



BOARD OF DIRECTORS MEETING

APRIL 18TH 2024



**State Fair Park Authority
Board of Directors Meeting
Agenda**

April 18, 2024

8:30am: Roll Call

8:40am: Approve March board meeting minutes.

8:45am: Finance review

- Allan Kettermann

9:15am: Fairpark District Update May 1st

- Fair Park Map update
- Security & Environmental Mitigation Efforts (district wide)

9:30am: Yellow slide

- Yellow Slide purchase opportunity

9:45am: Action Item:

- Vote to approve the purchase of the Yello Slide

10:00am: Jordan River Water Shares

- A friend of the fair is gifting 1 share of the North Jordan Irrigation Company to the Fair.
- The opportunity to pursue a second share.

10:15am: Action items

- Vote to approve the purchase of one share of the North Jordan Irrigation Company stock.

10:30am: Committee Updates

- Legislative: Jennifer, Wade
- Fair: Lillian
- Rodeo: Wade
- Livestock; Jared

11:00am Meeting Adjourned

Utah State Fair Board Meeting

March 7, 2024

<u>Via Zoom</u>	<u>In Person</u>	<u>Staff</u>	<u>Excused</u>	<u>Absent</u>
Lillian Bayles	Dave Lewis	Larry Mullenax	Senator Sandall	
Jennifer Seelig	Jim Russell	Becky Knight		
Wade Garrett	Jared Buhler	Nicki Claes		
Kip Paul	Mike Ambre	Jacee Lancaster		
Ted Lewis				
Paula Martin				
Commissioner Butters				
Senator Sandall				
Paul Morris				

Dave called the meeting to order March 7, 2024, 8:31 AM

DFCM INTRODUCTION

Jim announced that he will be leaving DFCM and will be taking a job at the University of Utah. With this change Jim will no longer be on our Board. He introduced Mike Ambre who will be the interim Director of DFCM. Those on the board expressed their appreciation to Jim for his contributions to the Fairpark. The Board welcomed Mike.

Approval of January Board Meeting Minutes

Jared made a motion to approve the January Board Meeting minutes, Ted Lewis seconded. All in favor say I, any opposed seeing none the January Board Meeting Minutes are approved.

Fairpark District Discussion

For purposes of today's meeting we will refer to us as the Fair Park Authority and the new Fair Park District will be referred today as the district.

Senator Sandall gave a rundown of the bill: Basically, what that bill file did was take pretty much the concept of what we did last year when we created an authority that had taxing authority and sunsetted that and incorporated that into the additional acreage up and down the Jordan River, the sovereign lands piece, and the piece across the street that Larry H. Miller Group bought. It was originally contemplated that that taxing authority would come from transient room tax imposed across the state. There was some big push back from rural areas. The further you got away from Salt Lake City, indicating that that was not going to be what they wanted to do to fund this district. So, we basically fell back to the taxing model that we used as an authority, which was sales tax increment taxing. That will reduce a little of the funding, but the Larry Miller group was okay with that. It may not, in time, I don't think, I shouldn't say it reduced the funding. I think it postponed a little of the funding that will happen and go to the park. That if a major league baseball franchise is located here, that the stadium will be built and the stadium and the ground under the stadium will belong to the state of Utah, and the state will lease it back to the franchise. Also the discussions around hockey and what could happen in and around the Delta Center. The Fair Park District is held harmless for that taxing authority, which I thought was a nice win. So, any taxes that are accumulated in the district stay in the district. They don't go into the greater part of what will help build and regenerate the Salt Palace and the Delta Center if and when we get hockey and what that revitalization looks like.

Dave: I think we do want to address the provisions that affect the authority. Number one, I think the overall scope of the authority is that we would no longer, when I say we, I'm again referring to the authority, we would no longer have the responsibility for development. That responsibility would fall to the district. And so our ability to bond or gain tax increment, although there is some provision for us to gain tax increment, and I'll get to that in a second, that would go to the district and then they would be tasked with the development. The bill does, in my opinion, preserve the Fair Park land, the historical Fair Park land. It does preserve that for fair purposes. Now there's some gray area there as to what that could ultimately mean, but there are provisions that identify supporting the Fair Park Authority in the use of that Fair Park land and that development must be consistent with our purposes. There are other provisions as well that identify the need for them to collaborate and coordinate with the Authority in relation to our master plan. It did not eliminate our master plan. There is a taxing provision any privilege tax which is the new name for property tax on state land. There will be a specific allocation of those privilege tax which is just one element of many 25 percent of that tax will come directly to the Authority. It is not designated for capital improvement; it's an operational win for the Authority.

