



2023 REPORT

THE RANCH EVENTS COMPLEX

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2023 LARIMER COUNTY FAIR & PRCA RODEO THROUGH THE DECADES

- 140TH LARIMER COUNTY FAIR & 75TH PRCA RODEO -

The Fair and Rodeo is that time of year when the whole community comes together to celebrate the cooler months ahead, the dedication of 4-H members in their projects, the sport of Rodeo, to splurge on a corndog and grab a ride on the Ferris wheel.

We are proud the Larimer County Fair has something for everyone from the Community Stage, Sensory Day, great food and attractions, local vendors and artists, and most notably, 4-H members and CSU extension. Our 4-H and CSU extension members, leaders, superintendents, and their families bring the heart and soul to the Fair. Their generosity combines yearlong efforts of hard work from planning and working on their projects to getting them across the finish line for the Fair. Their efforts and selflessness humble us.

Since hosting the Fair and Rodeo at The Ranch Events Complex, 2023 brought record attendance with over 120,000 people and a successful carnival.

2023 was also a special year for the Larimer County Fair and PRCA Rodeo celebrating two significant accomplishments: the 140th County Fair and the 75th PRCA Rodeo.

The Ranch Events Complex, a property proudly owned by Larimer County, has hosted the County Fair and Rodeo for 20 years, and we were excited to celebrate such major and historical occasions.

These celebrations were launched with the historic Larimer County Fair community parade in downtown Loveland the weekend before the Fair opened to the public, and we saw many local organizations, businesses, 4-H families, and the familiar faces of the Larimer County Commissioners supporting the work of staff and volunteers.

The Loveland Foundry played host to a live-band after-parade event that was a catalyst for all the following anniversary celebrations.

The Watering Hole Bar and Entertainment Center hosted the 140th Fair Anniversary party hosted by the Larimer County Commissioners for the community at large. The event was opened by former Larimer County Commissioner and visionary for The Ranch, Kathay Rennels, with addresses and thanks following from Larimer County Commissioners Kristin Stephens, Jody Shadduck-McNally, and John Kefalas. Larimer County Extensions Office had a noticeable 4H presence alongside former Queens at the event, which was a nice reflection point of the path the Fair and Rodeo has taken people before us down.

Overarchingly, the anniversaries were a triumphant celebration of bringing together our local and 4H community, and through the dedication of Ranch staff, Commissioners, and Fair and Rodeo Boards, they were a huge success.

Many notable events occur within the Fair, including the annual Queens BBQ, which was again a huge success. The Pancake Breakfast was another popular event with more than 750 attendees, and the Rodeo hosted some of the highest attendance in recent years.

We thank and are indebted to our partners and sponsors, who support the Larimer County Fair and Rodeo each year. We truly appreciate their support after some tough years many have experienced due to the COVID-19 pandemic. Their partnership with Fair and Rodeo is a testament to their commitment to Larimer County. The Larimer County Fair Board, Rodeo Board, staff, and County Commissioners thank you for your support

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THE LARIMER COUNTY FAIR IS A FREE AND NON-TICKETED EVENT!

MISSION OF THE LARIMER COUNTY FAIR & PRCA 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**

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ACCOMPLISHMENTS OF THE 2023 LARIMER COUNTY FAIR & PRCA RODEO

Hosting tours of the new 'Ranch Community Indoor Arena', a building influenced by the 4-H community.

Record attendance with ~120,000 people.

The growth in Open Class exhibits on display. Thank you to many new superintendents who helped with this division's success.

The amount of time the wonderful Ranch Hands volunteers donated to make the Fair successful.

Carnival Americana's great partnership, community engagement, and continuous improvement, including the popular Kraken ride and supporting the Sensory Day experience.

Sensory Day, with enormous community involvement growth year over year, serving 475 people; over 50 volunteers made this event very special for our unique community!

The Larimer County Sheriff's Office Ranch Platoon for their leadership and dedication to public safety. The Sheriff's leaders, deputies, and law enforcement officers from neighboring communities did a fantastic job keeping everyone safe and traffic flowing.

The Larimer County PRCA Rodeo was voted the Best Medium Rodeo in 2023 for the Mountain States Circuit!

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ENTERTAINMENT & ATTRACTIONS

CARNIVAL AMERICANA PLAY WITH GRAVITY NINJA NATION
EVERBLOCKS TOP HOGS BOUNCE HOUSES AXE WOMEN
CAMS AG ACADEMY CVMBS CORNHOLE TOURNAMENT
NERF TURF PONY RIDE & PETTING ZOO BUBBLES
MOBILE EARTH + SPACE OBSERVATORY CRAFTY CHASSIS

LONGHORN, INDOOR & OUTDOOR ARENA

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

MAIN STAGE BANDS & ACTS

BROTHERS OF BRASS TRENT HUGHES CLARE DUNN
JAN IRON SINGERS & DANCERS TRIP WIRE COLORADO KEYS
SCHOOL OF ROCK ERIC GOLDEN TWENTY HANDS HIGH

COMMUNITY STAGE

KANON LEBRON MARIA ELAINA AJ MCCARY
NACHO LOVELAND DANCE COMPANY

COMMITTEES, PROGRAMS AND PARTNERS

THE LIVESTOCK SALE COMMITTEE

Our 2023 Jr Livestock sale generated over \$928,000 for 4-H members.

THE PARADE COMMITTEE

We had 41 Float entries for 2023, up from 2022, which saw 36 entries. An afterparty was held at the Loveland Foundry in honor of the 140th Fair Anniversary and 75th Rodeo Anniversary.

