



BOARD OF DIRECTORS MEETING

NOVEMBER 21ST 2024



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

November 21, 2024

8:30am: Roll Call

8:35am: Welcome New Board Member

- **Mr. Jim Webb (Farm Bureau)**

8:45am: Approval of October Board Meeting Minutes.

8:55am: September "Fair" Financial Review

- Allan Kitterman
- October financials

9:15am 2024 Fair discussion

- Parking Shuttle & remote lot, Demo Derby, Livestock Receivables
- Larry Mullenax

9:30am Days of 47 Contract Review

- Larry Mullenax

9:45am UFAIR/ LHM Power District update

- Senator Sandal Chair UFAIR)

10:00am Committee Updates

- Legislative: Jennifer & Wade
- Fair: Paula Martin
- Rodeo: Wade
- Livestock: Lillian

10:30am Additional Business

- Paula Martin

10:35am Meeting Adjourned

Utah State Fairpark Authority Board Meeting

October 17, 2024

Via Zoom

Paul Morris
Jennifer Seelig
Benn Buys (UFAIR)

In Person

Lillian Bayles
Ted Lewis
Wade Garrett
Senator Sandall

Staff

Larry Mullenax
Allan Kitterman
Becky Knight

Excused

Dave Lewis
Paula Martin
Commissioner Buttars
Kip Paul

Dave Lewis was excused and Ted was the acting chairman. Ted called the meeting to order roll call as stated above October 17, 2024, 8:40am

Approval of August & September Board Meeting Minutes

Senator Sandall made a motion to approve the minutes, Wade 2nd seeing no discussion. Minutes passed unanimously.

August Financial Review:

Revenue was down due to no Jaripeo this year at the end of August as we did last year. It was held this year during the Fair. Revenue was down as well on budget. Expenses were up due to payroll and depreciation. Year to date we are still incredibly strong. Net ordinary income is up. Cash is also up. Senator Sandall added that the goal that the Legislator wants to see is for the Fairpark to be sustainable and that is being accomplished. September's financials are being worked on diligently we are shooting for November for the September financials.

2024 Fair Review:

See Power Point

301K visitors. We had guests from all 50 states along with guests from Austria, Great Brittan, Canada, Denmark, France. Northern Ireland, Belgium, Netherlands. Just under 4000 competitive exhibits, that's a 26% increase. 2729 livestock exhibitors, we parked over 31K cars. We activated the remote lots again this year with just using the State Tax Commission lot. We parked livestock trailers, employees, and guests after 5 during the week and all day on the weekends. Over 12K guest took advantage of the remote lot running the shuttle every 15 minutes. Many guests are parking on the street even when there is still space available in the parking lot.

UFAIR Atlanta Visit & Update:

Toured the Battery you could see the vision of what our space could look like. Open space the River, the Fairpark becoming a center piece of the project. Looking forward to coming updates. We can pick up ideas from others. What is happening here will not happen dependent on MLB.

Committee Updates:

Legislative: Jennifer & Wade:

Need to have better communication with Salt Lake City with different things happening around the Fairpark and will be working on making an improvement on that issue.

Fair: Lillian

Entries were good Sakura is continuing working on the Fair book and making improvements there. Ted loved the Directors awards Ribbons he would like to see that continue. Very successful. All the Creative Arts Supervisors will be returning Fiber Arts Supervisor is an open position hopefully we can get that filled if we start looking now.

Rodeo: Wade:

Rodeo is growing, was a successful year. Monday needs to start later for working guests to get here, that should help the attendance for that day.

Livestock: Lillian:

Dennis Christensen will continue to be the Livestock chairman. The drug testing came back clean. Vets took some time to help the kids understand and learn more about their animals. The auction brought in \$569K. Best run auction, efficient, professional. Lot of feedback with the mandatory kill, and the numbers of animal each kid can enter. More educational aspects to help justify kids being out of school for the shows.

Meeting Adjourned:

Lillian made a motion to adjourn Wade 2nd meeting adjourned at 10:16am.

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED SEPTEMBER 30, 2024**

SUMMARY:

Not quite as great as last year but still a solid fair.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are down \$4k compared to last year. We are down \$17k to the budget. Fair revenues are up \$89k on last year and up \$104k on budget. The Sunday Jaripeo was a huge success.

Expenses: Our expenses are up \$867k to last year. Expenses are up \$836k to budget. Fair expenses are up \$686 on last year and \$694 on our budget. Professional services, entertainment costs, were up significantly with the Jaripeo. The Jaripeo brought in \$629k in revenue but we only kept \$130k.

Ordinary income is down \$872k on last year and down \$854k to budget. The Fair was down on last year by \$597k and \$590k on the budget.

Other Income is up \$9k on last year. Interest income was \$49k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are up \$613k compared to last year and up \$574k to the budget.

Expenses: Our expenses are up \$1.53 mil to last year and up \$1.16 mil against the budget.

Net Ordinary Income is down \$918k on LY and down \$584k to budget.

Our other income is up \$60k from last year.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash is up on last year, \$797k. The change in our financial position is up on last year \$2.7 mil. Our financial position continues to be very strong.

