



In spring of 2024, the Gallatin County Fairgrounds held a variety of listening sessions to solicit feedback from the public and current Fairgrounds users on the existing conditions of the facility and opportunities for growth. The goal of this process was to understand the diverse interests and uses in order to guide the County and align the community’s values and goals with a strong vision for future improvements. The responses to the listening sessions, open house, and online survey represent a diversity of backgrounds and passion for this public-use space. The feedback gathered in the following document will inform the future development of the space and programming. Not all of the visions will be able to fit into these 64 acres, but the Commission and Fairgrounds staff are working to balance the needs of current users, visions for future users, and budget to envision a space that will be able to serve the most people in the best way. This space and the community it serves is special and there is so much passion surrounding it – upgrading it so that it can meet the needs of our growing community will require a village and we appreciate you being a part of that village and checking in on the process.



GALLATIN COUNTY FAIRGROUNDS

BIG SKY  COUNTRY



COMMUNITY VISIONING PROCESS

February 29 - May 6, 2024

Feedback Summary

As a central, multi-purpose space that our community has used to gather for over 100 years, the Gallatin County Fairgrounds is an important cultural destination and asset for the Gallatin County region. In order to continue holding that honored space in the lives of the community, the County has begun a process to understand how best to update and utilize this space in perpetuity.

As part of initial outreach and engagement efforts, Gallatin County Fairgrounds hosted eight topic-specific focus group meetings as well as a community open house, and asked community members to participate in an online survey.

This report summarizes key trends and themes from the Community Visioning Process. This feedback will help guide the County and align the community's values and goals with a strong vision for future improvements.

COMMUNITY VISIONING PROCESS

By the Numbers

TOPIC-SPECIFIC FOCUS GROUPS

- February 29 - March 1, 2024
- Eight (8), 1-Hour Meetings
- 50+ Participants

OPEN HOUSE

- February 29, 2024
- 5 - 7 PM
- 125+ Participants

SURVEY

- March 20 - May 6, 2024
- 1,878 Responses

Prepared by Design Workshop
For Gallatin County Fairgrounds
June 2024

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*Open House Attendees with
Historic Fairgrounds Photos*



*Open House,
10 Years from Now Activity*



*Open House Attendees,
Small Group Discussions*



*Open House,
Priorities for the Future Activity*

OPEN HOUSE

Activity & Key Themes Summary

Design Workshop and the Gallatin County Fairgrounds hosted a Community Visioning Open House from 5 – 7 PM on February 29th, 2024 to inform a new vision for the Fairgrounds.

The purpose of this open house was to understand the public's diverse perspectives related to existing strengths, challenges, and experiences at the Fairgrounds, as well as needs and ideas for the future.

Approximately 125 community members participated. Attendees were invited to share experiences, thoughts, ideas, and feedback through a range of engagement activity stations. Each activity prompt is briefly described below along with a summary of key themes and feedback points.

**See Appendix materials for larger format Open House presentation graphics.*

GREETINGS FROM THE FAIRGROUNDS!

Activity Prompt: Use the postcards provided to share an important memory from the Fairgrounds, or to write what you think the Fairgrounds will be like in 2050.

Key Themes:

- Memories: Winter Fair, 4-H, Spending time with family, Mudbog, Rodeo
- Future: community gardens and outdoor classrooms, agricultural heritage, open riding arena with memberships.



STRENGTHS & OPPORTUNITIES

Activity Prompt: Using the map of the fairgrounds provided, place a green sticker on facilities that are working well, and a red sticker on areas that need attention. Use the sticky notes provided to tell us why..

Key Themes:

- Green:
- Stock Pens and Performance Arena
 - Anderson Arena
 - Motorsports Area
 - Haynes and Ice Center

Red:

- Horse and Livestock Barns
- Wash Racks
- Sales Pavilion
- Tamarack Lot
- Maintenance Yard

Mix:

- Exhibit Buildings

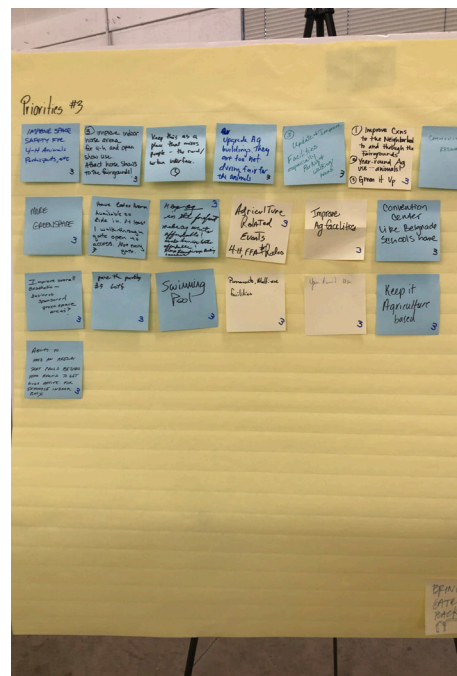
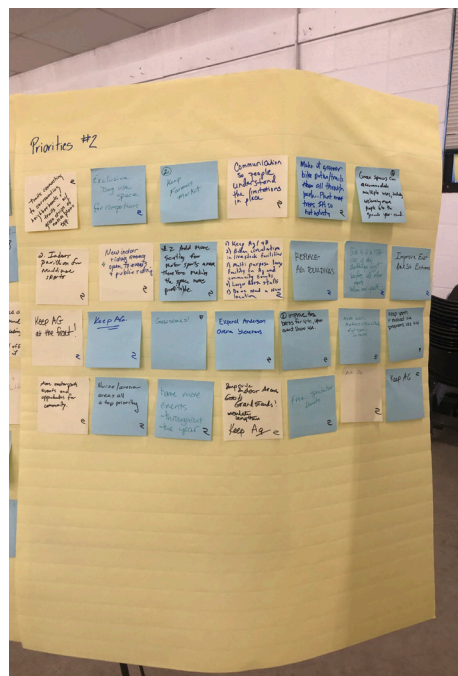
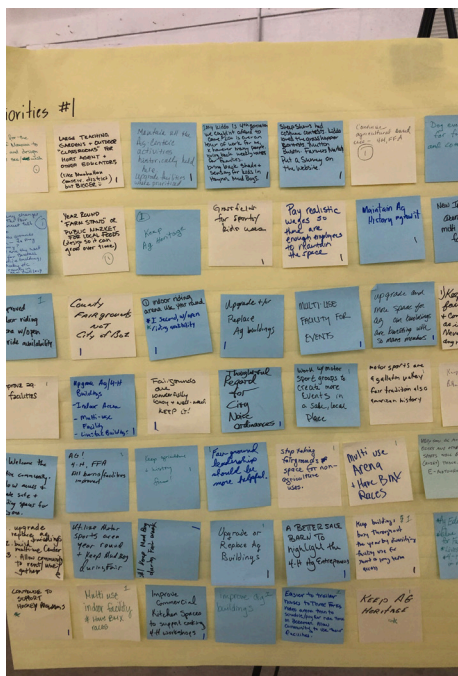


PRIORITIES

Activity Prompt: What are your top three ideas and/or goals for this site?

Key Themes:

- #1:
 - Welcome the entire community
 - Improve agricultural facilities
 - Build a multi-use center / indoor facilities for dog and equestrian events, ag events, and special events
- #2:
 - Make it greener!
 - New indoor multi-use sports facility
 - Expand Anderson Arena
 - Free spectator events!
- #3:
 - Swimming pool
 - Convention center
 - Community resources
 - Improve connections to surrounding neighborhood and pathways through site

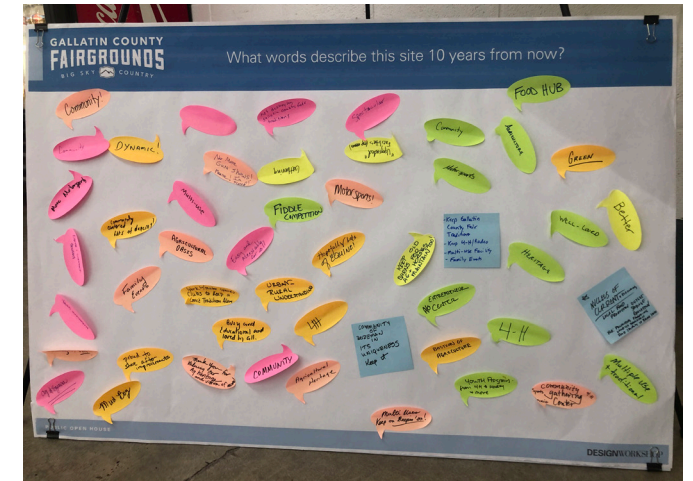


FUTURE ASPIRATIONS

Activity Prompt: What do you think the Fairgrounds will be like 10 years from now?

Key Themes:

- Community
- Gathering
- Agricultural heritage
- Spectacular! Dynamic!
- Multi-Use
- Motorsports, Mudbog



IMPROVEMENT & IDEA CATEGORIES

Activity Prompt: Use the category stickers and map provided to indicate areas of attention. Sticker Categories: Site Improvement, Building Improvement, Fair / Rodeo Improvement, Space Works Well Today, Circulation Improvement, Idea For This Space, Invest / Prioritize Improvements.

Key Themes:

- Invest / Prioritize Improvements:
 - Site Improvement: Maintenance Yard, Tamarack Lot, Oak Lot, Camping Areas + (Site Improvements w/out investment priority: Denecke Park)
 - Building Improvement: Horse and Livestock Barns, Wash Racks, Sales Pavilion, Exhibit Buildings
- Fair / Rodeo Improvement: Pens and Performance Arena, Anderson Arena
- Space Works Well Today: Anderson Arena, Ice Center, Haynes Pavilion, Motorsports Area, Heroes Field, MSU Extension
- Circulation Improvement: Oak Lot, East Oak Entrance through to A-Gate (including pathways for pedestrians and bikes)
- Idea For This Space: Treasure State Lawn, Denecke Park





Focus Group #2
Youth (4-H) and
Small Animal Programs



Focus Group #3
Equestrian and
Large Animal Programs



Focus Group #7
County Commissioners and
Administration



Focus Group #8
Regional Partners

FOCUS GROUPS

Feedback Summary

Design Workshop and the Gallatin County Fairgrounds conducted eight focus group sessions from February 29th to March 1st to inform a new vision for the Fairgrounds. The goals were to engage with a diversity of groups within the community, and to gain a deeper understanding of concerns, opportunities, values and needs, and gather input about what is working, where to make improvements, and potential strategies. Over 50 people participated, including invitees considered subject matter experts in their respective fields, key stakeholders on various topics, Gallatin County Staff, County Commissioners, and community members.

The planning team gave a brief presentation describing the project's purpose and next steps. This was followed by open-ended questions focused on a series of discussion topics to get a better understanding of perspectives, opportunities, and challenges for each of the eight focus groups:

1. Community Serving Events
2. Youth (4-H) and Small Animal Programs
3. Equestrian and Large Animal Programs
4. Athletic Organizations and Events
5. Trade Shows and Commerce-Oriented Events
6. Operations and Maintenance
7. County Commissioners and Administration
8. Regional Partners

The key overall takeaways from each focus group session are summarized below.

1. A community Hub: The Gallatin County Community values the Fairgrounds as a key gathering place for civic, social, and cultural events and meetings, and is passionate about preserving and restoring the site for future generations.
2. Highly Valued Location: The location of the Fairgrounds is highly unique and the proximity to downtown Bozeman is an asset of the site.
3. Multi-Use and Flexible Spaces:
 - The Exhibit buildings and Haynes Pavilion are some of the few large, flexible programming and event spaces in the County. Because Haynes is used for ice sports in the winter, it is only available for event rentals for a small portion of the year. There is a high demand for affordable, large, indoor event spaces. Instead of the existing facilities, which break event space up into five buildings, the community would like to see a larger building with contiguous event space that can be reconfigured and sectioned off for small to medium size events as needed.
 - Given the range of events that take place at the Fairgrounds on a daily, weekly, monthly, and annual basis, multi-use facilities are key to the future success of the site. Many focus groups discussed the need for flexible building components and infrastructure, such as airwalls and panel stalls that are easy to reconfigure as needed.
4. Overdue Repairs and Upgrades: Across all focus groups, participants agreed that the existing facilities are outdated, in disrepair, and built in a haphazard configuration. Participants feel that new barns/livestock facilities, an indoor arena, meeting space, camping amenities (S&O), parking, and improved signage / circulation are all priorities for investment. Supporting facilities, including restrooms, kitchen space, storage, and shower facilities were a priority during many discussions as well.
5. Site Safety: Safety and Security, including fencing for the site to keep animals in safe and appropriate areas, the need for improved indoor sprinkler systems, and the potential for security cameras to help discourage damaging behavior and misconduct on site, were mentioned as priorities for multiple groups.
6. Reservation Policies: The need for a new and improved approach to reservations and fee structures was discussed across many groups.
7. A Community Asset: General consensus is that the Fairgrounds is first and foremost a community asset, and that it needs to maintain affordability for local community uses.
8. Revenue Opportunities: Additionally, participants discussed opportunities for growth and revenue generation, which included event rentals for larger regional events and programs, the opportunity to attract additional campers and tourists with improved camping facilities, and the potential to host more specified events at the regional and state level, given the standardization of facilities. Some of these more specific events included dog agility trials, statewide equestrian events, particularly for the reining community, and roller derby events.
9. Funding: Participants agreed that there is a high level of support for revising the site, but that funding is an issue. There is a general concern about funding, in terms of generating enough funding to redevelop the site, as well as the methods used for funding. Participants expressed concern about private public partnerships because of the potential for the site to be disjointed both in physical form as well as in policies and management, based on a variety of private investment and varying degrees of private involvement. Participants discussed that it will be essential to have funding sources tied to a specific comprehensive and strategic plan.
10. Green Space: Improving curb-appeal and increasing green space, pathways, and trails for a more park-like setting is a priority for many groups.

The table below summarizes key themes discussed and shows overlapping discussion topics and needs that were prioritized across groups.

Topics Of Discussion + Needs / Opportunities for Improvement	Community Events	4-H + Small Animals	Equestrian + Large Animals	Trade Shows	Athletic Events	Operations + Maintenance	County Commissioners	Regional Partners
VENUES								
Large, Multi-Use, Conference Space	X			X		X	X	X
Educational Programming + Meeting Spaces		X			X			X
Large, Multi-Use Facilities for Animal Prog.		X	X					
Multi-Use Open Space – Outdoor		X	X					
Concert Venue – Indoor								
Concert Venue – Outdoor	X							
Indoor Arena		X	X			X		
Outdoor Arena			X			X		
Barns for Livestock	X	X				X		
Facility to Replace the Sale Barn		X	X					
Horse Barns / Stalling			X					
Indoor Dog Agility Facility		X						
Indoor Sports Facility					X	X		
Aquatics Center							X	
Park Space & Trails, Outdoor Gathering/Flex	X						X	X
SUPPORTING FACILITIES + SERVICES								
Commercial Kitchen / Catering Spaces	X	X				X		X
Restrooms (Especially for Special Events)	X							
RV / Camping Facilities		X	X			X	X	
Shower Facilities		X						
Parking	X	X		X	X	X		
Landscaping, Green Space, Curb Appeal	X	X				X		
Arts + Culture	X							
Storage Facilities						X	X	
Transit & Connectivity							X	X
OPERATIONS + POLICIES								
Vendor Policies (Esp. Food Trucks)	X			X		X		
Alcohol Policies	X			X		X		
Staffing for Event Set-Up / Breakdown	X			X		X		
Booking Systems + Reservation Policies	X			X		X		
Rental Rates	X	X		X		X		
Signage + Circulation	X	X	X	X	X	X		
Safety + Security		X	X	X		X		
Technology (AV, Wi-Fi, Phoneline for Rentals)	X	X		X		X		
S&W	X	X		X		X		
Electricity			X	X		X		
VALUES								
Agricultural Heritage & Culture		X	X		X	X	X	X
Gathering, Sense of Place, Belonging	X	X	X	X	X	X	X	X
Diversity	X		X					X
Affordability	X			X	X	X	X	X
Connectivity		X				X	X	X
Civic Pride	X						X	X

GROUP 1: COMMUNITY SERVING EVENTS

Thursday, February 29th, 2024 // 8:30 AM - 9:30 AM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 15 people invited to the Community Serving Events Focus Group and eight (8) people participated in person. The purpose of this discussion was to understand how to better serve community-facing events and activities, such as dances, concerts, commercial events, fundraisers, and carnivals at the Fairgrounds. Topics focused on site-specific strengths and challenges at the Fairgrounds, including how the facility fulfills current needs and ideas for improvements that would make the site function better for user-groups in the future.

Values:

- The Fairgrounds property is one of the most accessible venues in the county (proximity to downtown/ biking/walking/bus routes/cars).
- The Fairgrounds has a wide range of venue options and the capacity to meet diverse needs of different groups.
- Participants appreciate the diversity of events that are able to occur at the fairgrounds at one time.
- The Fairgrounds serves a need for large events and is one of the few places in the county with 700+ person capacity.

Desires:

Indoor

- Would like sprinkler systems for indoor event facilities to increase capacities for events with alcohol.
- The indoor facilities are used for large, complex events, and there are existing limitations due to space constraints. The size no longer accommodates the events / user groups that have grown over time. Participants would like to see a large event space that can accommodate 1,000+ people for a seated dinner.
- It is also important to keep some small spaces for more intimate gatherings.

Outdoor

- There is a significant need for better signage and circulation patterns onsite. Additionally, participants would like to see signage that can be changed for each event, such as digital boards.
- In addition to signage, participants would like to see each facility (outdoor destinations and buildings) registered with google maps to make navigation easier.

Other

- Would like to resolve the discrepancies between capacities online vs. those posted in event spaces.
- The food truck fee (currently 17%) needs to be removed from policies. It was initially implemented because the Fairgrounds were going to create their own F&B operations, which would service events onsite. Those concepts were not implemented, so the food trucks and other vendors that serve food onsite are not directly competing with the service that the Fairgrounds provide. Event managers are paying vendors \$100-\$200 just to guarantee they will show up for events.

Big Ideas:

- **ARTS, CULTURE, & CURB APPEAL:**
 - GALLATIN COUNTY VALUES: art, outside space, and community.
 - "DESIGN A PICTURE OF WHAT BOZEMAN'S ABOUT." "MAKE THE FAIRGROUNDS THE 'MUST SEE' DESTINATION OF BOZEMAN AND GALLATIN COUNTY."
 - Visit the Native American Center on Campus for history, context, and design inspiration.
 - Incorporate art into sides of buildings.
 - Create a dedicated Veterans Row at the front of the site with flags and signage.
 - Currently, people come to the Fairgrounds for activities and events, but there is no reason to be there otherwise. The future of the fairgrounds should be centered around vibrant, public spaces that attract people to visit and use the site formally and informally. Design should be place-based and representative of a collective memory of being there.
- **LANDSCAPING & OUTDOOR COMFORT:**
 - GREEN SPACE: Need less dirt, which isn't cohesive with the urban environment and more green / usable space.
 - COMMUNITY GARDEN: Would like to see a space that supports community programs and beautifies.
 - WATER CONSERVATION: Design landscaped areas to be drought tolerant, low maintenance spaces.
 - SHADE: There are no shaded areas in the summer, and events happen outside during most months of the year. There is a need for seasonal shade options that can be removed in the winter and installed in the summer.
- **PARKING:** Need improved parking facilities with better capacity and circulation. Parking lots are currently chaotic and lack organization, which causes issues when people are parking and all trying to leave at once.
- **RESTROOMS:** Currently, large events depend on Port-o-john's for restroom facilities, which don't meet the expectations of clientele. Participants would like to see bigger and better bathrooms distributed throughout the site.
- **CONCERT VENUE:** There are significant issues with noise from concerts and complaints from adjacent neighborhoods. Design a new outdoor facility that directs sound towards Oak, away from residential areas. MSU Fieldhouse and the ELM would be the only competitors. General consensus is that Bozeman desperately needs a new concert venue.
- **RENT:** there are concerns about new facilities driving rental rates up, which will negate the point of the Fairgrounds as a community hub for local events and programs.
 - Consider a new rate structure: local rates vs. regular vs. non-profit.
- **TECHNOLOGY:** Improve power, wi-fi, AV, and online experience.
- **LIVESTOCK BARNs:** Renovate and expand the footprint of the livestock barns to accommodate programs that have grown.

GROUP 2: YOUTH 4-H AND SMALL ANIMALS

Thursday, February 29th, 2024 // 10:00 AM – 11:00 AM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 16 people invited to the Youth 4-H and Small Animals Focus Group and fourteen (14) people participated in person. The purpose of this discussion was to understand how to better serve organizations that conduct events and activities on site geared towards smaller animals and livestock. Topics focused on small animal facilities, including site-specific opportunities and challenges for youth (4-H) programs and dog clubs and agility programs. We will discuss the overlapping and divergent needs of these groups and how to best accommodate existing and future activities through aligned site programming and design.

Values:

- Location. The fairgrounds give the agricultural community a place near town and connect the larger community with agricultural roots, identity, and history.
- It is an easy place to come walk your dog.
- It has ample parking.
- The variety of activities and events provide immense value to the community.
- It serves as a HOMETOWN CENTER.
- FFA uses the space year-round.

Desires:

Indoor

- The buildings are outdated.
- There are too many small buildings with singular and limited uses.
- The many multi-use spaces that do exist mix indoor/outdoor and clean/messy programs and activities.
- There is a need for catering spaces to support events.
- Better quality and larger capacity educational programming spaces are needed to accommodate various group needs.
 - Currently, 4-H programs are renting hotel meeting spaces for programs and are using gathering spaces at local breweries to run programs. Master gardening programs are capped at 25 people a year due to space restrictions. General consensus among participants is that there is no such thing as an educational programming facility that is too large. Meeting needs include space to accommodate 68 children and their chickens for workshops and presentations. Acoustics are crucial considerations for future design as well as space layouts, and materials that are easy to clean and maintain.

Outdoor

- Better camping facilities are needed.
- The current layout feels haphazardly built over time. There are issues with circulation, flow, and signage.

Other

- Keep the fairgrounds in its current location. Relocation of the fairgrounds was considered in the 1990's. The facility was not moved because it was determined that the location is essential to the success of the Fairgrounds. Participants stated that the central location helps educate more people and drive more traffic

to the fairgrounds.

- Participants discussed the heavy use of the existing facilities and mentioned that it will be essential to phase redevelopment and prioritize overdue maintenance while new facilities are being built.
- There were also concerns about current rent increases, despite facility conditions not improving.

