



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
September 10, 2024 at 1:30 p.m.

Boardroom

Del Mar Fairgrounds
2260 Jimmy Durante Boulevard
Del Mar, California 92014

While the 22nd District Agricultural Association Board of Director's meeting will be conducted in person, per Government Code section 11133, the 22nd DAA will also provide for remote participation by Board members and members of the public. If you prefer to participate remotely, please check the 22nd DAA's website ([Public Information](#)) for the ZOOM link and/or ZOOM dial-in instructions on how to participate and/or view this meeting.

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.**

22nd DAA BOARD OF DIRECTORS

Frederick Schenk, President

Michael Gelfand, 1st Vice President

G. Joyce Rowland, 2nd Vice President

Mark Arabo, Director
Lisa Barkett, Director
Phil Blair, Director

Kathlyn Mead, Director
Don Mosier, Director
Sam Nejabat, Director

Secretary-Manager

Carlene Moore
Chief Executive Officer

22nd DAA Counsel

Joshua Caplan
Office of the California Attorney General

OUR GOALS

THE LENS

Treat the campuses of the fairgrounds as one ecosystem where all activities are complementary and aligned with the purpose, mission, vision and values of the San Diego County Fair & Event Center.

BUSINESS PLAN

Acknowledging the short-term need to plan for fiscal recovery and stabilization, create a 5-to-10-year business plan that rebuilds a strong financial base, contemplates new business activities and partnerships, provides program accessibility, and leads to a thriving San Diego County Fair & Event Center.

MASTER PLAN

Create an environmentally and fiscally responsible land use plan for the San Diego County Fair & Event Center, aligning with purpose, mission, vision, and values of the organization.

COMMUNITY ENGAGEMENT

Incorporate community engagement within the Business Plan and Master Plan processes to enhance understanding and expand opportunities.

Persons wishing to attend the meeting and who may require special accommodations pursuant to the provisions of the Americans with Disabilities Act are requested to contact the office of the Chief Executive Officer, (858) 755-1161, at least five working days prior to the meeting to ensure proper arrangements can be made.

Items listed on this Agenda may be considered in any order, at the discretion of the chairperson. This Agenda, and all notices required by the California Bagley-Keene Open Meeting Act, are available at www.delmarfairgrounds.com. Public comments on agenda items will be accepted during the meeting as items are addressed.



22nd District Agricultural Association Board of Directors Meeting

AGENDA

September 10, 2024 at 1:30 p.m.

1. **CALL TO ORDER** – FIRST VICE PRESIDENT MICHAEL GELFAND
All matters noticed on this agenda, in any category, **may be considered for action as listed**. Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Board Vice President.
2. **ROLL CALL**
3. **CONSENT CALENDAR** [Action Item]
All matters listed under the Consent Calendar are operational matters about which the Board has governing policies, implementation of which is delegated to the CEO. They will be enacted in one motion. There will be no discussion of these items prior to the time the Board of Directors votes on the motion, unless members of the board, staff, or public request specific items to be discussed separately and/or removed from this section. Any member of the public who wishes to discuss Consent Calendar items should notify the Vice President of the Board at the time requested and be recognized by invitation of the Vice President to address the Board.
 - **Minutes, Regular Meeting – August 13, 2024** 5-9
 - **Contract Awards & Approvals**
 - **Standard Agreements from Competitive Solicitation** 10-19
24-015 Sponsorship and Sales Representative
4. **PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**
This item is for public comment on issues **NOT** on the current agenda. No debate by the Board shall be permitted on such public comments and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on a docket item. Speaker's time is limited to **two** minutes and may be modified based on the number of public speakers. No speaker may cede their time to another speaker.
5. **EXECUTIVE REPORT** [Informational] – CEO Carlene Moore
 - **Operational Announcements** PowerPoint
 - Del Mar National Horse Show Wrap-Up
 - 2024 San Diego County Fair Wrap-Up Report
 - **Construction Projects & Facilities Updates** 20-23
 - **Industry News & Updates** 24-60
 - **Review of Contracts Executed per CEO Delegation of Authority** 61-69
 - **Standard Agreements**
24-049 Communication Training; 24-907 Minisatellite Wagering Site
 - **Event Agreements**
24-868 Pinery Christmas Trees; 25-869 La Jolla Kiwanis

6. **GENERAL BUSINESS**
 - A. **Finance Committee Report** [Informational] – Michael Gelfand, Chair 70-78
 - B. **Fair Operations Committee Report** [Informational] – Mark Arabo, Committee Member 79-80
 - C. **DMTC Liaison Committee Report** [Informational] – Mark Arabo, Chair 81
 - D. **People & Culture Committee Report** [Informational] – Joyce Rowland, Chair 82-83
 - E. **Strategic Planning Committee Report** – Michael Gelfand, Chair 84-87
 1. Consideration and vote to adopt a joint resolution with the City of Del Mar, the City of Solana Beach, and the City of San Diego pertaining to the LOSSAN Rail Realignment Project [Action Item] 88-89
 2. Consideration and vote on draft Guiding Principles for the approach to the creation of a new Master Site Plan building on the Outreach and Education Plan adopted by the Board [Action Item] 90-92
 - F. **Discuss and vote on whether to approve assignment of Food and Beverage Services Agreement (Agreement No. 12-009/41) by ASM Global to Legends** [Action Item] 93-99
7. **MATTERS OF INFORMATION**
 - Board Committee Assignments
 - Correspondence100-112
8. **CLOSED EXECUTIVE SESSION (NOT OPEN TO THE PUBLIC)**

Pursuant to the authority of Government Code section 11126(a), (b), and (e) the Board of Directors will meet in closed executive sessions. The purpose of these executive sessions is:

 - A. To confer with and receive advice from legal counsel regarding potential litigation involving the 22nd DAA. Based on existing facts and circumstances, there is significant exposure to litigation against the 22nd DAA. (Govt. Code, § 11126, subd. (e).)
 - B. To confer with and receive advice from legal counsel, regarding potential litigation involving the 22nd DAA. Based on existing facts and circumstances, the Board will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
9. **RECONVENE TO OPEN SESSION**

Report on actions, if any, taken by the Board in closed executive session.
10. **ADJOURNMENT**



22nd DISTRICT AGRICULTURAL ASSOCIATION
Board of Directors Meeting
Del Mar Fairgrounds
2260 Jimmy Durante Boulevard
Del Mar, CA 92014
August 13, 2024

MINUTES

The following minutes are a summary of the Board action and proceedings. For a full transcript please click on the link below or visit the [delmarfairgrounds.com](https://www.delmarfairgrounds.com) website:
<https://www.delmarfairgrounds.com/p/public-information1>

OFFICERS PRESENT

Frederick Schenk, President
Michael Gelfand, 1st Vice President
G. Joyce Rowland, 2nd Vice President

DIRECTORS PRESENT

Mark Arabo
Lisa Barkett
Phil Blair
Kathlyn Mead (*via Zoom*)
Sam Nejabat

OTHERS PRESENT

Joshua Caplan, Deputy Attorney General
Carlene Moore, Chief Executive Officer
Melinda Carmichael, Chief Administrative Officer
Katie Mueller, Chief Operations Officer
Tristan Hallman, Chief Communications Officer
Molly Arnold, Administrative Assistant

DIRECTORS ABSENT

Don Mosier

CALL TO ORDER

President Schenk called the meeting to order at 1:35 p.m. with a quorum present.

ROLL CALL

President Schenk, Vice Presidents Gelfand and Rowland, and Directors Arabo, Barkett, Blair, Mead, and Nejabat were present. Director Mosier had an excused absence.

CONSENT CALENDAR

PUBLIC COMMENT ON CONSENT CALENDAR (see page 6 of transcript)
None

Vice President Gelfand moved to approve the Consent Calendar. Director Blair seconded the motion. President Schenk, Vice Presidents Gelfand and Rowland, and Directors Arabo, Barkett, Blair, Mead, and Nejabat were all in favor and the motion carried 8-0.

PUBLIC COMMENT ON NON-AGENDA ITEMS (see pages 8-11 of transcript)
Martha Sullivan, Jane Cartmill, Allison Prater

GENERAL BUSINESS

Item 5-A: San Diego Double-Track Project Presentation from SANDAG

CEO Moore introduced the project team from SANDAG and NCTD to present plans to construct a special events platform at the Fairgrounds. The project involves doubling the track on an existing railroad segment, replacing an old timber bridge over the San Dieguito River, and building a 1,000-foot-long platform to accommodate a train stop during events at the fairgrounds. Construction would also entail realigning Stevens Creek. SANDAG will use \$319 million in grant funding that has already been received to complete the project. SANDAG is aiming to bid the project by June 2025 and to begin construction in early 2026.

PUBLIC COMMENT ON ITEM 5-A (see pages 50-51 of transcript)
Carla Hayes, Martha Sullivan

Item 5-B-1: Consideration and vote to amend the theme [tagline] for the 2025 San Diego County Fair

President Schenk reported that the District is reconsidering the tagline for the 2025 San Diego County Fair. The theme focuses on pets, and the original tagline, "Unleash the Magic," contradicted with the "Love 'em and Leash 'em" pet owner responsibility campaign of the San Diego Humane Society, a potential theme partner. CEO Moore presented a new proposed tagline, "Pet-sational Summer" and requested approval from the Board to revise the tagline.

PUBLIC COMMENT ON ITEM 5-B-1 (see pages 59-61 of transcript)
Martha Sullivan, Jane Cartmill

Director Blair moved to approve the new tagline – Pet-sational Summer – for the 2025 San Diego County Fair. Director Arabo seconded the motion. Vice President Rowland suggested amending the motion to give District staff flexibility to change the tagline if a better alternative is discovered. Director Blair accepted the amendment to the motion. Director Arabo seconded the amended motion.

President Schenk, Vice Presidents Gelfand and Rowland, and Directors Arabo, Barkett, Blair, Mead, and Nejabat were all in favor and the motion carried 8-0.

Item 5-C: RTA/SRTLTC Committee Report

Director Arabo referred to the report on page 18 of the meeting packet and recapped the August 2 meeting of the Del Mar Race Track Authority and State Race Track Leasing Commission.

PUBLIC COMMENT ON ITEM 5-C (see pages 69-79 of transcript)
Jim Coleman, Martha Sullivan, Jane Cartmill, Maria Luisa, Oscar de la Torre, Carla Hayes

Item 5-D: Finance Committee Report

President Schenk announced two adjustments to the agenda:

1. The introduction of new draft policies is deferred until September.
2. Item 5-D-3 is deferred to a future meeting, pending additional information.

Item 5-D-1: Discuss and vote on whether to direct staff to research options to restructure or refinance the Del Mar Race Track Authority Revenue Bonds, Series 2015 and return to the Board to discuss those options at a future meeting

Vice President Gelfand referred to the report beginning on page 26 of the meeting packet and introduced Larry Lom of KNN Public Finance, who presented possible options for refinancing the RTA revenue bonds. The outstanding balance on the bonds will be more than \$30,000,000 following the payment on October 1, 2024. The District requested authorization to work with RTA bond council and municipal advisors to research options to restructure or refinance the bonds.

PUBLIC COMMENT ON ITEM 5-D-1 (see pages 91-93 of transcript)

Martha Sullivan, Jane Cartmill

Vice President Gelfand moved to direct staff to research options to restructure or refinance the Del Mar Race Track Authority Revenue Bonds, Series 2015, and return to the Board to discuss those options at a future meeting. Director Blair seconded the motion. President Schenk, Vice Presidents Gelfand and Rowland, and Directors Arabo, Barkett, Blair, Mead, and Nejabat were all in favor and the motion carried 8-0.

Item 5-D-2: Discuss and vote to approve an installment payment agreement with Nilforushan Equisports relating to Event Rental Agreement 24-4002

Vice President Gelfand referred to the report starting on page 28 of the meeting packet and explained that Nilforushan Equisport Events asked the District to renegotiate the payment terms of multi-year Event Rental Agreement 24-4002, including the balance owed for the event that took place earlier in 2024. The amount owed is \$297,950. The Finance Committee may return with a recommendation for a newly structured event rental agreement for future events.

PUBLIC COMMENT ON ITEM 5-D-2 (see pages 99-103 and 112-113 of transcript)

Carla Hayes, Ali Nilforushan, Martha Sullivan

Vice President Gelfand moved to terminate Event Rental Agreement 24-4002 and authorize CEO Moore to work with the Finance Committee to execute an installment payment agreement with Nilforushan Equisport Events to finance the balance owed of \$297,950 over a maximum period of five years commencing with a payment later this year. Director Nejabat seconded the motion. President Schenk, Vice Presidents Gelfand and Rowland, and Directors Arabo, Barkett, Blair, Mead, and Nejabat were all in favor and the motion carried 8-0.

Item 5-E: Strategic Planning Committee Report

Vice President Gelfand referred to the report beginning on page 30 of the meeting packet and recapped public outreach efforts at the San Diego County Fair to gather feedback on the District's Master Site Plan Initiative. Following up to the direction given by the Board at the May meeting, draft guiding principles have been developed, found on pages 33-36 of the meeting packet, to outline the community input process. The Board will vote on the guiding principles at an upcoming meeting.

PUBLIC COMMENT ON ITEM 5-E (see pages 117-119 of transcript)

Martha Sullivan, Jane Cartmill

Item 5-F: As required by Government Code, Section 11126(c)(7)(B), discussion to identify the District's expected negotiations with the City of San Diego regarding a temporary and permanent easement to portions of the District's Horsepark property located at 14550 El Camino Real Del Mar, CA 92014 (APN: 302-090-34)

President Schenk announced that this item would be considered in the Closed Executive Session.

PUBLIC COMMENT ON ITEM 5-F (see page 122 of transcript)

Martha Sullivan

RECESS TO CLOSED EXECUTIVE SESSION

The Board recessed to Closed Executive Session at 4:06 p.m.

RECONVENE TO OPEN SESSION

The Board reconvened to Open Session at 6:03 p.m. President Schenk stated that there was nothing to report from the Closed Executive Session, and clarified that the Board is obligated to generally identify the Closed Session topics without giving specific details.

EXECUTIVE REPORT

Because of the late hour, President Schenk announced that most of the Executive Report items would be deferred until the September Board meeting.

PUBLIC COMMENT ON EXECUTIVE REPORT (see page 124 of transcript)

None

CEO Moore noted that contracts executed per delegated authority can be found in the meeting packet beginning on page 90.

MATTERS OF INFORMATION

The District's ticket policy can be found on pages 140-144 of the meeting packet. Correspondence can be found on pages 145-165 of the meeting packet.

ADJOURNMENT

There being no further business to discuss, President Schenk adjourned the meeting at 6:05 p.m.

Carlene Moore
Chief Executive Officer

SUBJECT TO BOARD APPROVAL

ITEM 3 – CONSENT CALENDAR

September 2024

Expense Contracts

Standard Agreements from Competitive Solicitation						
Contract #	Contractor	Purpose	Acquisition Method	Effort Type	Term	Not to Exceed
24-015	Miller Consulting	Sponsorship and Sales Representative	RFP	Year Round	9/16/24 – 9/15/25	\$448,550.00

STANDARD AGREEMENT

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

24-015

GL ACCOUNT NUMBER (If Applicable)

GL#600100-00

1. This Agreement is entered into between the Contracting Agency and the Contractor named below:

CONTRACTING AGENCY NAME

22nd District Agricultural Association (District) / Del Mar Fairgrounds (Fairgrounds)

CONTRACTOR NAME

Miller Consulting

2. The term of this Agreement is:

START DATE

September 16, 2024

THROUGH END DATE

September 15, 2025

3. The maximum amount of this Agreement is:

\$448,550.00

Four Hundred Forty Eight Thousand Five Hundred Fifty Dollars and Zero Cents.

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of the Agreement.

Exhibits	Title	Pages
Exhibit A	Scope of Work	8
Exhibit B	Budget Detail and Payment Provisions	1
Exhibit B, Attachment I	Pricing Tables	4
Exhibit C*	General Terms and Conditions (April 2017)	4
Exhibit D	Special Terms & Conditions	5
Exhibit D, Attachment I	Insurance Requirements	4
Exhibit E	Preventing Storm Water Pollution	1
Exhibit F	22nd DAA Resource Conservation Policy	1

Items shown with an asterisk (*), are hereby incorporated by reference and made part of this agreement as if attached hereto. These documents can be viewed at <https://www.dgs.ca.gov/OLS/Resources>

IN WITNESS WHEREOF, THIS AGREEMENT HAS BEEN EXECUTED BY THE PARTIES HERETO.

CONTRACTOR

CONTRACTOR NAME (if other than an individual, state whether a corporation, partnership, etc.)

Miller Consulting

CONTRACTOR BUSINESS ADDRESS

1155 Camino Del Mar, Ste 124

CITY

Del Mar

STATE

CA

ZIP

92014

PRINTED NAME OF PERSON SIGNING

Van Miller

TITLE

President

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

EXHIBIT A SCOPE OF WORK

1. SERVICES OVERVIEW

- A. This Agreement is the result of a competitive solicitation incorporated by reference and made part of this Agreement.
- B. Miller Consulting, hereinafter referred to as the ("Contractor"), agrees to provide to the 22nd District Agricultural Association / Del Mar Fairgrounds, hereinafter referred to as ("District"), with services as described herein:

The Contractor shall provide sponsorship and sales services as outlined below to support the San Diego County Fair (Fair) and other large events throughout the year. Services include, but are not limited to, cold calling, following up on leads, creating a sales kit, ensuring sponsorship needs for tents, electrical, credentials and other needs are met, being on site during the fair during all hours of operation, attending fair-related meetings, working with the layout committee to place on site sponsors in advance, drafting contracts and P&L's for approval, collecting payments, insurance and other required documents, developing budgets, working with the District's tenants including Premier Food Services and the Del Mar Thoroughbred Club to secure sponsors, developing hospitality programs and rates, and other duties.

- C. The services shall be performed at the District located at 2260 Jimmy Durante Blvd., Del Mar, CA 92014.
- D. The contract term shall be for one (1) year, with the possibility of two (2) two-year options to renew, at the sole and absolute discretion of the District. The initial contract term is anticipated to begin September 16, 2024 and run through September, 15, 2025. The last option year expires September 16, 2029. The contract is subject to annual evaluation and certification that Contractor has met all contract requirements. District may decide, in its sole and absolute discretion, whether to exercise any option under the contract.
- E. Where the terms of this Agreement, and RFP No. 24-015 are more specific, or are inconsistent or in conflict with the provisions, terms and conditions set forth in the Contractor's proposal or Contractor's documents, both parties agree that the terms set forth in District's documents shall supersede and take precedence over Contractor's proposal or Contractor's documents.
- F. **All contract agreements shall be executed with the signature of the District's authorized signatory. Any agreements entered between the sponsor and the Contractor without this requisite authorization shall not be recognized as legally binding.**
- G. The Project Representatives during the term of this Agreement will be:

22 nd District Agricultural Association	Contractor: Miller Consulting
Name: Katie Miller	Name: Van Miller
Address: 2260 Jimmy Durante Boulevard Del Mar, CA 92014	Address: 1155 Camino Del Mar, Ste 124 Del Mar, CA 92014

EXHIBIT A SCOPE OF WORK

Phone: 858-792-4252	Phone: 619-993-8437
e-mail: kmueller@sdfair.com	e-mail: van@mcsponsorships.com

The parties may change their Project Representative upon providing ten (10) business days written notice to the other party. Said changes shall not require an Amendment to this Agreement.

2. SPONSORSHIP AND SALES DEFINITIONS

Sponsor: Arrangement with an entity that intends to promote a product or service through branding during the annual San Diego County Fair, other District-produced event, or facility at which District Sponsorship is authorized. This shall include such means as signage, promotions, discounts, sales outlets, bounce backs, tie ins, sampling, exclusivities, or naming rights.

Sponsorship: Collectively represents any type of Sponsor, Premium Sales, Mobile Marketing Tours, Budget Relieving Trade, and Media Trade contract, entitlements, hospitality, etc.

Clients: All categories of sponsors as defined below:

Premium Space: Arrangements where commercial vendors are solely interested in rental space in choice locations on District property to sell or promote their product or service during the annual San Diego County Fair.

Mobile Marketing Tours: Arrangements where companies promote their product or service on site through branding and/or sampling for a limited amount of time during the San Diego County Fair.

New Sponsor: Entity with whom the District has not entered into a Sponsorship contract for the previous fair/event.

Returning or Renewing Sponsor: Entity with whom the District has had a signed Sponsorship contract the prior fair/event, regardless of the event Sponsored.

Budget Relieving Trade: Tangible goods or services, which would be used for District business, and are budget relieving.

Incremental Cash: Additional cash realized from a renewal above and beyond the cash earned in the most recent agreement with the Sponsor, Mobile Marketing Tour or Premium Space client in exchange for similar entitlements (space, hospitality, etc.).

Media Trade: Media buys or placement on traditional radio, television, point of sale, social media, digital media, traditional print, etc.

3. WORKS TO BE PERFORMED

Tasks and Deliverable

A. Tasks:

EXHIBIT A SCOPE OF WORK

1. Contractor shall administer the District's Sponsorship Program. Contractor's duties shall include developing and maintaining a comprehensive sales program based on information and direction provided by the Chief Operations Officer (COO) for the annual San Diego County Fair, The Sound at Surfside, and any other self-produced event the District may add during the term of the contract.
2. Contractor shall report to the District's COO and be responsible for meeting overall organizational annual sales goals in the areas of Sponsorship, Premium Space sales, and Mobile Marketing Tours.
3. Contractor shall consult with the COO to develop sales program elements, guidelines, policies, reports and promotional materials.
4. Contractor shall work with the District's COO annually to establish specific revenue targets for the Sponsorship Program in the upcoming year with the following assumptions:
 - a) Increase cash Sponsorship revenue year over year.
 - b) Identify existing and/or anticipated programs, assets, buildings, etc. which are eligible to be underwritten by appropriate Sponsorship.
 - c) Increase revenue from Mobile Marketing Tours year over year.
 - d) Project expenses of deliverables including electrical hook ups, tent rentals, concert tickets, truss rentals, and other items not listed associated with the Sponsorship Program.
 - e) Project available Premium Space and revenues associated with such space.
 - f) Project inventory of branded locations and associated revenues.
 - g) Establish values for Sponsor hospitality including admission, parking, badges, concert tickets, etc.
5. All Sponsorship Program offerings must be reviewed and approved by the COO prior to being offered to potential or renewing clients.
6. Contractor shall meet with the COO on a regular basis as determined by COO to apprise of the ongoing development and implementation of the District's Sponsorship Program.
7. Contractor shall be available daily beginning May 1 through one week after the conclusion of the San Diego County Fair, or until all Sponsor and sales-related items have been successfully removed from the fairgrounds as determined by the COO.
8. Contractor shall submit to the COO:
 - a) Sponsorship Prospect List: a list of individuals and/or companies contacted, prospects and confirmed participants as well as commitment levels.
 - b) Proposed Sponsorship Contracts: a draft of the proposed sponsorship contract must be submitted as soon as it is completed for review or approval by the District's Board of Directors. Contracts subject to Board approval are not considered valid until approved by the Board.
 - c) Profit and Loss Statement: a Profit and Loss statement for each sponsor must be provided along with the Proposed Sponsorship Contract. Profit and Loss statement must contain the anticipated value from the Sponsorship Program. Additionally, the profit and loss statement will contain ALL District expenses related to the Sponsorship Program, including but not limited to admission ticket value, concert ticket value, badge value, parking value, commission, electrical

EXHIBIT A SCOPE OF WORK

- hook up charge, tent rental, truss rental, catering, etc. Values to be established annually with approval from the COO.
9. Contractor shall be responsible for all activation and fulfillment of every contract entitlement provision associated with acquired Sponsor, including Premium Space, Media Trade, Budget Relieving Trade and Mobile Marketing Tours.
 10. Contractor shall be onsite to manage all aspects of event setup, which includes installation of signage and booths, coordination of collateral material, arrangement of displays, and hospitality benefits. Additionally, Contractor must address all facilities-related needs, and oversee the distribution of credentials. It is also the Contractor's responsibility to ensure that contract entitlement provisions are properly coordinated with the appropriate members of District Management and staff.
 11. Contractor shall ensure compliance of Sponsors, Premium Space Sales, Budget Relieving Trade, Media Trade and Mobile Marketing Tours with the District's rules, regulations, and policies as outlined in their contract and the annually-produced Commercial Exhibitor Handbook.
 12. Contractor shall work with the Marketing Department in the planning season beginning October to February each year when the Marketing and Media Plan are being developed to establish needs and deadlines and shall abide by the same. Only those entitlements pre-approved by District Management will be provided to clients.
 13. For media trade, Contractor shall work closely with the District's Marketing Director to incorporate all trades into the District's marketing plan. Any media trade that does not facilitate the District's Marketing and Media Plan will not necessarily be approved. Contractor shall provide affidavits of all measured media buys and verification of audience levels and ratings in order for commissions to be approved.
 14. Contractor shall be expected to attend all appropriate meetings as requested by District. During the months of May-July, Contractor's staff must be available to service Sponsors, Premium Space clients, and Mobile Marketing Tours from move-in through exit and during all operating hours of the San Diego County Fair. Additionally, Contractor will be available to service clients during any operations necessary for the Sound.
 15. Contractor shall be responsible for preparing deal points and working with District's staff to execute agreements for Sponsorship, Premium Space, Media Trade, Budget Relieving Trade and Mobile Marketing Tours on the District's behalf.
 16. Contractor shall be responsible for preparing contracts for District's review and signature, issuing invoices, and collecting all payments, certificates of insurance and additional contract exhibits from all Sponsors, Premium Space Sales, Media Trade and Budget Relieving Trade and Mobile Marketing Tours. Contractor shall submit these documents to the District's Finance Department for processing.
 17. Contractor shall collect all payments from the client and submit to the District's Finance Department prior to the start of the event and any exceptions to this requirement must be approved in writing by District in advance.
 18. Contractor shall keep all clients in good standing throughout the term of the contract.
 19. Contractor is responsible for securing firm dates from Sponsors Point of Sale (POS) operations such as ticket sales and discount coupons and follow up to ensure commencement dates and program dates are adhered to.

