

**CACHE COUNTY FAIRGROUNDS ADVISORY BOARD
MINUTES
FEBRUARY 7, 2023**

The Cache County Fairgrounds Advisory Board met in a regular session on February 7, 2023 at 10:00 a.m. in the Cache County Event Center, 490 South 500 West, Logan, Utah 84321

ATTENDANCE

Voting Members in Attendance:

David Zook, Chair – County Executive
David Erickson – County Council
Sandi Goodlander – County Council
Mark Hurd – County Council
Justin Clawson – USU Extension Agent
Cameron Jensen – County Finance Director
Lane Parker – County Fair Manager

Advisory Members in Attendance:

Bart Esplin – Fairgrounds Manager
Ron Bjorkman – CCEC Marketing Director
Bartt Nelson – Cache County IT Director

Voting Members Absent:

LaMont Poulsen – County Rodeo Manager

Advisory Members Absent:

Shawn Milne – Economic Development
Cassidy Nemelka – CCEC Assistant Mark. Direct
Julie Hollist-Terrill – CV Visitors Bureau
Dane Murray – Interim County Attorney
Dirk Anderson – Chief Deputy County Executive

Also in Attendance:

Logan Hall – USU, Visioning Plan
Janeen Allen – Minutes

CALL TO ORDER

David Zook called the meeting to order at 10:00 a.m.

REVIEW AND APPROVAL OF MINUTES

ACTION: A motion was made by David Erickson and seconded by Lane Parker to approve the minutes of August 22, 2022 and September 26, 2022 as written. The vote in favor was 7-0. (LaMont Poulsen absent for vote)

ITEMS OF DISCUSSION

1. RAPZ Funding Priorities

Restroom facility moved down in priority list because it is anticipated it will be completed after the Armory is acquired. Esplin estimates the total cost to be around \$600,000.

Esplin gave a brief summary of RAPZ projects from last year:

- Pond Fill – Project underway
- Well Project – Contract has been awarded. Waiting on the contractors to begin.
- Cell Booster – Cache Valley Electric won bid – will improve signal at Fairgrounds. Project set to begin at any time.
- Event Hall Sound Improvements have run into a snag with the original company because it has gone out of business. Esplin looking for another contractor to complete the project. The sound bounces off the solid surfaces in the room. Project will put in padding on walls to provide soundproofing.

1. Portable Bleachers - \$30,000

Erickson recommended that the Fairgrounds no longer rent out bleachers.

2. Outdoor Arena Lights - \$170,000

Looking to place LED lights on all poles. Current lights are 1500 Watt Metal Halide. They go out for extended period of time if power bump occurs. LED lights will come back on immediately. LED will lower the cost of electricity by 50%.

3. Pig / Cow Barn Concrete - \$130,000

For safer and easier cleanup

4. Parking Lot Lights infield - \$60,000

Currently there are no lights in the area.

5. Roping Arena LED Lights - \$100,000

Currently no lights there.

6. North Restroom - \$450,000

7. Fair and Rodeo - \$88,000

Last year received \$88,000 that covered parking, tent rentals and other items

8. Suicide Event - \$25,000

This year will be 3rd year of event. Looking for money to supplement donations. Still in planning stages and working to bring costs down. Working with Suicide Awareness Coalition to take ownership of the application.

9. Cheese and Dairy Festival - \$23,000

Looking to transition to a private organization to take on the Festival. Kind of tricky getting someone who is not in direct competition with other vendors.

Bottom three come from Restaurant Tax exclusively.

Total RAPZ requests come to \$200,000 to \$300,000

The Board discussed the priority list and asked questions about lights, economies of scale, etc. Erickson asked about bleachers in the rodeo arena. Esplin said that would be about a \$6 Million project. Esplin is working with a bleacher company and trying to come up with a valid number. The project will replace all the bleachers, add five rows, wrap around more, and cover the entire arena.

ACTION: A motion was made by David Erickson and seconded by Lane Parker to approve the 2023 RAPZ funding requests as presented. The vote in favor was 7-0. (LaMont Poulsen absent for vote)

2. Cache County Fairgrounds Visioning Plan

Esplin is looking for recommendation and approval and then he will bring it before the County Council. He went through the final draft briefly and discussed highlights of the plan moving forward. Parking is the biggest issue because there is no room for expansion. Secondary and tertiary spaces have been identified. Utilizing transportation with CVTD are possibilities.

Zook suggested everyone study the plan and come to the next meeting prepared to approve.

Goodlander asked about funding for the projects and looking to the future possibly building a new Event Center. The Board talked about the myriad of reasons why the County still doesn't charge an entrance fee to the Fair.

Esplin discussed the history of the Fairgrounds and Logan City and a future of moving the Fairgrounds to another area that is larger and allows for growth.

A lengthy discussion about time frame of a future move.

The Board agreed to come prepared to discuss approval at the next meeting.

10:40 am – Mark Hurd left the meeting

3. Event Center Report – Ron Bjorkman

Bjorkman reported that the Event Center was very busy last year.

2022

- 277 Events that used a combined 410 days (average of 1.2 events per day)
- Pretty even balance between county usage (48%) and public/private usage (52%)
- \$136,376 in revenues from public/private usage

2023

Upcoming events already booked:

- 4-H
- Master Gardener Classes
- RV Show
- Divvy Up
- Cowboy Rendezvous
- Vintage Market Days
- Lamb / Sheep Show and Virtual auction (broadcast all over the nation with bids coming from in)
- Many USU extension and 4-H events
- Board and Committee Meetings
- Only two Saturdays are open this year.

10:45 am – David Zook left the meeting

4. Fairgrounds Report

Esplin has been wanting to get a backup generator for some time. A week or so ago, power went out during an event. Real damage can come as a result of an extended outage. He asked about using

AARPA funds to purchase a generator for the Event Center. He is continuing to work with the County Grant Manager but would like to really look at using those federal funds. He is estimating a cost of \$500,000 to purchase it for the whole area.

Bjorkman said that the Event Center is a designated reunification center in case of disaster or school shooting, etc.

Erickson recommended pushing things forward getting a generator. He asked Esplin to bring this to the council on the 14th of February. It will be put on the agenda.

Esplin would like to replace the Sign at the corner of 4th South and 5th West. He wondered about an LED sign to broadcast events, etc.

They have booked the first event that will serve alcohol under the new alcohol policy. It is a quinceañera. Alcohol events are going to be significantly more expensive because of security required, etc.

11:29 am – Sandi Goodlander left the meeting

5. Open Items

- Bartt Nelson talked about not bringing in unauthorized devices and plugging into the network. He also noted that they are prepared to stream events at the Fair this year.

11:35 am – Cameron Jensen left the meeting

NEXT SCHEDULED MEETING

Tuesday, March 7, 2023 at 10:00 a.m. in the Cache County Event Center

ADJOURN

The meeting adjourned at 11:38 a.m.

**FAIRGROUNDS ADVISORY BOARD MEETING
FEBRUARY 7, 2023**

ATTACHMENT A

CACHE COUNTY FAIRGROUNDS

VISIONING PLAN

2023



CACHE COUNTY
FAIRGROUNDS & EVENT CENTER

Acknowledgments

Thank you to Bart Esplin, whose wealth of knowledge and understanding as manager of the Cache County Fairgrounds gave life and perspective to this project.

Thank you to the Cache County Fairgrounds Advisory Board and County Executive for infusing the desires of the citizens of Cache County into this document.

Thank you to the citizens of Cache County, whose passion for the Fairgrounds bring relevance to this plan and make the grounds a shining jewel in the community.

Study Undertaken By: Utah State University | Department of Landscape Architecture and Environmental Planning (LAEP) | Graduate Thesis | Logan Hall | Spring 2023

Thesis Committee: Dave Evans (LAEP Professional Practice Associate Professor) | Keith Christensen PhD (LAEP Department Head) | Kelli Munns (Professional Practice Instructor), ITLS M.Ed.

TABLE OF CONTENTS

1. Background and History.....7

2. Planning Goals and Process.....15

3. Public Involvement and Input.....19

4. Site Inventory and Analysis.....23

5. Design.....33

6. Project Implementation.....39

7. Future Considerations.....59

8. Design Guidelines.....63

9. Public Survey Information.....67

DRAFT



CACHE COUNTY FAIRGROUNDS MISSION STATEMENT

The mission of the Cache County Fairgrounds is to support community economic vitality, health and well-being, education, tourism, and enhance overall quality of life.



OBJECTIVE

The County fairgrounds have been a fixture in Cache Valley Utah for over 100 years. They provide a valuable resource to the community. Effective planning can ensure the appropriate use of this public asset and prevent underutilization. Modern design guidelines have been developed for other fairgrounds in the Inter-mountain West, and are illustrated for the Cache County fairgrounds in this plan. This research is focused on developing a contemporary Visioning Plan to guide the growth and future of the County fairgrounds, develop design guidelines for future development, and maximize the Fairground’s economic potential.

HISTORY

On January 7, 1910, the lands where the Cache County Fair now takes place were originally deeded to the city of Logan from David and Mary Andrew. The fairgrounds were managed by the Cache County Fair Association from 1911 to 1933. In January 1933, the Fair Association was dissolved by its stockholders and its lease and assets were transferred to Cache County.

The fairgrounds have been used in a variety of ways over the years. The Cache County Chamber of Commerce first sponsored a rodeo in the fall of 1922. In the 1930s the area was a host to exhibition dog races. Baseball was played on the four diamonds and lighting was added to allow for night play.

The Northwest area of the fairgrounds was turned into a prisoner of war (POW) camp in 1945 which prompted the addition of several new buildings. German POWs were housed at the fairgrounds from June 6 to Nov. 30, 1945. As many as 550 prisoners were reported to have been based at the fairgrounds at one point. The POW camp existed until the fall of 1946.

Until 2007, the fairgrounds were a joint enterprise between Logan City and Cache County but are now under the sole ownership and operation of the County. The fairgrounds are used for a variety of events including horse shows, family reunions, the Cache Valley Cruise-In, trailer groups, rodeos, demolition derbies, and of course the Cache County Fair.



SITE CHARACTERISTICS

The site of the Cache County fairgrounds is located within the City of Logan. It is bordered on the North by 400 South (Residential), the East by 400 West (Residential), the South by Zootah, and the West by 500 West (Park and Swimming Pool Complex).

The fairgrounds cover approximately 48 acres of land primarily covered with “softscape”. Its landscape includes large grass areas with mature deciduous trees, parking areas, and asphalt roadways. There have historically been two water features located on the site.

A canal of flowing water that divides the site will remain, and a fenced pond that collects runoff and groundwater, which is currently being filled and piped. Expansive views of the surrounding mountains and the character of the fairgrounds create a beautiful park-like atmosphere.



IMPORTANCE OF THE COUNTY FAIR

The crown jewel of calendar items for the fairgrounds is the County Fair. This was, at least initially, the purpose of the grounds themselves. The fair provides a valuable occasion for the community to come together and interact with one another. Sarah Hadsell, a resident of Cache Valley, had this to say about the County Fair. “We used to live one block over and so we would walk here every year with our kids. We moved away a year ago so we’re a couple of miles away now, but we still come because we’ve kind of created that tradition. It’s been fun. I have family roots here even though I didn’t grow up in Cache Valley. Seeing all these displays and seeing their plan for what’s coming, it’s exciting for our kids for all the up-and-coming generations (Teichert, 2017).”

The primary focus of the County Fair is to, first and foremost, serve as a showcase of the talents of the youth of the community by providing a means of education, exhibit, and competition of the various livestock and non-livestock projects the youth are involved in. The society also uses the county fair to highlight the heritage of the community, and its ties to agriculture, industry, and businesses that are the backbone of the community (From a mission statement of a county fair in Iowa quoted in an article on the “Economic Impact of County & Regional Fairs on the State of Iowa in 2007”).



You do not need to be a farmer or rancher to enjoy the County Fair. The fact that fairs continue to exist is evidence of this point. While there are certainly commercial and political elements to the contemporary County Fair, it has survived because it has kept a careful balance between “entertainment and agricultural improvement (Marsden, 2010).” From the 1940s to the 1970s County Fairs experienced a significant downturn in attendance (Roberts, 2015). Due in no small measure to heightened entertainment value, many County Fairs have rebounded and remain financially solvent because of their ability to attract large crowds from nearby cities (Marsden, 2010). People involved in fairs value community identity and use fairs to reinforce community ties as well as teach the value of such ties to others (Roberts, 2015). These important events benefit from an iconic location in which to hold them. The Cache County fairgrounds provide a platform fitting for the County Fair, and several other iconic community events.



IMPORTANCE OF THE FAIRGROUNDS AS A PUBLIC OPEN SPACE

Public open spaces such as parks, green spaces, and fairgrounds are key built environment elements within neighborhoods for encouraging a variety of physical activity behaviors (Koohsari et al. 2015). Access to some form of ‘nature’ is a fundamental human need and therefore, a vitally important part of access to open space (Thompson, 2002). The Cache County fairgrounds lie tucked into a residential neighborhood and serve as a year-round ecological environment for its surrounding patrons to have this access to nature. The way these essential spaces are designed also has a great impact on their effectiveness.

