



BOARD OF DIRECTORS MEETING

MARCH 16, 2023



Board of Directors Meeting

Agenda

March 16, 2023

8:30am Roll Call

8:35am Approval of December & February Board Meeting Notes

8:40am Public Comment Period

- This is an opportunity for the members of the general public to provide comments to the Board of Directors. Public comments will be limited to 2 minutes per speaker, and the entire public comment period is limited to 10 minutes.

8:45am February "Financial Performance Review"

- Allan Kitterman

9:00am SB 187 Fair Amendments

- David Lewis

9:30am Legislative Committee

- Jennifer Seelig
- Wade Garret

9:45am Livestock Committee

- Jared Buehler

10:00am Action Item Livestock Rule Change

10:15am Rodeo Committee Discussion

- Wade Garret

10:30am Executive Review

- Department Reports

10:45am Additional Business

10:30am Meeting Adjourned

Utah State Fairpark Board of Directors
Fairpark Board Room and virtual Meeting
December 15, 2022 – 8:30

Via Zoom: Jared Buhler
Craig Buttars
Wade Garrett
Paula Martin
Jim Russell
Scott Sandall
In Person: Lillian Bayles
David Lewis
Ted Lewis
Jennifer Seelig 8:40 arrived @ meeting
Excused: Kip Paul
Staff: Larry Mullenax
Alan Kitterman

Dave called the meeting to order and roll was taken. 8:30

Dave indicated he would accept a motion to approve the minutes from the meeting held on October 27, 2022. Ted moved to accept the minutes as submitted, Wade seconded the motion and all were in favor (Jared Buhler, Craig Buttars, Wade Garrett, Paula Martin, Jim Russell, Scott Sandall, Lillian Bayles, David Lewis, Ted Lewis)

Public Comment

There was no members of the public present for comment.

Financial Review

Dave pointed out that we have not reviewed the financials since August so we have 3 months to review. Alan reviewed the financial report for the months August – November. Alan briefly reported on August. September's income was down \$65 due mostly to concerts. Derby was strong and sold out this year.

Ted mentioned that concerts have a certain aura to the fair.

Jennifer asked for detail financials and Dave responded that the financial committee would be happy to get those to her. Jennifer also asked what Ted meant about what the aura of the concerts means to him. He answered he believed it impacted concessions, parking and other things. It is part of what you think of about the fair.

Larry mentioned that depending on the genre of the concerts it has different effects to the fair 80's rock band has better beer sales but not as well in carnival rides where as a hip hop band sales are up for carnival and not as well in beer sales.

Larry also mentions that we went out to bid for the Entertainment buyer and have decided to stay with who we used last year with a better understanding on what are needs are. To have a better out come with our concerts, less risk.

Dave asked if we have started looking at concerts for next year. Larry responded that we have begun that process. Jim Russell asks about moving the derby or monster truck to a week day. Also is it only concerts that are important or would it be good to look at other arena entertainment.

Larry replied that we have not had success programing other types of event during the fair other than concerts/comedians. Moving the derby or monster truck would be a major mistake it would cut that audience in half. But we are looking a possibly holding a Hispanic rodeo on the first Sunday

Jared spoke about moving the Jr Livestock show to the first week end of the Fair. He thinks that would really help that first weekend attendance.

Wade also mentioned that it would help in other aspects freeing up parking on that last weekend. And he doesn't think the open show would be impacted by the change. The kids and families like the rodeo which is on the first weekend and that may help the rodeo attendance.

Alan continues his financial report: September expenses were up due to increased part time wages, equipment rental was up due to last year having a sponsorship that let us use equipment that we had to rent this year. Net ordinary income of \$226k loss compared to last year. But overall it was still a very healthy \$1.8k on our bottom line just not as good as 2021.

Dave said to give Larry and the staff get their due credit you all worked really hard to get through August you were up compared to last year which for a lack of a better way to see it was given back during September for Fair. Larry commented that was the common comment that was talked about during the IAFE convention that they had very good revenue but expenses were up.

Larry spoke about finishing up the year significantly stronger than we did last year. We have hosted more events in November and December than we have in previous years. Last night we had 500 visitors attend the Christmas light show that we have hosted since late November thru the first of the year.

Dave asked when we will have budget numbers for 2023. Larry's response was next board meeting we will have a lengthy discussion. But will have initials drafts out early January prior to board meeting. We are very close just working on where we are going to be on the entertainment for the arena.

Dave asked that the Fair committee headed by Paula to really take the items and look at how we can approve next year.

Larry reported that the app in 2021 had 600 downloads in 2022 it had 5611. Entertainment was the most search on the app next was food and down from there.

Larry reported that we have been working very hard with the team working on the 2023 budget. It will look very similar to this year. As Larry mentions in his report we have 2 large events in May and June and also in February due to NBA All Star game. We are looking at having a very strong events year again. The Hive festival held in 2021 generated \$232K revenue in 3 days very impactful to our bottom line. If we have 2 of those shows then we will probably going to be about \$600k in event revenue in May and June which should make it so we are profitable going into the Fair so we will be able to report 100% of the Fair revenue as profit.