EXHIBIT A SCOPE OF WORK

20. Contractor shall provide an accurate account of the total number of admission tickets, concert tickets and parking passes used for fulfilling client agreements to the District's Ticketing Department.
21. Contractor agrees that all work products, including but not limited to notes, designs, drawings, reports, memoranda and all other tangible personal property of whatever nature, produced or created in the performance of the contract (collectively, the "Work Products") shall be the sole property of the District. Contractor shall provide all work products to the District upon request. Contractor may retain file copies of said materials.

B. Deliverables

Tasks	Description	Schedule
3.8a	Sponsorship Prospect List	As received
3.8b	Draft of Each Proposed Contracts	As completed
3.8c	Profit and Loss Statement	Submit with Task 3.8b

4. SPONSORSHIP PROGRAM COMPENSATION

A. General Compensation:

1. Commission payments will be paid only upon the District's receipt of Sponsor's payments and upon receipt of Contractor's invoice with appropriate back up documents as outlined in Exhibit B, Budget Detail and Payment Provisions.
2. Categories of commission-based compensation include:
 - a. New Cash Sponsorships: Cash from New Sponsors.
 - b. Renewal Cash Sponsorships: Second and subsequent years of any multi-year Client contract shall be considered a Renewal and Contractor shall be paid at the Renewal Commission Rate.
 - c. Incremental Cash from Renewing Sponsors: Incremental new cash from returning Sponsors.
 - d. New Premium Space Sales: New sales of District's Premium rental space for San Diego County Fair and other events.
 - e. Renewal Premium Space Sales: Renewal of Premium rental space.
 - f. Incremental Cash from Renewing Premium Space Sales: Incremental new cash from renewal of Premium rental space.
 - g. Mobile Marketing Tours: New sales of District's rental space for Client's marketing tour.
 - h. Renewal Mobile Marketing Tours: Renewal of rental space for client's marketing tour.
 - i. Incremental Cash from Mobile Marketing Tour: Incremental new cash from renewal of rental space for client's marketing tour.
 - j. Media Trade: Partnership with clients and District exchanging advertising assets such as airtime or banners and alike at their venue. The net value for commission will be determined at the District's sole discretion for both new and renewal clients. Media Trade includes Mobile Marketing Tours and Premium Space renters.

**EXHIBIT A
SCOPE OF WORK**

- k. Budget-relieving trade: Partnership with clients and District exchanging material and services such as equipment rentals and alike. The net value for commission will be determined at the District's sole discretion for both new and renewal clients. Budget-relieving trade includes Mobile Marketing Tours and Premium Space renters.
 3. In the event of co-negotiated Sponsorships with the Del Mar Thoroughbred Club (DMTC), the DMTC and the District will agree to a split of revenues each year. This split is to be agreed upon by DMTC and the District's Executive Management in advance. The commission due to the Contractor is prorated for the District's portion of the split.
 4. Contractor's compensation is solely based on commission. In the months of January-May, the contractor may bill the District not to exceed \$15,000 per month for researches and coordination services which will be deducted from the Contractor's final commission payment(s) after the San Diego County Fair. In the event the annual San Diego County Fair is postponed to another year or cancelled, resulting in cancellation or postponement of sponsorship payments, Contractor will pay back the District 100% of funds that were paid in advance of Sponsorship fulfillment. Additionally, if the San Diego County Fair is postponed or cancelled, the Fair Sponsors in the year immediately preceding the cancelled one will be taken into consideration in determining whether a Sponsor is considered "new" or "returning" for purposes of commission calculation.
 5. Contractor's compensation shall be inclusive of all wages, allowances, supervision, insurance(s), material, labor, taxes, certificate, license, travel, meal reimbursements, hotel accommodation, equipment, transportation, fuel, calls, or any other related expenses required to perform the Scope of Work. District shall not be billed for any costs that were not specifically included in the contract.
- B. Compensation for Existing District Sponsors:
1. As of the date that the Contractor and the District entered into this Agreement, the District had existing sponsorship clients that were not sourced, discovered or obtained by Contractor (the "Existing Sponsors"). Contractor shall service all Existing Sponsors that are parties to multi-year sponsorship agreements with the District as if those sponsors were clients Contractor had obtained under this Agreement, including all entitlement fulfillment, hospitality, and customer service. Contractor will be paid fifty percent (50%) of the previous contractor's commission rate for the Existing Sponsors.
- C. Outstanding Compensation
1. If Contractor sources a sponsor under this Agreement and the term sponsorship agreement between that sponsor and the District is longer than the term of this Agreement, Contractor will be paid 50% of the commission on subsequent years to recognize its sale of the Sponsorship during the term of this Agreement.

EXHIBIT A SCOPE OF WORK

2. District management will make every effort to negotiate fairly on commission issues that arise and are not detailed in this Agreement. District reserves the right to make the final decisions in any commission dispute not covered in this Agreement with Contractor.

5. CONTRACTOR RESPONSIBILITIES

- A. Contractor shall adhere to all procedures and policies of the District.
- B. Contractor shall work closely with all District departments in the fulfillment of Client contracts and terms.
- C. Contractor must identify one (1) or more representatives who are authorized to take immediate action and make required adjustments and/or changes as required by District Management.
- D. Contractor shall provide the District with phone numbers for their authorized representative(s) and with an after-hours phone number for emergencies.
- E. Contractor shall be evaluated on their performance, including, but not limited to, Contractor's record of conforming to contract requirements, standards of good workmanship and the fulfillment of responsibilities outlined below; Contractor's record of forecasting and controlling costs; Contractor's adherence to contract schedules, including the administrative aspects of performance; Contractor's history of reasonable and cooperative behavior and commitment to customer satisfaction; Contractor's record of integrity and business ethics, and generally, Contractor's business-like concern for the interest of the District and its customers.
- F. All business development-related expenses including mileage, meals, cell phone usage, etc. shall be the sole responsibility of the Contractor except when specifically pre-approved and signed by the District.
- G. Contractor shall provide for their own email services and software including Microsoft products.
- H. Contractor shall comply with District's Conflicts of Interest Policy.
- I. Contractor is prohibited from offering or accepting any gift or gratuity to or from any employee and/or officers of the 22nd District Agricultural Association, Del Mar Thoroughbred Club (DMTC) any client, vendor or outside agency.
- J. Contractor understands and agrees that this will be a non-exclusive agreement. District may hire other Contractors for work of a similar or identical nature.
- K. Contractor shall pay for rental fee and utilities usage, calculated at current market rates as determined by the District annually should Contractor choose to occupy the designated office space on the fairgrounds. Contractor is responsible for providing their own equipment and furnishings.
- L. Contractor is responsible for providing all equipment necessary to support Sponsorship Program such as boom lifts, forklifts, golf carts, and alike at Contractor's expense.
- M. Security of Contractor equipment is the responsibility of the Contractor. Contractor will fully support and cooperate with District Public Safety.
- N. Contractor shall perform all services required in a professional and timely manner.
- O. All Contractor employees are employees of the Contractor and not the District. No agent, servant, or employee of the Contractor will under any circumstance be deemed an agent, servant or employee of the District. The District reserves the sole absolute right to

EXHIBIT A
SCOPE OF WORK

determine, at its discretion, that any person or agent used by the Contractor in performance of this contract shall be excluded from such performance on the grounds that his or her appearance or conduct is detrimental to the District's operation.

Determination of these matters by District Management shall be final.

- P. Contractor shall employ and train all staff to operate any equipment such as golf carts, boom lift, forklifts and alike that are required to facilitate this agreement.

6. DISTRICT RESPONSIBILITIES

- A. District will allow Contractor access to the District's property as needed. The District will provide necessary admission and parking credentials for Contractor's employees performing in service of the contract.
- B. District will bill Contractor for the following services should a need arise for IT Help Desk Support, hard wired telephone, or internet services. Any rates charged to Contractor, as necessary, will be based upon ensuring full cost recovery by the District in providing goods and services.
- C. District will provide meeting space and necessary expense for activities conducted on the Fairgrounds with Clients. All out-of-town expenses must be pre-approved and signed by the District. All claims and reimbursements shall follow State guidelines for reimbursement.



Item 5, Executive Report, Construction Projects & Facilities Updates

Background:

In recent years, the 22nd District Agricultural Association (District) has been working to reinvest in its facilities and in 2024, the Board of Directors approved a Capital Expenditures budget of nearly \$8.3 million worth of facilities and equipment investments.

California Construction Authority (CCA) is the Inspector of Record and Project Manager for all District construction projects. An Individual Project Agreement (IPA) is executed between CCA and District for each project.

Recently Completed Projects:

Surfside Heating, Ventilation, Air Conditioning (HVAC)

The Sound venue project was descoped from its original design, resulting in the exclusion of an HVAC upgrade for the outer spaces of the Surfside building. To utilize the outer spaces, District entered into an IPA with CCA in the amount of \$374,089.80 to tie in the upgraded HVAC system for The Sound to the rest of the Surfside building. In addition, reheat coils were added to the artist dressing rooms to provide improved temperature control. To date, the HVAC work, including the installation of new controls and reheat coils to the artist dressing rooms, has been completed; however, the boiler has now failed and CCA is currently seeking a recommendation from an architect on the appropriate size needed. Once a recommendation is received, a new boiler can be ordered and installed, and this project can be completed.

Asphalt

The budget for asphalt in 2023 was \$1.1 million and another \$1.5 million for 2024. In 2023, the Fire Department and Surf & Turf asphalt were repaired for \$793,000 with the balance carried over and added to the 2024 budget for asphalt projects. In 2024, potholes and alligatored asphalt have been repaired, slurry seal applied, and the main walking area of the Fairgrounds from west of the Don Diego Statue, in between the halls, and to the end of Mission Tower was re-striped. See aerial photo below for reference.



Current Projects:

Main Lot Asphalt

CCA is currently amending the IPA for the asphalt work and will go out to bid in late summer for a fall asphalt project that will continue the efforts to address potholes and alligatored asphalt, slurry seal, and re-stripe the entire main lot this Fall.

Facility Condition Assessment

In 2023, District engaged CCA for a comprehensive assessment of current facility conditions. The IPA for this project is \$347,975.63. The report is still in draft form as ongoing edits and review are being made.

Wyland Roof Repairs

The Wyland roof was leaking around the skylights, and District engaged CCA for the repair work, in the amount of \$294,920.50. While the work was completed, the roof still leaked during the heavy rain earlier this year. The vendor will be onsite after the Summer Race Meet to fix the leaks.

O'Brien Roof Repairs

The O'Brien roof was leaking, and District engaged CCA for the repair work, in the amount of \$269,390.40. While the work was completed, the roof still leaked during the heavy rain earlier this year. The vendor will be onsite after the Summer Race Meet to fix the leaks.

Grandstand Fire Suppression System

The Fire Suppression system in the Grandstand was not operating appropriately during an inspection. As a result, an IPA was executed in the amount of \$37,650 to repair the system. As part of the project, the vendor installed new hoses but upon inspection, the new hoses were out of date. The vendor is currently waiting for the current hoses to arrive to make the replacements.

Grandstand Fire Panels

The Grandstand fire panels were past their lifespan, resulting in the alarm panels not functioning properly. The project is currently underway and is estimated to be completed by mid-September. As required, District staff remain in Fire Watch mode while the work is underway to replace the outdated panels. The IPA for this project is \$554,567.13.

Surf & Turf Meters

Historically, the agreements with the various operators at the Surf & Turf Recreation Center required each operator to pay for utilities in addition to rent. However, and upon investigation by District's contracts unit, most of the property and the individual buildings do not have utility meters for the operators to secure their own utility service nor a means by which District can gauge utility use for reimbursement from the operators. To remedy this situation, submeters will be installed which will result in District's ability to appropriately collect reimbursement for electrical utility consumption from each operator. The IPA for this project is \$65,850.

Projects Pending Design:

Surfside Deck & Stair Repair

The back deck and stairs at Surfside will need to be resealed and additional support needs to be added for each external staircase due to leakage into the building when it rains. The IPA for this project is \$429,000.

Surfside Mechanical Roof

The Surfside mechanical roof has holes and cracks and leaks during rainstorms. The IPA for this project is \$106,355.

DMTC HVAC (+Boiler)

The HVAC system on the Del Mar Thoroughbred Club's Executive Offices has not been working properly and needs to be replaced. A unit has been identified that would fit the existing roof space, and the engineer is currently designing plans for this model. The IPA for this project is \$443,696.

The Promenade Design Plans

With the removal of the frontside housing building, District has the opportunity to reimagine the front entrance to the grounds, creating a beautiful new space for guests to enter and engage with the facility and events. The IPA for the conceptual design is \$143,875.

The Connection Center

District plans to relocate employees to a newly created space in the outer offices of the Surfside building. Currently, employees are spread out across the campus. The redesign of unused space into what District has dubbed as "The Connection Center" will centralize the majority of District employees in one building to improve efficiency and collaboration. The IPA for the first phase of this project is \$1,126,776.38. An architect has been engaged and design work is underway.

https://www.hometownstations.com/news/governor-dewine-and-ohio-state-fairgrounds-team-break-ground-on-expo-2050-projects/article__6723e10a-114b-11ef-bb69-97c356790d4d.html

Governor DeWine and Ohio State Fairgrounds Team Break Ground on Expo 2050 Projects

Article written by the office of Governor Mike DeWine
May 13, 2024



Provided by and courtesy of the Ohio State Fair

May 13, 2024, Press Release from the office of Governor Mike DeWine: (COLUMBUS, Ohio)— Today, Ohio Governor Mike DeWine and representatives from the Ohio Expo Center & State Fairgrounds broke ground on two buildings to revitalize the fairgrounds in Columbus, the Ohio Showcase Building and the new agriculture building.

The projects are part of the long-term master plan recommended by the Expo 2050 Task Force. Governor DeWine created the task force in 2019 to develop a strategic vision for the future of the 360-acre state fairgrounds, which has been home to the Ohio State Fair since 1886.

“There is so much to enjoy at the Ohio State Fair, and the enhancements to these spectacular fairgrounds will make the experience even better,” said Governor DeWine. “These projects will preserve the historic beauty and character of the fairgrounds, while also adding modern improvements that showcase everything great about our state.”

Once constructed, the Ohio Showcase Building will house a food hall and exhibit space to tell the story of Ohio's people, land, communities, and innovation. The food hall will house six restaurants/vendors that will offer unique regional dishes from throughout Ohio, with ample indoor and outdoor dining space. This building is slated for completion in 2026.



Rendering of Future Ohio Showcase Building

The new agriculture building will house the Taste of Ohio Café, with meals served by Ohio's agricultural commodity groups. The building will also house the Ohio Farm Bureau Federation's Land & Living Exhibit as well as other agricultural exhibits. The exhibit hall will feature more than 100,000 square feet of space for a variety of events.

Others who participated in today's groundbreaking included Ohio Expo Center & State Fairgrounds Executive Director Adam Heffron, Ohio Expositions Commission Chair Angela Krile, Ohio Department of Development Director Lydia Mihalik, and Office of Budget and Management Director Kimberly Murnieks.



Rendering of Future Agriculture Building

“We know that our stakeholders – both those involved in the Ohio State Fair and the events that are happening on the grounds the other 355 days of the year – are vital to our current and future success,” said Ohio Expositions Commission Chair Angela Krile. “That is why our master plan process included working with more than 90 different stakeholders, including major event holders, agency partners, agricultural commodity groups, youth organizations, Expo 2050 Task Force members, legislative and community partners, Ohio Expositions Commission members and staff, vendors, sponsors, our tenants and neighboring entities, and safety and security partners. We are grateful for their partnership and patience and are excited to work with them to continue toward the future vision for this facility.”

With funding support from the Ohio General Assembly, other Expo 2050 master plan projects currently underway include:

- A large **entry gate** will welcome visitors from the main north parking lots between the fairgrounds and Historic Crew Stadium. It will create an iconic entry with photo opportunities including the Great Seal of the State of Ohio. The site will also include permanent ticket booths and functional canopy space to cover pre-event security screenings. The historic 11th Avenue OHIO Gate will remain preserved and untouched.
- Gathering space at a new **town square** at the center of the fairgrounds will feature additional food, family-friendly resting areas, and children's activities. During the rest of the year when the fair is not underway, the comfortable areas and reorganized space can accommodate the unique needs of the various events held at the facility.
- Enhanced **underground infrastructure** will improve internet connectivity throughout the fairgrounds, separate storm and sewer systems, and ensure electrical access and flexibility for food vendors and other events held at the site throughout the year. In addition, the work will be topped with beautiful **landscaping** and a defined navigational pathway through the grounds.

“Our partners and stakeholders have a deep and rich connection with the fairgrounds,” explained Ohio Expo Center & State Fairgrounds Executive Director Adam Heffron. “Since I started in this role in March, I’ve had the opportunity to connect with many of these partners, and it is clear that this facility holds a special place

in their hearts. I'm thankful they've been able to have a voice in the development of the Master Plan, and now, the architectural and design work."



Rendering of Future Entry Gate

Future projects include renovations to the Dairy Products Building to allow more space to view the iconic butter cow. A historic district will be developed on the south side of the grounds that will incorporate one of the fairground's early 1900s-era pavilions.

To make way for construction, several other sites on the grounds have already been demolished including the Ohio Building, which previously housed the Taste of Ohio Café.

The Expo 2050 master plan was developed by Wellogy, a third-party consultant with expansive experience in the industry. Additional partners include the Ohio Facilities Construction Commission, Populous, Turner Construction, Hill International, EDGE, Korda, 3C Industries, Bennett Engineering, Inc., BCL, and Roto.

The Ohio Expo Center is proud to host the Ohio State Fair. The 2024 Ohio State Fair will run July 24 - Aug. 4. For more information, visit ohiostatefair.com, call 1-888-OHO-EXPO or 1-614-644-FAIR.

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Joseph Sharpe

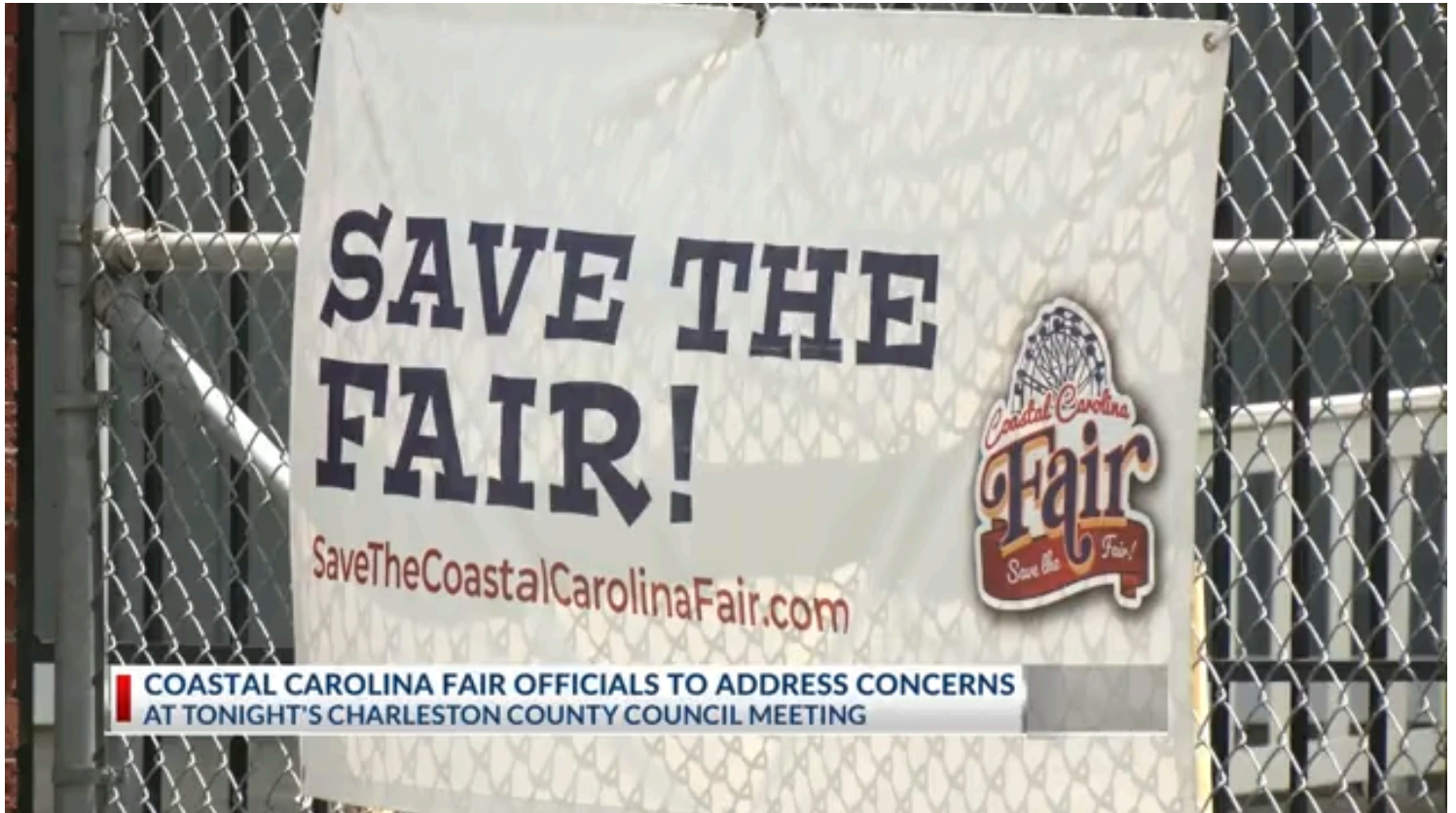
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CHARLESTON COUNTY NEWS

Fair organizers to address Charleston County Council over plan to use fairground land for bus terminal

by: [Raymond Owens](#)

Posted: May 21, 2024 / 04:29 PM EDT

Updated: May 21, 2024 / 04:30 PM EDT

SHARE



CHARLESTON COUNTY, S.C. (WCBD) – Coastal Carolina Fair officials say they will be present at Tuesday night's Charleston County Council meeting to fight against some of their land being taken through eminent domain.

"The Exchange Club of Charleston, we celebrated our 100th anniversary this past year. We started doing the fair in 1957. Since that time, we've raised millions and millions of dollars to give back to local charities," said Michael Kearney, an Exchange Club of Charleston Board Member.

The Exchange Club is concerned about a plan from the Charleston Area Regional Transportation Authority, or CARTA, to build and open a bus terminal on the fairground site and how it could jeopardize the fair's future.

"In 2016, CARTA commissioned a study to look at where they could put the bus terminals," he said.

Kearny said CARTA officials did not notify them until four years later that they wanted to put a terminal on about six acres of their property between a silo and one of their main gates.

He said they asked CARTA's executive director if they were looking at other properties, but allegedly he told them they did not need to because they could take the property by eminent domain.

“So, when we ask them about other properties they looked at, they said since they have the power of eminent domain, they felt like they didn’t need to look anywhere, which meant they were going to take our property, regardless,” he said.

In order to take the property by eminent domain, Charleston County Council has to agree with that. Exchange Club members are hoping to talk to county council during Tuesday’s meeting in hopes of convincing them not to allow the eminent domain.

Kearney said the CARTA study also says there is room for future expansion at their site.