Big Ideas:

- **A DOG AGILITY FACILITY:** The dog agility clubs are currently using the livestock buildings all year round, which generates revenue, but there is a desire to maintain certain spaces for community uses throughout the year and balance those needs with the needs of revenue generating programs.
 - A dedicated dog agility facility needs to be a minimum of 80' x 200' in order to accommodate course set-up. The ideal size for a dog agility facility is 100' x 120', not including crating and other facilities. Trial events are held in January, March, August, and September, and all of them attract campers except the event in January.
- **CAMPING:** Better camping facilities with S&W hook-ups are critical.
- **SHOWERS:** New and separate shower facilities for kids/adults/patrons/staff are desperately needed.
 - Participants noted that if all camping facilities had S&W hook-ups, that onsite shower facilities for staff only would be sufficient.
- **SAFETY & SECURITY:** Security is an active issue. Windows are getting broken, and items are being stolen out of barns regularly. Additionally, doors do not provide substantial barriers to people getting into facilities or to animals getting out. There are existing safety concerns related to this, including risks of animals getting out of barns and going to neighboring properties.
 - There is a need for the following interventions to mitigate these issues:
 - Improved doors and windows for buildings.
 - Security cameras.
 - Fencing around facilities that house animals.
- **MULTI-USE OPEN SPACE:** Participants desire a multi-use open space, and specifically mentioned that the mudbog area could be better used.
- **EVENTS CONCIERGE:** Participants expressed the desire for a dedicated phone line that would be available for assistance when event rentals were taking place.

GROUP 3: EQUESTRIAN AND LARGE ANIMAL PROGRAMS

Thursday, February 29th, 2024 // 11:30 AM - 12:30 PM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 9 people invited to the Equestrian And Large Animal Programs Focus Group and eleven (11) people participated in person. The purpose of this discussion was to understand how to better serve large animal / livestock events and activities as well as equestrian programs. Topics focused on large animal facilities and spaces, including site-specific opportunities and challenges for large animal/livestock programs and equestrian programs, the overlapping and divergent needs of these groups, and how to best accommodate these activities through aligned site programming and design in the future.

Values:

- Big and diverse audiences attend events at the fairgrounds.
- Gallatin County has one of the richest histories in agriculture in the valley, and it is uncommon to have a facility like this so close to a major downtown area.
- Programs are widely supported by the existing local business.

Desires:

Indoor

- The indoor arena is unusable, so horse programs are currently renting other facilities throughout the region, none of which are fully suiting their needs.
- Arena issues would largely be solved by making it an equestrian only facility. Currently rodeo owners and managers do not allow children to access holding areas because they are too dangerous.

Outdoor

- There is room to reconfigure circulation patterns, including plans for containment areas, flow, ingress, and egress. These need to be addressed with particular attention to the needs of the rodeo and fair.
- The outdoor arena has terrible footing that has never been replaced.

Other

- The current electrical capacity does not support the level of use, which poses a safety issue to humans and animals.
- The existing livestock barns need to be replaced. Veterinarians have expressed concerns about the conditions of livestock barns during events as they are unsafe for animals.

Big Ideas:

- STATEWIDE STANDARDS FOR EQUESTRIAN EVENTS:
 - FLEXIBLE STALLING: Temporary stalling for 100 horses: Participants collectively agreed that prefab stall panels would be the best solution to addressing the stalling needs for the rodeo and fair. This would accommodate larger animal needs for select events and would allow the space to be used for different purposes during other times of the year.
 - A NEW INDOOR ARENA: With the addition/replacement of stalling facilities and an indoor arena, the Fairgrounds would meet Statewide Standards for Equestrian Events.
- THE SALE BARN AND OUTDOOR ARENA: These facilities no longer accommodate the needs of the sale that takes place on Friday night of the Fair. Currently, a large tent is set up to accommodate these programming needs and capacity, but a new facility is needed for this event.
- A MULTI-USE COMMUNITY SPACE: Participants feel that this is one of the only facilities of its kind with proximity to a downtown area, but no multi-use large community space.
- SAFETY AS A PRIORITY: Priorities for improvements include the following:
 - Replace outdated, dangerous facilities.
 - Prioritize logistics including load-in and load-out of animals, and with particular attention to children, and ADA needs.
 - Related to this is the existing wash rack facility. Currently to get in and out of the wash rack area, children have to walk with their animals through the general public.
- CONFIDENCE FOR FUNDING: There was general consensus that the community is supportive of the Fairgrounds and its programs. Participants felt that a 10+ year plan was needed to show the progression of projects and planned improvements. The community is confident that there is plenty of funding and an eager and supportive community. They felt that once they get the green light to actually do the projects, that the funding will come through.

GROUP 4: TRADE SHOWS AND COMMERCE-ORIENTED EVENTS

Thursday, February 29th, 2024 // 1:00 PM – 2:00 PM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 4 people invited to the Trade Shows And Commerce-Oriented Events Focus Group and three (3) people participated in person. The purpose of this discussion was to understand how to better serve commerce-oriented events and activities, such as trade shows at the Fairgrounds. Topics focused on site-specific strengths and challenges for events held at the Fairgrounds, including how the facility fulfills current needs and ideas for improvements that would make the site function better for user-groups in the future.

Values:

- Haynes Pavilion is a valued asset by many groups and event organizations; however, it is only available for use during summer months when hockey is not in season.
- The Fairgrounds is one of the few venues where large events are possible throughout the region. The Fieldhouse at MSU was the only mentioned competitor.

Desires:

Indoor

- Attendees expressed the need for more contiguous event space, saying that:
 - The community is desperate to book large spaces quickly and often because there are very few options throughout the city, region, and state.
 - Bozeman is primed to have more event spaces, considering the current growth and evolving hospitality market.
 - The existing four exhibit buildings limit use, layout options, and flow for large events.
 - Haynes Pavilion is better, but unavailable for most of the year.
 - See specific recommendations for a large event space under “Big Ideas.”

Outdoor

- Participants suggested adding a space for events outside of Haynes Pavilion.

Other

- Participants discussed a desire for more and different operational support options, which varied by event type, individual preference, and facility. For example, some event hosts appreciate being given keys to facilities with the responsibility to open, maintain facilities such as restrooms while in use, and lock-up at the end of events. Others would prefer to have Fairgrounds Staff take on those responsibilities and associated liability and would be willing to pay additional reservation fees to have a more “hands-off” experience.
- Many corporate events and trade shows have limited windows of opportunity to host their events throughout the year as they must coordinate with other regional trade shows throughout their given industry. Participants would like to see revised policies and procedures for reserving event spaces, particularly for large, recurring, annual events. Suggestions included:
 - A private calendar that the Fairgrounds staff would maintain to keep track of annual events and programs. This would be used by staff as a reference tool when inquiries and requests for new event rentals are received. Events that are in good standing with the fairgrounds, and that have a history

of booking on the same dates annually, would receive “first right of refusal” before the Fairgrounds would move forward with booking a new event within the same facilities and date(s).

- For event planners that are less restricted by related events throughout the region, allow them to contract multi-year reservations for the same dates and same facilities each year.
- Enable event managers to place “holds” on potential dates up to a year in advance and book six-to-eight months out.
- Determine which events get to book and when through a systematic prioritization strategy. This may be based on a variety of factors, including tenure as an event host at the fairgrounds, the potential event’s community impact, the type of event and its alignment with the vision and values of the Fairgrounds, etc...

Big Ideas:

- **A CONFERENCE CENTER:** The Fairgrounds should have one large, contiguous event space, with the ability to section parts of it off for small and medium size event needs. Participants noted the following related to design:
 - Haynes Pavilion has multiple garage doors and currently functions well for many vendors to load-in and load-out efficiently.
 - Haynes Pavilion only has electrical connections around the perimeter of the facility. If a new facility is built, participants would like to see better electrical connections distributed throughout the venue to increase the options for layouts and capacity.
- **OPERATIONS:** Participants shared the following recommendations and ideas for event operations:
 - Improve wi-fi for event facilities.
 - Create a preferred vendor list for catering, event rentals, AV, and additional event vendors as needed.
 - Offer a list of “add-ons” for event venue rentals at the time of booking. For example, add-ons could include outdoor heaters, shade structure, picnic tables, and other event items that the Fairgrounds has onsite.
- **CRITICAL SUCCESS FACTORS:** Participants discussed that the following strategies and approaches would be critical for success if the Fairgrounds moves forward with a master planning process:
 - Consistent and thoughtful communication efforts to maintain community involvement, trust, and support.
 - Funding that does not directly or indirectly favor or prioritize the “ownership”, “rights”, and “use” of particular facilities. Participants warned that in the past projects have been funded on an individual basis and have been funded by groups and individuals that have a specific interest in the given program and/or facility. As a result, certain groups feel a sense of ownership over the facilities that they primarily use, which limits potential other uses.
 - Partnerships with the local hoteliers and the CVB will be essential to support larger events and the needs of large groups of business travelers.

GROUP 5: ATHLETIC ORGANIZATIONS AND EVENTS

Thursday, February 29th, 2024 // 2:30 PM - 3:30 PM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 7 people invited to the Athletic Organizations And Events Focus Group and five (5) people participated in person. The purpose of this discussion was to understand how to better serve athletic organizations and events that use the Fairground facilities, or that would like to use them in the future. Topics focused on site-specific strengths and challenges for conducting events at the Fairgrounds, including how the facility fulfills current needs, improvements that would make the site more appealing for existing annual user-groups, and how these updates may accommodate groups that desire to use the site in the future.

Values:

- Participants agreed that the spaces used for athletic events and programs are affordable and functional.

Desires:

Indoor

- Haynes Pavilion and the Ice Barn are often booked at the same time, and there is a lack of space for medium-sized events. Participants discussed that it is difficult to meet the needs of medium-sized events and sports that require slightly less room than what is available in Haynes Pavilion. Attendees also felt that Haynes Pavilion is oversized for some community events such as the Holiday Market. They suggested that a medium-sized facility with capacity slightly smaller than Haynes would help grow and develop sports programs the Fairgrounds and would also increase opportunities for event.ic recommendations for a large event space under “Big Ideas.”

Outdoor

- There are circulation issues throughout the site, and there are congestion and visibility issues around the curve by the ballpark.
- Better signage is needed.

Big Ideas:

- **PARKING:** Currently, the largest games attract ~1,000 people to the site, but they are anticipating up to ~1,800 people in the future. Given that the parking facilities at Haynes Pavilion are already full all day, there are concerns that the current parking capacity will be insufficient in the future. Participants discussed existing plans to create a parking lot immediately adjacent to the north side of Haynes Pavilion over what is currently Denecke Park.
- **ROLLER DERBY AND CURLING:**
 - There is significant interest in the roller derby program with practices occurring twice a week for 9-10 months out of the year. Many competitive facilities for roller derby have been adapted to host pickleball, making the Fairgrounds one of the few remaining roller derby spaces. A minimum of 12,000 square feet (without pillars or obstructions) is needed to support a regulation-sized track, which would allow games to be hosted year-round.
 - Similar to roller derby, curling needs a facility with 10,000 – 12,000 square feet. With proper shaping to accommodate both sports, roller derby and curling could share a facility. The curling community feels that it is very difficult if not impossible to expand the curling program locally because they are at capacity and do not have dedicated ice for curling. Some of the closest facilities with dedicated curling ice are 300-400 miles away.
- **THE WINTER FAIR:** Bring back a wintertime community event with hockey games, snowmobile competitions, etc.
- **MULTI-USE RECREATION:** Create a multi-use indoor sports facility with a range of opportunities for sports and rec, including a swimming/aquatic center, a rock-climbing wall, and space for conventions and tournaments.

GROUP 6: OPERATIONS AND MAINTENANCE

Friday, March 1st, 2024 // 8:30 AM - 9:30 AM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 5 people invited to the Operations And Maintenance Focus Group and five (5) people participated in person. The purpose of this discussion was to understand existing use-patterns of the site and associated impacts on current staffing, maintenance, and operations for the Fairgrounds. Topics included strengths and challenges in operations, maintenance, and safety; priorities for improvements; efficiencies to be gained in day-to-day operation; and how the facility can better serve the region as a whole.

Values:

- Despite the condition, there are a variety of facilities onsite, which provides the community with about 27 different spaces to choose from for events and programs.
- There are good working relationships between team members.
- The location of the site, being visible from the interstate and town, is an asset.
- There is a strong desire to keep the fairgrounds a community space for entertainment and recreation.
- The site has a lot of underutilized acreage, which represents opportunity to grow and improve use and function.

Desires:

Indoor

- Of all the structures onsite, the barns and indoor arena are most concerning to staff. Given their age and condition, they are nonfunctional and pose a safety risk.
- The need for a commissary kitchen is increasing.

Outdoor

- Staff would like to make the maintenance yard more useful for the future. It has enough space, but the buildings are antiquated and do not allow them to maintain equipment at the level of quality that they would like.
- Staff would like to see more, usable, higher quality green spaces throughout the fairgrounds.
- Staff are currently in the process of acquiring a grader to help with maintenance. Currently, they are spending large amounts of time fixing roads and grading with a box blader, which they feel is inefficient.

Outdoor

- The fairgrounds maintain a variety of props for events, such as barricades, picnic tables, and bike barricades. These are stored in the maintenance yard area along the southwestern edge of the site but have to be moved across the site to the exhibit halls for events. Staff feel that it would be useful to have an event prop storage facility in a central location onsite. This would be more efficient for storage and would also help maintain the condition of the props. They are currently getting damaged and are subject to wear and tear every time they get transferred from one side of the site to another.
- Staff expressed concerns about the current reservation processes including multiple steps, which staff feel are inefficient and redundant, creating many opportunities for human errors and mistakes.
 - Currently, all contracts for event rentals are manually typed and then uploaded to the server. Staff is interested in a system that integrates booking, contracts, and calendar availability.
 - Additionally, staff mentioned that managing RV rentals takes a considerable amount of time due to analog systems. They would like to have an online reservation system for RV rentals and a new system for check-in and check-out.
- Staff would also like to have better advertising and marketing strategies for their own events as well as customers' events.
- Onsite, staff would like to have electric signage that would be easy to change and customize for each event.

Big Ideas:

- STRATEGIC PLANNING:
 - Staff are interested in elevating the quality of the product that is being offered at the fairgrounds.
 - They acknowledged that a strategic planning process would address many of their current concerns by creating a foundational structure that they can use to guide decisions and build programs.
 - Participants discussed the following needs:
 - Mission, vision, and values statements for the organization.
 - Goals, strategies, policies, and procedure linked to the mission, vision, and values.
 - Policies must include community standards and guidelines and protocols for acceptable behavior onsite.
 - To better serve potential customers, they would like to have one master sheet online with all building capacities, uses, layouts, policies, etc.
 - Staff would like to implement a system to plan annually, prioritize investments and upgrades, track progress, and measure success. They are currently logging annual and monthly maintenance needs in order to stabilize before facilities can be improved.
- BIG IDEAS FOR RV'S: RV parking and camping is essential to the functionality of all fairgrounds. In addition to the use of these spaces for annual events like the fair, they are used all-year round for camping accommodation. Vendors for large events, such as the gun show and sports trade show are also using these spaces to book, with reservations up year-over-year. Big ideas included:
 - More curb appeal!
 - Create standards for RV's and campers (Vehicle Requirements, such as size limitations, minimum year built, etc.).
 - Relocate the RV / Camping further north and away from the frontage of the site.
 - Acquire land West of site – parking is currently an issue, maybe the West Lake Property could be the RV site.
 - Include a green space for dogs at the new RV/ Camp site.
 - Ensure full S&W hookups.
 - Add a dump station, which is essential for events, and another opportunity for revenue generation.
 - Consider hiring a turn-key management company to manage the site, reservations, and user needs.
- FACILITIES AND EVENT SPACES:
 - Build a multi-use convention center (one building to replace exhibits 1-4 that can be divided into smaller spaces).
 - The Fairgrounds needs a building that can handle the volume of traffic and storage requirements for agricultural programs and events, but also serve other needs and uses throughout the year.
 - There is so much interest in Haynes Pavilion that the community could support another two buildings, one for tradeshow and one for indoor sports practices.
 - Staff would like to see a space for theater/concerts/stage/entertainment and presentations/arts and culture.
 - Anderson arena needs to be a big focal point and needs more seating. Currently, they have to move bleachers in and out. It is a fun space, but it's unsafe and too cramped. One of the previous masterplans had a big wrap around bleacher, which would be great. It is in the right location. Horse owners tend to spread out and they need to have clearly designated and sectioned off areas.
 - A parking garage could help with existing parking issues.
 - The existing dog agility space is not well maintained, but there is a big dog community here. A small dog park may be beneficial and align well with RV area.
 - Recycling and composting should move to west near maintenance yard.
- OTHER:
 - Staff would like to see place-based signage and environmental storytelling.
 - Staff would like to see more usable green spaces with pathways connecting through them.
 - There is a need for irrigation for all green spaces, and a survey of all irrigation, and S&W.

GROUP 7: COUNTY COMMISSIONERS AND ADMINISTRATION

Friday, March 1st, 2024 // 10:00 AM – 11:00 AM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 12 people invited to the County Commissioners And Administration Focus Group and nine (9) people participated in person. The purpose of this discussion is to document and understand site history and context, the potential impacts of those on the site, the County’s long-term desires for the Fairgrounds, and how this site may best serve the County’s vision. Topics included historical perspectives on the site’s evolution, uses, and role in the region; key contextual influences; County priorities and ideas for the future; and alignment opportunities for internal and external partnerships.

Values:

- The Fairgrounds is a community HUB and is a critical and central location for large local processes, including elections.
- This site is a huge asset to the community and is owned by the public. The Commissioners agreed that it is their responsibility and priority, as the stewards of this public asset, to ensure that it is generating revenue for the community and offering a wealth of programming and activities.

Desires:

Indoor

- There is no conference space in the community, so it seems to make sense here, as well as expo/exhibit space.
- Greenway range offers programming and classes but is not fully integrated into the site. County would like to develop a relationship with them.
- Better storage and protection for county assets, equipment, and vehicles is needed.

Outdoor

- There is a need for an aquatics center and a field house. There is no town swimming pool or place for recreation in the summer. The community need for a swimming facility goes beyond recreational benefit, as it is a safety concern. Children need to learn how to swim.
- The existing condition of the site is described as “buildings floating randomly in a large dirt gravel expanse.” Participants would like to see RV spots get a full overhaul and would like buildings, infrastructure, and aesthetics to be upgraded.
- There is a need for more park space and trails, which the Fairgrounds could be incorporated into.

Other

- There has been a mutual disconnect between past commissions and the fairgrounds related to multi-year budget allocations and projects. Participants are largely optimistic, excited about the future of the site, and interested in pursuing creative funding opportunities.
- There is currently a substantial interest in the site, but funding will still be difficult. Revenue bonds and special districts could be considered to help with funding, but there is general concern about public private partnerships. Participants expressed that public private partnerships typically do not work well for public buildings, stating that the buildings wind up being a hodgepodge of uses, facilities and styles based on the funding source, and there is typically disconnect between buildings and lease structures.
- There may be opportunities to connect the fairgrounds with the growing transit program through transfer stations and parking, as well as future passenger rail which is coming to the site.

Big Ideas:

- Incorporate the Fairgrounds into the parks and trails system as well as the transit system.
- Partner with MSU extension office.
- Pursue creative funding opportunities.
- Build a swimming facility and field house.
- Ensure that future flex spaces incorporate the needs for election facilities.
- Consider a Minor League Baseball Facility.
- Look at Missoula Fairgrounds – they are successfully using their Fairgrounds in an urban setting, and the site may provide insights for design, programming, and operations.

GROUP 8: REGIONAL PARTNERS

Friday, March 1st, 2024 // 11:30 AM - 12:30 PM MST // In-Person, Gallatin County Fairgrounds, Administration Building

There were 15 people invited to the Regional Partners Focus Group and thirteen (13) people participated in person. The purpose of this discussion was to understand how the site is currently serving the community and its relationship with the surrounding City and County. Topics included strengths and challenges of the Fairground facilities today, existing partnerships on-site and in the larger community, and opportunities to increase service, fill gaps, and address a wider range of regional needs.

Values:

- The Fairgrounds is the most accessible and centrally located meeting place in the County.
- The Fairgrounds holds sentimental value and happy memories across the community – it is the place where people attend concerts, host weddings and graduations, vote, get their COVID shot, and more.
- The site has the capacity to connect locals and visitors with the agricultural heritage of the community.
- The Fairgrounds leases space for the Bridger Bowl Park-n-Ride, which provided 35,500 rides last year.
- This site connects people with the MSU extension office.
- This is a place where community members gather more than anywhere else. Hockey Community, Search and Rescue, Agriculture, Baseball, etc. You don't come here as an individual, you come here as a member of a larger group.

Desires:

Indoor

- The site and location are an excellent opportunity for a convention center.
- There is a need for more multi-purpose facilities.

Outdoor

- It would be nice to see the Fairgrounds become more park-like in its design and outdoor amenities.
- There is a need for more ball fields, and the new plan should consider opportunities to change locations of programming – participants are not convinced that the existing softball complex is the highest and best use where it currently is placed.

Other

- This is the single most important placemaking opportunity this community will see in this generation.
- This site represents a microcosm of the growth that is occurring around it. Participants resonate with the feeling that the Fairgrounds is an "island" within the community and that there are hurt feelings and a sense of protectionism around it. Many have also expressed a feeling of being pushed out. This process and the future plan are an opportunity to repair, and this site could become a place where the community can come together and bridge the urban and rural divide.
- The vision and site plan need to represent the County's history, culture, and future values.
- From an economic development perspective, there are new shifts on the horizon for land use. Considering future needs and where this site sits, its context, the need for mixed-use would be the understatement of the century.
- There is opportunity to create synergies between the Fairgrounds offerings, hoteliers, local businesses, and tourists.
- Participants discussed the importance of including transit, including biking, walking, busing, the M, in the larger vision for the Fairgrounds and connectivity to the surrounding neighborhoods, greater county, and region. In considering how the Fairgrounds could be connected to regional activities, transportation, and park-n-rides, attendees asked, "could transit routes cross-cut Bridger Bowl?"
- Future projects that could compete with or complement the future vision for the Fairgrounds include Oak

Street development, which is likely to connect through the hospital (uncertain of timeline).

Big Ideas:

- Design must incorporate the spirit of region and values of community – how do these transfer to the site? Landscape, ranchers, trails and connectivity, green space, places to gather, and amenities.
- COMMUNITY & CONNECTIVITY:
 - In a broad sense, Bridger Bowl sees itself as an integral important part of the larger community, as it includes and represents a diversity of people, interest, users, as well as a diversity of access, physical connections, and connections between diverse groups.
 - This is a place where there is an aspect of affordability, which increases access and diversity of community members. The site needs to maintain a low barrier to access in terms of cost.
- HIGHEST AND BEST USE:
 - It is important that the site maintains a diversity of users and experiences. For example, there are days when there is a hockey game, reptile show, comedy show, and concert all happening at once.
 - Could this facility serve the agricultural community in a micro / special events capacity? There could be a satellite, large-scale agricultural facility elsewhere.
- PLACEMAKING:
 - Shift from a space mindset to a place mindset – Look at Bend Oregon Waterfront, Big Sky Town Center, and D.C. Waterfront.
 - Seven Main Street blocks of Fairgrounds could form a new mixed-use special district with the Gallatin Valley Trail running through and housing.
 - Plan needs to create a vision where the Fairgrounds is not in a siloed microcosm but is looked at as a component of the larger community and ecosystem surrounding it.
 - 7th avenue is being redeveloped, and this plan needs to look inside and LOOK OUT. There are four new developing neighborhoods. This place is a huge redevelopment project opportunity, and the plan needs to think UP as well as out.
- FUNDING:
 - Historically, there has been a desire to renew, but a lack of investment.
 - If public private partnerships are pursued, they have to connect with the master plan.
 - In order to increase interest from developers, consider allowing for some density of housing.
 - Need to be VERY careful about private investments controlling development directions. It may be necessary to consider cash in lieu, where there is private investment in public lands without fully inviting private direction for development.
- MEETING SPACE & TOURISM MARKET OPPORTUNITIES:
 - Currently there is a lack of gathering space and the chamber sees a clear market for more meeting space. For example, the Chamber currently has to cap its annual meeting at 344 because that is the maximum capacity at the GranTree.
 - Including Three Forks, Belgrade, and Bozeman, there are currently 2800 hotel rooms. There is forecasted demand to support 6000 hotel rooms by 2029.
 - Growth indicates a dramatic shift in desire to have events here. How do you incorporate special events and year-round use with the ag-specific facilities?
 - We need to look at West Lake property, which has a 99-year lease. Can that be negotiated for long-range planning?
 - In considering competitive sites, The Commons is the only real competition, and there's no kitchen.

