

NATURAL  
RESOURCES,  
AGRICULTURE, AND  
ENVIRONMENTAL  
QUALITY  
APPROPRIATIONS  
SUBCOMMITTEE

February 1, 2024



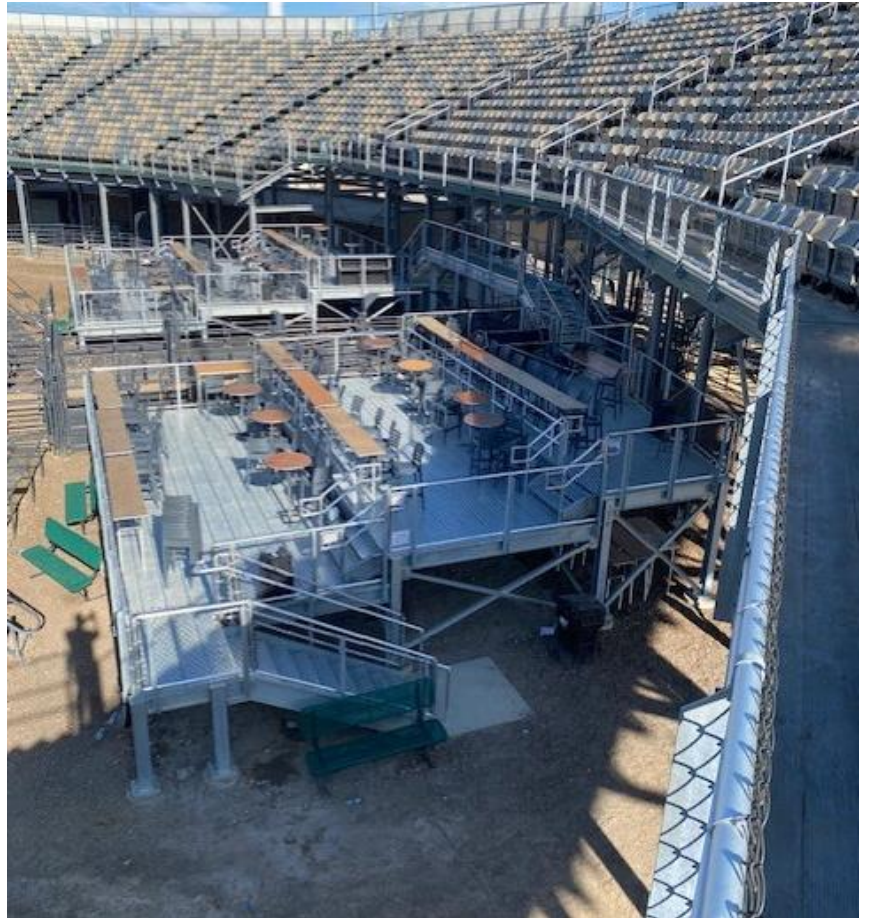
- The Utah State Fair est. 1856
- Relocated to current site in 1902
- Wholly owned by State of Utah
  - 65 acres
  - 33 buildings (13 historic)
  - Outdoor 10,000 seat arena
  - Skatepark
- We care for and maintain buildings, structures and grounds.
- Operate under the legislative directive of becoming self-sustaining.



# MISSION STATEMENT

- 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.





## Improvements

# 2023 Fairpark Improvements

- **Upgraded/expanded the WIFI net work to the west side of the park to support cashless transactions and new surveillance cameras**
- **Remodeled/refreshed bathrooms 33, 42 and 25**
- **Installed Smart Water Saving Sprinkler Controllers and leak detectors.**
- **Installed new high efficiency boiler in the Grand Building**
- **Installed new energy efficient lighting in Zion building**
- **Installed new roof on barn 11, FFA building and South Food Court**
- **Installed new VIP Platforms to the Days of 47 Arena**
- **Repaired numerous irrigation water leaks throughout the park**





