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# New Mexico State Fairgrounds Master Plan

Fairgrounds District Board Meeting Update



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Thursday, December 11, 2025



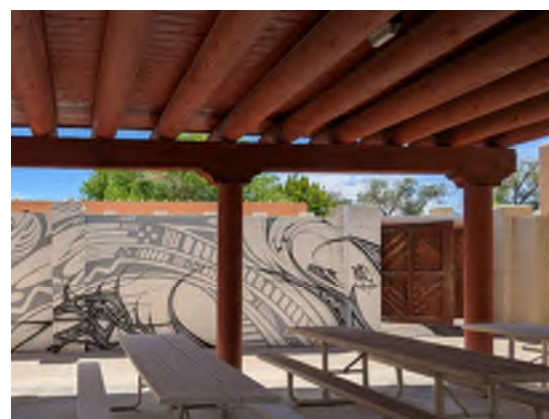
# ***Where we are in the Master Planning Process***





***Where we are today...***

***Community and Expo  
New Mexico goals are  
defining the master plan  
vision and informing the  
opportunities within each  
Discussion Concept.***





# *Expo NM Vision Statement & Guiding Principles for Success*

*Expo NM will be a vibrant, multicultural, and innovative destination—serving as the central entertainment hub for New Mexico. Our fairgrounds will be a safe, accessible, and continuously activated campus that supports a live, work, and play model for everyone.*

## *Principle 1: Modernize & Adapt*

*Upgrade infrastructure and venues to be flexible, multi-use, and technologically advanced spaces, ensuring Expo NM remains competitive and responsive to evolving needs.*

## *Principle 2: Community Engagement*

*Foster a welcoming, safe, and inclusive environment with improved transportation, wayfinding, and opportunities for vendors, sponsors, and community partners.*

## *Principle 3: Operational Support*

*Invest in scalable operations, staff support, and sustainable practices to enhance the experience for employees, visitors, and partners.*

# Expo Today – Existing Program

## Key Findings

### Infrastructure Modernization

- › Aging facilities and outdated technology limit event capacity and efficiency.
- › Upgrading venues and utilities can attract larger, more diverse events.

### Operational Efficiency

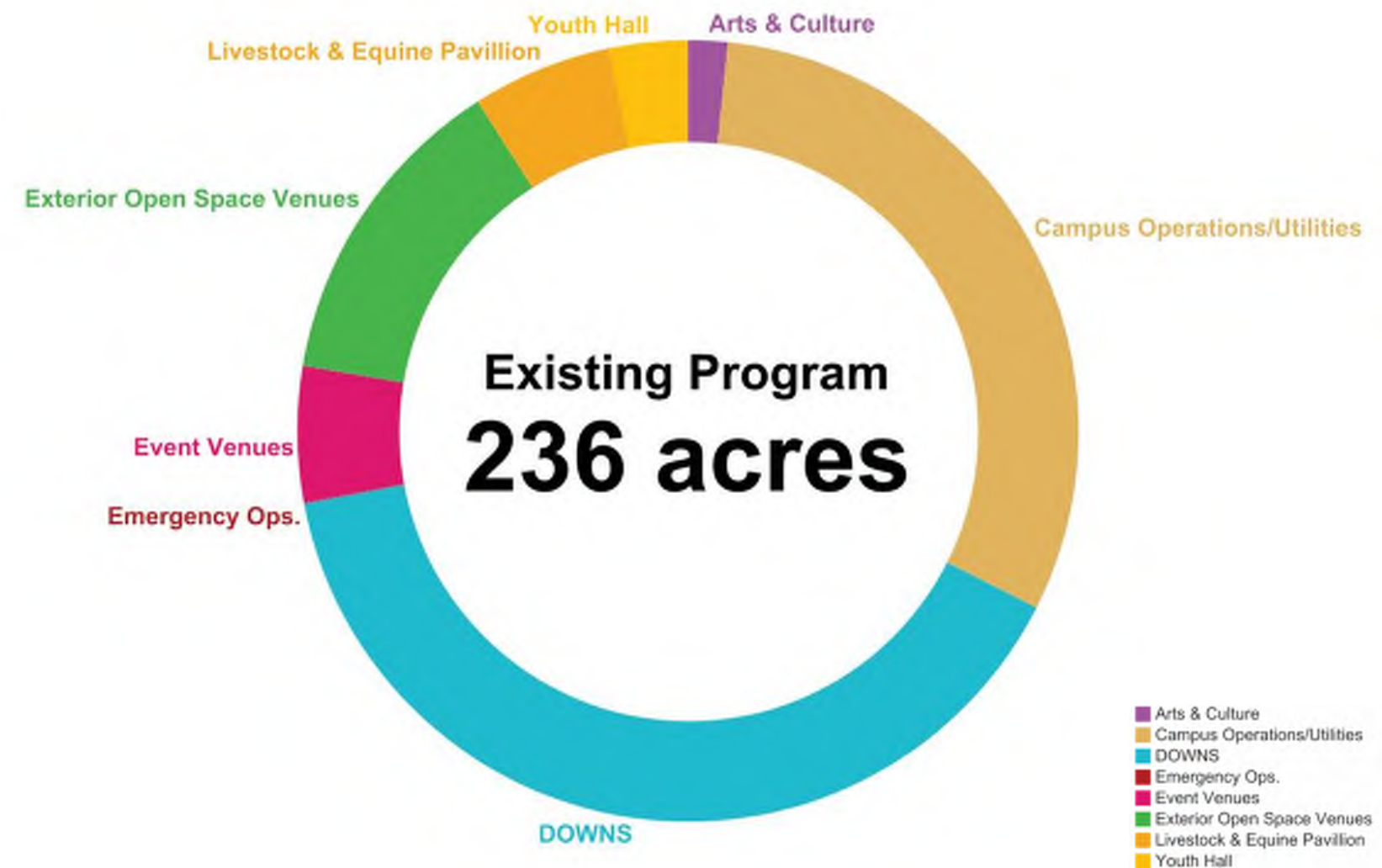
- › Dispersed inventory and lack of centralized storage increase setup time and costs.
- › Redesigning layouts and consolidating operations can streamline management.

### Staffing & Engagement

- › Challenges in recruiting and retaining seasonal staff due to high workloads and limited amenities.
- › Dedicated staff areas and community-focused amenities can improve attraction and retention.

### Accessibility & Inclusivity

- › Limited ADA access and traffic congestion hinder event participation.
- › Enhancing site circulation, shuttle services, and wayfinding would improve inclusivity and experience.



# Expo Today – Event Snapshot

## AAPAC

- Busiest months May & July with 12 and 11 events respectively
- Facility used most often for Community Events such as meetings and performances

## Indian Village (IV)

- Busiest month September with 2 events
- Facility used for State Fair, concerts, public safety training courses

## Villa Hispana

- Busiest months May & August with 3 events each
- Facility used most often for Community Events Chile Music Fest, Fur & Flowers Adoption Fest, and voting poll location

228

Total Events at Fairgrounds

	January	February	March	April	May	June	July	August	September	October	November	December
AAPAC	State Fair				1							
	Movie/TV Productions	2										
	Traditional Trade Shows									1		
	Athletic Events	1			1	1						
	Graduations				1	2						
	Car Tradeshows/Events		1							1	1	
	Dog Shows		1		1							
	Public Safety Trainings					1						
	Corporate Events/Trainings				2							
	Family Entertainment				1				2			2
IV	Live Music Events						1			1		3
	Community Events	4	5	1	1	1	10	2	2		2	1
	Car Tradeshows/Events								1			
	Dog Shows				1							
Villa Hispana	Public Safety Trainings									1		
	Family Entertainment								1		1	
	Combat Sports					1						
	Traditional Trade Shows								1			
	Dog Shows		1									
	Public Safety Trainings		1							1		
	Corporate Events/Trainings				1		2					
	Family Entertainment								1		1	
	Live Music Events					1		1				
	Community Events				2	1		2		1	1	

\*Data based on events from 6-28-2024 thru 8-2-2025



# Fair Recommendations

## Multi-Purpose Building

- A new more modern, appropriately sized multi-purpose venue to host larger, better events, and provide better space for vendors during Fair is supported by GRT
- Opportunity to combine other programs in a new facility

## Administration Building

- Combine into one location to improve efficiency

## Creative Arts Center

- Combine similar programs into one facility, one destination to bring people in
- Limit operational challenges of dispersed buildings
- Opportunity for public facing programming like cultural museums

## Livestock Pavillion

- New facility could allow for synchronic programming such as 4H and FFA educational events or public facing programs.
- Larger, modern facility helps to meet Expo's desire to enhance the fair experience



New York State Fair – Exposition Center (2018)