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

UTAH STATE FAIR CORPORATION

Profit & Loss

September 2024

	Sep 24	Jan - Sep 24
Ordinary Income/Expense		
Income		
Contributions / Sponsorships	342,915.15	367,915.15
Event Revenue	28,451.98	2,566,419.63
Fair Revenue	5,738,059.81	5,896,165.06
Jr Livestock Auction	33,975.79	33,975.79
Miscellaneous Incomes	74,561.74	171,504.58
Monthly Rental/ Storage	14,927.57	189,296.05
Stall Rental	20.00	3,720.00
Total Income	6,232,912.04	9,228,996.26
Gross Profit	6,232,912.04	9,228,996.26
Expense		
Advertising & Legal	225,436.51	245,348.40
Awards & Premiums	138,296.86	144,534.86
Board Member Expenses	10,137.98	19,064.08
Computer & Professional Service	3,143,719.44	3,787,921.16
Data Processing	14,879.91	50,980.08
Depreciation Expense	36,442.32	304,175.06
Equipment Rental	290,532.80	355,659.60
Insurance	8,898.06	72,985.64
Maintenance Expenses	178,453.98	473,912.06
Miscellaneous Expense	53,613.94	81,120.59
Office Equipment/ Furnishings	3,040.36	8,753.13
Office Expense	31,588.59	41,093.43
Payroll Expenses	665,112.22	2,017,340.86
Processing Fees	68,239.12	111,437.67
Public Relations Expenses	1,296.26	5,709.29
Sponsorships/ Donations	96,524.04	96,524.04
Travel Expenses	29,311.73	32,703.85
Utilities	85,272.57	475,038.31
Total Expense	5,080,796.69	8,324,302.11
Net Ordinary Income	1,152,115.35	904,694.15
Other Income/Expense		
Other Income	49,371.97	419,104.46
Net Other Income	49,371.97	419,104.46
Net Income	1,201,487.32	1,323,798.61

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11/20/24

Accrual Basis

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

	Sep 24	Sep 23	\$ Change
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	342,915.15	200,524.00	142,391.15
Event Revenue	28,451.98	103,220.18	-74,768.20
Fair Revenue	5,738,059.81	5,799,646.86	-61,587.05
Jr Livestock Auction	33,975.79	44,836.00	-10,860.21
Miscellaneous Incomes	74,561.74	76,435.34	-1,873.60
Monthly Rental/ Storage	14,927.57	12,637.69	2,289.88
Stall Rental	20.00	0.00	20.00
Total Income	6,232,912.04	6,237,300.07	-4,388.03
Gross Profit	6,232,912.04	6,237,300.07	-4,388.03
Expense			
Advertising & Legal	225,436.51	217,740.62	7,695.89
Awards & Premiums	138,296.86	129,751.22	8,545.64
Board Member Expenses	10,137.98	13,530.85	-3,392.87
Computer & Professional Service	3,143,719.44	2,495,545.02	648,174.42
Data Processing	14,879.91	32,356.41	-17,476.50
Depreciation Expense	36,442.32	29,687.00	6,755.32
Equipment Rental	290,532.80	255,545.16	34,987.64
Insurance	8,898.06	11,380.55	-2,482.49
Maintenance Expenses	178,453.98	178,307.47	146.51
Miscellaneous Expense	53,613.94	42,902.54	10,711.40
Office Equipment/ Furnishings	3,040.36	0.00	3,040.36
Office Expense	31,588.59	37,368.73	-5,780.14
Payroll Expenses	665,112.22	594,876.81	70,235.41
Processing Fees	68,239.12	61,921.63	6,317.49
Public Relations Expenses	1,296.26	2,374.08	-1,077.82
Sponsorships/ Donations	96,524.04	26,340.81	70,183.23
Travel Expenses	29,311.73	8,346.09	20,965.64
Utilities	85,272.57	75,603.21	9,669.36
Total Expense	5,080,796.69	4,213,578.20	867,218.49
Net Ordinary Income	1,152,115.35	2,023,721.87	-871,606.52
Other Income/Expense			
Other Income	49,371.97	40,052.22	9,319.75
Net Other Income	49,371.97	40,052.22	9,319.75
Net Income	1,201,487.32	2,063,774.09	-862,286.77

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

	Sep 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	342,915.15	210,000.00	132,915.15
Event Revenue	28,451.98	105,978.73	-77,526.75
Fair Revenue	5,738,059.81	5,800,200.00	-62,140.19
Jr Livestock Auction	33,975.79	45,000.00	-11,024.21
Miscellaneous Incomes	74,561.74	76,435.00	-1,873.26
Monthly Rental/ Storage	14,927.57	12,583.00	2,344.57
Stall Rental	20.00	0.00	20.00
Total Income	6,232,912.04	6,250,196.73	-17,284.69
Gross Profit	6,232,912.04	6,250,196.73	-17,284.69
Expense			
Advertising & Legal	225,436.51	218,700.00	6,736.51
Awards & Premiums	138,296.86	144,821.00	-6,524.14
Board Member Expenses	10,137.98	13,650.00	-3,512.02
Computer & Professional Service	3,143,719.44	2,411,258.86	732,460.58
Data Processing	14,879.91	35,735.25	-20,855.34
Depreciation Expense	36,442.32	42,000.00	-5,557.68
Equipment Rental	290,532.80	251,264.05	39,268.75
Insurance	8,898.06	7,438.18	1,459.88
Maintenance Expenses	178,453.98	191,768.00	-13,314.02
Miscellaneous Expense	53,613.94	71,899.05	-18,285.11
Office Equipment/ Furnishings	3,040.36	350.00	2,690.36
Office Expense	31,588.59	19,239.49	12,349.10
Payroll Expenses	665,112.22	633,224.33	31,887.89
Processing Fees	68,239.12	95,351.00	-27,111.88
Public Relations Expenses	1,296.26	1,880.94	-584.68
Sponsorships/ Donations	96,524.04	27,000.00	69,524.04
Travel Expenses	29,311.73	3,400.00	25,911.73
Utilities	85,272.57	75,226.11	10,046.46
Total Expense	5,080,796.69	4,244,206.26	836,590.43
Net Ordinary Income	1,152,115.35	2,005,990.47	-853,875.12
Other Income/Expense			
Other Income	49,371.97	40,000.00	9,371.97
Net Other Income	49,371.97	40,000.00	9,371.97
Net Income	1,201,487.32	2,045,990.47	-844,503.15

