



# **BOARD OF DIRECTORS MEETING**

**FEBRUARY 19<sup>TH</sup> 2026**



**State Fair Park Authority**  
**February 19, 2026**  
**Board of Directors Meeting**  
Agenda

- 9:00am** Roll Call
- 9:05am** Welcome and introductions to our newest board member
- Tommy Joe Lucia Days of 47 Rodeo
- 9:15am** Approve Nov 13, 2025 and Jan 29, 2026 meeting minutes
- 9:10am** Call to enter a closed session pursuant to Section 52-4-205(d)
- strategy sessions to discuss the purchase, exchange, or lease of real property, including any form of water right or water shares, or to discuss a proposed development agreement, project proposal, or financing proposal related to the development of land owned by the state.
- 9:45am** Review January Financial Update  
Allan Kitterman
- 10:00am** Review 2026 Fairpark Budget  
Allan Kitterman
- 10:30am** Action to adopt 2026 Fairpark Budget
- 10:40am** Committee “FAIR” reports
- Legislative: Steve Lund
  - Education Committee: Steve Lund
  - Fair: Lillian Bayles
  - Rodeo: Wade Garrett
  - Livestock: Jim Webb
  - Safety & Security: Ted Lewis
- 11:00am** Meeting Adjourn

Utah State Fairpark Authority Board Meeting  
November 13, 2025

Teams

Ted Lewis  
Paul Morris  
Senator Sandall  
Kelly Pehrson (Dept of AG)  
Darrell Hunting (DFCM)

In Person

Lillian Bayles  
Dave Lewis  
Jim Webb  
Wade Garrett  
Steve Lund

Staff

Larry Mullenax  
Aly Garcia  
Allan Kitterman

Absent

Kip Paul

Excused

Jennifer Seelig

Public

Benn Buys

Meeting was called to order roll call was taken as stated above November 13, 2025, 9:05am

Approval October 16, 2025 Board Meeting Minutes:

Jim made a motion to approve, Ted seconded seeing no discussion all are in favor motion passes.

September & October Financial Review:

Fair Financials: Revenues were down over last year that is due to one less concert this year as well as the Jaripeo did not do as well as it did last year. We are also down on our budget as well. Expenses were also down, and we are down over budget. Ordinary income is up. Overall performance did very well bottom line. Concessions were down a bit, but rides set record numbers almost every single day. We ran a promotion on rides and Fair Entrance and that was one of our best days and had the concessionaires had similar specials on that day they also would have enjoyed the success of the day. Fred has been tasked to work with the concessionaires to bring their pricing down for this next year. People are becoming more frugal and this Fair in 2026 we need to do a really good job of making sure that we have partners that understand that so we can still have a good enjoyable reasonably priced Fair.

September revenues were down this also includes the fair. Down against the budget. Expenses are down significantly also, as well as the budget is down. Net ordinary income was down on last year for the month of September and we are down on the budget. September is a difficult month because we can't hold a ton of events but our expenses to run this place remain the same.

Year to date revenues are down, that is due to the Fair. We are down on budget, but our expenses are also down. Our ordinary income year to date through September is up. We are having a strong year.

October update, we don't have the October financials ready just yet, but our October revenue is already up over last year and we still have one event that hasn't been recorded. We are expecting a phenomenal month.

The Board was given a breakdown of all the arena events during the Fair and how they each individually did financially those documents are included in the Board Packet.

This next year we are going with a different talent buyer Romeo Talent Agency. They understand Fairs and routing quite a bit better and we hope this helps us secure talent for a more reasonable price.

Also included in the packet is a study that was put out by IAFE on the economic impact nationwide on how Fairs impact the cities and towns they are in. We are working with Johnson Consulting to do our economic impact study on our Fair.

Staff Incentive 2<sup>nd</sup> installment:

Wade Garrett made a motion to give a second incentive bonus to staff at \$60K Steve Lund seconded the motion. After some discussion the motions passed unanimously.

The Board passes along their gratitude and thanks to the staff.

