



## Board Summary Report

- Date:** February 28, 2019
- To:** Board of County Commissioners
- Through:** Shannon Carter, Intergovernmental Relations and Open Spaces Director
- From:** Glen Poole, Open Spaces Operations Manager  
Matt Bixenman, Fairgrounds Site Manager  
Arapahoe County Fairgrounds and Park Steering Committee
- Subject:** Informational Over View of the Following:
- 2018 Arapahoe County Fairgrounds and Park Annual Report Presentation
  - 2018 Arapahoe County Fairgrounds and Park Steering Committee Annual Report

### Direction/Information

Fairgrounds Operations Staff and Steering Committee members will jointly review and summarize:

1. The 2018 activities and accomplishments of the Arapahoe County Fairgrounds Event Center and Park.
2. The 2018 accomplishments, community feedback and recommendations of the Arapahoe County Fairgrounds and Park Steering Committee.

### Background

Arapahoe County Fairgrounds staff and the Arapahoe County Fairgrounds and Park Steering Committee (ACFGP Steering Committee) each submit and present an annual report to the Board of County Commissioners. The *Arapahoe County Fairgrounds and Park Annual Report* presentation summarizes Event Center usage, rental revenue, facility operations, and maintenance accomplishments. The ACFGP Steering Committee works closely with Fairgrounds Operations staff to expand use of the facility, identify community needs and seek out future sources of funding. The ACFGP Steering Committee produces a separate annual report documenting the Committee's accomplishments. The information from both reports will be jointly presented to the BOCC through joint slide presentation.

### Links to Align Arapahoe

The Arapahoe County Fairgrounds Operations staff strive to ensure event holders experience exceptional customer service as well as providing visitors the opportunity to attend community events while having quality experiences at the County facility. The *Arapahoe County Fairgrounds and Park Annual Report* presentation outlines the impact Fairgrounds staff made on the quality of life for the citizens of the Arapahoe County. Our fiscally responsible staff work diligently to secure event rental revenue to support the ongoing operation and maintenance of the facility while providing first class customer service to event holders and their guests. The statistics within the *Arapahoe County Fairgrounds Annual Report* presentation showcases another outstanding year for the Arapahoe County Fairgrounds and Event Center.

**Discussion**

The Event Center's 2018 performance is summarized within the figures of the *Arapahoe County Fairgrounds and Park Annual Report* presentation. The Fairgrounds staff promoted, scheduled and supported 556 events at the Arapahoe County Fairgrounds Event Center in 2018. The three most frequent uses of the facility were youth/4-H Extension, sporting events and banquets. The months of June, October and November were the peak months for visitation (or attendance) for events hosted within the facility. The Event Center also plays host to numerous public and internal activities which are classified as "in kind" use. These public and internal County events utilize the facility at no cost to the event holder as they represent the public benefit of this publicly funded facility.

**Fiscal Impact**

Fairgrounds staff made a concerted effort to market and rent the Exhibition Hall, to improve client services and to provide strong follow up with new event inquiries which produced a record \$439,067 dollars in event revenue. The Event Center and Fairgrounds staff supported \$148,586 dollars of in kind facility usage (based on standard rentals rates).

Total Value of Facility Rental Revenue + In-Kind Usage for 2018 was: \$587,653 dollars.

2018 Arapahoe County Fairgrounds Event Center Cost Recovery: 42.4%  
(Standard operating costs vs. cash revenue generation)

**Concurrence**

The Arapahoe County Fairgrounds and Park Steering Committee supports the *2018 Arapahoe County Fairgrounds and Park Annual Report* as developed by the Fairgrounds Operations staff.

**Reviewed By:**

Matt Bixenman, Fairgrounds Site Manager  
Glen Poole, Open Spaces Operations Manager  
Shannon Carter, Open Spaces Director  
Tiffanie Bleau, Sr. Assistant County Attorney