



LARIMER COUNTY FAIR AND PRCA RODEO

2024 REPORT

THE RANCH EVENTS COMPLEX

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2024 LARIMER COUNTY FAIR

-ENJOY THE RIDE-

2024 was quite the ride. Our community faced numerous challenges during this year's fair, the most significant of which was the Alexander fire. We were reminded of our community's strength and resilience as The Ranch served as a critical base for animal evacuations. Through it all, the support and solidarity shown by everyone involved was truly heartening.

Amidst everything we faced, our fair became a heartfelt celebration that brought our local community and 4-H families even closer together. The festivities began with our spirited community parade in downtown Loveland the weekend before, where local organizations, businesses, the 4-H community, and our commissioners came together to show their support. Their participation highlighted the resilience and unity of our community during challenging times.

The Fair was packed with fun events! The annual Queens BBQ was once again a crowd-pleaser, and the Pancake Breakfast drew in hundreds of attendees, making it a huge success. During fair time, the entire community comes together, showcasing the generosity, passion, and dedication found in every corner of our event.

From the Community Stage to Sensory Day, and especially within the 4-H and CSU extension programs, there is truly something for everyone. Our 4-H and CSU extension participants, leaders, superintendents, and families bring the heart and soul to our Fair, pouring their generosity into a yearlong effort. Their hard work and dedication shine through in the planning of livestock shows and the annual Jr. Livestock Auction.

This year, with heat recorded at 103 degrees and smoke from the fires, attendance dropped to around 97,800. However, the carnival's popularity did not change. The rodeo was down in attendance this year, too, but it was a hugely successful carnival.

We are deeply grateful to our sponsors for their continued support of the Larimer County Fair each year. Your generous contributions mean the world to us, especially after the challenges many have faced since 2020, including event cancellations and closures due to the pandemic. Your unwavering commitment to our fair and the 4-H program demonstrates your dedication to the Larimer County community. On behalf of the Fair Board, Fair staff, and County Commissioners, we extend our heartfelt thanks for your invaluable support.

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THE LARIMER COUNTY FAIR IS A FREE AND NON-TICKETED EVENT!

**WE ADHERE TO THE
MISSION STATEMENT OF THE
LARIMER COUNTY FAIR & PRCA RODEO:**

**PROVIDING A UNIQUE, QUALITY EXPERIENCE TO PEOPLE OF
ALL ABILITIES**

**HONORING THE DIVERSE HERITAGE OF THE NORTHERN
FRONT RANGE WHILE HONORING THE WESTERN WAY OF LIFE**

**PROMOTING A SENSE OF COMMUNITY ROOTED IN
EDUCATION AND ENTERTAINMENT**

CONDUCTING A SAFE AND ACCESSIBLE ENVIRONMENT

**PROVIDING A SHOWCASE FOR 4-H AND
RESIDENTS OF NORTHERN COLORADO**

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ACCOMPLISHMENTS OF THE 2024 ANNUAL FAIR INCLUDE:

- The 4-H Youth and Community Arena had its first year in operation, hosting the Dairy Cattle and Dairy goats; everyone loved their new space.
- Attendance numbers were around 97,800 plus people attending the Fair and PRCA Rodeo.
- The Jr Livestock Sale is hitting over one million dollars in sales for the first time.
- We are still seeing growth in our Open Class exhibits displayed in the South Hall. Thank you to many new superintendents and volunteers from the community who helped with this division's success.
- Our wonderful volunteers generously donate their time and effort, providing the invaluable manpower that makes our fair such a success.
- Carnival Americana for always being such a great partner, providing 25 rides, and being our main sponsor for Sensory Day.
- Sensory Day increased to a vast 650 guests!
- We owe a great debt of gratitude to the Larimer County Posse this year for their extensive work with animal evacuations and making it possible to host the Fair this year. Once again, our Larimer County Sheriff's team did an outstanding job ensuring everyone's safety. Their dedication to the fair is unmatched, with long hours and hard work. They managed to keep traffic flowing smoothly, and we were thrilled to have drone support this year, which proved to be highly effective.
- We launched our first-ever Larimer County Fair and Rodeo app.

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SENSORY DAY & THE FAIR APP

Sensory Day: This year, our numbers rose from 124 guests at our very first event in 2021 to huge numbers in 2024; we had a massive turnout with 650 attendees and over 30 volunteers, making this event very special for our unique community!

