



EST. 1856

# UTAH STATE FAIRPARK

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# UTAH STATE FAIRPARK



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## **BACKGROUND:**

- **Established in 1902**
- **Wholly owned by State of Utah**
- **65 acres, 33 buildings, outdoor arena, grandstand, etc.**
- **Operating with the objective of becoming self-sustaining**
- **Current lease expires in 2017**
  - Legislation passed to extend lease in 2010
  - Lease extension has not been executed to date

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## 2015 Utah State Fair recap –

- **Attendance: 250,000+ ticketed attendees**
- **10,253 Competitive Exhibits and 4,264 Exhibitors**
- **3 days of inclement weather, Fair closed during one day due to flooding.**

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## **Plans and goals of the Fairpark Board for programming and facilities in the short-term (3-5 years) and long-term (10 years):**

**The Fairpark seeks immediate execution of a 50-year lease extension for the property. The Fairpark's board of directors cannot execute required agreements to operate the Fairpark without a lease. Business plan includes 5 key objectives that will position us to be competitive with similar venues in other States.**

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## **Five Objectives:**

- 1. Increase Year-round Fairpark Activation**
- 2. Renovation & Beautification of Existing Buildings**
- 3. Increase Utah State Fair Attendance**
- 4. Multi-Use Stadium**
- 5. Exhibition Center**

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## OBJECTIVE 1: INCREASE YEAR-ROUND FAIRPARK ACTIVATION

### 2016 & 2017 Booked Events

- **June 4 - Miss Utah State Fair Contest**
- **Barrel Racing Series**
  - June 25 - Utah State Fair Barrel Race Series #1
  - July 9 - Utah State Fair Barrel Race Series #2
  - August 13 - Utah State Fair Barrel Race Series #3
  - September 10 (tentative) - Utah State Fair Barrel Race Series Final
- **July 2016 - Artist-Blacksmith's Association of North America (ABANA) annual conference.** The annual event brings together more than 1000 accomplished blacksmiths from as far away as South Africa for demonstrations, workshops and lectures -- as well as the chance to showcase their talents and swap trade secrets.
- **2016 Utah State Fair – September 8-18**
- **2017 event - BMW MOTORCYCLE OWNERS OF AMERICA** annual conference – July 2017 The annual event brings together more than 5000 BMW motorcycle enthusiasts from all over the world.

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## OBJECTIVE 1: INCREASE YEAR-ROUND FAIRPARK ACTIVATION

### Potential Events 2016 & Beyond

- **Utah High School Rodeo Finals** - *preparing a response to bid*
- **Bullfighters Only** - newly founded American-style bullfighting – tour schedule being developed – finals in Las Vegas in conjunction with NFR
- **Xtreme Bulls** - Nationwide tour schedule – finals in Ellensburg in September
- **Ranch Sorting National Championships** - state finals
- **American Stock Horse Association** - nationally sanctioned, emphasis on versatile horse use – no events currently in Utah
- **Community Education Series** - exploring opportunities to offer classes that could result in new or increased exhibitors for the Fair
- **Senior Rodeo National Finals**- Preparing a response bid. The event draws contestants from all across the United States.



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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

### Improvements to Park's Infrastructure and/or operations

- Fairpark recently implemented procedures to monitor and correct the deficiencies as identified in the most recent DFCM building and grounds, and Risk audits. The creation of a comprehensive preventative maintenance program aligned with DFCM requirements to ensure we achieve “Excellence Level ratings” for future audits . And most importantly, preserving the historical assets of the Fairpark for many years to come.

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

Recent infrastructure improvements:	Cost:
<ul style="list-style-type: none"><li>Barn Structural upgrades completed (barns had been condemned)</li></ul>	\$2,030,000
<ul style="list-style-type: none"><li>Pioneer Building and south Food Court fire systems updated to current code</li></ul>	\$99,500
<ul style="list-style-type: none"><li>New Roof shingles put on Wildlife building, Promontory exterior painted, landscaping</li></ul>	\$576,227
<ul style="list-style-type: none"><li>New fencing installed</li></ul>	\$394,000
<ul style="list-style-type: none"><li>Bonneville building roof replaced</li></ul>	\$211,031
<ul style="list-style-type: none"><li>Bathrooms in the Grand building currently being remodeled (projected completion date March 2016)</li></ul>	\$293,000

