

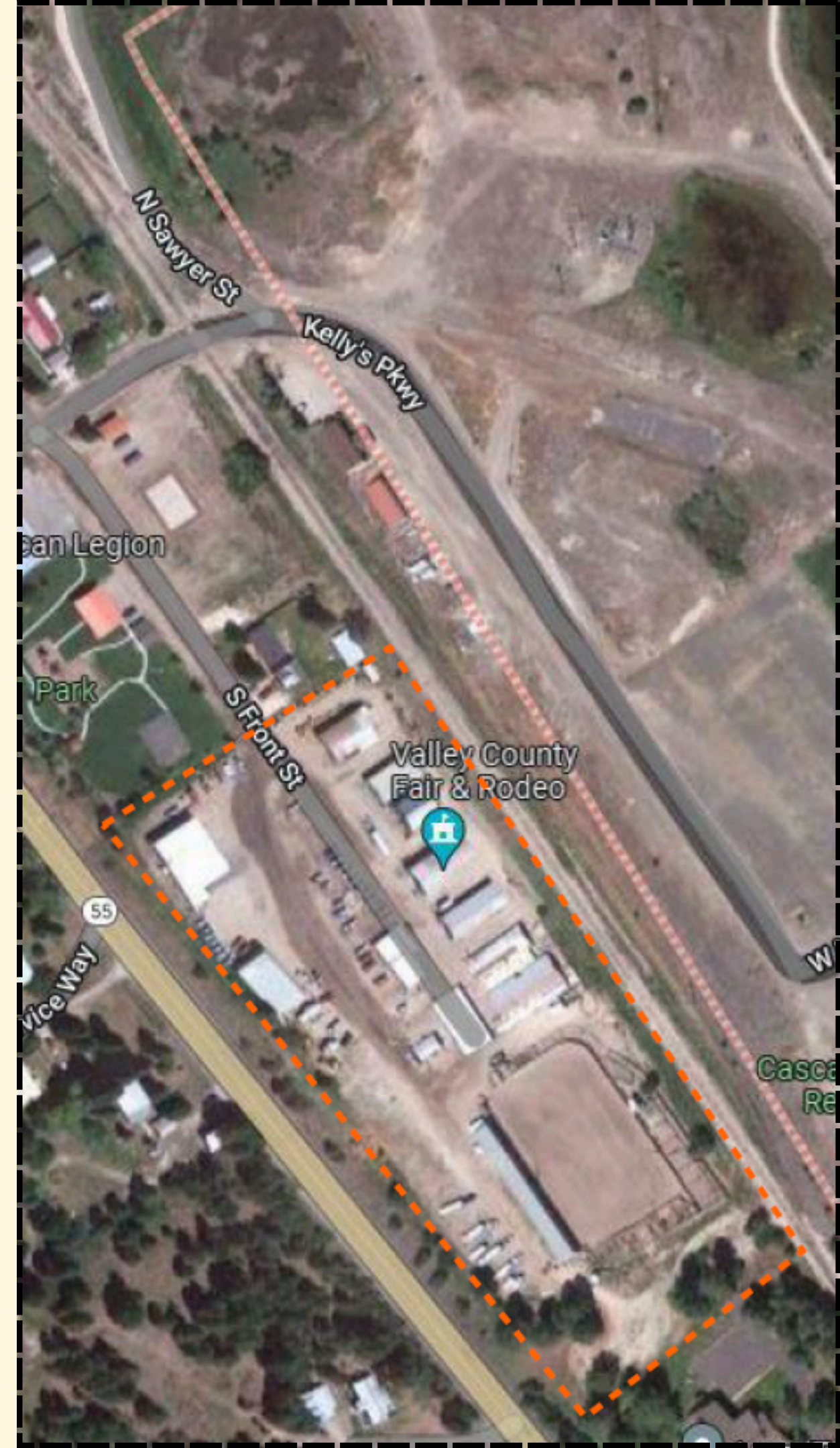


VALLEY COUNTY FAIRGROUNDS MASTER PLAN



October 2025

Presented by Clearwater Financial



FAIRGROUNDS MASTER PLAN PROJECT

The Fairgrounds Master Plan is one of the County's top priorities from its 2023 Master Facilities Plan.

