



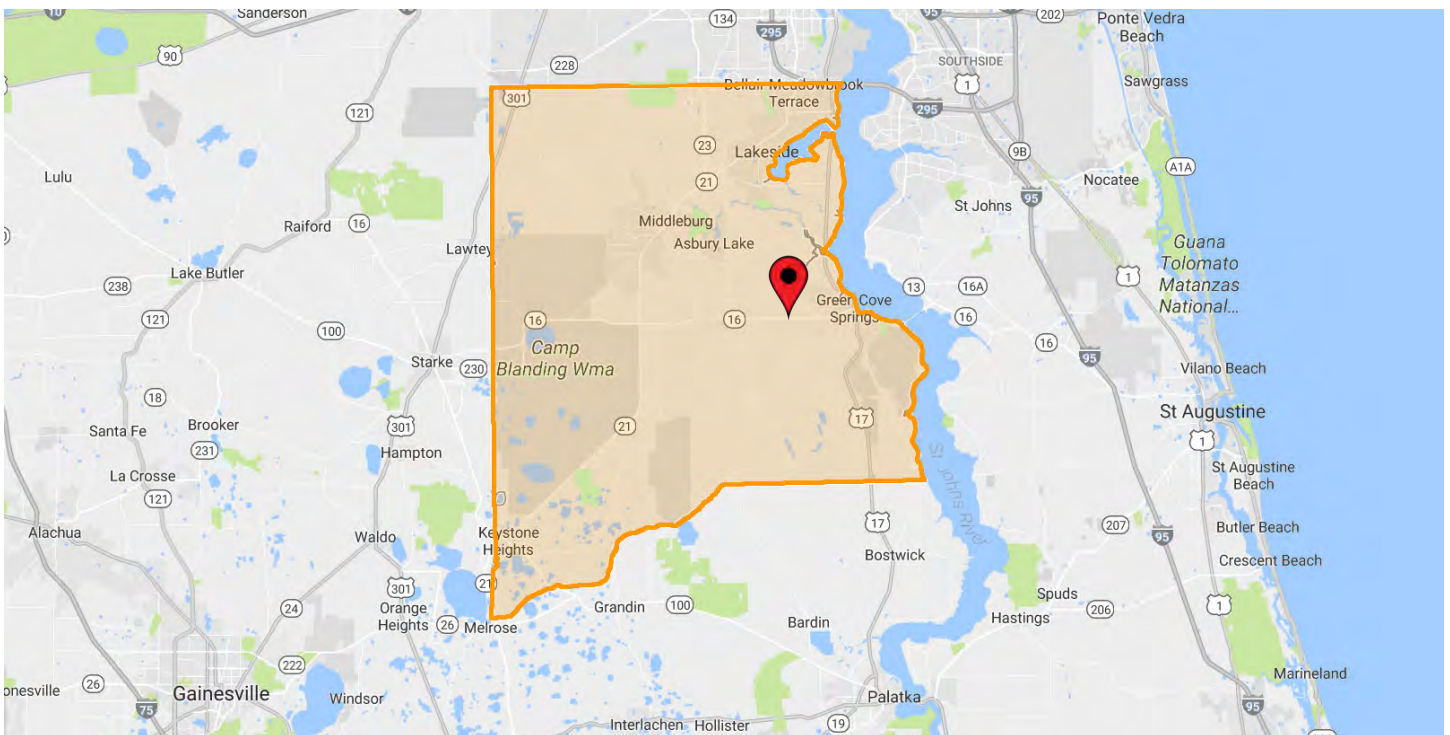
CHU-CENTER FOR
HYDRO-GENERATED URBANISM

COLLEGE OF DESIGN, CONSTRUCTION AND PLANNING
UNIVERSITY OF FLORIDA

UF UNIVERSITY of
FLORIDA

Clay County Fairgrounds MASTER PLAN

Final Delivery



November 13th, 2018
Gainesville, FL

Executive Summary

BACKGROUND

The Clay County Fairgrounds, officially known as the Paul E. Reinhold Agricultural Fairgrounds, is a valuable asset that is currently underutilized, but offers a unique opportunity to serve the exhibition and civic event needs of County residents and regional audiences. To realize this opportunity, the county partnered with the University of Florida's Institute of Food and Agricultural Sciences and College of Design, Construction, and Planning to develop a *master planning* research project for the fairgrounds.

RESEARCH PROJECT OBJECTIVES

The scope of work for the plan is to provide a vision of the future with special emphasis on strengthening, expanding, branding, and marketing the fairgrounds by:

1. Developing a **plan for the future** that can guide present day investments and upgrades, particularly in funded infrastructure;
2. Creating a **place for children and families** to visit year-round;
3. Promoting **innovation** as the lead theme through research-based planning, productive landscapes, and innovative projects and programs;
4. Developing a plan to **maximize low-maintenance landscaping** as a background for the activities;
5. Facilitating **access and permanence** by all transportation modes;
6. **Increase profitability** of the operation through partnerships, grants, planning, and elevated utilization;

The fairgrounds have long-served as the center of the county's agricultural community by staging the county fair, and serving 4-H, FFA, Master Gardeners, and other educational, civic, and private events. The redevelopment of the fairgrounds must provide for these traditional uses. However, the facility must also attract new and larger events and diversify the revenue stream in order to improve the return on investment. Currently, the land and buildings are valued at over \$5.1 million and the FY17-18 return on investment was 1.5%¹.

SITE ANALYSIS

The Clay County Fairgrounds is situated on approximately 129 acres, of which 71 acres is owned by the county, and 58 acres is owned by Clay County Fair Association. In 1972, Paul and Klare Reinhold donated 30 acres which were used to establish the fairgrounds. Since that time many buildings and facilities have been added to accommodate both the users of the facility and the growth of the

¹ ROI was calculated using the value of land and buildings and income from rental fees. It does not include operating expenses.

county. At present, the site has over 140,000 sq. ft, under 12 indoor/outdoor buildings. Approximately 40,000 sq. ft is indoor space with heating and cooling capability.

CONSIDERATIONS

The Clay County Fairgrounds combines facility permanence, which was characteristic of the predominant Agricultural Show Fair of the 1970's, with the ability to accommodate the entertainment fan introduced in the late 1980's. The fairground is the most well-positioned regional venue, outside of Jacksonville, to accommodate large events, but the facility lacks a common, recognizable identity that could be used to market the venue to new audiences.

Many stakeholders who use the fairgrounds were engaged for input and feedback throughout this planning process. A common emergent theme from these groups is that the country/rural identity of the fairgrounds should be preserved for future generations. By attending the 2018 fair, the research team found that the vast majority of out-of-county visitors attended because of the safe, small town, country feeling of the event. This data makes an explicit connection between your small towns, big passions branding efforts and the role the fairgrounds could play in attracting new visitors and programs. As such, investment in the fairgrounds is an economic development activity.

GUIDING QUESTION(s):

1. As the county continues to grow and evolve, what can we do to plan for this growth while supporting the expansion of the annual fair and increase events and revenue year-round?
2. How do we differentiate the Clay County Fairgrounds² from other regional fairgrounds/event centers who focus on niche markets? See examples below:

Venue	Focus	Future Plans	Initial Cost
Jacksonville Fairgrounds*	Annual Fair, trade shows, large events (e.g., mega pet adoption, gun shows, etc.)	Possible move to Cecil Area (adjacent to equestrian center)	Unknown
Jacksonville Equestrian Center	Equine activities and other shows (e.g., dog, circus, etc.)	\$1 million expansion in May 2018	\$29 million
Alachua County Fairgrounds	Indoor sports venue (track, volleyball, basketball) on a new fairground.	Approved for construction of new fairgrounds in Newberry on July 11, 2018	\$40 million
Bradford County Fairgrounds*	Annual agricultural fair and private events	Requested state appropriation of \$4 million in FY17-18 to replace & upgrade facilities	Unknown
St. Johns County Fairgrounds	Recreational activities (e.g., horseshoe tournaments, disc golf, etc.)	No improvements funded in FY18-19 budget request	Unknown
Putnam County Fairgrounds*	Annual fair and private events (weddings, Christmas parties)	Converted building into "expo center" in 2016.	Unknown
* Owned and operated by a non-profit (Info is based on publicly available data)			

² At present, the primary source of income from the Clay County Fairgrounds is private events (e.g., festivals, corporate meetings, private parties, etc.)

HYPOTHESIS GENERATION

The first team meeting was held on November 8th, 2017 at the Clay County Fairgrounds. The information exchanged between the university and county team members as well as stakeholders allowed for the identification of areas of intervention and the formulation of a first hypothesis for event development and diversification strategies. The following five areas were identified for intervention:

1. Revenue enhancement/diversification
2. Marketing
3. A plan to accommodate for future growth
4. Traffic management
5. Infrastructure analysis and suggested improvements

The master plan provides a menu of proposals that provide a vision of the future. In doing so, the deliverable creates a campus of venues and facilities that will serve the year-round needs of a wide-range of County residents for exhibitions, consumer shows, fairs, festivals, trade shows, civic functions, and family entertainment. The primary improvements in the plan could help the county increase operating revenue, participation rates, program diversity and marketing appeal of the facility. The following offers an overview of research recommendations communicated throughout the plan.

RESEARCH RECOMMENDATIONS

Revenue Enhancement/Diversification

This goal was addressed by our economic consultant and resulted in the expansion of proposed activities, creation of new ones, and the monetization of existing activities. Because this is a traditional venue that has a solid reputation and passionate, long-time users, a phased approach to revenue enhancement is the suggested course of action. Introducing activities for all ages, expanding the popular activities to new dates, and adding information technologies to the operations could bring short and medium-term results for increasing the profitability of the whole operation. A summary of our recommendations related to this intervention follow:

1. Change the name of the fairgrounds by adding “event center” or another descriptor to better align with the aim of attracting more events and marketing the venue to a wider audience;
1. Delineate 4-5 distinct event zones that could be marketed and rented separately for simultaneous events;
2. Develop a business plan for the fairgrounds;
3. Explore having event participants pay for general or premium parking during events. Another option would be to monetize the parking lots by charging to rent each lot for events;
4. Review all policies governing the use of the facilities, compare fees to similar venues, and explore a reduced fee structure for non-profits and charities;
5. Engage the local community in ways that drive regular use of the fairgrounds (e.g., free movie nights, car shows, etc.);
6. Explore charging a \$1 facility fee for ticketed events.

Marketing

The fairgrounds are ideally positioned to host multiple events concurrently. For this opportunity to be realized the fairgrounds should be viewed as a malleable space that can be utilized to host and showcase events and activities that require physical space. As such, we have developed multiple configurations and event centers with malleable internal and external spaces to host a multiplicity of activities. Marketing efforts must promote *all* of these possibilities. The following recommendations can help the county, and citizens, realize the possibilities associated with fairgrounds use:

1. Develop a better web presence, with pictures, of each individual “event center”. Provide recommendations for what type of events could be hosted using these centers;
2. Develop an overall marketing plan for the fairgrounds with components that address each event center;
3. Identify a target audience for each event center and use marketing strategies and channels preferred by each audience;
4. Have a county employee on-site and designated as a point of contact during events to improve customer experience and facilitate relationship building with customers;
5. Develop a collective architectural *identity* of the site, including paint scheme and low-maintenance landscaping, that improves visual image/character;
6. Retain a professional service or individual to market and do targeted recruitment of annual and special events;
7. Differentiate the Clay County Fairgrounds from other regional fairgrounds/event centers who focus on niche markets.

Plan for Growth Now

Currently, 51%³ of participants to the largest event at the fairgrounds are visiting from surrounding counties. Anecdotal data, shared by other stakeholders, reveal this percentage is consistent for other large events. Estimates reveal that upon completion of the First Coast Expressway 300,000 more residents in the region will be able to reach the fairgrounds in 60 minutes or less. Additionally, from FY16-17 to FY17-18 the number of events held at the fairgrounds increased by 7.2% and attendance increased by 1.2%. For these reasons we recommend the following:

1. Acquire land to plan for growth predicted and expected as result of the First Coast Expressway⁴. This will a) help accommodate the increased traffic coming from the west, b) allow for future expansion of the current fairgrounds, c) increase revenue by adding an event lawn and additional parking, d) and accommodate future growth of events.
2. The acquisition of property could also serve other governmental needs that will result of this rapid growth in the area of the fairgrounds.
3. Engage landowners to determine feasibility and cost of acquisition.

³ Data provided by the Clay County Fair Association.

⁴ Population projections by the University of Florida predict Clay’s population will hit 240,000 by 2025 and will exceed 275,000 by 2035 and 305,000 by 2045. Estimates reveal that 300,000 more people in our region will be able to access the fairgrounds in 60 minutes or less with the construction of the FCE.

Adopt a New Traffic/Parking Plan

Our UF team visited the fairgrounds multiple times when large events were taking place. After our visits, parking and traffic access issues became evident. Event attendees were made to wait in long lines on SR 16 to enter and exit the site. Parking coordination and naming was not optimal, and visitors were taking longer to locate their cars in the vast parking which slowed down the parking rotation. In order to recruit and accommodate larger events the congestion issue needs to be mitigated to a) provide a satisfactory user experience, b) protect the reputation of the event venue, c) address the concerns of current stakeholders/events, and d) plan for the increase in traffic and congestion resulting from the FCE. The recommendations below are further addressed in terms of short-term and long-term strategies in the plan:

1. Our initial suggestion is to explore adding a vehicle entrance off of Springbank Road which would relieve some of the congestion on SR 16;
2. The FCE exit on SR 16 will increase traffic and congestion; thus, land should also be acquired to accommodate another fairgrounds entrance road on SR 16;
3. Explore new traffic schemes and studies included in this plan;
4. The county could develop a template traffic management plan, for events with more than 5,000 attendees, that renters/organizers would need to implement. This should be developed in consultation with public safety.

Infrastructure Improvements

The present condition of the site reveals the need for an expansion of the existing infrastructure to withstand the population growth projections as well as to meet the needs of current and future users. The fairgrounds is better positioned than many other regional venues to host large events; however, the current utility infrastructure is not sufficient to meet the needs of current users and this is a limiting factor for future growth and use. As evidence, the lack of utility capacity was the primary, immediate concern identified by current users. Moreover, an upgrade to the existing exhibit halls could help increase the current, primary income stream (e.g., private events). A brief overview of our menu of proposals and recommendations related to infrastructure can be found below:

1. Use a phased approach for implementing the plan;
2. Update the current utility infrastructure to meet the demands of current and future users. The cost of utilization should be passed to the user much like the fair currently does with electricity;
3. Upgrade the exhibit buildings by adding a kitchen and restrooms to continue to grow the largest income source. Connect the opening of the upgraded exhibit hall to a fairgrounds name modification to create publicity;
4. Apply for Florida Department of Agriculture and Consumer Services funding/appropriation to support the exhibit hall upgrades;
5. A renovated central avenue with north and south access gates. The current circulation pattern uses a single, off-set main avenue. This is a physical obstacle to free movement throughout the property and is a limiting factor for growth;
6. Expanded event lawn, a new command center/ticketing office, and an open-air pavilion to increase diversity of options available for rent at event center;

-
7. Signature gateway and arrival gates, a central landscaped plaza, new ornamental fencing along the perimeter of the property, and the addition of shade structures to the property.

DISCUSSION

The Paul E. Reinhold Agricultural Fairgrounds is a valuable asset of the residents of Clay County that is currently underutilized but offers a unique opportunity to serve the exhibition and civic event needs of local and regional audiences. To realize this opportunity, the master plan provides a menu of options that decisionmakers can use to develop a vision for a first-class event, exhibition, and community center. Our recommendations for strengthening, expanding, branding and marketing the fairgrounds have each been addressed in an integrated manner.

The suggested actions and infrastructure improvements are being made to both increase utilization of the facility and plan for future growth. The various components of the plan allow the division of the property into sections, suggests phases that can be implemented independently, and will constitute a complete system for operation. Some of the components will be able to generate rent while others are part of the social contribution of the fairgrounds to the quality of life of North Florida, with intangible benefits.

The current fairgrounds, established in 1972, is conveniently located near the new First Coast Expressway. The investment already existent in the site in terms of buildings and infrastructure is a gift to the future possibilities related to the development of new uses, programs, and activities. Based on the current use, the size of the property is adequate as compared with other regional fairgrounds, *but* the projected increase in intensity of use and surrounding development demands thoughtful consideration, planning, and action if the county wants to be positioned to take advantage of these future opportunities.

The prime location of the fairgrounds will open the door for new events and business opportunities as well as serve as an incubator for more cultural and commercial venues which will open the job market for local residents. If the suggested land is acquired, the fairgrounds would be visible from FCE and serve as an attractant to the area. What is more, the FCE will create new commercial and retail opportunities by attracting hotels, restaurants, gas stations, among other business that will help keep residents from driving out of the county for work.

This plan anticipates the volume of business that will be realized in this area of the county and provides a roadmap to capitalize on this economic development opportunity. Given the fact that the majority of the visitors come from out of the county, the financial impact of this project, if funded, would bring new dollars to Clay County, spent on gasoline, food, lodging, tack, and feed.

Clay County Fairgrounds
MASTER PLAN
Final Delivery

November 13th, 2018
Gainesville, FL

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Travel behavior
Travel demand management
Planning research design
Environmental impact assessment
School siting

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Associate Professor
Department of Landscape Architecture

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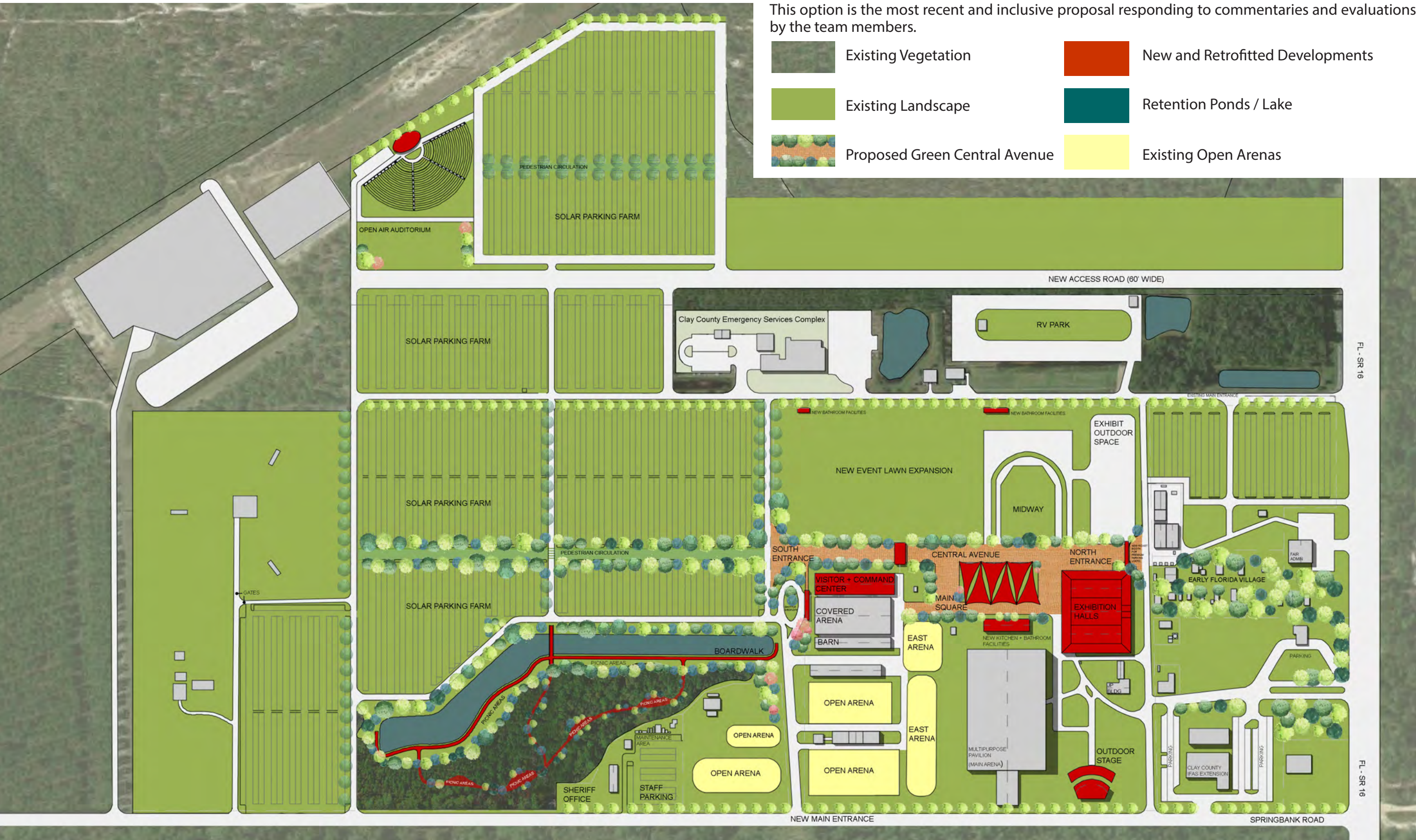
Community planning
Contemporary technologies
Cross-cultural design
Cultural landscapes
Global contexts
International planning
Participatory community development

Graphic Summary

Master Plan Proposal

Selected Comprehensive Option (E)