The way social use of space interacts with the need for ‘natural’ spaces is one which raises interesting challenges in terms of open space planning and quality of life (Thompson, 2002). The fairgrounds in Cache County are a strong example of an effective public open space tucked into a residential environment. Not only are they closely tied to other public amenities like the Logan Aquatic Center and Willow Park, but they themselves serve as an opportunity to access nature for the County’s residents.



CONNECTION TO THE COMMUNITY

Cache Valley has a unique sense of community and sense of place. Sense of place describes our relationship with places, like the fairgrounds, expressed in different dimensions of human life: emotions, biographies, imagination, stories, and personal experiences (Adams et al. 2016).

As populations rise and cities throughout Cache Valley grow, it is increasingly important to maintain this sense of community and provide locations to make enriching memories together. Providing grounds for memory-making events is a basic intent behind the existence of the County fairgrounds. While the land itself is a significant benefit that must be watched over, it is what happens at the fairgrounds that makes it vital to the community. The average citizen still associates a sense of place or community not so much with architecture or a monument or a designed space as with some event, some daily or weekly or seasonal occurrence which we look forward to or remember and which we share with others (Jackson, 1994). Providing up-to-date improvements and maintenance to the fairgrounds is vital in order for it to continue to fulfill its crucial purpose in the Cache Valley.

DRAFT



IMPORTANCE OF A VISIONING PLAN

As stated earlier, the County fairgrounds are an important community amenity that must be maintained to leverage its full capabilities. To keep up with the changing times, a Visioning Plan will help the fairgrounds to have a further reaching value. It is essential for the community to take ownership of such a project. Public input and opinion can have a great impact on how this asset is developed. It is important to get the strategic decision-making framework for public space right before worrying about the detailed execution (Carmona, 2019). See Ch. 3 of this document for public involvement and input information.

A Visioning Plan for the fairgrounds will also help guide and extend the potential of this integral community asset. Precedent plans have been studied to gain a deeper understanding of what is happening across the country and within the Inter-mountain West. The basic goal of the proposed Visioning Plan is to allow the fairgrounds to maximize the use of the property on a year-round basis, rather than emphasize the continued growth of the annual County Fair (Capelli, 1991). From disc golf, to horseback riding, the fairgrounds are filled with opportunities to be a year-round asset in the community. It is important to rediscover those hidden opportunities with the redevelopment plan for the fairgrounds (Siefker/Scott, 1994).

PROJECT OBJECTIVES

- Maximize the use and effectiveness of the County fairgrounds for the benefit of the community throughout the year.
- Enhance pedestrian and vehicular flow through the fairgrounds.
- Identify and revitalize outdated buildings to capitalize on their utility.
- Inventory, define, and prioritize current and future projects with input from stakeholders and survey results collected by fairgrounds representatives.
- Develop spaces as educational tools for county residents to increase awareness of water conservation and serve as storm water collection areas.
- Maintain financial stability of the fairgrounds.



CONCEPTUAL FRAMEWORK

The Cache County fairgrounds Visioning Plan will provide a general set of design guidelines for steering the decisions of future projects and designs. Determinations will be made based on the following standards to facilitate long-term success.

- Follow Visioning Plan intent.
- Project Aesthetic Representation in line with the Mission Statement of the fairgrounds.
- Contemporary industry practices.
- Sustainability in planning.
- Value of a long-term investment over short-term costs.



DRAFT



FAIRGROUNDS ADVISORY BOARD MEETINGS

Periodic presentations on the progress of the Visioning Plan were made at regularly scheduled fairgrounds Advisory Board meetings. Status updates, design feedback, and project input were discussed in great detail by Voting Members and Advisory Members of the Board. The committee provided strong recommendations and local direction throughout the design and planning process.

Voting Members

David Zook, County Executive, Chair
Paul Borup, County Council
David Erickson, County Council
Gina Worthen, County Council
Justin Clawson, USU Extension Agent
Cameron Jensen, County Finance Director
Lane Parker, County Fair Manager
LaMont Poulsen, County Rodeo Manager

Advisory Members

Shawn Milne, Cache Economic Development
Bart Esplin, Fairgrounds Manager
Ron Bjorkman, CCEC Marketing Director
Cassidy Nemelka, CCEC Asst Marketing Director
Julie Hollist Terrill, Visitors Bureau Director
John Luthy, Cache County Attorney's Office
Bartt Nelson, Cache County IT Director

PUBLIC BOOTH AT THE COUNTY FAIR

In an effort to promote greater public outreach and involvement, an informational booth was on display at the Cache County Fair on August 11-14, 2021. The displayed information shared an overview of the decisions going into the new Visioning Plan. It discussed the inventory and analysis of the fairgrounds current conditions and presented the areas of focus for new projects. The displayed posters included the main points of emphasis, concept diagrams, comparisons between the existing and proposed conditions, and a preliminary overall design.



Many patrons of the County Fair stopped by the booth to offer their thoughts, gain a deeper understanding of the project, and to take the Visioning Plan Survey. The passion of the citizens of Cache Valley was evident as they discussed this treasured community asset and its future. Many valuable opinions were shared and taken into account in the preparation of this document.

PUBLIC SURVEY AT THE COUNTY FAIR

A public survey was conducted in an effort to involve community members and poll the opinions of fair-attendees. Using Google forms, a six question survey was developed by fairgrounds staff to test the pulse of the performance of the fairgrounds. Questions regarding parking suitability, restroom facilities, common uses for the fairgrounds and favorite park features led to a deeper and vital understanding of cherished amenities and opportunities for improvements. For survey results and information, refer to Chapter 9 of this document.



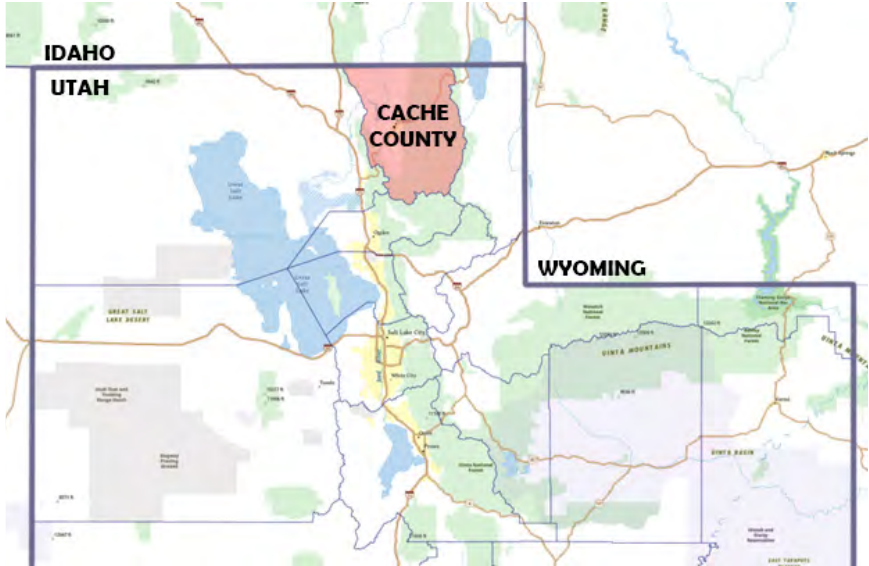
Signage with survey information was placed at several strategic locations throughout the fairgrounds during the county fair. Using a smart device, fairgoers could scan a QR code that would take them directly to the survey website. The QR code and survey information was also available on programs and day sheets at the rodeo. The survey was open from August-October 2021 and had a total of 269 responses. Descriptions of how the Visioning Plan decisions were impacted by the results of the survey can be found in Chapter 9 of this document.

DRAFT

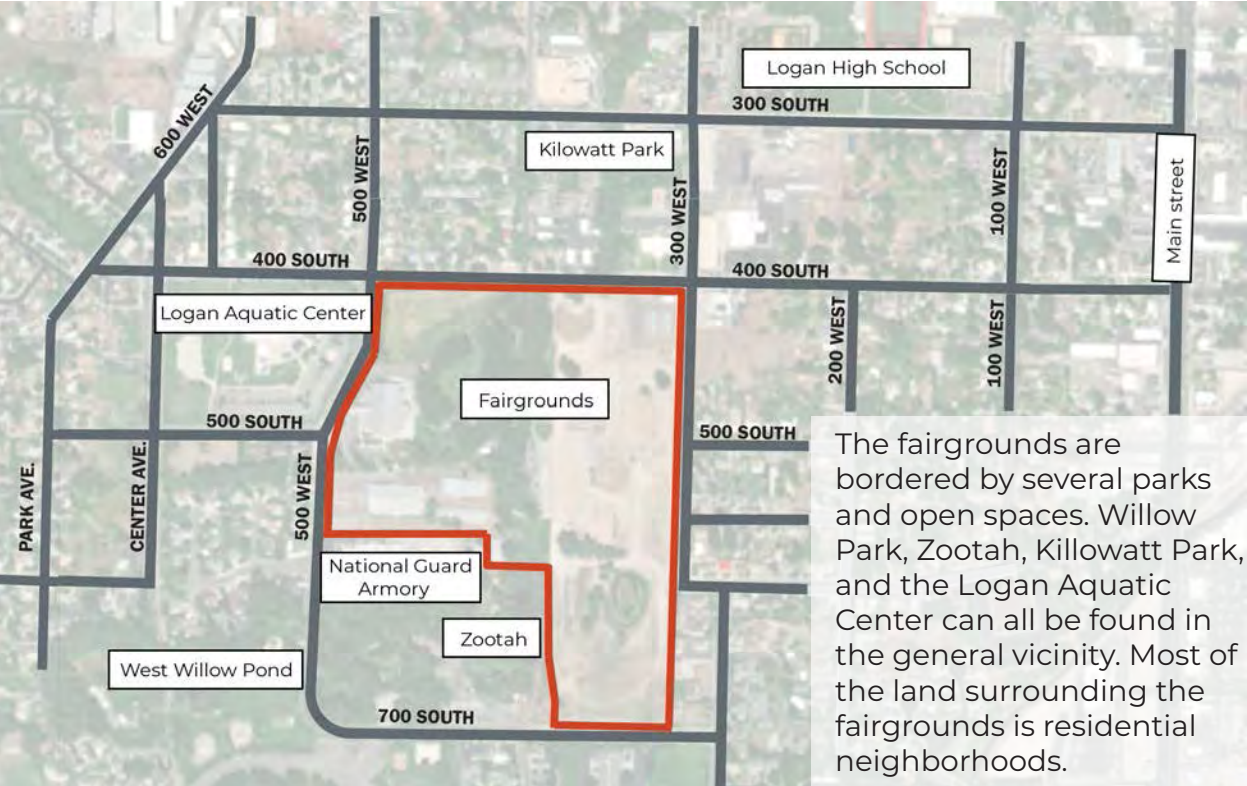


Vicinity Map

Cache County is located 86 miles northeast of Salt Lake City and is generally accessed via US Highway 89 from the west and US Highway 91 from the north. The map to the right shows Cache County's vicinity in comparison to northern Utah and southern Idaho, along with the regional road system. The Cache County region is primarily known for agriculture, manufacturing, trade, education, and dairying.

