

RODEO EVENT CENTER MASTER PLAN UPDATE

PARKS & RECREATION

April 21, 2024



RODEO EVENT CENTER BACKGROUND

- 1986 – City took over the BLM (Bureau of Land Mgmt) lease
 - Recreation and Public Purpose (RPP) Act allowed development and use free of charge but prohibited commercial use
- 2006 – Original Master Plan Adopted
- June 2023 – Purchase of the 20 acre property was finalize allowing commercial use
- October 6, 2023 – Rodeo Grounds Celebration – transfer of “keys” from BLM to City of AJ & Kicked-off the public-input process for the Master Plan update



RODEO EVENT CENTER BACKGROUND

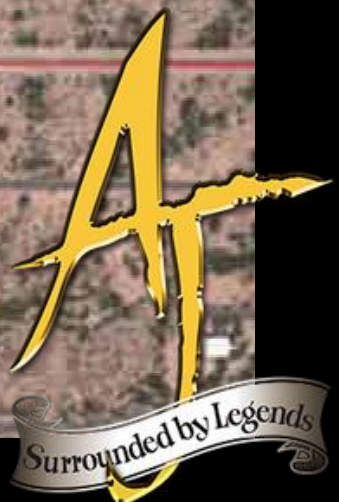
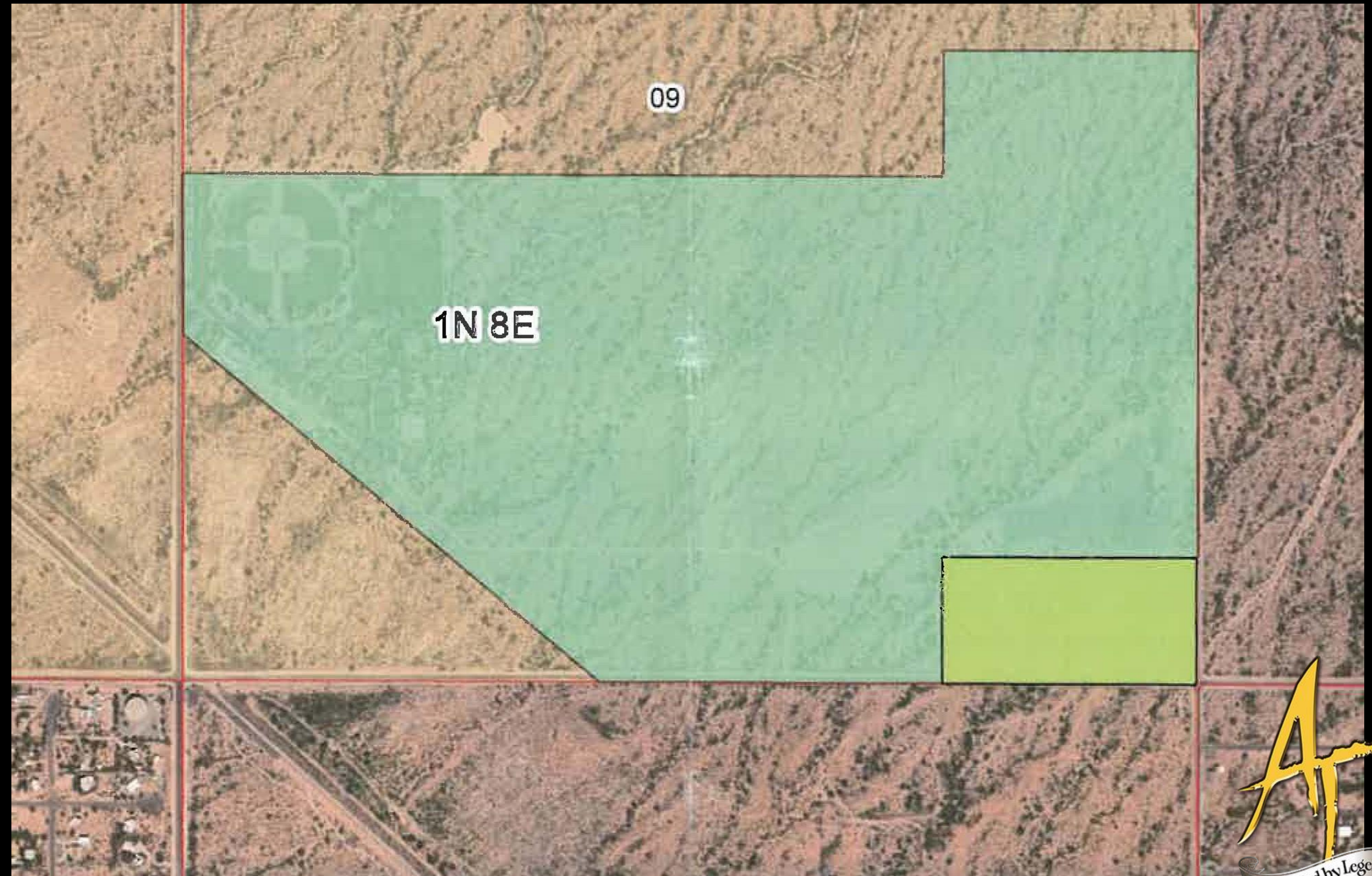
- **November 14, 2023 – Event Planners Stake-holder Meeting held with J2 Engineering & Design**
- **Staff and City Council sessions conducted to develop and review draft of master plan**
- **February 7, 2024 – Presented the new draft at an Open House and to the Parks & Recreation Commission**
- **April 15, 2024 – Presented final draft of master plan to City Council**