33 - Acre Expansion + Retrofitted Exhibition Hall



Proposed Views



Figure 1. Open Air Auditorium Proposal



Figure 3. Main South Entrance Proposal



Figure 2. New Banquet Hall as proposed in Option A, see page 190



Figure 4. Retrofitted Exhibition Hall, North-west view

PHASE I: Part A

Site Analysis + Preliminary Studies

Clay County Fairgrounds

1. Aerial Images

Regional

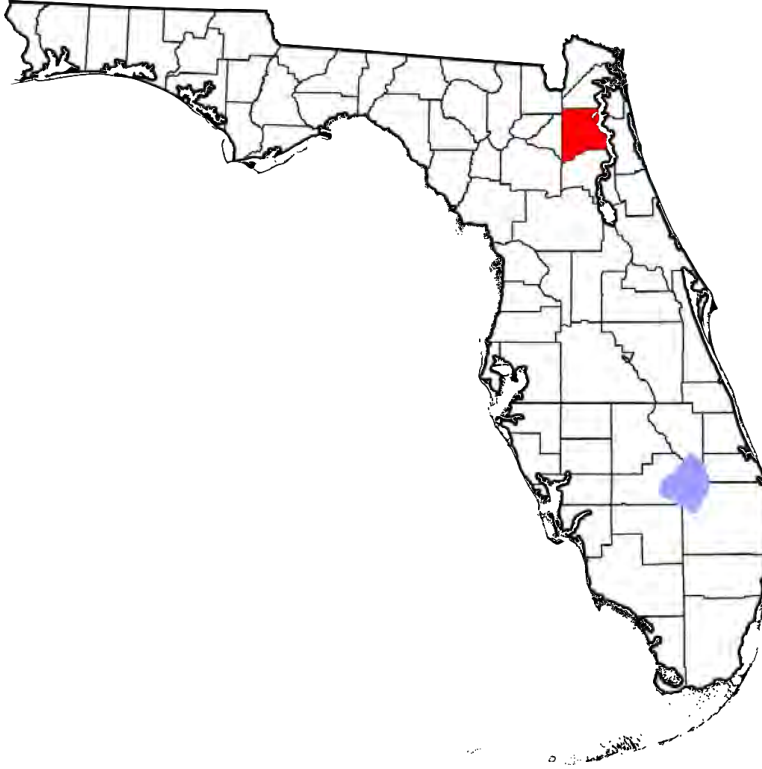


Figure 5. State of Florida. Source: www.nass.usda.gov

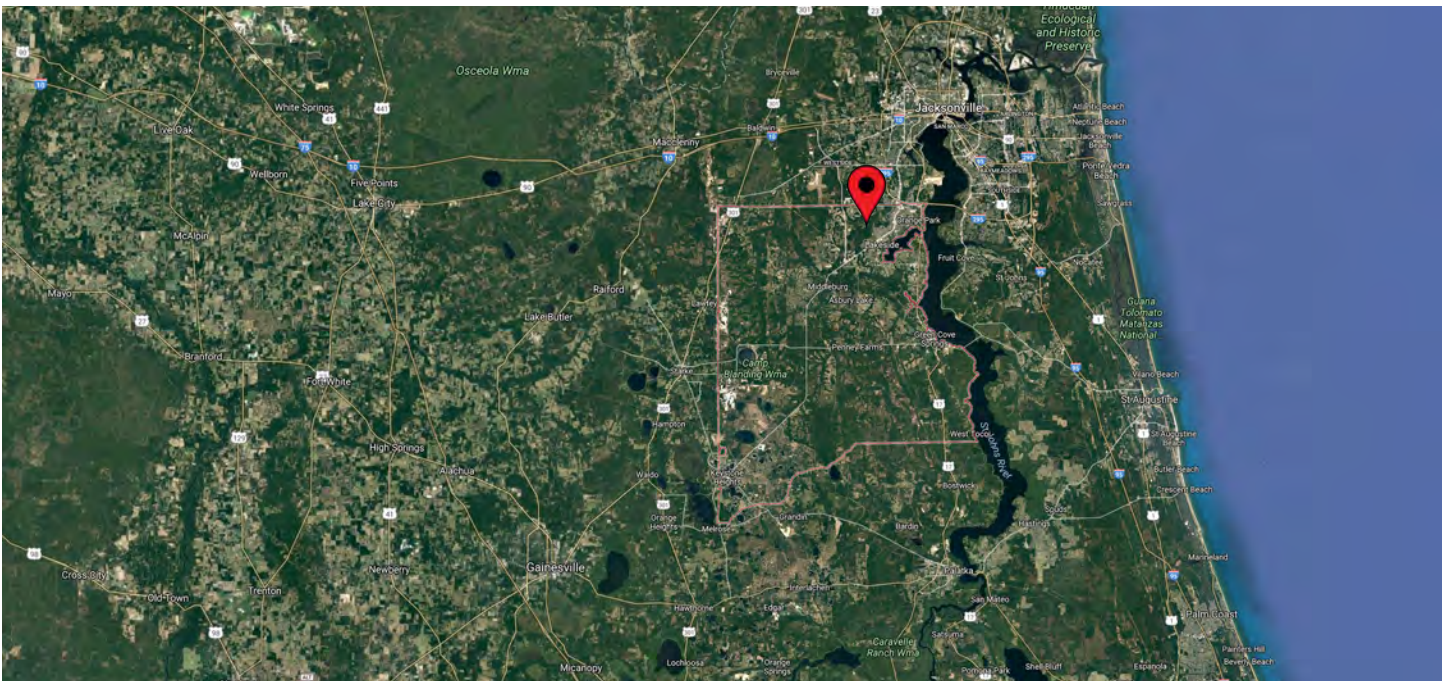


Figure 6. Regional View 1. Source: Google Maps

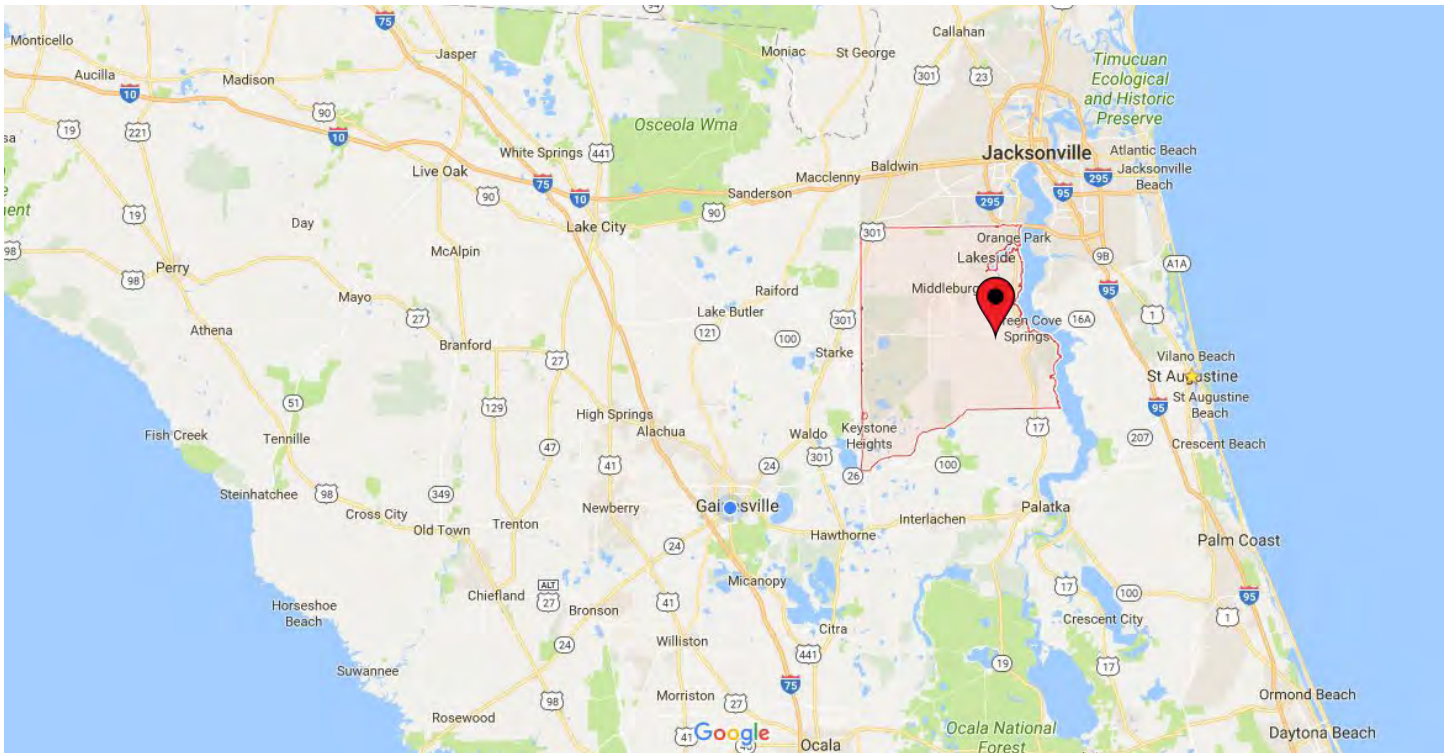


Figure 7. Regional View 2. Source: Google Maps

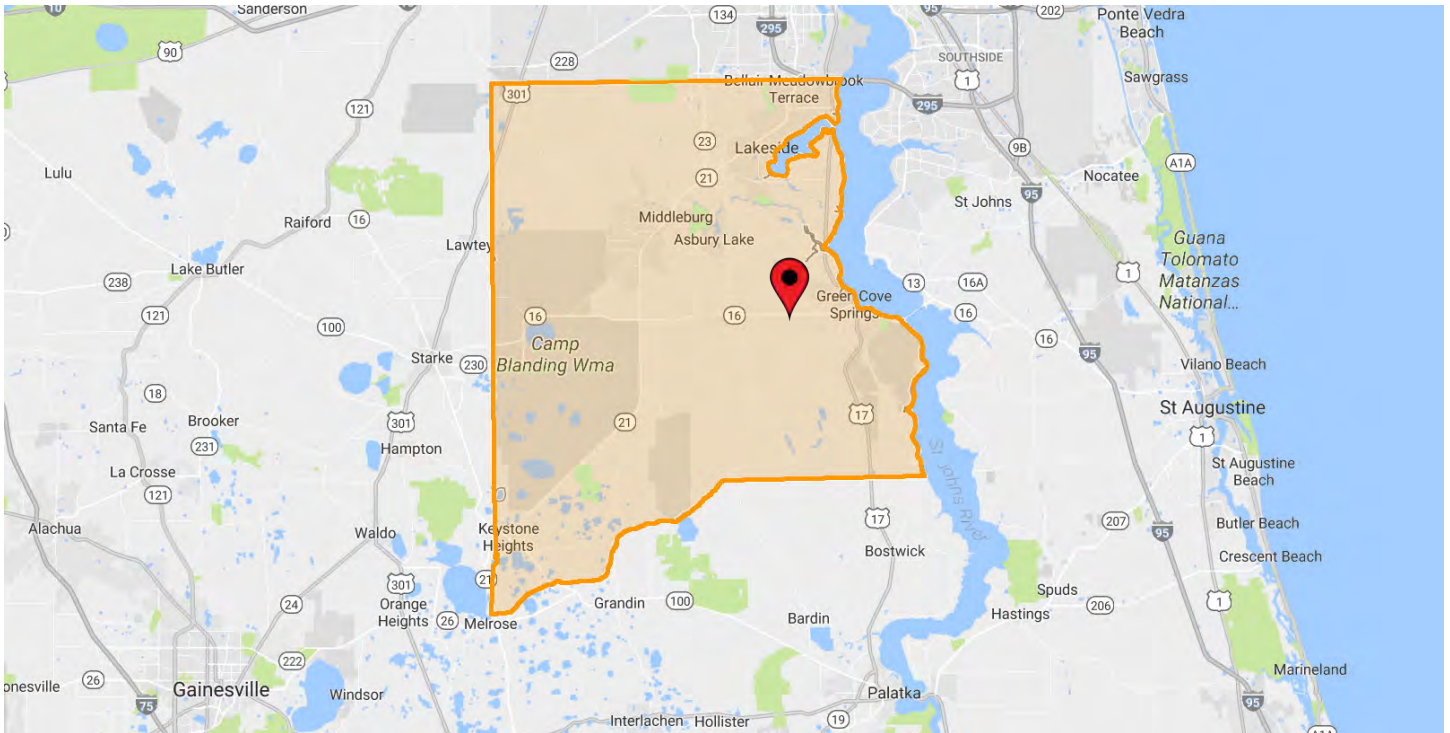


Figure 8. Regional View 3. Source: Google Maps



Figure 9. Connection to Green Cove Springs. Source: Google Maps

2. Areas of Intervention Clay County Fairgrounds

1. Conference / Banquet Reception Hall Tentative Area 1



Figure 10. Proposed Alternative Site for Banquet Hall. Source: Google Maps

2. New Event Lawn Expansion, Main Access Points, and Retrofitted Reception Hall Area



Figure 11. Proposed Site 1 for Open Air Auditorium. Source: Google Maps

3. Wetland Areas

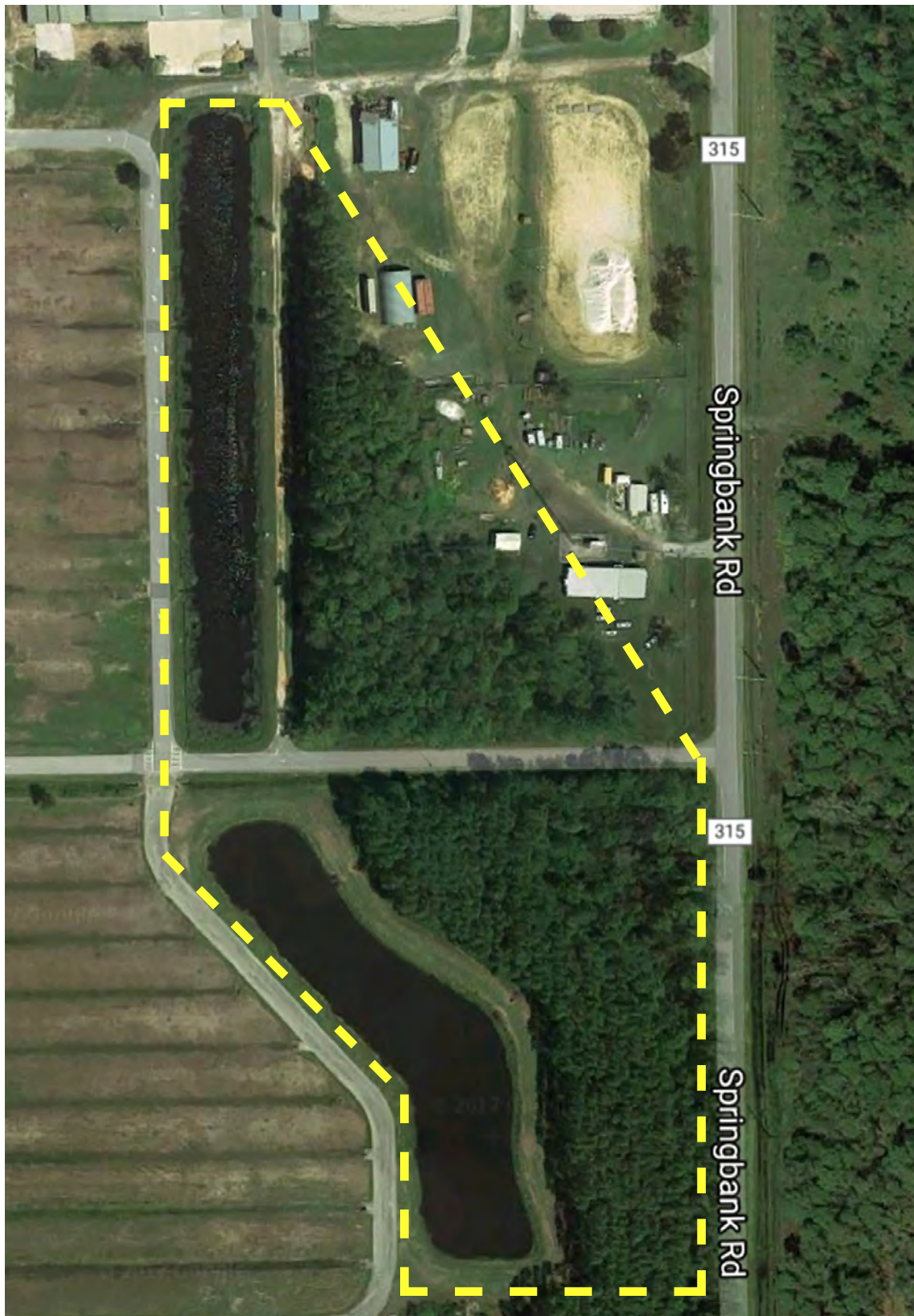


Figure 12. Proposed Site for New Retention Pond Landscape. Source: Google Maps

4. Parking Areas

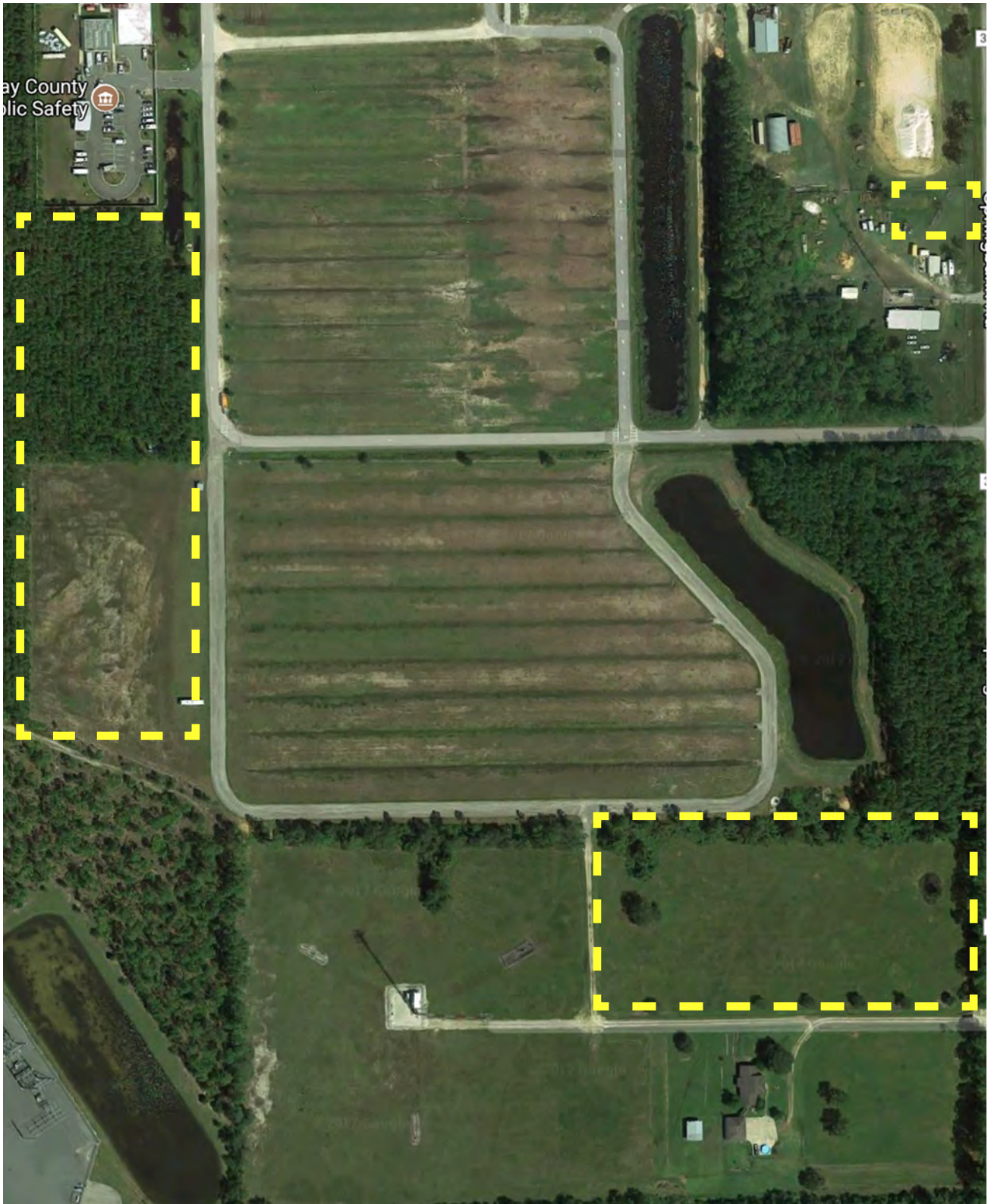


Figure 13. Proposed Sites for Extended Parking Areas. Source: Google Maps

5. Additional Parking Areas and Tentative Open Amphitheater Site 2

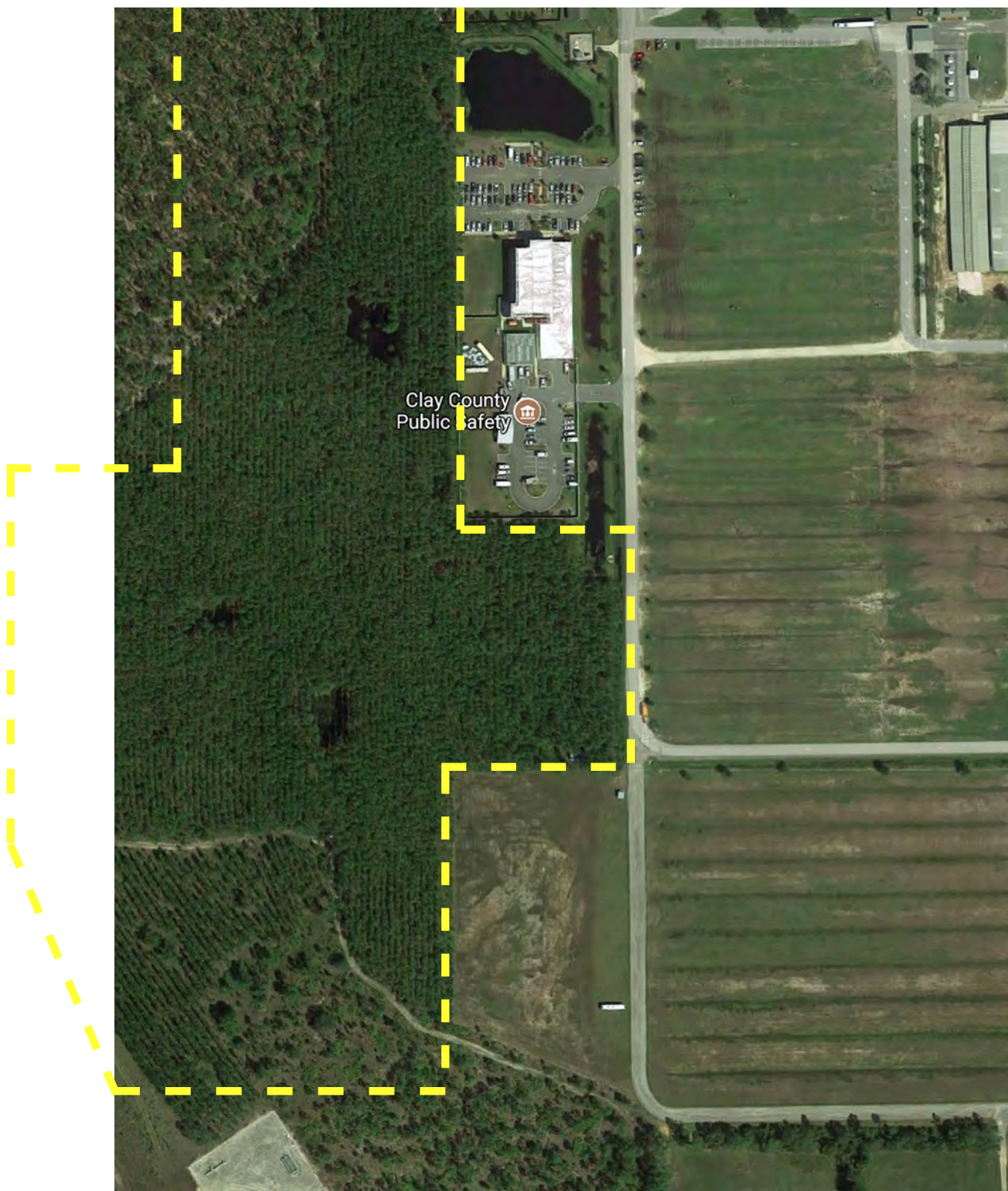


Figure 14. Land Acquisition Areas. Source: Google Maps

3. Evaluations of Current Activities

The Clay County Fairgrounds, officially known as the Paul E. Reinhold Agricultural Fairgrounds, are located in Green Cove Springs, Clay County, Florida, United States.

Located on approximately 120 acres, it was first donated to the county by Paul and Klare Reinhold in 1972, the site hosts the annual Clay County Agricultural Fair, which was first held in 1987. The fairgrounds contain several indoor and outdoor venues, one of which was the intended home to the Green Cove Lions of the National Indoor Football League in 2007.

AGRICULTURAL SHOW and ANNUAL FAIR

An agricultural show is a public event exhibiting the equipment, animals, sports and recreation associated with agriculture and animal husbandry. The largest comprise a livestock show (a judged event or display in which breeding stock is exhibited), a trade fair, competitions, and entertainment. The work and practices of farmers, animal fanciers, cowboys, and zoologists may be displayed. The terms agricultural show and livestock show are synonymous with the North American terms county fair and state fair.

Agricultural shows are an important part of cultural life in small country towns, and a popular event in larger towns and cities. Shows range from small events in country towns usually lasting from two days, through medium-sized events of three days, to large shows, which may run for up to two weeks combining elements from amusement parks with those from agricultural shows. Although in many countries agricultural shows are increasingly under financial pressure, many towns or areas have a Show Society that is responsible for annual shows and various entertainment activities. Larger shows often include live entertainment, concerts, and fireworks in the main arena. The first known agricultural show was held by Salford Agricultural Society, Lancashire, in 1768 (Wikipedia n.d.).

The Clay County Fairgrounds combines the permanence of the facilities of the predominant Agricultural Show Fair of the 70's with the power of the entertainment fan introduced in the late 80's. It is important to preserve the country setting and spirit of the Fair and the surroundings for future generations as a place to gather families.

As evolution progress, what is the next chapter in the Clay County Fairgrounds history be like?

As population growth is expected in North Florida and the areas surrounding Jacksonville, the new 1st Coast Expressway will enhance the accessibility and attendance greatly for Clay County. As diversification of events occurs across the nation, the Fairgrounds continue to perform its role as a economic, technological and cultural driver for the County. Economically, as a promoter of agricultural and commercial exchanges in the region while creating jobs; technologically, as the showcase for advancements in applied technologies; and as a

cultural driver, as a promoter of the arts through musical and theatrical events, a location for the manifestation of traditions and innovations, and for the understanding of non academic education.

