



RURAL IMPACT LAB
MSU COMMUNITY DESIGN CENTER + EXTENSION + MASS.

Immersion Report

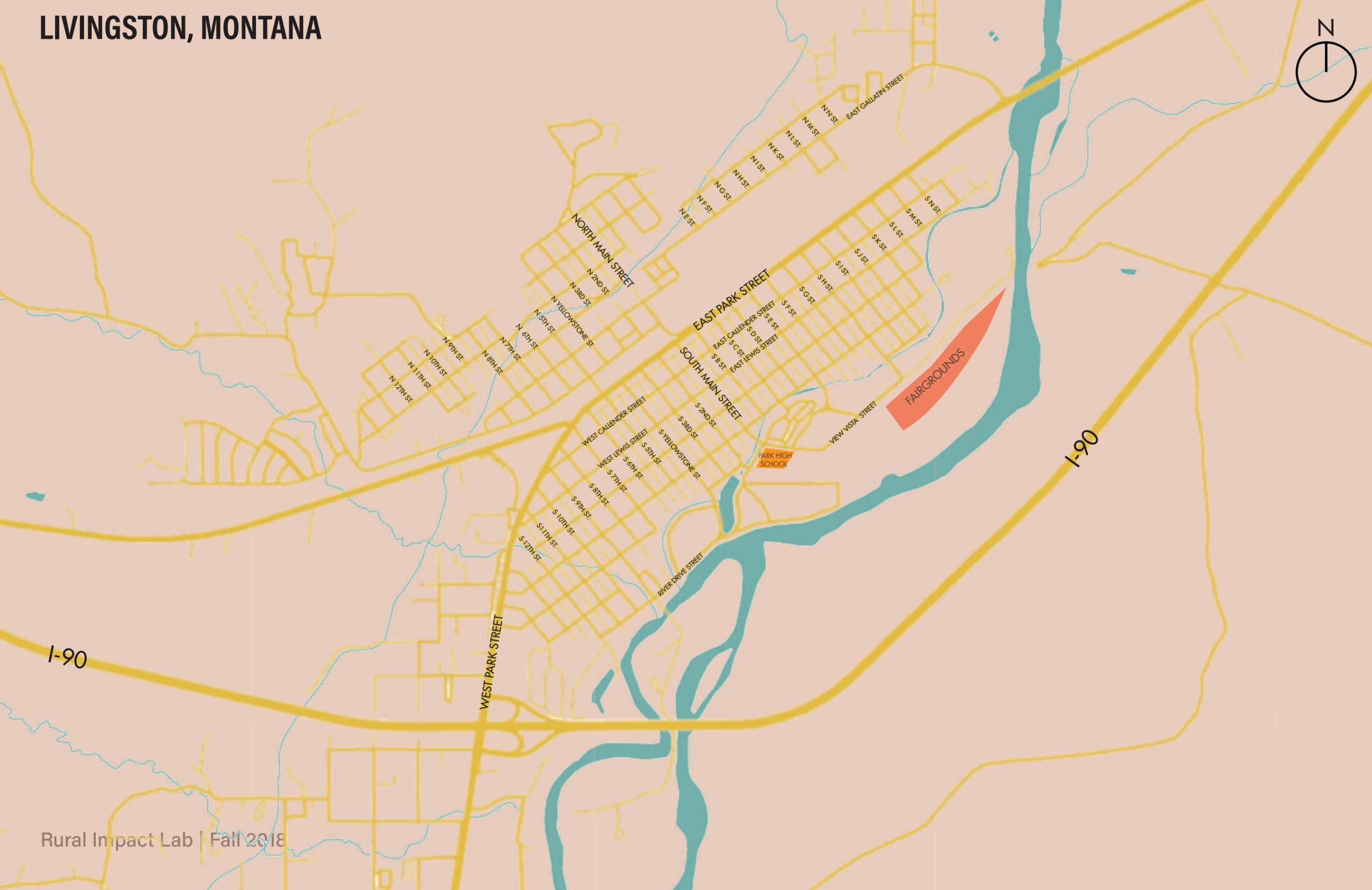
PARK COUNTY, MONTANA



LIVINGSTON



LIVINGSTON, MONTANA



I-90

I-90

PREFACE

What is the Rural Impact Lab?

Aligned with the land-grant mission of Montana State University, its Extension Service and MASS Design Group's mission of using design to create positive social impact, the Rural Impact Lab is an experimental collaboration at the School of Architecture's Community Design Center.

Who are we and why are we here?

The Rural Impact Lab is a 4th year design studio. We have a collective interest to learn about how communities in Montana respond to changes that are occurring in the state through consensus-building and collaboration.

What are we doing?

Following MASS's impact-design method, the RIL is pre-designing the process of consensus and engagement for the master plan of the Fairground in Park County. The approach for this design process includes a series of immersion activities with the fairgrounds stakeholders and community members through story telling, mapping, and group discussion. The documentation of these immersions will be analyzed through key member profiles, diagramming, and a final engagement event.

Why do we need a new masterplan?

As expressed by the community, the fairgrounds needs to be redesigned to stop it from losing money. It has not yet been made clear if the fair grounds needs to break even or be a source of revenue. There is also a need to create an engaging and community fostering space.

FOUND CONDITION/CHALLENGE: DUE TO COUNTY REVEUE LOSS AT THE EXISTING FAIRGROUNDS, THERE HAS BEEN A CALL FOR CHANGE WITH A NEED FOR STAKEHOLDER INVOLVEMENT

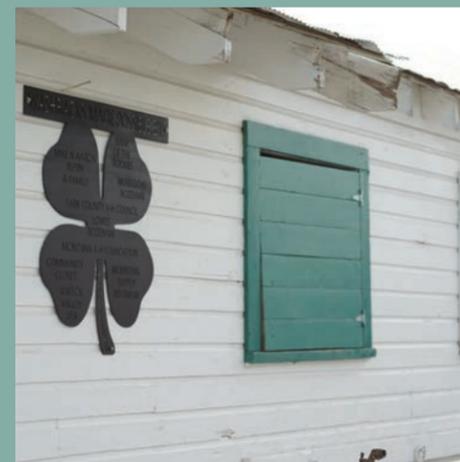
PRE-IMMERSION HYPOTHESIS: ENGAGEMENT THROUGH STORY SHARING, VALUE ASSESSMENTS AND FACE-TO-FACE INTERACTIONS WILL FACILITATE CONNECTIONS TO BUILD CONSENSUS ON A COMMON GOAL AT THE FAIRGROUNDS IN LIVINGSTON

OPERATING HYPOTHESIS: CLEAR ARTICULATION THROUGH DESIGNED PROCESS HIGHLIGHTING SHARED VALUES LEADS TO UNDERSTANDING COMMONALITY, WHEN TOTAL CONSENSUS IS NOT POSSIBLE

TABLE OF CONTENTS

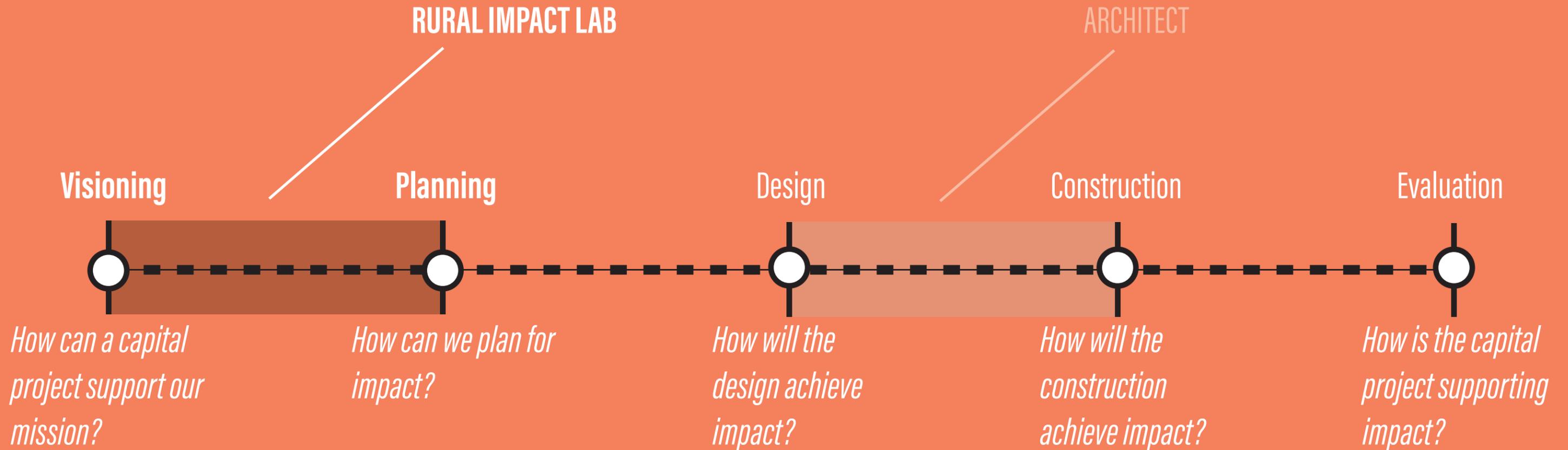
This immersion report is in progress and is intended to be collaboratively reviewed and completed with the community.

- I. IMMERSION OVERVIEW
- II. KEY STAKEHOLDER GROUPS
- III. KEY MEETINGS
- IV. STAKEHOLDER ORGANIZATION
- V. ADDITIONAL STAKEHOLDERS
- VI. IMMERSION ACTIVITIES
- VII. FOLLOW-UP FOCUS TOPICS AND QUESTIONS
- VIII. STORYTELLING
- IX. IMPACT BASED DESIGN METHODOLOGY
- X. METHOD IDEA
- XI. APPENDIX



I. IMMERSION OVERVIEW

The state of being deeply engaged or involved in a community



IMMERSION TEAM - COLTON RIEBE - LARISSA MORALES - LANDON TAGE - TIFFANI FINLEY - ADAM FRANKE - MATT SMITH (INSTRUCTOR)

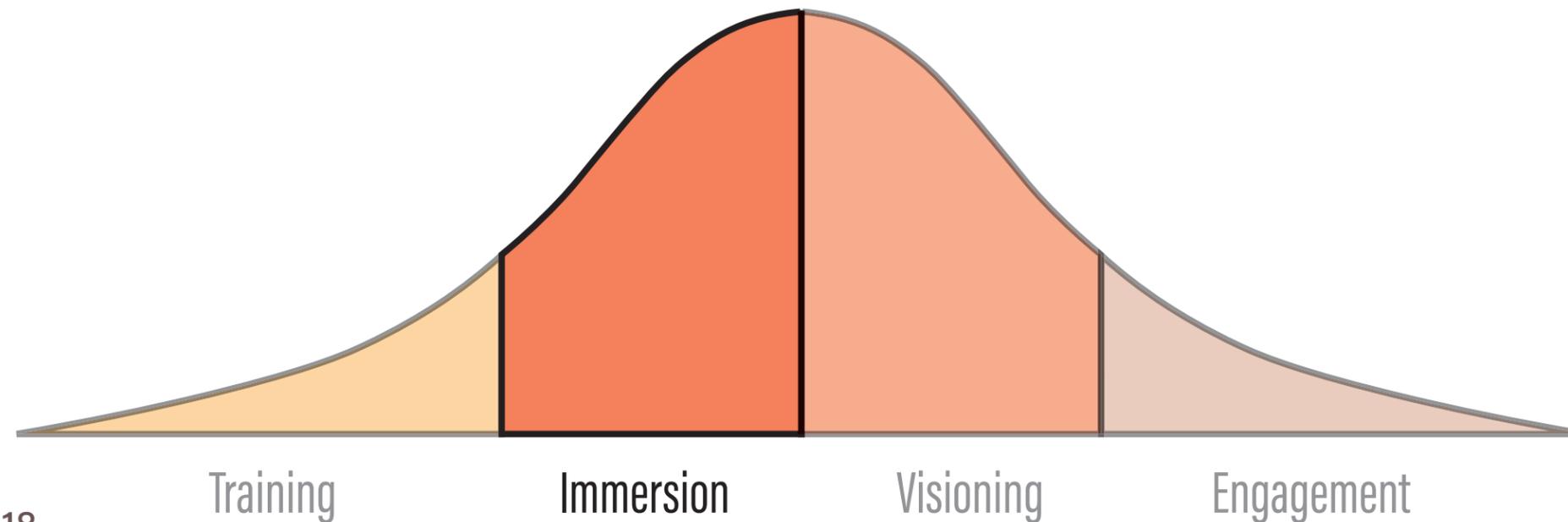
I. IMMERSION OVERVIEW

APPROACH

- I. IDENTIFY SYSTEMIC CHALLENGE / PROJECT FOCAL POINT
 - II. EXPLORE ITS DIMENSIONS AND DYNAMICS
 - III. MEET AND LEARN FROM STAKEHOLDERS
-