COMMUNITY VISIONING SURVEY

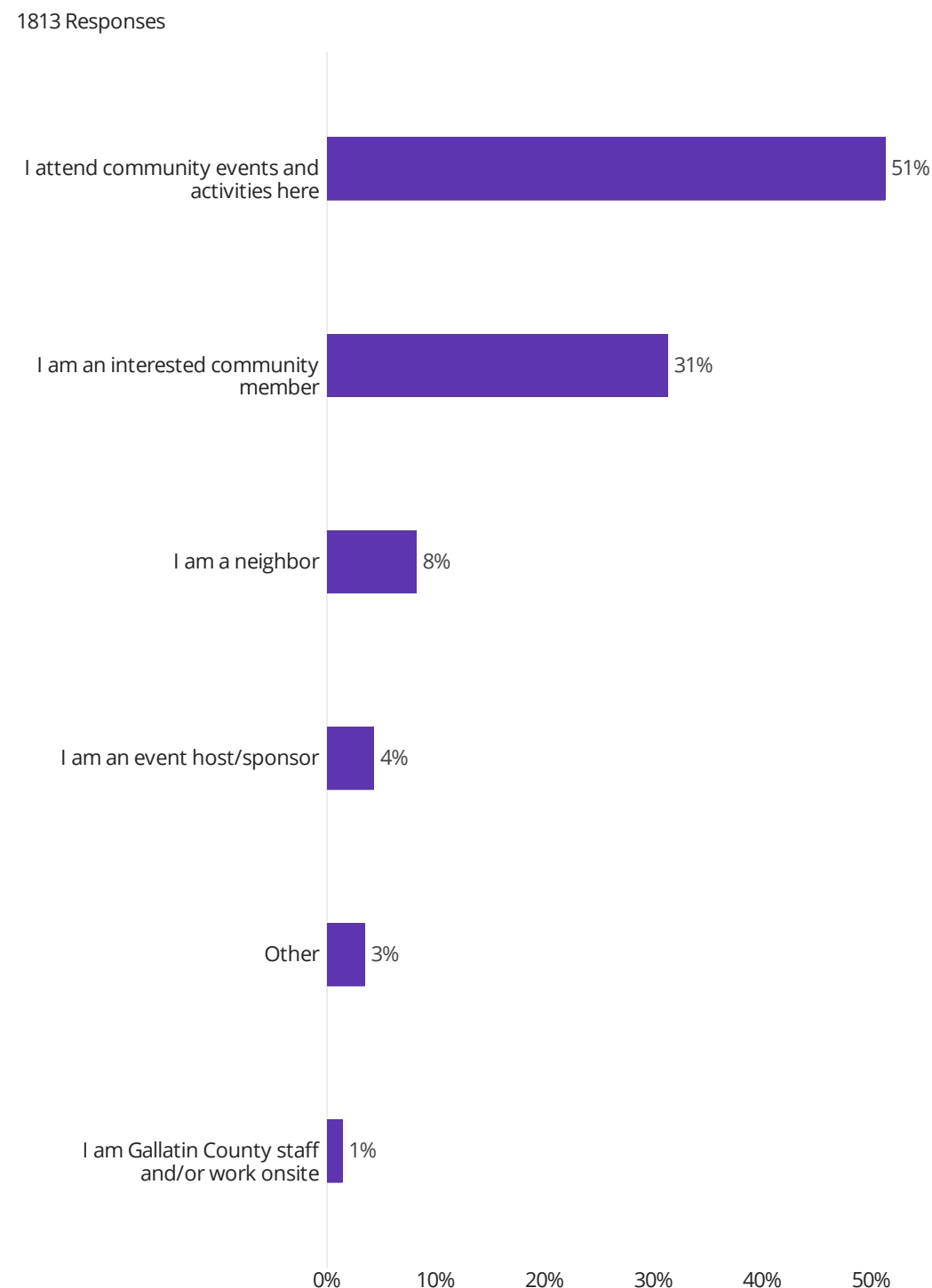
Feedback Summary

As part of initial outreach and engagement efforts, Gallatin County asked community members to participate in an online survey. The survey was open to the public from March 20th to May 6th, 2024, and 1,878 responses were collected.

The following section summarizes key trends and themes from the Community Visioning Survey.

QUESTION 1:

I am interested in the future of the Gallatin County Fairgrounds because... *Select all that apply.*



QUESTION 1A:

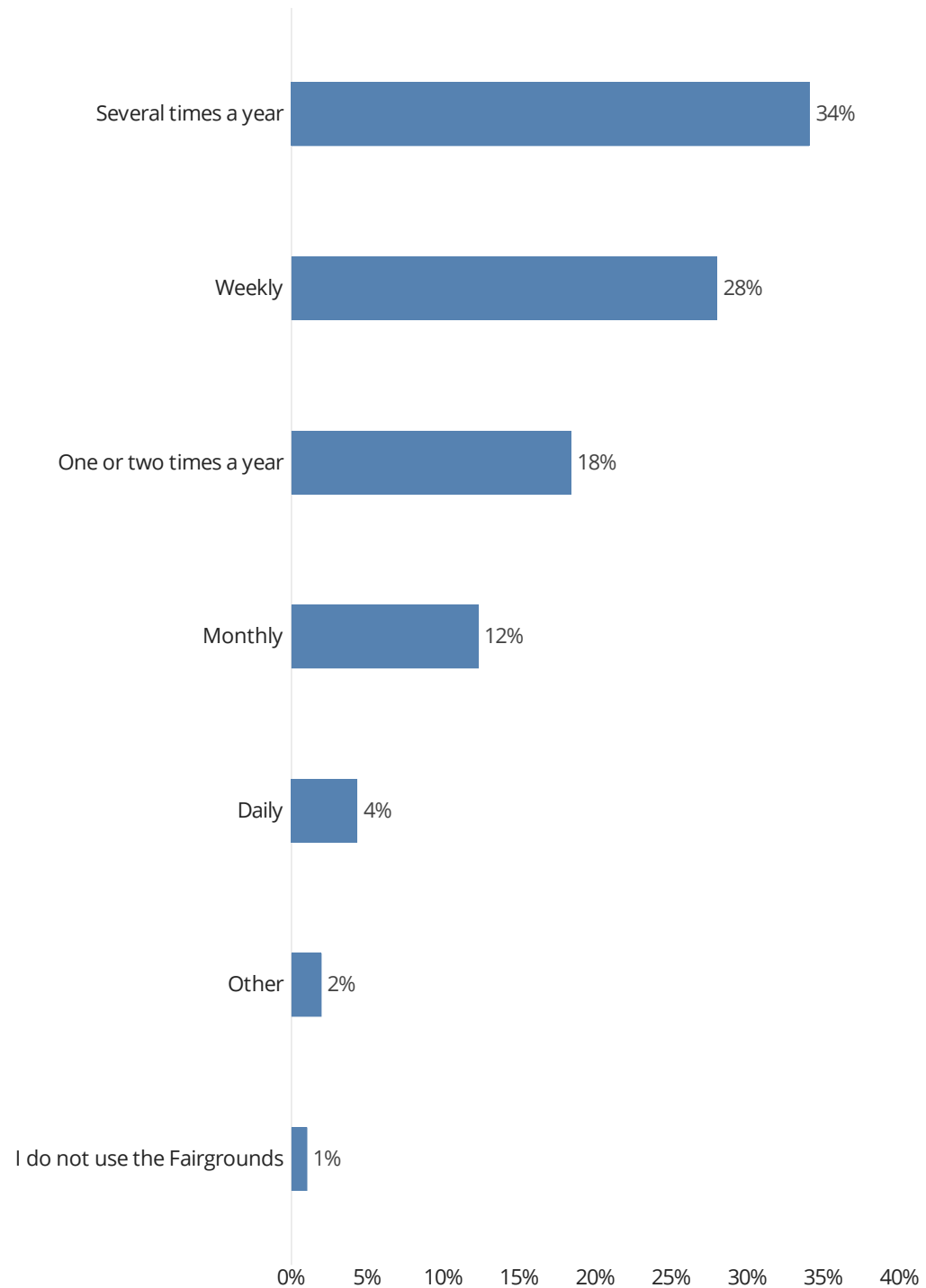
If other, why are you interested in the future of the Gallatin County Fairgrounds?
99 Responses.

- **4-H / FFA:** Many respondents are interested in the future of the fairgrounds because of connections to 4-H and/or FFA. Connections included being an alumnus of these programs, having children enrolled in programs currently or in the past, and being a volunteer, leader, or participant in general.
- **Preservation of Tradition and Community Identity:** A primary reason for survey participants' interest in the future of the Fairgrounds is a desire to preserve Gallatin's roots. Many responses stated that they were born and raised here, that they have raised their families here as well, and that the Fairgrounds is a place where they have many important memories of gathering and celebrating agriculture and local culture. Participants also mentioned being volunteers for the Fairgrounds as well as SAR volunteers.
- **Development and Privatization Concerns:** Respondents view the Fairgrounds as an integral part of the Gallatin County community and worry that the land will be lost to commercial development due to its prime location. They feel it should be maintained as a community resource, especially in consideration of the community's tax contributions towards facilities and programs. Respondents mentioned concerns with the development surrounding the Fairgrounds and trends of privatizing public spaces. There is significant support for maintaining the Fairgrounds as a local, community-oriented, accessible, and affordable space for future generations.
- **Events & Recreation:** A key reason for interest in the future of the Fairgrounds included recreational activities and private events such as hockey, curling, weddings, dog agility programs, equestrian facilities, motorsports, baseball, the Bridger Bowl Park n Ride, and more. Responses noted the desire for dedicated curling ice, more parking for hockey, and continued motorsports programs. "I travel to compete in motorsports events at the Fairgrounds. It used to be several times a year, but the motorsports area keeps getting smaller and smaller with less events. We used to head down for ice racing, mud bog, hill n hole, dirt drags, obstacle, mud drags, and tough trucks."
- **Business & Employment Connections:** Responses also included interest due to current employment, such as being employed by the City of Bozeman and being a sub-contractor for the Fairgrounds. Many respondents stated that the Fairgrounds serves as an important site for local businesses, including vendors of the Farmers Market, who depend on the site to run their businesses.

QUESTION 2:

How often do you visit the Gallatin County Fairgrounds?

1801 Responses



QUESTION 2A:

If other, how often do you visit the Gallatin County Fairgrounds?

31 Responses.

Daily/Regularly:

- 2 - 3 days a week during the Hockey Season (Oct - March).
- 2-4 times per week.
- Several times a week.
- Multiple times a week from Oct to March for curling leagues.
- Up to 4 x's a week for B.B. Park and Ride.
- Several times/week.
- Sometimes twice each week.
- Two or more times per week but not every day.

Frequent but Seasonal/Depends:

- About 20 times per year.
- Probably 20 times per year during winter.
- Daily during fair week, other than that usually about 3 times a month, or weekly.
- During the summer, 1-2x's/month.
- Depends on how many motorsports events are held. Outside of motorsports, once or twice a year and only when convenient.
- It depends on the season.
- It totally depends on what's available and when.

Occasional:

- Once in a while.
- Several times a month.
- Sometimes twice each week.
- Sporadically.
- I come to the Fairgrounds several times a week. I also bring my kids.
- Multiple times a week from Oct to March for curling leagues. Occasionally in the summer

for the farmers market or fair.

Rare/Infrequent:

- I have not been but would like to go now that I live here.
- I have recently moved to the area and have not had a chance to attend any events that interested me. Mostly due to travel/work conflict.
- I used to attend the horse show for the winter fair and have been there for dog trials.
- I was attending the ice rink often until I got injured.
- I would visit more often if the indoor arena was still available for riding.
- Once in a while.
- See mudbog.

Special Circumstances:

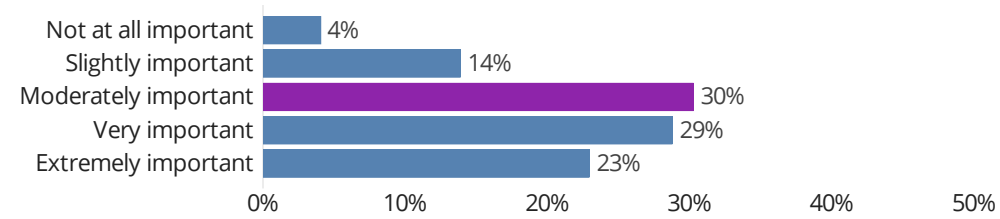
- Hockey player and fair goer 30+ games weddings bucks baseball.
- My family travels over 5 hours to come to any mud bog or motor sport event you have. As well as our entire group of 20 people.
- When there are motorsports-related activities.

QUESTION 3:

Facilities like the Fairgrounds often exist for a variety of reasons. Please rate how important you think each of these purposes is for the Gallatin County Fairgrounds (on a scale of high importance to low importance).

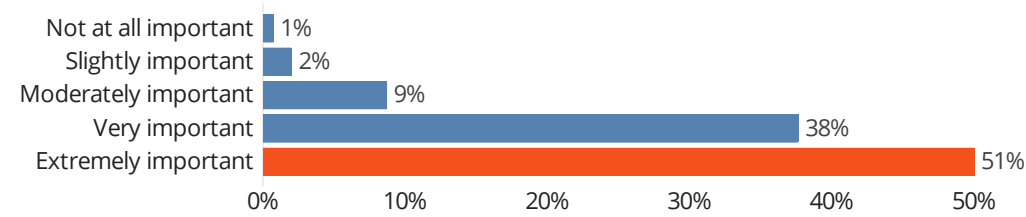
3.1 Enhance the region's economic vitality

1611 Responses



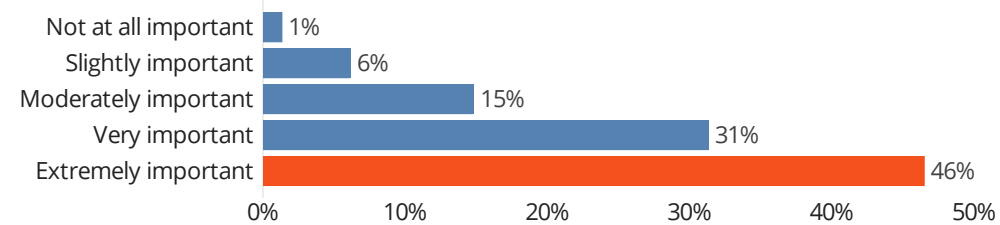
3.2 Provide a community resource for people who live in the region

1631 Responses



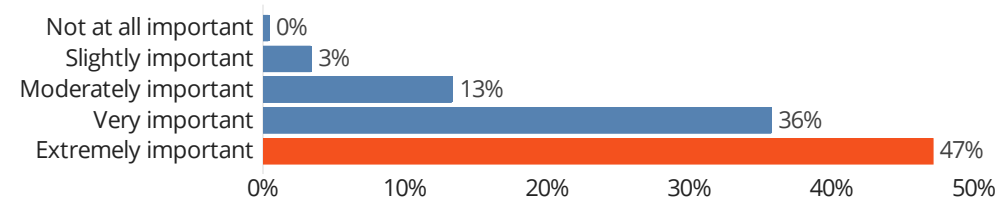
3.3 Provide spaces for agricultural skill development and education

1614 Responses



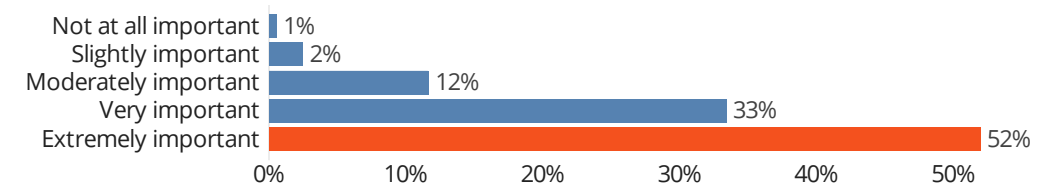
3.4 Provide spaces for recreational skill development

1620 Responses



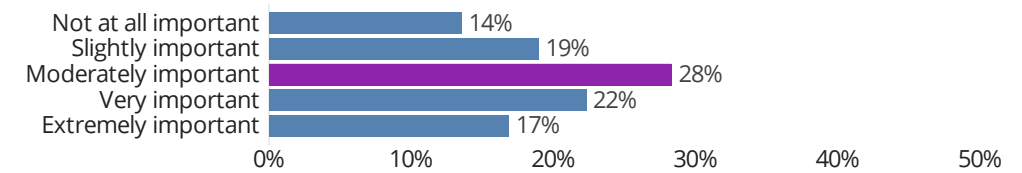
3.5 Provide spaces for youth learning

1623 Responses



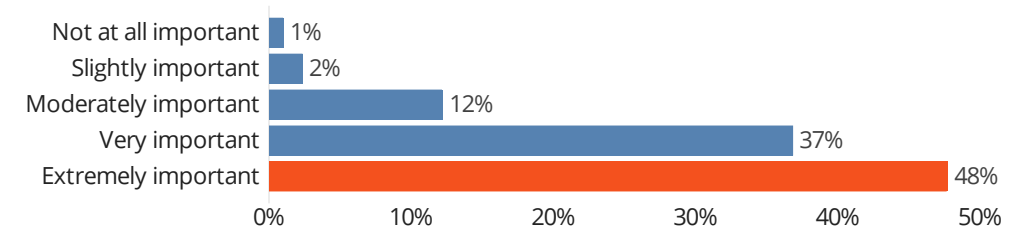
3.6 Attract visitors and/or promote tourism

1624 Responses



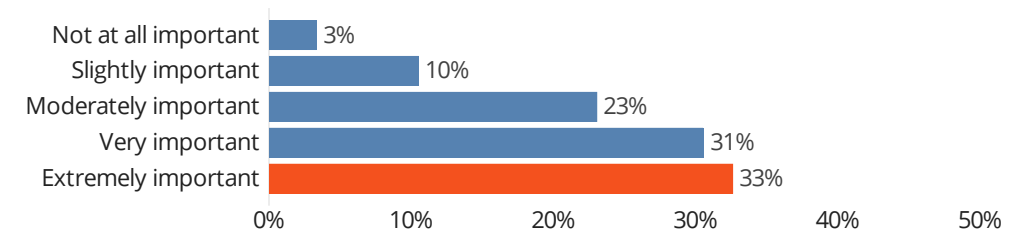
3.7 Provide social opportunities, places to gather, and community events

1625 Responses



3.8 Promote appreciation and preservation of culture and heritage

1620 Responses



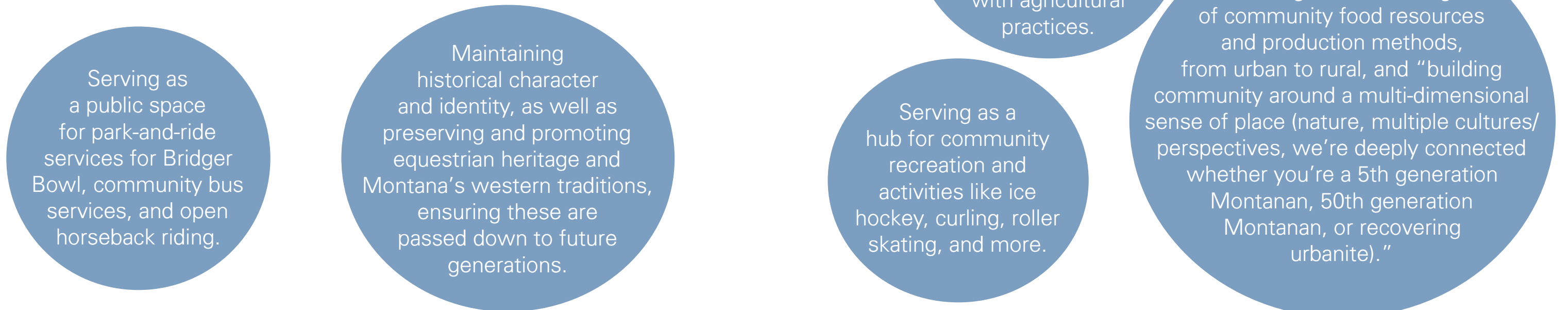
QUESTION 4:

Are there any other purposes you think are important? *Please Specify.*
583 Responses.

