



**DOUGLAS COUNTY COMMISSIONERS  
ADMINISTRATIVE MEETING AGENDA  
Tuesday, October 7, 2025 – 1:00 p.m.  
(In Office)**

**A G E N D A**

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- I. Fairgrounds Business Model Adjustment**
- II. Lot Line Adjustment**
- III. Boards and Commissions**

# Agenda Item

**Date:** 10/7/2025  
**To:** Douglas County Board of County Commissioners  
**Through:** Douglas J. DeBord, County Manager  
**From:** Zach Burns, Fairgrounds Manager  
Tim Hallmark, Director, Facilities, Fleet and Emergency Support Services  
**Subject:** Fairgrounds, Business Model Adjustment

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## 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
  - **Large Events:** up to 12-month booking window
  - **Small Events:** up to 6-month booking window
- **Evaluation Factors**
  - Estimated attendance
  - Event duration
  - Number of facilities used
  - Positive event history at the venue
- **Tie-Breakers**
  1. Higher attendance
  2. Longer duration

3. More facilities used
4. Consecutive years of successful events

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.

- Example: Event Center (\$2,000 → \$3,000; regional average: \$4,504).
- Non-profit discount reduced from **50% → 35%** (peer average).
- Security deposits standardized at \$500–\$1,000.

Surcharges adjusted to simplify and align with industry standards:

- Ticketing: 10%
- Participant: 10%
- Vendor Booth: 10%
- Catering surcharge eliminated

These changes are expected to add significant new annual revenue.

### **Special Considerations – Clarity Needed**

- 4-H
- County Events

# Agenda Item

**Date:** October 7, 2025 at 1:00 p.m.  
**To:** Douglas County Board of County Commissioners  
**From:** Douglas J. DeBord, County Manager  
**Subject:** Lot Line Adjustment

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Review of proposed lot line adjustment involving County land in the Pinery, Filing 8B Tract B (County-owned) and Lot 52 (privately owned) in proximity to a pedestrian path between the Pinery and Ponderosa High School.