



22nd District Agricultural Association

**DEL MAR**  
*Fairgrounds*  
HOME OF THE SAN DIEGO COUNTY FAIR

2023 ANNUAL REPORT

[DelMarFairgrounds.com](http://DelMarFairgrounds.com)





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## To all our friends, neighbors, employees, supporters, and stakeholders,

The 22nd District Agricultural Association is known across San Diego County by many names. Among them: the District, the 22nd DAA, the Del Mar Fairgrounds, the Del Mar Race Track, and the San Diego County Fair.

But we are one organization — a State of California institution — that has long been committed to a mission of serving our community through what we call our Five Es: Education, Engagement, Emergency Response, Environmental Stewardship, and Excellence.

While the District has existed since 1891 and produces a Fair that was created in 1880 at a Fairgrounds that was founded in 1936, we are embarking on a new era of revival, re-engagement, and renewal.

The District is reemerging from one of the most difficult periods of its history — the COVID-19 pandemic and its resulting social and economic restrictions. As an independent state institution, the District does not receive tax dollars from the state, and we depend on the events and activities that we produce and host at the Fairgrounds to be able to invest in our facilities, repay our debts for capital projects, and write checks to our employees, vendors, and contractors. In turn, the District also boosts the local economy and provides an iconic and accessible community gathering place for all of San Diego County. But during the height of the pandemic, we could not do much of any of that.

Thankfully, we managed through these immense challenges, buoyed by a strategic planning process that defined our mission, our vision, our purpose, and our values. Now, we are grateful to once again serve our community — and to just be together again.

In 2023, the District made significant strides in building a brighter future. With the help of prudent decision-making, the District is on significantly better financial footing than it was pre-pandemic. Guided by a strong Board of Directors and in partnership with elected officials and community thought leaders, we are proud to always be prepared to serve San Diego County both in times of need and in times of celebration.

It is with great pride, an entrepreneurial spirit, and an eye toward relentless and continuous improvements that we proudly present to you a recap of our 2023 activities in this first-ever 22nd District Agricultural Association Annual Report.

**FREDERICK SCHENK**, President  
22nd District Agricultural Association

**CARLENE MOORE**, CEO  
22nd District Agricultural Association

# About the 22nd District Agricultural Association



## WHO WE ARE

Created by the State of California in 1891, the 22nd District Agricultural Association produces the annual San Diego County Fair and manages and operates the Del Mar Fairgrounds. The District, which serves the diverse people who compose the state's second-largest county, is governed by a nine-member board appointed directly by the Governor of California.

Fairgrounds operations are primarily funded by revenues generated by hosting cherished events and serving as a home to activities for the San Diego County community and its visitors.

## OUR PURPOSE

We are a timeless community treasure where all can flourish, connect, and interact through year-round exceptional experiences.

## OUR MISSION

To connect our community through shared interests, diverse experiences, and service to one another in an inclusive, accessible, and safe place with an emphasis on entertainment, recreation, agriculture, and education.

## OUR VISION

To be the community's iconic place for social interaction and cultural expression, honoring traditions, embracing innovation, celebrating excellence, and having fun.

## OUR VALUES



### Fun

Celebrating the ordinary and the extraordinary in unique ways.



### A + Quality

Creating exceptional and memorable experiences.



### Integrity

Being responsible to our community, the environment and to one another.



### Respect

Providing an inclusive and interactive place where all people can connect.



### Service

Inspiring purposeful engagement.





## About the Del Mar Fairgrounds

Since 1936, the Del Mar Fairgrounds has been a beloved Southern California destination for community events, cultural expression, and high-quality entertainment. Made famous by the likes of Bing Crosby, Jimmy Durante, Pat O'Brien, Desi Arnaz, and Lucille Ball, the Fairgrounds has long served as a vital community asset both in times of need and in times of celebration.

The Fairgrounds consists of three campuses spread across two cities: a 212-acre main campus, the 48-acre Surf & Turf Recreation Center, and the 64-acre Horsepark. The District serves as the steward of this scenic and environmentally sensitive property, which is one of only two fairgrounds located on the California coastline. Net revenues earned by the District are reinvested into maintenance, improvements, operations, programming, and planning at the Fairgrounds.

### 2023 BIG FACTS

**1.81 MILLION**

TOTAL ESTIMATED VISITORS

**409,489**

TOTAL RENTED EVENTS ATTENDANCE

**324,344**

LIVE HORSE RACING ATTENDANCE

**74,017**

ATTENDANCE AT THE SOUND

**997,720/781,710**

TOTAL/PAID FAIR ATTENDANCE

**\$2.2 MILLION**

INVESTMENT BACK INTO CAMPUS INFRASTRUCTURE

**30%** GROWTH IN FINANCIAL RESERVES





# About the San Diego County Fair

In 1880, a visionary group of San Diegans came together with a shared passion for agriculture and community. Their goal: to share ideas and to compete on important questions, such as who had the best citrus fruit? Who baked the best pie? Who had the fastest horse? Thus, the inaugural agricultural fair was born what is now National City.

A decade later, the 22nd District Agricultural Association was created by the State Legislature to put on the Fair. Over the years, the Fair bounced around at different locations, including Oceanside and Balboa Park in San Diego, before the District found a home at the Del Mar Fairgrounds in 1936, allowing guests to enjoy an iconic ocean view from the top of a ferris wheel. The Fair has only been suspended twice in its history — during World War II and the COVID-19 pandemic.

During this history, the Fair has been known by four different names: The San Diego County Fair from 1880 to 1953 and from 2002 to present; the Southern California Exposition and San Diego County Fair from 1954 to 1969; the Southern California Exposition from 1970 to 1982; and as the Del Mar Fair from 1983 through 2001. And every year, the Fair has a new “theme” – a unique way to connect with the San Diego County community.

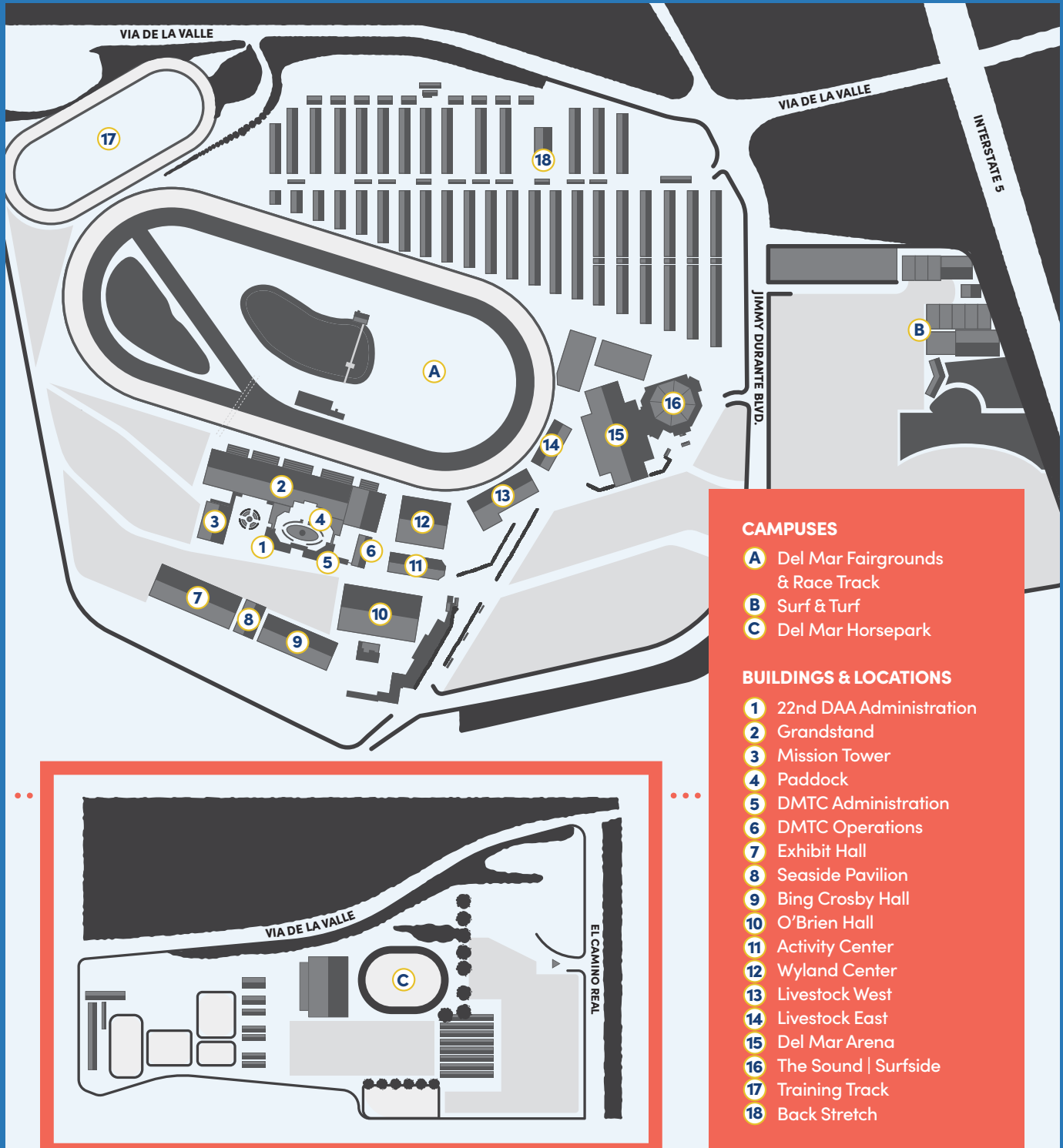
But no matter what people call it, or what the theme, the Fair has become a beloved tradition that San Diegans mark on their calendar every year to start the summer. The event — the largest in the county — honors the region’s diverse communities with a rich tapestry of offerings: animals, food, education, exhibits, entertainment, music, rides, games, shopping, festivals, and as always, community competitions.





