



1

 A presentation slide titled "Purpose of Meeting" for the Payson Event Center. The slide has a teal header with the Payson Event Center logo on the left and the title "Purpose of Meeting" in the center. A small number "2" is in the top right corner. The main content area is white and contains a bulleted list of four items. The footer features the Payson logo and Kimley»Horn logo on a teal background with a mountain silhouette.
 

## Purpose of Meeting

- Project Update
- Present findings to the Council from stakeholder engagement efforts and market analysis
- Obtain Council feedback on recommended programming and related amenities
- Next Steps

2



## Project Update – Deliverable Status

3

| Completed                                                            | In Progress / Immediate Next Step                            | Start When Final Concept Plan is Complete |
|----------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------|
| Topographic & Site Assessment<br>(Including Forest Service Property) | Stakeholder/User Group Verification –<br>Starts January 2026 | Business Plan                             |
| ALTA Survey                                                          | Drainage & Infrastructure Assessments (50%)                  | Economic Impact Study                     |
| Agency Engagement                                                    | Final Concept Plan (25%)                                     | Implementation Plan                       |
| Initial Stakeholder & User Group Meetings                            |                                                              |                                           |
| Market Study                                                         |                                                              |                                           |




3



## Stakeholder/User Group Meetings

4

### Stakeholders / User Groups:

- Town of Payson Council – Previous & Current
- Payson Pro Rodeo Committee
- Chamber of Commerce
- Tonto Apache Community
- North Gila County Fair
- Arizona State University
- Payson Unified School District
- Payson Parks & Recreation Commission
- Payson Parks & Recreation Department




4



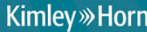
## Follow Up Stakeholders/User Groups

### Prioritization Activity - Programming

5

| Programming                                                                         | Rank    |
|-------------------------------------------------------------------------------------|---------|
| Additional Rodeo Events/Livestock Shows                                             | 1       |
| Music Concerts                                                                      | 2       |
| Equestrian Events/Shows                                                             | 3       |
| Trade Shows - Outdoor Expos, Home Shows, Art Shows, Wine Shows, Car Shows, etc.     | 4       |
| Cross Country/Mountain Biking/Pump Track/Trailhead Hiking                           | 5 (Tie) |
| Camping/RV Camping                                                                  | 5 (Tie) |
| Educational Classes                                                                 | 5 (Tie) |
| Tournament Venue for Youth Sports - Basketball, Volleyball, Soccer, Pickleball etc. | 6       |
| Spartan Races/Fun Run                                                               | 7       |
| Wedding Venue                                                                       | 8       |





5



## Follow Up Stakeholders/User Groups

### Prioritization Activity - Amenities

6

| Amenities                                                                                                                                                         | Rank    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| Open Arena with Covered Seating (5,000 or more seats) with covered concrete flooring around customer seating                                                      | 1       |
| Permanent Restrooms with potable water and connection to sanitary sewer system                                                                                    | 2       |
| New Indoor Multi-Purpose Event Building                                                                                                                           | 3       |
| Expanded Parking - Paved parking areas with Lighting and Sidewalks with compliant ADA Parking and Safer Pedestrian Entrance/Exit from the parking to the facility | 4       |
| Secured Horse stalls and Livestock Pens with Area Lighting and Shade                                                                                              | 5 (Tie) |
| New Sound System with Internet/Fiber Optic Infrastructure                                                                                                         | 5 (Tie) |
| Underground Drainage Channel with Box Culverts/Pipes to provide more usable area                                                                                  | 6       |
| Outdoor Practice/Warm Up Arena                                                                                                                                    | 7       |
| RV Area with Utility Hook Ups and New Electrical Service and Infrastructure                                                                                       | 8 (Tie) |
| New Office Space with Conference Room and Internal Restroom                                                                                                       | 8 (Tie) |





6



## Market Study - Historical Payson Event Center Activity

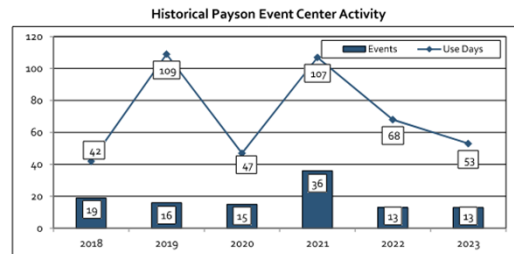
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### Number of Events