“If we’re talking about six acres right now that they want, and they’re talking about additional development, that’s going to take additional property. And that’s what our concern is,” he said.

Kearney said they are not against public transportation and even offered to lease other property for a bus station on the other side of their grounds – still on Highway 78 – but he said CARTA has not responded to that proposal.

The Exchange Club has [additional information online](#).

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Ohio Expo Center & State Fair's \$260M Renovation

TUE MAY 21, 2024 - MIDWEST EDITION #11

CINDY RILEY – CEG CORRESPONDENT



Photo courtesy of Ohio Expo Center & State Fair

A total of four structures are being torn down, including the Buckeye Building, the maintenance administration office, the Agriculture and Horticulture Building and Ohio Building.



Located at its current site in Columbus since 1886, the Ohio Expo Center has grown significantly over time to its plot of 360 acres. A major renovation of the property, which includes the Ohio State Fair, is long overdue.

"While staff works diligently to maintain the facilities and make necessary repairs and upgrades, there are now many deferred maintenance concerns that must be addressed, whether it's leaking underground water lines, condemned restrooms, outdated HVAC or buildings that simply aren't suitable for their needs," explained Alicia Shoults, assistant general manager and marketing director of the Ohio Expo Center & State Fair.

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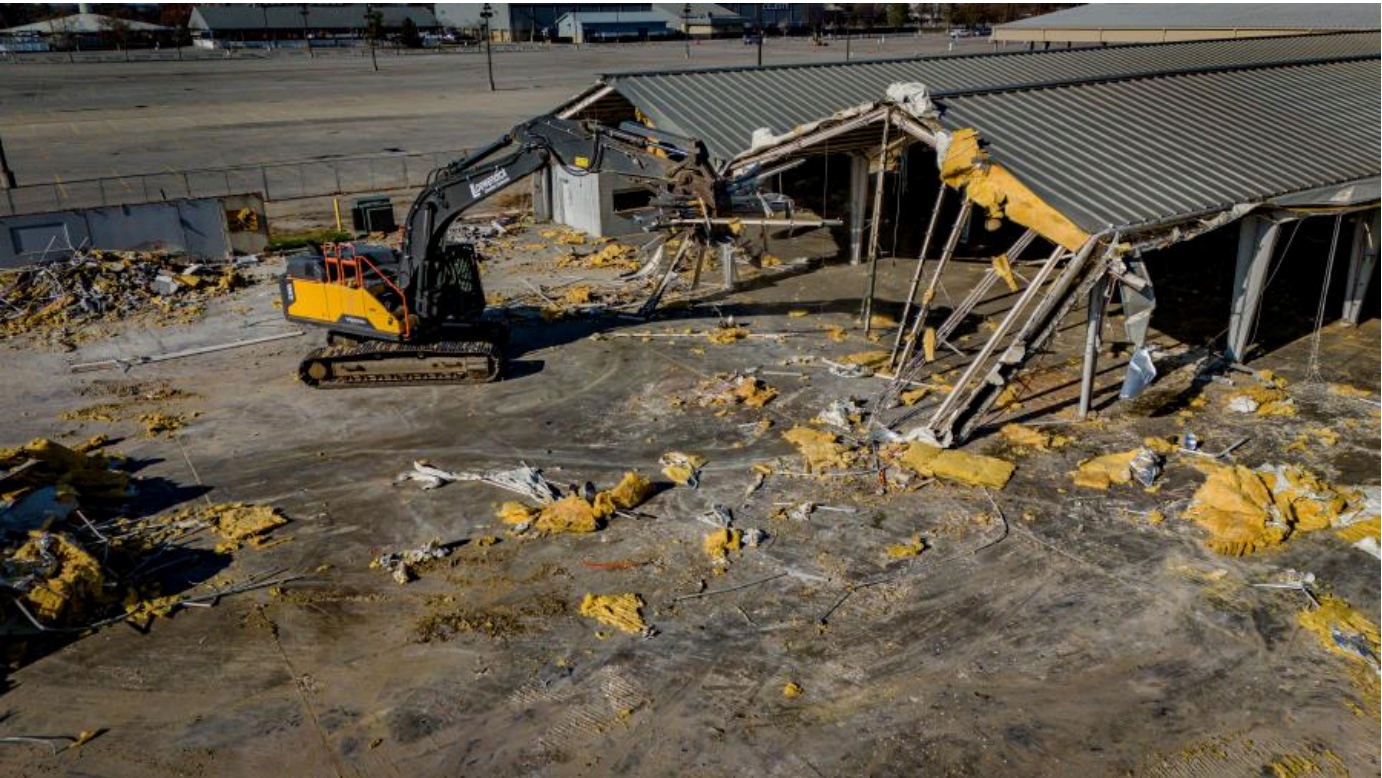


Photo courtesy of Ohio Expo Center & State Fair

"We are fortunate to have recently embarked on a master plan process, in partnership with the Expo 2050 Task Force appointed by Governor Mike DeWine, the Ohio Facilities Construction Commission and a team of renowned third-party consultants. These experts have collective local and national experience in the fair, convention and livestock facility industry."

Since April 2022, consultants have worked to devise a comprehensive framework that will modernize and enhance the facility, both by making much-needed infrastructure repairs to account for deferred maintenance, as well as the creation of new, modern facilities to best showcase the state during the annual fair, as well as the hundreds of events held at the facility throughout the year.

"The Ohio Expositions Commissions oversees the Expo Center, an event venue just north of downtown Columbus," said Shoults. "It's home to the Ohio State Fair, as well as approximately 200 other events."

The current construction projects span more than 30 acres across the facility. Last year, officials shifted from developing the master plan to implementing it, with Wellogy serving as the architect. **Turner Construction** also was hired as the Construction Manager at Risk (CMR) to bring the vision to life.

"Under the guidance of the Ohio Facilities Construction Commission, with a large number of additional third-party consultants and experts including owner's representative Hill International, a network of professionals is working together with thoughtful, strategic timelines and overlapping projects in time to open the new facilities for the 2026 Ohio State Fair," said Shoults.

Implementing the first phase of the Expo 2050 master plan is no small task. Shoults noted that Expo 2050 is a long-term vision; therefore, these projects can't happen overnight, or all at once.

"It's simply impossible to raze the entire facility at once and impact hundreds of events, including the Ohio State Fair, for years. As we've worked with the consultants and spoken with our stakeholders, we know that we can work toward the end goal by making steps that are impactful for both the fair and the facility right away.

"By taking a phased approach that will make impactful changes with projected completion in 2026, our goal is that the many other elements of the long-range master plan can still happen in the years to come."

The first phase of work includes a new entry gate to replace the aging lackluster gate between the main parking lots near Historic Crew Stadium and the giant red cardinal on the north side of the grounds. The familiar gate spelling out OHIO along 11th Avenue will remain as-is.

A multi-purpose agricultural education facility will feature built-in kitchens, dining space, meeting rooms and more than 100,000 sq. ft. of multi-use convention space. During the fair, this building will combine functions of the Taste of Ohio Café and the Agriculture and Horticulture Building in partnership with the Ohio Farm Bureau Federation and Ohio's agricultural commodity groups.

With more than 200,000 sq. ft. of temperature-controlled space, there are opportunities for year-round event rentals. The Ohio Showcase, a dual-purpose building, will feature an exhibit telling Ohio's story, and a food hall with multi-purpose dining and event space and incubator kitchens. The focal point of the building will be a glass "jewel box" featuring large historic artifacts, while the Town Square will feature food, family-friendly rest areas and children's activities.



Ohio Expo Center & State Fair rendering

The project will include vital underground infrastructure work to improve utilities and create more flexible outdoor space. In addition, a defined navigational pathway through the grounds, with a different material that will help with overall flow through the facility, will direct visitors toward the new buildings, the new Town Square and Natural Resources Park.

According to Shoults, minimizing the impact of construction on the events and visitors will be crucial.

"We host monthly virtual updates with staff, the architect and construction team to provide design and schedule updates to stakeholders. In addition, the Ohio Expo Center and State Fair staff is working closely with Turner Construction to create strategic calendars and six-week lookaheads to ensure disruption to events is as minimal as possible.

"Although there are a few blackouts during our largest events, including the Ohio State Fair, we are working with Turner to

infrastructure work, with laydown areas strategically placed out of the way of event goers."

Regarding the two-year fair renovations, as a part of the construction process, several buildings must be demolished, two of which are used during the fair and will result in displacement of events and activities.

"As a result, we have been working closely with partners both directly and indirectly impacted by construction changes. Some key attractions, such as the Taste of Ohio Pavilion, are being temporarily relocated, as well as long-time food vendors, attractions and activities, and new navigational patterns and wayfinding are being added to help fairgoers adjust to the changes in the event during the period of construction.

According to Anne Yeager, communications chief of the Ohio Facilities Construction Commission, demolition began in fall 2023, with the first phase of projects slated to be completed in 2026. The initial phases of the project total \$260 million.

"This is an innovative, groundbreaking project that will conquer necessary improvements, like outdated underground infrastructure, while also creating breathtaking new experiences and functional buildings that will serve hundreds of events in the future," said Shoults. "It is very exciting to see this vision come to life. Although visitors will experience changes during construction in 2024 and 2025, we know they will love the beauty and function of the facility in 2026."

A total of four structures are being torn down, including the Buckeye Building, the maintenance administration office, the Agriculture and Horticulture Building and Ohio Building.

Prior to any of the structures being demolished, the required materials must be abated.

"Turner receives an 'all clear notice' from Resource International once the abatement phase is completed," Shoults said.

"Turner's trade partner, Loewendick, is utilizing two excavators with various attachments to carefully bring the structures down. Once the structures are demoed to the slab on grade, the excavators are used to sort through the materials."

The various building products are separated from each other (metals, wood, insulation, etc.) and then hauled off site. Then, the building's concrete slab and foundations are removed and transported. Daily, the operation has two to seven trucks circulating to and from site, hauling off the demoed building materials.

"Generally, our demo crew consists of three workers — two equipment operators in the excavators/skid loader and one site coordinator managing the trucks and the logistics of the operation," said Todd Heitkamp, superintendent of Turner Construction Company.



Photo courtesy of Ohio Expo Center & State Fair

Demolition is due to be completed in May, according to Michael Kray III, senior project manager for Turner Construction.

"Any hazardous materials are taken to a dump site, which is specifically designated to receive them. Concrete and steel are taken to be potentially crushed or recycled, while remaining materials are taken to a landfill."

Kray said as crews start performing underground utilities work, the biggest challenge will be locating existing utilities which are unknown from previous buildings on the site, or those which are not installed in the locations provided on previous as-built drawings. Site work will include sanitary, storm, water, electrical and technology.

"We are on an existing site with asphalt paving in most areas. We will not remove any asphalt that is not required, so we do not anticipate Columbus weather impacting us as much as we would on a greenfield/new building site," he said. "We will be protecting all existing storm basins from silt and run-off in the local areas where work is being performed."

Shoults said while the renovation won't happen overnight, it will be worth the wait.

"This is the largest project in the history of the Ohio Expo Center & State Fair. These historic investments into the facility will benefit the year-round event venue to attract and maintain events and enhance the experience at the Ohio State Fair. Yes, it's a construction project, but it's so much more. It's a vision for the future." CEG

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https://www.vcreporter.com/features/better-than-fair-renewed-foundation-and-fundraising-efforts-help-give-fairgrounds-a-much-needed-facelift/article_a8fc651e-1e13-11ef-8d85-bb1bd57a9f80.html

TOP STORY

Better than Fair: Renewed foundation and fundraising efforts help give fairgrounds a much-needed facelift

By Alex Wilson

May 30, 2024



Artist Damon Renthrope works on a mural on an exhibit building at the Ventura County Fairgrounds. (Alex Wilson)

Edgar Terry has some high hopes for sprucing up the Ventura County Fairgrounds. \$30 million worth, to be exact.

That's the number Terry pegged as the goal for the Ventura County Fairgrounds Foundation as a recently expanded board of directors looks into ways to help revitalize and refresh the venerable ocean-front property next to the Ventura River and the city's iconic Surfers Point.

"We really want to make this asset down here top notch. You know, a lot of the other fairs around the state, especially with COVID, were struggling," Terry told the Ventura County Reporter. "We want to bring it back to life bigger and better than ever...we're kind of reconstituting the foundation. We've got a lot of really neat names coming on board and people with huge outreach in the community."

After serving on the nonprofit's board for more than a decade, Terry, the current board chairperson, saw community enthusiasm for the fair-supporting charity ebb and flow. Terry is now sure the organization is on an upward trajectory with the addition of new board members and a recent spree of donations, grants and

improvements that have Ventura County Fair officials declaring that the fairgrounds look better right now than they have in many years.

Terry, board member Sharon Ferro and Megan Hook, the fair's publicity and marketing manager, took the VCReporter on a tour of the fairgrounds on May 15 to see construction work and painting underway in preparation for the fair set for July 31 through Aug. 11. Terry said in typical pre-COVID years that the foundation collected around \$50,000 to \$100,000 a year in donations and grants, but so far this year they have already received \$335,000, with another \$100,000 on the way soon.

Strolling down the fair's "Main Street" past towering palm trees, San Miguel Hall and Anacapa Hall — giant Quonset hut-style buildings built by the U.S. military as hangers during World War II — there was a buzz of construction and renovation activity funded by the new donations and grants to the fair foundation.

Many buildings, including the fair's beloved Uncle Leo's Barn, looked refreshed after getting a fresh coat of brown and white paint. Crews in protective clothing wielding paint guns were hard at work on the horse stables near the fairground's eastern edge. Construction workers were busy installing new utilities inside Santa Cruz Hall, also known as the "ag building," where a sturdy new roof was already raised in place of an old one that had glimmers of sunlight poking through.

Significant upgrades have also been made to Pacific Arena, site of motorsports, rodeos and concerts, where seating has been replaced in the grandstand, an auxiliary set of bleachers have been torn down, and other, less noticeable upgrades have been made. A report from the California Construction Authority stemming from a December 2022 site visit cited the grandstand as one of the areas most in need of repairs, noting steel framing and electrical junction boxes in "poor" condition. Other aging facilities across the 62-acre fairgrounds property generally got "good" to "fair" scores in the 51-page report, though there were a few other places that got "poor" ratings like the fencing surrounding the Morgan Horse Arena.

The tour included a chat with Damon Renthrope, a caricature artist from San Diego who's been creating humorous and colorful portraits of fair visitors since 2012. Renthrope was working on a giant mural depicting palm trees, a Ferris wheel and a cow on the side of an exhibit building visible to people entering the fairgrounds.

"I like it a lot because it's very simple, very colorful and very, very eye-catching. I like design that's easy to catch, you know, with the plants. So, I'm having fun," Renthrope told the VCReporter while taking a brief break from his tall ladder. "I'm a giant show off so I'm going to love to see people notice it and see it. I love that about it. To have a placement on the wall is awesome."

An audacious goal

Terry was born in Oxnard but told the VCReporter he's lived most of his life in Ventura's Montalvo neighborhood, formerly county unincorporated land annexed into the city in 2012. He farms for a living, with 2,000 acres of fruits and vegetables including peppers and strawberries on several properties across Ventura County.

Terry said he was happy to join the fair foundation board when asked about a dozen years ago. "I've always been very passionate about the fair. I've always enjoyed coming to the fair forever," said Terry, president of Terry Farms Inc. since 1981 and Terry Berries since 2002.

One of the first fundraisers Terry was involved in was a “brick campaign” where donors had their names or their businesses featured on paving stones just outside the fair’s main gate, an effort that’s currently being revived. (Bricks cost \$250 for individuals, and \$1,000 for businesses.) Money from the bricks has been spent in past years on things like benches, palm trees and hanging flower baskets. But Terry said the resignation of aging board members — followed by the shock of the pandemic which led to two consecutive canceled fairs — took some of the wind from the foundation’s sails.

Now things are on the upswing, with an invigorated board of directors including new members Scott Beylik, Todd Butterbaugh, Bill Camarillo, Nan Drake, Dr. Mike Giacopuzzi, Mark Hartley, Louise Lampara, Maureen McGuire, Kathie Moore, Chris Oliva and Will Pidduck.

“We hope to, with our new reconstituted board, and the new members on the board that have more outreach than just a few simpleton farmers like myself have, that we can reach out to people that would like to maybe put their name on a building in perpetuity or a five-year commitment, raise money that way,” Terry said.

Terry was not shy about announcing what they hoped to accomplish. “My audacious goal is to over the next few years raise \$30 million. Being next to the ocean comes with a downside. The salt air is very hard on all these old buildings. They’re slowly getting painted up and power washed and cleaned, but there’s always something new to do.”

Baseball proposal generates shock and concern

Part of the reason for the new energy behind reinvigorating the fairgrounds might have to do with a high-profile proposal by private investors to tear down most of the buildings and construct a minor league baseball stadium on the property which was donated to the community by one of the city’s founders, Eugene Foster, in 1909 for use as a public park. (“Hundreds gather to view Pacific Sports second presentation,” Alex Wilson, Mar. 2, 2023.)

The Ventura County Fairgrounds Board of Directors shot down the idea, and heard strong community opposition at a meeting on Feb. 22, 2023. Ventura resident Clark Song, whose company California Cut sells t-shirts at the fair every year, was one of many speakers opposed to the \$319 million proposal that included a parking structure along with oceanfront restaurants and shops open year-round.



Edgar Terry and Sharon Ferro at the entrance to the Ventura County Fairgrounds.

(Alex Wilson)

"I believe this proposal is nothing more than a baseball park-shaped Trojan horse," Song said before a cheering crowd. "It's designed to turn the fairgrounds into a permanent commercial mini-mall."

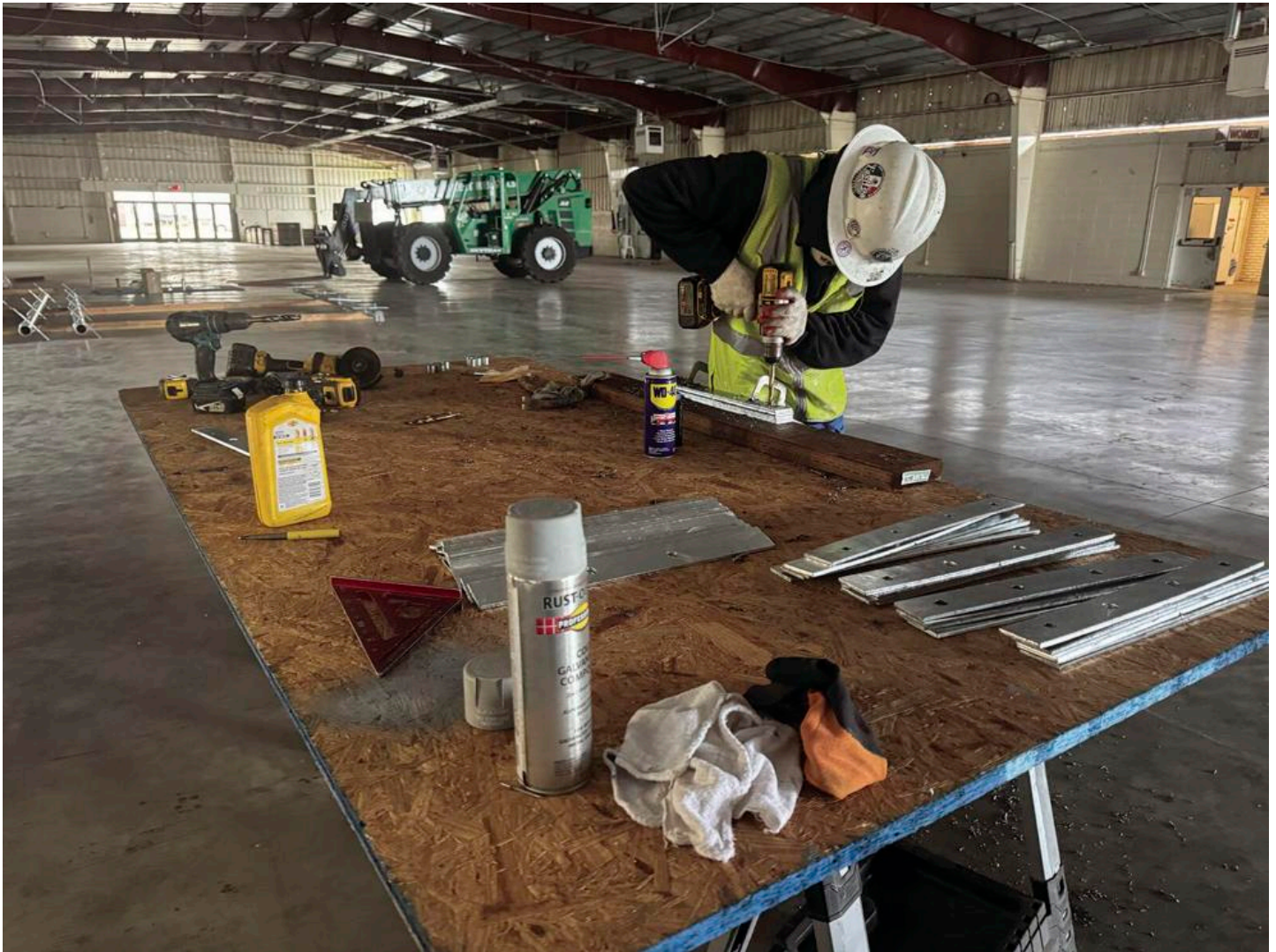
The fair board is a California state special-purpose agency, also known as the 31st District Agricultural Association, with members appointed by the governor which oversees the policy that dictates how the staff runs the fairgrounds. The fair foundation is a separate 501(c)3 with different members dedicated to supporting the fairgrounds through fundraising permitted in ways a government agency is not allowed. Fair leaders are quick to point out that the enterprise is not supported by tax dollars, but functions more like a business that has to cover all its expenses to stay afloat.

At the time the baseball stadium controversy was brewing, fairgrounds CEO Stacy Rianda told the VCReporter one silver lining of the private proposal was how it shed light on the needs of the fairgrounds.

"Obviously, as we all know, there are things that are in worse shape than other things. Some things just need a little patching up and other things need a deeper dive into how we're going to restore them," Rianda told the VCReporter in March 2023, before she left the post and was replaced with longtime fair employee Jen McGuire.

Terry believes that with two solid years of post-COVID fairs plus Ventura's growing reputation as a tourist destination thanks to events like the upcoming X Games Ventura 2024, which will be held at the fairgrounds June 28-30, the time is ripe for new fundraisers, including naming opportunities for fairground buildings.

"Those types of newer initiatives that we weren't doing before, maybe we can do it now. Post-COVID, people are more interested, people may be a little more steady on their feet," Terry said. "I think also whatever transpired over a couple of years with all the publicity, I think it woke a lot of people up that hey, we could lose this asset if we're not careful."



Improvements being made to Santa Cruz Hall. (Alex Wilson)

New member with deep connections

Sharon Ferro joined the fair foundation a year ago, but her roots in the fair and the community grow deep. Her great grandfather, Walter Chaffee, was Ventura's first mayor and owned the city's first general store in the late 19th century. Her husband is descended from Giovanni Ferro, a prominent early banker for whom downtown Ventura's Ferro Drive winding through Grant Park is named. Her family is also involved in farming through Saticoy Berry Farms.

The Oak View residents have four children who were all involved in the fair back when they were growing up, Ferro said, and her own childhood memories of the fair include her mother volunteering each day in the youth building. Ferro also confessed that one of her earliest and most vivid fair memories is of sneaking in under the fence with her boyfriend when she was in high school.

"My friends, they raised animals and stuff, and I think I was cooking and sewing. But I've always been at the fair," she told the VCReporter. Ferro was a 4H leader for swine for 19 years and her kids also raised cattle, sheep and goats for the fair. "It's something my kids will always remember. In fact, one of my daughters got a full scholarship, not only because of her grades, but because she was very involved in 4H and she got a full scholarship to UC Davis."

Ferro is also involved in equestrian events and was happy to point out improvements to the Morgan Arena on the eastern edge of the fairgrounds that were underway thanks to the foundation's fundraising efforts.

"They have taken down all the old fencing which was metal pipe that was rotten," Ferro said, explaining that the new configuration will have portable fencing to make it suitable for a wider range of equestrian events.



Seating has been replaced in the grandstand. (Alex Wilson)

Love for the fair leads to marketing responsibilities

Hook has worked as publicity and marketing manager for the fair for less than two years, but the Somis resident has a long history with the fair, just like many of the fair foundation board members.

"I started entering my artwork and writing when I was probably in the first or second grade, and was involved that way for a number of years," Hook recalled. "Got into livestock, started raising animals for the auction and did that. Met my husband at the fair, and now we have kids of our own that are entering things in the fair and raising livestock. So it's kind of come full circle."

