

2024 Annual Report



THE RANCH
Proudly owned by Larimer County



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Introduction

Note from the Director

Reflecting on 2024, I'm filled with gratitude for the incredible journey we've shared at The Ranch Events Complex. This past year was marked by significant growth, meaningful partnerships, and a renewed commitment to our core mission: serving the Larimer County community through exceptional events, stewardship, and innovation.

We faced our share of challenges—but with determination and collaboration, we continued to move forward. From record-breaking attendance at our signature events to strategic investments in infrastructure and sustainability, every milestone reflects the dedication of our staff, volunteers, stakeholders, and supporters. The resilience and creativity of our team never cease to impress me, and I'm proud of the culture we're building—one grounded in integrity, inclusivity, and service.

This annual report captures more than facts and figures. It tells the story of a place where tradition meets transformation, community comes together, and every experience matters. Whether it's a youth fair, a regional concert, or a national championship, The Ranch is where memories are made—and our future is just as inspiring as our past.

Thank you for your continued trust, partnership, and enthusiasm. I invite you to explore the pages ahead and celebrate with us all that we've achieved—and all that lies ahead.

With appreciation,

Conor McGrath

Mission Statement

To provide entertainment and facilities to the citizens of Larimer County and the surrounding areas through a variety of events and shows at The Ranch.



Larimer County Leadership

Commissioner Kefalas, District 1
Commissioner Stephens, District 2
Commissioner Shaddock-McNally, District 3
Lorenda Volker, County Manager
Laurie Kadrich, Assistant County Manager
Lesli Ellis, Community Planning, Infrastructure, and Resource Director

Campus Management | The Ranch Events Complex

Conor McGrath, Managing Director
Louise Romero, General Manager of the Venue
Chris Brodzinski, General Manager of Operations
Scott Weber, Facilities Manager
Stacie Hougard, Accounting Manager
Lieutenant Brad Harkin, Larimer County Sheriff's Department

Blue Arena Management | Oak View Group

Thomas Carrier, General Manager
Ian Bixler, Assistant General Manager and Director of Events
Emily Meister, General Manager of OVG Hospitality
Dana Drake, Director of Corporate Partnerships
Abby Marr, Director of Marketing
Jason Jarecki, Director of Operations
Brian Burak, Director of Finance



Master Plan Progress

Welcome to the Future of The Ranch Events Complex

Building on the strong foundation of our 2019 Master Plan, we are thrilled to unveil bold amendments that will propel The Ranch into a new era of entertainment, community engagement, and economic vitality. These visionary updates embody our commitment to innovation and sustainability, promising enhanced experiences for residents and visitors alike.

With five transformative initiatives—spanning the Great Lawn expansion, amphitheater and event plaza, a premier convention center and hotel, a cutting-edge youth hockey facility, and extensive upgrades to Blue Arena—this comprehensive plan positions The Ranch as a regional and national leader in events and hospitality. These projects are not just about physical growth but also about creating meaningful opportunities that enrich lives and contribute to Larimer County's thriving future.

Land Expansion: In December 2024, Larimer County acquired over 70 acres directly north of The Ranch. This expansion aims to increase event capacity, foster community engagement, and support innovative programming.

Key Initiatives:



Great Lawn Expansion

The Great Lawn will become a centerpiece of outdoor events, with three phases scheduled for completion by July 2027. This includes relocating utilities and roadways, leveling 14 acres of new event space, and integrating advanced technology. The crowning feature will be a 10,000-capacity outdoor amphitheater, expanding the Great Lawn to 20 acres and opening the door to larger, more diverse events.



Wayfinding, Monument Signs, and Event Plaza

Visitors will enjoy streamlined navigation through improved wayfinding signage and a reimaged Event Plaza spanning 130,000 sq ft. The redesign also includes strategic ADA parking relocation creating a more accessible and inviting space for all.



New Convention Center and Conference Hotel

The Ranch's new 100,000+ sq ft convention center will meet growing market demand and drive significant economic impact. A 150-300-room conference hotel will complement the venue in partnership with a hotel operator, generating \$5-7 million annually in sales, property, and lodging taxes. This initiative will establish Larimer County as a premier destination for conventions and hospitality.



