

**Arapahoe County Fairgrounds and Park
Steering Committee
2018 Annual Report
to the
Board of County Commissioners**



**Steering Committee Members
Kim Allegretti, Janet Cook, Lori Daniel, Bill Jenks,
Jan Leonard, Mary Madsen, Dane Matthew,
Raylene Owen, Ada VanRoekel**

2018 Fast Fairground Facts

Non-Fair Event Attendance

2018: 68,455, a 3% increase over 2017

Cumulative (Sept. 2006-Dec. 31, 2018): 561,784

Number of Reservations

2018: 734, a 22% increase over 2017

Cumulative (Sept. 2006-Dec. 31, 2018): 4589

Yearly Rental Revenue*

2018: \$439,063.53, a 70% increase over 2017

Net Rental Revenue (SAP)*

2018: \$471,322.20, a 16% increase over 2017

Cumulative (Sept. 2006-Dec. 31, 2018): \$1,979,323

Savings to Arapahoe County for in-kind (non-cash) usage

2018: \$148,586, an 83% increase over 2017**

Cumulative (Sept. 2006-Dec. 31, 2018): \$793,852

Total cash revenue + in-kind value usage

2018: \$619,908, a 35% increase over 2017

Cumulative (Sept. 2006-Dec. 31, 2018): \$2,773,175

Estimated Fair Attendance***

2018: 23,565, a 12% increase over 2017

Cumulative (2006-2018): 281,723

Total Attendance (Fair attendance plus non-fair attendance)

2018: 91,020 a 4% increase over 2017

Cumulative (Sept. 2006-Dec. 31, 2017): 843,507

**Distinction between Yearly Revenue and Net Rental Revenue (SAP): Yearly revenue is the rental revenue from events that took place in that year. Net Revenue (SAP) also includes deposits for future rental events that take place in another year.*

***2018 in-kind value uses full price rental fees and includes equipment fees. 2017 in-kind value used nonprofit rental fees and did not include equipment fees. In-kind value prior to 2017 did not include equipment fees.*

****Estimated Fair Attendance, not paid gate attendance*

2006-2018 Event Center Usage

Year	# Reservations	% Non-cash Reservations	Yearly Usage %	Fair Visitors	Non-fair Visitors	Total Visitors
2006	22	32	18*	12,000	940	12,940
2007	126	53	32*	18,260	17,590	35,850
2008	313	73	61*	21,000	59,155	80,155
2009	325	51	60*	22,000	50,008	72,008
2010	371	38	69*	23,000	55,804	78,804
2011	404	46	70*	25,000	63,451	88,451
2012	325	44	63*	24,500	49,385	73,885
2013	280	29	65*	23,000	21,199	44,199
2014	315	31	63*/69**	22,500	25,234	47,734
2015	501	27	82*/83**	23,438	29,205	52,643
2016	573	51	76%**	23,412	54,598	78,010
2017	600	33	87%****	21,048	66,760	87,808
2018	734	35	95%*****	22,565	68,455	91,020
TOTAL	4889			281,723	561,784	843,507

Yearly usage percent is the percentage of available rental days each year that at least one activity takes place at the ACFP (number of days each year that at least one activity takes place at the ACFP divided by the available number of rental days each year).

**Calculated using 352 non-fair days available for rental*

***Calculated upon actual number of non-fair days available for rental in 2014 and 2015 (345)*

****Calculated using 351 non-fair days available for rental*

*****Calculated using 350 non-fair days available for rental in 2017*

******Calculated using 333 non-fair days available for rental in 2018*



2006-2018 Event Center Revenue and In-Kind Value*
***Excludes Arapahoe County Fair**

Year	Net Cash Revenue (SAP)	Yearly Event Revenue	In-kind Value	Total Value Cash + In-kind
2006	8,955		1,200	10,155
2007	37,083		24,831	61,914
2008	54,192		104,395	158,587
2009	66,895		87,815	154,710
2010	71,043		78,030	149,073
2011	94,681		88,925	183,606
2012	81,436	79,233	48,925	130,361
2013	87,941	86,608	41,950	129,891
2014	99,419	92,980	27,225	126,644
2015	148,271	103,959	36,405	184,676
2016	352,663	246,742	52,990	405,653
2017	405,422	258,517	52,575	457,997
2018	471,322	439,064	148,586	619,908
TOTAL	1,979,323		793,852	2,773,175

Distinction between Net Revenue (SAP) and Yearly Revenue: Yearly revenue is the rental revenue from events that took place in that year. Net Revenue (SAP) also includes deposits for future rental events that take place in another year.



TABLE OF CONTENTS

Fairgrounds Fast Facts	2
2006-2018 Event Center Usage Data	3
2006-2018 Event Center Revenue and In-Kind Value	4
Introduction	6
Arapahoe County Fairgrounds and Park Mission Statement	6
ACFP Steering Committee Mission Statement	6
Membership Changes	7
2018 Accomplishments of the Steering Committee	7
New Project: Equestrian Opportunities	7
Draft resolution	9
2018 Actions and Accomplishments for Projects	9
2018 Actions and Accomplishments for Ongoing Responsibilities	10
Constituent Feedback	12
Park Design and Construction	12
Event Center and Covered Arena	13
2018 County Fair	13
Reauthorization Consideration: Awareness of the Open Space Sales And Use Tax	14
Reauthorization Consideration: Awareness of the Open Spaces Program	14
Reauthorization Consideration: Open Spaces Program in Eastern Arapahoe County	15
Open Spaces Parks and Properties	15
17 Mile House	15
Trails	15
Equestrian Trails and Opportunities	15
2019 Steering Committee Action Plan	16
Committee and Constituent Delineated 2019 ACFP High Priorities	16
2018 ACFP Performance	17
2018 Arapahoe County Fair Performance	18
2018 Value Metrics of the Arapahoe County Fair to the Community	19
Appendices	
Appendix 1: History of the ACFP	19
Appendix 2: ACFP Steering Committee	20
Appendix 3: Supporting Information for Equestrian Project	22
Appendix 4: 2018 Silent Auction at the Boots Not Suits Dinner	28
Appendix 5: 2018 The Homestead at the Arapahoe County Fair	28
Appendix 6: Heritage Program at the 17 Mile House Fall Festival	29
Appendix 7: Community Value of the Event Center	30
Appendix 8: 2018 Livestock Auction	31
Appendix 9: Community Value of the Arapahoe County Fair	32
Appendix 10: Awards for the Arapahoe County Fair and ACFP	33
Appendix 11: ACFP Timeline	35

Introduction

In addition to documenting the history of the Arapahoe County Fairgrounds and Park (ACFP) (Appendix 1) and providing Steering Committee background information (Appendix 2), this report, produced in collaboration with Open Spaces staff, Colorado State University Extension staff, and the Fair Planning Committee, delineates the Steering Committee's 2018 activities and accomplishments, highlights the 2018 performance of the ACFP and Arapahoe County Fair, enumerates the Steering Committee's 2019 goals, and recommends actions to support the ACFP's mission. Where possible, data are compared to previous years.

Any comments within this report reflect the observations, perceptions, opinions, and viewpoints of the Steering Committee, and not necessarily the viewpoints of Open Spaces staff.

Arapahoe County Fairgrounds and Park Mission Statement

To provide educational, agricultural, and recreational experiences that celebrate our western heritage and preserve our prairie environment while balancing the needs of our community with the fairgrounds' and park's environmental, economic, and managerial sustainability.

The Arapahoe County Fairgrounds and Park will, at a minimum, include

- *Facilities for the Arapahoe County Fair to showcase the achievements of our 4-H youth and community*
- *Facilities for youth to participate in 4-H activities*
- *Facilities to preserve our western heritage and history*
- *Open space and interpretative trails that provide connectivity with regional trails and open spaces*

Arapahoe County Fairgrounds and Park Steering Committee Mission Statement

To assist the Board of County Commissioners by making recommendations for the development of the Arapahoe County Fairgrounds and Park (ACFP) by identifying community needs and sources for future funding.

MEMBERSHIP CHANGES

After the resignation of Janet Cook and Ada VanRoekel due to business responsibilities, the Steering Committee welcomed two new members: Dane Matthew and Kim Allegretti.

2018 ACCOMPLISHMENTS OF THE STEERING COMMITTEE

Based upon input from constituents and community groups, the Steering Committee initiated an important new project and wrote a draft resolution for future BOCC consideration.

New project: Identifying, researching, recommending, and promoting equestrian opportunities at the ACFP and along its multimodal trails

Note: In this report, multimodal trails are defined as trails that provide access for all: pedestrians, equestrians, and bicyclists.