PROSPECTOR PARK/RODEO GROUNDS

Prospector Park
276 acres
remains an RPP Lease

Rodeo Event Center
20 acres
owned by the City



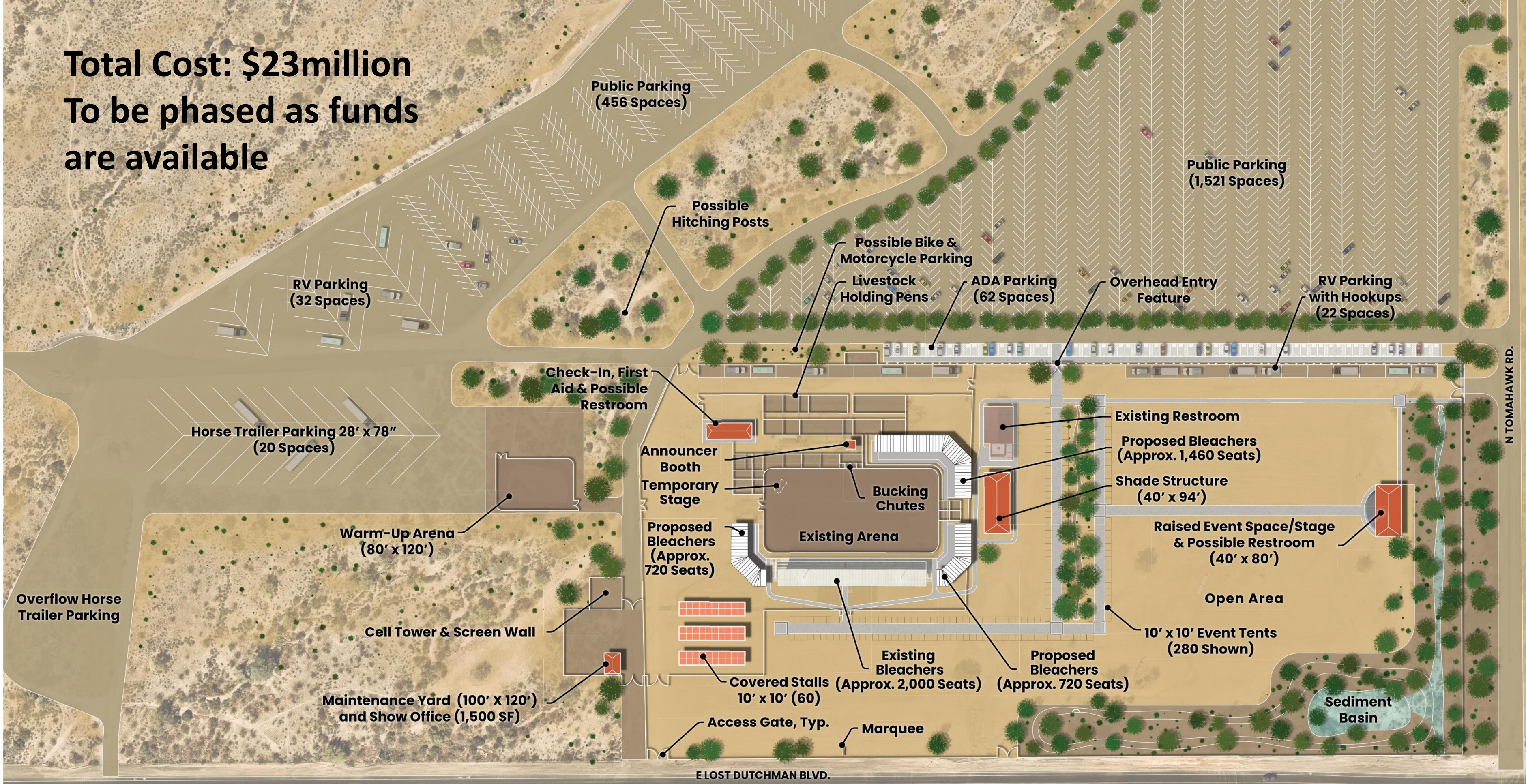
CURRENT RODEO GROUNDS SITE MAP

PROPOSED MASTER PLAN MEANT TO:

- be conceptual
- be implemented in phases based on funding
- be focused on areas of max benefit
- insure a multi-purpose facility



Total Cost: \$23million
To be phased as funds
are available



April 2024

Apache Junction Rodeo and Event Center Master Plan





Event Space / Stage



Shade Structure