Larry: The bill does identify that the new district will have jurisdiction of all development on the Fairpark property, but we don't think that will change things much.

The Fairpark District board will consist of 5 members the Governor will appoint 2 one being from the Fairpark Authority Board one from the Westside Coalition, the President of the Senate will appoint 1 and the Speaker will appoint 1, the host municipality will appoint 1.

Larry mentioned in bill SB154 which created another expectation from the legislators and the Governor office for another audit to be conducted for independent entities. We are already subjected to an audit. Which is very time-consuming and costly and if we have to do another audit, we may have to hire someone to come in and help with that. Dave asked Jennifer Seelig and Wade, Senator Sandall to investigate this.

There was an appropriation \$100 million ongoing through the Fairpark Authority tasked with cleaning up the river area and security around the Fairpark and the District. Jennifer would like to be involved in the talks when it comes to security and clean up around the river and Fairpark etc.

Paul spoke to some of the taxes that were removed from the bill but mentioned there could be an opportunity to make some changes to the bill next year.

Market Show Livestock rule change

Jared made a motion to change the livestock rule as follows: All Grand Champion, Reserve Champion, and First Star (3rd place) animals in each species are considered harvested and must be sold. Champion, Reserve, and First Star animals will be delivered directly to the packer of the State Fair Park Authority's choosing and harvested upon return of a clean drug test. It is strictly prohibited to replace or buy back Champion, Reserve or First Star animals from the packer.

Ted seconded the motion any further discussion see none all in favor say I any opposed seeing none motion carries unanimously.

Jared made a motion that the committee requests the board considers up to 24k budget to be distributed in the Youth Livestock Dept. for additional incentive awards in market and breeding shows separately allowing the Utah State Fair Staff to design incentive programs and award certification.

Ted seconded the motion any further discussion, Larry explained why this is important to the Fairpark. We want to continue to make our show the best in the state. Awarding these other awards will help more kids get awards some thought on awards could be the best care of the animal, sportsmanship etc. Scott Sandall agrees with this motion but wants to make the awards significant but also to spread it as far as possible. Seeing no more discussion and the those in favor say I any opposed seeing none the motion passes unanimously.

2024 Fair Update:

Nicki showed artwork for the new theme "More of What You Love" pictures are in the packet. Country act will go on sale this week. We have another one in the works, hopefully more to come soon. Vendor application will be up soon. Things are going very well. Sponsors are going very well. We are working on the Fair Food Fights again this year. We will have a mare and a colt this year but will move it closer to Barn Yard Friends.

New Events 2024:

We have more events this year than last year. We have a bookend this year the largest country festival in the State in October this year so that will be a great bookend to our season.

Meeting Adjourned:

Jared Buhler made a motion to adjourn Ted Lewis seconded. All were in favor meeting adjourned at 10:08

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED MARCH 31, 2023**

SUMMARY:

Off to a solid start.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are up \$125k compared to last year. We are up \$109k to the budget. Sales staff is filing up the schedule nicely.

Expenses: Our expenses are up \$25k to last year. Expenses are down \$19k to budget. Payroll and depreciation were the big contributors in additional expenses.

Ordinary income is up \$99k on last year and up \$128k to budget.

Other Income is up \$5k on last year. Interest income was \$45k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are up \$153k compared to last year and up \$141k to the budget.

Expenses: Our expenses are up \$124k to last year and down \$49k against the budget.

Net Ordinary Income is up \$30k on LY and up \$189k to budget.

Our other income is up \$25k from last year.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash is up on last year, \$93k. The change in our financial position is up on last year \$2.22 mil. Our financials position remains very strong.

Please keep in mind that the numbers on the following reports have not been audited and are subject to change.

