



STATE FAIR PARK
YAKIMA, WASHINGTON

2018

ANNUAL REPORT



BRITTANY
APP

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.

2018 -2019

Board of Directors

Sid Morrison, Chair

Dave Hargreaves, Vice Chair

Lon Inaba, Secretary

Trent Marquis, Treasurer

Gayle Hall, Director

Ignacio Marquez, Director

Tom Stokes, Director

Don Whitehouse, Director

LaVonne Boogerd, Director

Halley Newhouse, Director

Jeff Louman, Director

Greg G. Stewart,
President and General Manager

Senator Curtis King, Ex-Officio

**Yakima County Commissioner
Ron Anderson**, Ex-Officio

Congressman Dan Newhouse,
Ex-Officio Federal



Letter From the President and General Manager, Greg Stewart

As I look back on 2018, there have been many successes at State Fair Park. Our first priority is the annual Central Washington State Fair, and I am happy to report it was our second highest attendance number with record grosses for carnival and food/beverage sales.

This year the Fair Farm building received special recognition by the Western Fairs Association, being nominated for the prestigious Lou Merrill Award. The Merrill Award, named in honor of Western Fairs Association Founder Louis Merrill, is given for those entries that clearly demonstrate innovation, vision and excellence. Five fairs were selected; sadly, we did not earn top prize but the nomination itself was an honor.

Days before the start of this year's fair, we opened our \$2 million kitchen. Thanks to funds provided by the State Capital Budget with special thanks to Senators Honeyford and King for shepherding this through legislature. We then reached agreement with a national food company, Spectra, to operate the kitchen and concessions.

The long-range committee, headed by board member Don Whitehouse, was successful working with the County Commissioners to sell an \$8 million bond for capital needs at State Fair Park. As a bonus, the revenue paying for this bond comes from the collected funds of local hotels. It's worthy to note that the SunDome and State Fair Park are the largest generators of room nights in the Valley. In 2018, over 600,000 people visited State Fair Park.

The 4th of July Celebration will continue this year as a free event to the public. Almost immediately after the City of Yakima pulled their support based on budget constraints, Yakima Federal Savings and Loan and Tire Centers stepped in to replace the city's funds.

At the March annual membership meeting, where we report the previous year's activities at State Fair Park, it will also be the final meeting for Chair Sid Morrison. He will be stepping down not only as chair but as an active board member. Sid began his directorship in 1975 through 1980 when Sid was elected to Congress. In 2001, Sid was asked to rejoin the Board.

Sid's keen ability to address and guide a variety of issues for the Fair Association is beyond remarkable. His contributions to the success of this Association are significant and will not be forgotten. Having served under many chairs, I'm continually impressed how Sid has command of any situation, helping lead to a successful outcome. The only time I've been uncomfortable around Sid is following him in speaking engagements. You'll understand this comment if you've ever had the privilege of hearing Sid speak.

Thank you, Sid, for all you have done not only for our fairs but many other fairs. With his passion for the Central Washington State Fair, I am sure Sid will continue his involvement.

Thank you all for your continued support of State Fair Park where "memories are made." I hope you create many more memories on your future visits to State Fair Park.

Greg Stewart
President and General Manager

Thank You Sid!

Sid Morrison, current board member of the Central Washington Fair Association, will be retiring from the board as of March, and is moving to Director Emeritus status. For the past two years Sid has been Chairman of the Board, and has been instrumental in keeping the Association heading in the right direction.

Sid has a long history with our Fair, going all the way back to when he worked washing dishes in the Buena Chuckwagon restaurant at the Fair during the 1940's.

"Sid has been a big part of this Fair," said Fair General Manager and President Greg Stewart. "It has been a real honor to work with him over the years. We are going to miss his thoughtful advice and sage wisdom for sure."

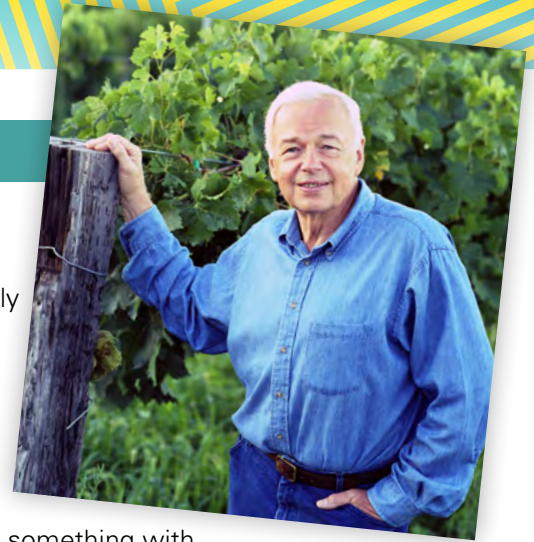
That being said it is our guess that Sid won't be too far away from the activities at our Fair. Over the years he has designed and built the signs in front of the Ag Building, Modern Living Building and Pioneer Hall. He is also the builder of the fair fan favorite "Ring-A-Ding."

