



BOARD OF DIRECTORS MEETING

MARCH 19TH 2026



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

9:00pm Roll Call

9:05am Approve February 19th, 23rd, and March 5th Board meeting minutes

9:10am Review January & February Financials

- Dave Lewis

9:15am 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. And or discussion of the character, professional competence, or physical or mental health of an individual;

9:45am Fair “2025 Fair Volunteer “ Banquet Update

- Lillian Bayles
- Sakura Gallegos

10:00am Committee “FAIR” reports

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

10:30am Meeting Adjourned.



**UTAH STATE FAIR PARK AUTHORITY BOARD OF DIRECTORS
MEETING MINUTES**

February 19, 2026

Meeting Details

Time: 9:02 AM – 10:51 AM

Location: Utah State Fair Park, 155 N 1000 W, Salt Lake City UT

Meeting Type: Regular Board Meeting Chair: Dave Lewis Recorder: Becky Knight

1. Call to Order and Roll Call

Chair Dave Lewis called the meeting to order at 9:02 AM.

Becky Knight conducted roll call.

Present: Dave Lewis, Ted Lewis, Jim Webb, Darrell Hunting, Kip Paul, Wade Garrett, Lillian Bayles, Tommy Joe Lucia.

Also Present: Brook McCarrick (AG Office), Becky Knight (Staff), Ben Buys (UFAIR).

Excused: Jennifer Seelig. Absent: Kelly Pearson, Sen. Sandall, Steve Lund, Paul Morris.

2. Oath of Office – Tommy Joe Lucia

Brook McCarrick administered the oath of office. Mr. Lucia introduced himself:

- Based in Heber City, UT and Texas.
- Works with Utah Days of '47 Rodeo and owns Piranha Productions, a Western-lifestyle entertainment company.
- Over 35 years of experience in national entertainment industry.

4. Approval of Minutes

Minutes of November 2025 and January 2026 meetings approved.

Motion: Ted Lewis Second: Darrell Hunting Vote: Unanimous

5. Closed Session

Entered closed session at 9:12 AM per § 52-4-205(1)(d) for development discussion.

Non-board attendees: Ben Bice, Becky Knight, Brook McCarrick.

Exited closed session at 9:46 AM

6. Financial and Budget Report

Highlights

- Projected revenue increase of \$681 K (\$10.6 M → \$11.3 M)

- Growth drivers:
improved Hispanic event performance, new concert addition, enhanced ticketing system.
- Net Operating Income: \$1.6 M (+ \$139 K)
- Fair event revenue + \$960 K; expenses + \$440 K → net gain \$440 K.
- Non-fair revenue slightly reduced due to loss of X Games contract.

Upcoming Events

- Planning 10+ one-off concerts (3 confirmed).
- Exploring permanent indoor festival venue partnership.
- Red West Festival returning after 150 K attendance success.
- Considering October 3-week festival with major acts.
- Kilby Court renewed & proposed 10 extra 2027 shows.

Outcome

Finance Committee Recommendation: Approve budget pending minor revisions.

Motion: Ted Lewis Second: Wade Garrett Vote: Unanimous

7. Committee Reports

A. Legislative – Larry Mullenax

- Procurement exemption for concessions included in pending legislation

B. Education – Steve Lund

C. Fair – Lillian Bayles

- Attended UAFE Convention.
- Launching County Banner Program to refresh county participation.
- Ongoing planning for America 250 celebration.
- Staffing needs: fiber and culinary supervisors.
- Acknowledgment of Aly and team for venue safety leadership.

C. Rodeo – Wade Garrett

- Bullfighter and contractor details pending.
- Volunteer Appreciation Banquet approved — to be organized by Lillian Bayles and committee.

D. Livestock – Jim Webb

- Hiring: Final candidate confirmed pending acceptance.
- Drenching rules: Revisions to include Darrell Hunting's comments.
- Facility Design: Weekly sessions underway.
- Funding: ≈ \$150 K combined (state + Fair support). Showmanship split remains 60/40.
- Friends of the Fair: \$30–36 K contribution.
- Action: Launch press/publicity spotlights on youth recipients.

E. Safety & Security / Compensation – Ted Lewis

- Safety committee to reconvene after Aly's international conference.
- Compensation committee (Ted Lewis, Jennifer Seelig, Dave Lewis) reviewing Larry Mullen's package for next meeting's recommendation.

8. Staff Announcement

Holly (Finance Dept.) announced retirement after the 2026 Fair following 23 years of service.

Succession plan and job posting in progress.

Board thanked her for outstanding service and commitment.

9. Adjournment

No further business.

