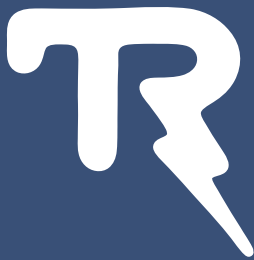
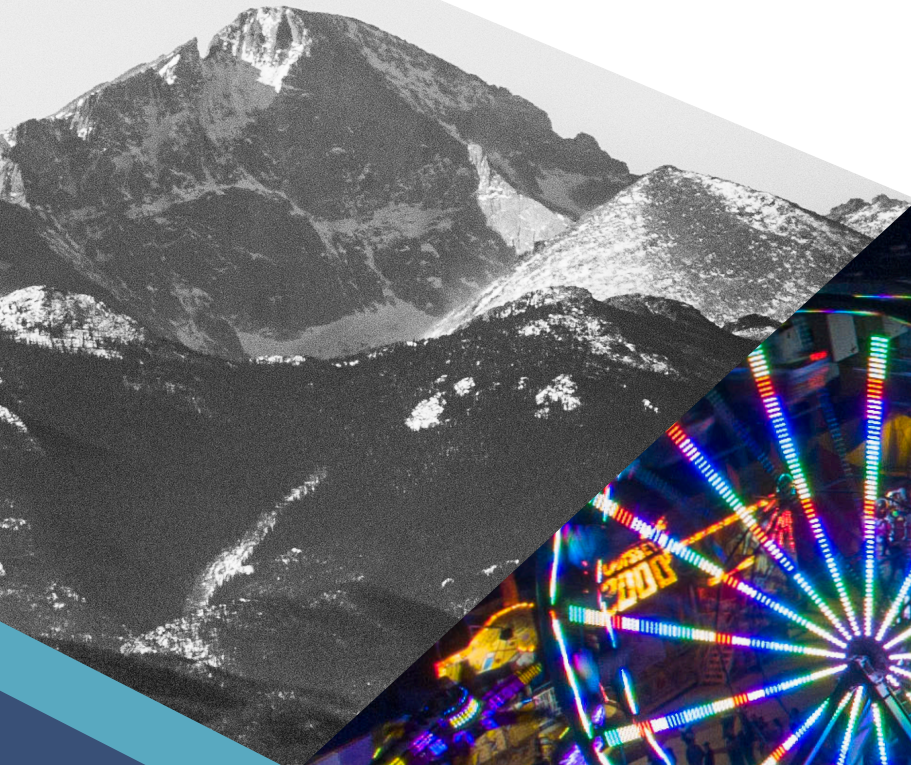


2025 Annual Report



THE RANCH

Proudly owned by Larimer County



Table of Contents



2. Introduction
4. Master Plan Progress
7. A Year of Impactful Events
8. Flexible Venues Create an Active Campus
11. Economic Impact
12. Campus Improvements
13. An Audience That Reflects Larimer County
15. Impactful Community Connections
17. 2025 Overview



Introduction

Note from the Director

In 2025, The Ranch Events Complex delivered another year of memorable moments while laying visible groundwork for the future of our campus.

The Larimer County Fair and PRCA Rodeo once again brought our community together, welcoming 103,000 attendees over 14 days. Alongside a full calendar of concerts, youth competitions, trade shows, sporting events, and community gatherings across our venues, The Ranch welcomed hundreds of thousands of guests this year, reinforcing our role as Northern Colorado's year-round destination for events and connection to Larimer County 4-H, Youth and Community Programming.

This year also marked the beginning of an important local partnership. Origin Heating Cooling Plumbing & Electrical, a Northern Colorado family-owned business rooted in the trades, became the naming partner of Origin Arena, home to Larimer County 4-H and Community programming. Their investment directly supports Larimer County 4-H while keeping sponsorship dollars in our community. It is a partnership built on shared values and a long-term commitment to the next generation.

Beyond our daily operations, 2025 was a pivotal year in advancing Phase II of The Ranch Master Plan.

By approval and support of the Larimer County Board of County Commissioners, we secured more than \$110 million in Certificates of Participation to advance Phase IIa projects and bring the next phase of campus investment to life.

Equally important was building the team that will help deliver it. We strengthened our Master Plan partnerships by bringing together experts in construction, architecture, engineering, design, wayfinding, and project management. This coordinated effort is advancing Phase II through thoughtful planning, strong stewardship of public resources, and a focus on lasting value.

