

Community Survey of the Calistoga Fairgrounds Property

Key Findings from a Resident Survey Conducted September 20 – October 12, 2025



OPINION
RESEARCH
& STRATEGY

Survey Methodology

| | |
|---------------------------------|--|
| Dates | September 20 – October 12, 2025 |
| Survey Type | Dual-mode Resident Survey |
| Research Population | Calistoga Joint Unified School District Residents |
| Total Interviews | 641 |
| Margin of Sampling Error | (Full Sample) $\pm 4.9\%$ at the 95% Confidence Level |
| Contact Methods |  Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations |
| Data Collection Modes |  Telephone Interviews  Online Interviews |
| Languages | English and Spanish |

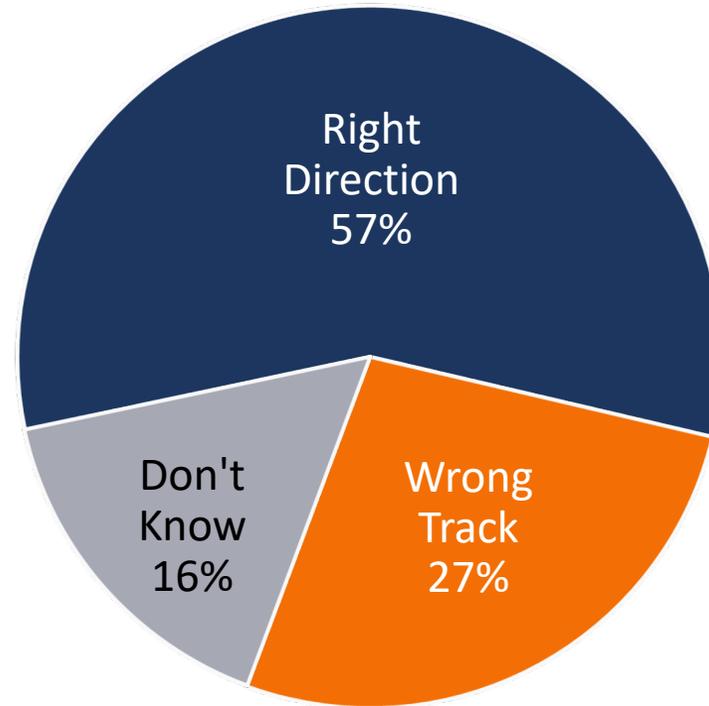
(Note: Not All Results Will Sum to 100% Due to Rounding)



Issue Context

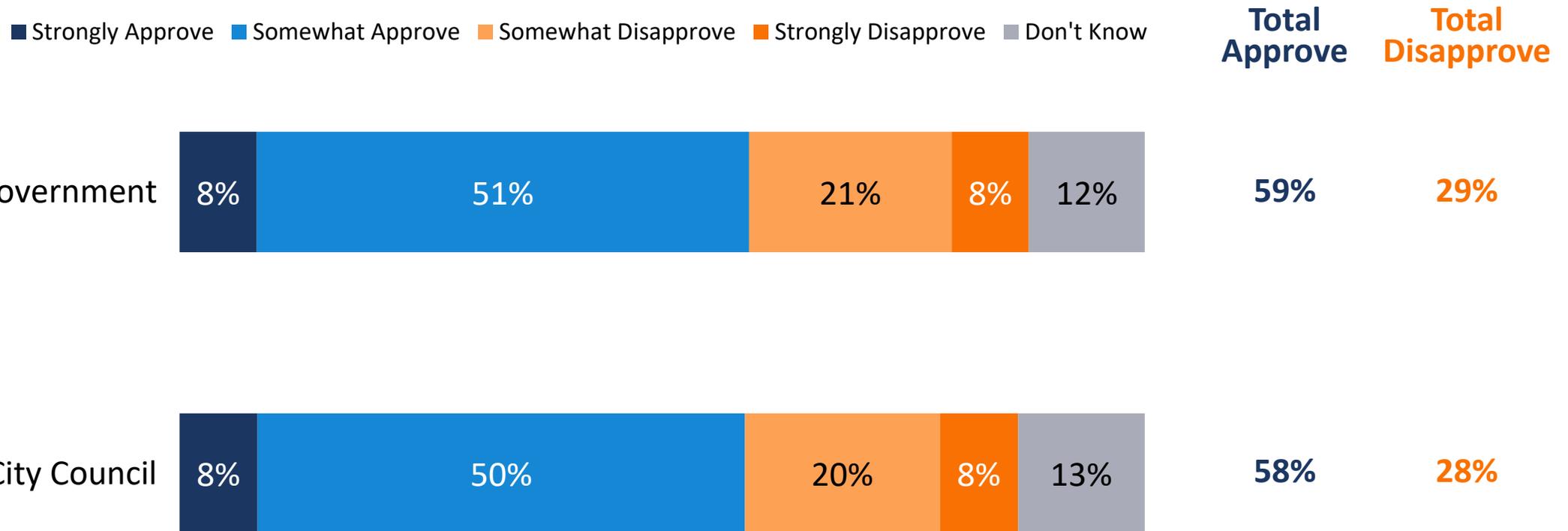
A majority say Calistoga is headed in the right direction.

Would you say things in Calistoga are headed in the right direction, or do you feel they are off on the wrong track?



