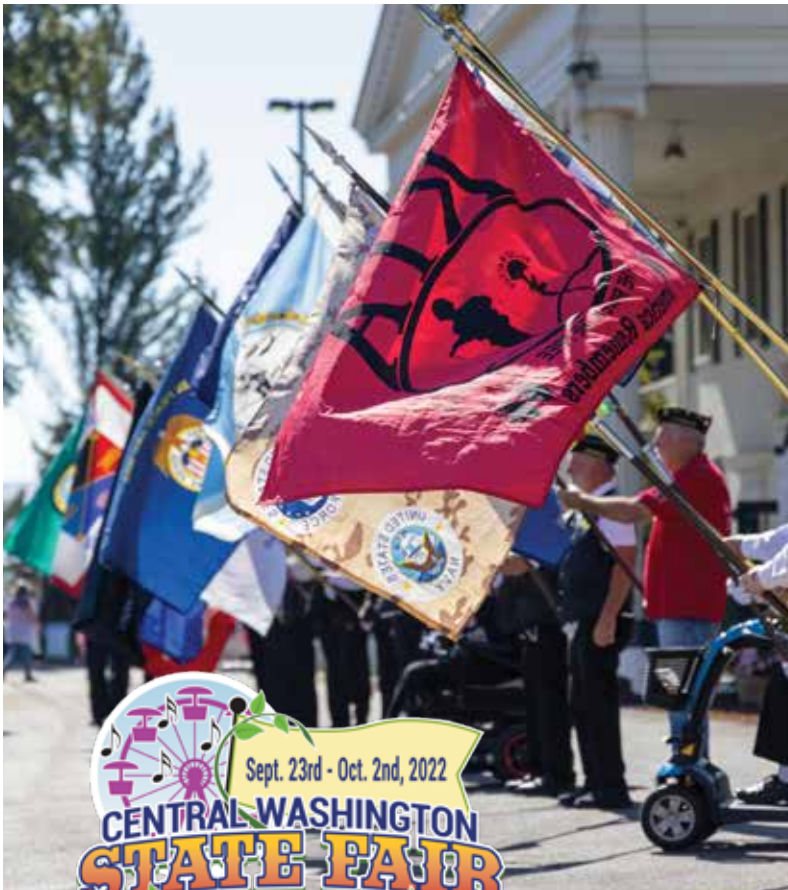
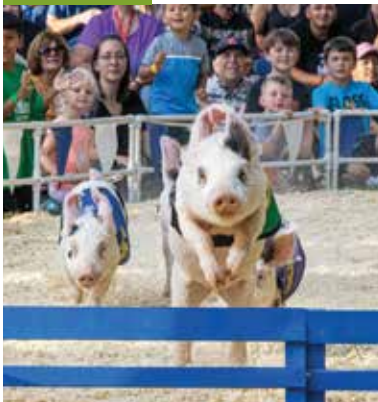




ANNUAL REPORT

20 22



Sept. 23rd - Oct. 2nd, 2022
**CENTRAL WASHINGTON
STATE FAIR**



Mission

Facilitate commerce, education, and leisure activities through production of the annual Central Washington State Fair and promotion and/or production of enterprise and public events throughout the calendar year with a commitment to:

- Preserve historical qualities and values of the site and facilities.
- Strategically improve land use, facilities, and infrastructure that respond to emerging markets and production demands.
- Administer a business plan focused on market penetration, economic performance, public service and self-sufficiency.
- Produce or support diverse events including expositions, conferencing, trade, entertainment, sports, and education.
- Provide a safe, secure, friendly, and enjoyable environment.
- Extol the participation of social, civic, and public groups and individuals.
- Build on established traditions for future generations.



Board of Directors getting ready to hand out Fair beads on opening day.

Back Row (L to R): Oscar Zapien, Vicki Baker, Trent Marquis, Ignacio Marquez, Tom Stokes, Don Whitehouse

Front Row (L to R): Halley Newhouse, Lon Inaba, President and CEO Kathy Kramer

Not pictured LaVonne Boogerd and Scott Wagner



Scott Wagner, Director
handing out beads opening day.