In October, we broke ground on the 21-acre Event Lawn, the first project of Phase II, following an Indigenous blessing honoring the land's history and stewardship.

The progress of 2025 reflects the people behind it. To our staff, project partners, community stakeholders, and County Leadership, thank you for your commitment and belief in where this campus is headed. As we move into 2026, we do so with real momentum and confidence in what comes next.

Conor S. McGrath, Director

Mission Statement

To provide entertainment and facilities to the citizens of Larimer County and the surrounding areas through a variety of events and shows at The Ranch.



Larimer County Leadership

Commissioner John Kefalas, District 1
Commissioner Kristin Stephens, District 2
Commissioner Jody Shadduck-McNally, District 3
Lorenda Volker, County Manager
Laurie Kadrach, Assistant County Manager

Campus Management | The Ranch Events Complex

Conor McGrath, Managing Director
Louise Romero, General Manager of the Venue
Chris Brodzinski, General Manager of Operations
Stacie Hougard, Accounting Manager
Lieutenant Brad Harkin, Larimer County Sheriff's Office
Lesli Ellis, Community Planning, Infrastructure, and Resource Director
Linsey Chalfant, Ranch Project Manager

Blue Arena Management | Oak View Group

Thomas Carrier, General Manager
Ian Bixler, Assistant General Manager
Emily Meister, General Manager of OVG Hospitality
Dana Drake, Director of Corporate Partnerships
Nadeem Uddin, Director of Finance
Abby Marr, Director of Marketing
Jason Jarecki, Director of Operations
Rykel Manor, Director of Events

Master Plan Progress



Phase II Groundbreaking, October 2025: Ceremonial groundbreaking marking the start of Phase II of The Ranch Master Plan and the next chapter of growth for the campus.

Building the Future of The Ranch

From 2019 through 2024, Phase I of the Master Plan delivered completed projects that strengthened The Ranch through community-focused improvements. Those investments improved access, supported youth and agriculture, enhanced safety and mobility, and helped prepare the grounds for long-term growth.

Now, Phase II builds on that momentum with the next generation of investments. While community use remains at the heart of The Ranch, this phase focuses on commercially driven growth by expanding and modernizing facilities to attract larger events, generate stronger revenue, and support long-term sustainability.

Phase IIa Publicly Funded Capital Projects and Investments (2025–2030)

Interim Event Lawn (Active Construction): The Event Lawn is a new 21-acre outdoor destination designed for large gatherings and flexible programming. Planned for the Larimer County Fair, concerts, festivals, and community events, the event lawn will create a vibrant space for the community to gather, celebrate, and connect.

Infrastructure, Wayfinding, and Monument Signage (In Schematic Design): Infrastructure, Wayfinding, and Monument Signage is intended to improve navigation, accessibility, and the overall arrival experience at The Ranch. Envisioned improvements include new monument signage, enhanced directional wayfinding, ADA-compliant routes, updated branding, and parking improvements to help guests move through the grounds more easily and safely.

Outdoor Amphitheater (Design-Development Phase): The Outdoor Amphitheater is intended to bring a dedicated live-entertainment venue to the east side of the Event Lawn, with a planned capacity of approximately 6,000 and a mix of fixed and lawn seating. The project is designed to support concerts, festivals, and community events while expanding outdoor programming and enhancing the overall guest experience.

Event Plaza: The Event Plaza is intended to be a 130,000-square-foot outdoor hub that connects venues and activates the center of The Ranch. Envisioned improvements include a community stage, gathering areas, covered pavilions, landscaping, seating, and plug-and-play infrastructure such as power, water, and lighting to support vendors and events.

Roadway & Utility Upgrades (In Schematic Design): Roadway & Utility Upgrades are intended to strengthen the core systems that support The Ranch as the grounds continue to grow. Anticipated improvements include internal road adjustments, better traffic flow, enhanced ADA access, and expanded utility infrastructure such as water, power, and data.

Youth Hockey and Sports Facility (In Schematic Design): The Youth Hockey and Sports Facility is intended to become a year-round hub for youth athletics and recreation. Envisioned improvements include convertible indoor ice sheets, training spaces, locker rooms, spectator areas, and family-friendly amenities to support local use as well as regional tournaments and events.