Motion: Ted Lewis Second: Darrell Hunting Vote: Unanimous

Meeting adjourned: 10:51 AM



**UTAH STATE FAIR PARK AUTHORITY BOARD OF DIRECTORS
MEETING MINUTES**

Date: February 23, 2026

Time: 1:34 PM

Location: Utah State Fairpark, 155 N 1000 W, Salt Lake City UT

Chair: David Lewis Recorder: Becky Knight

1. Call to Order

Chair David Lewis called the meeting to order at 1:34 PM.

2. Roll Call

Present:

David Lewis, Ted Lewis, Larry Mullenax, Wade Garrett, Jennifer Seelig, Darrell Hunting, Lillian Bayles, Tommy Jo Lucia, Jim Webb, Steve Lund, Paul Morris.

Absent:

Kip Paul, Senator Sandall

Also Present:

Brooke McCarrick (Attorney General's Office).

Quorum: Confirmed.

3. Purpose of Meeting

To consider approval for retaining external legal counsel to assist in negotiations with the Larry H. Miller Group regarding the Utah State Fair Park's long-term development and lease agreement.

4. Discussion

- **Background:**
The Authority previously discussed the need for specialized legal representation. Executive Director Larry Mullenax interviewed two law firms; one had a conflict of interest.
- **Recommendation:**
The Master Plans Committee recommended Carrie Owens of Parsons Bailey as legal counsel.
- **Qualifications:**
Owens has extensive experience with public-private partnerships and major land transactions, including the Utah Prison Relocation Project, Kennecott land dealings, and the Point of the Mountain Development Project.
 - Suggested inclusion of Attorney Laura Rebar to the engagement team.

- Rationale:
Counsel will provide expertise in structuring long-term legal and financial frameworks expected to guide the Fair Park for the next 20–30 years.
- Financial Estimate:
Costs projected at \$75,000–\$100,000 over several years, with a possible upper range of \$150,000.
No significant retainer anticipated.

5. Questions and Comments

- Ted Lewis asked about experience and compatibility; confirmed Owens' qualifications and Larry's confidence in working with her.
- Darrell Hunting inquired about anticipated costs; projections provided by the Chair and Executive Director.

6. Motion

Motion: To approve retaining Carrie Owens of Parsons Bailey as legal counsel for Fair Park negotiations.

- Made by: Ted Lewis
- Seconded by: Darrell Hunting

Vote: Unanimous in favor – motion carried.

7. Next Steps

- Larry Mullenax finalizes engagement with Carrie Owens and her team.
- Kip Paul to meet with Carl Duke of the Larry H. Miller Group.
- Updates are to be provided at the March 2026 regular meeting unless earlier action is required.

8. Adjournment

Motion to Adjourn: Ted Lewis

Seconded By: Jim Webb

Vote: Unanimous approval.

Meeting adjourned: Approximately 1:45 PM.



Board Meeting Minutes

Date: March 5

Time: 8:00 AM (Remote Meeting)

Present

- David Lewis
- Lillian Bayles
- Jim Webb
- Kelly Pehrson
- Ted Lewis
- Paul Morris
- Senator Scott Sandall
- Darrell Hunting
- Steve Lund

Absent / Not Confirmed

- Wade Garrett
- Kip Paul
- Jennifer Seelig
- Tommy Joe Lucia

2. Meeting Called to Order

Chair David Lewis called the meeting to order at 8:00 AM.

3. Volunteer Recognition Event Proposal

- Lillian and Larry presented a plan for a volunteer appreciation banquet.
- Target date confirmed as March 28.
- Event will recognize more than 300 volunteers, including those with 20–25+ years of service.

- Staff are coordinating cost estimates for food, awards, and logistics.

4. Budget Discussion

- Proposed budget: Up to \$30,000.
- Expectation is to remain under this amount.
- Request to allow plus-one guests for volunteers to encourage attendance.
- Legal review needed for employee-related per-diem compliance.

5. Future Planning

- Suggestion to make the banquet an annual budgeted event.
- Board discussed recognizing partner agencies (DNR, Department of Agriculture, Farm Bureau) in future years.

6. Additional Notes

- Many volunteers travel long distances; an early dinner time (around 4:30 PM) was recommended.
- The event will include an introduction of the board and staff to volunteers.

7. Motion and Vote

Motion to:

- Approve the March 28 volunteer recognition banquet
- Approve a budget of up to \$30,000
- Allow plus-ones (pending policy review)
- Include the event as an annual budget item

Vote: Passed unanimously. Lillian made the motion to approve the budget Ted seconded

8. Adjournment: Lillian made the motion to adjourn Jim seconded
Motion to adjourn passed. The meeting was formally adjourned.

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTHS ENDED JANUARY 31 AND FEBRUARY 28, 2026**

SUMMARY:

Lots of smaller events.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: January revenues are up \$9k to last year and up \$20k against the budget. February revenues are down \$10k compared to last year but down on the budget \$10k.

