Valley County

Fairgrounds Master Plan 2026



CLEARWATER FINANCIAL

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Valley County Elected Officials & Staff

Katlin Caldwell, *Commissioner, District 1*
Sherry Maupin, *Chairman of the Board, District 2*
Neal Thompson, *Commissioner, District 3*
Gabrielle Knapp, *County Clerk*
Terri Kenneda, *Valley County Facilities*

Valley County Fair Board

Carl Barrett, *Chairman*
Linda Stradley, *Co-Chair*
Dawn McGinnis, *Secretary*
Jenni Hart
Tobie Olson
Dylan Redmon
Zack Redmon

Project Advisory Team

Mayor Judith Nissula, *City of Cascade*
Shay Holmes, *District Manager, Cascade Recreation District*
Mick Riffie, *Head of Maintenance, Cascade Recreation District*
Sam Defoort, *Kelly Whitewater*
Vaughnie Klaft, *Valley County Resident*

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University of Idaho Extension Office

Alysson Statz, *4-H Coordinator*
Melissa Hamilton, *Extension Educator*

Consultants

Cameron Arial, *Clearwater Financial*
Abbey Erquiaga, *Clearwater Financial*
Amanda Swails, *Amanda Swails Design, LLC*

EXECUTIVE SUMMARY

The Valley County Fairgrounds (the Fairgrounds) is home to the County's annual Fair and Rodeo and plays an important role in 4-H, FFA, livestock exhibition, agricultural education, and other activities rooted in Valley County's agricultural traditions. For generations, the Fairgrounds has brought together agriculture, youth programs, families, exhibitors, and visitors, establishing it as an important part of Valley County's identity.

The Fairgrounds faces challenges that affect how the site functions today. Aging facilities and infrastructure, limited space, constrained access and circulation, and competing demands among livestock, vehicles, pedestrians, event operations, and parking are most apparent during the Fair and Rodeo. Outside of these established activities, use of the Fairgrounds is limited.

The County initiated the Fairgrounds Master Plan (the Plan) to establish a coordinated direction for future investment by strengthening the Fairgrounds for the activities it serves today while creating the facilities and flexibility needed to support greater year-round community use.

Six potential alternatives were considered for the future of the Fairgrounds, allowing different approaches to facilities, site organization, and investment to be evaluated with community input. The Board of County Commissioners (BOCC) ultimately selected the Medium Rodeo Alternative and Large Fairgrounds Alternative as the basis for the Plan.

EXECUTIVE SUMMARY CONTINUED

The resulting conceptual design organizes future improvements around interconnected rodeo, agricultural, livestock, event, and community areas. It retains the existing rodeo arena, provides for replacement and modernization of livestock facilities and spectator amenities, creates flexible indoor and outdoor spaces for community and event use, and establishes a more coordinated approach to parking, circulation, access, utilities, and other site infrastructure.

Planning-level cost estimates indicate a combined low-range construction cost of approximately **$17.9 million** and a combined mid-range estimate of approximately **$21.6 million** for the selected Fairgrounds and Rodeo concepts. Given the scale of investment, implementation is recommended to occur in phases, allowing the County to prioritize projects and pursue funding over time.

The Plan gives Valley County a shared direction for the Fairgrounds:

- **Preserve and strengthen** the Fair, Rodeo, youth agricultural programs, and traditions
- **Address the physical and operational needs** that affect it today
- **Create new opportunities** for year-round use and position the Fairgrounds to serve Valley County for generations to come

Introduction



1. INTRODUCTION

Located on approximately 8.1 acres in downtown Cascade and adjacent to Kelly's Whitewater Park and the County's Cascade Annex, the Fairgrounds support 4-H, FFA, livestock exhibitions, agricultural education, and the activities associated with the annual Fair and Rodeo.

These uses remain at the heart of the Fairgrounds. Generations of participants, families, volunteers, exhibitors, and visitors have built traditions around the site, and preserving them is fundamental to its future. At the same time, the Fairgrounds has not historically supported the same level of activity throughout the rest of the year, creating an opportunity to broaden its role in the community.

The Plan addresses two related goals:

- **Strengthening** the Fairgrounds for the activities it serves today

AND

- **Creating** greater flexibility for how the property can serve the community in the future.

The need for investment in the Fairgrounds emerged through the County's 2023 Master Facilities Plan and Comprehensive Financial Plan (MFP/CFP), which identified the Fairgrounds as a priority facility and recommended a dedicated master planning process to define its future. The County continued to advance that direction through subsequent annual updates. In 2024, the County acquired a new arena and identified development of a Fairgrounds Master Plan as the next step in evaluating the site's layout, parking, facilities, and future development.

By 2025, the project had advanced on the County's updated facility priority list, and the County moved forward with development of the Fairgrounds Master Plan. The planning process also recognized the County's recent investment in the Rodeo arena. The arena and its established location were treated as existing parameters for the Plan, with the planning effort focused on how surrounding facilities and site improvements could best support it.

1. INTRODUCTION CONTINUED

The timing of the Plan mirrors a significant change at the site. Valley County plans to relocate Road & Bridge operations from the Fairgrounds to the Gold Dust property by the end of 2026. That transition is expected to make additional portions of the site available for Fairgrounds and event use and creates an opportunity to reconsider the relationship between facilities, parking, circulation, utilities, livestock operations, and public spaces.

The Plan provides a coordinated direction for future investment in the Fairgrounds. It is intended to:

- **Preserve and strengthen** the Fairgrounds' role as the home of the Fair, Rodeo, youth agricultural programs, and related activities
- **Address** facility, infrastructure, circulation, and site needs through coordinated investment
- **Create** greater flexibility for community use throughout the year
- **Guide** the location of future improvements
- **Establish** a practical path for phased investment, funding, and implementation

The Plan establishes this direction without prescribing final designs or requiring improvements to occur simultaneously. Individual projects will be further developed as priorities, funding, and implementation decisions are made. This allows the County to move forward incrementally while ensuring that each investment contributes to the overall direction for the Fairgrounds.

Planning Process



2. PLANNING PROCESS

The planning process was structured to move from understanding existing conditions and community priorities to testing potential improvements and establishing a direction for the Fairgrounds. Initial work included site visits, stakeholder interviews, and a community survey to understand how the Fairgrounds function today, the needs of its primary users, and broader community priorities.

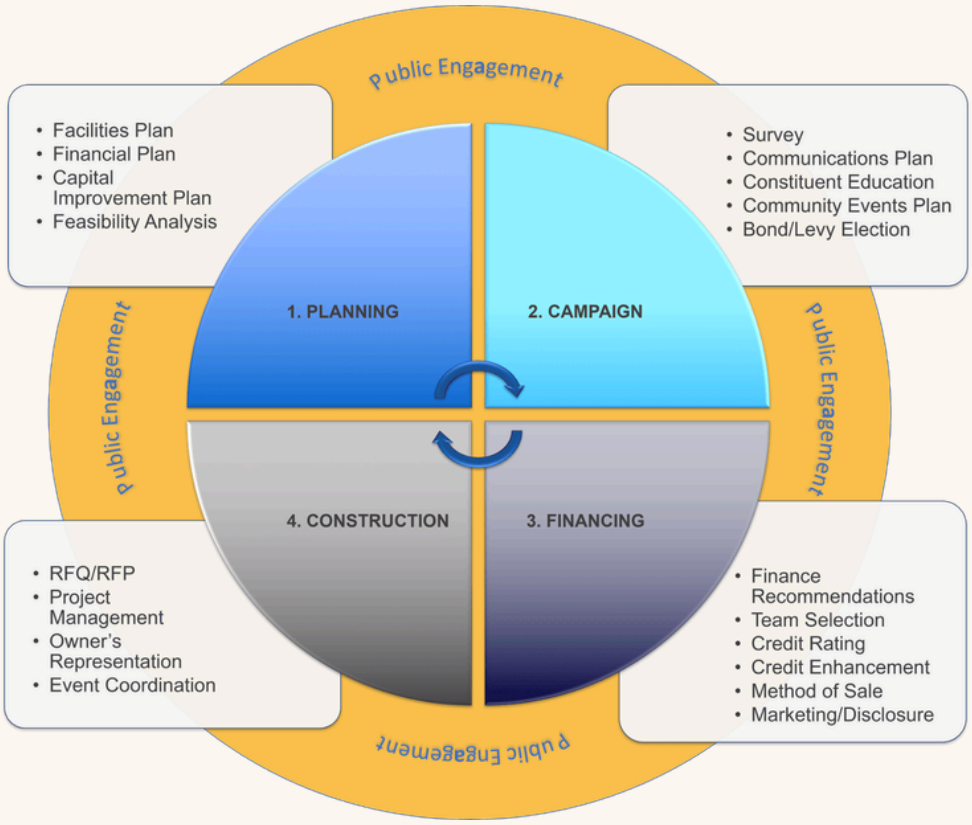


Image: Clearwater Financial Process Graphic

That information informed development of conceptual Fairgrounds and Rodeo alternatives representing different approaches to future facilities, site organization, and investment. The scenario alternatives were presented to the community through a community meeting and a second survey, providing an opportunity to compare the concepts and gather feedback on the alternatives.

The scenario alternatives and community feedback were then presented to the Board of County Commissioners (BOCC) for consideration. The Board's direction on the preferred Fairgrounds and Rodeo alternatives established the basis for further refinement and development of the Plan.

2. PLANNING PROCESS CONTINUED

TECHNICAL ANALYSIS

The technical analysis began with site visits and field observations to document existing conditions and understand how the Fairgrounds functions as a whole. The planning team reviewed existing facilities and their arrangement, parking and circulation, pedestrian access, utilities and supporting infrastructure, livestock areas, event spaces, and the relationships among these uses.



Additional field observation was conducted during the 2025 Fair and Rodeo, when the Fairgrounds experiences its greatest concentration of activity. Observing the site during an event provided insight into how spectators, exhibitors, livestock, trailers, vendors, service vehicles, event staff, and pedestrians move through and share the property. Discussions with County staff and Fair Board representatives provided additional context regarding day-to-day operations, event setup, facility needs, and constraints that may not be apparent during a typical site visit.

The physical review was supplemented by demographic and economic information to provide context for future use and investment. Planning-level cost estimating was incorporated later in the process as development concepts were refined. This work provided the technical basis for identifying site opportunities and constraints and developing the alternatives evaluated through the Plan.

2. PLANNING PROCESS CONTINUED

STAKEHOLDER & COMMUNITY ENGAGEMENT

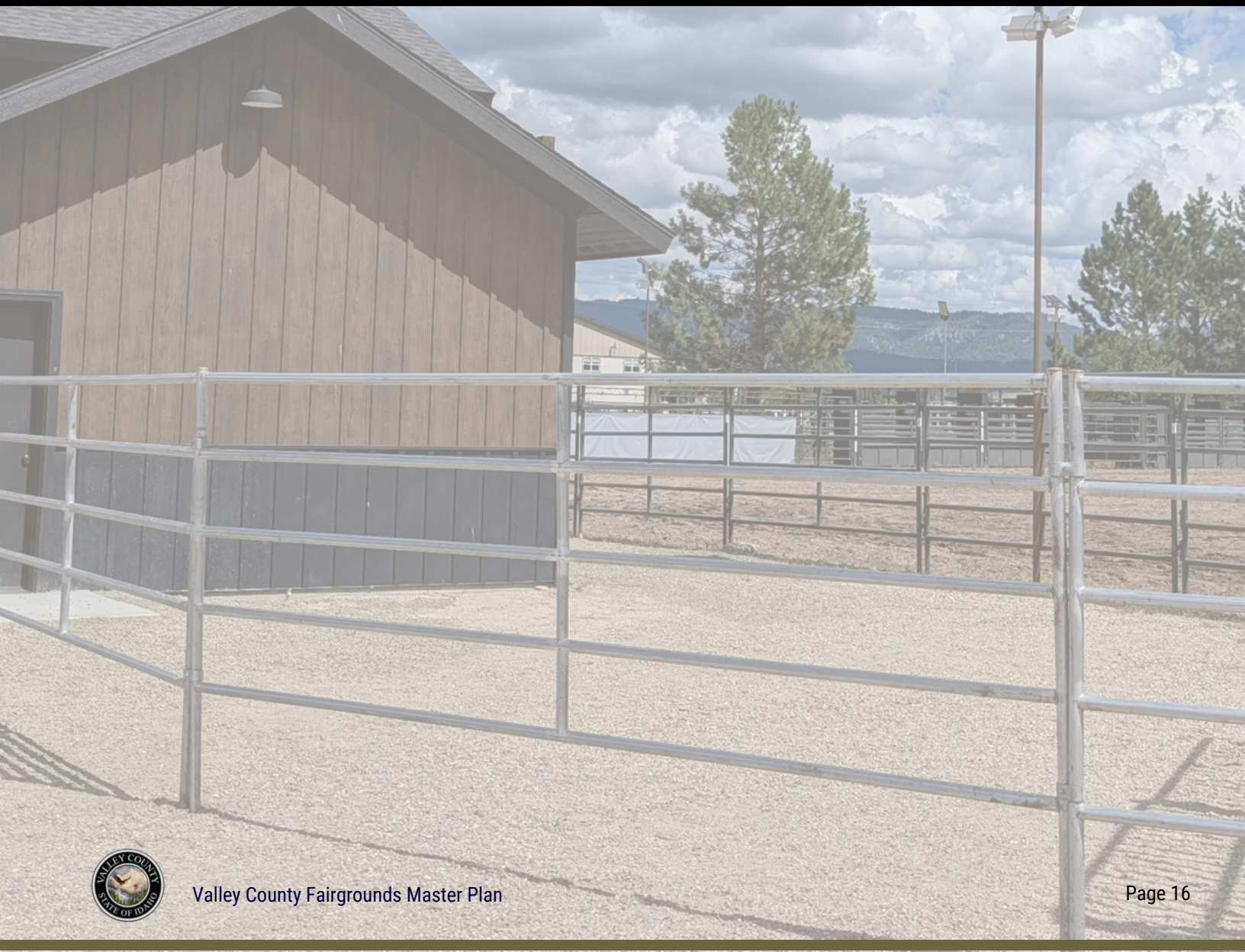
Community participation was a central component of the planning process. The County sought input from individuals and organizations representing a broad range of perspectives, including County leadership, the Fair Board, agricultural interests, youth organizations, event organizers, community partners, local businesses, and County residents.

Public engagement included stakeholder interviews, Steering Committee meetings, a project website, informational materials, community meetings, and online surveys that provided residents with multiple opportunities to review planning concepts and share feedback. This approach helped ensure that recommendations were informed by both operational experience and community priorities.



The technical work and community engagement provided a clearer understanding of how the Fairgrounds function today, where limitations exist, and what should be considered as future improvements are evaluated.

Existing Conditions & Site Evaluation



3. EXISTING CONDITIONS & SITE EVALUATION

The arrangement of facilities, parking, circulation, livestock areas, and event operations affects how people, animals, and vehicles move through and use the property. Understanding these relationships and the physical and operational constraints they create provides an important basis for planning future improvements.

The property includes facilities for livestock exhibitions, Rodeo events, vendors, spectator seating, concessions, restrooms, maintenance, and event operations, along with supporting utilities, parking, and circulation areas. Within the site, these uses compete for a limited amount of space and must accommodate substantially greater activity during major events.

Access is one of the site's most significant physical constraints. The Fairgrounds is currently served by a single primary entrance and exit used by spectators, exhibitors, livestock trailers, vendors, service vehicles, and emergency vehicles. Opportunities for a secondary connection are limited by the railroad to the east, surrounding property to the north and south, Highway 55 to the west, and topography. Establishing an additional access point would require further coordination and engineering rather than simply extending the existing circulation system.

Parking and internal circulation present related challenges. During major events, the site must accommodate spectator vehicles along with livestock and horse trailers, vendors, service vehicles, and event operations. Space for Rodeo participant trailers is limited, and additional parking outside the immediate Rodeo area is needed during peak use. Within the Fairgrounds, vehicles, pedestrians, livestock, and event activities also move through closely connected areas, creating conflicts that require active management during the Fair and Rodeo.

3. EXISTING CONDITIONS & SITE EVALUATION CONTINUED

Livestock operations create additional space and circulation requirements. Animals must be unloaded, housed, moved to exhibition or show areas, cared for, and returned to trailers while maintaining appropriate separation from spectators and vendor activity. Animal security and biosecurity are also important considerations. The Rodeo arena presents a related need for designated participant and horse warm-up space separated from general spectator circulation.

The existing Rodeo grandstands also warrant future investment. Peak attendance can place pressure on available seating, particularly during the Saturday-night Rodeo, while the existing seating has been identified for replacement as the County considers future improvements to the Rodeo area.

These conditions demonstrate that future improvements cannot be considered as isolated building projects. Access, parking, circulation, livestock movement, participant areas, public spaces, and future facilities compete for limited space and affect one another. The Plan considers the organization of the site, with particular emphasis on reducing conflicts among uses, improving circulation and access, and allowing the Fairgrounds to continue supporting its established activities as improvements occur.

Community Priorities



4. COMMUNITY PRIORITIES

Stakeholder discussions and community engagement provided insight into what people value about the Fairgrounds, where they see a need for improvement, and how they would like the property to serve Valley County in the future. While perspectives varied, several recurring themes emerged that informed the development and evaluation of the planning alternatives.

PRESERVING WHAT MATTERS

Preserving the Fairgrounds as the home of the annual Fair and Rodeo was a central theme throughout engagement. Participants described these events as important Valley County traditions tied to agriculture, community identity, and connections across generations.

Youth agricultural programs were closely connected to that priority. Participants emphasized the importance of facilities that serve 4-H, FFA, livestock exhibitions, agricultural education, and other youth activities. Together, the Fair, Rodeo, and youth programs represent the established uses that participants most wanted future investment to protect and strengthen.



4. COMMUNITY PRIORITIES CONTINUED

PRIORITIES FOR IMPROVEMENT

Participants identified several practical concerns that affect how the Fairgrounds function during major events. Parking was among the most frequently raised issues. Participants described limited designated parking, reliance on informal or overflow areas, and difficulty accommodating horse and livestock trailers. Circulation was closely related, with concerns about congestion, unclear traffic flow, and the challenge of maneuvering larger vehicles within the site. Pedestrian routes, lighting, wayfinding, and uneven surfaces also contributed to concerns about navigating the Fairgrounds safely and comfortably during busy periods.

Basic visitor amenities were another recurring concern. Survey respondents frequently identified limited restroom capacity, insufficient seating and shade, and dusty or muddy ground conditions. These concerns reflect the experience of spending extended periods at the Fairgrounds during summer events, when participants, families, volunteers, vendors, and spectators may be on the property for much of the day.

Livestock facilities were also a priority, particularly for the families and volunteers involved in 4-H, FFA, equestrian activities, and livestock exhibition. Concerns included limited barn and stall space, aging pens, and the lack of permanent weather-protected areas for showing and caring for animals. Participants also raised concerns about animal movement, loading and unloading, security, and the interaction between livestock areas and public activity. Better separation between animal operations, vendors, spectators, and general circulation was seen as important to both event operations and animal care.

Participants also expressed interest in a more organized site layout with better-defined areas for vendors, livestock activities, pedestrians, and event support. Rodeo participants also identified the need for safer, better-defined areas for horse staging and warm-up, separated from general spectator and vehicle circulation.

Interest in flexible indoor and outdoor spaces was also expressed, particularly to accommodate different activities and reduce reliance on temporary facilities.

4. COMMUNITY PRIORITIES CONTINUED

EXPANDING COMMUNITY USE

Participants saw an opportunity for the Fairgrounds to serve the community more frequently outside the annual Fair and Rodeo. The property was often described as underutilized during other parts of the year, despite its central location and established role in the community. Interest in expanded use was generally framed around making better use of the existing public property while retaining the character and traditions that distinguish the Fairgrounds.

A flexible indoor facility was among the ideas discussed most often by stakeholders. Potential uses mentioned by stakeholders included community gatherings, educational programs, meetings, celebrations, craft fairs, banquets, fitness activities, and other events that currently have limited or no options at the Fairgrounds. Participants also noted that successful year-round use would depend on basic building services and amenities, including reliable heat, electricity, lighting, and restrooms.

Expanded use was not limited to non-agricultural events. Participants saw potential for improved livestock and equestrian facilities to accommodate clinics, shows, competitions, and other agricultural activities outside Fair week. Seasonal markets, educational programs, and similar community activities were also discussed as potential uses.

These ideas point toward flexibility rather than a single new use. Participants expressed interest in facilities and spaces that can serve different groups at different times of the year while continuing to accommodate the uses central to the identity of the Fairgrounds.

4. COMMUNITY PRIORITIES CONTINUED

INVESTING RESPONSIBLY

Participants recognized that improving the Fairgrounds will require substantial investment and that not every project can occur at once. Feedback reflected an interest in setting priorities and advancing improvements in a way that is financially manageable for the County. The discussion was not simply about limiting cost; participants also considered how outside resources and increased use of the Fairgrounds could help make improvements possible.

Grants, partnerships, fundraising, sponsorships, and revenue generated through events and facility rentals were among the approaches considered during the planning process. Stakeholders also discussed the potential for facilities that are used more frequently throughout the year to generate revenue and help offset operating costs. These ideas reflected an interest in broadening the resources available to the Fairgrounds and reducing reliance on any single funding source.

Financial sustainability was connected to both how improvements are funded and how future facilities are used. Participants saw value in investments that could serve the Fair, Rodeo, and youth programs while also accommodating additional activities that bring people to the Fairgrounds at other times of the year.

Development Alternatives



5. DEVELOPMENT ALTERNATIVES

Development alternatives were prepared to explore different levels of investment and approaches to the organization of the Fairgrounds.

Two alternatives were developed for the rodeo facilities:

- **Small Rodeo Alternative**
- **Medium Rodeo Alternative**

Four alternatives were developed for the Fairgrounds:

- **Small Fairgrounds Alternative – South Livestock Area**
- **Small Fairgrounds Alternative – North Livestock Area**
- **Medium Fairgrounds Alternative**
- **Large Fairgrounds Alternative**

The rodeo alternatives focused on the arena, grandstand, spectator amenities, participant areas, and supporting circulation. The Fairgrounds alternatives explored different configurations for livestock facilities, event and community space, circulation, and facilities that could accommodate additional use outside the annual Fair and Rodeo.

The alternatives provided a way to compare the benefits, limitations, costs, and future flexibility associated with different approaches. Review by the Fair Board, community members, County staff, and the BOCC informed refinement of the concepts and selection of the Medium Rodeo Alternative and Large Fairgrounds Alternative as the basis for the Plan.

5. DEVELOPMENT ALTERNATIVES CONTINUED

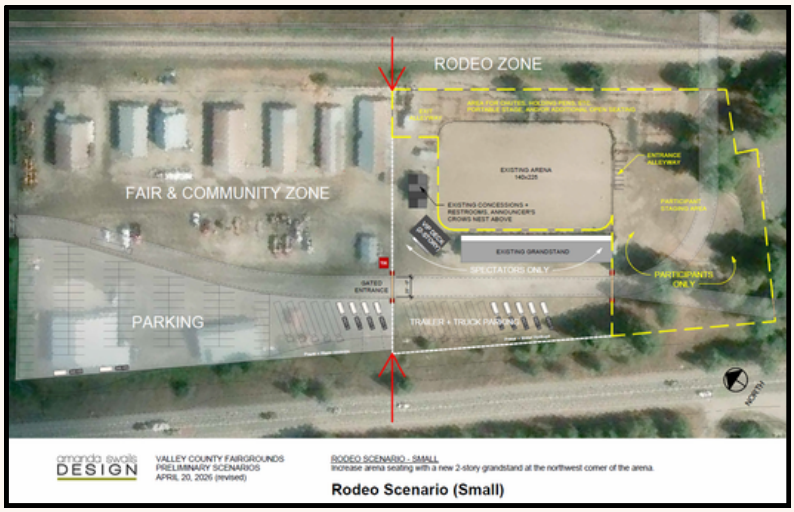
RODEO ALTERNATIVE

The rodeo alternatives focused on improving the functionality of the arena and supporting facilities while maintaining the Fairgrounds' longstanding rodeo traditions. Each alternative explored a different level of investment and operational improvement, ranging from targeted upgrades to more comprehensive redevelopment.

Small Rodeo Alternative

The Small Rodeo Alternative represents the lowest-cost investment option focused on increasing spectator capacity while preserving nearly all existing rodeo facilities. Under this concept, the existing arena remains in place, and a new two-story grandstand is constructed at the northwest corner of the arena to expand seating capacity without substantially changing the overall layout. Existing concessions, restrooms, announcer facilities, livestock circulation, and support areas remain largely unchanged.

This alternative was intended to improve the spectator experience while minimizing construction costs and operational disruption. Because most existing infrastructure would remain in service, implementation could occur with relatively limited impacts to annual Fair and Rodeo operations. However, the concept provides only modest improvements to circulation, seating, participant facilities, and long-term operational flexibility.

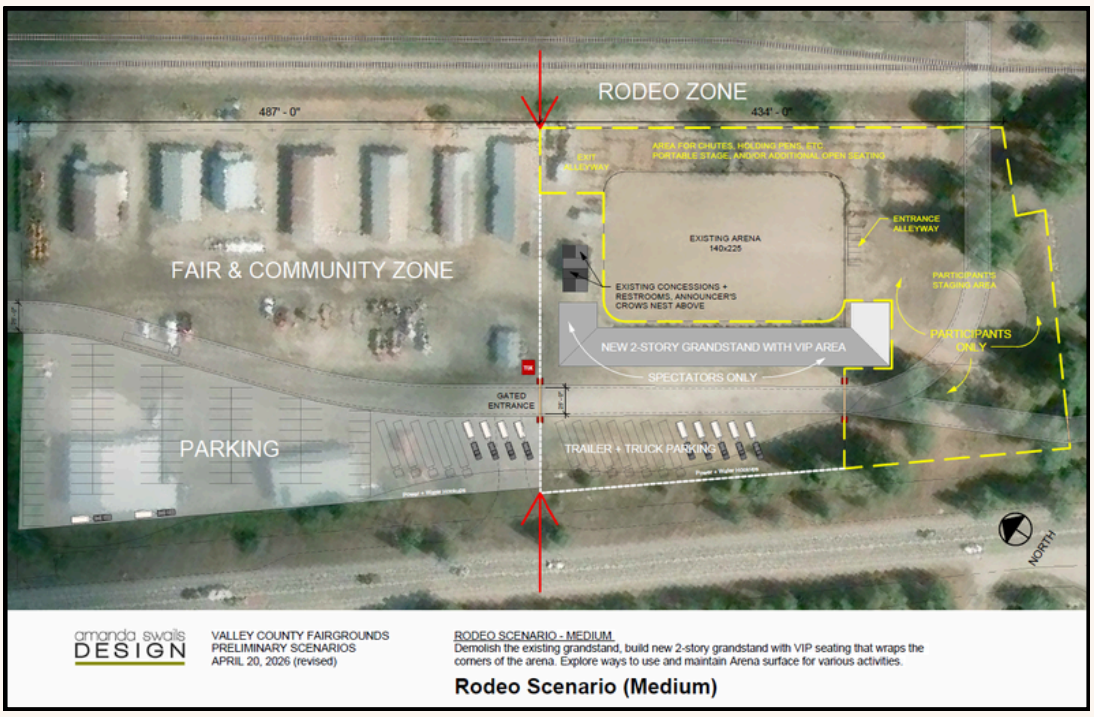


As a result, while the Small Rodeo Alternative represents a fiscally conservative approach, it does not fully address many of the facility deficiencies identified during the planning process or provide the level of modernization desired for future growth.

5. DEVELOPMENT ALTERNATIVES CONTINUED

Medium Rodeo Alternative (*Preferred*)

The Medium Rodeo Alternative was developed as a balanced modernization strategy that significantly improves the rodeo complex while remaining financially achievable. This concept retains the existing arena but replaces the aging grandstand with a new two-story grandstand that wraps portions of the arena and includes expanded seating and dedicated VIP accommodations. The layout also reinforces separation between spectator and participant circulation, formalizes controlled entry points, and maintains space for livestock staging, chutes, and rodeo support functions. The alternative also encourages future evaluation of arena surfacing and maintenance practices to expand year-round programming opportunities.



Compared to the Small Alternative, this alternative provides substantially greater operational efficiency, improved spectator amenities, enhanced event security, and increased flexibility for hosting larger regional events without requiring construction of an entirely new arena complex. At the same time, it avoids the considerably higher cost associated with a fully enclosed arena facility. Following public outreach, technical evaluation, and review by the Fair Board and BOCC, the Medium Rodeo Alternative was selected as the preferred long-term planning direction because it best balanced operational improvements, community benefit, and fiscal responsibility.

5. DEVELOPMENT ALTERNATIVES CONTINUED

FAIRGROUNDS ALTERNATIVE

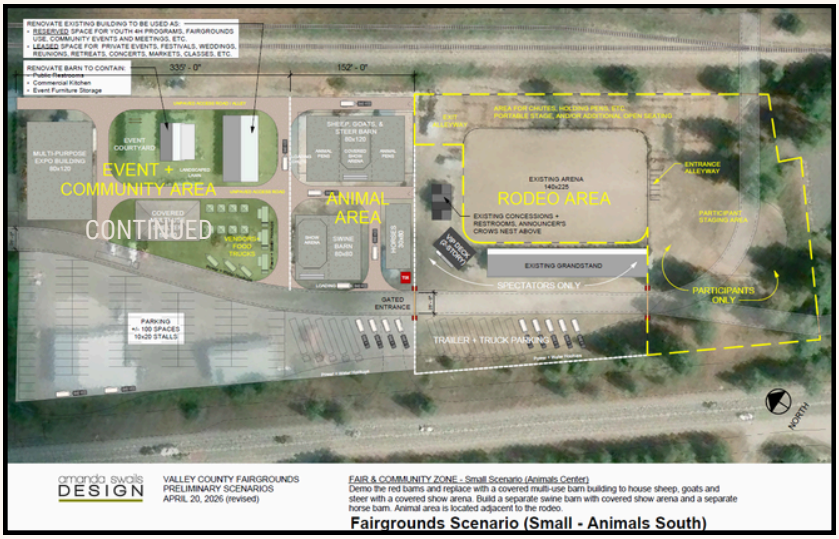
The Fairgrounds' alternatives explored both the scale and arrangement of future improvements. The two Small alternatives evaluated different locations for the primary livestock area, while the Medium and Large alternatives considered progressively greater levels of site and facility investment.

Small Fairgrounds Alternative – Animals South

This concept reorganizes the eastern portion of the Fairgrounds by replacing the existing red barns with modern covered livestock facilities while locating the primary Animal Area immediately adjacent to the rodeo complex. New covered multi-use barns would house sheep, goats, and cattle with an attached covered show arena, while separate facilities would be provided for swine and horses. The remaining western portion of the site would function as an Event and Community Area with flexible open space and community facilities.

Locating the Animal Area adjacent to the Rodeo arena creates operational efficiencies during the Fair by keeping livestock activities concentrated near existing animal movement corridors and rodeo operations.

This arrangement also minimizes travel distances for exhibitors and simplifies management during livestock events.