4-H Sanctioned Outdoor Archery Range (In Pre-Planning): The 4-H Sanctioned Outdoor Archery Range is intended to provide a dedicated space for 4-H youth and the broader community to practice and compete. Envisioned improvements include practice and competition areas along with supporting features, reinforcing The Ranch's commitment to youth development and outdoor recreation.

Event Center Expansion and Modernization-Blue FCU Arena (Phased Improvements): The Event Center Expansion and Modernization-Blue FCU Arena project is intended to enhance the fan experience and maintain competitiveness for major concerts, sporting events, and family shows. Improvements are being delivered in phases, with the restaurant renovation and added grab-and-go space completed in December 2025. The South Concourse, bar and lounge, and building-wide technology enhancements are scheduled for completion in 2026.

Phase IIb Public-Private Partnership (P3) Projects/ Investments

Exposition Center (In Schematic Design): The Exposition Center is intended to add approximately 100,000 square feet of flexible indoor space for expos, trade shows, banquets, and community events. It may also include meeting space and flat-floor sports capabilities, creating a versatile venue for a wide range of uses.

Full-Service Hotel (Financial Planning / Partnership Stage): The Full-Service Hotel is intended to bring on-site lodging to The Ranch, with approximately 200 to 250 rooms for eventgoers, athletes, exhibitors, and visitors. It is intended to support multi-day events, enhance the guest experience, and strengthen The Ranch as a regional destination.

Phase III – Long Term Community Assets (2030+)

Phase III looks to the future, focusing on how The Ranch can continue to grow beyond Phase II. Shaped by community needs, funding, and feasibility, this phase is intended to support future opportunities that strengthen The Ranch and serve Northern Colorado for years to come.

Looking Ahead

The next major Phase II milestone is the Event Lawn, which is now under construction and expected to be completed by July 2026. Construction on the Outdoor Amphitheater is expected to begin in late 2026. The rest of the Phase II projects are in design, and all projects are currently expected to be complete by 2030. As work continues, timelines and sequencing may shift based on design progress, funding, feasibility, and stakeholder input.



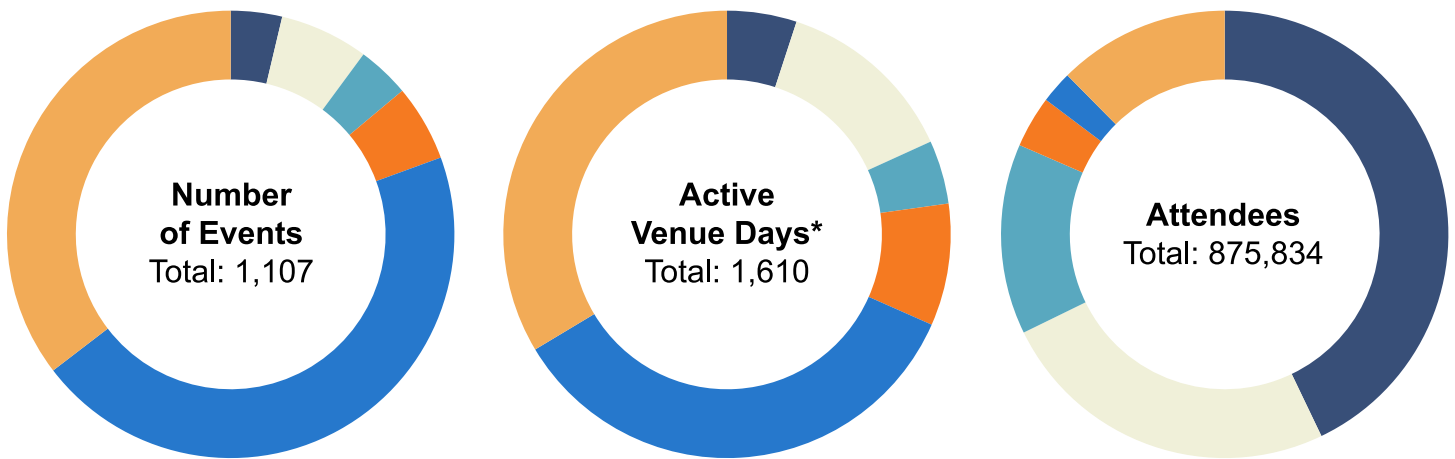
Event Lawn Rendering: Artist concept of the 21-acre Event Lawn, intended to serve as a flexible outdoor destination for the Larimer County Fair, concerts, festivals, and community events, and designed to become the central hub of outdoor activity at The Ranch.