The list below summarized respondents answers to Question 3:

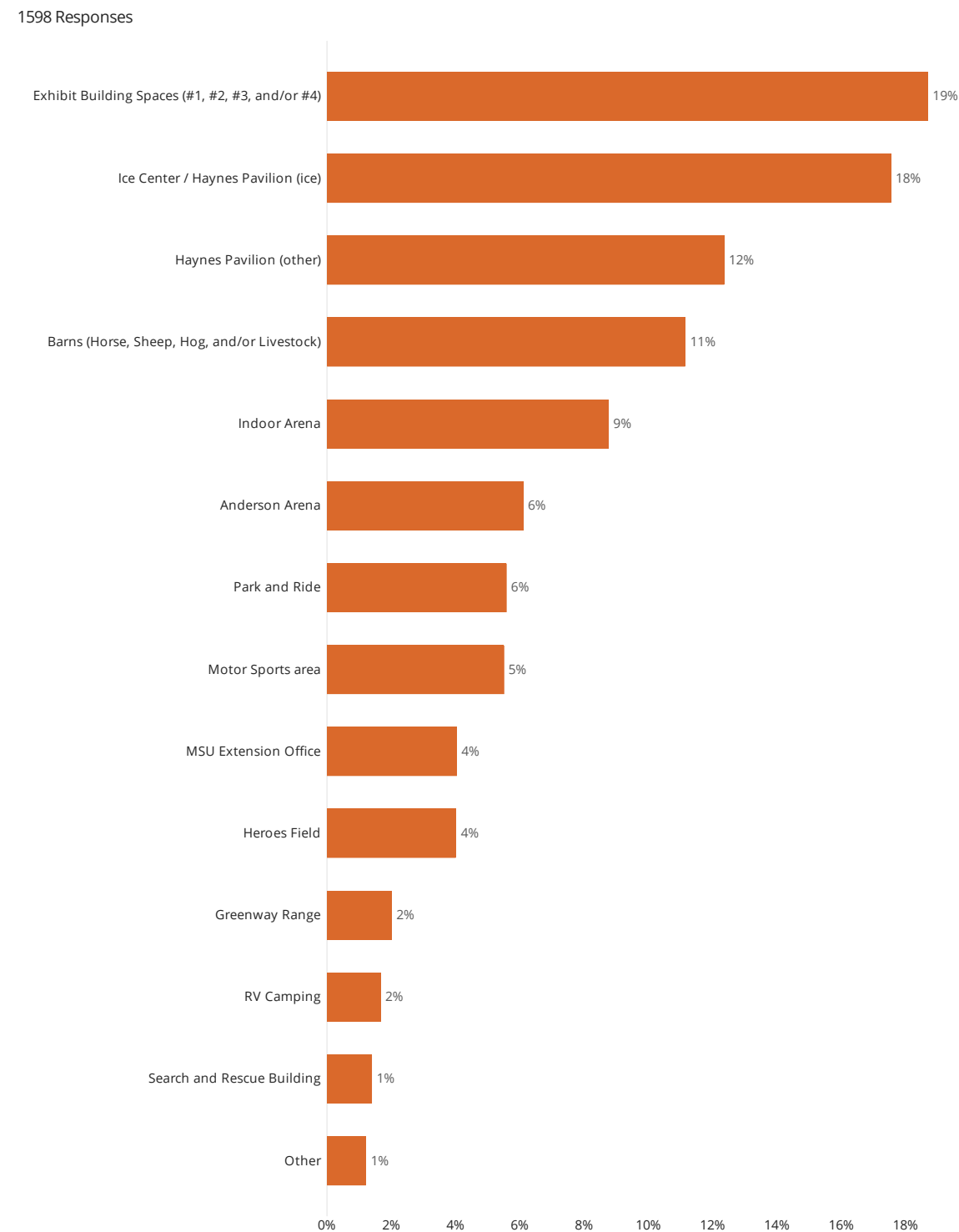
1. Provide Spaces for Youth Learning (52% Said Extremely Important)
2. Provide a Community Resource for People that Live in the Region (51% Said Extremely Important)
3. Provide Social opportunities, Places to Gather, Community Events (48% Said Extremely Important)
4. Provide Spaces for Recreational Skill Development (47% Said Extremely Important)
5. Provide Spaces for Agricultural Skill Development and Education (46% Said Extremely Important)
6. Promote Appreciation and preservation of culture and heritage (33% Said Extremely Important)
7. Enhance the Region's Economic Vitality (30% Said Moderately Important)
8. Attract Visitors and/or Promote Tourism (28% Said Moderately Important)

In addition to the purposes for facilities like the Fairgrounds, listed previously in question three, **respondents feel that the Fairgrounds serves the community by:**



QUESTION 5:

Which of the facilities do you frequent most often? *Select all that apply.*



QUESTION 5A:

If other, what do you use?

In addition to the facilities selected for the most frequent use in question five, respondents use the following areas and facilities:

- Walking paths are used for passive recreation and by residents walking or biking through the site to access the Cannery District and businesses on Oak Street.
- The recycling center is utilized regularly.
- The farmers market in the summer.
- Indoor baseball, curling facilities, and roller derby facilities.
- The concert venue in the summer.
- Parking lots are used for the Bridger Bowl bus pick-up.
- The CDL training area.
- The outdoor dog agility area.

QUESTION 6:

Why do you choose to visit the locations you use most often?

People go to the Fairgrounds to attend a variety of events, programs, and activities, including:

- Hockey games (playing, coaching, spectating)
- Farmers markets (summer and winter)
- Curling (playing, spectating)
- Agricultural, 4-H and FFA events and programs
- Rodeo events
- Motorsports activities (including mud bog, truck racing, and monster truck events)
- Roller derby practices and bouts
- Dog agility training and competitions
- Baseball practices and games
- Ski swaps
- Gun shows
- Horse shows and events
- Community events (e.g., pancake breakfasts, home shows)
- Craft shows and markets
- Youth sports events and activities
- Roller skating nights
- Concerts
- Educational events (e.g., Extension Office programs)
- Recycling programs

- Various exhibitions and shows (e.g., livestock, antique shows)
- Dancing events
- The Fair

Additional reasons provided for visiting various locations at the Fairgrounds included:

- Anderson Arena is the most user-friendly for horse events, and is also used for rodeo, 4-H, and concerts.
- Heros field is used for baseball events.
- The Barns (Horse, Sheep, Hog, and/or Livestock) are used for a variety of programs including: rodeo, fair, barrel racing, 4-H, dog training.
- Access to Bridger Bowl for skiing, with the use of the parking lot for shuttle service.
- Accessibility and services provided.
- Attending community meetings.
- Personal interest, such as enjoying the atmosphere.
- Convenience and availability were also mentioned - for some groups and activities, the Fairgrounds is the only venue with suitable options to host events.

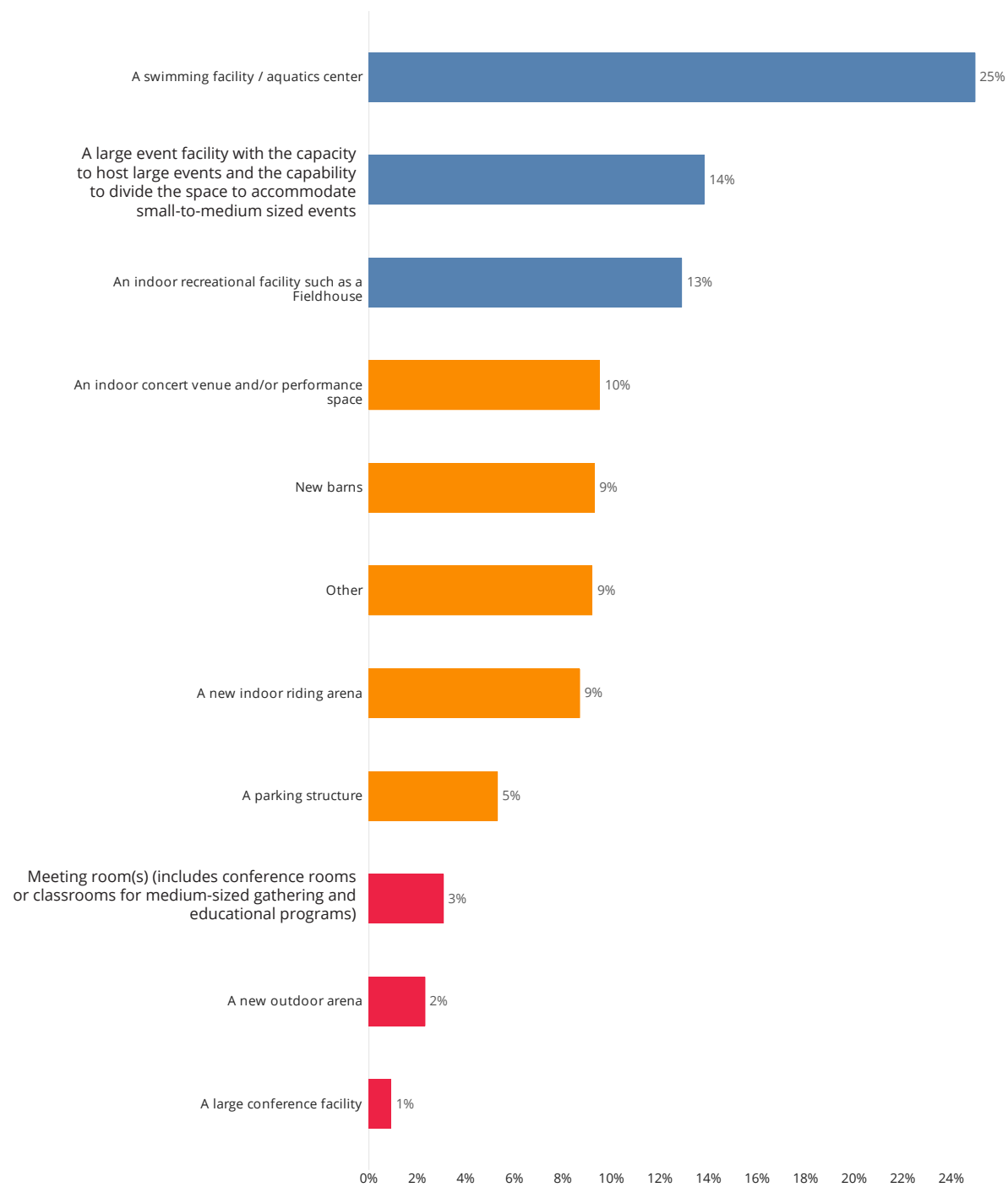
QUESTION 7:

INDOOR FACILITIES + AMENITIES: PICK #1

What indoor facilities/amenities would you most like to see at the Fairgrounds?

Rank your top three choices.

First Choice
1303 Responses



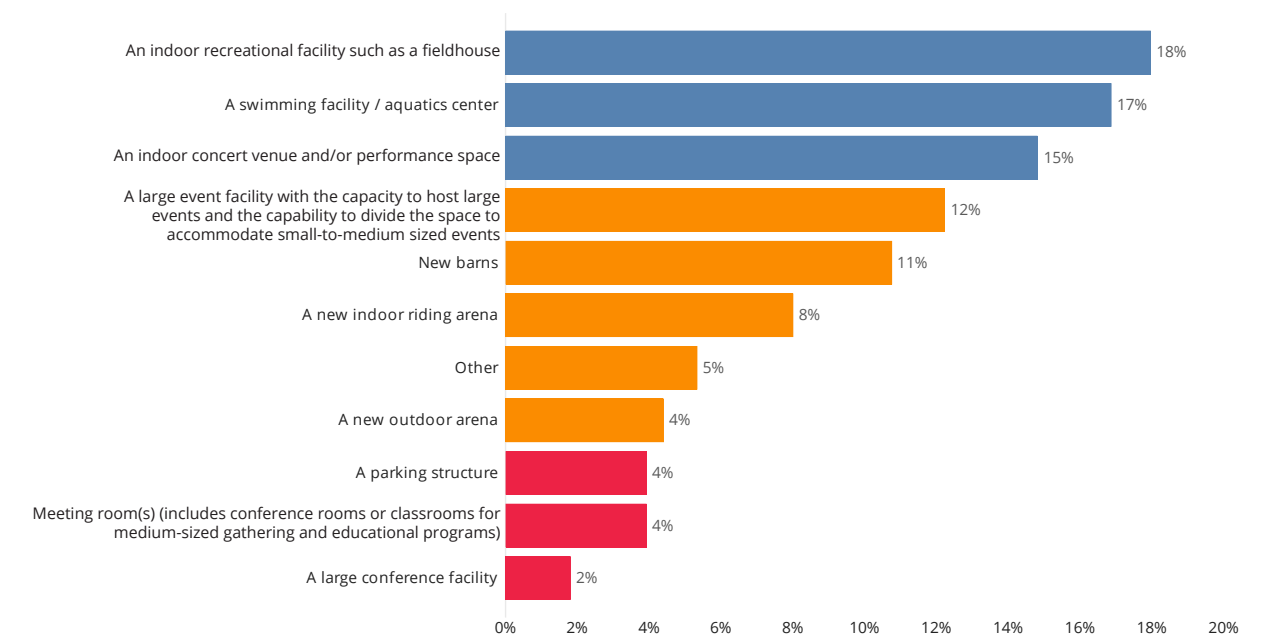
QUESTION 7:

INDOOR FACILITIES + AMENITIES: PICK #2 & #3

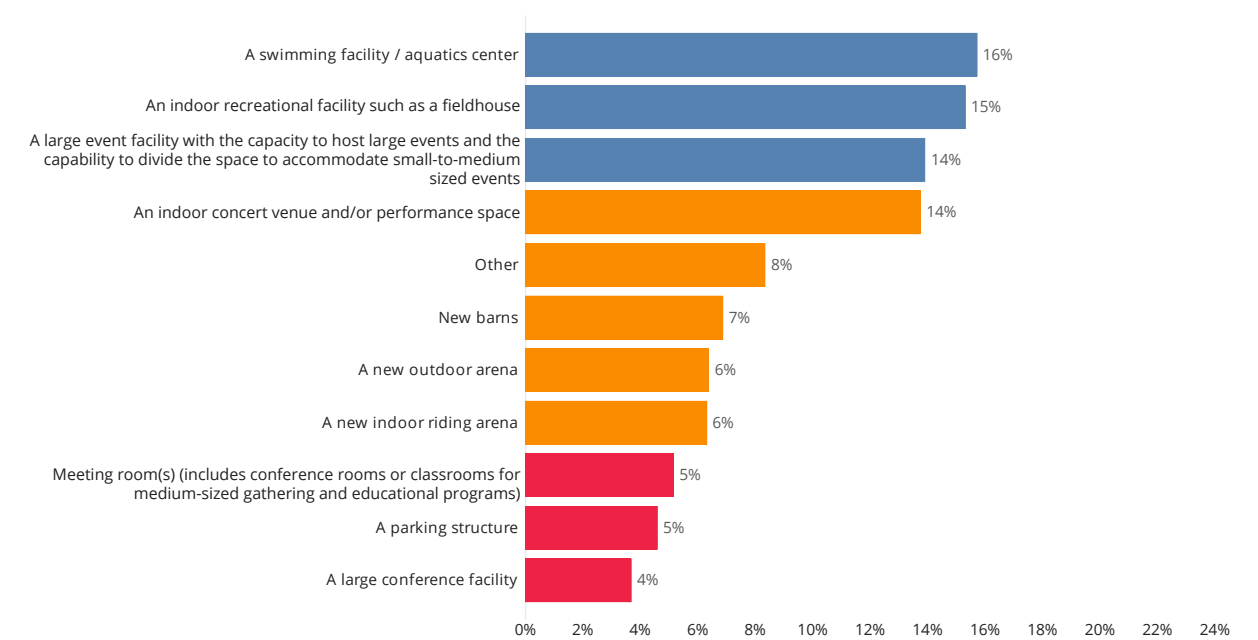
What indoor facilities/amenities would you most like to see at the Fairgrounds?

Rank your top three choices.

Second Choice
1275 Responses



Third Choice
1222 Responses



QUESTION 7 SUMMARY:

INDOOR FACILITIES + AMENITIES: What indoor facilities/amenities would you most like to see at the Fairgrounds?

Top 3 Responses for Pick # 1

1. A Swimming Facility / Aquatics Center.
2. A large event facility with the capacity to host large events and the capability to divide the space to accommodate small-to-medium sized events.
3. An indoor recreational facility such as a fieldhouse.

Top 3 Responses for Pick # 2

1. An indoor recreational facility such as a fieldhouse.
2. A Swimming Facility / Aquatics Center.
3. An indoor concert venue and/or performance space.

Top 3 Responses for Pick # 3

1. A Swimming Facility / Aquatics Center.
2. An indoor recreational facility such as a fieldhouse.
3. A large event facility with the capacity to host large events and the capability to divide the space to accommodate small-to-medium sized events.

The four most desired indoor facilities and amenities included:

1. A Swimming Facility / Aquatics Center.
2. A large event facility with the capacity to host large events and the capability to divide the space to accommodate small-to-medium sized events.
3. An indoor recreational facility such as a fieldhouse.
4. An indoor concert venue and/or performance space.

The four least desired indoor facilities and amenities included:

1. Meeting room(s) (includes conference rooms or classrooms for medium-sized gathering and educational programs).
2. A new outdoor arena.
3. A large conference facility.
4. A parking structure.

QUESTION 7A:

INDOOR FACILITIES + AMENITIES:

If other, what indoor facilities/amenities would you like to see at the Fairgrounds?

Market, Kitchen, and Gardening Facilities:

- Permanent, year-round, dedicated farmer’s market with storage and processing areas.
- Teaching greenhouse with adjacent teaching beds for Extension/Master Gardeners.
- Indoor garden cafe.
- Commercial processing kitchen for small farmers or startup food businesses, as well as a commercial-grade servicing kitchen.

Ice Facilities:

- Suitable indoor ice arena with support facilities (locker rooms, heated stands/seating, concessions).
- Dedicated curling area/facility/ice.
- Additional or improved hockey rinks with space for figure skating as well.
- Parking structure or lot to accommodate increased use of ice facilities.

Multi-Purpose and Public Spaces:

- Hangout space for families and teens with non-screen recreational activities.
- Multipurpose facility for farmer’s markets, concerts, and community events.
- Family rooms for nursing mothers or families.
- More bathrooms all around / Improved showers, bathrooms, and facilities for rodeo and livestock events.

Other Indoor Sports:

- Indoor motorsports arena.
- Indoor dog sports building.
- Indoor skate park.
- Indoor community fitness space.
- Indoor roller-skating rink.
- Expanded Indoor shooting range.

Barns, Arenas, and Camping:

- Rehabilitated show/barn for 4H county fair events and other gatherings.
- Indoor arena for monster jam, rodeo, and other events.
- Larger indoor barn.
- Some camping options and urban camping facilities.

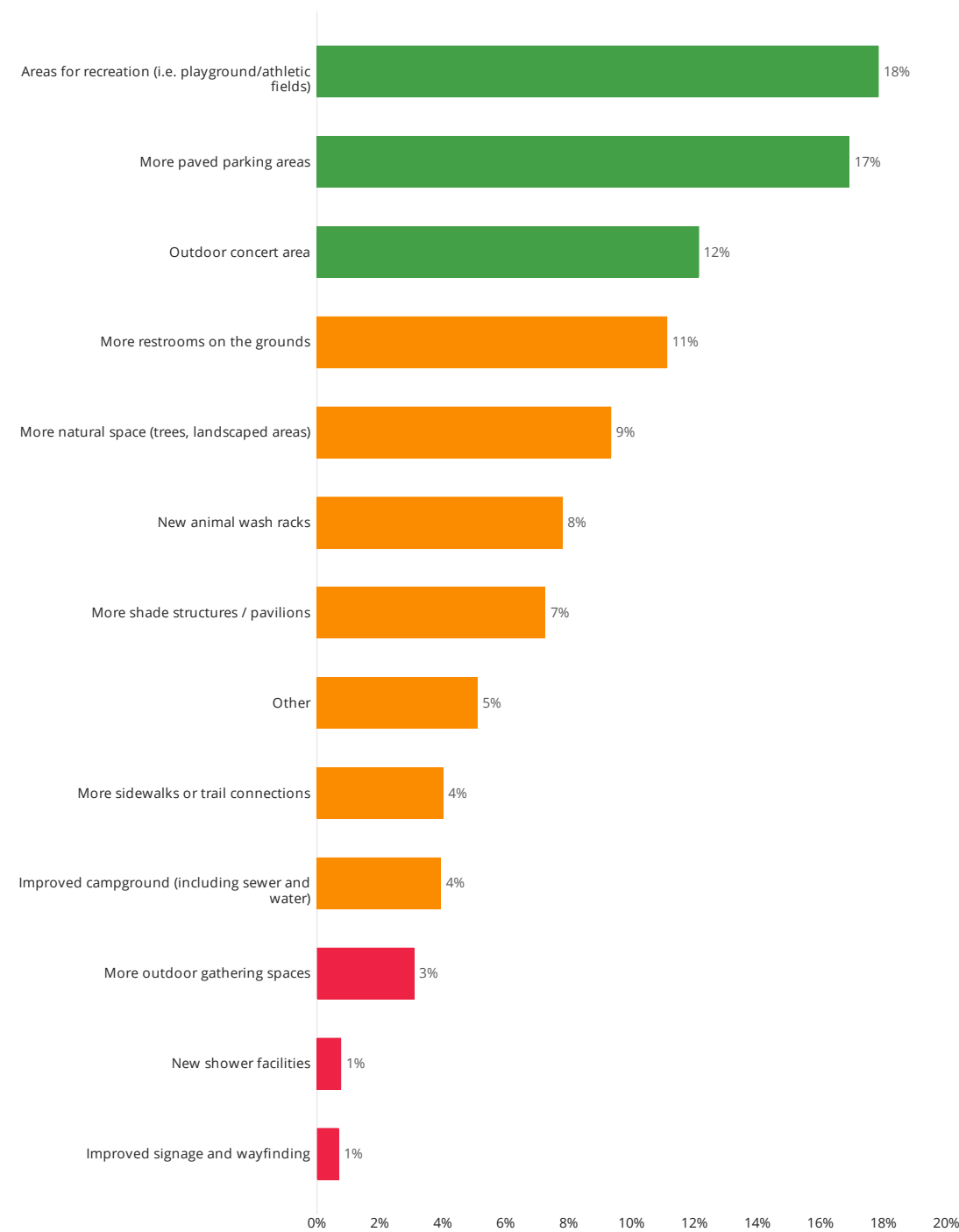
QUESTION 8:

OUTDOOR FACILITIES + AMENITIES: PICK #1

What outdoor facilities/amenities would you most like to see at the Fairgrounds?

Rank your top three choices.