Hook's professional career has included writing a newspaper column about parenting for the Ventura County Star as well as a popular parenting blog during that medium's heyday, but later moved into marketing with The Toland Group, a company hired to handle fair publicity. "I'm excited. It feels like you're at home, but you also have this pride that makes you want to see it, like, do better than ever."

With the money that's come in so far this year, she noted that "tons" of improvements have been made, including landscaping and restroom repairs. "There's been roof projects, the bleacher retrofit. There's been a number of upgrades, like the equestrian arena has been completely redone. I think it looks amazing. The fairgrounds have not looked this good in a long time."

Elevated experiences

Fair officials have also announced a new collaboration with CBF Productions this year promising an "elevated entertainment experience" for concertgoers. The company is known for prior fairgrounds events including the Tequila and Taco Music Festival, Boots and Brews and Concerts in Your Car during pandemic social gathering restrictions. Fair officials even have a catch phrase about the changes to how people will experience concerts.

"This year you can go free or go VIP," Hook explained. "They are going to bring an elevated experience to concertgoers this year that we're really excited about. They will be outfitting the arena and providing VIP experiences for those who attend...It will be a different area with upgraded food opportunities, catering, full bar, lounges and just a different experience."

The process of getting into the Pacific Arena for concerts should also be improved, Hook said. Gates will open earlier and people will be allowed to hang out behind the grandstand in a new area that hasn't been officially named yet.

"There will be a pre-party area for the concert goers, and that's free. And instead of opening the gates at six like we used to with the concert starting at seven, we're going to open the gates at four and people can come in, grab a drink from a full bar, new food, vendors, live music and photo booth. Kind of have fun and ease their way into the concert," Hook said. Grandstand acts already announced by fair officials include the I Love the 90's Tour (with Vanilla Ice, Tone Loc, Sugarhill Gang and C+C Music Factory featuring Freedom Williams) to kick off the fair on Wednesday, July 31. Sublime with Rome plays Aug. 2. Rapper Ludacris hits the stage Aug. 6 and country star Gary Allen performs Aug. 7.



Fresh paint being applied to the horse stables. (Alex Wilson)

This year a new area called The Gardens will also be available next to the floriculture building, Hook said. “The Gardens is going to be an incredible spot for fairgoers. It’ll have a mix of totally local craft beer and wine. It will have entertainment within it, a Ferris wheel, cornhole, the gardens everybody loves, a lounge from Surf Rodeo, a number of things where people can kind of go to get away from the loud part of the carnival or, you know, the shows, and just kind of relax and enjoy themselves in a different setting.”

For many longtime county residents, it was a revelation seeing X Games California 2023 put Ventura and the fairgrounds on the global sports map, with TV coverage showing motorcyclists and skateboarders flying overhead combined with views of palm trees and waves.

“In addition to international attention, I think that it woke up our own community, seeing it on TV and saying, ‘Wow, that’s where we live. We get to see that every day. That’s in our community. That belongs to us,’” Hook said. “Maybe it’s been taken for granted, you know, from time to time, but it kind of wakes you up that we have that right here in our own backyard, we need to protect it and invest in it.”

Hook is also happy with the new attitude and drive of the fair foundation.

“We’re really excited to see the foundation increase their members. I think that it’s just indicative of their energy and their willingness to kind of move forward in a big, big way to support the fairgrounds,” she said. “We’re just really excited about the energy overall, whether it’s new experiences, the foundation’s re-energized passion for the fair, all of that. It’s just exciting.”

The Ventura County Fair takes place July 31-Aug. 11 at 10 W. Harbor Blvd., Ventura. For more information, visit [venturacountyfair.org](https://www.venturacountyfair.org). More information on the Ventura County Fairgrounds Foundation can be found at [venturacountyfairgroundsfoundation.org](https://www.venturacountyfairgroundsfoundation.org).

Chicago / Politics & Govt

ILLINOIS STATE FAIRGROUNDS TO BECOME YEAR-ROUND DESTINATION WITH \$58.1M REVAMP

 By Damon R. Sheffield

Published on June 18, 2024



Springfield, Illinois is looking towards a future where its annual state fair is not just an event, but a destination. In a partnership between the Illinois Department of Agriculture (IDOA) and the Community Foundation for the Land of Lincoln, the groups have unveiled a master plan for the Illinois State Fairgrounds that intends to elevate its profile to become a prime location for year-round activity and economic uplift.

Announced on Monday, Governor JB Pritzker spoke to the potential of the revitalized grounds, emphasizing the significance of the site beyond just the days of the carnival. "The Illinois State Fairgrounds draw hundreds of thousands of visitors from all around the world," **Governor Pritzker said**. He believes that with the injection of \$58.1 million in repairs and improvements, the master plan not only creates a future-focused blueprint for continued growth and success but also

ensures that the Illinois State Fairgrounds are among the best in the nation.

The initiative came about as a product of The Next 10 Visioning project initiated by the Community Foundation in 2020. To stir up dialogue about the future of the Greater Springfield area, redeveloping the Fairgrounds became a key focus. The area, totaling 366 acres, is poised to gain not just a Town Square to enhance the look and flow of the area, but also potentially an onsite hotel and a boost in staff dedicated to sales and marketing efforts.

"It is our responsibility to plan today for a strong and prosperous future for the Illinois State Fairgrounds," Jerry Costello II, the IDOA Director, said during the announcement. The plan lays a detailed path forward that suggests how these spaces, traditionally used to showcase the state's top industry, agriculture, can also turn into a hub of social and economic growth. John Stremsterfer, president of the Community Foundation, echoed the sentiment and looked forward to the State of Illinois' continued strategic investments in this iconic and treasured property on the north end of Springfield.

To bring this vision to life, the state contracted Johnson Consulting as the master planning firm. They worked in collaboration with other firms, including MIG, CDSmith, JGMA, and Hanson Professional Services, to devise what they hope will be a transformative blueprint for the fairgrounds. With a comprehensive strategy now laid out, the stakeholders anticipate that these changes will not only preserve but amplify the singular traditions and encounters that the Illinois State Fairgrounds have offered for generations.

Chicago - Politics & Govt ▾

New hotel coming to National Western Center campus

DENVER — The next development phase of the National Western Center includes plans for a hotel and equestrian center in Denver.

The [National Western Center](#) (NWC) announced a predevelopment agreement Thursday with Community Activation Partners (CAP) to develop a hotel, parking garage and equestrian center.

The Equestrian Center Project will feature a 4,500-seat arena, horse barn with more than 550 stalls. The parking garage will provide at least 580 campus parking spaces.

In addition to hosting events during the National Western Stock Show each January, the equestrian center will create a year-round opportunity for equestrian events, NWC said.

A hotel, with an estimated 200 rooms, will be located adjacent to the equestrian center.

The equestrian center will complete the last major facility from Phases 1 and 2 of NWC's master plan approved by Denver City Council.



Credit: National Western Center

"We are thrilled to announce our partnership with Community Activation Partners," said NWC CEO Brad Buchanan. "This collaboration represents a significant step forward in our mission to convene the world at the National Western Center to lead, inspire, create, educate, and entertain in pursuit of global food solutions. Adding the Equestrian Center, hotel and parking garage to the campus will provide exceptional benefit to our customers and community partners."

"The city and our partners remain committed to delivering on priorities outlined in the Master Plan and included in 2015's Ballot Measure 2C," said Mike Bouchard, Executive Director of the Mayor's Office of the National Western Center. "The equestrian center is a vital part of campus infrastructure and supports current and future uses."

Equestrian Center, hotel and parking garage development team:

- Lead Developer: Fengate Asset Management
- Lead Contractor: Hensel Phelps Construction
- Lead Designer: Perkins+Will
- Events Programmer: Global Spectrum (dba Oak View Group)
- Hotel Developer: McWhinney Real Estate and Hensel Phelps Real Estate Development
- Hotel Manager: Sage Hospitality
- Hotel Designer: 4240 Architecture



Credit: 9NEWS

Groundbreaking ceremony of Sue Anschutz-Rodgers Livestock Center at National Western Center on Friday, Jan. 6, 2023.

RELATED: [Who's playing Red Rocks in 2024?](#)





Credit: National Western Center
Rendering of future National Western Center grounds.

SUGGESTED VIDEOS: [National Western Stock Show](#)

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North Idaho State Fair leadership unveil \$280 million plan to rejuvenate and expand fairgrounds

COEUR D'ALENE, Idaho —

North Idaho State Fair leadership unveiled a \$280 million master plan to rejuvenate and expand the fairgrounds, though they cautioned that it won't come to fruition unless Kootenai County commissioners agree to a long-term lease for the fairgrounds.

The plan's first phase, including fundraising and construction, is expected to unfold over the next decade. Beyond that, the timeline isn't firm.

"I'd love to see (all phases complete) in 30 years," said Alexcia Jordan, general manager and CEO of the Kootenai County Fairgrounds and the North Idaho State Fair.

At present, the 81-acre fairgrounds have 26 buildings, three arenas and 42 campsites.

Phase One of the master plan, estimated to cost about \$50 million, includes adding a 49,500-square-foot expo hall, as well as a 25,000-square-foot multipurpose livestock building that would allow the fairgrounds to host larger events. The buildings would include space for fair administrative staff and University of Idaho extension services.

The following five phases of the plan include renovations to existing facilities, a new maintenance building, another livestock barn, new hoop barns for horse stalls, an expanded RV park, an indoor arena with seating for 6,000 people, new walkways and roads and more. Each phase includes improved parking and infrastructure.

Jordan said these improvements, rolled out over many years, would allow the fairgrounds to meet increasing demand. Market research conducted by the fair reportedly indicates that the fair and community events have the biggest potential for growth, followed by exhibitions, horse shows, rodeos and livestock, small animal and agricultural events.

To read the full story, visit our news partners, The Coeur d'Alene Press.

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Gov. Hochul Launches New Initiatives to Promote NY's County and Local Fairs

Efforts are part of Governor Hochul's broader "Get Offline, Get Outside" summer campaign

PUBLISHED ON JULY 3, 2024



The State's marketing and advertising campaign, "Never Far From Fun," includes a 30-second television advertisement, that is being placed in broadcast, cable, and connected television in every media market across the state (Albany, Binghamton, Buffalo, Elmira, Greater New York, Plattsburgh, Rochester, Syracuse, Utica, Watertown).

ALBANY — Governor Kathy Hochul announced the launch of the State's nearly \$2 million marketing initiative to promote New York's more than 50 county and local fairs across the State. The efforts include launching television, radio, and digital advertisements and billboards, a new County Fairs Passport program, and a transportation grant program to help boost attendance at the state's fairs, educate communities about the ways that fairs support local economies, and showcase New York State agriculture. These new efforts are part of Governor Hochul's broader "Get Offline, Get

Outside" summer campaign to promote physical and mental health by encouraging New York's kids and families to put down their phones and computers, take a break from social media and enjoy recreation and outdoor social gatherings.

"As a former 4-H kid, I know how impactful our county and youth fairs are – creating memories of a lifetime and providing incredible opportunities for fairgoers to learn more about New York agriculture," **Governor Hochul said.** "With the launch of these new initiatives, we are encouraging all New Yorkers to get outside and visit their county fairs, experience incredible agricultural exhibits, and enjoy great food and entertainment all summer long."

State Agriculture Commissioner Richard A. Ball joined the New York State Association of Agricultural Fairs, Saratoga County Fairgrounds staff and board members, representatives from the State's regional Welcome Centers and Cornell Cooperative Extensions, as well as 4-H student members to kick off the State's numerous county fair promotions today at the Saratoga County Fairgrounds. The initiatives launched today were developed as part of the Governor's commitment to strengthening New York's County and local fairs, including cross-promotion with the Great New York State Fair, and improving youth and agricultural programming initiatives at all fairs statewide.

The State's [marketing](https://www.morningagclips.com/tag/marketing/) and advertising campaign, "Never Far From Fun," includes a 30-second [television advertisement](https://www.youtube.com/watch?v=K1S61LZlm8E), that is being placed in broadcast, cable, and connected television in every media market across the state (Albany, Binghamton, Buffalo, Elmira, Greater New York, Plattsburgh, Rochester, Syracuse, Utica, Watertown).

Radio advertisements are being placed in Norwich/Cooperstown, Jefferson/Lewis/Watertown/Lowville, Saratoga/Lake George, and South Finger Lakes areas to reach local communities and build excitement and anticipation for potential fairgoers to experience all that county fairs have to offer. Additionally, ads will be placed across the rest of the state, including in the New York City area, on streaming services such as Roku, Apple TV, Hulu, Netflix, Prime Video, YouTube TV, Sling TV, Amazon Fire TV, Spotify, Pandora, and iHeartRadio.

[Billboards](https://www.governor.ny.gov/sites/default/files/2024-07/Fair_Billboards.pdf), such as the ones [here](#) and [here](#) (links) will be strategically placed along major highways and interstates, in high-traffic areas, in Buffalo, Rochester, Syracuse, Binghamton, Utica, Watertown, Albany and along the Metro North to increase visibility and exposure to the campaign and drive attendance to county fairs.

The campaign also includes investments in social media ads with newly launched [Facebook](https://www.facebook.com/newyorkagfairs), [Instagram](https://www.instagram.com/newyorkagfairs/), and [YouTube](https://www.youtube.com/@newyorkagfairs) pages and a [new website](https://findyourfair.com/) dedicated to promoting the State's county and local fairs. At Findyourfair.com, visitors can find a map of locations for all 50 fairs, information for exhibitors, and a full slate of [promotional resources for the fairs, including printable posters, banners, and yard signs](https://findyourfair.com/resources/?fair=afton-fair#files).

The website also links to the State's brand-new New York State [Fair's Passport Program](https://findyourfair.com/passport/). The [Passport program](https://www.governor.ny.gov/sites/default/files/2024-07/Passport_Challenge_Photos.pdf) is a fun way to engage families and young people and encourage them to visit multiple county and local fairs. Passports can be picked up at select local county Cornell Cooperative Extension offices, State Welcome Centers, and State Parks. A full list of pick-up locations is available on the Department's County Fairs Promotions webpage [here](https://agriculture.ny.gov/new-york-state-county-fairs-promotional-programs). Fairgoers can bring their passports to any of the fairs they visit and get a unique stamp in their booklet as well as "Ag Swag," which includes lanyards and commemorative buttons.

Each fair, including the New York State Fair, will also have a scavenger hunt where participants can enter a drawing via the [Taste NY promotion #FindMeAtTheFair](https://agriculture.ny.gov/system/files/documents/2024/07/findmeatthefairscavengerhunt.pdf). Fairgoers can take part in the hunts with the newly launched app and complete missions to enter to win great New York made prizes.

To encourage visitors and help with their travel to the fairs, the State is launching a pilot grant program that will offset the cost of transportation to allow young people, who may otherwise not be able to, to enjoy a full day at the fair. Boonville-Oneida County Fair is the first to participate in the pilot program and, using their grant, will help young people from Utica to access the fair on July 24. The pilot program will be expanded and applications for the grant program will be open to other fairs this fall.

Never Far from Fun



State Agriculture Commissioner Richard A. Ball said, "The state has more than 50 county and local fairs, which are steeped in history and agricultural traditions. We are proud to stand alongside our partners at the county fairs and, with the help of this robust marketing (<https://www.morningagclips.com/tag/marketing/>), and advertising campaign, help them tell their story to fairgoers across the State. It's our hope that by visiting a county fair, or two, or three this summer, New Yorkers will get to get a closer look at our agricultural products, practices, history, and traditions, and learn more about and support the community they're visiting. Thanks to Governor Hochul's commitment to boosting our county fairs, we are looking forward to an exciting summer and seeing more visitors through county fair gates across the State."

New York State Parks Commissioner Pro Tempore Randy Simons said, "New York State has so much to experience – from our great state parks, beaches, trails and historic sites to our many local and county fairs. We at State Parks are excited to support this work to promote local and county fairs and help showcase New York agriculture."

Senate Agriculture Chair Michelle Hinchey said, "Local and county fairs are vibrant celebrations of New York agriculture and critical economic drivers that put our rural pride on full display—an unmatched experience every resident across our state should have the chance to enjoy. We're excited for the launch of this marketing campaign to help boost fair promotion and inspire more visitors to join us for these beloved community traditions."

Assemblymember Donna Lupardo said, "I am very happy that New York will be promoting our over 50 county and local fairs, through the "Never Far From Fun" campaign. Whether traveling near or far, this is a great opportunity for people from across the state to enjoy everything these fairs have to offer. Each fair has its own unique history and traditions, all designed to showcase and celebrate NY agriculture. As the Chair of the Assembly Committee on Agriculture, it is my unique privilege to advocate on their behalf, alongside all of my partners in state government."

New York State Association of Agricultural Affairs President Julia Reynolds said, "We are very grateful for the continued support from Governor Hochul and Commissioner Ball for the promotion of our county fairs. The county fairs across the state would love to showcase the many avenues of agricultural diversity to those that come through their gates. So, grab your passport and experience the fairs of New York."

Saratoga County Fair General Manager Jennifer Flinton said, "We are grateful to Governor Hochul and Commissioner Ball for their strong support of county agricultural fairs, and we are excited to participate in the passport program. The Saratoga County Fair's opening day is just 21 days away. We hope to see you here to enjoy our agricultural displays, our great food, rides and attractions, and we look forward to stamping your passport."

Cornell Cooperative Extension of Saratoga County 4-H/FCS Extension Issue Leader Greg Stevens said, "CCE Saratoga and the 4-H Youth Development program is honored to support Governor Hochul and Ag and Markets' new Passport Program. It's very fitting that the kickoff is being held in Saratoga County because of our close working relationships with the pillars of this agricultural community, including the Saratoga County Farm Bureau, the Saratoga County Ag Society and CCE Saratoga. The county fair is our annual showcase of our agricultural industries. Again, we look

forward to this initiative putting yet another spotlight on the Saratoga County Fair.”

Taste NY Market Manager at the Capital Region Welcome Center Lisa Gallina said, “We are thrilled at the Capital Region Welcome Center to distribute the 2024 Fair Passport! It is a marvelous way to encourage folks to attend as many fairs this summer as possible across our great state of NY. We are able to share our love of the fairs and encourage people to learn about regional agriculture, gardening and 4-H! Many of our products that we sell got their start at a county fair.”

New York Farm Bureau Senior Associate Director of Public Policy Renée St. Jacques said, “Fairs are an important opportunity for attendees to learn about local agriculture and how farms produce food for our communities. This marketing campaign and passport program will lead to more people visiting New York fairs thus creating more connections with agriculture. Thank you to Governor Hochul, Commissioner Ball and state legislators for their continued support of New York fairs and farmers.”

The Governor first [announced \(https://www.governor.ny.gov/news/governor-hochul-announces-great-new-york-state-fair-provide-enhanced-experience-and-greater\)](https://www.governor.ny.gov/news/governor-hochul-announces-great-new-york-state-fair-provide-enhanced-experience-and-greater) her commitment to strengthening county and youth fairs in 2021. The Governor directed the Department of Agriculture and Markets to assess support, growth, and revitalization opportunities for all fairs in New York in the 2022 season. In 2023, the Department worked with the county fairs, including with the NYS Association of Agricultural Fairs, to develop a robust marketing and outreach program, cross promote the fairs through various communications, including social media, and hosted a roundtable during the off-season to identify additional opportunities for enhancing fair marketing and promotion and improving youth and agricultural programming initiatives at all fairs statewide, including enhancing agricultural competitions at fairs. Discussions also focused on other initiatives, including capital planning, emergency management, and commissioning an updated economic impact study.

In addition to The Great New York State Fair, New York is home to more than 50 county and youth fairs that operate from July through mid-September, with the Long Island Fair closing out the season. Local fairs provide visitors with family-friendly fun, great music, and delicious food. They also offer a unique opportunity to learn about local agriculture, including where our food comes from, and how it is grown, harvested, and marketed to the public. According to a 2013 economic impact study, the State's fairs generate \$6 million in economic activity and over 4,000 jobs in New York each year. A list of most county fairs across the state and the dates they are running is available [here \(https://findyourfair.com/fairs/\)](https://findyourfair.com/fairs/).

—New York State Department of Agriculture and Markets

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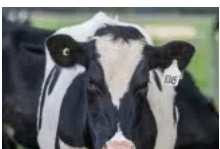


2024 Ohio Fairs Hall of Fame Inductions

JANUARY 14, 2024

COLUMBUS, Ohio — The Ohio Fair Managers are pleased to announce the induction of five leaders of Ohio's County and Independent Fairs into the class of 2024 Ohio Fairs Hall of Fame Sunday Jan. 7, 2024, in Columbus during the 99th Annual Ohio Fairs Convention and Marketplace Tradeshow. Bev Fisher CFE, Mahoning County Fair Bev began [...]

[\(https://www.morningagclips.com/2024-ohio-fairs-hall-of-fame-inductions/\)](https://www.morningagclips.com/2024-ohio-fairs-hall-of-fame-inductions/)



Gov. Hochul Announces Initiatives to Strengthen and Promote NY's Agricultural Industry

JANUARY 09, 2024

ALBANY — Governor Kathy Hochul announced several major proposals to provide a boost to New York's

The Great New York State Fair Expands First-of-its-Kind Voice of the Farmer Garden

The New York Department of Agriculture and Markets, with support from the Farm Journal Foundation, the National Association of State Departments of Agriculture (NASDA) Foundation, and Cornell Cooperative Extension of Onondaga County announced that the New York Voice of the Farmer Garden will feature several new interactive components at the 2024 Great New York State Fair. The garden, which opened at the 2023 Great New York State Fair, has been expanded this year to include new crops, such as hops, guest speakers, demonstrations, videos, children's activities, and more.

New York State Agriculture Commissioner Richard A. Ball said, "Since its very first opening day in 1841, the Great New York State Fair has always been rooted in agriculture. While the Fair has evolved over time, we're proud to say that it remains a cornerstone of New York State's rich agricultural heritage, providing fairgoers an exciting space to learn about our industry. We're excited that the Voice of the Farmer Garden has expanded so much in the last year alone, now offering visitors from all corners of the state and beyond opportunities to engage with our hardworking agricultural community and explore the wide variety of crops and food products that we produce right here in our own backyard."

New York State Fair Director Julie LaFave said, "We so excited to share our new additions to the New York Voice of the Farmer Garden this year at the Great New York State Fair. At the end of the day, it's all about uplifting and showcasing New York's tremendous agricultural community, and this exhibit does just that. This year, our visitors will be able to connect directly with our farmers and producers with new, exciting presentations featuring guest speakers from every corner of this important industry in our state. We're thankful to the Department and State Fair staff, and all of our partners who helped make this happen."

Tricia Beal, Chief Executive Officer of Farm Journal Foundation, said, "The mission of the Voice of the Farmer Garden is to showcase U.S. agriculture's impact and inspire a new appreciation for our food system among consumers. We are excited to kick off the Voice of the Farmer Garden in New York, which is a powerhouse when it comes to food and farming and makes significant contributions to the U.S. economy, sustainability, and food security."

David Skeval, Executive Director of CCE Onondaga, said, "We are so proud of our continuing development of the Voice of the Farmer Garden at the Great New York State Fair. Through the invaluable support of the New York State Department of Agriculture and Markets, our incredible staff and Master Gardener Volunteers at CCE Onondaga will be able to bring education about local agriculture to the over one million Fair visitors a year. Through education, our residents can build a true sense of gratitude for the abundance of healthy foods we produce with our rich soils and rich farming history. This gratitude and awareness are important in supporting this enormous part of our local and State economy and we hope to elicit a strong sense of stewardship for our resources in all who enjoy the harvest, young and old."

Senator Michelle Hinchey, Chair of the Senate Agriculture Committee, said, "New York agriculture is the food on our plates and the drinks on our tables. One of the best ways we can support this vital industry is by educating people about where our food comes from and why a strong local food system matters. The New York Voice of the Farmer Garden at the NYS Fair is an exciting, first-of-its-kind exhibit that connects those dots between farmers and fairgoers, and this year's expansion is key to showcasing New York ag and upholding the State Fair's nearly 200-year tradition of celebrating our agricultural heritage."

Assemblywoman Donna Lupardo, Chair of the Assembly Agriculture Committee, said, “The Voice of the Farmer Garden is a unique way for fairgoers to learn more about New York’s rich and diverse agricultural community. The Garden was a hit in its inaugural year, and I’m looking forward to seeing the new interactive features they have planned. Learning directly from NY’s hardworking farmers and producers helps everyone gain a greater appreciation for what it takes to bring food from farm to table. Thank you to all who worked so hard to establish the Farmer Garden at the Great New York State Fair.”

The New York Voice of the Farmer Garden opened at the Great New York State Fair in 2023, becoming the very first statewide garden of its kind to open at a state fair in the U.S. The garden, which is located across from the Expo Center near the Goat Pavilion and kitty-corner from the Family Fun Zone, is a living, interactive learning space for visitors to see many of the major crops grown in New York.