METHODOLOGY

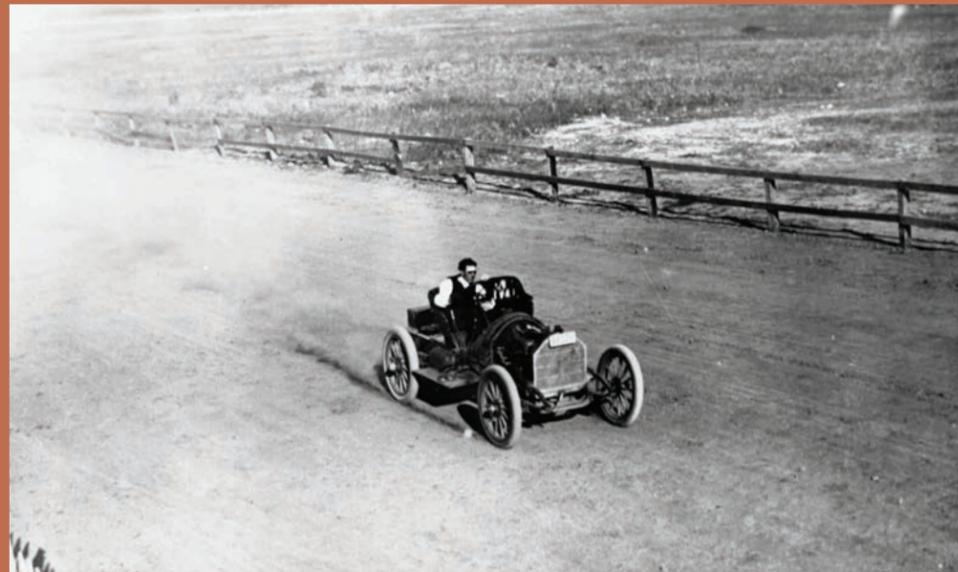
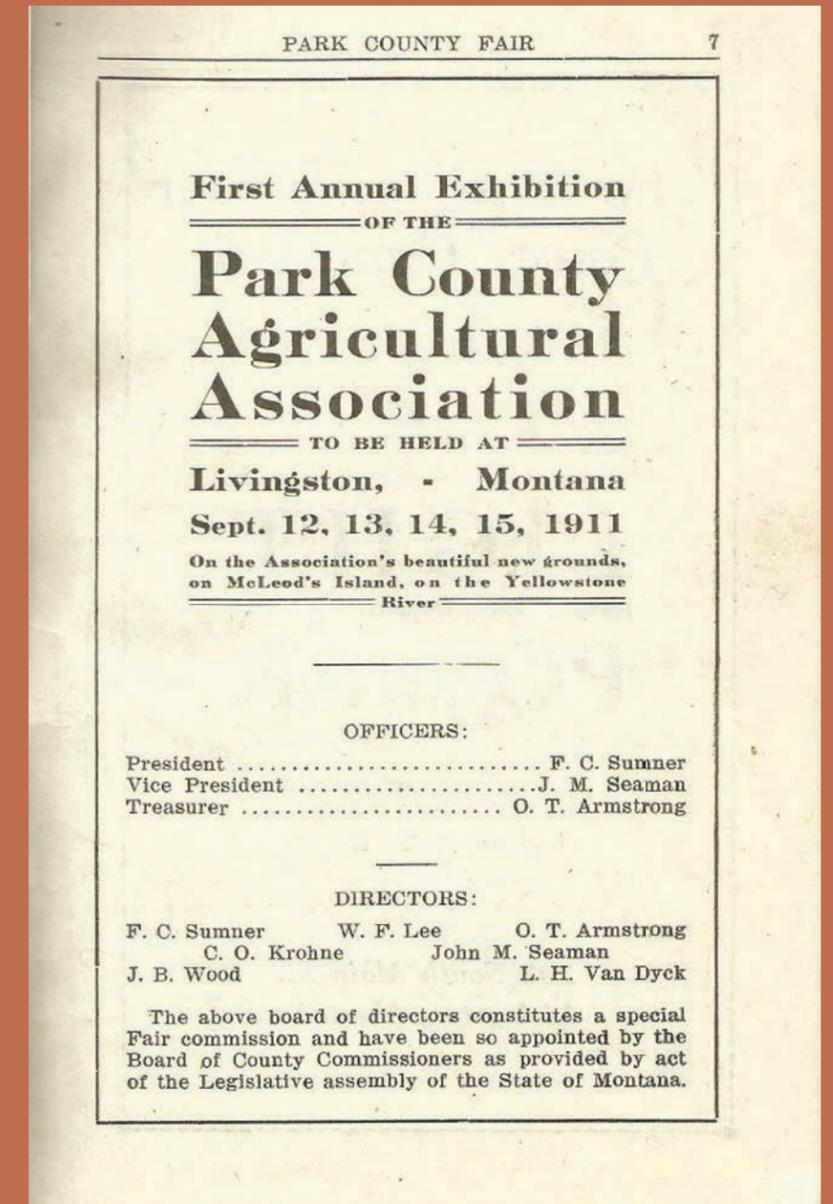
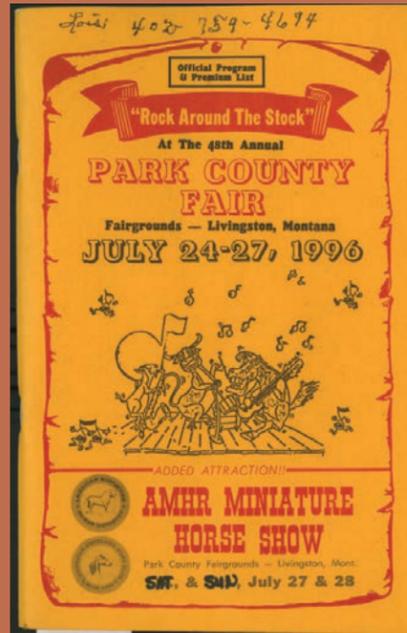
- I. STORY MAPPING
- II. SMALL GROUP INTERVIEWS
- III. LARGE GROUP CONVERSATIONS ABOUT THE FUTURE



I. IMMERSION OVERVIEW - FAIRGROUNDS HISTORY

Park County held their first annual Agricultural Exhibition in September of 1911

The first official Livingston Roundup Rodeo began Labor Day 1924



Source: Livingston Archives

Rural Impact Lab | Fall 2018

STAKEHOLDERS



II. KEY STAKEHOLDER GROUPS

DAY 1

- I. FAIRGROUNDS MASTER PLAN COMMITTEE
- II. COUNTY COMMISSIONERS & CITY MANAGER
- III. CITY AND COUNTY EMPLOYEES
- IV. FAIRGROUNDS VOLUNTEERS
- V. ACTIVE TRANSPORTATION COALITION
- VI. LIVINGSTON ROUNDUP ASSOCIATION

DAY 2

- I. JIMBO LOGAN AUCTIONEERS
- II. JASON & JEN OTIS
- III. CVB / CHAMBER BOARDS / GOLF COURSE
- IV. 4-H / FFA YOUTH
- V. 4-H COUNCIL

II. KEY STAKEHOLDER GROUPS

DAY 3

I. PAUL SHEA - LIVINGSTON ARCHIVES

DAY 4

I. FAIRGROUNDS MASTER PLAN COMMITTEE

II. DR. GORDON BRITTAN

III. CARLY BURSON, JESSICA LILLEY - YOUNG PROFESSIONALS

IV. ABBIE BANDSTRA

V. LIVINGSTON ROUNDUP ASSOCIATION

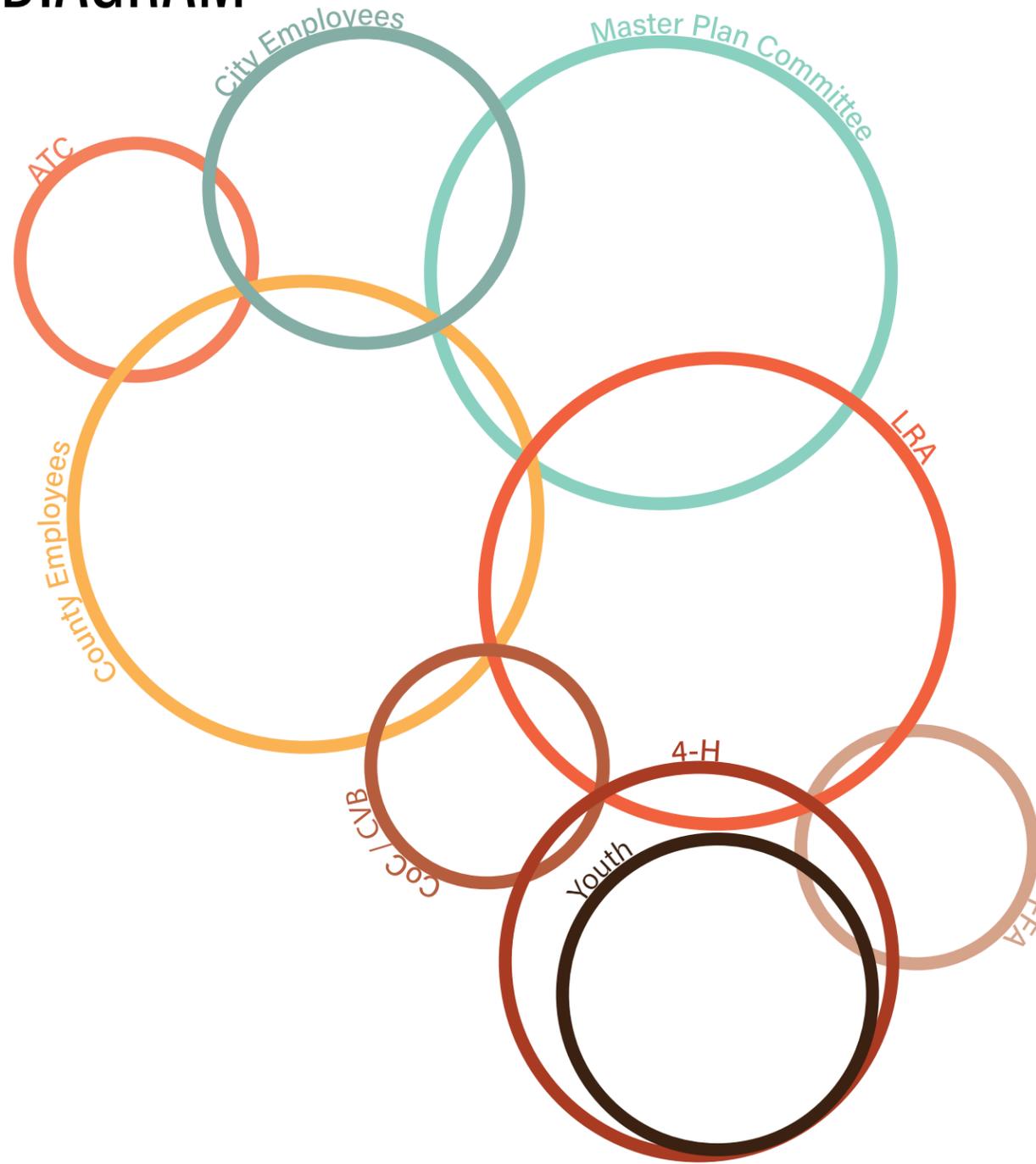
II. KEY STAKEHOLDER GROUPS - MEMBERS

FAIRGROUNDS MASTER PLAN COMMITTEE	Jeff Wagner, Christine Nelson, Nicole Divine, Parks Frady, Katie Weaver, Mike Klasing, Mike Gomez
COUNTY COMMISSIONERS	Steve Caldwell, Clint Tinsley
CITY MANAGER	Dorel Hoglund
CITY AND COUNTY EMPLOYEES	Mike Inman, Erica Hoffman, Parks Frady
FAIRGROUNDS VOLUNTEERS	Mike Klasing, Mike Adams, Ed Flatt, Bob Skillman, Kim Knutson
ACTIVE TRANSPORTATION COALITION	Colleen Ferris, Steve Caldwell, Emily Wood, Abbie Bandstra
LIVINGSTON ROUNDUP ASSOCIATION	Stacy Sunvison, Paul Sunvison, Carla Williams, Elana Klasing, Mike Klasing, Mike Lukenbill, Ivan Bosley, Cathy Bosley, Marline Glass, Gary Glass, Bruce Becker
JIMBO LOGAN AUCTIONEERS	Jimbo Logan
CVB / CHAMBER BOARDS / GOLF COURSE	Kim Knutson, Jackie Feigel, Leslie Feigel
4-H/FFA YOUTH	Kodee, Joleen, Asha, Audrey
4-H COUNCIL	Corey Peterson, Jordan Aller, Judy O'Hair, Jarret O'Hair, Jason Otis, Jen Otis

III. KEY STAKEHOLDER GROUPS - DIAGRAM

Bridge Members (More?)

