

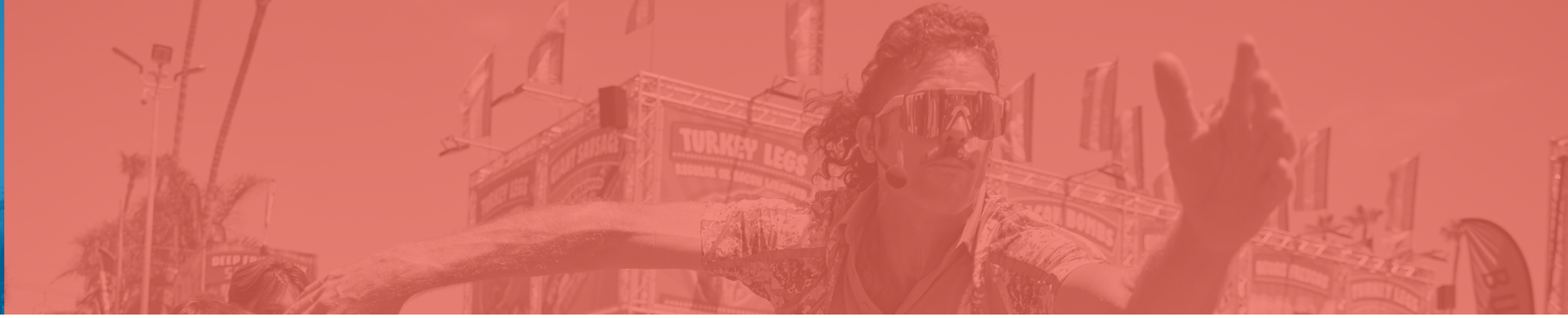
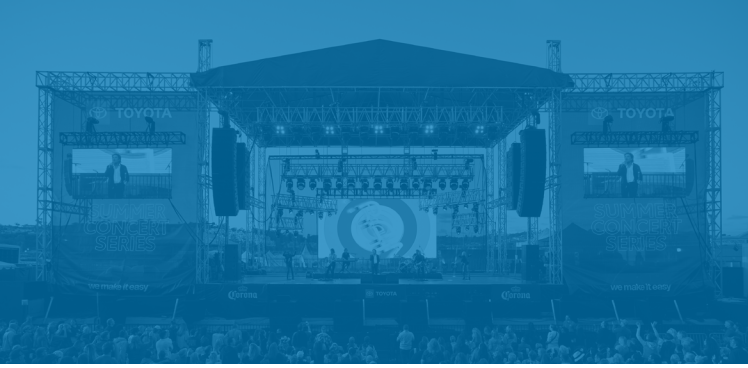
A vibrant sunset scene at the Del Mar Fairgrounds. A large Ferris wheel with colorful lights is on the left, and a swing ride is in the center. The sun is a bright orange circle on the right, reflecting on the ocean. Palm trees and other fair structures are visible in the background.

22nd District Agricultural Association

DEL MAR *Fairgrounds*

HOME OF THE SAN DIEGO COUNTY FAIR

2023 Annual Report



Inaugural Annual Report

The report accomplishes the following goals:

- ❖ Provides facts, figures, and important information about District activities.
- ❖ Tells the District's story through the lens of our values.
- ❖ Provides a baseline for future years' reports.
- ❖ Celebrate and discuss our achievements in 2023.
- ❖ Equip leadership, employees, partners, community thought leaders, and the public with important information related to the District.



Telling Our Story



Who we are

Purpose, Mission and Vision

About the Del Mar Fairgrounds

Connecting our community through shared interests, diverse experiences, and service to one another.

About the San Diego County Fair

San Diego County's largest annual community event

22ND DISTRICT AGRICULTURAL ASSOCIATION

OUR VALUES



Fun

Celebrating the ordinary and the extraordinary in unique ways.



A + Quality

Creating exceptional and memorable experiences.



Integrity

Being responsible to our community, the environment and to one another.



Respect

Providing an inclusive and interactive place where all people can connect.



Service

Purposeful and inspiring engagement.

2023 Recap

- ❖ Introductory Letter
- ❖ 10 Big Things for 2023
- ❖ 2023 Fair Recap and Numbers
 - ❖ “Get Out There” theme
- ❖ 2023 WFA and IAFE Achievement Awards
- ❖ Unaudited Financial Information
- ❖ 2023 Event Listings



10 Big Things For 2023

1. Hosted a safe and successful Fair
2. Opened The Sound
3. Created the Fairtastic Foods Competition
4. Restored the Garden Show and Media Sneak Peek
5. Reopened Horse Park
6. Implemented new workplace technologies
7. Debuted the Water Quality Improvement Project
8. Established new websites through the Saffire platform
9. Served as home to the No. 1 volleyball club in the nation
10. Reduced traffic to the Fair through off - site shuttle use





Key Priorities

The six key priority areas for the District have been foundational in ensuring our success following the COVID-19 pandemic.

Keeping these priorities on the forefront of everything we do enables us to make the fairgrounds a long-lasting part of this community.

What we offer to this area is unique gathering place, made possible by a labor of love from the hundreds of people that all have a hand in creating life-long memories for our visitors.



Community Impact

The 2023 Annual Report outlines the District's commitment to our community by showcasing:

- ❖ Top 10 Communities to visit the San Diego County Fair
- ❖ Spotlight: Care 'N Share Program
- ❖ Community Impact facts and figures
- ❖ 2023 Fair for All Program recipients listing
- ❖ San Diego County Fair Community Programs listing



Environmental Impact

- ❖ Investments in Water Quality Initiative
- ❖ Looks at other investments
- ❖ Environmental Impact Facts and Figures
- ❖ Spotlight: 2023 Green Ribbon Cutting Ceremony



Economic Impact

- ❖ Top states for Fair visitors (outside CA)
- ❖ Economic Impact Facts and Figures
- ❖ Detail: Horse Racing
- ❖ Detail: Horsepark reopening
- ❖ Spotlight: The Sound at Surfside opening
- ❖ Spotlight: Fairtastic Foods





Keeping Guests Safe

- ❖ District's role as an emergency partner
- ❖ Fair Safety Facts and Figures
- ❖ Spotlight: Burn Institute derby
- ❖ Spotlight: Lost & Found
- ❖ Spotlight: Bike Team



Planning for the Future

- ❖ Recaps work done so far.
- ❖ Outlines plans for the future.
- ❖ Touches on Affordable Housing and LOSSAN Corridor.
- ❖ Anchored in our purpose, mission, vision, and values.





Our Team

As the owner and operator the Del Mar Fairgrounds, the 22nd District Agricultural Association is committed to providing transparent reporting of our operations. The 2023 Annual Report outlines this commitment by providing detailed reporting of:

- Board of Directors
- District Leadership
- District Operators



Frederick Schenk
President



Michael Gelfand
1st Vice President



G. Joyce Rowland
2nd Vice President



Mark Arabo
Board Member



Lisa Barkett
Board Member



Phil Blair
Board Member



Kathlyn Mead
Board Member



Don Mosier
Board Member



Sam Nejabat
Board Member



Carlene Moore
CEO
Secretary/Treasurer