It features over 35 varieties of vegetable crops, herbs, fruits and pollinator plants. Visitors can learn about NYS state agriculture on a walking tour with QR codes that, when scanned on their phones, link to videos provided by Farm Journal Foundation and CCE Onondaga of farmers and others in the food supply chain telling the story of agriculture in New York and around the country. In the CCE tent, visitors can speak with Master Gardner Volunteers and CCE Onondaga staff, who planted and maintain the exhibit. Fairgoers will also be able to explore a newly added map of prime soils and posters about Farmland Protection and the NYS Agricultural Census.

Our youngest fairgoers will also be able to once again enjoy last year’s popular interactive scavenger hunt by visiting the shelled corn wading pool containing tokens to learn about a crop and win a prize! This year’s garden also adds new and exciting activities for kids of all ages, including a more in-depth "Quest in the Garden" for teenagers to locate and describe plants in the garden that are foods they eat, a toddler potting bench with soil and seeds, and a toddler picnic table with vegetable matching games.

This year, the garden will also feature several added interactive presentations, demonstrations, and discussions featuring guest speakers from numerous agricultural organizations, including a presentation on hops, the newest addition to the garden’s diverse array of crops. The schedule of events is listed below, and is also available on the Fair’s newly launched Voice of the Farmer Garden webpage.

- **From the Farm to the School: Learn how local farm products get to school lunch trays in this interactive demo with Lizzy Cooper, CCE Harvest NY**
 - Wednesday, August 21, 2024, 11:00 a.m.
- **Celebrating Careers in Agriculture with Richard Ball New York State Commissioner of Agriculture**
- Thursday, August 22, 2024, 11:00 a.m.
- **Experience Hops! Sensory Panel and Tasting with Adam Kryder, Hop Growers of New York Association**
 - Thursday, August 22, 2024, 11:30 a.m.
- **Step inside the Hive! Anatomy of a Hive Demo with Ray Lowe, Hiwire Honey**
 - Friday, August 23, 2024, 11:00 a.m.
- **Cut Flower Farming for Profit! Claire Collie, Owner of Fernwood Flower Farm & Stephanie Brainard Owner of Brainard Farmette will demonstrate cut flower growing techniques used on their cut flower farms.**

- Tuesday, August 27, 2024, 11:00 a.m.
- **The latest Irrigation Technology for Vegetable Farms Demo with Nolan Reeves, Reeves Farms**
 - Wednesday, August 28, 2024, 1:00 p.m.
- **Eggs-cellent! Egg Grading and Sorting Demo with Christina Hudson from Hudson Egg Farms**
 - Thursday, August 29, 2024, 11:00 a.m.
- **An Apple a Day ... New York State Apple Association**
 - Friday, August 30, 2024, 11:00 a.m.
- **Culturally Important Crops in Central New York with Jacob Gigler-Caro and Manika Gautam, Salt City Harvest Farm.**
 - Monday, September 2, 2024, 11:00 a.m.

About the New York State Department of Agriculture and Markets

The New York State Department of Agriculture and Markets' mission is to promote New York State agriculture and its high-quality and diverse products, foster agricultural environmental stewardship, and safeguard the state's food supply, land, plants, and livestock to ensure the viability and growth of New York's agricultural industries.

About Farm Journal Foundation

Farm Journal Foundation is a nonprofit organization dedicated to achieving global food security by sustaining modern agriculture's leadership role and ability to meet the vital needs of a growing population. The organization works to advance this mission through key issue areas, including global food and nutrition security, conservation and sustainability, rural development, and agricultural research and innovation. To learn more, visit www.farmjournalfoundation.org.

About the NASDA Foundation

The NASDA Foundation is the only educational and research organization that directly serves the nation's state departments of agriculture. NASDA Foundation's mission is to enhance American food and agricultural communities through education, outreach, and research. The NASDA Foundation's purpose is to nourish people and communities while serving as the stewards of environment and public trust with the vision being that agriculture leads the way towards a healthy and resilient world.

About Cornell Cooperative Extension of Onondaga

Cornell Cooperative Extension of Onondaga County is one of 58 County Extension Associations in New York State. Our mission is to connect our counties to the research at Cornell University to improve lives, communities, and economies across New York State through educational programs in Agriculture, Health and Nutrition, the Environment, and 4-H Youth and Family Development.

Kentucky Exposition Center unveils nearly \$400M renovation to Louisville site. What to know

- The Kentucky Exposition Center is getting a \$393 million renovation.
- The project will kick off next year and will be completed in two phases.
- The renovation will increase the venue's "Class A" space by more than 70%.

A nearly \$400 million plan to renovate the [Kentucky Exposition Center](#) was unveiled Thursday, including two new buildings at the Louisville venue.

Venue leaders say the expansion increases the venue's "Class A" space by more than 70%, allowing the exposition center to host bigger and more diverse events in addition to its current lineup.

Renovations will kick off next year and, between two phases, will cost \$393 million, according to [Kentucky Venues](#), which is governed by the Kentucky State Fair Board.

The [public agency](#) operates both the exposition center at 937 Phillips Lane, as well as the Kentucky International Convention Center at 221 S. Fourth St. in downtown Louisville.

"Through the generous support of the Kentucky General Assembly, we now have the opportunity to implement our collective vision of enhancing our facilities so we can continue doing what we do best, and that's attracting, producing, hosting, and growing global events here in Louisville, Kentucky," said David Beck, president and CEO of Kentucky Venues.



Following a pitch by Kentucky Venues that detailed a three-phase, redevelopment master plan with an estimated \$710 million price tag, the Kentucky General Assembly [allocated](#) an initial \$200 million to the renovation project in 2022.

That initial funding was released to Kentucky Venues last year, enabling the first phase of the project.

Kentucky Senate President Robert Stivers, at a Thursday news conference, said that while the venue is in Louisville, it belongs to the entire state and needs to be a "shining star of a center."

"When you think about a 120 county impact and agriculture, for (Speaker of the Kentucky House of Representatives) David Osborne and I, and the members of the General Assembly, not to think highly about funding this project, renovating it and bringing it to a state-of-art type of facility to compete nationally and internationally, to bring people here in the state, out of the state, it was fairly easy to sell the General Assembly," Stivers said.

Ian Cox, a Kentucky Venues spokesman, noted more than \$200 million in additional renovation dollars has been allocated, though that funding has yet to be released to the fair board. It is contingent upon final approval by the General Assembly, following an additional fair board presentation later this year to the legislature detailing the return on investment.

Here's what the renovations entail:



Phase I: At a projected cost of \$180 million, a new, interconnected 350,000-square-foot building will be able to host events ranging from livestock and equine competitions to trade shows to sporting events.

David Wallace, vice-chair of the Kentucky State Fair Board and chair of the committee that is working on the renovation, said the exposition center was entering a "new era" with the capital improvements.

"Everything we're doing, the primary purpose is Kentucky agriculture," he said. "This new facility, we're building it for cattle and livestock and hogs and pigs and horses, and we'll be able to put in 1,700 cattle ties into that one building. We're going to be able to put 24 NCAA basketball courts in it. You'll be able to put 40 volleyball courts in it."

The new building — roughly the size of six football fields — will be situated directly east of Broadbent Arena and north of the West Wing in an existing parking lot.

The new construction building will include the exposition center's biggest Class A exhibit hall as well as meeting rooms and offices.

Cox declined to provide a more specific construction starting point in 2025 but noted the selection of a construction manager will soon get underway.



Phase II: The \$213 million phase includes the redevelopment of the exposition center's West Wing, West Hall, and Pavilion into a single, connected 249,000-square-foot multi-purpose building. This new construction building will include exhibit space, pre-function space that connects to Freedom Hall, and new meeting rooms.

Up to \$40 million in upgrades to existing food and beverage operations and 40,000 new square feet of food-focused space at the exposition center's South Wing will also be part of this phase.

Cox said there's no specific timeline for the demolition of the existing West Wing, though he said it would follow the first phase.

Along with the first two phases, the venue is also planning \$76 million toward improved infrastructure, signage, and backup power, among other physical improvements.

A third phase remains in the planning stages and is years off, Beck told The Courier Journal.

"We want to take time to evaluate," he said. "Is it better to renovate Broadbent (Arena), or is it better to replace Broadbent? It's too early to make those decisions. We're looking at that."

Kentucky Exposition Center to remain open during construction

The Kentucky Exposition Center was built starting in 1950 and opened in 1956. Today, it's the sixth-largest convention center in the country.

The center, where the 2024 Kentucky State Fair is currently in its final days, also hosts the [National Farm Machinery Show](#), the [North American International Livestock Exposition](#), and many trade shows

Wallace noted that, between the two phases, the exposition center would gain about 400,000 square feet, putting the facility at about 2 million climate-controlled square feet.

"One of the big challenges we have here is we're not going to stop working," he said. "We are not shutting down. All the events that are here throughout the year ... they're all going to continue to happen."

Reach growth and development reporter Matthew Glowicki at mglowicki@courier-journal.com or 502-582-4000.

ITEM 5 – EXECUTIVE REPORT

September 2024

Expense Contracts Executed per Delegated Authority

Standard Agreements up to \$50,000						
Contract #	Contractor	Purpose	Acquisition Method	Effort Type	Term	Not to Exceed
24-049	Jag Tag Enterprises	Communication Training	Categorically Exempt	Year Round	7/1/24 – 12/31/25	\$10,000.00

Revenue Contracts Executed per Delegated Authority

Standard Agreements					
Contract #	Contractor	Purpose	Effort Type	Term	Rental Fee
24-907	Southern California Off Track Wagering Ltd.	Minisatellite Wagering Site	Year Round	6/22/24 – 6/21/25	0.50% of handle generated

Event Agreements				
Contract #	Licensee	Event Name	Term	Rental Fee
24-868	Pinery Christmas Trees	Wholesale Tree Lot	11/14/24 – 12/15/24	\$16,000.00
24-869	La Jolla Kiwanis	La Jolla Half Marathon	5/16/25 – 5/17/25	\$5,080.00

STANDARD AGREEMENT

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

24-049

GL ACCOUNT NUMBER (If Applicable)

690100-00

1. This Agreement is entered into between the Contracting Agency and the Contractor named below:

CONTRACTING AGENCY NAME

22nd District Agricultural Association (District) / Del Mar Fairgrounds (Fairgrounds)

CONTRACTOR NAME

Jag Tag Enterprises, Inc.

2. The term of this Agreement is:

START DATE

July 1, 2024

THROUGH END DATE

December 31, 2024

3. The maximum amount of this Agreement is:

\$10,000.00

Ten Thousand Dollars and Zero Cents

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of the Agreement.

Exhibits	Title	Pages
Exhibit A	Scope of Work	2
Exhibit B	Budget Detail and Payment Provisions	2
Exhibit C*	General Terms and Conditions (April 2017)	4
Exhibit D	Special Terms & Conditions	5
Exhibit E	Preventing Storm Water Pollution	1
Exhibit F	22nd DAA Resource Conservation Policy	1

Items shown with an asterisk (*), are hereby incorporated by reference and made part of this agreement as if attached hereto. These documents can be viewed at <https://www.dgs.ca.gov/OLS/Resources>

IN WITNESS WHEREOF, THIS AGREEMENT HAS BEEN EXECUTED BY THE PARTIES HERETO.

CONTRACTOR

CONTRACTOR NAME (if other than an individual, state whether a corporation, partnership, etc.)

Jag Tag Enterprises, Inc.

CONTRACTOR BUSINESS ADDRESS
2110 Artesia Boulevard, B404CITY
Redondo BeachSTATE
CAZIP
90278PRINTED NAME OF PERSON SIGNING
Jacqueline DevlinTITLE
Chief Executive Officer/ Director

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

EXHIBIT A SCOPE OF WORK

1. SERVICES OVERVIEW

- A. Jag Tag Enterprises, Inc., hereinafter referred to as the Contractor, agrees to provide to the 22nd District Agricultural Association / Del Mar Fairgrounds, hereinafter referred to as District, with services as described herein:

The Contractor shall provide training to develop communication skills of members of the District management team focusing on organizational team building and motivation.

- B. Services shall be performed at the Del Mar Fairgrounds located at 2260 Jimmy Durante Boulevard, Del Mar, CA 92014.
- C. Training shall be provided in two sessions. The first will be on August 19, 2024 and the second will be held in October, on a date to be agreed upon by District and Contractor at a later time.
- D. The Project Representatives during the term of this Agreement will be:

22 nd District Agricultural Association	Jag Tag Enterprises, Inc.
Name: Carlene Moore, Chief Executive Officer	Name: Jacqueline Devlin, Owner
Address: 2260 Jimmy Durante Boulevard Del Mar, CA 92014	Address: 2110 Artesia Boulevard, B404 Redondo Beach, CA 90278
Phone: 858-755-1161	Phone: 310-344-8163
e-mail: cmoore@sdfair.com	e-mail: jnason@msn.com

The parties may change their Project Representative upon providing ten (10) business days written notice to the other party. Said changes shall not require an Amendment to this Agreement.

2. CONTRACTOR RESPONSIBILITIES:

- A. Facilitate two (2) three-hour communication training sessions with the Supervisor Group focusing on team building and motivation communications when all is well and communications when there is conflict. Each Training will be three hours and on separate days to allow practice when all is well and any time to bring up challenges in the conflict session.
- B. Provide expertise on each topic including energetic presentations.
- C. Support District's core values of Fun, A+ Quality, Integrity, Respect and Service.
- D. Utilize all types of learning styles including auditory, visual, and kinesthetic and an abundance of interactive involvement including lectures, group involvement, role-playing, and hands on motivational instruction.
- E. Provide evaluation forms for all participants to complete at the end of each training session.
- F. Administer up to thirty (30) Core Strengths Inventories to provide a systematic in-depth score for each member of Supervisor Group at least one week prior to the training, with PDF version for each employee to keep for future reference and have online access to their individual scores.
- G. Provide all development materials and additional handouts.

EXHIBIT A
SCOPE OF WORK

3. DISTRICT RESPONSIBILITIES:

- A. To provide meeting room set in configuration requested by Contractor, television/screen, large self-stick flip charts, water and coffee service, snacks, and lunch for group, including Contractor.
- B. To reimburse mileage and travel expenses for both sessions.
- C. To ensure that all members of the Supervisor Group complete the Core Strengths Inventories and other required pre-work in advance.



AGREEMENT TO PROVIDE STATUTORY CONSENT FOR THE OPERATION OF A MINISATELLITE WAGERING SITE

This Agreement to Provide Statutory Consent for the Operation of a Minisatellite Wagering Site ("Agreement") is made and entered into by and between the 22ND DISTRICT AGRICULTURAL ASSOCIATION, a California state institution ("District"), and the Southern California Off Track Wagering Ltd., a California limited partnership ("SCOTWINC") (each singularly a "Party" or collectively, the "Parties"), and is made with reference to the following facts:

RECITALS

- A. District is a "Racing Fair" as that term is defined in Business and Professions Code section 19604, subdivision (a)(13).
- B. District is a "State Designated Fair" as that term is defined in Business and Professions Code section 19418, and a "District Agricultural Association" as that term is defined in Business and Professions Code section 19418.1, subdivision (22).
- C. District is authorized by the California Horse Racing Board to operate on District's property located at 2260 Jimmy Durante Boulevard, Del Mar, California, 92014 (the "District's Premises") (1) an annual live horse race meet and (2) Satellite Wagering as set forth in Business and Professions Code, Division 8 [Special Business Regulations], Chapter 4 [Horse Racing], Article 9.2 [Satellite Wagering], Sections 19605, *et seq.*
- D. SCOTWINC is an organization established under the provisions of Business and Professions Code Section 19608.2 in California and, in connection therewith, SCOTWINC (i) operates the audiovisual signal system by which the racing program from certain licensees are transmitted to, among other places, various satellite wagering facilities, including the "Minisatellite Wagering Sites" described in Section 19410.7 of the Business and Professions Code, and (ii) facilitates wagers on the transmitted races (collectively, SCOTWINC's "Statutory Functions").
- E. SCOTWINC desires to operate perform its Statutory Functions at a Minisatellite Wagering Site (as that term is defined in Business and Professions Code section 19410.7) to operate at the Gaslamp Tavern located at 868 Fifth Avenue, San Diego, California, 92101 ("the Proposed Minisatellite Wagering Site"), and at no other location or locations within 20 miles from District's premises. The Proposed Minisatellite Wagering Site is located less than 20 miles from District's Premises.
- F. Under the provisions of Business and Professions Code section 19605.25, subdivision (a)(1), and because the Proposed Minisatellite Wagering Site is within 20 miles of District's Premises, District must consent to the Proposed Minisatellite Wagering Site before the

Proposed Minisatellite Wagering Site may be approved by the California Horse Racing Board as a Minisatellite Wagering Site.

G. For the purpose of this Agreement, the following definitions are applicable:

"Parimutuel wagering" shall, as provided in Business and Professions Code section 19411, mean: "a form of wagering in which bettors either purchase tickets of various denominations, or issue wagering instructions leading to the placement of wagers, on the outcome of one or more horse races. The association distributes the total wagers comprising each pool, less the amounts retained for purposes specified in this chapter, to winning bettors based on the official race results."

"Handle" shall, as provided in Business and Professions Code section 19411.1, mean: "the aggregate contributions to pari-mutuel pools."

"Conventional parimutuel pool" shall, as provided in Business and Professions Code section 19412, subdivision (a), mean "the total wagers under the parimutuel system on any horse or horses in a particular race to win, place, or show."

"Exotic parimutuel pool" shall, as provided in Business and Professions Code section 19412, subdivision (b), mean "the total wagers under the parimutuel system on the finishing position of two or more horses in a particular race, such as quinella or exacta wagers, or on horses to win two or more races, such as daily double wagers, pick six wagers, or on other wagers approved by the board."

"Proposition parimutuel pool" shall, as provided in Business and Professions Code section 19412, subdivision (c), mean the "total wagers under the parimutuel system on propositions approved by the board that are based on the results of a live quarter horse or harness horse race or races."

In consideration of the mutual promises contained in this Agreement, the parties agree as follows:

AGREEMENT

1. Recitals. The Recitals are a material and substantive part of this Agreement and are incorporated as though set forth in full at this point.
2. Term.
 - (a) This Agreement shall commence on the later of: (1) the execution of this Agreement by the Parties to this Agreement or (2) the issuance by the California Horse Racing Board of a license for the Proposed Minisatellite Wagering Site to be operated as a Minisatellite Wagering Site.
 - (b) This Agreement shall have a one-year term and shall terminate on June 21, 2025, unless the Parties mutually agree in writing, in advance of the termination date, to extend the Agreement for an additional term not to exceed three (3) years.
 - (c) This Agreement shall be automatically terminated upon the bankruptcy, insolvency or dissolution of either party to this Agreement or upon the failure to obtain or the withdrawal of any approvals required by any applicable laws as to the transactions contemplated herein.
 - (d) Notwithstanding anything to the contrary in this agreement, District shall have the right to terminate this Agreement (i) ten (10) days after written notice to SCOTWINC of nonpayment of any moneys due to District under this Agreement, or (ii) immediately upon written notice to SCOTWINC, if SCOTWINC materially breaches any other obligation

under this Agreement or is in violation of local, State or Federal law. Notwithstanding any termination of this Agreement by District under the provisions of this Paragraph 2(d), District shall also be entitled to avail itself of any other right or remedy provided to it under this Agreement or at law or equity.

(e) Any termination of this Agreement shall not affect any outstanding obligations or indemnities of the Parties to this Agreement.

3. District's Obligations.

A. District agrees to assist SCOTWINC during the application process to the California Horse Racing Board for the California Horse Racing Board's issuance of a license for the Proposed Minisatellite Wagering Site to be operated as a Minisatellite Wagering Site; including, but not limited to, providing to the California Horse Racing Board any written approval required under the provisions of Business and Professions Code section 19605.25, subdivision (a)(1). District also agrees to provide any and all documentation and information reasonably required during the application process.

B. District agrees it will work with SCOTWINC in good faith to promote each other's business when possible.

C. District agrees that any promotions or player awards must be mutually agreed upon by the Parties in advance and will be drawn from pari-mutuel commissions.

4. SCOTWINC's Obligations.

A. SCOTWINC will pay to District 0.50% of the handle generated from SCOTWINC's Minisatellite located at 868 Fifth Avenue, San Diego, CA 92101 for the first year of this Agreement. Payments due and owing to District shall be paid not later than the 10th day of each month following the month in which the revenues are earned.

B. All of SCOTWINC's operations shall materially comply with the applicable laws, regulations, and ordinances of the United States, the State of California, and the City and County of San Diego; including, but not limited to, all applicable laws, regulations, and ordinances relating to the operation of a Minisatellite Wagering Site, and all regulations promulgated by the California Horse Racing Board. SCOTWINC shall procure and keep in force during the term of this Agreement, all applicable permits and licenses required by all pertinent laws and regulations of the United States, the State of California and the City and County of San Diego.

C. To the fullest extent permitted by law, SCOTWINC shall defend, indemnify, and hold harmless District, the State of California, and their respective agents, directors, and employees from and against all claims, damages, losses, and expenses, of every kind, nature and description (including, but not limited to, attorneys fees, expert fees, and costs of suit), directly or indirectly arising from, or in any way related to the performance or nonperformance of this Agreement regardless of responsibility of negligence; by reason of death, injury, property damage, or any claim arising from the alleged violation of any state or federal accessibility law, statute or regulation, (including but not limited to, the Americans With Disabilities Act, and/or any state, local, successor, or comparable provision of law) however caused or alleged to have been caused, and even though claimed to be due to the negligence of District. Provided, however, that in no event shall the SCOTWINC be obligated to defend or indemnify District with respect to the sole negligence or willful misconduct of District, its Directors, employees, or agents (excluding SCOTWINC or any of its employees or agents.)

D. SCOTWINC agrees it will work together with District in good faith to promote District's business when possible.

5. Applicable Law. This Agreement shall be construed and enforced pursuant to the laws of the State of California and any action to enforce, defend or prevent breach of this Agreement shall be brought in the Superior Court in and for the County of San Diego.
6. Entire Agreement. This Agreement constitutes the entire fully integrated written agreement among the parties with respect to the subject matter hereof and may not be modified or waived except by a writing duly executed on behalf of the party to be bound by any such modification or waiver.
7. Agreement Freely Entered Into. This Agreement is freely and voluntarily entered into by all parties to this Agreement. The Parties, and each of them, have been fully advised by their respective counsel of record as to the contents, meaning, and significance of this Agreement, and the terms of which are contractual and not a mere recital, and they fully understand the terms and effects of this Agreement. All parties hereto acknowledge that they execute this Agreement of their own free will and under no threat, menace, coercion, or duress from any party. The parties hereto further acknowledge that they execute this Agreement acting on their independent judgment and upon the advice of their respective counsel of record, without any representation, express or implied, of any kind from any other party, except as specifically set forth in this Agreement.
8. Binding on Successors and Assigns. This Agreement shall bind and inure to the benefit of all successors and assigns of the Parties to this Agreement and their respective commissioners, directors, elected and appointed officials, employees and agents, and the successors and assigns of each of them, separately and collectively.
9. Counterparts. This Agreement may be executed in one or more counterparts and, when executed by each of the Parties to this Agreement, and those counterparts shall constitute a single valid agreement even though each of the signatory Parties may have executed separate counterparts of this Agreement.
10. Indemnification. The indemnification provisions of this Agreement, including but not limited to those set forth in Paragraph 4(C), shall survive the termination of this Agreement.
11. Relationship of Parties. That for purposes of this Agreement, the relationship of the Parties is that of independent entities and not as agents of each other or as joint venturers or partners. The parties shall maintain sole and exclusive control over their personnel, agents, consultants, and operations.
12. Amendments. No amendment or modification of this Agreement shall be valid or binding on the Parties unless made in writing and signed by each Party's duly authorized representative.
13. No Third Party Rights. Nothing in this Agreement is intended to create duties or obligations to or rights in third parties to this Agreement or affect the legal liability of the Parties to this Agreement.
14. Prohibition on Assignment. This Agreement is not assignable by the either Party, in whole or in part, without the prior written consent of the other Party to this Agreement.
15. Severability. If any covenant, term, condition or provision of this Agreement shall, to any extent, be invalid or unenforceable, the remainder of this Agreement shall be valid and enforceable to the fullest extent permitted by law
16. Notices. Any notices required or permitted to be given under this agreement shall be addressed as follows:


To the 22nd District Agricultural Association:

Carlene Moore
 Chief Executive Officer
 2260 Jimmy Durante Boulevard
 Del Mar, CA 92014
 cmoore@sdfair.com

To Southern California Off Track Wagering Incorporated:


Rick Baedeker
 General Manager
 PO Box 255563
 Sacramento CA 95825

Dated: Jun 22, 2024 22nd District Agricultural Association

By: 
 Carlene Moore (Jun 22, 2024 15:53 PDT)
 Carlene Moore
 Chief Executive Officer

Dated: Jun 22, 2024 Southern California Off-Track Wagering Ltd.,
 A California limited partnership.

