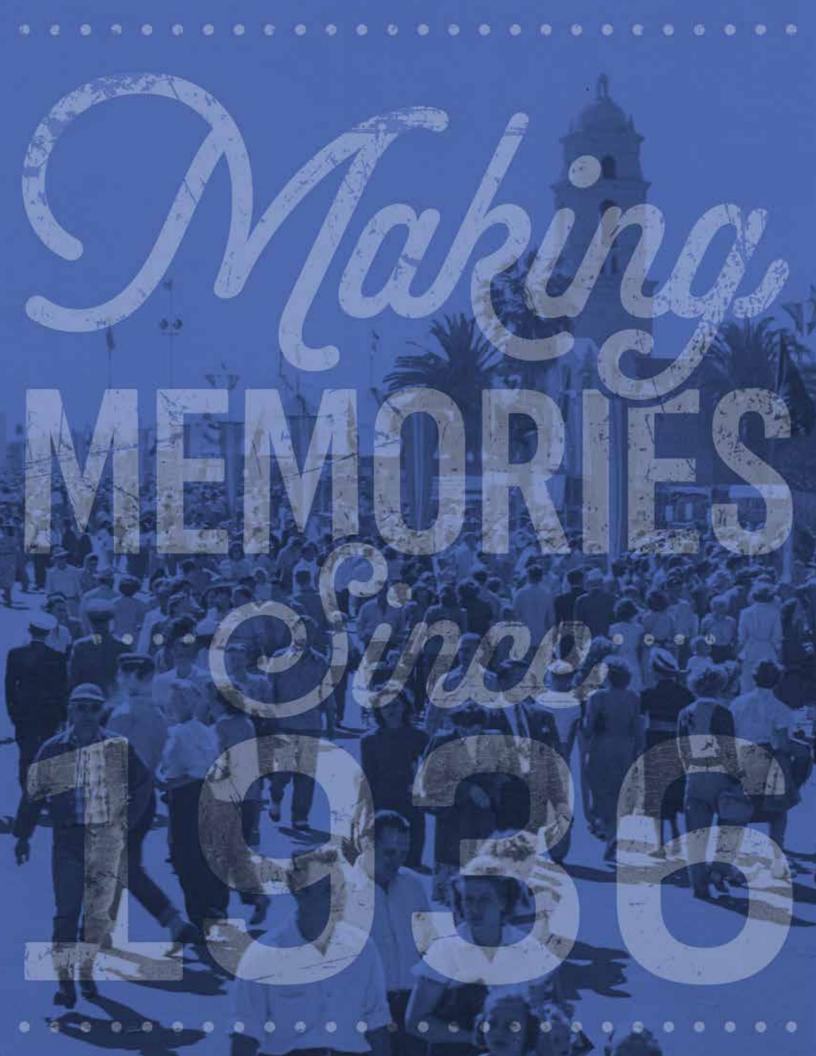


22 " d DISTRICT AGRICULTURAL ASSOCIATION



## To our SAN DIEGO COMMUNITY .....

A few years ago, the 22<sup>nd</sup> District Agricultural Association began a strategic planning process that started with a few simple but important and existential questions: Who are we, who do we want to be, what do we care about —and why?

That process led to the adoption of statements regarding our purpose, mission, vision, and values. Our team has worked very hard to live up to these statements ever since, and in 2024, we succeeded on every point.

We faithfully served our mission as a community gathering place for agriculture, recreation, entertainment, and education. We hosted a diverse array of events and activities—the annual San Diego County Fair is chief among them—that brought about 2 million people to the Fairgrounds with tens of thousands of others frequenting businesses and services at our Surf & Turf Recreation Center and Equestrian Center campuses.

These events, including the prestigious Breeders' Cup World Championships and dozens of shows at The Sound, we also served our purpose of connecting people through exceptional experiences all year long.

We fully embraced our vision to serve as the community's iconic place for social interaction and cultural expression as we began our "Fairgrounds 2050" public outreach process for our master site plan. We also defended our community organization against proposals—such as a destructive proposed cut-and-cover train tunnel through the San Diego County Fair's midway area—that threatened to destroy traditions established at the Del Mar Fairgrounds since 1936.

Finally, we honored our **FAIRS** values:

**FUN** • The Fair's "Retro" theme allowed the San Diego County community to revel in nostalgia, learn about history, and focus on fun, leading to rave reviews about our programming and increased attendance at the Toyota Summer Concert Series. We also expanded offerings at The Sound.

**A+ QUALITY •** The Fair was cleaner and safer than ever, and our efforts during the summer and throughout the year yielded a whopping 64 awards from industry associations.

**INTEGRITY** • We remained committed to responsible leadership by continuing to focus on environmental stewardship, mitigating risks, working with outside entities in a transparent manner, investing in the property, and approaching master site planning with public outreach and a community-first approach.

**RESPECT** • We provided an inclusive environment that honored our communities' diverse cultures, including by programming the Fair to feature our first-ever Native American Powwow, the annual Out at the Fair festival, Gospel festivities, and Domingueando en la Feria.

**SERVICE** • We built on our environmental stewardship work with the planting of 50 new trees. We also focused on improvements to our already robust community programming, such as our Plant\*Grow\*Eat agriculture education efforts, and our partnerships with governmental entities and key organizations.

We achieved all of this while supporting and sustaining thousands of jobs, including through the direct hiring of more 1,200 temporary employees to help produce the Fair.

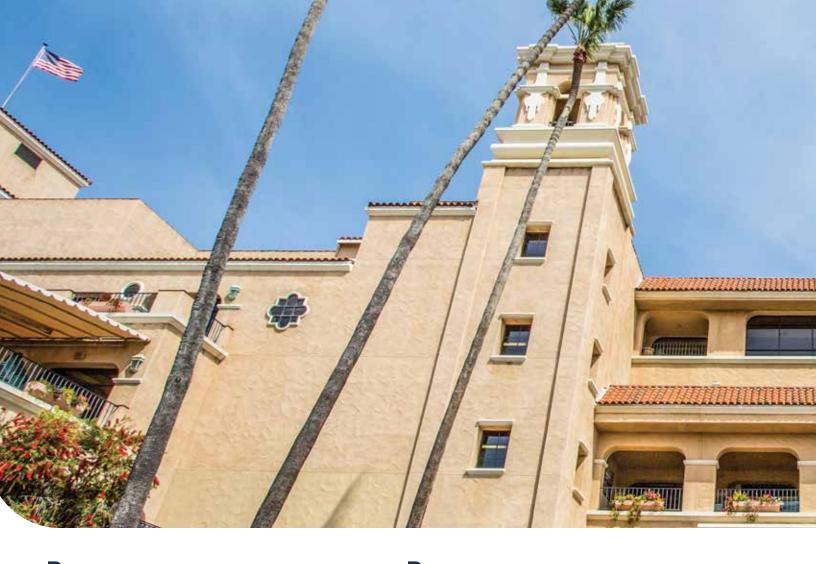
Without your support, none of this would have been possible. So, in gratitude, we want to extend our heartfelt appreciation to our dedicated staff, volunteers, partners, operators, neighbors, elected and appointed officials, and the entire San Diego County community.

Together, we achieved great things in 2024, and we look forward to an even brighter future. As stewards of this iconic gathering space, we remain committed to serving our community with integrity, a shared sense of purpose, a drive for innovation, and a deep appreciation for our history.

FREDERICK SCHENK

President 22<sup>nd</sup> DAA CARLENE MOORE

CEO 22<sup>nd</sup> DAA



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## About the 22<sup>ND</sup> DISTRICT AGRICULTURAL ASSOCIATION ....

#### **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**

Purposeful and inspiring engagement.

#### WHO WE ARE

First recognized as an institution of the State of California in 1891, the 22<sup>nd</sup> District Agricultural Association produces the annual San Diego County Fair and manages and operates the Del Mar Fairgrounds.

The  $22^{nd}$  DAA, 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.  $22^{nd}$  DAA 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.



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 22<sup>nd</sup> DAA 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 22<sup>nd</sup> DAA are reinvested into maintenance, improvements, operations, programming, and planning at the Fairgrounds.

