



**STATE FAIR PARK
& Event Center**



CELEBRATING TOGETHER AGAIN

2021

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

2021-2022 BOARD OF DIRECTORS

Tom Stokes, Chair

LaVonne Boogerd, Vice Chair

Halley Newhouse, Secretary

Ignacio Marquez, Treasurer

David Hargreaves, Director

Lon Inaba, Director

Trent Marquis, Director

Don Whitehouse, Director

Vicki Baker, Director

Scott Wagner, Director

Kathy Kramer, President/CEO

Senator Curtis King, Ex-Officio

Yakima County Commissioner

Ron Anderson, Ex-Officio

Congressman

Dan Newhouse, Federal Ex-Officio

Greg Stewart, Honorary

Morrie Shore, Honorary

A Note From Our President



When I look back at this past year, well actually the last two years, three words come to mind - resilience, reinvention, and resourcefulness. When the world you know no longer exists, you need to create a new one and that's exactly what we did. We had no idea we were in this for the long haul when we were forced to shut down in March of 2020 because of the pandemic. I remember in a staff meeting saying to the team we should "never waste a crisis" and that the silver lining in this situation was the opportunity to do things we would otherwise never have time to do.

Many great things were born out of our ability to create our new normal during the pandemic. We reinvented ourselves by creating three self-produced events which generated much needed revenue, and provided events for the community to enjoy in a safe manner. We anticipate these new State Fair Park events being around for the community to enjoy for years to come.

Every day was an exercise in being resourceful. Staff took on new responsibilities and we were very creative in doing more with less. With extra time and the teams' resourcefulness, many improvements were made around the grounds and to our buildings, with little or no money. Re-purposing, repairing and lots of creativity.

The team demonstrated remarkable resilience as we navigated through the pandemic, and we found comfort staying focused on our common mission. It was team spirit, passion and the love for the Fair that kept the team going.

I am so proud of what this small but mighty team has been able to accomplish these past two years. I want to thank our Board of Directors for their continued support as we navigated those uncertain times always keeping our eye on the future, and thank the community for supporting our new self-produced events and coming out last Summer to enjoy the Fair, masks and all. We are excited to be able to get back to business again and welcome everyone back to State Fair Park to continue serving our community.

President/CEO

Kathy Kramer, CVE, CFEE, CMP

Welcome to the Team



Judy Carrico

CFE, Agriculture and Exhibits Manager
Joined State Fair Park
June 2021

Judy has extensive experience in

competitive exhibits and agricultural education exhibits. She has been a leader in creating STEAM programming at county fairs in California that have expanded to other states. She is a graduate of the Institute of Fair Management and a Certified Fair Executive with the International Association of Fairs and Expositions. She currently serves on the Western Fairs Association Board of Directors and was President of the Board in 2019.

"I'm so excited to be a part of the Central Washington State Fair team under Kathy Kramer's leadership. State and County Fairs are such a huge part of the agriculture community throughout the United States. I'm looking forward to building on the fair's great tradition to grow the agriculture education and competitive exhibits program.

Marlo McCrea

Business Development & Programming Director
Joined State Fair Park
September 2021

Marlo has grown up in the Yakima Valley and has over 15 years' experience with events, nonprofits, & philanthropic fundraising.

Marlo has a wealth of experience developing events of all sizes. She also has played a key role in building the foundation and fundraising efforts of many nonprofit organizations in our community.

"I could not be more excited to join this team! State Fair Park and the Central Washington Fair Association are an important part of our history and future. We are a nonprofit supporting agriculture, youth education, and a diverse community. I look forward to developing a place where the Yakima Valley can acknowledge its rich heritage and continue in its traditions while providing families a place to celebrate!"



2021 Highlights

SUNDOME ATTENDANCE



2019 | 2021
444,672 | 99,607

STATE FAIR PARK ATTENDANCE



2019 | 2021
505,174 | 385,446

LODGING ROOM NIGHTS GENERATED



2019 | 2021
26,101 | 21,997

VISITORS OUTSIDE 50+ MILE RADIUS



2019 | 2021
32,512 | 20,700

ESTIMATED ECONOMIC IMPACT



2019 | 2021
\$19.1 | \$12.3
MILLION | MILLION



2021 Spring Fair Food Fest

Presented by **HAPO Community Credit Union**

10 fair food vendors participated

2066 cars drove thru

Average spend per car **\$50**



2021 4th of July Celebration

Presented by **Yakima Federal**

Yakima County & the City of Yakima provided the funding for the largest firework show in the Valley

25,000 people attended this free community event



2021 2nd Annual Drive-thru Holiday Light Fest

Presented by **Yakima Federal**

Featuring **19** holiday themed scenes with **30 miles of lights**

39,000 guests enjoyed this event

Largest holiday display and event in Central Washington

2021 Community Impact



Pilot Community Vaccination Center

2021 provided an unprecedented opportunity to use the fairgrounds to serve our community. State Fair Park was selected to serve as a Pilot Community Vaccination Center which opened on March 31st and ran for eight weeks. Activating this pilot community vaccination site involved more than 20

federal, state, local and private sector organizations. Men and women from all over the Country descended upon Yakima to ensure the success of this massive vaccination site. The entire grounds were transformed into a complex yet well-run operation. During this eight-week period, more than 40,000 COVID-19 vaccinations were administered to Washingtonians from this mobile site. Spectra, State Fair Park's catering partner, provided three hot meals each day to those dedicated men and women that worked tirelessly to operate this site. During the eight-week run, over 23,000 meals were prepared. This operation also contributed over 10,000 hotel room nights to a hotel community that had been devastated by the pandemic.