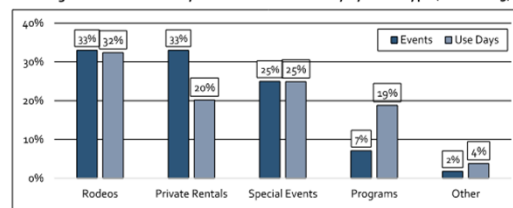
- 13 Events (Low) - 2022 & 2023
- 36 Events (High) – 2021 (Included 16 Monday Night Lights rodeo series)

### Distribution by Activity

- Rodeo rentals 33% of all events
- Private events 33% of all events
- Special events 25% of all events



Average Percent of Total Payson Event Center Activity by Event Type (2018 – 2023)



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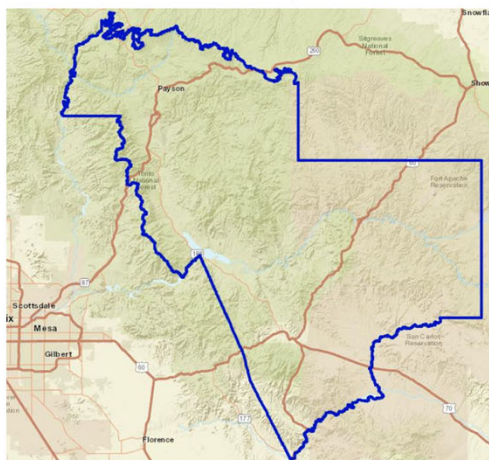
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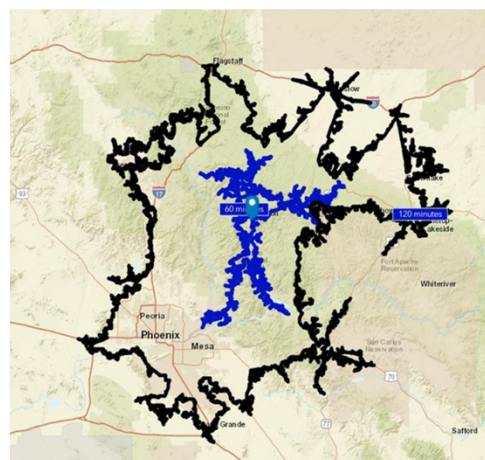
## Market Area Geographic Footprints

