

# FAIR & RODEO

presented by



**Alpine Bank**

Member FDIC

HARVESTING DREAMS AT THE FAIR  
2022 ANNUAL REPORT



[www.garfieldcountyfair.com](http://www.garfieldcountyfair.com)



### HARVESTING DREAMS AT THE FAIR

The 84th annual Garfield County Fair & Rodeo was a successful celebration of our western heritage that recognized the determination needed following the last two years, as portrayed with our theme, "Harvesting Dreams at the Fair." Parade entries and exhibits throughout the fair paid homage with a variety of harvest-themed entrants. Fair time is the time of year when the community comes together with displays of dedication, determination, and passion.

When it comes to these admirable qualities, look no further than the CSU Extension and 4-H/FFA participants, leaders, and families for unparalleled commitment and hard work. Their year-long efforts include planning the livestock shows and auction, along with countless hours throughout fair week. Our Jr. Livestock Auction continues to earn tremendous support from Garfield County businesses and individuals.

We are indebted to our sponsors, who generously donate to the fair every year. We saw a new record for sponsorship in 2022. Emerging from the pandemic and related challenges due to that disruption, we received

incredible support, a true testament of the community commitment and generosity to the county fair. Your Garfield County Fair Board and County Commissioners thank you for your support!

Fairgoers enjoyed the midway and entertainment galore! Four nights of rodeo continue to draw larger crowds in support of our western heritage and culture. Our PRCA Xtreme Bulls and Pro Rodeo saw a historic level of attendance and excellent participation. The Big & Rich concert was enjoyed by more than 2,000 spectators, who enjoyed great weather this year. The demolition derby was sold out to a thrilled audience that enjoyed a full slate of participants competing in the arena. The monster truck show closed out the fair with a full crowd.

Family fun and promoting our western heritage is the goal of our dedicated fair board as it plans the fair every year, a process that has already begun for the 2023 fair. We are grateful to have dozens of dedicated volunteers of all ages who add to the success of the Garfield County Fair & Rodeo.



### GARFIELD COUNTY FAIR & RODEO MISSION STATEMENT

The purpose of the fair board is, in collaboration with Garfield County administration, to ensure the successful promotion, production and execution of the fair each year.

The fair board shall ensure fair programming is of high quality, and that programming improves annually, as needed.

Fair programming:

- Shall embrace all ages, persons, cultures, and entities within Garfield County
- Shall foster a spirit of community values
- Shall promote the western and agricultural heritage and history of Garfield County



### Year over Year Revenue Comparisons

	2022	2021	2019	2018
Sponsorships (Cash)	\$114,350	\$105,700	\$109,950	\$94,200
All Ticketed Events	\$192,450	\$140,751	\$187,503	\$186,353
PRCA/WPRA Rodeos	\$37,245	\$29,423	\$24,075	\$20,623
Headliner Concert	\$86,285	\$51,386	\$143,970	\$132,075
Demolition Derby	\$49,395	\$47,545	\$41,490	\$42,375
Monster Trucks	\$18,630	\$20,349	\$19,845	\$28,060

### Major accomplishments of the 84th annual fair include:

The Board of County Commissioners continued to make improvements to the Garfield County Fairgrounds in 2022. Changes at the fairgrounds included water line repairs and sound system improvements, which were welcomed by attendees. More improvements are being planned for the fairgrounds for future fairs and other events.

Sponsors and fair supporters donated generously to the fair again this year. The fair received \$114,350 in cash compared to \$105,700 in 2021. We received \$58,750 in in-kind donations compared to \$39,500 in 2021. The combined donations of \$173,100 compared to \$145,200 in 2021. After some challenges over the last couple of years, the support we received in 2022 was more than we could have hoped for. We appreciate sponsor contributions, which are instrumental to the growth and success of the Garfield County Fair & Rodeo.

