



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors
August 18, 2026 at 9:30 a.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

Sam Nejabat, Chair
Lisa Barkett, Vice Chair
Mark Arabo, Director
Phil Blair, Director
Donna DeBerry, Director
Kathlyn Mead, Director
Ted Miyahara, Director
Elsa Morales-Roth, Director
Frederick Schenk, Director

Secretary-Manager

Becky Bartling
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 22nd DAA and the Del Mar Fairgrounds.

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 Del Mar Fairgrounds.

MASTER PLAN

Create an environmentally and fiscally responsible land use plan for the Del Mar Fairgrounds, 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

August 18, 2026 at 9:30 a.m.

1. **CALL TO ORDER** – CHAIR SAM NEJABAT

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 Chair.

2. **ROLL CALL**

3. **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.

4. **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).)
- C. To confer with counsel, discuss, and consider the following pending litigation to which the 22nd DAA is a party. Melinda Carmichael v. 22nd District Agricultural Association, et. al., San Diego County Superior Court, Case No. 25-CU-047040C.
- D. To confer with counsel, discuss, and consider the following pending litigation to which the 22nd DAA is a party, Brad Oates v. 22nd District Agricultural Association, San Diego County Superior Court, Case No. 26CU021197C
- E. To confer with counsel, discuss, and consider the following pending litigation to which the 22nd DAA is a party, April Johnson v. 22nd District Agricultural Association, et al., San Diego County Superior Court, Case No. 26CU032225C

5. **RECONVENE TO OPEN SESSION**

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

6. **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 Chair of the Board at the time requested and be recognized by invitation of the Chair to address the Board.

- **Minutes, Regular Meeting – June 9, 2026** 9-14
- **Out-of-state travel approval for CEO Bartling to travel to Nashville, TN for International Entertainment Buyers Association Conference Oct. 4-6, 2026**
- **Out-of-state travel approval for Events Services Supervisor Mary Lawson to travel to Phoenix, AZ to see the Black Rodeo Sept. 4-7, 2026**
- **Contract Awards & Approvals** 15-35

Standard Agreements

Contract	Contractor	Purpose	Term	Not to Exceed
26-039	LSL, LLP	Professional and operational audit services	7/27/2026 - 3/31/2027	\$93,000.00
26-047	Seaside Heating & Air Conditioning, Inc.	HVAC system replacement and installation in Grandstand electrical room (<i>emergency purchase</i>)	6/24/2026 - 9/23/2026	\$56,900.00

Interagency Agreements

Contract	Contractor	Purpose	Term	Amount
22-028 AM5	San Elijo JPA	Maintenance and repair services for water treatment plant	5/1/2022 - 6/30/2027	AM5: \$44,197.79 Total contract value: \$1,041,150.79

Standard Agreements – Revenue

Contract	Contractor	Purpose	Term	Amount
22-905 AM2	Edlen Electrical Exhibition Services of California, Inc.	Temporary electrical utility distribution and support services for exhibitors	9/14/2022 - 9/13/2027	Revenue Share

2026 San Diego County Fair Judging Agreements

Contract	Judge Name	Purpose	Not to Exceed
26-514	Kristina Bozzo Baldenegro	Livestock	\$3,000.00
26-515	Scott Bice	Livestock	\$3,000.00
26-516	Cynthia Smart-Zeigler	Livestock	\$750.00
26-517	Barbara Everett	Livestock	\$250.00
26-518	Hannah Gill	Livestock	\$250.00
26-519	Jean Benelli	Livestock	\$250.00
26-520	Sharyl Yanez	Livestock	\$100.00
26-521	Novak Acres LLC	Livestock	\$100.00
26-522	Terry L. Burks	Livestock	\$1,750.00

26-523	Joshua Rushing	Livestock	\$100.00
26-524	Joshua Muscat	Livestock	\$100.00
26-526	Brian Kim	Livestock	\$100.00
26-528	Barbara Everett	Livestock	\$100.00
26-529	Cynthia Smart-Zeigler	Livestock	\$100.00
26-530	Joseph Wier	Livestock	\$100.00
26-531	Audrey Greenwood	Livestock	\$750.00
26-532	Rand Allan	Flower Show	NTE \$750.00
26-533	Christine Allan	Flower Show	NTE \$750.00
26-534	Linda Hermecz	Flower Show	NTE \$750.00
26-535	Sue Streeper	Flower Show	NTE \$750.00
26-536	Danielle Sanchez	Flower Show	NTE \$750.00
26-537	Dave Sohr	Flower Show	NTE \$750.00
26-539	Kate Eaton	Flower Show	NTE \$750.00
26-540	Kimberly Sisti	Flower Show	NTE \$750.00
26-541	Lisa Perkis	Flower Show	NTE \$750.00
26-542	Mara Friedlander	Flower Show	NTE \$750.00
26-543	Marylou Gibson	Flower Show	NTE \$750.00
26-544	Paola Waialeale	Flower Show	NTE \$750.00
26-545	Samantha Parker	Flower Show	NTE \$750.00
26-546	Sheri May	Flower Show	NTE \$750.00
26-547	Susan Halbert	Flower Show	NTE \$750.00
26-DW018	Dwight Kraich	Design In Wood	\$200.00
26-HA035	Nicole Larson	Home Arts & Hobbies	\$0.00
26-HA036	Carolina Moore	Home Arts & Hobbies	\$0.00
26-HA036	Karen Des Jardins	Home Arts & Hobbies	\$0.00
26-HA037	Susan Kristiansen	Home Arts & Hobbies	\$0.00
26-HA038	Suzie Owen	Home Arts & Hobbies	\$0.00
26-HA039	Nicole Buenrostro	Home Arts & Hobbies	\$0.00
26-HA040	Sue Walls	Home Arts & Hobbies	\$0.00
26-HA041	Richard Pereyra	Home Arts & Hobbies	\$0.00
26-HA042	Madison Berlinguette	Home Arts & Hobbies	\$0.00
26-HA043	Joyce Foust	Home Arts & Hobbies	\$0.00

2026 San Diego County Fair Ride Operator Agreements

Contract	Company	Ride	Percentage Split
26-M-08 AM1	M & C Attractions	Ship A Hoy	48% of gross revenue

7. **CEO REPORT** – CEO Becky Bartling [Information Item]
 - **Don Diego Scholarship Foundation Update** Presentation
 - **Operational Announcements**
 - Information on upcoming events 36-37
 - Governors Hall plaque dedication on August 22
 - September Board of Directors meeting date
 - Marketing Director Jennifer Hellman honored by San Diego Business Journal 38
 - **Construction Projects & Facilities Updates**
8. **GENERAL BUSINESS**
 - A. **Executive Committee Report** – Sam Nejabat, Chair
 - 1. Consideration and vote on whether to approve an interagency agreement with the California Department of Food and Agriculture for legal services at an amount of \$150,000 annually [Action Item] 39-40
 - 2. Discussion and vote on whether to adjust the terms of Board officers to align with the calendar year [Action Item] 41
 - B. **Finance Committee Report** – Mark Arabo, Chair 42-49
 - 1. Recap of committee meetings held on June 25 and August 3 [Information Item] 50-52
 - 2. Discussion and vote on whether to approve an additional \$27,767.00 monthly in labor costs to support new needed positions and adjustments in position responsibilities [Action Item]
 - C. **Audit & Governance Committee Report** – Elsa Morales-Roth, Chair Verbal
 - 1. Recap of committee meeting held on July 16 [Information Item]
 - D. **Master Site Planning Committee Report** – Sam Nejabat, Chair
 - 1. Presentation by Bodewell Group regarding the finalization of the Technical Advisory Coalition (TAC) and recommendations for the next phase of the master plan timeline [Information Item] Presentation 53-191
 - 2. Staff report on special events train platform project [Information Item]
 - 3. Staff report on the Affordable Housing Site Due Diligence and Development and Feasibility Analysis Agreement (previously called the Exclusive Negotiating Rights Agreement) [Information Item]
 - 4. Staff recommendation regarding potential affordable housing site at RV park site east of Jimmy Durante Blvd [Information Item] 192-196
 - 5. Discussion and vote on whether and/or how to proceed with the Affordable Housing Site Due Diligence and Development and Feasibility Analysis Agreement (previously called the Exclusive Negotiating Rights Agreement), including possible affordable housing site location alternatives east of Jimmy Durante Blvd [Action Item]
 - E. **People & Culture Committee Report** – Kathlyn Mead, Chair Verbal
 - 1. Recap of committee meeting held on July 16 [Information Item]
 - F. **DMTC Liaison Committee Report** – Mark Arabo, Chair 197-201
 - 1. Recap of committee meetings held on July 9 and July 31 [Information Item]
 - 2. Discussion and vote on like-for-like replacement of Infield video board versus designing and constructing a new structure [Action Item]
 - 3. Update from DMTC on summer race meet [Information Item]
 - G. **Food & Beverage Committee Report** – Lisa Barkett, Chair Verbal
 - 1. Staff report on RFP for food and beverage consultant [Information Item]

- H. **Fair Operations Committee Report** – Kathlyn Mead, Chair 202
 1. Recap of committee meeting held on August 5 [Information Item]
 2. 2026 San Diego County Fair wrap-up presentation [Information Item] Presentation
- I. **Emergency Preparedness Committee Report** – Lisa Barkett, Chair 203-204
 1. Recap of committee meeting held on August 5 [Information Item]
- J. **Regulatory & Governmental Affairs Committee Report** – Ted Miyahara, Chair Verbal
 1. Recap of committee meeting held on August 14 [Information Item]

9. **MATTERS OF INFORMATION & DIRECTORS' REQUESTS**

- **Correspondence** 205-234
- **Updated Committee Assignments** 235-240
- **Review of Contracts Executed per CEO Delegation of Authority** 241-242

Standard Agreements Up to \$50,000

Contract	Contractor	Purpose	Term	Not to Exceed
26-046	LIFT Elevator Consulting, Inc.	Condition and performance assessments of District's vertical transportation equipment	6/24/2026 - 9/23/2026	\$12,700.00
26-048	Seaside Heating & Air Conditioning, Inc.	HVAC system replacement and installation in Legends offices (<i>emergency purchase</i>)	6/24/2026 - 9/23/2026	\$43,395.00

2026 San Diego County Fair Agreements – Agriculture & Arts Programs

Contract	Contractor	Summary / Purpose	Amount
26-1212 AM1	GFWC / Mira Mesa Women's Club, Inc.	Volunteer Labor Services – Additional Dates	\$350.00
26-1271 AM1	Maribeth McFaul	Chalk Artist – Date Change	\$400.00
26-1285	Matthew Gorham	Auctioneer	\$2,150.00
26-1286	Brian Kantner	Auctioneer	\$1,750.00
26-1287	Jessica Crawford	Rabbit / Cavy Show Coordination	\$1,600.00
26-1288	East County Grange No. 864	Pygmy Goat Show	\$0.00
26-1289	Foyil Farms, LLC	Animal Display	\$1,750.00
26-1290	Coin Collector Clubs	Coin Collecting Demonstration	\$0.00
26-1291	Duomo Gardens	Broom Making Demonstration	\$0.00
26-1292	El Camino Quilters	Quilting Demonstration	\$0.00
26-1293	Fallbrook Quilt Guild	Quilting Demonstration	\$0.00
26-1294	Mark Kistler	Drawing Demonstration	\$0.00
26-1295	Paint Box Art Studio	Sewing Craft Demonstration	\$0.00
26-1296	House of Ukraine	Pysanky Decorated Eggs	\$0.00
26-1297	Antique Gas & Steam Engine Museum, Inc.	Weaving & Spinning Demonstration	\$0.00

26-1298	Quilt in a Day	Quilting & Sewing Demonstration	\$0.00
26-1299	Ramona's Reflections	Leatherwork Demonstration	\$0.00
26-1300	Rockin' Robin	Bow Making Demonstration	\$0.00
26-1301	San Diego Bead Society	Beading Demonstration	\$0.00
26-1302	San Diego County Parks & Recreation	Community Corner – Parks & Recreation Resource Education	\$0.00
26-1303	Betty Bangs	Stamped Patches Demonstration	\$0.00
26-1305	Sunshine Quilters of San Diego	Underground Railroad Quilting Demonstrations	\$0.00
26-1306	Origami Land	Origami Demonstration	\$0.00
26-1307	Eva Peterson	Story Quilt Demonstration	\$0.00
26-1308	San Diego Metro Modern Quilt Guild	Quilting Demonstration	\$0.00
26-1309	Rebekah Marshall	Viking Fiber & Textile Demonstrations	\$0.00
26-1310	Yarn N' Thread	Crochet Demonstration	\$0.00
26-1311	San Diego Philatelic Council	Stamp Collecting Information	\$0.00
26-1312	Kathryn Ochalek	Livestock Poultry Inspector (June 25)	\$250.00
26-1313	Bill Brisebois	Faceting Demonstrations	\$0.00
26-1314	Kathryn Ochalek	Livestock Poultry Inspector (July 1)	\$250.00
26-1315	Lara Woliung	Animal Display	\$0.00
26-1316	Martha Garvey	Garden Display	\$250.00 revenue
26-1317	Demetri Angelopoulos	Photographer	\$3,850.00
26-1317 AM1	Demetri Angelopoulos	Photographer – Additional Auction Lots	\$200.00
26-1318	Donald H. Cardey dba Don Cardey	Cattle Display	\$4,500.00

10. **ADJOURNMENT**



22nd DISTRICT AGRICULTURAL ASSOCIATION

Board of Directors Meeting

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

June 9, 2026

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 website:

<https://www.delmarfairgrounds.com/p/public-information1>

OFFICERS PRESENT

Sam Nejabat, Chair
Lisa Barkett, Vice Chair

DIRECTORS PRESENT

Mark Arabo
Donna DeBerry
Kathlyn Mead
Ted Miyahara
Elsa Morales-Roth
Frederick Schenk

OTHERS PRESENT

Joshua Caplan, Deputy Attorney General (Counsel)
Becky Bartling, Chief Executive Officer (CEO)
Tristan Hallman, Chief Communications Officer (CCO)
Katie Mueller, Chief Operations Officer (COO)
Mike Seyle, Chief Administrative Officer (CAO)

DIRECTORS ABSENT

Phil Blair

CALL TO ORDER

Chair Nejabat called the meeting to order at 9:43 a.m.

ROLL CALL

Chair Nejabat, Vice Chair Barkett, and Directors DeBerry, Mead, Miyahara, and Schenk were all present. Directors Arabo and Morales-Roth arrived shortly after the meeting began. Director Blair had an excused absence.

PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA (see pages 5-11 of transcript)

Karen Goldstein, Chaun Reynolds, Martha Sullivan

Chair Nejabat welcomed CDFA Deputy Secretary and Chief Counsel Haig Baghdassarian and Senior Counsel Brandi Gragg, who explained that CDFA is closely monitoring cases of the New World screwworm, and updates can be found on the department's website.

RECESS TO CLOSED EXECUTIVE SESSION

The Board recessed to Closed Executive Session at 9:52 a.m.

RECONVENE TO OPEN SESSION

The Board reconvened to Open Session at 10:37 p.m. Chair Nejabat stated that the District Board of Directors considered the advice of Counsel on the items listed on the Closed Session portion of the agenda and has nothing to report.

CONSENT CALENDAR

Chair Nejabat referred to the Consent Calendar items on pages 9-64 of the meeting packet.

PUBLIC COMMENT ON CONSENT CALENDAR (see page 13 of transcript)

None

Director Schenk moved to approve the Consent Calendar. Director Mead seconded the motion. Chair Nejabat, Vice Chair Barkett, and Directors Arabo, DeBerry, Mead, Miyahara, Morales-Roth, and Schenk all voted in favor. The motion carried 8-0.

CEO REPORT

- The Don Diego Scholarship Foundation update was moved to the August Board meeting.
- CEO Bartling reviewed the non-Fair contracted events held in May, and previewed upcoming events taking place from June through August.
- A funding amendment has changed the cost of the DMTC HVAC repair project from the original amount of \$473,268.50 to \$1,056,107.50. The original estimate did not account for all of the equipment and work needed throughout the building. Funds were reallocated between budget items to accommodate for the increase.

PUBLIC COMMENT ON CEO REPORT (see pages 20-23 of transcript)

Chaun Reynolds, Martha Sullivan

GENERAL BUSINESS

Item 8-A: Food & Beverage Committee Report

The committee report can be found on pages 65-66 of the meeting packet.

PUBLIC COMMENT ON ITEM 8-A-1 (see pages 24-27 of transcript)

Malik Gabby, Shaun Beard

Item 8-A-1: Discussion and vote on whether to extend the existing Legends Global food and beverage agreement for 18 months to December 31, 2027 to allow for an RFP and to hire a food and beverage consultant to facilitate the RFP

Committee Chair Barkett explained that the existing agreement with Legends Global requires the District to provide 180 days of notice before ending or extending the contract, which is set to expire on December 31, 2026. Extending for 18 months would allow staff time to conduct an RFP while causing minimal disruption to the Fair and other events.

Director Schenk moved to extend the Legends Global food and beverage agreement through December 31, 2027. Director DeBerry seconded the motion. Chair Nejabat, Vice Chair Barkett, and Directors Arabo, DeBerry, Mead, Miyahara, Morales-Roth, and Schenk all voted in favor. The motion carried 8-0.

Item 8-B: Finance Committee Report

Chair Nejabat referred to the reports beginning on page 132 of the meeting packet.

Item 8-B-1: Consideration and vote on whether to approve updated Board Delegation of Authority

Chair Nejabat referred to the materials on pages 138-139 of the meeting packet.

PUBLIC COMMENT ON ITEM 8-B-1 (see page 41 of transcript)

None

Committee Chair Arabo moved to approve the amended Board Delegation of Authority as presented in the meeting packet, which authorizes the District's Chief Operations Officer to approve purchase orders and expense agreements up to \$5,000, and would remain in effect until amended or terminated by the Board. Director Mead seconded the motion. Chair Nejabat, Vice Chair Barkett, and Directors Arabo, DeBerry, Mead, Miyahara, Morales-Roth, and Schenk all voted in favor. The motion carried 8-0.

Item 8-B-2: Consideration and vote to extend Lease Agreement L-1846 for the Del Mar Fire Station through June 30, 2027

PUBLIC COMMENT ON ITEM 8-B-2 (see pages 43-44 of transcript)

None

Director Miyahara moved to extend the Del Mar Fire Station lease through the end of 2027 while the Department of General Services works on a longer-term lease. Committee Chair Arabo seconded the motion. Chair Nejabat, Vice Chair Barkett, and Directors Arabo, DeBerry, Mead, Miyahara, Morales-Roth, and Schenk all voted in favor. The motion carried 8-0.

Item 8-C: DMTC Liaison Committee Report

The committee report can be found on pages 158-159 of the meeting packet.

PUBLIC COMMENT ON ITEM 8-C-1 (see pages 46-49 of transcript)

Chaun Reynolds, Martha Sullivan

Item 8-C-1: Discussion and vote to approve the naming of the Governors Hall and plaque dedication

Committee Chair Arabo moved to approve the naming of the Governors Hall and plaque dedication. Director Morales-Roth seconded the motion. Director Schenk suggested amending the motion to encourage Board members to contribute toward the cost of the plaque. Committee Chair Arabo accepted the amendment, and after Board discussion, the Committee agreed to develop a concept to recognize the staff and history of the Fairgrounds

as an emergency response center, and bring it to the Board for approval. Chair Nejabat, Vice Chair Barkett, and Directors Arabo, DeBerry, Mead, Miyahara, Morales-Roth, and Schenk all voted in favor. The motion carried 8-0.

Item 8-C-2: Horse racing industry news and information

Committee Chair Arabo announced that Belly Up will produce an after-party at The Sound on July 17, Opening Day of the DMTC summer race meet.

PUBLIC COMMENT ON ITEM 8-C-2 (see pages 62-65 of transcript)

Martha Sullivan, Chaun Reynolds

Item 8-D: Consideration and vote to delegate authority to Chair Nejabat to approve contracts that exceed the CEO's Delegation of Authority, beginning June 10, 2026 through the next regularly scheduled and noticed District Board meeting

PUBLIC COMMENT ON ITEM 8-D (see page 66 of transcript)

None

Director Mead moved to delegate authority to Chair Nejabat to approve contracts exceeding the CEO's Delegation of Authority, beginning June 10, 2026 through the next regularly scheduled and noticed District Board meeting. Director DeBerry seconded the motion. Chair Nejabat, Vice Chair Barkett, and Directors Arabo, DeBerry, Mead, Miyahara, Morales-Roth, and Schenk all voted in favor. The motion carried 8-0.

Item 8-E-1: Executive Committee – Consideration and vote on whether to approve an interagency agreement with the California Department of Food and Agriculture for legal services at an amount of \$150,000 annually

PUBLIC COMMENT ON ITEM 8-E-1 (see page 68 of transcript)

None

Director Arabo moved to approve an interagency agreement with CDFA for legal services at an amount of \$150,000 annually. Vice Chair Barkett seconded the motion. CEO Bartling explained that the District is one of only two fairgrounds in California that is represented by the State Office of the Attorney General rather than CDFA. The District would still retain the Attorney General's office for litigation matters, but other services could be provided by CDFA. Following discussion, the Board requested more information about costs and a breakdown of responsibilities, and the vote was tabled until the next meeting. No action was taken.

Item 8-F: People & Culture Committee Report

Committee Chair Mead and Committee member DeBerry recapped the May 22 committee meeting and the June 1 Board workshop, which focused on governance practices, collaboration, and culture-building.

PUBLIC COMMENT ON ITEM 8-F (see page 82 of transcript)

None

The Board recessed for a short break at 11:57 a.m. and resumed the meeting at 12:12 p.m.

Item 8-G-1: Master Site Planning Committee – Discussion and debrief of master site plan process

CCO Hallman introduced Bodewell Group CEO Chris Wahl, who presented a summary of the public input phases of the master site planning initiative. District Public Safety Director Mark Elvin explained that the District will be studying the new traffic flow around the Fairgrounds during the Fair, and will provide feedback to the City of Del Mar.

PUBLIC COMMENT ON ITEM 8-G-1 (see page 113 of transcript)

None

Item 8-G-2: Master Site Planning Committee – Discussion and summary presentation from staff on HAP grant studies

Chair Nejabat referred to the report on pages 161-175 of the meeting packet. District Supervising Environmental Planner Dustin Fuller presented the results of affordable housing site studies, which evaluated six potential housing locations on District property. GHD Senior Coastal Scientist Nick Sadrpour explained how the sites were studied for the impact of sea level rise and flooding events.

PUBLIC COMMENT ON ITEM 8-G-2 (see pages 131-132 of transcript)

Karen Brindley

Item 8-G-3: Master Site Planning Committee – Staff report and recommendation on ENRA

Chair Nejabat referred to the staff report on pages 176-179 of the meeting packet. CEO Bartling outlined the anticipated operational impacts to the District and the Del Mar Thoroughbred Club for each proposed housing site.

PUBLIC COMMENT ON ITEM 8-G-3 (see pages 147-150 of transcript)

Karen Brindley, Martha Sullivan

Item 8-G-4: Master Site Planning Committee – Discussion and vote on whether and/or how to proceed with the Affordable Housing Site Due Diligence and Development Feasibility Analysis Agreement (previously called the Exclusive Negotiating Rights Agreement), including possible affordable housing site location alternatives east of Jimmy Durante Blvd

PUBLIC COMMENT ON ITEM 8-G-4 (see page 175-176 of transcript)

John Spelich

Vice Chair Barkett moved to follow District staff's recommendation to amend the agreement formerly known as the ENRA to only contemplate affordable housing east of Jimmy Durante Boulevard on the Surf and Turf RV park site, as long as the existing RV park is relocated to a similar location, and to include the potential housing site in the Master Site Planning process. Chair Nejabat seconded the motion. Following discussion, Chair Nejabat appointed Director Miyahara to lead a newly-created housing committee and to report to the full Board at the next meeting. No action was taken by the Board.

MATTERS OF INFORMATION

Correspondence can be found on page 180 of the meeting packet. Contracts executed per the CEO's delegated authority can be found on pages 181-327 of the meeting packet.

ADJOURNMENT

There being no further business to discuss, Chair Nejabat adjourned the meeting at 2:03 p.m.

Becky Bartling
Chief Executive Officer

SUBJECT TO BOARD APPROVAL

Item 6: Consent Calendar - Contract Awards & Approvals

August 18, 2026

Expense Contracts

Standard Agreements from Competitive Solicitation				
Contract: 26-039	Contractor: LSL, LLP	Acquisition Method: RFP	Term: 7/27/2026 - 3/31/2027	Not to Exceed: \$93,000.00
	Purpose: To provide professional and operational audit services			

Sole Source Standard Agreements				
Contract: 26-047	Contractor: Seaside Heating & Air Conditioning, Inc.	Sole Source Justification: Exigency	Term: 6/24/2026 - 9/23/2026	Not to Exceed: \$56,900.00
	Purpose: To provide HVAC system replacement and installation services in the Grandstand electrical room (<i>emergency purchase</i>)			

Interagency Agreements				
Contract: 22-028 AM5	Contractor: San Elijo JPA	Categorical Exemption / Exception: Interagency	Term: 5/1/2022 - 6/30/2027	Not to Exceed: AM5: \$44,197.79
				Total contract value: \$1,041,150.79
	Purpose: To provide maintenance and repair services for the water treatment plant			

2026 San Diego County Fair Judging Agreements			
Contract	Judge Name	Purpose	Not to Exceed
26-514	Kristina Bozzo Baldenegro	Livestock	\$3,000.00
26-515	Scott Bice	Livestock	\$3,000.00
26-516	Cynthia Smart-Zeigler	Livestock	\$750.00
26-517	Barbara Everett	Livestock	\$250.00
26-518	Hannah Gill	Livestock	\$250.00
26-519	Jean Benelli	Livestock	\$250.00
26-520	Sharyl Yanez	Livestock	\$100.00
26-521	Novak Acres LLC	Livestock	\$100.00
26-522	Terry L. Burks	Livestock	\$1,750.00
26-523	Joshua Rushing	Livestock	\$100.00
26-524	Joshua Muscat	Livestock	\$100.00

Item 6: Consent Calendar - Contract Awards & Approvals

August 18, 2026

2026 San Diego County Fair Judging Agreements (continued)			
Contract	Judge Name	Purpose	Not to Exceed
26-526	Brian Kim	Livestock	\$100.00
26-528	Barbara Everett	Livestock	\$100.00
26-529	Cynthia Smart-Zeigler	Livestock	\$100.00
26-530	Joseph Wier	Livestock	\$100.00
26-531	Audrey Greenwood	Livestock	\$750.00
26-532	Rand Allan	Flower Show	NTE \$750.00
26-533	Christine Allan	Flower Show	NTE \$750.00
26-534	Linda Hermecz	Flower Show	NTE \$750.00
26-535	Sue Streeper	Flower Show	NTE \$750.00
26-536	Danielle Sanchez	Flower Show	NTE \$750.00
26-537	Dave Sohr	Flower Show	NTE \$750.00
26-539	Kate Eaton	Flower Show	NTE \$750.00
26-540	Kimberly Sisti	Flower Show	NTE \$750.00
26-541	Lisa Perkis	Flower Show	NTE \$750.00
26-542	Mara Friedlander	Flower Show	NTE \$750.00
26-543	Marylou Gibson	Flower Show	NTE \$750.00
26-544	Paola Waialeale	Flower Show	NTE \$750.00
26-545	Samantha Parker	Flower Show	NTE \$750.00
26-546	Sheri May	Flower Show	NTE \$750.00
26-547	Susan Halbert	Flower Show	NTE \$750.00
26-DW018	Dwight Kraich	Design In Wood	\$200.00
26-HA035	Nicole Larson	Home Arts & Hobbies	\$0.00
26-HA036	Carolina Moore	Home Arts & Hobbies	\$0.00
26-HA036	Karen Des Jardins	Home Arts & Hobbies	\$0.00
26-HA037	Susan Kristiansen	Home Arts & Hobbies	\$0.00
26-HA038	Suzie Owen	Home Arts & Hobbies	\$0.00
26-HA039	Nicole Buenrostro	Home Arts & Hobbies	\$0.00
26-HA040	Sue Walls	Home Arts & Hobbies	\$0.00
26-HA041	Richard Pereyra	Home Arts & Hobbies	\$0.00
26-HA042	Madison Berlinguette	Home Arts & Hobbies	\$0.00
26-HA043	Joyce Foust	Home Arts & Hobbies	\$0.00

Item 6: Consent Calendar - Contract Awards & Approvals

August 18, 2026

Revenue Contracts

Standard Agreements from Competitive Solicitation – Revenue				
Contract: 22-095 AM2	Contractor: Edlen Electrical Exhibition Services of California, Inc.	Acquisition Method: IFB	Term: 9/14/2022 - 9/13/2027	Revenue Share: Utility services: 53% Labor/Equipment: 30%
Purpose: To provide temporary electrical utility distribution and support services for exhibitors.				

2026 San Diego County Fair Ride Operator Agreements			
Contract	Company	Ride	Percentage Split
26-M-08 AM1	M & C Attractions	Ship A Hoy	48% of gross revenue

STANDARD AGREEMENT

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

26-039

GL ACCOUNT NUMBER (If Applicable)

GL#: 600100-02

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

LSL, LLP

2. The term of this Agreement is:

START DATE

July 27, 2026

THROUGH END DATE

March 31, 2027

3. The maximum amount of this Agreement is:

\$93,000.00

Ninety Three 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	7
Exhibit A, Attachment I	Technical Proposal	18
Exhibit B	Budget Detail and Payment Provisions	3
Exhibit B Attachment I	Price Tables	3
Exhibit C	General Terms and Conditions	5
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

*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.)

LSL, LLP

CONTRACTOR BUSINESS ADDRESS

500 Technology Drive, Suite 350

CITY

Irvine

STATE

CA

ZIP

92821

PRINTED NAME OF PERSON SIGNING

Adam Odom

TITLE

Partner

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

Exhibit A
SCOPE OF WORK

A. SERVICES OVERVIEW

1. This Agreement is the result of a competitive solicitation that is incorporated by reference and made part of this Agreement.
2. LSL, LLP hereinafter referred to as the Contractor, agrees to provide the 22nd District Agricultural Association (22nd DAA) / Del Mar Fairgrounds, hereinafter referred to as the District, with the services as described herein:
3. Contractor shall provide professional financial and operational audit services for the District and its Blended Components that includes the State Race Track Leasing Commission (SRTLCL) and Del Mar Race Track Authority (RTA), collectively referred to as the District.
4. The Agreement term shall be for eight (8) months term with the possibility of two (2) one-year options to renew, at the sole and absolute discretion of the 22nd District Agricultural Association (22nd DAA). The contract is subject to annual evaluation and certification that the contractor has met all contract requirements. The District may decide, in its sole and absolute discretion, whether to exercise any contract option under the Agreement.
5. The services shall be performed primarily remotely at Contractor's location. However, Contractor may be required to perform onsite review of records at the District, located at 2660 Jimmy Durante Boulevard, Del Mar, CA 92014.
6. The project representatives during the term of this agreement will be:

22 nd District Agricultural Association	Contractor: LSL, LLP
Name: Michael Sadegh, Director of Finance	Attention: Adam Odom
Address: 2260 Jimmy Durante Blvd., Del Mar, CA 92014	Address: 500 Technology Drive, Suite 350 Irvine, CA 92821
Phone: 858-792-4201	Phone: 657-201-8338
e-mail: msadegh@sdfair.com	Email: adam.odom@lslcpas.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.

B. WORKED TO BE PERFORMED BY CONTRACTOR

1. The services provided under this Agreement constitute a Blended Components Audit, which includes the 22nd DAA, the SRTLCL, and RTA, collectively referred to as the District. All audit procedures, reporting and recommendations shall address the financial statements, internal controls, and operations of the District.
 - a. State Race Track Leasing Commission (SRTLCL): A public commission that oversees the leasing of the Del Mar race track facility to the Del Mar Thoroughbred Club (DMTC). As a blended component unit, the SRTLCL's revenues, expenditures, and net position are included in the District's financial reporting.

Exhibit A
SCOPE OF WORK

- b. Del Mar Race Track Authority (RTA): A joint powers authority established to manage race track capital improvements and related indebtedness. The RTA's financial activity is blended into the District's consolidated financial statements and is subject to the same audit requirements.
2. The District, as a California state institution, is not bound by Sarbanes-Oxley (SOX); however, the District recognizes SOX as a community standard for best management practices and, as such, follows SOX-style practices (e.g., audit committee independence, whistleblower protections, and auditor independence), where feasible, to strengthen governance and public confidence. Accountability comes through the State Leadership Accountability Act (SLAA) and the State Administrative Manual (SAM).
 3. Contractor shall maintain an established office located in California for the duration of this Agreement.
 4. Contractor shall provide all qualified labor, materials and equipment to prepare Financial Audit Reports for fiscal years ending December 31, 2025, and, if District exercises the two (2) one-year renewal options, for fiscal years ending December 31, 2026, and December 31, 2027. Reports shall be prepared in accordance with the specifications, terms and conditions set forth in this Agreement and as directed by District's Executive Management. Contractor shall also be available to review and discuss the scope of the work performed, as well as the results, with authorized parties approved by District.
 5. Contractor shall conduct the audits in conformity with Generally Accepted Auditing Standards (GAAS) and shall express an opinion on the fairness of the financial statements in conformity with Generally Accepted Accounting Principles (GAAP). The audits shall be conducted in conformance with GAAS as published by the American Institute of Certified Public Accountants in Statements on Auditing Standards. The scope of the audits shall include an evaluation of internal controls and recommendations for improvements of accounting and related procedures.
 6. Availability of District Staff – Contractor should be aware that District Accounting staff may not be available to assist in the audit process during the months of May, June, and July. Additionally, Contractor should not expect District Accounting staff to prepare additional financial schedules or fiscal analyses, which shall be used as audit work papers.
 7. Financial Audit – Contractor shall accomplish the following work under this Agreement: Contractor shall prepare Financial Audit Reports on an annual basis in accordance with (GAAS) approved by the American Institute of Certified Public Accountants and all current applicable Governmental Accounting Standards Board (GASB) Standards. This requires that a study and evaluation of District's system of internal controls shall be performed. Contractor shall perform testing of cash, investments, revenues, expenditures, payroll, accounts payable, long-term debt, and capital assets. The audit reports must state an opinion as to the fairness of presentation of District's financial statements in conformity with GAAP. The Financial Audit Reports must consist of the following, at minimum:
 - Statements of Net Position
 - Statements of Revenues, Expenses, and Changes in Net Position
 - Statements of Cash Flows

Exhibit A
SCOPE OF WORK

- Notes to the Basic Financial Statements
- Various other schedules as appropriate

In addition, the Contractor's opinion shall be governed by the findings developed in the course of the examination.

The District's audited financial statements for the past five (5) fiscal years are publicly available and may be accessed at: <https://www.delmarfairgrounds.com/p/public-information1/public-records>.

8. Race Track Lease and Revenue Auditing

Given the unique nature of the District's race track leasing operations, Contractor shall perform procedures related to:

- Review and testing of the lease revenues received by the SRTLC from the Del Mar Thoroughbred Club, including handle-based fee structures and minimum guarantees
- Verification of race track improvement expenditures funded by DMRTA bond proceeds
- Review of bond covenant compliance and debt service fund adequacy for any outstanding DMRTA obligations
- Testing of capital asset additions, disposals, and depreciation related to race track infrastructure

9. Year-Round Activities

District conducts year-round activities beyond the San Diego Fair. The Contractor shall ensure audit coverage of revenues and expenditures related to:

- Concerts, festivals, and public events.
- Equestrian, agricultural, and community programs.
- Parking operations and related revenues.
- Third-party management agreements and licensing arrangements.

10. Management Letter shall:

- Identify and describe each finding, including the condition, criteria, cause, and effect.
- Provide a risk assessment (high, medium, or low) for each finding.
- Offer specific, actionable recommendations for corrective action.
- Include a response section for management's written reply.

11. Audit Phases - Contractor shall perform the annual financial audit in the following phases. Each phase consists of professional audit activities performed in accordance with GAAS to support the final audit deliverables.

Phase 1: Planning, Risk Assessment & Interim Fieldwork

Exhibit A
SCOPE OF WORK

- a. Activities include, but are not limited to, initial meetings, understanding District's business operations, risk assessment, testing of internal controls, and preliminary substantive procedures.

Phase 2: Year-End Work

- a. Activities include, but are not limited to, final substantive testing, review of financial statements, delivery of draft financial statements, and audit adjustments.

Phase 3: Reporting & Wrap-Up

- a. Activities include, but are not limited to, issuance of the signed audit report, management letter, and final meeting.
12. Contractor shall communicate with District on information related to business issues, management reports and budgeting, internal controls, accounting procedures, and data processing as they relate to District's financial reporting. Additionally, Contractor shall prepare management letters which report on the adequacy of District's system of internal accounting control based on the study and evaluation performed as part of the audit (i.e., not an opinion on the internal control system) and include recommendations for improvement, if appropriate. Certain portions of this report may be classified as confidential if, in District's determination, publication of such information might possibly result in subjecting District to financial loss or compromising District's internal security.
 13. Contractor shall maintain working papers and all supporting documentation in support of all audit reports upon which shall remain the property of the Contractor and shall be confidential for a period no less than seven (7) years. Contractor shall ensure only personnel authorized by District have access to review and receive copies of the working papers and all audit supporting documentation.
 14. Contractor shall be required to submit monthly progress reports during any period in which an active audit is in progress. Commencing in the month that planning, risk assessment and interim fieldwork begins and continuing each month through the month of the final audit report issuance. Such progress reports shall include, at minimum:
 - a. Current status of the work being performed.
 - b. Summary of audit activities completed during the prior month, if applicable.
 - c. Work planned for the upcoming month.
 - d. Status of outstanding document requests and any items causing delay.
 - e. Summary of suggested expansion or contraction of procedures, interim findings, the estimated completion date of the work.
 - f. Difficulties or special problems so that remedies can be developed as soon as possible.
 15. Contractor shall provide to District all Financial Audit Reports electronically, in PDF format. Electronic deliverables shall be transmitted to the designated District representative via a secure email or file-sharing platform agreed upon each engagement year. District reserves the right to use and reproduce all reports and data produced and delivered pursuant to this Agreement and reserves the right to authorize others to use or reproduce such materials.

Exhibit A
SCOPE OF WORK

16. The statements shall be prepared in accordance with all applicable GASB statements for the year-end financial statements.
17. Special Audits – The District may, at its discretion, request individual Special Audit task orders outside of the scope of the annual financial statements audit during the contract term. Upon such request, Contractor shall submit a Special Audit task order for District review and written approval prior to the commencement of any services. The District makes no guarantee as to the number, timing, or value of tasks orders to be issued.

Each task order shall include a defined scope of work describing the audit objectives, tasks, deliverables, and reporting requirements. The level of effort and pricing for each task order will be established at the time the task order is issued. Pricing shall be based on the hourly rates in the Contractor's Pricing Tables for this service. Each task order shall include a not-to-exceed amount.

The total cumulative value of Special Audit services performed under this Agreement shall not exceed \$20,000.00 during the initial contract term. The total cumulative value for the Special Audit services for the two (2) one-year options to renew shall not exceed \$40,000.00.

18. Deliverables Schedule

Deliverables	Due Date
Monthly Progress Reports (Financial Audit)	By the 10 th of each month
Audit for fiscal year ending December 31, 2025	
Phase I: Planning, Risk Assessment, and Interim Field Work	September 30, 2026
Phase 2: Year End Work	November 30, 2026
Phase 3: Reporting and Wrap-Up	December 31, 2026
(Option 1 – Year 1) Audit for fiscal year ending December 31, 2026	
Phase I: Planning, Risk Assessment, and Interim Field Work	April 30, 2027
Phase 2: Year-End Work	June 30, 2027
Phase 3: Reporting and Wrap-Up	August 31, 2027
(Option 1 – Year 2) Audit for fiscal year ending December 31, 2027	
Phase I: Planning, Risk Assessment, and Interim Field Work	April 30, 2028
Phase 2: Year-End Work	June 30, 2028
Phase 3: Reporting and Wrap-Up	August 31, 2028

Any changes to the above due dates must be approved in writing by District.

Exhibit A
SCOPE OF WORK

19. Report Delivery – All reports are to be delivered to the designated District representative at 22nd District Agricultural Association, 2260 Jimmy Durante Boulevard, Del Mar, CA 92014, or via email at the email address specified in Section A.5 of this Agreement.
20. Presentation – Upon issuance of the annual audit report and management letter, the auditor shall make a formal presentation to the District Board of Directors at a regularly scheduled or special Board meeting. The presentation shall cover, at minimum: the scope and objectives of the audit; key findings and audit results; the nature and status of any significant deficiencies or material weaknesses identified; and a summary of management letter recommendations and management responses. Contractor's attendance at the Board presentation is mandatory and shall be performed by the engagement partner or a senior representative approved in advance by the District.
21. Contractor shall be required to present its findings, conclusions, and recommendations to the designated District Committee of the Board and at a public District Board Meeting (specific date and time of meetings to be determined each year based on schedule).
22. Additional Services (Public Hearings and Meetings) – In the event that public hearings, meetings, or proceedings related to the subject matter of this Agreement occur after the expiration of this Agreement, the District may request that the Contractor make available personnel who were assigned to this engagement to testify or provide assistance regarding services previously performed. Any such services shall be provided only at District's written request, on an as-needed basis, with the District engaging Contractor separately from this Agreement, with compensation and terms mutually agreed upon by both Parties.
23. Limitation of Actions – No action, regardless of form, arising out of this contract may be brought by either party more than two (2) years after the injured party has knowledge, or should have had knowledge, of the action, or in the case of nonpayment, more than two (2) years from the date of the last payment.
24. Confidentiality of Data – All financial, statistical, personal, technical, and other data and information relating to District's operations which are designated confidential by District and made available to Contractor in carrying out the contract, shall be protected by Contractor from unauthorized use and disclosure. If the methods and procedures employed by Contractor for the protection of Contractor's data and information are deemed by District to be adequate for the protection of the confidential information, such methods and procedures may be used, with the written consent of District, to carry out the intent of this paragraph. Contractor shall not be required under the provisions of this paragraph to keep confidential any data or information which is or becomes publicly available, is already rightfully in Contractor's possession, is independently developed by Contractor outside the scope of the contract, or is rightfully obtained from third parties.
25. Assignment or Subcontracting – No performance of the contract, or any portion thereof, may be assigned or subcontracted. Any attempt to do so shall be deemed a material breach of contract.
26. Covenant Against Contingent Fees – Contractor warrants that no person or selling agency has been employed or retained to solicit or secure the contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, excepting bona fide employees or bona fide established commercial or selling agencies maintained by Contractor for the purpose of securing business. For breach or violation of this warranty,

Exhibit A
SCOPE OF WORK

shall have the right to terminate the contract in accordance with the termination clause and, in its sole discretion, to deduct from the contract's price or consideration, or otherwise recover, the full amount of such commission, percentage, brokerage, or contingent fee.

27. Upon expiration or termination of this agreement, the outgoing auditor shall cooperate fully with any successor auditor, including providing access to workpapers and responding to successor auditor inquiries in accordance with AICPA professional standards.

STANDARD AGREEMENT

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

26-047

GL ACCOUNT NUMBER (If Applicable)

GL#: 545100-10

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

Seaside Heating and Air Conditioning Inc.

2. The term of this Agreement is:

START DATE

June 24, 2026

THROUGH END DATE

September 23, 2026

3. The maximum amount of this Agreement is:

\$56,900.00**Fifty Six Thousand Nine Hundred 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	3
Exhibit B	Budget Detail and Payment Provisions (Public Works)	8
Exhibit C	General Terms and Conditions	5
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
Exhibit G	Public Works Terms and Conditions 4-2026	3
Exhibit H	Certification of Contractor and Subcontractor DIR Registration	1

*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.)

Seaside Heating and Air Conditioning Inc

CONTRACTOR BUSINESS ADDRESS

1359 Rocky Point Dr.,

CITY

Oceanside

STATE

CA

ZIP

92056

PRINTED NAME OF PERSON SIGNING

Ryan Randolph

TITLE

Manager

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

**EXHIBIT A
SCOPE OF WORK
PUBLIC WORKS**

1. SERVICES OVERVIEW

- A. Seaside Heating and Air Conditioning 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:

Contractor shall remove and replace existing 20-ton heat pump split system with a new Trane 20-ton heat pump at the Grandstand building.

- B. The services shall be performed at Del Mar Fairgrounds, located at 2260 Jimmy Durante Blvd Del Mar Ca. 92014
- C. The services shall be provided during normal business hours, Monday through Friday, from 8:00am – 5:pm. No overtime shall be performed or compensated unless expressly authorized in writing in advance by the District. No travel time, mileage, or incidental time outside of normal business hours shall be billable unless specifically approved in writing by the District in advance. Contractor shall not perform any services outside of the approved service schedule without prior written authorization. Any unauthorized overtime or additional services shall be at Contractor's sole cost and shall not be reimbursable by the District.
- D. The Project Representatives during the term of this Agreement will be

22 nd District Agricultural Association	Contractor: Seaside Heating and Air Conditioning Inc.
Name: Brad Mason	Name: Ryan Randolph
Address: 2260 Jimmy Durante Boulevard Del Mar, CA 92014	Address: 1359 Rocky Point Dr, Oceanside, CA 92056
Phone: 858 792-4285	Phone: 760-801-3941
e-mail: Bmason@sdfair.com	e-mail: RR@seasidehvac.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.

- E. Contractor documents may not contain conditions that are contrary to or in conflict with this Scope of Work. Where the terms of this Agreement or District's documents are more specific, or are inconsistent with or in conflict with the provisions, terms, or conditions set forth in the Contractor's documents, both parties agree that the terms set forth in the District's documents shall supersede and take precedence over Contractor's documents.

2. WORK TO BE PERFORMED BY CONTRACTOR:

EXHIBIT A
SCOPE OF WORK
PUBLIC WORKS

A. Tasks and Deliverables

Contractor shall replace the existing 20-ton heat pump split system with **Trane 20-Ton Heat Pump Condenser (460 Volts / 3 Phase) with R-454B Refrigerant Trane 20-Ton Air Handler (460 Volts / 3 Phase)** serving the Grandstand Electrical Room, including removal of the existing air handler suspended above the ceiling and installation of the new air handler in the same location.

Contractor shall provide and install a new heat pump condenser, which shall be craned to the roof and installed in the existing equipment location. The replacement is intended to ensure reliable temperature control and continued protection of electrical equipment in this space. The scope shall also include testing, startup, and commissioning of the complete system to verify proper operation in accordance with manufacturer specifications.

1. Installation shall include, at a minimum:
 - a. Removal and lawful disposal of the existing heat pump condenser and air handler.
 - b. Crane service to lift and place the new heat pump condenser on the roof.
 - c. Installation of new pressure-treated wood sleepers to support the rooftop condenser.
 - d. Installation of a new fused electrical disconnect at the rooftop condenser in accordance with applicable electrical codes and manufacturer requirements.
 - e. Installation of the new suspended air handler in the existing location.
 - f. Flushing of the existing refrigerant line sets using an approved cleaning agent and nitrogen to remove contaminated and residual mineral oil prior to reconnecting the new equipment.
 - g. Charging the new HVAC system with the manufacturer's required quantity of **R-454B refrigerant**.
 - h. Reconnection of the existing ductwork, refrigerant piping, condensate drain piping, low-voltage control wiring, high-voltage electrical connections, and all associated utilities required for complete system operation.
 - i. Reuse of the existing seismic restraints where compatible with the new equipment. Any incompatible restraints shall be replaced as necessary to comply with applicable building codes and manufacturer requirements.
 - j. Complete startup, testing, adjustment, and commissioning of the new HVAC system to verify proper operation in accordance with the manufacturer's specifications.
2. Contractor shall prepare and apply a protective condenser coil coating to the new outdoor heat pump condenser in accordance with the manufacturer's recommendations. The coating shall provide corrosion protection suitable for the coastal environment at the Del Mar Fairgrounds and shall not adversely affect the performance or warranty of the equipment.

Deliverable:

EXHIBIT A
SCOPE OF WORK
PUBLIC WORKS

Equipment: Trane 20-Ton Heat Pump Condenser (460 Volts / 3 Phase) with R-454B Refrigerant
Trane 20-Ton Air Handler (460 Volts / 3 Phase)

B. Warranty

Contractor shall provide and honor the following minimum warranties for the HVAC replacement project:

- Compressor: Five (5) years from the date of final acceptance.
- Trane Parts: One (1) year manufacturer's warranty on all Trane parts and components.
- Labor: One (1) year warranty on all labor, installation, and workmanship from the date of final acceptance.

During the applicable warranty period, the Contractor shall, at no additional cost to the District, repair or replace any defective equipment, materials, or workmanship and restore the system to proper operating condition. Warranty service shall include all labor, travel, materials, and replacement parts necessary to correct covered defects.

STANDARD AGREEMENT - AMENDMENT

STD 213A (Rev. 4/2020)

☐ CHECK HERE IF ADDITIONAL PAGES ARE ATTACHED _____ PAGES

AGREEMENT NUMBER

22-028

AMENDMENT NUMBER

5

Purchasing Authority Number

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

San Elijo Joint Powers Authority

2. The term of this Agreement is:

START DATE

May 1, 2022

THROUGH END DATE

June 30, 2027

3. The maximum amount of this Agreement after this Amendment is:

\$1,041,150.79

One Million Forty One Thousand One Hundred Fifty Dollars and Seventy Nine Cents.

4. The parties mutually agree to this amendment as follows. All actions noted below are by this reference made a part of the Agreement and incorporated herein:

The purpose of this Amendment is to increase the Agreement amount by \$44,197.79 to provide additional funding for Out-of-Scope parts and labor required for repair services related to the treatment system during the period of July 1, 2026 through December 31, 2026.

The quarterly maintenance service fee shall not exceed \$48,005.00 per quarter. The maximum amount of the Agreement is increased from \$996,953.00 to \$1,041,150.79. All other terms and conditions of the Agreement remain unchanged.

Amendment Effective Date: August 12, 2026.

All other terms and conditions shall remain the same.

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.)

San Elijo Joint Powers Authority

CONTRACTOR BUSINESS ADDRESS

2695 Manchester Avenue

CITY

Cardiff by the Sea

STATE

CA

ZIP

92007

PRINTED NAME OF PERSON SIGNING

Michael Thornton

TITLE

P.E., General Manager

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

STANDARD AGREEMENT - AMENDMENT

STD 213A (Rev. 4/2020)

☐ CHECK HERE IF ADDITIONAL PAGES ARE ATTACHED _____ PAGES

AGREEMENT NUMBER

22-905

AMENDMENT NUMBER

2

Purchasing Authority Number

510100-50

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

Edlen Electrical Exhibition Services of California, Inc.

2. The term of this Agreement is:

START DATE

September 14, 2022

THROUGH END DATE

September 13, 2027

3. The maximum amount of this Agreement after this Amendment is:

Contractor to pay: Revenue Share (53% for Utility Services, 30% for Labor and Equipment) Each Year.

4. The parties mutually agree to this amendment as follows. All actions noted below are by this reference made a part of the Agreement and incorporated herein:

The purpose of this Amendment is to exercise the second one-year option; thereby extending the contract term for an additional year. The revenue share for Utility Services will be set at 53%, and the revenue share for Labor and Equipment will be set at 30%. The contract's Through End Date is amended from September 13, 2026 to September 13, 2027.

Amendment Effective Date: September 13, 2026.

*All other terms and conditions shall remain the same.**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.)

Edlen Electrical Exhibition Services of California, Inc.

CONTRACTOR BUSINESS ADDRESS

2102 Main Street

CITY

San Diego

STATE

CA

ZIP

92113

PRINTED NAME OF PERSON SIGNING

James E. Wetterling, Jr.

TITLE

President/CEO

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

STATE OF CALIFORNIA

CONTRACTING AGENCY NAME

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

CONTRACTING AGENCY ADDRESS

2260 Jimmy Durante Boulevard

CITY

Del Mar

STATE

CA

ZIP

92014

PRINTED NAME OF PERSON SIGNING

Rebecca Bartling

TITLE

Chief Executive Officer

CONTRACTING AGENCY AUTHORIZED SIGNATURE

DATE SIGNED

CALIFORNIA DEPARTMENT OF GENERAL SERVICES APPROVAL

EXEMPTION (If Applicable)

FAC §4051 .a. 1

EXHIBIT A SCOPE OF WORK

1. SERVICES OVERVIEW

This Agreement is the result of a competitive solicitation that is incorporated by reference and made part of this Agreement.

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 interim event utility services including electrical distribution, to promoters, event directors, and exhibitors on District premises.

Electrical services outlined in this Agreement are defined as any and all services including, but not limited to, labor and material for temporary installation, operation or removal of portable electrical service required by exhibitors, licensees and their subcontractors in the display areas, booths, meeting rooms and other areas within the exhibit halls and facilities of the District. All electrical installations must conform to the Electrical Safety Code of the State of California.

Over the past year, over 50 consumer shows were held on the Fairgrounds. Additional meeting, convention and trade show space is available at other locations on the Fairgrounds. Some restrictions to facility availability occur from June through mid-September due to the annual San Diego County Fair and the Del Mar Thoroughbred Club Live Race Meet. Each exhibit space can hold between 2,600 and 8,000 people, depending upon building space and the configuration of each hall. The following are the exhibit buildings and their respective square footage:

Pat O'Brien Pavilion	68,690 square feet
Exhibit Hall	55,200 square feet
Bing Crosby Hall	31,900 square feet
Mission Tower Building	13,200 square feet
Activity Center	19,800 square feet
Wyland Center	30,000 square feet

The following interim events have required electrical, compressed air, and water services (other interim events may be added); parenthesis indicates number of times each event is held per year:

Antique Show (3)	150 booths
Home Show (4)	175 booths
Gem Faire (4)	100 booths
Koi Club of San Diego	50 booths
Bridal Bazaar	120 booths

**EXHIBIT A
SCOPE OF WORK**

Silver Bay dog show	100 booths
Cat Show	25 booths
Harvest Festival	350 booths
Oddities expo	150 booths
Electronic Show	300 booths
Good Guys/Hot Rod Car Show	100 booths
Jiu Jitsu Competition	75 booths
Craft Festival	300 booths
Dinosaur Show	100 booths
Snow Jam	150 booths
Surfboard Expo	100 booths

The Project Representatives during the term of this Agreement will be:

22 nd District Agricultural Association	Contractor: Edlen Electrical Exhibition Services
Name: Dennis Robbins	Name: Jaleh Browder
Address: 2260 Jimmy Durante Boulevard Del Mar, CA 92014	Address: 2102 Main Street San Diego, CA 92113
Phone: 858-792-4241	Phone: 619-495-0443
e-mail: drobbins@sdfair.com	e-mail: jbrowder@edlen.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. WORK TO BE PERFORMED

The Contractor shall be required to provide the following services as directed by District Management:

- A. A journey level licensed electrician to monitor installation and a standby electrician shall be immediately available and shall respond within one hour of the request for each service event.
- B. Provide electrical power supply and outlets with temporary or portable cabling into main switch gear or sub-panels or provided receptacles.
- C. Provide temporary generator, transformer installation, and hook-up.
- D. Install and remove overhead electrical signs, trusses, free standing electrical signs that require assembly, rotating electrical signs, sequencing electrical signs, motorized electrical signs, motorized hoists and related equipment.
- E. Provide special lighting for displays, registration areas, booths, live models, sales demos and presentations.
- F. Electrical connections and hook-up of all equipment or displays must utilize 120v-20 amp, grounded plug-ins, or other as needed.
- G. Fasten and conceal all cords and mechanical apparatus.

EXHIBIT A SCOPE OF WORK

- H. Operate equipment such as man-lifts, scissor-lifts, forklifts, etc., to perform utility services.
- I. Performance must meet safety regulations as established by the National Electric Code and other enforcement agencies.
- J. Equipment shall be safe and in good repair.
- K. The Contractor must provide all required equipment and materials to provide the described utility services and adequate storage for said, equipment and materials. Currently both a 10X20 and a 10X40 storage container are used for storage. The District provides a designated location for these containers from approximately September 10th to June 5th of each year. From June 6th to September 9th the Contractor is required to move and store the containers off site at their expense during the SD County Fair and seasonal horse racing. These dates may fluctuate dependent upon scheduling of these events.
- L. Make available at all times during the operation of any event, a representative who shall have the authority and responsibility necessary to monitor and make requested adjustments and/or changes.
- M. Provide an Account Manager to attend weekly District Event Meetings held mid-September through mid-June.
- N. Ten days following each event, the Contractor shall also provide an Electrical Event Summary Report, which shall break down all Exhibitor and Show Management electrical usage.
- O. Contractor shall be responsible for the conduct of all its employees, contractors, subcontractors, and agents. Contractor's performance during the entire period of the contract shall be subject to the oversight of District Management and District Electricians and Plumbers.
- P. District reserves the right to exempt services including but not limited to services provided for the District's food and beverage contractor, entertainment events, concerts, musical events, District-sponsored events, dances, rodeos, private parties, fundraisers, banquets, motorsports, and any activities during the Del Mar Thoroughbred Live Race Meet, from the scope of services provided. Exempted events are generally smaller in nature.

