



ANNUAL REPORT

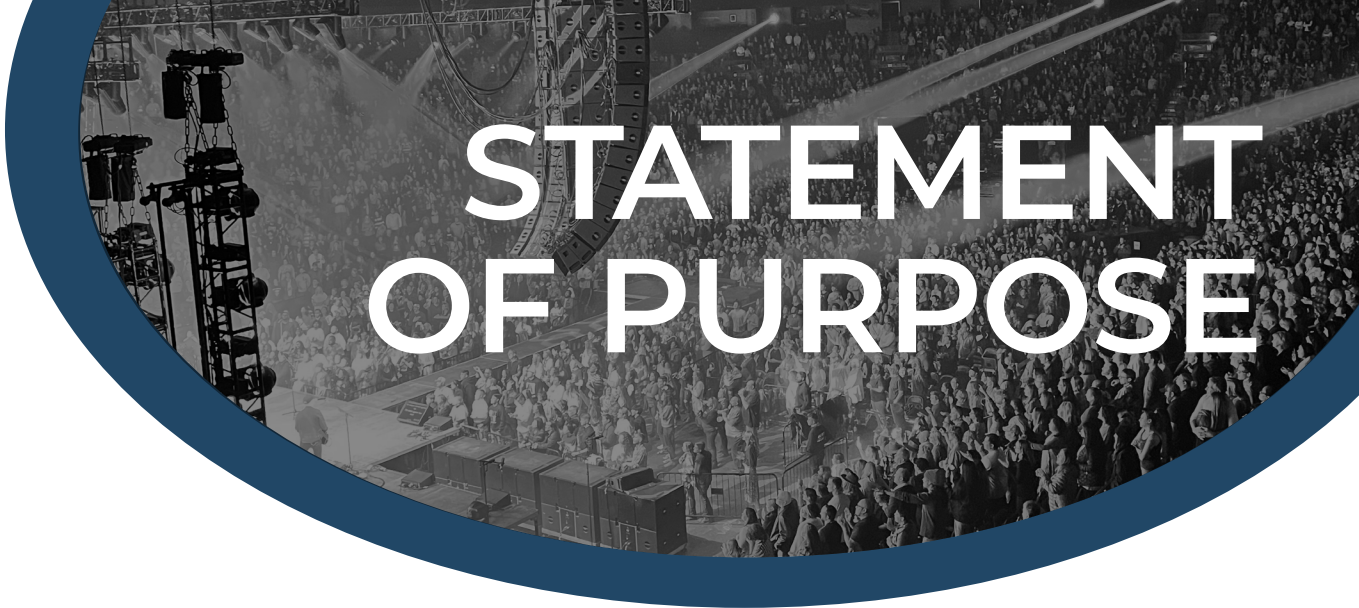
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STATEMENT OF PURPOSE

THE MISSION OF BLUE ARENA

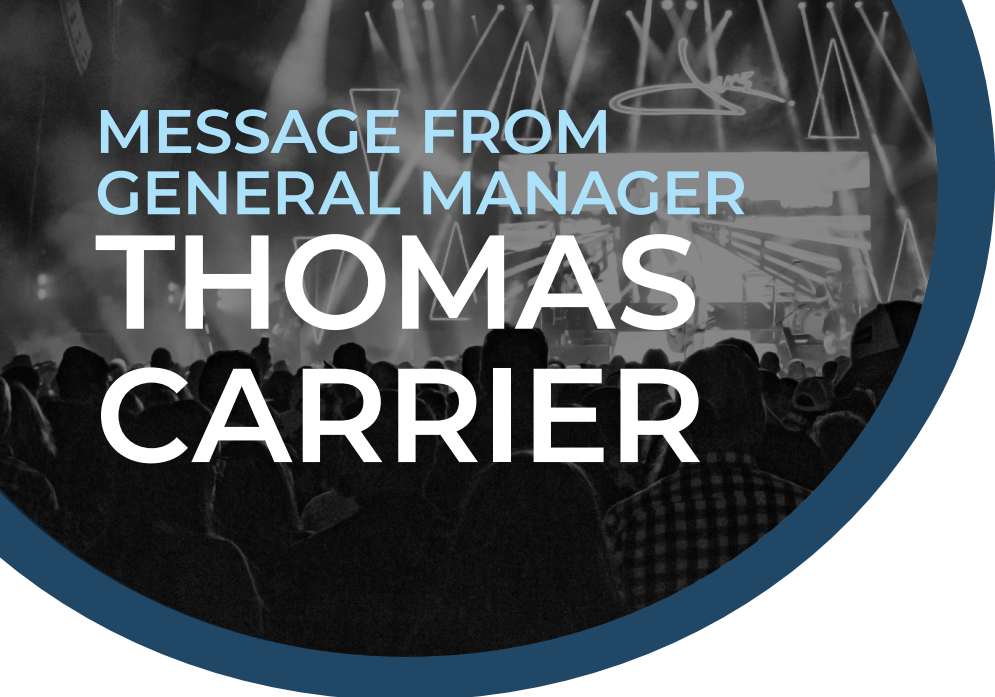
At Oak View Group, we are committed to elevating experiences in venues across the world. We value Diversity, Equity and Inclusion, Sustainability and Safety. As a facility owned by Larimer County, Blue Arena strives to keep its goals in line with the objectives of the County, and add value to the lives of its citizens by:

- Transforming events into experiences, making BIG things happen
- Delivering first-class, diversified, quality entertainment to the people of Northern Colorado
- Maintaining fiscal responsibility by pursuing aggressive revenue goals and being good stewards of public resources
- Providing a positive experience and exceptional customer service
- Developing mutually beneficial and collaborative partnerships
- Being a fulfilling, enjoyable and inclusive place to work

Customers are not dependent upon us; we are dependent upon them. They are not an interruption of our work; they are the purpose of it. They are not an outsider in our business; they are a part of it. We are not doing them a favor by serving them; they are doing us a favor by giving us the opportunity to do so.







MESSAGE FROM GENERAL MANAGER THOMAS CARRIER

Larimer County Commissioners:

On behalf of Oak View Group (OVG) and the staff at Blue Arena, it is my privilege to present to you our fiscal year 2024 annual report.

OVG is a proud partner of The Ranch and Larimer County, serving our Northern Colorado community with quality entertainment since 2003. We are extremely thrilled to share that 2024 was our strongest financial performance year on record for Blue Arena, with an operating net profit of over \$1.1 million. That's attributed to the hard work and entrepreneurial spirit of our entire OVG team at The Ranch.

We hosted 153 events this past year, which brought in \$2,511,491 in revenue. In addition to our events' financial success, patrons who visited Blue Arena provided high marks through our Customer Satisfaction Surveys, averaging 4.5 out of 5. 2024 provided many amazing event experiences and standout performances. Nate Bargatze had the highest attended event since 2014 with over 6,400 patrons, and Weezer, Bert Kreischer, Lauren Daigle and Mercy Me performed before near sellout capacity crowds. The summer saw the return of professional wrestling with AEW Dynamite, and the first performance of Big Head Todd and The Monsters at Blue Arena. We continued rocking in the fall with Steve Miller Band, Godsmack, and Judas Priest. Family content remains a programming staple with events like Cirque Corteo, Harlem Globetrotters, Disney on Ice, Toughest Monster Truck Tour, Sesame Street Live, our Larimer County PRCA Rodeo and New Year's Eve Extreme Bulls providing quality entertainment last year.

OVG Global Partnerships (OVG GP) continues to drive record revenues in sponsorships and advertising for Blue Arena, with over \$3.3 million in total sales for 2024.

As we look forward to 2025, our focus remains steadfast on providing a diversity of first-class events and customer service for our Northern Colorado community, while being fiscally responsible on behalf of Larimer County. We continue to diligently strive to provide exceptional experiences Oak View Group is known for in this next year.

With this report, we would like to express our gratitude to Larimer County for its continued support and we are excited to see what 2025 will bring to the amazing Ranch Event Complex.

Thomas Carrier
General Manager of Blue Arena
Oak View Group



MESSAGE FROM
CONTRACT ADMINISTRATOR
**CONOR
MCGRATH**

Dear Thomas and the Oak View Group Team,

It is with sincere gratitude and pride that I reflect on Blue Arena's continued success in 2024 and extend appreciation for your exceptional partnership as we move into 2025. This past year marked a milestone as we celebrated the arena's strongest financial performance to date, showcasing OVG's unwavering dedication to innovation, excellence, and community enrichment at The Ranch.

From Nate Bargatze's record-setting performance to beloved acts like Weezer, Lauren Daigle, Judas Priest, and AEW Dynamite, Blue Arena welcomed an incredible lineup that captivated Northern Colorado. Yet, beyond ticket sales and headliners, the true triumph lies in the quality experience delivered to our residents and guests. Your team's commitment to customer service and top-tier event operations continues to define Blue Arena as a premier destination in the region.

The arena's impact is far-reaching. As home to the Colorado Eagles and a host venue for graduations, business meetings, and family programming, it drives economic vitality and fosters community connection. The work you do supports local restaurants, hotels, and retailers, creating a ripple effect of benefit throughout Larimer County.