Arena and Youth Hockey Facility

Phase 2 renovations to the Pedersen Toyota Center will convert it into a premier three-rink facility for youth hockey, complete with locker rooms, a lobby, weight rooms, and a café. This state-of-the-art training space will further Larimer County's dedication to youth sports and community development.



Blue Arena Improvements

Enhancing the Blue Arena experience is a cornerstone of the Master Plan, with extensive renovations planned for all arena levels. The upgrades include a Premium Entry Plaza, Premium Lounge Terrace, and Upper Terrace, offering upscale amenities and easing congestion. This 15,000 sq ft addition is just one element of a larger vision to elevate the arena's appeal, enhance the fan experience, and generate additional sponsorship opportunities.

Collaborative Efforts on a Recreational Sports Complex

The Ranch team also explored the development of a recreational sports complex with a natatorium. Rather than duplicating efforts, we are partnering with Municipalities to support a unified vision for public recreation facilities in Larimer County, ensuring efficient resource use and broad community benefits.

Looking Ahead



Phase 2 of the Master Plan is on track for completion by 2030, with the Arena and Youth Hockey Facility as the final milestone.

Each initiative is designed to spark economic growth and deliver enriching, community-centered experiences, securing a bright and thriving future for Larimer County.

Join us in imagining the possibilities and celebrating the exciting transformation of The Ranch Events Complex!

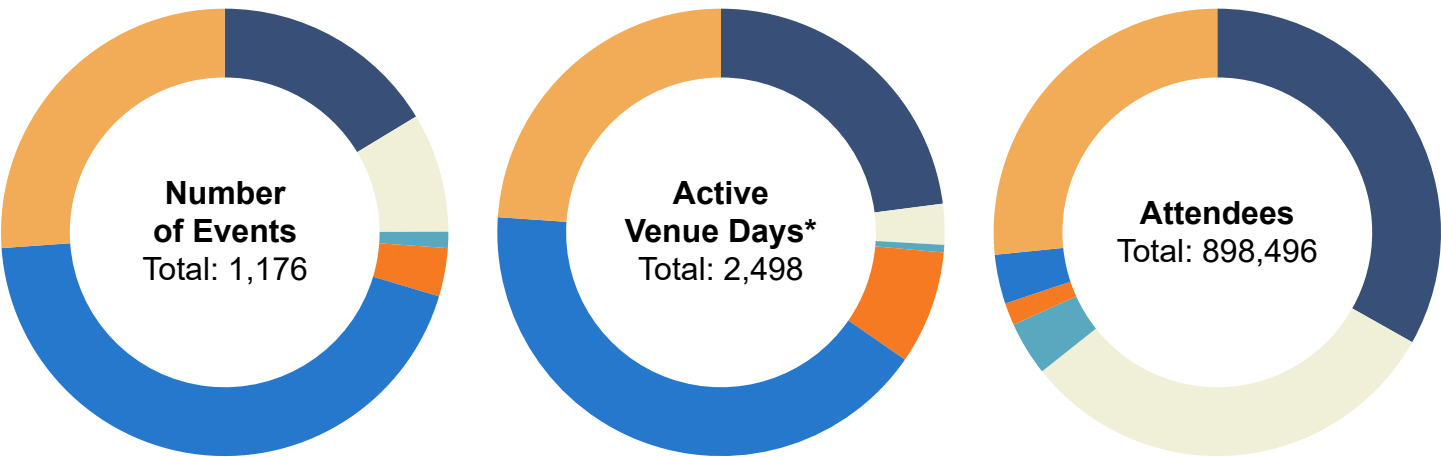


A Year of Impactful Events

This past year at The Ranch Events Complex has been extraordinary. From hosting unforgettable events to fostering connections that bring our community closer together, we're proud to be a hub of excitement, inspiration, and shared experiences for Larimer County.

Whether it was the roar of the crowd at a live performance, the camaraderie of a community gathering, or the simple joy of families coming together, The Ranch continues to be a place where memories are made. Each event, big or small, is a testament to the energy and enthusiasm of our guests, and we're honored to be part of these special moments.

Thank you for joining us on this incredible journey. Your support fuels our passion for innovating, growing, and bringing even more extraordinary opportunities to our community. Here's to another year of laughter, joy, and the magic that makes The Ranch a place like no other!