3. USE OF DISTRICT EQUIPMENT & LABOR

- A. Contractor shall pay District for the rights and privileges granted in the contract and shall invoice and collect from event promoters on District premises for all work performed. A statement of billing shall be submitted to the District's Events Manager no less than one (1) week subsequent to each event. There is no minimum billable amount.
 - 1) Minimum acceptable percentage is **Forty-Eight (48%)** of the gross billable amount for utility services on a per event basis. The actual percentage due to the District shall be equal to the Proposed Revenue Share outlined in the Financial Bid Form.
 - 2) Minimum acceptable percentage is **Twenty-Five (25%)** of the gross billable amount for labor and equipment on a per event basis. The actual percentage due to the District shall be equal to the Proposed Revenue Share outlined in the Financial Bid Form.
- B. District's equipment and labor rates are established as follows:

EXHIBIT A SCOPE OF WORK

- 1) Labor rates may be subject to the interim event contract/rental agreement effective at time of the show or event. Labor before 8:00 a.m. and after 4:30 p.m. and Saturday, Sunday, and Holidays will be an overtime rate of two times the hourly labor rate. Labor rates shall be no more than **\$115.00 per hour** straight time.
- 2) Discount rates apply when utility order is received and paid for at least fourteen (14) days prior to event (see Advance Payment Rates below).
- 3) All proposed services to show management for areas such as offices, entryways, and registration may be discounted as identified and approved by the District's Events Manager. Commissions will be paid proportionately to discounts given.
- 4) A "blanket rate" for complete services requested is established. A fifty percent reduction in the cost of services will be offered whenever utilities for all booths are arranged at the same time, by the promoter of the event/show
- 5) The District's electrical services maximum billing rates are inclusive of labor and are as follows:

<u>UTILITY SERVICES</u>	<u>ADVANCE PAYMENT RATE</u>	<u>NORMAL RATE</u>
<u>ELECTRICAL OUTLETS (120V)</u>		
500 WATTS (5 AMPS)	\$100.00	\$150.00
1000 WATTS (10 AMPS)	\$166.00	\$250.00
1500 WATTS (15 AMPS)	\$194.00	\$292.00
2000 WATTS (20 AMPS)	\$223.00	\$334.00
<u>208 VOLTS SINGLE PHASE</u>		
20 AMPS	\$417.00	\$625.00
30 AMPS	\$500.00	\$747.00
60 AMPS	\$651.00	\$977.00
100 AMPS	\$840.00	\$1260.00
<u>208V THREE PHASE</u>		
10 Amp	\$377.00	\$561.00
15 Amp	\$434.00	\$645.00
30 Amp	\$663.00	\$994.00
60 Amp	\$970.00	\$1298.00
100 Amp	\$1138.00	\$1707.00
200 Amp	\$1453.00	\$2179.00
400 Amp	\$2357.00	\$3535.00

DISTRICT LABOR RATES

STRAIGHT TIME (MON-FRI 8:00AM – 4:30PM)	\$115.00
OVERTIME (HOLIDAYS, SAT/SUN, & MON-FRI 4:30PM-8:00AM)	\$230.00

NOTE: District reserves the right to revise any of the above rates (subject to a 10 day notification)



Contracted Events – June & July 2026

EVENT DATE(S)		EVENT NAME	RENTAL FEE	PARKING	F & B*	OTHER	TOTAL
JUNE 2026							
6/10/26	7/5/26	San Diego County Fair					
6/13/26	6/13/26	Pink Floyd Laser Spectacular – The Sound (2 shows)	\$8,437	\$1,088	\$11,030	\$2,465	\$23,019.52
6/13/26	6/13/26	Legends Private Event – Onward Energy			\$3,228		\$3,228.00
6/14/26	6/14/26	Stayin Alive – The Sound	\$8,437	\$608	\$4,402	\$880	\$14,327.02
6/17/26	6/19/26	Legends Private Event – Events Inspired			\$43,885		\$43,885.00
6/20/26	6/20/26	J Boog – The Sound	\$8,437	\$832	\$43,794	\$4,780	\$57,843.48
6/20/26	6/20/26	Legends Private Event – Promises2Kids			\$1,344		\$1,344.00
6/24/26	6/24/26	Legends Private Event – Rincon Senior Club			\$2,538		\$2,538.00
6/25/26	6/25/26	Legends Private Event – Trinity Realty Group			\$7,552		\$7,552.00
6/26/26	6/26/26	Don Carlos – The Sound	\$8,437	\$832	\$42,613	\$3,573	\$55,454.62
6/27/26	6/27/26	Karl Denson – The Sound	\$8,437	\$416	\$11,517	\$940	\$21,310.11
6/27/26	6/27/26	Legends Private Event – Summer Celebration			\$3,700		\$3,700.00
6/27/26	6/27/26	Legends Private Event – Wedding Celebration			\$17,483		\$17,483.00
6/28/26	6/28/26	Andrew Santino – The Sound (2 shows)	\$8,437	\$784	\$19,375	\$2,285	\$30,881.48
JULY 2026							
7/1/26	7/1/26	Andrew Dice Clay – The Sound	\$8,437	\$672	\$9,533	\$1,120	\$19,761.63
7/10/26	7/10/26	The Hip Abduction – The Sound	\$8,473	\$9,676	\$41,573	\$4,923	\$64,644.43
7/17/26	9/7/26	Del Mar Thoroughbred Club Summer Race Meet					
7/17/26	7/17/26	Opening Day Party – The Sound	\$4,050	\$1,512	\$25,575		\$31,136.74
7/26/26	7/26/26	The Stray Cats – The Sound	\$16,396	\$13,688	\$28,275	\$4,555	\$62,913.99

* Gross to District



Upcoming Contracted Events

EVENT DATE(S)		EVENT NAME
AUGUST 2026		
7/17/26	9/7/26	Del Mar Thoroughbred Club Summer Race Meet
8/5/26	8/5/26	Modest Mouse – The Sound
8/14/26	8/14/26	Yachtley Crew – The Sound
8/15/26	8/15/26	The Sword – The Sound
8/20/26	8/20/26	Little Stranger – The Sound
8/21/26	8/21/26	J.B. Smoove – The Sound
8/23/26	8/23/26	Legends Private Event – Chamber Magazine Launch
8/25/26	8/25/26	The Breeders – The Sound
8/28/26	8/28/26	Channel Tres – The Sound
SEPTEMBER 2026		
7/17/26	9/7/26	Del Mar Thoroughbred Club Summer Race Meet
9/9/26	9/11/26	Legends Private Event – 9/11 Foundation Day Fundraiser
9/10/26	9/10/26	Thievery Corporation – The Sound
9/10/26	9/13/26	Central Valley Reptile Expo
9/11/26	9/14/26	Bridal Bazaar
9/12/26	9/12/26	Legends Private Event – Wedding Celebration
9/14/26	9/23/26	La Mesa RV Sale
9/14/26	11/5/26	Pinery Pumpkin Patch
9/18/26	9/18/26	Peter Hook & The Light – The Sound
9/19/26	9/19/26	Seven Dust x Theory of a Deadman – The Sound
9/20/26	9/20/26	Soulwax – The Sound
9/21/26	9/21/26	Cowboy Junkies – The Sound
9/22/26	9/28/26	Just Between Friends Consignment Sale
9/23/26	9/23/26	Kruder & Dorfmeister – The Sound
9/24/26	9/24/26	Lynyrd Skynyrd & Loverboy – The Arena
9/24/26	9/24/26	DJ Shadow – The Sound
9/26/26	9/26/26	Legends Private Event – Grateful Table Gala
9/26/26	9/26/26	DJ Habibeats – The Sound
9/27/26	9/27/26	Dogstar – The Sound
9/29/26	9/30/26	Legends Private Event – Physicians Office Meeting
9/30/26	9/30/26	Jack White – The Sound



In the spring, the San Diego Business Journal called on its readers to nominate indispensable employees at their companies for a new awards program... Presented here are 145 finalists for an awards program we're calling The Indispensables. Our call to businesses was to nominate people outside the C-suite for recognition as innovators, change makers, problem solvers, mentors, department leaders, seasoned employees with institutional memory, rising stars and people who simply sweat the details.



JENNIFER HELLMAN

MARKETING DIRECTOR
DEL MAR FAIRGROUNDS

Jennifer Hellman is Marketing Director at the Del Mar Fairgrounds, host of the San Diego County Fair. She has held that position since 2016, after holding the positions of Media Buyer and Deputy Manager for more than 10 years before that. In October 2020, during the COVID pandemic, her Marketing Department went from a team of 13 down to just herself. For 19 months, Jennifer held down the fort at the Fairgrounds as a one-person Marketing Dept., while having to promote the 2021 Home Grown Fair, a mini-Fair of sorts, with no staff, relying solely on outsourced vendors. Today, Jennifer's Marketing Dept. is still a team of only three year-round permanent employees, who, with the support of an outsourced agency, produce the work previously created by a team of 13, all thanks to her leadership.



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

Date: August 13, 2026

TO: 22nd District Agricultural Association Board of Directors and CEO

SUBJECT: CDFA Legal Services Description

The CDFA Legal Office serves as the in-house counsel for District Agricultural Associations (DAAs) as part of the Department's oversight through the Fairs and Expositions Branch. CDFA Legal currently provides legal services to all of the DAAs across the state except the 22nd DAA / Del Mar and the 32nd DAA / OC Fair. The Legal Office provides comprehensive legal support to assist DAAs in meeting their governance, operational, regulatory, and compliance obligations.

The Legal Office offers a wide scope of legal services designed to support DAAs across all major areas of their operations. Attorneys assist with litigation matters, contract and real property issues, compliance requirements, personnel-related legal needs, and Public Records Act processing. This support ensures DAA Boards have consistent, timely access to experienced counsel for the full breadth of legal issues that may arise.

Services Provided

- Litigation support and coordination with the Attorney General's Office
- Review and drafting of contracts
- Review and development of lease and rental agreements
- Assistance with contract terminations, default notices, and eviction notices
- Preparation of debt and rent collection letters
- Liaison with the Department of General Services for real property acquisition and leasing
- Development and review of board meeting notices and agendas
- Bagley-Keene Open Meeting Law guidance
- Monthly board meeting attendance, including attending closed sessions involving litigation, real estate, and personnel matters
- Conflict of Interest and Form 700 analysis and determinations
- Public Records Act (PRA) processing, including review, redaction, and production of records





CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

- Routine employment, human resources, and EEO advisory support
- Liaison with EEO Office investigators
- Assistance with investigations involving harassment, discrimination, or hostile work environment claims
- Policy guidance and interpretation, including ADA compliance, Freedom of Expression, and cannabis event requirements
- Liaison with Department of Industrial Relations, state Office of Civil Rights, Employment Development Department and other regulatory or administrative agencies regarding complaints or inquiries

All communications, documents, and information shared between the DAA and the CDFA Legal Office are protected by attorney-client privilege and must be treated as confidential. Legal documents should be maintained securely and attorney communications should not be shared without Legal Office authorization.

The CDFA Legal Office is staffed with attorneys dedicated to supporting the DAAs. Senior Counsel Brandi Gragg and Staff Counsel Megan Nakao serve as full-time counsel for Fairs & Expositions and the DAAs, supported by Chief Counsel Haig Baghdassarian and Staff Counsel Peter Weber. The Legal Office anticipates adding a third dedicated F&E attorney.





Item 8-A-2: Board Officer Terms

[Action Item]

Proposed Change to Board Officer Election Timing

Move the annual elections for Board President and Vice President to December. This timing would better align Board leadership transitions with the organization's budgeting and operating cycles.

Benefits of a December Election

- **Alignment with budgeting:** Conducting elections in December better coordinates leadership changes with the annual budgeting cycle.
- **Completion of key activities:** The current Board President and Vice President can oversee the conclusion of the Fair and the summer and fall live race meets before leadership transitions.
- **Calendar-year continuity:** Beginning new officer terms with the calendar year supports consistency across Board committees and provides greater continuity for staff.



Item 8-B: Finance Committee Report

[Information Item]

Background:

The Finance Committee (“Committee”) is charged by the Board Chair with the following:

- Reviewing and monitoring financial data and information pertaining to 22nd DAA.
- Reviewing the CEO's proposed budget prior to presentation to the Board.
- Making recommendations to the Board regarding financial matters, including day-to-day land use decisions, to improve 22nd DAA's financial health.
- Developing and amending recommended financial policies for Board consideration.
- Reviewing and recommending insurance policies and programs for board consideration.

Process/Approach:

Accompanying this Committee Report are preliminary financial reports for May 2026. Figures are subject to final close adjustments.

- The Balance Sheet includes the consolidated activity of 22nd DAA, State Race Track Leasing Commission (SRTL), and Del Mar Race Track Authority (RTA).
- The Income Statement reflects only 22nd DAA operations and programs.

As previously 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 in reporting (for example, March is reported to the Board in May). Comparative data for fiscal years 2025 and 2024 are included to provide historical context.

About the Financial Statements

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

Executive Summary

The 22nd DAA's overall financial position for May 2026 is favorable relative to the approved budget. Monthly operations fell short of expectations by \$107K for the month; but for the year the District exceeds expectations by \$2.4M.

Monthly Performance (May 2026)

In May, revenues fell short of the budget by 5%, or \$74K. This unfavorable variance was primarily driven by lower food and beverage revenues of \$59K and Facility Rental revenues of \$25K for the month.

<u>Category</u>	<u>Status</u>	<u>Variance</u>	<u>Notes</u>
Total Revenues	●	-5% / -69K	Lower F&B and Facility Rental (lower non-fair facility rent, RV rental offset by higher revenues by HITS and the Sound).
Operating Expenses Savings	●	-1% / -\$37K	Excess savings in payroll are offset by insurance and marketing expenses.
Food & Beverage Revenues	●	-15% / -\$59K	Budgeted MIR International event did not return in 2026. Savings in F&B expenses covered shortfall in revenues.
Facility Rentals Revenues	●	-10% / -\$26K	Lower non-fair facility rent, RV rental offset by higher revenues by HITS and the Sound.
Parking Revenues	●	+16% / +\$56K	Three extra shows at the Sound for the month and Foodieland event.

Year-to-Date Performance (Jan–May 2026)

For fiscal year 2026, results remain favorable compared to the budget by approximately \$2.4 million. This variance is primarily expense-driven, with year-to-date costs running 9% below forecast, or \$1.6 million. Cost savings were realized across payroll, contracted professional services, and supplies. Total revenues also exceeded budget by 12%, or \$908K, led by strong performance in Food and Beverage and parking, which collectively surpassed budget by \$424K. In March, the District received an unbudgeted \$274K HPA Grant Reimbursement from the City of Del Mar. These funds, per the current MOU, reimburse the District for feasibility studies regarding affordable housing development on its property.

<u>Category</u>	<u>Status</u>	<u>Variance</u>	<u>Notes</u>
Total Revenues	●	+11% / +\$823K	Higher F&B, Parking, interest revenues, and HPA grant from City of Del Mar.
Operating Expenses	●	-8% / -\$1.6M	Expense savings across multiple areas
Concessions Revenue	●	+14% / +\$254K	19 additional interim events in February and March.
Payroll & Related	●	-11% / -\$740k	Vacancies, reduced temp labor, and lower professional development costs.
Insurance Expense	●	-19% / \$169K	Workers Comp insurance 37K, GL insurance higher by \$24K, and DGS admin fee \$50K.
Professional Services	●	-1% / -\$48K	Reduced expenses to date and lower F&B costs.
Facility Related Revenues	●	-1% / -\$50K	Bridal Bazaar moved from April and addition of Sumo Sushi in February.
Parking Revenues	●	+9% / +\$169K	Generally better parking attendance, addition of Sumo Sushi and increased shows at the Sound.

Key Definitions

- Restricted Cash (RTA): Funds held in trust to cover Race Track Authority bond obligations.
- Deferred Revenue: Advance payments for future events, recognized in the event month.
- Accrued Employee Leave: Current value of accrued leave owed upon separation.

Legend

- Favorable financial impact (better than budget)
- Neutral financial impact / on target
- Unfavorable financial impact (worse than budget)

22nd DAA
Consolidated Balance Sheet (DAA, RTA, RTLC)
As of May 31, 2026

	2026	2025	2024
Assets			
1 Cash	\$ 23,795,501	\$ 30,103,690	\$ 31,187,170
Reserves - BOD as DAA Reserved Funds	11,250,000	-	-
Reserves - Surf & Truf Utility	138,258	-	-
Restricted Cash - JLA	132,705	79,127	60,350
2 Restricted Cash - F&B Equipment Fund	19,998	18,718	51,157
3 Restricted Cash - RTA	9,134,487	10,196,561	11,436,652
Total Cash and Cash Equivalents	44,470,948	40,398,095	42,735,329
Accounts Receivable	1,629,991	1,710,110	1,082,711
Prepaid Expenses	1,293,882	957,599	903,145
4 Deferred Outflows Pension	7,899,241	7,899,241	7,035,722
Total Current Assets	10,823,114	10,566,950	9,021,578
Land and Land Improvements	46,612,707	46,998,212	45,178,212
Building and Improvements	217,732,667	218,329,352	217,564,033
Equipment	41,836,834	41,295,055	39,296,361
Capital Projects in Process	2,089,225	2,364,566	4,791,602
Accumulated Depreciation	(212,664,159)	(206,680,681)	(196,012,420)
Total Capital Assets	95,607,274	102,306,503	110,817,788
Total Assets	\$ 150,901,336	\$ 153,271,548	\$ 162,574,695
Liabilities			
Accounts Payable	6,423,562	7,405,882	6,062,648
Payroll Liabilities	1,646,324	1,603,810	1,596,078
Accrued Liabilities	1,710,297	1,652,829	1,757,040
Other Current Liabilities	939,970	964,042	1,031,688
6 Deferred Revenue	9,384,132	10,394,264	8,377,654
5 Current Long Term Debt	1,291,581	1,181,547	1,996,780
7 Accrued Employees Leave Liabilities	1,429,284	1,320,048	1,419,362
8 Long Term Debt	51,164,704	54,170,353	56,994,275
Reserve - F&B Equipment Fund	427,129	120,842	18,859
Reserve - JLA	82,783	60,691	43,292
4 Pension Liability	25,529,102	25,500,051	21,443,814
4 Deferred Inflows - Pension	1,753,746	1,753,746	1,717,258
Total Liabilities	101,782,614	106,128,103	102,458,746
Net Resources			
Contributed Capital	78,895,171	78,877,171	78,877,171
Less Contributed Capital to RTA	(34,358,470)	(34,358,470)	(34,358,470)
Net Resources - Unrestricted	17,302,794	22,863,164	11,515,553
Investment in Capital Assets	(3,891,786)	(3,891,786)	(3,891,091)
	57,947,708	63,490,079	52,143,163
Net Proceeds from Operations	(8,828,986)	(16,346,634)	7,972,786
Total Net Resources	49,118,722	47,143,445	60,115,949
Total Liabilities and Net Resources	\$ 150,901,336	\$ 153,271,548	\$ 162,574,695

1- Minimum Operating Fund Balance (Policy 4.05) requirement is \$19.933M.

2- Per Food & Beverage Services agreement, 1.50% of all Gross Revenues for unexpected or emergency expenses, including repair and maintenance of equipment.

3- Per bond Pledge Agreement, maintain Reserve account and District cash separately equal to at least Maximum Annual Debt Service.

4- Information provided by CDFA/State Controllers Office; results from changes in components of net pension liability; applicable to a future reporting period.

5- Current portion of long-term debt due within the next 12 months.

6- Advance payments for events/activities in the future.

7- Due to employees at time of separation for paid leave balances.

8- RTA Bonds \$27.3M; Ibank WQI \$5.7M; Ibank Sound \$12.6M; Premier \$1.1M; Energy Efficiency \$2.9M; CalPers SB84 \$1.5M.

22nd DAA
Consolidated Balance Sheet (DAA, RTA, RTLC)
As of June 30, 2026

	2026	2025	2024
Assets			
1 Cash	\$ 38,236,236	\$ 45,132,793	\$ 39,527,468
Reserves - BOD as DAA Reserved Funds	11,250,000	-	-
Reserves - Surf & Truf Utility	153,620	-	-
Restricted Cash - JLA	449,653	729,311	57,449
2 Restricted Cash - F&B Equipment Fund	20,827	29,598	51,157
3 Restricted Cash - RTA	9,149,783	10,218,623	11,469,597
Total Cash and Cash Equivalents	59,260,119	56,110,326	51,105,670
Accounts Receivable	990,930	1,904,120	10,844,219
Prepaid Expenses	1,228,345	811,882	698,920
4 Deferred Outflows Pension	7,899,241	7,899,241	7,035,722
Total Current Assets	10,118,516	10,615,243	18,578,861
Land and Land Improvements	46,612,707	46,998,212	45,178,212
Building and Improvements	217,732,667	217,736,341	217,564,033
Equipment	41,902,106	41,332,347	39,358,262
Capital Projects in Process	2,089,225	2,364,566	4,753,952
Accumulated Depreciation	(212,664,159)	(207,575,525)	(196,876,513)
Total Capital Assets	95,672,546	100,855,940	109,977,946
Total Assets	\$ 165,051,181	\$ 167,581,509	\$ 179,662,478
Liabilities			
Accounts Payable	14,036,642	14,316,121	13,926,692
Payroll Liabilities	2,804,061	2,754,788	3,067,304
Accrued Liabilities	1,715,753	1,639,964	1,742,537
Other Current Liabilities	1,340,854	1,593,828	715,526
6 Deferred Revenue	2,336,490	2,163,523	5,765,089
5 Current Long Term Debt	1,291,581	1,181,547	1,996,780
7 Accrued Employees Leave Liabilities	1,478,403	1,263,345	1,091,424
8 Long Term Debt	51,164,704	54,170,353	56,994,275
Reserve - F&B Equipment Fund	480,367	119,162	71,212
Reserve - JLA	82,783	60,691	43,292
4 Pension Liability	25,529,102	25,517,993	21,461,305
4 Deferred Inflows - Pension	1,753,746	1,753,746	1,717,258
Total Liabilities	104,014,485	106,535,061	108,592,693
Net Resources			
Contributed Capital	78,895,171	78,877,171	78,877,171
Less Contributed Capital to RTA	(34,358,470)	(34,358,470)	(34,358,470)
Net Resources - Unrestricted	17,302,794	22,863,164	11,515,553
Investment in Capital Assets	(3,891,786)	(3,891,786)	(3,891,786)
	57,947,708	63,490,079	52,142,468
Net Proceeds from Operations	3,088,988	(2,443,631)	18,927,316
Total Net Resources	61,036,696	61,046,448	71,069,784
Total Liabilities and Net Resources	\$ 165,051,181	\$ 167,581,509	\$ 179,662,478

1- Minimum Operating Fund Balance (Policy 4.05) requirement is \$19.933M.

2- Per Food & Beverage Services agreement, 1.50% of all Gross Revenues for unexpected or emergency expenses, including repair and maintenance of equipment.

3- Per bond Pledge Agreement, maintain Reserve account and District cash separately equal to at least Maximum Annual Debt Service.

4- Information provided by CDFA/State Controllers Office; results from changes in components of net pension liability; applicable to a future reporting period.

5- Current portion of long-term debt due within the next 12 months.

6- Advance payments for events/activities in the future.

7- Due to employees at time of separation for paid leave balances.

8- RTA Bonds \$27.3M; Ibank WQI \$5.7M; Ibank Sound \$12.6M; Premier \$1.1M; Energy Efficiency \$2.9M; CalPers SB84 \$1.5M.

22nd DAA
Income Statement
For the Period Ending May 31, 2026
DAA

	May 2026			Year-to-Date			Full 2026
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
REVENUES							
Admissions Revenue	462	0	462	462	0	462	14,882,630
<i>Gates</i>	462	0	462	462	0	462	14,882,630
Concessions Revenue	350,558	407,096	(56,537)	2,073,694	1,815,941	257,753	47,404,003
<i>Food & Beverage Contract</i>	340,657	399,496	(58,838)	2,038,047	1,783,941	254,105	22,860,746
Facility Rentals Revenue	244,278	270,118	(25,840)	1,899,334	1,864,027	35,307	9,259,914
Leases Revenue	52,018	56,827	(4,809)	271,539	283,527	(11,988)	688,114
Program Revenues	547,863	534,894	12,969	2,704,810	2,535,583	169,227	8,857,303
<i>Parking</i>	400,456	344,750	55,706	2,138,713	1,968,743	169,970	8,013,563
<i>Participation Fees</i>	83,565	122,144	(38,579)	301,922	271,840	30,082	273,740
<i>Satellite Wagering</i>	63,842	68,000	(4,158)	264,175	295,000	(30,825)	507,000
OPERATING REVENUE TOTALS	1,195,179	1,268,935	(73,756)	6,949,839	6,499,078	450,760	81,091,963
Contributions	6,000	7,800	(1,800)	224,350	242,300	(17,950)	1,880,600
<i>Sponsorships</i>	4,050	3,900	150	212,150	219,500	(7,350)	1,407,800
Other Non-Operating Revenue	13,554	12,893	661	456,763	302,737	154,026	1,226,705
<i>Interest Earnings</i>	0	0	0	371,137	247,500	123,637	990,000
Reimbursed Costs	69,958	63,806	6,152	655,523	384,395	271,128	1,971,192
Prior Year Revenue	0	0	0	50,232	0	50,232	0
NON-OPERATING REVENUE TOTALS	89,512	84,499	5,013	1,386,869	929,432	457,437	5,078,497
TOTAL REVENUE	1,284,691	1,353,434	(68,743)	8,336,707	7,428,510	908,197	86,170,460
EXPENSES							
Payroll & Related Expense	1,656,073	1,830,452	174,379	6,337,768	7,077,741	739,973	19,340,798
<i>Professional Development</i>	6,853	18,450	11,597	49,502	146,199	96,697	286,599
Professional Services Expense	1,407,733	1,310,461	(97,272)	5,134,950	5,181,650	46,700	29,193,709
<i>Food & Beverage Expense</i>	568,507	656,136	87,628	2,698,098	2,844,570	146,472	18,871,587
Insurance Expense	250,481	161,104	(89,377)	1,057,239	888,848	(168,391)	2,222,077
Facility & Related Expense	565,673	513,489	(52,184)	1,902,638	1,929,135	26,497	7,087,323
<i>Equipment & Small Wares</i>	968	0	(968)	13,177	0	(13,177)	0
<i>Telephone & Internet</i>	8,089	8,894	805	40,967	43,935	2,968	106,918
<i>Repairs & Maintenance</i>	147,306	88,146	(59,160)	380,244	483,630	103,386	918,552
<i>Utilities</i>	369,423	322,500	(46,923)	1,387,317	1,249,500	(137,817)	3,910,000
Supplies Expense	354,942	366,601	11,659	841,828	1,269,796	427,968	1,791,386
Marketing & Related Expense	342,523	235,108	(107,414)	567,566	819,721	252,155	1,409,606
Program Expenses	52,155	115,013	62,858	241,766	389,034	147,269	17,326,038
<i>Artists & Entertainment</i>	0	0	0	21,000	0	(21,000)	5,813,500
Other Operating Expense	124,678	184,485	59,807	537,699	665,897	128,198	2,726,623
<i>Bank & Service Fees</i>	59,161	106,175	47,014	216,363	285,347	68,984	1,868,283
<i>Interest Expense</i>	65,517	68,310	2,793	321,150	341,550	20,400	809,440
OPERATING EXPENSE TOTALS	4,754,256	4,716,713	(37,543)	16,621,452	18,221,822	1,600,369	81,097,561
Other Non-Operating Expense							
<i>Prior Year Expense</i>	386	0	(386)	79,814	0	(79,814)	0
NON-OPERATING EXPENSE TOTALS	386	0	(386)	79,814	0	(79,814)	0
TOTAL EXPENSE	4,754,642	4,716,713	(37,929)	16,701,266	18,221,822	1,520,556	81,097,561
NET INCOME (LOSS)	(3,469,951)	(3,363,279)	(106,672)	(8,364,558)	(10,793,311)	2,428,753	5,072,900

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

22nd DAA
Income Statement
For the Period Ending May 31, 2026
The Sound

	May 2026			Year-to-Date			Full 2026
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
REVENUES							
Concessions Revenue	95,018	74,003	21,015	709,846	666,031	43,815	1,998,093
<i>Food & Beverage Contract</i>	95,018	74,003	21,015	709,846	666,031	43,815	1,998,093
Facility Rentals Revenue	36,255	25,311	10,944	248,918	227,799	21,119	632,775
Program Revenues	43,820	24,900	18,920	233,116	224,100	9,016	631,800
<i>Parking</i>	43,820	24,900	18,920	233,116	224,100	9,016	631,800
OPERATING REVENUE TOTALS	175,093	124,214	50,880	1,191,879	1,117,930	73,950	3,262,668
Other Non-Operating Revenue	830	0	830	4,650	0	4,650	0
Reimbursed Costs	713	0	713	5,324	0	5,324	0
NON-OPERATING REVENUE TOTALS	1,543	0	1,543	9,974	0	9,974	0
			0				
TOTAL REVENUE	176,636	124,214	52,422	1,201,853	1,117,930	83,923	3,262,668
EXPENSES							
Payroll & Related Expense	0	0	0	772,596	742,398	(30,198)	1,247,642
Professional Services Expense	48,729	46,836	(1,893)	304,028	395,917	91,889	1,168,598
<i>Food & Beverage Expense</i>	48,229	46,836	(1,393)	295,465	395,917	100,452	1,168,598
Insurance Expense	0	0	0	82,391	42,283	(40,108)	71,240
Facility & Related Expense	973	1,200	227	15,628	6,000	(9,628)	12,000
<i>Equipment & Small Wares</i>	78	0	(78)	2,556	0	(2,556)	0
<i>Repairs & Maintenance</i>	895	1,200	305	12,716	6,000	(6,716)	12,000
Supplies Expense	2,739	500	(2,239)	12,949	2,000	(10,949)	14,500
Program Expenses	0	0	0	0	0	0	61,800
Other Operating Expense	46,163	45,100	(1,063)	223,989	226,928	2,939	531,560
<i>Bank & Service Fees</i>	4,089	1,800	(2,289)	13,620	10,428	(3,192)	16,760
<i>Interest Expense</i>	42,074	43,300	1,226	210,369	216,500	6,131	514,800
OPERATING EXPENSE TOTALS	98,605	93,636	(4,968)	1,411,582	1,415,527	3,945	3,107,339
Other Non-Operating Expense							
NON-OPERATING EXPENSE TOTALS	0	0	0	270	0	(270)	0
TOTAL EXPENSE	98,605	93,636	(4,968)	1,411,852	1,415,527	3,675	3,107,339
NET INCOME (LOSS)	78,031	30,577	47,454	(209,998)	(297,597)	87,598	155,328

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

Note 1: In May, The Sound hosted six shows, whereas the budgeted assumption was for three. Year-to-date, The Sound has hosted 29 shows, compared to 27 forecasted in the budget.

Food & Beverage Report May-26

May 2026 Food Service Revenues were \$340,657. Budgeted Revenues for May 2026 were \$399,496

Net distribution to the District for May 2026 was (\$231,901) or -68.1%. Budgeted distribution for May 2026 was (\$256,640) or -64.2%.

Year-to-date 2026 distribution to the District is (\$693,262) or -34.0%. The budgeted distribution for YTD 2026 was (\$1,060,627) or -59.5%.

May-26	2026 ACTUAL	%	2026 BUDGET	%	2025 ACTUAL	%
TOTAL REVENUE	340,657	100.0%	399,496	100.0%	424,439	100.0%
TOTAL COGS	84,310	24.7%	95,408	23.9%	103,530	24.4%
GROSS MARGIN	256,347	75.3%	304,087	76.1%	320,909	75.6%
TOTAL PAYROLL	393,709	115.6%	448,154	112.2%	384,144	90.5%
OPERATING EXPENSES	127,668	37.5%	149,236	37.4%	128,592	30.3%
NET PROFIT	(265,029)	-77.8%	(293,303)	-73.4%	(191,827)	-45.2%
CLIENT DISTRIBUTION	(231,901)	-68.1%	(256,640)	-64.2%	(167,849)	-39.5%

YTD	2026 ACTUAL	%	2026 BUDGET	%	2025 ACTUAL	%
TOTAL REVENUE	2,038,046	100.0%	1,783,941	100.0%	1,579,955	100.0%
TOTAL COGS	356,744	17.5%	356,343	20.0%	291,779	18.5%
GROSS MARGIN	1,681,302	82.5%	1,427,598	80.0%	1,288,176	81.5%
TOTAL PAYROLL	1,788,094	87.7%	2,015,885	113.0%	1,816,552	115.0%
OPERATING EXPENSES	685,508	33.6%	623,858	35.0%	666,795	42.2%
NET PROFIT	(792,300)	-38.9%	(1,212,145)	-67.9%	(1,195,171)	-75.6%
Y-T-D CLIENT DISTRIBUTION	(693,262)	-34.0%	(1,060,627)	-59.5%	(1,045,775)	-66.2%



Item 8-B-1: Finance Committee Meetings Recap

[Information Item]

Item 8-B-2: Additional Monthly Labor Costs

[Action Item]

The Finance Committee met briefly on June 25 to discuss fair financials and possible ideas to increase revenues in the future. The committee charged staff with reviewing and developing cost savings and revenue generating ideas specifically through evaluating the rent structure of food concessionaires and how it correlates to location. Staff is currently working on some analysis and will bring ideas to the September meeting.

The Finance Committee met again on August 3 to discuss the following topics:

1. Minimum wage will be increasing to \$17.50 per hour in 2027. Staff anticipates an impact to the 2027 budget as a result.
2. Staff presented the committee with a plan for what have been identified as short-term hiring and position changes needed. Currently, there are only 65 regular full-time employees. This proposal equates to 10 new positions and 10 promotions due to added responsibilities with a total budget impact of \$27,767 per month. These needs take into account previously budgeted positions as well as changes in staff that have occurred over the past several months. Additional positions needed after this round will be proposed in the 2027 budget.
3. Staff presented a number of data points in regard to historical food concession performance and placement at the fair at the committee's request. Currently, all food concessions at the fair pay rent in the form of 25% of gross before taxes. The discussion was around the ability to increase the net to the district by identifying premium locations within the fair that could command a higher rent base. Staff have been directed to identify premium and standard concession locations and rent model possibilities and share those at the September committee meeting. From there, the Finance Committee can evaluate whether the current revenue share structure is maximizing return to the District and bring the analysis back to the full Board.

4. Other items the Finance Committee discussed include looking closely at service contracts over \$500,000 for additional financial analysis and oversight, studying how the District can better measure and maximize the value of its real estate and physical space, including metrics such as linear feet, square footage, location and financial return to the District and reviewing vendor concentration and competition. Currently there are 115 food concession booths operated by 75 companies and the committee wants to study whether expanding participation closer to 100 companies could create more opportunity for vendors, broaden the offerings for guests and potentially increase revenue to the District. The committee's goal is to evaluate these issues through a "Fairgrounds First" lens and determine whether any future policy recommendations could improve competition, opportunity and financial return to the District.

Short Term Positions Needed

Public Safety

Promotion - Event Services Supervisor to Supervisor I

Promotion - Security Guards to Lead Guards (5)

New Position - Event Services Supervisor

Ticketing

Promotion - Event Services Supervisor to Supervisor I

New Position - Event Coordinator

Production and Entertainment

Promotion - Event Services Supervisor to Supervisor I

Human Resources

New Position - Personnel Tech

Agriculture, Arts & Education

New Position - Graphic Designer II

Marketing

New Position - Information Officer II

New Position - Facility Marketing Representative

New Position - Office Technician

Sales and Rentals

Promotion - Event Services Supervisor to Supervisor I

New Position - Event Coordinator

Contracts and Compliance

New Position - Analyst II

Career Executive Assignments

New Position - CFO

Promotion - COO from Level A to Level B

Total Expense **\$92,907**

Positions budgeted but not needed

Information Officer I

Deputy Manager I

AGPA HR

CEA Level A

CEA Level A

Total Savings \$65,140

Total Budget
Impact **\$27,767**

*Fringe benefit amount included

**All figures are per month

DEL MAR **2050**
Fairgrounds PLANNING FOR THE FUTURE

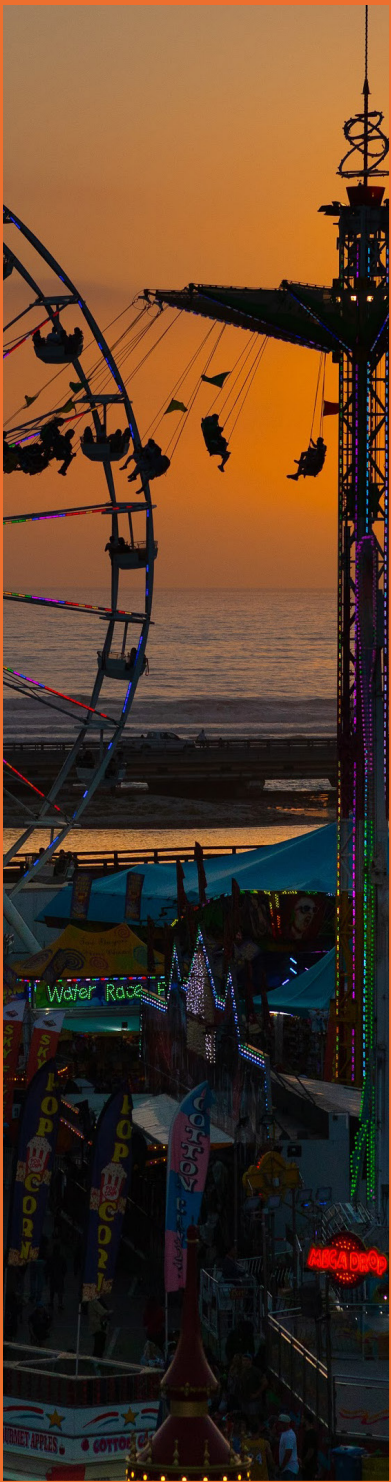
PUBLIC OUTREACH REPORT

AUGUST 2026



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Executive Summary

The Del Mar Fairgrounds is one of San Diego County's most cherished regional assets — a gathering place deeply rooted in community identity and shared experiences. As the region grows and expectations evolve, the community is sending a clear message: the Fairgrounds must modernize to remain relevant and inclusive over the next 25–30 years, but that change must be grounded in the values that made it beloved in the first place.

In response, the 22nd District Agricultural Association (22nd DAA) launched Fairgrounds 2050 in Spring 2024 to establish a community-informed foundation for the next Master Site Plan. To date, more than 3,100 residents, stakeholders, technical experts, and opinion leaders have participated through an extensive and inclusive outreach effort. Engagement has included key opinion leader interviews, large-scale public interaction at the Fair, nine regional open houses, elected-official briefings, online comment cards, and a statistically valid countywide survey balanced across demographic quotas.

The objectives of this effort were clear:

- Understand what the public values most about the Fairgrounds today
- Identify priorities, expectations, and concerns for its future
- Surface technical, environmental, and regulatory considerations
- Generate actionable guidance for the Master Site Plan
- Build trust through transparent, two-way communication



What the Community is Telling Us

Across every outreach method, a consistent and compelling set of messages emerged:

The Fairgrounds is a treasured community asset.

Residents across the County view the Fairgrounds as an inclusive, family friendly, and culturally significant gathering place. Its association with the annual San Diego County Fair and live horse racing meets anchors broad goodwill, even among those who visit infrequently.

The community is ready for reinvention.

There is a strong openness to a new Master Site Plan. Participants consistently expressed interest in flexible, multipurpose spaces, upgraded amenities, and expanded year-round programming that reflects the diversity of San Diego County. At the same time, participants expressed that modernization must reinforce the Fairgrounds' civic identity and iconic values.

Financial sustainability is important.

Across all demographics, the fact that the 22nd DAA does not receive taxpayer funds is well received. The public understands the 22nd DAA's needs to diversify and broaden revenue. This effort is ranked as a top priority by community members across all modes of outreach.

Access and affordability are critical.

Transportation, parking, and accessibility were repeatedly cited as top barriers to attending more events and activities at the Fairgrounds. In addition, many respondents expressed concerns around affordability for families, seniors, and youth. It was consistently emphasized that in any new Master Site Plan, the 22nd DAA will have to provide clear and direct solutions to how accessibility — both physical and financial — is addressed and planned for.

Opportunity comes with firm boundaries.

While modernization of the property is generally welcomed, the details of potential commercial property features did not rank as highly as priorities in the eyes of respondents. This means details may matter, and broad concepts such as retail expansion, lodging, and on-site housing may require further detail and explanation. The public desires year-round activation, but also values the open space and tradition at the Del Mar Fairgrounds.

The outreach itself built trust.

Through the initial Fairgrounds 2050 public input process, community leaders, elected officials, and residents praised the scope and sincerity of this engagement. Participants consistently expressed a desire for continued transparency and inclusion as planning advances.

The Bottom Line

Based on the initial feedback, the community has granted permission to modernize, if change is equitable, accessible, environmentally responsible, and respectful of the Fairgrounds' identity. Moving forward will require investments in access and affordability, prioritization of flexible and inclusive programming, clearly defined policy guardrails around commercialization and housing, and a sustained commitment to transparent public engagement. These decisions will set the compass for the Master Site Plan and determine how effectively the Fairgrounds continues to serve San Diego County for generations to come.





Outreach Background

By early 2024, Bodewell Group (formerly Southwest Strategies Group) was enlisted to embark on the process in partnership with the 22nd DAA Board of Directors and staff. To guide the entire project, the Board adopted a set of 16 guiding principles, the first of which states that the 22nd DAA will remain committed to serving the community and that there will be a broad, countywide community outreach and input process to serve as the foundation of the master site planning process.

Through the Fairgrounds 2050 public input process, Bodewell Group (BWG) and the 22nd DAA sought to involve residents and stakeholders from across San Diego County and provided multiple opportunities and ways to engage to ensure the broadest possible reach. The team prioritized strategies designed to “meet the public where they are.” This included in-person input opportunities — such as outreach during the annual San Diego County Fair and town-hall style meetings in nine different communities — as well as digital surveys. Through this comprehensive effort, the team built a foundation of qualitative and quantitative data that can help inform and shape the next phases of the master site planning process.

The outreach team also crafted the Fairgrounds 2050 Roadmap, seen below, to break down the proposed steps of the master site planning process.

During the Listening Session Tour, the 22nd DAA employed the following outreach tactics, which are described in more detail later in this report.

- **Key Opinion Leader Audit**

- » Prior to beginning formal public outreach, the outreach team facilitated private and confidential discussions with influential regional stakeholders and elected officials. This allowed these “key opinion leaders” to speak candidly about their perceptions of the 22nd DAA and opportunities and challenges that should be considered in the master site planning process.

- **2024 San Diego County Fair Vision Wall and Survey**

- » At the 2024 Fair, BWG staffed a “Vision Wall” activation to seek the input of Fair guests crossing into the Fair’s family area. Guests could also scan QR codes located throughout the Fairgrounds to participate in an online survey with the same set of questions. These simple activities provided valuable data and engaged hundreds of attendees of the 22nd DAA’s biggest and longest-running annual event.

- **Countywide Outreach**

- » To ensure that communities across San Diego County were represented and given the opportunity to learn about Fairgrounds 2050, the team performed outreach to more than 110 elected officials and community leaders. This included presenting to all 18 city councils and holding open discussions with community organizations and formal community-based organizations.

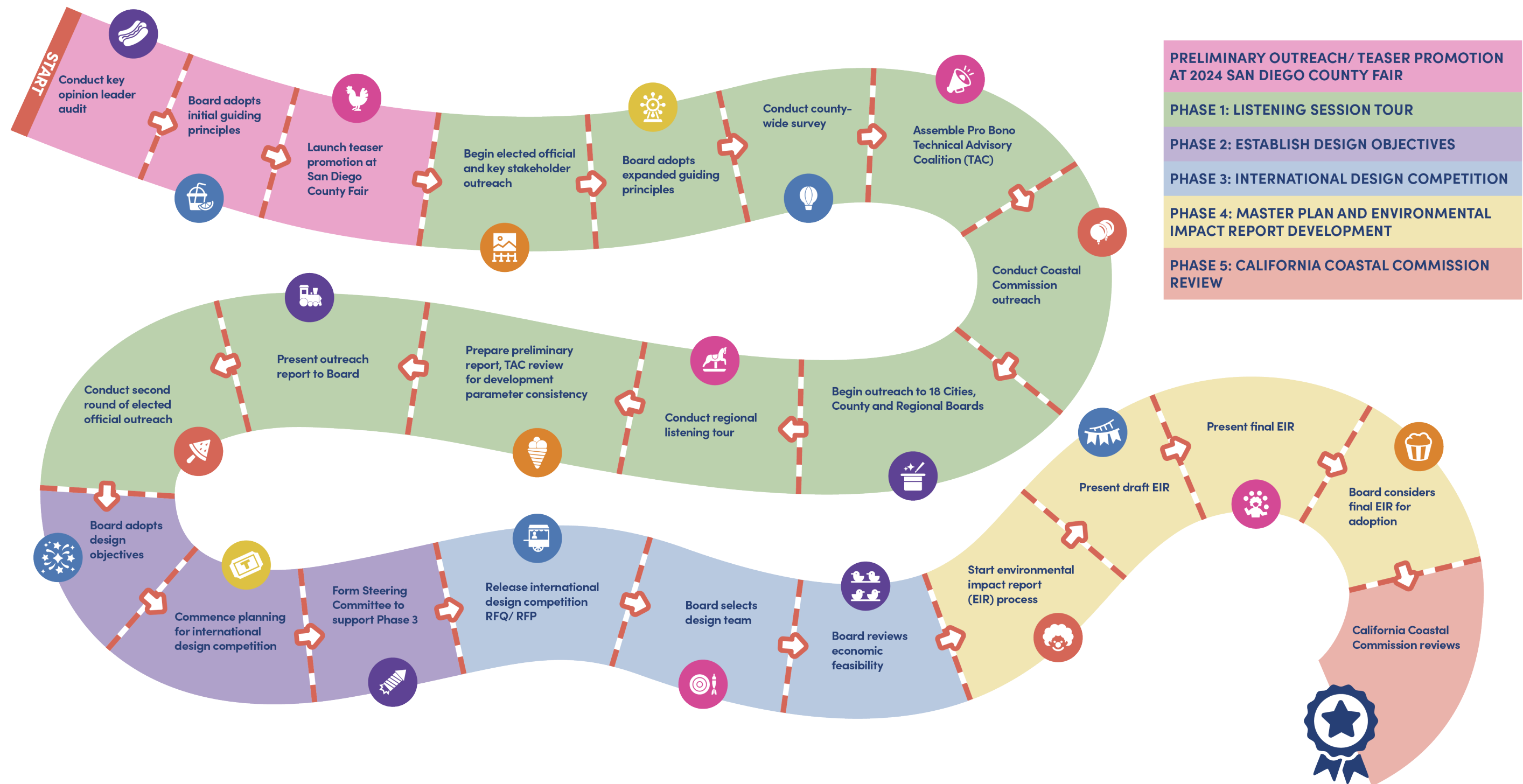
- **Regional Open House Series**

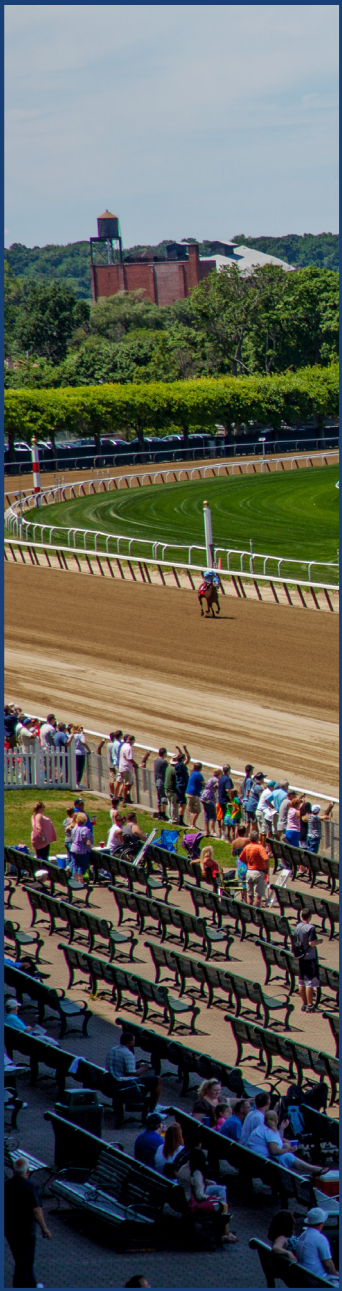
- » To reach County residents in their own communities, the 22nd DAA embarked on a Regional Open House Series, hosting nine events in nine different San Diego County communities. The events offered attendees the chance to speak with 22nd DAA staff and engage in multiple input opportunities, including a survey, comment cards, a “Hopes and Dreams” activity and more. Promotion of these events included paid social media and website advertising, as well as outreach to organizations, elected officials, and other community partners.

- **Countywide Polling**

- » The 22nd DAA enlisted an outside firm to conduct a comprehensive public survey of 600 San Diego County adults to gauge community perceptions, priorities, and expectations regarding the Fairgrounds and the development of a new Master Site Plan. The survey was statistically representative of the County’s demographics, with respondents accessing the survey across multiple modes and in multiple languages.

Fairgrounds 2050 Outreach Timeline Map





Key Opinion Leader Audit Summary

Overview

BWG partnered with the 22nd DAA to gain the necessary perspective of community leaders, which can provide critical insight but may be difficult to obtain without a framework for confidentiality and discretion.

To obtain this valuable input, BWG facilitated private and confidential discussions with influential regional stakeholders, including elected officials, who could speak candidly about their perceptions of the 22nd DAA, the opportunities for Fairgrounds 2050, and the challenges the 22nd DAA should consider. These conversations were facilitated by BWG in confidence with the individual community leaders, allowing participants to provide feedback candidly to a third party. To execute this program, BWG conducted 30 private conversations with key opinion leaders across San Diego County to better understand how the 22nd DAA is perceived by these individuals, giving them the opportunity to identify its strengths, weaknesses, and credibility.

The insights from this research helped guide the 22nd DAA both in its communication with regional leaders and in the outreach that followed this initial step, and will ultimately inform its decision-making as it develops a new Master Site Plan.

Methodology

BWG conducted interviews using a standardized questionnaire to assess perceptions of the 22nd DAA and identify opportunities

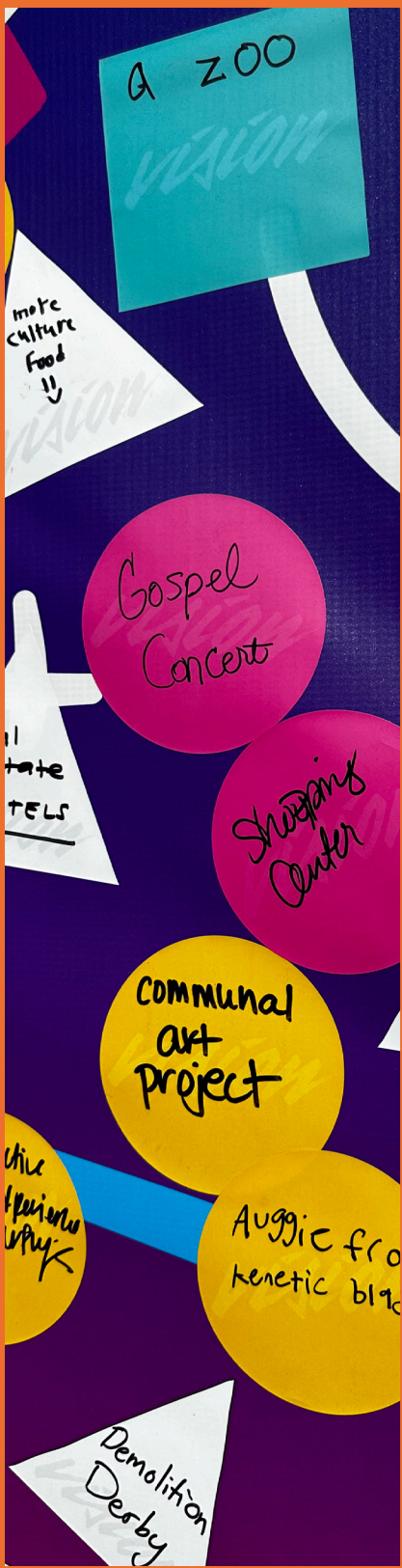
for improvement. A total of 30 participants were surveyed, including elected officials and leaders from business, environmental, and community organizations.

Findings

While opinions of key officials and leaders in San Diego County varied, they unified on one key theme: master site planning. The vast majority of respondents agreed that a new Master Site Plan and a new vision for the property would benefit the region. Beyond that, the team was able to identify important insight into use trends, environmental and transit priorities, and perceptions regarding funding. Key insights from the survey are as follows:

- **Familiarity:** The Fair and horse racing dominate awareness in terms of the Del Mar Fairgrounds' offerings.
- **Event offerings beyond the Fair and horse racing:** Some respondents were familiar with concerts, holiday events, large shows, equestrian events, expos, COVID-19 response, wildfire and disaster response efforts, and more.
- **Strongest opinions:** Horse racing, traffic, and affordable housing elicited the most passionate opinions on both ends of the spectrum.
- **Attendance:** Generally, respondents do not attend the venue frequently.
- **Operations:** Large event management is a strength for the 22nd DAA and the venue.
- **Identity:** Respondents are under the perception that the property is seasonal and does not operate year-round.
- **People like transit:** Most respondents support the idea of a train stop at the Fairgrounds and are supportive of a permanent full-time solution.
- **Financial self-sufficiency:** Operating free of taxpayer support is viewed positively.
- **Disaster response:** People appreciate the value the Fairgrounds holds as a regional asset in emergency response situations.
- **Water quality infrastructure investments:** Investments that demonstrate stewardship of the Fairgrounds' sensitive region are received positively — if people know about them.
- **Regional asset:** Respondents feel the general public have a favorable opinion of the Fairgrounds as a regional asset/venue.

For the full report and more details on the findings, please refer to **Appendix A**.



2024 SD County Fair Vision Wall Activity & Survey Summary

Overview

To meet people where they are, the 22nd DAA activated an extensive public outreach effort during the 2024 San Diego County Fair. This amounted to more than 117 hours of active engagement over 13 days and resulted in more than 1,300 total data points.

The goal was simple: provide a low-effort, interactive, and memorable way for stakeholders to share their vision for the future of the Fairgrounds, while allowing them to perceive the ideas of others and learn more about the master site planning process. The “Vision Wall,” installed near the crossover to Family Funville, was developed as a way that attendees — especially families — could engage with staff and write their ideas down. This successful installation provided early data for the 22nd DAA to use in its Master Site Plan development and helped to promote the master site planning process.

Methodology

Staff used data from its six-question survey and open-ended Vision Wall to identify recurring themes and community preferences. The review focused on trends related to property use, visit frequency, favorite activities, and overall perceptions of the property.

QR codes to the survey were also posted throughout the Fair and later included in Del Mar Thoroughbred Club live race meet programs to capture additional feedback.

This report synthesizes these insights to provide the 22nd DAA with a comprehensive understanding of public recommendations for future Fairgrounds planning, highlighting both the most common themes and the wide range of unique individual responses gathered during the outreach effort.

Findings

The Vision Wall outreach generated a total of 714 survey responses and 654 written comments, totaling more than 1,368 pieces of public feedback. Analysis of this input revealed important insights into:

- How often visitors come to the Fairgrounds
- Fair attendees' favorite events and locations
- Community recommendations for future land uses
- Where visitors are traveling from
- The age range of respondents

Vision Wall Respondent Metrics



How often do you visit the Del Mar Fairgrounds every year?



