



BOARD OF DIRECTORS MEETING

JUNE 26TH 2025



State Fair Park Authority
June 26, 2025
Board of Directors Meeting
Agenda

9:00am Roll Call

9:05am Approve May 15, 2025 Board meeting minutes

9:15am LHM/UFAIR MOU update

- Kip Paul/Paul Morris

9:30am: May Finance review

- Allan Kitterman

9:45am 2025 Audit Update

- Allan Kitterman

9:50am Utah Days of 47 Contract Update

- Larry Mullenax

10:25am Committee “FAIR” reports

- Legislative: Steve Lund
- Education Committee: Steve Lund
- Fair: Lillian Bayles
- Rodeo: Wade Garrett
- Livestock: Jim Webb
- Events & Security: Ted Lewis

10:45am X-Games Site Tour

11:30am Meeting Adjourned

Utah State Fairpark Authority Board Meeting

MAY 15, 2025

<u>Teams</u>	<u>In Person</u>	<u>Staff</u>	<u>Absent</u>
Wade Garrett	Dave Lewis	Larry Mullenax	Steve Lund
Kip Paul	Darrell Hunting (DFCM)	Becky Knight	Paul Morris
Ron Jeff (DFCM)	Ted Lewis	Allan Kitterman	Jennifer Seelig
Spencer Lewis (ENSIGN INC.)	Lillian Bayles		
Benn Buys (UFAIR)	Jim Webb		
	Comm'r Pehrson (UDAF)		
	Senator Sandall		

Dave called the meeting to order roll call as stated above May 15, 2025, 9:01

Fairpark Property Boundaries

Ron Jeffs from DFCM and Spencer Lewis with Enzyme are here to discuss the Fairpark property boundaries. As identified on the Alta survey. After a lengthy discussion the Board opted to delay a decision.

April 3 & 17 and May 1 Minute Approval:

Ted Lewis made a motion to approve the above-mentioned minutes, Wade seconded. All in favor seeing none opposed the above-mentioned minutes pass as presented.

April Finance Review

Revenues were down only \$5000. That has a lot to do with the push on Fair booth space sales. We were down against our budget. The good news is our expenses were down \$13.00. Our bottom line was stronger than last year, that is a big positive. We were down on our overall expenses as well with the budget, which we've consistently done all year. The ordinary net income last month was up over last year but we were down on the budget. Other income was down compared to last year, that is because of the economy and the status of the markets right now. Year to date revenue is down compared to last year and was down against budget. People just aren't spending as much money as they were last year. Our expenses are up over last year. Some of that has to do with depreciation and payroll & utilities. Larry reported that he met with the city and discussed our situation. The new fees alone are \$3000 a month on all the water meters. There are quite a few of us that are demanding to meet with the board to help them understand how these fees are impacting us. Also because of the lack of moisture we had to start watering the lawn sooner than normal to be ready for the Kilby event. Expenses are up over last year but we are down on our budget. So, we are really doing a good job of trying to control the expenses and making sure that we're only paying out what we need to. Our ordinary income is down against last year, but we are up on our budget year to date. Our cash position is up over last year. Overall, our financial position remains very strong. The audit has been pushed back a couple of weeks it will begin June 9th.

Utah Days of '47

Meeting tomorrow with Dan Shaw to review the contract proposal. They want to host an event the weekend before the rodeo, whereas that has always been utilized for setup. By holding an additional event we must have all the staff here and so the expenses go up significantly versus just load in. So, knowing that we have a unique relationship with them, we quoted them \$10,000 for that weekend. Plus, they pay the expenses. We share the revenue like we would for any other event, but any other event that rent would have been closer to \$35k. So, we gave them a good deal. They did not like the pricing. So that accelerated the contract extension. The contract has been received and has been sent over to legal. There is some language they have in the contract that we can't agree to, but they are proposing the exact same fee structure as we negotiated with them in 2017. We will have reports to show them where our expenses really are at.