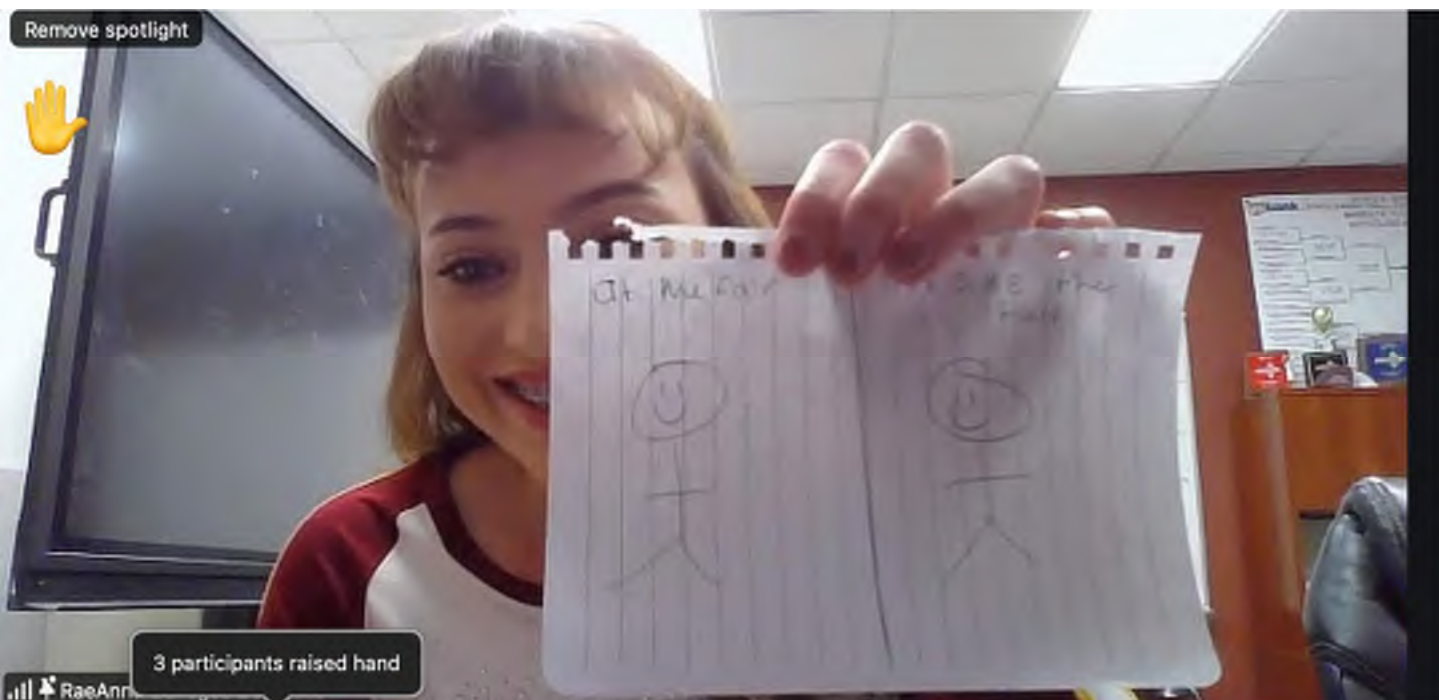
Ventura County California Fair – Livestock Pavilion (2023)





# Community Engagement Dashboard

- *In-Depth Interviews: 26*
- *Survey Responses: 600+*
- *In-Person Community Meetings: 2*
- *Virtual Community Meetings: 3*
- *Neighborhood Bus Tour: 1*
- *Stakeholder Group Meetings: 6*
- *Estimated Community Interactions: 1,367*





## Community Vision

*Safe, walkable, affordable neighborhoods, that honor the historical character of the Fairgrounds and International District while centering families, sustainability, and economic prosperity.*





## Community Goals

### 1. Safe, welcoming, walkable neighborhoods

*There is almost no access to walkable commercial goods. I can walk to one gas station that does not feel like a safe place and a Blakes where someone was recently stabbed. Everything else is car dealerships. - In-Depth Interview*



### 2. Economic prosperity for area businesses and residents, including pathways to home ownership

*We need more housing options, more dwellings and structures for people and more stepping stones for housing and home ownership. - Survey Response*





## Community Goals

### 3. Parks, nature and green spaces

*"This has the potential to be a jewel in our community. Think Golden Gate Park. Think Riverfront Park in Spokane. We need more places to BE TOGETHER in the community."*

- Community Meeting Participant



### 4. Affordable, family-friendly amenities

*"There are not any safe spaces to hangout. I wish we had safe places we could walk to see our friends, play basketball, and just hangout."* - Wilson Middle School Student





## Community Goals

### 5. Improved transportation and connectivity

*"When we finally get focused and fix the issue of the unhoused. Then the bus system becomes a different issue, the fact is it is a free service and likely most passengers are unhoused so if we fixed the issue then the bus system could go back to what it once was and come alive." - In-Depth Interview*

### 6. Environmental sustainability

*"I would love to see us do innovative things on the Fairgrounds to mitigate the climate challenge."  
- Survey Response*





# Community Stakeholder Kick-off Meeting 7/23



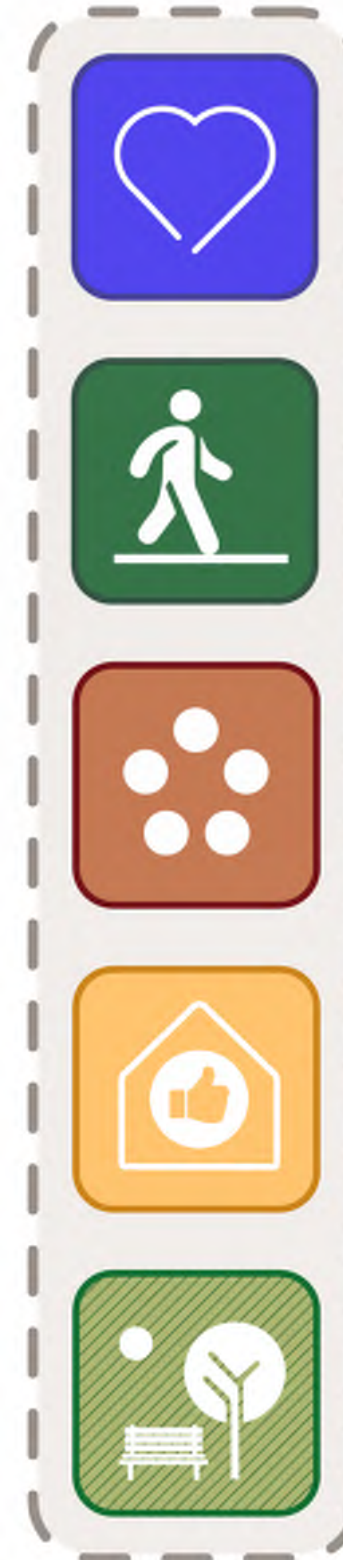


# Building a Vision

## Mixed-Use Development & Placemaking

*Creating a vibrant ecosystem of activity and uses to support diverse functions such as retail, restaurants, housing, cultural destinations, affordable /family friendly amenities, event spaces, and public gathering spaces.*

*What elements are fundamental to the success of a mixed-use development?*



### **Safety & Comfort**

*Everyone feels welcomed and secure*

### **Walkability & Connectivity**

*Attractive destinations, reasonable walking distances, connected places*

### **A Diversity of Uses**

*Multiple reasons to visit the site*

### **Mixed Housing Types**

*Across income levels, family size; density to support commercial uses and transit services*

### **Public Realm & Open Spaces**

*Shared spaces, social infrastructure, ecological services, supportive health and wellness*





