



ARAPAHOE COUNTY
COLORADO'S FIRST

BOARD SUMMARY REPORT

Date: February 3, 2020

To: Board of County Commissioners

Through: Shannon Carter, Intergovernmental Relations and Open Spaces Director

From: Matt Bixenman, Fairgrounds Site Manager

Subject: 2020 Fair Logistics Preview

Direction/Information

Staff will provide updated information regarding 2020 Arapahoe County Fair logistics.

Background

The Arapahoe County Fair has annually set a goal to recover a portion of the operational costs associated with hosting the event. Fair Management has made an effort to meet this goal alongside rising operational costs to provide a family-oriented event for County residents. The 2019 Fair offered attendees a discounted individual fair ticket pricing structure if the attendee purchased their entry ticket online prior to the event. This strategy has been successful and providing revenue to the event and offered the convenience of purchasing tickets before arriving at the Fair. To continue the successful strategy, staff are moving the presale pricing strategy to a four (4) pack of tickets instead discounted individual tickets. This will drive a higher percentage of sales toward a full price ticket while increasing revenue potential and continue to offer a discounted ticket prior to the event. Staff will also present updates on indoor activities / programming and information regarding an operational agreement with the Livestock Sale Committee.

Links to Align Arapahoe

Quality of Life

Service First

Fiscal Responsibility

Discussion

Discussion of the 2020 Arapahoe County Fair will include:

1. Ticket Pricing Structure
2. Integration of Main Hall and Exhibition Hall heritage and open class activities.
3. Memorandum of Understanding (MOU) with the Livestock Sale Committee.

Alternatives

Alternative is to have fair presale tickets remain at a single ticket discount rate as with previous years. Taking no action would reduce probability of covering increasing costs associated with entertainment and operations of the event.

Concurrence

Fair management and the Fair Executive Team support the update to the 2020 fair ticketing strategy, event programming changes and establishing an MOU with the Livestock Sale Committee.

Attorney Comments

The County Attorney's Office supports the information presented in this document.

Reviewed By

Glen Poole, Open Spaces Operations Manager

Shannon Carter, Open Spaces and Intergovernmental Relations Director