



BOARD OF DIRECTORS MEETING

JULY 17TH 2025



State Fair Park Authority

July 17, 2025

Board of Directors Meeting

Agenda

9:00am Roll Call

9:05am Approve June 26, 2025 Board meeting minutes

9:10am: June Finance review

- Allan Kitterman

9:30am 2025 Audit Progress Report

- Allan Kitterman

9:45am Utah Days of 47 Contract Update

- Larry Mullenax
- Tickets for R&R

10:00am Discussion Item; Added Money for top three of each species & Showmanship. Along with sending the top three of each species to one packer

- Jim Webb

10:20am Take Action/Vote

1. Added money for top three finishers "Market Show"
2. Added money for showmanship
3. Added money for top three finishers in the open show
4. Send top 12 finishers (top 3 of each species) to one packer

10:30am Committee "FAIR" reports

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

11:30am Meeting Adjourned

Utah State Fairpark Authority Board Meeting
June 26, 2025

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

Dave called the meeting to order a roll call as stated above June 26, 2025, 9:02

May 15 Minute Approval:

Jim Webb made a motion to approve the above-mentioned minutes, Lillian seconded. All in favor seeing none opposed the above-mentioned minutes pass as presented.

LHM/UFAIR MOU update

Met with LHM on three different occasions and we have fine-tuned the area that is up for discussion. It's approximately 23 acres. LHM has been very forthcoming with all their information and analysis. They've shared all their development for Pro Formas. Rates of return have been discussed. We have a good framework of how we can move forward. There are still some outstanding items that will take a little bit of arm wrestling and negotiation. Those 3 territories would be basically inadequate or appropriate rate of return on the land. Parking is still an outstanding topic. And lastly, the timing of when lease payments would start and how that would be phased in. A bit of a curve is they would like 2 scenarios, one if they have a MLB team and two if they don't have a MLB team.

May Finance Review

May was a very good month. Revenue was up over last year. We were up on our budget. There was the Kilby Block Party that led the way in terms of revenue growth. Expenses were up but we expect that with the way the economy is right now. Some of the expenses were a pass-through expense that were brought on by the Kilby event and were billed to the event. Ordinary income was up over last year and last year was a very strong year. We are doing very well year to date. Expenses were down over budget, which means our staff have done a good job at anticipating the expenditure. Cash is up over last year. We have been pushing to get all the vendors committed ahead of what we usually have done in the past. Most other Fair are flat or up a little bit over last year. We need to make sure our venue is safe after the shooting last week people want to feel safe when going to a venue. It is important that we can program during the shoulder months and have an infrastructure that would support that. Larry mentioned that if the arena had a roof and was heated it would be a game changer for our venue. May was the highest grossing month in the history for the corporation. This is the second-best financial year on record for the corporation.

2025 Audit Update

We are probably about 70% through all the data and we are supposed to have in their possession by next Wednesday and we are on schedule to do that. They will be on site the week after July 4th. Most of the work will be done remotely.

The Board thanked Larry and the staff for their efforts in May. It was a busy month, and we appreciate all the staff for their efforts.

Utah Days of '47 Contract Update

Larry met with Dan Shaw. They want to extend the event to another weekend which takes another week out of inventory. And it was explained that there needs to be some form of compensation for that. It wasn't seen that way, so we are still going back a fourth. We are not asking for an increase in the rental payment but just to pay for the days you want to extend the event. So, they would not be paying more only because they are using the facility more. Another thing that has been discussed is that they cover a portion of the utilities while they are here. The feeling is they built the arena, and it wouldn't be here without them. Their initial

proposal was \$100k for 50 years. I explained to them that I couldn't enter into an agreement or recommend that the corporation enter an agreement with good conscience when I would be saddling someone's grandchildren with this lease. We are hopeful that we can wrap this up on Monday or Tuesday of next week. The Board supports the position that Larry is taking in the contract discussions.

