



# TOWN OF JACKSON

## TOWN COUNCIL

### AGENDA DOCUMENTATION

**PREPARATION DATE:** October 11, 2018  
**MEETING DATE:** October 15, 2018

**SUBMITTING DEPARTMENT:** Administration  
**DEPARTMENT DIRECTOR:** Larry Pardee  
**PRESENTER:** Roxanne Robinson, Assistant Town Manager

**SUBJECT:** 2019 Rodeo Dates and 2018 Annual Rodeo Report

#### PURPOSE OF WORKSHOP ITEM

The Town Council approves the requested rodeo dates for the upcoming season, receives the annual rodeo report from the previous season and also entertains any changes to the Rodeo Concession Agreement.

#### DESIRED OUTCOME

The desired outcome is for the Council to approve the rodeo dates for 2019 and to accept the 2018 Rodeo Season Concession Review. There are no recommended changes to the Concession Agreement.

#### BACKGROUND/ALTERNATIVES

##### Rodeo Dates

Pursuant to Section 3 of the Rodeo Concession Agreement, Teton County and the Concessionaire must submit a schedule for the following Rodeo Season no later than September 25. The Town Council must then approve the schedule by October 31 of each year. The reason for the early approval of the dates is to allow marketing and production materials and schedules to be finalized.

The Concession Agreement states that the Rodeo Events shall be produced on Wednesday and Saturday nights between the Friday of Memorial Weekend through the day after Labor Day plus July 4<sup>th</sup>. The Town Council has the ability to remove one Wednesday or one Saturday night rodeo from this schedule. Additionally the rodeo *may* be produced on 8 additional dates during the term of the agreement as determined by mutual agreement between Teton County and the Concessionaire and as approved by the Town Council.

All dates being proposed for the 2019 season have been agreed to except for June 29 which falls during the World Series of Roping. Teton County is recommending that the rodeo on June 29 be canceled to allow the World Series of Roping to occur without conflicting uses on the grounds. Teton County would support an alternate date to substitute for June 29. The Saturday rodeo during the World Series of Roping was removed from the schedule in 2017 and 2018 and an alternate date was approved by the Town Council. However, it is important to note that in 2017 and 2018 the World Series of Roping was held earlier in June and fell farther outside the peak period for rodeo attendance.

Because the World Series of Roping is now being proposed for June 29, the Concessionaire is adamantly opposed to the loss of this date for a rodeo. June 29 is the Saturday prior to the July 4<sup>th</sup> holiday and the Concessionaire believes this would have a significant impact on his operations. The Concessionaire is also concerned about the infringement on his productions during this peak time from a non-local company. The Concessionaire requests the Council support a rodeo on June 29 instead of removing this date from the schedule

for the World Series of Roping event. The Council has the option of allowing a separate rodeo date to replace June 29.

Points for the Council to consider:

- Consistency in rodeo dates for participants and spectators of the rodeo.
- Revenue generation for Concessionaire.
- Revenue generation for Teton County for World Series of Roping Fees.
- Event tourism generated by World Series of Roping participants (restaurants, shopping, some hotels, etc.)
- Support for Teton County as Town's designated administrator of the grounds.
- Support for Concessionaire as Town's designated rodeo concessionaire.
- The elimination of one more special event in the community during an already busy summer.

There are fiscal ramifications to the rescheduling of the rodeo and also to the withdrawal of the World Series of Roping being held in Jackson. The Concessionaire would lose a significant amount of revenue from the cancellation of this Saturday from the rodeo schedule. Teton County would lose approximately \$14,000 in facility and stock pen fees should the World Series of Roping move their event to another community. Additionally, there would likely be a loss in sales tax revenue to the Town and County should the event be relocated to another community due to the participants eating at restaurants and shopping in Jackson. Some event participants camp overnight at the grounds with their livestock and others stay offsite in hotels.

There are merits to approval and to denial of this rodeo date. Staff makes no recommendation on this date.

#### 2018 Rodeo Report

Pursuant to Section 2 of the Rodeo Concession Agreement, the rodeo Concessionaire and Teton County are to meet to discuss the previous season's rodeo operations and jointly prepare and jointly execute a report for submission to the Town Council and, if necessary, recommend amendments to the Rodeo Concession Agreement. The 2018 report is attached to this staff report and no changes to the Rodeo Concession Agreement are being recommended.

Staff recommends the Town Council accept the 2018 Rodeo Season Report as presented.