I'd also like to highlight and thank OVG Global Partnerships (OVG GP) for securing the Pedersen Auto Group naming rights in 2024. This achievement represents more than a new name on a building—it reflects a continued investment in The Ranch's growth, sustainability, and relevance. Your strategic efforts have elevated the Blue Arena brand while reinforcing its importance to our county's long-term vision.

Thank you for your leadership, your entrepreneurial spirit, and your steadfast collaboration. I am energized by our shared momentum and look forward to building on this success in 2025—together.

Warm regards,

Conor McGrath
Director of The Ranch
Larimer County Events Complex





WE ARE OAK VIEW GROUP

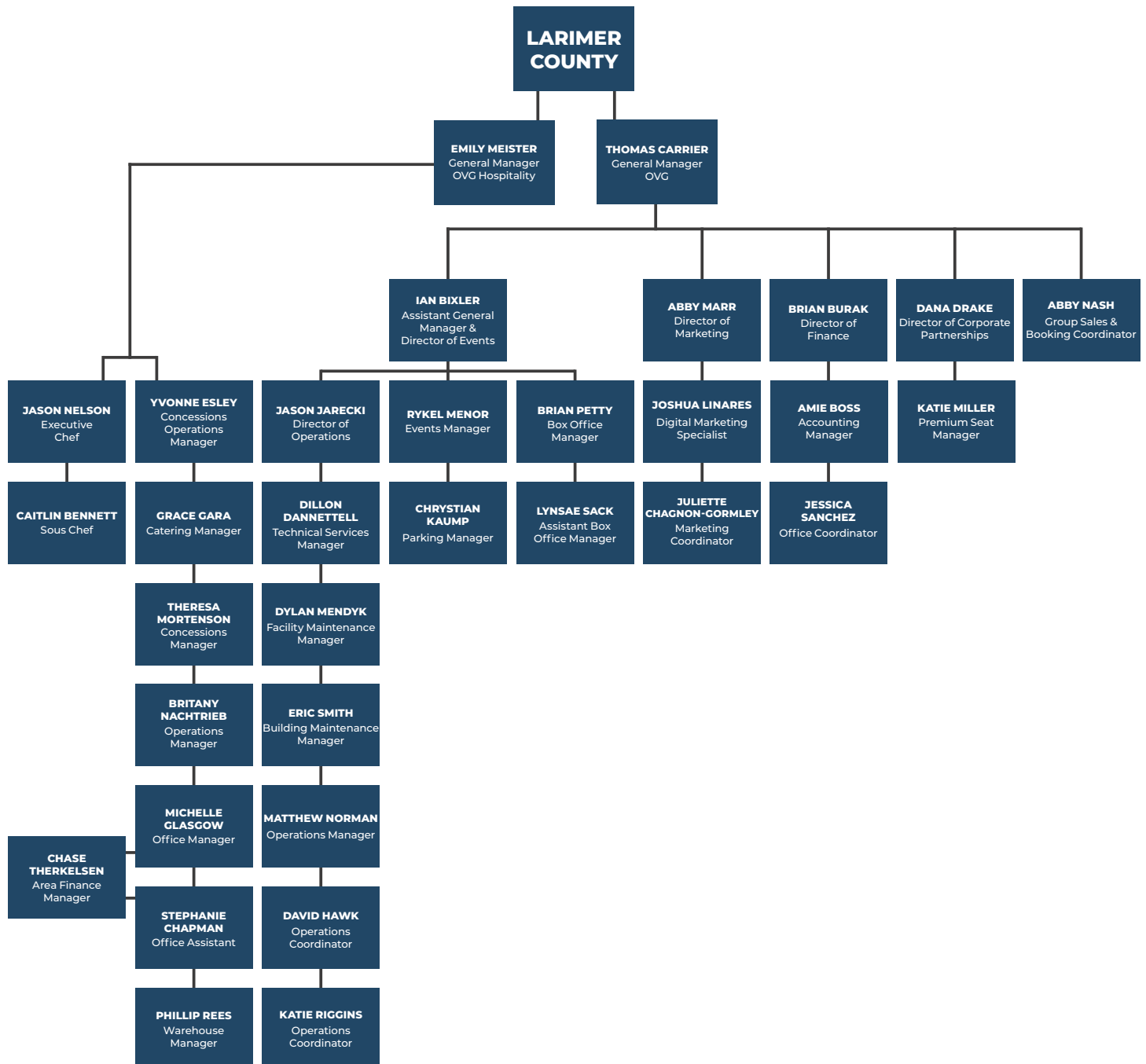
OAK VIEW GROUP OVERVIEW

Oak View Group is the industry leader across a full range of services that impact the bottom-line success of public assembly venues. This includes marketing and sales, corporate partnerships, event booking, ticket services and box office management, customer service, operations and engineering, and finance and administration.