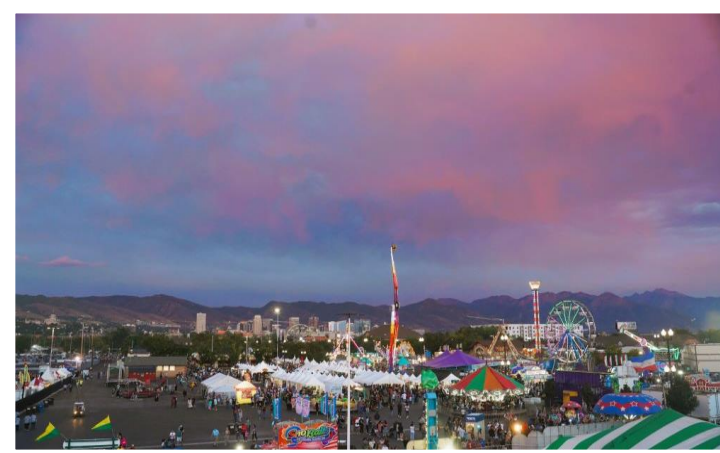
# 2023 Utah State Fair

# 2023 Utah State Fair Programming

## 2023 Fair Theme: “Dream Makers”

- Large Focus on the Arts and Agriculture
- Marketing well received by public. Marketed via various media (Billboards, T.V., radio, social media, print, etc.)
- Exciting entertainment and programming
- Arena Entertainment: Steve Miller Band, 80’s Rock bands, Lee Brice, and Yung Gravy
- Engaging grounds entertainment acts for the entire family could enjoy
- Great Staff & Volunteers!

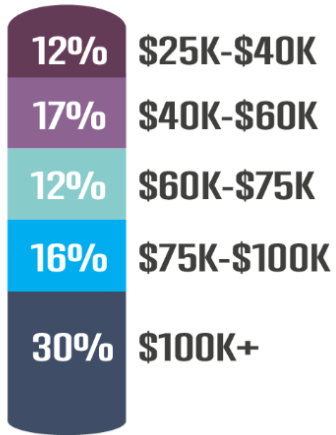




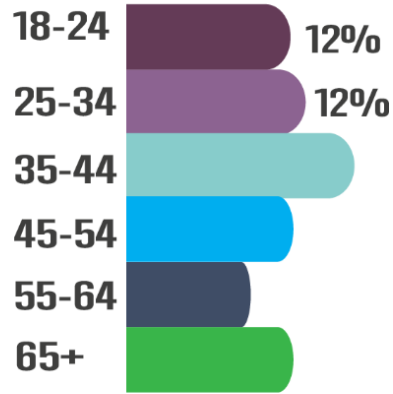


# 2023 UTAH STATE FAIR DEMOGRAPHICS

## household income



## age




## gender



 **61%** own their home

 **65%** have a college degree

 **52%** are married

 **51%** have children under 18 at home

 **89%** live within fifty miles

# 2023 Utah State Fair Performance Review

- **2023 Attendance: 320,967**
  - KBI Goal 5% increase over prior year.
  - Achieved 130% of goal.
  - 77,000 people visited the fair on the second Saturday
- **3,987 Competitive Art Exhibit Entries**
  - 26% increase over prior year
- **2729 Livestock Exhibitors**
- **Carnival ride & Midway Revenue: \$2,215,320.00**
  - 12% increase over prior year
  - “Gross revenue historical best!”
- **Concessions (Food & Beverage) gross revenue: \$4,269,905.00**
  - 17.3% increase
  - Historical Best!



# 2023 Utah State Fair Performance Review Cont.

- **Total Fair Gross Revenue: \$5,962,137.37**
  - An increase of 25.2% over prior year
  - Historical best in Corporations history
- **Total Fair Expenses \$3,894,594.32**
  - Up 18% over 2022
  - One more live concert
  - Security cost were up 74% over 2022
- **Net Fair Income: \$2,412,490.77**
  - Up 35.4% over prior year
  - Historical Best



# 2023 Fair Shuttle Bus Service

- For the first time in our history, we activated two remote parking lots.
- Our intent was to perform a beta test to collect consumer feedback needed to better understand their appetite for offsite parking
- One lot offered free employee parking the second lot offered guest parking at ½ the cost of on-sight parking.
- We operated four shuttle busses that offered 15-minute door to door service from 6:00am to midnight Sunday through Thursday. And 6:00am to 1:30am Friday and Saturday
- Over 10,000 guest and employees took advantage of the remote lots. The overwhelming response was very positive.





