

City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

GOAL: The Fairgrounds Advisory Committee (FAC) will be the guide in developing a Fairgrounds Revitalization Plan.				
DESCRIPTION: Work collaboratively with City staff through the FAC Subcommittees (Site Analysis; Budget & Infrastructure; Fundraising & Outreach; and Site Development) to develop a Revitalization Plan that reflects local needs and aligns with City Council priorities.				
BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
• Provides a well-founded planning foundation by ensuring the Revitalization Plan is informed by accurate historical records, current operational realities, and authentic patterns of community use. • Strengthens community confidence through open, transparent outreach that invites meaningful public participation and reflects the needs and aspirations of local residents. • Clarifies long-term priorities and investment needs for the Fairgrounds, aligning future improvements with insights from the FM3 Survey and supporting City Council goals related to Revitalization, economic development, and high-quality community-serving public space. • Enhances long-term stewardship of the Fairgrounds by creating a clear roadmap for maintenance, upgrades, and operational sustainability. • Improves coordination among partner organizations—such as event producers, nonprofits, youth programs, and local businesses—by establishing shared expectations and a unified vision for the site. • Supports stronger fiscal decision-making through better forecasting of revenue opportunities, cost efficiencies, and potential funding sources, including grants, partnerships, and philanthropic contributions. • Promotes equitable access to community amenities by identifying opportunities to broaden public use, remove barriers, and ensure the Fairgrounds serve a	• Dedicated staff time and expertise to provide administrative support, coordinate the FAC’s work, manage communications, and guide the development, release, and evaluation of the Revitalization Plan RFP and consultant selection process. • Cross-departmental collaboration involving Planning, Public Works, Finance, Parks & Recreation, and other relevant City divisions to ensure operational data, infrastructure assessments, and policy considerations are fully integrated into the planning effort. • Partnerships with external organizations and community groups, including local nonprofits, businesses, event organizers, neighborhood associations, and other City commissions, to contribute insight, outreach capacity, and specialized knowledge. • Financial resources of approximately \$100,000–\$500,000 from the General Fund to contract with a potential Sponsorship/Grant Consultant and a Master Plan Consultant who will collaborate with City staff and FAC subcommittees throughout the planning, analysis, and community engagement process.	• City Council direction to assist with the planning and development of the fairground in order to support community values and assist in making the grounds financially sustainable.	None	• Provide feedback and progress at during monthly reports at committee meetings and Council meetings (as requested) • Completed plan to be presented to the Council and public.

City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

diverse cross-section of residents. • Encourages environmentally responsible site improvements through consideration of energy efficiency, water conservation, climate resiliency, and sustainable design principles. • Creates a framework that attracts future investment by clearly articulating the long-term value, potential, and economic return of revitalizing the Fairgrounds. • Provides a basis for phased implementation that allows the City to pursue high-impact early actions while planning for more significant long-term improvements.	• Technical expertise in environmental sustainability to support analysis of energy efficiency, water conservation, climate resiliency, and ecological design strategies. • Specialized economic and fiscal analysis support to evaluate long-term funding needs, revenue opportunities, cost efficiencies, and potential investment or grant pathways. • Legal and contractual support to ensure procurement, consultant contracting, and partnership agreements comply with City policy and state requirements. • Public space and site-design expertise to help evaluate opportunities for improved accessibility, safety, usability, and community-serving amenities across the Fairgrounds.			
ACTION ITEMS / TASKS / PROJECTS	PROPOSED TIMELINE			
	January - March	April - June	July - September	October - December
1. Collaborate with City staff in the review and selection of Consultants (Sponsorship/Grant Consultant and Revitalization Plan Consultant), including evaluating proposals, participating in interviews, and ensuring the selected firm(s) aligns with community priorities and Council direction. 2. Engage through FAC Subcommittees to partner with staff and the consultant team on detailed action items, project components, research tasks, and thematic areas that form the structure of the Revitalization Plan. 3. Identify key information, messages, and content for community outreach, and work with staff to develop clear, accessible materials in both English and Spanish that support inclusive and transparent public engagement. 4. Participate in regular working sessions with consultants and City staff to review findings, discuss design concepts, assess feasibility, and monitor progress throughout the planning process.	• Upon Council Direction, City staff prepares and issues Request for Proposals (RFPs) for a Sponsorship Consultant and Revitalization Plan consultant, ensuring the scope reflects City Council priorities, operational needs, and anticipated community engagement requirements. • The FAC Chair appoints two committee members to serve on the consultant RFP Review Team, participating in proposal scoring, interviews, and final selection discussions.	The timeline is 2026	The timeline is 2026 to conclusion of plan approved by Council	The timeline is 2026 to conclusion of plan approved by Council

