



CHEYENNE
FRONTIER DAYS™
World's Largest Outdoor Rodeo & Western Celebration

REPORT TO OUR COMMUNITY 2020

SUPPORT THE COMMUNITY BY:

Promoting Western Heritage
Encouraging Economic Success
Providing Educational Opportunities



TABLE OF CONTENTS

3	MESSAGE FROM THE CEO
4	IMPACT TO OUR COMMUNITY
5	2020 SUMMARY OF FINANCES
6	TICKETED EVENTS
7	THE CFD FAMILY
8	SUPPORTING OUR COMMUNITY
14	OUR PARTNERS

MESSAGE FROM THE CEO



TOM HIRSIG

CHEYENNE FRONTIER DAYS™
CHIEF EXECUTIVE OFFICER

To say 2020 was a challenge is certainly an understatement. Our world was hit with a pandemic this generation, and several generations before, had never experienced. Cheyenne Frontier Days™ operated for 123 years without missing a year, who could believe that the 124th edition of Cheyenne Frontier Days™ would not take place?

That was our reality—it was devastating, emotionally and financially not only for us but also our community, our state, and our world. Cancelling Cheyenne Frontier Days™, even in hindsight, was the right thing to do. Though it may take some time, we can recover financially, but we never recover from loss of life. There comes a point, despite having so much pride in our event, that our ego must be put aside in consideration of the health and well-being of everyone involved. This is a decision I hope and pray we will never have to make again.

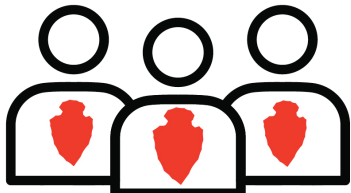
Any great organization must be able to shift gears to help fulfill their mission, especially in dramatically changing times. That is exactly what our organization faced—How do we support our community when the event we do really well can't take place? Not an easy question to answer, especially on the heels of heartbreak over not being able to have “the Daddy,” the event we plan for all year. But, answer, we did. Volunteers and staff came together to utilize Frontier Park and resources to help wherever we could.

Cheyenne Frontier Days™ still faces many challenges with the uncertainty of 2021. We have a facility built by Volunteers and staff with minimal taxpayer dollars. We have all the overhead associated with a facility: maintenance, utility bills, loan payments, staff expenses, etc., without 99 percent of our annual income which occurs in a 10-day period. We are the only major event facility of our size that I know of that is not built and maintained by City, County or State tax dollars. This became a major burden this year. Our financial challenges will be felt long after 2021. Our reserves will be depleted just getting to show in 2021.

We are optimistic for 2021, this will be a year it takes the whole community to get on board to make Cheyenne Frontier Days™ happen. We have challenges but our Organization and our community have a cowboy spirit that will never be defeated. We are looking forward to a great 125th Celebration honoring the legendary Chris LeDoux.

TYPICAL EVENT IMPACT TO OUR COMMUNITY

Cheyenne Frontier Days™ projects typical event impacts to the community in a normal year by conducting Economic Impact studies with *Dean Runyan Associates* of Portland, Oregon. These community impact numbers were reported in the 2018 Study. These studies are normally conducted every 3 years.



