



Aug. 26-Sept. 5, 2022



**Colorado
State Fair**

150 years of fun!



BROADEST ENDS STATEMENT OF THE STATE FAIR AUTHORITY

The Mission of the Colorado State Fair Authority:

A celebration of Colorado's vibrant and diverse industries, with emphasis on agriculture and with outcomes optimizing use of available resources

- 1.1 Coloradans participate in a premier annual celebration of Colorado's diverse cultures, communities and traditions.
(Highest Priority)
 - A. **People enjoy a wholesome, informative family entertainment event.**
 - B. **People have knowledge of agriculture and Colorado's industries**
 - i. **Priority: Agriculture and Colorado Proud food products**
 - ii. **There is growth in representation of Colorado industries at the Fair**
 - C. **People engage and connect with other cultures and groups in Colorado**
 - i. **Priority: Youth Engagement**
 - a) **Preferred platform for 4-H/FFA to showcase achievements**
 - D. **There is celebration of individuals' interests and achievements**



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1.2 Colorado's Agricultural Industry is Showcased and Celebrated

A. (Long-term Priority) Colorado has a year-round/permanent agriculture education exhibit.

1.3 The Pueblo and Southern Colorado communities have a "Gathering Place."

A. There is growth in year-round targeted utilization of venues for public and private events.

B. There is an array of different activities/attractions for the enjoyment and education of the Southern Colorado public.



MARKET ASSESSMENT

Improvements to the Fairgrounds and the addition of larger, flexible facilities will enable the CSF to expand and create new market segments, including improving the Fair experience and attracting more festivals and outdoor expos in non-fair times.

Market Segment	Market Demand Potential
State Fair	High
Festivals/Outdoor Expos	High
Expo/Exhibit/Meeting Events	Moderate
Horse Shows/Competitions	Moderate
Livestock/Small Animal/Agricultural	Moderate to Low
Rodeo/Bull Riding	Low
Sports/Entertainment	Low





MASTER PLAN MAJOR MOVES

A. Relocate Carnival/Midway

B. Create new Livestock Facility

**C. Invest in the public realm -
Main Street Corridor & CO
Food Plaza, Create New
Community Gathering
Indoor/Outdoor Space**

**D. Relocate Rodeo and
re-zone area**

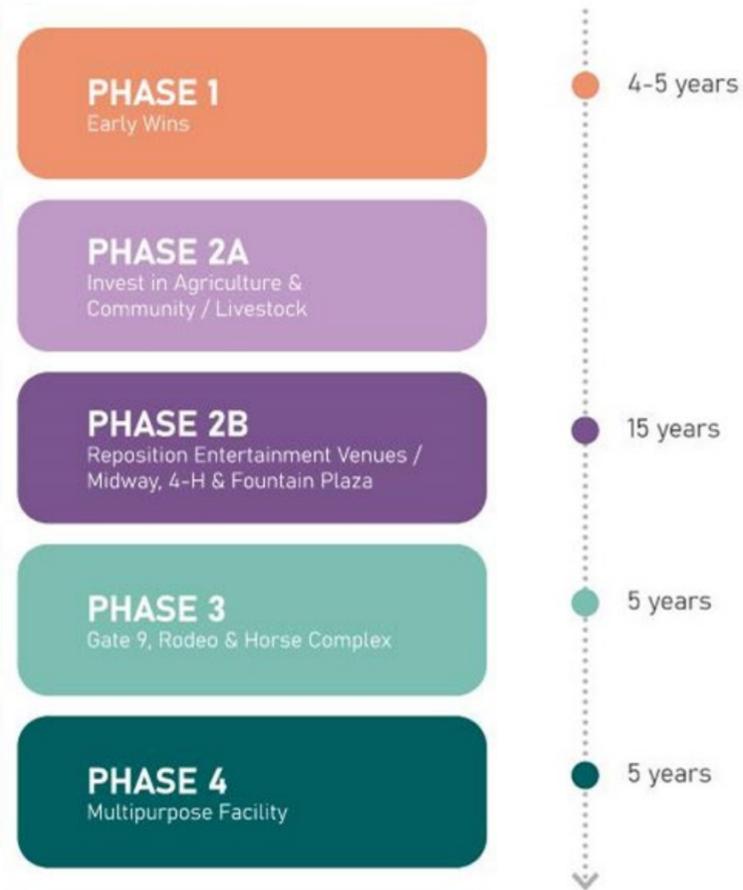
**E. Construct new Multipurpose
Facility**





IMPLEMENTATION STRATEGY

4 phases over 30+ years including “early wins,” a reduction in the backlog of facility deficiencies, engagement with the community, and investment in agriculture.





GATE 5 PROJECT - phase 1 (Prairie Avenue Entrance)





GATE 5 PROJECT – phase 2 (Prairie Avenue Entrance)





CURRENT PLAZA AND BARNES





NEW PLAZE AND BARN







2021 ECONOMIC IMPACT STUDY

2021 Colorado State Fair Visitor and Exhibitor Survey Highlights

Exhibitor Satisfaction



76%

of Exhibitors are Repeat, Having Exhibited at the Fair In Past 5 Years



77%

of Exhibitors are "Likely" or "Very Likely" to Recommend the CSF to Fellow Exhibitors



85%

of Exhibitors are Planning to Return in 2022

Visitation Characteristics and Visitor Satisfaction



72% are from 3 Counties

Pueblo (44%)
El Paso (20%)
Denver (8%)

8 out of 10

Visitors are Day-Trippers and Nearly **75%** of Overnight Visitors Spend 2 or More Nights

2/3 are Female and

1/3 Male

85% are Between the Ages of 25 and 64



81%

Of Visitors are Repeat Visitors With Nearly Half (49%) Having Visited for More Than 10 Years

91%

Of Visitors are Likely to Recommend the CSF to Friends and Family

35% Gained New Knowledge Related to Agriculture by Attending the Fair



2021 ECONOMIC IMPACT STUDY

Estimated Economic and Fiscal Impact Generated from Both Fair and Non-Fair Events in 2021

	FAIR	NON-FAIR	COMBINED
 Output	Total direct spending of \$30.3M at the County level. Total output (direct and indirect/induced spending) of \$43.7M at the County level.	Total direct spending of \$8.4M at the County level. Total output (direct and indirect/induced spending) of \$11.8M at the County level.	Total direct spending of \$38.8M at the County level. Total output (direct and indirect/induced spending) of \$55.5M at the County level.
 Jobs	506 full & part-time jobs supported within the County.	106 full & part-time jobs supported within the County.	612 full & part-time jobs supported within the County.
 Earnings	Total earnings of \$14.9M at the County level.	Total earnings of \$4.3M at the County level.	Total earnings of \$19.2M at the County level.



2021 ECONOMIC IMPACT STUDY



Estimated Tax Revenues Generated from Both Fair and Non-Fair Operations in 2021

▶ City of Pueblo	\$1,536,000
▶ Pueblo County	\$344,000
▶ State of Colorado	\$2,491,000
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Grand Total:	\$4,371,000



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Questions/Comments