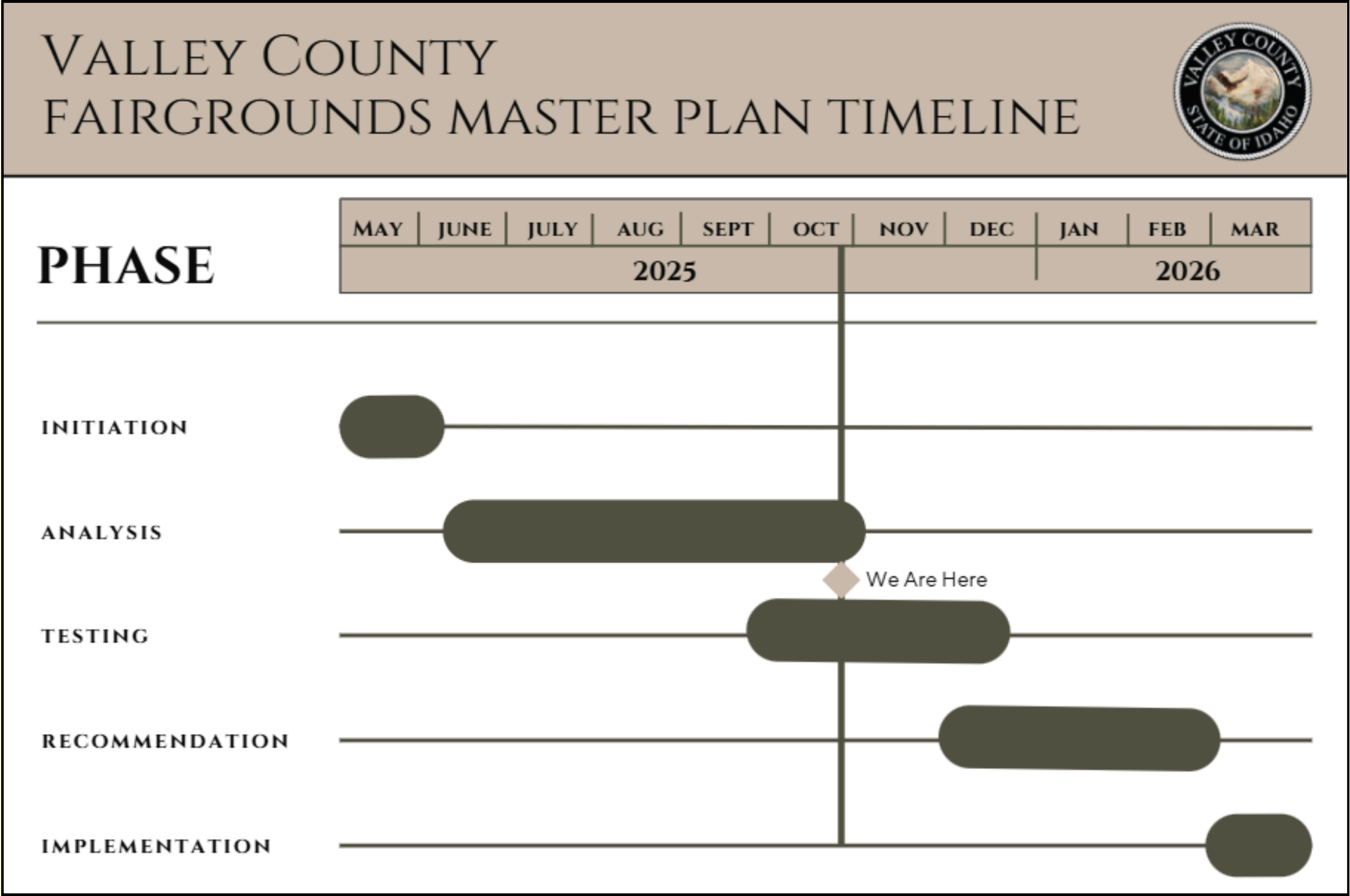
Project Goals:

- Evaluate how the site functions today
- Identify opportunities to improve and expand into a year-round facility
- Guide long-term investment in County and community events

Additional Information

- The Fairgrounds is a key public and economic space.
- Road & Bridge relocation is anticipated to happen in Spring 2026.
- The Cascade Annex property can help to expand the Fairgrounds footprint.