2024 BIG FACTS

#### **2.02 MILLION**

**ESTIMATED LIVE EVENT ATTENDANCE** 

877,452 TOTAL FAIR ATTENDANCE

451,733

HORSE RACING ATTENDANCE

245,936

DEL MAR GOLF CENTER VISITORS

**77,161**THE SOUND ATTENDANCE

\$4.3 MILLION

INVESTMENT BACK INTO THE FACILITIES

22nd DISTRICT AGRICULTURAL ASSOCIATION 2024 ANNUAL REPORT | 7

## Our LEADERSHIP board of directors · · ·



FREDERICK SCHENK
President



**PHIL BLAIR**Board Member



MICHAEL GELFAND
1st Vice President



**KATHLYN MEAD**Board Member



**G. JOYCE ROWLAND** 2<sup>nd</sup> Vice President



**DON MOSIER**Board Member



MARK ARABO Board Memberr



**SAM NEJABAT**Board Member



**LISA BARKETT**Board Member



**CARLENE MOORE**CEO
Secretary | Treasurer

## Our LEADERSHIP staff



**CARLENE MOORE** Chief Executive Officer



**KATIE MUELLER Chief Operations** 



**TRISTAN HALLMAN Chief Communications** Officer



**PAUL BLANEY** Sales & Rentals Director



**JENNIFER HELLMAN** Marketing Director



**LENA JOULDJIAN** Ticketing Services Director



**BRAD MASON Facilities Director** 



**HENRY RIVERA** Production & **Entertainment Director** 



**MICHAEL SADEGH** Finance Director



**LESLIE SCHUTZ Human Resourses** Director



**RACHELLE** WEIR Arts, Agriculture & **Education Director** 

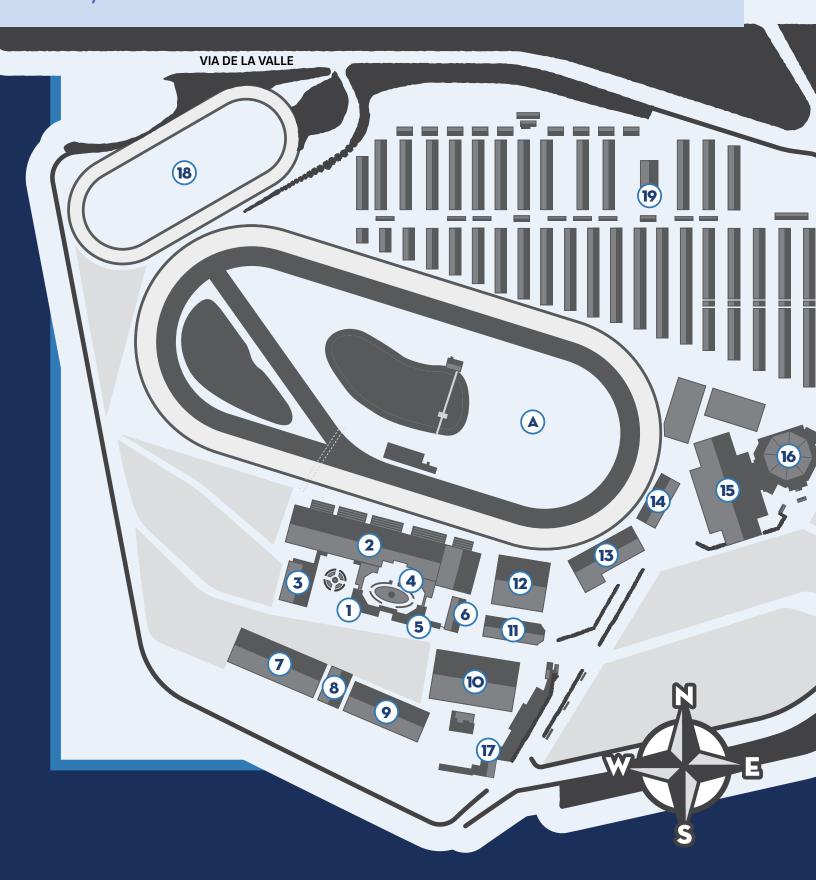


**DONNA** O'LEARY Office Manager Administration



**MELINDA CARMICHAEL Support Services** Director

## Canque MAP



#### **CAMPUSES**

- A DEL MAR FAIRGROUNDS & RACE TRACK
- **B** SURF & TURF

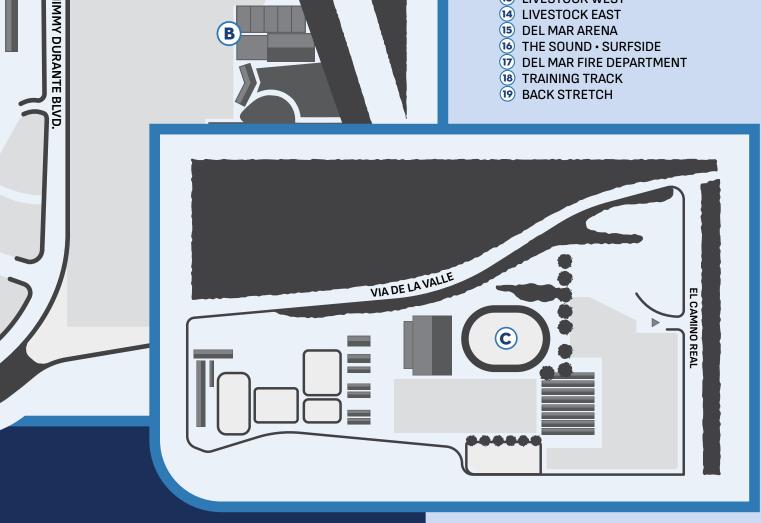
DEL MAR GOLF CENTER • PELLY'S MINI GOLF • THE GOLF MART • NOONAN FAMILY SWIM SCHOOL • WAVE VOLLEYBALL • SURF & TURF TENNIS CLUB • SURF & TURF RV PARK

© DEL MAR HORSEPARK

HITS HORSE SHOWS

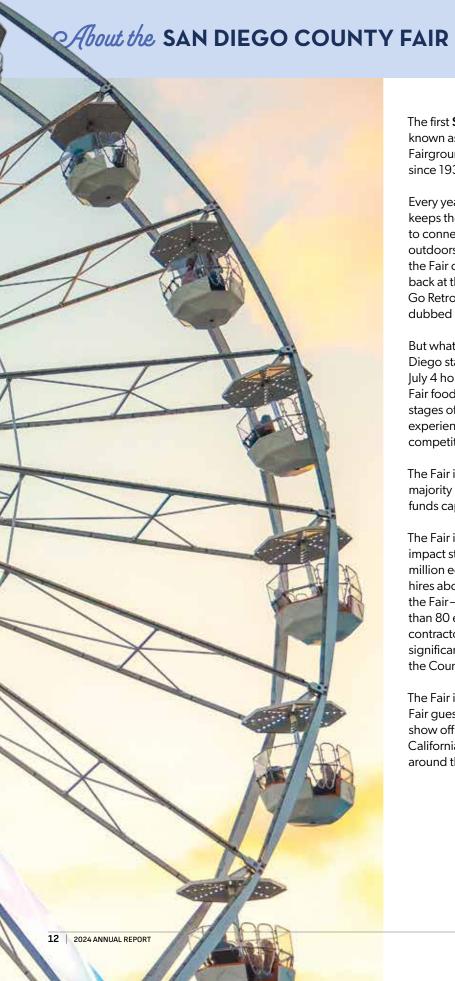
#### **BUILDINGS & LOCATIONS**

- 1) 22<sup>ND</sup> DAA ADMINISTRATION
- 2 GRANDSTAND
- MISSION TOWER
- 4 PADDOCK
- 5 DMTC ADMINISTRATION
- 6 DMTC OPERATIONS
- 7 EXHIBIT HALL
- 8 SEASIDE PAVILION
- 9 BING CROSBY HALL
- 0'BRIEN HALL
- 11 ACTIVITY CENTER
- 12 WYLAND CENTER
- 13 LIVESTOCK WEST
- (14) LIVESTOCK EAST
- 15 DEL MAR ARENA
- 16 THE SOUND SURFSIDE
- 17 DEL MAR FIRE DEPARTMENT
- 18 TRAINING TRACK



VIA DE LA VALLE

22<sup>nd</sup> DISTRICT AGRICULTURAL ASSOCIATION



The first **San Diego County Fair** was in 1880 in what is now known as **National City** in southern San Diego County. The Fairgrounds has served as the permanent home of the Fair since 1936.

Every year, the Fair changes the "theme" of the event, which keeps the festivities fresh and offers new and exciting ways to connect with the community. In 2023, the Fair adopted a outdoorsy camping theme called "Get Out There." In 2024, the Fair offered its guests a chance to take a nostalgic look back at the cultural zeitgeist of bygone eras with its "Let's Go Retro" theme. The 2025 Fair will be a celebration of pets dubbed the "Summer Pet-Tacular."

But what never changes is that every year, summer in San Diego starts at the Fair. For four weeks in June through the July 4 holiday weekend, our guests enjoy a festive atmosphere, Fair food, rides and games, animals and agriculture, multiple stages of live music and entertainment, educational experiences and programs, community exhibits and competitions, and unique shopping options.

The Fair is the 22<sup>nd</sup> DAA's primary business, providing the majority of the revenue that sustains the organization and funds capital improvements and community programs.

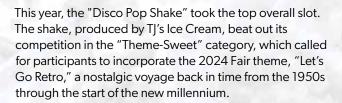
The Fair is also a major boon to the region. An economic impact study in 2019 showed the Fair produced a \$237 million economic impact for the region. The Fair directly hires about 1,200 temporary employees to help produce the Fair—in addition to a year-round, full-time staff of more than 80 employees—and supports jobs created by vendors, contractors, sponsors, suppliers. The District is also a significant source of sales tax revenue for the City of Del Mar, the County of San Diego, and the State of California.

The Fair is a mosaic of San Diego County's culture. And while Fair guests primarily live in San Diego County, the event also show off the best of the region to visitors from across Southern California and Baja California, as well as thousands from around the United States and around the world.

## Spotlight FAIR-TASTIC FOODS

The San Diego County Fair's Fair-Tastic Foods Competition returned in 2024 to reward the tastiest, most creative, and most tantalizing treats that the region's largest annual community event has to offer.





The dessert was then named the best of the six winners from all categories in the competition, which showcased the most creative and newest treats.

A special tasters' panel—which included the San Diego Union-Tribune's Pam Kragen and 22<sup>nd</sup> DAA board members Mark Arabo, Michael Gelfand, and Frederick Schenk—also selected the candied bacon-wrapped pork belly bites from Bacon A Fair as the People's Choice award winner.

Prize winners were provided with Fair-Tastic sign displays for their food stands, allowing hungry Fair guests to scope out the judges' top picks. Many guests say they attend the Fair because of the foods, and the Fair-Tastic Foods competition helps to foster a foodie-friendly atmosphere while incentivizing innovation among the small business owners who participate.

The winners were named during the first weekend of the Fair. The host for the event was Rick Morton, and the three primary judges came from the world of cable television and local news outlets, with head judge Troy Johnson, owner of San Diego Magazine and Food Network star; Shawn Styles, host of CBS 8's "Cooking with Styles;" and Rudy Acosta, co-host of "Despierta San Diego" on Univision.

The competition will return for a third year at the 2025 Fair.



#### 2024 WINNERS

#### **THEME SWEET**

Disco Pop Shake by TJ's Ice Cream (Best of Show)

#### **THEME SAVORY**

SPAM Fries by Boba King

#### **NEW SWEET**

Cap'n Crunch Berry Chicken Sandwich by *Biggy's* 

#### **NEW SAVORY**

Hot Honey Funnel Cake Chicken Sandwich by *Chicken Charlie's* 

#### **WOW SWEET**

Surfing USA Party Shake by Fruit Caboose

#### **WOW SAVORY**

Spicy Korean Corn Dog by West Coast Weenies

#### **PEOPLE'S CHOICE**

chosen by a special tasters' panel

Candied Bacon-Wrapped Pork Belly Bites
by Bacon A Fair

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## The 2024 SAN DIEGO COUNTY FAIR



The **2024 San Diego County Fair** was a 20-day blast from the past—a celebration of everything "Retro" from the 1950s through the 1990s.

The Fair's "Let's Go Retro" theme was highlighted in a custom-built 20,000-square foot theme exhibit and was incorporated into community exhibit entries, contests, entertainment, and signage.

But nostalgia was not the only vibe at the Fair. The 2024 Fair looked and felt better, cleaner, safer and more fun than ever before. The operations showed that in the Fair's third year back after an extraordinarily challenging two-year hiatus, the  $22^{nd}$  DAA hit its stride and set a new standard to build upon for years to come.

And while the Fair featured the return of longtime favorites, the community celebration also showcased some major new events, activities, and opportunities for fun. This included:

- A total of 18 new rides.
- The introduction of Saturday night shows at the Fairgrounds' newest entertainment venue, The Sound.
- The Fair's inaugural Native American Powwow.
- A "Fair-botics" competition.
- A new Eco Hut that showcased the 22<sup>nd</sup> DAA environmental stewardship efforts.
- A bigger and better Fair-Tastic Foods Competition, in its second year.
- A variety of new food stands and items.
- The "Vision Wall," which solicited preliminary input on the 22<sup>nd</sup> DAA's master site planning work.
- New wine and craft beer experiences.
- The return of "Taste of the Fair," a promotion that allowed curious Fairgoers to eat bite-sized portions of Fair food for \$5 from every food stand.



After the 2023 Fair, 22<sup>nd</sup> DAA officials focused heavily on improving the layout, providing value for customers, shoring up janitorial services, and enhancing the guest experience. 22<sup>nd</sup> DAA officials also made programming decisions meant to help spread attendance more evenly over the run of the Fair to limit overcrowding, traffic, and impacts on neighboring communities.

The 2024 Fair was two days shorter than the 2023 Fair, in which the festivities started on Wednesday, June 7 and ended on Tuesday, July 4. With July 4 falling on a Thursday in 2024, the Fair started later in June (Wednesday, June 12) and continued through the holiday weekend. This was the first year since 2015 that the Fair continued beyond July 4.

In total, 877,452 fairgoers—an average of nearly 44,000 guests daily—attended the Fair. The biggest days came on Wednesdays and Thursdays, which highlighted the strength of the **Pepsi Pay-One-Price Ride Days** and **Taste of the Fair** promotions—as well as the **Juneteenth** holiday, which fell on a Wednesday.

In 2024, Wednesday, July 3 was the single busiest day, with more than 64,000 guests coming through the gates to enjoy all the fun, food, ride, games, music, shows, showcases, contests, exhibits, and more.

The music and variety of festivals, especially, stood out in 2024. The **Toyota Summer Concert Series** included three sell-out concerts on the **Corona Grandstand Stage** with three diverse acts: Country stars Old Dominion, hip-hop legend Ludacris, and Norteño banda Los Tucanes de Tijuana. The **Asian & Pacific Islander Festival, Out at the Fair, Domingueando en la Feria, Electronic Fridays**, the **Chevrolet Paddock Concert Series**, and **Reggae on the Paddock**—which closed out with American Idol winner lam Tongi—also provided a diverse array of entertainment options that were included in the price of admission to the Fair.

