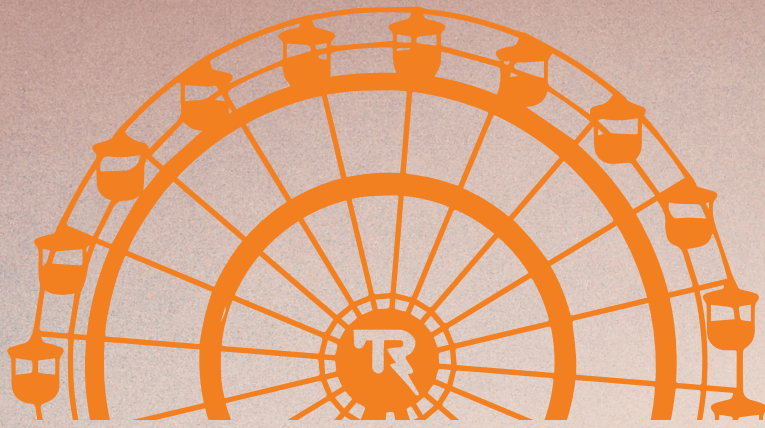




LARIMER COUNTY FAIR AND PRCA RODEO

2025 REPORT

THE RANCH EVENTS COMPLEX

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2025 LARIMER COUNTY FAIR & PRCA RODEO -LOVE IS IN THE FAIR-

In 2025, there was no shortage of love at the Larimer County Fair. Once again, our community came together to celebrate one of Northern Colorado's longest-standing traditions—a fair that has been bringing people together for over 150 years and continues to grow as both a regional attraction and a cherished community gathering.

The festivities kicked off in downtown Loveland with our spirited community parade, where local organizations, businesses, the 4-H community, and county commissioners proudly marched in support of this annual tradition. From there, the Fair came alive with events that showcased the heart, creativity, and generosity of our community.

Highlights included the always-popular Queens BBQ, and a record-setting Pancake Breakfast that welcomed 2,129 attendees—clearly time to increase our pancake order for 2026. New traditions also took root, such as the first-ever Jim's Wings Eating Competition, which drew a crowd and promised to become a staple for years to come. Our free stage continued to be a hit with local musicians, while Sensory Day reached a new milestone with close to 1,000 special guests joining us.

We also launched the Kids Entrepreneurial Market, where young innovators displayed remarkable creativity and talent on both Saturday and Sunday.

At the heart of the Fair, our 4-H and CSU Extension participants, leaders, superintendents, and families once again poured their passion into livestock shows, educational exhibits, and the annual Junior Livestock Auction. Their yearlong dedication remains the cornerstone of our event. That was reflected in the success of the Junior Livestock auction, raising \$1,071,758 for the next generation of agricultural leaders.

By the numbers, 2025 was a record year. Attendance rose to 103,800, beginning with the 4-H Dog Show on July 18 and culminating in the Junior Livestock Sale on August 6. The PRCA Rodeo drew 8,991 fans across three exciting nights, and the carnival saw strong participation and enthusiasm throughout the week.

Through every event, tradition, and new milestone, the Fair once again reflected the resilience, creativity, and unity of Larimer County.

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

WE ADHERE TO THE MISSION STATEMENT OF THE LARIMER COUNTY FAIR & PRCA RODEO

**PROVIDING A UNIQUE, QUALITY EXPERIENCE TO PEOPLE OF
ALL ABILITIES**

**HONORING THE DIVERSE HERITAGE OF THE NORTHERN
FRONT RANGE WHILE HONORING THE WESTERN WAY OF LIFE**

**PROMOTING A SENSE OF COMMUNITY ROOTED IN
EDUCATION AND ENTERTAINMENT**

CONDUCTING A SAFE AND ACCESSIBLE ENVIRONMENT

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

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ACCOMPLISHMENTS OF THE 2025 ANNUAL FAIR INCLUDE THE FOLLOWING:

- Attendance: 103,800
- Pancake Breakfast: Record 2,129 attendees.
- First-ever Jim's Wings Eating Contest.
- Launch of the Kids Entrepreneurial Market (70 vendors Saturday, 45 Sunday).
- Sensory Day reached 952 guests, supported by 30+ volunteers.
- PRCA Rodeo: 8,991 fans across three nights.
- Carnival Americana: 25 rides, supported Sensory Day, and recorded 251,114 ticket sales.
- Entertainment: Regional acts filled the free stage, including Outlaw Mariachi, School of Rock, and Soul School.
- Fireworks returned for Friday and Saturday nights.

