



STATE FAIR PARK
YAKIMA, WASHINGTON

2016

ANNUAL REPORT





Agricultural Building, Built in 1908

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.

2016-2017 Board of Directors

Sid Morrison, Chair

Dave Hargreaves, Vice Chair

Lon Inaba, Secretary

Trent Marquis, Treasurer

Tom Stokes, Director

Linda Lowe, Director

Gayle Hall, Director

Carlos Olivares, Director

Ignacio Marquez, Director

Don Whitehouse, Director

Congressman Dan Newhouse,
Director

Senator Curtis King, Ex-Officio

**Yakima County Commissioner
Rand Elliott**, Ex-Officio

Greg Stewart
General Manager and President



Letter From the President and General Manager, Greg Stewart

Who would have thought 125 years ago that State Fair Park would be the result of our forefathers' visionary efforts? They certainly had vision when they went after the State Fair to be located in Yakima.

When I review the historical data and black and white photos of early years and leap forward to today's State Fair Park, one becomes quickly aware of how things have changed at the old State Fair site.

Today's State Fair Park enjoys a great reputation of not only hosting a popular Central Washington State Fair but with year round activities. State Fair Park is recognized also for the contribution towards the quality of life in our valley. With these year round activities over 700,000 visitors come to State Fair Park.

This year we are celebrating the 125th birthday for State Fair Park. Plans are underway to have an exciting celebration under the very capable leadership of Jerri Honeyford. Several meetings have generated many ideas with the notion of creating more awareness for the important contributions State Fair Park has accomplished with a desire to forecast a bit of future for State Fair Park. I am happy to report after a disastrous fair in 2013 due to the weather, we have developed a successful business model that will enhance today's and tomorrow's goals.

These last couple of years we have had great support from the Yakima Board of County Commissioners, the City of Union Gap, the City of Yakima, and of course, our Board of Directors, and staff. With this kind of unity, we have a great future ahead of us.

Greg Stewart
General Manager and President

Central Washington State Fair

2016 Highlights



A record breaking attendance on the final Saturday and a large crowd on the last day of the 2016 Central Washington State Fair helped push

this year's attendance to 312,191. On Saturday 59,551 people came through the gates, making it the biggest single day attendance ever.

On opening Friday the Fair presented Foghat, followed by country singer Clay Walker, and Norteno band Los Rieleros on Sunday. On Tuesday, legendary pop group Boyz II Men drew a huge crowd. Other entertainment throughout the week included Hinder, Rachel Platten, Grand Funk Railroad. On the final Saturday country legend Clint Black performed to a sold out audience, and on the final Sunday, Norteno singer Michael Salgado also drew standing room only crowds.

Big crowds also took in two days of Summer Thunder Sprint Car Races on the opening weekend, and two days of Demolition Derby had full houses on the final weekend. Other attractions that drew plenty of interest was the Creature Feature Extreme, the All-Alaskan Racing Pigs, several street performers, exotic animals at Walk on the Wild Side and the many farm animals at Barnville. The Fair also presented non-stop entertainment on the Pacific Power Stage including America's Got Talent winners The Olate Dogs.

Fair management and staff are already making plans for next year's event for the 125th Fair birthday. Anyone with any Fair history or memorabilia they would like to share is asked to contact the Fair office at 509-248-7160. The dates for the 2017 Fair are September 22 through October 1.

1st Annual Wearable Art Fashion Show was held in the Modern Living Building during the Central Washington State Fair. Designer, Sally Fitch.



New Milking Cow, Maybelle with Fair Farm Superintendents (L to R) Donna Orvald, Karen Stewart, Linora Rittenhouse



IN MEMORY

In memory of Robert "Bob" Golob, Central Washington Fair Association dedicated the Dairy Milking Parlor during the 2016 fair. Bob was a lifetime dairyman and a cherished part of the fair. He served as a Director on the CWFA Board from 1987-1999 and continued his service as a Director Emeritus.

AWARDS

The Washington State Fairs Commission awarded the Central WA State Fair three (3) Black and White Ribbons representing excellence in planning and organization. The three areas awarded for top displays and educational value were the Fair Farm, the Modern Living Building, and the Equine Display.

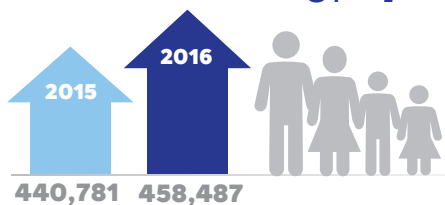


Yakima Valley SUNDOME

2016 Highlights

The Yakima Valley SunDome continues to be a major economic impact generator for the Yakima Valley due to its versatility. Concerts, tradeshows, Washington State Interscholastic Activities Association (WIAA) state championship games and competitions, professional rodeos, local graduations, and large gala dinners schedule dates regularly.