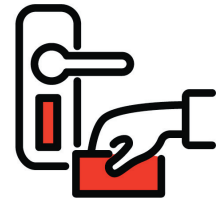
2,500+

CHEYENNE FRONTIER DAYS™
VOLUNTEERS



302

FULL- AND PART-TIME
JOBS CREATED



\$5.1 MILLION

SPENT ON OVERNIGHT
ACCOMMODATIONS



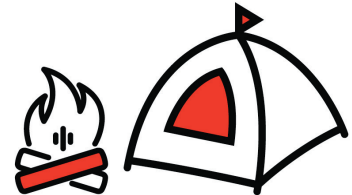
\$27 MILLION

TOTAL ECONOMIC IMPACT
TO LARAMIE COUNTY



\$5 MILLION

IN WAGE & SALARY
DISBURSEMENTS



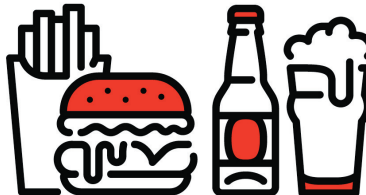
\$7.8 MILLION

SPENT ON RECREATION
& ENTERTAINMENT



\$1.2 MILLION

IN STATE
& LOCAL TAXES



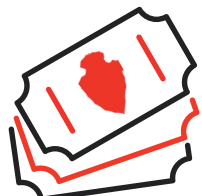
\$5.3 MILLION

SPENT ON FOOD & BEVERAGE
IN RESTAURANTS & BARS



\$8.8 MILLION

SPENT ON RETAIL PURCHASES
INCLUDING FUEL & GROCERY



700+

2019 DONATIONS
OF CFD TICKETS



\$86,513

2019 DONATIONS OF
CASH & MERCHANDISE



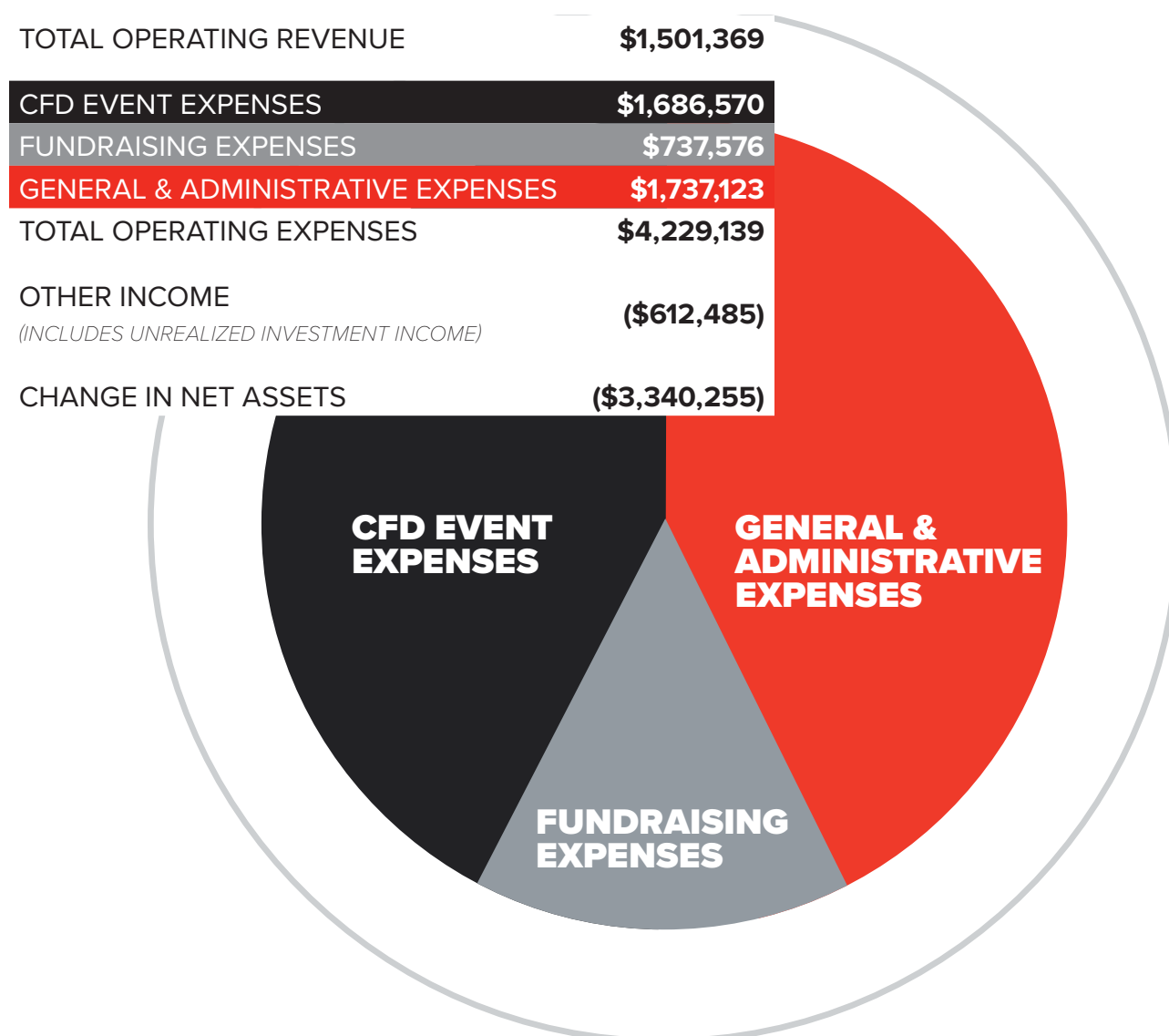
9,500

TICKETS DONATED
TO MILITARY FAMILIES IN 2019

2020 SUMMARY OF FINANCES

Cheyenne Frontier Days™ continues to plan for future expenses of our Celebration and facilities. The Cheyenne Frontier Days™ strategic plan includes ensuring we have reserves available to continue the operations of the Organization regardless of the outcome of any single year.