# 2023 Fairpark Events

# 2023 Events Hosted at the Fairpark

## Noteworthy 2023 Events

- Kilby Block Party
- C10 Nationals
- Days of '47 Rodeo
- Craft Lake City DIY Festival
- Scottish Festival
- Asian Festival
- Taco Fest
- 3 Western Winter Sports Recreation Association Trade Shows
- 6 Jaripeo Rodeos (Days of 47 Arena)
- World of Illumination Outdoor Light Show





# 2023 International Market



## **Kilby Block Party**



# 2023 Fairpark Visitor & Event Data

- 1.1 Million Visits to the Fairpark in 2023
  - +28.2% increase in visitors over prior year
- 149 Minutes Average Dwell Time
- 135 Unique Events
- 249 Event Days

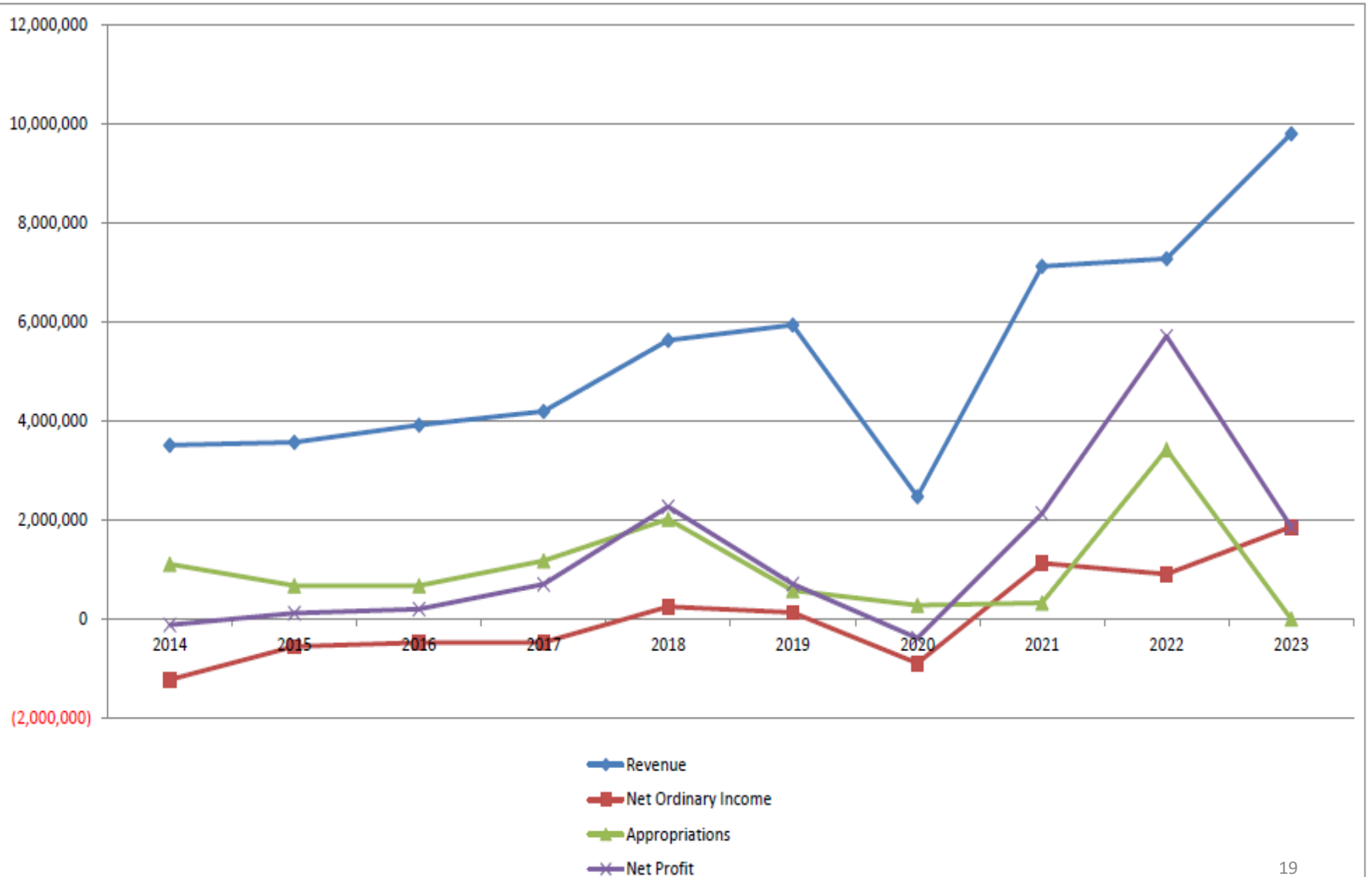


# Fairpark YTD Financial Performance

- **Non-Fair Event Gross Revenue: \$2,561,915.32**
  - An increase of 56.6% \$922,348.66
  - Historic Best!
- **State Fair Park Authority Total Revenue \$9,315,353.62**
  - \* An increase of \$2,172,212.40 over prior year
  - \* Historic Best
- **2023 Net Earnings: \$1,861,334.58**
  - Historic Best

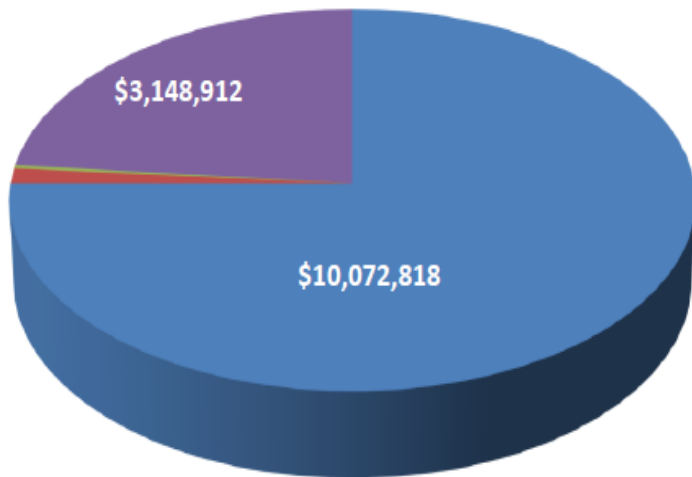


