



Arapahoe County

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Board Summary Report

File #: 21-079

Agenda Date: 1/19/2021

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To: Board of County Commissioners

Through: Shannon Carter, Director, Intergovernmental Relations and Open Spaces Director

Prepared By:

Matt Bixenman, Fairgrounds Site Manager

Presenter: Matt Bixenman, Fairgrounds Site Manager

Subject:

2021 Fairgrounds Events

Purpose and Request:

County staff will review and update planning efforts for new fairgrounds community events and the County Fair.

Background and Discussion: The Fairground's events team have been brainstorming and planning to host new community events for 2021 and beyond. In addition to the Pictures on the Plains, Treat Street, and Fair, staff is looking to add three additional community events to the 2021 County event calendar. Goals for all 2021 events is to engage the community, expand community outreach, and showcase the potential of Arapahoe County Open Space and the Fairgrounds Event Center.

Board & Barrel - December 4, 2021

Unique wintertime event featuring a snowboard freestyle rail jam competition 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.

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.

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, event activities and live entertainment.

2021 Fair

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

The following are main goals 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 health restrictions as they evolve.

Create options for "sessions" during the County Fair to increase attendance numbers and provide for event cost recovery.

Create options for separate ticketed events to prime entertainment within the County Fair. This will support cost recovery efforts.

Communication Services

The Communication Services Team is responsible for the marketing, advertising and public relations activities associated with the County Fair and Open Spaces community events. The Communications Team strives to build awareness of the annual County Fair and community events.

The Communication Services team manages and coordinates: Marketing and advertising Event public relations and media relations Crisis Communications Develop the post event marketing and advertising summary report

Printing all materials and working with Open Spaces staff to produce event signage

Fiscal Impact: New 2021 events will start with a \$100,000 budget commitment from a Fairgrounds cost center. Sponsorships and cost recovery goals are expected to be around 40%.

The County Fair will have a different feel this year. Revenue is largely attendee based and will likely see a low attendee number due to restrictions and possible public concern for attending large events. Strategies will be taken to minimize shortfall in attendee numbers, which will include a large budget reduction for initial planning efforts.

Alternatives:

2021 Events

Host no new proposed events. There would be no budget risk and no opportunity for goal success.

Start with hosting one event and build additional events in 2022. This would create a smaller budget risk but limit our community outreach goals.

Host all proposed new events with specified budget and budget risk. This would allow us to maximize our outreach potential and goals.

2021 Fair

Plan a County Fair similar to the 2020 County Fair with only a 4-H completion event. Minimize financial and public health risks with no options for event revenue.

Plan for normal county Fair with similar budget to 2019 County Fair. This option has a large financial risk if the event is not able to have an unrestricted number of attendees. Staff would need to plan as normal and cut back and cancel contracts as needed based on health restrictions.

Create options for sessions during each day and separate ticket sales to prime entertainment. Sessions would separate the day into two different events. An early afternoon session and late-night session. This would allow us more people on site during the day and do a clean changeover for the second session.

Alignment with Strategic Plan:

☒ Be fiscally sustainable

☒ Provide essential and mandated service

☒ Be community focused

Staff Recommendation: Staff recommends hosting all proposed new events within the specified budget. 2021 Fair recommendation is scaling as necessary based on current health restrictions. Beginning with small budget for initial planning purposes and scaling as necessary.

Concurrence: The Open Space and Communications Departments support the new proposed events for 2021.