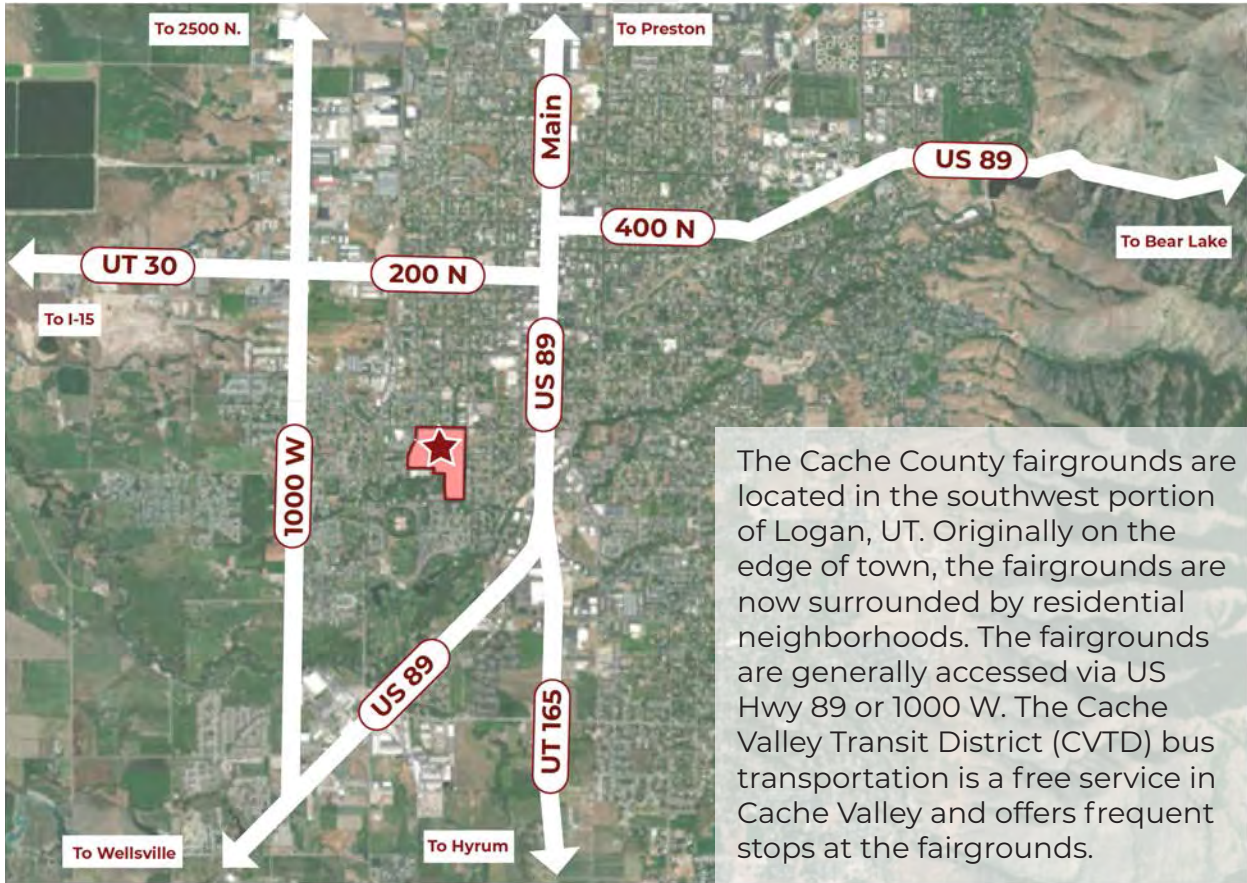


Local Context



The fairgrounds are bordered by several parks and open spaces. Willow Park, Zootah, Killowatt Park, and the Logan Aquatic Center can all be found in the general vicinity. Most of the land surrounding the fairgrounds is residential neighborhoods.

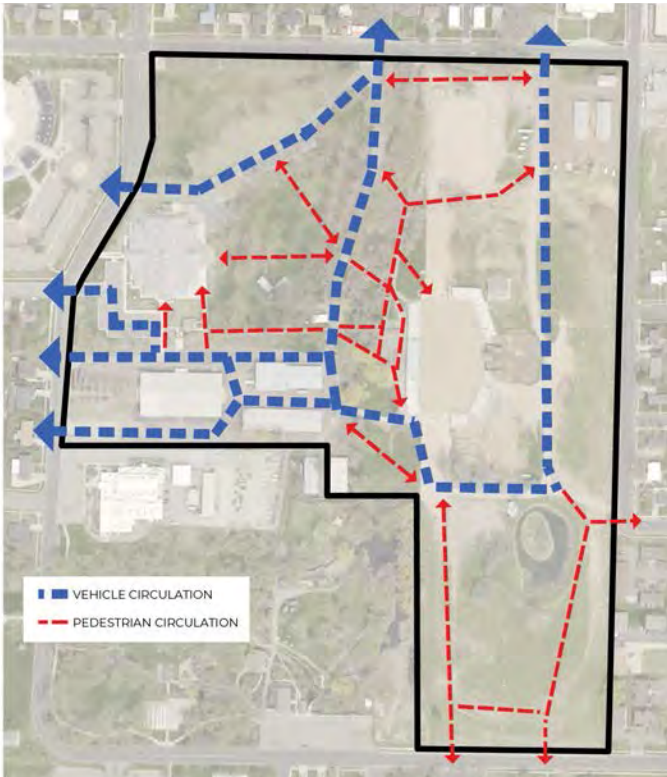
Local Access



The Cache County fairgrounds are located in the southwest portion of Logan, UT. Originally on the edge of town, the fairgrounds are now surrounded by residential neighborhoods. The fairgrounds are generally accessed via US Hwy 89 or 1000 W. The Cache Valley Transit District (CVTD) bus transportation is a free service in Cache Valley and offers frequent stops at the fairgrounds.

CIRCULATION

A circulation study was conducted to determine how vehicle and pedestrian traffic currently moves through the fairgrounds. This shows interactions between vehicles and pedestrians along with popular points of entry and exit. This analysis informs decisions on future roads, walkways, and way finding throughout the fairgrounds. Existing roads and walkways provide minimally sufficient access to most areas of the grounds, but suggestions for improved circulation are included in Chapter 6 of this document.

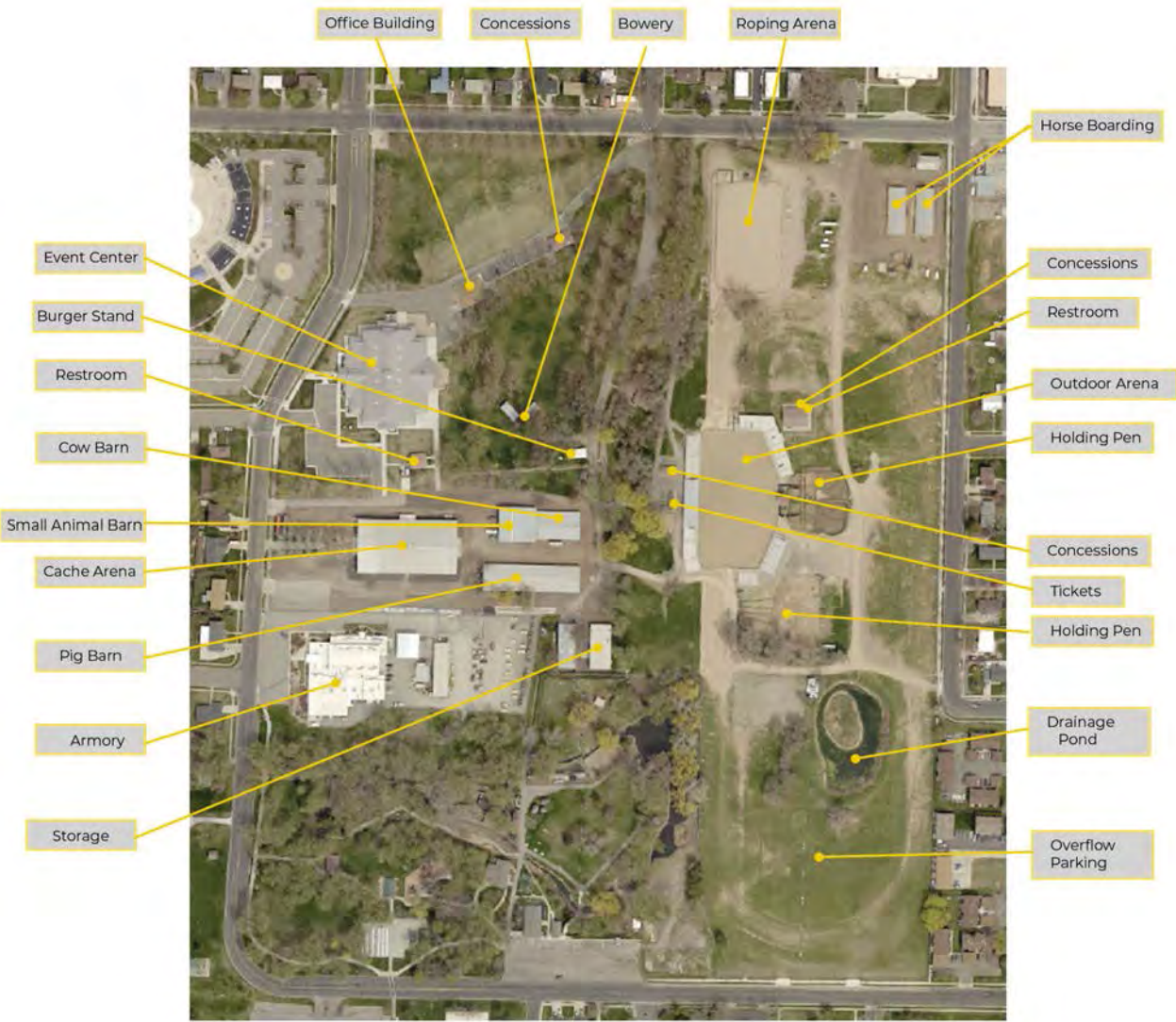


EXISTING TREES

One of the most iconic and inviting elements of the Fairgrounds are the large trees that provide shade, temperature regulation, and a feeling of safety. A tree assessment was completed to evaluate the health and overall longevity of the existing trees on the grounds. The tree survey makes suggestions on when specific trees should be replaced in order to provide maximum use and replace older, high-risk trees and allow their replacements to become established and grow to maturity. The tree survey is included as an appendix to this document.

EXISTING BUILDINGS

The map below illustrates the principal buildings and features existing on the fairgrounds and their general location. The majority of these buildings will remain in their current locations including some that will receive substantial upgrades or improvements. Photos of these features can be seen on the following page.



EXISTING BUILDINGS



Cow Barn



Pig Barn



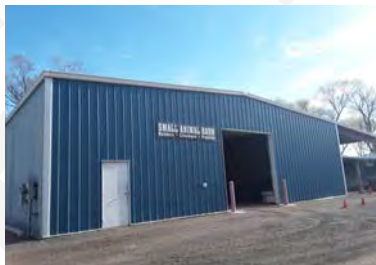
Event Center



Bowery



Indoor Arena



Small Animal Barn



Restroom Building



Rodeo Grandstands



Hay Barn



Horse Boarding Facilities



Rodeo Ticket Building



Grandstand Concessions



Burger Stand



Maint. Building/Office



Boardwalk Concessions

EXISTING CONDITIONS MAP



Utilities and Infrastructure

Culinary Water	Culinary water is available at all major structures throughout the fairgrounds. A 5" mainline connects from 400 S. and runs south to the animal barns. A 4" main from 500 W. connects to the Event Center. There are (2) 2" mainlines connecting from 500 W., (1) 2" line from 400 S., and (2) 2" lines coming from 300 W. The existing culinary water supply is believed to be sufficient for the foreseeable future.
Secondary Water	The only portion of the fairgrounds with secondary water available is the overflow parking/open space area on the southernmost end of the grounds. This water had been coming from the pond to water the grass in the area, but since the pond is being filled, secondary water will come from the newly installed pump in the area. It is anticipated that a new secondary mainline will be installed and run parallel to the 5" culinary mainline from 400 S.
Electrical	Three-phase power is available to the existing indoor arena, large animal barn, and event center. Single-phase power runs throughout the grounds and connects from 400 S. and 300 W. multiple power pedestals area available in lawn areas for trailer hookups and event power.
Sewer	Sewer connections service existing restrooms and larger buildings throughout the grounds. (2) sewer lines come from 500 W. and service the event center, restrooms, burger stand, indoor arena, wash rack, and concessions. A sewer line from 400 W. services the office, and northern concessions. A 2" pumped sewer line from 300W services the restroom near the rodeo arena. Proposed projects necessitate a new sewer line from 300 W. to service the proposed indoor arena and horse boarding facilities.
Natural Gas	Natural gas is available in (3) lines running from 500 W. One line feeds the office buildings, another feeds the event center, the third line feeds the indoor arena.
Storm Drainage	(3) storm-water retention areas exist on the south and west sides of the event center. A storm-water drain is also available in the parking lot in that location. It is anticipated that with the proposed paving around the animal barns, storm drainage will be necessary on the southwest corner of the future pavement. Additional storm-water retention will likely be needed in the southern overflow parking area.