The unique piece of metal art gets banged on virtually every hour of every Fair day. Over the years Sid has built thousands of wooden mallets so fairgoers have something with which to bang the big metal apparatus.

Sid first joined the CWFA board of directors in 1975, and then relinquished his seat on the board when he headed to Washington D.C. as our 4th District Congressman in 1980.

He rejoined the Fair board in 2001 and has been a valued part of the Fair leadership for the past 18 years.

Please help us send a huge "Thank you" to our outgoing chairman, Sid Morrison! Job well done!



2018 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. Tom Freeman was awarded the Directors Purchase Award for 2018. Tom has been a dedicated dairy farmer, 4-H leader, fair superintendent, and agricultural advocate for most of his life. He is fully committed to serving the agriculture industry and educating our urban and rural youth.



Our Partnership with South Korea

Yakima and Hadong, County, South Korea became official sister cities when Hadong County Mayor Youn Sang-Ki and Yakima City Councilmember Holly Cousens signed documents on September 21st, during the Central WA State Fair.

The connection between the Yakima area and Hadong County, which is located in the Gyeongsang province on the southern edge of the Korean Peninsula, has grown over the

last five years. Representatives of Hadong County's Wild Tea Cultural Festival have come to the Central Washington State Fair during that time to run a booth featuring the region's renowned green tea.

Groups from Yakima, which have included Central Washington State Fair representatives, have also visited Hadong County. In Fall 2018, the Yakima City Council gave its approval to make Hadong County Yakima's newest sister city.

Central Washington State Fair 2018 Highlights



This year's Central Washington State Fair finished with a total attendance of 321,600. That attendance, while down slightly from 2017, is the second best in Fair history.

"Anytime we can get over 320,000 people out to enjoy everything we have here we are very pleased. This year, once again, our promotions helped out with keeping our admission prices down. People really appreciated that and our attendance numbers reflected it." said Fair President and General Manager Greg Stewart.

On the Wednesday of Fair, for instance, fairgoers could get into the fair for free from noon to 4 p.m. with a donation of three non-perishable food items. The donations were collected by Yakima Rotary Clubs as part of their upcoming Operation Harvest food drive. Over 38,000 pounds of food were collected that day,

and attendance was over 18,000 on what traditionally has been one of the slower days of the fair.

On opening Friday, the hot country duo Dan + Shay played to standing room only crowds, followed by up the new country group High Valley on Saturday evening. Large crowds came out to see Lupillo Rivera on Sunday, as well as country singer John Michael Montgomery on Tuesday, and a trio of country artists, Sammy Kershaw, Collin Raye and Aaron Tippin on Wednesday night. Other entertainment throughout the week included Blood, Sweat & Tears, Theory of a Deadman, Air Supply, and Fito Olivares. Big crowds also took in two days of sprint car races on the opening weekend, and two more days of modified and sprint cars on the final weekend. On Monday and Tuesday, a Monster Truck Show drew large crowds, as did the Demolition Derbies, which were held on each Sunday of the Fair.

The dates for next year's fair will be September 20-29, 2019.



YAKIMA VALLEY
SUNDOME

Yakima Valley SUNDOME

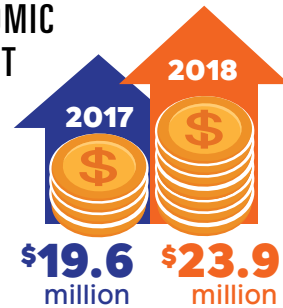
2018 Highlights



The Yakima Valley SunDome continues to be a major economic impact generator for the Yakima Valley due to its versatility.

