

Study Session  
Agenda  
1-28-13





**REQUEST FOR STUDY SESSION WITH  
BOARD OF COUNTY COMMISSIONERS**

DATE: January 23, 2013

NAME: Melanie Snodell

AGENCY/DEPARTMENT: Parks

TOPIC: 2013 and 2014 Fair Discussion

TO BE ATTENDED BY: Melanie Snodell, Rick Anderson, Mary Willis, Thad Groud, Erin Van Peer, Julia Hurdlebrink, Chris Uhing

SUMMARY OF ISSUE: Provide a summary of the 2012 Fair. Discuss plans for the 2013 and 2014 Fairs.

TIME NEEDED: 1 Hour

ACTION REQUESTED:

DATE REQUESTED:  
1ST CHOICE: January 28, 2013  
2ND CHOICE:

TIME PRIORITY:  
URGENT:  
WITHIN ONE WEEK:  
WITHIN TWO WEEKS:  
OTHER:

If study session is scheduled, all requestors must provide seven sets that include the staff summary plus supporting documentation. **PAPERWORK IS DUE BY NOON THE PREVIOUS WEDNESDAY FOR THE FOLLOWING MONDAY SESSION AND NOON THE PREVIOUS THURSDAY FOR THE FOLLOWING WEDNESDAY SESSION.**



## STAFF SUMMARY

DEPARTMENT/NAME/PHONE:Melanie Snodell through Rick Anderson/Parks/303.637.8027

SUBJECT: Adams County Fair

### BACKGROUND:

Provide a summary to the 2012 Adams County Fair as well plans for the 2013 and 2014 Adams County Fair. Power point presentation attached.

### COST & SOURCE OF FUNDING:

2013 Approved Budget

### INTERESTED AND/OR INVOLVED PARTIES (individuals, contractors, government agencies, etc.):

Parks, Finance, County Attorneys, IT, Sheriff's Office, Purchasing

### STATUTORY REQUIREMENTS, IF ANY:

N/A

### AGENCIES, DEPARTMENTS, OFFICE COORDINATED WITH:

N/A

**REQUIRED/RECOMMENDED ACTION (Brief statement of what you think BOCC has to do or what you are recommending/asking them do):** The recommendation of parks is to move forward planning and executing the 2013 Fair. In addition it is the recommendation of parks to present and receive feedback from the Fair Superintendants regarding the layout changes presented and move forward with implementing those changes in 2014 per final budget approval.



*2013 Adams County Fair Queen,  
Alex Nelms*

# Adams County Fair

Presentation to Board of County Commissioners  
January 28, 2013

# 2012 Review

- ▶ Attendance was estimated at 68,000 people over the 5 day event. Attendance slightly increased over 2011.
- ▶ Revenues totaled \$376,398.52 which was \$17,298.52 higher than the approved 2012 budget. Expenses totaled \$452,962.30 which was \$28,221.00 lower than the approved 2012 budget.
- ▶ The total cost of the fair was approximately \$153,502.72 which includes
  - \$76,563.78 for fair expenses
  - \$42,677.09 for Sheriff's expenses
  - \$7,461.85 for public works expenses
  - \$26,800.00 for labor and equipment
- ▶ Sponsorship - Total sponsors 31 - Cash total \$47,000.00; In-Kind total \$254,127.00
- ▶ Marketing/Advertising - Total campaign \$68,300.00 with an additional added value of \$183,900- partners included 9 News, Comcast Cable, Radio Disney, KS 107.5 and KYGO. Print media included Metro North Newspapers and The 1-70 Scout.
- ▶ Volunteers - Total of 183 volunteers working 3,800 hours.
- ▶ Exhibitors - 4H and open class totaled 516 exhibitors with a total of 4,174 total entries
- ▶ Commercial – 75 total exhibitors - total revenue of \$21,737.50
- ▶ Jr. Livestock sale totaled 127 animals – total sale dollars \$179,244.00
- ▶ Food Vendors 19+ including carnival – total revenue of \$24,815.
- ▶ Crabtree Amusements again increased revenues for a total of \$79,177.45.
- ▶ 2012 challenges included the cost of security services, parking lot layouts and freedom of speech issues.