8

Gila County



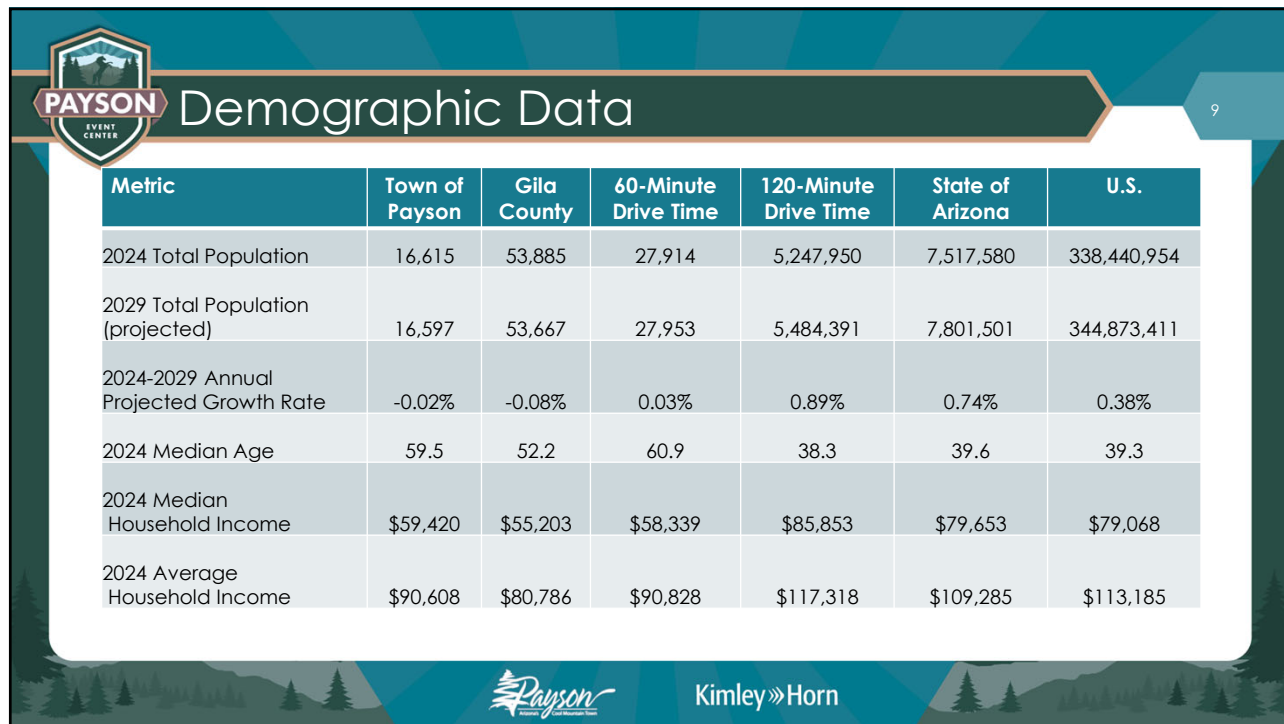
60- and 120-Minute Drive Time Areas



