

Salinas Valley Fair Heritage Foundation Annual Meeting Year End Report



The Salinas Valley Fair recognizes achievement and excellence.



The fair represents American tradition, a measure of our



accomplishments,
and a place to
belong...even for
newcomers.

The fair is a platform for lifelong education and learning.



The fair is where you see your friends. It is a huge community reunion, creating a sense of belonging in a world that is increasingly divided.





**SALINAS VALLEY
FAIR**



MONTEREY



INTERNATIONAL
WINE COMPETITION



SVF

Ranch Rodeo

January 23, 2016 ★ Rava Indoor Arena



The Salinas Valley Fairgrounds for over 70 years, is the home to the annual Salinas Valley Fair, the Monterey International Wine Competition, King City Flea Market, Chalone Peaks Middle School Volleyball and Basketball, SVF & MCCA Ranch Rodeo and many events year round.



MISSION

To showcase the annual fair, promote the talent and education of citizens of all ages and provide a year round setting for community service and celebration.



VISION

To ensure our facility is the hub of the Salinas Valley community, reflecting tradition, quality, teamwork and positive growth through leadership and vision.

Summary of Events as of July

- 41 Private Events
- 19 Rodeo/Equestrian Events
- 2 Hispanic Concerts
- 17 Non-Profit Meetings
- 12 Fundraisers
- 21 Public/Corporate Meetings
- 80 Days of Volleyball, Basketball or Soccer

Notable Events

- Winter Square Dance Festival
- Monterey Int'l Wine Competition
- Monterey County Ag Day
- Sober Grad & CPMS Graduation
- Food Pantry & Mo Co Food Bank Dist.
- Circus
- NBHA State Finals
- Fundraisers: Little League, MCARLM, NRA, Sol Treasurers, King City Chamber



New Events in 2016

- WCBRA Finals
- Vietnam Wall Display
- South County Trashion Show
- Pet Vaccination Clinic
- Monterey County 4-H Field Day
- Swine Showmanship Clinic & Auction
- California Flat Track Motorcycle Series



Committed to Serving Our Community

- Coat Drive
- Toy Drive
- Food Pantry
- Pet Vaccination Clinic
- CHP Car Seat Checks
- Relay for Life
- Non-Profit Discounts
- King City Lions Community Easter Egg Hunt



Salinas Valley Fair

The annual fair is the anchor event of the facility.

60% of our annual revenue is derived from the activities associated with the four day Salinas Valley Fair



- Butler Amusements had highest grossing day at the Fair on Saturday, May 14
- Food and beverage sales were up over year prior and exceeded budgeted expectations

