Administration Building
West Hearing Room
5334 S. Prince St.
Littleton, CO 80120
303-795-4630
303-738-7915 TTY
303-795-4630 Audio Agenda Line

Nancy A. Doty, Chair, District 1
Nancy Sharpe, District 2
Rod Bockenfeld, District 3
Nancy Jackson, Chair Pro-Tem, District 4
Bill Holen, District 5

Study Session

April 4, 2016

The Arapahoe County Board of County Commissioners typically holds weekly Study Sessions on Monday and Tuesday. Study Sessions (except for Executive Sessions) are open to the public and items for discussion are included on this agenda. Agendas (except for Executive Sessions agendas) are available through the Commissioners' Office or through the County's web site at www.arapahoegov.com. Please note that the Board may discuss any topic relevant to County business, whether or not the topic has been specifically noticed on this agenda. In particular, the Board typically schedules time each Monday under "Committee Updates" to discuss a wide range of topics. In addition, the Board may alter the times of the meetings throughout the day, or cancel or reschedule noticed meetings. Questions about this agenda? Contact the Commissioners' Office at 303-795-4630 or by e-mail at commissioners@arapahoegov.com

Study Session Topics

9:00 A.M. Calendar Updates (WHR)
Diana Maes
BoCC Administration Manager

9:30 A.M. Communication Services Update (WHR)
Andrea Rasizer, Director
Communications Services

10:00 A.M. BOCC Updates (WHR)
Board of County Commissioners

11:00 A.M. Colorado Counties, Inc. - Front Range District Representative Meeting (WHR)
Meeting with Colorado Counties, Inc., Front Range District Representative, Lew Gaiter, III, Larimer County Commissioner

Request: Information

Lew Gaiter, III, Commissioner, Larimer County, CO
BoCC

11:30 A.M. A-Team Meeting (WHR)
Arapahoe County Elected Officials

1:00 P.M. *Arapahoe County Fairgrounds And Park Annual Report/Fairgrounds

Steering Committee Annual Report (WHR)

Discussion regarding the Arapahoe County Fairgrounds and Park Annual Report and the Fairgrounds Steering Committee Annual Report

Request: Information/Direction

Glen Poole, Open Spaces Operations Manager, Open Spaces
Shannon Carter, Director, Intergovernmental Relations/Open Spaces
Tiffanie Bleau, Senior Assistant County Attorney

Documents: BSR_2015_ACFAIRGROUNDS_PARK_ANNUAL_REPORT.DOC, 2015_FAIRGROUNDS_ANNUALREPORT_PRESENTATION.PDF, 2015_ACFGP_STEERING_COMMITTEE_ANNUALREPORT_EXECUTIVE_SUMMARY.PDF, ACFGP_STEERING_COMMITTEE_2015_ANNUAL_REPORT.PDF, TITLEPAGE_ACFGP_STEERING_COMMITTEE_ANNUAL_REPORT.PDF

2:00 P.M. * Executive Session (WHR)

Executive Study Session and County Attorney Administrative Meeting [Section 24-6-402 (4)(b)C.R.S.](As required by law, specific agenda topics will be announced in open meeting prior to the commencement of the closed and confidential portion of this session) (WHR)

Ron Carl, County Attorney

3:30 P.M. Tri-County Health Department Meeting (Tri-County Health Department, Administrative Office, Sabin Room, 6162 S. Willow Dr., Suite 100, Greenwood Village, CO 80111)

Three County Meeting with Tri-County Health Department

Tri-County Health Department
Arapahoe County Board of County Commissioners
Adams County Board of County Commissioners
Douglas County Board of County Commissioners

*** To Be Recorded As Required By Law**

WHR - West Hearing Room

Arapahoe County is committed to making its public meetings accessible to persons with disabilities. Assisted listening devices are available. Ask any staff member and we will provide one for you. If you need special accommodations, contact the Commissioners' Office at 303-795-4630 or 303-738-7915 TTY.
Please contact our office at least 3 days in advance to make arrangements.

Board Summary Report

Date: March 24, 2016

To: Board of County Commissioners

Through: Shannon Carter, Intergovernmental Relations and Open Spaces Director

From: Glen Poole, Open Spaces Operations Manager
Matt Bixenman, Fairgrounds Operations Supervisor
Arapahoe County Fairgrounds and Regional Park Steering Committee

Subject: Informational Over View of the Following:

- *2015 Arapahoe County Fairgrounds and Park Annual Report Presentation*
- *2015 Arapahoe County Fairgrounds and Park Steering Committee Annual Report*

Request and Recommendation

Staff and Committee members will jointly review and summarize:

1. The 2015 activities and accomplishments of the Arapahoe County Fairgrounds and Park.
2. The 2015 accomplishments and recommendations of the Arapahoe County Fairgrounds and Regional Park Steering Committee.

Background

Arapahoe County Fairgrounds staff and the Arapahoe County Fairgrounds and Park Steering Committee (ACFGP Steering Committee) each historically submit an annual report. The *Arapahoe County Fairgrounds and Park Annual Report Presentation* summarizes Event Center usage, rental revenue, facility operations, and maintenance accomplishments as well as provides a brief review of the 2015 County Fair. The ACFGP Steering Committee works closely with Fairgrounds 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 a slide presentation.

Links to Align Arapahoe

The Arapahoe County Fairgrounds staff strives to ensure that event holders experience exceptional customer service as well as providing visitors with quality experiences at the facility. The attached *Arapahoe County Fairgrounds and Park Annual Report Presentation* outlines how Fairgrounds staff impacted the quality of life for the citizens of the County. Staff work diligently to secure event rental revenue to support the ongoing operation and maintenance of the facility while providing first class 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 Fairgrounds staff promoted, scheduled and supported 388 events at the Arapahoe County Fairgrounds in 2015. The Event Center's 2015 performance is summarized within the figures of the *Arapahoe County Fairgrounds and Park Annual Report Presentation*. The three most frequent uses of the facility were meetings, sporting events and youth / 4-H Extension events (see slide 4). Banquets / receptions, trade / industry shows and animal shows brought in 90% of the Facility's revenue (see slide 5). Staff realized an estimated 11 % increase in facility rental revenue over 2014 revenue figures due to increased use of the facility through active marketing and improved customer relations (see slide 6). The months of September, October and June were the three peak months for visitation (or attendance) at events hosted within the facility (see slide 7). The Event Center also plays host to numerous public and Arapahoe County activities which are classified as "in kind" use. These internal and public events utilize the facility at no cost to the event holder as they represent the benefit of this publicly funded facility.

In 2015, the Fairgrounds staff, Open Spaces Planning staff and staff from the County Project Management Office worked toward the completion of the new West Wing Exhibition Hall and Phase 1 of the Fairgrounds Park as well as opened the new Outdoor Covered Arena for use during the annual County Fair. The Arapahoe County Fairgrounds operated throughout the construction of the above projects. Despite the construction activities of the development projects Fairgrounds staff successfully rented the facility filling greater than 90 % of the calendar weekends with events while producing a record level of event rental revenue.

Fiscal Impact

Fairgrounds staff made a concerted effort to engage return event holders, improve client services as well as provide strong follow up with new event inquiries which produced $103,959 in cash revenue. The Event Center and Fairgrounds staff supported $36,405 of in kind facility usage (based on standard rental rates).

Total Value of Facility Rental Revenue + In-Kind Usage for 2014 was: $140,364.

Attorney Comments

None

Reviewed By:

Glen Poole, Open Spaces Operations Manager
Shannon Carter, Open Spaces Director
Tiffanie Bleau, Assistant County Attorney

2015 Arapahoe County Fairgrounds and Park Annual Report

Presented by:
Fairgrounds Staff
ACFGP Steering Committee

MISSION

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.

