



A TIMELESS TRADITION

OUR PURPOSE

We are a timeless community treasure where all can flourish, connect, and interact through year-round exceptional experiences.

OUR MISSION

We connect our community through shared interests, diverse experiences, and service to one another in an inclusive, accessible, and safe place with an emphasis on **entertainment**, **recreation**, **agriculture**, and **education**.

OUR VALUES

FUN Smile. Engage. Celebrate.



INTEGRITY Responsible. Ethical. Authentic.

RESPECT The Golden Rule.

SERVICE Caring. Humble. Helpful.

ATTENDANCE – 2022-2024

Totals	2022	2023	2024
Attendance	973,361	997,720	877,420
Paid	722,942	777,425	681,803
Grandstand attendance	67,396	57,949	59,157
Days	21	22	20
Grandstand shows	16	14	14
Averages	2022	2023	2024
Avg Daily	46,351	45,351	43,871
Avg Paid Daily	34,426	35,338	34,090
Avg Grandstand	4,212	4,139	4,226



NEW in the Year of Retro

Layout and Physical Changes

- Let's Go Retro Exhibit
- Layout Changes
- Midway Beautification
- Eco-Hut

Programming & Education

- Beer and Wine Experiences
- Saturdays at The Sound
- New Rides, Games, and Food & Bars
- New Entertainment
- Native American Powwow
- Vision Wall Outreach
- Pet Pavilion
- Summer Social revamp
- Fair-tastic Foods (Year Two)
- Fourth of July Parade

Community Connections

- Tijuana Press Conference
- Community Outreach Efforts
- Pre-Fair Plant*Grow*Eat
- The Daily Buzz







Incorporating the Theme

- Façade
- 20,000 square foot Theme Exhibit
- Let's Go Retro Challenge
- Community Exhibits
- One-day Contests
- Strolling Entertainment









































AFFORDABILITY & ACCESSIBILITY

SAN DIEGO COUNTY FAIR

Value & Savings

Free admission for kids on Fridays: 18,009 Albertsons/Vons discounts used: 28,413 Costco partnership: 37,633 packs sold GovX partnership: 14,872 O'Reilly Auto Parts: 5,309 Pepsi Pay-One-Price Ride Wristbands: 69,857 Fair Tripper tickets: 5,618 Horsepark Discounted Parking: 8,051 cars Free Canyon Crest Academy Parking: 42,227 people

Value for Your Entertainment Dollar

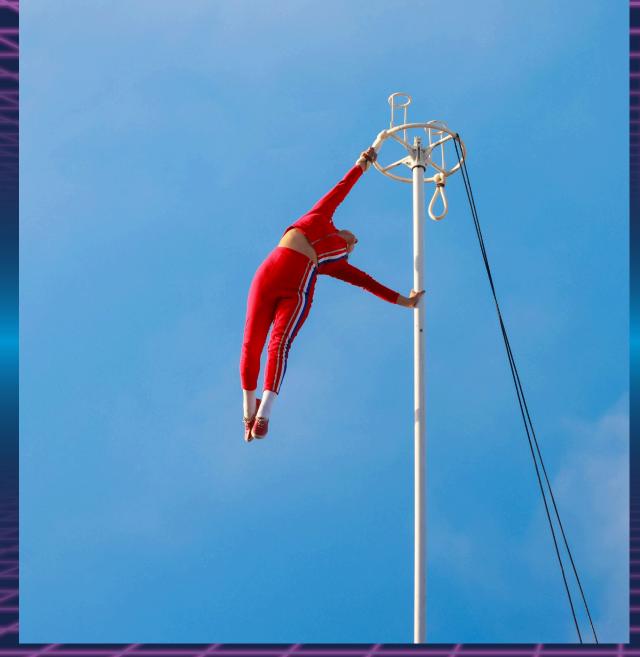
1,045 hours of entertainment included with admission

275 Total Entertainers

- 227 local San Diego entertainers
- 110 new entertainers



















Paddock Lineup

- JUNE 12 THE ROCKET MAN SHOW Tribute to ELTON JOHN
- JUNE 13 WILD CHILD Tribute to THE DOORS
- JUNE 14 BILLY NATION Tribute to BILLY JOEL
- JUNE 15 SAMMY JOHNSON REGGAE ROCKS THE PADDOCK
- JUNE 16 L.A. SOUND MACHINE Tribute to GLORIA ESTEFAN
- JUNE 19 WANNABE Tribute to THE SPICE GIRLS & MORE!
- JUNE 20 MINIKISS Tribute to KISS
- JUNE 21 THE DREAM BOATS Hits from the 50's & 60's
- JUNE 22 BOOSTIVE REGGAE ROCKS THE PADDOCK
- JUNE 23 SON OF A GUN Tribute to GUNS N' ROSESS
- JUNE 26 BOY BAND REVIEW Tribute to NSYNC, NKOTB & MORE
- JUNE 27 THE POLICE EXPERIENCE Tribute to THE POLICE
- JUNE 28 ULTIMATE ELVIS EXPERIENCE Tribute to ELVIS PRESLEY
- JUNE 29 ARISE ROOTS REGGAE ROCKS THE PADDOCK
- JUNE 30 BEE GEE'S GOLD Tribute to THE BEE GEE'S
- JULY 3 JAMES GARNER Tribute to JOHNNY CASH
- JULY 4 VILLAGE PEOPLE
- JULY 5 PAPA DOO RUN RUN Tribute to THE BEACH BOYS
- JULY 6 IAM TONGI REGGAE ROCKS THE PADDOCK
- JULY 7 DIVAS ON FIRE! Tribute to TINA TURNER & WHITNEY HOUSTON