2022-2023 BOARD OF DIRECTORS

Tom Stokes, Chair

LaVonne Boogerd, Vice Chair

Halley Newhouse, Secretary

Ignacio Marquez, Treasurer

Lon Inaba, Director

Trent Marquis, Director

Don Whitehouse, Director

Vicki Baker, Director

Scott Wagner, Director

Oscar Zapien, Director

Kathy Kramer, President/CEO

Senator Curtis King, Ex Officio

Yakima County Commissioner

Ron Anderson, Ex Officio

Congressman

Dan Newhouse, Federal Ex Officio

Greg Stewart, Honorary

Morrie Shore, Honorary

A Note From Our President



As I reflect on 2022, I am inspired by our many accomplishments. We were finally able to get back to business and that is what we did. The word "growing" became our new mantra, and it was memorialized in our 2022 Fair theme "Growing Together". This yearlong journey included growing our team, building new community relationships, engaging more volunteers, and harvesting the talents of many to create new and innovative programming.

Our harvest was fruitful; the 2022 Central Washington State Fair achieved record-breaking numbers, brought the community new educational and agricultural programming, new Fair activities, and increased community involvement.

The Fair received nine industry awards recognizing our innovation around education, agriculture, and sponsorship. It was an honor for the Central Washington State Fair and our Community to be recognized by State, Regional, and International Fair Associations, as well as our industry peers. I want to thank our community for their ongoing support of the Central Washington State Fair and State Fair Park & Event Center. Through this year-round support, we can deliver on our mission of supporting the youth of the Valley with agricultural education and programming and being Yakima Valley's gathering place.

Thank you to our amazingly talented staff, volunteers, sponsors, Board of Directors, and all those who were part of helping us cultivate our vision of growing together. While the fair theme will change from year to year, growing together will always be a part of what we do. ~ *President/CEO, Kathy Kramer, CVE, CFEE, CMP*

Welcome to the Team



Rachel Gordon
*Group Sales &
Entertainment Coordinator*

Joined State Fair Park
May 2022

Rachel was born and raised in the Yakima Valley and has been attending the fair since she was a young girl.

Rachel's experience is in sales and management with an emphasis in visual merchandising. She loves the sense of community and collaboration that working for the Fair and State Fair Park bring daily.

"The Central Washington State Fair and State Fair Park is such a great workplace! I am grateful to be gaining experience under the guidance of my peers, where I'm encouraged, supported, and valued. I look forward to being a part of the growth of this organization and continuing to provide a place where our valley and its people are celebrated. See you at the fair!"



Autumn Britt, M.A.
*Exhibits & Educational
Programming Manager*

Joined State Fair Park
September 2022

Autumn is a former public school teacher and education specialist with more than 20 years of instructional experience. Autumn joined the Central Washington State Fair team as an artist to paint murals and fair props on the side, but quickly caught the "fair bug" and was brought on full-time to design educational programming and strengthen the fair's connections to students and educators in our community.

"I am so happy to be part of the Central Washington State Fair team and to help grow Yakima Valley's largest classroom. The potential for real, hands-on learning for all students at the fair is inspiring and our team's commitment to our community is something I am excited to be a part of."

2022 Highlights



Summer of 2022, all eyes were on the Yakima Valley SunDome as restoration took place on the Circle of Light, a trademark feature of the SunDome for nearly 30 years, created by the late Richard C. "Dick" Elliott (1945-2008), a Central Washington artist known for his large-scale installations. Unfortunately, the piece had fallen into disrepair in the decades since installation; at least half of the artwork's colorful reflectors had fallen off. Thanks to funding from the Washington State legislature, long-awaited repairs were completed.

Comprised of nearly 50,000 industrial highway reflectors, the Circle of Light forms a dramatic halo of vibrant, colorful patterns around the Yakima Valley SunDome. It is the largest public art piece in the State Art Collection, a trove of nearly 5,000 artworks managed by the Washington State Arts Commission (ArtsWA). When the legislature approved the funding in 2021, the team at ArtsWA immediately set to work to preserve Circle of Light. No detail was too small: the new reflectors come from the same manufacturer that Elliott used in 1992.