Open Space and Fairgrounds Staff

Glen Poole,
Open Spaces Operations Manager

Matt Bixenman,
Fairgrounds Operations Supervisor

Ashley Clement,
Fairgrounds Event Coordinator

Lindsay Bagby,
Fair Event Assistant

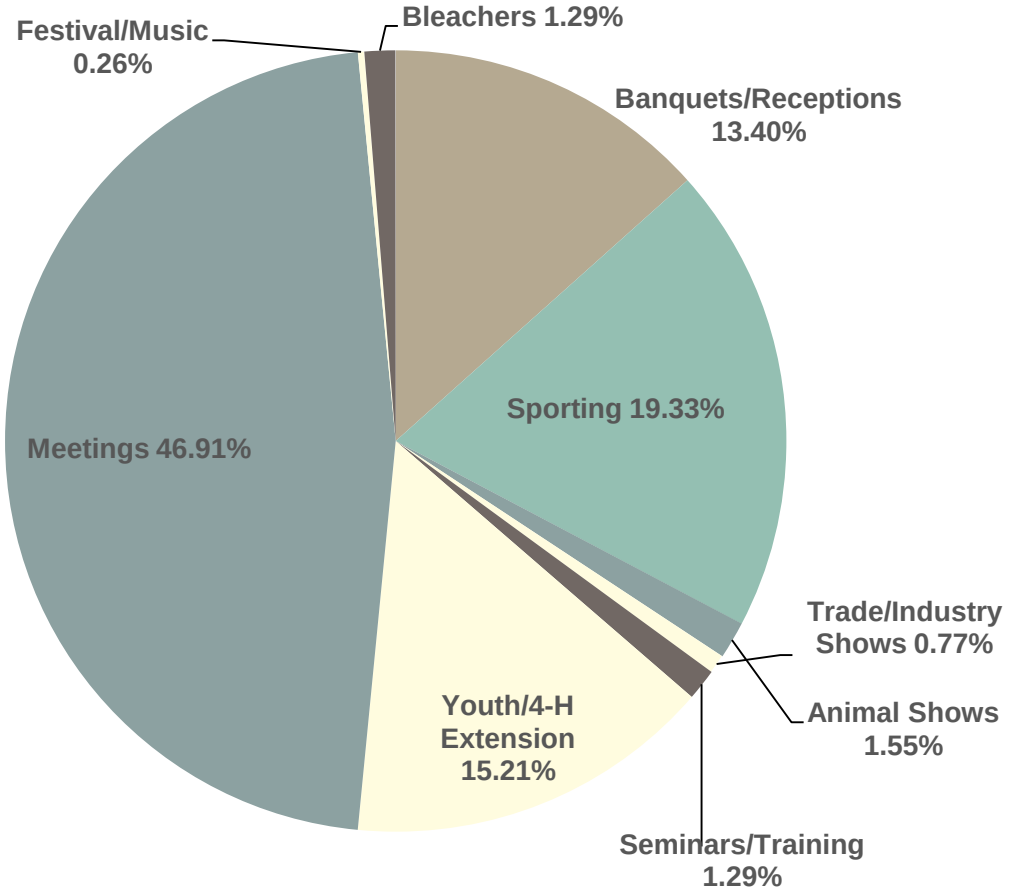
Kaley Newton,
Fairgrounds Administrative Assistant

Event Center Statistics

- Hosted **388** events
- Booked **501** reservations
- Secured **$181,240** in cash revenue
- Earned **$103,959** in event revenue
- Estimated **29,200** visitors
- Attracted **23,000** Fairgoers

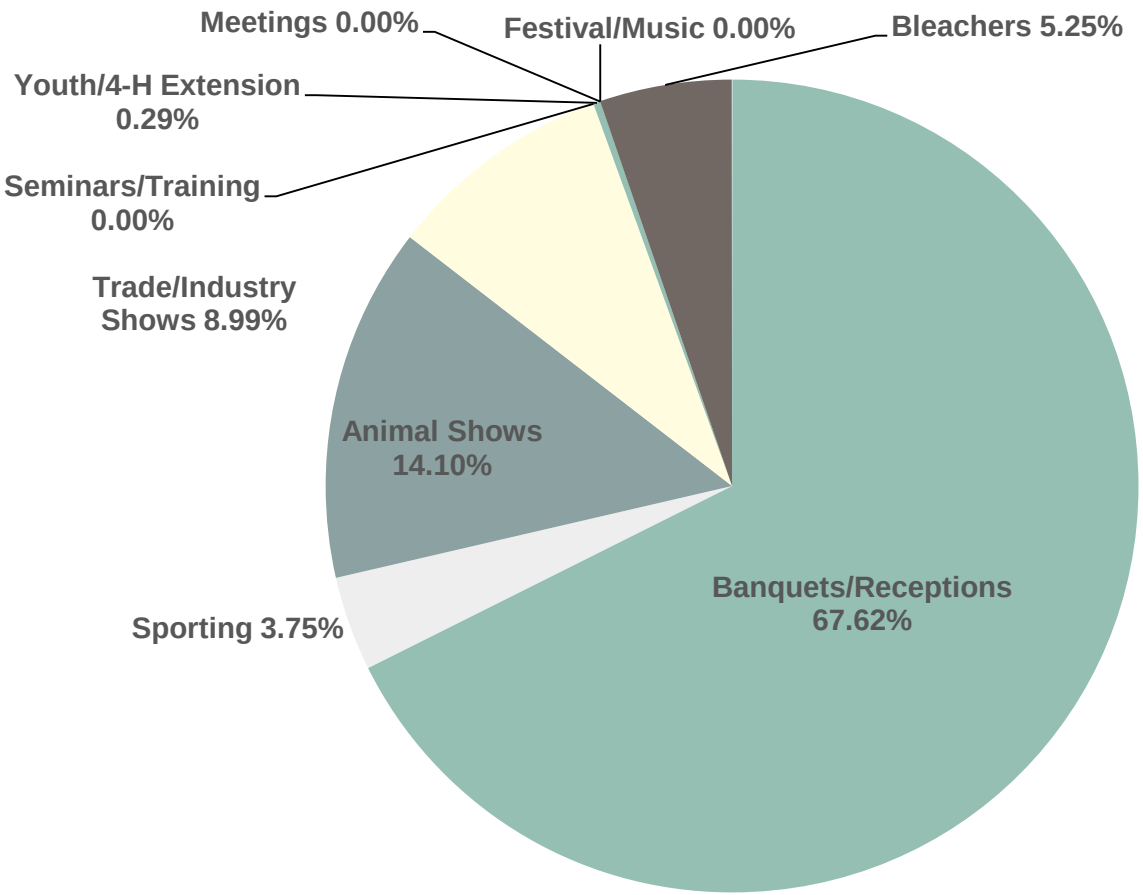
Facility Use by Event

- Sporting
  - 2013 – **55.7%**
  - 2014 – **43.3 %**
  - 2015 – **19.3%**
- Meetings
  - 2013 – **11.4%**
  - 2014 – **19.8%**
  - 2015 – **46.9%**
- Banquets/Receptions
  - 2013 – **11.9%**
  - 2014 – **11.9%**
  - 2015 – **13.4%**

