

FAQ

- What is Save the Rodeo?
 - Save the Rodeo is a campaign to protect our heritage and steward our future. While fiscally responsible and operationally sound, certain improvements to the infrastructure and facilities will ensure the ongoing presence of the rodeo and western culture. Save the Rodeo seeks to educate and inform our community, and encourage the public's financial and social support by promoting the following involvement:
 - Protect the World's Oldest Rodeo® by keeping it in Prescott, Arizona on the existing site where it has been held since 1913.
 - Ensure Prescott Frontier Day's Inc.® continues to manage the Prescott rodeo grounds in the long-standing tradition of previous volunteer organizations for the last 110 years.
 - Secure the future of our rodeo with a revised long-term lease with the City of Prescott.
 - Encourage the City Council to approve Prescott Frontier Days' Inc.® Master plan and Vision that was presented to them on March 28, 2023.
- Is Prescott Frontier Days, Inc.® or the World's Oldest Rodeo® in financial jeopardy?
 - No. Both Prescott Frontier Day's Inc.® and the World's Oldest Rodeo® are financially sound. Prescott Frontier Day's Inc.® is supported by a community of volunteers and operates the World's Oldest Rodeo® as a volunteer lead nonprofit organization.
- What is the 1888 Buckle Club?

- The 1888 Buckle Club is a 501(c)(3) organization with the primary goal of raising money through membership and general donations to help come along side Prescott Frontier Day Inc, a 501(c)(4), to help offset costs towards implementing the Master Plan, promote the World’s Oldest Rodeo, and educate the public of the benefits that the Prescott Frontier Days brings to the communities surrounding Prescott Arizona.
- Who is the 1888 Buckle Club?
 - The membership of donors consists of approximately 100 business and community leaders from around Prescott, Yavapai county, and the State of Arizona. These members make a sustainable annual donation to fulfill the stated goals of the 1888 Buckle Club and promote the western lifestyle and values. We stand together in our belief that the World’s Oldest Rodeo and Prescott Frontier Days is an institution worth protecting and promoting. We are carrying on the proud traditions of previous generations of leaders from Prescott that answered the call to financially support the cornerstone of our city since 1888.™
- Is the 1888 Buckle Club a “Good ol’ Boys Club”?
 - ABSOLUTELY NOT!!! Less than a third of our membership is 2nd or older generations of Prescottonians with the majority of members having only arrived in the community in the past twenty years. In fact, many members have only joined our community in the past five years. This is what is so exciting about this group of individuals is the new community that is being built upon our common interest in Prescott Frontier Days. It is a blessing to have the wisdom of the multi-generation members paired with the new ideas and concepts that our newer community members bring to the table.
- Will the 1888 Buckle Club cease after the Master Plan build is completed?

- ABSOLUTELY NOT!!! Once the Master Plan is completed the 1888 Buckle Club annual membership's donations will help offset the costs that Prescott Frontier Days Inc will incur during its year-round operations of the new facility. Additionally, the 1888 Buckle Club will be able to help promote and attract new events including but not limited to bull ridings, equestrian reining, equestrian cutting, polo, and a variety of rodeos from other non-professional organizations.
- Why the Master Plan?
 - The 2016 lease between the City of Prescott and Prescott Frontier Days Inc required the city to develop and deliver a Master Plan with PFD's help within the first five years of the lease (by 2021). To fulfill the requirement in the lease terms, the members of PFD and the 1888 Buckle Club worked for over a year with Priefert Complex Design, a design firm specializing in equestrian and livestock facilities, to develop the comprehensive Master Plan.
- Did the City of Prescott financially contribute to the Master Plan and the Economic Impact Study?
 - The City of Prescott contributed \$24,000 towards the Master Plan and \$12,250 towards the economic impact study.
- Who were the Stakeholders consulted on the Master Plan?
 - Many Stakeholders were invited to sit down with Priefert Complex Design with many discussing their needs and issues for over an hour. First and foremost was Prescott Mayor Phil Goode who had a one on one with the Design Firm which then was followed up by three individuals from Prescott's Park and Recreations and Fire Chief Tom Knapp. Additionally, President Sheri Heiney of the Prescott Chamber of Commerce and Ann Steward of the Tourism Board spent time addressing their organizations' needs and concerns. Finally, the Yavapai Fair

Association, Prescott Frontier Days Inc, 1888 Buckle Club, the Olson family representing the Olson's EquiFest, the Kieckhefer family representing the Kieckhefer's Legacy Ranch Horse Sale, and members of several different Community Outreach programs spent their schedule time having their suggestions and concerns addressed. We encourage you to review all the notes from these meetings. They are available within the Master Plan document here,

