



2022 REPORT

THE RANCH EVENTS COMPLEX



2022 LARIMER COUNTY FAIR COWBOY BOOTS & COUNTRY ROOTS

The 19th Fair hosted at the Ranch Events Complex was a triumphant celebration of bringing our local and 4-H community together. The Theme was Cowboy Boots and Country Roots. The Fair was launched with our fantastic community parade in downtown Loveland the weekend before. We saw many local organizations and businesses, the 4-H community, and our commissioners actively participate in the parade. This year's Fair was unique, with not one Queen in attendance but three, our Larimer County Fair Queen, Morgan Crouse, was joined by Miss Rodeo America, Hailey Frederiksen, and Miss Rodeo Colorado, Ashley Baller.

We had many fun events at the Fair; the Queens BBQ was a very popular evening. The Pancake breakfast was a huge hit, with hundreds of people in attendance. The 4-H Youth and Community Arena Building had its groundbreaking and drew a large crowd in attendance. We were honored to have the Loveland Mayor Jacki Marsh, our Larimer County Commissioners, Kristin Stephens, Jody Shadduck-McNally, John Kefalas, The County Manager Lorenda Volker, and members of the Fair Board. In addition to 4-H, Kerri Rollins, County director, and Kathay Rennels attended along with 4-H families instrumental in the planning.

The Fair is that time of year when the whole community comes together. The Fair has something for everyone, which shows in the level of generosity, passion, and dedication in all areas of our Fair, from the Community Stage, Sensory day, and importantly 4-H and CSU extension activities. Our 4-H and CSU extension participants, leaders, superintendents, and families bring heart and soul to our Fair. Their volunteerism is a mass combination of yearlong efforts of hard work from planning shows and the yearly Jr. Livestock auction.

Another highlight this year was the launch of our new Fair Bar, the Watering Hole, which drew large daily crowds. Since hosting the Fair at The Ranch Events complex, we have had our most successful carnival, with record-breaking attendance at the Fair and the PRCA Rodeo. Signage was a plus in our barns.

We are indebted to our sponsors, who donate yearly to the Larimer County Fair. We truly appreciate their patronage after some challenging years many have experienced since 2020 with cancelations and closures worldwide due to Covid. Their generosity to our fair and 4-H is a testament to their commitment to the Larimer County Fair. Your Fair Board, Fair staff, and County Commissioners thank you for your support.

2

WWW.TREVENTSCOMPLEX.COM

MISSION STATEMENT OF THE LARIMER COUNTY FAIR & RODEO

PROVIDING A UNIQUE, QUALITY EXPERIENCE

**HONORING THE DIVERSE HERITAGE OF THE
NORTHERN FRONT RANGE**

PROMOTING A SENSE OF COMMUNITY

EDUCATING AND ENTERTAINING

**CONDUCTING A SAFE AND COMFORTABLE
ENVIRONMENT**

**PROVIDING A SHOWCASE FOR 4-H AND
RESIDENTS OF NORTHERN COLORADO**

ACCOMPLISHMENTS OF THE 2022 LARIMER COUNTY FAIR

The 4-H Youth and Community Arena Groundbreaking. We are very excited to have this building open soon.

Attendance numbers were around 97,000+ people attending the Fair and PRCA Rodeo.

The Fair saw growth in our Open Class exhibits that are displayed in the South Hall. Thank you to many new superintendents who helped with this division's success.

Our wonderful volunteers donate time and staffing to make our fair a success. The fair board had 6,198 hours total, and fair board families with 1,179 hours.

Carnival Americana for always being such a great partner and providing additional rides this year and two Ferris wheels. And for also being our main sponsor for Sensory day.

Sensory day, we saw our numbers grow this year. In 2021 we had 124. This year we had a massive turnout with 432 attendees, and many smiles were shared with this unique community!

Our Larimer County Sheriff team kept everyone safe and worked hard to keep the traffic flow moving with so many additional cars this year.

We had our first-time Community stage. We had a hard time fitting all the great acts that applied to be on the community stage, and all acts were local. It was the first time some of the children and performers got to perform on a large stage. Many very appreciative groups thank us for offering the space; all want to return next year!