Despite being closed for events, we continued to make the fairgrounds available to serve the community.



During the Evans Canyon fires, we served as an evacuation site for animals and many people that had to be evacuated stayed in our RV park.



We hosted 5 food distribution events, providing much needed food to our community during the pandemic.

2021 Annual Fair Highlights



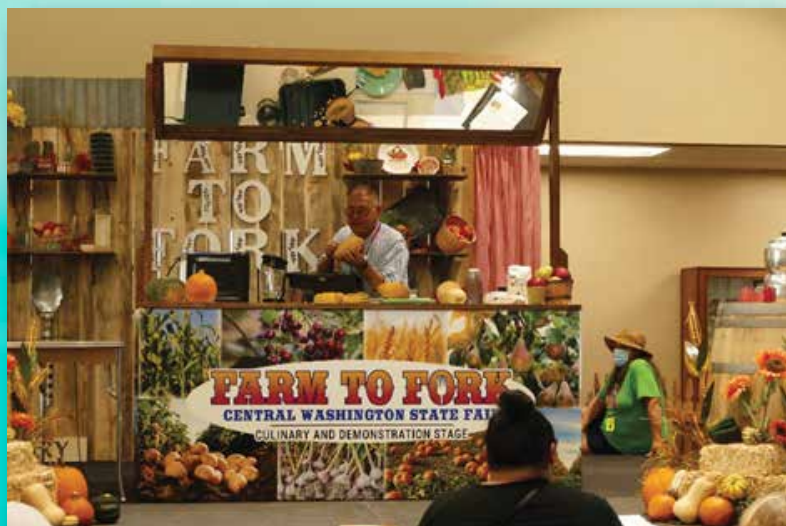
The annual Central Washington State Fair presented by Legends Casino Hotel wrapped up Sunday, October 3rd after a 10-day run. Despite attendance being down 25% from the 2019 Fair, we achieved record breaking sales numbers for the carnival and food. We anticipated attendance would be down this year and truly didn't know what to expect as we opened the Fair. We are pleased with the community's support. Smaller crowds provided more room for people to spread out and they stayed longer.

Central Washington State Fair introduced some new things this year, despite the short planning time available for the Fair. The new format for the main stage concert venue with floor seating, which required a paid reserved concert ticket and included fair admission for the day of the show, was a big hit. Three sold out shows - Gabriel "Fluffy" Iglesias, for King & Country, and Josh Turner.

We also introduced a new concert VIP experience. Our guests loved the new experience, and it was sold out for each show well in advance of the Fair opening.

Our livestock and show arena, Durand Arena, got a new home and upgrades making the arena larger. The arena was relocated closer to the livestock barns, making it more visible to fairgoers and easier for exhibitors and show participants to utilize.

The new Farm to Fork Culinary and Demonstration Stage was a popular new stop for fairgoers to learn everything from knife skills, to making pesto, to creating charcuterie boards for your next gathering.



"Squash is Posh" ~ Lon Inaba, Central Washington Fair Association Board of Director, presented a variety of cutting techniques and shared recipes using squash from his farm.



2021 What's New



Durand Arena was relocated to its new home next to the livestock barns.



New state of the art **LED scoreboards** in the SunDome.

2021 Agriculture

The FFA Judging Competition had 480 students representing 23 Washington State Schools. Admirably, one FFA Chapter drove over 5 hours to participate. Categories judged included tractor driving and livestock.



We had lots of traffic in all the livestock barns, and fairgoers especially liked seeing the two litters of baby piglets that were born during the Fair.



GENERAL:	2018	2019	2021
EXHIBITORS	4040	3759	1614
EXHIBITS	5328	4871	3619
PREMIUMS	\$24,933.00	\$24,677.00	\$15,245.00
LIVESTOCK:			
EXHIBITORS:	347	409	234
EXHIBITS:	2625	3652	2870
PREMIUMS:	\$75,658.40	\$100,954.30	\$78,616.00

Non-Profits Represented

There were 18 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 of the year.

2021 was Young Life's 49th year raising money at the Central Washington State Fair. We look forward to celebrating their 50th with them in 2022!



Congratulations

Toppenish FFA was awarded **1st Place** for their horticulture display in the Agriculture Building.



Lower Naches Grange won **1st Place** for their Grange Exhibit which also was awarded **The Sid Morrison Award** (Best Educational Message) and **The Fred Yahn Award** (Past CWSF President and WA State Grange Deputy At Large).

Nicole Condi earned the **Jean Harris Outstanding Award** in the Rabbit Department for helping fellow exhibitors, interacting with the public, and helping to keep the exhibit clean.



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