Main event ticket sales were a historic \$192,450 this year, up from \$140,751 in 2021, \$187,503.82 in 2019, and \$186,352.56 in 2018. Concert sales were a bit lower than expected this year, perhaps due to the absence of a carnival, but ticket sales overall were excellent. The VIP experience continues to provide an opportunity for hundreds of guests to enjoy the concert and other ticketed events with all the extras.

Developing the Midway this year was a particularly difficult challenge without a full carnival experience available due to routing challenges and disruptions in that industry from the pandemic. A Great Northern A'Fair Carnival was able to bring in a few rides and activities, which were augmented by bouncy houses and a super trampoline from Infunity Events, as well as a climbing wall from Kids Adventure Games. With a free stage concert and beer garden after every ticketed event, the Midway did see several hundred happy guests each day, but we did not see the kinds of attendance associated with past carnivals. There are plans underway to bring a carnival back to the fair in 2023.

Our PRCA rodeos are two of the top events celebrating our western heritage and culture, drawing the historic crowds this year with more than a thousand spectators for both events. We welcomed Bailey's, our new stock contractor this year, and we continue to have a great working relationship with the Professional Rodeo Cowboys Association. Participants noted the quality of the stock for the rodeos this year.

Several potential food vendors were concerned about the absence of a carnival this year, but we were able to attract just enough food and merchant vendors to meet many of the needs and desires of our fair guests. Our vendors provide a wide variety of food and sundries to our guests to deliver full county fair and western experience.

Open class exhibits in South Hall saw more than 450 entries this year, including a seaworthy boat built by hand! We thank our open class chair, fair board members, and wonderful volunteers for setting up attractive displays for all the entrants to show their exhibits. Aside from challenges with registration, it was a successful year and exhibitors were happy overall.

The Garfield County Fair & Rodeo would not be what it is today without the tremendous volunteers we have working all week long and at every main event. We are blessed with dozens of helpers from the community that come out if full force to help us produce this week-long event. We appreciate them and the time they invest in our fair.

Our fair board members continue to provide golf cart rides for disabled and senior fair patrons into and out of the big events.

## MAIN EVENTS

### Family and Kidz Rodeos

This free rodeo kicks off the opening day with local cowboys and cowgirls competing and showing their skills for a chance to win prize money awarded to top competitors on Tuesday night. Also featured is the Kidz rodeo, kids' mutton bustin' and calf scramble delighting participants and audience alike.

### Kick-off BBQ

The kick-off BBQ kicks off on Tuesday night and celebrates the hard work of 4-H and FFA livestock show participants, families, and leaders. Sponsors and volunteers are also invited to the kick-off BBQ for appreciation of their contributions. The 2022 hall of fame recipients were honored and awarded plaques at the BBQ.

### Midway

Unfortunately, we were unable to route a full carnival, but this year's midway featured several attractions from A Great Northern A'Fair Carnival, Infinity Events, and Kids Adventure Games. Fairgoers enjoyed rides, slides, bouncy houses, a super trampoline, games, and food. Ticketing was per activity this year (no wristband). A free stage concert and beer garden were available after every ticketed event, and our vendors were also open on the Midway and nearby food court. Unsurprisingly, midway attendance was down compared to years featuring a full carnival, which also impacted other aspects of the fair.

### Professional Rodeo Cowboy Association (PRCA) Xtreme Bulls | 927 tickets - \$16,700 sales

The 2022 PRCA Xtreme Bulls rodeo was the 8th annual performance and the first from our new stock contractor, Bailey's. The bull riding saw 33 contestants participating in the event this year. We appreciate the PRCA for the support they have given us and look forward to continuing to build up our event with the tour.

### PRCA/WPRA ProRodeo | 1,151 tickets - \$20,545 sales

Our 8th annual PRCA ProRodeo event, and our first with Bailey's, hosted 24 cowboys and cowgirls this year. There were historic crowds in the audience to cheer on the large number of contestants! Continued support from the PRCA has helped grow this event and bring in more competitors each year.