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

	Jan - Sep 24	Jan - Sep 23	\$ Change
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	367,915.15	236,662.30	131,252.85
Event Revenue	2,566,419.63	1,968,112.58	598,307.05
Fair Revenue	5,896,165.06	5,967,764.86	-71,599.80
Jr Livestock Auction	33,975.79	44,836.00	-10,860.21
Miscellaneous Incomes	171,504.58	225,551.03	-54,046.45
Monthly Rental/ Storage	189,296.05	172,489.16	16,806.89
Stall Rental	3,720.00	914.00	2,806.00
Total Income	9,228,996.26	8,616,329.93	612,666.33
Gross Profit	9,228,996.26	8,616,329.93	612,666.33
Expense			
Advertising & Legal	245,348.40	236,988.74	8,359.66
Awards & Premiums	144,534.86	131,893.51	12,641.35
Board Member Expenses	19,064.08	21,523.07	-2,458.99
Computer & Professional Service	3,787,921.16	2,888,944.01	898,977.15
Data Processing	50,980.08	76,735.93	-25,755.85
Depreciation Expense	304,175.06	219,804.76	84,370.30
Equipment Rental	355,659.60	346,076.96	9,582.64
Insurance	72,985.64	60,488.23	12,497.41
Maintenance Expenses	473,912.06	409,669.00	64,243.06
Miscellaneous Expense	81,120.59	74,695.54	6,425.05
Office Equipment/ Furnishings	8,753.13	2,996.14	5,756.99
Office Expense	41,093.43	47,283.17	-6,189.74
Payroll Expenses	2,017,340.86	1,702,003.94	315,336.92
Processing Fees	111,437.67	132,001.85	-20,564.18
Public Relations Expenses	5,709.29	8,508.36	-2,799.07
Sponsorships/ Donations	96,524.04	26,340.81	70,183.23
Travel Expenses	32,703.85	20,677.51	12,026.34
Utilities	475,038.31	386,979.38	88,058.93
Total Expense	8,324,302.11	6,793,610.91	1,530,691.20
Net Ordinary Income	904,694.15	1,822,719.02	-918,024.87
Other Income/Expense			
Other Income	419,104.46	358,470.44	60,634.02
Net Other Income	419,104.46	358,470.44	60,634.02
Net Income	1,323,798.61	2,181,189.46	-857,390.85

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

	Jan - Sep 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	367,915.15	235,000.00	132,915.15
Event Revenue	2,566,419.63	2,020,078.30	546,341.33
Fair Revenue	5,896,165.06	5,967,450.00	-71,284.94
Jr Livestock Auction	33,975.79	45,000.00	-11,024.21
Miscellaneous Incomes	171,504.58	207,357.00	-35,852.42
Monthly Rental/ Storage	189,296.05	178,958.36	10,337.69
Stall Rental	3,720.00	920.00	2,800.00
Total Income	9,228,996.26	8,654,763.66	574,232.60
Gross Profit	9,228,996.26	8,654,763.66	574,232.60
Expense			
Advertising & Legal	245,348.40	251,400.00	-6,051.60
Awards & Premiums	144,534.86	144,821.00	-286.14
Board Member Expenses	19,064.08	20,670.00	-1,605.92
Computer & Professional Service	3,787,921.16	2,840,752.93	947,168.23
Data Processing	50,980.08	76,417.77	-25,437.69
Depreciation Expense	304,175.06	366,000.00	-61,824.94
Equipment Rental	355,659.60	343,925.21	11,734.39
Insurance	72,985.64	67,073.62	5,912.02
Maintenance Expenses	473,912.06	434,116.00	39,796.06
Miscellaneous Expense	81,120.59	127,119.55	-45,998.96
Office Equipment/ Furnishings	8,753.13	836.90	7,916.23
Office Expense	41,093.43	25,359.06	15,734.37
Payroll Expenses	2,017,340.86	1,900,646.21	116,694.65
Processing Fees	111,437.67	132,166.00	-20,728.33
Public Relations Expenses	5,709.29	8,930.62	-3,221.33
Sponsorships/ Donations	96,524.04	27,000.00	69,524.04
Travel Expenses	32,703.85	15,900.00	16,803.85
Utilities	475,038.31	382,034.78	93,003.53
Total Expense	8,324,302.11	7,165,169.65	1,159,132.46
Net Ordinary Income	904,694.15	1,489,594.01	-584,899.86
Other Income/Expense			
Other Income			
49900 - Interest Income	419,104.46	360,000.00	59,104.46
Total Other Income	419,104.46	360,000.00	59,104.46
Net Other Income	419,104.46	360,000.00	59,104.46
Net Income	1,323,798.61	1,849,594.01	-525,795.40

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11/20/24

Accrual Basis

UTAH STATE FAIR CORPORATION
Statement of Financial Position
As of September 30, 2024

	Sep 30, 24	Sep 30, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings	13,574,445.84	12,777,142.69	797,303.15
Accounts Receivable	1,145,184.57	937,453.00	207,731.57
Other Current Assets	870,993.42	59,381.80	811,611.62
Total Current Assets	15,590,623.83	13,773,977.49	1,816,646.34
Other Assets	4,658,735.57	3,775,850.37	882,885.20
TOTAL ASSETS	20,249,359.40	17,549,827.86	2,699,531.54
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	2,257,229.67	2,180,484.79	76,744.88
Credit Cards	36,160.99	3,013.68	33,147.31
Other Current Liabilities	2,865,031.37	1,339,594.37	1,525,437.00
Total Current Liabilities	5,158,422.03	3,523,092.84	1,635,329.19
Long Term Liabilities	192.55	26,998.00	-26,805.45
Total Liabilities	5,158,614.58	3,550,090.84	1,608,523.74
Equity	15,090,744.82	13,999,737.02	1,091,007.80
TOTAL LIABILITIES & EQUITY	20,249,359.40	17,549,827.86	2,699,531.54

