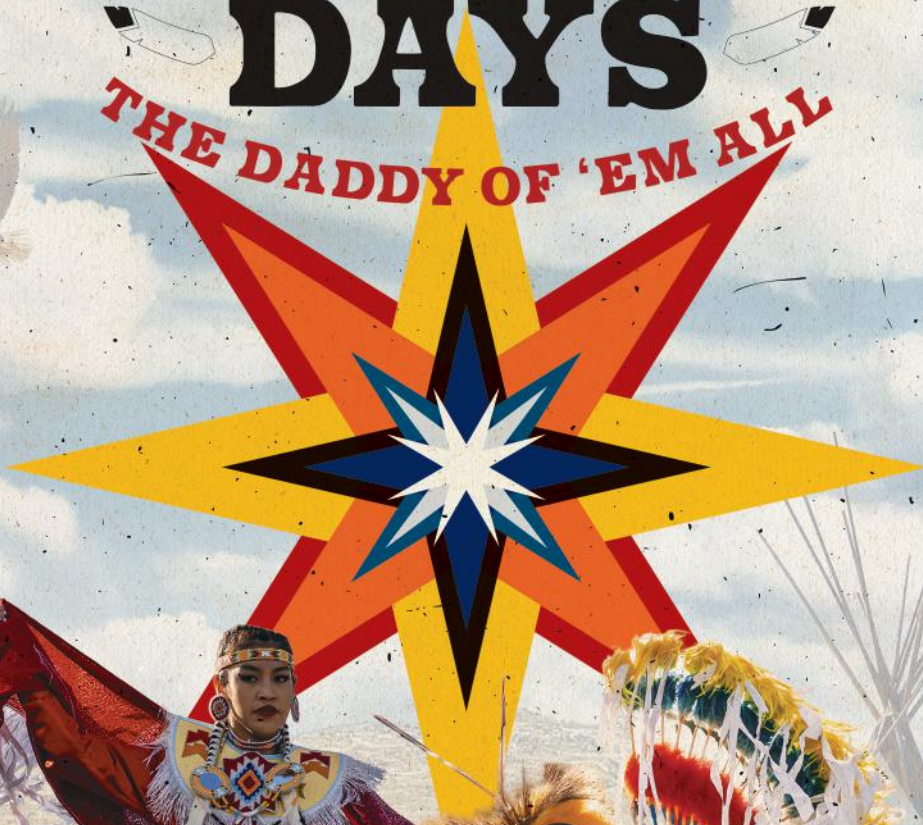


CHEYENNE FRONTIER DAYS

THE DADDY OF 'EM ALL



2025

**REPORT
TO THE
COMMUNITY**

MESSAGE FROM THE CEO



TOM HIRSIG

CHEYENNE FRONTIER DAYS™
CHIEF EXECUTIVE OFFICER

The 2025 edition of Cheyenne Frontier Days™ continued the strong momentum of recent years, with impressive attendance across rodeo performances, concerts, and events throughout Frontier Park. The continued enthusiasm from fans traveling to Cheyenne from across the country and around the world reflects the

lasting appeal of the Western lifestyle and the unique experience Cheyenne Frontier Days provides.

The 2025 event celebrated the Year of the Bull, honoring the animals and the people who helped shape the legacy of rodeo at the *Daddy of 'em All*®. The campaign highlighted legendary bulls, bull riders, bullfighters and stock contractors who have left their mark on our arena over the years. Through extensive historical research, these stories were shared with fans through website features, social media, podcasts and media coverage. One of the most memorable moments came when Wacey Schalla captured the inaugural Cheyenne Frontier Days PRCA Xtreme Bulls title by just half a point; a fitting highlight during a year dedicated to the bull.

A major addition to the 2025 event was the debut of PRCA Xtreme Bulls, which brought two nights of world-class bull riding to Frontier Park. The event featured the top 40 bull riders in the PRCA competing against some of the rankest bulls in the sport. In its first year at Cheyenne Frontier Days, the event was honored as the 2025 PRCA Xtreme Bulls Event of the Year, an incredible

recognition for our rodeo. The fast-paced format quickly became a fan favorite, delivering non-stop action and establishing itself as one of the most talked about events of the 2025 Cheyenne Frontier Days™ celebration.

The 2025 season also marked a significant transition for the American Indian Village. We said goodbye to our longtime village in its final year on the southeast corner of Frontier Park. For generations, the Indian Village has been an important part of Cheyenne Frontier Days™, welcoming guests to experience the culture, traditions and artistry of Plains tribes through dance, music, storytelling and authentic regalia.