Once a year



2-5 times per year



5+ times per year

Age range of survey respondents



18-25 years old



26-40 years old



41-50 years old



51-60 years old



60+ years old



Declined to state age



Vision Wall Comment Topics



San Diego County Fair Feedback



Entertainment Events



Recreation



Land Use/Development



Agricultural Experiences



Increase ADA Accessibility



Environment



Educational Opportunity

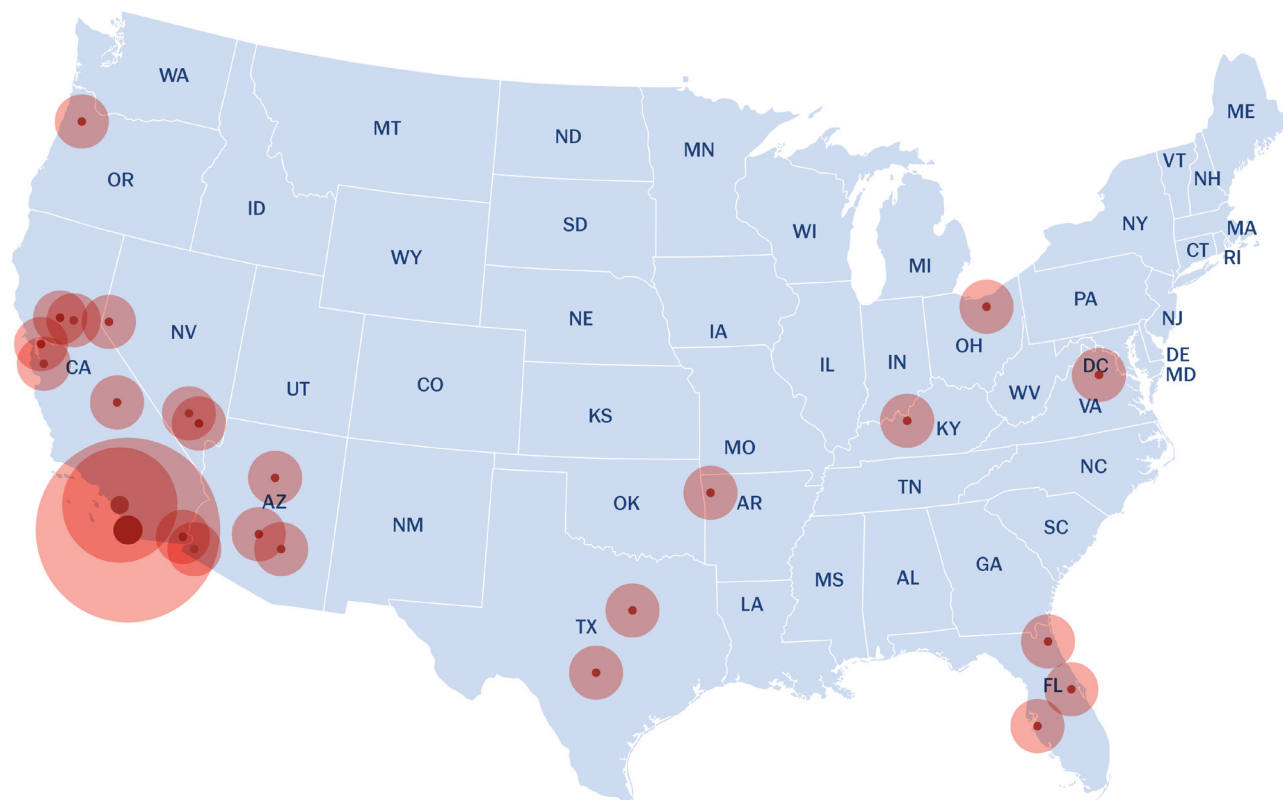


Transit

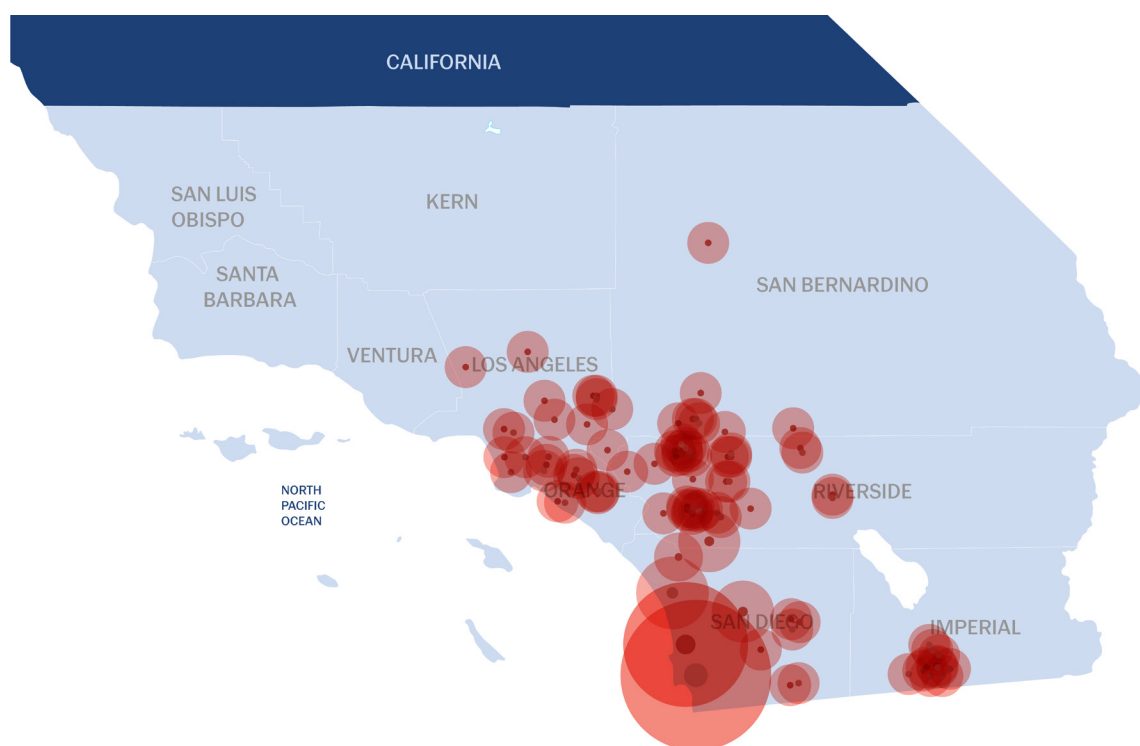


Silly

Heat map of respondent zip codes – United States



Heat map of respondent zip codes – Southern California





Several key takeaways emerged from the findings:

- 94% of respondents supported the idea of creating a new Master Site Plan for the Del Mar Fairgrounds.
- Respondents see the Fairgrounds as an events venue and often listed more concerts and live events as key to the future.
- Preserving the San Diego County Fair was a top priority for the respondents, who see the Fair's identity as intrinsically tied with the Fairgrounds.
- Visitors love the place as much as the programming. The iconic coastal setting was frequently cited as a driving factor for visitors enjoying their time at the property; respondents feel strongly that any new redevelopment or land uses should maintain the property's iconic look, feel, openness, and coastal character.

94%

of respondents support the eventual redevelopment of the Del Mar Fairgrounds



Concerts, music festivals, and live events are an emerging market opportunity



Preserving the San Diego County Fair is a top priority

In general, Vision Wall and survey feedback reflected significant diversity, with most contributions to open-ended questions offering distinct perspectives – and in some cases, big ideas – on the future of the Del Mar Fairgrounds.

For a full breakdown of Vision Wall findings, please refer to **Appendix B**.



Countywide Outreach to Organizations & Elected Officials

Overview

While capturing initial participant input at the Fair — the 22nd DAA's largest annual event — was important, the 22nd DAA recognized its role as a regional community asset for all of San Diego County. As a nationally recognized tourist destination and local gathering place, the 22nd DAA sought to capture perspectives from communities across the region through a countywide outreach program.

The team prioritized reaching every city council in San Diego County and engaged more than 110 elected officials and community leaders to increase awareness of the Fairgrounds 2050 process and seek initial feedback. In addition, the 22nd DAA engaged other stakeholders, including public planning officials, community organizations, and formal Community-Based Organizations (CBOs). Outreach included 18 targeted briefings to elected officials and open discussions with a wide variety of community organizations, including the Del Mar Thoroughbred Club, the San Diego Regional Chamber of Commerce Transportation and Land Development Committee, and the San Dieguito River Park Joint Powers Authority (JPA) Board of Directors.

This effort helped raise awareness about the master site planning process and encouraged participation in the series of what eventually became nine regional open houses.

Methodology

The outreach strategy combined three key strategies: in-person engagement, direct communication, and ongoing stakeholder dialogue, implemented in the following ways:

1. City Council Engagement

- Attended city council meetings in all regional jurisdictions.
- Delivered 18 total briefings, presentations, and facilitated opportunities for public comments, depending on the meeting format and availability.
- Provided consistent updates at public forums to increase visibility and demonstrate the 22nd DAA's commitment to transparency.

2. Direct Outreach to Stakeholders

- Contacted more than 110 elected officials, community-based organizations, and regional boards.
- Shared information about Fairgrounds 2050 and invited leaders and organizations to participate in the Regional Open House Series.
- Ensured outreach covered every area of San Diego County.

3. Ongoing Dialogue and Communication

- Opened the door for continued conversations with community leaders and organizations throughout the process.
- Offered availability for questions, clarifications, and additional information.
- Maintained steady messaging on planning progress and upcoming opportunities for public involvement.

This multifaceted approach allowed the 22nd DAA to communicate with both formal decision-makers and broader community networks.



Outreach Contacts

Recipients of public outreach efforts included (but were not limited to) the below list of elected officials and community organizations:

North County

- City council members, elected officials, and community planning groups for Carlsbad, San Marcos, Encinitas, Oceanside, Del Mar, Solana Beach, La Jolla
- Del Mar Rotary Club
- Del Mar Community Connections
- Rancho Santa Fe Community Association

South County

- City council members, elected officials, and community planning groups for Chula Vista, National City, Imperial Beach

East/Northeast County

- City council members, elected officials, and community planning groups for El Cajon, Lemon Grove, La Mesa, Lakeside, Poway, Santee, Jamul, Scripps Ranch
- Poway Community Foundation

Central County/Full County

- City council members, elected officials, and community planning groups for San Diego, Coronado
- San Diego County Board of Supervisors
- San Diego County Hispanic Chamber of Commerce
- The County of San Diego Black Chamber of Commerce
- Asian Business Association of San Diego
- San Diego Tourism Authority
- San Dieguito River Park JPA
- San Diego Association of Governments

Highlights from Outreach

The outreach effort successfully expanded awareness of Fairgrounds 2050 across the County and strengthened relationships with regional stakeholders. Key highlights include:

- **Countywide outreach achieved:** Presentations and public comments at all regional city councils ensured broad visibility and consistent messaging regardless of proximity to the property.
- **Council feedback:** Several mayors and councilmembers expressed gratitude and appreciation for the information about Fairgrounds 2050 and the Regional Open House Series. The 22nd DAA's community engagement efforts were commended, and several officials requested additional updates in the future.
- **Positive community response:** Even in settings without formal council feedback, engagement at meetings was constructive and well-received.
- **Extensive stakeholder contact:** Outreach to more than 110 elected officials, organizations, and regional boards significantly increased understanding of the planning effort.
- **Strengthened regional relationships:** Ongoing dialogue with community leaders supported trust and transparency, while setting the tone for continued participation in the future.





Countywide Polling

Overview

Even with the significant qualitative data received through in-person activations and the open house series, the 22nd DAA and outreach team also gathered a statistically valid set of quantitative data to support the learnings from other public input opportunities. The 22nd DAA enlisted Lieberman Data and Insights (LDI) Research to conduct a comprehensive public opinion survey of 600 San Diego County adults ages 18 and older. The poll, designed with input from BWG, was designed to measure community perceptions, priorities, and expectations regarding the Fairgrounds and the development of a new Master Site Plan.

Methodology

To ensure an accurate, countywide understanding of public sentiment, the survey was designed using a representative and statistically sound approach. This methodology allowed the 22nd DAA to capture insights from diverse communities and demographic groups across San Diego County.

- **Sample size & margin of error:** 600 interviews, with a margin of error of $\pm 4.0\%$ at the 95% confidence interval. Margins may be higher among subsamples.
- **Data collection period:** June 9–16, 2025.

- **Mixed-mode approach:** To maximize reach, interviews and surveys were conducted using multi-modal methods: live cell phones (25%), live landlines (23%), email invitations (16%), and text-to-web responses (37%).
- **Language accessibility:** A bilingual option was provided; 39% of Latino respondents chose to complete the survey in Spanish.
- **Representative sample:** The sample used set quotas to ensure accurate representation of the County's demographics by gender, age, education, race, and region.

By the Numbers

600

San Diego residents (18+) took the survey

39%

of Latinos took the survey in Spanish

±4.0%

Margin of error (industry standard)

Survey Type



37%

via text message



25%

via cell phone



23%

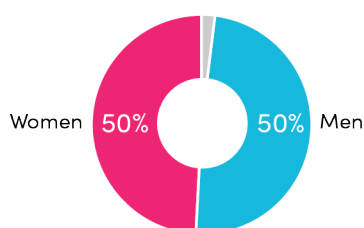
via landline



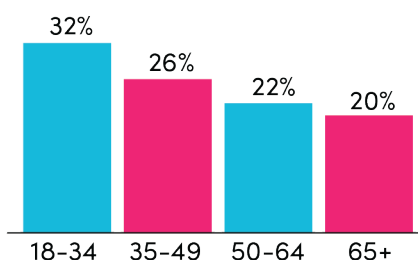
16%

via email

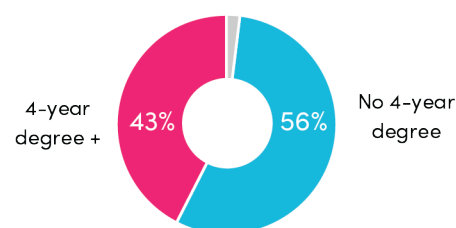
Gender



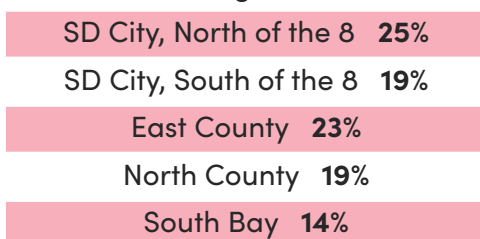
Age



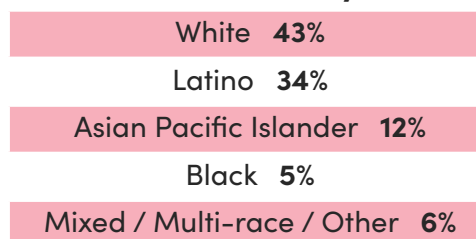
Educational Attainment



Region



Race / Ethnicity



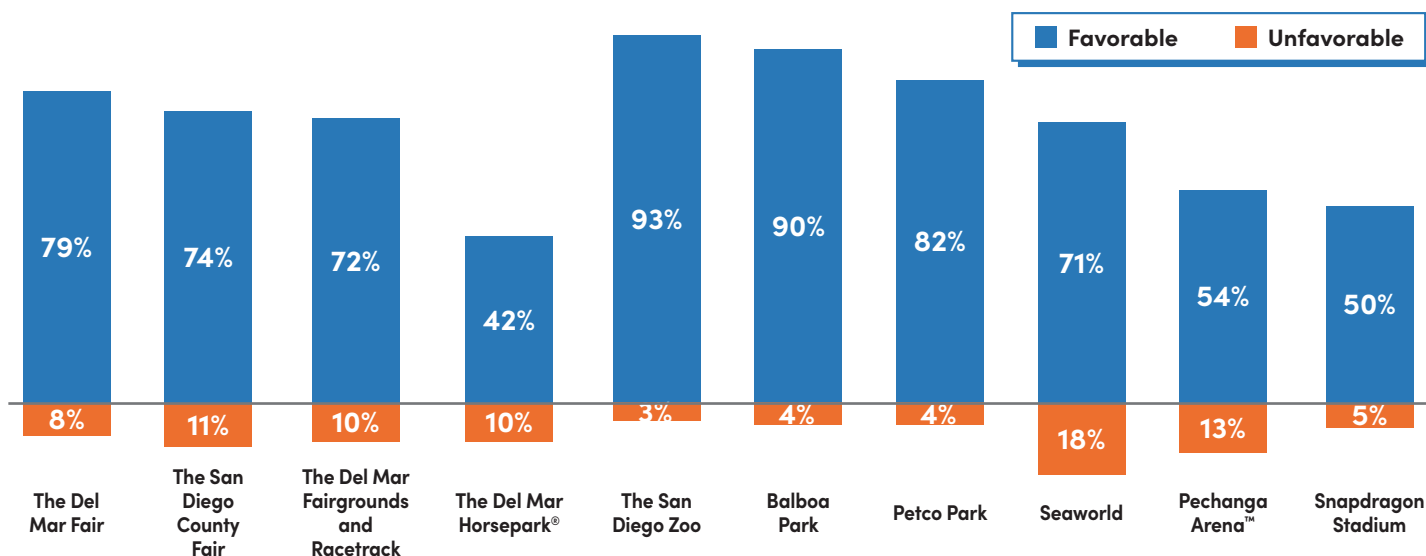
Key Findings

The countywide poll shows that San Diegans value the Del Mar Fairgrounds and are broadly supportive of a new Master Site Plan that reflects their lifestyle, priorities, and expectations for a modern, community-aligned venue.

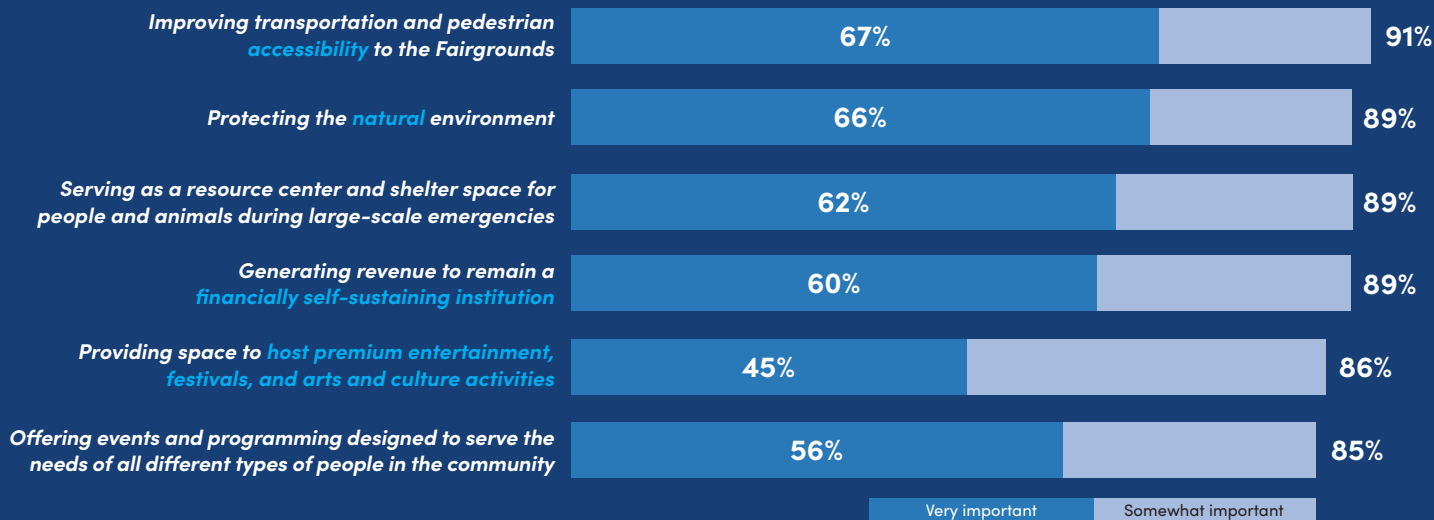
Key themes include:

- **Strong public regard:** Residents hold the Fairgrounds in high esteem, and this positive connection shapes their preferences for future improvements.
- **Openness to redevelopment:** Most respondents are receptive to an updated Master Site Plan and see redevelopment as an opportunity to enhance the property.
- **Clear priorities for the future:** The poll revealed the strongest preferences for improved transportation and accessibility to the Fairgrounds; protecting the natural environment; serving as a resource during times of crisis; generating enough revenue to remain financially self-sustaining; and providing a diverse array of events and activities.
- **Defined boundaries for acceptable change:** While remaining a self-sustaining institution was ranked highly, more specific commercial features (mixed-use spaces, retail, restaurants, and hotels) that don't currently exist at the Fairgrounds all ranked lower as priorities.
- **Access remains essential:** Improved parking, traffic flow, and transit options are seen as important upgrades that would help people continue to enjoy the Fairgrounds.

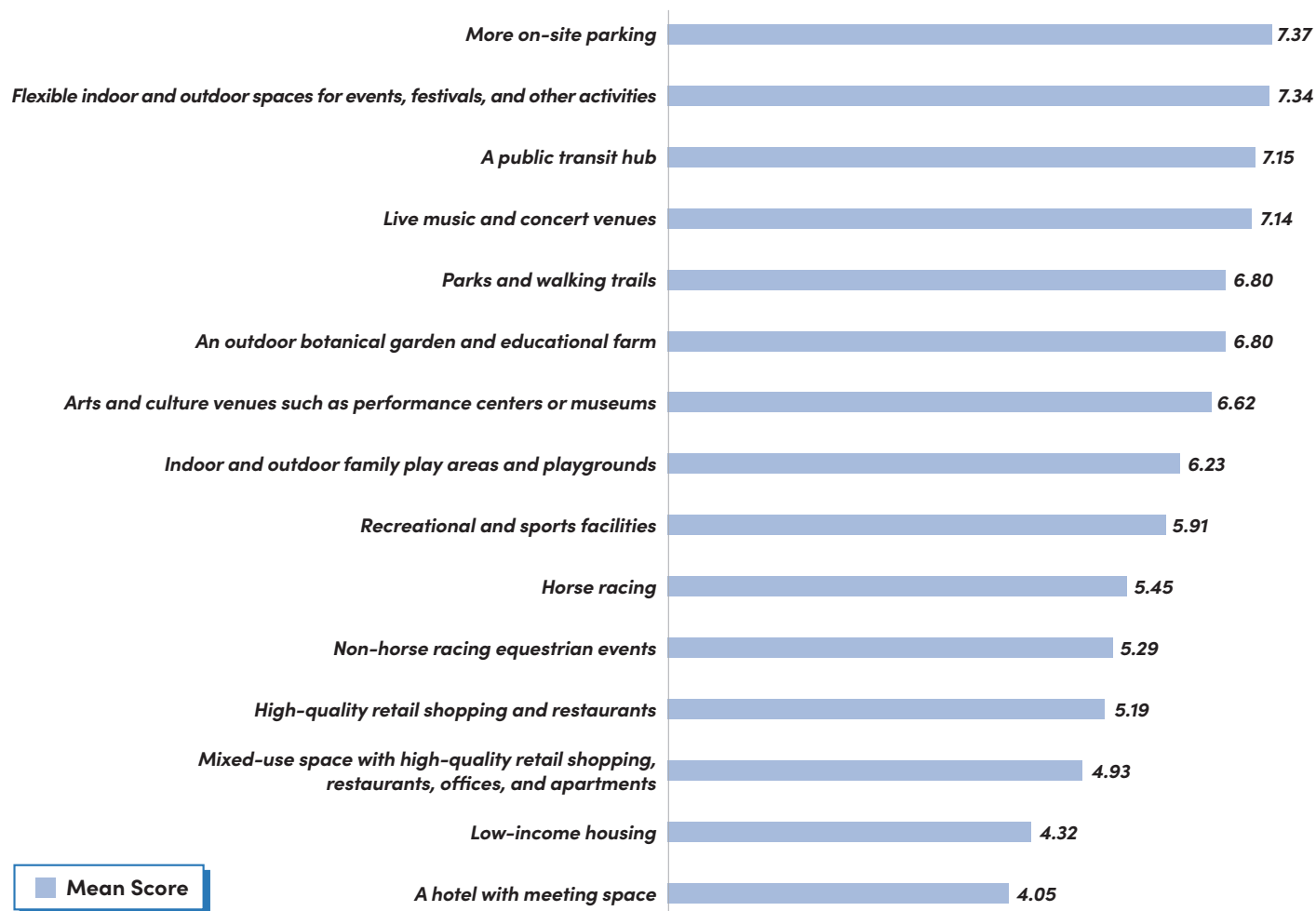
Survey Question: Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each one?



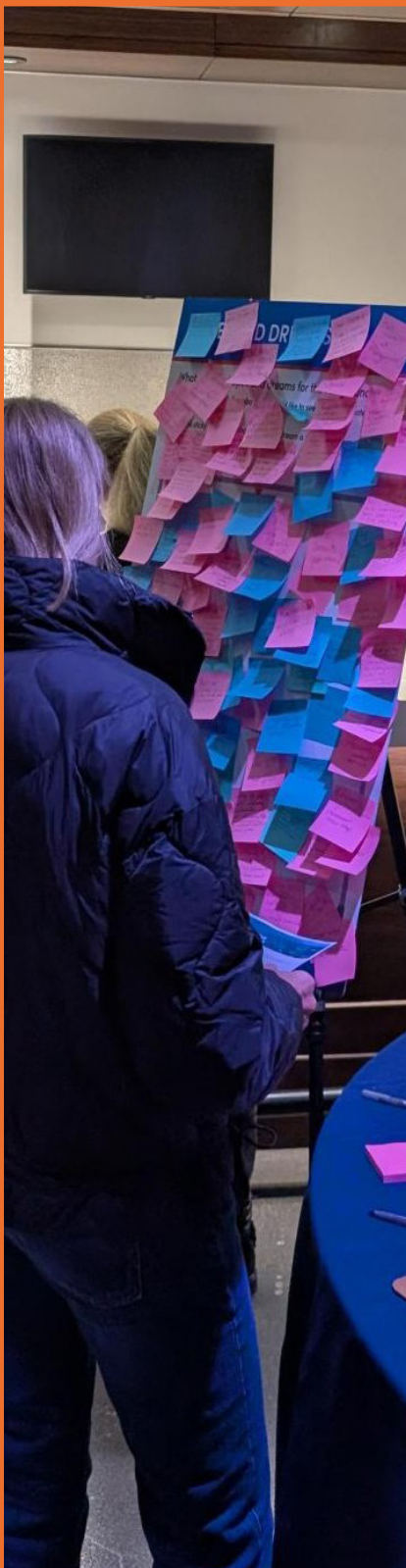
Survey Question: Please tell me how important each of the following goals is for the new Del Mar Fairgrounds plan to focus on – very important, somewhat important, not too important, or not important at all.



Survey Question: Here is a list of things that may or may not be included in the new plan for the Del Mar Fairgrounds... please use a scale of 0 to 10 to rank each by priority.



For the full polling results, please refer to **Appendix C**.



Regional Open House Series

Overview

To seek diverse feedback from across San Diego County, the 22nd DAA partnered with BWG to host nine “open house” activations in Poway, La Mesa, San Diego, San Marcos, Chula Vista, Del Mar, Carlsbad, Clairemont, and Southeastern San Diego (sequentially). These events provided residents with accessible opportunities to learn about Fairgrounds 2050, interact directly with 22nd DAA staff, and have their voices heard in the planning process.



Outreach and Event Marketing

To ensure that news of the Regional Open House Series reached as many residents and stakeholders as possible, the outreach team promoted events through the 22nd DAA’s social media accounts, targeted digital media advertisements, e-blasts, and presentations to city councils.

These promotional materials were also amplified by several stakeholders, including (but not limited to):

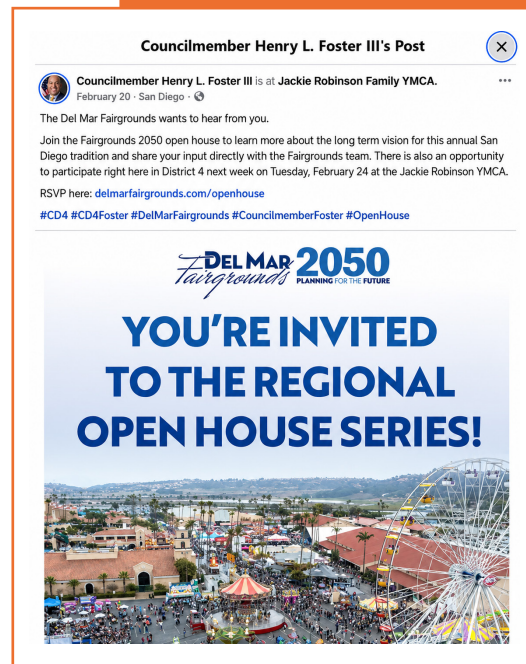
- Matthew Phy, Director of Communications, County Board of Supervisors
- Victoria LaBruzzo, Chair, Scripps Ranch Planning Group
- Michelle Bender, City Manager, San Marcos
- Michael Inzunza, Councilmember, Chula Vista
- Carolina Chavez, Deputy Mayor, Chula Vista
- Henry L. Foster III, Councilmember, San Diego District 4
- Joel Anderson, County Supervisor, San Diego District 2
- San Diego Chamber of Commerce
- Del Mar Village Association
- Solana Beach Chamber of Commerce
- City of Del Mar
- Todd Gloria, Mayor of San Diego
- Teresa Acosta, Councilmember, Carlsbad
- Catherine Blakespear, State Senator
- Tasha Boerner, State Assemblymember

Additionally, the 22nd DAA's "Executive Update" email newsletter, designed to create additional touchpoints with local leaders, organizations, and community members, was used to magnify event details and further spread the word.

Methodology

Each open house featured five interactive stations designed to capture community perspectives and provide clear information about the initiative:

- **Station 1: Our Three Campuses:** This station introduced visitors to the 22nd DAA's facilities and their roles. Fact sheets with Fairgrounds 2050 and property information were handed out to visitors.



- **Station 2: High-Level Priorities:** This station outlined early planning priorities and invited feedback. Visitors could take a survey, either on paper or digitally through a QR code (see “Online Survey” for digital results) and score various aspects of the project/property on a scale of 1-10 (10 being very important to them).
- **Station 3: Hopes and Dreams:** This station encouraged community members to share their long-term vision for the Fairgrounds. Visitors could write down short-term and long-term hopes and dreams on sticky notes, then place them on a large board for everyone to see.
- **Station 4: Advice:** This station collected suggestions and recommendations from attendees. Comment cards were given to visitors, with four questions that provided the opportunity to give longer, more detailed feedback than the previous stations.
- **Station 5: Fairgrounds 2050 Guiding Principles:** This station gathered input on core values shaping the master site planning effort. After reading the Fairgrounds 2050 Guiding Principles, visitors were given a map of the three campuses and were able to draw what they wanted to see in each of the three properties.

These tools enabled community members to prioritize the importance of various Fairgrounds features and share detailed comments on what they hope to see out of the master site planning process.

Examples of these handouts and feedback mechanisms can be found in **Appendix D**.



Key Findings

Surveys (Physical and Digital)

The survey results below are a collation of physical survey responses from the Open House Series and online responses received during the Open House Series time period. The 22nd DAA also sent the online survey to its email audience and posted the survey link to social media and the *delmarfairgrounds.com* website to increase its reach, ultimately garnering over 1,300 total responses across all platforms.

Average ratings (from 0 to 10, with 10 being extremely important) for each survey option are below, indicating which priorities are most and least important to respondents.

• Highest support

- » "Providing space to host premium entertainment, festivals, and arts and culture activities" - **7.79**
- » "Serving as a resource center and shelter space for people and animals during large-scale emergencies" - **7.71**
- » "Generating revenue to remain a financially self-sustaining institution" - **7.28**

• Moderate support

- » "Protecting the natural environment" - **7.20**
- » "Improving transportation and pedestrian accessibility to the Fairgrounds" - **7.14**
- » "Making the best use of the coastline by incorporating natural features, like wetlands and ocean views" - **7.01**
- » "Providing a place to gather, socialize, and connect with others" - **6.75**
- » "Offering events and programming to serve the needs of different people in our community" - **6.71**

• Lower support

- » "Driving economic activity for the San Diego region" - **6.53**
- » "Increasing energy efficiency" - **5.98**
- » "Accounting for sea-level rise" - **5.97**
- » "Encouraging tourism" - **5.59**

These survey results indicate that the community sees the Fairgrounds as a community asset, and that the new Master Site Plan should focus on high-quality year-round event uses, improved transportation, emergency and financial resilience, and environmental stewardship.

Comment Cards

The following data is a result of analyzing the physical comment cards submitted at the open houses, along with responses to the qualitative portion of the online survey. The comment cards are a reflection of those who attended the Open Houses, not necessarily the community at large. However, because the Open House attendees made time to make their voices heard, it should be noted that these comments also reflect opinions from residents who are highly engaged and interested in the process.

1. What do you think should be the top priority for the Fairgrounds' new Master Site Plan?

» Dominant themes:

- i. Parking, traffic, and accessibility are top-of-mind for potential attendees.
- ii. Affordability needs to be considered for all San Diegans to ensure equity for families, seniors, and lower-income residents.
- iii. Protect and expand equestrian and Horsepark activities/identity.
- iv. Keep the Fair and support the property being an agricultural center.
- v. Housing is divisive, with most explicitly opposed to any housing development on the property, though a smaller subset supports affordable housing, often tied to seasonal worker needs.
- vi. Continuing to serve as an emergency evacuation shelter should maintain a goal of public benefit at the Fairgrounds.

2. What potential future changes to the Del Mar Fairgrounds would make you more likely to visit more often?

» Dominant themes:

- i. Explore more year-round events (concerts, festivals, food/wine markets, and family-friendly programming and activations).
- ii. Implement cheaper/easier parking options and explore internal transit trams to improve circulation.
- iii. Work with public transit to interconnect bus or train connections.
- iv. Upgraded facilities (restrooms, seating, modernization, and shaded areas) would encourage attendance.
- v. Affordability of the entire experience concerns many attendees or potential attendees (food prices, admission prices, parking prices, discount days, discounts for families/seniors).

3. What is your advice to the Del Mar Fairgrounds leadership as they develop a new Master Site Plan?

» Dominant themes:

- i. Preserve identity and history and avoid overbuilding to keep the architectural legacy.
- ii. Transparency and inclusive governance would make many communities trust the process more, especially if community input options are continuous.
- iii. Don't allow developers to fully dictate the outcome of the property. Avoid privatization.
- iv. Make facilities flexible and multi-functional so that different events and seasons can capitalize on their spaces.
- v. Keep in mind that the property is a countywide asset, not just a Del Mar asset.

4. How can the Fairgrounds best serve the San Diego County community in the years ahead?

» Dominant themes:

- i. Keep the property affordable and accessible, especially for seniors, visitors with disabilities, and families with limited budgets.
- ii. Support those who want the campuses to be year-round with a variety of events, recreation, education, agriculture, arts, youth programming, and more.
- iii. Prioritize agriculture education (demonstration farms, gardening, livestock) for San Diego County, given that the urban areas around the property don't offer agricultural options.
- iv. Emergency resilience and serving as an evacuation space is an important civic function that the Fairgrounds should continue to provide.

Hopes & Dreams

While responses spanned across a wide range of topics, the following were recurring themes:

- Avoid affordable housing and privatization with developers
- Improve traffic around the property, add parking garages, implement a train stop
- Explore ways to make ticket, parking, and food prices more affordable
- Implement more year-round programming
- Keep horses and equestrian activities as a main feature of the property and bring back more frequent horse shows
- Support agricultural education programs, especially for youth
- Support crafts/hobbies like home arts, guilds, trades
- Convert the property to be greener/more natural and less asphalt-filled
- Serve as an evacuation zone for large animals in emergencies

Maps

Many visitors opted to write words on the maps rather than draw pictures; the below themes were the most frequently written-about ideas:

- Beach access and recreation connections (paths to beach, biking/walking markers, beach parking, shuttles, bridge to beach)
- Parking solutions (multi-level structures, reorganized lots, internal circulation changes)
- Protect the Horsepark from any development (housing, Surf Soccer, retail)
- Transit improvements (train platform stop along coast and I-5)
- Housing and retail along the coastal edge of main campus

- Protect ecosystems in the lagoon areas
- Serve as an evacuation site on main campus and Horsepark

Staying True to the Agricultural Mission

Some stakeholders and respondents indicated that they perceived a shift away from the 22nd DAA's agricultural roots, signaling the need to reaffirm and modernize the property's agricultural mission. The 22nd DAA's Agriculture Advisory Council aims to support this mission, along with the Farm 2 U exhibit, seen at the 2026 Fair.

Open House Takeaways

The events provided a live, in-person opportunity for engagement. Numerous attendees expressed gratitude that an organization as large as the 22nd DAA was taking the time and effort to genuinely listen to San Diegans in the communities where they live and work. Many of these comments shared the sentiment of positive surprise, given that so many redevelopment projects, akin to Fairgrounds 2050, don't offer public input opportunities of this scale or this early in the process. Appreciative comments even came from attendees who expressed frustration around the possibility that the Fairgrounds could change.

As the Fairgrounds 2050 project moves forward, the 22nd DAA has the opportunity to remain engaged with these community members who passionately support the property, its events, and its legacy in San Diego County.





Conclusion & Final Takeaways

This outreach effort confirms a powerful starting point: the Del Mar Fairgrounds is widely loved and firmly embedded in San Diego County’s collective identity. Across every engagement channel, residents expressed pride in the Fairgrounds as a shared public space — one that evokes tradition, community, and belonging.

At the same time, the community made clear that affection does not equate to complacency. People are ready for the Fairgrounds to evolve. They want more flexible spaces, more year-round programming, improved comfort and amenities, and experiences that reflect the full diversity of the region. In short, they are inviting the Board to reimagine the Fairgrounds for a modern era.

That invitation, however, comes with unmistakable expectations. The community loves the Del Mar Fairgrounds as a public institution, and on issues such as commercialization, retail expansion, lodging, and on-site housing, more details are needed. While the public is open to exploring these concepts, the majority urges caution, preservation of open space, and resistance to privatization. These topics are not design details; they are policy questions that require explicit Board direction and, in some cases, targeted follow-up dialogue.

There is a path forward. While the desire for more detail on commercial elements exists, the public overwhelmingly agrees the 22nd DAA should remain financially independent and sustainable. This tension in priorities will require decisive leadership, but it allows the Board to continue the process of developing a Master Site Plan in a way that meets the moment.

Access and inclusion emerged as the linchpin across all conversations. Transportation, parking, ADA circulation, and affordability were consistently identified as barriers that limit who can participate and how often.

Together, these dynamics form a coherent narrative for the next phase of Fairgrounds 2050:

- The Fairgrounds is a beloved community institution.
- The community supports thoughtful modernization.
- Redevelopment must achieve financial self-sufficiency while respecting the Fairgrounds' iconic scale and identity.
- Accessibility — parking, transit, and traffic — is an area where the public expects the 22nd DAA to provide solutions.

The Board's role is to balance innovation with preservation, acting decisively where consensus is strong and leading transparently where opinions diverge. This outreach is not the end of the conversation, but a hinge point. As design concepts become more concrete, continued engagement and clear explanations of tradeoffs will be essential to maintaining trust.

The community's final takeaway captures the aspiration succinctly: **They want a future Fairgrounds that is accessible, affordable, environmentally responsible, and committed to its historic role as a shared public space, while embracing diverse, year-round programming to remain vibrant and financially sustainable.**

Appendix

- A. Key Opinion Leader Audit
- B. San Diego County Fair Vision Wall Presentation
- C. Countywide Polling Results Presentation
- D. Open House Materials (comment card, map, fact sheet, survey)



22nd District Agricultural Association

Key Opinion Leader Audit

SOUTHWEST
STRATEGIES

JULY 2024



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I. Overview

The 22nd District Agricultural Association (District) owns and operates the Del Mar Fairgrounds as an institution of the State of California. The District is governed by a nine-member board appointed by the Governor of California. In the early 1900s, the California Legislature formally organized agricultural associations throughout the state to promote and encourage local farming and industry, and the District was established in San Diego.

The District is reemerging from one of the most difficult periods of its history — the COVID-19 pandemic and its resulting social and economic restrictions. As an independent state institution, the District does not receive tax dollars from the state and depends on revenue from events and activities produced and hosted at the Fairgrounds to fund operations, invest in facilities, repay debts for capital projects, and pay employees, vendors, and contractors. In turn, through their events and activities hosted throughout the year, the District also boosts the local economy and provides an iconic and accessible community gathering place for all of San Diego County.

Re-imagining the Del Mar Fairgrounds – Laying the Groundwork for a New Master Plan

With the recent tremendous success of the past three San Diego County Fairs and as the District looks to how the Del Mar Fairgrounds will serve future generations, the Board of Directors has begun a process to analyze potential challenges and opportunities; assess the current conditions of its facilities; consider potential future uses of the property; engage with stakeholders and community thought leaders; and gather input from subject-matter experts. These actions have laid the initial groundwork for the District to begin its efforts to develop a new master plan and chart the future of the Del Mar Fairgrounds built upon a strong foundation of public outreach and community input.

To better understand the nature of the District’s reputation and standing in the community leading up to this Master Planning process, the District tasked Southwest Strategies (SWS) with conducting a detailed research program to better understand public perception of the organization among elected officials and key stakeholders to identify its perceived strengths, weaknesses, and credibility gaps more precisely.

The result of these conversations overwhelmingly demonstrates that the District is in an extremely strong and advantageous position to launch a master planning process to chart out a bold new future for the Del Mar Fairgrounds.

These discussions with key leaders across San Diego County explored what key issues are drivers of reputation sentiment in the region. Issues like the ongoing discussions with the City of Del Mar and its request to site affordable housing and the Fairgrounds and the ongoing planning around the realignment of the Los Angeles–San Diego (LOSSAN) Rail Corridor were explored. Participants highlighted what they believed to be the Fairgrounds property’s greatest strengths and shared their own visions for the future. These conversations provide useful insight into how key thought leaders and decision makers across the region are thinking about the District and an eventual master plan. These key insights should empower the district with a better understanding of its standing and the significant opportunities that exist as it embarks on this effort.

II. Executive Summary

Key Takeaways

After conducting 30 interviews with key opinion leaders throughout San Diego County, the Del Mar Fairgrounds retains a generally favorable perception among stakeholders. The District is generally identified as the state institution charged with managing the Del Mar Fairgrounds property, but an understanding of the District’s goals and efforts are closely tied to existing relationships and partnerships. While there are some negative perceptions related to the fairgrounds’ operations, including traffic congestion, horseracing and land use, there is an opportunity for improved community relations, brand building and supercharged stakeholder engagement.

51%

Respondents who said they currently have a relationship with current District Board or Staff

49%

Respondents who said they currently have no relationship with current District Board or Staff

Positive Attributes

- The Del Mar Fairgrounds is seen as a regional asset and is best recognized as a large-event venue.
- The idea of a new master plan and infrastructure investments is widely encouraged and supported.
- Identified as an iconic property given it’s coastal location.
- The property is synonymous with the annual San Diego County Fair and horse racing.
- The District is seen as a competent operator of the property and producer of the Fair.
- Emergency response support is less known, but well regarded.

Areas for Consideration

- The Fairgrounds is widely known and enjoys positive sentiment, however the District is less know.
- Closer stakeholders feel “more read into” issues than stakeholders from locations further away.
- Low name recognition amplifies the impact key issues such as horse racing, affordable housing, and transit have on perceptions.
- Horse racing was not as unpopular as expected and is viewed generally neutral among most participants.
- Some issues beyond the District’s control, such as the gun show ban, are negatively associated with the District.
- Democrats and Republicans think about the use of the Fairgrounds differently.



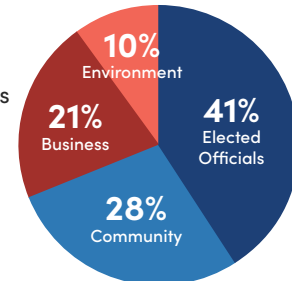
22ND DISTRICT AGRICULTURAL ASSOCIATION

Key Opinion Leader Audit | 5

III. Methodology

Survey

A standardized questionnaire (see **Appendix II**) was used during the interviews to gauge local perceptions about the District and identify opportunities for improvements in the region. Interviews were conducted anonymously by SWS team members with long-standing relationships, providing a forum through which participants were able to provide candid feedback.



Participants

To gain intelligence on local perceptions, surveys were conducted with 30 participants. This audience included elected officials and leaders from business, environmental, and community organizations. A list of interviewees is included in **Appendix I**.

Feedback

Feedback collected from these surveys was analyzed to produce comprehensive findings and strategic recommendations, as detailed in this report. Responses from interviews have been paraphrased and aggregated in order to keep them anonymous, as this approach allows for more open and honest feedback from respondents.

SUBGROUP ANALYSIS

Three primary subgroups were engaged throughout this process including:

1. Elected Officials
2. Business Organizational Leaders
3. Community & Environmental Organizational Leaders

Some distinct trends emerged from the conversations with individuals from each of these different subgroups that help better understand some existing strengths and opportunities for improvement.

Elected Officials

A total of 12 elected officials were interviewed. These included a combination of state, regional, and local positions from both the Democrat and Republican parties.

Across these conversations, as you might expect, elected officials representing constituencies geographically close to the Del Mar Fairgrounds expressed a higher level of understanding of what the District does and a greater appreciation for some of the complex challenges. These individuals felt engaged and “read into” key issues surrounding the District.

As conversations trended further geographically away from the Del Mar Fairgrounds, these sentiments waned. This trend is not particularly surprising and is consistent with the scope of relevant issues the District is engaged in regularly. However, what was surprising was just how little stakeholders from further jurisdictions really knew about the District.

Elected officials from more distant communities expressed positive sentiments around the San Diego County Fair, but had less strong, or even ambivalent, feelings towards other key issues. Many expressed little to no engagement with the District and an overall sentiment that the District's operations and future is "a Del Mar issue."

Division of perceptions between Republicans and Democrats were not as apparent, with geographic location being the primary driver of perception; however, there were opportunities and risks identified among these constituencies. **Environmental investments by the District were not well known among most respondents, but most positively responded to by Democratic respondents.** Conversely, horse racing is very well known and presented some opposition from Democratic respondents; however, it's important to note this sentiment was generally mixed and not a universal reaction. **Among Republicans, geography played the biggest role in neutral perception, with many representing constituencies far from Del Mar; however, the decision to ban the gun show, despite being a product of state legislation, stood out as a key wedge issue that drove sentiment.**

Given the wide range of political issues on which the District must engage, there represents an opportunity to shore up relationships with elected leaders across the region through proactive engagement to more effectively tell the District's story outside the key issues that receive media attention.

Business Organizations

Business leaders generally understand the economic impact the Fairgrounds play in the regional economy. These respondents also recognized the potential economic impact the venue holds through a variety of offerings. Most poignant were comments made about the perceived underutilization of the land, outdated attractions, and opportunities to increase the region's housing supply. Conversely, some of the respondents felt strongly that the San Diego County Fair and horse racing should continue as marquee events. The master planning process is perceived as a positive effort from the business community and a way to envision new opportunities for the venue.

The business community that was not closely related to North County San Diego did not see the Fairgrounds as a year-round venue and expressed an interest in plans that could move the venue toward becoming more active and increase its offerings that could provide a more regular source of revenue for the District. This subgroup agreed that the location is unique and a regional asset with significant potential.

Community & Environmental Organizations

Community and environmental organizations were tuned into the topics of preserving the "openness" of the venue, environmental sensitivity, transit options, and maintaining the venue as a regional gathering place. This subgroup was less focused on housing, but some were aware of the role the property could play in developing a solution. Some in the environmental field were not directly aware of the water infrastructure improvements and one comment indicated they understood the San Diego County Fair was making good strides with its waste management/reduction and thought this could be publicized more.

Fostering partnerships with nonprofit organizations was seen as a positive opportunity among community leaders. While nonprofits do appreciate financial contributions, the interest in partnerships was focused on finding potential solutions for District operations, like food rescue from events, or creative community-based programming that can bring people into the venue. Given the Fairgrounds' location to the coast and lagoon, respondents also suggested there could be outstanding opportunities for environmentally focused events and educational opportunities for students.

Improved transit and rail were seen as significant needs from both an environmental and community need to improve accessibility and remove vehicles from the road.

IV. Key Findings

The following section outlines a set of key findings based upon data from the survey questions used throughout the research program. While the findings of this report are qualitative in nature and may not be entirely reflective of the District's internal data, it is important to remember that these are opinions and perceptions reflected by respondents who represent key stakeholder constituencies across the region.



FAMILIARITY: FAIR AND HORSE RACING DOMINATE AWARENESS.

Overwhelmingly, respondents associated the District and the Fairgrounds with the annual San Diego County Fair and horse racing and perceived the property as not a year-round entertainment venue. Familiarity and interest in the venue's offerings diminished the further respondents lived from Del Mar.



EVENT OFFERINGS BEYOND THE FAIR AND HORSE RACING: WHAT WERE RESPONDENTS FAMILIAR WITH?

- KAABOO and Concerts
- Halloween and Holiday events
- Christmas Tree Lot
- Home and Garden Show
- Gun Show
- Car Show
- Equestrian Shows
- Art Shows
- Model Train Expo
- Winter Sports Show
- COVID Response/Vaccination Center
- Wildfire Disaster Response



STRONGEST OPINIONS: HORSE RACING, TRAFFIC, AND AFFORDABLE HOUSING ELICITED THE MOST PASSIONATE OPINIONS.

Strong opinions around issues the district faces were distributed similar to a bell curve-type distribution. On the margins, issues like horse racing, traffic, and affordable housing generated very strong responses. While the majority of respondents expressed a more neutral position and understanding of the complexity of the issues.

Strongest Opinions from Opinion Leaders

- *"Interest in horse racing is waning – it needs to stop."*
- *"The horse park is #1 – it needs to be kept. I think the racetrack is great. Many of my friends think it's a killing field – but I don't."*
- *"They seem to handle the large crowds pretty well, but traffic continues to be a big problem."*
- *"I wish the Fair catered more to education and community rather than the carnival. For us locals it's a pain because of the traffic and I don't like the general atmosphere of the Fair."*
- *"The Fairgrounds are underutilized. There is room there for the housing discussion."*



ATTENDANCE: GENERALLY, RESPONDENTS DO NOT ATTEND THE VENUE FREQUENTLY.

Most respondents indicated that they do not attend events at the Fairgrounds frequently, with the San Diego County Fair and horse racing being the primary attractions. Frequent attendees reported visiting the property one to two times per year and very few reported visiting over three times in a year.

What Opinion Leaders Said On This Issue

- *"I attend about four times a year. I go to the Fair at least once - I've already got my tickets for opening day at the races, and maybe one other special event and to pick up a Christmas tree."*
- *"I go maybe twice a year - usually once for the Fair. Horse racing is not a favorite for me."*
- *"I don't go often at all - not a big Fair person. I would go to other smaller events, but I can't be bothered with traffic or parking."*
- *"Some years I go more than others - it depends on the events. I do the horse races 1-2 times a year and I have been to KAABOO and the antiques show. I go to the Fair about every three to four years."*



OPERATIONS: LARGE EVENT MANAGEMENT IS A STRENGTH FOR THE DISTRICT AND THE VENUE.

Respondents consistently highlighted effective large-scale event management and operations as perceived qualities of the District's operations and the venue itself. There is also an appreciation for the Fairgrounds as a venue that can attract people from around the greater San Diego County region.

What Opinion Leaders Said On This Issue

- *"Operationally, they seem to handle waste management and parking well - I think they handle the volume of crowds pretty well given the defined space they have to work with."*
- *"They do great work with events. What they are doing to bring KAABOO back is wonderful. I loved seeing The Sound come online with concerts and culture. We don't have a lot of venues so the Fairgrounds are that hub for us."*
- *"Seems to be pretty well organized with parking and traffic control. Advertising is also good."*
- *"The way they stepped up to do emergency response is appreciated. They seem to manage event operations well and have a well-organized machine onsite."*
- *"The racetrack is a national gold standard racetrack, they've done very well with that. The traffic flow management on special events (I've not experienced KAABOO), but the Fair and non-Fair special events seem to have traffic control and parking handled reasonably well."*



IDENTITY: RESPONDENTS DO NOT BELIEVE THE PROPERTY OPERATES YEAR-ROUND.

Respondents across the board expressed a sentiment that while they may be familiar with some of the District's year-round offerings, they were not sure that the general public is. Marketing for the Fair and horse racing were noted as the most publicly visible communications throughout the year from the District and as the predominant events at the fairgrounds are likely seen as the only events that occur at the property.

What Opinion Leaders Said On This Issue

- *"I think they do a good job marketing the Fair and horse racing."*
- *"I don't think the general public recognize the Fairgrounds as a year-round place."*
- *"Outreach is always a challenge for organizations. Getting better at spreading your message is important. Would like a government or community affairs staff member to serve as a point of contact."*
- *"They need more outreach to the community and electeds."*



PEOPLE LIKE TRANSIT: MOST RESPONDENTS SUPPORT THE IDEA OF A TRAIN STOP AT THE FAIRGROUNDS AND ARE SUPPORTIVE OF A PERMANENT FULL-TIME SOLUTION.

Comments toward continuing to work to improve traffic congestion and improving infrastructure that helps remove vehicle traffic to/from the venue were consistent among the respondents. A rail station at the Fairgrounds was a popular solution for future consideration.

What Opinion Leaders Said On This Issue

- "I think a (rail) platform would serve them well."
- "Traffic continues to be a problem during the Fair and horse racing season. Even a seasonal (rail) option could help."
- "This (rail) would improve service and get people right to the Fairgrounds' front door."
- "A transit platform is really important. It would be criminal to spend millions and not put a transit platform that exits to Fairgrounds and create access to the coastline."



FINANCIAL SELF-SUFFICIENCY: OPERATING FREE OF TAXPAYER SUPPORT IS VIEWED POSITIVELY.

The majority of respondents were aware the District operated the Fairgrounds, but the awareness that the District operated independently of tax dollars was inconsistent. In an era of government mismanagement across different level, respondents were generally pleased to be made aware of an institution that is self-reliant and not an additional revenue burden for tax payers.

What Opinion Leaders Said On This Issue

- "I have heard about the District, but did not know the Fairground operated without tax dollars."
- "Seems they (District Board) have been listening more recently, but it doesn't seem the Board has an appreciation for community concerns."
- "Board and leadership seem to view themselves as facility operators, not aligned with their (agricultural) mission. We need to imagine a different future for 400-500 acres of prime real estate."



DISASTER RESPONSE: PEOPLE APPRECIATE THE VALUE THE FAIRGROUNDS PLAYS AS A REGIONAL ASSET.

In general, respondents were aware the Fairgrounds played a role in emergency response. Many respondents could cite either fires, COVID response or both as contributions to the community. All respondents who were aware were appreciative of this regional resource.

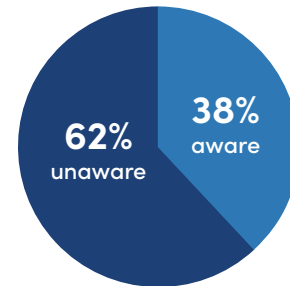
What Opinion Leaders Said On This Issue

- "I did not realize it (disaster/emergency response) was a formal arrangement."
- "I think it's great. Great use of a facility that can help. Especially when they take in large farm animals."
- "Yes, I had heard a lot about it over the years, typically shared through media outlets. We push that (information) out to stakeholders."
- "Yes, it's a great program and is well set up to support rescues for boarding animals and meet regional emergency needs."
- "Emergency response efforts are essential to the region."



WATER QUALITY INFRASTRUCTURE INVESTMENTS: INVESTMENTS THAT DEMONSTRATE STEWARDSHIP OF THE FAIRGROUNDS' SENSITIVE REGION IS RECEIVED POSITIVELY – IF PEOPLE KNOW ABOUT IT.

Well over half of the respondents were unaware of the water quality infrastructure investments made at the Fairgrounds. The closer the respondents were to the venue geographically, the more they knew about the investment. Those who were aware have a positive opinion of the work and feel there should be more investment and a stronger partnership with the San Dieguito River Valley Association.



What Opinion Leaders Said On This Issue

- "Yes. I understand what they have been doing in terms of protecting some of the wetlands areas and control the runoff."
- "No, but I do remember there were issues with the water quality issues with the horse park."
- "Yes – a little bit. Feels they could do a lot more. Appreciates the investments. Not aware of how broad the program is."
- "No, they need more PR about these initiatives."
- "Not really familiar with the project. That might just be them following the law, they need to do that as they are right in the watershed."



REGIONAL ASSET: RESPONDENTS FEEL THE GENERAL PUBLIC HAVE A FAVORABLE OPINION OF THE FAIRGROUNDS AS A REGIONAL ASSET/VENUE.

Respondents feel the general public have a favorable opinion of the Fairgrounds. However, personal opinions of respondents are mixed. Most have a generally favorable opinion, but feel communications and community outreach could be better.

What Opinion Leaders Said On This Issue

- "I think across the county, people have a positive view of the Fairgrounds."
- "Fairly positive. Folks might not go there every year, but they enjoy the nostalgia. It has a good perception opening day at the racetrack and gets a lot of coverage."
- "It is part of the fabric of the county. If you are not keyed into the particular events, you just recognize it's there. People seem to be so accustomed to the fairgrounds, you don't think about them anymore."
- "Around the county people think its favorable. If you live in Del Mar or Solana Beach, you might have a different opinion because of the traffic and noise."
- "They need more community outreach, especially to electeds. Leadership needs to be at chambers of commerce, in front of mayors and become part of the fabric of political and business community."



MASTER PLANNING: THE VAST MAJORITY OF RESPONDENTS AGREE THAT A NEW MASTER PLAN AND A NEW VISION FOR THE PROPERTY WOULD BENEFIT THE REGION.

While awareness of the District's master planning process was not consistently known, sentiment toward the process among respondents was universally positive. Respondents felt that the opportunity was significant, but nearly all of them had strong opinions on how the property will ultimately be used. Key issues highlighted were around housing, transit access, protecting the environment, and adding amenities that would make the property a more year-round destination for the region. This particular question drove detailed and lengthy responses, with many participants seemingly jumping at the opportunity to share their opinions. Notably, the construction of affordable housing was mixed, with strong opinions in favor and against. A creative development approach was desired among many respondents with a general sentiment of "seizing the opportunity."

MASTER PLANNING IDEAS FROM RESPONDENTS



Vision

- "The Fairgrounds has a rich history. Retain the history and incorporate what's new for future generations."
- "Envision my kids and grandkids being able to enjoy it the same way I did as a kid growing up."
- "Pay attention to their mission and not be a massive developer."
- "The Fairgrounds is a 19th century idea. Can we bring it into the 20th century?"
- "How can we preserve some of the history and evolve the concept?"



Development Ideas

- "The location needs major upgrades: Hotel and spa."
- "There are opportunities for housing, entertainment, and retail."
- "I would be careful from a redevelopment perspective. The Fairgrounds are a very unique piece of land. Conservation can open the door to other types of opportunities – education, outreach, etc. Would not give up that land for housing. Not enough venue space in San Diego – that is a problem."
- "More public amenities like restaurants and farmers markets. Should be an asset not a closed off property."
- "Look at modern opportunities for farming."
- "I think they should be very careful about development. Don't want to create high density impacts on this site. The beauty of the place is it is open – we are losing that in our county. Don't think we should be developing /overdeveloping it. Keep it for the San Diegans."
- "They need to revamp their entire purpose, consider starting from ground zero. They should build a world-class multipurpose, multi-generational facility offering dining, shopping, and housing."
- "When you think about the sheer size of the property its actually bigger than the San Diego International Airport. They should build mixed-use facilities, they should have housing for a year-round workforce. It is all doable and should be done in stages that regularize their revenue and transforms the property."



Entertainment and Large-scale Event Venue

- "Become more of a 365-day out of the year gathering place."
- "Keep it an open space for events and gatherings."
- "It would be great to continue to have a location for community events."
- "Welcome the community on a regular basis, like Gallagher Square does while generating revenue.
Make better use of the grandstand for less-formal events."
- "Consider cutting a deal with Live Nation or Belly Up to better maximize revenue of the music venue."
- "I do not support the concept of a water park."
- "They should have more regular, world class events that contribute to a more sustainable revenue stream. The Fair and Horse Racing are too seasonal, and the small exposition events they host don't really contribute to their economic viability."