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UTAH STATE FAIR CORPORATION

Profit & Loss

March 2024

	Mar 24	Jan - Mar 24
Ordinary Income/Expense		
Income		
Event Revenue	174,561.67	364,095.97
Miscellaneous Incomes	13,795.78	17,478.40
Monthly Rental/ Storage	24,111.66	72,228.44
Total Income	212,469.11	453,802.81
Gross Profit	212,469.11	453,802.81
Expense		
Advertising & Legal	2,887.00	6,107.61
Awards & Premiums	0.00	500.00
Board Member Expenses	904.94	2,178.89
Computer & Professional Service	17,192.27	42,354.52
Data Processing	4,442.45	11,111.61
Depreciation Expense	30,962.61	92,647.57
Equipment Rental	2,132.59	10,617.13
Insurance	8,089.36	24,268.08
Maintenance Expenses	11,412.73	48,820.18
Miscellaneous Expense	2,184.10	4,597.92
Office Equipment/ Furnishings	2,688.40	3,737.40
Office Expense	463.86	1,790.08
Payroll Expenses	143,728.99	432,535.18
Processing Fees	12,679.01	7,129.19
Public Relations Expenses	105.95	171.73
Travel Expenses	102.70	462.16
Utilities	35,103.31	118,693.08
Total Expense	275,080.27	807,722.33
Net Ordinary Income	-62,611.16	-353,919.52
Other Income/Expense		
Other Income	44,781.76	133,035.20
Net Other Income	44,781.76	133,035.20
Net Income	-17,829.40	-220,884.32

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Month
March 2024

	Mar 24	Mar 23	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	174,561.67	60,482.09	114,079.58
Miscellaneous Incomes	13,795.78	5,108.95	8,686.83
Monthly Rental/ Storage	24,111.66	22,058.53	2,053.13
Stall Rental	0.00	60.00	-60.00
Total Income	212,469.11	87,709.57	124,759.54
Gross Profit	212,469.11	87,709.57	124,759.54
Expense			
Advertising & Legal	2,887.00	5,924.47	-3,037.47
Awards & Premiums	0.00	576.32	-576.32
Board Member Expenses	904.94	1,156.42	-251.48
Computer & Professional Service	17,192.27	12,554.78	4,637.49
Data Processing	4,442.45	5,341.51	-899.06
Depreciation Expense	30,962.61	22,690.19	8,272.42
Equipment Rental	2,132.59	4,776.44	-2,643.85
Insurance	8,089.36	6,495.81	1,593.55
Maintenance Expenses	11,412.73	15,816.43	-4,403.70
Miscellaneous Expense	2,184.10	1,936.32	247.78
Office Equipment/ Furnishings	2,688.40	1,536.88	1,151.52
Office Expense	463.86	948.14	-484.28
Payroll Expenses	143,728.99	129,973.38	13,755.61
Processing Fees	12,679.01	4,177.40	8,501.61
Public Relations Expenses	105.95	55.19	50.76
Travel Expenses	102.70	1,112.65	-1,009.95
Utilities	35,103.31	34,639.59	463.72
Total Expense	275,080.27	249,711.92	25,368.35
Net Ordinary Income	-62,611.16	-162,002.35	99,391.19
Other Income/Expense			
Other Income	44,781.76	40,016.46	4,765.30
Net Other Income	44,781.76	40,016.46	4,765.30
Net Income	-17,829.40	-121,985.89	104,156.49

UTAH STATE FAIR CORPORATION
Budget vs. Actual - Month
March 2024

	<u>Mar 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	0.00	0.00	0.00
Event Revenue	174,561.67	73,261.48	101,300.19
Fair Revenue	0.00	0.00	0.00
Jr Livestock Auction	0.00	0.00	0.00
Miscellaneous Incomes	13,795.78	5,035.00	8,760.78
Monthly Rental/ Storage	24,111.66	25,559.36	-1,447.70
Stall Rental	0.00	60.00	-60.00
Total Income	<u>212,469.11</u>	<u>103,915.84</u>	<u>108,553.27</u>
Gross Profit	212,469.11	103,915.84	108,553.27
Expense			
Advertising & Legal	2,887.00	3,700.00	-813.00
Awards & Premiums	0.00	0.00	0.00
Board Member Expenses	904.94	1,170.00	-265.06
Computer & Professional Service	17,192.27	16,257.93	934.34
Data Processing	4,442.45	5,032.17	-589.72
Depreciation Expense	30,962.61	40,000.00	-9,037.39
Equipment Rental	2,132.59	7,201.78	-5,069.19
Insurance	8,089.36	7,438.18	651.18
Maintenance Expenses	11,412.73	22,550.00	-11,137.27
Miscellaneous Expense	2,184.10	2,308.11	-124.01
Office Equipment/ Furnishings	2,688.40	250.00	2,438.40
Office Expense	463.86	-210.34	674.20
Payroll Expenses	143,728.99	151,086.68	-7,357.69
Processing Fees	12,679.01	4,052.00	8,627.01
Public Relations Expenses	105.95	105.19	0.76
Sponsorships/ Donations	0.00	0.00	0.00
Travel Expenses	102.70	250.00	-147.30
Utilities	35,103.31	33,179.52	1,923.79
Total Expense	<u>275,080.27</u>	<u>294,371.22</u>	<u>-19,290.95</u>
Net Ordinary Income	-62,611.16	-190,455.38	127,844.22
Other Income/Expense			
Other Income	44,781.76	40,000.00	4,781.76
Net Other Income	<u>44,781.76</u>	<u>40,000.00</u>	<u>4,781.76</u>
Net Income	<u><u>-17,829.40</u></u>	<u><u>-150,455.38</u></u>	<u><u>132,625.98</u></u>