COMMUNITY CONNECTION



By the Numbers: Community Impact

- Fair-for-All Program: 25,993
- Care 'n Share Toy Drive: 6,500 stuffed animals donated
- Plant-Grow-Eat: 3,000 participants
- Burn Institute Demolition Derby: \$121,468 raised
- Non Profit/Government Association Participation: 32
- Boy and Girl Scouts flag-raising: 1,320
- Blood Donors: 75
- Pet Pavilion Participants: 19 animal rescues and pet services
- Master Site Plan Vision Wall Interactions: 1,368 comments

















By the Numbers: Community Participation

Ribbons awarded: 10,160 **Total entries:**

- Beer Competition: 1,013
- Design in Wood: 276
- Fine Art: 1,770
- Floral: 5,049
- Garden show: 139
- Gems & Minerals: 290
- Home Made: 1,639
- Photography: 3,671
- Student Showcase and Best of K-6: 15,909
- Toast of the Coast: 399
- Fairbotics: 30 teams
- Homemade Wine: 186























Community Celebrations

- Asian and Pacific Islander Festival June 15
- Out at the Fair June 22
- Gospel Day June 29
- Native American Pow Wow June 30
- Domingueando en la Feria Every Sunday





















Community Outreach

Street Banner Program

- Chula Vista
- City Heights
- Clairemont-Morena
- Convoy
- Diamond District
- El Cajon Blvd
- Lemon Grove
- Logan Heights
- Mira Mesa
- Mission Hills
- North Park

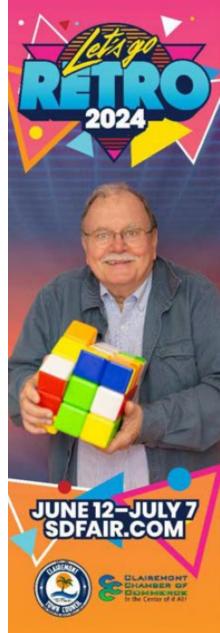
- Oak Park
- Oceanside
- Otay Mesa
- Pacific Beach
- Point Loma
- Rancho Penasquitos
- Rolando Park
- Sherman Heights
- Solana Beach
- University City
- Vista

San Diego County Fair Day

- Chula Vista
- Coronado
- Del Mar
- El Cajon
- Encinitas
- Imperial Beach
- La Mesa
- Lemon Grove
- National City
- Oceanside
- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista
- San Diego County







Special Guests



- Summer Socials
 - Senator Toni Atkins
 - Congressman Mike Levin
 - California Treasurer Fiona Ma
 - CDFA Secretary Karen Ross
 - California State Farm Bureau President Shannon Douglass
 - Del Mar Village Association
 - San Diego Tourism Authority
 - News Media
 - Fair Impact (for business associates and other affiliates of the San Diego County Fair)
- Jewish Federation of San Diego
- Western Fairs Association Member Mixer
- SDSU Football Coach Sean Lewis
- Del Mar Community Connections
- EDCO

AGRICULTURE































Junior Livestock Auction

- 246 lots sold
- \$657,564 raised (up 36%)
- 147 buyers
- Top price: \$15,000

MARKETING & OUTREACH



Where They Came From

Cities

- 1. San Diego
- 2. Chula Vista
- 3. Oceanside
- 4. Escondido
- 5. El Cajon
- 6. Vista
- 7. Carlsbad
- 8. San Marcos
- 9. Spring Valley
- 10. Encinitas

States (outside California)

- 1. Arizona
- 2. Nevada
- 3. Texas
- 4. Florida
- 5. Washington
- 6. Baja California
- 7. Colorado
- 8. New York
- 9. Illinois
- 10. Oregon

Source: Saffire Online Ticket-Buyers

Digital Efforts

SDFair.com

- Visitors: 1.6 million
- Page views: 7.3 million

Instagram

- Follower Growth: 6,242
- Total Followers: 31.5k
- Reach: 1.3 million

Influencer Partnerships

- Content Creators: 22
- **Posts**: 304
- Impressions: 3.8 million
- Reach: 2.7 million