Closed Session:

It was decided not to go into closed session at this time

Committee "Fair" Reports

- Legislative-Steve Lund: Nothing to report from the Legislative side.

- **Education-Steve Lund:** Working with Dave Secrist from Utah State University he is working on ideas on how they can support this education component and how we can make it even better than this year.
- **Fair-Lillian Bayles:** Lillian will be attending IAFE at the end of November with some of the staff. The staff is working on things for the 2026 fair even before the 2025 Fair was over, they are looking into how to make changed and make things ever better.
- **Rodeo- Wade Garrett:** The NFR is coming up. Some of the staff will be attending that. We will be looking to talent there
- **Livestock-Jim Webb:** There is still some outstanding auction payment that has not yet been paid Jim will follow up with Jacee to see where we are at with those payments. Looking at adding an Auction Committee Chair for next year. Larry and Jacee attended the Junior Livestock Association meeting nothing new was discussed. They did ask the Utah State Fair if we could publish a list of all the drugs that the labs are looking for when they test and the issue is difficult for us because the labs rotate. Several years ago the Livestock Association made the decision to discontinue the requirement for the drug testing. We felt like if they're going to want us to give more information about how we do our drug testing they should probably adopt a policy and make that a part of their association. Jim also said that our committee wants to make a couple of proposals, one on muzzle and one on drenching we are waiting for the committee to get those proposals back to us.
- **Safety & Security-Ted Lewis:** Nothing to report currently. Aly commented on how the Fairpark has come a long way on improving our security procedures.
- Larry complemented the staff on how they worked through the sound problem for the Get Freaky event usually we get the most noise complaints during this event but the staff and the Get Freaky team worked together to put things in place to mitigate the sound, so it wasn't a problem. We received only one call.
- **Additional Business:** There will be a December Board meeting date TBD

Jim made a motion to adjourn the meeting Lillian seconded meeting adjourned at 10:21am

Utah State Fairpark Authority Board Meeting  
January 29, 2026

Teams

Kelly Pehrson (Dept of AG)  
Darrell Hunting (DFCM)  
Lillian Bayles  
Wade Garrett  
Steve Lund

In Person

Dave Lewis  
Jim Webb  
Ted Lewis  
Darrell Hunting (DFCM)

Staff

Larry Mullenax  
Becky Knight  
Allan Kitterman

Absent

Paul Morris

Public

Benn Buys UFAIR  
Brad Holmes (LHM)  
Amanda Covington (LHM)  
Carl Duke (LHM)  
Wade Budge (LHM)  
Spencer Hill (LHM)  
Brooke McCarrick (ATTORNEY GENERAL)

Excused

Kip Paul  
Senator Sandall

Date: January 29, 2026

Location: 155 N 1000 W, Salt Lake City, Utah

Time: 9:00 a.m.

**1. Call to Order**

The meeting called to order by Dave Lewis at 9:05 a.m. Roll call taken see above.

A quorum was declared present.

**3. Motion to Enter Closed Session**

Dave Lewis entertained a motion to enter Closed Session for the purpose of discussing the lease of real property, pursuant to Section 52-4-205(1)(d).

- Motion: Seconded by Ted Lewis
- Roll Call Vote: See above in attendance Unanimous "Aye."
- The meeting entered closed session at 9:05 a.m. Location for the closed Session is 155 N 1000 W Salt Lake City Utah 84116. The date of the closed Session is January 29, 2026

**4. Return to Open Session**

The board returned to open session at 10:12 a.m.

**5. New Business**

**a. Procurement Statute Modification**

Larry presented a proposal to seek legislative support for amending the State Fair Park Authority statute to allow sole-source contracting for development and concession purposes.

- Motion: So moved Ted Lewis to solicit support to modify the statute allowing sole-source procurement for construction/development projects and concessionaires.
- Second: Darrell H.
- Vote: Unanimous approval.

**b. Livestock Drenching Policy**

Jim made a motion on revised procedures from the Livestock Committee to allow drenching of animals under specific approved conditions and equipment types.

- Motion: Approve drenching procedures per the policy with inclusion of photos showing approved equipment types.