### Big & Rich concert, with Jennifer Belle | 1,733 tickets - \$86,285 sales

The lovely voice of Jennifer Belle opened the main concert with selections from her album "Heart First." Country superstars Big & Rich thrilled the crowd with their "Peace, Love, and Happy Hour" tour, featuring hits such as "Rollin'," "Comin' to Your City," and "Save a Horse." The duo also made a special tribute to our military and brought three local veterans on stage to celebrate their service.

### Summer of Thunder Car Show

The 2022 Summer of Thunder Car Show was located at Rifle Middle School near the fairgrounds. Our "Best of Show" was a 1969 Chevy Camaro; "Best Truck" was a 1971 Ford Bronco; and "Best Car" was a 1952 Chevy. Participation was excellent, sponsorships were record-breaking, and we look forward to hosting the 2023 car show again at this location as we continue to increase our entries. As always, this is where "American Muscle meets Heavy Metal and Classic Beauty."

### Demolition Derby | 1,813 tickets - \$49,395 sales

The 2022 demo derby was a well-attended event again this year, and we even had to stop ticket sales due to safety concerns from the surging crowd. Entries included more than a dozen vehicles, several of which became crowd favorites during the running. The action-packed show from our new local contractor, Motoworx, lasted more than two hours and thoroughly entertained the crowds in the stands.

### Monster Trucks | 894 tickets - \$18,630 sales

Fairgoers were thrilled by the return of the Monster Truck Insanity Tour from Live A Little Productions, which featured "Geronimo" and more. The event started with a track party allowing fans to meet drivers, and get autographs and photos with the Monster Trucks and racers. The full show lasted nearly two hours and the crowds were thoroughly entertained throughout. Attendance at this event was strong, although not quite to the level of previous years. We look forward to a successful 2023.

## COMMITTEES, PROGRAMS AND PARTNERS

### The Livestock Marketing Committee

The livestock shows and auction were a huge success again in 2022. The backbone of this success comes from the hard work, dedication, and discipline of 4-H and FFA youth, leaders, families, and CSU Extension staff. The Garfield County Junior Livestock Auction is known for its success throughout Colorado. Garfield County is indebted to all who step up to make this event happen.



### Junior livestock sales results

Year	Exhibitors	Entries	Buyers	Sales
2022	129	160	240	\$767,865
2021	133	175	222	\$742,578
2020	113	152	171	\$300,809
2019	146	198	176	\$473,583
2018	149	201	171	\$471,439
2017	126	174	163	\$397,955
2016	167	227	164	\$438,358
2015	138	191	148	\$357,454
2014	155	210	169	\$409,510
2013	157	214	102	\$393,880
2012	165	230	143	\$393,473

### 4-H GENERAL PROJECT ENTRIES

General projects – 158 entries

Dog show – 35 entries

Cake decorating – 8 entries

Creative cooks contest – 1 entry

Fashion revue contest – 6 entries

Rocketry contest – 4 entries

Shooting sports contest – 242 entries

Horse show – 182 entries

Cloverbud – 14 entries

### 2022 4H YOUTH LIVESTOCK

Entries included:

- 48 beef (28 youth)
- 90 poultry (34 youth)
- 42 goat (23 youth)
- 90 swine (59 youth)
- 51 sheep (24 youth)
- 24 rabbits (12 youth)

Total of all livestock entered: 365



## RODEO ROYALTY

### Garfield County Fair & Rodeo Royalty Program

This year we had one member of the royalty team representing Garfield County all over the state, all year long. Royalty are committed to riding practices and improving skills to prepare for next year's fair. Participants are proud to represent the fair, rodeo, and our western traditions. The royalty program teaches leadership skills, teamwork, and instills strong morals and values into the youth, who are our future leaders.

This year's Royalty team was:

#### Isabella Prough – Queen

If you would like to support the Royalty Scholarship Fund, please contact the Fairgrounds Manager at 970-445-0977. Your tax deductible contribution may be used to fund royalty expenses and academic scholarships for the royalty participants. Thank you for your support!