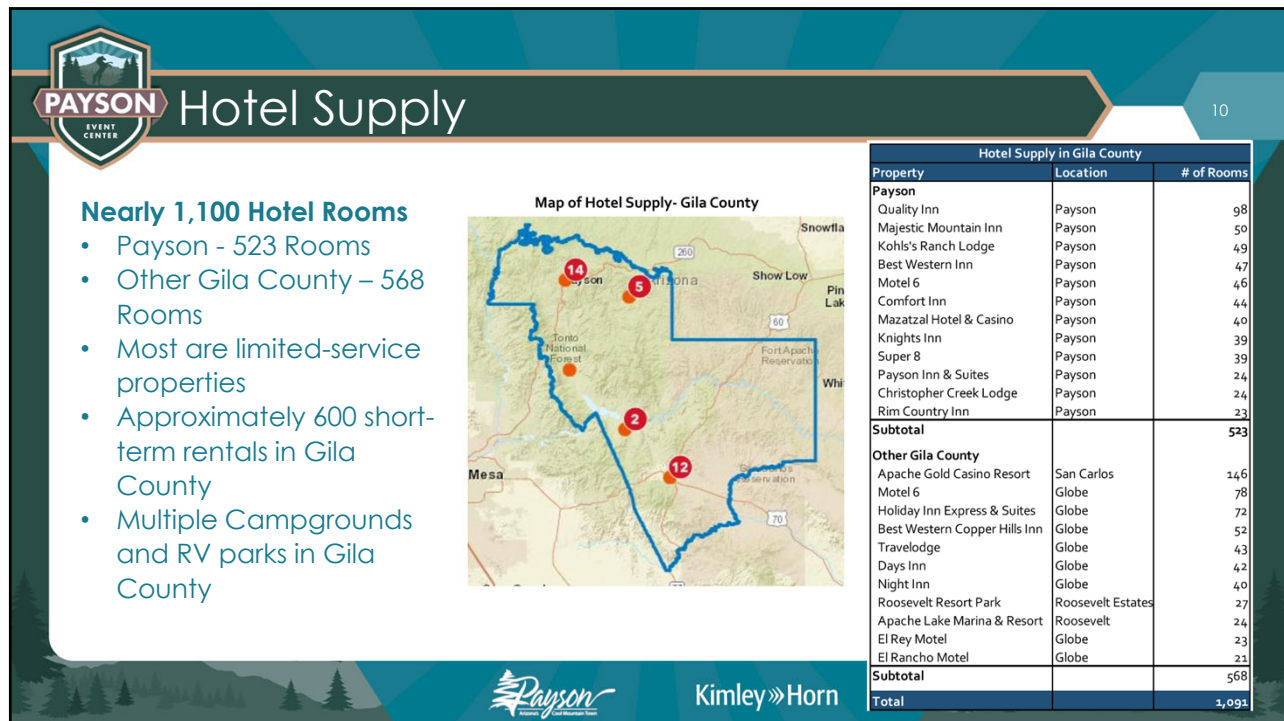
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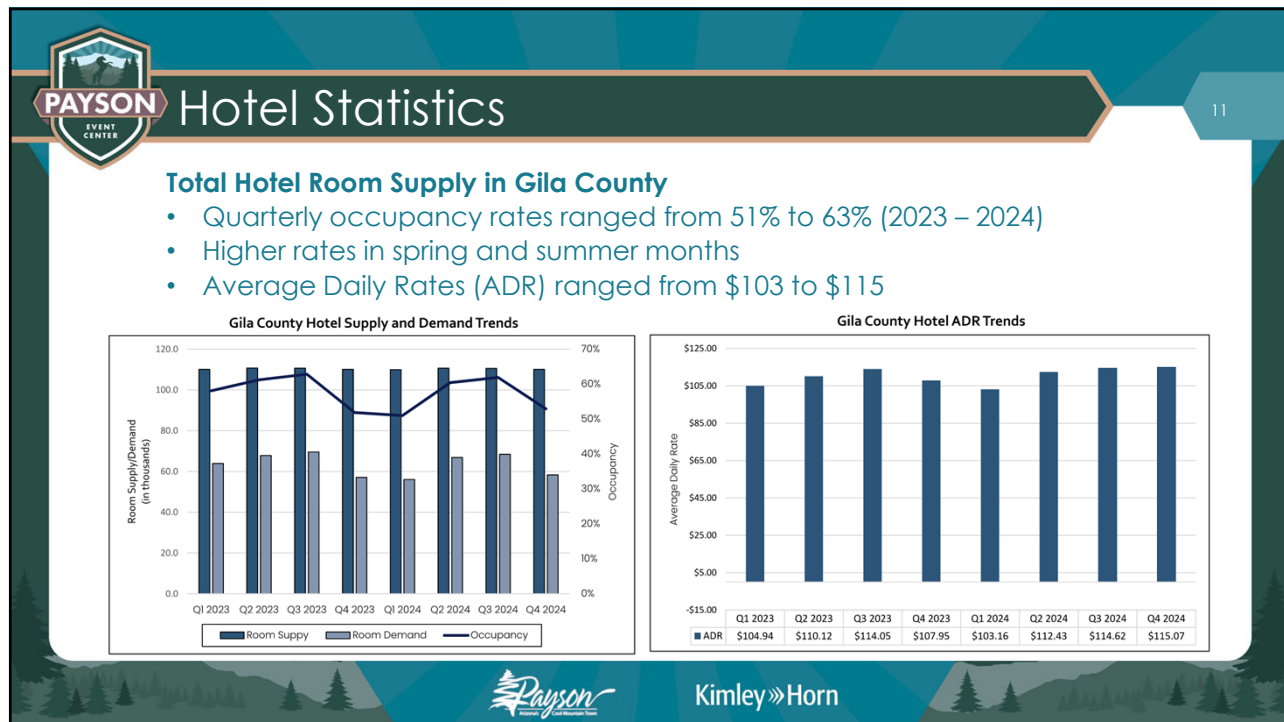