A Year of Impactful Events

The past year at The Ranch was defined by momentum, community, connection, and measurable impact. Throughout 2025, The Ranch continued to serve as a premier gathering place for Larimer County—hosting events that entertained, educated, celebrated, and united residents and visitors alike.

From high-energy sporting events and nationally recognized entertainment to cherished traditions like the Larimer County Fair, The Ranch remained a destination where shared experiences created lasting memories. Behind every event—large or small—was the dedication of our staff, partners, volunteers, and community members who make this campus thrive year after year.

In 2025, The Ranch hosted more than 1,100 events and welcomed over 875,000 attendees, reinforcing its role as a regional hub for entertainment, agriculture, youth development, business, and community engagement.

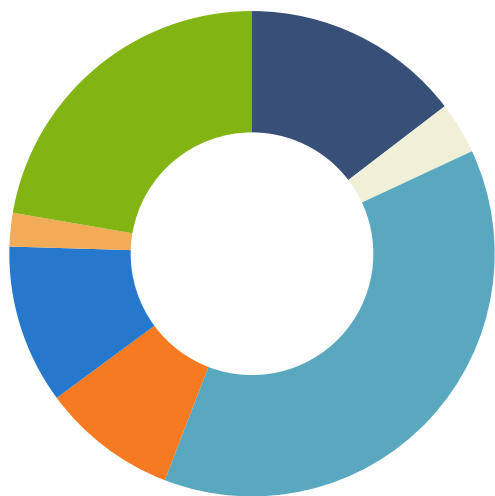


Event Type	Number of Events	Active Venue Days*	Attendees
Fairs, Trade Shows & Expos	41	81	375,575
Live Sporting Events	71	212	217,947
Live Music & Entertainment	42	74	120,546
Equestrian and Livestock Events	61	142	32,755
4-H Extension	500	560	20,263
Meetings, Trainings and Other	392	541	108,748
TOTAL	1,107	1,610	875,834

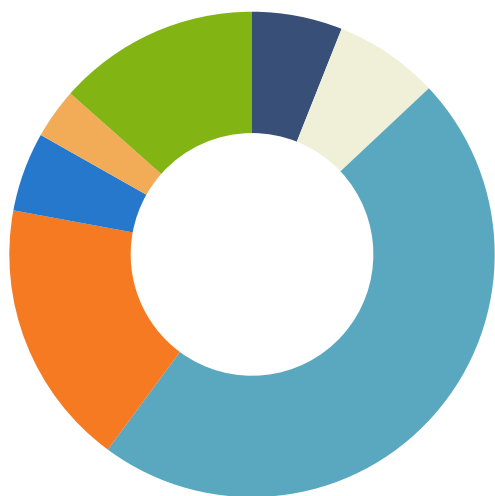
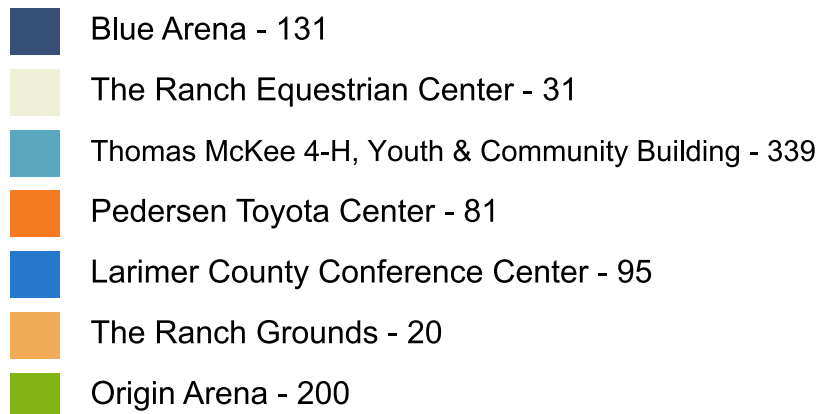
**Some events span multiple days and some facilities are used multiple times a year*

