



UTAH STATE
FAIRPARK

**BOARD OF
DIRECTORS MEETING**

OCTOBER 18, 2016



Board of Directors Monthly Review

October 18, 2016,

Meeting Agenda:

- 8:35am Introduction of new board members & roll call**
- 8:40am Approval of minutes**
- 8:45am Vice Chair discussion and vote**
- 9:05am Review executive summary**
- 9:25am Finance review**
- 9:45am Department reviews**
 - **Fair & major events**
 - **Marketing**
 - **Operations**
- 10:00am Arena Update**
- 10:20am Peterson Hog case update**
- 10:30am Capital request and Appropriation**
- 10:45am Meeting conclusion**



Board of Directors Monthly Review

October 18th, 2016

Executive Summary:

For the first time in recent memory and perhaps ever, the Fairpark hosted events days prior to the fair. Even more remarkable we played host to three separate events the week that immediately followed the fair. In each in case our team needed to strip the buildings of their fair exhibits, clean and re-set for the new events. In the case of the Zion buildings they applied a fresh coat of paint to the interior walls and restrooms freshening up the space for the event.

September Events:

- Fair.....11 days Sept 8th -11th
- Smoke school: Wednesday September 20th
- Volunteers of America annual fund raiser was held inside the Zion building Thursday September 21st. Attendees included Scott Anderson president Zions Bank.
- Vintage Whites fall event was held inside the Grand and the Promontory buildings Friday September 22nd and Saturday September 23rd. roughly 3K attended

2016 Fair: By all accounts the 2016 Fair was a success

- Carnival revenue exceeded our previous benchmark 888,023 in 2016 versus 843,789 in 2008
- Attendance was up 4.7% over prior year 222,700 versus prior year attendance of 211,741 (un-audited)

- Parking revenue was up 1.9% over prior year
- Merchandise was up 36.4% over prior year
- Concessions.....early on we took a calculated risk and elected to demand the use of registers that would provide the Fairpark with the greater visibility of transactions. Our decision was met with complaints and resistance ultimately leading to a dropout rate of 26%. Grazi Appeal worked diligently to back fill these open positions with quality replacements. In the end our difficult decision was rewarded, revenue from concessions increased 40.1% over prior year!

Fair negative take a ways:

- The construction of the new arena forced us to cancel all events scheduled in the arena. These events were under contract forcing the Fairpark to offer compensation for breach of contract. The final cost to cure these contracts was 45,825.18
- The Fairpark was required to terminate power, water and relocate crucial exhibits with little notice to clear way for the demolition of the arena. This expense roughly amounts to (95K-125K). FYI we are still occurring expenses resulting from the demolition of the arena. H2O to the shop as example
- Revenue loss resulting from losing arena based "ticketed" events was forecasted to be (265,648.75) Rodeo, demolition derby, monster trucks, ETC. *Note the aforementioned amount includes revenue lost for non-fair time events. Actual year over year loss of revenue for fair time arena events is (144,140)
- Entertainment/Concerts: weak attendance across all acts. Losing the events scheduled in the arena created a large void in our entertainment. We filled this void with live entertainment. Historically the Fair has struggled to capture adequate attendance to justify the expense, this year was no exception.

Development Opportunities

- A. New Department of Agriculture building at the Fairpark:**
- The project was presented to the Utah State Building Board on October 5th where it received strong support. The building has been added to the October IGG committee hearing scheduled for October 20th for further discussion. Although the Fairpark strongly supports the new construction there are many operational and financial concerns that will need to be addressed. As example; Parking, public access, property management,

Fairpark access, utilities, programming of expo space, construction timelines and management, and lastly an operating agreement.

a. Tracy Aviary:

- This opportunity is receiving tremendous support from the Fairpark community and elected officials.
- Recent meetings with the property owner went very well, the property is owned by the Menlove family. "Not that family" selling the property wasn't on their radar however they are very warm to the idea and subsequent project.
- The Menlove's will discuss the opportunity in their next committee meeting scheduled for Oct 19th and follow up with me afterwards.
- Representatives from SLC Corporation, Senator Escamilla and the Fairpark will perform a site tour of Tracy Aviary with the Menlove's sometime over the next few weeks.
- Hopefully by the end of October we will know the purchase price providing us with the information necessary to prepare a lease rate schedule for Tracy Aviary to review. Our goal is to have an executed letter of intent from Tracy Aviary early November.