- Second: Ted Lewis.
- Vote: Unanimous approval. With inclusion of photos showing approved equipment types.

#### c. Added Money Allocation

A proposal made to add premiums (“added money”) to the livestock events consistent with the prior year’s allocation of \$120,000.

- Motion: Jim Webb
- Second: Ted Lewis
- Vote: Unanimous approval.  
(Note: Wade Garrett departed the meeting following this vote.)

#### d. Livestock Auction Committee

Jim proposed the formation of an advisory Auction Committee to coordinate livestock auction operations and assist staff during the event.

- No motion required; item will be developed further and brought back in February.

### 6. Financial Report

Alan provided the December and year-end financial summary:

- December revenues were down \$57,000 vs. last year, expenses down \$12,000.
- Overall ordinary income was down only \$9,000, after adjusting for a \$9,000 bad debt.
- Year-end revenue up \$305,000 over prior year; income up \$285,000.
- Cash position increased by approximately \$1.4 million.
- Interest income totaled \$39,000.
- Overall, a strong financial year despite minor budget variances.

The board discussed earmarking portions of equity for future livestock & facility improvements and directed staff to present options at the next meeting.

### 7. Livestock Facilities Discussion

Jim and Darrell presented insights from their site visit to the National Western Stock Show in Denver.

Key observations and discussion points:

- The new 200,000 sq. ft. livestock building served multiple species under one roof but lacked space for urban visitors and vendors.
- Issues identified included polished concrete floors (causing animal slippage), poor drainage design, and potential sanitation concerns from use of carpet/turf.
- Preference expressed for brushed concrete and improved visitor flow.
- Discussion on phasing and design of future barns to replace existing facilities.
- Larry noted preliminary planning for two new 100,000 sq. ft. barns and coordination with architect “Chip.”
- The board emphasized ensuring proper committee involvement before final design submissions.

### 8. Adjournment

With all items on the agenda addressed, a motion to adjourn was made and approved unanimously.  
The meeting adjourned at 11:38 a.m.