Burton Construction, Inc. handled all removal of the old, decaying reflectors and the installation of their replacements; all work was undertaken with preservation guidance from Architectural Resources Group (ARG). The restoration of the Circle of Light was completed, and a ceremony was held July 25, 2022.

2022 4th of July Celebration

Presented by **Yakima Federal Yakima County, the City of Yakima, & Union Gap** provided the funding for the largest firework show in the Valley.



25,000 people attended this **FREE** community event.

2022 3rd Annual Holiday Light Fest

Presented by **Solarity Credit Union** Featuring **26 holiday themed scenes** with **35 miles of lights** **Largest** holiday display and event in Central Washington.



30,000 guests enjoyed this event.

2022 Community Impact



Central Washington State Fair School Supply Drive

In 2022, the Fair held its first "School Supply Drive" benefiting local Yakima Valley schools and non-profit, education-based programs, providing much needed supplies to their classrooms.

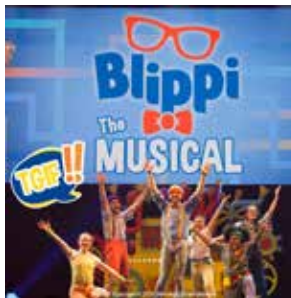
The community showed up to support! All in all, Fair guests filled 8 watermelon bins full of supplies to donate, providing thousands of individual items. We were able to package 120 boxes of school supplies, helping more than 35 local schools & organizations.

\$125,000

was given back in support from **State Fair Park & Event Center** to local schools and non-profit organizations in our community in 2022.



2022 welcomed back many of our favorite events and brought new entertainment to the Yakima Valley.



SUNDOME ATTENDANCE



2021	2022
99,607	326,199

STATE FAIR PARK ATTENDANCE



2021	2022
385,446	341,989

LODGING ROOM NIGHTS GENERATED



2021	2022
21,997	23,918

VISITORS OUTSIDE 50+ MILE RADIUS



2021	2022
20,700	38,080

ESTIMATED ECONOMIC IMPACT



2021	2022
\$12.3	\$23.1
MILLION	MILLION

2022 Fair Highlights

The Central Washington State Fair saw 249,589 guests come to the Fair in 2022, a 22% increase over 2021. A single-day attendance record of 38,257 visitors was set on Saturday, October 1st. The Fair exceeded historical revenues in many areas, and this resulted in record spending for admissions, food, and carnival.

The Toyota Main Stage Concert Series had two sell-outs: Sawyer Brown and Jeff Foxworthy. The new concert lawn seating area was well-received and by mid-week concertgoers figured out they could bring blankets and lawn chairs to this new concert seating area. The PBR Bull Riding Challenger Series in the Coca-Cola Grandstand was also a sellout.

SOME FUN FAIR FACTS:

- Fairgoers ate 13,336 corndogs.
- Fairgoers ate 14,130 elephant ears.
- 1,400 "Thank you for your Service" postcards were written at the new 'Postcards for our Troops' area.
- Fairgoers ate 3,219 ears of roasted corn.
- 21,822 fairgoers rode the SunDola .
- 2,057 fairgoers received Free Fair Admission with their donation of three school supplies in a newly created community giveback day

THE 2022 FAIR BRINGS HOME NINE INDUSTRY AWARDS

POSTCARDS FOR OUR TROOPS

sponsored by Gesa Credit Union

1st Place for Best New Sponsorship Activation

Western Fairs Association
International Association of Fairs and Expositions

Division Three - Best of Division in Sponsorship Activation

International Association of Fairs and Expositions

SMALL ANIMAL BARN

sponsored by Yakima Co-op

Fair Commissioner Award

Washington State Fair Commission

FRANZ DAY AT THE FAIR

sponsored by Franz Bread

1st Place for Sponsorship Continuity

International Association of Fairs and Expositions

BACKYARD BOUNTY

Fair Feature Ag Exhibit

1st Place for Best Agricultural Programming

Western Fairs Association

2nd Place for Best Agricultural Programming

Washington State Fairs Association

FIESTA DE FAMILIA FAMILY CULTURAL AREA

sponsored by HAPO Community Credit Union

1st Place for New Cultural Program

Western Fairs Association

STEM BUILDING AND PROGRAMMING

sponsored by American Rock Products/Central Pre-Mix

Fair Commissioner Award

Washington State Fair Commission

2022 Agriculture Highlights

Since 1854, Agriculture Exhibits have been a part of the annual Fair. Livestock animals and locally grown crops have been showcased in the barns and the Agriculture Building and community organizations such as Grange and Future Farmers of America have created amazing exhibits detailing their activities. This year was no exception.