Key Insights:

Strong Overall Growth & Engagement

The average dwell time was 139 minutes, showing guests stayed for extended periods, supporting multiple event activities and on-site spending.

Regional Draw

Visitors came from a broad regional footprint, with top ZIP codes including Loveland (80538 & 80537), Windsor (80550), and multiple Fort Collins ZIPs.

Our reach extended throughout Larimer County, with strong representation from Wellington, Berthoud, and Laporte—demonstrating the Fair's regional appeal.

Key Activity & Venue Crossovers

High crossover activity was observed among the Ranch Equestrian Center, Pedersen Toyota Center, and Thomas M. McKee Building—all of which host major 4-H programming.

Offsite crossover patterns indicate that many visitors also frequent the Marketplace at Centerra, Promenade Shops, and Gateway Timnath North.

Safety & Accessibility

The Larimer County Sheriff's team ensured smooth traffic flow and guest safety, demonstrating their continued commitment with long hours and exceptional service.

SENSORY DAY & THE FAIR APP

Sensory Day: This year, we were completely blown away with the attendance number of 952 and over 30 volunteers, making this event very special for our unique community!

Family testimonies:

- “The sensory day makes such an impact! Just seeing all the families there having fun and getting to do a normal thing, that maybe they wouldn’t was so cool to see!”
- “THANK YOU SO MUCH FOR TODAY!!!! My daughter had so much fun!”
- “The kids had an amazing time at the fair. Thank you so much for doing that year after year we look forward to it!”

The Fair App

In 2024, The Ranch launched its first Fair app, providing a comprehensive guide to events, carnival attractions, entertainment, food options, and major highlights.

DOWNLOAD OUR APP!

Larimer County Fair

NOW AVAILABLE WHERE APPS CAN BE DOWNLOADED

App Store Google Play

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ENTERTAINMENT & ATTRACTIONS

CARNIVAL AMERICANA GLOBE OF DEATH NINJA NATION RANCH BLOCKS
TEAM T & J BOUNCE HOUSES CANINE STARS PONY RIDE & PETTING ZOO
CIRCUS FOUNDARY AG ADVENTURE KIDS ENTREPRENEURIAL MARKETS
CSU STEAM ENERGY INSTITUTE DRONE RACING VINTAGE TRACTOR PARADE
MOBILE EARTH + SPACE OBSERVATORY

INDOOR & OUTDOOR ARENAS

MOUNTED SHOOTING CRYSTAL LYONS - INDOOR ARENA CDHA DOG HERDING
SHERIFFS POSSEE JUNIOR RODEO DRAFT HORSE SHOW VAULTING

MAIN STAGE BANDS & ACTS

JAN IRON SINGERS & DANCERS SCHOOL OF ROCK 90'S TILL DAWN
COLORADO KEYS OUTLAW MARIACHI CAITLYN OCHSNER DJ LIL COOP
JIM'S WINGS EATING COMPETITION ERIC GOLDEN THREE SHOTS TITONIC
TOP SHELF BOURBON BRASS BAND TEAM T & J SOUL SCHOOL

COMMITTEES, PROGRAMS AND PARTNERS

THE LIVESTOCK SALE COMMITTEE

Our 2025 Jr Livestock sale saw 264 animals sold, generating \$1,071,758 for 4-H members.

"The generosity of our buyers, sponsors, and community partners continues to inspire us," said Conor McGrath, Executive Director of The Ranch Events Complex. "This year's sale reflects the dedication of our 4-H participants and the incredible support network that surrounds them. I want to thank the Junior Livestock Sale Committee for their hard work and commitment to making this event such a success."

THE RODEO BOARD

Again, the Fair had good turnouts for our rodeo performances. A total of 9,291 attended all three performances.

Sunday – 3,280

Monday – 3,114

Tuesday – 2,897

THE PARADE COMMITTEE

- Had 51 Float entries for 2025,
- Recorded through Placer AI that 2,600 attended the parade, which was down by around 700 people based on 2024's 3,300.

THE PANCAKE BREAKFAST COMMITTEE

The Pancake breakfast is always a huge event for the Fair, with 2,129 attending in 2025.

