



REPORT TO OUR COMMUNITY 2024



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MESSAGE FROM THE CEO



TOM HIRSIG

CHEYENNE FRONTIER DAYS™
CHIEF EXECUTIVE OFFICER

The 2024 edition of Cheyenne Frontier Days celebrated “Year of the Cowgirl,” and showcased women in and out of the arena throughout Western history. A limited-edition podcast series preserved stories of these Women of the West for the future, and we dedicated a bronze statue named “How ‘Bout Them Cowgirls,” by

Wyoming sculptor D. Michael Thomas. It is in a place of honor next to the Chris LeDoux statue. Miniature versions of the bronze were awarded to the Women’s Ranch Bronc Riding, Breakaway Roping, and Barrel Racing champions this year.

Cheyenne Frontier Days marked the passing of Patrick Gottsch, founder of RFD-TV and the Cowboy Channel, with a dedication in our rodeo performance. Patrick was a great partner to Cheyenne Frontier Days and was integral in airing our live rodeo performances on the Cowboy Channel. We credit his vision and efforts with bringing our rodeo to Western audiences everywhere on TV and with The Cowboy Channel+ app.

We initiated a project to expand the footprint and the facilities for the Morning Star American Indian Village on Frontier Park grounds. On the first day of our event, we revealed preliminary sketches of the new facility which is backed by the Hughes Charitable Foundation.

Construction is now underway for this new resource, with the finished project scheduled to open for the 2026 event.

Work continues by the City of Cheyenne, Laramie County, and the State of Wyoming to build a bridge across I-25 connecting F.E. Warren to Frontier Park. Upon completion, this project would replace our current Park-n-Ride facility which the F.E. Warren Air Force Base has generously let us use for the past several years. We are also grateful for continued performances by the U.S.A.F. Thunderbirds and the continued support of the F.E. Warren Air Force Base to bring this spectacular show to our event each year.

We hope to see you at a future edition of Cheyenne Frontier Days with your family, friends and anyone else that craves some Western fun and adventure.



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 2024 Study. These studies are normally conducted every 3 years.



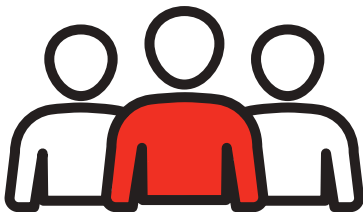
\$50.4 MILLION
TOTAL ECONOMIC IMPACT
TO LARAMIE COUNTY



2,400
CHEYENNE FRONTIER DAYS™
VOLUNTEERS



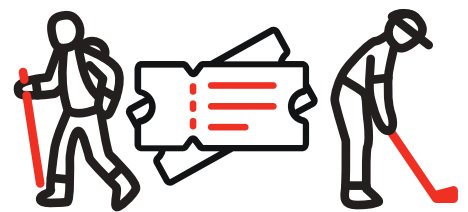
\$2.6 MILLION
IN STATE
& LOCAL TAXES



660
FULL- AND PART-TIME
JOBS CREATED



\$17.6 MILLION
IN WAGE & SALARY
DISBURSEMENTS



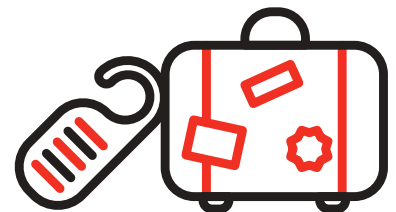
\$16.4 MILLION
SPENT ON RECREATION
& ENTERTAINMENT