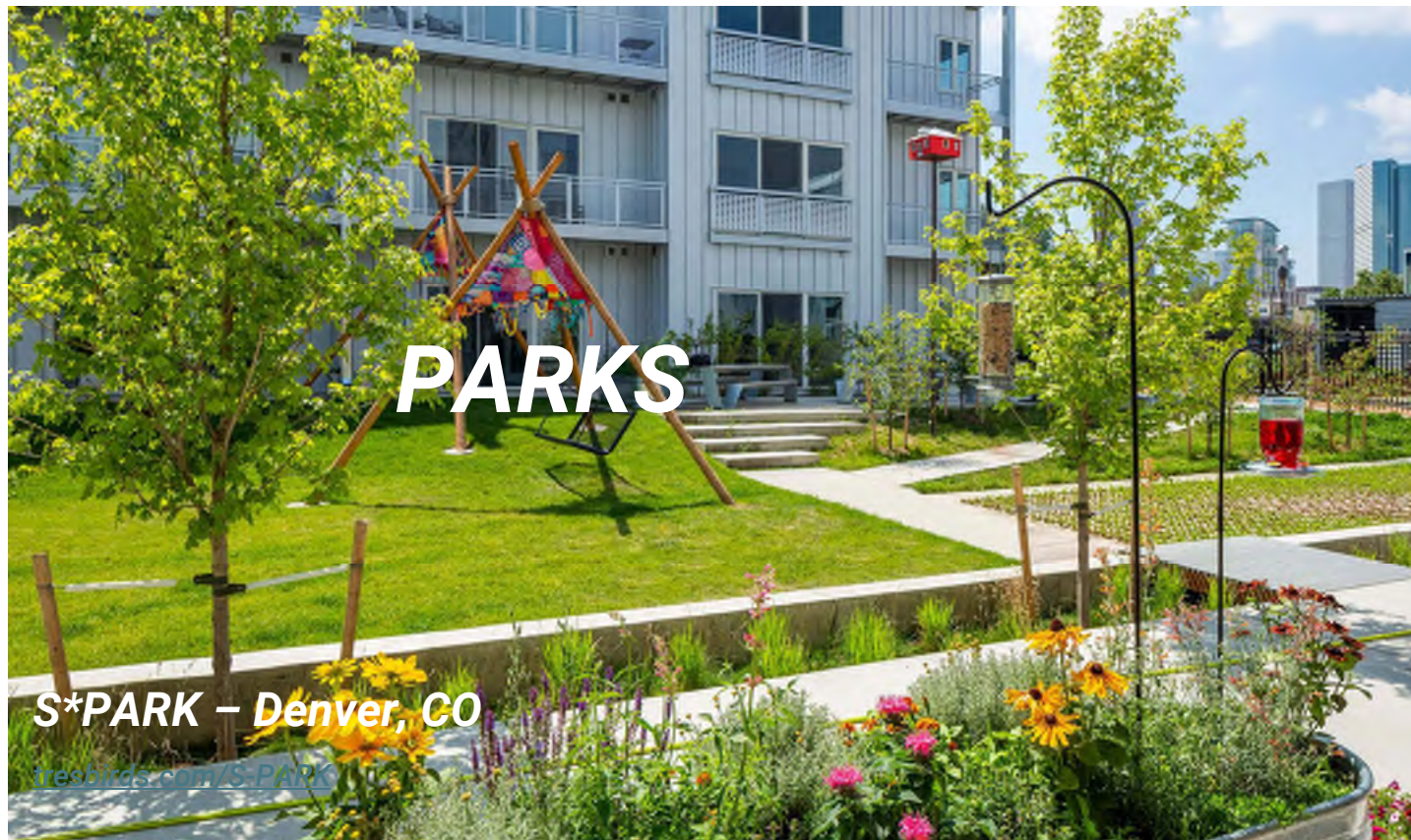
## DIVERSE HOUSING



## COMMUNITY PLACES



## DESTINATIONS



## PARKS

**S\*PARK – Denver, CO**

[resbirds.com/S-PARK](https://resbirds.com/S-PARK)



## WALKABLE

**Culdesac – Tempe, AZ**

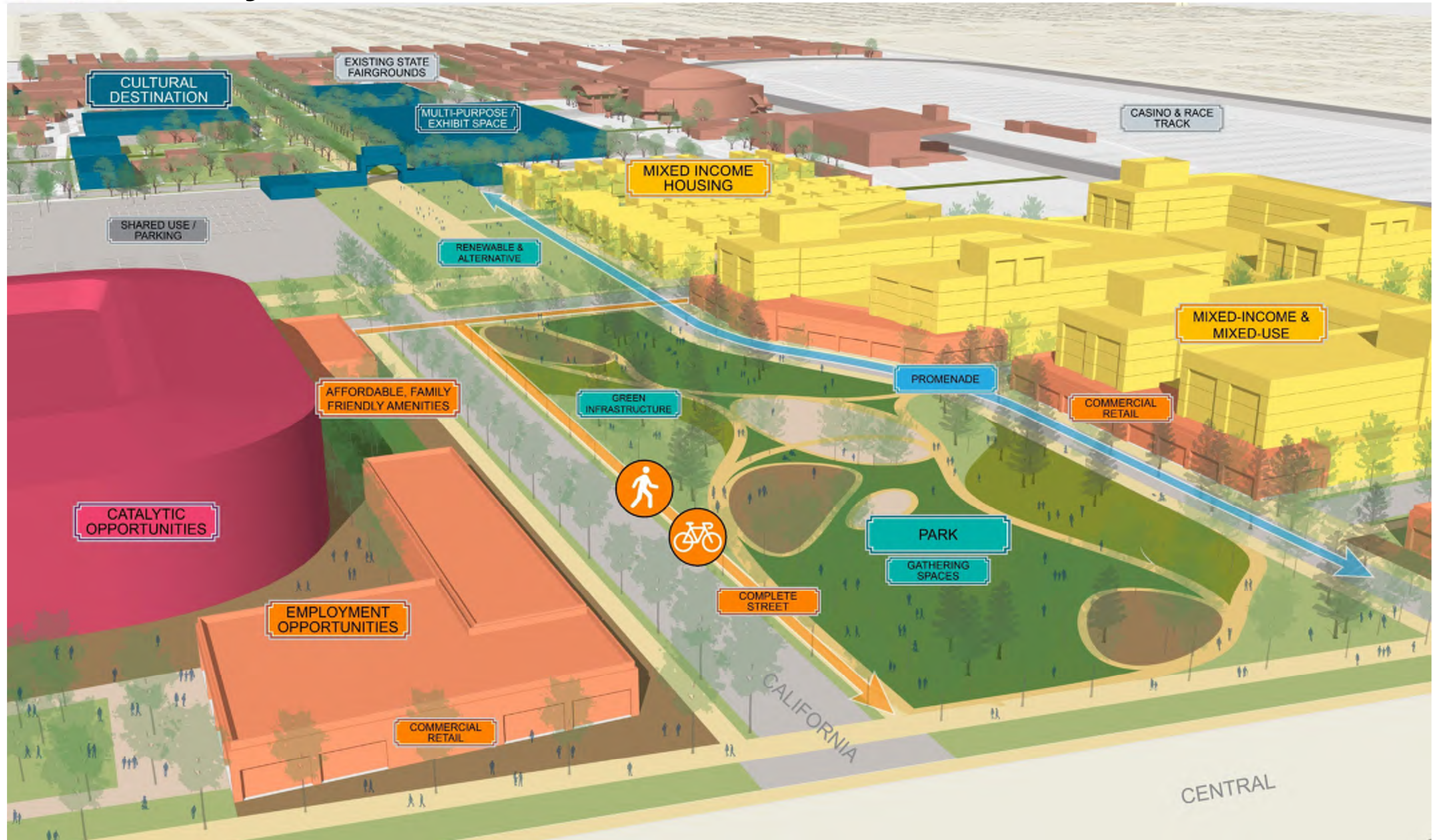
*Walkable communities connecting neighbors, local businesses, and all that cities have to offer | Culdesac*