Oak View Group is the expert in hosting entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Oak View Group's expertise is embodied within three divisions: Venue Management, Food Services & Hospitality, and Corporate Partnerships.



ORGANIZATIONAL CHART

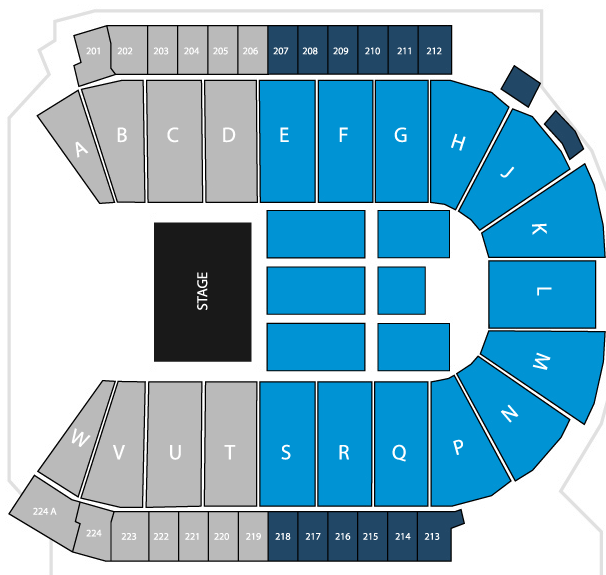




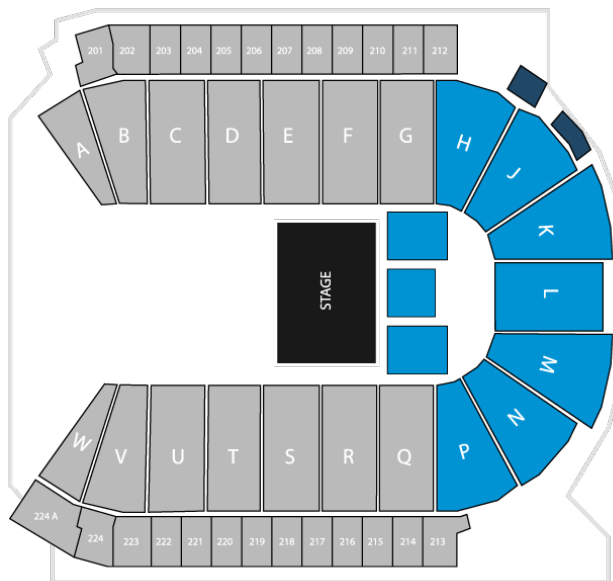
VENUE OVERVIEW



END STAGE



HALF HOUSE

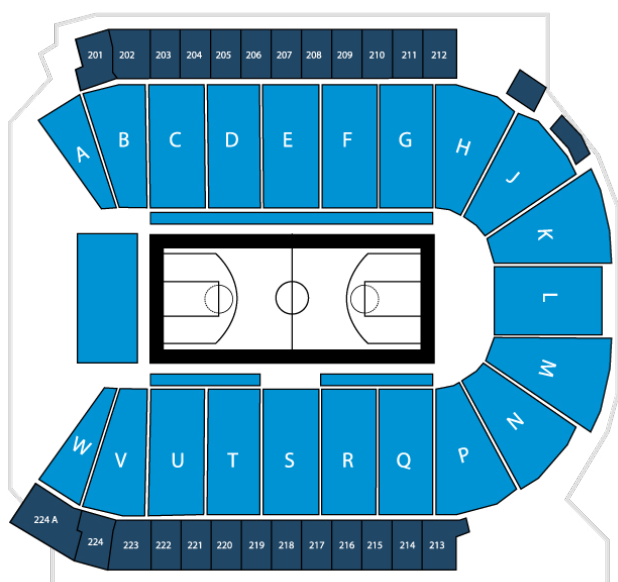


THEATRE

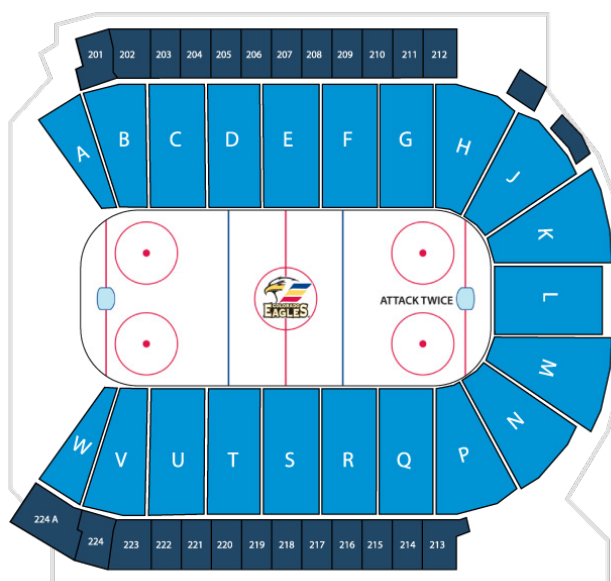
Blue Arena at The Ranch, located in Loveland, Colorado, is a 6,800 seat multi-purpose venue that opened in September 2003. It is home to the Colorado Eagles of the American Hockey League.

The arena, which is owned by Larimer County, is managed by Oak View Group (OVG). Oak View Group is an industry leader in hosting entertainment and partnering with clients to create memorable experiences for millions of visitors every year. OVG's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality and Corporate Partnerships.

This multipurpose facility can host concert settings in various capacities, hockey, basketball, football, family shows, rodeos, trade shows and flexible set-ups to accommodate any event. Blue Arena, located less than an hour drive from Denver, Colorado and Cheyenne, Wyoming has become the focal point for sports and entertainment in Northern Colorado. Blue Arena is part of a larger 374,000 square-foot fairgrounds known as the Ranch Events Complex, which is the official name of the Larimer County Fairgrounds and Events Complex.