Facebook

Follower Growth: 2,054 Total Followers: 125.6k Reach: 3 million

*May 1 – July 15, 2024

Media Coverage



- Paddock Preview
- Tijuana Press Conference
- Media Morning & Opening Day coverage
 - 32 credential requests
- 114 total credentials issued
- 34 on-site activations

Key Messages

- Theme and "what's new"
- Food
- Event-specific
- Open Through July 7
- "The Beach Can Wait" (limited time).
- Community Celebration
- Fair Tripper
- Economic Impact
- Value Buy Early and Save













Safety Stats

Public Safety

- No major incidents
- Trip and falls: Down 85%
- 3 traffic incidents
- Only 14 total law enforcement incidents
 - 38 in 2023

Medical

- Transports: 28
- Band-Aids: 721
- Mole Skin: 193
- Neosporin: 97



Getting Here Safely

Solana Beach Station shuttle

- 11,666 total passengers
- 583 average daily (+17%)

Horsepark shuttle

- 42,472 total passengers
- 2,123 average daily (+9%)

Canyon Crest Academy

- 42,227 total passengers
- 2,112 average daily (-23% from Torrey Pines)

27,533 cars diverted from main campus



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EMPLOYEE EMERGENCY RESPONSE GUIDE

BUILDING OUR TEAM

SAN DIEGO COUNTY FAIR

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Bringing People Together

- 1,273 Employees Hired
 - 1,193 headcount on Opening Day
 - June 1 Orientation at The Sound
- 95 local vendors
- 20 Ride and game operators
- Sponsors, contractors, and exhibitors







Employee Engagement









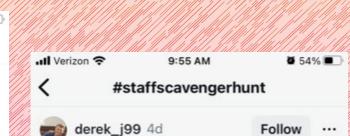






Staff Scavenger Hunt







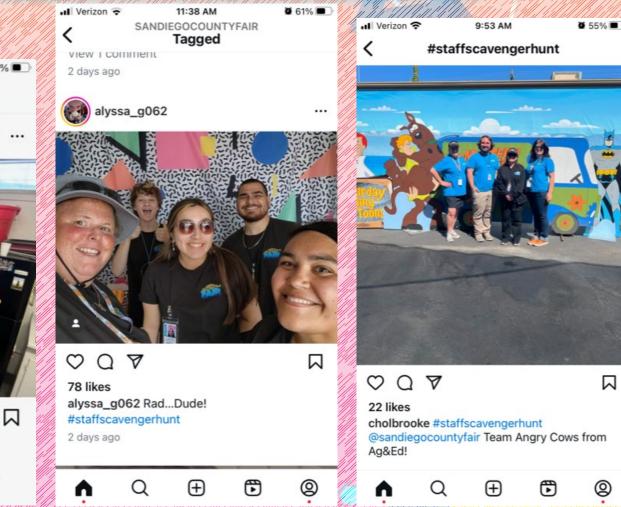
QQA

8 likes khawk1290 Fab 5 @sandiegocountyfair #staffscavengerhunt

1 day ago

QQ V

34 likes derek_j99 The Dream Team! #staffscavengerhunt @sandiegocountyfair



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AND NOW, THE FUN ...



Fair-Tastic Foods Winners



Fair-Tastic Foods Winners



NEW - SAVORY

WOW - SWEET







Fun Food Stats

- 4,265 | Cans of Spam used for Spam dishes
- 20,100 | Gallons of lemonade served
- 23,655 | Ears of corn shucked and served by food stand Corn Stars
- 38,569 | Turkey legs sold
- **50,000** | Estimated number of Fried Oreos sold by Chicken Charlie's
- 61,764 | Ice cream cones served

Top 10 Concessionaires (Revenue)

1. Chicken Charlie's on Concourse 2. Chicken Charlie's on the Avenue 3. Juicy's Avenue East 4. Juicy's Avenue West 5. C & C Concessions "The Ranch" on Concourse 6. Fun Biz Concessions on the Concourse 7. Flaco's on the Avenue 8. San Diego Fish & Chips on the Avenue 9. West Coast Weenies on the Avenue 10. Mexican Funnel Cake on the Avenue









Grandstand Lineup

JUNE 16





KAI



JUNE 13

OLD DOMINION



TLC PEPE AGUILAR





WHISKEY MYERS

JULY 3

JUNE 19



JUNE 21

JUNE 23



KINGS OF PANCHO BARRAZA LATE NIGHT



SMOKEY ROBINSON **LITTLE BIG**

TOWN











JULY 4



FIREWORKS HOMBRES G

Grandstand Stats

Total revenue: \$3.33 million (a record)