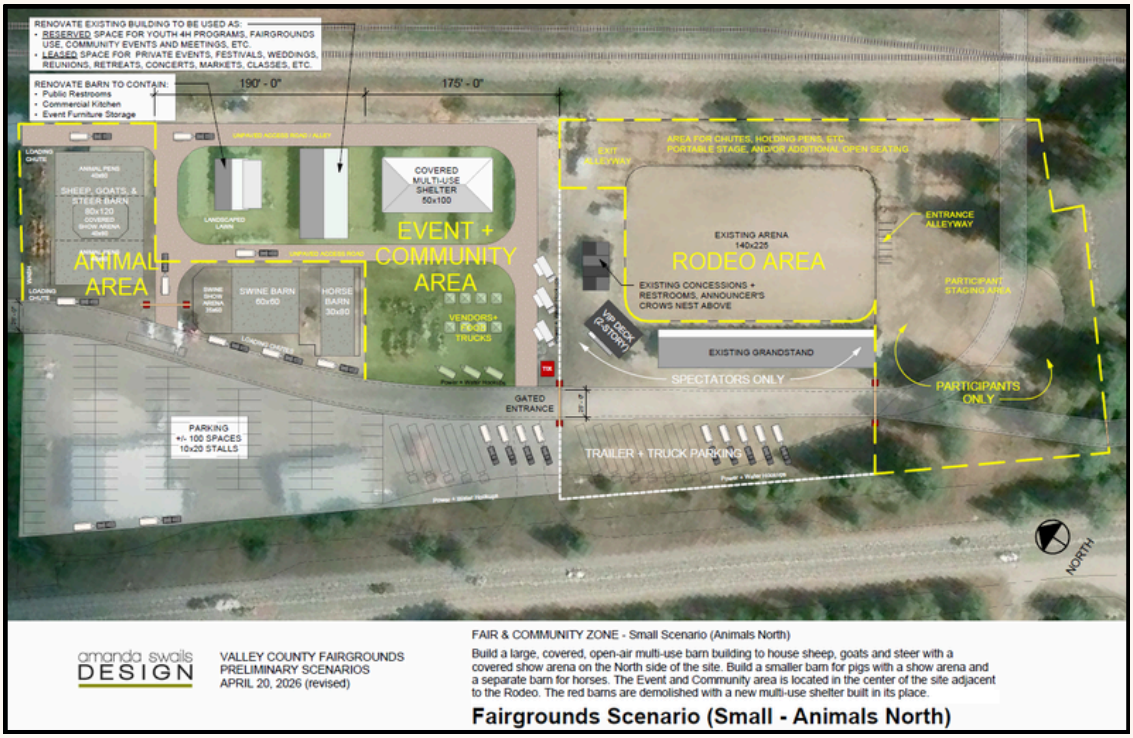
However, concentrating animal facilities adjacent to the rodeo reduces opportunities for expansion of community gathering spaces and limits the flexibility of the Fairgrounds for year-round public use.

5. DEVELOPMENT ALTERNATIVES CONTINUED

Small Fairgrounds Alternative – Animals North

The second Small Fairgrounds alternative places the primary Animal Area along the northern portion of the property while relocating the Event and Community Area to a more central location immediately west of the rodeo facilities. As with the previous concept, new covered livestock buildings would replace the aging barns and provide dedicated facilities for cattle, sheep, goats, swine, and horses. A new multi-use shelter would also replace the existing red barns.

This alternative places greater emphasis on creating a central community gathering area while maintaining modern livestock facilities. The arrangement provides a stronger separation between animal activities and public event space, improving flexibility for festivals, markets, and community events outside of Fair week. Although operational circulation for livestock becomes somewhat more distributed across the site, the concept improves the visibility and accessibility of community-oriented facilities and provides a more balanced site organization.

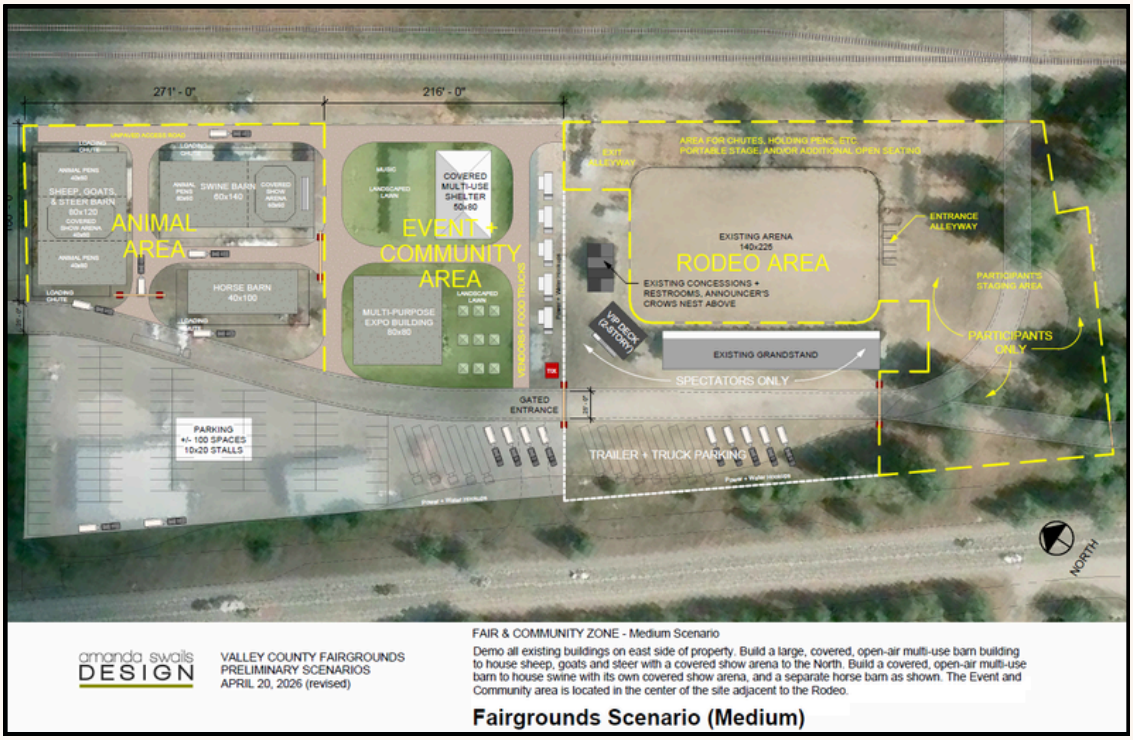


5. DEVELOPMENT ALTERNATIVES CONTINUED

Medium Fairgrounds Alternative

The Medium Fairgrounds Alternative expands upon the concepts explored in the Small alternatives by comprehensively redeveloping the eastern portion of the property. Existing buildings are removed and replaced with larger covered multi-use livestock facilities, dedicated show arenas, separate horse and swine barns, and an expanded Event and Community Area located immediately adjacent to the Rodeo area. The central event lawn and covered community shelter create a more cohesive year-round gathering space while maintaining modern agricultural facilities.

This concept significantly improves operational efficiency by establishing distinct but connected areas for livestock, community events, and rodeo activities. The centralized Event and Community Area increases opportunities for festivals, markets, rentals, and civic events while preserving the Fairgrounds' agricultural mission. Compared to the Small alternatives, the Medium Alternative provides greater flexibility and room for future expansion, although it requires a larger capital investment and more extensive site redevelopment.

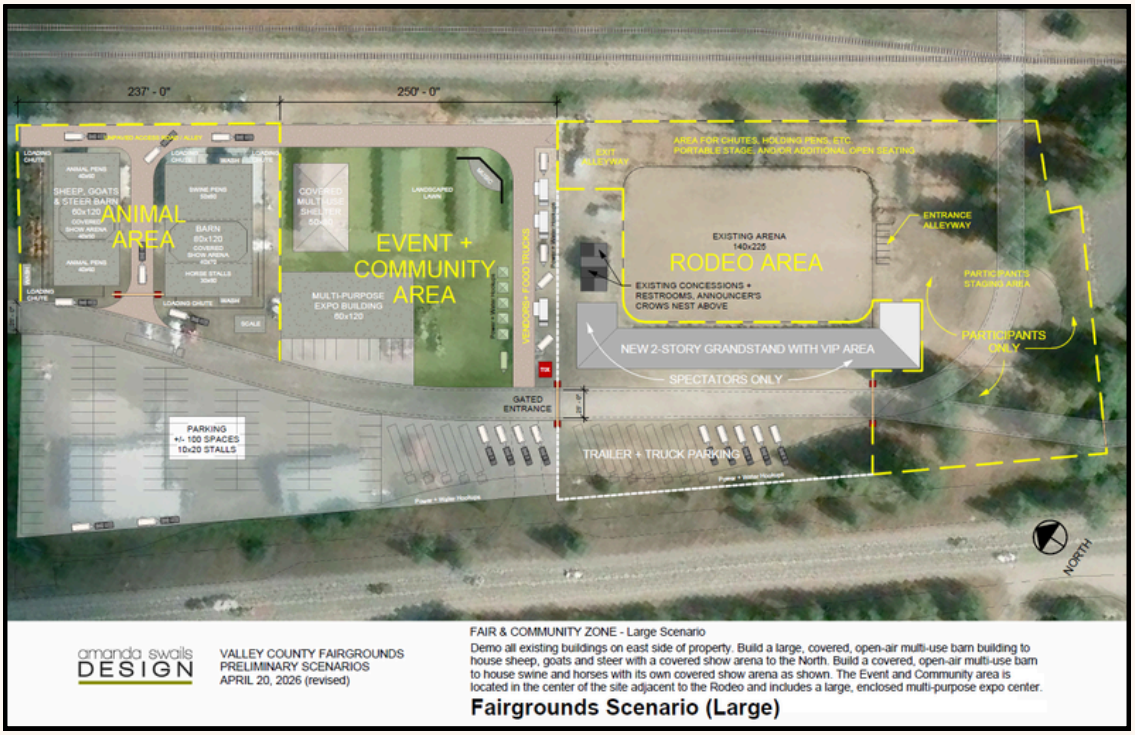


5. DEVELOPMENT ALTERNATIVES CONTINUED

Large Fairgrounds Alternative (*Preferred*)

The Large Fairgrounds Alternative represents the most comprehensive redevelopment alternative considered during the planning process. Building on the Medium Alternative, it retains the modern livestock complex and centrally located Event and Community Area while introducing a large enclosed multi-purpose expo building capable of supporting agricultural exhibitions, trade shows, conventions, indoor events, and year-round community programming. The livestock facilities continue to include covered barns and dedicated show arenas for multiple species, while the central community area becomes the primary gathering space linking the Fairgrounds and Rodeo area.

This alternative provides the greatest operational flexibility and positions the Fairgrounds as a true year-round regional event venue. The enclosed expo building substantially expands programming opportunities regardless of weather conditions and creates new revenue-generating opportunities through conferences, exhibitions, and indoor events. Although this concept requires the greatest long-term investment, it offers the strongest potential to diversify Fairgrounds use, support economic development, and accommodate future growth.



Master Plan



6. MASTER PLAN

The Plan combines the Medium Rodeo Alternative and Large Fairgrounds Alternative selected by the BOCC into a coordinated concept for future improvements.

The concept organizes the property around three interconnected areas:

1. **Rodeo Area**
2. **Agricultural and Livestock Area**
3. **Event and Community Area**

Each serves a distinct purpose while sharing circulation, infrastructure, parking, and support spaces. This organization is intended to improve how people, animals, vehicles, and activities move through the property, particularly during the Fair and Rodeo.

The concept also establishes locations for future facilities and the adjacencies among them. Individual buildings and site improvements will be refined through subsequent design, allowing projects to advance over time while maintaining a coordinated approach to the Fairgrounds as a whole.

RODEO AREA

The Rodeo Area remains centered on the existing arena, preserving the established location and orientation of rodeo activities while improving the facilities around it.

The proposed grandstand and related spectator improvements provide additional seating and create opportunities for upgraded viewing and hospitality areas. Changes to circulation and support spaces are intended to better separate spectator movement from livestock and participant activity, reducing conflicts during busy events and creating a more orderly arrival and event experience.

Maintaining the arena as the center of the Rodeo Area allows future investment to focus on the facilities and spaces that support the event while retaining a familiar setting for one of the Fairgrounds' defining traditions.

6. MASTER PLAN CONTINUED

AGRICULTURAL & LIVESTOCK FACILITIES

Agricultural and youth programming remains a defining use of the Fairgrounds. The development concept replaces aging livestock structures with a more organized group of covered facilities, show areas, and supporting spaces designed around the needs of exhibitors, animals, families, volunteers, and Fair activities.

Grouping these facilities creates connections between animal housing, show areas, washing and care areas, trailer access, and livestock circulation. Subsequent design should address ventilation, utilities, manure handling, public separation, and the specific needs of the species and programs using each facility.

For youth participants, Fair week represents months of work preparing an animal or project for exhibition. The facilities should provide a safe, dependable setting for that experience while making it easier for families, volunteers, judges, and visitors to move through and understand the agricultural side of the Fair. Livestock users should remain involved as individual facilities move into design.

EVENT & COMMUNITY AREA

The central Event and Community Area provides flexible outdoor and covered space between the primary agricultural and Rodeo areas. During Fair week, it can accommodate vendors, exhibits, entertainment, gatherings, and other event activities. At other times, the same spaces could accommodate markets, community celebrations, educational programs, recreation activities, private rentals, and other compatible uses.

The area is designed for flexibility so that individual spaces can function independently or as part of a larger event. This allows portions of the Fairgrounds to be used without requiring the entire property to be activated for every activity.

Future programming should respond to demonstrated demand, staffing and operating capacity, and compatibility with the Fair, Rodeo, and agricultural uses that remain central to the property.

6. MASTER PLAN CONTINUED

MULTI-PURPOSE EXPO BUILDING

The multi-purpose expo building, the largest new facility included in the development concept, represents a significant expansion of the Fairgrounds' capacity for indoor use.

The building is envisioned as flexible space capable of accommodating exhibitions, community gatherings, trade shows, educational programs, meetings, private events, and other activities requiring an enclosed setting. Its location adjacent to the Event and Community Area allows indoor and outdoor spaces to function together when needed.

The concept establishes a location and general role for the building. Its final program, size, and configuration should be determined through additional planning and design based on intended users, anticipated utilization, staffing and operating requirements, and available resources.

Because the building represents a substantial public investment, those questions should be resolved before it advances into design and construction.



6. MASTER PLAN CONTINUED

PARKING, CIRCULATION, AND ACCESS

The Plan uses redevelopment of the site to establish a clearer circulation pattern for visitors, participants, livestock, service vehicles, and event operations.

Parking and circulation should be considered as an integrated system rather than simply as areas where vehicles can be accommodated. Major events bring several different movements together within a relatively small property: families arriving for livestock activities, spectators entering the Rodeo, trailers transporting animals, vendors loading equipment, emergency access, pedestrians moving between activity areas, and routine service needs.

Future design should seek to reduce circulation and access conflicts while creating intuitive connections between parking areas, entrances, livestock facilities, the Rodeo Area, and community spaces.

Pedestrian accessibility should be incorporated throughout the site as improvements occur. Routes between major facilities should be direct and accessible, with particular attention to surface conditions, grades, crossings, lighting, and connections to restrooms, seating, and gathering areas.

The Plan establishes the overall circulation concept. Detailed parking demand, traffic operations, and off-site transportation improvements will require additional study as individual projects advance.

6. MASTER PLAN CONTINUED

FUTURE RAILROAD CROSSING

The development concept also considers the potential use of an existing railroad crossing along the north side of the Fairgrounds to provide an additional point of vehicular access. If pursued, the crossing could provide another connection to the surrounding street system and may offer greater flexibility for managing traffic during major events.

The railroad has provided preliminary information for improvements associated with use of the crossing. Additional coordination will be required to determine the appropriate design, permitted use, roadway approaches, paving, traffic control, and other improvements necessary before the crossing could function as part of the Fairgrounds circulation system.

INFRASTRUCTURE & SITE IMPROVEMENTS

Redevelopment also provides an opportunity to address the less visible systems that determine whether the Fairgrounds can function reliably.

Utilities, drainage, lighting, power distribution, water service, wastewater connections, and other supporting infrastructure will need to be coordinated with future facility improvements. These systems should be planned with the ultimate site configuration in mind even when construction occurs incrementally. Doing so can reduce the likelihood that infrastructure installed for an early project must later be relocated or replaced to accommodate subsequent phases.

Infrastructure planning should also consider the different demands placed on the site during normal operations and major events. Temporary solutions may remain appropriate for some activities, but permanent improvements should be prioritized where they improve safety, reduce recurring setup demands, or are necessary to serve future facilities.

Detailed engineering will be required to establish capacities, alignments, specifications, and costs before construction.

6. MASTER PLAN CONTINUED

ADVANCING THE DEVELOPMENT CONCEPT

The Plan establishes the intended organization of the property and its current and future facilities. Individual projects will require additional design and engineering, and their timing will depend on priorities, project readiness, and available resources.

Area	Major Elements
Rodeo Area	Existing arena, new grandstand, spectator amenities, participant support, and livestock support
Agricultural & Livestock Area	Covered livestock facilities, show areas, wash/care areas, animal circulation
Event & Community Area	Event lawn, covered shelter, vendor/event space, flexible community use
Multi-Purpose Expo Building	Enclosed flexible event and exhibition space
Sitewide Improvements	Parking, circulation, accessible routes, utilities, drainage, lighting

Cost Estimates



7. COST ESTIMATES

Planning-level cost estimates were prepared to help the County understand the scale of investment associated with the Plan and support future capital planning. The estimates are based on the conceptual development plans and will require refinement as individual projects advance through programming, design, engineering, and procurement.

Anderson Construction prepared the planning-level cost estimates for the Large Fairgrounds Alternative and Medium Rodeo Alternative using the April 20, 2026, concept drawings and reflect construction market conditions as of July 2026. The cost model provides low-range and mid-range estimates for each concept; the mid-range figures should not be interpreted as a maximum project cost.

FAIRGROUND & COMMUNITY ZONE - LARGE SCENARIO

DESCRIPTION	SQUARE FOOTAGE	UNIT COST LOW RANGE	UNIT COST MID RANGE	$/sf	TOTAL COST LOW RANGE	TOTAL COST MID RANGE
Demolish Existing Structure	21,143	12.00	17.00	$/sf	$ 253,716	$ 359,431
Sitework	193,381	9.20	14.20	$/sf	$ 1,779,105	$ 2,746,010
Roadwork (on site) / Parking Lot	85,202	6.00	11.00	$/sf	$ 511,212	$ 937,222
Gated Entrance	2	35,000.00	43,750.00	$/sf	$ 70,000	$ 87,500
Scale/Wash Function	1,000	165.00	180.00	$/sf	$ 165,000	$ 180,000
Animal Areas Barns	16,800	180.00	195.00	$/sf	$ 3,024,000	$ 3,276,000
Multi Purpose Expo Building	7,200	270.00	295.00	$/sf	$ 1,944,000	$ 2,124,000
Covered Multi Use Shelter	4,000	190.00	215.00	$/sf	$ 760,000	$ 860,000
Music Area	1	150,000.00	187,500.00	$/sf	$ 150,000	$ 187,500
TOTAL	28,000	309.18	384.20	$/sf	$ 8,657,033	$ 10,757,663

RODEO SCENARIO - MEDIUM

DESCRIPTION	SQUARE FOOTAGE	UNIT COST LOW RANGE	UNIT COST MID RANGE	$/sf	TOTAL COST LOW RANGE	TOTAL COST MID RANGE
Demolish Existing Structures	8,319	12.00	17.00	$/sf	$ 99,828	$ 141,423
Sitework (Less Existing Arena)	129,757	9.20	14.20	$/sf	$ 1,193,764	$ 1,842,549
Roadwork (on site) / Parking Lot	43,196	6.00	11.00	$/sf	$ 259,176	$ 475,156
Gated Entrance	1	35,000.00	43,750.00	$/sf	$ 35,000	$ 43,750
New 2-Story Grandstand (with VIP Area)	26,912	285.00	310.00	$/sf	$ 7,669,920	$ 8,342,720
TOTAL	26,912	344.00	403.00	$/sf	$ 9,257,688	$ 10,845,598

COMBINED TOTAL	54,912	326.24	393.42		$ 17,914,722	$ 21,603,262

ANDERSEN CONSTRUCTION

7. COST ESTIMATES CONTINUED

PLANNING-LEVEL COST ESTIMATES

The Large Fairgrounds Alternative has a low-range estimate of approximately **$8.7 million** and a mid-range estimate of approximately **$10.8 million.**

The Medium Rodeo Alternative has a low-range estimate of approximately **$9.3 million** and a mid-range estimate of approximately **$10.8 million**.

Together, the concepts have a combined low-range estimate of approximately **$18 million** and a combined mid-range estimate of approximately **$21.6 million.**

Planning Component	Low Range	Mid Range
Large Fairgrounds Alternative	~$8.7 million	~$10.8 million
Medium Rodeo Alternative	~$9.3 million	~$10.8 million
Combined	**~$18 million**	**~$21.6 million**

These figures represent the conceptual buildout shown in the selected alternatives. They are planning benchmarks, not final construction budgets. The estimates also exclude several expenses that may ultimately be required to implement individual projects, as described later in this chapter.

7. COST ESTIMATES CONTINUED

FAIRGROUNDS COST COMPONENTS

The Large Fairgrounds estimate includes demolition, sitework, on-site road and parking improvements, gated entrances, the scale and wash area, new animal-area barns, the multi-purpose expo building, covered multi-use shelter, and music or event-area improvements.

The largest building-related investments within this portion of the Plan are the livestock facilities and multi-purpose expo building. The livestock facilities have a low-range estimate of approximately **$3.0 million** and a mid-range estimate of approximately **$3.3 million**, while the expo building is estimated at approximately **$1.9 million** at the low range and **$2.1 million** at the mid-range. Sitework is also a significant component, with low- and mid-range estimates of approximately **$1.8 million** and **$2.7 million**, respectively.

Planning Component	Low Range	Mid Range
Livestock Facilities	~$3.0 million	~$3.3 million
Expo Building	~$1.9 million	~$2.1 million
Sitework	~$1.8 million	~$2.7 million

These figures demonstrate that building costs are only one part of future investment. Grading, utilities, circulation, parking, drainage, and other site improvements will also represent substantial project costs and should be coordinated with future facility design.

7. COST ESTIMATES CONTINUED

RODEO COST COMPONENTS

The Medium Rodeo estimate includes demolition of existing structures, sitework around the existing arena, on-site roadway and parking improvements, a gated entrance, and the proposed two-story grandstand with VIP accommodations.

The grandstand is the largest single component of the Rodeo improvements, with a low-range estimate of approximately **$7.7 million** and a mid-range estimate of approximately **$8.3 million**. Its eventual cost will depend on final size, seating configuration, VIP areas, level of enclosure, accessibility requirements, support spaces, and spectator amenities.

Planning Component	Low Range	Mid Range
Rodeo Improvements	~$7.7 million	~$8.3 million

The current estimate assumes bleacher-type seating and an upgraded enclosed VIP area. Preliminary cost review also considered the effect of reducing the conceptual two-story grandstand to one story. Based on the unit-cost assumptions used for the estimate, that change was estimated to reduce the grandstand cost by approximately **$3.8 million**.

This figure should be understood as a cost sensitivity rather than a change to the Plan. It demonstrates the degree to which future design decisions can influence the project budget.

7. COST ESTIMATES CONTINUED

COST ESTIMATE ASSUMPTIONS

The preliminary estimates include demolition associated with the concepts, general sitework, applicable building construction, and a 3 percent construction contingency.

Sitework assumptions include rough and final grading, footing excavation and backfill, removal of existing hardscape, site concrete, and utilities such as sewer, water, stormwater retention, and electrical service from an Idaho Power-provided transformer. Fencing between properties or functional areas is also included.

Road and parking allowances are based primarily on asphalt paving. Livestock areas were assumed to remain gravel, with those costs incorporated into the sitework estimates.

These assumptions should be confirmed as design advances, particularly where utility capacity, drainage, accessibility, surface materials, and other site conditions could affect project scope and cost.

7. COST ESTIMATES CONTINUED

COSTS NOT INCLUDED

The preliminary estimates do not represent total project budgets. Several costs that may be required as projects advance are excluded from the current cost model.

Excluded Costs:

- **Escalation beyond current market conditions**
- **Off-site infrastructure**
- **Removal of unsuitable soils**
- **Design costs**
- **Permits and fees**
- **Hazardous-material testing, removal, or abatement**
- **Improvements to the existing arena**
- **Work to the existing concessions, restrooms, and announcer's crow's nest**
- **Costs associated with the potential secondary access and railroad crossing that are not included within the conceptual site estimates**

A separate preliminary estimate of approximately **$6,700** has been provided for work associated with a potential private railroad crossing. The estimate does not include asphalt paving or roadway approaches, which would require separate coordination if the County elects to pursue the crossing.

7. COST ESTIMATES CONTINUED

LOCAL CONSTRUCTION CONDITIONS

Construction in Cascade can be affected by transportation and material-delivery costs, contractor and labor availability, and the relatively short construction season. These conditions were considered when developing the planning-level estimates and contributed to a conservative approach to preliminary pricing.

Actual construction costs will depend on market conditions at the time of procurement, contractor availability, final design, project delivery method, and whether improvements are constructed at once or as separate projects.

OPPORTUNITIES FOR COST REFINEMENT

The preliminary estimates are based on conceptual facilities and planning-level assumptions. Building size, configuration, materials, finishes, and site improvements will become more clearly defined as individual projects advance, allowing costs to be updated based on the work actually proposed for construction.

Some components are particularly sensitive to future design decisions. The grandstand is the clearest example because its size, seating configuration, level of enclosure, and spectator amenities have a substantial effect on cost. The scale and wash area, covered multi-use shelter, and other supporting facilities can likewise be refined as their specific requirements are established.

Cost refinement should consider potential savings alongside durability, maintenance, accessibility, user needs, and the intended purpose of each facility. Updated estimates should accompany major design decisions so their effect on the project budget is understood.

7. COST ESTIMATES CONTINUED

UPDATING THE ESTIMATES

The current figures provide a benchmark for capital planning at the conceptual stage. As individual projects advance, cost estimates should be updated to reflect the level of design completed, current construction market conditions, and project-specific requirements.

Future project budgets should also account for:

- **Professional Services**
- **Escalation**
- **Permitting**
- **Testing**
- **Contingencies**
- **Other costs not included in the construction estimates**

Funding and Financing Strategy



8. FUNDING & FINANCING STRATEGY

The scale of the Plan will require the County to approach funding as a portfolio rather than a single decision. No one source should be assumed to pay for all improvements, and no single funding mechanism is sufficient on its own to implement the full Plan.

Individual projects should be matched with the funding tools best suited to their purpose, timing, and level of readiness. Agricultural facilities, public infrastructure, community spaces, and spectator improvements may compete differently for outside funding or partnerships. Some projects may require County participation, while others may be better positioned to attract grants, fundraising, sponsorships, or earned revenue.

Funding decisions should follow the recommended phased structure of the Plan. At the current planning stage, an overall funding gap has not been calculated because County funding, grants, partnerships, private contributions, and other potential resources have not yet been committed to individual projects.

As individual projects become priorities, the County can refine their current cost, identify available resources, pursue appropriate outside funding, and address any remaining funding gap. A project may ultimately rely on several sources working in tandem, such as County funding, grants, private contributions, or other outside participation. Each project should have a funding plan identifying estimated costs, committed resources, potential outside funding, required local match, and the remaining gap.

8. FUNDING & FINANCING STRATEGY CONTINUED

COUNTY INVESTMENT

County resources may play an important role in implementation, particularly where local participation is needed to advance design, provide grant matching funds, or complete improvements that are not well suited to outside funding.

Local funding can be particularly valuable during early project development, when expenses such as surveying, engineering, programming, grant preparation, and design may be necessary before a project is eligible or competitive for other funding. County participation can also provide matching funds when required by grant programs.

Capital commitments should be considered alongside other County facility and infrastructure needs. The Fairgrounds should remain part of the County's broader capital planning process so that investment decisions reflect available resources, competing obligations, project readiness, and the ability to maintain completed improvements.

8. FUNDING & FINANCING STRATEGY CONTINUED

GRANTS & FUNDRAISING

Grants may provide an important source of outside capital for eligible portions of the Plan. Potential eligibility will depend on the specific project, applicant, funding program, and requirements in place when an application is submitted.

For this reason, the County should avoid designing projects around a grant program before confirming that the project itself is a priority. Instead, priority projects should be developed to a level where their purpose, users, scope, preliminary cost, and community benefit are clear. This positions the County to pursue appropriate funding when programs become available.

Grant readiness may require advance work. Depending on the program, the County may need preliminary design, cost estimates, local matching funds, environmental or site documentation, or demonstrated partnerships before applying.

Fundraising can complement this effort, particularly for improvements with strong ties to youth programs, agriculture, Fair and Rodeo traditions, or highly visible community amenities. Its role should be considered project by project rather than assumed as a major source before fundraising capacity and community interest are established.

8. FUNDING & FINANCING STRATEGY CONTINUED

GRANTS & FUNDRAISING

Grant programs, eligibility requirements, deadlines, and available appropriations will change over time. Maintaining a flexible strategy allows the County to pursue appropriate programs as individual projects become ready.

For larger or highly visible improvements, the County could also consider whether a structured capital campaign is appropriate. A campaign could provide a coordinated way to pursue contributions from individuals, businesses, agricultural interests, foundations, and other supporters with an interest in the Fairgrounds. Before launching such an effort, the County should define the project or projects to be funded, establish a realistic campaign goal, identify campaign leadership and administrative capacity, and assess the level of potential donor support.

8. FUNDING & FINANCING STRATEGY CONTINUED

PARTNERSHIPS & SPONSORSHIPS

Partnerships can extend the County's resources where other organizations share an interest in a particular facility, program, or public benefit.

Potential partners may contribute funding, programming, technical assistance, volunteer support, or other resources. Formal partnerships should clearly establish responsibilities for capital contributions, programming, operations, maintenance, and public access.

Sponsorships may also provide supplemental funding for individual facilities, amenities, events, or improvements. They should be structured in a manner consistent with County policies and the public character of the Fairgrounds.

8. FUNDING & FINANCING STRATEGY CONTINUED

FACILITY REVENUE

More active use of the Fairgrounds may create additional revenue through facility rentals, events, concessions, sponsorships, or other programming. However, anticipated revenue should not be treated as committed funding.

The Economic Impact Analysis prepared in conjunction with the Plan evaluates potential revenue-generating uses of the Fairgrounds and provides planning-level revenue scenarios based on comparable facilities, anticipated utilization, rental rates, event activity, and operating expenses. These projections provide an initial basis for considering the role that facility and event revenue could play in supporting Fairgrounds operations.

As major revenue-generating facilities advance toward final design and construction, the County should build upon this work through a more detailed market and financial feasibility analysis. That analysis should validate market demand and utilization assumptions, refine anticipated revenues and operating costs, evaluate staffing and management requirements, and develop a more detailed operating model for the facilities being considered.

Projected facility revenue should not be pledged toward debt service or relied upon to support ongoing operations until those assumptions have been further evaluated, and the County has a clearer understanding of expected net operating performance.