Community Outreach:

- The Fairpark hosted meet the candidate's night on Wednesday October 5th in the Promontory building. The event was attended by several prominent elected officials as well as many aspiring candidates. Ben McAdams, Senator Escamilla, Representative Hollins, Just to name a few.
- The Fairpark will host the October Restore North Temple community event. The event will run from 6:30pm to 8:00pm on the 20th Community leaders and activist will meet to review and discuss economic development plans along north temple.

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED SEPTEMBER 30th, 2016**

SUMMARY:

Fair revenues are up but so are fair expenses.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Fair only revenues are up over last year by \$144k but under budget by \$309k. We are down \$327k on our budget for the monthly.

Expenses: Fair expenses were up on last year by \$200k and over budget by \$292k. Contract Services and Payroll were the biggest contributors to the increase. Included in the payroll expenses are the costs associated with making room for the construction of the new arena. Also included are the cancelation penalties that we had to pay entertainers and such per contract.

Overall, we are up \$234k in profit on last year but down \$253k on our budget.

YEAR-TO-DATE (ytd) ANALYSIS:

Revenues: Compared to last year, revenues are up \$496k. We are \$239k down on our budget.

Expenses: The YTD expenses are up about \$267k over last year. Contract Services, Utilities, and Payroll are up the most. When compared to the budget, contract services are down \$122k and payroll is down \$78k. We are \$302k over budget.

We are up, compared to last year profit, by \$229k, and we are up \$63k compared to our budget.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash and receivables are up \$461k over last year. Our effect net position is up \$278k.

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

UTAH STATE FAIRPARK

Profit & Loss

September 2016

	Sep 16	Jan - Sep 16
Income		
Appropriation	272.23	677,410.02
Contributions/ Donations	121,506.02	134,669.02
Event Revenue	28,339.54	473,349.57
Fair Revenue	2,800,754.84	2,941,663.53
Miscellaneous Incomes	13,031.81	33,115.58
Monthly Rental/ Storage	9,640.61	123,651.85
Stall Rental	160.00	7,056.00
Total Income	2,973,705.05	4,390,915.57
Gross Profit	2,973,705.05	4,390,915.57
Expense		
Advertising & Legal	267,381.77	329,549.94
Awards & Premiums	204,453.15	240,191.89
Board Member Expenses	11,277.04	19,669.92
Contract Services	993,746.37	1,138,695.68
Data Processing	211.58	4,010.88
Depreciation Expense	16,697.89	161,031.65
Equipment Rental	88,401.15	112,050.30
Insurance	16,018.83	53,156.49
Maintenance Expenses	55,232.45	165,834.86
Miscellaneous Expense	4,270.94	17,787.04
Office Equipment/ Furnishings	0.00	5,639.88
Office Expense	9,701.99	41,285.62
Payroll Expenses	399,599.66	1,163,215.87
Processing Fees	48,841.52	61,455.14
Public Relations Expenses	7,595.74	9,874.71
Travel Expenses	14,754.73	19,376.56
Utilities	60,884.60	276,222.24
Total Expense	2,199,069.41	3,819,048.67
Net Income	<u>774,635.64</u>	<u>571,866.90</u>