BASKETBALL



HOCKEY

EVENT SPOTLIGHT

CALENDAR OF EVENTS

JANUARY

- 1.5-6 AMA ARENACROSS
- 1.12-13 EAGLES VS. COACHELLA FIREBIRDS
- 1.16-17 EAGLES VS. BAKERSFIELD CONDORS
- 1.20-21 EAGLES VS. SAN JOSE BARRACUDA
- 1.25-28 CIRQUE DU SOLEIL - CORTEO

FEBRUARY

- 2.2 BERT KREICHER
- 2.9-10 EAGLES VS. ABBOTSFORD CANUCKS
- 2.13-14 EAGLES VS. BAKERSFIELD CONDORS
- 2.23-24 EAGLES VS. HENDERSON SILVER KNIGHTS

MARCH

- 3.7-9 CHSSA BASKETBALL TOURNAMENT
- 3.10 SPARTANS ARENA FOOTBALL PRE-SEASON OPENER
- 3.14 MERCYME
- 3.15-16 EAGLES VS. CALGARY WRANGLERS
- 3.17 HARLEM GLOBETROTTERS
- 3.19-20 EAGLES VS. MILWAUKEE ADMIRALS
- 3.23 SPARTANS ARENA FOOTBALL
- 3.29-30 EAGLES VS. ABBOTSFORD CANUCKS

APRIL

- 4.4-7 DISNEY ON ICE
- 4.12-13 TOUGHEST MONSTER TRUCK TOUR
- 4.16-17 EAGLES VS. SAN DIEGO GULLS
- 4.19 SPARTANS ARENA FOOTBALL
- 4.20-21 EAGLES VS. ONTARIO REIGN
- 4.24-28 EAGLES VS. ABBOTSFORD CANUCKS

MAY

- 5.3 NATE BARGATZE
- 5.17 SPARTANS ARENA FOOTBALL
- 5.18 LAUREN DAIGLE

JUNE

- 6.1 SPARTANS ARENA FOOTBALL
- 6.5 AEW: DYNAMITE & RAMPAGE
- 6.7 BIG HEAD TODD & THE MONSTERS
- 6.8 SPARTANS ARENA FOOTBALL
- 6.21 LEE BRICE
- 6.30 SESAME STREET LIVE! SAY HELLO

JULY

- BOLLARD INSTILLATION

AUGUST

- 8.4-6 PEDERSEN TOYOTA PRCA RODEO
- 8.16-18 THE STRONGEST MAN ON EARTH

SEPTEMBER

- 9.26 STEVE MILLER BAND

OCTOBER

- 10.1 WEEZER
- 10.5-6 LOOK UP CELEBRATION WITH WILL GRAHAM
- 10.11-12 EAGLES VS. TUCSON ROADRUNNERS
- 10.16 GODSMACK
- 10.18-19 EAGLES VS. ABBOTSFORD CANUCKS
- 10.20 JUDAS PRIEST
- 10.30 THE PRICE IS RIGHT LIVE!