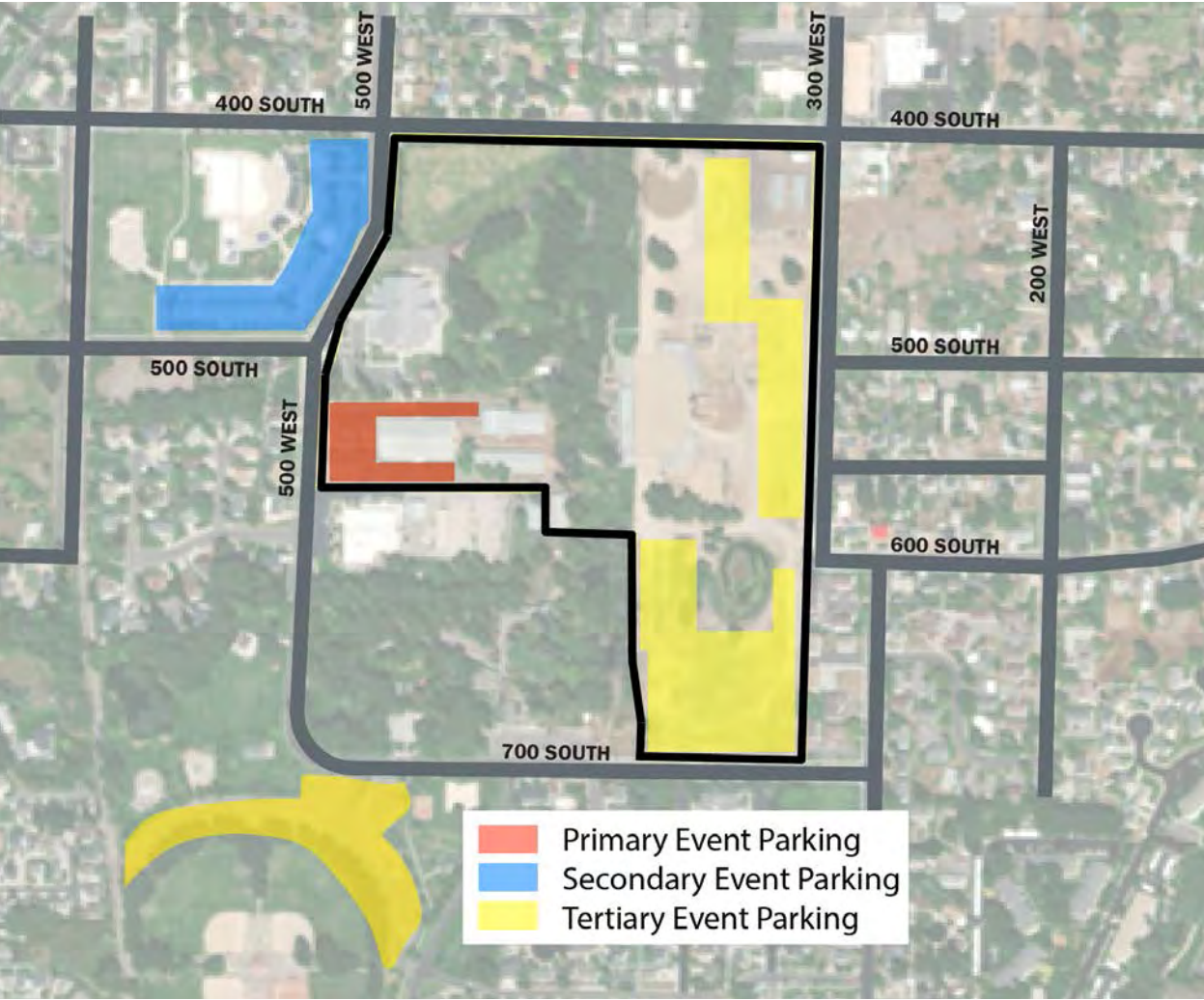
EXISTING PARKING

The parking situation at the fairgrounds is multifaceted and nuanced. Event parking needs range from small family events requiring little extra parking, to the County Fair which often strains surrounding neighborhoods with its significant parking needs.



Smaller events taking place primarily at the Cache County Event Center use only the primary parking around the Event Center and Cache Arena. Secondary parking at the Logan Aquatics Center is used for larger events. The tertiary parking areas are only utilized for very large events such as the County Fair and the Cache Valley Cruise-in.

Multiple tertiary event parking areas are utilized for these events, including the open fields on the south end of the grounds and the parking areas at Willow Park. Large events requiring substantial parking can cause logistical issues with surrounding neighborhoods being overwhelmed with patron parking. There is a need for strong organization within the existing tertiary event parking to assist in alleviating these issues.



"Another thing that I would like to see improvement in is the parking situation. For 4-H-ers, their families, people with booths, people with livestock, it is difficult to get to where they need to be quickly if there is not a parking spot for them. There are not good parking places anywhere."

-Cache County Fair Survey Participant

The Cache County fairgrounds are committed to providing a reasonable parking experience to all users of the grounds. ADA parking access is a priority around all building as mentioned in the Visioning Plan Design Guidelines in Ch. 8 of this document.

DRAFT



DESIGN ADVANCEMENT

Multiple rounds of analysis and site inventory informed preliminary design studies that started to provide understanding for the implementation of projects and improvements to the overall site of the Fairgrounds. Conceptual and schematic designs led to the development of the preliminary plan.



PRELIMINARY PLAN

Using the valuable knowledge obtained in the early stages of design process and Advisory Board review, a preferred preliminary design was developed.

The preliminary plan shows the new projects as they will be once implementation is complete. Proposed new buildings, newly paved areas, future walkways and driveways, and future parking improvements are shown in an illustrative, but instructive manner. This plan was presented in a booth at the 2021 Cache County Fair and presented to the Fairgrounds Advisory Board for their critique and review. Comments and suggestions were then applied to the master plan presented on pg. 37 of this document.

PRELIMINARY PLAN



MASTER PLAN

The overall illustrative master plan was produced using a condensation of ideas and feedback from all phases of design and public involvement. This plan visually communicates the site as it will be once all of the projects described in this visioning plan are implemented.

Chapter 6 of this document describes and illustrates the implementation strategy and timing of each project shown on this illustrative plan.



The 3D renderings shown on this page represent a few of the more conspicuous projects listed in Chapter 6.

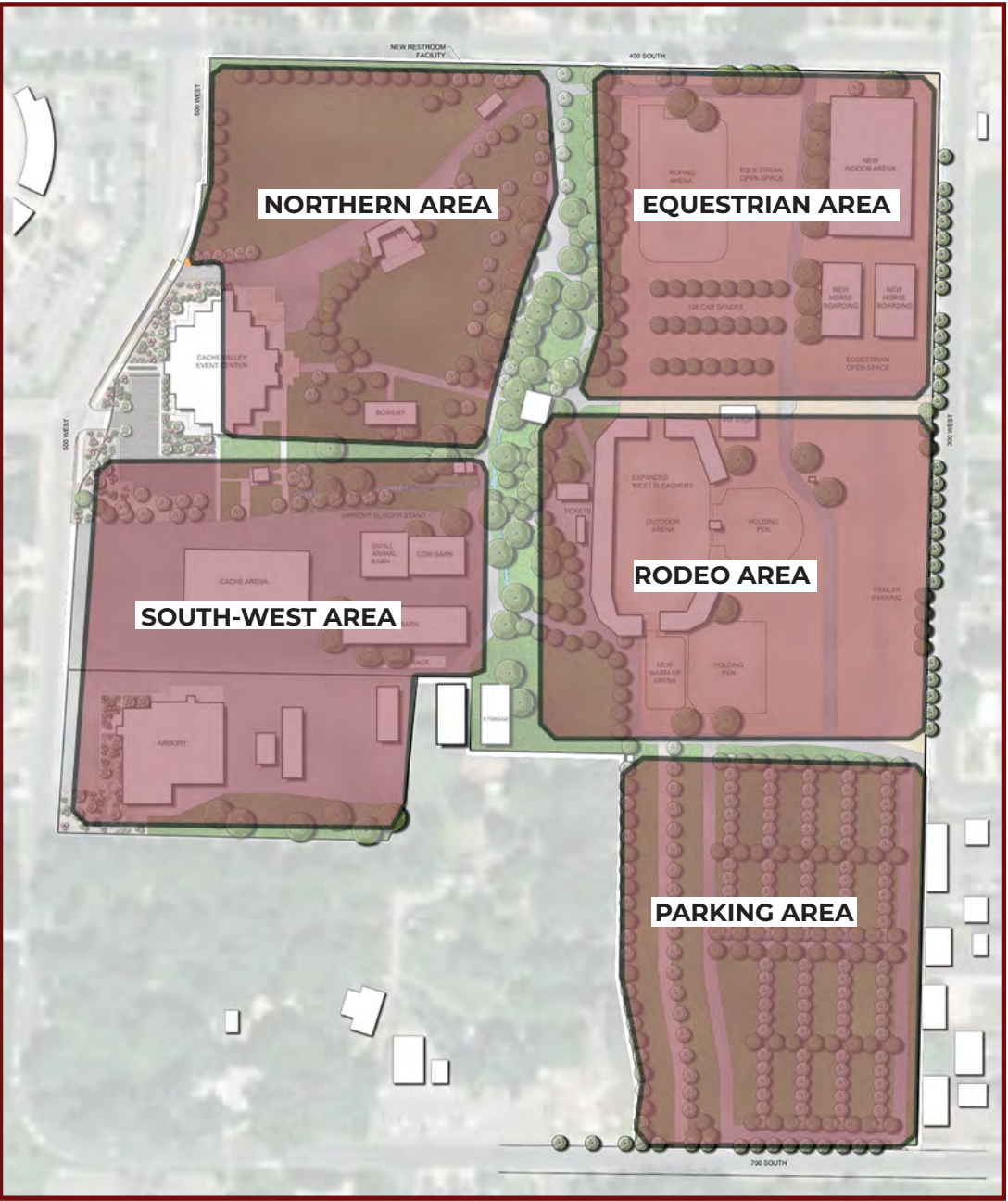


DRAFT



PROJECT AREAS

The long-term vision of the fairgrounds is realized in the current and future projects for updates and improvements. This section breaks down these projects by area and discusses more detailed information regarding each project.



FULL SITE



In addition to the improved circulation suggested on the following page, improved access to other local amenities should be explored and implemented. Enhanced connectivity to Willow Park, Zootah, the Logan Aquatic Center and other locations within walking distance of the fairgrounds should be explored. Tying these clustered landmarks together will provide greater function and utilization for all spaces involved.

INSTALL NEW ROADWAYS AND WALKWAYS FOR IMPROVED CIRCULATION

New walkways and roadways will improve the overall circulation of foot and vehicle traffic throughout the fairgrounds and minimize traffic conflicts. A walkway connection from the east side of the Event Center to the Central Restroom building will provide a strong central axis for tent and booth organization during larger events. It will also provide paved access to the new Bowery structure. A new roadway on the north end of the grounds will connect the existing north entrances together, allowing one to be used mainly for pedestrian traffic, and the other for vehicle traffic. A bridge over the canal will be constructed to accommodate this new roadway. A new roadway will connect the current road through the equestrian area to 300 west and provide two entrances and exits to the area when the remainder of the fairgrounds are closed for events.



Additional roadways will be developed on the east side of the grounds to provide more organization for contestant trailer parking and circulation during larger events.

A walkway will connect the improved southern parking area to the southwest corner of the rodeo arena. This will decrease the conflicts between pedestrian circulation and contestants entering the arena.

New gravel or asphalt drive lanes will be placed in the improved parking area to provide a delineation between areas to be parked in and areas for circulation. This will reduce congestion in the area and maximize the space for parking.

INSTALL WAY FINDING KIOSKS

Way finding kiosks will be placed throughout the fairgrounds to improve circulation and ease-of-use. Kiosks will display and provide information on movement throughout the grounds and have options for temporary information that is specific to certain seasonal events.



The image to the left shows an example of what the way finding kiosks on the fairgrounds might look like.

The map below illustrates locations for way finding kiosks to be placed. Kiosks will be located at strategic junctions to improve traffic circulation and make the fairgrounds more user-friendly.



NORTHERN AREA



NEW RESTROOM TO SERVICE NORTH END OF FAIRGROUNDS AFTER DEMOLITION OF OFFICE BUILDING

An approximately 2,200 sq ft. restroom will be constructed that houses eight toilet/urinals and a drinking fountain. This facility will be near the north gate of the fairgrounds. Specific plans and designs for the building will be developed as funding and time-frame permit.

