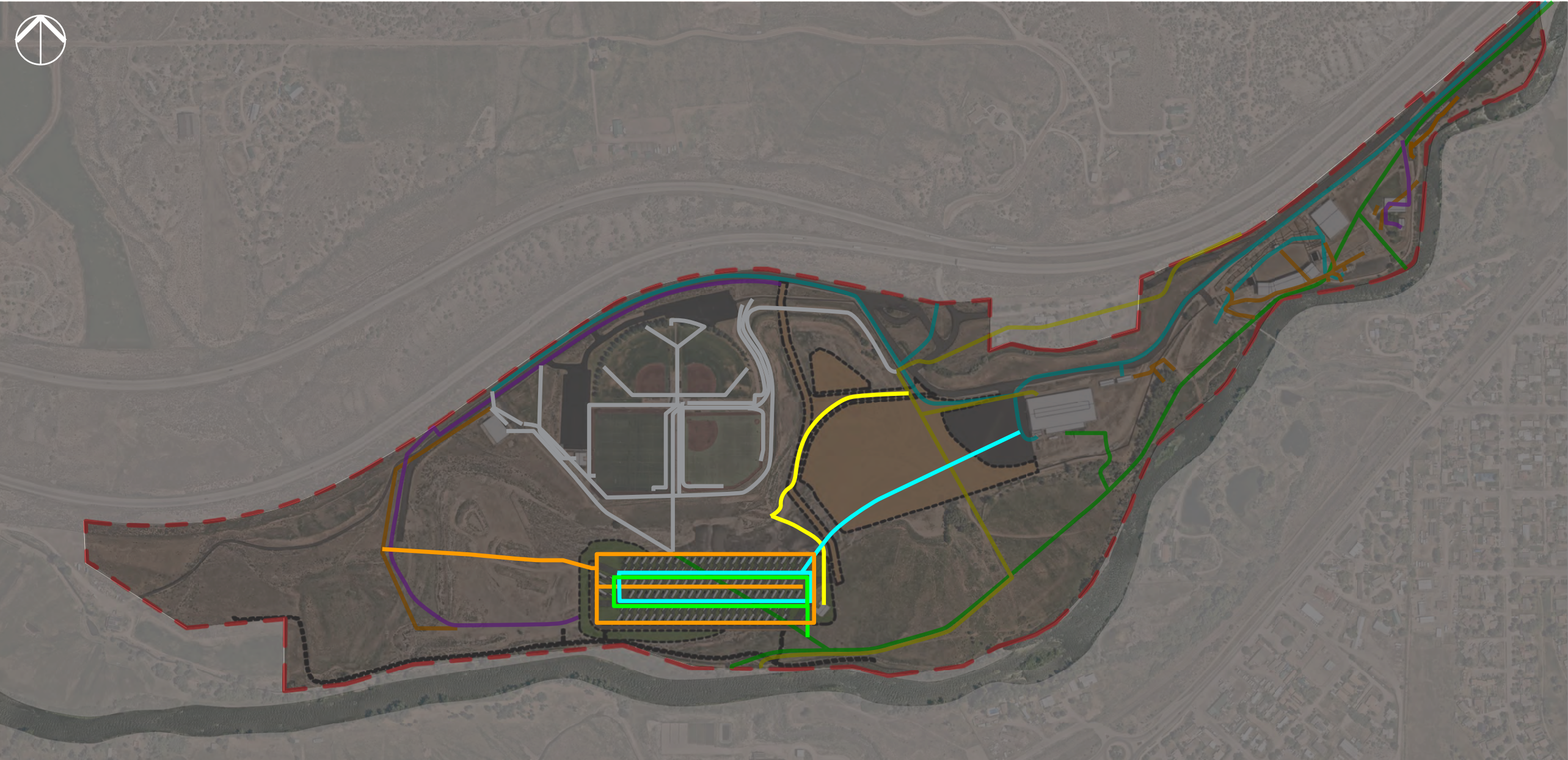


1 COURSE AREA IN YELLOW

Project Phasing Plans^{7/}

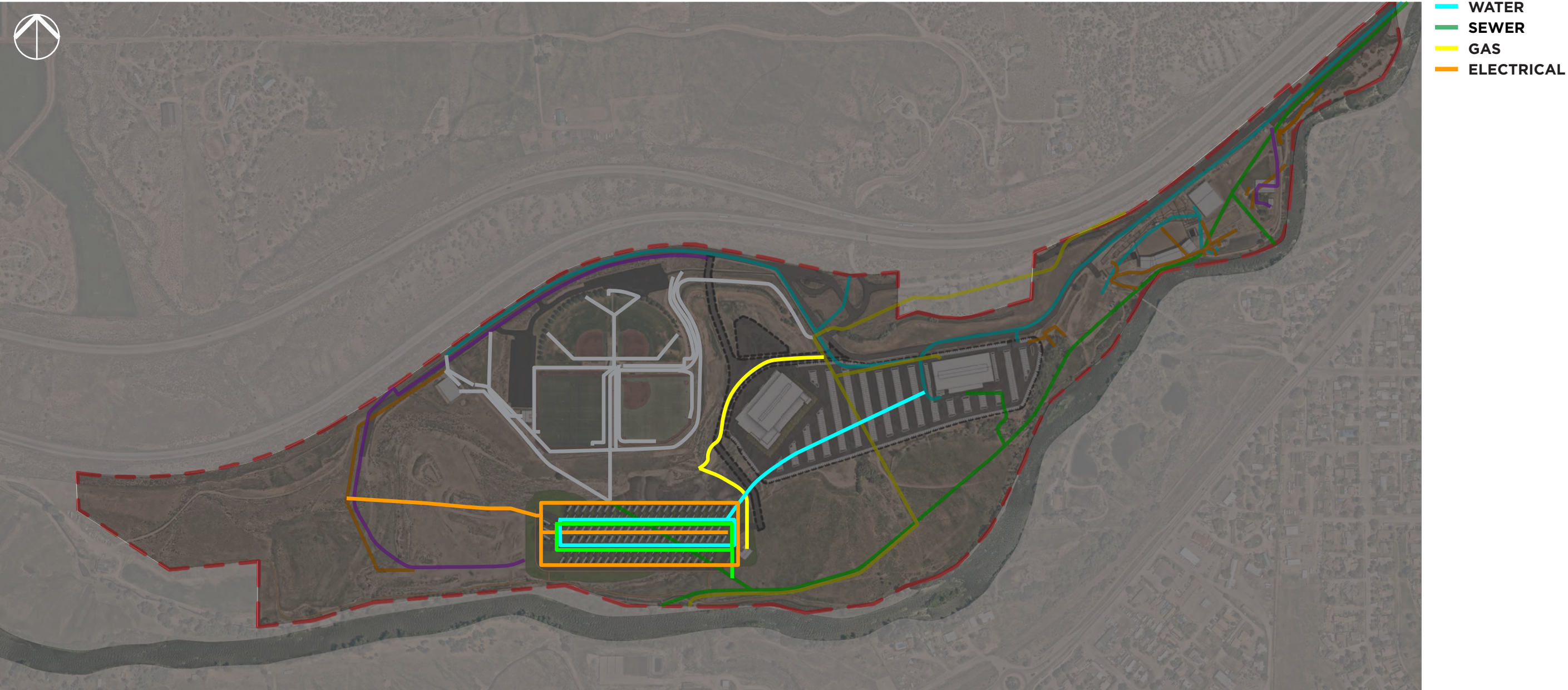