Call for Executive Session: Motion to go into closed session for the purpose of discussing proposed development pursuant to section 52-4-205C Ted made the motion Senator Sandall seconded all were in favor seeing none opposed motion passed. May 15 ,2025
09:45am 155 N 1000 W Salt Lake City Utah 84116

Back in open session 10:09 May 15, 2025

The Board Meeting will be moved back to once-a-month 3rd Thursday @ 9:00AM

Committee Fair Reports

Legislative: Steve Lund- no updates

Education: Steve Lund – no updates

Fair: Lillian Bayles – Kitchen in the Zions is complete and looks beautiful. Demos will move forward in the Zions Building. Fluffy and Third Eye Blind are the concerts so far for this year. Looking at possibly restructuring that Friday night. Possible roller coaster and there will be a giant ferries wheel here with the carnival this year.

Rodeo: Wade Garrett- no updates

Livestock: Jim Webb – working on getting buyers, will be working with the designer on the new barns

The Events & Security Committee will be added to the agenda next month.

Facilities tour

Meeting Adjourned:

Senator made a motion to adjourn the meeting Ted 2nd all approved meeting adjourned.

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED MAY 31, 2025**

SUMMARY:

Super fantastic month.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are up \$151k to last year and up \$112k against the budget. Kilby Block Party led the way of a very busy month.

Expenses: Our expenses are up \$100k to last year and up \$67k to budget. A bunch of these expenses were passed on to the events.

Ordinary income is up \$51k on last year and up \$45k on budget.

Other Income is down \$7k on last year. Interest income was \$38k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are up \$78k to last year and up \$60k against the budget.

Expenses: Our expenses are up \$135k to last year and down \$4k to budget.

Ordinary income is down \$57k on last year and up \$64k on budget.

Other Income is down \$31k on last year.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash is up on last year, \$18k. The change in our financial position is up on last year \$882k. Accounts Receivable is up \$515k on last year. 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

May 2025

	May 25	Jan - May 25
Ordinary Income/Expense		
Income		
Event Revenue	725,112.52	1,182,597.04
Fair Revenue	12,106.77	81,641.36
Miscellaneous Incomes	13,942.91	28,112.20
Monthly Rental/ Storage	24,249.45	122,341.51
Stall Rental	0.00	210.00
Total Income	775,411.65	1,414,902.11
Gross Profit	775,411.65	1,414,902.11
Expense		
Advertising & Legal	951.83	11,358.18
Awards & Premiums	0.00	300.00
Board Member Expenses	2,216.68	11,454.28
Computer & Professional Servi...	75,789.82	135,399.18
Data Processing	4,470.64	28,665.67
Depreciation Expense	37,840.98	188,123.89
Equipment Rental	13,840.34	23,885.30
Insurance	9,930.13	49,860.65
Maintenance Expenses	74,974.28	139,240.26
Miscellaneous Expense	2,844.28	11,301.46
Office Equipment/ Furnishings	0.00	683.97
Office Expense	779.72	3,847.37
Payroll Expenses	194,002.51	813,838.76
Processing Fees	8,911.97	21,610.83
Public Relations Expenses	0.00	766.19
Travel Expenses	1,307.17	3,752.68
Utilities	48,159.07	199,415.14
Total Expense	476,019.42	1,643,503.81
Net Ordinary Income	299,392.23	-228,601.70
Other Income/Expense		
Other Income	38,455.27	191,089.75
Net Other Income	38,455.27	191,089.75
Net Income	337,847.50	-37,511.95

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Month
May 2025

	May 25	May 24	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	725,112.52	555,810.09	169,302.43
Fair Revenue	12,106.77	29,504.00	-17,397.23
Miscellaneous Incomes	13,942.91	15,091.28	-1,148.37
Monthly Rental/ Storage	24,249.45	23,870.66	378.79
Stall Rental	0.00	420.00	-420.00
Total Income	<u>775,411.65</u>	<u>624,696.03</u>	<u>150,715.62</u>
Gross Profit	775,411.65	624,696.03	150,715.62
Expense			
Advertising & Legal	951.83	3,088.01	-2,136.18
Awards & Premiums	0.00	0.00	0.00
Board Member Expenses	2,216.68	1,464.16	752.52
Computer & Professional Servi...	75,789.82	43,624.85	32,164.97
Data Processing	4,470.64	5,203.99	-733.35
Depreciation Expense	37,840.98	34,239.84	3,601.14
Equipment Rental	13,840.34	7,875.91	5,964.43
Insurance	9,930.13	8,089.36	1,840.77
Maintenance Expenses	74,974.28	47,239.53	27,734.75
Miscellaneous Expense	2,844.28	1,658.24	1,186.04
Office Equipment/ Furnishings	0.00	0.00	0.00
Office Expense	779.72	690.07	89.65
Payroll Expenses	194,002.51	174,195.97	19,806.54
Processing Fees	8,911.97	6,563.88	2,348.09
Travel Expenses	1,307.17	367.17	940.00
Utilities	<u>48,159.07</u>	<u>42,027.43</u>	<u>6,131.64</u>
Total Expense	<u>476,019.42</u>	<u>376,328.41</u>	<u>99,691.01</u>
Net Ordinary Income	299,392.23	248,367.62	51,024.61
Other Income/Expense			
Other Income	<u>38,455.27</u>	<u>45,505.94</u>	<u>-7,050.67</u>
Net Other Income	<u>38,455.27</u>	<u>45,505.94</u>	<u>-7,050.67</u>
Net Income	<u><u>337,847.50</u></u>	<u><u>293,873.56</u></u>	<u><u>43,973.94</u></u>