Utah State Fair Park  
2026 Budget - 2026  
2/17/2026 13:18

TOTAL

| Description                     | 2026 Budget       |               | Actuals 2025      |               | Variance 1     |              |
|---------------------------------|-------------------|---------------|-------------------|---------------|----------------|--------------|
|                                 | [2026]            | %             | [2025]            | %             |                | %            |
| <b>Income</b>                   | <b>11,375,964</b> | <b>100.0%</b> | <b>10,694,140</b> | <b>100.0%</b> | <b>681,824</b> | <b>6.4%</b>  |
| Contributions / Sponsorships    | 292,984           | 2.6%          | 285,515           | 2.7%          | 7,469          | 2.6%         |
| Event Revenue                   | 4,073,857         | 35.8%         | 4,362,261         | 40.8%         | -291,124       | -6.7%        |
| Fair Revenue                    | 6,502,898         | 57.2%         | 5,554,634         | 51.9%         | 948,264        | 17.1%        |
| Jr Livestock Auction            | 44,427            | 0.4%          | 44,427            | 0.4%          | -              | N/A          |
| Miscellaneous Incomes           | 202,620           | 1.8%          | 193,060           | 1.8%          | 9,560          | 5.0%         |
| Monthly Rental/ Storage         | 258,705           | 2.3%          | 253,756           | 2.4%          | 4,949          | 2.0%         |
| Stall Rental                    | 473               | 0.0%          | 529               | 0.0%          | -56            | -10.6%       |
| <b>Gross Profit</b>             | <b>11,375,964</b> | <b>100.0%</b> | <b>10,694,140</b> | <b>100.0%</b> | <b>681,824</b> | <b>6.4%</b>  |
| <b>Expense</b>                  | <b>10,238,397</b> | <b>90.0%</b>  | <b>9,696,048</b>  | <b>90.8%</b>  | <b>542,349</b> | <b>5.6%</b>  |
| Advertising & Legal             | 273,565           | 2.4%          | 276,298           | 2.6%          | -2,733         | -1.0%        |
| Awards & Premiums               | 219,430           | 1.9%          | 200,479           | 1.9%          | 18,951         | 9.5%         |
| Board Member Expenses           | 39,401            | 0.3%          | 39,529            | 0.4%          | -128           | -0.3%        |
| Computer & Professional Service | 3,963,916         | 34.8%         | 3,460,782         | 32.4%         | 503,134        | 14.5%        |
| Data Processing                 | 59,629            | 0.5%          | 69,562            | 0.7%          | -9,933         | -14.3%       |
| Depreciation Expense            | 461,396           | 4.1%          | 461,396           | 4.3%          | -              | N/A          |
| Equipment Rental                | 326,033           | 2.9%          | 406,222           | 3.8%          | -80,189        | -19.7%       |
| Insurance                       | 250,396           | 2.2%          | 239,936           | 2.2%          | 10,460         | 4.4%         |
| Maintenance Expenses            | 604,591           | 5.3%          | 579,985           | 5.4%          | 24,536         | 4.2%         |
| Miscellaneous Expense           | 116,456           | 1.0%          | 114,655           | 1.1%          | 1,801          | 1.6%         |
| Office Equipment/ Furnishings   | 4,160             | 0.0%          | 7,322             | 0.1%          | -3,162         | -43.2%       |
| Office Expense                  | 39,801            | 0.3%          | 39,409            | 0.4%          | 392            | 1.0%         |
| Payroll Expenses                | 2,928,424         | 25.7%         | 2,829,967         | 26.6%         | 84,947         | 3.0%         |
| Processing Fees                 | 136,714           | 1.2%          | 147,784           | 1.4%          | -11,472        | -7.8%        |
| Public Relations Expenses       | 1,343             | 0.0%          | 1,343             | 0.0%          | -              | N/A          |
| Sponsorships/ Donations         | 24,256            | 0.2%          | 24,256            | 0.2%          | -              | N/A          |
| Travel Expenses                 | 49,798            | 0.4%          | 56,794            | 0.5%          | -6,996         | -12.3%       |
| Utilities                       | 739,088           | 6.5%          | 740,264           | 6.9%          | -1,176         | -0.2%        |
| <b>Operating Income</b>         | <b>1,137,567</b>  | <b>10.0%</b>  | <b>998,093</b>    | <b>9.2%</b>   | <b>139,474</b> | <b>14.0%</b> |
| <b>Other Income</b>             | <b>460,350</b>    | <b>4.0%</b>   | <b>460,351</b>    | <b>4.3%</b>   | <b>-1</b>      | <b>0.0%</b>  |
| <b>Net Income</b>               | <b>1,597,917</b>  | <b>14.0%</b>  | <b>1,458,444</b>  | <b>13.5%</b>  | <b>139,473</b> | <b>9.6%</b>  |