Committee Fair Reports

Legislative: Steve Lund- no updates

Education: Steve Lund – We are planning on about a 100 people for breakfast cost @ \$15 per plate Steve has a group that is willing to fund the breakfast. 2nd Thursday during the Fair. Time to be confirmed. Panel discussion

Fair: Lillian Bayles – The monster truck has officially been moved to the Friday which leaves the last Sunday open as of right now. Fluffy is doing well. New sponsorships Got Milk, Utah Royal Soccer is going to help with our Special Friends Day. The Fair is very import to me, and we need to make sure that we keep our venue safe. We need to support Larry in his efforts to keep the venue safe. It was decided that Larry has been asked to develop a plan of exactly what we're going to do to get it okayed by the AG as being within the confines of the parameters of the law. And then the Board can vote to support it. Then we have a document in place so we're not relying on informal conversations. If people start having questions, we have an efficient, streamlined and documented plan. Larry will work on that for the next Board meeting.

Rodeo: Wade Garrett- no updates

Livestock: Jim Webb – working on buyers, working on animal numbers for the future,

Events & Security – With future development with the possibility of a hotel or high-rise parking presents an additional security risk. We're trying to pay attention and anticipate those kinds of things and to try to figure out how to deal with them in advance.

There will be some training in conflicts of interest maybe in July or August as we continue on the path with the new development etc.

X-Games Site Tour

Lets keep in mind the purpose of this tour. Could we hold this event or other like Kilby with the proposed LHM/UFAIR development

Meeting Adjourned:

Ted Lewis made a motion to adjourn the meeting Darrell Hunting2nd all approved meeting adjourned. 10:09AM

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED JUNE 30, 2025**

SUMMARY:

Monster month.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are up \$321k to last year and up \$293k against the budget. X Games a Jaripeo and the Scottish Festival contributed.

Expenses: Our expenses are up \$141k to last year but down \$8k to budget. A bunch of these expenses were passed on to the events.

Ordinary income is up \$181k on last year and up \$301k on budget.

Other Income is down \$7k on last year. Interest income was \$37k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are up \$401k to last year and up \$354k against the budget.

Expenses: Our expenses are up \$275k to last year and down \$12k to budget.

Ordinary income is up \$126k on last year and up \$366k on budget.

Other Income is down \$38k on last year.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash in bank is up on last year, \$380k. Accounts Recievable is up \$424k on last year while Accounts Payable is down \$430k compared to last year. We are also overpaid on the arena upgrades by \$450k. This puts are cash position up on last year by \$1.68 mil. The change in our financial position is up on last year \$937k. 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

07/15/25

June 2025

Accrual Basis

	Jun 25	Jan - Jun 25
Ordinary Income/Expense		
Income		
Event Revenue	920,706.17	2,104,511.83
Fair Revenue	30,985.25	112,626.61
Miscellaneous Incomes	39,738.56	67,850.76
Monthly Rental/ Storage	18,892.31	141,233.82
Stall Rental	0.00	210.00
Total Income	1,010,322.29	2,426,433.02
Gross Profit	1,010,322.29	2,426,433.02
Expense		
Advertising & Legal	2,199.50	13,557.68
Awards & Premiums	0.00	300.00
Board Member Expenses	1,503.10	12,957.38
Computer & Professional Service	168,281.84	303,356.02
Data Processing	7,643.56	36,287.59
Depreciation Expense	38,155.06	226,278.95
Equipment Rental	20,483.06	44,368.36
Insurance	8,898.06	58,758.71
Maintenance Expenses	72,337.77	211,578.03
Miscellaneous Expense	6,763.49	18,064.95
Office Equipment/ Furnishings	0.00	683.97
Office Expense	269.04	4,116.41
Payroll Expenses	201,973.72	1,015,812.48
Processing Fees	10,423.09	32,033.92
Public Relations Expenses	0.00	766.19
Travel Expenses	634.88	4,387.56
Utilities	61,015.13	260,430.27
Total Expense	600,581.30	2,243,738.47
Net Ordinary Income	409,740.99	182,694.55
Other Income/Expense		
Other Income	37,418.48	228,508.23
Net Other Income	37,418.48	228,508.23
Net Income	447,159.47	411,202.78