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11/20/24

Accrual Basis

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Fair
January through September 2024

	Jan - Sep 24	Jan - Sep 23	\$ Change
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	342,915.15	181,662.30	161,252.85
Fair Revenue	5,892,684.94	5,965,181.11	-72,496.17
Jr Livestock Auction	33,975.79	44,836.00	-10,860.21
Miscellaneous Incomes	131,226.65	119,949.42	11,277.23
Total Income	6,400,802.53	6,311,628.83	89,173.70
Gross Profit	6,400,802.53	6,311,628.83	89,173.70
Expense			
Advertising & Legal	225,240.54	218,456.09	6,784.45
Awards & Premiums	144,203.46	131,885.51	12,317.95
Board Member Expenses	5,541.98	12,547.48	-7,005.50
Computer & Professional Service	2,901,698.66	2,453,588.57	448,110.09
Data Processing	25,336.45	28,119.35	-2,782.90
Equipment Rental	290,420.80	253,857.22	36,563.58
Maintenance Expenses	148,412.36	144,312.95	4,099.41
Miscellaneous Expense	58,325.14	42,118.58	16,206.56
Office Equipment/ Furnishings	0.00	559.93	-559.93
Office Expense	30,885.72	36,610.27	-5,724.55
Payroll Expenses	561,662.13	472,761.03	88,901.10
Processing Fees	84,713.04	86,161.38	-1,448.34
Public Relations Expenses	2,302.69	2,825.87	-523.18
Sponsorships/ Donations	96,524.04	26,340.81	70,183.23
Travel Expenses	29,050.93	8,824.98	20,225.95
Utilities	1,294.99	0.00	1,294.99
Total Expense	4,605,612.93	3,918,970.02	686,642.91
Net Ordinary Income	1,795,189.60	2,392,658.81	-597,469.21
Net Income	1,795,189.60	2,392,658.81	-597,469.21

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11/20/24

Accrual Basis

UTAH STATE FAIR CORPORATION
Profit & Loss Budget vs. Actual - Fair
January through September 2024

	Jan - Sep 24	Budget	\$ Over Bud...
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	342,915.15	180,000.00	162,915.15
Event Revenue	0.00	0.00	0.00
Fair Revenue	5,892,684.94	5,967,450.00	-74,765.06
Jr Livestock Auction	33,975.79	45,000.00	-11,024.21
Miscellaneous Incomes	131,226.65	103,455.00	27,771.65
Total Income	6,400,802.53	6,295,905.00	104,897.53
Gross Profit	6,400,802.53	6,295,905.00	104,897.53
Expense			
Advertising & Legal	225,240.54	215,000.00	10,240.54
Awards & Premiums	144,203.46	144,821.00	-617.54
Board Member Expenses	5,541.98	12,650.00	-7,108.02
Computer & Professional Service	2,901,698.66	2,380,474.76	521,223.90
Data Processing	25,336.45	30,700.00	-5,363.55
Equipment Rental	290,420.80	248,510.40	41,910.40
Maintenance Expenses	148,412.36	161,200.00	-12,787.64
Miscellaneous Expense	58,325.14	73,640.84	-15,315.70
Office Equipment/ Furnishings	0.00	350.00	-350.00
Office Expense	30,885.72	18,797.80	12,087.92
Payroll Expenses	561,662.13	500,483.70	61,178.43
Processing Fees	84,713.04	91,500.00	-6,786.96
Public Relations Expenses	2,302.69	1,830.94	471.75
Sponsorships/ Donations	96,524.04	27,000.00	69,524.04
Travel Expenses	29,050.93	3,700.00	25,350.93
Utilities	1,294.99	0.00	1,294.99
Total Expense	4,605,612.93	3,910,659.44	694,953.49
Net Ordinary Income	1,795,189.60	2,385,245.56	-590,055.96
Net Income	1,795,189.60	2,385,245.56	-590,055.96

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED OCTOBER 31, 2024**

SUMMARY:

Very busy month.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are up \$201k compared to last year. We are up \$185k to the budget. The RedWest Fest was very successful.

Expenses: Our expenses are up \$51k to last year. Expenses are up \$78k to budget. The festival did add to our expenses.

Ordinary income is up \$150k on last year and up \$108k to budget.

Other Income is up \$8k on last year. Interest income was \$49k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are up \$813k compared to last year and up \$760k to the budget.

Expenses: Our expenses are up \$1.58 mil to last year and up \$1.24 mil against the budget.

Net Ordinary Income is down \$768k on LY and down \$477k to budget.

Our other income is up \$69k from last year.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash is up on last year, \$1.98 mil. The change in our financial position is up on last year \$3.56 mil. Our financial position continues to be very strong.

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

UTAH STATE FAIR CORPORATION
Profit & Loss
October 2024

	Oct 24	Jan - Oct 24
Ordinary Income/Expense		
Income		
Contributions / Sponsorships	0.00	367,915.15
Event Revenue	566,622.86	3,133,042.49
Fair Revenue	14,676.94	5,910,842.00
Jr Livestock Auction	0.00	33,975.79
Miscellaneous Incomes	1,606.84	173,111.42
Monthly Rental/ Storage	16,957.57	206,253.62
Stall Rental	0.00	3,720.00
Total Income	599,864.21	9,828,860.47
Gross Profit	599,864.21	9,828,860.47
Expense		
Advertising & Legal	2,019.00	247,367.40
Awards & Premiums	0.00	144,534.86
Board Member Expenses	988.80	20,052.88
Computer & Professional Service	195,671.77	3,983,592.93
Data Processing	895.10	51,875.18
Depreciation Expense	37,919.32	342,094.38
Equipment Rental	7,377.27	363,036.87
Insurance	0.00	72,985.64
Maintenance Expenses	22,558.27	496,470.33
Miscellaneous Expense	4,697.77	85,818.36
Office Equipment/ Furnishings	0.00	8,753.13
Office Expense	1,252.77	42,346.20
Payroll Expenses	180,408.68	2,197,749.54
Processing Fees	3,569.29	115,006.96
Public Relations Expenses	594.80	6,304.09
Sponsorships/ Donations	0.00	96,524.04
Travel Expenses	1,151.90	33,855.75
Utilities	53,589.32	528,627.63
Total Expense	512,694.06	8,836,996.17
Net Ordinary Income	87,170.15	991,864.30
Other Income/Expense		
Other Income	49,500.00	468,604.46
Net Other Income	49,500.00	468,604.46
Net Income	136,670.15	1,460,468.76