UTAH STATE FAIR CORPORATION

Budget vs. Actual - Month

May 2025

	May 25	Budget	\$ Over Bu...
Ordinary Income/Expense			
Income			
Event Revenue	725,112.52	595,175.00	129,937.52
Fair Revenue	12,106.77	29,504.00	-17,397.23
Miscellaneous Incomes	13,942.91	15,022.00	-1,079.09
Monthly Rental/ Storage	24,249.45	23,820.00	429.45
Stall Rental	0.00	60.00	-60.00
Total Income	775,411.65	663,581.00	111,830.65
Gross Profit	775,411.65	663,581.00	111,830.65
Expense			
Advertising & Legal	951.83	2,140.00	-1,188.17
Awards & Premiums	0.00		
Board Member Expenses	2,216.68	1,465.00	751.68
Computer & Professional Servi...	75,789.82	69,392.00	6,397.82
Data Processing	4,470.64	5,291.00	-820.36
Depreciation Expense	37,840.98	39,877.00	-2,036.02
Equipment Rental	13,840.34	3,430.00	10,410.34
Insurance	9,930.13	8,121.00	1,809.13
Maintenance Expenses	74,974.28	37,776.00	37,198.28
Miscellaneous Expense	2,844.28	10,497.00	-7,652.72
Office Equipment/ Furnishings	0.00	300.00	-300.00
Office Expense	779.72	1,054.00	-274.28
Payroll Expenses	194,002.51	182,059.00	11,943.51
Processing Fees	8,911.97	6,580.00	2,331.97
Public Relations Expenses	0.00	75.00	-75.00
Travel Expenses	1,307.17	635.00	672.17
Utilities	48,159.07	40,633.00	7,526.07
Total Expense	476,019.42	409,325.00	66,694.42
Net Ordinary Income	299,392.23	254,256.00	45,136.23
Other Income/Expense			
Other Income	38,455.27	40,000.00	-1,544.73
Net Other Income	38,455.27	40,000.00	-1,544.73
Net Income	337,847.50	294,256.00	43,591.50

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison
January through May 2025

	Jan - May 25	Jan - May 24	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	1,182,597.04	1,115,059.71	67,537.33
Fair Revenue	81,641.36	58,797.20	22,844.16
Miscellaneous Incomes	28,112.20	42,115.77	-14,003.57
Monthly Rental/ Storage	122,341.51	120,210.76	2,130.75
Stall Rental	210.00	585.00	-375.00
Total Income	1,414,902.11	1,336,768.44	78,133.67
Gross Profit	1,414,902.11	1,336,768.44	78,133.67
Expense			
Advertising & Legal	11,358.18	16,526.12	-5,167.94
Awards & Premiums	300.00	0.00	300.00
Board Member Expenses	11,454.28	6,085.55	5,368.73
Computer & Professional Servi...	135,399.18	127,337.97	8,061.21
Data Processing	28,665.67	23,036.90	5,628.77
Depreciation Expense	188,123.89	159,667.27	28,456.62
Equipment Rental	23,885.30	20,841.59	3,043.71
Insurance	49,860.65	40,446.80	9,413.85
Maintenance Expenses	139,240.26	123,829.59	15,410.67
Miscellaneous Expense	11,301.46	14,762.42	-3,460.96
Office Equipment/ Furnishings	683.97	3,737.40	-3,053.43
Office Expense	3,847.37	2,894.26	953.11
Payroll Expenses	813,838.76	754,908.35	58,930.41
Processing Fees	21,610.83	17,389.62	4,221.21
Public Relations Expenses	766.19	220.65	545.54
Travel Expenses	3,752.68	1,315.47	2,437.21
Utilities	199,415.14	195,440.32	3,974.82
Total Expense	1,643,503.81	1,508,440.28	135,063.53
Net Ordinary Income	-228,601.70	-171,671.84	-56,929.86
Other Income/Expense			
Other Income	191,089.75	222,507.50	-31,417.75
Net Other Income	191,089.75	222,507.50	-31,417.75
Net Income	-37,511.95	50,835.66	-88,347.61