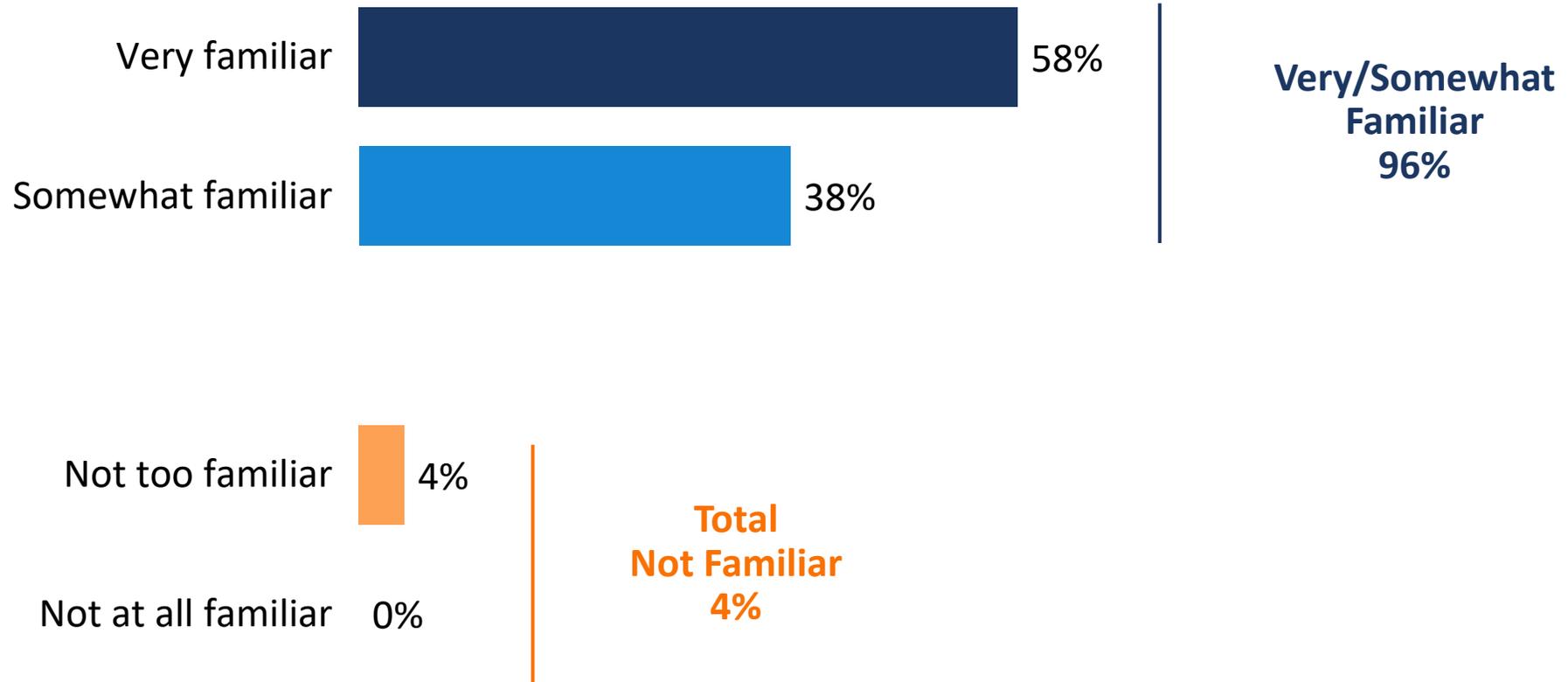
A majority approve of the job being done by city government and the City Council.

Please indicate whether you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job that each of the following are doing.



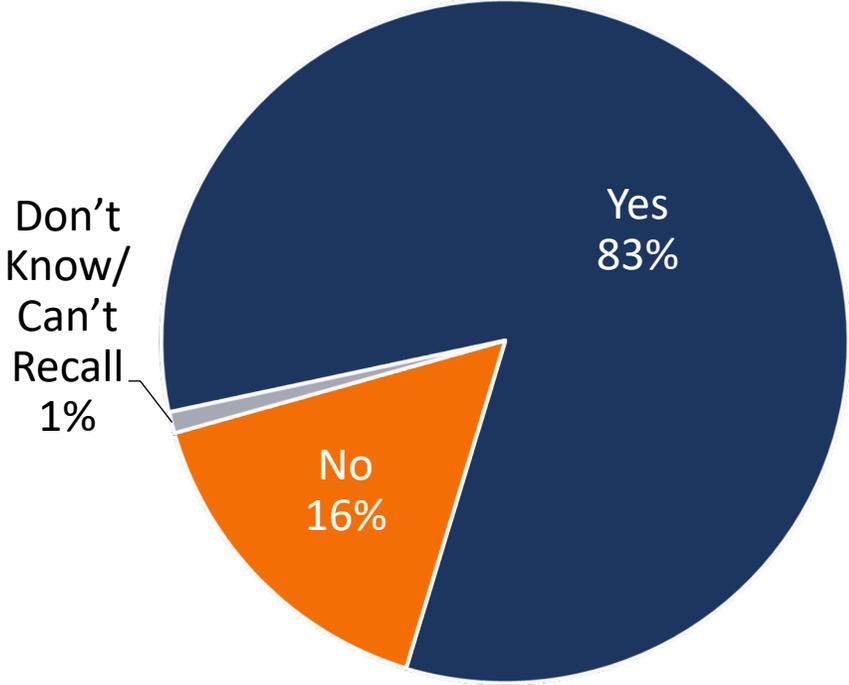
More than nine in ten say they are familiar with the Calistoga Fairgrounds.

How familiar are you with the Calistoga Fairgrounds?



More than four in five residents have visited the Fairgrounds.

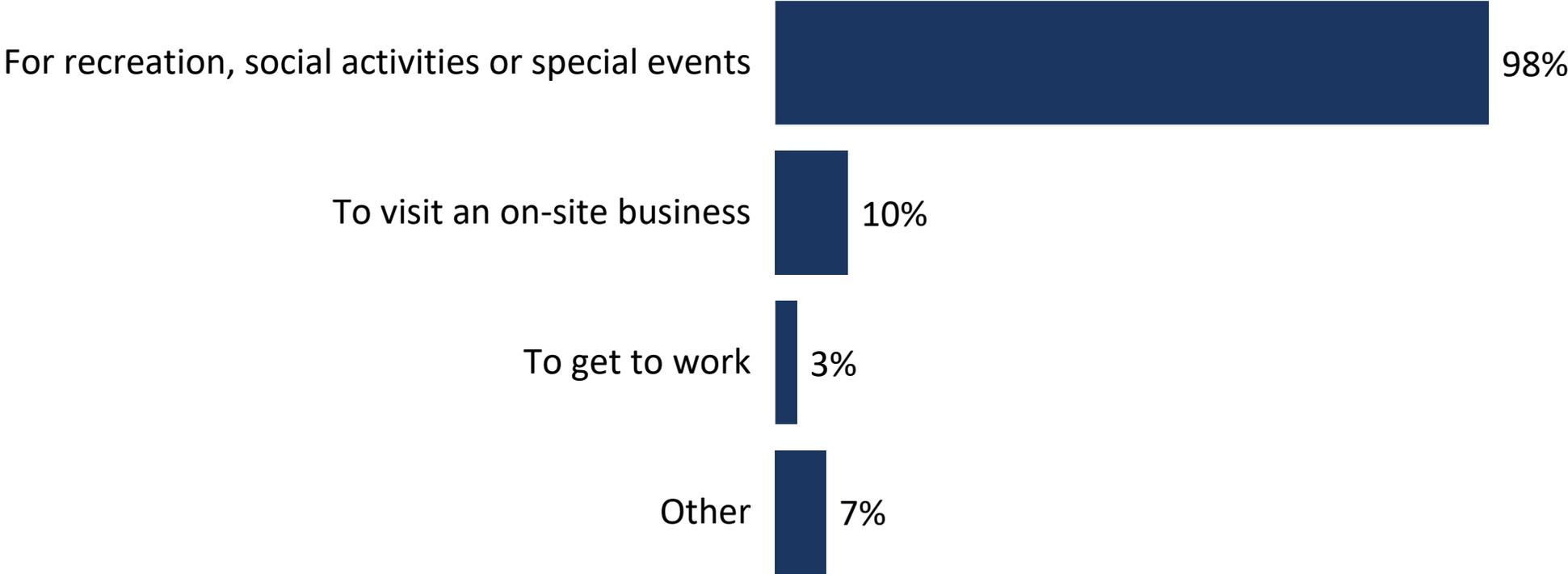
The Calistoga Fairgrounds is a 70.6-acre property located on North Oak Street in Calistoga, next to the Boys and Girls Club and near Logvy Community Park and the Calistoga Community Pool. It was shut down in 2018. Did you ever attend events or visit businesses at the Fairgrounds before 2018?