Tickets: 59,157

Most popular

- 1. Los Tucanes de Tijuana
- 2. Ludacris
- 3. Old Dominion

Highest revenue shows

- 1. Old Dominion
- 2. Los Tucanes de Tijuana
- 3. Ludacris

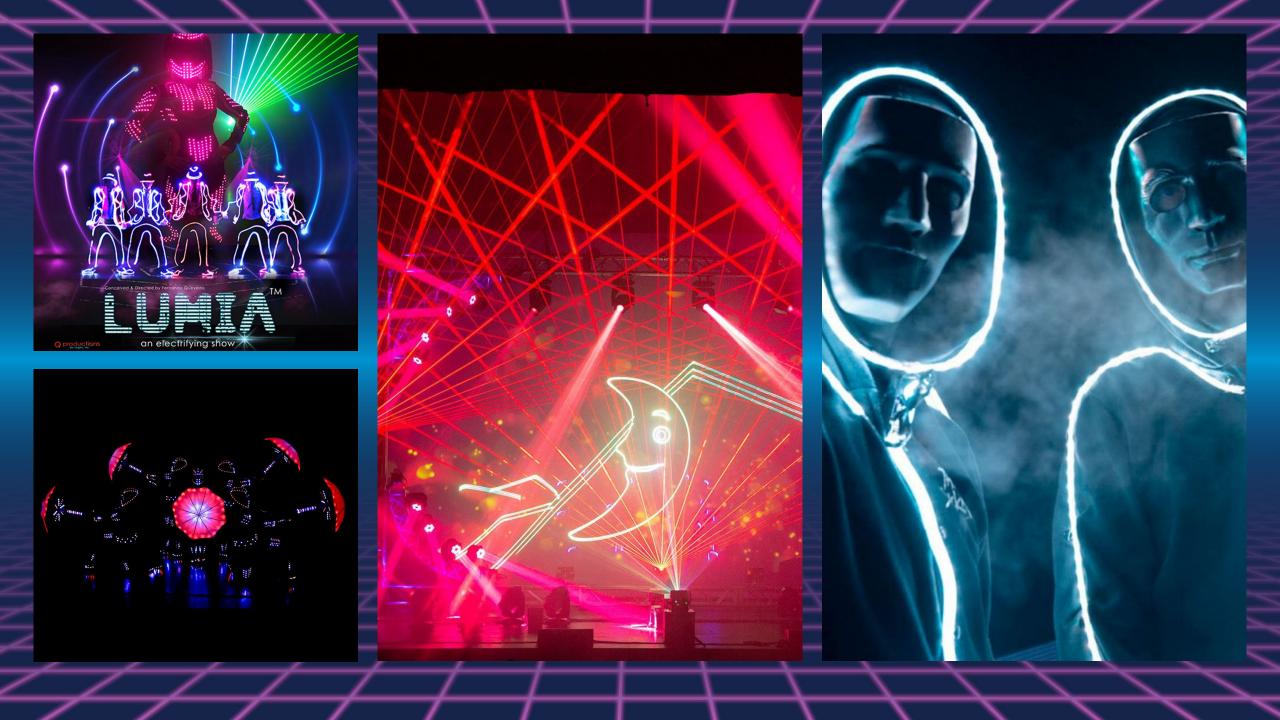


Saturdays at the Sound

- Pink Floyd Laser Show (June 15)
- Iluminate (June 22)
- Lumia (June 29)
- Stickmen Project (July 3)

Total: 2,300 tickets sold





Rides & Games

Top 5 Rides

Ferris Wheel (in Fun Zone)

Skyride

Raptor Coaster (new)

Crazy Mouse

Kraken (new)

Top 5 Games

Balloon Pop

Balloon Pop

Bottle Up

Tub Toss

Dart Bag

70 total rides, 49 total games









4TH OF JULY















KEY TAKEAWAYS







Up

- Junior Livestock Auction
- Pay One Price Wristbands
- Costco Sales
- Advance Sales
- Grandstand Concert Tickets
- Public Transit Use
- Temporary Employee Hiring
- Sponsorship Sales
- Summer Social attendance

Down

- Average daily attendance
- Free parking
- Noise complaints
- Safety incidents
- Guest Services issues
 - Reverse ATMs
 - BlastPass

MORE LESSONS LEARNED

- Juneteenth Holiday
- Value-focused guests
 - $\circ~$ Wednesdays & Thursdays
 - \circ Promotions
- Grandstand
- The Sound success
- Pre-Fair Plant*Grow*Eat
- Texting platform
- Community is critical
- Weather makes a difference

POST-FAIR SURVEY

- 4,041 total responses
 - 550 did not attend Fair
- 79% reported spending 4+ hours at the Fair
- Traffic perceptions improved
- Food, exhibits, rides, and games are biggest draws
- Identifying lowest-attended areas
- Guests looked for agriculture
- Value perception and awareness
- "Retro" Theme influenced 1/3 of respondents