## SOCIAL



# Project Vision





# Creating a Nucleus

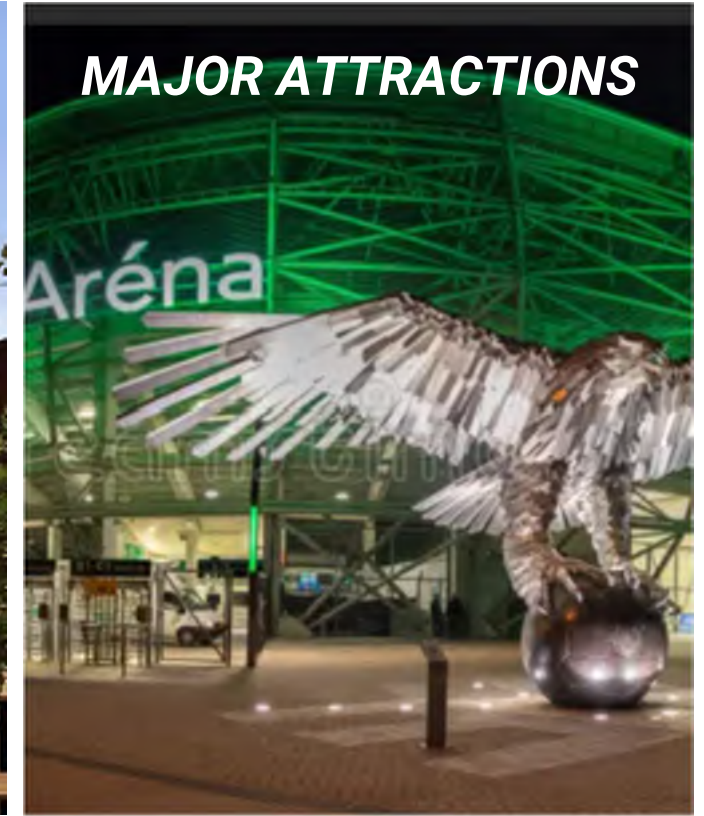
**GATHERING PLACES**



**FINE-GRAINED SHARED SPACES**



**MAJOR ATTRACTIONS**



**SAFE PUBLIC SPACES**



**LOCAL BUSINESS INCUBATORS**

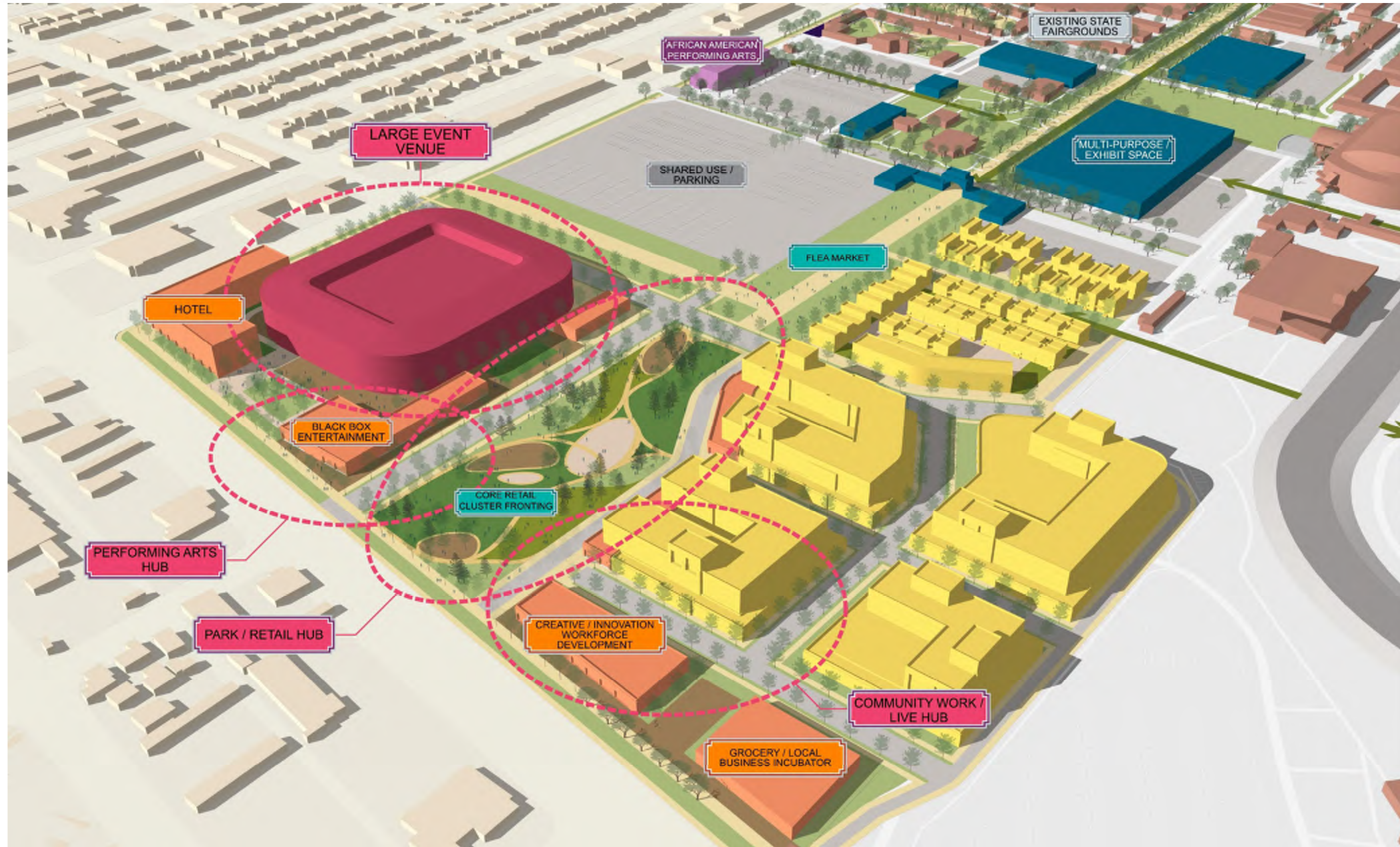


**CULTURAL INVESTMENT**





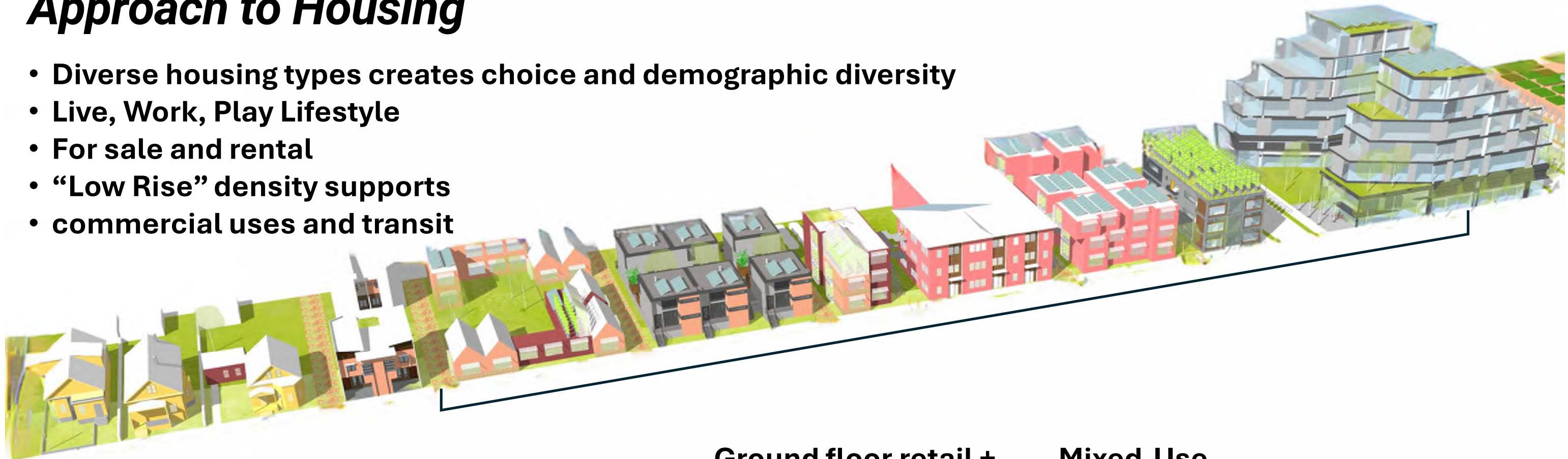
# Catalytic Anchors





# Approach to Housing

- Diverse housing types creates choice and demographic diversity
- Live, Work, Play Lifestyle
- For sale and rental
- “Low Rise” density supports
- commercial uses and transit