UTAH STATE FAIR CORPORATION

Budget vs. Actual - YTD

January through May 2025

	Jan - May 25	Budget	\$ Over Bu...
Ordinary Income/Expense			
Income			
Event Revenue	1,182,597.04	1,134,151.00	48,446.04
Fair Revenue	81,641.36	58,796.00	22,845.36
Miscellaneous Incomes	28,112.20	42,003.00	-13,890.80
Monthly Rental/ Storage	122,341.51	120,157.00	2,184.51
Stall Rental	210.00	260.00	-50.00
Total Income	1,414,902.11	1,355,367.00	59,535.11
Gross Profit	1,414,902.11	1,355,367.00	59,535.11
Expense			
Advertising & Legal	11,358.18	30,905.00	-19,546.82
Awards & Premiums	300.00		
Board Member Expenses	11,454.28	6,088.00	5,366.28
Computer & Professional Servi...	135,399.18	143,675.00	-8,275.82
Data Processing	28,665.67	23,188.00	5,477.67
Depreciation Expense	188,123.89	196,385.00	-8,261.11
Equipment Rental	23,885.30	13,928.00	9,957.30
Insurance	49,860.65	40,605.00	9,255.65
Maintenance Expenses	139,240.26	144,689.00	-5,448.74
Miscellaneous Expense	11,301.46	20,718.00	-9,416.54
Office Equipment/ Furnishings	683.97	2,100.00	-1,416.03
Office Expense	3,847.37	3,797.00	50.37
Payroll Expenses	813,838.76	793,002.80	20,835.96
Processing Fees	21,610.83	27,955.00	-6,344.17
Public Relations Expenses	766.19	124.00	642.19
Travel Expenses	3,752.68	4,220.00	-467.32
Utilities	199,415.14	196,292.00	3,123.14
Total Expense	1,643,503.81	1,647,671.80	-4,167.99
Net Ordinary Income	-228,601.70	-292,304.80	63,703.10
Other Income/Expense			
Other Income	191,089.75	200,000.00	-8,910.25
Net Other Income	191,089.75	200,000.00	-8,910.25
Net Income	-37,511.95	-92,304.80	54,792.85

UTAH STATE FAIR CORPORATION
Statement of Financial Position
As of May 31, 2025

	May 31, 25	May 31, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings	10,796,126.29	10,777,702.20	18,424.09
Accounts Receivable	1,045,713.76	530,302.88	515,410.88
Other Current Assets	128,749.66	201,605.11	-72,855.45
Total Current Assets	11,970,589.71	11,509,610.19	460,979.52
Other Assets			
Fixed Assets	4,603,724.73	4,185,347.00	418,377.73
Water Rights	2,400.00	0.00	2,400.00
Total Other Assets	4,606,124.73	4,185,347.00	420,777.73
TOTAL ASSETS	16,576,714.44	15,694,957.19	881,757.25
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	243,013.22	638,030.31	-395,017.09
Credit Cards	10,320.76	273.67	10,047.09
Other Current Liabilities	1,279,875.05	1,237,670.98	42,204.07
Total Current Liabilities	1,533,209.03	1,875,974.96	-342,765.93
Long Term Liabilities	0.00	0.00	0.00
Total Liabilities	1,533,209.03	1,875,974.96	-342,765.93
Equity	15,043,505.41	13,818,982.23	1,224,523.18
TOTAL LIABILITIES & EQUI...	16,576,714.44	15,694,957.19	881,757.25



State Fair Park Authority
Executive Directors Monthly Review
June 26, 2025

Executive Summary

- **Wasatch Front Regional Council Update**

The Steering Committee will meet on June 25 to review the report and make final recommendations prior to approving and making it available for public review and comment.