The site comprises a extensive area that includes valuable assets such as:

1. The Fair Administration Building
2. Clay County / IFAS Extension Offices
3. The Old Florida Village
4. The RV Park
5. The Clay County Emergency Services Complex
6. Exhibition Halls
7. The Cattleman's Arena
8. Various open air arenas
9. Various barns
10. Open arena
11. Extensive parking areas
12. Stage
13. Midway area
14. Restrooms
15. Kitchen
16. JP Pavilion
17. Command Center
18. Sheriff Office

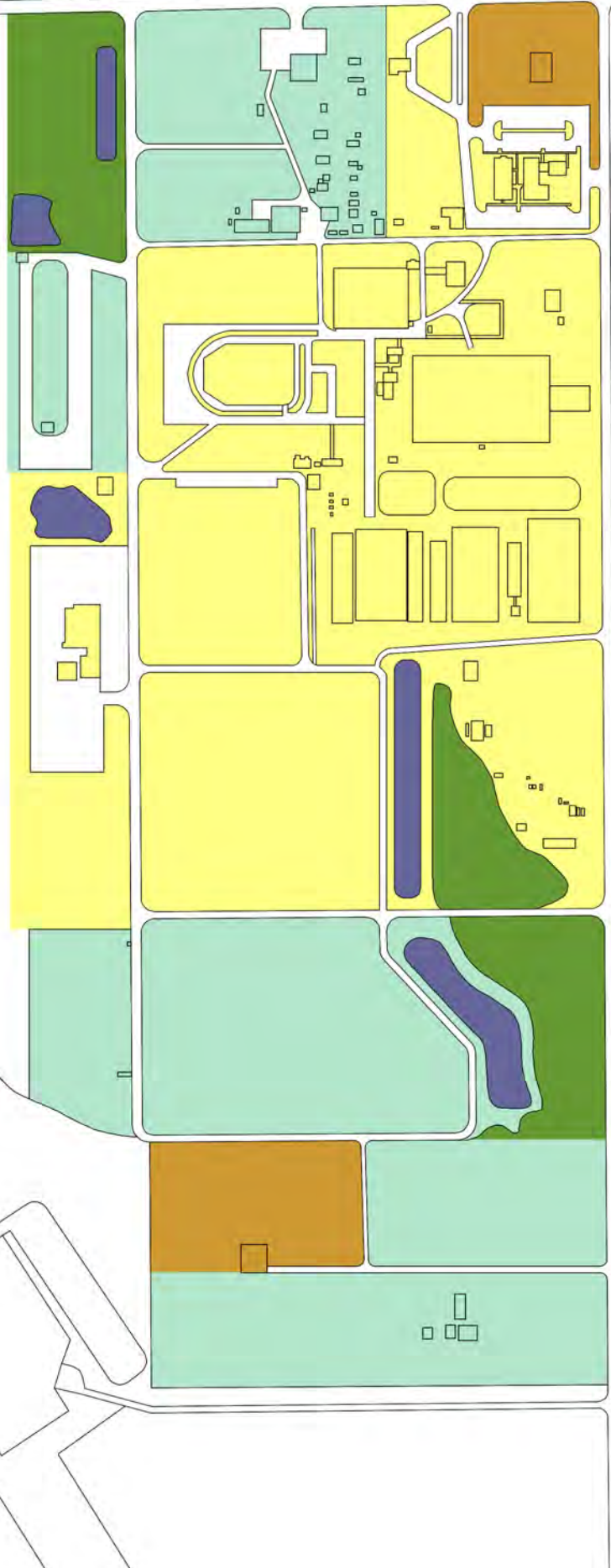
4. Site Definition



5. Current Site Analysis and Land Use

EXISTING PROPERTY SURVEY

-  Retention Ponds
-  Wetlands
-  Clay County Property
-  Fair Association Property
-  Private Property



6. Alternatives and Possible Expansion Maps

The first team meeting was held on November 8th, 2017 at the Clay County Fairgrounds. The information exchanged between the team members allowed the formulation of a 1st hypothesis for master planning ideas. Six areas and various activities were identified for development.

1. Fairground Extension
 - a. fairs duration and new activities
 - b. new event lawn expansion
 - c. expanded parking and alternative traffic schemes
2. Equestrian Activities Area
3. Open Air Auditorium and Exhibit Areas
4. Event Banquet Hall Center
5. Areas for Landscape Development and Recreational Parks
6. Natural / Conservation Areas for Educational Purposes

The site visit revealed the importance of the agricultural facilities that can host the equestrian events and activities. Also, it identified the Emergency Services Complex operations as a possible anchor for alternative energy generation, exhibitions and promotions. Clay County Fairground team members will provide the necessary data and graphics needed for the continuation of the study.

As the work progressed, alternative proposals were considered and an expanded area for possible acquisition was identified.

7. Areas of Interest

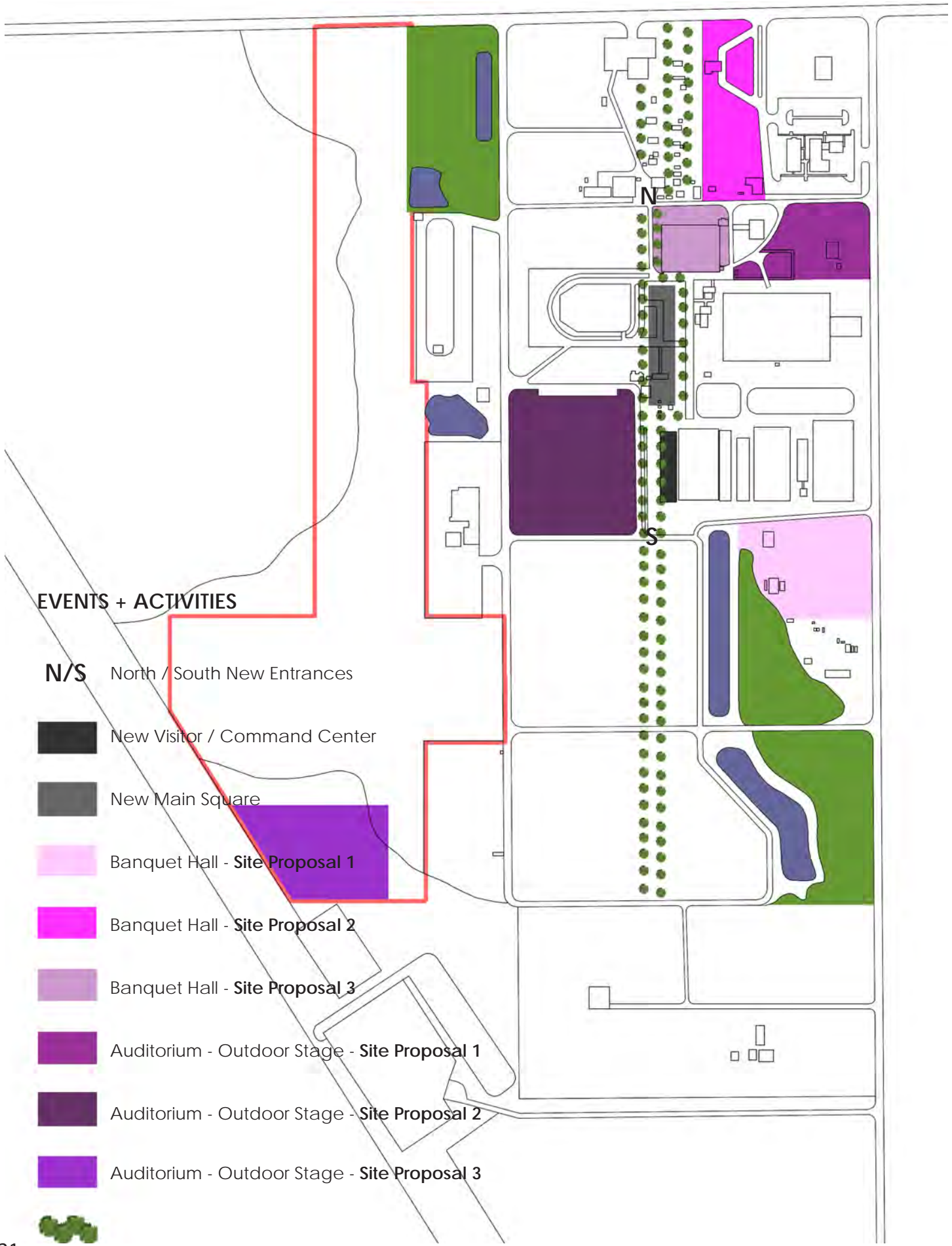
MIDWAY

- Existing Midway
- New Event Lawn Expansion
- Proposed Land Acquisition










MASTER PLAN Preliminary Proposal

N/S North / South New Entrances

 New Visitor / Command Center

 New Main Square

 Retention Ponds

 Wetlands

 Event Center - **Site Proposal 1**

 Event Center - **Site Proposal 2**


 Event Center - **Site Proposal 3**

 Open-air Auditorium - **Site Proposal 1**

 Open-air Auditorium - **Site Proposal 2**

 Open-air Auditorium - **Site Proposal 3**

 Buffer Vegetated Avenue

 Existing Equestrian Facilities

 Extended Equestrian Area

 Existing Midway

 Midway Extension

 Existing Parking

 Expanded Parking

 Change land use

 Maintenance

 New RV power connections



8. Preliminary due diligence on existing infrastructure and its capacity for expanded use

The present condition of the site reveals the need for an expansion of the existing infrastructure to withstand the population growth projections as well as the need to incorporate new activities and attractions to the area in order to make the site profitable and attractive to local and regional venues year round, making the site remunerative and open to the community for small, medium and large events.

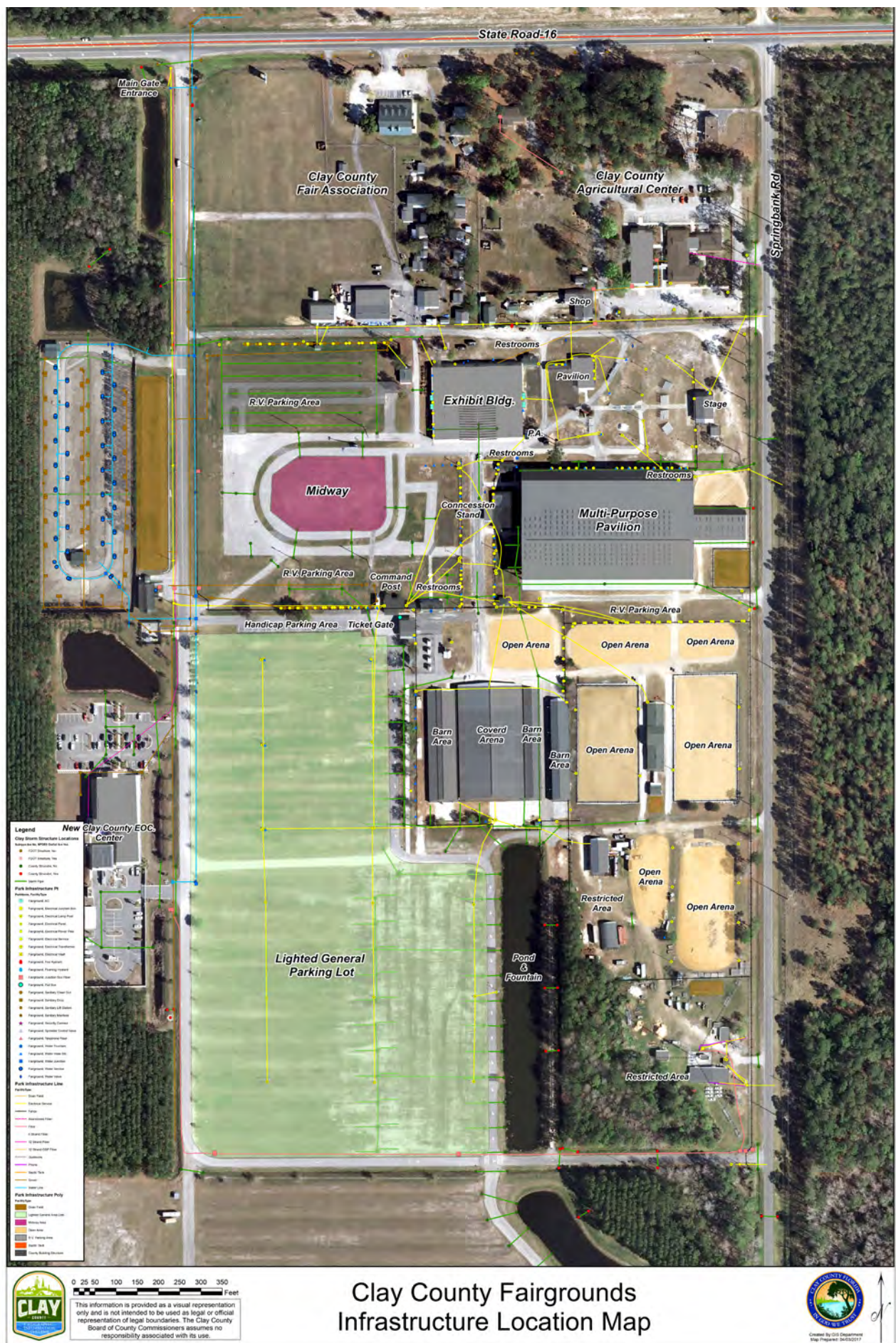
Since the Fair is one of the biggest events for the complex, the team visited the premises during the first week of April. After the visit a series of needs became evident in order to accommodate future growth. Parking and access traffic were the main issue. People made long lines through FL-US 16 in order to enter and exit the site. Parking coordination and naming was not optimal. Visitors were taking longer to locate their cars in the vast parking, while slowing down the parking rotation, e.g. the speed in which a car exits the site in order for another to take its place. Drop-off and pick-up locations were not identified, golf carts were picking/dropping people as went, making it difficult for visitors to remember their car location. In addition, the lack of parking demonstrated the biggest issue in terms of congestion within the site and on FL-SR 16, blocking traffic for other drivers. With the under going construction of the new 1st Coast Expressway that will have an exit link on FL-SR 16 less than a mile away, traffic and congestion will increase, making access to the site more difficult.

The main Welcome way as well as the Main Street were too narrow to hold moderate pedestrian traffic on a non-busy evening. The existence of a single entrance and exit limited the access of visitors creating long lines which blocked movement. Long lines were also identified outside bathrooms. Crowded loops called for the need of bigger access roads within the midway area.

As per information from the Clay County team, the site works with septic tanks and water wells. In order to identify the extent of new infrastructure, a study of the septic systems should be performed to determine the age, condition, and capacity of the systems, in order to identify placement of new sanitary facilities and its connection to the city line or new septic tanks. As per our recommendation, the possibility of connecting to the main city sewage line will be the most appropriate, since it would prevent any inconvenience in the future. Due to the lack of available information, we recommend a study to find all underground utilities within the premises and their connections to the main systems. A likely outcome of the study includes the rehabilitation/upgrade of existing facilities and underground utilities. A credit could be offered by local utility companies if upgrades are needed, depending on jurisdiction.

The team also proposes the generation of renewable energies on-site by the implementation of a solar parking canopy that will full fill the energy needs of the site as well as the possibility of being a power generator for the area in the event of natural disasters.

Figure 16. CCF Infrastructure Location Map. Source: Clay County



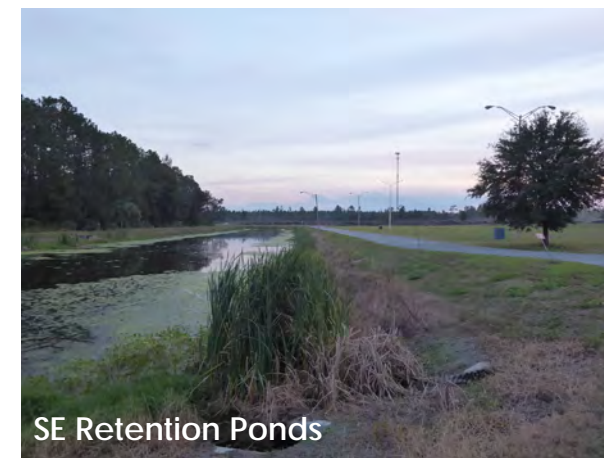
9. Photographic Documentation Current Conditions



Cattleman's Arena



Cattleman's Arena and JP Pavilion



SE Retention Ponds



Cattleman's Arena and JP Pavilion

Figure 17 - 21. Site Visit. Source: Prof. Martha Kohen + Maria E. Barrios

Open Arenas and Judge Stand



View of Existing Stage



Parking Areas + Access Roads



Barns



Cattleman's + Open + Covered Arenas

Figure 22 - 26. Site Visit. Source: Prof. Martha Kohen + Maria E. Barrios



Open Arenas + Empty Land



Exhibition Halls



Judge Stand + Open Arena



Covered Arena



Storage



Under Arena's Benches



Parking Area



Parking + Barn, towards Main Entrance

Figure 27 - 34. Site Visit. Source: Prof. Martha Kohen + Maria E. Barrios

PHASE I: Part B

Programmatic Components Study

State, Regional and Local Fairgrounds

1. Regional Research: County Fairs

Literature Review

Introduction

Temporary events like county fairs, trade fairs and carnivals are some examples of event-based economic phenomena (Power & Jansson, 2008). These single-event expositions serve many purposes, such as a platform for agricultural and horticultural product display, food exhibitions, leadership development opportunities (Krosnicki, 2015), to educate livestock exhibitors (Carpenter, Christiansen, Dickey, Thunes & Hullinger, 2007, Lauzon, 2010) and **most importantly as a mean for economic development**. Although many studies have considered the economic contributions of fairs, exposition or events, those studies are largely directed to mega fairs with million visitors such as the states fairs in the United States (e.g., State Fair of Texas, Minnesota State Fair, The Big E, California State Fair etc.), universal expositions supervised by The Bureau International des Expositions (e.g., registered world expo - Expo Milan in 2015, recognized specialized expo - Expo Yeosu, South Korea in 2012), and International Travel Fair (Hu, Chen & Chuang, 2017).

A smaller body of work is dedicated to specific county fair activities, that focus on the occupational hazards employees experienced during the fair (Kramer, 2015), the impact of disease introduction (Centers for Disease Control and Prevention, 2012, p. 561, Thunes & Carpenter, 2007, Carpenter et al., 2007, Crump, Braden, Dey, Hoekstra, Rickelman Apisa, Baldwin & Smith, 2003), and the social media impact on the event (Gupta & Kumaraguru, 2012). Despite the role of county fairs as means for town or city-economic supporting organ, the economic impacts of the county fair remain under-research. **There is a gap in the literature on the economic contribution (visitor spending) focusing on fairgoers in a small-scale county fair and the economic value of a domestic-event resource.** Empirical knowledge about who attends (e.g., local or non-local) and the economic effects to the city is not available in the literature.

County Fairs

Visiting a county fair is one of the favorite American recreational pastimes. It is known as a traditional celebration since the eighteenth century. According to the International Association of Fairs and Exhibitions, there are more than 3200 fairs held in the country each year. The event has been through several stages of evolution since it was first conducted. Probably, the most obvious development is that today's county fairs are no longer about displaying agricultural and domestic products like the old days. Nowadays, county fairs offer a whole line of activities which are suitable for the entire families, from children to adults. While people enjoy going to a county fair for live music, sometimes a free concert, carnival rides, food, auto shows, animal circus, and magic shows, agricultural products exhibition is a must. But for some, county fairs are simply a traveling carnival, and for many it becomes a community and a way of living (Krosnicki, 2015). Those who treat county fair as part of the community, understand that it provides the opportunities for community service activities, volunteerism, socialization and so on.

Economic Impact of County Fairs

In general, events are considered as a tool for economic progress, new features, sports and cultural amenities (Avraham, 2014). By judging the total number of visitors that attend state fairs, without doubt major fairs create economic and social benefits for both the host city and the visitors. However, the circumstance remains unexplored within the context of typical county fairs. There is not enough information on to what extent the county fair has boosted the local economy or promoted the city as a tourist destination. Yet, carnivals and private events generate significant business activities (Lee, Lee, Lee & Babin, 2008) while providing, both tangible and intangible experiences (Throsby, 1999).

The county fair is important because it provides a space (time and place) where local business can promote their products create temporary job openings, which include security guards, alcohol service monitors and park or fairground managers. This event, which can last from two to three weeks to three months, often held annually is perceived as an important income generator for the county. Not only locals and visitors pay to get in (e.g., buy tickets for rides and other entertainment), but also spend money on lodging and food in the area if they stay overnight. Considering the definition of a tourist as a person who travels from outside the city and stays at least one night over, county fairs can be seen as a form of hinge market for tourism. **Hosting a county fair is a way where a small city can capitalize its local products, presents its cultural traditions and heritage and show visitors their uniqueness.** (Avraham & Ketter, 2013). To the author's knowledge, the analysis of the benefits of county fairs activities in the United States are unknown in the literature. These analyses can be done through an assessment of data related to attendances, number of exhibitions and shows, income earned including retail and bar activities, hotel rooms occupied (during the county fair) and so on. The data needs to be collected and translated into an economic study of how county fair activities impact the local economy. With this type of documentation, losses and benefits from hosting a county fair can be identified, thus appropriate intervention or development steps can be made into future economic proposals. Accurate information is needed to develop better strategies regarding assets such as human capitals, physical infrastructure, buildings and natural resources to be used at an optimum level.

Erica E. Dolinting

2. Historical Context

Clay County

Clay County is located in the U.S. state of Florida. As of the 2010 census, the population was 190,895 residents. Its county seat is Green Cove Springs. Clay County is included in the Jacksonville, FL Metropolitan Statistical Area.

It was created on December 31, 1858, from a section of Duval County. Its named is in honor of Henry Clay, a famous American statesman, member of the United States Senate from Kentucky, and United States Secretary of State in the 19th century.

It was once a popular destination for tourists visiting from the northern states. The therapeutic, warm springs and mild climate were major draws for visitors. Steamboats brought them to various hotels in Green Cove Springs - the St. Elmo, Clarendon and the Oakland. President Grover Cleveland was the most prominent of such tourists; he had spring water shipped to the White House. Clay County's popularity among tourists peaked during the last three decades of the 19th century. It was later eclipsed by Henry Flagler's extension of the Florida East Coast Railway to points south such as Palm Beach and Miami.

The military has also played an important role in Clay County history. In 1939, Camp Blanding opened on Kingsley Lake in southwest Clay County. The Florida National Guard developed 28,000 acres (110 km²) complex. During World War II, it trained over 90,000 troops and became the fourth largest "city" in the state. In Green Cove Springs, Lee Field was a flight training center. After World War II, Lee Field became a base for the mothball fleet. Although Lee Field closed in the early 1960s, Camp Blanding continues to operate today as a base for military training. Clay County is also a popular choice of residence for military personnel stationed on bases in nearby Duval County (NAS Jacksonville, NS Mayport, and, before it closed, NAS Cecil Field).

Geography

According to the U.S. Census Bureau, the county has a total area of 644 square miles (1,670 km²), of which 604 square miles (1,560 km²) is land and 39 square miles (100 km²) (6.1%) is water.

Adjacent counties

- Duval County, Florida - north
- St. Johns County, Florida - east
- Putnam County, Florida - south
- Bradford County, Florida - west
- Baker County, Florida - northwest

Transportation

Airports

- Keystone Heights Airport

Major highways

- US 17
- US 301
- SR 16
- SR 21
- SR 23
- SR 100
- Future 1st Coast Expressway (Underconstruction)

Demographics

As of the census of 2010, there were 190,865 people, 65,356 households, and 39,390 families residing in the county. The majority of Clay County's population is located in the northeastern part where large suburban communities have been built. Orange Park, Middleburg, and the surrounding area respectively share the majority of the population. Green Cove Springs area has the lower population spread west and south, along with the small city of Keystone Heights, which lies at the southwestern end of the county. Although the population of Clay County is relatively high, the majority of the county is still rural and consists of many farms and county roads less maintained. The population density was 234 people per square mile (90/km²). There were 73,208 housing units at an average density of 89 per square mile (35/km²). The racial makeup of the county was 81.8% White, 9.9% Black or African American, 0.5% Native American, 2.9% Asian, 0.1% Pacific Islander, 1.1% from other races, and 2.9% from two or more races. 7.7% of the population were Hispanic or Latino, with Puerto Ricans being the majority of the Hispanic population.

There were 50,243 households, out of which 39.60% had children under the age of 18 living with them, 63.80% were married couples living together, 10.70% had a female householder with no husband present, and 21.60% were non-families. 16.90% of all households were made up of individuals and 5.50% had someone living alone who was 65 years of age or older. The average household size was 2.77 and the average family size was 3.11.

In the county, the population was spread out with 28.00% under the age of 18, 7.90% from 18 to 24, 30.30% from 25 to 44, 24.00% from 45 to 64, and 9.80% who were 65 years of age or older. The median age was 36 years. For every 100 females, there were 97.00 males. For every 100 females age 18 and over, there were 94.20 males.

The median income for a household in the county was \$48,854, and the median income for a family was \$53,814. Males had a median income of \$36,683 versus \$25,488 for females. The per capita income for the county was \$20,868. About 5.10% of families and 6.80% of the population were below the poverty line, including 8.90% of those under age 18 and 7.40% of those age 65 or over.

According to the Florida Times-Union, in October 2004, there were 106,114 registered voters in Clay County (Wikipedia n.d.).

3. Commercial Documentation

Clay County

In the early 1970s, a number of community leaders got together with Jesse Godbold, Clay County Agricultural Agent, and determined that the **county's agricultural identity and heritage were worthy of being showcased for the citizens of Clay County**, especially its youth.

Some of the those original forward thinkers who dreamed up the Clay County Agricultural Fair included people like Claude Kelly [now identified as its "father"], the late Sam Saunders, Merrill Glisson, Lanny Lancaster and Tommy Thomas. They, along with a host of others including Sarah Boe, Jennings Murrhee, Jesse Godbold, Dr. William S. Bazley and Marcia Barber, helped generate the idea to put on the first fair, **a fair that would continue to keep "agriculture" in its name and as its theme.**

They all shared the dream that it was important that Clay County's rich agriculture heritage was worth showcasing forever for future generations to enjoy. An annual county fair was the way to go, they said, but stipulated that "agriculture" remain the focal point of this event.

Their dream began to take shape in 1972 when 28 acres of land for the Clay County Agriculture Center was purchased by Clay County through a sizable donation by the Paul E. Reinhold family. The improvements started by the county in 1973 with the construction of an arena, concession stand and restrooms. In 1976, through the work of Clay County Agricultural Extension Director "County Agent" Jesse Godbold, a grant was received from the federal government for the construction of the Agricultural Extension Office complex.

A group of interested citizens got together, along with many community leaders and formed the Clay County Fair Association in the late 70s. They named Sam Saunders as president.