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

	Oct 24	Oct 23	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	566,622.86	371,874.41	194,748.45
Fair Revenue	14,676.94	0.00	14,676.94
Jr Livestock Auction	0.00	253.10	-253.10
Miscellaneous Incomes	1,606.84	8,120.17	-6,513.33
Monthly Rental/ Storage	16,957.57	18,717.69	-1,760.12
Stall Rental	0.00	105.00	-105.00
Total Income	599,864.21	399,070.37	200,793.84
Gross Profit	599,864.21	399,070.37	200,793.84
Expense			
Premiums	0.00	0.00	0.00
Advertising & Legal	2,019.00	3,646.53	-1,627.53
Awards & Premiums	0.00	0.00	0.00
Board Member Expenses	988.80	1,737.70	-748.90
Computer & Professional Service	195,671.77	124,265.67	71,406.10
Data Processing	895.10	2,196.39	-1,301.29
Depreciation Expense	37,919.32	29,688.60	8,230.72
Equipment Rental	7,377.27	6,494.97	882.30
Insurance	0.00	7,371.36	-7,371.36
Maintenance Expenses	22,558.27	14,340.88	8,217.39
Miscellaneous Expense	4,697.77	3,150.26	1,547.51
Office Equipment/ Furnishings	0.00	154.99	-154.99
Office Expense	1,252.77	1,941.18	-688.41
Payroll Expenses	180,408.68	223,487.28	-43,078.60
Processing Fees	3,569.29	4,162.91	-593.62
Public Relations Expenses	594.80	0.00	594.80
Travel Expenses	1,151.90	0.00	1,151.90
Utilities	53,589.32	39,405.77	14,183.55
Total Expense	512,694.06	462,044.49	50,649.57
Net Ordinary Income	87,170.15	-62,974.12	150,144.27
Other Income/Expense			
Other Income			
49900 - Interest Income	49,500.00	41,592.16	7,907.84
Total Other Income	49,500.00	41,592.16	7,907.84
Net Other Income	49,500.00	41,592.16	7,907.84
Net Income	136,670.15	-21,381.96	158,052.11

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

	Oct 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	0.00	0.00	0.00
Event Revenue	566,622.86	369,294.12	197,328.74
Fair Revenue	14,676.94	0.00	14,676.94
Jr Livestock Auction	0.00	250.00	-250.00
Miscellaneous Incomes	1,606.84	25,759.00	-24,152.16
Monthly Rental/ Storage	16,957.57	18,748.00	-1,790.43
Stall Rental	0.00	105.00	-105.00
Total Income	599,864.21	414,156.12	185,708.09
Gross Profit	599,864.21	414,156.12	185,708.09
Expense			
Advertising & Legal	2,019.00	3,700.00	-1,681.00
Awards & Premiums	0.00	0.00	0.00
Board Member Expenses	988.80	1,650.00	-661.20
Computer & Professional Service	195,671.77	120,925.87	74,745.90
Data Processing	895.10	2,794.33	-1,899.23
Depreciation Expense	37,919.32	43,000.00	-5,080.68
Equipment Rental	7,377.27	6,003.50	1,373.77
Insurance	0.00	7,438.18	-7,438.18
Maintenance Expenses	22,558.27	19,768.00	2,790.27
Miscellaneous Expense	4,697.77	2,226.45	2,471.32
Office Equipment/ Furnishings	0.00	0.00	0.00
Office Expense	1,252.77	2,137.14	-884.37
Payroll Expenses	180,408.68	181,519.55	-1,110.87
Processing Fees	3,569.29	4,540.00	-970.71
Public Relations Expenses	594.80	50.00	544.80
Sponsorships/ Donations	0.00	0.00	0.00
Travel Expenses	1,151.90	1,150.00	1.90
Utilities	53,589.32	38,154.49	15,434.83
Total Expense	512,694.06	435,057.51	77,636.55
Net Ordinary Income	87,170.15	-20,901.39	108,071.54
Other Income/Expense			
Other Income	49,500.00	40,000.00	9,500.00
Net Other Income	49,500.00	40,000.00	9,500.00
Net Income	136,670.15	19,098.61	117,571.54