Environment

- "They are situated at the perfect intersection of the ocean and the lagoon. They should have a Scripps Institution of Oceanography facility on-site that can provide education and research."
- "Protect and capture of more wetlands."
- "Strengthen sustainability efforts and ensure they are good stewards of their coastal responsibility."
- "Make sure plans are fitting with the environment around it."
- "Take advantage of the fact that they are in a flood zone adjacent to wetlands. Restore more wetlands and include that in the site plan so it becomes more of a natural setting rather than a field of asphalt and buildings."
- "Whatever happens there should respect the character of the surroundings – communities and environment."



Community

- "Maximize access to all communities to attend the Fair – many can't afford it."
- "Ensure the residents of Del Mar and Solana Beach don't bear a negative impact."
- "Ensure it remains a public asset and not privatized for private benefit."
- "Portions of the space should be open to the public e.g. recreation."



Housing

- "Provide affordable housing."
- "I think that they should provide housing. If they transform into a year-round operation with daily facilities and events, they should be able to provide workforce housing to the folks that work there."
- "I can imagine there are some who believe they should promote housing development. My thought would be they shouldn't lose any of the amenities of the venue in order to produce housing. I think if they plan to do that (housing) it should be done in a strategic way. Protect as much of the space as possible for use of activations. The Fairgrounds is one of the last remaining large-scale spaces that is centrally located."
- "I would not encourage affordable housing on the site. The opportunity to have truly unusual highly desirable event space and quality facilities is important."
- "Prevent housing and other commercial space."
- "There is some opportunity for housing for employees or people working there whether it's the thoroughbred club or folks who work at the fairgrounds."
- "It's appropriate for them to provide affordable housing for the city of Del Mar. They take up a lot of Del Mar real estate and have a lot of workers. It's the perfect place for it because of the location to jobs."



Transportation

- *"Tying in transit is very important."*
- *"Transportation – like the platform at Sorrento Valley now."*
- *"Create a transportation hub for North County."*
- *"Make sure any plans conform with SANDAGs efforts to move tracks off the bluffs."*
- *"The rail discussion is a positive discussion for the region. A regional facility should have an asset like rail."*
- *"The Coaster platform is a good idea."*



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V. Recommendations

The following section outlines a final set of public affairs recommendations, based on the findings above. These recommendations are intended to improve District's reputation in the region with stakeholders, elected officials and other key decision-makers. Some are relatively easy to implement, while others will involve further discussion, planning, and consideration.

1. **Leverage the Master Planning Process** – Through its Master Planning process, the District has an opportunity to re-educate the region about its value as an entertainment venue, disaster response asset, and community gathering place. The master planning process will also create a chance for the District to position itself as a forward-thinking organization as it works to gather input for the future of the venue. While housing and transportation were consistent themes among leaders, there was also the indication that the venue should remain a community asset; a gathering place, entertainment venue and evolve into a more recognizable year-round venue. Strategies for this can include:
 - Regional stakeholder and elected official briefings
 - Regional City Council and government agency presentations
 - Community meetings and extensive public input opportunities
2. **Supersize Stakeholder Engagement** – Increasing visibility and presence within the community was a common theme across nearly all conversations with respondents. There stands an opportunity for the district to supersize its stakeholder engagement program and insert leadership into the community in a meaningful way. While the cities of Del Mar and Solana Beach are the most knowledgeable of the Fairgrounds activities, the further removed leaders are from the venue geographically, the less knowledgeable they are about the year-round activities and planning for the venue. It will be important to take consideration into the key issues these audiences will resonate with the most. The most surprising finding from these interviews demonstrated that republicans and democrats view the use of the Fairgrounds differently, adequately framing discussions around this distinction can lead to higher engagement and more productive outreach. Strategies for accomplishing this could include:
 - Increase consistent outreach to regional leaders to share updates, receive feedback, and increase engagement in the master planning process.
 - Develop and deploy ongoing communications with regional communities through a robust newsletter highlighting the District's objectives and engagements.
 - Leverage opportunities to drive media attention through widespread promotion of the annual report and communicating around key events. A calendar of high-profile media events can be considered to continue to drive media coverage including: the Fair brand reveal, the entirety of the San Diego County Fair, Opening Day of Horse Racing, key environmental milestones, promotion of seasonal events and more.
 - Ensure regional stakeholders are in direct communication with and have access to a direct point of contact within the District's staff, the deployment of regular briefings, newsletters, or updates could be a useful avenue for accomplishing this.
3. **Form Strategic Partnerships with Community-based Organizations** – San Diego County is home to more than 12,000 registered nonprofits. Considering the District's investment in environmental improvements, the venue's coastal location, and the regional benefit the District brings to the economy partnerships with nonprofits can help the District expand its reach and highlight its regional impacts. Based on the results of these conversations, there stands an opportunity to target and build a network of community allies with select community-based organizations that can be partnered with to bolster and advance the District's priorities. Immediate opportunities exist to partner with regional organizations who can effectively champion the District's goals on a county-

wide basis including: The San Diego Regional Chamber of Commerce, the San Diego County Farm Bureau, the San Diego and Imperial County's Labor Council, the San Diego Regional EDC and the San Diego County Coastal Chamber of Commerce. These organizations engage on regional issues are plugged into many of the issues that the District is already working on. Strategies for building upon nonprofit networks can include:

- Highlighting community-based organization participation in the San Diego County Fair through social media channels and regular newsletter distribution.
 - Host community-based organizations at summer social events to expand networking opportunities and further engage organizations on the District's key issues.
 - Promote community banner program, Plant*Grow*Eat and other non-profit partnerships through media pitches and through owned media channels.
 - Consider establishing a "Friends of the Fairgrounds" community-based organization network that solicits input from regional stakeholders and partners with the District in promoting key initiatives and programs.
4. **Engage Environmental Advocates** – The visibility into the District's investment into environmental initiatives was limited among respondents. Given the District's location adjacent to sensitive ecosystems and recent investments into environmental initiatives, there is an opportunity to better engage stakeholders and advocates in the environmental space. Opportunities include:
 - Coordinate regular briefings with key environmental stakeholders to share updates and initiative progress.
 - Highlight environmental programs through owned channels focusing on visually engaging content such as the Least Tern nesting and water quality infrastructure.
 - Engage environmental organizations in Summer Social Series events.
 - Consider staff engagement with local organizations and explore securing board positions and active engagement.
 5. **Leverage Annual Report** – Promote the District's annual report, highlighting what the institution is doing locally to meet the needs of the immediate community and as a regional asset. Strategies for increasing awareness of the Annual Report include:
 - Launching a micro-site that hosts the Annual Report in a digitally friendly medium that can be easily promoted on owned channels.
 - Distributing copies of the Annual Report to key stakeholders and partners in the community.
 - Provide community briefings on the Annual Report following its completion every year.
 6. **Stay True to the Mission** – Some comments made indicate the Fairgrounds is moving away from its agricultural mission. Some ideas included hosting Southern California's largest food and wine festival to feature regional wineries, local growers, and music. Other ideas indicated that farming is important, but urban farming is also playing a role in communities with less traditional farming space. "Growers" was an interesting term that was seen as an inclusive reference to both traditional farms and urban farmers. It was shared that the Fairgrounds could be in a unique position to host a large-scale farmers market to highlight San Diego County's and/or Southern California's agricultural economy. Ideas to further engage the agricultural community in the region include:
 - Promoting Plant*Grow*Eat program more broadly across the region and pitching to local news outlets.
 - Explore further partnership opportunities with agricultural trade organizations and non-profits.
 - Consider hosting an annual "State of Agriculture" symposium or event that features thought leaders in the industry from across the region to share important updates with regional leaders.
 7. **Conduct Statistically Valid Research** – The Key Opinion Leader research is qualitative. Conducting statistically valid research with a reputable research firm will provide the District with quantitative results to better frame public perception of the Fairgrounds and to test key messages. This effort can

also help test concepts for consideration under the master planning process, as well as provide insight into how customers want to receive their information i.e. specific social media channels, so the District can better target its communication.

8. **Create a Messaging Platform** – Refine and develop a comprehensive message platform building off of key findings from Key Opinion Leader Audit, statistically valid research, and the District’s existing mission and vision statements that can be leveraged across communication platforms and external public engagements.
9. **Explore regionally-focused re-branding:** As the District positions itself as a prominent regional organization and embarks on the effort to re-imagine the property for the future, there exists an opportunity to explore what a potential re-branding of the “Del Mar Fairgrounds” could look like. Given the District’s role in supporting the broader San Diego region and beyond, it may make sense to explore the implementation of a more accurate brand and name of the property that emphasizes the regional use of the property.



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VI. Appendix

Appendix I: Key Opinion Leader Participants

ELECTED OFFICIALS	
1	Catherine Blakespear, California State Senator, 38th District
2	Todd Gloria, Mayor, City of San Diego
3	Dave Druker, Mayor, City of Del Mar
4	Jewel Edson, Deputy Mayor, City of Solana Beach
5	Lesa Heebner, Mayor, City of Solana Beach
6	Tony Kranz, Mayor, City of Encinitas
7	Joe LaCava, Councilmember, City of San Diego, District 1
8	John McCann, Mayor, City of Chula Vista
9	Ron Morrison, Mayor, City of National City
10	Cole Reed, District Representative, Office of Senator Toni Atkins
11	Racquel Vasquez, Mayor, City of Lemon Grove
12	Dane White, Mayor, City of Escondido
ENVIRONMENT	
1	Steve Morris, Executive Director, I Love a Clean San Diego
2	Lisa Ross, Chair, Executive Committee, Sierra Club - San Diego Chapter
3	Greg Wade, CEO, Clean Energy Alliance
COMMUNITY	
1	Kerri Kapich, Chief Operating Officer, San Diego Tourism Authority
2	Sharon Cooney, Director, San Diego Metropolitan Transit System (MTS)
3	Stephen Cushman, Board of Directors, San Diego Food Bank
4	Shawn Dixon, Board Chair, San Diego Tourism Authority
5	Josie Flores-Clark, President, San Diego County Hispanic Chamber of Commerce
6	Jen Grove, Executive Director, Del Mar Village Association
7	Patty O'Connor, Chief Operations Officer, Feeding San Diego
8	Michael Flores, Deputy Secretary of Fairs, California Department of Food and Agriculture
9	Rose Ann Sharp, Founder NeverAgainCA, long-time Del Mar resident
BUSINESS	
1	Erik Bruvold, Chief Executive Officer, San Diego North Economic Development Council
2	Mark Cafferty, President & CEO, San Diego Regional Economic Development Council
3	Shawn M. Donaghy, Executive Director, North County Transit District (NCTD)
4	Jeffrey Essakow, President & CEO, Protea Properties (Former owners of Flower Hill Mall)
5	Robert Gleason, President & CEO, Evans Hotel
6	Chris Thorne, CEO, North San Diego Business Chamber

Appendix II: Stakeholder Questionnaire



PHONE SCRIPT

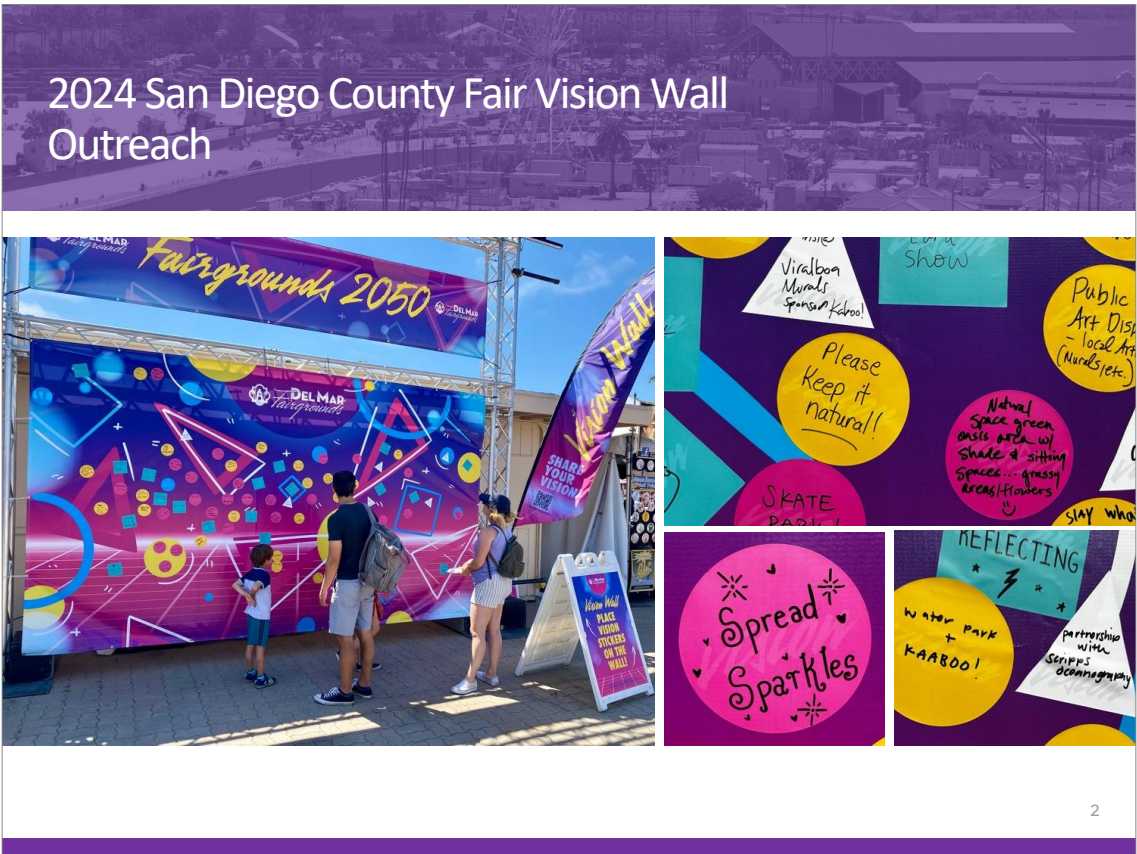
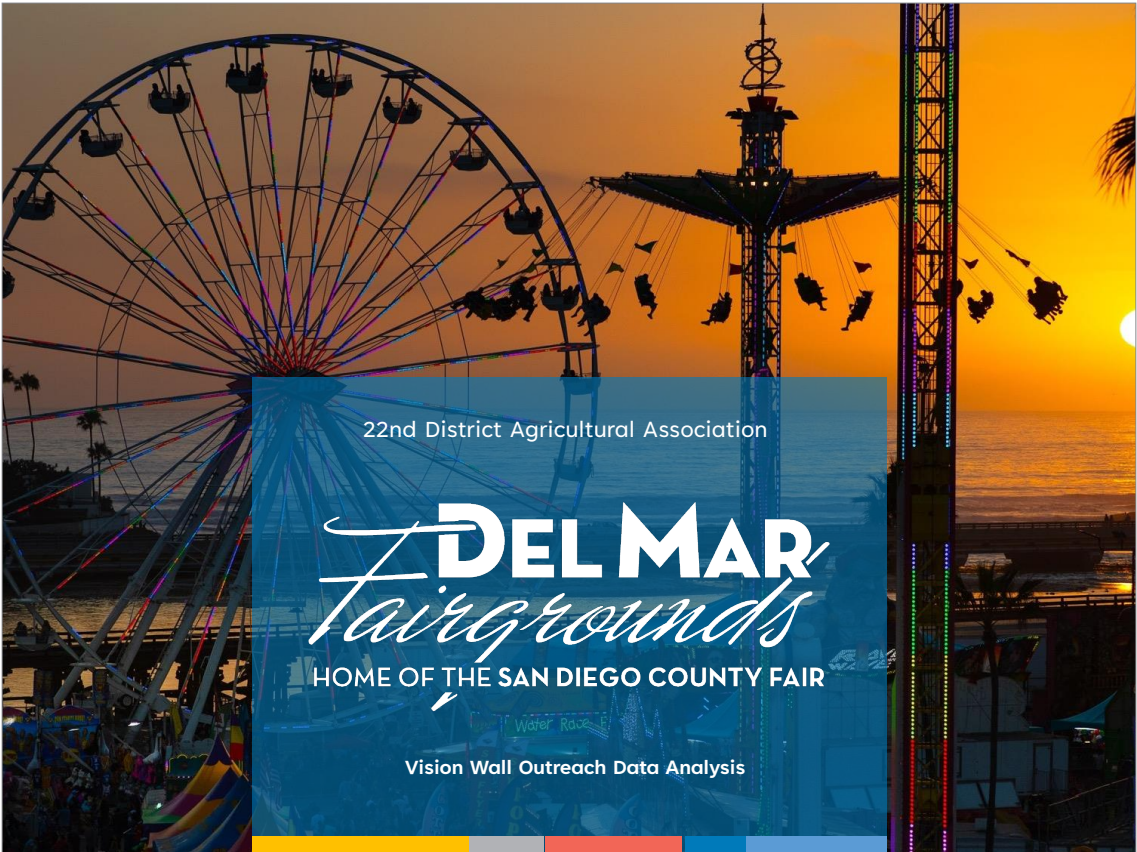
- Hello _____. This is _____ with Southwest Strategies.
- Thank you for talking with me today.
- As mentioned, the 22nd District Agricultural Association, the organization that operates the Del Mar Fairgrounds and organizes the annual San Diego County Fair and other major events asked us to conduct this survey to get a better sense of overall public perception of their standing in the community and some of the services they offer.
- As they look to the future, they thought it was a good idea to take a step back and get some honest feedback on how they can improve.
- So, they engaged our firm to conduct a series of interviews with a number of external stakeholders and thought leaders in our community, such as yourself.
- This interview should only take about 10-15 minutes, and we're only talking to a small group of folks, so your feedback is really important to us.
- While cumulative feedback will be shared, all individual answers will be kept confidential, and will not be attributed to you, unless otherwise requested by you.
- So please feel free to be as candid as possible.



QUESTIONNAIRE

1. To get things started, what is the first thing that comes to mind when you think about the Del Mar Fairgrounds?
2. Other than the annual San Diego County Fair and horse racing, what do you know about the Del Mar Fairgrounds and the events and services they provide?
3. How often do you visit the Del Mar Fairgrounds annually?
4. What is your favorite thing about the Del Mar Fairgrounds? Are there any particular events or attractions you enjoy?
5. Is there anything you think that the Del Mar Fairgrounds does particularly well?
6. What is one thing you think the Del Mar Fairgrounds could do to improve? (Operations, facilities, events, etc.)
7. Do you know anyone that is connected to the Del Mar Fairgrounds (Employee, Board member, vendor, etc.)?
8. *(If Yes – Have they shared any thoughts with you that might be relevant in terms of the Fairgrounds operations, events or anything else?)*
9. Did you know the Fairgrounds is operated by a state institution called the 22nd District Agricultural Association, which does not receive taxpayer dollars?
10. *(If No – The 22nd District Agricultural Association manages and operates the Del Mar Fairgrounds as an institution of the State of California and is governed by a nine-member board appointed by the governor. Fairgrounds operations are primarily funded by revenues generated by hosting events, the largest being the annual San Diego County Fair.)*

11. Have you ever worked with or engaged with the 22nd District Agricultural Association? If so, could you briefly describe that experience?
12. The 22nd District Agricultural Association has a number of community-focused initiatives. For example, supporting local agricultural education through its Plant-Grow-Eat program, engaging with local government officials, highlighting community members in some of its advertising, and offering free San Diego County Fair tickets to qualifying nonprofits. In addition to this work, how could the 22nd District Agricultural Association be a better partner to you and to the San Diego County community?
13. Were you aware that the Del Mar Fairgrounds and the 22nd District Agricultural Association often play a role in the region's emergency response strategy for events such as wildfires, pandemics, and evacuations? Have you ever heard about any of these efforts before, and, if so, what did you think of that role?
14. *(If No – The Del Mar Fairgrounds played a major role in emergency situations by hosting evacuation sites during the devastating wildfires of 2003, 2007, 2014 and 2017, providing essential emergency services, shelter equipment and a sanctuary for vulnerable communities throughout San Diego County. During the COVID-19 pandemic the Del Mar Fairgrounds also hosted one of the region's largest vaccination superstations supporting the region's broader efforts to support the community and provide access to the initial COVID-19 vaccines.)*
15. Have you heard anything about the 22nd District Agricultural Association's infrastructure investment efforts to protect our region's coastlines and environmental ecosystems?
16. *(If No – In 2023, the Del Mar Fairgrounds announced debuted its \$15 million water quality initiative which includes investments into functional stormwater retention and treatment systems. These projects help keep contaminated water from polluting local streams, lagoons, and the Pacific Ocean.)*
17. In your opinion, what is the overall reputation and public perception of the Del Mar Fairgrounds as a community institution?
18. Eventually, the 22nd District Agricultural Association will go through a master site planning process for the Del Mar Fairgrounds. Do you have any thoughts about what you believe the 22nd District Agricultural Association should prioritize in this process? When you think about the Fairgrounds in the future, what would you envision?
19. In closing, do you have any other final thoughts or recommendations for the 22nd District Agricultural Association?



Approach

I. Vision Wall – Present for the entire duration of the Fair

II. Two Feed Back Opportunities

I. Stickers on the Vision Wall

II. 6-question Survey

III. Staffing

I. Every Friday, Saturday, and Sunday of the Fair

II. Additional staffing on Thursday 4th of July

III. 10:30 a.m. to 8:00 p.m.



SURVEY DETAILS

13 DAYS OF OUTREACH

117 HOURS OF OUTREACH

654 VISION WALL COMMENTS

714 SURVEY RESPONSES

1,368 TOTAL PUBLIC COMMENTS

Key Takeaways

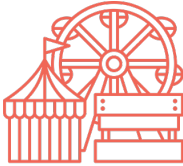
From the outreach conducted at the San Diego County Fair – 3 key takeaways emerged.

94%

Of respondents support the eventual redevelopment of the Del Mar Fairgrounds



Concerts, music festivals and live events are an emerging market opportunity



Preserving the San Diego County Fair is a top priority

8/5/2026

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Fairgrounds 2050 Public Outreach Report | 56

Vision Wall
Comments

650+ Unique comments were shared through the application of vinyl stickers to the Vision Wall with comments written by participants.

Key Takeaways:

- The San Diego County Fair is a favorite
- Entertainment is a priority
- Open space and recreation is a value proposition



VISION WALL
654 COMMENTS

25% SAN DIEGO COUNTY FAIR FEEDBACK	24% ENTERTAINMENT EVENTS	20% RECREATION	10% LAND USE /DEVELOPMENT	8% AGRICULTURAL EXPERIENCES
5% INCREASE ADA ACCESSIBILITY	4% ENVIRONMENT	3% EDUCATIONAL OPPORTUNITY	1% TRANSIT	1% SILLY

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Vision Wall
Comments

Of the vision wall comments, the most frequent comments shared specific ideas for improving the Fair and providing new amenities on the property.

Key Takeaways:

- **Year-round Use of the Property is Desired** – Many comments and conversations were focused on the fact that attendees typically only visit the property of the fair but would like to see more opportunities.
- **Live Music Events are a Growing Interest** – Many comments focused on recommending concerts, music festivals and specific artists. Fairgoers are attracted to the use of the space for live events.
- **Outdoor Recreation is a Focus** – Of the recommendations for development ideas, the most common were focused on the prospect of a water park or sports facilities that make use of the open space.



VISION WALL
TOP SUGGESTIONS

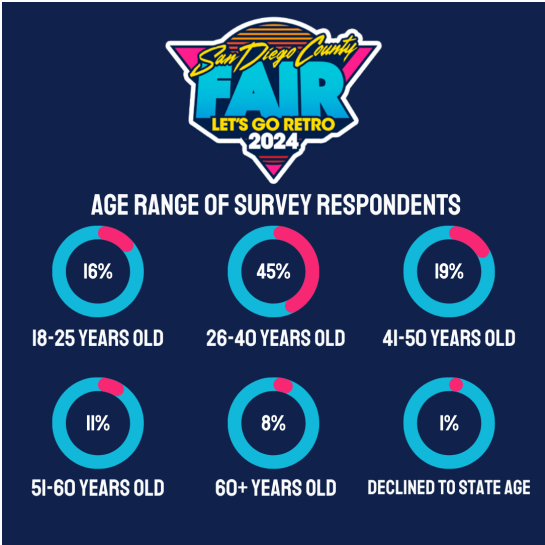
YEAR ROUND ACTIVITIES	SHADE
LOWER PRICES	VARIETY OF FOOD
CONCERTS	ANIMAL ACTIVITIES
WATER PARK	REST AREAS
KAABOO	SOCCER/BASEBALL FIELD
MORE RIDES	PUBLIC TRANSIT

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Age

Key Takeaways:

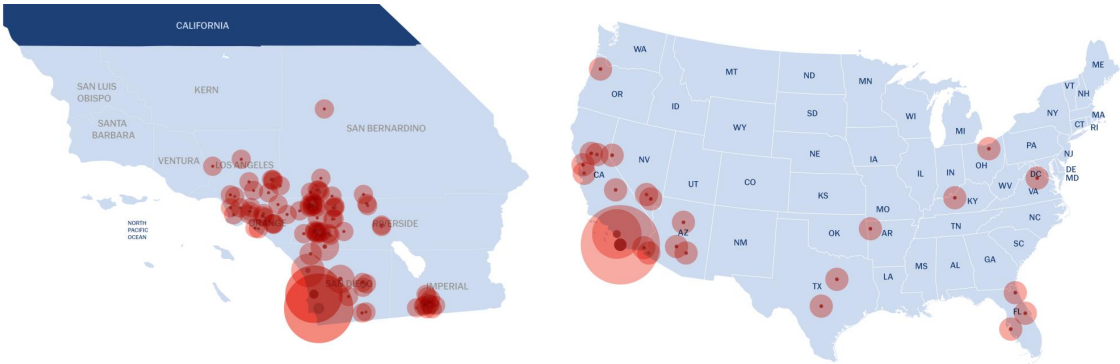
- The location of the Vision Wall at the entrance to “Family Funville” gave us access to a difficult to engage demographic of young parents.
- This provided a good lesson learned in terms of the unique offerings the District has for public engagement.



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Zip Code



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Vision Wall Survey Responses

Respondents were asked to participate in a short survey conducted by public outreach staff to gain further insight into the public’s perception of how the Del Mar Fairgrounds could be improved for the future.

The survey outreach resulted in 714 survey responses to the following questions:

1. *How often do you visit the Del Mar Fairgrounds every year?*
2. *What are your favorite events or activities at the Del Mar Fairgrounds?*
3. *What do you like most about the Del Mar Fairgrounds property?*
4. *Thinking about the next 25 years, how would you like to see the Fairgrounds property used to serve its mission of providing education, protecting the environment, and supporting recreation, entertainment and agricultural experiences?*
5. *What is your Zip Code?*
6. *What age range do you fall into?*

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How often do you visit the Del Mar Fairgrounds every year?

Key Takeaways:

- **The Fair is the Prime Attraction** – The primary driver for attendance to the Del Mar Fairgrounds property is the annual San Diego County Fair.
- **The Fair is a Tradition** – A significant number of respondents indicated they attend the Fairgrounds annually.
- **Multi-day Experience** – Specifically, a notable portion of respondents reported visiting more than once annually to attend the Fair – indicating for many the Fair is a multi-day experience.
- **Other Events Drive Attendance** – While the Fair drives most attendance, there were many references to additional events including Horse Racing, concerts at the Sound, and different community events.



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What are your favorite events or activities at the Del Mar Fairgrounds?

The San Diego County Fair Reigns Supreme

- **38% of respondents** reported the Fair is the favorite event at the property
- **Unique Offerings** – The prevalent trend seemed to indicate that the San Diego County Fair offers attractions that people feel they cannot get anywhere else.
- **Highlights and specific attractions for the fair include:**
 - Games and rides available at the Fair
 - Exclusive exhibits available only during the Fair
 - The engaging animal-related activities that occur during the Fair.



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What are your favorite events or activities at the Del Mar Fairgrounds?

Unique Exhibits are Valued

- **13% of respondents** reported that exhibits and shows offered outside the Fair was a draw for visiting the property.
- **Highlights and specific attractions for the fair include:**
 - Agricultural education such as Plant*Grow*Eat
 - Community gardening events
 - Educational support (certification testing center)
 - Art exhibits



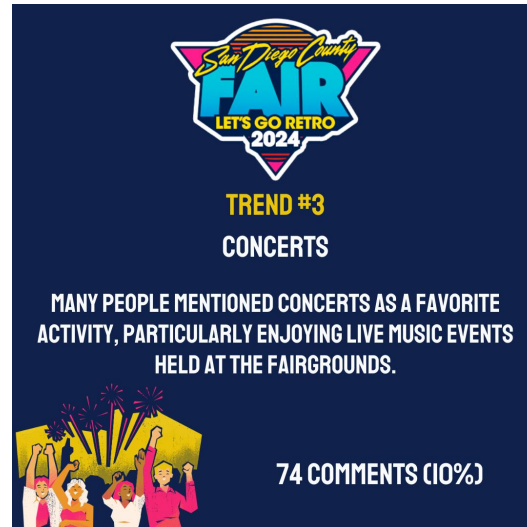
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What are your favorite events or activities at the Del Mar Fairgrounds?

Live Music is a Growing Attraction

- **10% of respondents** expressed appreciation for the live music events and concerts, representing a growing awareness of new offerings
- Specific references were made towards the recently opened **Sound music venue** and media coverage around the possibility of the return of the **Kaaboo music festival**.



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What are your favorite events or activities at the Del Mar Fairgrounds?

Horse Racing Was Less Predominant than Expected

- **9% of respondents** stated that horse racing was a major draw for them.
- **A surprising trend** – The recurring mention of horse racing among survey respondents highlights its enduring association with the Fairgrounds. However, surprisingly it was noted slightly less frequently than the live music events (10%).
- The lower-than-expected faction of attendees expressing interest in horse racing **could be explained by a declining interest in the sport** broadly in California or a distinct audience population with **different community members attending the fair and the horse races**.



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What do you like most about the Del Mar Fairgrounds property?

Open Space is Valued

- A majority of respondents shared that their favorite aspect of the Del Mar Fairgrounds is the spaciousness and openness of the property was a benefit
- Comments included references to the property's viewshed and wide-open spaces that allowed for an enjoyment of the coastal atmosphere.



TREND #1

SPACIOUSNESS AND OPENNESS

RESPONDENTS VALUE THE LARGE, OPEN SPACE OF THE FAIRGROUNDS, WHICH ALLOWS FOR EASY NAVIGATION, AND HOSTING OF VARIOUS EVENTS.

340 COMMENTS (52%)

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What do you like most about the Del Mar Fairgrounds property?

Fair Nostalgia is Synonymous with the Property

- 19% of respondents commented that the nostalgia associated with the Fair was their favorite aspect of the property.
- Many survey participants noted that they are drawn to the atmosphere provided during the fair and are not familiar with the property outside this marquee event.



TREND #2

THE FAIR

NUMEROUS MENTIONS OF ENJOYING THE FAIR INCLUDE RIDES, FOOD, AND VARIOUS FAIR ACTIVITIES.



125 COMMENTS (19%)

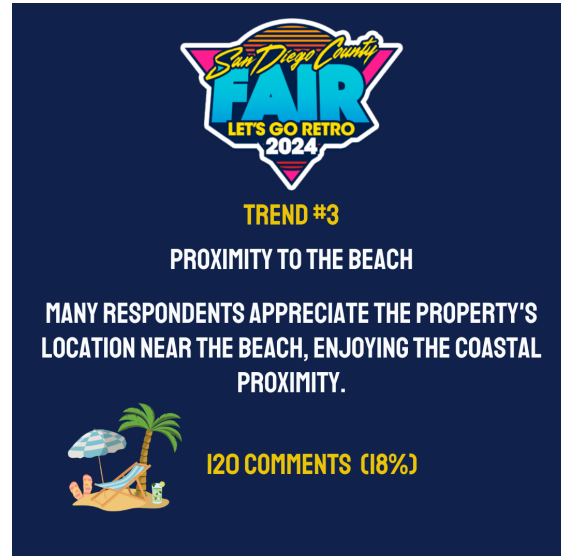
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What do you like most about the Del Mar Fairgrounds property?

Coastal Environment is a Draw

- **18% of respondents** shared that they loved the coastal location of the property more than anything.
- Respondents noted that the climate associated with the coastal proximity was a draw and that attending the Fair was an excuse to visit Del Mar and be near the coast.



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Thinking about the next 25 years, how would you like to see the Fairgrounds property used?

The potential for the Del Mar Fairgrounds Master Plan is wide open

- **Of the 714 survey responses provided, 610 development ideas** were shared for consideration into the Master Plan. (The remainder were general Fair feedback recommendations)
- While some distinct concepts stood out – **no single idea carried a majority of opinion.**



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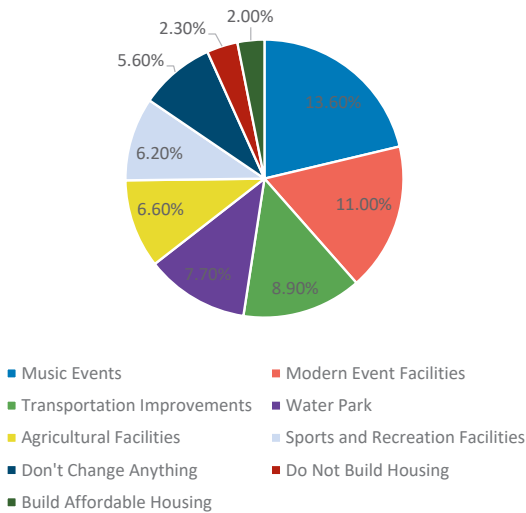
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Thinking about the next 25 years, how would you like to see the Fairgrounds property used?

Key Trends:

- **94.4% of respondents** were open to new development on the fairground's property
- Respondents provided a **wide-ranging scope** of potential development ideas.
- **Most development ideas fell squarely within the District's mission** of providing education, protecting the environment, and supporting recreation, entertainment and agricultural experiences.
- Opinions on housing are **nearly evenly split**.

Most Popular Development Ideas



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Thinking about the next 25 years, how would you like to see the Fairgrounds property used?

Music Events are Particularly Popular

- 83 survey respondents shared they would like to see expanded infrastructure for music events including:



Music Festival Infrastructure



Bigger arena/amphitheater



Year-round offerings of a variety of musical acts

TREND #1
MUSIC EVENTS

MANY RESPONDENTS SAID THEY WOULD LIKE TO SEE A YEAR-ROUND MUSIC OFFERINGS INCLUDING A LARGER MUSIC VENUE, LIVE MUSIC EVENTS, OR MUSIC FESTIVALS AT THE FAIRGROUNDS.

83 COMMENTS
(13.6%)

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Thinking about the next 25 years, how would you like to see the Fairgrounds property used?

Modern Event Facilities Were Popular

- 67 survey respondents shared they would like investment in event facilities including:



Upgrades to existing infrastructure

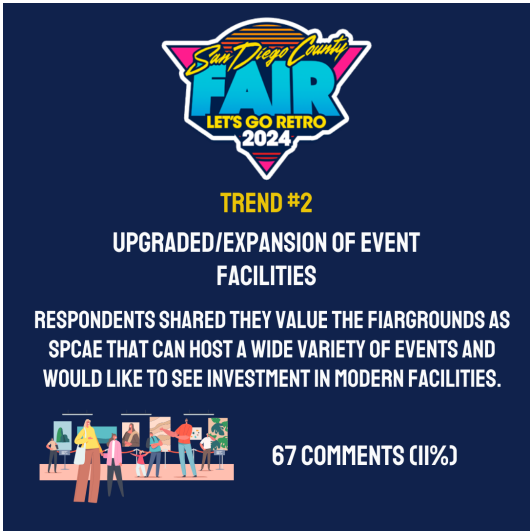


Facilities for industry-focused events



Facilities for exposition-type events

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Thinking about the next 25 years, how would you like to see the Fairgrounds property used?

Transportation improvements were top of mind

- Survey respondents shared opinions on transportation improvements, largely focused on reducing congestion. Common feedback included:



Parking Structure and Improvements

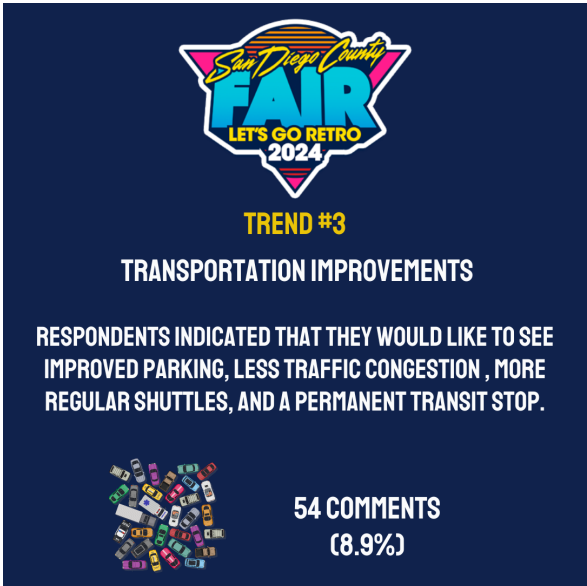


Improved Traffic Control Infrastructure



Transit Accessibility (Rail Platform)

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Board of Directors Communications Update
September 9, 2025

Outreach Update:
Polling Results

Meet the Pollster



- San Diego-based polling firm, led by veteran pollster Drew Lieberman
- Provided research and strategy for elected officials at all levels of government, including:
 - Hawaii Governor Josh Green
 - Former Chicago Mayor Rahm Emanuel
 - San Diego Mayor Todd Gloria
 - Dozens of U.S. Senators, governors and members of Congress across the country.
- Helped re-launch the Los Angeles Times-University of Southern California poll, building it into one of the most acclaimed public polls in the country.
- Featured in the New York Times, Los Angeles Times, NPR and the Washington Post.



Quantitative Research Overview

Why Quantitative?

- **Scientific:** Collects numerical data to measure statistically reliable insights, opinions or trends.
- **Representative:** Uses representative samples and standardized questions.
- **Scalable:** Captures diverse perspectives efficiently.
- **Objective:** Anonymity and careful question design minimize skewed responses.
- **Actionable:** Informs policy, marketing or strategic decisions.

Who uses polling?

Political Parties



Media Outlets



Governments



Survey Objectives

1

Sentiment testing

Obtain feedback on the Master Site Planning of the Del Mar Fairgrounds.

2

Audience Identification

Identify insights into key audiences to inform future outreach and engagement.

3

Refine Master Planning Objectives

Identify priority goals and development features for the future use of the property.

Survey Objectives

LDI conducted a statistically significant survey **between June 9th and 16th, 2025**, of San Diego residents modeled to provide a representative sample of the population of San Diego County.

By the Numbers

600

San Diego residents (18+) took the survey

39%

of Latinos took the survey in Spanish

±4.0%

Margin of error
(Industry standard)

Survey Type



37% via text message



25% via cell phone



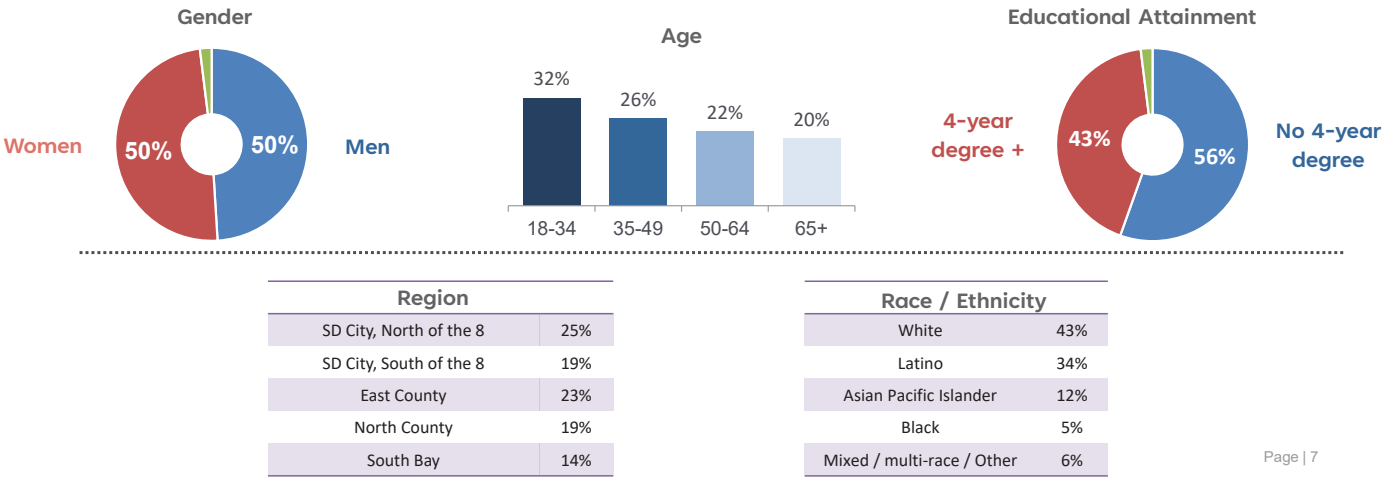
23% via landline



16% via email

Survey Objectives

The sample was balanced on gender, age, education, race, and region to accurately reflect the demographic characteristics of San Diego County.

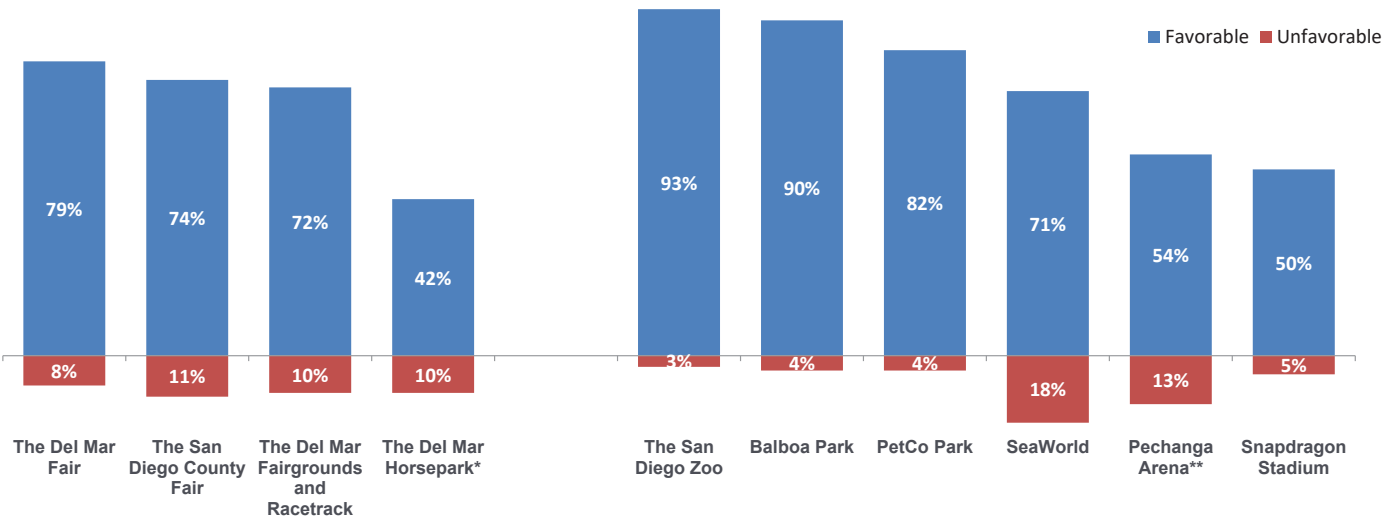


Key Takeaways

- Favorability for the Fairgrounds is very strong.
- The more people go to Fairgrounds, the more they like it.
- San Diegans overwhelmingly support efforts to ensure the Fairgrounds will remain financially self-sustaining.
- San Diegans believe Master Planning for the Fairgrounds should plan for access and protect the environment.
- People want more parking, better freeway access and increased transit connectivity at the Fairgrounds.
- Top desired features include flexible indoor/outdoor event spaces, live music venues and parks and walking trails.
- Proposed features such as hotel, retail and housing will require more detail and explanation.

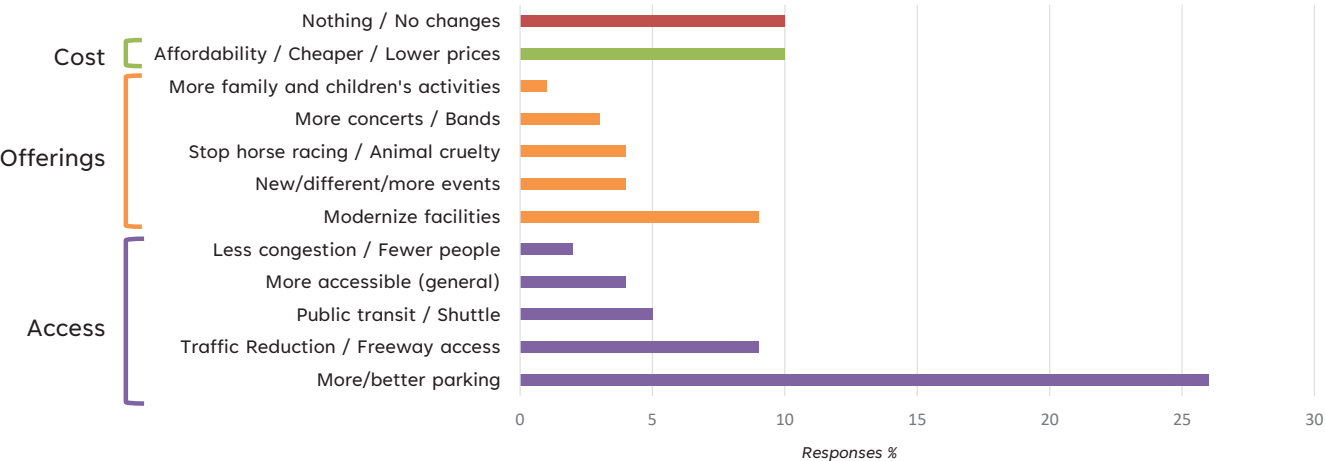
San Diego Venue and Event Ranking

Survey Question: Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each one?



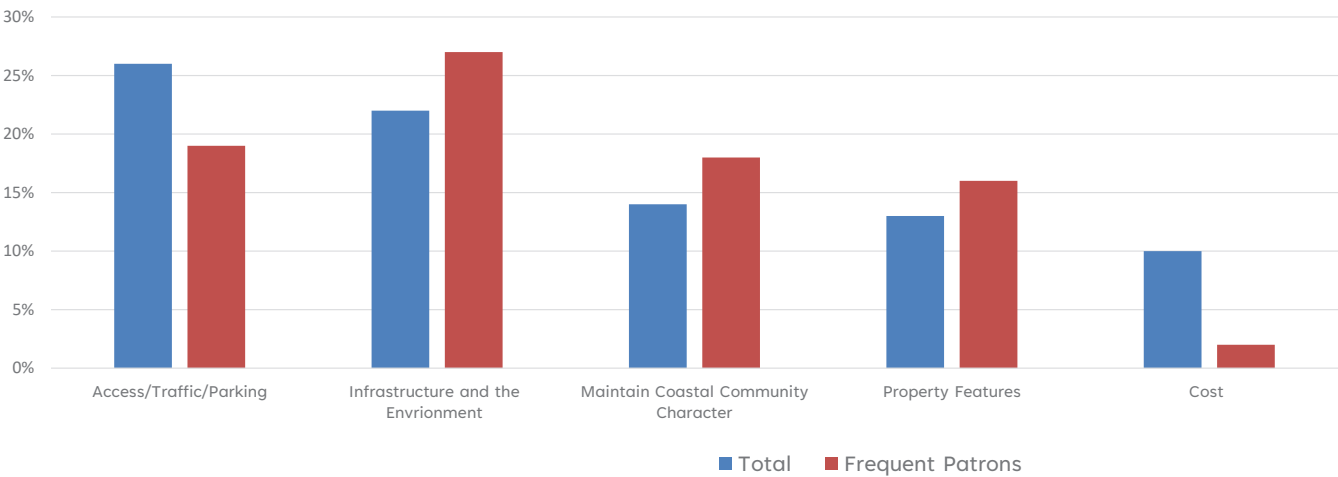
One Improvement

Survey Question (Open Ended): Thinking about the entire Del Mar Fairgrounds property and not just the Fair, if you could change one thing that would most improve your experience or that would make you want to visit the Fairgrounds more often, what would it be?



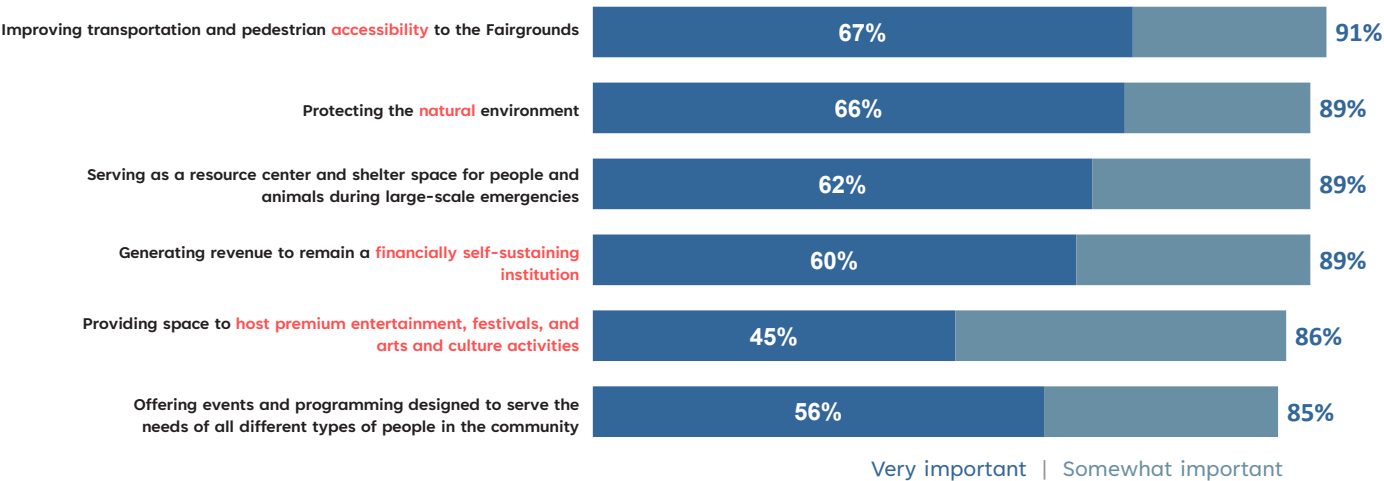
Advice for Master Site Planning

Survey Question (Open Ended): In your own words, what is the most important advice you would give to the Del Mar Fairgrounds as they develop the plan to reimagine the site?



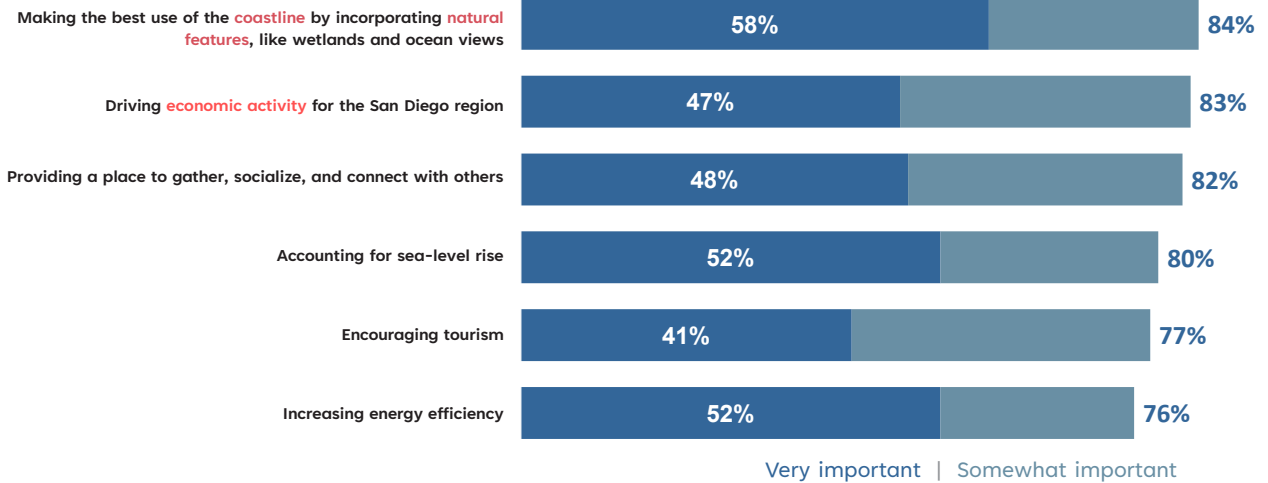
Master Site Plan Goals Ranked

Survey Question: Please tell me how important each of the following goals is for the new Del Mar Fairgrounds plan to focus on – very important, somewhat important, not too important, or not important at all?



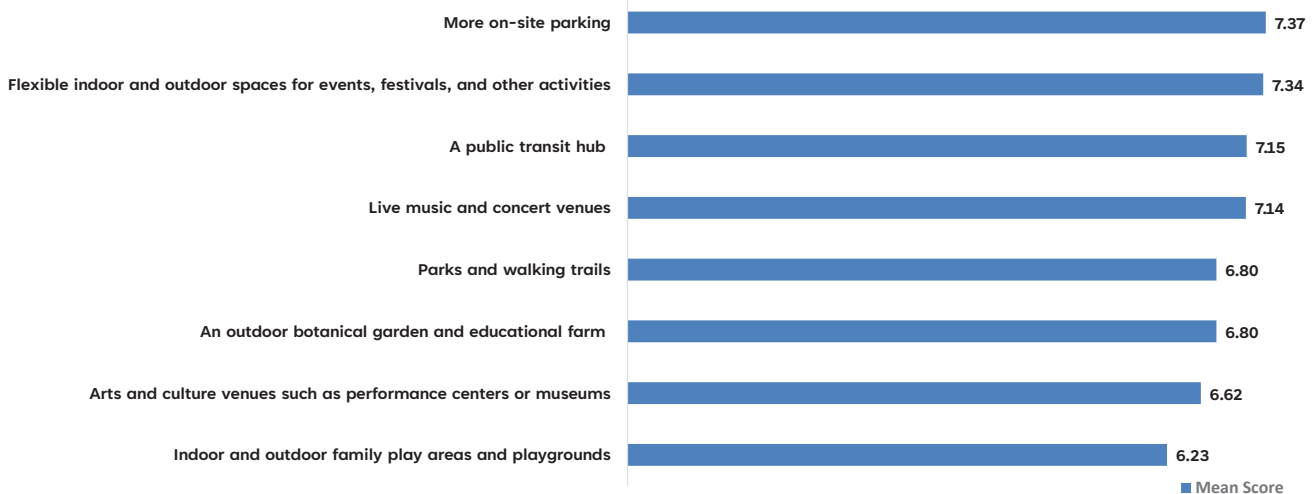
Master Site Plan Goals Ranked (Cont.)

Survey Question: Please tell me how important each of the following goals is for the new Del Mar Fairgrounds plan to focus on – very important, somewhat important, not too important, or not important at all?



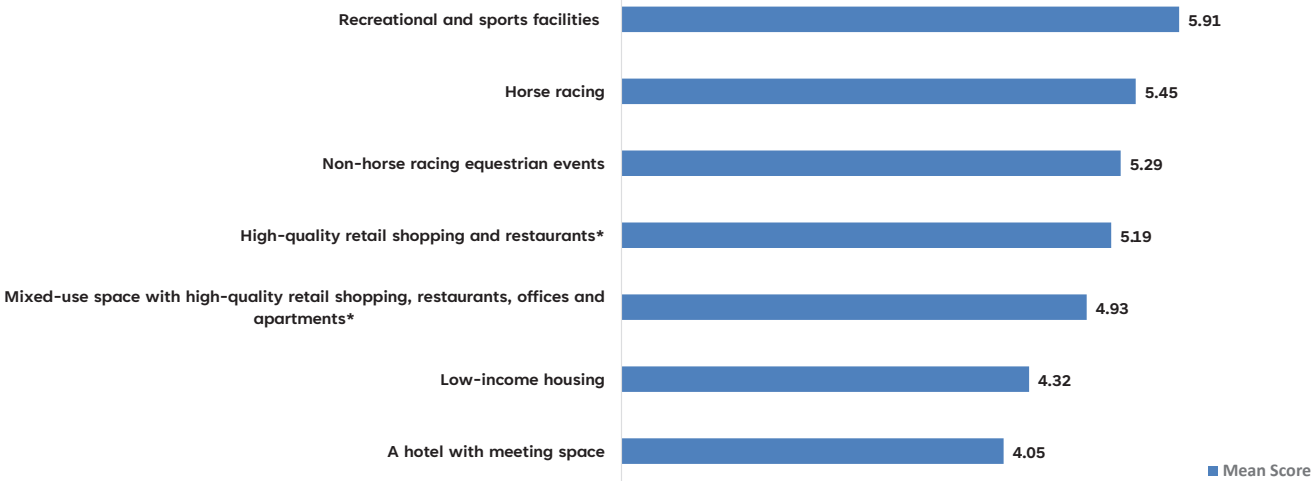
Master Site Plan Features

Survey Question: Here is list of things that may or may not be included in the new plan for the Del Mar Fairgrounds... please use a scale from 0 to 10 to rank each by priority.



Master Site Plan Features (Cont.)

Survey Question: Here is list of things that may or may not be included in the new plan for the Del Mar Fairgrounds... please use a scale from 0 to 10 to rank each by priority.