The first big events held on what today is known as the Paul E. Reinhold Fairgrounds were the 1980 Cattlemen's Rodeo and Cracker Days. This event was coordinated until the first fair in 1987 by the county extension staff, which provided 4-H project exhibits and opportunities including youth livestock show, exhibits and shows of steer, rabbits and poultry.

Early superintendents of Cracker Day were the late Duke Webb (livestock); Wendell Hall (poultry) and the late Harry Null (rabbits). It is interesting to note that Wendell Hall and the Null family continue to supervise these events each year.

Rodeo facilities were constructed by the Clay County Cattleman's Association. That same year, the Reinhold Corporation donated another 30 acres of land to the county for use for the fair.

The Clay County Fair Association was formally organized and a Charter was granted by the state in 1982. The original Charter Members included: Donna Burnette, Lee McCabe, Richard E. Neville, Wanda Louque, Nita Goodson, Bob Barwick, William A. Wilkes, Joseph H. Walduck, Ted W. Hellmuth, John Bowles, Joan Shearin, Pat Kelly, Jeri Hurtt, Richard W. Post, Sam D. Saunders, Claude Kelly, John Keene, Jean Delp, Jesse Godbold, T. Hank Bruning, Betty Hauk, Marcia Barber, James C. Wilkinson, Eugene F. Shaw and Merrill Glisson.

Claude Kelly became chairman and began the drive for "big bucks" through the Patron Life Members and an auction. The auction was a lot of fun, but the push for memberships much

harder. Virgil Fox entered the picture, assisted by Sarah Boe, Dr. William S. Bazley, and Jennings Murrhee, to continue the fund raising efforts. It took three and a half years to get the Fair Association its non-profit and tax exempt status.

Patron Life Members, along with the Clay County Commission, School Board and Corporate Sponsors formed a partnership with the Clay County Fair Association and with their generous support the Clay County Agricultural Fair continued to grow and became a bigger and better fair with every passing year.

In the beginning, following the purchase of the original 28 acres of land in 1972, the Clay County Commission was a major factor in the establishment and success of the fair by providing assistance in getting the buildings and infrastructure in place. In addition to the county support, the Florida Department of Agriculture, along with the Clay County Fair Association, provided funding assistance for construction of the livestock barns and the founder's exhibit hall. In 1984 a pavilion was constructed along with a concession stand. Fencing and 30 acres of lighted parking area were added and the drainage installed.

The first fair was held on March 31 through April 4, 1987. The founding Fair Board officers and members in 1987 were: Claude Kelly, Chairman; Sam Saunders, Vice Chairman; Marcia Barber, Secretary; Tommy Thomas, Treasurer; Dr. William S. Bazley, Sherman Phillips, Sarah Boe, Jennings Murrhee, Inez Kennedy, Martha Maxwell, Virgil Fox, Merrill Glisson. The first fair was advertised and marketed by the Clay County Crescent weekly newspaper, with assistance of Managing Editor Elaine Williamson and Staff Writer Ann Williamson. Countless hours of work by volunteers finally paid big dividends when the ribbon was cut to open the first Fair in 1987.

While the 1987 Clay County Agricultural Fair had surprising acceptance and went smoothly, the 1988 fair was much improved. Learning from the year before, the volunteers gained considerable experience and each year new activities were added to make the next years fair much better.

The Clay County Agricultural Fair is unique in that it is put on by volunteers and coordinated with a limited paid staff, a general manager, office manager and office assistant. The list of individual volunteers grow larger as these individuals join with the area service clubs, schools and various community groups each year. This fair is truly **"The People's Fair."**

As the local fair grew, it became clear that there needed to be a fair manager and soon, one of the faithful volunteers, Joan Bazley, was named to fill this position in 2001. Bazley retired in 2006, and Pete Sutton was appointed as a Fair Manager till 2015, and replaced by Tasha Hyder.

Today, the Clay County Agricultural Fair has its own administration building, and is named in honor of Claude Kelly. The pavilions and exhibit buildings are named after others who have donated their efforts along the way and there are plaques throughout the fairgrounds honoring the names of those who are members of the Clay County Fair Association, including the original Patron Life Members.

A visit to the administration building also reveals a display of wooden rocking chairs with plaques in honor of those who have been associated with the success of the Clay County Agricultural Fair along the way. The entrance gate off Highway 16 W, that accesses the free parking area and ticket office, announces to fairgoers that they are entering the "Paul E. Reinhold Agricultural Fairgrounds".

Each spring the Clay County Agricultural Fair is at hand and is put on by well over 900+ volunteers generating attendance of 100,000+ over its ten day run. Recent fairs include 200+ vendors and stretch over 65 acres at the "Paul E. Reinhold Agricultural Fairgrounds" west of Green Cove Springs.

Following the 2011 fair, when officials had to close the gates early on the last day due to lack of parking, the Fair Board acted immediately and took steps to authorize the construction of 1200 additional parking spaces on 28 acres of property south of the existing parking area. The old parking area accommodated 1700 vehicles, while the north parking area offered over available 100 spaces.

Construction was completed in time for the 2012 fair and this valuable addition provides for a combined total of over 3000 available parking spaces for fairgoers each year. Parking continues to be free at the fairgrounds.

For the 2013 fair, the ticket gate was relocated to a new area. This was used as the entrance and the old area to be used as the exit.

The new entrance is located behind the gazebo and flag pavilion. The ticket booth has been replaced with four new buildings increasing the number of windows from five to 16, including Will Call.

This relocation is expected to help serve guests better. In addition, the walkway near the midway and exhibit buildings has been expanded.

The 2013 fair theme "Country Pride . . . County Wide" manifested itself in every way when approximately 50 members of Mid-West Fair Association arrived by bus on Saturday, April 6, 2013 to tour the 27th Annual Clay County Agricultural Fair.

Fair Manager Pete Sutton welcomed the group as they arrived at the administrative offices. They were treated to a great tour of the fairgrounds in full operation and no one could have purchased the beautiful weather in Clay County on that particular day. Sutton said, "It was a perfect setting for us to show off to fair managers and guests from all over the United States. Post visit feedback was very complementary. This was a real tribute to our volunteers. They are passionate people who are the backbone of our success. We are grateful for their dedicated service."

The groups of fair executives were from all over the country representing the following states: Virginia, Minnesota, Wisconsin, California, North Dakota, Oklahoma, Louisiana, Wyoming, Washington State, Texas, Montana, Maryland, Arkansas, Iowa, and Florida. It was special to welcome the Clay County Fair from Spencer Iowa.

Every fair in the state of Florida must follow certain guidelines from the state. In 2003 The Clay County Agricultural Fair was awarded the "Champion County Fair" in the State and continues to receive the Blue Ribbon recognition for the Florida Federation of Fairs each year since 2003. The federation's Blue Ribbon Fair Improvement Program is designed to highlight improvements the fairs have made, award excellence in different programs, and promote the exchange of information and knowledge between fairs. The continuing tribute to Clay County's agricultural identity remains alive thanks to those forward thinking community leaders of over two decades ago, and is showcased each spring at the annual "Clay County Agricultural Fair . . . A Family A + Fair"

4. Clay County Fairgrounds

Clay County

<http://www.claycountyfair.org/>

Public Information Available



Figure 35. CCF Logo. Source: CCF Website

Fair Site Plan

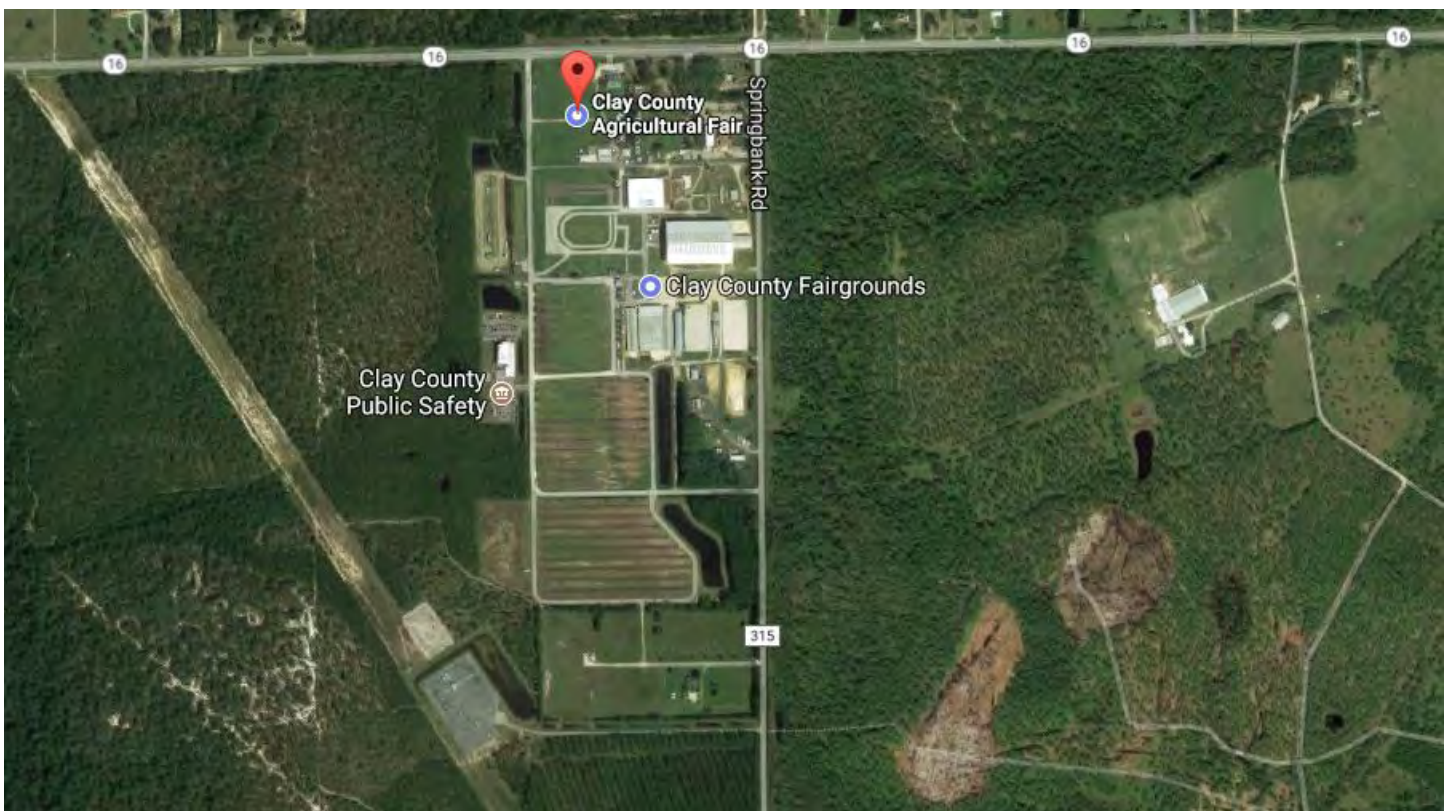


Figure 36. Aerial View. Source: Google Maps

Fair Existing Master Plan



Figure 37. CCF Site Plan. Source: CCF Website

Calendar of Events and Pricing

Fair Admission prices are \$10.00 for adults (13-64), seniors \$7.00 (65+), \$7.00 for children (6-12), and children 5 and under are free. Gate admission ends 90 minutes prior to the listed closing times. No admission is allowed after that time.

ATMs: ATMs are conveniently located throughout the Fairgrounds.

Rentals: Are provided by Clay County Fair Association located behind the Main Gate while supplies last. They charge the following rates: \$50 per scooter daily, \$35 per scooter half day, \$10 per double stroller, \$5 per single stroller & \$15 per wagon.

5. Regional Outreach Analysis

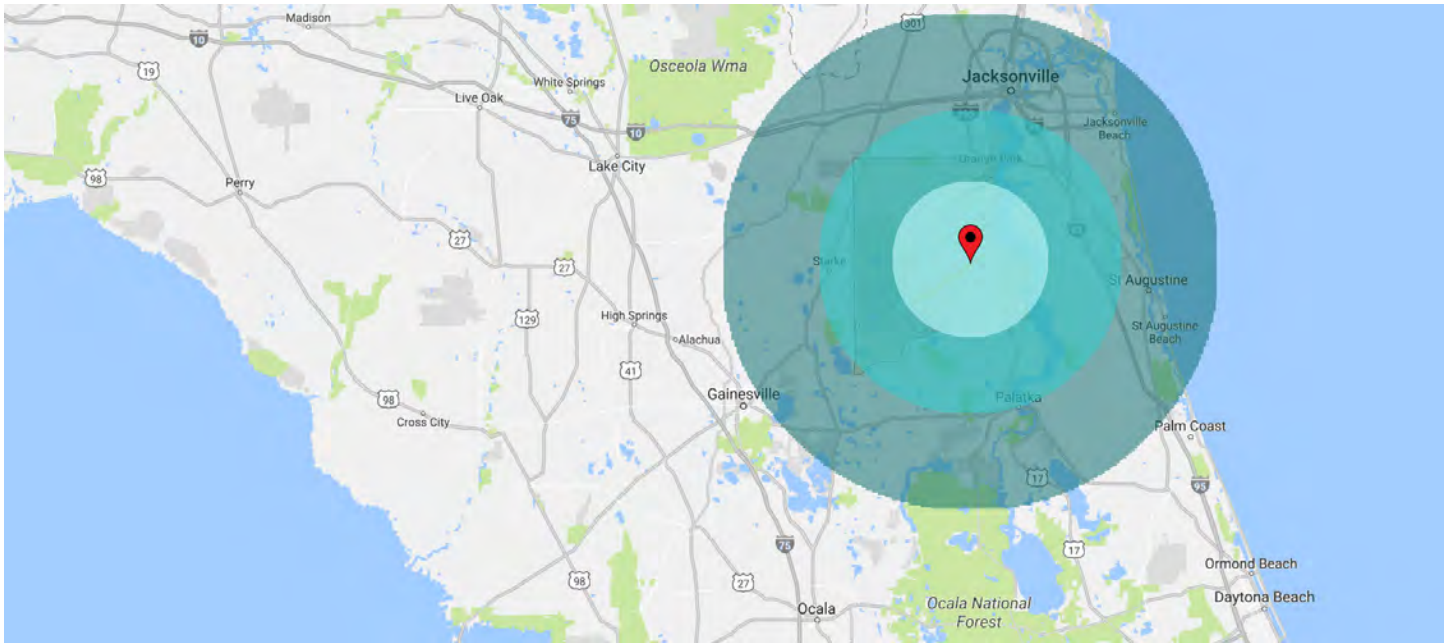
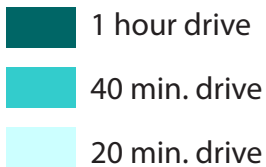


Figure 40. Aerial View. Source: Google Maps



50% Increase Population

The table on the right shows the available current population amount within 60 minutes driving distance from the Fair. The site is reachable from a distance of 30 minutes by 80,000 people. While when extended to 60 minutes the site can be reached by up to 1,000,000 people, which with the completion of the 1st Coastal Expressway an estimate of 300,000 more people can reach the site in 60 minutes or less.

Distance / Population Chart

Main Urban Centers

1,193,954

City / Town	Distance (Miles)	Driving Distance (Minutes)	Population (Estimate 2016)
Penney Farms	4.6	7	821
Green Cove Springs	4.4	8	7,666
Asbury Lake	9.6	14	8,700 (2010)
Virginia Village	8	14	
Hibernia	9.5	15	
Fleming Island	10.3	17	27,126 (2010)
Belmore	15.7	19	
Middleburg	16.9	22	13,008 (2010)
Orange Park	15.5	24	8,783
Doctors Inlet	14.6	24	
Bostwick	18.7	24	
Lawtey	23	27	718
Starke	24	28	5,416
OakLeaf Plantation	18.7	29	20,315 (2010)
Keystone Heights	26.5	30	1,461
St. Johns	20.5	30	
Bellair-Meadowbrook Terrace	19.2	32	13,343 (2010)
Lake Geneva	27.9	32	
Fruit Cove	20.3	33	16,077 (2000)
Palatka	24.8	35	10,452
Melrose	33.4	39	
Nocatee	25.9	39	5,702 (2014)
Waldo	35.8	42	1,015 (2010)
Raiford	34.7	43	244
Jacksonville	35.8	45	880,619
Saint Augustine	30.3	47	14,280
Hastings	38.9	48	644
Lake Butler	39.2	48	1,815
Hawthorne	43.3	53	1,525
Sawgrass	34.7	54	
Palm Valley	36.2	54	
Ponte Vedra	43.5	57	
Lulu	50.1	59	
Gainesville	49.7	62	131,591
Santa Fe	50	62	
Alachua	56.1	68	9,893
⁸ Lake City	61	73	12,285

6. First Coast Expressway

A 10 year proposal



Phase 1

Phase 2

Phase 3

Clay County Fairgrounds Site

Construction Timeline

FCE Segment 1 - Completed

FCE South Project

(Blanding Blvd to North of Argyle Blvd.)

Fall 2018

FCE North Project

(North of Argyle Blvd. to I-10)

Fall 2018

FCE Extension Project

(I-10 to Beaver Street/US 90)

Summer 2018

FCE Segment 2 - January 2019 - 2025

Undergoing Construction

FCE North

(Blanding Blvd. in Middleburg to North of SR 16 in Green Cove Springs)

FCE South

(North of SR 16 to South of U.S. 17 by river in Green Cove Springs)

FCE Segment 3

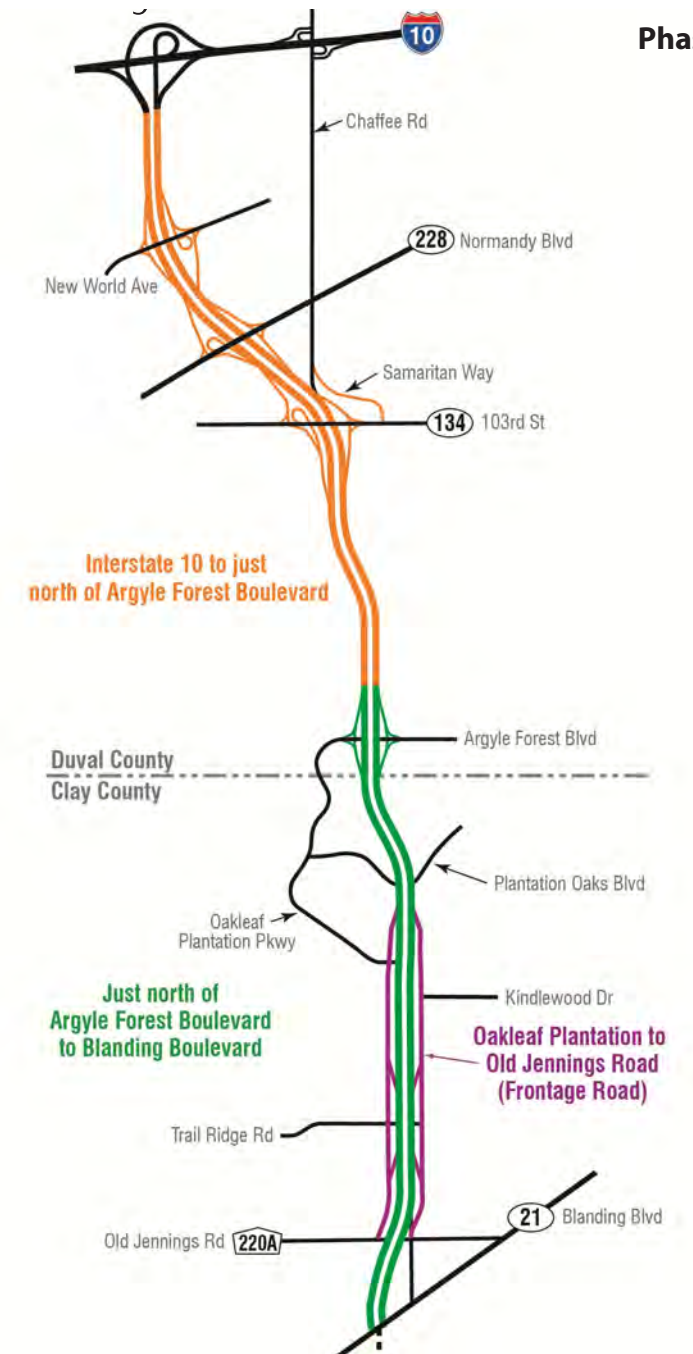
New bridge over St. Johns River and

Connection to I-95 in St. Johns County

Status

Right-of-way acquisition, design and permitting estimated completion 2020; construction expected to begin in 2023

Phase 1



First Coast Expressway –Phase 2—Clay County

The second project between Argyle Forest Boulevard and Blanding Boulevard (State Road 21) (6 miles) will have construction bids opened later this year. Work is scheduled to begin in early 2014 and will take approximately 2 1/2 years to complete at an estimated cost of \$90 million. Tolls will not be collected until both segments are complete.

The First Coast Expressway will be a four lane toll road connecting I-10 in Duval County with I-95 in St. Johns County through Clay County, a total distance of 46.5 miles. It will include a new bridge over the St. Johns River near the existing Shands Bridge. Drivers will be able to avoid the congestion on the inner beltway (I-295) if their destination is Clay County or south of Jacksonville.

Figure 41 - 43. 1st Expressway Projection. Source: FDOT

The Expressway exchange with SR-16 will be located 2 miles from the site. The incorporation of the Expressway will place Clay County on the map as a future destination for visitors and business opportunities. Currently, more than 70% of the population of Clay County travel outside the county for work, the new Expressway will bring the possibility to keep more residents working closely by creating more job opportunities with this endeavor.

The prime location that the CCF has, will open the doors for new events and business opportunities as an incubator for more cultural and commercial venues that will open the job market for local residents. New commercial and retail opportunities will accompany the Expressway attracting hotels, restaurants, gas stations, among other business that will help to assist Green Cove Springs's future demands.

CCF should anticipate the volume of business that is coming its way and address it not only during the Fair, but also to incorporate additional events, venues and fairs to attract locals and visitors of the county.

The new Fair should work as an attractor and be visible from the Expressway. The proposal aims to re create the Fair image and make it a desirable destination for all ages year round.

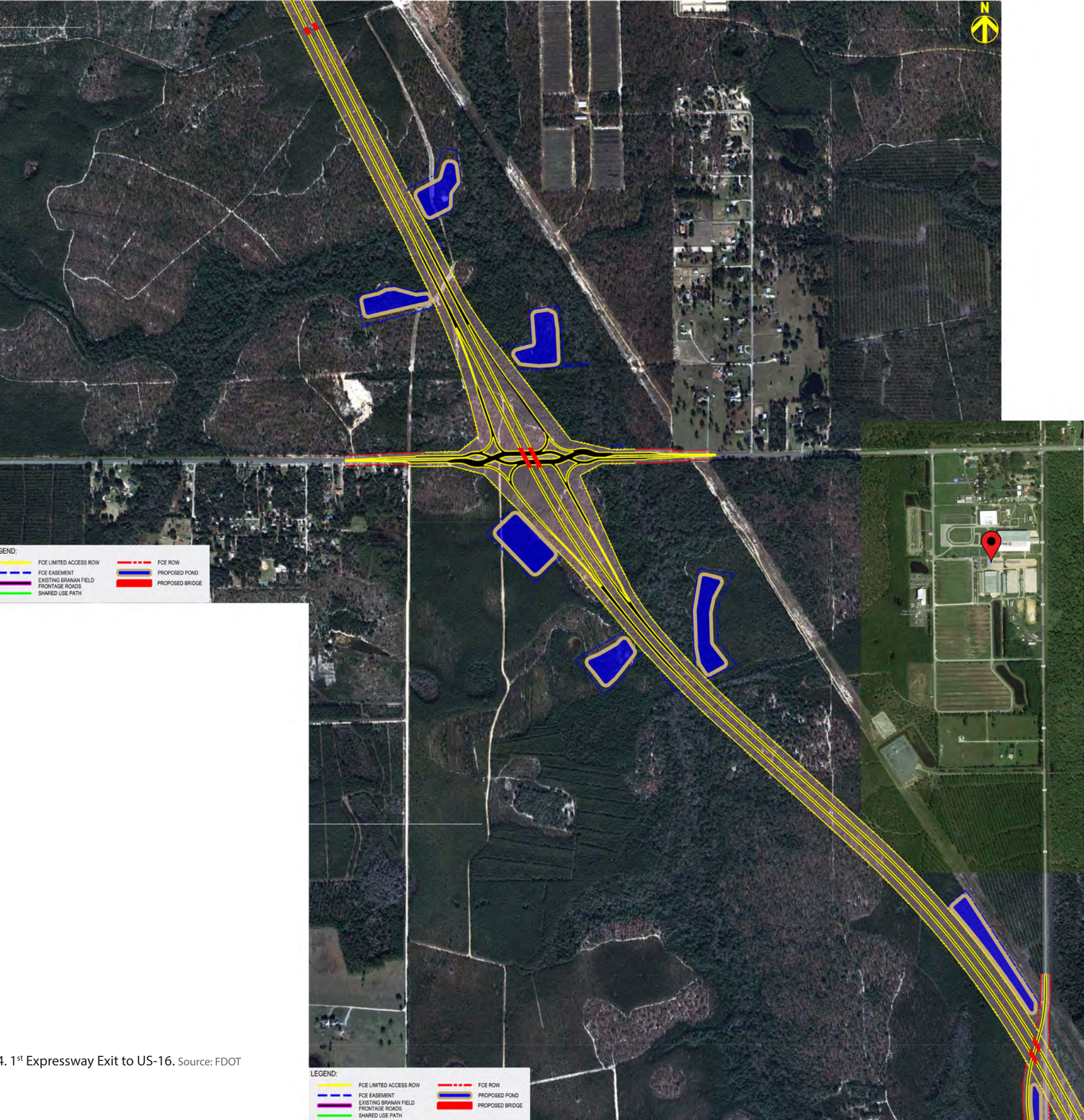














































Figure 44. 1st Expressway Exit to US-16. Source: FDOT

7. Timeline of CCF Facilities Annual Use

2016-17



Note: Information provided by Clay County on February 2018.

