



UTAH STATE FAIRPARK

NATURAL RESOURCES, AGRICULTURE, AND
ENVIRONMENTAL QUALITY APPROPRIATIONS
SUBCOMMITTEE

FEBRUARY 14, 2020

UTAH STATE FAIRPARK



- The fair as it is known today was established in 1856
- Relocated to our current site in 1902
- Wholly owned by State of Utah
- 65 acres, 33 buildings, outdoor arena, grandstand, etc.
- We care for and maintain 13 historic buildings, and grounds
- Operating under the legislative directive of becoming self-sustaining

UTAH STATE FAIRPARK MISSION STATEMENT (what we do)



- Preserve Utah's heritage
- Meet tomorrow's future today
- Showcase agriculture, innovative technology, and all things Utah with an emphasis on family values
- Cultivate and support future leaders in agriculture, and provide opportunities for the agricultural community to deepen consumers' understanding and appreciation of agriculture's role in their daily lives and the economy of our state.

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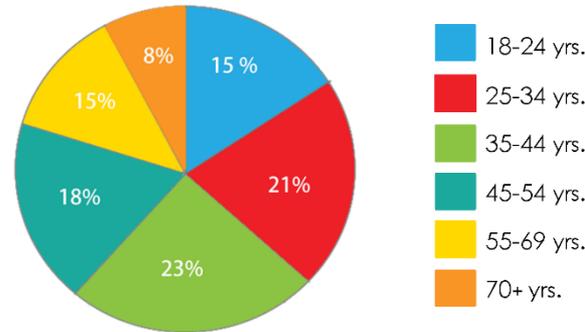
DEMOGRAPHICS

Who attends Utah's largest annual event?

ANNUAL HOUSEHOLD INCOME



AGE DISTRIBUTION



46%



54%



61% OWN THEIR HOME



62% MARRIED



61% HAVE A DEGREE



89% LIVE WITHIN 50 MILES OF THE FAIRPARK

*Data based on 2018 on-site and post event surveys.

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2019 Fairpark Improvements

- Replace worn exterior siding on guest services building: \$83,000.00 **Completed September 1, 2019**
- Deferred maintenance entertainers trailer: **Completed September 1, 2019 \$20,000.00**
- Install heat in barn #9: \$36,000.00 **Completed March 2019**
- Air curtains in food court: \$14,500.00 **Completed August 2019**
- LED signage for park: \$12,500.00 **Pending**
- Built new arena production studio thereby freeing up space for announcer and judges in announcer booth: \$35,000.00 **Completed July 10th 2019**

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➤ Improvements

- New stucco siding guest services



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New A/V building to support arena



