

ARAPAHOE COUNTY FAIR

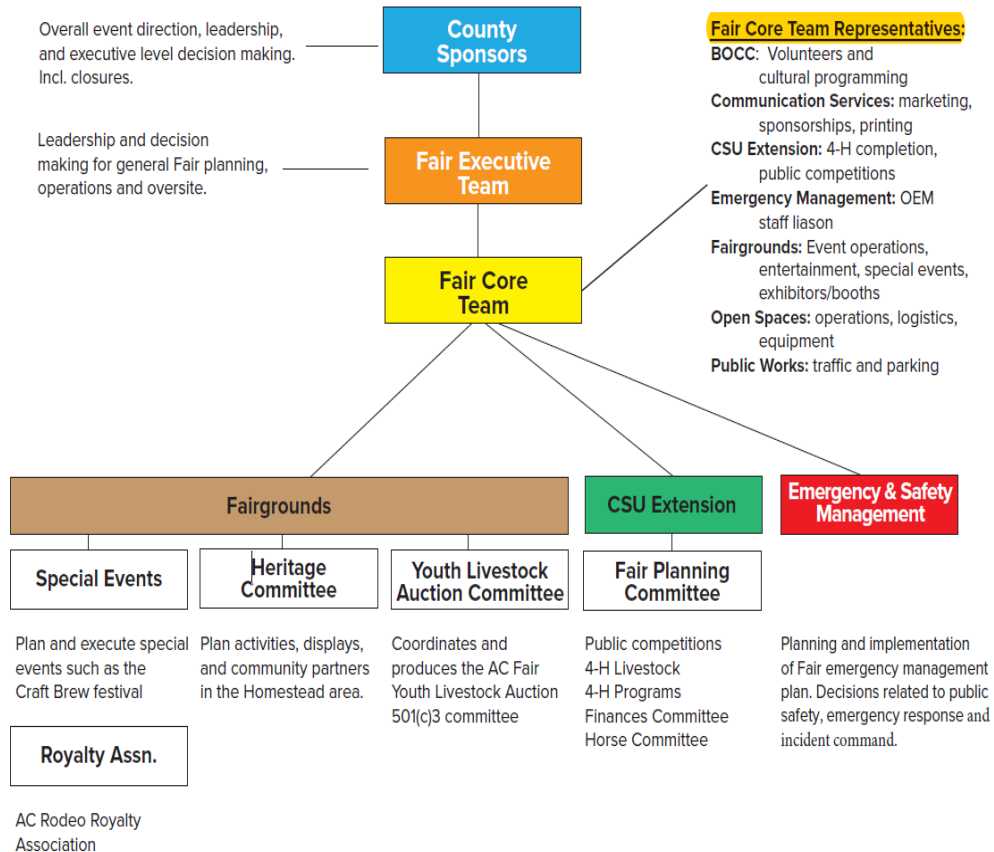


Mission

The Arapahoe County Fair provides a safe, educational, and family-oriented event that offers exceptional customer service and quality experiences and value to the attendees and the broader community.



FAIR ORGANIZATIONAL CHART



- **Fair Sponsors:** Provide executive level event direction, leadership, and strategic decision making. Serve as leaders on the incident command team.
- **Fair Executive Team:** Provides leadership and decision-making for general Fair planning, operations, event logistics, and public relations. Serves to support incident command team.
- **Fair Core Team:** Team of County staff, who collaborate on the core planning, programming, and operational efforts of the County Fair. Provide event plans and recommendations for Fair Executive Team approval.



EVENT GOALS

- The primary goal of the Arapahoe County Fair is to offer exceptional customer service and value to the community through a quality family-oriented event that are safe, diverse, educational, and fun.
- Be fiscally and operationally sustainable.
- Provide a safe and quality visitor experience.
- Support 4-H completion events and public competitions.
- Showcase the County's diverse history, cultural heritage, and current services.



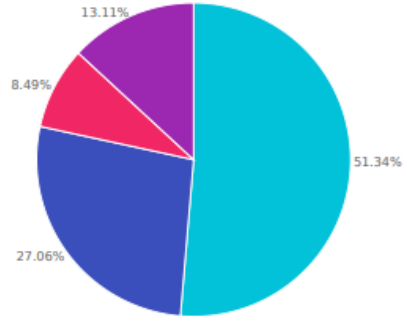
FAIR ATTENDANCE

	2019 Fair	2021 Fair	2022 Fair	2023 Fair	2024 Fair	22' vs 24' Comparison
Thursday	1959	2608	1600	2438	2181	36%
Friday	6328	7464	6844	5746	6574	-4%
Saturday	10253	13497	11331	10802	9654	-15%
Sunday	6851	10317	7369	6662	6691	-13%
Total	25391	33886	27144	25648	25100	-8%