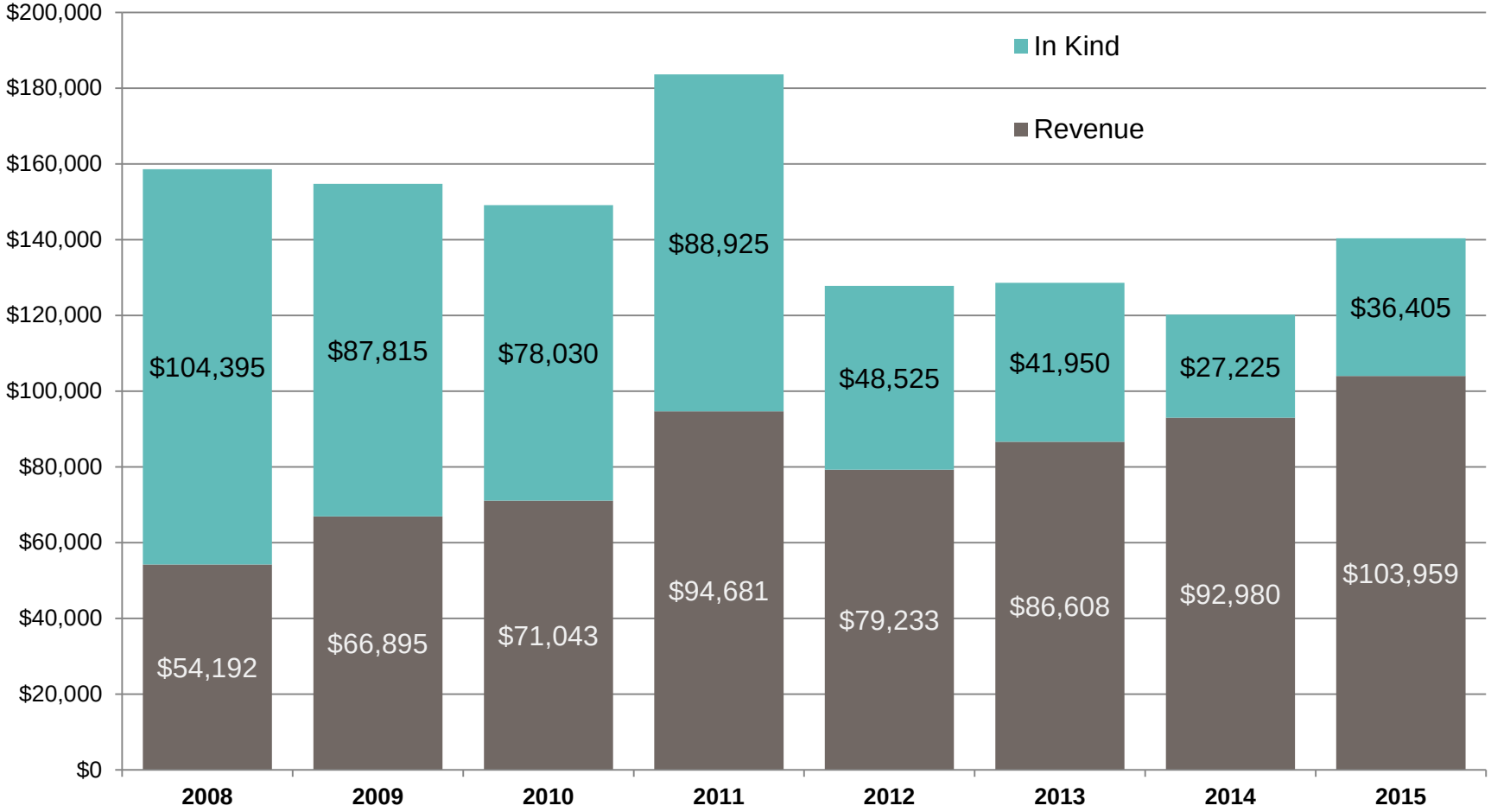


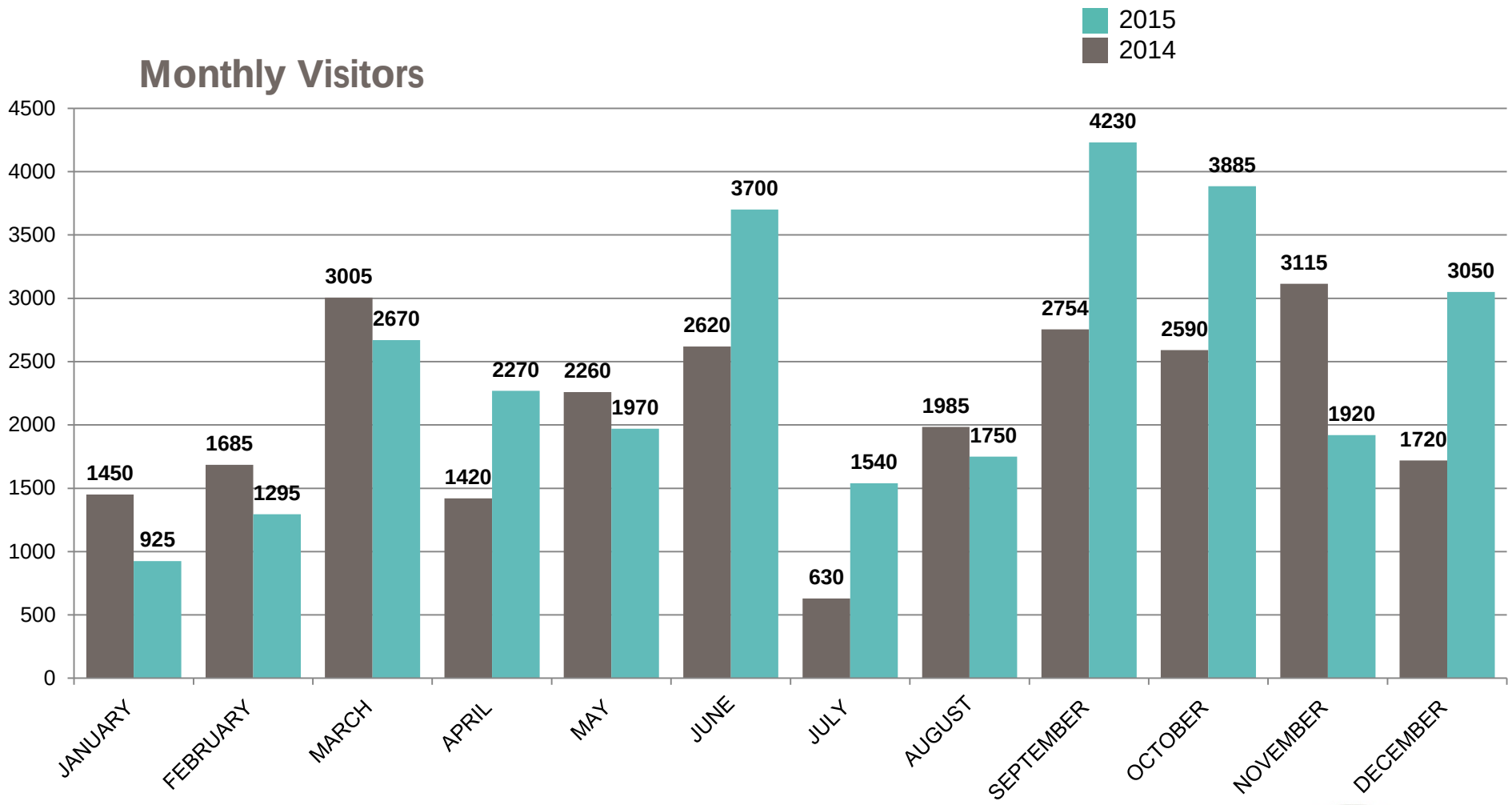
Facility Revenue by Event

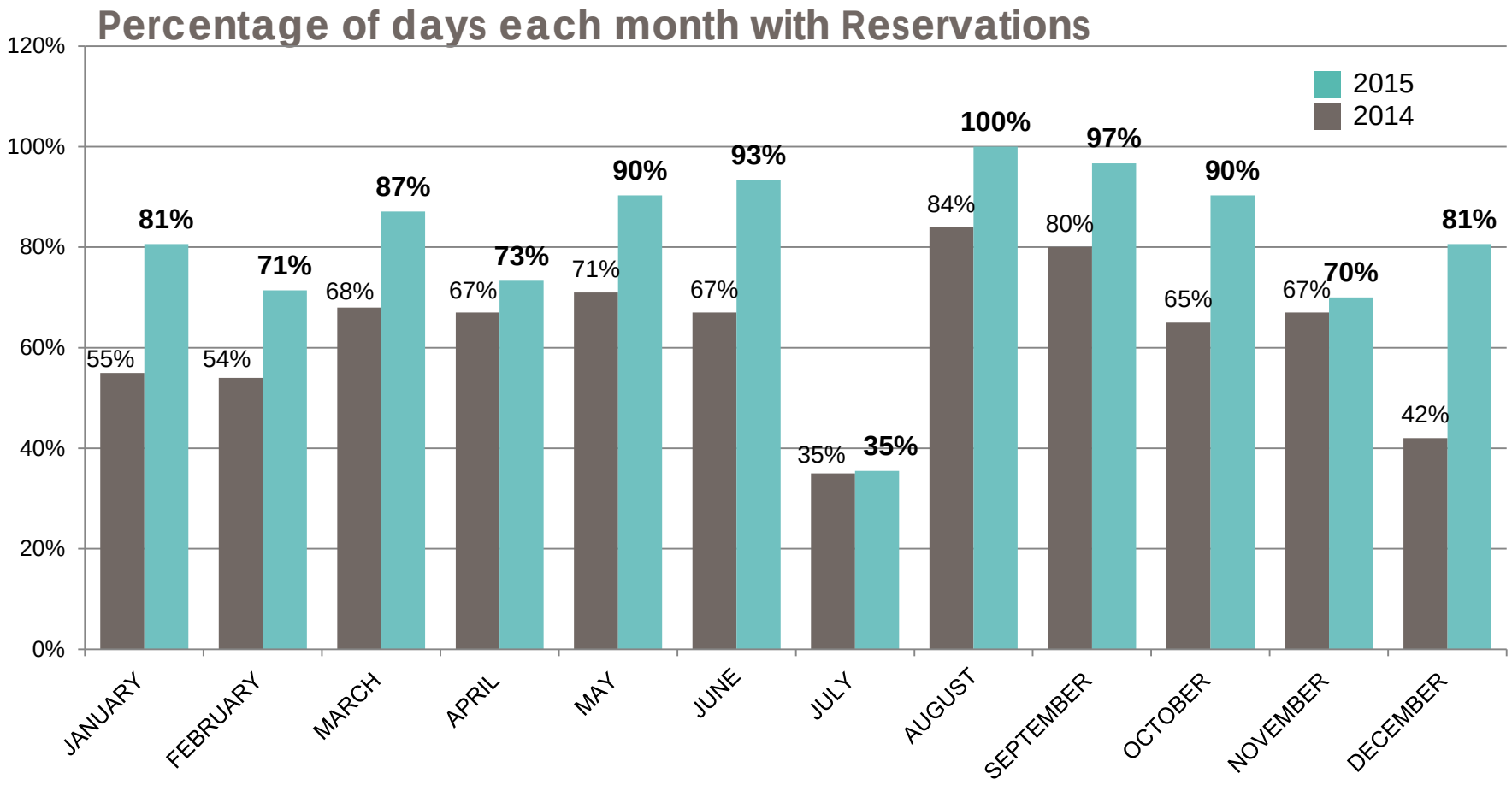
- Banquets/Receptions
  - 2013 – **40.8%**
  - 2014 – **40.8 %**
  - 2015 – **67.6%**
- Trade/Industry Shows
  - 2013 – **21.0%**
  - 2014 – **11.2%**
  - 2015 – **8.9%**
- Animal Shows
  - 2013 – **15.2%**
  - 2014 – **15.3%**
  - 2015 – **14.1%**