PROJECT TIMELINE

PROJECT PHASES

1

Initiation

- Project kickoff
- Site tours
- Review documentation
- Compile a list of desired amenities

2

Analysis

- Facility and site analysis
- Stakeholder interviews
- Public survey creation, deployment, and summary reporting

3

Testing

- Economic impact analysis
- Development of a functional space program
- Creation of up to three fairgrounds layout scenarios
- Integration of high-level site and building design concepts
- Preliminary cost estimates for each scenario

4

Recommendation

- Selection of a preferred site scenario
- Refinement of plans and documentation
- Funding and financing options

5

Implementation

- Implementation guidance and sequencing
- Prioritization and phasing strategy
- Development of financial strategies and funding tools

DELIVERABLES

Site & Facility Analysis

Public Engagement & Community Survey

Economic & Demographic Impact Review

Stakeholder Interviews

Conceptual Site Scenarios & Preliminary Costs

Funding & Implementation Guidance

PROJECT PROGRESS



- ✓ Project kickoff and site tour
- ✓ Documentation Review
- ✓ Webpage creation
- ✓ Community survey (launched June 20)
- ✓ Fairground video
- ✓ Stakeholder Interviews (17)
- ✓ Coordination with Southern Valley County Rec District

PUBLIC ENGAGEMENT

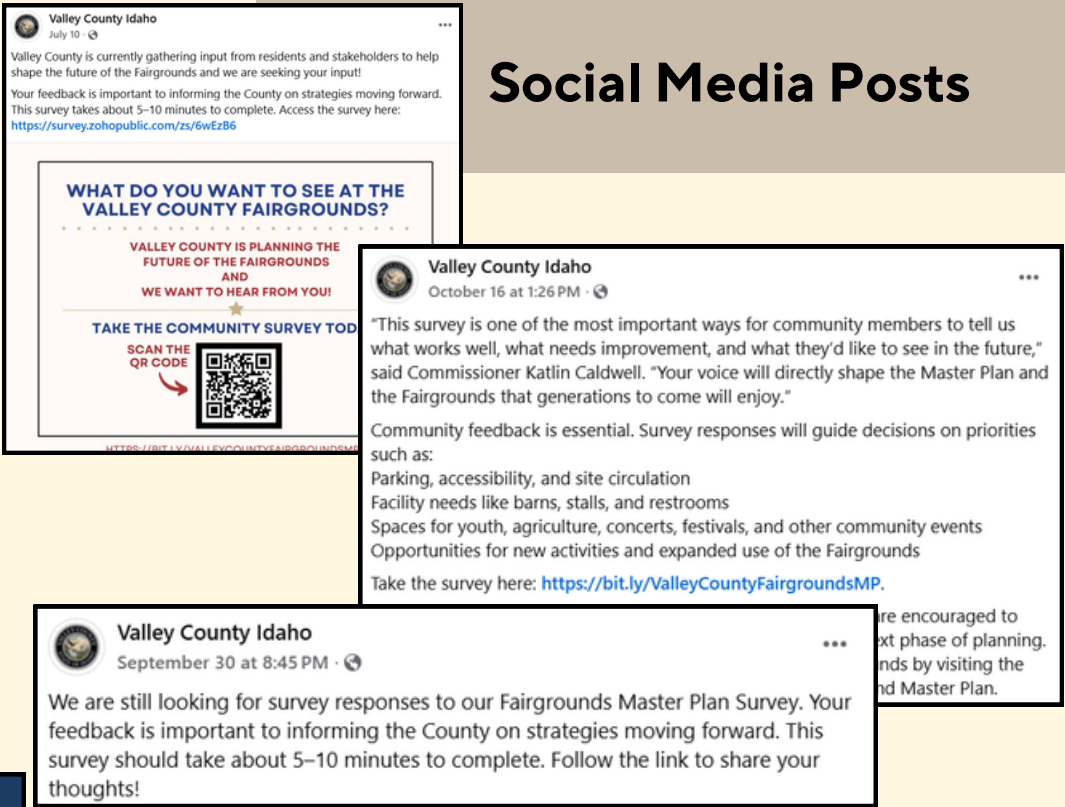


Project Webpage



Facility Video

Social Media Posts



Materials



COMMUNITY SURVEY

- **Facility Experience** – Ratings on building condition, parking, accessibility, and safety.
 - **Identified Needs** – Input on lighting, ADA access, space, bathrooms, and signage.
 - **Use and Visitation** – How often people visit and which events they attend.
 - **Community Priorities** – Importance of offering spaces for fairs, rodeos, markets, youth, and community events.
 - **Location and Access** – Convenience of the current Fairgrounds site.
 - **Demographics** – Residency, connection to the Fairgrounds, length of time in Valley County, and age group.
