



ARAPAHOE COUNTY
OPEN SPACES



EVENT CENTER

Arapahoe County Fairgrounds and Park



Recommendation



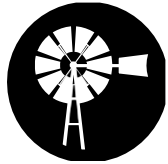
Staff Recommendation

- 1.) Approve the recommended 2027 facility rental pricing increase of 9% (rounded to nearest 50 or 100)

- 2.) Approve the 2026 Signature Event programming approach



2027 Fairgrounds Pricing



Presentation Outline:

- Background
- Rental Pricing Strategy
- 2027 Facility Rental Pricing
- 2026 Signature Event



Background



Event Center Philosophy

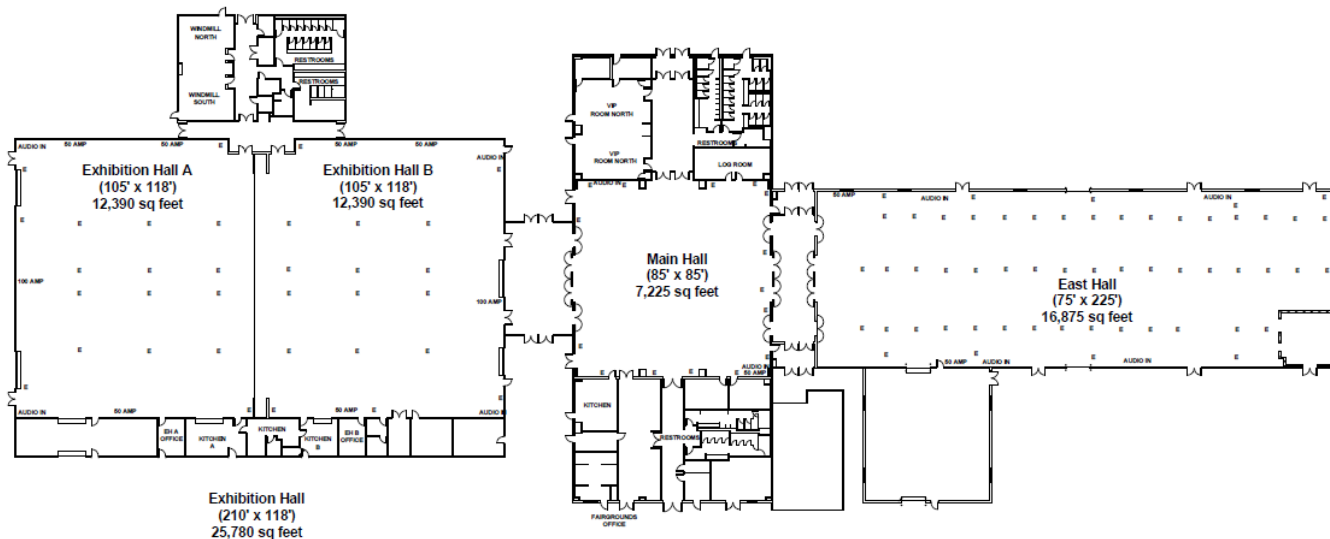
- Historic rental goal driven by operational capacities
- Facility hosts a diverse event calendar
- Support county interdepartmental events



