

MEMO

DATE: October 21, 2009
TO: Mayor and City Council
FROM: Hailey Parks & Lands Board
RE: **Hailey Rodeo Grounds Master Plan (Wertheimer Park)**

The Hailey Parks & Lands Board has been working with Hailey Ice for several years to find a permanent site for an ice rink built on a refrigerated concrete slab. Since 2008, the Board has been working with Hailey Ice, the Sawtooth Rangers, skateboarders and other community volunteers to develop a Master Plan for the rodeo grounds that would provide a site for the ice rink, allow an expansion to the skatepark for street skate elements, and allow the 4th of July Rodeo event to continue. The Master Plan contains other recreational and compatible elements including restrooms, a visitor's center or kiosk, picnic areas, and an improved entrance to our community.

In May of this year, the Council approved a contract to engage Nick Latham and Michael Bulls of Ruscitto/Latham/Blanton to work with the P&L Board and the other groups to develop a Plan to meet the identified goals. At the Council Meeting held July 20, 2009, the Council heard a presentation from Nick and Michael on the preferred Rodeo Grounds Master Plan layout, as recommended by the Parks & Lands Board. However, there were some issues that remained unresolved at that time.

Since then, progress has been made to resolve these issues:

1. Adequate parking for the participants of the 4th of July rodeo events
Mayor Davis facilitated an agreement with the Blaine County School District to allow parking of the participants' horse trailer rigs on paved areas of the Hailey Elementary School property. The Sawtooth Rangers have reviewed the proposal, and feel that it will address their current needs.
2. Formalization of the City's support for improvements to the property.
Both Hailey Ice and Sawtooth Ranger volunteers had been somewhat uneasy with the city's political process and commitment to the eventual construction of the Master Plan. In August, Council Resolution 08-09 was adopted by the Mayor and Council, which clearly states the city's committed support to the recreational improvements to the rodeo grounds.
3. Historic Survey of the arena
In 2008, the Hailey Historic Preservation Committee had applied for and received a grant to conduct a Historic Survey to document the rodeo arena and its history. In August 2009, the Committee received the completed survey as completed by the Idaho Historic Commission. The survey revealed that the story of the arena is a familiar one – volunteers in the community saw a need for a recreational facility and the whole town pitched in and built it (which is exactly what we all hope the outcome will be for this current process). In addition, Heather Dawson and Tracy Anderson found a "Preserve America" grant opportunity that would enable us to create a museum exhibit of the arena and surrounding properties, using the documents and photos discovered in the survey. This exhibit could be mounted inside a visitor's center

component of the new arena, as well as installed and integrated throughout the entire site. The Historic Preservation Committee reviewed the Master Plan for the rodeo grounds at their September meeting; they gave their endorsement, based in part because the traditional theme of community involvement will be continued to be celebrated and documented.

4. Ownership of the First Avenue right-of-way portion of the property remains unresolved.

Summary of the Master Plan as it currently proposed, with Parks & Lands Board Recommendations:

1. Current plan includes:

- a. **Ice Rink**
A refrigerated concrete slab for a hockey rink, including mechanical, storage and zamboni space. Future plans include a roof over the ice, which would also add locker rooms and restrooms. The facility would be ice from November through April, and available the rest of the time for other uses, such as Springfest, Farmer Markets, or vendors for the 4th of July Rodeo.
- b. **Multi-Use Outdoor Event Arena**
An outdoor multi-use arena built to rodeo dimensions, with a grandstand and seating for 3000, and space for temporary pens and chutes. Other than when being used for the 4th of July Rodeo, the arena would be available for concerts and other events.
- c. **Skate Plaza**
An expansion to the current skatepark that will provide street skate elements, such as rails, stairs and railings. The plaza includes green space for friends and picnics.
- d. **Interpretive Center**
A visitor's center with a gallery for the historical display (see next), offices and a meeting room. The Chamber of Commerce has been offered the space, but they have not yet decided if they want to use it. If not, it could be simply a kiosk to welcome visitors to Hailey.
- e. **Display/exhibit of history of property**
A museum-quality exhibit or display of the history of the rodeo arena and Wertheimer Park property. The exhibits or display would be integrated into the interpretive center as well as integrated into the rest of the property.
- f. **Public art elements**
As most of the projects will be public works projects, the city's 1.5% for Art ordinance will provide funding for public elements to be integrated into the improvements. The Hailey Arts Commission will be more involved as design details are developed.
- g. **Improved parking, green space and community entrance**
The parking layout shown provides enough parking spaces for routine use of the skatepark, ice rink and visitors center. However, parking is not intended to accommodate attendees to special events, including the rodeo; the Parks & Lands Board recommends using shuttles and encouraging other means of transportation for special events.

