

RODEO EVENT CENTER MASTER PLAN UPDATE

PARKS & RECREATION

April 15, 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 finalized 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

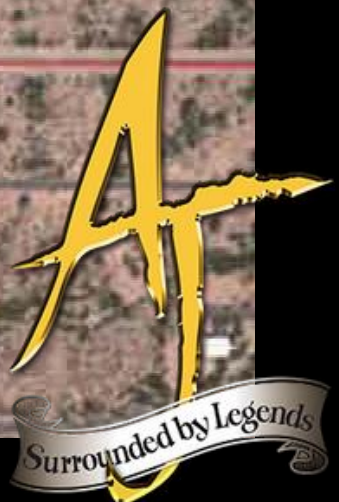
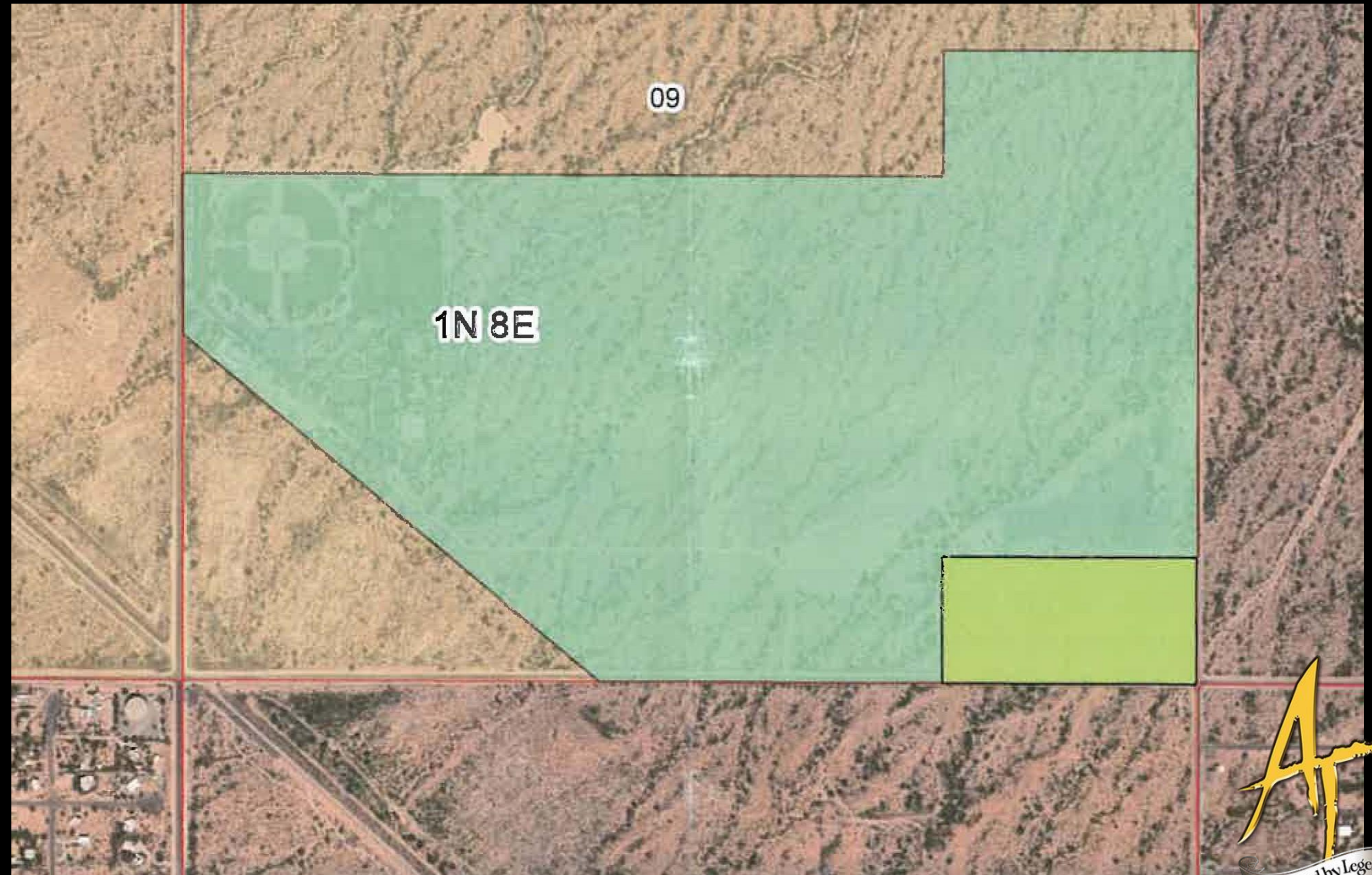
- **November 14, 2023 – Event Planners Stakeholder Meeting held with J2 Engineering & Design**
- **Staff and City Council sessions conducted to develop and review draft of master plan**
- **February 7, 2024 – Presented the new draft at an Open House and to the Parks & Recreation Commission**