NOVEMBER

- 11.1-2 EAGLES VS. TEXAS STARS
- 11.5-6 EAGLES VS. COACHELLA FIREBIRDS
- 11.9 SPARTA BARE KNUCKLE BOXING
- 11.15-16 EAGLES VS. ONTARIO REIGN
- 11.29-30 EAGLES VS. HENDERSON SILVER KNIGHTS

DECEMBER

- 12.13-14 EAGLES VS. GRAND RAPIDS GRIFFINS
- 12.20-21 EAGLES VS. SAN DIEGO GULLS
- 12.31 PEDERSEN TOYOTA NEW YEAR'S EVE RODEO



HIGHLIGHTED EVENTS

SOLD OUT

CIRQUE DU SOLEIL - CORTEO

SOLD OUT

BERT KREISCHER

SOLD OUT

NATE BARGATZE

LAUREN DAIGLE

BIG HEAD TODD & THE MONSTERS

AEW DYNAMITE & RAMPAGE

STRONGEST MAN ON EARTH - SHAW CLASSIC

SOLD OUT

WEEZER





FINANCIAL REPORT

	ACTUAL	BUDGET	VARIANCE
GENERAL			
Number of Events	153	232	-79
Total Paid General	296,902	283,963	12,939
Turnstile Attendance - General	282,648	309,433	-26,785
Turnstile Attendance - Suites	17,136	14,802	2,334
EVENTS OPERATING INCOME			
Direct Events Income	\$ (118,997)	\$ 12,374	\$ (131,371)
Ticket Convenience Fee Revenue	\$ 636,148	\$ 541,374	\$ 94,774
Facility Fee Revenue	\$ 469,504	\$ 538,720	\$ (69,216)
Suite Ticket / Rental Revenue	\$ 34,837	\$ 41,933	\$ (7,096)
Ancillary Income	\$ 1,371,002	\$ 1,176,829	\$ 194,173
	\$ 2,392,494	\$ 2,311,230	\$ 81,264
OTHER INCOME			
Premium Seat Income	\$ 1,458,315	\$ 1,283,859	\$ 174,456
Sponsorships/Advertising	\$ 2,027,629	\$ 1,987,603	\$ 40,026
Other Misc. Income	\$ 413,812	\$ 151,000	\$ 262,812
	\$ 3,899,756	\$ 3,422,462	\$ 477,294
EXPENSES			
Indirect Expenses	\$ 3,383,870	\$ 3,544,894	\$ 161,024
Management Fee	\$ 341,702	\$ 344,142	\$ 2,440
Suite Commissions	\$ 342,366	\$ 327,104	\$ (15,262)
Advertising Commissions	\$ 647,837	\$ 649,090	\$ 1,253
FA & H Equipment Depr Exp	\$ -	\$ 228	\$ 228
Sponsorship Fulfillment Exp	\$ 377,479	\$ 317,625	\$ (59,854)
Parking Exp	\$ 11,699	\$ 27,500	\$ 15,801
	\$ 5,104,953	\$ 5,210,583	\$ 105,630
NET OPERATING INCOME (LOSS)	\$ 1,187,297	\$ 523,109	\$ 664,188
OTHER EXPENSES (LARIMER COUNTY)	\$ 85,426	\$ 86,036	\$ 610
NET OPERATING INCOME (LOSS) AFTER OTHER EXPENSES	\$ 1,101,871	\$ 437,073	\$ 664,798



Oak View Group’s Global Partnerships celebrated great success in 2024. Overall, a 79% increase from 2023 to 2024. Global Partnerships continues to create new opportunities to help support The Ranch Events Complex.

Key Victories of 2024

Pedersen Toyota Center Naming Rights: 10-year term - \$520,402

Pedersen Toyota Blue Arena renewal: 5-year term - \$1,165,000

Poudre Valley REA Fair, Rodeo, Advertising renewal: 3- year term - \$105,144

Les Schwab Tires: 2-year term - \$39,140

Raising Canes Chicken: 3 – year term - \$30,000

2024
OVERALL ARENA GOAL
\$3,262,858

FINAL
\$3,310,204

103%

2024
OVERALL RANCH GOAL
\$426,079

FINAL
\$370,628

85%

FOOD & BEVERAGE

OVG HOSPITALITY

OVG Hospitality's award-winning culinarians and food service & hospitality teams strive to deliver the best accommodations, highest-quality amenities, and premium food and beverages to guests across North America. We know that exciting, memorable experiences lead visitors to return time and time again.

