



STATE FAIR PARK
YAKIMA, WASHINGTON

2017

ANNUAL REPORT

A CREDIT TO THE STATE:

The Original
Washington State Fair

By John A. Baule



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.

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.

2017 DIRECTOR PURCHASE AWARD RECIPIENTS

The CWFA Board of Directors meet every year to choose a person in the community who has given above and beyond their time and talent to the betterment of State Fair Park. In 2017 two individuals were chosen, Senator Jim and Jerri Honeyford.

Jerri was the Chair of the 125th Fair Celebration and Senator Jim has served eastern Yakima County in Olympia over 20 years. Both Jerri and Senator Jim have been lifelong fair supporters.



2017-2018 Board of Directors

Sid Morrison, Chair

Dave Hargreaves, Vice Chair

Lon Inaba, Secretary

Trent Marquis, Treasurer

Gayle Hall, Director

Ignacio Marquez, Director

Congressman Dan Newhouse,
Director

Carlos Olivares, Director

Tom Stokes, Director

Don Whitehouse, Director

LaVonne Boogerd, Director

Greg Stewart
President and General Manager

Senator Curtis King, Ex-Officio

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



Letter From the President and General Manager, Greg Stewart

The 2017 edition of the Central Washington State Fair showcased and celebrated 125 years (1892-2017).

The celebration was well received, especially the fireworks. It was our first time effort for a Fair Museum in the Modern Living Building apartment and was a hit with displays of artifacts, pictures, and stories of the past. Surprisingly many visitors had their own stories and as a bonus brought in ribbons from past years, pictures, and even an antique scale. Plans are being worked on to expand the Museum for the 2018 fair.

One significant product of this celebration was a historical review of the Fair with the book, A Credit to the State: The Original State Fair compiled and written by John Baule. Copies of the book are available in the Deccio administration building office.

Obvious results from the historical research was the development of the fairgrounds from 1892 to 2017. Over \$50 million in improvements have been made to State Fair Park and I am quick to add – at no cost to residents of the Valley. Improvements include the SunDome, Yakima County Stadium, Deccio administration building, upgrading of our primary buildings, and most importantly, all the electrical upgrades. New this year will be addition of a \$2 million catering kitchen partnering with Spectra Food Services and Hospitality, who manages food services and hospitality programs throughout North America. With these improvements it continues to allow the Central Washington Fair Association to remain private and relevant.

These improvements continue to highlight the fact that we are financially significant for the Valley. By creating jobs and tax revenues we continue to be a leader in filling hotels, restaurants, and other local businesses with our year-round activities. Of interest, and the benefits are hard to quantify, is the introduction of our Valley to attendees of these events. Visitors are quite complimentary with their praise of our beautiful Valley and people. As one visitor commented, “You are the plaza for the County.”

We are proud of Central Washington Fair Association’s contributions to the quality of life in the Yakima Valley and hope you are too.

Greg Stewart
General Manager and President

Central Washington State Fair

2017 Highlights



A record final Sunday crowd helped push the attendance of the 125th Central Washington State Fair to 326,273. Total attendance was 312,191 in 2016.

This year's attendance was up considerably as people came out to enjoy the unique Fair foods, fun, entertainment, exhibits and more.

"Our promotions really helped out with keeping our admission prices down," said President and General Manager Greg Stewart. "People really appreciated that and our attendance numbers showed some nice gains." For instance, fairgoers could get into the fair free on Wednesday from noon to 4 p.m. with a donation of three non-perishable food items. Over 9,000 pounds of food was collected by Yakima Rotary Clubs that afternoon for the Operation Harvest food drive.

On opening Friday the fair presented Williams & Ree, followed by country singer Leann Rimes, and Banda Limon on Sunday. On Tuesday of the fair, country singer Tanya Tucker drew a huge crowd. Other entertainment throughout the week included Smashmouth, John Kay and Steppenwolf, and En Vogue. On the final Saturday country singer Mark Chesnutt performed, and on the final Sunday, Norteno singer Roberto Tapia also drew standing room only crowds.

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.

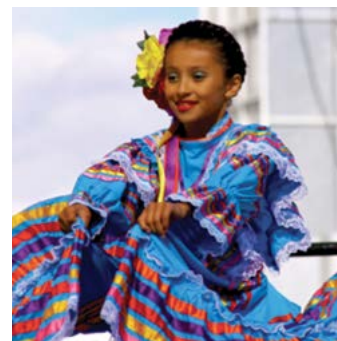
Big crowds also took in two days of sprint car races on the opening weekend, and two days of Demolition Derby had full houses on the final weekend.