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Vans Skateboarding Park



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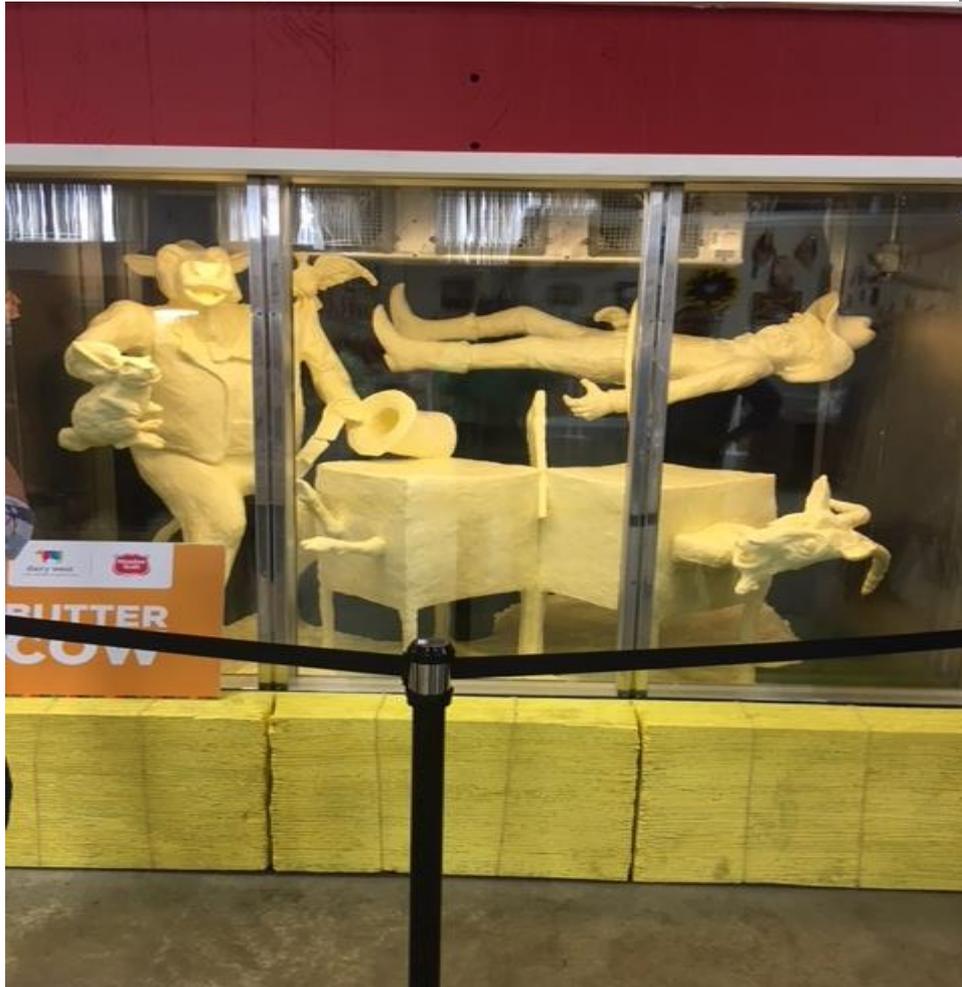
2019 State Fair



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2019 State Fair



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2019 Utah State Fair Performance Review

- **Attendance: 274,027 attended the Fair in 2019**
 - A decrease of 9.8% over prior year. And 18% below our KPI goal. “rain & local flooding”
- **10,653 Competitive Exhibits and 4,311 Exhibitors.**
 - Up 3.5% over prior year
- **Carnival ride revenue achieved “historical 2nd best.”**
 - Exceed the \$1 MILLION mark in gross revenue for the 2nd consecutive year...
 - Total ride and midway gross revenue: \$1,370,494
 - Down only 58K versus prior year in spite of four days of rain and flooding.

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2019 Utah State Fair Cont.

- **Concessions “Food & Beverage” gross revenue of \$2,426,478 2nd only to last years record setting fair.**
 - **Down .9% versus prior year.**
- **Arena event gross revenue of \$901,253 versus \$500,116 in 2018**
 - **Up 82% over prior year (Old Dominion)**
- **Total fair gross income \$4,300,298.04**
 - **Up 3.5% (\$145,351.91) over prior year.**
- **Total fair expenses up \$214,520.01 a 7.8 increase over prior year**
 - **Rain and localized flooding mitigation, bigger arena acts**
- **Net Fair Earnings: \$1,314,067.47**
 - **Down 5% versus prior year (\$70,169)**

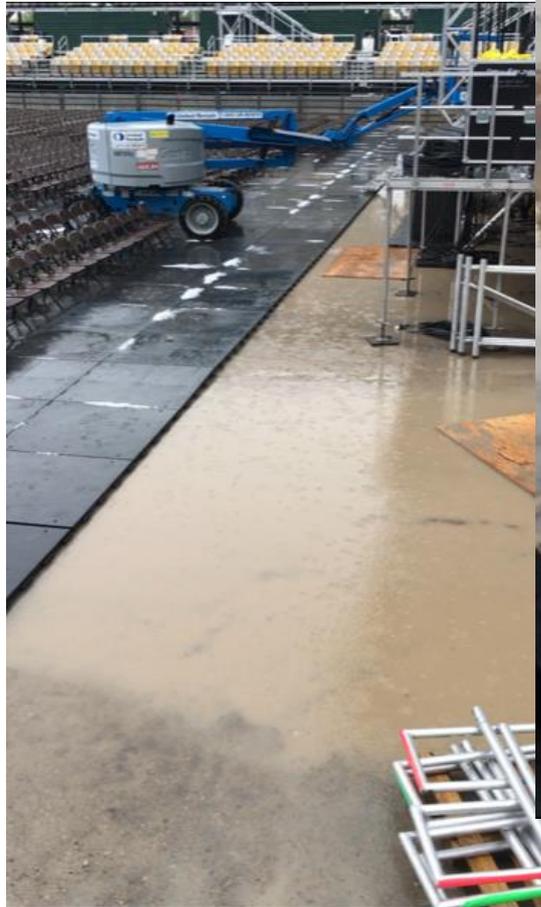
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2019 Fair Revenue Assumptions