# Campus Map

## DEL MAR FAIRGROUNDS



# 10 Big Things For 2023



## HOSTED

A SAFE AND SUCCESSFUL 22-DAY  
SAN DIEGO COUNTY FAIR



## OPENED

A 1,900-CAPACITY INDOOR ENTERTAINMENT  
VENUE, THE SOUND AT SURFSIDE



## CREATED

THE FIRST-EVER FAIRTASTIC FOOD  
COMPETITION AT THE FAIR



## RESTORED

THE GARDEN SHOW AND A MEDIA PREVIEW  
DAY FOR THE FIRST TIME SINCE 2019



## REOPENED

HORSE PARK WITH A NEW OPERATOR WHO  
INVESTED IN MAJOR ENVIRONMENTAL UPGRADES



## IMPLEMENTED

NEW WORKPLACE TECHNOLOGY SUCH AS  
MICROSOFT TEAMS, BAMBOO HR, AND OPENGOV



## DEBUTED

A STATE-OF-THE-ART \$15 MILLION WATER  
QUALITY IMPROVEMENT PROJECT



## ESTABLISHED

NEW WEBSITES FOR DELMARFAIRGROUNDS.COM  
AND SDFAIR.COM USING THE SAFFIRE PLATFORM



## SERVED

AS THE HOME TO THE TOP-RANKED VOLLEYBALL  
CLUB IN THE NATION, WAVE VOLLEYBALL



## REDUCED

TRAFFIC AT THE SAN DIEGO COUNTY FAIR  
THROUGH INCREASED USE OF OFF-SITE SHUTTLES





# The 2023 San Diego County Fair

The 2023 San Diego County Fair was the star once again during the usual “June Gloom” start to the summer, meeting and exceeding its goals in key categories.

The 22-day Fair opened its gates at the Del Mar Fairgrounds on June 7 and was closed on Mondays and Tuesdays in June. The Fair ended with a fireworks-filled finale on the Fourth of July.

The 2023 theme — Get Out There — was supported through a partnership with County of San Diego Parks and Recreation and California State Parks. A custom-built 20,000-square-foot theme exhibit at the Fair took guests through various “lands” and focused on the ecosystems and vast number of outdoor activities in San Diego County. Shows and presentations included Rangers and Reptiles, during which County Park Rangers showed off sneaky snakes, lively lizards, and timid tortoises and discussed where the various species live, what they eat, and how their physical features help them thrive in San Diego’s diverse landscapes.

These efforts were part of the District’s focus on community involvement and improving the guest experience at the Fair. Prior to the Fair, the District made planning decisions to limit overcrowding, cut down on waits in line for food stands and rides, and

mitigate parking and traffic challenges. Strategies for 2023 included going cashless for admissions and parking, improving the Midway layout, increasing promotion of off-site parking options and the Fair Tripper, expanding shaded seating options, avoiding scheduling major Grandstand concerts on historically busy days, and directing guests to public transportation and off-site parking options, especially during the final weekend, to limit traffic.

As always, the 2023 Fair offered the traditions that people love and expect from their Fair: competitive exhibits, animals, unique products, educational opportunities, amazing music from different genres and generations, thrilling rides, fried delights, and seemingly anything one could want covered in Flamin’ Hot Cheetos.

Community and entertainment acts were also important to 2023’s success. The top three Grandstand concerts by attendance were Latino legends Los Tigres del Norte, hip-hop superstar Nelly, and a performance by movie star and comedian Kevin Hart. In addition, the Fair also hosted major events such as the Toast of the Coast Wine Festival, Asian & Pacific Islander Festival, Out at the Fair, Gospel Festival, and the San Diego International Beer Festival, which sold out in the District’s newly opened entertainment venue, The Sound.

In total, nearly 1 million guests chose to “Get Out There” during the summer — an increase over the 2022 Fair, which had marked a return to action after a two-year pandemic-induced hiatus. The 2023 Fair also saw a marked increase in paid attendance to more than 781,000.

During the Fair, the District was honored by the San Diego County Fair Board of Supervisors, who proclaimed June 13, 2023 as “San Diego County Fair Day.” Industry organizations also recognized the District’s summer success; the District won a total of 48 awards from the International Association of Fairs and Expositions and the Western Fairs Association.

## WESTERN FAIRS ASSOCIATION 2023 ACHIEVEMENT AWARDS

Mega Fairs Division (Over 500,000 total fair attendance)



**37 TOTAL AWARDS**

— 21 First Place, 16 Second Place



### MARKETING AND PROMOTION

First Place	Email Campaign — Is There a Blue Ribbon in Your Future?
	Fair Logo — “Get Out There” Fair logo
	Fairtime Advertising Poster — Buy Tickets Online
	Marketing & Promotion of Competitive Exhibits Programs
	Overall Fair Marketing Campaign — Overall Marketing Campaign
	Radio Ad — Series Camp Counselor ad series
	Single Television Ad — Save \$3 at Albertsons/Vons
	Single Radio Ad — Save \$3 at Albertsons/Vons
	Single Radio Ad, Foreign Language Spanish — Save \$3 at Albertsons/Vons
	Single Social Media Ad — “Get Out There” theme video
	Television Ad, Foreign Language Spanish — Save \$3 at Albertsons/Vons
Second Place	Fairtime Commemorative Poster — Grandstand Concert Series Poster
	Television Ad Series — “Get Out There” campaign
	Self-Produced Video — Instagram Rides sizzle video
	Single Social Media Ad Foreign Language Spanish —Fair sizzle video
	Social Media Ad Series — Instagram Food & Fun sizzle videos
	Special Event Logo — Toyota Summer Concert Series logo
	Year-Round Logo — The Sound logo



### EVENT AND PROGRAM

First Place	Fair Pocket Program or Schedule Daily Sheets/Maps
	New Fairtime Event, Exhibit or Program — Fairtastic Food Competition
	Best Solution for a Display Challenge — Flower Show Exhibit Walls
Second Place	Agricultural Programming — The Farm





## WESTERN FAIRS ASSOCIATION 2023 ACHIEVEMENT AWARDS



### EMERGENCY PREPAREDNESS

#### First Place

*Emergency Procedures Manual — Emergency Operations Plan*



### PARTNERSHIP AND COLLABORATION

#### First Place

*New Partnership Between the Fair & Business/Entertainer — Oasis Camel Dairy & Bird Show*

#### Second Place

*Small Business Encouragement & Growth — Out at the Fair LGBTQ+ Festival*



### PHOTOGRAPHY

#### First Place

*Exhibits (Competitive & Educational) — Fine Art Wildlife Contest*

*Food & Beverage — Boy Eating Corn*

*Junior Livestock Auction — Junior Livestock Auction operations*

#### Second Place

*Animals — Great American Petting Zoo*

*Carnival — Hot Shot Basketball Game*

*Commercial Vendor Booth — Hair Curler Booth*

*Community Outreach — Hilltop High School Band*

*Entertainment & Grounds Acts — Mariachi Rock Revolution*

*Food Concession Stand — Bacon A-Fair Booth*

*People at the Fair — Monster Truck Audience*



### THEME AND PROGRAM

#### First Place

*Theme Program — "Get Out There" (the great outdoors)*

*Community Outreach-Embracing Diversity — Accessibility & Multicultural Programs*



# 11 IAFE AWARDS

## INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOS

IAFE Contest Results (Category and entry submitted.)