Annual Event Revenue and In-Kind Value




Monthly Visitors
2015
2014
4500
4000
3500
3000
2500
2000
1500
1000
500
0
1450
925
1685
1295
3005
2670
1420
2270
2260
1970
2620
3700
630
1540
1985
1750
2754
4230
2590
3885
3115
1920
1720
3050
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER



ANNUAL REPORT 2015

Operation and Maintenance

Operations

- Built partnerships
- Increased staff capacity
- Improved business process
- Implemented Marketing/Business Plan
- Relocated Arenas/Pull Track
- Covered Arena footing

Building Improvements

- Solid surface countertops
- Painting of all interior walls
- Geothermal Mechanical
- North entrance concrete
- Drywall and ceiling
- LED lighting upgrades
- 24 RV hookups

Site Improvements

- Covered Arena completed
- Exhibition Hall construction began
- Park project construction began
- New Quincy Entrance
- Central Green

Equipment

- New arena drag
- Scissor lift, fork lift, floor scrubbers, electrical equipment
- Small tents
- Livestock paneling

Arapahoe County Fairgrounds and Park

Annual Report 2015

County Fair

The 109th Arapahoe County Fair was themed *Rustle Up Some Fun*.

- Four-day event
- **$15** pay-one-price
- **$10** pre-sale online tickets
- Focus on **Heritage** activities
- **22,438** Fairgoers
- 4,937 pre-sale tickets = **$63,976**
- **5,119** Volunteer hours
- **$123,588** from 4-H Livestock Sale

Arapahoe County Fairgrounds and Park

Steering Committee

2015 Annual Report

Report by
Sharon Kercher,
Committee Chair

Annual Report 2015

2015 Focus and Goals

Promote Arapahoe County Fairgrounds and Park

Promote the Arapahoe County Fair

Fundraise

Obtain input from the community

Share community feedback

County Fair Outreach Activities

- Heritage program
  - Added **12** new activities and contests
  - Collaborated with **13** with businesses, clubs, residents and government agencies
- Open Spaces/Aurora PROS Booth
  - Saw a 67% increase in outreach
  - Collaboration with OSTAB improved outreach to eastern Arapahoe County residents

Suggestions for the Future

- Provide parking lot shuttles
- Provide online prepay option for parking
- Develop mobile app for Fair
- Provide more training for Fair volunteers

Fundraising

Approved live and silent auction at 2016 Boots Not Suits Dinner

Fundraising Goal: $10,000

Fundraising Project
Exploring our Heritage
Then and Now

Community Feedback

Positive

New construction

Covered arena

Free year-round park

Future connectivity to regional trails

County Fair and expanded heritage activities

Concerns

ADA access to all areas at Fairgrounds

Wind screens, restrooms and bleachers for the covered arena

Walking access to adjacent neighborhoods

Wider crusher fines trails

Schedule of public events at Fairgrounds is difficult to find

Steering Committee Supports

1. Immediate installation of wind screens for the covered arena
2. Providing informational updates to the public
3. Modification of the Fairgrounds website
4. Use of temporary electronic moveable signs and E-470 signage for promoting events
5. Full premises liquor license
6. Development of a mobile app for the Fair

Annual Report 2015

Comments or Suggestions?

Thank You

Executive Summary
Arapahoe County Fairgrounds and Park Steering Committee
2015 Annual Report

The Steering Committee appreciates the opportunity to serve you and our community. We have collaborated with staff and community members to create two documents that highlight our 2015 activities, outline our focus for 2016, suggest recommendations to increase community input and awareness of the Arapahoe County Fairgrounds and Park (ACFP) and its rental opportunities, and celebrate the performance of the Event Center and 2015 Arapahoe County Fair: this executive summary and a more detailed 2015 Annual Report. We, along with our community, truly believe that the ACFRP provides "acres of fun for everyone".

Highlighted 2015 Accomplishments

Promoting the ACFP
Members of the Steering Committee helped plan and staff the Open Spaces (OS)/ Aurora Parks, Recreation, and Outdoor Spaces (PROS) booth at the county fair. The community enthusiastically welcomed two new additions to this year's booth: OS properties game and promotional information about the 2015 17 Mile House Fall Festival. Public outreach increased by approximately 67%.

Additionally, the Committee promoted ACFP awareness, rental potential, and activities open to the public through Committee connections and information distributed at ACFP rental events, OS events, and county fair volunteer orientations.

Promoting the 2015 Arapahoe County Fair
Members of the Steering Committee collaborated with staff, CSU Extension, and the community to plan and execute the Heritage Program at the county fair. The Heritage Program added 11 new collaborations, 11 new activities, and one new contest. The Heritage Program was featured in the Denver Post's online The Hub. Increased promotion, a more visible location, and additional activities with trained volunteers significantly increased public participation and satisfaction.

Additional promotions included introduction of a new Open Class photography category: "Fun at the Fair" and distribution of Open Class fair books.

Fundraising
The Steering Committee approved a live and/or silent auction for the 2016 Boots not Suits Dinner and formed a subcommittee to organize this fundraiser. The Committee's fundraising target is $10,000 to create a display, "Exploring our Heritage: Then and Now".

By-laws
In March, the Steering Committee completed writing its by-laws and forwarded them to the OS Director and legal department for comments.

Feedback from the Community

As set forth in Resolution 050589, the Steering Committee is tasked with identifying the community's needs and desires and providing input on design and usage for the entire site, including 4-H usage. Thus, the Steering Committee focused its efforts on sharing park and expansion plans with constituents, receiving input from the community, and sharing this information with staff and the county commissioners.

Feedback from the community is summarized below. Most of the community concerns result from the lack of knowledge about the opportunities and activities at the ACFP, county fair, Open Space properties, Open Space events and ways to share their input with decision makers. Many of these concerns can be resolved through improved, diverse communication and modifying the ACFP website. More detailed comments are contained in the annual report.

Community Feedback about Park Design and Construction
The Steering Committee and public enthusiastically support the full construction of the park with year-round amenities and connectivity to future regional trails. Residents, especially those that live in the Tollgate community, continue to request walk-in access to crusher-fine trails from Harvest Road.

