



ARAPAHOE COUNTY
OPEN SPACES

Arapahoe County Events Center

25690

2021 Events at the Arapahoe County Fairgrounds





Chalk Lines & Vines

Chalk Lines & Vines – May 15-16, 2021

High-class wine and chalk art festival, featuring a wine-tasting tour of Colorado's best wines, gourmet food selections, chalk muralists and live entertainment – set against the colorful backdrop of the Front Range and Eastern Plains.





Chalk Lines & Vines

Where

- Central Green at the Arapahoe County Fairgrounds and Event Center

Target Demographic

- Ages 30-55
- Male/Female
- Couples
- “Ladies Day Out”
- Festival Lovers

Goals

- Showcase and support local artist community and culture within Arapahoe County
- Expand utilization of the central green / Showcase diversity of Fairgrounds utilization
- Expand into new markets / higher-end clients / new industry



Chalk Lines & Vines

2021 Expenses	Dollar Amount
Guest Swag (tasting glass/wine tote)	\$4,000.00
Entertainment	\$12,000.00
Stage/AV	\$1,000.00
Tent Rental	\$1,000.00
Ice	\$300.00
Security (ID Checks)	\$400.00
Production Team Shirts	\$500.00
Event Producer- 25% of ticket sales	\$8,000.00
Total 2021 Expenses	\$27,200.00
2021 Expenses	Dollar Amount
Entry Tickets (max. 800 guests)	\$32,000.00
Vendors	\$1,000.00
Sponsorship	\$10,000.00
Total 2021 Revenue	\$43,000.00
Net Profit	\$15,800.00



5K Trail Run Series

5K Trail Run Series -- April 10, June 12, August 14, October 9, 2021

Four themed 5K trail runs in celebration of Arapahoe County's interconnected and diverse trail system. Each race will take place on a different featured trail within a different city. Course, swag, and activities will be based on location, and each race will feature vendor booths, activities and live entertainment.



5K Trail Run Series

Where (Tentative)

- Arapahoe County Fairgrounds
- 17 Mile House
- Dove Valley Regional Park
- Longs Pine Grove
- Cheyenne-Arapahoe Park
- Highline Canal Trail

Target Demographic

- All Ages; 21-45
- Outdoor/Fitness Enthusiast
- Families, Singles and Friend Groups

Goals

- Marketing for reauthorization
- Community Engagement – Providing an opportunity of health and wellness of AC citizens
- Highlighting open space trails



5K Trail Run Series

2021 Expenses (includes all 4 races)	Per Race	Series
Food & Beverage After Race	\$2,000	\$8,000
Water Station	\$55	\$220
Advertising/Marketing	\$500	\$2,000
Open Space Themed Entertainment Post Race	\$200	\$800
Photographer	\$500	\$2,000
Finish Line Trussing Equipment	\$400	\$1,600
Racer Bibs	\$150	\$600
Racers Gift Bags/Swag	\$1,000	\$4,000
Race Consultant	\$1,000	\$4,000
Permits	\$350	\$1,400
Total 2021 Expenses	\$6,155	\$24,620
2021 Revenue (includes all 4 races)	Per Race	Series
Vendors (5 per race)		
200 in person participants- \$8,000 per race	\$8,000	\$24,000
50 virtual - \$ 1,500 per race	\$1,500	\$6,000
Sponsorship - \$5,000 cash or in-kind	\$2,500	\$10,000
Total 2021 Revenue	\$12,000	\$40,000
Net Profit	\$5,845	\$15,380





Board & Barrel

Board & Barrel – December 4, 2021

Unique wintertime event featuring a snowboard rail jam and adult libations. With incredible open sky views of the Front Range and Eastern Plains, the Fairgrounds is the perfect place to catch some rays, premium beverages, and gnarly tricks and flips.



Board & Barrel



Where

- Central Green at the Arapahoe County Fairgrounds And Event Center

Target Demographic

- Ages 21-45
- Outdoor and Sports Enthusiast
- Craft beverage and Festival Lovers – Couples, Friend Groups

Goals:

- Expand utilization of the central green / Showcase diversity of Fairgrounds utilization
- Expand into new markets / higher-end clients / new industry
- Community engagement in an event off season time / given COVID

Board & Barrel



2021 Expenses	Dollar Amount
Liquor License	\$100.00
Tasting Cups	\$700.00
Security (ID Checks)	\$200.00
Beverage Stipend	\$4,000.00
Catering/Food	\$7,000.00
Equipment Vendors	\$3,000.00
Ramp Production w/Consultant	\$45,000.00
Total 2021 Expenses	\$60,000.00
2021 Revenue	Dollar Amount
Entry Tickets (max. 500 guests)	\$25,000.00
Sponsorship	\$10,000.00
Total 2021 Revenue	\$35,000.00
Cost Recovery	58%

ARAPAHOE COUNTY FAIR





Arapahoe County Fair

Arapahoe County Fair – July 22-25, 2021

The Fair Executive Team have continued to meet and strategize a plan for the 2021 Fair given current public health conditions. We will continue to work with Tri-Count Health to plan out multiple scenarios for hosting the annual Fair depending on shifting health regulations. The following are goals lined out for the 2021 Fair.

- Support and host 4-H completion projects through COVID-19 restrictions.
- Showcase and host a safe event for staff and patrons.
- Create a scalable event to follow restrictions as they change.
- Create options for “sessions” during fair to increase attendance numbers
- Create options for separate ticketed events to prime entertainment. This will support cost recovery efforts.

Arapahoe County Fair

Revenue Budget Goal	\$256,000.00
REVENUES	
Ticket Price	\$20.00
Tickets Sold	8,000
Ticket Revenue	\$160,000.00
Booth	\$10,240.00
Parking	\$25,600.00
Sponsorship	\$28,160.00
Beer	\$28,160.00
Carnival Revenue	\$6,400.00
Total	\$258,560.00
EXPENSES	
Entertainment 48% Includes Carnival Payment	\$124,108.80
Professional Services 30%	\$77,568.00
Equipment Rental and Operational Expenses 14%	\$36,198.40
Marketing 8%	\$20,684.80
Total	\$258,560.00





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