UTAH STATE FAIRPARK
Profit & Loss Prev Year Comparison - Month
September 2016

	Sep 16	Sep 15	\$ Change
Income			
Appropriation	272.23	23.76	248.47
Contributions/ Donations	121,506.02	141,403.73	-19,897.71
Event Revenue	28,339.54	436.71	27,902.83
Fair Revenue	2,800,754.84	2,414,026.29	386,728.55
Miscellaneous Incomes	13,031.81	27,572.22	-14,540.41
Monthly Rental/ Storage	9,640.61	10,062.28	-421.67
Stall Rental	160.00	800.00	-640.00
Total Income	2,973,705.05	2,594,324.99	379,380.06
Gross Profit	2,973,705.05	2,594,324.99	379,380.06
Expense			
Advertising & Legal	267,381.77	280,291.57	-12,909.80
Awards & Premiums	204,453.15	166,736.50	37,716.65
Board Member Expenses	11,277.04	19,299.80	-8,022.76
Contract Services	993,746.37	751,722.60	242,023.77
Data Processing	211.58	40,580.63	-40,369.05
Depreciation Expense	16,697.89	19,421.22	-2,723.33
Equipment Rental	88,401.15	96,167.95	-7,766.80
Insurance	16,018.83	6,456.96	9,561.87
Maintenance Expenses	55,232.45	81,321.54	-26,089.09
Miscellaneous Expense	4,270.94	6,066.52	-1,795.58
Office Equipment/ Furnishings	0.00	413.92	-413.92
Office Expense	9,701.99	16,084.10	-6,382.11
Payroll Expenses	399,599.66	459,578.50	-59,978.84
Processing Fees	48,841.52	35,907.66	12,933.86
Public Relations Expenses	7,595.74	6,268.17	1,327.57
Sponsorships/ Donations	0.00	460.80	-460.80
Travel Expenses	14,754.73	8,609.79	6,144.94
Utilities	60,884.60	58,456.72	2,427.88
Total Expense	2,199,069.41	2,053,844.95	145,224.46
Net Income	774,635.64	540,480.04	234,155.60

UTAH STATE FAIRPARK
Budget vs. Actual - Month
September 2016

	Sep 16	Budget	\$ Over Budget
Income			
Appropriation	272.23	25.00	247.23
Contributions/ Donations	121,506.02	250,000.00	-128,493.98
Event Revenue	28,339.54	9,930.00	18,409.54
Fair Revenue	2,800,754.84	2,949,276.00	-148,521.16
Miscellaneous Incomes	13,031.81	80,500.00	-67,468.19
Monthly Rental/ Storage	9,640.61	10,109.00	-468.39
Stall Rental	160.00	800.00	-640.00
Total Income	<u>2,973,705.05</u>	<u>3,300,640.00</u>	<u>-326,934.95</u>
Gross Profit	2,973,705.05	3,300,640.00	-326,934.95
Expense			
Advertising & Legal	267,381.77	296,000.00	-28,618.23
Awards & Premiums	205,128.15	159,500.00	45,628.15
Board Member Expenses	11,277.04	26,150.00	-14,872.96
Contract Services	994,796.37	1,025,012.00	-30,215.63
Data Processing	211.58	253.00	-41.42
Depreciation Expense	16,697.89	19,197.41	-2,499.52
Equipment Rental	88,401.15	94,390.00	-5,988.85
Insurance	16,018.83	7,493.79	8,525.04
Maintenance Expenses	55,232.45	75,925.00	-20,692.55
Miscellaneous Expense	4,270.94	1,700.00	2,570.94
Office Equipment/ Furnishings	0.00	859.00	-859.00
Office Expense	9,701.99	8,380.00	1,321.99
Payroll Expenses	399,599.66	481,108.95	-81,509.29
Processing Fees	48,841.52	2,950.00	45,891.52
Public Relations Expenses	7,595.74	12,265.00	-4,669.26
Travel Expenses	15,562.18	11,030.00	4,532.18
Utilities	60,884.60	53,574.00	7,310.60
Total Expense	<u>2,201,601.86</u>	<u>2,275,788.15</u>	<u>-74,186.29</u>
Net Income	<u><u>772,103.19</u></u>	<u><u>1,024,851.85</u></u>	<u><u>-252,748.66</u></u>