### Open Class Exhibit Program

The open class exhibits continues to be a big draw from the local community. We continue to see growth in the number of exhibitors and entries, with 451 entries (baked goods – 50; crafts – 44; fine arts – 120; floral, floriculture, noxious weeds – 4; food preservation and fermentation – 68; horticulture – 57; needlework – 49; quilting – 19; and special contests – 12. Garfield County Fair & Rodeo pays premiums to many exhibitors that win ribbons each year with exhibits showcased in the South Hall.

### Garfield County Fair Parade coordinated by Colorado River Valley Chamber of Commerce

The Garfield County Fair Parade had 57 entrants this year, including multiple horse entries honoring our western heritage. The streets were packed from 3rd Street to 16th Street on Railroad Avenue in Rifle for over an hour. The 2022 main sponsors were Alpine Bank and Atlantic Aviation. Thanks also to the many generous sponsors, contributors, and volunteers, including A-1 Traffic Control, MicroPlastics, and Mountainman Home Improvements; our Parade Director, Julia Durmaj, and our amazing announcer Larry McCown; The Garfield County Sheriff's Department and Police Departments from Rifle, Silt, New Castle, Glenwood Springs, and Carbondale. The 2022 grand marshal was the Garfield County Health Department, recognizing their hard work. For more than 15 years, your Colorado River Valley Chamber has been proud to host this event in collaboration with the Garfield County Fair & Rodeo.

### Strongest of the Strong Strongman Competition

Garfield County resident Greg Orosz once again ran the Strongest of the Strong Strongman competition. In 2022, the numbers increased to 36 competitors registered, compared to 34 in 2021, 31 in 2019, and 24 in 2018, with the grandstands filled with spectators once again. More than \$4,500 was once again raised for cancer charity Brent's Place and donations keep rolling in! Greg remains committed to growing the number of competitors and the amount of donations in 2023!

### Western Slope Veterans Coalition and Glenwood Springs Elks Lodge

Western Slope Veterans Coalition (WSVC) and the Glenwood Springs Elks Lodge enlisted the help of 45 volunteers to sell beer, wine, seltzers, and water at four locations during the fair for the benefit of veteran's causes. In 2022, gross sales were \$49,494, up from \$41,443 in 2021, but down from \$65,131 in 2019. With assistance from fair sponsors Mountain Beverage, WSVC also provided approximately 1,000 drink tickets for the fair and rodeo VIP Tent. After expenses, net proceeds of \$22,708 went toward the WSVC emergency fund to assist local veterans. The Elks Lodge Veterans Committee retained another \$6,900 of net proceeds for their programs.

### Countywide Partners

A huge thanks to the following agencies: the Rifle, Silt, New Castle, Glenwood Springs, and Carbondale police departments; the Garfield County Sheriff's Office; and Colorado River and Fire Rescue, all of whom helped provide a great sense of security to visitors and staff. We thank our on-site veterinarian, Dr. Amy Daley, for being at the PRCA Rodeos to ensure the safety of the livestock and participants' animals. We are grateful to the hundreds of people who make the fair and rodeo a success each year. We appreciate everyone throughout Garfield County and beyond who volunteered their time and resources in 2022.

## A GREAT NORTHERN A'FAIR CARNIVAL

You can't tell the story of American history without including the traveling shows. They placed such an important role in entertaining the public during those formative years. There are still about 200 carnivals in the United States, although their numbers declined somewhat as a result of the pandemic. At the moment, demand for carnivals nationwide is outpacing the supply from carnival providers.

This year, the Garfield County Fair & Rodeo partnered with A Great Northern A'Fair, which is owned and operated by the Mattfeldt Family, to provide some rides and experiences to help complete our midway. We appreciate their timely contributions and support.

The lack of a full carnival in 2022 topped the list of feedback that we received. Fortunately, plans are underway to bring a full carnival to the fair again in 2023. The date for next year's event has been moved up one week to the last week of July (as in 2021) to accommodate the return of carnival.