Construction began in 2025 on the new Morning Star American Indian Village, a project supported by the Hughes Charitable Foundation. This new facility will provide expanded space for dancers, singers, and artisans while creating a more immersive experience for visitors. When it opens during our 2026 celebration, the Morning Star American Indian Village will usher in a new era for honoring the culture, traditions, and contributions of Plains tribes and will ensure this important part of our event continues to grow for generations to come.

Another major improvement underway at Frontier Park is the redevelopment of Chute 9, one of the most iconic locations on the grounds. While remaining in its historic location at the south end of the arena, the new Chute 9 will offer an entirely reimagined experience for guests. The project includes private suites, premium hospitality spaces, and a rooftop viewing level designed to provide fans with elevated views of the rodeo while maintaining the spirit and tradition that makes this area so special.

The continued success of 2025 builds upon the years of work by the many volunteers, staff, partners, and supporters who have helped Cheyenne Frontier Days™ grow into what it is today. The investments and improvements taking place at Frontier Park would not be possible without the strong foundation built over generations. As we look ahead to 2026 and the 130th celebration of Cheyenne Frontier Days™, we are reminded that every year contributes to the legacy and future of the *Daddy of 'em All*®.

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.



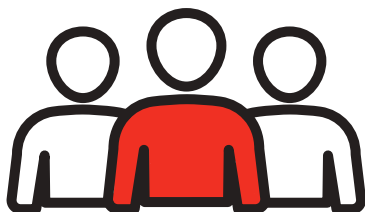
\$50.4 MILLION
TOTAL ECONOMIC IMPACT
TO LARAMIE COUNTY



2,400
CHEYENNE FRONTIER DAYS™
VOLUNTEERS



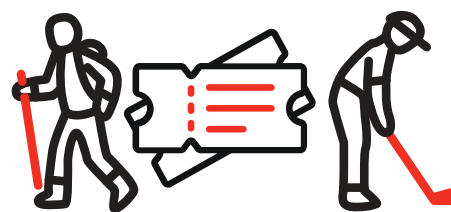
\$2.6 MILLION
IN STATE
& LOCAL TAXES



660
FULL- AND PART-TIME
JOBS CREATED



\$17.6 MILLION
IN WAGE & SALARY
DISBURSEMENTS



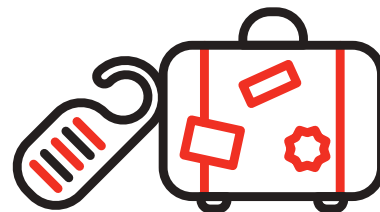
\$16.4 MILLION
SPENT ON RECREATION
& ENTERTAINMENT