Ted asked how much does the arena helps us move from relying solely on the Fair. Larry responded that every little piece plays a role in our success. The Hispanic Rodeos are extremely profitable that we host all summer long. We will clear \$50k Or \$60k net for 5 hours work. We have 6 scheduled for this year with another Hispanic promotor that is interested in hosting a few here this year also. We will generate \$300k in net revenue this year on the Hispanic rodeos. All of the improvements to the Fair play a role in our success.

Days of '47 Rodeo

South end VIP platform ran into some problems but with help Jim from DFCM's help we have a good plan moving forward we should be back on schedule with the north and south end weather permitting. The east and west sections have been removed from the plan. They will be working on restrooms in the Hospitality building making them multi use restrooms. The LED lighting to the arena have been installed they are pretty interesting looking but will save us operating expense. Video room is complete still finishing the audio portion of the project. Completion of project is early June.

The VIP sections will seat 72 each platforms seated tables could seat double that without tables. We will be able to upsell that VIP experience.

Jim mentioned that there will also be restrooms added on the VIP platforms and a restroom to both green rooms in the Hospitality.

Larry asked Wade to speak about the Days of '47 lease.

Wade shared that we have been asked if we are ok with the State paying the lease for the Days of '47 with an appropriation. The Days of '47 will continue paying the rest of the expenses. The Legislature committee will meet and report back to the Board their recommendations.

Lillian asked if the ask would be ours or the Days of '47. Wade answered that it would be the Days of '47 request. Lillian also asked how the change to our status affects Days of '47 and our contract agreement. Dave respond that we will follow up that question note that with the status discussion.

Ted asked what the terms of the current lease is and how would is change if the Legislature paid for that lease? Larry answered that the lease is up now, and moving forward he has no answer because he doesn't know what they are doing. Ted said that maybe we need to add that to the list of things to look at and can we make it a little more long term. Larry commented that they have provided a lot of benefit to the Fairpark and we would be remiss if we did not recognize that but there is a lot of discussion that we are not privy to.

Committee's update

Dave mentioned that IAFE is in Salt Lake next year and the Board should plan to attend.

Paula's report on IAFE Larry, Aly, Jamie, and Nicki were in attendance.

Top three thing talked about and ways to help with the problem

declining exhibits: offering people to help sell their items

declining volunteers/staff: recognize years of service show appreciation

Frustration with 4H extension service:

Jamie and Nicki present on the International Market and did a fantastic job

Met with entertainment buyer with Larry and it was very interesting to me. Fairpark has decided to remain with Neste moving into the 2023 year they had good things to say but some of the comments were they need faster responses from us.

Attended with Larry, Aly the Showmen's League Ball and was privileged and it was an honor to sit with John Hanschen he is such a good guy and very well respected.

We attended an event that the Indian State Fair sponsored. They had carnival rides, ice skating, a band, fair food all inside a building set such a fun mood.

As Dave mentioned that the IAFE is in Salt Lake next year. It will be hard to top what Indiana did but we need to be prepared to host an event and show case our property at the Fairpark during the IAFE next year. 2023 dates for the IAFE are November 26-29.

Jennifer mentioned she understands that we can't send everyone but would like to be informed of the dates she would have paid herself to go.

Jennifer ask to elaborate about the 4H

4H is moving away from the AG portion changing the platform moving from farming to urban ideas. Some Fair because of this are moving to their own programs outside of 4H

Larry's take a ways from the IAFE were the ride industries are starting to consolidate and there are fewer young people that are getting into the industry. Ride owners operators want to use fewer rides the industry are struggling a bit with a deposit required for some. Also, the same issue with the food industry. We are in much better shape because of the relationship we have with John Hanschen.

Jr Livestock

Jared had to leave Lillian will report Jr livestock.

Lillian reported that all the Jr livestock payments have been made. Staying with the one animal per child so more children can participate because the barns fill up if that changed we would reconsider changing that rule. No action needed no changes were made.

Discussing gifts for the staff Jennifer will be taking care of that again this year

White Ball Park

No outside parties have joined for this discussion

Dave recognized that Paul was the go to for this discussion and is not available to attend today. An email will be sent with the questions and comments from Lillian, Paula and Jennifer

As was mentioned at the beginning of the meet

Jennifer wanted to show appreciation and gratitude Senator Sandall for opening a bill file and used a priority bill that is huge; it is using one of his opportunities to be able to help this board

Scott explained what a priority bill does. we are allowed 5 per session it elevates in the que of our attorneys to be able to draft rather than hanging at the bottom of the que a priority bill file will jump anything else. This week Paul will be meeting with the drafting attorneys will get together and will be working on this. Then a white paper will be prepared point out the pros and cons. Then a discussion can take place whether the board wants to move forward with the bill. Don't need to proceed until February but we will be ready by then if the board wants to proceed.

Dave wants to make sure to check with Paul on the next board meeting to accommodate Paul's schedule so that we have enough time to discuss this topic.

Larry asked if January 12th will work for the next board meeting. Larry will check with Paul to see if that will work for him.

Dave said that some of the questions that he has seen were not so much about the statue change but what our overall purpose and mission statement is for the Fairpark. Need to be prepared to look at that.

Legislative Committee

Ted asked if there were any other items other than the status change that needs to be brought up to the Legislator. The appropriation was mentioned. Since the county is no longer in the Fair industry. Larry mentioned it may be a good time to bring up to the Legislator who should fill that position that was going to be filled by the county.