Family testimonies:

- “The sensory day makes such an impact! Just seeing all the families there having fun and getting to do a normal thing, that maybe they wouldn’t was so cool to see!”
- “THANK YOU SO MUCH FOR TODAY!!!! My daughter had so much fun!”
- “The kids had an amazing time at the fair. Thank you so much for doing that year after year we look forward to it!”

The Fair App

In 2024, The Ranch launched its first Fair app, providing a comprehensive guide to events, carnival attractions, entertainment, food options, and major highlights. The app featured interactive maps and allowed users to create personalized schedules. It went live just before the Fair parade, which coincided with a giveaway of four carnival passes and four rodeo tickets.

The app attracted 1,765 users, who collectively logged 6,881 sessions and viewed 82,266 screens. The most popular content was the Caine Stars page, with 480 views, followed by the Food section, which garnered 236 views. The Jr. Livestock Sale was the most frequently added event to users’ personal schedules, selected 48 times.

Additionally, the app proved valuable for issuing alerts about building closures and potential weather issues. The most critical feature was the ability to send push notifications for lost children and other emergencies, enhancing safety and communication during the Fair.

ENTERTAINMENT & ATTRACTIONS

CARNIVAL AMERICANA

GLOBE OF DEATH

NEUTRON NINJA

EVERBLOCKS

WILD MAN PHIL

BOUNCE HOUSES

CANINE STARS

CAMS AG ACADEMY

CVMBBS

CSU STEAM ENERGY INSTITUTE

SALIDA CIRCUS

PONY RIDE & PETTING ZOO

DRONE RACING

MOBILE EARTH + SPACE OBSERVATORY

WORLD'S STRONGEST KID

LONGHORN, INDOOR & OUTDOOR ARENA

CRYSTAL LYONS

DOG HERDING

DRAFT HORSE SHOW

JR RODEO

MOUNTED SHOOTING

VAULTING

MAIN STAGE BANDS & ACTS

JAN IRON SINGERS & DANCERS

SCHOOL OF ROCK

90'S TILL DAWN

COLORADO KEYS

OUTLAW MARIACHI

TOP SHELF

TRIP WIRE

COPPER MOUNTAIN

WAIDO EXPERIENCE

BOURBON BRASS BAND

SOUL SCHOOL

TRAVIS WILLIAMS AND KENTUCKY STRAIGHT

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COMMITTEES, PROGRAMS AND PARTNERS

THE LIVESTOCK SALE COMMITTEE

Our 2024 Jr Livestock sale saw 266 animals sold, generating 1,094,300.45 million dollars for 4-H members.

THE RODEO COMMITTEE

Again, we had good turnouts for our rodeo performances.

Sunday – 3,047

Monday – 3,192

Tuesday – 2,331

THE PARADE COMMITTEE

We had 69 Float entries for 2024, up from 2023, which saw 41 entries. We recorded through Placer AI that 3,300 guests visited the parade.

THE PANCAKE BREAKFAST COMMITTEE

The Pancake breakfast is always a huge event for the Fair, with large numbers again for 2024.

THE VOLUNTEER COMMITTEE - RANCH HANDS

A huge thank you to all that came out and volunteered for the Fair the Parade Ranch hands are always working hard at the Fair and looking out for volunteers for both the parade and Fair.

[SIGN UP FOR 2025](#)

2024 4-H YOUTH LIVESTOCK

	EXHIBITORS	ANIMALS
BEEF	63	104
DAIRY CATTLE	19	21
DAIRY GOATS	21	43
HORSES	50	66
POULTRY	37	185
RABBITS	15	36
SHEEP	55	126
SWINE	105	211
TOTAL	431	917

OPEN CLASS

289 EXHIBITORS & 980 ENTRIES

BAKED PRODUCTS

CANNED & DRIED PRODUCTS

CREATIVE CRAFTS

FINE ARTS

HORTICULTURE

MACHINE WORK

QUILTING

PHOTOGRAPHY

NEEDLEWORK

SPINNING & WEAVING

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4-H EXHIBITS GENERAL PROJECTS

BEEKEEPING CATS CERAMICS COMPUTERS
DOGS ENTOMOLOGY ELECTRICITY GARDENING
HORSELESS HORSE GLOBAL CITIZENSHIP LEADERSHIP
LEATHERCRAFT METAL WORKING OUTDOOR ADVENTURES
PHOTOGRAPHY ROBOTICS ROCKETRY SCRAPBOOKING
SELF-DETERMINED SHOOTING SPORTS SMALL ENGINES
VETERINARY SCIENCE VISUAL ARTS WILDLIFE
WOODWORKING 4-H FILM MAKING SPORTS FISHING
CAKE DECORATING CLOTHING CONSTRUCTION