2:52 PM

10/14/16

Accrual Basis

UTAH STATE FAIRPARK
Profit & Loss Prev Year Comparison
January through September 2016

	Jan - Sep 16	Jan - Sep 15	\$ Change
Income			
Appropriation	677,410.02	675,697.28	1,712.74
Contributions/ Donations	134,669.02	159,038.73	-24,369.71
Event Revenue	473,349.57	309,205.54	164,144.03
Fair Revenue	2,941,663.53	2,544,909.54	396,753.99
Miscellaneous Incomes	33,115.58	72,733.11	-39,617.53
Monthly Rental/ Storage	123,651.85	129,244.07	-5,592.22
Stall Rental	7,056.00	4,157.00	2,899.00
Total Income	4,390,915.57	3,894,985.27	495,930.30
Gross Profit	4,390,915.57	3,894,985.27	495,930.30
Expense			
Advertising & Legal	329,549.94	348,851.17	-19,301.23
Awards & Premiums	240,191.89	195,740.36	44,451.53
Board Member Expenses	19,669.92	33,364.49	-13,694.57
Contract Services	1,138,695.68	908,644.53	230,051.15
Data Processing	4,010.88	50,575.75	-46,564.87
Depreciation Expense	161,031.65	170,544.99	-9,513.34
Equipment Rental	112,050.30	122,956.81	-10,906.51
Insurance	53,156.49	35,143.84	18,012.65
Interest Expense	0.00	401.63	-401.63
Maintenance Expenses	165,834.86	183,736.37	-17,901.51
Miscellaneous Expense	17,787.04	18,586.50	-799.46
Office Equipment/ Furnishings	5,639.88	5,778.65	-138.77
Office Expense	41,285.62	48,307.08	-7,021.46
Payroll Expenses	1,163,215.87	1,131,728.06	31,487.81
Processing Fees	61,455.14	45,174.84	16,280.30
Public Relations Expenses	9,874.71	9,134.52	740.19
Sponsorships/ Donations	0.00	460.80	-460.80
Travel Expenses	19,376.56	11,679.75	7,696.81
Utilities	276,222.24	231,344.29	44,877.95
Total Expense	3,819,048.67	3,552,154.43	266,894.24
Net Income	571,866.90	342,830.84	229,036.06

UTAH STATE FAIRPARK
Budget vs. Actual - YTD
January through September 2016

	<u>Jan - Sep 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
Appropriation	677,410.02	675,270.00	2,140.02
Contributions/ Donations	134,669.02	252,000.00	-117,330.98
Event Revenue	473,349.57	367,525.00	105,824.57
Fair Revenue	2,941,663.53	3,123,076.00	-181,412.47
Miscellaneous Incomes	33,115.58	88,610.00	-55,494.42
Monthly Rental/ Storage	123,651.85	119,275.66	4,376.19
Stall Rental	7,056.00	4,410.00	2,646.00
Total Income	<u>4,390,915.57</u>	<u>4,630,166.66</u>	<u>-239,251.09</u>
Gross Profit	4,390,915.57	4,630,166.66	-239,251.09
Expense			
Advertising & Legal	329,549.94	376,500.00	-46,950.06
Awards & Premiums	240,866.89	205,690.00	35,176.89
Board Member Expenses	19,669.92	70,272.70	-50,602.78
Contract Services	1,139,745.68	1,261,186.38	-121,440.70
Data Processing	4,010.88	3,544.74	466.14
Depreciation Expense	161,031.65	172,777.59	-11,745.94
Equipment Rental	112,050.30	112,040.00	10.30
Insurance	53,156.49	60,041.69	-6,885.20
Maintenance Expenses	165,834.86	192,096.36	-26,261.50
Miscellaneous Expense	17,787.04	25,946.00	-8,158.96
Office Equipment/ Furnishings	5,639.88	8,046.00	-2,406.12
Office Expense	41,285.62	58,155.00	-16,869.38
Payroll Expenses	1,163,215.87	1,241,155.07	-77,939.20
Processing Fees	61,455.14	17,796.00	43,659.14
Public Relations Expenses	9,874.71	21,201.00	-11,326.29
Travel Expenses	20,184.01	15,642.00	4,542.01
Utilities	276,222.24	281,696.00	-5,473.76
Total Expense	<u>3,821,581.12</u>	<u>4,123,786.53</u>	<u>-302,205.41</u>
Net Income	<u><u>569,334.45</u></u>	<u><u>506,380.13</u></u>	<u><u>62,954.32</u></u>