2024 SALES

CONCESSION SALES



17.2%

INCREASE FROM 2023

CATERING SALES



25%

INCREASE FROM 2023

OVERALL TSOI

19%

INCREASE FROM 2023

2024 HIGHLIGHTS

- Purchase and implementation of two container bars
- Implementation of the Barmen Bar
- Welcomed Beautiful Life Bowls as a Blue Arena concourse vendor
- Jeremy Dildey & Emily Meister were both recipients of the 2024 OVG Hospitality President's Award

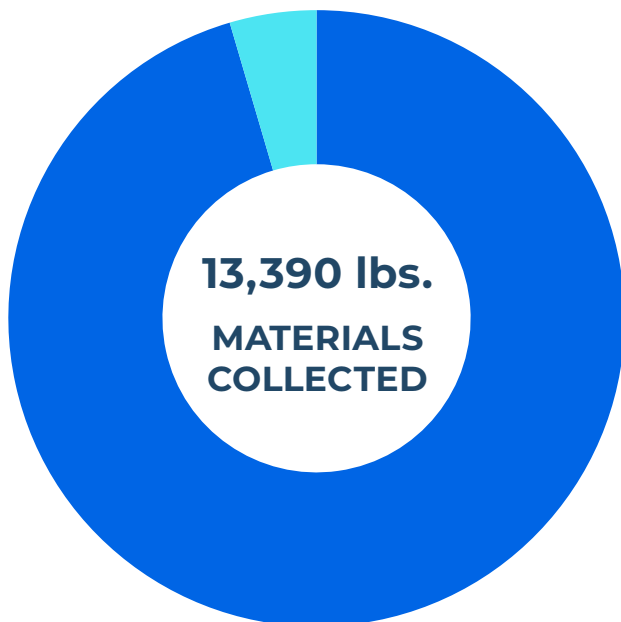


SUSTAINABILITY



CIRQU is a
smarter way
to recycle.

Powered by PepsiCo and Replenish



12,781 lbs. of Aluminum
Over 450,000 Units

609 lbs. of Plastic
15,000 Units



**1,972 cubic
feet saved
from the
landfill**



**31,335,045
less grams of
carbon in the
atmosphere**



**5,721
gallons of
oil saved**



**172,406
kwh of
electricity
saved**

DIGITAL DATA



FACEBOOK

1.7 M
VIEWS

FACEBOOK

36,000
LIKES

INSTAGRAM

118,900
VIEWS

SOCIAL MEDIA HIGHLIGHTS

Blue Arena recently purchased a photo booth designed to enhance event promotion by capturing fan memories and enabling instant digital distribution. This tool not only adds to the fan experience but also serves as a dynamic way to spread event awareness across social platforms. Separately, social media engagement has seen a significant boost, with an 84% increase in link clicks—indicating that more fans are now going directly from social media to purchase tickets.

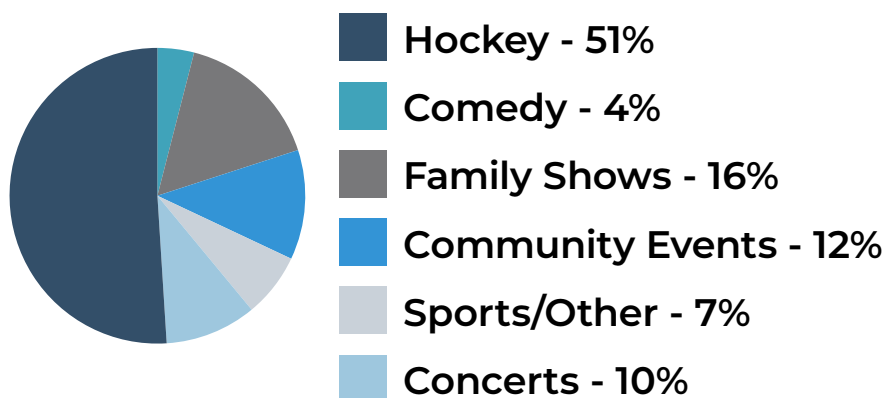
EMAIL CAMPAIGN STATISTICS

TOTAL SUBSCRIBERS | **242,218** (+92K OVER LAST YEAR)

OPENED | **847,441** (**7.79% OPEN RATE**)

REVENUE ATTRIBUTED | **\$456,720** (+\$190,664 FROM LAST YEAR)

ATTENDANCE BY EVENT TYPE



LARIMER COUNTY FAIR & PRCA RODEO

The 21st Annual Larimer County Fair and PRCA Rodeo at The Ranch Events Complex was a resounding success, celebrating the vibrant spirit of the local community and 4-H programs. This year's fair welcomed an impressive crowd of approximately 97,000 attendees. Guests enjoyed a wide variety of events, concerts, and exhibitions, all made possible by the dedicated efforts of The Ranch staff, volunteers, and team members from OVG and OVG Hospitality.