Other attractions that drew plenty of interest were the Dancing Horses, 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 dates for the 2018 fair will be September 21-30.



Jest in Time performs on Pacific Power Community Stage



One of many community groups performing at the 2017 Central Washington State Fair



Young Life BBQ



Yakima Valley SUNDOME

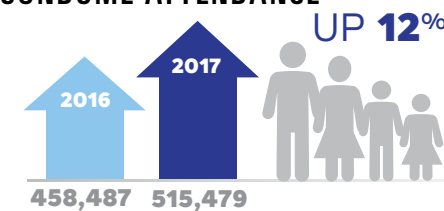
2017 Highlights

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.



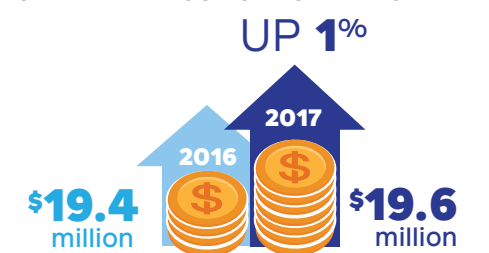
MARCH 12, 2017

SUNDOME ATTENDANCE



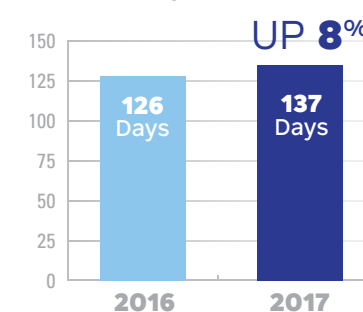
MARCH 15, 2017

ESTIMATED ECONOMIC IMPACT



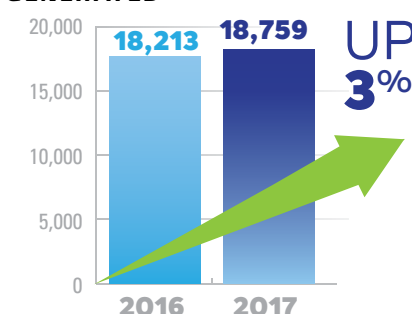
FEBRUARY 25, 2017

EVENT DAYS

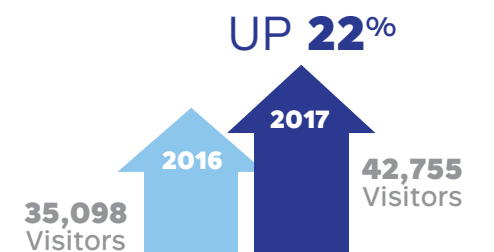


BANDA MS | APRIL 1, 2017

LODGING ROOM NIGHTS GENERATED



VISITORS OUTSIDE 50+ MILE RADIUS



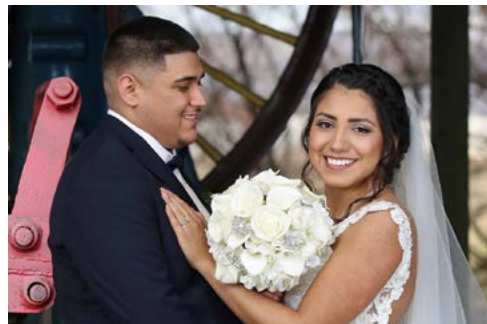
2017 WIAA 1A/2A STATE BASKETBALL CHAMPIONSHIPS

TOTAL ATTENDANCE **39,916**

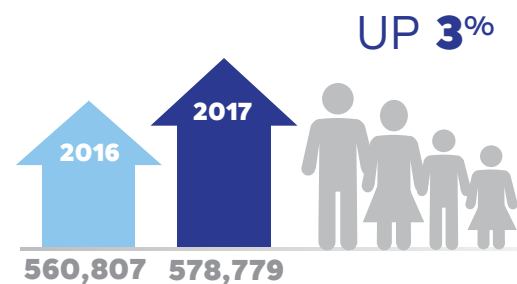
State Fair Park Building Rentals and Catering 2017 Highlights

On August 1st, State Fair Park officially welcomed Spectra Food Services and Hospitality to handle all aspects of food and beverage for State Fair Park. Spectra will be enhancing all kitchen equipment, creating fresh menus for both catering (on-site and off-site) and concession areas. Spectra is committed to using locally sourced ingredients and a rotating seasonal menu, to create proprietary and custom concepts to State Fair Park. "In addition to working with local suppliers, we are excited to see that Spectra is going to partner with local wineries and breweries to add their products to our menu." President Greg Stewart said.

Spectra Food Services delivers innovative solutions at sports arenas, stadiums, fairgrounds, casinos, convention centers, and other specialty venues through out the country.



