

# THE RANCH EVENT COMPLEX- MASTER PLAN

## Events that Connect. Experiences that Last

The Ranch Master Plan is a long-term investment strategy guiding the phased evolution of The Ranch into a more competitive, experience-driven, and financially sustainable regional destination. Guided by market demand, stakeholder input, and Northern Colorado's continued growth, the plan strengthens the campus's ability to attract high-impact events, increase visitation, and support long-term regional economic vitality.

Anchored by strategic public investment and future public-private partnership opportunities, the Master Plan combines community-centered spaces with revenue-generating destinations that strengthen regional competitiveness and support long-term financial sustainability. From entertainment and sports infrastructure to mixed-use gathering spaces and future hospitality/retail development, The Ranch is evolving into a more connected destination built for lasting regional impact.



## Phase II: 2025-2030

Phase II represents the next era of growth for The Ranch, expanding entertainment, hospitality, and mixed-use spaces that attract high-impact events, drive regional visitation, and strengthen economic opportunity. These investments increase capacity, elevate the guest experience, and position The Ranch to compete at a higher level while building long-term financial sustainability.



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## Phase II: 2025-2030


### Phase II Highlights:


 **Campus Infrastructure, wayfinding, and sign enhancements:** New monument signage, improved directional wayfinding, ADA-compliant routes, and updated campus branding.


 **Event Plaza Enhancements:** A 130,000 sq. ft. multi-event outdoor hub featuring a community stage, family-friendly gathering areas, and covered pavilions.

 **Event Lawn Expansion & Outdoor Amphitheater:** A flexible 21-acre, multi-use outdoor event lawn that will also accommodate a future outdoor amphitheater featuring fixed seating, lawn seating, and VIP viewing areas.

 **Youth Hockey & Sports Facility:** A modern, year-round youth sports hub designed for hockey and multi-sport use, with training areas, locker rooms, and spectator amenities.

 **4-H Sanctioned Outdoor Archery Range:** A dedicated space for 4-H youth and the broader community to practice, train, and participate in archery programming on campus.

 **Event Center Expansion & Modernization (Blue Arena):** Upgrades that enhance the fan experience and keep the venue competitive, including improvements to seating, concourses, technology, and premium spaces.

 **Exposition Center & Full-Service Hotel:** A 100,000+ sq. ft. Expo center adjacent full-service hotel intended to support multi day events and increase walkable lodging options.



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