# 2013 Overview

- ▶ Mission Statement - The mission of the Adams County Fair is to provide a quality event for our guests and to enhance educational opportunities with emphasis on youth and agriculture while uniting urban and rural communities in a time honored celebration.
- ▶ Dates are July 31<sup>st</sup>-August 4<sup>th</sup>. What method would you like to receive important dates and events for the Fair?
- ▶ Hours – Wednesday 5:00 p.m. -12:00 a.m.; Thursday 10:00 a.m. – 11:00 p.m.; Friday 10:00 a.m. – 12:30 a.m.; Saturday 10:00 a.m. – 12:30 a.m.; Sunday 10:00 a.m. – 12:00 a.m. – \*Carnival closing times
- ▶ Budgeted revenues - \$353,700.00
- ▶ Budgeted expenses - \$ 492,107.00; budgeted cost of the fair to include security and other expenses totals \$215,000.00 however our goal and projected amount is within the 2012 total of \$150,000.00.
- ▶ Attendance – our goal is to increase attendance by 3% which would estimate attendance at 70,000 people.
- ▶ Website – With the assistance of IT we have selected Ntelligent Systems, Inc. to redesign the Fair’s website. The new website will be a custom designed site that will feature many new aspects and modules including videos, photos, email opt ins, social media tie-ins, and eventually mobile app capabilities. The project began on January 24<sup>th</sup> and is scheduled to be completed in April.
- ▶ Royalty – Alex Nelms will be the 2013 Fair Queen; The Lady in Waiting contest will be held on March 9, 2013. To date we have 10 interested contestants.

# 2013 Marketing and Media Plan

## ▶ Traditional

- Print – Currently we are negotiating with Metro North Newspapers. Ads will also be purchased in other local print publications including the 1-70 Scout.
- Radio – We have renewed our partnership with KS 107.5; we are still in negotiations with KYGO, the Wolf and Radio Disney.
- TV – We have renewed both our partnerships with 9News and Comcast. We are focusing much of our campaign online on both of their highly rated websites. The DVR penetration in our market is high so the focus of our commercial buy will be during am/pm newscasts. In addition 9News is partnering with us for a canned food drive on Friday, August 2<sup>nd</sup> during Kids Day.
- Entravision Communications has been our Hispanic radio and TV partner for 6 years. We look to continue that partnership in 2013.

## ▶ Social

- Social media will be a focal point for the Fair in all media and marketing in 2013. All proposals from all media partners had to include an aspect of social media. In addition the fair will focus on growing our number of likes, followers and pinners in 2013.
- Facebook – The fair has been using this application since 2009. Currently the fair has 1,712 “likes”. Our goal is to reach 2,500 by the 2013 event.
- Twitter – The fair started using this application in late 2012. Currently the fair has 28 followers. Our goal is to increase this in 2013.
- Pinterest – the fair has just started using this application.

## ▶ Events

- Our goal is to attend at least one event per month starting in March to promote the Fair. Events to date include St. Patrick's Day Parade; Thorntonfest; Commerce City Memorial Day Parade; Rooftop Rodeo; Brighton Culturefest.