<https://1888buckle.files.wordpress.com/2023/06/vision-and-master-plan.pdf> , (See: TAB 5/Page 32)

- What is the significance of keeping the World's Oldest Rodeo at its current location?
 - The Prescott Rodeo was started in 1888 and held originally a few miles northwest of the current property. In 1893 the Miller family allowed it to be held on their property closer to the current site for a good number of years. Then in 1913 the Prescott Rodeo ended up finding its permanent home for the last 110 years thanks to cooperation with Joe Dougherty the property owner. That same year the Northern Arizona Fair Association (later becoming Yavapai County Fair Association) acquired the land with the Prescott Chamber of Commerce helping repair the original grandstand Dougherty constructed for his racetrack. Yavapai County purchased the property in 1936 to be able to apply for federal assistance to construct the beginning of the current grandstand and two rock buildings known today as the Doc Pardee and Freeman Buildings. Although the County owned the property the Yavapai County Fair Association ran and operated the racetrack, Prescott Downs, until 2001. In 2001/2002 the City of Prescott acquired the property and immediately leased it to PFD Inc for the daily and annual maintenance of the facilities. Danny Freeman documented the history for the Sharlot Hall Museum...
<https://archives.sharlothallmuseum.org/articles/days-past->

[articles/1/history-of-yavapai-county-fair-and-yavapai-county-fair-association](#) ... Not only is tradition very important in this day and age but maintaining the Rodeo and other events close to the Downtown and surrounding businesses is critical for a healthy and vibrant economic boost to the community.

- Who owns the rodeo grounds?
 - The City of Prescott owns the 43+/- acres and the Prescott Frontier Days Inc. manages the property year-round with a lease agreement with the City of Prescott.
- What are the basic terms of the lease agreement with the City of Prescott?
 - The current lease is a 25-year lease that commenced in 2016. PFD Inc. does not make any lease payments to the city. PFD Inc. pays all its own utilities and city services and cooperates with the City to maintain the property.
- Who will own the Master Plan improvements?
 - The City of Prescott, as the landlord, will ultimately own the \$40 million in improvements made by the State and privately donated funds.
- What was the timeline of communication with the city of Prescott regarding the master plan?
 - PFD Inc. Hired Priefert/Norris/Taylor to undertake the Master plan process and design in the first quarter of 2022. The first meetings with existing users and city staff and the mayor took place on April 6/7, 2022. PFD officials met with the mayor on 1/4/2023 to present the nearly completed master plan. The master plan was presented to the full council in a study session on March 28, 2023. We encourage you to watch the meeting in its entirety here at <https://vimeo.com/812570884> . Subsequently the master plan has been presented multiple times to the PFD membership as well as at 4 public meetings.

- What is the traffic impact related to the master plan improvements?
 - PFD Inc. Will be conducting a traffic study which will then be shared with the city and the public. The traffic study will then inform the city's traffic engineer how to best handle the traffic in and out of the rodeo grounds utilizing all four ingress and egress points. This study will be beneficial in highlighting PFD desire to provide shuttle service during high attendance events.
- How would the neighbors' benefit from the master plan improvements?
 - Here are some of the more prominent ways the neighbors will benefit:
 - 1) Along Gail Gardner and Fair Streets, the master plan calls for new upgraded fencing (replacing the chain link) with landscaping which will screen the interior of the rodeo property.
 - 2) The existing dirt parking areas will be replaced with hard scape that will greatly reduce blowing dust.
 - 3) Equine events and activities will be moved to the eastside of the property and away from Gail Gardner therefore being better contained within the property.
 - 4) A new state of the art sound system will be installed within the U-shaped main arena which will reduce the noise coming from events in the main arena and thus reducing the overreaching "noise pollution" that the current system creates.
 - 5) A new manure composting system will be used to reduce odors and insects coming from the livestock. It will be in the best available area to mitigate odors and pests.
- Will the current composting area located in the southwest corner of the property remain in the master plan?