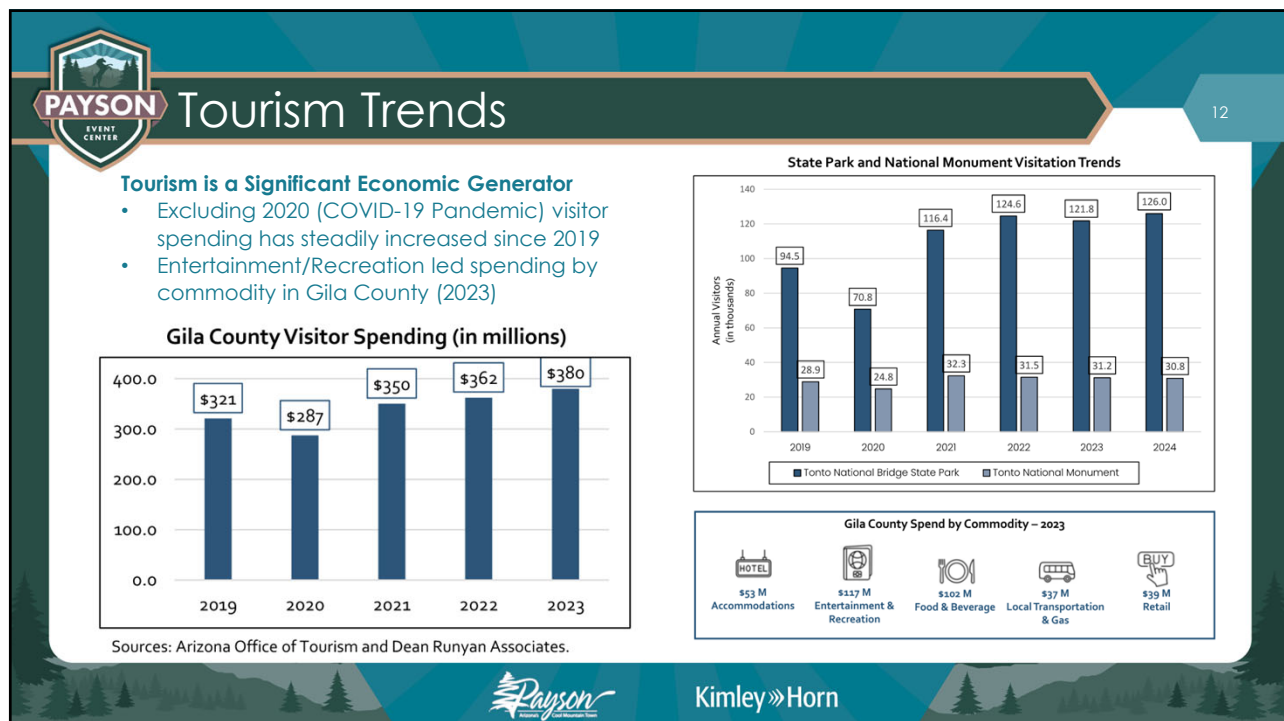
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10



11



12



## Map of State Rodeo & Equine Facilities

13

### Statewide Facilities

#### Ownership

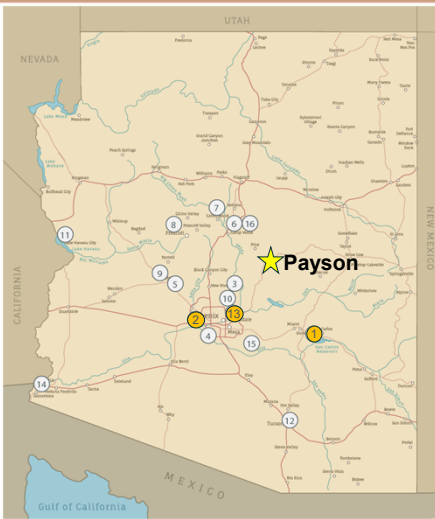
- 8 privately managed & operated
- 5 publicly managed & operated
- 3 operated by non-profits

#### Size

- Ranges between 36 to 1,100 acres

#### Arenas

- 3 facilities have indoor arenas
- 4 have a covered arena
- All have at least one outdoor arena



### Map of State Rodeo & Equine Facilities

- 1 Apache Gold Casino Resort Event Center
- 2 Arizona State Fairgrounds
- 3 Cave Creek Memorial Arena
- 4 Rawhide Western Town & Event Center
- 5 Everett Bowman Rodeo Grounds
- 6 Jackpot Ranch
- 7 Nashwa Farms Equestrian Center
- 8 Prescott Rodeo Grounds
- 9 Rancho Rio
- 10 Sage Mountain Equestrian Center
- 11 SARA Park Rodeo Grounds
- 12 Tucson Rodeo Grounds
- 13 WestWorld of Scottsdale
- 14 Yuma County Fairgrounds
- 15 Horseshoe Park & Equestrian Center
- 16 Camp Verde Equestrian Center