THE PANCAKE BREAKFAST COMMITTEE

The Pancake breakfast is always a huge event for the Fair, with about 750 attendees for 2023.

THE VOLUNTEER COMMITTEE

Ranch Hand Volunteers are the face of the Fair! They shuttle and greet you at the Fair. Overall, they logged 1,300 hours spending abundant energy and tireless hours allowing the community to enjoy the Fair.

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2023 4-H YOUTH LIVESTOCK

	EXHIBITORS	ANIMALS	TOTAL
BEEF	58	83	237
DAIRY CATTLE	16	34	87
DAIRY GOATS	25	30	285
HORSES	57	68	698
POULTRY	32	53	107
RABBITS	20	39	67
SHEEP	56	124	259
SWINE	90	160	368
TOTAL	407	701	2392

OPEN CLASS

415 EXHIBITORS & 1,048 ENTRIES

BAKED PRODUCTS

CANNED & DRIED PRODUCTS

CREATIVE CRAFTS

FINE ARTS

HORTICULTURE

MACHINE WORK

QUILTING

PHOTOGRAPHY

NEEDLEWORK

SPINNING & WEAVING

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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 395 EXHIBITORS

4-H FAMILY CONSUMER SCIENCE PROJECTS

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

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FAIR VENDORS

We had an increase in indoor and outdoor vendors for 2023, with a total of 57 vendors—20 outdoors and 37 indoors.

2023 ATTENDANCE

As we are a free fair, we have no way to officially count every single ticket, so we put in place two measures:

1. TRAFFIC VEHICLE COUNTERS

With the traffic counter, we estimated about 131,950 unique visitors.

2. CELL PHONE CAPTURE

The Fair and Rodeo recorded 120,000 phones visiting and re-visiting The Fair.

Weekend	Fair Attendance	Rodeo Attendance	Total Attendance
Aug 4-5	105,000	105,000	210,000
Aug 6-7	105,000	105,000	210,000
Aug 8-9	105,000	105,000	210,000
Aug 10-11	105,000	105,000	210,000
Aug 12-13	105,000	105,000	210,000
Aug 14-15	105,000	105,000	210,000
Aug 16-17	105,000	105,000	210,000
Aug 18-19	105,000	105,000	210,000
Aug 20-21	105,000	105,000	210,000
Aug 22-23	105,000	105,000	210,000
Aug 24-25	105,000	105,000	210,000
Aug 26-27	105,000	105,000	210,000
Aug 28-29	105,000	105,000	210,000
Aug 30-31	105,000	105,000	210,000



CARNIVAL ATTENDANCE



209,761 CARNIVAL ATTENDANCE TICKETS

UP FROM 183,972 IN 2022!

FRIDAY SATURDAY SUNDAY MONDAY TUESDAY

DAY	FIVE-DAY PASS	ONE-DAY PASS	SINGLE TICKET
FRIDAY	82	1,819	26,680
SATURDAY	38	3,144	53,307
SUNDAY	2	2,610	54,250
MONDAY		2,164	37,827
TUESDAY		1,880	37,697
TOTAL	122	11,617	209,761

CARNIVAL ONLINE & GROUP SALES

GROUP SALES FIVE-DAY PASS	220
GROUP SALES ONE-DAY PASS	642
TOTAL	862

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PRCA RODEO

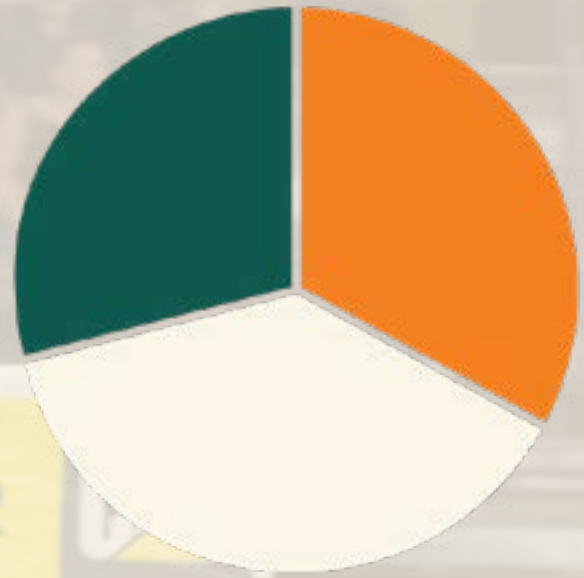
The PRCA Rodeo is held at Blue Arena on Sunday, Monday, and Tuesday nights of the fair. We had great turnouts again for our Rodeo performances.

DAILY RODEO ATTENDANCE

SUNDAY - 3,146

MONDAY - 3,218

TUESDAY - 2,406

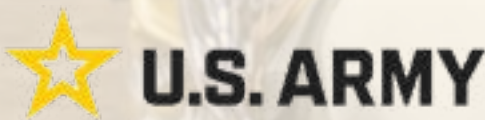
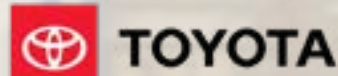
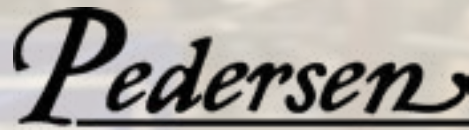


■ SUNDAY ■ MONDAY ■ TUESDAY

FAIR & PRCA RODEO SPONSORS



Your Touchstone Energy® Cooperative



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