How Many Times Have You Attended The Fair In The Past

Answered: 3204 Skipped: 0

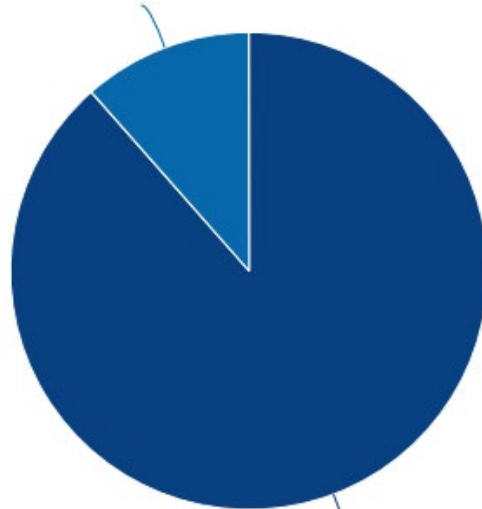


- First Time
- 2 to 3
- 4 to 5
- Every Year

How did you hear about the Arapahoe County Fair?

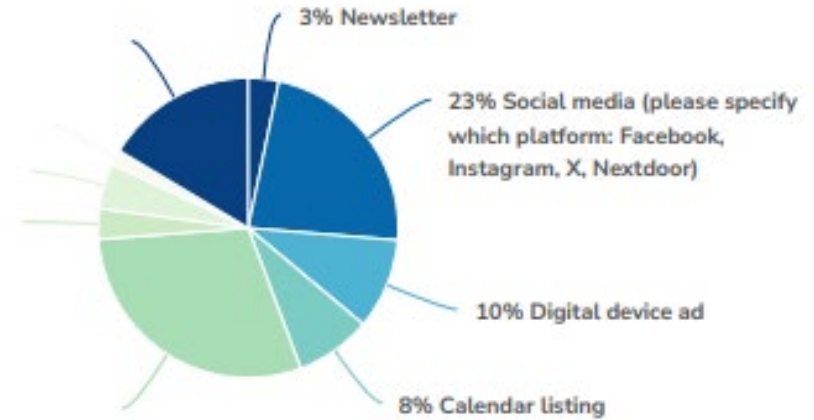
Was this event a positive experience for you?

12% No



89% Yes

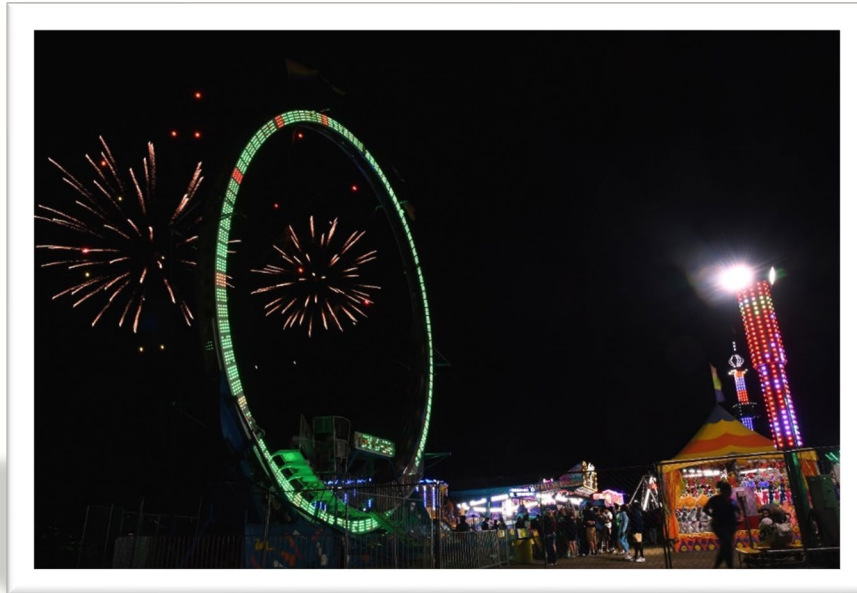
- 16% Other
- 2% Radio
- 5% TV
- 3% Banner at an Arapahoe County facility
- 30% Word of mouth



ARAPAHOE COUNTY FAIR

ENTERTAINMENT

- Carnival
- Mutton Bustin
- Petting Farm
- Heritage Hall
- Toddler Town
- Top Hogs
- Flippen Trampoline
- Public Competitions
- 4H Exhibits
- Kids Corral
- Canine Stars
- Main Stage
- Pours on the Plains
- Boots Not Suits
- Fireworks
- Rodeos



