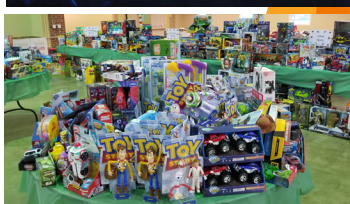




STATE FAIR PARK 2019 ANNUAL REPORT



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.

2019 - 2020

BOARD OF DIRECTORS

David Hargreaves, Chair

Tom Stokes, Vice Chair

LaVonne Boogerd, Secretary

Halley Newhouse, Treasurer

Gayle Hall, Director

Trent Marquis, Director

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Don Whitehouse, Director

Jeff Louman, Director

Kathy Kramer, President/CEO

Senator Curtis King, Ex-Officio

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

Congressman Dan Newhouse,
Ex-Officio Federal

Greg Stewart, Honorary

Morrie Shore, Honorary

A Note from Our New President and CEO

Kathy Kramer



I'd first like to start by thanking the Board of Directors for having the confidence to select me to serve as the new President and CEO of this Association. I am truly honored to follow in the footsteps of Greg Stewart and have the opportunity to build upon the great heritage and work of those before me.

I arrived in Yakima in late January and have enjoyed exploring the Valley and all the treasures; from the restaurants, to wineries, to weekend drives exploring places like Tieton and Cowiche. I love all the days of sunshine, wide open spaces and beauty of the countryside. The people in the community have been so welcoming and really have made me feel at home.

We have exciting times on the horizon, as we kick off the construction phase of our capital improvement projects funded by an \$8 million dollar bond in early Spring of 2020. This would not be possible without the collaboration between the Yakima County Commissioners and our Board of Directors' Long-Range Planning Committee. It's worthy to note that the funding for repayment of this bond comes from a small portion of the hotel/motel tax that is paid by guests staying in these properties. The SunDome and State Fair Park are one of the biggest generators of group room nights in the Valley. Reinvesting and maintaining the assets on the fairgrounds is critical to keeping and attracting new business.

As a new leader for this Association and new to the community, my initiatives include:

Going on a listening and learning tour with community stakeholders and partners, I firmly believe "none of us are as smart as all of us." Identifying ways to drive revenues and look for new revenue streams; to continue developing programming and outreach to build upon our great agriculture and educational initiatives. And overall, to focus on ways to use this great community asset for its highest and best purpose. And let's not forget "have some fun along the way and create lifetime memories for those who visit for years to come."

President /CEO

Kathy Kramer

Kathy Kramer, CVE, CFEE, CMP



2019 Director Purchase Award Recipient

Karen Stewart was awarded the Directors Purchase Award for 2019. Karen has been instrumental in creating the Fair Farm, the favorite

building for preschool and elementary children. Karen and her volunteers over the past 20 years have created 30 individual hands-on educational stations in the building promoting agriculture. Congratulations, Karen!

WE ARE AN IAFE TOP 100 FAIR

In 2019 the Central WA State Fair is listed in the top 100 of fairs according to the International Association of Fairs and Expositions membership report based on fair attendance.



Thanks for the memories Greg

Thank you, Greg Stewart, for 48 years of service and dedication to make State Fair Park what it is today and setting the stage for great things that will be happening in the future. Greg retired January 3, 2020 and when asked what his plans are, he always replies, "Whatever I want to!"

2019 Highlights

YAKIMA VALLEY SUNDOME

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



SUNDOME ATTENDANCE

2018	2019
526,663	444,672



ESTIMATED ECONOMIC IMPACT

2018	2019
\$23.9 Million	\$19.1 Million



LODGING ROOM NIGHTS GENERATED

2018	2019
26,101	20,681



VISITORS OUTSIDE 50+ MILE RADIUS

2018	2019
45,952	32,512

CRC Rodeo Finals January 11-13, 2019



WIAA High School Volleyball Tournaments November 14 - 23, 2019



WWE LIVE | February 4, 2019



PJ MASKS LIVE February 13 2019



SunKings 2019 Season



2019 Highlights

STATE FAIR PARK

CATERING • BUILDING RENTALS • EVENTS



Spectra Food Service is the exclusive food and beverage partner at State Fair Park. If you can dream it, they can create it.