### AGRICULTURAL AWARDS

First Place	Agricultural Individual Photo – Ag Education
Second Place	Technique/procedure/policy developed by Fair Management to correct an issue or challenge related to an agricultural issue – Prevention of Vesicular Stomatitis Virus on animals at the Fair
	Newly established or evolving program/exhibit at your fair which promotes agriculture or a current agricultural issue to the fair-going public –Sunflower Farms
Third Place	Any other agriculture program/exhibit – Oasis Camel Dairy & Foundation



### COMPETITIVE EXHIBITS

First Place	New Class of Competition – Timeless (Landscape – Non-Seasonal) in Exhibition of Photography
Third Place	Creative Display (Single Photo or Photo Series) – “Get Out There” Theme Exhibit
	Competitive Exhibits Event/Contest/Activity Occurring During the Year – San Diego International Beer Competition
	Any Other Competitive Exhibits – Photography Photo Shoot



### HALL OF COMMUNICATIONS CONTEST

Second Place	Television Commercial – Spanish TV Spot
	Double-Sided, Multi-Page, or Folded Promotional Ad – Gatefold
	Miscellaneous Marketing – Albertsons/Vons payment kiosk Point of Sale Display



# 2023 San Diego County Fair By The Numbers

**57,956** TOTAL ATTENDEES  
OF THE TOYOTA  
SUMMER CONCERT SERIES ON THE  
CORONA GRANDSTAND STAGE



**\$27,867** PRICE PAID  
BY "CHICKEN  
CHARLIE" BOGHOSIAN FOR  
THE FFA MARKET BEEF GRAND  
CHAMPION FROM EXHIBITOR  
CLAYTON CRITZ OF FALLBROOK



**22 DAYS**

IN THE 2023 SAN DIEGO  
COUNTY FAIR



**43 GAMES**



**70 RIDES**

**212** LOCAL ENTERTAINERS  
WHO PERFORMED AT  
THE SAN DIEGO COUNTY FAIR



**1,000+**



ANIMALS ENTERED INTO THE JUNIOR  
LIVESTOCK MARKET COMPETITION

**335** "GET OUT THERE"  
CHALLENGE ENTRIES.



WINNERS: BEN SWANSON OF  
ESCONDIDO AND JANICE LEW  
SANTOS OF SAN DIEGO.



**359 YOUTH**

AGES 9 – 18 WHO PARTICIPATED IN  
THE JUNIOR LIVESTOCK AUCTION

**7,520**

ATTENDEES AT THE  
MOST POPULAR TOYOTA  
SUMMER CONCERT SERIES SHOW,  
LOS TIGRES DEL NORTE



**9,228**

EXHIBIT AND  
LIVESTOCK RIBBONS  
AWARDED



**\$487,514**

TOTAL RAISED FOR YOUTH EDUCATION  
THROUGH THE JUNIOR LIVESTOCK AUCTION



# TOP RIDES AND GAMES

**128,128**

COMBINED RIDERSHIP ON  
THE TWO FERRIS WHEELS

**94,420**

RIDERS WHO TOOK THE SKY RIDE

**87,517**

RIDERS WHO RODE CRAZY MOUSE

**38,539**

RIDERS OF THE JOKER 360, THE  
MOST POPULAR NEW RIDE

**33,497**

PLAYERS OF BOTTLE UP, THE MOST  
POPULAR GAME

# 22nd District Agricultural Association

## Key Priorities

The Del Mar Fairgrounds is a truly iconic and unique events venue that has provided generations of San Diegans with fun and fulfilling experiences and countless cherished memories. This is because the events hosted and produced by the District serve an even greater purpose: to provide the San Diego County community with an iconic gathering place where they can socialize, bond, grow, share fun moments together, do business, and learn about the world around them.

The District emphasizes accessibility through educational efforts, community connection, competitive rental rates, and programs and sponsorships that reduce costs for visitors to the Fair. Through this work, the District has a major positive impact on the regional economy and has also prioritized investments in an environmentally sensitive area.

The following pages reflect the impacts of the District's 2023 efforts in six key areas.







# Community Impact

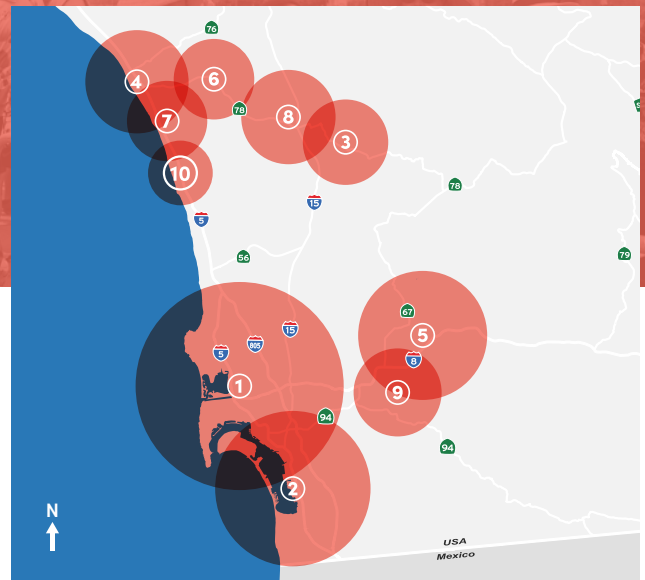
The community of this great region first willed the San Diego County Fair into existence in 1880 in what is now National City. Today, community remains at the heart of everything the District does.

Through community-focused programs and the annual Fair and all of its diverse festivals, events, exhibits, contests, and entertainment, the District makes a concerted effort to serve all the people of San Diego County. In fact, more than 200 local entertainers took part in the 2023 Fair. Competitive exhibits — the heart of the Fair — drew nearly 20,000 entries. Hundreds of local residents were featured on the Fair’s promotional street banners. Local Boy and Girl Scouts participated in daily flag-raising ceremonies. Opening day kicked off with a performance from Chula Vista’s Hilltop High School marching band. And the Fair’s educational programming reached students across the county.

The District’s community efforts also include a focus on accessibility. This means keeping admission and parking prices reasonable and working with nonprofits and sponsors to ensure the Fair provides value and remains affordable for all San Diego County families.

The District also has made community outreach and participation a major part of its annual Fair theme. In 2023, the “Get Out There” theme included a partnership with California State Parks and County of San Diego Parks and Recreation. This led to fun, educational, and interactive programming that highlighted the great outdoors and natural wonders in the region.

The District has announced that the 2024 theme will be “Let’s Go Retro,” a nostalgic look-back at the cultural zeitgeist from the 1950s through the 1990s. The theme creates numerous fun and educational possibilities for community participation.



## TOP 10 COMMUNITIES BY ONLINE TICKET BUYERS FOR THE SAN DIEGO COUNTY FAIR

1. San Diego
2. Chula Vista
3. Escondido
4. Oceanside
5. El Cajon
6. Vista
7. Carlsbad
8. San Marcos
9. Spring Valley
10. Encinitas

## 2023 HIGHLIGHTS

## COMMUNITY IMPACT SPOTLIGHT

# Care 'N Share

The Care 'N Share Toy Drive is a unique example of community-driven innovation at the San Diego County Fair. The program started at the Fair in 2009 with a simple but novel idea: Give people who win stuffed animals playing carnival games the chance to donate them, rather than taking their prizes home to sit on a shelf. In turn, the donated stuffed animals would be given to children in regional hospitals.

In its first year, about 150 stuffed animals found new homes at children's hospitals. The program has grown every year, and in 2023, about 6,000 stuffed animals were placed in bins near the event exits.

Since its inception, thanks to the generosity of the Fair's guests, the Toy Drive has distributed more than 110,000 new and gently used stuffed animals to children, helping put smiles on their faces.

The program is a production of the Rotary Club of Torrey Pines and run by Nancy Stoke, a community volunteer. In 2023, the toys were distributed to area children's hospitals on both sides of the United States-Mexico border.