● Indicates facility with Indoor Arena




13



## Supply of State Event Facilities

14

| Supply of State Event Facilities        |                        |                 |                                                                    |                                       |                    |            |                                                                    |
|-----------------------------------------|------------------------|-----------------|--------------------------------------------------------------------|---------------------------------------|--------------------|------------|--------------------------------------------------------------------|
| Facility                                | Facility Type          | Location        | Drive Time Distance in Miles From the Existing Payson Event Center | Facility                              | Facility Type      | Location   | Drive Time Distance in Miles From the Existing Payson Event Center |
| Mesa Amphitheatre                       | Amphitheater           | Mesa            | 76                                                                 | Arizona Athletic Grounds              | Outdoor Sports     | Mesa       | 75                                                                 |
| Pepsi Amphitheater at Fort Tuthill Park | Amphitheater           | Flagstaff       | 90                                                                 | Tempe Sports Complex                  | Outdoor Sports     | Tempe      | 80                                                                 |
| Talking Stick Resort Amphitheatre       | Amphitheater           | Phoenix         | 90                                                                 | Rose Mofford Sports Complex           | Outdoor Sports     | Phoenix    | 85                                                                 |
| Sun Bowl Amphitheater                   | Amphitheater           | Sun City        | 97                                                                 | Reach 11 Sports Complex               | Outdoor Sports     | Phoenix    | 85                                                                 |
| Rawhide Western Town and Event Center   | Amphitheater           | Chandler        | 100                                                                | Scottsdale Sports Complex             | Outdoor Sports     | Scottsdale | 90                                                                 |
| Desert Financial Arena                  | Arena                  | Tempe           | 80                                                                 | Peoria Sports Complex                 | Outdoor Sports     | Peoria     | 100                                                                |
| PHX Arena                               | Arena                  | Phoenix         | 85                                                                 | Camelback Ranch                       | Outdoor Sports     | Glendale   | 100                                                                |
| Veterans Memorial Coliseum              | Arena                  | Phoenix         | 85                                                                 | Kino Sports Complex                   | Outdoor Sports     | Tucson     | 170                                                                |
| Global Credit Union Arena at GCU        | Arena                  | Phoenix         | 85                                                                 | Phoenix Raceway                       | Racetrack          | Avondale   | 98                                                                 |
| Findlay Toyota Center                   | Arena                  | Prescott Valley | 90                                                                 | Walkup Skydome                        | Stadium            | Flagstaff  | 90                                                                 |
| Desert Diamond Arena                    | Arena                  | Glendale        | 97                                                                 | State Farm Stadium                    | Stadium            | Glendale   | 97                                                                 |
| Mesa Convention Center                  | Convention Center      | Mesa            | 75                                                                 | Mesa Arts Center Ikeda Theater        | Theatre/Auditorium | Mesa       | 75                                                                 |
| Phoenix Convention Center               | Convention Center      | Phoenix         | 85                                                                 | ASU Grady Gammage Memorial Auditorium | Theatre/Auditorium | Tempe      | 79                                                                 |
| Tucson Convention Center & Arena        | Convention Center      | Tucson          | 170                                                                | Celebrity Theatre                     | Theatre/Auditorium | Phoenix    | 85                                                                 |
| Mojave Crossing Event Center            | Convention Center      | Fort Mohave     | 230                                                                | The Van Buren                         | Theatre/Auditorium | Phoenix    | 85                                                                 |
| Cactus Yards                            | Indoor Sports          | Gilbert         | 90                                                                 | Symphony Hall                         | Theatre/Auditorium | Phoenix    | 85                                                                 |
| MG Sportsplex                           | Indoor Sports          | Glendale        | 100                                                                | Orpheum Theatre                       | Theatre/Auditorium | Phoenix    | 85                                                                 |
| Arizona Sports Complex                  | Indoor Sports          | Glendale        | 100                                                                | Arizona Financial Theatre             | Theatre/Auditorium | Phoenix    | 86                                                                 |
| Barney Family Sports Complex            | Indoor Sports          | Queen Creek     | 100                                                                | Chandler Center for the Arts          | Theatre/Auditorium | Chandler   | 100                                                                |
| WestWorld of Scottsdale                 | Multi-Use Event Center | Scottsdale      | 90                                                                 |                                       |                    |            |                                                                    |

Note: Above list does not represent an all-inclusive supply of facilities.  
Sources: Individual facility websites; Google Maps.




