

Utah State Fairpark Authority Board Meeting  
Sept 14, 2025

Teams

	<u>In Person</u>	<u>Staff</u>	<u>Absent</u>
	Lillian Bayles	Larry Mullenax	Kip Paul
	Dave Lewis	Becky Knight	Kelly Pehrson (Dept of AG)
	Wade Garrett	Allan Kitterman	Darrell Hunting (DFCM)
	Jennifer Seelig		Senator Sandall
	Ted Lewis		
	Jim Webb		
	Paul Morris		
	Steve Lund		
			<u>Excused</u>

Meeting was called to order roll call was taken as stated above. September 14, 2025, 2:30pm

Attendance we are roughly up 2% for the first 10 days. Considering we have had a couple of fantastic past years that is good news. Carnival is up 24% that is strong. We have had a record day for the carnival 7 out of the 10 days. The new layout has helped with traffic flow. The yellow slide is incredible we have doubled the revenue on the yellow slide by including it in the wristband. Our take on it is up 325%. We will be able to pay for the slide in a couple of years. Jennifer asked the question about merchandise it was explained that it is Fair merchandise that is sold in the store and merchandise that we get a share of revenue from like concert t-shirts etc.

Gate revenue says on the report that it is down but you have to take into consideration that none of the arena tickets have had the gate ticket pulled out and put in that pot as of right now. That will happen at the end of the Fair.

I think the board would be really interested in seeing a separate profit Center for the concerts would be helpful for us to see the cost, the allocated cost, the hard cost of the cost or the artist and then their revenue.

We are always looking to the right fit for our arena event. The Jaripeo will continue to grow. We have to find the right concert at the right price.

We have a really good team that all work really hard to make this Fair run smoothly.

The education part that happened during the Fair went very well. There are some tweaks that we can do to make it better but for the first time it went really well. Need to look at a better time to hold this. That was probably the biggest thing that was brought up. This is a great opportunity to bring communities of differences together over a fun wonderful thing that we all need ag and food. Maybe some multicultural training and understanding and learning from each other so that it doesn't become another bullying thing again. I think if we can identify a plan to do it outside of the fair and during the fair, let's just build on it.

Wade made the motion to adjourn Jim seconded meeting adjourned