With the permission of the School District to use paved portions of the Hailey Elementary School campus, the Sawtooth Rangers are now reasonably assured that there is enough parking to accommodate their horse trailers and rigs during the 4th of July rodeo events.

The property and arena are located at what many consider to be the real entrance to Hailey. Currently, the plans provide improved pedestrian circulation, street trees and an improved entrance at the Main Street intersection.

Improvements to the entrance will certainly impact the Snow Bunny's parking and entrance, although efforts have been made to minimize those impacts.

2. Construction Phasing

- a. The Parks & Lands Board strongly recommends that both the ice facility and the arena be built at the same time to avoid disruption to the rodeo event. However, the P&L Board recognizes that the ice facility has its funding and the arena does not.
- b. Construction of the rink will require removal of the west wall of the arena. The Parks & Lands Board strongly recommends that the rink and arena be constructed at the same time, and in a manner that will not interfere with the 4th of July Rodeo.
- c. The goals are to begin work on the ice rink July 5th, 2010 and complete it in time for use winter 2010; to finish the arena in time for 2011 4th of July Rodeo; to construct the skate plaza summer 2010; and, to finish parking and landscape improvements 2011.
- d. Construction phasing will also depend on funds available.

3. Ownership & Management

The P&L Board recommends that all facilities be given to the city to manage and maintain on behalf of the community. Long-term (ten to twenty years) contracts or agreements with both Hailey Ice and Sawtooth Rangers would reserve their use of the facilities for the times that they need, leaving the facilities otherwise available for general public use, such as markets, fairs, shows, concerts and other events.

- a. **Skate plaza**
The Hailey Skatepark is owned, maintained and managed by the city. Design and construction of the skate plaza will be a public works project, and the completed plaza, an extension to the existing skatepark, will continue to be maintained and managed by the city.
- b. **Hailey Ice Rink**
Hailey Ice, Inc. intends to construct the rink with their own funds and resources, and then give the facility to the city to maintain and manage. Hailey Ice would manage the facility in the winter, and the city would manage it the rest of the time.
- c. **Multi-Use Arena**
The arena will also be a public works project. The Sawtooth Rangers would like a long-term agreement with the city that guarantees their use of the facility for the 4th of July Rodeo events; the city will manage the uses the rest of the time.

4. Funding

Hailey Ice has the funds to construct the slab, but does not have the funds for the roof. They feel confident that once they begin construction on the slab, they will be able to raise the additional funds within a relatively short time frame.

Until now, the Sawtooth Rangers have been unable to commit to fundraising for an arena without a clear commitment from the city as to the Rangers' participation in the future use of the property.

The Parks & Lands Board supports Hailey Ice's suggestion that fundraising be a collaborative effort between Hailey Ice (for a roof) and others for a new multi-use Hailey Arena, with the city making a considerable financial investment. The Board suggests marketing this as the multi-use Hailey Arena, rather than the new Rodeo Arena, as the Citizen Satisfaction Survey clearly showed support for a multi-use arena. The Board also suggests that the Hailey Parks Foundation, a partner with the city in other projects, as the best entity to manage charitable contributions for the projects that are not those of Hailey Ice.

At this time, a fundraising committee is being formed, coordinated by Becki Keefer and directly supervised by Heather Dawson, City Administrator.

a. Fundraising partners and plan

The initial intent is to ask the community for financial donations over the next six months, using the Hailey Parks Foundation to hold the funds and manage receipts, and using the resources of the Sawtooth Rangers, Hailey Parks Foundation, skateboarders, Hailey Arts Commission, and other community volunteers to include as many interests as possible.

b. City Capital improvement Funds

The city has committed about \$100,000 in this year's budget to cover costs of the plan, including the architect's fees and the cost of a survey of the property.

c. Recreation Bond on ballot May 2010

Depending on the fundraising efforts over the next few months, we may want to consider funding the improvements with a levy or bond, which would need to be approved by the voters.

What we need from the Council:

- a. Resolution to adopt the Master Plan, generally as depicted
- b. General approval for funding direction