While maintaining the traditional exhibits, livestock, and agriculture programming, many new programs were introduced for the 2022 Fair:

Educational Herb Garden - In partnership with Washington State University Extension Master Gardeners, an educational herb garden was planted on the grounds for the 2022 Fair; this garden is located east of the Shattuck Building.

Heritage Garden - Working with the Native Plant Society, a Heritage Garden was started along the east wall of the Modern Living Building showcasing plants native to the Yakima Area.



State Fair Wine Garden - Featured 6 local wineries and their locally produced wines. Proceeds from sales benefited the Central Washington Fair Association Foundation and its mission to support agriculture programming, youth education, and State Fair Park facilities and grounds.

Featured Agriculture Exhibit - Working with multiple organizations and agencies, Fair Staff created an award-winning exhibit titled "Backyard Bounty". This exhibit provided examples for transforming your backyard into a habitat to provide food for your family by working with nature, not against it. The following organizations and agencies participated: Washington State University Extension Master Gardeners, Heritage Garden Program and Native Plant Society, Washington State Department Of Agriculture Pollinator Task Force, Yakima County Noxious Weed Control Board, and Yakima County Solid Waste Division YakimaRecycles.com.



Ag Ed Shed Stage - This presentation stage allowed for individuals and organizations to share information on any topic related to agriculture, food production, gardening, wildlife in your backyard, etc. Presenters included Master Gardeners, Beekeepers, local farmers, basket making, and local agriculture agencies.



1185

individuals volunteered at this year's Fair donating 6,073 hours of their time.

3483

items were entered and displayed in the Modern Living Building and Ag Building. **\$19,682** paid out in awards.

157

Youth showed 573 animals and received **\$9,445** In Cash Awards.

697

Future Farmers of American Participated in the FFA Livestock Judging Competitions.

111

Adults Showed 2,390 Animals and Received **\$76,848** in Cash Awards

—Central Washington— FAIR ASSOCIATION

Foundation

The Central Washington Fair Association Foundation was launched in 2022 with the mission of raising funds to preserve and improve our agricultural programming, youth education, and State Fair Park buildings and grounds; we are grateful to all those who have supported us.

With the assistance of our new Foundation and the Community's support, State Fair Park will continue to thrive as a leading cultural and educational organization.

THANK YOU to the following 2022 Foundation supporters. Your generosity is helping us achieve our mission for generations to come.

Susan Whitman
Michelle & John Riel
Ken & Carol Wagar
Tom & Lynda Stokes
Anne Moneymaker
Erin Randall
Kathy & Jim Kramer
Marcy Blanchard
Chris Loutsis Family
Family of Jody Simmerman
Trent Marquis
Lon & Sheila Inaba
Bob and Gayle Hall
Pepperfield Land Company LLC

Trish & Jack Myers
Karen & Leo Lee
Halley & Devon Newhouse
Yakama Nation Farms
Gary Evans & Backstage Electric
Butler Amusements
Frank Silver
Jessica Luther
Mabel R. Chervany
Scott Nedry
Burrows Tractor
Senator Curtis King



BECOME A

FRIEND OF THE FAIR

Enjoy annual program benefits while helping to ensure the traditions of the Central Washington State Fair endure for the benefit of future generations.

CREATE A LASTING
MEMORY AT
STATE FAIR PARK



Commemorative bricks and benches are a fantastic way to promote your business, recognize a milestone, or honor a loved one. Share your story at State Fair Park.

DONATE TO OUR FUND



Show your support for the Central Washington Fair Association with a gift today.

We count on donors like you to help us accomplish our mission.