The Fair — which serves as the 22<sup>nd</sup> DAA's annual "main event"—generated hundreds of millions of dollars in economic activity, millions in sales tax revenues for critical city, county, and state services, and supported thousands of jobs while connecting communities, providing education and fun, and creating a lifetime of memories.

## The 2024 TOYOTA SUMMER CONCERT SERIES

Wednesday, June 12
KOLOHE KAI

Thursday, June 13
OLD DOMINION\*

Friday, June 14

Sunday, June 16
PEPE AGUILAR

Wednesday, June 19
WHISKEY MYERS

Friday, June 21
KINGS OF
LATE NIGHT with
JAY LENO, ARSENIO HALL
& CRAIG FERGUSON

Wednesday, July 26 SMOKEY ROBINSON Thursday, June 27
LITTLE BIG TOWN

Friday, June 28 LUDACRIS\*

Sunday, June 30 LOS TUCANES DE TIJUANA\* Wednesday, July 3
YUNG GRAYY with
TAYLER HOLDER

Thursday, July 4
FIREWORKS
SPECTACULAR

Sunday, July 7
HOMBRES G

22<sup>rd</sup> DISTRICT AGRICULTURAL ASSOCIATION 2024 ANNUAL REPORT | 15

<sup>\*</sup> Denotes sell-out show • Grandstand concert capacity is 7,500-7,800, depending on the show and seating configuration.

## 2024 SAN DIEGO COUNTY FAIR



**FAIR ATTENDANCE 877.452** 

PAID ATTENDANCE 586,600

SBUSIEST 64,335

**TOYOTA SUMMER CONCERT SERIES TENDANCE** 57 **3** 3 3 3 3

KIDS 12 & UNDER RECEIVING FREE ADMISSION **18,009** ON FRIDAYS **18,009** 



RAISED \$657,565

2 YOUTH INVOLVED IN JUNIOR LIVESTOCK

EXHIBIT & LIVESTOCK RIBBONS 1 AWARDED

**5** ENTERTAINERS



**70 TOTAL** RIDES **18** 

**CRAZY** MOUSE RIDERS **65,640** 

PAY-ONE-PRICE WRISTBANDS **-69,857** 

SLIDERIDERS



TURKEY LEGS **38,569** 

SHUCKED CORN 23,655

ICE CREAM CONES 61.764 **GALLONS OF LEMONADE 20.100**  **CANS OF SPAM** 4,265



ALBERTSONS | VONS 61,941 : 14,872

FAIR TRIPPER 5,618 : 42,227 NUMBER OF GUESTS TICKETS SOLD 5,618

## 2024 SAN DIEGO COUNTY FAIR Awards

#### WESTERN FAIRS ASSOCIATION (WFA)

WFA serves more than 800 members of the fair industry—including businesses, fair management and board members, festivals, and industry associations—throughout the western United States and Canada. WFA developed its awards programs to recognize fairs for extraordinary achievements in their marketing, publicity, competitive exhibits, photography, and agricultural education efforts, among others. Entries are judged by panels of experts in their respective fields. The judges base their decisions on creativity, use of theme, production excellence, best use of resources, highest level of innovation and other criteria. The 22<sup>nd</sup> DAA competes in divisions with other mega fairs across the nation.



#### **FEATURED PROGRAMS**

Best Use of Artificial Intelligence • Illustrations for "The Daily Buzz" Employee Newsletter

#### **COMPETITIVE EXHIBITS**

New Competition • Eclipse Photography Best Way to Celebrate Exhibitors • Exhibitor Appreciation Night

#### **INNOVATIONS & MANAGEMENT EXCELLENCE**

New Fairtime Event, Exhibit or Program • Let's Go Retro Theme Exhibit

New Cultural Program • Powwow at the Fair

Community Partnership • Street Banner Program

Overall Fair Sponsorship Program •

Let's Go Retro Sponsorship Campaign

Partnership Between the Fair and Service Member •

The Flying Royals and North County Transit District Outreach & Bilingual Videos (English) (Spanish)

#### **MEDIA & MARKETING**

Television Ad Series • Let's Go Retro Campaign

Single Radio Ad • Chevy 75th Annual Junior Livestock Auction

Radio Ad Series • Let's Go Retro campaign

Single Radio Ad-Foreign Language •

Northgate Hispanic Concerts (Spanish)

Single Social Media Ad-Foreign Language •

Los Tucanes de Tijuana Promotion (Spanish)

Self-Produced Social Media Video • Visit the Fair on a \$50 Budget

E-mail campaign • Let's Go Retro campaign

Fairtime Advertising Poster • Toyota Summer Concert Series

Public Relations Campaign •

Community Outreach & Binational Media Relations Efforts

#### PHOTOGRAPHY COMPETITION

Carnival • Girl on Dad's Shoulders

**Exhibits • Fine Art Exhibit** 

Commercial Vendor Booth • Fairgoer Trying on a Hat







#### **FEATURED PROGRAMS**

Creative Promotions to Combat Inflation in the Fair Industry • Fair Discount Offers

#### **COMPETITIVE EXHIBITS**

Agricultural Programming • The Farm & Plant\*Grow\*Eat
Best Solution for a Display Challenge • Chalk Art Displays

#### **INNOVATIONS & MANAGEMENT EXCELLENCE**

Volunteers • Photography Judges

Community Outreach—Embracing Diversity •

Growing the Fair's Diversity Program

#### **MEDIA & MARKETING**

Social Media Ad Series • Toyota Summer Concert Series
Fair Logo • Let's Go Retro Logo
Special Event Logo • Fair-Tastic Food Competition
Fairtime Commemorative Poster • Let's Go Retro Poster
Outdoor Advertising • Bulletins/Billboards
Theme Program • Let's Go Retro Theme
Overall Fair Marketing Campaign • Let's Go Retro campaign

#### **PHOTOGRAPHY COMPETITION**

Food & Beverage • Boy with Funnel Cake
Animals • Petting Zoo
Entertainment & Ground Acts • Lumia at The Sound



#### **MEDIA & MARKETING**

Single Television Ad • Pepsi Pay-One-Price Days
Television Ad - Foreign Language • \$3 Off Albertsons Offer (Spanish)
Single Social Media Ad • Meta Ads Promoting Carnival Rides

#### PHOTOGRAPHY COMPETITION

People at the Fair • Couple with Giant Stuffed Panda Food Concession Stand • Artist painting the Avenue

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## 2024 SAN DIEGO COUNTY FAIR Awards

#### INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS (IAFE)

IAFE represents more than 1,100 fairs worldwide and more than 900 members from allied fields. IAFE's awards programs recognize fairs for extraordinary achievements in their marketing, publicity, competitive exhibits, photography, and agricultural education efforts, among others. Entries are judged by panels of experts in their respective fields. The judges base their decisions on creativity, use of theme, production excellence, best use of resources, highest level of innovation and other criteria. The  $22^{nd}$  DAA competes in divisions with other large fairs across the nation.



#### **AGRICULTURAL**

Unique Exhibit Showcased Outside Of Fair Time • Plant\*Grow\*Eat Program

#### **COMPETITIVE EXHIBITS**

Use of Theme • Let's Go Retro
Strategy to Engage Participants • QR Codes for Home Made Exhibit
Creative Display • Theme Exhibit
Contest Occurring During the Year •

'Toast of the Coast' Wine Competition



#### **AGRICULTURAL**

Exhibit Designed To Educate Consumers On The Story Of Food •
California Grown

#### **COMMUNICATIONS**

Single-Sided Ad • Kids' Day Ad in San Diego Family Magazine Folded Promotional Ad •

Fair-Tastic Food Gatefold in San Diego Magazine Souvenirs and Commemorative Items • Paper Cube Best Marketing Campaign •

 $Let's\ Go\ Retro\ over all\ marketing\ campaign$ 

#### **NON-FAIR FACILITY USAGE**

Facility Beautification Project • Tree Planting Project

#### COMMUNICATIONS

Miscellaneous Marketing • VIP Media Booklet
Outdoor Advertising • Bulletins/Billboards
Online Advertisements • Meta ads promoting carnival rides

#### **NON-FAIR FACILITY USAGE**

Facility Website • delmarfairgrounds.com
Facility Social Media • Meta posts promoting environmental programs
Capital Improvement Plan & Execution • Water Quality Initiative Project



#### **AGRICULTURAL**

Policy Developed To Correct A Challenge Impacting Your Fair •
Agriculture Advisory Council
Evolved Exhibit Which Promotes Agriculture To The Fair—
Going Public • The Farm (at the Fair)

#### **COMMUNICATIONS**

Digital Advertising Video • Visit the Fair on a \$50 Budget Radio Spots • Music Genre, Chevy Livestock Miscellaneous Marketing • Hollandia Milk Carton

#### **NON-FAIR FACILITY USAGE**

Photo Series • Flower Show

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# Exhibit BEST of SHOW Winners

#### WOODWORKING

Bob Stevenson • Chula Vista • CA

#### **FINE ART**

**2-Dimensional** • Lynette Bredow • Ramona • CA **3-Dimensional** • Katherine Chicca • Spokane • WA

#### **PHOTOGRAPHY**

Paulette Donnellon • Escondido • CA

#### HOME MADE

Quilts • Dottie Porst • Escondido • CA

Needle Arts • Monica Posner • San Diego • CA

Decorative Arts • Elena Fentisova • La Jolla • CA

Collections • Daniel Sutton • El Cajon • CA

**Preserved Foods & Liqueur •** Laure Reynolds • Carlsbad • CA **Baked Goods •** Giselle Krachenfels • San Diego • CA

#### **FLOWER SHOW**

Jordan Farar • San Dlego • CA

#### **AG MECHANICS**

Woodworking • Amye Garcia • Ramona • CA Welding • Nalli Vongsavanthong • Escondido • CA





# BIGShings 2021

The 22<sup>nd</sup> District Agricultural Association strives to improve every single year while remaining committed to what it does best: provide a community gathering place, generate economic impact for the region, and host the events, activities, and traditions that generations of people and families have come to know and love. In 2024, the  $22^{nd}$  DAA:

Produced a safe, clean, and successful 2024 San Diego County Fair.

Began public and stakeholder outreach efforts for a community-led master site plan.

Hosted the Breeders' Cup, one of American horse racing's four premier annual events.

Developed and approved a set of 16 guiding principles to help shape a master site planning process.

Incorporated The Sound, the new and exciting entertainment venue, into the San Diego County Fair for the first time.

Partnered with the City of Del Mar and SDG&E to plant 50 new trees along the Fairgrounds' property line.

Served as home to the No. 1 volleyball club in California, WAVE Volleyball, at the **Surf & Turf Recreation Center** campus.

Reached an agreement with the City of Del Mar to explore the feasibility of hosting affordable housing on District property.

Approved improvements to the Del Mar Golf Center on the Surf & Turf Recreation Center campus.

Worked with neighboring cities and entities to shape the future of the LOSSAN Rail Corridor, which would include a new special events platform at the Fairgrounds.

## 22<sup>nd</sup> 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 22<sup>nd</sup> DAA 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 22<sup>nd</sup> DAA 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  $22^{nd}$  DAA provides major positive impacts on the regional economy and has also prioritized investments in an environmentally sensitive area. The following pages reflect the impacts of the  $22^{nd}$  DAA District's 2024 efforts in six key areas.













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#### COMMUNITY IMPACT · · · ·



Although the  $22^{nd}$  District Agricultural Association must generate it's own revenue to support its operations, the organization is firmly committed to serving the San Diego County community.

The 22<sup>nd</sup> DAA community programs include the annual **Junior Livestock Auction**, the **Fair for All** program, competitive exhibits, military discounts, and festivals and activities geared toward families.