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

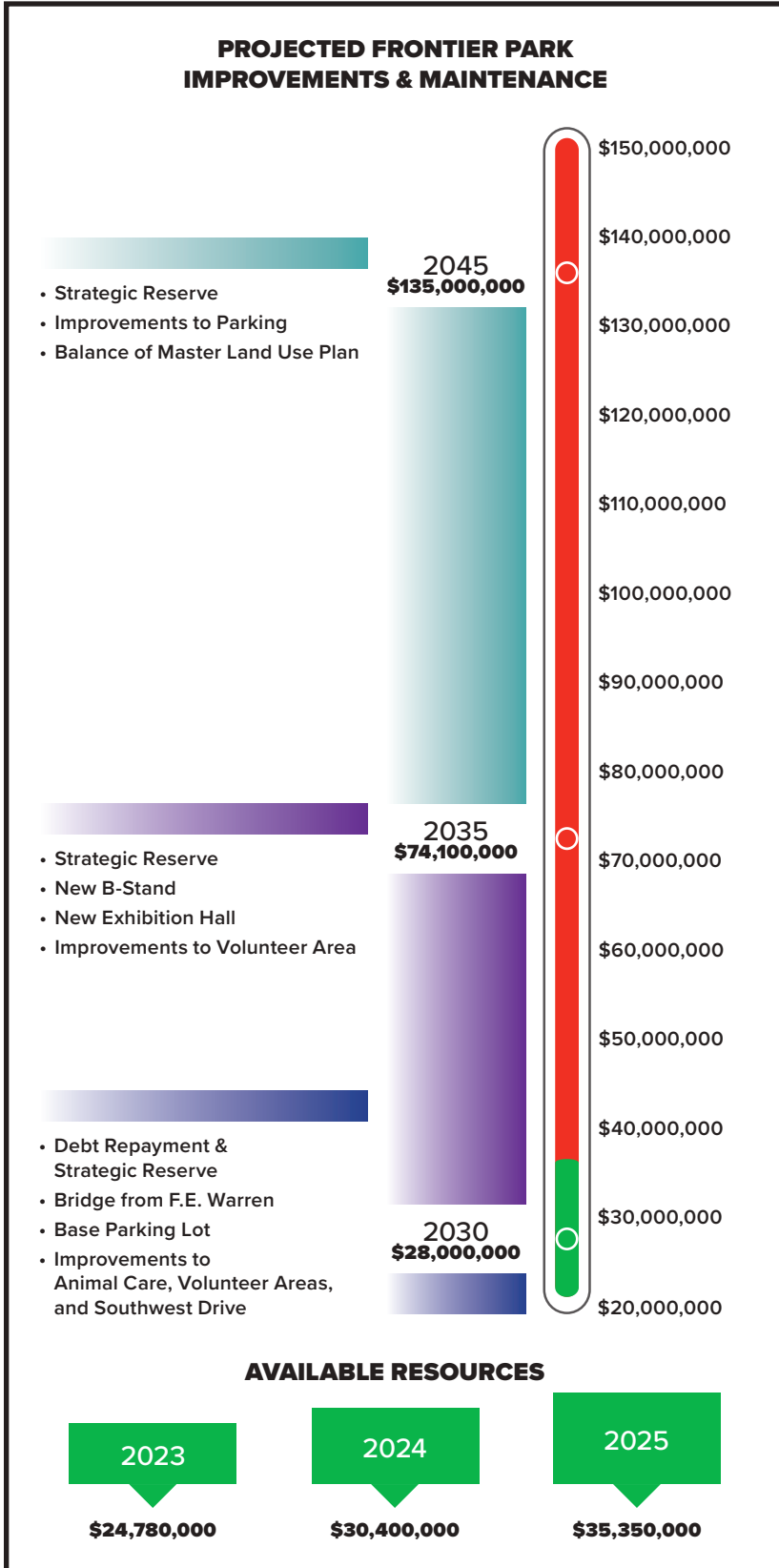


\$14.3 MILLION
SPENT ON RETAIL PURCHASES
INCLUDING FUEL & GROCERY



\$11 MILLION
SPENT ON OVERNIGHT
ACCOMMODATIONS

SUMMARY OF FINANCES



As we transition from 2025 and into 2026, Cheyenne Frontier Days is poised for a historic year. The completion of the Morning Star American Indian Village and Chute 9 bring the most significant transformation to Frontier Park in decades. These projects represent approximately \$22 million in permanent investment into the property.

As Cheyenne Frontier Days, Inc. relies solely on revenue from the Celebration to support its operations, it also funds the construction and maintenance of all facilities on Frontier Park. Our Board, Staff and General Committee continue to carefully steward these resources to ensure the continuation of this historic event.

In addition, the Organization remains committed to continual strategic planning to support long-term sustainability and growth. Driven by its Master Land Use Plan and Strategic Trail Guide to the Future, the Organization has developed a plan for improvements needed on Frontier Park to occur over the next 20 years. Through thoughtful evaluation and responsible management, leadership works to strengthen the Celebration while preserving its traditions for future generations.

Beyond 2026, the largest project 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, volunteer area 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

212 TICKETS DONATED IN 2025

Afflerbach Elementary School – Reading Reward Program
 Air Force Annual Award Ceremony
 American Legacy Academy
 B.A.B.Y Foundation
 Beautiful Savior Lutheran Church and School
 Bethune Bobcat Booster Club
 Bike MS Colorado
 Black Dog Animal Rescue
 Boys & Girls Club of Central WY
 Brant Audiology & Tinnitus
 Brush High School
 Burns & Carpenter Elementary Schools
 Centennial Valley Volunteer Fire Dept
 Central Wyoming College
 Cheyenne Chamber Singers
 Cheyenne Little Theater Players
 Children's Diabetes Foundation
 City of Cheyenne
 Collins Memorial Wrestling Camp
 Erie Witches Night Out
 EWC Student Nursing Association
 Goodwill Industries of WY
 Guernsey/Sunrise High School
 Highland High School
 Holy Spirit Catholic School
 Holy Trinity Catholic Church Cheyenne
 K9s4Mobility
 Laramie County Youth Crisis Center
 Laramie Jubilee Days
 Mile High Academy
 Miss Rodeo America Pageant
 National Intercollegiate Rodeo Association
 Platte River Veteran Fly Fishing Fundraiser
 Platte Valley Community Center
 Purple & Gold Legacy
 Regis Jesuit High School
 Roberta's Legacy
 Rocky Mountain Elk Foundation
 South Goshen Conservation District
 St. Marys Catholic School
 Trinity Lutheran Church & School
 Trinity Lutheran School
 Tunnel to Towers Foundation
 UCHealth Garth Englund Blood Donation Center
 University of Wyoming Art Museum
 Wilder Elementary
 Windsor FFA Chapter
 Wyoming Outdoorsmen