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

	Jun 25	Jun 24	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	920,706.17	610,734.13	309,972.04
Fair Revenue	30,985.25	40,128.66	-9,143.41
Miscellaneous Incomes	39,738.56	16,253.97	23,484.59
Monthly Rental/ Storage	18,892.31	18,724.23	168.08
Stall Rental	0.00	3,010.00	-3,010.00
Total Income	1,010,322.29	688,850.99	321,471.30
Gross Profit	1,010,322.29	688,850.99	321,471.30
Expense			
Advertising & Legal	2,199.50	1,359.27	840.23
Board Member Expenses	1,503.10	1,389.39	113.71
Computer & Professional Service	168,281.84	117,331.20	50,950.64
Data Processing	7,643.56	4,139.97	3,503.59
Depreciation Expense	38,155.06	34,720.83	3,434.23
Equipment Rental	20,483.06	27,778.79	-7,295.73
Insurance	8,898.06	7,371.36	1,526.70
Maintenance Expenses	72,337.77	24,344.84	47,992.93
Miscellaneous Expense	6,763.49	1,802.03	4,961.46
Office Equipment/ Furnishings	0.00	5.96	-5.96
Office Expense	269.04	3,366.18	-3,097.14
Payroll Expenses	201,973.72	172,983.25	28,990.47
Processing Fees	10,423.09	13,181.03	-2,757.94
Public Relations Expenses	0.00	49.38	-49.38
Travel Expenses	634.88	2,035.70	-1,400.82
Utilities	61,015.13	48,160.15	12,854.98
Total Expense	600,581.30	460,019.33	140,561.97
Net Ordinary Income	409,740.99	228,831.66	180,909.33
Other Income/Expense			
Other Income	37,418.48	44,095.03	-6,676.55
Net Other Income	37,418.48	44,095.03	-6,676.55
Net Income	447,159.47	272,926.69	174,232.78

UTAH STATE FAIR CORPORATION
Budget vs. Actual - Month
June 2025

	Jun 25	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Event Revenue	920,706.17	642,178.00	278,528.17
Fair Revenue	30,985.25	40,129.00	-9,143.75
Miscellaneous Incomes	39,738.56	16,255.00	23,483.56
Monthly Rental/ Storage	18,892.31	18,724.00	168.31
Stall Rental	0.00	130.00	-130.00
Total Income	1,010,322.29	717,416.00	292,906.29
Gross Profit	1,010,322.29	717,416.00	292,906.29
Expense			
Advertising & Legal	2,199.50	1,294.00	905.50
Board Member Expenses	1,503.10	1,356.00	147.10
Computer & Professional Service	168,281.84	254,543.00	-86,261.16
Data Processing	7,643.56	5,005.00	2,638.56
Depreciation Expense	38,155.06	40,877.00	-2,721.94
Equipment Rental	20,483.06	5,230.00	15,253.06
Insurance	8,898.06	7,371.00	1,527.06
Maintenance Expenses	72,337.77	42,048.00	30,289.77
Miscellaneous Expense	6,763.49	6,491.00	272.49
Office Equipment/ Furnishings	0.00	450.00	-450.00
Office Expense	269.04	3,537.00	-3,267.96
Payroll Expenses	201,973.72	175,124.00	26,849.72
Processing Fees	10,423.09	11,577.00	-1,153.91
Public Relations Expenses	0.00	0.00	0.00
Travel Expenses	634.88	2,573.00	-1,938.12
Utilities	61,015.13	50,983.00	10,032.13
Total Expense	600,581.30	608,459.00	-7,877.70
Net Ordinary Income	409,740.99	108,957.00	300,783.99
Other Income/Expense			
Other Income	37,418.48	40,000.00	-2,581.52
Net Other Income	37,418.48	40,000.00	-2,581.52
Net Income	447,159.47	148,957.00	298,202.47