Scott let everyone know about his new assignment: the Senet chair of National Recourses and AG Appropriations. Whatever ask we have he assumes will go through that committee and it would be good to know those numbers are sooner than later.

Larry asked do we want to purse an appropriation. Scott commented that asking for one time need plays a lot better with the Legislator. Ted commented that there is a lot of need for back maintenance. If we ask for back maintenance it would not look good for the funds that come from the capital improvement budget. If we have a specific need is a better reason to ask rather than having our hand out all the time.

Jennifer asks if Jim could meet with the Legislative Committee to help make a recommendation to the Board if we need to ask for an appropriation.

Larry lets the Board know that Jim and the DFCM team and the Legislature have helped so much in the deferred maintenance aspect of the Fair. We have a lot of project in the works and we appreciate all he has done for the Fairpark.

Ted also agrees with how Jim has helped the Fairpark. Jim remarks that a lot has to do with how Larry has stepped up in how the Fair has been managed and taken care of.

Human Resources

We were challenged to see if we could participate in the State HR program. As of Tues we have been accepted to participate in that program. Hopefully January 3 we will be ready to go with that program. Dave asked in the January board meeting could we get a little visibility on what that means so as a Board we understand how it changes and what it will provide for us. Gary from the state is working on setting that program up for us. Hopefully he will be able to join us at the January board meeting to be able to answer any questions we have. Larry believes that risk management will pick up that expense.

Wade brings up after fair compensation and has that been addressed. Larry did respond that it was discussed in October and that permission to distribute ½ of the compensation was discussed and approval was given. What was not discussed was compensation for the executive director. Dave suggested that we wait until the January Board meeting to take care of that. It was agreed to do that in January.

Staffing updates

We have received over 100 applications. Two good candidates for the Fair Director have been received. Larry will share those applications with the Board. Larry mentioned that he may come back and recommend that we hire both

applicants. Good talent is hard to pass up. Dave agreed that that could be a possibility. Dave appreciated that Larry reached out to the Fair committee for their feedback their input is important. Ted also commented that hiring 2 is not a bad idea that we have been lean with staff in previous years.

Dave asked if there is any new business for the next meeting. Dave also asked Larry to pass along the appreciation from the board to the staff for all they do. Paula also wanted to make sure the staff new of the board's appreciation.

Hearing no other business Dave moved to adjourn the meeting Ted seconded, and all were in favor.

DRAFT

Utah State Fair Board Meeting Minutes
February 16, 2023

Via Zoom: Lillian Bayles

Ted Lewis

Kip Paul

Paul Morris

Marybeth Thompson

Victoria Petro-Eschler

Nick Talbot

In Person: Jared Buhler

Wade Garrett

David Lewis

Jim Russell

Jennifer Seelig

Excused: Paula Martin

Staff: Larry Mullenax

Nicki Claeys

1. **Call to order**

Dave Lewis called the meeting to order roll was taken 8:35 am quorum was present.

2. **Approval of January Board Meeting Minutes**

Jared Buhler made the motion to pass the January minutes Jennifer Seelig seconded it.
Motion passed.

3. **Introduction of Zane Webster new Fair Director**

Zane introduced himself to the board and told a little bit about himself and how he is looking forward to working with the team.

4. **Public comment:**

Victoria Petro-Eschler commented in support of the Fairpark change in statute. And also she brought up some concerns she has also.

5. **December & Year end 2022 Financial Review, January review**

Alan reviewed the financials. Over all finances we are doing well, strongest January and February on record. Larry commented about the Light show that ran from Nov- Dec 2022 was very successful and would like to return in 2023. Another program that is also interested as well for 2023.

Ted Lewis joined the meeting.

6. **Legislative overview**

Jennifer Seelig, Wade Garrett and Paul Morris brought everyone up to speed on the Fairpark change of statute. Larry explained that the bill has been read twice in the senate waiting on the third

reading. Paul Morris explained some changes to the language of the new statute.

7. Fair Entertainment and Sponsorship review

Nicki presented a slide show of some of the entertainment that will be coming to the fair this year. Looks like a great lineup. Examples: Ninja Experience, Adam the Great, Boom! Percussion Hype Crew, Unicycling Unicorn Still working on south of the Grand.

Arena Entertainment is being worked on. One band is confirmed working on the others.

Sponsorships have already begun to reach out, which is a great start. The sponsorship packet is up on the web site.

8. Executive Review

Tony Hawk foundation may partner with the x games and may bring an event to the Fairpark. Several festivals will be happening at the Fairpark this here we are excited about that. Kilby Court Block Party will be held at the Fairpark in May.

Larry spoke about Placer ID which is a AI program that will help us track where people are coming from and what sights they visit etc. It will help us in marketing and help us understand how it can impact the city.

Concession contract was sent out to bid and will be reviewed tomorrow. Hopefully be able to decide by the first part of March.

Larry spoke about the remote parking and shared the information that he had learned. Using a possible remote parking lot with a bus bridge.

9. Adjourned to the Executive Session

Wade made the motion. Jared seconded. Motion carries

10. Actions items

Motion made by Jim Russell that we have a board sub committee that will work together with Larry to put together a performance measurement and an incentive package for the Executive Director.