Flexible Venues

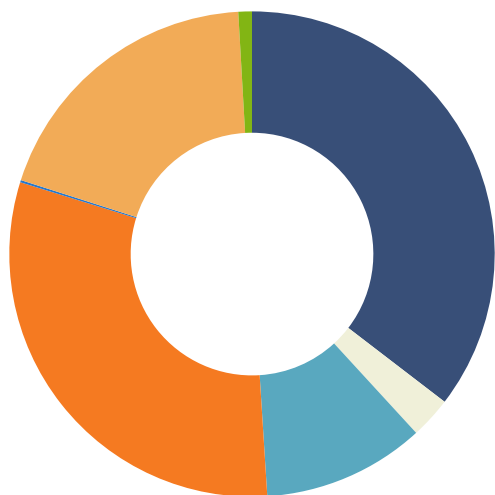
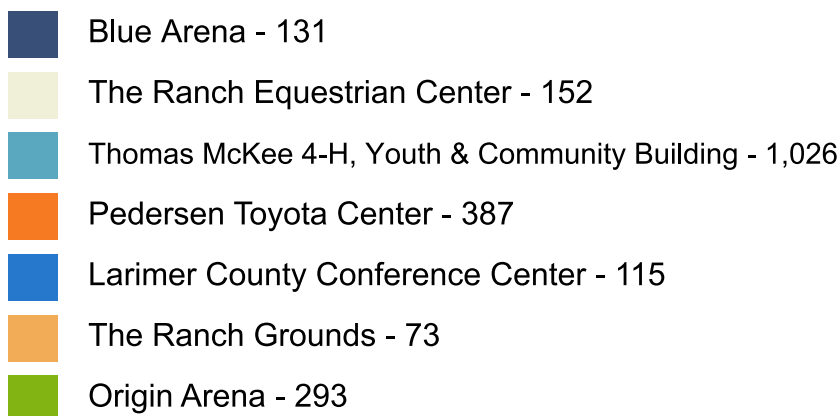
Create an Active Campus



Number of Unique Events Held at The Ranch



Number of Days Event Space Was Booked*



Total Attendees



**Some events span multiple days and some facilities are used multiple times a year*

Event Highlights



Blue Arena

Key Facility Partner: Blue Federal Credit Union

Event Highlights

Colorado Eagles Hockey Games
Total Attendance over 41 games: 175,840

The Ranch Equestrian Center

Event Highlights

Western States Classic Loveland Thunder Draft Horse Show
Total Attendance: 1,200



Vince LeMaster Photography

Thomas McKee 4-H, Youth & Community Building

Event Highlights

FoCo Roller Derby
Total Attendance over 4 events: 900



Pedersen Toyota Center

Key Facility Partner: Pedersen Toyota

Event Highlights

Vintage Market Days
Total Attendance: 9,000





Larimer County Conference Center

Key Facility Partner: Larimer County

The Ranch Grounds

Event Highlights

Overland Expo Mountain West
Total Attendance: 10,800



The Larimer County Fair and PRCA Rodeo

Key Partner: Poudre Valley REA and Pedersen Toyota

Event Highlights

Larimer County Fair & PRCA Rodeo
Total Attendance: 103,800

View the 2025 Larimer County Fair Report*

*Available on website

Origin Arena

Key Facility Partner: Origin Plumbing Heating

Cooling & Electrical

Opened - April 2024

Ribbon Cutting - November 2025



Economic Impact



Attendance **875,834**
103,800
Larimer County Fair



Hotel Room Nights **26,780**



Hotel Revenue **\$5.89M**



Food & Beverage Revenue **\$6.89M***
*Direct on-site spending at The Ranch



Payroll Supported **\$8.7M***
*Includes all directly employed staff across The Ranch, OVG, and Hospitality.



Direct Impact **\$96.9M**



Total Impact **\$193.8M***
*Includes the broader economic effect on surrounding businesses generated by visitor spending(multiplier effect)



Total Impact (including Payroll) **\$202.5M**

Campus Improvements

Several campus improvements were completed in 2025 to enhance safety, increase capacity, and improve the overall functionality of The Ranch.

Parking & Traffic Enhancements

Parking and traffic flow were significantly improved across campus. The Ranch Equestrian Center lot was expanded with 148,500 square feet of road base for trailer and overflow parking. Lot E added 341 spaces, while Lot D introduced premium parking and improved wayfinding near Blue Arena. A new acceleration lane and widening of County Road 5 enhance post-event traffic flow.