# Community Impact By The Numbers

17



SAN DIEGO COUNTY  
COMMUNITIES  
PARTICIPATED IN

THE STREET BANNER PROGRAM THAT  
SHOWCASED SOME 470 RESIDENTS  
OF ALL AGES



1,132

BOY AND GIRL SCOUTS WHO  
PARTICIPATED IN FLAG-RAISING  
CEREMONIES

5,717



CHILDREN WHO PARTICIPATED IN  
THE PLANT\*GROW\*EAT PROGRAM

109



LOCAL VENDORS  
AT THE FAIR



12,000

FREE TICKETS DISTRIBUTED TO  
SAN DIEGO COUNTY COMMUNITY  
ORGANIZATIONS THROUGH THE  
FAIR FOR ALL PROGRAM

18,279



CHILDREN UNDER 12 ADMITTED FREE  
ON "KIDS FREE FRIDAYS"  
AT THE FAIR



19,419

ENTRIES SUBMITTED TO  
COMMUNITY EXHIBITS WITH  
9,228 RIBBONS AWARDED



# Fair Programs

## AGRICULTURE

Much has changed since the first San Diego County Fair, but its roots remain in agriculture. Today, in addition to all the rides, games, entertainment, and fun, the Fair offers opportunities for urban audiences to learn about agriculture and to interact with farm animals. The 22nd District Agricultural Association is committed to continuing and evolving its agricultural programming as the world changes.



### Plant\*Grow\*Eat

San Diego County Fair's award-winning Plant\*Grow\*Eat program teaches children about agriculture and nutrition. Teachers of Pre-Kindergarten through 6th Grade classes throughout San Diego County sign up their class to participate in this program at no cost. More than 250,000 students, thousands of teachers and volunteer judges have participated in the program over the past 30 years.

### Junior Livestock Auction

The San Diego County Fair's Livestock program includes traditional breeding, market, and showmanship livestock competitions. Youth involved in 4-H, FFA and Grange programs spend numerous hours raising and caring for their animals, learning valuable skills and exhibiting in a competitive arena for prize money, recognition for their achievements, and a chance at college scholarships. Their efforts culminate in the annual Junior Livestock Auction. In 2023, 359 youth entered the competition and raised \$487,514 from 90 buyers. The top price paid was \$27,867.

### Domingueando en la Feria

For nearly 30 years, the San Diego County Fair has led an award-winning, first-in-the-industry program to reach and serve the Hispanic population in San Diego, as well as south of the border in Baja California, Mexico. Dominguenado en la Feria ("Sundaying" at the Fair) offers lively and varied entertainment in Spanish from local performers every Sunday at the Paddock Stage all day, as well as a headliner concert at the Grandstand Stage, featuring internationally-known acts.



### Gospel Day

Launched in 2005, this all-day celebration at the Paddock Stage features inspiring musical performances. Acts have included local and nationally-known vocalists and groups, which have both touched and entertained Fair guests who keep coming back for more each year.



### Community Banner Program

The program is one of the more beloved activities of the community-centric San Diego County Fair. These banners, which advertise the annual Fair, highlight hundreds of community members in coordination with cities and neighborhood and civic organizations — at no cost to them. In 2023, 17 communities participated in the program.



### American with Disabilities Act & Sensory Programs

The District's involvement in Diversity, Equality and Inclusion dates back to the early '90s, when the Fair's ADA Program was first implemented. This included not only complying with all applicable laws, but also going one step further, and providing a level of customer service that guests with special needs expect and deserve. One such example is the District's Sensory Program, established in 2018, to help provide visitors — including those with autism, Post-Traumatic Stress Disorder (PTSD), and other sensory-sensitive conditions — a sensory room in Guest Services to de-escalate and participate in calming, low sensory input activities.

### Asian & Pacific Islander Festival

First held at the Fair in 2015, this award-winning, all-day celebration of San Diego County's strong Asian & Pacific Islander communities features cultural education and traditional and popular musical performances that are native to several countries. The festival, which is included in the price of admission to the Fair, attracts visitors of all ages and backgrounds and brings together an ethnically diverse crowd to the Fairgrounds' Paddock and its stage every year.





### Fair Tripper

In partnership with the North County Transit District (NCTD) and the San Diego Metropolitan Transit System, the District offers a combination Fair and Coaster ticket for one low price. For those who ride public transportation to the Fair, the District offers free shuttle service to and from Solana Beach Station. In 2023, 4,281 Fair Tripper tickets were sold, a 115% increase over 2022's totals.

### Community Corner

As part of its commitment to serving all of San Diego County, the District provides space for booths at the San Diego County Fair to community organizations and governmental entities. This includes law enforcement agencies, local governments, nonprofits, and other organizations that serve the region's diverse communities.

### Out at the Fair

Created organically in 2011 by a group of friends who "just wanted a turkey leg," and checked in on Facebook as "Unofficial Gay Day at the Fair," Out at the Fair became an official Fair event in 2014, as an all-day celebration of the LGBTQ+ community. Proudly launched at the San Diego County Fair, this award-winning, family-friendly event is now held at 11 fairs in three different states in the western United States.



### Don Diego Scholarship Foundation

Since 1986, the 501 (c) (3) nonprofit organization that has long worked with the District and provides scholarships for outstanding high school seniors and graduates who participate in activities and events at the Fairgrounds, including the Fair. In 2023, the Don Diego Scholarship Foundation, which hosted its annual gala at the Fairgrounds during the Fair, awarded \$62,000 in scholarships to 21 San Diego County students. The Foundation also has a special program to underwrite bus transportation for students at Title One Schools so children of all backgrounds can visit the Fairgrounds to participate in the District's Plant\*Grow\*Eat program.

### Military Discounts

San Diego County has a strong military community, and the District offers discounts on Fair admission for military personnel through its partnership with GovX. Nearly 20,000 GovX tickets were sold in 2023.

### Exhibits

Competitive exhibits are the heart of the San Diego County Fair's community participation efforts. Every year, thousands of San Diego County residents showcase their creativity to friends, family, and neighbors by entering their exhibits to be judged and displayed at the Fair. In 2023, Fair exhibits included Design in Wood, Garden Show, Fine Art, Flower Show, Photography, Gems & Minerals, Home Made, Livestock, Student Showcase, the International Beer Festival, and the Toast of the Coast Wine Festival. These exhibits received nearly 20,000 entries. More than 9,000 ribbons were awarded by judges — one of whom was California State Treasurer Fiona Ma.



# Community Participation



## VALUE AND SAVINGS DEALS

**Kids admitted free on Fridays:** 18,279

**Albertsons/Vons discounts:** 50,509

**Costco partnership:** 34,580 family fun packs

**GovX partnership:** 19,487 tickets

**O'Reilly Auto Parts:** 2,087 tickets

**Pepsi Pay-One-Price Ride Wristbands:** 68,005

**Fair Tripper tickets:** 4,281 tickets

## COMMUNITY BANNER PROGRAM PARTICIPANTS

Chula Vista

City Heights

Clairemont

Convoy

Diamond District

El Cajon Boulevard

Lemon Grove

Mira Mesa

Mission Hills

Morena Boulevard

Oak Park

Pacific Beach

Point Loma

Rancho Peñasquitos

Rolando Park

Sherman Heights

University City

## COMMUNITY EXHIBIT ENTRIES BY CATEGORY

**Beer Festival:** 1,064

**Design in Wood:** 272

**Fine Art:** 1,787

**Floral:** 4,600

**Garden Show:** 99

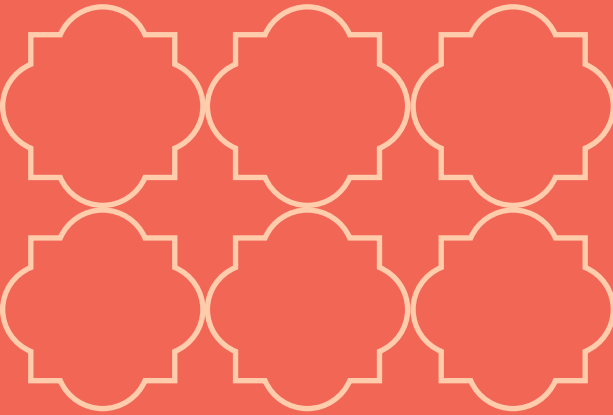
**Gems & Minerals:** 347

**Home Made:** 1,545

**Student Showcase and Best of K-6:** 5,878

**Toast of the Coast Wine Festival:** 574

## COMMUNITY IMPACT



### FAIR FOR ALL PROGRAM RECIPIENTS

In 2023, as part of its Fair for All Program, the District distributed nearly 12,000 free tickets to 90 community organizations and nonprofits across San Diego County.

The District provides as many tickets as it can under California Food & Agriculture Code, Section 3026.

This limit is 4% of the prior year's paid attendance figure.