- Yes, plans for a new composting program is being developed along with adding a community garden or similar type of program.
- How big is the multi-purpose pavilion and how does it compare in size to the Prescott Valley events center?
 - The multi-purpose pavilion is 16,000 square feet and approximately 30' tall. It will include a ticket office, rodeo museum, rodeo gift shop and restrooms. In addition, there is a covered plaza for rodeo vendors, fair exhibits and could be used for events like the farmer's market and art/craft shows. For a good comparison the Prescott Valley Events Center is 165,000 sq ft or 10 times as large as the proposed multi-purpose pavilion with a roof height of over 70'.
- What are the heights of the multi-purpose pavilion and the covered arena?
 - The covered arena and the multi-purpose pavilion will be less than 31' tall.
- What will be the use and purpose of the Covered Arena complex?
 - The need for the covered arena complex is great and critical to the Master Plan.
 - It will house 112 permanent stalls for horses. This is critical to attract new events such as cow horse cuttings, reining, polo matches, team roping and barrel racing events. Many of these performance horse values can be above \$100,000 a piece and PFD wants to provide the best and safest facility for our livestock competitors.
 - The covered arena will provide restrooms and hospitality space for the competitors that will attend the World's Oldest Rodeo and other equine events. Providing a safe and comfortable place for PFD to demonstrate the

western traditions of hospitality to our athletes will be a huge blessing to them and our community.

- The “all-weather” availability of the covered arena will allow year-round usage for the facility. A wider availability of dates will allow events an opportunity to experience Prescott anytime.
 - The indoor arena will create new opportunities to attract other livestock related events with the modular design of the arena and stall configurations. Livestock clinics and educational programs are just two of the new opportunities that can be pursued with the completion of the Covered Arena.
- Are there plans to hold concerts at the completed facility?
 - No. The Master Plan is primarily designed for equestrian and livestock events and the multi-purpose building is designed for community centered events like farmer markets and art shows. Our neighbors in Prescott Valley already have an amazing venue to host large concerts and Yavapai Community College Performance Hall and the Elk Theater fill those needs in our community as well.
 - What is the future of the existing grandstands?
 - A significant portion of the budgeted funds are dedicated to restoring the existing grandstands and improving them to modern standards to provide fans with the safest and best possible
 - What is the funding source for the Master Plan build out?
 - The 1888 Buckle Club is leading the charge for the private donation raise of the monies needed to implement the Master Plan. We are honored and grateful with the grant from the State of Arizona to jump start this project and this will help the 1888 Club Directors and members utilize our vast network of non-

profits and high net-worth donors nationally to support our efforts.

- Will any City of Prescott or Yavapai County funds be asked for to complete the Master Plan?
 - Absolutely not!!! The number one intention of the 1888 Buckle Club and PFD Inc was to stand on the century old tradition of community members fiscally supporting the Rodeo and the facilities. We believe that this is for the community by the community and have no desire to ask the taxpayers of the City and County to finance this endeavor. However, it would be irresponsible and derelict in our fiduciary responsibilities to not pursue other finance source such as State and Federal grants.
- Will the City of Prescott be required to help with annual operations costs?
 - This is not planned nor the desire of PFD Inc or the 1888 Buckle Club. The 1888 Buckle Club, through membership donations, will be able to help PFD Inc financially as earlier organizations in the history of Prescott did for the Rodeo and the Fair.
- What are the economic benefits to the City of Prescott?
 - Based on the Economic Impact Study within 10 years of initial opening of the Master Plan an additional \$14.2M in additional tax revenue without any direct financial contributions from the City of Prescott government itself.
- What are the economic benefits to Yavapai County?
 - Based on the Economic Impact Study within 10 years of initial opening of the Master Plan an additional \$8.5M in additional tax revenue without any direct financial contributions from Yavapai County government itself.
- What are the economic benefits to the State of Arizona?

- Based on the Economic Impact Study within 10 years of initial opening of the Master Plan an additional \$36.1M in additional tax revenue to the State of Arizona giving them a Return on Investment (ROI) of 36% on the \$15.3M grant awarded to PFD Inc in the 2023/2024 State budget.
- What will be the economic benefits during the construction phase of the Master Plan?
 - A total of 511 temporary jobs and \$27.3M in wages are expected during the construction of the Master Plan. The total economic activity during this time is a projected \$74.8M. The one-time tax related benefits to the State are \$2.8M, \$1.2M to City of Prescott and \$476,800 to Yavapai County.
- What will be the economic impact to the community as a whole?
 - Over the 10-year time period it is projected that the Master Plan will generate a cumulative economic activity of \$810.7 Million dollars. It is further projected that approximately 1,133 new jobs will be created with a total labor income for the 10 years of \$311.9M (including labor income from construction)
- How is the \$15.3M grant from the State accounted for and who will have oversight?
 - The Treasurer office of Arizona will coordinate all distributions and oversight with this grant. The process is well established and used in all State distribution of funds. Contrary to rumors in our community no entities will have the entire \$15.3m deposited in any account. The State will review all invoices and bills and distributed the appropriate funds based on State regulations and processes.
- Will there be more public outreach?
 - Yes, PFD is planning on doing more outreach this fall after the rodeo and the traffic study is complete.

