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MEETING DATE: October 28, 2025

STAFF PERSON

RESPONSIBLE: Zach Burns, Fairgrounds Manager

DESCRIPTION: Fairgrounds Business Model Adjustment

SUMMARY: Douglas County Fairgrounds: Repositioning for Growth and Community

Impact

The Douglas County Fairgrounds is embarking on a bold repositioning effort to ensure the venue attracts larger, high-impact events while continuing to serve the community. The current first-come, first-served booking system limits availability for multi-day, high-value events that deliver significant economic benefit. To remain competitive, the Fairgrounds must adopt a structured, transparent approach that prioritizes events based on impact, balances economic returns with community access, aligns rental rates with market norms, and elevates its reputation as a premier regional facility.

Transition to an Application-Based Booking Model

A scoring-based application process will guide event scheduling:

- Event Classifications
 - Mega Events: up to 24-month booking window
 - o Large Events: up to 12-month booking window
 - Small Events: up to 6-month booking window
- Evaluation Factors
 - o Estimated attendance
 - Event duration
 - Number of facilities used
 - o Positive event history at the venue

This framework ensures peak dates are reserved for events that bring the greatest value to Douglas County.

Rental Rates and Surcharges

- Facility rental rates will increase by approximately 50%, bringing them
 closer to comparable Front Range venues while maintaining
 competitiveness.
- Non-profit discount reduced from $50\% \rightarrow 35\%$ (peer average).
- Eliminate the use of an adjusted Rate for events subject to surcharges.
- Security deposits standardized at \$500-\$1,000.

Updated Rate Schedule

Venue Space Current Rental Fee Updated Rental Fee

Event Center \$2,000 \$3,000 Indoor Arena \$1,000 \$1,500

Outdoor Arena \$650 \$1,000

Kirk Hall \$400 \$600

Multi-Purpose Barn North \$200 \$300 Multi-Purpose Barn South \$200 \$300

Pavilion \$100 \$200

Large Animal Barn \$500 \$750

Midway / Heritage Plaza \$300 \$200

Event Center Conference Room \$40/hour \$60/hour

Venue Surcharges

* Surcharges adjusted to simplify and align with industry standards

Surcharge Current Surcharge Updated Surcharge

Ticketing Larger of \$1 or 5% 10% Participant Larger of \$1 or 10% 10%

Vendor Booth Surcharge Larger of \$15 or 10% 10%

RECOMMENDED

ACTION: Approval of the Fairgrounds Business Model Adjustment.

REVIEW:

Tim Hallmark	Approve	10/13/2025
Jeff Garcia	Approve	10/17/2025
Christie Guthrie	Approve	10/20/2025
Doug DeBord	Approve	10/21/2025