Community Feedback about Heritage Construction
The Steering Committee and community are enthusiastic about the installation of the windmill, construction of the west wing expansion, covered arena, and RV sites that support ACFP rental usage.

Residents and renters are concerned about the lack of ADA access and windscreens for the covered arena. The inability to find out the ACFP activities that are open to the public continues to frustrate the public.

Community Feedback About the 2015 County Fair
The community really enjoyed the expanded activities at the 2015 Arapahoe County Fair. Visitors strongly supported preserving the tradition of a county fair that celebrates our agricultural and pioneer history.

Disseminating information to the public and volunteers about opportunities for participating in fair contests and Open Class, fair events (detailed description, schedule, and location of these events), and volunteer opportunities continues to provide challenges. Fair-goers were frustrated with the long lines to park.

With the increased popularity of the fair, expanded parking locations, and expanded fair layout, the community suggests:

- Shuttles to transport people from the parking area to the fair and around the fair
- The ability to prepay for parking
- Mobile phone app that includes the schedule, layout, and detailed description of activities and contests

Additional Community Feedback

The community continues to support the goals of the Open Space Sales and Use Tax Resolution, OS properties open to the public, and the 17 Mile House Fall Festival. Many residents still are unaware of that there are OS properties open to the public and the locations of those properties.

The Steering Committee Recommends

- Immediate installation of wind screens at the covered arena
- Improving promotions of the ACFP and county fair through
    - Utilization of temporary moveable electronic signs and E-470 electronic signage to promote ACFP events that are open to the public as recommended by Commissioners Bockenfeld and Holen
    - Development of a county fair phone app that includes the schedule, layout, and detailed description of various activities
    - Informational updates to the public about construction at the ACFP including design plans, construction timelines, and phase expectations
    - Modification of the county's calendar website so that residents can more easily learn about ACFP activities open to the public
    - Enhancement of the ACFP's website as recommended by Communications staff to educate potential renters about amenities and envision rental opportunities
    - Installation of a permanent electronic messaging board that announces activities that are open to the public at the ACFP
- Consideration of a liquor policy that allows revenue from alcohol consumption at fair and non-fair ACFP activities

2016 Steering Committee Focus

In 2016, the Steering Committee will continue to

- Share information and input about the Master Plan with our community, OS staff, and county commissioners
- Assist ACFP staff's implementation of its business plan by promoting the ACFP
- Promote the Arapahoe County Fair
- Develop a strategic fundraising plan
- Communicate information to the BOCC in a timely manner

Additionally, the Steering Committee will initiate fundraising efforts for identified amenities.

2015 Event Center Performance
(Compiled by Staff)

- 501 reservations, a 59% increase over 2014
- Over 29,000 attended non-fair events, a 9% increase over 2014
- Collected over $148,000 in rental revenue, a 49% increase over 2014
- Saved Arapahoe County over $36,000 by hosting non-fair Arapahoe County departmental and CSU Extension (non-fair) events, a 34% increase over 2014
- Total valued usage of almost $185,000, a 46% increase over 2014

2015 Arapahoe County Fair Performance
"Rustle Up Some Fun"
Estimated Fair Attendance: 22,438
Gate Count: 21,386
(Compiled by Arapahoe County Staff, CSU Extension, Fair Planning Committee, and Livestock Committee)

- Netted over $24,100 in revenue from sales at the Beer Tent, almost triple the 2014 revenue
- 230 4-H Home economics and general projects, 18% decrease compared to 2014
- 126 4-H Home economics and general project exhibitors, 9% increase compared to 2014
- $123,587 Revenue from 4-H livestock sales, almost the same as 2014
- 696 Open class exhibits, 17% decrease compared to 2014
- 164 Open class exhibitors, 13% decrease compared to 2014
- Monetary value of $ for volunteer hours
- $132,754 in premiums, cash gifts, and prizes to 4-H and Open Class exhibitors

2015 Fast Fairgrounds Facts

Non-fair Event Attendance

2015: 29,205, an increase of 9% over 2014
Cumulative (Sept. 2006-Dec. 31, 2015): 371,971

Number of Reservations

2015: 501, an increase of 59% over 2014
Cumulative (Sept. 2006-Dec. 31, 2015): 2982

Rental Revenue

2015: $148,270.83, an increase of 49% over 2014
Cumulative (Sept. 2006-Dec. 31, 2015): $749,915.95

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

2015: $36,405, an increase of 34% over 2014
Cumulative (Sept. 2006-Dec. 31, 2015): $539,301

Total cash revenue + in-kind value usage

2015: $184,675.83, an increase of 46% over 2014
Cumulative: (Sept. 2006-Dec. 31, 2015): $1,290,916.95

Fair attendance

2015: 22,438, approximately the same as 2014
Cumulative: (Sept. 2006-Dec. 31, 2015): 213,688

Total attendance (Fair plus non-fair attendance)

2015: 51,643, an increase of 8% over 2014
Cumulative: (Sept. 2006-Dec. 31, 2015): 508,630

2006-2015 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*	22,438	29,205	51,643
TOTAL	2982			168,750	371,971	508,630

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).
***63% and 82% usage calculated on 352 non-fair days each year, the number of non-fair days available for rental in previous years. 69% and 82% usage calculated based upon actual days available for usage in 2014 and 2015 so it also excludes other non-fair black-out days. In 2015, 345 days were available for non-fair, rental use.**

2006-2015 Event Center Revenue and In-Kind Value*
***Excludes Arapahoe County Fair**

Year	Cash 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	158,588
2009	66,895	87,815	154,710
2010	71,043	78,030	149,073
2011	94,681	88,925	185,306
2012	81,436	48,925	129,961
2013	87,941	41,950	129,891
2014	99,419	27,225	126,644
2105	148,271	36,405	184,676
TOTAL	$502,226	$475,671	$979,597

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Heritage Program
Arapahoe County Fair—Attendee Profile

Introduction

This report, produced in collaboration with Open Spaces staff, Colorado State University Extension staff, and the Fair Planning Committee documents the history of the Arapahoe County Fairgrounds and Park (ACFP), the Steering Committee's 2015 activities and accomplishments, the Steering Committee's 2016 focus and highlights of the 2015 ACFP usage and the 2015 Arapahoe County Fair. Where possible, data are compared to previous years. Finally, the Steering Committee presents its perspectives on the continued value of the ACFP to the community.

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

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. 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.

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. Appendix 1 "Arapahoe County's Agricultural Heritage" (Arapahoe County Fairgrounds and Regional Park Steering Committee 2012 Annual Report) documents Arapahoe County's agricultural heritage, Colorado Agricultural Society fairs in the 1860's, and the history of the ACFP property.

The ACFP encompasses approximately 236 aces, divided into a 126 acre open space park and the 110 acre designated heritage area.

In November 2009, based upon extensive input from the community, the BOCC unanimously approved the ACFP Master Plan with options (design D3) for 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. Throughout this report, it will be referred to as the Event Center. 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. 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.

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*

Arapahoe County Fairgrounds and Park Steering Committee

The BOCC created the Arapahoe County Fairgrounds and Park 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: http://www.arapahoegov.com/index.aspx?NID=466.

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. Committee members also inform

the public about the value of the ACFP, promote attendance at ACFP events open to the public, and promote its usage. 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. Additionally, 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 collaborates with other Arapahoe County Citizen Advisory Boards and Committees including the Open Space and Trails Advisory Board (OSTAB), the Fair Planning Committee, and the 4-H Advisory Committee. In the future, Committee members might assist with the fundraising process for implementation of the master plan.

Additional Steering Committee member activities include the following:

- Chair serves on the Arapahoe County Foundation Inc. board
- Member serves as vice-chair on the Arapahoe County Foundation Inc.
- 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 the open classes as well as volunteer at the Arapahoe County Fair
- Member participates in the Master Gardener program
- Members attend and promote 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
- Members are active with the Cherry Creek Valley Historical Society
- 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

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 by identifying community needs and sources for future funding.

2015 Accomplishments of the ACFP Steering Committee

The Steering Committee set five major goals for 2015:

- To assist staff's implementation of the Fairgrounds' business plan by promoting the ACFP
- To promote the Arapahoe County Fair
- To collaborate with staff and the community to develop a strategic marketing plan for fundraising
- To continue to provide input on the master plan
- To communicate to the county commissioners in a timely manner

This section describes the Committee's actions in 2015 to accomplish these goals.