- Cooler weather arrived the first weekend of the fair, heavy rain on Wednesday flooded the circus, arena, many exhibitor booths, and the midway. 4 days of scattered showers and one day of heavy rain, negatively impacting “day of” ticket sales....
- Our marketing plan was well received by the public, and was supported by an extensive advertising campaign. We utilized Billboards, Television, Social Media, static ads and print to convey our message.
- Superb content! We provided highly attractive live acts in the arena, Old Dominion, Foreigner, Prince Royce and more. We surprised guest with fun and engaging grounds entertainment acts that the entire family could enjoy, and increased the size and content of our agriculture educational exhibits.
- Animals....
- **Great Staff & Volunteers!!!!**

Fair Local Flooding



UTAH STATE FAIRPARK 2019 Events



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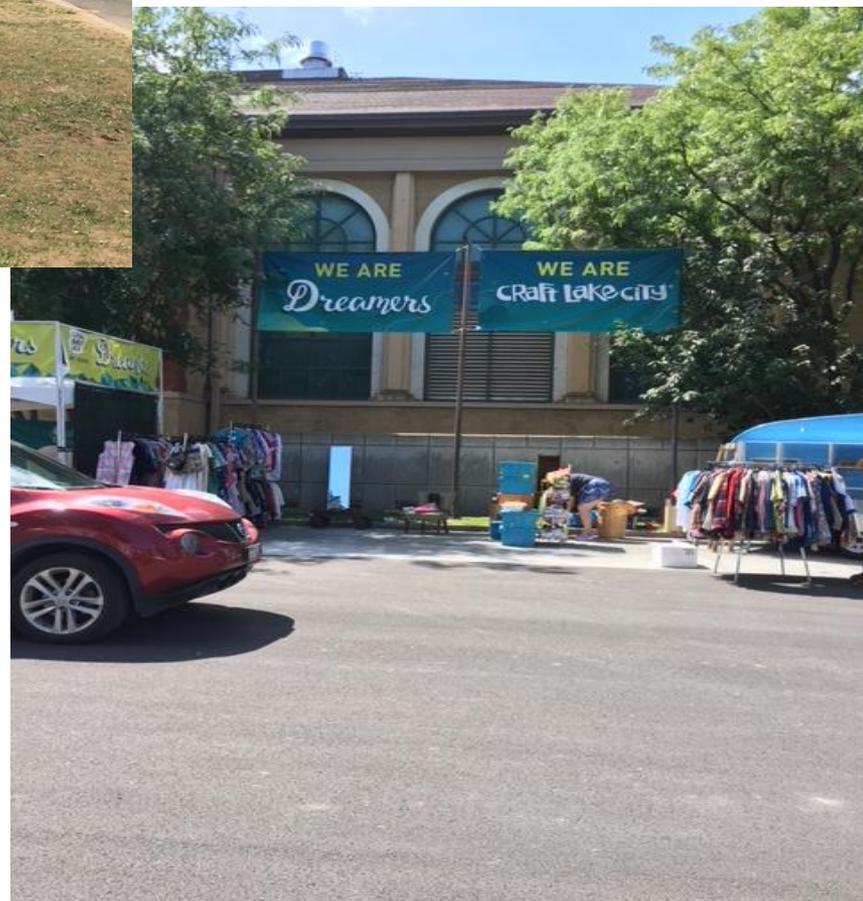


2019 Events

The Fairpark team successfully increased the number of events held at the State Fairpark. A few notable events:

- Craft Lake City DIY festival
- VANS VPS World Championships
- Days of '47 Rodeo
- Market Beautiful
- Scottish Festival
- Utah Beer Festival
- Pumpkin Nights
- Western Winter Sports Recreation Association trade shows (3)
- Sabroso Taco Festival
- Jarriepo Rodeos (3)

