Welcome + Meeting Agenda

- Welcome and Project Team Introductions
- Timeline
  What has been accomplished to date and where are we going from here?
- Purpose of Project
- Description of Existing Conditions
- Summary of Focus Group Discussions
- Keypad Polling
- Next Steps
- Open House / Talk to the Team
Project Team Introduction

Design Workshop

K/O Fairground Planners
Crossroads Consulting Services, LLC
Martin/Martin

Meeting the Challenge

Boulder County Staff

- Therese Glowacki, Director of Parks & Open Space
- James Butler, Building Services Lead Architect
- Karla Schultz, Building Services Facilities Planner (County Project Manager)
- Joe LaFollette, Fairgrounds Manager
- Rebecca Harp, Scheduling Coordinator for the Fairgrounds
Project Timeline

- Analysis and Investigation of Existing Conditions (February 2020)
- Focus Groups (September 2021)
  - Community Meeting #1 (Nov. 16, 2021)
    - Project Discovery | Imagining the Possibilities
  - Community Meeting #2 (Target February 2022)
    - Project Focus | Choosing a Preferred Plan
  - Community Meeting #3 (Target June 2022)
    - Project Finale | Master Plan Review
Master Planning Purpose

Purpose:

• Guide the evolution of the facility by identifying meaningful ways to continue to serve the community

• Explore future upgrades to the facilities and redevelopment of the site
1978 Master Plan
Existing Site Conditions

VEGETATION

HYDROLOGY

Boulder County Fairgrounds Master Plan
Existing Site Conditions

PEDESTRIAN CIRCULATION

VEHICULAR CIRCULATION

TRAFFIC VOLUME
Facility Assessment

Site Heat Map

Building Heat Map

Boulder County Fairgrounds Master Plan

- **Good Condition**
- **Acceptable Condition**
- **Poor Condition**
- **Fair Boundary**
Trends in Fairgrounds

- Animal and People Health - Bio Security
- Site-wide Security
- Create a Year-Round Destination /
  Optimized facilities and facility connections
- Sustainability
- Simplified Circulation and Wayfinding
- Green up - Trees and Vegetation

- Enhanced Animal and Agricultural Education
- Hosting Non-Traditional Events
- Connections to Trails and Parks
- Exercise and Play Sensory Experiences
- Wide Range of Rental Venues/Pavilions
- Character Defining Elements
Focus Group Findings

Focus Groups and Focused User Survey (September 2021)

- Boulder County Supported Groups
- Commercial Events
- Non-Profit Events
- Youth Events
- Animal Events (Non-4-H)
- On-Site Staff/Stormwater/Emergency
- City of Longmont/Visitor Groups

59 Focus Group Participants / 66 Survey Participants

18 Groups Represented

4-H
Arabian/Half Arabian Club
Boulder Amateur Radio Club
Boulder County Bombers -- Roller Derby League
Boulder County Fair
Boulder County Horse Association
Boulder County Public Health
Colorado Pony of Americas

CSU Extension
Easy Riders 4-H
FFA
Flatirons Mineral Club
Girl Scouts of Colorado
Longmont Humane Society
Longmont Recreation Services
St. Vrain Valley School District
St. Vrain Roundup Club
Focus Group Findings

**Strengths**

- Great staff
- Close location
- Affordability
- One of the largest spaces in Boulder County
- Lots of history for existing long-term users
- Opportunities for youth development

**Weaknesses**

- Outdated
- Doesn’t compete with new facilities
- Not enough parking/ Dirt parking
- Wayfinding is difficult
- Circulation in and out is challenging during large events
- Not enough restroom facilities, particularly on grounds
- Limited availability to book reservations
- Technology not up to date
Focus Group Findings

**Fairground Facilities**
- Indoor Arena/Warm Up Area
- Clover Building
- Barn C
- Exhibit Building
- Barn A
- Barn D
- Natural Resources Building
- Picnic Shelter
- Barn E
- Jack Murphy Grandstand
- Public Practice Arena
- Campground
- North Parking Lot
- Barn B
- Midway

**How long has your organization been using the Fairgrounds?**
- More than 20 Years: 58%
- 10 to 20 Years: 20%
- 5 to 10 Years: 15%
- Less than 4 Years: 4%

**What is your perception of the Fairgrounds?**
- AGRICULTURAL FOCUS
- GREAT STAFF
- FRIENDLY
- WELCOMING
- PLACE FOR YOUTH
- FUNCTIONAL
- UNDERUTILIZED
- OLD
- MEMORIES
- SAFE HAVEN
- DATED
- POSITIVE
- COMMUNITY GATHERING SPACE
Focus Group Findings

What would you like to see more of at the Fairgrounds?
- Clear and cohesive wayfinding
- Facility maps
- Paved parking lots
- More facilities available for events
- More community events (concerts or rodeos)
- Restroom facilities
- Large remodeled event space
- More diverse youth events
- WIFI capabilities
- More gathering spaces
- More educational programs
- More natural space

What are some other regional facilities that you like or that are a good example of this type of facility?
- The Ranch
- Great Western Complex
- Larimer County Fairgrounds
- Douglas County Fairgrounds
- Arapahoe County Fairgrounds

Is your group planning on expanding your event in the future?
- YES 31%
- NO 63%
Next Steps for the Master Plan

- Analysis and Investigation of Existing Conditions (February 2020)
- Focus Groups (September 2021)

**Project Discovery | Imagining the Possibilities**
Community Meeting #1 (Nov. 16, 2021)
Online Survey (through November 30) | [www.bouldercounty.org/open-space/fairgrounds/](http://www.bouldercounty.org/open-space/fairgrounds/)

Interpret the findings of the public outreach to date, market investigation, site and facility analysis, and operations plan to create a series of master plan alternatives.

- **Project Focus | Choosing a Preferred Plan**
Community Meeting #2 (Target February 2022)

- **Project Finale | Master Plan Review**
Community Meeting #3 (Target June 2022)