Able-Disabled Advocacy, Inc.	Ocean Air School PTA
Armed Services YMCA	One Type Inc.
Armed Services YMCA San Diego	Pacific Islander Festival Association
Boys & Girls Club of Oceanside	Passion2Action4Impact
Boys & Girls Clubs of North County	Perris Union High School District
Boys & Girls Clubs of San Dieguito	Pro Kids, First Tee - San Diego
Boys and Girls Club of South County	Project Access
Buddhist Temple of San Diego	Project Access Inc
Carlsbad Educational Foundation	Rady Children's Hospital Foundation
Chet F Harritt PTA	San Diego Mesa College
Children's Growing Center	San Diego Parents of Twins Club
Chula Vista Elementary School District	San Diego Rescue Mission
City of Hope International Church	San Elijo Elementary PTO
Community Life Improvement and Multicultural Bridging, Inc. (CLIMB)	SAY San Diego
Country Montessori School	SDSU Children's Center
County of San Diego Edgemoor Hospital DPSNF	Serra Mesa Little League
Dailard School Foundation	St Mel
Disabled Services Advisory Council (DSAC)	St Therese Academy
Discovery Elementary PTO	St. Vincent de Paul Village, Inc.
Don Diego Scholarship Foundation	Father Joe's Villages
Escondido Adventist Academy	Summerfield Memory Care at Encinitas
Eugene Bowman Economic Empowerment Center Inc	The Child's Primary School
Field Elementary PTA	The David's Harp Foundation
Friends of CPJMA	The Fellowship of Love Divine
Friends of Language Academy (FOLA)	The Hickman NEST
Gage Elementary PTA (Fiesta Silent Auction)	The Warrior Built Foundation
Genesis Ministries International	Treobytes
Global Conservation Force	TURN Behavioral Health
HealthRIGHT 360	Turn Behavioral Health System/MHS
Home Start Inc	TURN Behavioral Health Systems
JCS LIVE	Turtleback Education Foundation
Jerabek Elementary	United Cerebral Palsy Association of San Diego County
Jewish Family Service of San Diego	Vista Hill
Just in Time for Foster Youth	Vista Hill Foundation
King Chavez Preparatory	Vista Little League
Knob Hill PTO	W Sherman Winseman Foundation
La Jolla United Methodist Church Nursery School	West Coast Sports Medicine Foundation
Linfield Christian School	Westview High School PTSA Grad Nite Committee
Living Independently is For Everyone	Willow Grove Educational Foundation
Macedonia Baptist Church	Youth Assistance Coalition
Magdalena Ecke Family YMCA	Youth With A Mission (YWAM)
Mama's Kitchen	San Diego/Baja Grandparents Connection
MiraCosta College	
Monarch School	
Mountain Shadows Support Group	
NAMI San Diego- Casa del Centro Clubhouse	
New Vision Church/Hope House	
North Central Teen Recovery Center	





# Environmental Impact

The Del Mar Fairgrounds is a beautiful gathering place for San Diego County residents and visitors, and much is owed to its scenic coastal location. Nestled between the San Dieguito Lagoon, the Pacific Ocean, and the banks of Solana Beach, the Fairgrounds offers its guests some breathtaking views and gorgeous weather. Only one other Fairgrounds in California is located along the coastline.

The campus is a great place to be, and San Diego County's communities have created countless fun and exciting memories at the Fairgrounds since the District made it home in 1936, before the neighboring cities of Del Mar and Solana Beach were even incorporated.

But the District also recognizes that managing a site near local beaches and sensitive ecosystems is a tremendous responsibility. The District is committed to serving as good stewards of this environmentally sensitive area and has made major investments in initiatives such as least tern nest monitoring, wetlands and habitat restoration, and stormwater quality improvements.

The District has also made significant strides in reducing vehicular traffic to major events such as the San Diego County Fair, which cuts down on greenhouse gas emissions.

Moving forward, the District's Board of Directors has made environmental stewardship a top priority in its strategic planning process.



## 2023 HIGHLIGHTS

## ENVIRONMENTAL IMPACT SPOTLIGHT

# Investing in Water Quality Initiatives

In November 2023, the Del Mar Fairgrounds hosted a truly unique event: a showcase and tour of its state-of-the-art \$15 million water quality improvement initiative that is meant to protect the local coastlines and beaches.

On a beautiful day, it was a stunning public debut for this system, which is the first of its kind in California. This three-step system — which includes constructed wetlands and a water treatment facility — helps clean and retain stormwater and runoff, especially when animals are on the property.

So far, tests show that we are cleaning the water retained at the Del Mar Fairgrounds at levels far beyond what regulatory limits require.

The event, which included community thought leaders, elected officials, and environmental advocates, provided a tour of the unique system and a green-ribbon-cutting ceremony (shown on the next page).



BACTERIA	PRO-PROJECT AVERAGE (MNP/100 ML)	POST-PROJECT AVERAGE (MNP/100 ML)	REGULATORY LIMIT (MNP/100 ML)	POST-PROJECT AVERAGE < LIMIT?
<b>Total Coliform</b>	203,700	121	10,000	✓
<b>Fecal Coliform</b>	120,000	22	400	✓
<b>Enterococci</b>	20,400	13	104	✓



# Environmental Stewardship

## GREEN-RIBBON CUTTING CEREMONY 2023

California Senate President pro Tempore Toni Atkins spoke at the event, held on a gorgeous November day, and discussed the need to practice environmental stewardship. She also said the District has taken “a critical leadership role with its commitment to environmental stewardship.”

Then-District Board President Joyce Rowland added that “the 22nd DAA has shown a genuine commitment over the years to serving both this place and the people who come here in times of celebration and in times of need.” The speakers also praised the District’s various environmental initiatives and vowed to help continue the work in the years ahead.





# Environmental Impact By The Numbers

ACRES OF PARKING THAT WERE  
RESTORED TO WETLANDS



**18** ACRES OF LAND DEDICATED  
TO THREATENED  
AND ENDANGERED  
LEAST TERN NESTING SITES  
SUPPORTING **20** LEAST  
TERN FLEDGINGS ANNUALLY



 **70-97%**

PERCENT REDUCTION IN  
PARTICULATE MATTER — SUCH AS  
ZINC, COPPER, AND NITRATES —  
REMOVED FROM STORMWATER  
THROUGH OUR CONSTRUCTED  
NATURAL WETLANDS AND RUNOFF  
FILTRATION SYSTEM

**\$3** 2023 ENVIRONMENTAL  
INVESTMENT  
**MILLION**



**23,716** 

SHUTTLE RIDERS FROM SOLANA  
BEACH STATION FOR THE FAIR AND  
LIVE HORSE RACING



**\$992,930**

INVESTMENT IN OFF-SITE SHUTTLES  
TO REDUCE TRAFFIC DURING THE SAN  
DIEGO COUNTY FAIR

**33,000** 

VEHICLES DIVERTED FROM MAIN  
TRAFFIC CHOKE POINTS DURING  
THE SAN DIEGO COUNTY FAIR  
THANKS TO OFF-SITE  
SHUTTLE SERVICE



# Economic Impact

The Del Mar Fairgrounds is an iconic community gathering place that has long served as an economic engine for San Diego County.

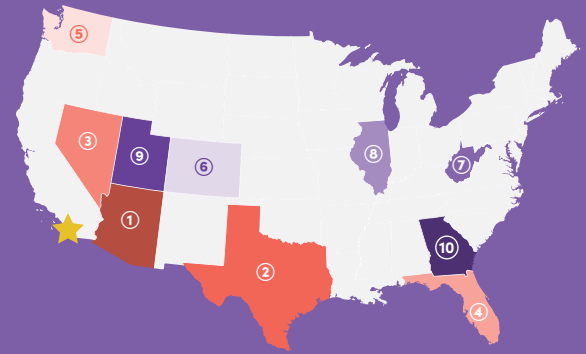
Thousands of jobs, hundreds of small businesses and entrepreneurs, and nearly 2 million guests come to the Fairgrounds every year thanks to the Fair, equestrian events, horse racing, concerts, trade shows, auto shows, festivals, sporting events, seasonal festivities, and other activities throughout the year.

The sales tax revenue produced on District property contributes about a third of the City of Del Mar's sales tax revenues. The county and the state also receive major benefits.

But the impact is widespread across San Diego County. In fact, economic impact studies conducted in 2019 and early 2020 show a collective impact of more than \$680 million from the Fair, non-Fair events, and horse racing at the Del Mar Fairgrounds. All of this means thousands of jobs. It means heads in beds at local hotels and visitors to local restaurants and shops. It means tax revenues that pay for public safety and other critical services for local governments and the state. And it means high-quality entertainment and activities for San Diego County families.

The District is also sensitive to rising costs and has focused on accessibility and ensuring that the Fair and other events remain affordable for families. Fair admission in the last few decades has kept pace with inflation, and numerous discounts and deals keep costs low. Facility rental rates and parking increases have been reasonable and in line with market rates.

The District remains proud to serve the community and to provide livelihoods and accessible fun, education, and entertainment for the people of San Diego County.