UTAH STATE FAIRPARK 2019 Events



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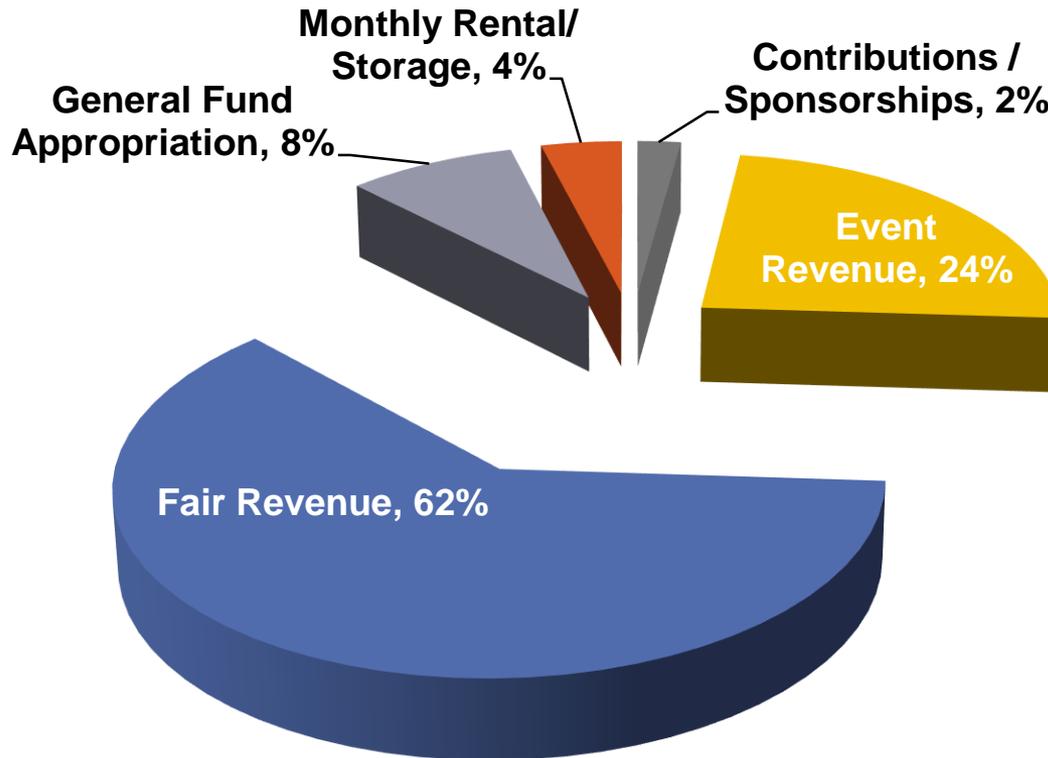
Fairpark YTD Financial Performance

- **Non Fair event gross revenue up substantially over prior year:** Fairpark Annual combined Attendance 575,000
 - \$1,618,578.00 vs the \$1,274,488.00 achieved in 2018. An increase of 29%
- **Fairpark Corporation gross revenue up \$627,335.33 over prior year.**
 - YTD gross profit \$6,211,960.56 vs. \$5,584,625.23 in 2018.
 - Net earnings were down slightly \$(22,901.07) \$181,68.48 vs. all time high of \$204,584.55 in 2018. 2nd straight year of positive earnings. Achieved 100% of our KPI goal.