Expenses: Our expenses for January are up \$13k to last year and up \$1k to budget. February expenses are down \$10k to last year while down \$10k on budget.

January ordinary income is down \$4k on last year and down \$10k on budget. February was down \$1k compared to last year and even against the budget.

Other Income is even on last year. Interest income was \$39k for January and \$35k for February.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are down \$1k to last year and up \$11k against the budget.

Expenses: Our expenses are down \$4k to last year and down \$10k to budget.

Ordinary income is down \$4k on last year and up \$21k on budget.

Other Income is down \$3k on last year.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash in bank is up on last year, \$1.94 mil. Accounts Receivable is down \$81k on last year while Accounts Payable is up \$21k compared to last year. The change in our financial position is up on last year \$1.26 mil. Our financial position continues to be very strong.

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

UTAH STATE FAIR CORPORATION

Profit & Loss

February 2026

	Feb 26	Jan - Feb 26
Ordinary Income/Expense		
Income		
Event Revenue	72,456.30	165,598.59
Miscellaneous Incomes	3,303.26	5,068.50
Monthly Rental/ Storage	24,213.92	48,301.06
Stall Rental	0.00	30.00
Total Income	99,973.48	218,998.15
Gross Profit	99,973.48	218,998.15
Expense		
Advertising & Legal	2,295.43	2,905.87
Awards & Premiums	0.00	0.00
Board Member Expenses	1,252.60	3,682.03
Computer & Professional Service	16,204.09	34,548.60
Data Processing	4,928.61	9,362.03
Depreciation Expense	39,514.04	79,028.08
Equipment Rental	441.12	3,531.54
Insurance	6,109.84	12,219.68
Maintenance Expenses	10,035.82	21,087.82
Miscellaneous Expense	2,848.57	5,436.14
Office Equipment/ Furnishings	27.51	-143.48
Office Expense	367.60	-526.41
Payroll Expenses	156,631.36	327,963.31
Processing Fees	4,674.90	6,888.66
Public Relations Expenses	207.94	463.57
Travel Expenses	1,348.92	4,004.47
Utilities	32,790.99	74,737.70
Total Expense	279,679.34	585,189.61
Net Ordinary Income	-179,705.86	-366,191.46
Other Income/Expense		
Other Income	35,047.75	73,856.44
Net Other Income	35,047.75	73,856.44
Net Income	<u>-144,658.11</u>	<u>-292,335.02</u>

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Month
February 2026

	Feb 26	Feb 25	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	72,456.30	82,630.23	-10,173.93
Miscellaneous Incomes	3,303.26	3,175.53	127.73
Monthly Rental/ Storage	24,213.92	24,550.45	-336.53
Stall Rental	0.00	35.00	-35.00
Total Income	<u>99,973.48</u>	<u>110,391.21</u>	<u>-10,417.73</u>
Gross Profit	99,973.48	110,391.21	-10,417.73
Expense			
Advertising & Legal	2,295.43	539.50	1,755.93
Awards & Premiums	0.00	300.00	-300.00
Board Member Expenses	1,252.60	1,765.57	-512.97
Computer & Professional Service	16,204.09	11,029.30	5,174.79
Data Processing	4,928.61	6,165.30	-1,236.69
Depreciation Expense	39,514.04	37,781.22	1,732.82
Equipment Rental	441.12	2,103.59	-1,662.47
Insurance	6,109.84	9,930.13	-3,820.29
Maintenance Expenses	10,035.82	29,910.78	-19,874.96
Miscellaneous Expense	2,848.57	2,776.33	72.24
Office Equipment/ Furnishings	27.51	0.00	27.51
Office Expense	367.60	735.93	-368.33
Payroll Expenses	156,631.36	142,167.85	14,463.51
Processing Fees	4,674.90	3,453.52	1,221.38
Public Relations Expenses	207.94	648.58	-440.64
Travel Expenses	1,348.92	12.45	1,336.47
Utilities	32,790.99	40,173.41	-7,382.42
Total Expense	<u>279,679.34</u>	<u>289,493.46</u>	<u>-9,814.12</u>
Net Ordinary Income	-179,705.86	-179,102.25	-603.61
Other Income/Expense			
Other Income	35,047.75	35,261.47	-213.72
Net Other Income	<u>35,047.75</u>	<u>35,261.47</u>	<u>-213.72</u>
Net Income	<u><u>-144,658.11</u></u>	<u><u>-143,840.78</u></u>	<u><u>-817.33</u></u>