In 2024, the 22<sup>nd</sup> DAA continued many of its longstanding community programs, while also reshaping others, and created several new initiatives.



Prior to the Fair, the 22<sup>nd</sup> DAA hosted thousands of students from all over San Diego County for its **Plant\*Grow\*Eat** program, which provides children with an opportunity to learn about agriculture and get hands-on experience. In prior years, this program occurred during the Fair.

To generate community awareness around the Fair and the 22<sup>nd</sup> DAA's activities, the 22<sup>nd</sup> DAA also expanded its community banner program to 23 neighborhoods from 17; hosted its first-ever binational pre-Fair press conference in Tijuana; partnered with important local organizations on a series of **Summer Social** events during the Fair; rebranded its Sundays during the Fair as **Domingueando en la Feria**; and hosted its first-ever **Native American Powwow**.

And when it came time to begin a master site planning process, the 22<sup>nd</sup> DAA Board committed to a community-led process that included soliciting input during the Fair.

The 22<sup>nd</sup> DAA remains committed to putting the San Diego County community first as part of its pet-themed 2025 Fair.

### COMMUNITY Spotlights



#### TIJUANA PRESS CONFERENCE

The 22<sup>nd</sup> DAA hosted its inaugural binational press conference to promote the **San Diego County Fair** in Tijuana, Baja California, Mexico, on June 5, 2024.

The Fair serves San Diego County, but it also has a binational impact on Mexican residents who visit the event every year. Certain programs directly benefit vulnerable populations, such as the Care n' Share Toy Drive, which collects thousands of stuffed animals won and donated by fairgoers and provided to patients at the Hospital Infantil de las Californias children's hospital in Tijuana. In addition, the Fair includes Hispanic community outreach efforts such as Domingueando en la Feria—"Sundaying at the Fair"—to showcase Spanishlanguage musicians, cultural experiences, and other activities geared toward Hispanic guests but enjoyed by all.

The media event at the Tijuana Cultural Center in Baja California highlighted these efforts and provided reporters with an opportunity to interact with Fair officials and representatives of key Fair partners—such as **Roma Farmacia** and **Hospital Infantil**—south of the border.

The 22<sup>nd</sup> DAA plans to continue its binational outreach in 2025.

#### WAVE VOLLEYBALL

In 2024, **WAVE Volleyball**—which has long made its home at the 22<sup>nd</sup> District Agricultural Association's Surf & Turf **Recreation Center** campus—was named the top youth volleyball club in California for the second-straight year by **USA Volleyball**. "We are so honored to receive this recognition as the No. 1 Volleyball Club in California for the second year in a row," said Brennan Dean, Executive Director of WAVE. "Our WAVE athletes, coaches, staff, and families are what makes **WAVE** so special. This success is a direct reflection of the hard work they all put in on and off the court and we couldn't be more grateful." **WAVE** was also named a top 5 club in the nation for the second-straight year.

Established in 1998, **WAVE** offers comprehensive indoor and beach volleyball training for boys and girls from kindergarten through 12<sup>th</sup> grade and provides adult beach league opportunities.

22<sup>nd</sup> DAA CEO Carlene Moore said the success proves the 22<sup>nd</sup> DAA is "the premier destination for events and activities in San Diego County" and is "proud to be the home of the state's top volleyball club."

"We strive for excellence as we serve our community, and we congratulate **WAVE** for achieving this amazing honor," she said.



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#### **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 **22**<sup>nd</sup> **District Agricultural Association** is committed to continuing and evolving its agricultural programming as the world changes.

#### **PLANT\*GROW\*EAT**

The San Diego County Fair's award-winning Plant\*Grow\*Eat program teaches children about agriculture and nutrition. Teachers of Kindergarten through 3rd Grade classes throughout San Diego County sign up their class to participate in this program at no cost. In 2024, the program was held prior to the Fair for the first time. Over the past three decades more than 250,000 students, thousands of teachers and volunteer judges have participated in Plant\*Grow\*Eat.

#### 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 2024, 265 youth entered the competition and sold 246 lots raising \$645,903 from 150 buyers. The top price paid was \$19,575.

#### DON DIEGO SCHOLARSHIP FOUNDATION

Since 1986, the 501(c)(3) nonprofit organization has worked with the 22<sup>nd</sup> DAA, providing scholarships for outstanding high school seniors and graduates who participate in activities and events at the Fairgrounds, including the Fair. Since its inception, the Foundation has awarded more than \$1.4 million in scholarships to 409 students. In 2024, the **Don Diego Scholarship Foundation**, which hosted its annual gala at the Fairgrounds during the Fair, awarded \$83,000 in scholarships to 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 22<sup>nd</sup> DAA's **Plant\*Grow\*Eat** program.

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At the **San Diego County Fair**, the community is the star of the show. The Fair's goal is to bring people together and display the best of San Diego County. The Fair offers a broad array of community-centric activities and participation opportunities that are unique among San Diego's festivals, events, and activities.

#### **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 2024, Fair exhibits included Design in Wood, Garden Show, Fine Art, Flower Show, Photography, Gems & Minerals, Home Made, Livestock, Student Showcase, the International Beer Competition, and the Toast of the Coast Wine Competition. The names of the exhibits sometimes change, but the spirit of participation, competition, and fun is always present. These exhibits received nearly 20,000 entries. More than 9,000 ribbons were awarded by judges.

#### **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 2024, 23 communities participated in the program, which marked an increase of six from the prior year.

#### **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, run by the Rotary Club of Torrey Pines, 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 on their way out of the Fair. In turn, the donated stuffed animals are given to children in regional hospitals. 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 on both sides of the U.S.-Mexico Border. In 2024, about 6,500 stuffed animals were placed in bins near the event exits.

#### **FLAG-RAISING**

Each day, the Fair begins with the raising of the flag by local **Boy & Girl Scouts**. Each troop leader and participating scout receives free admission for themselves and one guest. In 2024, 111 troops participated with a total of 1,291 scouts.

#### **COMMUNITY CORNER**

As part of its commitment to serving all of San Diego County, the 22<sup>nd</sup> DAA provides booth space 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. In 2024, 32 governmental and nonprofit groups participated at the Fair.

## AMERICAN WITH DISABILITIES ACT & SENSORY INCLUSION PROGRAMS

22<sup>nd</sup> DAA involvement in inclusion programs 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 22<sup>nd</sup> DAA'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.



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#### FAIR PROGRAMS

#### **CULTURAL ACTIVITIES**

The Fair strives to offer something for everyone. In a county as diverse as San Diego, that is no easy task. But over the last few decades, the Fair has partnered with community organizations and leaders to make inclusive cultural events a key part of the programming, which sends a clear and unmistakable message: at the **San Diego County Fair**, all are welcome.

#### **NATIVE AMERICAN POWWOW**

The **San Diego County Fair's** first-ever **Powwow** was presented on June 30, 2024, in the **Del Mar Arena**. The **Powwow** was led by a seven-person committee of active participants in the region's tribes. In total, 1,884 members of the Native American community participated in or attended the event, which featured dancing, singing, drumming, and vendors. The **Powwow** was well-received by participants, the committee, and highly ranked community members.

#### **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, who have both touched and entertained Fair guests who keep coming back for more each year.

#### **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.

#### **DOMINGUEANDO EN LA FERIA**

For more than 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. **Domingueando en la Feria** ("Sundaying" at the Fair) offers lively and varied entertainment in Spanish from local performers every Sunday at the **Paddock Stage**, as well as a headliner concert at the **Grandstand Stage**, featuring Spanish-speaking international stars. In 2024, this included **Hombres G**, **Los Tucanes de Tijuana**, **Pancho Barraza**, and **Pepe Aguilar**.

#### **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. Today this award-winning, family friendly event is now held at 13 fairs in four states.



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## COMMUNITY BANNER PROGRAM PARTICIPANTS

Chula Vista Oak Park

City Heights Oceanside

Clairemont-Morena Otay Mesa

Convoy Pacific Beach

Diamond District Point Loma

El Cajon Blvd Rancho Penasquitos

Lemon Grove Rolando Park

Logan Heights Sherman Heights

Mira Mesa Solana Beach

Mission Hills University City

North Park Vista

#### **VALUE DEALS**

The 22<sup>nd</sup> DAA strives to offer savings and value deals to ensure that the fun of the Fair is accessible and attainable for all families in San Diego County. Each year, tens of thousands of San Diegans take advantage of these offerings, which provide them with numerous ways to enjoy the experience of the **San Diego County Fair** at a low cost. The 22<sup>nd</sup> DAA is always exploring new ways to promote and expand these opportunities.

#### **FAIR TRIPPER**

In partnership with the **North County Transit District (NCTD)** and the **San Diego Metropolitan Transit System**, the 22<sup>nd</sup> DAA offers a combination Fair and bus/train ticket for one low price. For those who ride public transportation to the Fair, the 22<sup>nd</sup> DAA offers free shuttle service to and from Solana Beach Station. In 2024, 5,618 Fair Tripper tickets were sold, a 33% increase over 2023's totals.

#### **MILITARY DISCOUNTS**

San Diego County has a robust military community, and the 22<sup>nd</sup> DAA offered discounts on Fair admission for military personnel through its partnership with **GovX**. Nearly 15,000 **GovX** tickets were sold in 2024.

#### **KIDS DAYS & DEALS**

The Fair offers free admission every day to children 5 and younger. And to ensure families are able to enjoy everything the Fair has to offer, on Fridays the Fair offers free admission for children 12 and younger. In 2024, more than 18,000 kids received free admission to the Fair on Fridays, and another 31,538 kids 5 and younger were able to visit the Fair at no cost to their families.

#### **PROMO CODES & PARTNERSHIPS**

Working with businesses such as Albertsons | Vons, O'Reilly Auto Parts, Costco, and 7-Eleven, the San Diego County Fair offers promotional discounts, Pepsi Pay-One-Price Ride Wristband discounts, family ticket packs, Passport to Savings coupon booklets, and early bird pricing for admission, parking, and ride-and-game credits. In 2024, 37,632 Costco packs were sold and 28,413 Albertsons | Vons codes and 5,309 O'Reilly Auto Parts codes were redeemed.

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## FAIR for ALL Organizations

The Fair for All program is a unique effort to ensure that all the fun and festivities of the San Diego County Fair are accessible to everyone, regardless of ability to pay.

In 2024, as part of its Fair for All program, the **San Diego** County Fair distributed nearly 20,000 free tickets to 124 community service organizations across San Diego County. Collectively, this program means the Fair provides about \$300,000 of tickets for those with San Diego County.

The District provides as many tickets as it can under California Food & Agriculture Code, Section 3026. The limit is 4% of the prior year's paid Fair attendance figure.

#### ORGANIZATIONS INDEX

92130 Cares

Able-Disabled Advocacy, Inc.

Adams Elementary Ptco

Alamosa Park Education Foundation

America's Finest Charter High School

Anvil of Hope

Ariel's Place

Armed Services YMCA Camp Pendleton

Armed Services YMCA San Diego

Be Well Therapy, Inc.

Being Alive San Diego

Birthline of San Diego County

Boys & Girls Club of San Dieguito

Boys & Girls Clubs of North County

Boys & Girls Clubs of Oceanside

Boys & Girls Clubs of South County

Carlsbad Village Academy

Casa De Amistad

Casa De Amparo

Chet F Harritt Flementary PTA

Children's Dental Health Association of San Diego

Chula Vista Elementary School District

City Heights Community Development Corporation

Classroom of the Future Foundation

Coastal Christian Academy

Communities Advocating for Resident Empowerment

Community Interface Services

Community Life Improvement & Multicultural Bridging, Inc.