PROSPECTOR PARK/RODEO GROUNDS

Prospector Park
276 acres
remains an RPP Lease

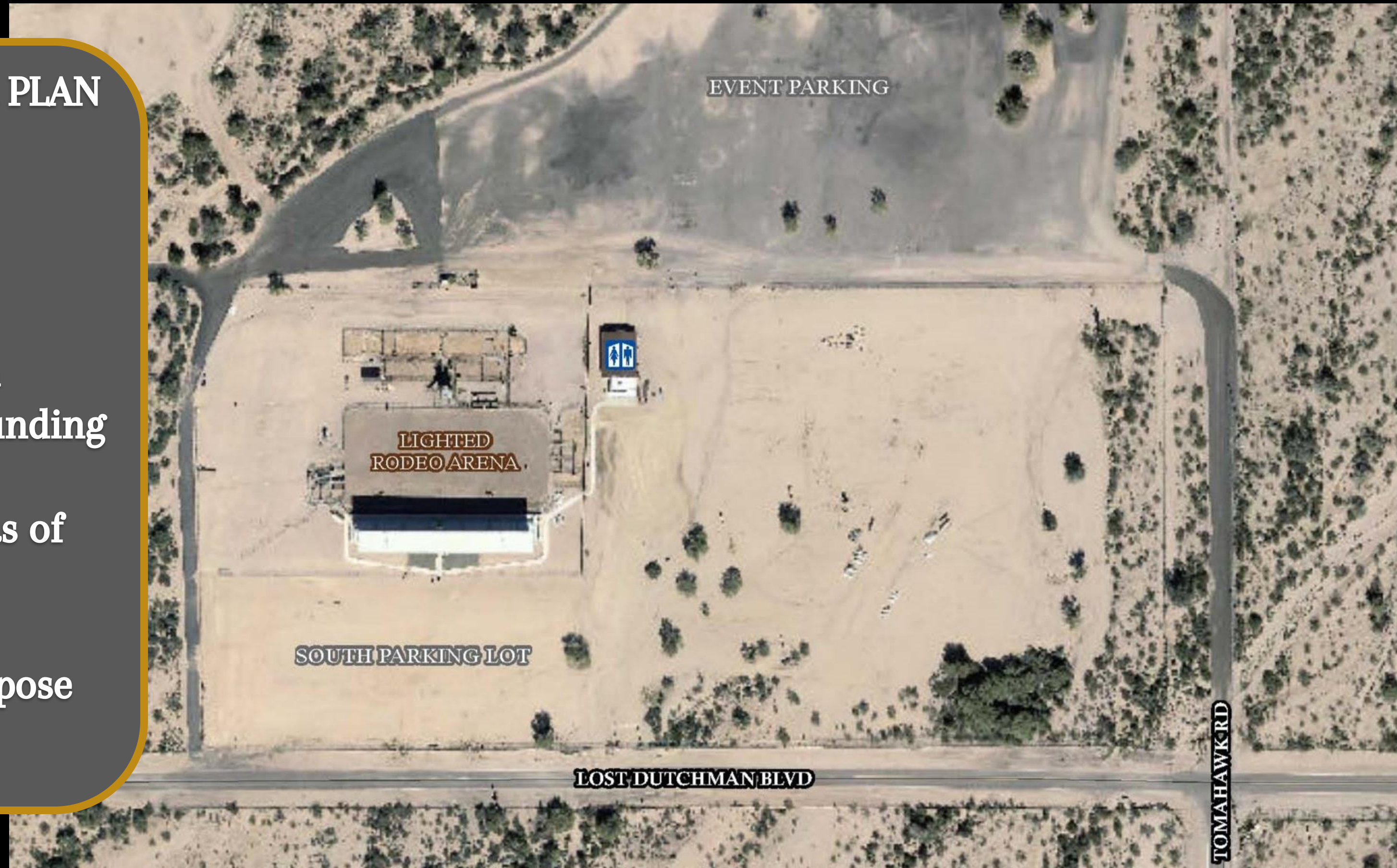
Rodeo Event Center
20 acres
owned by the City

