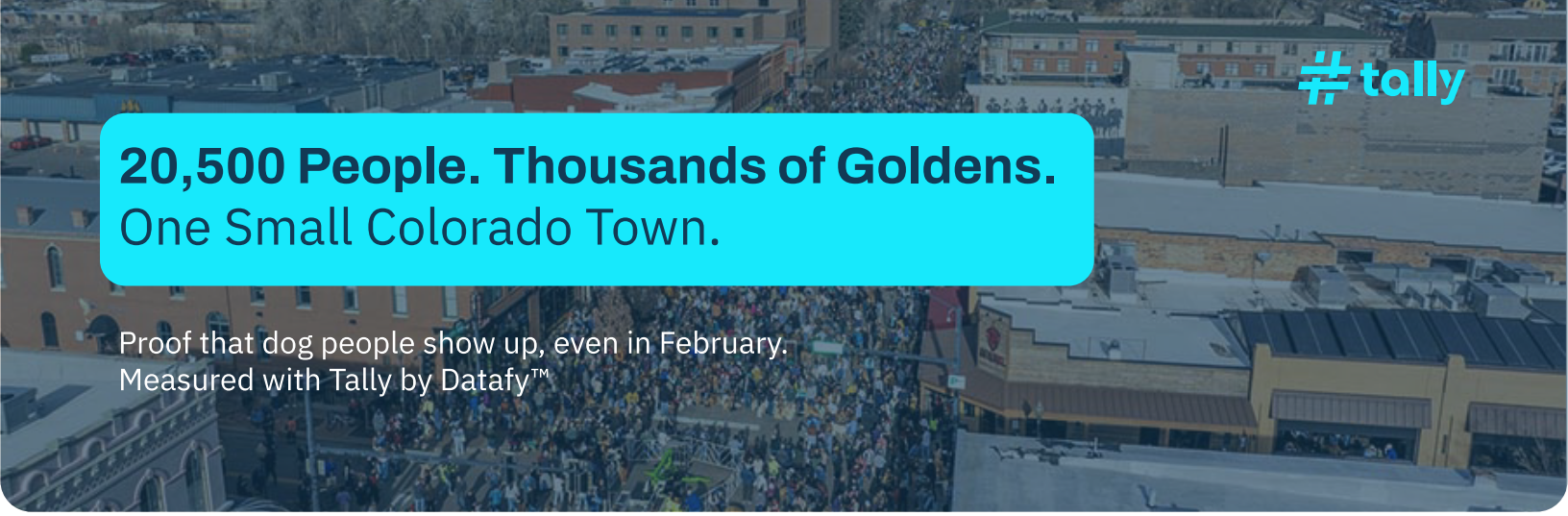

20,500 People. Thousands of Goldens. One Small Colorado Town.

Proof that dog people show up, even in February.
Measured with Tally by Datafy™

20,500 people showed up in Golden, Colorado... for Golden Retrievers.

A half-day dedicated to one of the world's most lovable breeds.

On February 7, 2026, The City of Golden was expecting no more than 12,000 people based on previous years estimates, but the Tally system allowed event organizers to better understand attendance with unexpected variables — in this case, unseasonably warm weather.

But beyond the moment itself, understanding how that crowd moved, gathered, and impacted the town was what mattered most.

So how do you measure something like this?

And for once, the crowd wasn't just estimated after the fact.

By placing Tally™ units across three key locations, organizers captured real-time attendance estimates across the entire event footprint, connecting multiple sites into a single, unified view.

The result: a clearer understanding of not just how many people showed up, but where they were minute-by-minute and how the event actually spread across the town.

The Numbers

- 20,500 **total attendees**
- 3 **key zones** measured across the event footprint
- One connected, **multi-location view**

The Story

What started in 2019 as a small, breed-specific meetup to honor National Golden Retriever Day, has quietly grown into one of the region's most anticipated winter events.

This year, it took over Washington Avenue and Parfet Park, sections of Washington Avenue, and surface parking lots around downtown with vendor activations, group photo ops under the iconic "Welcome to Golden" arch, dog-friendly shuttles, and enough golden fur to qualify as its own weather pattern. Truly — there were fur tumbleweeds flying around town for days after the event.

People didn't just come from nearby. They came from everywhere.

> *Based on data from previous years, we had expected that the 2026 Goldens in Golden would be bigger than ever. What we didn't expect was a sunny, 65 degrees day in February. Utilizing this new technology allowed us to better understand visitation numbers and patterns for the event, which will help us immensely with planning efforts moving forward.*
>
> **Derek Schimmel**, Visit Golden Marketing Manager

Why It Matters

This wasn't just a well-attended event, it was a complex, multi-location experience that delivered a measurable impact across an entire town. And for the first time, organizers didn't have to rely on instinct and anecdotes alone. They had the data to back it up.

Know what your event actually delivered. We'll show you in 15 minutes.