Dept. of Veterans Affair/ Veterans Home of Chula Vista

Disabled Services Advisory Council

Don Diego Scholarship Foundation

Eastlake Highschool PTSA

Edgemoor DPSNF

**Eugene Bowman Economic Empowerment** Center, Inc.

Father Joe's Villages (St Vincent De Paul Village Inc)

Flying Hills School of the Arts PTO

Friends of Crown Point Jr. Music Academy

Healthcorps

Healthright 360

Hickman Nest

Home Of Guiding Hands

Home Start, Inc.

Horizons at Parker

Inspire SD-Inspire Someone Daily

lackie Robinson Family YMCA

Job Options, Inc.

lose Montano Foundation

Just Call Us Volunteers DBA Youth Assistance Coalition

lust In Time For Foster Youth

**KB Way Supported Living Services** 

Koinonia Foster Homes

La Colonia De Eden Gardens, Inc.

La Jolla United Methodist Nursery School

Lifeline Community Services

**Lived Experiences** 

Living Independently is for Everyone

Macedonia Baptist Church

Magdalena Ecke Family YMCA

Make-A-Wish Foundation of San Diego Inc.

Mama's Kitchen

Mana De San Diego

Mental Health Systems, Inc.

Mental Health Systems/ Turn Behavioral Health Services

MHS/Turn Behavioral Health Systems-Alianza Wellness Center

Mingei International Museum

Miracosta College

Montgomery High Stay Program

Mountain Shadows Community Homes

Mt. Helix Academy

Nativity Prep Academy

Neighborhood House Association

New Alternatives, Inc. THP

Noah Homes

North Shore Girls Softball

One Summit

One Type Inc. Presidio Little League

Project Access

Project Access Family Resource Center

Project Access Meadowbrook

Prokids Golf Academy

Promising Futures, Inc.

Rainbow Spaces

Rancho Buena Vista Band & Pageantry Boosters, Inc.

Rolando Park Community Council

Rolling Hills Elementary Foundation

San Diego County Ems

San Diego District Attorney Investigator Association-Fallen Officers Fund

San Diego Model Railroad Museum

San Diego Original Black Panther Party

San Diego Parents of Twins Club

San Diego Rescue Mission

San Diego Unified School District

San Diego Unified School District Native Education Program

San Ysidro Health

Say San Diego

SBCS (formerly South Bay Community Services)

Senteno Family Child Care

Serra Mesa Little League

Shaback Altruistic, Inc.

Special Needs Resource Foundation

of San Diego Star/Pal

Summerfield of Encinitas

Switchfoot Bro-Am Foundation/

Mission Edge SD

The Grandparents Connection, Inc.

The Heights Charter

The House of Music

The Warrior Built Foundation

Ticket to Dream Foundation

**Treobytes** 

Turtleback Education Foundation (TEF)

United Cerebral Palsy Association

United Through Reading

United Way of San Diego

Veterans Home of California-

Chula Vista

Veterans of Foreign Wars Vista Hill Foundation

Vista Little League

W Sherman Winseman Foundation

Yellow Ribbon Fund



Although the annual Fair has taken place in Del Mar since 1936, the event is—and always has been—a region-wide celebration. That is why in 2024, 16 local governmental bodies proclaimed

County as we produce the region's largest annual community

Fittingly, the first city to issue a proclamation to honor the Fair was **National City**, where the Fair originated in 1880.

Also participating were the cities of San Diego, Chula Vista, Oceanside, Encinitas, Coronado, Imperial Beach, Solana Beach, Del Mar, El Cajon, San Marcos, Lemon Grove, Santee, Vista, and La Mesa. The County of San Diego Board of Supervisors also issued a proclamation in honor of the Fair.

22<sup>nd</sup> DAA representatives attended meetings of each body to receive the proclamations and discuss the upcoming Fair.

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The Fairgrounds is the oldest major events venue in San Diego County, predating other gathering places in the region by several decades. Since 1936, the Fairgrounds has hosted the annual **San Diego County Fair**, festivals, concerts, horse racing, athletic activities, equestrian events, seasonal events, and other cherished traditions. Generations of San Diegans have enjoyed their time at the Fairgrounds, and many have made livelihoods through it.



A 2019 study showed the events and activities at the Fairgrounds—including the Fair, horse racing, and seasonal events and festivals—created a \$682 million economic impact. This was pre-pandemic, before **The Sound** opened, and prior to inflationary pressures of recent years. Considering the rate of inflation since then, in 2024 dollars, that is the equivalent of more than \$841 million.

But beyond the numbers are the genuine, positive impacts that the activities have on the lives of people across San Diego County. The economic impact of the 22<sup>nd</sup> DAA operations supports small businesses and contractors and entrepreneurs in the region. They support vital community services provided by tax dollars generated for the state, the county, and local governments. And they create and sustain real jobs that help support families across the region.

In 2024, the 22<sup>nd</sup> DAA produced a successful Fair, hosted 60 shows at **The Sound** in its first full year of operations, and served as the home of the **Del Mar Thoroughbred Club's** annual Summer and Fall race meets, as well as the **Breeders' Cup World Championships**, which are major drivers of tourism for the region.

The 22<sup>nd</sup> DAA takes seriously its role as an economic generator—and this significant responsibility will be a factor in its strategic planning discussions moving forward.

## Fair VISITORS

#### TOP CITIES in SAN DIEGO COUNTY

- SAN DIEGO 1.
- CHULA VISTA
- OCEANSIDE 8.
- 4.
- **EL CAJON**
- 6. VISTA
- 7. CARLSBAD
- SAN MARCOS
- ESCONDIDO 9. SPRING VA
  EL CAJON 10. ENCINITAS **SPRING VALLEY**



#### TOP STATES OUTSIDE & CALIFORNIA

- **ARIZONA**
- **NEVADA**
- **TEXAS**
- **FLORIDA** 
  - **WASHINGTON**
  - **BAJA CALIFORNIA**
- COLORADO
- **NEW YORK**
- **ILLINOIS**

#### 2024 BIG FACTS

#### \$841 MILLION

#### S3.67 MILLION

FOOD & BEVERAGE SALES TAX REVENUE GENERATED

384,315

ON-TRACK HORSE RACING ATTENDANCE

426,384

ESTIMATED TOTAL NON-FAIR/HORSE RACING **EVENT ATTENDANCE** 

67,418

BREEDERS CUP ATTENDANCE

THE SOUND TOTAL ATTENDANCE

7,020

**RV PARK VISITOR NIGHTS** 

1,292

TEMPORARY EMPLOYEES HIRED FOR THE FAIR

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## HORSE RACING TOP CITIES

- 1. SAN DIEGO
- 2. DEL MAR
- 3. CARLSBAD
- 4. OCEANSIDE
- 5. ENCINITAS
- 6. CHULA VISTA
- 7. LAS VEGAS
- 8. LA JOLLA
- 9. SOLANA BEACH
- 10. SAN MARCOS

While the **22**<sup>nd</sup> **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 22<sup>nd</sup> DAA property. Under that authority, the **Del Mar Thoroughbred Club**, the 22<sup>nd</sup> DAA's original operator in 1937, continues to operate horse races at the Fairgrounds on the 22<sup>nd</sup> DAA's behalf.

Revenues from horse racing, including from food and beverage sales, help fund the 22<sup>nd</sup> DAA's operations and support repayments of bonds used to build Fairgrounds facilities. **DMTC** in 2024 contributed \$1.77 million toward the bond payments, in addition to \$1.825 million in rent to the 22<sup>nd</sup> DAA.

Today, the racetrack 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.

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BREEDERS'
CUP

One of the big four American live horse racing events, the **Breeders' Cup World Championships** returned to the **Del Mar Fairgrounds** in 2024.

The two-day event, hosted on Friday, November 1 and Saturday, November 2, featured 14 races. The event, which also included a best-dressed contest and showcased local vendors, provided a major boost to nearby hotels and restaurants during an otherwise slow season for tourism in San Diego.

In total, nearly 70,000 guests from around the world visited the Fairgrounds for the 41st annual event. The event was also broadcast on Peacock, USA Network, and FanDuel.

The **Breeders' Cup** and its purple décor will return to the Fairgrounds in 2025.



# Spotlight TASTI CHIPS TESTIMONIAL



"In 1977, not knowing what the future would bring, I was hired at my local fair as a cashier at **Grant's Charbroiled Hamburgers**. Like many others who started as employees in our industry, it was only supposed to be temporary. A full-time position was offered, and the next June I was managing the burger stand and starting my 47-year career at my first **San Diego County Fair**.

Back then, local high schools provided eager teenagers to work summer Fair jobs for the food stands and related businesses. Times and buildings have changed, but giving young people their first job was one of the most rewarding parts of my time in the industry. Seeing a shy nervous teen become an outgoing member of the team was very rewarding. It also created future customers who come back to show the next generation what their first job was like. Everyone worked together to provide an entertaining and delicious experience for all San Diegans to enjoy. We still do.

The four-week **San Diego County Fair** is a third of my company's annual revenue, so it is very important to our success. We live in Vista, and it's nice to be a local concessionaire and contribute to the local economy. I am constantly amazed at how many people know who we are, even though we don't have a storefront.

Once, I was in Yellowstone on a tour bus, and another guest overheard me talking about what I do. They called out 'Tasti Chips! That's our favorite at the San Diego Fair!' I'd say we both have good market penetration.

We just celebrated our **50th** year serving the people of San Diego County, and the next generation of our family will soon be continuing the tradition. I look forward to what they come up with for 2025. What do I eat besides **Tasti Chips and Burgers**®? Unfortunately, some are no longer here due to retirement or Covid, but my current list is **Country Fair** cinnamon rolls, **Charlie's Chicken** kabobs, and **Chuckwagon** brisket sandwiches.

I am thankful for the opportunity to participate in this ongoing San Diego tradition that has touched the lives of so many. The **San Diego County Fair** began, all those years ago, celebrating agricultural achievements, but it has evolved to include so much more. The food offerings, educational activities, and entertainment may change every year, but the Fair's tradition lives on. Our challenge is to keep it fresh and affordable for future guests to enjoy.

So, no matter what part you play, we look forward to seeing people return to the biggest party of the year, held in this beautiful place by the ocean."



#### LORI SOUTHERLEND

president • Lori's Concessions, Inc. & Tasti Chips® and Burgers



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### **ENVIRONMENTAL IMPACT**



The **22<sup>nd</sup> District Agricultural Association** takes seriously its role as a steward of its unique coastal property.

In recent years, the  $22^{nd}$  DAA has continued to step up its environmental initiatives. This work has brought tremendous benefits for the  $22^{nd}$  DAA's business and for the larger San Diego County community that it serves.

These environmental stewardship work includes:

- A state-of-the-art \$17 million water quality improvement project that keeps the local beaches and coastlines clean. It also enables the Fairgrounds to host animal-focused events, such as the Breeder's Cup, during rainy seasons in San Diego County.
- Least tern nest monitoring and a wetlands restoration project that help protect sensitive ecosystems around the coastline. These efforts also allow visitors and neighbors of the Fairgrounds to enjoy the scenic views around the property.
- Trash, recycling, and composting efforts—
  complete with special new colorful bins during
  the San Diego County Fair—that keep waste from
  polluting our surrounding areas. This work also
  enhances the guest experience and keeps the
  Fairgrounds clean, safe, and fun.
- Participation in regionwide Coastal Cleanup Day to help clean up sensitive areas around 22<sup>nd</sup> DAA property.

In 2024, the 22<sup>nd</sup> DAA continued its environmental initiatives, coordinated a tree-planting event around the Fairgrounds fence line, and added a new educational **Eco-Hut** to the **San Diego County Fair**. This first-ever space at the Fair provides educational resources and a place for volunteers to tell the story of the 22<sup>nd</sup> DAA's environmental efforts in an engaging way.