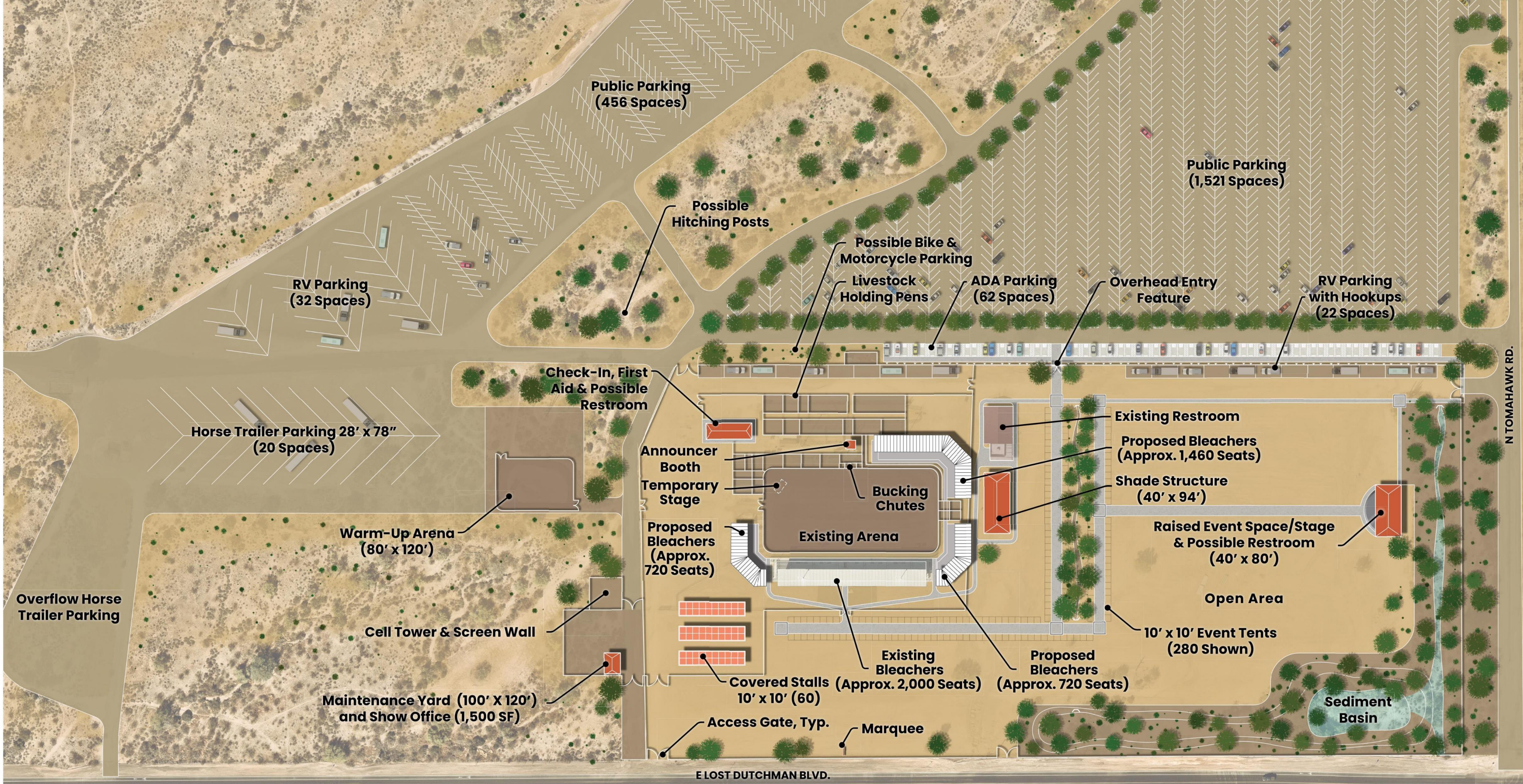


CURRENT RODEO GROUNDS SITE MAP

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





April 2024

Apache Junction Rodeo and Event Center Master Plan



