

4: Public Comment

FOR ITEMS NOT ON THE AGENDA.

8: Closed Executive Session

NOT OPEN TO THE PUBLIC

3: Consent Calendar

22ND DISTRICT AGRICULTURAL ASSOCIATION

BOARD OF DIRECTORS MEETING

APRIL 9, 2024

6: General Business

6-A: Affordable Housing Committee Report

Chair: Director Mead

Informational:

- City of Del Mar discussion on its 6th Cycle Housing Element

6-B: Audit & Governance Committee Report

Chair: Director Nejabat

Action Item

- Consideration and vote to amend Policy 3.01, Board Composition and Officers to conduct bank transactions, including check signing authority, on behalf of the District

6-C: Community and Government Relations Report

Chair: Director Mosier

Informational

- Verbal report

6-D: Fair Operations Committee Report

Chair: Director Schenk

Informational:

- Community Banner Program Presentation



Let's go **RETRO** 2024 JUNE 12-JULY 7 SDFAIR.COM
SAN DIEGO COUNTY FAIR

**2024 SAN DIEGO COUNTY FAIR
COMMUNITY BANNER PROGRAM**



HOW IT WORKS:

- All communities invited to participate at **no cost**.
 - Communities provide banner locations.
 - District provides props, takes photos, designs, and prints banners.
 - District contracts for banner installations.
- Banners feature photos of community's residents.
 - Selected by partner organization.
- Participants are encouraged to embrace the "Retro" theme.
 - Costumes or props reflect '50s-'90s.
- Promotional banners displayed on light poles throughout the community.
- After Fair, banners provided to participants.

THE RESULTS

23 PARTICIPATING COMMUNITIES

+ 6 FROM 2023

- City of Chula Vista
- City of Lemon Grove
- City of Oceanside *new!*
- City of Solana Beach *new!*
- City of Vista *new!*

Within City of San Diego:

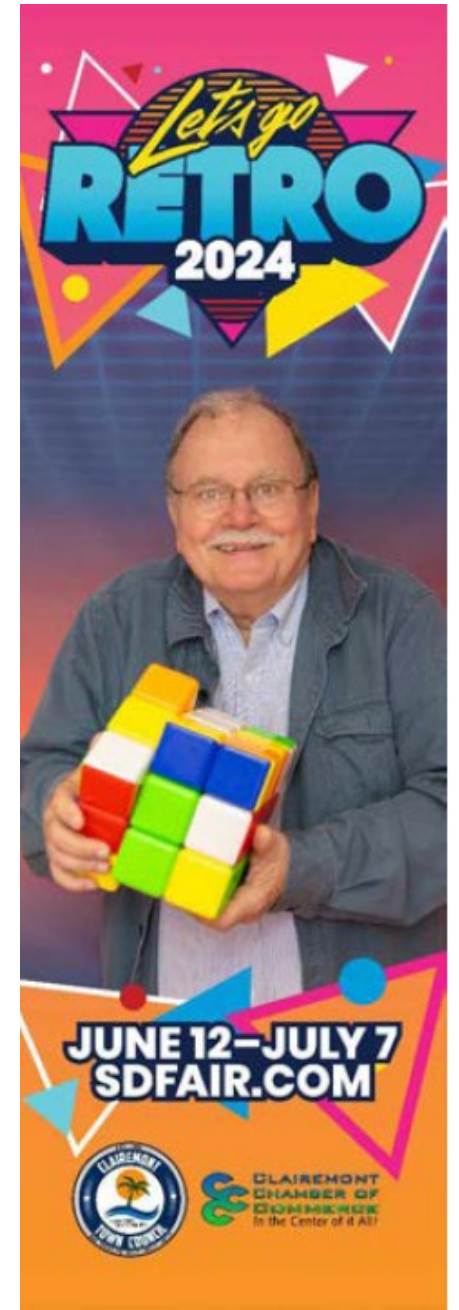
- City Heights
- Clairemont
- Convoy
- Diamond District
- El Cajon Blvd.
- Logan Heights *new!*
- Mira Mesa
- Mission Hills
- Morena
- North Park *new!*
- Oak Park
- Otay Mesa *new!*
- Pacific Beach
- Point Loma
- Rancho Peñasquitos
- Rolando Park
- Sherman Heights
- University City



THE RESULTS

920 BANNERS TO BE
INSTALLED

+ 11% FROM 2023





SPECIAL PARTNERSHIPS

COMMUNITY COLLABORATIONS

Chula Vista

- City provided banner spaces.
- Chamber of Commerce and Elementary School District provided participants.