By: Southern California Off-Track Wagering Incorporated, a
 California corporation, its General Partner

By: 
 Rick Baedeker, its General Manager



Item 6-A, Finance Committee Report

Background

The included preliminary financial reports for 2024 are through July 31 and are subject to change as the 22nd District Agricultural Association (District) works to review and close out the month.

The Balance Sheet is consolidated and inclusive of District, State Race Track Leasing Commission (SRTLCL), and Del Mar Race Track Authority (RTA). The Income Statement is inclusive of District programs and operations only.

As has previously been discussed, due to the proximity of the Board meeting dates to the end of the month immediately prior, there is approximately a six (6)-week lag between the financial report presentation and current activity. Therefore, the Committee reviews and presents financial reports to the Board from two months prior (March financials in May, April financials in June, etc.).

Meeting monthly, the Finance Committee (the Committee) monitors detailed financial information and activities, including accounts receivable and payable aging and income statements for business operations including The Sound and Premier Food Services. The Committee also reviews and recommends rates and fees for services and activities and the operating and capital improvement budgets.

Executive Summary

Balance Sheet:

Data for fiscal years 2022 and 2023 are included for comparison purposes to the current year, 2024.

- **Assets:**
 - **Total Cash and Cash Equivalents:** District's unrestricted cash position continued to remain strong through the month of July. As a reminder, District began reinvesting back into facility maintenance and upgrades in 2024 — including asphalt, workspace renovations, escalator modifications, and roof repairs — which may result in a reduction in Cash position by the year's end.
 - **Restricted Cash JLA:** Year over year, the JLA cash account balance is higher by \$500,000. In 2024, JLA auction proceeds were processed and paid in the month August as compared to being processed and paid in July of the prior year.
 - **Restricted Cash RTA:** This reflects the cash available for the Race

Track Authority bond obligations. This includes:

- 1) maintaining a reserve fund held in trust equivalent to one year's debt obligation;
- 2) the current year's debt obligation;
- 3) the minimum cash balance requirement for District (the equivalent of one year's debt obligation); and
- 4) when applicable, surplus funds contributed that revert to District.

As a reminder, Net Horse Racing Revenues and/or Net Concession Revenues are transferred to the trustee by January 15 each year. The trustee makes withdrawals in April and October for the payment of the current year debt.

- **Accounts Receivable:** This account represents revenue items that have been earned, but cash has not been collected as of the Balance Sheet date. This account trended higher than the same period in 2023 mainly due to 1) the new sponsorship agreement with Anheuser Busch in 2024, which includes a \$520,000 payment that is due by the end of September; 2) the Local Agency Investment Fund (LAIF) second quarter investment interest receivable of \$369,000 that was not receipted until August; 3) \$62,000 to be received from HITS, LLC that for equestrian shows held in July; 4) and additional sponsorships from General Motors/Chevrolet of \$70,000 and an additional \$150,000 from Anheuser Busch to be paid later this year per the agreement.

- **Liabilities:**

- **Deferred Revenue:** This consists of advance payments received for scheduled activities in the future, such as event rentals and the San Diego County Fair. As each event occurs, the revenue is realized in the same month as the event.
- **Accrued Employee Leave Liabilities:** This reflects the current value of the leave balances due to employees upon separation from District. Balances continue to be managed to remain within the state-mandated thresholds.

- **Footnotes:**

- **Footnote 7** reflects approximate balances of Long-Term Debt obligations as of the first of the year. This information is updated annually.

Income Statement (All Programs & Operations):

Revenues are recognized in the month in which they are earned while expenses are recognized in the month incurred. For example, revenues for the San Diego

County Fair will be reflected in the June and July financial reports, while expenses for producing and preparing for the Fair will be reflected in the months leading up to and after the Fair.

The first three columns of figures represent the month's activity — Actual, Budget, and Variance of Actual vs. Budget. The middle grouping of columns represents the year-to-date activity, while the last column presents the complete 2024 Operating Budget goals.

The overall net income activity for the month of July was in line with the forecast mainly due to timing differences of revenue or cost elements when compared to the budgeted amounts. The 2024 San Diego County Fair was mostly operating during the month of June and in part in the month of July.

The Sound did not have activity in June or much in July due to the Fair and horse racing. Awareness of the venue is growing among artists, agents, and promoters. Though Belly Up will most likely not achieve the number of shows for the year anticipated in the budget (80), the shows produced so far have been well attended, and expectations are that the venue will operate near District's financial goals for the year.

Overall activity for the year through July has exceeded forecasts, in large part, due to the amount of cost savings that have mitigated revenue shortfalls, and by receiving the New Fair Funds (AB1499) in the amount of \$1,484,500 in January. The New Fair Funds were unanticipated at the time the budget was developed and approved and District is utilizing the New Fair Funds for a portion of the capital expenditure items this year.

- **Revenues:**

- **Total Operating Revenues** for the month were lower than expectations by 10%, or about \$2,100,000. Through the month of July, total operating revenues are lower than forecast by about 8% or \$5,500,000, in large part due to actual revenue earned versus what was anticipated during the budget process for the Fair and The Sound. In addition, the actual average daily attendance fell short of the forecasted number during the 2024 fair by about 3.3%. This drop in attendance resulted in lower than expected discretionary revenue line items (e.g: admission, parking, carnival and concession rent). As a reminder, during the original budget process, staff was challenged to beat its initial fair-time estimates by \$1,457,000 (Admission \$525,000, Parking \$160,000, and carnival \$772,000).

- **Concessions Revenues:** Concessions revenues fell short of expectations for the month of July by 4%, or nearly \$666,000.
- **Facility Rentals Revenues:** Through the first seven months

of the year, this category is higher than forecast by nearly 28%, or \$1,500,000. During the 2024 Fair, commercial exhibit revenues were higher than forecast by \$477,000 and premium space sale revenues were higher than expected by \$886,000.

- **Parking Revenues** fell short of the forecast for the month by 20%, or \$257,000. Through the first half of the year, this element is lower than forecast by 8%, or \$500,000.
- **Total Revenue** through the first seven months of the year is \$4,067,000 lower than originally anticipated in the budget.
- **Expenses:**
 - **Total Operating Expenses** were lower than expected by 22%, or \$4,482,000 for the month. Through the first seven months of the year, total operating expenses were lower than forecast by nearly 14% or \$8,389,000, which may be due to timing differences between amounts budgeted and actual services performed or anticipated expenses that may not materialize.
 - **Payroll & Related Expenses** are indicative of the ability to fill full-time, civil service vacancies within any given month as well as actual hours incurred versus those anticipated for temporary employees working during events. For the month, District is trending lower than the budgeted amount by 16%, or \$427,600. Through the seven months of the year, this element is lower than the budget by 8%, or \$1,121,000.
 - **Professional Services** consists of a multitude of services, the largest being food and beverage. The actual timing of expenditures in this category may differ from the budgeted amounts, resulting in variances between the months during the year. For the month of July, this category is trending lower than forecast by 33%, or \$2,593,000. Through the first seven months of the year, this category is lower than the budget by nearly 25%, or \$5,089,000. The accounting team is researching the savings in this category to determine if these savings will be realized for the year or are the result of timing issues when the budget was developed.
 - **Food and Beverage Expenses** are trending below budget by 6%, or \$193,000, for the month. Through the first seven months of the year, this element is lower than the budget by 14% or \$1,080,000.
 - **Program Expenses** consists of Artists and Entertainers,

and mostly payments to Midway carnival game and ride operators. Also, Midway Operating Expenses are paid as a percentage of actual Midway revenues earned. Hence, Midway expense savings are directly correlated to the lower realized Midway revenues.

Summary

Overall, through the first seven months of the year, District operations are performing better than expected by nearly \$4.3 million. The categories of Payroll & Related Expense and Program Expense are actual savings of \$1.1 million versus budget realized for the year. As a reminder, the 2024 San Diego County Fair was mostly operating during the month of June and in part in the month of July.

Other Work by the Committee:

RTA Bonds Refinance:

As directed by the Board during the August meeting, District's CEO and Director of Finance are continuing to work with the RTA's counsel, banker, and public finance firm to the bonds with the goal of returning with a recommendation to the Board later this year or early next year.

2025-2027 Budget Process and Timeline:

As previously discussed, the Finance Committee intends to bring forward the 2025 Operating and Capital Improvement budgets for Board approval at the November meeting. As District continues to transition from year-to-year planning to multi-year planning and forecasting, so will the budget process. This year's approach will be to present the 2025 Operating Budget and Capital Improvement Budget as well as forecasts for 2026 and 2027 based on key assumptions.

To make good on this intention, work is already underway to develop a comprehensive financial plan for the coming years that includes consideration of identification of key decisions to be made; recommendations for proposed rate changes and/or changes in operations; analysis of performance against targets for the past three years; maintaining facilities; and other relevant matters. Additionally, this process will include consideration of the ideas and suggestions espoused by Board Members throughout the year related to increasing revenues, decreasing expenses, and/or making other operational changes. Consistent with the Board's strategic initiatives, the Committee will assess these ideas and suggestions through a financial lens as it prepares final recommendations for the Board.

Financial Policies:

As District undergoes this multi-year financial planning process this Fall, particular attention will also be given to the development of financial policies that strategically develop “rainy day,” reserves, and capital improvement funds and to bring those policies forward with the budgets in November.

Installment Payment Agreement:

At the time of the Finance Committee meeting, the Installment Payment Agreement with Nilforushan Equisport Events, LLC was still under review by counsel.

22nd DAA
Consolidated Balance Sheet (DAA, RTA, RTLC)
As of July 31, 2024

	2024	2023	2022
Assets			
Cash	\$ 40,541,720	\$ 41,111,806	\$ 39,616,032
Restricted Cash - JLA	571,129	71,667	415,119
1 Restricted Cash - F&B Equipment Fund	51,157	68,625	338,980
2 Restricted Cash - RTA	11,531,941	12,598,097	11,944,660
Total Cash and Cash Equivalents	52,695,947	53,850,195	52,314,792
Accounts Receivable	4,163,304	3,200,811	3,298,175
Prepaid Expenses	641,734	698,873	819,004
3 Deferred Outflows Pension	5,298,571	5,298,571	5,298,571
Total Current Assets	10,103,609	9,198,255	9,415,751
Land	45,166,113	45,208,317	35,011,899
Building and Improvements	217,564,033	217,564,033	197,102,223
Equipment	39,111,387	38,660,270	38,094,295
Capital Projects in Process	4,785,207	1,521,694	30,785,973
Accumulated Depreciation	(191,722,134)	(187,402,575)	(178,175,075)
Total Capital Assets	114,904,606	115,551,738	122,819,315
Total Assets	\$ 177,704,162	\$ 178,600,188	\$ 184,549,858
Liabilities			
Accounts Payable	11,748,142	13,279,408	14,710,127
Payroll Liabilities	1,175,529	673,847	399,243
Accrued Liabilities	1,724,506	1,902,705	2,027,459
Other Current Liabilities	1,052,969	(253,403)	933,513
5 Deferred Revenue	1,144,722	934,425	901,938
4 Current Long Term Debt	1,921,583	2,537,472	3,054,255
6 Accrued Employees Leave Liabilities	1,531,815	1,349,569	1,265,173
7 Long Term Debt	56,210,122	59,733,477	63,226,928
Reserve - F&B Equipment Fund	133,820	74,188	468,712
Reserve - JLA	43,292	36,607	16,305
3 Pension Liability	40,253,290	40,054,017	39,841,130
3 Deferred Inflows - Pension	1,754,199	1,754,199	1,754,199
Total Liabilities	118,693,988	122,076,512	128,598,982
Net Resources			
Contributed Capital	78,877,171	78,877,171	78,877,171
Less Contributed Capital to RTA	(34,358,470)	(34,358,470)	(34,358,470)
Net Resources - Unrestricted	11,515,553	11,783,919	(5,921,909)
Investment in Capital Assets	(3,891,786)	(3,891,786)	(3,891,786)
	52,142,468	52,410,834	34,705,006
Net Proceeds from Operations	6,867,705	4,112,843	20,619,306
Total Net Resources	59,010,173	56,523,677	55,324,312
Total Liabilities and Net Resources	\$ 177,704,162	\$ 178,600,188	\$ 183,923,294

- 1- Per Food & Beverage Services agreement, 1.50% of all Gross Revenues for unexpected or emergency expenses, including repair and maintenance of equipment.
- 2- Per bond Pledge Agreement, maintain Reserve account and District cash separately equal to at least Maximum Annual Debt Service.
- 3- Information provided by CDFA/State Controllers Office; results from changes in components of net pension liability; applicable to a future reporting period.
- 4- Current portion of long-term debt due within the next 12 months.
- 5- Advance payments for events/activities in the future.
- 6- Due to employees at time of separation for paid leave balances.
- 7- RTA Bonds \$30.7M; Ibank WQI \$6.6M; Ibank Sound \$13.3M; Premier \$1.5M; Energy Efficiency \$3.1M; CalPers SB84 \$1.6M.

22nd DAA
Income Statement
For the Period Ending July 31, 2024
DAA

	July 2024			Year-to-Date			Full 2024
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
REVENUES							
Admissions Revenue	2,466,917	3,566,929	(1,100,012)	11,708,847	13,649,053	(1,940,206)	13,649,053
Gates	2,466,917	3,566,929	(1,100,012)	11,708,847	13,649,053	(1,940,206)	13,649,053
Concessions Revenue	14,713,442	15,379,796	(666,354)	31,552,178	36,222,035	(4,669,857)	53,102,000
Food & Beverage Contra	4,148,204	5,018,432	(870,228)	8,906,018	11,164,690	(2,258,672)	27,994,405
Other Food & Beverage	2,856,622	2,719,701	136,921	4,612,594	4,944,911	(332,317)	4,944,911
Midway	7,688,703	7,630,613	58,090	17,934,696	20,060,139	(2,125,443)	20,060,139
Facility Rentals Revenue	1,270,476	1,376,548	(106,072)	6,961,713	5,455,356	1,506,357	8,896,646
Commercial	87,060	1,201,590	(1,114,530)	2,212,380	2,501,590	(289,210)	2,501,590
Surf & Turf	111,289			821,151			
Leases Revenue	48,802	48,046	756	322,400	334,684	(12,284)	577,851
Program Revenues	1,027,724	1,258,159	(230,435)	6,353,988	6,772,246	(418,258)	8,149,861
JLA	44,391	0	44,391	44,391	22,500	21,891	22,500
Parking	970,424	1,227,259	(256,835)	5,595,378	6,095,446	(500,068)	7,303,861
Participation Fees	(583)	0	(583)	339,885	285,000	54,885	335,000
Satellite Wagering	13,493	30,900	(17,407)	374,334	369,300	5,034	488,500
OPERATING REVENUE TOTALS	19,527,361	21,629,478	(2,102,117)	56,899,126	62,433,374	(5,534,248)	84,375,411
Contributions	6,875	2,764,510	(2,757,635)	3,784,475	2,794,110	990,365	2,273,110
Government Funding	0	0	0	1,484,500	0	1,484,500	0
Sponsorships	4,200	2,763,010	(2,758,810)	2,285,970	2,790,610	(504,640)	2,269,610
Other Non-Operating Revenue	214,604	78,306	136,298	1,085,086	695,892	389,194	1,258,512
Interest Earnings	0	0	0	752,925	510,000	242,925	1,020,000
Reimbursed Costs	54,763	21,207	33,556	463,960	418,779	45,181	1,412,314
Prior Year Revenue	0	0	0	42,450	0	42,450	0
NON-OPERATING REVENUE TOTALS	276,242	2,864,023	(2,587,781)	5,375,971	3,908,781	1,467,190	4,943,936
TOTAL REVENUE	19,803,603	24,493,501	(4,689,898)	62,275,097	66,342,155	(4,067,058)	89,319,347
EXPENSES							
Payroll & Related Expense	2,232,283	2,655,829	423,546	12,531,157	13,649,578	1,118,421	20,021,458
Professional Developer	3,019	12,350	9,331	104,177	264,862	160,685	354,509
Professional Services Expense	5,735,604	8,328,974	2,593,370	15,531,570	20,620,948	5,089,378	35,271,131
Food & Beverage Expens	3,270,839	3,463,839	193,000	7,866,440	8,947,436	1,080,996	21,081,505
Insurance Expense	156,882	171,535	14,653	1,126,660	1,174,627	47,967	1,877,804
Facility & Related Expense	1,071,953	1,615,541	543,588	5,468,191	5,215,074	(253,117)	6,967,696
Equipment & Small Ware	12,309	0	(12,309)	137,580	324,000	186,420	330,000
Telephone & Internet	7,731	8,504	773	56,640	58,558	1,918	101,998
Repairs & Maintenance	58,855	44,741	(14,114)	946,526	502,187	(444,339)	748,456
Utilities	457,474	576,000	118,526	2,422,521	2,618,000	195,479	4,020,000
- Electricity	10,535	-	-	1,235,067	-	-	-
- Water	713	-	-	126,673	-	-	-
Supplies Expense	105,595	63,750	(41,845)	1,323,733	1,565,334	241,601	1,740,934
Marketing & Related Expense	10,918	271,500	260,582	1,234,899	1,457,150	222,251	1,499,150
Program Expenses	6,278,296	7,004,663	726,367	15,330,224	16,815,349	1,485,125	16,939,508
Prizes & Premiums	0	0	0	18,068	0	(18,068)	0
Artists & Entertainment	1,391,550	1,288,350	(103,200)	5,020,791	5,411,350	390,559	5,411,350
Midway Operator Expen.	4,836,988	5,698,132	861,144	10,020,194	11,117,754	1,097,560	11,117,754
Other Operating Expense	620,919	583,022	(37,897)	2,083,477	2,521,043	437,566	2,937,616
Bank & Service Fees	551,426	511,057	(40,369)	1,532,129	1,992,788	460,659	2,064,546
Interest Expense	70,832	70,965	133	495,821	496,755	934	841,570
OPERATING EXPENSE TOTALS	16,212,450	20,694,814	4,482,364	54,629,910	63,019,103	8,389,193	87,255,297
Other Non-Operating Expense							
Prior Year Expense	19,470	0	(19,470)	216,856	0	(216,856)	0
NON-OPERATING EXPENSE TOTALS	19,470	0	(19,470)	216,856	0	(216,856)	0
TOTAL EXPENSE	16,231,920	20,694,814	4,462,894	54,846,766	63,019,103	8,172,337	87,255,297
NET INCOME (LOSS)	3,571,683	3,798,687	(227,004)	7,428,331	3,323,052	4,105,279	2,064,050

Note: Positive variances in this report denote better than expected results for that element.

Note1: Government funding of AB-1499 was unanticipated; these funds are reserved for CAPX.

Food & Beverage Report Jul-24

July 2024 Food Service Revenues were \$4,173,890. Budgeted Revenues for July 2024 were \$4,970,440

Net distribution to the District for July 2024 was \$871,085 or 20.9%. Budgeted distribution for July 2024 was \$1,508,101 or 30.3%.

Year-to-date 2024 distribution to the District is \$1,097,265 or 12.2%. The budgeted distribution for YTD 2024 was \$2,168,513 or 19.6%.

Jul-24	2024 ACTUAL	%	2024 BUDGET	%	2023 ACTUAL	%
TOTAL REVENUE	4,173,890	100.0%	4,970,440	100.0%	4,456,582	100.0%
TOTAL COGS	1,124,936	27.0%	1,102,775	22.2%	1,256,517	28.2%
GROSS MARGIN	3,048,954	73.0%	3,867,665	77.8%	3,200,065	71.8%
TOTAL PAYROLL	1,548,866	37.1%	1,645,555	33.1%	1,379,140	30.9%
OPERATING EXPENSES	504,562	12.1%	498,566	10.0%	486,756	10.9%
NET PROFIT	995,526	23.9%	1,723,544	34.7%	1,334,169	29.9%
CLIENT DISTRIBUTION	871,085	20.9%	1,508,101	30.3%	1,167,398	26.2%

YTD	2024 ACTUAL	%	2024 BUDGET	%	2023 ACTUAL	%
TOTAL REVENUE	9,008,078	100.0%	11,067,526	100.0%	9,943,512	100.0%
TOTAL COGS	2,130,683	23.7%	2,287,977	20.7%	2,318,737	23.3%
GROSS MARGIN	6,877,395	76.3%	8,779,549	79.3%	7,624,775	76.7%
TOTAL PAYROLL	4,344,433	48.2%	4,856,020	43.9%	3,971,347	39.9%
OPERATING EXPENSES	1,278,945	14.2%	1,445,229	13.1%	1,308,540	13.2%
NET PROFIT	1,254,017	13.9%	2,478,300	22.4%	2,344,888	23.6%
Y-T-D CLIENT DISTRIBUTION	1,097,265	12.2%	2,168,513	19.6%	2,051,777	20.6%



Item 6-B: Fair Operations Committee Report

Background:

The San Diego County Fair has long hosted Grandstand concerts. Prior to 2022, many of these concerts were included in the price of admission, which created budget challenges.

During the last three years, District has begun charging separately for all concerts on the Grandstand while still offering a variety of entertainment — such as live music on other stages — that is included with the price of Fair admission.

The 2024 San Diego County Fair's Toyota Summer Concert Series hosted 15 shows during the Fair's 20-day run. The performances included pop, reggae, R&B, hip hop, country, comedy, and Hispanic acts. The Grandstand can host a maximum of between 7,400 and 7,800 concert attendees, depending on the seating configuration.

In total, the concert series drew an attendance of 59,157 — an increase over 2023's Fair. Three of the performances — Old Dominion, Los Tucanes de Tijuana, and Ludacris — were sell-outs. The 2024 Fair set a revenue record of \$3,332,835 in ticket sales. Additionally, Premier grossed \$545,863 in food and beverage sales at concerts alone.

Process/Approach:

As the Fair ends in July every year, District begins discussions about booking next year's Grandstand acts. Booking talent can be a months-long process, and the goal is to announce the Fair's 2025 acts in early spring.

The Fair Operations Committee (the Committee) met recently to discuss strategic planning for the 2025 San Diego County Fair grandstand program.

To facilitate the program, District continues to work with Romeo Entertainment Group (REG), the contracted talent buyer for the grandstand concert series. Information and analytics — such as historic ticket sales, previous performances in the San Diego market, and social media/digital streaming popularity — are provided to District for direction in making offers on talent.

Since ticketing all Grandstand concert series separately beginning in 2022, District has recovered its talent fees through sales alone every year. (Attendees may also purchase parking, food, beverages, and other Fair fares, which generates additional revenue).

In addition, District's data shows that the Grandstand is responsible for driving increases in average daily attendance, which helps District meet its budgeting and sponsorship goals for the Fair.

Next Steps:

In collaboration with District staff, the Committee set the following entertainment goals:

- Booking 20 nights of Grandstand entertainment to help drive average daily attendance and increase revenue at the Fair.
- Using data pertaining to the historic performance of certain genres at the Fair while simultaneously offering a wide range of genres to appeal to the broad demographics of Fair guests.
- Covering the artists' talent fees through ticket sales.
- Booking The Sound as another ticketed venue within the Fair to help drive average daily attendance and offset the entertainment budget that will be necessary to add the venue to the Fair program.



Item 6-C, DMTC Liaison Committee Report

Background:

The DMTC Liaison Committee (the Committee) met recently to discuss the ongoing summer race meet and historical data related to horse racing at the Del Mar Fairgrounds & Race Track.

The summer racing season ends on Sunday, September 8, 2024. The season began this year on Saturday, July 20, 2024.

The fall season will resume in November, beginning with the return of the Breeders' Cup World Championships, November 1 and 2, 2024. The Breeders' Cup will also be returning to the Del Mar Fairgrounds & Race Track in 2025. Previously, the Del Mar Fairgrounds & Race Track hosted the Breeders Cup in 2017 and 2021.

The Committee also discussed the application of the 22nd DAA Ticket Policy and ideas for potential involvement of the District Board of Directors in activities and events during future horse racing seasons. The Committee requested further information from staff prior to the next Committee meeting.

Process/Approach:

The Committee intends to discuss these matters further prior to the October Board of Directors meeting and will bring forward a recap of the summer racing season and a preview of the fall racing season at that time.