- Mike Klasing
- Christine Nelson
- Steve Caldwell
- Parks Frady
- Kim Knutson
- Bruce Becker
- Leslie Feigel
- Jarret O'Hair



- Master Plan Committe
- City Employees
- County Employees
- Active Transportation Coalition
- Livingston Roundup Association
- Future Farmers of America
- Chamber of Commerce / Convention and Visitor Bureau
- 4-H
- Youth

THE DIAGRAM EXPRESSES OVERLAPS BETWEEN KEY STAKEHOLDERS, AND IDENTIFIES BRIDGE MEMBERS WHO HAVE UNIQUE PERSPECTIVES BECAUSE OF THEIR INVOLVEMENT WITH MULTIPLE GROUPS.

III. KEY MEETINGS

**WEDNESDAY
SEPTEMBER 26TH
MORNING**

- Fairgrounds Masterplan Committee
- Commissioner Caldwell
- City / County Commissioners
- City Council Chair

**WEDNESDAY
SEPTEMBER 26TH
AFTERNOON**

- Fairgrounds Volunteers
- Active Transportation Coalition
- Livingston Roundup Association

**THURSDAY
SEPTEMBER 27TH
MORNING**

- Jen and Jason Otis (4-H Council)
- Dr. Gordon Brittan
- Jimbo Logan Auctioneers
- CVB / Chamber Boards

**THURSDAY
SEPTEMBER 27TH
AFTERNOON**

- 4-H / FFA Youth Leaders
- 4-H Council

**WEDNESDAY
OCTOBER 17TH
AFTERNOON**

- Paul Shea (Livingston Archives)

**WEDNESDAY
OCTOBER 24TH
MORNING**

- Fairgrounds Masterplan Committee
- Dr. Gordon Brittan
- Young Professionals

**WEDNESDAY
OCTOBER 24TH
AFTERNOON**

- Abbie Bandstra
- Livingston Roundup Association

FUTURE ENGAGEMENTS

- Additional meetings TBD
- November 14th exhibit

IV. STAKEHOLDER ORGANIZATION

Active Transportation Coalition (ATC)

Members of the ATC

City

City Employees
City Manager

County

County Commissioners
County Employees
Convention and Visitors Bureau (CVB)
County Chamber

Fairgrounds/Parks

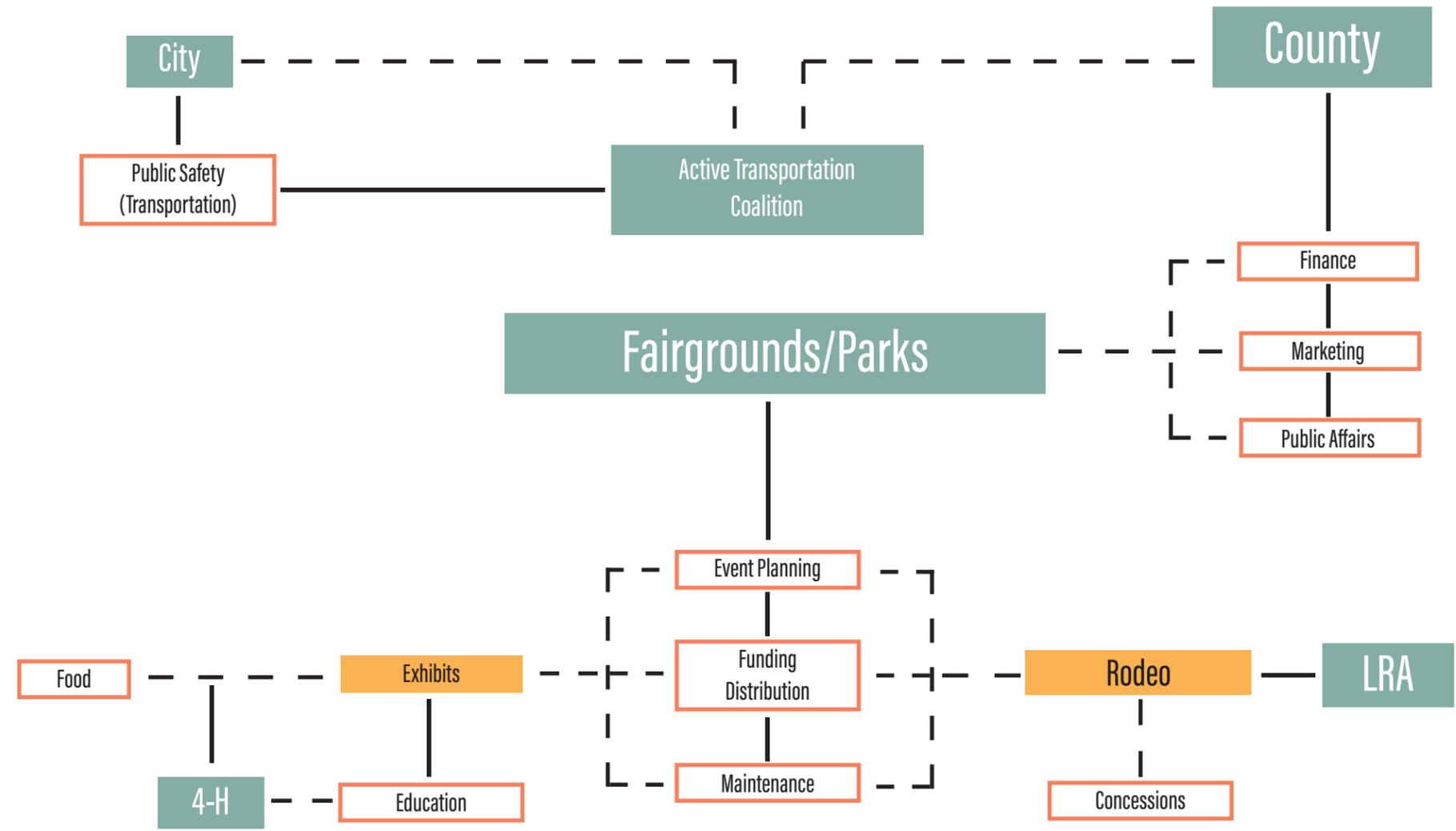
Fairgrounds Master Plan Committee
Fairgrounds Director
Fairgrounds Volunteers

Livingston Roundup Association (LRA)

Members of the LRA

4-H

4-H Council
4-H Families
4-H Youth



Engaged Stakeholders

Events

Responsibilities

Direct Relationship

Indirect Relationship

*Varying size represents Fairgrounds influence

V. ADDITIONAL STAKEHOLDERS

During our engagement event, we hope to reach other to the “fringe” groups that have not yet participated in the fairgrounds discussion and stake their claim in this community process. These identified groups are listed below:

Local Businesses:

Local restaurants, local breweries, local museums and art galleries, local food trucks

Local Youth:

Highschool students, families with children

Local Non-profits:

Park County Friends of the Arts already contacted.

There are over 60 non-profits in Livingston, who could provide aid and cliental for the fairgrounds.

Larger Community Circle:

The other Park County community members and memebers of Livingston have yet to be tapped into.



IMMERSION ACTIVITIES

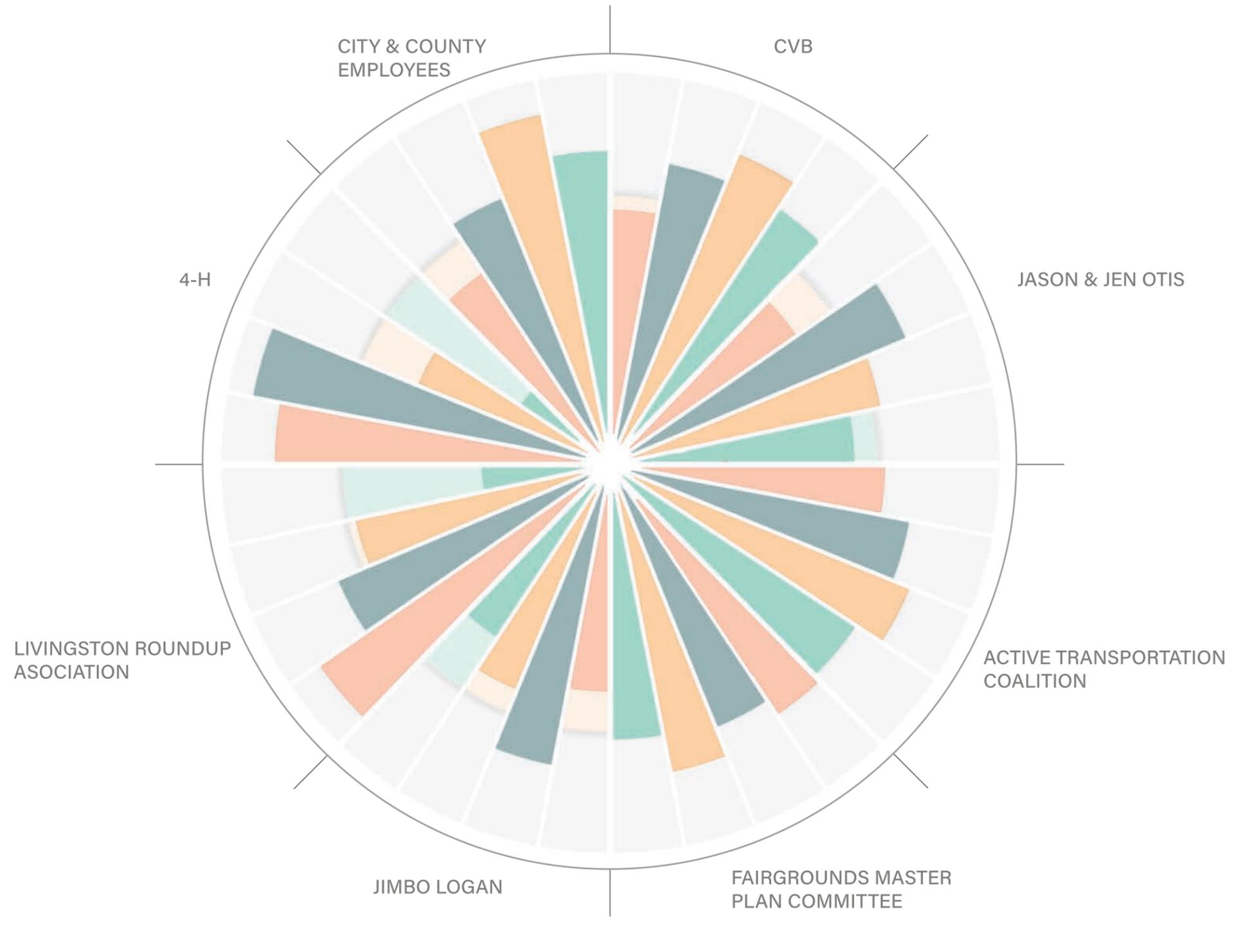
HORSE

VI. IMMERSION ACTIVITIES

MINUTE	FOCUS	DETAILS/QUESTIONS	FORMAT
0-10	Assets	"Community member introductions What is your favorite asset/part of Park County?" Who we are & where we're from	Large Group Discussion
10-20	Group Introduction	"Mission: Design can be impactful in guiding community change Articulate social interactions and values through design Identify groups/organizations affected by change and their role in the community"	
20-40	Story	"Stories about fairgrounds/favorite part of fairgrounds How does organization interact with the fairgrounds?"	Story Mapping
40-70	Group 1: Change	"How has Park County changed overtime? Are these external or internal? How has the fairgrounds changed overtime? How has these changes affected your organization? What organization has been most affected by these changes? How?"	Small Group Interviews
	Group 2: Values	"Key values of organization/how do you want these expressed in planning process? How does your organization want to be involved in this planning process?"	
	Group 3: Consensus	"Is there an existing community project that is seen as a success? What makes it a success? Who was influential to the success? What are precieved barriers to the success of the Fairgrounds?"	
70-100	Report Back: Future	"How should the fairgrounds advance to better support your organization and the overall community? How can the fairgrounds impact future generations?"	Large Group Conversation about the Future

VI. IMMERSION ACTIVITIES

Our immersion activities were categorized in four distinct exercises: Story mapping, values mapping, change mapping, and a discussions on consensus projects. The following diagram plots these activity's to show the amount of feedback and time each group spent on each activity. The feedback metric was determined primarily how many people voiced their opinions on each topic but other factors like time located to the topic and key takeaways also contribute to the outcome. The topics that we wish to expand upon on are shown as muted colors.