# 2013 Sponsorship/Grants

- ▶ In 2012 our sponsorship renewal rate was 95% from 2011. We are projecting a renewal rate of 98% for 2013 with the only projected non returning sponsor being ACS, Inc.
  - 2012 Sponsors – 9News, A Witness to Life Photography, ACS, Inc., American Eagle Distributing, American Pride Co-Op, Brighton Fire Rescue Dist., Blaster Bouncer, Colorado Equipment Company, Colorado Golf and Turf, Comcast, Cox Ranch Originals, Dan’s Custom Construction, E470, HICO Dist., Honnen Equipment Company, Johnsons Auto Plaza, KS 107.5, KYGO, Metro North Newspapers, Pepsi, Platte Valley Medical Center, Port Plastics, Radio Disney, Mary Kay, The Bromley Companies/United Water Dist., Transwest Trucks, Tri-State Fireworks, United Power, Univision, Valley Bank and Trust, American Ag Credit.
- ▶ The fair has a goal of signing at least 5 new sponsors to the 2013 event. We are completely changing our strategy in appealing to and attracting new sponsors. With the increase of social media, ever changing marketing strategies and a focus on ROI, we can no longer rely on the “cookie cutter” sponsorship package. Our new strategy will center around building custom packages for each individual sponsor that meets their goals and objectives. We will negotiate on an individual basis giving different sponsors different amenities using the assets available to us through the fair and Regional Park facilities.
- ▶ With the assistance of Finance the fair is currently exploring possible grant opportunities. We are attending a workshop in February with the SCFD to learn more about their processes and any grants that might be available to us.

# 2013 Entertainment

- ▶ Grandstand event lineup
  - Wednesday, July 31<sup>st</sup> - 4H Horse Show
  - Thursday, August 1<sup>st</sup> - Rodeo
  - Friday, August 2<sup>nd</sup> – Truck Pull
  - Saturday, August 3<sup>rd</sup> – Demolition Derby
  - Sunday, August 4<sup>th</sup> – Fiesta Day Rodeo and Concert
- ▶ Other entertainment
  - United Water District Entertainment Stage
  - Agri-Land; Safety Land; Family Fun Land (New for 2013)
  - Crabtree Amusements
  - Hog and Dog Races (New for 2013)
  - Hamster Balls in Water
  - Classic Car Show
  - Antique Tractor Display
  - Fireworks
- ▶ Special days
  - Employee Night at the Fair – Wednesday July 31<sup>st</sup>
  - Baby Boomers and Beyond Breakfast – August 1<sup>st</sup>
  - Kids Day – Friday, August 2<sup>nd</sup> – Will feature a \$1.00 off the unlimited ride band with non-perishable food item.
  - Family Day – Saturday, August 3<sup>rd</sup>
  - Fiesta Day – Sunday, August 4<sup>th</sup>

# 2013 What's New!!

- ▶ We are proposing a grandstand ticket price increase for 2013. Adult tickets will increase from \$13.00 to \$15.00; Kids tickets will increase from \$8.00 to \$10.00. In addition, we would like to offer a special promotion from February 14<sup>th</sup> until May 31<sup>st</sup> attendees can purchase their tickets at 2012 prices; new prices will go into effect June 1<sup>st</sup>. Pit pass tickets will increase from \$15.00 to \$20.00 and no promotion will be offered.
- ▶ Parking plan – parking lots will now be assigned a lot number and passes will be distributed according to the lot numbers and not type of pass. For instance the lot by the Dome will be lot A and anyone that needs access to that lot will be assigned a pass for lot A.
- ▶ Credit Cards – The Regional Park has been approved by SIPA for credit cards. The project is scheduled to begin within 3-4 months. Credit cards should be implemented for both the Regional Park and Fair by summer.
- ▶ Freedom of Speech Area Policy – The fair has developed a policy regarding freedom of speech. Currently we are working with the County Attorney's to implement the policy as part of our vendor program.
- ▶ Non-profit and political booth area – We have changed the layout in the Exhibit Hall in preparation for 2014. This has given us the ability to create a new area that will be designated for non-profits and political parties. The rates will be slightly reduced. In addition we are proposing a slight increase in our commercial vendor booth fees for 2013.
- ▶ Carnival layout – As per the request of the Fair Advisory Board, the carnival will move their trucks, RVs and bunk houses from the east side of the parking lot to the west side. In addition the Carnival will move to the Northwest in order to create an area for our on-grounds attractions.
- ▶ Security services – The fair has requested a meeting with the Sheriff's Office to discuss the 2013 event.