The Town Council has many options, several are listed below:

- ✓ Approve the rodeo schedule for 2019 as requested by Teton County that excludes the June 29, 2018 date to allow for the World Series of Roping and accept the 2018 Rodeo Season Report.
- ✓ Approve the rodeo schedule for 2019 as requested by JH Rodeo that includes the June 29, 2018 date and accept the 2018 Rodeo Season Report. This action would in essence deny the request for the World Series of Roping in 2019.
- ✓ Discuss the requested dates and the rodeo report and continue the items to a special meeting prior to October 31, 2018 or to the November 5 meeting.
- ✓ Other.

#### STAKEHOLDER ANALYSIS

The stakeholders involved in this issue include the Town of Jackson, the Rodeo Concessionaire, Teton County, the World Series of Roping event organizers and participants, competitors and contestants in the rodeo, the citizens of the community, and the many guests to the area that attend rodeos and include this activity as part of their Jackson Hole experience.

## ATTACHMENTS

2019 JH Rodeo Proposed Rodeo Schedule, 2019 Teton County Fair Proposed Rodeo Schedule, and 2018 Rodeo Season Report.

## FISCAL IMPACT

It is important to note that the Concessionaire would be significantly negatively affected financially if June 29 were removed from the rodeo schedule. The Concessionaire would also experience a negative financial impact if an alternate rodeo date was authorized that did not generate as much revenue. Teton County would be negatively affected financially if the World Series of Roping did not occur. The Jackson Hole Community may be negatively affected financially through decreased sales tax generation if the World Series of Roping did not occur.

## STAFF IMPACT

The staff impact of approving the rodeo dates is positive in that it provides Town of Jackson and Teton County employees the information they need to plan in advance for use of the rodeo grounds.

## LEGAL REVIEW

Complete.

## RECOMMENDATION

Staff recommends the Council approve a rodeo schedule for 2019 and accept the 2018 Rodeo Season Report.

## SUGGESTED MOTION

Should the Town Council be ready to take action on this item, two possible motions would be:

- ✓ I move to approve the rodeo schedule for 2019 as requested by Teton County that excludes the June 29, 2018 date to allow for the World Series of Roping and accept the 2018 Rodeo Season Report.
- ✓ I move to approve the rodeo schedule for 2019 as requested by JH Rodeo that includes the June 29, 2018 date and accept the 2018 Rodeo Season Report. This action would in essence deny the request for the World Series of Roping in 2019.

## Synopsis for PowerPoint (120 words max):

### Background:

The desired outcome is for the Council to approve the rodeo dates for 2019 and to accept the 2018 Rodeo Season Concession Review. There are no recommended changes to the Concession Agreement.

Jackson Hole Rodeo

2019 Proposed Rodeo Schedule

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21	22	23	24	25 <b>RODEO</b>
26	27	28	29 <b>RODEO</b>	30	31	

June

						1 <b>RODEO</b>
2	3	4	5 <b>RODEO</b>	6	7	8 <b>RODEO</b>
9	10	11	12 <b>RODEO</b>	13	14	15 <b>RODEO</b>
16	17	18	19 <b>RODEO</b>	20	21	22 <b>RODEO</b>
23	24	25	26 <b>RODEO</b>	27	28	29 <b>RODEO</b>
30						

July

	1	2	3 RODEO	4 RODEO	5 RODEO	6 RODEO
7	8	9	10 RODEO	11	12 RODEO	13 RODEO
14	15	16	17 RODEO	18	19 RODEO	20 RODEO
21	22	23	24 FAIR	25	26	27
28	29	30	31 RODEO			

August

				1	2 RODEO	3 RODEO
4	5	6	7 RODEO	8	9 RODEO	10 RODEO
11	12	13	14 RODEO	15	16 RODEO	17 RODEO
18	19	20	21 RODEO	22	23 RODEO	24 RODEO
25	26	27	28 RODEO	29	30 RODEO	31 RODEO

# Teton County Fair

## 2019 Proposed Rodeo Schedule

### May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21	22	23	24	25 RODEO
26	27	28	29 RODEO	30	31	

### June

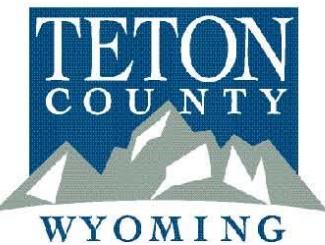
						1 RODEO
2	3	4	5 RODEO	6	7	8 RODEO
9	10	11	12 RODEO	13	14	15 RODEO
16	17	18	19 RODEO	20	21	22 RODEO
23	24	25	26 RODEO	27	28	29 World Series Roping
30						