Background



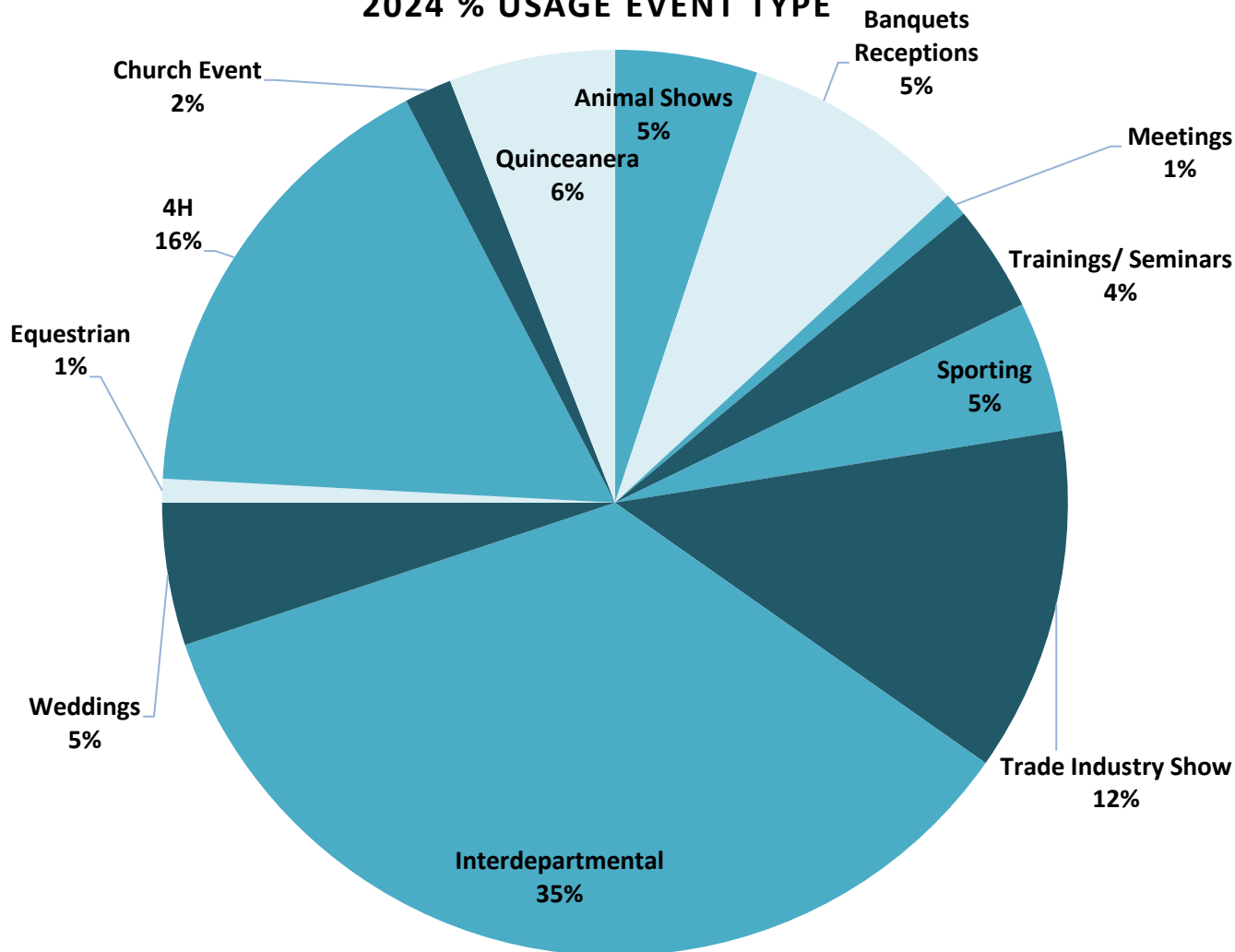
- Proposed 2027 facility rental rate increase applies to the Exhibition Hall Full and A/B, Main Hall, and East Hall
- Facility rental pricing is for private and commercial events
- County interdepartmental events are not charged a facility rental fee
- Nonprofit rate is 50% of private / commercial rate