The objective should be to improve the Fairgrounds' ability to generate revenue where practical while recognizing that many of its primary functions also provide public value that may not be measured solely by financial return.

8. FUNDING & FINANCING STRATEGY CONTINUED

FINANCING OPTIONS

Some future projects may exceed the amount that can reasonably be funded through annual capital appropriations, grants, partnerships, and fundraising. Financing may be appropriate to evaluate once a major project is sufficiently defined.

The Plan does not recommend a specific bond, levy, district, or debt structure, nor does it assume voter approval of any future financing proposal.

If the County considers financing in the future, that analysis should occur after the project to be financed has been more fully defined. At that point, the County can evaluate:

- **Amount of funding required** after grants and other contributions
- **Term and annual cost** of borrowing
- **Legal and voter-approval** requirements
- **Available revenue** or **taxing capacity**
- **Impacts** on other County capital needs and
- **Ability to operate and maintain** the facility after construction

This provides a more defensible basis for deciding whether financing is appropriate than selecting a financing mechanism before the project and funding gap are known.

8. FUNDING & FINANCING STRATEGY CONTINUED

FINANCIAL SUSTAINABILITY

Affordability does not end when construction is complete. New facilities create ongoing responsibilities for operations, maintenance, staffing, utilities, and eventual replacement.

Funding decisions should consider both the initial capital investment and the costs that continue after a project starts. These may include staffing, utilities, custodial services, snow removal, routine maintenance, insurance, equipment, programming, and eventual replacement of building systems.

This is particularly important for the multi-purpose expo building and other facilities intended for more frequent year-round use. Before those projects move to construction, the County should understand both their community value and the resources necessary to operate them successfully.

FUNDING THE PLAN OVER TIME

The Plan establishes a future direction, not a single financing event. Funding conditions will change as implementation progresses. Grant programs will open and close, construction costs will change, partnerships may develop, County resources will vary, and individual projects will reach different stages of readiness.

The funding strategy should be revisited as projects move toward implementation. Funding decisions should reflect current project costs, available resources, outside funding potential, and the County's ability to operate and maintain completed improvements.

Implementation Strategy



9. IMPLEMENTATION STRATEGY

The Plan establishes a direction for the Fairgrounds, but implementation will occur through a series of decisions made over time. The scale of the improvements, the need to keep the Fairgrounds in use, and the dependencies between sections of the projects make a phased approach more practical than treating the Plan as a single construction effort.

Implementation should remain flexible enough to respond to changing costs, project readiness, and County priorities. At the same time, individual projects should be coordinated so that early investments contribute to the eventual site configuration rather than creating obstacles for later improvements.

9. IMPLEMENTATION STRATEGY CONTINUED

IMPLEMENTATION PRINCIPLES

Several principles should guide decisions as the County moves from planning into design and construction.

- **Keep the Fairgrounds working.** The annual Fair and Rodeo, youth agricultural programs, and other established activities should continue while improvements are made. Construction sequencing should minimize disruption and avoid removing facilities from service before suitable replacements or temporary accommodations are available.
- **Address dependencies before individual projects.** Surveying, utilities, drainage, grading, access, circulation, and other site systems can affect multiple future projects. These elements should be coordinated early so that improvements made for one phase do not have to be relocated or reconstructed during another.
- **Prioritize investments that address essential needs and create lasting value.** When choices are necessary, greater consideration should be given to projects that address safety, facility condition, core Fairgrounds functions, or infrastructure needs while also considering the number and range of users served.
- **Build what the County can sustain.** Ongoing staffing, maintenance, utilities, and replacement cost needs should be considered before individual projects advance.
- **Allow the Plan to adapt.** The site concept establishes the intended relationship among facilities and uses. Building dimensions, materials, layouts, and individual project boundaries may change as additional design and engineering are completed.

9. IMPLEMENTATION STRATEGY CONTINUED

ESTABLISHING PROJECT PRIORITIES

The Plan should be implemented by project need and readiness rather than by a rigid calendar. Project priorities should be based on need and readiness, with timing established as funding, design, construction conditions, and County priorities become clearer.

The County should consider several factors when determining which project advances next:

- **Urgency** of the existing condition
- **Importance** to Fair, Rodeo, 4-H, FFA, and agricultural activities
- **Health**, **safety**, and **accessibility** needs
- **Coordination** with other planned improvements
- **Availability** and **readiness** of funding
- **Effect** on annual events during construction
- **Readiness** for design and construction, *and*
- **Future** operating and maintenance obligations

Using consistent criteria will allow priorities to evolve without losing sight of the purpose of the Plan.

9. IMPLEMENTATION STRATEGY CONTINUED

PHASING FRAMEWORK

The physical project dependencies within the Plan suggest a logical sequence for implementation. The phases below are intended to guide decision-making rather than establish a fixed construction schedule. Individual projects may advance sooner, later, or concurrently as project readiness, available resources, and operational needs change.

Recommended Phase 1: Site Preparation and Project Development

The first phase should establish the information and infrastructure needed to support later construction.

This work may include surveying, utility and civil engineering, drainage analysis, geotechnical investigation, accessibility review, hazardous-material investigation where demolition is proposed, and additional parking or circulation analysis where needed. The specific technical work required should be determined by the projects being advanced.

The County should also develop a site-wide approach to utilities and grading before individual buildings are designed. Even if those systems are installed incrementally, understanding their final configuration can help avoid unnecessary reconstruction. Evaluation of the potential secondary access and railroad crossing should also occur during this phase so that any future connection can be coordinated with internal circulation and roadway improvements.

This phase is also the appropriate time to determine how construction can occur while maintaining annual events and essential Fairgrounds activities.

9. IMPLEMENTATION STRATEGY CONTINUED

Recommended Phase 2: Agricultural and Fair Improvements

Agricultural facilities are appropriate for early consideration because of their direct connection to the Fair, 4-H, FFA, livestock exhibition, and other established uses.

Projects within this phase could include replacement livestock facilities, show and care areas, supporting utilities, fencing, and related circulation and site improvements. The sequence should be developed with the people who use these facilities, particularly where construction could temporarily affect livestock housing, animal movement, or Fair operations.

Replacement facilities should generally be available before existing facilities that remain necessary for annual programming are removed from service.

Recommended Phase 3: Rodeo Improvements

Rodeo improvements can be advanced as a separate capital project centered on the existing arena.

Before design begins, the County should confirm the building program, seating needs, accessibility requirements, spectator amenities, and proximity to existing concessions, restrooms, participant areas, and circulation.

Construction scheduling will be particularly important. The Rodeo is an established annual event, and the County should determine whether construction can occur between event seasons or whether temporary spectator accommodations would be necessary.

9. IMPLEMENTATION STRATEGY CONTINUED

Recommended Phase 4: Year-Round Community Facilities

The multi-purpose expo building, covered community shelter, event area, and related amenities should advance when their programming, operating model, and funding are sufficiently defined.

Before the expo building advances to design, the County should confirm its intended users, space needs, management approach, and anticipated level of use. These decisions will help determine the appropriate building program and ensure the facility can be successfully operated once constructed.

FROM PLAN TO PROJECT

Each improvement will require a separate decision to move forward. As a project becomes a priority, the County should confirm its purpose and program, complete the necessary technical work, advance design, update the cost estimate, secure funding, and coordinate construction with ongoing Fairgrounds activities.

This process creates clear decision points as projects move from concept to construction. Scope, timing, and sequencing can be adjusted as new information becomes available while maintaining consistency with the overall site design.

Implementation will occur over time. The purpose of the phasing framework is to help each investment address a current need while contributing to the future Fairgrounds envisioned through the Plan.

Conclusion



10. CONCLUSION

The Plan provides Valley County with a framework for making future decisions about the Fairgrounds. It establishes how the site can evolve, identifies the major investments needed to achieve that direction, and provides a path for advancing improvements as projects become ready and resources become available.

Implementation will take place over time. Individual projects will require additional design, engineering, cost refinement, funding decisions, and County approval before construction. Some elements may advance sooner than others, and individual designs may change as more detailed information becomes available. Those changes should be expected as long as they remain consistent with the overall direction of the Plan.

The Fairgrounds has always depended on more than its buildings. The Fair, Rodeo, youth programs, volunteers, families, exhibitors, visitors, and community organizations give the property its purpose. Future investment should strengthen that role while creating facilities that are safer, more dependable, and capable of serving Valley County year-round.

The value of the Plan will ultimately be measured by the decisions it helps guide. Each project should address a real need, fit within the larger site framework, and leave the Fairgrounds better positioned for the improvements that follow.



Appendices



Valley County Fairgrounds Survey

Educate, Listen, Learn

Initial Survey Results
June 20 - December 5, 2025

Total Respondents To-Date: 335

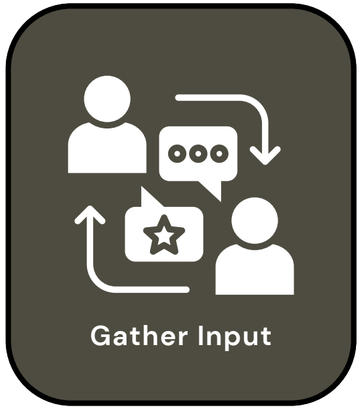
Cameron Arial | President, Clearwater Financial
Abbey Erquiaga | Project Manager

Valley County Fairgrounds Survey Purpose

The Survey was created to **engage the Valley County community** in shaping the future of the Valley County Fairgrounds. As part of the Fairgrounds Master Plan, the Survey helps **identify** community needs, **gathers input** on future uses of the Fairgrounds, and **guides** long-term decisions related to facilities and programming.









Survey Development



Collaborative Planning

- Discussion, planning with Valley County and Fairgrounds leadership
- Establishment of timeline and key focus areas
- Development of initial questions, feedback & edits, finalization

Outreach & Participation



- Dedicated project page
- Social media outreach and site tour video
- Website promotion
- Earned media
- Press Release
- Deployment June 20, 2025

Shaping the Path Forward



- Survey remains open for ongoing feedback collection
- Community input reviewed for patterns, concerns, and priorities
- Results used to inform County’s planning and next steps

CLEARWATER FINANCIAL

Community Outreach







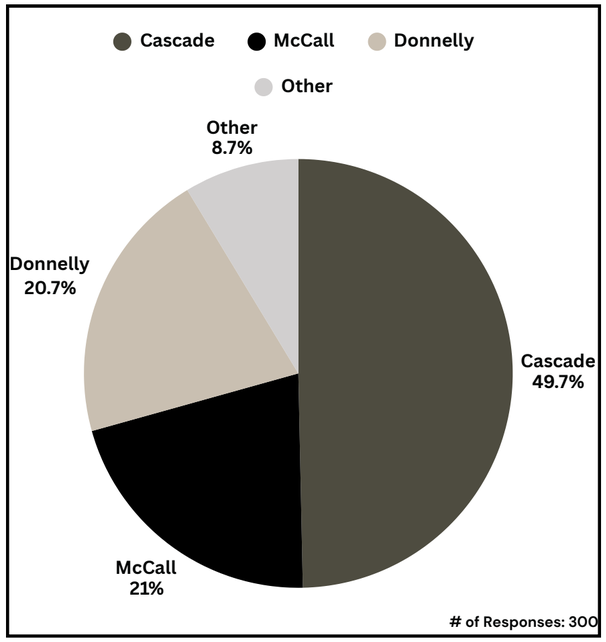






Who Took the Survey?

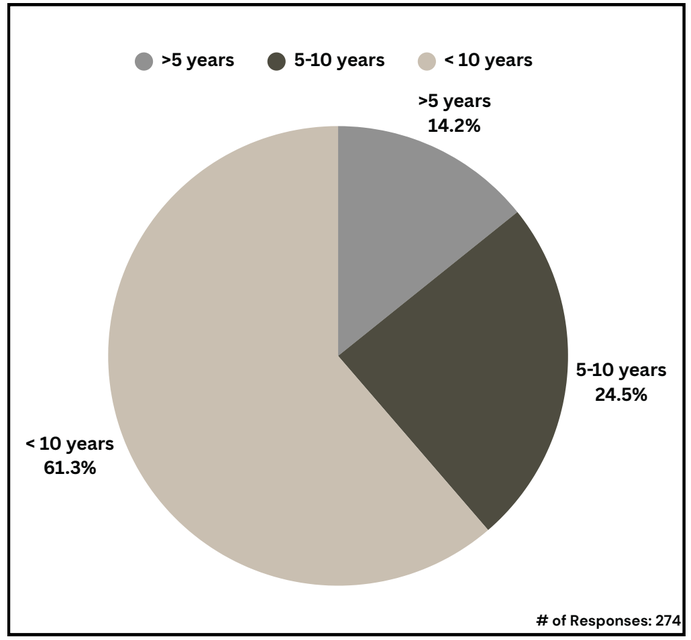
Where do you live?



Highest participation from:

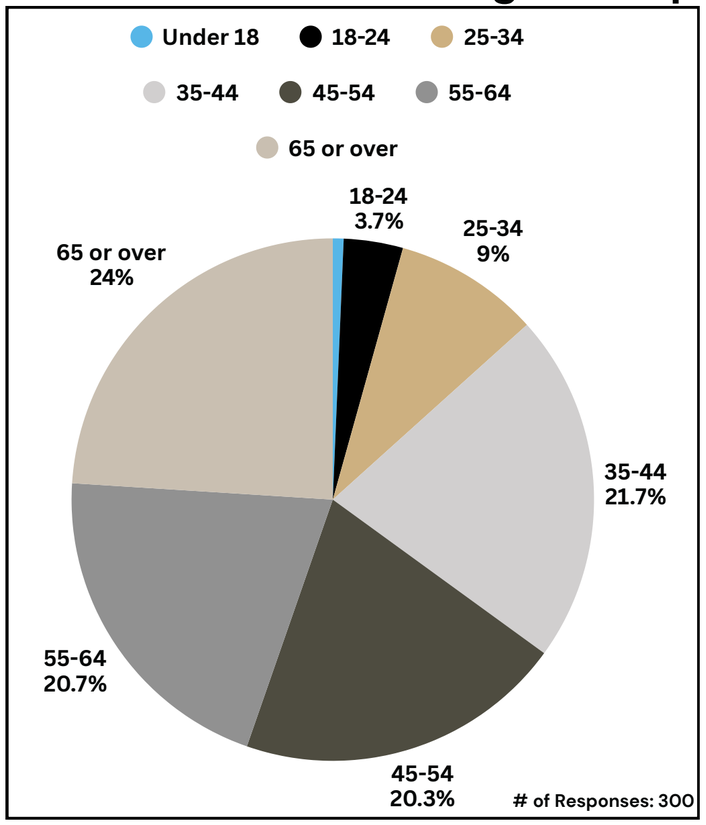
- **Cascade (~50%)**
- **Residency of 10+ years (61%)**

Length of Residence in Valley County



Who Took the Survey?

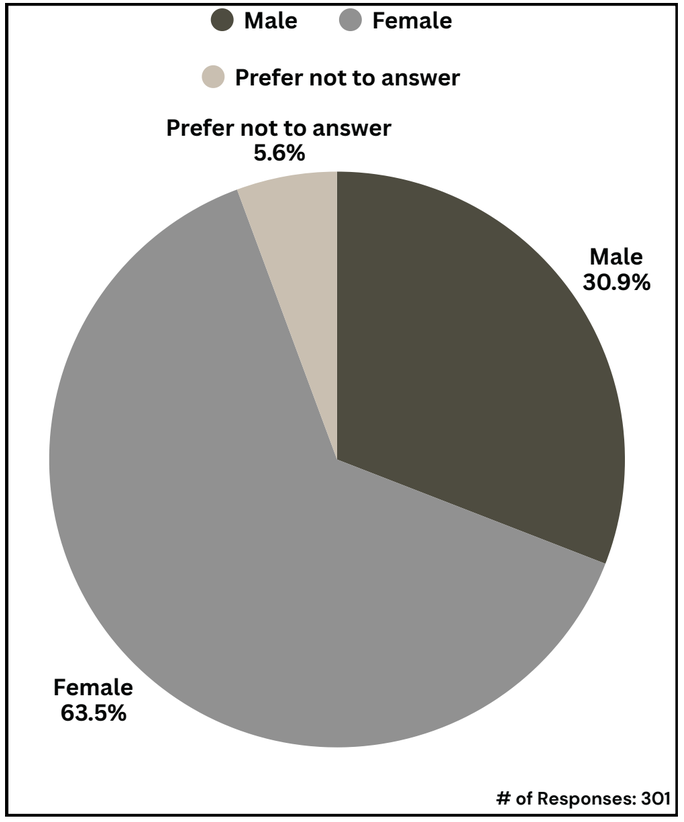
Age Group



Highest participation from:

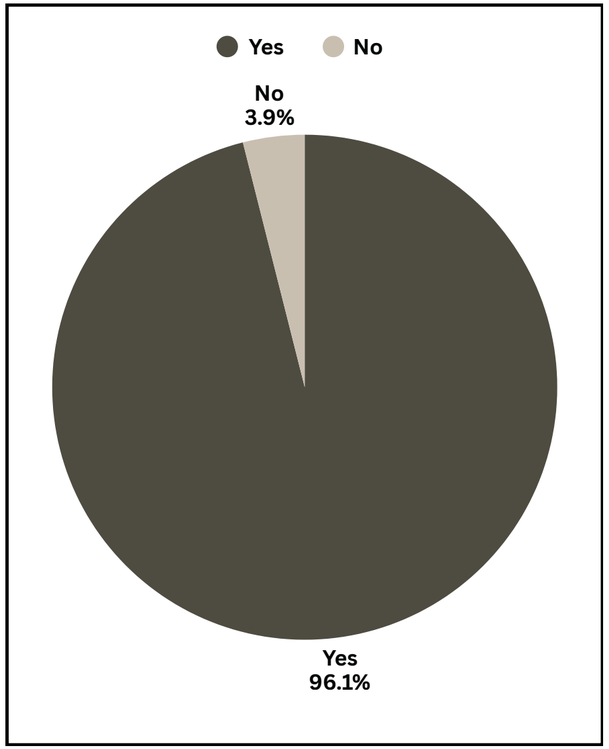
- **55-65+ (44.7%),** followed by 35-44 (21.7%)
- **Female (~64%)**

Gender



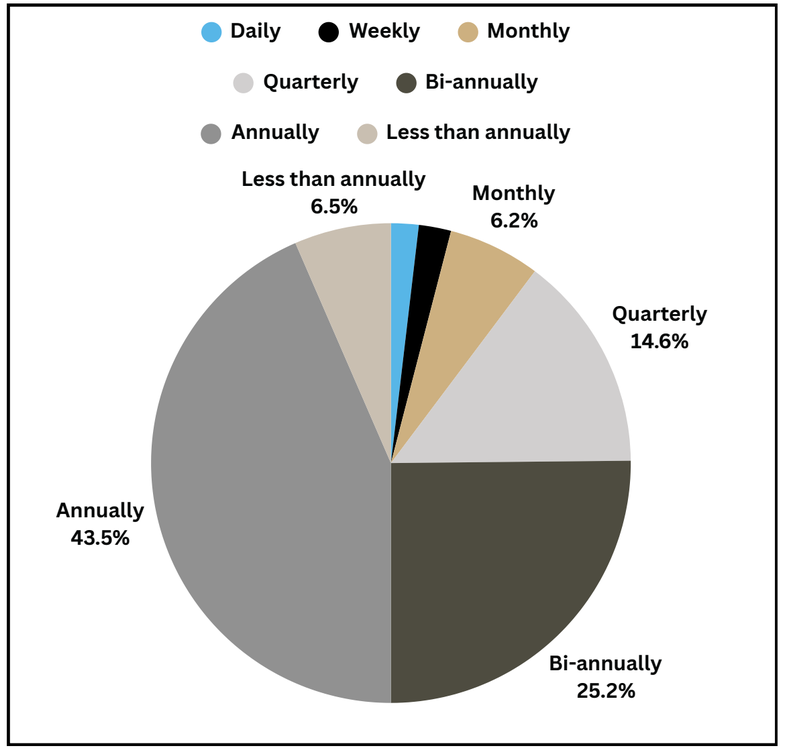
Who Took the Survey?

Have you visited the Fairgrounds?



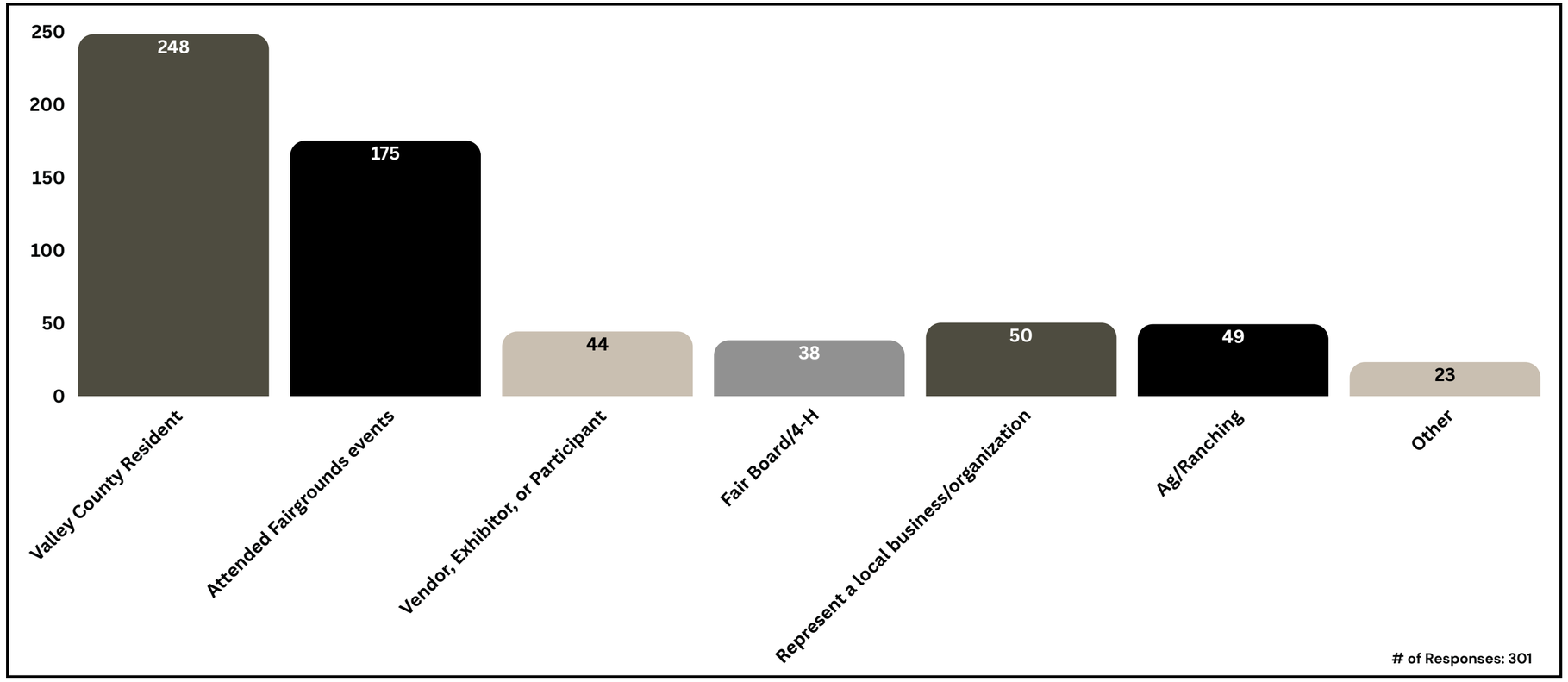
# of Responses: 330

Approximately how often do you or members of your household or business visit this facility?



# of Responses: 322

How would you describe your connection to the Fairgrounds?



“Other” connections to the Fairgrounds

of Responses: 23; Does not include all comments

“I live here 6 months of the year”

“I used to be a 4-H leader”

More than one selection applied

“I own property but am a non resident”

“All of the above”

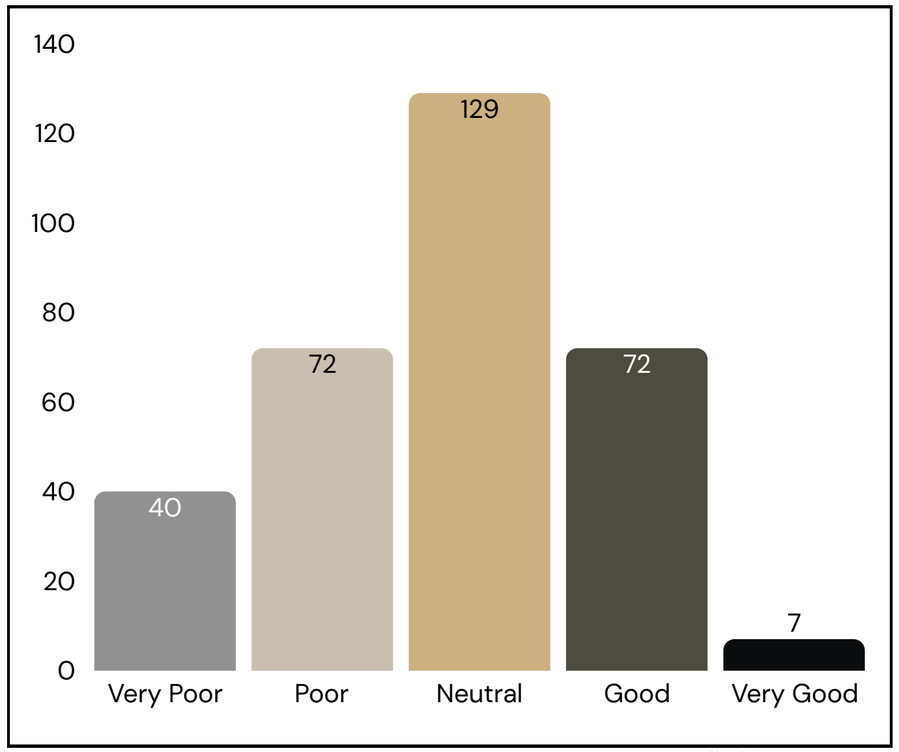
“I have friends that participate in the fair and rodeo.”

“Rodeo film maker”

“Raised on farm 1950-1970"

How would you rate the physical space of this facility?

0 = Very Poor; 1 = Poor; 2 = Neutral; 3 = Good; 4 = Very Good



# of Responses: 320

Why did you rate the condition as poor?

- Aging, poorly maintained buildings; visible safety and structural concerns
- Restrooms that are too small, outdated, and often dirty
- Insufficient, disorganized parking for visitors and trailers
- Fairgrounds overshadowed by Road Department operations
- Cramped, outdated livestock facilities with safety issues
- Unclear layout with limited space for vendors and events
- Minimal year-round usability; dusty/muddy conditions; lack of greenery and shade
- Arena seating and capacity challenges (despite new arena improvements)

# of Responses: 92

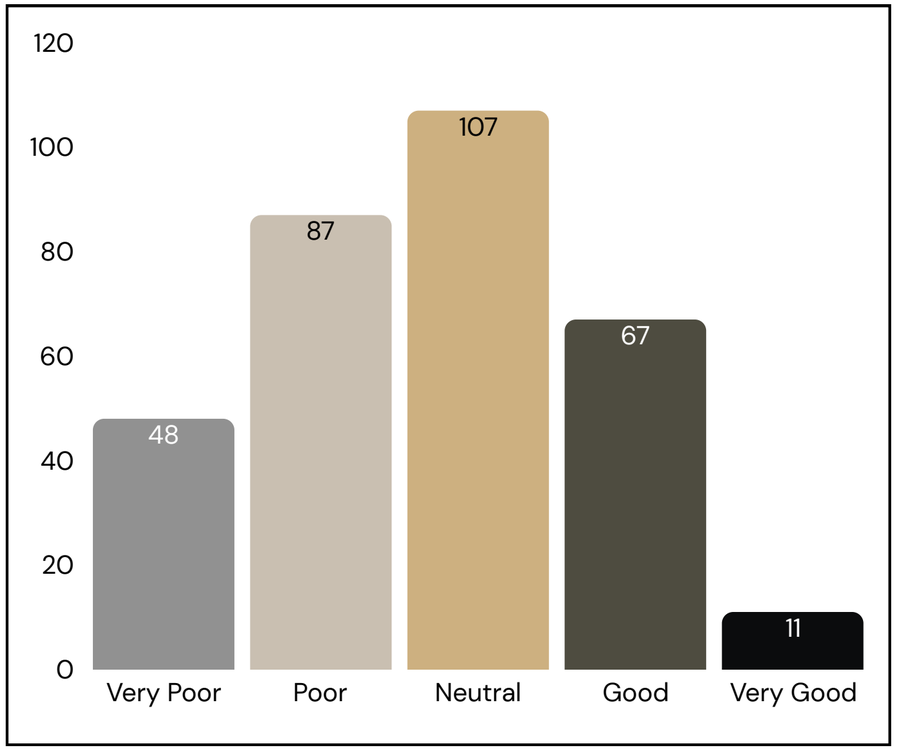
How was your experience parking at this facility?

0 = Very Poor; 1 = Poor; 2 = Neutral; 3 = Good; 4 = Very Good

Why did you rate the condition as poor?

- Not enough parking
- Long walking distances; inadequate ADA parking
- Muddy, rutted, unsafe parking areas
- No marked spaces, unclear layout, easy to get blocked in
- Road Department equipment limits usable space
- Insufficient trailer and contestant parking; dangerous rail crossing
- Safety concerns from highway parking and dark walking routes
- Parking capacity far below demand during major events

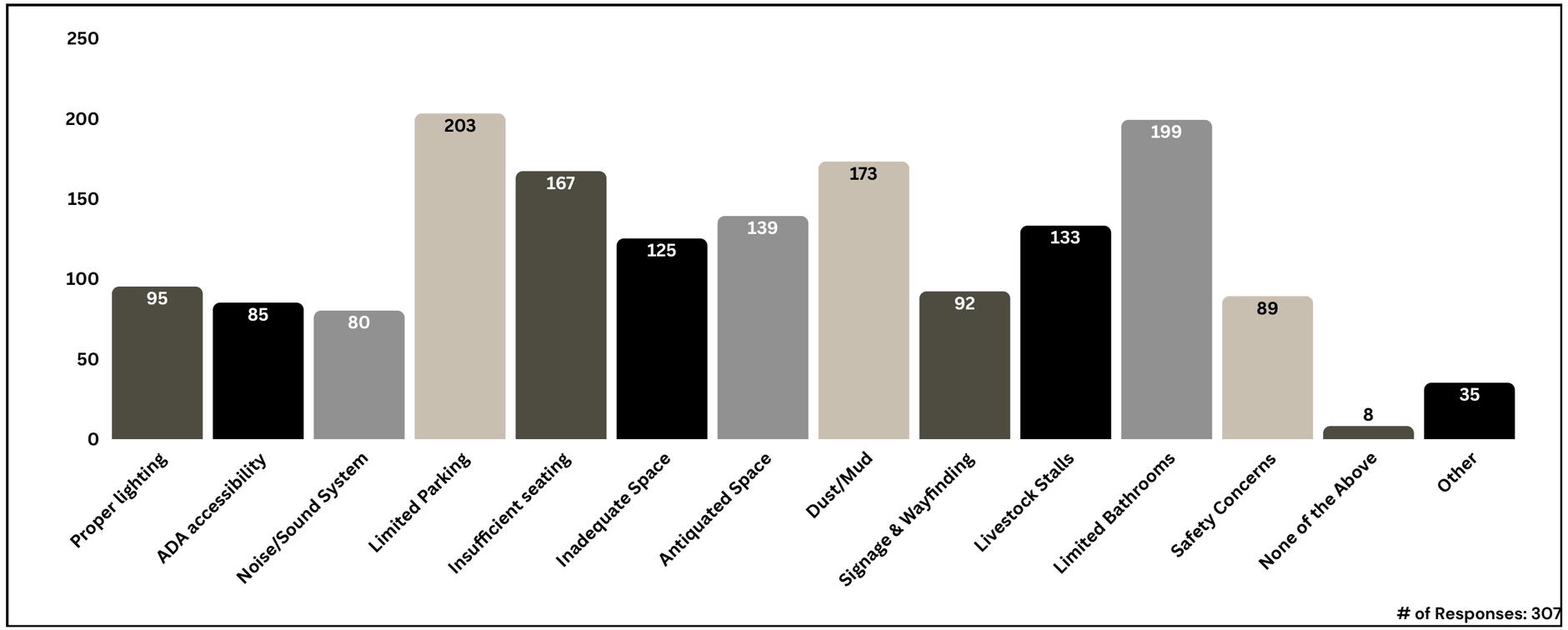
# of Responses: 104



# of Responses: 320

Did you observe or experience any other facility needs?