IMMERSION ACTIVITIES

- STORY MAPPING
- VALUE MAPPING
- CHANGE MAPPING
- CONSENSUS PROJECTS

VI. IMMERSION ACTIVITIES - EXPANDED ANALYSIS OF VALUE MAPPING

WHY IDENTIFY THESE VALUES?
 If complete consensus is not possible, finding commonalities through shared values can create space for discussion and cooperation.

STAKE HOLDERS

FAIRGROUNDS MASTERPLAN COMMITTEE
 CITY EMPLOYEES
 COUNTY EMPLOYEES
 ACTIVE TRANSPORTATION COALITION
 LIVINGSTON ROUNDUP ASSOCIATION
 FUTURE FARMERS OF AMERICA
 CHAMBER OF COMMERCE
 4-H
 YOUTH

SHARED VALUES
 Values voiced by stakeholders during our immersion activities

COMMUNITY THEMES

CONCEPT OF MISSION

WHAT ARE THE VALUES OF YOUR ORGANIZATION	WHAT VALUES WOULD YOU LIKE TO SEE IN THIS FAIRGROUNDS PROJECT?	SHARED VALUES	COMMUNITY THEMES
		ENGAGEMENT	INCLUSIVENESS
		LEADERSHIP	
		TRANSPARENT COMMUNICATION	HONESTY
		PROACTIVE TO ISSUES	
		RESPONSIBILITY TO URGENCY	
		HOSPITALITY	PRIDE
		UTILITY	
		PRIDE	
		FUN	FUN

We combined these mentioned values by the community into stronger, more inclusive themes.

These themes must then be utilized to support our working hypothesis and mission of:

COMMONALITY
 ENGAGEMENT

VI. IMMERSION ACTIVITIES - EXPANDED ANALYSIS OF VALUE MAPPING - EXPLAINED

This diagram shows the values that different groups expressed, highlighting the shared values between different stakeholders. These values were synthesized into themes, then key concepts to be connected to and included in our mission.

for example: transparent communication is important across many groups, which shows that the theme of honesty is valued, in turn the concept of honesty has roots in the understanding of commonality.

VI. IMMERSION ACTIVITIES - METHODS FOR STAKEHOLDER ENGAGEMENT

APPROACH	FOCUS	METHODS FROM IMMERSION ACTIVITIES	STAKEHOLDERS	SYNTHESIS ANALYSIS
COMMUNITY EVENTS	PUBLIC ENGAGEMENT	YOUTH LEADERSHIP UPDATE OF EVENTS SCHEDULING FUN		<p>The proposed methods of engagement are open ended options for focus groups, communitiy projects, or topics of debate.</p> <p>This is a value identified by immersion activities</p> <p>Major part of mission</p> <p>Major issue that the town of Livingston has created their own group (ATC) to fix</p> <p>How do we make this multi-generational? Can this be a major way to give youth a role and other community members?</p> <p>Major part of Livingston not yet tapped into.</p> <p>Determine the degree to involvement each group wants and ensure it throughout the process</p> <p>This systemic change could look different for each of these groups but should have consensus for how they impact the mission</p>
	COMMUNITY OWNERSHIP	HIGHLIGHT OF NOSTALGIA CONSENSUS THE COMMONS		
SERVICES	PARKING AND TRANSPORTATION	FOOT TRAFFIC ACCESS SHUTTLES		
	TECHNOLOGY	SOCIAL MEDIA ADVERTISEMENT WEBSITE CREDIT AND DEBIT CARDS		
	FOOD	LOCAL ENTREPENUERS 4-H KITCHEN		
ADMINISTARTION	CONSENSUS BASED DECISION MAKING	INCLUSION AVAILABLE SPACE FOR DEBATE		
	SUSTAINABLE DESIGN DECISIONS	FORMATTED FOR SYSTEMIC CHANGE POSITIVE FEEDBACK LOOP		

VI. IMMERSION ACTIVITIES - METHODS FOR STAKEHOLDER ENGAGEMENT ANALYSIS - EXPLAINED

This diagram shows the commonality between groups, in order to create the concepts that cross-organizational focus groups can tackle collectively. This would allow a variety of perspectives on each issue, but highlight the common goal.

for example: the issue of transportation to, and parking at the fairgrounds concerns members of the Active Transportation Coalition, City, County, School System, and the Livingston Roundup Association. This means it is important to include representatives of each group to highlight their group priorities and work together.

VII. FOLLOW-UP FOCUS TOPICS AND QUESTIONS *(tentative)*

Youth Leadership - How to involve youth and give them a voice?

4-H Youth Leaders - Kodee, Asha, Joleen, Audrey (two members)

4-H, FFA - Jarret O'Hair?

High School Students? - (Contact through Abbie Bandstra)

Middle School Students? - (Contact through Dorel Hoglund)

LRA/Rodeo - Stacy and Paul's Son?

Transportation and Parking - To increase foot traffic and better utilize the space?

PCEC, ATC - Colleen Ferris

ATC, County - Mike Inman

City, School - Dorel Hoglund

LRA - Mike Klasing? Ivan Bosley? Bruce Becker?

Entrepreneurship - How to optimize this underutilized part of events?

Neptune's Brewery - Jon Berens? Abbie Bandstra?

4-H Youth Leaders - Kodee, Asha, Joleen, Audrey (two members)

4-H Council President - Jason & Jen Otis

Food Entrepreneurs - ?

Nostalgia of the Fair and Traditions - What traditions need to be highlighted and where can change grow?

LRA - Carla Williams

Fairgrounds Volunteer - Ed?

Auctioneer - Jimbo Logan?

4-H Council - Corey Peterson?

"The Common" - How to find consensus with the community and allow for open discussion among groups?

Depending on enthusiasm and involvement in separate meetings, a group could be formed with members from each previous focus group



STORYTELLING

VIII. STORYTELLING- INDIVIDUAL FAIRGROUNDS HISTORY

DICK RANDALL - born 1867

James Norris Randall, better known as 'Dick,' came to Miles City, Montana from Birmingham Iowa at the age of 17 years in 1884. His older brother 'Billy' Randall had followed the laying of the first Union Pacific Railroad tracks and Dick joined him.

There was great opportunity to become a 'Cowboy' and Dick punched cattle for the big outfits during the years of wide open ranges. When the settlers began to come in, he and his partner June Buezel bought a bunch of horses and headed for the Yellowstone Country, settling in Gardiner, Montana. Dick ranged his horses on the Cedar Creek slopes and **falling in love with this part of the country**, bought out two 'squatters rights' from the men living on Cedar Creek. He moved his family, consisting of his wife Dora, a son Leslie and baby daughter, Helen E. there. They **homesteaded and developed a ranch into a 7000 acre spread.**

This ranch, called the OTO (after the cattle brand) became **the first Dude Ranch** developed because Dick and Dora had so many friends who came to stay a week, or a month when they wanted to go hunting, fishing, or be in the West. They built cabins on their ranch to accommodate them and took in guests for pay and the Dude Ranch business was born, with Dick being called the **'Father of Dude Ranching.'** This began an **enterprise to the state's economy.**

In 1932 they sold the OTO Ranch and bought a ranch six miles south of Livingston, Montana. **His love of horses never ceased** and he continued to raise beautiful Palomino horses and show them.

He was very active in revising the Park County Fair which was closed during the War. Over 500 blue, red and white trophy ribbons verify the enthusiasm Dick and Dora had for living and doing.

Source: Livingston Archives

Rural Impact Lab | Fall 2018

VIII. STORYTELLING - INDIVIDUAL FAIRGROUNDS HISTORY

FRANCES NYE - born 1909

“One of my earliest memories is of a Livingston Fair when I was about four years old. The fair was on the island in the old fairgrounds. Mother and her sister Kate decided to take us kids to the ‘Fair.’ [My sister] Gladys, was about 6 years old and brother Donald was two and in a baby carriage, since we walked from the corner of Lewis and ‘M’ Street where we lived and across the ‘H’ Street bridge to the Fair. The only building I remember and really the only one I saw that day was where the Needlework exhibits were held.

At this point I became separated from the rest of the family and they must not have missed me until they were ready to return home. I was still devouring the displays of crochet, tatting, embroidery etc. when they picked me up. **I don’t remember leaving the Fairgrounds.”**

Source: Livingston Archives

VIII. STORYTELLING - INDIVIDUAL STORYTELLING

DR. GORDON BRITTAN

"When our children were in 4-H, they both raised hogs and brought them to the County Fair every year and at the end of the Fair, after they were judged [they] were sold - it was a big event in our lives. For 2 years running, **I was asked to be the superintendent of the swine barn** and I was only too happy to do so. When I showed up on the first day of the fair I went into the County Fair office and **picked up my name tag and on it was written "Gordon Brittan" and underneath said "Swine,"** and then there was a purple ribbon attached (very fancy). I put it on and started walking across the fairgrounds towards the hog barn and I met Marty Malone, who was then the County Agent and later became County commissioner. He took one look at my badge and said **"Oh no this is just a terrible mistake I am so embarrassed. I really want to apologize. Listen, could you give me your badge? I will fix it** and I will meet you back here in this exact spot in half an hour and have the new badge ready for you." I said "that will be just fine Marty..." and went over to the hog barn. Marty came back in half an hour and gave me the new badge. **I looked at it eagerly and it read "Dr. Gordon Brittan - Swine."**