The Larimer County Fair & Rodeo's mission centers on delivering a unique, high-quality experience that honors the diverse heritage of the Northern Front Range. It aims to foster a strong sense of community, educate and entertain, maintain a safe and welcoming environment, and showcase the talents and achievements of 4-H participants and Northern Colorado residents.

HIGHLIGHTS

- The Junior Livestock Sale generated over \$1 Million for the first time.
- The launch of a new App for the Larimer County Fair complete with event schedules, maps, food and beverage.
- Sensory Day at the Larimer County Fair served over 650 people and continues to grow.





DOWNLOAD OUR APP!

NOW AVAILABLE WHERE APPS CAN BE DOWNLOADED







ENTER TO WIN A FAMILY 4 PACK OF FAIR & RODEO PASSES



COLORADO EAGLES

**2023-2024 SEASON
A SUCCESSFUL SEASON
WITH CONTINUED GROWTH
AND ACHIEVEMENTS**

21TH SEASON SINCE THE TEAM'S INDUCTION

8TH SEASON AFFILIATED WITH COLORADO AVALANCHE OF THE NHL

36

HOME GAMES

RECORD: 22-11-2-1 @ HOME | 18-14-3-1 AWAY

40-25-5-2 8 GAME WINNING STREAK
FEBRUARY 17 - MARCH 1

EAGLES RAISED \$130,000 FOR COOPER LOGAN (DJ LIL COOP) THROUGH THEIR POT OF GOLD GAME AND SAW THEIR FANS DONATE 9,000 TEDDY BEARS DURING THE ANNUAL TEDDY BEAR TOSS GAME, HIGHLIGHTING THE COMMUNITY'S SUPPORT AND GENEROSITY.

40

WINS

**FINISHED 4TH
IN THE PACIFIC
DIVISION**

14 players appeared for both the Eagles and the Colorado Avalanche during the season, with one goaltender starting in net for the team's NHL affiliate.

36

SELLOUTS

PLAYER HIGHLIGHTS

Forward **Riley Tufte** represented the Colorado Eagles at the 2024 AHL All-Star Classic. Tufte made a statement by winning the CCM Hardest Shot Competition, clocking an impressive 100.9 MPH shot.

Brad Hunt presented with AHL 2023-24 IOA/American Specialty Man of the Year for the Colorado Eagles.

COMMUNITY OUTREACH

AT BLUE ARENA, COMMUNITY IMPACT IS AT THE HEART OF WHAT WE DO.

Ahead of the Thanksgiving holiday, our team dedicated time to volunteer at the Food Bank for Larimer County, serving both the Loveland and Fort Collins locations. By lending a hand during one of the busiest times of year, we're proud to support local families and contribute to a stronger, more connected community.





FUTURE OUTLOOK

Oak View Group is proud to manage Northern Colorado's premier entertainment venue, Blue Arena. As we look towards 2025, we are enthusiastic about the opportunities that the new year brings with it. The first quarter kicks us off with annual staples including AMA Arenacross, Toughest Monster Truck Tour, Harlem Globetrotters, CHSAA 2A State Basketball Championships, and Disney on Ice. We are excited that our Cirque du Soleil show this year features Crystal, which is retiring from their line-up of shows after this year. Our first half of 2025 events includes well-known comedian Jeff Dunham, singers Dwight Yoakam and Gary Allen. May and June will see the most graduations ever hosted in the arena. Of course, we are excited to see how the Colorado Eagles progress through the rest of the '24-'25 season, as they had a great start through the end of 2024.

As Phase 2 of The Ranch's Master Plan kicks off, we are thankful for Larimer County's continued investment in our amazing events complex. We are proud to serve The Ranch through our venue management team at Blue Arena, and the OVG Hospitality and Global Partnerships services to their entire campus. The ongoing Master Plan continues to evolve the revenue generation, customer service and event experience opportunities, and we are excited to see the next Phase take shape.

We look forward to many amazing events and shows as we continue to program for 2025 and serving our great partners at The Ranch Events Complex. In closing, we are proud to present our 2024 Annual Report to you and look forward to many more successful years as we continue onward.





**5290 ARENA CIRCLE
LOVELAND, CO 80538**

(970) 619-4100

BLUEFCUARENA.COM