- **SLC Public Utilities (Water) update**

We began tracking the water used for watering the arena floor, washing the arena, watering the trees using the water truck and plastic drums filled with water to weigh down the tents. The events held at the Fairpark utilized 72,000 gallons of water for agriculture purposes in May. Pursuant to our conversation we submitted our usage that would be otherwise labeled as culinary water to the water department for review and consideration for exemption eliminating wastewater charges and other fees that are being applied to culinary water.

- **LED Sign**

Our informational LED marquee sign on 1000 west North Temple stopped working and is too old to repair. Parts are no longer available. We're currently receiving bids and would like a new sign in place sometime in July allowing us to promote the annual fair and events to the public. The LED sign is our most cost-effective form of advertising.

The new sign will be slightly larger and have the capabilities to display videos, pictures and written fonts. In addition, the new sign will have 5-times the pixel counts as our existing sign, making the images brighter and easier to read.

The new sign will feature internal timers allowing us to reduce the light output in the evenings thereby reducing light pollution at night.

- The cost of the new sign will be somewhere in the neighborhood of 140K. I will send out a follow up email once we have reviewed all the quotes and have reached a final decision.

Board Report
Marketing, Sponsorship, & Entertainment Department
June 2025

- Summer is off to a strong start at the Fairpark, and this season is already shaping up to be one of our best. We kicked things off with the high-energy **Kilby Block Party**, followed by three vibrant **cultural festivals** - The Asian Fest, A massive Jaripeo, and the Scottish Festival, and then jumped right into setting up for the **X Games** — a major win that will bring in new audiences and great national media attention. These events really highlight the diversity and flexibility of the Fairpark, setting the stage for an exciting Fair season ahead. We plan to build on this momentum in our upcoming marketing efforts to keep the energy—and attendance—growing.
- **Arena Updates:**
 - The **“Monsters Are Real” Monster Truck Show** has officially moved from its traditional final Sunday slot to **Friday night, September 12**. This shift was driven by limited concert availability for that night and feedback from guests who have requested to have it on a non-Sunday. We’re optimistic this change will boost attendance and kick off the Fair’s first weekend with a bang. The team will closely monitor how the move impacts turnout and guest response. In the meantime, we’re exploring options to fill the Sunday Arena slot with something that keeps the energy high through the final day.
 - **Concerts Overview:**
 - Ticket sales for our concerts are moving along. **Gabriel ‘Fluffy’ Iglesias** is performing well and is on track to sell out. **Third Eye Blind** is pacing a little behind expectations, so we’ve adjusted our marketing approach to help drive sales—focusing more on targeted digital outreach and leaning into nostalgic messaging. We’re hopeful those changes will create a lift in the weeks to come.
- **Marketing**
 - **Push Coming in July:**

Our big marketing push for the Fair officially begins in **early July**, with a comprehensive campaign that includes **billboards, print ads, TV spots**, and a strong **digital presence**. This next phase is designed to drive ticket sales, boost awareness of Arena events, and increase overall Fair attendance.
- **Sponsorship**

Sponsorship engagement is strong this year, with a number of new and returning partners bringing fresh ideas and fun activations to the Fair:

 - **Got Milk?** – In honor of the 30th anniversary of this iconic campaign, they’ll be onsite with a branded truck, photo opportunities, and themed giveaways. It’s a fun and nostalgic activation that ties in well with our food focus.
 - **Utah Royals Soccer Club** – The Royals will be present throughout the Fair with appearances from players, their mascot, and staff. They’ll also be partnering with us on Special Friends Day, bringing athletes from their Unified Soccer Team to join the experience. After the Fair, they’re planning a “Fair Day” at one of their games to celebrate our staff and highlight Fair competition winners.
 - **GoRVing** – With an RV display during the second weekend, this activation lets guests explore the RV lifestyle in a fun and interactive way.
 - **CSA HVAC** – Launching a “Chill Zone”, CSA will offer guests a comfortable, air-conditioned space to cool off and recharge—helping extend visitor stay time and create a positive brand touchpoint. They will also have a “Fan of the Night” sponsorship at both the Monster Truck show and Demo Derby.