PRIVATE	\$ 12,759.75	% 10.4	PPL 6400		Ryan Allen
EQUESTRIAN	3229.4	2.6	175		North Fl. Dressage Assoc.
	1671.75	1.4	205		Heartland Farms Obstacle Challenge
	1262.6	1.0	100		Flying "A" Performance Horses
	1353.12	1.1	1000		Cattlemens Assoc./Rodeo
	964.23	0.8	150		4-H Area B Horse Show
	19559.62	16.0	2540		FCHJA (First Coast Hunter Jumper Association)
ENTREAINMENT	44294.9	36.2	115000		C.C. Fair Association
	401.25	0.3	0		Travis Hartzog - HS Reunion
	6705.46	5.5	15000		Chad and Denni Baker
	1305.4	1.1	450		Vac-Con Christmas Party
	175.48	0.1	0		Jreece McDuffie
	133.75	0.1	0		Christine Yeager
	146.6	0.1	0		Jackie Goodman
	321	0.3	200		Zerbini Family Circus
	1000	0.8	500		Loomis Bros. Circus
	86.8	0.1	0		Jerry Cary
	262.15	0.2	50		Tabatha Jones/Jessica Roby Baby shower
	186.75	0.2	30		Private party- Megan Adkins
	133.75	0.1	50		Private party - Taylor Weeks
	133.75	0.1	55		Private party - Arika Jenkins
	268.61	0.2	0		Private party - Angela Rojas
	268.57	0.2	25		Private party - Maxine Janda
	144.66	0.11817	60		Chris Yeager
	238.61	0.2	30		Private party - Shacourtney Bryant
	1343.4	1.1	0		Gun Trader Show
	134.4	0.1	225		Annual Athletic Banquet
	4216.66	3.4	20000		Scottish Highland Games
RV	44	0.0	0		C. Conway
FOOD	3564.5	2.9	4000		Buckner Promotions - Watermelon Festival
	3573.82	2.9	10000		Strawberry Festival
SPORTS	1398.4	1.1	80		Jax Fencing Club
HEALTH / SCIENCE / RESCUE / EDUCATION	212.8	0.2	550		C.C. Science Fair
	0	0.0	0		CC Health Fair - Sheila
	612.8	0.5	500		Robotics Event/Colleen Marini
	123.2	0.1	1000		C.C. District Schools Showcase
	7577.79	6.2	345		NFDA (Northeast Fire Department Association)
ANIMALS	476.69	0.4	0		Daniella Loubriel - Dog Show
	1202.92	1.0	500		FL State Rabbit Show
CHARITY / FREE	0	0.0	2000		Virginia Hall / Children Charity
	0	0.0	115		Union Co. High School
	0	0.0	0		Beth Carson/Planning Dept.
	324.8	0.3	50		Special Olympics
OTHER	600	0.5	0		Internet
NET TOTAL REVENUE from RENTALS	122,414.14	100.0	181385		

The data analyzed from 2017 through 2018 breaks down the different activities and events held at the Fairgrounds and how they contribute economically. We recommend an extensive study of the activities, events, prices, frequency and additional possibilities that the county and the community can use year round. The table helps to visualize the chronological gaps in where new events can be added. It also helps visualize the amount of times a facility is used and which ones are the most popular.

Most of the revenue comes from equestrian and recreational activities related to private parties and various events. There is room for more sport, animal and food related events, as well as educational and scientific ones that can help introduce new technologies and job creation into the community and the surroundings. Like the Vintage Market not shown on this table, but added for the following fiscal year.

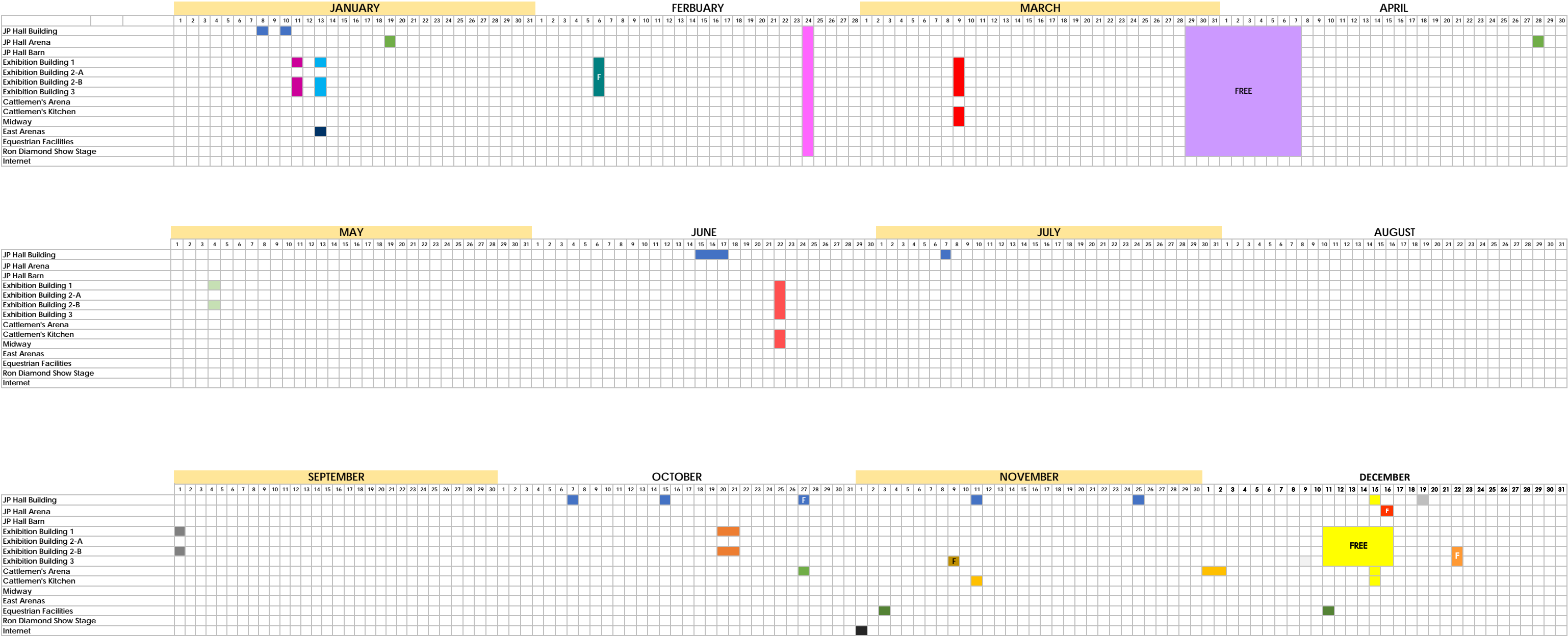
The graph also reveals a great concurrency mostly from January to June, which decreases over the Summer months till the end of the year. New ideas to utilize the new open air auditorium during weekends for Summer and Winter concerts can be studied, as well as weekly events such as conferences and indoor exhibitions.

With the proposal of a new banquet hall that combines the use of the existing Olf Florida Village setting, the banquet can become the new destination wedding site bringing vendors from catering, to hair and make-up and photography, generating revenue and job opportunities.

As today, research shows that the closest wedding destination vendors are the Clay Theater, the Magnolia Point Golf and Country Club, and the Oaks Barn Ranch venue 15 minutes south of CCF. Positioning the site at a prime location closer to the Expressway and Green Cove Springs.

8. Timeline of CCF Fair Facilities Annual Use

2017-18



Note: Information provided by Clay County on February 2018.
The spread sheet does not reveal the overall annual revenue.

Legend

PRIVATE	\$ 1500	% 5.3	Private Party
EQUESTRIAN	2700	9.5	Horse Clinic
	3800	13.4	FCHJA (First Coast Hunter Jumper Association)
ENTRETAINMENT	0	0.0	C.C. Fair Association
	2900	10.2	Scottish Highland Games
MARKET	8700	30.6	Vintage Market
FOOD	2700	9.5	Buckner Promotions - Watermelon Festival
	1650	5.8	Buckner Promotions - Strawberry Festival
SPORTS	750	2.6	WTSDA Fall Clinic (World Tang Soo Do Association)
	631	2.2	Jax Fencing Club
HEALTH / SCIENCE / RESCUE / EDUCATION	525	1.8	Neflin (Northeast Florida Library Information Network)
	0	0.0	C.C. Science Fair
	0	0.0	CC Health Fair - Sheila
	175	0.6	NEFDA (Northeast Fire Department Association)
ANIMALS	750	2.6	FL State Rabbit Show
CHARITY / FREE	0	0.0	Virginia Hall / Childrens Charity
	0	0.0	FIHS - Wrestling Tournament (Fleming Island High School Athletics)
	0	0.0	Special Olympics
MACHINERY	350	1.2	Vac - Con (sewer cleaning equipment in North America - green initiatives) https://vac-con.com/green-initiatives/
OTHER	150	0.5	Reinhold
	525	1.8	NFRCBA
	600	2.1	Internet
NET TOTAL REVENUE from RENTALS	28406	As of Febraury 2018.	

PHASE I: Part C

Clay County Fairgrounds Analysis and Concept Development

1. Program Analysis and Concept Development

The fairgrounds located in dense populated areas are developed to harbor permanent attractions and recreational uses to which they add seasonal events. Rural fairs highlight the possibility of being the showcase cutting edge developments and specific local attractions.

Some innovative uses and traditions are:

- BBQ Team Competitions
- Fish Fry
- Antique Bottle Collector
- Rodeos (Lake-city)
- Small Ruminant Workshops (Columbia)
- Horticulture
- Laser Tag
- VIP Parking (Baker)
- Sustainability and New Technologies Fairs
- Acrobatic Shows
- Military Fairs to re connect with Camp Blanding
- Hispanic and Latino Festivals
- Event Center for Reception Dinners, Weddings and Auction Benefits
- Sport Facilities to attract the youth
- Middle and High Schools Graduations
- Community Events
- Market Days
- Consumer Shows
- Trade Shows
- Civic Functions
- Festivales and Fairs
- Family Entretainment

The comparative analysis of examples indicates that the fairgrounds continue to be an attractive and popular entertainment option in the rural areas, they are continuously upgraded and renovated to support the affluence of patrons.

For example, the Alachua County Fairgrounds Renovation has been discussing updating its facilities for over 30 years. It is interesting to look at the proposed programs as it reflects current ideas for the future.

Their program relies on 80 acres for \$43M to be unique in the Southeastern States. It includes indoor track and field venue 87,000 sq-ft, conference , banquet room, common areas, basketball and volleyball courts, 2 exhibition and livestock areas, 37,000 sq-ft arena for 1,200 spectators for horse jumping competitions and trade shows.

Discovering an Architectural Identity Camp Chowenwaw Park

This historic camp introduces a locally cherished identity currently expressed in the design of the Fair Administration Building and that could be compatible with the new Banquet Hall surrounding the Old Florida Village.



Figure 65 - 66. Camp Chowenwaw Park. Source: <https://fpangoingpublic.blogspot.com/2017/05/camp-chowenwaw-park.html>



Local vernacular, historic architectural examples and “Old Florida” will be considered together with innovative technological architectural manifestations to give the whole county fairgrounds an identity and sense of place, in particular for the parks, amphitheater and events areas.



Figure 67 - 69. Camp Chownwaw Park. Source: <https://fpangoingpublic.blogspot.com/2017/05/camp-chownwaw-park.html>



2. Generation of Menu of Proposals

In conjunction with the team the study generated alternative contextual growth scenarios taking into consideration statistical projections (Page 58) together with new transportation constructions. We have taken the highest population growth and the proactive Market Development as aspiring goals for the Fairgrounds plans.

The proposals offer on one hand, an expansion of current developable activities that build into the strength of the existing assets and location in the panorama of numerical expansion of the markets.

On the other hand, we open for recommendations the introduction of new activities related to **innovation and resiliency**, to direct the Fair towards a leadership position in attracting exposure to future trends for the region in a proactive attitude.

Some of the activities reviewed in the Menu of Proposals will require the use of enhance facilities as the ones presented in the Comprehensive Master Plan with the new open air auditorium, new event lawn expansion and a retrofitted exhibition halls as a response to the opportunity of an existing asset.

All activities are necessarily linked to intensify the use along time of the existing assets.

* Future Scenarios

1. High Population Growth
2. Low Population Growth
3. Proactive Market Development
4. Conservative Market Development

* Initial Proposed Activities + Events

TRADITION + INNOVATION

- Bonfires
- Medieval Fairs
- Rural Innovations
- Living Farm
- Horse Circuit
 - Pony
 - Horse
- Identify Cultural Heritage
 - Latino Festival, etc.
- Car Shows
 - Karts
 - Monster Cars
 - Vintage

PERFORMANCE

- Dance
- Concerts
- Musical Theater
- Festivals
- Film
- Acrobats

FOOD

- BBQ Contests
- Cooking Competitions
- Preserved Foods
- Jerky
- Traditional / Homemade

CRAFTS

- Wood-marking / Woodcarving
- HECHO ACA / MADE HERE

INNOVATION for RESILIENCY

- Satellites
- Telecommunications
- Web Page Platform + Social Media
- Renewable Energy Fair
- Disaster Respond / Relief Management Fair to be organized with OEM
 - Energy
 - Solar
 - Wind
 - River

SENIOR ACTIVITIES

- Military Fairs

ANTIQUÉ SHOWS

- Mount Dora
- West Palm Beach

RETREAT ECO-LODGE

- Clewiston (Donwoody)

ANIMALS

- Dog Shows
- Rodeo

Economic Evaluations will show feasibility of activities, as well as a calendar of possible events that will utilize the facilities in a more uniform manner. We believe through the generation of these modalities and configurations of land use, we can generate multiple business opportunities and job creation.

PHASE II:

Advanced Site Studies

Clay County Fairgrounds

1. Site Evaluations Population Origin of Attendance

ZIP Code Analysis			
County	2016	2017	Difference
Clay County	58.04%	48.69%	-9.35%
St. Johns	5.08%	5.55%	0.47%
Duval	27.59%	33.72%	6.13%
Nassau	0.60%	1.00%	0.40%
Baker	0.71%	0.70%	-0.01%
Putnam	1.99%	2.28%	0.29%
Bradford	1.98%	1.54%	-0.44%
Alachua	0.39%	1%	0.28%
Other Florida	2.36%	2.48%	0.12%
Out of State	1.26%	3.37%	2.11%
Total	100.00%	100.00%	
ZIP Code Analysis			
County	2016	2017	Difference
Clay County	58.04%	48.69%	-9.35%
Northeast Florida Counties	38.34%	45.46%	7.12%
Remaining Counties in Fl.	2.36%	2.48%	0.12%
Out of State	1.26%	3.37%	2.11%
Total	100.00%	100.00%	

Figure 70. Clay County Zip Code Analysis. Source: Clay County

We observed a growing attendance from North Florida Counties, as well as out of State. The Fair must attract more local attendance which is currently in decline.

ZIP Code Analysis

County	Zip Total	% of Populations
Clay County	7676	48.69%
Northeast Florida Counties	7166	45.46%
Remaining Counties in Fl.	391	2.48%
Out of State	532	3.37%
Total	15765	100.00%

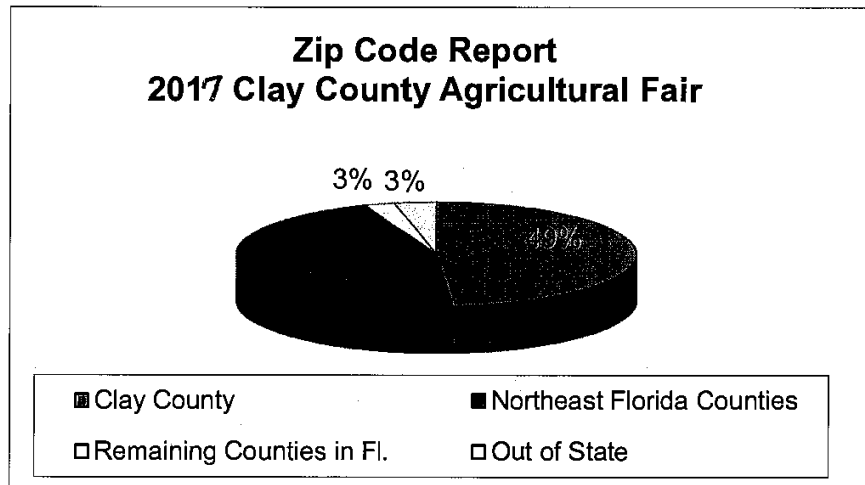


Figure 71. Clay County Zip Code Analysis. Source: Clay County

Day	Record	2016 Attendance	2017 Attendance
Thursday	14371	5125	3724
Friday	16689	5950	6558
Saturday	24303	13646	22009
Sunday	19322	19322	13668
Monday	6996/14596*	14596	3298
Tuesday	10111	4399	3766
Wednesday	10093	5517	4776
Thursday	12450	9961	8448
Friday	20216	13182	20216
Saturday	24303	23487	23031
Single Day Record & Annual	24303 (single day)	115185 (2016 total)	109494 (2017 total)

Figure 72. Clay County Attendance Analysis. Source: Clay County

County Fair

Total number of cars parked at one time **3,500**

Peak times **concert nights and 6 - 10pm**

Peak Attendance **23,031** people (daily)

Scottish Games

Peak times **10 AM to 2 PM**

Peak Attendance **21,000** people (daily)

Short Term Strategies in Transportation

- Establish a parking scheme layout
- Parking management from back to front line
- Systematized traffic flow during Fair, Vintage Market and Scottish days, delivery vans, and golf carts should be diverted towards peak hours
- Distanced pick and drop system
- Emergency vehicles must enter and exit through the central alley

- Service vehicles must enter and exit through the central alley at designated hours

Regular deliveries (regular supplies: food + grocery items, garments, small scale materials

+ props to be done during **9am – 12noon OR during 3pm – 5pm**

- Animal or slow moving vehicles must enter and exit through the central alley at designated hours

Long Term Strategies

- Acquisition of additional parking space off site
- Extend west bound turn lane 1/4 mile
- Widen SR 16

2. Landscape Evaluations by Kevin Thompson

Purpose

This report has been prepared in response to a call for plant species suggestions for the Clay County Fairground master planning effort for 2017-18. In addition to species suggestions for structural planting (primarily street scape canopy and under-story), this plan proposes the following features:

1. A central canopied pedestrian corridor that minimizes vehicular conflict (Zone B)
2. An enlarged storm-water detention facility that proposes a re contouring of the current basins to form a larger, more naturally-appearing waterbody or lake (Zone C)
3. A hierarchy of roadway entrances designated as gates with separated functions and controlled access (Zone A)

This report assumes all existing architectural structures to remain and acknowledges the size and location of the proposed amphitheater upgrade.

Concept

This plan anticipates increased traffic volume along county road 16 because of the new interchange currently being constructed. In response, this plan proposes locating the main visitors gate off Springbank Road. At this point of entry, controlled access is being accommodated with the provision of a gatehouse and a split 1-way roadway system with turn-around. The split one way system continues along the main entry roadway to the fairgrounds site providing significant “kiss-and-ride” drop off opportunities at a centrally-located visitor staging area. Traffic can continue to parking areas north and south of this drop off staging areas. An additional south gate entry provides for controlled access and exit at closing.

Fairground service and emergency vehicles would primarily use the Main gate entry and a controlled access point and gatehouse is proposed for this location as well. Additional service AND EMERGENCY VEHICLE ACCESS IS PROVIDED AT THE MAIN GATE OF Springbank Road and an additional drop-off by the IFAS building, north of Service Entry 1 (by the Arena) can also be used by service and emergency vehicles and as access to the Clay County Extension offices.

The main pedestrian core provides for pedestrian circulation that minimizes crossing roadways and drive ways to minimize potential pedestrian/motorist conflicts. This corridor is envisioned as a canopied walkway linking the three primaries drop off areas as well as the major fairground sites with parking.

Home to extension services, this plan recognizes the opportunity for the grounds to be developed as an extension landscape demonstration park featuring landscape sustainability principles such as sustainable aquatic environment management, small patch habitat res-

toration, low impact development practices, native landscaping, water-wise design and energy-wise development. As such, this plan proposes re-contouring the existing detention basins to transform these functional features into an aesthetic and environmental asset.

The plan also proposes three distinct tree canopy planting approaches, each providing a slightly different aesthetic to three different circulation networks: the main park entry drive (Springbank Road); the central pedestrian core; and the secondary (western) entry road.

Species recommended for these landscape environments include:

		Betula nigra	Cercis canadensis	Liquidambar styraciflua	Pinus palustris	Quercus virginiana	Sabal palmetto	Taxodium distichum		Yucca filamentosa	Zamia pumilla	Callicarpa americana	Serenoa repens	Tripsacum floridana	Muhlenbergia capillaris	Tripsacum dactyloides
Group																
A	Canopy tree species															
	Understorey plantings															
B	Canopy tree species															
	Understorey plantings															
C	Canopy tree species															
	Understorey plantings															

A - Main Entrance Road

B - Main Central Pedestrian Spine

C - Springbank Road

3. Traffic Evaluations by Ruth Steiner

Little information is available on how to predict the parking demand for county fairgrounds. We conducted a web search using Google on the term “county fairgrounds parking requirements: and other similar keywords. We identified three major studies on fairgrounds – Washington County, Oregon (Kittleson & Associates, Inc. 2016); Washington County, Wisconsin (Hurtado Consulting, LLC, Eppstein Uhen Architects, and Hunzinger Construction Company, 2002) and Ozaukee County, Wisconsin (UW-Extension, Washington County, 2009). As is shown in Table 1, these studies were prepared for counties that are either larger (i.e., Washington County, Oregon) or smaller (e.g., the two Wisconsin Counties) than Clay County. In all cases these studies were completed for counties near major urban areas; Washington County, Oregon is near Portland and Ozaukee and Washington Counties are located near Milwaukee, Wisconsin. Only the Oregon study completes a traffic impact assessment using the ITE trip generation rates. However, the purpose of the study was to assess the need for parking for the Washington County Event Center at the fairgrounds in the City of Hillsboro (Kittleson & Associates, 2016). As such, the Institute of Transportation Engineers (ITE) trip generation rates for convention centers (ITE Land Use Code 595), which is 0.31 vehicles per attendee with an average attendance of 2,000 per day. This study also calculates the parking demand for a variety of events that would take place at the Washington County Fair Complex (Kittleson & Associates, 2016). The Washington County, Wisconsin Study (UW-Extension, Washington County, 2009) includes a summary of the fairgrounds operations comparative matrix (see pages 24 and 25) for six other Wisconsin counties – most of which are located nearby – with 2015 populations ranging from 19,223 for Langlade (which is located in Northern Wisconsin), 84,559 for Jefferson County to 396,488 for Waukesha County. Of note was that these seven counties charged between free and \$10 for admissions to the fair and between free and \$6 per day for parking (UW-Extension, Washington County, 2009).

Table 1. Identified Studies on Fairgrounds and County Population in 2015			
County of Study	Population of County (2015)	Date of Study	Purpose of Study
Ozaukee County, Wisconsin	87,850	2003	To make a decision about management of fairgrounds
Washington County, Wisconsin	133,674	2009	To make a decision about management of fairgrounds
Washington County, Oregon	574,326	2016-2017	To determine the traffic, environmental and other impacts of a proposed event venue at the fairgrounds

A search of the ITE Journal did not reveal any studies on trip generation or parking requirements for fairgrounds. However, the search uncovered a set of reports completed in 2003 on planned special events. “A planned special event is a public activity, with a scheduled time and location that impacts normal transportation system operations as a result of increased travel demand and/or reduced capacity attributed to event staging” (Latoski, Dunn,

Wagenblast, Randall & Walker 2003: p. 1-1)." "Planned special events include "sporting events, concerts, festivals, and conventions occurring at permanent multi-use venues (e.g., arenas, stadiums, racetracks, fairgrounds, amphitheaters, convention centers). They also include less frequent public events such as parades, fireworks displays, bicycle races, sporting games, motorcycle rallies, seasonal festivals, and milestone celebrations at temporary venues" (Dunn 2007: p. 1). The impact of some planned special events, such as the Olympics, Daytona 500 or the Super Bowl will be more significant than events at a county fairground. However, these reports are quite helpful in identifying a planning process for managing the transportation impacts of planned special events.

