

SUPPORT THE COMMUNITY BY:

Promoting Western Heritage

Encouraging Economic Success

Providing Educational Opportunities



REPORT TO OUR COMMUNITY 2021



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MESSAGE FROM THE CEO



TOM HIRSIG

CHEYENNE FRONTIER DAYS™
CHIEF EXECUTIVE OFFICER

Cheyenne Frontier Days celebrates cowboys as heroes. We honor the values and traditions of the Western way of life. We strive to live the Cowboy Code of Ethics. Our whole organization – the Board of Directors, General Committee, 3,000 volunteers and staff – work every day to make a positive difference in Cheyenne, in the State of Wyoming and in our nation.

This report reflects the result of our efforts and the positive impact we have on our community. The show we presented in 2021 was a success by every measure. Faced with an ongoing pandemic and ongoing concerns for public health, we took the bold step of committing to a full slate of rodeos, night shows and events in 2021. With the exceptional work of our volunteers, and the commitment of our sponsors, we forged ahead.

The facts and figures presented in this report offer hard evidence of a strong economic impact on the local economy, tax base and job market. Direct visitor spending surrounding our event totaled an unprecedented \$40.3 million. Other direct impacts include approximately 509 full- and part-time jobs, \$9.6 million in earnings, \$2.4 million in state and local tax revenue.

Our organization is also grateful for those things that cannot be measured, but have perhaps the greatest impact. The support of state and local leaders was and is tremendous. The support of the citizens and businesses in our community lifts us up.

We have developed *The Trail Guide to the Future* as a living document and will continue to seek the meaningful participation of volunteers, business people, citizens and community in a continuous effort to improve.

Our organization will embrace the future, even as we remain true to our cowboy traditions and Western roots. Cheyenne Frontier Days. We are the finest celebration of the West in the world. The expectations of our customers and our community continues to change. The expectations continue to grow. We will grow and change as well.

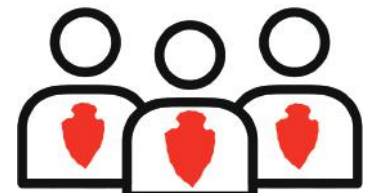
Cheyenne Frontier Days is our name. Cheyenne is our home. Thanks to our friends throughout this community for your support. We will always work to return the favor.

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 2021 Study. These studies are normally conducted every 3 years.