## TOP STATES OUTSIDE OF CALIFORNIA FOR SDFAIR.COM TICKET BUYERS

1. Arizona
2. Texas
3. Nevada
4. Florida
5. Washington
6. Colorado
7. Illinois
8. Virginia
9. Utah
10. Georgia

# Economic Impact By The Numbers

**\$145M** 

**LOCAL SPENDING GENERATED BY  
RENTAL EVENTS**

2020 SDSU ECONOMIC IMPACT STUDY

 **1,200+**

**TEMPORARY EMPLOYEES HIRED  
FOR THE SAN DIEGO COUNTY FAIR**

 **\$237  
MILLION**

**LOCAL SPENDING GENERATED  
BY THE FAIR**

2019 SDSU ECONOMIC IMPACT STUDY

 **\$300  
MILLION**

**LOCAL SPENDING GENERATED  
BY HORSE RACING**

2020 SMRI ECONOMIC IMPACT STUDY

 **\$680  
MILLION**

**ECONOMIC IMPACT ON THE REGION  
FROM THE DEL MAR FAIRGROUNDS**

2019 SDSU ECONOMIC IMPACT STUDY

 **98**

**TOTAL EVENTS OUTSIDE THE  
FAIR AND HORSE RACING**

**\$3.52**  **MILLION**

**REPORTED SALES TAX REVENUE  
PRODUCED FROM FOOD AND  
BEVERAGE CONCESSIONS AT THE DEL  
MAR FAIRGROUNDS.**

\*EXCLUDES SOME RENTED EVENTS AND COMMERCIAL SALES



## 2023 HIGHLIGHTS

## ECONOMIC IMPACT SPOTLIGHT

# The Sound at Surfside

The Sound at Surfside represents the beginning of a new era for the District. The new entertainment venue opened in February 2023 and hosted its first concert, headlined by Ziggy Marley.

The Sound was an instant hit, opening to strong reviews and a Pollstar Magazine nomination for a Best New Venue award.

The \$17 million venue, formerly an off-track betting site at the Fairgrounds, hosted a total of 50 events in 2023. Belly Up, which runs several music venues in the San Diego region, is the operator for the site, and Premier Food Services is the food and beverage provider.

The Sound ensures more economic activity year-round at the Fairgrounds — and this means more sales tax revenue for critical services in the City of Del Mar and the State of California, more opportunities for local businesses, and, of course, more fun for San Diego County residents and visitors.

The Sound also provided a new venue for special events and activities during the Fair. It figures to be even more integral to the District's premier summer event in the years ahead.



**“We are proud to work closely with the 22nd District Agricultural Association. The Del Mar Fairgrounds is an important economic asset in our community, and we work together to ensure that our local businesses can benefit from all the events and activities that drive people to San Diego County’s most iconic gathering place.”**

Jen Grove

EXECUTIVE DIRECTOR, DEL MAR VILLAGE ASSOCIATION  
(DMVA)





## 2023 HIGHLIGHTS

## ECONOMIC IMPACT SPOTLIGHT

# Fairtastic Foods

In 2023, the San Diego County Fair hosted its first-ever Fairtastic Foods competition among its 115 food vendors.

The competition rewarded gastronomical creativity and provided an additional boost to the small businesses that cook and bake for guests at the Fair every year.

A panel of judges — led by Troy Johnson, the award-winning food critic, Food Network judge, and owner of San Diego Magazine — considered 36 finalist entries before crowning the winners on-site at the Fair. The top winner was a Hot Cheeto Chicken Sandwich, a creation of popular food stand Biggy's. The sandwich won the "Wow" category and took home the "Best of Show" title. The judges also named five other new food items as winners in three categories, which included separate classes for sweet and savory items.

Prize winners were provided with large Fairtastic sign displays for their food stands, allowing hungry Fair guests to scope out the judges' top picks.

Fairtastic Foods helped foster a more innovative food atmosphere, which will create a better experience for Fair visitors. The competition will return in 2024.



## 2023 BEST FOOD WINNERS

### BEST OF SHOW

#### BEST 'WOW' FOOD, SAVORY:

**Hot Cheeto Chicken Sandwich (Biggy's)**

#### BEST 'WOW' FOOD, SWEET:

**Maple Bacon Bomb  
(Country Fair Cinnamon Rolls)**

#### BEST VALUE, SWEET;

**Chocolate-Dipped Strawberry Shortcake  
Sundae (Crutchee's Cream)**

#### BEST VALUE, SAVORY:

**Ramen Burrito (Chicken Charlie's)**

#### BEST 'GET OUT THERE' FOOD, SWEET:

**S'mores Caramel Apple (Candyland)**

#### BEST 'GET OUT THERE' FOOD, SAVORY:

**Bloomin' Campfire (Bloomin' Onion)**





2023 HIGHLIGHTS

**HORSE RACING** (ON-SITE ATTENDANCE)

SUMMER: 276,438

FALL: 47,906

**TOTAL: 324,344**

## ECONOMIC IMPACT SPOTLIGHT

# Horse Racing

While the 22nd District Agricultural Association was formed to produce the San Diego County Fair, horse racing helped put the Del Mar Fairgrounds on the map.

In the early days, Hollywood celebrities — including Bing Crosby, Lucille Ball, Desi Arnaz, and Jimmy Durante — spent their days at the races, providing a then-otherwise sleepy northern San Diego County community with an aura of glamour, style, and elegance.

In 1968, the California Legislature created the State Race Track Leasing Commission to lease the Del Mar Racetrack for the purpose of implementing the long-range comprehensive improvement of District property. Under that authority, the Del Mar Thoroughbred Club, the District's original operator in 1937, continues to operate horse races at the Fairgrounds on the District's behalf.

Revenues from horse racing, including from food and beverage sales, help fund the District's operations and support repayments of bonds used to build Fairgrounds facilities. DMTC in 2023 contributed \$2.4 million toward the bond payments, in addition to \$1.23 million in rent to the District.

Today, the racetrack — one of three remaining horse racing venues in Southern California — hosts a summer and fall live horse racing meet. The Fairgrounds also offers off-track betting on races from around the nation throughout the year.

Horse racing still plays an important role as an economic driver for the area, attracting visitors from around Southern California, across the nation, and around the world to stay in local hotels, eat in local restaurants, and enjoy other entertainment that San Diego County has to offer. In 2024 and 2025, the Fairgrounds will once again host the Breeders' Cup World Championships, which are expected to provide a major boost to the local economy. The Fairgrounds previously hosted the event in 2017 and 2021. The 2017 event's economic impact was estimated at \$96 million.



## HORSE RACING

# Live Meet Ticket Buyers

### TOP COMMUNITIES



#### SUMMER

1. San Diego
2. Carlsbad
3. Oceanside
4. Encinitas
5. Del Mar
6. San Marcos
7. Chula Vista
8. Solana Beach
9. Las Vegas
10. Rancho Santa Fe

#### FALL

1. San Diego
2. Rancho Santa Fe
3. Carlsbad
4. Del Mar
5. Solana Beach
6. La Jolla
7. Encinitas
8. Oceanside
9. Las Vegas
10. Escondido





## 2023 HIGHLIGHTS

## ECONOMIC IMPACT SPOTLIGHT

## Del Mar Horsepark

After three years of closures because of the pandemic and the need for environmental protection improvements, the Del Mar Horsepark officially reopened in July with a new operator, bringing equestrian shows back to District property.

The operator, HITS LLC, entered into an agreement with the District to continue to run the site as an equestrian center for at least five years. HITS is a leading producer of hunter/jumper horse shows, as well as dressage competitions, in the United States.

As part of the agreement, HITS made major environmental upgrades at the 64-acre site, which is owned by the District and provides additional off-site parking during the Fair.

Following a multi-million dollar remodel, the Horsepark re-opened on July 10, 2023, hosting the HITS Del Mar Sunshine Classic. Horsepark in 2024 will also become the host of the new Del Mar National, a prestigious event previously hosted by the District.





**“We have worked for over 40 years at the San Diego County Fair, and I do not intend to stop any time soon. This community event has given our small business a chance to shine over the years, and it is truly a wonderful, fun, and exciting place for vendors like us to make a living.”**

**Julie Motosko**

**SUNSHINE KITCHEN PRODUCTS**



# Keeping Guests Safe



Safety is the top priority at the Del Mar Fairgrounds.

In the past, the District has served as a vital emergency resource for San Diego County during wildfires and, most recently, the COVID-19 pandemic.

And with a million people coming to the Fair and hundreds of thousands of guests visiting the Fairgrounds for horse racing, concerts, festivals, and other live events throughout the year, the District is always committed to keeping people safe and giving them peace of mind.