Key Takeaways

- Favorability for the Fairgrounds is very strong.
- The more people go to Fairgrounds, the more they like it.
- San Diegans overwhelmingly support efforts to ensure the Fairgrounds will remain financially self-sustaining.
- San Diegans believe Master Planning for the Fairgrounds should plan for access and protect the environment.
- People want more parking, better freeway access and increased transit connectivity at the Fairgrounds.
- Top desired features include flexible indoor/outdoor event spaces, live music venues and parks and walking trails.
- Proposed features such as hotel, retail and housing will require more detail and explanation.

Help us create the Fairgrounds of the future by answering the questions below!

1. What do you think should be the top priority for the Fairgrounds' new master site plan?

2. What potential future changes to the Del Mar Fairgrounds would make you more likely to visit more often?

Help us create the Fairgrounds of the future by answering the questions below!

3. What is your advice to the Del Mar Fairgrounds leadership as they develop a new master site plan?

4. How can the Fairgrounds best serve the San Diego County community in the years ahead?

Contact Information

Name: _____ Email: _____

☐ Please contact me when there are updates with this project.

¡Ayúdenos a crear los terrenos de la Feria del futuro respondiendo las siguientes preguntas!

1. ¿Cuál considera que debería ser la máxima prioridad para el nuevo plan maestro para los terrenos de la Feria?

2. ¿Qué posibles cambios futuros en los terrenos de la Feria de Del Mar harían que usted los visitara con mayor frecuencia?

¡Ayúdenos a crear los terrenos de la Feria del futuro respondiendo las siguientes preguntas!

3. ¿Qué consejo le daría al equipo directivo de los terrenos de la Feria de Del Mar mientras desarrollan el nuevo plan maestro?

4. ¿Como pueden los terrenos de la Feria servir mejor a la comunidad del condado de San Diego en los próximos años?

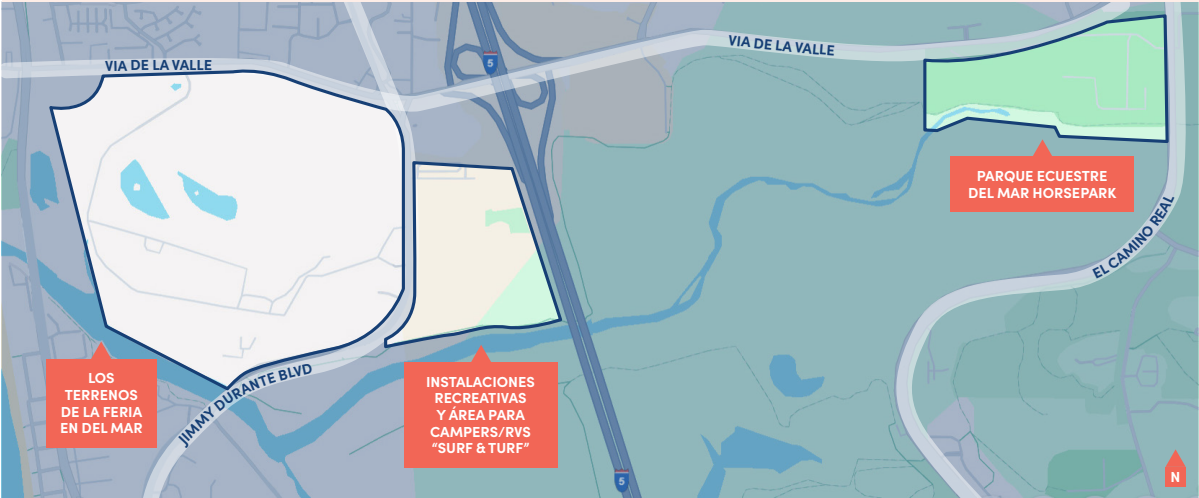
Información de contacto

Nombre: _____ Correo electrónico: _____

☐ Por favor, contáctenme cuando haya actualizaciones sobre este proyecto.

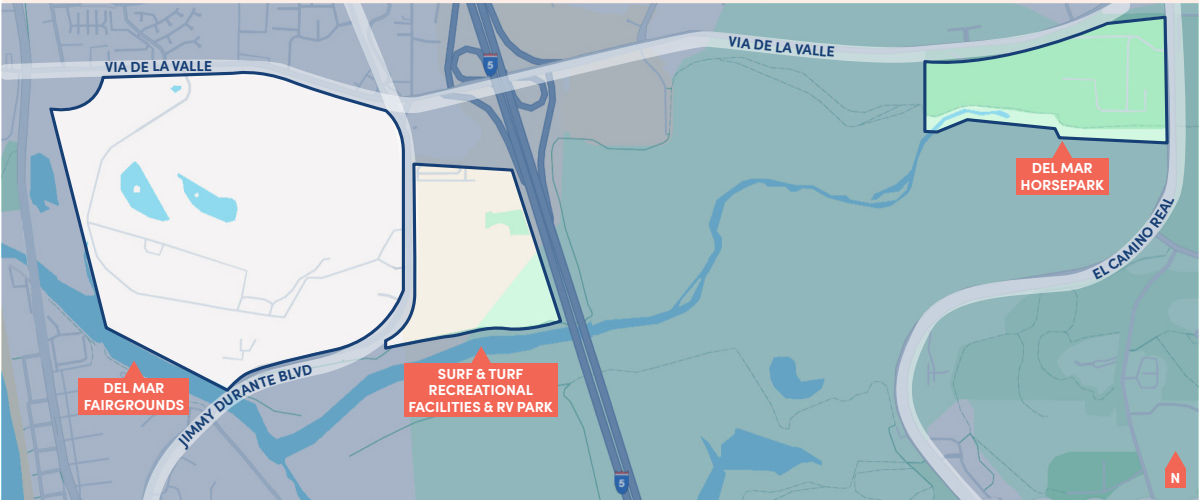
¡DIBUJE LOS TERRENOS DE LA FERIA DEL FUTURO!

¿Cómo le gustaría que fueran los Terrenos de la Feria del futuro?



DRAW YOUR FAIRGROUNDS 2050!

How do you imagine the fairgrounds of the future?



DEL MAR FAIRGROUNDS

2050 PLANNING FOR THE FUTURE

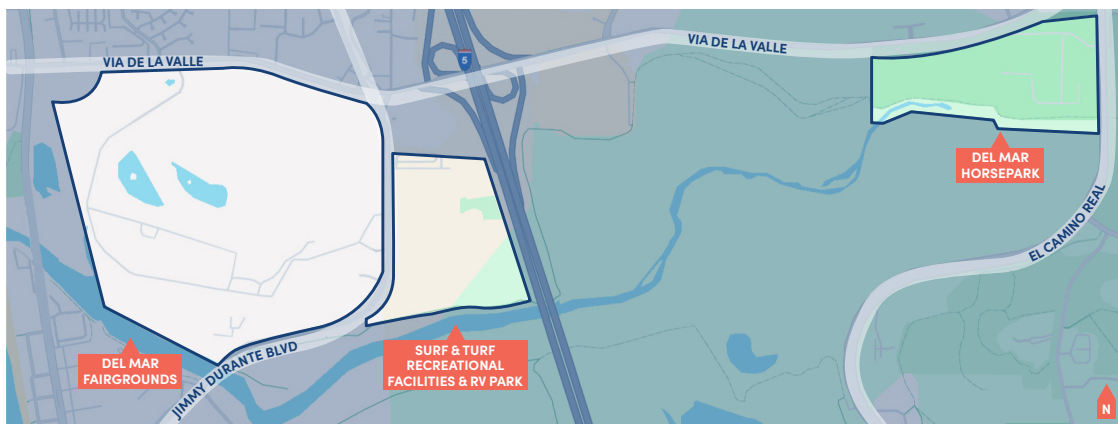
Who We Are

The 22nd District Agricultural Association (District) owns and operates the Del Mar Fairgrounds as an institution of the State of California. Governed by a nine-member board appointed by the governor, we are a self-funded institution that depends on revenue generated from events and activities held at the Fairgrounds.

We are committed to connecting the community through entertainment, recreation, agriculture and education, while proudly serving as champions of environmental stewardship for our property and for San Diego County as a whole.

Our Property

The Del Mar Fairgrounds property is comprised of three distinct campuses — the Del Mar Fairgrounds main campus, the Surf & Turf Recreation Center and the Del Mar Horsepark, all three of which support the District's annual events and operations. Currently, the Del Mar Fairgrounds serve as the home to several treasured local events and activities, most notably the annual San Diego County Fair, live thoroughbred horse racing, and The Sound, a state-of-the-art year-round indoor music venue.



Economic Impact

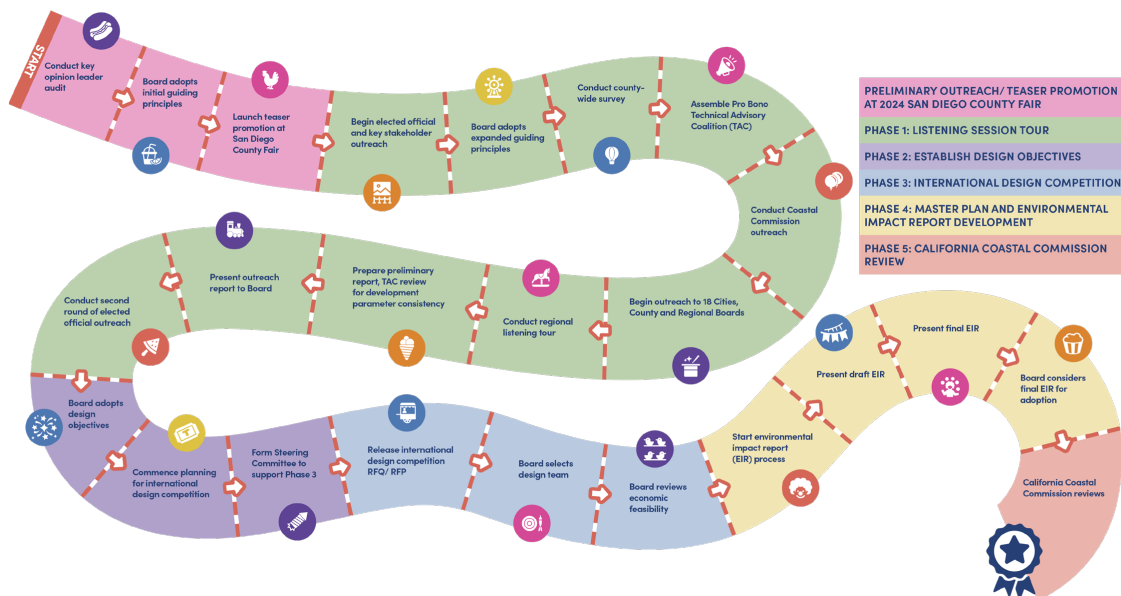
A 2019 study showed the events and activities at the Fairgrounds — including the Fair, horse racing, and seasonal events and festivals — created a \$682 million economic impact. The events and activities at the Fairgrounds support thousands of jobs, provide millions in tax revenues for critical services, and create opportunities for entrepreneurs, small businesses, artists, entertainers, and workers to showcase their talents, services, and wares.

As the world and the region have continued to evolve, the District is now looking toward the future to ensure that the Fairgrounds can continue to serve as an economic generator and iconic community gathering place in times of celebration and in times of need.

DEL MAR FAIRGROUNDS 2050 PLANNING FOR THE FUTURE

FAIRGROUNDS 2050

The District has launched Fairgrounds 2050 to help shape the future of its three campuses through the development of a new master site plan. The goal of this comprehensive process is to ensure that the Fairgrounds, which first opened in 1936, continues to serve as San Diego County's iconic coastal community gathering place for future generations. To support this effort, we have embarked on a comprehensive public outreach and engagement effort to raise awareness and listen to thoughts, ideas, and advice from the San Diego County communities the District serves.



Where We're Going

Upon the completion of this public outreach initiative, the 22nd District Agricultural Association's Board of Directors plans to consider input from the public and from experts to help inform a set of design objectives. These design objectives are meant serve as the basis for an international design competition to craft a vision for the new master site plan for the Del Mar Fairgrounds.

Your voice is crucial in helping shape the Fairgrounds of the future. Learn more and give the District your input now by scanning the QR Code.



Contact Us

Got a question or want to share an idea?
Call us at (858) 755-1161

TERRENOS DE LA FERIA DE DEL MAR

PLANIFICACIÓN PARA EL FUTURO 2050

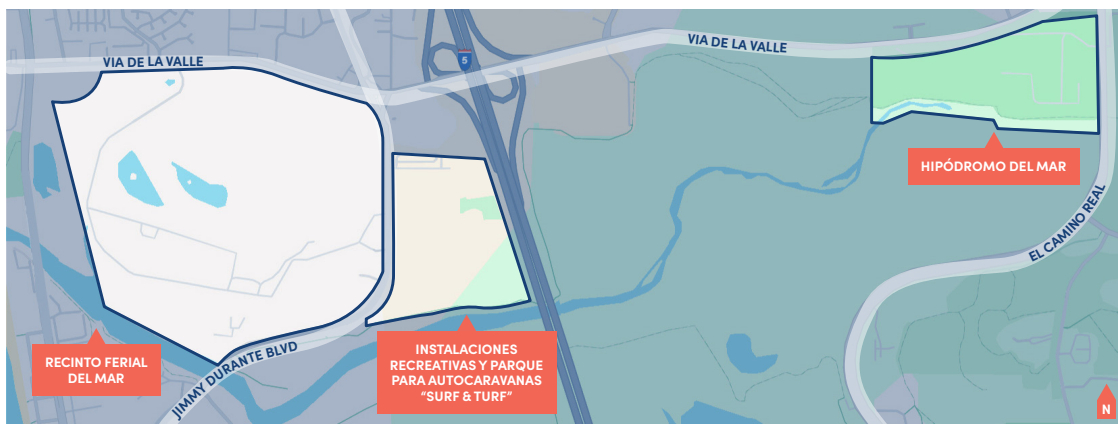
Quienes Somos

La Asociación de Agricultura del Distrito 22 (el Distrito) es propietaria y administra los terrenos de la Feria de Del Mar, operando como institución del Estado de California. Gobernado por una junta directiva de nueve miembros asignados por el gobernador, somos una institución autosuficiente que depende de los ingresos generados por los eventos y actividades que se realizan en los terrenos de la feria.

Estamos comprometidos a conectar a la comunidad a través del entretenimiento, la recreación, agricultura y la educación, y con orgullo asumimos el papel de guardianes del medio ambiente y tanto para nuestra propiedad como para el condado de San Diego en su conjunto.

Nuestra Propiedad

La propiedad de los terrenos de la Feria de Del Mar se compone de tres campus distintos: el campus principal de los terrenos de la Feria de Del Mar, el centro recreativo Surf & Turf y el Hipódromo de Del Mar. Los tres respaldan las operaciones y eventos anuales del Distrito. Actualmente, los terrenos de la Feria de Del Mar albergan diversos eventos y actividades muy valorados por la comunidad local. Entre ellos, cabe destacar la feria del condado de San Diego, las carreras de caballos pura sangre en vivo y "The Sound", una sala de conciertos interior de primer nivel con programación durante todo el año.



Impacto Económico

Un estudio realizado en 2019 reveló que los eventos y actividades de los Terrenos de la Feria de Del Mar, incluyendo la Feria en sí, las carreras de caballos y los festivales y eventos de temporada generaron un impacto económico de 682 millones de dólares. Estas actividades apoyan miles de empleos, generan millones de ingresos fiscales que financian servicios esenciales y crean oportunidades para emprendedores, pequeñas empresas, artistas, trabajadores y talentos locales para presentar sus productos, servicios y habilidades.

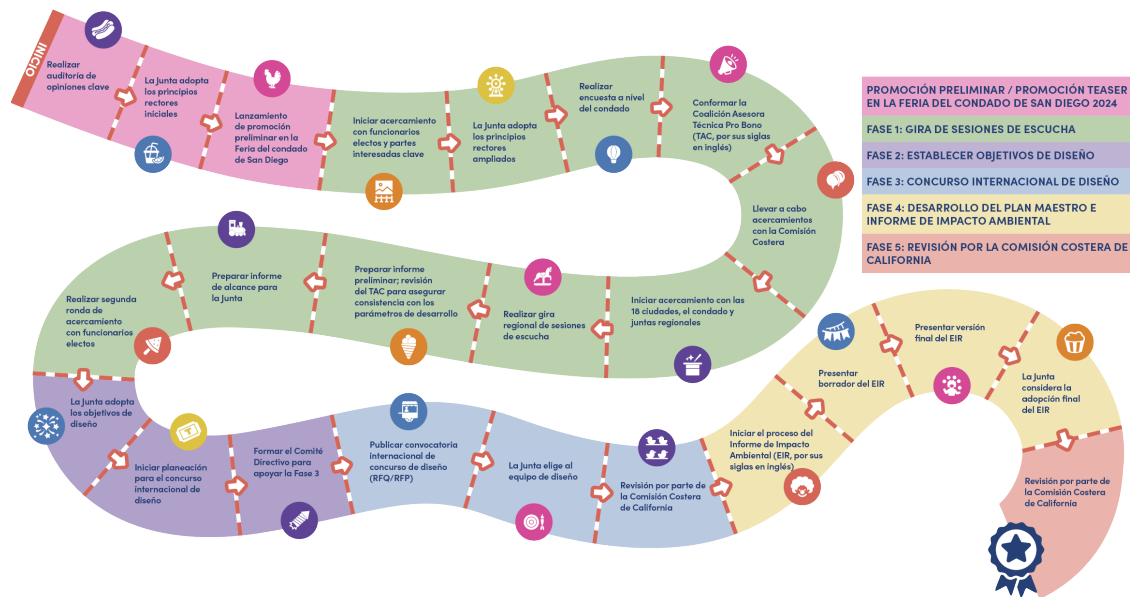
A medida que el mundo y la región continúan evolucionando, el Distrito mira hacia el futuro para asegurar que los Terrenos de la Feria sigan siendo un motor económico y un icónico punto de encuentro comunitario, tanto en tiempos de celebración como momentos de necesidad.

TERRENOS DE LA FERIA DE DEL MAR

PLANIFICACIÓN PARA EL FUTURO 2050

TERRENOS DE LA FERIA 2050

El Distrito ha lanzado la iniciativa Fairgrounds 2050, para dar forma al futuro de sus tres campus, a través del desarrollo de un nuevo plan maestro del sitio. El objetivo de este proceso integral es asegurar que los terrenos de la feria, que abrió sus puertas por primera vez en 1936, continúen siendo un emblemático punto de encuentro para las comunidades de la costa del condado de San Diego durante las próximas generaciones. Para apoyar esta iniciativa, hemos puesto en marcha un esfuerzo integral de difusión y participación pública con el propósito de crear conciencia y escuchar las ideas, opiniones y recomendaciones de las comunidades del condado de San Diego, a las que sirve El Distrito.



Hacia Donde Vamos

Una vez concluida esta fase de participación pública, la Junta Directiva de la Asociación de Agricultura del Distrito 22, considerará tanto las opiniones del público como el conocimiento de expertos, a fin de definir un conjunto de objetivos de diseño. Estos objetivos servirán como base para lanzar un concurso internacional de diseño que dará forma a la visión de nuevo plan maestro, para los terrenos de la Feria de Del Mar.

Su participación es clave para ayudar a definir el futuro de los Terrenos de la Feria. Infórmese y comparte sus ideas con el Distrito escaneando el código QR de abajo.



Contáctenos

¿Tiene alguna pregunta o desea compartir una idea?

Llámenos al (858) 755-1161

High-Level Priorities Survey

Below is a list of things that may or may not be included in the new plan for the Del Mar Fairgrounds.

Using a scale of 0 to 10, score the following items on how important they are to you, with 0 being not important and 10 being very important. You are not ranking these things against each other, so multiple items can have the same score if you decide to score them that way.

Improving transportation and pedestrian accessibility to the Fairgrounds	0	1	2	3	4	5	6	7	8	9	10
Protecting the natural environment	0	1	2	3	4	5	6	7	8	9	10
Serving as a resource center and shelter space for people and animals during large-scale emergencies	0	1	2	3	4	5	6	7	8	9	10
Generating revenue to remain a financially self-sustaining institution	0	1	2	3	4	5	6	7	8	9	10
Providing space to host premium entertainment, festivals, and arts and culture activities	0	1	2	3	4	5	6	7	8	9	10
Offering events and programming designed to serve the needs of all different types of people in the community	0	1	2	3	4	5	6	7	8	9	10
Making the best use of the coastline by incorporating natural features, like wetlands and ocean views	0	1	2	3	4	5	6	7	8	9	10
Driving economic activity for the San Diego region	0	1	2	3	4	5	6	7	8	9	10
Providing a place to gather, socialize, and connect with others	0	1	2	3	4	5	6	7	8	9	10
Increasing energy efficiency	0	1	2	3	4	5	6	7	8	9	10
Encouraging tourism	0	1	2	3	4	5	6	7	8	9	10
Accounting for sea-level rise	0	1	2	3	4	5	6	7	8	9	10

Encuesta de prioridades de alto nivel

A continuación se presenta una lista de aspectos que podrían o no ser incluidos en el nuevo plan para los terrenos de la Feria de Del Mar.

Por favor, utilice una escala del 0 a 10 para calificar cada uno según su prioridad, donde 0 significa que no es importante para usted y 10 significa que es una alta prioridad para usted. No está comparando unos con otros, , por lo que varios pueden tener la misma puntuación si así lo decide.

Mejorar el transporte y la accesibilidad peatonal a los terrenos de la Feria	0	1	2	3	4	5	6	7	8	9	10
Proteger el medio ambiente	0	1	2	3	4	5	6	7	8	9	10
Servir como centro de recursos y espacio de refugio para personas y animales durante emergencias de gran escala	0	1	2	3	4	5	6	7	8	9	10
Generar ingresos para seguir siendo una institución con autosuficiencia financiera	0	1	2	3	4	5	6	7	8	9	10
Ofrecer espacios para espectáculos de primer nivel, festivales y actividades artísticas y culturales	0	1	2	3	4	5	6	7	8	9	10
Proporcionar eventos y programas diseñados para atender las necesidades de todo tipo de personas en la comunidad	0	1	2	3	4	5	6	7	8	9	10
Aprovechar al máximo la costa incorporando elementos naturales como humedales y vistas al océano	0	1	2	3	4	5	6	7	8	9	10
Impulsar la actividad económica en la región de San Diego	0	1	2	3	4	5	6	7	8	9	10
Ofrecer un espacio para reunirse, socializar y conectarse con otras personas	0	1	2	3	4	5	6	7	8	9	10
Aumentar la eficiencia energética	0	1	2	3	4	5	6	7	8	9	10
Fomentar el turismo	0	1	2	3	4	5	6	7	8	9	10
Tomar en cuenta el aumento del nivel del mar	0	1	2	3	4	5	6	7	8	9	10





DEL MAR **2050** *Fairgrounds* PLANNING FOR THE FUTURE

Technical Advisory Coalition (TAC)

Key Considerations & Recommendations Report

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Introduction

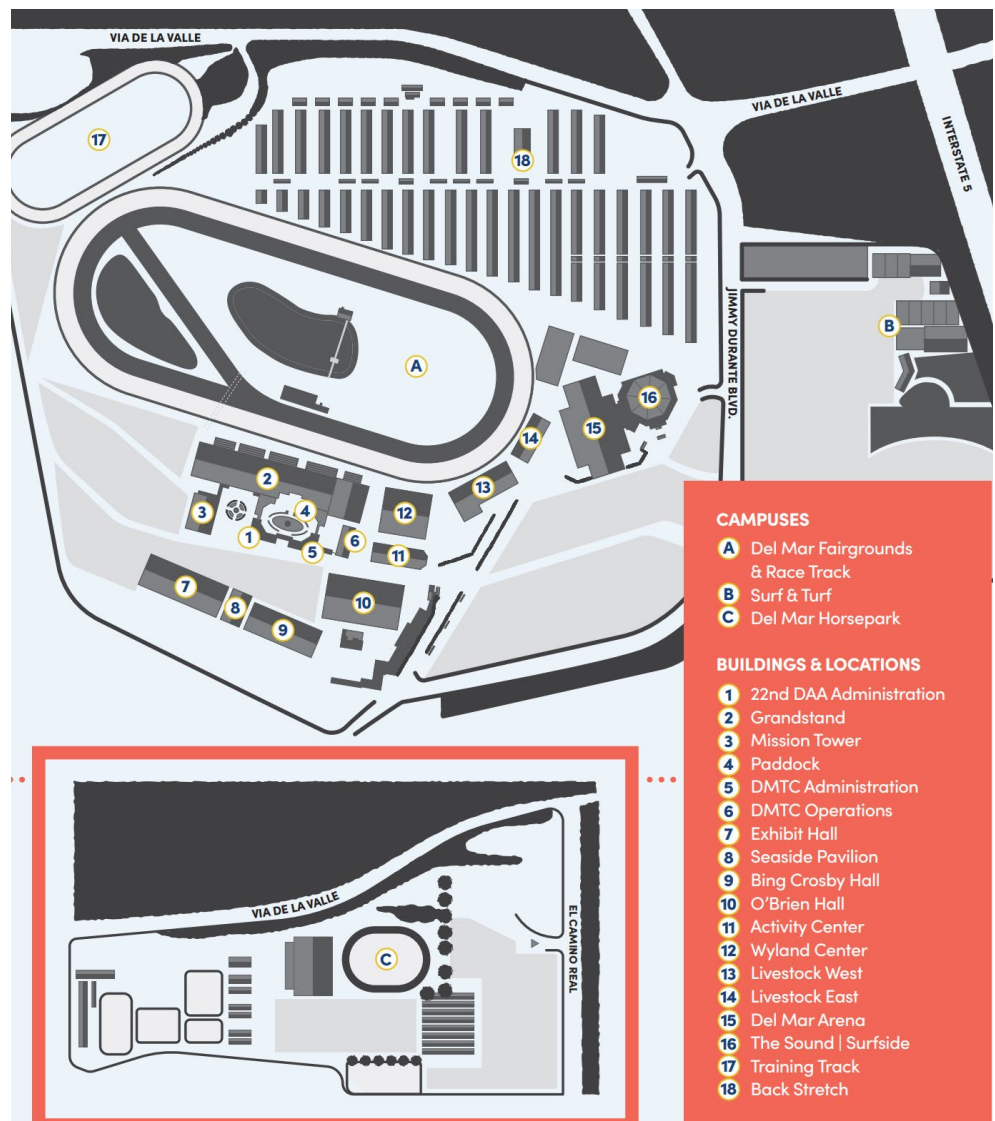
The 22nd District Agricultural Association (22nd DAA) in mid-2024 kicked off a process called “Fairgrounds 2050.” Through this process, the 22nd DAA is working to engage the San Diego County community as it develops a new Master Site Plan to guide future development at its three campuses:

- The 212-acre Del Mar Fairgrounds main campus, which first opened in 1936
- The 48-acre Surf & Turf Recreation Center, located just east of the main campus across Jimmy Durante Boulevard
- The 64-acre Del Mar Horsepark, located further east on Via de la Valle.

These three campuses are located in the coastal zone that is governed by the California Coastal Commission (CCC). The 324 acres of land also sit in environmentally sensitive areas in two cities’ jurisdictions – Del Mar and San Diego – and neighbor the city of Solana Beach. The properties have also created significant economic, social, and cultural impact for San Diego County, serving as a community gathering place, emergency resilience center, and accessible venue and marketplace for small businesses, workers, and entrepreneurs.

To help guide the Fairgrounds 2050 process, the 22nd DAA Board of Directors adopted a set of 16 guiding principles in 2024. These included principles focusing the 22nd DAA’s process and visioning around community engagement; environmental impacts and safety; accessibility, including traffic and transportation; economic impact and financial responsibility; and purposeful planning.

In the spirit of these guiding principles and to help guide the Board’s future discussions around its next Master Site Plan, the 22nd DAA worked with strategic communications consultants Bodewell Group (formerly Southwest Strategies Group) on a series of strategies to engage community leaders, elected officials, experts, and the general public. This initial input and feedback stage, which was meant to set the



stage for more in-depth future discussions and research, included the formation of a Technical Advisory Coalition (TAC). The goal was to receive input from a pro-bono (volunteer) group of thought leaders who have expertise in various land-use and infrastructure sectors.

This report synthesizes the TAC's discussions and provides comparable "parallel concepts" found elsewhere in California and relevant regulatory guidelines to identify potential constraints, opportunities, and trends to inform and aid the 22nd DAA's strategic decision making.

The TAC's discussions focused on the technical analysis components required by California Environmental Quality Act (CEQA):

- Zoning, Permitting & Coastal Land Use
- Economic Development, Tourism & Recreation
- Sea-level Rise, Seismic Activity, Liquefaction, Geology & Soils
- Building Design & Energy Efficiency
- Transit & Traffic
- Environmental Mitigation Design & Biological Resources

Through these discussions, the TAC aims to provide a high-level understanding of the physical property's constraints and to allow the 22nd DAA's Board to have informed discussions about future uses of the three campuses. Many of the sections will discuss studies that can be done to support the 22nd DAA's understanding of the property; some of these recommended studies will be required in the CEQA process, while some are optional studies that may benefit the process, but implementing them will be dependent on a myriad of factors.



View of the Fairgrounds property from across the San Dieguito River

TAC Overview

“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.”

– Fairgrounds 2050 Guiding Principles

To establish the TAC, the 22nd DAA worked through strategic communications consultant Bodewell Group to recruit a diverse set of expert participants. The goal was for the TAC – a volunteer group – to engage in high-level discussions regarding specific areas of focus and concern for the 22nd DAA. TAC members represent industry-leading practices and include the following individuals:

- **Tina Angeles** – Senior Project Architect and Regenerative Design Leader at Perkins & Will
- **JT Barr** – President and Managing Partner at Schmidt Design Group
- **Erik Bruvold** – Chief Executive Officer at San Diego North Economic Development Council
- **Monique Chen** – Principal at CR Associates
- **Vaughan Davies** – Principal at Perkins Eastman Architecture
- **Hany Elwany** – President of Coastal Environments
- **Kerri Kapich** – Chief Operating Officer at San Diego Tourism Authority
- **Rod Mikesell** – Vice President and Senior Engineer at Geocon Inc.
- **Chip Overton** – Principal and President at K/O Fairground Planners Designers
- **Lori Spar** – Environmental/CEQA Group Director at RECON Environmental, Inc.
- **Evan Strawn** – Director of Public Affairs at San Diego Regional Chamber of Commerce
- **Danielle Tipping** – President of T3 Consulting, Inc.

Timeline

TAC Launch (March 2025): The 22nd DAA’s work with the TAC began with a virtual kick-off meeting in March 2025, where members were briefed on the status of “Fairgrounds 2050” and given the opportunity to learn more about their role in the development of the Master Site Plan. The meeting established a timeline for their participation and members engaged in Q&A; attendees also provided initial recommendations for the property, which helped guide future discussions between the 22nd DAA and the TAC.

Kick-Off Site Tour and Brainstorming Session (May 2025): Just before the 2025 San Diego County Fair, the 22nd DAA hosted all TAC members on-site at the Fairgrounds for a tour of the full property where they were able to witness firsthand many of the areas of opportunity and concerns that they would be asked to address in future conversations. 22nd DAA leadership and environmental subject matter experts were present to help answer questions and discuss their goals for the master site planning process. Immediately



TAC site tour, May 2025

after the tour, TAC members were broken into three small groups, according to relevant areas of expertise, where they engaged in guided discussions. These sessions provided the 22nd DAA with a baseline in terms of identifying areas of opportunity and growth, concerns and constraints, and areas needing further research.

TAC Small Group Reports (Summer/Fall 2025): By late 2025, the public outreach team had completed six framework report outlines (one for each group of CEQA components), all of which needed input and guidance from TAC members. Each TAC member was sent the report outline(s) most relevant to their expertise and was asked to provide responses to highlighted areas of need in the outline(s); additionally, they were tasked with responding to open-ended discussion prompts, which allowed for further ideation on a variety of topics.

During this time, the public outreach team met with 22nd DAA Supervising Environmental Planner, Dustin Fuller, to discuss top-of-mind areas of concern and topics of interest to the 22nd DAA. In the conversation with Fuller, a variety of themes were discussed, including hydrology and sea-level rise, as it pertains to potential retreat and mitigation strategies, parking and traffic around Jimmy Durante Boulevard, the future of horse racing, regional rail impacts, alternate revenue-generating opportunities, and more.

TAC Small Group Sessions (Fall/Winter 2025): After meeting with Fuller and reviewing the feedback received in the TAC's report outline responses, a second round of small group discussions were scheduled. The public outreach team hosted four small group meetings, allowing the 22nd DAA to dive deeper into some of the topics discussed in the first small group meetings, as well as the concerns raised in the conversation with Fuller. The input and guidance from all TAC meetings, reports and communication to-date have been used to formulate the report, with each section addressing one of the CEQA analysis components where the 22nd DAA sought technical expertise.

Key Considerations & Recommendations Report Review (Winter 2025/Spring 2026): Throughout the construction of the technical considerations report, the TAC has reviewed and provided feedback to ensure that all ideas present in the report accurately reflect their recommendations and beliefs.

Executive Summary

The following provides a brief overview of the TAC's findings in each of the key areas. More detail is provided on subsequent pages in the report.

Zoning, Permitting & Coastal Land Use

As a state institution established in 1891 and defined under Food and Agricultural Code Section 3951, the 22nd DAA's campuses are not subject to local municipal zoning and land-use approvals. However, future development is subject to the California Environmental Quality Act (CEQA), Coastal Act policies, and a range of state, regional, and federal permitting requirements. Construction projects generally are managed by the California Construction Authority (CCA), a joint powers authority established for construction on the state's fairgrounds. The Department of General Services also negotiates leases on the 22nd DAA's behalf.

The California Coastal Commission (CCC) has the ultimate authority to approve Master Site Plans on the three 22nd DAA campuses. Future uses of the property may require defensible land-use justification statements outlining how each proposed use aligns with the state's agricultural, environmental, and public-benefits mission, as well as the completion of technical studies.

While the 22nd DAA employs staff that already liaises with outside entities on relevant matters, the TAC recommends continuing to build relationships with key agencies throughout the Fairgrounds 2050 process.

Economic Development, Tourism & Recreation

The property's coastal location provides economic advantages that few other fairgrounds and large event spaces can claim. In fact, only one other California fairgrounds property — the significantly smaller Ventura County Fairgrounds — is located along the coast.

The Del Mar Fairgrounds, which sits in a city of less than 4,000 residents, annually attracts more than 2 million visitors for live, in-person events and activities. Most of these visitors come for two premier summer events: the San Diego County Fair and the Del Mar Thoroughbred Club's live horse race meets. These events create additional opportunities for local businesses and workers. Various economic impact studies have shown the events and activities at the Fairgrounds generate hundreds of millions of dollars in economic impact in the region.

While assessing the property, the TAC found that the 22nd DAA may be primed to take advantage of a burgeoning eco-tourism sector. Additionally, they looked at the potential of transforming the property into a mixed-use site, with examples of other large properties in California that are redeveloping in this way; this conversation included a look at retail demand in the area, housing, lodging, experience-based activities for adults, and more. The TAC also discussed the need to consider long-term trends of viability for horse racing, live events, and other current uses.

Sea-level Rise, Seismic Activity, Liquefaction, Geology & Soils

The Fairgrounds' proximity to the Pacific Ocean and the San Dieguito River necessitates strategic planning to combat long-term flooding, liquefaction, and sea-level rise risks. The Fairgrounds sits at sea-level, which raises concerns both about short-term flooding and the long-term implications of even small amounts of sea-level rise.

Accounting for flood possibilities will influence new structure design and stormwater management plans, and will require alignment with CCC guidance on elevation, access, adaptability, and siting.

Existing geotechnical studies provide an understanding that the property is at risk of liquefaction but will require updating and refinement as specific property design goals are defined. However, these problems are not totally unique and may be solved through elevated structures and a variety of other geotechnical mitigations that have been implemented by other regional projects and properties of a similar nature.

Building Design & Energy Efficiency

Redevelopment of the property may significantly increase the demand for energy, water, and building systems. This presents an opportunity for the 22nd DAA to incorporate high-performance, climate-responsive, and industry-leading sustainability site/building design features.

Potential renewable energy generation strategies include the installation of rooftop and parking canopy solar panels, thermally optimized HVAC systems, and the recovery and reuse of condensate water for non-potable applications. The 22nd DAA could also establish sustainability standards and benchmarks for all structural and landscape updates, ensuring the long-term outlook of the property is efficient, self-reliant, and representative of the property's commitment to protecting its environment.

The TAC also discussed opportunities for the property to embrace its unique identity within buildings' aesthetic designs, leaning into the property's iconic features and coastal location.



Fairgrounds Racetrack and Grandstand

Transit & Traffic

Relatively limited public transit access, ingress and egress bottlenecking, arrival experience, and general vehicular congestion are among the most significant challenges facing the Fairgrounds, as they are in general for any major events venue. While solutions to some of these challenges lie within the jurisdiction of governmental entities, parking and transit strategy is critical to the economic and land use plans for the property and needs to be addressed to improve the arrival experience for visitors.

The existing conditions do not reflect the property's regional significance or iconic stature, nor do they meet demand during peak activities at the Fairgrounds. During the annual San Diego County Fair, on-site parking is insufficient at the main Del Mar Fairgrounds campus. With much of the property currently consumed by immovable horse-racing infrastructure, the 22nd DAA adapts by parking cars on the dirt horse racing track, the Surf & Turf Recreation Center's dirt lot, elsewhere on the Fairgrounds campus, and the Del Mar Horsepark campus. In addition, the 22nd DAA — which has previously surrendered some on-site parking space for habitat restoration — and Del Mar Thoroughbred Club offer free shuttle service to and from off-site parking lots and the Solana Beach train station during the Fair and racing seasons.

The 22nd DAA is awaiting the construction of a new special events rail platform and decisions regarding the future alignment of the Los Angeles–San Diego–San Luis Obispo (LOSSAN) Rail Corridor. This, along with other traffic mitigation and accessibility strategies, is dependent upon other governmental entities, including the San Diego Association of Governments (SANDAG).

Environmental Mitigation Design & Biological Resources

The 22nd DAA has in recent decades helped to fund and manage wetlands and habitat restoration projects on and around its properties. The surrounding wetlands, riverine ecosystems, and sensitive habitats require compliance with several overlapping regulatory jurisdictions, including but not limited to:

- The California Coastal Commission (CCC)
- The Regional Water Quality Control Board
- State and federal Fish & Wildlife agencies
- The San Dieguito Riverpark Joint Powers Authority

The project's ability to satisfy coastal and environmental regulatory requirements should be one of the 22nd DAA's top priorities given the CCC's required approval of plans in the CEQA process. Nature-based solutions that support biomimicry can reduce the property's impact on local ecosystems and promote the 22nd DAA's longstanding commitment to environmental stewardship.

Next Steps

The TAC is proud to have partnered with the 22nd DAA to help provide guidance on an important project for the San Diego region.

This report aims to provide an outline of the guardrails, considerations, and challenges regarding the 22nd DAA's properties to help guide the Board's discussions about what is desirable and feasible for the Fairgrounds of the future. The report is not, however, a detailed technical study of the 22nd DAA's properties — this is a service that is best left to contracted and credentialed environmental and technical professionals with clear direction and scopes of work. Instead, the TAC has outlined its recommendations for studies necessary to the master site planning process and implementation, as well as optional studies or considerations that could be beneficial to the decision-making process.

Zoning, Permitting & Coastal Land Use

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

– Fairgrounds 2050 Guiding Principles

Section based on input from:

- Tina Angeles of Perkins & Will
- JT Barr of Schmidt Design Group
- Erik Bruvold of San Diego North Economic Development Council
- Lori Spar of RECON Environmental, Inc.

Potential Constraints

While the Fairgrounds is a state institution and not subject to local zoning codes, plans, or municipal land-use approvals, the 22nd DAA does not operate in a vacuum or on an island. Neighboring cities, agencies, and communities may exert significant influence through CEQA comments, regional coordination, and social, legal, and political pressure. This is true in any land use case, but the prominence of the Fairgrounds – and the fact that it makes up one-third of the landmass of the City of Del Mar – may amplify the need to communicate with neighbors.

The expansion or addition of such mixed uses is also likely to prompt the CCC to expect land-use justification statements outlining how each proposed use aligns with the 22nd DAA’s mission and purpose.

CEQA Process

A new 22nd DAA Master Site Plan must adhere to the California Environmental Quality Act (CEQA). CEQA is a law intended to require government agencies to “look before they leap” by evaluating the environmental consequences of their actions before approving projects. A “project” is defined as any action subject to public agency discretionary approval or funding that could cause a direct or reasonably foreseeable indirect physical change to the environment.

The Master Site Plan is appropriately evaluated at a programmatic level, as it establishes a framework for future improvements and activities within the Fairgrounds. As such, this analysis is intended to provide a comprehensive evaluation of the overall plan, while allowing subsequent project-level review to be streamlined or tiered, as appropriate, consistent with CEQA strategies. If an activity is deemed a project, any agency will typically follow these steps:

1. **Determine Exemptions:** Projects may be exempt from CEQA through two categories:
 - **Statutory Exemptions:** Created by the Legislature; these projects are generally not subject to CEQA even if they impact the environment.
 - **Categorical Exemptions:** Regulatory exemptions for specific project types. These may not apply if there are unusual circumstances, cumulative impacts, or risks to sensitive environments.
 - **Notice of Exemption (NOE):** If a project is determined to be exempt from CEQA, the lead agency may file a Notice of Exemption (NOE) to document the determination. A NOE typically contains several elements: a brief project description; the location of a project; a finding that the project is exempt from CEQA, including a citation to the appropriate exemption; and a brief statement of the reasons to support the finding that the project is exempt.
2. **Initial Study:** If not exempt, the lead agency conducts an initial study. This preliminary analysis determines whether a project might result in significant environmental effects.
3. **Determine the Level of Review:** Based on the initial study, the agency prepares one of the following:
 - **Negative Declaration (ND):** Prepared if the project will have no significant environmental impact.
 - **Mitigated Negative Declaration (MND):** Prepared when project revisions or conditions are adopted to reduce impacts to a “less than significant” level.
 - **Environmental Impact Report (EIR):** Prepared if the project may result in one or more significant environmental impacts that cannot be clearly avoided or reduced to a less-than-significant level through mitigation.
4. **Create an Environmental Impact Report (EIR):** If an EIR is to be prepared, the following summarizes the general EIR process:
 - The EIR process begins with scoping to determine the report’s focus.
 - The EIR must address several factors, including:
 - Project description, project objectives, and environmental baseline.
 - Impacts on all CEQA Appendix G subject areas including, but not limited to, climate change, energy, water supply, biological resources, transportation, traffic, air quality, and water quality.
 - Mitigation measures and meaningful project alternatives.
 - Once a Draft EIR is complete, it is then released for public comment for 30–60 days.
 - A Final EIR is produced by incorporating public comments and agency responses. The Final EIR must contain:

- The Draft EIR;
 - Comments and recommendations received on the Draft EIR;
 - The responses of the lead agency to the significant environmental points raised in the review and consultation process;
 - A list of persons and agencies commenting on the Draft EIR; and
 - Any other information added by the lead agency.
- A subsequent EIR may be required only if substantial changes occur to the project or circumstances, or if significant new information becomes available.
 - If changes are not substantial, an agency may use an addendum to make minor adjustments without public circulation.
5. **Approval:** The agency's leaders — in this case the 22nd DAA's Board of Directors — will decide whether to approve the project and adopt (ND or MND) or certify (EIR) the environmental document.
6. **CEQA Review:** Because the environmental document prepared for the Master Site Plan would most likely be a program level document, it is intended to support streamlined CEQA compliance for future projects implemented under the Master Site Plan. Subsequent future projects that are consistent with the plan may rely on the adopted/certified environmental document, with additional environmental review limited to new or more severe impacts, if any, pursuant to CEQA guidelines, strategies, and statutory reforms. *Given the property's current operations, there may also be instances where near-term projects are identified in the Master Site Plan that may be commencing in the immediate future and are subject to project-level CEQA review. CEQA compliance could include review and analysis of both long-term development (programmatic level review) as well as near-term development (project level CEQA review) in the same EIR document. For further breakdown of programmatic and project level EIR process, visit the Appendix.*

The 22nd DAA self-certifies under CEQA but may still be subject to potential litigation exposure. This occurred following the release of the 22nd DAA's 2008 Master Site Plan. More information and details regarding the CEQA process are available online through the California Governor's Office of Land Use and Innovation website: <https://lci.ca.gov/ceqa>

Consideration of Affordable Housing

The 22nd DAA is currently considering the City of Del Mar's request to accommodate affordable housing. This conversation is occurring in conjunction with the master site planning discussions. While affordable housing is not a constraint, the addition of housing — or the expansion of related existing Fairgrounds uses, such as lodging (currently, the Fairgrounds hosts an RV Park) and retail (found at a small scale at the Surf & Turf Recreation Center) — will naturally come with unique land-use constraints. Ingress and egress for residents of housing and customers of lodging or retail will need to be carefully considered. Quality of life concerns — noise, traffic, trash, and other considerations — will also need to be considered for housing. Infrastructure improvements, such as proper water and sewer connections, will be necessary in most locations to accommodate such uses.

The following table shows several studies which the 22nd DAA has performed to accelerate the consideration of affordable housing, funded by the Housing Acceleration Program (HAP) Grant awarded to the City of Del Mar by SANDAG.

#1 Housing Sites Analysis	#2 CEQA Analysis	#3 Sea-level Rise/ Vulnerability Analysis	#4 Transportation Analysis	#5 Water and Sewer Analysis
Housing Sites Assessment	Biological Resources Assessment	Hydraulic Modeling Report	Transportation Due Diligence Report	Water and Sewer Report
Financial Feasibility Assessment	Cultural Resources Assessment	Vulnerability Assessment	Transportation Demand Management Plan	Financial Review
	Final CEQA Memo	Final Sea-level Rise Report		

Opportunities and Recommendations

The 22nd DAA has been engaged in a preliminary public input and feedback process that has included statistically significant and representative countywide polling, briefings to city councils and community leaders, digital surveys, and public workshops. This work will support the 22nd DAA's efforts to ensure the master site planning process is inclusive, which will also be beneficial to the CEQA and CCC processes.

To address the potential constraints, the TAC recommends that the 22nd DAA take the following steps, in addition to conducting necessary CEQA-related studies detailed under the "Recommended Studies" section.

1. Engage partner agencies and neighbors early and often.

- Engage actively with the Cities of Del Mar, Solana Beach, and San Diego, the CCC, and other regional agencies and stakeholder bodies in their decision making and future development plans.
- Perform early scoping and ongoing consultations with surrounding jurisdictions. Several other completed studies, such as traffic analysis and noise assessment, will also support the CCC's view of the 22nd DAA as a compliant and thoughtful neighbor to nearby neighborhoods.
- Build relationships with members of each agency (e.g., CCC, U.S. Fish and Wildlife Service, etc.) and include them throughout all planning phases.

2. Make decisions on affordable housing to move the master site planning process forward.

- Decide whether to incorporate affordable housing in the context of the broader Master Site Plan and other potential related uses.

- Use information gleaned from the study of affordable housing feasibility to inform decisions about other land uses.
- Consider other housing projects in conjunction with land uses.

3. Ensure coastal access and low-cost visitor-serving uses are part of the planning process.

- A standalone coastal access and recreation study would be beneficial if the 22nd DAA decides to develop further buildings on the property. This study would help identify and address potential inequities in access to coastal resources, and it would ensure that the project is mindful of supporting regional trail connectivity and implementing accessible crossing structures over the estuary.
- The project team should work with nearby stakeholders to ensure that coastal access continues to be prioritized through the master site planning process.
- The Board of Directors previously adopted a guiding principle that states the “new Master Site Plan should include low-cost visitor-serving uses within the coastal zone.” Continued commitment to that principle will likely be important to the CCC.

4. Explore mitigation strategies that will enhance the property while making it more sustainable.

- Consider strategies to enhance natural vegetation buffers and low-impact stormwater infrastructure to avoid impacting adjacent habitat and existing wildlife.
- Seek designs that will reduce asphalt or impermeable spaces — or at least break up large expanses with trees and vegetation — to help the property transition to more natural and native plantings that serve as an expression of the adjacent naturalized wetland areas.
- Consider soliciting ideas and proposals (from partners who are familiar with the area and the property) on projects that could be incorporated into the property; deliverables could include a map of feasible access routes to the coast, coastal-dependent recreation opportunities, ADA access to beach or wetlands, and an analysis of the pathway/bridge/boardwalk environmental impacts.



View of Fairgrounds property from adjacent Del Mar beach

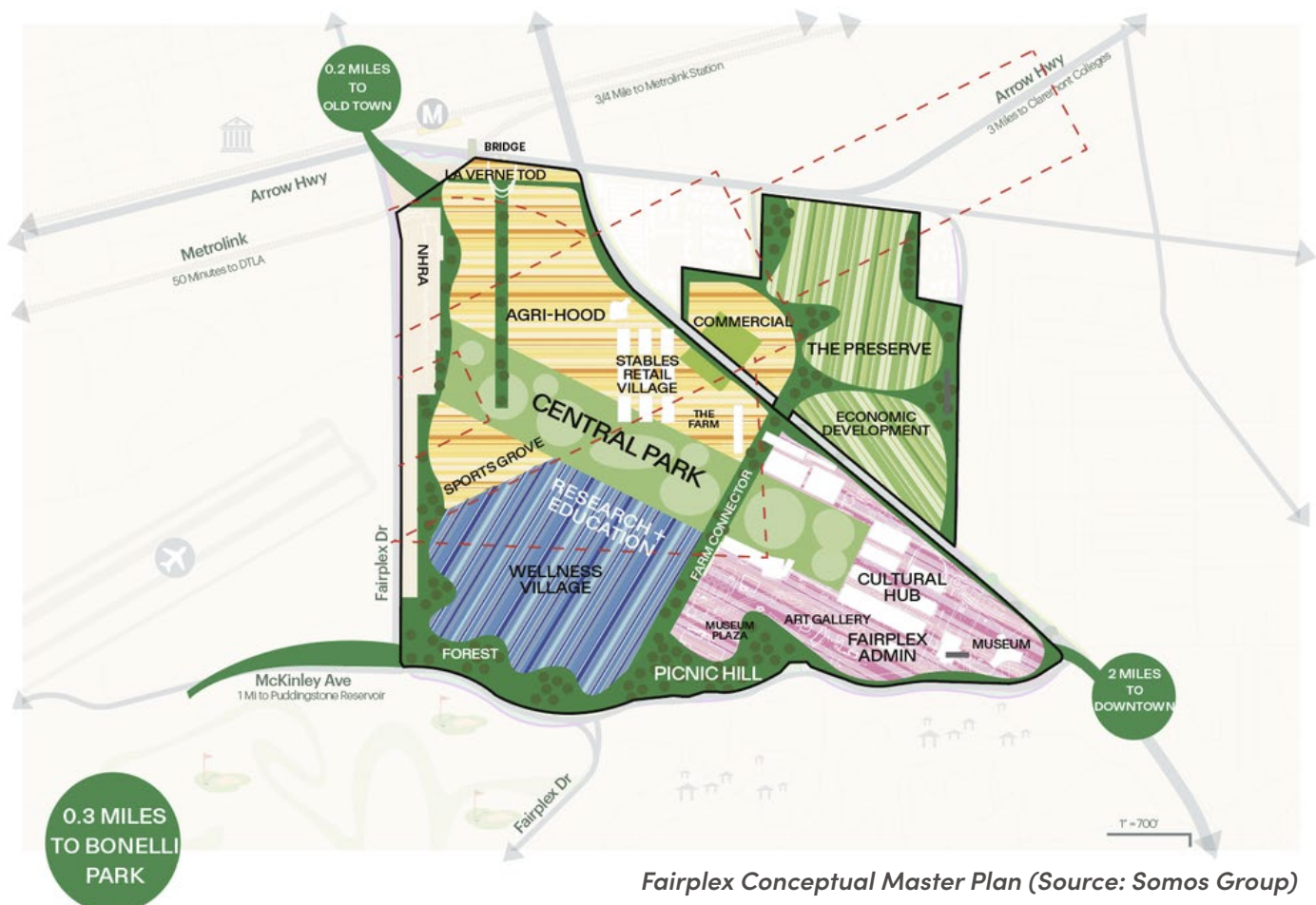
Parallel Concepts

The 22nd DAA is not unique in considering the transformation of a property of single-use venues into multi-use facilities, nor in its necessity to incorporate the surrounding environment into its redevelopment plans. Many large properties across California are undertaking a similar planning process, including several other fairground properties.

Fairplex (Los Angeles County)

Fairplex in Pomona, home of the LA County Fair, is in the process of master planning its 500-acre property, with the goal of repositioning Fairplex from a seasonal, events-driven fairground into a year-round, mixed-use “live-work-play” community and event hub. The plan repurposes underused portions of land on the property, much of it formerly used for parking, and transforms it into housing, retail space, and other community amenities, while still preserving core functions such as exhibitions, concerts, and the LA County Fair. The fair will be held in “Fair Park,” a 90-acre public park portion of the property that can function as a recreation area outside of fair operations.

Fairplex’s redevelopment focuses on improving land use and sustainability, generating year-round economic impact, and integrating transit and mobility for surrounding communities, while preserving legacy uses alongside new development. The redevelopment planning encourages phased growth, allowing the property to slowly adapt over time based on market demand and community input, rather than an all-at-once construction approach.





Santa Clara County Fairgrounds Community Conceptual Plan (Source: Van Meter Williams Pollack LLP)

Santa Clara County Fairgrounds

The Santa Clara County Fairgrounds are taking a different approach for their redevelopment, shifting their focus toward sports, recreation, and event-driven property uses. The Santa Clara County Fairgrounds also has future planned projects to support a 25-acre multi-use equestrian, livestock, and agricultural education center. The redevelopment is an example of turning a fairgrounds property into a mixed-use property that benefits the community, without introducing more controversial elements like housing.

Great Park (Orange County)

Orange County's Great Park is transitioning to a multi-use, environmentally friendly property, including botanical gardens, a forest reserve, regional sports parks, an aquatics center, an amphitheater for concerts, and many other cultural and arts-based features, all connected by trails and extensive sustainable landscaping. Habitat restoration efforts are a key focus of the Great Park project and could provide useful lessons for the 22nd DAA.



Santa Clara County Fairgrounds Community Conceptual Plan (Source: Van Meter Williams Pollack LLP)



Great Park Amphitheater Rendering (Source: City of Irvine)

Economic Development, Tourism & Recreation

“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.”

– Fairgrounds 2050 Guiding Principles

Section based on input from:

- JT Barr of Schmidt Design Group
- Erik Bruvold of the San Diego North Economic Development Council
- Monique Chen of CR Associates
- Vaughan Davies of Perkins Eastman Architecture
- Kerri Kapich of San Diego Tourism Authority
- Chip Overton of K/O Fairground Planners Designers
- Evan Strawn of the San Diego Regional Chamber of Commerce.



San Diego County Fair

The 22nd DAA’s plans for economic activity on the future property impact nearly all other elements of this report. Discussions around revenue generation will need to consider a variety of elements — land-use restrictions, the evolution of public transit, traffic constraints, geotechnical infrastructure requirements, environmental stewardship, and more — while keeping the CEQA process top-of-mind.

This section summarizes TAC conversations regarding:

- Specific economic avenues worth exploring;
- Opportunities for incorporating the surrounding environment into the property's branding and economic strategy;
- Consumer trends and market constraints;
- Recommended market and demand studies;
- Case studies of successful economic strategies implemented by other comparable California properties; and
- Areas requiring further direction from the 22nd DAA Board of Directors.

Potential Constraints

Accessibility

Regional access and transit to the Fairgrounds will heavily influence how the 22nd DAA makes decisions regarding its plans for economic generation. Unlike some other major event venues in San Diego County — such as Balboa Park, Snapdragon Stadium, Pechanga Arena, and Petco Park — the Del Mar Fairgrounds is not located in an area with particularly high population density. Del Mar is the smallest city in the County, with a population of less than 4,000 residents, and neighboring Solana Beach has fewer than 15,000 residents. The surrounding area has limited lodging offerings to support the types of events offered by the 22nd DAA, and accessibility from the South Bay and East County are limited, as the communities are only accessible from the I-5.

The 22nd DAA has been working with SANDAG and partner agencies on the LOSSAN Rail Realignment project and the San Dieguito Double Track project that includes a planned special events platform on the Fairgrounds' western edge. Continued dialogue with these agencies will allow the 22nd DAA to better plan for how transit will be involved with or support their economic strategy, events, and access.

Recommended parking, transit, and traffic studies are discussed in other sections of the report; these studies will provide ridership projections at the special events platform, parking demand for various mixed-uses, ingress/egress mitigation, and more.

Assessing Lodging Demand

The addition of a hotel or alternative lodging on the property, aside from the existing RV Park, will require a deeper analysis of the region's current lodging options. Several existing hotels are located near the Fairgrounds, but the 22nd DAA may determine that it can offer lodging options that better support the price point, quality, accessibility, and location preferences of its visitors. Once the 22nd DAA determines the types of events and activities that can be hosted on the property in the future, decision makers can decide whether to include lodging — and to what extent — in a future Master Site Plan.

Recommended housing and lodging studies are discussed in other sections of the report; these studies will provide information on housing and hotel CEQA implications, along with geotechnical considerations.

Upgrading Existing Facilities and Assessing Competition

If the 22nd DAA opts to remain a space focused primarily on large events year-round, the Master Site Plan may need to address upgrading existing facilities. The 22nd DAA has an existing Facilities Condition Assessment Report that can provide more insight regarding specific needs.

Currently, many of the 22nd DAA's existing structures are far removed from its primary paved parking lot and are not ideally designed for most meetings and events. Given the competitive conference and events industry in San Diego County, renovated and reimagined facilities would entice and accommodate both existing and new event types that best support North County. Potentially reimagining buildings for the purpose of certain event types should rely on the assessment of regional inventory for those given event types.