Promoting the ACFP

Arapahoe County Open Spaces/Aurora PROS Booth

The Steering Committee's primary outreach to the community occurs during the Arapahoe County Fair. Members of the Steering Committee collaborated with representatives from Aurora Parks, Recreation, and Open Space (PROS) and OS staff, and Communications staff to plan and execute the 2015 Open Spaces/Aurora PROS Booth.

Members of the Steering Committee and OSTAB talked to over 300 adult fair-goers, a 67% increase over 2014. Volunteers shared with the public ACFP construction and design plans, and the necessity for phasing of construction. Although the community would like immediate construction of the entire Master Plan for the park and the buildings, fair-goers accepted the necessity of phasing construction. Residents were relieved to learn that the construction at the fairgrounds was not construction of a new housing subdivision!

In addition to focusing on promotion of the county fair and the ACFP and its value to the community, volunteers distributed information about the 2015 17 Mile House Fall Festival and the Arapahoe County Open Space trails, parks, and heritage properties that are open to the public. Increased participation by OSTAB members significantly improved outreach to fair-goers that lived in eastern Arapahoe County.

Previous feedback from fair-goers demonstrated that many residents were unaware of the many Open Space amenities open to the public. To enhance promotion of these properties, Communications staff developed an interactive activity. Fair-goers matched photos to parks, trails, and playgrounds. The community liked this activity and appreciated directions to these properties.

Additional Promotions

Steering Committee members also promote the rental potential of the ACFP through their volunteer activities and contacts. Here are some examples.

Promotion through rental events

Two Steering Committee members organize the Arapahoe Kennel Club dog show that attracts over 1000 dog entries from across the United States. The ACFP Master Plan was displayed during the 2015 show. During Best of Show presentations, they shared expansion plans with participants from across the United States, prompting interest from representatives from several dog clubs about the potential for renting the ACFP for their shows. Information about the dog show and construction of additional amenities were shared in three national dog magazines: ShowSight Magazine, Dog News, and The Canine Chronicle. One article described the ACFP site as rapidly becoming the premier location in the Rocky Mountain region for hosting a dog show due to the construction of additional amenities such as RV hookups.

Promotion to volunteer participants at ACFP events and the Arapahoe County Fair

Many of the 2015 Arapahoe County Fair Heritage volunteers had never been to the ACFP and were not aware of its rental potential. The pre-fair orientation included an explanation of the Open Space Sales and Use Tax, the ACFP Master Plan and construction timeline, and the many opportunities for the public to enjoy the fairgrounds.

During the fair, quilt volunteers expressed an interest in hosting a quilt show at the ACFP.

Promotion at Open Spaces events
The Steering Committee encourages OS staff to educate the public about the build out of the ACFP master plan and its timeline at events such as the 17 Mile House Fall Festival.

Promotion through connections
Steering Committee members share rental opportunities with their contacts and also share information about potential rental groups with staff. These contacts resulted in the Rocky Mountain Team Penning event and overnight rentals to people with horse trailers en route to other events. Additionally, a Steering Committee member shared with her RV clubs information about the newly enhanced rental potential of the ACFP for hosting RV events because of the recently installed RV hookups.

Promoting the Arapahoe County Fair

Heritage Program

A detailed description of the 2015 Heritage Program can be found in Appendix 1.

The Heritage Subcommittee consists of members from the Steering Committee, Fair Planning Committee, ACFP staff, CSU Extension, Communications staff, and the public. This year, two members from the community volunteered as Heritage Co-Superintendents at the 2015 Arapahoe County Fair.

To assist committee members with obtaining more activities and sponsorships from businesses, governmental agencies, and organizations, OS and Communications staff created informational materials about the Heritage Program and the Arapahoe

County Fair demographics (see attachments), including writing a letter of introduction for members of the committee to use.

New collaborations for the 2015 Arapahoe County Fair and new activities
This year, A Knitted Peace and Crossfit Southlands sponsored The Fastest Fingers in the West and Fit as a Farmer contests. The Eaglecrest High School robotics team, Mayberry Farm Alpacas, Cherry Creek Valley Historical Society (17 Mile House Volunteers), Arapahoe County Quilters, a machine quilter, and a spinner hosted new demonstrations and hands-on activities.

New Promotions
The Denver Post featured Heritage activities in their online The Hub. (http://www.denverpost.com/arapahoeco/ci_28517684/heritage-tent-helping-blend-new-and-old-at), significantly increasing the public's awareness of Heritage activities. Additionally, the schedule of Heritage activities on the Arapahoe County Fair's website increased promotion of the activities.

Result: Increased participation!
There was a significant increase in public participation in 2015 as compared to 2014, the inaugural year of the Heritage program. Increased promotion, more visible location, expanded activities, and trained volunteers dedicated to the Heritage program were key.

Challenges
The smaller Heritage Tent made it very crowded and difficult for fair-goers to fully participate in Heritage activities. For example, it was almost impossible for young fair-goers to walk to the horse in the center of the tent for "Saddle Up."

The lack of space in the Exhibit Hall also limited Heritage demonstrations and activities. For example, several quilting groups offered to host machine piecing and

quilting activities for the community but lack of space precluded these opportunities.

Recommendations for 2016 Heritage Program

- Utilize a larger Heritage Tent to accommodate heritage activities
- Utilize part of the new West Wing for part of the fair to offer classes and expand heritage activities as requested by fair-goers
- Expand heritage activities to fair-goers of all ages
- Increase collaborations and sponsorships for the Heritage Program
- Increase marketing and promotion of activities, contests, and demonstrations by creating 8 ½ x 11 promotional sheets for contests for distribution to the community, area businesses, and agencies

Additional Promotions of the Arapahoe County Fair

Developed New Open Class Photography Category: "Fun at the Fair"

- Collaborated with Open Class Photography Superintendent to add "Fun at the Fair" for the 2015 Arapahoe County Fair

Steps taken to increase Open Class participation

- Stressed the importance of printed fair books for expanded distribution instead of reliance on electronic versions
- Prior to fair, distributed Open Class books to Aurora PROS recreation centers and other parks and recreation programs that offered classes pertinent to Open Class categories for class participants
- Visited quilt stores and knitting store to distribute Open Class books and promote participation in the quilt and knitting categories
- Coordinated with staff at library districts to more efficiently distribute county fair information to its library patrons

Royalty Contest

With the Steering Committee's support, two Committee members collaborated with community members to revive an Arapahoe County royalty contest that would promote the county fair, the ACFP, and Arapahoe County at county and state events. They formed a tax-exempt, nonprofit organization titled Arapahoe Rodeo Royalty Association. This organization will operate independently of the Steering Committee and Arapahoe County, but would coordinate its efforts with staff and the Communications Department and provide informational updates to the Committee. They drafted guidelines, developed a budget, compiled a list of interested community members and organizations to help with the competition, and potential sponsors. The first Royalty competition is planned for Spring 2016.

Fundraising

The Steering Committee approved a live and/or silent auction for the 2016 Boots not Suits Dinner and formed a subcommittee to organize this fundraiser. Subcommittee members have requested that staff write a letter of introduction for requesting donations from businesses, community members, and agencies. Committee members established a fundraising goal of $10,000 for "Exploring Our Heritage: Then and Now". Members will begin collecting donations in early 2016.

Providing Input on the Master Plan

As set forth in Resolution 050589, the Steering Committee is tasked with identifying the community's needs and desires and providing input on design and usage for the entire site, including 4-H usage. Thus, the Steering Committee focused its efforts on sharing park and expansion plans with constituents, receiving input from the community, and sharing this information with staff and the county commissioners.

Community Feedback about Park Design and Construction

The Steering Committee and public enthusiastically support the construction of the park. Residents, especially those that live in the Tollgate community, continue to request walk-in access to crusher-fine trails from Harvest Road.

Positive Feedback

- Excited that construction has begun!
- Pleased that park will not have an admission fee
- Pleased that the park will operate year-round
- Excited about future trail connectivity of ACFP trails to future regional trails

Community Concerns

- Frustrated that the initial phases of the current design plan do not provide direct, easily accessible, walking access from the Tollgate Community to the park
- Do not consider mowed, natural track paths on design plans to be optimal trail design
- Prefer wider, crusher fine trails that will provide more opportunities for equestrian usage and social opportunities while walking or running

Community Feedback about Heritage Construction

The Steering Committee and community are enthusiastic about the installation of the windmill, construction of the west wing expansion, covered arena, and RV sites that support ACFP rental usage.