## GOALS AND IDEAS FOR THE FUTURE

The fair board is dedicated to building on the accomplishments enjoyed over the last few years with the Garfield County Fair & Rodeo. We always welcome input from sponsors, participants, and partners about our fair on how we can raise the quality of the fair and rodeo.

- Bring a full carnival back to the fair to attract a broad range of attendees from the local community.
- Increase sponsorships and recruit new sponsors and stakeholders across the county.
- Attract and develop volunteers with a structured program that encourages year over year retention.
- Improve wayfinding and directional signage around the fairgrounds during fair.
- Increase participation in open class exhibits with a targeting marketing campaign and a streamlined submission process.
- Continue to improve the VIP experience for our sponsors who continue to support the fair.
- Work with CSU, 4-H, and the Livestock Marketing Committee to strive for "one fair" with continual communication, coordination, and cooperation across all entities.

### GARFIELD COUNTY FAIR BUDGET

2022	Revenue \$328,841.75	Expense \$460,456.46
2021	Revenue \$297,078.74	Expense \$366,814.82
2019	Revenue \$360,323.40	Expense \$487,755.70



## A huge thank you to our 2022 Fair & Rodeo sponsors!

### GRAND CHAMPION PRESENTING SPONSOR **Alpine Bank**

Reserve Grand Champion  
Official Vehicle

Mountain Chevrolet

Reserve Grand Champion  
Sponsors

Bighorn Toyota

Frontier Paving, Inc

Hy-Way Feed & Ranch Supply

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**Gold Buckle Sponsors**

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**Royalty Sponsor**

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Scott Vance Trucking

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Black Bear Liquors

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Elder Trucking

Full Throttle Dance Company

Gina Welker, American Family  
Insurance

Grand Junction Ice

Habitat for Humanity

Holy Cross Cattlemen's Assoc.

Jesse Dalton, State Farm  
Insurance

K&K Lumber

Master Petroleum/Rhinehart Oil

Mountain Beverage/Coors Banquet

Roaring Fork Valley COOP

Professional Diesel & Automotive

Rib City Grill

Rifle Fireside Lanes

Roaring Fork Valley COOP

Terra Energy Partners

Triangle T Arena

**Red Ribbon Sponsors**

Arbaney Cattle Company

Avalanche Excavation LLC

Balcomb & Green

Bookcliff, Mount Sopris and South  
Side Conservation Districts

Brickhouse Pizzeria

Encore Electric

GMCO Corporation

Holy Cross Electric

Postestio Brothers Equipment

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Shelter Insurance, Tyler Davis  
Agency

**White Ribbon Sponsors**

Bray Real Estate

Gran Farnum Printing

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of Western Colorado

PFS Truck Diesel & Automotive  
Repairs

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**Friends of the Fair**

**Level I**

American AG Credit

Black Hills Energy

Costanzo Investments

Dodd Family

Dwyer Greens and Flowers

K5 Construction

Littell Electric Inc.

Peak Surveying Inc.

Potestio Brothers Equipment

SGM

Stewart Custom Builders

**Level II**

Dalby, Wendland & Co., P.C.

Sandy's Office Supply

**Fair Supporters**

Aspen Valley Land Trust

### Thank you to all who make the fair happen!

**County Commissioners**

John Martin

Mike Samson

Tom Jankovsky

**County Manager**

Kevin Batchelder

**Deputy County Manager**

Fred Jarman

**County Fairgrounds & Events Manager**

Chris Floyd

**Fairgrounds & Events  
Administrative Specialist**

Nancy Payne

**2022 Fair & Rodeo Board**

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Duston Harris, Vice President

Leah Bergener, Secretary

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Levy Burris

Kate Lewis

Grant Wright

Oliviya Daugherty

Eileen Sheets

**Royalty Coordinator**

Duston Harris

**Open Class Chair**

Blair Bracken

**CSU Extension Director**

Carla Farrand

~ 2023 fair dates ~  
**July 23 - 30, 2023**