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department 30

June Board Meeting – May Notes

Sales & Event Department 30

Aly Garcia: Events Director | Public Safety and Security

Corey Burns: Sales Manager | Group Sales

Kelli McCaffery: Event Coordinator | Community Outreach | Commercial Vendor Sales

Fred Acebo: Food and Beverage Manager

Nicholas Schwengels: Seasonal Event Lead

May 2025 Events

- Wasatch Reptile Show
- Fuel Fest Promotional Shoot
- Race Day | Bike Race
- Gravit8 Dance Comp
- Oakland Construction Lunch
- Wadsworth Construction Lunch
- Wasatch Community Gardens Spring Sale
- Kilby Block Party
- Hot Tub Show
- Flat Track Motojam

Sales Report – Corey Burns

May event revenue is preliminary at this point in time but the numbers are looking good as we sort through Kilby Block party and continue to settle events. Net Revenue in May '24 was \$456k and as of Thursday June 19th, 2025 we are looking at Net Revenue of \$596k. If this number is correct and we have accurately accounted for all revenue and expenses, it means that while we had a slight budget shortfall due to a tumultuous March and April, we are back to being exactly on track for our budget at \$894k YTD. This is also without an accurate accounting of food revenue from April as we are still trying to sort through a number of missing commission reports. We are hoping to have numbers updated by the board meeting for an even bigger beat on budget. Stay tuned!

Department 30 Report – Aly Garcia

Event Team Staffing: We were able to hire Nicholas Schwengels and welcome him to our Events Team. He started right after Kilby Block Party and is learning quickly. We've been able to have him assist with admin office work such as phone calls, emails, F&B auditing and then on-site event management, giving our team a chance to catch up on our work and get some rest.

Software: EventPro: With some admin assistance we were able to catch up on inputting all of our events into the new Venue I Event management software. Currently though we're still working to provide enough training to be able to use it to build events in their entirety from contracting to settlement. Right now, I'm doing it after the event is over, using our word documents and emails to put it together. With that in mind, now that we have hired the Event Lead we'll be able to catch up enough that I can take some time to train the team in July and really be able to utilize it to its fullest

Eventeny: The Eventeny team sent us an email telling us they were going to change their terms and conditions to make it so they could suspend our profile if we took payments outside of the vendor management program, however we've never been able to agree to the terms and conditions set by stripe (The payment entity for Eventeny). With that we have decided to stop using the program and will finish out the year and switch over to the EventPro Vendor management widget

Budgty: The program has been great in at least seeing how we are doing as a department, however the numbers still come in too late to make any decisions that could impact our end of month numbers.

IAVM: We were able to send Kelli to Year 1 of IAVM school which is such an amazing opportunity I'm glad we can provide. I will let her go into details about her experience below.

Commercial Vendors & Event Coordination Report – Kelli McCaffery

This past week, I was lucky enough to attend IAVM's Venue Management School to further my professional development and education as a venue manager and event coordinator. Over the winter, I applied for several scholarships through our local IAVM Chapter and was awarded the Jody Lake women in venue management scholarship which assisted by covering my registration and tuition costs. With the company covering the rest of the travel and lodging costs I was able to spend the week in palm spring learning from over 20 different venue professionals that are experts in their fields. One of my personal favorite classes was surprisingly finance; the instructor was incredibly engaging and had us complete 3 different settlements from 3 different types of venues to help us understand how an event manager's role within finance can differ from venue to venue. Another class centered on effective communication within a team and how to build trust through vulnerability.

Outside of the classroom there were team building activities, a pancake and study night before the test, and countless opportunities to connect and network with hundreds of fellow venue managers and industry professionals. On the last day of classes I was able to take the year one quiz, which I scored 92% on.

Regarding commercial vendors, we have a finalized map and are currently working on proposing new spaces for first year vendors. We are aiming to have 90% of the spaces filled by the end of June.

Food & Beverage Report – Fred Acebo

Kilby was probably the defining event of May and kicks off the festival season. The weather during Kilby had a direct impact on the event and our concessionaires. The Fairpark has long considered purchasing POS systems for large events, and Kilby was yet another example of the advantages of distributing and monitoring our own devices. We have been exploring options and hope to have a better idea of the pros and cons of some of the most used POS systems by other large event venues.