Wade seconded it. All were in favor. Any opposed, seeing none the motion carries unanimously.

Lillian will chair the committee with Ted Lewis and others on said committee.

Second Motion made by Jim Russell that the Executive Directors salary be moved to \$185k per year with a \$25K incentive bonus for this last year. Wade seconded it. All were in favor. Any opposed, seeing none the motion carries unanimously.

Jared Buhler made the Motion to change the rules on hogs is 330lbs max weight, and the min weight of 45lbs on a goat. Jennifer Seelig seconded. All in favor all in attendance agreed. Any opposed seeing none the motion carries unanimously.

11. Meeting adjourned.

Dave Lewis made a motion to adjourn. Wade Garrett so moved; Jennifer Seelig seconded it. All were in favor. Meeting adjourned. 10:38am

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED FEBRUARY 28, 2023**

SUMMARY:

Another great month.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are up \$50k compared to last year. We are up \$56k to the budget.

Expenses: Our expenses are up \$37k to last year. Expenses are up \$2k to budget.

Ordinary income is up \$13k.

Other Income is up \$34k on last year. Interest income was \$35k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are up \$110k compared to last year and up \$87k to the budget.

Expenses: Our expenses are up \$41k to last year and down \$35k against the budget.

Net Ordinary Income is up \$69k on LY and up \$122k to budget.

Our other income is down \$260k from last year. No appropriation.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash is up on last year, \$5.05 mil. The change in our financial position is up on last year \$5.421 mil. We still maintain a very strong financial position.

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
February 2023

	Feb 23	Jan - Feb 23
Ordinary Income/Expense		
Income		
Event Revenue	95,415.88	170,067.23
Miscellaneous Incomes	1,676.84	2,355.40
Monthly Rental/ Storage	20,383.53	42,363.63
Stall Rental	220.00	250.00
Total Income	<u>117,696.25</u>	<u>215,036.26</u>
Gross Profit	117,696.25	215,036.26
Expense		
Advertising & Legal	694.00	891.74
Awards & Premiums	39.00	39.00
Board Member Expenses	666.67	1,609.59
Computer & Professional Service	11,946.75	21,858.86
Data Processing	4,378.82	8,650.95
Depreciation Expense	22,650.95	45,301.97
Equipment Rental	5,919.69	7,235.64
Insurance	6,495.81	13,121.62
Maintenance Expenses	10,584.54	20,483.34
Miscellaneous Expense	3,136.41	4,374.46
Office Equipment/ Furnishings	0.00	0.00
Office Expense	173.63	976.59
Payroll Expenses	114,323.05	223,170.91
Processing Fees	2,886.45	4,766.50
Travel Expenses	998.30	1,485.92
Utilities	34,976.73	74,094.87
Total Expense	<u>219,870.80</u>	<u>428,061.96</u>
Net Ordinary Income	-102,174.55	-213,025.70
Other Income/Expense		
Other Income	35,357.67	67,996.39
Net Other Income	<u>35,357.67</u>	<u>67,996.39</u>
Net Income	<u><u>-66,816.88</u></u>	<u><u>-145,029.31</u></u>

UTAH STATE FAIRPARK
Profit & Loss Prev Year Comparison - Month
February 2023

	Feb 23	Feb 22	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	95,415.88	44,857.78	50,558.10
Miscellaneous Incomes	1,676.84	881.59	795.25
Monthly Rental/ Storage	20,383.53	22,349.28	-1,965.75
Stall Rental	220.00	0.00	220.00
Total Income	<u>117,696.25</u>	<u>68,088.65</u>	<u>49,607.60</u>
Gross Profit	117,696.25	68,088.65	49,607.60
Expense			
Advertising & Legal	694.00	2,499.33	-1,805.33
Awards & Premiums	39.00	1,990.00	-1,951.00
Board Member Expenses	666.67	542.91	123.76
Computer & Professional Service	11,946.75	13,983.26	-2,036.51
Data Processing	4,378.82	3,562.42	816.40
Depreciation Expense	22,650.95	17,955.38	4,695.57
Equipment Rental	5,919.69	1,064.83	4,854.86
Insurance	6,495.81	6,224.39	271.42
Maintenance Expenses	10,584.54	9,227.77	1,356.77
Miscellaneous Expense	3,136.41	1,468.42	1,667.99
Office Equipment/ Furnishings	0.00	0.00	0.00
Office Expense	173.63	723.99	-550.36
Payroll Expenses	114,323.05	94,639.39	19,683.66
Processing Fees	2,886.45	2,402.58	483.87
Travel Expenses	998.30	0.00	998.30
Utilities	34,976.73	26,827.74	8,148.99
Total Expense	<u>219,870.80</u>	<u>183,112.41</u>	<u>36,758.39</u>
Net Ordinary Income	-102,174.55	-115,023.76	12,849.21
Other Income/Expense			
Other Income	35,357.67	1,833.52	33,524.15
Net Other Income	<u>35,357.67</u>	<u>1,833.52</u>	<u>33,524.15</u>
Net Income	<u><u>-66,816.88</u></u>	<u><u>-113,190.24</u></u>	<u><u>46,373.36</u></u>