UTAH STATE FAIRPARK
Profit & Loss Prev Year Comparison
 2016 to 2015 Fair Only

	<u>Jan - Sep 16</u>	<u>Jan - Dec 15</u>	<u>\$ Change</u>
Income			
Appropriation	0.00	263.23	-263.23
Contributions/ Donations	134,669.02	164,795.00	-30,125.98
Event Revenue	770.06	1,636.43	-866.37
Fair Revenue	2,917,679.90	2,709,423.97	208,255.93
Miscellaneous Incomes	6,466.37	35,048.10	-28,581.73
Monthly Rental/ Storage	0.00	0.00	0.00
Stall Rental	0.00	4,727.00	-4,727.00
Total Income	<u>3,059,585.35</u>	<u>2,915,893.73</u>	<u>143,691.62</u>
Gross Profit	3,059,585.35	2,915,893.73	143,691.62
Expense			
Advertising & Legal	328,445.83	331,779.83	-3,334.00
Awards & Premiums	217,382.34	209,822.77	7,559.57
Board Member Expenses	11,277.04	20,161.87	-8,884.83
Contract Services	883,151.48	705,502.72	177,648.76
Data Processing	536.00	17,483.08	-16,947.08
Equipment Rental	83,702.83	95,975.56	-12,272.73
Insurance	11,550.00	0.00	11,550.00
Maintenance Expenses	23,018.60	81,946.11	-58,927.51
Miscellaneous Expense	7,818.86	10,243.35	-2,424.49
Office Equipment/ Furnishings	0.00	471.43	-471.43
Office Expense	29,303.05	34,552.13	-5,249.08
Payroll Expenses	463,222.58	333,516.37	129,706.21
Processing Fees	40,207.53	53,710.92	-13,503.39
Public Relations Expenses	7,634.10	6,437.04	1,197.06
Sponsorships/ Donations	0.00	18,081.80	-18,081.80
Travel Expenses	14,948.04	2,799.14	12,148.90
Total Expense	<u>2,122,198.28</u>	<u>1,922,484.12</u>	<u>199,714.16</u>
Net Income	<u><u>937,387.07</u></u>	<u><u>993,409.61</u></u>	<u><u>-56,022.54</u></u>

UTAH STATE FAIRPARK
Budget vs. Actual - YTD
2016 to 2015 Fair Only

	Jan - Sep 16	Budget	\$ Over Budget
Income			
Appropriation	0.00	0.00	0.00
Contributions/ Donations	134,669.02	252,000.00	-117,330.98
Event Revenue	770.06	0.00	770.06
Fair Revenue	2,917,679.90	3,036,176.00	-118,496.10
Miscellaneous Incomes	6,466.37	80,500.00	-74,033.63
Monthly Rental/ Storage	0.00	0.00	0.00
Stall Rental	0.00	0.00	0.00
Total Income	3,059,585.35	3,368,676.00	-309,090.65
Gross Profit	3,059,585.35	3,368,676.00	-309,090.65
Expense			
Advertising & Legal	328,445.83	344,000.00	-15,554.17
Awards & Premiums	217,937.34	205,384.00	12,553.34
Board Member Expenses	11,277.04	26,150.00	-14,872.96
Contract Services	883,476.48	741,478.00	141,998.48
Data Processing	536.00	536.00	0.00
Depreciation Expense	0.00	0.00	0.00
Equipment Rental	83,702.83	80,397.00	3,305.83
Insurance	11,550.00		
Maintenance Expenses	23,018.60	300.00	22,718.60
Miscellaneous Expense	7,818.86	11,980.00	-4,161.14
Office Equipment/ Furnishings	0.00	0.00	0.00
Office Expense	29,303.05	33,810.00	-4,506.95
Payroll Expenses	463,222.58	360,023.00	103,199.58
Processing Fees	40,207.53	0.00	40,207.53
Public Relations Expenses	7,634.10	17,140.00	-9,505.90
Travel Expenses	14,948.04	9,700.00	5,248.04
Utilities	0.00	0.00	0.00
Total Expense	2,123,078.28	1,830,898.00	292,180.28
Net Income	936,507.07	1,537,778.00	-601,270.93