The 212-acre Fairgrounds campus sits in what the **Del Mar Village Association** describes accurately as a "picturesque coastal enclave in Southern California" that "boasts a rich tapestry of history, breathtaking natural wonders, and a touch of European elegance." The palm trees surrounding and lining the property contribute mightily to the Fairgrounds' image and feature prominently in its branding.

But the reality is that the Fairgrounds is still a community events venue that is covered in concrete. In addition, palm trees — while exuding a California vibe — provide next to nothing in the way of shade in sunny San Diego County. This means the Fairgrounds create something of an urban heat island effect, even with the nearby ocean breeze providing cooling relief.

**SDG&E** agreed to donate 50 new Brisbane Box trees—which will eventually reach a height of about 50 feet with a canopy width of 10-30 feet—to provide shade and carbon sequestration benefits along the Fairgrounds' fence line.

These trees will provide additional shade cover to guests of the Fairgrounds and to those using the sidewalk along Jimmy Durante Boulevard.

The **22<sup>nd</sup> DAA** worked with the **City of Del Mar** to ensure the plan could move forward and coordinated a tree-planting event with **SDG&E** in April 2024 that celebrated this long-term investment in sustainability and the future look and feel of the Fairgrounds.

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To showcase its commitment to the natural world in an environmentally sensitive area, the **2024 San Diego County Fair** featured a brand-new exhibit: the **Eco Hut**.

The **Eco Hut** aimed to educate
Fair guests about the 22<sup>nd</sup> DAA's
environmental stewardship efforts.
22<sup>nd</sup> DAA staff created the exhibit,
and the **Eco Hut** featured information
and volunteers from partner
organizations and state agencies.

Partners in the **Eco Hut** included:

- California Regional Water Quality Control Board – San Diego Region
- California Coastal Commission – San Diego Region
- San Dieguito River Valley Conservancy
- I Love a Clean San Diego
- San Dieguito River Park Joint Powers Authority



The **Eco Hut** focused primarily on three environmental stewardship programs discussed in further detail below.

#### WATER QUALITY IMPROVEMENT PROJECT

The 22<sup>nd</sup> DAA engaged an interdisciplinary team to tackle a unique challenge of treating surface water runoff from areas of the Fairgrounds where animals are housed. Stormwater leaving the Fairgrounds from the animal areas (stalls, trails between the stalls, waste management, etc.) and entering the nearby **San Dieguito Lagoon** previously did not meet regulatory thresholds for bacteria, nutrients, metals, and other constituents.

Now, the project—which includes constructed wetlands, a water filtration system and building, and a retention lake —are helping to keep the nearby Coastlines clean. The treatment wetlands, in particular, are estimated to remove up to 75% of nutrients from stormwater, and they function at significant cost savings to the Fairgrounds compared to non-ecologically based systems.

The 22<sup>nd</sup> DAA won an award for the project in 2024 from the **International Association of Fairs & Expositions (IAFE)**.

#### **WETLAND RESTORATION**

The 22<sup>nd</sup> DAA has been actively restoring approximately 13-acres of wetland habitat adjacent to the **San Dieguito River**. This work includes the maintenance and monitoring of habitat, tidal monitoring, data collection, reporting and documentation.

This project restores vital wetland habitat that has disappeared from the San Diego coast mainly due to development.

#### **LEAST TERN NESTING**

The 22<sup>nd</sup> DAA maintains and monitors four least tern nesting sites within the larger **San Dieguito Wetland Restoration** area. The four sites comprise a total of 18.8 acres for the endangered California Least Tern.



As part of this undertaking, the 22<sup>nd</sup> DAA is responsible for:

- Overall site maintenance.
- Ensuring that the correct types of vegetation are on the site and maintained at low heights.
- Predator control, consisting primarily of the removal of species that eat either the least terns or their eggs.
- Monitoring of the birds, including cataloging individual birds, tagging them, tracking number of nests and number of eggs in each nest, and documenting any predation of the birds and annual reporting.

As one of the only sites to have successful breeding at a new location in the last 20 years, the  $22^{nd}$  DAA's nesting sites generate approximately 20 new fledglings each year. In addition to the least tern, the sites are home to other species including black skimmers, killdeer and snowy plovers. The Nuttal's lotus, a plant species with a range limited to Oceanside in the north to northern Baja California to the south, can also be found on the site.

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# COASTAL CLEAN UP Day



Every year, the 22<sup>nd</sup> DAA and some of its employees volunteer to participate in I Love A Clean San Diego's efforts on Coastal Cleanup Day.

This year, the 22<sup>nd</sup> DAA did something special for Coastal Cleanup Day: rented kayaks and obtained a permit to launch them into the San Dieguito Lagoon to collect garbage that had accrued in the water. Several of our employees also participated in this volunteer opportunity to keep the coastlines clean.

Among other pieces of trash, volunteers pulled out garbage bags worth of cups, bottles, cans, plastic bags, snack bags, chunks of wood, and even a large plastic garbage bin lid.

Combined, all the cleanup efforts around the San Dieguito Lagoon yielded:

**2,113** TOTAL POUNDS OF DEBRIS

**105** POUNDS OF TRASH

**8 POUNDS** OF RECYCLABLES

**2,000** POUNDS OF GREEN WASTE



#### I LOVE A CLEAN SAN DIEGO EXECUTIVE DIRECTOR STEVE MORRIS

# What is Coastal Cleanup Day, and what does it mean to the San Diego County community?

Coastal Cleanup Day (CCD) is San Diego County's largest one-day environmental project and is part of the International Coastal Cleanup initiative to remove litter and protect our oceans worldwide. The event is a major part of International Coastal Cleanup, which is facilitated by The Ocean Conservancy and includes many U.S. states and territories, and over 70 countries. In San Diego County, this event attracts thousands of volunteers and cleans hundreds of thousands of pounds of litter from communities around the county. An important part of this event is collecting litter totals and weight estimates from all volunteers who participate. This data is key to implementing important habit changes, educating our county residents, and influencing policy changes.

## How important is it to have the Fairgrounds and its team as a partner to this effort?

The Fairgrounds and its team are great partners in this effort as they volunteer as site captains and host a cleanup site along the **San Dieguito Watershed**. Site captains are essential to **CCD** as they provide instructions and safety information to volunteers while weighing, reporting, and disposing of harmful waste and debris from the environment.



## How can people participate in Coastal Cleanup Day in the future?

If you've noticed the need for a cleanup in your neighborhood or favorite recreational area, become a Site Captain and take action! I Love A Clean San Diego will provide you with the training to be successful in activating your community and hosting an impactful cleanup. Contact cleanupday@cleansd.org with any questions! If you're not ready to lead a site, you can sign up as a volunteer at our more than 100 cleanup locations across San Diego County. A complete cleanup site list will be posted on September 1, when registration opens.

#### Do you have a favorite Fairgrounds memory?

My favorite Fairgrounds memory is bringing my toddler son for the first time to the **San Diego County Fair** in 2024. He loved seeing all the animals and even had his first corndog!

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CUSTOMER CARE



The 22<sup>nd</sup> DAA strives to create a safe and inclusive environment for its quests.

In 2024, the **San Diego County Fair** had zero major safety incidents and an 85% reduction in trip-and-fall incidents after investing \$4.3 million in capital improvements, including resurfacing parking lots.



The Fair also had no major incidents at any events throughout the year. In addition, total law enforcement incidents were down by nearly two-thirds.

But the Fair had one learning experience: for the first time since becoming a federal holiday, Juneteenth fell on a weekday during the Fair. A rush to the Fairgrounds for this mid-week holiday—combined with the popularity of the **Pepsi Pay-One-Price Wristband** promotion—led to traffic delays entering the Fairgrounds. The issues were severely exacerbated by major traffic incidents on Interstate 5.

Because of parking availability and to limit the impact on its guests and its neighbors, the 22<sup>nd</sup> DAA declared a sellout — the first of its kind in recent history. The experience will help ensure smoother procedures in future years during the **Juneteenth** holiday.

The 22<sup>nd</sup> DAA also resumed its post-Fair survey of its guests. Across the board, guests reported higher levels of satisfaction with the Fair's staff than previous years.

### **FAIR GUEST SURVEY**

Guests celebrate the **2024 San Diego County Fair** with enthusiasm and nostalgia

The **2024 San Diego County Fair** came roaring back with its "Let's Go Retro" theme, leaving attendees smiling wide with full stomachs and cherished memories.

More than 4,000 guests offered feedback on their Fair experience through the annual post-event guest survey. Noted success stories include customer-service-oriented staff, dynamic exhibits and one of the most popular themes in Fair history.

With 34% of survey respondents saying the theme directly influenced their decision to attend, it ranks as the second-strongest in survey history. Guests praised the "super fun retro theme" and loved how "everything was so colorful and upbeat," making it feel like "a fun flashback to simpler times." From classic music to throwback decor, "Let's Go Retro" struck a chord across generations.

Food, exhibits, and animals remained fan favorites, drawing in the crowds. "The food was top-tier," one guest raved, while another remarked, "I loved seeing the animals again—it felt like the fair I remember as a kid!" This year also marked the highest score ever for the livestock area, a huge comeback since the 2019 downturn. The **Theme Exhibit**, **Flower & Garden Show**, and **Livestock Show** stood out as the top three attractions, reinforcing the Fairs ability to blend tradition with freshness.

Fair staff received high marks across the board, with Ticketing and Gate Attendants leading the pack with an 84.25% satisfaction rating—guests repeatedly described them as "friendly," "efficient," and "welcoming." Even Traffic Control, which can typically a pain point, reached its highest score ever. As one visitor summed it up: "From start to finish, we felt taken care of. The people made the fair feel like home."

And while some guests expressed concern about the value of food, rides, and alcohol, many appreciated the Albertsons|Vons and Costco discounts—proof that promoting deals can significantly boost the perceived value. "We saved a lot with our Costco pack," one guest noted, adding, "It made bringing the whole family doable."

As the Fair looks to 2025, the messages were clear: San Diego still loves its Fair. Keep the fun flowing, lean into value deals, and never underestimate the power of great service!

# Spotlight FIRE RESPONSE

The **San Diego County Fair** is closed on Mondays and Tuesdays, but on one Tuesday afternoon in June, the Fairgrounds were called into action when a fire broke out in the Torrey Pines area.

As the brush fire burned acreage and threatened nearby homes, the Fairgrounds' main parking lot served as a temporary evacuation point for residents fleeing the quick-spreading flames. Some helicopters also landed at the Fairgrounds to refuel as they helped to fight the fire.

Thankfully, firefighters were able to control and extinguish the blaze, sparing lives and property.

But the incident highlighted the critical role that the 22<sup>nd</sup> DAA has long played in the region's emergency response. In fact, within a few years of that 1936 opening, the nation was pulled into World War II. The Fairgrounds went into service as a military training site and as a production and assembly facility for bomber planes.

More recently, during destructive wildfires in the region over the years—including in 2003, 2007, and 2017—the Fairgrounds served as an evacuation point for both people and animals (especially horses).

And during the COVID-19 pandemic, the Fairgrounds hosted a drive-through food distribution for those in need and later served as a vaccination super-station.

These are just a few of the examples of the 22<sup>nd</sup> DAA's work on behalf of our community during tragedies and emergencies. The 22<sup>nd</sup> DAA stands ready to help when it is needed.







The **22**<sup>nd</sup> **District Agricultural Association** has owned and operated the Fairgrounds since 1936. And while dramatic change has occurred in San Diego County, in the national economy, and in the world since then, the Fairgrounds has not strayed much from its original concepts.

The campus has served the 22<sup>nd</sup> DAA and the San Diego County community well in the past 84 year. But the 22<sup>nd</sup> DAA is now looking toward the future.