Background



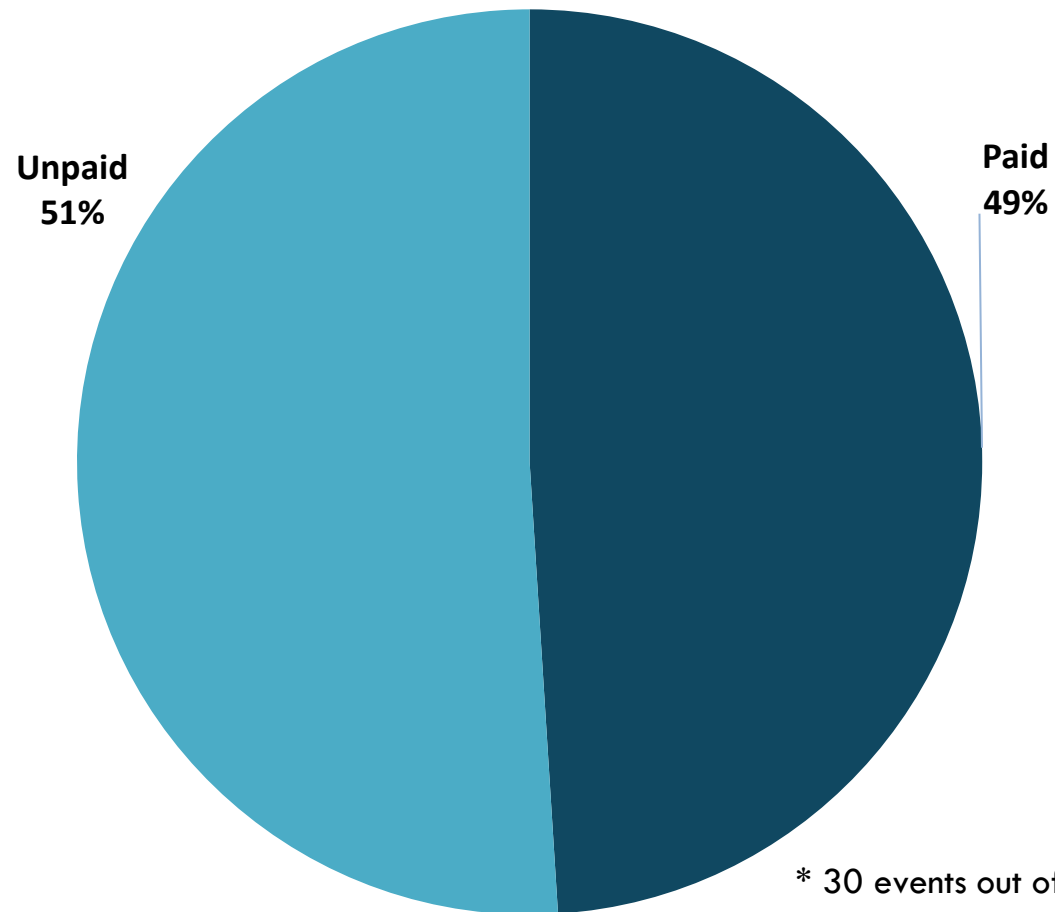
2024 % USAGE EVENT TYPE



Background



% PAID VS. UNPAID



* 30 events out of the 107 paid event fall under the non-profit fee pricing (28% of paid category)

Background



The rental of the facility generates a net of roughly **\$300,000/year** in revenue for the Event Rental Fund (302). This revenue comes from **49%** of the facility's paying clients.

The Event Rental Fund (302) is used to:

1. provide a County Fair supplemental (if needed & approved by BOCC)
2. support small CIP projects at the facility



Background



Why **2027 rates** and not 2026 rates?

- Staff began securing contracts for 2026 usage in April of 2025
- Today, 100 % of available 2026 rental dates have been secured/booked
- 140 private/commercial events are on the waitlist for 2026 dates



Rental Pricing Strategy



- Since 2015 rental rate analysis has occurred every two years, with subsequent price modifications.
- Main pricing driver is **comparison with like facilities** in the Denver Metro / Front Range
- Consideration includes an awareness of Client's tolerance of rate increase
- Advance notice to Clients
- Going forward, increases will be approached annually.



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Strive to be a
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We feed off
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ENTHUSIASM

**Partnership &
Innovation**

While small but mighty, we
WILL rise to **ANY** occasion
and **ACCOMPLISH**
great things



One thing we know for sure,
you will love us before you leave

2027 Facility Rental Pricing

Staff recommendation:

- 9% increase in 2027 facility rental rates (over 2025/2026 rates)

- Round amounts to the nearest 50 or 100:

Exhibition Hall Full (A+B) - \$3,500

Ex Hall A or B - \$1,750

East Hall - \$1,400

Main Hall - \$1,750

Facility Fee Table	EX HALL A and B				EAST HALL				MAIN HALL			
Year	Sq Ft	Cost/Sq Ft	Total	% change	Sq Ft	Cost/Sq Ft	Total	% change	Sq Ft	Cost/Sq Ft	Total	% change
2025/2026	12,400	0.128	\$1,600		16,800	0.077	\$1,300		7,200	0.222	\$1,600	
3% increase	12,400	0.133	\$1,648	3.00%	16,800	0.080	\$1,339	3.00%	7,200	0.157	\$1,133	3.00%
7% increase	12,400	0.138	\$1,712	7.00%	16,800	0.083	\$1,391	7.00%	7,200	0.222	\$1,712	7.00%
9% increase	12,400	0.141	\$1,744	9.00%	16,800	0.084	\$1,417	9.00%	7,200	0.242	\$1,744	9.00%