Equestrian population throughout Arapahoe County

According to the 2012 Colorado Census of Agriculture, there are 2199 horses in Arapahoe County. Horse properties are found throughout the entirety of Arapahoe County including Bow Mar, Cherry Hills Village, Greenwood Village, Aurora, and Arapahoe Acres in Centennial, as well as the more agricultural eastern end of the county.

Arapahoe County's equestrian population is underserved

Equestrians throughout the county feel underserved and disenfranchised. Over the past forty years, equestrian trails in western Arapahoe County have been paved and converted into paths for bicyclists and pedestrians, denying equestrians the ability to safely ride on these trails.

For example, originally, the High Line Canal Trail through Aurora was primarily utilized by equestrians. As the population grew, the trail was paved with 10' of cement, enhancing recreational opportunities for bicyclists and pedestrians, but displacing equestrians. In Arapahoe County, the surface for many newly developed and proposed trails is concrete, favoring higher speed trail usage by bicyclists and precluding safe equestrian and pedestrian usage.

Components of the Equestrian Focus include

- Equestrian access on multimodal trails at the ACFP
- Connectivity of regional, multimodal trails to ACFP's trails
- Enhancement of the ACFP's role as a hub for regional, multimodal trails
- Equestrian skills course or stations along ACFP's multimodal trails
- Promotion of equestrian opportunities at the ACFP and on OS properties

- Development of materials to promote equestrian opportunities, such as trail maps, website information, and/or “qr codes” at the ACFP and on OS properties

Opportunity to develop the ACFP as a hub for connecting, regional equestrian trails by collaborating with trail planners

Many regional trails around the ACFP are still in the planning stages. This provides Arapahoe County the opportunity to create truly multimodal, regional trails that accommodate equestrian usage. Since the ACFP has been designated as a hub for regional trails, Open Spaces staff is encouraged to coordinate with builders and developers to create multimodal trails for safe, regional equestrian usage that connect to the ACFP’s trails and facilities.

Arapahoe County could become a leader for equestrian trail design and usage by collaborating with surrounding counties. These trails have the potential to not only connect the whole of Arapahoe County, but also unite residents throughout the metropolitan area and even greater Colorado.

Connectivity: The Future of Multimodal Trails

Current plans for Aurora’s Triple Creek Greenway trail include soft surface to accommodate equestrians and trailheads with space for horse trailers. It will connect to multiple neighborhood trails, leading to parks, the Morrison Nature Center, and the Star K Ranch trail system. Upon completion, the Triple Creek Greenway will connect the ACFP and Aurora Reservoir to the Sand Creek Trail and the South Platte trail corridor, a 27 mile experience. It will also provide connection to 67 miles of the High Line Canal Trail.

The E-470 High Prairie Trail could be modified to accommodate equestrians. The Harvest Trail, one of the spurs, will connect the High Prairie Trail to the ACFP. Adjacent to the cement trail, equestrians will be able to ride on the 4’ soft surface. Eventually, the E-470 Trail will connect to the Cherry Creek Trail through Kings Point.

The future Quincy Greenway, outlined in the Arapahoe County Open Spaces Master Plan, is a ten mile trail, connecting the Fairgrounds to the West Bijou Creek OS property. It could be expanded to further connect trails, parks, and OS properties in the eastern part of Arapahoe County.

Advantages to accommodating equestrian usage on ACFP trails

- Seizes opportunities to collaborate with other entities to develop safe, regional trails that accommodate equestrian usage before development occurs around the ACFP and in eastern Arapahoe County
- Strengthens ACFP’s mission as a hub for multimodal trails in the county by providing safe connections to regional trails for equestrians
- Supports recreational opportunities in the open space park
- Supports historical, agrigarian activities

- Enhances Arapahoe County Open Spaces role as a leader for coordination of regional, multimodal trail development

Opportunities created by development of an equestrian skills course or stations along the trail

Initial research by the Steering Committee indicates that an equestrian skills course would provide a unique opportunity, attracting equestrians throughout the region. This would give riders the opportunity to practice challenges that they might encounter in Colorado’s back country.

Advantages to creating an equestrian skills course

- Provides unique opportunity in the metropolitan area
- “WOW” factor makes the ACFP a destination location
- Increases usage of the ACFP
- Improves marketing for rental opportunities
- Increases ACFP revenue by creating an additional revenue stream
- Increases heritage usage, an understanding and requirement of past GOCO funding for the ACFP
- Supports 4-H equestrian projects

Draft Resolution

Based upon research, discussion, and collaboration with ACFP staff, the Steering Committee wrote a draft resolution supporting the Fairgrounds and Open Space Park as a primary hub for equestrian recreation. During a future study session, the Steering Committee will discuss the resolution with county commissioners.

Supporting information

Additional supporting information for the new project and resolution can be found in Appendix 3.

2018 Actions and Accomplishments for Projects

1. Identifying, Researching, Recommending, and Promoting Equestrian Opportunities at the ACFP and Along Its Multimodal Trails

- Created new project to identify and research equestrian opportunities
 - Researching equestrian skills courses such as Bear Creek Regional Park Equestrian Skills Course in Colorado Springs
 - Identifying amenities at multi-level equestrian skills course
 - Researching possible exercise stations along ACFP multimodal trails
 - Researching annual maintenance: monetary costs and manpower hours
 - Researching construction and planning costs
 - Identifying possible funding sources
 - Grants
 - Funding from equestrian groups

- Open Spaces Sales and Use Tax funding sources
 - Identifying community groups for possible collaboration
 - Wrote a draft resolution for future BOCC consideration that supports the Fairgrounds and Open Space Park as a primary hub for equestrian recreation
 - Scheduling a study session with BOCC, OS, and ACFP staff to discuss development of equestrian opportunities at the ACFP and resolution
 - Collaborating with ACFP and Communications staff to promote equestrian usage at the ACFP and OS properties through ACFP and OS websites, promotional brochures, equestrian trail maps that can be distributed at events, to businesses, and to community groups
- 2. Hosted the Silent Auction at the 2018 Arapahoe County Fair's Boots Not Suits Dinner** (See Appendix 4 for details.)
 - Collaborated with staff to implement Square for processing credit cards
 - Streamlined payment and collection processes
 - Raised \$3066 from 34 donations
- 3. Expanded fund raising**
 - Received four animal pen panels from a Walmart Foundation Grant written by Committee member Janet Cook in collaboration with her 501 c (3)
 - Initiated Amazon Smile account for ACFP projects through the Arapahoe County Foundation, Inc.
 - Researching inexpensive online auctions and apps
- 4. Collaborated with staff for the Main Hall entrance display, "Exploring our Heritage: Then and Now"**
 - Collaborated with staff to design and complete the entrance display for the west wall of the Main Hall
 - Collaborating with staff to design the entrance display for installation in 2019 along the east wall of the Main Hall
- 5. Collaborated with staff to revise and distribute the Steering Committee Handbook**

2018 Actions and Accomplishments for Ongoing Responsibilities

In addition to our five projects, the Steering Committee has ongoing responsibilities:

- Assist ACFP staff's implementation of the marketing plan by serving as ambassadors for the ACFP through
 - Promoting the ACFP
 - Promoting the Arapahoe County Fair
 - Share information and input in a timely manner with our community, ACFP staff, Open Spaces staff, and County Commissioners about usage at the ACFP and implementation of the Master Plan
- 1. Promoted the 2018 Arapahoe County Fair**
 - Promoted, participated, and volunteered in Open Class competitions
 - Heritage Committee: The Homestead* (See Appendix 5 for details.)
 - Significant increase in foot traffic

- 5 Quilts of Valor quilts, made from 178 blocks sewn by 2017 fair-goers, were presented to five veterans
- Fair goers made
 - Over 2 bales of rope
 - Over 500 leather craft projects
 - 7 pounds of corn husk people
 - Over 100 macrame key chains
 - Over 200 dream catchers
 - Hundreds of God's eyes
 - 257 quilt blocks for next year's Quilts of Valor quilts for veterans
 - Decorated 15 boxes of vanilla wafers
 - Ground many pounds of corn into feed for baby farm animals
- Collaborated with CSU Extension Lucinda Greene and volunteer Donnetta Wilhelm to create a demonstration area
- Partnered with 25 groups
- 8 Make and Take activities supervised by the Heritage Committee
- 57 additional activities, educational displays, contests, and demonstrations organized by the Heritage Committee, CSU Extension, and Open Class volunteers
- 35 Homestead volunteers supervised Heritage activities (excludes members of the Heritage Committee)

**Heritage Committee members include members from the Steering Committee, public, ACFP staff, and Communications staff. The Heritage Committee collaborates with CSU Extension, 4-H, and members of the Fair Planning Committee.*

2. Provided input to staff to enhance promotion and marketability of the ACFP

- Suggested changes to the ACFP website to enhance marketing
 - Add a "drop-down" on the tool bar for events open to the public
 - Add RV hook-ups for event holders to amenities
 - Add equestrian opportunities to the ACFP and Open Spaces website
- Informed staff about injuries to constituents from Exhibition Hall stoops and sharp edges on pillars
- Discussed the ACFP's readiness to perform its CART responsibilities