UTAH STATE FAIR CORPORATION
Profit & Loss Budget vs. Actual
February 2026

	<u>Feb 26</u>	<u>Budget</u>	<u>\$ Over Bu...</u>
Ordinary Income/Expense			
Income			
Event Revenue	72,456.30	73,863.00	-1,406.70
Miscellaneous Incomes	3,303.26	11,213.00	-7,909.74
Monthly Rental/ Storage	24,213.92	24,551.00	-337.08
Stall Rental	0.00	35.00	-35.00
Total Income	<u>99,973.48</u>	<u>109,662.00</u>	<u>-9,688.52</u>
Gross Profit	99,973.48	109,662.00	-9,688.52
Expense			
Advertising & Legal	2,295.43	540.00	1,755.43
Awards & Premiums	0.00	210.00	-210.00
Board Member Expenses	1,252.60	1,764.00	-511.40
Computer & Professional Service	16,204.09	12,695.00	3,509.09
Data Processing	4,928.61	5,005.00	-76.39
Depreciation Expense	39,514.04	37,781.00	1,733.04
Equipment Rental	441.12	1,431.00	-989.88
Insurance	6,109.84	8,816.00	-2,706.16
Maintenance Expenses	10,035.82	38,884.00	-28,848.18
Miscellaneous Expense	2,848.57	2,714.00	134.57
Office Equipment/ Furnishings	27.51	0.00	27.51
Office Expense	367.60	737.00	-369.40
Payroll Expenses	156,631.36	134,883.00	21,748.36
Processing Fees	4,674.90	3,402.00	1,272.90
Public Relations Expenses	207.94	649.00	-441.06
Travel Expenses	1,348.92	12.00	1,336.92
Utilities	32,790.99	40,168.00	-7,377.01
Total Expense	<u>279,679.34</u>	<u>289,691.00</u>	<u>-10,011.66</u>
Net Ordinary Income	-179,705.86	-180,029.00	323.14
Other Income/Expense			
Other Income	35,047.75	35,261.00	-213.25
Net Other Income	<u>35,047.75</u>	<u>35,261.00</u>	<u>-213.25</u>
Net Income	<u><u>-144,658.11</u></u>	<u><u>-144,768.00</u></u>	<u><u>109.89</u></u>

UTAH STATE FAIR CORPORATION
Profit & Loss Budget vs. Actual YTD
 January through February 2026

	<u>Jan - Feb ...</u>	<u>Budget</u>	<u>\$ Over Bu...</u>
Ordinary Income/Expense			
Income			
Event Revenue	165,598.59	145,977.00	19,621.59
Miscellaneous Incomes	5,068.50	13,028.00	-7,959.50
Monthly Rental/ Storage	48,301.06	48,992.00	-690.94
Stall Rental	30.00	35.00	-5.00
Total Income	<u>218,998.15</u>	<u>208,032.00</u>	<u>10,966.15</u>
Gross Profit	218,998.15	208,032.00	10,966.15
Expense			
Advertising & Legal	2,905.87	2,172.00	733.87
Awards & Premiums	0.00	210.00	-210.00
Board Member Expenses	3,682.03	4,784.00	-1,101.97
Computer & Professional Service	34,548.60	27,634.00	6,914.60
Data Processing	9,362.03	9,870.00	-507.97
Depreciation Expense	79,028.08	75,025.00	4,003.08
Equipment Rental	3,531.54	4,423.00	-891.46
Insurance	12,219.68	17,842.00	-5,622.32
Maintenance Expenses	21,087.82	55,450.00	-34,362.18
Miscellaneous Expense	5,436.14	4,493.00	943.14
Office Equipment/ Furnishings	-143.48	637.00	-780.48
Office Expense	-526.41	1,358.00	-1,884.41
Payroll Expenses	327,963.31	303,575.00	24,388.31
Processing Fees	6,888.66	6,199.00	689.66
Public Relations Expenses	463.57	649.00	-185.43
Travel Expenses	4,004.47	1,368.00	2,636.47
Utilities	<u>74,737.70</u>	<u>79,132.00</u>	<u>-4,394.30</u>
Total Expense	<u>585,189.61</u>	<u>594,821.00</u>	<u>-9,631.39</u>
Net Ordinary Income	-366,191.46	-386,789.00	20,597.54
Other Income/Expense			
Other Income	<u>73,856.44</u>	<u>76,855.00</u>	<u>-2,998.56</u>
Net Other Income	<u>73,856.44</u>	<u>76,855.00</u>	<u>-2,998.56</u>
Net Income	<u><u>-292,335.02</u></u>	<u><u>-309,934.00</u></u>	<u><u>17,598.98</u></u>

UTAH STATE FAIR CORPORATION
Statement of Financial Position
As of February 28, 2026