To keep guests safe at the Fairgrounds, District relies on its full-time and temporary public safety personnel, as well as the San Diego County Sheriff's Department, Del Mar Fire Department, and contracted security and medical personnel. And with the help of cutting-edge weapons detection technology and security cameras, 2023 saw no major incidents during any event throughout the year.

The District is also committed to the safety of its employees and has supported training sessions on critical topics. And the District honors those who help keep us all safe, hosting the Burn Institute Fire & Safety Expo and Firefighter Demolition Derby every year during the Fair, providing discounts to the Fair for military personnel, and facilitating law enforcement recruitment efforts on site.

To put it plainly: Safety is a key part of the District's DNA, and it will continue to be in the years ahead.



**+72%**

THE PUBLIC SAFETY DEPARTMENT MANAGED A SIGNIFICANT INCREASE IN OFF-SITE SHUTTLE RIDERSHIP OVER 2022'S FAIR



**1,059**

MEDICAL ITEMS, SUCH AS BAND-AIDS, DISPENSED AT THE 2023 SAN DIEGO COUNTY FAIR



**0.00015**

INCIDENTS PER FAIR GUEST



**DOWN 11.8%**

INCIDENTS PER FAIR GUEST IN 2023 VS. 2022.



## 2023 HIGHLIGHTS

## SPOTLIGHT: PUBLIC SAFETY

## Bike Team

When tens of thousands of people pack the Fairgrounds on a daily basis for the Fair, the District needs a nimble, fast-moving security force to be ready at a moment's notice to zigzag through the crowds and attend to any issues.

This is where the District's bike team makes an impact. In 2023, in combination with the District, contracted security, and the San Diego Sheriff's Department, the 17-member squad worked shifts around the clock and helped respond quickly to incidents, keeping guests safe.



## SPOTLIGHT: GIVING BACK

## Burn Institute Derby

On June 11, 2023, the San Diego County Fair hosted the 31st annual Burn Institute Fire & Safety Expo and Firefighter Demolition Derby featuring 18 fire departments from across the region.

The derby, which took place in the Del Mar Arena, pits firefighters against each other as they crash cars for a good cause. For the second year in a row, Donnie Butz of the Encinitas Fire Department was the winner.

The event raised more than \$65,000 for the Burn Institute, a nonprofit that assists burn survivors and teaches fire prevention.



## Wildfire Response

**“In times of crisis, the good folks at the 22nd DAA have always opened their doors to support our community, and they have always been a reliable partner and a vital piece of our emergency response strategy in San Diego County.”**

*IN THE SAN DIEGO TIMES*

Jeffrey Bailey

SUPERVISING DEPUTY STATE FIRE MARSHALL FOR  
SAN DIEGO, SAN BERNARDINO, AND IMPERIAL COUNTIES



# Health and Safety



## BLOOD DRIVE



The American Red Cross Bloodmobile came to the San Diego County Fair in 2023 to collect donated blood from the Fair's generous guests.

San Diego County community hospitals rely on regular donations to provide the gift of life to their patients — young and old. When blood is donated, not only does it help others, but donors also receive a mini-health screening. This included tracking of blood pressure, pulse, hematocrit, temperature, and cholesterol in a donor's online blood donor portal.

In total, during five days at the Fair, the blood drive had 118 donors.



## LOST AND FOUND



It's easy for guests to get lost in the fun of the Fair. However, sometimes, their personal effects get lost, too.

More than 700 items — including more than 200 cellphones, about 50 sets of keys, 42 pairs of glasses, 17 water bottles, a drum set, and a box worth of baseball hats — were turned into the Fair's lost and found in 2023. Thankfully, the Fair's Guest Services team works hard to reunite these lost items with their rightful owners.

And for those who have items seemingly disappear at other events at the Fairgrounds, a year-round lost and found is available at The Sound.



# Planning for The Future

Since 2021, the 22nd District Agricultural Association Board of Directors has been actively engaged in discussions regarding strategic planning to better position the organization and the District's property for the future. This work began with the approval of statements from the Board defining the District's purpose, mission, and values.

Now, with this lens guiding the District as its North Star, the Board has begun a process to analyze potential challenges and opportunities; assess the current conditions of its facilities; consider potential future uses of the property; engage with stakeholders and community thought leaders; and gather input from subject-matter experts.

In 2023, this work also included discussions with the City of Del Mar about its request to potentially site affordable housing at the Fairgrounds and conversations with the San Diego Association of Governments and other stakeholders regarding future planning around the Los Angeles–San Diego Rail Corridor, which includes plans for a special events rail platform on the western edge of the District's property. The platform would be transformational, cutting traffic and carbon emissions and changing the way people engage with the Fair and other major events and activities at the Fairgrounds.

This work will continue in the years ahead. In 2024, the District will begin laying the groundwork for a new master site plan to shape the future of the Fairgrounds and the Fair and ensure that the property will continue to serve as San Diego County's iconic – and accessible – gathering place for decades to come.





# Transparent Stewardship

## APPENDICES

### Financial Summaries

By 2023, the District stabilized its financial position post-pandemic. The success of the Fair, the opening of The Sound, business model reforms, and horse racing — combined with pent-up demand for live events and experiences — resulted in \$80.5 million in gross revenues. Nearly \$3.9 million in net revenues will be divided between investments in capital improvements and a growing rainy-day fund.

### CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE REQUIRED ANNUAL STATEMENT OF OPERATIONS

#### 22nd District Agricultural Association

JAN 1 TO DEC 31, 2023

TOTAL NET RESOURCES, JANUARY 1, 2023	
Net Resources-Unrestricted	\$ 2,590,711
Unrestricted Net Position-Pension	\$ (36,385,664)
Net Resources-Restricted	\$ 607,289
Net Resources-Capital Assets, Less Related Debt	\$ 42,366,706
Prior Year Audit Adjustment(s)	\$ 0
<b>TOTAL NET RESOURCES, JANUARY 1, 2023</b>	<b>\$ 9,179,043</b>
RESOURCES ACQUIRED:	
Operating Revenues	\$ 80,491,367
State (Local/Base) Allocation(s)	\$ 0
Training Allocation & Other Fiscal & Admin Assistance	\$ 0
Capital Project Reimbursement Funds	\$ 58,829
One-time Revenue Sources	\$ 0
Contributions from Other Government Sources	\$ 0
Other	\$ 0
<b>TOTAL RESOURCES ACQUIRED</b>	<b>\$ 80,550,188</b>
RESOURCES APPLIED:	
Operating Expenditure	\$ 72,360,217
Depreciation Expense	\$ 4,327,306
Pension Expense	\$ 0
OPEB Expense	\$ 0
<b>TOTAL RESOURCES APPLIED</b>	<b>\$ 76,687,665</b>
<b>INCREASE/(DECREASE) IN NET RESOURCES DURING THE YEAR</b>	<b>\$ 3,863,665</b>
TOTAL NET RESOURCES, DECEMBER 31, 2023	
Net Resources-Unrestricted	\$ 25,447,063
Unrestricted Net Position-Pension/OPEB	\$ (36,597,034)
Net Resources-Restricted	\$ (1,301)
Net Resources-Capital Assets, Less Related Debt	\$ 24,192,978
<b>TOTAL NET RESOURCES, DECEMBER 31, 2023</b>	<b>\$ 13,041,707</b>
Net Resources-Capital Assets, Less Related Debt	35.17%

## 22nd District Agricultural Association

### Consolidated Balance Sheet

Blended Units of 22nd DAA, State Race Track Leasing Commission, Del Mar Race Track Authority