Positive Feedback

- Excited that construction has begun!
- Loved new covered arena
- Excited about the possibility of increased animal events at the ACFP such as Team Penning because of newly constructed amenities
- Plan to attend year-round events open to the public at the ACFP

Community Concerns

- Concerned about the lack of ADA access to the covered arena and the difficulty for people with mobility issues to move between the covered arena and the Event Center
- Concerned about the lack of shade and wind screens for covered arena
    - Lack of shade will make it uncomfortably hot for guests and animals during summer events
    - Concerned about the lack of protection for 4-H animals and 4-H'ers during thunderstorms and wind storms
    - Lack of screens makes it uncomfortable for rental events during windy and unstable weather conditions, limiting year-round usage and reducing rental income
- Concerned that the arena is not wide enough for bleachers to be under the cover
- Can't attend year-round activities at ACFP because they don't know how to find out what events are open to the public

Community Feedback About the 2015 County Fair

The community really enjoyed the 2015 Arapahoe County Fair! In fact, many fair-goers brought out-of-state visitors to "Rustle Up Some Fun"! To many, the county fair evoked memories of attending county fairs throughout the country. Visitors strongly supported preserving the tradition of a county fair that celebrates our agricultural and pioneer history.

Positive Feedback

- Love attending the Arapahoe County Fair
- Enjoyed participating in the heritage activities and contests
- Loved participating in the expanded hands-on opportunities in the Exhibit Hall
- Want to participate in the 2016 Arapahoe County Fair

Community Concerns

- Unaware that anyone can enter Open Class and contests
- Don't know how to enter Open Class and contests

Community Suggestions

- Suggest that shuttles transport people from parking area to the fair and around the fair
- Request the ability to prepay for parking
- Request mobile phone app that includes the schedule, layout, and detailed description of activities and contests
- Request pre-fair orientation for all fair volunteers

Additional Community Feedback

Positive Feedback

- Support goals of the Open Space Sales and Use Tax Resolution
- Loved the 2014 17 Mile House Fall Festival and look forward to attending the 2015 17 Mile House Fall Festival
- Excited about future trail connectivity of the Cherry Creek Trail at Arapahoe Road
- Surprised that there were so many OS trails, parks, and playgrounds open to the public

Community Concerns

- Unaware that Open Spaces properties are open to the public
- Do not know how to locate Open Spaces properties open to the public

Communication with County Commissioners

- Wrote and distributed the 2014 annual report and 2015 Steering Toward the Future reports
- Presented 2014 Annual Report with staff during study session
- Members attend related study sessions

By-laws

The Steering Committee finalized draft by-laws in Spring 2015 and forwarded them to the Open Spaces Director. After responding to the Director's initial comments,

the Steering Committee requested that the revised draft be forwarded to the county attorney. As of December 31, the Committee had not received feedback.

Steering Committee Recommendations

To support staff's implementation of the new marketing business plan by increasing the public's awareness of the Master Plan for the ACFP, design plans and construction timeline, rental opportunities, and to increase attendance and visitor satisfaction at ACFP events, the Steering Committee recommends the following:

- Immediate installation of wind screens at the covered arena
- Utilization of temporary moveable electronic signs to promote ACFP events that are open to the public as recommended by Commissioner Bockenfeld
- Utilization of E-470 electronic signage to promote ACFP events that are open to the public as recommended by Commissioner Holen
- Host a west wing ribbon cutting for the public and invite former county commissioners and strong supporters of the ACFP such as relatives of former county commissioners Frank Weddig and Marie McKenzie
- Develop a county fair phone app that includes the schedule, layout, and detailed description of various activities
- Provide informational updates to the public about construction at the ACFP including design plans, construction timelines, and phase expectations by such methods as
    - Staff attending home owner association meetings in neighborhoods near the ACFP
    - Staff posting information on ACFP and OS websites, electronic newsletters, and/or homeowner association newsletters
- Modify the county's calendar website so that residents can more easily learn about ACFP activities open to the public
- Enhance the ACFP's website as recommended by Communications staff to educate potential renters about amenities and envision rental opportunities
- Install a permanent electronic messaging board that announces activities that are open to the public at the ACFP
- Consideration of a liquor policy that allows revenue from alcohol consumption at fair and non-fair ACFP activities

2016 Steering Committee Focus

In 2016, the Steering Committee will continue to

- Share information and input about the Master Plan with our community, OS staff, and county commissioners
- Assist ACFP staff's implementation of its business plan by promoting the ACFP
- Promote the Arapahoe County Fair
- Develop a strategic fundraising plan

- Communicate information to the BOCC in a timely manner

Additionally, the Steering Committee will initiate fundraising efforts for identified amenities.

Plowing Our Future

The fulfillment of a dream, promises kept, the future secured – these words describe the incredible accomplishments at the Arapahoe County Fairgrounds and Park in 2015. After more than a decade of hard work and planning, implementation of the Master Plan began with the construction of the covered livestock arena, west wing, park infrastructure, and RV parking, and installation of the Eclipse windmill. The completion and dedication ceremony of the covered livestock arena were a highlight of the Fair.

Completion of the Park in 2016 will provide an opportunity for the community to enjoy the outdoors and to explore our western heritage through interpretive structures and signage. Children will enjoy playing in the "creek", an integral part of the conservation water management system at the Park. The windmill overlooks the Park's future trail system, including the community's much anticipated Windmill Walk.

Completion of the West Wing Exhibition Hall is expected in spring 2016 and will allow the expanded facility to become a premier location and events center. Innovative construction and use of geothermal heating and cooling of the facility will showcase Arapahoe County's commitment to conservation and stewardship of resources.

Without the vision and dedication of the Board of County Commissioners past and present, and the hard work and commitment of the Open Spaces and Fairgrounds staff, this fabulous Park and facility would not exist. The members of the Steering Committee are honored to assist the Commissioners and the County staff in

providing a valuable asset to the community that acknowledges our western, agricultural heritage and benefits future generations.

In the following sections, the Steering Committee summarizes the 2015 performance of the Event Center and Arapahoe County Fair and presents their value to the community.

2015 Event Center Attendance, Activities, & Revenue

(Compiled by Staff)

- 501 reservations, a 59% increase over 2014
- Over 29,000 attended non-fair events, a 9% increase over 2014
- Collected over $148,000 in rental revenue, a 49% increase over 2014
- Saved Arapahoe County over $36,000 by hosting non-fair Arapahoe County departmental and CSU Extension (non-fair) events, a 34% increase over 2014
- Total valued usage of almost $185,000, a 46% increase over 2014

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 and benefits 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").

<u>Emergency Center</u>: One of the purposes of a county fairground is to house displaced animals and serve as an information distribution point for emergency personnel and community during a natural disaster. In 2013, the ACFP was prepared to house displaced animals from the Black Forest fire.

<u>Economic Enhancement</u>: Participants in events held at that ACFP directly benefit Arapahoe County though purchases, such as food, lodging, gas, and other purchases. 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)

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.

2015 Arapahoe County Fair
"Rustle Up Some Fun!"
Estimated Fair Attendance: 24,438
Gate Count: 21,386

Initially, staff planned to showcase the newly constructed ACFP entranceway by locating the majority of the vendors and fair activities on the "Great Lawn". Due to unprecedented rain in May and June, the "Central Green" wasn't completed and the fair layout was quickly changed.

For the first time since opening at the ACFP in 2006, there were no major thunderstorms or windstorms during the fair. Because of the beautiful weather, unprecedented throngs of fair-goers watched the fireworks on Saturday night. Visitors parked all the way to Powhatan and overflow parking lots were added near the main entrance at Quincy Road.

The special event limited premises liquor license acquired by staff increased revenue from the Beer Tent by almost $16,000, almost triple the 2014 revenue! Sales at the Beer Tent netted over $24,100.

This year, CSU Extension introduced a booth that focused on educating the public about proper management of noxious and invasive weeds and promoted its Master Gardener Program, Plant Hotline, and Plant Select. Arapahoe County Public Work's Weed Control Specialist Russell Johnson answered fairgoer's questions about identifying and controlling noxious and invasive weeds.