## July

	1	2	3 RODEO	4 RODEO	5 RODEO	6 RODEO
7	8	9	10 RODEO	11	12 RODEO	13 RODEO
14	15	16	17 RODEO	18	19 RODEO	20 RODEO
21	22	23	24 FAIR	25	26	27
28	29	30	31 RODEO			

## August

				1	2 RODEO	3 RODEO
4	5	6	7 RODEO	8	9 RODEO	10 RODEO
11	12	13	14 RODEO	15	16 RODEO	17 RODEO
18	19	20	21 RODEO	22	23 RODEO	24 RODEO
25	26	27	28 RODEO	29	30 RODEO	31 RODEO



[www.tetonwyo.org](http://www.tetonwyo.org)

[www.tetoncountyfair.com](http://www.tetoncountyfair.com)

Teton County Fair Office  
PO Box 3075  
Jackson, WY 83001

p. 307.733.5289  
f. 307.733.2577

## Rodeo Grounds Walk-Through

Tuesday September 11th, 2018

2:00 – 1:30PM

Present: Phil Wilson, Bode Wilson, Brandon Wilson, Lauren Long, Rachel Grimes, Roxanne Devries-Robinson

### **JH Rodeo Maintenance/Improvement Projects for 2019 Season**

*(These requests were made by JH Rodeo Representatives and will be considered by Teton County).*

- Roll the Rodeo Arena before winter/ice rink is setup
- Overflow Parking on Grassy Arena
- Prohibit booking of events on Rodeo nights at the Exhibit Hall due to parking shortage
- Move the little white box (Heritage Arena sound system) out of PA room and into timing room in Crow's Nest
- Honeycomb water treatment to decrease water usage
- JH Rodeo staff operation of Teton County Equipment (subcontractor agreement)

### **Items to be Addressed by Teton County**

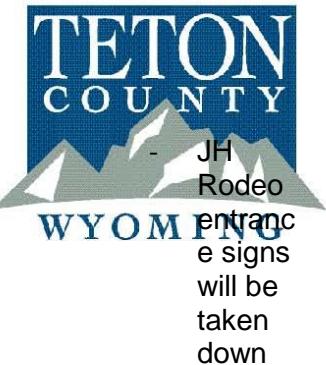
*(These items were jointly identified by the parties during walk-through and will be addressed by the County prior to the start of the 2019 season).*

- Have someone look at automatic hand dryers in east restrooms
- Replace 2 green panels in Rodeo Arena (one on the NE side, one on the SE side- TOJ to cover the cost)
- Bleachers: Replace main walkways on all aluminum bleachers, replace bent seats on all aluminum bleachers, incorporate Carla Hansen's (Nelson Engineering-structural) suggestions to fix SW bleacher which settled over summer (TOJ & Teton County will discuss cost-sharing to replace if that is needed as per NE's suggestions)
- Thoroughly clean all covered bleachers in the spring
- Men's restroom under covered grandstand, fix middle door lock
- Overall upkeep of Fairgrounds ie. landscaping
- Rough Stock Chutes #2, #3 are bent and need to be fixed – get a Priefert Maintenance Tech here to perform routine maintenance – Bode Wilson will discuss with Priefert and put Teton County staff in touch with a representative
- Lock the black PA System box in the west side of Crow's Nest
- Put Mutton Busting chutes and neighboring gates back together properly
- Work with PBR folks to get webcam back up and running
- Have electrician check all breakers and wiring in control room and check the water heater
- Purchase Priefert rollers in bulk to have in-stock for necessary repairs

### **Items to be addressed by JH Rodeo within the next 30 Days**

*(These items were jointly identified by the parties during walk-through and will be addressed by the Concessionaire within 30 days of the date of the walk-through prior to the start of the 2019 season).*

- Concession stand under main grandstand to be shut down so Teton County staff can winterize after high school rodeo
- White trailer to be moved after high school rodeo
- East beer stand and ticket booth will be cleaned out after high school rodeo
- Macy's will come pick up porta potty behind the chutes



## **Items to be addressed by JH Rodeo throughout next season**

*(These items were jointly identified by the parties during walk-through and will be addressed by the Concessionaire throughout the 2019 season).*

- Clean up all manure in parking lots after every JH Rodeos
- Pickup trash inside of black fence, around Rodeo Arena and throughout all Fairgrounds parking areas
- Communicate ground condition complaints/suggestions to the Fair & Fairgrounds Manager directly and in a timely manner