The infrastructure and maintenance of Frontier Park is fully funded by Cheyenne Frontier Days™. The Organization must continually plan for the future of our Celebration and facilities in the spirit and vision of the Master Land Use Plan.



**Unaudited Summary of Finances. Final audit was not finalized when published.*

TICKETED EVENTS

Cheyenne Frontier Days™ works to maintain an affordable event while featuring the biggest names in musical entertainment and drawing top rodeo cowboys from around the world. We strive to make our event a can't-miss, bucket list event for rodeo fans, country music lovers, Western enthusiasts and fun-seekers.



DADDY OF 'EM ALL. RODEO

97,373

2019 Total Rodeo Attendance

\$24

2019 Average Price for a Rodeo Ticket



FRONTIER NIGHTS. CONCERTS

103,225

2019 Total Concert Attendance

\$76

2019 Average Price for a Concert Ticket



PBR PROFESSIONAL BULL RIDING

17,293

2019 Total Professional Bull Riding Attendance

\$57

2019 Average Price for a Professional Bull Riding Ticket

THE CFD FAMILY

These charitable organizations support the volunteers and mission of Cheyenne Frontier Days™



CFD FOUNDATION

The Cheyenne Frontier Days™ Foundation, Inc., was established to support the charitable and educational aspects and to provide for the financial stability of The Celebration.

2015

Founded as a 501(C)(3)

365 TO 125

Launched a fundraising campaign for the 125th Daddy of 'em All®. Donations will be matched up to \$200,000



OLD WEST MUSEUM

The mission of the Cheyenne Frontier Days™ Old West Museum is to cultivate a rich educational space for the diverse, international community served by, and rooted in, the American western legacy of Cheyenne Frontier Days™.

1978

Founded as a 501(C)(3)

163

Carriages in the total collection

OPEN

Year Round

150,000

Artifacts in the collection



VOLUNTEER CRISIS FUND

The Volunteer Crisis Fund was established for the purpose of providing emergency monetary assistance to the Cheyenne Frontier Days™ family of volunteers when they are faced with emergency situations.

2007

Founded as a 501(C)(3)

\$350,000

Given to 150+ Families in need since inception*

ANNUAL FUNDRAISING

Redneck Horseshoe tournament, silent & live auctions, banquet style dinner with live entertainment



CFD MEMORIAL FOUNDATION

The Cheyenne Frontier Days™ Memorial Foundation provides scholarships for Cheyenne Frontier Days™ volunteers and their dependents to any college of their choice.

1986

Founded as a 501(C)(3)

\$1.22 MILLION

Scholarship money given since inception

1984

Foundation was incorporated

1,400

Scholarships given since inception

**Inception numbers reassessed and corrected in 2020 audit*

SUPPORTING OUR COMMUNITY

SUPPORT THE COMMUNITY BY:

Promoting Western Heritage

Encouraging Economic Success

Providing Educational Opportunities



LOOKING BACK AT HOW THE CHEYENNE FRONTIER DAYS™ VOLUNTEERS & STAFF TURNED THEIR FOCUS TOWARD SUPPORTING THE COMMUNITY DURING THE PANDEMIC



GRADUATIONS

Laramie County School District Number 1 High School Graduation Ceremonies were held at Frontier Park for Triumph, Cheyenne Central, Cheyenne East, and Cheyenne South High Schools so they could comply with social distancing measures.

CFD BLOOD DRIVES

Cheyenne Frontier Days™ hosted blood drives in June and in December to support our community during the critical holiday time frames when the need for blood is high. Blood drives were presented by Vitalant & Blue Federal Credit Union.



SUPPORTING OUR COMMUNITY



CoWN HORSE SHOW

The Colorado-Wyoming-Nebraska Stock Horse Association held the 2020 Ride with Pride Horse Show in the Cheyenne Frontier Days™ Arena in June.



CARRIAGE DISPLAY

In July, the Parades Committee hosted free, public viewings of the Cheyenne Frontier Days™ historic carriage collection in the Exhibition Hall.



COWBOY'S PRAYER

A video was created and shared to honor the cowboys, cowgirls and all the great Cheyenne Frontier Days™ Volunteers who passed on with a memorial and the Cowboy's Prayer.