(Select all that apply)



“Other” facility needs observed

# of Responses: 35; comments are displayed as themes.

- **Expanded/ Improved Seating**
- **Better Lighting & Safety Improvements**
- **Upgraded Livestock Facilities**
- **Improved & Expanded Restroom Facilities**
- **Additional Parking or Shuttles**
- **Improved Layout, Organization, & Usability**
- **More Inviting Community Areas**
- **Trailer Access & Parking**
- **Carnival Rides Using Adjacent Properties**
- **Improved Amenities**
  (Paint, fans, cleaner food court area)

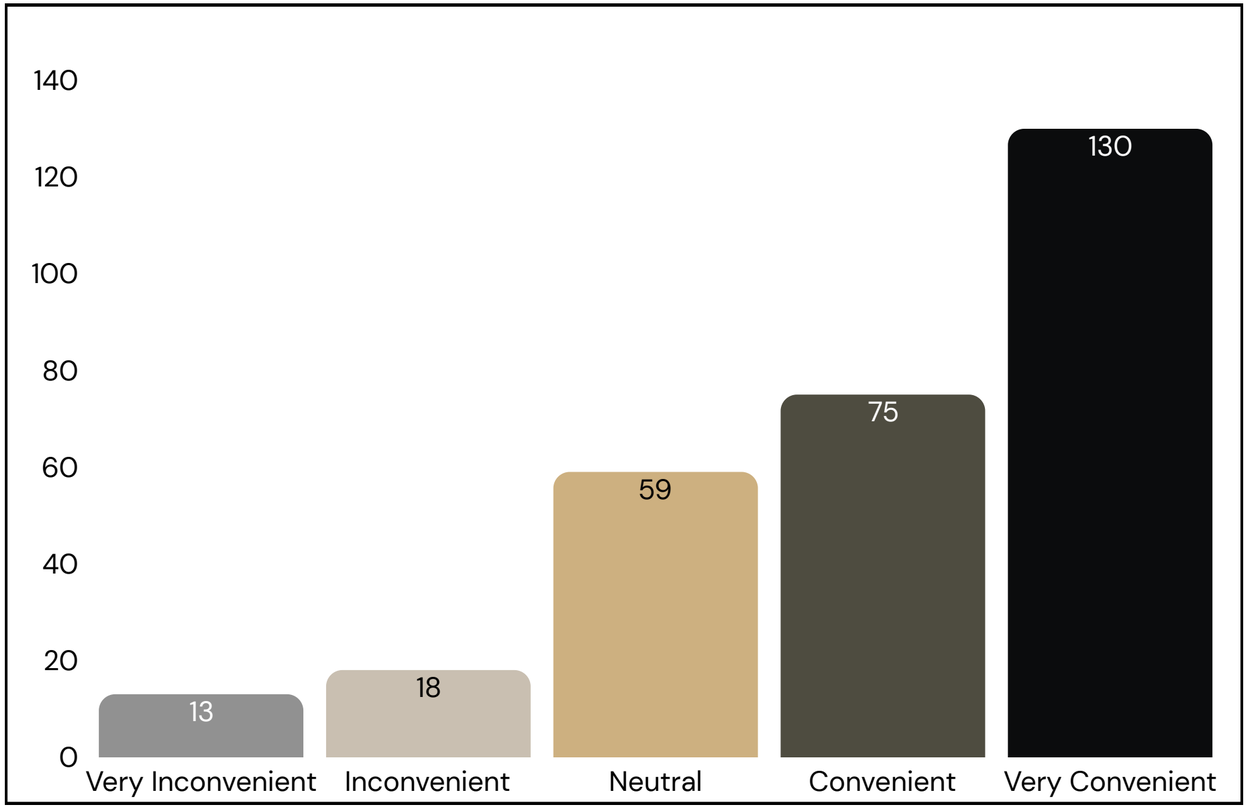
Please provide any other comments related to this facility.

of Responses: 100; comments are displayed as themes

- Strong desire for a year-round, multi-purpose facility
- Upgraded livestock facilities and safety improvements
- Bathrooms and basic building upgrades
- Parking, circulation, and site layout issues
- The facility is underused and holds major unrealized potential
- Community experience concerns: shade, food, seating, dust, activities
- Preserve small-town character
- Go big and modernize vs. keep it simple
- Governance + Long-Term Planning

How convenient is the current Fairgrounds location for you to visit?

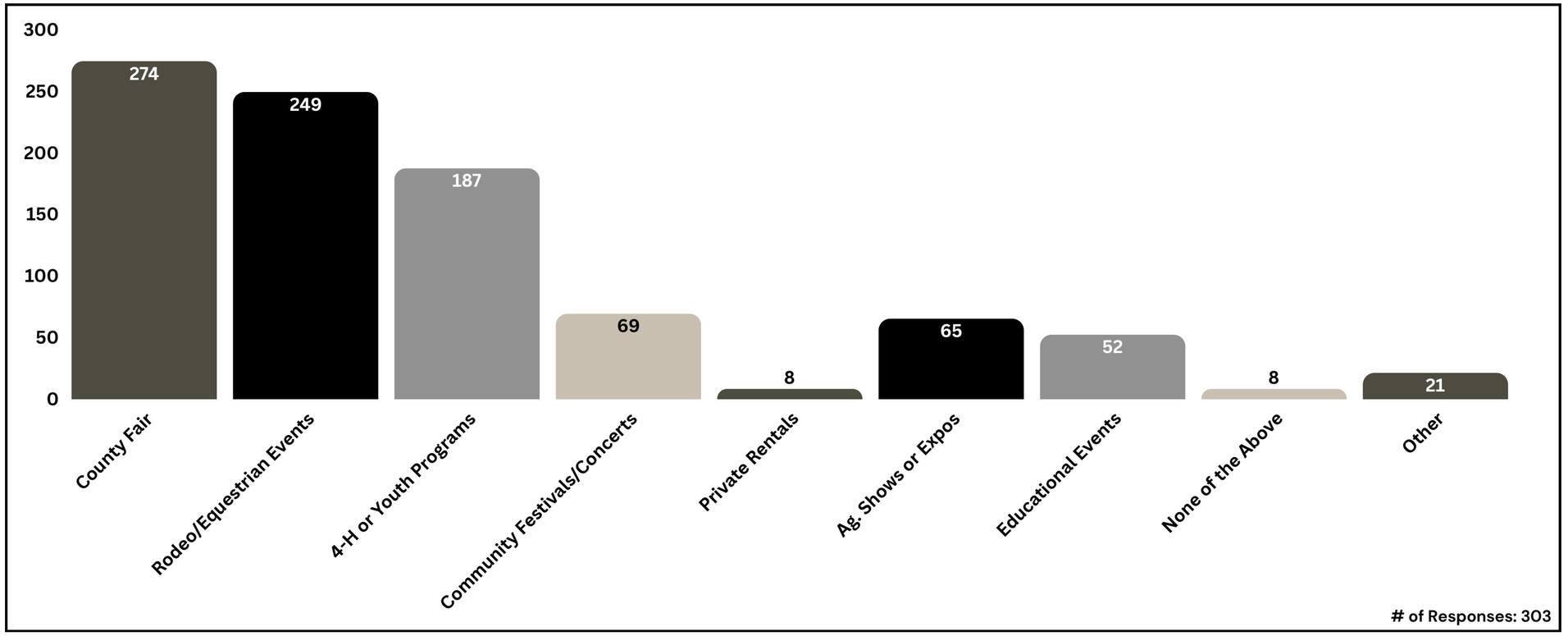
0 = Very Inconvenient; 1 = Inconvenient; 2 = Neutral; 3 = Convenient; 4 = Very Convenient



# of Responses: 295

Which of the following activities or events have you attended at the Fairgrounds?

(Select all that apply)



“Other” Activities Attended

# of Responses: 21; reflects all comments

“Ice rink in the winter”

“Off road OHV class for youth”

“Long Valley Garden Club Plant Sale”
(11 responses)

“WICAP yard sales”

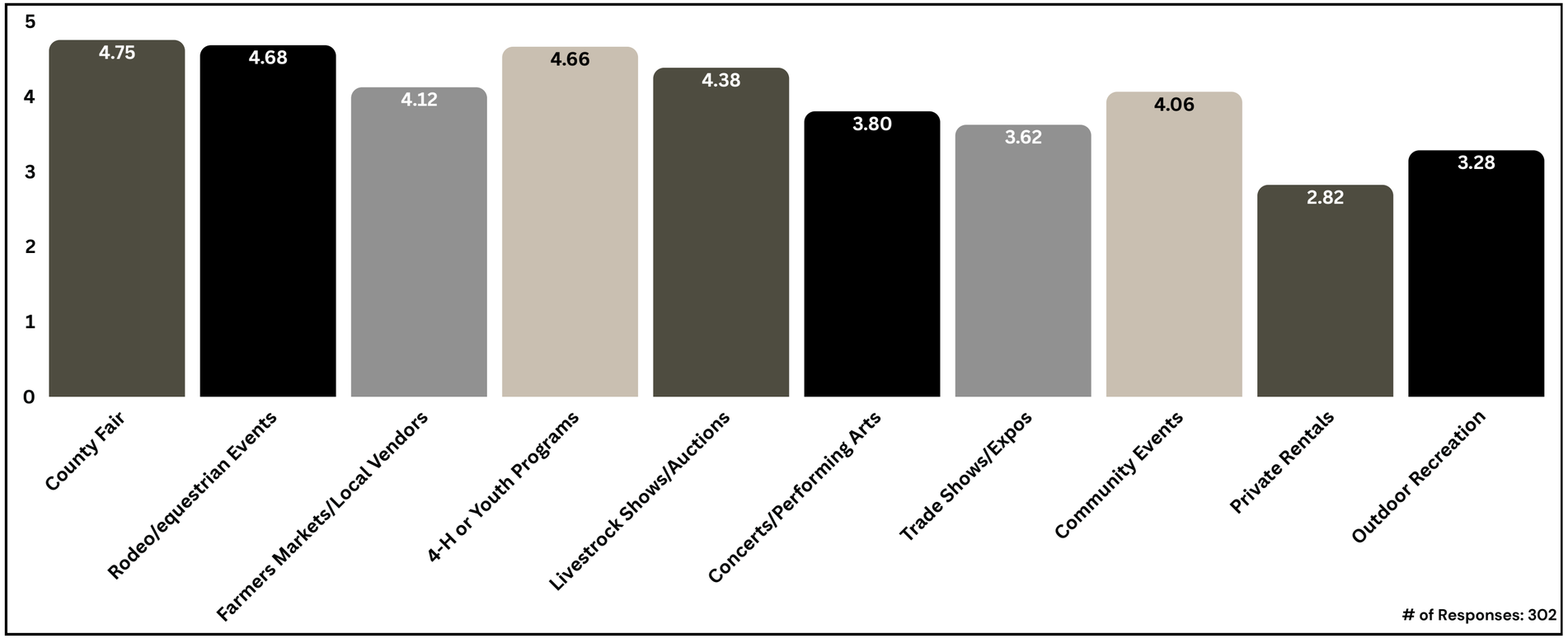
“University of Idaho Extension Office”

“Motor cross race (but it destroyed the arena base, so that shouldn't be allowed again. Have to maintain the arena base as it is now in great shape)”

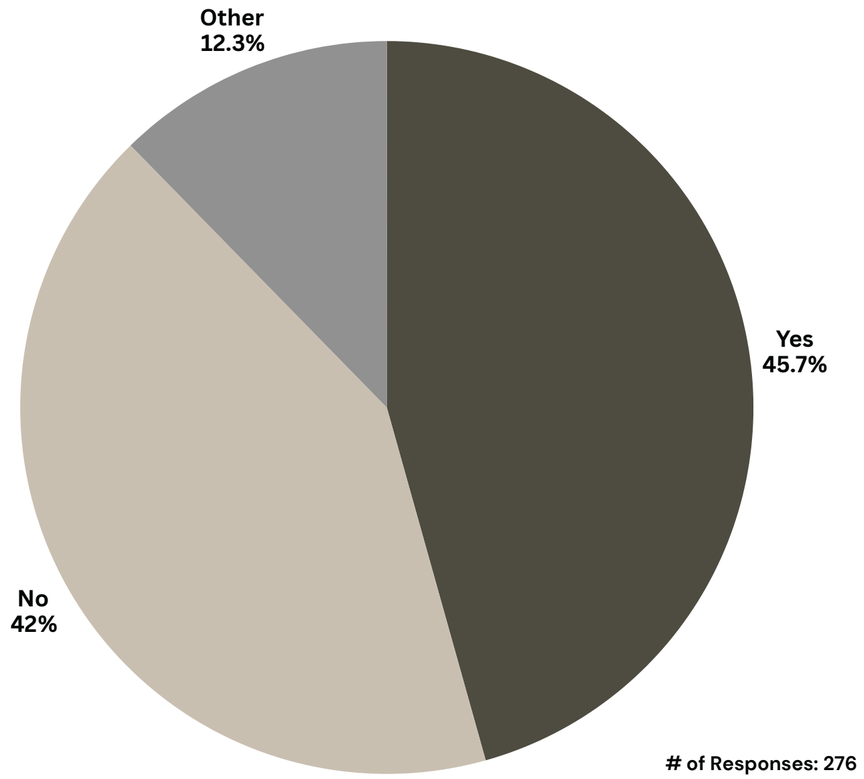
“Haunted Barn”

How important is it to you that the Fairgrounds provide space for the following types of activities and events?

(Scored 1-5)



Are you interested in learning more about the County's efforts to develop a Fairgrounds Master Plan?



112 Respondents Left Contact Information to Stay Informed About the Master Plan Project

"Other" Comments (35 comments)

- Local Media; Star News & Valley Lookout
- Facebook / Social media
- Public Announcements & Meetings
- Yes, but prefer not to leave contact information

DISCUSSION

VALLEY COUNTY FAIRGROUNDS
DRAFT SCENARIOS COMMUNITY SURVEY

Educate, Listen, Learn

Survey Results
April 28 - May 31, 2026

Total Respondents: 208

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FINANCIAL

VALLEY COUNTY
STATE OF IDAHO

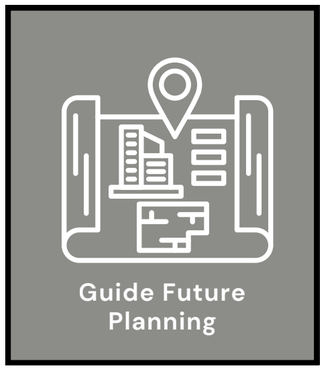
Survey Purpose

The Valley County Fairgrounds Scenario Survey was designed to **ENGAGE** residents in shaping the future of the Fairgrounds, **GATHER** community feedback on future fairgrounds and rodeo plans & investments, **IDENTIFY** priorities for facility improvements and year-round use, and help **GUIDE** long-term planning decisions.









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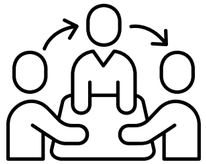
Survey Development



Collaborative Planning

- Stakeholder discussions and scenario development
- Identify key priorities and tradeoffs
- Develop and finalize survey questions



Engage the Community

- Share future fairgrounds scenarios
- Gather input from residents and stakeholders
- Promote participation through multiple outreach channels



Guide Future Planning

- Review community priorities and preferences
- Evaluate investment and facility options
- Inform long-term planning decisions

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Flyer



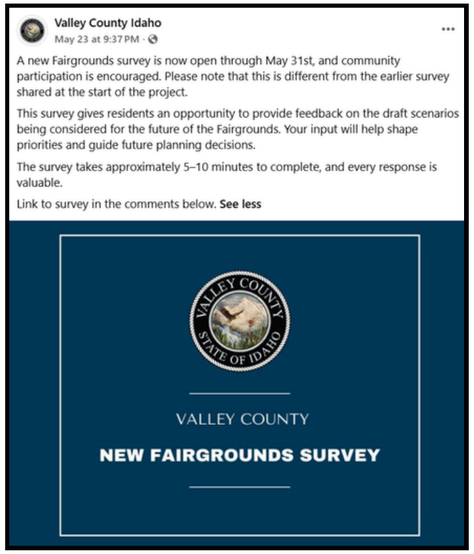
Webpage Update



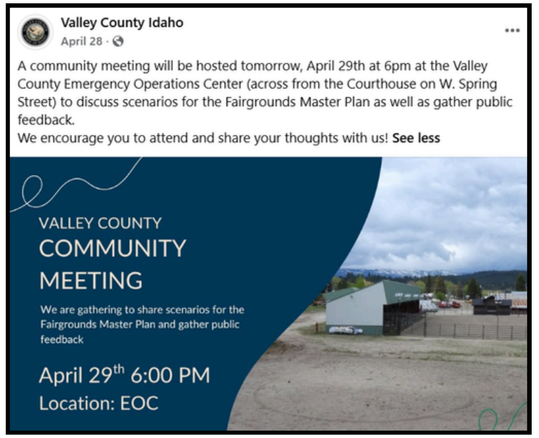
Press Release



Social Media Posts



Community Meeting



Nearly 30 Facebook Shares

208

Community Responses

Survey Period: April 28-May 31, 2026

77%

Prefer
MEDIUM
Rodeo Scenario

80%

Support
Medium/Large
Fairgrounds Plan

84%

Support
Year-Round
Use

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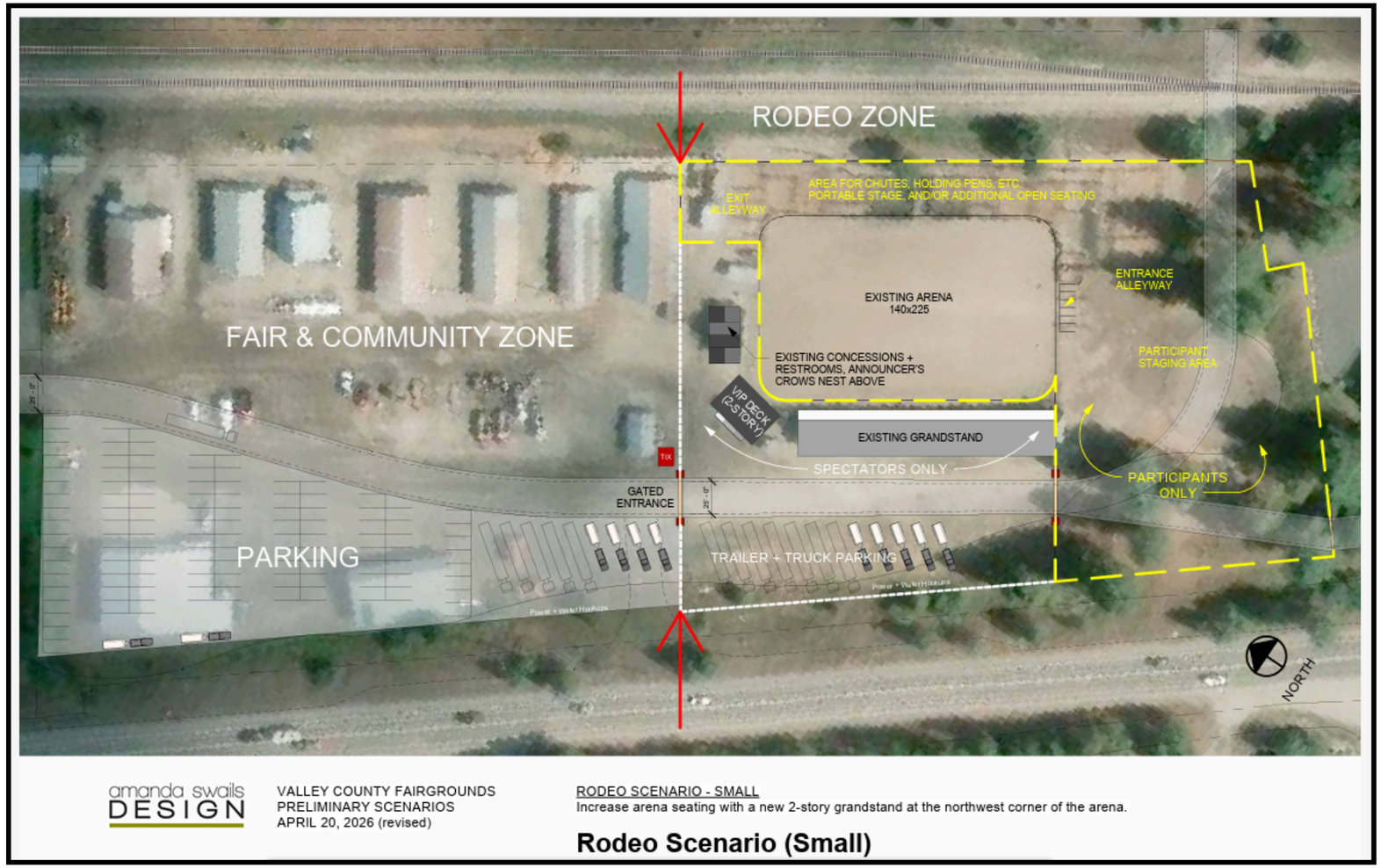
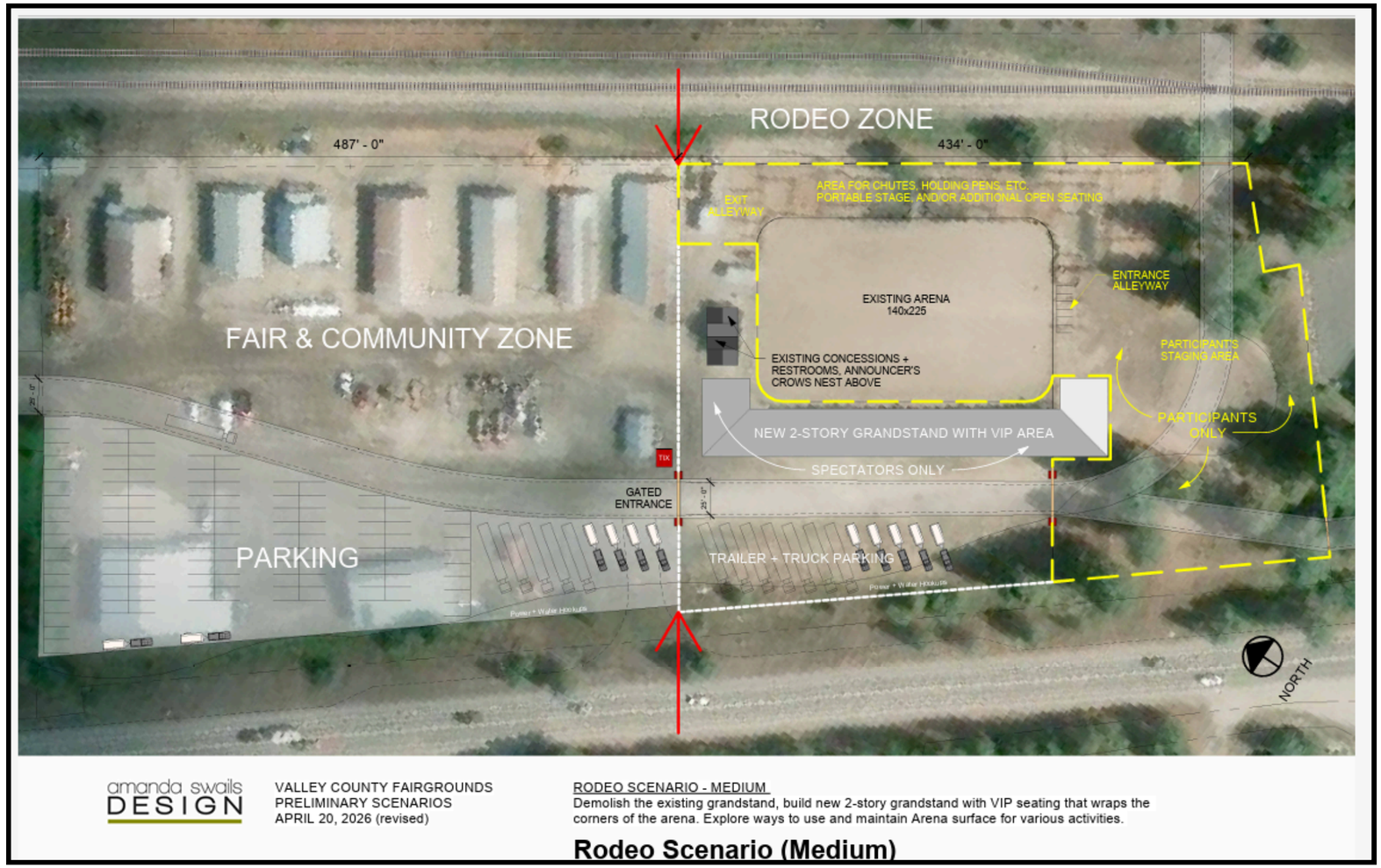


Increase arena seating with a new 2-story grandstand at the NW corner of the arena.



Demolish the existing grandstand, build a new 2-story grandstand with VIP seating that wraps the corners of the arena. Explore ways to use & maintain arena surface for various activities.

CLEARWATER FINANCIAL

Which Rodeo scenario best fits the future of Valley County Fairgrounds?

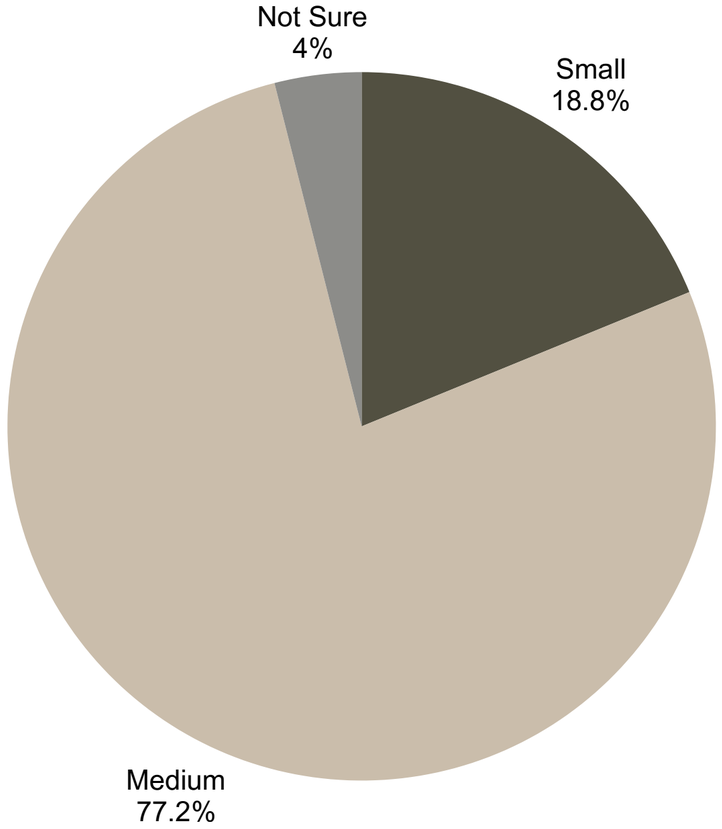
Arena, seating, and rodeo-specific infrastructure

Responses: 101

Small - Focus on improving existing facilities with limited expansion

Medium - Balanced improvements with expanded flexibility and use

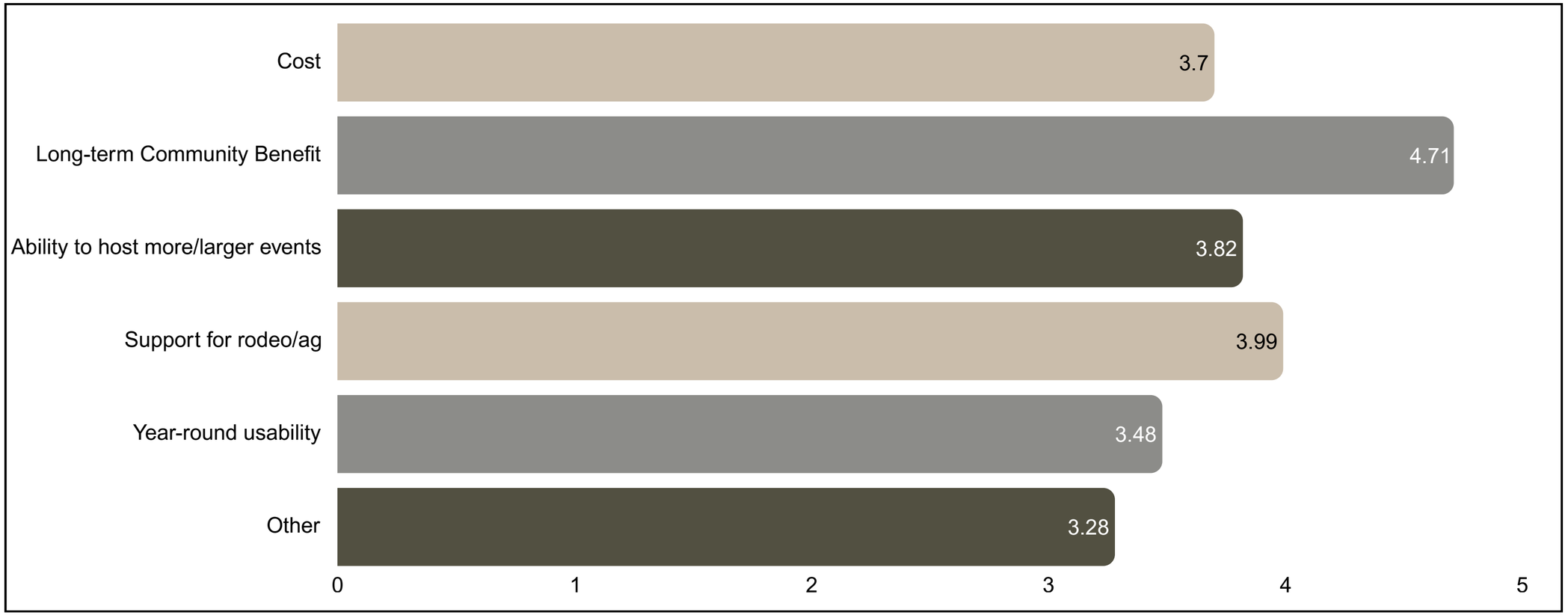
Not Sure



CLEARWATER FINANCIAL

What factors influenced your choice?