UTAH STATE FAIRPARK
Budget vs. Actual - Month
February 2023

	Feb 23	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	0.00	0.00	0.00
Event Revenue	95,415.88	34,550.00	60,865.88
Fair Revenue	0.00	0.00	0.00
Jr Livestock Auction	0.00	0.00	0.00
Miscellaneous Incomes	1,676.84	7,796.47	-6,119.63
Monthly Rental/ Storage	20,383.53	19,769.05	614.48
Stall Rental	220.00	0.00	220.00
Total Income	<u>117,696.25</u>	<u>62,115.52</u>	<u>55,580.73</u>
Gross Profit	117,696.25	62,115.52	55,580.73
Expense			
Advertising & Legal	694.00	4,110.00	-3,416.00
Awards & Premiums	39.00	0.00	39.00
Board Member Expenses	666.67	690.00	-23.33
Computer & Professional Service	11,946.75	13,747.00	-1,800.25
Data Processing	4,378.82	5,357.22	-978.40
Depreciation Expense	22,650.95	22,800.00	-149.05
Equipment Rental	5,919.69	1,717.20	4,202.49
Insurance	6,495.81	10,116.67	-3,620.86
Interest Expense	0.00	0.00	0.00
Maintenance Expenses	10,584.54	8,063.22	2,521.32
Miscellaneous Expense	3,136.41	1,690.00	1,446.41
Office Equipment/ Furnishings	0.00	163.20	-163.20
Office Expense	173.63	530.29	-356.66
Payroll Expenses	114,323.05	117,262.57	-2,939.52
Processing Fees	2,886.45	2,113.53	772.92
Public Relations Expenses	0.00	0.00	0.00
Sponsorships/ Donations	0.00	0.00	0.00
Travel Expenses	998.30	0.00	998.30
Utilities	34,976.73	29,724.69	5,252.04
Total Expense	<u>219,870.80</u>	<u>218,085.59</u>	<u>1,785.21</u>
Net Ordinary Income	-102,174.55	-155,970.07	53,795.52
Other Income/Expense			
Other Income	35,357.67	30,000.00	5,357.67
Net Other Income	<u>35,357.67</u>	<u>30,000.00</u>	<u>5,357.67</u>
Net Income	<u><u>-66,816.88</u></u>	<u><u>-125,970.07</u></u>	<u><u>59,153.19</u></u>

UTAH STATE FAIRPARK
Profit & Loss Prev Year Comparison
January through February 2023

	Jan - Feb 23	Jan - Feb 22	\$ Change
Ordinary Income/Expense			
Income			
Event Revenue	170,067.23	61,430.78	108,636.45
Miscellaneous Incomes	2,355.40	-159.80	2,515.20
Monthly Rental/ Storage	42,363.63	43,751.48	-1,387.85
Stall Rental	250.00	0.00	250.00
Total Income	<u>215,036.26</u>	<u>105,022.46</u>	<u>110,013.80</u>
Gross Profit	215,036.26	105,022.46	110,013.80
Expense			
Advertising & Legal	891.74	14,360.00	-13,468.26
Awards & Premiums	39.00	2,990.00	-2,951.00
Board Member Expenses	1,609.59	1,082.91	526.68
Computer & Professional Service	21,858.86	29,164.60	-7,305.74
Data Processing	8,650.95	8,383.61	267.34
Depreciation Expense	45,301.97	34,827.17	10,474.80
Equipment Rental	7,235.64	1,593.56	5,642.08
Insurance	13,121.62	12,448.78	672.84
Maintenance Expenses	20,483.34	17,563.72	2,919.62
Miscellaneous Expense	4,374.46	2,924.66	1,449.80
Office Equipment/ Furnishings	0.00	831.29	-831.29
Office Expense	976.59	1,156.07	-179.48
Payroll Expenses	223,170.91	196,785.47	26,385.44
Processing Fees	4,766.50	3,491.48	1,275.02
Travel Expenses	1,485.92	0.00	1,485.92
Utilities	74,094.87	59,361.58	14,733.29
Total Expense	<u>428,061.96</u>	<u>386,964.90</u>	<u>41,097.06</u>
Net Ordinary Income	-213,025.70	-281,942.44	68,916.74
Other Income/Expense			
Other Income	67,996.39	328,537.36	-260,540.97
Net Other Income	67,996.39	328,537.36	-260,540.97
Net Income	<u><u>-145,029.31</u></u>	<u><u>46,594.92</u></u>	<u><u>-191,624.23</u></u>