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

	Jan - Jun 25	Jan - Jun 24	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	2,104,511.83	1,725,793.84	378,717.99
Fair Revenue	112,626.61	98,925.86	13,700.75
Miscellaneous Incomes	67,850.76	58,369.74	9,481.02
Monthly Rental/ Storage	141,233.82	138,934.99	2,298.83
Stall Rental	210.00	3,595.00	-3,385.00
Total Income	2,426,433.02	2,025,619.43	400,813.59
Gross Profit	2,426,433.02	2,025,619.43	400,813.59
Expense			
Advertising & Legal	13,557.68	17,885.39	-4,327.71
Awards & Premiums	300.00	0.00	300.00
Board Member Expenses	12,957.38	7,474.94	5,482.44
Computer & Professional Service	303,356.02	244,669.17	58,686.85
Data Processing	36,287.59	27,176.87	9,110.72
Depreciation Expense	226,278.95	194,388.10	31,890.85
Equipment Rental	44,368.36	48,620.38	-4,252.02
Insurance	58,758.71	47,818.16	10,940.55
Maintenance Expenses	211,578.03	148,174.43	63,403.60
Miscellaneous Expense	18,064.95	16,564.45	1,500.50
Office Equipment/ Furnishings	683.97	3,743.36	-3,059.39
Office Expense	4,116.41	6,260.44	-2,144.03
Payroll Expenses	1,015,812.48	927,891.60	87,920.88
Processing Fees	32,033.92	30,570.65	1,463.27
Public Relations Expenses	766.19	270.03	496.16
Travel Expenses	4,387.56	3,351.17	1,036.39
Utilities	260,430.27	243,600.47	16,829.80
Total Expense	2,243,738.47	1,968,459.61	275,278.86
Net Ordinary Income	182,694.55	57,159.82	125,534.73
Other Income/Expense			
Other Income	228,508.23	266,602.53	-38,094.30
Net Other Income	228,508.23	266,602.53	-38,094.30
Net Income	411,202.78	323,762.35	87,440.43

UTAH STATE FAIR CORPORATION

Budget vs. Actual - YTD

January through June 2025

	Jan - Jun 25	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Event Revenue	2,104,511.83	1,776,329.00	328,182.83
Fair Revenue	112,626.61	98,925.00	13,701.61
Miscellaneous Incomes	67,850.76	58,258.00	9,592.76
Monthly Rental/ Storage	141,233.82	138,881.00	2,352.82
Stall Rental	210.00	390.00	-180.00
Total Income	2,426,433.02	2,072,783.00	353,650.02
Gross Profit	2,426,433.02	2,072,783.00	353,650.02
Expense			
Advertising & Legal	13,557.68	32,199.00	-18,641.32
Awards & Premiums	300.00		
Board Member Expenses	12,957.38	7,444.00	5,513.38
Computer & Professional Service	303,356.02	398,218.00	-94,861.98
Data Processing	36,287.59	28,193.00	8,094.59
Depreciation Expense	226,278.95	237,262.00	-10,983.05
Equipment Rental	44,368.36	19,158.00	25,210.36
Insurance	58,758.71	47,976.00	10,782.71
Maintenance Expenses	211,578.03	186,737.00	24,841.03
Miscellaneous Expense	18,064.95	27,209.00	-9,144.05
Office Equipment/ Furnishings	683.97	2,550.00	-1,866.03
Office Expense	4,116.41	7,334.00	-3,217.59
Payroll Expenses	1,015,812.48	968,126.80	47,685.68
Processing Fees	32,033.92	39,532.00	-7,498.08
Public Relations Expenses	766.19	124.00	642.19
Travel Expenses	4,387.56	6,793.00	-2,405.44
Utilities	260,430.27	247,275.00	13,155.27
Total Expense	2,243,738.47	2,256,130.80	-12,392.33
Net Ordinary Income	182,694.55	-183,347.80	366,042.35
Other Income/Expense			
Other Income	228,508.23	240,000.00	-11,491.77
Net Other Income	228,508.23	240,000.00	-11,491.77
Net Income	411,202.78	56,652.20	354,550.58

UTAH STATE FAIR CORPORATION
Statement of Financial Position
As of June 30, 2025

	Jun 30, 25	Jun 30, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings	10,967,377.69	10,587,799.73	379,577.96
Accounts Receivable	1,426,699.57	1,002,066.56	424,633.01
Other Current Assets	164,605.31	162,671.32	1,933.99
Total Current Assets	12,558,682.57	11,752,537.61	806,144.96
Other Assets			
Fixed Assets	4,565,883.07	4,437,643.59	128,239.48
Water Rights	2,400.00	0.00	2,400.00
Total Other Assets	4,568,283.07	4,437,643.59	130,639.48
TOTAL ASSETS	17,126,965.64	16,190,181.20	936,784.44
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	315,379.96	745,040.71	-429,660.75
Credit Cards	12,430.97	3,285.65	9,145.32
Other Current Liabilities	1,306,621.17	1,349,945.92	-43,324.75
Total Current Liabilities	1,634,432.10	2,098,272.28	-463,840.18
Long Term Liabilities	0.00	0.00	0.00
Total Liabilities	1,634,432.10	2,098,272.28	-463,840.18
Equity	15,492,533.54	14,091,908.92	1,400,624.62
TOTAL LIABILITIES & EQUITY	17,126,965.64	16,190,181.20	936,784.44



State Fair Park Authority
Executive Directors Monthly Review
July 17, 2025

Executive Summary

- **X-Games**

The X-Games was a big success, roughly 40K attended the event in person, the championship round on Sunday was broadcast live on ESPN and NBC.