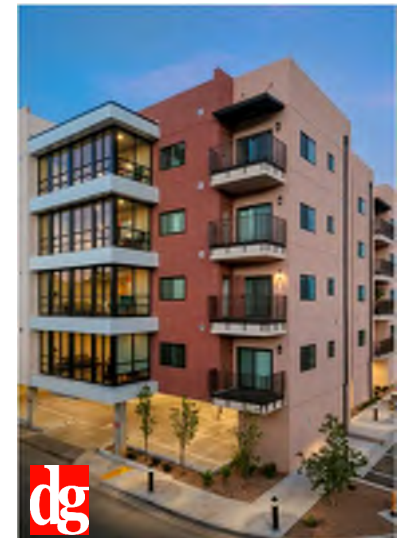


**Low Rise density**

**Urban courtyard housing**

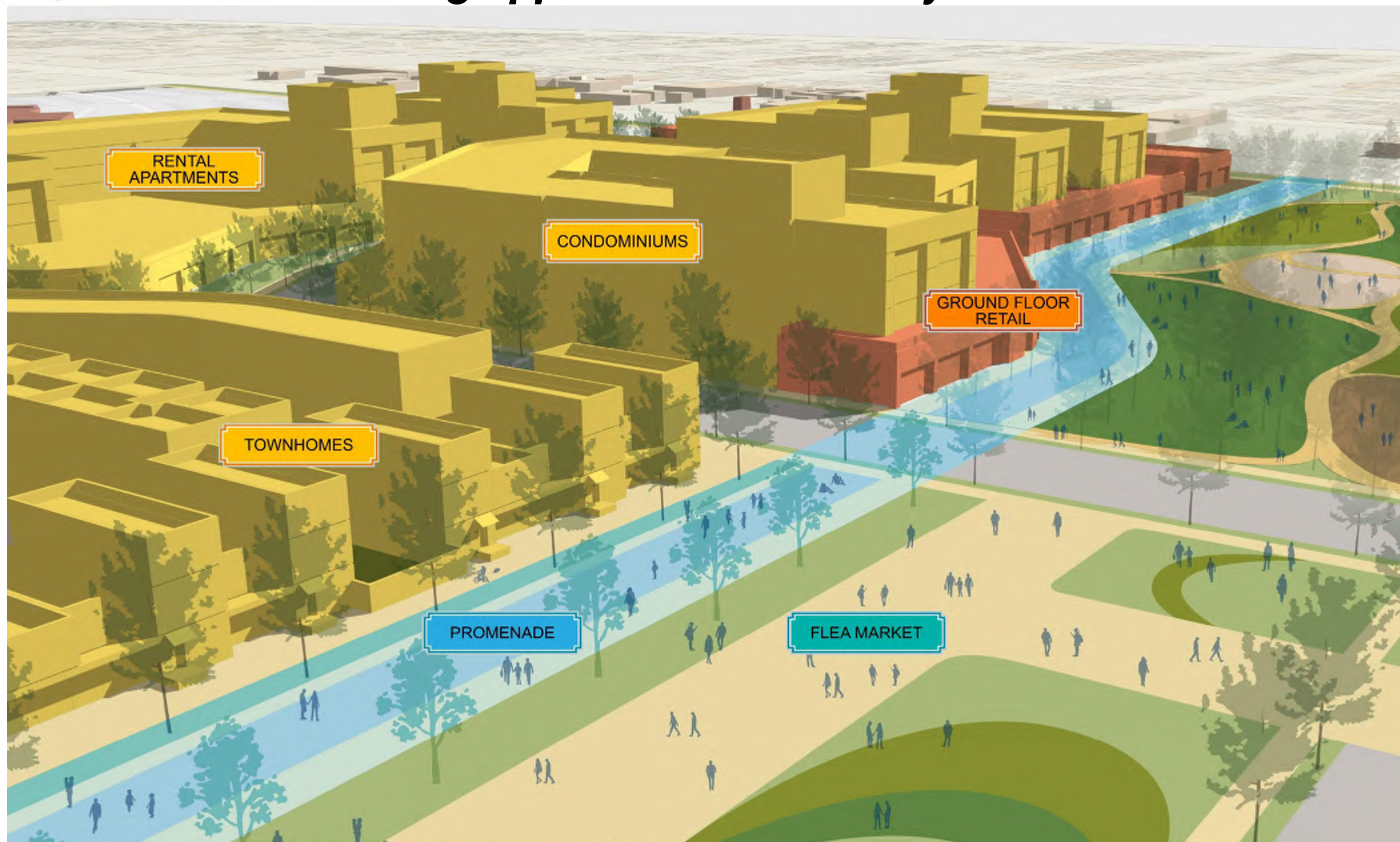
**Ground floor retail +  
Condominiums**

**Mixed-Use  
Apartments / Lofts**





# *Diverse housing opportunities for everyone*





# ***Approach to Safe and Walkable Places***



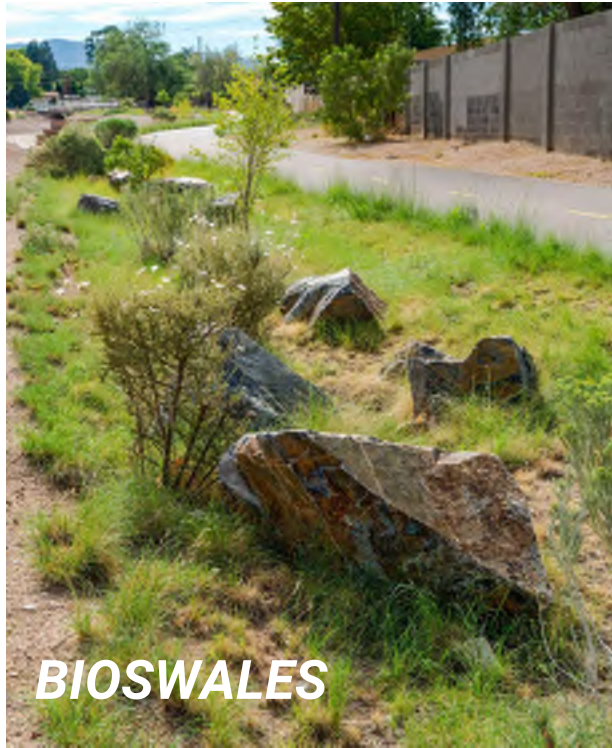


## ***Public Realm & Parks***





# Sustainable Landscapes



**BIOSWALES**



**GREEN STORMWATER INFRASTRUCTURE**



**RAINWATER CAPTURE**



**HEAT ISLAND MITIGATION -**  
groundcover, trees, reflectivity



**POLLINATOR LANDSCAPES**



**NATIVE SPECIES**



# Sustainability Framework

## ENERGY RESILIENCE

- Geothermal Heating and Cooling
- Solar Energy (PV)
- Passive heating and cooling through architectural design standards
- Energy conservation standards
- EV charging



## WATER CONSERVATION

- Green infrastructure
- Groundwater recharge through stormwater bioswales
- Low-water landscape design standards
- Greywater reuse for irrigation



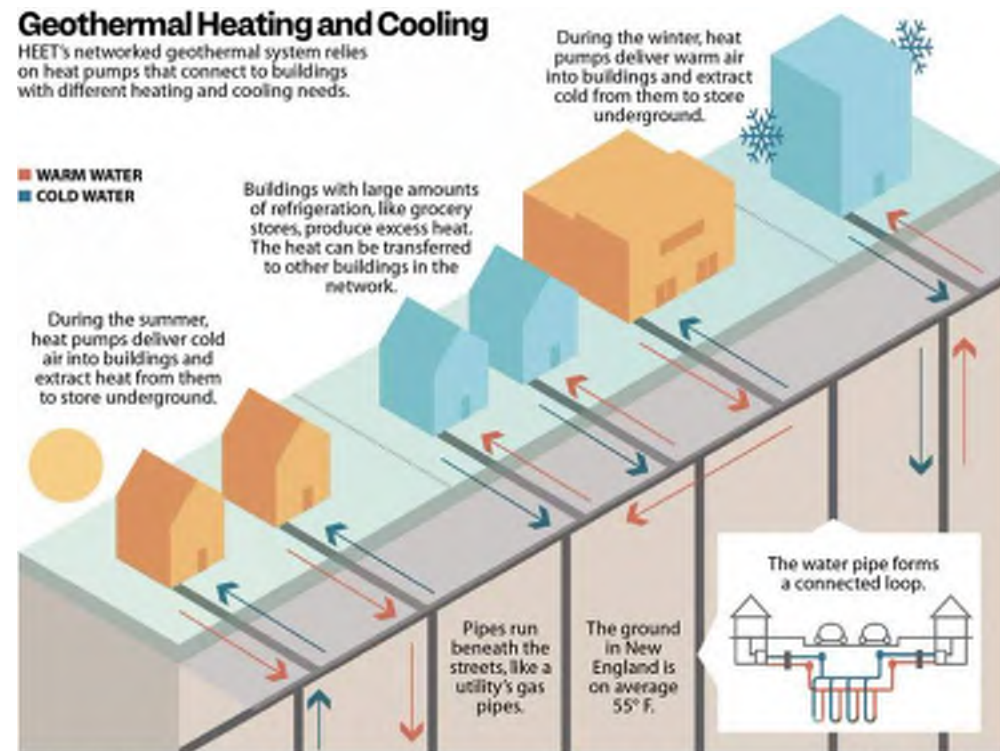
## WASTE

- Composting (fair livestock and district scale)
- Recycling
- Low carbon/local materials



### Geothermal Heating and Cooling

HEET's networked geothermal system relies on heat pumps that connect to buildings with different heating and cooling needs.