Any eventual RFQ for a new Master Site Plan should encourage bidders to propose a means of assessing regional existing inventory to help the 22nd DAA better understand where there is projected unmet demand and how to position the Fairgrounds to capture that demand. For example, a reasonable effort could be made to inventory existing meeting conference space within a certain benchmark distance from the property, to understand whether there is an oversupply of small meeting rooms or large meeting rooms. This information could then allow the 22nd DAA to perform an analysis of revenue potential from such uses.

Opportunities and Recommendations

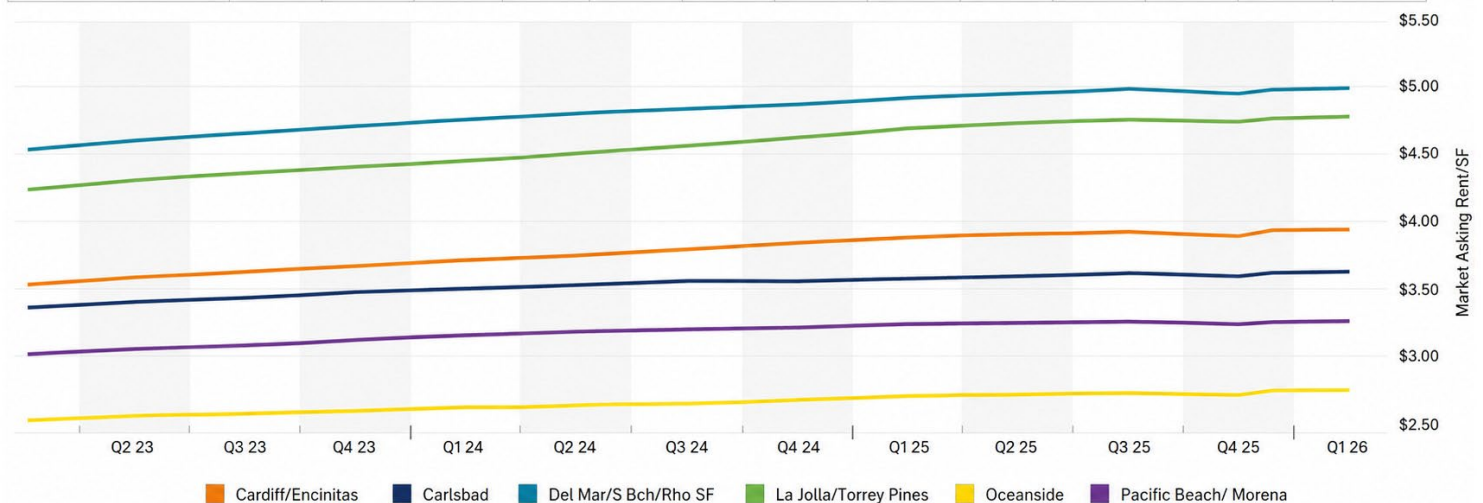
Opportunities for long-term financial sustainability and growth should seek to uphold the 22nd DAA's mission and purpose. Finding a sweet spot in property development and maintaining the property's iconic uses will be an important goal throughout this process.

Explore Retail Demand

Retail demand is dependent upon modern consumer spending habits and the discretionary spending ability of local consumers. A 2019 empirical study found that higher income areas tend to support larger retail establishments, and that neighborhoods with increasing income levels achieved greater growth in retail sales and employment (Kang 2019). In addition, according to the most recent U.S. Census data, the cities of Del Mar and Solana Beach have the highest and third-highest median household incomes, respectively, in all of San Diego County. Both have also seen consistent income growth over the last decade. These household incomes are significantly higher than national averages. This indicates strong discretionary spending power which benefits the retail sector and businesses in general.

When looking at the larger area, North County supports over 600,000 jobs. Tourism, dining, and retail trade are key economic drivers for the coastal communities, with consistent visitor spending tied to events and beach tourism. From 2017 to 2024, over 17,000 jobs were added to North County's market, despite the residential population remaining essentially the same, another metric signaling a healthy business environment in the region (San Diego North Economic Development Council).

Market	2023				2024				2025				2026
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Del Mar/S Bch/Rho SF	\$4.60	\$4.66	\$4.71	\$4.76	\$4.79	\$4.83	\$4.86	\$4.89	\$4.93	\$4.96	\$4.99	\$4.96	\$4.99
La Jolla/TorreyPines	\$4.35	\$4.41	\$4.46	\$4.50	\$4.55	\$4.60	\$4.63	\$4.69	\$4.74	\$4.77	\$4.79	\$4.78	\$4.81
Cardiff/Encinitas	\$3.64	\$3.69	\$3.72	\$3.76	\$3.80	\$3.84	\$3.87	\$3.91	\$3.95	\$3.97	\$3.99	\$3.96	\$4.01
Carlsbad	\$3.49	\$3.53	\$3.55	\$3.59	\$3.61	\$3.64	\$3.66	\$3.66	\$3.68	\$3.69	\$3.71	\$3.70	\$3.72
Pacific Beach/ Morena	\$3.17	\$3.20	\$3.23	\$3.27	\$3.30	\$3.32	\$3.34	\$3.35	\$3.37	\$3.38	\$3.38	\$3.37	\$3.39
Oceanside	\$2.90	\$2.63	\$2.65	\$2.68	\$2.71	\$2.74	\$2.67	\$2.80	\$2.82	\$2.83	\$2.85	\$2.83	\$2.87



Market Asking Rate for Commercial Rentals (per square foot)

The City of Del Mar has seen a low retail vacancy rate in recent years, compared to historical averages, indicating current regional retail viability. Del Mar also consistently has the highest commercial rent prices of North County communities, with a market asking rate of \$4.99 per square foot of property monthly in Q1 of 2026. Some Del Mar retail hubs, like the Del Mar Plaza, are currently at or near capacity with their rental units, showing a healthy retail mix and strong leasing dynamics. Other retail operations like Flower Hill, One Paseo, and Del Mar Heights Shopping Center have found success as well; One Paseo's 96,000 square footage of retail space was fully leased upon the property's opening in 2019, and Flower Hill has seen strong consumer traffic for both national and specialty retailers and restaurants (NBC San Diego). Given the premium price that retailers will pay to reside in Del Mar, it is plausible that retail operations at the Fairgrounds could be profitable – but further economic analysis would be needed to determine whether the market is saturated or primed for additional growth.

While these alternate Del Mar retail hubs are performing well, robust market analyses will be able to reflect whether the areas around the Fairgrounds (based on household income and population) are already oversupplied with retail or not. These analyses are needed to prove that there is sufficient market opportunity, but the current landscape certainly indicates that there is space for success.

Still, a retail demand and feasibility study would be recommended to ensure that the Fairgrounds can support retail (including food and beverage, experience-based activities, and other entertainment tenants) by presenting the spending potential of a modeled customer base. If the 22nd DAA opts to implement retail on the property, it will need to heavily consider modern consumer spending habits to understand what types of retail will perform the best.

Consumer trends indicate that people are spending their discretionary dollars on experiences/mixed-use retail over strictly traditional retail goods, as found in EY's Future Consumer Index. Sectors such as culinary tourism, eco-tourism, festivals, music, arts, cultural programming, adult athletics, and more have

experienced significant growth as a result of this shift in consumer behavior. The data shows that people are still spending money, but what they spend it on is shifting away from physical goods and toward experiences, services, and lifestyle-oriented consumption. EY characterizes this shift toward experiential spending as a long-term change in consumer behavior, with the key driver of “valuing experience over product” unlikely to be affected by changes in macroeconomic conditions. Digital shopping has also contributed to this behavior, with consumers able to make routine purchases from home, reserving their time and physical presence for experiences they care about.

This trend provides the opportunity to reposition the Fairgrounds as a year-round half-day or full-day destination, where visitors can enjoy multiple experiences and spaces on the property. On weekdays, the properties that employ this strategy are unlocking what some economists call an “After-5 Experience,” a strategy that the Fairgrounds main campus could employ to draw crowds on non-event days. Traditional retail is not necessarily losing value, but its existence in places without experiential overlay is declining in importance to American consumers. Marketing the idea that someone would come spend a whole afternoon or evening at the property could help distinguish its identity against other venues in San Diego.

Additionally, even with the potential introduction of retail or other mixed-uses, the Fairgrounds’ niche is hosting large events, which support the experiential consumer trends. North County lacks significant competition in terms of the ability to host such a wide variety of events, and few venues can host as many people at one time as the Fairgrounds. The introduction of other activity and retail uses, ecological connectivity, potential housing or lodging, and any other new features of the property would only add to the Fairgrounds’ competitive advantage in the region.

Further Opportunities

1. Strategically take advantage of the Fairgrounds identity but seek more flexibility regarding future uses.

- **Seek flexibility with horse racing:** The 22nd DAA Board and Del Mar Thoroughbred Club should discuss potential strategies to shrink the traditional, permanent infrastructure on site that is exclusively used for horse racing. Creating temporary, movable structures or opening up additional space on the grounds for other activities would create new opportunities.
- **Mixed-use with residential:** If the 22nd DAA Board pursues long-term housing, it should also consider complementary mixed-use development projects. A true mixed-use district can strongly support implementation of housing by offering jobs near the housing, reducing transportation costs, and optimizing land use. The 22nd DAA could commission a mixed-use market feasibility study to assess the viability of the property as a mixed-use development, including market analysis, probable budget creation, revenue projections, and economic impact analysis.
- **Parks as catalysts:** The 22nd DAA should consider the use of parks and public spaces, which have been increasingly seen as a major benefit to economic development in many cities and could help support vibrant gathering places and public use.
- **Grow the events business:** Explore what investments would be necessary to host more conferences and exhibits, as well as non-traditional events like alternative sporting events and competitions (pickleball, axe-throwing, etc.), farmers markets, foodie events, local artist and small business markets, fundraisers, weddings, or even large-scale cultural or social events. If expanded events became further interlinked with tourism — e.g. drawing families for youth sports tournaments, artists for conferences, business executives for meetings, etc. — exploring on-site lodging for the visitors would be a beneficial addition.

- **Consider marketing benefits:** With trends around consumers seeking unique experiences and options, consider the marketing opportunities surrounding potential uses. The Fairgrounds has historically served as a major regional destination rather than a neighborhood staple.
- **Economic impact studies:** An economic impact and community benefit study could outline the Fairgrounds' projected regional economic contribution, compare redevelopment scenarios, and evaluate how year-round activation options would shift economic value.

“A new Master Site Plan should not infringe upon — and should seek to increase — safe access to the Coast and to local beaches.”

– Fairgrounds 2050 Guiding Principles

2. Incorporate the coastal character of the property to maximize economic competitiveness.

- **Blend in with the neighborhood:** On the non-coastal/wetland edges of the property, the borders of the property could be blended better with the surrounding community, taking advantage of the northern community's ability to engage with whatever event space, retail, parking, or hospitality there is.
- **Focus on ecology:** A comprehensive landscape strategy grounded in natives and ecology may not directly translate to revenue, but could draw more foot traffic to the Fairgrounds, making it a more competitive environment for retail and shopping options.
- **Coordinate closely with other agencies on crossing solutions:** The property's coastal location provides economic advantages and opportunities for direct coastal access that few other Fairgrounds and large event spaces can claim. Providing more coastal interaction would require coordination with various agencies and levels of governments regarding new physical crossing solutions, such as bridges, boardwalks, and underpasses.
- **Take advantage of sight lines in business uses:** Business uses should incorporate the sight lines of the Pacific Ocean and the property's natural surroundings; examples include rooftops, balconies, and viewsheds, such as those in downtown Del Mar and across the street at Viewpoint Brewing. Any new developments and improvements should strive to be seen as part of a cohesive community, developed to provide improved orientation and matching the visual unifying elements of the property.
- **Embrace eco-tourism:** The site should be seen through the lens of not only ecological restoration along its edges, but as an eco-tourism property, exploring a comprehensive strategy for the integration of native species (even if not true habitat creation). This would have a myriad of benefits including reducing water use site-wide, creating pollinator pathways for winged species, and creating an overall landscape aesthetic that is authentic to our region and this unique coastal setting.

3. Consider the impacts of changing uses on core mission and events.

- **Learn from other open outdoor venues with ticketed events:** A more accessible property will also change the way that ticketed events — such as the Fair and horse racing — are secured, but these strategies are often used at other otherwise open outdoor event venues, such as public parks that host large music festivals and other ticketed events.

- **Commission an Economic Impact and Fiscal Outcomes Report:** This report would quantify the financial potential of proposed uses on the Fairgrounds property. The report would estimate job creation, visitor spending, tax revenue, impacts on local businesses, lease revenue, and other key metrics. By establishing clear expectations for revenue and return on investment, the 22nd DAA could use the findings to demonstrate economic value and build support among partner agencies, local elected officials, and permitting authorities such as the CCC.
- **Conduct an additional “50-day Use versus Year-Round Use” Scenario Analysis:** The 22nd DAA could look to experts to model how the site performs under a peak-season, event-focused model versus a year-round mixed-use model. The analysis would evaluate staffing, parking demand, traffic impacts, and infrastructure maintenance requirements in each scenario. It would also assess the feasibility of horse racing and compare its economic output with other potential uses of the site.
- **Perform a Competitive Analysis Report:** This would give the 22nd DAA a full evaluation of regional competitors for large events, festivals, conferences, recreational activities, and other mixed-uses. It would provide statistics on benchmark attendances, capacity goals, rental rates, and more, helping to justify certain land uses and show the 22nd DAA where it could be leading, competing, or falling behind. Additionally, it would provide an analysis of the 22nd DAA’s competition in the event venue market, showing the competing venues’ strengths and weaknesses, while indicating the entertainment/event types in the San Diego region where the 22nd DAA could be a leader.

Parallel Concepts

Liberty Station (San Diego)

Economic trends and regional case studies support the idea of coupling traditional retail with experiential activities. Liberty Station in Point Loma is a great example of a property that is thriving under the identity of being a destination where adults or families can spend an afternoon and/or evening.

Along with traditional retail shopping, grocery stores, coffee shops, and a plethora of small and large eateries, the 360-acre property — a former Naval training facility — offers many activities including but not limited to: art galleries, small museums, a seasonal ice rink, playgrounds for children, an arcade, pottery painting, mini-golf and an executive golf course, wine gardens, a movie theater, hotels, and weekend improv shows. These activities support groups of all sizes and ages and have helped turn Liberty Station into one of the most popular, and presumably profitable, destinations in Point Loma, drawing over 9 million total (and 3.6 million unique) visitors per year.



Liberty Station property (Source: Liberty Station)



Liberty Station Public Market (Source: Liberty Station)



The Collection at Riverpark (Source: Visit Oxnard)



The Collection at Riverpark (Source: Visit Oxnard)



The Collection at Riverpark (Source: Visit Oxnard)

The Collection at Riverpark (Oxnard)

In Oxnard, California, the Collection at Riverpark has expanded and developed over the past dozen years into a small community, featuring housing, lodging, parks, shopping (retail and necessity), an abundance of activities (axe-throwing, bowling, movie theater, painting, concerts, etc.), restaurants, bars and breweries, and now even a small school. Located just off the 101 Freeway, the development is easily accessible from multiple offramps and other main Oxnard streets. The property has adult-oriented entertainment districts for its “After-5” activation, but it remains family-friendly and supports many mixed-use spaces.

The Collection has over 10 million visitors annually, with an average household income of \$123,000. It has become a dominant retail and social venue for all of Ventura County, with large traditional retailers and smaller boutique businesses thriving alike. The Fairgrounds has a unique opportunity to provide a beloved mixed-use space, similar to this, with close proximity to the ocean and wetlands.

Sea-level Rise, Seismic Activity, Liquefaction, Geology & Soils

“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.”

– Fairgrounds 2050 Guiding Principles

Section based on input from:

- Hany Elwany of Coastal Environments
- Rod Mikesell of Geocon, Inc.



Fairgrounds property and its proximity to the San Diego River and Pacific Ocean

Due to the combination of its location and age, the 22nd DAA's properties are forced to address unique environmental and geotechnical challenges. With several large bodies of water nearby, and structures and soil fills that have been around since its construction in the 1930s, flood risk, earthquake risk, and liquefaction risk all must be addressed in the CEQA review process and the new Master Site Plan.

Given the Fairgrounds' proximity to both the Pacific Ocean and the San Diego River, flooding and sea-level rise are vital to address when considering how the property will interact with its surrounding environment.

Potential Constraints

Risk of Liquefaction and Seismic Activity

Accounting for earthquake risk and liquefaction is necessary both for existing structures and any new structures. All three campuses are hazard-mapped as being liquefiable due to high groundwater and soft deposit soils, according to previous evaluations done on the property, particularly in areas closer to bodies of water where there is loose, alluvial soil and high groundwater levels.

With the property comprised of fill-based foundation materials dating back to 1935, an earthquake could prove harmful, and further studies are imperative to assess the current state of the foundations of older high-occupancy buildings, such as the Grandstand, and the viability of constructing new structures on the property — particularly on the eastern and northern banks of the San Dieguito River. Amending the soil and constructing an earthquake-safe foundation for any planned high occupancy building is crucial when considering further structures, especially given the high risk of earthquakes in Southern California.

New studies will be needed to provide current data that could confirm previous findings and assumptions.

Compounded Risks of Sea-level Rise

While fluvial flooding proves to be the greatest recurring risk due to river overflow during extreme rain events, it is necessary to also plan for gradual sea-level rise and the small (but not impossible) chance of experiencing a tsunami. Risk assessment is incredibly important in this section of the Master Site Plan to pinpoint the cost-benefit analysis of certain mitigation measures for environmental hazards. Using data from future technical studies and historical data from the large floods that the property experienced in the 1980s and 1990s, the 22nd DAA can weigh how much risk it is willing to assume in terms of property damage from an extreme flood event compared to how much it is willing to spend to flood-proof new and existing structures.

The compounded flood and liquefaction risks, which include rainfall, runoff, infrastructure drainage limitations, and loose soils, are substantial and likely to grow under sea-level rise. Mitigation efforts need to address all hazards and consider how each one may affect others in any design.

To help address sea-level rise, the 22nd DAA worked with the City of Del Mar on the City's Sea-Level Rise Amendment to their Local Coastal Plan. Specifically, the 22nd DAA agreed that a living levee along the southern edge of the property would help reduce impacts associated with sea-level rise. The levee would be 100 feet in width and would be implemented when the 22nd DAA redevelops its existing exhibit halls.

Opportunities and Recommendations

1. Make early mitigation planning a priority to combat flooding and liquefaction.

Properties with geographical similarities to the Fairgrounds experience the most damage from river floods. To evaluate flood mitigation opportunities such as bioengineered revetments, berms, necessary managed retreat, and any other mitigation measures, reconciling the amount of risk the Fairgrounds is willing to assume must happen early in the process.

Preparing for 100-year storm events is crucial to preventing a repeat of the damage sustained during the catastrophic Del Mar floods of the '80s and '90s.

2. Conduct studies to understand compound flooding risks at a deeper level.

The 22nd DAA could apply new modeling capabilities developed at UCLA (Tang and Gallien 2023 and Tang et al. 2025) to assess both current and future compound risks from simultaneous occurrence of high sea-levels, fluvial flooding, and pluvial flooding for properties with hazard typology similar to the Fairgrounds. The studies' authors developed a numerical modeling framework to resolve compound flooding in low-lying embayment-backed urban catchments, where marine water levels interact with hydrologic sources and infrastructure. These new approaches consider all three flood drivers simultaneously, taking into account existing (or planned improved) storm drain systems. Results suggest compound flood risks are significantly higher than the sum of risks considered individually.

In addition, these models can be applied to quantify how much land elevations may need to be raised, and where, to accommodate future development. Other key findings from such studies include the following ideas:

- Seawall and storm-drain system success in tandem significantly changes predicted flood extents, volumes, and durations.
- Accurate digital elevation models of existing topography and infrastructure mapping are critical to the success of the model's prediction capabilities.
- Adaption measures meant to reduce one hazard (e.g., raising seawalls) showed the potential to worsen other flooding modes unless drainage/infrastructure is addressed in tandem, highlighting the need to address compound flooding impacts during this process.

Studies could help determine whether any new structures should be raised to avoid groundwater flooding. It is likely that in property areas with high groundwater levels, the recommendation may be to raise new structures, along with the consideration of raising existing structures if flood risk and liquefaction risk are shown to be greater than expected.

To best understand flooding dangers surrounding the border of the property, flood protection studies of the eastern and northern banks of the San Dieguito River could be conducted using these methods, west of the Jimmy Durante Bridge and extending to Stevens Creek for the main campus, as well as the portion of the river just south of the Horsepark. These areas are subject to erosion from the river, creek, and incoming tide.

3. Design for sea-level rise and flood defense mitigation.

For sea-level rise and flood defense, the CCC and state resource agencies favor nature-based defenses, such as bio-engineered revetments or berms, featuring plants native to the surrounding lagoon and wetlands. Green infrastructure is becoming increasingly more common to buffer properties from high tides and storm surges and would be looked upon more favorably by the CCC. Nature-based solutions have also been seen favorably by state, local, and federal agencies that can provide grants for combatting sea-level rise.

In addition, following appropriate erosion/flood prevention studies, the riverbank areas of the Fairgrounds property should be considered for similar native vegetation revetments/berms; necessary studies will indicate appropriate height and structure type for these implementations. Rock riprap has already been placed in certain places around the north and east banks of the river where soil and other materials that comprise the banks are currently eroding, but revetments/berms would help slow or prevent long-term erosion. This mitigation measure would help combat flooding from both sea-level rise and adjacent river overflow.

4. Address earthquake and liquefaction risks based on geotechnical studies.

While addressing flooding and sea-level rise risks will help amend some geological/soil issues and further the 22nd DAA's understanding of liquefaction risks, individual geotechnical studies and evaluations should also be performed, especially because the property is built on a variety of fill materials dating back to the early 20th century.

For any areas that are being considered for new high occupancy buildings, geotechnical, liquefaction, and soils studies are essential for understanding building safety; earthquake safety evaluations are necessary for existing high occupancy buildings like the Grandstand. All studies should include groundwater level monitoring and soil strength testing, particularly for any below-grade structures (e.g., parking), which will trigger greater regulatory scrutiny. Based on the findings of these studies, the 22nd DAA will be able to implement a variety of recommended mitigation and design strategies to address seismic/geological risk. Mitigation measures will hinge on how susceptible the property currently is to earthquake damage and liquefaction, but all structures will need to have a strong foundation option or mitigate the soil to reduce sediment value to something more reasonable.

5. All new infrastructure should be designed for a 75–100-year lifespan.

The 22nd DAA should plan for infrastructure that is built to last and can be adequately maintained in a changing environment. This should include earthquake-resistant designs and soil remediation where liquefaction risk is highest.

Parallel Concepts

Chula Vista Bayfront Project

A local case study referencing these geotechnical considerations is the Chula Vista Bayfront (CVB) project. CVB addressed geologic and soil conditions in their Environmental Impact Report and Natural Resources Management Plan. Underlain by a combination of fill, bay deposits, topsoil, and natural formation, key concerns included:

- Soft, compressible deposits unsuitable for structural support
- Uncompacted historic fill capable of shifting/settling under load
- Shallow groundwater affecting excavation and building foundations
- Moderate to high liquefaction potential

CVB required a large variety of geotechnical mitigations across its multiple phases of development to address these concerns. Each project phase included subsurface exploration studies, lab testing, and geotechnical reporting prior to any grading. Upon completion of the studies, mitigation and remediation techniques included:

- **Densification of liquefiable soils:**
 - Surcharging
 - Compaction grouting
 - Vibro-compaction
 - Soil mixing
 - Deep dynamic compaction

- Removal and replacement of unsuitable bay deposits and alluvium where needed
- Placement of surcharge fills within building areas to reduce settlement risk
- Use of deep foundation systems to transmit loads below liquefiable zones
 - Driven piles/drilled piles
- Deep foundations where alluvium and bay deposits were thick
- Mat slabs where liquefaction may still occur, but acceptable performance can be achieved
- Removal, moisture conditioning, and recompaction for existing fills and topsoil

While CVB's bay protection differs from the exposure of the Fairgrounds, the approach for handling variable liquefaction across a large coastal site provides a strong example. CVB's documents also offer techniques for handling sea-level rise. These options include managed retreat, floodproofing of structures, buffer zones, and strategic elevation of development areas.



Chula Vista Bayfront Master Plan (Source: Port of San Diego)

San Dieguito Lagoon Restoration

In 2011, a native plant-covered revetment was built along the south bank of the San Dieguito River, just east of the Jimmy Durante Bridge during the restoration of the San Dieguito Lagoon, on the site of a former Del Mar Fairgrounds parking lot. This bio-engineered revetment/dune has worked very well and is a good example of a nature-based solution, which the CCC and agencies prefer.



San Diego International Airport (Source: Toby Harriman)

San Diego Airport Terminal 1 Replacement

The San Diego Airport's new Terminal 1 project implemented extensive geotechnical mitigation efforts to support the site's longevity and ability to combat liquefaction, faults, and lateral spreading. Design and construction faced complex geologic and seismic conditions, as the project site is located near the Rose Canyon Fault Zone and sits on hydraulically filled reclaimed land next to the San Diego Bay, resulting in shallow ground water levels and saturated loose, compressible soil conditions. These conditions present high risk for liquefaction and lateral spreading during any earthquake or seismic event.

The project team addressed these hazards by conducting in-depth seismic studies beyond code requirements to model how a potential earthquake would affect the soft soil; these studies informed structural design parameters and provided the scope of what would be necessary for mitigation measures.

Engineers implemented deep foundations, consisting of Auger Cast-in-Place (ACP) piles and Cast-in-Drilled-Hole (CIDH) piles driven deep below the liquefiable soil to help transfer stable material for the terminal, parking garage, and bridge structures. Deep Soil Mixing (DSM) and jet grouting were used as ground improvement techniques near key bridge approaches to increase soil strength and reduce any potential lateral spreading risk in areas with slope instability. Additionally, the Terminal 1 building layout was designed to maintain a minimum of 25 feet from active portions of the Rose Canyon Fault Zone to protect against any surface rupture risks in an earthquake.

Tijuana State Park

Projects in Tijuana State Park have used a wide range of green engineering and nature-based strategies to manage flooding and sediment, restore ecosystems, and improve water quality. As opposed to revetments or seawalls, projects here have focused on restoring sand dunes and coastal vegetation to protect the area from storm surge and sea-level rise. These efforts improve soil stability and restore ecological processes, and the park continues to monitor long-term sea-level rise and flooding threats.

Building Design & Energy Efficiency

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

– Fairgrounds 2050 Guiding Principles

Section based on input from:

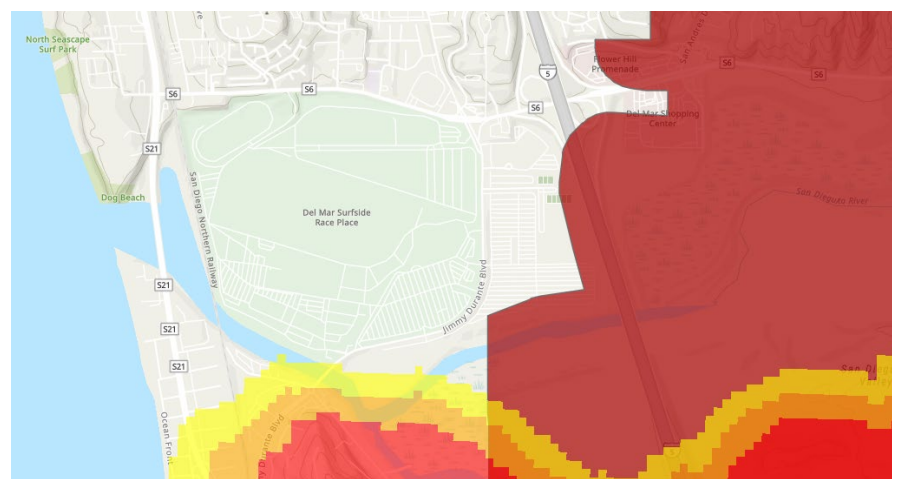
- JT Barr of Schmidt Design Group
- Vaughan Davies of Perkins Eastman Architecture
- Evan Strawn of San Diego Regional Chamber of Commerce

As the 22nd DAA evaluates possibly implementing new structures and updating existing structures, they will need to consider the buildings’ impact on surrounding communities’ viewsheds, disruption to local habitats, sustainability methods, energy efficiency, regulatory environmental constraints, noise impacts, building aesthetics, and the creation of an overall ecological identity to ensure compliance with CEQA. Addressing these considerations should support the 22nd DAA’s commitment to being a leader in sustainability and environmental stewardship, while bolstering an iconic site with modern buildings and amenities.

Potential Constraints

Wildfire Threat

The Fairgrounds main campus falls just outside the “Very High Fire Severity Zones,” per the state of California and City of San Diego (according to the 2025 Fire Hazard Severity Zone Maps for the state and city). But these maps are constantly reviewed, and new evaluations could impact the Fairgrounds’ redevelopment in the future.



CalFire Zone (bottom) and City of San Diego Zone (right)

2025 Very High Fire Hazard Severity Zones (Source: City of San Diego)

Anticipated policy updates in 2026 include a “Zone 0” requirement in high hazard areas, which would require non-flammable treatments (hardscapes) within the first five feet of any new structure; existing structures will have three years to comply. Should the current Very High Hazard Zone shift even slightly north or west during future evaluations, the Fairgrounds property would be implicated, and its architectural detailing, landscaping, and building materials would all be impacted.

Sea-Level Rise

Sea-level rise and coastal humidity also pose additional risks to certain aspects of energy-efficient building design, such as corrosion on mechanical and solar infrastructure, reduced efficiency of HVAC and solar panels, and the need for elevated equipment or waterproofing systems.

Given the property’s proximity to the ocean, effective material selection is one of the most cost-effective mitigation strategies available to the 22nd DAA, helping to combat high chloride exposure and accelerated corrosion. Materials rated for coastal corrosion resistance, such as stainless steel and treated aluminum, should be prioritized in new structures, to reduce shortened lifecycle costs like premature failure and repainting.

Opportunities and Recommendations

San Diego County has made great strides in being a leader in water and power sustainability, and the Fairgrounds has an opportunity to be a strong example of the County’s intentionality in supporting the environment. If the 22nd DAA leans into the site’s ecological identity for design purposes, the property should be one that bolsters the surrounding environment and champions energy efficiency.

1. Commission a Wildfire/Zone 0 Vulnerability Assessment.

In preparation for regulatory updates, the assessment could determine where building materials, site layout, and landscaping would be problematic, should the property be included in a Very High Hazard Zone.

2. Maintain clear evacuation routes to and from the property in case of an emergency.

The Fairgrounds has historically served as an evacuation point and shelter during wildfires, and as a large events venue, ingress and egress is vital. This will be a high-priority issue required in the CEQA process, particularly for how the 22nd DAA will manage evacuation during large events and Fair season.

3. Maximize the property’s unique sense of place.

The Fairgrounds has the opportunity to better celebrate its unique sense of place; given the property’s iconic features and idyllic coastal location, the property’s future identity and site entrance could be rooted in water and ecology, significant character-defining elements of the region and site.

The existing entrance to the Fairgrounds reflects a longstanding traditional approach to regional facility property planning — a sea of asphalt and parking lots as a visitor’s first impression of the site. Public edges of the Fairgrounds should be enhanced to present a higher quality image of the property to the outsider looking in. It is recommended that the future welcoming experience of the property consists of unique building designs and landscaping designs that reinforce the Fairgrounds as a sustainable, ecological, and multimodally accessible environment. Clear public entrances and gates, as discussed in other portions of this report, are vital to this effort as well.

Leaning into the property's ecological uniqueness will also mean designing buildings that are energy efficient and environmentally supportive of the ecology around it. In addition, architectural styles of new developments should strive to be part of a cohesive unit through elements of color, exterior finishes, building size/shape, and detailing.

4. Implement modern water reuse techniques.

The large site area and many buildings (with the potential for more) allow integrated stormwater and greywater management, with opportunities for recycling, storage, and reuse.

Cooling systems offer high condensate recovery potential, due to the amount of continuous cooling loads in exhibition halls, event spaces, and any implemented housing, lodging or retail buildings. It is recommended that the 22nd DAA implement strategies where the water can be captured, treated, and reused throughout the site's irrigation systems and water features.

In addition to these avenues for being water-conscious and intentional with planned water reuse, the proximity to the San Dieguito River and Pacific Ocean provides opportunities for climate-supported passive cooling strategies.

Site stormwater could also be treated, stored in below-grade or above-grade cisterns, and reused for landscape purposes. Given the proximity to the shore and anticipated shallow groundwater/sea-level rise, proper studies will need to be performed to understand how to best implement cisterns on the property.

Most counties in California are now being proactive with sustainable water practices, implementing recycled water at varying levels depending on the region. Strategies like dual-plumbed buildings for greywater reuse, constructed wetlands at lagoon edges to filter and store stormwater naturally, and above-grade cisterns in areas where groundwater prevents deep storage are being used statewide.

5. Implement energy sustainability measures across the site.

It is highly recommended that the 22nd DAA consider solar carports over surface parking, especially if substantial parking lots are to remain in the new Master Site Plan for supporting large events. For new buildings, rooftops should be solar-ready, and solar panels could be installed virtually everywhere.

Solar and battery feasibility studies could help the 22nd DAA evaluate rooftops, potential parking lot canopies and ground-mounted solar locations to determine whether existing and future solar can be supported by battery storage or microgrids. Model generations, shading constraints, and revenue/offset potential would also be provided by the study.

6. Continue pursuing sustainability certifications.

The 22nd DAA is commended for establishing a requirement for LEED Silver with all new buildings, and to complement the LEED certification and fully integrate building and landscape sustainability goals, it is recommended that the 22nd DAA explore a Sustainable SITES certification. SITES is a rating system that guides, evaluates, and certifies a project's sustainability in the planning, design, construction, and management of landscapes and other outdoor spaces. Where LEED places less emphasis on the sustainable outcome of the land, SITES offers a robust metrics system. Pursuing this certification is a tremendous opportunity to demonstrate the 22nd DAA's commitment to sustainability, given the sheer scale of the property.

7. Perform necessary building design studies to solidify environmental constraints and structural capabilities.

For new building development, especially housing and lodging, siting and massing studies would be necessary for receiving the appropriate approvals during the environmental review process. Siting studies generally work in conjunction with other technical reports to help determine where on the property buildings could realistically go; this includes analyzing key environmental constraints (e.g., wetland buffers, sensitive habitats), regulatory constraints (e.g., height limits, view corridor protections, FEMA flood zones), functional compatibility (e.g., noise from on-site events, traffic access, parking proximity), and operational compatibility (e.g., placing hotels near conference centers, placing housing away from late-night event circulation).

Once the 22nd DAA has established where on the property any buildings can or cannot go, then a massing study could be performed to pinpoint realistic sizes for buildings and the physical and visual impacts. The study would typically provide building heights and widths, sun and shadow impacts, and visual impact (from beaches, highways, neighborhoods, wetlands, etc.). This process is vital for determining specific structure shapes and overall dimensions that meet regulatory standards.

Siting and massing studies would support any visual impact analysis in CEQA, show compatibility with wetlands and surrounding habitats, and would validate that housing and/or lodging is the appropriate use for the land.

For any existing structures that will remain in the new Master Site Plan, Certified Access Specialist (CASP) reports should be prepared by a Certified Access Specialist to verify that the structures meet all current accessibility requirements. CASP reports will verify that buildings meet federal and state ADA standards and are in compliance with California Building Code. Architectural barriers that violate California and federal ADA standards will be flagged, along with corrective actions and timelines. This report is often paired with (or followed by) a Disability Access Inspection Certificate (DAIC).

As described in the “Seismic and Liquefaction” section of this report, significant studies regarding geotechnical concerns will also need to be performed before any buildings can be planned.

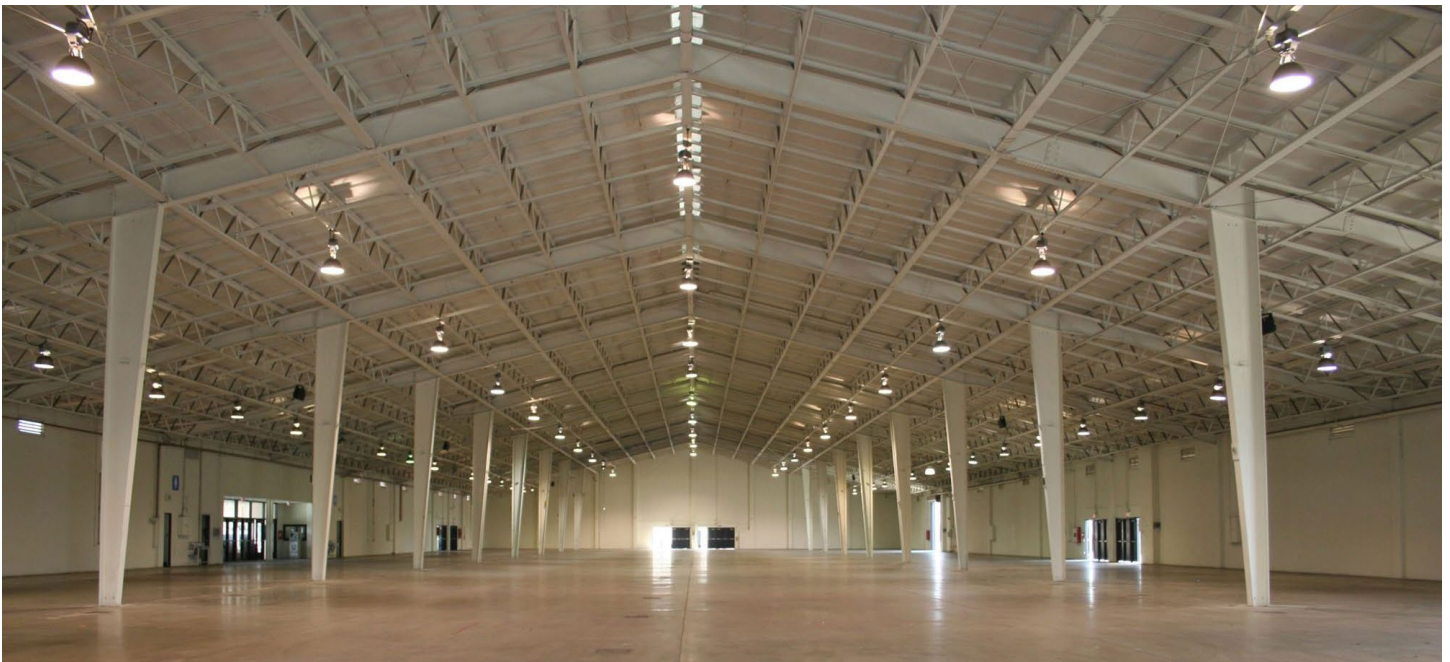


Exhibit Hall at Del Mar Fairgrounds property



Fairplex in Pomona, CA



UC San Diego campus in La Jolla, CA



San Diego Convention Center

Parallel Concepts

Fairplex (LA County)

Fairplex has pursued significant solar infrastructure in their property redevelopment, along with 200 electric vehicle (EV) charging ports across the campus. The plan to gradually electrify the entire property is in support of its renewable energy goals.

Great Park (Orange County)

Orange County's Great Park redevelopment plan includes microgrids or distributed energy resources (DER) for power stability during large events, battery storage to provide backup for critical facilities, and passive cooling features like cross-ventilation and exterior shading, to reduce HVAC loads.

UC San Diego

At the regional level, UC San Diego has implemented the collection of HVAC condensation for reuse to reduce their water demand. Since 2019, captured water from the air-conditioning systems in four large buildings on campus is pumped into the campus' reclaimed water distribution system and used for non-potable uses, including landscape irrigation. This is expected to save roughly 4 million gallons of water annually. UC San Diego also uses a microgrid to produce 92% of the campus' annual electricity needs.

San Diego Convention Center

The San Diego Convention Center has explored a suite of water efficiency measures, especially regarding their irrigation and landscaping, using drought-tolerant plants, drip irrigation and mulch to reduce water waste. Indoors, 98% of all restrooms have been renovated to low-flow water usage.

Transit & Traffic

“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.”

– Fairgrounds 2050 Guiding Principles

Section based on input from:

- Erik Bruvold of San Diego North Economic Development Council
- Monique Chen of CR Associates
- Evan Strawn of San Diego Regional Chamber of Commerce

Limited public transit access, ingress and egress bottlenecking, an anticlimactic arrival experience, and general vehicular congestion during major events that spills into neighboring communities are among the most significant challenges facing the Fairgrounds. While many of these issues lie outside of the 22nd DAA’s jurisdiction and have remedies which will require implementation by SANDAG or the Cities of Del Mar, Solana Beach, and San Diego, they are worth exploring as the 22nd DAA will maintain ongoing communication with these stakeholders throughout the master site planning process; working with SANDAG and the cities to address some of these issues would significantly improve the arrival experience for visitors and expand the Fairgrounds’ ability to reach further communities and demographics.

Potential Constraints

Limited Transportation Options

The current Fairgrounds site is limited in the transportation options it provides for attendees, as most visitors either drive their vehicle or take a rideshare service, funneling them into congested roads, all of which are considered high-stress traffic environments on major event days. Limited infrastructure presents significant challenges to accessing the Fairgrounds, as the San Dieguito Lagoon and the adjacent rail corridor restrict

east–west connectivity for pedestrians, cyclists, and vehicles. These constraints are compounded by limited regional freeway access; Interstate 5 at Via de la Valle serves as the only direct interchange to the Fairgrounds, and it experiences severe congestion during major events. Alternative routes such as Del Mar Heights Road and Lomas Santa Fe Drive funnel traffic onto Camino Del Mar and Stevens Avenue, both of which are narrower roadways with fewer travel lanes and not designed to accommodate high volumes of regional event traffic.

Though traffic may deter visitors from traveling by vehicle, the current Fairgrounds property doesn't offer many other transportation options. Due to the regionality of many of the Fairgrounds' events, most visitors have trip distances which make pedestrian or bike trips unfeasible, and local/regional transit options are scarce. There are no regular bus routes directly to the site by North County Transit District (NCTD) or Metropolitan Transit System (MTS). The nearest train station to the property is in Solana Beach, which is more than a mile away from the northernmost entrance to the Fairgrounds – an entrance that is not near the property's primary features. The Fair and the Del Mar Thoroughbred Club currently bear the cost of shuttle bus service to and from Solana Beach Station, but no other transit options exist during the year.



San Diego MTS Northern Area Transit Map (Source: MTS)

Arrival Experience

Along with physical limitations in transit and vehicular accessibility, the current property faces challenges with its welcome experience and placemaking identity. Currently, arriving visitors face expansive parking lots with poor directional signage and an anti-climactic experience. When comparing other large event spaces and iconic properties, their welcome experience creates a sense of grand arrival — a memorable feeling that the future Fairgrounds would ideally replicate. Regardless of how the 22nd DAA decides to create and redesign portions of the property and its parking lots, it is recommended that the property implement internal transit methods to funnel visitors from various parking lots or arrival points to one or two high-quality entrance points.

Additionally, the property will need to implement clearly defined public entrances and gates which provide direction and access to the site, recognizable from a distance. These gateways will prominently announce the arrival points and should allow for safe pedestrian traffic from parking areas, as well as a drop-off and waiting area for cars and buses. The number of entrances will be determined by land uses, parking decisions, projected usage of the property, external transportation patterns, and more.

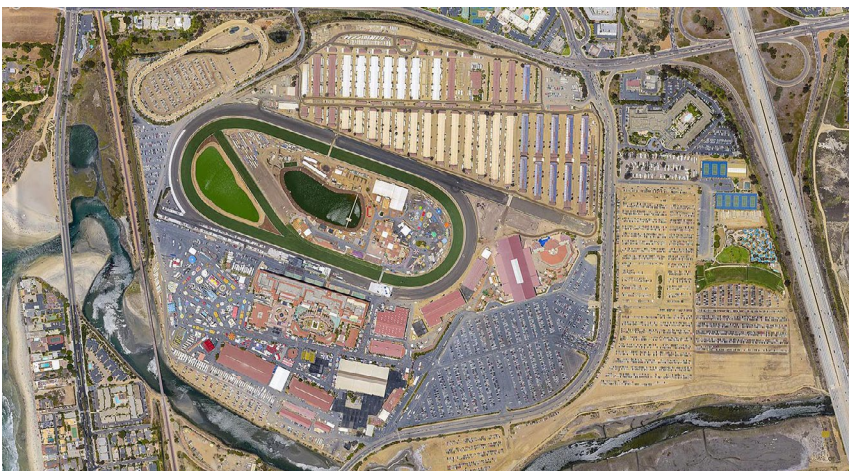
Use of Parking Lots

For existing major uses, like the Fair and racing days, the Fairgrounds needs the expansive parking capacity that it has. Most other days of the year, however, much of the available parking space is unused.

If the 22nd DAA decides to focus on large events as the property's main economic identity, large parking lots or garages may be the best option, though there are alternative options to explore with that as well; in a continued events-focused identity, parking should allow flexibility to accommodate large events or times where multiple events are occurring on overlapping dates.

If the 22nd DAA decides to incorporate retail/residential/mixed-use features into the property, some of the current parking space could be fractured and repurposed into other uses.

Opportunities and Recommendations



Property parking lots (Source: West Coast Aerial Photography)

With the full understanding that regional traffic and transportation planning is the responsibility and jurisdiction of outside entities, the TAC considered best-case scenarios for the future of the property and explored all available opportunities, including ones that are within SANDAG and surrounding cities' jurisdictions. All designs should be flexible and adaptable to future demand reductions as transit options improve or change.

1. Explore options for addressing bottlenecks at Jimmy Durante Blvd.

To reduce severe bottlenecking at Via de la Valle during major events, the 22nd DAA could assess what a reimagined version of Jimmy Durante Boulevard and surrounding roads would potentially look like. Jimmy Durante is an unusual road that has not historically been hospitable to bicyclists or pedestrians. The May 2026 repaving aims to make for a more multimodal roadway. This should continue to be monitored, and adjustments could be made in coordination with the City of Del Mar.



The 22nd DAA's three campuses and surrounding roadways

Other suggestions for improving congestion on Jimmy Durante include the following:

- Instituting parking off Via de la Valle on the northern edge of the property.
- Leveraging the under-crossing of Jimmy Durante to make access right-in and right-out only.
- Implementing special event traffic control to improve day-of traffic operations.
- Exploring adaptive signal and transit signal priority systems for those riding shuttles on event days.

2. Support future expansion of public transit.

To address the lack of direct public transit access, the 22nd DAA could work with local agencies to establish a direct bus connection from the Solana Beach transit station to the Fairgrounds main campus, especially while the special events platform is not in use.

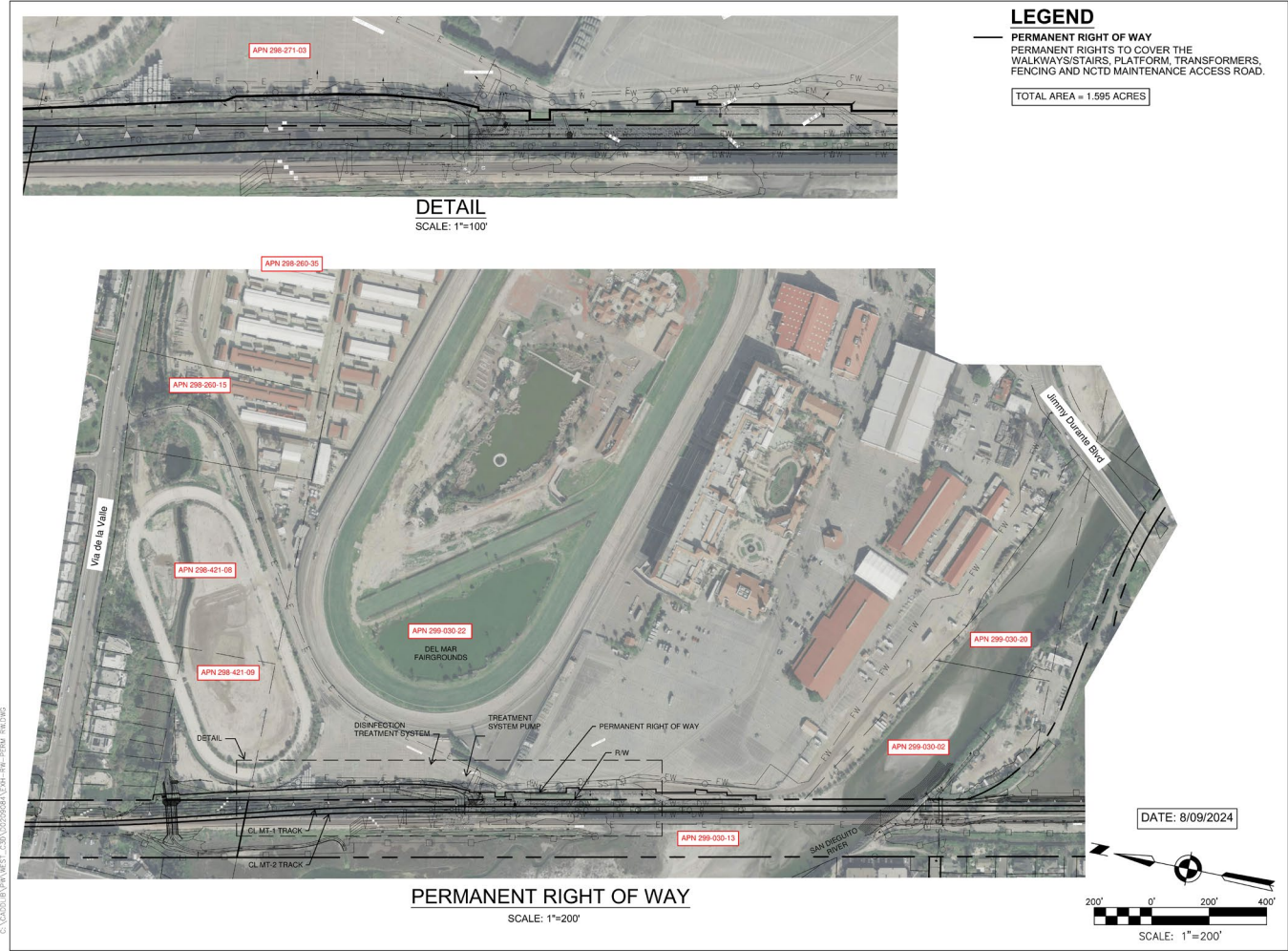
Improvements like these would greatly improve visitors' ease of getting to and from the property, reducing congestion for pedestrians, bikers, motorists, and public transit users.

3. Work toward the implementation of the Double Track/Bridge Replacement & Special Events Platform.

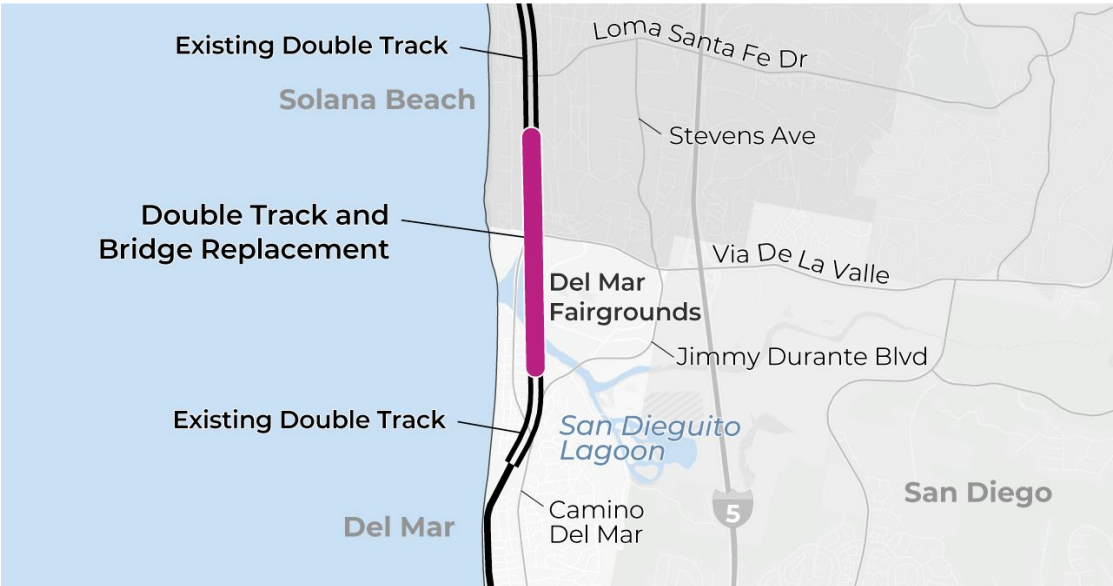
The planned and funded special events platform on the west side of the property will be a strategic asset for reducing event-day traffic and congestion, while offering the 22nd DAA the ability to expand regional and coastal access for locals and visitors who cannot or prefer not to drive; the 22nd DAA should continue working with regional agencies to complete this initiative.

Additionally, the platform could serve as a major and defining entrance point on the coastal side of the property, particularly if internal transit is utilized to guide all arriving visitors to the Fairgrounds' new "front door."

Consideration should be given on how to provide multimodal access to the platform. It is recommended to investigate ways to connect the platform to Camino Del Mar or even the Coast to Crest Trail via bridge, improving multimodal access to the site.



Proposed design for the Double Track and Bridge Replacement (Source: SANDAG)



Map of the Double Track and Bridge Replacement (Source: SANDAG)

4. Monitor the evolution of micromobility and new transportation modes.

While assessing options, another area worth exploring is the trend of the increasing use of micromobility options — such as electric bikes and electric scooters — in North County. Micromobility road accessibility, parking, lockable storage, and charging stations are all worthy of consideration. The evolution of autonomous vehicles should also be monitored and studied to understand what it potentially means for ingress/egress points, circulation, and parking.

5. Consider enhancing shuttle systems and bolstering arrival experience.

- **Improve existing shuttle systems:** This can be maximized through a new layout or infrastructure, increasing the network of off-site shuttles available to visitors. The Fair and other local events, such as Comic-Con, have had great success with direct remote shuttles (in conjunction with their ability to leverage local public transit). Expanding shuttle services to adjacent neighborhoods and remote parking areas is a significant way to limit vehicles in the direct vicinity of the property during major events.
- **Keep parking on the fringes:** If the 22nd DAA remains focused on major events, any parking that does remain on-site should stay on the fringes of the property, and the property should continue to employ a micro-transit shuttle/tram system that runs internally and can provide visitors with mobility after they've parked (which has historically been implemented during the Fair, horse racing meets, and other large events). Shuttles/trams also support the funneling of visitors to one or two impressive entrances, enhancing their welcome experience.
- **Conduct a Multimodal Access Study:** This study could evaluate “what-if” scenarios around certain modes of transportation and how they interact with the property on event days. This study would also help determine how strategies like expanded transit service, dedicated rideshare zones, expanded off-site shuttle programs and expanded remote parking could reduce demand for on-site parking and vehicle traffic. In conjunction, as the 22nd DAA weighs its options for future land use on the property, a scenario-based traffic modeling study could also produce traffic metrics dependent on various economic models (e.g., mixed-use retail, residential, and lodging).

6. Explore alternative parking lot uses, parking structure feasibility, and other parking improvements.

- **Beach parking could be an option:** For non-large event days, the Fairgrounds could consider expanding their use of existing parking lots for public use as an additional revenue stream. Parking for the beach (if eventually connected to the property), surrounding trails, and coastal paths could provide revenue for the otherwise empty lots. The space could also continue to host smaller events like farmers' markets, craft fairs, Christmas tree farms, and more.
- **Consider a parking structure:** The 22nd DAA has historically explored implementing a parking structure(s) on site; if parking structures are going to be considered, a parking structure siting and access study would provide refinement around where structures could feasibly go and how they would function. Key considerations in this study would be exploring internal circulation impacts, pedestrian connectivity and impact, alignment with long-term land-use goals, and an I-5 Direct Access Ramp (DAR). Additionally, a financial feasibility analysis would need to be done to model the costs and revenues to show whether the structure is financially realistic and beneficial. A parking structure would be especially useful if the 22nd DAA decided to redevelop the property into a mixed-use site, where much of the current parking space could be repurposed for other uses. The feasibility of a parking structure itself will depend on a variety of factors, but if implemented, any structure should integrate solar features, EV charging, and storm water management into its design.

- **Discuss a potential DAR:** Implementation of a DAR is outside of the 22nd DAA's jurisdiction, but if the 22nd DAA ends up implementing a parking structure on site, a DAR connecting I-5 to the structure would significantly relieve congestion on local streets.

7. Consider undergoing further studies to better understand parking scenarios and travel patterns.



*Cars parking at Fairgrounds property during the Fair
(Source: San Diego Red)*

- **Comprehensive parking study:** This study is advised to assess event versus non-event parking demand, and the utilization rates of different lots on the properties at different days, times, and events. Not only does the parking demand for visitors require consideration, but also the parking demand for employees and vendors during the Fair. Currently, many employees and vendors park on the racetrack or at the Horsepark campus during Fair off-days; the parking study could help the 22nd DAA explore whether a parking garage reserved strictly for employees and vendors during the Fair would be useful. This could also test scenarios including the potential usage of multi-level parking structures, remote parking with shuttle services, and reduced lot sizes. Visitor sensitivity could be tested in this study to understand attitudes toward premium pricing, off-site shuttle options, and other parking reduction opportunities.
- **Large Travel Pattern Analysis:** This study would help the 22nd DAA understand who their attendees are and how to better serve them (and how to better reach desired demographics who aren't frequently attending). It also would provide visitor travel patterns by their origins, arrival and departure timing, and mode of choice, particularly for large events. These findings will allow the 22nd DAA to better justify transit-related updates to the CCC as it pertains to encouraging coastal access for regional visitors. In general, the study will also provide the 22nd DAA with information that can guide regional transit investments, internal transit routing, parking management strategies, and more.