Our early estimates suggest that the economic impact on Utah and Salt Lake City was 30 to 50 million dollars.

Discussions are underway to bring the games back to the Fairpark in 2026. Hopefully, funding from The Utah Sports Commission will be provided which I believe will be the tipping point in the decision to return.

The X-games team successfully returned the facility back to like condition before departing. That not to say that we don't have work to do, we need to increase our watering frequency and duration to restore the lawn to healthy condition before the Days of 47 rodeo. Note* this cost is being passed along to the X-Games. Considering the amount of abuse that we subjected the lawn to we're quite surprised how well it looks.

- **LED Sign**

Working closely with our partners at DFCM we installed the first of two new LED boards on our marquee sign this past Monday. Like the old sign the boards are installed back-to-back (sandwich) making the message center visible to both east and west traffic. The new sign designs require the west facing board be installed at a 33-degree angle making it more visible to traffic. The design change requires a 3rd column to be installed to support the cantilever design. The second board will be installed immediately after the Rodeo.

The message center is cloud based allowing our team to efficiently edit and upload new

messages.

The message centers will allow us to promote our events helping to drive ticket sales. Additionally, the quality of the images will allow us to sell “Ad space” thereby creating a new revenue stream for the fairpark.

- **Red West Festival**

Ticket sales for the event exceeded 31,000 sold making it the largest festival we have ever hosted.

We successfully negotiated and added milestones to the current contract that legally binds the festival to Fairpark. Cliff notes version: all future Red West Festivals shall be held at the Fairpark.

Our goal is to have the 2026 contract fully executed before October 1, 2025.

Board Report
Marketing, Sponsorship, & Entertainment Department
July 2025

Marketing

We've seen a strong uptick in media interest this year, reflecting growing public curiosity and enthusiasm for both the Utah State Fair and the Fairpark as a whole. Several notable outlets have recently reached out or committed to coverage:

- **SLUG Magazine** will feature an article about the Fair in their upcoming issue, which will help us reach a younger, arts- and culture-focused audience that aligns well with our efforts to broaden the Fair's appeal.
- **Utah Farm Bureau's *Farm to Fork Magazine*** will include a dedicated story in their next issue, showcasing the agricultural heritage and culinary expansion of the Fair — a perfect fit for their food-conscious, family-oriented readership.
- **KUTV** has expressed interest in producing a feature on the *history of the Fair*, which would highlight its longstanding role in Utah's culture and community. This story has strong potential to resonate across generations and reinforce the Fair's legacy.

We're encouraged by this level of organic interest and are working to support these opportunities with visuals, historical information, and timely interviews. Media attention not only raises awareness and drives attendance, but it also helps elevate the visibility of the Fairpark year-round — especially as we work to position it as a key event destination in the state. We hope to continue building on this momentum throughout the summer and leading into Fair.

- **Ticket sales for all arena events** — including concerts, rodeos, the demolition derby, and the monster truck show — are currently tracking on pace with previous years, which puts us in a strong position for this stage in the sales cycle.

We're continuing to ramp up our marketing efforts for each event with tailored campaigns designed to reach the right audiences. This includes a mix of digital ads, social media content, influencer partnerships, radio promotions, and media coverage to help boost visibility and anticipation. Each event night offers a unique experience, and we're working hard to ensure they all receive the attention and turnout they deserve.

As we move closer to Fair week, we'll continue monitoring trends and adjusting strategies to help drive last-minute ticket sales and deliver a high-energy, well-attended arena lineup.

SPONSORSHIPS

Current sponsor engagement remains strong, and we're working closely with several organizations to finalize activation details, brand placements, and on-site integrations.