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison
January through March 2024

	Jan - Mar 24	Jan - Mar 23	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	364,095.97	226,302.52	137,793.45
Miscellaneous Incomes	17,478.40	7,487.49	9,990.91
Monthly Rental/ Storage	72,228.44	66,322.16	5,906.28
Stall Rental	0.00	310.00	-310.00
Total Income	<u>453,802.81</u>	<u>300,422.17</u>	<u>153,380.64</u>
Gross Profit	453,802.81	300,422.17	153,380.64
Expense			
Advertising & Legal	6,107.61	6,816.21	-708.60
Awards & Premiums	500.00	615.32	-115.32
Board Member Expenses	2,178.89	2,766.01	-587.12
Computer & Professional Service	42,354.52	34,235.98	8,118.54
Data Processing	11,111.61	13,992.46	-2,880.85
Depreciation Expense	92,647.57	67,992.16	24,655.41
Equipment Rental	10,617.13	12,012.08	-1,394.95
Insurance	24,268.08	19,617.43	4,650.65
Maintenance Expenses	48,820.18	36,477.43	12,342.75
Miscellaneous Expense	4,597.92	6,310.98	-1,713.06
Office Equipment/ Furnishings	3,737.40	1,536.88	2,200.52
Office Expense	1,790.08	1,924.73	-134.65
Payroll Expenses	432,535.18	356,199.18	76,336.00
Processing Fees	7,129.19	8,943.90	-1,814.71
Public Relations Expenses	171.73	55.19	116.54
Travel Expenses	462.16	5,972.33	-5,510.17
Utilities	118,693.08	108,730.48	9,962.60
Total Expense	<u>807,722.33</u>	<u>684,198.75</u>	<u>123,523.58</u>
Net Ordinary Income	-353,919.52	-383,776.58	29,857.06
Other Income/Expense			
Other Income			
49900 - Interest Income	133,035.20	108,012.85	25,022.35
Total Other Income	<u>133,035.20</u>	<u>108,012.85</u>	<u>25,022.35</u>
Net Other Income	133,035.20	108,012.85	25,022.35
Net Income	<u><u>-220,884.32</u></u>	<u><u>-275,763.73</u></u>	<u><u>54,879.41</u></u>

UTAH STATE FAIR CORPORATION
Budget vs. Actual - YTD
January through March 2024

	Jan - Mar 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	0.00	0.00	0.00
Event Revenue	364,095.97	234,425.27	129,670.70
Fair Revenue	0.00	0.00	0.00
Jr Livestock Auction	0.00	0.00	0.00
Miscellaneous Incomes	17,478.40	7,241.00	10,237.40
Monthly Rental/ Storage	72,228.44	71,075.36	1,153.08
Stall Rental	0.00	310.00	-310.00
Total Income	<u>453,802.81</u>	<u>313,051.63</u>	<u>140,751.18</u>
Gross Profit	453,802.81	313,051.63	140,751.18
Expense			
Advertising & Legal	6,107.61	11,200.00	-5,092.39
Awards & Premiums	500.00	0.00	500.00
Board Member Expenses	2,178.89	2,180.00	-1.11
Computer & Professional Service	42,354.52	46,790.75	-4,436.23
Data Processing	11,111.61	14,304.51	-3,192.90
Depreciation Expense	92,647.57	119,000.00	-26,352.43
Equipment Rental	10,617.13	16,589.14	-5,972.01
Insurance	24,268.08	22,444.54	1,823.54
Maintenance Expenses	48,820.18	47,768.00	1,052.18
Miscellaneous Expense	4,597.92	7,059.91	-2,461.99
Office Equipment/ Furnishings	3,737.40	250.00	3,487.40
Office Expense	1,790.08	663.07	1,127.01
Payroll Expenses	432,535.18	446,647.04	-14,111.86
Processing Fees	7,129.19	12,582.00	-5,452.81
Public Relations Expenses	171.73	705.19	-533.46
Sponsorships/ Donations	0.00	0.00	0.00
Travel Expenses	462.16	550.00	-87.84
Utilities	118,693.08	107,654.26	11,038.82
Total Expense	<u>807,722.33</u>	<u>856,388.41</u>	<u>-48,666.08</u>
Net Ordinary Income	-353,919.52	-543,336.78	189,417.26
Other Income/Expense			
Other Income	133,035.20	120,000.00	13,035.20
Net Other Income	<u>133,035.20</u>	<u>120,000.00</u>	<u>13,035.20</u>
Net Income	<u>-220,884.32</u>	<u>-423,336.78</u>	<u>202,452.46</u>