UTAH STATE FAIRPARK
Budget vs. Actual - YTD
January through February 2023

	Jan - Feb 23	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	0.00	0.00	0.00
Event Revenue	170,067.23	82,318.00	87,749.23
Fair Revenue	0.00	0.00	0.00
Jr Livestock Auction	0.00	0.00	0.00
Miscellaneous Incomes	2,355.40	7,857.57	-5,502.17
Monthly Rental/ Storage	42,363.63	38,310.71	4,052.92
Stall Rental	250.00	0.00	250.00
Total Income	<u>215,036.26</u>	<u>128,486.28</u>	<u>86,549.98</u>
Gross Profit	215,036.26	128,486.28	86,549.98
Expense			
Advertising & Legal	891.74	6,910.00	-6,018.26
Awards & Premiums	39.00	0.00	39.00
Board Member Expenses	1,609.59	1,880.00	-270.41
Computer & Professional Service	21,858.86	28,726.00	-6,867.14
Data Processing	8,650.95	10,361.53	-1,710.58
Depreciation Expense	45,301.97	45,600.00	-298.03
Equipment Rental	7,235.64	3,120.24	4,115.40
Insurance	13,121.62	20,233.34	-7,111.72
Interest Expense	0.00	0.00	0.00
Maintenance Expenses	20,483.34	17,941.68	2,541.66
Miscellaneous Expense	4,374.46	3,382.39	992.07
Office Equipment/ Furnishings	0.00	163.20	-163.20
Office Expense	976.59	787.21	189.38
Payroll Expenses	223,170.91	252,788.42	-29,617.51
Processing Fees	4,766.50	4,530.50	236.00
Public Relations Expenses	0.00	0.00	0.00
Sponsorships/ Donations	0.00	0.00	0.00
Travel Expenses	1,485.92	450.00	1,035.92
Utilities	74,094.87	66,455.54	7,639.33
Total Expense	<u>428,061.96</u>	<u>463,330.05</u>	<u>-35,268.09</u>
Net Ordinary Income	-213,025.70	-334,843.77	121,818.07
Other Income/Expense			
Other Income	67,996.39	60,000.00	7,996.39
Net Other Income	<u>67,996.39</u>	<u>60,000.00</u>	<u>7,996.39</u>
Net Income	<u><u>-145,029.31</u></u>	<u><u>-274,843.77</u></u>	<u><u>129,814.46</u></u>

UTAH STATE FAIRPARK
Statement of Financial Position
As of February 28, 2023

	Feb 28, 23	Feb 28, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings	10,202,405.88	5,148,350.00	5,054,055.88
Accounts Receivable	119,952.40	60,442.46	59,509.94
Other Current Assets	115,502.15	87,869.67	27,632.48
Total Current Assets	10,437,860.43	5,296,662.13	5,141,198.30
Other Assets	1,935,111.19	1,654,333.63	280,777.56
TOTAL ASSETS	<u>12,372,971.62</u>	<u>6,950,995.76</u>	<u>5,421,975.86</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	143,487.51	314,903.57	-171,416.06
Credit Cards	955.56	1,525.35	-569.79
Other Current Liabilities	421,833.38	341,958.25	79,875.13
Total Current Liabilities	566,276.45	658,387.17	-92,110.72
Long Term Liabilities	316,724.01	323,910.68	-7,186.67
Total Liabilities	883,000.46	982,297.85	-99,297.39
Equity	11,489,971.16	5,968,697.91	5,521,273.25
TOTAL LIABILITIES & EQUITY	<u>12,372,971.62</u>	<u>6,950,995.76</u>	<u>5,421,975.86</u>



Executive Directors Monthly Review

March 16, 2022

Executive Summary

Fair Corporate Structure Change

- Our legal team is researching and drafting a plan to dissolve the corporation.
- The IRS is running 10 months behind on approving new Non-Profit applications. And is taking another two months to issue a new tax ID/ EIN number. We would like to avoid being forced to operate as a C-Corporation while our application is pending.
- We asked our lawyer to investigate what options are available to us. I will supply you with a complete summary once it becomes available to us.

C3/Livenation/Hive Festival “update”

- Leadership with C3 presents was on sight March 2nd and 3rd to tour the park and finalize the layout. We conducted several one-off meetings discussing a wide range of topics. Crowd Security, food & beverage, facility infrastructure.
- The festival is scheduled for June 9th & 10th.
- We are still working towards executing an agreement. Hopefully we can work through the last remaining issues positioning us to execute the agreement before the end of the month.
- Tickets are on sale and according to my contact that have sold roughly 12K two-day tickets. Their goal is to sell 20K tickets prior to opening the gates.
- Post Malone will close the show on Saturday evening.

Kilby Court Bock Party

- The festival dates are May 12th to the 14th.
- Our team is working closely with festival organizers on the layout, security and their food and beverage needs.
- Sales are very strong “should be one of the summers best shows”

Master Concessions Contract Update

- Lux catering presented the winning bid and will be awarded preferred partner status (not exclusive) Note* We increased our commission percentages significantly over prior year.
- Rio Beverage Services was awarded the contract for large festivals and select events. They own over 150 POS systems and have years of experience in the festival space. Our percentage of commission is significantly greater in this space.

Remote Parking lot update:

- We are close to finalizing a transportation solution that will transport guest back and forth between the Fairpark and state of Utah Parking lots west of Redwood road. The lots will provide us with another 1500-2000 parking stalls.
- We still need to negotiate a "use" agreement with DFCM for the parking lots.
- Boomer initially quoted us 800 per day per bus. We asked that he reevaluate his pricing. Our intent is to have this finalized before our next board meeting.