	Feb 28, 26	Feb 28, 25	\$ Change
ASSETS			
Current Assets			
Checking/Savings	12,311,767.63	10,369,751.41	1,942,016.22
Accounts Receivable	361,701.19	442,982.22	-81,281.03
Other Current Assets	119,186.88	148,094.30	-28,907.42
Total Current Assets	12,792,655.70	10,960,827.93	1,831,827.77
Other Assets	4,063,043.22	4,634,404.39	-571,361.17
TOTAL ASSETS	16,855,698.92	15,595,232.32	1,260,466.60
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	135,459.81	114,952.18	20,507.63
Credit Cards	1,853.04	4,218.10	-2,365.06
Other Current Liabilities	530,391.67	734,545.69	-204,154.02
Total Current Liabilities	667,704.52	853,715.97	-186,011.45
Long Term Liabilities	-0.01	0.00	-0.01
Total Liabilities	667,704.51	853,715.97	-186,011.46
Equity	16,187,994.41	14,741,516.35	1,446,478.06
TOTAL LIABILITIES & EQUITY	16,855,698.92	15,595,232.32	1,260,466.60

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Month
January 2026

	Jan 26	Jan 25	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	93,142.29	83,363.92	9,778.37
Miscellaneous Incomes	1,765.24	1,813.65	-48.41
Monthly Rental/ Storage	24,087.14	24,440.71	-353.57
Stall Rental	30.00	0.00	30.00
Total Income	119,024.67	109,618.28	9,406.39
Gross Profit	119,024.67	109,618.28	9,406.39
Expense			
Advertising & Legal	610.44	1,631.68	-1,021.24
Board Member Expenses	2,429.43	3,151.09	-721.66
Computer & Professional Service	18,344.51	13,270.46	5,074.05
Data Processing	4,433.42	6,042.61	-1,609.19
Depreciation Expense	39,514.04	37,243.61	2,270.43
Equipment Rental	3,090.42	2,705.67	384.75
Insurance	6,109.84	10,140.13	-4,030.29
Maintenance Expenses	11,052.00	7,790.06	3,261.94
Miscellaneous Expense	2,587.57	1,798.43	789.14
Office Equipment/ Furnishings	-170.99	636.98	-807.97
Office Expense	-894.01	619.98	-1,513.99
Payroll Expenses	171,331.95	163,773.39	7,558.56
Processing Fees	2,213.76	2,892.77	-679.01
Public Relations Expenses	255.63	0.00	255.63
Travel Expenses	2,655.55	1,663.34	992.21
Utilities	41,946.71	38,969.03	2,977.68
Total Expense	305,510.27	292,329.23	13,181.04
Net Ordinary Income	-186,485.60	-182,710.95	-3,774.65
Other Income/Expense			
Other Income	38,808.69	41,593.72	-2,785.03
Net Other Income	38,808.69	41,593.72	-2,785.03
Net Income	-147,676.91	-141,117.23	-6,559.68

UTAH STATE FAIR CORPORATION
Profit & Loss Budget vs. Actual
January 2026

	Jan 26	Budget	\$ Over Bu...
Ordinary Income/Expense			
Income			
Event Revenue	93,142.29	72,114.00	21,028.29
Miscellaneous Incomes	1,765.24	1,815.00	-49.76
Monthly Rental/ Storage	24,087.14	24,441.00	-353.86
Stall Rental	30.00	0.00	30.00
Total Income	119,024.67	98,370.00	20,654.67
Gross Profit	119,024.67	98,370.00	20,654.67
Expense			
Advertising & Legal	610.44	1,632.00	-1,021.56
Awards & Premiums	0.00	0.00	0.00
Board Member Expenses	2,429.43	3,020.00	-590.57
Computer & Professional Service	18,344.51	14,939.00	3,405.51
Data Processing	4,433.42	4,865.00	-431.58
Depreciation Expense	39,514.04	37,244.00	2,270.04
Equipment Rental	3,090.42	2,992.00	98.42
Insurance	6,109.84	9,026.00	-2,916.16
Maintenance Expenses	11,052.00	16,566.00	-5,514.00
Miscellaneous Expense	2,587.57	1,779.00	808.57
Office Equipment/ Furnishings	-170.99	637.00	-807.99
Office Expense	-894.01	621.00	-1,515.01
Payroll Expenses	171,331.95	168,692.00	2,639.95
Processing Fees	2,213.76	2,797.00	-583.24
Public Relations Expenses	255.63	0.00	255.63
Travel Expenses	2,655.55	1,356.00	1,299.55
Utilities	41,946.71	38,964.00	2,982.71
Total Expense	305,510.27	305,130.00	380.27
Net Ordinary Income	-186,485.60	-206,760.00	20,274.40
Other Income/Expense			
Other Income	38,808.69	41,594.00	-2,785.31
Net Other Income	38,808.69	41,594.00	-2,785.31
Net Income	-147,676.91	-165,166.00	17,489.09

