Boulder County Fairgrounds Master Plan

Public Meeting 2
March 8, 2022
Meeting Agenda

- Recap Public Outreach to Date
- Program Attributes Supported by Market Study and User Input
- Concepts and Interactive Feedback
- Conclusion/Next Steps
Project Timeline

- Analysis and Investigation of Existing Conditions (February 2020)
- Focus Groups (September 2021) and Online Survey
- Community Meeting #1 (Nov. 16, 2021) and Online Survey (Nov. 16-Dec. 16)
  Project Discovery | Imagining the Possibilities
- **Community Meeting #2 (March 8, 2022)**
  Project Focus | Choosing a Preferred Plan
- Community Meeting #3 (Target June 2022)
  Project Finale | Master Plan Review

Boulder County Fairgrounds Master Plan
Study Purpose

• The Fairgrounds consists of approximately 80 acres and features more than 15 buildings and structures.

• Most of the buildings on the Fairgrounds were built in 1979 and 1980, making them 40+ years old.

• The Fairgrounds has evolved from supporting the Fair and local agriculture to also serving as a year-round community asset that hosts multiple event types.
November-December Outreach Summary
*Imagining Possibilities*

302 participants
(275 online survey/27 in person)

### MOST USED FACILITIES
- Exhibit Building
- Farmers Market Shelter
- Indoor Arena
- Barns

### MOST ATTENDED EVENTS
- Farmers Market
- The Boulder County Fair
- Public Shows

![Respondents' connection to the project](image)

**Boulder County Fairgrounds Master Plan**
**Fairground Desires**

**Rank your top three (3) INDOOR facilities/amenities that you would like to see at the Fairgrounds**

- An interior event space for nicer events
- Improved WiFi and technologies
- Meeting room(s)

**Rank your top three (3) OUTDOOR facilities/amenities that you would like to see at the Fairgrounds**

- More restrooms on the grounds
- More shade structures/pavilions
- More natural space
- Areas for recreation
Site Strengths and Opportunities

• Solid base of long-term, historic users
• Unique asset in the community given the amount and type of space offered
• Affordable to user groups
• Relatively good access
• Opportunity to plan for updated facilities where the lifespan is limited and/or poor
• Opportunity to retain, grow and attract new events
• Opportunity to leverage the strength of the local and state agricultural industry
• Opportunity to enhance overall functionality of the Fairgrounds and accommodate the future needs of a growing population
Facility Assessment

Building Heat Map
- Green: Good Condition
- Yellow: Acceptable Condition
- Red: Poor Condition

Fair Boundary

Boulder County Fairgrounds Master Plan
Site Challenges

- Physical condition of aging buildings and infrastructure limits use
- Lack of availability creates challenges for attracting new events
- Significant competition from multiple facilities in the State, many of which have or are planning to improve their assets
- Price sensitivity of some user groups
- Site is not able to expand
- Fairgrounds lacks modern event space, a moderate-sized exhibit and meeting space
- Existing indoor arena floor is relatively small
- Parking is limited for larger events
- Current signage/wayfinding is considered inadequate
Program Recommendations

- Improve the overall functionality of the Fairgrounds including circulation and wayfinding.
- Relocate Barns/Livestock Facilities to improve the functionality of the site and to replace the aging structures (137,000 SF total covered space).
- Develop a new column-free, concrete-floor facility Addition connected to the existing Exhibit Building. This space would include meeting rooms and support spaces (+30,000 SF).
- Develop a new/expanded Indoor Arena with support spaces and near animal support spaces (stalls, pens, warm-up areas, etc.) (80,000 SF).
**Program Recommendations**

- **Expand RV Parking** by 30%, update to modern RV standards, and develop a new shower/restroom facility.
- Increase the number of **horse stalls** by a minimum of 25%.
- **House Administrative and Office Space** to support existing uses (+/- 25,000 SF).
- Develop **additional support spaces** (e.g., restrooms, storage, entry gate, etc.) and improve infrastructure (Wi-Fi coverage, lighting, utilities, landscaping, etc.).
How to use Mentimeter

1. If possible, use your cellphone for providing information
2. Follow the instructions on the top of the screen
3. Keep your computer screen on Zoom
4. If using your computer to vote, keep your computer screen on Zoom unless giving feedback
5. When providing feedback, you can use the zoom function to see images and text better.
Concept 3

- Barns/Livestock Facilities (128,000 Sq. Ft.)
- Exhibit Building Expansion (107,600 Sq. Ft.)
- Expanded Indoor Arena (88,000 Sq. Ft.)
- Administrative Offices (30,000 Sq. Ft.)
- RV Parking Expansion (30%)
Visit the project website “Boulder County Fairgrounds Master Plan”

- Further review the options presented tonight
- Participate in an online survey to provide any additional feedback on the options
- Stay informed about the project

www.bouldercounty.org/open-space/fairgrounds/fairgrounds-master-plan/

Thank you for your participation tonight!