

2015

STATE FAIR PARK

ANNUAL REPORT



From the President and General Manager, Greg Stewart

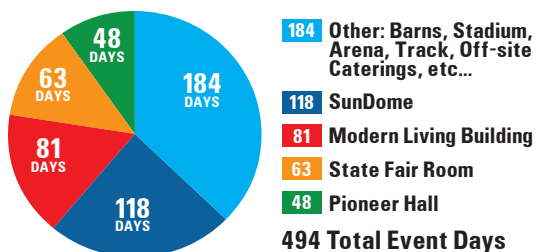
2015 was a banner year for events and the annual Fair. We adopted changes in how we approach marketing, catering, the Fair, and events. State Fair Park continues to develop itself as a premiere event center. We enjoyed more than 600,000 people attending activities and events at State Fair Park.

The Fair featured a new layout in many areas. Social media took on a significant role in creating awareness for the fair, this year's advertising campaign focused on the fair explaining all the fun and exciting experiences one can enjoy at their visit to the fair. We had an award-winning television commercial that took first place in our category at the International Fair. Maybe you remember Amy the pig turning away from the pulled pork sign? We are already working on many changes at State Fair Park for events and the Fair itself. Events are on pace to provide one of the busiest years ever.

In 2017 we will be celebrating our 125th fair and you are invited to help with the planning. It is our hope that we will work with many local citizens to develop a memorable celebration. If you would like to help plan this celebration please contact Sheila at 509.248.7160.

Credit goes to our Board of Directors and talented staff who stepped up to the new way of thinking. Thank you for your continued support and interest at State Fair Park, *where memories are created.*

2015 State Fair Park Event Day Usage per Building



2015 Fair Recap

The Original State Fair of Washington

Almost perfect Fair weather during late September and early October helped boost attendance at the 2015 Central Washington State Fair to 319,351. An increase of 1.35% over 2014!

The 2015 Fair enjoyed beautiful early fall temperatures that reached the 70's and 80's every day, with pleasant evenings, allowing fairgoers a chance to stay and enjoy all the attractions. On the final Saturday an all-time one day record of 57,261 people streamed through the gates, and on the final Sunday another 49,731 came to the Fair to get one last chance to see the animals, ride the rides, enjoy the entertainment, and eat the unique fair foods.

"We think everyone definitely found their happy," said Stewart, referring to the theme of the 2015 Fair, which was "Find Your Happy!"

Food lovers found unique tasty treats at over 60 different food booths, and thrill seekers were entertained all ten days by the dozens of midway rides and games presented by Butler Amusements.

The other big draw was the entertainment on the Budweiser Stage and the Coca-Cola Grandstand. On opening Friday the Fair presented the country group Parmalee, followed by the rock band Blue Oyster Cult on Saturday, and Latina songstress Graciela Beltran on Sunday. On Tuesday, legendary pop group the Beach Boys drew a huge crowd. Other entertainment throughout the week included John Anderson, Loverboy, Maddie & Tae, and Eric Burdon and the Animals. On the final Sunday, Norteno band Conjunto Primavera drew the largest crowd of the Fair.

Big crowds also took in two days of NW Extreme Late Model Series Sprint Car Races on the opening weekend, and both the Monster Truck show and two days of Demolition Derby had full houses on the final weekend. Other attractions that drew interest were the mega exhibit Discover the Dinosaurs, the All-Alaskan Racing Pigs, some new busker acts including Statue Man and Manfred the Talking Horse, along with the exotic animals at Walk on the Wild Side and more than 200 farm animals at Barnville.

The Fair offered new sounds on the Pacific Power Stage including Ty Herndon and the following tribute bands: Barracuda – The Essential Tribute to Heart; Hell's Belles, an all female AC/DC band; and Country Artist Tributes of Kenny Chesney, Jason Aldean and Toby Keith.



Fair dates for 2016 are September 23 to October 2.



STATE FAIR PARK

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.

Vision

To be a premier multi-use showcase with emphasis on agricultural industries and grow State Fair Park production capacity as a regional events and entertainment center.

- Protect traditions, production and economic development values.
- Maintain mission while enhancing production based on defined needs.
- Facilitate agriculture as a core principle without limiting strategic development or impeding full production capacity of State Fair Park.
- Implement a progressive capital improvement program facilitated by empowerments to the Central Washington Fair Association that provide for, and support, a leading-edge approach to overall operations.
- Ensure that quality and imaginative production experiences remain core values for the development and operations of State Fair Park.

Board of Directors

- | | |
|-----------------------------|---|
| Trent Marquis, Chair | U.S. Congressman |
| Sid Morrison, Vice Chair | Dan Newhouse, Director |
| David Hargreaves, Treasurer | Senator Curtis King, Ex-Officio |
| Gayle Hall, Secretary | Commissioner Rand Elliott, Ex-Officio |
| Carlos Olivares, Director | Greg Stewart, President and General Manager |
| Linda Lowe, Director | |
| Lon Inaba, Director | |

Central WA State Fair receives International Advertising Recognition

The Central Washington State Fair received a prestigious Award of Distinction for Communications from the International Association of Fairs and Expositions (IAFE) for their television commercial "Find Your Happy" which featured Amy the pig going to the Fair and looking for her "Happy".