Phase 1 **Recommendation**



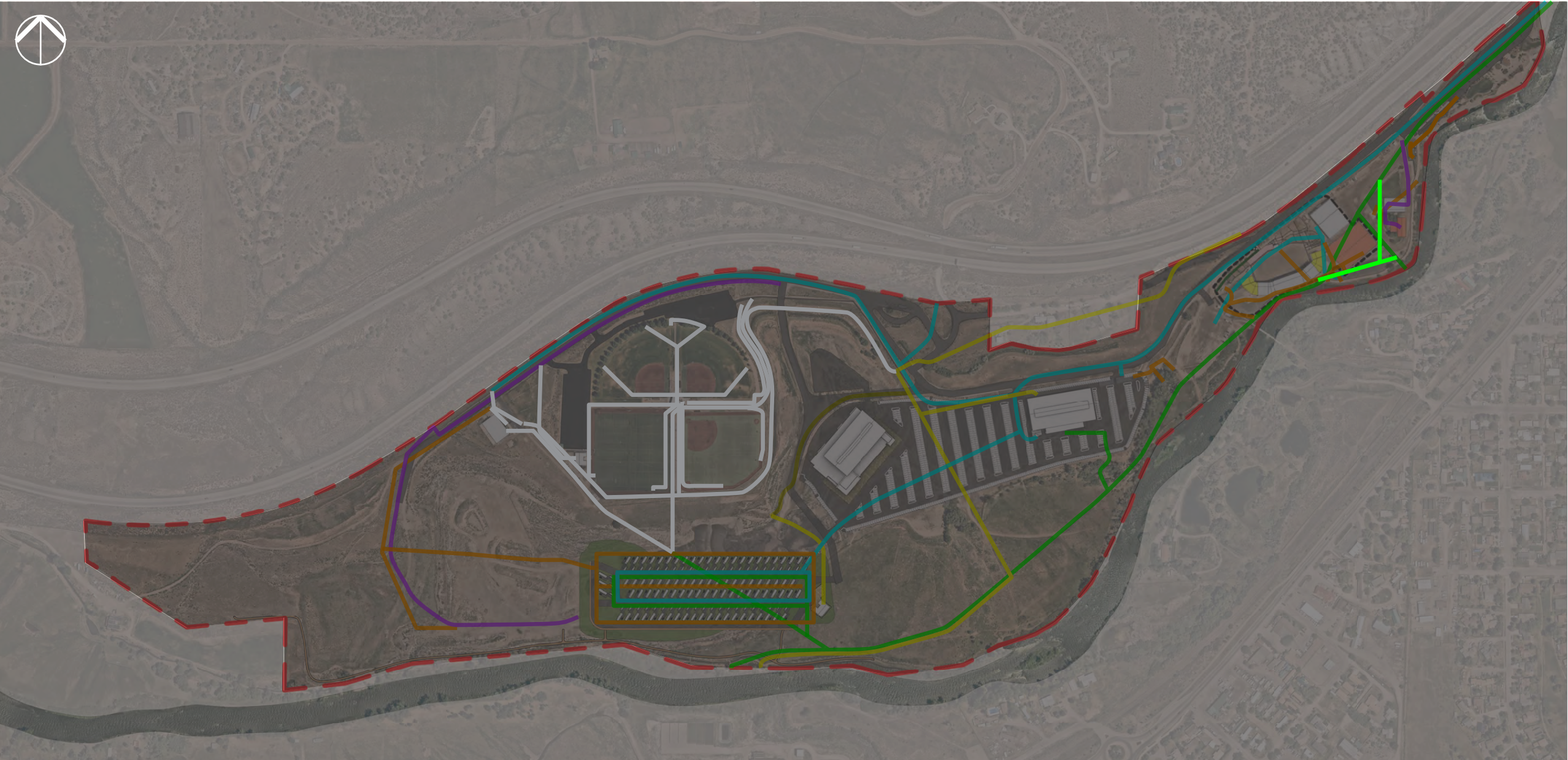


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SEWER