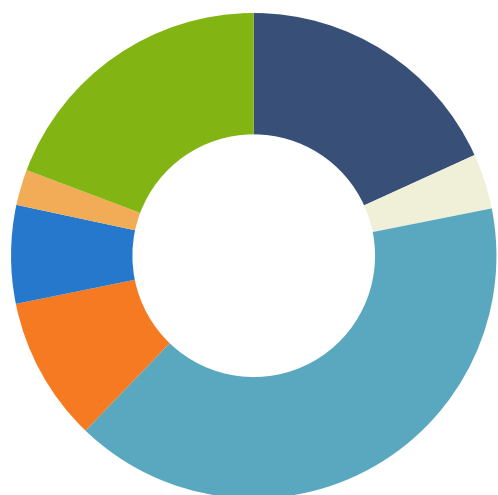


| Event Category | Number of Events | Active Venue Days* | Attendees |
|---------------------------------|------------------|--------------------|-----------|
| Fairs, Trade Shows & Expos | 182 | 546 | 298,000 |
| Live Sporting Events | 142 | 173 | 280,000 |
| Live Music & Entertainment | 29 | 29 | 35,000 |
| Equestrian and Livestock Events | 39 | 195 | 14,596 |
| 4-H Extension | 493 | 986 | 31,900 |
| Meetings, Trainings and Other | 291 | 569 | 239,000 |
| TOTAL | 1,176 | 2,498 | 898,496 |

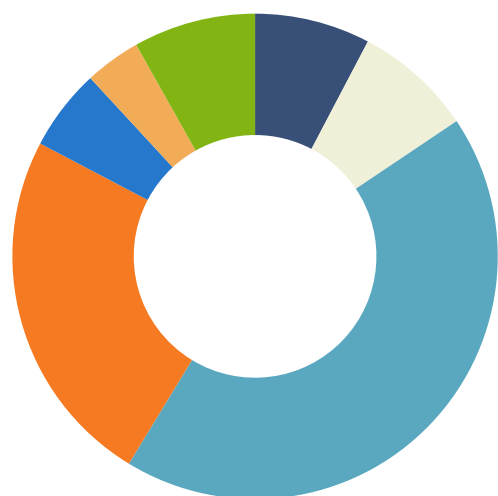
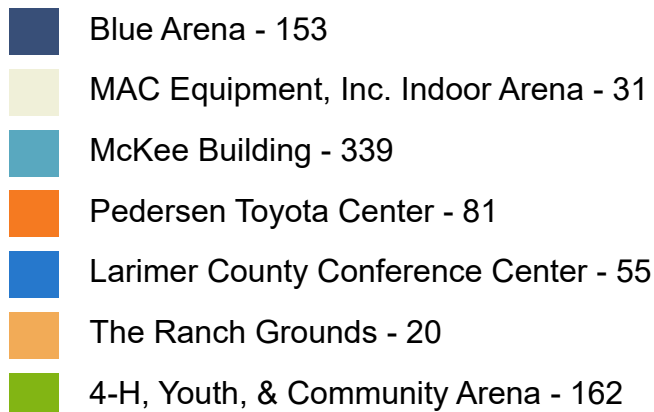
**Some events span multiple days and some facilities are used multiple times a year*

Flexible Venues

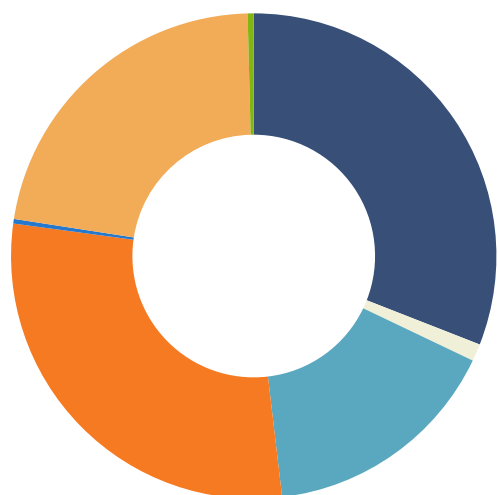
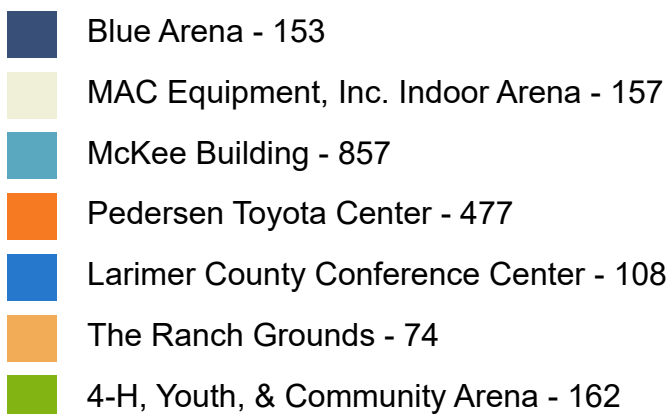
Create An Active Campus