# 2014 – A Look Ahead

- ▶ We are proposing a major layout change to the 4H exhibits and shows in 2014. This change involves shifting the beef show, small animals and consumer science exhibits into different buildings. The large livestock show tent will be eliminated and all of the livestock shows and sale would be held in either the Indoor Arena or barn. The aspects of this plan include:
  - A 2014 capital replacement project of the livestock stalls in Barn 2 with pipe stalls.
    - Project is estimated to cost \$55,000.00.
    - This project aligns with the Regional Park Master Plan and increases the use of barn 2 both during the fair and throughout the year.
    - A complete plan detailing the potential revenue recovery and long term use will be provided during the 2014 budget submission process.
  - Reducing expenses of the Fair by approximately \$6,000.00 (plus) by eliminating the livestock quadrangle tent moving all the shows and sale into the Indoor Arena.
  - Increase in revenues for the Fair from adding approximately 40 commercial booths. These revenues are estimated at approximately \$11,000.00.
  - Additional revenues for the Regional Park Facility through the rental of the AI Lesser immediately following the fair and the revenue potential from Barn 2 to be determined.
  - Reduction in parks staff overtime and inefficient use of labor and equipment estimated at approximately \$8,000.00.
  - Addresses the issue of the overcrowding of animals in the AI Lesser and the underutilization of the Indoor Arena.
- ▶ This plan affects every aspect of the 4H program at the Fair. While there will be some challenges we are confident in moving forward with the implementation of this plan in 2014. We have presented these changes to and garnered the support of the CSU Agents and Fair Advisory Board. We are scheduled to present these proposed changes to the Fair Superintendents on January 31<sup>st</sup>. In addition we are scheduling a series of open forums in March, April, September, October and November to further discuss these proposed changes and the 110<sup>th</sup> Celebration.

# 2014 – A Celebration of 110 Years

- ▶ The fair will celebrate 110 years in 2014.
- ▶ We are already working on plans for our anniversary celebration. Those plans include
  - Historical display detailing newspaper articles and photos of the fair.
  - A celebration at the Rodeo (an original event) incorporating past fair board members and former queens.
  - A Yesteryear Day – a day dedicated to featuring some of the events throughout the 110 years of the fair, examples of these would include tomato fights, farmers market, eating contests and traditional family competitions.
  - Special promotions throughout the fair
  - Increased entertainment focusing on the past, present and future
  - A fair dance in the Waymire Facility. This was a tradition for many years at the Fair.
  - Special fireworks show
  - Commemorative fair gear
- ▶ Input from past queens, fair board members, the current Fair Advisory Board and members of the community will be accepted throughout the year at open forums the fair will host.
- ▶ A comprehensive plan including expenses and revenues for the 110<sup>th</sup> Celebration will be completed and presented prior to this years event and budget submission process.



**REQUEST FOR STUDY SESSION WITH  
BOARD OF COUNTY COMMISSIONERS**

DATE: January 23, 2013  
NAME: Kristin Sullivan  
AGENCY/DEPARTMENT: Planning and Development  
TOPIC: Conditional Use Permits  
TO BE ATTENDED BY: Abel Montoya, Planning Director *AM*  
Kristin Sullivan, Planning Manager *KS*

SUMMARY OF ISSUE: At the request of the BOCC, Staff will provide an overview of the Conditional Use Permit process, including examples of previously approved CUPs.

TIME NEEDED: 1 hour

ACTION REQUESTED: Discussion

DATE REQUESTED:

1ST CHOICE: January 28, 2013

2ND CHOICE:

TIME PRIORITY:

URGENT: X

WITHIN ONE WEEK:

WITHIN TWO WEEKS:

OTHER:

If study session is scheduled, all requestors must provide seven sets that include the staff summary plus supporting documentation. **PAPERWORK IS DUE BY NOON THE PREVIOUS WEDNESDAY FOR THE FOLLOWING MONDAY SESSION AND NOON THE PREVIOUS THURSDAY FOR THE FOLLOWING WEDNESDAY SESSION.**