As the true heat of summer presents itself, we are learning just how much the weather affects beverage sales. Everyone knows heat drives beverage sales up, but current numbers in comparison to Kilby, which was cold and rainy for the most part, are shocking. Looking at one specific drink from one of our brick and mortars, they

sold more over 3 days at an event that peaked at 1k in attendance at any given time, than they did at Kilby over 4 days, whose attendance averaged +10k at any given time!

Public Safety & Security – Aly Garcia

I realize this is the report for May but I believe what happened last weekend at the No Kings protest and the West Fest 2025 needs to be talked about now.

No Kings Protest Shooting: During the event, a Peacekeeper designated by the protest organizer spotted a man with an AR15 and took a shot at him, missing, and hitting an innocent by-stander Afa Ah Loo, killing him. Investigations are still on going so I'm not confident yet in all the details, but these are some take away points we can begin discussing and talking through

1. AR-15's are legal carry and they will have to prove intent to cause harm as justification for taking action. The statement is that if someone comes to the Utah State Fair and can legally carry an AR-15, we can not stop them from bringing it in. The question is what are we going to do if an attendee walks in with an AR-15? Here are some potential scenarios:
 - a. The patron carrying the AR-15 causes alarm simply by carrying this gun. Guests take to social media with concerns and now families won't come because they don't feel safe.
 - b. The patron carrying the AR-15 is seen by another patron who is also legally carrying a handgun. This other patron pulls their gun and shoots them, either killing them or killing an innocent bystander. The patron "thought" they showed intent to harm.
 - c. The patron carrying the AR-15 comes in with intent to cause harm and causes a mass casualty event. The Utah State Fair let him in because we legally had to. They shot 20 people within 15 seconds.

West Fest 2025: A 16-year-old boy is accused of shooting and killing three people including an 8 month old baby. Investigations are still ongoing but what they know is there was an argument, and the people killed were innocent by standers not involved in the altercation.

1. West Fest had no entrance security plan. Guests were able to walk in with-out going through metal detectors (OpenGates, Evolved, PMDS), there was no hand wandling, and there was no bag check plans.
 - a. While the Utah State Fair allows for legal carry on grounds during the event, the 16 year old would not have qualified as legal carry and would have been stopped from walking into the event with the gun.
 - i. The statement is our 2024 Fair, we had implemented the OpenGate system and bag checks and made it clear our intent was not to prevent legal carry, but prevent illegal carry and note anything excessive such as large amounts of ammo or multiple guns so we could alert PD to have a conversation with the Patron. However, there was so much backlash from gun rights activists and legislators that by the last Thursday we were forced to stop use of the OpenGates. They were left standing but whether they went off or not everyone was allowed to walk in. Our hope at that point was at least a visual deterrent to anyone looking to cause harm.

1. The question is how many incidents need to occur before we recognize the obligation we have to the safety of those attending our event.
2. The other question is, if there is an incident during the Utah State Fair, are we prepared to say we did everything we could to try and prevent it.
- ii. Entrance plans are not 100% proof. Two years ago the Texas State Fair had a shooting, the patron passed the gun through the fence, walked through their metal detectors and then went and grabbed their gun which they used later in an altercation.
 1. Something to consider is that our Fair does not have an interior fence and anyone could walk right up to the black fence and grab a friends gun or pick up a gun they set there before coming in.
 - a. What are we willing to do to mitigate this risk?

I realize this is not an easy fix, I myself support the right to legal carry. I also support the right for anyone to attend an event, public or private, and feel safe doing so.

I also realize there is no way to 100% prevent an incident whether it's gun related, bomb, loose animal (happened to a fair last year where Mounted PD lost control of their horse and it bolted into a crowd) car ramming, or a numerous amount of other things that can occur.

I believe that our goal is the safety of everyone and making sure they make it home at the end of the day. I want to know we've done everything in our power to make this happen.

May 2025 Utah State Fair Board Meeting Information
Competitive Arts and Ag Education: Sakura Gallegos

General:

- Completed Fiber Arts and Creative Arts Books
- Working with Ag Ed Committee to bring 3 speaker panel and Breakfast to Farmers and Ranchers in Utah. The breakfast will be on September 11th, 2025 from 7-9am or 7-10am pending sponsorship of the event. Rough Budget for 100 people includes Breakfast, Coffee, Juice, Water, Disposables (plates etc) Parking, Fair Tickets, Texting program to ask questions of the Panel, Budget needed: \$3000-\$5000. I won't have a hard number until we actually start getting pricing.