TOTAL ATTENDANCE UP 4%

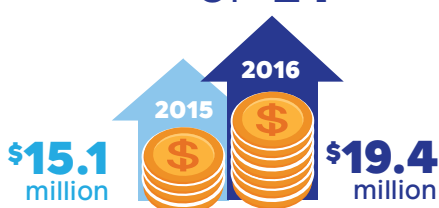


BERNIE SANDERS PRESIDENTIAL CAMPAIGN RALLY MARCH 24, 2016

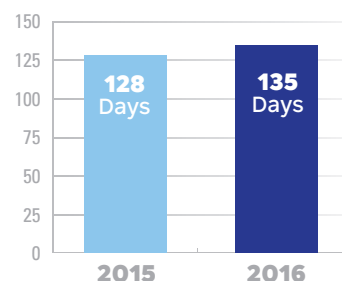


ESTIMATED ECONOMIC IMPACT

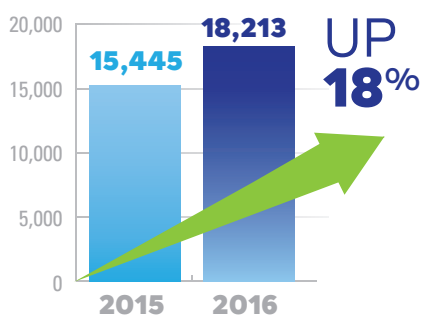
UP 24%



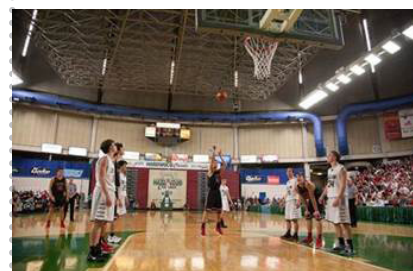
EVENT DAYS



LODGING ROOM NIGHTS GENERATED



WIAA STATE 1A/2A BOYS AND GIRLS BASKETBALL CHAMPIONSHIPS MARCH 3 - 5, 2016



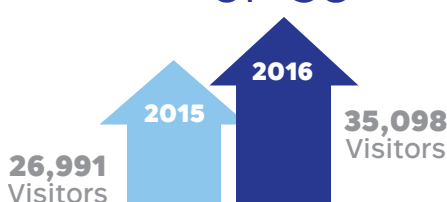
WIAA STATE DANCE & DRILL

3,900

Tickets/People Outside 50+ miles

VISITORS OUTSIDE 50+ MILE RADIUS

UP 30%



State Fair Park Building Rentals and Catering 2016 Highlights

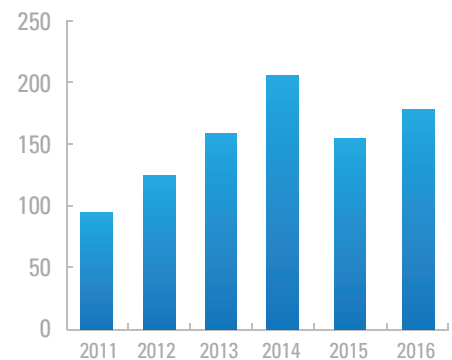


The Modern Living Building, Pioneer Hall, and the State Fair Room continue to draw interest from event planners ranging from weddings, quinceañeras, and high school reunions to seminars and Annual Membership Dinners for associations. The unique characteristics of the many historical buildings at State Fair Park help create memorable events year-round.

The Main Plaza area, the Grandstand, Durand Arena and barns also played host to such events the American Primitives Antique Show, 4-H Junior Horse Show, Vintiques, Monster Truck performances, and Regional Sprint Car races.

State Fair Park Catering continues to serve both on-site events and off-site events. In 2016, catered events ranged in size from 15 people to 1,150 people.

STATE FAIR PARK TOTAL EVENTS



Increasing the number of total events at State Fair Park as well increasing our average revenue per event are among our on-going Key Performance Indicators.

Modern Living Building



Yakima Valley
Pippins in Yakima
County Stadium

Vintiques Car
Show



Pioneer Hall



Central Washington State Fair

Sept. 22 – Oct. 1, 2017

Pop-up Parties

We will have 125th Birthday Celebrations at several businesses in the Upper and Lower Valley. If you would like to be entered in a drawing for a birthday celebration at your business, email admin@fairfun.com or call Sheila at 509.965.3202.

Historical Presentations

The Central WA Fair Association Board of Directors will be making presentations on our first 125 years. If your organization would like to schedule a presentation, please email admin@fairfun.com or call Sheila at 509.965.3202.

CENTRAL WASHINGTON STATE FAIR
SUPER PASS

**SUPER SAVINGS
ON FAIR ADMISSION
ONLY \$25**

Good for admission ALL TEN DAYS of the Fair..
SEPTEMBER 22 - OCTOBER 1, 2017
AVAILABLE FOR PURCHASE MARCH 1-31, 2017
at the Fair ticket office or online at www.ticketwest.com

TicketsWest

Go to TicketsWest.com
or charge by phone 1 800 325 SEAT



2017 Events

February 25



March 12



March 15

April 1



April 15



April 22 & 23



May 20





STATE FAIR PARK

1301 S. Fair Avenue
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509-248-7160

www.statefairpark.org