3. Shared information and input about the Master Plan with our community, Open Spaces staff, and County Commissioners in a timely manner

- Collaborated with ACFP and Communications staff to plan and staff the Open Spaces Booth during the Arapahoe County Fair
 - Distributed over 1000 pinwheels to youth
 - Interacted with hundreds of adult fair-goers
 - Shared information about the park, facility amenities, rental opportunities, and year-long activities open to the public at the ACFP
 - Shared information and obtained input about the Master Plan and ACFP usage
 - Shared information about the Open Space Sales and Use Tax and other OS events and opportunities such as the 17 Mile House Fall Festival

- Participated at 17 Mile House educational field experiences for over 1000 school children, 17 Mile House Fall Festival (Appendix 6), OSTAB and Fair Planning Committee meetings, Shareback, and other community meetings
- Compiled comprehensive list of constituent comments
- Wrote and distributed the 2017 Annual Report and Executive Summary
- Presented 2017 Annual Report with staff during study session

CONSTITUENT FEEDBACK

Constituent comments are listed below. **New comments are shown in red.** Comments shown in black have been listed in previous annual reports. These recommendations were made by members of the community, not the Steering Committee, and have been shared with staff for their consideration.

The Open Spaces Booth at the Arapahoe County Fair is one of the primary outreach opportunities. The Steering Committee appreciated county commissioners and an OSTAB member staffing the booth for some shifts. The community prefers visiting a staffed booth instead of collecting information at an unstaffed booth. Because of their responsibilities for The Homestead, Silent Auction, and volunteering for Open Class, Steering Committee members were unable to ensure that the booth was staffed during the entire fair, decreasing the effectiveness of community outreach and collection of community feedback. To improve community outreach and to raise public awareness for the Open Space Sales and Use Tax prior to its placement on the ballot for reauthorization, additional people will be needed to staff the booth at next year's fair.

One trend is noticeable: Equestrian opportunities have become increasingly important to constituents. Constituents believe that new and future multimodal trails should include equestrian access; they prefer connectivity of regional, multimodal trails. They want a county trail map that delineates trails or paths that accommodate equestrians. Constituents also want information about equestrian opportunities. They support construction of an equestrian skills course.

With the reauthorization effort for the Open Space Sales and Use Tax rapidly approaching, anecdotal information collected by the Steering Committee indicates that more than 90% of the public is unaware of the Open Space Sales and Use Tax. However, when the tax is explained, residents are very supportive. Community comments that might impact reauthorization are listed below.

Constituent Feedback about Park Design and Construction

- **Support construction of an equestrian skills course or stations**
- **Equestrian skills course would support 4-H equestrian projects**
- **Equestrian skills course would increase usage and marketability**
- Want Park completion to be a higher priority to ensure quicker completion
- Want more timely updates about phasing of Park construction

- Many are unaware of natural play area or park trails
- Support Windmill Walk Trail
- Support placement of turbine blade as educational component
- Looking forward to completion of natural play area
- Excited about ACFP hub for regional trails
- Excited about construction of future trailhead that will accommodate equestrian trailers

Constituent Feedback about the Event Center and Covered Arena

- **Wonderful facility that accommodates many types of events**

While the public strongly supports the ACFP, they listed several barriers to marketability and rental potential:

- Unaware that the covered arena is available for rental
- Unaware of public rides at the covered arena
- Lack of amenities such as wind screens, livestock panels, pens, gates and chutes reduce the marketability for rentals and ability to perform CART responsibilities
- Unaware that the Event Center is a year-round facility that is available for rental
- Unaware of RV sites because it isn't listed on the website*
- Don't know how to find out the schedule of activities open to the public, precluding them from attending events, creating attendance and revenue challenges for rental groups*
- Dangerous stoops from Exhibition Hall doors have caused injuries and increase liability exposure to the County*
- **Difficulties in entering and exiting side doors in the Exhibition Hall makes it difficult for renters, especially ones with accessibility challenges, decreasing customer satisfaction with facility**
- **Need pay for use RV dump stations**
- **Need additional RV spaces north of the covered arena**
- **Need reconfiguration of the current RV electrical hook-ups to better accommodate RVs**
-

*Staff is addressing.

Constituent Feedback About the 2018 County Fair

Positive

- **Appreciated mobility carts and parking lot shuttles**
- Enjoyed the fair and plan to attend future fairs
- Impressed with the abundance of activities to experience the fair
- Appreciated County Commissioners' participation
- Enjoyed inside Homestead activities

Concerns/Challenges

- **Change requiring pre-entry for Open Class Floriculture and Horticulture makes it more difficult for constituents to enter**

- 2018 Arapahoe County Fair is the only county fair with these restrictions
- Difficult to know if vegetables or flowers will be ready for judging in 10 days
- Acts of nature or pest infestation can ruin entries between pre-registration and judging
- Pre-registration fee is not returned if entries are destroyed by a natural disaster prior to judging
- Doubling of entry fees and limiting number of entries permitted on the day of judging turns entering Floriculture and Horticulture into a guessing and gambling game
- Arapahoe County has the highest registration fees for Open Class when compared to nearby counties
- Inconvenience of entering and dropping off Open Class entries reduces community involvement
- Unaware of how to utilize the mobility and parking lot shuttles
- Special events parking underutilized
- Special events parking not open for all Boots Not Suits participants
- Don't understand the meaning of Open Class
 - Unaware that any Colorado resident can enter Open Class

Recommendations/Suggestions

- Eliminate pre-entry for Open Class Floriculture and Horticulture to increase constituent participation
- Open special events parking for volunteers Friday-Sunday

Reauthorization Considerations: Constituent Feedback about the Open Space Sales and Use Tax

- Many unaware of the Open Space Sales and Use Tax
- Support goals of the Open Space Sales and Use Tax when it is explained to them
- Would pay more than 25 cents on every \$100 purchase to support the program

Reauthorization Considerations: Constituent Feedback about Awareness of the Open Spaces Program

- Many constituents are unaware of the existence of Open Space parks and properties
- Constituents feel disenfranchised because equestrian and animal usage is a lower priority in the OS program, trails, and ACFP
- Many constituents are unaware of rental opportunities at the ACFP
- Many constituents are unaware of events that they can attend at the ACFP
- Most constituents are unaware of trails and natural play area at the ACFP
- More constituents are aware of the 17 Mile House and the Fall Festival
- Constituents are supportive of the Arapahoe County Fair
- Constituents favor multimodal trails that include equestrian usage and connect to other regional trails

Reauthorization Considerations: Constituent Feedback about the Open Spaces Program in Eastern Arapahoe County

- Feel disenfranchised because eastern Arapahoe County not included on Bicycle/Pedestrian Trail Map
- Want more trails in eastern part of county
- Perception that eastern Arapahoe County is considered a lower priority by OS program creates dissatisfaction with OS program

Additional Constituent Feedback about Open Spaces Parks and Properties

- Looking forward to participating in Master Plans for Open Spaces properties
- Inquired about community garden opportunities on OS properties

Constituent Feedback about the 17 Mile House

- Plan to attend 17 Mile House Fall Festival
- Enjoyed previous 17 Mile House Fall Festivals
- Support preservation of 17 Mile House
- Unsure of photography policy
- Would like to rent the 17 Mile House for events

Constituent Feedback about Trails

- **Looking forward to connectivity of E-470 trail to Cherry Creek Trail system**
- Love the trail map
- Upset that eastern part of county was not represented on trail map
- Prefer more soft surface trails
- Prefer multimodal trails to include equestrian usage
- Want ACFP to be the hub for regional trails
- Pleased about the connectivity of neighborhood trails to newly constructed E-470 trails
- Excited about newly completed trail heads
- Walkers have reduced their trail usage due to the high volume of bicyclists and dangers created by speeding bicyclists
- Suggest separating bicyclists from pedestrians along high usage trails such as the Cherry Creek Trail
- Want more trails in eastern part of county

Constituent Feedback about Equestrian Trails and Opportunities

- **Support development of equestrian skills course at the ACFP**
- Want more equestrian trails
- Equestrian usage and trails should be included in the Bicycle/Pedestrian Trail Map or on another map
- Want information about equestrian opportunities
- Unsure of equestrian usage policy in properties such as Bijou and Kiowa Creek
- Want equestrian usage to be a higher priority
- Want ACFP to be a hub for equestrian trails
- Richmil Ranch needs a bigger parking area for equestrian trailers

2019 STEERING COMMITTEE ACTION PLAN

Recommended change to by-laws

- Change the Steering Committee by-laws so that a Steering Committee appointee, not the Steering Committee Chair, serves on the Arapahoe County Foundation, Inc. Board