As we move into the final stretch before the Fair, our focus is on delivering value to our sponsors through visibility, engagement, and alignment with key events and experiences.

We're also laying groundwork for future sponsorship growth by identifying new categories and touchpoints for 2026 and beyond.

We're optimistic about the continued momentum and grateful for the support of our sponsor community.



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department 30

July Board Report | June 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

June 2025 Events

- WWSRA
- Utah Asian Festival
- Jaripeo
- Garden Family Circus
- Bike Race
- Utah Sports Car Club
- Utah Scottish Festival
- XGAMES 2025

Sales Report – Corey Burns

June event revenue has not been finalized but if revenue doesn't fluctuate negatively, we are looking forward to a very strong month.

When compared to 2024 revenue, it sheds some light on how hard the events team has been working. We will exceed our budget projection YTD. X Games will be the largest contributor of revenue to the month and rebooking them for next year will be top priority the coming weeks. On future outlook, I have been booking events for 2026 winter and spring so we are already doing well to fill up the calendar.

Department 30 Report – Aly Garcia

The team has really been hitting their stride and the month of June was a great month with different types of events to learn from and create better processes as we move forward. With the Fair around the corner the team is ramping up their time spent catching up on Fair items, closing out June, and planning for the events occurring in July and August.

Commercial Vendors & Event Coordination Report – Kelli McCaffery

As mentioned in my last report, the first week of June I attended IAVM's Venue Management School. Since then, I've kept in touch with several of my classmates and have greatly appreciated having those resources and being able to brainstorm or compare problem solving techniques with them.

While my colleagues have also mentioned, I would like to reiterate that June was a busy but successful month event-wise. Asian festival is consistently growing year after year, and their volunteer staff has consistently been one of the best teams to work with. X Games had a smaller attendance than initially anticipated, but we hope their interest in returning reflects how they aim to increase the event's experience and partnership with the Fairpark.

In the month of June, I also successfully achieved my goal of having over 90% of the commercial vendor spaces proposed to vendors. Now the challenge is collecting final payment from those who have submitted their deposits. Because of that my focus in July will be contacting current vendors to finalize their booth space.

Food & Beverage Report – Fred Acebo

June was a packed month! Our larger events (Utah Asian Festival, Jaripeo, Scottish Festival & XGames) had considerable differences in the type of food we offered. In that sense, it was quite nice to showcase the diversity in our food vendors and our ability to meet the needs of our clients.

XGames proved to be challenging due to their programming and sponsorship. Sonic was their premier sponsor, and they were giving out unlimited flavor lemonade and tater tots. These freebies grossly affected food and beverage sales.

Public Safety & Security – Aly Garcia

June events saw a bit of an uptick with different Public Safety needs and requests with everyone recognizing the world we live in and our obligation to do our best to host safe events.

XGAMES is a great benchmark for safety expectations during load in, show days, and then post event. They employed the use of canines for bombs and gun residue in cars and on the event grounds, Ciega open gate metal detectors with bag searches, along with PD, Security and Gold Cross/ EMS teams. Everyone, including staff and working partners, were screened along with the general public.

During the month of May we were able to schedule a tabletop with different departments such as 911, fire, Emergency Management, PD and different representatives from XGAMES and myself as the Venue Rep. The tabletop allowed us to walk thru different potential scenarios and discuss how we would respond in our departments to each one.

During their load in and load out everyone was required to wear hi viz vests with all the heavy machinery running around. Sometimes I think we get comfortable in our venue and environment that taking these little extra steps to be safe goes a long way.

For public guests entering the venue, they built concrete K rail barriers along the walking areas and created a bull pen at their main entrance to help protect people from potential car ramming.

At their entrance they employed a sound system that had a looped recording with their entrance rules and regulations as they were standing in line to get in. I thought it sounded very professional and fun while expressing clear rules

It was great to work with their team for some fresh ideas and see how different security measures worked for them at our Venue

Something we are also working on this year is a better credentialing system for the Fair in regard to who gets access where and at what times so we have a better understanding with vehicles and people who is in our facility.