**TOTAL
STATE FAIR PARK
ATTENDANCE**

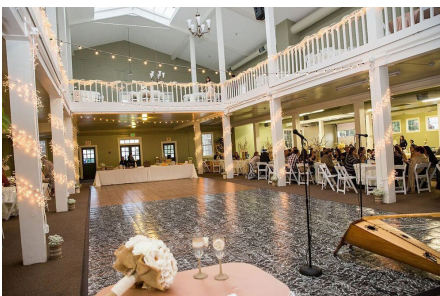
2018	2019
590,174	505,134

Modern Living Building



Modern Living Building can host up to 440 guests for a meal function

Pioneer Hall



Pioneer Hall can host up to 330 guests for a meal function

State Fair Room



State Fair Room can host up to 220 guests for a meal function.



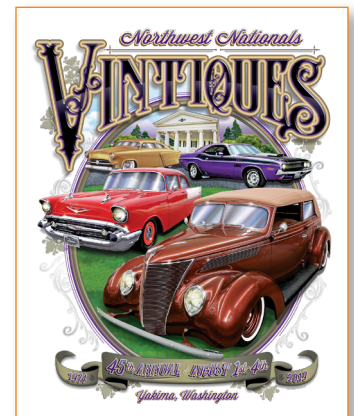
- State Fair Park Style

Central Washington has been enjoying the 4th of July Celebration at State Fair Park since 1991. This year over 25,000 people attended this free event.

It was a full day with a carnival, children's games, food vendors, and a beer tent. This was also the third annual AppleJam battle of the bands finalist competition.

The day was completed at dusk with a 20-minute spectacular fireworks display.

State Fair Park and the 4th of July Committee are honored to have provided free family entertainment and a safe fireworks display to the community for the past 28 years.



Vintiques Celebrate 45 years at State Fair Park

Vintiques have been spending the first Saturday in August at State Fair Park since 1974. In 2019, Greg Stewart was presented a plaque showing their 45 years of appreciation.



CENTRAL WASHINGTON STATE FAIR

2019 Highlights

Endless Fun!

Unseasonably cool and wet weather on the final weekend of the Central Washington State Fair put a bit of a damper on attendance, still some 277,751 people attended the 10-day event. A strong entertainment line-up and plenty for people to see, do and eat, brought people out even on the final Sunday when temperatures didn't make it out of the 40's.

Overall attendance was down some from last year's 321,600, which was the second best in Fair history. Attendance in 2017 was 326,273 which was the all-time best for the 10-day Fair.

There was a strong entertainment line-up that brought people out in good numbers to see a diverse group of well-known entertainers performed during the 10-day Fair including country singer Phil Vasser, rapper Nelly, Motown mega group The Temptations, country stars Tracy Byrd with Shenandoah, rock band Night Ranger, country singer Scotty McCreery, and 70's rock group Creedence Clearwater Revisited.

The Fair also presented two days of Latin music featuring Fidel Rueda on the opening Sunday, and Banda Machos on the final Sunday

During the previous five years, the Fair experienced mostly warm, sunny weather and each of those years' attendance was over 310,000. In 2013, when the Fair had a five day run of cool, rainy weather, attendance dropped to 269,251.

Attendance this year was up over last year on just about every day, except for the weekend days when it was rainy, windy and cold.

There were 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.

On opening Friday country singer Phil Vasser was a last minute fill-in for the scheduled appearance by Josh Turner. The Josh Turner concert was canceled after a road crew bus was involved in an accident that took the life of one of his crew members.

Big crowds also took in two days of Sprint car and Modified races on the opening weekend, and two more days of Modified and Sprint cars on the final weekend. Demolition Derbies on both Sundays of the Fair also drew good crowds, in spite of the cool, wet weather.

Other attractions that drew plenty of interest was the enlarged STEM building, the All-Alaskan Racing Pigs, several street performers, exotic animals at Walk on the Wild Side and the many farm animals at Barnville.

You Named Them!