| Utah State Fair Park            |                       |               |                        |               |                |              |
|---------------------------------|-----------------------|---------------|------------------------|---------------|----------------|--------------|
| 2026 Budget - 2026              |                       |               |                        |               |                |              |
| FAIR ONLY                       |                       |               |                        |               |                |              |
| 2/17/2026 14:47                 |                       |               |                        |               |                |              |
| Description                     | 2026 Budget<br>[2026] | %             | Actuals 2025<br>[2025] | %             | Variance 1     | %            |
| <b>Income</b>                   | <b>6,946,441</b>      | <b>100.0%</b> | <b>5,986,231</b>       | <b>100.0%</b> | <b>960,210</b> | <b>16.0%</b> |
| Contributions / Sponsorships    | 267,568               | 3.9%          | 260,099                | 4.3%          | 7,469          | 2.9%         |
| Event Revenue                   | 16,016                | 0.2%          | 16,016                 | 0.3%          | -              | N/A          |
| Fair Revenue                    | 6,502,898             | 93.6%         | 5,554,634              | 92.8%         | 948,264        | 17.1%        |
| Jr Livestock Auction            | 44,427                | 0.6%          | 44,427                 | 0.7%          | -              | N/A          |
| Miscellaneous Incomes           | 112,632               | 1.6%          | 108,155                | 1.8%          | 4,477          | 4.1%         |
| Monthly Rental/ Storage         | 2,900                 | 0.0%          | 2,900                  | 0.0%          | -              | N/A          |
| Stall Rental                    | -                     | -             | -                      | -             | -              | N/A          |
| <b>Gross Profit</b>             | <b>6,946,441</b>      | <b>100.0%</b> | <b>5,986,231</b>       | <b>100.0%</b> | <b>960,210</b> | <b>16.0%</b> |
| <b>Expense</b>                  | <b>4,869,301</b>      | <b>70.1%</b>  | <b>4,349,780</b>       | <b>72.7%</b>  | <b>519,521</b> | <b>11.9%</b> |
| Advertising & Legal             | 255,341               | 3.7%          | 257,918                | 4.3%          | -2,577         | -1.0%        |
| Awards & Premiums               | 219,430               | 3.2%          | 200,479                | 3.3%          | 18,951         | 9.5%         |
| Board Member Expenses           | 6,811                 | 0.1%          | 6,811                  | 0.1%          | -              | N/A          |
| Computer & Professional Service | 2,958,759             | 42.6%         | 2,444,758              | 40.8%         | 514,001        | 21.0%        |
| Data Processing                 | 23,598                | 0.3%          | 24,144                 | 0.4%          | -546           | -2.3%        |
| Depreciation Expense            | -                     | -             | -                      | -             | -              | N/A          |
| Equipment Rental                | 249,379               | 3.6%          | 306,959                | 5.1%          | -57,580        | -18.8%       |
| Insurance                       | 149,580               | 2.2%          | 149,580                | 2.5%          | -              | N/A          |
| Maintenance Expenses            | 152,779               | 2.2%          | 126,978                | 2.1%          | 25,801         | 20.3%        |
| Miscellaneous Expense           | 70,971                | 1.0%          | 71,083                 | 1.2%          | -112           | -0.2%        |
| Office Equipment/ Furnishings   | 437                   | 0.0%          | 437                    | 0.0%          | -              | N/A          |
| Office Expense                  | 29,731                | 0.4%          | 29,293                 | 0.5%          | 438            | 1.5%         |
| Payroll Expenses                | 601,617               | 8.7%          | 584,176                | 9.8%          | 17,441         | 3.0%         |
| Processing Fees                 | 91,333                | 1.3%          | 88,877                 | 1.5%          | 2,456          | 2.8%         |
| Public Relations Expenses       | 576                   | 0.0%          | 576                    | 0.0%          | -              | N/A          |
| Sponsorships/ Donations         | 24,256                | 0.3%          | 24,256                 | 0.4%          | -              | N/A          |
| Travel Expenses                 | 33,980                | 0.5%          | 32,732                 | 0.5%          | 1,248          | 3.8%         |
| Utilities                       | 723                   | 0.0%          | 723                    | 0.0%          | -              | N/A          |
| <b>Operating Income</b>         | <b>2,077,140</b>      | <b>29.9%</b>  | <b>1,636,451</b>       | <b>27.3%</b>  | <b>440,689</b> | <b>26.9%</b> |
| <b>Other Income</b>             | <b>-</b>              | <b>-</b>      | <b>-</b>               | <b>-</b>      | <b>-</b>       | <b>N/A</b>   |
| <b>Net Income</b>               | <b>2,077,140</b>      | <b>29.9%</b>  | <b>1,636,451</b>       | <b>27.3%</b>  | <b>440,689</b> | <b>26.9%</b> |