1:44 PM

04/16/24

Accrual Basis

UTAH STATE FAIR CORPORATION
Statement of Financial Position
As of March 31, 2024

	Mar 31, 24	Mar 31, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings	10,153,361.74	10,060,483.32	92,878.42
Accounts Receivable	434,760.78	158,688.97	276,071.81
Other Current Assets	116,108.74	189,866.13	-73,757.39
Total Current Assets	10,704,231.26	10,409,038.42	295,192.84
Other Assets			
Fixed Assets	3,773,096.33	1,846,601.62	1,926,494.71
Total Other Assets	3,773,096.33	1,846,601.62	1,926,494.71
TOTAL ASSETS	14,477,327.59	12,255,640.04	2,221,687.55
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	79,111.05	122,709.16	-43,598.11
Credit Cards	2,648.05	4,365.57	-1,717.52
Other Current Liabilities	875,729.16	530,586.49	345,142.67
Total Current Liabilities	957,488.26	657,661.22	299,827.04
Long Term Liabilities	215,886.59	239,512.99	-23,626.40
Total Liabilities	1,173,374.85	897,174.21	276,200.64
Equity	13,303,952.74	11,358,465.83	1,945,486.91
TOTAL LIABILITIES & EQUITY	14,477,327.59	12,255,640.04	2,221,687.55



State Fair Park Authority
Executive Directors Monthly Review
April 18, 2024

Executive Summary

Earth Day:

- Monday April 22 is Earth Day.
- The State Fair Authority is partnering with the Mayors Office, Jordan River Commission, and others to clean up SLC public lands adjacent to the Jordan river.
- Volunteers will park on in White Ball Park, and the west side of the fairpark.
- Cleanup starts promptly at

VOIP Phones:

- Our existing phone system has aged out and needs to be replaced. We will be transitioning to VOIP (phones of internet) in April.
- Our up-front cost is minimal, roughly \$1,700.00 up front. Our monthly fees will be very similar to our current monthly cost.
- We will not be replacing all the desk phones, new the system allows us to forward calls to employee cell phones. Which they already have. We will continue to own all the phone numbers associated to the fair.
- Additional phones can be installed for the annual fair at a minimal cost to us.

Marque Sign

- The software that operates the LED sign on the corner of 1000 west & North temple is no longer supported and isn't working. We will need to replace the LED sign, the replacement cost is somewhere between \$55,000 and \$100,000 dollars.
- An RFP will be published this week soliciting contractors to replace the LED sign and to replace the old and dated fairpark signage. We will send you copies of the new design concept for review and approval before executing.

Culinary Water/SLC

- We received notice that our wintertime consumption has increased significantly, as a result the city will be increasing our monthly sewer fees.
- Municipalities utilize winter water consumption to calculate sewer rates (no outside water in being used)
- Effective July 1, 2024, our monthly sewer fee will increase \$2,200.00 per month.
- The fairpark is serviced by four separate water feeds & meters. (3) are 8" Fire lines the fourth is a smaller 1" line. The water lines inside the park are on a loop creating redundancy and the ability to re-direct the water in case of line failure. These water lines run throughout the entire park, and in a few cases are very old. Our increased wintertime consumption would suggest that we have a new leak somewhere. We will investigate, find and repair the leaks asap. We have 30 days to make the repairs and submit poof of repair to SLC otherwise the new sewer rates will become permanent.
- **Note* we dug up and repaired five leaky pipes in 2023.**

University of Utah Event Support:

- We provided beverage support for the NOFX show at the University this past Saturday, sales were not as strong as we had hoped for. Total sales 123,000
- Next up is Monster Jam, and Supercross, both are in May, and (2) Luke Combs Shows and George Straight in June.
- The Budweiser Clydesdales will be at the Fairpark the last week of June, we're hoping to display them at the George Straight Concert.
- We can arrange for private showings while they are on sight, let me know if you would like to bring family or friends or both down to see the horses up close.