Oak Park

- Community Council provided banner spaces.
- Oak Park and Calver Elementary Schools provided participants.

Otay Mesa

- Chamber of Commerce provided banner spaces.
- Nidos Águila Soccer Academy provided participants.

6-D: Fair Operations Committee Report

Chair: Director Schenk

Action Item:

1. Consideration and vote to approve 2025 and 2026 San Diego County Fair dates and themes



2025 & 2026



FAIR THEMES

A STRONG THEME....

- Drives attendance
- Has a broad appeal (demographics — age, sex, ethnicity)
 - Across region and with Spanish-speaking population
- Is easily communicated and marketable
 - Lends itself to promotions and media coverage
- Lends itself to an exciting, interactive and interesting theme exhibit
- Has potential partners and resources
- Can be incorporated into various aspects of the Fair (entertainment, competitive exhibits, food)
- Has a connection to the District's mission (entertainment, recreation, agriculture, and education)

OUR PAST 10 THEMES

2024 – Let's Go Retro

2023 – Get Out There

2022 – Heroes Reunite!

2019 – Ozsome

2018 – How Sweet It Is

2017 – How the West was Fun

2016 – Mad About the Fair

2015 – A Fair to Remember

2014 – The Fab Fair

2013 – Game On!





2025: UNLEASH THE MAGIC

(A CELEBRATION OF PETS)

THE POWER OF PETS

- 66% of American households own pets
- Generational appeal
- Emotional connection
- Communities form around pet ownership
- Studies show pet owners are happier and healthier
- In 2022, Americans spent \$136.8 billion on their pets (+11% from 2021)
- Pets are marketable, strong on social media
- Animals are already part of the Fair

POTENTIAL THEME EXHIBIT & ACTIVITIES

- Dog and cat breeds and facts
- Working dogs (K-9 units, service dogs, herding dogs)
- Exotic or unusual — *but legal!* —pets
- Education: poison for pets (poinsettias, chocolate, etc.)
- Pet Idioms: exploring the stories behind the terms such as Hot Dog, Nine Lives, Dog Days of Summer, Pet Peeve, Dog-Gone, Work Like a Dog, Let the Cat Out of the Bag, It's Raining Cats & Dogs

THEME EXHIBIT & ACTIVITIES (CONT.)

- Pets on Social Media: Dodo, Grumpy Cat, Jiffpom (*10 million followers!*)
- Silver Screen Pets: Lassie, Scooby-Doo, Old Yeller, Benji, Toto, Cheshire Cat, Garfield, Norris
- Pet Health & Grooming
- Stupid Pet Tricks
- Kitten Cafe

POTENTIAL INCORPORATION INTO OTHER AREAS OF THE FAIR

- Art: Pet Portraits, Dogs Playing Poker — the backstory to the 1894 painting by Cassius Marcellus Coolidge
- Entertainment: Extreme Dog Show, Bird Show, Purina Dog Challenge, Weiner Dog Races
- Food: Hot Dogs, Kit Kats
- Shopping: Pet products — collars & leashes, dog houses, pet food & treats, dog clothing, ID tags, people clothing featuring pets, animal jewelry, cat-ear headbands

POTENTIAL PARTNERS & RESOURCES

- Rescues & Shelters: Helen Woodward, Humane Society, Frosted Faces, etc.
- Free Flight Exotic Bird Sanctuary
- Petco, Unleashed, Kahoots
- Veterinarians
- FACE Foundation for Animal Care & Education



2026: HAPPILY EVER AFTER

(STORY TIME)

THE POWER OF STORYTIME

- Educational
- Nostalgic and timeless
- Broad generational appeal
- Emphasizes importance of literacy
- Connects with educational mission
- Accessibility of books for children

POTENTIAL THEME EXHIBIT & ACTIVITIES

- Childhood stories: Golden Books, nursery rhymes, Aesops Fables, Brothers Grimm, Winnie the Pooh
- Feature local authors; Tips on becoming an author
- Poetry Workshops, book readings, ghost stories
- Take a book, leave a Book
- Books' influence on pop culture

POTENTIAL THEME EXHIBIT & ACTIVITIES (CONT.)