UTAH STATE FAIR CORPORATION
Profit & Loss Budget vs. Actual YTD
January through February 2026

	<u>Jan - Feb ...</u>	<u>Budget</u>	<u>\$ Over Bu...</u>
Ordinary Income/Expense			
Income			
Event Revenue	165,598.59	145,977.00	19,621.59
Miscellaneous Incomes	5,068.50	13,028.00	-7,959.50
Monthly Rental/ Storage	48,301.06	48,992.00	-690.94
Stall Rental	30.00	35.00	-5.00
Total Income	<u>218,998.15</u>	<u>208,032.00</u>	<u>10,966.15</u>
Gross Profit	218,998.15	208,032.00	10,966.15
Expense			
Advertising & Legal	2,905.87	2,172.00	733.87
Awards & Premiums	0.00	210.00	-210.00
Board Member Expenses	3,682.03	4,784.00	-1,101.97
Computer & Professional Service	34,548.60	27,634.00	6,914.60
Data Processing	9,362.03	9,870.00	-507.97
Depreciation Expense	79,028.08	75,025.00	4,003.08
Equipment Rental	3,531.54	4,423.00	-891.46
Insurance	12,219.68	17,842.00	-5,622.32
Maintenance Expenses	21,087.82	55,450.00	-34,362.18
Miscellaneous Expense	5,436.14	4,493.00	943.14
Office Equipment/ Furnishings	-143.48	637.00	-780.48
Office Expense	-526.41	1,358.00	-1,884.41
Payroll Expenses	327,963.31	303,575.00	24,388.31
Processing Fees	6,888.66	6,199.00	689.66
Public Relations Expenses	463.57	649.00	-185.43
Travel Expenses	4,004.47	1,368.00	2,636.47
Utilities	74,737.70	79,132.00	-4,394.30
Total Expense	<u>585,189.61</u>	<u>594,821.00</u>	<u>-9,631.39</u>
Net Ordinary Income	-366,191.46	-386,789.00	20,597.54
Other Income/Expense			
Other Income	73,856.44	76,855.00	-2,998.56
Net Other Income	<u>73,856.44</u>	<u>76,855.00</u>	<u>-2,998.56</u>
Net Income	<u><u>-292,335.02</u></u>	<u><u>-309,934.00</u></u>	<u><u>17,598.98</u></u>



State Fair Park Authority
Executive Directors Monthly Review
March 19, 2026

Executive Summary

- **Fairpark Update**

We recently hosted the public announcement to where state and local government and the LHM real estate group announced their plan to improve/reenvision the Jordan river and walkways. More recently, we supported a private tour of the historic area, conversations remain focused on opportunities, site coordination, and understanding potential impacts for the Fairpark and our events. Staff will continue to monitor developments and will provide updates as additional details become available.

- **Economic Impact Study**

The recently completed economic impact study confirms the significant role our events, the annual fair and operations play in generating economic activity and tax revenue for the community. The findings highlight the organizations continued ability to deliver measurable value through tourism, visitor spending, and statewide economic contributions.

Copies of the study were hand delivered to the governor's office and both chambers on Wednesday March 4th. Many thanks to our Love Media for their assistance and special **thanks to Senator McKell for sponsoring the desk drop in the Senate and Representative Wilcox for sponsoring the desk drop in the House.**

- **Livestock Manager Update**

The successful applicant Sami Nordman accepted our employment offer and is planning on joining us in Salt Lake City the first week of April. She is relocating from South Dakota and, as you might imagine, a transition of this nature involves several complexities. She is currently addressing a few professional and personal matters before completing her move to Utah

- **Soft Drink & beverage Service**

The Pepsi Company provided the winning response to the RFP that we published and will be our beverage partner for the next three years. Staff will work closely with our representative ensuring the level of service, deliveries, product offerings include new and upcoming functional beverages as well as their core of trusted and more common household names.

Board Report
Marketing, Sponsorship, & Entertainment Department
March 2026

We are happy to report that the major RFP processes have now been completed. Interstate Parking was selected to provide parking services and will continue as our partner in this area. AXS was selected as the Fairpark's new ticketing platform, and the team is currently working through implementation so that tickets can go on sale in the coming months.

Over the past several weeks, staff have participated in several internal trainings focused on operational readiness, safety, and guest service as we continue working to strengthen the overall capacity of our team. These included a safety training on situational awareness and incident prevention led by Vinnie, as well as an overview of electrical systems and terminology to help staff better understand vendor and promoter power needs on the grounds.