First Choice
1295 Responses



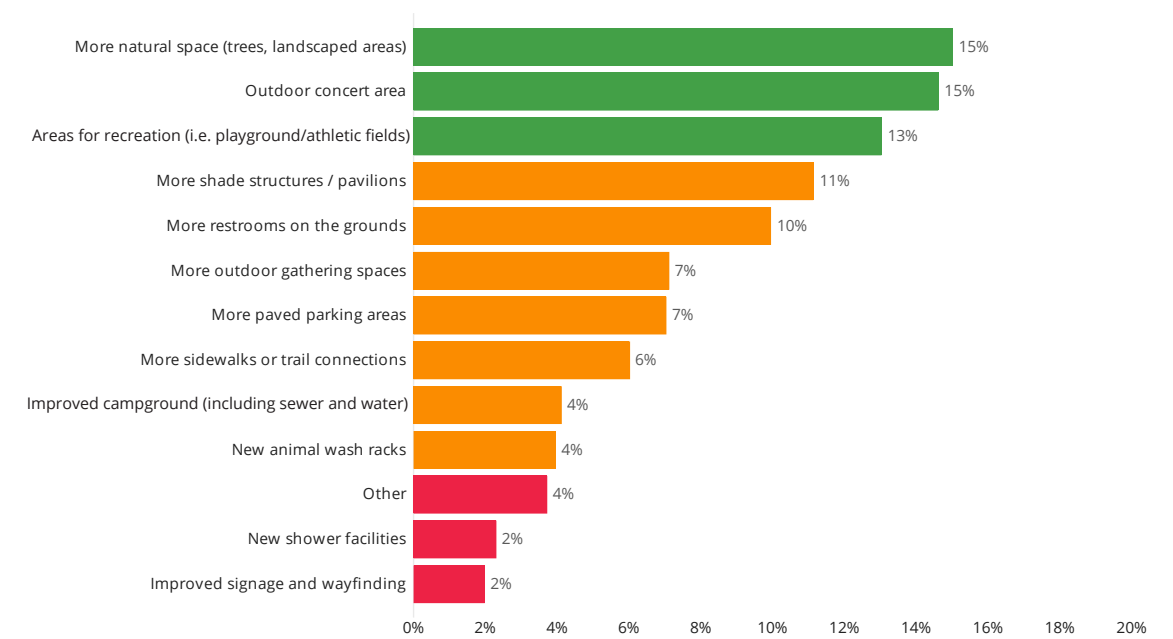
QUESTION 8:

OUTDOOR FACILITIES + AMENITIES: PICK #2 & #3

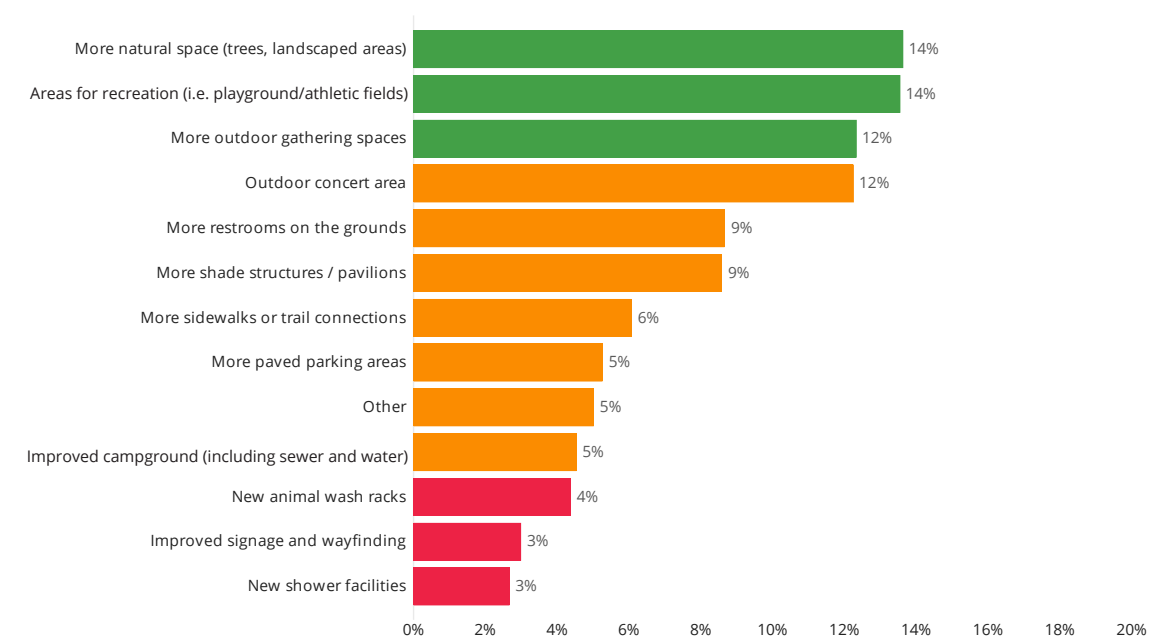
What outdoor facilities/amenities would you most like to see at the Fairgrounds?

Rank your top three choices.

Second Choice
1265 Responses



Third Choice
1233 Responses



QUESTION 8:

OUTDOOR FACILITIES + AMENITIES: What outdoor facilities/amenities would you most like to see at the Fairgrounds?

Top 3 Responses for Pick # 1

1. Areas for recreation (i.e. playgrounds / athletic fields).
2. More paved parking areas.
3. Outdoor concert area.

Top 3 Responses for Pick # 2

1. More natural space (trees and landscaped areas).
2. Outdoor concert area.
3. Areas for recreation (i.e. playgrounds / athletic fields).

Top 3 Responses for Pick # 3

1. More natural space (trees and landscaped areas).
2. Areas for recreation (i.e. playgrounds / athletic fields).
3. More outdoor gathering spaces.

The five most desired outdoor facilities and amenities included:

1. Areas for recreation (i.e. playgrounds / athletic fields).
2. More paved parking areas.
3. Outdoor concert area.
4. More natural space (trees and landscaped areas).
5. More outdoor gathering spaces.

The five least desired outdoor facilities and amenities included:

1. More outdoor gathering spaces.
2. New shower facilities
3. Improved signage and wayfinding
4. Other
5. New animal wash racks

QUESTION 8A:

OUTDOOR FACILITIES + AMENITIES:

If other, what outdoor facilities/amenities would you like to see at the Fairgrounds?

Sports-Related Facilities:

- Dedicated outdoor area for motor sports arena or track and mud bog and tractor pull activities with shade.
- BMX park.
- Dirt jumps for mountain bikes.
- Outdoor ice rink for skating and other sports.
- Skateboard/Bike park.
- Sport fields (tennis courts, basketball courts, etc.).

Recreation and Entertainment:

- Mini-golf.
- Go-kart track.
- Outdoor climbing wall.
- Splash pad or outdoor aquatics facility.

Aesthetics, Passive Areas and Landscape-Related Community Amenities:

- Dedicated, Large off-leash, fenced, landscaped dog park.
- Gardens and compost facilities.
- Walking trails away from vehicle traffic.
- Community gardens.
- Improved street appeal and camping area layout.
- Overall aesthetics and maintenance.

General / Infrastructure Improvements:

- Paved carnival area for less dust.
- Better ground and safe ground in the outdoor arena.
- Better parking and parking lot upkeep.
- EV charging stations.
- Mobile food truck water fill and dump station.
- More grandstands and seating for events.

QUESTION 9:

What are your big ideas for the future of the fairgrounds and how the facilities can better serve the community?

876 Responses.

Sustainability & Access:

- Make the Fairgrounds more environmentally friendly and sustainable.
- Increase year-round use opportunities.
- Increase connectivity throughout the Fairgrounds and with the surrounding community with improvements to transportation, bike lanes, and pedestrian pathways.
- Create a transportation HUB.
- Increase green space.
- Improve access for RV Camping and community use.
- *"A permanent outlet for local food including farmers market stalls everyday of the week and a commercial kitchen. I love local food and supporting our farmers and ranchers, but I hardly go to the farmers market because my schedule rarely aligns to go grocery shopping on Saturday mornings. A permanent market with the facilities to process food could be a big boost to the economic viability of our local ag community."*
- *"Creating year-round walking spaces and connecting trails with natural spaces spread throughout the fairgrounds rather than all the space that goes unused for much the year. Spaces for sustainable land management practices such as mulching, edible food forests/permaculture, raingardens, swales, paths, trails, etc while integrating new facilities such as indoor meeting spaces, pool, and keeping great existing services (greenway range, etc)."*
- *"I think the fairgrounds is perfectly positioned to be a hub for bolstering our local food*

economy in the region. It already hosts farmers markets so the idea of developing part of the facility into a permanent farmers market seems like a natural fit. I'd also like to see more outdoor natural areas to make it a more pleasant place to linger and gather. I think the fairgrounds could play a role in reminding people of the agricultural history in the valley and making that more visible. It could become even more of an educational space for people to learn about growing food, sourcing local food and supporting our farmers."

Agriculture & Equestrian:

- Add teaching gardens and outdoor classrooms.
- Build new stalls for year-round boarding and a heated indoor riding arena.
- Develop Equestrian facilities like the ones in Missoula.
- Consider adding a barn system like the Metra for livestock and conferences.
- Increase and improve 4-H facilities, classrooms, and spaces.
- Host more rodeos, horse shows, and agricultural events.

Meetings & Events:

- Create a large concert / event venue.
- Increase indoor meeting facilities, create spaces for markets and conventions.
- Focus on developing multipurpose buildings for tradeshow, agriculture, livestock, rodeo education, competitions, concerts, and tourism promotion.
- *"Replace the livestock barns and build a group of larger building that can hold all the*

livestock and show area. Look at the metra in billings. It is used for trade shows and other community activities throughout the year."

- *"Multi-purpose classroom and conference spaces for lifelong learning- like OLLI MSU, indoor/outdoor concert venue."*
- *"A dedicated concert venue or place to hold events, food trucks and other vendors and places to sit and enjoy nature/tables to eat at would be ideal for me"*

Sports & Recreation:

- Add a pool and aquatics facility, a curling facility, outdoor sports fields, an indoor soccer field, pickle ball courts, softball and baseball fields, a new baseball stadium for a minor league team, a roller skating rink, a sports complex that can accomodate tennis, lacrosse, etc., an indoor arena for dog agility, and an expanded motorsport facility.
- Offer more recreational activities for college students and youth.
- *"Montana needs more indoor aquatic facilities. People need to learn how to swim for safety reasons, and the county has very few indoor recreational activities for children and teens."*

Culture & Community:

- Prioritize community engagement and safety, and involve the community in decision making processes.
- Make the Fairgrounds a community center.
- Host cultural and educational events, and highlight performing and visual arts.
- Preserve cultural heritage by focusing on maintaining family-friendly western activities.
- Incorporate art, history, and native tribes' input into the fairgrounds' design.
- Maintain and celebrate the Fairgrounds history and traditions.
- *"Future of the fairgrounds definitely needs*

to include Ag-related functions and activities to help locals and new residents of the community to understand that the Gallatin Valley and their food sources are local...the fairgrounds is one way that can be continued without locals needing to travel."

- *"I would love for this space to further expand the infrastructure to accommodate indoor activities, especially during the winter. If the fairgrounds had a venue capable of catching promoters for winter season music tours, trade shows, etc, you have the space to compete with MSU"*

Check out Missoula County:

- Look at the amphitheater, butterfly pavilion, equestrian park, splash park, and Fair.
- *"Have you checked into how Missoula county uses their open area barn/skate rink to house their 4H and FFA animals during the fair. I was there when this change was made. It was very controversial but an solid success in getting all animals under one roof (minus pigs) for better visibility."*
- *"I think an ice arena is crucial. The best way I can see improvement is how Missoula did a major renovation to all of their facilities, allowing/creating more opportunities to host an array of events even on the same day."*

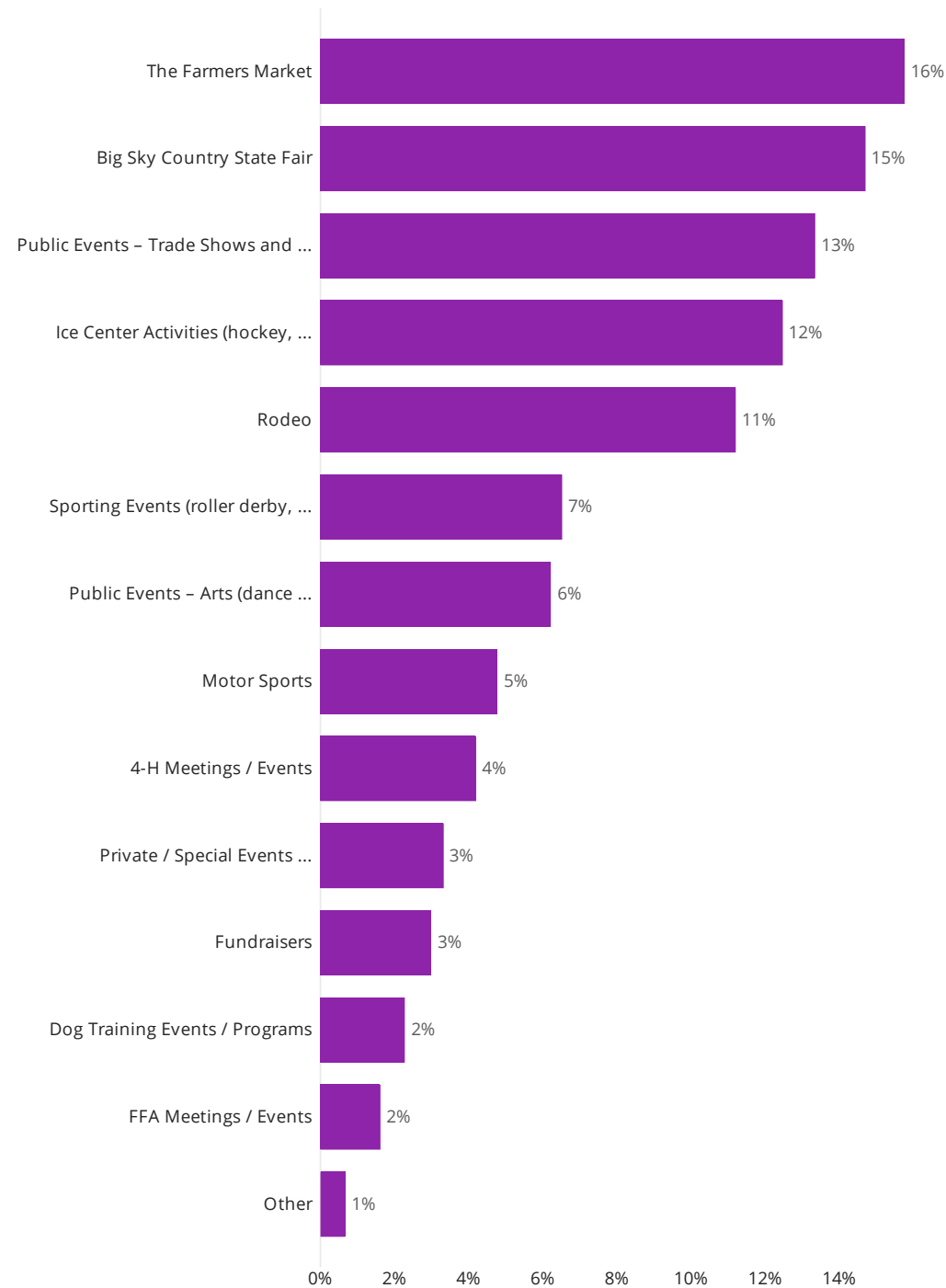
Other:

- Improve parking facilities.
- Keep the Fairgrounds affordable and accessible.
- *"Look at some of the nice fairgrounds around the state that focus on our western way of life - like Plains, Townsend, Helena."*

QUESTION 10:

Which events or programs do you attend at the Fairgrounds? *Select all that apply.*

1369 Responses



QUESTION 10A:

If other, what type of events do you attend at the fairgrounds?

37 Responses.

- Baseball Events
- Bike Swap
- Car Shows and Races
- Tough Truck Derby
- Motorsports
- Clinics
- Curling
- Equestrian Events (Shows, Clinics, etc.)
- Gun Shows
- Park and Ride to Bridger
- Race Registration and Packet Pick-Up Events
- SAR Meetings, Events, Trainings, etc.
- Tradeshows
- Voting / Voter Registration
- Vaccination Clinics

QUESTION 11:

Which entrance(s) do you typically enter the Fairgrounds from?

There are six (6) access points outlined on the map below.

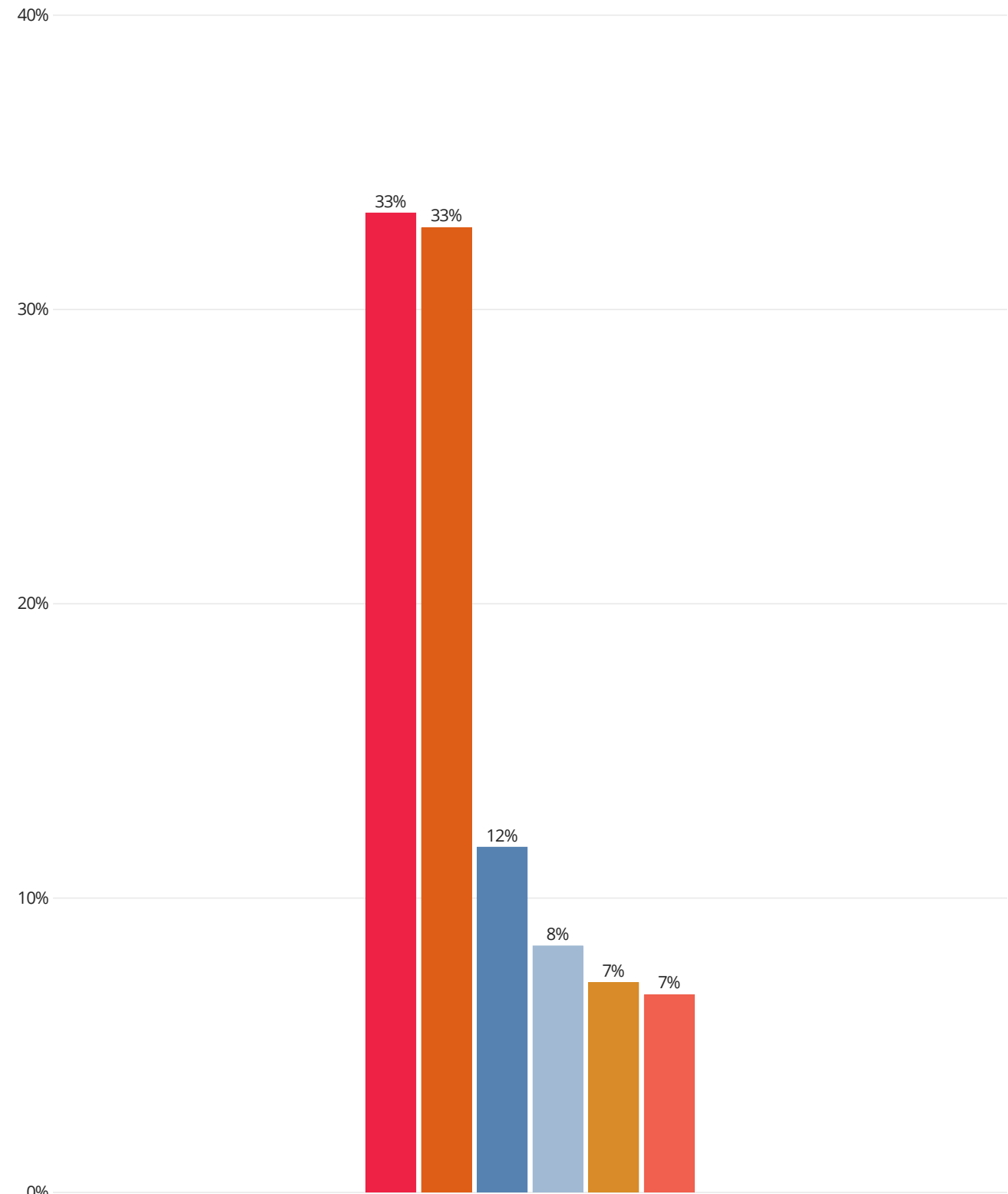
Select the entrance(s) you use most often by clicking inside the rectangles shown on the map below. *If you never visit the Fairgrounds, please skip this question.*

Gallatin County Fairgrounds | **COMMUNITY VISIONING SURVEY**



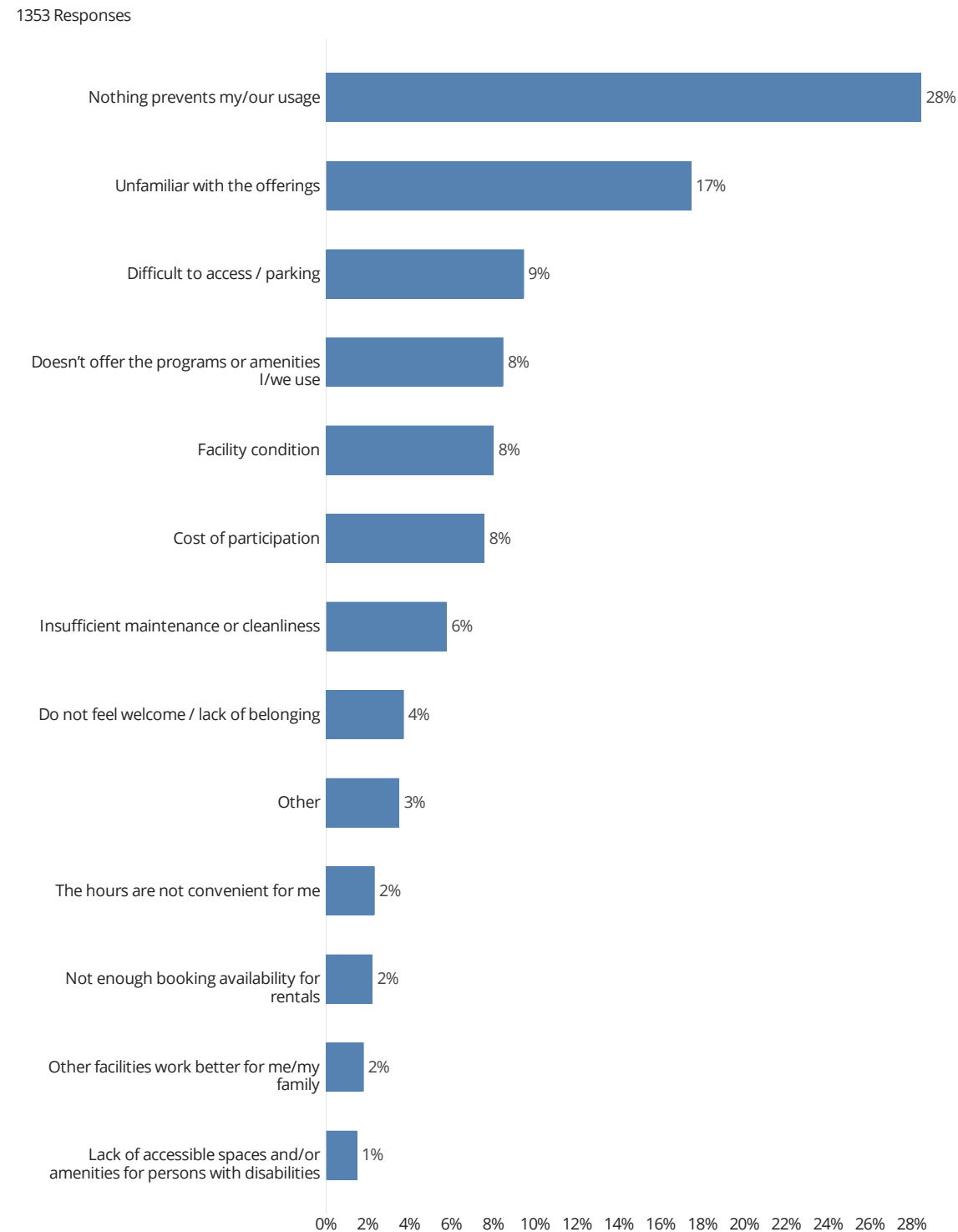
1368 Responses

- Black Ave Entrance
- East Oak Street Entrance
- West Oak Street Entrance
- Middle Oak Street Entrance
- Bozeman Ave Entrance
- Grand Street Entrance



QUESTION 12:

What are the top reasons, if any, that have prevented you or other household members from using the fairground facilities? *Select all that apply.*



QUESTION 12A:

If other, what has prevented you or other household members from coming to the fairgrounds?

58 Responses.

Facilities and Communication:

- Facilities not meeting needs or unclear if they do.
- Difficulty in communicating with staff.
- Lack of tours and information about facilities.
- Outdated facilities.
- Perception of the fairgrounds as unattractive or underutilized.
- High booking costs and difficulty in working with staff.
- Lack of marketing and information about events.

Event-Specific Needs:

- Desire for large moto events.
- Lack of advertising and information about events.
- Not interested in certain events (e.g., trade fairs, concerts).
- Desire for an indoor arena open to horse riding.
- Desire for more motorsports events.