Expanded Event & Program Space

A new Outdoor Riding Arena adds flexible space for equestrian events and 4-H programming. With permanent fencing and adaptable layouts, the new space supports increased demand and scheduling capacity.

Sustainability & Guest Amenities

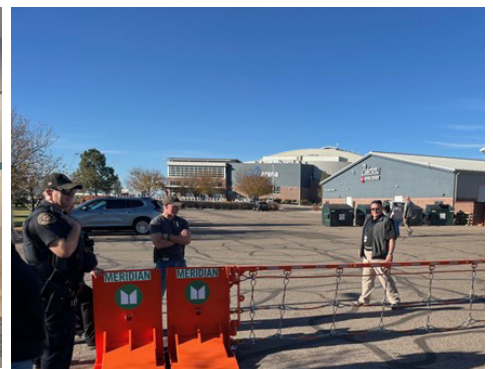
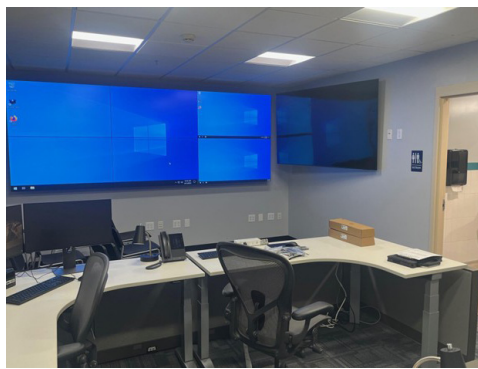
Eight Level 2 EV charging ports were installed in Parking Lot B, providing 24/7 guest access. Supported by a Charge Ahead Colorado grant and operated by ChargePoint, this project advances the County's sustainability goals.

Accessibility Improvements

ADA parking was relocated to the front of Parking Lots B and C to improve safety and access. The Ranch is proud to exceed ADA standards with accessible pathways, signage, and event-day support.

