



EST. 1856

UTAH STATE FAIRPARK

FAIRPARK COMMITTEE

NOVEMBER 30, 2016

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2016 has been a very good year for the Fairpark.

Thanks to the hard work of the Fairpark Committee the fate of the Fairpark and Fair was decided.

Senator Van Tassell and Representative McKell co-sponsored a bill that defined our working relationship and provided us with the ability to secure much needed financing.

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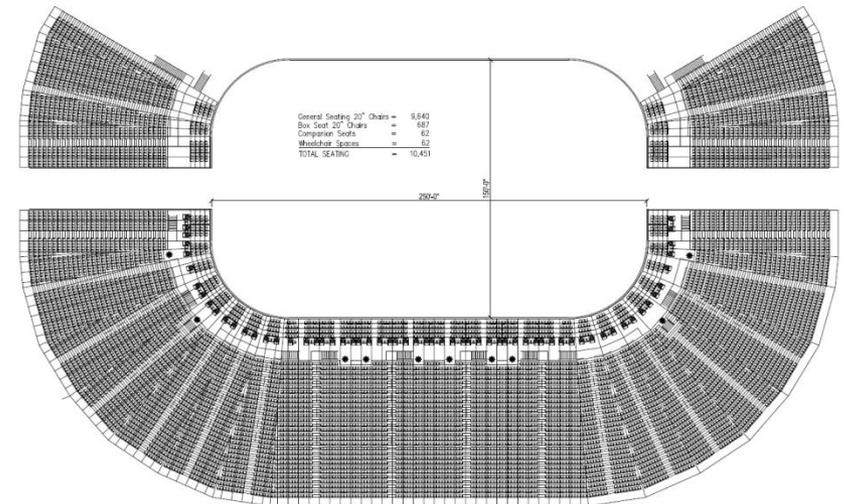
With the uncertainty of our fate behind us we were able to focus on new opportunities.

- **The Days of 47 Rodeo and the Fairpark formed a mutually benefitting relationship. (Terms of the relationship are still being vetted out)**
- **Funding for a new multi-purpose arena was approved and construction began July 18th substantial completion is scheduled for July 1, 2017**

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MULTI-USE ARENA ADDITION: Days of 47 Arena at the Utah State Fairpark



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- **A relationship with Tracy Aviary was cultivated (Thanks to Senator Escamilla); leadership of Tracy Aviary was actively looking for a new westside location.**
- **We introduced them to the idea of building their new “conservation camp” at the Fairpark. West of the Jordan River. In order for this to become a reality the Fairpark needs to acquire a minimum of 3 acres of land. The current property owner recently confirmed that they will not be selling.**

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- **An alternate site was proposed to Tracy Aviary. We are waiting on their leadership team to confirm if they have interest in the new location. (East of Jordan river on white ball park property) they will need 3 acres.**
- **If successful Tracy Aviary will sign a multi-year lease with the Fairpark.**

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EXHIBITION CENTER ADDITION

- The Department of Agriculture offices would be located on the second or third floor of the Expo Hall.



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- **Department of Agriculture Building**
- **The project currently ranks number four on the building boards priority list, number “one” for non-educational.**
- **The initial concept was that the building would house the Department of Agriculture and provide the Fairpark with badly needed modern expo space below. Sadly due to the cost of construction the expo space has been reduced significantly. Our original ask was for a minimum of 30,000 SF. Based upon current design we will end up with less than 9,000 SF.**

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- **Department of Agriculture Building Cont.**
- **9,000 SF will not provide the Fairpark with the new programing opportunities that were identified in our 2015 business plan.**
- **We propose that the Fairpark receive compensation for the land that will be surrendered to construct the new building. We would like The Fairpark be awarded the existing Dept. of Agriculture property once construction is completed on their new building.**

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- **This partial of property would permit the Fairpark to grow to the north west complimenting the new arena. And provide us with the opportunity to erect new animal barns on the north side of the property freeing up the old historic barns along north temple for commercial use.**

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Re-Cap of our 2016 Five Objectives:

1. Increase Year-Round Fairpark Activation **Achieved!**
2. Renovation & Beautification of Existing Buildings
Significant improvements are underway. Roofs, Painting, doors, ETC.
3. Increase Utah State Fair Attendance **Achieved!**
4. Multi-Use Stadium **Opens in 2017**
5. Exhibition Center **??**

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2016 Performance Review

- **The Fairpark successfully increased the number of events held at the Fairpark driving improved attendance.**
- **A few notable new events:**
 - ABANA annual blacksmithing convention
 - Vintage Whites fall show
 - Utah Beer Festival
 - Reggae Rise Up

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2016 Utah State Fair Recap –

- **Attendance: 260,000+ ticketed attendees an increase of 4.7% over prior year.**
- **10,253 Competitive Exhibits and 4,264 Exhibitors**
- **Carnival ride revenue exceeded “best” prior day performance four of the 11 days and exceeded previous benchmark for total revenue “2008” by 5.1%**

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2016 Utah State Fair Recap Cont.

- New auditing practices were implemented to better monitor Fairpark revenue sharing opportunities.
- Concessions “food & beverage” gross revenue exceeded prior year by 71.6%.
- Parking revenue exceeded prior year by 1.9%
- Total Fair Revenue exceeded prior year by 16.3%
2,962,000 versus prior year 2,546,000

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Arena loss impact:

In order to achieve the construction timeline necessary to complete the new arena for the 2017 events. The Fairpark was forced to cancel “all” arena events and to cure professional contracts where applicable.

For the Fairpark corporation to achieve self-sustaining status it is imperative that we create momentum and build upon our success. Fortunately 2016 will be better fiscally than 2015

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Arena loss impact:

However, we will fall short of our 2016 budget plan. Therefore, in order for us to maintain the financial momentum we worked so hard to achieve in 2016, we will need to be compensated for the lost revenue for arena events and unbudgeted “actual” expenses incurred by the Fairpark to de-commission the old arena

- Revenue loss: \$309,000
- De-commission arena expenses: \$292,000
- Revenue loss (forecast) 2017: \$115,000