We also held a Fair Guest Experience training where the team walked through the Fair from the perspective of a guest, identifying opportunities to improve service, communication, and the overall visitor experience. As part of our broader effort to build a stronger, more well-prepared team, we are placing a greater emphasis on regular staff development and training and will continue offering additional opportunities like these moving forward.

Marketing

Marketing efforts are underway for both the 2026 Utah State Fair and year-round Fairpark events. Our campaigns are focused on expanding audience reach, strengthening community engagement, and increasing overall visibility for both the Fair and the Fairpark. Current initiatives include digital advertising, social media storytelling, targeted email outreach to more than 120,000 subscribers, and partnerships with media outlets and influencers to help broaden awareness.

In addition to these traditional channels, we are also working on new storytelling and promotional opportunities that highlight the Fairpark's economic impact, history, and upcoming programming. We've been increasing media engagement, building partnerships with local brands and sponsors, and creating content that keeps the Fair and Fairpark visible throughout the year—not just during Fair season. The goal is to continue building momentum leading into the Fair while also reinforcing the Fairpark as a year-round destination for events and community gatherings.

Sponsorships

Sponsorship outreach for the 2026 Utah State Fair is well underway. Priority renewal opportunities have been offered to returning partners, and we are also developing new sponsorship assets across entertainment, agriculture, and guest experience activations. Early conversations with both returning and prospective sponsors have been encouraging, and we are seeing strong interest in the Fair's large, engaged audience and the experiential opportunities the event provides. Our focus remains on building partnerships that enhance the guest experience while generating important non-ticket revenue to support Fair operations.

Entertainment

We currently have three concert offers out across the Country, Classic Rock, and Rock genres. We've had productive conversations with agents and are hopeful to have some announcements to share soon.

Contracts for Fairgrounds entertainment have also been sent out. This year's lineup will include a mix of returning favorites from last year along with several new acts to keep things fresh. Several of the acts were also selected with an eye toward incorporating a sense of nostalgia and Americana as we begin to lean into the upcoming America 250 celebration. Additional details can be found on the following pages.

Board Report
Marketing, Sponsorship, & Entertainment Department
March 2026



**EXTREME
LUMBERJACKS**

Mall 1



**ACES
FLYING
PIG RACES**

West of Gazebo



**MIGHTY
MIKE
SHOW**
Old Time
Strongman

Gazebo Stage

Witness **Mighty Mike** juggle bowling balls and sledgehammers as if light as a feather, tear packs of cards, bend pounds of metal... while wearing a 1920s style bathing suit.

TYZEN

Comedy Hypnotist

Gazebo Stage



TRIBUTE TO THE TROOPS

Female Trio

Gazebo Stage



THE AMIRRORCAN MEN

Roaming

Board Report
Marketing, Sponsorship, & Entertainment Department
March 2026



BOOM!
Percussion Entertainment
Roaming



South of Grand

WILD WEST FUN PARK
Kids 2-10



*East of Barnyard
Friends*

**MOBILE
DAIRY
CLASSROOM**
Ag Education



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department 30

March Board Report | February 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

February Events

- Hot Tub Show
- Protective Order Unit Training
- Music Video
- Sacred Circle
- 801 Event Center Fea Market – LOT B
- 801 Event Center Concerts – LOT B
- Skijourning National Championship – Canceled due to weather

Sales Report – Corey Burns

I worked for many months on a contract that didn't come to fruition that threw off the majority of the month for the events department budget. I rolled the dice on an event that would've been a festival style event with around 5k-8k attendees but the lack of snow caused the event to pull out and move venues last minute. While my work on this event was fruitless this year, I am already looking to get them booked for February 2027. February has never been the greatest month for revenue but we are looking better rolling into March and April looks to be on track for numbers similar to last year. Positive Vibes from the Events Department all around.

Department 30 Report – Aly Garcia

I was out on leave for some time due to the loss of my mother and the team stepped up in a big way to help keep things running smoothly. This team has so much passion about everything we do here, constantly growing and pushing the ways we can be better and striving to provide a great guest experience. I believe we are very fortunate to have them as a part of our journey to provide a world class venue and Fair.

We were able to finalize some really strong partners with our RFP's including Catering, Brick and Mortars, (Which I'll let Fred talk about) and parking. Going through the contracting process now and really digging into what we want our standard operating procedures to be for each area, then developing and defining what we want our expectations and relationships to look like with our partners. Between the technology they are offering, and the quality of resources and guest experience they are bringing to the table we are truly elevating the game of the Utah State Fairpark.

A lot of work has been done in our event management software EventPro in regards to building our Commercial and F&B exhibitor portal which will provide a more efficient process for applications, contracting, and payment for all our events including the fair. This should be wrapped up mid march for launch.

Unfortunatly due to the warm winter weather, the Skijoring was unable to move forward here at the Fairpark, but we now have the bones in place to try again next year.