Lack of Amenities, Comfort and Safety:

- Unwelcoming atmosphere (hot, dry, dusty, lack of shade, no trees).
- Feeling unsafe due to urban campers.
- Lack of pedestrian pathways, too auto-oriented.
- Inadequate seating, especially during certain events.
- Lack of baby changing stations.
- Need for shade during hot seasons.
- Need for more heating for watchers.
- Lack of landscaping for shade and gathering space.
- Insufficient public toilets, family changing rooms.

Parking Issues:

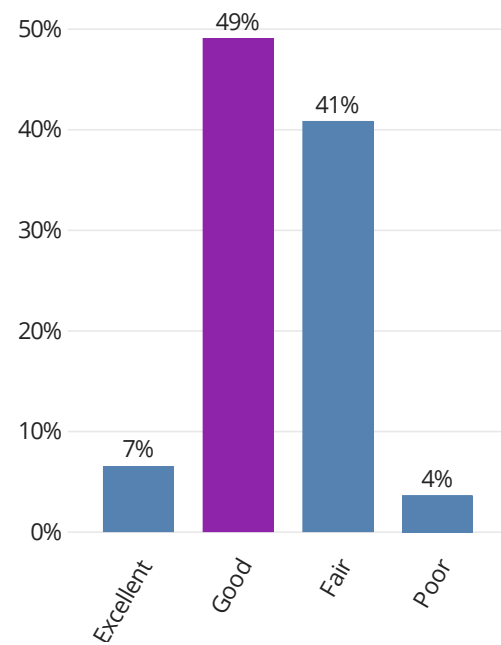
- Need for more ADA parking.
- Muddy, gravel, or inadequate parking lots.
- Need for paved parking.
- Unsafe, muddy, icy parking areas.

QUESTION 13:

Please rate the existing quality and condition of the following within the Gallatin County Fairgrounds for all that you are familiar with.

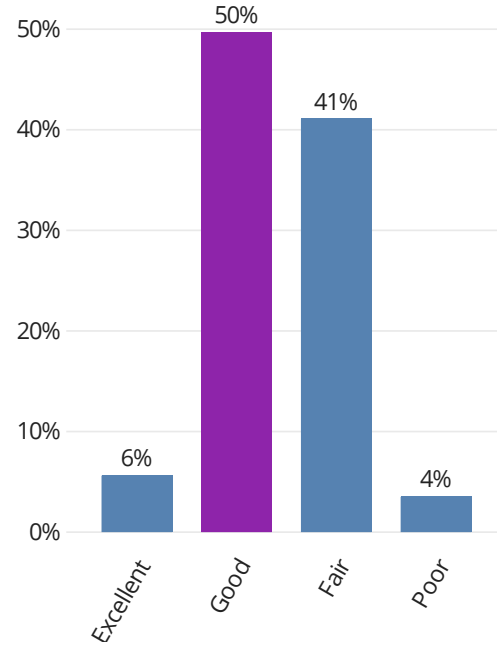
13.1 Exhibit Building #1

860 Responses



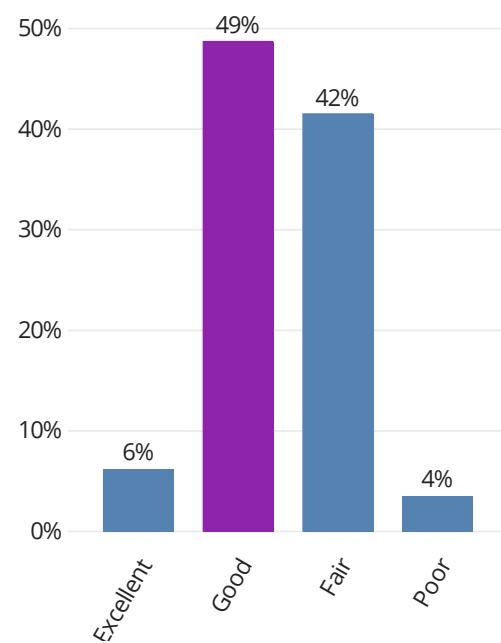
13.2 Exhibit Building #2

849 Responses



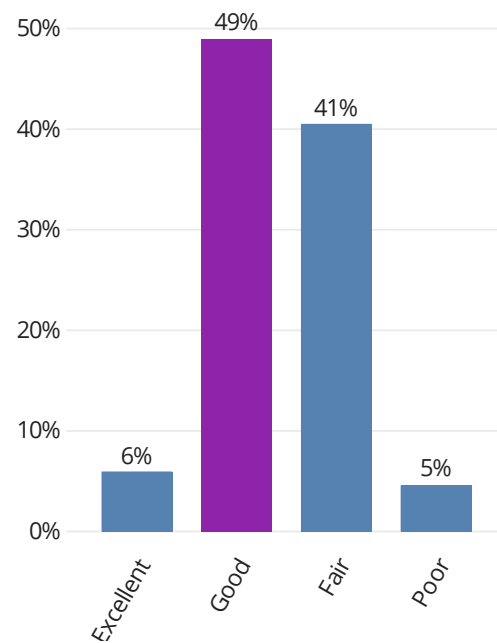
13.3 Exhibit Building #3

840 Responses



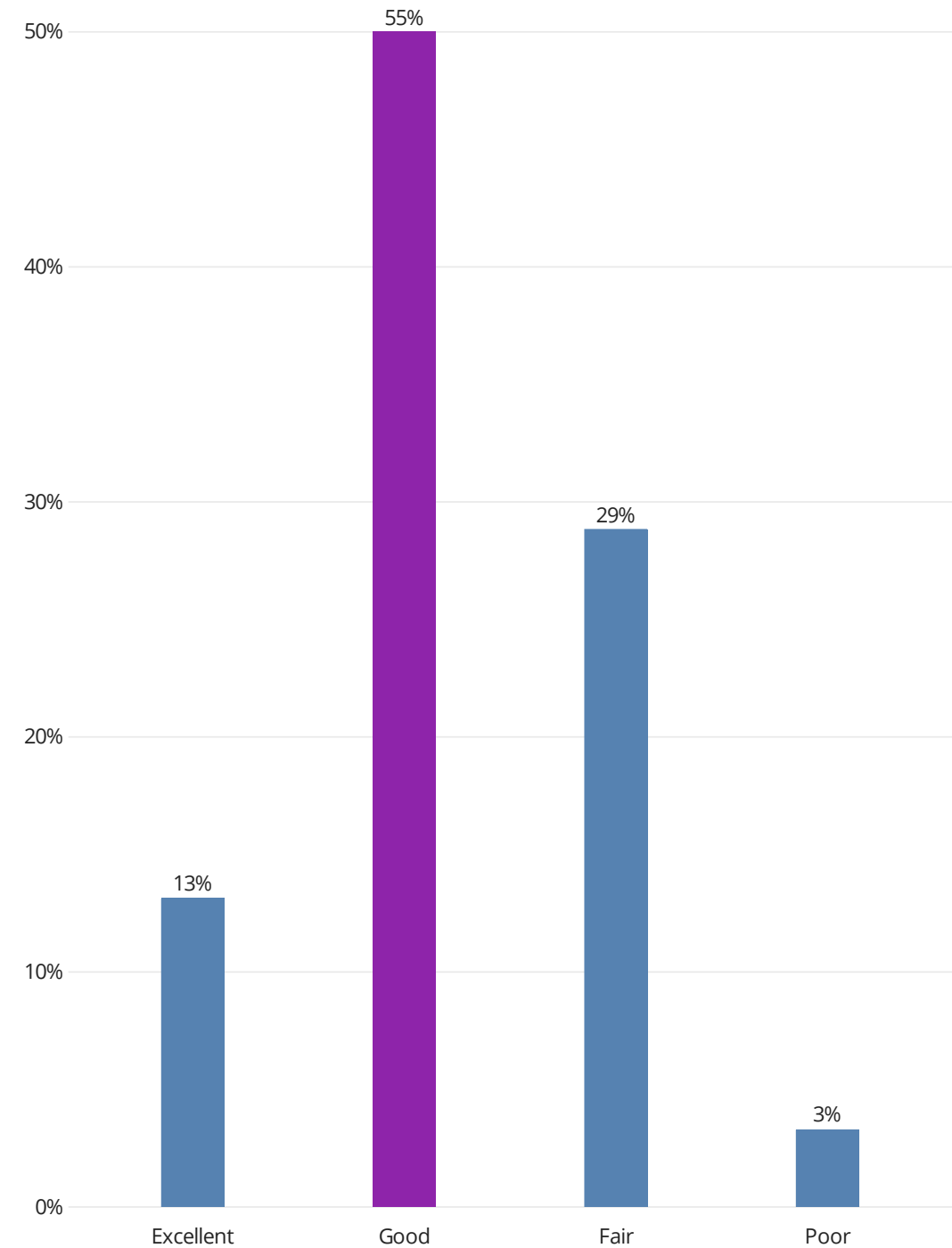
13.4 Exhibit Building #4

827 Responses



13.5 Haynes Pavillion

1065 Responses

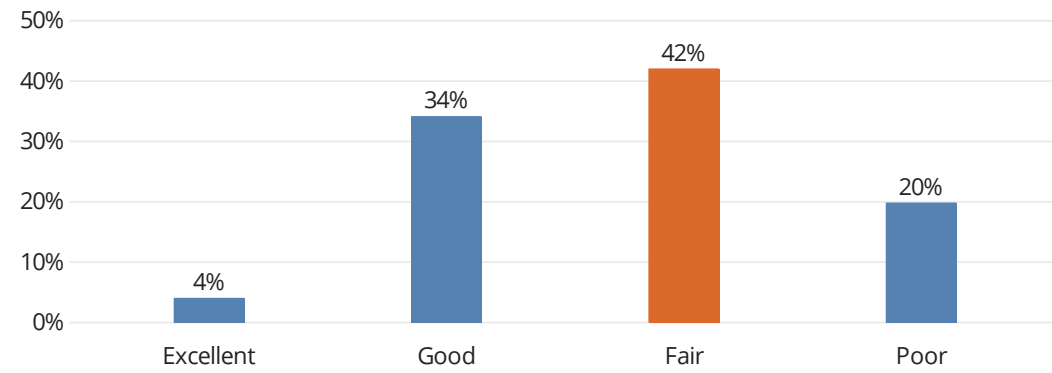


QUESTION 14:

Please rate the existing quality and condition of the following within the Gallatin County Fairgrounds for all that you are familiar with.

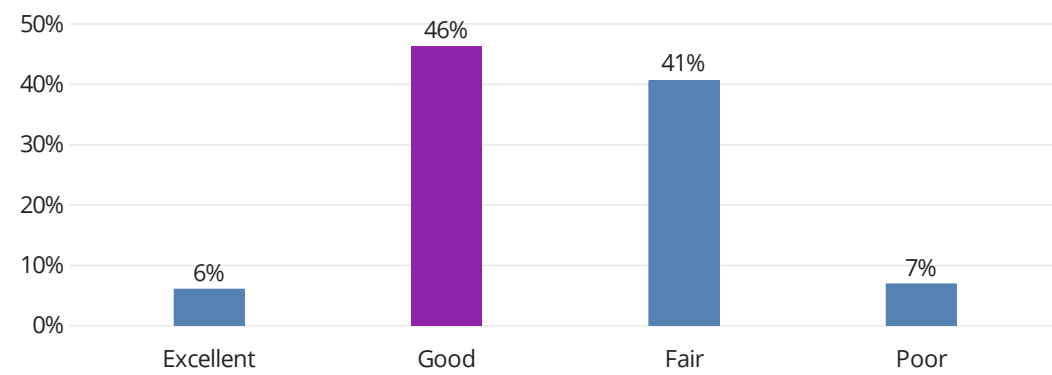
14.1 Indoor Arena

716 Responses



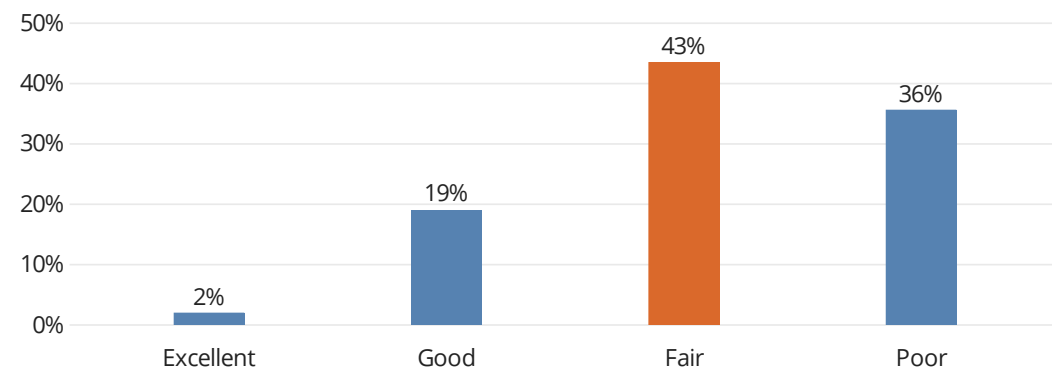
14.2 Anderson Arena

639 Responses



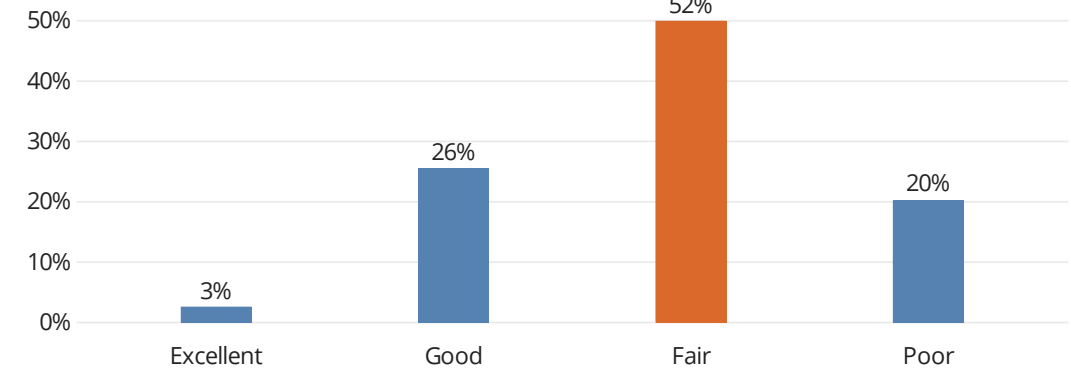
14.3 Barns (Horse, Sheep, Hog, and/or Livestock)

730 Responses



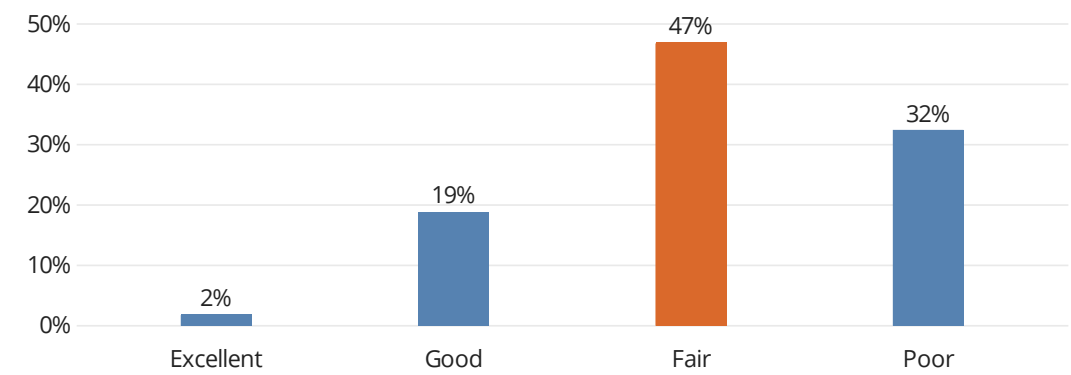
14.4 RV Camping

517 Responses



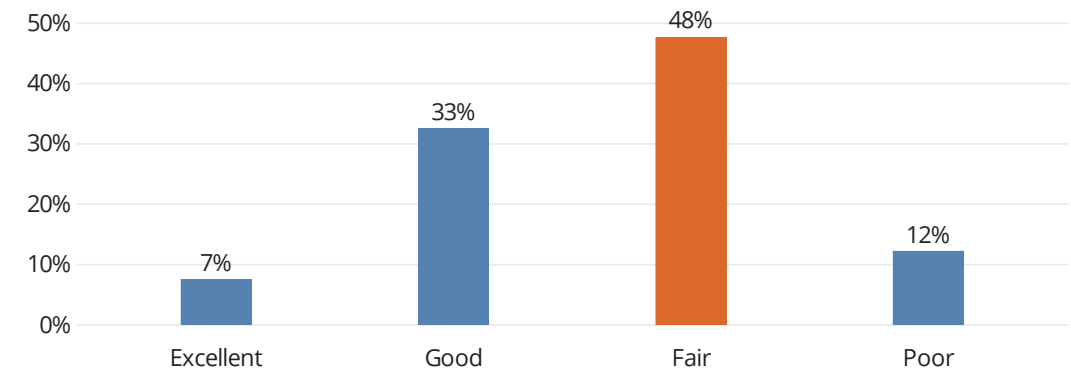
14.5 Parking Lots

1162 Responses



14.6 Motor Sports Area

482 Responses



QUESTION 15:

Are there any comments you would like to share about the condition of any of the areas or facilities at the Gallatin County Fairgrounds?

472 Responses

Outdated Facilities and Unsafe Conditions:

Many respondents feel the Fairgrounds facilities are in need of a complete overhaul and renovation, stating that the current buildings feel antiquated, are out of touch with similar facilities in the surrounding region, are not modern enough to charge higher rental rates, are undersized for current needs, do not represent the community today, are often in need of maintenance, repairs, and safety improvements.

- *"The buildings are deteriorating, rotting floors, bad doors, not heated, not well lit, not safe."*
- *"So many broken windows due to lack of security and general lack of maintenance."*

Arenas: Comments related to the arenas included:

- *"Indoor arena needs a lot of work. The ground is extremely hard... The outdoor arena has the potential to be quite nice, but there should be more bleachers and less use for non-equine/rodeo things as this makes the footing hard and less ideal."*
- *"The Anderson Arena is being severely damaged by using it for motorsports, and is very dangerous for horses and riders due to the uncertain footing."*
- *"The indoor arena and stall are much too small and have poor ventilation and lighting."*
- *"The indoor horse arena would benefit from being wider and longer and accommodate dressage and hunter jumper events. The horse barns would benefit all horses and events if they were refreshed, full height walls out of non-wood material for sanitary reasons, paved or concrete aisles for*

cleanliness. Outdoor arena would benefit all horses if the fitting was kept up on and refreshed, rodeo area upgraded to expected needs and uses for rodeo participants."

- *"The pigeons and poop in the indoor arena are bad."*
- *"The rodeo arena is more suited for a town of 4000 people."*
- *"We need a large indoor arena (100 x 200 ft. or larger) and stalls that local equestrian clubs can rent for their venues."*

Barns: Respondents feel that the animal barns are old and falling apart, are hazardous for animals as well as 4-H and other users, and need increased lighting, ventilation, space, and electrical capacity. There is a need for climate-controlled facilities, improved wash racks, new restrooms, and renovations for the 4-H Cafe.

- *"The swine project needs more space and the barns and wash racks need to be updated. Air conditioning would be great for the animals and the people who spend the entire fair week there."*
- *"Not only are the livestock barns in need of repair, but 4-H has become very popular in recent years and there simply is not enough room in the buildings for all the participants." "Please allow 4-H to make the desired improvements to the barns and other agricultural facilities. We are willing to fund the improvements and do the work - just let us do it" "Please allow 4H to upgrade and maintain the facilities they use while you make plans for the future."*

Exhibit Buildings: Respondents stated that they like the restored wood, but that the Exhibit

buildings are cold, that the kitchen needs to be renovated, and that the buildings need curb appeal and interior and exterior beautification improvements.

- *"I mostly interact with the exhibit buildings and feel like they could be more inviting. It typically quite cold in the exhibit buildings and a little industrial so while I go there to get my food, I never linger too long. It's functional for what is needed but not really a destination."*
- *"More mats in exhibit building entrances to wipe shoes upon entrance, quieter heating system in buildings 2 and 3."*

Heritage: Respondents feel that improvements need to be made while staying true to Gallatin County's history, identity, culture, and traditions:

- *"Most of the historic buildings obviously need to be revamped, but it would be heartbreaking to see the fairgrounds layout and general use focus change drastically."*
- *"Please don't take historically driven practices that have shaped this town for over a hundred years. Agriculture, 4H, motocross are all super fun community things that are well attended."*
- *"Prioritize agriculture and traditional fair uses such as 4h, FFA, rodeo, farmers market, horticulture, ranchers, farming etc."*
- *"Upgrade but don't lose your Agriculture Base. Actually try to show how much we care about what are town actually is AGRICULTURE."*

Ice Facilities: Responses related to ice facilities at the Fairgrounds suggested that there is significant demand for additional and improved ice facilities and supporting amenities, which are needed in order to grow programs.

- Related to improvements, respondents said that the Ressler Ice Arena needs to be

finished, the roof at the Bottcher side of the ice rink leaks, the roof insulation in Haynes Pavilion requires attention, and there is a need for improved bathroom facilities and showers.

- There is a strong sentiment that the current reliance on private investment for these facilities is insufficient and that these improvements would attract more visitors and serve the local community well.

Investment & Cost Concerns: Comments related to the investment and cost included:

- *"There has been a significant amount of time and \$ put into the main infrastructure (water and sewer mains, electrical and natural gas mains and services) throughout the recent past. These were planned to accommodate future growth. These are the things we don't see. It is time to make improvements that we can see."*
- *"I'd rather have funds used for a complete overhaul of the space than fixing existing facilities."*
- *"Please put resources towards improving the facilities that are used the most. Many of these facilities are only improved through community fundraising by BAHA or Bucks Baseball. This places the burden of maintenance and improvements on other community organization instead of the city or county."*
- *"Please don't update them if that means using the space is going to become more expensive for activities. They are going to become more expensive. Everything costs way too much in Bozeman and it is so refreshing to be able to attend things at the Fairgrounds that are financially doable for family without requesting aid or being on snap to get a discount."*
- *"Some need improvements. This can be done through a budgeting process. We do not need*

to be like the meters or field house. We do not need another county mill levy to raise property taxes.”

Landscaping: Respondents stated that they would like to see improved landscaping to decrease dust, decrease heat and add shade, and to make the Fairgrounds feel more welcoming overall. Comments related to beautification and landscaping included:

- “Too much pavement and gravel. Not enough grass or vegetation.”
- “Walking trails are sorely needed to utilize the space year round.”
- “Would be nice to have a more park-like feel. Grass, trees, walking paths, bathrooms. Lot of parking lots between buildings when there is already a ton of parking.”

Motorsports: Many respondents would like to see the Motorsports Area maintained and improved: “The Motor Vehicle Area is used for multiple events and can be cleaned up, smoothed out and ready for theirs besides just Motor Vehicle Events, instead of changing it to just one thing.”

- There is a desire to keep motorsports at the Fairgrounds and bring back the mudbog and tough truck events.

