

Date: September 24, 2020

To: Board of County Commissioners

Through: Shannon Carter, Director, Intergovernmental Relations and Open Spaces Director

From: Matt Bixenman, Fairgrounds Site Manager

Subject: **2020 Arapahoe County Fair and Fairgrounds Update**

Information

County staff will review and summarize the 2020 Arapahoe County Fair held on July 19th thru July 24th, 2021 Fair planning efforts, and planning efforts for new fairgrounds community events.

Background

The Arapahoe County Fair is an opportunity to showcase the Fairgrounds Event Center and Park, exhibit 4-H youth projects, sponsor a family-oriented event and to provide a gathering place for County residents. The 2020 COVID-19 pandemic created new challenges and issues with hosting the Annual County Fair. Staff was able to work through these new challenges to focus on hosting a 4-H completion event.

Planning for 2021 Fair has begun. The Fair Executive Team have continued to meet and strategize a plan for the 2021 Fair given current public health conditions. We will continue to work with Tri-Count Health to plan out multiple scenarios for hosting the annual Fair depending on shifting health regulations.

The Fairground’s events team have been brainstorming and planning to host new community events in 2020 and 2021. In addition to the Pictures on the Plains events, staff is planning a Halloween event on October 24, 2020. The event is called the Treat Street at the Arapahoe County Scaregrounds. As event planning continues and becomes more refined staff will inform the Board on the new events and associated schedules for 2021.

The 2020 Fair had the following goals:

- Support and host 4-H completion projects through COVID-19 restrictions.
- Showcase 4-H accomplishments on social media despite the COVID-19 pandemic.
- Create options to host 4-H completion events and allow 4-H exhibitors to complete their well-planned projects and show animals on site and online.

Open Space, Fairgrounds and CSU Extension

The 2020 outbreak of COVID-19 created new challenges for Fairgrounds and CSU Extension staff in planning and carrying out a minimized annual County Fair. Fairgrounds and CSU Extension staff work in collaboratively to support the following:

Pre-Fair Operations

- Fairgrounds staff supported 4H pre-fair events including the dog/cat shows, fashion review and the various horse shows.

- Coordinate with Tri-County Health to ensure health and safety measures were carried out throughout the events.

Event Operations

- Improved wayfinding to ensure social distancing measures were kept in place during the events.
- Ongoing emergency management planning and operations for event security and public health.

Communication Services

The Communication Services Team is responsible for the marketing, advertising and public relations activities associated with the Arapahoe County Fair. The Communications Team strives to build awareness of the annual Arapahoe County Fair.

The Communication Services team manages and coordinates:

- Marketing and advertising
- Event public relations and media relations
- Crisis Communications
- Develop the post event marketing and advertising summary report
- Printing all materials and working with Open Spaces staff to produce event signage

Fair Marketing and Advertising Strategy and Highlights:

- News releases
- Calendar listings
- Social Media Posts
- Digital ads

4-H, Open Class and Livestock Sale

Fairgrounds and CSU Extension staff set out to have the youth finish their hard work throughout the year and showcase their projects as planned. Due to the lack of entertainment and crowds from a normal fair, staff were given opportunities to spread out the normal 4-H show schedules to accommodate the new COVID-19 health guidelines. It was a successful event and showcased the hard work of the youth throughout the year.

The 2020 Fair offered free entry tickets to 4-H participants and their families. This event was not open to the general public. Attendance was carefully counted as attendees and participants entered and exited the Covered Arena and East Hall. This was to ensure that County agencies followed the guidelines set by the Tri-County Health Department for the COVID-19 Pandemic. Daily entries included viewing of the daily animal shows. Additionally, parking fees were discontinued for the 2020 Fair.

The 2020 4H Home Economics and General entries totaled 128 exhibits with 72 exhibitors. The 4-H livestock and small animal entries were 250. The 2020 Livestock Sale totaled \$171,115.08.

Revenue & Expenses

The current Fair 4-H expenditure is currently \$8,957. Normal operating budget is \$25,600. This includes judge fees, premiums, food and small operational expenses.

The current Fair Operations and Entertainment expenditure is \$22,720 and \$1423.50 respectively. This includes:

- Contractor media and sponsorship work

- Credit card fees from payments received for vendors and sponsors
- Wristbands purchase
- Advertising
- Security
- Website
- Toilets and hand sanitizers and services
- Contractor performed work for stage entertainment booking

Total expenditures equal \$33,101.

Fair Fund Balance equals \$133,687

Links to Align Arapahoe

Quality of Life

Service First

Fiscal Responsibility

Discussion

The Discussion of the 2020 Arapahoe County Fair will include:

1. Event Goals
2. Operations
3. Marketing/Media
4. 4-H / Open Class
5. Event Finances/Fair Fund
6. 2021 Fair Dates and Planning
7. Fairgrounds New Event Planning

Fiscal Impact

The annual Fair was impacted significantly this year. There was no revenue to support and offset expenditures that accumulated pre COVID and the operational expense to host the 4-H completion events. Total expenditures are currently \$33,101. The Fair fund balance starting amount is \$133,687.

Concurrence

The Arapahoe County Fair Planning Committee supported the development of the 4-H statistics. The Finance Department supports the financial information based on the County's SAP system.

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

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