Board Report
Marketing Department
February, 2023

- RFP for Creative Services was awarded to Love Communications. We look forward to working with them on creative as historically we have only worked with them as the media buyer. They will begin working concepts for the Fair immediately.
- Concert announcements and ticket sales will begin in the next week or two. We currently have an offer in for a popular comedian. If this offer is accepted we will have one more night to fill (Thursday), we are working diligently to find artists that are both within the budget and will have strong ticket sales. So far we have been unable to find an act in the country genre that fit the bill and may have to look into other genres.
- We are excited to offer VIP tables on the new platforms for all Arena events.
- Grounds Entertainment contracts should be completed by the end of the week.
- I attended a Creator Conference (for social media) last week which proved great for networking.
 - I met the owner of Chip Cookies who is interested in working with us this summer to create a Utah State Fair Cookie (we can help develop the flavor profile) then we will cross promote the cookie to sell in their stores that will help to promote the Fair.
 - I also met the social media manager for Gabb wireless who wants to talk about doing a cross promotion for their kid friendly smart phone devices.



BOARD REPORTS
Fair Director
March 2023

Living Arts

- Agriculture
 - Dean Miner turned down Supervisor position
 - Seeking new supervisor
 - Talked to Mike Spencer about Poultry (Backyard Chicken FYI Display)
- FFA
 - Supervisors meetings went well.
- Floriculture
 - Contacted Mindy Powers
 - Waiting on her to let me know if she can be super this year (likely no)
 - Contacted Utah Cut Flower Association for involvement
 - Interested
 - Alternate placement
- Photography – Doug Sims
 - Adding 2 extra judge choice ribbons
 - Open to doing summer “workshops”
 - Doug is looking into potential sponsors
 - Nikon, print shops, etc
 - Requested ipads or some form of card payment at building
 - Photo Auction
- Fine Arts – Sue Watts
 - Added youth quick draw category
 - Doing research on tattoo art on 18th at Salt Palace
 - Looking for new display boards
 - She has a design. We could possible contract with local wood shop/ag mech classes to assemble
 - Sponsorships
 - Sue suggested a few contacts for sponsorship
 - Mountain America, Haven Light Framing
 - Rodeo Quick Draw
 - Had conversation about doing a quick draw at the rodeo to draw people into both rodeo and fine arts building
 - Virtual Art Auction
- Creative Arts – Sparkie Dibble
 - Last Year – Training Replacement
 - Diane Manning
- Home Arts
 - Becky Turner – Possible Supervisor
 - From Price
 - Suggested by Lillian
 - Seems to be highly motivated, easy to work with
 - Meeting in next couple weeks
 - Laurie Healey
 - I let her know we’d be going in new direction
 - Meeting Monday
 - Possibly changing to “Fiber Arts” & “culinary arts”



BOARD REPORTS

Fair Director

March 2023

- More inclusive
- Not as open ended
- Quilt Challenge – Julianne Kotter
 - Department running well
- 4-H – Megan & Jessie
 - Approved ribbon count
 - After their conferences, will meet to discuss possible expansion of 4-H involvement
 - Science fair, discussion meet, public speaking, demonstrations, etc

Agricultural Education

- Little Hands
 - Meetings with State FFA should assist me in needs
 - Looking at revamping specific areas
 - Sheep
 - Pig
 - Possible horse or goat barn
 - Seeking Sponsorships
- Barnyard Friends
 - Idea for new exhibits
 - Bringing back chickens
 - Focusing on backyard chicken info with new influx of chicken ownership
 - Duck Slide
- SLC Education
 - Discussing collaboration between us.
 - STEM, Ag, and creative classes for k-12
 - Possibly could tackle fair park projects or beautification.
 - Should be starting this partnership in May
- Awards
 - Ribbon inventory
 - Around 20,000
 - Will compare what we have to what we need to get order done by month's end
- Outreach
 - Attended FFA Convention
 - Plans to attend art shows, festivals

Board Report
Department 80/90
March 2023

Action Item: As current, Champion/Reserve in each market species is selected during respective shows. It is suggested that we have a Supreme Drive following the last market show bringing top 10 in each species back for Champion/reserve Selection.

Action Item: As current, we are paying a large amount of money for a show that is not performing well. 2022 there were two families that brought open hogs, these hogs were then entered under ulterior names within the same family to increase premiums received. It is suggested that we remove the open hog show and place hogs in an exhibit elsewhere, (biggest boar).

Rodeo:

- Stock Contractor: Summit Pro Rodeo
- Video Services: Piranha Productions
- Have been in contact with Jill's Sound and Western Edge Photo
- In the process of finalizing other personnel contracts for the 2023 event
- Looking into sponsor opportunities

Livestock:

- All market judges are contracted, in the process of finalizing other judges
- All buckles are ordered, finalizing other prizes to order within the month
- Will be having Ag Pathways expo this year
- Looking into sponsors for species, etc.
- Piranha will video/stream the market show and sale
- Looking into TVs to place in barns with schedules and feed
- Poultry is back for 2023
- Hosting a Dog & rabbit show in conjunction with 4-H

Misc:

- Attended and judged competitions at Utah FFA Convention, great feedback and interest in the fair and opportunities (internships, fair staff, volunteers).
- Will be attending Horse and Livestock judging trainings in the coming months as we sponsored notebooks for both events.