\$8.8 MILLION
SPENT ON FOOD & BEVERAGE
IN RESTAURANTS & BARS

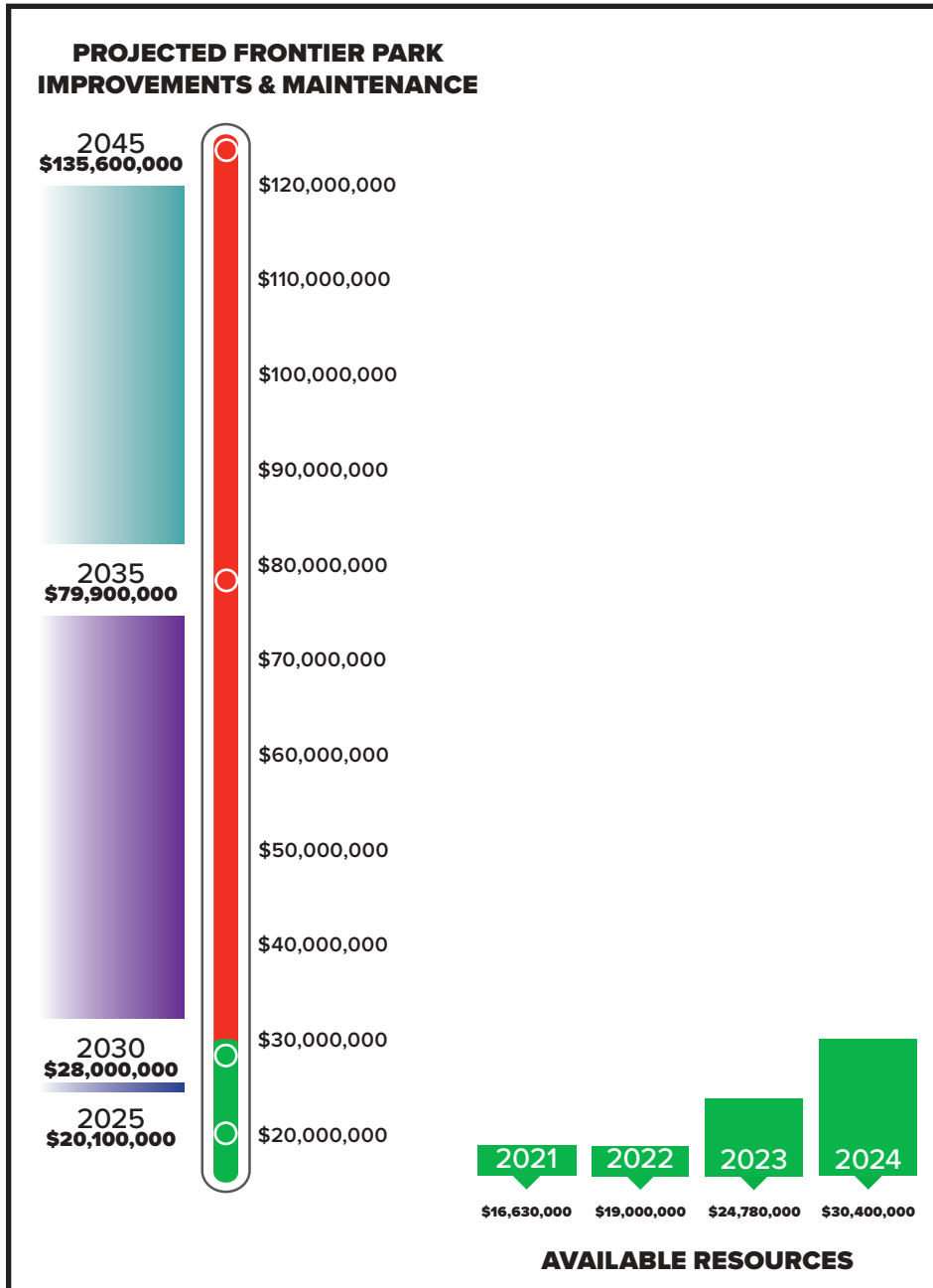


\$14.3 MILLION
SPENT ON RETAIL PURCHASES
INCLUDING FUEL & GROCERY



\$11 MILLION
SPENT ON OVERNIGHT
ACCOMMODATIONS

SUMMARY OF FINANCES



- Debt Repayment
- Strategic Reserve
- Bridge from FE Warren
- Morning Star American Indian Village
- Improvements to Animal Care, Old Frontier Town, and Southwest Drive

- Debt Repayment
- Strategic Reserve
- New B-Stand
- New Exhibition Hall

- Debt Repayment
- Strategic Reserve
- Parking Lot Improvements
- Balance of Master Land Use Plan

Cheyenne Frontier Days, Inc. relies solely on the revenue from the Celebration to continue its operations as well as construction and maintenance of all facilities on Frontier Park. Our Board, Staff and General Committee continue to be good stewards of our resources to ensure the continuation of this historic event at Frontier Park.

The Organization continues to strategically plan for its future, both in the short term and long term. Driven by its Master Land Use Plan and Trail Guide to the Future, the Organization has developed a plan for improvements needed to Frontier Park to occur over the next 20 years. We will continue to refine those plans as needed over the years.

In 2025 the Organization will begin construction on a new Chute 9 and a new Morning Star American Indian Village. These projects will be completed in 2026 and will be transformational for Frontier Park. The largest project that the Organization will undertake in the next 20 years will be the replacement of the B grandstand. It is estimated that this project will carry a hefty price tag of \$40 million. Other important projects will include a new exhibition hall, animal care improvements, parking lot improvements and supporting the City of Cheyenne's project to build a bridge to F.E. Warren Air Force Base.