\$40.3 MILLION
TOTAL ECONOMIC IMPACT
TO LARAMIE COUNTY



3,000+
CHEYENNE FRONTIER DAYS™
VOLUNTEERS



\$2.4 MILLION
IN STATE
& LOCAL TAXES



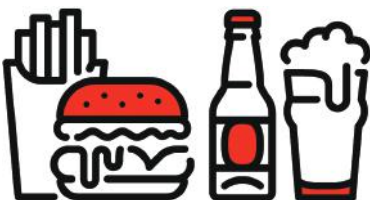
509
FULL- AND PART-TIME
JOBS CREATED



\$9.6 MILLION
IN WAGE & SALARY
DISBURSEMENTS



\$12.7 MILLION
SPENT ON RECREATION
& ENTERTAINMENT



\$7.9 MILLION
SPENT ON FOOD & BEVERAGE
IN RESTAURANTS & BARS

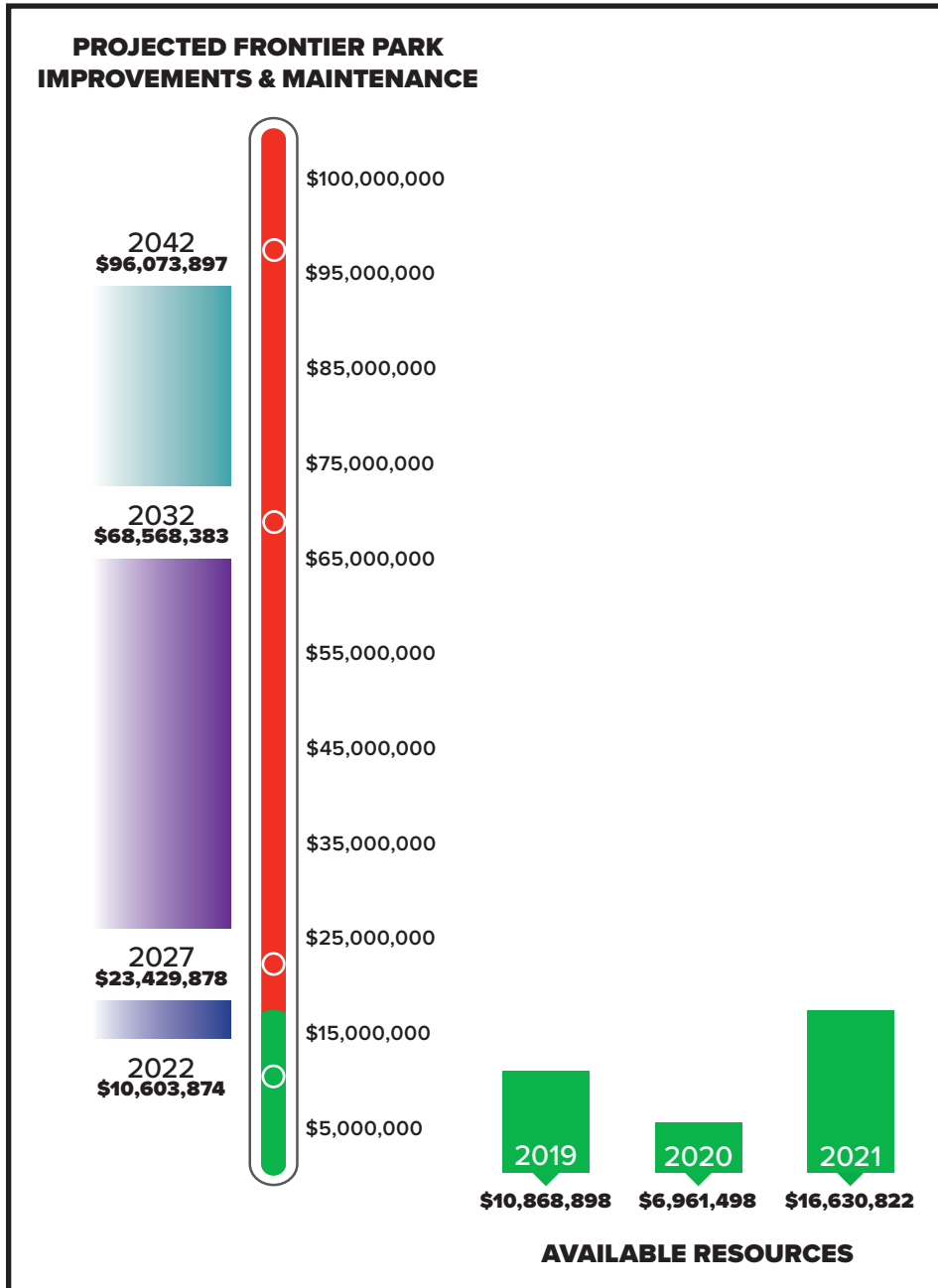


\$12.1 MILLION
SPENT ON RETAIL PURCHASES
INCLUDING FUEL & GROCERY



\$7.6 MILLION
SPENT ON OVERNIGHT
ACCOMMODATIONS

SUMMARY OF FINANCES



- Debt Repayment
- Strategic Reserve
- Marietta Dinneen Barn
- Other projects

- Debt Repayment
- Strategic Reserve
- Southwest Drive Camping Improvements
- Bridge from FE Warren
- Other projects

- Debt Repayment
- Strategic Reserve
- New Grandstand
- Indian Village
- Old Frontier Town
- Southwest Drive Camping Improvements
- Exhibit Hall
- Carnival Midway

Cheyenne Frontier Days™, Inc. relies solely on the revenue from our celebration to continue operations, and the construction and facility maintenance on Frontier Park. Our organization is proud of its Board of Directors and General Committee for being prudent with funds and strategically planning for the future of this iconic event. These efforts helped Cheyenne Frontier Days sustain operations through the 2020 cancellation and move forward into 2021.

Our Organization continues to strategically plan for both the short term and long-term future. Driven by the Master Land Use Plan and Trail Guide to the Future, our Organization has developed a plan for improvements needed on Frontier Park over the next 20 years.

The most notable project Cheyenne Frontier Days™ will undertake in the next 20 years is the replacement of the B Grandstand. This project is estimated to carry a price tag of \$20-30 million. Other important improvements will include a new exhibition hall, off site camping improvements, and a new Native American Indian Village.

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

111,617

2021 Total Rodeo Attendance

\$28

2021 Average Price for a Rodeo Ticket



FRONTIER NIGHTS. CONCERTS

155,618

2021 Total Concert Attendance

\$87.60

2021 Average Price for a Concert Ticket



PBR PROFESSIONAL BULL RIDING

20,257

2021 Total Professional Bull Riding Attendance

\$82

2021 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 collection

150,000+

Artifacts in the collection, including carriages, Western Art & CFD heritage



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)

\$370,000

Given to 160+ 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)

\$1.275 MILLION

Scholarship money given since inception

1984

Foundation was incorporated

1,414

Scholarships given since inception

SUPPORTING OUR COMMUNITY

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LOOKING BACK AT HOW CHEYENNE FRONTIER DAYS™ SUPPORTED THE COMMUNITY IN 2021



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



JULY 4 FIREWORKS

The 2021 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.



STOMPIN' HUNGER TEES

CFD partnered with the Wyoming Hunger Initiative to raise awareness & funding to fight food insecurity. All proceeds from these tees directly benefited anti-hunger organizations.



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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 14 – October 9 in B Lot.



WESTERN FRONTIER LABOR DAY ROPING

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



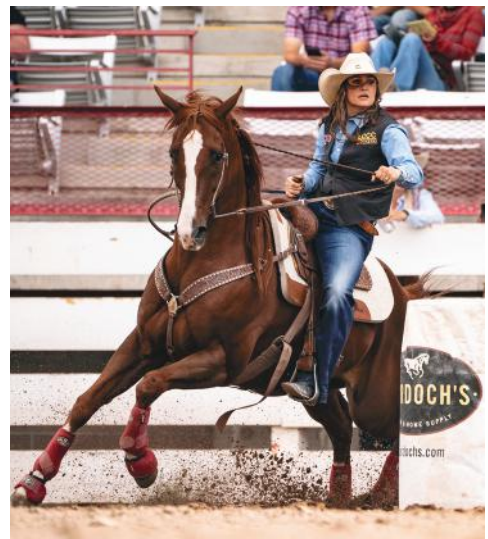
SUPPORTING OUR COMMUNITY



SHAWN DUBIE MEMORIAL RODEO

"We are fortunate to have hosted the Shawn Dubie Memorial rodeo at Frontier Park Arena the last two years. This opportunity has been special for the student-athletes not only from LCCC, but from all of the Central Rocky Mountain Region. This partnership gives these students a chance to compete in a historic venue that they may never have the opportunity to ride in."

Seth Glause
Head Rodeo Coach
Laramie County Community College



OUR PARTNERS

PLATINUM ARROWHEAD



TITANIUM



BRONZE ARROWHEAD



Cheyenne Regional
Medical Center
An Affiliate of UCHHealth



GOLD BOOT



CHUTE 9



SILVER BOOT