Ongoing projects

- Continue to identify, research, recommend, and promote equestrian opportunities such as equestrian skills course at the ACFP and along its multimodal trails
 - Meet with BOCC to discuss resolution
- Continue to explore fundraising opportunities, such as online auctions, grants, community collaborations, and partnerships with private 501 (c) 3's

Ongoing responsibilities

- Assist ACFP staff's implementation of the marketing plan by serving as ambassadors for the ACFP through
 - Promoting the ACFP
 - Collaborate with OSTAB, staff, and county commissioners to staff the Open Spaces booth during the 2019 Arapahoe County Fair
 - Promoting the 2019 Arapahoe County Fair
 - Assist staff with hosting The Homestead
- Share information and input in a timely manner about progress made on implementing the Master Plan with our community, Open Spaces staff, and County Commissioners
- Support the Open Spaces program
 - Staff the Open Spaces booth at the Arapahoe County Fair
 - Participate at the 17 Mile House Fall Festival and 17 Mile House educational outreach programs
- Present the 2018 Annual Report
- Write the 2019 Annual Report

COMMITTEE AND CONSTITUENT DELINEATED 2019 ACFP HIGH PRIORITIES

The Steering Committee is committed to working together with staff and serving as ambassadors for the ACFP. In its advisory role, the Committee shares its ideas and recommendations with ACFP staff based upon input from the public, stakeholders, and its expertise. While the Committee can provide input and feedback, the Committee realizes that it does not establish ACFP policies, priorities, or budgets.

In the opinion of the Steering Committee and constituents, the following continue to be high priorities:

1. To increase marketability and rental income and fulfill its responsibility as a CART facility, the Fairgrounds needs the immediate purchase of
 - a. Wind screens for the covered arena
 - b. Panels, stalls, and chutes
 - c. Pay for use RV dump station
 - d. Additional RV spaces north of the covered arena

2. To promote the ACFP as a livestock and equestrian hub by delineation of current Arapahoe County multimodal, soft surface trails that accommodate equestrians, identification of gaps in trail connective, and proposal of future multimodal, soft surface regional trails to connect to the ACFP and construction of equestrian skills course or stations along its trails

3. Construction of an equestrian skills course or stations along ACFP's trails

4. Immediate completion of the Park including the natural play area and the Windmill Walk Trail

In the following sections, the Steering Committee summarizes the 2018 performance of the Event Center and Arapahoe County Fair and presents their value to the community.

2018 PERFORMANCE OF THE ACFP

The Arapahoe County Workshop and Office received its certificate of occupancy in 2018. The community value of the ACFP is documented in Appendix 8.

2018 EVENT CENTER ATTENDANCE, ACTIVITIES, & REVENUE

Compiled by Staff

- 734 reservations, a 22% increase over 2017
- 68,455 attended non-fair events, a 3% increase over 2017
- Collected \$439,063.53 from events taking place in 2018, a 70% increase over 2017*
- Collected \$471,322 in net rental revenue (SAP), a 16% increase over 2017
- Saved Arapahoe County \$148,586 by hosting non-fair Arapahoe County departmental and CSU Extension (non-fair) events an 83% increase over 2017**
- Totaled value of 2018 usage \$619,908, a 35% increase over 2017

**Distinction between Yearly Revenue and Net Rental Revenue (SAP): Yearly revenue is the rental revenue from events that took place in that year. Net Revenue (SAP) also includes deposits for future rental events that take place in another year.*

***2018 in-kind value uses full price rental fees and includes equipment fees. 2017 in-kind value used nonprofit rental fees and did not include equipment fees. In-kind value prior to 2017 did not include equipment fees*

2018 ARAPAHOE COUNTY FAIR

“Fair Fun for Everyone!”

Paid Gate Attendance: 22,565

Estimated Fair Attendance: 23,565*

**More than 1,000 additional visitors entered the Fairgrounds for 4-H activities, the Livestock Sale, Boot Not Suits Dinner, and to volunteer*

Concerned that Americans were falling behind Europeans in farming and animal husbandry, in 1807, Franklin Watson organized the first agricultural fair in the United States in Pittsfield, Massachusetts. That fair still exists today; the Berkshire County Fair. While livestock competitions were the main focus in the fair’s first year, in the following year, women’s homespun competitions were added. The agricultural county fair soon became the big social event of the year.

Similarly, many residents eagerly anticipate attending, competing, and volunteering at the Arapahoe County Fair. 4-H’ers exhibit livestock. Residents compete in Open Class. The CSU Master Gardeners and other groups educate the public about horticulture, raising backyard chickens, and growing alpacas.

Expanded promotion, entertainment, and activities attracted first time fair-goers to the 2018 Arapahoe County Fair, contributing to the increase in paid gate attendance. One couple from Canada discovered information about the Arapahoe County Fair through Canada’s AAA calendar of events. They opted to attend the fair and compete in the longest potato peel contest instead of visiting Garden of the Gods! Fair guests appreciated the expanded mobility service and the shuttle service to the distant parking lot. Because of their positive fair experiences and perceived monetary value of the fair, many fair goers plan to return to next year’s fair.

The craft brew festival continues to draw more visitors. This year, 638 attendees had the opportunity to sample 40 local beer recipes from 20 local breweries. 350 people attended the home brew competition, viewing 133 exhibits from 84 exhibitors and sampling 20 brews from 10 local brewers.

Lindsay Bagby, Arapahoe County Fair coordinator, received the Colorado Association of Fairs and Shows 2018 Fair Person of the Year Award.

2018 ARAPAHOE COUNTY FAIR PERFORMANCE

Compiled by Arapahoe County Staff, CSU Extension, Fair Planning Committee, and Livestock Committee

- 171 4-H home economics and general projects, a 17% decrease compared to 2017
- 95 4-H exhibitors for home economics and general projects, a 23% decrease compared to 2017
- 565 4-H animals shown, a 21% increase compared to 2017

- 147 4-H livestock exhibitors, a 14% increase compared to 2017
- **\$268,125 in revenue from 4-H livestock sales, a 64% increase compared to 2017***
- 301 youth enrolled in 4-H Clubs, an 11% increase compared to 2017
- 745 Open class exhibits, a 16% increase compared to 2017
- 133 exhibitors in Open Class, about the same number compared to 2017
- Craft Brew Festival grosses \$9360
- Silent Auction raises \$3066 for an ACFP project
- 508 residents contributed 7669.75 volunteer hours
- Lindsay Bagby, Arapahoe County Fair coordinator, awarded 2018 Colorado Association of Fairs the Fair Person of the Year

**Detailed information comparing the average individual member's proceeds per animal is provided in Appendix 9.*

Value Metrics of the 2018 Arapahoe County Fair to the Community

\$ 735	Tools of the project awards for exhibitors purchased by Arapahoe County 4-H Foundation
\$2,434	4-H Grand Champion Prizes
\$2,056	4-H Reserve Grand Champion Prizes
\$2,500	IREA cash gifts to 4-H exhibitors
\$4,192	Premiums to 4-H exhibitors
\$263,515	Revenue to 4-H exhibitors from livestock sales
\$1,204	Open Class premiums to the community
\$189,366	Monetary value of volunteer hours for 2018*

Total: \$466,002, a 29% increase compared to 2017

**The Bureau of Labor Statistics calculates the hourly value for a volunteer as \$24.69 per hour in 2018*

The qualitative value of the Arapahoe County Fair is discussed in Appendix 10.

Appendix 1: History of the Arapahoe County Fairgrounds and Park

In 1999, to fulfill its earlier promise to replace the fairgrounds, Arapahoe County, using Conservation Trust Fund monies, purchased property for the future fairgrounds at a tax lien sale. Since then, some acres have been sold or traded. Currently, the ACFP consists of 236 acres.

In 2003, voters of Arapahoe County approved a sales and use tax for the preservation of open space; for the protection of views and vistas, wildlife habitat and corridors, and lands that protect water quality; to maintain and improve neighborhood parks; to develop and maintain multi-use trails; to protect agricultural and ranch lands; and to protect designated heritage sites such as a fairgrounds. Passage of the Open Space Sales and Use Tax provided a stream of

funding for maintaining and operating a fairgrounds and for minor improvements, paving the way for construction of the fairgrounds.

Recognizing its agricultural heritage and historical significance, the Board of County Commissioners (BOCC), after review and recommendation by the Open Space Trails and Advisory Board (OSTAB) and county staff, designated 110 of the 236 acres of the Arapahoe County Fairgrounds and Park as a heritage area on August 16, 2005. The heritage area is on the eastern part of the property, encompassing the Event Center, covered arena, central green, and outdoor arena. Heritage properties can have active usage.

The 126 acre open space park is located on the western part of the ACFP. By resolution, the park can only be used for passive activities.