2020 ELECTION

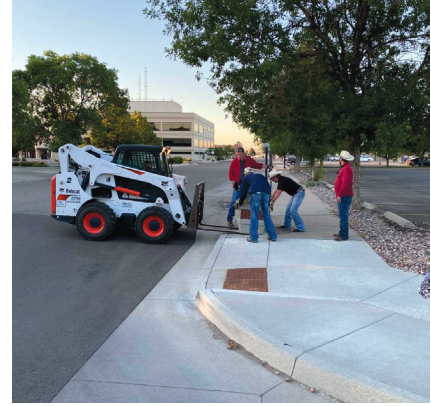
The Cheyenne Frontier Days™ Event Center was a Laramie County Voting Center for the 2020 Primary and General Elections.

SUPPORTING OUR COMMUNITY



FOURTH OF JULY FIREWORKS

The 2020 Cheyenne Fourth of July Fireworks show was designed to maximize aerial displays for visibility from locations all over Cheyenne, so that our residents could celebrate this holiday from their home patios.



PLANTER REMOVAL

The Downtown Development Authority wanted to remove a number of deteriorating planters from downtown. Cheyenne Frontier Days™ volunteers helped with removal through donations of equipment and labor.



PANDO'S PARK

Cheyenne Frontier Days™ assisted the City and adopted Pando's Park. Our dedicated volunteers and staff continued lawn care and maintenance for this location throughout the summer.



SUPPORTING OUR COMMUNITY



BIG DADDY ROPING

The Ranch Sorting National Championships (RSNC) presented “The Big Daddy Summer Spectacular.” This event brought over 2,900 teams to our community from all over the U.S. to compete for cash and prizes resulting in one of the largest team ropings in history!



COMIN' BACK FOR THE RE-RIDE TEES

Cheyenne Frontier Days™ and other Wyoming Rodeo Committees helped to support the Cowboy State with the Re-Ride Tee! Over \$8,500 was donated to the Wyoming Hunger Initiative.



SUPPORTING OUR COMMUNITY



FARMER'S MARKET

The Cheyenne Farmer's Market was able to spread out and adhere to social distancing requirements this summer on Frontier Park. Cheyenne Frontier Days™ hosted this event every Saturday from August 1 – October 3 in B Lot.

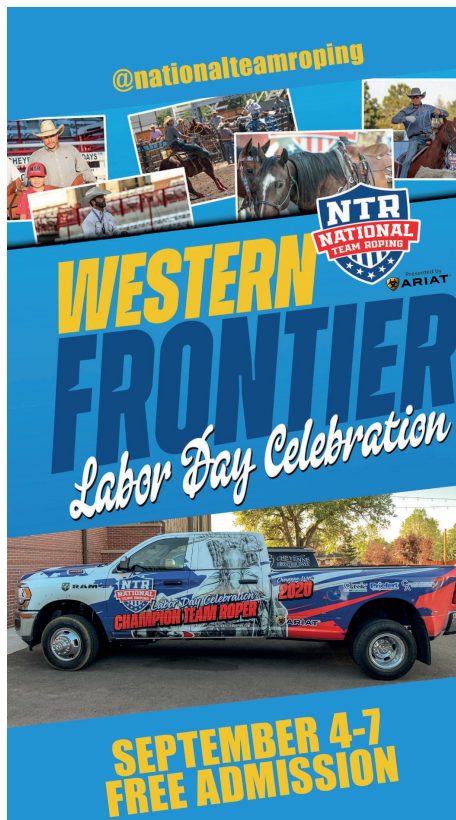


FRONTIER FUN FOOD FESTIVAL

Cheyenne Frontier Days™ had plans to introduce a new food concessionaire during the 2020 event. Fun Biz Concessions, Inc., previewed a sampling of the new food experience on Frontier Park over Labor Day Weekend and introduced our community to what's in store for the future for foodies.



SUPPORTING OUR COMMUNITY



WESTERN FRONTIER

Cheyenne Frontier Days™ hosted The Western Frontier team roping over the Labor Day weekend. Over 3,100 teams visited our community from all over the U.S. to compete for cash and prizes.



SHAWN DUBIE RODEO

In a year when many rodeo events for young contestants were canceled, Cheyenne Frontier Days™ wanted to provide a special experience for this young group of competitors.

The Laramie County Community College (LCCC) Golden Eagles hosted the 2020 Shawn Dubie Memorial Rodeo at Frontier Park for competitors across the Central Rocky Mountain Region.



OUR PARTNERS

PLATINUM



TITANIUM



BANK OF THE WEST
BNP PARIBAS



BRONZE ARROWHEAD



Cheyenne Regional
Medical Center
An Affiliate of UCHHealth



GOLD BOOT



CHUTE 9



SILVER BOOT