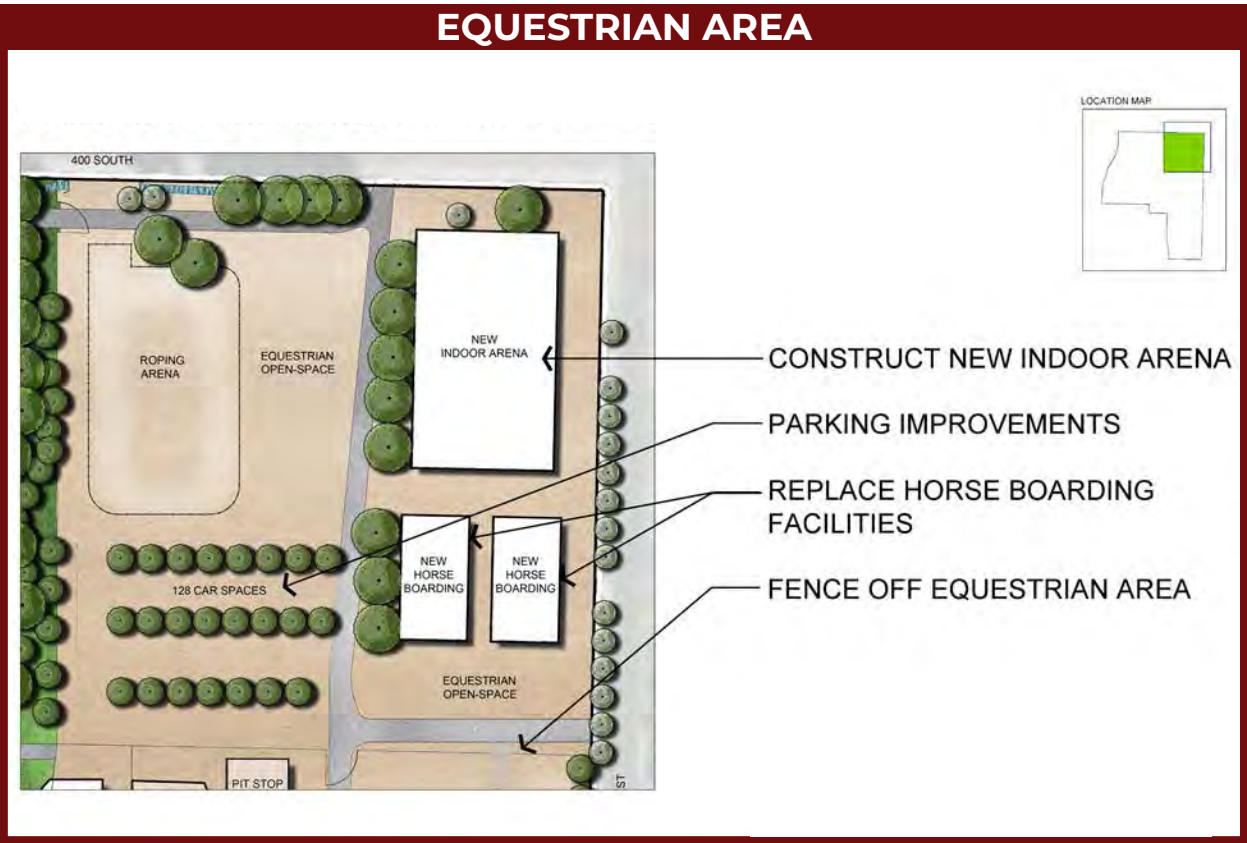
BUILD NEW ENTERTAINMENT STAGE

After the purchase of Armory property and relocation of the fairgrounds maintenance building, a new production type amphitheater stage will be built. It will be located near where the existing maintenance building is to the east of the Cache Valley Events Center. The new amphitheater will be utilized for concerts and entertainment during the fair as well as other events. Specific plans and designs will be developed as funding and time-frame permit.



UPDATE/RELOCATE BOWERY

The current configuration and construction of the bowery is outdated. This replaces the existing structure with a more modern construction that is both visually appealing, and functional for groups and gatherings. In contrast to the existing bowery, the updated version will have one larger roof with better lighting and the possibly other amenities.



CONSTRUCT NEW INDOOR ARENA

Build a new, updated indoor arena with built-in seating, attached restrooms, and possibly a concession area. The proposal would be to build it on the northeast corner of the fairgrounds that would put all of the equestrian areas in one general location and reduce the interface hazards between people and animals. This new arena would also free up the existing indoor arena to provide a more permanent option for hosting non-equestrian indoor events. Specific plans and designs will be developed as funding and time-frame permit.

PARKING IMPROVEMENTS

Provide improved parking organization to the equestrian area of the grounds. The area of discussion is used as vendor parking for larger events and can become congested and create logistical problems. Strategically planted trees will provide an organic solution to this problem. The trees can be used to organize drive lanes and parking sections of the area. Temporary tape or barricades can be used in between the trees to inform drivers of the appropriate drive/parking pattern. The trees will also provide shade and add to the park-like ambiance of the remainder of the fairgrounds.

REPLACE HORSE BOARDING FACILITIES

Construct two new long-term horse boarding facilities just south of the location for the new indoor arena on the northeast corner of the fairgrounds. Stalls for the new boarding facility should provide adequate ventilation with windows on the top and bottom of stalls. Stalls should allow for proper socialization, while providing opportunities for privacy as well. An ideal stall size of 12'x12' should be considered. Opportunities for turnout and free-range exercise should be provided for superior equestrian conditions.

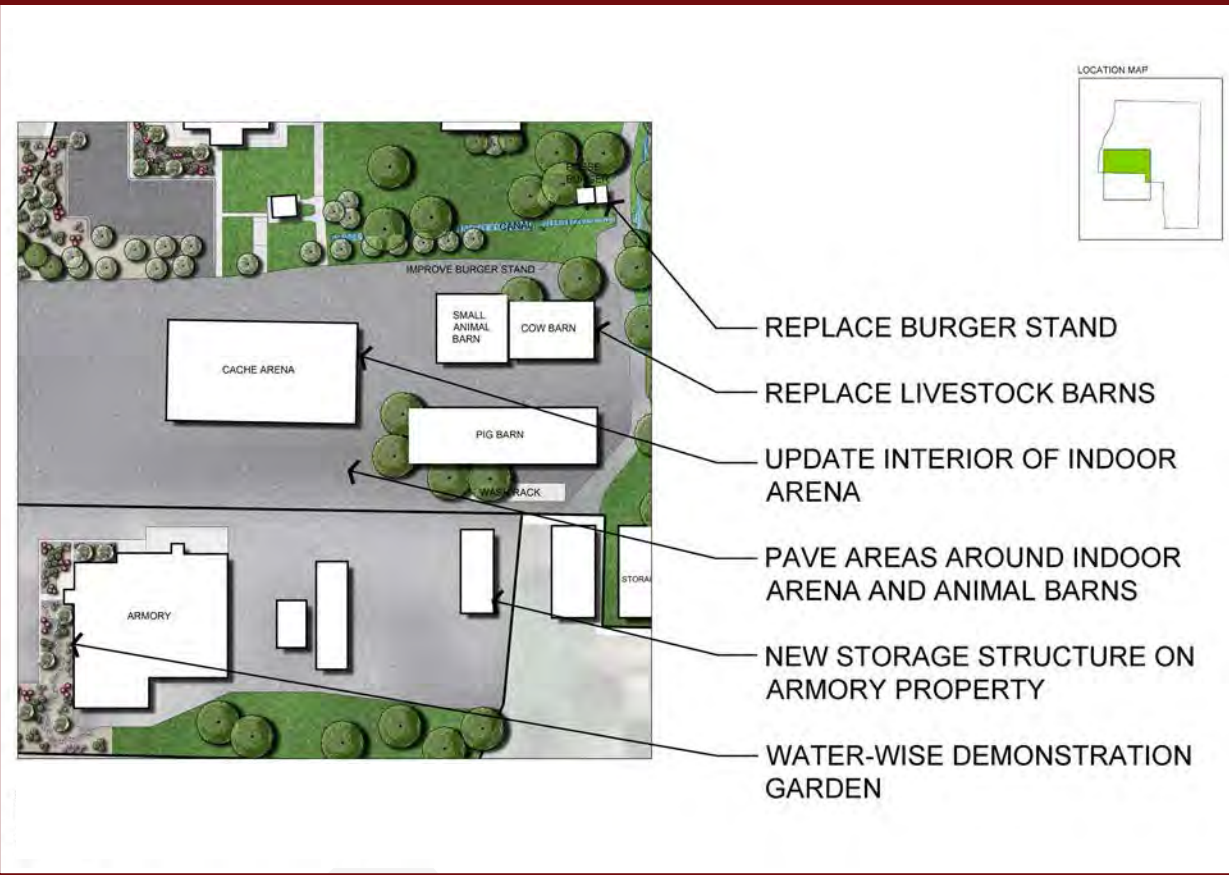


Individual Stall Example

FENCE OFF EQUESTRIAN AREA

Isolate the equestrian area and provide access from the street while limiting access to the remainder of the fairgrounds. This will allow equestrian area users to access their animals at any point while the remainder of the fairgrounds are shut down for private or ticketed events. See plans for location and layout.

SOUTHWEST AREA



REPLACE LIVESTOCK BARN

Construct one large open building to house all livestock during the fair and rodeo. This updated structure will also provide a facility to be rented and utilized during the warmer months when the fair is not taking place. This area could be used for temporary horse stalls, swap meets, flea markets, livestock shows, etc. This new structure would use the location of the footprint of the current livestock barns.

UPDATE INTERIOR OF EXISTING INDOOR ARENA

When constructed in the early 90s, this building was one of the first indoor arenas in the area. The use of the building as a horse arena creates a high humidity environment which creates issues with moisture in the wall materials. This leads to rust and other corrosive issues. This project would remove all of the drywall and existing insulation, and install a foam insulation which then would transfer the dew point from somewhere in the wall to the exterior. This updated interior would also enhance the visual quality and functionality of the arena to serve as an extension of the Cache Valley Event Center during certain annual events.

PAVE AREAS AROUND EXISTING INDOOR ARENA AND ANIMAL BARN

Pave areas around current indoor arena and animal buildings allowing the surrounding areas to be better maintained and cleaned. It will also allow for better parking organization when it is utilized as overflow parking for the event center. The parking areas discussed are currently surfaced with crushed asphalt which turns muddy and often times gets tracked to many areas of the fairgrounds, including the event center. Paving these areas will also allow for a more efficient diversion of storm water runoff.

NEW STORAGE STRUCTURE ON ARMORY PROPERTY

After purchase of Armory property, a new storage building will be located on the eastern side of the newly acquired property. This three sided structure will function as storage for fairgrounds equipment and supplies to protect them from the elements and potential weather damage. Specific plans and designs will be developed as funding and time frame permit.

REPLACE BURGER STAND

Replace or upgrade the existing burger stand so that it meets current code and provides the necessary amenities for those who will use it to sell items at events. The current burger stand is outdated and does not meet current code. Specific plans and designs will be developed as funding and time frame permit.

WATER-WISE/POLLINATOR DEMONSTRATION GARDEN



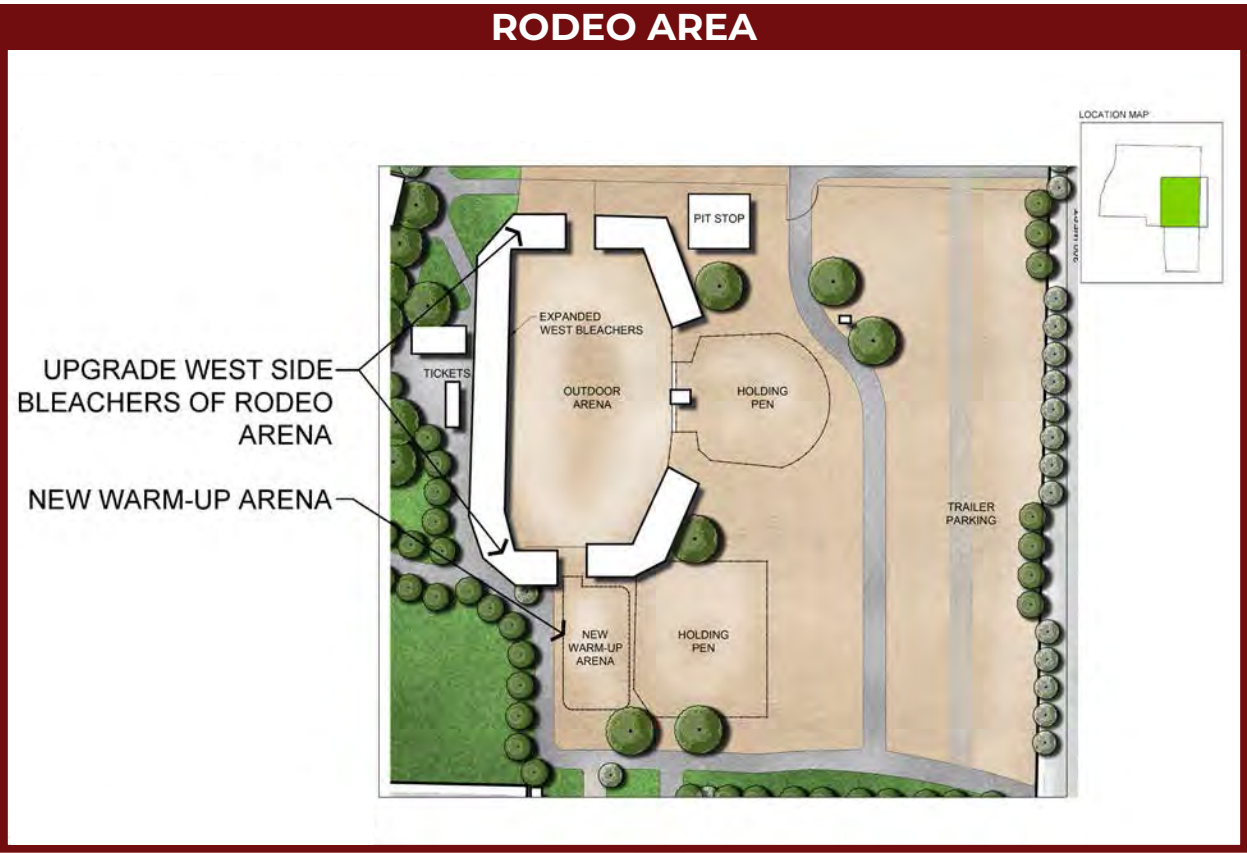
A water-wise and pollinator demonstration garden will serve as an educational tool for the citizens of Cache County and provide a beautiful entrance to the grounds from 500 west.

