

"WHAT DOES THE COMMUNITY VALUE? ASSESSING PRIORITIES FOR FAIRGROUND UPGRADES" PARK COUNTY, COLORADO

PROJECT INTRODUCTION

The Park County Fairgrounds in Fairplay, Colorado, serves as a central gathering place for agricultural events, youth programs, and community activities. In response to evolving needs, the County developed a master plan (Figure 1) outlining proposed upgrades to enhance facilities and improve services for both residents and visitors. However, due to budget constraints, these upgrades must be completed in phases.

To help guide these phased improvements, a survey was conducted to collect feedback from fairground visitors and residents on which buildings and amenities should be prioritized. The survey used a Best-Worst Scaling (BWS) method, specifically Case 1 BWS which presents participants with small sets of possible improvement options and asks them to choose the most important and least important item in each set. The results reveal the relative importance of each option based on how often it was selected as "best" or "worst," ensuring that final investment decisions align closely with the community's highest priorities.

WHAT I LEARNED

- Learned to design surveys in Qualtrics and conduct them both in person and online.
- Enhanced skills in data cleaning, visualization, and presenting results effectively.
- Gained insight into the importance of stakeholder collaboration and input.

Figure 1: Digital Image of the Site Plan

SITE PLAN

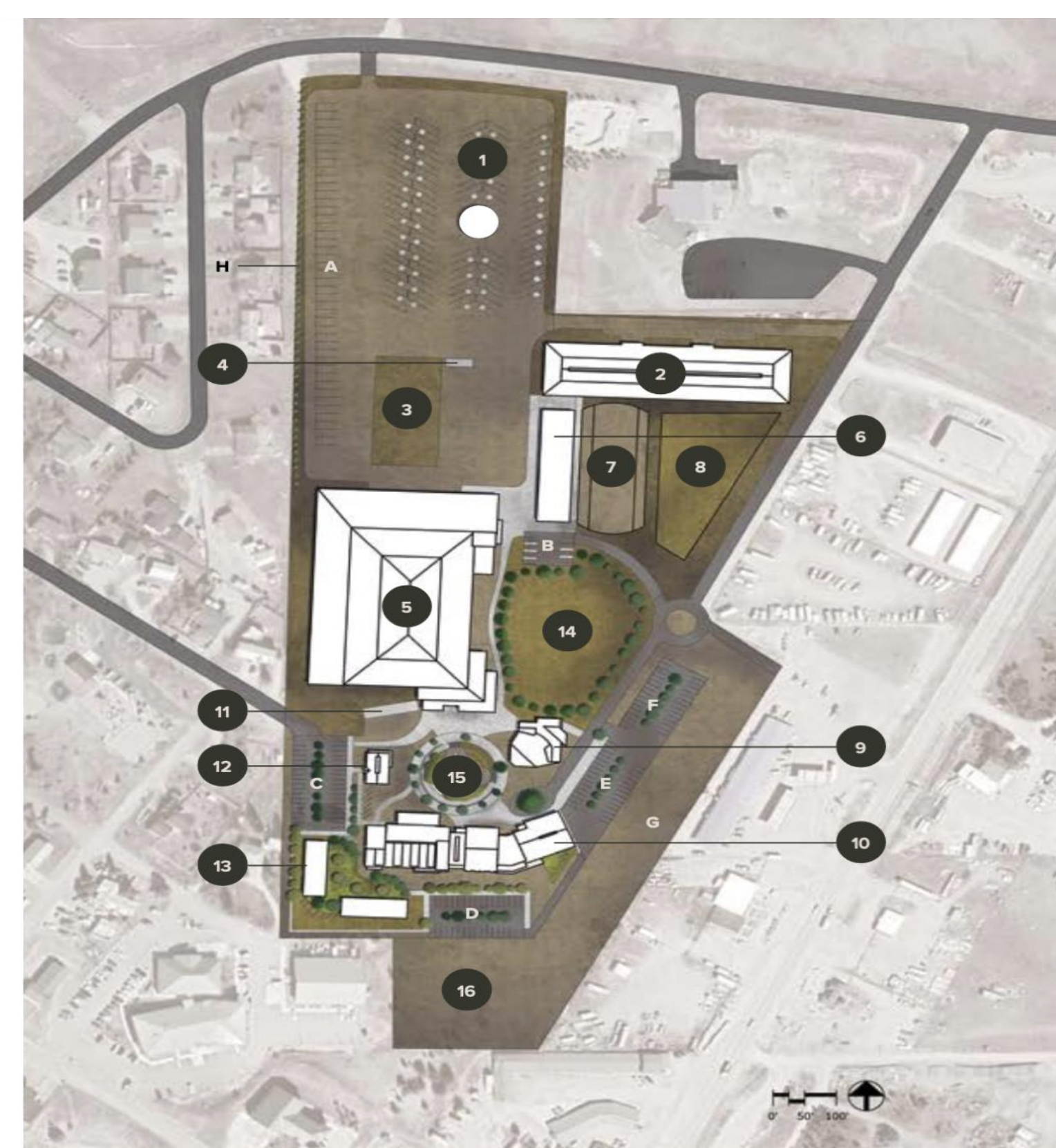
- YEAR-ROUND FACILITIES INCLUDE**
- RV Camping (53 spots) with Camping Bathroom (2,890 sf)
 - Horse Barn (29,627 sf)
 - Corral
 - Compost Center (576 sf)
 - New Barn and Indoor Arena (98,433 sf)
 - Covered Grand Stands
 - Joe Lynch Arena
 - Rough Stock and Outdoor Stalls
 - Outdoor Amphitheater (3,900 sf)
 - Business Hub and Learning Center (includes Greenhouse, Child Care Center, and Teen Center (35,684 sf))
 - Food Truck Pad
 - Cafe (1,650 sf)
 - Rental Tiny Homes (12 homes)