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

General:

- All Books online
- Online registration will open July 14th, 2025
- Still waiting on info. 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.
- Still working with Marlinda Farms to put together a on site Flower Center Piece Competition. (still working on the Details)
- Working on hiring judges, staff
- Working on demonstrators for Culinary, Fiber, Fine Arts and Floriculture

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. I'll finish it after Days of 47
- 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(still working on this)
- 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:

- 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 (booked)
 - Paper Dolls still talking
 - Pinwheels (ordered)
 - Ceramic or MDF Pumpkin Ornaments (I need to find someone to run it)

Board Report
Department 80/90
July 2025

Rodeo:

- Foster Kids Day Out – August 9th
- July rodeo advertising – Tooele Bit N Spur, Western Stampede, Ute Stampede
- August Rodeo advertising – Summit Co Fair, Weber Co Fair, Cache Co Fair

Livestock

- Auction Match proposal – Goal: to increase support and recognition for Jr Livestock Show and Sale. Aligning with our mission to support Agriculture within the State.
 - Top 3 animals in each species (12)
 - EX. Based on 2024 sale:
 - Champion Steer \$15,000.00 USF match at 50% = \$7,500.00
 - Reserve Steer \$10,000.00 USF match at 50% = \$5,000.00
 - Champion Lamb \$5,000.00 USF match at 50% = \$2,500.00
 - Reserve Lamb \$3,500.00 USF match at 50% = \$1,750.00
 - Champion Goat \$5,000.00 USF match at 50% = \$2,500.00
 - Reserve Goat \$3,500 USF match at 50% = \$1,750.00
 - Champion Hog \$5,000.00 USF match at 50% = \$2,500.00
 - Reserve Hog \$3,500 USF match at 50% = \$1,750.00
 - Total: **\$25,250.00**
 - If animals go for **\$10,000.00** match at 50% = **\$5,000.00 * 12 = \$60,000**
 - **\$15,000** match at 50% = **\$7,500.00 * 12 = \$90,000.00**
 - **\$20,000** sale USF match at 50% = **\$10,000 * 12 = \$120,000.00**
 - Do we put a cap on the amount we'll match? If so, what is that number?
 - Drug test top 3 instead of Grand/reserve?
 - Send all Grand, Res, 3rd place market animals to the same packer, delivered by appointed representative of the Utah State Fair.
 - Gary's Meats in Payson is the proposed packer that can process all 4 species.
 - All grand/reserve animals were donated to Miracle of Ag in 2024. IF a buyer wants to purchase the animal to consume themselves and would like a different packer, there must be written Fair approval following the sale.

Facilities and Operations Report

JULY 2025

DFCM Projects/Status

1. New holding pen light poles at arena is complete.
2. Marquee sign currently in progress. Will be meeting with DFCM on July 30th to discuss FY 2027 projects.
3. All FY 2026 projects are in the early stages.

Fairpark Projects/Status

1. Currently getting prices to replace banner lights at arena.
2. Operations have been diligent in getting the Mall grass areas back to green again after no irrigation watering for 3 weeks.
3. Operations has been cleaning up facility after X-GAMES and preparing for Bubble run and Jari Peo before Days of 47 Load in.

Operations Update

The Operations team remains busy with weekly events and preparing for Days of 47. Operations have been working on irrigation repairs. We have also been working to maintain the weeds and tree trimming around the facility. Regular trash cleanup around perimeter remains ongoing.