As drought continues to persist in the Inter-mountain West, simple measures can be taken by homeowners and commercial agencies to reduce water use and conserve the resources available to the county. This low-water garden will provide opportunities for visitors to gain a stronger understanding of the beautiful variety of plants that grow well in the region and require little water. Signage will be placed throughout the gardens to provide information on plants and their beneficial uses in the landscape.

This garden installation will take place in phases. Phase 1 will be developed on the newly acquired Armory property. Phases 2 & 3 will be carefully planned contingent upon the success of phase 1 as an asset to the community. Phase 2 will also serve as a storm water collection area.

The Cache Valley Event Center boasts beautiful architecture and truly captures the essence of Cache Valley. This new demonstration garden will frame this striking building with well maintained plantings and that pay homage to the native vegetation and nature in the area.





UPGRADE WEST SIDE OF BLEACHERS OF RODEO ARENA

Upgrade the west side bleachers of the rodeo arena by completely replacing the current stands. The new stands will wrap around at the north and south ends and increase the number of rows from 15 to 20. A steeper bleacher angle will provide better sight lines and an increased capacity. ADA accessibility improvements, seat backs, and additional covered seating will increase comfort for spectators, and provide an enhanced experience for all users. Specific plans and designs will be developed as funding and time frame permit.

NEW WARM-UP ARENA

Create a small open arena located on the southern end of the rodeo arena for the warm up of participants. There is currently no warm up area on the south end which creates a safety hazard with participants and animals entering the rodeo arena while crossing the public access to the east bleachers. An upgraded walking path configuration will also help to alleviate rodeo participant interface with spectators.



FILL THE POND

This project is currently underway and will be completed soon contingent upon material availability. The pond will be filled and leveled to provide a larger space for parking and park use. Concrete boxes for the storm water drains will be places on the site to ensure adequate drainage. Throughout this process, the water source will be relocated to the west by the fence to get it out of the middle of the proposed parking area.

PARKING AREA IMPROVEMENTS

Parking improvements were one of the main areas of focus throughout the planning process. The southern portion of the fairgrounds has served as event parking during the larger events of the summer. Vehicles enter one of the two south entrances and park somewhere in the open field that is not being used for campers. This ad hoc parking style has provided adequate parking capacity in the past, but now requires greater organization to maximize the space available.

The western portion of the parking area will be used for trailer parking. A single drive isle through the center of the trailer area will provide both pull-through and back-in parking options to maximize capacity and traffic flow.

Once the filling of the pond is complete, paved or gravel drive isles will be added to increase circulation around the parking area. These roadways will clearly delineate the areas for driving and the areas for parking.

Strategically planted trees will provide the structure and organization for the event parking. The trees can be used to organize drive lanes and parking sections of the area. Temporary tape or barricades can be used in between the trees to inform drivers of the appropriate drive/parking pattern. The trees will also provide shade and add to the park-like ambiance of the remainder of the fairgrounds.

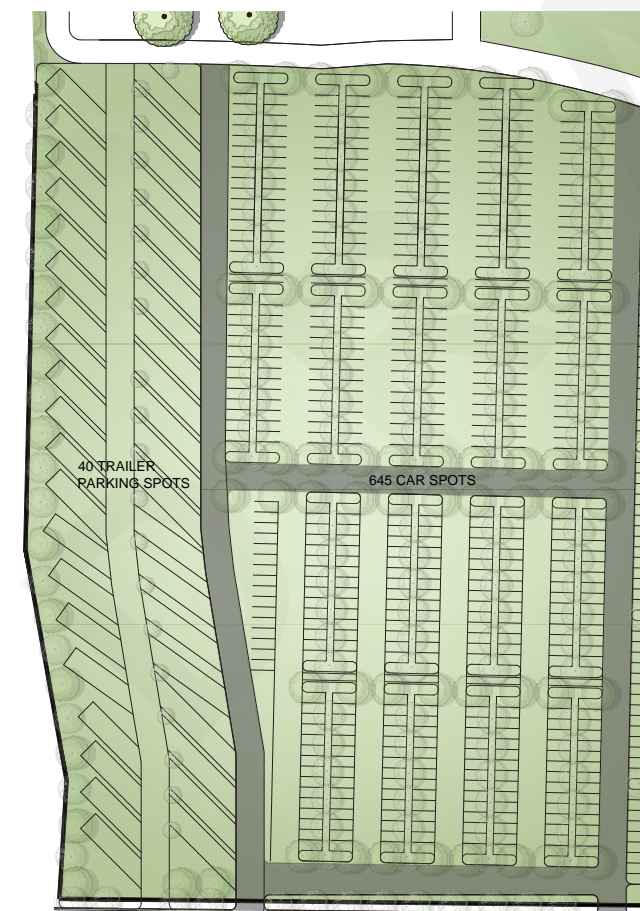


PARKING DIAGRAMS

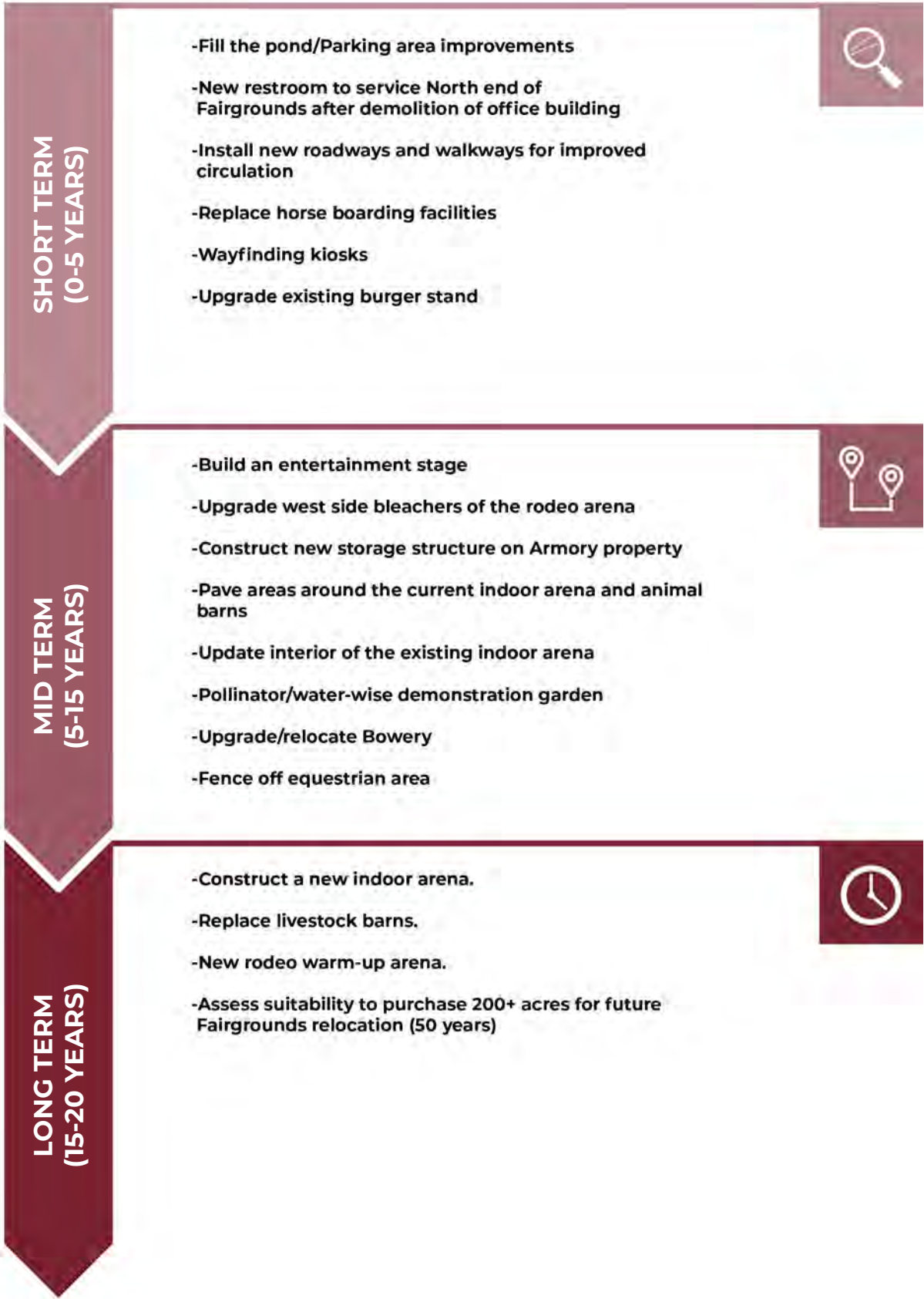
The parking solution shown below maximizes the parking capacity for the area without contributing to a heat island effect, or causing storm water runoff problems. This organic solution of keeping grass and planting new trees will ensure a natural and enjoyable amenity to be used throughout the year while also providing the organization needed during large events. If organized in an effective manner, this new parking layout will provide upwards of 600 car parking and 40 trailer parking spots.

The diagram below shows a parking layout with approximate locations to maximize the space devoted to parking. This layout helps get a rough feel for the layout and organization of the space and gives an idea of how many vehicles could fit in the location.

The images to the right are examples of grass parking areas which have been organized to enhance the usability of the area and increase parking capacity.



PROJECT TIMELINE



DRAFT



The Future of the Fairgrounds

The general outlook for Fairgrounds in the Inter-mountain West is positive (Shockley 2005). This is mostly due to strong support from the community. It is apparent that the Cache County Fairgrounds are a foundational benefit to the citizens of the County. In order to continue to serve this purpose, it is vital for the Fairgrounds to continue an exploration for improved ways to meet the needs of a growing and ever-changing population.

Short Term

In addition to the projects and improvements discussed in this visioning plan, additional utility and infrastructure updates will be ongoing. There is potential for a secondary water line to be installed through the center of the grounds that will necessitate an irrigation design and plan for how to best utilize this new system. Additional improvements to lighting, sewer, electrical access, and improved Wi-Fi must continue as technology advances and needs accelerate.

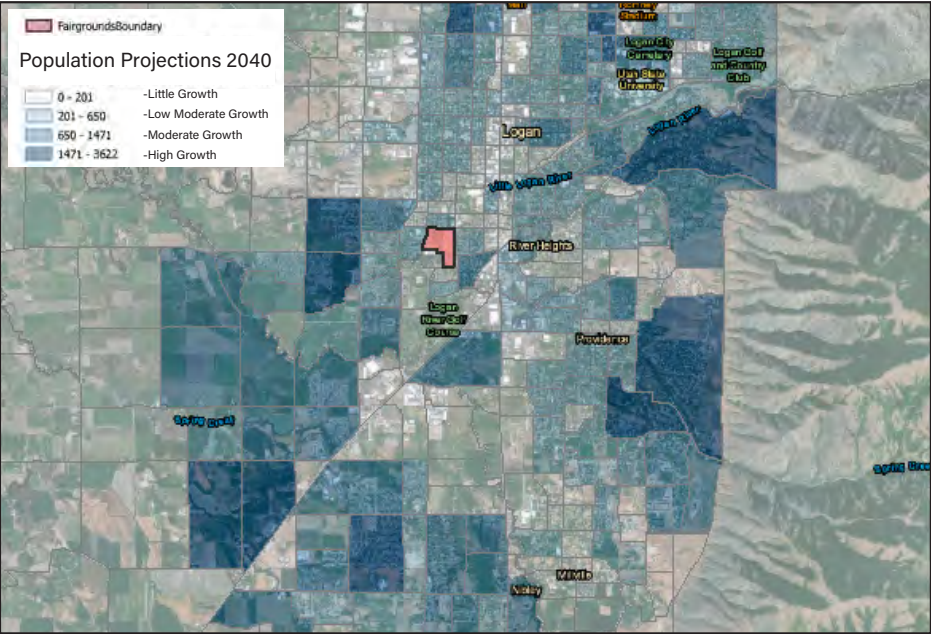
In past years, the Fairgrounds has been host to a popular disc golf course. Conflicts between disc golf and other events have caused Fairgrounds staff to reevaluate the suitability of a disc golf course within the Fairgrounds.

Implementation of the projects should begin by securing funding, plans, and contractors for the short-term plans as discussed in Ch. 6 of the visioning plan. A vital portion of setting fairgrounds plans and projects in motion is the acquisition of the National Guard Armory property just south of the fairgrounds. This acquisition has been in discussion for years and many of the projects in the visioning plan must wait until this asset is secured as part of the fairgrounds.



Long Term

The population in Cache Valley is projected to grow substantially in the next 20 years. As shown on the map to the right, much of the growth (shown in blue) is projected to take place on the outskirts of areas that are currently populated. Access to the fairgrounds and parking availability will likely become more strained and difficult to accommodate.