Navigation & Signage: Related to Navigation, respondents feel that there are several opportunities for improvement, including: paving bike and pedestrian pathways, widening the road entering Haynes Pavilion, and improving overall flow, event logistics, and connections with the community. Additionally, respondents feel that the existing signage is insufficient, particularly at the entrances to the Fairgrounds and on buildings. “I have to allow extra time to get lost looking for where I’m supposed to be to see an exhibit or whatever. Not enough directional signage.”

- “Needs better flow... food vendors at fair time should NOT be on the main walk way to other events. So many people and food lines creates traffic jams...”
- “The entrance from Oak street is so narrow and right now has a huge pot hole...There needs to be some grading and some gravel put down. When we host Legion games, the visiting teams always complain about how awful our parking lot is. It’s embarrassing!”
- “It would also be great if it tied into the surrounding community better and helped connect between the North East Neighborhood, the Cannery District, Story Mill area, and North 7th - right now it is an uninviting hole in the middle that has lots of potential to be a vital hub!”
- “I live nearby the fairgrounds and would like to see traffic diverted from Tamarack St, with main entrances to Oak St.”

Parking: Over 25% of respondents mentioned parking as a key issue for the Fairgrounds.

- Respondents feel that the current dirt lots are incredibly messy and are always difficult to navigate due to mud, pot holes, and dusty conditions. Many comments mentioned a desire for more paved parking areas, however others would prefer gravel: “Often muddy but please do not pave, instead use a gravel and fines mix to keep it pervious but less muddy.”
- There is a high degree of consensus that parking lot conditions are unsatisfactory, that there are too few parking spots during high traffic events and activities, and that it is inconvenient for locals as well as visitors.
- “From my perspective the biggest item that needs to be improved is the large parking lot near the Oak Street entrance. It gets used hard for large events at the ice facility and it can be too muddy to be used.”

- “I gave parking lots a poor rating only in that I would like more dust reduction put in place. Paving all parking areas and landscaping the perimeter might go along way to reduce dust levels and dampen noise.”
- “A master plan for transportation (parking areas, roadways, sidewalks) with wayfinding, clear markings, pavement, garbage cans, landscaping are all needed.”

Restrooms: Respondents feel that that additional restrooms are needed to support events at the Fairgrounds. In particular, comments mentioned a need for more indoor restrooms, ADA changing stations, number of stalls and baby changing stations in the ice rink, bathrooms in the rodeo arena.

- Additionally, respondents stated that there is a lack of places to wash hands before eating, that the row of port-o-potties is insufficient, that many restrooms are outdated and need upgrading, and that the showers, bathrooms, and lockers are in desperate need of improvement.

RV Camping: Respondents feel that the current RV Camping needs to be better managed and maintained, possibly relocated to a different area, and needs upgraded facilities:

- “Having campers there is an eyesore along Tamarack, and at times a safety issue. there needs to be a sidewalk, or path through the fairgrounds that allows safe travel for pedestrians.”
- “Family has tried to stay at RV area but was aghast at the conditions. It would be so convenient to have RV parking in town.”

Other:

- “Put shields on your lights so your light stays on your lot and not in the neighborhoods please.”

• “The area where the carnival part of the state fair is held needs to be upgraded from dirt to asphalt.”

• “Kitchen inside seems like it needs an update.”

• “Greenway Range is highly needed but needs updating.”

• “The recycling area turns into a total mud pit.”

• “We need swim aquatics facilities and youth baseball fields!!!”

• “There needs to be more water filling stations especially at the fair.”

• “If we focus on creating spaces that are fun, interesting, and safe for community gatherings, the fairgrounds will be a successful community amenity for years to come. I encourage you to look at some organizations that promote these kind of places, such as the Project for Public Places (pps.org), AARP’s Livable Communities work (aarp.org/livable-communities), Strong Towns (strongtowns.org), and Jeff Speck’s book titled Walkable City.”

• “It could use improvement to accommodate a growing population.”

• “Our indoor and outdoor arenas could be sooo much better! We’re in the Gallatin Valley, it doesn’t make sense on why they’re so below average compared to others in the rest of the state.”

• “We are one of the largest populations in the state with the most growth. If you travel to other local fairgrounds it shows that our facilities are on the small side and are lacking infrastructure. Lots of land out there so let’s use it.”

QUESTION 16:

NAVIGATION - Rate the following experiences at the Fairgrounds on a scale of ONE to FOUR stars. 1 Star = Poor. 4 Stars = Fantastic! *Only rate those that apply to your personal experiences.*

16.1 Advertisement of events / knowledge of events and activities occurring on site

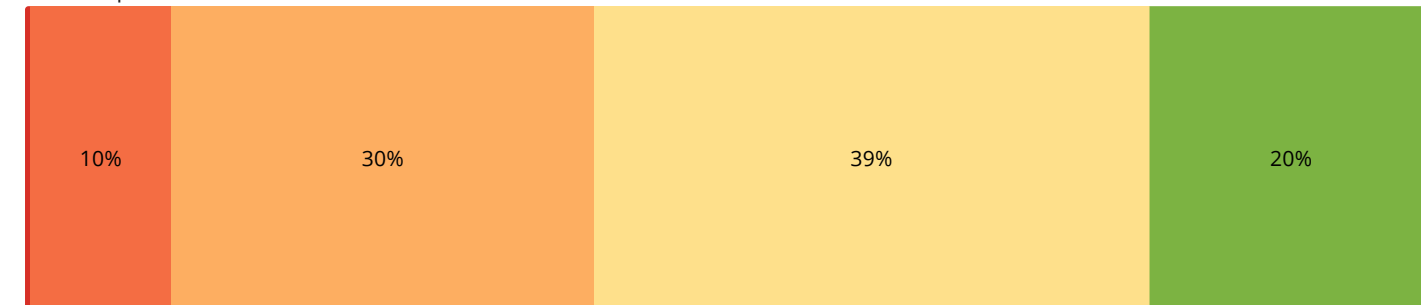
1156 Responses



● 0 Stars [0%] ● 1 Star = Poor. [16%] ● 2 Stars [37%] ● 3 Stars [35%] ● 4 Stars = Fantastic! [12%]

16.2 Finding correct locations upon arriving for events and programs at the fairgrounds

1160 Responses



● 0 Stars [0%] ● 1 Star = Poor. [10%] ● 2 Stars [30%] ● 3 Stars [39%] ● 4 Stars = Fantastic! [20%]

16.3 Parking at the fairgrounds

1193 Responses



● 0 Stars [1%] ● 1 Star = Poor. [19%] ● 2 Stars [28%] ● 3 Stars [34%] ● 4 Stars = Fantastic! [18%]

16.4 For bicycles and pedestrians: User friendliness of arriving by alternate means of transportation, moving about the site, and amenities for pedestrians / bicyclists

856 Responses



● 0 Stars [2%] ● 1 Star = Poor. [19%] ● 2 Stars [31%] ● 3 Stars [33%] ● 4 Stars = Fantastic! [15%]

16.5 For cars and small trucks: Navigating parking lots, flow of traffic, and entering/exiting the fairgrounds during high-use, large events

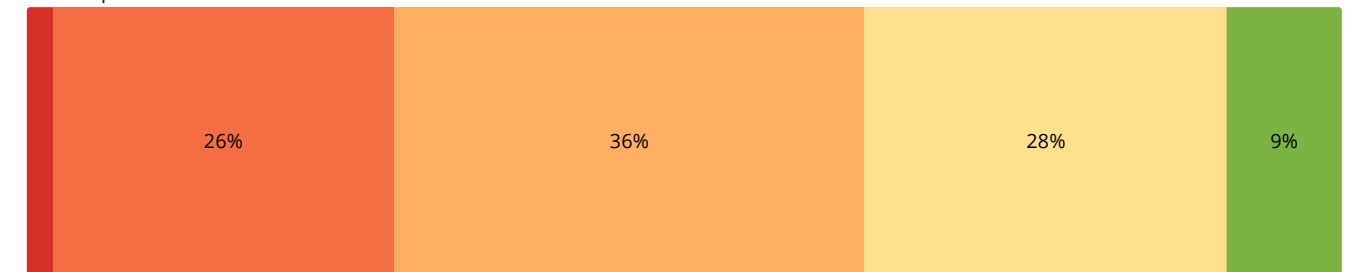
1142 Responses



● 0 Stars [0%] ● 1 Star = Poor. [20%] ● 2 Stars [34%] ● 3 Stars [34%] ● 4 Stars = Fantastic! [12%]

16.6 For larger vehicles (including RV's/campers and trailers): Navigating parking lots, flow of traffic, and entering/exiting the fairgrounds during high-use, large events

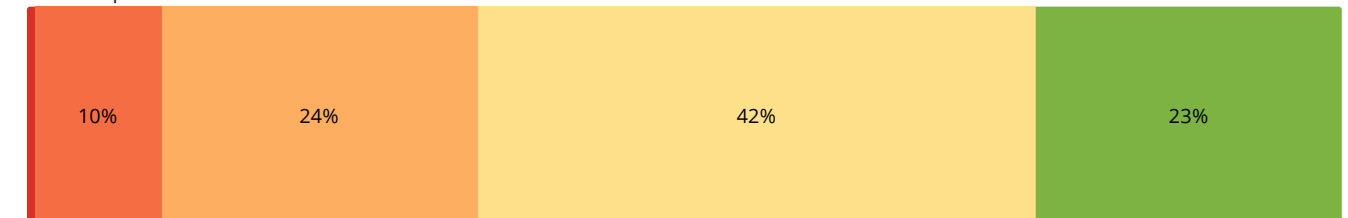
745 Responses



● 0 Stars [2%] ● 1 Star = Poor. [26%] ● 2 Stars [36%] ● 3 Stars [28%] ● 4 Stars = Fantastic! [9%]

16.7 Pedestrian accessibility to and within facilities

1057 Responses



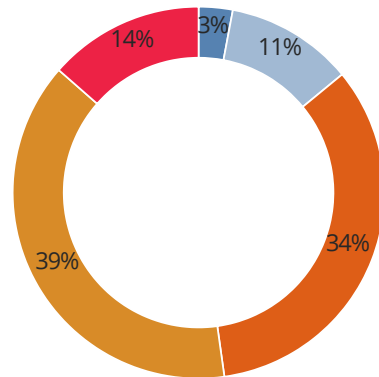
● 0 Stars [1%] ● 1 Star = Poor. [10%] ● 2 Stars [24%] ● 3 Stars [42%] ● 4 Stars = Fantastic! [23%]

QUESTION 17:

RENTALS - Rate the following experiences at the Fairgrounds on a scale of ONE to FOUR stars. 1 Star = Poor. 4 Stars = Fantastic! *Only rate those that apply to your personal experiences.*

17.1 Load-in / loud-out procedures

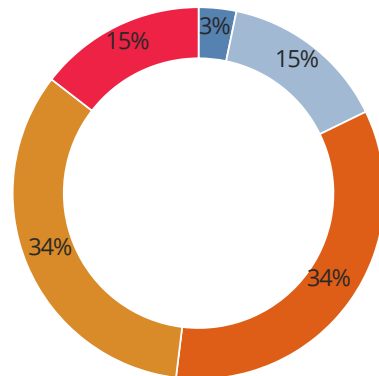
406 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

17.2 Equipment availability (chairs, tables, bleachers, etc.)

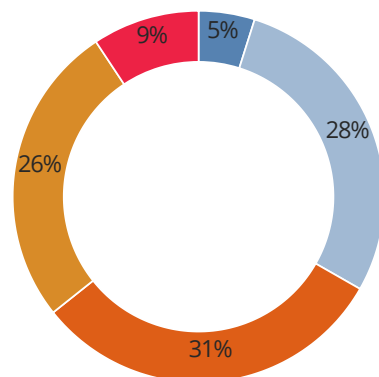
489 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

17.3 Wi-Fi and event-supporting tech (such as audio-visual systems)

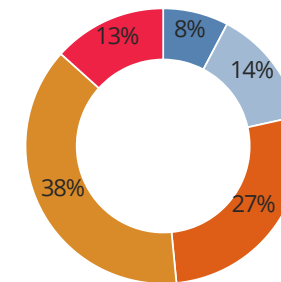
451 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

17.4 Vendor policies

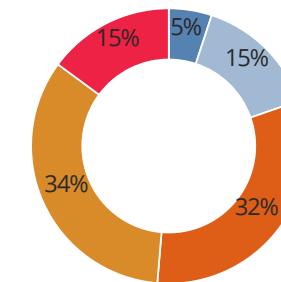
390 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

17.5 Booking and scheduling process

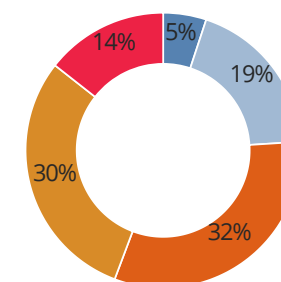
376 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

17.6 Rental rates

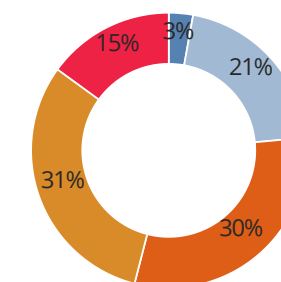
375 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

17.7 Staff availability

387 Responses



- 0 Stars
- 1 Star = Poor.
- 2 Stars
- 3 Stars
- 4 Stars = Fantastic!

QUESTION 18:

Are there any comments you would like to share about your experiences related to navigation and/or rentals at the Gallatin County Fairgrounds?

207 Responses.

Navigation:

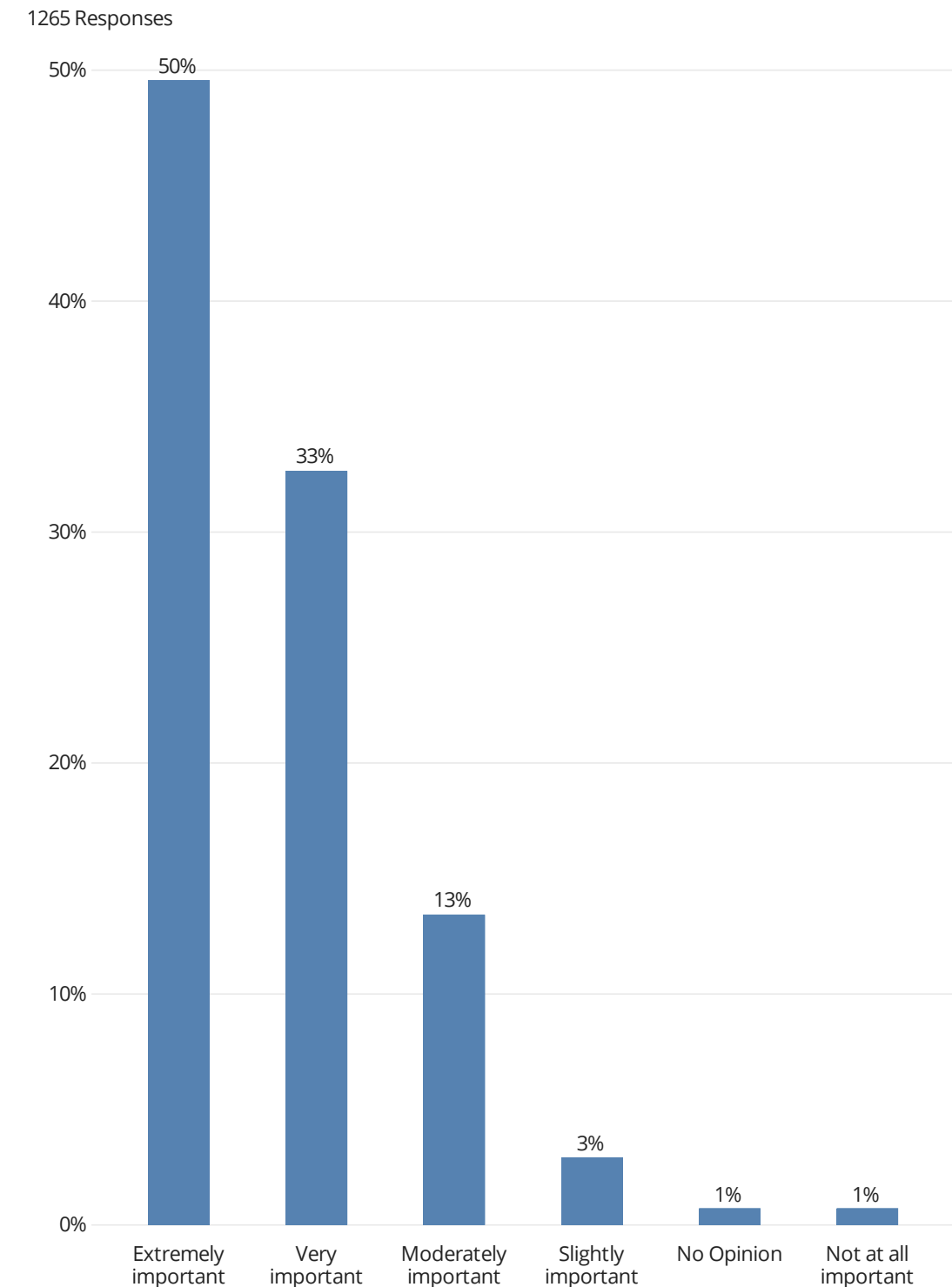
- Respondents feel that the fairgrounds is difficult to navigate, especially for first-time visitors, who often get lost, and feel there is a need for increase signage and wayfinding to help people find important parking areas, buildings, and other essential locations.
- There are significant concerns related to parking and traffic flow at the Fairgrounds. Respondents feel it is dangerous due to blind spots, lack of traffic controls, and uneven road conditions, and would like to see paved parking areas and better safety infrastructure.
- In addition to parking areas, respondents are concerned about the safety of pathways used by cyclists and walking pedestrians, especially during icy and muddy conditions. Suggestions for improvements include dedicated routes for non-vehicle traffic, more bike racks, posting improved maps on the Fairground’s website, and allowing event organizers to post their own signage to improve navigation.

Rentals:

- Respondents have experienced issues with facility access and maintenance, such as buildings being locked or unprepared at the time of booking, as well as communication challenges, such as facilities getting double-booked.
- Respondents largely feel that rental rates are too high, considering the quality and condition of the Fairgrounds facilities.
- Limited availability for ice sport rentals was mentioned several times, and respondents feel there is sufficient demand to support another ice facility at the Fairgrounds.
- Overall, respondents would like to see the following improvements for rentals: better online information, registration, and booking systems, better WiFi connectivity, upgraded rental equipment, facility improvements and maintenance, better parking lots, and a flat-rate for vendors instead of the existing percentage-based model. There is also a strong desire to have regular rental rates, local rates, and non-profit rates, with continued discounts for certain groups such as 4-H.

QUESTION 19:

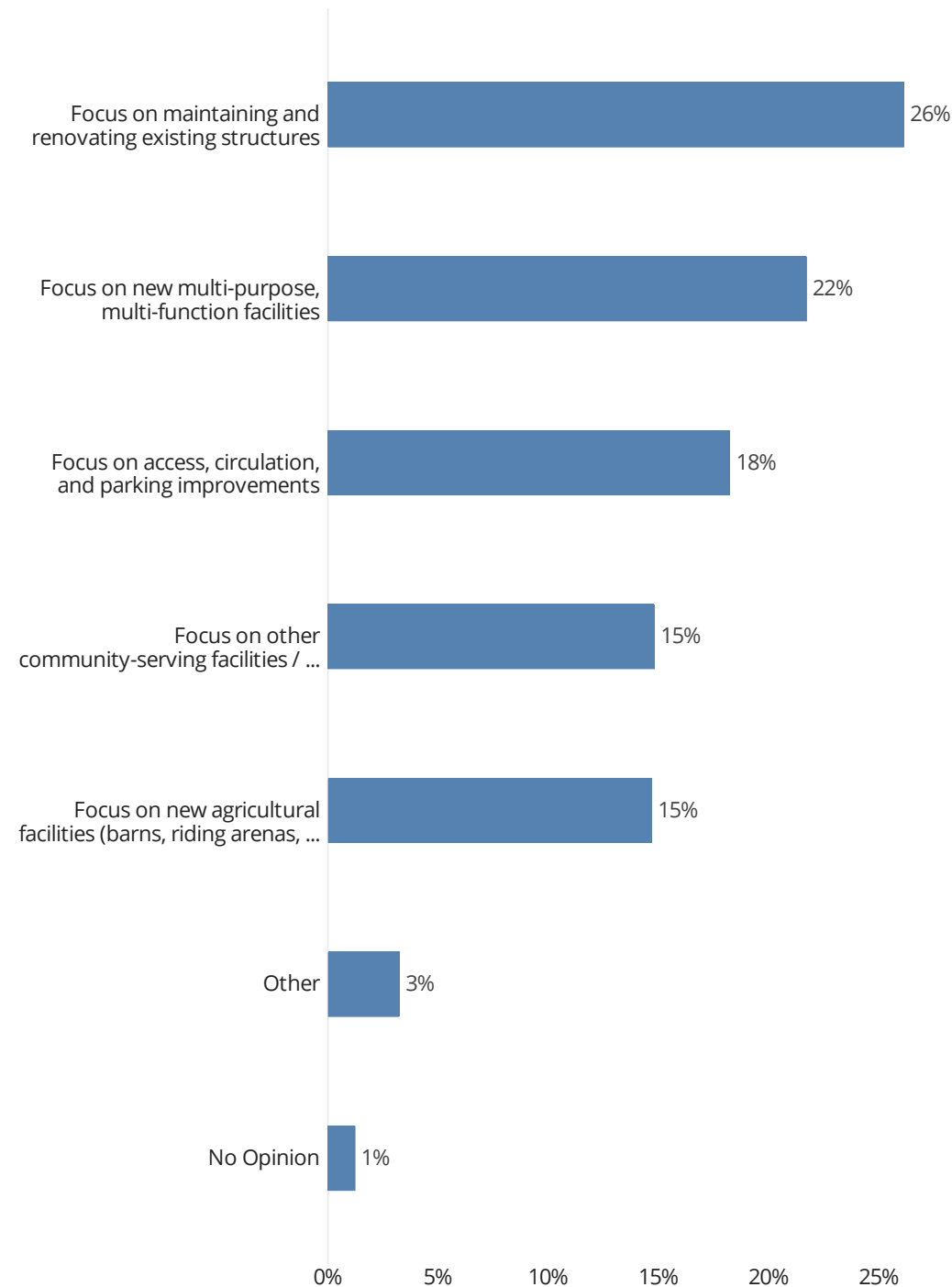
How important do you think it is for the County to invest in the fairgrounds in the next five to ten years?



QUESTION 20:

What area(s), if any, do you think the County should focus on at the fairgrounds over the next five to ten years? (select all that apply)

1259 Responses



QUESTION 20A:

If other, what do you think the County should focus on at the fairgrounds over the next five to ten years?

Landscaping and Infrastructure:

- Invest in landscaping improvements, including increasing the amount of green space, shade, trees, and trails.
- Invest in sustainable improvements such as solar panels and native planting areas.
- Develop spaces for elderly and handicapped individuals.
- Develop spaces for community use, such as community gardens near the extension offices.
- Improve parking areas and create additional paved parking.
- Reduce or manage/improve/clean up RV parking and camping area.
- Move the Bridger Bowl Park and Ride to the East side of the South Lot, and move the helipad.
- Improve pedestrian and multi-modal transit access.
- Invest in public transit and protected bike lanes to get to the Fairgrounds.