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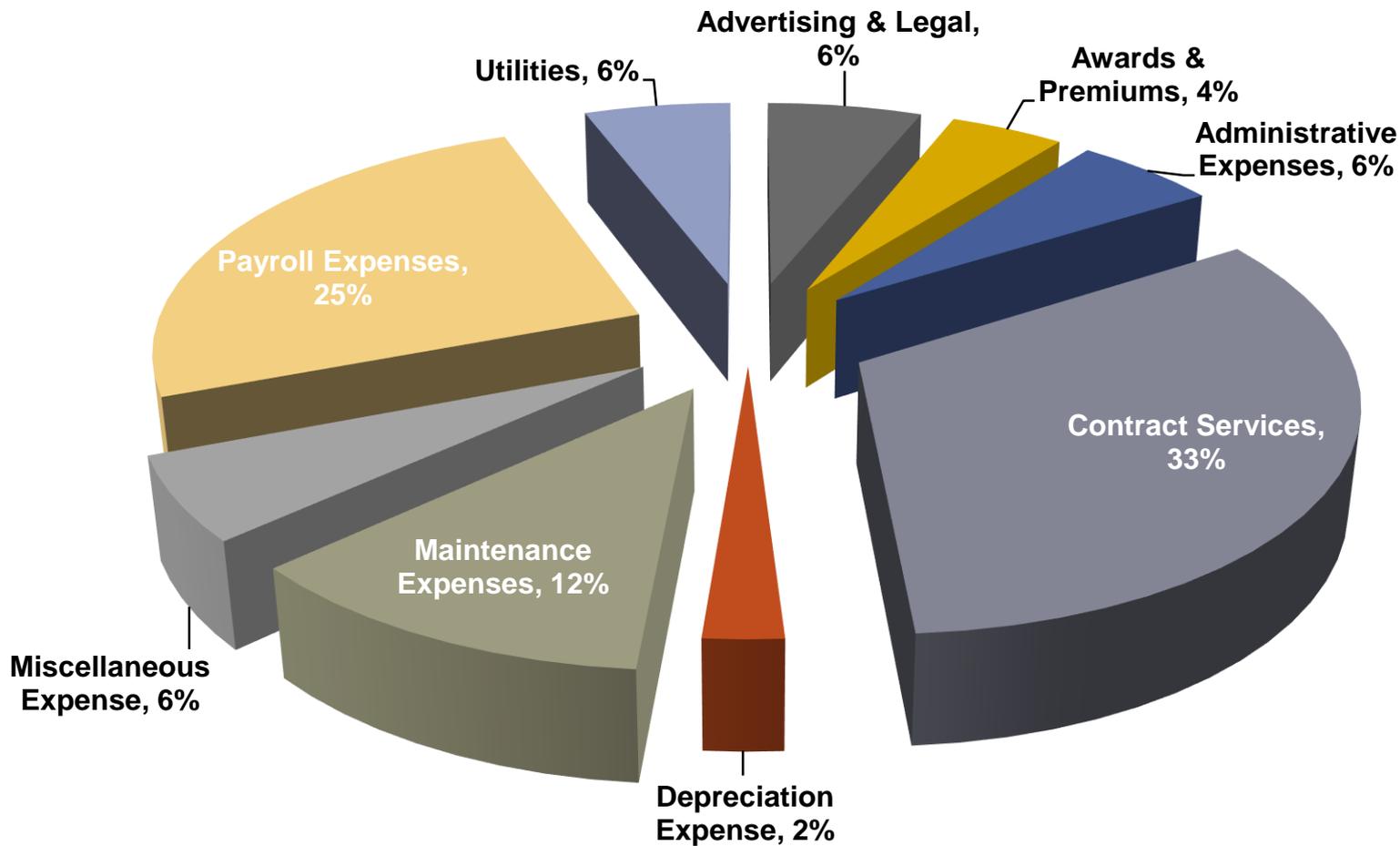
2019 UTAH STATE FAIRPARK FUNDING



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2019 UTAH STATE FAIRPARK EXPENSES



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Future Challenges

- **Traffic Congestion-** we need to reduce our impact on the surrounding community.
 - Partner with UTA and provide incentives encouraging our guests to use public transportation.
 - Partner with “ride sharing” companies and provide separate and exclusive drop off locations for guests who take advantage of ride share.
- **Increasing Labor Cost**
 - Increase gross revenues by expanding our inventory of rentable ancillary items
 - Increase fees where appropriate

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2020 Fairpark Planned Improvements



- Replace antiquated banquet tables and chairs: \$32,000.00
- Purchase new folding chairs for arena: \$28,000
- Purchase security (bike) racking \$12,000.00
- Install new way movement signage: \$18,500.00
- Purchase new livestock panels for the livestock auction: \$8,500.00
- Update agriculture educational exhibit Little Hands: \$9,500.00
- Replace badly worn fine art exhibit display boards: \$42,500.00
- Replace antiquated lawn sprinkler controllers with smart controllers \$25,000.00
- Remodel competitive cooking kitchen in the Zions building. Replace broken appliances. Replace broken floor tile and antiquated cabinets. \$39,450.00