Facilities and Operations Report

March 2023

DFCM Projects/Status

1. Restroom 25, 33, 42, south food court and north food courts are currently being cleaned up and readied for final punch list on March 29th.
2. North Food court east and west wings plumbing upgrades and RFP board install and lighting upgrades is underway and has had money added to the scope to install new air curtains at all 4 entrances and also exhaust fans have been removed from project scope. Project to be completed end of March.
3. Grand, Hot water loop and software upgrades are currently underway. Project to be completed end of April.
4. New sprinkler controls project start time was moved to middle March due to inclement weather in February.
5. Barn 11 is currently under way, RR 42 is complete. FFA membrane and carport at Admin roofing projects set to begin this month.
6. Arena VIP seating upgrades have been at a standstill due to inclement weather conditions along with supply chain issues getting the necessary materials in a timely manner.
7. Zion Lighting project is under way and making great progress. Completion for this project scheduled for the end of March.
8. Transformer at barn 11 replacement pre-con and planning scheduled for Thursday March 16th to bring the Fairpark up to speed on arrival and completion times.

Fairpark Projects/Status

1. Preparations for upcoming Market include lighting and flags hung at barn 9 are being planned.

Operations Update

Operation has been working on shop projects and cleaning up surrounding areas at back of house. We have had a very busy winter and spent a lot of time moving and cleaning up snow around the facility as well as working on event setups and prepping for busy upcoming season.



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department

February 2023

Sales & Event Department Staff

Mike Behle: Sales & Events Director

Aly Garcia: Event Coordinator | Public Safety and Security

Jamie Burns: Food & Beverage Coordinator

February Hosted Events

8th & 9th – A Day in the Life SLCPD Academy Training

9th – Utah Legislative Partners Day

11th – Old Glory Dancers Association

14th & 15th – CXO Employee Conference

15th – Salt Lake City School District Luncheon

16th – Pacific Islanders Fashion Show Model Tryouts 4 hr. Rental

17th – 18th – Sports Card Show

18th – Jersey Party Gala

18th – All Star Bazaar Black History Museum

23rd – Wedding Reception

25th – Sacred Circle Pow Wow

Upcoming Events of Note

May 6th – International Market Season Begins

May 12th – 14th – Kilby Block Party

May 28th – Jaripeo Arena Events Begin

June 10th – 11th – HIVE Music Festival

June 24th – C10 Nationals

Sales & Events Report

- Working on hotels for Kilby Court Block party
- Working with Utah Sheep Foundation fundraiser
- Working with Miss Utah Magazine launch party expo
- Gatsby Salt Lake Gala
- Working with Phytomer on their monthly trainings
- Working with Workday on their quarterly meetings
- Working on putting half day packages for the buildings during slower times
- Working with American Fork High for prom
- Working with Badass weddings for a wedding expo

Public Safety & Security Report

- Connected with SLCPD & Fire/EMS to build relations and standards for Fairpark Public Safety

Trainings attended by Utah State Fairpark Staff:

- IAVM Active Shooter/Threat in person training
- CISA Extreme Weather Webinar
- CISA Securing Public Gatherings Webinar
- CISA Active Shooter Webinar

Food & Beverage Report

- RFP is done. Officially, Lux will be our catering, alcohol, and interim event partner. We have awarded the Festival events to RIO for Alcoholic beverages. They have an impressive history of serving large volumes for many festivals in the US. We believe they will help drive sales of alcohol to the numbers they should be as well as help build relationships with large festivals like Kilby Court and Hive.
- Contracts and Apps for the Fair 2023 are being worked on and should go live Monday.
- Also, I am working on a new contract process for caterers and food trucks. Vendors do not read our contracts. We are trying to separate the important information and the vendor will have to sign off on each and every item not to show they have read it. If they violate these agreements we will start fining.
- POS systems for the fair and other events are being researched. Trying to decide whether it is more pertinent to purchase or rent them. At the moment it seems Square is the most cost effective to purchase. Best Ring is the POS system we are considering for rentals.

Int'l Market Report

- Market Dates are up and contracting has started for the May 6th market.
- Advisors are sending in their final decisions on the Market Themes.

- Work orders have gone through for Market upgrades including lighting, fans, bars, etc.
- Need to start calling on farmers, florists, botanists for the Mother's Day Market on the 6th.

Board Report – March 2023

Jamie Burns – Int'l Market Manager – Food and Bev. Manager

Int'l Market

Market Dates are up and contracting has started for the May 6th market. Advisors are sending in their final decisions on the Market Themes. Work orders have gone through for Market upgrades including lighting, fans, bars, etc. Need to start calling on Farmers, florists, botanists for the Mother's Day Market on the 6th.

Food and Bev.

RFP is done. Officially, Lux will be our catering, alcohol, and interim event partner. We have awarded the Festival events to RIO for Alcoholic beverages. They have an impressive history of serving large volumes for many festivals in the US. We believe they will help drive sales of alcohol to the numbers they should be as well as help build relationships with large festivals like Kilby Court and Hive. Contracts and Apps for the Fair 2023 are being worked on and should go live Monday. Also, I am working on a new contract process for caterers and food trucks. Vendors do not read our contracts. We are trying to separate the important information and the vendor will have to sign off on each and every item not to show they have read it. If they violate these agreements we will start fining. POS systems for the fair and other events are being researched. Trying to decide whether it is more pertinent to purchase or rent them. At the moment it seems Square is the most cost effective to purchase. Best Ring is the POS system we are considering for rentals.