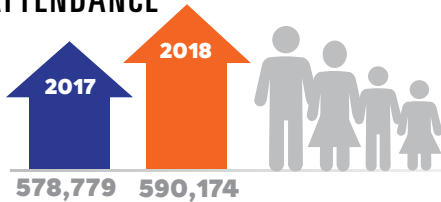
ESTIMATED
ECONOMIC
IMPACT

UP 22%

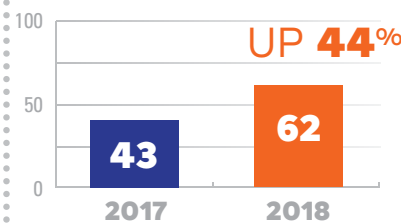


SUNDOME
ATTENDANCE

UP 2%



SUNDOME EVENTS

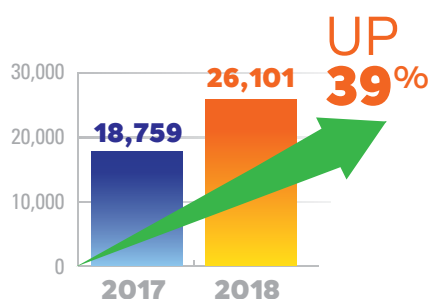


VISITORS OUTSIDE
50+ MILE
RADIUS

UP
7%



LODGING ROOM NIGHTS
GENERATED



**WIAA -3A/4A STATE
VOLLEYBALL
CHAMPIONSHIPS**

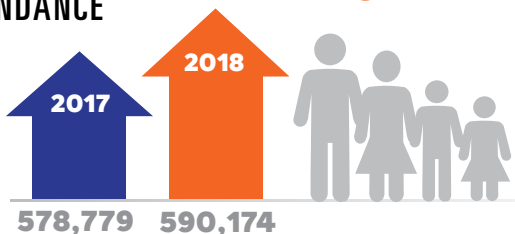
The Yakima Valley SunDome and the Yakima Valley welcomed the addition of 3A/4A WIAA State Volleyball Championships Nov. 16-17, 2018.



**NW HORTICULTURAL SHOW
DECEMBER 3-4, 2018**

State Fair Park Building Rentals and Catering 2018 Highlights

TOTAL STATE FAIR PARK ATTENDANCE



EVENT VENUES

MODERN LIVING BUILDING

Built in 1938, the remodeled Modern Living Building is a favorite among our clients and our most flexible event building.

Features

Square feet: 16,000
Spacious Foyer
Hardwood Floors
Tall Ceiling with Specialty Party Lighting

Room Set	People
Reception	600
Rounds of 8	480
Theatre	800



PIONEER HALL

Built in 1927, the remodeled Pioneer Hall is another favorite for receptions and dinners.

Features

Square feet: 8,954
Multi Level
Dual Staircases
Skylights

Room Set	People
Reception	445
Rounds of 8	332
Theatre	n/a



STATE FAIR ROOM

The State Fair Room is a gem! It lends itself perfectly for upscale business settings and receptions. This room is truly unique... a perfect room for memorable events.

Features

Square feet: 5,830
Gas Fireplace - Outdoor Patio
Located on the 2nd level of the SunDome

Room Set	People
Reception	280
Rounds of 8	332
Theatre	336
Classroom	192



STATE FAIR PARK

www.statefairpark.org · 509.248.7160



The Ribbon Cutting Ceremony for the new catering kitchen took place on September 12th at the NE corner of the Yakima Valley SunDome. The kitchen was constructed by M. Sevigny Construction Inc. Construction cost was \$1,950,000 and funded by a state grant. The new 3,800 square foot addition will accommodate and facilitate the demand for catering.

L to R: Lon Inaba, Greg Lybeck, Greg Stewart, Tom Stokes, Senator Jim Honeyford, Sid Morrison, Halley Newhouse, LaVonne Boogerd, Carolyn Gray.



Eat, Drink & be MERRY

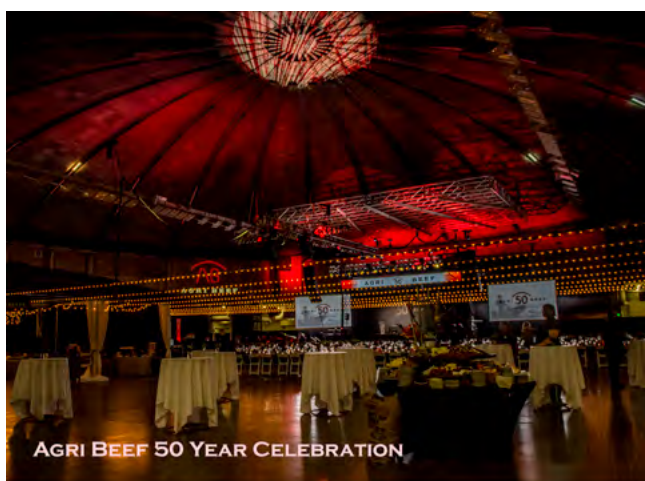
BOOK YOUR HOLIDAY PARTY WITH STATE FAIR PARK (509) 248-7160

All menus are served with coffee, dessert, salad bar, dinner rolls, and beverages. Pricing subject to sign management change and appropriate service fee.