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

2015 Non-capital monies improvements:	Cost:
<ul style="list-style-type: none"> <li>Electrical repairs and upgrades made to Entrance gates, North concessions &amp; lighting upgrade the Market building</li> </ul>	\$9,000*
<ul style="list-style-type: none"> <li>Asphalt maintenance</li> </ul>	\$19,600*
<ul style="list-style-type: none"> <li>Plumbing repairs entertainers trailer water lines, North concession gas line, Inspected all building and made repairs to faucets, drains, urinals, closets</li> </ul>	\$4,600*
<ul style="list-style-type: none"> <li>Glass repairs to North Temple barns, Building 25 mirrors, Building 33 mirrors, Arena rest room mirrors &amp; windows in multipurpose building 51</li> </ul>	\$6,400*
<ul style="list-style-type: none"> <li>HVAC quarterly P.M., Barn 51 heater repairs, Promontory condenser coils cleaned, Grand AHU coils cleaned, Walk in freezer serviced and evaporator fans replaced, Desert A/C electrical repairs, Dairy Barn milk tank moved and reconnected</li> </ul>	\$16,160*
<ul style="list-style-type: none"> <li>Installed fiber optic cable to all ticket booths, Wasatch, Zions, Deseret buildings and Show Barn.</li> </ul>	\$39,900*
	*does not include in-house labor or parts

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

2015 Non-capital monies improvements:	Cost:
<ul style="list-style-type: none"> <li>• Fire monitoring and suppression systems in food court repaired and inspected by licensed contractor</li> </ul>	\$9,900*
<ul style="list-style-type: none"> <li>• Storm drains jetted (preventive maintenance)</li> </ul>	\$4,800
<ul style="list-style-type: none"> <li>• Landscape</li> </ul>	\$21,500*
<ul style="list-style-type: none"> <li>• Repair picnic tables, live stock panels and Rodeo area chute gates.</li> </ul>	\$15,000*
<ul style="list-style-type: none"> <li>• Fair Park annual cleaning, trimming, weeding, litter &amp; fall clean-up, watering, sprinkler repair, painting, ticket booth roof repairs, guest service gazebo replaced, event tables &amp; chairs cleaned and refurbished, repair equipment carts</li> </ul>	\$68,500*
<ul style="list-style-type: none"> <li>• Parts</li> </ul>	\$98,906
	*does not include in-house labor or parts

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

Planned infrastructure improvements (2016):	Cost:
• Grand building & Parking light upgrade	\$116,000
• Grand Building reroof	\$306,850
• Zions Building Reroof	\$124,300
• North Temple Barns brick repair	\$41,000
• Electrical Panel replacement	\$185,000
• Market & Sheep Barn window replacement and repair damaged and missing brick mortar	\$353,700

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

Requested infrastructure improvements (2017):	Cost:
• Multipurpose Barn reroof & water damage repair	\$220,000
• Grand Building interior renovation	\$600,000
• Deferred building door repairs and replacements	\$95,000
• Deferred HVAC & Exhaust repairs and replacements	\$140,000
• Grand Building HVAC Deferred maintenance/upgrades	\$114,000
• Food Court window replacements	\$204,000
• Exterior lighting upgrades	\$60,000
• Storm drain and regrading along Midway street north of malls to giant slide	\$1,200,000
• Show Ring roof replacement	\$80,000

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

2016-2017 Budget Request	Cost:
• Design/Engineering/Architecture for New Multi-Use Arena	\$500,000
• Planning/Prep for Days of '47 Rodeo (July 2017)	\$125,000
• Drainage/Paving Work—North Side of Mall	\$1,200,000
• Drainage/Paving Work—South Side of Mall	\$1,300,000
• Drainage/Paving Work—Around Barns & South Building	\$1,000,000
• Addition to Deseret Building (Restrooms)	\$40,000
• Addition to Zion Building (Restroom Facilities ) – Study/Design	\$10,000
• Replace Damaged/Old Stock Panels for Cattle, Hogs, Sheep, Goats	\$200,000
• Secure Wifi Access to all Buildings	\$10,000
• Design/Replace Ticket Booths to Upgrade/Accommodate E-Ticketing	\$125,000
• HVAC Upgrades for Buildings 18 & 24	\$10,000

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## OBJECTIVE 2: RENOVATION & BEAUTIFICATION OF EXISTING BUILDINGS

Estimated Upcoming Needs (within 3 years)	Cost:
• Multi-Use Arena Completion	\$20,000,000
• Expo Hall Design/Engineering/Architectural Study	\$500,000
• Continuing Infrastructure/Building Upgrades (\$3 million per year)	\$9,000,000
• Drainage/Paving Work—White Ballpark Area	?
• New Entrance Gate (near TRAX Station)	\$250,000

Estimated Upcoming Needs (within 7 years)	Cost:
• Completion of Expo Hall	?
• Continuing Infrastructure/Building Upgrades (\$3 million per year)	\$12,000,000

Estimated Upcoming Needs (years 7-20)	Cost:
• Continuing Infrastructure/Building Upgrades (\$2 million per year)	\$26,000,000



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## **OBJECTIVE 3: INCREASE UTAH STATE FAIR ATTENDANCE**

**The duration of the State Fair can be extended to 15-18 days from the current 11-day schedule. This provides one additional weekend which consistently bring 60,000-75,000 attendees.**

