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## The Ranch Master Plan Newsletter

Events that Connect. Experiences that Last. | June 2025 Edition

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### Message from The Master Plan Communications Team

We know it's been some time since our last update, and we appreciate you sticking with us. We've taken time to refocus our approach so we can better connect with you and tell the full story of [The Ranch Master Plan](#).

The Master Plan isn't just about buildings, it's about creating meaningful spaces where our community can connect, learn, and celebrate while building a self-sustaining future for The Ranch.

In this edition, we're sharing recent progress, a major milestone for Phase II, and how you can get involved in shaping what comes next.

[Click here to Explore The Ranch Master Plan](#)

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# Path to Sustainability



## Tune In: Behind the Scenes of the Master Plan

Portia Cook, Strategic Communications Coordinator for The Ranch, joins Mindy McCloughan, President & CEO of the Loveland Chamber of Commerce, to discuss the Master Plan and what's ahead for The Ranch.

 [Listen now](#)

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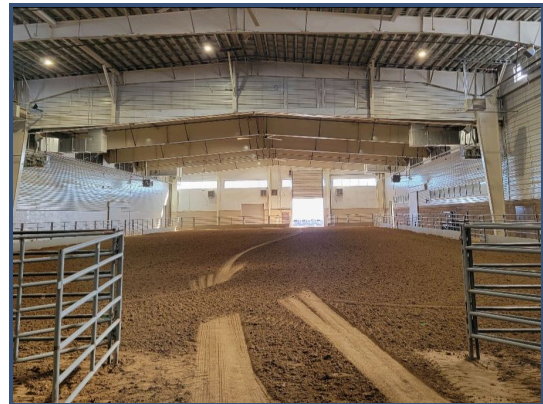
## Phase I Recap: Delivering on Our Community Promise

In 2017, Larimer County voters approved The Ranch Master Plan with a clear purpose: to expand space for youth, 4-H, nonprofits, community, and commercial events. [Phase I](#) delivered exclusively on our community promise by building infrastructure and accessible spaces that serve our community year-round.

### Phase I Projects- Completed 2022-2024:

- [Arena Circle & Roadway improvements](#): Improved traffic flow, access points, and internal roads improve safety and circulation for large events.
  - [4-H Youth & Community Arena](#): A flexible 41,000 sq ft indoor arena with classrooms and bleacher seating designed for youth programs and accessibility.
  - [The Ranch Equestrian Arena \(formerly MAC Arena\)](#): Larger warm-up area, covered walkways, and upgraded amenities for livestock and equestrian shows.
  - [Outdoor Riding Arena](#): Outdoor arena supporting 4-H and equestrian events, connected to other youth-focused spaces.
  - [RV Hookups](#): A mix of full-service and limited-service sites for event guests and long-stay exhibitors.
  - [72-Acre Land acquisition](#): land for future development and expanded event capacity, mainly targeted for Phase III.
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## Big News: Phase II Projects Unanimously Supported by the Board of County Commissioners





On May 28, the Larimer County Commissioners unanimously approved Phase II of The Ranch Master Plan. This major milestone launches the next wave of campus improvements, supported by up to 110 million dollars in financing through Certificates of Participation (COPs).

Phase II focuses on building a sustainable future for The Ranch by increasing revenue, attracting tourism, and supporting local economic growth, while ensuring The Ranch remains accessible and affordable.

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### **Phase II Introduces the Following Projects:**

- **Event Lawn & Amphitheater (IIa):** 20+ acre event lawn with a 6,000-seat amphitheater, VIP seating, and a teaching kitchen
- **Event Plaza Enhancements (IIa):** A full redesign of a 130,000 sq ft plaza to improve walkability, create flexible vendor space, and host year-round events.
- **Outdoor Archery Range (IIa):** A new 10-lane archery range with shaded viewing areas, safety features, and space for youth and family recreation.
- **Exposition Center (IIb):** A full-service facility featuring over 100,000 square feet of flexible event and meeting space.
- **Hotel (IIb):** A 200-225-room hotel with shared amenities designed to serve visitors, event attendees, and business travelers.

- **Youth Hockey & Sports Arena (IIa):** A redevelopment of the Pedersen Toyota Center into a multi-sheet complex for hockey, figure skating, and indoor flat-floor sports.
- **Blue Arena Expansion (IIa):** 58,000 sq ft expansion including new VIP entry, luxury suites, loge boxes, and open-air hospitality terrace.
- **Campus Infrastructure Upgrades (IIa):** Parking, signage, stormwater, and road access improvements across The Ranch campus.

Most Phase IIa projects are funded through Certificates of Participation (COPs), but the hotel and exposition center (Phase IIb) will explore private partnerships and other funding strategies. These projects are still expected to move forward on a similar timeline as the rest of Phase II.

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*"The Board's decision underscores our commitment to growing The Ranch Events Complex in a responsible, financially sustainable manner.*

*"These projects will significantly enhance visitor experiences, generate material economic benefits, and ensure the continued relevance of The Ranch as a vital community hub."*

- Conor McGrath, Managing Director of The Ranch.



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*"This strategic investment will reinforce our County as a vibrant destination for both residents and visitors, enhancing our local economy and tourism."*

- Larimer County Commissioner Kristen Stephens

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### Get Involved

Take the “Imagine the Future” Survey

Share your voice and help shape the future of The Ranch

[Click here to take the survey](#)

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[\*\*Explore Upcoming Events at The Ranch\*\*](#)





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If you would like to join our stakeholder groups for any of these projects, please email

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## New to the Newsletter?

Catch up on previous issues on our [website](#) to learn more about what's happening at The Ranch!



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### The Ranch Events Complex

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