Invest in Sports, Recreation, and Entertainment Venues, Including:

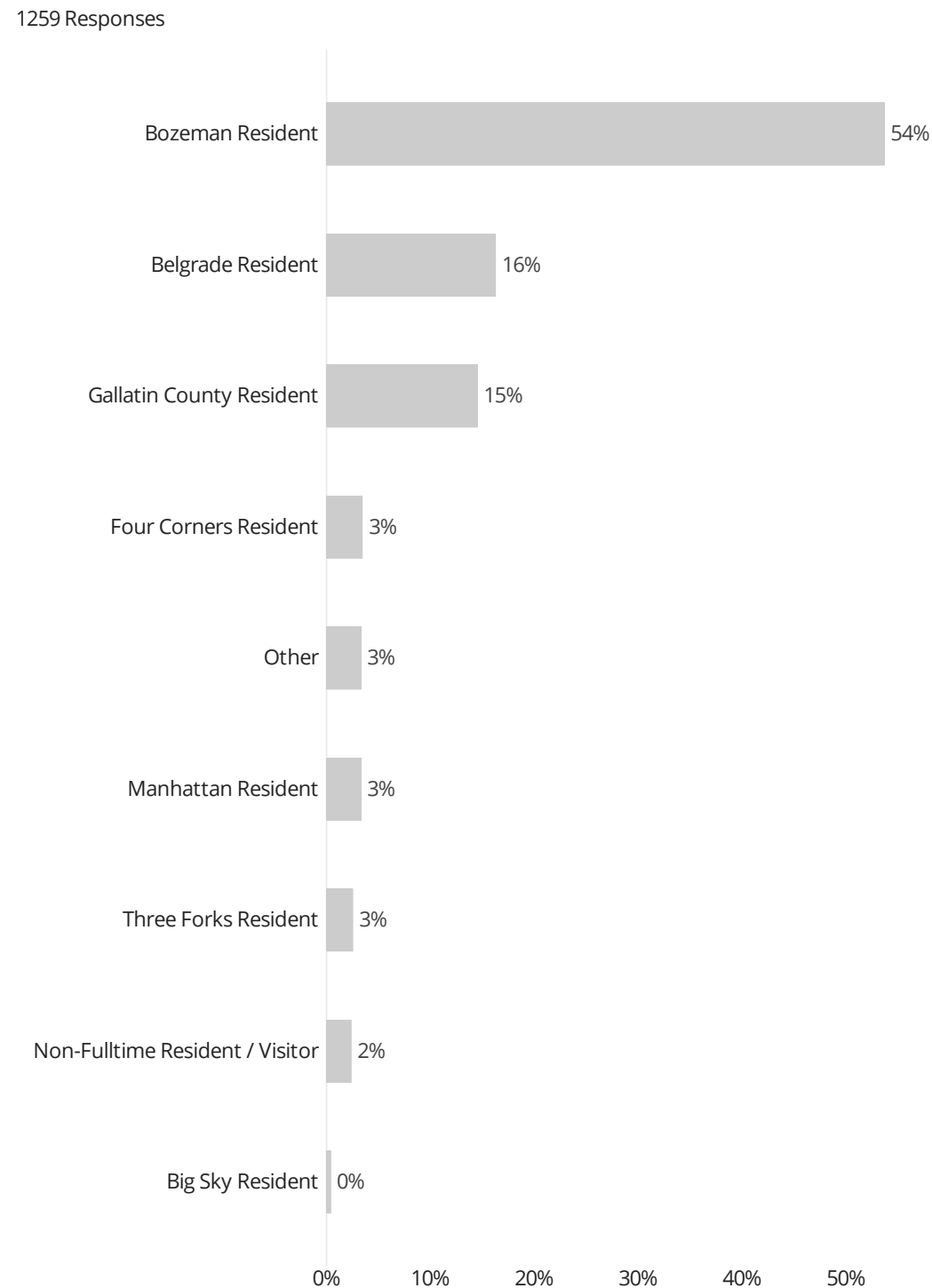
- Improve and expand motorsports facilities and offerings.
- A dog sport building large enough to accommodate agility trials.
- A go-kart track.
- A concert venue.
- Finish Ressler Ice Rink and build world class ice facilities, including better hockey ice and amenities (parking, locker rooms, stands, parking, etc.) and dedicated curling ice. *“Support the existing ice facilities in any way possible, they have invested more in the fairgrounds in the past 10 years than the County has and pay rent on the facilities they funded and built.”*
- Aquatics Facilities: *“Bozeman needs a quality swim center like Cody has. We have long winters and it is a great place to train, bring your kids and congregate in a healthy atmosphere.” “Swim Center, we could provide some relief for all major swim events having to go to Great Falls.”*
- *“Athletics infrastructure – Complete ice arenas, entrance and parking; Swim/community wellness center; Indoor fieldhouse and outdoor turf; Ice climbing and climbing area with concert venue; ropes course; The commissioners need to have a vision for this space that serves the whole county – a community asset, a center piece showcasing the active lifestyle of SW Montana. Set a vision and then pursue the vision with these amenities.”*

Miscellaneous:

- Build low-income housing on the property.
- Focus on improving communication with clubs and organizations currently using the facilities.
- Consider expanding by purchasing the grain field to the west of the property.
- *“Focus on selling this property and purchasing a larger tract of land to build a fairgrounds for the future. The current site is too small for a growing county.”*

QUESTION 21:

Which best describes you? *Select all that apply.*



QUESTION 22:

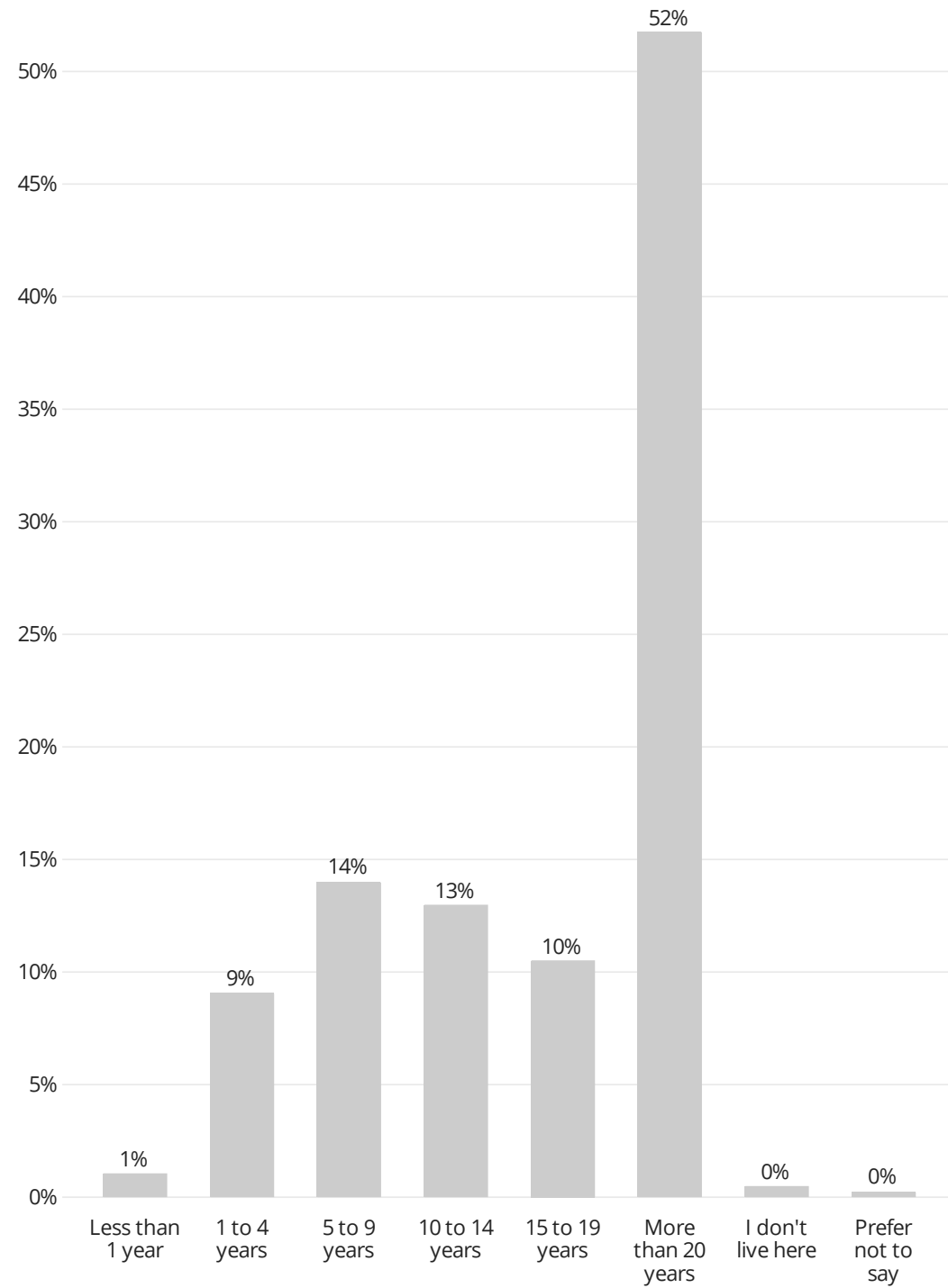
What is your zip code?

Zip Code	Percent of Responses	Zip Code	Percent of Responses
59718	35.65%	59072	0.08%
59715	31.48%	59425	0.08%
59714	19.13%	59430	0.08%
59741	3.19%	59453	0.08%
59752	3.11%	59523	0.08%
59730	1.23%	59572	0.08%
59047	0.90%	59632	0.08%
59011	0.33%	59644	0.08%
59917	0.33%	59717	0.08%
59102	0.25%	59719	0.08%
59601	0.25%	59725	0.08%
59602	0.25%	59735	0.08%
59759	0.25%	59754	0.08%
59771	0.25%	59760	0.08%
59030	0.16%	59801	0.08%
59086	0.16%	59806	0.08%
59101	0.16%	59808	0.08%
59701	0.16%	59825	0.08%
59716	0.16%	59901	0.08%
59729	0.16%	59934	0.08%
59758	0.16%	80504	0.08%
58714	0.08%	81515	0.08%
58718	0.08%	89801	0.08%
59025	0.08%	34239	0.08%
59063	0.08%		

QUESTION 23:

How long have you lived in the region?

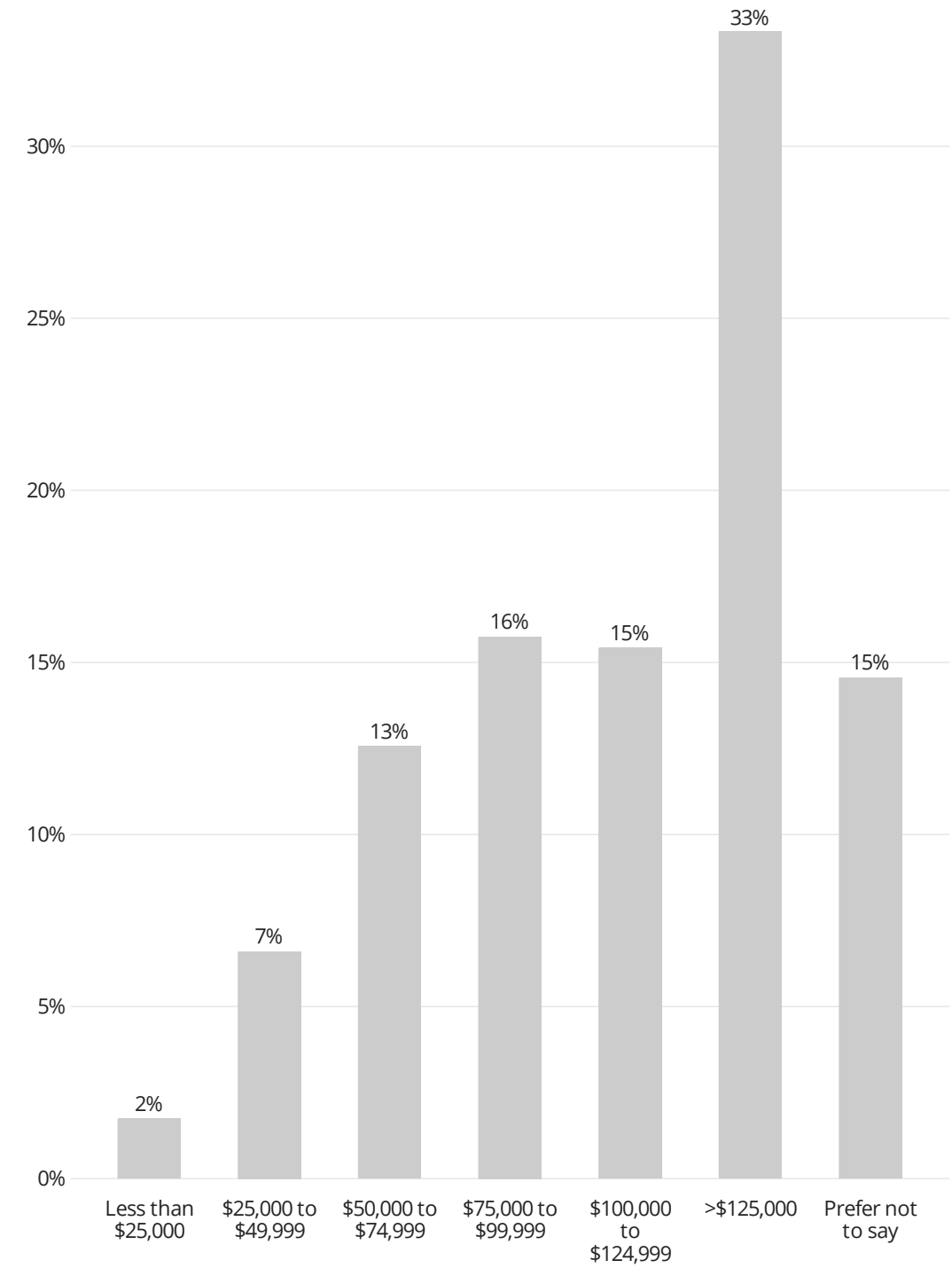
1258 Responses



QUESTION 24:

Please describe your annual household income:

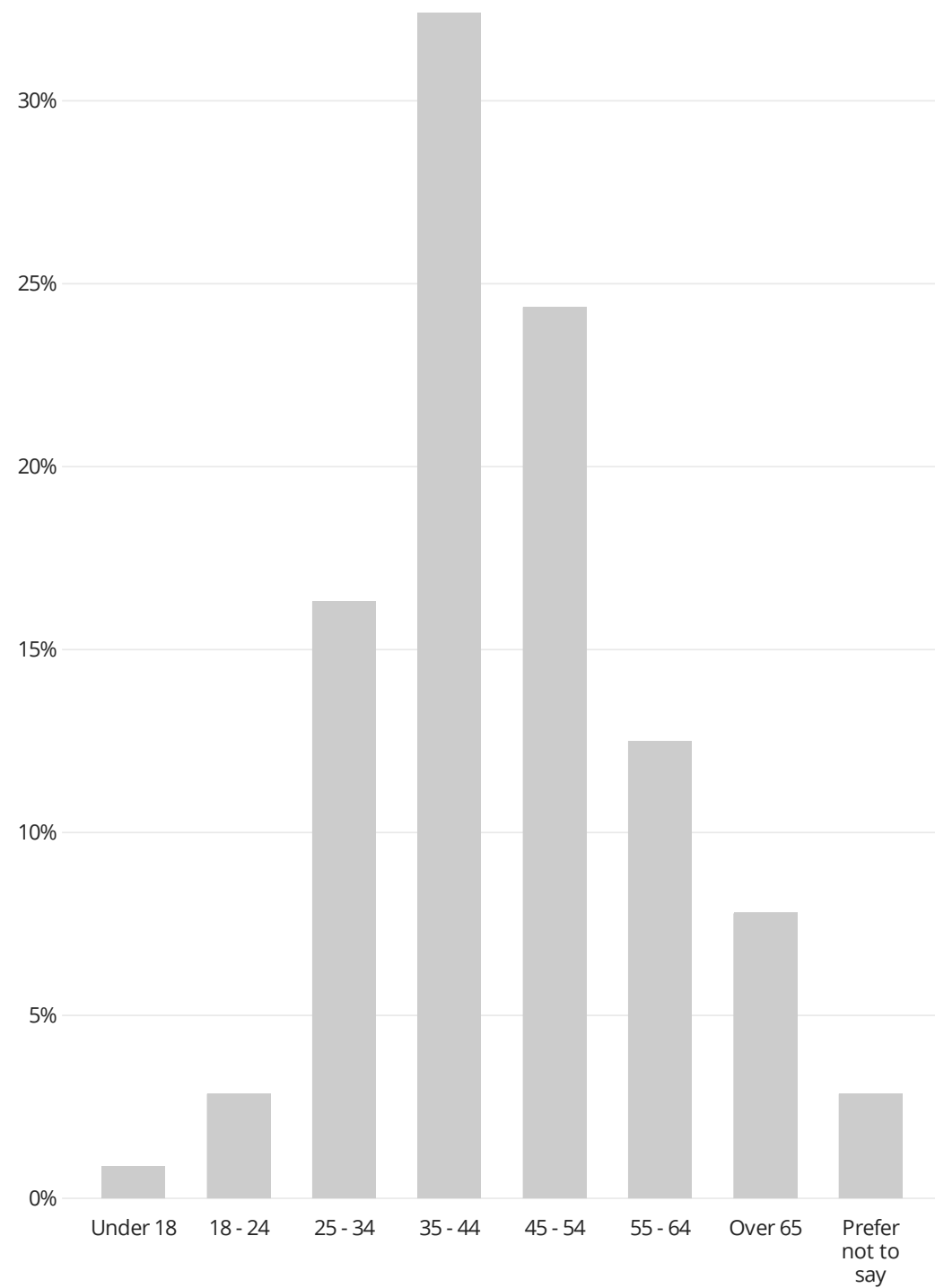
1257 Responses



QUESTION 25:

Which best describes your age?

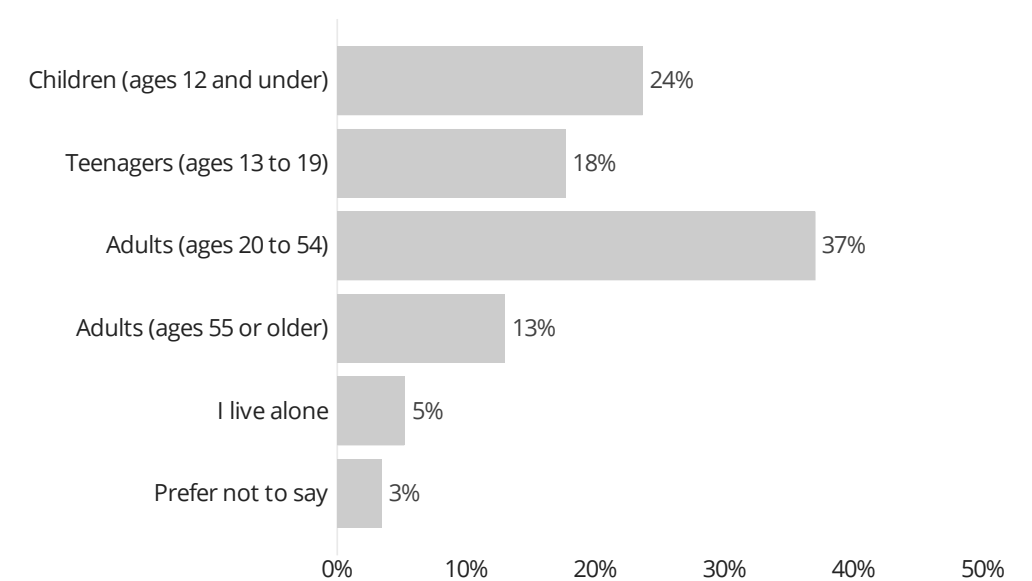
1256 Responses



QUESTION 26:

Do any of the following live in your household? *Select all that apply.*

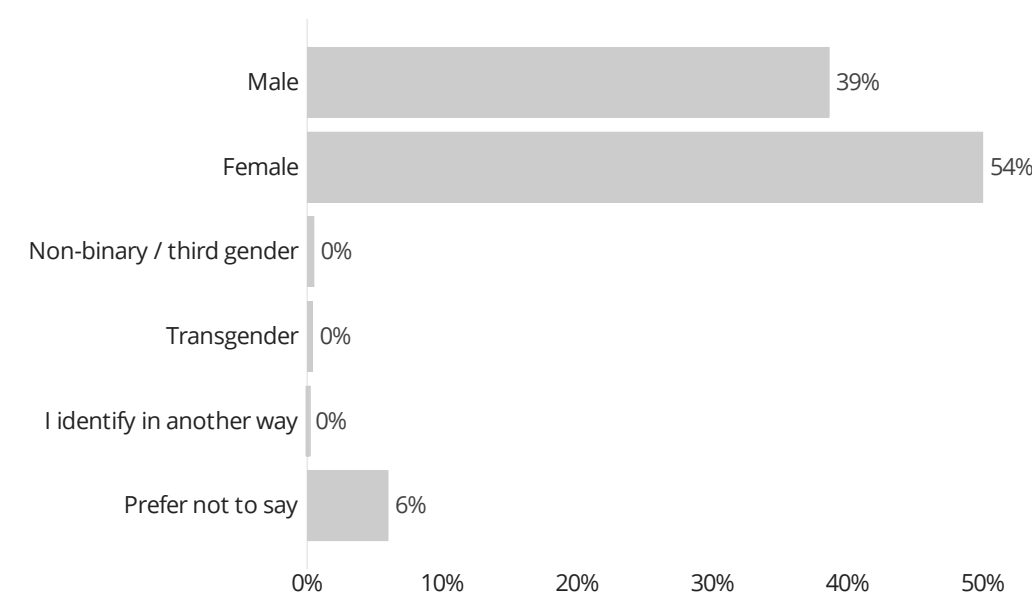
1254 Responses

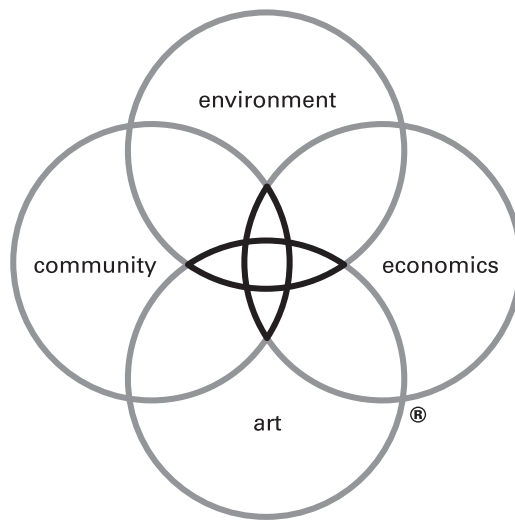


QUESTION 27:

Which gender do you identify as?

1254 Responses





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