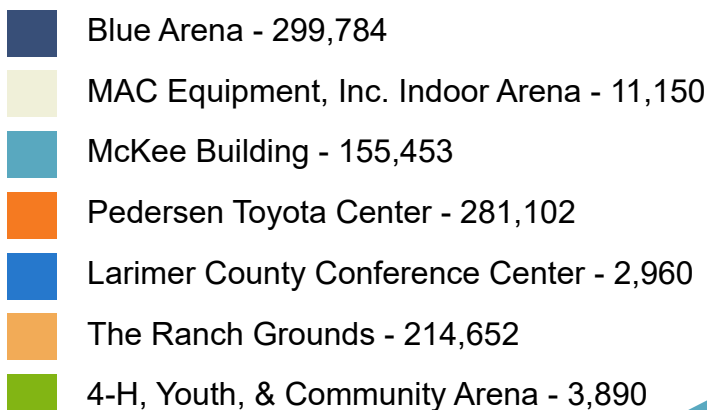
Number of Unique Events Held at The Ranch



Number of Times Each Event Space Was Booked*



Total Attendees



**Some events span multiple days and some facilities are used multiple times a year*

Event Highlights



Blue FCU Arena

Key Facility Partner: Blue Federal Credit Union

Event Highlights

Nate Bargatze

Total Attendance: 6,448

MAC Equipment, Inc. Indoor Arena

Key Facility Partner: MAC Equipment

Event Highlights

PRCA RAM Mountain States Circuit Finals

Total Attendance: 3,200



McKee Building

Key Facility Partner: Thomas McKee

Event Highlights

Slammin' Famine

Total Attendance: 350 Volunteers

Pedersen Toyota Center

Key Facility Partner: Pedersen Toyota

Event Highlights

Society of American Foresters Convention

Total Attendance: 1,800





Larimer County Conference Center

Key Facility Partner: Larimer County

The Ranch Grounds

Event Highlights

Overland Expo Mountain West
Total Attendance: 10,800



The Larimer County Fair and PRCA Rodeo

Key Facility Partner: Poudre Valley REA and Pedersen Toyota

Event Highlights

Larimer County Fair & PRCA Rodeo
Total Attendance: 97,000
[View the 2024 Larimer County Fair Report](#)



4-H, Youth, and Community Arena

Key Facility Partner: 4-H Extension Office - CSU
Opened April 2024



Economic Impact



Campus Improvements

In collaboration with our public safety partners, the Ranch Events Complex remains committed to enhancing public safety for all attendees. In 2024, we began remodeling our Command Center in the Blue Arena to integrate new technology and improve Unified Command processes.

We also tested using the south service road as an exit route, significantly reducing post-event parking lot clearance times. This change has been made permanent by coordinating with Loveland, Windsor, and Larimer County Traffic Engineers. Additionally, we have strengthened pedestrian safety by acquiring Meridian Archer 1200 barriers to mitigate vehicle intrusion risks. We continue to explore innovative solutions to ensure a safe environment for all event attendees.