THE VOLUNTEER COMMITTEE - RANCH HANDS

A huge thank-you to everyone who came out to volunteer at the Fair! Our Ranch Hands work tirelessly each year. Shuttling guests, facilitating the kids' Ranch land, and giving directions to many fairgoers. And we're always grateful for the volunteers who step up to help with both the parade and the Fair.

SIGN UP FOR 2026

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2025 4-H YOUTH LIVESTOCK

	EXHIBITORS	ANIMALS
BEEF	70	92
DAIRY CATTLE	24	36
DAIRY GOATS	22	35
HORSES	49	60
POULTRY	60	242
RABBITS	21	39
SHEEP	53	100
MEAT GOATS	73	148
SWINE	106	175
TOTAL	478	927

OPEN CLASS

332 EXHIBITORS & 1142 ENTRIES

BAKED PRODUCTS

PRESERVED PRODUCTS

CREATIVE CRAFTS

ARTS

HORTICULTURE

MACHINE WORK

NEEDLEWORK

KNITTING & CROCHETING

PHOTOGRAPHY

QUILTING

SPINNING & WEAVING

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4-H EXHIBITS GENERAL PROJECTS

BEEKEEPING CATS CERAMICS COMPUTERS
DOGS ENTOMOLOGY ELECTRICITY GARDENING
HORSELESS HORSE GLOBAL CITIZENSHIP LEADERSHIP
LEATHERCRAFT METAL WORKING OUTDOOR ADVENTURES
PHOTOGRAPHY MODEL ROCKETRY SCRAPBOOKING
SELF-DETERMINED SHOOTING SPORTS SMALL ENGINES
VETERINARY SCIENCE VISUAL ARTS WILDLIFE
WOODWORKING FILM MAKING SPORT FISHING
ROCKET FLY DAY ROBOTICS & ENGINEERING

359 EXHIBITORS AND 556 PROJECTS

4-H EXHIBITS, FAMILY CONSUMER SCIENCE PROJECTS

CAKE DECORATING ARTISTIC CLOTHING CLOVERBUDS
CLOTHING CONSTRUCTION FOOD PRESERVING FOODS & NUTRITION
FASHION REVUE HERITAGE ARTS HOME DESIGN & DÉCOR

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FAIR VENDORS

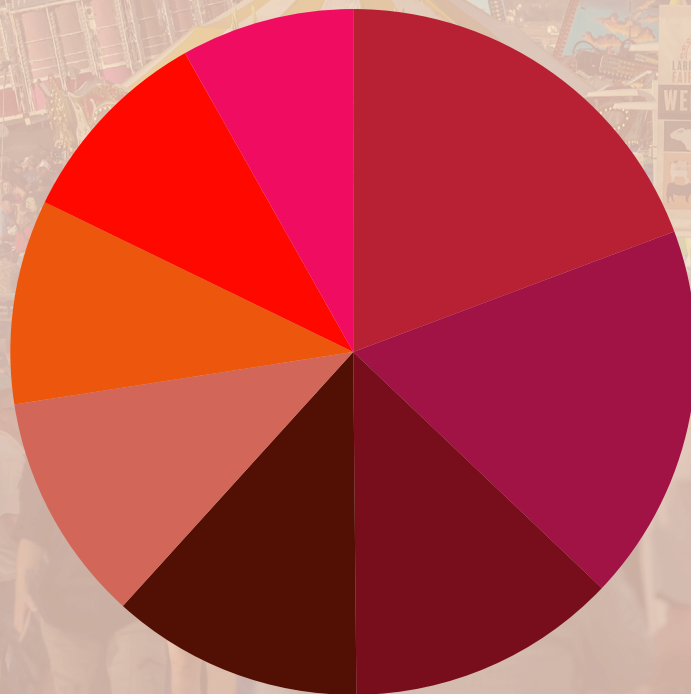
We had an increase of 17 additional vendors for 2025, with 71 vendors—34 outdoors and 37 indoors. We had over 16 food trucks that were local to Colorado and Larimer County.

ATTENDANCE FOR 2025

CELL PHONE CAPTURE

The Fair Placer AI, which captures cell phone activity in an area on a set date and time. We did this for the 2025 fair and recorded 103,800 phones visiting and re-visiting the Fair. All our fair days are included. We started on July 18th with our Dog and horse shows and ended on August 6th, so we recorded all that was happening prior to the public dates.

Visitor ZIP Codes by location.