The Sunday Farmer's Market was a new addition to this year's county fair providing residents an additional venue to showcase and sell their products. Fair-goers enjoyed the opportunity to purchase crafts and locally grown produce.

2015 Arapahoe County Fair Performance
(Compiled by Arapahoe County Staff, CSU Extension, Fair Planning Committee, and Livestock Committee)

- 230 4-H Home economics and general projects, 18% decrease compared to 2014
- 126 4-H Home economics and general project exhibitors, 9% increase compared to 2014
- $123,587 Revenue from 4-H livestock sales, almost the same as 2014
- 696 Open class exhibits, 17% decrease compared to 2014
- 164 Open class exhibitors, 13% decrease compared to 2014

2015 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 pet a horse, milk a cow, or hold a newly hatched chick.

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 learn more about agricultural techniques, network, and even sell their wares at the county fair's Farmer's Market.

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 such as a national home brew competition. Non-profit organizations can raise funds and awareness for their organization. The social capital developed by bringing together our diverse community allows for our communities to run more efficiently and rebound more quickly from economic downturns.

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!**

Additional Value of the 2015 Arapahoe County Fair to the Community

$ 2,640	Tools of the project awards for exhibitors purchased by Arapahoe County 4-H Foundation
$ 2,918	4-H Grand Champion Prizes
$ 2,500	IREA cash gifts to 4-H exhibitors
$123,587	Revenue to 4-H exhibitors from livestock sales
$ 1,109	Open Class premiums to the community
$ 59,734	Monetary value of volunteer hours*
Total	$192,488

*The state of Colorado calculates the hourly value for a volunteer as $23.07 per hour.

Appendix 1: 2015 Heritage Program at the Arapahoe County Fair

The goals of the Heritage program are to

- 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 Classes
- Promote the 4-H program and 4-H county fair exhibits

2015, the second year of the Heritage program, saw a significant increase in public participation. This increase was due to increased promotion, more visible location, expanded activities, and trained volunteers dedicated to the Heritage program.

Inclusion of the schedule of heritage events and contests in the fair's website and printed fair schedule distributed to fair-goers increased public knowledge of the events. Additionally, the Denver Post increased public awareness of the program by featuring Heritage activities in their online newspaper section, The Hub. (http://www.denverpost.com/arapahoeco/ci_28517684/heritage-tent-helping-blend-new-and-old-at)

This year's fair layout placed major family attractions (Petting Farm, Family Entertainment Tent, and Heritage Tent) adjacent to each other. Locating the Heritage Tent on a corner between the East Wing and the Livestock Pavilion, and adjacent to the Family Fun Tent improved visibility. Foot traffic increased through better signage, identification of the Heritage Tent, and emphasis on its free, family activities.

Expansion of the Heritage activities also increased public participation. In addition to last year's activities, fair-goers could feel alpaca fur, churn butter, make a corn husk person, try their hand at hand quilting, manipulate a robot, and learn to knit. Not only did fair-goers enjoy learning about machine quilting techniques and cake decorating, they requested classes in these and other topics at future fairs.

A Fit as a Farmer Challenge for 4-H'ers was added this year to provide a fun activity for 4-H participants prior to the opening of the fair. On Wednesday evening, 4-H'ers moved hay bales, carried jugs of water, hammered nails into a stump, and barrel raced stick horses. The Cross Fit manager and his staff demonstrated safe ways to lift and encouraged the competing 4-H'ers. Each participant received a prize of a food coupon and celebrated with an ice cream social.

The Heritage co-superintendents recruited many new volunteers dedicated to the Heritage Program, ensuring adequate staffing for all heritage activities. During a pre-fair orientation, these volunteers were taught how to make the projects. Not only were many of these volunteers unaware of non-fair events hosted at the ACFP and rental opportunities, many of these volunteers had never been to the fairgrounds before. Thus, the pre-fair orientation also included an educational outreach component that explained the Open Space Sales and Use Tax, the ACFP Master Plan construction timeline, and the many opportunities for the public to enjoy the fairgrounds.

2015 Contests

New contests are printed in green.

- Fit as a Farmer for 4-H, youth, and adults (describe)
- Fastest Fingers in the West speed knitting contest

2015 Hands-on activities and demonstrations

New activities or demonstrations are printed in green.

- Make a corn husk person
- Make a leathercraft book mark, key chain, or necklace
- Create a livestock brand
- Pioneer blogging: Create a journal
- Learn to knit
- Learn to hand quilt
- Decorate a cookie: Learn to use cake decorating tips
- Learn machine piecing techniques
- Learn how to spin, tat, and crochet
- Learn about alpaca fiber
- Observe a spinning wheel
- Make butter with an antique butter churn
- Guess the antique object and its use
- Read antique diaries from the 17 Mile House
- Coffee filter "painting" with the NWS/NOAA
- Learn about the environment with the EPA
- Manipulate a robot
- Ride on a real saddle on a life-size horse model

2015 Collaborations with our community

New collaborations are printed in green.

- NWS/NOAA: Be Weather Aware
- EPA: Join the Green Team
- Mayberry Farm Alpacas: Wonders of Alpaca Fiber
- Cherry Creek Valley Historical Society (17 Mile House Volunteers): Churn Butter, Guess the Object, Pioneer Diaries
- Lester Longbone: Saddle Up
- Eaglecrest High School Robotics team: Operate a robot
- Sarah Green: Tatting, spinning, crocheting demonstrations

- Arapahoe County Quilters: Learn to Hand Quilt
- Diane Henderson: Machine piecing shortcuts
- A Knitted Peace sponsored Fastest Fingers in the West Contest and donated gift certificates to winners
- Crossfit at Southlands sponsored Fit as a Farmer Contests and helped run the event
- Village Inn donated pies to winners of the Fit as a Farmer Contest
- Tandy Leather donated leathercraft supplies
- 4-H youth helped demonstrate how to use cake decorating tips
- Knitting group taught fair-goers how to knit

Challenges

The smaller Heritage Tent made it very crowded and difficult for fair-goers to fully participate in Heritage activities. For example, it was almost impossible for young fair-goers to walk to the horse in the center of the tent for "Saddle Up."

The lack of space in the Exhibit Hall also limited Heritage demonstrations and activities. For example, several quilting groups offered to host machine piecing and quilting activities for the community but space precluded these opportunities.

Recommendations for 2016 Heritage Program

- Utilize a larger Heritage Tent to accommodate heritage activities
- Utilize part of the new West Wing for part of the fair to offer classes and expand heritage activities
- Expand heritage activities for fair-goers of all ages
- Increase collaborations with the community and sponsorships for the Heritage Program
- Increase marketing and promotion of activities, contests, and demonstrations by creating 8 ½ x 11 promotional sheets for contests for distribution to the community, businesses, and agencies

Appendix 2: Arapahoe County Fairgrounds and Regional Park Timeline

September 1811	Berkshire Cattle Show, the first county fair in the United States, is held in Pittsfield, Massachusetts
1858	Denver incorporated
1861	Arapahoe County established
1862	President Abraham Lincoln signs the Morrill Act, establishing land grant colleges
1863	Territorial Governor John Evans and Rocky Mountain News editor William Byers created the Colorado Agricultural Society and purchased 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 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 Dittemore 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	Board of County Commissioners 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	Board of County Commissioners 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	Open Space Trails and Advisory Board recommends to the Board of County Commissioners that the Fairgrounds and 17 Mile House should be designated as heritage areas
August 16, 2005	Board of County Commissioners unanimously approve the designation of heritage areas for the Fairgrounds and 17 Mile House.
October 2005	Board of County Commissioners 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 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	Board of County Commissioners 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	Board of County Commissioners approve Arapahoe County Open Space Master Plan
July 2010	Pat Gregory becomes 1st 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 finals cross country meet, the first large event held at the regional park
November 2010	Debra Galle, Fairgrounds Event Center Coordinator, is named Rocky Mountain Fair Association's Fair Person of the Year, its highest honor
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
January 2012	Jim Abendschan receives the Aurora Chamber's Community Leadership Award
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!
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!

Arapahoe County Fairgrounds and Park Steering Committee 2015 Annual Report to the Board of County Commissioners

Steering Committee Members
Lori Daniel, Bill Jenks, Sharon Kercher, Cindy Knox
Jan Leonard, Mary Madsen, Raylene Owen