The first phase of construction (the Event Center, consisting of the Main Hall and East Wing, and outdoor arenas) began in 2005. The Event Center received its certificate of occupancy in July 2006, just in time to celebrate the 100th anniversary of the Arapahoe County Fair, the first major event held at the ACFP

In November 2009, based upon extensive input from the community, the BOCC unanimously approved the ACFP Master Plan with options (design D3) to guide future development of the heritage area and park. For details of the Master Plan and market analysis, review the document entitled “Arapahoe County Fairgrounds & Park Recommended Master Plan” at www.co.arapahoe.co.us.

The Arapahoe County Open Spaces Division (OS) operates the ACFP. A portion of the Open Space tax (4.1%) funds maintenance, operation, enhancements, and improvements at the two heritage areas: the 17 Mile House and ACFP. The acquisition and development portion of the Open Space tax can fund the future development of the Arapahoe County Fairgrounds Park. Open Space tax cannot be used for capital improvements. The 2011 passage of the Open Space tax extension ensures funding through December 31, 2023.

The Arapahoe County Fairgrounds Event Center is located on the heritage portion of the ACFP. Following in the footsteps of the multipurpose Colorado Agricultural Society’s fairgrounds from the 1860’s, the Event Center hosts many activities year-round and is home for the annual Arapahoe County Fair. The covered arena opened in July 2015 and the Exhibition Hall in Spring 2016.

Appendix 2: Arapahoe County Fairgrounds and Park Steering Committee

The BOCC created the Arapahoe County Fairgrounds and Steering Committee (Resolution 050589) to “increase community involvement, provide contact information for the fundraiser, provide input on design and usage of the entire site, and identify community needs and desires.” The Steering Committee is comprised of seven citizen volunteers appointed by the BOCC. The monthly meetings of the

Steering Committee are held on the second Thursday of each month at 9 a.m. at the Event Center. Meetings are open to the public. Meeting agendas and approved meeting summaries are posted on the Arapahoe County website.

To assist staff's marketing of the ACFP, Steering Committee members are ambassadors for the Fairgrounds. Committee members inform the public about the value and rental opportunities of the ACFP, promote its usage, promote attendance at ACFP events open to the public, and promote attendance at the Arapahoe County Fair.

The Steering Committee assists the BOCC by seeking community input, identifying community needs and desires, and providing Committee and community input to the Commissioners and staff on the design and usage of the ACFP. To do this, the Steering Committee shares draft plans and recommendations with the community and encourages their participation in the process.

The Steering Committee collaborates with the ACFP staff, the OS staff, and the Colorado State University Extension Services staff. Representatives from these entities often attend Committee meetings. The Steering Committee also partners with other Arapahoe County Citizen Advisory Boards and Committees including OSTAB, the Fair Planning Committee, and the 4-H Advisory Committee.

Together with staff, the CSU Extension, and the Fair Planning Committee, the Steering Committee writes and presents an annual report to the BOCC that includes the Committee's activities, County Fair statistics, and Event Center usage and revenue information.

In the future, Committee members might assist with the fundraising process for further implementation of the master plan.

Additional Steering Committee member activities include the following:

- Chair serves on the Arapahoe County Foundation, Inc. board
- Members regularly attend OSTAB and Fair Planning Committee meetings
- Members attend Open Spaces special events such as the annual Shareback Ceremony
- Members volunteer and promote the ACFP at Open Spaces events such as the 17 Mile House Fall Festival, teacher workshops at the Cherry Creek Ecological Park, and educational outreach to elementary schools at the 17 Mile House
- Members compete and show in Open Class as well as volunteer at the Arapahoe County Fair
- Member participates in the Master Gardener program
- Member attends and promotes the ACFP at the Cherry Creek Stewardship Partners Annual Conference and at its Education and Outreach committee activities

- Members belong to the Colorado Horse Council and participate in various horse competitions and activities
- Member belongs to the High Line Canal Preservation Association and attends High Line Canal Master Plan meetings
- Members are active with the Cherry Creek Valley Historical Society
- Members are active with the Arapahoe Rodeo Royalty Association
- Member is 4-H leader
- Member serves on the board of the National Association of Parks Foundation and National Recreation and Park Association
- Members attend and hold events at the ACFP to
 - Assess community needs
 - Evaluate how the facility functions for diverse events
 - Educate the community about future developments at ACFP
 - Photograph events for promotional opportunities

**Appendix 3: Supporting Information for Equestrian Project:
Identifying, researching, recommending, and promoting equestrian
opportunities at the ACFP and along its multimodal trails**

The Steering Committee is currently working on its new project to identify, research, recommend, and promote equestrian opportunities at the ACFP and along its multimodal trails. The components of this project are outlined earlier in this report. The proposed additions would align with the missions, goals, and objectives of the ACFP and fulfill GOCO funding requirements. The following discussion provides the reasoning behind the Committee’s initiation of this project.

Note: This report defines a multimodal trail as trail that provides access for pedestrians, equestrians, and bicyclists.

Identifying a need: equestrian population is underserved

For years, Steering Committee members have received input from equestrians requesting more opportunities at the ACFP and in Arapahoe County. Just like pedestrians and bicyclists, equestrians also value connectivity of regional trails. Equestrians shared input about their needs during community meetings for the Open Spaces Master Plan, ACFP Master Plan, and discussions about expansion of the west wing. Although the equestrian community documented significant potential usage from construction of a multipurpose expansion that would have allowed year-round equestrian usage, their input was ignored during the planning process. Instead, a smaller outdoor covered arena was built without wind screens, limiting the year-round rental usage by equestrians and other animal groups.

While the Arapahoe County Bicycle/Pedestrian Trail map was appreciated by the community, the master plan process and finalized map product exacerbated the disenfranchisement of the equestrian community. Why wasn’t the scope of the master plan expanded to include equestrian trails on the map after they brought up

its omission? Why wasn't eastern Arapahoe County even depicted on the map? Once again, the needs of the underserved equestrian community were not met.

The Steering Committee recognizes that the Bicycle/Pedestrian Master Plan was initially conceived as an attempt to minimize the impact of strong population growth on major roads by encouraging residents to bicycle or walk to work or to a bus stop or light rail station. To do this, the master plan documented current sidewalks, trails, and bike lanes. To more efficiently utilize transportation construction funds, sidewalk gaps were determined. Thus, classification and potential modification of sidewalks were proposed based upon commuting potential.

During the public hearing discussion, based upon constituent feedback, several county commissioners insisted that equestrian trails should either be included on the current bicycle/pedestrian trail map or a separate equestrian trail map should be developed. However, at this time, OS staff has no timeline for beginning an equestrian trail map project.

Opportunity to meet the needs of the equestrian population: Regional, multimodal trails that accommodate equestrians

While it may be difficult and/or costly to modify existing trails in densely populated urban areas to safely accommodate equestrians, it is possible to coordinate with city and governmental entities to design and/or add equestrian usage to existing trails in less densely populated areas or to future trails.

But time is of the essence.

The ACFP is in a prime location to act as a hub for truly multimodal, regional trails that allow equestrian usage. Trails at the Fairgrounds can radiate outwards and connect to regional trails and open space properties. The Triple Creek Greenway will provide for equestrian usage and will connect with the regional High Line Canal and Sand Creek Trails to the west and to trails at the Fairgrounds and Aurora Reservoir to the south. The proposed Quincy Greenway will connect trails at the Fairgrounds and Triple Creek Greenway to OS properties and trails in the eastern part of the county. To the west, trails at the Fairgrounds will connect to the E-470 trail via the Harvest Trail. Eventually, the E-470 trail will connect to the Cherry Creek Trail.

To take advantage of this opportunity, the Steering Committee recommends that

- Staff develop and promote multimodal trails at the ACFP that accommodate equestrians
- Staff collaborate with governments and entities to ensure that trail connections also accommodate equestrians

Opportunity to meet the needs of the equestrian population: Construction of unique equine amenities at the ACFP

Another ACFP opportunity is to construct an equestrian skills course or equestrian skill stations along multimodal trails. This unique amenity would attract equestrians from the metropolitan area and beyond to the ACFP. Currently, many equestrians drive to the Bear Creek Regional Park Equestrian Skills Course in Colorado Springs to practice on its designated beginner, intermediate, and advanced skill level features.

This amenity would provide a “WOW” factor that would attract residents throughout the region to the Fairgrounds, enhancing its marketability, usage, and rental revenue.

How does this project fit into the mission of the Steering Committee?

The Steering Committee’s Mission Statement and by-laws tasks the Committee with providing input on the design and usage of the entire site, identifying community needs and desires, and sources of funding that support the ACFP’s mission. The resolution creating the Steering Committee also tasks the Committee with increasing community involvement in the ACFP.