Those who visited the Fairgrounds tended to do so for recreation purposes, primarily.

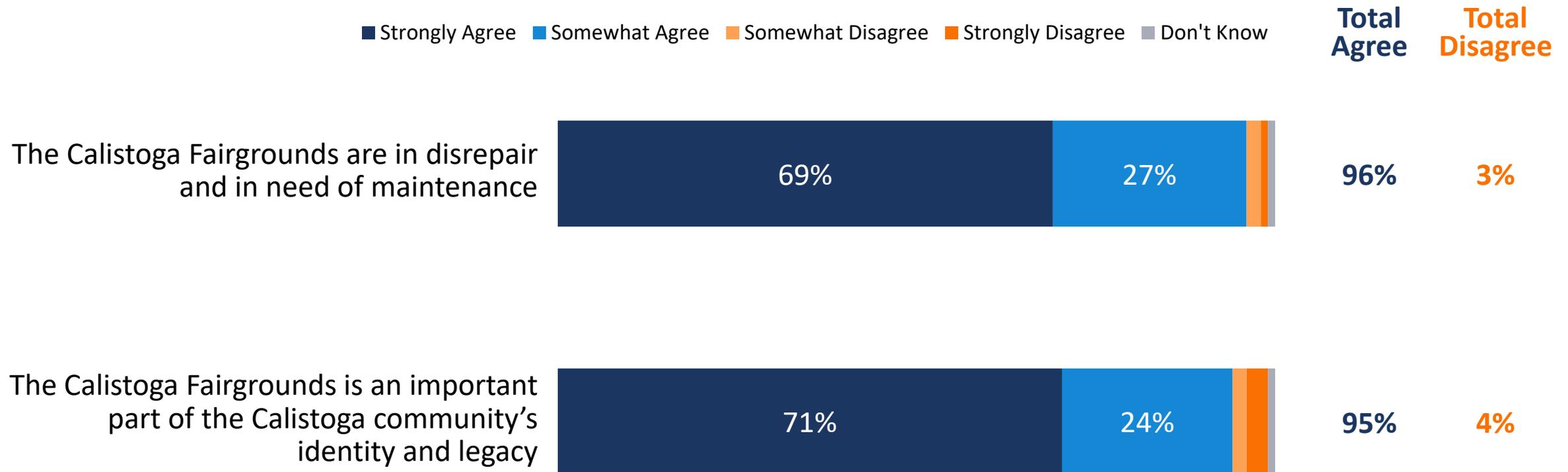
For what reasons did you use or visit the Fairgrounds?

(Multiple-Responses Accepted; Asked of Those Who Attended Events or Visited Businesses at the Fairgrounds Before 2018, n=534)



More than nine in ten agree the Fairgrounds are in disrepair and an important part of the community's identity.

Here are some statements people have made about the Calistoga Fairgrounds. Please indicate whether you generally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each.