The 22<sup>nd</sup> DAA in 2024 launched **Fairgrounds 2050**, the process that will lead to a new master site plan to shape the future of the Fairgrounds, as well as its **Del Mar Horsepark** and **Surf & Turf Recreation Center** campuses. The plan will begin with community outreach, which fulfills the Board of Directors' desires to create a community-led — not developer-led — process that seeks input from the best minds. Board President Frederick Schenk also restructured the Board's committees to help facilitate more participation and more progress on the various aspects of the master site planning process.

The 22<sup>nd</sup> DAA will consider potential future uses of these properties that fulfill its mission of supporting recreation, education, entertainment and agricultural experiences for San Diego County's diverse communities.

In addition, the 22<sup>nd</sup> DAA in 2024 also worked closely with **SANDAG** and regional stakeholders to help determine the future of the **Los Angeles-San Diego-San Luis Obispo** (**LOSSAN**) **Corridor** — the second-busiest rail corridor in the United States. The **LOSSAN Corridor** runs adjacent to the Fairgrounds, and the 22<sup>nd</sup> DAA's Board stood against any realignment proposal that would threaten continued operations and activities at the Fairgrounds. The Board also called for the construction of a fully funded special events rail platform project that would help bring guests directly to the Fair and to other major events at the Fairgrounds.

The future of the corridor will have major implications for the future of the Fairgrounds, and  $22^{nd}$  DAA officials have been working with neighboring cities to ensure that regional planners make sound decisions moving forward.



The 22<sup>nd</sup> DAA's **Fairgrounds 2050** effort began with an outreach effort at the **2024 San Diego County Fair**.

This outreach centered around a **Vision Wall** near the entrance of **Family Funville**. Workers near the attention-grabbing banner took surveys of Fair guests—primarily families—about what they liked about the Fairgrounds and what they hoped to see more of in the future. The wall also allowed guests to put their thoughts on stickers and populate them next to the thoughts of other guests.

The live, in-person outreach was supplemented by signage with QR codes throughout the Fair. The codes led guests to an online survey that educated and asked them about their thoughts about **Fairgrounds 2050**.

In total, the efforts helped gather **1,368** comments that will be used to help shape the concepts and direction of the future master site plan.



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On September 10, 2024, the **22**<sup>nd</sup> **District Agricultural Association** Board of Directors adopted a set of 16 guiding principles — divided among five categories — to guide the master site planning process. These principles are meant to help shape public discussion around the future of the **Del Mar Fairgrounds** and other 22<sup>nd</sup> DAA properties.

The Board is committed to developing a pragmatic, fiscally responsible land-use plan, including appropriate upgrades and improvements to existing facilities and grounds and the addition of new facilities to support current and new program opportunities.

These principles are grouped into 5 different catagories: **Community Focus**, **Purposeful Planning**, **Accessibility**, **Environmental Stewardship** and **Economic Impact & Financial Responsibility**.

#### COMMUNITY FOCUS

- The District will remain committed to serving the San Diego County community, and therefore a broad countywide community outreach and input process will be foundational to the master site planning process. In addition, previous relevant community input will also be considered.
- 2. In addition to outreach to civic leaders and the public, the District will solicit the views of thought leaders, experts, and top minds in the fields related to the master site planning process.
- As part of the master site planning process, the District must continue to serve as a community gathering place that includes open space for recreation.
- 4. The District shall provide updates on the master site planning process through a website and other communications channels.

#### PURPOSEFUL PLANNING

- 5. The master site planning process will analyze the opportunities for success of prospective land uses within the context of the District's previously adopted Purpose, Mission, Vision, Values, and Objectives.
- **6.** A new master site plan must enable the annual San Diego County Fair to continue to thrive for generations to come.
- 7. Under a new master site plan, the Fairgrounds main campus — and potentially other District properties must be able to continue to serve as an emergency resiliency center for San Diego County.
- **8.** The master site planning process shall consider the current conditions of existing structures and the costs, benefits, and economics of repurposing buildings and/or financing replacements, repairs, renovations, or demolition.

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#### **ACCESSIBILITY**

- 9. The master site plan should seek to maximize access and minimize impacts to surrounding communities in the Cities of San Diego, Solana Beach, and Del Mar. This includes providing adequate event parking, practical ingress and egress routes, traffic management and alternative transportation accessibility to the Fairgrounds and other District properties.
- 10. The District should work closely with governmental and regulatory bodies to support or enhance existing and potential transportation, accessibility, safety, and environmental goals.
- **11.** A new master site plan should not infringe upon and should seek to increase safe access to the Coast and to local beaches.
- **12.** A new master site plan should include low-cost visitor-serving uses within the coastal zone.

#### ENVIRONMENTAL STEWARDSHIP

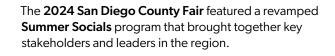
- **13.** A new master site plan must consider potential sea-level rise, flooding, climate change, liquefaction, impacts to the water quality of nearby beaches and lagoons, and other environmental issues.
- **14.** The District should seek to minimize greenhouse gas emissions and increase energy efficiency.

#### **ECONOMIC IMPACT & FINANCIAL RESPONSIBILITY**

- 15. A new master site plan must continue to allow District properties to serve as an economic engine for the region and should seek to maximize the District's economic benefit for San Diego County — while remaining a community-focused asset.
- **16.** A new master site plan and any funding plans that provide for its implementation must enable the District to remain financially viable into the future.

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During these exclusive, invitation-only receptions, guests networked and heard directly from CEO Carlene Moore and members of the Board of Directors about the 22<sup>nd</sup> DAA's performance, its direction, its strategic planning process, and its ongoing commitment to serving the San Diego County community. The events also gave special guests the opportunity to provide their own remarks and reflections on their relationship with the Fair and the Fairgrounds.

Special guests to the 2024 San Diego County
Fair included members of the San Diego Tourism
Authority and the Del Mar Village Association,
State Senate President Pro Tempore Toni Atkins,
Congressman Mike Levin, California Agriculture
Secretary Karen Ross, California State Treasurer
Fiona Ma, California Farm Bureau President Shannon
Douglas, various San Diego County mayors and
City Councilmembers, members of the news media
and agricultural community, and Fair operators,
concessionaires and vendors.

The Summer Socials program will continue in 2025.



# LOSSAN RAIL CORRIDOR Projects



The San Diego Association of Governments (SANDAG) is working on plans to realign the Los Angeles-San Diego (LOSSAN) Corridor through San Diego County. As SANDAG states, this "critical rail corridor is the economic lifeline for our region, moving nearly eight million passengers and \$1 billion worth of goods a year. It also plays a vital role in our nation's defense by providing direct rail access to several key military bases."

A portion of the rail line sits to the west of the **Del Mar Fairgrounds** main campus. The closest station is **Solana Beach Station**, which serves passengers from **Amtrak** and **COASTER** trains. During the **San Diego County Fair** and live horse race meets in the summer and fall, guests are able to take advantage of free shuttle service between **Solana Beach Station** and the Fairgrounds. This helps alleviate local traffic, carbon emissions, and associated noise in the cities of **Del Mar**, **Solana Beach**, and **San Diego**.

As part of its LOSSAN Rail Realignment and double-tracking project, SANDAG also has long had plans for a special events platform that will eliminate the need for shuttle buses and instead allow direct access to the Fairgrounds. SANDAG has also obtained funding for the project and hopes to complete it in the coming years. The platform would make the Del Mar Fairgrounds even more accessible to the public and would reduce traffic, noise, and emissions even further.

As **SANDAG** studies a number of alignments through Del Mar, the 22<sup>nd</sup> DAA's Board of Directors and the **City of Del Mar** oppose efforts that would negatively impact the **Del Mar Fairgrounds**.

## TRANSPARENT STEWARDSHIP



#### FINANCIAL SUMMARY

The 22<sup>nd</sup> DAA continued to remain financially sound in 2024.

Reinvestments in the property, as well as a Paycheck Protection Program loan repayment, reduced the 22<sup>nd</sup> DAA's cash position, but the success of the past three San Diego County Fairs have put the 22<sup>nd</sup> DAA on firmer financial footing post-pandemic.

The  $22^{nd}$  DAA also continued its responsible regrowth plan, hiring regular full-time staff to meet business needs. The 2025 budget, approved by the Board in late 2024, calls for continued growth in staffing, as well as continued capital investment in the  $22^{nd}$  DAA's infrastructure.

As a community-serving state institution, the 22<sup>nd</sup> DAA strives to provide a clear picture of its financial position, its work, and its policies for the public's understanding. Policy work is ongoing and a policy manual is now available online at **delmarfairgrounds.com**.

Below are the 22<sup>nd</sup> DAA's financial summaries for 2024.

TOTAL NET RESOURCES • JANUARY 1, 2024	
Net Resources-Unrestricted	\$ 25,447,063
Unrestricted Net Position-Pension	\$ (36,597,034)
Net Resources-Restricted	\$ (1,301)
Net Resources-Capital Assets, Less Related Debt	\$ 24,192,979
Prior Year Audit Adjustment(s)	\$ 20,336,747
TOTAL NET RESOURCES • JANUARY 1	\$ 33,378,454
RESOURCES ACQUIRED	
Operating Revenues	\$ 81,661,653
State (Local/Base) Allocation(s) (F&E)	\$ 2,045,000
Training Allocation & Other Fiscal & Admin Assistance	\$ 0
Capital Project Reimbursement Funds	\$ 0
One-time Revenue Sources	\$ 0
Contributions from Other Government Sources	\$ 0
Other (e.g. Flex Capital)	\$ 0
TOTAL RESOURCES AQUIRED	\$ 83,706,653
RESOURCES APPLIED	
Operating Expenditure	\$ 82,645,744
Depreciation Expense	\$ 4,482,532
Pension Expense	\$ 0
OPEB Expense	\$ 0
TOTAL RESOURCES APPLIED	\$ 87,128,276
INCREASE/(DECREASE)	
IN NET RESOURCES DURING THE YEAR	\$ (3,421,623)
TOTAL NET RESOURCES • DECEMBER 31, 2024	
Net Resources-Unrestricted	\$ 23,998,116
Unrestricted Net Position-Pension/OPEB	\$ (16,253,074)
Net Resources-Restricted	\$ 97,143
Net Resources-Capital Assets, Less Related Debt	\$ 22,114,647
TOTAL NET RESOURCES • DECEMBER 31, 2024	\$ 29,956,831
Unrestricted Reserve Percentage	29.04%

### 22<sup>ND</sup> DISTRICT AGRICULTURAL ASSOCIATION

CONSOLIDATED BALANCE SHEET AS OF DECEMBER 31, 2024

BLENDED UNITS OF 22ND DAA, STATE RACE TRACK LEASING COMMISSION, DEL MAR RACE TRACK AUTHORITY • UNAUDITED FINANCIAL STATEMENT