- Coloring books, comic books, audio books
- Costumed character visits
- Photo opps: Oversized books, Popular scenes from Storybooks
- Contests: Drawing, Trivia, Short Stories

POTENTIAL INCORPORATION INTO OTHER AREAS OF THE FAIR

- Collections
- Vendors selling books
- Fairy Tale Gardens
- Animals in Stories
- Food: Hansel & Gretel Candy House, Pigs in a Blanket, Gingerbread

POTENTIAL PARTNERS & RESOURCES

- Libraries, Book Stores, Toy Stores
- SDSU / USD / Universities; local literature programs
- San Diego Writers Festival; Festival of Books (USD); Festival of Storytellers
- Scholastic Books
- Childrens' Theatre

6-D: Fair Operations Committee Report

Chair: Director Schenk

Action Item:

1. Consideration and vote to approve 2025 and 2026 San Diego County Fair dates and themes

6-E: Finance Committee Report

Chair: Director Gelfand

- 1. Action:** Consideration and vote to delegate authority to Vice President Gelfand, to consult with staff to review, select, and procure insurance policies for 2024-25 and to report back on those selections to the full board at the May meeting
- 2. Action:** Consideration and vote on rental rates for Del Mar Premier Events Private Event Sales Program

An aerial night view of a resort. In the center is a large, circular swimming pool with a curved edge, surrounded by palm trees and walkways. To the right, there are several multi-story buildings with lit windows. The sky is dark with a few stars and a bright light source. The overall scene is illuminated with warm yellow and orange lights from the buildings and pool area.

DEL MAR

PREMIER EVENTS

2024 STRATEGIC SALES PLAN

Prepared by Sarina Moretti,
Director of Sales - Private Events at ASM Global/Premier

EXECUTIVE SUMMARY

The goal of the Del Mar Premier Events' Private Event Sales Program is to increase revenues for the District by adding a critical line of business that offers year-over-year growth and ongoing financial stability to reinvest in public assets to serve the community for generations to come.

We will meet this goal by focusing on winning business via Outbound Sales at the highest standard of excellence with start-to-finish event planning services and support for each client. By adopting this program the District will receive resources and support from ASM Global, the leading experts in the venue management space. We are pleased to now present you with an overview of the program's 2024 initiatives.



01. INTRO
02. GOALS
03. COMPETITIVE ANALYSIS
04. STRATEGIC PRICING
05. GO TO MARKET PLAN

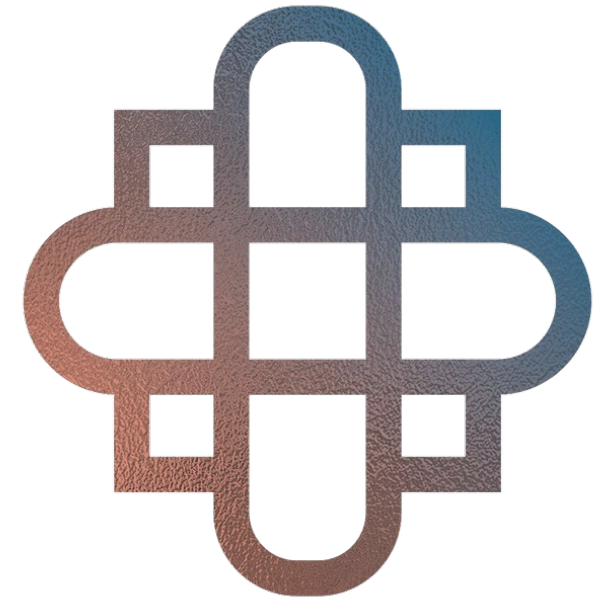


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GETTING TO KNOW

DEL MAR

PREMIER EVENTS

Full-service management of Private Events at The Del Mar Fairgrounds using a trackable roadmap provided by ASM Global/Premier. As a distinctly separate line of business than Consumer Expos/Ticketed Events, we have a fresh go-to-market approach that has proven successful across the ASM portfolio. This seamlessly integrates with Premier's current Catering team to streamline and improve guest experience.



BENEFITS

Key benefits of adopting ASM Global's Private Event Sales Program.

ASM Support

- National exposure with ASM's brand partnerships
- Use industry best practices
- Adhere to Private Events Division's initiatives & tracking

Low Risk

- Minimal investment
- Turnkey solutions as ASM will handle the details with expertise

YOY Growth

- Forecasting to double Revenue in Year 2

Partner Incentive

- ASM has incentive to grow the business & can incentivize sales team
- External driven sales to "Win" new business
- Catering focused



CREATE THE

EXPERIENCE

OF A

LIFETIME

2024 Spring Ad Campaign



OPPORTUNITY

How this program will drive revenue for the District.