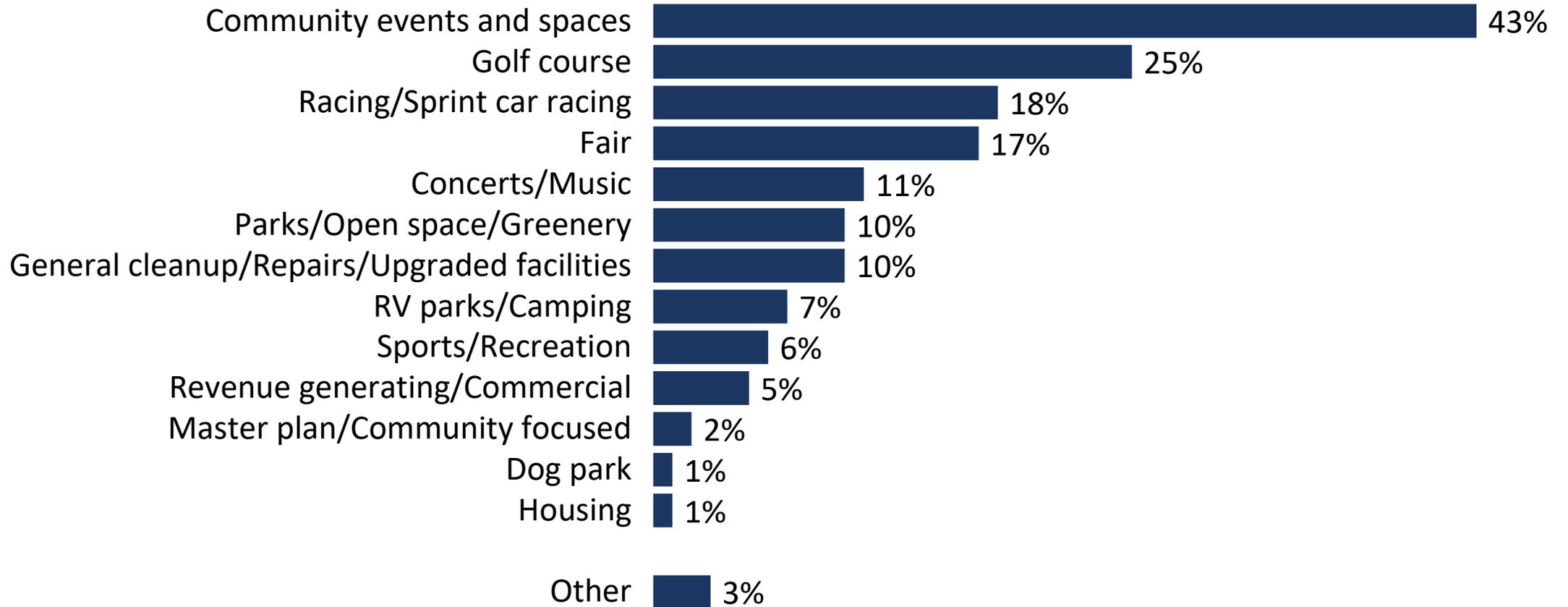




Views on Fairground Plans

Residents most frequently mention wanting to see community events and spaces as well as a golf course.

*What would you most like to see at the Calistoga Fairgrounds in the coming years?
(Open-ended)*



Examples of Verbatim Comments

Park, green space where you can conduct different activities.

A place where community members can gather, that's inclusive and representative of our diverse community.

Definitely get the golf course up and running. If you build it, they will come!

Repaired so it can be used for community events comfortably. This means restrooms, shade structures, easy to park and walk.

An actual fair like we used to have, with exhibits, rides, a midway, and fireworks.

Spaces for a soccer field, walking/running trails, workout stations. Create an indoor rec center and dog park.

Full utilization of RV park; buildings repaired to be used for community events.

Preserve the history and legacy that the fairgrounds have brought to Calistoga: maintain racetrack w/ more races during the season.

Affordable gym construction, recreation center, allocate space for house construction.

An outdoor "amphitheater" style venue where residents could enjoy musical and theatrical events outside.

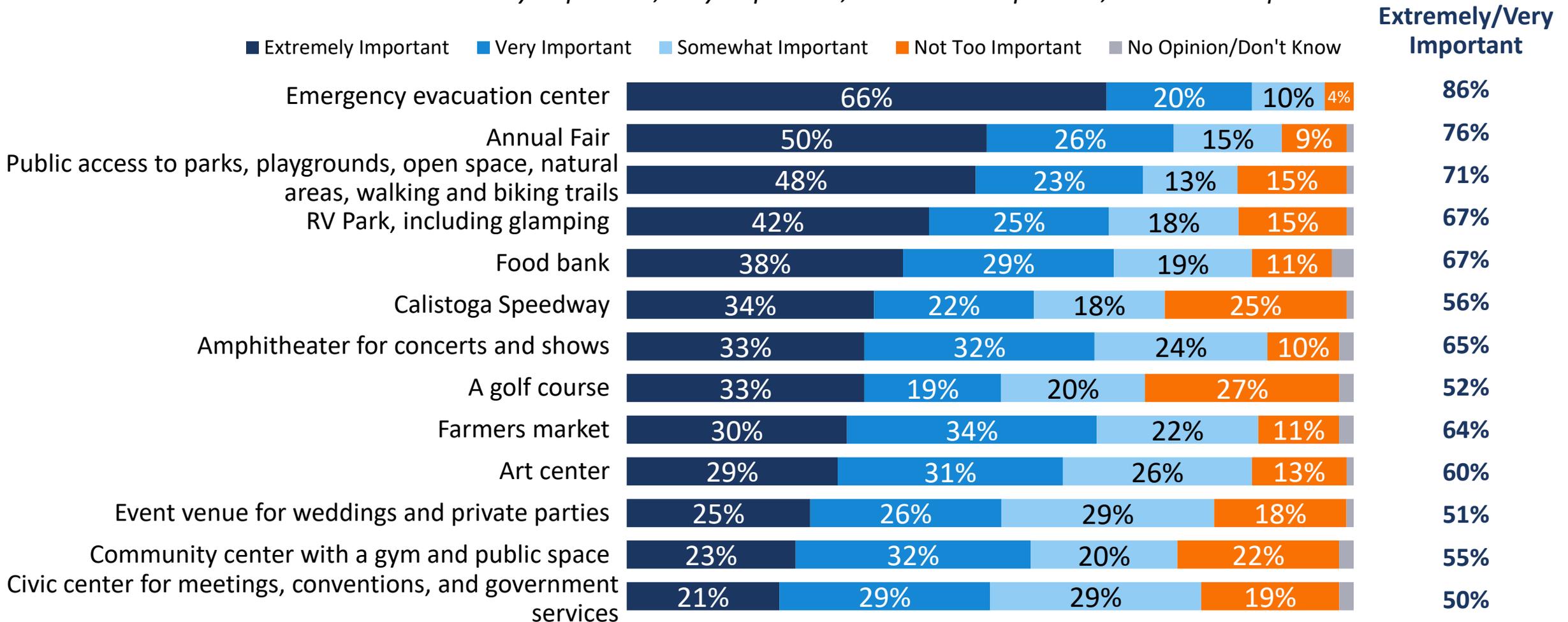
An economic engine for both small and large businesses that provide that provide more than minimum wage jobs for Calistoga residents.

I would like to see a comprehensive plan to maximize the social and financial benefit to the town.

I would like to see community focused events which are promoted by the city and bring in revenue.