Based upon constituent input, Committee members have identified an unmet need of the community: equestrian opportunities. By researching this project, the Committee will be able to provide input on the design to staff, sources of funding for the construction of equestrian projects, and collaborative groups. Collaborating with equestrian groups and increasing equestrian usage will increase community involvement at the Fairgrounds.

Construction of equestrian opportunities supported in the ACFP Mission Statement

In its mission statement, equestrian usage is one of the historic, western, agrigarian activities that the ACFP seeks to preserve and to provide avenues for participation. Its wording supports construction of

- Multimodal trails that accommodate equestrian usage and connect to regional trails and open spaces
- An equestrian skills course for the community and 4-H’ers to utilize

Specifically, it says that the Mission of the ACFP is

- “To provide educational, agricultural, and recreational experiences that celebrate our western heritage” . . .

“And to provide, at minimum”

- “Facilities to preserve our western heritage and history”
- “Facilities for youth to participate in 4-H activities”

- “Open space and interpretative trails that provide connectivity with regional trails and open spaces”

Construction of equestrian opportunities supported in the Goals and Objectives of the Master Plan

At the request of the BOCC, the Steering Committee, ACFP staff, and Open Spaces staff collaborated to write the Goals and Objective of the ACFP Master Plan. Commissioners formally approved the Goals and Objectives.

Both equestrian opportunities envisioned by the Steering Committee, multimodal trails, and equestrian skills course, are specifically listed in the following objectives:

- Objective 1.5: “Provide for a range of non-motorized trail uses that provide connectivity throughout the County and to adjacent recreational areas, including hiking, equestrian, and mountain biking”
- Objective 3.3: “Provide equine facilities for the education, enjoyment, and development of skills in the equine field”

Planning, designing, and developing safe, equestrian trails are supported in Objective 1.6. Connectivity of the ACFP trails to the Harvest Trail and Triple Creek Trail and future regional trails would maximize passive, regional recreational opportunities (Objectives 1.4, 2.2).

An equine skills course would be unique to the area and would maximize passive, regional recreational opportunities (Objectives 1.4, 2.2). Its broad appeal to 4-H’ers and equestrian groups would expand the functionality, marketability, and rental revenue of the ACFP (Objective 2.2). As documented in equestrian economic impact studies, an equestrian skills course could benefit the local economy (Objective 1.7).

An equine skills course would provide a “WOW” factor that draws the community to the ACFP as a destination location (Goal 4) and makes the ACFP a showcase for the county (Objective 4.1). This unique amenity would “be embraced now and into the future” (Objective 4.2).

Construction of equine amenities supported in the Master Plan

Although it should be noted that the 2009 Master Plan can, and has been, modified from its original blueprint, the following equestrian opportunities were listed in the 2009 Master Plan approved by the county commissioners:

- Multipurpose trails that include equestrian usage
- Covered outdoor arena (120’ x 200’ minimum) with surrounding bleacher seating and screening, as well as bucking chutes and return lane (Phase I within 5 years)
- Future indoor arena with 140’ x 280’ ring with quality finish and seating capacity dependent on market demand at that time (Future Phases, 5-10 years)

Equestrian Industry and Economic Impact Data

Arapahoe County

2199:	Number of horses in Arapahoe County in 2012*
20%	Increase in the number of farms in Arapahoe County from 2007 to 2012*
985	Number of horses, donkeys, ponies, mules, and burros sold in 2012, 10 th in the state*

* 2012 Colorado Census of Agriculture

Douglas and Elbert Counties

\$106-135 million	Contribution of the equine industry to Douglas and Elbert Counties' economies*
\$3.43 million	Amount of 2007 equine sales in Douglas County, highest in Colorado and 40 th in the United States**
\$15.3 million	Contribution of the Colorado Horse Park in Parker to the local economy*
\$26,584	Money that out-of the area competitors spend on goods, services, and veterinary services while attending events at the Colorado Horse Park in Parker*

* Study by Summit Economics LLC as reported in the Denver Post, Jan. 21, 2013, p.4A

**2007 Census of Agriculture as reported in the Denver Post, Jan.21, 2001, p.4a)

Colorado

\$1.6 billion	Colorado equine businesses' contribution to the economy in 2011*
\$587 million	Impact from shows and competitions in Colorado in 2005
\$21 million	Annual state taxes generated by equine industry**
\$2 million	Annual local government taxes generated by equine industry**
5800	Number of direct jobs created by the equine industry**
21,300	Number of indirect jobs created by the equine industry**
>55,000	Number of people who own horses*
35,100	Number of people who volunteer in the equine industry**
>45,000	Number of people who enjoy equestrian opportunities such as trail riding*
>75	Number of horse clubs*
>256,000	Number of horses *
4400	Number of new, permanent hauling cards issued in 2012***
36,300	Number of brand inspections for horse sales in 2012***
10,100	Number of horses involved in racing*
77,000	Number of horses involved in showing*
106,600	Number of horses involved in recreation*
61,800	Number of horses involved in other activities*

**Colorado Horse Council (<https://www.farmflavor.com/colorado/how-colorado-horse-industry-thriving/>)*

***Economic Summary of the Colorado Horse Industry*

****Colorado Horse Council Contact Newsletter*

*****Colorado horse properties (<https://www.horseproperties.net/state/colorado>)*

United States

The following information is from the 2005 American Horse Council Foundation study conducted by Deloitte Consulting LLP (<http://mtnhomes4horses.com/equine-industry-us-economics>)

9.2 million	Number of horses in the United States
4.6 million	Number of Americans that are horse owners, service providers, employees, and volunteers
10's of millions	Spectators at events
2 million	Number of Americans who own horses
2.7 million	Number of people who participated in competitions and shows
460,000	Number of full-time equivalent jobs
1.4 million	Number of full-time equivalent jobs when also including jobs created by suppliers and their employees
380,000	Number of direct and indirect employment from equine shows and competitions
\$39 billion	Direct economic effect on the national economy
\$102 billion	Economic impact of the national horse industry (when multiplier effect taken into account)
\$1.9 billion	Horse industry taxes paid to all levels of government
48%	Homeowners with income between \$25,000-\$75,000

Appendix 4: 2018 Silent Auction at the Boots Not Suits Dinner

The 2018 Silent Auction at the Boots Not Suits dinner was the third Silent Auction fundraiser organized by the Steering Committee. All contributions were accepted through the Arapahoe County Foundation, a 501 c (3), non-profit organization. Funds raised help support projects that enhance the service, programming, and marketability of the ACFP. Funds raised from past Silent Auctions were dedicated to an entrance display that achieved our goal of providing historically significant education about Arapahoe County's Fairgrounds and Fair to our community and visitors.

Some of the items donated by businesses, individuals, and public and private entities in 2018 included gift baskets, gift certificates, memberships, passes, golf and/or class program packages, travel, fitness packages, art work, BB-Q equipment and accessories, yard games, new western boots, and a set of new truck tires. The Committee appreciated the county commissioners' promotions of the Silent Auction. Changing to a different credit card processing system and streamlining the process for the public to collect their auction items significantly increased the efficiency at the completion of the Silent Auction.

The Committee will designate the 2018 funds towards a staff identified special project to support the current and/or future needs of the Fairgrounds.

The 2018 Silent Auction

- Raised \$3066.14
- 34 donated items
- 21 donors
- Generated 116 bids

Appendix 5: Heritage Program at the 2018 Arapahoe County Fair: The Homestead

Formation

In 2013, financial cutbacks reduced the number of free activities available to Fair guests, especially children. Fair-goers complained about the reduction in activities, concerning the Steering Committee that county fair attendance would decline. In response, the Heritage Committee formed in Fall 2013 to return free or low cost “old-time” contests and activities from previous Arapahoe County Fairs and create new contests and activities by partnering with the community. The Heritage Committee began sponsoring activities at the 2014 Arapahoe County Fair.

Goals of the Heritage Program

- Promote the Arapahoe County Fair by offering activities and demonstrations to attract a large and diverse audience, with an emphasis on family fun
- Educate the public about Arapahoe County’s western, agricultural heritage
- Promote participation in Open Class exhibits
- Promote the 4-H program and 4-H County Fair exhibits

Heritage Committee Members and Collaborations

The Heritage Committee consists of members from the Steering Committee, ACFP staff, and the public. Members collaborate with members of the Fair Planning Committee, Communications staff, and CSU Extension. Production of The Homestead is truly a team effort.

2018 The Homestead

In its fifth year, the Heritage Committee, staff, Fair Planning Committee, 4-H, and CSU Extension coordinated activities, demonstrations, contests, and displays to provide a seamless experience for fair-goers inside the Main Hall and the Exhibition Hall. Fair attendees loved this year’s expanded programming, especially the opportunity to cool off while their children rode vehicles, made rope, met alpacas, milked June the Cow, and explored The Homestead. Community groups loved participating in their visible locations inside the Exhibition Hall and Main Hall. All of the groups plan to return to next year’s fair; some are considering expanding their participation.