Item 6-D, People & Culture Committee Report

Background:

The People & Culture Committee (the Committee) strives to enhance an effective and engaged Board and to promote a cohesive, symbiotic relationship between the Board and the Board's sole employee – the Chief Executive Officer (CEO).

Building on District's purpose, mission, vision, and values, the Committee works with the Board and the CEO to establish performance goals; manage the CEO Performance Review process on behalf of the Board; evaluate the effectiveness of the relationship with the CEO; develop orientation programs for newly appointed Board Members; and identify on-going development programs and opportunities for Board Members.

As per Policy 3.07, Board Self-Assessment, adopted by the Board in March 2023, the Board will conduct a formal self-assessment of its own performance managed by the Audit & Governance Committee concurrent with the People & Culture Committee's CEO Performance Evaluation process.

The Board's self-assessment through the Audit & Governance Committee should include an assessment of:

- The Board's progress in relation to the strategic plan.
- The Board's performance as a body in terms of its capacity to function effectively and collaboratively.
- The Board's strength of relationship/collaboration with the CEO and other members of the Executive Team.
- Board Members' individual understanding and support of the organization's mission, values, and ethics, as well as Board-specific responsibilities.

Additionally, this dual-track process should include an opportunity for the CEO to provide direct feedback to the Board.

The most recent CEO performance evaluation was completed in September 2022.

Process/Approach:

The intent of the CEO Performance Evaluation and Board Self-Assessment is to ensure that the CEO receives consistent and timely feedback about her/his performance from the Board and allows the Board to reflect on its own performance in terms of providing direction, serving and representing the organization, and advancing its goals.

The CEO Performance Evaluation will include:

- A self-assessment, completed by the CEO, using the form recommended by the California Department of Food and Agriculture (CDFA).
- Review and discussion with the Committee of the self-assessment, suggested growth and development ideas, and future goals consideration.
- Review and discussion of the same with the Board, including the Board's Self-Assessment.
- Discuss and formalize specific performance goals, rooted in the organization's performance against strategic goals and initiatives.

The CEO Performance Evaluation will be based upon:

- An evaluation of the organization's performance in the last fiscal year compared to the organization's mission, vision, and strategic goals.
- An evaluation of the CEO's professional performance and growth compared to goals developed by the Board in collaboration with the CEO.
- A self-evaluation by the CEO.
- Feedback from direct staff reports about the CEO through the Human Resources Department.

The Committee recognizes that the Board needs to develop and adopt policies related to the relationship with, and management of, its only employee, the CEO. During the review process in 2024, the Committee will work to develop policies to present to the Board related to the CEO position, including the performance evaluation process, emergency succession planning, and incorporating existing policies such as the annual delegation of authority.

Recommendation:

The Committee recommends adjusting the CEO Performance Evaluation period for future years to take place in the early spring to take into consideration fiscal performance from the prior year. As such, the Committee further recommends that the current CEO Performance Evaluation be for the period of October 2022 through December 2023, with the intention of conducting the next Performance Evaluation in the spring of 2025 for the 2024 year.



Item 6-E, Strategic Planning Committee Report

Background:

Since 2021, the 22nd District Agricultural Association (District) — led by its Strategic Planning Committee (Committee) — has been actively engaged in discussions regarding strategic planning to better position the organization and property for the future.

As part of this process, the Board has worked to define its mission, purpose, vision, and values; analyze potential challenges and opportunities; assess the current conditions of its facilities; consider current and potential future uses of the property; engage with stakeholders and community thought leaders; and gather input from subject-matter experts.

District also has made early and periodic efforts to engage the public as the process has moved forward.

Now, the Board is taking steps to develop a master site plan that will guide future development and any potential changes to District property and business plans in the years to come.

At the March 26, 2024, Board meeting, the Board discussed the need to establish “stakes in the ground” to help guide the master planning process. The Board also discussed the importance of soliciting robust public engagement from across San Diego County, which District serves through events and activities at the Del Mar Fairgrounds, Del Mar Horsepark, and Surf & Turf Recreation Center.

In that spirit, at the May 14, 2024, Board meeting, the Board adopted a resolution that stated the following:

- District’s Master Site Plan initiative must be guided by an extensive community input process. This input process should encompass solicitation of opinions from a broad range of parties. These parties include, but are not limited to, San Diego County Fair and other event attendees and participants; District’s neighbors; community thought leaders; elected officials; regional planning and industry organizations; and environmental advocates.
- District’s master site planning process will include a San Diego County listening tour with widespread community outreach; a preliminary design

phase; a master site plan and environmental impact report development phase; and a Coastal Commission review phase.

- Throughout this community input process, District will seek to engage the best minds and experts — both inside and outside of San Diego County — in relevant fields.
- To guide this process, District's Chief Executive Officer is hereby directed to develop a draft set of initial guiding principles for the Master Site Plan Initiative. A draft of these principles should be presented publicly at the August 2024 Board of Directors' meeting for consideration with an anticipated vote at a subsequent duly noticed public meeting.
- The first guiding principle should be a statement that the results of the community input process will be foundational to the Board of Directors' decisions on future uses and plans at District's properties.

In addition, after the May meeting, the San Diego Association of Governments (SANDAG) released a Notice of Preparation (NOP) for the Draft Environmental Impact Report (EIR) for the Los Angeles-San Diego-San Luis Obispo (LOSSAN) Rail Realignment Project. This report included three potential alignments for study, including "Alternative A," which would reroute the train corridor through a significant portion of District property. The alignment, by SANDAG's admission, would cause major disruptions to District operations during a years-long construction process. The continued consideration of Alternative A also threatens District's planning efforts due to its potential impact on the property and operations.

In response, District's Board of Directors met on July 15, 2024, to discuss the NOP, SANDAG's Alignment Screening Report, and impacts to District's financial planning and operations. At this meeting, the Board passed a resolution that officially opposed Alternative A; called for engaging necessary resources in opposition to Alternative A; supported District staff's response to environmental concerns regarding Alternative A's construction; urged SANDAG to construct the long-planned and fully funded special events rail platform at the Fairgrounds as soon as possible; paused affordable housing discussions with the City of Del Mar; and requested regular updates through the Strategic Planning Committee.

District's and others' responses to SANDAG's NOP were included in the August Board packet. Additional responses to the NOP not included in the August packet accompany this report.

Process/Approach:

Community Engagement

After adoption of the master site planning resolution in May, District kicked off the community input process with master site plan outreach in the form of an interactive “Fairgrounds 2050 Vision Wall” concept in the Fairgrounds infield during the 2024 San Diego County Fair. This location encouraged feedback from Fair guests, particularly from young families who frequent this area of the Fair and whose views are typically difficult to capture using other forms of community outreach.

The Fairgrounds 2050 Vision Wall was also advertised in email newsletters, and messaging was shared with customer-facing staff. In addition, District distributed signage throughout the Fairgrounds that included a QR code linking to an online survey.

Simultaneously, during the summer, the Committee worked with staff to initiate engagement efforts, including setting up and hosting meetings with officials in the region. Concurrently, Southwest Strategies continued its survey of key opinion leaders in the area to assess their attitudes toward District, as well as potential opportunities for improved communication and collaboration.

Guiding Principles

The Committee also worked with District staff to develop draft guiding principles, which will shape future master site plan outreach discussions and provide clarity about District’s positions on its planning efforts. The early community and stakeholder feedback, combined with previous Board input, helped shape the guiding principles.

A set of draft guiding principles were previously included in the August Board packet as an informational item to solicit feedback from the Board members with the plan to return for a Board vote at the September Board meeting.

The 16 draft guiding principles are divided among five groupings: Community Focus, Purposeful Planning, Accessibility, Environmental Stewardship, and Economic Impact and Financial Responsibility.

The guiding principles are intended to serve as “stakes in the ground” — public statements and sentiments that demonstrate District’s values and priorities. The guiding principles provide some specifics but are meant to be broad enough —

largely avoiding specific callouts of groups, plans, regulatory bodies, operators, or stakeholders — to facilitate an open, flexible, and inclusive master site planning process.

LOSSAN Updates

In addition, in August, District CEO Carlene Moore met with SANDAG CEO Mario Orso, who invited District to participate in a Value Analysis process regarding the LOSSAN alignments. The technical study — which may further refine the proposed alignments moving forward for environmental study — will involve stakeholders across the region, including the District, the City of San Diego, the City of Solana Beach, the City of Del Mar, North County Transit District, Metropolitan Transit System, and Caltrans.

Additionally, the Committee and CEO Moore met with representatives from the City of Del Mar (“the City”) to discuss the Board’s direction to “pause affordable housing discussions with the City until and unless the Del Mar City Council officially opposes Alternative A in accordance with the City’s December 2023 Guiding Principles” and to find a path forward. The City continues to stand behind its December 2023 guiding principle as it relates to the Fairgrounds, which reads, “With regard to study of a potential Fairgrounds rail alignment, SANDAG must respect and protect the operational, economic, environmental and planning needs of the 22nd DAA and of the proposed Del Mar housing program on the Fairgrounds, and as a key stakeholder, the 22nd DAA must be proactively engaged by SANDAG throughout the process.” The City has approached District and the City of San Diego to join the City and the City of Solana Beach to jointly pass a resolution expressing concern over SANDAG’s proposed alignments as detailed in its NOP.

This resolution, which was partially shaped with input from District staff, is in line with District’s previous positions opposing Alternative A. The resolution also reflects District’s concerns over the way that SANDAG had approached the NOP — especially the last-minute inclusion of Alternative A.

Recommendation:

The Committee recommends adoption of the draft resolution on the LOSSAN Rail Realignment Project.

The Committee further recommends the Board adopt the set of Guiding Principles for District’s master site planning process.

A JOINT RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR (DEL MAR), CITY COUNCIL OF THE CITY OF SOLANA BEACH (SOLANA BEACH), CITY COUNCIL OF THE CITY OF SAN DIEGO (SAN DIEGO), 22ND DISTRICT AGRICULTURAL ASSOCIATION (22ND DAA), (TOGETHER THE “PARTIES”), REGARDING THE SAN DIEGO ASSOCIATION OF GOVERNMENTS (SANDAG) LOSSAN RAIL REALIGNMENT PROJECT

WHEREAS, the Los Angeles—San Diego—San Luis Obispo (LOSSAN) rail corridor is an important part of the region’s economy, has a role in our nation’s defense by providing direct rail access to key ports and military bases, and is a significant component of achieving SANDAG’s adopted climate goals; and

WHEREAS, the LOSSAN corridor also supports ridership for North County Transit District (NCTD), Amtrak Pacific Surfliner, and the transit of goods for the BNSF railway; and

WHEREAS, a portion of this rail line runs along the environmentally sensitive and fragile Del Mar bluffs, the erosion of which continues to affect passenger and freight rail operations and has been identified for realignment by SANDAG; and

WHEREAS, as part of the rail realignment effort, it is critically important that SANDAG undertake robust outreach and engagement throughout the process, which should include sharing information and engaging equally with each of the primary governing body project stakeholders (Primary Stakeholders) to determine a long-term solution to continue passenger and freight rail operations to the north and south; and

WHEREAS, the built environment in which this project will be undertaken poses many challenges including potentially adverse impacts to public and private property (including acquisition of rights-of-way and eminent domain), businesses, homeowners/residents, tourism, public safety, sensitive environmental areas, and the regional economy during and following construction, which must be considered and minimized to the greatest extent feasible when identifying potential rail realignment options; and

WHEREAS, SANDAG is the Lead Agency under the California Environmental Quality Act (CEQA), and the Primary Stakeholders may have discretionary actions at some point in the future making them a Responsible Agency under CEQA; and

WHEREAS, significant negative concerns about each of the proposed project alignments (A, B, and C) have been raised by project stakeholders and the public as part of the project Notice of Preparation (NOP) public comment process, which closed on July 19, 2024.

NOW, THEREFORE, BE IT RESOLVED by the Parties that:

1. The above recitals are true and correct.
2. In light of the significant concerns that have been raised about proposed Alignments A, B, and C, including a lack of sufficient engagement with the Primary Stakeholders, the Parties request that SANDAG undertake more detailed engagement with the Primary Stakeholders to develop mutually agreed upon

project goals and objectives, identify a clear project description, and determine new or modified rail realignment options.

3. Throughout the planning, analysis, and design of this project, SANDAG should take into consideration how to minimize or, if possible, avoid negative or adverse impacts as outlined by the Parties above.
4. Decision making should be based on publicly available documentation derived from research, engineering, and technical evaluations, including but not limited to selection of the proposed project and alternatives, attainment of the majority of defined key project objectives, and determinations of significance under CEQA for issue areas, environmentally preferred alternative, and statement of overriding considerations.
5. The Parties direct that a copy of this Resolution be provided to SANDAG once fully executed.

PASSED, APPROVED AND ADOPTED by the Parties as indicated by the following authorized signors as of the dates identified below:

CITY OF DEL MAR

Dave Druker, Mayor

DATE: _____

CITY OF SOLANA BEACH

Lesa Heebner, Mayor

DATE: _____

CITY OF SAN DIEGO

Todd Gloria, Mayor

DATE: _____

**22ND DISTRICT AGRICULTURAL
ASSOCIATION**

Frederick Schenk, Board President

DATE: _____

DRAFT - GUIDING PRINCIPLES

22nd DAA Master Site Planning Process

WHEREAS, the 22nd District Agricultural Association (the District) was formed and recognized under State of California law in 1891 and purchased the land to open the Fairgrounds in Del Mar in the 1930s; and

WHEREAS, the District now also owns the 65-acre Del Mar Horsepark and the Surf & Turf Recreation Center; and

WHEREAS, the District exists to produce the annual San Diego County Fair, and its properties host numerous events and activities; and

WHEREAS, the District is an economic engine for San Diego County. In 2019 and 2020, economic impact studies showed the District had a \$682 million annual economic impact. This economic activity also generates millions of dollars in sales tax revenues for critical services in the City of Del Mar, San Diego County, and the State of California; and

WHEREAS, the District has also served as a vital emergency resiliency center in times of need for San Diego County, including as a wildfire evacuation point; and

WHEREAS, the District's most recent master plan was released in 2008. In the nearly two decades since then, the world has experienced tremendous economic, social, financial, cultural, technological, and environmental changes — all of which coincided and caused significant changes to the District's operations. This necessitates a fresh look at the District's properties; and

WHEREAS, the District began a strategic planning process in 2021 to restate its purpose, mission, vision, and values and create stronger bonds to San Diego County residents, cities, civic institutions, and community thought leaders; and

WHEREAS, the Board of Directors has previously supported evaluating opportunities for enhanced development of the various District properties in congruence with District's mission of offering agricultural, educational, recreational and entertainment opportunities to San Diego County residents; and

WHEREAS, the District is as a regional asset that welcomes millions of guests every year and serves all of San Diego County and its visitors; and

WHEREAS, the District's Board of Directors is committed to developing a pragmatic, fiscally responsible land-use plan, including appropriate upgrades and improvements to existing facilities and grounds and the addition of new facilities to support current and new program opportunities; and

WHEREAS, the Board of Directors adopted a resolution regarding support of a robust community input process and related actions to guide the master site plan initiative on May 14, 2024.

NOW, THEREFORE, BE IT RESOLVED, the District's Board of Directors adopts the following guiding principles for its "Fairgrounds 2050" master site planning process:

Community Focus

1. The District will remain committed to serving the San Diego County community, and therefore a broad countywide community outreach and input process will be foundational to the master site planning process. In addition, previous relevant community input will also be considered.
2. In addition to outreach to civic leaders and the public, the District will solicit the views of thought leaders, experts, and top minds in the fields related to the master site planning process.
3. As part of the master site planning process, the District must continue to serve as a community gathering place that includes open space for recreation.
4. The District shall provide updates on the master site planning process through a website and other communications channels.

Purposeful Planning

5. The master site planning process will analyze the opportunities for success of prospective land uses within the context of the District's previously adopted Purpose, Mission, Vision, Values, and Objectives.
6. A new master site plan must enable the annual San Diego County Fair to continue to thrive for generations to come.
7. Under a new master site plan, the Fairgrounds main campus — and potentially other District properties — must be able to continue to serve as an emergency resiliency center for San Diego County.
8. The master site planning process shall consider the current conditions of existing structures and the costs, benefits, and economics of repurposing buildings and/or financing replacements, repairs, renovations, or demolition.

Accessibility

9. The master site plan should seek to maximize access and minimize impacts to surrounding communities in the Cities of San Diego, Solana Beach, and Del Mar. This includes providing adequate event parking, practical ingress and egress routes, traffic

management and alternative transportation accessibility to the Fairgrounds and other District properties.

10. The District should work closely with governmental and regulatory bodies to support or enhance existing and potential transportation, accessibility, safety, and environmental goals.

11. A new master site plan should not infringe upon — and should seek to increase — safe access to the Coast and to local beaches.

12. A new master site plan should include low-cost visitor-serving uses within the coastal zone.

Environmental Stewardship

13. A new master site plan must consider potential sea-level rise, flooding, climate change, liquefaction, impacts to the water quality of nearby beaches and lagoons, and other environmental issues.

14. The District should seek to minimize greenhouse gas emissions and increase energy efficiency.

Economic Impact and Financial Responsibility

15. A new master site plan must continue to allow District properties to serve as an economic engine for the region and should seek to maximize the District's economic benefit for San Diego County — while remaining a community-focused asset.

16. A new master site plan — and any funding plans that provide for its implementation — must enable the District to remain financially viable into the future.



Item 6-F, Assignment of Food & Beverage Services Agreement by ASM Global to Legends

Background:

In November 2023, ASM Global and Legends announced the acquisition of ASM Global by Legends to create “a premium live events company dedicated to providing outstanding experiences for fans around the world.” This information was previously shared with the Board at the January 2024 Board meeting, along with the email and press release that follows this report. An acquisition such as this ultimately requires U.S. Department of Justice approval, which was recently granted in August 2024.

Under Paragraph VII (Terms and Conditions) and Paragraph (M)(1) of the Food & Beverage Services Agreement (F&B Agreement), ASM Global may not assign the F&B Agreement without written approval of District.

Based on publicly available information, Legends has acquired the assets and liabilities of ASM Global for approximately \$2.325 billion.

Process/Approach:

Because the transaction involves the transfer of assets and liabilities from ASM Global to a separate legal entity (Legends), this matter is more than a simple corporate name change.

An assignment of contract describes the process that occurs when one party to an existing contract transfers the contract's obligations and benefits to another party. Here, ASM Global would hand off its obligations and benefits under the F&B Agreement to Legends, and Legends would agree to assume all the contractual obligations and rights under that agreement.

This would be the third time the F&B Agreement has undergone an assignment of contract. If approved by the Board, the attached letter acknowledges the transaction and approves the “assignment” (i.e., Legends stepping in to replace ASM Global as a party to the F&B Agreement).

Recommendation:

To approve the assignment of Food and Beverage Services Agreement (Agreement No. 12-009/41) by ASM Global to Legends.



September 10, 2024

VIA EMAIL AND REGULAR U.S. MAIL

[Title]

Legends

[Address]

[City, ST Zip]

Subject: 22nd District Agricultural Association – SMG
Food and Beverage Services Agreement (Agreement No. 12-009/41)

Dear [insert name]:

The 22nd District Agricultural Association (District) and ASM Global are parties to Food and Beverage Services Agreement (Agreement No. 12-009/41) (Agreement). Enclosed as Attachment “A” is a copy of the Agreement, including all amendments to the Agreement.

Paragraph VII of the Terms and Conditions of the Agreement states, “[w]ithout the written consent of the State, this agreement is not assignable by Contractor either in whole or in part.” Paragraph (M)(1) of the Agreement states, “[t]he rights and privileges granted to Contractor shall not be assigned or transferred in any manner whatsoever by the Contractor without written approval of the District.” Finally, Paragraph (M)(2) of the Agreement confirms that the Agreement provisions “shall be binding upon and shall insure to the benefit of the parties hereto and each of their respective successors and assigns. This Agreement may not be assigned by Contractor without the prior written consent of the District.”

Recently, ASM Global informed the District that Legends acquired all assets and liabilities of ASM Global as part of a stock sale, including all obligations, rights and privileges contained in the Agreement (the “ASM Global Acquisition”).

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

By signing below, the District acknowledges the ASM Global Acquisition and consents to the assignment of the Agreement by ASM Global to Legends. Notwithstanding this consent to assignment, ASM Global remains fully liable for any and all claims or causes of action, of every kind and nature whatsoever, in law and in equity, whether known or unknown, suspected or unsuspected, foreseen or unforeseen, related to the Agreement or ASM Global's performance under the Agreement, that predate the date of this letter.

By signing below, Legends expressly assumes and agrees to be bound by and to perform and comply with each and every obligation of Contractor (as the term "Contractor" is defined in the Agreement) under the Agreement.

Dated: _____

22nd District Agricultural Association

By: _____
Carlene Moore
Chief Executive Officer

Dated: _____

ASM Global

By: _____
[Insert signature block]

Dated: _____

Legends

By: _____
[Insert signature block]

Carlene Moore

From: Shaun Beard <sbeard@asmglobal.com>
Sent: Monday, November 13, 2023 6:52 AM
To: Carlene Moore
Subject: ASM Globe Update
Attachments: Legends - Press Release - FINAL.pdf

Categories: Board

Good Morning Carlene,

This past week, we announced that ASM Global has agreed to be acquired by Legends to create a premium live events company dedicated to providing outstanding experiences for guests around the world. This is the third time our company has gone through this process and just like in each previous case, the company has emerged with more resources, more products and improved services for our customers and their patrons and poised for future growth. And we've managed the process without any interruption of service or personnel at the venue level -- only improved capabilities, and resources.

I have attached a copy of the press release. I am convinced that this news presents a tremendous opportunity for our industry and will provide significant benefits to you, our valued partners for years to come.

This new chapter will redefine and further elevate our world-class venue and event management business and will provide significant benefits to our customers and partners, which includes you. We're going to emerge from this announcement an even stronger partner to you and we'll have a deeper portfolio of resources. We'll expand our expertise and investment in new services to drive profitability and success across all areas of the business including hospitality, planning, consulting, premium experiences, sponsorship, and merchandising under this new company.

We'll continue to use our leadership and knowledge and further build on that with an expanded roster of subject matter experts. We'll have access to a tremendous breadth and depth of knowledge, technical know-how, relationships, and experiences that we will bring together to ensure that clients like you always receive the best and highest level of service possible.

While the team you have come to know and work with day-to-day will stay in place, you will benefit from the expanded capability set and best-practices of both companies, which we will bring together to ensure that clients like you receive the best and highest level of service possible in any venue, anywhere in the world.

In terms of timing, we expect the deal to be completed sometime in Q1 following regulatory approval. In the meantime, we are focused on operating our business as usual, and will continue doing what we love, which is providing you with the same venue-management services that we always have, delivered by the same teams you have come to know.

As always, I thank you for your partnership and support. You are an extremely important part of our family, and I look forward to building on our relationship as we continue to innovate, grow, and pursue the great opportunities ahead for both of us.

Please feel free to contact your me should you have any questions.

Shaun M Beard
Senior Vice President of Food & Beverage

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FOR IMMEDIATE RELEASE



LEGENDS ANNOUNCES ACQUISITION OF ASM GLOBAL

Combination Creates Global Live Events Company Dedicated to Serving the Most Iconic and Innovative Brands in Sports and Entertainment

New York and Los Angeles (November 7, 2023) – Legends and ASM Global today announced the signing of a definitive agreement under which Legends will acquire ASM Global to create a premium live events company dedicated to providing outstanding experiences for fans around the world.

The acquisition of ASM Global's venue management capabilities will enhance Legends' services portfolio, positioning Legends to meet the expanding needs of sports organizations, entertainment venues, convention centers, and attractions globally while supporting its vision to deliver exceptional live experiences for fans in the digital age.

"Legends and ASM Global are both deeply client-centric and fan-focused and together we will deliver maximum value for our global client roster with even greater support and service options," said Shervin Mirhashemi, CEO of Legends. "Welcoming ASM Global to Legends is a capstone achievement in our 15-year journey toward becoming the world's trusted partner for connecting people with the brands and communities that matter most to them, and for helping our clients create memorable moments that keep their fans and patrons returning time and again."

Ron Bension, President and CEO of ASM Global, said: "We're thrilled to join Legends, which shares our client-first approach and advances our goal of offering our partner organizations a truly seamless experience while driving the growth of their businesses. Our clients will benefit from Legends' robust services, innovation, technology, and global partnerships which, combined with ASM Global's venue management and content and event booking expertise, will provide our clients with locally tailored solutions and cutting-edge technologies to achieve outstanding fan experiences and improved venue owner results."