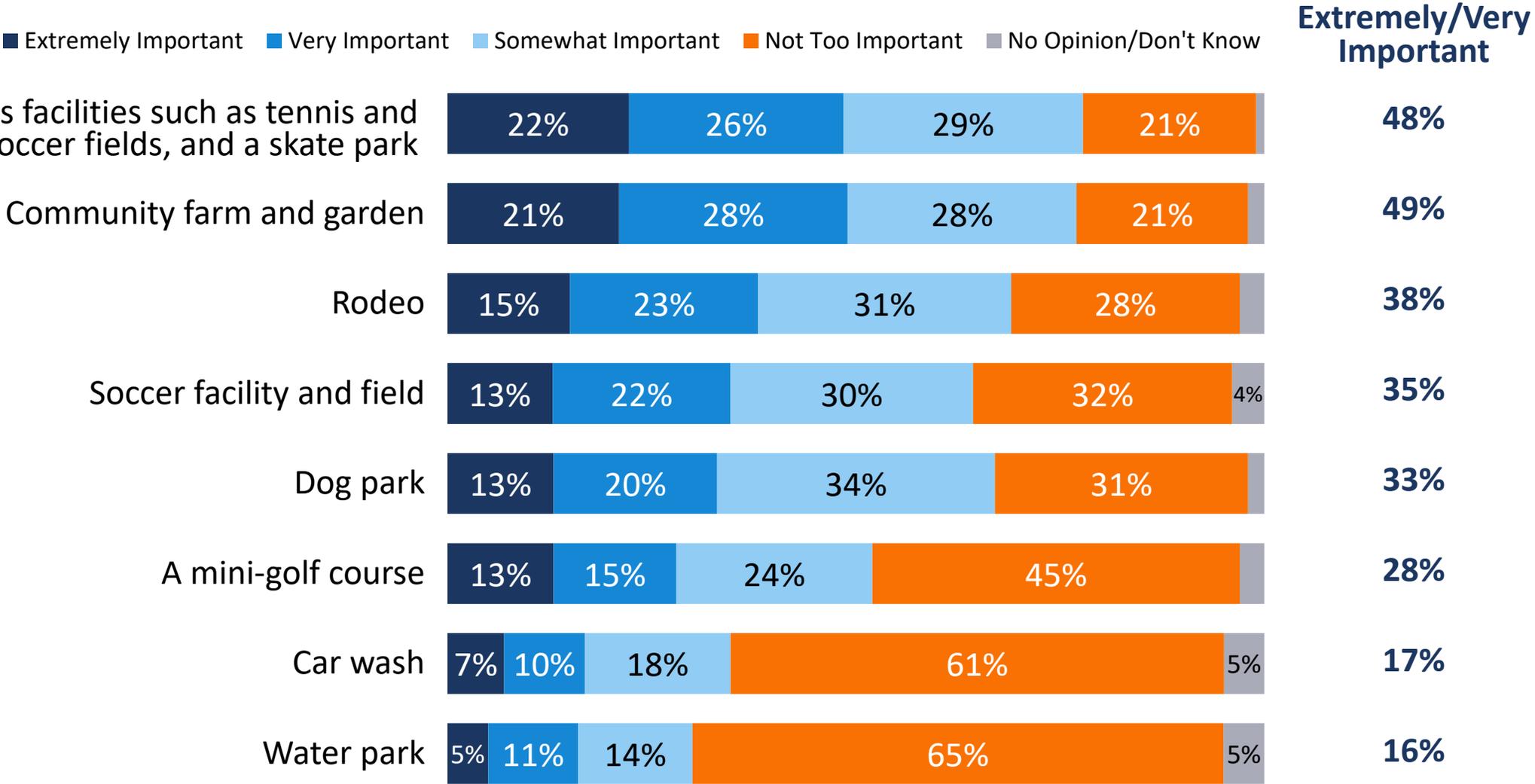
The top priorities for the site include an emergency evacuation center, annual fair, and public access to open spaces.

Please consider some potential uses of the Calistoga Fairgrounds. Please indicate how important you think each use is: extremely important, very important, somewhat important, or not too important.



Priorities List (Continued)

Please consider some potential uses of the Calistoga Fairgrounds. Please indicate how important you think each use is: extremely important, very important, somewhat important, or not too important.



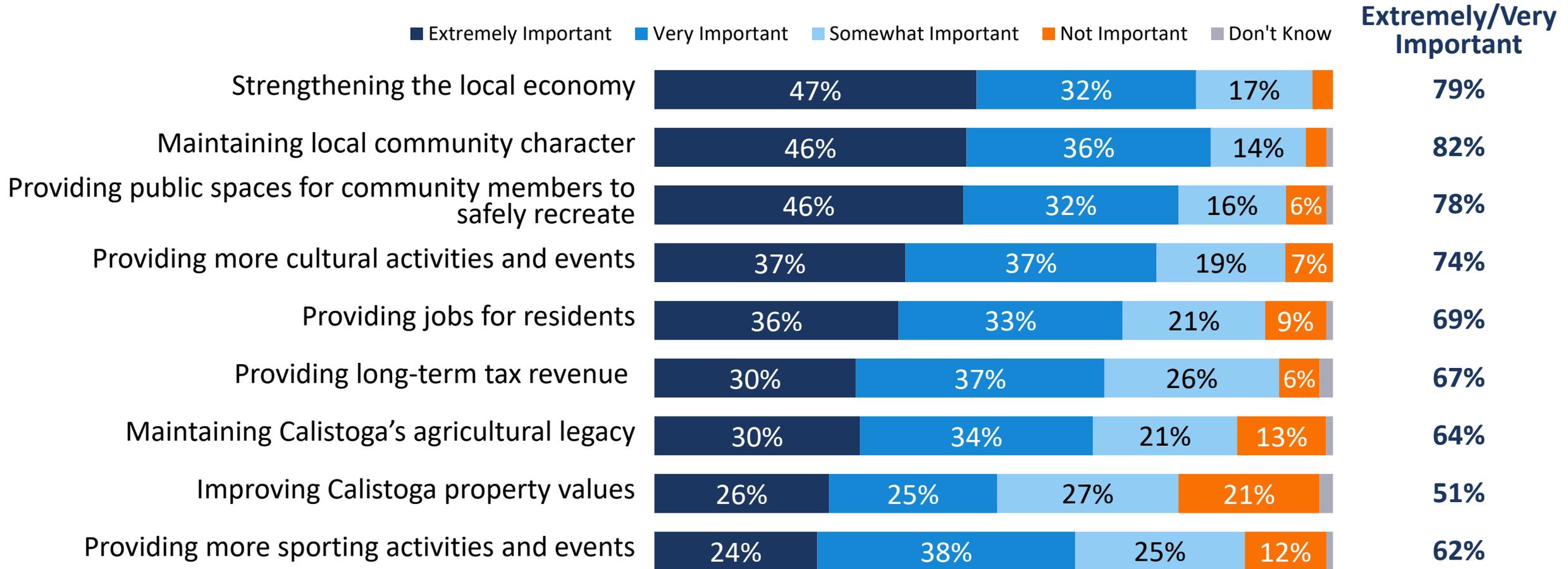
When asked to choose only three uses, the Speedway, RV Park, and evacuation center were chosen most often.