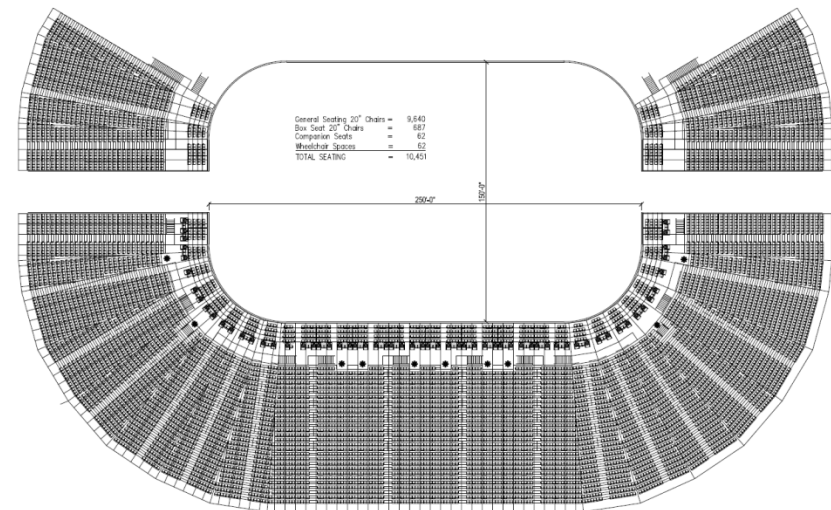
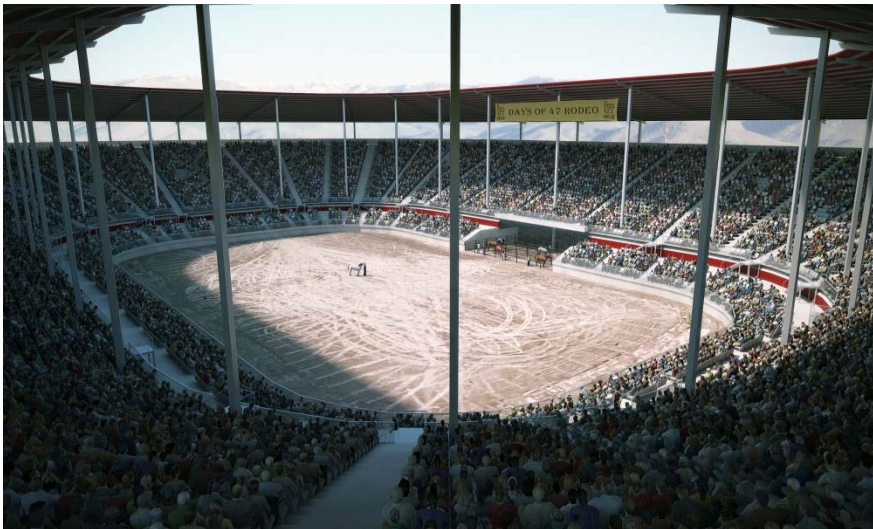
**A 2013 study (Populous), demonstrates ample market to increase attendance to the annual State Fair to a maximum 435,000, which is consistent with comparable fairs in the U.S. The Minnesota Fair is a good model for Utah to use. They have been successful in increasing entertainment and features while keeping costs under control, and meaningfully growing their Fair event.**

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## OBJECTIVE 4: MULTI-USE ARENA ADDITION

- 2013 Populous market study identified the demand for equestrian facilities. A modern, multi-use, 10,000 seat stadium would allow the Fairpark to host the Days of '47 Rodeo, equestrian shows, livestock shows, monster truck shows, arena cross and other similar sporting events.



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## OBJECTIVE 5: EXHIBITION CENTER ADDITION

- **New event facilities could lead to the attraction of larger events that have been constrained by the existing facilities small exhibition and meeting spaces. Those could include:**
  - Consumer and public shows
  - Trade and industry shows
  - Mid-level sized banquets
  - Sales and auctions
  - Festivals
  - RV Rallies



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## OBJECTIVE 5: EXHIBITION CENTER ADDITION

- The addition of an Expo Hall to the Fairpark property will accommodate said office space. The Department of Agriculture offices could be located on the second or third floor of the Expo Hall.





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## ADDITIONAL INFORMATION

### Lease agreement updates:

- No new lease agreements to announce at this time.

### Generation of revenue updates (can the Park be a self-sustaining organization?):

- No, not in its current state. Many upgrades need to take place in order to become competitive and self-sustaining.

### Partnership updates:

- The Fairpark is always seeking partners and have a few excellent partnerships in place. However, we are unable to secure future partnerships due to the lack of a lease extension. We can guarantee only one-year.