Utah State Fair Park  
2026 Budget - 2026  
2/17/2026 14:47

NON - FAIR

| Description                     | 2026 Budget      |               | Actuals 2025     |               | Variance 1       |                |
|---------------------------------|------------------|---------------|------------------|---------------|------------------|----------------|
|                                 | [2026]           | %             | [2025]           | %             |                  | %              |
| <b>Income</b>                   | <b>4,429,523</b> | <b>100.0%</b> | <b>4,707,909</b> | <b>100.0%</b> | <b>(278,386)</b> | <b>-5.9%</b>   |
| Contributions / Sponsorships    | 25,416           | 0.6%          | 25,416           | 0.6%          | -                | 0.0%           |
| Event Revenue                   | 4,057,841        | 91.6%         | 4,346,245        | 98.1%         | (288,404)        | -6.1%          |
| Fair Revenue                    | -                | 0.0%          | -                | 0.0%          | -                | 0.0%           |
| Jr Livestock Auction            | -                | 0.0%          | -                | 0.0%          | -                | 0.0%           |
| Miscellaneous Incomes           | 89,988           | 2.0%          | 84,905           | 1.9%          | 5,083            | 0.1%           |
| Monthly Rental/ Storage         | 255,805          | 5.8%          | 250,856          | 5.7%          | 4,949            | 0.1%           |
| Stall Rental                    | 473              | 0.0%          | 473              | 0.0%          | -                | 0.0%           |
| <b>Gross Profit</b>             | <b>4,429,523</b> | <b>100.0%</b> | <b>4,707,909</b> | <b>100.0%</b> | <b>(278,386)</b> | <b>-5.9%</b>   |
| <b>Expense</b>                  | <b>4,869,301</b> | <b>70.1%</b>  | <b>4,349,780</b> | <b>72.7%</b>  | <b>519,521</b>   | <b>11.9%</b>   |
| Advertising & Legal             | 18,224           | 3.7%          | 18,380           | 4.3%          | (2,577)          | -14.0%         |
| Awards & Premiums               | -                | 3.2%          | -                | 3.3%          | 18,951           | 1000+          |
| Board Member Expenses           | 32,590           | 0.1%          | 32,718           | 0.1%          | -                | N/A            |
| Computer & Professional Service | 1,005,157        | 42.6%         | 1,016,024        | 40.8%         | 514,001          | 50.6%          |
| Data Processing                 | 36,031           | 0.3%          | 45,418           | 0.4%          | (546)            | -1.2%          |
| Depreciation Expense            | #VALUE!          | -             | #VALUE!          | -             | -                | #VALUE!        |
| Equipment Rental                | 76,654           | 3.6%          | 99,263           | 5.1%          | (57,580)         | -58.0%         |
| Insurance                       | 100,816          | 2.2%          | 90,356           | 2.5%          | -                | N/A            |
| Maintenance Expenses            | 451,812          | 2.2%          | 453,007          | 2.1%          | 25,801           | 5.7%           |
| Miscellaneous Expense           | 45,485           | 1.0%          | 43,572           | 1.2%          | (112)            | -0.3%          |
| Office Equipment/ Furnishings   | 3,723            | 0.0%          | 6,885            | 0.0%          | -                | N/A            |
| Office Expense                  | 10,070           | 0.4%          | 10,116           | 0.5%          | 438              | 4.3%           |
| Payroll Expenses                | 2,326,807        | 8.7%          | 2,245,791        | 9.8%          | 17,441           | 0.8%           |
| Processing Fees                 | 45,381           | 1.3%          | 58,907           | 1.5%          | 2,456            | 4.2%           |
| Public Relations Expenses       | 767              | 0.0%          | 767              | 0.0%          | -                | N/A            |
| Sponsorships/ Donations         | -                | 0.3%          | -                | 0.4%          | -                | N/A            |
| Travel Expenses                 | 15,818           | 0.5%          | 24,062           | 0.5%          | 1,248            | 5.2%           |
| Utilities                       | 738,365          | 0.0%          | 739,541          | 0.0%          | -                | N/A            |
| <b>Operating Income</b>         | <b>(439,778)</b> | <b>29.9%</b>  | <b>358,129</b>   | <b>27.3%</b>  | <b>(797,907)</b> | <b>-222.8%</b> |
| <b>Other Income</b>             | <b>460,350</b>   | <b>-</b>      | <b>460,351</b>   | <b>-</b>      | <b>(1)</b>       | <b>0.0%</b>    |
| <b>Net Income</b>               | <b>20,572</b>    | <b>29.9%</b>  | <b>818,480</b>   | <b>27.3%</b>  | <b>(797,908)</b> | <b>-97.5%</b>  |



**State Fair Park Authority**  
**Executive Directors Monthly Review**  
**February 19, 2026**

**Executive Summary**

- **Real Estate Legal Representation**

We are in the process of securing experienced legal counsel to represent the organization on real estate matters. Our goal is to have legal counsel retained by our February board meeting. This engagement is intended to strengthen and protect the Fairpark's long-term operational and financial success.

