



THE RANCH EVENTS COMPLEX

2023 Annual Report

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INTRODUCTION

Note from the Director

With great pleasure, I welcome you to The Ranch Events Complex's 2023 Annual Report. I am delighted to share the exciting highlights and achievements of the past year.

In 2023, we celebrated the start of a new era at The Ranch. We continued our commitment to being a beacon of community engagement, entertainment and sportsmanship in Larimer County while our team evolved and began to reimagine the future of The Ranch. The Larimer County Fair and PRCA Rodeo was a resounding success, attracting over 130,000 visitors in just five days. October marked our 20th anniversary and the transition of our Events Center to its new identity as Blue Arena.

Behind the scenes, we completed Phase 1 of the Master Plan, including the construction of the 4-H, Youth, and Community Arena and the relocation of Arena Circle. Future phases began with the issuance of a request for proposals for a new Event Arena and Youth Hockey Training Center. With each evolution of our campus, we are committed to enhancing our visitor's overall experience through state-of-the-art facility upgrades, implementing sustainable practices and remaining focused on how we can best serve the Larimer County community.

As we close out this monumental year, I want to thank the entire staff at The Ranch, as well as the unwavering support of our County Commissioners, partners, sponsors and local community who are all instrumental in our success. This year marked my entrance as the new campus leader, overseeing transitions in roles such as the Directors of Operations, Marketing, and the General Manager of Blue Arena. Throughout these transitions, this team has remained steadfast in delivering the best events Northern Colorado has to offer.

In 2024, we are eager to build on these accomplishments and partnerships refresh our commitment to community service, and embark on a journey of sustained growth and positive change. Thank you for being an integral part of our story, and we look forward to continuing this incredible journey together.

- Conor S. McGrath, *Director*

Mission Statement

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

A close-up photograph of cowboy hats and ropes, with a white hat on the right and brown hats and ropes on the left.

Larimer County Leadership

Commissioner Kefalas, *District 1*

Commissioner Stephens, *District 2*

Commissioner Shadduck-McNally, *District 3*

Lorenda Volker, *County Manager*

Laurie Kadrich, *Assistant County Manager*

Lesli Ellis, *Community Planning, Infrastructure,
and Resource Director*

Campus Management

Conor McGrath, *Director*

Mark Tinklenberg, *General Manager*

Louise Romero, *Manager of Events*

Brad Harkin, *Lieutenant*

Scott Weber, *Facilities Manager*

Stacie Hougard, *Accounting Manager*

Blue Arena Management

Thomas Carrier, *General Manager*

Emily Meister, *General Manager of OVG Hospitality*

Susan Trafton, *Assistant General Manager*

Dana Drake, *Director of Corporate Partnerships*

Lauren Layman, *Director of Marketing*

Ian Bixler, *Director of Events*

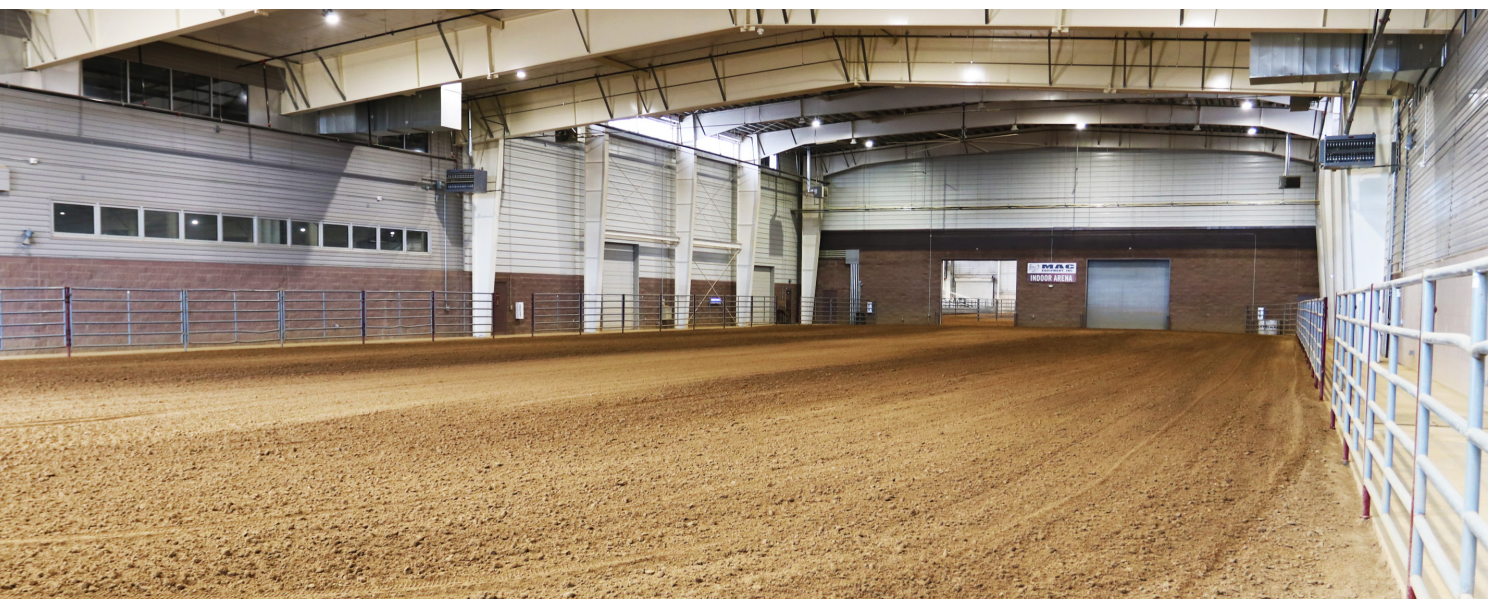
Michael Sheggeby, *Director of Operations*