Legends provides venue planning and project management, premium sales, sponsorship, hospitality, and merchandise services to many of the world's most iconic sports, entertainment, and attractions brands, including Real Madrid, SoFi Stadium, One World Observatory, Dallas Cowboys, FC Barcelona, University of Notre Dame, New York Yankees, and Ryder Cup, as well as leagues and properties such as the NFL, MLB, NASCAR, PGA of America, and FIFA World Cup. Sixth Street, a leading global investment firm with over \$74 billion in assets under management, is the majority investor in Legends in partnership with YGE Holdings, LLC, an affiliate of the New York Yankees, and the Jerry Jones family, owners of the Dallas Cowboys.

ASM Global manages a portfolio of live event entertainment venues worldwide and provides best-in-class venue operation and content and event booking. With clients spanning five continents, ASM Global operates venues that serve live events for more than 164 million guests annually including at ICC Sydney Convention Center, Avicii Arena in Stockholm, OVO Arena Wembley in London, Coca-Cola Arena in Dubai, and State Farm Stadium, among many others.

Through this acquisition, Legends will expand its geographic reach and range of services as it continues to innovate and create data-driven solutions tailored to the needs of each individual client. By adding ASM Global's complementary capabilities, Legends will be able to support its clients from project conception and planning to venue development and management, content and event booking, revenue strategy and sales execution, as well as omnichannel merchandising and hospitality services.

As part of the transaction, current ASM Global equity holders Onex and AEG will sell their ownership interests. ASM Global will continue to serve existing and in-development AEG venues.

Financial terms of the transaction were not disclosed. Moelis & Company LLC and BofA Securities, Inc. are serving as financial advisors to Legends, and Ropes & Gray LLP is serving as its legal counsel. ASM Global's financial advisors are Goldman Sachs and Jefferies, and its legal advisors are Latham & Watkins LLP, Hogan Lovells, and Arnold & Porter.

About Legends

Founded in 2008, Legends is a premium experiences company with six divisions operating worldwide – Global Planning, Global Sales, Global Partnerships, Hospitality, Global Merchandise, and Global Technology Solutions – offering clients and partners a 360-degree data and analytics fueled service solution platform to elevate their brand and execute their vision. Currently, Legends works with marquee clients across business verticals including professional sports; collegiate; attractions; entertainment; and leisure. We are industry leaders in designing, planning, and realizing exceptional experiences in sports and entertainment. For more information, visit www.Legends.net and follow @TheLegendsWay on Twitter and Instagram.

About ASM Global

ASM Global is a leading global producer of entertainment experiences. It is a global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). asmglobal.com

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SENATOR.BLAKESPEAR@SENATE.CA.GOV
WWW.SENATE.CA.GOV/BLAKESPEAR

California State Senate

SENATOR
CATHERINE BLAKESPEAR
THIRTY-EIGHTH SENATE DISTRICT



STANDING COMMITTEES
ELECTIONS AND CONSTITUTIONAL
AMENDMENTS
CHAIR

BUDGET AND FISCAL REVIEW

HOUSING

HUMAN SERVICES

TRANSPORTATION

SUBCOMMITTEES

LOSSAN RAIL CORRIDOR RESILIENCY
CHAIR

BUDGET SUBCOMMITTEE #2:
RESOURCES, ENVIRONMENTAL PROTECTION
AND ENERGY

JOINT COMMITTEES

CLIMATE CHANGE POLICIES

FAIRS ALLOCATION & CLASSIFICATION

August 5, 2024

Ms. Carlene Moore and Members of the Board of Directors
CEO 22nd District Agricultural Association
Del Mar Fairgrounds
260 Jimmy Durante Blvd.
Del Mar, CA 92014-2216

Dear Ms. Moore and Directors,

Congratulations on your successful "Let's Go Retro" Fair! I was impressed with all the amazing statistics that you shared in your newsletter, especially the innovations that you introduced this year. The Fair seems to get bigger and better every year. I'm proud to represent such an accomplished Fair in Sacramento.

I would like to add a suggestion for future Fairs to the feedback you are collecting from fairgoers. As you know, sustainability is one of my personal and legislative priorities. I would like the San Diego County Fair to lead the way as a model for reducing waste at Fairgrounds across California. This could have numerous benefits. In addition to reducing waste in our landfills, fairgoers would all be participants in the civic responsibility to divert as much as possible from our landfills. This would increase their awareness of their individual actions and reduce the amount of single-use items.

Below are some suggestions on how to move forward with a "greener" fair:

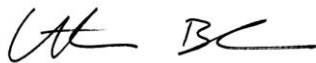
- Replace single-use plastic items with reusable and compostable items and require it of vendors.
- Encourage visitors to bring their own reusable bottles.
- Reward and recognize vendors who go above and beyond to reduce single-use plastic bags, cups, etc. with alternatives.
- Ensure bins are conveniently placed for organic, compostable, and recyclable materials with signage of fair-specific items intended for each bin.
- Demonstrate best practices for sorting recyclables, composting organic materials, etc.
- Establish an edible food donation program for food vendors participation.
- Develop activities and programs focused on themes related to sustainability.
- Weigh and post the amounts of compostables and recyclables that were rerouted from landfills.

- List these achievements on your data summary after the Fair.

These types of activities are also aligned with SB 1383 regulations that require jurisdictions to conduct education and outreach on organics recycling to all residents, businesses (including those that generate edible food that can be donated), haulers, solid waste facilities, and local food banks and other food recovery organizations.

You may already be working toward this and on course toward more sustainable practices at the Fair. If so, I want to congratulate and thank you. If not, I want to encourage you and your team to consider creative ways to improve sustainable practices at the Fair in ways that are substantive and meaningful for us all.

Sincerely,

A handwritten signature in black ink, appearing to read 'Catherine Blakespear'.

Catherine Blakespear
Senator, District 38



August 26, 2024

F2024-05

TO: Fairground Managers and Interested Parties

SUBJECT: 2024 State Rules Advisory Committee Meeting

The Fairs and Expositions Branch (F&E) would like to invite you to the 2024 State Rules Advisory Committee Meeting on Wednesday, October 2, 2024. The meeting will be held at 9:30 am via Zoom. During this annual meeting, the State Rules Advisory Committee will discuss any pertinent rule change recommendations for the following year.

As a reminder, the purposes of the State Rules are to ensure educational and equitable competition, provide consistency in statewide competition, and maximize exhibitor and public safety. These rules apply to all competitive exhibits conducted by District Agricultural Associations, citrus fruit fairs, and county fairs in the State of California.

At this time, we are accepting any State Rules-related topics and/or rule change recommendations to be considered for the upcoming meeting. Please provide the topics and applicable information to Sofia Goss at sofia.goss@cdfa.ca.gov by close of business on September 18, 2024. An agenda will be sent out by email and posted on the F&E [website](#) 10 days prior to the October 2nd meeting.

This year, F&E will also be accepting applications for the State Rules Advisory Committee. The Advisory Committee application is for a two-year term that would begin on January 1, 2025, and end on December 31, 2026. There are three positions, with two-year terms, expiring at the end of this calendar year.

The committee comprises of 14 members and is appointed by the Branch Chief of F&E. The responsibility of the committee is to review the State Rules on an annual basis and make a recommendation for adoption to F&E. The committee makeup should be a balance of expertise in livestock, horse shows, small animals, and/or still exhibits. Each member of the committee shall serve without compensation.

Applicants must be representatives of the fair industry and employed within California. Applicants should also be aware of current requirements of livestock classification and/or current trends in still exhibits. Should you, or an appropriate member of your team, be interested in applying to be considered for the State Rules Advisory Committee, please fill out the attached application form and email it to Sofia Goss at sofia.goss@cdfa.ca.gov and F&E's Branch Chief, Mike Francesconi, at mike.francesconi@cdfa.ca.gov by November 1, 2024. The new committee members will be announced by December 31, 2024.



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If you have any questions or concerns regarding State Rules, please contact [Mike Francesconi](#) at (916) 900-5365.

Respectfully,

A handwritten signature in blue ink that reads "Mike Francesconi". The signature is written in a cursive, flowing style.

Mike Francesconi
Branch Chief

Enclosure

CALIFORNIA COASTAL COMMISSION

SAN DIEGO COAST DISTRICT OFFICE
7575 METROPOLITAN DRIVE, SUITE 103
SAN DIEGO, CALIFORNIA 92108-4402
(619) 767-2370
WWW.COASTAL.CA.GOV



Page: 1

Date: August 23, 2024

**IMPORTANT PUBLIC HEARING NOTICE
COASTAL PERMIT APPLICATION****PERMIT NUMBER: 6-23-0899****APPLICANT(S):** 22nd District Agricultural Association

PROJECT DESCRIPTION: Application of 22nd District Agricultural Association for after-the-fact permitting of 57-space recreational vehicle lot used for public overnight accommodations. **(Note: the Commission's enforcement division has opened an investigation into potential Coastal Act violations associated with this item and site, as referenced in the staff report.)**

PROJECT LOCATION:

2260 Jimmy Durante Blvd, Del Mar, San Diego County.

HEARING DATE AND LOCATION:

DATE Thursday, September 12, 2024
TIME 9:00 AM
PLACE Portola Plaza Hotel
2 Portola Plaza, Monterey, CA 93940
PHONE (562) 477-9089

ITEM NO: Th18a**HEARING PROCEDURES:**

PLEASE NOTE THAT THIS WILL BE A HYBRID MEETING, WITH BOTH VIRTUAL AND IN PERSON PARTICIPATION ALLOWED. Please see the Coastal Commission's Hybrid Hearing Procedures posted on the Coastal Commission's webpage at www.coastal.ca.gov for details on the procedures of this hearing. If you would like to receive a paper copy of the Coastal Commission's Hybrid Hearing Procedures, please call 415-904-5202.

The in-person hearing will be held at 2 Portola Plaza, Monterey, CA 93940. The Commission strongly encourages continued participation virtually through video and teleconferencing due to changing Covid-19 conditions.

AVAILABILITY OF STAFF REPORT:

A copy of the staff report on this matter will be available no later than 10 days before the hearing on the Coastal Commission's website at <http://www.coastal.ca.gov/mtgcurr.html>. Alternatively, you may request a paper copy of the report from Stephanie Leach (Stephanie.Leach@coastal.ca.gov), Coastal Program Analyst at the San Diego Coast District Office.

IMPORTANT PUBLIC HEARING NOTICE COASTAL PERMIT APPLICATION

SUBMISSION OF WRITTEN MATERIALS:

If you wish to submit written materials for review by the Commission, please observe the following:

- Submit your written materials to the Commission staff no later than 5:00 p.m. on the Friday before the hearing (staff will then distribute your materials to the Commission). Note that materials received after this time will not be distributed to the Commission.
- Mark the agenda number of your item, the application number, your name and your position in favor or opposition to the project on the upper right-hand corner of the first page of your submission. If you do not know the agenda number, contact the Commission staff person listed on page 2.
- A current list of Commissioners' names and addresses is available on the Coastal Commission's website at <http://www.coastal.ca.gov/roster.html>. If you wish to submit materials directly to Commissioners, we request that you mail the materials so that the Commissioners receive the materials no later than Thursday of the week before the Commission meeting. You must provide Commission staff with a copy of any materials that you provide to Commissioners. Please mail the same materials to all Commissioners, alternates for Commissioners, and the three non-voting members on the Commission with a copy to the Commission staff person listed on page 2.
- You are requested to summarize the reasons for your position in no more than two or three pages, if possible.

Please note: While you are not prohibited from doing so, you are discouraged from submitting written materials to the Commission on the day of the hearing, unless they are visual aids, as it is more difficult for the Commission to carefully consider late materials. The Commission requests that if you submit written copies of comments to the Commission on the day of the hearing, that you provide 20 copies.

ALLOTTED TIME FOR TESTIMONY:

Oral testimony may be limited to 3 minutes or less for each speaker depending on the number of persons wishing to be heard.

ADDITIONAL PROCEDURES:

The above item may be moved to the Consent Calendar for this Area by the Executive Director when, prior to Commission consideration of the Consent Calendar, staff and the applicant are in agreement on the staff recommendation. If this item is moved to the Consent Calendar, the Commission will either approve it with the recommended actions in the staff report or remove the item from the Consent Calendar by a vote of three or more Commissioners. If the item is removed, the public hearing described above will still be held at the point in the meeting originally indicated on the agenda.

No one can predict how quickly the Commission will complete agenda items or how many will be postponed to a later date. The Commission begins each session at the time listed and considers each item in order, except in extraordinary circumstances. Staff at the appropriate Commission office can give you more information prior to the hearing date.

Questions regarding the report or the hearing should be directed to Stephanie Leach (Stephanie.Leach@coastal.ca.gov), Coastal Program Analyst at the San Diego Coast District Office.

CA Horse Racing Wagering Dropped 16% in July from 2023 per CA Horse Racing Bd Exec. Director

Martha Sullivan <[REDACTED]>

Fri 8/16/2024 5:05 PM

To: Carlene Moore <cmoore@sdfair.com>; Donna O'Leary <doleary@sdfair.com>; Molly Arnold <marnold@sdfair.com>

Cc: Michael Gelfand <[REDACTED]>; G. Joyce Rowland <[REDACTED]>

Greetings! Please distribute the following to the Board Members & Sr Mgt Team of the 22nd DAA, as well as the Members & Officers of the SRTA & SRTLC.

Thank you,

Martha Sullivan
Imperial Beach

Begin forwarded message:

From: Martha Sullivan <[REDACTED]>

Date: August 16, 2024 at 10:04:22 AM PDT

Subject: CA Horse Racing Wagering Dropped 16% in July from 2023 per CA Horse Racing Bd Exec. Director

FOR IMMEDIATE RELEASE: August 16, 2024

CONTACT: Martha Sullivan, [REDACTED] Kill Racing Not Horses

The CA Lottery and Native American gaming keep growing, while CA Horse Racing keeps shrinking (4 commercial tracks closed since 2008: Bay Meadows, Hollywood Park, Fairplex Pomona, Golden Gate Fields).

Yesterday, the Executive Director of the CA Horse Racing Board reported in the Board Meeting yesterday (Agenda Item 11) that wagering handle in CA dropped 16% in July from last July, with a 17% drop in "Day Racing" which is mostly Del Mar Racing and a 15% drop in Night Racing, which is Los Alamitos Race Course — for an overall drop of 6% in wagering year to date.

No legitimate sport would tolerate the deaths of 49 of its athletes in 31 weeks of competition in just 1 state (California), much less 3 in 3 weeks in 1 venue (Del Mar Racing).

After almost 90 years of legal betting on live horse races in California, it's time to put the horses out of Horse Racing's misery.

Compare and Contrast: Economic Impact of the CA Horse Racing industry vs. CA Native American Gaming and the CA Lottery, neither of which risk and take animals' lives for mere gambling.

The CA Horse Racing industry claims "\$2.5 Billion in economic value from the racing sector" annually. And that "36,890 workers are employed directly by the racing sector."

<https://californiahorsecoalition.com/impact/>

CA Native American Gaming: "California is home to gaming suppliers and tribal gaming operators that support jobs for more than 184,700 Californians and generate \$5.8 billion in tax revenue and tribal revenue share payments annually for all levels of government." Annual Economic Impact = \$34.6 Billion
<https://www.americangaming.org/wp-content/uploads/2019/07/AGA-2021-State-Economic-One-Pager-California.pdf>

CA State Lottery: "The California State Lottery Commission is projecting total sales of \$9.1 billion for 2024–25 and estimates that this level of sales will result in \$1.99 billion for education."
<https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/Fiscal-Standards-and-Accountability-Unit/Lottery>

Over 23K CA State Lottery retailers throughout CA: "Since the Lottery began in 1985, retailers have earned over \$9.8 billion in commissions and bonuses (\$250Mil/yr). On top of regular Lottery commissions on tickets you sell and redeem, when your customers win big, you will too."
<https://www.calottery.com/become-a-retailer#:~:text=Since%20the%20Lottery%20began%20in,win%20big%2C%20you%20will%20too.>

August 20, 2024

Carlene Moore, CEO – General Manager
San Diego County Fair
2260 Jimmy Durante Blvd.
Del Mar, CA 92014-2216

Dear Ms. Moore and Board of Directors:

Our official sheep showing season has come to an end and we wanted to let you know that we participated in the 2024 Open Sheep Show in the Livestock Department, and it was such a professional and well-organized show...AGAIN! We had several sheep in the barns, and it was great to share in the positive experience provided to us all. We enjoyed speaking with the fair guests as they would stroll through the barn area and watch the in-person competitive shows.

In addition, we want you to know how professional the Livestock staff was to us and the other exhibitors. All the staff were extremely cooperative and always willing to accommodate our requests and needs. Everybody was extremely helpful and courteous to us and others. Jay Carlson and his staff met all our needs and ensured that our stay was a pleasant one. Thank you for the support you provide them to host such a great show and ensuring that the Open Sheep exhibitors can always count on the San Diego County Fair for a positive experience! Providing the bedding for our sheep and sponsoring the 'exhibitor dinner' is always appreciated.

Thanks again for a great experience and we look forward to seeing you next year!


Michael Clifford



Mary Jean Abbatti


Greg Beard


cc: Jay Carlson

Adjusted for Inflation, Breeders Cup Wagering DOWN 30% from 2014 to 2023

Martha Sullivan <[REDACTED]>

Wed 8/28/2024 1:05 PM

To: Carlene Moore <cmoore@sdfair.com>; Donna O'Leary <doleary@sdfair.com>; Molly Arnold <marnold@sdfair.com>

Greetings! Please distribute the following with the Board Members and Senior Management Team of the 22nd DAA as well as the members and officers of the State Race Track Authority and the State Race Track Leasing Commission.

Thank You,

Martha Sullivan
Imperial Beach

Commentary posted on X, formerly known as Twitter, by "Tinky", the X handle of Tony Kobitz, bloodstock advisor and longtime #HorseRacing industry fixture:

"I'm typically fan of Ray's View From The Eighth Pole columns, and find myself agreeing with his perspectives in many instances. However, I'm going to have to chastise him yet again for his, rather surprising at this point, failure to use accurate historical figures when writing about wagering handle.

"In the piece linked below, he features a chart entitled 10 Year Growth of North American Horse racing's Biggest Days. The chart...contrasts U\$D handle from 2014 and 2023/24 on "big" race days.

"These are the race days, with the claimed percentage increases over the 10 year period:

KY Derby 71.8%
KY Oaks 74.3%
Preakness 18.0%
Belmont 40.6%
BC Friday 30.2%
BC Saturday 2.1%
Travers 61.1%
Pegasus 17.7%

"The problem is that the above numbers are grossly inaccurate. The reason is simple, and coincidentally, a hot-button topic: INFLATION.

"It is not accurate to compare Dollars from 2014 and those in 2023/24 as if they are equivalent. They're not, and by a considerable margin.

"Here are the inflation-adjusted numbers (far right column):

KY Derby 71.8% 38%
KY Oaks 74.3% 41%
Preakness 18.0% -14%
Belmont 40.6% 8%
BC Friday 30.2% -2%
BC Saturday 2.1% -30%
Travers 61.1% 28%
Pegasus 17.7% -15%

"So while handle on the Derby, Oaks, Belmont and Travers have all increased, the numbers are significantly lower, and less flattering than the non-inflation adjusted numbers used by Ray.

"The Preakness, Breeders' Cup (both Friday and Saturday), and Pegasus have all decreased in real, inflation-adjusted Dollar terms.

"Ray ends his piece by saying:

"'It's big days that are going to keep the sport in the public spotlight and generate the most business.'

"And while the first point may be true, **accurate wagering numbers relating to those big days, and especially the Breeders' Cup World Championships, don't paint a particularly encouraging picture.**

View From The Eighth Pole: Big-Event Days Are Big Business For Horse Racing <https://paulickreport.com/news/ray-s-paddock/view-from-the-eighth-pole-big-event-days-are-big-business-for-horse-racing>

PAULICK REPORT

SHINING LIGHT ON THE HORSE INDUSTRY

View From The Eighth Pole: Big-Event Days Are Big Business For Horse Racing

While racing struggles for much of the year, days like Saturday's Travers Stakes at Saratoga are "must-see" events for fans and serious horseplayers

Ray Paulick · Aug 26, 2024

[The Paddock](#)[Breeders' Cup](#)[Travers Stakes](#)[Kentucky Derby](#)[Horse Racing](#)

Saturday's 14-race program at Saratoga was a spectacular success from a racing standpoint, with the Travers Stakes – where 2023 champion 2-year-old Fierceness held off the outstanding filly Thorpedo Anna – being the clear highlight of the afternoon's five Grade 1 stakes.

But Saturday was also a huge business success for horse racing in general and the New York Racing Association in particular. Under blue skies and comfortable temperatures in the upper 70s in Saratoga Springs, N.Y., a crowd of 47,844 turned out and bet more than \$11 million on track (a healthy per capita of \$230). Another \$52 million was wagered off-track at brick and mortar facilities or via advance-deposit wagering. The combined handle of \$63 million easily surpassed the previous record of \$55.6 million from 2022.

As the once-thriving sport struggles to connect with the general public on weekdays and most weekends throughout the year, the big event still sells.

The Kentucky Derby has never been stronger, as measured by record wagering. The Kentucky Oaks has grown alongside the Derby, and Churchill Downs officials have now begun ramping up the entire week, where this year's total wagering approached a half-billion dollars (\$446.6 million). The other Triple Crown races, Breeders' Cup, and a handful of other big days throughout the year also generate substantial business.

Allen Gutterman, former senior vice president of marketing for NYRA, saw the future when he started creating big event days at Belmont Park and Saratoga in the early 1990s by combining multiple graded stakes on one afternoon of racing.

"Back then, it was based more on building on-track business," Gutterman said. "Racing needed days where the media will cover it and where fans will say it's a must-see event."

Gutterman is quick to admit that it was not an original idea. "I stole the formula from the Breeders' Cup," he said, "but no one besides NYRA could pull it off."

The accompanying chart shows how horse racing's eight biggest event days have done from a wagering standpoint through a 10-year snapshot, comparing their most recent big day with one from 2014 (in the case of the Belmont Stakes, I selected 2013, a non-Triple Crown bid year, since Triple Crown attempts spike wagering dramatically). Also, the Pegasus World Cup didn't debut until 2017, so it's not a true 10-year comparison.

Not surprisingly, the Kentucky Derby and Kentucky Oaks are the kingpins of growth. Derby weekend (and, increasingly, Derby week) has become a "bucket list" item for many people from around the world. The points systems in place for the Derby and Oaks have made the run-up to those races easier to understand and follow, and big fields and an expansive wagering menu on those two days has really helped increase handle.

Both Derby and Oaks wagering have grown by more than 70 percent over 10 years.

Travers day has increased by 61.1 percent over a decade. It's a reunion of sorts for Triple Crown participants and this year's race had the added excitement of a G1 Kentucky Oaks winner in the lineup trying to become the first filly to win the Travers since 1915. Also, as Gutterman said, Travers day "has the one thing other days don't have" – a setting that is unique and historic.

The Triple Crown's other races, the Belmont Stakes and Preakness Stakes, have not grown as much as the Derby, but both races are dependent on quality and size of field. As horses compete fewer times and with more spacing between races, the Preakness has had trouble drawing more than a handful of familiar names from the Kentucky Derby – and it's no longer automatically assumed that the Derby winner will contest the Triple Crown's middle jewel. The Belmont stands to gain the most when the Derby winner goes on to victory in the Preakness, setting up a Triple Crown bid. The all-time wagering record on Belmont Stakes day was the \$150.2 million bet in 2014 when California Chrome failed in his bid for the Triple Crown.

The Pegasus World Cup is the new kid on the block, debuting with a \$40.2 million wagering day in 2017, and its most recent running handled \$47.3 million – 17.7 percent growth over seven years. It has established a good spot on the racing calendar, almost three months after the Breeders' Cup and just ahead of the two big international races, the Saudi Cup and Dubai World Cup.

The Breeders' Cup has the biggest challenge for growth, coming right in the middle of the college football and NFL seasons. The other major racing events, while having competition from some other sports, do not have to face the juggernaut of college and professional football, which has supplanted baseball as "America's pastime" and most popular sport. There is a reason Breeders' Cup is on a Friday and Saturday; it makes no sense to go head-to-head with the NFL on a Sunday. That may be why there has been more growth on Breeders' Cup Friday (first held in 2007) than on Saturdays, when there is a full slate of college football games with which to compete.

It is interesting to note that the all-time record handle on Breeders' Cup Saturday was the \$140.3 million wagered in 2006, the last year the world championships were conducted in one afternoon. The highest Saturday since it was expanded to two days was the \$122.9 million bet in 2022.

I'm afraid the days of a full house on a weekday or an ordinary Saturday (with the exception of a small number of tracks like Keeneland or Oaklawn) are a thing of the past. It's big days that are going to keep the sport in the public spotlight and generate the most business.

That's my view from the eighth pole.