- **Livestock Manager Recruitment**

We continue to prioritize leadership stability within the livestock program. One candidate declined to move forward in the interview process. A second candidate visited last Friday and demonstrated strong qualifications and alignment with our operational needs. We are currently in negotiations and evaluating the potential extension of an offer. Securing the right individual remains a priority to ensure continuity, exhibitor satisfaction, and program growth.

- **Online Booking "module" Launch (Revenue Optimization & Customer Experience)**

We are preparing to launch a new online booking module that modernizes our customer interface and improves internal efficiency. The platform allows customers to:

- a. Book directly online
- b. View real-time building availability
- c. See building room layouts and setup configurations (tables, chairs, etc.)
- d. Pre-select setup needs in advance

The new introduction is expected to streamline operations, reduce administrative workload improve accuracy in event setup, and enhance customer satisfaction—positioning us competitively in the market. Our goal is to be live March 23, 2026

- **Beer & Alcohol Services Provider**

Following a competitive process, we have selected a new partner/provider for beer and alcohol services at the Fairpark and are close to finalizing a contract. The company is a long-standing partner who has successfully supported us at our major events. This decision aligns with our goals of strengthening trusted partnerships, enhancing service delivery, and optimizing event-related revenue opportunities. We look forward to expanding this collaboration.

Board Report  
Marketing, Sponsorship, & Entertainment Department  
February 2026

A large portion of my time the last few weeks has been focused on several RFP processes. It's been detailed and time-intensive, but it's exciting work as we form new partnerships that will fuel the Fair's continued growth and strengthen the Fairpark as a vibrant, year-round destination. We are confident that these agreements will open the door to new opportunities and help position us for an even stronger future.

**Sponsorships**

I have finalized a new sponsorship deck for the 2026 Fair. The new deck is designed to better communicate the full value of partnering with the Fair. Instead of focusing only on individual assets, the deck presents the bigger picture — who our guests are, the scale of the event, and the many ways brands can engage with audiences across the Fair experience. It gives the department a consistent structure for proposals while still allowing flexibility to align with a sponsor's specific goals. My intent is to strengthen our partnerships, support higher renewal rates, and create a pathway for continued revenue growth.

**Misc.**

Our team attended the Utah Association of Fairs & Events convention last week, held at the Weber County Fairgrounds. The convention provided a valuable opportunity for the staff to connect with peers from fairs and events across the state. While there, I introduced our new County Banner Program launching this year. Each county will have the opportunity to create a banner, using a template we provide, that highlights what makes their community special — from attractions and agriculture to local pride. The banners will be displayed during the Fair as a way to celebrate the entire state and strengthen the connection between Utah's communities and their State Fair.



## UTAH STATE FAIRPARK BOARD REPORT

### Sales and Event Department 30

January Board Report | December 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

#### January Events

- Westside Coalition
- WWSRA
- Funeral Services
- VITL Power Training
- Robotics Competition
- Fairpark Community Council Meeting

#### Sales Report – Corey Burns

##### Department 30 Report – Aly Garcia

Starting in January we sent out our F&B | Alcohol provider RFP and the responses were incredible. The decisions on how to move forward with our Brick and Mortars, Catering partners and alcohol providers were tough due to the high level of business that were applying but this was a fantastic problem to have because it let us know that we are noticed and on the map. Loving the direction we are going and the fantastic partners we will have that will elevate the guest experience.

Events are still a little slower for us, but this is giving us the opportunity to build a solid foundation for the upcoming year.