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

	Jan - Oct 24	Jan - Oct 23	\$ Change
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	367,915.15	236,662.30	131,252.85
Event Revenue	3,133,042.49	2,339,986.99	793,055.50
Fair Revenue	5,910,842.00	5,967,764.86	-56,922.86
Jr Livestock Auction	33,975.79	45,089.10	-11,113.31
Miscellaneous Incomes	173,111.42	233,671.20	-60,559.78
Monthly Rental/ Storage	206,253.62	191,206.85	15,046.77
Stall Rental	3,720.00	1,019.00	2,701.00
Total Income	9,828,860.47	9,015,400.30	813,460.17
Gross Profit	9,828,860.47	9,015,400.30	813,460.17
Expense			
Premiums	0.00	0.00	0.00
Advertising & Legal	247,367.40	240,635.27	6,732.13
Awards & Premiums	144,534.86	131,893.51	12,641.35
Board Member Expenses	20,052.88	23,260.77	-3,207.89
Computer & Professional Service	3,983,592.93	3,013,209.68	970,383.25
Data Processing	51,875.18	78,932.32	-27,057.14
Depreciation Expense	342,094.38	249,493.36	92,601.02
Equipment Rental	363,036.87	352,571.93	10,464.94
Insurance	72,985.64	67,859.59	5,126.05
Maintenance Expenses	496,470.33	424,009.88	72,460.45
Miscellaneous Expense	85,818.36	77,845.80	7,972.56
Office Equipment/ Furnishings	8,753.13	3,151.13	5,602.00
Office Expense	42,346.20	49,224.35	-6,878.15
Payroll Expenses	2,197,749.54	1,925,491.22	272,258.32
Processing Fees	115,006.96	136,164.76	-21,157.80
Public Relations Expenses	6,304.09	8,508.36	-2,204.27
Sponsorships/ Donations	96,524.04	26,340.81	70,183.23
Travel Expenses	33,855.75	20,677.51	13,178.24
Utilities	528,627.63	426,385.15	102,242.48
Total Expense	8,836,996.17	7,255,655.40	1,581,340.77
Net Ordinary Income	991,864.30	1,759,744.90	-767,880.60
Other Income/Expense			
Other Income	468,604.46	400,062.60	68,541.86
Net Other Income	468,604.46	400,062.60	68,541.86
Net Income	1,460,468.76	2,159,807.50	-699,338.74

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

	Jan - Oct 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	367,915.15	235,000.00	132,915.15
Event Revenue	3,133,042.49	2,389,372.42	743,670.07
Fair Revenue	5,910,842.00	5,967,450.00	-56,608.00
Jr Livestock Auction	33,975.79	45,250.00	-11,274.21
Miscellaneous Incomes	173,111.42	233,116.00	-60,004.58
Monthly Rental/ Storage	206,253.62	197,706.36	8,547.26
Stall Rental	3,720.00	1,025.00	2,695.00
Total Income	9,828,860.47	9,068,919.78	759,940.69
Gross Profit	9,828,860.47	9,068,919.78	759,940.69
Expense			
Advertising & Legal	247,367.40	255,100.00	-7,732.60
Awards & Premiums	144,534.86	144,821.00	-286.14
Board Member Expenses	20,052.88	22,320.00	-2,267.12
Computer & Professional Service	3,983,592.93	2,961,678.80	1,021,914.13
Data Processing	51,875.18	79,212.10	-27,336.92
Depreciation Expense	342,094.38	409,000.00	-66,905.62
Equipment Rental	363,036.87	349,928.71	13,108.16
Insurance	72,985.64	74,511.80	-1,526.16
Maintenance Expenses	496,470.33	453,884.00	42,586.33
Miscellaneous Expense	85,818.36	129,346.00	-43,527.64
Office Equipment/ Furnishings	8,753.13	836.90	7,916.23
Office Expense	42,346.20	27,496.20	14,850.00
Payroll Expenses	2,197,749.54	2,082,165.76	115,583.78
Processing Fees	115,006.96	136,706.00	-21,699.04
Public Relations Expenses	6,304.09	8,980.62	-2,676.53
Sponsorships/ Donations	96,524.04	27,000.00	69,524.04
Travel Expenses	33,855.75	17,050.00	16,805.75
Utilities	528,627.63	420,189.27	108,438.36
Total Expense	8,836,996.17	7,600,227.16	1,236,769.01
Net Ordinary Income	991,864.30	1,468,692.62	-476,828.32
Other Income/Expense			
Other Income	468,604.46	400,000.00	68,604.46
Net Other Income	468,604.46	400,000.00	68,604.46
Net Income	<u>1,460,468.76</u>	<u>1,868,692.62</u>	<u>-408,223.86</u>

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

	Oct 31, 24	Oct 31, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings	13,032,567.19	11,054,250.30	1,978,316.89
Accounts Receivable	853,674.81	989,662.68	-135,987.87
Other Current Assets	937,569.15	102,515.25	835,053.90
Total Current Assets	14,823,811.15	12,146,428.23	2,677,382.92
Other Assets	4,631,475.05	3,744,457.27	887,017.78
TOTAL ASSETS	19,455,286.20	15,890,885.50	3,564,400.70
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	1,766,994.69	957,158.73	809,835.96
Credit Cards	44,174.54	5,411.19	38,763.35
Other Current Liabilities	2,416,430.94	933,101.68	1,483,329.26
Total Current Liabilities	4,227,600.17	1,895,671.60	2,331,928.57
Long Term Liabilities	271.06	16,858.84	-16,587.78
Total Liabilities	4,227,871.23	1,912,530.44	2,315,340.79
Equity	15,227,414.97	13,978,355.06	1,249,059.91
TOTAL LIABILITIES & EQUITY	19,455,286.20	15,890,885.50	3,564,400.70



State Fair Park Authority
Executive Directors Monthly Review
November 21, 2024

Executive Summary

Ticket provider:

- We have one year remaining on the contract. Unfortunately, their accounting methods lack the necessary detail for us to efficiently process payments. Forcing us to hand sort and reconcile credit card batches. The CC batches are deposited into our bank account in quantities of 800 to 1000 transactions. Our finance team must hand sort and match the individual order numbers provided by Etix with the CC authorization number provided for each transaction by our CC processor. And finally, match the transaction number to the order number to the individual deposit into our bank account.
- Once this is complete finance must sort all the transactions by seller type and reconcile each transaction down to the seller allowing us to reconcile sales by each seller and type ensuring that they balance.
- Our former ticketing provider utilize software that tied each purchase to the amount deposited into our bank account by transaction eliminating costly hand sorting.
- We processed around 60,000 credit card transactions at this fair and it took us 4.5 weeks to match and balance.
- We scheduled meetings with our current provider along with a few other ticket providers while at IAFE in Phoenix to explore our options.