Table 2. Site and Parking Plan Checklist (source: Latoski, Dunn, Wagenblast, Randall & Walker, 2003: p. 3-32)

Site and Parking Plan Checklist	
ELEMENT	PROVISION
Event patron parking areas	<ul style="list-style-type: none"> • Highlight free, pay (state rates), and reserved (permit) parking areas. • Indicate lots where tailgating is permitted. • Show specific parking area access points and state restrictions. • Indicate number of entrance/exit lanes (or servers) at each access point. • Designate lots by a number or letter and provide lot-specific directions. • State time parking areas open, particularly if time varies by parking area. • Discuss features of each parking area (e.g., paved, staffed, lighting, security). • State estimated walking time from each parking area. • Indicate connecting pedestrian access routes. • Show overflow parking areas, state distance from venue, and indicate criteria for operation (e.g., sell-out). • Indicate parking areas for motorcycles. • Indicate parking areas for recreational vehicles (e.g., overnight parking). • Furnish map of available off-site parking areas. <ul style="list-style-type: none"> ○ Include information on street regulations (e.g., one- or two-way) and connections to freeways and major arterials. ○ State on-street parking restrictions. ○ Specify private parking area regulations (e.g., egress control). ○ Indicate location of entrance/exit points to off-street parking areas. ○ Include rates if available. ○ Show restricted off-site parking areas (e.g., residential neighborhoods, etc.)
Gate access information	<ul style="list-style-type: none"> • Indicate gate names as shown on event patron tickets.
VIP information	<ul style="list-style-type: none"> • Show VIP (e.g., official guest / sponsor) parking areas. • Show credential pick-up location. • Show hospitality areas.
Shuttle bus route and stations	<ul style="list-style-type: none"> • Display shuttle route and all stations. • State cost, and emphasize free services.
Drop-off / pick-up sites	<ul style="list-style-type: none"> • Show access points and circulation lanes for transit/taxi/limo/shuttle service. • Show exclusive bus lanes. • Show transit / express bus stations. • Indicate general drop-off / pick-up sites where turnaround is permitted. • Indicate valet parking drop-off. • Show disabled drop-off / pick-up site.
Other parking areas	<ul style="list-style-type: none"> • Show express/charter bus parking area. • Show limousine parking area. • Show media parking area. • Show venue employee parking area.
Disabled parking areas	<ul style="list-style-type: none"> • State specific location (e.g., first row) of disabled-only spaces in general parking areas. • Indicate number of spaces available.
Other considerations	<ul style="list-style-type: none"> • Show aerial map. • Promote advance purchase (permit) options. • Indicate towed vehicle (e.g., illegally parked) pick-up area. • Emphasize new provisions (e.g., new parking areas, etc.). • Present map in grid format for easy reference. • Prepare maps for different venue events if parking plan varies. • Draw map to scale. • Show private property. • Display landmarks. • Indicate municipal fireworks viewing areas.

4. Economic Evaluations by Abhinav Alakshendra

History

Clay County has an impressive history of being popular tourist destination. Also, the location of the County and being part of Jacksonville MSA is a great asset. The population of the County has been increasing since 1950.

Fairgrounds:

The Clay County Fairgrounds is an important asset for the County. The Fairgrounds hosts multiple events and activities throughout the year. The most important event is the annual fair which County hosts in Spring. The annual fair has been quite successful and has the potential to grow. Also, County has an opportunity to monetize the parking facilities.

Events:

The total number of event days are important for long term financial sustainability and/ or growth. Apart from more number of days for the annual fair, County should explore other theme based events to utilize the fairgrounds more efficiently.

Some of the suggestions are as follows:

1. Renewable energy fair: Being close to Jacksonville provides a great opportunity which can work in County's favor. Solar panels installation in Florida has grown rapidly in last few years. However, still Florida lags behind more than 15 states which is going to change very soon. The future growth is going to be phenomenal given the plenty of sunshine Florida receives. Solar panel manufacturers and distributors would be willing to pay for space where they can showcase their products. Solar panel firms are a small part of renewable energy industry.
2. Transportation Innovation fair: Clay county fairgrounds can host a transportation innovation summit. California has been hosting some version of transportation innovation fair/ summit and Clay County can borrow few ideas from California. There are many transportation firms in Jacksonville and surrounding areas and Clay County fairgrounds can benefit from being close to 34th largest MSA in the country.
3. Agribusiness Fair: Clay County in particular and Florida is general are primarily agricultural regions. Agricultural business showcase would provide a great opportunity for farmers to get acquainted with latest innovations in the field and corporations would have an opportunity to market themselves.
4. EMS showcase: Clay County already has an EMS center and it makes business sense to incorporate an existing asset in future business strategies.

All of the above strategies keep innovation as the focal point. This gives County an opportunity to apply for various grants offered by State and Federal, private sector and civil societies.

Parking monetization based on the existing format of the county fair:

We also came up with a calculation to monetize parking based on the current demand. The following calculation is solely for the annual county fair. We have tried to be quite conservative in our calculations.

Based on the attendance numbers provided by the County, we have estimated following

paid car parking requirements. Clearly, Saturdays are the peak demand days.

Saturday – 2500 cars every Saturday - $(2500 \times 2 \text{ Saturday} = 5,000)$

Sunday – 2000 cars

7 days (excluding Saturdays and a Sunday) – 1000 cars per day $(1000 \times 7 = 7,000)$

Total number of paid spots for the entire fair duration – $5,000 + 2000 + 7,000 = 14,000$.

Cost of the premium or paid parking should not exceed \$10 as anything more than \$10 decreases demand for paid parking significantly.

The total parking revenue based on the above calculation would be \$140,000 $(14,000 \times 10)$. In our opinion, this is a very conservative estimate. A realistic estimate would be anything between (\$150,000 – \$250,000). However, this requires some fundamental changes in the existing model and an appetite for experimentations.

Limitations and Suggestions:

1. Parking orientation has to be changed from perpendicular parking to angle parking.
2. The county would need to provide short training to the volunteers.
3. A major marketing and communication push to attract new fairs/showcases/summits.
4. Plan for next 10 years clearly stating goals. Ideally, the County should plan for a new fair grounds in next 10 years.

PHASE III:

Master Plan Alternatives

Clay County Fairgrounds

1. Master Plan Definitions

Clay County Fairgrounds

Site Considerations

The current site established since the Fairground inception is conveniently located near the new 1st Coast Expressway exchange with SR 16. The size of the property managed for the fair purposes is adequate as compared with other regional fairgrounds. But the expected increase in intensity of offers, concentrated into the 10 days operations, as well as new innovative events and activities will demand a reorganization of the access and parking issues. The investment already existent in the site in terms of buildings and infrastructure is a gift to the future possibilities of the development of programs and activities in the grounds.

Creation of an enhanced identity

The CCF already possesses distinct activity markers, historically developed. The evolution from a mainly periodic Agricultural event towards enhanced entertainment options is a trend in progress. This happens not only in CC, but also across the other regional fairs. The Fairgrounds evolve to become Activity Parks, multiplying the use possibilities. In that sense, they mature as pleasant landscaped areas to be used year-round by different sectors of the enlarged community, with an emphasis on the outdoors, sports and entertainment, and a demonstration field for applied technology. Beyond the physical renewal of the fairgrounds towards its renovated identity, we have identified programmatic innovations compatible with the use of the existing and proposed building additions

Access

The proposed circulation scheme differentiates 2 entrances to the complex, a North and South gate. Due to the long lines observed during the Fair week, we propose the reconsideration of both entrances as previously identified in older CCF master plan drawings. The division of entrances allows visitors to enter and exit in a more homogeneous way, reducing waiting time and blockage of movement.

Parking

The proposed differentiation in parking categories will generate the possibility of monetization of sections of the parking areas into preferential sectors. We suggest the introduction of a signage system for parking identification by categories and sections for easy and fast retrieval of vehicles.

By introducing a drop off station close to the entry, we introduce the alternative of off campus remote parking in adjoining properties for the 12 or 33 - acre expansion possibility, with a no cost shuttle service.

We recommend monetize the parking alternatives to avoid congestion and facilitate access to designated parking areas.

Trees will play a significant role in the identification of the parking sections, and will provide shading in the itinerary between the parking and the entrance. Another option to shade the parking area is by the implementation of solar panels that will aid in the generation of energy for the site.

Landscape

Following the recommendations of the Landscape consultant (Page 111), we propose the creation of a unifying central landscape avenue that will add comfort and a distinctive identity to the grounds.

- The creation of a Central Agora Plaza and Meeting Point, as the pedestrian distribution point for the various sectors of the fairground. The Main Square will host a distinctive flowering /shadowing tree selection including Ficus and Jacarandas, assisted by tensile structures that will characterized the square as the heart of the site.
- The enrichment of the existing wooded area and overflow ponds as a natural feature of the site, and the creation of a boardwalk for eco system interpretation with the addition of picnic tables in shaded locations. The two retention ponds will be unified into one lake and upgraded with landscape features, picnic areas, trails, native landscape and water plants.
- The protection of the parking areas pedestrian collectors with shading trees.
- Tree barriers as delimitation of the western site edge uses of the EOS and RV park, and the Eastern edge of the site on Springbank road 315.

Evaluation of the existing buildings

We can divide the stock into five categories:

A) **IFAS buildings.** They are in appropriate general condition and will continue their current function serving the agricultural community.

B) **Old Florida Village.** It is a very attractive ensemble of small rural buildings that host unique displays during the Fair occurrence. As the chapel is used for other functions, it will be compatible to add in the vicinity a Conference/ Banquet hall with room for concessions that will allow the operation of social or trade events. The parking for this new venue can be provided by existing areas and supplemental areas.

C) **Agricultural exhibition and livestock buildings.** These are in good condition and will continue to operate with the current functions. The exhibition pavilions could be retrofitted into a new banquet event hall, as well as be enriched with an open air hardscaped display area on the new event lawn expansion.

D) **Arena.** This important building will continue to operate, as it constitutes a unique venue for equestrian demonstrations, agricultural and livestock events. Under the bleachers, there are restrooms, that can be tripled and become a provision for all the grounds and future event facilities located at the Old Stage site.

E) **Multiplicity of smaller lower construction quality pavilions.** These have been added over time, do not increase value to the fairgrounds and constitute impediments for the new image of the proposal. In fact, there is a serious lack of restrooms capacity, that can have fulfilled more organically. We propose the demolition over time of these multiple ancillary buildings, and their replacement in a more aggregated format.

Main activity development proposals

Balancing the existing assets as supporting platforms for economic and social development, the consulting team recommendations include the following activities expansion:

- 1) Maximize contracts with outdoor based sports that use the current facilities, expanding Scottish games, Equestrian Events, and sports events
- 2) New event lawn expansion in the Midway space allocation and its services, maintaining the time framework
- 3) Introduce Regional Sports and events accommodations on open air court sports tournaments
- 4) Develop Thematic fairs on Technical Innovation and Public services such as: Alternative Energy fair featuring Sun, Wind, and biogas commercial and scientific exhibitors. These can use the exhibition halls, the open-air exhibit area and the Conference venue.
- 5) Partner with the already on site EOS to host regional events on Emergency Operations, that will also include emergency housing and temporary buildings show.
- 6) Promote the availability of the Conference/banquet hall building for weddings and celebrations as well as professional retreat opportunities, graduations and trade shows.
- 7) Develop music Festivals, that will be associated with the Yearly Fair and other events, to be promoted in the open-air auditorium.

New buildings and common spaces interventions

- A) New event lawn expansion, 50% increase
- B) Renovated Central Avenue, with North and South access gates
- C) Central Meeting Landscaped Plaza - Main Square
- D) New Open Air Auditorium with capacity for 1200 spectators or 2500 spectators
- E) Additional services building, restroom and kitchen components
- F) Conference/banquet venue
- G) New Access roads and entrances
- H) Reconfigured circulation scheme
- I) Expanded and restructured parking lots
- J) Reconstructed wetland landscaped area
- K) Infrastructural networks upgrades

Phases for implementation

The various components of the proposal allow the division of the property into sections that can be implemented independently and will constitute a complete system for operation. Some of the components will be able to generate rent while others are part of the social contribution of the fairgrounds to the quality of life of North Florida, with intangible

benefits. These can be aggregated in associations, from the components:

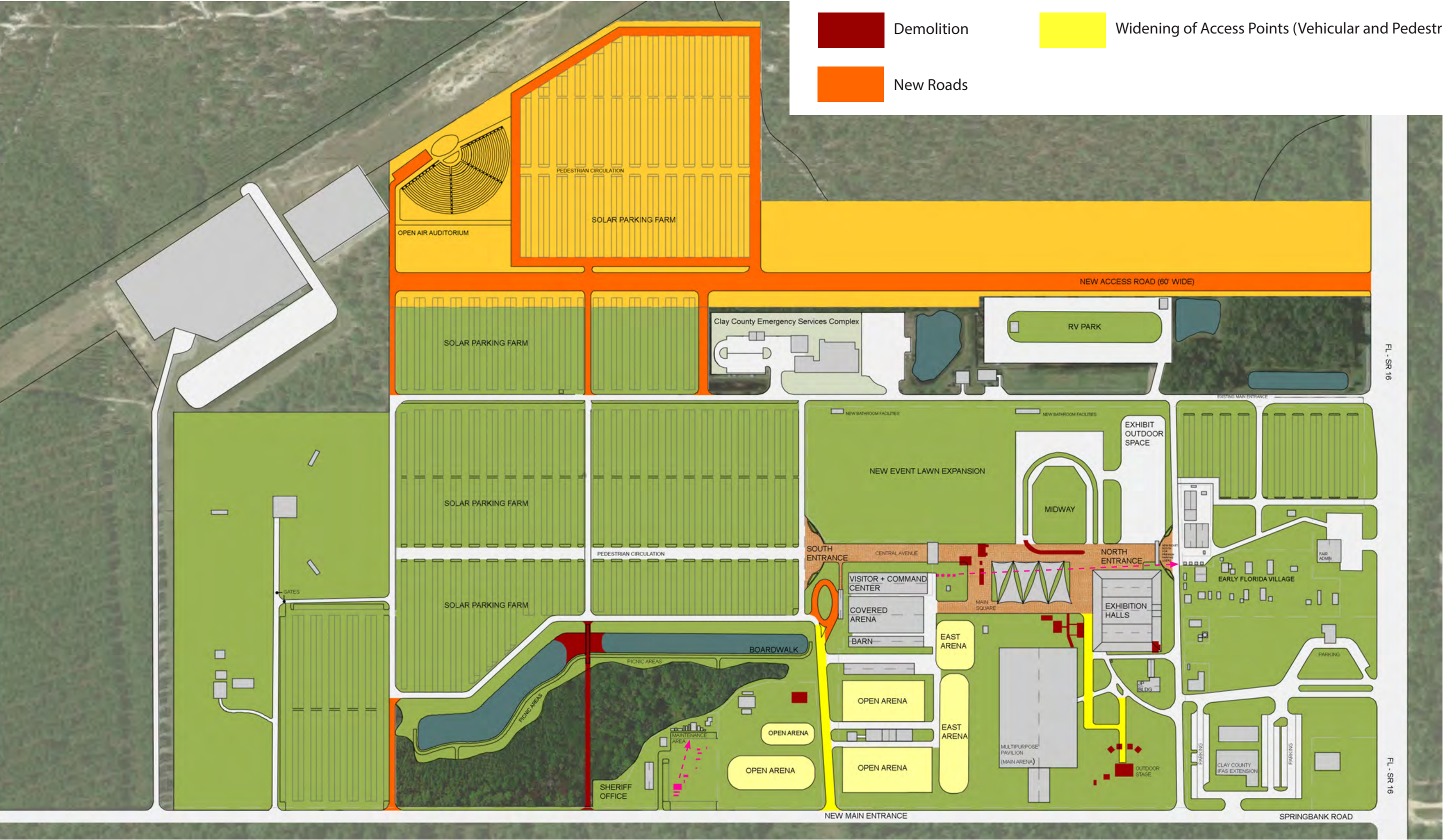
- Livestock and agricultural exhibits areas
- Equestrian grounds
- Arena
- Midway
- Amphitheater
- Exhibition Halls, internal and external areas
- Old Stage Area
- New Conference Hall and Old Florida village or Retrofitted Exhibit Halls
- Parking Solar Farm

The phases of implementation will secure the access modifications, the infrastructural networks, the landscape creation and the parking adaptation as the conditions for development. These will be tested in its operations from the onset of the new activities and secure operations, while allowing enhanced conditions attract new programs.

2. Physical and Temporary MP Components

Demolition / Relocation of Assets / New Access Roads

Relocation

New Acquisition of LandDemolitionNew Roads

3. Activity Mix Menu

Clay County Fairgrounds

Proposed Activities + Events

TRADITION + INNOVATION

- Bonfires
- Medieval Fairs
- Rural Innovations
- Living Farm
- Horse Circuit
 - Pony
 - Horse
- Identify Cultural Heritage
 - Latino Festival, etc.
- Car Shows
 - Karts
 - Monster Cars

PERFORMANCE

- Dance
- Concerts
- Musical Theater
- Festivals
- Film
- Acrobats

FOOD

- BBQ Contests
- Cooking Competitions
- Preserved Foods
- Jerky
- Traditional / Homemade

CRAFTS

- Wood-marking / Woodcarving
- HECHO ACA / MADE HERE

INNOVATION for RESILIENCY

- Satellites
- Telecommunications
- Web Page Platform + Social Media
- Renewable Energy Fair
- Disaster Respond / Relief Management Fair to be organized with OEM
 - Energy
 - Solar
 - Wind
 - River
- Water Management Display

ANTIQUE SHOWS

- Vintage Market Days

RETREAT ECO-LODGE

- Clewiston (Donwoody)
- Picnic Areas

ANIMALS

- Dog Shows
- Rodeo

The Master Plan elaborated on the expansion of existing activities and the introduction of new Fair themes and activities.

The total number of event days are important for long term financial sustainability and/ or growth. Apart from a larger number of days for the annual fair, the County should explore other theme based events to utilize the fairgrounds more efficiently.

Some of the suggestions are as follows:

1. Renewable and Alternative Energy Solutions Fair: Being close to Jacksonville provides a great opportunity which can work in County's favor. Solar panels installation in Florida has grown rapidly in last few years. However, still Florida lags behind more than 15 states which is going to change very soon. The future growth is going to be phenomenal given the plenty of sunshine Florida receives. Solar panel manufacturers and distributors would be willing to pay for space where they can showcase their products. Solar panel firms are a small part of renewable energy industry. The proposed Solar Parking Farm could work as an excellent display.

In addition, Clay County can develop a small prototype home in site to demonstrate how the autonomous home works. The University of Florida as an established partner of the county and private investors, could develop an prototype example of renewable energies applied on site.

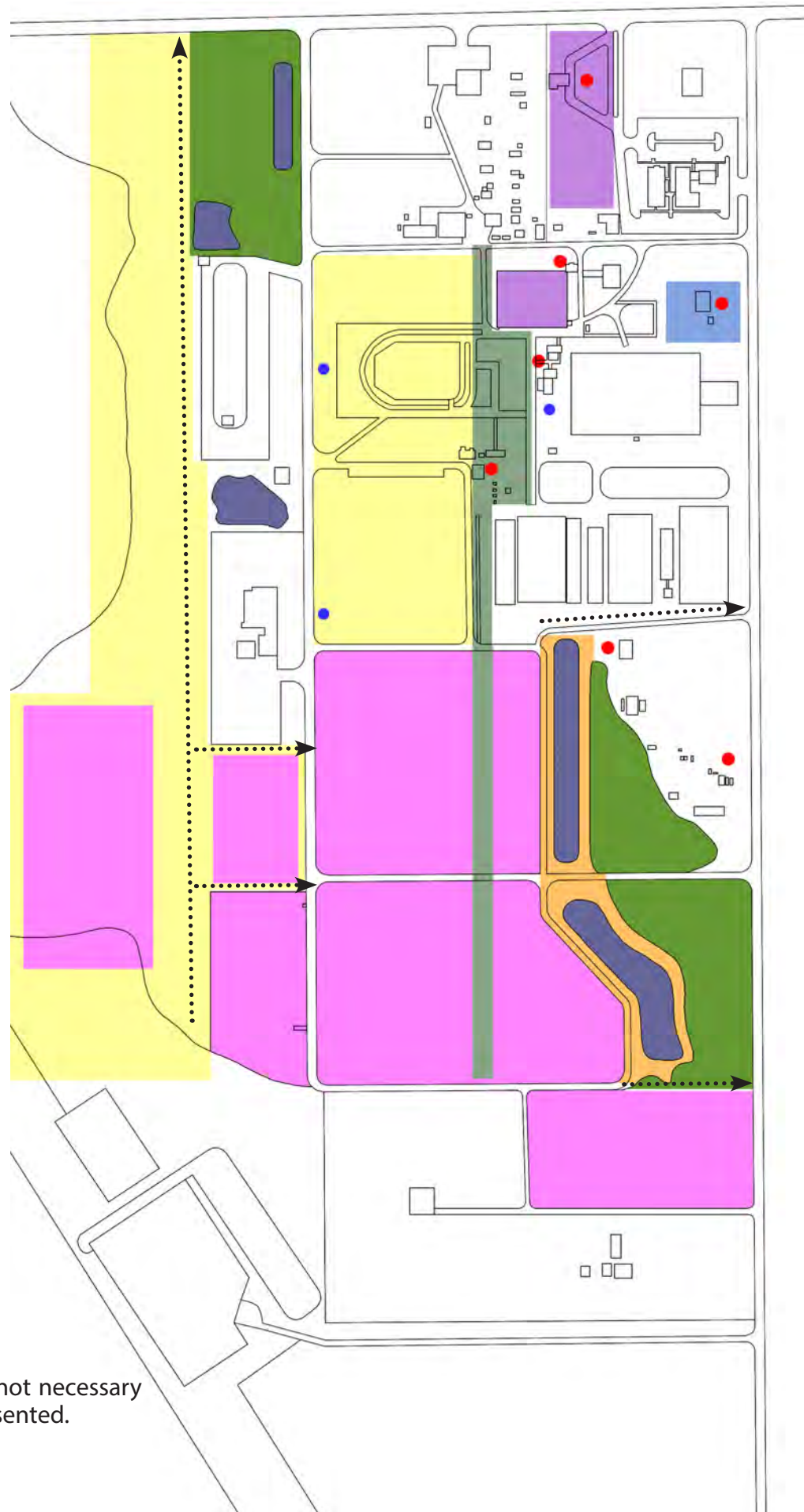
2. Transportation Innovation Fair: Clay county fairgrounds can host a transportation innovation summit. California has been hosting some version of transportation innovation fair/summit and Clay County can borrow few ideas from it. There are many transportation firms in Jacksonville and surrounding areas and Clay County fairgrounds can benefit from being close to 34th largest MSA in the country.

3. Agribusiness Fair: Clay County in particular and Florida in general, are primarily agricultural regions. Agricultural business showcase would provide a great opportunity for farmers to get acquainted with latest innovations in the field and corporations would have an opportunity to market themselves.

4. EMS Showcase: Clay County already has an EMS center and it makes business sense to incorporate an existing asset in future business strategies. Facing the recent natural disaster events in Florida, and emergency fair can educate the community to face such situations.

All of the above strategies keep innovation as the focal point. This gives the County an opportunity to apply for various grants offered by the State and Federal, private sector and civil societies.

The main concept behind the proposal of new activities and fairs is to attract all ages and interest groups year round, while establishing the CCF as the MUST VISIT destination of the region. We would like to see CCF as the new iconic site for future events and activities, that will engage the community in a daily base manner.



4. Expansion Phases

Clay County Fairgrounds

PHASE 1



Removal and Relocation of Existing Assets

PHASE 2



Development of New Central Avenue and Main Square

PHASE 3



Development of New Bathroom Facilities and Kitchen

PHASE 4



New Event Lawn Expansion, Land Acquisitions and Open Air Auditorium

PHASE 5



Development of Event Center / Banquet Hall

PHASE 6



Redevelopment of Wetland Areas and Retention Pond

PHASE 7



Development of New Outdoor Stage

PHASE 8



Development of Solar Parking Farm



Development of New Road

Phases are suggested and not necessary need to go in the order presented.

5. Infrastructural Proposal for Expansion

A Solar Parking Farm Proposal



Figure 74. Energy Awareness Month to Focus on Solar Power. Source: <https://www.nasa.gov/feature/energy-awareness-month-to-focus-on-solar-power>

The solar carport has been a very beneficial way of not only generating electricity but also protect the cars from the sun, rain and other weather occurrences. Even though the initial cost of the carport may be on the higher end it will pay off itself in an average of 10 - 15 years. Specifically for Clay County Fairgrounds the estimated parking sq. footage is approximately 20 acres, the cost will slightly vary according to the system selection, installation cost and the way it is financed. An estimated cost of the system lies around \$24M (taking into account the government incentives for solar powered systems), the payback period is expected to be 8.8 years, 20 years net savings \$20M. This could also increase the property value by 3%.