Board Report
Marketing | Entertainment | Sponsors
APRIL 2024

MARKETING

- **FAIR**
 - We are putting together the ad plans for the Fair and should have that in place in the next couple of weeks.
 - I have spoken with both hotels we currently work with during the Fair for entertainment, judges, and volunteer lodging. Both are allowing us to put Fair advertisements in their hotels (i.e. table tents at the check-in desk, posters, etc.)
 - I am also working to get a couple of downtown hotels to do discounted hotel packages for the Fair that we can promote to attendees.
 - I am looking at forging some new partnerships with popular Utah companies to do cross-promotions leading up to the Fair (i.e. online giveaways, e-mail advertising, etc.)
- **FAIRPARK**
 - We will have a Fairpark advertisement in Salt Lake Magazine for the July/Aug issue promoting venue rentals.

ENTERTAINMENT

- **Concerts** – We have tickets on sale for Dustin Lynch and John Fogerty.
 - We are waiting for a response regarding an offer on an indie artist.
 - Hopefully we will have good news soon!
- **South Plaza stage schedule** is almost complete.
- We are adding a new entertainment area called “The Pickin’ Porch”. It’s an idea I stole from another Fair. We have a shed sponsor coming this year with displays of various sheds. He will provide one with a porch attached to it. On this porch we will have one act per evening (two on weekends) that will be old time string instruments (banjo, fiddle, guitar, etc.)
- We are looking at possibly having a performance area on weekends in the “grove” area behind the Heritage/Grand Building.
- We have expanded the footprint for grounds entertainment this year to include THE FLYING ROYALS, a large trapeze act that will be located east of the yellow slide (where the helicopter was last year). They will offer 6 twenty-minute shows/day (norm for most acts is 3 shows/day). This will help drive more traffic to that area, which is always a goal for us. See picture below
- The Extreme Dogs stunt show will be set up west of the Gazebo.
- We’re excited to have a new exhibit called Wildlife Rescue by Little Rays Nature Centres, a company we have used in the past that has live animals and educational presentations.

Board Report
Marketing | Entertainment | Sponsors
APRIL 2024



THE FLYING ROYALS



EXTREME DOGS



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department 30

March 2024

Sales & Event Department 30

Aly Garcia: Event Coordinator I Public Safety and Security I Commercial Fair Vendors

Jamie Burns: Food & Beverage Coordinator I International Market I Concessionaire Fair Vendors

Corey Burns: Event Sales I Group Sales

Kelli McCaffery: Event Lead I Community Outreach

March 2024 Events (March 2023 – 10 Events)

- 3.1.24 – 3.31.24 Marathon Petroleum
- 3.1.24 – 4.30.24 – Hot Tub Swim Sale
- 3.2.24 – Valerio Wedding Reception
- 3.6/7.24 – SLCPD Day in the Life
- 3.9.24 – Hunter Hight Jr. Prom
- 3.15/16.24 – Golden Gloves
- 3.21.24 – Visit Salt Lake
- 3.23.24 – Utah Wildlife Foundation
- 3.22/23.24 – Sports Card Show
- 3.25/28/24 – SLCPD Drone School
- 3.23/.24 – Australian Shepard

April 2024 Events (April 2023 – 12 events)

- 3.1.24 – 4.30.24 – Hot Tub Swim Sale
- 4.3.24 - Utah State Farm Bureau Federation Dinner
- 4.6.24 – 30th Birthday Party (3.5 million Budget) EMFEST
- 4.5/6.24 – Salt City Swing
- 4.10-13.24 – America On Stage
- 4.10.24 – North Temple Group Meeting
- 4.12/13.24 – Golden Gloves Regionals
- 4.13.24 – Farmington High Prom
- 4.14.24 – Utah Sports Car Club
- 4.17/19.24 – America On Stage
- 4.17.24 – North Temple Public Safety Meeting
- 4.20.24 – Cedar Valley Prom
- 4.20.24 – Tanielu Birthday Party