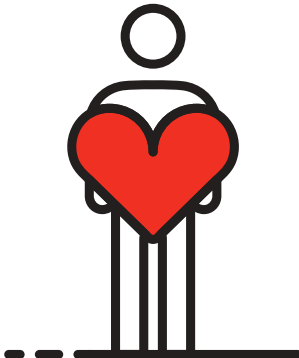
GIVING BACK

Every year, Cheyenne Frontier Days™ donates thousands of dollars to local & regional non-profit organizations and programs.

TICKET DONATION RECIPIENTS

162 TICKETS DONATED IN 2024

Black Dog Animal Rescue
Burns & Carpenter Elementary PTO
CDCE VA Center for Development Enrichment
Cheyenne Frontier Days Operations Committee
Cheyenne Frontier Days Volunteer Crisis Fund
Chamber of Commerce Military Affairs Committee
Cheyenne Frontier Days Old West Museum
Cheyenne Little Theater Players
Childrens Hospital Colorado
Connect2Women
Department of Workforce Services
Eastern Wyoming College
Green River Police Department
HelpTammy.org
Hidden Pines Hunting Retriever Association
Ivinson Memorial Hospital Foundation
Jae Foundation
LaGrange Mini Fair Board
Laramie County Extension Office
Laramie County Library Foundation
Laramie Fire Department
Laramie High School Rodeo Club
Mike Cervi Jr Memorial Pro Classic team roping
Miss Rodeo Wyoming 2024
National Intercollegiate Rodeo Association Style Show
Platte River Veteran Fly Fishing 2024
ProRodeo Hall of Fame & Museum of American Cowboy
South Goshen Conservation District
St. Mary's Catholic School
State of Wyoming Retirement System
Summitstone Health Partners
TKO Artist Management
Trinity Lutheran Church & School
UCHealth Garth Englund Blood Donation Center
Veteran's Remembrance Memorial
Wyoming Department of Workforce Services
Wyoming Breast Cancer Initiative



CASH & MERCHANDISE DONATION RECIPIENTS

\$60,320 DONATED IN 2024

90th Missile Wing
Ace High Rough Stock Academy
Bowl for Jason's Friends
Boys & Girls Club of Cheyenne
Bruce Segelke Benefit
CASA of Laramie County
Cheyenne Frontier Days Military Committee
Cheyenne Frontier Days Old West Museum
Cheyenne Frontier Days Volunteer Crisis Fund
Cheyenne Greek Festival
Cheyenne Knights of Columbus
Cheyenne Livestock Exposition
Cheyenne Saddle Tramps Riding Club
Cheyenne Youth Rodeo Association
Chris LeDoux Foundation
College National Finals Rodeo
Comea Shelter
Cowgirls of the West
CRMC Foundation
ForMak
Friends of Foster Families
Friends of the Altas Theater
Girls on the Run Wyoming
Green River Police Department
Heels of Cheyenne Frontier Days
High School Wrestling Nationals
High Plains Honor Flight
Johnson County Fire Relief Fund
Ken Vandehei Memorial Golf Classic
Laramie County Grief Support & Loss Team
Lewiston Roundup Horseman's Ball
Lion's Disability Transport Service
Meals on Wheels
Mountain States Circuit Finals
National Circuit Finals Steer Roping
Nebraska 4H
Post 6 Baseball
PTSD/TBI Dogs & Tags of Wyoming
Safehouse Services
Salute to Team Wyoming Breakfast
St. Mary's School Foundation
Thankful Thursday
Trinity Lutheran School Cheyenne
United Way of Laramie County
University of Wyoming Ranch Horse Team
Woming Wild Sheep Foundation
Wyoming High School Rodeo Association
Wyoming State Fair Foundation
Wyoming Women's Antelope Hunt
Wyoming Brewer's Festival
Wyoming High School Rodeo Association
Wyoming ProStart

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

115,494

2024 Total Rodeo Attendance

\$40.²⁰

2024 Average Price for a Rodeo Ticket



FRONTIER NIGHTS. CONCERTS

122,794

2024 Total Concert Attendance

\$141.⁰⁸

2024 Average Price for a Concert Ticket



PBR PROFESSIONAL BULL RIDING

17,657

2024 Total Professional Bull Riding Attendance

\$107.⁹²

2024 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 supports the educational & philanthropic activities of CFD, Inc. The Foundation is uniquely qualified to tell the stories & provide the economic platform to facilitate growth for today and the future of the CFD Event, Western History and western values.