 - **Future Engagement** – Interest in updates and participation in the Master Plan process.
- Published June 20th
 - 232 responses to-date
 - Survey Outreach
 - Two (2) press releases
 - Social media posts
 - Flyers (Fair, 4th of July, Courthouse)
 - Ad in local paper
 - Respondent demographics:
 - Female (66%)
 - Age range 35-54 (43.4%),
 - Resided in the County 10+ years (63.8%),
 - Location
 - Cascade (50.7%)
 - McCall (20.5%)
 - Donnelly (19%)
 - Other (~10%)



Fairgrounds Master Plan Survey



STAKEHOLDER INTERVIEW THEMES

Current

- Central community hub, especially for 4-H, FFA, and the annual County Fair.
- Reflects Valley County's agricultural heritage and volunteer spirit.
- Most activity is concentrated around Cascade, with lower participation from northern communities.
- Current facilities face challenges with aging infrastructure, parking limits, and shared space with the Road Department.

Future

- Strong support for a multi-purpose, year-round facility.
- Desire to modernize without losing rural character or displacing traditional fair and rodeo uses.
- Broad interest in improved aesthetics, signage, and site layout.
- Emphasis on financially sustainable while staying accessible.

Priorities

- Infrastructure upgrades (parking, restrooms, water, utilities, drainage).
- Indoor arena or event building for year-round use.
- Better coordination with user groups and broader public engagement.
- Opportunities for revenue generation through rentals, RV hookups, and expanded programming.
- Maintain focus on the Fairgrounds' role as a gathering place for all Valley County residents.

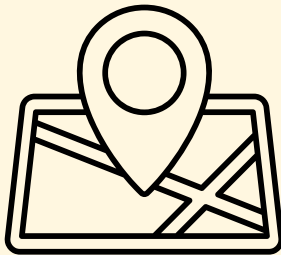
WHAT COMES NEXT



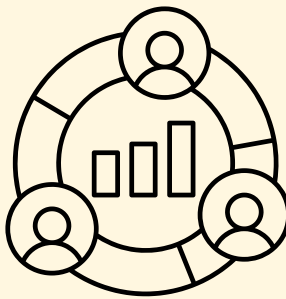
STAKEHOLDER
INTERVIEW SUMMARY



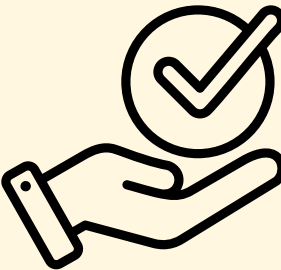
SURVEY SUMMARY



CONCEPTUAL SITE
SCENARIOS &
PRELIMINARY COSTS



ECONOMIC &
DEMOGRAPHIC IMPACT
REVIEW



RECOMMENDATIONS



FUNDING &
IMPLEMENTATION

DISCUSSION



Fairgrounds Master Plan
Survey



Webpage

<https://www.co.valley.id.us/FairgroundMasterPlan>