14



## Strengths/Challenges

15

| Strengths/Opportunities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Challenges                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Development of the proposed new Payson Event Center is consistent with the Payson Parks Recreation &amp; Tourism mission statement</li> <li>Demand from potential user groups representing multiple market segments</li> <li>Limited supply of existing facilities in the immediate area with a similar market focus</li> <li>Tourism is an existing economic generator for the area with abundant outdoor recreational opportunities</li> <li>Cooler climate than the Phoenix metro, offering a seasonal advantage for hosting events</li> <li>Within a 2-hour drive time of Phoenix metropolitan area</li> <li>Opportunity to serve wide array of needs for area residents</li> <li>Opportunity to build on Payson's established rodeo tradition and attract new events</li> <li>Opportunity to support youth development (multi-sport/rodeo/equine)</li> <li>Opportunity for strategic partnerships with Tonto Apache Tribe</li> <li>Opportunity for partnerships with local educational institutions</li> <li>Opportunity to enhance the tourism industry and generate new economic impacts</li> </ul> | <ul style="list-style-type: none"> <li>Local vehicular access/transportation connectivity</li> <li>Relatively small population base in the immediate area and other demographic considerations</li> <li>Limited hotel supply and range of offerings</li> <li>Limited attractions beyond outdoor recreation</li> <li>Relatively limited interest from concert promoters</li> <li>Competition from existing rodeo and equine facilities in the region</li> <li>Competition from existing event and entertainment facilities in the broader regional area, including those in larger markets</li> <li>Potential reliance to draw from the Phoenix metropolitan area may prove challenging</li> <li>Existing and proposed entertainment options and new RV park planned at Apache Corners</li> <li>Potential changes in general macro-economic conditions</li> </ul> |



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15



## Programming Opportunities

16

### Community Events / Social Functions

#### Market Demand - High

- County Fair / Fourth of July
- Education Classes / Arts & Crafts / Farmers Markets
- Socials / Banquets / Dances / Wedding Venue
- Camping / Glamping
- Hiking / Mountain Biking / Cross Country Races
- Spartan Race / Fun Run










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16





**PAYSON**  
EVENT CENTER

## Programming Opportunities

17

**Rodeos**  
**Market Demand - High**

- Bull Riding
- Saddle Bronc Riding
- Steer Wrestling
- Roping

**Equine / Livestock / Small Animals**  
**Market Demand - Moderate**

- Barrel Racing
- Reining
- Cutting
- Team Penning
- Livestock Shows
- 4-H Events







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17



**PAYSON**  
EVENT CENTER

## Programming Opportunities

18

**Local Sports Activities**  
**Market Demand – Moderate/Low**

- Basketball
- Volleyball
- Wrestling
- Cheer
- Pickleball

**Expos / Exhibits Events**  
**Market Demand – Moderate/Low**

- Trade Shows
- Home Shows
- Art Shows
- Car Shows

**Entertainment**  
**Market Demand – Low**

- Major Concerts
- Family Shows







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18



## Building Program Recommendations

19

### Covered arena with air flow / circulation system

- Competition ring dimensions of approximately 270' x 140'
- Minimum seating capacity for 3,500 spectators with the ability to expand up to 5,000 through additional bleacher seating and/or overlay
- Offer premium and/or VIP areas that could accommodate approximately 5% to 10% of total seating based on specific event needs
- Adjacent covered warm-up arena (minimum 100' x 200')
- Approximately 200 on-site covered stalls, ideally located adjacent to the warm-up arena, with flexible space to increase to 400 with temporary stalls
- 50 full-service RV spaces with the ability to expand based on future demand
- Floor overlay to utilize for non-equine/rodeo activity