2027 Facility Rental Pricing

Projected Net Revenue Increase to 302
Fund under Different Rate Increases

% Rate Increase	302 Fund Revenue Increase Estimate
3%	\$18,000
7%	\$42,000
9%	\$54,000

2027 Fairgrounds Pricing

Comparison Among Neighbors: Exhibit Hall

Year	Exhibit Hall Comparison	Per Sq Ft
National Western Stockyards Event Center	\$10,000	\$0.620
Adams County (includes tables/chairs/stage/liquor minimums)	\$3,500	\$0.300
2027 Arapahoe County Proposal	\$3,500	\$0.141
Jefferson County Exhibit Hall 1, 2, and 3	\$1,440	\$0.138
2025/2026 Arapahoe County Exhibition Hall	\$3,200	\$0.128
Larimer County Event Hall	\$1,800	\$0.100
Douglas County Event Center	\$3,000	\$0.100
El Paso County	\$428	\$0.036
Boulder County Event Center	\$1,250	\$0.030

*Adams County is all inclusive pricing vs a la carte pricing

*Comparisons with peers is difficult because of facility differences

*County event center philosophies and subsidization also differ

2027 Fairgrounds Pricing

Comparison Among Neighbors: Main Hall

Year	Main Hall	Per Sq Ft
National Western Stockyards Event Center	\$10,000	\$0.620
Adams County (includes tables/chairs/stage/liquor minimums)	\$3,500	\$0.318
2027 Arapahoe County Proposal	\$1,750	\$0.242
2025/2026 Arapahoe County Main Hall	\$1,600	\$0.222
Jefferson County Exhibit Hall 1 and 2	\$960	\$0.127
Larimer County Event Hall	\$1,800	\$0.100
Douglas County Event Center	\$3,000	\$0.100
El Paso County	\$428	\$0.036
Boulder County Event Center	\$1,250	\$0.030

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2027 Fairgrounds Pricing

Comparison Among Neighbors: East Hall

Year	East Hall	Per Sq Ft
National Western Stockyards Event Center	\$10,000	\$0.620
Adams County (includes tables/chairs/stage/liquor minimums)	\$1,450	\$0.180
Jefferson County Exhibit Hall 1, 2, and 3	\$1,440	\$0.138
Larimer County Event Hall	\$1,800	\$0.100
2027 Arapahoe County Proposal	\$1,400	\$0.084
2025/2026 Arapahoe County East Hall	\$1,300	\$0.077
Douglas County Multipurpose Barns	\$400	\$0.067
El Paso County	\$428	\$0.036
Boulder County Event Center	\$1,250	\$0.030

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2027 Facility Rental Pricing

Pitfalls of relying solely on Consumer Price Index (CPI):

- Represents consumer goods, not governmental goods
- Difficult to project into the future

Exhibition Hall Increases to Inflation (Assumes 2017 Starting Number is Justified)				
Year	Exhibition Hall Rate	% from Prior Year	Inflation	Rate Change By Inflation
2017	\$2,000		3.386%	\$2,067
2018	\$2,000	0.0%	2.731%	\$2,124
2019	\$2,400	20.0%	1.924%	\$2,165
2020	\$2,400	0.0%	1.951%	\$2,207
2021	\$2,400	0.0%	3.541%	\$2,285
2022	\$2,400	0.0%	8.011%	\$2,468
2023	\$3,000	25.0%	5.215%	\$2,597
2024	\$3,000	0.0%	2.270%	\$2,656
2025	\$3,200	6.7%	*2.30%	\$2,717
2026	\$3,200	0.0%	*2.30%	\$2,779
2027 Proposal	\$3,488	9.0%		