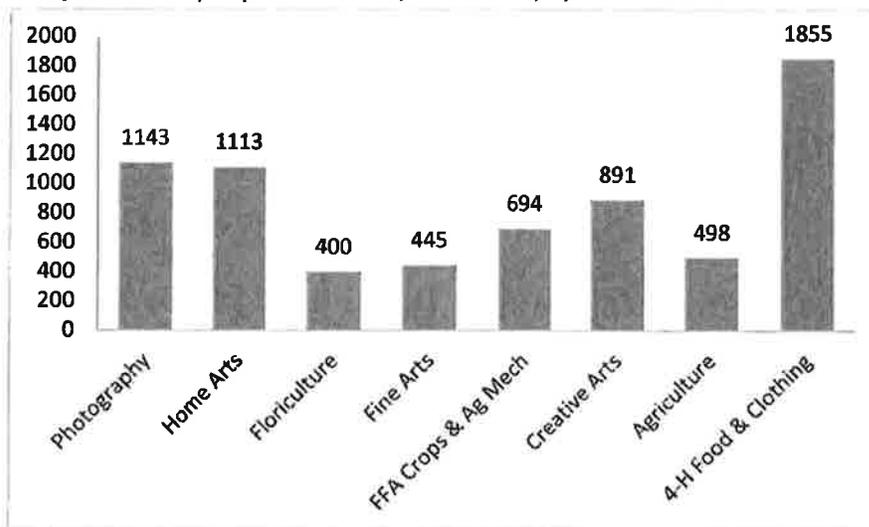
UTAH STATE FAIRPARK
Statement of Financial Position
As of September 30, 2016

	Sep 30, 16	Sep 30, 15	\$ Change
ASSETS			
Current Assets			
Checking/Savings	2,012,823.68	1,901,216.96	111,606.72
Accounts Receivable	476,683.89	119,981.66	356,702.23
Other Current Assets	46,923.89	54,010.49	-7,086.60
Total Current Assets	2,536,431.46	2,075,209.11	461,222.35
Other Assets			
Fixed Assets	250,815.35	435,686.13	-184,870.78
Temp Distribution	0.00	-75.00	75.00
17000 - Net Pension Asset	1,974.00	0.00	1,974.00
Total Other Assets	252,789.35	435,611.13	-182,821.78
TOTAL ASSETS	<u>2,789,220.81</u>	<u>2,510,820.24</u>	<u>278,400.57</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	811,044.11	698,274.86	112,769.25
Credit Cards	9,205.14	2,419.24	6,785.90
Other Current Liabilities	1,069,629.26	942,032.81	127,596.45
Total Current Liabilities	1,889,878.51	1,642,726.91	247,151.60
Long Term Liabilities	15,268.71	15,801.75	-533.04
Total Liabilities	1,905,147.22	1,658,528.66	246,618.56
Equity	884,073.59	852,291.58	31,782.01
TOTAL LIABILITIES & EQUITY	<u>2,789,220.81</u>	<u>2,510,820.24</u>	<u>278,400.57</u>