	2024	2023	2022	
ASSETS				
CASH	32,041,207	36,141,483	31,955,381	
RESTRICTED CASH - JLA	79,212	57,578	44,917	
1 RESTRICTED CASH - F&B EQUIPMENT FUND	18,718	51,157	172,903	
2 RESTRICTED CASH - RTA	10,844,761	12,872,543	14,371,195	
TOTAL CASH & CASH EQUIVALENTS	42,983,898	49,122,761	46,544,397	
ACCOUNTS RECEIVABLE	2,151,821	2,584,830	1,755,442	
PREPAID EXPENSES	373,974	311,897	384,672	
3 DEFERRED OUTFLOWS PENSION	7,035,722	5,298,571	5,298,571	
TOTAL CURRENT ASSETS	9,561,517	8,195,298	7,438,685	
LAND & LAND IMPROVEMENTS	46,998,212	45,166,113	35,011,899	
BUILDING & IMPROVEMENTS	218,544,813	217,564,033	197,145,152	
EQUIPMENT	39,838,732	38,849,439	38,306,559	
CAPITAL PROJECTS IN PROCESS	2,529,694	1,806,615	30,729,783	
ACCUMULATED DEPRECIATION	(202,196,701)	(191,722,134)	(181,302,229)	
TOTAL CAPITAL ASSETS	105,714,749	111,664,066	119,891,163	
TOTAL ASSETS	158,260,164	168,982,125	173,874,245	
LIABILITIES				
ACCOUNTS PAYABLE	8,697,086	7,859,060	6,657,992	
PAYROLL LIABILITIES	1,222,654	786,788	537,676	
ACCRUED LIABILITIES	1,662,542	1,898,178	1,930,760	
OTHER CURRENT LIABILITIES	359,505	546,363	1,703,998	
5 DEFERRED REVENUE	1,876,669	2,144,705	2,504,948	
4 CURRENT LONG TERM DEBT	2,105,891	2,516,675	3,133,355	
6 ACCRUED EMPLOYEES LEAVE LIABILITIES	1,228,755	1,361,019	1,231,048	
7 LONG TERM DEBT	54,170,353	57,789,275	61,448,807	
RESERVE – F&B EQUIPMENT FUND	9 7,143	(1,301)	607,289	
RESERVE - JLA	43,292	36,607	16,305	
3 PENSION LIABILITY	21,571,538	40,141,406	39,930,036	
3 DEFERRED INFLOWS - PENSION	1,717,258	1,754,199	1,754,199	
TOTAL LIABILITIES	94,752,686	116,832,973	121,456,412	
NET RESOURCES				
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)	
NET RESOURCES - UNRESTRICTED	11,515,553	11,783,919	(5,921,909)	
INVESTMENT IN CAPITAL ASSETS	(3,891,786)	(3,891,786)	(3,891,786)	
	52,142,468	52,410,834	34,705,006	
NET PROCEEDS FROM OPERATIONS	11,365,010	(261,681)	17,712,827	
TOTAL NET RESOURCES	63,507,478	52,149,152	52,417,833	
TOTAL LIABILITIES & NET RESOURCES	158,260,164	168,982,125	173,874,245	
	, ,	, , ,	,	

 $<sup>1-</sup>Per\,Food\,\&\,Beverage\,Services\,agreement, 1.50\%\,of\,all\,Gross\,Revenues\,for\,unexpected\,or\,emergency\,expenses, including\,repair\,and maintenance\,of\,equipment.$ 

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<sup>2-</sup>Per bond Pledge Agreement, maintain Reserve account and District cash separately 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 payments 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 \$29.0M; Ibank WQI \$6.2M; Ibank Sound \$13.0M; Premier \$1.3M; Energy Efficiency \$3.1M; CalPers SB84 \$1.5M.



As an organization in the business of mass gatherings, the  $22^{nd}$  DAA—which does not ordinarily receive taxpayer funding, generates millions of dollars in local and sales tax revenue, and provides an annual economic impact of more than \$680 million— was left devasted by the COVID-19 pandemic in 2020. Without a strong cash position to fall back on, the  $22^{nd}$  DAA was forced to take drastic measures, including laying off about 85% of its staff.

To survive during a chaotic and confusing period when revenue sources were cut off, the  $22^{nd}$  DAA — like many other District Agricultural Associations across the state — applied for federal aid through the newly established Paycheck Protection Program (PPP) after exhausting other possibilities. In its successful loan application for a \$4.7 million loan, the  $22^{nd}$  DAA explained the organization's unusual structure in a detailed cover letter, which was a step above and beyond the requirements of the application. The bank approved the loan, and the Small Business Administration later forgave the balance, thereby converting it to a grant. During this time, the  $22^{nd}$  DAA, a well-known organization that has existed since 1891, was fully transparent about its pursuit, receipt, and forgiveness of the loan.

The PPP program was a lifeline to the 22<sup>nd</sup> DAA and to many DAAs across California. The 22<sup>nd</sup> DAA was grateful for the loan, which allowed the Del Mar Fairgrounds and other District properties to continue to operate as a community gathering place in times of celebration—and to serve as an emergency resource center in times of need. And after surviving the pandemic, the 22<sup>nd</sup> DAA is in its strongest financial position in recent history.

However, several years after the loan was forgiven, the  $22^{nd}$  DAA learned that the local United States Attorney's Office had begun to question whether the  $22^{nd}$  DAA was technically eligible for a PPP loan under its interpretation of the 2020 CARES Act legislation. The  $22^{nd}$  DAA cooperated fully with the office's lengthy inquiry. While the  $22^{nd}$  DAA maintained that it was indeed eligible, the inquiry has made one thing abundantly clear: there is a lack of clarity about DAAs' standing as ill-defined 'state institutions' under the law and their eligibility for state and federal funding and grant programs. Going forward, the  $22^{nd}$  DAA intends to take a leadership role within the industry and work with lawmakers to better clarify DAAs' status under state law and the federal tax code.

Furthermore, to avoid the costs and risks of litigation, as well as unnecessary distractions, the 22<sup>nd</sup> DAA reached an amicable settlement with the U.S. Attorney's Office to repay American taxpayers, who rescued the 22<sup>nd</sup> DAA, with the full amount of the loan, plus interest and processing fees—a total of about \$5.6 million—without penalty.

The  $22^{nd}$  DAA's Board of Directors is confident this decision will allow the  $22^{nd}$  DAA to move forward and get back to doing what it does best: producing and hosting cherished events and activities that bring our diverse communities together.

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## **OPERATORS & CONTRACTORS**



Operators of live horse race meets on behalf of the  $22^{nd}$  DAA under the authority of the State Race Track Leasing Commission. DMTC has executive offices year-round at the Fairgrounds.



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 Fairgrounds, also offers food and beverage options at the San Diego County Fair. Premier is a brand of Legends Hospitality.

## S@UTHWEST STRATEGIES

The strategic communications firm assists the 22<sup>nd</sup> DAA with major public affairs issues, such as the Fairgrounds 2050 master site plan outreach efforts.



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



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



Operator of Pelly's Mini-Golf and Driving Range. DMGC made major investments in the facility in 2024.



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



Retail store offering golf products, apparel, and accessories.



Operator of the Surf & Turf Tennis Club.



Provider of swimming lessons for infants and children.

#### MILLER CONSULTING

The sponsorship coordinator for the San Diego County Fair.



The Fair's agency of record for advertising and media buys.

22nd DISTRICT AGRICULTURAL ASSOCIATION



# Hosted EVENTS



#### **EVENT**

#### **ESTIMATED ATTENDANCE**

Beyond Van Gogh	47,000
Gem Faire	9,800
PHCC San Diego Trades Expo	3,500
The Oddities & Curiosities Expo	13,000
Bitwell Parts & Labor Custom Motorcyle Expo	3,250
Seaside Equestrian Tour	3,200
Jurassic Quest	6,800
SCEGA Gymnastics	7,500
Farmers Insurance Open Parking	3,600
San Diego Home Improvement Expo	4,200
San Diego Cat Fanciers Cat Show	10,500
Bart Hall Show	1,000
Silver Bay Kennel Club Dog Show	7,000
The Great Junk Hunt	10,000
Tiny Fest	9,000
Family Winemakers of California	500
La Mesa RV Show	5,800
Just Between Friends	7,000
The Union Marketplace	2,800
Goodguys Del Mar Nationals	22,500
Kaiser Event	1,700
Jiu Jitsu World League	33,000
Bridal Bazaar	2,100
Del Mar Electronics & Manufacturing Show	4,000
Spring Home/Garden Show	6,568
FoodieLand	38,000
REC Van Expo	2,900
La Jolla Half Marathon	5,000
Charity Horse Show	5,000
Pumpkin Station	20,000
Great Train Show	3,250
IFMA Expo	300
The Boardroom Surfboard Show	5,355
Jewish Federation of San Diego Men's Event	300
Harvest Festival	6,400
Fall Home/Garden Show	4,200
Frontline Gaming Socal Open	2,000
Snow Jam	7,000
Susan G. Komen 3-Day Breast Cancer Walk	2,000
Purdy Tree Farms	7,200
Coastal Christmas	15,000
HITS Equestrian Shows	19,000



#### **DATE ARTIST** 01 | 25 Poolside 01 26 Dark Star Orchestra 01 30 Herb Alpert with Lani Hall 02 | 02 Portugal The Man 02 | 17-02 | 18 Ween 02 | 28 The Wood Brothers 03 | 02 The California Honeydrops 03 | 03 Lukas Nelson + POTR 03 | 07 Gregory Alan Isakov 03 | 09 Sierra Ferrell 03 | 16 **Grace Potter** 04 | 06 STRFKR 04 | 14 Super Cumbia con Los Askis 04 | 17 Taking Back Sunday 05 | 28 Girl in Red 05 30 Tokischa 07 | 17 Toad the Wet Sprocket 07 25 Michael Franti & Spearhead 08 09 **STRFKR** 08 | 13 Amyl & The Sniffers 08 | 14 Alvvays 08 | 18 Dead Mar I 08 | 21 Howard Iones & ABC 08 | 28 Common & Pete Rock 08 30 Steel Pulse & The Green 09 | 05 Jim Breuer 09 | 11 Oteil & Friends 09 | 14 Rodrigo y Gabriela 09 | 18 Cuco 09 | 19 **Future Islands** 09 28 **Goth Babe** 09 | 29 Lucinda Williams & Mike Campbell & The Dirty Knobs 10 | 11 The Life & Music of George Michael 10 | 12 Pinback 10 | 19 The English Beat 10 22 Suki Waterhouse 10 | 25 Maria Becerra 10 26 Wage War 10 27 **FIDLAR** 10 09 Tycho 11 03 Men at Work 11 09 Modest Mouse 11 | 11 Oteil & Friends 11 | 13 Musiq Soulchild 11 21 Big Head Todd & The Monsters 11 | 22 **Rise Against** 11 23 Trevor Hall 11 | 25 HONNE 12 04 Dinosaur Jr. 12 | 06 The Elovaters

Digable Planets & The Pharcyde

Karl Denson's Tiny Universe

Samantha Fish

Yachtley Crew



Public safety and animal safety will remain top priorities at the Fair, which means the 22<sup>nd</sup> DAA will not permit general admission of pets based on the following considerations:

first-ever San Diego County Fair."

their pets," said Carlene Moore, CEO of the **22<sup>nd</sup> District Agricultural Association**, which produces the annual Fair. "This fun theme creates a natural opportunity to partner with an organization that has focused on improving animal welfare in our community since 1880 — the same year as the

- Crowds can reach about 60,000 humans on any given day at the Fair, making the grounds difficult to navigate safely with pets.
- The Fairgrounds walking surfaces are primarily pavement, which can be hot for paws in the summer, even with cooler coastal air temperatures.
   The noises, lights, and festive atmosphere of the Fair could disturb and spook our furry friends.
- The Fair is an event for everyone in San Diego County — even those who are allergic to or fearful of animals.

However, the Fair will feature numerous activities and ways to celebrate pet ownership. In addition, Gary Weitzman, President and CEO of **San Diego Humane Society** said that the **Humane Society** will work with Fair organizers to find special opportunities to include pets in the festivities on a limited basis and to provide dedicated space for animals who are available for adoption.

"With a record number of homeless pets in shelters, we are excited to help introduce Fair guests to their potential new family members," Weitzman said. "This partnership with the county's largest annual event allows us to celebrate our pets, educate our community about responsible pet ownership and find safe homes for these deserving animals in need."

The **2025 San Diego County Fair** will be open **June 11– July 6**, with closures every Monday and Tuesday. As always, the Fair will feature food, music, rides, games, exhibits, entertainment, animals, agricultural education, and more.

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