Additional Successes:

MAC Equipment, Inc. Indoor Arena LED Board

- Installed 26x19 ft. HD LED Board
- Increased sponsor visibility
- Enabled high-quality video feeds for major events

Audio System Upgrades

- Improved sound with new amplifiers and processing
- Simplified control and interconnectivity
- Upgraded portable sound for events

Classroom Projection Systems

- Added projection in all six classrooms
- One-click screen access for event organizers

MAC Equipment, Inc. Indoor Arena Storage

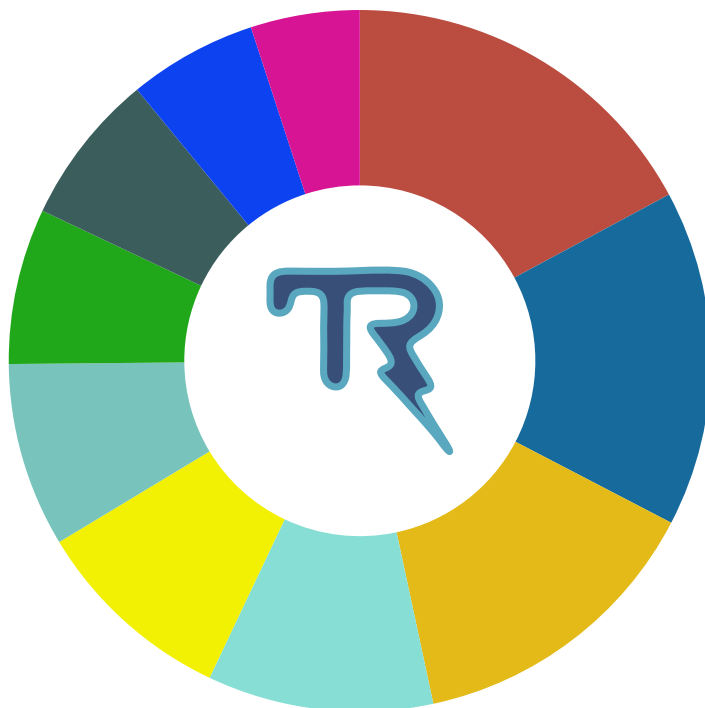
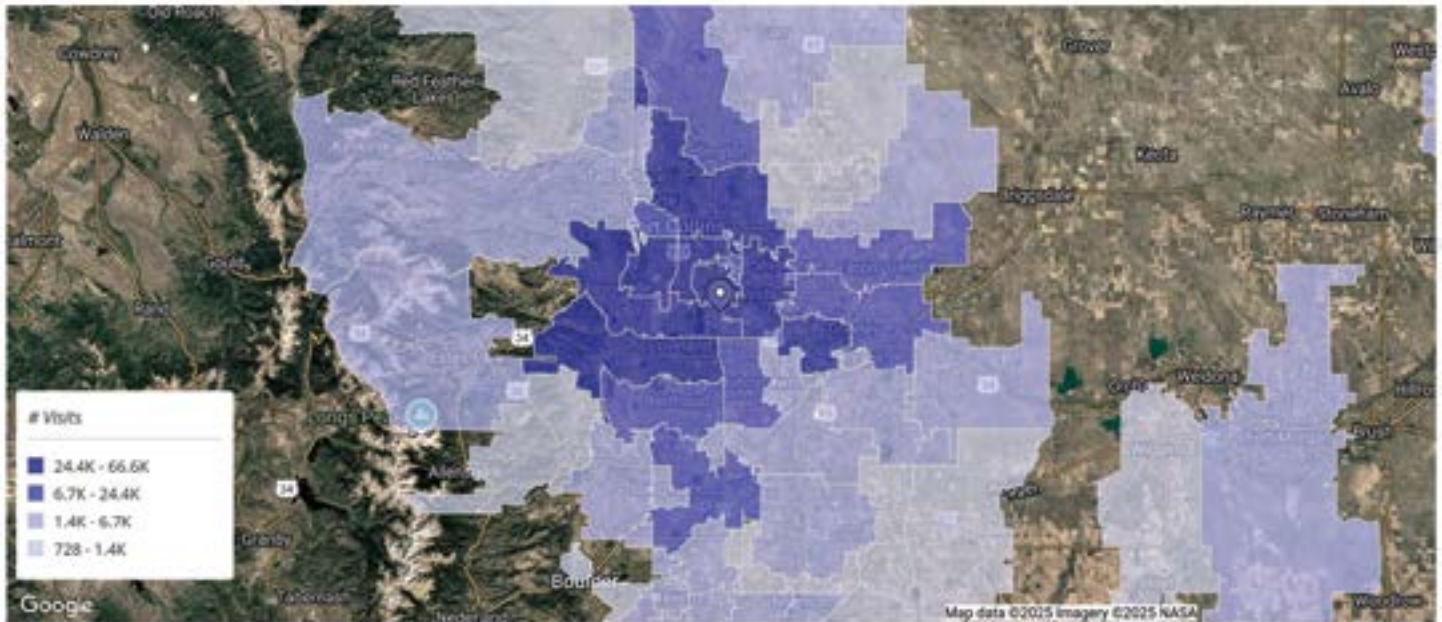
- Secure back-of-house storage for shaving and panels