Phasing Plan

1

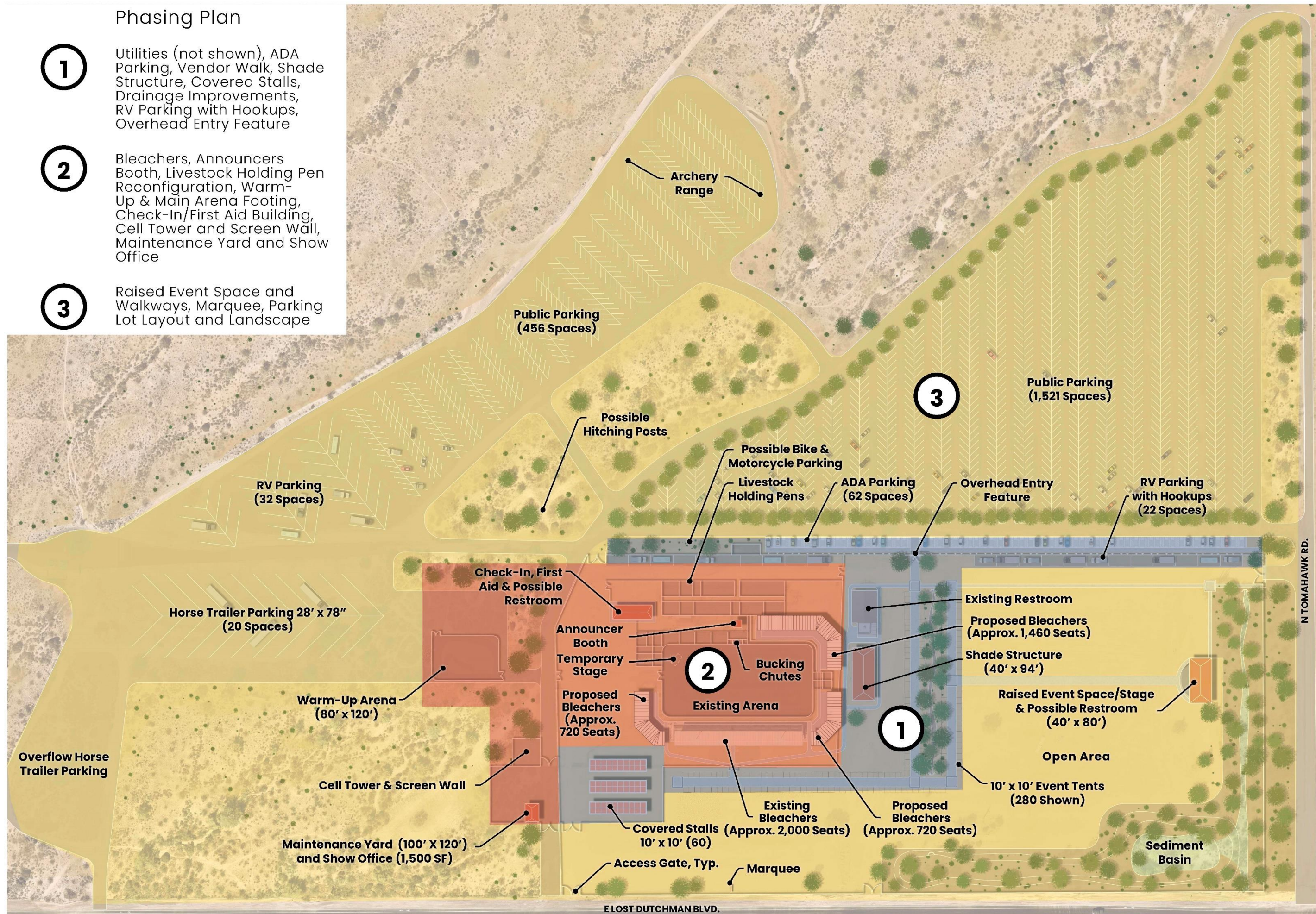
Utilities (not shown), ADA Parking, Vendor Walk, Shade Structure, Covered Stalls, Drainage Improvements, RV Parking with Hookups, Overhead Entry Feature