Brian Petty, *Box Office Manager*

MASTER PLAN PROGRESS

The Ranch Events Complex operates in a highly competitive market that is continuously changing. In 2017, Larimer County took a proactive approach to keep the facility competitive and prepare for the future by creating a community-driven Master Plan. Larimer County voters approved an extension of the 0.15% dedicated sales and use tax to enhance The Ranch facilities based on the Master Plan. With help from a consulting team, The Ranch staff expanded upon the approved 2017 master plan and created an implementation plan that launched with the start of construction on Phase 1 in 2022. This phase includes relocating Arena Circle, adding new entrance and exit points to the complex, expanding the MAC Equipment, Inc. Indoor warm-up arena, and developing the 4-H, Youth, and Community Arena. Completion of this phase is slated for early 2024.

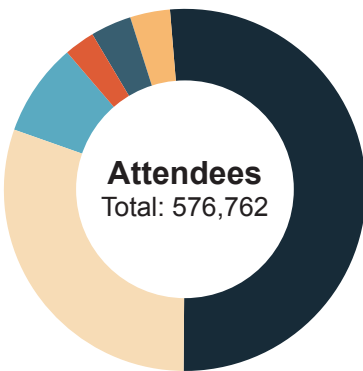
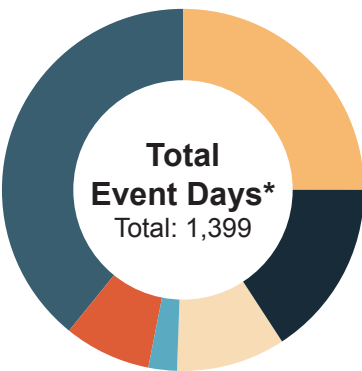
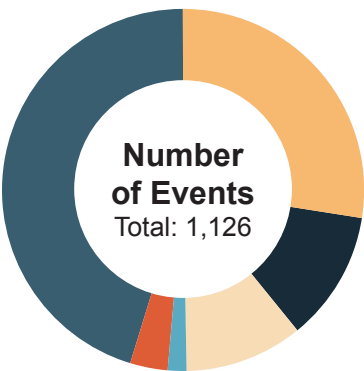
The Ranch team is moving forward with Phase 2, which will include the construction of the Event Arena and Youth Hockey Training Center. Future phases will focus on executing the vision outlined in the Master Plan to sunset the sales tax by 2039. The Ranch team is actively exploring strategies to be self-sustainable while maintaining its role as a central community gathering place.



A YEAR OF IMPACTFUL EVENTS

As we reflect on another year at The Ranch Events Complex, we are grateful to have brought a blend of world-class entertainment and community connections to the Larimer County community. From the magic of live performances to the excitement of shared experiences, we love bringing joy, laughter and unforgettable memories to each and every one of our guests.

The total economic impact of all events at The Ranch in 2023 was **\$108 million**



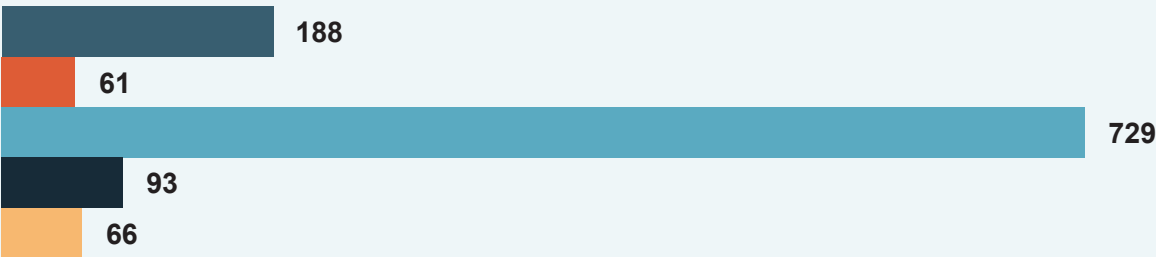
	Event Category	Number of Events	Total Event Days*	Attendees
	Fairs, Trade Shows & Expos	133	225	297,733
	Live Sporting Events	118	136	173,445
	Live Music & Entertainment	18	35	49,100
	Equestrian and Livestock Events	39	109	15,006
	4-H Extension	511	547	21,499
	Meetings, Trainings & Other	307	347	19,979