- 4.22-23 - Sherwin Williams
- 4.23.24 – West Side Collation Community Night
- 4.15.24 - Hamlet Homes Company Party
- 4.26.24 – Guadalup School Event
- 4.27.24 – West Jordan High Prom
- 4.27.24 – Providence Charter School Social
- 4.28.24 – May Pole spring Event Pagan Festival

May 2024 Events (May 2023 – 6 Events)

- 5.4/5.24 – Wasatch Reptile Show
- 5.10/11/12.24 - Kilby Block Party 5
- 5.19.24 – IRPCA Auto Cross
- 5.20/28.24 – Garden Family Circus
- 5.21/20.24 – SLCPD Motor School
- 5.31.24 – Kalamaphoni Wedding

Sales Report

- We have landed more events this month than Boeing has landed completely intact planes. We have turned down many events that were inquiring for this summer, specifically during the State Fair. I have had a few inquiries into group sales but getting full commitment from these companies has been laborious. I am starting to book events for the Fall and Winter with many Christmas parties locking in their dates early. April was a big month for sales, I landed many prom dances which I will be rebooking right away for next year.

Event Coordination

Event Coordination is becoming smoother with the assistance of the event leads. We are able to connect sooner with the Clients, asking the questions and coordinating resources sooner which ultimately gives the Client a better experience here at our facility.

- Custodial RFP Awarded to Forte Cleaning and RBM for Administration Services
- Decided to work with Ungerboeck for the remaining of the year
- Event Coordination Playbook Completed.
- Event Coordination Roadmap close to completion

Commercial Vendors

- Published the Commercial Vendor applications and began accepting booth payments.

- Made the decision this year that everyone should pay in full instead of the option to pay a deposit first. So far no complaints.

Public Safety & Security Report

- Finished Public Safety quote for Utah Days of 47 Rodeo
- Signed up for Active Shooter and Vehicle Threat Training
- Successfully produced a safe event for EMFEST

Food & Beverage Report

- Fair Concessionaire application is live on Ungerboeck. 8 applications are in from the renewal process. Starting to take payments next week on the renewals.
- End of the month we will release the applications to the public and other vendors.
- Kilby court block party 5 is coming in a month. Vendors are prepped and ready. Walkthrough in two weeks with vendors. We are using atVenue POS systems to control all of the food and beverage sales. This will be a good test pilot just in case the Fair wants to move towards this.
- Asian Fest contracts went out and are due May 1.
- Scottishfest contracts are ready, but waiting on Scottishfest for a map.
- DO47 applications are up and closing in 2 weeks.
- Lots of one off events are happening with food trucks or catering, so lots of extra revenue.
- Red West Festival has yet to get us a finalized map. As soon as they do I can publish an application and get that moving too.

Capital Improvements: Ancillary Rental Items

We received in Samples for the different items we are wanting to purchase and was able to decide from there our priorities. With a credit application we are going to be able to begin ordering our bulk orders

Board Report
Department 80/90
April 2024

Rodeo:

- All personnel are in place
- TwisTed media has started managing Rodeo Social media accounts
- Friday – Patriotic/Veterans, Saturday – Utah Foster, Sunday – Cancer Awareness

Livestock

- All market judges are secured
- Working on open/breeding show judges
- Ribbon and awards quotes are in progress
- Buyers lunch is sponsored by Powder River
- Buyers gift quotes are in progress
- Working on reviving the poultry/pigeon and rabbit show
- Keeping an eye on avian influenza in dairy cattle
- All information will be posted beginning of May, entries open beginning of august
 - Market entries open August 15

Misc

- Attended UT Farm Bureau YF&R tour – great networking within the agricultural community and way to promote what we do at the state fair.
- Met with Josh Dallin from the Bastian Center about partnerships and programs

April 2024 Utah State Fair Board Meeting Information

Competitive Arts and Ag Education: Sakura Gallegos

- Finished the draft copy of the Fair Book Competitive Arts. It is currently under review, hoping to have it ready for the board meeting

- Scheduled an outreach with City Youth:

April 9th will be about seeds and soil. Planting flower seeds and radish seeds. The kids will care for their plants.