Please rank the following 1-5, with 1 being the highest influence and 5 being lowest influence



Responses: 99

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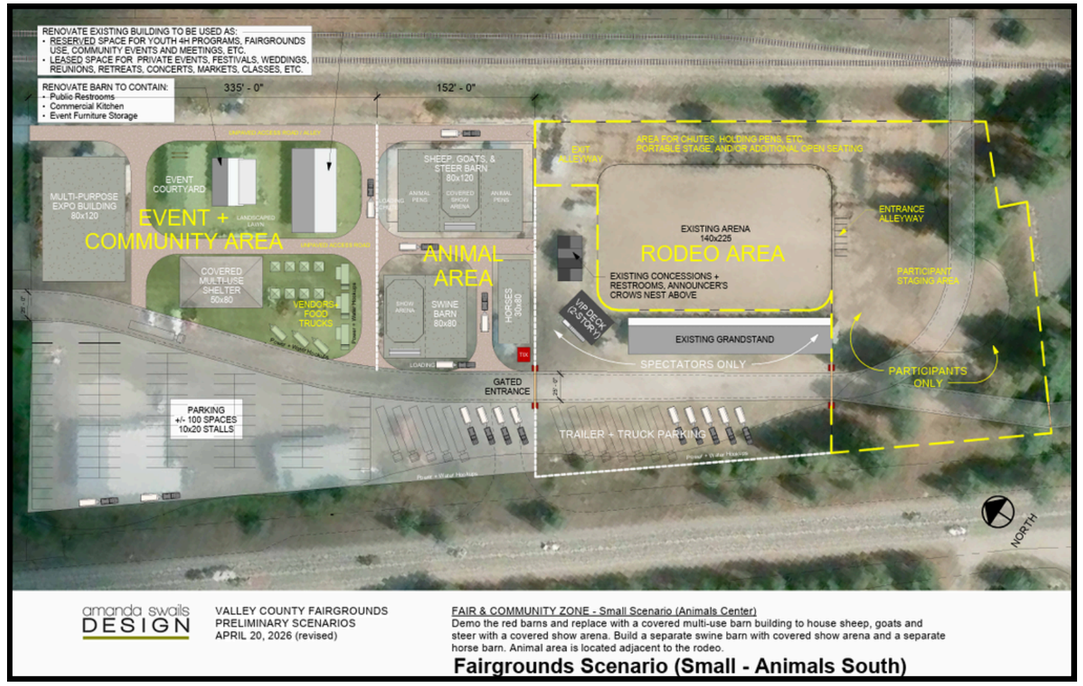
What We Heard / “Other” Comments

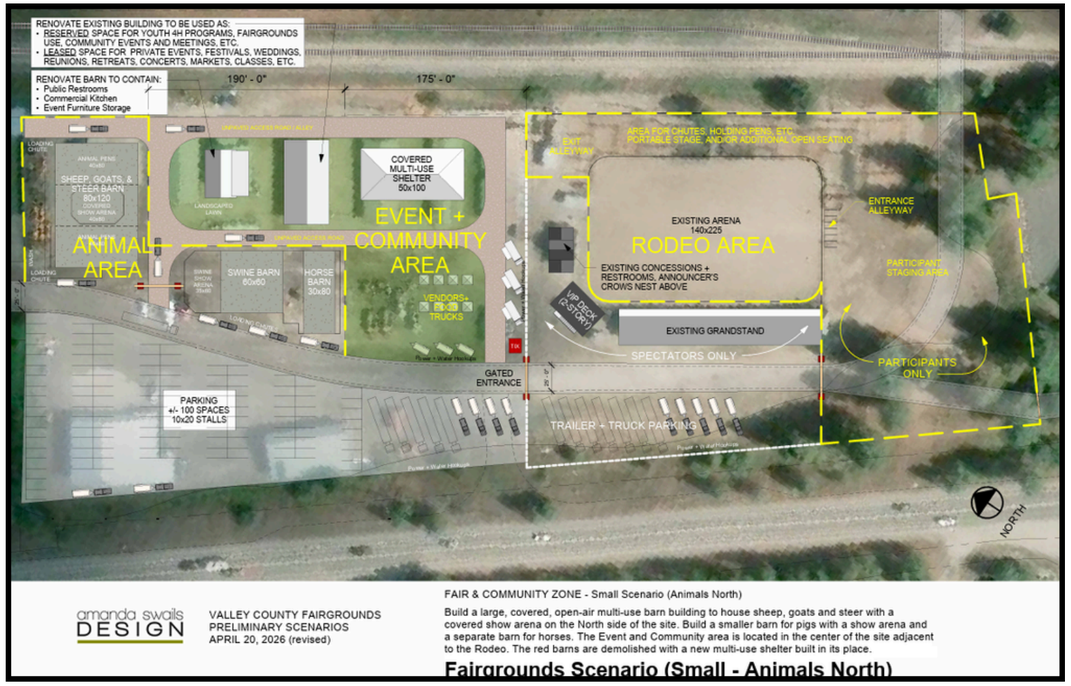
Responses: 23

- **Questions About the Need for Major Investments**
- **Desire for More Year-Round Use Before Expansion**
- **Preserve the Fairgrounds' Small-Town Character**
- **Keep Youth, Agriculture, and Livestock at the Center**
- **Improve Practical Functionality**
- **Mixed Views on Growth and Expansion**

Feedback preferred practical improvements that strengthen agriculture, youth programs, and year-round utilization over large-scale expansion.

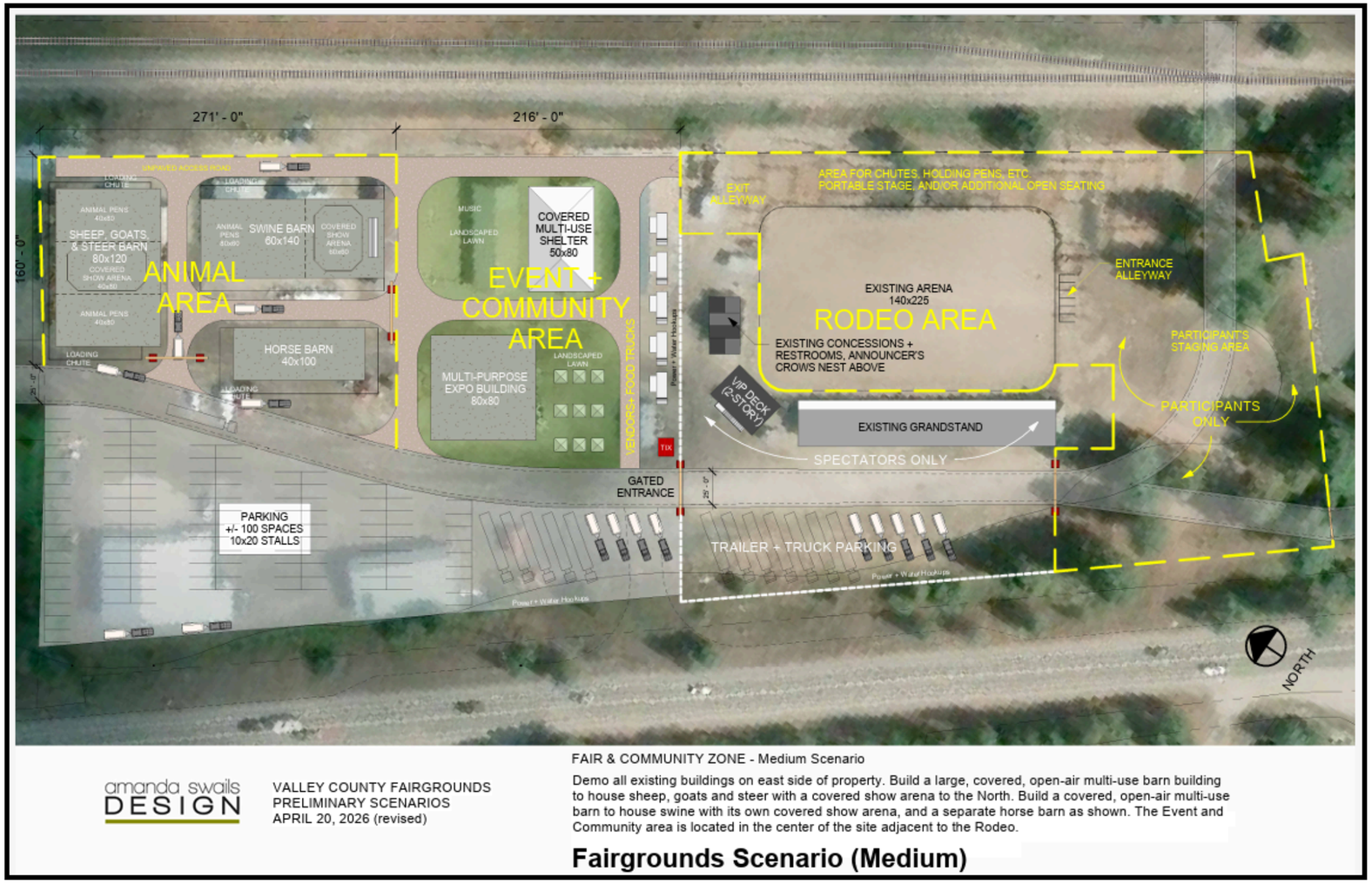


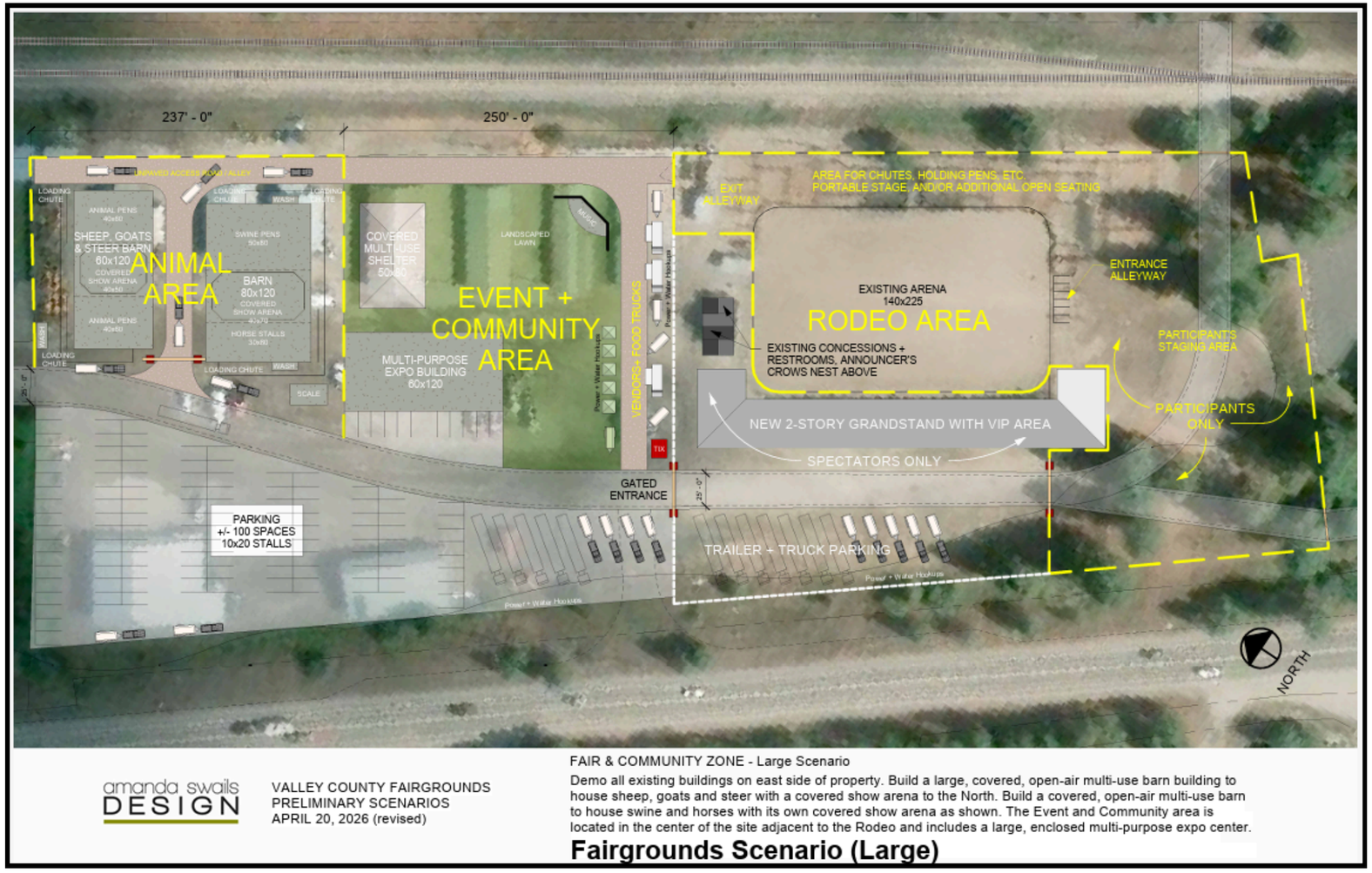
Demo the red barns and replace with a covered multi-use barn building to house sheep, goats and steer with a covered show arena. Build a separate swine barn with covered show arena and a separate horse barn. Animal area is located adjacent to the rodeo.



Build large, covered, open-air multi-use barn building to house sheep, goats and steer with a covered show arena on the North side site. Build a smaller barn for pigs with a show arena and a separate barn for horses. The Event and Community area is in the center of the site adjacent to the Rodeo. The red barns are demolished with a new multi-use shelter built in its place.

Demo all existing buildings on east side of property. Build a large, covered, open-air multi-use barn building to house sheep, goats and steer with a covered show arena to the North. Build a covered, open-air multi-use barn to house swine with its own covered show arena, and a separate horse barn as shown. The Event and Community area is located in the center of the site adjacent to the Rodeo.





Demo all existing buildings on east side of property. Build a large, covered, open-air multi-use barn building to house sheep, goats and steer with a covered show arena to the North. Build a covered, open-air multi-use barn to house swine and horses with its own covered show arena as shown. The Event and Community area is located in the center of the site adjacent to the Rodeo and includes a large, enclosed multi-purpose expo center.

CLEARWATER FINANCIAL

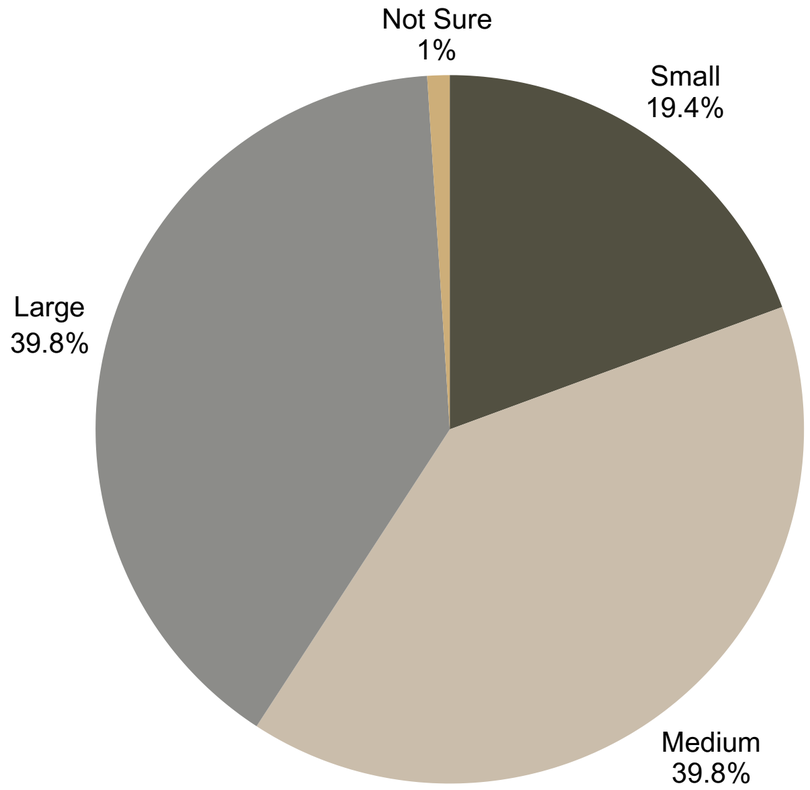
Which scenario best fits the future of the Valley County Fairgrounds?

Responses: 98

Small - Focus on improving existing facilities with limited expansion

Medium - Balanced improvements with expanded flexibility and use

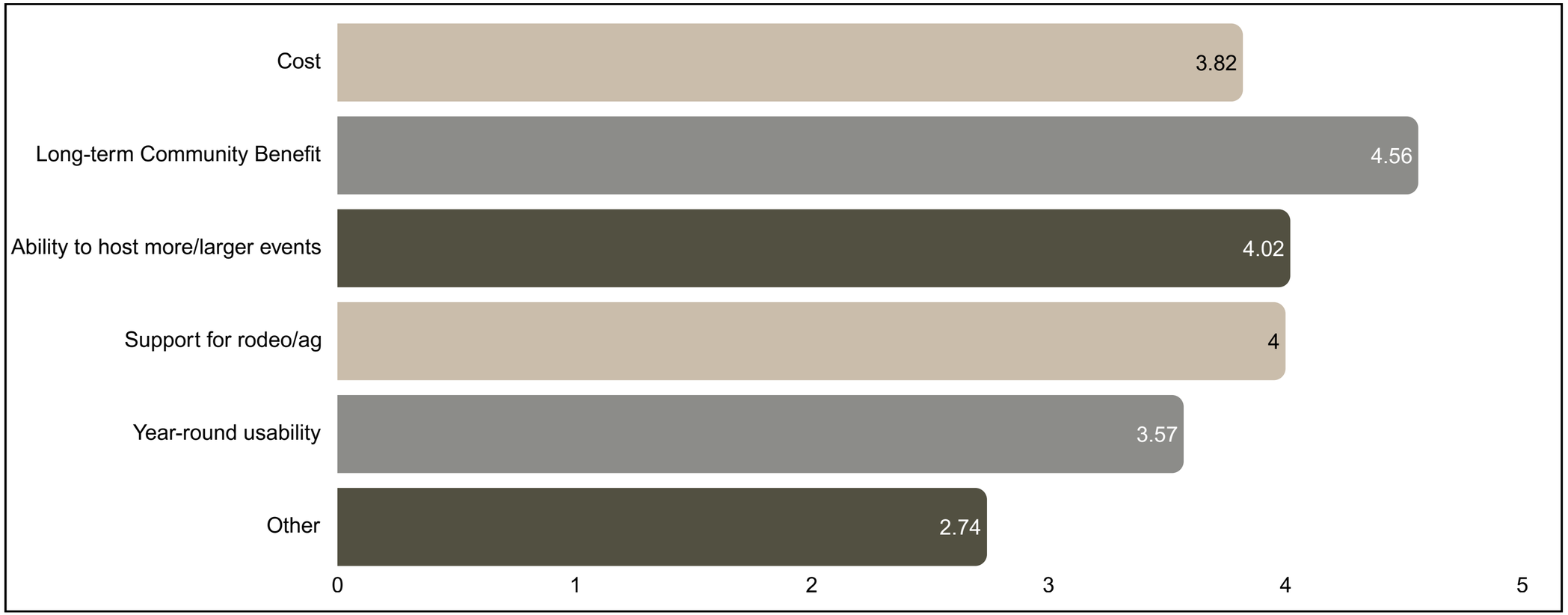
Large - Major investment with new facilities and year round capabilities



CLEARWATER FINANCIAL

What factors influenced your choice?

Please rank the following 1-5, with 1 being the highest influence and 5 being lowest influence



Responses: 97

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What We Heard / “Other” Comments

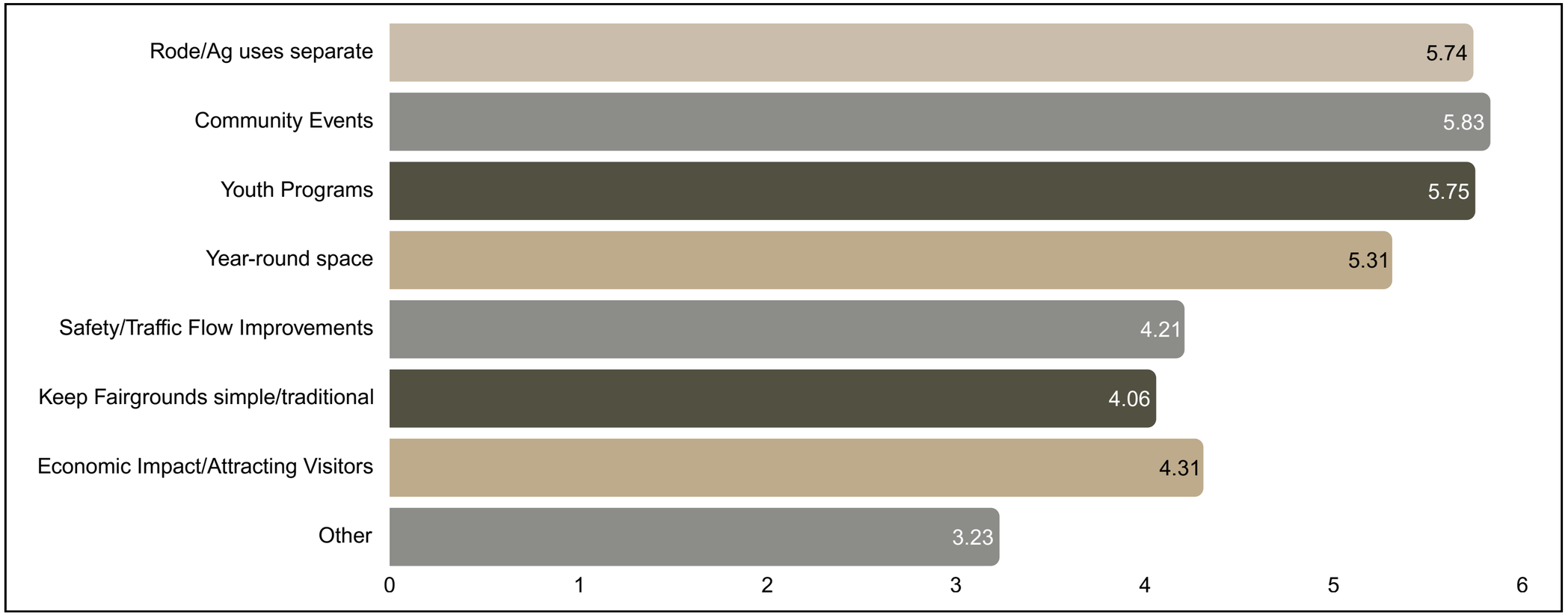
Responses: 19

- **Support Improvements, But Avoid Overbuilding**
- **Prioritize 4-H, Agriculture, and Animal Facilities**
- **Expand Year-Round and Multi-Use Opportunities**
- **Preserve the Fairgrounds' Small-Town Character**
- **Improve Functionality, Safety, and Animal Operations**
- **Questions About Cost and Long-Term Demand**

Feedback favored functional, community-focused improvements over large-scale expansion, with a strong emphasis on youth programs, agriculture, and year-round use.

What should this project prioritize most?

Please rank the following 1-7, with 1 being the highest influence and 7 being lowest influence.



Responses: 87

What We Heard / “Other” Comments

Responses: 7

“Provided access and opportunity to the rodeo grounds for local residents.”

“Is it necessary and will it do what it claims at a reasonable price?”

“Carnival.”

“Keeping it simple is not acceptable. Either do it right and have something to be proud of or just keep using the existing structures until they fall down.”

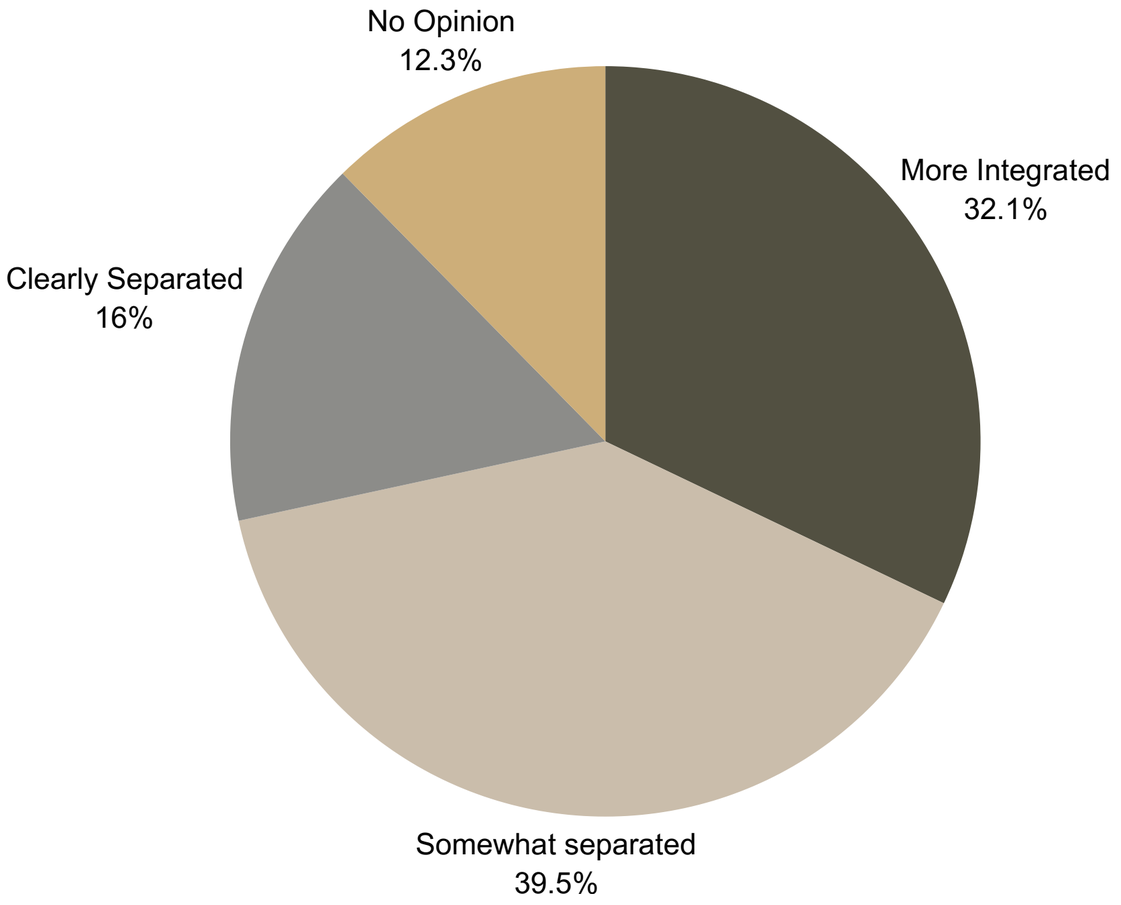
“Don’t use tax payer money. The out of county folks who come and plaque cascade during this event should pay for it.”

“You should prioritize making the fairgrounds AVAILABLE to people to come ride their horses and have clinics and shows.”

“I wish I could give all a 1 except 4H and youth. That is what the fairgrounds are for- our Fair! Which is put on by our youth. We dont need year round space or concert venues.”

Which approach to the animal area do you prefer?

Responses: 81



- Animals close to rodeo and activity areas (more integrated)
- Animals somewhat separated but still accessible
- Animals clearly separated from main public/event areas
- No Opinion

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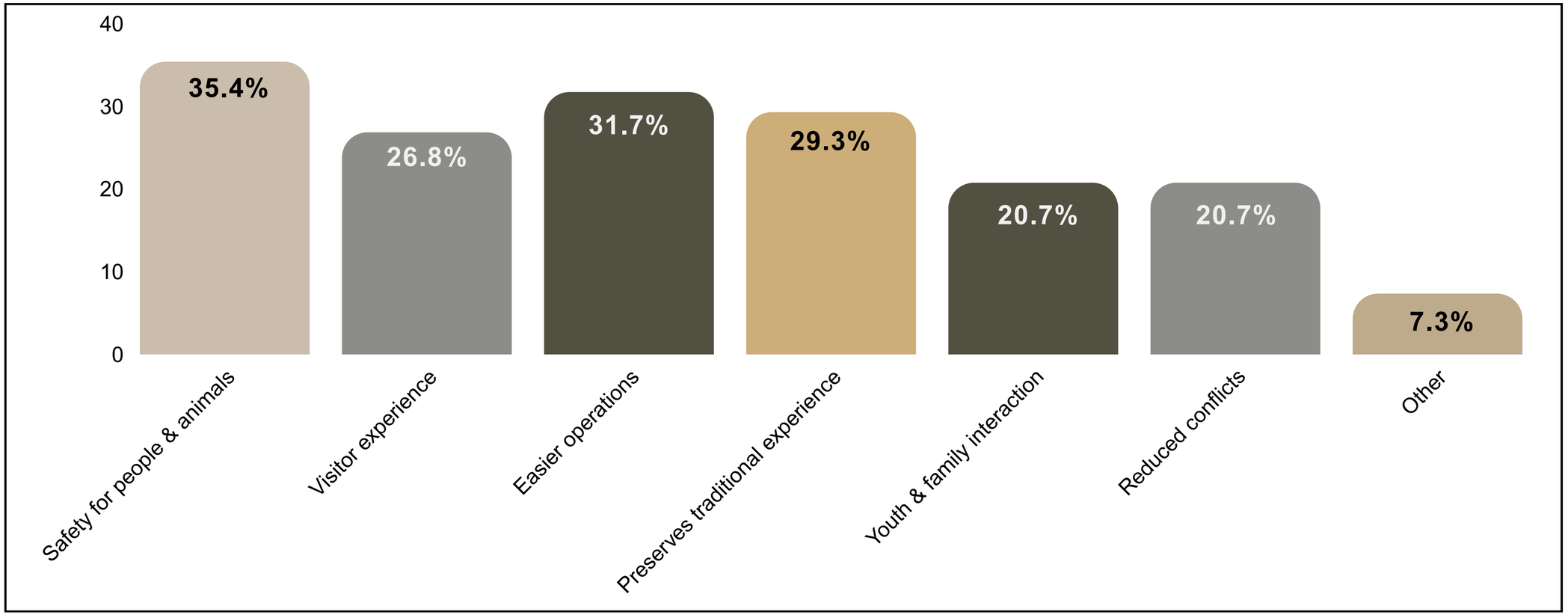
What is the main reason for your preferences?

(Select up to 2)



Responses: 82

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What We Heard / “Other” Comments

Responses: 5

“made more sense for vendors to be close to rodeo grounds than for the animals to be in between them.”

“I would want feedback from folks are the animals more stressed or less stressed near the rodeo arena?”