Our mascots needed a name and with the help of social media, Snickle and Fritz was chosen.



snickle



FRITZ





Judy Buermann, Thanks for 19 years

Judy started working at the Fair in 2001 as the Food Concessionaire and Commercial Exhibits Manager. Throughout the years her position expanded to many other areas of the Fair; when something needed done Judy was always there to help with a smile. Judy retired in 2019 and is enjoying crafting, cooking, and spending time with her husband, Ron.



Children ID Wristbands

Over 14,000 wristbands were given to families with small children at entry gates and information booths. "I Love the Fair" is printed on the outside of wristbands and the parents' cell phone numbers are written on the inside. Parents can be contacted immediately. Wristbands are sponsored by the Fair to offer this complimentary program to families.



Rotary Food Drive at the Fair

On September 25, 2019 the Downtown Yakima Rotary Club and the Fair worked together on a promotion for a food drive at the Fair. Over 40,000 pounds of non-perishable foods were collected for local food banks. This was the second year of the promotion - 38,000 pounds of foods were collected in 2018.



Our Partnership with South Korea

Officials from Hadong County, South Korea visited the Fair on September 21 with several honored guests including Vice Mayor Park Geum Soek. The group also had a special 20-member band, Pungmulnori, comprised of students ages 5-16 years old. Additionally, fairgoers had the opportunity to taste Hadong County's famous green tea.



Increase in Award Premiums This Year

2019 increase in livestock premiums (cash payouts) is due to more beef in the barns and running 3 shows this year (1st half, mid-way, 2nd half).

Youth dairy cattle started out in 2011 with 4 exhibitors and 5 exhibits to today's 27 exhibitors and 98 exhibits, thanks to our Dairy Superintendent that has worked hard at getting the kids interested!

General	2017	2018	2019
Exhibitors	3817	4040	3759
Exhibits	4538	5328	4871
Premiums	\$16,548.50	\$24,933.00	\$24,677.00
Livestock			
Exhibitors	278	347	409
Exhibits	3022	2625	3652
Premiums	\$62,620.80	\$75,658.40	\$100,954.30



Fair Reading Round-up

The Reading Round-up program is offered by the Fair to encourage students to read. At participating schools, students through the 5th grade who read at least 300 minutes received a voucher for a \$1 fair admission ticket.

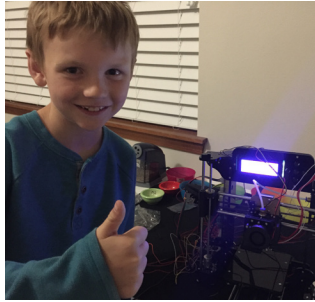
Year	Students	Minutes
2019	8,632	2,808,915
2018	8,607	2,807,505
2017	7,904	2,585,423

More 2019 Highlights



Fairs are the Largest Classrooms

The Fair is full of educational opportunities for people of all ages to learn hands-on about agriculture, history, STEM (Science, Technology, Engineering, Mathematics), cooking, and more! Schedules were posted online (fairfun.com) on the daysheets located in the entry kiosks.



Adam's Story

The STEM program can take an ordinary child from watching Marvel movies and playing video games to develop an interest in technology. This

is exactly what happened to 9-year old Adam Smith after visiting the STEM building at the Central Washington State Fair where Mark Cheney introduced him to 3D printers. The rest is history – Adam now has his own 3D printer and designs Lego blocks, codes websites, and programs video games.

Jonathan Smith, Executive Director at Yakima County Development Association and Adam's father, shared this story at their annual meeting, "Science, Technology, Engineering, and Math is fun and is something kids can turn into a career right here in the Yakima Valley."

The interactive STEM program is set up in Pioneer Hall during the annual Central Washington State Fair.



Winner of the Giant Pumpkin Contest
– 600 pounds

Non-profits Represented

There were 19 local non-profit organizations represented at the Fair that raised money for their specific cause. For many of the non-profits this is their only fundraiser. Yakima Valley Dairywomen, for example, gives two college scholarships and supports educational dairy industry programs.



Thanks Sid for 75 years

For 75 years Sid has been volunteering at the Fair – taking off a few years to serve in the military and Congress. In 2019, he retired as Chair of the CWFA Board. Sid can still be seen in the early hours or late nights working quietly behind the scenes on the fairgrounds. Thank you, Sid, for all your years of service, we appreciate you.



STATE FAIR PARK

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