VIII. STORYTELLING - COMMUNITY MEMBER PROFILES



ELENA KLASING
LRA



JIMBO LOGAN
Auctioneer



DOREL HOGLUND
City Council Chair/Middle School VP



STACY and PAUL SUNVISON
LRA



JEN and JASON OTIS
4-H



JORDAN ALLER
4-H



MIKE INMAN
ATC



ED FLATT
Fairgrounds Volunteer



ABBIE BANDSTRA
Entrepreneur/Student Outreach



KODEE, ASHA, AUDREY, JOLLEEN
4-H Youth



GORDON BRITTON

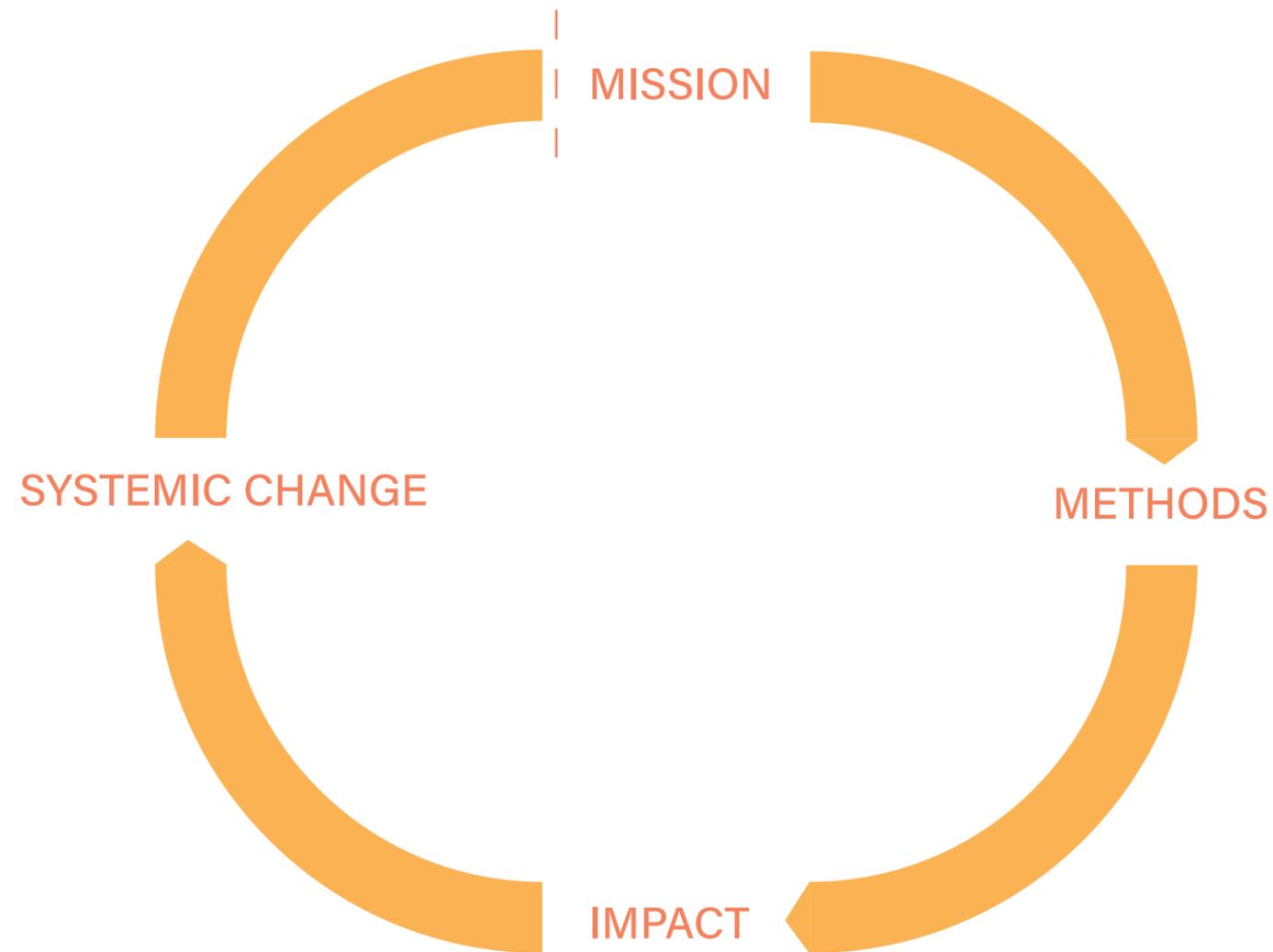
- GORDON BRITTON
- MASTER PLAN COMMITTEE
- LIVINGSTON ROUNDUP ASSOCIATION
- ACTIVE TRANSPORTATION COALITION





IMPACT BASED DESIGN METHODOLOGY

IX. IMPACT BASED DESIGN METHODOLOGY - RIL DEVELOPED



RURAL IMPACT LAB IDM

MISSION

- Establish a collectively respected process through means of a **common ground**

METHODS

- **Transparency**
- Creating a **public platform** for a productive public narrative
- **Inclusive** engagement
- Engaging **Youth**
- Establishing **cross-organizational** working groups

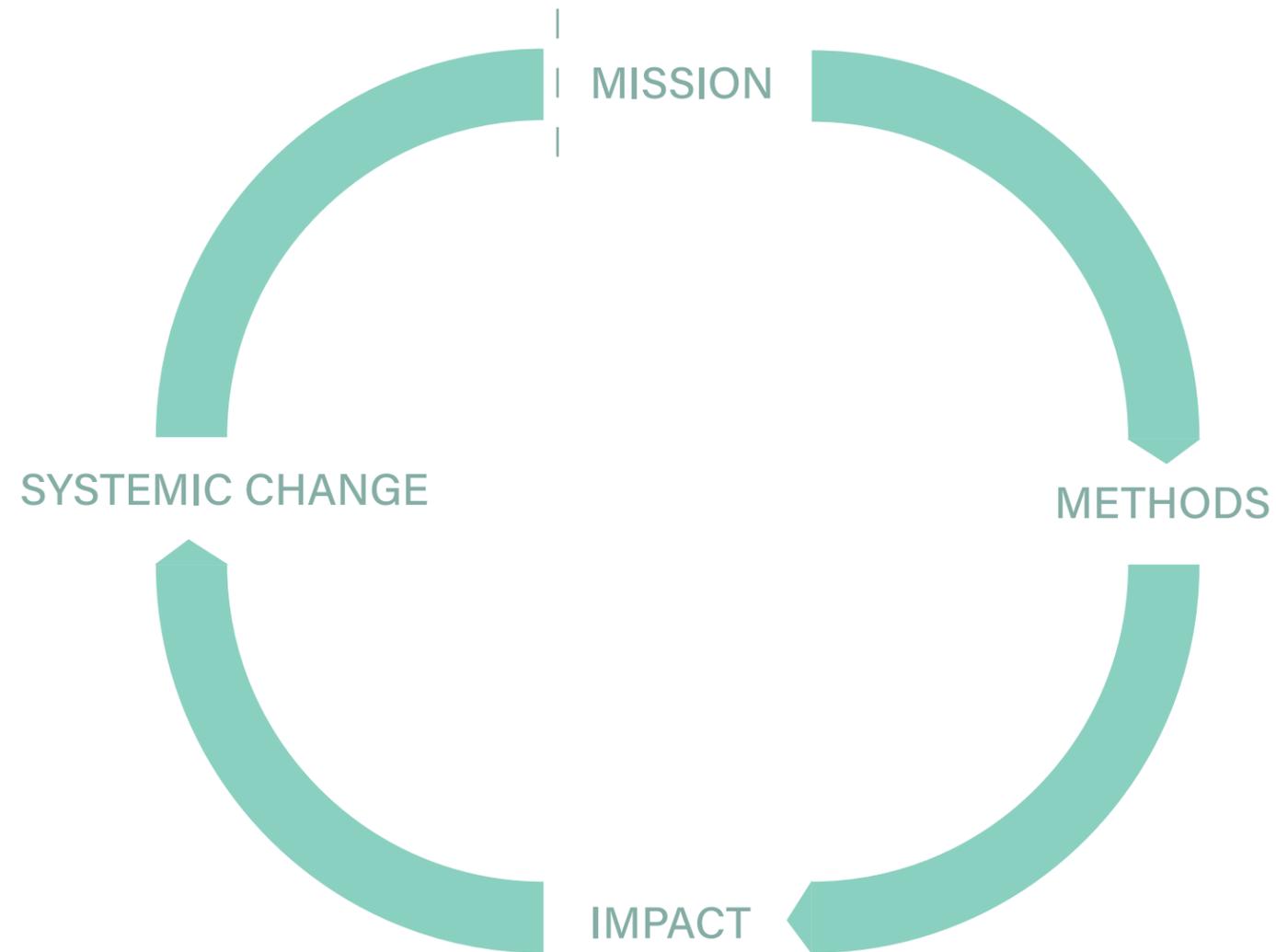
IMPACTS

- **The Master Plan is adopted**
- Frequency of **public turnout** to community events is increased
- **"Common Ground"** is adopted into the language around the fairgrounds
- **Working groups** begin to guide the process
- **New stakeholder groups** appear

SYSTEMIC CHANGE

- Model for **future change**
- **Reuse** and improvements of this process to benefit the fairgrounds in the future
- **Shifting identity** for future fairgrounds

IX. IMPACT BASED DESIGN METHODOLOGY - STAKEHOLDER DEVELOPED



COMMUNITY DEVELOPED IDM

MISSION

- Establish a **collective understanding** of common ground
- **Establish process** around community centered events
- **Find commonality** between groups and public

METHODS

- Categorize questions and responses to **prompt discussion**
- Opportunity to have **less-formal public comment** through discussion
- **Inclusive** engagement
- Newspaper polling
- Create a platform for **continual feedback**
- Engage individuals through personal invitation
- Record and track comments
- Develop a means of reviews of the Fairgrounds
- **Education** in broader community of what each group does

IMPACTS

- **Increased frequency of responses** to surveys, polls etc.
- More **positive comments** in Fairgrounds reviews
- Make the fairgrounds a more **valuable piece of infrastructure**

SYSTEMIC CHANGE

- New sets of **shared values**
- **Less ego and territory** meaning a decreased feeling of being "out of place"
- **New faces** at the grounds
- Groups champion causes that **benefit all groups**
- **Understanding the fairgrounds** in it's entirety, not only in the context of the fair/rodeo

X. METHOD IDEA

THE COMMONS

The Commons

A COMMUNAL SHARING OF RESOURCES AND PLACE:

A place to congregate

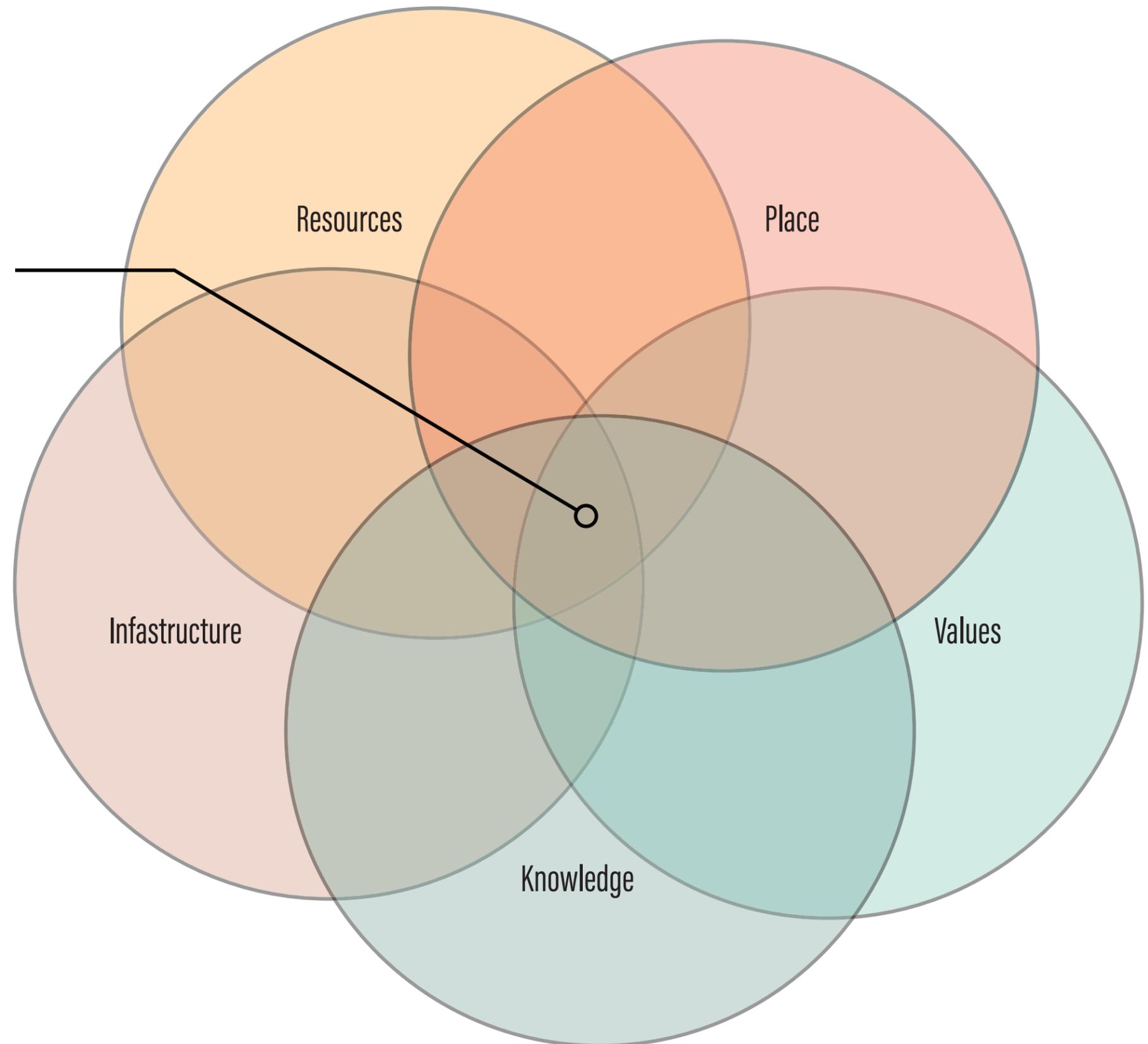
A place to share

A place to celebrate

A place to discuss

A place to democratize

A place to appreciate



APPENDIX



XI. APPENDIX - EXISTING COMMUNITY SPACES



 Park County Fairgrounds

 Private Public Land

 Schools

 Public Land

1. St Mary's Parochial School

5. Livingston Civic Center

9. Lincoln School

13. Yellowstone Gateway Museum

2. Livingston Golf and Country Club

6. Girl Scouts of America

10. Shane Lalani Center for the Arts

14. Washington School

3. Sleeping Giant Middle School

7. Winans Elementary School

11. Yellowstone Ballet

4. Park High School

8. Park County Senior Center

12. Livingston-Park County Public Library

XI. APPENDIX - EXISTING CONSENSUS PROJECTS

- Skate Park



- Yellowstone gateway



- Hospital



- Food pantry



- Sacajawea Park

- Soccer fields

- Eastside school

XI. APPENDIX - LIVINGSTON FAIRGROUNDS EXISTING PROGRAMMING MAP



XI. APPENDIX - CASE STUDY COMPAIRASON

Billings MetraPark



- Current Budget - \$7 Million
- Current Profit - \$9 Million
- Approximately 100 acres
- Attendance 781,763 (2017)

Gallatin County Fairgrounds



- Current Budget - \$1.65 Million
- Current Profit - \$113,000
- Approximately 45 acres
- Approximate attendance 450,000 (2016)

Missoula County Fairgrounds



- Improvements Budget- \$21 Million
- Current Profit - \$1.316 Million
- Approximately 45 acres
- Yearly attendance TBD

Park County Fairgrounds



- Current Budget - \$292,000
- Current Profit - \$0
- Approximately 14 acres
- Yearly attendance TBD

XI. APPENDIX - CASE STUDY - BILLINGS, MT

Population as of 2016 - 110,314

Population change of 2010-2016 - ?

Median Age since 2016 - 38 years old

Current Budget - \$7 million

Current profit off fairgrounds - \$9 million

Events held:

Concerts

Fair

Agriculture events

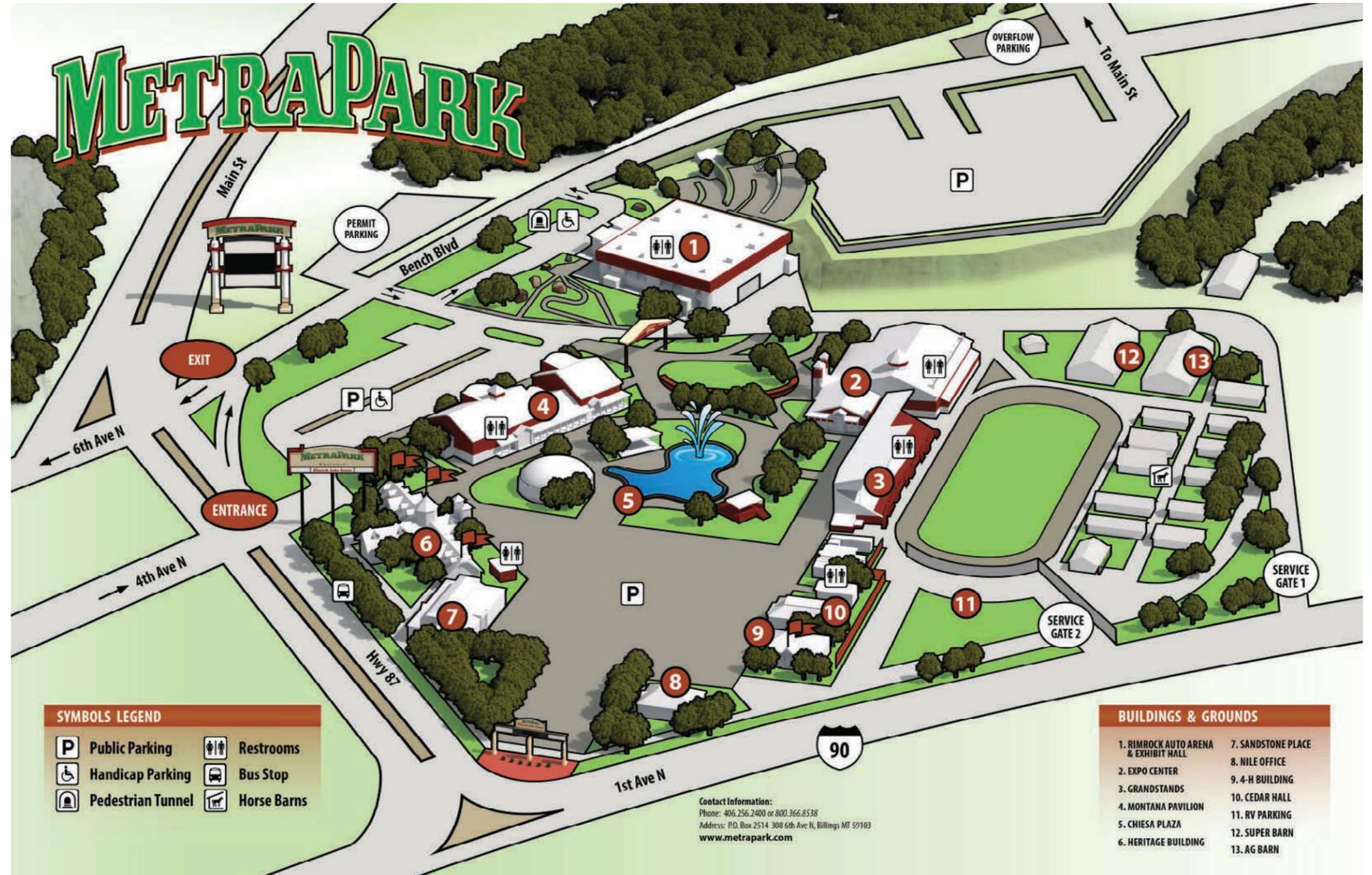
Rodeo

High school state tournaments

Graduation ceremonies

Political campaigns

Various sales and shows



XI. APPENDIX - CASE STUDY - BOZEMAN, MT

Population as of 2018 - 45,250

Population change of 2010-2016 - 14.6%

Median Age since 2016 - 27 years old

Current Budget for fair - \$1.65 million

Current profit off fairgrounds - \$113,000

Events held:

Ski swap

Fair

Farmers Markets

Carnival

Gunshow

Parking for Bridger Bowl Shuttle

Various Sales and Shows



XI. APPENDIX - CASE STUDY - MISSOULA, MT

Population as of 2016 - 72,364

Population change of 2010-2016 - 7.9%

Median Age since 2016 - 32.5 years old

Current Budget for fair - ?

Profit from Concessions 2017 - \$500,000

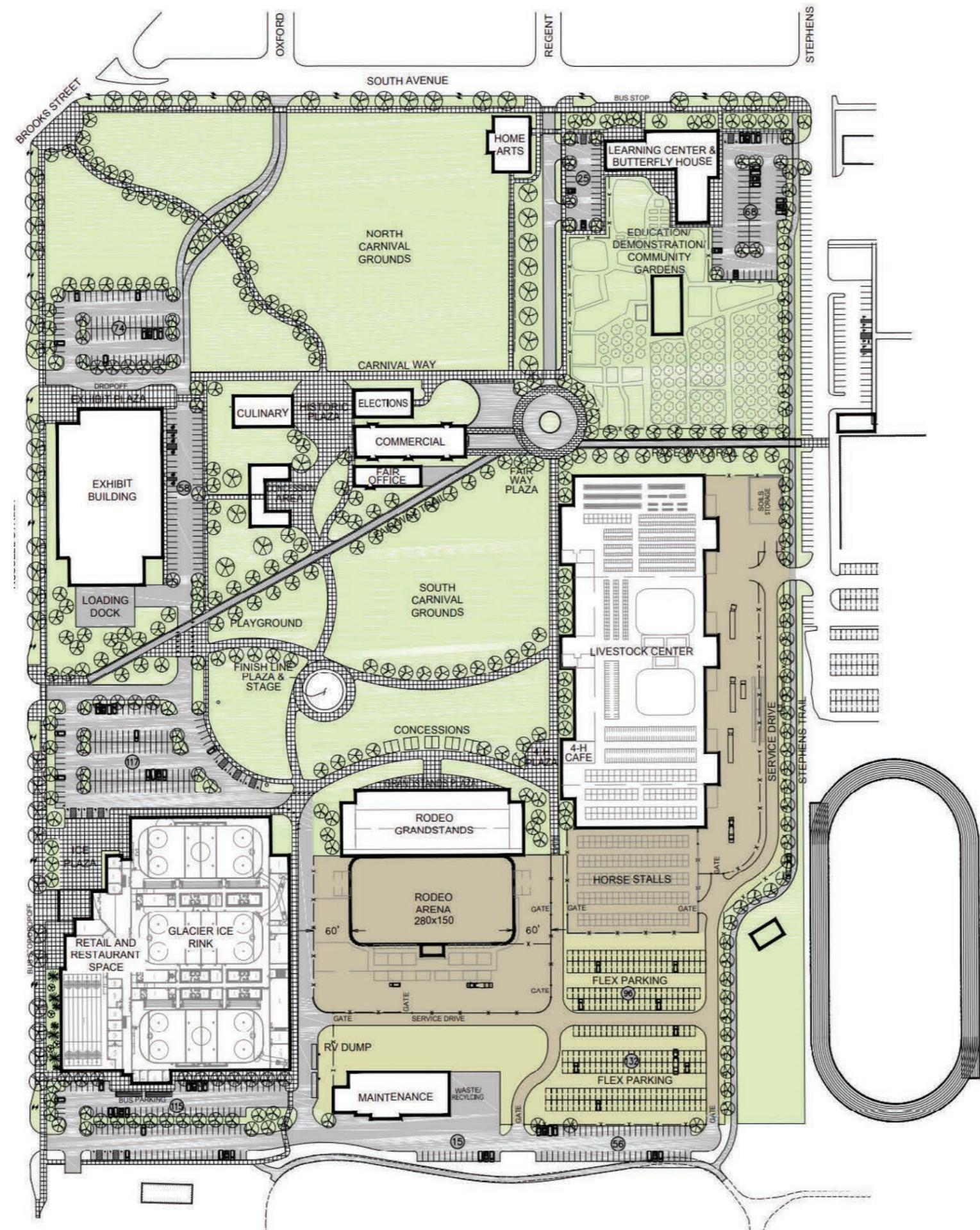
Budget for Improvements - \$21,000,000

Fair Attendance 2017 - 86,000

Events held:

OVER 500 PER YEAR

Rural Impact Lab | Fall 2018



XI. APPENDIX - CASE STUDY - LINCOLN COUNTY, OREGON

Population as of 2016 - 47,806

Population change of 2010-2016 - 4.8%

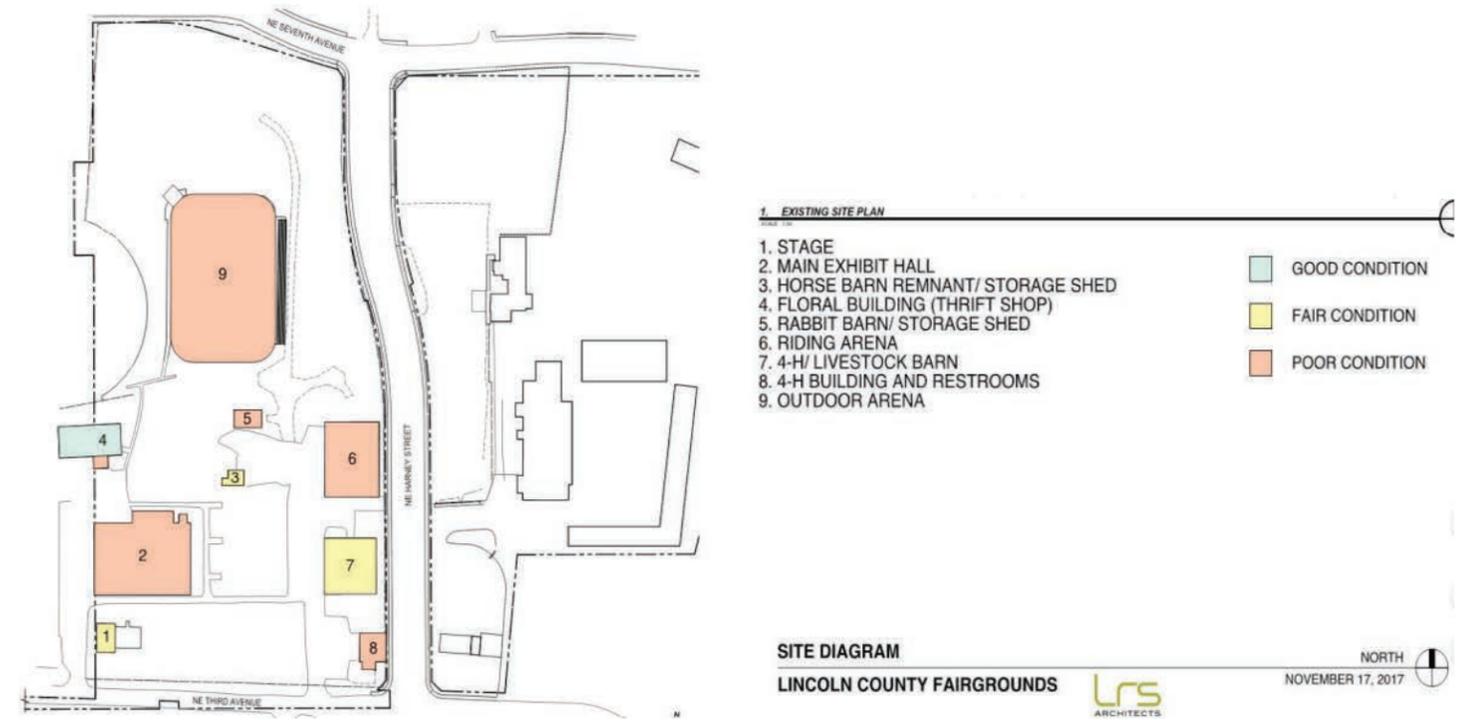
Median Age since 2016 - 50.7 years old

Current Budget for fair - \$1,546,304

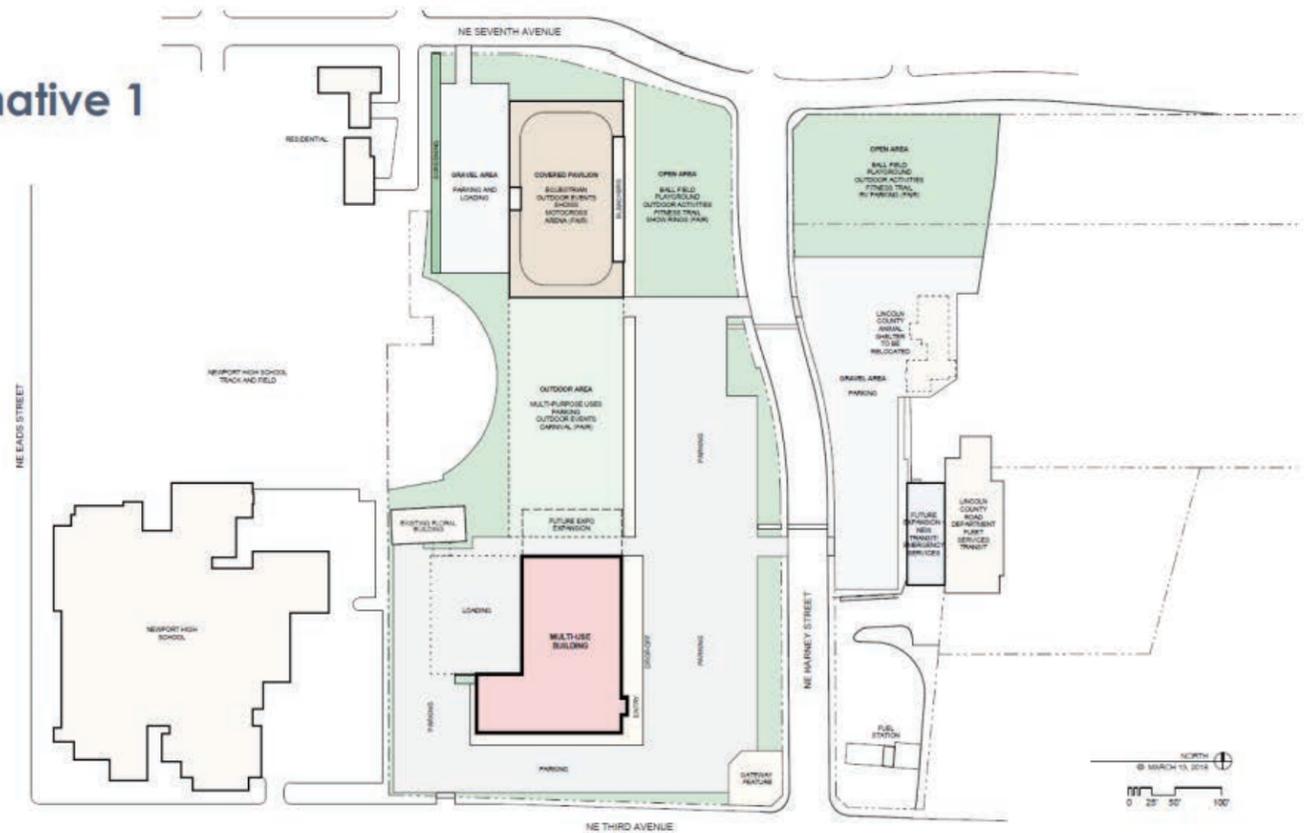
Budget for Improvements - \$240,000/year for Fairgrounds redevelopment

“Our vision is to see the Lincoln County Commons (formerly the Lincoln County Fairgrounds) become an important gathering place for Lincoln County. Our mission is to offer a variety of venues which will make the Lincoln County Commons a preferred destination for residents and visitors.

Our core values are to respect traditions of the past and cast new directions for the future with a focus on youth.”



Alternative 1



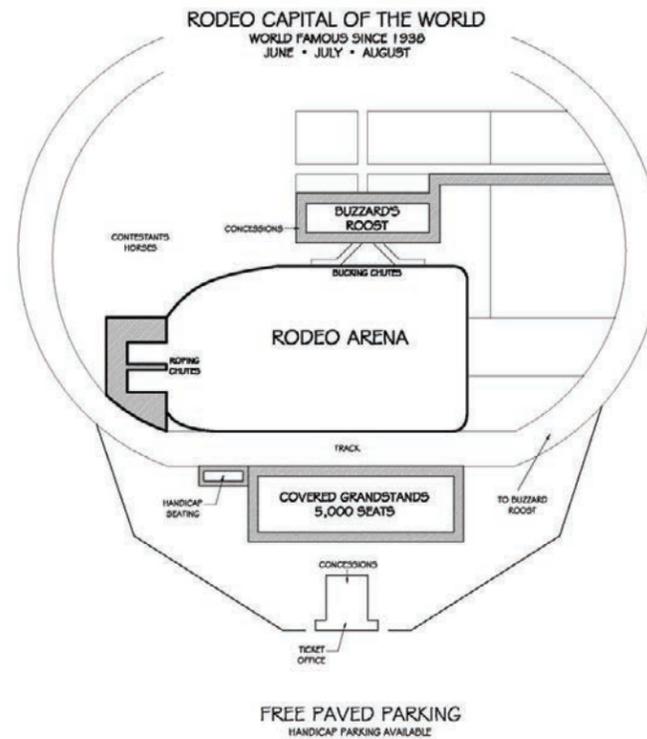
XI. APPENDIX - CASE STUDY - CODY, WYOMING

Population as of 2016 - 29,353

Population change of 2010-2016 - 5.5%

Median Age since 2016 - 43.7 years old

2016-2017 Budget for fair - \$292,870



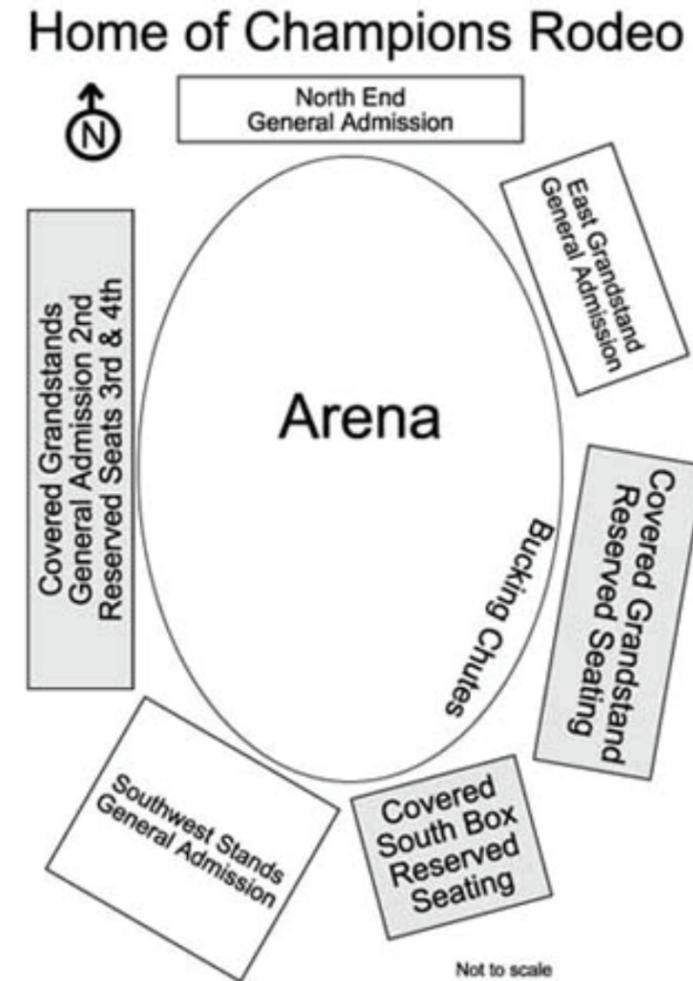
XI. APPENDIX - CASE STUDY - RED LODGE, MONTANA