Here is the same list of potential uses. If resources were limited, which three uses from this list would you place the highest priority on?



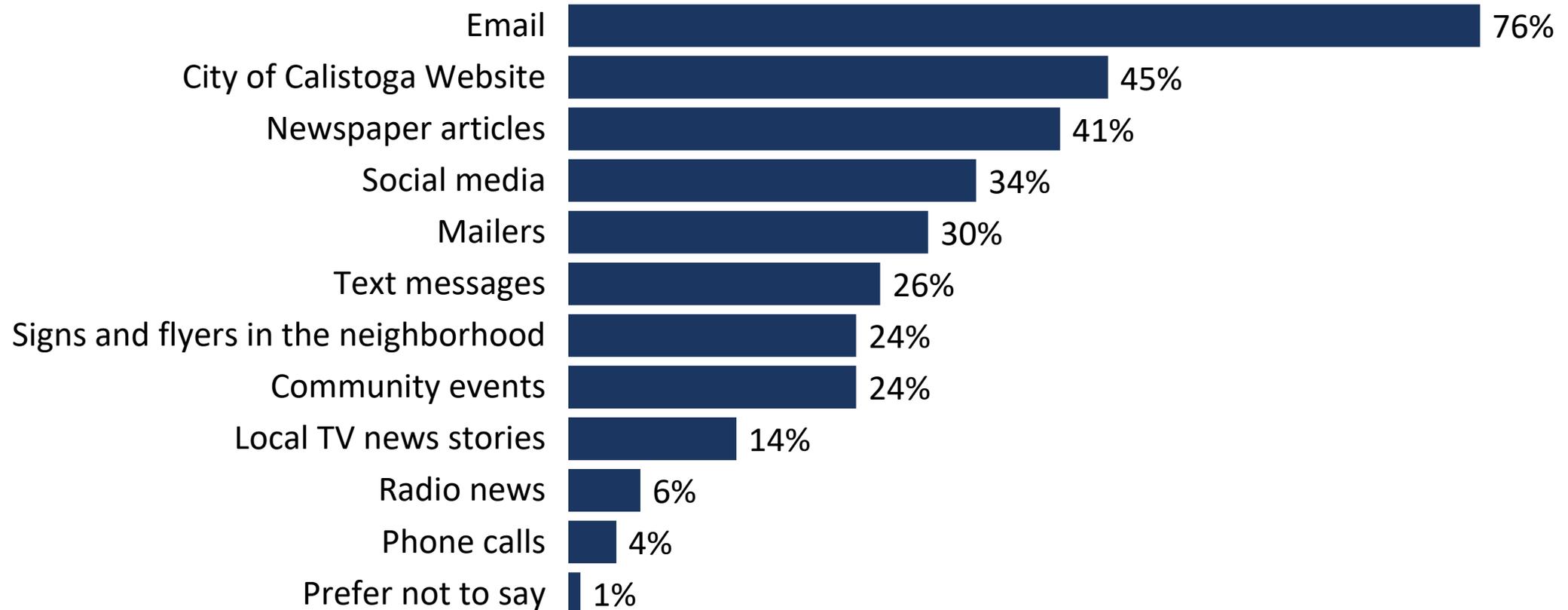
Residents prioritize maintaining the local community character, strengthening the local economy, and providing public recreation spaces.

Here are some potential benefits of reopening the Calistoga Fairgrounds. Please indicate if this benefit is extremely important, very important, somewhat important, or not an important benefit.



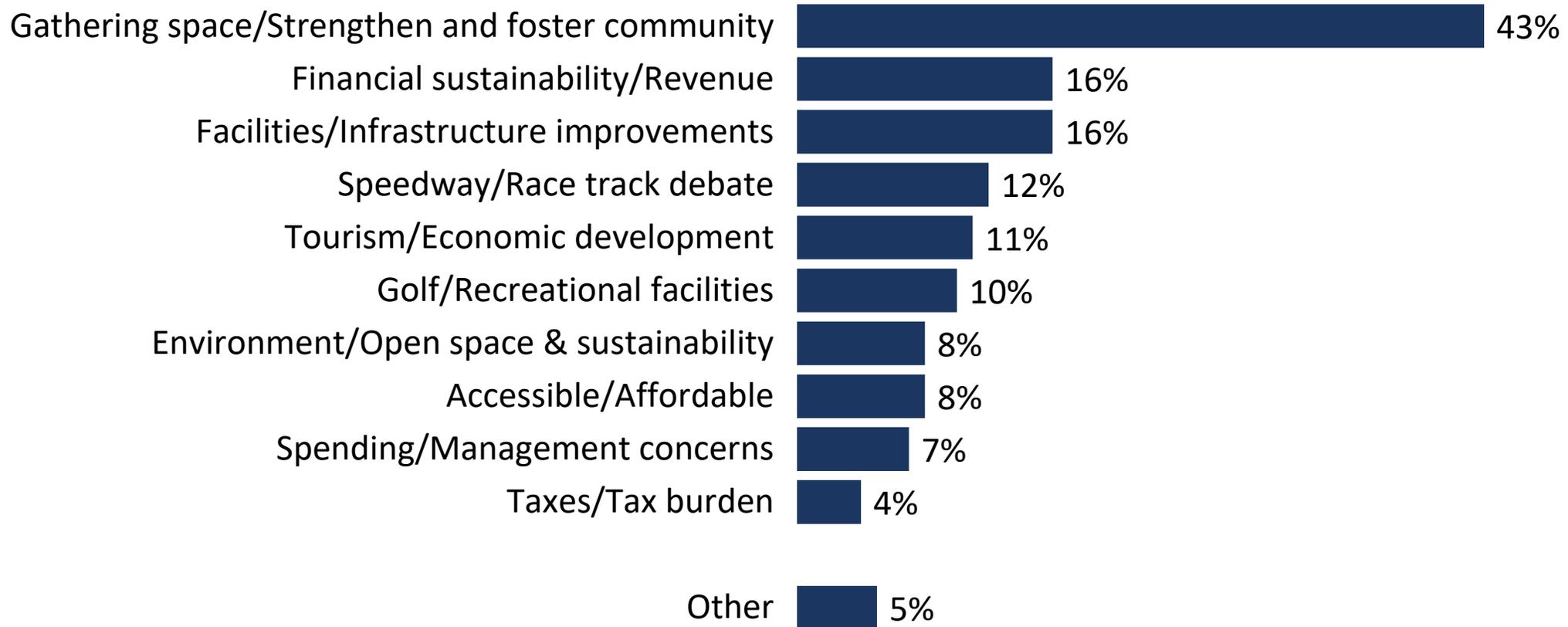
Email is, by far, the preferred way of reaching residents with news on the Fairgrounds.