Salinas Valley Fair

Total Attendance

38,050

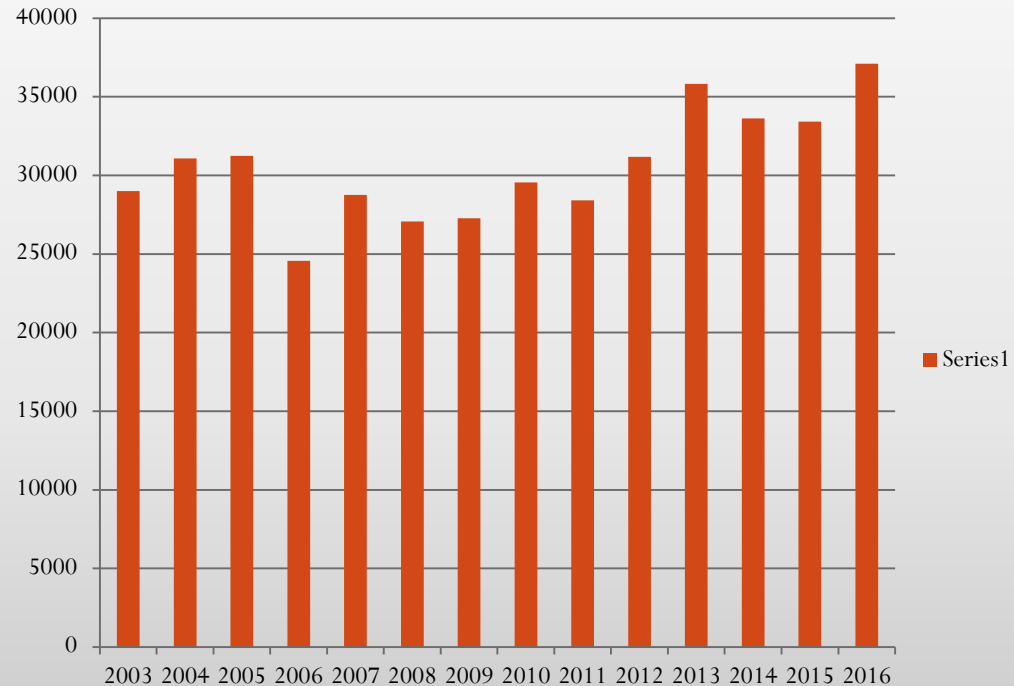
Attendance by Day

6,576 Thursday

8,472 Friday

12,984 Saturday

10,018 Sunday



678 Free Kids – Thursday, May 12, Kids Day

638 Free Seniors – Friday, May 13, Senior Day

277 Free Military – Saturday, May 14 Military Day

NEW! 247 Middle School Free Admission & Carnival

Salinas Valley Fair



FAIR EXHIBITS

Total Exhibitors 2,553

Total Entries 7,999

JUNIOR LIVESTOCK AUCTION

- Livestock Entries (All) 2,539
- Auction Lots Sold 924
- Auction Gross \$2,070,611*



Salinas Valley Fair



**2016
Salinas Valley Fair Heritage Foundation Animal
Megan Wasson**

2015-16 Improvements



- ✓ Roof Coating at Pavilion
- ✓ New Stage in Orradre Building w/skirting
- ✓ New folding chairs, tables
- ✓ Maintenance to Pavilion BBQ
- ✓ Expanded concrete pad for wash racks at Rava Arena - donated
- ✓ Purchase additional panels & gates for horse stalls
- ✓ Purchase mobility mats for wheelchair and stroller access to grass areas
- ✓ Roof Repairs Administration

Total Fair Investment \$84,700

2016 Strategic Plan Goals

Branding



2016 Strategic Plan Goals

- Goal A: Brand the Salinas Valley Fairgrounds as the community's center, a safe, vibrant place for the community to gather by increasing *SVF visibility and involvement in the community* and with a strategic marketing and communications plan.

2016 Community Events: Trashion Show, Vietnam War Memorial, El Grito and Business Expo

2016 SVF Visibility: King City Youth Violence Task Force, King City Disaster Response Committee, Sponsor 4-H & FFA Week on KRKC Sponsor King City Farmer's Market Bags, Non-Profit Prize Donations

2016 Strategic Plan Goals

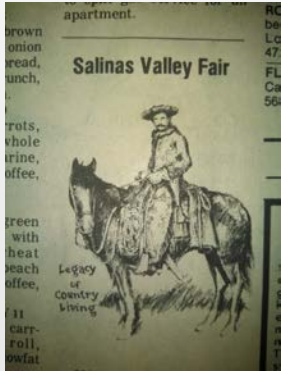
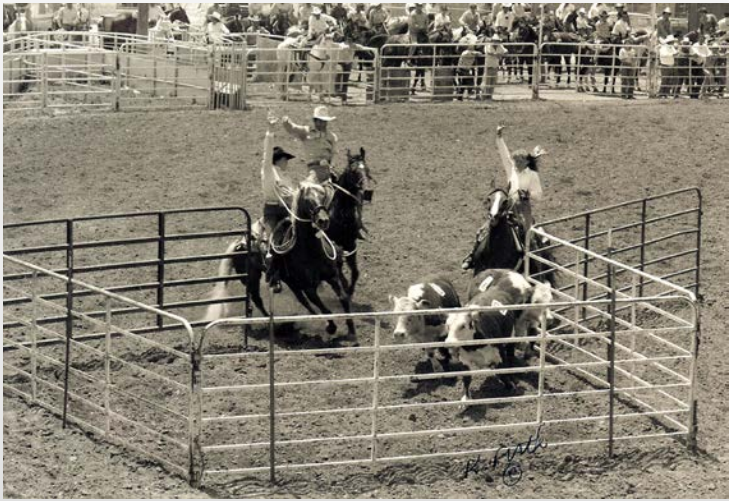
Maintenance & Grounds

2016 Strategic Plan Goals

- Goal B: Complete a needs assessment of community & patron needs. Prioritize master plan projects for short term and meaningful success
- Goal C: Develop and adopt a financial reserve fund policy and a deferred maintenance fund as part of the annual budgeting process
- Goal D: Commit to an annual deferred maintenance plan and equipment replacement plan, addressing funding sources, planning and phasing implementation



Celebrate your heritage! The fair is a dynamic institution with a rich history.



The Fair is Relevant to the Community!

“Agricultural Fairs...they bring us together, and thereby make us better acquainted, and better friends than we otherwise would be.”

Abraham Lincoln
Wisconsin State Fair
September 1859