Total: \$215,450.00

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2021 Legislative Appropriations Request

- **\$550,000.00 Base Budget plus earned credits (Governor's budget)**
 - The funding supports new growth. The upgrades to the facility and equipment allows us to secure larger more profitable events.
 - Examples of new original bookings for 2020
 - Good Guys Car Club
 - Hive Music Festival
 - Vans week long celebration featuring Tony Hawk and Live music
 - Salt Lake Moto Jam

Thank you!



EST. 1856

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VANS STREET SKATE COURSE

**NATURAL RESOURCES, AGRICULTURE, AND
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FEBRUARY 14, 2020

VANS® OLYMPIC- CALIBER “STREET” SKATEBOARD PARK



An opportunity exist to expand our “Public and Private” partnership between Vans®, the original action sports brand and icon of creative expression; the Utah Sports Commission and the State of Utah to build a Olympic competition-grade “street” skateboard course park in Salt Lake City, Utah. This would become one of only two competition grade combo parks in the nation.



VANS® OLYMPIC- CALIBER “STREET” SKATEBOARD PARK



The Street Skate Course will host the annual world championships for the Vans Park Series. The event will provide an estimated economic impact of \$4 million and another \$8 million in projected media value to state tourism.



VANS® OLYMPIC-CALIBER “STREET” SKATEBOARD PARK



Cost to build the park is estimated at \$400,000 (estimate provided by Vans®) the project will be an extension of our unique public private partnership and will become a legacy park for all Utah residents to enjoy.

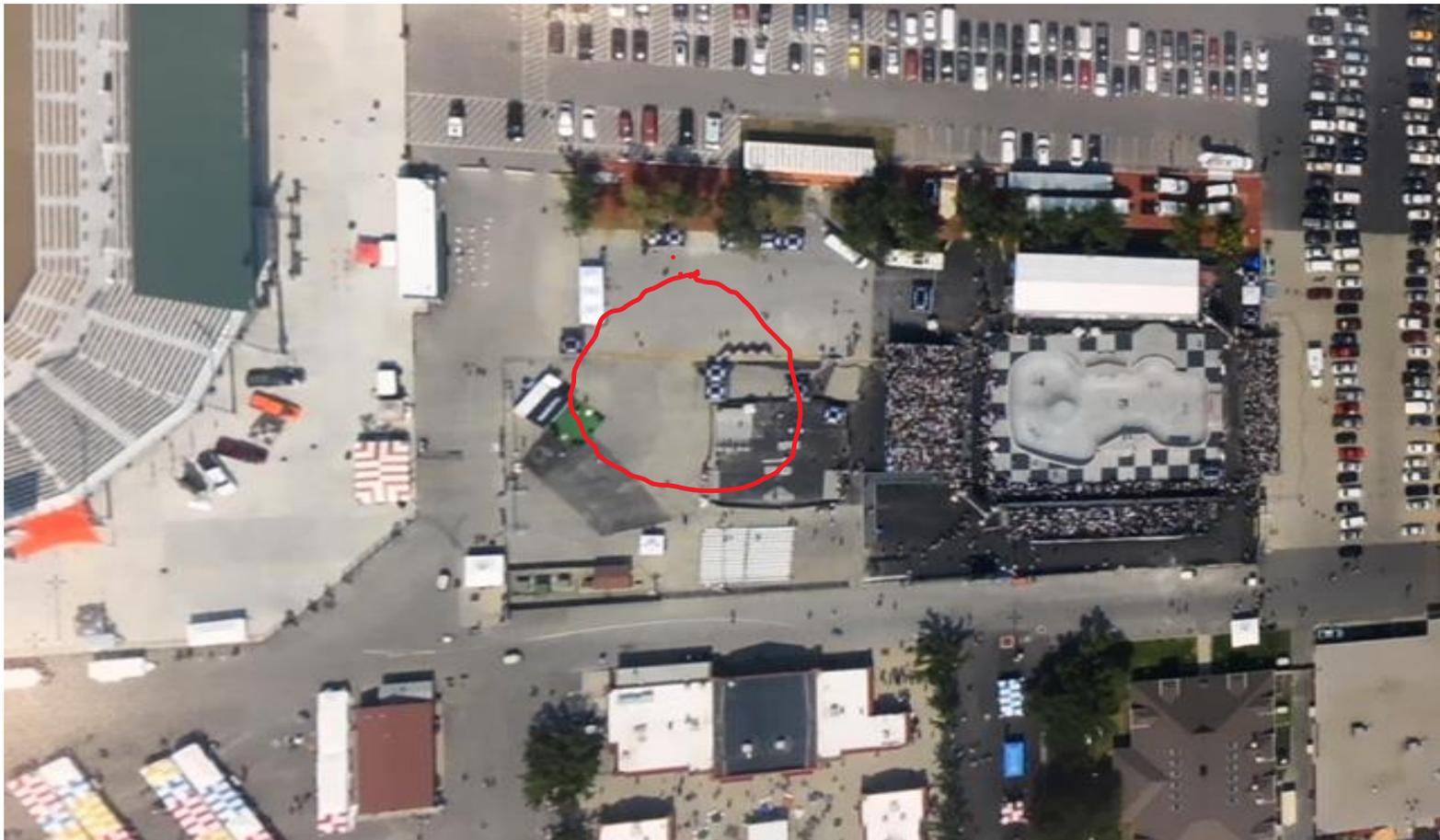
- \$200,000 State of Utah investment
- \$200,000 Vans investment