*Here is a list of ways the City could provide you with information about the Fairgrounds.
Please indicate how you'd like to hear from the City.*



Residents most prioritize using the Fairgrounds as a way to strengthen and foster community.

*What is the most important thing you would like the City of Calistoga to consider when it comes to reopening and improving the Calistoga Fairgrounds in the coming years?
(Open-ended)*



Examples of Verbatim Comments

Lots of useful outdoor space for residents and dogs. An amphitheater would be great.

It should enrich the life of Calistoga's and provide venues and activities that strengthen community ties.

Have many events there and make use of the space as much as possible.

Increasing tourism and providing a variety of options. It is important that it become a revenue-generating property for the City of Calistoga.

Accessibility to all social economic demographics.

Historical uses including the racetrack, it's part of who we are. Fairgrounds make noise, it's a good thing means there are things going on.

We need community space, nature, to set an example for the valley.

Avoid the burden of the city purchasing the property from falling on the residents and increasing the costs to live here.

Keep it green and enjoyable.

Devise a plan that would be self sustainable, keeping the future generations in mind.

It was a huge mistake for the city to buy this property. It's just going to be a constant revenue drain. The only sensible thing to do now is lease what you can to other businesses.

Restore that golf course and i'm not even a golfer. That's a gem that not many cities have in the center of town!

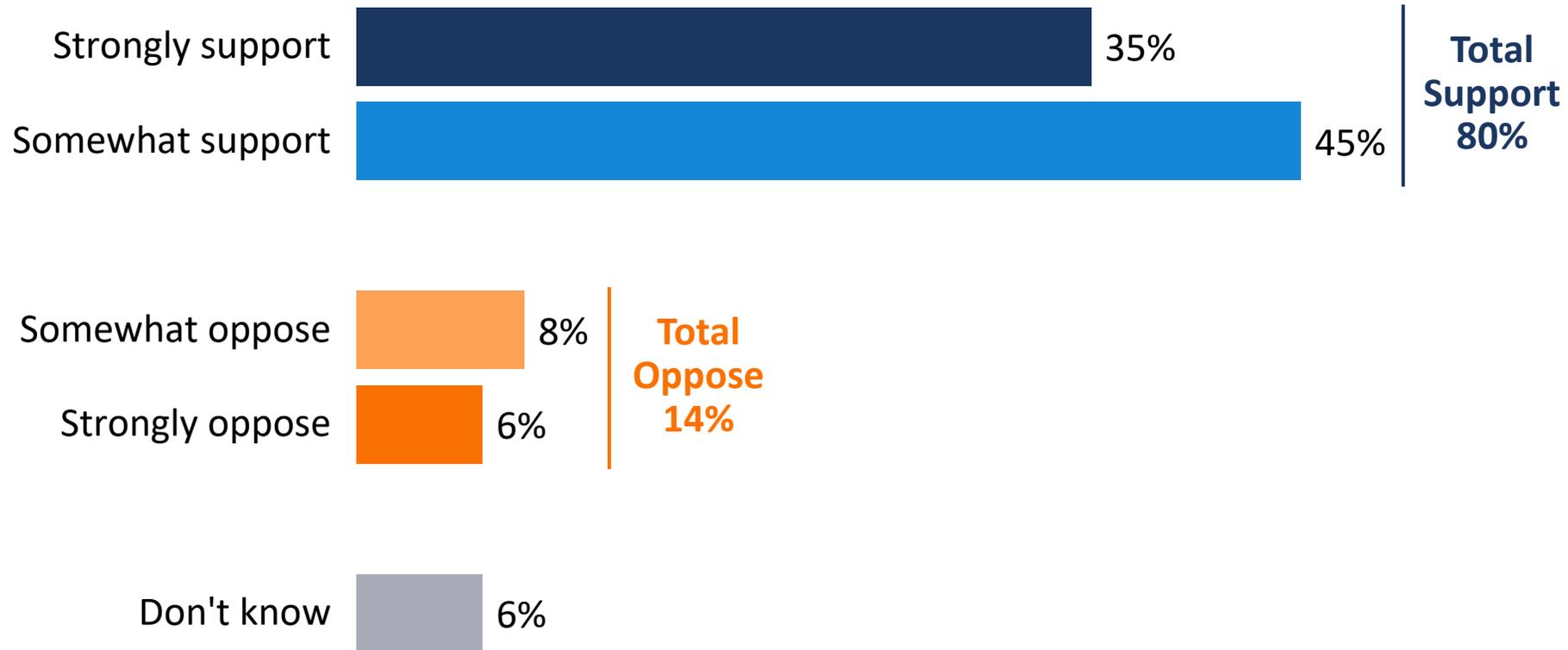
Restore activities and facilities we used to have and add more plus maintenance to keep it looking beautiful and safe.