##### Event Coordination Report – Kelli McCaffery

January brings an end to our holiday party season, and a beginning to many of our youth and competitions and convention style events. Many of these events such as the Rumble in the Rockies robotics will rent out the facility for several days as opposed to a single evening. These types of events are great as they have lower labor costs with less frequent changeovers.

With the slower season we also have the opportunity to complete additional training with our new crm system and plan for the upcoming year.

Food & Beverage Report – Fred Acebo

The most notable news in F&B for January was the Food, Beverage, and Alcohol RFP. We had a good group of applicants apply for the three areas of service—catering, concessions, and beer and alcohol. We are confident the partners we have chosen will elevate the guest experience and aid the Utah State Fairpark establish ourselves as a premiere event center with exceptional in-house services.

Public Safety & Security – Aly Garcia

January was very small for public safety. We are currently preparing for different conventions to present and lead discussions on how we manage security at our venue and the best practices we implement. I believe we have a lot of real world experience and great partners that we can provide good leadership to other fairs and venues.

**February 2026 Utah State Fair Board Meeting Information**  
**Competitive Arts and Ag Education: Sakura Gallegos**

**General:**

- Attended UAFE and IAVM in February
- Working on Ideas to create interest in my departments for social media
- Going over the fair book for 2026 adding America 250 classes
- Finished 2026 Budget
- This year we plan to attend the PTA Convention May and the Teachers Conference in June/July

**Fair Bldgs. and Staff:**

- I will need to find a supervisor for fiber arts and culinary for 2026. As soon as we're given the okay I'll get with Nicki to post an ad.
- I'll work with Nicki to get drawings done for the layouts in Fine Arts and Photo. I'll need to redo the layout for Fiber Arts.

**Competitive Arts:**

- Updating the fair book. I've sent the 2025 fairbook out to the current supervisors to ask for any changes they would like to see. As soon as I have some potential changes I'd like to make I'll present them at a fair committee meeting.
- I'll update the website when the fairbook is ready, hoping to post mid to late February. Then I'll update the new showworks file.
- Meeting with the Utah Giant Pumpkin Growers to discuss 2026. We are looking at adding a Zucchini car race for kids earlier in the day. The weigh off will be on Sunday 9/13/2026 @ 4pm. They are having their global conference in Utah this year and they've already promoted the weigh off in their newsletter that goes out to all members. We are also looking at adding other weigh offs that are sanctioned by the Giant Pumpkin Commonwealth. I'm working with Jim to have his kids do the pumpkin carving for us this year, he donates the giant pumpkins as an in kind donation. Western Life Radio will Emcee the event again this year.
- Demonstrators:
  - I'll start working on this in March

**Fair Displays:**

- I'm looking into replacing our large plexiglass cases in Creative Arts. These displays are very old, broken and dated. I'm looking for something that can be erected easily and stored broken down to minimize space needed. It looks like we may need to have something made but I'll keep looking.
- I would like to try and get a display cooler for Zions this year so we can include a pie contest for fair entries.
- I'm also working on an inventory list of our display pieces.

Board Report – Feb 2026  
Department 80/90

Rodeo:

- Attended National Western Stock Show to see rodeo behind the scenes
  - Deeper look at production, staffing, sponsorship, and logistics.
- Updating contracts for contract personnel
- Sponsor proposals for returning and new partnerships

Livestock:

- Working on securing judges for 2026
- Applications are live for advisory committee
- Toured new facilities at the National Western Stock Show.
- Reviewing guidelines and schedules for 2026 fair

## Facilities and Operations Report

FEBRUARY 2026

### DFCM Projects/Status

1. Market roof replacement is currently in the demolition phase.
2. UPDATE: All FY2027 PROJECTS have been submitted and are still under review for selection and funding.

### Fairpark Projects/Status

1. Working on 2026 building projects and repairs in preparation of the upcoming season.
2. Facilities & Operations budgets are currently being worked on for 2026.

### Operations Update

- Winter operations remain focused on controlling utility costs and preventing freeze damage to interior water lines, which continues to be a primary operational challenge.
  - Facilities & Operations is preparing for another full and successful event season, with continued emphasis on maintaining Fairpark as one of the premier public facilities in the state.
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