



Utah State Fairpark
Executive
Appropriations Committee

July 25, 2017

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Arena Events Review

- Notable events to date: Vans Warped Tour, Scottish Festival, Vintage Whites, Beer festival, BMW rally, Days of 47 and many small events.
- Up-coming Events Ramon Ayala concert, Hispanic Rodeo, Friday night lights barrel racing series.
- 2017 Fair events musical act "Lo Cash concert" Monster trucks, Demolition Derby, Fair Rodeo
- October Events Demolition Derby

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Event Revenue YTD Jan-Jun

- Event Revenue is up 49.4% over prior year
- Expenses are down 4.9% over prior year
- Net profits are up 55.8% over prior year
- Preliminary numbers indicate that July 2017 will exceed July 2016

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Days of 47 Rodeo

- Fixed rental rate of 100K which includes the use of all Fairpark assets, utilities, and staff for one full week.
- All support labor required to produce the event will be invoiced at cost.
- Additional financial information and KEY learnings will be introduced to the committee during the hearing.

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Key missing items that are necessary to host future events:

- Mobile concert stage \$80,000
- Large acts will not play in an arena with a dirt floor, (naturally there are exceptions) the cost for a removable temporary floor \$180,000
- Jumbo Tron Screens; we have the mounting poles however screens were not part of the project. \$250,000
- Ventilation in snack bars \$26,000
- Heat in restrooms and concession stands \$225,000

Total: \$761,000