RECENT PROJECTS

CFD Memorial Bench Program
How 'Bout Them Cowgirls Bronze Statue
Yellow Feather Suicide Prevention Awareness



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)

240+

Western Artists Represented

OPEN

Year Round

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)

\$573,905

Given to 218 Families
in need since inception

ANNUAL FUNDRAISING

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)

1984

Foundation was
incorporated

\$1,442,100

Scholarship money given
since inception

1,564

Scholarships given
since inception

SUPPORTING OUR COMMUNITY

OUR MISSION

TO POSSESS & EXPAND THE ABILITY TO PRODUCE & PROMOTE
THE PREMIER WESTERN CELEBRATION IN THE WORLD

LEADS TO:

Preservation, promotion and education (exposure) of our western heritage
Positive economic impact to our local, state and regional communities
Positive social impact and support to our community

LOOKING BACK AT HOW CHEYENNE FRONTIER DAYS™
SUPPORTED THE COMMUNITY IN 2024



GRADUATIONS

Laramie County School District Number 1 High School Graduation Ceremonies were held at Frontier Park for Cheyenne Central, Cheyenne East, and Cheyenne South High Schools so graduates could have an experience to remember and invite more family and friends.

CFD BLOOD DRIVES

Cheyenne Frontier Days™ hosted blood drives in to support our community during the critical holiday time frames when the need for blood is high. Blood drives were presented by Vitalant.



SUPPORTING OUR COMMUNITY



JULY 4 FIREWORKS

The 2024 Cheyenne Fourth of July Fireworks show was designed to maximize aerial displays for visibility from locations all over Cheyenne.



COWBOYS STOMPIN' HUNGER

CFD & FunBiz Concessions again partnered with the Wyoming Hunger Initiative to raise awareness & funding to fight food insecurity. All proceeds from t-shirt and corndog sales directly benefited anti-hunger organizations.



SUPPORTING OUR COMMUNITY



FARMER'S MARKET

The Cheyenne Farmer's Market was able to spread out this summer on Frontier Park. Cheyenne Frontier Days™ hosted this event every Saturday from August 10 – October 12 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



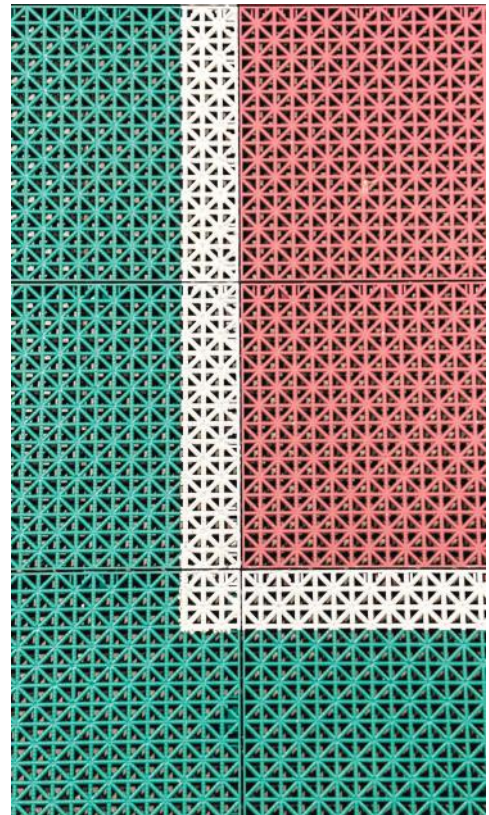
YELLOW FEATHER/ PICKUP MAN CAMPAIGN

Cheyenne Frontier Days™ Pick Up Man Initiative raised suicide awareness & placed a priority on connecting individuals to appropriate counseling.



FRONTIER PARK TENNIS CENTER

The Cheyenne Tennis Association raised more than \$55,000 for the new courts. In collaboration, Cheyenne Frontier Days™ matched the amount raised for a total of \$110,000 for four new courts and additional amenities.



SUPPORTING OUR COMMUNITY

CHEYENNE FRONTIER DAYS™ EVENT CENTER

Throughout the year, Frontier Park facilities see a lot of activity. In 2024 we hosted the Tom Gibson Memorial Steer Roping, NTR Labor Day Roping, and Dual at the Daddy. In addition, we hosted:

- 15 Weddings
- 1 Prom
- 2 Arena Events
- 10 Funerals/Celebrations of Life
- 12 Community Events/Meetings
- 7 Fundraising Events
- 4 Legislative Events
- 30+ Parties/Celebrations
- Events hosted by and for our wonderful volunteers and community members



OUR PARTNERS

PLATINUM ARROWHEAD



TITANIUM



BRONZE ARROWHEAD



Cheyenne Regional
Medical Center
An Affiliate of UCHealth



GOLD BOOT



CHUTE 9



SILVER BOOT