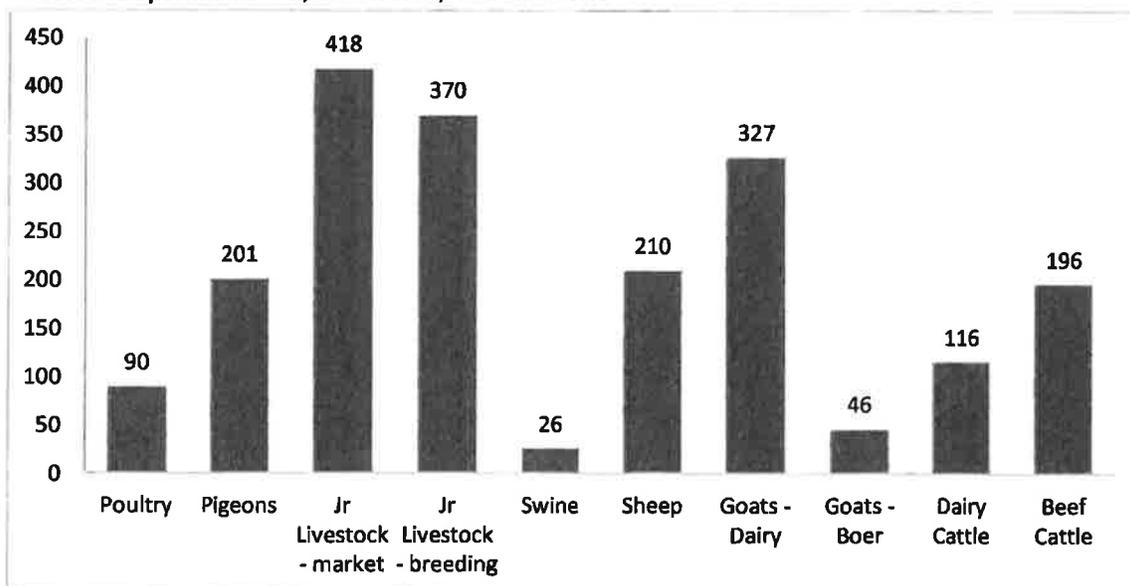
Board Report

State Fair & Major Event Department - October 2016

- Hourly records kept by FFA Chapters that staffed Little Hands on the Farm show that 16,844 children completed the hands on experience and redeemed their dollar at the store. A 7% increase over 2015.
- ATM provider, MobileMoney, dispensed 10, 289 transactions (\$639,440) during the Fair, an 8% decrease over last year. We received \$1.90 of each transaction fee which equaled \$19,549.10 in revenue.
- Essay and Blue Ribbon entries for our Student Competition were accepted through October 3rd and are now being judged. An awards ceremony is scheduled for Wednesday, November 2nd in the Zion Bldg at 6:00 pm.
- **Competitive Entry Departments – 7,039 entries / 3,450 exhibitors**



- **Livestock Departments – 2,000 entries / 701 exhibitors**



2016 JUNIOR LIVESTOCK AUCTION REPORT
(information in parenthesis is 2015 data for comparison purposes)

A total of 237 (268) animals were sold for \$224,971.60 (\$207,801.05)

135 Lambs	\$85,176.60	(159 @ \$91,731.05)
50 Hogs	\$31,400.00	(74 @ \$42,835.00)
27 Steers	\$97,100.00	(17 @ \$61,435.00)
25 Goats	\$11,295.00	(18 @ 11,800.00)

Average sale price per head - Champion and Reserve prices not included

Goats	- \$415.00	(\$ 363.33)
Hogs	- \$560.94	(\$ 526.88)
Lambs	- \$587.79	(\$ 517.40)
Steers	- \$2,956.00	(\$2,739.00)

Floor Prices & Packer

Goats	- 1.99	(1.65)	- Palfreyman Livestock
Hogs	- .50	(.60)	- LaMarr Walker
Lambs	- 1.43	(1.45)	- Palfreyman Livestock
Steers	- 1.03	(1.16)	- Aaron Hughes

GRAND CHAMPION GOAT - Owner: Maren Boyer, Coalville - purchased by Zions Bank Ag Group & Utah Farm Bureau - Price \$900