City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

5. Deliberate on emerging recommendations at FAC committee meetings and work toward consensus on well-supported guidance and final recommendations to present to the City Council. 6. Develop a structured committee community engagement schedule (listening sessions, pop-up events, stakeholder interviews) to ensure outreach occurs early, consistently, and across diverse groups. 7. Monitor alignment with the FM3 Survey insights and Council priorities by conducting periodic check-ins to ensure plan concepts remain grounded in verified community preferences and policy direction. 8. Identify potential grant and funding opportunities during the planning phase so the Revitalization Plan can include realistic implementation pathways supported by external resources. 9. Document operational and historical insights gathered from long-time users, staff, and local organizations to support a more accurate understanding of how the Fairgrounds has functioned and evolved over time. 10. Evaluate equity and accessibility considerations—including ADA access, language access, youth-serving space, and cost-barrier reduction—so recommendations are inclusive and community-serving. 11. Incorporate environmental sustainability review steps such as assessing water and energy use, exploring green infrastructure, and identifying climate resilience strategies relevant to the site.	• FAC Subcommittees convene with staff to clarify goals, define focus areas, and identify the information and data sets each group will contribute to the planning process. • RFP Review Team evaluates consultant submissions, conducts interviews, and recommends a preferred consultant for Council consideration. • Subcommittees organize and compile historical information, previous outreach results, survey data, and site assessments to prepare a foundational knowledge base for the incoming consultant. • Staff and Subcommittees coordinate on early outreach planning, identifying key stakeholder groups and shaping preliminary messaging for bilingual materials. • Consultant onboarding and project kickoff meetings occur with City staff, FAC, and Subcommittees to establish communication protocols, project milestones, and expectations for deliverables. • Subcommittees work directly with the consultant team to share historical insights, prior community feedback, maps, and operational details that will inform baseline conditions and early planning assumptions. • Collaborative development of the revitalizationPlan framework begins, focusing on defining project phases, community engagement strategies, initial site concepts, and priority issue areas.			
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City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

GOAL: The FAC and the Capital **Campaign & Outreach Subcommittee** will conduct a comprehensive analysis of available grants and alternative funding mechanisms to secure additional financial resources. They will also provide outreach and continue to gather feedback from the community.

DESCRIPTION: Research grant opportunities and alternative funding mechanisms that could support the community in the financial impact of the fairgrounds design plan, including working with a Sponsorship/Grant consultant on campaign goals.

BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
- Identifying grants and alternative funding mechanisms can help secure additional financial support, reducing the burden on local taxpayers and the General Fund - Diversified funding sources can support ongoing maintenance and future development, helping to create a self-sustaining Fairgrounds that continues to generate economic and community benefits. - Strengthens community trust and transparency by keeping residents informed about Fairgrounds activities, progress, and upcoming needs. - Encourages greater public engagement, resulting in more accurate feedback and broader community ownership of Fairgrounds Revitalization efforts. - Helps identify emerging needs, concerns, and opportunities early, allowing staff and City leadership to make better-informed decisions. - Builds long-term support for Fairgrounds initiatives, including future funding, partnerships, and public participation. - Ensures the Fairgrounds remains aligned with community priorities, improving the relevance and success of programs, events, and capital projects.	- Member time to work with staff and consultant on funding for infrastructure and support needs for the revitalization plan. - Staff time dedicated to reviewing initial grant requirements and guiding the application process. - Staff time allocated to finalizing and submitting the grant application. - Staff time invested in researching and implementing items that may increase the potential for receiving a grant. - A sponsorship consultant or grant writer may be needed depending on the complexity and level of need identified.	Yes, City Council direction for the committee to assist with grants	None at this time	- Reporting to city staff and council about grant progress - Secured funding from a grant or other sources

ACTION ITEMS / TASKS / PROJECTS	PROPOSED TIMELINE			
	January - March	April - June	July - September	October - December
- Members to research & present any findings at each committee meeting - If a suitable grant or sponsorship opportunity is identified, determine committee members' interest in contributing to the proposal and assign tasks accordingly. - Provide outreach and compile feedback from the community including the Calistoga Business community regarding any insights they wish to share with the FAC, staff or the Revitalization plan consultant. - Other duties as needed		The timeline is 2026	The timeline is 2026 to conclusion of plan approved by Council	The timeline is 2026 to conclusion of plan approved by Council

City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

GOAL: Identify and evaluate Fairgrounds infrastructure projects that have the potential to generate sustainable revenue. Identify budget and Cost projection of area needs identified in the Revitalization plan as needed.

DESCRIPTION: The FAC and the **Budget & Infrastructure Sub Committee** will assist in the efforts to identify and recommend Fairgrounds infrastructure projects that reduce reliance on General Fund subsidies while enhancing community assets and supporting long-term financial stability.

BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
Identifying projects that reduce reliance on General Fund subsidies will help create a more self-sustaining financial model. Infrastructure improvements will enhance the Fairgrounds as a valuable resource for residents, visitors, and event organizers. Strategic recommendations may uncover new revenue streams, such as expanded event hosting capabilities or facility upgrades that attract more users.	Dedicated member and staff time for reviewing and assessing viable proposals internally, ensuring they align with the City's goals and funding considerations. Dedicated staff & member time to engage with relevant departments, committees, and external partners to refine the scope of the feasibility study. Dedicated member and staff time to create and distribute any RFP and prepare selected proposals for presentation to the City Council	•Yes, City Council direction •To help advise on long-term projects	None at this time	•Reporting to city staff and council about progress at FAC meetings and potentially City Council Meetings

ACTION ITEMS / TASKS / PROJECTS	PROPOSED TIMELINE			
	January - March	April - June	July - September	October - December
•Conduct research by reviewing similar projects or studies from other cities and gathering input from community stakeholders on infrastructure priorities and cost development. •Utilize the results of previously conducted surveys or work to guide the consultant focus by summarizing community priorities. •Members to research & present any findings at committee meetings. •Determine which projects could be a valuable resource for residents, visitors, and event organizers and which are viable for the City; and assist in working with the consultant and staff for where these may best fit in the Revitalization plan •Other duties as needed.		The timeline is 2026	The timeline is 2026 to conclusion of plan approved by Council	The timeline is 2026 to conclusion of plan approved by Council

City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

GOAL: The FAC and Site Analysis Sub Committee will work to review the fairgrounds site and provide history and analysis of the area and its infrastructure and ground areas.				
DESCRIPTION: Members will collect and organize site documents and descriptions to evaluate existing conditions and identify infrastructure and terrain improvements needed to inform the				
BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
- Provides a clear and accurate understanding of existing Fairgrounds conditions, ensuring decisions in the revitalization plan are based on reliable, comprehensive information. - Identifies gaps, deficiencies, and opportunities early, allowing for strategic planning and prioritization of infrastructure improvements. - Supports efficient use of resources by clarifying what can be reused, upgraded, or newly developed. - Enhances long-term planning by documenting terrain features that influence layout, accessibility, and potential land-use options. - Improves coordination among staff, consultants, and committee members.	Member time to pull history, plans and compile documents in order to support needs for the Revitalization plan.	•Yes, City Council direction for the committee to assist with grants	None at this time	•Reporting to city staff and council about progress.
ACTION ITEMS / TASKS / PROJECTS	PROPOSED TIMELINE			
	January - March	April - June	July - September	October - December
- Access to existing site maps, utility plans, and historical infrastructure documents - Staff support to locate, retrieve, and clarify technical site information - Coordination with Public Works, Planning, and Facilities teams - GIS data or mapping software (if available) - Consultant support (engineering, planning, or architectural) as needed for analysis - Time allocated for committee review, document organization, and synthesis - Secure digital storage or shared drive for compiling and managing documents - Compile site data and provide insights they uncover and share with the FAC, staff or the Revitalization plan consultant. - Other duties as needed	The timeline is 2026	The timeline is 2026	The timeline is 2026 to conclusion of plan approved by Council	The timeline is 2026 to conclusion of plan approved by Council

City of Calistoga | Fairgrounds Advisory Committee | 2026 Workplan Goals

GOAL: The FAC and Site Development Plan Sub Committee will work with staff and the consultant to put together the Revitalization plan and present this plan(s) to the City Council.				
DESCRIPTION: Members will gather information and consider the work from the survey, other committees and fiscal suitability in guiding and producing the Revitalization plan and/or plan				
BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
- Ensures the Revitalization plan is informed by comprehensive data, community input, and fiscal realities, resulting in well-grounded and achievable recommendations. - Promotes alignment across committees and stakeholder groups by integrating survey results and prior work into a unified planning approach. - Improves the credibility and effectiveness of the revitalization plan by basing decisions on validated community priorities and financial feasibility. - Helps identify realistic plan options that balance community desires with long-term operational and budget considerations. - Strengthens strategic decision-making by consolidating diverse perspectives and information into clear, actionable guidance for the Fairgrounds' future.	Member time to work with staff and consultant to put together one or more revitalization plan(s); or plan options, to present to the public and City Council.	Yes, City Council direction	None at this time	Reporting to city staff and council about progress
ACTION ITEMS / TASKS / PROJECTS	PROPOSED TIMELINE			
	January - March	April - June	July - September	October - December
- Review and summarize key findings from the statistically valid survey. - Compile relevant reports, recommendations, and notes from other committees or advisory groups. - Evaluate fiscal data, including operating costs, revenue potential, and capital improvement estimates. - Identify areas where survey feedback and committee recommendations align or conflict. - Prioritize needs and opportunities based on community input, feasibility, and financial sustainability. - Develop initial planning scenarios or options for committee discussion. - Refine plan elements or options based on additional input and feasibility considerations. - Present findings and proposed options to staff, consultants, and City leadership for feedback.	The timeline is 2026	The timeline is 2026	The timeline is 2026 to conclusion of plan approved by Council	The timeline is 2026 to conclusion of plan approved by Council