CASH & MERCHANDISE DONATION RECIPIENTS

\$122,000 DONATED IN 2025

Ace High Rough Stock Academy
 Boys & Girls Club of Cheyenne
 Boys & Girls Club of Southeast Wyoming
 Charlie Foundation
 Cheyenne Animal Shelter
 Cheyenne Day of Giving
 Cheyenne Frontier Days Old West Museum
 Cheyenne Frontier Days Volunteer Crisis Fund
 Cheyenne Regional Foundation
 Cheyenne Water Tower Murals
 Cheyenne Youth Rodeo Association
 Chris LeDoux Foundation
 Chugwater Chili Cookoff
 College National Finals Rodeo
 Colorado State University Equine Teaching Center
 Comea Shelter
 Cowboy Cole Memorial Foundation
 Cowgirls of the West
 DTG Memorial Ranch Rodeo
 FE Warren Air Force Base Suicide Prevention
 Friends of Foster Families
 Girls on the Run
 Heels of Cheyenne Frontier Days
 Jae Foundation
 Laramie County Community College Foundation
 Laramie County Community College Rodeo Team
 Laramie County Fair
 Laramie County FFA Chapters
 Laramie High School Rodeo
 Lewiston Roundup
 Life House
 Lions Disability Transport Service
 National Circuit Finals Steer Roping
 Off R Rocker Foundation
 Ote Berry's Jr. Steer Wrestling World Championship
 Safehouse Services
 Salute to Team Wyoming Breakfast
 Thankful Thursday
 United Way of Laramie County
 University of Wyoming Foundation
 University of Wyoming Rodeo Team
 Veteran's Remembrance Memorial Wall
 Western Justice
 Wounded Warrior Project
 Wyoming Brewers Festival
 Wyoming Children's Society
 Wyoming Delta Dental Foundation
 Wyoming Governor's Residence
 Wyoming Hunger Initiative
 Wyoming Wild Sheep Foundation



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

111,994

2025 Total Rodeo Attendance

\$41.⁷²

2025 Average Price for a Rodeo Ticket



FRONTIER NIGHTS. CONCERTS

99,167

2025 Total Concert Attendance

\$105.⁰⁷

2025 Average Price for a Concert Ticket



PRCA XTREME BULLS

13,977

2025 Total PRCA Xtreme Bulls Attendance

\$62.⁴³

2025 Average Price for a PRCA Xtreme Bulls Ticket

*Ticket numbers are audited and include both paid and complimentary tickets

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

Morning Star American Indian Village
How 'Bout Them Cowgirls Bronze Statue

ON-GOING PROJECTS

CFD Memorial Bench Program
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)

\$617,784

Given to 300+ 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

\$1,389,900

Scholarship money given
since inception

1,536

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 2025



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 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 2025 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 hosted again on Frontier Park. Cheyenne Frontier Days™ hosted the Farmer's Market every Saturday from August 9 – October 11 in F 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.



CHEYENNE FRONTIER DAYS™ EVENT CENTER

In 2025, we hosted over 115 events at Frontier Park. Key highlights included the NTR Labor Day Roping, several livestock auctions, and the NEMA (National Emergency Management Association) President's Reception, which hosted over 300 guests from across the country.

- 18 Weddings
- 16 Community Events / Meetings
- 12 Fundraising Events
- 8 Funerals / Celebrations of Life
- 4 Legislative Events
- 3 Livestock Auctions
- 3 FFA Events
- 2 Arena Events
- 1 Prom
- 1 Quinceañera
- 45+ Parties / Celebrations



OUR PARTNERS

PLATINUM ARROWHEAD

TITANIUM



BRONZE ARROWHEAD



GOLD BOOT



CHUTE 9



SILVER BOOT