Shade Structure



Events



Event Space / Stage



Event Space / Stage



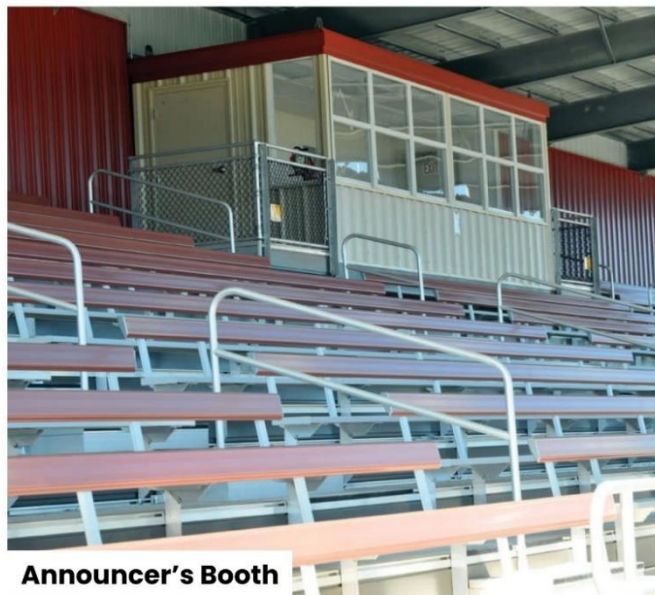
Events



Events



Covered Bleachers



Announcer's Booth



Covered Stalls



Covered Stalls



April 2024

Apache Junction Rodeo and Event Center Master Plan



STAFF RECOMMENDATION

Staff respectfully recommend council adoption of the final Rodeo Event Center Master Plan concept.

Upon adoption, staff will work with city management and city council to determine phasing of all projects based on funding.



QUESTIONS?