As of December 31

Unaudited Financial Statement

	2023	2022	2021
<b>Assets</b>			
Cash	\$ 36,141,484	\$ 31,955,381	\$ 21,991,561
Restricted Cash - JLA	57,578	44,917	24,048
<sup>1</sup> Restricted Cash - F&B Equipment Fund	51,157	172,903	338,980
<sup>2</sup> Restricted Cash - RTA	12,872,543	14,371,195	11,320,043
Restricted Cash in Trust - WQI	-	-	332,064
Restricted Cash in Trust - The Center	-	-	1,983,024
<b>Total Cash and Cash Equivalents</b>	<b>49,122,762</b>	<b>46,544,397</b>	<b>35,989,721</b>
Accounts Receivable	2,584,830	1,755,442	4,505,277
Prepaid Expenses	311,897	384,672	480,079
<sup>3</sup> Deferred Outflows Pension	5,298,571	5,298,571	6,547,075
<b>Total Current Assets</b>	<b>8,195,298</b>	<b>7,438,685</b>	<b>11,532,431</b>
Land	36,787,459	35,011,899	35,011,899
Building and Improvements	217,564,033	197,145,152	189,021,781
Equipment	38,849,439	38,306,559	37,989,227
Capital Projects in Process	10,185,268	30,729,783	38,316,963
Accumulated Depreciation	(190,884,268)	(181,302,229)	(173,822,663)
<b>Total Capital Assets</b>	<b>112,501,932</b>	<b>119,891,163</b>	<b>126,517,207</b>
<b>Total Assets</b>	<b>\$ 169,819,992</b>	<b>\$ 173,874,245</b>	<b>\$ 174,039,359</b>
<b>Liabilities</b>			
Accounts Payable	7,859,060	6,657,992	6,337,592
Payroll Liabilities	786,788	537,676	197,143
Accrued Liabilities	1,898,178	1,930,760	2,171,478
Other Current Liabilities	546,364	1,703,998	1,747,493
<sup>5</sup> Deferred Revenue	2,144,705	2,504,948	11,275,203
<sup>4</sup> Current Long Term Debt	2,516,675	3,133,355	4,270,797
<sup>6</sup> Accrued Employees Leave Liabilities	1,361,019	1,231,048	1,197,178
<sup>7</sup> Long Term Debt	57,789,275	61,448,807	63,962,267
Reserve - F&B Equipment Fund	(1,301)	607,289	344,475
Reserve - JLA	36,607	16,305	20,838
<sup>3</sup> Pension Liability	40,141,406	39,930,036	45,069,990
<sup>3</sup> Deferred Inflows - Pension	1,754,199	1,754,199	2,744,433
<b>Total Liabilities</b>	<b>116,832,974</b>	<b>121,456,412</b>	<b>139,338,886</b>
<b>Net Resources</b>			
Contributed Capital	78,877,171	78,877,171	78,877,171
Less Contributed Capital to RTA	(34,358,470)	(34,358,470)	(34,358,470)
Less Contributed Capital to RTL	-	-	-
Net Resources - Unrestricted	11,783,919	(5,921,909)	(13,151,333)
Net Resources - Restricted	-	-	-
Unrestricted Net Position - Pension/OPEB	-	-	-
Investment in Capital Assets	(3,891,786)	(3,891,786)	(3,891,786)
	52,410,834	34,705,006	27,475,582
Net Proceeds from Operations	576,184	17,712,827	7,224,891
<b>Total Net Resources</b>	<b>52,987,018</b>	<b>52,417,833</b>	<b>34,700,473</b>
<b>Total Liabilities and Net Resources</b>	<b>\$ 169,819,992</b>	<b>\$ 173,874,245</b>	<b>\$ 174,039,359</b>

- <sup>1</sup> Per Food & Beverage Services agreement, 1.50% of all Gross Revenues for unexpected or emergency expenses, including repair and maintenance of equipment.
- <sup>2</sup> Per bond Pledge Agreement, maintain Reserve account and District cash, each equal to at least Maximum Annual Debt Service.
- <sup>3</sup> Information provided by CDFA/State Controllers Office; results from changes in components of net pension liability; applicable to a future reporting period.
- <sup>4</sup> Current portion of long-term debt due within the next 12 months.
- <sup>5</sup> Advance deposits received for events/activities in the future.
- <sup>6</sup> Due to employees at time of separation for paid leave balances.
- <sup>7</sup> RTA Bonds \$31.5M; Ibank WQI \$6.6M; Ibank Sound \$13.3M; Premier \$1.5M; Energy Efficiency \$3.1M; CalPers SB84 \$1.6M.



# 2023 Hosted Events

## APPENDICES

### EVENTS BY PROMOTERS

EVENT	ATTENDANCE ESTIMATE
Beyond King Tut	40,000
Gem Faire (I)	3,200
Oddities & Curiosities	1,000
Biltwell Parts & Labor Moto Expo	1,700
Seaside Equestrian Tour	4,500
Jurassic Quest	6,800
SCEGA Gymnastics	7,500
Farmers Insurance Open (Off-Site Parking)	3,600
San Diego Home/Garden Show	4,200
Cat Fanciers' Association San Diego Cat Show	10,500
ATA Martial Arts Class A Tournament	2,400
The Bart Hall Show	13,000
Silver Bay Dog Show	7,000
Gem Faire (II)	3,300
The Great Junk Hunt	12,000
TinyFest California	9,000
Family Winemakers of California	600
ANIME Impulse San Diego	17,000
The Union Market Marketplace (I)	4,400
Jiu Jitsu World League (I)	15,000
Goodguys Meguiar's Del Mar Nationals	22,500
Bridal Bazaar	2,100
Just Between Friends (I)	2,800
Del Mar Electronic & Manufacturing Show	4,000
Home/Garden Show (II)	6,568
FoodieLand Night Market (I)	58,146
Region One Arabian Horse Show	3,000
La Jolla Half-Marathon & 5K	5,000
The Scream Zone	23,000
Del Mar Pumpkin Station	21,000
SPOCOM Automotive Show	2,200
Just Between Friends (II)	2,800
FoodieLand Night Market (II)	3,000
The Great Junk Hunt (II)	7,200
Greater San Diego Hunter Jumper Association	2,200
The Union Marketplace (II)	7,500
EXPOLAND: BOMA, IFMA, IREM, SDBEA EXPO	275
Boardroom Surfboard Show	2,700
San Diego Franchise Show	1,800
Harvest Festival	9,500
Gem Faire (III)	3,300
Home/Garden Show (III)	4,200
Frontline Gaming SoCal Open	2,000
Jiu Jitsu World League (II)	15,000
SnowJam San Diego	7,000
Susan G. Komen 3-Day	2,000
Purdy Tree Farms	7,000
Coastal Christmas	15,000
Jiu Jitsu World League (III)	12,000

# Our Leadership

## OUR BOARD



**Frederick Schenk**  
President



**Michael Gelfand**  
1st Vice President



**G. Joyce Rowland**  
2nd Vice President



**Mark Arabo**  
Board Member



**Lisa Barkett**  
Board Member



**Phil Blair**  
Board Member



**Kathlyn Mead**  
Board Member



**Don Mosier**  
Board Member



**Sam Nejabat**  
Board Member



**Carlene Moore**  
CEO  
Secretary/Treasurer



# Our Leadership



**Carlene Moore**  
Chief Executive Officer



**Katie Mueller**  
Chief Operations Officer

**Melinda Carmichael**  
Chief Administrative Officer

**Tristan Hallman**  
Chief Communications Officer

**Paul Blaney**  
Sales & Rentals  
Director

**Jennifer Hellman**  
Marketing Director

**Lena Jouldjian**  
Ticketing Services  
Director

**Brad Mason**  
Facilities Director

**Michael Sadegh**  
Finance Director

**Leslie Schutz**  
Human Resources  
Director

**Donna O'Leary**  
Office Manager –  
Administration

**Henry Rivera**  
Production &  
Entertainment  
Director

**Rachelle Weir**  
Arts, Agriculture &  
Education Director

# Our Operators



## Del Mar Thoroughbred Club (DMTC)

Operators of live horse race meets on behalf of the District under the authority of the State Race Track Leasing Commission. DMTC has executive offices year-round at the Fairgrounds.



## Premier ASM Global

The exclusive catering operator at the Fairgrounds provides food and beverage service for The Sound, live horse race meets, and seasonal events. Premier, which has offices at the Del Mar Fairgrounds, also offers food and beverage options at the San Diego County Fair.

## Miller Consulting

The sponsorship coordinator for the annual San Diego County Fair.



## Belly Up

Promoting manager and operator of concerts and shows at The Sound with live music events experience at notable venues throughout San Diego County.



## HITS

The new Equestrian Center operator at the Del Mar Horsepark. HITS invested in significant environmental upgrades at the site.

## SURF & TURF RECREATION CENTER



## DMGC

Operator of Pelly's Mini-Golf and Driving Range.



## WAVE Volleyball Club

The No. 1-ranked youth volleyball club in the nation operates out of two facilities at the Surf & Turf Recreation Center.



## Racket Club One

Operator of the Surf & Turf Tennis Club.



## Noonan Family Swim School

Provider of swimming lessons for infants and children.



## Golf Mart

Retail store offering golf products, apparel, and accessories





# Thank you!

Thank you to all our dedicated staff, partners, sponsors, operators, and vendors for another successful year of operations. Your commitment and dedication is what allows us to continue to host and organize world-class events and operate a one-of-a-kind campus that creates cherished memories for generations of guests past, present and into the future.





# 2024 San Diego County Fair

JUNE 12 - JULY 7

CLOSED MONDAYS AND TUESDAYS  
[SDFAIR.COM](http://SDFAIR.COM)