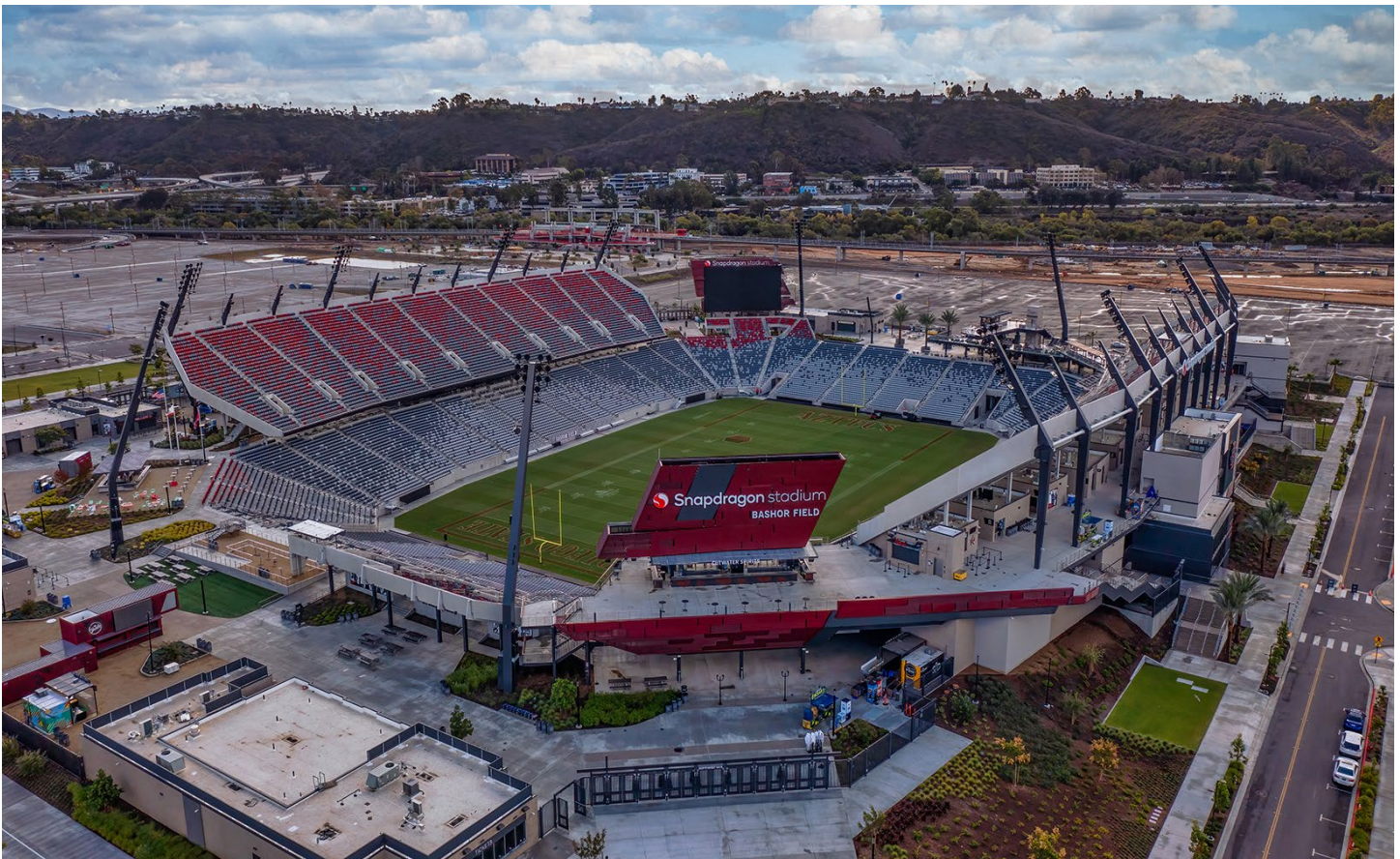
Parallel Concepts

Snapdragon Stadium (San Diego)

Snapdragon Stadium (and its predecessor Qualcomm Stadium) has an MTS trolley platform located on the edge of its parking lots. This creates a cost-effective and accessible option for many San Diegans who wish to attend large events at the venue. Eliminating the need for a car provides options for those who wish to take public transit and improves the experience for those taking vehicles, who will experience reduced traffic and bottlenecks as a result. The planned special events platform at the Fairgrounds could have this effect, and exploring alternative forms of transit will encourage attendance by those who can't or don't want to travel by vehicle.



*Snapdragon Stadium and its MTS trolley stop
(Source: San Diego MTS)*



Snapdragon Stadium

Environmental Mitigation Design & Biological Resources

“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.”

– Fairgrounds 2050 Guiding Principles

Section based on input from:

- Tina Angeles of Perkins & Will
- Hany Elwany of Coastal Environments
- Lori Spar of RECON Environmental, Inc.
- Danielle Tipping of T3 Consulting, Inc.



San Dieguito wetlands

The 22nd DAA’s three campuses occupy a uniquely sensitive coastal setting, subject to several overlapping regulatory jurisdictions, including the CCC, the Regional Water Quality Control Board, state and federal fish & wildlife agencies, and potentially Tribal Consultation under AB52. A Master Site Plan’s ability to satisfy coastal zone resource protection standards, biological regulations and climate resilience policies under CEQA and state law will require intentional and consistent communication with local agencies throughout the process.

Publicly, a Master Site Plan provides an opportunity for the Fairgrounds to demonstrate regional environmental stewardship through thoughtful avoidance and mitigation strategies. The following section includes potential environmental constraints, opportunities for implementing avoidance measures, best management practices, recommended environmental studies, and parallel regional examples.

Potential Constraints

Agency Coordination

Meeting environmental mitigation requirements is of great importance to the CCC and other regulatory bodies and should be considered as one of the 22nd DAA’s top priorities.

Biology and wetland regulations, hydrology and flood hazards, visual impacts, land use consistency, and noise sensitivity within special status species all must be considered as potential constraints in this project's design; the 22nd DAA will also need to consider indirect impacts and edge effects to biological conditions that will occur as a result of new design features and land uses. Local, state, and federal agencies may closely monitor how the 22nd DAA handles these issues, meaning consistent communication with them would be important throughout the planning to ensure all plans meet regulatory compliance standards.

Sensitive Wildlife and Vegetation

Habitat and wildlife concerns will be very important to the overlapping agencies, and the 22nd DAA will need to carefully manage potentially significant impacts to species or biological resources that could result from implementation of the Master Site Plan. Most likely to impact development are the existing presences of federal and state endangered, threatened, or special status species, sensitive wetlands vegetation, and riparian habitats. Preliminary findings suggest that at least four species will require special consideration: the California Least Tern, the Light-footed Ridgway's Rail, the Coastal California Gnatcatcher, and the Least Bell's Vireo.

The project will need to demonstrate compliance with the permit conditions of the Multiple Species Conservation Program (MSCP) and ensure that plans fall within the purview of the MSCP take coverage regulations; it's possible that an MSCP endangered species plan already exists for the area surrounding the property, but if not, standalone permitting will need to be performed for the listed species above (and any others discovered during the survey period).

Stormwater Management

The 22nd DAA's campuses are uniquely positioned to be impacted by stormwater surges, sea-level rise, and potential flooding due to its coastal and river adjacency. The collection or removal of stormwater and overall flood management will be crucial to many aspects of the Master Site Plan, and management plans will need to be thoroughly defensible during CEQA review.

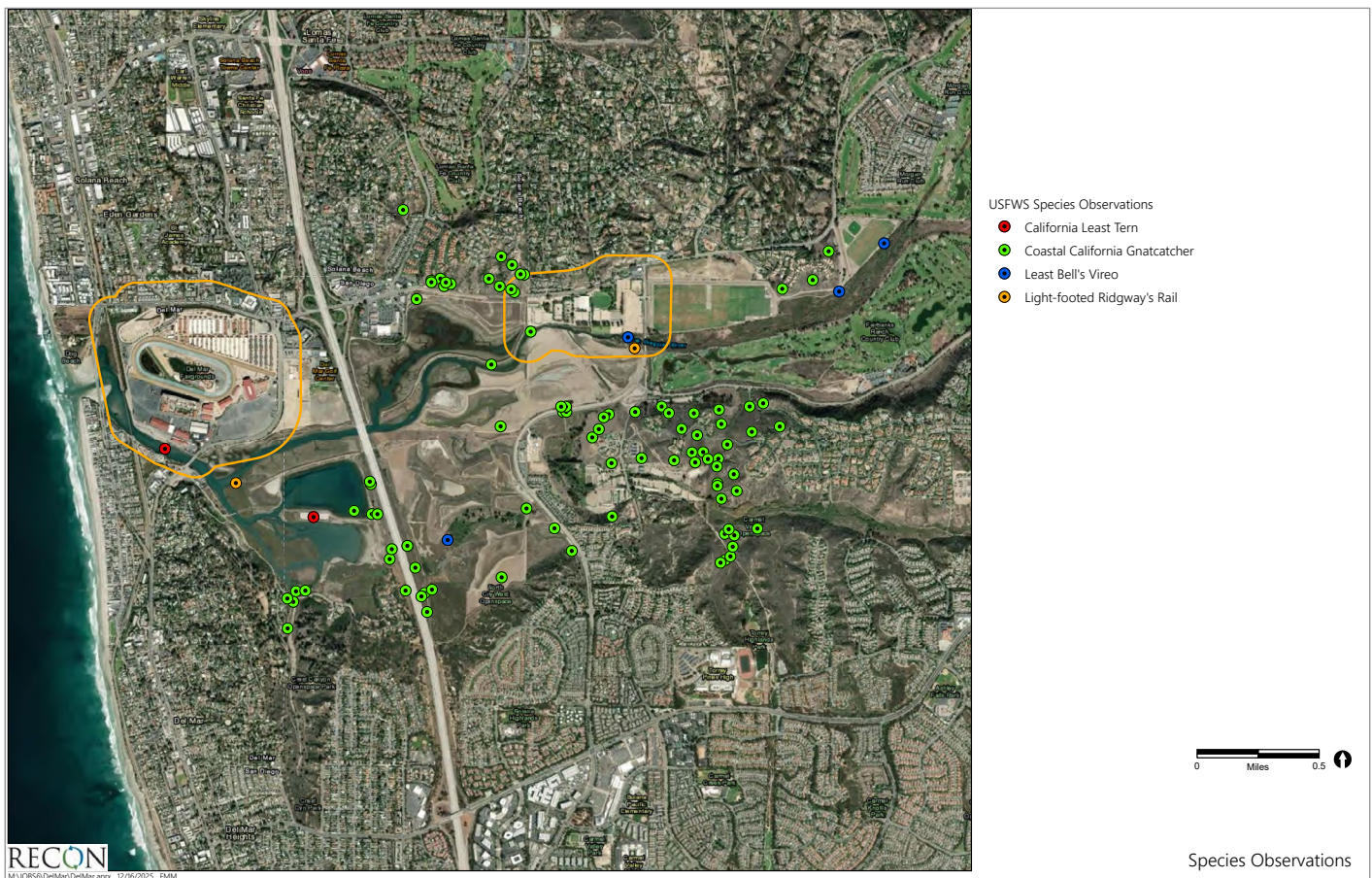
The Fairgrounds campuses, particularly the Horsepark property, have historically contributed to high bacteria levels in that region of the San Dieguito River due to horse manure and other associated bacteria. Mitigation and further avoidance are key to demonstrating the 22nd DAA's commitment to taking care of the surrounding environment.

The 22nd DAA has invested \$15 million into a water quality improvement project that mitigates potential contamination from the grounds, and the Horsepark currently complies with all Regional Water Quality Control Board (RWQCB) requirements for a medium Concentrated Animal Feeding Operation (CAFO) that addresses bacteria and nutrients. Stormwater Best Management Practices (BMPs) will need to be installed/monitored along the south side of the Horsepark property to continue ensuring that horse manure and associated bacteria don't reach the San Dieguito River.

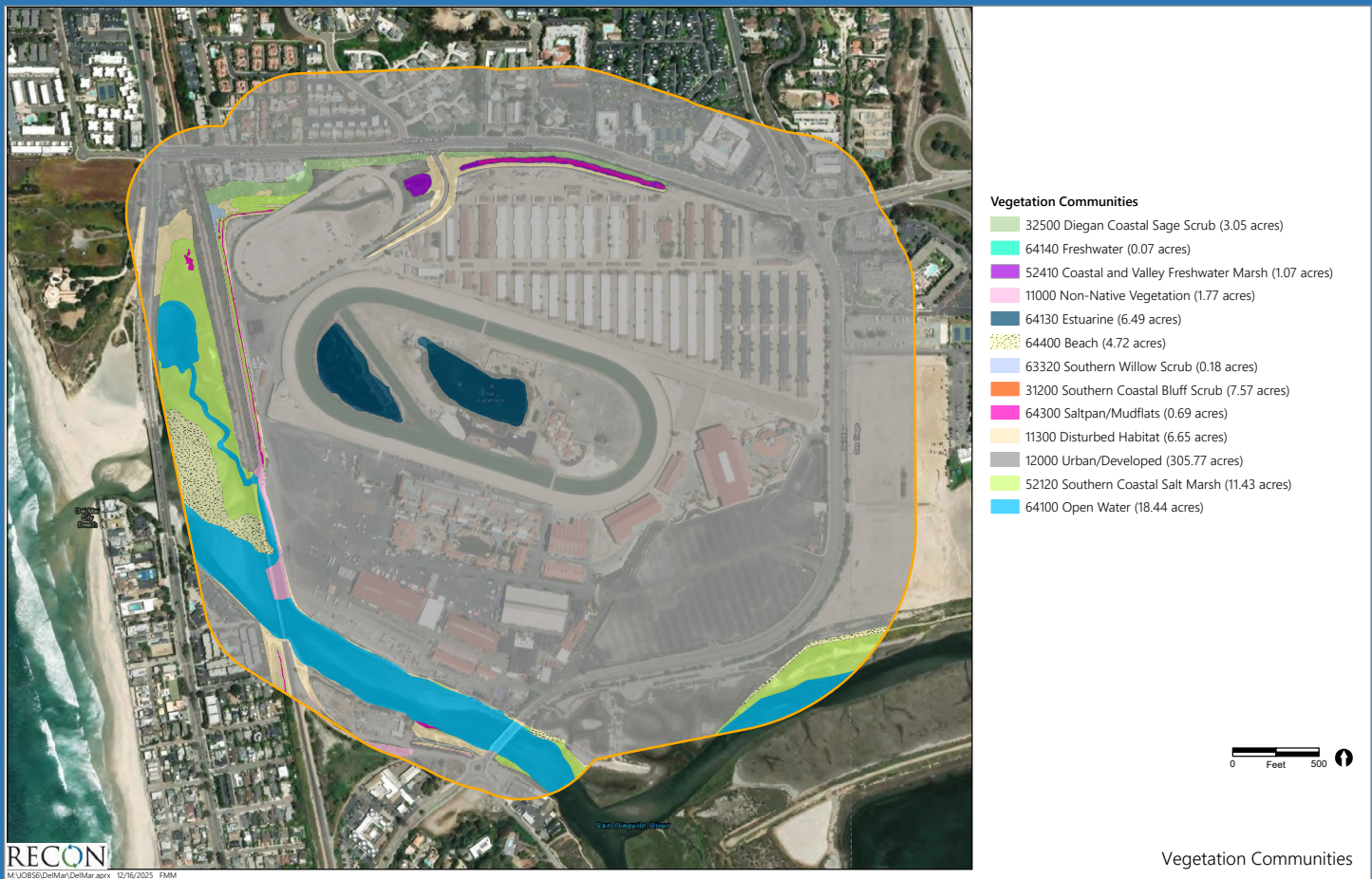
Opportunities and Recommendations

- 1. Perform proper studies to understand the project's potential impacts on sensitive species and vegetation.**
 - Complete wildlife and vegetation mapping and surveys early in the project:** This will assist in informing specific property design decisions while minimizing the complexity of permitting processes.
 - Conduct early biological work:** This will be seen favorably by the CCC and other agencies, as it's best to focus on impact avoidance and prevention, rather than just mitigation.

- **A general biological resources survey and report will likely be required:** To identify sensitive habitats, species, and regulatory triggers early on in the process, this survey would provide current GIS analysis (vegetation communities, corridors, buffers), further detail on focused species (based on federal/California threatened species), and wetland and jurisdictional mapping. There could also be the potential need for formal wetland delineations and edge effects analysis. These biological surveys would also delineate which constraints are flexible versus fixed, and which areas require avoidance versus provide opportunities for mitigation.
- **Conduct individual focused wildlife surveys for the California Least Tern, the Light-footed Ridgway's Rail, the Coastal California Gnatcatcher, and the Least Bell's Vireo:** By performing surveys, vegetation mapping, and habitat assessments, the 22nd DAA would be able to analyze the potential impact of the project on these four species. Furthermore, data from these studies could possibly be extrapolated to assess the impacts on many other, less sensitive species in the area. A rare plant survey and an aquatic resource delineation would support these impact assessment goals.
- **Time surveys appropriately:** The timing of these surveys and studies need to be strategically considered, as most surveys' findings are only valid for roughly two years. It should also be noted that certain species require protocol surveys during specific times of the year. Performing them six or nine months before the 22nd DAA begins the CEQA review process would be best. Preliminary vegetation mapping and species observations already indicate a variety of potential impacts to the threatened species, particularly in the marsh areas. If the 22nd DAA does not develop the site directly in areas with threatened species, indirect impacts from redevelopment in adjacent areas such as noise, vibration, and human presence – especially during breeding seasons – would still need addressing in the eyes of the CCC and other regulatory bodies.



Prospective species to monitor (Source: RECON Environmental)



Prospective vegetation communities to monitor (Source: RECON Environmental)

2. Begin GIS mapping and biological surveys at 30% design completion.

Once property design plans have reached roughly 30% completion, the 22nd DAA will be able to begin GIS mapping and biological surveys, followed by the creation of a final biological report based on findings from the studies (described below). Using these findings, the 22nd DAA would also establish mitigation measures, then attach the finished report to the completed CEQA document's appendix and submit all documents for CEQA approval.

Once project approval has been granted, the 22nd DAA will work toward the appropriate permits before breaking ground on new development.

Throughout and after the construction process, consistent monitoring, mitigation, and restoration will need to occur to remain in compliance with regulatory requirements.

3. Prepare further reports and proactively engage with stakeholders.

- **Explore a Land Use Consistency Report:** This would help to detail all plans, programs, and policies that are relevant to the project across all jurisdictions. This is likely the best way to ensure that no significant impact would occur as a result of the project's inconsistency with land-use plans, policies, or regulations (CEQA Guideline Appendix G, Land Use and Planning).
- **AB52 consultation is recommended:** This would avoid any late-stage conflict and build trust and transparency with regional agencies.

- **Shift environmental review from reactive compliance to design-driven mitigation and avoidance:** This will help produce a flexible and defensible EIR and reduce long-term risk of litigation and public scrutiny.
- **Undertake an acoustical analysis:** Due to wildlife and human biological noise receptors, evaluations of existing noise, potential scenarios (e.g., large events, traffic, operational), and noise reduction strategies will help inform design plans on how to best avoid impacts on sensitive species and neighboring communities.
- **Consider visual simulations and viewshed analysis:** Similarly, this will help evaluate visual impacts in a coastal and scenic context and will help to prepare for or mitigate any public/agency scrutiny.
- **Consider a greenhouse gas (GHG) emissions and climate consistency analysis:** This would also be required to demonstrate the Fairgrounds' consistency with state and local GHG reduction targets. A study should also be prepared to provide air quality analysis and construction and operational emissions modeling; alignment with regional plans and emission reduction efforts will need to be included in the new EIR.

4. Continue to implement nature-based Best Management Practices (BMPs) to handle stormwater.

- **Complete hydrology, flood-hazard, and sea-level rise analysis studies:** These will need to be performed to assess future flood risk and address coastal regulatory standards. Exact flood protection studies are detailed in the "Sea-level Rise, Seismic Activity, Liquefaction, Geology & Soils" section of the report, but the new modeling capabilities developed at UCLA will assist in understanding compound flooding risk.
- **Conduct a stormwater quality treatment and drainage study:** This will also be required to understand further pollution risk to the surrounding wetlands. The study will assist in identifying pollutant source identification and BMP feasibility analysis (e.g., wetland basins, bioswales, and infiltration). Previous hydrological and geological studies are potentially reliable but will still need to be updated to reflect the final project design.
- **Continue to plan for addressing BMPs:** Given the historic bacteria and nutrient issues near the San Dieguito River, the 22nd DAA has taken this opportunity to address legacy conditions through nature-based BMPs. As an example of these BMPs, a wetland retention basin has been installed south of the strip mall along San Andres Drive, adjacent to the San Dieguito Lagoon, and has succeeded in limiting pollution to the river. The CCC favors nature-based designs that support biomimicry, so it is crucial that native vegetation is incorporated into any river-adjacent BMP systems, like vegetated swales and nature-based filtration systems.

5. Explore further biomimicry options across the property.

Additional possible biomimicry implementations across the property include:

- Shaded rooflines that follow the needs of native vegetation
- Habitat-mimicking plantings that will integrate with and enhance ecological resilience.
- Nature-based solutions that can serve as passive cooling strategies to combat the Heat Island Effect felt by the property, due to large expanses of asphalt and pavement.

In addition, recommended flood resilience measures include conservative finish-floor elevations (ensuring proper drainage, structural integrity, and compliance with building codes), raised boardwalks, and sacrificial edges. These approaches align with typical CCC guidance and reduce long-term flood risk.

6. Consider expanding the use of the Fairgrounds' ecological visitor center.

First appearing during the Fair in 2024, the 22nd DAA implemented “The San Diego County Fair Eco Hut.” This activation allowed visitors to learn about the Fairgrounds’ Storm Water Quality Improvement Project, Wetland Restoration Project, and its monitoring of the Least Tern nesting sites near the property.

To accompany the 22nd DAA’s efforts to be a leader in environmental protection and sustainability, the idea of a permanent environmentally focused visitor center or education center is worth exploring. Especially if the Fairgrounds pursues year-round foot traffic through new uses on the property, having the Eco Hut on the property full-time could serve as part of the gateway to orient visitors, supply maps and safety information, and explain the history of the property, while also providing an educational explanation of the fragile ecosystems around the Fairgrounds and how the 22nd DAA is responsibly caring for those ecosystems.

Much like it has done during the previous Fairs, this hub for sustainability education would orient visitors to the site’s ecological context, encourage good care of the surrounding trails and environment, and bolster the 22nd DAA’s sustainable identity.

There are several regional examples of ecological visitor or education centers, including the San Elijo Lagoon Nature Center, Mission Trails Nature Center, and the new Grant Park Education Center completed by the San Diego River Park Foundation. These would be strong resources for identifying programming and revenue opportunities for the Fairgrounds site.

Educational components are common in historic buildings and are seen positively in the CEQA process as a mitigation effort to support the preservation of biological stewardship.



Eco Hut at the San Diego County Fair (Source: Great Ecology)

Parallel Concepts

San Diego Airport Stormwater Management

To best accomplish a sustainable design, it is recommended that the 22nd DAA approach its Master Site Plan with a focus on systems. Just as nature operates in a closed loop cycle — with resources being shared and reused by multiple parts of an ecosystem — it is helpful and resourceful to consider how this idea can apply to buildings, events, and the property as a whole. Energy, water, materials, and resources can be shared to create an environmentally and economically efficient system.



San Diego International Airport and the adjacent harbor (Source: San Diego County Regional Airport Authority)

A regional property that does this well is the San Diego Airport, which deals with similar coastal and stormwater conditions. The San Diego Airport's 2023 Stormwater Management Plan shows how a large operational site fulfills regulatory requirements while managing water quality and implementing meaningful water reuse systems. The large property follows state and regional stormwater permit hierarchical preferences, which include harvesting and reusing on-site as the top preference, followed by infiltration, and finally off-site mitigation measures. Capturing and reusing stormwater for landscaping and building systems would support the Fairgrounds' sustainability narrative while reducing pollution to surrounding bodies of water and reducing the property's reliance on regional water infrastructure.

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Appendix

CEQA & EIR OVERVIEW

The California Environmental Quality Act (CEQA) is a state statute that establishes a baseline process for environmental review requirements involved in any actions taken by state and local agencies in California. The act aims to promote environmental protection and limit significant environmental impacts where feasible, while supporting public participation and transparency throughout the process. At its core, CEQA's purpose is to ensure that key decision-makers and the public are informed of potential environmental impacts before any approvals are granted, while enforcing the incorporation of proper avoidance and mitigation measures in project planning.

For a large project occurring near sensitive biological and hydrological resources, such as the redevelopment of the Fairgrounds property, ongoing CEQA compliance will be vitally important to the project's construction feasibility, legal compliance, and long-term risk management. Given the property's public visibility and notoriety, CEQA review may be subject to heightened scrutiny from key stakeholders, including environmental protection groups, elected officials, nearby neighborhoods, and more.

Within the CEQA review process, an Environmental Impact Report (EIR) is commonly prepared if the project is determined to potentially have significant environmental impacts. The EIR is the most detailed portion of the required environmental analysis and is the primary document used to satisfy CEQA review, analyzing existing environmental conditions, potential impacts, feasible mitigation and avoidance measures, and project alternatives if necessary. The EIR serves to inform CEQA decision-makers, support legally defensible findings, and provide the foundation for project mitigation measures.

An EIR includes technical analysis of many environmental topics, including, but not limited to:

- Air Quality
- Biological Resources
- Climate Change
- Cultural Resources
- Energy
- Geology, Soils, Seismology, and Liquefaction
- Greenhouse Gas Emissions
- Hydrology and Water Quality
- Land Use and Planning
- Noise and Vibration
- Population, Housing, and Employment
- Recreation
- Sea-Level Rise
- Transportation and Traffic
- Utilities and Service Systems
- Wildfire

By performing baseline environmental studies to understand the project's existing conditions for these categories, a project can greatly improve its design features and reduce risk for CEQA noncompliance or future litigation. CEQA emphasizes the strategy of avoiding significant impacts if feasible, with mitigation as a secondary solution. Proper planning and design can minimize the need for mitigation measures, especially on a project as large as the Fairgrounds Master Site Plan. Avoidance and mitigation measures suggested in the EIR need to be statistically measurable and feasibly implementable in the long-term life of the project.

Multiple regulatory agencies may provide input in the CEQA review process, and for the Fairgrounds specifically, the project will likely face review from the CCC. The California Department of Fish and Wildlife and the Regional Water Quality Control Board, among others, may make comments or suggestions following their review. A well-designed EIR that addresses plans for protecting sensitive coastal/wetlands habitats and presents findings from robust technical studies will create the strongest CEQA defense.

The general CEQA process follows the below steps:

1. Project Definition

- A clear project description, along with a range of project objectives, property considerations, design parameters, and required approvals, is established.

2. Initial Study and Determination of EIR Need

- An initial study is prepared to determine if the project may cause significant environmental impacts. If it is determined that impacts may occur, an EIR is required.

3. Notice of Preparation

- A Notice of Preparation is issued to stakeholder agencies, jurisdictions, and officials to describe the proposed project and its potential impacts, invite public comment on the EIR scope, and initiate the formal scoping period.

4. Scoping Period

- For 30 days there may be public scoping meetings and consultations with state/federal agencies and local tribal leaders (pursuant to AB 52). This period may lead to a refined scope of technical studies.

5. Draft EIR

- The first draft of the EIR is written and presents analysis of environmental impacts within defined CEQA topics, along with existing conditions and feasible avoidance/mitigation measures. Additionally, the draft contains a range of project alternatives, which could reasonably achieve most project objectives while significantly reducing environmental impacts. The alternatives analysis also includes a No Project Alternative.

6. Public Review and Comment Period

- The draft EIR is circulated for review by stakeholder agencies and the public for 30–60 days. Written comments may be submitted by organizations, agencies, and public members with concerns. All substantive comments with a factual basis will need to be addressed in the final version of the EIR.

7. Final EIR

- The final EIR is completed, containing the draft EIR, all received comments from the public review, responses to substantive comments, and revisions to the draft EIR where applicable.

8. Certification of the EIR

- If the EIR has been completed in compliance with the CEQA process and accurately reflects the project's environmental analysis, it may be certified.

9. Project Approval and CEQA Findings

- If the project is approved by the agency's leaders, it will be required to implement CEQA Findings for each significant impact, identifying whether each impact is avoidable, mitigatable, or unavoidable. These findings need to be supported by evidence from technical studies, and if significant unavoidable impacts remain, then a Statement of Overriding Considerations must be issued.

10. Mitigation Monitoring and Reporting Program

- This program assigns responsibility for each mitigation technique, outlines specific timing and performance standards, and will remain in effect for the entire life of the project.

11. Notice of Determination

- Filed after project approval, the Notice of Determination triggers the statute of limitations for CEQA legal challenges and finalizes the CEQA process if the project is not challenged in court.

12. Judicial Review (If Applicable)

- If legally challenged within the statute of limitations, the project may be reviewed in court where CEQA compliance is evaluated further.

Program EIR versus Project EIR

For large-scale, phased redevelopment efforts such as the Fairgrounds Master Site Plan, CEQA review may be conducted through a program EIR. A program EIR evaluates the broader redevelopment vision and anticipated environmental effects of the overall program, while future site-specific improvements may undergo additional review as needed. This type of analysis can provide greater flexibility for long-term implementation while maintaining CEQA compliance for future phases.

In contrast, a project EIR is prepared for a specific development proposal with more defined plans and design details. For near-term development projects that may be commencing in the immediate future, project-level EIR review may be applicable. It is plausible that this Master Site Plan implements both programmatic and project-level analysis to ensure this redevelopment is able to move forward in an efficient manner, while remaining in compliance with CEQA at all times.



Item 8-D-3 and 8-D-4: Staff Report and Recommendation on Affordable Housing Agreement

[Information Item]

Staff Recommendation

Staff recommends the City of Del Mar continue conversations with the City of San Diego about exploring potential affordable housing options at the Surf and Turf RV Park site east of Jimmy Durante Boulevard. Any plans must include relocating the existing RV Park to a similar location of at least the same size, including in-kind replacement of existing utilities for water, sewer and electrical, along with adding new amenities.

District staff looks forward to discussions with both cities regarding affordable housing opportunities on Fairgrounds property.



CITY OF DEL MAR

August 11, 2026

Honorable Chair and Members of the Board
c/o Becky Bartling, CEO
California 22nd District Agricultural Association
2260 Jimmy Durante Boulevard
Del Mar, CA 92014-2216

City of Del Mar Update Regarding Potential Annexation of Site 4 for Affordable Housing

Dear Chair Nejabat and Members of the 22nd DAA Board,

The purpose of this letter is to provide an update on the progress made by the City of Del Mar since the June 2026, Board meeting in which the Board asked Chair Nejabat, Board Member Miyahara, and CEO Bartling, to work with the City of Del Mar to engage the City of San Diego to understand whether there is an interest in potential annexation of “Site 4” (also referred to as the Surf and Turf RV Park), located on the east side of Jimmy Durante Boulevard, from the City of San Diego to the City of Del Mar for affordable housing development.

On June 24, 2026, Deputy Mayor Spelich, City Manager Ashley Jones, and I met with Chair Nejabat, Board Member Miyahara, and CEO Bartling to discuss next steps for engagement with San Diego. At that meeting, it was also requested that the City reach out to the San Diego Local Agency Formation Commission (LAFCO) to understand the annexation process and what would be involved.

For context, LAFCO is an independent, state-mandated regulatory agency established in 1963 by the California Legislature, and oversees the boundaries, formation, expansion, and dissolution of cities and special districts. LAFCO would ultimately decide on the annexation of any property between the cities of San Diego and Del Mar.

Discussions with San Diego

Following the meeting with Fairground’s representatives, the City submitted a formal meeting request to the Mayor’s office to discuss potential annexation. The Mayor’s office referred the City to work with Council President Joe LaCava’s office to explore annexation since the property in question is located within Council President LaCava’s District.

Deputy Mayor Spelich, City Manager Jones, Special Projects/Programs Manager Kaitlyn Elliott-Norgrove and I met with Council President LaCava and his staff on July 17, 2026. The meeting was highly productive and Council President LaCava committed to working with the City on potential annexation of Site 4, currently located in the City of San Diego. The City is working with LaCava’s staff to understand and implement next steps in the process, which are further described below and will involve consideration by the San Diego City Council and Del Mar City Council. Please see letter from Council President LaCava included with this letter as Attachment A.

The City additionally met with San Diego City Councilmember Marni von Wilpert, and has meetings scheduled with Councilmembers Stephen Whitburn and Vivian Moreno later this month. The scheduling of meetings with additional San Diego Councilmembers is in process.

It is important to note that the San Diego City Council's annual summer recess started on July 16 and will run through August 18, 2026. This made scheduling meetings with additional members of the San Diego City Council during this time difficult.

Overview of LAFCO Process

City staff have been in contact with LAFCO and confirmed that the timing for LAFCO to process an application is approximately 6–8 months at a cost of approximately \$22,000, which would be paid for by the City of Del Mar. For LAFCO to process and hear an application, there needs to be a purpose for why the annexation is being requested, along with approved project/entitlements; environmental review/CEQA; approved land use designations by the City before submitting the application to LAFCO; resolution by the Del Mar City Council authorizing submittal of the application; and letter of support from the City of San Diego and the State.

Additional Analysis of Site 4

Architectural and financial feasibility studies, which include Site 4, are currently underway and will be completed no later than August 31, 2026, which is the deadline for all work being funded by the Housing Acceleration Program (HAP) program to be complete. Shortly thereafter, this information will be available for presentation to District staff and the Board.

Support from Local & State Legislators and Governor's Office

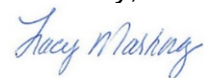
The County of San Diego, City of Solana Beach, and State representatives Catherine Blakespear and Tasha Boerner have consistently expressed support for this project. The City and District leadership have also been in regular communication with the Governor's office in recent months, who has continued to express support for the parties to work together to find a path forward to develop affordable housing on District property.

Next Steps

Prior to the cities of Del Mar and San Diego using staff time and public resources to further explore and initiate the annexation process with LAFCO, the District Board needs to take steps to officially identify Site 4 as the preferred location for affordable housing, the development of which by Del Mar would be contingent upon successfully completing the annexation process. Identifying a location for affordable housing on District property is also an important next step under the Agreement between the City and District, which the State Department of Housing & Community Development (HCD) has requested occur by November 2026.

We are encouraged by the productive conversations that have occurred with the City of San Diego and LAFCO and look forward to continuing to work with District representatives on next steps in the process.

Sincerely,



Tracy Martinez
Mayor

Attachment A – Letter from San Diego Council President Joe LaCava

cc: Del Mar City Council; Del Mar City Manager Ashley Jones; Governor's Deputy Cabinet Secretary for Transportation, Housing and Homelessness Trey Reffett; San Diego Council President Joe LaCava



COUNCIL PRESIDENT JOE LACAVA
FIRST COUNCIL DISTRICT

August 6, 2026

Honorable Board Chair & Members of the Board
California 22nd District Agricultural Association
2260 Jimmy Durante Boulevard
Del Mar, CA 92014

RE: City of Del Mar Affordable Housing Proposals

Dear Chair Nejabat and Members of the District Board,

Thank you for your leadership, your work on the 2050 Master Plan, and your work to protect the unique role the 22nd Agricultural District plays in our region.

I understand that the Board will be entertaining the City of Del Mar's proposal to construct Affordable Housing on District property in support of their Housing Element. Some of those lands lie within city limits of the City of San Diego, and in particular within my council district.

I personally have engaged with Del Mar leaders about their proposals. Most recently, on July 17, 2026, I met with leadership from the City of Del Mar to better understand their Affordable Housing initiative and what steps might be necessary to advance their proposal. My staff is looking into the legal aspects and what mayoral and city council actions would be necessary under our City Charter to implement their proposal.

I am aware of the foundational documents underlying their proposal, including, but not limited to the allocation of Regional Housing Needs Allocation (RHNA) units in the 6th Cycle Housing Element for both our cities and the Exclusive Negotiating Rights Agreement (ENRA) between the City of Del Mar and the 22nd District Agricultural Association (DAA).

I offer this letter understanding that protecting the City of San Diego's opportunities to deliver Affordable Housing and meet our RHNA numbers is important. This proposal is extraordinarily unique by its relationship with the District and by its geography; it is not setting a precedent nor is it intended to influence any other land use issue.

In closing, thank you for the District's interest in exploring Affordable Housing opportunities on your property. Solving the countywide housing crisis requires collaboration among all jurisdictions and agencies, and I firmly believe all ideas should be considered. I look forward to a shared dialogue.

Respectfully,

Joe LaCava
Council President
Council District 1, City of San Diego

cc: Honorable Mayor Tracy Martinez, City of Del Mar



CITY OF SOLANA BEACH

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August 13, 2026

Chair Nejabat and Members of the Board
c/o Becky Bartling, CEO
California 22nd District Agricultural Association
2260 Jimmy Durante Boulevard
Del Mar, CA 92014-2216

RE: Item 8.D.5, August 18, 2026 – Affordable Housing Development on 22nd DAA Property

Chair Nejabat and Members of the 22nd DAA Board,

On behalf of the City of Solana Beach, I am writing to share our City's strong support for the ongoing regional efforts to identify and designate viable sites for affordable housing on the 22nd District Agricultural Association (22nd DAA) property. The City of Solana Beach values its long-standing relationship with the 22nd DAA and the partnership that has developed over decades with Solana Beach and Del Mar around shared infrastructure, resources, and economic activity. The 22nd DAA's commitment and considerable investment in helping to find solutions to our housing crisis sets an example of how State agencies can join in the effort with local municipalities to create affordable housing for the workforce within close proximity to public sector jobs. Identifying a preferred location is a significant milestone that Solana Beach would like to collaborate on with the 22nd DAA and other agencies to move forward.

As we know from the recent developments at Solana Highlands, Stevens 13, and Ocean Ranch within Solana Beach, developing affordable housing in our coastal zone presents complex, highly unique jurisdictional and land-use challenges. However, recognizing these constraints only underscores the importance of the progress made to date and the tremendous opportunity to deliver much-needed affordable, workforce housing units that can serve the local workforce and community.

The City of Solana Beach is committed to being part of the collaborative momentum building among the 22nd DAA, the City of Del Mar, the County and City of San Diego, and key regional partners. Overcoming the housing crisis demands active participation, creative problem-solving, and accountability across every level of government.

We support the Board in its efforts to maintain this positive trajectory, and we stand ready to assist, support, or engage in any way that helps achieve a successful outcome.

Thank you for your leadership, dedication, and continued commitment to our region.

Sincerely,

LESA HEEBNER
Mayor
City of Solana Beach



Item 8-F: DMTC Liaison Committee Report

[Information Item]

The first meeting of the month was held on July 9, 2026. Topics discussed included:

Opening Day Concert Update

In collaboration with the District, Belly Up has booked the first ever Opening Day After Party at the Sound. The event is being produced by Hags Fest and will feature food, drink and EDM-style DJs after the races. DMTC is offering tickets that include race admission and the party. The show is being promoted by Belly Up, DMTC and the District through collective channels. The goal is 800 attendees minimum. There is also a VIP option that includes food, a VIP room and a special entrance line.

Paddock Screen Update

Unfortunately, an RFP issued in the spring did not net any qualified proposals. The screen is functional and is acceptable for the upcoming race seasons. A new RFP is anticipated to be issued in the fall with installation ideally in the spring.

Update on Food and Beverage/Legends

Legends is prepared for a busy opening day throughout their bars, restaurants and concessions. The Toast system was introduced at the concerts during the fair and corporate IT reinforcements are being brought in for opening weekend to cover specific high-volume areas and assure a smooth opening. Legends also debuted Toast in the Il Palio for the entire fair, so we have been using the handhelds with those servers and the kitchen display screens in both Il Palio and the Corona Beach Kitchen which services the Stretch Run boxes during Racing.

The goal of bringing in new and expanding existing local restaurant features has been achieved. Tanner's, an existing partner, will now be available to order in Director's Dining and the luxury boxes. New partners for the season include Aloha Rib Shack in 17 Hands restaurant and Oggi's Pizza in the Jockey Box on the 2nd floor. Additionally, DMTC has secured a different "pop up" restaurant every Sunday in the Plaza de Mexico for a total of 11 local restaurant features this season.

The Committee reviewed the District's objective of ensuring that net revenues from horse racing remain available to support the District's financial obligations under the 2015 Race Track Authority Revenue Bonds and Pledge Agreement, which were used to finance Grandstand and other capital improvement projects at the Fairgrounds and do not mature

until 2038. Based on the District's prior request, the State Race Track Leasing Commission is expected to consider extending the term of the Race Track Operating Agreement through 2038 to align with the District's obligations under the Revenue Bonds.

Other

The Committee is receiving daily attendance and wagering reports from DMTC comparing 2025 and 2026 results to monitor the performance of the race meet. The next meeting of the committee will be held July 31.

The second meeting of the month was held on July 31. Topics discussed included:

Opening Day Concert Recap

The committee received feedback from both the Belly Up and Legends. With only 30 days from announcement to event and some confusion in marketing, the committee felt it was successful given the constraints. Approximately 700 tickets were sold, with another 150 comps for a total attendance of 850. Most attendees had attended Opening Day at the track and were under 26 years old. \$25K in F&B was grossed with a very high per cap of \$43. After expenses, about \$10K was netted in F&B from the built-in audience of race meet attendees. The committee would like to hear the board's thoughts on an opening day event next year. It was noted that with the benefit of more lead time, there is a higher caliber of talent to be obtained and more ticket sales potential (note: the capacity is 1,900). Committee members also shared feedback on having a VIP area on the first level and expanding the food and beverage offerings to encompass the outside patio as soon as the race meet ends.

Videoboard Updates

The committee wants to be conscientious of the original anticipated expense of the video boards given the other budget constraints and capital improvements needed on the property, while maximizing revenues for the District and supporting horse racing at the same time.

DMTC was tasked with obtaining a rental price on an infield screen similar to what is done at the Ascot event. The price is about \$45,000 per week and something to consider for Opening Day 2027.

The Paddock Video Board is slated to go out for RFP again in September and with a successful proposer chosen, installation will be in early 2027. The estimated cost is about \$300,000 for the original contemplated plan of a like for like replacement meaning the video board pixels will be upgraded and equipment modernized. The infield board is now being contemplated as a like for like replacement as well rather than the originally contemplated project of a larger video screen with corresponding structure upgrades and engineering required. The estimated cost of a like-for-like replacement is approximately

\$750,000. Ideas include installing 2 smaller boards within the framework where advertising could be sold to generate revenue as well as looking at upgrading the boards on the marquee at the main gate. The possibility of re-purposing the old boards will also be looked at. The 5 points marquee is no longer being contemplated due to cost and the fact that it was replaced in October 2025. The all-in expected budget for the new project is now estimated at \$1,050,000 compared to the \$3 million price tag when the project was much more complex.

Board Engagement and Outreach

DMTC encourages members of the 22nd DAA Board to take an active role in supporting the racing meet by using their collective personal, professional, and community networks to bring new patrons to Del Mar. As volunteer Directors, the Committee recognizes that helping promote attendance, broaden community participation and support the continued success of horse racing at Del Mar is an important part of our service to the District.

The Committee encourages all Directors to actively participate in this effort and help introduce new audiences to the Del Mar racing experience.

DMTC Historical Financial Information

Please see the following page for a summary of horse racing's financial contributions to the State of California and the Del Mar Fairgrounds since 2000.

Josh Rubinstein, President of the Del Mar Thoroughbred Club, will be available to discuss the evolving horse racing industry, DMTC's continued focus on equine safety and welfare, its commitment to producing a world-class racing event and the opportunities and challenges facing the industry.

The Committee would like to thank the State of California for its continued support of California's horse racing industry, including a \$4 million commitment in both 2026 and 2027 to supplement the state's regulatory efforts and further strengthen equine safety initiatives.

The Committee would like to explore opportunities to expand activation areas and enhance the overall guest experience at future race meets, and looks forward to continued collaboration with DMTC and District staff to identify and implement – upon Board approval – these improvements.

Lastly, the Committee commends DMTC and California's horse racing industry for the significant advances made in equine safety and welfare. At the same time, the Committee recognizes that there is always more work to be done to further enhance the safety and well-being of both equine and human athletes. The Committee also extends its condolences for the loss of the two horses that unfortunately suffered catastrophic injuries during the race meet.

Footnotes – DMTC Summary of Benefits to California, 2000–2025

1. 2000–2025: During this period horse racing at the Fairgrounds generated **\$544.18 million** for the state of California.
2. “License Fees, Breakage & Misc to State”: Includes regulatory expenses associated with the California Horse Racing Board.
3. 2000–2024: During this period horse racing in California operated over two parallel racing circuits; one in Northern California and the other in Southern California. The horse population was up to 40% higher than it is today.
4. 2000–2019: Results include food and beverage revenue generated by race-day concerts.
5. 2018–2025: The City of Del Mar continues to receive tax revenue generated by horse racing. Such revenue is now derived through DMTC’s possessory interest property tax.
6. 2019–2025: Results include significant annual investments by DMTC in equine safety and welfare protocols.
7. 2019: Sports wagering, both online and at brick-and-mortar locations, was legalized in the United States.
8. 2020: Due to COVID, racing was conducted without fans on-track or at brick & mortar simulcast facilities.
9. 2021: Online wagering (ADW) saw exceptional growth, reaching 62% above 2019 levels, as new customers were acquired amid limited sports wagering options during the pandemic.

DEL MAR THOROUGHBRED CLUB
SUMMARY OF BENEFITS TO CALIFORNIA, 2000-2025

LICENSE FEES, BREAKAGE & MISC TO STATE		22nd DISTRICT	FOOD & BEVERAGE	SALES & PROPERTY TAXES PAID TO CITY, COUNTY & STATE	CITY OF DEL MAR	OTHER CALIFORNIA CITIES	TOTAL PAYMENTS TO GOVERNMENT	CHARITY PAYMENTS	EQUINE RESEARCH & OWNER BREEDERS' AWARDS	TOTAL
YEAR		RENT	NET REVENUES							
2000	6,841,994	7,170,000	2,707,921	1,599,871	137,061	577,110	19,033,957	192,908	2,027,128	21,253,993
2001	6,944,978	5,885,000	3,022,467	1,461,260	130,872	590,154	18,034,731	191,994	2,010,543	20,237,269
2002	6,598,883	6,535,000	3,537,218	1,716,222	129,277	548,784	19,065,384	185,826	2,014,456	21,265,666
2003	6,766,253	7,715,000	4,144,509	1,810,923	141,872	539,005	21,117,562	187,641	2,198,331	23,503,534
2004	6,746,775	7,800,000	4,591,522	1,954,879	139,748	515,709	21,748,634	187,644	2,160,722	24,097,000
2005	6,683,550	8,350,000	5,107,953	2,269,216	153,723	506,337	23,070,779	224,390	2,268,582	25,563,750
2006	6,338,842	7,150,000	5,438,364	2,162,075	135,411	481,754	21,706,446	188,671	2,094,453	23,989,570
2007	6,325,055	7,555,000	5,985,069	2,288,488	134,649	468,662	22,756,923	188,813	2,168,729	25,114,465
2008	5,699,682	5,355,000	5,442,581	1,957,037	92,402	399,419	18,946,122	170,102	1,939,067	21,055,290
2009	2,489,316	7,155,000	6,164,054	1,894,600	61,086	355,273	18,119,329	152,693	1,880,627	20,152,649
2010	2,348,969	7,170,000	6,495,943	1,928,658	38,013	310,118	18,291,701	140,888	1,641,987	20,074,575
2011	2,742,483	6,444,000	6,757,267	2,007,503	34,656	286,541	18,272,450	140,034	1,585,133	19,997,617
2012	2,565,847	6,915,000	6,976,000	2,017,157	64,961	278,599	18,817,564	151,382	1,691,043	20,659,990
2013	2,595,968	6,930,000	7,187,426	2,038,673	69,138	267,352	19,088,558	207,755	1,684,121	20,980,434
2014	3,167,979	4,582,000	8,103,741	2,382,737	72,933	377,501	18,686,891	237,428	2,222,934	21,147,252
2015	3,647,224	3,825,000	8,007,795	2,486,879	56,112	432,834	18,455,844	247,938	2,437,932	21,141,714
2016	3,270,185	2,235,000	7,841,480	2,314,974	8,197	374,926	16,044,762	215,765	2,456,846	18,717,372
2017	3,897,966	4,210,000	8,147,947	2,635,772	127,197	371,334	19,390,216	350,406	2,628,688	22,369,310
2018	3,581,121	4,020,000	6,922,739	2,447,054	0	338,124	17,309,038	210,372	2,454,569	19,973,979
2019	3,563,230	1,615,000	6,251,984	2,110,380	0	314,155	13,854,749	181,980	2,242,047	16,278,776
2020	5,362,683	1,925,000	36,294	685,185	0	105,650	8,114,811	176,599	2,298,366	10,589,776
2021	5,056,546	10,473,000	4,934,105	2,222,238	0	289,434	22,975,323	482,133	2,958,872	26,416,328
2022	4,576,968	6,000,000	5,258,533	2,161,618	0	267,370	18,264,489	340,424	2,734,268	21,339,181
2023	4,483,032	3,828,000	5,474,220	1,978,532	0	250,505	16,014,289	337,081	2,577,910	18,929,280
2024	5,183,674	3,610,000	6,006,480	2,001,606	0	259,224	17,060,983	460,252	2,768,424	20,289,660
2025	3,430,246	3,681,000	6,244,032	1,991,027	0	253,955	15,600,260	569,248	2,873,726	19,043,234
	<u>120,909,450</u>	<u>148,133,000</u>	<u>146,787,644</u>	<u>52,524,563</u>	<u>1,727,309</u>	<u>9,759,830</u>	<u>479,841,796</u>	<u>6,320,367</u>	<u>58,019,504</u>	<u>544,181,667</u>



Item 8-H: Fair Operations Committee Report

[Information Item]

The committee met on August 5 and the following topics were discussed:

1. There was a preview of the fair debrief Power Point presentation which will be shared at the August 18 board meeting.
2. The annual Fair Debrief will be happening at the fairgrounds on August 26. This one-day retreat is attended by all full-time staff and key coordinators. During this time a moderator leads the group through discussions looking back on the 2026 Fair about what worked, what didn't work, where improvements can be made, brainstorming on theme ideas and setting goals for 2027 and beyond in relation to the San Diego County Fair. Additionally, staff will review results of the annual Fair survey taken by members of the fair at the conclusion. From this debrief, planning "task forces" made up of appropriate internal staff are created to begin focusing on and planning various aspects of the fair. Layout, safety, food and beverage experiences, décor and fair preparedness were just a few of the committees in 2026.
3. Grandstand bookings were discussed in terms of the process, strategical approach, pricing, etc. CEO Bartling has extensive experience in entertainment booking of national, touring acts at fairs. With this expertise on staff, there is confidence the grandstand entertainment program will have oversight and accountability to reaching it's goals of boosting attendance and spending at the fair. More information about this will be shared at future meetings.
4. Fair dates - analysis will be conducted on the proposed fair dates for 2027 including the cost of operation for a fair day and whether the fair should remain open the last two Tuesdays of the event and/or start on a Thursday vs. a Wednesday. Historically, attendance builds as the fair gets closer to the end and the latter dates have a possibility of better attendance than the earlier dates. More information on the analysis will be presented in September and if there is a proposed increase and/or date change, it will be brought to the full board.



Item 8-I: Emergency Preparedness Committee Report

[Information Item]

The committee met on August 5. As wildfire season approaches, the board and staff are committed to be ready for the community in the event mass evacuation of animals (mainly horses) at either Horsepark and/or the Fairgrounds if necessary. The effort includes conducting an inventory of supplies housed on-site including storage containers owned by the fairgrounds as well as trailers of supplies stored here but owned by the County Office of Emergency Services. Once the inventory is conducted, it will be determined what supplies are needed to be obtained and made ready.

Some other items identified to be developed include:

- Adding an emergency page to delmarfairgrounds.com that outlines what owners need to do and bring as well as the forms to complete should they need to evacuate. This page will also indicate if Horsepark or the Fairgrounds has been activated as well as a list of items needed for donation in the event of a mass evacuation.
- Establishing an agreement with a feed/bedding supplier to have available in the event those supplies are needed.
- Establish an agreement with a large animal veterinarian to assist during the evacuation/housing period.
- Establishing an agreement with a manure removal company to assist during these types of events.
- Re-establish a volunteer program made up of individuals who have been vetted for their horse acumen/knowledge to assist with care of animals on site as needed. Provide volunteers with training as appropriate through FEMA and other opportunities.
- Identify DAA staff roles in the evacuation. All state employees are considered emergency workers during the time of a mass evacuation and by having designated roles along with training, it will be a much more stream lined operation.
- Create some marketing pieces or “one pagers” of information that can be used to do some outreach with the horse owner community to assist them in being prepared in an emergency.

The meeting included Justin Stillions, a representative from the San Diego Humane Society who offered guidance and educated the group on the Humane Society's role; Russ Penniman, former 22nd DAA Board Member and Past President of the 22nd DAA Board who was involved in fire evacuations at the fairgrounds in the past; and Paul Ecke III, who is an area horse owner and connected with the horse community and internal stakeholders from the fairgrounds.

The meeting will be expanded in September to include Dr. Julie Swain, who is well-known among San Diego first responders for donning firefighters' protective gear and entering fire zones to conduct search and rescue of horses and other domestic animals during backcountry wildfires. Dr. Swain has been awarded the San Diego Humane Society's "Volunteer Excellence Award." Additionally, Rancho Santa Fe Fire Chief Dave McQuead, Rancho Santa Fe Fire Marshal Marlene Donner, Managing Director of the Inn at Rancho Santa Fe Andrew Archibald, a Department of Animal Services leader and a contact from San Diego County Office of Emergency Services will be joining. The committee has invited other experts and stakeholders to participate in upcoming meetings, including veterinarians, emergency responders, and key District staff members.

One Way communication- Statement from Mark Arabo

From Becky Bartling <bbartling@sdfair.com>

Date Wed 8/5/2026 11:14 AM

To Becky Bartling <bbartling@sdfair.com>

Statement of Director Mark Arabo

Submitted to the 22nd District Agricultural Association Board and the Public

Chair Nejabat, fellow Directors, staff and members of the public:

I am addressing this matter because my integrity and my public service have been placed into question, and the complete facts deserve to be stated clearly.

The City of Del Mar referred a complaint concerning me to law-enforcement authorities. The complaint attempts to connect an ordinary real-estate transaction, lawful political contributions, public comments I made as a Board Member and the separate Seaside Ridge development.

But placing unrelated events beside one another does not establish misconduct.

The relevant facts are straightforward.

I have no ownership, investment, financial, business or personal interest in Seaside Ridge.

I have received no money, gift, favor, promise, opportunity or anything else of value from Seaside Ridge, its owners, developers, representatives or advocates.

I have nothing to gain and nothing to lose from whether Seaside Ridge is approved or denied.

I also have no vote, authority or governmental role in determining whether Seaside Ridge is approved.

Brian Gultinan was involved in one ordinary real-estate transaction after bringing a property to my attention back in 2024. At the time of that transaction, I was unaware that he had any affiliation with or involvement in Seaside Ridge. That transaction was entirely unrelated to Seaside Ridge and had no connection to any question, comment, vote or position I later took as a member of this Board.

I have never discussed Seaside Ridge with Attorney General Rob Bonta, anyone in the Attorney General's Office or anyone acting on their behalf. I never requested, encouraged, suggested or coordinated any governmental action concerning the project.

Every relevant question I asked, every comment I made and every vote I cast occurred openly during publicly noticed Board meetings.

The public record speaks for itself.

The complaint identifies no payment to me.

No ownership interest.

No financial benefit.

No improper agreement.

No coordination.

No corrupt act.

And no governmental authority by me over Seaside Ridge.

Those are not technicalities. They are the central facts, and they completely undermine the implication being advanced.

The underlying policy disagreement should also be stated plainly.

The City of Del Mar has advocated using state-owned Fairgrounds property as part of its strategy for satisfying the City's affordable-housing obligations. The City may advocate for its preferred policy. My responsibility, however, is to independently determine whether that policy protects or harms the Fairgrounds and the people of California.

I strongly support affordable housing at the Del Mar Fairgrounds and throughout California, regardless of who the developer may be.

But supporting affordable housing does not require this Board to automatically approve every proposal involving state-owned property. It does not require us to disregard the Fairgrounds' operations, financial stability, transportation needs, public mission or long-term economic livelihood.

If affordable housing can be developed responsibly without materially harming the Fairgrounds, I support it.

If a proposal could jeopardize the Fairgrounds' future, my fiduciary duty requires me to ask difficult questions, evaluate alternatives and exercise independent judgment.

That is not opposition to affordable housing.

That is responsible governance.

My duty is not to solve another agency's obligations at the expense of the public institution I was appointed to protect. My duty is to evaluate every proposal on its merits and determine whether it serves the Fairgrounds and the people of California.

In my judgment, this referral has the appearance of a political effort to discredit and pressure a Director who questioned the City's preferred use of Fairgrounds property.

I cannot claim to know the private motives of individual officials. I can speak to the effect of this action.

When a legitimate policy disagreement is escalated into a criminal referral without evidence of a financial interest, personal benefit, improper agreement, corrupt intent or unlawful act, it creates a serious chilling effect.

It sends a troubling message to public officials: exercise independent judgment and risk being personally targeted rather than answered through an honest policy debate.

A criminal referral does not create evidence where none exists.

It does not convert association into wrongdoing.

It does not transform lawful political activity into corruption.

It does not turn independent oversight into misconduct.