In May we will pick the radishes, this is a quick way to teach them about garden to table. Introduce them to Read and Win.

I'm also going to work with the 4H and Bastian Center with programming future educational outreach lessons. They have educational kits available to use.

- Met Josh from The Bastian center to discuss a Youth Community raised bed garden at the fair grounds.

- Met with Pam from 4H discussed a 4H cooking contest during fair, also discussed a STEM display in the AG building for 2024. Pam is willing to help me build a STEM Department for open entries, we are also looking at potential grants for 2025.

We are also talking about the possibility of starting a USF Stem Club at the Fairpark for the youth in the area. This is just in initial conversations.

- I'm moving forward with a Giant Pumpkin Weigh Off at the Utah State Fair, this will be Sanctioned by the GPC and the Utah Giant Pumpkin Assoc. The UGPA will pay the fees to have the Utah State Fair listed as a sanctioned weigh in site, Fees to enter the weigh off will be \$35-\$45 with \$30 going to the UGPA. I will look for sponsors to put together some prize money for this event. This will take place on 9/08/2024, we haven't picked a time yet.

- April 15th & 16th Showworks training at the Fairpark.

- Putting together a list of flats and rosettes to get quotes on for Comp Art, Livestock and for Food and Beverage. Also, putting together a quote for Trophies/Prizes.

- We are looking at replacing the displays in Fine Arts possibly Photo and Creative with some new light weight panels. I need to find something comparable to the panels we looked at, get a complete count/footage of what needs to be replaced and pricing.

- Attended the FFA Convention in March and also attending FFA Advisors Conference in June to present to all the Chapters to get more of them involved.

- Create Kitchen Demo/Contest list and start calling to get them filled.

- Still looking for some Ag related companies to set up displays on the facades in the Ag building.
 - Hydroponics
 - Raised Bed Gardening
 - Seed Company
 - Bees (they were here last year) This year they would like to have the honey be hive but also have a display for native Utah bees
 - Master Gardeners, I talked with someone from that group about bringing Utah native plants that attract pollinators

- This month I still need to meet with:

Magestic Meats, looking for demonstration during fair and possible sponsorship

Friends of Monarchs, follow up on having a display in the Ag building

Tatting Guild on 4/20 to go over the new Fairbook and demonstrating

Aaron from the Auction House to go over more questions I have from our last fair meeting.

Various potential sponsors

-

Facilities and Operations Report

April 2024

DFCM Projects/Status

1. New north fence line power panel at gate 17 project is currently underway.
2. Pile of dirt at northwest end of park removal project to begin on Monday 4/15/2024
3. Zion appliances and kitchen upgrades project is currently in the design process and close to going out to bid.
4. New roof project at Guest services and driver license building is currently underway.
5. Arena project is currently pouring concrete flatwork on north end and should be finished this week.

Fairpark Projects/Status

1. Operations crew has begun preparing the ground at malls 1 & 2 for new grass seed and sod in bad areas.
2. Holding pen area has been graded and we are in the process of getting the panels ready to be put back in place.
3. Bids for gate replacement at arena and gate b are in and being reviewed and close to making a decision.
4. New gate 7.5 and walkway behind Deseret building project to ease foot traffic at north temple bids are in and under review.

Operations Update

Operations staff continues with small event setups and tear downs as well as spring cleanup and weed prevention efforts are currently underway. Also we are in the preparation stages of getting the irrigation and winterized buildings fired back up for the season as well as. Our Tractor rental for the season has arrived so operations staff can start prepping arena dirt for our Utah State Fair Queen contest at the end of the month and all other events.

FY25 Capital Improvements List of Funded Projects for State Fair Authority.

- 1. Grand Building. Added funds for boiler project already complete. \$284,000.00**
- 2. Barns. Concrete floor repairs considered individual projects at barns 8,9,10 & Market. \$112,000.00 per each barn.**
- 3. Pioneer. New HVAC @ Pioneer building. \$565,000.00**
- 4. Zion. New appliances, tile, and surfaces. \$142,000**
- 5. Utah Days of 47 Arena. Structural assessment and repairs from failing pieces. \$244,000.00**
- 6. Behind barn 51. Removal of dirt pile left over from sewer replacement project from several years ago. \$102,000.00**
- 7. North food court east and west wings. New membrane roofs and exhaust fans. \$112,000.00**
- 8. Market building barn 13. New roof and ceiling removal. \$258,000.00**