Competitive Arts:

- Talking with ReqTeq to populate the outdoor kitchen.
- I've added a Sanctioned Kids Pork Chop Cook Off. It is Sanctioned by The Steak Cookoff Association. This is for kids ages 5-13, the winner will receive a free entry into the World Steak Cookoff held in Fort Worth Texas for 2026. This event is sponsored by the SCA and Uncle Jessies BBQ.
- Still working with Marlinda Farms to put together a on site Flower Center Piece Competition. (still working on the Details)
- Trying to work with Bricks for a lego competition.
- If I have time I'd like to put together a kids Zucchini race prior to the pumpkin weigh off. The Giant Pumpkin guys would build the track for us.
-

Fair Displays:

- We need to add more ProPanels to our Buildings, with moving Fiber to Pioneer we need someway to display Quilt Challenge. Also, both Photography and Fine Arts have requested more panels for their departments. I've submitted a quote to Larry
- The Honey display is coming along.
- Looking to Create or Buy Back drops for the departments that can be used as Photo Op Areas.

Fair Bldgs. and Staff:

- Building Layouts Complete
- Thinking of Moving Ag and Hort to Heritage and Zions
- I'm working on Judges for All departments
- Hired a Fiber Arts Supervisor
- Still Receiving Volunteer Forms
- Looking to Hire a new assistant, mine had to quit.
- Waiting on the Contract for the Glass Blowers so we can move forward. I'm also talking to Wasatch Forge to do demos on the other side of Promontory. I've also booked Apple Blossom Way, Chealsea, who will demo painting for a few afternoons the first weekend out in front of the promontory.
- Looking for more Artists of the Day for Promontory

Follow Up Reminders:

- Finish Ag, Hort, Floriculture and Culinary.
- Once the main Fairbook is done and published I'll add a few specialty competitions into each department.
- Still Looking for demonstrators for Zions and Promontory
- Looking for potential sponsors for departments and on site competitions.
- Make and takes in Creative Arts:
 - Origami Lady
 - Paper Dolls (Maybe)
 - Pinwheels
 - Ceramic or MDF Pumpkin Ornaments

Board Report
Department 80/90
June 2025

Rodeo:

- Finalizing partnerships and assets while continuing to bring in more interest and develop new partnership ideas.
- Putting together production information for video screens.
- Finalizing production information for scripts.
- Will be working on hosting more frequent committee meetings to ensure training and education leading up to our rodeo.

Livestock

- Finalizing and updating entry information.
- Adjusting schedule to fit fair/arena/ground occupancy needs
- All entries will open August 1. Market entries will close August 14 at 11:59 PM with no exceptions. Open/Breeding show entries will close August 29th.
- Waiting for award orders to start arriving to ensure everything is as ordered.
- Working with the committee to increase interest in the Livestock Auction and foster relationships with past buyers.

Facilities and Operations Report

JUNE 2025

DFCM Projects/Status

1. UPDATE: Zion appliances and kitchen upgrade project complete.
2. UPDATE: Pioneer and gazebo brick repair project complete.
3. UPDATE: Pioneer HVAC project is complete.
4. The admin lighting project is complete minus the motion sensors and lot A pole lights are in progress.
5. New holding pen light poles at arena is currently underway.

Fairpark Projects/Status

1. Yellow slide fence and exterior cleanup are under way.
2. Facilities management has chosen UPKEEP CMMS (computerized maintenance management system) is now live and app training will be scheduled following X-Games.
3. Bids are all in for shade screen replacement at the arena and we are sorting through those and looking at 1 other option.
4. The water pump at the skatepark went out and we replaced it.

Operations Update

The Operations team remains busy with weekly events and preparing for X-GAMES. Operations have been working on irrigation repairs. We have also been working to maintain the weeds and tree trimming. Replacing broken cup holders at the arena. Also, we are keeping the mall lawn areas alive with the water truck since turning the irrigation off to each of them. Graffiti cleanup is constant. Regular trash cleanup around perimeter remains ongoing.