<p>Salads (Choose One)</p> <ul style="list-style-type: none"> House Salad Caesar Salad Balsamic Cranberry Broccoli Salad Pea Salad 	<p>Entrées (Choose Two)</p> <ul style="list-style-type: none"> Oven Roasted Turkey with Gravy Honey Baked Ham Prime Rib Lemon Dill Baked Salmon Bacon Wrapped Meatloaf with Cranberry BBQ Sauce
<p>Accompaniments (Choose Two)</p> <ul style="list-style-type: none"> Traditional Stuffing Yams with Marshmallows Garlic Mashed Potatoes Mashed Sweet Potatoes Rosemary Roasted Baby Red Potatoes Green Bean Casserole Cranberry Sauce Maple Glazed Carrots Buttered Corn Rice Pilaf Vegetable Medley Homemade Mac 'N' Cheese 	<p>Desserts (Choose One)</p> <ul style="list-style-type: none"> Pumpkin Pie Apple Pie Cherry Pie Pecan Pie NY Cheesecake with Strawberry Topping Decadent Chocolate Cake Carrot Cake

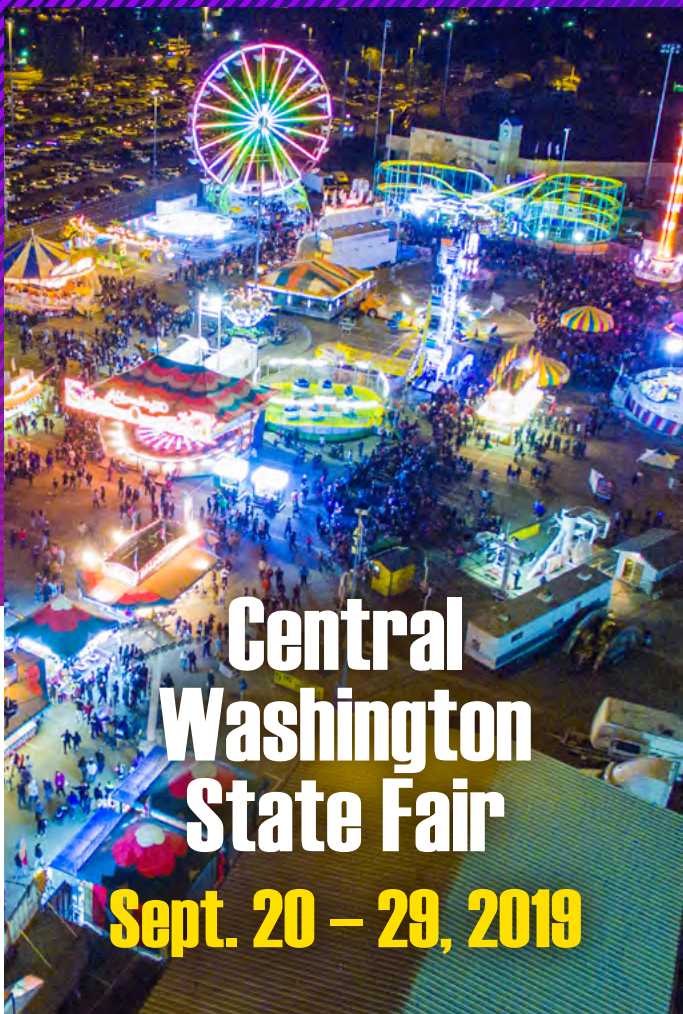
Contact Spectra to create the perfect menu for your special occasion.

Interested in hosting your holiday party at your own venue?
Spectra Delivers!



Spectra Food Services proudly served 1,250 attendees for the Agri Beef 50th Anniversary Celebration in the Yakima Valley SunDome on October 27, 2018.





Central Washington State Fair

Sept. 20 – 29, 2019

YAKIMA VALLEY SUNDOME 2019 Events



CRC RODEO FINALS • January 11-13, 2019



WWE LIVE • February 4, 2019



PJ MASKS LIVE • February 13, 2019

CENTRAL WASHINGTON STATE FAIR

SUPER PASS

ONE PASS GOOD ALL TEN DAYS!

at the Fair ticket office
or online at www.ticketswest.com

SUPER SAVINGS
ON FAIR ADMISSION
SEPTEMBER 20-29, 2019

ONLY \$25

AVAILABLE FOR PURCHASE
MARCH 1-31, 2019

TicketsWest™

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



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. 20 – 29, 2019