RESERVE CHAMPION GOAT - Owner: Garrett Smith, Snowville - purchased by Smith Ranch - Price \$800

GRAND CHAMPION HOG - Exhibitor: Gage Fevold, Benjamin - purchased by Zions Bank Ag Group, Utah Farm Bureau, and misc buyers - Price \$2,300

RESERVE CHAMPION HOG - Exhibitor: Bryce Fevold, Benjamin - purchased by Zions Bank Ag Group, Utah Farm Bureau and misc buyers - Price \$2,175)

GRAND CHAMPION LAMB - Exhibitor: Haygen Kogianes, Spanish Fork - purchased by Producers Livestock, Best Deal Containers, Zions Bank Ag Group, Utah Farm Bureau, Galloway Sheep & misc buyers - Price \$3,200

RESERVE CHAMPION LAMB - Exhibitor: Corianne Mangelson, Payson - purchased by Mangelson/Brimhall Club Lambs, Payson Boosters, Reams, Creamies, Zions Bank Ag Group, Wicked Club Lambs and misc buyers - Price \$3,800

GRAND CHAMPION STEER - Exhibitor: Tanner Maxfield, Bluffdale - purchased by Maxway Trucking, Bushman Cattle Company, Long Club Lambs, Bushman Farm and Livestock, Executive Sires, Kent Bushman & John & Dixie Bushman - Price \$18,000)

RESERVE CHAMPION STEER - Owner: Brooke Sorensen, Spanish Fork - purchased by Shane Sorensen Family, Brahma Group, Zions Bank Ag Group, Stotz Equipment & misc buyers - Price \$5,200

Marketing/Advertising:

- Beginning discussions on 2017 Utah State Fair advertising campaign concept
- Shot a lot of footage to be used in future ad campaigns

2016 advertising/marketing campaign

Television

Reach/Frequency

Reach – 91% market penetration

Frequency – 13.2

Radio

Reach/Frequency

Reach – 85% market penetration

Frequency – 5.1

Digital

Over 6.5 M impressions and 27.1k click to site

CTR - .41% - almost 6 times higher than the average benchmark of .07%

“Food” creative performed best

Sponsorship:

- Positive feedback from sponsors
 - MattressFirm increased their sponsorship level and involvement and would like to do more next year.
- Sponsor Thank You’s included card, thumb drive, lapel pins, original print artwork (framed) and a sponsorship wrap-up report.

Events:

October:

- Super Pet Adoption
- Hispanic Rodeo (cancelled – Arena)
- Salt Lake Antique Show
- Heat Exchangers Experts Seminary
- Wasatch Reptile Expo
- Brady Industries
- Urban Flea Market

November:

- Salvation Army Angel Tree
- Mentors International Gala
- Utah Cat Show
- Rabbit Show
- Pigeon Show
- Freeman Marshalling Yard
- Urban Flea Market
- Utah Cattleman Association Bull Sale

December:

- Salvation Army Angel Tree
- Skyline High School Winter Dance
- Olive & Vea Wedding

Board Report

Facilities and Operations

October 2016

1. Fair Operations went smoothly. Employees worked very hard and with great pride to see that all vendors and patrons were well taken care of. No major problems were reported and all late change overs went smoothly. The majority of after fair clean-up is completed.
2. DFCM projects Construction on The Zion building roof is under way painting is done on the window trim and the dormers. The Grand building exterior painting is also started and should take about a month to complete. We are starting the roof on the multipurpose building the week of the 17th of October. The Days of 47 Arena is well underway with footings and foundations starting Monday the 17th. Many interesting items were found in the dig area as well as utilities that were not on the map.
3. Capital improvements request this year include new windows in food courts, painting of the HVAC vent work in Zion, restroom upgrades throughout the campus, as well as exterior and interior lighting projects. We are also requesting funds to put an Audio visual system in the Grand building.
4. We also have many winter projects to get our fair equipment and display boards repaired and looking new. As well as inventory and repair of rentable items used for events.