Although an expensive approach, the car port system can re define the vision of CCF, and project it as the new face of Fairgrounds, placing Clay County as the first and most innovative pioneer in the county. We must keep the agricultural settings and character of the Fair and the site, but it is also important to innovate and educate the community.

6. Case Study

Mickey Mouse Solar Array



Figure 75. Disney's new solar farm. Source: <http://www.orlandosentinel.com/business/brinkmann-on-business/os-disney-duke-solar-20160412-story.html>

Duke Energy Florida's latest big solar project is located in Orlando, Florida. A large, symbolic switch was proposed during a ceremony at Walt Disney World for a 22-acre solar array not far from Epcot Center. The project, seen from the air, is shaped into a large Mickey Mouse head. The array started generating power in early March 2016 and can produce up to 5 megawatts of electricity. That is enough energy to power about 820 homes.

Disney's Reedy Creek Improvement District entered into a 15-year agreement with Duke to buy power generated by the solar project, which Duke will operate.

"As a company that cares about the environment, we continually take steps of varying sizes to benefit the environment and protect the planet," said Angie Renner, environmental integration director for Walt Disney World Resort. "This new solar facility will help us in our efforts to conserve natural resources."

If you think the solar array is the largest hidden Mickey in existence, guess again.

As the Orlando Sentinel reports, the record is held by a 60-acre "Mickey Forest" in Clermont, east of U.S. 27, that sits in a burned-out orange grove. Disney finished planting seedlings in 1992 that grew into the familiar shape on land owned by the entertainment giant.

Source: <http://www.sun-sentinel.com/business/tourism/fl-disney-duke-solar-20160413-story.html#>

PHASE IV: Part A

Deliverables
Areas of Intervention

1. Concept Description

Clay County Fairgrounds

General Statements

According to the Research Project Master Plan Proposal for Clay County Fairgrounds future, the scope of work has been developed towards Strengthening, Expanding, Branding and Marketing the Paul E. Reinhold Agricultural fairgrounds located in Clay County Florida.

The developed strategies have addressed the four main objectives stated, in an integrated manner that none the less can be described according to the analytical distinction to clarify the correlation between the proposals and the desired outcomes.

Strengthening

A) In a classical SWOT (Strengths, Weaknesses, Opportunities and Threats analysis) The team analyzed the current strengths of the CCF, and formulated strategies to expand them, by understanding also the weaknesses identified. The CCF Strengths can be listed as:

- The existence of a great track of land situated in a rural area, that allows for the permanence of the traditional Rural Character of the Fairgrounds
- Its possibilities to accept growth, in the neighboring properties
- The possibility to expand into non-contiguous properties for certain services like remote parking
- Counting with an exceptional stock of buildings and infrastructure in good conditions, offering the opportunity for reuse or re-purpose for renovated menu of activities
- Served by roads that though offering a limited current capacity could be adapted for more efficient use in the access to the Fairgrounds at peak times
- A history of success and reputation of excellence in the region, for the annual events

B) Regarding the detected weaknesses, we identified the following aspects:

- The lack of attractive landscape in the grounds, specially the lack of shaded areas, that would allow to host community activities in a naturally acclimatized environment
- Insufficient vehicle access management for the visitors at peak times, creating road blockages and delays
- Insufficient revenue, due to a restricted time use of the facilities, concentrated in restricted time intervals along the year.

C) Considering the Opportunities, the Fairground possesses, we can identify:

- An expanding market due to the projected increase in population for the County and surrounding Counties
- The increased accessibility due to the future completion of the 1st Coast Expressway, that

will have an exchange at mere two miles from the fairgrounds.

- The possibility of reuse of the existing buildings and grounds for livestock activities, such as equestrian, that already have a presence in the grounds that can be expanded
- The opportunity of expanding the businesses associated with the County Fairgrounds, that can benefit the County and increase economic value to the enterprise
- The introduction of new activities and innovation sectors to the region, that are not being presented in regional neighboring Fairgrounds.
- Increased perceived need to counteract digital dependence in the younger population with real physical life experiences
- The presence on site of the County Emergency Management Operations headquarters

D) and regarding Threats to the proposals, we can signal:

- Changing weather patterns, that can impact the use of the outdoors for families and elderly populations
- Increasing importance of digital information as the primary source of entertainment

Expanding

The study explores the expansion possibilities of the Fairgrounds. This expansion can be considered in four realms:

- **Physical expansion**, it is to say, to increase the land under the County Management through the acquisition of neighboring parcels, the seasonal renting of neighboring land for parking or operational needs, or the complete displacement of the Fairgrounds to a bigger parcel.
- **Expanding the capacity of the operations** through adjustments in time use of the facilities, better access management, and redistribution of land use.
- **Increasing the potential use of the existing facilities** in time allocations and scope.
- **Expanding the offering** by introducing new facilities such as an event pavilion, or an open-air auditorium

Branding

The CCF already possesses an established reputation, in a region encompassing the neighboring Counties, due to the caliber of its Midway offerings, as well as the Old Florida section. The livestock show is the most important and active in the region. These characteristics have to be expanded in the branding of the venue. But the Master Plan seeks also to identify unique branding opportunities that include the innovative trends in urban, suburban and rural environments that need exterior spaces to be demonstrated, and this should revolve around the themes of Resiliency, Sustainability, Alternative Energy Generation, Disaster Recovery, Disaster Prevention and Mitigation.

The CCF can become an alternative educational component expanding its role to serve as experimental grounds for regional educational facilities. Similarly, the CCF can become a sports

and entertainment venue for all ages beyond the classic Midway Fair.

Marketing

The Master Plan regards Marketing as a very effective investment, with rapidly visible results that can start operating on an expanded scale as the project gets into implementation stages. Given the multiplicity of constituencies to be reached, from the public to the private, and from local to regional realms, a serious professional service should be retained as necessary for the success of the whole renewed Fairgrounds.

Guiding Principles

The seven explicit guiding principles for the development of the Master Plan established by the integrated Master plan team in the initial stages of this Research, have been rigorously developed towards achieving a coherent, comprehensive, innovative and promising proposal. Though they are interrelated and interdependent, we can highlight some of the goals that were pursued and achieved in the proposal.

1. Develop a Plan for the future that can guide present day investments and upgrades, particularly in funded infrastructure

The proposed Master Plan strives to maximize and level the existing investments and infrastructure. The plan for the future includes territorial expansion, for parking and the new open air auditorium. The existing infrastructure needs updating and upgrading but the optimal expanded use will be in temporal terms and not in daily capacity. Vacant weekends, and week long events as well as changes in the economic management will support the revenue expansion, maintaining the scale of the operations and the required infrastructure needs. The plan incorporates two new venues, an open-air auditorium and an event pavilion, that can be operated in dissonance with the main Midway fair, sharing infrastructural and parking resources. Its operation in consonance will require expanded needs on water provision, energy availability, and parking capacity. The Master Plan offers alternatives in vehicular access and parking capacity expansions. An important investment for its significance is the construction of a formal pedestrian Central Avenue, that will unify all the proposal, provide adequate pedestrian surfaces for a year-round use, provide shade and rest areas to serve all the different components and be the Symbolic Heart of the whole area.

2. Creating a “place to visit” for children and families year round

The Master Plan proposes a diversification of uses that will appeal to different interest groups, from children, with playground areas, sports courts for adolescents and high schoolers, young adults through concert venue (an excellent location because its isolation and its parking facilities), natural areas for controlled exploration by humanizing the existing swamp forest and expanding the water retention ponds as landscaped features. For the senior generation, we intro-

duce prime parking close to the events, linked through accessible for all and shaded pathways.

With the contribution of the proposed Event Center, adjacent to the Old Florida Village, the CCF can accompany the most important celebrations of society, weddings, anniversaries, graduations, proms, as well as host professional events, becoming a coveted country setting for maintaining traditions and introducing innovation. A Place for "Life to happen".

3. Promoting innovation as a lead theme through research-based planning, productive landscapes, innovative projects and programs

The world is evolving at high speed, and we understand the opportunity of an open ended, malleable place as the CCF as to host and showcase the innovative sectors that require actual physical space demonstrations, dissemination and marketing in the Building, Energy, Transportation and Water management sectors, as well as growing needs in Disaster Prevention, Mitigation and Recovery. Attending to these needs, that manifest themselves as "Content", the Master plan provides the malleable "Container" to host them. The Container components can be assembled in demonstrated multiple configurations with internal and external spaces to host a multiplicity of Innovative Fair demonstrations of the various technologies. The configurations are illustrated as alternatives of use in the Master Plan.

In this sense, Marketing efforts and public-private partnerships must promote this possibility of positively and steadily creating the Branding of the venue for these events. The Operative office in Disaster Management presence in the site can play a leading role in developing the North Florida expertise in association with FEMA and State partners.

4. Develop a plan to develop a beautiful landscaped park as a background for the activities

The current internal site conditions identify a western forested swamp area, and a frontage to SR 16 old growth trees as the only tall vegetated areas. The character of the surrounding external neighboring areas is dominated by native forested areas and agriculturally managed open fields. In conjunction with our Landscape Architecture consultant, the guidelines for transforming the current limited provision of vegetation and the requirements of parking and pedestrian circulation has resulted in a proposal that develops a perimeter provision of tall trees, with the creation of a central forested spine that links the Central avenue to the parking grass lots to the south providing shade and reference to the pedestrian circulation. The accent in the Central Plaza with colorful flowering species and tensile structures, in additions to the transformation of the swamp area as a demonstration habitat, with the naturalized retention ponds and the provision of an interpretation boardwalk and resting areas in the shaded wood area, will characterize it as a enhanced conservation area.

5. Facilitate access and permanence by all transportation modes

The Master Plan reorganizes the traffic access to the CCF by rationalizing and diversifying entrance and exit by different sections. Using digital and web access technologies, the park entrance, permanence and exit systems can be optimized to enhance efficiency with the current physical provision and monetize some permanence sectors. Seasonal Remote parking and trolley transportation are given specific operational locations. Staff and Volunteers parking are relocated. Through this new management scheme, the Plan achieves with the minimum of new resources, and increased efficiency in the operations and an increased permanence capacity during Peak Times, corresponding to the new event lawn expansion capacity area.

6. Promote and market Sustainability through alternative energy generation, shading promotion and climate resilience

This goal is achieved in the Master Plan in two stages. As an immediate goal, introducing shading to the public areas and allowing the public to experience directly the difference in cooling required by shaded buildings and paving surfaces, and by the choice of adequate nonabsorbent and non-radiating external floor materials recommended. The prediction for higher temperatures in Florida finds the first line of defense in avoiding solar exposure in the built realm. We propose that these aspects be introduced in the programming of the permanent or temporary selection of exhibits, addressing resiliency education.

Wind generation is not a demonstrable option at a generalizable scale, but solar energy is very promising for Florida. It is a possibility to create solar arrays that will occupy the parking lots in the future, generating the needed energy for the CCF complex. The promotion of demonstration equipment for solar energy generation can be introduced at various scales through a solar farm, on a permanent basis or a periodic Solar Fair.

7. Increase profitability of the operations through public private partnerships and direct public operations.

This goal was addressed by the economic consultant and resulted in the expansion of proposed activities, creation of new ones, and the monetization of existing established patterns. The multiple and gradual approach to increase revenue is the suggested course of action for a traditional venue that thrives in its solid reputation. Introducing activities for all ages, expanding the popular activities to new dates, adding information technologies to the operations could bring short and medium-term results for increasing the profitability of the whole Clay county Fairgrounds operation.

2. Renderings: South Main Entrance



Retrofitted Exhibit Hall - North Entrance



Banquet Hall / Event Pavilion



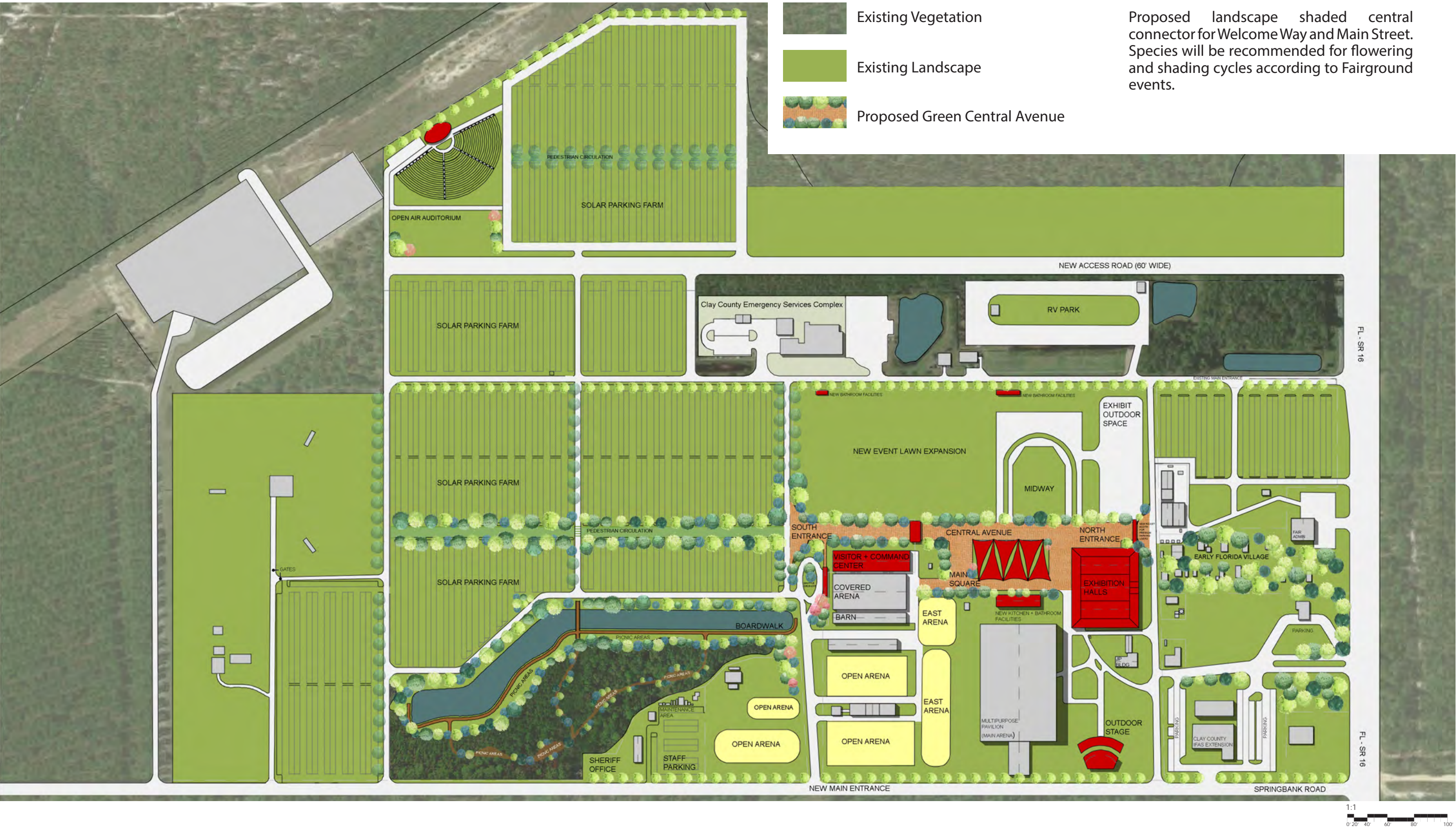
Open-air Auditorium



3. Master Plan Proposal

Creation of a Landscape Spine

Option E 33-acre Expansion + Retrofitted Exhibit Hall

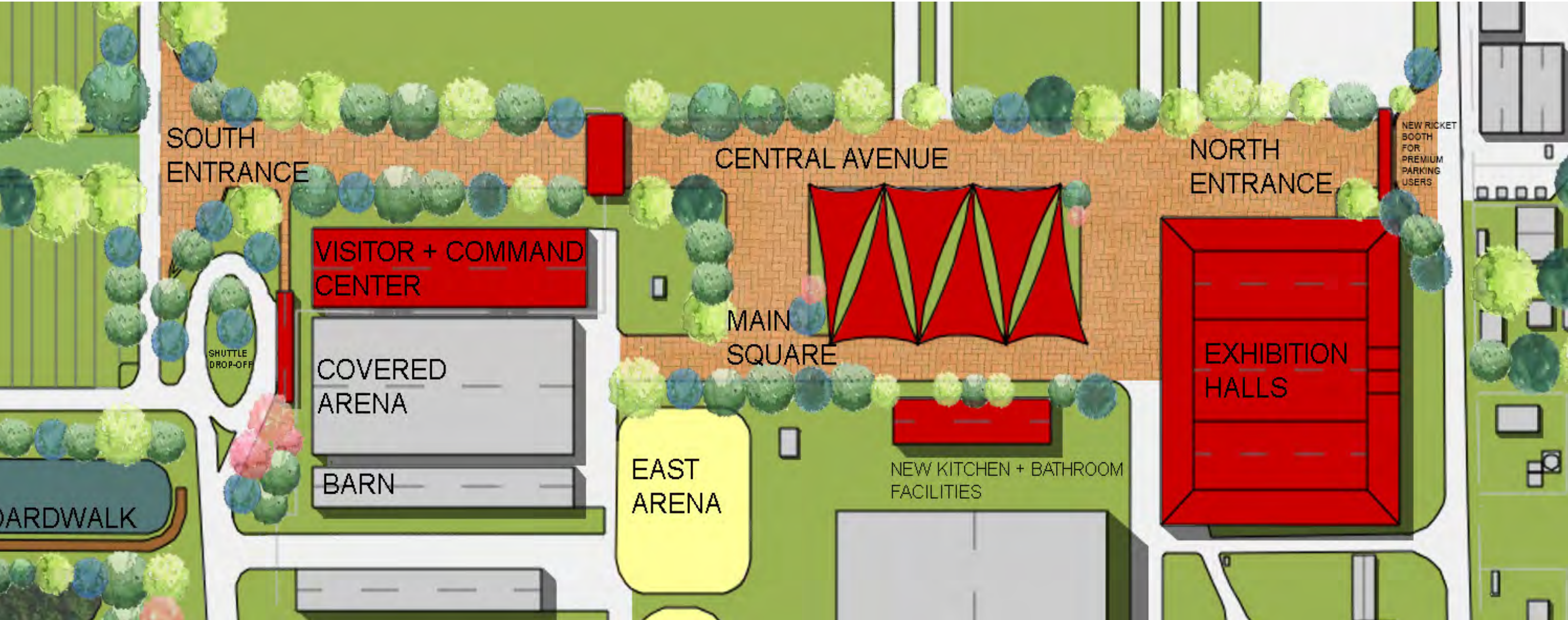


PHASE IV: Part B

Detailed Areas of Intervention

Clay County Fairgrounds

1. Central Ave New Main Square Identity



The proposed Main Square to be named will act as a gathering place where people can meet. Tensile structures and various landscape designs can be accommodated to create the new heart of the fair. It is an excellent opportunity for branding.

1.1 Examples for Main Square



Figure 76. Tiel Water Square. Source: <http://worldlandscapearchitect.com/water-square-tiel-opens/#.W3GlrhKhPY>



Figure 77. 2015 Lakefront Gateway Plaza National Design Competition. Source: <https://urbanmilwaukee.com>

Water Squares and Plazas can help manage storm-water and improve the environment. The new Main Square will be the new driver and hinge that will connect the entire site into a common meeting point where sanitary facilities will be located, areas for rest, shaded areas for seating and eating, as well as entertainment and landscape features that will embellish the new heart. The images presented provide a vision of how the new heart could take shape.



Figure 78. Northern Plaza, Monash University Clayton. Source: <http://www.landezine.com>

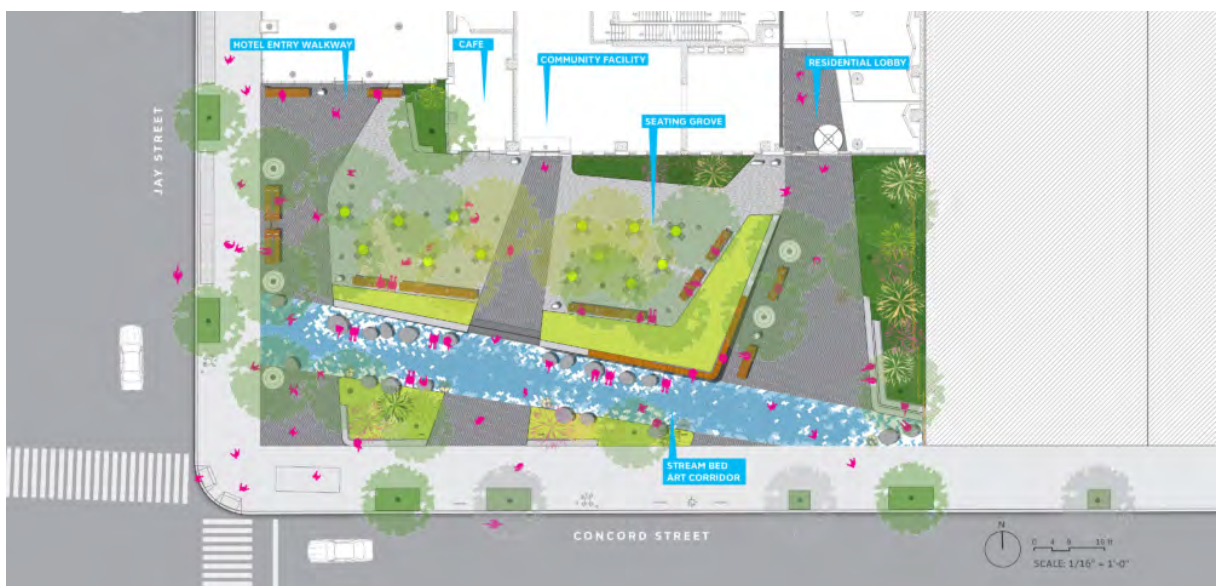


Figure 79. Jay Street Urban Plaza. Source: <https://www.scapestudio.com/projects/jay-street-urban-plaza/>

1.2 Examples of Tensile Structures

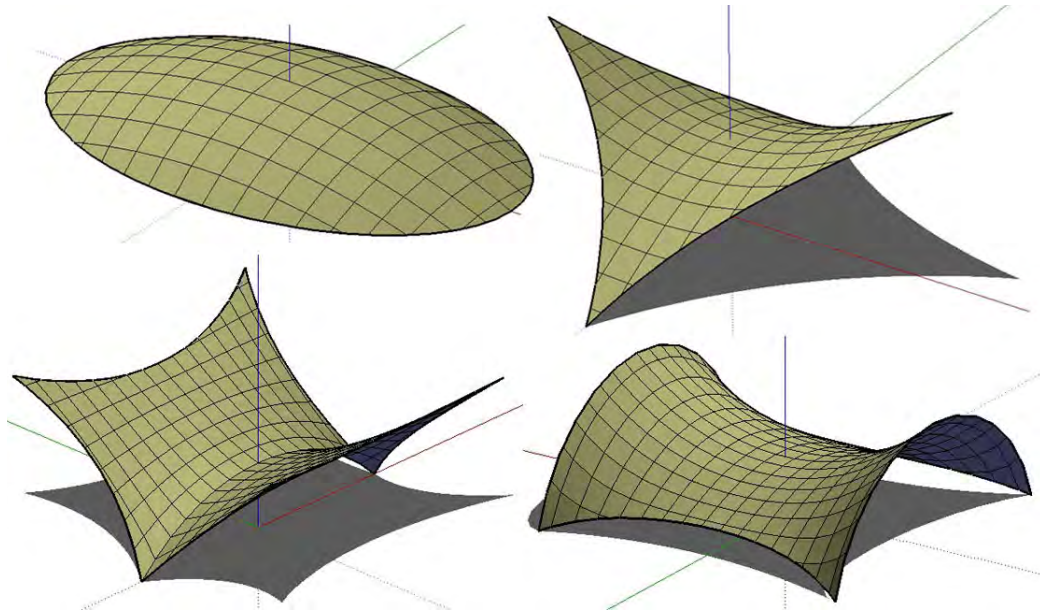
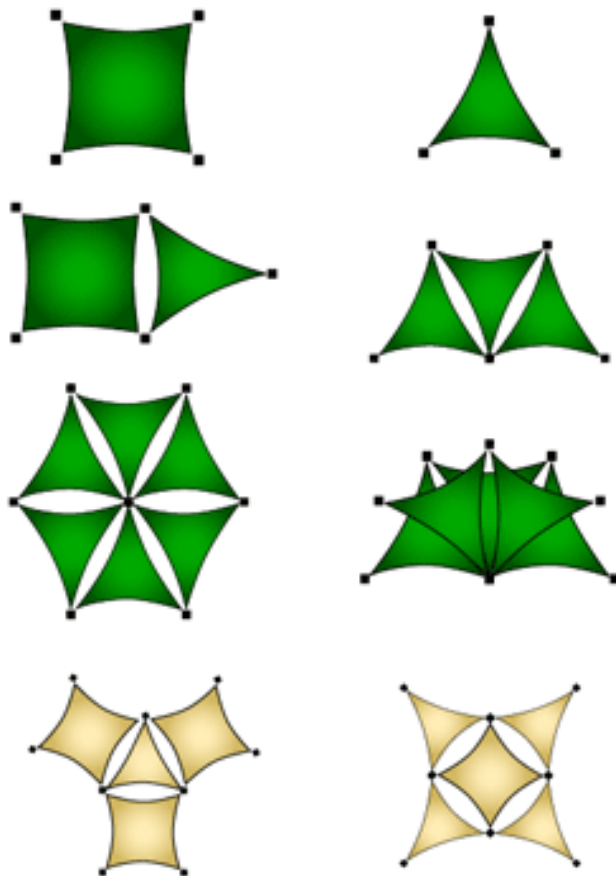


Figure 80. Tensile Configurations. Source: <http://tensilestructure-uae.blogspot.com/2013/01/>



Tensile Structures vary from other forms of building materials. The material is qualitative to ensure for the long working life and premium strength. Their light weight and versatility in shape and structure provides a unique range of dynamic and exciting three dimensional options. The group of products is available in the markets at negotiable prices. These are applicable in outdoor places like gardens, parks, restaurants, hotels and other public places. Fabric architecture covers not only complex tensioned membrane structures through fabric engineering but also beautiful and unique fabric sculptures and shade structures.