2018 New additions

- 6' windmill enhanced the farm theme and attracted fair-goers to The Homestead
- 9 new collaborations
- Introduced one new contest: Longest Potato Peel
- Collaborated with Lucinda Greene and Donnetta Wilhelm to create a demonstration area
- 5 new Heritage informational displays
- Coordinated with CSU Extension and Open Class volunteers to add 18 new experiences and 4 Master Gardener demonstrations

2018 Results

- Significant increase in foot traffic
 - Aurora PROS clicker counts: 1750
 - Dairy MAX distributed 1500 stickers to children
 - 17 Mile House clicker count: 1450
- Fair goers made
 - Over 2 bales of rope
 - Over 500 leather craft projects
 - 7 pounds of corn husk people
 - Over 100 macrame key chains
 - Over 200 dream catchers
 - 257 quilt blocks for next year's Quilts of Valor quilts for veterans
 - Hundreds of God's eyes
 - Decorated 15 boxes of vanilla wafers
 - Ground many pounds of corn into feed for baby farm animals
- Honored military service to our country through Quilts of Valor quilt presentations to 5 veterans: David Teich, Sr., Fredrich Boening, Richard Eaman, Brian Johnson, Gail Gehrig
- 8 activities, educational displays and contests plus 4 demonstrations provided by Open Class, CSU Extension Master Gardeners, and their community groups in addition to 4-H and Open Class Exhibit Displays
- 8 contests organized by the Heritage Committee
- Partnered with 25 groups
- 24 experiences and demonstrations created by 24 community groups organized by the Heritage Committee
- 7 Heritage Committee supervised make and take projects
- 7 Heritage Committee supervised activities
- 6 Heritage Committee informational displays
- 35 Homestead volunteers for Heritage Committee activities (excludes members of the Heritage Committee)

Appendix 6: Heritage Program at the 17 Mile House Fall Festival

In 2016, the Heritage Committee began supervising activities in the Kids' Corral at the 17 Mile House. To provide a more comfortable experience, in 2017, staff located the Kids' Corral under a 20' x 20' tent.

The Heritage Committee collaborated with staff to improve programming for the Kids' Corral. The result: The Kids' Corral was constantly filled with happy festival participants. Children made 7 pounds of corn husk people, ground approximately 25 pounds of corn to feed the baby farm animals, and over ½ mile of rope!

2018 Kids' Corral

- 3 new activities: antique corn grinding, corn hole games, Greer family sponsored dyeing with kool-aid,
- 2 make and take activities (making rope and corn husk people)
- 3 additional activities (rope a steer, pioneer laundry, Fit as a Farmer)

Appendix 7: Community Value of the Event Center

No park, trail, roadway, or government building pays for itself. However, people choose to live in Arapahoe County because of the existence of these important amenities and the valuable services that they provide to residents. In the 2014 Citizen Survey conducted by the National Research Center, Inc., 92% of respondents stated that open space trails, parks, playgrounds, and properties were highly or moderately important to them for choosing to live in Arapahoe County.

Not only does the ACFP protect open space prairie ecosystems, it also provides connections, enjoyment, economic benefits, enrichment and educational opportunities, while enhancing the health of our communities and residents (Arapahoe County Fairgrounds and Regional Park Steering Committee 2012 Annual Report to the Board of County Commissioners, Appendix 2 "Cultivating Community at the Fairgrounds").

Emergency Center: Through its responsibility as a County Animal Response Team (CART), the fairgrounds will house displaced animals during a natural disaster. For example, in 2013, the ACFP was prepared to house displaced animals from the Black Forest fire. The county fairgrounds is an information distribution point for emergency personnel during a natural disaster. It also is part of the Continuity of Operations Program (COOP).

Economic Enhancement: Participants in events held at that ACFP directly benefit Arapahoe County through purchases, such as food, lodging, and gas. A July 2013 American Kennel Club study documented that a 2-4 day national dog show with 1500 exhibitors can bring an estimated \$768,000 to the community in just one weekend! (http://images.akcorg/pdf/canine_legislation/EconBenFlyer.pdf) The study also concluded that an average dog show participant spends \$512 during a

weekend dog show; that average expenditure increases to \$622 for participants that travel over 100 miles.

Appendix 8: 2018 Livestock Auction

In 2018, 1 more animal was sold in the livestock auction as compared to 2017. A comparison of prices between 2017 and 2018 per species is listed below. These numbers do not include add-ons.

Beef

2017: 8 beef sold for an average of \$3413 per animal

2018: 9 beef sold for an average of \$5288 per animal, an increase of 55% as compared to 2017

Sheep

2017: 10 sheep sold for an average of \$855 per animal

2018: 9 sheep sold for an average of \$2289 per animal, an increase of 168% as compared to 2017

Poultry

2017: 10 pens (26 birds) sold for an average of \$647 per pen

2018: 8 pens (23 birds) sold for an average of \$550 per pen, a decrease of 15% as compared to 2017

Goats

2017: 14 goats sold for an average of \$732 per animal

2018: 14 goats sold for an average of \$1452 per animal, an increase of 98% as compared to 2017

Swine

2017: 43 hogs sold for an average of \$1491 per animal

2018: 44 hogs sold for an average of \$2268 per animal, an increase of 52% as compared to 2017

Rabbits

2017: 12 rabbits sold for an average of \$558 per animal

2018: 14 rabbits sold for an average of \$469 per animal, a decrease of 16% as compared to 2017

Total Animals

2017: 97 animals sold for \$116,850 (excluding add-ons)

2018: 98 animals sold for \$209,295 (excluding add-ons), an increase of 8% for the number of animals and an increase of 79% in revenue as compared to 2017

Add-ons

2017: \$46,353

2018: \$58,830, an increase of 27% as compared to 2017

Total Livestock Sales

2017: \$163,203

2018: \$268,125, an increase of 64% as compared to 2017

Appendix 9: Community Value of the Arapahoe County Fair

From its inception in 1867, agricultural and Arapahoe County Fairs have educated the public about the source of its food and the vital importance of agriculture to our local economy. For many, the Petting Farm is their only opportunity to touch a goat, cow, or alpaca.

With the increasing popularity of urban homesteading and Food to Table Movement, an increasing number of urban residents now raise chickens and bees and grow their own produce. The County Fair provides an avenue for them to network and learn new agricultural techniques.

The Arapahoe County Fair celebrates our agricultural heritage and prepares 4-H participants to become future farmers and ranchers. Money earned from 4-H project premiums and the sale of livestock help fund post-high school educational opportunities. Participation in youth activities at the Arapahoe County Fair helps our youth gain admission to colleges, receive scholarships, and obtain job offers.

The County Fair also unites rural and urban residents, working together as volunteers, contestants, or spectators. Not only do community members gain “bragging rights” when their pie wins a blue ribbon, residents can qualify to enter state and national competitions. Non-profit organizations can raise funds and awareness for their organization. The social capital developed by bringing together our diverse community allows our communities to run more efficiently and rebound more quickly from economic downturns.

The County Fair supports local businesses. For example, participation by local breweries in the Craft Brew Festival expands awareness of their businesses to a wide audience, increases their customer base, and strengthens the local economy.

The County Fair also provides a significant economic benefit to the community through sales by local vendors, increased purchases of gas from local service stations, payment of tolls on nearby E-470, renting rooms at nearby hotels, and shopping at local retail stores. Based upon economic studies of county fairs throughout the United States, the yearly economic impact to our community is over \$1 million!