Marque:

- We are in talks with a large design and engineering firm that specializes in venue design and construction. They have an excess inventory of new marquee that were ordered for a project that has decided to go in a different direction. They offered to sell us one well below cost and or just for the cost of freight.
- We sent over the specifications for our sign, I am hopeful that we will have a new sign in place by the end of the year.

CRM Software:

- Our current CRM software provider announced a significant cost increase, raising our annual license fee from \$32,000 to \$56,000 per year.
- We issued an RFP and are currently reviewing the responses. Our goal is to have a new CRM system in place on January 1, 2025.

CMMS Software:

- We will implement CMMS software for our maintenance team in December. The software will help our operations team track and schedule preventative maintenance as identified in the Facilities Condition Assessment. In addition, the software will also provide the team with the ability to report items needing repair, allow management to assign jobs, track inventory, and provide cost analysis by job.

IAFE:

- Our annual convention is in Phoenix this year and the opening day is Sunday December 1, 2025. The majority of our "FAIR" team will be out of the office November 30, 2024 through December 6th.

NFR:

- The annual PRCA rodeo meetings are once again in Las Vegas and the opening day is December 3rd.
- We will join other rodeo committees for three days of industry briefings and educational opportunities.
- The first round of the National Finals Rodeo is Thursday December 5th. We encourage board members to attend, allowing them to become better acquainted with the industry and our objective is to become one of the best rodeos in the nation.
- We have a few tickets to the NFR Rodeo, three tickets for Thursday and two for Friday are available on a first-come basis.

Board Report
Marketing | Sponsorship | Entertainment
NOVEMBER 2024

MARKETING

- We are heading into convention season and in an effort to stay ahead of the curve for the Fair, I asked the creative team at Love Communications to put together a few ideas for our theme for 2025. These theme concepts will help in shopping grounds entertainment at the conventions.
- I was asked to present at two conventions, the Rocky Mountain Association of Fairs and at IAFE.
 - At RMAF, I will be presenting on “Building Relationships Internally”.
 - At IAFE I will be on a panel discussing the importance of traveling educational exhibits at Fairs.
- The Skatepark rated #2 Best Skatepark in City Weekly’s Best of Utah!

SPONSORSHIP

- I have been sending out sponsor fulfillment reports to our major sponsors. So far, I have had four large sponsors indicate they would like to renew their multi-year sponsorship contracts for the Fair. All have been happy with their past experience, and felt like 2024 was a success.
- We purchased a new software for the Fair called Eventeny. It will specifically help with application processes, such as food and commercial vendors, but it will also help with entertainment, sponsorships, volunteers, even schedules. It will be fantastic to have so many things all in one place.



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department 30

November Board Meeting – October Notes

Sales & Event Department 30

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

Corey Burns: Event Sales | Group Sales

Kelli McCaffery: Event Lead | Community Outreach | Food and Beverage

October 2024 Events

- Redwest Country Music Festival: 10.4/6.24
- Sherwin Williams: 10.10.24
- SLCPD Moto School: 10.8/9.24
- Fire Station 7 Open House: 10.10.24
- Rory Memorial: Sk8 Against Hate: 10.13.24
- Wasatch Reptile Show: 10.12/13.24
- Jaripeo: 10.12.24
- Red Dress Gala: 10.18.24
- Salt City Muse Halloween: 10.19.24
- Salt Lake City Ski Swap: 10.18/19.24
- V2 Presents Get Freaky: 10.25/27.24
- VCD Bones: 10.31.24

November 2024 Events

- Sneaker Con: 11.2.24
- Hot Tub Swim Spa: 11.1-3.24
- Australian Shephard Show: 11.2.24
- Heat Exchange: 11.6.27
- SLCPD Graduation: 11.7.24
- Pi Beta Fi: 11.8.24
- CCI Mechanical: 11.9.24
- World of Illumination: 11.1.24 – 12.31.24
- Salvation Army: 11.11.24 – 12.31.24
- WWARA: 11.18-21.24

December 2024 Events

- World of Illumination: 11.1.24 – 12.31.24
- Salvation Army: 11.11.24 – 12.31.24
- Cattleman's Bull Sale: 12.2-5.24
- Sacred Circle: 12.6.24
- Great American Train Show: 12.6-7.24
- Nelson Labs: 12.7.24
- Arch Nexus: 12.7.24
- Trager: 12.12.24
- RBM: 12.14.24
- Eide Baily: 12.13.24
- Eagle Mountain: 12.14.24

Sales Report

Read in your best Old Timey, Great Depression Farmers Voice: October was a plentiful time ya' hear? The harvest was good, the yield was large, and by any luck we should have enough revenue to get us through the winter and into the new calendar. Even with little Jimmy's doctor bills stacking up higher than a bur oak, we will be able to manage and look to the future with the light of day on our faces. Every event that we book is a true testament to the gravity of well oiled team work. Where the Events team was once the equivalent of a reliable ox and plow, we are now proving to be a fully mechanized, six cylinder carbureted Ford tractor of the future. We hope to be compared with the likes of the Worlds Fair someday but until then, we will keep trudging and set our gaze onward like that of George Washington's Rebel Army crossing the Delaware River or General Sherman's garrison during his march to the sea or Teddy Roosevelt's Rough Riders in the Mexican American War have done. This department of events readies itself for the woes of a plentiful next year and will accept nothing but victory over the standards set forth by this years' budgetary projection.

If you can't internally narrate the above message in a fun and creative way, here is the normal analysis of sales: Providing the events team managed our expenses well, we should have had the largest October on record with two large music festivals and the two weekends between completely booked up with events. November is normally our slower month but usually helps us prepare for great revenue during December as Salvation Army and World of Illumination Christmas Lights Show set up. We had a number of last minute bookings for November which helped fill the month with fairly easy events that are many repeat customers. I failed to bring the Rio Tinto and Vivent Smarthome award shows back this year as they move their events from year to year but I have made up the difference and then some with our roster of events in December. Overall, staying on track to have our largest year yet for the events department with much of my time currently being spent booking events for 2025!