**Some events span multiple days and some facilities are used multiple times per day.*

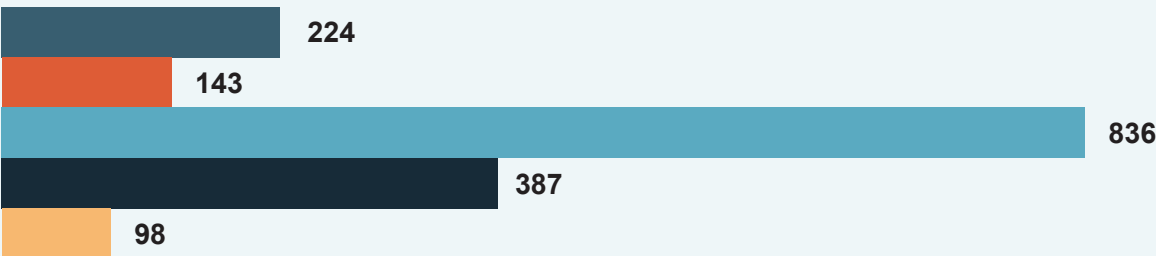
FLEXIBLE VENUES

CREATE AN ACTIVE CAMPUS

Number of Unique Events Held at The Ranch



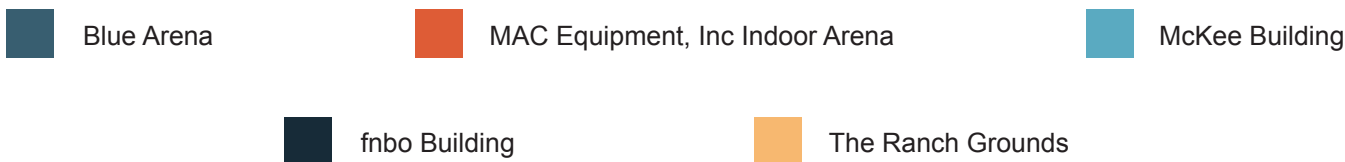
Number of Times Each Event Space Was Booked*



Total Attendees



**Some events span multiple days and some facilities are used multiple times per day.*



FLEXIBLE VENUES CREATE AN ACTIVE CAMPUS



Blue Arena

Key Facility Partner: Blue Federal Credit Union

Event Highlights:

Colorado Eagles Hockey Games

Total attendees: ~ 4,500 per game



fnbo Building

Key Facility Partner: First National Bank of Omaha

Event Highlights:

Applewood Art Festival

Total attendees: 1,500

FLEXIBLE VENUES CREATE AN ACTIVE CAMPUS



MAC Equipment, Inc Indoor Arena

Key Facility Partner: MAC Equipment, Inc

Event Highlights:

PRCA Ram Mountain States Circuit Finals Rodeo

Total attendees: 3,200



McKee Building

Key Facility Partner: McKee Charitable Trust

Event Highlights:

Friends of the Loveland Library Spring Book Sale

Total attendees: 1,500



The Ranch Grounds

Event Highlights:

Larimer County Fair and PRCA Rodeo

Total attendees: More than 130,000

*[*View the 2023 Larimer County Fair Report](#)*



MAC
EQUIPMENT, INC.



bluearena

AN AUDIENCE THAT REFLECTS OUR COMMUNITY



Key Purchasing Markets

The average length of stay: **339 minutes**

The average return rate of a guest: **2.59**

Year over year visit increases: **+2.7%**



- White: **75.1%**
- Hispanic or Latino: **16.5%**
- Asian: **3%**
- Other: **5.4%**

Demographic	Visitors to The Ranch	Colorado Average
Household size	2.65	2.57
Median household income	\$77k	\$80.8k
Education (bachelor's degree or higher)	41.9%	42.8%
Median age	32.6	36.8

2024 AND BEYOND

The Ranch Events Complex is a premier event and entertainment complex, and is well-known for hosting a variety of events including trade shows, concerts, festivals, hockey games and more! Our complex serves as a community gathering place, a major economic driver and a cultural and entertainment experience. In 2024, implementation of The Ranch Master Plan will continue with the completion of the infrastructure and equine-based improvements in Phase 1, and the start of Phase 2 with early development of the Event Arena and Youth Hockey Training Center.

While we continue to grow and evolve to meet the needs of Larimer County, we will continue to facilitate educational and agricultural opportunities, serve as a hub for community activities and events, and offer world-class entertainment to our residents and visitors. The Ranch has and will continue to play a vital role in enhancing the lives of the Larimer County community.



Upcoming events



Scan QR code to visit [The Ranch website](#)



Scan QR code to [sign up for the Master Plan Newsletter](#)



TR The Ranch
proudly owned by Larimer County