01

Win new business using
Outbound Sales

02

Re-establish
Fair Group Sales

03

Generate additional
Revenue during
non-peak season

04

Opportunity to upsell
by providing "turnkey"
event services support

05

Seamlessly includes
The Sound

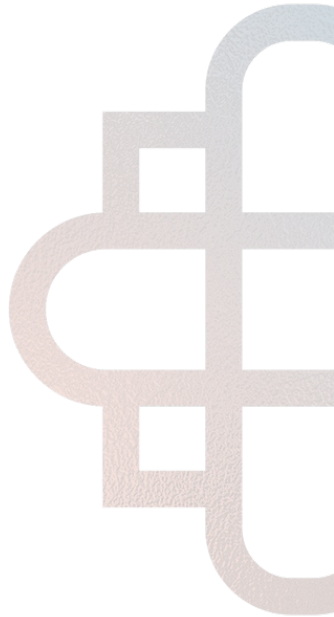
06

Secure annuity business
with repeat clients to
ensure YOY growth

SCOPE OF WORK

Understanding the scope of work provided when adopting ASM's Private Event Sales Program.

- Premier will initiate Outbound Sales to reach new pool of prospects & clients on behalf of the District
- Establish brand recognition of "Del Mar Premier Events" across private events market
- Client relationship management
- Assist in closing Private Event Agreements
- Fulfill Catering Event Orders
- Operate day of event
- Execute marketing plan
- Handle timely Event Settlements
- Support clients from start to finish through all stages of event lifecycle
- Meet measurable goals + follow Annual Sales Strategy set forth by ASM Corporate
- Participate in and be supported by ASM's National Sales Team



GO-TO-MARKET PLAN

Our strategy is to be comparably priced with other local venues of our size and to attract 12-18 high earning events in year one by pursuing 70% Outbound Sales.

YEAR 1 TARGET VERTICALS:

1. LOCAL CORPORATE
2. NATIONAL CORPORATE
3. NONPROFIT
4. KEY MEDIA EVENTS

ACTION PLAN:

Outbound sales for Holiday, Fair Outings, & Meetings

Convention Calendar off-sites, DMCs, CVB, Networking

Sales Calls using Seasonal Promotions

Host, Trade, and Incentive for Industry Referral Partners

COMPETITIVE ANALYSIS

Informs Rental Fee pricing and clients' expectations of what is included with rent.

LOCAL VENUE COMP SET (LARGE VENUES, NON-HOTEL) - PRIVATE EVENT ROOM RENTAL FEES

FAIRGROUNDS CURRENT RATES		
ROOM	CAP	PRICE
Grand Stand	8,000	TBD
Paddock	2,500	\$2,860
Mission	1,100	\$3,740
Seabiscuit	200	\$1,320

F&B MIN \$10,000 & UP
EVENT PARKING: \$15



PETCO PARK		
ROOM	CAP	PRICE
Field	10,000	\$30,000
Square	5,000	\$18,500
Deck	500	\$8,500
Roof	375	\$8,500

F&B MIN \$20,000 & UP
EVENT PARKING: \$30

SEAWORLD		
ROOM	CAP	PRICE
Pavilion	2,000	\$12,000
Arcade	500	\$5,000
View	220	\$5,500

F&B MIN: UNKNOWN
EVENT PARKING: UNKNOWN

SNAPDRAGON		
ROOM	CAP	PRICE
Field	10,000	\$30,000
Corner	2,500	\$12,500
View	350	\$5,500

F&B MIN: NONE
EVENT PARKING: \$10

COMPETITIVE ANALYSIS

RESULTS

On average, District private events are currently \$30,000 less than market average.

In Year 1 alone, the potential of 12 events booking at \$30,000 under market average means we are currently planning to turn down at least \$360,000 in additional revenue available on events in 2024 when compared to our competitors in the San Diego market.

ASM Global has proposed a plan that bring us up to market standard for the Private Events segment, which is a unique piece of the live events industry, following a separate business model than Consumer Shows/Ticketed Events currently represented on property.