TOTAL STATE FAIR PARK ATTENDANCE



STATE FAIR PARK

5th Annual

VIP PARTY AT THE PARK

STATE FAIR PARK • TUESDAY, AUGUST 15 • 4:30 – 6:30 PM

Program at a Glance

4:30PM REGISTRATION | 5:45PM ANNOUNCEMENTS & PRESENTATION | 6:30PM DOOR PRIZES

Menu by SPECTRA

SAVOR OUR PASSED APPETIZERS
Smoked Trout Endive • Grilled Asparagus Wrapped in Prosciutto
Heirloom Kielbasa Shooters with Dungeness Crab and Lemon oil
Braised Central Washington Beef with Lime Crema and Pico de Gallo

COOL OFF WITH OUR FLAVORFUL AND UNIQUE
Peach Mojito Signature Cocktail
Watermelon Mint Agua Fresca

PICK FROM OUR COLORFUL
Local Fruit and Cheese Display • Local Grilled Vegetable Display
Heirloom Tomato Display with Fresh Basil, Balsamic
and Fresh Buffalo Mozzarella

DISCOVER AND SAMPLE SELECTIONS — OUR NEW ACTION STATIONS
Street Taco Station with Carne Asada and, Carnitas, and Fish Tacos.
Fresh Salads selections to include: Avocado Tomatillo,
Mango-Peach Jalapeno, and classic Pico de Gallo

Carving Station with local Beef Tenderloin, Turkey Breast,
Horseradish Cream, Chimichurri and Peach Chutney

DELIGHT AND TREAT YOURSELF WITH OUR DESSERT
Grilled Stonefruit in season with Balsamic-Vanilla Bean Syrup
Marionberry Shortcakes

Entertainment by

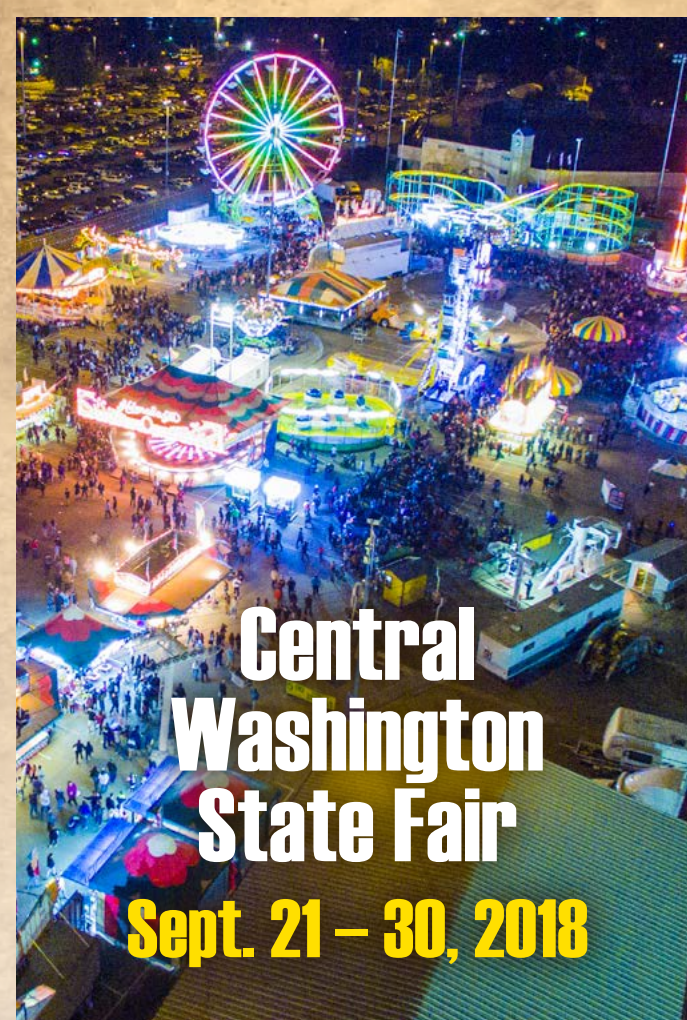
BEN JOHNSON DUO

— BUSINESS AFTER HOURS —

RSVP BY AUGUST 10 TO ANNEM@FAIRFUN.COM OR BY CALLING (509) 965-3350



The new catering kitchen for State Fair Park will break ground Spring 2018 on the NE corner of the Yakima Valley SunDome.



Central Washington State Fair

Sept. 21 – 30, 2018

CENTRAL WASHINGTON STATE FAIR

SUPER PASS

ONE PASS GOOD ALL TEN DAYS!