Safety & Infrastructure Upgrades

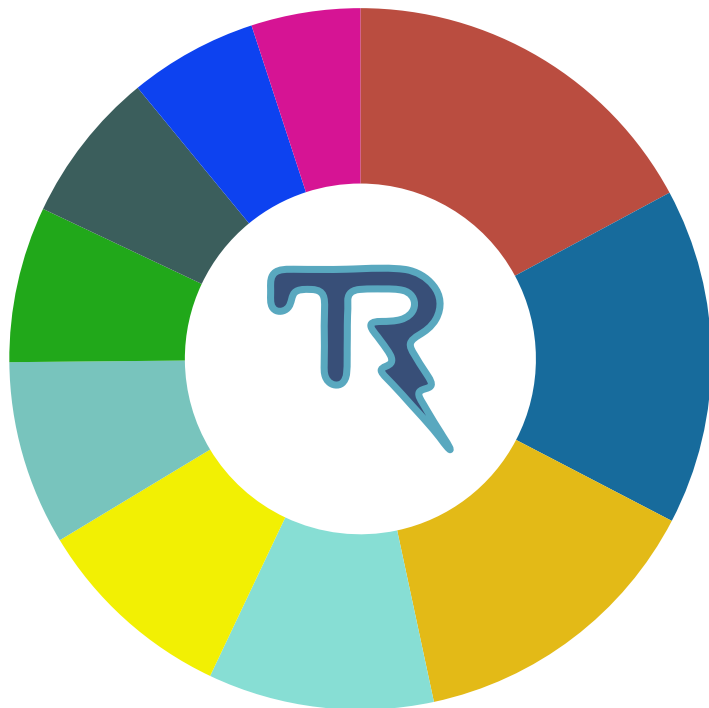
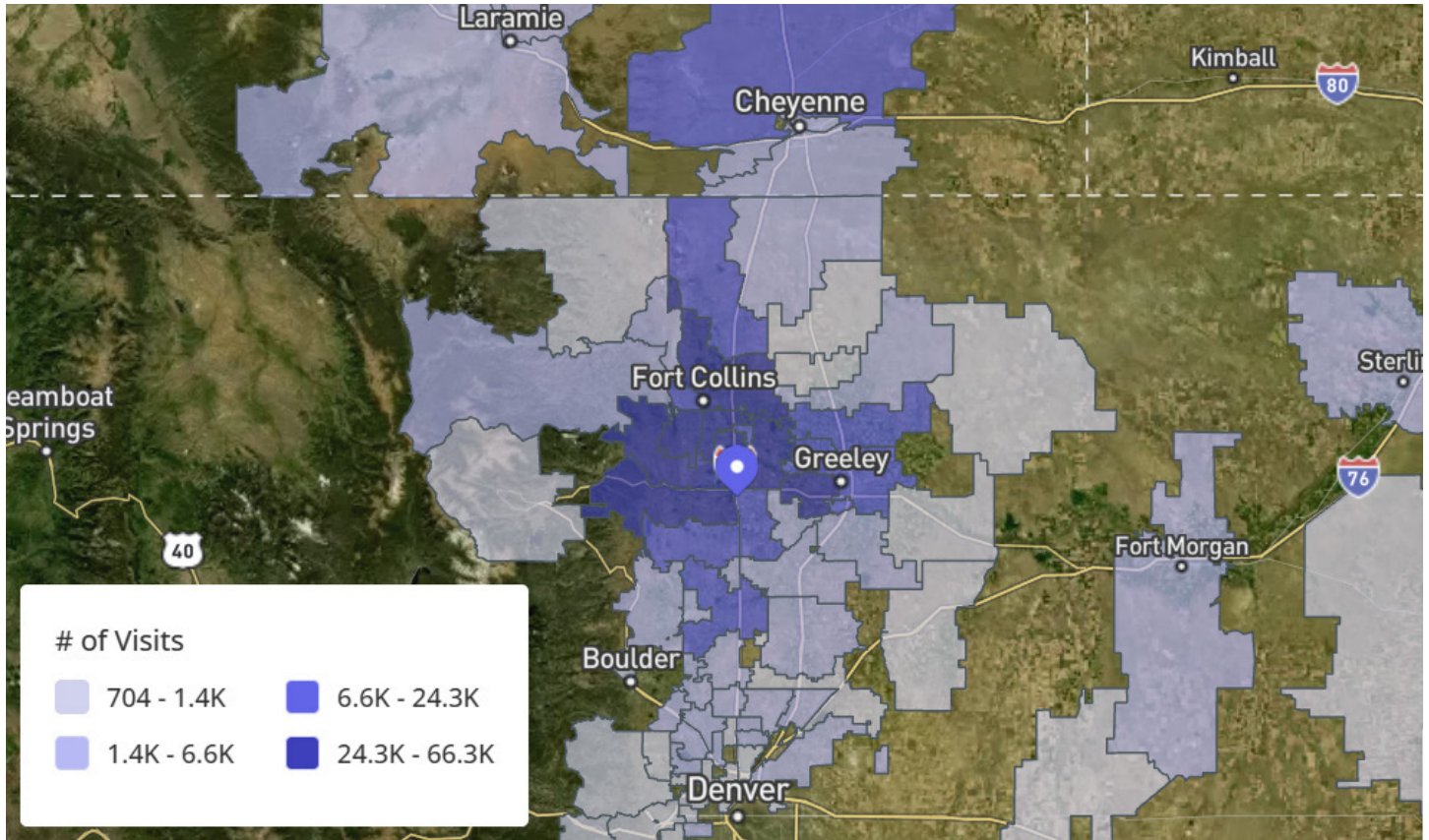
A new on-site Incident Command Center strengthens emergency coordination. Additional upgrades include expanded overflow parking and improved vehicle barriers to enhance pedestrian safety.



An Audience That Reflects Larimer County



Top Ten Visitors by Zipcode (Jan. 1 – Dec. 31, 2025)



Zipcode/City - Visits (% of Total)

- 80550 Windsor, 66.6K (9%)
- 80538 Loveland, 60.2K (8.1%)
- 80537 Loveland, 54.4K (7.3%)
- 80525 Fort Collins, 40.4K (5.5%)
- 80634 Greeley, 36.2K (4.9%)
- 80526 Fort Collins, 33K (4.5%)
- 80528 Fort Collins, 27.9K (3.8%)
- 80524 Fort Collins, 27.3K (3.1%)
- 80534 Johnstown, 23K (3.1%)
- 80631 Greeley, 19.5K (2.6%)

Impactful Community Connections

The Ranch was proud to serve as the host site for the Colorado Mission of Mercy (COMOM) dental clinic, a powerful demonstration of partnership, compassion, and community care. COMOM transformed The Ranch into a large-scale, free, two-day dental clinic that opened its doors to anyone in need, regardless of ability to pay.