Advantages of Tensile Structure:

- During the day filtered lights permit the bright air
- Dust and dirt not settle easily
- The temperature within the structures also reduced due to reflecting & the material against the sun's UV rays

Figure 81. Tensile Structure Various Configurations. Source: <http://www.coverupshadesails.com.au/Design.html>

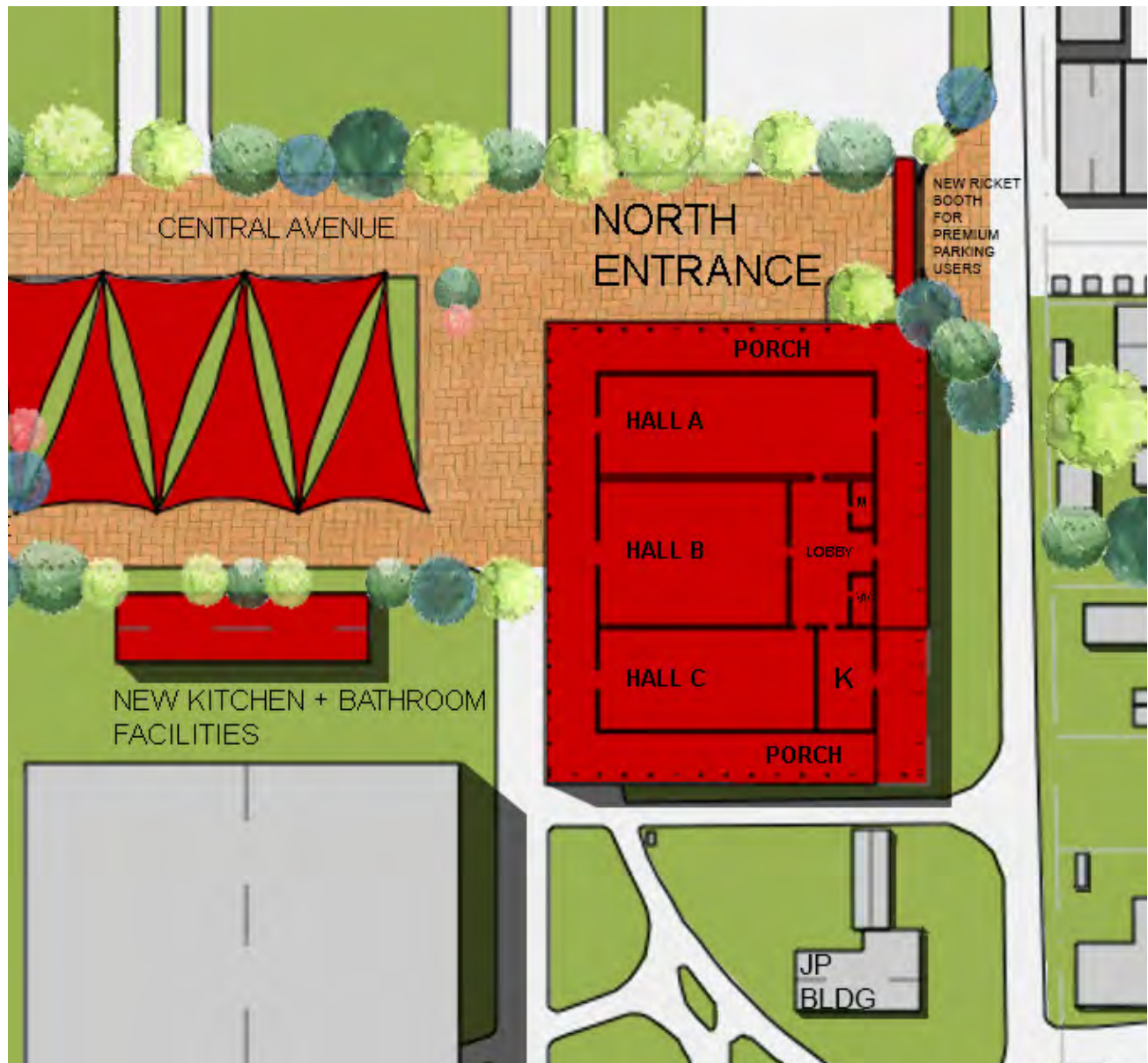


Figure 82. Tensile Structure Example. Source: <https://ltwsas.wordpress.com/tag/shade-sails/>



Figure 83. Hypar Structures Series. Source: <http://www.downerint.com/service/tensile-canopy-structures-2/>

2. Retrofitted Exhibit Hall New Floor Plan Configuration



The existing Exhibition Halls could be rearranged to accommodate a lobby space with bathroom facilities and a commercial kitchen as an alternative for the new Banquet Hall / Event Pavilion designated for conferences, receptions, weddings and various events. A surrounding porch with aid aesthetically in the new identity of the retrofitted hall, providing shade and gathering spaces along the sides. Widening of the existing south walkway will allow to expand the covered porch around and provide additional space for pedestrian circulation.

2.1 Exhibition Hall Examples



Figure 84 - 87. Red Barn Examples. Source: <http://www.thebigredbarn.org/>

The existing Exhibition Hall Buildings 1, 2 and 3 have the potential to be retrofitted into a big event center for weddings, shows and conferences by the application of some agricultural characteristics from Old Florida General Stores and Barns that will bring back the charm of the Agricultural theme.

3. Retrofitted Barn

New Visitor + Command Center

New Floor Plan Configuration



A new visitor and command center could assist with the long lines at the entrances, providing ticket booths, bathroom facilities, a center for the Sheriff, gift shops, galleries and a cafeteria. The Charleston and the Wild Turkey Bourbon Visitor Centers are a great example of how to rehabilitate an existing structure, which can also be re utilized for small parties and event venues.

3.1 Retrofitted Barn Examples

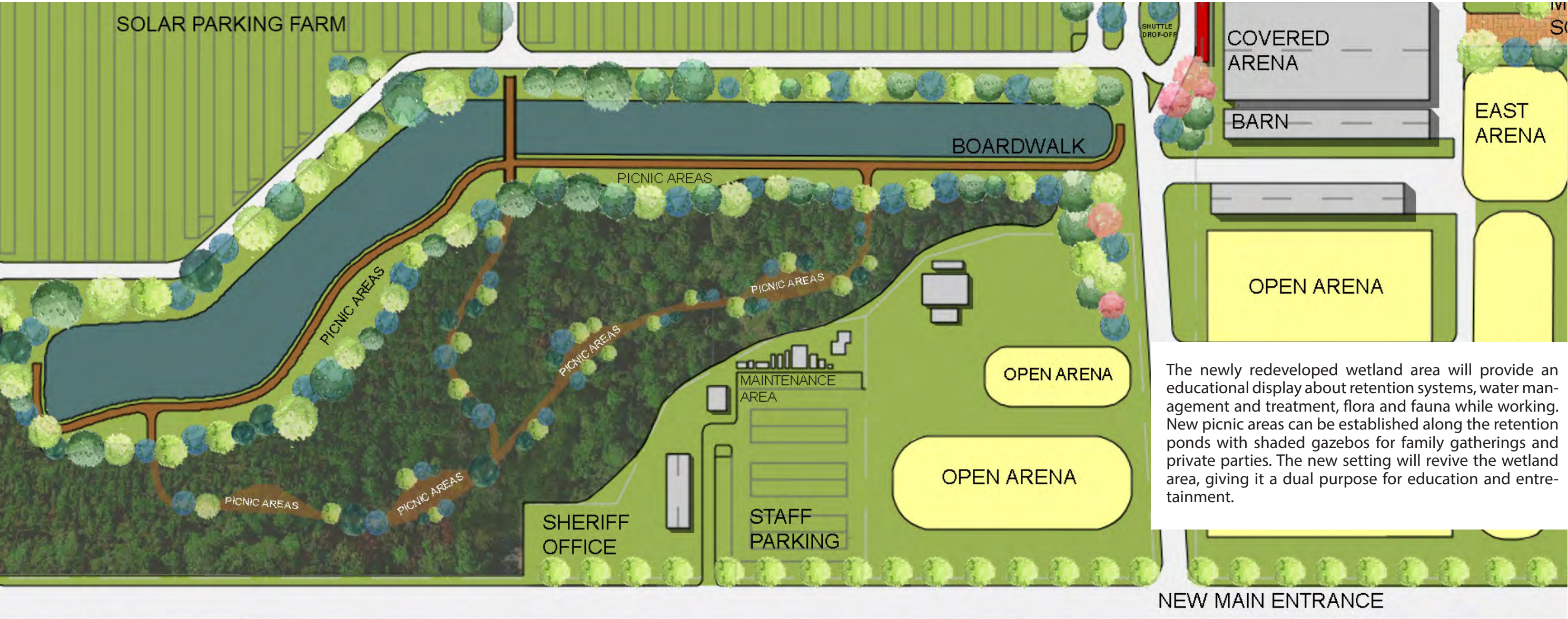


Figure 88 - 89. Charleston Visitor Center. Source: Google Maps



Figure 90 - 91. Wild Turkey Bourbon Visitor Center. Source: https://www.architectmagazine.com/awards/annual-design-review/wild-turkey-bourbon-visitor-center_o

4. Wetland Area Creation of an Educational Landscape



The newly redeveloped wetland area will provide an educational display about retention systems, water management and treatment, flora and fauna while working. New picnic areas can be established along the retention ponds with shaded gazebos for family gatherings and private parties. The new setting will revive the wetland area, giving it a dual purpose for education and entertainment.



Figure 92. Hammond Pond “Access Enhancements” Proposal. Source: <http://www.newtonconservators.org/hammondproposal.htm>



Figure 93. Alewife Reservation Boardwalk. Source: http://www.waymarking.com/waymarks/WM-KYFF_Alewife_Reservation_Boardwalk_Cambridge_MA



Figure 94. Picnic Shelter. Source: <http://www.vhparkdistrict.org/picnic-shelters/>



Figure 95. Big Santa Anita. Source: <http://santaanitacanyon.com/locations/chantry-flat/>

5. Open Air Auditorium Music Festival / Concert Venue



The open air auditorium will provide a great setting for Summer and Winter concerts throughout the year.



Figure 96. Crown Valley Park Amphitheater. Source: <https://www.tix.com/event.aspx?event-code=976290>



Figure 97. Miller Park Outside. Source: <http://ceramictiles.info/miller-park-outside.html>



Figure 98. Coral Sky Amphitheater. Source: <https://www.livenation.com/venues/14475/coral-sky-amphitheatre-at-the-s-florida-fairgrounds>

PHASE IV: Part C

Land Use Grouping

Clay County Fairgrounds

Master Plan Proposal

Land Use Grouping of Activities + Events

Retrofitted Exhibitions Halls + Outdoor Exhibit Space

■ ■ ■ ■ Area of Use



■ ■ ■ ■ Area of Use

Retrofitted Exhibition Halls + Early Florida Village



■ ■ ■ ■ Area of Use

New Event Lawn Expansion



■ ■ ■ ■ Area of Use

Expanded Equestrian



■ ■ ■ ■ Area of Use

Open Air Amphitheater



PHASE IV: Part D

Infrastructural Requirements

Clay County Fairgrounds

The re location of existing and new fenced areas will allow a better control of the pedestrian flow.

Infrastructural Requirements

Proposed Fencing + Boundaries

Proposed New Fencing and Fair Boundary



Infrastructural Requirements

Proposed Parking Distribution



Infrastructural Requirements

Proposed Parking Distribution

- ■ ■ ■ ■ Proposed + Existing FREE Parking
- ■ ■ ■ ■ Proposed Staff Parking
- ■ ■ ■ ■ Proposed Premium + Preferential Parking

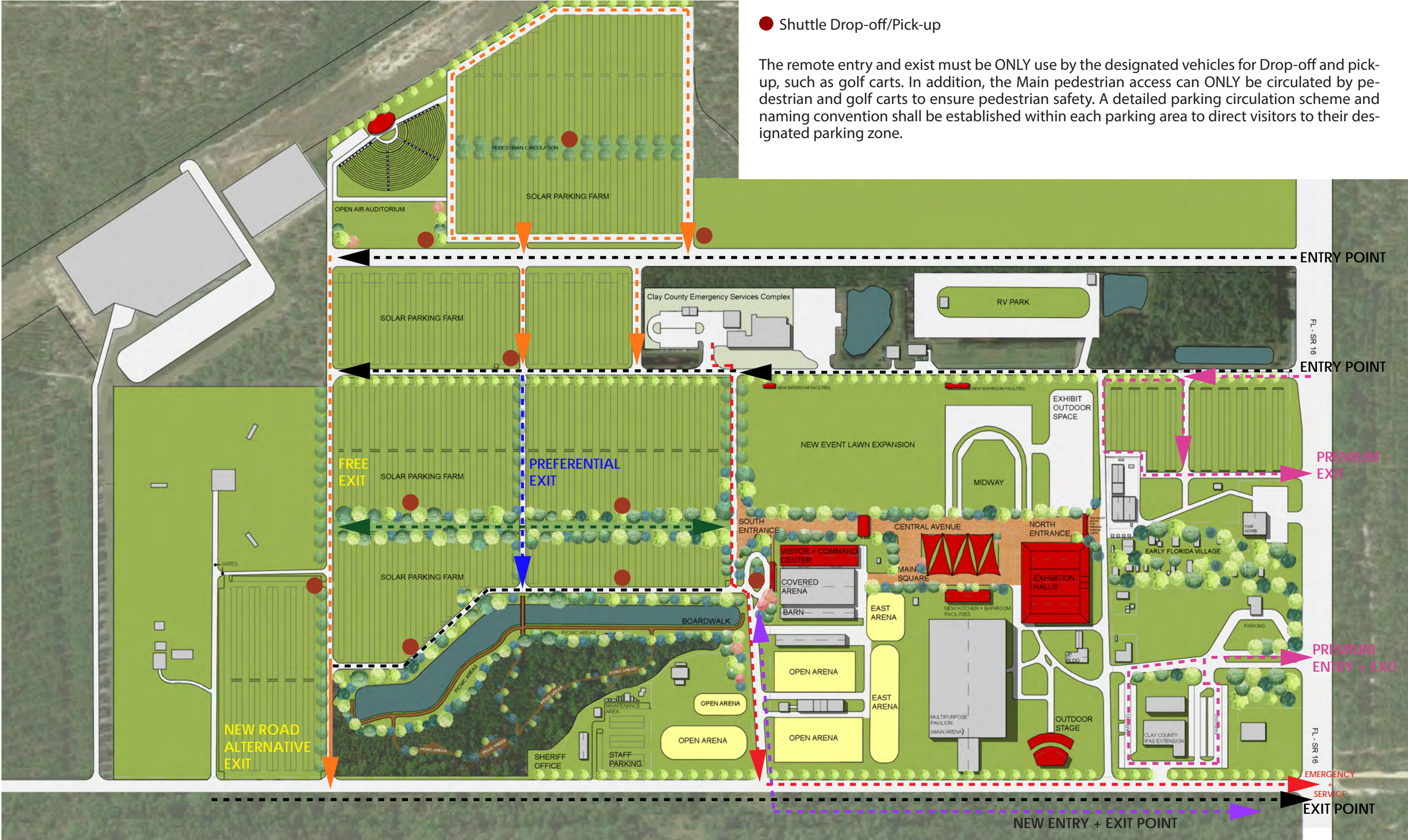
Expansion of the existing Midway will reduce parking space, that will be replaced by new designated parking areas. Overflow parking could be located on rented plots with a shuttle system for visitors.

Premium parking @ \$10 will provide a minimum of \$20,000 per day.

1. Parking orientation has to be changed from angular parking to perpendicular parking.
2. Street for parking shall be kept at a maximum of 24' wide.
3. Signage and Lot naming should be incorporated for better identification of parking spots.
4. Drop off/pick up areas shall be identified.
5. The county would need to provide short training to the volunteers.
6. CCF needs a major marketing and communication push to attract new fairs/showcases/summits.

Infrastructural Requirement

Proposed Traffic Scheme



PHASE IV: Part E

Additional Master Plan Options

Clay County Fairgrounds

Master Plan Proposal Creation of a Landscape Spine

Option A Expanded Midway + New Banquet Hall





Master Plan Proposal

Creation of a Landscape Spine

Option C

12-acre Expansion + Retrofitted Exhibit Hall



Master Plan Proposal Creation of a Landscape Spine

Option D 33-acre Expansion + New Banquet Hall



CCF Cost Estimate Budget

GREEN SPINE and ADJACENT GREEN AREAS (Estimated number of trees)	SQ. FT	\$/SQ FT	Est. 1	Est. 2	Est. 3	Est. 4	SOURCE
Small (maximum estimated price)	210 (trees)	\$250.00	\$52,500.00	\$52,500.00	\$52,500.00	\$52,500.00	https://www.costowl.com/home-improvement/landscaping-contractors.html
Large (maximum estimated price)	100 (trees)	\$500.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	https://www.costowl.com/home-improvement/landscaping-contractors.html
SUB-TOTAL			\$102,500.00	\$102,500.00	\$102,500.00	\$102,500.00	
CENTRAL AVENUE (Pedestrian)	132,000.00						
Clay Brick Pavers (Cost estimate from \$300-700 for 56 sq ft palette (average \$500))		\$8.92	\$1,177,440.00	\$1,177,440.00	\$1,177,440.00	\$1,177,440.00	https://www.homeadvisor.com/cost/outdoor-living/install-a-brick-paver-patio/#mistake
equipment (Cost estimate from \$12-22 (average \$17))		\$17.00	\$2,244,000.00	\$2,244,000.00	\$2,244,000.00	\$2,244,000.00	https://www.homeadvisor.com/cost/outdoor-living/install-a-brick-paver-patio/#mistake
Landscaping (Cost estimated from \$12-20 (average \$16))		\$16.00	\$2,112,000.00	\$2,112,000.00	\$2,112,000.00	\$2,112,000.00	https://www.costowl.com/home-improvement/landscaping-contractors.html
Tress (Cost estimate for large tree \$250-500 (average \$375))	50 (trees)	\$375.00	\$18,750.00	\$18,750.00	\$18,750.00	\$18,750.00	https://www.costowl.com/home-improvement/landscaping-contractors.html
SUB-TOTAL			\$5,552,190.00	\$5,552,190.00	\$5,552,190.00	\$5,552,190.00	
MAIN SQUARE / PLAZA	33,000.00						
Tensile (Vinyl Coated Polyester (PVC) \$25-100) The above price is to design, engineer, fabricate and install. It does not include foundations. Shape Factor							https://www.fabricarchitect.com/faq.html https://www.tensionstructures.com/faqs/
Grass		\$0.50	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	https://www.costowl.com/home-improvement/landscaping-contractors.html
SUB-TOTAL			\$2,594,625.00	\$2,594,625.00	\$2,594,625.00	\$2,594,625.00	
RETROFIT EXISTING EXHIBITION HALL	34,000.00						
Screened Porch with wood decking	13,000.00	\$4.48	\$58,240.00				https://www.improvenet.com/r/costs-and-prices/screened-porch-price/#TypesofScreenInPorches
Metal Awning: 18" wide x 10' deep; decorative aluminum patio cover		\$10.38		\$134,940.00	\$134,940.00		https://howmuch.net/costs/awning-metal-install https://www.trex.com/products/deck-cost-landing/productcalculator/?cclid=C0KCQIW6XaBBD3ARISAD9n9AtbCk-
Porch Wood Decking (No railing, wood substructure)		\$11.68		\$151,840.00			https://www.homeadvisor.com/cost/outdoor-living/install-a-brick-paver-patio/#mistake
Clay Brick Pavers (Cost estimate from \$300-700 for 56 sq ft palette (average \$500))		\$8.92			\$115,960.00		https://www.homeadvisor.com/cost/outdoor-living/install-a-brick-paver-patio/#mistake
Crushed gravel, landscaping fabric and tamping equipment (Cost estimate from \$12-22 (average \$16))		\$17.00			\$221,000.00		https://www.homeadvisor.com/cost/outdoor-living/install-a-brick-paver-patio/#mistake
Bathroom Facilities	800.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00		
Kitchen (Cost estimated from \$200-220)	2,000.00	\$220.00	\$440,000.00	\$440,000.00	\$440,000.00		https://cesdfw.com/small-commercial-kitchen/
Aesthetics (Paint, etc)	10,000.00	\$5.00	\$50,000.00	\$50,000.00	\$50,000.00		https://www.homenewse.com/services/cost_to_paint_rooms.html
Landscaping (Cost estimated from \$12-20 (average \$16))	1,000.00	\$16.00	\$16,000.00	\$16,000.00	\$16,000.00		https://www.homeadvisor.com/cost/decks-and-porches/
SUB-TOTAL			\$714,240.00	\$942,780.00	\$1,127,900.00		
			Additional fees may be incurred due to interior retrofit such as ceiling, AC, flooring and paint.				
NEW BANQUET HALL							
New Construction	20,000.00	\$150.00					https://smallbusiness.chron.com/start-own-banquet-hall-13129.html
OPEN AIR AMPHITHEATER (Small)	30,000.00	\$473,000.00					
Case Study: White Oak Amphitheater, NC							
OPEN AIR AMPHITHEATER (Big)	60,000.00	\$946,000.00	\$946,000.00	\$946,000.00	\$946,000.00	\$946,000.00	https://www.greensboro.com/news/political/amphitheater-construction-overrun-reaches/article_598c63e9-62e1-5bba-9fac-d312870838a.html
Case Study: White Oak Amphitheater, NC							

Annex A

Tentative Budget

PARKING and ROADS									
New Roads									
New Exit Road		7,700.00	\$4.00	\$30,800.00	\$30,800.00	\$30,800.00	\$30,800.00	\$30,800.00	https://www.homeadvisor.com/cost/outdoor-living/install-asphalt-paving/
Widen New Main Entrance		6,700.00	\$4.00	\$26,800.00	\$26,800.00	\$26,800.00	\$26,800.00	\$26,800.00	
New Access Road		235,000.00	\$4.00	\$940,000.00	\$940,000.00	\$940,000.00	\$940,000.00	\$940,000.00	
New Grass Parking (cut, fill, leveling and grading)		1,100,000.00	\$5.00	\$5,500,000.00	\$5,500,000.00	\$5,500,000.00	\$5,500,000.00	\$5,500,000.00	
SUB-TOTAL				\$6,497,600.00	\$6,497,600.00	\$6,497,600.00	\$6,497,600.00	\$6,497,600.00	
BATHROOMS									
Bathroom Facilities (cost estimate \$150,000 each)		2	\$150,000.00	\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00	Refer to Case Study.
WETLAND AREA									
Boardwalk (Cost estimate from \$65-95/SF (average \$80))		40,400.00	\$80.00	\$3,232,000.00	\$3,232,000.00	\$3,232,000.00	\$3,232,000.00	\$3,232,000.00	https://www.permatrak.com/news-events/bid/97419/boardwalk-construction-estimates-how-much-does-a-boardwalk-cost
Picnic Areas (cost estimate from \$15,000-25,000)		4	\$15,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	https://www.homeadvisor.com/cost/outdoor-living/build-a-gazebo/

SUB-TOTAL									
LAND ACQUISITION				\$3,292,000.00	\$3,292,000.00	\$3,292,000.00	\$3,292,000.00	\$3,292,000.00	
Land Clearing		33	\$1,000.00	\$33,000.00	\$33,000.00	\$33,000.00	\$33,000.00	\$33,000.00	https://home.costhelper.com/land-clearing.html
TOTAL				\$20,032,155.00	\$20,260,695.00	\$20,445,815.00	\$22,317,915.00		

Disclaimer

Taxes and permit fees are not included.
Prices are subject to change and are NOT based on the State of Florida.
Additional Infrastructural Earthwork are not included.

Annex B

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Annex C

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