Attitudes Towards Fairgrounds Funding and Priorities

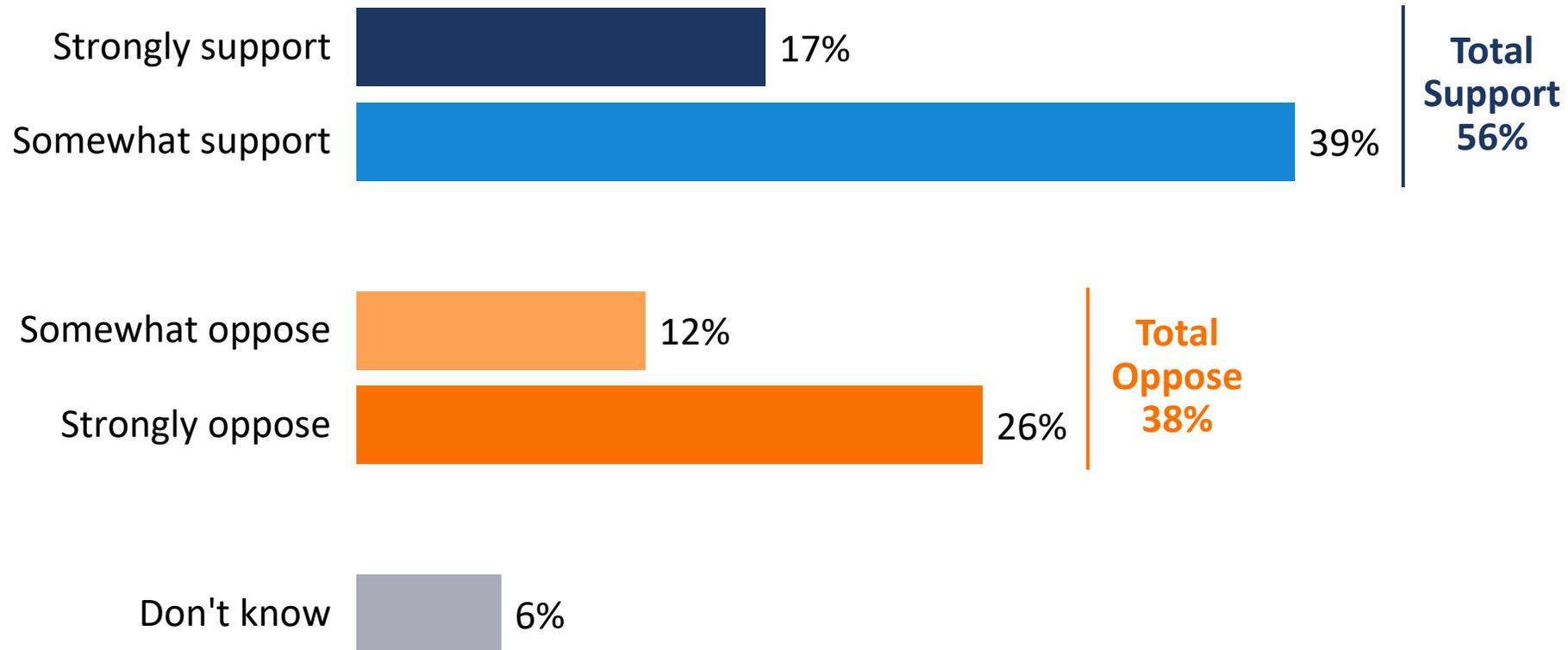
Four in five support the idea of leasing out portions of the property to vendors and businesses to fund improvements.

Some people have proposed leasing out portions of the Calistoga Fairgrounds property to vendors and businesses to provide funding for maintenance and improvements to the Fairgrounds and to fully reopen it to the public. Do you generally support or oppose this idea?



A majority support the idea of a potential ballot measure to fund maintenance and improvement, but support is soft.

Would you support or oppose a local Calistoga ballot measure establishing a modest tax increase to provide funding for maintenance and improvements to the Fairgrounds and to fully reopen it to the public?

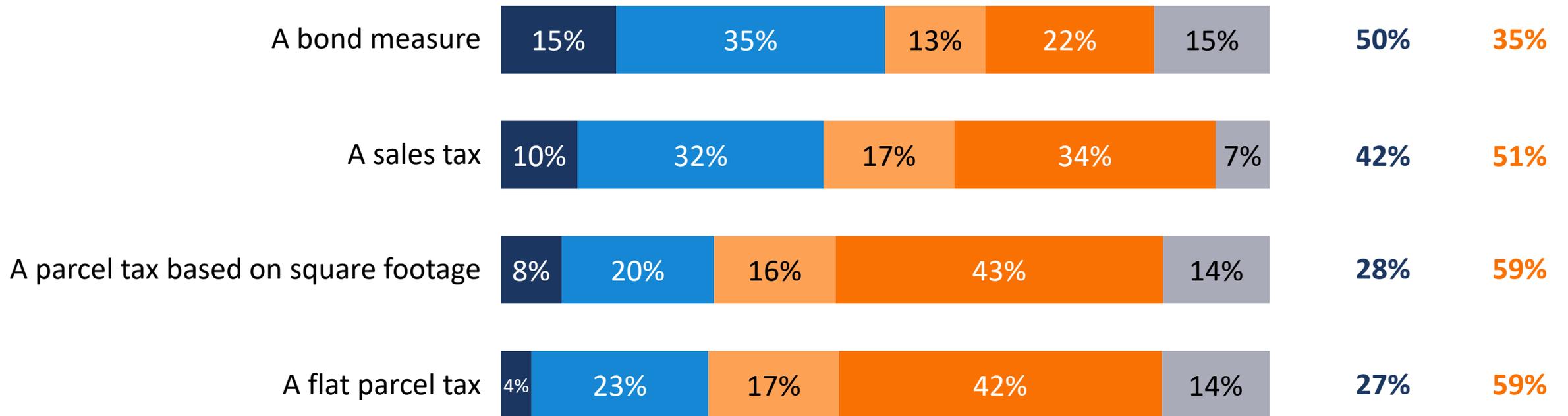


Residents are most receptive to a potential bond measure and most opposed to a parcel tax proposal.

Next are some different ways that funding for this measure might be raised. Please indicate if it sounds like something you would strongly support, somewhat support, somewhat oppose or strongly oppose as a way of funding the maintenance and improvement of the Calistoga Fairgrounds.

■ Strongly Support
■ Somewhat Support
■ Somewhat Oppose
■ Strongly Oppose
■ Don't Know

Total Support **Total Oppose**





Conclusions

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- Calistoga residents are highly familiar with the Fairgrounds property and the broad majority have visited the site over the years.
- While they view the area as being in disrepair, they also view it as being a key part of the City's identity and legacy.
- When asked, in their own words, to describe what they'd like to see at the site, they most often mentioned community events and festivals.
- Residents rank an emergency evacuation center, parks and open space, and the Annual Fair as the most important uses of the property.
- However, when asked to identify only three uses – support for the Speedway, evacuation center, parks, RV Park, and Fair are statistically tied.
- Residents are highly supportive of leasing out areas of the property to vendors to generate revenue, but more mixed on the potential of a proposed ballot measure, at this time.



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