Department	Division	Award	Payout			Department	Division	Award	Payout	
Open Beef	Simmental	Champion Female	100			JR beef		Supreme Female	300	
Open Beef	Simmental	Reserve Champion Female	50					Reserve Supreme Female	150	
Open Beef	Angus	Champion Female	100			Jr Dairy Cattle		Supreme Female	300	
Open Beef	Angus	Reserve Champion Female	50					Reserve Supreme Female	150	
Open Beef	AOB	Champion Female	100			Jr Dairy Goats		Supreme Female	300	
Open Beef	AOB	Reserve Champion Female	50					Reserve Supreme Female	150	
Open Beef	Getbvieh	Champion Female	100			Jr Sheep		Supreme Female	300	
Open Beef	Getbvieh	Reserve Champion Female	50					Reserve Supreme Female	150	
Open Beef	Mini Hereford	Champion Female	100			Showmans beef	Grand		100	
Open Beef	Mini Hereford	Reserve Champion Female	50			beef	Reserve		50	
Open Beef	Dexter	Champion Female	100			beef	Grand		100	
Open Beef	Dexter	Reserve Champion Female	50			beef	Reserve		50	
Open Beef	Standard breed	Supreme Female	300			beef	Grand		100	
Open Beef	Standard breed	Reserve Supreme	150			beef	Reserve		50	
Open Beef	Small Breeds	Supreme Female	300			sheep	Grand		100	
Open Beef	Small Breeds	Reserve Supreme	150			sheep	Reserve		50	
	Standard breed	supreme bull	100			sheep	Grand		100	
		Reserve bull	50			sheep	Reserve		50	
		Supreme Bull	100			sheep	Grand		100	
		Reserve Bull	50			sheep	Reserve		50	
			2100			goats	Grand		100	
						goats	Reserve		50	
Open Dairy	Holstein	Champion Female	100			goats	Grand		100	
	Holstein	Reserve Champion Female	50			goats	Reserve		50	
	Jersey	Champion Female	100			goats	Grand		100	
	Jersey	Reserve Champion Female	50			goats	Reserve		50	
	AOB	Champion Female	100			DC	Grand		100	
	AOB	Reserve Champion Female	50			DC	Reserve		50	
		Supreme Female	300			DC	Grand		100	
		Reserve Supreme	150			DC	Reserve		50	
			900			DC	Grand		100	
						DC	Reserve		50	
Open Dairy Goats	Alpine	Champion Female	100			hogs	Grand		100	
		Reserve Champion Female	50			hogs	Reserve		50	
	Lamancha	Champion Female	100			hogs	Grand		100	
		Reserve Champion Female	50			hogs	Reserve		50	
	NG	Champion Female	100			hogs	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	OB	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	AOP	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	RG	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
		Supreme Female	300			mkt	Reserve		50	
		Reserve Supreme	150			mkt	Grand		100	
			1350			mkt	Reserve		50	
						mkt	Grand		100	
Open Sheep	AOB Meat	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	AOB Wool	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	Columbia	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	Corridale	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	Dorset	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	Hamp	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50			mkt	Grand		100	
	Rambouillet	Champion Female	100			mkt	Reserve		50	
		Reserve Champion Female	50						5850	
	Suffolk	Champion Female	100			Open Boer	PB Doe	Champion	100	
		Reserve Champion Female	50						50	
		Supreme Female	200	buckle			% Doe	Champion	100	
		Reserve	100						50	
		Supreme Ram	200	buckle			PB Buck	Champion	100	
		Reserve	100						50	
			1800					Supreme F	200	
								Reserve Su	100	
								Supreme B	200	
								Reserve Su	100	
Birds	Pigeon	best Bird	50							
		Reserve	5							1050
	Poultry	best Bird	50							
		Reserve	25			Open Hogs	Crossbred	Champion	100	
			130					Reserve Gil	50	
							AOB	Champion	100	
								Reserve Gil	50	
								Supreme G	200	
									100	
								Supreme B	200	
									100	
									900	
				Total cost	14080					

Auction 50% Match Proposal			
Champion Steer \$15,000.00	USF match at 50% = \$7,500.00		
Reserve Steer \$10,000.00	USF match at 50% = \$5,000.00		
3rd overall steer \$5,000	USF match at 50% = \$2,500		
Champion Lamb \$5,000.00	USF match at 50% = \$2,500.00		
Reserve Lamb \$3,500.00	USF match at 50% = \$1,750.00		
3rd overall lamb \$700	USF match at 50% = \$350.00		
Champion Goat \$5,000.00	USF match at 50% = \$2,500.00		
Reserve Goat \$3,500	USF match at 50% = \$1,750.00		
3rd overall goat \$650	USF match at 50% = \$325		
Champion Hog \$5,000.00	USF match at 50% = \$2,500.00		
Reserve Hog \$3,500	USF match at 50% = \$1,750.00		
3rd overall Hog \$1000	USF match at 50% = \$500		
Total: \$28,925			
If animals go for \$10,000.00 match at 50% = \$5,000.00 * 12 = \$60,000			
\$15,000 match at 50% = \$7,500.00 * 12 = \$90,000.00			
\$20,000 sale USF match at 50% = \$10,000 * 12 = \$120,000.00			