Appendix 10: Awards for the Arapahoe County Fair and Arapahoe County Fairgrounds and Park

2008

International Association of Fairs and Exposition

Category: Small fairs with attendance of 100,000 or less

- Agricultural Award Division
 - First Place for Fair and Sponsor/Partner Joint Exhibit Program for collaboration with Tagawa Gardens
- Hall of Honor Communications Award Division
 - Won Four First Place Awards in Promotional Advertising:
 - Outdoor; Radio Advertisement; Television Advertisement; Media Guide/Press Kit

President's Council on Service and Civic Participation

President's Volunteer Service Award

3CMA (City-County Communications and Marketing Association)

Savvy Award: Arapahoe County's Communication Services Department for Marketing 2008 Arapahoe County Fair

2009

International Association of Fairs and Exposition

Category: Small fairs with attendance of 100,000 or less

- Agricultural Award Division
 - First Place for Overall Agricultural Program for the Non-Agricultural Public in collaboration with Royal Crest Dairy and Sinton Dairy
- Hall of Honor Communications Award Division
 - Won 2 First Place Awards in Promotional Advertising:
 - Media Guide/Press Kit; Newsletter

President's Council on Service and Civic Participation

President's Volunteer Service Award

3CMA (City-County Communications and Marketing Association)

- Savvy Award
 - Arapahoe County Communication Services Department for Marketing the 2009 Arapahoe County Fair
- Silver Circle Award
 - Cirque de Volontaires by Arapahoe County's Volunteer Connections with marketing and communication support from Communication Services to honor Arapahoe County volunteers, many of which volunteered at the Arapahoe County Fair

2010

Rocky Mountain Fair Association

Fair Person of the Year: Debra Galle, Fairgrounds Event Center Coordinator

International Association of Fairs and Expositions

Category: Small Fairs with attendance of 100,000 or less

- Agricultural Award Division
 - First Place for Overall Agricultural Program for the Non-Agricultural Public

- Second Place for Fair and Sponsor/Partner Joint Exhibit Program featuring Royal Crest Dairy and Farmer Brown’s Mini Farm and Petting Zoo
- Hall of Honor Communications Award Division
 - Won two First Place Awards
 - Media Guide/Press Kit; Newsletter

President’s Council o Service and Civic Participation

President’s Volunteer Service Award

2011

International Association of Fairs and Expositions

Category: Small Fairs with attendance of 100,000 or less

- Agricultural Award Division
 - Second Place for Overall Agricultural Program for the Non-Agricultural Public

Rocky Mountain Association of Fairs

Jim Abendschan, ACFRP Site Manager, is selected as Director of the Southeast Region of the Rocky Mountain Association of Fairs, the first time a Coloradan to receive this honor

2012

Aurora Community Leadership Award: Jim Abendschan, ACFRP Site Manager

2016

Visit Aurora: “Far From the Ordinary Award of Excellence for Customer Service in Aurora”:

Kaley Newton, Fairgrounds Administrative Assistant

2017

Colorado Association of Fairs and Shows

Volunteer Recruitment Award: Nira Duvan, Volunteer Coordinator

2018

Colorado Association of Fairs and Shows

Fair Person of the Year Award: Lindsay Bagby, Arapahoe County Fair coordinator

Appendix 11: Arapahoe County Fairgrounds and Park Timeline

- Blue information: Important construction and completion dates
- Red information: Important first events
- Green information: Financial and value achievements
- Purple information: Attendance achievements

September 1811 Berkshire Cattle Show, the first county fair in the United States, is held in Pittsfield, Massachusetts

- 1858 Denver incorporates
- 1861 Establishment of Arapahoe County
- 1862 President Abraham Lincoln signs the Morrill Act, establishing land grant colleges
- 1863 Territorial Governor John Evans and Rocky Mountain News editor William Byers creates the Colorado Agricultural Society and purchases 40 acres in City Park to host agricultural fairs
- 1866 First agricultural fair in Arapahoe County
- 1887,1914 Extension Service is created and funded through federal legislation
- 1895 Robert Turner, William Butler, and the heirs of Francis Fitzgerald are awarded land patents (now the NW, SW, and SE parts of the ACFRP) through the Homestead Act
- 1902 William Butler awarded land patent (now NE part of the ACFRP) through the Timber Cultivation Act
- 1906 First official Arapahoe County Fair
- 1914 4-H officially begins
- 1947 77 acres purchased from attorney, former mayor, and former county commissioner Hugh Graham for \$49,000 to host the County Fair in Littleton
- 1952 First Little Britches Rodeo, named for Ralph "Little Britches" Moody who grew up on a large ranch in present day Littleton, held on Arapahoe County Fairgrounds in Littleton.
- 1970 Vincent Murphy purchases land from the federal government (Lowry Bombing Range) for approximately \$600,000
- 1983 The Fair Association, a private organization, purchases 760 acres (that includes the current racetrack and ACFRP) from Vincent Murphy Chevrolet, Inc. for \$1, 615,490.10.
- May 1983 County Commissioners exchange the 32 acres at the Arapahoe County Fairgrounds in Littleton for 32 acres at the new location in exchange for the Fair Association's promise to build

a Fairgrounds to host a 10 day County Fair, horseman's arena that will seat 15,000, Colorado State Extension and county office, and storage for 4-H and fair equipment. Commissioner Betty Anne Dittmore says, "It is extremely important that we continue to have a County Fair and provide facilities for 4-H programs."

- 1984** **Last Arapahoe County Fair in Littleton**
- May 1985 Fair Association files for Chapter 11 bankruptcy
- 1999 Using Conservation Trust Fund monies, Arapahoe County purchases land for ACFRP through a tax lien sale
- April 2002 BOCC authorize staff to move forward on the architectural and engineering design of Phase I of the ACFRP
- 2003 Voters approve Arapahoe County Open Space Sales and Use Tax
- September 2004 BOCC approve building the ACFRP
- November 10, 2004 Official sign raising ceremony marks the future home of the ACFRP
- June 2005** **1st official event at the ACFRP: 4-H rocket launch!**
- July 25, 2005 OSTAB recommends to the BOCC that the Fairgrounds and 17 Mile House should be designated as heritage areas
- August 16, 2005 BOCC unanimously approve the designation of heritage areas for the Fairgrounds and 17 Mile House.
- October 2005 BOCC unanimously approve formation of the ACFRP Steering Committee
- July 2006** **22 years after closing the Littleton Fairgrounds, the Arapahoe County Fair celebrates its 100th birthday at the ACFRP, just days after receiving its Certificate of Occupancy**
- September 2006** **1st rental event at the ACFRP**
- November 2, 2006 First Steering Committee meeting
- July 2007 Open Class reintroduced at the Arapahoe County Fair

July 2008	Open Space maintenance staff mowed trail at the regional park
December 2008	Cumulative rental revenue exceeds \$100,000!
December 2008	ACFRP saves Arapahoe County \$100,000 in just one year!
June 2009	Cumulative attendance at non-fair events at the ACFRP surpasses 100,000!
November 2009	BOCC unanimously approve a Master Plan for the ACFRP
February 2010	Steering Committee presents first ACFRP annual report, 2008 Annual Report to the BOCC
June 2010	BOCC approve Arapahoe County Open Space Master Plan
July 2010	Pat Gregory becomes 1 st member of the Silver Buckle Club
September 2010	First sanctioned AKC dog show contributed over \$300,000 to local economy
October 2010	ACFRP hosts CHSSA's state cross country meet, the first large event held at the Park
2011	Anemometer collects wind data at the ACFRP
May 2011	Open Spaces announces "Protect. Connect. Enjoy."
June 2011	Work begins on sheriff's substation and driving track
July 2011	Cumulative county fair attendance surpasses 100,000!
November 1, 2011	Voters approve extension of the Open Space tax with a .5% increase in funding to designated heritage sites
November 2011	Jim Abendschan, ACFRP Site Manager, is selected as Director of the Southeast Region of the Rocky Mountain Association of Fairs, the first Coloradan to receive this honor
December 2011	Rental revenue exceeds in-value (non-cash) usage at the ACFRP
December 2013	Cumulative rental revenue exceeds \$500,000!
July 2014	County commissioners approve construction of the west wing

	expansion, covered arena, and park!
July 2014	Introduction of Heritage activities, contests, and demonstrations at the Arapahoe County Fair
Fall 2014	Construction begins on covered arena and west wing
December 2014	Savings to the county by in-kind (non-cash) usage exceeds \$500,000!
December 2014	Total value (cash and in-kind) for ACFP usage exceeds \$1 million!
July 6, 2015	First event at the covered arena: Urban Ranchers Day Camp hosted by CSU Extension
July 23, 2015	Ribbon cutting for the covered arena
September 10, 2015	Eclipse windmill installed at the ACFP
September 19, 2015	First rental event at the covered arena: Rocky Mountain Team Penning Competition
December 31, 2015	Cumulative Fair and non-fair attendance exceeds 500,000!
March 11, 2016	Certificate of Occupancy—Exhibition Hall Opens
March 15, 2016	First rental event in the Exhibition Hall
June 25, 2016	Ribbon Cutting for Exhibition Hall and Block Party
July 28-31, 2016	Arapahoe County Fair moves to the north side of the Event Center
July 28-31, 2016	Introduction of The Homestead
July 28, 2016	Steering Committee's first Silent Auction at the Boots Not Suits Dinner nets over \$2800!
Dec. 31, 2016	Total Net Cash Revenue (SAP) exceeds \$1,000,000!
November 2017	Nira Duvan, Volunteer Coordinator, receives the Colorado Association of Fairs and Shows 2017 Volunteer Recruitment Best Practices
July 2018	Workshop receives certificate of occupancy

- July 2018 Western entrance display, "Our Heritage: Then and Now" completed
- November 2018 Lindsay Bagby, Arapahoe County Fair coordinator, receives the Colorado Association of Fairs and Shows 2018 Fair Person of the Year Award