This is a policy disagreement dressed up as suspicion.

Political disagreement is not corruption.

Independent oversight is not misconduct.

Asking difficult questions is not a crime.

I will not be intimidated, pressured or silenced. I will remain professional, transparent and constructive. I will continue to fulfill the responsibilities entrusted to me by the Governor and the people of California.

I welcome any fair and impartial review because I know what the facts will demonstrate: I acted lawfully, independently, openly and solely in furtherance of my fiduciary responsibilities to the Del Mar Fairgrounds.

To my fellow Directors, this matter is larger than any one person. Every member of this Board must remain free to challenge assumptions, question proposals and exercise independent judgment without legitimate oversight being transformed into criminal suspicion.

I remain willing to work constructively with the City of Del Mar and all interested parties on responsible affordable-housing solutions. But cooperation does not mean surrendering this Board's independence or sacrificing the interests of the Fairgrounds.

My integrity is not negotiable.

My commitment to the Fairgrounds is not negotiable.

I will continue carrying out my responsibilities without fear, favor or outside pressure.

Thank you.

Respectfully submitted,

**Mark Arabo
Governor-Appointed Member
22nd District Agricultural Association**

Cheers,

Becky

Becky Bartling
Chief Executive Officer
22nd District Agricultural Association
Del Mar Fairgrounds



August 13, 2026

VIA EMAIL

Christina M. Cameron, City Attorney, City of Del Mar
Devaney Pate Morris & Cameron LLP
402 W. Broadway Suite 1300
San Diego, CA 92101
ccameron@dpmclaw.com

Re: *Mark Arabo Referrals*

Dear Ms. Cameron:

My firm represents Mark Arabo. We write regarding the City of Del Mar's August 3, 2026 decision to refer matters involving Mr. Arabo to the U.S. Attorney's Office for the Southern District of California and the San Diego County District Attorney's Office, despite no allegation of criminal or other wrongdoing. For the reasons below, Mr. Arabo denies any wrongdoing that may have been implied by your referrals and demands that the City of Del Mar ("City"): (a) retract the referrals in writing to each prosecuting agency; (b) convey this demand to the City Council to effectuate the retraction; (c) produce all records responsive to our California Public Records Act requests attached as Exhibit A; and (d) preserve all such records.

Mr. Arabo Demands a Retraction of the Referrals

On July 9, 2026, the City received a letter (the "Barnes Letter") purporting to be from a member of the public ("Debrah Barnes") raising allegations of "potential conflicts, relationships, and influence" related to "the City's attempts to site affordable housing on 22nd District Agricultural Association (DAA) property and potential conflicts involving the Seaside Ridge Project." Less than a month later, the City Council and City Attorney for Del Mar chose to refer Mr. Arabo to state and federal criminal prosecutors. *See* Clerk's File No. 401-1; 1201-3.

The Barnes Letter conceded that it did "not allege wrongdoing" at all—criminal or non-criminal—and stated outright that the issue was "not whether misconduct occurred." *See* Barnes Letter (July 9, 2026), *assembled in* Del Mar City Council Special Meeting Agenda Packet (Aug. 3, 2026), <https://shorturl.at/T4uSD> (last visited Aug. 12, 2026). The letter even stressed that the sort of "publicly documented facts" it cited were "lawful" and "commonplace." *Id.* Without legal support, the letter merely described potential concerns about "public confidence" and "the appearance of potential influence or undisclosed conflicts." *Id.*

The Del Mar City Attorney, Deputy City Attorney, and City Manager purportedly conducted "[s]ome initial due diligence" and a " cursory review of Ms. Barnes' concerns," and afterwards they published a report recommending referral to prosecutors (the "Agenda Report"). *Id.* at Agenda Report. But the Agenda Report, like the Barnes Letter, alleged no criminal or non-criminal

misconduct by Mr. Arabo. It did not identify any potentially applicable state or federal criminal or civil statute. It did not describe the diligence performed. And it did not cite any evidence that would support a referral for possible criminal investigation. The City Attorney and City Council nevertheless accepted the recommendation at a special meeting called on short notice and lasting roughly 10 minutes. The Council's action likewise identified no wrongdoing, no statute, and no evidence warranting a referral to criminal prosecutors.

That record leaves the City with no defensible basis to maintain the referrals. The decision rested entirely on a single letter from an individual whose reliability the City does not appear to have verified. The San Diego Union-Tribune has since reported that the author may have used a false name and false identifying information. *See* Luke Harold, *Acting on an email, Del Mar asks prosecutors to investigate possible conflicts of interest involving fairgrounds housing*, S.D. Union Tribune (Aug. 6, 2026), <https://shorturl.at/GhFJw>. Setting aside that significant defect, the letter itself did not allege criminal wrongdoing—or any wrongdoing at all. And the City targeted public officials who it considered a threat to a City proposal to build affordable housing on fairgrounds property shortly before a vote by the DAA on that matter. Under those circumstances, it is the decision to make the referrals—not the subject of those referrals—that raises serious concerns.

In response to public reporting and criticism, the City Manager has attempted to distance the City from the consequences of its decision by stating that “[i]n no way is the city accusing anyone of wrongdoing or suggesting that any action against any individual or elected/appointed official should be taken.” *See* Tigist Layne, *Del Mar Wants AG Bonta, Fairgrounds Official Investigated*, Voice of San Diego (Aug. 5, 2026), <https://shorturl.at/onniW>. The City Manager also stated that the City's action “was simply a referral of a concern raised by a member of the public.” *Id.* But the City's action was more consequential than that. The City, acting through its elected Council and using public resources, elevated an unsupported complaint that did not allege wrongdoing into formal referrals to state and federal criminal prosecutors. That decision was wrong, arbitrary, and capricious.

After-the-fact public statements are not enough. They do not withdraw the referrals, undo the unfounded harm to Mr. Arabo, or restore confidence in the City's decision-making. The City should formally retract the referrals, notify each prosecuting agency in writing that the referrals are withdrawn, and publicly confirm that the City is not accusing Mr. Arabo of wrongdoing.

We request that you communicate this demand to the City Council and work with the Council to convene a special meeting no later than Monday, August 17, 2026, to consider and approve a public retraction of the referrals. As you are aware, such a meeting requires no more than 24 hours' notice under the Brown Act. Please confirm by 5:00 p.m. on Friday, August 14, 2026, whether the City will place the retraction on the agenda for that meeting.

The City Must Timely Produce and Immediately Hold All Responsive Documents

Contemporaneously with this letter's submission, we have submitted several requests to the City under the California Public Records Act (“CPRA”). Those requests will help us and the public better understand the City's process in deciding to make the referrals, its purported “initial

due diligence” conducted to investigate the allegations in the Barnes Letter, the City Council’s process in calling the special meeting that resulted in the decision to make the referrals, and other important issues. Those CPRA requests are attached as Exhibit A to this letter.

While these CPRA requests are pending, we request that the City confirm in writing that it has preserved, and will continue to preserve, all records responsive to our CPRA requests. The City should also immediately suspend any routine deletion, overwriting, log rotation, auto-archiving, or other destruction of potentially relevant information. To avoid any doubt: it is our position that the public interest in preserving and disclosing records responsive to our CPRA requests outweighs any conceivable public interest in withholding those records—and certainly any interest in allowing them to be lost, deleted, overwritten, or destroyed. Please confirm by 5:00 p.m. on August 14, 2026, that the City has implemented an appropriate preservation hold.

Sincerely,



Randy S. Grossman

cc: Del Mar City Clerk, cityclerk@delmar.ca.us
Zachary J. Howe, ZHowe@manatt.com

Enclosure: CPRA request (Exhibit A)

Exhibit A

August 13, 2026

VIA EMAIL & ONLINE PORTAL

City of Del Mar
Attn: Administrative Services Department,
City Hall, 1050 Camino del Mar,
Del Mar, CA 92014
PRA@delmar.ca.us

Re: Public Records Act Request

To Whom it May Concern:

My firm represents Mark Arabo in relation to the City of Del Mar's referral of allegations involving Mr. Arabo to the U.S. Attorney's Office for the Southern District of California and the San Diego County District Attorney's Office. On behalf of Mr. Arabo, we submit the following request for records held, maintained, or controlled by the City of Del Mar ("City"). Part I of this letter sets forth our specific request for records and Part II sets forth the instructions for this request.

PART I: REQUESTS

1. All records related to the August 3, 2026 Special Meeting of the City Council (the "Special Meeting"), including but not limited to the decision to call the Special Meeting;
2. All records related to the August 3, 2026 City of Del Mar Agenda Report (the "Agenda Report");
3. All records related to the letter from Debrah Barnes in Attachment A to the Agenda Report (the "Letter"), including but not limited to the original Letter and the email transmitting it to the City, as well as the original email in its native format, including the full headers, metadata, routing/received information, message identification, return path, authentication information, message-trace/server/security logs, and any originating intellectual property information;
4. All records related to the evaluation, due diligence, or investigation of the Letter by any City representative, including but not limited to City Councilmembers, City staff, the City Attorney, the Deputy City Attorney, outside consultants, and outside counsel (collectively, "City Representatives");

5. All records related to the referrals to the San Diego County District Attorney and United States Attorney for the Southern District of California, including but not limited Attachments A and B to the Agenda Report (the “Referrals”);
6. Any records related to efforts to verify the identity of Debrah Barnes, including but not limited to telephone number, email account, driver’s license, or other identifying information;
7. Any records related to efforts to verify the residency of Debrah Barnes, including but not limited to verification against voter registration, property tax, or other records;
8. All communications between a City representative and any individual or email account identifying itself as Debrah Barnes;
9. All communications between City Representatives and the U.S. Attorney’s Office related to the Referrals;
10. All communications between City Representatives and the San Diego County District Attorney’s Office related to the Referrals; and
11. All communications between the City’s representatives or any other individual(s) concerning the Agenda Report, Letter, or Referrals.

PART II: INSTRUCTIONS

Assistance Requested

A public agency is required to assist a requestor in identifying “records and information that are responsive to the request or to the purpose of the request, if stated.” *See* Gov. Code § 7922.600 (a). The CPRA requires a public agency to “[p]rovide suggestions for overcoming any practical basis for denying access to the records or information sought.” *Id.* If you contend that access to any records, or portions of records, should be denied based on any practical concern, we respectfully request that you promptly provide the assistance required under the CPRA.

Records Defined Broadly

In complying with this request, as provided in Government Code § 7920.530, the term “records” shall mean “any writing containing information relating to the conduct of the public’s business prepared, owned, used, or retained” by the City “regardless of physical form or characteristics.” The definition of “writing” set forth in Government Code § 7920.545 is incorporated into this request and includes all “handwriting, typewriting, printing, photostating, photographing, photocopying, transmitting by electronic mail or facsimile, and every other means of recording upon any tangible thing any form of communication or representation, including letters, words, pictures, sounds, or symbols,

or combinations thereof, and any record thereby created, regardless of the manner in which the record has been stored.” All requests for “records” shall also include all responsive communications, and communications include those that are retrievable on public and private handheld devices and public and personal email and text accounts. *See City of San Jose v. Superior Court*, 2 Cal. 5th 608, 625 (2017).

Accordingly, this request seeks, without limitation, emails (including but not limited to emails retrievable on work and personal computers in all inbox, sent, or trash folders), text messages (including but not limited to text messages stored on work and personal handheld communication devices), letters, messages and other correspondence, meeting minutes, memoranda, notes, recordings, computer files, transcripts, facsimiles and all other types of communication and records (whether electronic, handwritten or in any other form). It also seeks records in their native format, including the full headers, metadata, routing/received information, message identification, return path, authentication information, message-trace/server/security logs, and any originating intellectual property information.

Prompt Determination and Production Required

The CPRA generally requires a public agency to determine whether this request seeks disclosable records in the agency’s possession within ten (10) days after receipt of a request. *See* Gov. Code § 7922.535. The CPRA does not “permit an agency to delay or obstruct the inspection or copying of public records.” *Id.* Please respond promptly, and in any case, no later than 10 days after receiving this letter. To the extent reasonably practicable, please provide the requested records on a rolling basis and in electronic format, if the records are maintained in electronic format, or if an electronic format has been used by the agency to create copies for its own use or for provision to other agencies.

Identification of Claimed Exemptions And Production of Reasonably Segregable Portions

If your office claims the right to withhold any record, or any portion of any record, please describe with specificity the record or portion, and describe the reason for the exemption with citations to the CPRA provisions on which you rely. *See* Gov. Code § 7922.000. In addition, if you contend that any portion of a record is exempt from disclosure, the CPRA requires that you “shall” make “[a]ny reasonably segregable portion of [the] record...available for inspection by any person requesting the record after deletion of the portions that are exempted by law.” *See* Gov. Code § 7922.525(b).

To the extent a government employee conducts a search of their own emails or text messages, we request that the person complete and provide an affidavit specifying any material that is withheld, as well as the claimed exemption justifying withholding.

Agreement to Pay Fees For Direct Costs of Duplication

We agree to pay the fees for the direct cost of copying properly assessed in accordance with Government Code § 7922.530(a). If you determine the costs will exceed \$500.00 or the requested documents are voluminous and that it may be easier or less expensive to make some or all of the documents available for copying by an outside copy service, please notify us and we will make appropriate arrangements.

If you have any questions regarding any portion of this request, please do not hesitate to reach me at (619) 205-8510 or RGrossman@manatt.com.

Sincerely,



Randy S. Grossman

cc: Zachary J. Howe, ZHowe@manatt.com

August 13, 2026

VIA EMAIL & ONLINE PORTAL

City of Del Mar
Attn: Administrative Services Department,
City Hall, 1050 Camino del Mar,
Del Mar, CA 92014
PRA@delmar.ca.us

Re: Public Records Act Request

To Whom it May Concern:

My firm represents Mark Arabo in relation to the City of Del Mar's referral of allegations involving Mr. Arabo to the U.S. Attorney's Office for the Southern District of California and the San Diego County District Attorney's Office. On behalf of Mr. Arabo, we submit the following request for records held, maintained, or controlled by the City of Del Mar ("City"). Part I of this letter sets forth our specific request for records and Part II sets forth the instructions for this request.

PART I: REQUESTS

1. All records related to the August 3, 2026 Special Meeting of the City Council (the "Special Meeting"), including but not limited to the decision to call the Special Meeting;
2. All records related to the August 3, 2026 City of Del Mar Agenda Report (the "Agenda Report");
3. All records related to the letter from Debrah Barnes in Attachment A to the Agenda Report (the "Letter"), including but not limited to the original Letter and the email transmitting it to the City, as well as the original email in its native format, including the full headers, metadata, routing/received information, message identification, return path, authentication information, message-trace/server/security logs, and any originating intellectual property information;
4. All records related to the evaluation, due diligence, or investigation of the Letter by any City representative, including but not limited to City Councilmembers, City staff, the City Attorney, the Deputy City Attorney, outside consultants, and outside counsel (collectively, "City Representatives");

5. All records related to the referrals to the San Diego County District Attorney and United States Attorney for the Southern District of California, including but not limited Attachments A and B to the Agenda Report (the “Referrals”);
6. Any records related to efforts to verify the identity of Debrah Barnes, including but not limited to telephone number, email account, driver’s license, or other identifying information;
7. Any records related to efforts to verify the residency of Debrah Barnes, including but not limited to verification against voter registration, property tax, or other records;
8. All communications between a City representative and any individual or email account identifying itself as Debrah Barnes;
9. All communications between City Representatives and the U.S. Attorney’s Office related to the Referrals;
10. All communications between City Representatives and the San Diego County District Attorney’s Office related to the Referrals; and
11. All communications between the City’s representatives or any other individual(s) concerning the Agenda Report, Letter, or Referrals.

PART II: INSTRUCTIONS

Assistance Requested

A public agency is required to assist a requestor in identifying “records and information that are responsive to the request or to the purpose of the request, if stated.” *See* Gov. Code § 7922.600 (a). The CPRA requires a public agency to “[p]rovide suggestions for overcoming any practical basis for denying access to the records or information sought.” *Id.* If you contend that access to any records, or portions of records, should be denied based on any practical concern, we respectfully request that you promptly provide the assistance required under the CPRA.

Records Defined Broadly

In complying with this request, as provided in Government Code § 7920.530, the term “records” shall mean “any writing containing information relating to the conduct of the public’s business prepared, owned, used, or retained” by the City “regardless of physical form or characteristics.” The definition of “writing” set forth in Government Code § 7920.545 is incorporated into this request and includes all “handwriting, typewriting, printing, photostating, photographing, photocopying, transmitting by electronic mail or facsimile, and every other means of recording upon any tangible thing any form of communication or representation, including letters, words, pictures, sounds, or symbols,

or combinations thereof, and any record thereby created, regardless of the manner in which the record has been stored.” All requests for “records” shall also include all responsive communications, and communications include those that are retrievable on public and private handheld devices and public and personal email and text accounts. *See City of San Jose v. Superior Court*, 2 Cal. 5th 608, 625 (2017).

Accordingly, this request seeks, without limitation, emails (including but not limited to emails retrievable on work and personal computers in all inbox, sent, or trash folders), text messages (including but not limited to text messages stored on work and personal handheld communication devices), letters, messages and other correspondence, meeting minutes, memoranda, notes, recordings, computer files, transcripts, facsimiles and all other types of communication and records (whether electronic, handwritten or in any other form). It also seeks records in their native format, including the full headers, metadata, routing/received information, message identification, return path, authentication information, message-trace/server/security logs, and any originating intellectual property information.

Prompt Determination and Production Required

The CPRA generally requires a public agency to determine whether this request seeks disclosable records in the agency’s possession within ten (10) days after receipt of a request. *See* Gov. Code § 7922.535. The CPRA does not “permit an agency to delay or obstruct the inspection or copying of public records.” *Id.* Please respond promptly, and in any case, no later than 10 days after receiving this letter. To the extent reasonably practicable, please provide the requested records on a rolling basis and in electronic format, if the records are maintained in electronic format, or if an electronic format has been used by the agency to create copies for its own use or for provision to other agencies.

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If you have any questions regarding any portion of this request, please do not hesitate to reach me at (619) 205-8510 or RGrossman@manatt.com.

Sincerely,



Randy S. Grossman

cc: Zachary J. Howe, ZHowe@manatt.com

Acting on an email, Del Mar asks prosecutors to investigate possible conflicts of interest involving fairgrounds housing

 [sandiegouniontribune.com/2026/08/06/acting-on-an-email-del-mar-asks-prosecutors-to-investigate-conflicts-of-interest-involving-fairgrounds-housing](https://www.sandiegouniontribune.com/2026/08/06/acting-on-an-email-del-mar-asks-prosecutors-to-investigate-conflicts-of-interest-involving-fairgrounds-housing)

Luke Harold

August 6, 2026

The San Diego Union-Tribune



Karen Billing
Del Mar City Hall (Karen Billing)

After receiving a letter last month raising conflict of interest concerns about a Del Mar Fairgrounds board member, the Del Mar City Council voted Aug. 3 during [a special meeting](#) to ask local and federal prosecutors to investigate.

The letter, signed Debrah Barnes, came via email. It does not describe any particular illegal or unethical action, and the letter writer wrote that she “does not allege wrongdoing by any individual.”

At the same time, it added that fair board member Mark Arabo's onetime real estate agent and recent campaign contributions "may create the appearance of potential influence" in Arabo's criticism of a 61-unit affordable housing project that the city wants to build on fairgrounds property.

Under Barnes' name at the end of the letter is a phone number that always goes straight to voicemail and is linked to a Snapchat user with a different first and last name. A Google search shows the number connected to multiple other names over the years, including a Florida man.

Barnes listed her residence as a 2,150-square-foot home off Carmel Valley Road, within the Del Mar zip code but technically in the city of San Diego's Council District 1. County property records show that the home was sold by its longtime owners on July 14, five days after the city received the letter, without a Debrah Barnes listed among the buyers or sellers.

The Del Mar Times was unable to independently verify Barnes' identity or residency. An attempt to reach the address in the letter, located in a gated community, was unsuccessful. A community manager for the Homeowner's Association confirmed that they did not have Barnes listed as an owner for the property.

City Manager Ashley Jones said city staff had communicated with Barnes only via email, and "had no reason to believe Ms. Barnes wasn't a real person."

City officials did feel they had reason to believe that the mixture of facts and speculation in the letter was "serious and troubling," according to a council agenda report.

During what would normally be their summer recess, City Council members voted 3-0 to send referrals to San Diego County District Attorney Summer Stephan and U.S. Attorney Adam Gordon, whose federal court district includes San Diego. Both offices mainly prosecute crime, but the city's referral letter, like the Barnes letter, stops short of alleging a particular crime or other wrongdoing.

The city did not send a referral to the Fair Political Practices Commission, which routinely conducts non-criminal investigations into alleged financial conflicts of interest by public officials, with violators usually receiving a warning letter or fine.

Seaside Ridge

In 2024, Arabo purchased a Rancho Santa Fe home through real estate agent Brian Guiltinan, who also serves as advisor and broker for Seaside Ridge, a proposed 259-unit residential project on Del Mar's north bluff. Carol Lazier, who owns the proposed Seaside Ridge property, and the city have been in a years-long administrative and legal battle over whether the project can proceed based on its size and location in the state's coastal zone.

The Barnes letter alleges that Arabo has been critical of the affordable housing proposal on fairgrounds property, which the city is relying on to meet state-mandated housing production goals, while seemingly more supportive of Seaside Ridge.

If the fairgrounds housing plan fails by this November, when the city faces a deadline for a lease agreement with the fair board, the city will be required by the state to upzone the proposed site of Seaside Ridge, a potential benefit to the project's prospects.

But Seaside Ridge is not necessarily contingent upon the fate of the fairgrounds project. Lazier has a pending court petition that argues it should be eligible for streamlined approvals anyway under a state law called the Builder's Remedy, since she submitted applications before the city had a state-approved housing element.

California Attorney General Rob Bonta [said in a letter](#) last February that Del Mar was in violation of the Housing Accountability Act because city planners were keeping Seaside Ridge "in administrative limbo." Bonta urged the city to start "working with the applicant to provide much needed housing to lower- and moderate-income households" and avoid the legal dispute with the property owner. The city has disputed Bonta's conclusions.

The Barnes letter also mentions Arabo's and Guiltinan's recent campaign contributions to Bonta, implying that the money prompted Bonta's involvement.

According to CalAccess, Arabo has been making yearly maximum contributions to Bonta's campaign committee dating back to August 2021, more than a year before the first Seaside Ridge application and more than two years before Arabo was appointed to the fair board. Guiltinan has donated more than \$18,000 dating back to 2022.

Arabo wrote to the city that he has no personal or financial interest in Seaside Ridge. Guiltinan represented him for the Rancho Santa Fe purchase, but Arabo said he did not know Guiltinan was on the Seaside Ridge team, and that the transaction was "entirely independent" of Seaside Ridge.

"Whether Seaside Ridge is ultimately approved or denied has never been my concern because I have no personal, financial, or business interest in that project," Arabo wrote. "My concern has always been protecting the Del Mar Fairgrounds and ensuring that decisions involving state property are made in the best interests of the people of California."

Arabo added that he "never requested, encouraged, suggested, or coordinated any action by Attorney General Rob Bonta or his office regarding Seaside Ridge."

Guiltinan did not respond to a request for comment.

Brooke Miller, an attorney representing Seaside Ridge, asked the city to retract its assertions.

"It appears evident the City's main interest is not compliance with the law but in attacking the reputation of individuals and public officials seeking to enforce the City's obligations to comply with State housing laws," Miller wrote. "We are truly disappointed to see public resources misused in this way in an attempt to prevent legally-mandated housing."

Fairgrounds housing

Arabo, along with the rest of the nine-member board that oversees the Del Mar Fairgrounds, has repeatedly said he's willing to consider affordable housing on fairgrounds property to help the city meet state mandates on housing production. But, with a master planning process also underway for the state-owned property, board members have also said their decision might take years longer than the city's current deadlines imposed by the state Department of Housing and Community Development.

The city's referral letters say that Arabo has "publicly and aggressively denounced the City's proposal to develop affordable housing on the Fairgrounds." But exhibits attached to the referrals include a transcript from a fair board meeting that quotes Arabo saying "I hope that we do see something developed" on the fairgrounds, and "I hope we can do it as well," referring to housing on the fairgrounds. Another transcript shows Arabo saying multiple times that he supports studying Del Mar's proposal for affordable housing on fairgrounds property.

Mayor Tracy Martinez said she was unavailable for a phone interview, but provided emailed responses to questions from the Del Mar Times.

"The action taken by the City Council yesterday was simply a referral of a concern raised by a member of the public to outside agencies for review and consideration, as the City of Del Mar is not an investigative agency nor does the City have the regulatory or enforcement authority over the issues raised," Martinez said.

Councilmember Terry Gaasterland said in a phone interview that the council wanted to make sure the concerns in the Barnes letter were "duly considered." Deputy Mayor John Spelich said via phone the council's vote "speaks for itself" and declined further comment. In a small community where many of the same longtime residents regularly bring their opinions, complaints and amateur sleuthing to Del Mar City Hall, both said the letter was their introduction to Debrah Barnes.

Councilmember Dan Quirk was absent from the meeting and did not respond to a request for comment.

No one responded to voicemails or a text the Del Mar Times sent to the number listed in the Barnes letter.

"Transparency benefits all parties," Barnes concluded in her letter.

Del Mar Times: Get top headlines on the local news that matters most to Carmel Valley, Del Mar and Solana Beach.

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Sunday, June 7, 2026

Contact the Board of Directors

22nd District Agricultural Association

Your Name

Samuel Bell

Your Email Address



Message:

Urgent: Formal Complaint Regarding Discriminatory Conduct and Unfair Practices

Dear Members of the Board of Directors,

I am writing to formally bring a matter of grave concern to your attention regarding recent events, unfair treatment, and a serious violation of company policy and professional ethics.

Around May 20th, during a discussion regarding my career advancement and internal mobility within the company, a member of the leadership team made a discriminatory and entirely inappropriate comment, referring to me as "black."

Since that incident occurred, I have been left waiting for updates regarding my transition and requests to move positions. The total lack of communication, paired with the biased commentary from leadership, constitutes unfair treatment and has ground my career progression to a halt.

As the governing body of this organization, I am trusting you to ensure that the company's values of inclusivity and fairness are upheld. I am requesting a formal, independent review of this situation, as well as an immediate update on my internal mobility status.

I look forward to your prompt response and to discussing the next steps for a resolution.

Sincerely,

Samuel Bell

Maintenance Crew



Sunday, June 14, 2026

Contact the Board of Directors

22nd District Agricultural Association

Your Name

nicole s. block

Your Email Address



Message:

Hi, im reaching out to you because im a graduate of U. C. San Diego, degree in political science and a minor in psychology (1989) and am trying to move back to southern California, and want to rent a one bedroom apartment in Encinitas, Solana Beach or Del Mar. My cousins, Marty and Eileen Alpert, had a condominium or apartment home in Solana Beach, many years ago now. They also owned racehorses and raced them at the track in Del Mar. I miss it. Presently, Im in North Oakland, CA, displaced from my real property and living in my car that doesn't run, an old subaru legacy wagon 1999 with bullet holes in it. A victim of identity theft and a cloned phone that never reaches anyone. Someone takes over everything I do. Dob:9-11-1966; ssn#551-55-9059 and receive SSDI for bipolar disorder and 32 years of employment, 20 years in the legal profession, as a litigation and corporate secretary and invited to interview with the 9th Circuit Court of Appeal in 2011 and again in 2013. For a position as a trainer in their IT (computer) Dept. For reasons of my own, i had to decline both invitations. I never did go back to work. They stole my identity, my personal record (medical, employment , financial/credit, housing/tax, etc. They stole every piece of paperwork and possession from my entire life, of 59 years on this planet. And my family's. Including my passport Real ID and Drivers License, Board of Equalization Business License, University record, from U.C. San Diego (1986-1989) and from San Diego State University (1984-1986), my real property through home invasion, fraud and theft, my rare 1999 Arctic White Chevrolet Corvette C5 coupe with two tops. And my mother Rosalind Block's (steiner maiden/given name) gifted only to me, her only biological child, with my father Solomon Block, CPA, Equity Funding Corporation 1972, my brother Steven was legally adopted from birth and every bit their son. My father's jewelry was gifted only to him. Unfortunately, he helped himself to several pieces of my mother's jewelry, before i could get to Los Angeles, CA from San Francisco, CA. Most of it stolen from my safety deposit box at J. P. Morgan Chase Bank, which a synthetic nicole block identity thief defrauded and assumed my identity and used a stolen key or had the lock drilled out, because matt eggling and gabe cano heard me tell Chase Bank (Nabil Altreaz) that both keys had been stolen, and i would have to have the lock drilled out. They let someone with my stolen key access my safety deposit box there at Rockridge Branch (5050 Broadway) in Oakland, CA. since moved around the corner onto Pleasant Valley Drive. My grandmother Eva Steiner (Terman her maiden/given name) (Eileen Terman married Marty Alpert, Head Buyer for Thrifty Corp./Big 5 Stores), Apparently, im of royal lineage and no one told me, until recently My mothers savings and checking accounts that i had acquired while she was still alive, to pay off any outstanding bills in her name, was assumed by the identity thief, who stole my SSDI, SSI, DISABLED DAUGHTERS, SBV , VA ADMIN, U.S. SAVINGS BOND, AMONG OTHER THINGS and paid off a negative \$4,000 account balance from a 3rd party check I cashed and couldnt cover, crippling me financially, This was 2010. Anyway, once i figure out how to get out of here safely, i will let you know. Someone may be down there now conducting a smear campaign, I slander, libel, defamation of character by am my own attorney. I represent myself in all capacities. Someone may be circulating a falsified and forged power of attorney. i didnt require, nor did i designate any power of attorney. I am my own payee, beneficiary, payee representative, legal representative, fiduciary etc. I have not authorized or consented to anyone representing me or acting on my behalf, receiving or disbursing funds and more. Or had knowledge. If you hear of a rental opportunity, studio or one bedroom, i am considered nonelderly disabled and federally subsidized by HUD. Someone(s) stole all my low income or below market rate apartment homes also there should only be one. Emery Bay Lofts in Emeryville CA or maybe moved to Aquatic Ashby in Berkeley, CA Some fraud living there as nicole block and keeping me homeless. I never married, nor had children. There's only me. Please copy to San Diego Police Dept. My emails dont seem to make it where intended. Niine has spoken to me. Just some fake. There are many, but only one in 2007 and earlier. It wasnt a popular name. My brother's missing from Granada Hills, CA and his identity assumed by someone in the Hells Angels. Thank you.

Pls Reply ASAP/Share with Board Members & Officers-California Horse Racing "Bleak"

From Martha Sullivan <[REDACTED]>

Date Mon 6/15/2026 12:21 PM

To Molly Arnold <marnold@sdfair.com>

Greetings of a Monday! Please share the following with the members and Officers of the 22nd DAA Board, State Race Track Authority and State Race Track Leasing Commission, and include in their next Board Packets. Thank You for your assistance,

Martha Sullivan
Imperial Beach

Published in the *Thoroughbred Daily News* on June 14, 2026:

"[Santa Anita Park](#), [Del Mar Racing](#) and [Los Alamitos Race Course](#) are the last major tracks in the country that receive no revenue from gaming, which means their purses have fallen far behind those at other major tracks, particularly the [Kentucky](#) tracks. A maiden special weight race at Santa Anita goes for \$65,000. The purse for the same race at [Churchill Downs](#) is \$120,000. It's the same with stakes races. Santa Anita ran two graded stakes Saturday and both had purses of \$100,000. Churchill ran two stakes races, neither of which were graded. Their purses were \$225,000 and \$175,000. Churchill has so much money at its disposal that it has raised the purse of the June 27 GI Stephen Foster Stakes to \$2 million.

"So who could blame Baffert when he announced that he was setting up a permanent stable at Churchill? He has 34 stalls there. He also said he would be based at Oaklawn, which also has astronomical purses, when it opens later this year.

"Baffert has not abandoned [California](#). He won Saturday's GIII Summertime Oaks with the exciting filly Mizumi (Justify). But he has cut his numbers dramatically, which has been just one more hit for the struggling circuit.

"Through Saturday, he had made just 17 starts during the current meet, which ends Monday, and had won just three races. At the same meet in 2025, he made 35 starts and won 16 races. He's been more active at Churchill, where, through Saturday, he had made 27 starts with six winners. ...

"There's not much more that can be said about the struggles of [California](#) racing & Santa Anita Park in particular. The circuit needs help & there doesn't appear to be any on the way. When someone like Baffert has one foot out the door, you know things are bleak."

<https://www.thoroughbreddailynews.com/week-in-review-baffert-spreads-his-wings/>



Tuesday, June 30, 2026

Contact the Board of Directors

22nd District Agricultural Association

Your Name

Tera Roberts

Your Email Address



Message:

Dear 22nd District Agriculture Association,

I am writing you in hopes to help the agricultural piece of our beloved San Diego County Fair. As a youth I participated at this fair showing livestock for 5 years where my animals and I stayed on site.

For our communities, 4-H and FFA programs these fairs allow us to provide outreach, teachable moments, and practice our public speaking. The ability for youth to share their experiences, determination, and accomplishments with the general public is HUGE.

By restricting the public's access to engage, funneling them like cattle down a shoot in a barn is a safety hazard and defeats the purpose of the fair in my book. Not to mention taking up space where the Albertsons shopping area and ag demos once were to condone tattoos and piercings seems to severely disturb the want/need to support agriculture.

Our clubs and communities depend on our local fairs, and let's be honest our fairs were born because of agriculture. I hope the grass roots of the fair can begin to make a comeback or find a better middle ground.

San Diego's youth deserve better, community and connection rather than tattoos and piercings.

Thank you!

Tera Roberts

July 1, 2026

Rebecca "Becky" Bartling, CEO – General Manager
San Diego County Fair
2260 Jimmy Durante Blvd.
Del Mar, CA 92014-2216

Dear Becky and Board of Directors,

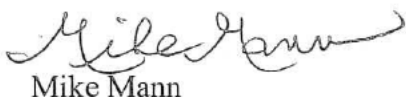
It was exciting to be able to participate and compete in the 2026 Open Sheep Show in the Livestock Department. It was such a professional and well-organized show. We had several sheep in the barn, and it was a very busy week.

In addition, we want you to know how professional the entire Livestock staff was to us and the other exhibitors. All the staff were extremely cooperative and always willing to accommodate our personal and professional requests and needs. Everybody was extremely helpful and ALWAYS professional and courteous to us and others. Jaime Mendoza, Ralph Mosqueda and the entire experienced staff met all our needs and ensured that our stay was a pleasant one. In fact, of all the fairs we attend, we can always count on Jaime and his staff at the San Diego County Fair to be the most exhibitor friendly and 'first class' all the way! Thank you for the support you provide them and Mary Martineau 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 cleaning out pens is always appreciated. Everything was set up in advance and ready for our arrival and departure. The staff members were extremely helpful in everything necessary for a successful week.

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


Michael Clifford
[REDACTED]


Greg Beard
[REDACTED]


Mike Mann


Mary Jean Abatti

cc: Jaime Mendoza
Mary Martineau



From the desk of Bob Leone

P.O. BOX 1015
Sunbury Oh. 43074
740-524-4411 Residence
Insurance Agent - Retired

07-01-2026

Ohio Expo Center & State Fair
Mr. Adam Heffron, Executive Director
717 East 17th Avenue
Columbus, Ohio 43211

Copy to: Rebecca Bartling CEO
Del Mar Fairgrounds /
San Diego County Fair
2260 Jimmy Durante Blvd
Del Mar, Calif 92014

Dear Mr. Heffron,

I am a successful Business Owner now enjoying the fruits of my labor in retirement. On June 17th, my wife and I visited San Diego, California to visit relatives, staying at a fantastic Air B & B and exploring the main tourist attractions. There is no doubt about it, San Diego is a wonderful city...from the climate, the ocean, Coronado Beach, USS Midway, to the colorful neighborhoods and exceedingly great hole-in-the wall eateries to 5 star restaurants...there is so much to see and do. On one of our last days there, our hosts took us to the San Diego County Fair (SDCF). Now, the SDCF is about the same size in acreage as the Ohio State Fairgrounds, but where we excel in 20 some buildings with exhibition after exhibition and over a million square feet of mercantile space, the SDCF exceeds in food offerings, so much so it staggers the mind. From the standard fair foods you would expect to 'Tentacles on a stick' and Donuts the size of basketballs and other unexpected and apparently delicious oddities. Their Coliseum is about 40% larger than ours, but it seems Ohio State's fair has more things to watch, to see, to experience. It is subjective of course, and even though I am comparing a County Fair to a State Fair, none of this is to the point of my letter.

But this is: I came into that Fairground with over 600 bucks of spending cash. I travel with cash, always have. I was prepared to spend all of it to give my hosts a great time and to enjoy myself as well. I didn't fly out to California to be a cheapskate. Sure I have charge cards. I use them when I have to but they mostly have a zero balance on them. The SDCF does not take cash. At all...period. I tried giving a guy 10 bucks and 'keep the change' for an 8 dollar Texas Donut and he wouldn't do it. I still don't know (and really don't care) what a Texas Donut tastes like. I only charged the admission (for my wife, myself and my hosts) and 18.95 for a hamburger, 19 bucks for a turkey leg and 15 bucks for a small scoop of Dippin' Dots ice cream. We like and drank water.

Being an observant fellow, I looked at the people walking the grounds and made a mental inventory. I think the extraordinary admission fee; along with the price tag of an easy 100 bucks for lunch for 2 adults with 2 children is enough to *keep the underclass* out. I know of no one who would make that statement out loud so you can pretend I didn't say it, but there were

It never hurts to know these things regarding your dealings with your insurance agent:

Legal Responsabilités 1. Duties of Agent: To follow the customer's coverage instructions with reasonable care. Not to intentionally or negligently misrepresent the scope of coverage procured. 2. Duties of Insured: To determine the type of coverage to request, including what will be insured, how much coverage to buy, and which insurer to use. To request specific coverage. To complete the application accurately and on time, and to review it before signing it. To review the policy after receiving it for accuracy and understanding. To inform the agent if coverage needs changed or that the policy needs to be renewed. To pay billings on time to avoid cancellation.

Bob Leone
Every type of insurance!
Serving you Since 1973!
Semi-Retired except for you!
ironsafeannuities@gmail.com



From the desk of Bob Leone

P.O. BOX 1015
Sunbury Oh. 43074
740-524-4411 Residence
Insurance Agent - Retired

no Gang-Bangers, Motor-heads, Ruffians of any sort, Leather-Wearing Tattooed skinheads, Wild Teenage groups, 4 or 5 goofballs walking abreast intimidating folks and whatever undesirables you might imagine. What I did see was 20 to 50 year old family groups, Grandparents with their grandkids, early teen-age girls clustering in groups of 3 to 5 giggling and working on their phones, some teenage boys talking loudly and acting in the usual immature way all early teen boys do. There were a smattering of old folks like me and as always, a handful of 70 year old long-haired hippies trudging along in their t-shirts, shorts and flip-flops still mumbling about 'the man'. The general feeling was pleasant and truly we felt safe walking along. I did observe some families, who qualified as appearing somewhat of a lower economic class, but they were walking with water bottles and keeping to themselves, or again, so it appeared. I noticed no bags of recently purchased merchandise in their hands. To be fair, the SDCF does provide machines where cash can be exchanged for a debit card of sorts and these machines are out in the open so everyone can see you fumbling with cash...perfect for any predators in the area. If I were a crook that is the place I would hang out. Now, in smaller business establishments, a No-Cash policy keeps the employees from being robbed at gunpoint, but in the middle of the County fair, I really don't see this as a problem. **HOWEVER, I DO GET IT.** No cash means no armed guards, no Brinks Security Trucks and no other money 'security measures' have to be employed...all of which are costly. But hell, since admission price doesn't seem to be a problem any longer, add another buck or two on to the price and the security measures would be paid for.

After about 4 – 5 hours, we left the fairgrounds and I still had 600 in cash and only a couple of hundred on my charge card. I suspect this expenditure was still less than the 'per person spending limit' the Suits in the back office had planned for each fairgoer. We went to a nice restaurant (as I still wanted to be generous to my hosts), and fortunately that establishment took my cash with a smile.

I am pleading that the Ohio State Fair does not decide to go with the 'No-Cash' Policy. I have never missed a fair since I was 16 (except when I served in the military). Only time will tell if it is truly legal to refuse "...all debts public and private" cash or not. I know there are a few lawsuits contesting this practice...we will see. To summarize: I certainly understand it, but I am against the no cash policy.. Thanks for taking the time to read my comments. And thank you for presenting us the best State Fair in the land. Oh, I would use the (7% cost) cash machines IF at the end of the day, there was a place where you could turn in the card and any unspent money would be dispensed back to you. Otherwise you would be left holding an odd dollar and cent souvenir card. No thanks.

Sincerely, Bob Leone

It never hurts to know these things regarding your dealings with your insurance agent:
Legal Responsabilités 1. Duties of Agent: To follow the customer's coverage instructions with reasonable care. Not to intentionally or negligently misrepresent the scope of coverage procured. 2. Duties of Insured: To determine the type of coverage to request, including what will be insured, how much coverage to buy, and which insurer to use. To request specific coverage. To complete the application accurately and on time, and to review it before signing it. To review the policy after receiving it for accuracy and understanding. To inform the agent if coverage needs changed or that the policy needs to be renewed. To pay billings on time to avoid cancellation.

Bob Leone
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ironsafeannuities@gmail.com



Thursday, July 2, 2026

Contact the Board of Directors

22nd District Agricultural Association

Your Name

JACOB PAIK

Your Email Address



Message:

Hello,

My name is Jacob D. Paik founder/owner of PaikCoffeeCompany LLC., based in Rancho Cucamonga. Our focus is on hospitality, quality, and dependable service.

We're launching a Modular Café Stand — a full-service, barista-operated café designed for long-term, on-site use. It requires no construction, no disruption to daily operations, it's a plug-and-play solution for a location looking for cafe services on premise.

I wanted to see if your location is currently exploring an on-site coffee option or open to learning more. If so, I'd be happy to share additional details for review.

Thank you for your time,
Jacob D. Paik
PaikCoffeeCompany LLC.

Please Share w/ Board Members & Officers/Two Horses Die at Del Mar on Sunday after Racing Injuries (Video)

From Martha Sullivan <[REDACTED]>

Date Mon 7/27/2026 12:02 PM

To Molly Arnold <marnold@sdfair.com>

Greetings of a Monday! Please share the following with the Board Members and Officers of the 22nd DAA, Del Mar Race Track Authority and State Race Track Leasing Commission, and include in the next Board Packets for these bodies. Thank You for your assistance.

Martha Sullivan
Imperial Beach

Two Thoroughbred horses were euthanized at Del Mar Racetrack on Sunday, July 26, 2026, after catastrophic fractures to their front leg racing on Saturday and Sunday. Four-year-old colt Cornucopian and three-year-old filly Can You Dream are the first two deaths at the Del Mar Racetrack in its 2026 season started on July 17th.

- "Can You Dream, a 3-yr-old filly trained by Rafael DeLeon, sustained a left front fetlock injury on the backstretch of Sunday's 8th race & was euthanized due to the severity of the injury." <https://www.sandiegouniontribune.com/2026/07/26/del-mar-notebook-gold-phoenix-wins-eddie-read-stakes-cornucopian-euthenized/>
- Tom Ryan of lead owner SF Racing wrote in a 10:44 p.m. PDT post on X. "Yesterday our brilliant colt Cornucopian sustained a catastrophic injury. We worked very closely with our veterinary team, and after hearing every expert opinion available, the kindest and clearest decision was to let him go with dignity. He was a brilliant colt with a huge heart and a partnership and fan base that loved him dearly. RIP."
- *Memorial YouTube video for Cornucopian, including the Bing Crosby Stakes on Saturday in which he was mortally injured: <https://youtu.be/hyAfs7kzVps>*

These two horse deaths represent the economic range of the horse racing industry, with Cornucopian injured in the \$400,000 Bing Crosby Stakes and Can You Dream injured racing for the third-cheapest of the day at \$31,000 with the second-cheapest Claim (purchase) price at \$16,000 (Race 8/Sunday).

Cornucopian was purchased as a yearling for \$1.1 Million by one of the top U.S. Thoroughbred racing partnerships, was trained by top U.S. trainer Bob Baffert and was raced eight times earning \$465,655 for it since March 2025. Can You Dream was a California-bred raced 18 times starting in May 2025 earning \$45,620 for her owners and trainer Rafael DeLeon.

Cornucopian is at least the 85th horse to have died in trainer Bob Baffert's care since 2000: The Washington Post reported in June 2021 that 74 horses died in Baffert's care since 2000, based on CA Horse Racing Board data; since then, Eight more horses have died in his care per the CHRB; plus Baffert trainee Havnameltdown died racing on Preakness Day in 2023; and his two-time Grade 1 winner in 2022, Cave Rock, was widely reported to have died in August 2023 in North San Diego County.

Can You Dream's trainer Rafael DeLeon has no horse fatalities listed by the CA Horse Racing Board, which displays deaths in California since 2020: <https://www.chrb.ca.gov/veterinary.html>

No legitimate sport would tolerate the deaths of 24 of its athletes in 28 weeks of competition in just one state, California, much less two in just two weeks at only one venue, Del Mar Racetrack.



2026 Board Committees

As of August 12, 2026

To help advance shared organizational priorities, plan for the 22nd DAA's future needs, develop cohesive strategies, and better distribute oversight responsibilities among members, the Board Chair has reconfigured and reconstituted the committees consistent with Policy 3.02 to have one essential role — to strengthen and support the work of the Board as a whole.

The Committees as appointed by the Board Chair will be divided into three categories:

1. **Standing Committees**, which will be responsible for developing policies, oversight of current 22nd DAA operations, and short-term and near-term plans including the master site planning process.
2. **Ad Hoc Committees**, which will meet as needed to discuss specific Board matters as they arise.

All committees, including membership and charges, are listed on the following pages.

Per Bylaw Article IV, Section 6, and Policy 3.02, the Board Chair may make changes to assignments, the structure of committees, and committee charges at their discretion. Committees may also be delegated tasks by the Board Chair as a result of discussion at Board meetings.

Committees will confer and coordinate with the Chief Executive Officer and any staff the CEO deems appropriate and necessary to include in the discussions. Under Policy 3.02, the CEO, or their staff designee, will serve as a non-voting member of each committee.

Standing Committees

Executive Committee

Members: Sam Nejabat (Chair) and Lisa Barkett (Vice Chair)

Committee Charges:

- Provide input on the Board's work plan, schedule, and agenda.
- Ensure that the Board's work plan remains on track.
- Help plan the Board's strategic discussions, events, and trips.
- Consider and implement improvements for Board meetings.

Audit & Governance Committee

Members: Elsa Morales-Roth (Chair) and Sam Nejabat

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Develop recommendations for mitigating risks to the organization.
- Engage with auditing firms as necessary to ensure 22nd DAA's finances are audited in accordance with best practices and make recommendations to the Board.
- Develop and amend recommended policies for Board consideration.
- Guide the Board's annual self-assessment process, including:
 - 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.

DMTC Liaison Committee

Members: Mark Arabo (Chair) and Lisa Barkett

Staff Designee: Katie Mueller, COO

Committee Charges:

- Meet with the Del Mar Thoroughbred Club (DMTC) on matters related to the horse racing industry and horse racing at the Del Mar Fairgrounds.
- Review financial and contract performance by DMTC.
- Report to the Board on the status of horse racing and making recommendations regarding matters pertaining to the 22nd DAA's relationship with DMTC.

Emergency Preparedness Committee

Members: Lisa Barkett (Chair) and Phil Blair

Staff Designee: Becky Bartling, CEO

Committee Charges:

- As a potential evacuation site and major events venue, work with staff to develop, implement, and maintain comprehensive emergency plans and procedures to ensure the safety and security of all personnel, visitors, vendors, and facilities
- Provide oversight on emergency readiness, response coordination, and recovery planning for the Fairgrounds, annual fair, and DMTC racing events.
- Collaborate closely with public safety agencies, local jurisdictions, and community partners to enhance communication and preparedness.
- Maintain regulatory compliance.
- Promote continuous improvement through regular training, education, and evaluation.
- Minimize risk, strengthen resilience, and ensure the Fairgrounds remain a safe and trusted gathering place for the community.

Entertainment and Vendor Relations

Members: Donna DeBerry (Chair) and Mark Arabo

Staff Designees: Becky Bartling, CEO and Katie Mueller, COO

Committee Charges:

- Provide oversight and direction on all entertainment, and vendor activities at the Del Mar Fairgrounds, including The Sound, DMTC racing events, and other year-round programming, and exclusive of the annual fair.
- Work to expand diverse entertainment offerings, ensure transparent and accessible business opportunities, and strengthen relationships with partners and vendors that align with the District's mission and values.
- Promote participation from veteran-owned, small, and minority-owned businesses, fostering inclusion within the Fairgrounds ecosystem.
- Guided by openness, fairness, and community benefit, help to maintain the Fairgrounds as a vibrant regional center for culture, commerce, and innovation.

Fair Operations Committee

Members: Kathlyn Mead (Chair) and Frederick Schenk

Staff Designee: Katie Mueller, COO

Committee Charges:

- Review the operations of the San Diego County Fair.
- Provide feedback to the staff regarding Fair programming.
- Make recommendations to the Board regarding decisions pertaining to the Fair.

Finance Committee

Members: Mark Arabo (Chair) and Ted Miyahara

Staff Designee: Becky Bartling, CEO and TBD CFO

Committee Charges:

- Review and monitor financial data and information pertaining to the 22nd DAA.
- Review the CEO's proposed budget prior to presentation to the Board.
- Make recommendations to the Board regarding financial matters, including day-to-day land use decisions, to improve 22nd DAA's financial health.
- Develop and amend recommended financial policies for Board consideration.
- Review and recommend insurance policies and programs for board consideration.

Food & Beverage Committee

Members: Lisa Barkett (Chair) and Mark Arabo

Staff Designee: Becky Bartling, CEO and Katie Mueller, COO

Committee Charges:

- Oversight of the food and beverage operations, revenues, service levels, and expenses.

Housing Committee

Members: Ted Miyahara (Chair) and Sam Nejabat

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Oversight and guidance of the due diligence process and development feasibility analysis regarding potential affordable housing site on District property.
- Recommend studies, resources, or actions related to building housing on District property.

Master Site Planning Committee

Members: Sam Nejabat (Chair) and Ted Miyahara

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Review and discuss the financial and economic feasibility of potential uses for District's properties within the context of the District's Purpose, Mission, Vision, Values, and strategic initiatives.
- Identify and assess various funding strategies that could be used to implement the Master Site Plan and make recommendations to the Board for consideration.
- Engage thought leaders, experts, and top minds in their fields to provide input in the master site planning process.

- Provide reports and recommendations to the Board regarding potential land uses that will allow the District to remain financially viable while serving as an economic engine for San Diego County.
- Consider the Guiding Principles, as adopted by the Board; the work of the Phase I and II committees; the public engagement process; and the District's mission, vision, purpose, and strategic initiatives.
- Make recommendations to the Board regarding objectives for the Master Site Plan international design competition framework.
- Establish criteria for a Request For Qualifications (RFQ) for a master site planning consultant.
- Review environmental requirements and regulations to determine the feasibility of use on District property.
- Consider the potential impacts of climate change and sea-level rise, as well as any mitigating actions needed to support the Master Site Plan.
- Engage with relevant environmental thought leaders, experts, and top minds in the environmental field to determine long-term sustainability planning needs with potential uses in a future Master Site Plan.
- Review and discuss potential funding opportunities for environmental initiatives and mitigation required by a new Master Site Plan.
- Provide reports and recommendations to the Board on environmental considerations for the development of the Master Site Plan.
- Engage with the Technical Advisory Coalition (TAC) to provide information from the Board.
- Determine when and how the TAC's recommendations will be presented to the Board.

People & Culture Committee

Members: Kathlyn Mead (Chair) and Donna DeBerry

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Building on 22nd DAA's purpose, mission, vision, and values, work with the Board and the CEO to recommend performance goals for the organization and the CEO.
- Discuss and review the CEO Performance Review process.
- Develop and recommend CEO Performance Review policies for Board consideration.
- Evaluate the effectiveness of the relationship with the CEO.
- Develop recommended orientation programs for newly appointed Board Members.
- Identify and recommend ongoing development programs and opportunities for Board Members.

- Make recommendations to the Board regarding matters pertaining to District's hiring processes and workplace culture.

Regulatory & Governmental Affairs Committee

Members: Ted Miyahara (Chair) and Elsa Morales-Roth

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Serve as a sounding board for joint planning considerations with outside entities, such as city governments, regional planning bodies, state authorities, and others.
- Participate in discussions regarding the LOSSAN Rail Realignment project and the potential for affordable housing on-site, as needed.
- Meet with key regulatory and governmental officials in relevant jurisdictions, as needed.
- Provide reports and recommendations to the Board regarding governmental affairs efforts.
- Build awareness for the District's role in the community and among public officials.

Ad Hoc Committees

Legal Committee

Members: Frederick Schenk (Chair) and Lisa Barkett

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Confer with the Attorney General's office on legal matters pertaining to District.
- Recommend outside counsel to represent District in legal matters where the Office of the California Attorney General authorizes District use of outside counsel.
- Recommend legal steps to the Board in a closed executive session.

Nominating Committee

Members: Lisa Barkett (Chair) and Donna DeBerry

Staff Designee: Becky Bartling, CEO

Committee Charges:

- Identify and recommend candidates for Board leadership positions and present to the Board for consideration.
- Identify potential candidates for the Governor's consideration for any vacant spots on the Board.

Item 9: Matters of Information
Review of Contracts Executed per CEO Delegation of Authority
August 18, 2026

Expense Contracts

Standard Agreements up to \$50,000				
Contract: 26-046	Contractor: LIFT Elevator Consulting, Inc.	Acquisition Method: Informal Procurement Process	Term: 6/24/2026 - 9/23/2026	Not to Exceed: \$12,700.00
	Purpose: To provide condition and performance assessments of the District's vertical transportation equipment			
Contract: 26-048	Contractor: Seaside Heating & Air Conditioning, Inc.	Acquisition Method: Sole Source - Exigency	Term: 6/24/2026 - 9/23/2026	Not to Exceed: \$43,395.00
	Purpose: To provide HVAC system replacement and installation services in the Legends offices (<i>emergency purchase</i>)			

2026 San Diego County Fair Agreements – Agriculture & Arts Programs			
Contract	Contractor	Summary / Purpose	Amount
26-1212 AM1	GFWC / Mira Mesa Women's Club, Inc.	Volunteer Labor Services – Additional Dates	\$350.00
26-1271 AM1	Maribeth McFaul	Chalk Artist – Date Change	\$400.00
26-1285	Matthew Gorham	Auctioneer	\$2,150.00
26-1286	Brian Kantner	Auctioneer	\$1,750.00
26-1287	Jessica Crawford	Rabbit / Cavy Show Coordination	\$1,600.00
26-1288	East County Grange No. 864	Pygmy Goat Show	\$0.00
26-1289	Foyil Farms, LLC	Animal Display	\$1,750.00
26-1290	Coin Collector Clubs	Coin Collecting Demonstration	\$0.00
26-1291	Duomo Gardens	Broom Making Demonstration	\$0.00
26-1292	El Camino Quilters	Quilting Demonstration	\$0.00
26-1293	Fallbrook Quilt Guild	Quilting Demonstration	\$0.00
26-1294	Mark Kistler	Drawing Demonstration	\$0.00
26-1295	Paint Box Art Studio	Sewing Craft Demonstration	\$0.00
26-1296	House of Ukraine	Pysanky Decorated Eggs	\$0.00
26-1297	Antique Gas & Steam Engine Museum, Inc.	Weaving & Spinning Demonstration	\$0.00
26-1298	Quilt in a Day	Quilting & Sewing Demonstration	\$0.00
26-1299	Ramona's Reflections	Leatherwork Demonstration	\$0.00
26-1300	Rockin' Robin	Bow Making Demonstration	\$0.00

Item 9: Matters of Information
Review of Contracts Executed per CEO Delegation of Authority
August 18, 2026

2026 San Diego County Fair Agreements – Agriculture & Arts Programs (continued)			
Contract	Contractor	Summary / Purpose	Amount
26-1301	San Diego Bead Society	Beading Demonstration	\$0.00
26-1302	San Diego County Parks & Recreation	Community Corner – Parks & Recreation Resource Education	\$0.00
26-1303	Betty Bangs	Stamped Patches Demonstration	\$0.00
26-1305	Sunshine Quilters of San Diego	Underground Railroad Quilting Demonstrations	\$0.00
26-1306	Origami Land	Origami Demonstration	\$0.00
26-1307	Eva Peterson	Story Quilt Demonstration	\$0.00
26-1308	San Diego Metro Modern Quilt Guild	Quilting Demonstration	\$0.00
26-1309	Rebekah Marshall	Viking Fiber & Textile Demonstrations	\$0.00
26-1310	Yarn N' Thread	Crochet Demonstration	\$0.00
26-1311	San Diego Philatelic Council	Stamp Collecting Information	\$0.00
26-1312	Kathryn Ochalek	Livestock Poultry Inspector (June 25)	\$250.00
26-1313	Bill Brisebois	Faceting Demonstrations	\$0.00
26-1314	Kathryn Ochalek	Livestock Poultry Inspector (July 1)	\$250.00
26-1315	Lara Woliung	Animal Display	\$0.00
26-1316	Martha Garvey	Garden Display	\$250.00 revenue
26-1317	Demetri Angelopoulos	Photographer	\$3,850.00
26-1317 AM1	Demetri Angelopoulos	Photographer – Additional Auction Lots	\$200.00
26-1318	Donald H. Cardey dba Don Cardey	Cattle Display	\$4,500.00