ENTERTAINMENT & ATTRACTIONS

AXE WOMEN BOUNCE HOUSES CAMS AG ACADEMY CVMBS
CARNIVAL AMERICANA CORNHOLE TOURNAMENT EVERBLOCKS
GLOBE OF DEATH NATURE'S EDUCATORS NINJA NATION
PONY RIDE & PETTING ZOO TWIGGY THE WATERSKIING SQUIRREL

LONGHORN & OUTDOOR ARENAS

CRYSTAL LYONS DOG HERDING DRAFT HORSE SHOW
JR RODEO MOUNTED SHOOTING PRCA RODEO VAULTING

MAIN STAGE BANDS & ACTS

ABERDEEN BAND CAITLYN OSCHNER DELTA SONICS
JAN IRON SINGERS & DANCERS ROCK BOTTOM BOYS WESTHWY 7
SCHOOL OF ROCK SHRED THE COWBOY UPTOWN FUNK

COMMUNITY STAGE

CANYON CONCERT BALLET COUNTRY KICKUP DJEMEJIVE
GAVYNN JAY KELLEBREW MUSIC NORDIC DAUGHTER
LIGHTHOUSE DANCE STUDIO HARRINGTON ART ALLIANCE
MCTAGGART IRISH STEP DANCERS WINDSOR PLAYHOUSE

5
WWW.TREVENTSCOMPLEX.COM

COMMITTEES, PROGRAMS AND PARTNERS

THE LIVESTOCK SALE COMMITTEE

Our 2022 Jr Livestock sale generated over \$935,000 for the children. The final numbers were up from \$800,803 in 2021. We have seen growth in sales since 2016.

THE RODEO COMMITTEE

The Rodeo saw some attendance increases from 2021

SUNDAY - 2021	3,058	SUNDAY - 2022	3,195
MONDAY - 2021	3,176	MONDAY - 2022	3,309
TUESDAY - 2021	2,349	TUESDAY - 2022	2,627

THE PARADE COMMITTEE

We had a total of 36 floats in the Fair Parade. Down on entries from 2021 that saw 42 floats.

THE PANCAKE BREAKFAST COMMITTEE

The Pancake breakfast was again well attended and very popular.

THE VOLUNTEER COMMITTEE

Ranch Hand hours for the parade and fair were 1,175. Down from last year in volunteers but did not lack service; everyone helping with the Fair gave in 100%.

2022 4-H YOUTH LIVESTOCK

	EXHIBITORS	ANIMALS
BEEF	64	95
DAIRY CATTLE	11	17
DAIRY GOATS	25	36
MEAT GOATS	59	136
HORSES	56	67
POULTRY	26	0
RABBITS	16	20
SHEEP	52	140
SWINE	102	210
TOTAL	411	721

OPEN CLASS

679 EXHIBITORS & 1,242 ENTRIES

BAKED GOODS

CANNED & DRIED PRODUCTS

CREATIVE CRAFTS

FINE ARTS

HORTICULTURE

MACHINE WORK

QUILTING

PHOTOGRAPHY

NEEDLEWORK

SPINNING & WEAVING

WWW.TREVENTSCOMPLEX.COM

7

4-H GENERAL PROJECTS

BEEKEEPING CATS CERAMICS COMPUTERS
DOGS ENTOMOLOGY ELECTRICITY GARDENING
HORSELESS HORSE GLOBAL CITIZENSHIP LEADERSHIP
LEATHERCRAFT METAL WORKING OUTDOOR ADVENTURES
PHOTOGRAPHY ROBOTICS ROCKETRY SCRAPBOOKING
SELF-DETERMINED SHOOTING SPORTS SMALL ENGINES
VETERINARY SCIENCE VISUAL ARTS WILDLIFE
WOODWORKING 4-H FILM MAKING

4-H GENERAL & FCS PROJECTS HAD 412 EXHIBITORS

4-H FAMILY CONSUMER SCIENCE PROJECTS

CAKE DECORATING CLOTHING CLOVERBUDS
DAIRY BAR FOOD PRESERVING FOODS & NUTRITION
FASHION REVUE HERITAGE ARTS HOME DESIGN & DECOR

8

WWW.TREVENTSCOMPLEX.COM

FAIR VENDORS

We saw a significant increase in overall Fair vendors for 2022. We had 55 vendors, a significant jump from 2021 we had 35 vendors.