STRATEGIC PRICING

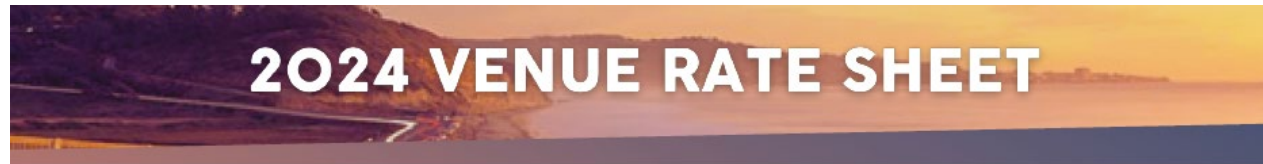
ASM's Proposed Room Rental Fee Schedule

Why?

Separate Line of Business
Different clientele than Expos.
These are not professional planners, and they need our buying power, vendors, and planning support.

More Inclusions
The average Private Event Client expects more services provided within Rental Fee. So we've designed it to be "turnkey and all inclusive."

Industry Gold Standards
Meet market value to be competitively priced, and follow ASM's program template.



OUTDOOR VENUES	SQ FT	CAPACITY	BANQUET	RENTAL FEE <i>\$25,000 F&B Min</i>
Paddock Green	30,000	2,500	700	\$10,000
Turf Courtyard	7,500	600	200	\$4,500
Plaza De Mexico	22,000	1,000	800	\$7,500
Grandstand	varies	16,000	varies	custom
Infield & Pavilion	varies	3,500	800	custom

CONCERT VENUE				RENTAL FEE <i>\$25,000 F&B Min</i>
The Sound	19,000	1,900	350	\$30,000

INDOOR BANQUET HALLS				RENTAL FEE <i>\$20,000 F&B Min</i>
Mission Tower	13,200	1,100	800	\$7,500
Activity Center	20,000	2,200	1,200	\$10,000
Turf Club	6,200	450	275	\$4,000
Director's Room	2,400	150	100	\$2,000

ROOFTOP SKYBOXES				RENTAL FEE <i>\$15,000 F&B Min</i>
Seabiscuit & Patio	2,400	200	120	\$4,000
Equus & Patio	2,700	400	160	\$5,000
Native Diver, Star Fiddle, or Ancient Title		120	120	\$3,000

*Sliding Scale Rental Fee Reductions Applied for high F&B Spends

*Adding Rental Fee to Plaza De Mexico & Turf Courtyard

*Price Varies \$5 - 30k Based on Seasonal Availability & Event's Scope - determined by Belly Up Ent.

STRATEGIC PRICING - FAIR GROUPS

Goal to position San Diego County Fair as best Summertime "employee appreciation event" for corporate outings.

COMP SET - SUMMER OUTINGS PACKAGES IN SAN DIEGO

PRICED PER PERSON



Starting at \$63++

Includes:

- Admission
- Parking
- F&B

Additional:

- Rides
- Shows

ZOO

Starting at \$71++

- Admission
- F&B
- Parking

SEAWORLD

Starting at \$59

- Admission Only

PADRES GAME

Unknown

- Varies per quote



ASSESSMENT: CURRENT PRICING IS EXCELLENT

THANK YOU



6-E: Finance Committee Report (Cont.)

Chair: Director Gelfand

2. **Action:** Consideration and vote on rental rates for Del Mar Premier Events Private Event Sales Program
3. **Action:** Consideration and vote to approve Hacienda Room Renovation project
4. **Action:** Consideration and vote on 2024 Operating Budget adjustment to authorize additional civil service position openings

6-F: Strategic Planning Committee Report

Chair: Director Gelfand

Informational

- Verbal report

6-G: Sustainability Committee Report

Chair: Director Mosier

Informational

- Verbal report

6-H: State Race Track Leasing Commission & Del Mar Race Track Authority Meetings Report

RTA Board President: Director Arabo

Informational

- Verbal report

6-1: Comprehensive Policies Development & Review

- Receive feedback on draft policies presented previously

6-J: Member Entity Representative

Action:

Consideration and Vote to appoint a Member Entity Representative and an Alternate to the California Fairs Financing Authority dba California Construction Authority Board of Directors, per Section 8 (a) and (b) of the Joint Exercise of Powers Agreement

5: Executive Report

OPERATIONAL ANNOUNCEMENTS

CONSTRUCTION PROJECTS & FACILITIES UPDATES

INDUSTRY NEWS & UPDATES

7: Matters of Information

CORRESPONDENCE