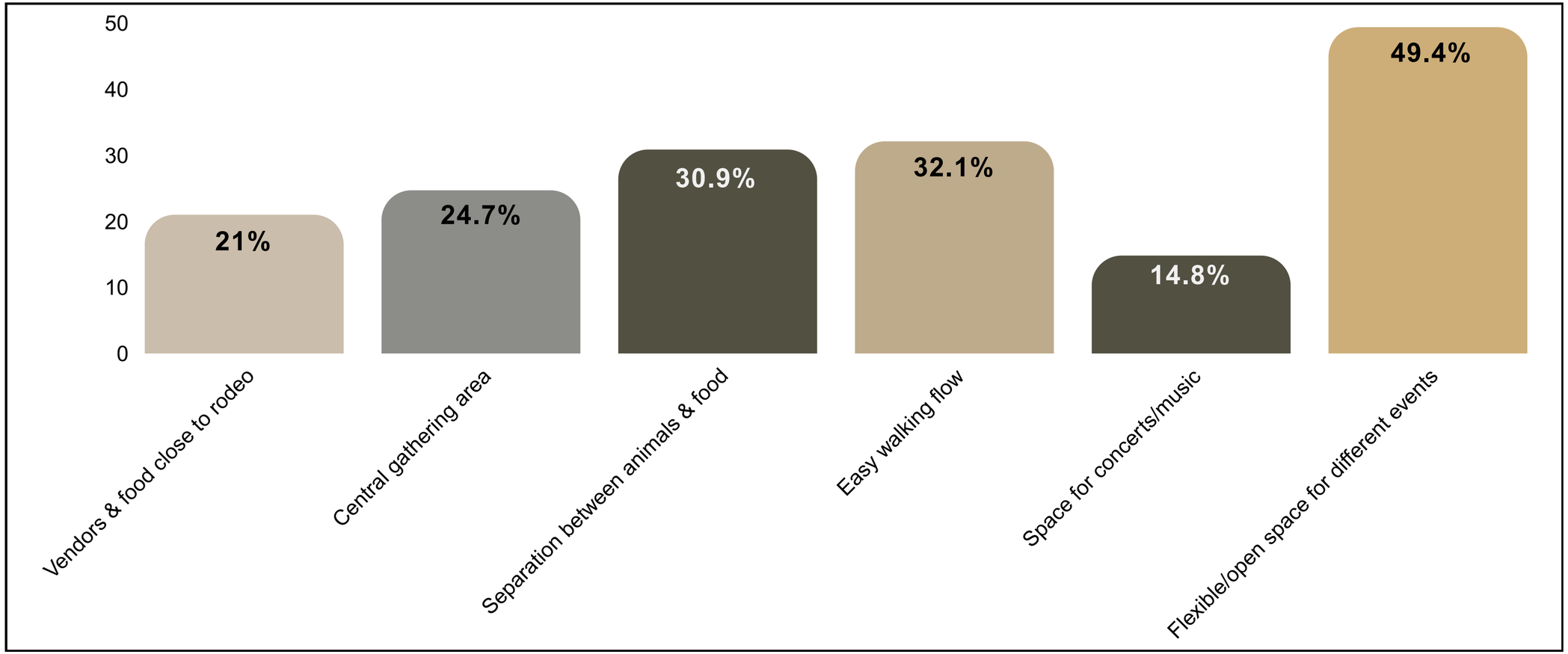
“When I go through my mental checklist of other fairs/events I go to... it seems totally normal for the fair animals to be separate from the rodeo area. Also... this isn't like the Idaho State Fair... 'separation' at these fairgrounds is about a 2-minute walk. I don't think the fair experience is diminished because animals are going in a different spot.”

“The rodeo is one week per year that I am aware. The grounds go unused for 50 weeks.”

“ The whole purpose for this event is the fair and the animals for the youth. It is not the rodeo and fair. It is the fair and rodeo. Keep the animals close so that people will come to see them and still be involved.”

What matters most for how event spaces are arranged?

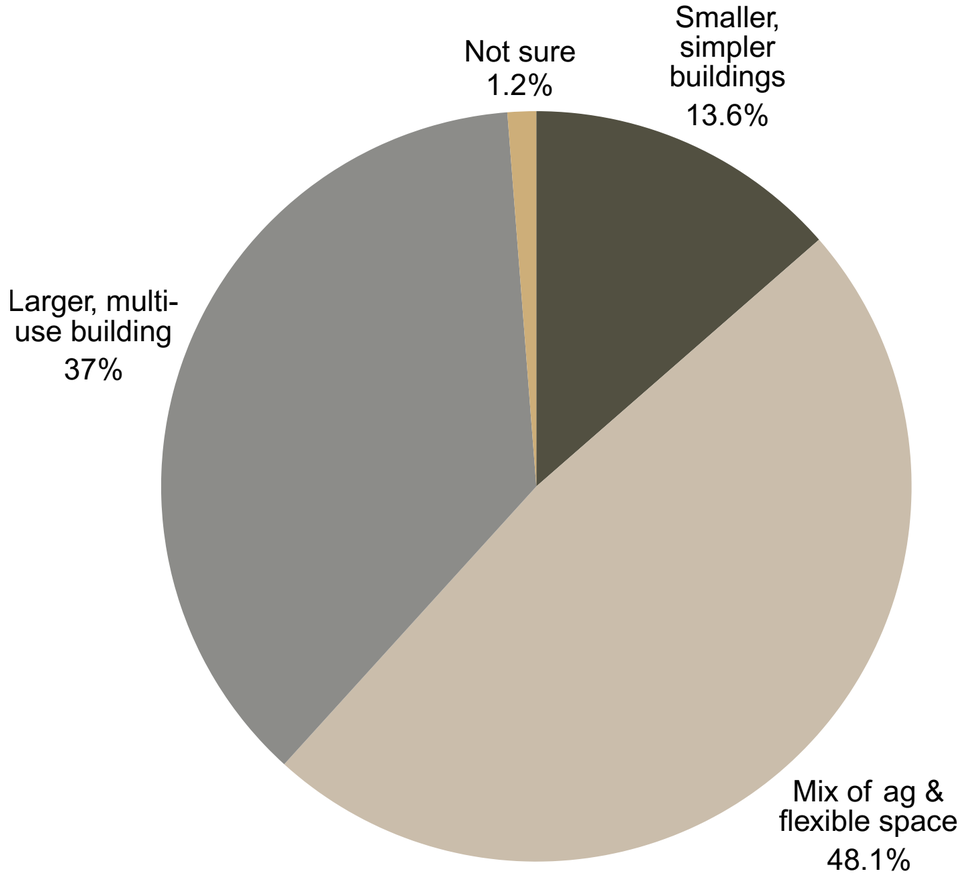
(Select up to 2)



Responses: 81

Which type of facilities best serve the County long-term?

Responses: 81



- Smaller, simpler buildings focused on fair and agricultural use
- A mix of agricultural buildings and flexible community space
- A larger multi-use building for year-round events (e.g., expo center)
- Not Sure

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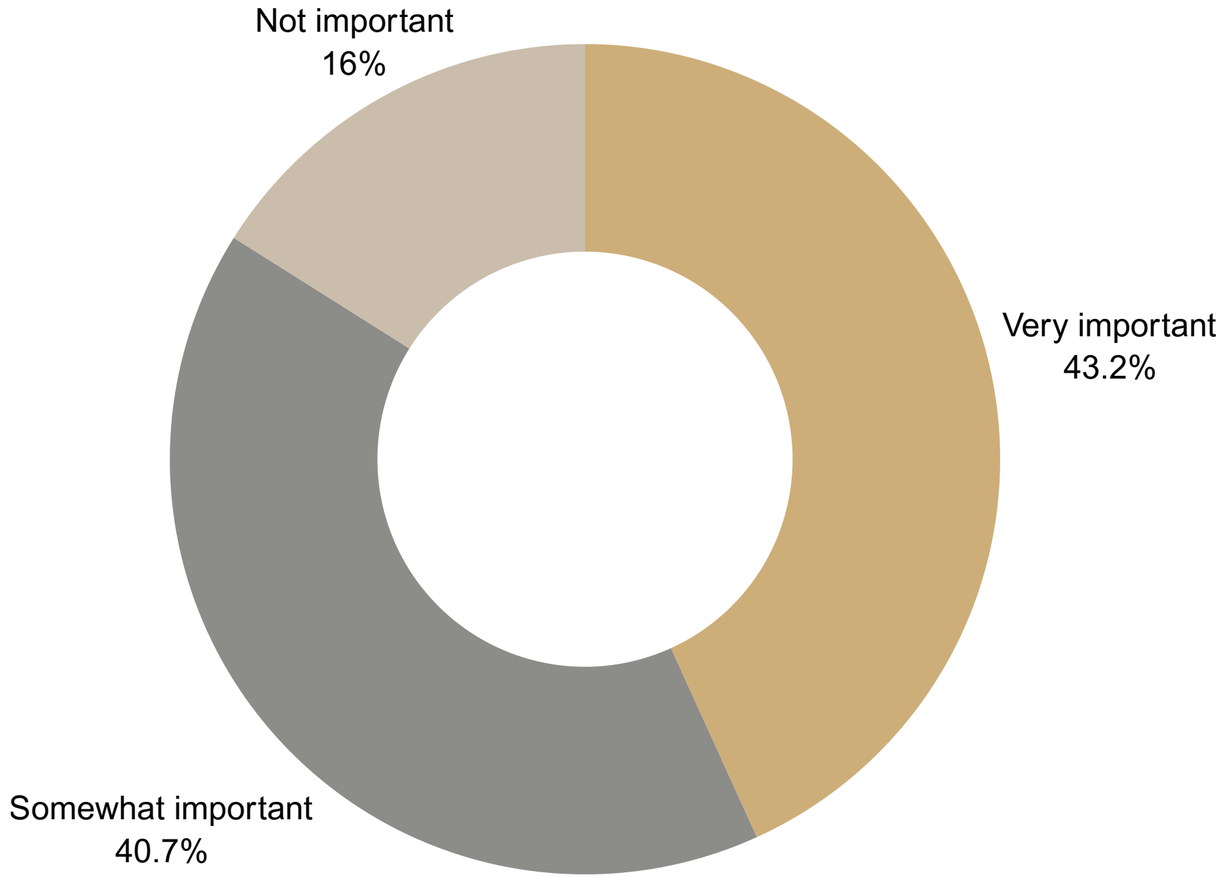
How important is it that the Fairgrounds support year-round use?

Responses: 81



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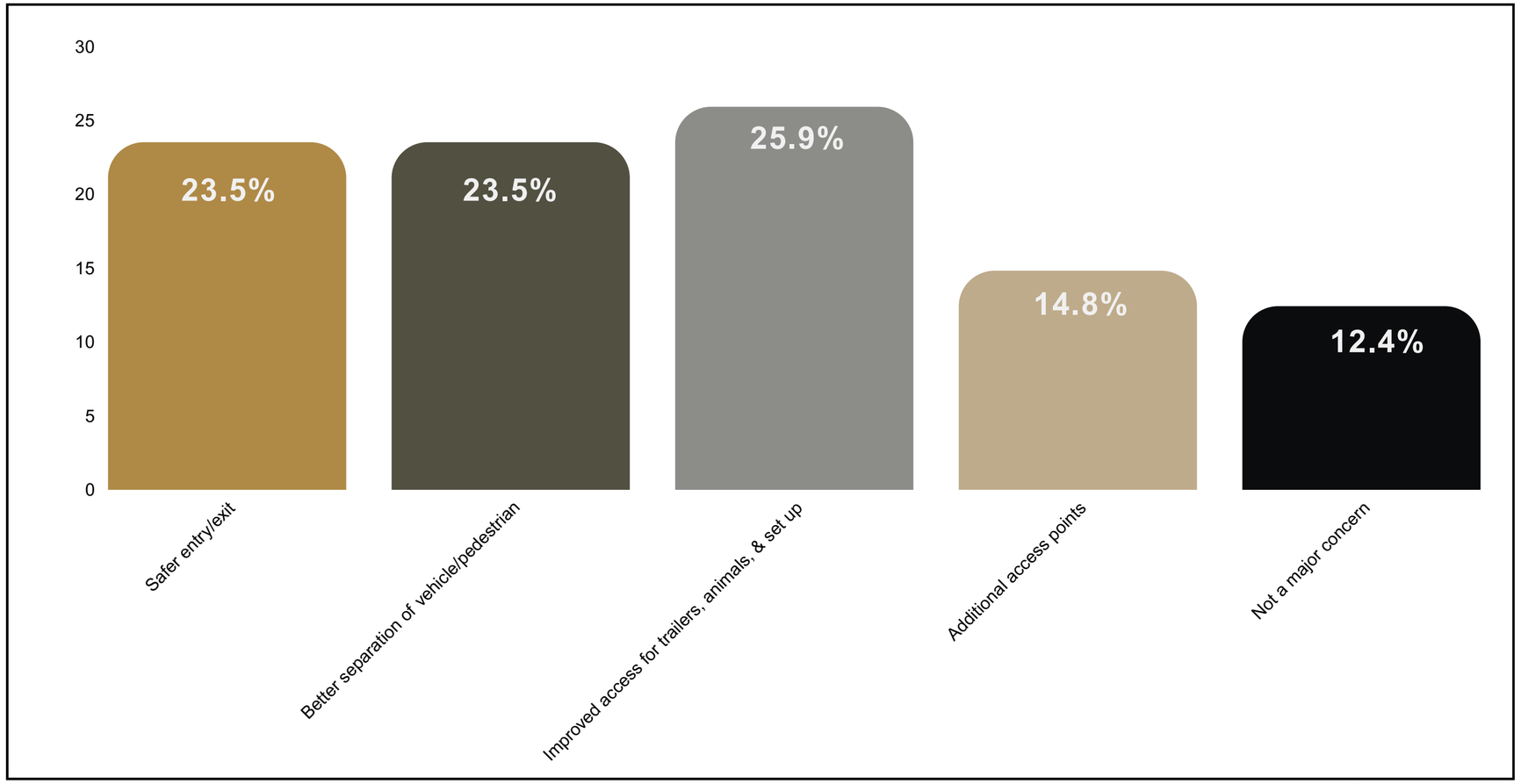
What should be the top priority for access and circulation improvements?



Responses: 81

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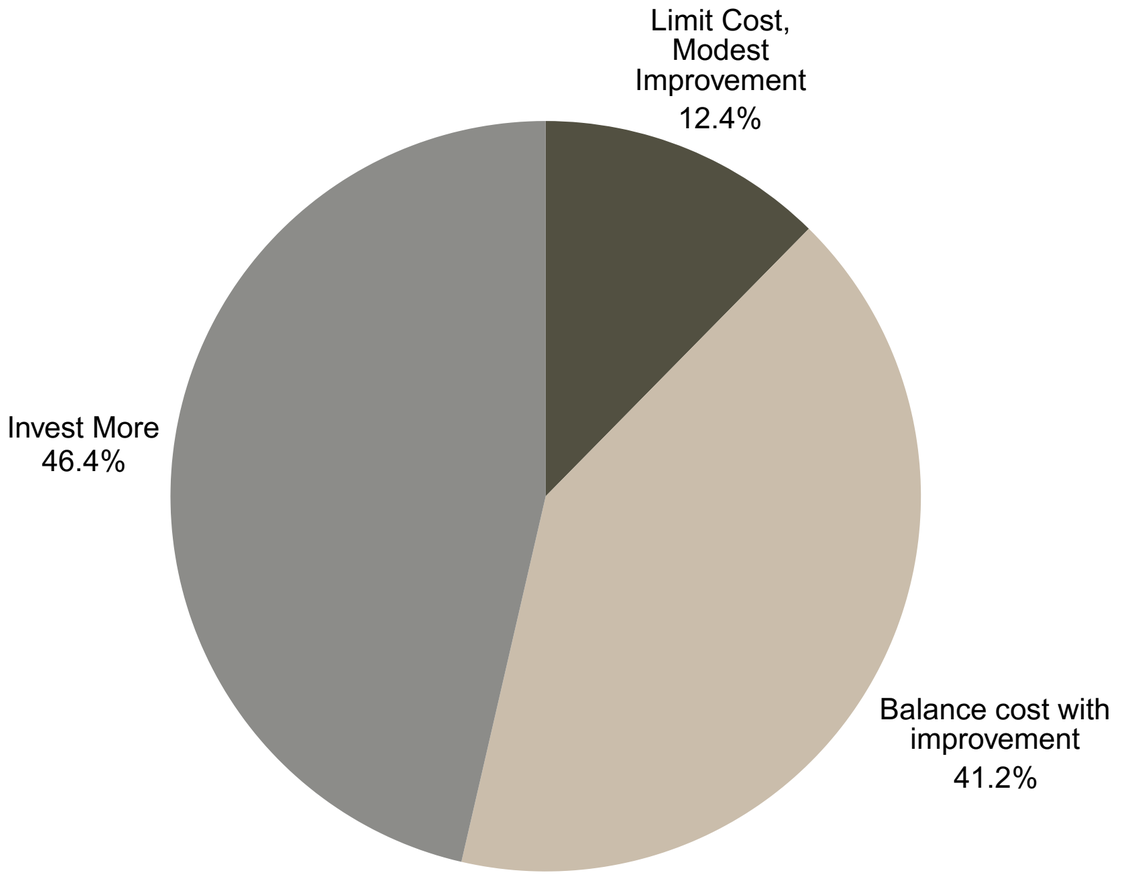
Which approach should guide investment decisions?

Responses: 97

Keep improvements modest to limit cost and maintain simplicity

Balance cost with meaningful improvements

Invest more now to create a long-term, regional facility



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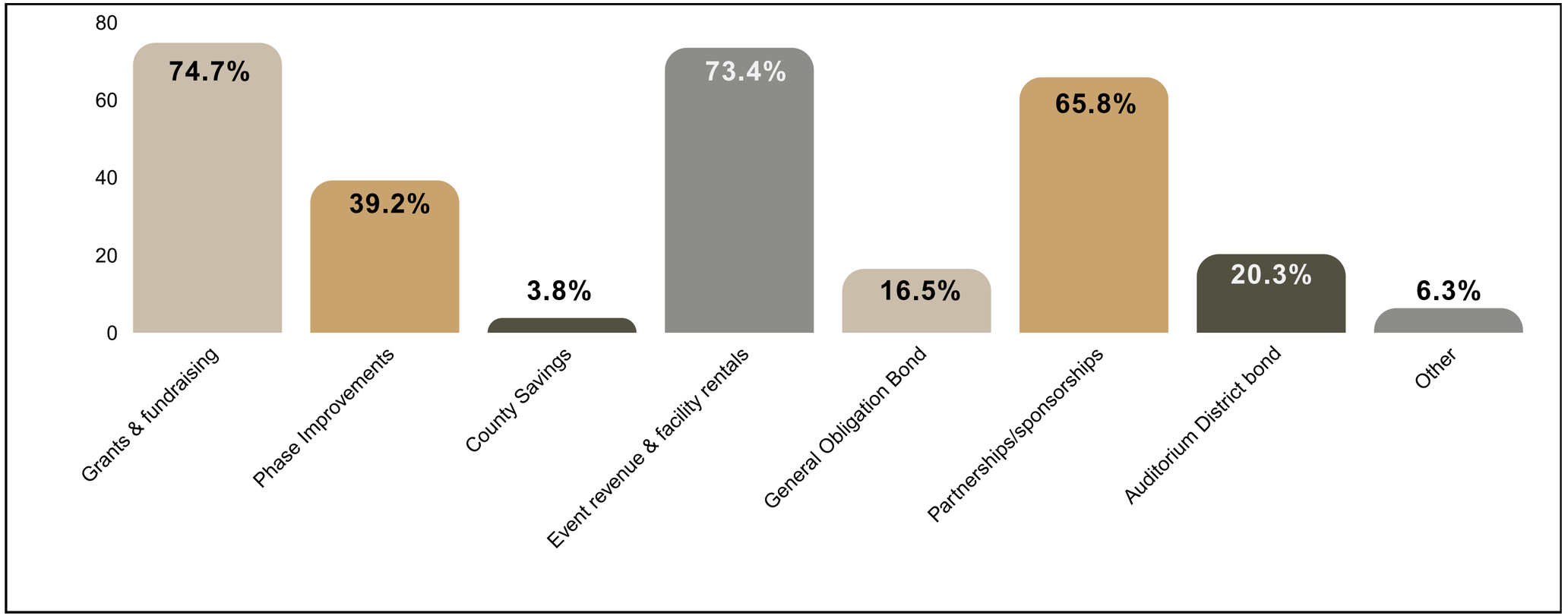
If your preferred option requires additional funding, which funding approach would you prefer?

(Select all that apply)



Responses: 79

Know that any solution will likely be a combination of revenue sources

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What We Heard / “Other” Comments

Responses: 5

“taxing tourists who use the area; stop taxing local homeowners for every project.”

“Not my taxes.”

“No local tax dollars. Make the fairgrounds an independent, self-supporting non-profit corporation that leases the facility from the county.”

“The whole purpose for this event is the fair and the animals for the youth. It is not the rodeo and fair. It is the fair and rodeo. Keep the animals close so that people will come to see them and still be involved.”

“I think there needs to be some pragmatic discussion about what's possible, cost-wise, in the idea-generation phase of this project. I'm curious about whether the 'large' versions of the fairgrounds overhaul are even possible.”

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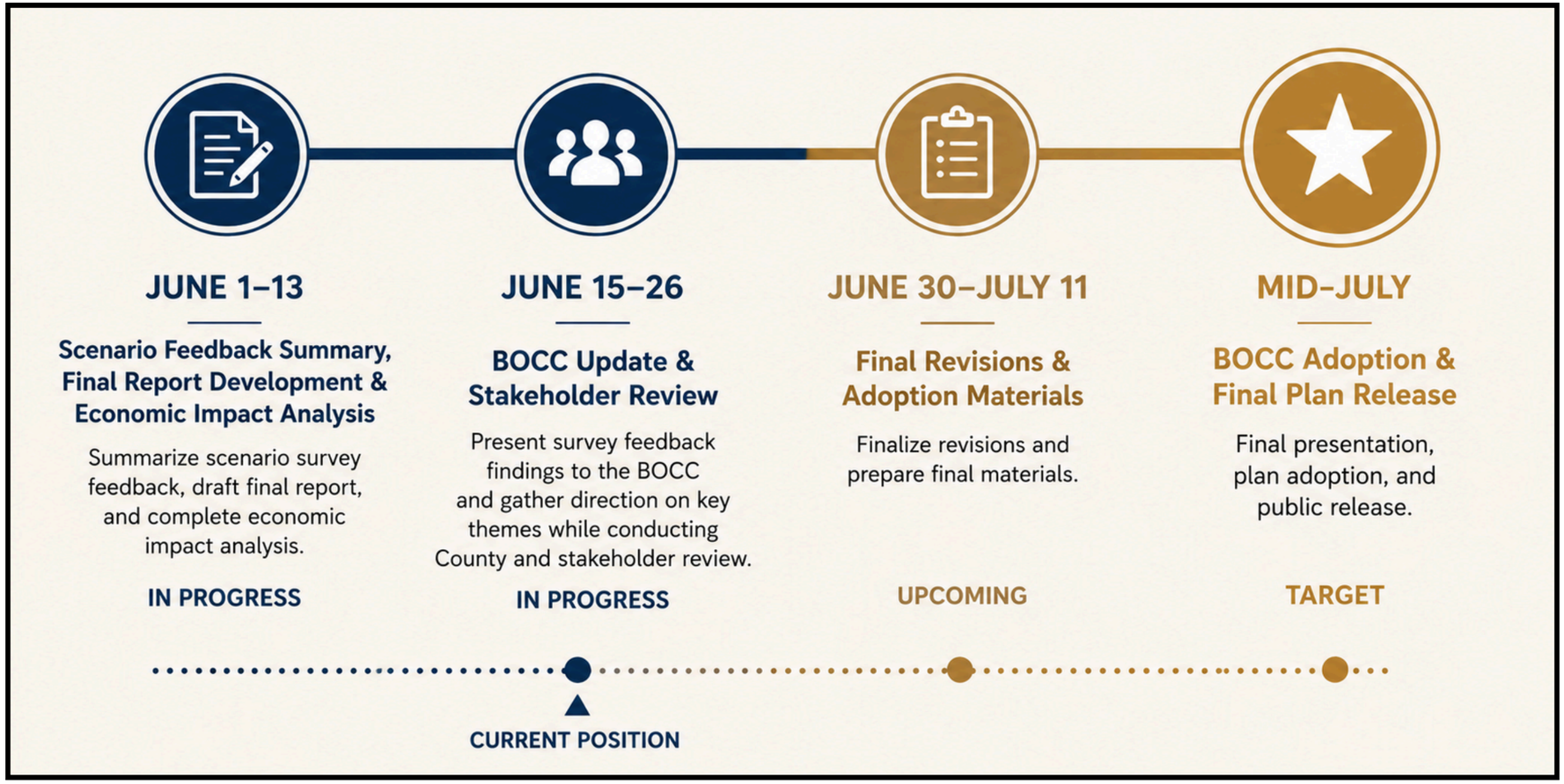
Is there anything important we should consider that is not reflected in these options?

(Please focus on overall layout, uses, or priorities - not detailed design)

Responses: 27

- **Prioritize Youth, 4-H, and Agricultural Uses**
- **Increase Year-Round Use and Revenue Opportunities**
- **Improve Safety, Access, Parking, and Facility Conditions**
- **Preserve Valley County's Small-Town Character**
- **Provide Cost Transparency and Demonstrate Value**
- **Mixed Views on Expansion, Location, and Future Direction**

Feedback emphasized practical improvements, year-round use, and support for 4-H and agriculture, while raising questions about costs and future investments.



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2025

Valley County Fairgrounds Master Plan Stakeholder Summary

PREPARED FOR VALLEY COUNTY

DECEMBER 2025

CLEARWATER FINANCIAL

Contents

Executive Summary 1
Community Connection and Identity 2
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Long-Term Vision for the Fairgrounds 5
Key Considerations for the County 6
Strategic Implications for Valley County 6

Executive Summary

Between September and November 2025, Clearwater Financial conducted 19 confidential, virtually held stakeholder interviews to support the development of the Valley County Fairgrounds Master Plan. Interviews followed a consistent set of questions focused on community identity, current conditions, facility use, youth programs, equestrian needs, site layout, and long-term vision for the Fairgrounds. Participants represented a wide range of community perspectives, including 4H and FFA volunteers and families, equestrian users, livestock exhibitors, long-time residents, local business owners, nonprofit leaders, school representatives, event organizers, and occasional Fairgrounds users.

These interviews were conducted as part of a broader master planning effort led by Valley County to evaluate the Fairgrounds' current layout, facilities, year-round potential, and long-term role in the community. Stakeholder input collected through these interviews will complement the County's facility analysis, public survey, and scenario development as the master plan is finalized.

Across conversations, stakeholders expressed strong pride in the Fairgrounds as a cultural anchor for Valley County. The fair and rodeo were consistently described as cornerstone community traditions that bring residents together across generations. Many also highlighted the Fairgrounds' natural setting, views, and central location as unique assets that give the site significant long-term potential.

At the same time, stakeholders noted substantial challenges with current conditions. Recurring themes included aging livestock and equestrian facilities, insufficient barn space, limited lighting and restrooms, constrained parking and circulation, and a lack of year-round functionality. Many described the extensive volunteer effort required each year to prepare the grounds and expressed a desire for clearer processes, predictable access, and stronger coordination among user groups.

Looking ahead, stakeholders were overwhelmingly optimistic about what the Fairgrounds could become. They envisioned a modern, welcoming campus with upgraded barns and show spaces, improved equestrian facilities, an indoor multi-purpose building for year-round events, enhanced parking and internal circulation, and a layout that better highlights the site's natural beauty. Several also pointed to opportunities for increased financial sustainability through rentals, expanded programming, and tourism-supported amenities such as RV hookups or equestrian clinics.

Overall, the feedback reflects a community that values tradition, places high importance on youth agriculture programs, and believes the Fairgrounds can grow into a vibrant, year-round centerpiece of Valley County life. This summary captures the themes, challenges, and opportunities identified through the interviews and provides a foundation for the County's ongoing planning and decision-making.

Community Connection and Identity

Stakeholders broadly agreed that the Fairgrounds hold meaningful cultural value within Valley County. Many see the site as "the heart of the community," describing it as one of the few places that consistently brings residents together, whether for the fair, rodeo, livestock events, or informal gatherings. The fair in particular was highlighted as a beloved annual tradition that unites families across generations and draws participation from every corner of the County.

Even those who do not use the Fairgrounds regularly expressed an attachment to its role in preserving Valley County's rural identity. Several noted that the fair and rodeo shape the social fabric of the County, providing a sense of continuity and community pride. At the same time, many stakeholders observed that the Fairgrounds feel underutilized outside of the peak fair and rodeo season, leaving much of its broader potential unrealized.

Perceptions of Current Conditions

Stakeholders shared a clear and consistent picture of the Fairgrounds' physical condition, describing a site with strong community value but aging facilities that limit what it can offer. Many acknowledged the Fairgrounds' natural beauty; the river corridor, mountain backdrop, and central location in Cascade were repeatedly noted as strengths that give the property remarkable long-term potential. The improvements made to the arena in recent years were also widely appreciated and seen as a step in the right direction.

Beyond these strengths, however, interviewees described a campus that feels worn, outdated, and in need of significant reinvestment. Stakeholders frequently mentioned the deteriorated condition of the livestock barns and pens, which require substantial annual labor to prepare for the fair. Several explained that these structures are largely temporary or makeshift in nature, resulting in a recurring cycle of setup, repair, and teardown. The strain placed on volunteers and County staff to make the current facilities functional each summer was a recurring theme.

Many also noted the broader condition of the grounds themselves: dusty gravel surfaces, limited lighting, and aging electrical systems were all cited as barriers to creating a safe and welcoming environment for visitors. Restroom capacity was mentioned often, particularly in the context of fair week, when crowds exceed what the existing infrastructure can comfortably support. A number of stakeholders said the overall appearance of the Fairgrounds conveys an impression of being outdated or pieced together over time, which affects both usability and public perception.

Several interviewees acknowledged that improvements or maintenance work are sometimes carried out informally by well-intentioned volunteers or user groups. While these efforts reflect deep community commitment, they also highlight the need for more consistent standards, clearer guidance, and coordinated planning so that improvements support long-term functionality and fairness across user groups.

Several interviewees also commented on the presence of Road & Bridge operations on the Fairgrounds property, noting that equipment, storage, and daily activity can create visual and functional challenges for users during much of the year. With the County planning to relocate those functions in 2026, stakeholders expressed optimism that the transition will open up new opportunities for the Fairgrounds

to function more fully as a dedicated community space, with fewer competing uses and greater flexibility for long-term planning.

Taken together, these observations paint a picture of a Fairgrounds campus with strong roots in community tradition but facing significant physical and operational constraints. Stakeholders described these limitations not with frustration, but with a shared sense of realism and optimism that the Master Planning process offers an opportunity to address long-standing needs and unlock the site's full potential.

Facility Use and Operational Realities

Stakeholders described the Fairgrounds as heavily reliant on seasonal volunteer labor, particularly leading up to the annual fair. This work reflects strong community pride but also highlights the strain created by temporary structures and aging facilities. Many stakeholders noted that the level of volunteer effort required each year is not sustainable over the long term.

A common theme was the limited ability to use the Fairgrounds outside the fair season. Buildings and arenas often serve secondary purposes or are unavailable for everyday community use, making it difficult to support year-round programs. Some participants described challenges in scheduling access for practices, clinics, or small events due to maintenance needs, staffing limitations, or lack of appropriate space.