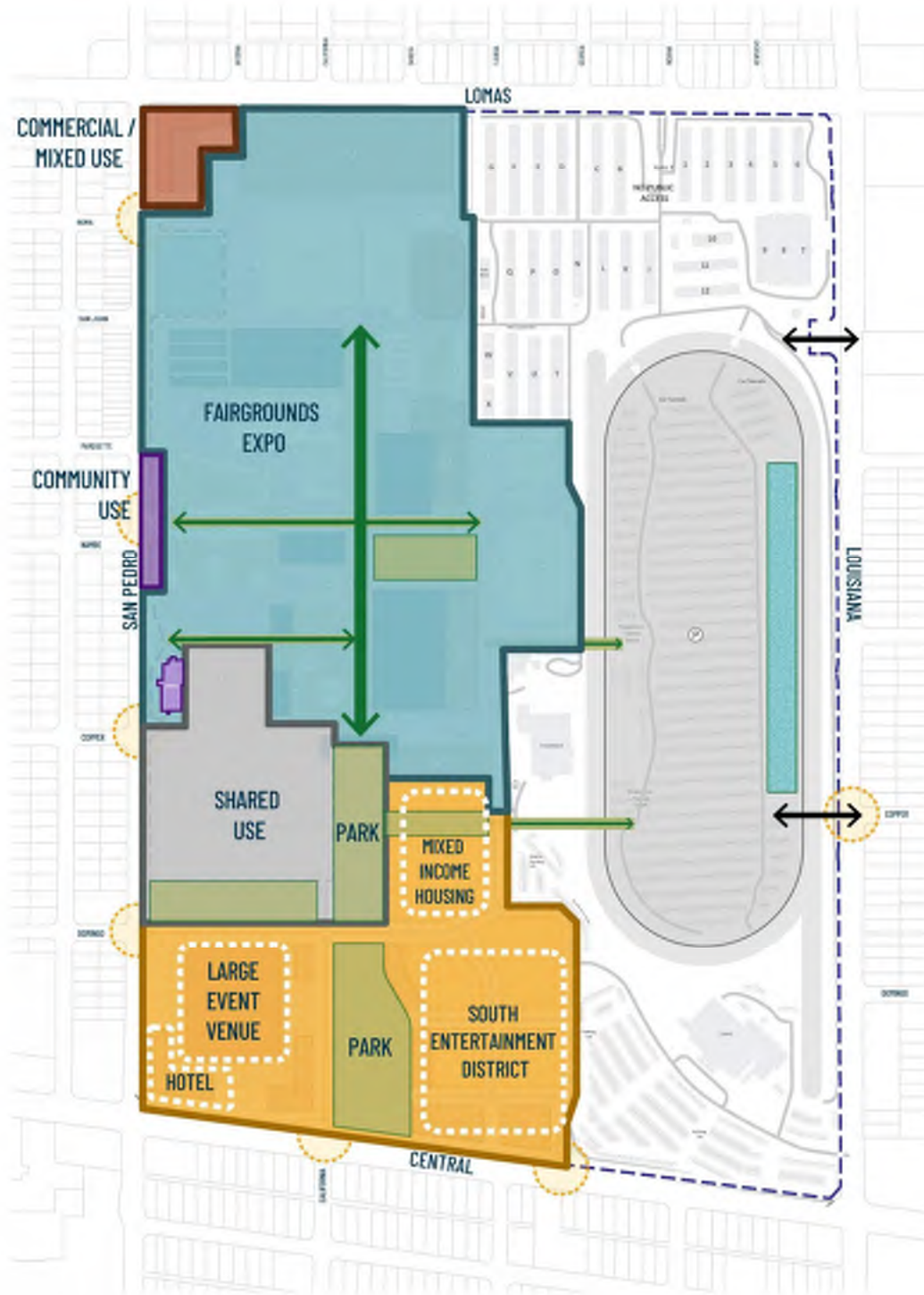
SOURCES: HEET; Eversource; Energy Star

ALLY RZESA / Boston Globe

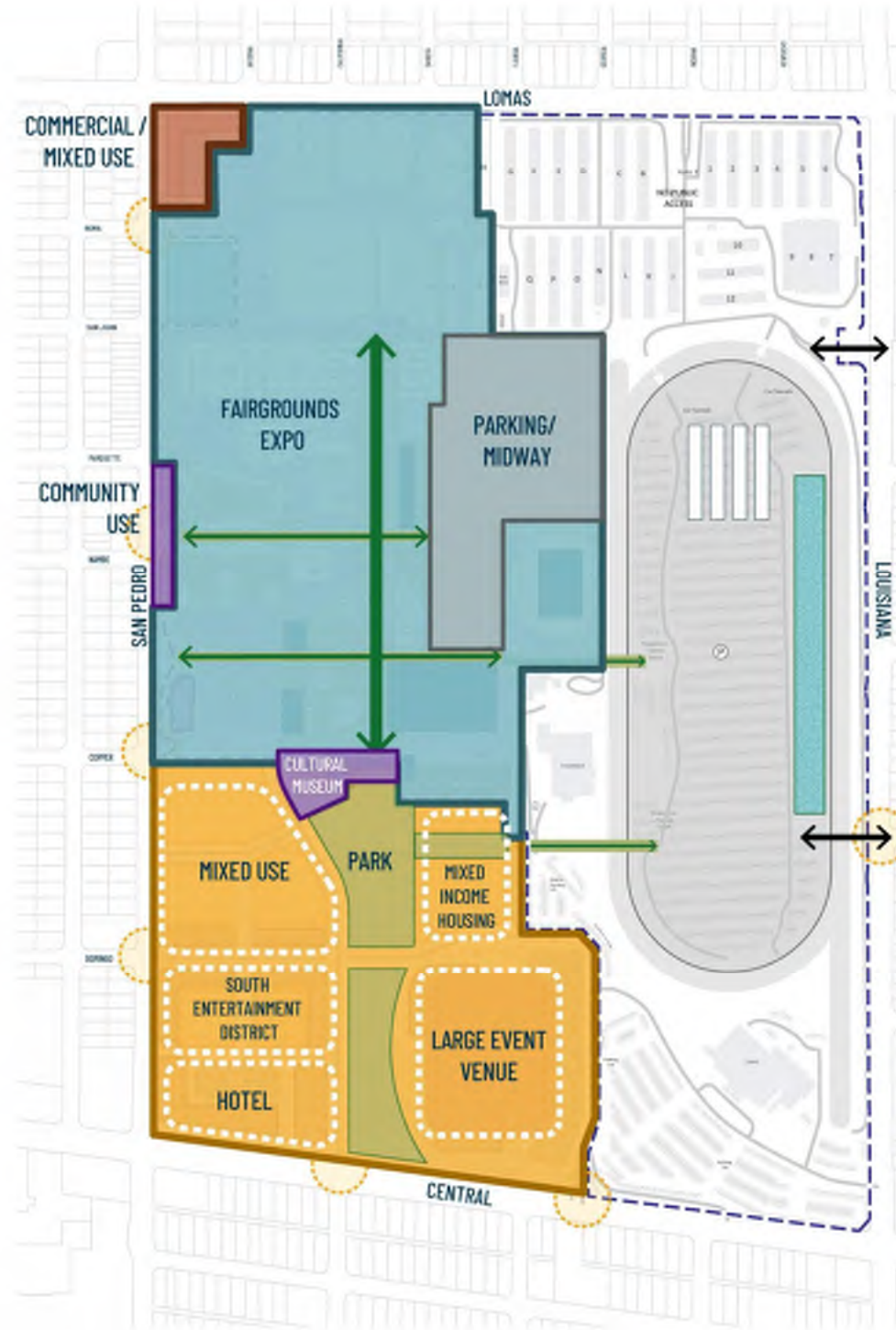




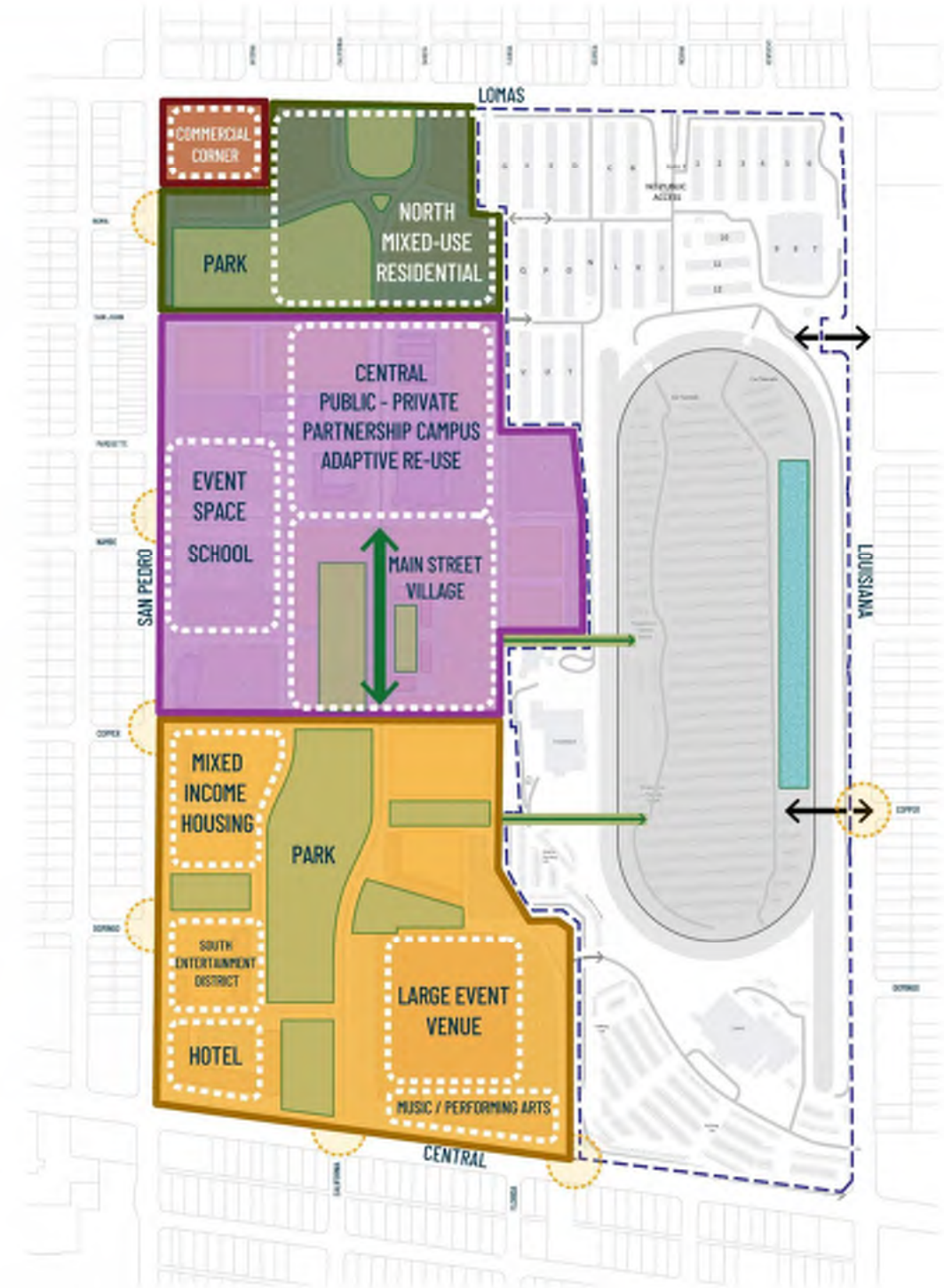
## Preliminary Concept 1 - Concept Plan Diagram Modernization of Fair & Limited Redevelopment



## Preliminary Concept 2 - Concept Plan Diagram Southwest Redevelopment Focus



## Preliminary Concept 3 - Concept Plan Diagram Site Transformation





# Preliminary Concept 1

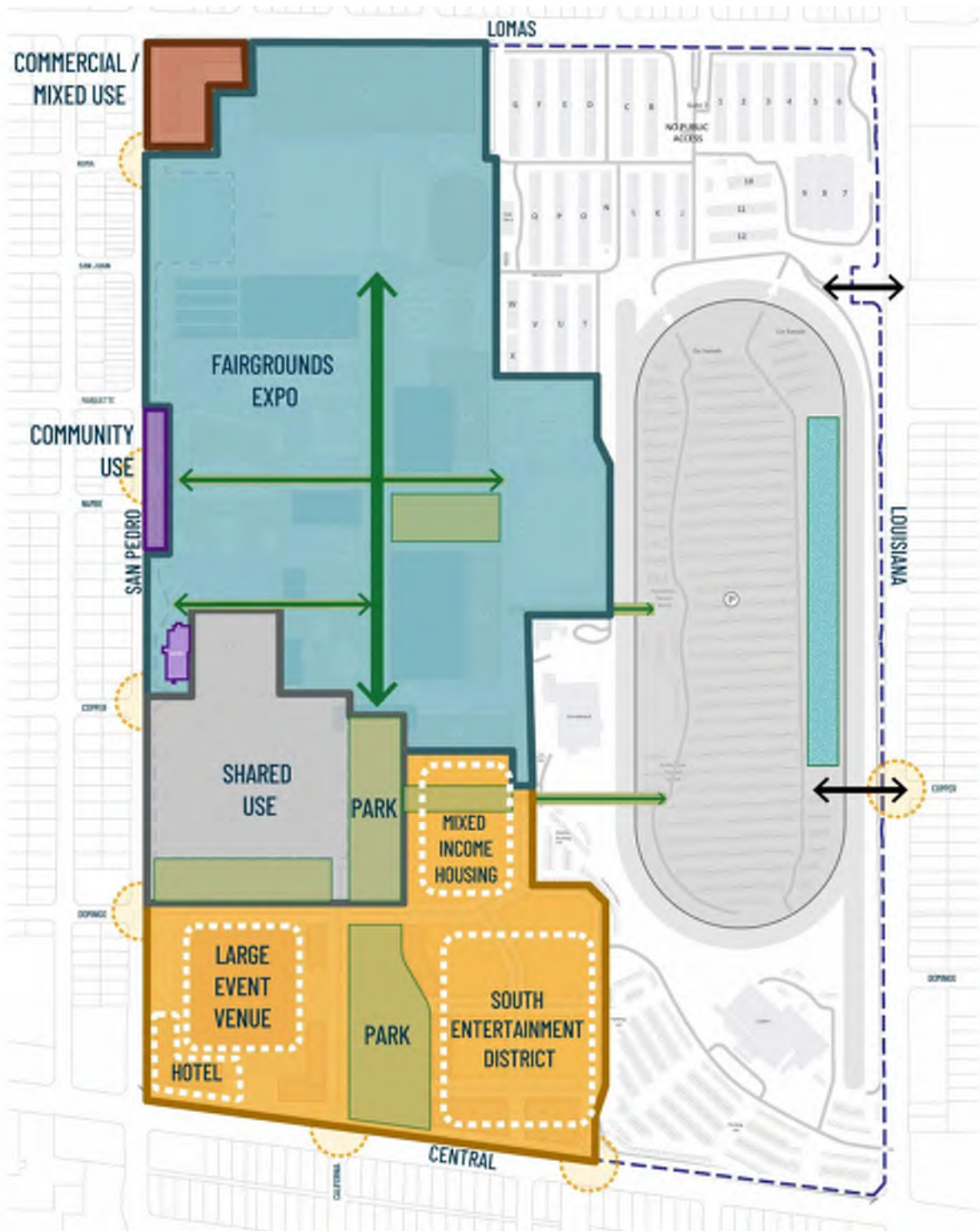
## Modernization of Fair & Limited Redevelopment

### Land Use Summary

Fairgrounds	Significant Modernization and Investment
Redevelopment Potential	Limited to <b>43 acres</b> at Central and San Pedro; Some at corner of Lomas and San Pedro
GRT Potential	Medium
Community Benefits Community Uses and Capacity Building	Limited community capacity building
Housing	Limited housing
Parks	<b>10 acres</b> - Moderate
Employment Opportunities	Entrepreneurial and service workers

### Summary

Concept 1 maintains the State Fair on the Fairgrounds and opens the space up to the community by creating 10 acres of public park space, an entertainment district with a large event venue, and mixed housing. The redevelopment is limited to the 43 acres in the Southwest corner and the GRT potential to support infrastructure and development is medium. The space for housing is limited and there are limited employment opportunities, mostly for service workers.