Event Coordination

October:

- Red West Country Music Festival: We were able to work with a highly respected production company, AEG and believe with the success of this first-time event we will see it's return the next year and potentially more shows that will come our way.
 - The team has done a great job showcasing the venue to really make it marketable to these highly monetary events.
 - Get Freaky: This show draws in a very respectful crowd (making this a public safety dream), and the V2 team is incredibly organized. The challenge with this event is the neighborhood opinion on the bass it produces being an EDM festival. Next year we will find ways to monitor the base levels (not just noise levels) and plot the stages appropriately to better manage them. Again though, this is another example of an event here at the Fairpark that has a huge impact on the overall image of the Fairpark. We are still the fair, but we are also now a very respectable, sought out event venue.

We've are to the point that we have the choice to bring in large events with a higher revenue stream rather than a lot of smaller events that end up using more of our resources with little reward. With that kind of growth, it means that we need to continue to build our events division and resources. I am working diligently with our Executive Director and team to put a proposal in place for the hiring and development of the team members so that we can give our Client's the attention they deserve while still being able to maintain budgets and monitor spending.

Our goal for 2025 is to increase profit margins and create processes that make for seamless event building and customer experience.

Commercial Vendors

- Eventeny: We have officially acquired vendor management software that will be able to provide a better workflow when managing vendors for any event including the fair. We begin our on-boarding within the next month.
- Now we will begin working on our handbooks for the 2025 year

Public Safety & Security Report

- We will take the next couple of months to re vamp and build our Emergency Management plan for the 2025 year, set up training classes, and get quotes for public safety equipment **i.e. radios* so that we can invest in our company rather than spend more money renting such equipment.

Food & Beverage Report

October:

- Red West was a successful first year festival with lots of opportunity to grow; Because their initial ticket goals were higher than their sales, we decided to take the number of vendors down

by 10. This was to protect these vendors as well as the reputation of the Utah State Fairpark as a responsible and honest venue.

- The total gross in food sales was \$219,290.17
 - This event purchased an F&B buyout within their facility fee of \$125,000 to assume all commission or loss
- Get Freaky, while a successful event has followed the same trend as last year with minimal food sales in comparison to other events this size. We surmise this is due to the late-night nature of the event, with most guests only wanting light snacks and drinks as opposed to full meals.
 - The total gross in food sales was \$77,092.51
 - The commission spit came out to \$9,253.79 each
- With the incoming holiday season, we begin to host many holiday parties. We've updated our system for tracking and coordinating catering for these events to mimic our larger scale events. With this change we hope to minimize the possibility of any lost revenue from our preferred catering partners at these one-off events, as well to hold and be held accountable between departments.

With the change in our current events team, Kelli has temporarily taken over the responsibility of managing F&B for our events large and small. While this task has been manageable for the slow season, we anticipate the quantity of work to increase when spring approaches. As previously mentioned, bringing on additional team members will be key to the continued success of this department.

Board Report
Department 80/90
November 2024

Rodeo:

- Nominated top 3 Medium Rodeo of the year in Utah for the Wilderness Circuit.
- Will be attending the PRCA convention in Las Vegas with intention to meet with talent for 2025 and beyond
- Setting up networking opportunities and meetings with other committees to discuss PRCA changes, trials, and successes

Livestock

- As of 11/15 there is \$70,467.56 outstanding on the auction creating a hold on 132 exhibitor auction checks. At this time, I would like to request from the board that we pay all outstanding auction checks and continue to collect buyers' payments with interest.

November 2024 Utah State Fair Board Meeting Notes
Competitive Arts and Ag Education: Sakura Gallegos

Fair General:

- Working on publishing results from 2024
- Only 2 checks were undeliverable
- Going to RMAF (received a \$500 scholarship) and IAFE in Nov/Dec
- Follow up meeting completed with Photo, Creative Arts, Floriculture, FFA, LHOF, 4H
- Updating fair book and looking for new trends.
- Working on adding a STEM division to Comp Art

Fair Displays:

- For 2025 look at updating displays for the Promontory Building
- Still need to build/buy a honey display cabinet in Horticulture.
- I need to get the building drawing layouts done for a few more buildings.
- Order new stiffeners from Pro Panels for Photo, I'll order 1 sample in January to see if it will do what Doug is looking for.

Facilities and Operations Report

November 2024

DFCM Projects/Status

1. UPDATE: Zion appliances and kitchen upgrades plans revised again and close to going out for bid.
2. UPDATE: Pioneer and gazebo brick repair project was awarded to Patriot Construction and will begin February 6th 2025 weather permitting.
3. UPDATE: Pioneer HVAC project was awarded to Commercial Mechanical Systems and services. Waiting on a start date.
4. North food court roof and exhaust fan replacement and Discovery roof are currently both under way.
5. Admin lighting project is the final project slated for the FY25 capital improvements.

Fairpark Projects/Status

1. Operations has been working on the winterizing all buildings, arena, swamp coolers, water heaters, and the backflows and irrigation system around the Fairpark. This is a very tedious and time consuming process. We wrapped this project up on November 8th 2024.
2. Facilities management has been working on choosing CMMS (computerized maintenance management system) to help us better manage work orders, inventory and assets as well as the preventative maintenance process.
3. All building heat systems are up and going in order to prevent freezing pipes and building fire systems.

Operations Update

Operations staff has been tasked with cleaning up all building HVAC rooms, janitor closets and storage areas as well as fine detail cleaning of buildings in anticipation of the holiday events and parties. We've also been working to get the maintenance shop cleaned up post fair and busy season. We are also pulling down and dusting off all Christmas lights and decorations in preparation for the holiday season.