For equestrian users, limited or inconsistent access to the arena surfaced as a recurring concern. While stakeholders understood that maintenance needs, staffing levels, and seasonal priorities influence availability, many expressed a desire for more predictable scheduling and clearer communication about when the arena can be used for practices, clinics, and informal riding.

While stakeholders acknowledged operational realities, they also expressed a desire for clearer, more predictable communication about facility availability and policies, a theme that appeared across several user groups.

Youth Programs and Livestock Facilities

Support for youth agriculture programs, especially 4H and FFA, was among the strongest themes in all interviews. Stakeholders consistently emphasized that these programs teach responsibility, leadership, and lifelong skills, and that the Fairgrounds play an essential role in sustaining them.

However, many expressed concern that current facilities limit participation and growth. Stakeholders commonly cited insufficient barn space, aging pens, and the absence of permanent, weather-protected show areas. Several noted that with more modern facilities, the County could host district or statewide youth events that currently must be held elsewhere.

The desire to strengthen and expand opportunities for youth was one of the most frequently repeated priorities, regardless of the stakeholder's personal connection to agriculture.

Equestrian and Rodeo Use

Equestrian users described the arena as one of the Fairgrounds' most valuable assets. The recent arena upgrades were viewed positively, with many expressing appreciation for improved footing, fencing, or overall functionality.

Even so, stakeholders noted several challenges, including inconsistent availability during the year, limited stall or pen space, and concerns about ground maintenance during busy periods. Many emphasized the need for more permanent, purpose-built equestrian facilities to support both everyday riding and larger clinics or competitions.

Stakeholders also highlighted the region's natural advantages. Valley County's summer climate, scenery, and growing equestrian interest were seen as opportunities to position the Fairgrounds as a regional destination if appropriate infrastructure is developed.

Community Events and Non-Agricultural Uses

Many stakeholders expressed enthusiasm for using the Fairgrounds as a year-round community hub. The most common suggestion was a multi-purpose indoor facility that could accommodate weddings, life celebrations, concerts, craft fairs, banquets, fitness events, and nonprofit gatherings.

Stakeholders emphasized a desire for modern utilities, reliable heat, electricity, lighting, and restrooms to support these events. Several referenced Fairgrounds in other counties that successfully host winter events or generate steady rental income, noting that Valley County could benefit from similar opportunities.

There was strong interest in creating flexible, attractive spaces that could bring residents together outside of fair week and provide community groups with needed gathering venues.

Site Layout, Parking, Circulation, and Safety

Parking and circulation surfaced as major concerns across interviews. Stakeholders described limited designated parking areas and frequent reliance on improvised or overflow spaces during major events. Maneuvering trailers, especially horse or livestock trailers, was cited as challenging due to space limitations and unclear traffic flow.

Stakeholders also raised concerns about safety, including insufficient lighting, uneven surfaces, and unclear pedestrian pathways. Several noted that the layout can feel disorganized during peak events, contributing to congestion and making it difficult for attendees to navigate the grounds.

Improved entrances, better wayfinding, and a more intentional site layout, particularly with respect to parking, pedestrian routes, and vendor areas, were common aspirations.

Financial Sustainability, Economic Potential, and Tourism

Many stakeholders expressed that the Fairgrounds have untapped potential to contribute to the County's economic vitality. While interviewees emphasized that preserving youth programs and the agricultural character of the fair is essential, they also saw opportunities for the site to support year-round activity that strengthens the local economy and offsets operating costs.

Several noted that upgraded facilities, particularly a multi-purpose indoor building, could attract a wider range of events such as weddings, reunions, corporate retreats, trade shows, and community gatherings that currently have limited options in the region. Some also believed that improved livestock barns, equestrian amenities, and a more intentional site layout could position the Fairgrounds to host regional clinics, shows, and competitions that draw visitors and generate consistent rental income.

RV and camping facilities emerged as one of the most frequently cited opportunities. Stakeholders described high demand for RV sites throughout Valley County and pointed to the Fairgrounds' river frontage, scenic backdrop, and proximity to Kelly's Whitewater Park as unique advantages. Many felt that year-round RV hookups, along with improved utilities and dump stations, could generate stable revenue while supporting both tourism and fair-week participants.

A few stakeholders also saw potential in small-scale vendor or retail spaces, seasonal markets, and maker-oriented educational programming, ideas framed not as commercial development but as ways to support local businesses, artisans, and entrepreneurs while creating additional revenue streams.

With thoughtful reinvestment and modern infrastructure, stakeholders believe the Fairgrounds could evolve into a multi-use destination that contributes to both community life and economic sustainability, helping ensure long-term stewardship of the site.

Governance, Communication, and Collaboration

Across user groups, stakeholders expressed a desire for clearer communication and better coordination around facility use, expectations, and event logistics. This included interest in transparent scheduling practices, predictable policies for year-round access, and consistent standards for maintenance and improvements.

Some interviewees, speaking generally and without referencing individuals, noted that occasional tension can arise between groups during fair week or while preparing facilities. These comments reflected a desire for smoother collaboration, not criticism of any particular organization.

Overall, stakeholders emphasized the importance of shared planning, predictable processes, and coordination that support fairness and positive relationships among all users.

Long-Term Vision for the Fairgrounds

Despite the challenges described, stakeholders were overwhelmingly optimistic about what the Fairgrounds can become. Looking 10 to 20 years ahead, they described a campus that is clean, modern, and welcoming, with upgraded barns and show spaces, improved equestrian infrastructure, enhanced parking and circulation, and year-round facilities capable of hosting a wide range of events.

Many emphasized the importance of preserving the fair and rodeo traditions that anchor the community while also expanding the Fairgrounds' role in tourism, recreation, and economic development.

Stakeholders consistently expressed confidence that, with thoughtful planning and investment, the Fairgrounds can become a vibrant, multi-use centerpiece of Valley County life.

Key Considerations for the County

Stakeholder feedback suggests several overarching considerations for the County as it advances the Fairgrounds Master Plan. The first centers on year-round functionality. Many residents believe that the Fairgrounds can and should evolve from a seasonal venue into a hub that supports agricultural programs, community gatherings, equestrian activities, and regional events throughout the year. Achieving this vision will require dependable utilities, permanent structures, and improved indoor and outdoor facilities.

Additionally, stakeholders consistently described the need for a more efficient and intentional site layout. Improvements to parking, circulation, safety, and overall aesthetics would create a more welcoming experience and better reflect the County's commitment to preserving the Fairgrounds as a community landmark. These changes would also reduce the need for temporary or improvised solutions that place a heavy burden on volunteers and create operational challenges.

Another major consideration involves governance and communication. Stakeholders expressed a shared desire for predictable scheduling, transparent access policies, and coordinated maintenance practices. These refinements would strengthen relationships across user groups and help ensure that the Fairgrounds remain a fair, accessible, and well-managed resource for the entire community.

Finally, the Fairgrounds have the potential to support broader economic and tourism goals. Modern facilities, RV hookups, improved camping areas, and multipurpose event spaces could attract visitors and generate year-round revenue. This aligns with the County's long-term vision to position the Fairgrounds as both a community asset and an economic engine.

Strategic Implications for Valley County

The themes that emerged through stakeholder interviews describe current conditions at the Fairgrounds, as well as help clarify the direction and priorities that matter most to the community. While opinions and experiences varied, the consistency of the feedback provides several useful insights for evaluating future scenarios and investment choices.

First, stakeholders consistently conveyed that they see the Fairgrounds as an asset with far greater potential than it currently achieves. Their emphasis on year-round usability, modernized facilities, and flexible indoor space signals that the community is open to a broader vision than simply repairing existing structures. This creates an opportunity for the County to consider improvements that expand functionality beyond fair week and allow the site to serve as a community hub throughout the year.

Second, the depth of support for youth agriculture programs reinforces the importance of facilities that are both functional and dependable. Modern barns, safe show spaces, and clear scheduling practices would support 4H and FFA participants and strengthen the fair's long-term role in the County's identity. This feedback suggests that improvements benefiting youth programming are likely to be well understood and broadly supported by the community.

Third, concerns related to circulation, parking, safety, and site layout point to a need for a more intentional organization of the Fairgrounds. As the County considers future options, these themes highlight the value of a layout that is intuitive, efficient, and welcoming and reduces operational strain, improves accessibility for all users, and better highlights the site's natural setting. The planned

relocation of Road & Bridge in 2026 further positions the County to rethink how the grounds function as a cohesive and dedicated space.

Fourth, many stakeholders described opportunities for the Fairgrounds to support economic activity while maintaining its agricultural character. Their interest in RV hookups, camping amenities, rental spaces, and regional livestock or equestrian events indicates that the community sees a role for the Fairgrounds in generating revenue to help sustain operations. This perspective provides the County with a strong foundation for exploring financially sustainable models that align with the site's purpose and community expectations.

Finally, feedback related to communication, scheduling, and governance highlights the importance of predictable processes. Clarity and consistency in operations will help strengthen relationships among user groups and ensure that the Fairgrounds are accessible, equitable, and well managed. This suggests that operational refinements may be as meaningful as physical improvements in shaping the long-term success of the Fairgrounds.

Together, these insights illustrate a community that values its traditions, recognizes current limitations, and is ready to support a thoughtful, forward-looking vision for the Fairgrounds. The feedback provides a strong foundation for the County as it evaluates planning scenarios, prioritizes investments, and considers operational models that will guide the Fairgrounds into its next chapter.

2026

Valley County Fairgrounds Economic Impact Report

PREPARED FOR VALLEY COUNTY

OCTOBER 2026

CLEARWATER FINANCIAL

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Executive Summary

The Valley County Fairgrounds Master Plan (the "Plan") identifies improvements intended to strengthen the Fairgrounds' agricultural and community functions while expanding opportunities for events, facility rentals, and year-round programming. This Economic Impact Report ("Report") evaluates the additional revenue opportunities associated with those improvements and considers how increased Fairgrounds activity could contribute to the broader Valley County economy.

Three planning scenarios were developed to evaluate revenue at low, medium, and high levels of utilization. Based on assumptions for event frequency and attendance, ticket prices, vendor fees, rental rates, and facility use, the scenarios estimate approximately $185,000 to $1.3 million in additional annual gross revenue, with the medium scenario generating approximately $554,700. For concerts and additional rodeos, these figures represent gross event revenue before expenses or contractual revenue sharing and should not be interpreted as revenue retained by the County. These amounts represent additional revenue and do not include existing revenue generated by the annual County Fair and Rodeo. Concerts account for the largest share of projected revenue, followed by additional rodeos and facility rentals.

The range between scenarios reflects significantly different levels of Fairgrounds activity. The low scenario assumes more modest programming and utilization, while the high scenario assumes eight concerts, four additional rodeos, and increased facility rentals annually. Achieving higher levels of revenue would require corresponding increases in programming, attendance, facility utilization, marketing, staffing, parking, and event management.

The revenue projections should be considered alongside the operating costs and the capital investment associated with the Plan. The preferred improvements have an estimated combined capital cost of approximately $17.9 million under the low-range estimate and $21.6 million under the mid-range estimate (Andersen Construction, July 2026). A separate high-range estimate was not developed. Andersen Construction noted that costs were rounded upward where appropriate to account for construction conditions in Cascade, including the cost of transporting labor and materials and the relatively short construction season**.** The revenue scenarios represent gross revenue before expenses and are not estimates of funds available for capital improvements or debt service. Rather, they demonstrate opportunities for expanded programming and facility use to generate revenue that could help offset future operating costs and support the County's investment in the Fairgrounds.

The benefits of increased Fairgrounds utilization may also extend beyond revenue collected directly by the County. Additional events could bring visitors and participants to Valley County, support spending at local businesses, and create additional opportunities for agricultural organizations, vendors, sponsors, exhibitors, community organizations, and other users. These broader economic benefits are not quantified in the revenue projections.

As improvements advance, the County can build on these scenarios through more detailed financial analysis. Facility-specific operating pro formas, prospective-user outreach, and refined information regarding staffing, maintenance, programming, and other operating costs will allow the County to evaluate potential net revenue and cost recovery and determine the appropriate timing, scale, and funding approach for individual improvements.

Introduction

The Valley County Fairgrounds (the Fairgrounds) has long served as the home of the County Fair and Rodeo and supports 4-H, FFA, livestock exhibitions, agricultural activities, and other community events. As Valley County continues to grow, the Fairgrounds also presents an opportunity to expand year-round use and support additional community, agricultural, recreational, and regional events.

As part of the Valley County Fairgrounds Master Plan (the "Plan"), the County identified potential improvements intended to strengthen existing uses while creating additional opportunities for events, facility rentals, and other programming. The proposed improvements include expanded livestock and agricultural facilities, a multi-purpose expo building, outdoor events and community space, Rodeo improvements, and other supporting site improvements.

This Report evaluates the potential for the improvements identified in the Plan to generate additional Fairgrounds revenue and contribute to economic activity in Valley County. Potential revenue-generating uses, comparable facility rates and fees, and different levels of future utilization are considered to help inform facility planning, programming, funding, and implementation.

Current Fairgrounds Financial Outlook

Understanding the Fairgrounds' current financial position provides a baseline for evaluating the potential effect of expanded programming and revenue-generating opportunities. Based on FY2024 financial information provided by Valley County, the Fairgrounds generated approximately $46,194 in operating revenue and received approximately $8,460 in charitable contributions. Reported operating expenses totaled approximately $72,732.

Together, operating revenue and charitable contributions totaled approximately $54,654, resulting in a difference of approximately $18,078 between non-County revenue and reported operating expenses. The County also contributed approximately $70,248 from its General Fund to support Fairgrounds operations and activities during FY2024.

FY2024 Financial Activity	**Amount**
Fairgrounds Operating Revenue	$46,194
Charitable Contributions	$8,460
Total Non-County Revenue	**$54,654**
Operating Expenses	($72,732)
Operating Shortfall Before County Support	**($18,078)**
County General Fund Contribution	$70,248

The County's General Fund contribution reflects its ongoing investment in the Fairgrounds as a public facility and community asset. Expanded programming and facility utilization may provide opportunities to generate additional revenue and offset a portion of future operating costs.

Methodology and Assumptions

Three scenarios—low, medium, and high—were developed to illustrate potential revenue outcomes at different levels of Fairgrounds utilization. Assumptions vary by revenue source and include event frequency, attendance, rental activity, and applicable fees. Event attendance assumptions also consider local and regional demand, available parking, and lodging capacity as qualitative factors that may influence attendance. The scenarios represent potential outcomes at the assumed level of utilization rather than forecasts of future performance or revenue expected immediately following implementation of the Plan.

Comparable facility information was reviewed from Idaho county fairgrounds and event facilities, including Cassia, Franklin, Gem, Kootenai, and Twin Falls counties. Available information included event ticket prices, facility rental rates, and vendor fees, which were used to inform the assumptions applied in the revenue scenarios.

Revenue projections represent potential additional revenue associated with expanded programming and use of the Fairgrounds. Existing Fair and Rodeo revenue is not included in the projected scenarios unless specifically identified. Revenue associated with Fairgrounds activities is also discussed separately from broader economic benefits associated with visitor spending and other activities within Valley County.

Gross event revenue estimates represent total revenue generated from the ticket sales and vendor fees included in the analysis before event-related expenses or contractual revenue sharing. The analysis does not assume a specific operating model for concerts or additional rodeos. Events could be produced by the County, a third-party promoter or event producer, or through another contractual arrangement. The amount ultimately retained by the County would depend on the operating model and could be reduced by promoter or producer compensation, ticketing fees, entertainment or contractor costs, production, staffing, security, insurance, utilities, site preparation, and other event-related expenses.

Actual revenue and operating costs will depend on final facility design, programming, management and staffing, marketing, weather, regional competition, economic conditions, and demand. The assumptions used in this Report can be refined as more detailed facility and operating information become available.

Revenue Opportunities

The improvements identified in the Plan create opportunities to expand Fairgrounds programming and generate additional revenue through events, facility rentals, and other uses. Revenue potential varies considerably by activity, with larger events offering greater revenue potential per event and facility rentals providing opportunities for more frequent use throughout the year.

Concerts and Additional Rodeos

Concerts and additional rodeos represent the largest event-based revenue opportunities evaluated in this Report.

The Plan includes a new grandstand with capacity for approximately 3,500 spectators. For purposes of this Report, attendance is modeled at 1,000 attendees under the low scenario, 1,750 under the medium scenario, and 2,500 under the high scenario. These assumptions remain below the planned grandstand capacity and recognize other factors that may affect event attendance, including parking, lodging, seasonal tourism, and regional demand.

Recent Rodeo attendance provides additional context for these assumptions. Approximately 1,609 tickets were sold for Friday night and 2,077 for Saturday night during the 2026 Rodeo. The revenue scenarios for concerts and additional rodeos use the attendance assumptions described above and represent new events beyond the existing County Fair and Rodeo and associated programming.

Concert Revenue

Concert revenue estimates include ticket sales and vendor fees. Ticket prices are modeled at $40 under the low scenario, $45 under the medium scenario, and $50 under the high scenario. These rates are generally consistent with concert ticket prices identified at comparable Idaho county fairgrounds, which ranged from approximately $41 to $55.

Vendor revenue is estimated at $1,000 per event, based on an assumed five food vendors and an average fee of approximately $200 per vendor. Valley County's 2026 food vendor fees range from $150 to $300 depending on booth size, making $200 a reasonable planning-level assumption for this Report.

Annual concert activity is modeled at three events under the low scenario, five under the medium scenario, and eight under the high scenario. These event frequencies are planning assumptions used to illustrate how increased programming could affect annual revenue and would depend on the County's ability to attract performers, develop an event schedule, and generate sufficient attendance.

Based on these assumptions, potential annual gross event revenue from concerts ranges from approximately $123,000 under the low scenario to $1.0 million under the high scenario. These amounts represent total modeled event revenue before expenses or contractual revenue sharing and should not be interpreted as revenue retained by the County.

	Low	**Medium**	**High**
Ticket Revenue	$40,000	$78,750	$125,000
Vendor Revenue	$1,000	$1,000	$1,000
Gross Event Revenue	**$41,000**	**$79,750**	**$126,000**
Concerts/Year	3	5	8
Annual Gross Event Revenue	**$123,000**	**$398,750**	**$1,008,000**

Additional Rodeo Revenue

The improvements identified in the Plan may also create opportunities to host additional rodeos beyond the existing Valley County Fair and Rodeo. Using the attendance assumptions described above, ticket prices are modeled at $15 under the low scenario, $20 under the medium scenario, and $25 under the high scenario. The low scenario reflects Valley County's current general-admission price, while the medium and high scenarios illustrate potential future pricing associated with additional events and improved facilities. Comparable 2026 Idaho county rodeo pricing provides additional context, with Cassia County charging between $17 and $20 for adult admission.

Vendor revenue is estimated at $1,000 per event using the same planning assumption applied to concerts. Annual activity is modeled at two additional rodeos under the low scenario, three under the medium scenario, and four under the high scenario. These event frequencies are planning assumptions used to evaluate potential revenue associated with expanded programming rather than projections of future demand.

As with concerts, these estimates represent gross event revenue before event expenses or contractual revenue sharing and do not represent revenue retained by the County.

Additional Rodeo Revenue	**Low**	**Medium**	**High**
Attendance per Event	1,000	1,750	2,500
Ticket Price	$15	$20	$25
Ticket Revenue	$15,000	$35,000	$62,500
Vendor Revenue	$1,000	$1,000	$1,000
Gross Event Revenue	**$16,000**	**$36,000**	**$63,500**
Additional Rodeos/Year	2	3	4
Annual Gross Event Revenue	**$32,000**	**$108,000**	**$254,000**

Facility Rentals

The improvements identified in the Plan would create additional opportunities to generate revenue through facility rentals for agricultural events, private gatherings, community activities, trade shows, clinics, and other uses. Unlike the existing Fair and Rodeo, which are concentrated within the summer event season, improved facilities could support recurring rentals and programming throughout the year.

The Report evaluates rental revenue associated with the Rodeo arena, multi-purpose expo building, covered multi-use shelter, and full Fairgrounds. Rental rates reflect assumptions informed by rates at comparable Idaho fairgrounds and event facilities.

Arena Rentals

The existing Rodeo arena provides opportunities for additional equestrian competitions, livestock events, clinics, practices, and other agricultural activities outside of the annual Fair and Rodeo. The Report assumes gross rental revenue of approximately $1,000 per full-day event. Comparable Idaho fairgrounds use varying rental and fee structures, with the rates reviewed providing context for this planning assumption.

Annual utilization is modeled at eight rentals under the low scenario, ten under the medium scenario, and twelve under the high scenario. Based on these assumptions, annual gross arena rental revenue ranges from approximately $8,000 to $12,000.

Multi-Purpose Expo Building and Full Fairgrounds Rentals

The multi-purpose expo building identified in the Plan would create opportunities for indoor events including community gatherings, trade shows, agricultural events, educational programs, meetings, and private events. As an enclosed facility, the building could accommodate a broader range of activities and provide additional rental opportunities throughout the year.

Gross revenue is estimated at approximately $950 per full-day expo building rental, informed by rates at comparable facilities. A planning-level rate of $1,900 is assumed for full Fairgrounds rentals, reflecting use of multiple facilities and grounds. The actual rate would be established by the County based on the facilities included, event type, operating requirements, and future rental policies.

Annual expo building utilization is modeled at 12 rentals under the low scenario, 24 under the medium scenario, and 36 under the high scenario, representing approximately one, two, and three rentals per month, respectively. Full Fairgrounds utilization is modeled at four, six, and ten rentals annually.

Based on these assumptions, combined annual gross revenue from expo building and full Fairgrounds rentals is estimated at approximately $19,000 under the low scenario, $34,200 under the medium scenario, and $53,200 under the high scenario.

Covered Multi-Use Shelter Rentals

The covered multi-use shelter identified in the Plan would provide space for smaller gatherings, community activities, agricultural programming, markets, and other seasonal uses. A rental rate of approximately $250 per day is assumed, generally consistent with rates identified for comparable covered facilities at other Idaho fairgrounds.

Annual utilization is modeled at 12 rentals under the low scenario, 15 under the medium scenario, and 20 under the high scenario. Based on these assumptions, annual gross revenue is estimated at approximately $3,000, $3,750, and $5,000, respectively.

Facility Rental Revenue Summary

Combined, the arena, multi-purpose expo building, covered multi-use shelter, and full Fairgrounds rentals are estimated to generate approximately $30,000 in annual gross revenue under the low scenario, $47,950 under the medium scenario, and $70,200 under the high scenario.

Facility Rental Assumption	**Low**	**Medium**	**High**
Arena Rentals	8	10	12
Arena Gross Revenue	$8,000	$10,000	$12,000
Expo Building Rentals	12	24	36
Expo Building Gross Revenue	$11,400	$22,800	$34,200
Full Fairgrounds Rentals	4	6	10
Full Fairgrounds Gross Revenue	$7,600	$11,400	$19,000
Covered Shelter Rentals	12	15	20
Covered Shelter Gross Revenue	$3,000	$3,750	$5,000
Total Gross Rental Revenue	**$30,000**	**$47,950**	**$70,200**

Livestock and Event Support Uses

The livestock facilities identified in the Plan would expand the Fairgrounds' ability to accommodate agricultural programming, livestock exhibitions, equestrian activities, and multi-day events. Depending on final facility design and County operating policies, these improvements may also create opportunities for revenue associated with animal housing, event-related stall use, or other livestock support services.

Potential revenue from these uses is not included in the planning-level revenue scenarios because the number and configuration of rentable spaces, fee structure, and anticipated utilization have not yet been established. These opportunities can be evaluated once facility design, operating policies, and anticipated utilization are more clearly defined.

Potential Broader Economic Development Benefits

In addition to generating direct Fairgrounds revenue, expanded programming and increased utilization may contribute to economic activity throughout Valley County. Visitors, event participants, exhibitors, vendors, and spectators may generate spending at restaurants, lodging establishments, fuel stations, grocery stores, retail businesses, and other local service providers. Multi-day and regional events may create additional opportunities for visitor spending, depending on the type, size, frequency, and attendance of future events.

Expanded Fairgrounds programming may also create opportunities for local businesses, nonprofit organizations, agricultural producers, and other organizations to participate as vendors, sponsors, exhibitors, service providers, and event partners. These activities can extend the economic benefits of Fairgrounds programming beyond revenue collected directly by the County.

The Fairgrounds also serves as community infrastructure, supporting agricultural programming, youth activities, community gatherings, educational events, and other public and private uses. The improvements identified in the Plan would expand the range and frequency of activities the Fairgrounds could accommodate and increase opportunities for year-round use.

Broader economic impacts are not quantified in this Report. The revenue scenarios presented in this Report reflect modeled gross event and facility rental revenue and are discussed separately from spending and other economic activity that may occur elsewhere in Valley County.

Planning-Level Revenue Summary

The revenue scenarios illustrate the potential gross revenue associated with expanded programming and utilization of the Fairgrounds. For concerts and additional rodeos, the projections represent gross event revenue before expenses or contractual revenue sharing. Facility rental projections represent gross rental revenue before associated operating expenses. The projections do not include existing revenue generated by the annual County Fair and Rodeo.

Under the assumptions evaluated in this Report, annual gross revenue is estimated at approximately $185,000 under the low scenario, $554,700 under the medium scenario, and $1.3 million under the high scenario. Concerts represent the largest potential revenue source and account for much of the variation between scenarios because of differences in attendance and the number of events assumed annually.

Revenue Source	Low	Medium	High
Concerts	$123,000	$398,750	$1,008,000
Additional Rodeos	$32,000	$108,000	$254,000
Facility Rentals	$30,000	$47,950	$70,200
Total Annual Gross Revenue	**$185,000**	**$554,700**	**$1,332,200**

The high scenario, in particular, assumes a substantially greater level of event programming, including eight concerts and four additional rodeos annually, and should therefore be viewed as an illustration of revenue at that level of utilization rather than an expectation of future performance.

The amounts shown do not represent revenue that would necessarily be retained by the County. For concerts and additional rodeos, County-retained revenue would depend on the operating model and the allocation of ticket, vendor, promoter, production, and other event revenues and expenses. Facility rentals would also incur staffing, maintenance, utilities, insurance, administrative, and other operating expenses. The amount ultimately available to offset Fairgrounds operating costs would depend on the County's operating model and the specific facilities and programming implemented.

Next Steps & Implementation

The revenue opportunities identified in this Report provide a foundation for evaluating how expanded programming and facility use could contribute to the long-term operation of the Fairgrounds. As revenue-generating improvements move toward implementation, the County should evaluate appropriate operating models and develop facility- and event-specific operating pro formas that consider anticipated utilization, fees, contractual revenue sharing, staffing, utilities, maintenance, event-related expenses, and other operating costs. This would allow the County to evaluate potential net operating revenue and cost recovery using more detailed facility and operating information.

Programming and rental assumptions should also be validated with prospective users, including agricultural organizations, event producers, community organizations, and other potential renters. This outreach can help assess demand, identify desired amenities and services, refine rental rates, and determine the types and frequency of events the Fairgrounds may reasonably accommodate. The County should also consider whether expanded programming would require additional management or operational capacity.

Future financial planning should consider capital investment and operating sustainability together. As project priorities advance, the County can evaluate the appropriate level of County investment, potential cost recovery, and the extent to which additional revenue could help offset future operating costs.

Implementation can then be coordinated with the phasing established in the Plan and available funding. More detailed design and cost information, operating projections, demonstrated market demand, and available County resources can help determine the timing and scale of individual improvements and inform the use of grants, partnerships, sponsorships, County resources, and other funding sources.

Appendix A: Comparable Facility Rates

Concert Ticket Price Comps	2026 Ticket Price
Cassia County Fair – Lonestar Concert	$45
Kootenai County Fairgrounds – Concert	$50
Twin Falls County Fair – Jo Dee Messina Concert	$41-$55*

**Twin Falls County's 2026 pricing ranges from $41 advance general admission to $55 day-of reserved seating; higher-priced pit and VIP options were also offered.*

Rodeo Ticket Price Comps	2026 Adult Ticket Price
Valley County Fair and Rodeo	$15
Cassia County Fair and Rodeo	$17–$20

Riding Arena Comps	Rental / Use Fee	Additional Fees/Notes
Franklin County - Outdoor Arena	$175–$875/event	Fee varies by event revenue tier; arena leveling is $500 if necessary
Gem County - Outdoor Arena	$500/day	Includes arena watered and worked before event; $300 refundable cleaning deposit
Twin Falls County - Shouse Arena	$424/day	Arena, stock pens, and grandstands; lights are an additional $100/day
Kootenai County - Main Arena	$1,250/event day	Arena only; $250 move-in/out day

Note: Comparable facilities use different rental and fee structures. Rates shown reflect the base rental or event fee most comparable to the Fairgrounds' anticipated arena use; additional fees and services vary by facility.

Expo/Event Building Comps	Expo/day	Expo (half day)	Cleaning Fee
Franklin County	$500	$300	$150
Gem County	$500	$200	Up to $1,000
Twin Falls County	$848-$1,275	-	$300
Kootenai County	$525	-	$250
Kootenai County - Jacklin Building	$1,250	-	Per event day
Kootenai County - Event Buildings 1, 2, & 3	$1,400	-	Combined; per event day

Outdoor Shelter Comps	Full Day	Cleaning Fee
Twin Falls County	$318	$200
Franklin County	$25	$100
Gem County	$100	$100

Vendor Fee Comps	Site Fee	Trash Fee
Kootenai County	$250	$55
Twin Falls County	$13-$27 per linear foot of booth frontage	$15
Valley County	**$150-$300**	

Appendix B: References

2026 Rate Sheet. (2026, September). Retrieved from Kootenai County Fairgrounds: https://cdn.saffire.com/files.ashx?t=fg&rid=KootenaiCountyFairgrounds&f=2026_New_Rate_Sheet(4).pdf&cb=D3E8C74A

Ag Pavilion. (2026, July). Retrieved from Twin Falls County: https://www.tfcfair.com/p/facilities/ag-pavilion1

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Lonestar in Concert. (2026, August). Retrieved from MyIdahoTix: https://myidahotix.com/events/lonestar-in-concert-at-the-cassia-county-fair-saturday-august-15-2026-8-15-2026

Rental Rates. (2026, July). Retrieved from Gem County: https://www.gemcountyfairgrounds.com/rentalrates

The Cassia County Fair & Rodeo. (2026, July). Retrieved from Cassia County Fair: https://cassiacountyfair.com/tickets/

Valley County Fair & Rodeo. (2026, September). Retrieved from Valley County: https://www.valleycountyid.gov/departments/UofI/Fair



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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
MARCH 3 - APRIL 20, 2026

PRELIMINARY SCENARIOS FOR THE VALLEY COUNTY FAIRGROUNDS
Fourth update to the Preliminary Scenarios.



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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
MARCH 3, 2026

EXISTING SITE PLAN

There is only one entrance and exit to the site, which causes traffic congestion and presents a safety issue. A secondary access point essential.



ACCESS POINT OPTIONS:

#1 RAILROAD CROSSING
This is physically the simplest option due to terrain, but securing approval for a new railroad crossing is difficult. The proposed crossing would be infrequently used, just by event staff and emergency vehicles, and should operate as exit-only. If permission can't be secured, a temporary event crossing could be proposed.