The commercial was created by Yakima advertising firm Smith, Phillips & DiPietro, and produced by Breakout Productions of Yakima. Winners are selected from the membership of the International Association of Fairs and Expositions, which has over 1,200 members from around the globe.



- The 18th Reading Roundup Program grew by 14% with participation from 6,985 students in grades K through 5 reading 2,415,082 minutes total! Participating students earned a discounted Fair pass.
- The 4th S.T.E.M. (Science, Technology, Engineering, and Math) displays intrigued Fair attendees, especially the 3-D printer. A special "thank you" goes to the 2015 STEM Chair, Mark Cheney!
- The Central Washington State Fair paid over \$110,000 in prizes and cash equivalent to over 4,000 exhibitors.
- In its 61st year, the Photographic Society of America had a display of over 725 photos from 14 countries including England, France, Denmark, Hungary, Pakistan, Canada, and Germany upstairs in the Ag Building.
- The Farm-to-Fork Series in the Ag Building featured food presentations including honey extracting and honey cooking techniques from the Central WA Beekeepers Association as well as handmade meatballs from the Washington Cattlewomen.



Congratulations to the Following Fair Contestants!

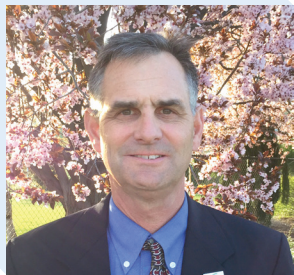
- Teresa Silva won the 2015 People's Choice award with her amazing Lion quilt. Over 100 quilts were displayed in the Modern Living Building this year.
- Prosser FFA earned the first place award in the Horticulture display competition.
- In the Floriculture department, the Kameo Flower Shop was crowned our first Professional Floral Designer of the Year.



South Korean Display during the Fair

Visiting from 5,000 miles away, 25 South Korean delegates assembled an interactive Fair display in the Ag Building showcasing samples of green tea, explaining their South Korean cultural history, and taught Fair attendees how they have been producing green tea for over 1,000 years.

This was the second year that the Central Washington Fair Association has been in partnership with the Green Tea Festival officials.



Lybeck Earns Certified Fair Executive Designation

Greg Lybeck has been designated a Certified Fair Executive by the International Association of Fairs and Expositions. The certification is based upon a rigid set of standards including management skills, education and

Greg Lybeck, C.F.E.
Assistant General Manager CWFA

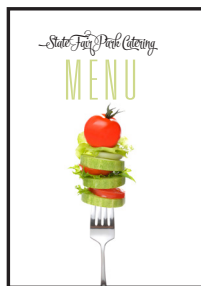
leadership. It also honors managers who have demonstrated their abilities through years of service to their Fair, to Fair Associations and to their communities.

Lybeck has been with State Fair Park – Home of the Central WA State Fair and the Yakima Valley SunDome since 1992.



3rd Annual VIP Party at the Park – State Fair Park Overview

More than 155 guests representing 53 various organizations attended the 3rd Annual VIP Party at the Park on July 22nd. The event is designed to showcase State Fair Park Catering and the versatility of the Yakima Valley SunDome, Modern Living Building, Pioneer Hall, the State Fair Room, and the Main Plaza for events and building rentals year round.



New Catering Menus

Visit our website to view the latest look and Signature Selections from State Fair Park Catering! www.statefairpark.org. For more information about catering at State Fair Park or at your location, contact Donna Moultray at (509) 248-7160.

4th of July Naturalization Ceremony

In coordination with the 4th of July Committee, the U.S. Citizenship and Immigration Services (USCIS), an agency in the Department of Homeland Security, hosted the second naturalization ceremony at the State Fair Park. The oath of allegiance to the United States was administered to 188 candidates in the Yakima Valley SunDome representing 24 different countries during the 4th of July Celebration.

Congressman Dan Newhouse presided the ceremony. Newhouse also serves as Board Member to the Central WA State Fair Association.



Congratulations Jean Harris

In her retiring year as a Superintendent in the Agriculture department, Jean Harris was awarded the Directors' Purchase Award. Thank you Jean for your amazing work and showmanship over the past 28 plus years!