AVAILABLE FOR
PURCHASE
MARCH 1-31, 2018
at the Fair ticket office or online at www.ticketwest.com

**SUPER SAVINGS
ON FAIR ADMISSION
SEPTEMBER 21- 30, 2018**

ONLY \$25

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



2018 Events

**SUNKINGS
2018 Season**



**BANDA MS
April 6**

**SHINEDOWN
April 7**



**CHRIS YOUNG
May 17**

**PEPE AGUILAR
November 23**

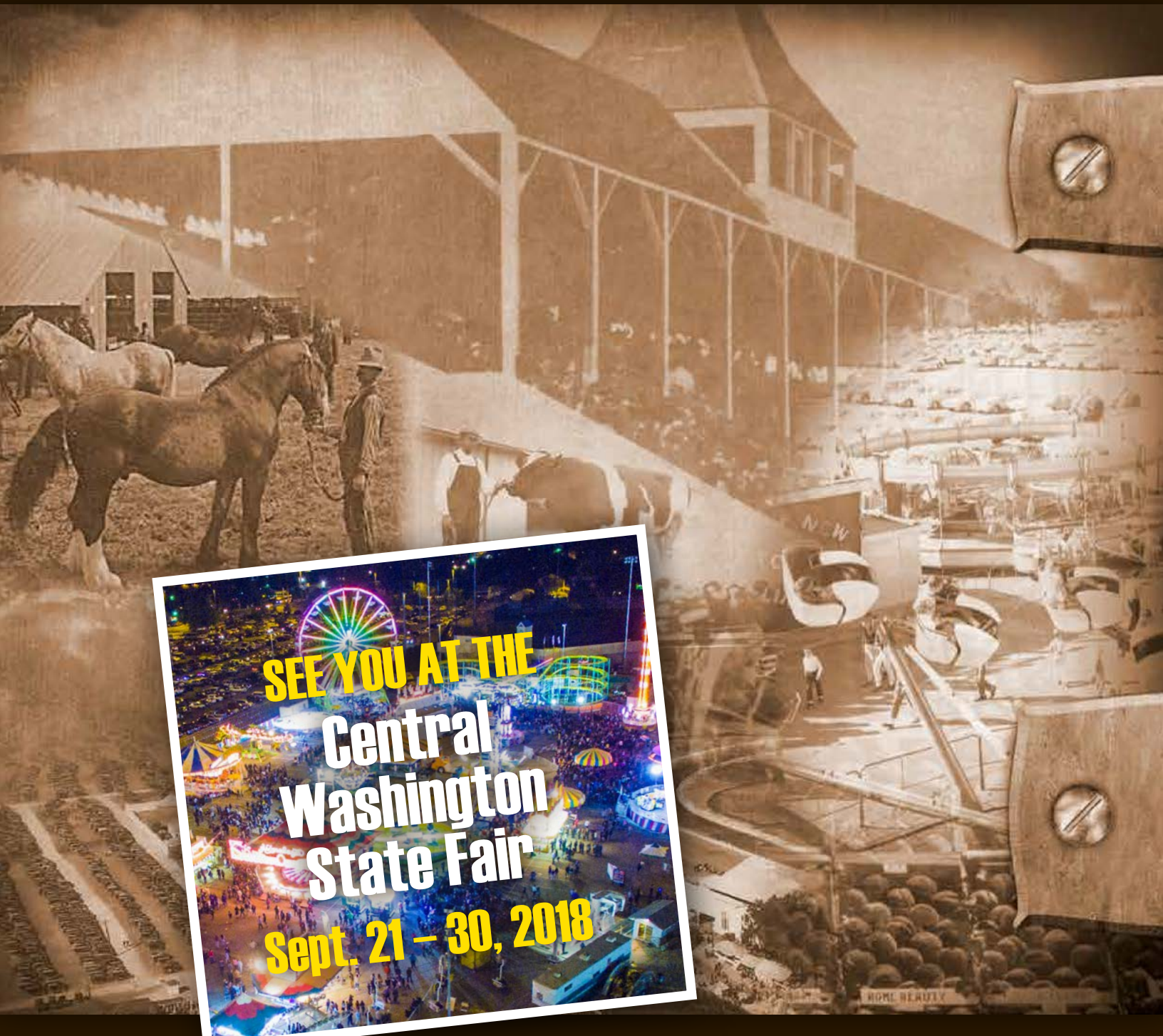




STATE FAIR PARK

1301 S. Fair Avenue
Yakima, WA 98901
509-248-7160

www.statefairpark.org



SEE YOU AT THE
Central
Washington
State Fair
Sept. 21 – 30, 2018