VANS® OLYMPIC- CALIBER “STREET” SKATEBOARD PARK



Proposed Location: Adjacent to the newly built Vans/Utah Sports Commission Skate Bowl.



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Legislative Appropriations Request

- \$200,000.00 in one-time appropriations
 - Public-private partnership to build the “Street skateboard” park

Thank You



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DAYS OF 47 ARENA SHADE SCREENS

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FEBRUARY 14, 2020

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Days of 47 Arena Shade Screens



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Background

- The Days of 47 Arena welcomes guest from all corners of our state.
- During the warm summer months the sun beats down on the aluminum structure heating the surfaces to temperatures that are unsafe to touch creating a safety hazard.
- Aluminum hand rails and diamond plate walkways have been know to reach heat levels that have resulted in surface burns. Small children and the elderly as at most risk.



Existing shade Screens

- Immediately after the arena was constructed concerns of high heat levels were addressed by installing 100 feet of shade screen.
- The fabric screen and structure was installed utilizing the canopy and the arena upper columns to secure the screen.
- Unfortunately the canopy structure limited the length of shade screen to the immediate west side of the arena.

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EXISTING SHADE SCREEN



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Solution

- Sun studies performed by local engineers identify that the majority of the arena would be in shade by 7:00pm if the shade screen was extended to the south end of the arena.
- Install shade screen on south west upper rim of arena.

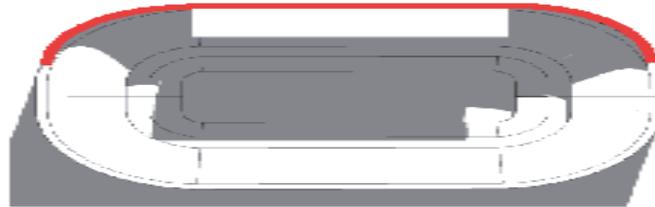


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SUN STUDY



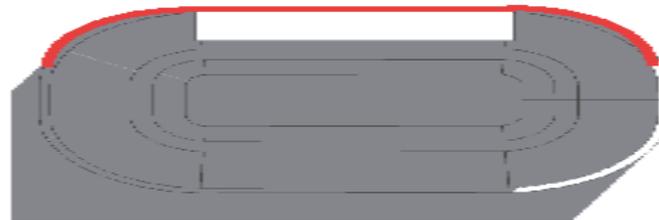
ADDING FABRIC TO A NEW
6" TALL FENCE



7/24/2020 6:00 pm



7/24/2020 7:00 pm



7/24/2020 8:00 pm

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Funding Request

- \$190,000 dollars in one time funding

Thank You