

The Ranch Master Plan FAQs



Project Updates, Events & Construction

1. What is happening to the Pedersen Toyota Center?

The Pedersen Toyota Center currently serves as a flexible indoor space for expos, trade shows, conferences, meetings, community events, and other gatherings. As part of Phase II of The Ranch Master Plan, the existing Pedersen Toyota Center will be renovated and expanded into the Exposition Center.

The renovation and expansion will increase Expo space from approximately 38,000 to 90,000 square feet, with the expanded building totaling approximately 117,000 square feet. The additional space will provide more room, amenities, and flexibility for existing events to grow while creating opportunities to accommodate larger conventions, trade shows, expos, sporting events, and other indoor events that The Ranch cannot host today. Project details are subject to change as planning and design continue.

2. When will construction begin, and when will the building reopen?

The Exposition Center is currently in the planning and design phase. Construction and reopening dates will be shared once the project schedule is confirmed.

3. Will events currently held in the Pedersen Toyota Center still take place?

Events scheduled before the temporary closure are expected to continue as planned.

For events scheduled during the closure, The Ranch Events team will work directly with event organizers to discuss what the closure means for their event and explore options based on their specific needs, schedule, and available space.

We know the temporary closure will be a significant change for some of our longtime event organizers, and we are committed to working closely with them throughout the transition.

4. Who should I contact if I am a current or prospective event client?

Current event clients should continue working directly with their Ranch Event Coordinator for event-specific questions and information related to the Pedersen Toyota Center.

Prospective event clients, or those unsure who to contact, can reach out to Louise Romero, General Manager of The Ranch Events Complex, at romerolo@co.larimer.co.us.

5. What amenities will be included in the renovated and expanded Exposition Center?

The expanded and renovated Exposition Center is still in the planning and design phase. It is being designed to provide more space, amenities, and flexibility for event organizers and guests, but specific features and amenities are still being developed.

Additional details will be shared as planning and design progress, and elements are confirmed.

6. Why is the Pedersen Toyota Center being expanded instead of building a new stand-alone Exposition Center?

Project evaluation found that renovating and expanding the existing Pedersen Toyota Center will provide more event space and amenities at a lower cost than building a new stand-alone facility, while also addressing needed improvements to the building through the same investment.

The expansion will give existing events more room to grow while creating opportunities for larger conventions, trade shows, expos, sporting events, and other indoor events that The Ranch cannot accommodate today.

7. Will The Ranch remain open during construction?

Yes. While the Pedersen Toyota Center will temporarily close, The Ranch will remain open, with events and activities continuing across the campus during construction.

As with other Master Plan projects, we'll coordinate construction with campus operations, work to minimize disruptions, and keep event organizers and guests informed about changes that may affect them.

8. How will I receive updates about construction-related changes?

We'll share construction updates and changes that may affect your visit through the Master Plan webpages, this FAQ, email updates, social media, and on-site signage as appropriate.

Event organizers will hear directly from The Ranch Events team about changes that may affect their event, including timing, access, or other event-specific impacts.

9. Why is the Youth Hockey & Sports Facility transitioning to Phase III?

Project evaluation found that transitioning the Youth Hockey & Sports Facility to Phase III creates an opportunity to consider hockey as part of a broader youth sports complex alongside other potential sports and recreation uses on the county-owned 72 acres immediately north and adjacent to The Ranch.

The evaluation also considered the experience of youth hockey players and families. Locating youth hockey away from major event areas could separate regular practices and games from the crowds, traffic, and activity associated with major events on The Ranch campus, creating a more dedicated environment for athletes and families.

Phase III is still in the concept stage, has not yet been approved by the Larimer County Board of County Commissioners, and does not yet have an established timeline.

10. Who can I contact with questions about the Master Plan?

For questions about The Ranch Master Plan, contact:

Portia Cook

Strategic Communications Coordinator

The Ranch Events Complex

Email: cookpj@co.larimer.co.us

Thank You for Your Patience and Support

Thank you for your patience as we continue making improvements across The Ranch. From Phase I of the Master Plan to the Event Lawn and the projects still ahead, our community has been part of this journey.

We're excited to continue creating spaces for memorable events, experiences, and traditions across Northern Colorado, and we appreciate your patience and support as we work toward that goal.