An Audience that reflects Larimer County



Visitors by Origin (Jan. 1 – Dec. 31, 2024)



Zipcode/City - Visits (% of Total)

| |
|----------------------------------|
| 80550 Windsor, 66.6K (9%) |
| 80538 Loveland, 60.2K (8.1%) |
| 80537 Loveland, 54.4K (7.3%) |
| 80525 Fort Collins, 40.4K (5.5%) |
| 80634 Greeley, 36.2K (4.9%) |
| 80526 Fort Collins, 33K (4.5%) |
| 80528 Fort Collins, 27.9K (3.8%) |
| 80524 Fort Collins, 27.3K (3.1%) |
| 80534 Johnstown, 23K (3.1%) |
| 80631 Greeley, 19.5K (2.6%) |

Impactful Community Connections

The Ranch Events Complex is privileged to strengthen our community bonds each year by hosting the **High Plains Honor Flight** departure and return events. These events honor our veterans by providing them with an all-expenses-paid journey to Washington, D.C., to visit the memorials dedicated to their service and sacrifices.

On April 28, 2024, the High Plains Honor Flight included an “Escort of Heroes” from The Ranch Events Complex to the Northern Colorado Regional Airport. This procession traveled through portions of Loveland and Windsor, with numerous first responder agencies positioning personnel and apparatus along the route. It culminated in an aerial ladder flag display at the airport.

“We are deeply honored to play a role in recognizing and celebrating our veterans, reaffirming our commitment to community connection and gratitude.” Diana Warberg, VP and Treasurer, High Plains Honor Flight



Slammin' Famine is the Northern Colorado Mobile-Pack event that supports Feed My Starving Children, a hunger relief nonprofit organization. On February 14th and 15th, in The Ranch's Thomas McKee Building, Slammin' Famine celebrated its 10-year anniversary with its 13th packing event. In the 10 years that Slammin Famine has been at The Ranch, over 22,000 volunteers from various schools, churches, workplaces, and community groups have packed over 6 million meals and donated over \$1 million to feed nearly 17,000 children for an entire year.



2025 and Beyond

The Ranch Events Complex is Northern Colorado's premier destination for events and entertainment, hosting a diverse array of activities, including trade shows, sporting events, concerts, festivals, and hockey games. As the region's largest event center for business-to-business gatherings, The Ranch serves as a hub for conferences, meetings, and corporate celebrations. More than just a venue, it is a vital community gathering space and a key economic driver, enriching the cultural and entertainment landscape of Larimer County and Northern Colorado.

In 2024, The Ranch Master Plan reached a significant milestone by completing Phase 1 improvements. These enhancements included upgraded infrastructure, expanded equine facilities, and the grand opening of the 4-H, Youth, and Community Arena in April. Looking ahead, Phase 2 will kick off with the initial construction of the new Event Lawn, further elevating the venue's offerings.

As The Ranch continues to evolve alongside the growing needs of Larimer County, it remains deeply committed to supporting 4-H programs, community initiatives, and the region's expanding demand for meeting, educational, and sporting opportunities. By fostering local events and delivering world-class entertainment, The Ranch enhances the quality of life for residents and visitors—ensuring its place as a cornerstone of the community for future generations.

This Annual Report is a testament to The Ranch Events Complex's unwavering commitment to fostering economic growth, community engagement, and memorable experiences. We look forward to another year of innovation and success in 2025!



Upcoming Events



Scan QR Code to visit [The Ranch Website](#)



Scan QR Code on the left to sign up for the [Master Plan Newsletter](#)

Scan QR Code on the right to view the [2024 Larimer County Fair Report](#)



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