- Fair Marketing and Advertising Strategy and Highlights:

Marketing Approach:

- Integrated marketing campaign (multichannel)
- Spanish-language media
- Expanded social media activation Targeted digital ad program
- More than 25 articles and features across Print/TV/Radio

Paid advertising results:

- Over 6,000,000 gross impressions (media/digital)
- 15,647 Clicks/Opens
- 715 commercials/promos
- 500,148 reach from top 10 Facebook ads, including 130,777 reach from video promo



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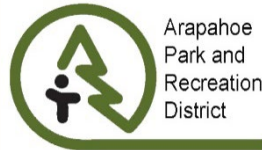
SPONSORS

Sponsorship Highlights:

- \$ 120,000 Cash
- \$30,000 in kind
- Nine (9) new business sponsors/booths represented \$38,210
- Six sponsors signed multi-year agreements



POTESTIO BROTHERS
EQUIPMENT, INC.



ARAPAHOE COUNTY

4H & PUBLIC COMPETITIONS

	2019 Fair Statistics	2020 Fair Statistics	2021 Fair Statistics	2022 Fair Statistics	2023 Fair Statistics	2024 Fair Statistics
Family Consumer Sciences and General- # exhibits	202	128	168	167	215	205
Livestock and Small Animal- # exhibits	472	262	308	319	232	300
Public Competitions- # exhibits	506	N/A	399	554	352	356
Youth Livestock Sale	\$239,487	\$171,145	\$287,928	\$296,034	\$327,356	\$343,925



Fair Volunteers: 71 for 599 hours
CSU Ext: 72 volunteers for 4320 hours
Total:4919
\$33.49 National rate = \$164,737.00

County Department volunteers

- Finance
- FFM
- Human Resources
- Community Resources
- Road & Bridge
- Sheriffs Office



BOOTS NOT SUITS

Overview

- 375 attendees
- 95 purchased tickets/remaining are sponsored
- Fun event with food, drinks, live music and networking with civic, business and economic development leaders.



POURS ON THE PLAINS

Overview

- 238 Paid Tickets
- 49 Comp Tickets Redeemed
- 4 DD tickets sold
- 16 local breweries + 1 non-alcoholic Concessionaire: A Bit Twisted Brewpub & BBQ
- Sponsors: Bally's Arapahoe Park, Fairfield Inn and Suites, Thirst Magazine, Trails Park and Recreation

- People's Choice Best Brewery: Incantation Brewing
- Judge's Choice Easy Drinking: Seedstock's Strawberry Rhubarb Cream Ale
- Judge's Choice Full of Flavor: Iron Mule's Smoked Banshee Barrel Aged Amber Ale
- Judge's Choice Most Original Beer: Danico Brewing's Pistachio Cream Ale
- Judge's Choice Best in Show: Fiction Beer Company



The Fair’s main revenue is generated from gate admission, vendors, liquor sales, sponsorship dollars, and carnival revenues. The gate / wristband fee includes both general admission and carnival rides, offered at \$25.

2022 Gate Fee: \$20

2023 Gate Fee: \$25 with \$20 presale for the month of June (795 tickets)

2024 Gate Fee: \$25

	2022 Fair	2023 Fair	2024 Fair
Revenue	\$800,234	929,137	\$944,666
Expenses	\$876,020	956,672	972,410
Total	(\$75,786)	(\$27,535)	(\$27,744)

The following goals guide the financial success of the County Fair:

- Develop a low-risk Fair budget that is approved by the Fair Sponsors.
- Recover over 75% of event expenses through diversity of event revenue sources.
- Staff, contractors, and equipment support event operational plans, with additional capacity to address event challenges.
- Dedicate adequate staffing to support ongoing open space, parks, and trails maintenance and operations during the month of July and during the County Fair.



ARAPAHOE COUNTY FAIR

- Request to continue support of employee ticket to the Fair
- 543 Employees redeemed fair tickets
 - \$13,575,600 (\$25 gate ticket per employee)
 - \$12,000 in budget
- Request for 2025 for more dollars to support employee redemption of fair tickets



EMPLOYEE TICKETS

	2024 Fair Ticket Request
ACSO	133
Open Spaces	18
Public Works	39
Assessor	24
Road & Bridge	28
Human Services	233
Community Resources	29
Commissioners	11
Legal	9
Human Resources	8
Clerk and Recorder	28
Motor Vehicle	18
Health	57
FFM	44



2025 FAIR DATES

July 24-27, 2025

2025 Planning Efforts

- Thursday/Sunday entertainment analysis
- Analysis of ticketing structure
- Strategy to increase attendance on Thursday
- Food selection
- Main stage music
- Outreach
- Safety

