

2015

THE RANCH

ANNUAL REPORT



Northern Colorado's State-of-the-Art Multi-Purpose Entertainment & Event Complex

Livestock Events — Festivals — Concerts — Conferences — Tradeshows — Meetings



© Bob Sprouse Photography / 2015

Photo: Bob Sprouse 2015, Bob Sprouse Photography

To the Citizens of Larimer County,

Once again I get the opportunity to say thank you to all of the patrons, promoters, and staff for their dedication to The Ranch. 2015 marked another stellar year of events with the inaugural year of the Rockin' Western Rendezvous, the return of the USA Pro Cycling Challenge start location for Stage 6 of this international bike race, and hundreds of other events. The Colorado Eagles hockey team was able to unveil a \$2.4 million video display system in the Budweiser Events Center to the best hockey fans in the country. This investment was made possible by a partnership between The Ranch, Spectra Venue Management and the Colorado Eagles, fulfilling a major vision of Larimer County in "Creating Partnerships".

2015 marked a year of looking forward. Since our opening in 2003 we have been focusing on the here and now, but with the improved economy in Northern Colorado we now need to survey the landscape and begin the process to plan and create the next steps for The Ranch. As such, we have embarked on a year-long master plan that will gather high-volume users, promoters, guests, the board of county commissioners, and other stakeholders, who, along with our staff, will create the vision for our long-term future. If you are interested in participating in this plan, please reach out to me at the email provided at the bottom of this letter.

We hope the following pages give you some further insight as to how The Ranch operates. We consider ourselves very fortunate to serve the citizens of Larimer County and are thankful for the trust they put in us when they approved the tax that made this wonderful facility a reality. Please do not hesitate in reaching out to me if you have any further questions at BHerrfeldt@Larimer.org or 970-619-3771.

Regards,

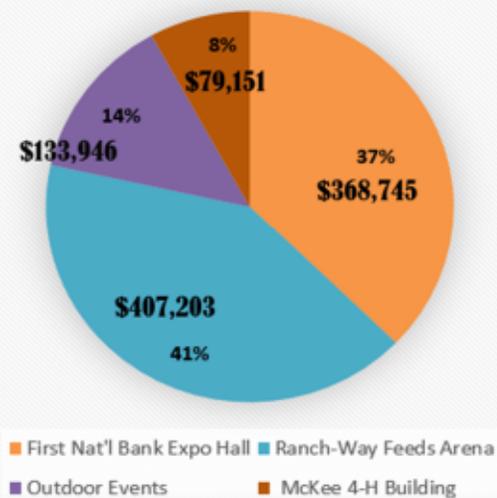
Bob Herrfeldt, Director
The Ranch



REVENUE BY BUILDING

In 2015, The Ranch grossed over \$990,000 of revenue from facility & ancillary rentals (pipe and drape, audio/visual equipment, tables, chairs, stalls, etc.), concessions, and catering. Below is a breakdown of gross revenue generated by building or event space on The Ranch Campus (excluding the Budweiser Events Center.)

2015 Revenue by Building



DID YOU KNOW

2394 Events were held at The Ranch Events Complex in 2015!

The "Regional Livestock Groups/Assoc." generates the majority of gross revenue in Ranch-Way Feeds Arena & Pavilions

830 tons of manure are hauled away from The Ranch-Way Feeds Livestock Pavilions each year at The Ranch

BUDWEISER EVENT CENTER



In 2015, *The Budweiser Event Center* hosted 182 events:

Harlem Globe Trotters had the highest attendance in 2015 with 4,833 seats sold

The Budweiser Event Center can seat 7,200 people

In 2015, there were 42 Eagles Games!

It takes 72 hours to set the ice for an Eagles Game



DID YOU KNOW ?

Out of the 182 events held in the Budweiser Events Center, 24 were self or co-promoted events. Self promoted events are shows or concerts The Ranch and the Budweiser Events Center book and manage all on our own.

Co-promoted events are shows The Ranch and Budweiser Events Center partner with a local entity to sell, manage and promote.



In 2015, 100 vendors participated in the Fair. One of the highest grossing years in over a decade.

In 2015, the PRCA Rodeo grossed \$106,078 in revenue over three nights.



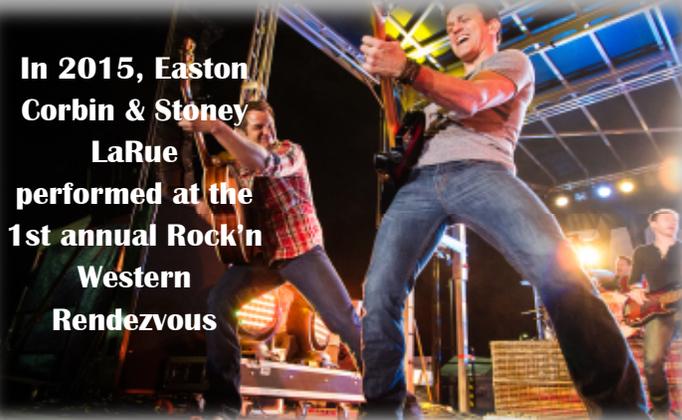
In 2015 there were 6,572 registrations for 4-H extension.

ROCK'N WESTERN RENDEZVOUS



In 2015, The Rock'n Western Rendezvous brought 10,000 people over the course of two days!

19% of those attendees were out of state and 13 different states were represented.



In 2015, Easton Corbin & Stoney LaRue performed at the 1st annual Rock'n Western Rendezvous.

Come join us for the 2nd annual Rock'n Western Rendezvous June 4-5th, 2016!!!

Administrative Offices

5280 Arena Circle, Suite 100
Loveland, CO 80538

Phone (970) 619-4000
Fax (970) 619-4001

Office Hours

8:00 a.m. - 4:30 p.m.
Monday - Friday

The Ranch Departments

Spectra Food Services

5290 Arena Circle / Loveland, CO 80538
970-619-4055

Budweiser Events Center

Spectra by Comcast Spectacor

5290 Arena Circle / Loveland, CO 80538
970-619-4100

Larimer County Fair & Rodeo

5280 Arena Circle / Loveland, CO 80538
970-619-4000



ENGINEERING
NATURAL RESOURCES
ROAD AND BRIDGE
SOLID WASTE
THE RANCH