# Concept 1 – Modernization of Fair & Limited Redevelopment





# Preliminary Concept 2

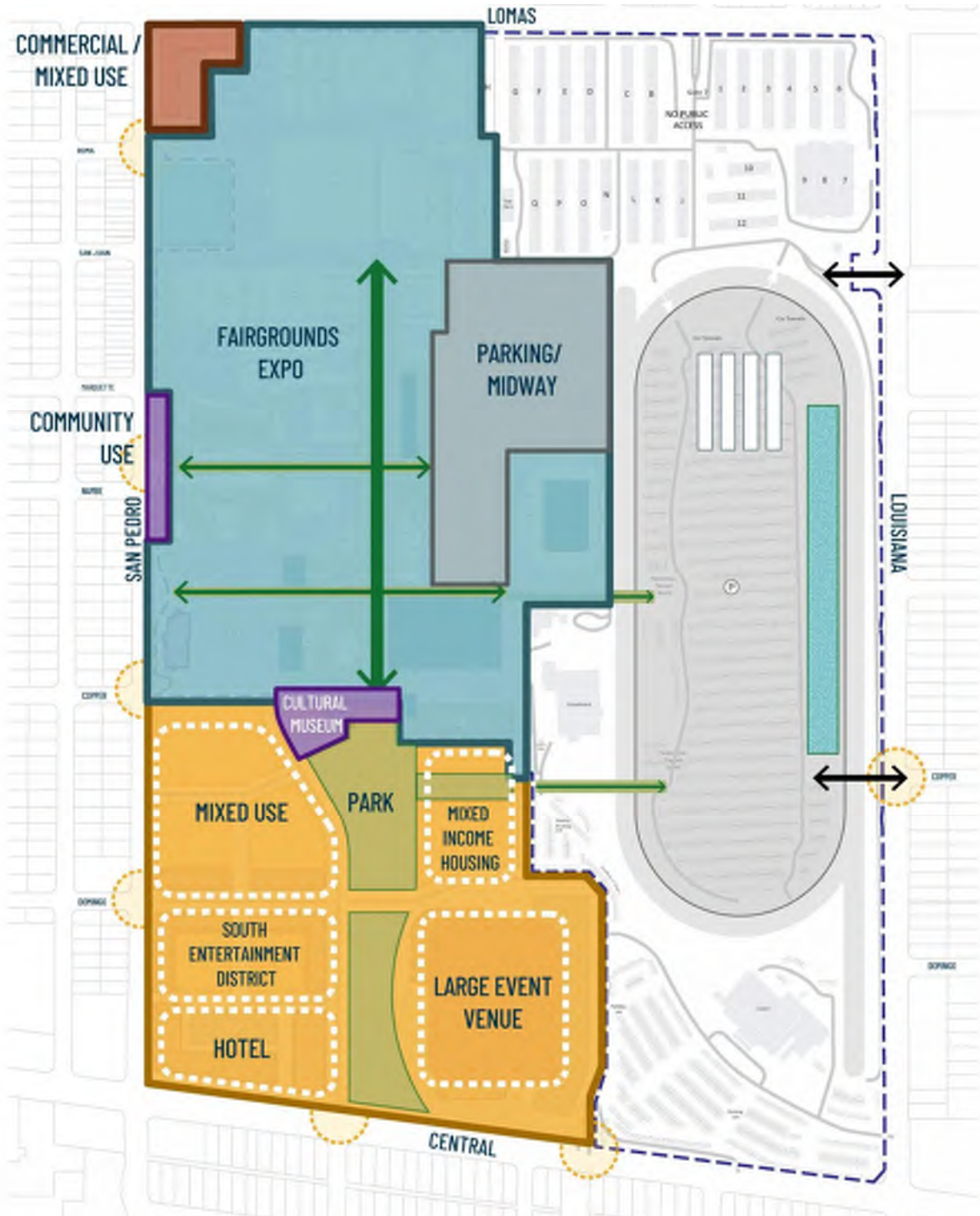
## Southwest Redevelopment Focus

### Land Use Summary

Fairgrounds	Moderate Investment in new facilities, relocated Midway
Redevelopment Potential	Limited to <b>51 acres</b> at Central and San Pedro; Some at corner of Lomas and San Pedro
GRT Potential	Medium
Community Benefits Community Uses and Capacity Building	Moderate community capacity building - include 10k more SF allocated
Housing	Limited housing
Parks	<b>9 acres</b> - Moderate
Employment Opportunities	Entrepreneurial and service workers, professional services

### Summary

Concept 2 reimagines the State Fair and adjusts its footprint. It features a larger entertainment district complete with a venue and a hotel, as well as mixed use space, a slightly smaller public park, and limited housing. The redevelopment potential is 51 total acres, including the Southwest corner, and some space on the corner of Lomas and San Pedro. This concept offers a moderate amount of community benefit potential and additional employment opportunities in entrepreneurial fields and professional services.





# Concept 2 – Southwest Redevelopment Focus



## LEGEND

- Proposed New Fairgrounds Facilities
- Retail / Commercial
- Mixed-Income Housing
- Community Facilities

## Concept 2 - Land Use Summary

Fairgrounds	Moderate Investment in new facilities, relocated Midway
Redevelopment Potential	Limited to <b>51 acres</b> at Central and San Pedro; Some at corner of Lomas and San Pedro
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# Preliminary Concept 3

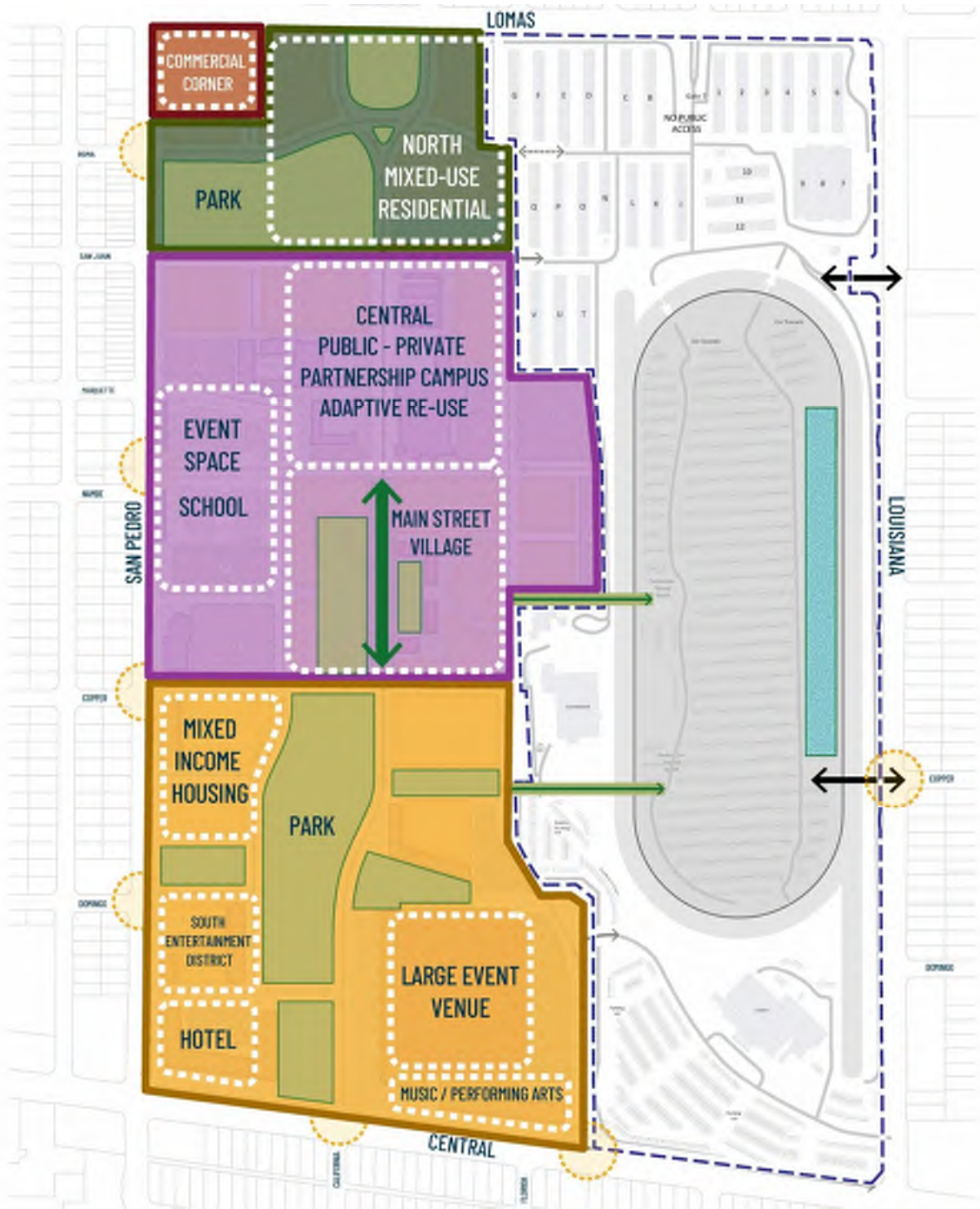
## Site Transformation

### Land Use Summary

Fairgrounds	Fairgrounds Re-located
Redevelopment Potential	Redevelopment area consists of <b>124 acres</b> with a balance of land uses
GRT Potential	High
Community Benefits	Significant community capacity building - includes public-private partnership campus
Housing	Creates walkable neighborhoods
Parks	<b>22 acres</b> - Significant
Employment Opportunities	Entrepreneurial and service workers, professional services, research, STEAM, tech

### Summary

Concpet 3 proposes the State Fair relocates, completely transforming the site while maintaining the charm of the Fairgrounds Main Street. With an expansive 22 acre park space, an entertainment district, education and workforce training space, and mixed housing. The redevelopment potential is 124 acres and offers a balance of land uses making the GRT potential high and the community benefits significant. The space for housing is large and designed as walkable neighborhoods; and the employment potential include opportunities for entrepreneurs, service workers, professional services, research, STEM, and technology.





# Concept 3 – Site Transformation



## LEGEND

- Retail / Commercial
- Mixed-Income Housing
- Community Facilities
- Community Resources / Existing / Adaptive Re-use

## Concept 3 - Land Use Summary

Fairgrounds	Fairgrounds Re-located
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