## STAFF SUMMARY

DEPARTMENT/NAME/PHONE: Planning and Development Department / Kristin Sullivan / 720-523-6857

SUBJECT: Overview of the Conditional Use Permit Process

BACKGROUND: At the request of the BOCC, staff will provide a presentation of the Conditional Use Permit process. A summary of this presentation is provided below:

### Definition

A CONDITIONAL USE PERMIT (CUP) allows the county to consider certain uses which may be essential or desirable to the community, but which are not allowed as a matter of right within a zoning district, through a public hearing process. A conditional use permit can provide flexibility within the zoning regulations. Another traditional purpose of the conditional use permit is to enable the county to control aspects of certain uses that could have detrimental effects if they are not specifically addressed. A CUP application, if approved, is generally subject to a number of conditions of approval. These conditions are drafted by the staff and included in the staff recommendation in order to mitigate any potential negative impacts of the land use. One of the most common conditions of approval is a time limit for the use, which may range depending on the decision of the BOCC. However, common time periods imposed in prior CUPS are five (5) and ten (10) years.

The Adams County Development Standards and Regulations list all uses that are permitted (P), conditional (C), or prohibited (--) in each zone district within the County. A summary chart of these uses is found within Chapter 3 of the regulations.

### Process

Once an application for a CUP is submitted, the entire process takes approximately 70-90 days. Within this time frame are the following steps:

- Staff review of application for completeness
- Referral of the application to surrounding property owners and referral agencies
- Public notice requirements are met, including mailed, posted and published notice
- Coordination of the referral comments and, in some cases, applicants are required to formally address issues or resubmit information to resolve issues
- The Planning staff drafts a staff report, which summarizes all the facts of the application and provides a recommendation of approval, approval with conditions, or denial

- The Planning Commission holds a public hearing and makes a recommendation of approval or denial. If the recommendation is for approval, the PC also recommends conditions of approval.
- The Board of County Commissioners holds a final public hearing and makes a decision of approval or denial. If the application is approved, the BOCC also determines the conditions of approval.
- The conditions of approval are incorporated into the resolution of approval, which is recorded with the Clerk and Recorder.
- These conditions must be met in order for the land use to be in compliance with Adams County regulations.

#### Examples

During the study session, staff will present several examples of Conditional Use Permits that have been approved in the past.

COST & SOURCE OF FUNDING: N/A

TIMING: Ongoing

INTERESTED AND/OR INVOLVED PARTIES (individuals, contractors, government agencies, etc.): Planning & Development Department

STATUTORY REQUIREMENTS, IF ANY: N/A

AGENCIES, DEPARTMENTS, OFFICE COORDINATED WITH: Planning and Development

BOCC OPTIONS: Discussion.

REQUIRED/RECOMMENDED ACTION (Brief statement of what you think BOCC has to do or what you are recommending/asking them do): Discussion.

**(ITEMS FOR PUBLIC HEARING SHALL CONSIST OF 11 SETS THAT INCLUDE THE FOLLOWING, IN THIS ORDER: RESOLUTION WITH MOTION STATEMENT BOXED IN AT BOTTOM OF PAGE OR ATTACHED, STAFF SUMMARY AND AGREEMENT/CONTRACT/DEED/ETC. ONE OF THE SETS SHALL CONTAIN THE ORIGINAL DOCUMENT(S) FOR SIGNATURE BY THE CHAIRMAN. ORIGINAL(S) SHALL HAVE THE SIGNATURE PAGE TAGGED AND BE APPROVED AS TO FORM BY THE COUNTY ATTORNEY. IN ADDITION, EMAIL YOUR RESOLUTION TO KRISTEN HOOD OR LUCY TRUJILLO. PAPERWORK IS DUE BY NOON THE PREVIOUS WEDNESDAY FOR THE FOLLOWING MONDAY HEARING AND NOON THE PREVIOUS THURSDAY FOR THE FOLLOWING WEDNESDAY HEARING).**