19



## Building Program Recommendations

20

### Separate climate-controlled, flat-floor exhibit building adjacent to the arena

- 20,000 SF to 25,000 SF of divisible, flexible multi-purpose event space
- Six to eight flexible meeting rooms
- Catering kitchen/concession facilities
- Restrooms




20



## Event Space Site Improvements

21

### Other required supporting infrastructure and patron amenities

- Permanent restrooms and event offices
- Water / Sanitary Sewer / Electrical / Internet infrastructure improvements
- Adequate, proximate on-site parking (e.g., paved, lighted, accessible)
- Technology that supports both event production and patron expectations including quality lighting, sound systems and robust Wi-Fi
- Maintenance/support facilities with storage space for equipment, etc.
- Shade structures throughout the grounds
- Concessions facilities




21



## Potential Future Site Buildout

22

### Forest Service Property (73 Acres)

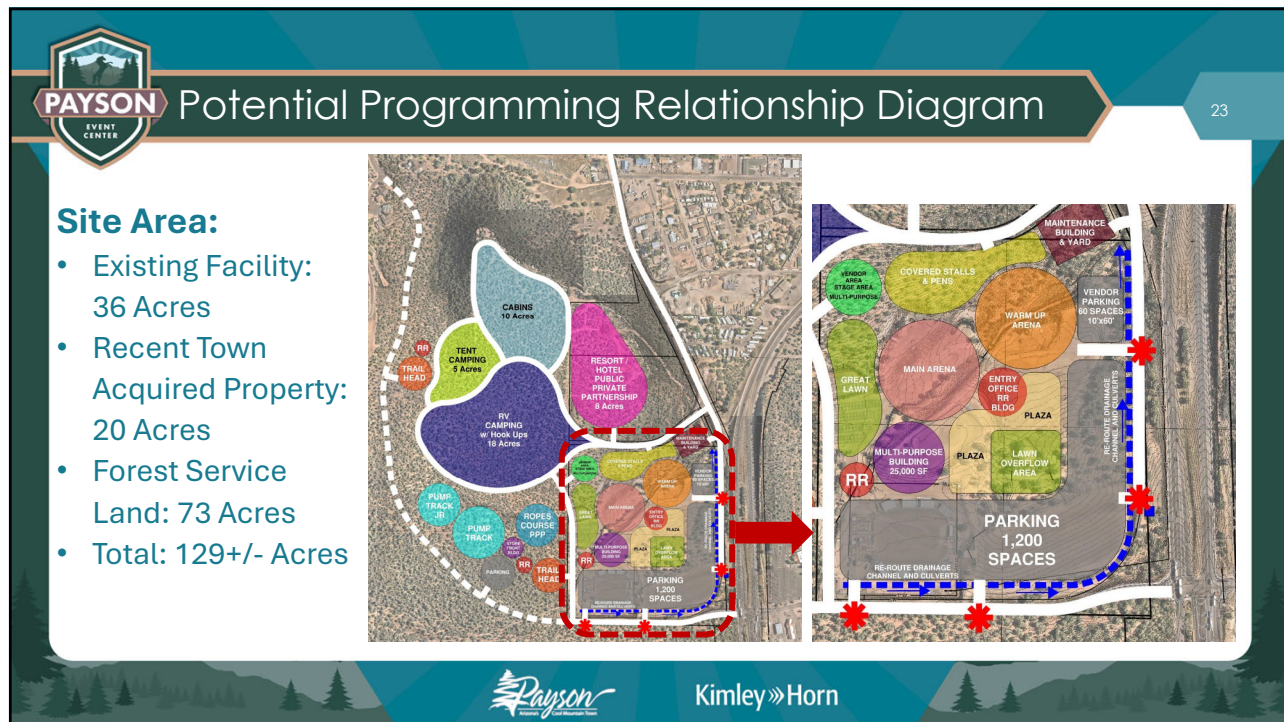
- Trailheads / Hiking Trails
- Cabins
- Camping
- RV Slips
- Restrooms
- Third Party Vendor Rope Course
- Pump Track

### Recently Purchased Town Property (20 Acres)

- Public Private Partnership Resort




22



23



24





25

# Questions and Discussion

## Thanks!



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25



26

# END OF PRESENTATION



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26