This indicates a need to evaluate the effectiveness of the Fairgrounds current location long-term. The survey results found in Ch. 9 illustrate how heavily utilized the fairgrounds are. While this demonstrates the importance of the grounds, it also brings to light the potential for overlap and conflict of the many activities taking place on a regular basis. Substantial demands for events and park activities particularly during the summer months brings into question the suitability of the fairgrounds current size and location long term.



PROSPECTIVE FUTURE

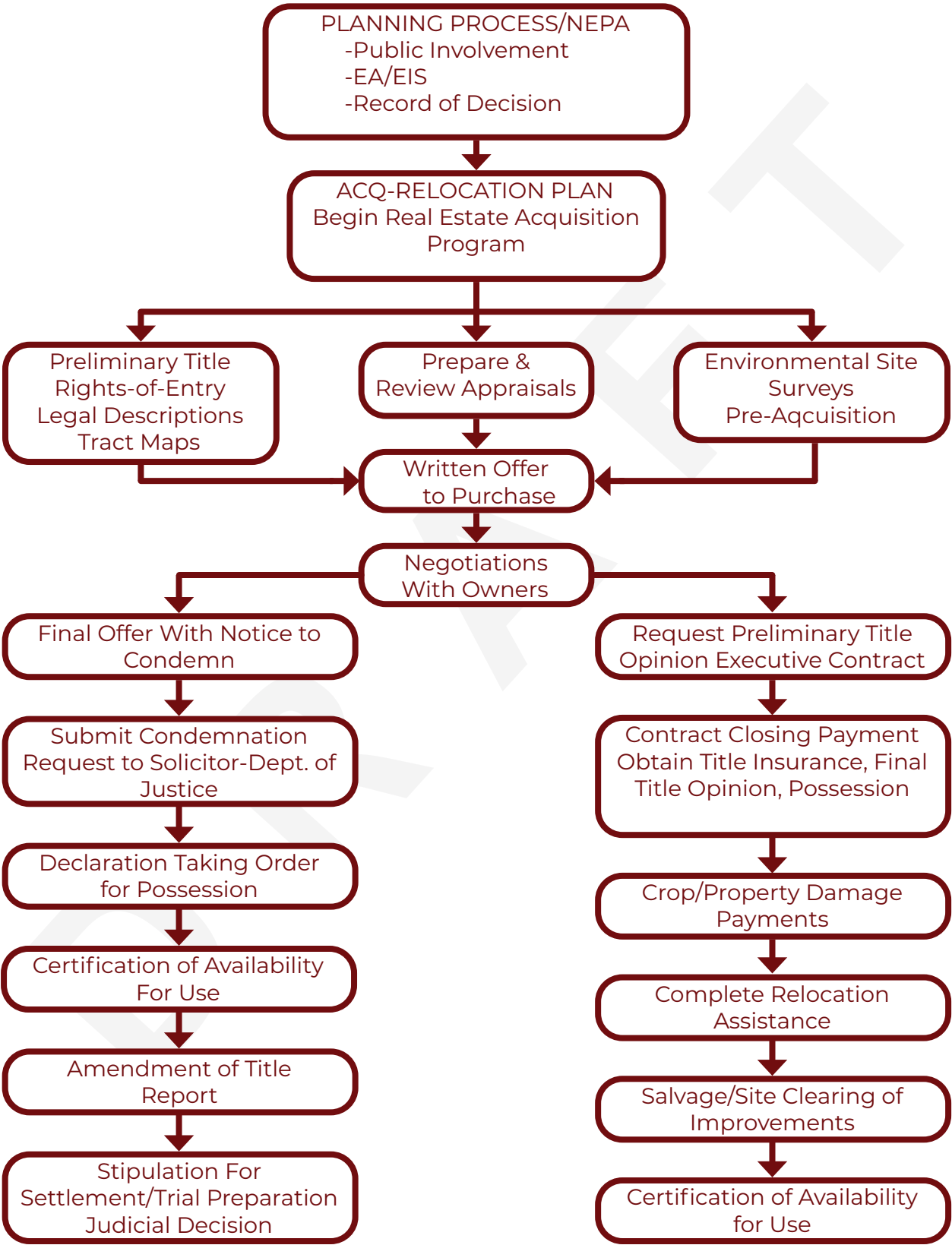
The Fairgrounds current location is iconic. It holds a strong heritage and countless memories to the citizens of Cache Valley. Within the next 50 years, the County must assess the need to begin development on a new location for the Fairgrounds. An early intervention in planning and development can allow for infrastructure to be put in place well before an actual location change would be executed. Mature trees and a strong sense of identity take time to grow. Early planning may prove indispensable in developing a future site for the Fairgrounds.

Suggested steps towards the potential future of relocating the fairgrounds include:

- Establish needs and parameters for a potential future site.
- Enlist public involvement.
- Assess feasibility of selling the portion of the fairgrounds east of the rodeo arena to fund the acquisition of a future site.
- Determine rough time frame for a potential move.
- Begin planning process for establishing infrastructure at a future site.

The land acquisition chart on the following page is based on a figure in the Land Acquisition Guidelines handbook established by the U.S. Bureau of Reclamation.

LAND ACQUISITION PROCESS



DRAFT



DESIGN CHARACTER

- All new or updated buildings/structures should match the style and feel of the Cache County Event Center.
- Preserve iconic ‘park-like’ atmosphere.

LANDSCAPING

- Preserve atmosphere by maintaining existing trees in a healthy and safe manner.
- All new non-turf landscaping areas to be planted with low-water use plants.
- Use landscape areas as storm-water management where possible.
- Reduce water use through efficient irrigation practices.

CIRCULATION & ACCESS

- Maintain and provide easy access to the fairgrounds during predictable, regular hours.
- Use way finding signage to enhance flow throughout the grounds and between buildings.
- Provide adequate pedestrian transitions between highly used spaces.
- Ensure safe circulation routes for pedestrians and service vehicles.
- All buildings and structures to be ADA accessible.

PARKING

- All parking areas should ensure appropriate storm water runoff to collection areas.
- Use landscape buffers in parking areas to minimize heat island effect.
- Provide adequate bike parking near buildings.
- Provide ADA accessible parking near high-use buildings.

SAFETY & SECURITY

The following CPTED principles should be referenced:

- **Natural Surveillance**-The concept of putting “eyes on the street,” making a place unattractive for offenders who wish to commit crime with impunity. Creating clear sightliness through street design, landscaping, lighting, and site design optimizes the potential for natural surveillance.
- **Access Control**-Refers to controlling who goes in and out of a neighborhood, park, building, and other places. Access control includes focusing on formal and informal entry and exit points in buildings or parking areas (fencing, access gates) and signifying entrance ways to parks and neighborhoods (hedging and other types of landscaping or design).
- **Territorial Reinforcement**-The concept of creating and fostering places that are adopted by the legitimate users of the space (i.e. they take ownership), making it less likely for people who do not belong to engage in criminal or nuisance behavior at that location. This can be achieved by clearly marking public, private, and semi-public areas through landscaping.
- **Maintenance & Management**- Related to the neighborhood’s sense of ‘pride of place’ and territorial reinforcement. The more dilapidated an area, the more likely it is to attract unwanted activities. The maintenance and the ‘image’ of an area can have a major impact on whether it will become targeted.

LIGHTING

- Provide adequate and appropriate lighting throughout the fairgrounds to ensure safety.
- Ensure parking areas are properly lit.
- Provide pedestrian lighting along pathways and around buildings.
- Avoid excessive glare, light trespass, and light pollution where possible.
- Provide sufficient lighting at all entrances to the grounds.

DRAFT



A. References.....72

B. ImageCredits.....74

C. Public Survey Information.....76

D. Tree Assessment.....80

REFERENCES

Adams, J. (2016, May 26). Sense of Place. The Nature of Cities. <https://www.thenatureofcities.com/2016/05/26/sense-of-place/>

Article: The Value of “Negative” Space – the Modernist Public Space of Oscar Niemeyer’s International Fairgrounds Complex - Docomomo Australia. (n.d.). Retrieved February 3, 2021, from <https://docomomoaustralia.com.au/dcmm/article-the-value-of-negative-space-the-modernist-publicspace-of-oscar-niemeyers-international-fairgrounds-complex/>

Bolitzer, B., & Netusil, N. R. (2000). The impact of open spaces on property values in Portland, Oregon. *Journal of Environmental Management*, 59(3), 185–193. <https://doi.org/10.1006/jema.2000.0351>

Capelli, M. H. (n.d.). RECREATIONAL IMPACTS ON COASTAL HABITATS: VENTURA COUNTY FAIRGROUNDS, CALIFORNIA. 21.

Carmona, M. (2019). Principles for public space design, planning to do better. *Urban Design International*, 24(1), 47–59. <http://dx.doi.org.dist.lib.usu.edu/10.1057/s41289-018-0070-3>

Carmona, M., Heath, T., Tiesdell, S., & Oc, T. (2010). *Public Places, Urban Spaces: The Dimensions of Urban Design*. Routledge.

Clements, J. (n.d.). Conserving Water Through Modular Planting Design: Water-Wise Templates for Ogden’s Residential Front Yard Landscapes. 111.

Colorado Center for Community Development (2022, May). Delta County Fairgrounds Master Plan. <https://www.deltacounty.com/DocumentCenter/View/13881/2022-Delta-County-Fairgrounds-Draft-Master-Plan>

CRSA, Fehr & Peers, Civil Solutions Group, VBFA, Sine Source. (2015, August) Campus Master Plan: Utah State University Uinta Basin. <https://www.usu.edu/facilities/files/planning-design-and-construction/USU-Uintah-Basin-Campus-Master-Plan.pdf>

Jackson, J. B. (1994). A Sense of Place, a Sense of Time. In *A Sense of Place, a Sense of Time* (pp. 151-163). New Haven: Yale University Press.

Koohsari, M. J., Mavoa, S., Villanueva, K., Sugiyama, T., Badland, H., Kaczynski, A. T., Owen, N., & Giles-Corti, B. (2015). Public open space, physical activity, urban design and public health: Concepts, methods and research agenda. *Health & Place*, 33, 75–82. <https://doi.org/10.1016/j.healthplace.2015.02.009>

Landmark Design Team (2017, March9). Summit County Fairgrounds Master Plan. <https://www.summitcounty.org/DocumentCenter/View/7246/Master-Plan---Fairgrounds?bidId=>

Logan Simpson (2016, October) The Ranch: Larimer County Fairgrounds and Events Complex Master Plan. http://onegreatcountytoplay.com/docs/The%20Ranch%20Public%20Input%20Rpt_161004.pdf

Marcus, C. C., & Francis, C. (1997). *People Places: Design Guidlines for Urban Open Space*. John Wiley & Sons.

Markin Consulting and Keffer/Overton Fairgrounds Planners, Inc. (2019, March 5). Benton County Fairground Master PlanStudy. https://cdn.saffire.com/files/ashx?t=fg&rid=BentonCountyEventCenter&f=2019_BCF_Master_Plan_Study_Final.pdf

Mehta, V. (2014). Evaluating Public Space. *Journal of Urban Design*, 19(1), 53–88. <https://doi.org/10.1080/13574809.2013.854698>

National Crime Prevention Council. (2003, October). *Crime Prevention Through Environmental Design Guidebook*. <https://www.ncpc.org.sg/images/media/CPTED.pdf>

Nause, C. D. (2013). Fairgrounds or community: A cabin owners’ perception of place [M.L.A., Mississippi State University]. <https://search.proquest.com/docview/1352785765/abstract/B9E9A5EDF6334866PQ/1>

Norton, R. K. (2008). Using content analysis to evaluate local master plans and zoning codes. *Land Use Policy*, 25(3), 432–454. <https://doi.org/10.1016/j.landusepol.2007.10.006>

PhD, G. D. R., & Bernard, M. A. (2013). *Environmental Gerontology: Making Meaningful Places in Old Age*. Springer Publishing Company.

Shockley, A. E. (n.d.). THE UTILIZATION OF FAIRGROUNDS, PAST, PRESENT, AND FUTURE IN FIVE WESTERN STATES. 166.

Siefker, S. (1994). A Master Plan for the Indiana State Fairgrounds: A Celebration of Urban Open Space Revitalization. https://cardinalsolar.bsu.edu/bitstream/handle/handle/188853/wS53_1995SiefkerScottL.pdf?sequence=1&isAllowed=y

Stevens, Q. (2007). *The Ludic City: Exploring the Potential of Public Spaces*. Routledge.