Event Coordination & Commercial Vendor Report – Kelli McCaffery

In February, we feel the true seasonality of the events industry, and even though the number of events hosted are lower, it provides us very valuable time to hammer out the administrative work needed to set our team up for success in the new year. Much of this revolves around Fair preparations such as updating handbooks, evaluating pricing, and reevaluating policies.

With multiple training sessions on our CRM system this past month, we've been able to set up our new vendor portal which will keep the application, contracting, and billing process all under one platform. This will be amazing for centralizing information and keeping the entire team on the same page. Along with having one location for information, I'll also be introducing a new vendor guide to assist 1st year vendors in the planning process. The handbook can often feel long and overwhelming so having a step-by-step guide with only the most relevant information for newcomers to become familiar with our processes will be huge.

Food & Beverage Report – Fred Acebo

February brought a heavy administrative workload, with several RFPs issued, including the one for Food & Beverage and Alcohol Service. As we begin onboarding new partners, we've also been managing the transition and exit process for previous vendors. It's been a month full of movement, coordination, and detailed contract work, and we're excited to start collaborating with our new partners.

We also finalized preparations for launching the Fair application through EventPro—a project that began in the last quarter of 2025. Kilby planning work kicked off in February as well. Concessionaire applications closed at the end of the month, and we anticipate having roughly 50 concessionaires this year.

Overall, things are progressing steadily, and operations at the Fairpark are back in full gear.

Public Safety & Security – Aly Garcia

I was able to attend the Utah Association of Fairs and the IAVM Chapter 7 meeting where I lead a table top at each event regarding Safety and Security. The first table top at the UAF was a broad coverage of different experiences and scenarios that we have experienced here and how we can translate this to help other fairs and venues that may experience the same thing. Topics ranged from large weather incidents, to entrance plans with bag checks and open gate metal detectors, Event Action Plans, Physical Altercations and way overall to communicate your venue safety expectatins with your guests. It was great to be able to let folks in the fair industry know they have a resource here at the Utah State Fairpark.

The IAVM was a table top with pre determined topics such as active shooter, weather incidents, lost children, and vehicular incidents. I was asked to lead the discussion on weather incidents. It's unfortunate when emergency incidents occur, but I am proud to say we are a leading authority on pre-planning, on-site procededures and the after action where the incident is over and we are returning to normal operations. As the Utah State Fairpark I would expect nothing less from us as a leading event venue space.

These things give me confidence that we are heading in the right direction with our Public Safety and Security. This is a topic that you are never finished with, we will always need to re evaluate policies, implement new proceedures, and there will be things that we plan for but have not yet experienced .

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

General:

- Going over the fair book for 2026 adding America 250 classes, waiting for a couple of supervisors to return theirs.
- Received FFA and 4H fair books
- Finished 2026 Budget
- This year we plan to attend the PTA Convention May and the Teachers Conference in June/July
- Attended 2026 GPC Conference

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.
- Larry and I talked about adding something to the ceiling in Promontory to bring the height down
- Looking at putting music in each building so the space has a better vibe.

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.
- 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 – March 2026
Department 80/90

Rodeo:

- Updating contracts for contract personnel
- Sponsor proposals for returning and new partnerships

Livestock:

- Working on securing judges for 2026
- Working on creating Auction committee and guidelines
- In the process of placing quotes and ordering awards
- Finishing updates to rule documentation and website

Misc:

- Attended and judged at the Utah FFA Convention
 - Over 2,000 students from across the state in attendance (FFA is thriving)
 - Seeing an uptick in urban students taking more interest and involvement
 - Interest in USF sweepstakes – would like to take a deeper look at the program with Comp Arts and FFA to revamp to fit today's trends and needs.

Facilities and Operations Report

MARCH 2026

DFCM Projects/Status

1. Market roof replacement is currently in the demolition phase and interior seismic and ceiling upgrades.
2. UPDATE: All FY2027 PROJECTS have been approved for funding, and I have been meeting with Erik Stokes on updates to the main entrance project.

Fairpark Projects/Status

1. Working on 2026 building project quotes for Hospitality paint and repairs, North food court concessions and door installation for Crumbl as well as floor epoxy before new tenants move in Old Brigham's kitchen and cafeteria.
2. We have been preparing all mall areas for grass seed and leveling
3. Facilities & Operations budgets are currently being worked through 2026.

Operations Update

- Early spring operations are currently prepping the mall grass areas for grass seed, peat moss and leveling out all low areas. We have found a straw mat cover to protect newly seeded areas.
- 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. Battling graffiti removal and vandalization is constantly ongoing.
- Operations staff continue working through small events setups and tear downs.
- Regular facilities inspections and Upkeep pm work orders are being generated and completed daily.