

MESA COUNTY FAIRGROUNDS

Draft Master Plan (Summary)

TELL US WHAT YOU THINK!

A draft Master Plan—which will serve as a roadmap for the future of the Mesa County Fairgrounds—has just been completed. The draft plan includes three phases for possible future development:

Phase 1 (Short Term): West End Development

- **Infrastructure**—New entry & new roads, irrigation upgrades, detention and drainage improvements.
- **Parks**—Reconfiguration of open park spaces with additional amenities (horseshoe pits, rest-rooms, parking, etc.)
- **BMX**—Relocation and improvements to the BMX facility.
- **Maintenance**—Relocation and expansion of space for maintenance crew, equipment and vehicles.
- **Little League**—Reconfiguration of, and addition to, parking areas.

Phase 1 is expected to take two to three years to complete. This phase aims to benefit a broad segment of the local community, but will especially impact park and recreational users, while improving circulation and parking.

This phase allows for larger events that would bring out-of-town attendees, and subsequent economic benefit to the community. The cost is estimated at \$6.8 million. The county currently has funding for this phase in its capital plan.

Phase 2 (Medium-Term): Equestrian and Livestock Center Development

- **Stalls**—Addition of two new stables (with 90-100 stalls each). These will be portable to allow for flexible use of the space. (For example, stalls can be removed to create livestock show rings.)
- **Open-Air Arena**—Addition of one new covered, open-air arena (similar to the existing arena). This will allow additional larger horse and livestock shows to book the fairgrounds.
- **Infrastructure and RV Parking**—Reconfiguration of the circulation and parking areas associated with the east end of the property. This would also add more show-related RV parking.

Phase 2 is expected to be developed over two to three years. This phase aims to benefit the local agricultural community and equestrian users by providing much-needed space for events.

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(The current facilities are currently completely booked from March through October.) It will also allow for growth of the annual Mesa County Fair.

Phase 2 is expected to have a significant economic impact by drawing larger multi-day events, bringing out-of-town attendees into the community. The cost is estimated at \$7 million. The county currently has some of the funding for this phase in its capital plan.

Phase 3 (Long Term): Main Event Arena and Expo Hall

- **Main Event Arena**—A 5,000-seat multi-use arena with dirt flooring. Primary users are expected to be livestock and rodeo events, family shows and motorsport events. The floor can be designed to be covered for concerts and other performances, to provide an additional 2,000 seats on the floor. This facility will replace the current grandstands.
- **Expo Hall**—A 30,000 square-foot exposition hall. This will be divisible into two very large rooms that can then be broken up into smaller spaces. This will have a concrete floor and roll-up doors. The expo hall is designed to be multi-use, but is targeted to increase the fairgrounds' ability to attract large livestock/equestrian shows with trade shows. This would also provide needed indoor exhibit space for the Mesa County Fair and many other existing events.
- **Additional Stalls**—If a need is demonstrated after Phase 2, one or two more stables could be added (with 90-100 stalls each, for a total of 400+ stalls). This would provide the space required for national-level horse shows.

There is not currently a specific timeline for this phase. Phase 3 will benefit the local agricultural community and equestrian users by providing a higher-end space for regional and national events as well as growth of the Mesa County Fair. Phase 3 is expected to have a dramatic economic impact by drawing large, multi-day events with out-of-town attendees.

These facilities would serve the entire valley by offering a unique venue for larger traveling concerts and shows that do not currently visit Mesa County. Market analysis suggests that Grand Junction could attract large-scale mid-week concerts if we had an arena of this size and type.

The cost is estimated at \$38 million for all of the structures proposed in Phase 3. This phase, or portions of it, would be developed once a funding/partnership strategy is in place.

What is a Master Plan? The Fairgrounds Master Plan is designed to be a roadmap for future development of the property. The plan does not dictate funding for capital improvements, but rather will help guide investments in the coming years. After this round of open houses, the local Master Planning effort will wrap up in December, when the Mesa County Board of Commissioners is expected to review the plans.

Please share your comments:
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