

# ARAPAHOE COUNTY FAIR

★★★★  
JULY  
28-31  
2022



ARAPAHOE COUNTY





## OUTLINE

- Event Goals
- Fair Layout
- Attendance
- Operations
- Ticket Sales
- Sponsors
- 4-H / Public Competitions
- Volunteerism
- Boots Not Suits
- Pours on the Plains
- Event Finances/Fair Fund
- 2022 Employee Ticket Reimbursement
- 2023 Fair Dates





## EVENT GOALS

- Improve the 2021 Fair layout, increase visitor engagement of north lawn activities, and engage associated vendors.
- Provide increased level of customer satisfaction
- Improve event emergency management operations through cooperative training and pre-event planning.
- Maximize ticket sales through integrated marketing campaign.



# ARAPAHOE COUNTY FAIR

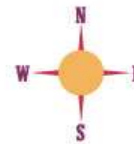
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Fireworks  
Friday & Saturday Night

East Quincy Avenue

Fair Parking turn on Powhatan



CARNIVAL ACTIVITIES

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Water Tower



Fairgrounds Road

Powhatan Road

## LEGEND

- Walkway
- Trails
- Vendors

### Kids' Corral

- Inflatables
- Nurf Terf
- Coal Mine Rides
- Lawn Games
- Ninja Nation

## EXPERIENCE THE FAIR

The first Arapahoe County Fair was held in 1906 along the banks of the South Platte River within present day Littleton. The Fair is one of Arapahoe County's longest-standing community traditions. The County Fair has traveled to various locations including Deer Trail, Byers, Englewood and Littleton. The current location of the Arapahoe County Fairgrounds was commemorated in July 2006, marking the 100th anniversary of the Fair.

Welcome to your Arapahoe County Fair! The Fair continues to showcase the County's agricultural and Western heritage through 4-H programming, traditional agricultural activities and entertainment. For the price of admission, you can also enjoy carnival rides, daily motor sports, rodeos, canine entertainment, a petting farm and numerous other activities.

Don't forget to shop at the food vendors or stop by and check out our commercial vendors. Enjoy a beer or wine from one of our beer and wine tents. Go online to check out our full schedule of events!

Bring on the fun!

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



110th YEAR







## FAIR ATTENDANCE

- Thursday: 1,600
- Friday: 6,844
- Saturday: 11,331
- Sunday: 7,369

**Total Paid Tickets:** 27,144  
(33,886 in 2021)

Unredeemed Tickets: 627





# OPERATIONS

## Pre-Fair Operations

- Fairgrounds & Extension staff supported 4-H Campground registration and load-in logistics
- Cooperative Fair Emergency Exercise tabletop with key stakeholders
- 4-H events and show logistics started one week prior to Fair
- Covered arena flipped from 4-H horse show to Fair layout in 48 hours
- Parking lots and traffic management plans and supporting maps
- New event layout implementation
- IT infrastructure improvements for ticketing operations at new ticket booth



## Event Operations

- Improved operational plans for managing entertainment, event logistics, public safety, and staff schedules
- Addition resources for supporting event layout, customer satisfaction, customer experience, and safety
- Refresh with new food vendors, main stage entertainers, and interactive entertainment
- Signage and wayfinding improvements



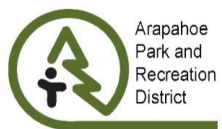
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## SPONSORS

- \$ 72,825 Cash
- 15,000 In Kind



POTESTIO BROTHERS  
EQUIPMENT, INC.



ARAPAHOE COUNTY



## 4-H & PUBLIC COMPETITIONS

	2019 Fair Statistics	2020 Fair Statistics	2021 Fair Statistics	2022 Fair Statistics
Family Consumer Sciences and General- # exhibits	202	128	168	167
Livestock and Small Animal- # exhibits	472	262	308	319
Public Competitions- # exhibits	506	N/A	399	554
Youth Livestock Sale- \$ total	\$239,487	\$171,145	\$287,928	\$296,034







## VOLUNTEERS

Gate: 45

Mobility Assistance: 185

Pours on the Plains: 5

CSU Ext: 4,212 hours

Homestead: 320 hours

Total Hours: 4,767

Total Volunteers: 142

Volunteerism Value: \$142,772



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### Overview

385 attendees

Collaboration between  
Communications &  
Fairgrounds Staff Teams



## BOOTS NOT SUITS



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# POURS ON THE PLAINS

## Overview

- 438 tickets sold
- 16 DD tickets sold
- 15 local breweries
- Back inside Exhibition Hall
- LaunchPad won Peoples Choice Award
- A Bit Twisted won Overall Judges Choice Award



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## EVENT FINANCIALS

**As of September 19, 2022**

Fair Revenue                      \$800,234.48

Fair Expenses                     \$843,522.30



**ARAPAHOE COUNTY**



## EMPLOYEE TICKETS

- 538 employees redeemed tickets for wristbands
- 63% redemption rate for employee tickets requested
- (2021 redemption was 77% (405 redeemed))
- **General Fund Transfer Approval: \$10,760 transfer**
  - (\$20 gate ticket per employee)



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**July 27 -30, 2023**

## 2023 FAIR DATES



**ARAPAHOE COUNTY**