2

Bleachers, Announcers Booth, Livestock Holding Pen Reconfiguration, Warm-Up & Main Arena Footing, Check-In/First Aid Building, Cell Tower and Screen Wall, Maintenance Yard and Show Office

3

Raised Event Space and Walkways, Marquee, Parking Lot Layout and Landscape



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Apache Junction Rodeo and Event Center Master Plan - Phasing Plan





Event Space / Stage



Shade Structure



Shade Structure



Events



Event Space / Stage



Event Space / Stage



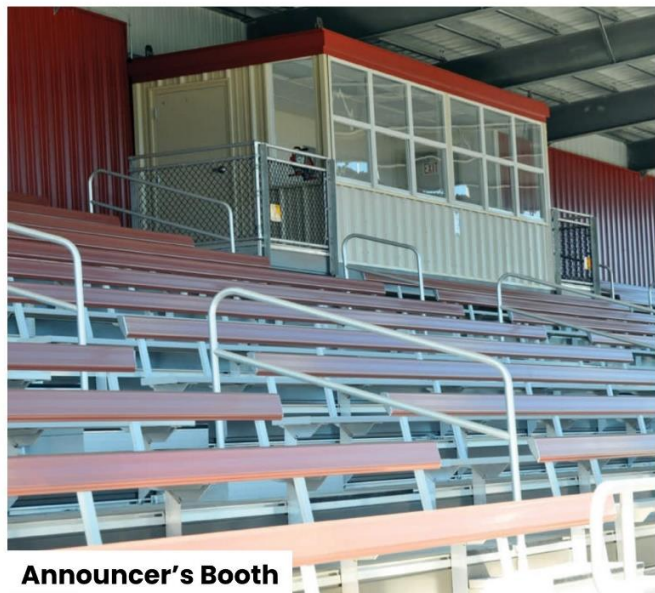
Events



Events



Covered Bleachers



Announcer's Booth



Covered Stalls



Covered Stalls



April 2024

Apache Junction Rodeo and Event Center Master Plan



ESTIMATE OF PROBABLE COSTS

Phase 1 - \$4.5 million

- Utilities/Drainage Improvements, ADA parking, Vendor walkways, large shade structure, RV Parking with hookups, covered portable stalls

Phase 2 - \$9.5 million

- Covered bleachers expansion, announcers booth, livestock holding pens/chutes reconfiguration, west side buildings

Phase 3 - \$9 million

- Raised Event Stage and restroom/storage building, east walkways, Marquee, aggregate base parking lot layout and landscaping





NEXT STEPS

Gather last feedback and
Finalize the conceptual plan

Council adopt the new
master plan/phasing

Determine funding sources
& begin phase 1 design

QUESTIONS?