This event provides **critical access to comprehensive dental services** by including cleanings, fillings, extractions, and more, delivered at no cost to patients who face barriers to traditional dental care. Over the years, the Colorado Mission of Mercy has served tens of thousands of Coloradans, providing millions of dollars in donated dental treatment and restoring oral health, confidence, and quality of life for individuals and families across our state.

By hosting this impactful clinic, The Ranch played a key role in:

- **Bringing vital healthcare support to underserved residents** by helping alleviate pain and prevent further health issues.
- **Facilitating volunteerism and collaboration** by uniting hundreds of dentists, hygienists, healthcare professionals, and community volunteers to give back in meaningful ways.
- **Strengthening community well-being and dignity** by improving oral health, expanding employment opportunities for those previously limited by dental challenges, and enabling brighter, healthier smiles.

At The Ranch, community connection isn't just a mission, it's our privilege. We are honored to support events like COMOM that **reflect the very best of Northern Colorado's spirit of service, generosity, and care for one another.**



The Ranch Invests \$600,000+ Annually to Keep 4-H Programming Free

Larimer County sales and use tax currently subsidizes all 4-H events held at The Ranch, covering an estimated \$600,000+ annually in direct facility, staffing, operational, and support costs. These funds allow 4-H programs to use event space at little to no charge, ensuring youth participants have access to high-quality facilities and programming without financial barriers. Along with their new Origin Arena, open for over a year, this facility was part of Phase I of the Master Plan, representing more than \$11 million of voter-approved funding.

While 4-H events do not generate revenue for The Ranch, they represent a substantial operational investment. The Ranch remains deeply committed to supporting youth development and preserving agricultural traditions, intentionally absorbing more than \$600,000+ each year in facility use, event services, and infrastructure support to provide these opportunities. This investment reflects our long-standing commitment to the community and to the future of agriculture in Larimer County.

2025 Larimer County Fair

The 2025 Larimer County Fair once again brought the community together to celebrate one of Northern Colorado's longest-standing traditions. With more than 103,800 attendees, the Fair featured beloved events like the Pancake Breakfast, Queens BBQ, PRCA Rodeo, and the first-ever Jim's Wings Eating Competition, alongside new initiatives such as the Kids Entrepreneurial Market and Sensory Day.

At the heart of the Fair, 4-H and CSU Extension participants, leaders, and families showcased their yearlong dedication through livestock shows, educational exhibits, and the Junior Livestock Sale, which raised over \$1 million for future agricultural leaders. Through both longstanding traditions and new experiences, the Fair highlights the Ranch's role as a hub for community, education, and celebration in Northern Colorado.



2025 Overview

In 2025, The Ranch delivered a year defined by strong performance, meaningful community impact, and continued progress toward its long-term vision.

Across more than 1,100 events and 1,600+ active venue days, The Ranch welcomed hundreds of thousands of guests to Larimer County. From trade shows and sporting events to concerts, equestrian competitions, and the Larimer County Fair, the campus remained a year-round destination for connection, commerce, and celebration.

Beyond attendance and activity, the true impact of The Ranch is reflected in its role as a community asset. The campus continues to support 4-H and youth development, provide accessible space for local organizations, and serve as a gathering place that reflects the region's agricultural heritage and growing diversity of events.

The year 2025 also marked steady transition. With Phase I of the Master Plan complete, the focus shifted toward preparing the next generation of campus improvements. Early work on the Event Lawn and continued planning for Phase II signal a thoughtful and deliberate approach to growth—one that balances current operations with future opportunity.

The progress of 2025 reflects the people behind it. To our staff, project partners, community stakeholders, and County Leadership, thank you for your commitment and belief in where this campus is headed. As we move into 2026, we do so with real momentum and confidence in what comes next.



Upcoming Events

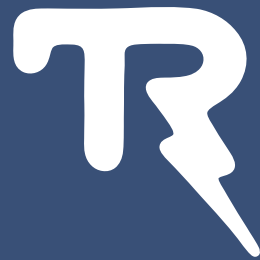


Scan QR Code to visit [The Ranch Website](#)



Scan QR Code on the left to sign up for the [Master Plan Newsletter](#)

Scan QR Code on the right to view the [2025 Larimer County Fair Report](#)



THE RANCH
Proudly owned by Larimer County