*Forecasted Inflation Rates from Arapahoe County Finance Department

Fall for YOU

Saturday, October 24, 2026

Family friendly event- 11am-4pm

Mystical Mayhem- 6-9pm

Sunday, October 25, 2026

Family friendly event- 11am-4pm

Chili Cookoff & Chalk Art

Signature Event History

Inception of Signature Events (COVID)

- Pictures on the Plains- pods
- Treat Street- safe trick or treating

Chalk Lines and Vines

5K Trail Run- 1 event at Tagawa Gardens

Pictures on the Plains- 3 movies on Thursdays

Treat Street

Visit the Village

Chalk Lines and Vines

5K Trail Run- 1 event at 17 Mile House

Pictures on the Plains- 2 movies on Saturdays

Treat Street

Visit the Village

2020

2021

2022

2023

2024

2025

Chalk Lines & Vines

5K Trail Run- Series of 4

Pictures on the Plains- 2 movies on Thursdays

Treat Street

Board and Barrel

Chalk Lines and Vines

5K Trail Run- 1 event at Tagawa Gardens

Pictures on the Plains- 4 movies on Thursdays- June/September split

Treat Street

Visit the Village

Chalk Lines and Vines

Treat Street

Visit the Village with 5K

Reasoning & Overview of 2026 Proposed Fall Event

Time of year: Fall, October 24-25, 2026

October has historically had the most consistent and enjoyable weather. We'd be able to activate indoor as well as outdoor.

Treat Street in October has our highest attendance records other than Fair.

Day of the week: Saturday-Sunday

Weekends are more approachable for attendees. Multiple days give folks options to attend while still having time for other commitments.

Who: All ages, family friendly, 21+ activities

We've received survey feedback in large favor of both all-ages events as well as 21+ adult-only events.

Where: Indoor and outdoor

We've received survey feedback in large favor of both indoor and outdoor options at our events.

How much: Ticketed event, varied pricing based on participation

Our community appreciates our economical all-inclusive ticketing model.

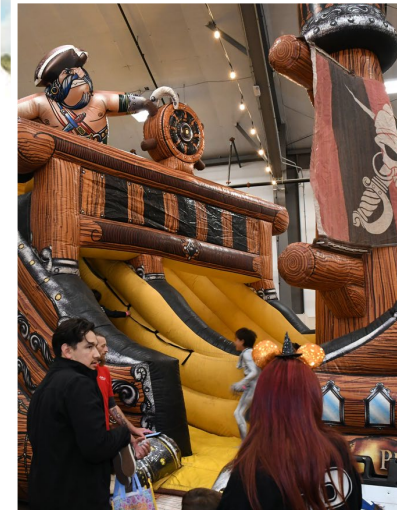
Additional tickets/pricing for differentiated experiences allows attendees to choose their experience (21+ event, etc.).

Fall for
YOU

Themed Activities

Saturday-Sunday, October 24-25, 2026

- Family friendly event
- Chili Cookoff & Chalk Art



Fall for
YOU



Saturday, October 24, 2026

- Live and roaming entertainment
- Contests
- Themed spirits



Event Budget: Expenses & Revenue

Fall for YOU Festival	2026 Expenses
Description	
Total Operating Supplies	\$3,850
Total Food & Beverage	\$3,800
Total Travel & Transportation	\$1,900.00
Total Advertising	\$7,100
Total Professional Service	\$37,850
Total Equipment Rental	\$9,000
Total Oper Software Rental	\$200
Total Central Printing	\$1,300
Contingency budet	\$5,000
GRAND TOTAL EXPENSES	\$70,000

Fall for YOU Festival	2026 Revenue
Description	
Tickets Sales	
General Admission (2 and under free!)	
\$15 Ticket- 2,800k people- day festival	\$42,000
Spirits with Spirits	
\$45 Ticket- 300 people	\$13,500
Food & Beverages	
Bar Sales- Festival	\$2,500
Sponsorship	
Cash Sponsors	\$6,000
In-Kind	\$2,500
MISC	
Chili Cook Off	
Registration Fee \$25/20 entries	\$500
Vendors	\$3,000
GRAND TOTAL REVENUES	\$ 70,000

Fall for
YOU