FAIRGROUNDS ACTIVATION

- Carnival Quad
- Vendor Alley and Plaza
- Dry Camping Area

PARKING - TOTAL 177 SPACES INCLUDES 12 ACCESSIBLE SPACES (MINIMUM)

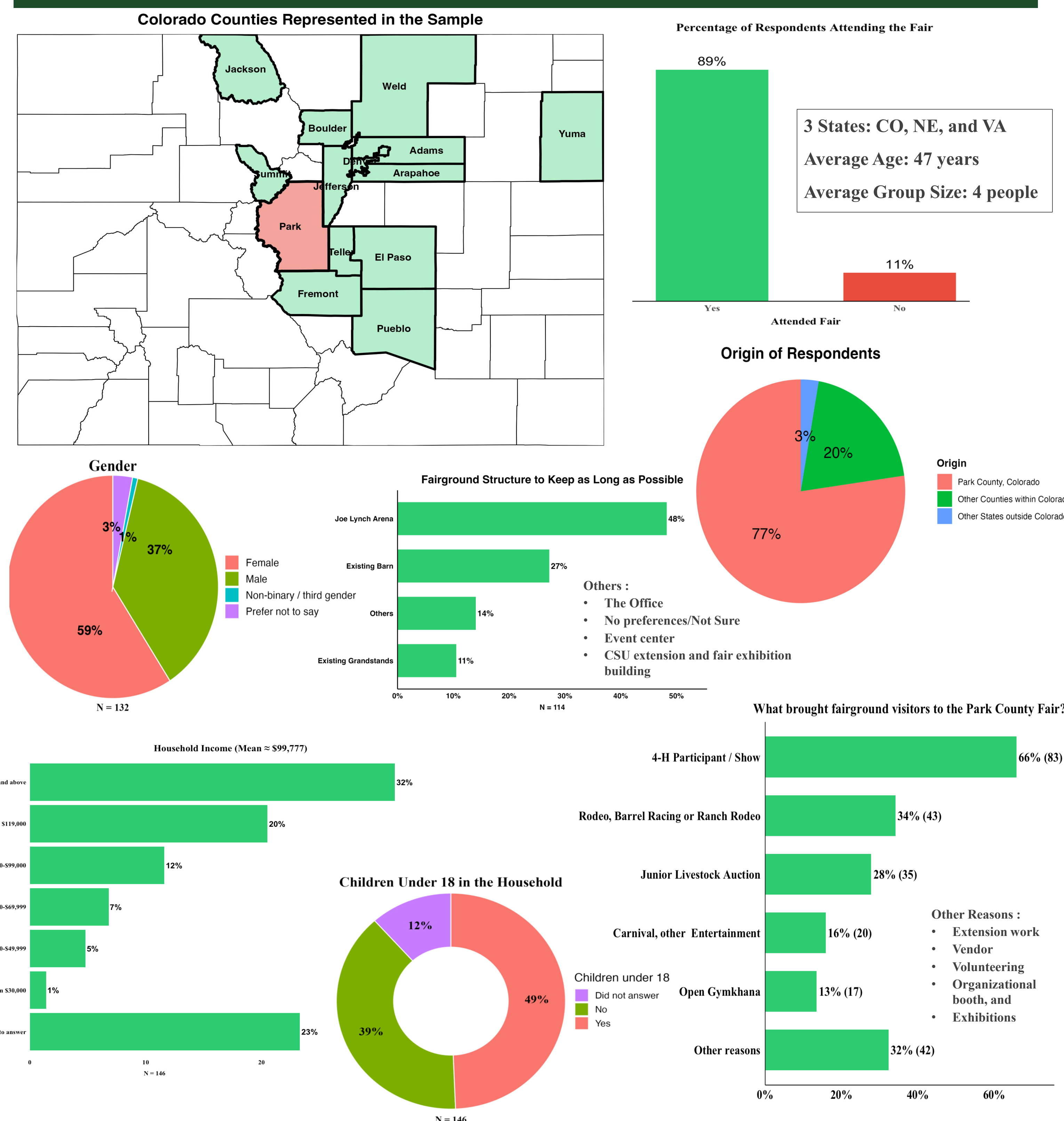
- 43 Trailer Spots
- 9 spaces includes 4 accessible spots
- 36 spaces includes 3 accessible spots and 4 EV Charging Stations
- 31 spaces includes 3 accessible spots
- 28 spaces includes 2 accessible spots
- 30 spaces
- Overflow parking
- Wind walls and plantings to protect residential neighborhood from excess dust and sound



WHAT I DID

- Designed and administered a survey for Park County Fairgrounds visitors and community members, both **in-person** (July 11–20th during the 2025 Park County Fair) and **online** (Qualtrics July 22nd- 29th)
- Used **Case 1 Best-Worst Scaling** to assess priorities for improvements.
- Evaluated **7 primary building projects** (livestock barn & indoor arena, business incubator, community dining/event hall, horse barn, amphitheater, RV/tiny homes, and covered grandstands).