Population as of 2016 - 10,340

Population change of 2010-2016 - 3.4%

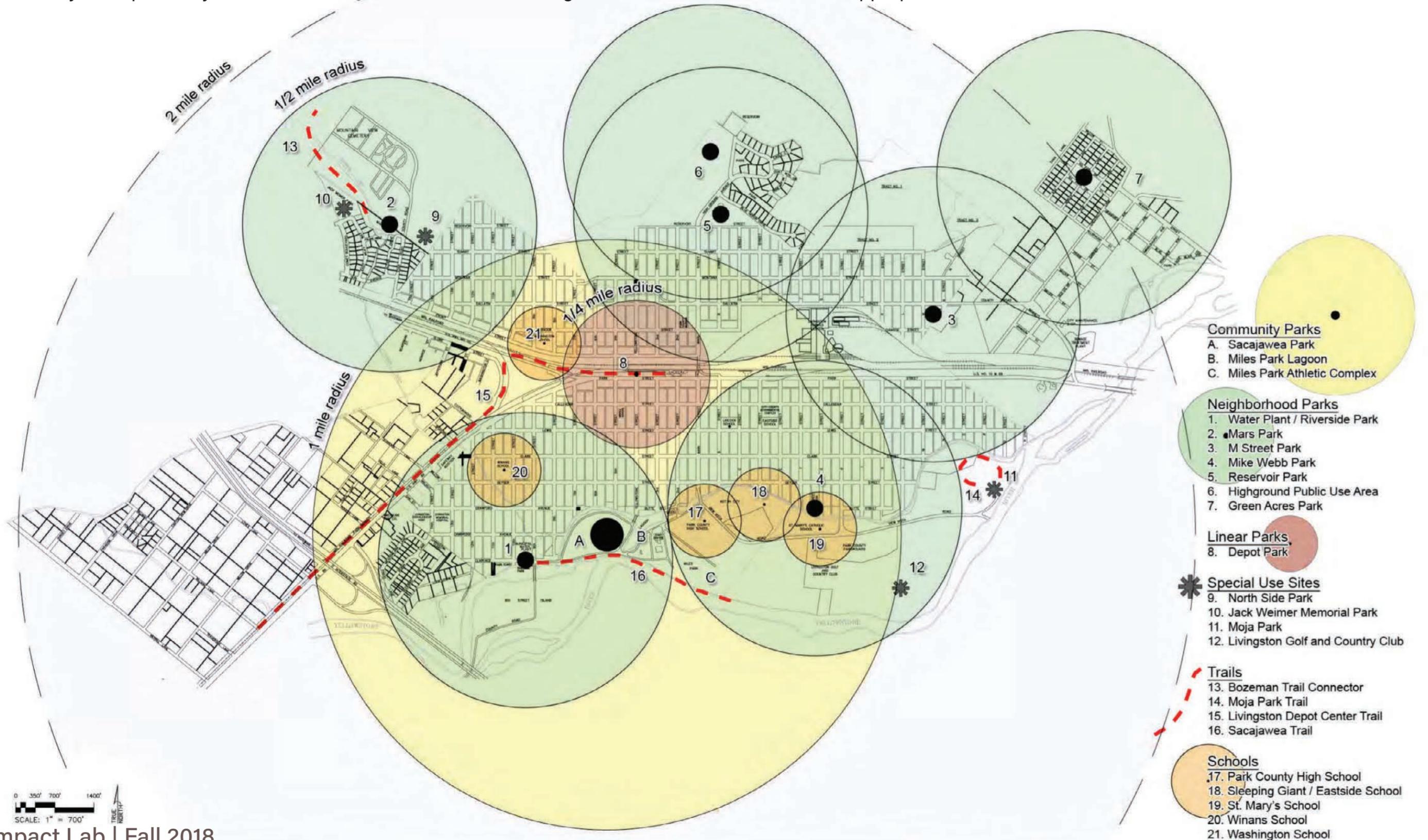
Median Age since 2016 - 49.6 years old

Current Budget for fair - \$94,955

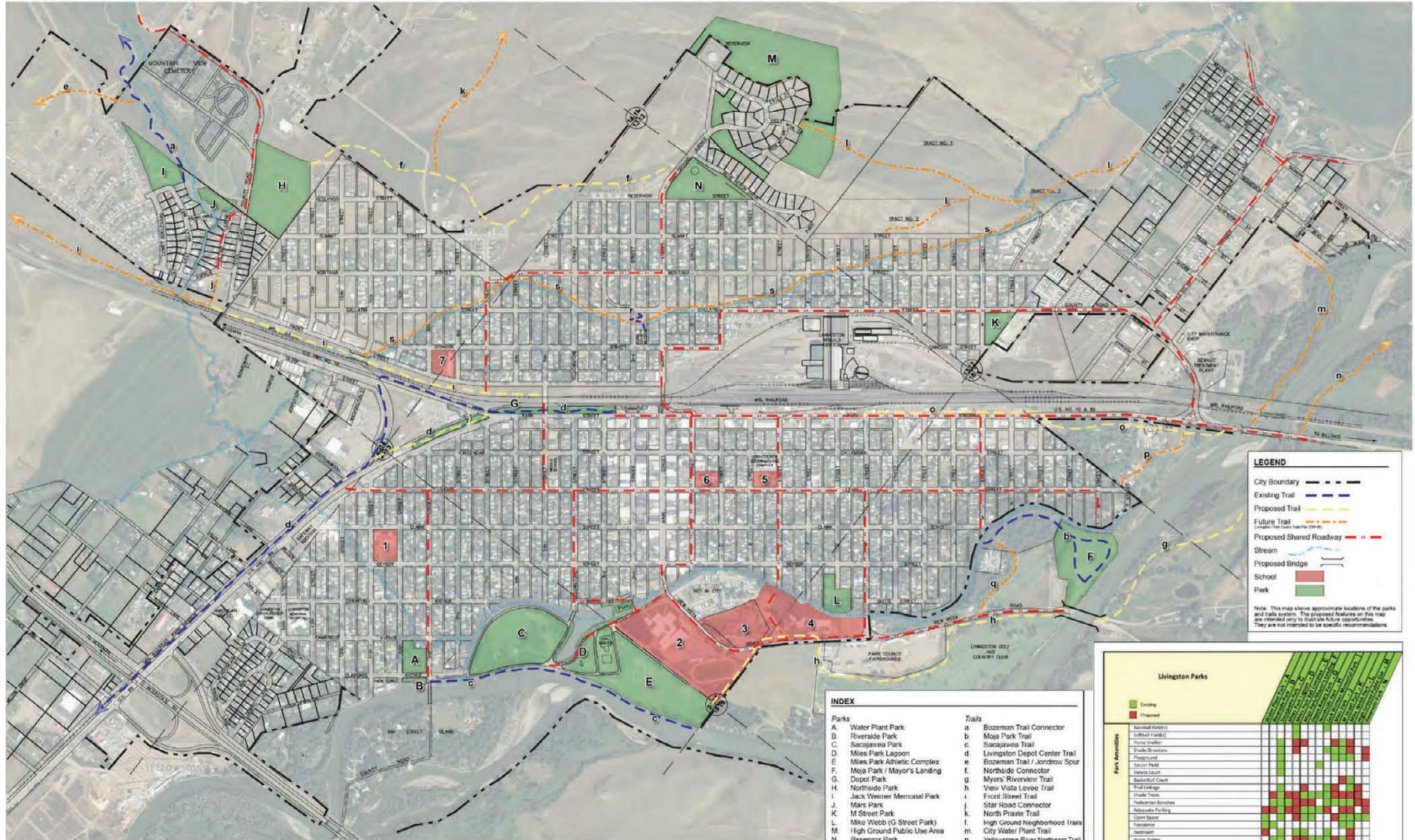


XI. APPENDIX - CASE STUDY - CTA MASTERPLAN

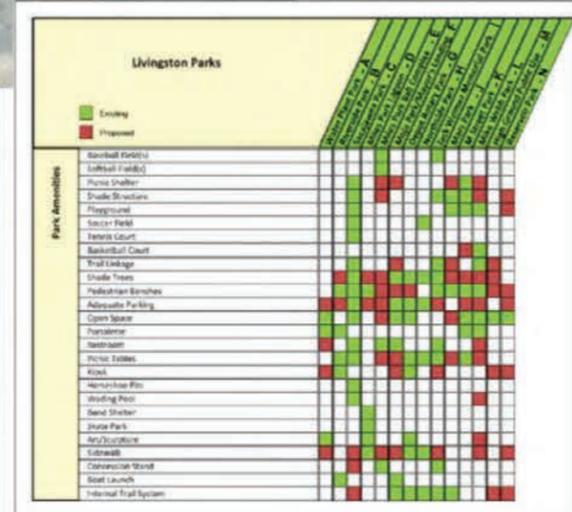
CTA's parks masterplan directly addresses the public's wants and needs. Through an iterative process with constant community input and by utilizing public surveys and proximity studies, CTA was able to uncover existing issues and address them in an appropriate manner.



XI. APPENDIX - CASE STUDY - CTA MASTERPLAN



INDEX	
Parks	Trails
A. Water Plant Park	a. Bozeman Trail Connector
B. Riverside Park	b. Moja Park Trail
C. Sacajawea Park	c. Sacajawea Trail
D. Miles Park Lagoon	d. Livingston Depot Center Trail
E. Miles Park Athletic Complex	e. Bozeman Trail / Jondrow Spur
F. Moja Park / Mayor's Landing	f. Northside Connector
G. Depot Park	g. Myers' Riverview Trail
H. Northside Park	h. View Vista Levee Trail
I. Jack Weimer Memorial Park	i. Front Street Trail
J. Mars Park	j. Star Road Connector
K. M Street Park	k. North Prairie Trail
L. Mike Webb (G Street Park)	l. High Ground Neighborhood Trails
M. High Ground Public Use Area	m. City Water Plant Trail
N. Reservoir Park	n. Yellowstone River Northeast Trail
	o. KPRK Trail
	p. Moja Park / HWY 89 Connector
	q. Girl Scout Trail
	r. Hopa Mountain Trail
	s. Livingston Ditch Trail
Schools	
1. Winans School	
2. Park County High School	
3. Sleeping Giant Middle School	
4. St. Mary's School	
5. Eastside School	
6. Lincoln School	
7. Washington School	



CITY OF LIVINGSTON
PARKS & TRAILS SYSTEM MASTERPLAN

RURAL IMPACT LAB
MSU COMMUNITY DESIGN CENTER + EXTENSION + MASS.

FOR FOLLOW-UP, PLEASE ATTEND OUR EXHIBITION
NOVEMBER 14TH

**YOU ARE PERSONALLY INVITED
TO
BECOME THE NARRATIVE
OF THE
FAIRGROUNDS FUTURE**

**JOIN US
WEDNESDAY NOVEMBER 14TH
AT THE PARK COUNTY
FAIRGROUNDS
5-8PM FOR A COMMUNITY
BONFIRE, STORIES, FOOD, AND
AN OPEN DISCUSSION**

HOSTS

**THE RURAL IMPACT LAB IS A MSU 4TH YEAR
ARCHITECTURE DESIGN STUDIO FOCUSED ON CREATING
AN OPEN DIALOGUE ABOUT THE FUTURE OF THE PARK
COUNTY FAIRGROUNDS. A COLLABORATION OF THE
MONTANA STATE UNIVERSITY SCHOOL OF
ARCHITECTURE, MSU EXTENSION, AND THE PARK
COUNTY COMMUNITY**

"FINDING COMMON GROUND"

AT THE

PARK COUNTY FAIRGROUNDS
BECOME PART OF THE NARRATIVE FOR THE FUTURE

**NOVEMBER 14TH
EXHIBITION
5-8PM**

**WITH THE
RURAL IMPACT
LAB
FEATURING
MSU EXTENSION
AND SCHOOL OF
ARCHITECTURE**



PUBLIC

WELCOME

**COME CLAIM YOUR STAKE BY SHARING YOUR STORIES
AND CELEBRATE THE FAIRGROUNDS WITH A COMMUNITY
BONFIRE EVENT, STUDENT SHOWCASE, AND FOOD**

"FINDING COMMON GROUND"

AT THE

PARK COUNTY FAIRGROUNDS

BECOME PART OF THE NARRATIVE FOR THE FUTURE

NOVEMBER 14TH
EXHIBITION
5-8PM

WITH THE
RURAL IMPACT
LAB
FEATURING
MSU EXTENTION
AND SCHOOL OF
ARCHITECTURE



PUBLIC

WELCOME

COME CLAIM YOUR STAKE BY SHARING YOUR STORIES
AND CELEBRATE THE FAIRGROUNDS WITH A COMMUNITY
BONFIRE EVENT, STUDENT SHOWCASE, AND FOOD

"FINDING COMMON GROUND"

AT THE

PARK COUNTY FAIRGROUNDS

BECOME PART OF THE NARRATIVE FOR THE FUTURE

NOVEMBER 14TH
EXHIBITION
5-8PM

WITH THE
RURAL IMPACT
LAB
FEATURING
MSU EXTENTION
AND SCHOOL OF
ARCHITECTURE



PUBLIC

WELCOME

COME CLAIM YOUR STAKE BY SHARING YOUR STORIES
AND CELEBRATE THE FAIRGROUNDS WITH A COMMUNITY
BONFIRE EVENT, STUDENT SHOWCASE, AND FOOD