#2 CASCADE ANNEX PARKING LOT
This access option leads uphill, parallel to Hwy 55, into the Cascade Annex parking lot. The slope is gentler in this direction and connects to an existing driveway with Hwy 55 access. Intended mainly for event staff and emergency vehicles, this access point should function exit-only.

#3 HIGHWAY 55 WITH TURN LANE
This access option adds a new driveway off Hwy 55, requiring a right turn lane on the shoulder per ITD. The steep hillside and intersection spacing rules mean the driveway would be mid-property, making it less functional for the site.

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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
MARCH 3, 2026

SECOND ACCESS POINT OPTIONS
A second access point is needed at the Valley County Fairgrounds for emergencies, as well as for loading and unloading equipment and animals during events. Three possible locations have been identified and are numbered according to preference.



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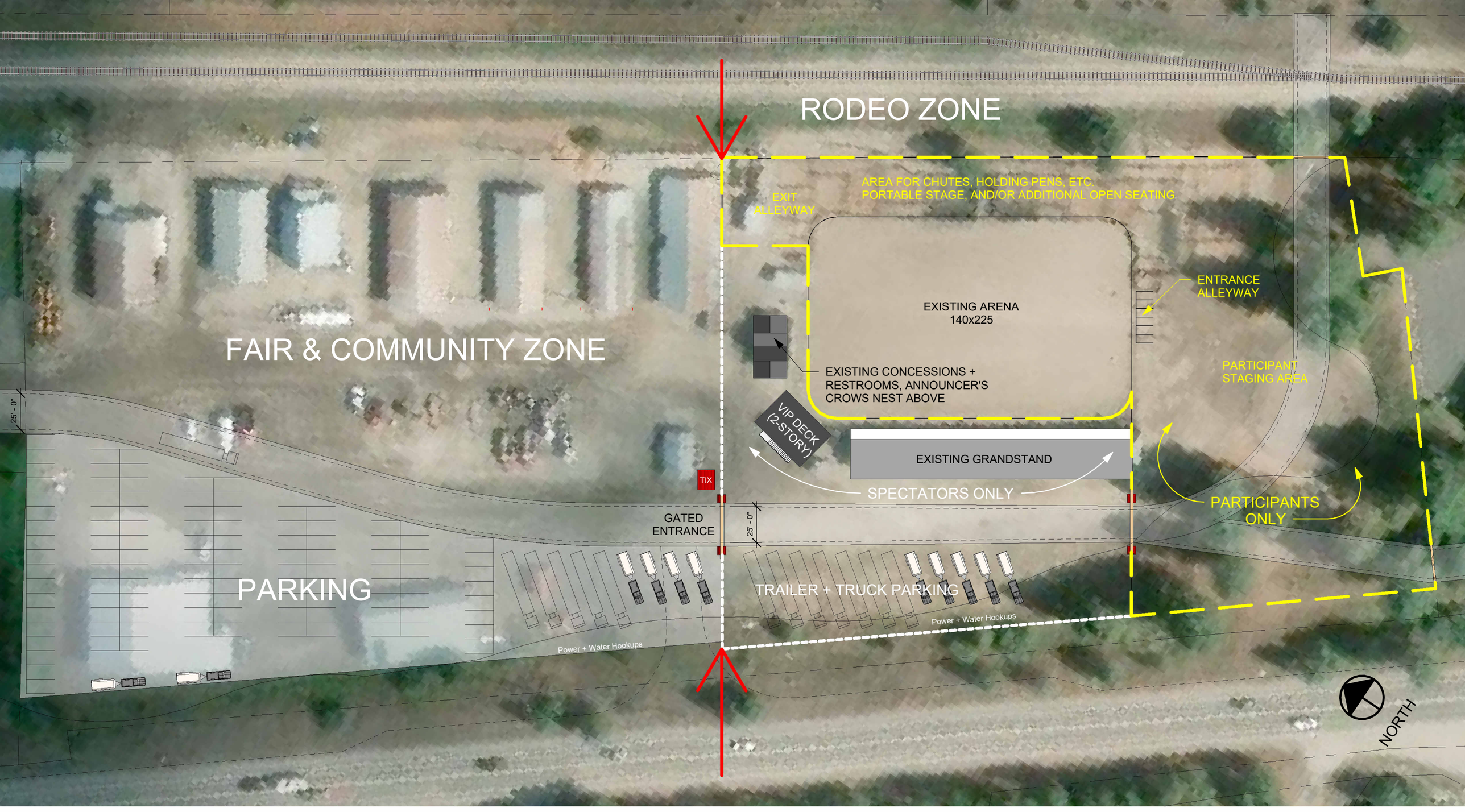
VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

PROPOSED SITE AREAS OR ZONES
Divide the site based on function to create distinctive Rodeo vs. Fair & Community Zones.
Defined and controlled entrance to Rodeo Zone.
Open and accessible Fair & Community Zone.



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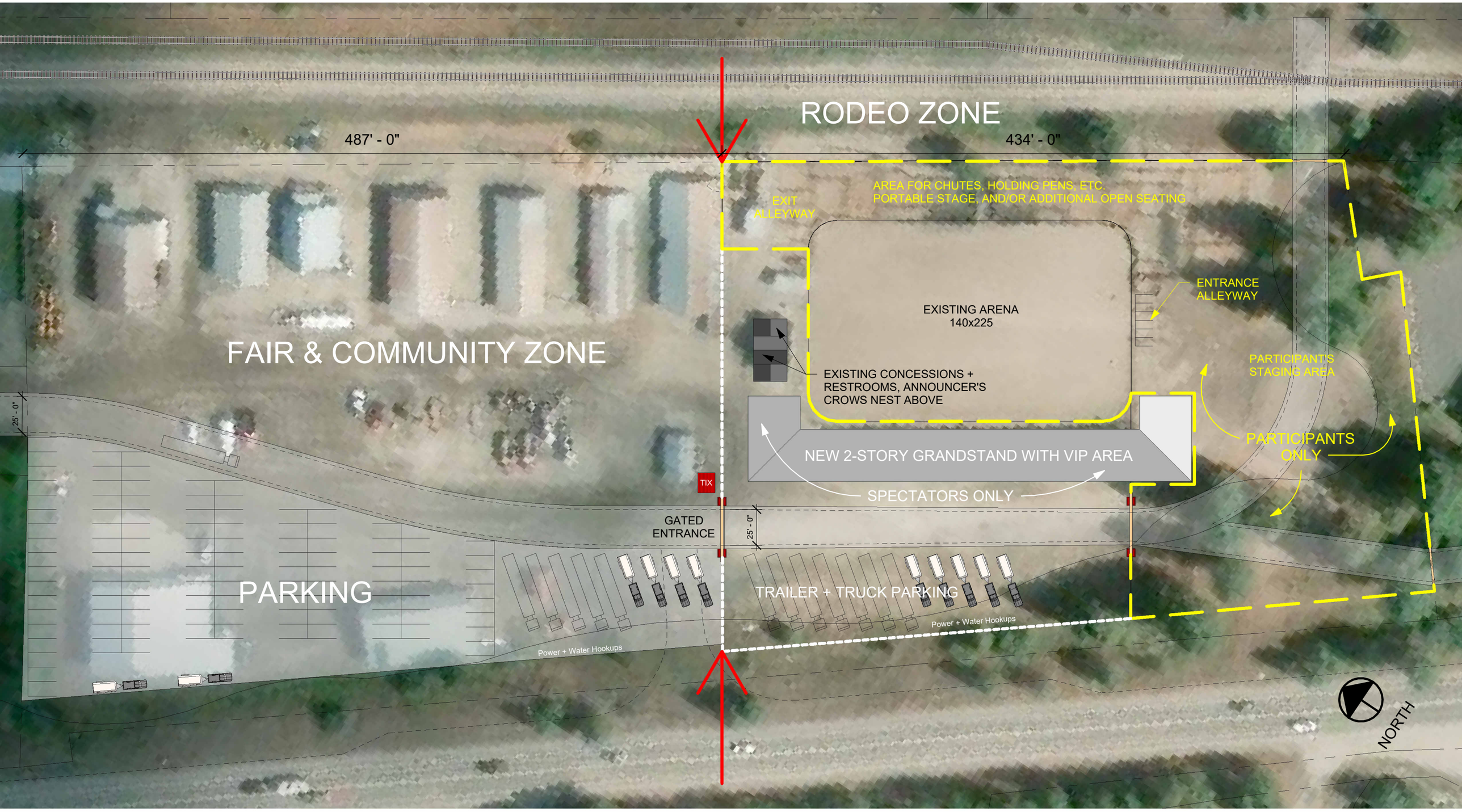
VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

RODEO SCENARIO - SMALL
Increase arena seating with a new 2-story grandstand at the northwest corner of the arena.



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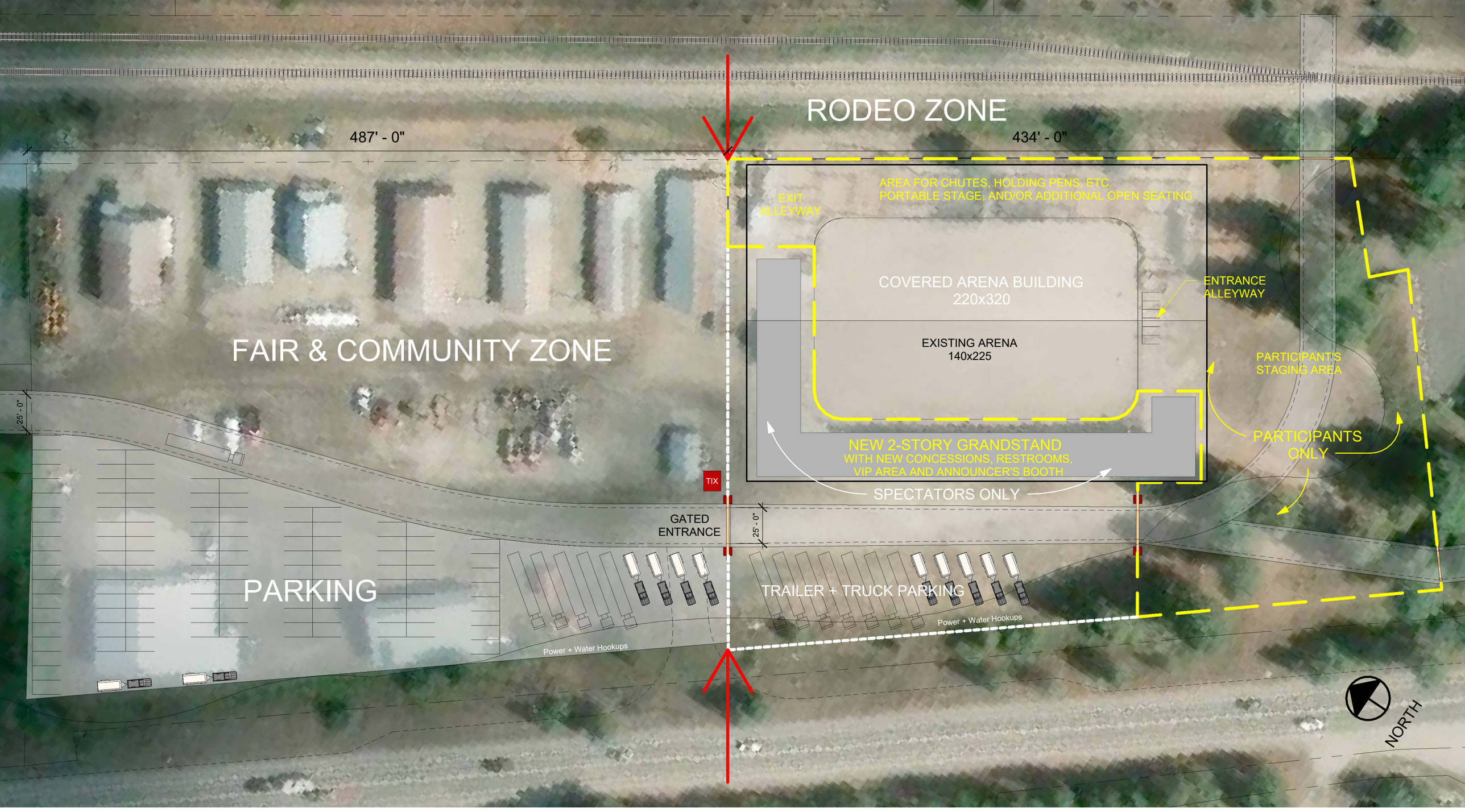
VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

RODEO SCENARIO - MEDIUM

Demolish the existing grandstand, build new 2-story grandstand with VIP seating that wraps the corners of the arena. Explore ways to use and maintain Arena surface for various activities.



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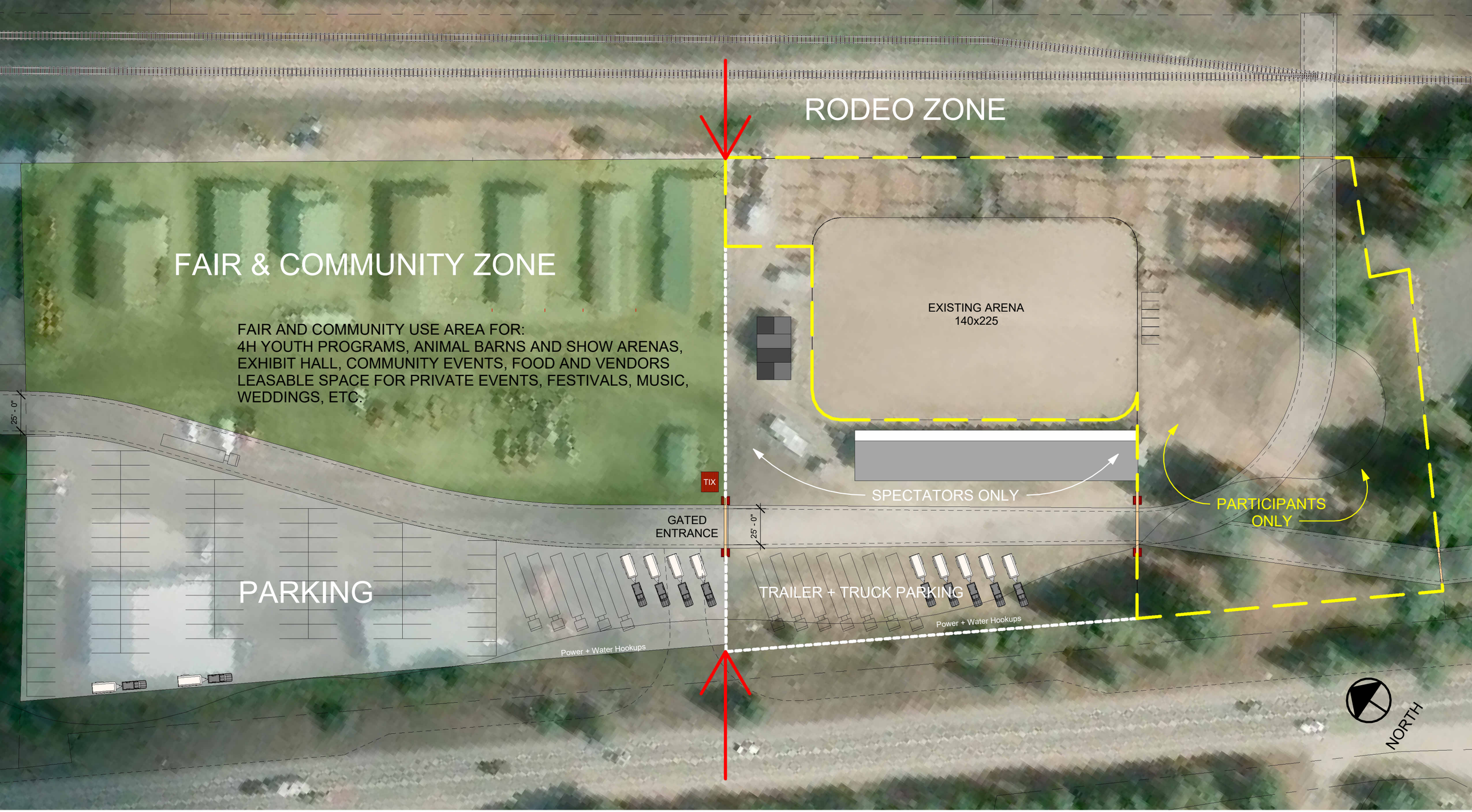
VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

<u>RODEO SCENARIO - LARGE</u>
Demolish existing grandstand and concessions building, new buildings include an enclosed rodeo arena with large 2-story grandstand with new concessions, restrooms, VIP seating, announcer's booth, and rodeo office space. Explore ways to use and maintain Arena surface for various activities.



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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

FAIR & COMMUNITY ZONE

The Valley County Fair hosts activities that include animals and community events. The zone should provide a flexible, open event area with space for vendors and food service near the rodeo, along with adequate access for animal loading and unloading, adjustable alleyways and pens, and conveniently located show arenas.

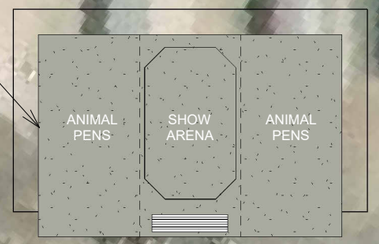
FAIR & COMMUNITY ZONE

RODEO ZONE

Sheep + Goats 5x5 pens
(20) Steer 10x10 pens
(50) Swine 5x5 pens
(20) Horses 12x12 stalls

Sheep, Goats and Steer can share barn space.
Swine and Horses need their own barns.

Covered Multi-Use Barn Building:
Open air, steel structure with metal roof
Covered Show Arena in the center with spectator seating and announcer space.
Flexible animal pens adjacent with perimeter alleyway panels with wash and fitting areas



EXISTING ARENA
140x225

SPECTATORS ONLY

PARTICIPANTS ONLY

TIX

GATED ENTRANCE

25' - 0"

25' - 0"

PARKING

TRAILER + TRUCK PARKING

Power + Water Hookups

Power + Water Hookups

NORTH

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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

ANIMAL BARN BUILDING EXAMPLE

The preferred layout for the animal barn buildings is a large, open air, covered structure that houses animals in adjustable pens with a covered show arena in the center. Adjustable alleyways surround the barn aiding the unloading/loading of animals, and include wash and fitting areas.









DEMOLITION = YELLOW and DASHED
RELOCATION = ORANGE

Cascade
Aquatic & Rec
Center

NORTH

IDAHO NORTHERN & PACIFIC RAILROAD

Pickleball

Private
Residence

FRONT ST

MILL ST

American
Legion

Armstrong
Park

A
B
C
D
E
F
G
O
J
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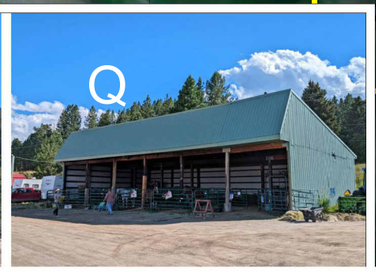
L
M
N
P
R
Q

Cascade
Annex

MAIN ST

HWY 55





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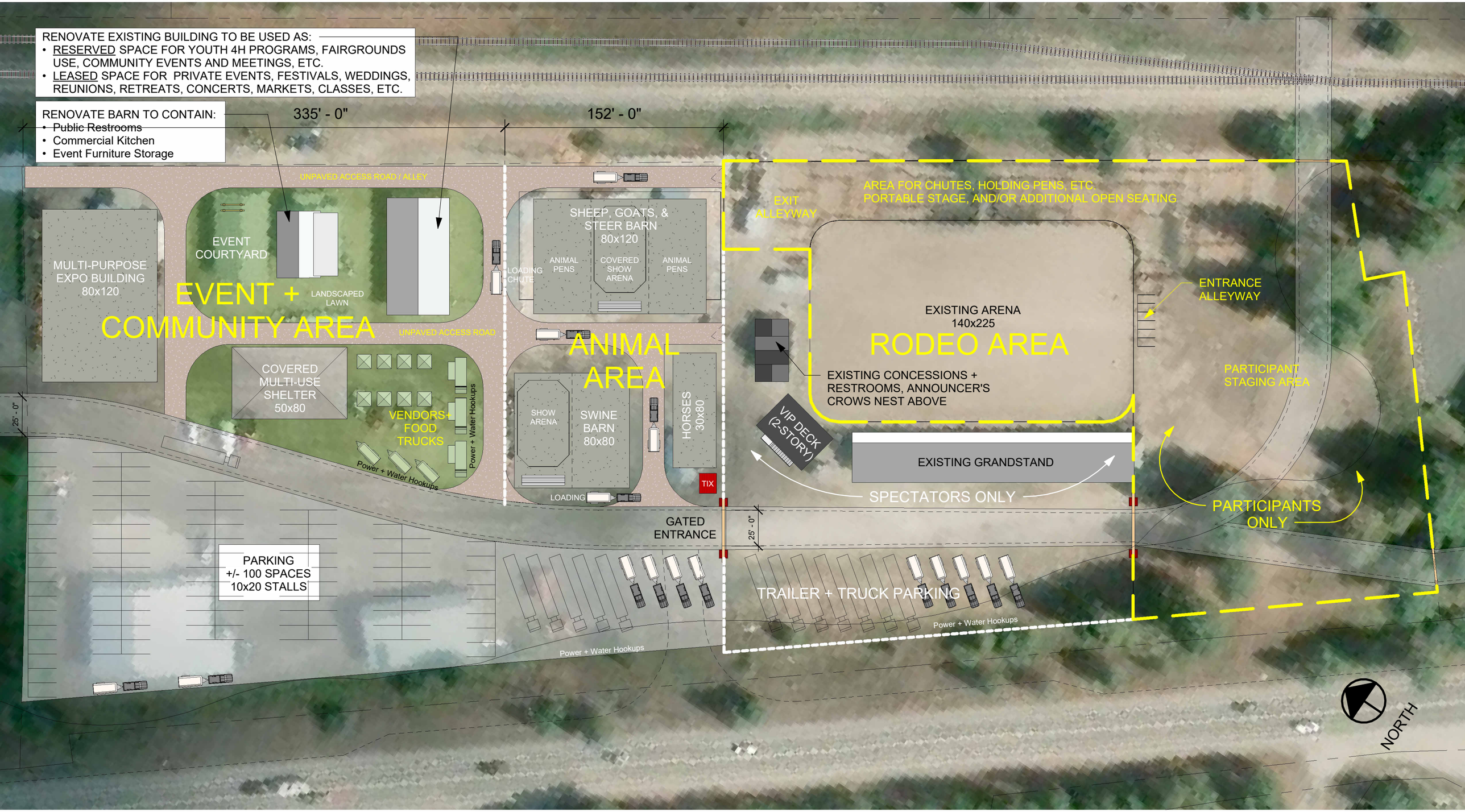
VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

EXISTING BUILDING DEMOLITION AND RELOCATION
Building labels and potential demolition.



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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

FAIR & COMMUNITY ZONE - Small Scenario (Animals Center)
Demo the red barns and replace with a covered multi-use barn building to house sheep, goats and steer with a covered show arena. Build a separate swine barn with covered show arena and a separate horse barn. Animal area is located adjacent to the rodeo.



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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

FAIR & COMMUNITY ZONE - Small Scenario (Animals North)

Build a large, covered, open-air multi-use barn building to house sheep, goats and steer with a covered show arena on the North side of the site. Build a smaller barn for pigs with a show arena and a separate barn for horses. The Event and Community area is located in the center of the site adjacent to the Rodeo. The red barns are demolished with a new multi-use shelter built in its place.



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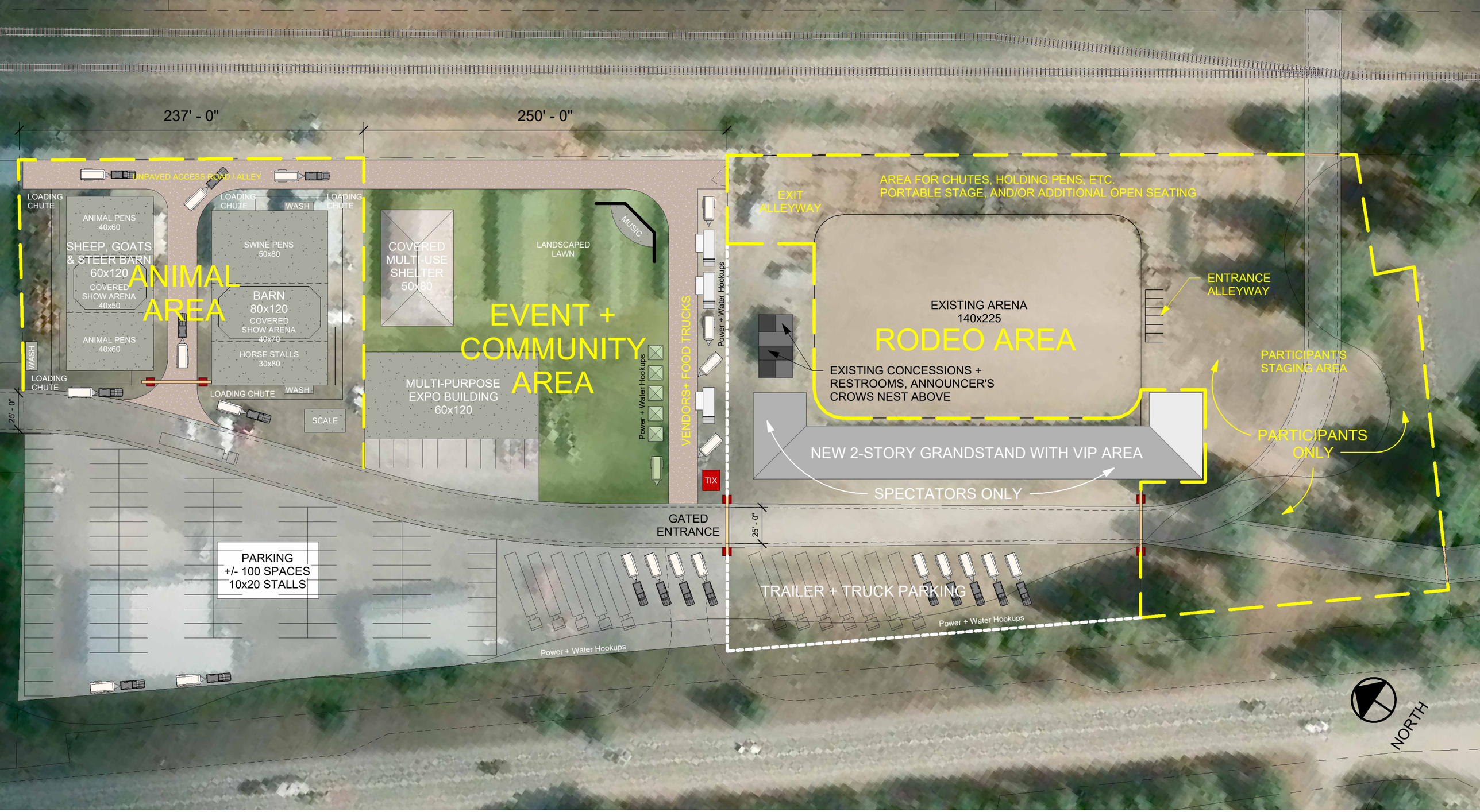
VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

<u>FAIR & COMMUNITY ZONE - Medium Scenario</u>
Demo all existing buildings on east side of property. Build a large, covered, open-air multi-use barn building to house sheep, goats and steer with a covered show arena to the North. Build a covered, open-air multi-use barn to house swine with its own covered show arena, and a separate horse barn as shown. The Event and Community area is located in the center of the site adjacent to the Rodeo.



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VALLEY COUNTY FAIRGROUNDS
PRELIMINARY SCENARIOS
APRIL 20, 2026 (revised)

<u>FAIR & COMMUNITY ZONE - Large Scenario</u>
Demo all existing buildings on east side of property. Build a large, covered, open-air multi-use barn building to house sheep, goats and steer with a covered show arena to the North. Build a covered, open-air multi-use barn to house swine and horses with its own covered show arena as shown. The Event and Community area is located in the center of the site adjacent to the Rodeo and includes a large, enclosed multi-purpose expo center.

Valley County
Fairgrounds
Cascade, ID
Drawings dated 4/20/26
Preliminary Cost Ranges
July 10, 2026

FAIRGROUND & COMMUNITY ZONE - LARGE SCENARIO						
DESCRIPTION	**SQUARE FOOTAGE**	**UNIT COST LOW RANGE**	**UNIT COST MID RANGE**	**$/sf**	**TOTAL COST LOW RANGE**	**TOTAL COST MID RANGE**
Demolish Existing Structure	21,143	12.00	17.00	$/sf	$ 253,716	$ 359,431
Sitework	193,381	9.20	14.20	$/sf	$ 1,779,105	$ 2,746,010
Roadwork (on site) / Parking Lot	85,202	6.00	11.00	$/sf	$ 511,212	$ 937,222
Gated Entrance	2	35,000.00	43,750.00	$/sf	$ 70,000	$ 87,500
Scale/Wash Function	1,000	165.00	180.00	$/sf	$ 165,000	$ 180,000
Animal Areas Barns	16,800	180.00	195.00	$/sf	$ 3,024,000	$ 3,276,000
Multi Purpose Expo Building	7,200	270.00	295.00	$/sf	$ 1,944,000	$ 2,124,000
Covered Multi Use Shelter	4,000	190.00	215.00	$/sf	$ 760,000	$ 860,000
Music Area	1	150,000.00	187,500.00	$/sf	$ 150,000	$ 187,500
TOTAL	***28,000***	***309.18***	***384.20***	***$/sf***	***8,657,033***	***10,757,663***

RODEO SCENARIO - MEDIUM						
DESCRIPTION	**SQUARE FOOTAGE**	**UNIT COST LOW RANGE**	**UNIT COST MID RANGE**	**$/sf**	**TOTAL COST LOW RANGE**	**TOTAL COST MID RANGE**
Demolish Existing Structures	8,319	12.00	17.00	$/sf	$ 99,828	$ 141,423
Sitework (Less Existing Arena)	129,757	9.20	14.20	$/sf	$ 1,193,764	$ 1,842,549
Roadwork (on site) / Parking Lot	43,196	6.00	11.00	$/sf	$ 259,176	$ 475,156
Gated Entrance	1	35,000.00	43,750.00	$/sf	$ 35,000	$ 43,750
New 2-Story Grandstand (with VIP Area)	26,912	285.00	310.00	$/sf	$ 7,669,920	$ 8,342,720
TOTAL	***26,912***	***344.00***	***403.00***	***$/sf***	***9,257,688***	***10,845,598***

COMBINED TOTAL	***54,912***	***326.24***	***393.42***		***17,914,722***	***21,603,262***

NOTES:

1 Cost Model is based on current market, escalation is excluded.
2 Cost Model includes demolition costs, excludes hazardous testing, removal or abatement costs.
3 Cost Model excludes offsite/infrastructure cost.
4 Cost Model excludes removal of unsuitable soil.
5 Cost Model does not include design costs, permits and fees cost.
6 Includes a 3% Construction Contingency.
7 Excludes work to existing arena
8 Excludes work to existing concessions, restrooms, announcer crow nest.