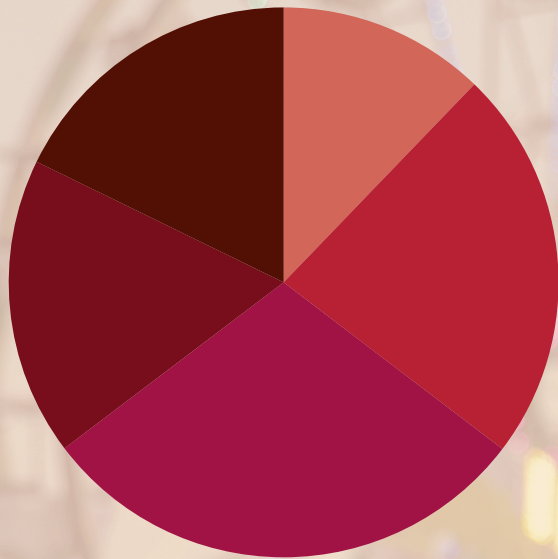


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|-----------------------------|-----------------------------|
| 80538 - Loveland (13000) | 80537 - Loveland (12000) |
| 80500 - Windsor (8600) | 80525 - Fort Collins (8000) |
| 80526 - Fort Collins (7300) | 80524 - Fort Collins (6500) |
| 80528 - Fort Collins (6500) | 80549 - Wellington (5500) |

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CARNIVAL ATTENDANCE



251,114 CARNIVAL ATTENDANCE TICKETS

**THE TOTAL NUMBER OF TICKETS IN 2025 IS
251,114, INCLUDING WRISTBANDS.**

Friday Saturday Sunday Monday Tuesday

DAY	FIVE-DAY PASS	ONE-DAY PASS	SINGLE TICKET
FRIDAY	127	1,719	29,007
SATURDAY	28	3,071	55,057
SUNDAY	4	3,610	69,719
MONDAY	0	2,078	41,779
TUESDAY	0	1,869	42,251
TOTAL	159	12,347	237,813

CARNIVAL ONLINE & GROUP SALES

GROUP SALES FIVE-DAY PASS	168
GROUP SALES ONE-DAY PASS	627
TOTAL	795

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PRCA RODEO

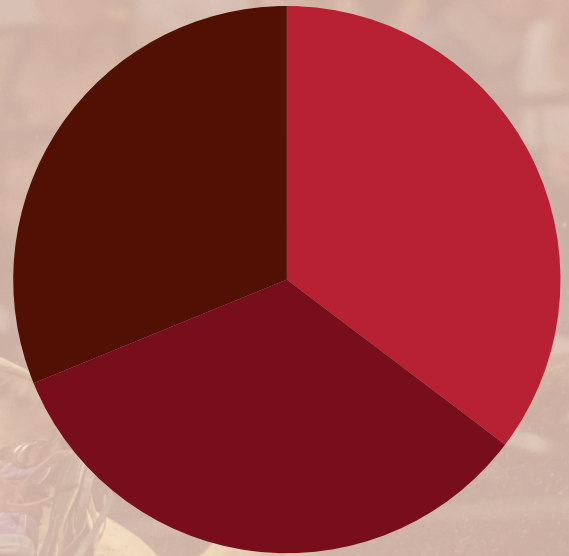
This is held in Blue Arena on Sunday, Monday, and Tuesday nights of the fair. We had great turnouts for 2025.

DAILY RODEO ATTENDANCE

SUNDAY - 3,280

MONDAY - 3,114

TUESDAY - 2,897



■ Sunday ■ Monday ■ Tuesday

We want to say a huge thank you to our hard-working Fair and Rodeo Board!

RODEO BOARD MEMBERS

- Rick Harris
- Brandy Edmonds
- Rayne Rule
- Shannon Fancher

FAIR BOARD MEMBERS

- Stephanie Morrison – Chair
- Dana Luther – Secretary
- Tiffany Bending
- Ulf Borg
- Vera Brown
- Jay Crouse – Pancake Breakfast Chair
- Logan Lenz – Livestock Committee Chair & Parade Co-Chair
- Kristine Miller – Ranch Hands Chair
- Becca Walter
- Michelle Wilcox – Queen Coordinator
- Pat Young – Parade Co-Chair
- Melinda Deal

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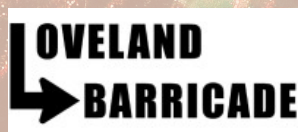
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