Taylor, B. T., Fernando, P., Bauman, A. E., Williamson, A., Craig, J. C., & Redman, S. (2011). Measuring the Quality of Public Open Space Using Google Earth. *American Journal of Preventive Medicine*, 40(2), 105–112. <https://doi.org/10.1016/j.amepre.2010.10.024>

Thompson, C. W. (2002). Urban open space in the 21st century. *Landscape and Urban Planning*, 60(2), 59–72. [https://doi.org/10.1016/S0169-2046\(02\)00059-2](https://doi.org/10.1016/S0169-2046(02)00059-2)

Trowell, I. (2019). ‘Anything off the bottom shelf’: Ephemeral fairgrounds and material swag. *Journal of Material Culture*, 24(3), 313–333. <https://doi.org/10.1177/1359183519836142>

Urban Tree Risk Management: A Community Guide to Program Design and Implementation. (2003). USDA Forest Service, Northeastern Area, State and Private Forestry.

U.S. Bureau of Reclamation, Reclamation Lands Handbook. (2013). Chapter 6- Land Acquisition Guidelines. Retrieved from <https://www.usbr.gov/lands/Handbook.html>

WGM Group and A & E Architects (2018, May 24) Missoula County Fairgrounds Design Guidelines. https://static1.squarespace.com/static/59bc472df9a61ebc1fe389d3/t/5b0db240562fa72bdd6d2957/1527624292578/MCFG+Design+Guidelines_May+24_Web+Version.pdf

COVER

- a. Fireworks
<https://bloximages.chicago2.vip.townnews.com/auburnpub.com/content/tncms/assets/v3/editorial/8/40/8404e961-5bd4-5ac2-921d-212f5934c13f/5ec8427c22fef.image.jpg?resize=1200%2C883>
- b. Cache County Fair Carnival
<https://www.cachevalleydaily.com/wp-content/uploads/2020/07/Cache-County-Fair-Carnival.jpg>
- c. Rodeo Flag
<http://www.orneveien.org/nikon-d700/2011-08-13-3523-cache-county-rodeo-flag-excellent.jpg>
- d. Cache County Event Center
<https://www.designwestarchitects.com/cache-county-fairgrounds>

PAGE 9

- a. Historic Buildings
https://npr.brightspotcdn.com/dims4/default/688a645/2147483647/strip/true/crop/1200x698+0+0/resize/1760x1024!/format/webp/quality/90/?url=http%3A%2F%2Fnpr.brightspot.s3.amazonaws.com%2Flegacy%2Fsites%2Fupr%2Ffiles%2F201708%2F5984f9736a74d.image_.jpg
- b. Historic Fairgrounds
<https://bloximages.chicago2.vip.townnews.com/hjnews.com/content/tncms/assets/v3/editorial/e/7d/e7dd355c-6669-5edf-b9ba-48cb9c870dc5/5984f972efeb5.image.jpg?resize=843%2C500>
- c. German POWs
<https://www.cachevalleydaily.com/wp-content/uploads/2020/02/f634f94734adbae5f4343a7bad7db56f-300x295.jpg>

PAGE 11

- a. Cache County Fair Carnival
<https://www.cachevalleydaily.com/wp-content/uploads/2020/07/Cache-County-Fair-Carnival.jpg>

PAGE 17

- a. Cache County Event Center
<https://www.designwestarchitects.com/cache-county-fairgrounds>

PAGE 51

- a. Utah State Teaching Garden
https://gardentraveler.com/content/images/wordpress/2013/03/Utah-State_Teaching-Garden.jpg
- b. Courtyard Garden
<https://extension.usu.edu/botanicalcenter/images/Courtyard-Garden.png>
- c. Low Water Garden
<https://encrypted-tbn1.gstatic.com/images?q=tbn:ANd9GcS6wGeBFwiXnJlfgdMQy9kKvTJSDIuvQCdfZ1m-1RrluJlmhr9R>

PAGE 55

- a. Sudspave Grass Install
https://www.abggeosynthetics.com/wp-content/uploads/Sudspave_Grass_Install.jpg
- b. Geoflor crop
<https://www.geoplastglobal.com/wp-content/uploads/2018/03/Geoflor-crop.jpg>

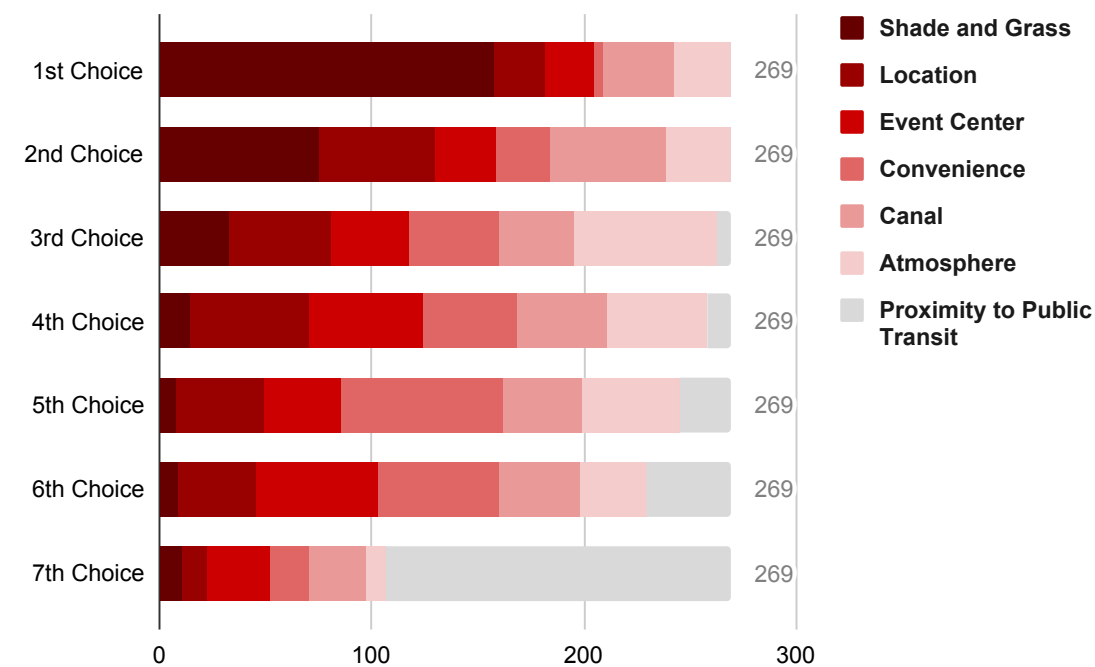
PAGE 61

- a. Spring is coming cache valley utah
<https://atto.scroller.com/spring-is-coming-cache-valley-utah-4759x2301-oc-cuz2bjzh3v.jpg>

SURVEY INFO

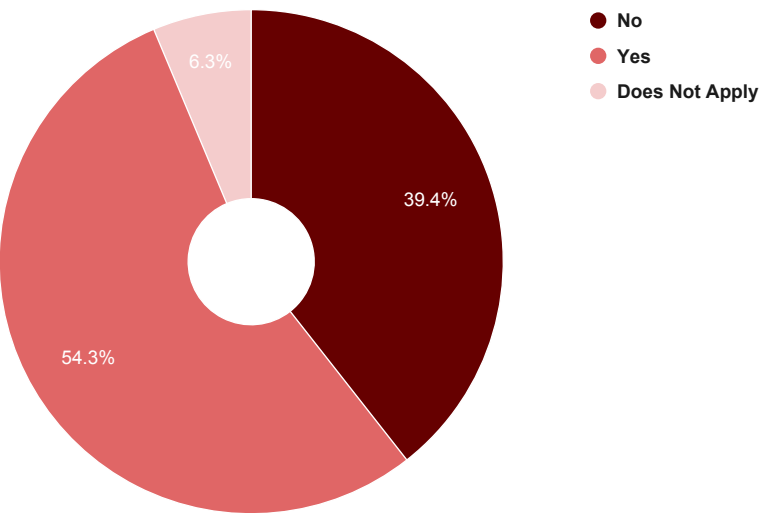
Using Google forms, a six question survey was developed by fairgrounds staff to test the pulse of the performance of the fairgrounds. Questions regarding parking suitability, restroom facilities, common uses for the fairgrounds and favorite park features led to a deeper and vital understanding of cherished amenities and opportunities for improvements. The results of this survey are presented and illustrated in the following sections.

In order of importance, rank the following 7 features of the Fairgrounds.



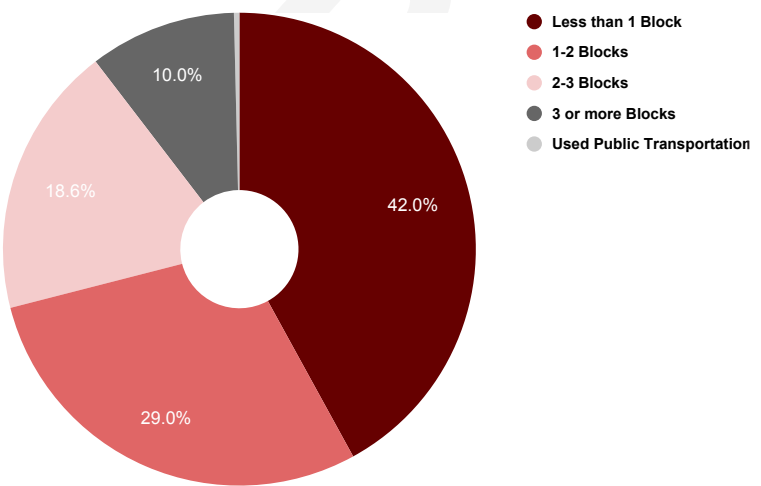
As anticipated, shade and grass ranked the highest for the most people as the most important feature of the fairgrounds. These results confirmed that the general atmosphere and environment is of the highest importance to fairgrounds users. Location and use of the Event Center are also a medium to high priority. Proximity to public transit is low priority in comparison to the other options presented.

Were you pleased with the parking situation during your visit to the Fairgrounds?



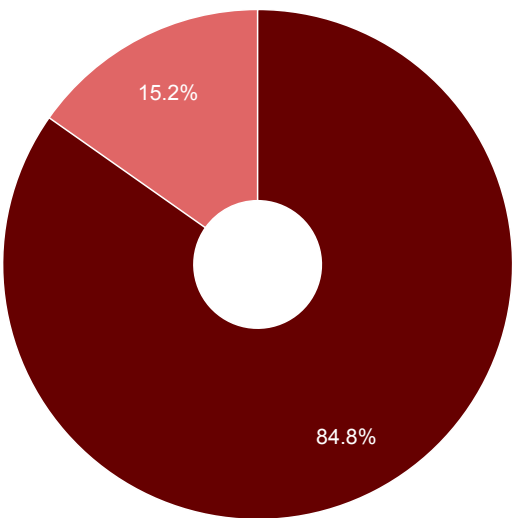
It was originally anticipated that the vast majority of survey participants would say that they were not pleased with the parking situation at the fairgrounds, especially because the survey was administered during the Fairground’s largest event of the year. A surprising 54.3% of participants said that they were pleased with the parking situation. These results led to decision making on a less intensive and more environmentally-conscious multi-use overflow parking area on the southern end of the fairgrounds.

From where you parked, how far did you walk to get to the Fairgrounds?



The fairgrounds management were pleased to confirm that over 70% of survey participants were able to park within 2 blocks of the fairgrounds. Convenient and available parking options are a high priority for fairgrounds users, especially during large events that can cause overcrowded street parking in neighborhoods surrounding the grounds. Only 10% of survey participants were unable to find parking less than 3 blocks away.

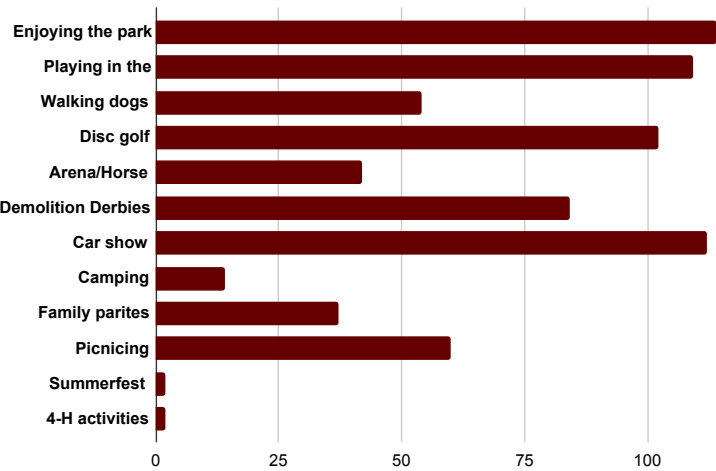
Did you find there to be adequate restroom facilities, and were they easy to locate?



● Yes
● No

An overwhelming majority of survey participants found the restroom facilities on at the fairgrounds adequate and easy to locate. With some of the changes taking place on the north end of the grounds, an additional restroom building will be added and strategically placed way finding kiosks will hopefully continue to provide fairgrounds users with a pleasant experience.

Other than the County Fair, what activities bring you to the Fairground? Select all that apply.



Enjoying the park, attending the car show, and playing in the stream were the three highest ranked activities that survey responders participated in, outside of the County Fair. Disc Golf and Demolition derbies also rank highly on this question. These results again confirm that the majority of fairgrounds users are drawn to the grounds for their natural and aesthetic amenities.