2022 ATTENDANCE

This year we had two ways to take attendance. As we are a free fair, we have no way to count every single ticket officially, so we put in place two measures:

TRAFFIC VEHICLE COUNTERS | CELL PHONE CAPTURE

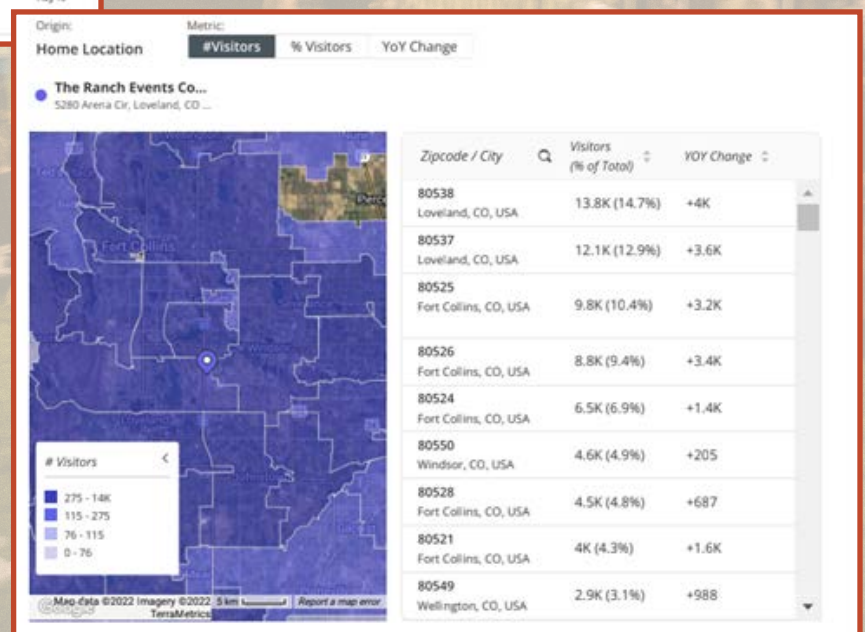
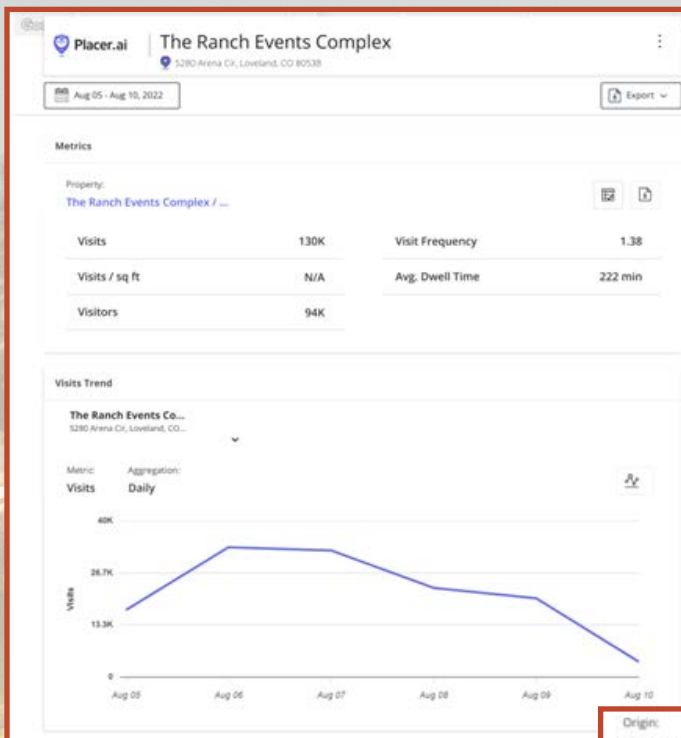
Traffic counters had one go down on Saturday that was counting the Main Gate vehicles – we calculated an average and estimated 87,000