- Evaluated **5 secondary amenities** (cafe, childcare, teen center, greenhouse classrooms, and year-round restrooms).
- Each respondent completed **7 choice sets** for primary buildings and **5 choice sets** for secondary amenities, selecting the **most** and **least** important in each set.

Figure 2: Survey Findings



PICTURES FROM THE PARK COUNTY FAIR



Table 1: Results from Case 1 Best-to-Worst Scaling

| Attributes | Best (B) | Worst (W) | Net Score (B-W) |
|--|----------|-----------|-----------------|
| Primary Buildings | | | |
| Livestock barn and indoor arena | 296 | 17 | 279 |
| HORSE BARN | 122 | 39 | 83 |
| Community dining/event hall | 113 | 75 | 38 |
| Covered grandstands | 93 | 105 | -12 |
| Business incubator and learning center | 75 | 148 | -73 |
| Outdoor amphitheater | 44 | 163 | -119 |
| RV/tiny homes | 69 | 198 | -129 |
| Secondary Amenities | | | |
| Year-round restrooms | 190 | 51 | 139 |
| Greenhouse classrooms | 135 | 80 | 55 |
| Teen center | 83 | 79 | 4 |
| Cafe | 132 | 155 | -23 |
| Childcare facility | 50 | 146 | -96 |