2016 STATE FAIR PARK CALENDAR – AT A GLANCE –

JANUARY

Ag Expo
Kiwanis Father Daughter Dance
Disney LIVE!
Yakima County Cattlemens/
Western Party
Rod's House
Seattle Mariners Autograph Tour

FEBRUARY

PBR Rodeo
WA Music Educators Assn
Biennial Conference
Harlem Globetrotters Tour
Central WA Sportsmens Show
Central WA Home Builders
Assn Show
NRA Dinner and Auction

MARCH

WIAA 1A/2A Basketball State
Championships
Mid Valley Auto Sale
Dozer Days
Pheasants Forever Dinner and
Fundraiser
WIAA State Dance and Drill

APRIL

Rock and Mineral Show
1st Tee Breakfast
WA Sewer & Water Assn Dinner
Hispanic Congressional
Conference
Yakima Valley Rabbit Show

MAY

Heritage University Graduation
Celtic Woman

JUNE

Yakima Valley Pippins Season
begins June 6th!

JUNE CONT.

Yakima Valley Area
High School Graduations
Intl Order of Eastern Star
Greater Yakima Chamber
of Commerce 30th Annual
Leadership Dinner
Color Vibe 5K Run
4-H Training School

JULY

WA/ID Intl Order of
Rainbow Girls
Fiesta de Salud Health Fair
NW Nationals Vintiques

AUGUST

American Primitives
Antique Show
WA Jr Horse Show

SEPTEMBER

Horizon Distribution Inc Annual
Conference and Tradeshow
YSC Volleyball Tournament
Central WA State Fair

OCTOBER

WA Angus Conference
and Auction
Veterans Stand Down Event
Yakima Valley Ski Swap

NOVEMBER

CRC Rodeo Finals
WIAA State
Volleyball Championships
DC Bound

DECEMBER

Yakima Valley Farm Workers
Holiday Dinner
Wilbur Ellis SunDome
Shoot Out

Please visit our website www.statefairpark.org for additional information and more event listings!



Ruth Anglin



Kady Porterfield

Thank you Ruth Anglin! And Welcome Kady Porterfield!

Ruth Anglin retired after 30 years of service to the Central WA Fair Association. CWFA welcomed Kady Porterfield as the new Agriculture Department Manager in April. Kady is a graduate of the Agriculture Business Management School at State University of New York at Cobleskill. She is a 6th generation cattle rancher from Northern California and held an internship at the Siskiyou Golden Fair in Yreka, CA before coming to the Yakima Valley.



Baldoz Joins State Fair Park as Controller

In May, Erin Baldoz came to State Fair Park bringing 30 years of accounting and financial management experience. She oversees all financial aspects of State Fair Park, including the annual Fair.



Yakima Valley Pippins Annual Recap

In their second year in the West Coast League, the Yakima Valley Pippins remained the league's most successful expansion franchise. The Pippins

finished the 2015 season with a 29-25 record, remaining in playoff contention until the penultimate game of the regular season.

After two years, the Pippins have a 64-44 record. As the season ended, the Pippins hired Yakima native Jeff Garretson as General Manager. The Pippins open their 2016 31-game home schedule on Monday, June 6, hosting defending WCL champion Bend, Ore.

Call (509) 575-HITS (4487) to order tickets or visit www.pippinsbaseball.com.

2016 Central Washington State Fair
presented by Legends Casino
Sept. 23 - Oct. 2

Antique Engine Dedicated

A 1910 Fairbanks-Morse 25 horsepower one cylinder gas engine that has been transported for many years from the Agricultural Museum to the Fair, now has a permanent home at State Fair Park.

Rose Parker donated the engine to the Central Washington Fair Association on September 29, 2015. A special thank you goes to CWFA Board Director and Project Coordinator, Lon Inaba.



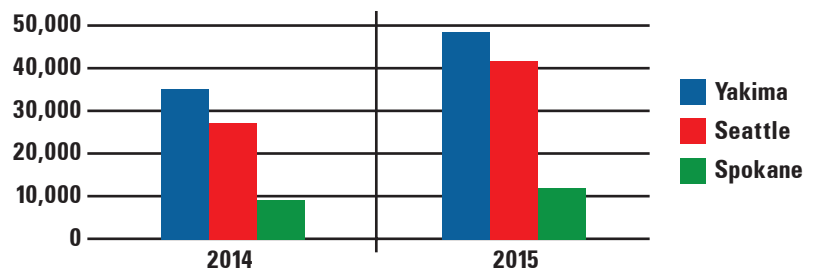
New Hop Mural added in the Agricultural Building

Artist Rob Blackaby finished the colorful hop mural just days before the Fair. A

special thanks goes to Mark Roy, Project Coordinator and the Hop Commission for funding the project. The mural is located in the northeast corner in the Ag Building near the apple mural.



2015 Overview of State Fair Park Website User Origin (Top 3 Cities)



Note: We tracked a 46% increase of website users from Seattle interested in activities and events taking place at State Fair Park.

Connect with Us!



Become a Member and join us for our **Annual Membership Meeting** scheduled for March 21. For more information call (509) 248-7160.

Are you signed up to receive our **Insiders Club Newsletter** highlighting upcoming events? Simply go to our website and sign up.

www.statefairpark.org

Be sure to "Like Us" on FACEBOOK!

Keep connected...we want to hear from you!



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