2022 LARIMER COUNTY FAIR ATTENDANCE - (Estimated based on traffic counters)

Date	Arena Circle South	%	Arena Circle North	%	Total Vehicle #	Assumed Occupants/Vehicle	Attendance (Calculated)
8/5/2022	2,619	64%	1,472	36%	4,091	2.5	10,228
8/6/2022	4,306	60%	2,855	40%	7,161	2.5	17,903
8/7/2022	5,150	62%	3,121	38%	8,271	2.5	20,677
8/8/2022	4,509	62%	2,733	38%	7,242	2.5	18,106
8/9/2022	3,391	62%	2,055	38%	5,446	2.5	13,614
8/10/2022	1,733	62%	1,050	38%	2,783	2.5	6,956
TOTALS	21,707		13,286		34,993	3	87,483

2022 ATTENDANCE CONT.

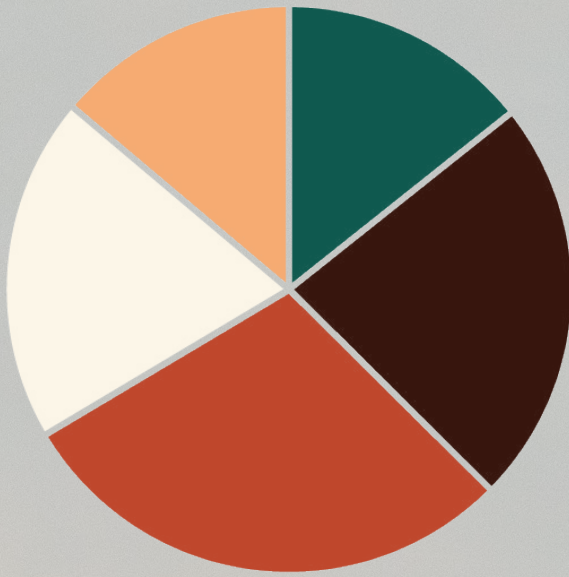
The 2nd way we monitored attendance is with the help of the City of Loveland using geofencing. That captures cell phones in an area at a set date and time. We did this for 2022 fair and recorded 130,000 phones that visited and re-visited the Fair. And 94,000 unique visitors. This also allows us to see where the cell phone's zip code is from.



10

WWW.TREVENTSCOMPLEX.COM

CARNIVAL SALES



FRIDAY SATURDAY SUNDAY MONDAY TUESDAY

183,972 CARNIVAL ATTENDANCE TICKETS

PRCA RODEO

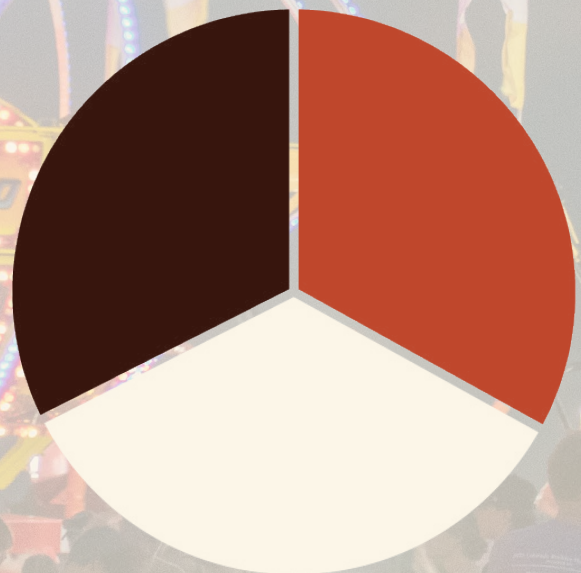
This is held in the Budweiser center on Sunday, Monday, and Tuesday nights of the fair.

DAILY RODEO ATTENDANCE

SUNDAY - 3,195

MONDAY - 3,309

TUESDAY - 2,627




SUNDAY MONDAY TUESDAY

11

WWW.TREVENTSCOMPLEX.COM

FAIR SPONSORS



Your Touchstone Energy® Cooperative 



12

WWW.TREVENTSCOMPLEX.COM