673 EXHIBITORS AND 717 PROJECTS

4-H EXHIBITS, FAMILY CONSUMER SCIENCE PROJECTS

CAKE DECORATING CLOTHING CLOVERBUDS
DAIRY BAR FOOD PRESERVING FOODS & NUTRITION
FASHION REVUE HERITAGE ARTS HOME DESIGN & DÉCOR

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FAIR VENDORS

We had an increase in indoor and outdoor vendors for 2024, with 54 vendors—20 outdoors and 34 indoors. We had over 20 food trucks that were local to Colorado and Larimer County.

ATTENDANCE FOR 2024

As we are a free fair, we have no way to count every single ticket officially, so we put in place just one measure this year:

1. TRAFFIC VEHICLE COUNTERS

Traffic vehicle counters were not used in 2024.

2. CELL PHONE CAPTURE

We use Placer AI, which captures cell phone activity in an area at a set date and time. We did this for the 2024 fair and recorded 97,800 phones visiting and re-visiting the Fair.

Weekend	Total Attendance	Estimated Total Attendance	Estimated Total Attendance
Aug 2-3	100,000	100,000	100,000
Aug 9-10	100,000	100,000	100,000
Aug 16-17	100,000	100,000	100,000
Aug 23-24	100,000	100,000	100,000
Aug 30-31	100,000	100,000	100,000
Total	500,000	500,000	500,000



CARNIVAL ATTENDANCE



203,192 CARNIVAL ATTENDANCE TICKETS

THE TOTAL NUMBER OF TICKETS WE CAME CLOSE TO OUR RECORD IN 2023 WITH 2024, SEEING A TOTAL OF 203,192 TICKETS AND WRISTBANDS TOTAL.

FRIDAY SATURDAY SUNDAY MONDAY TUESDAY

DAY	FIVE-DAY PASS	ONE-DAY PASS	SINGLE TICKET
FRIDAY	118	1,374	26,910
SATURDAY	41	2,923	49,205
SUNDAY	12	2,836	40,538
MONDAY		1,993	35,589
TUESDAY		2,162	38,772
TOTAL	171	11,288	191,014

CARNIVAL ONLINE & GROUP SALES

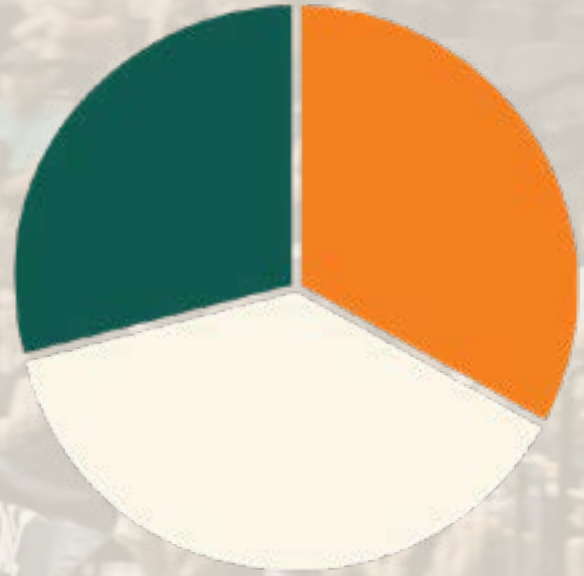
GROUP SALES FIVE-DAY PASS	134
GROUP SALES ONE-DAY PASS	585
TOTAL	719

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PRCA RODEO

This is held in the Blue Arena on Sunday, Monday, and Tuesday nights of the fair. We had great turnouts even though our numbers did drop a bit in 2024.



■ SUNDAY ■ MONDAY ■ TUESDAY

DAILY RODEO ATTENDANCE

SUNDAY - 3,047

MONDAY - 3,192

TUESDAY - 2,331

FAIR & PRCA RODEO SPONSORS



Your Touchstone Energy® Cooperative



DRIVEN BY COMMUNITY



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FAIR BOARD MEMBERS

- VERA BROWN
- JAY CROUSE
- MELINDA DEAL
- DARRYL ENGLISH
- STEPHANIE FANCHER-ENGLISH
- JOHN FOLEY
- LOGAN LENZ
- DANA LUTHER
- KRISTINE MILLER
- STEPHANIE MORRISON
- DEBORAH SHERMAN
- BECCA WALTER
- MICHELLE WILCOX
- PAT YOUNG