# 10 Year History of Revenue & Profit



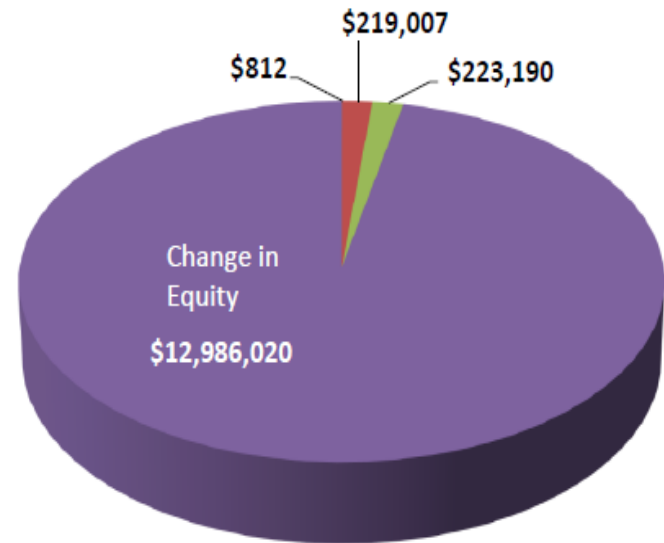
# 10 Year Delta of Balance Sheet Accounts

## Increase in Assets



- Cash
- Accounts Receivable
- Other Assets
- Fixed Assets

## Increase in Liabilities & Equity



- Accounts Payable
- Other Current Liabilities
- Long term Liabilities
- Equity

# Future Challenges

- Crime along the Jordan River trail is impacting public perception of the area. Something that we have invested an enormous amount of time and attention over the last 8 years to change.
- Public Safety; we will continue to out pace prior year spending for additional security personnel crowd management and surveillance equipment.
- Aging volunteer work force.





# Future Challenges

# 2024 Key Items

- Reservations and renewals are very strong for 2024 most of the larger events we held in 2023 are under contract for 2024.
- We have two new large events under contract for 2025
- We will be announcing our fair concert line up in mid February
- 2024 Fair Dates September 5<sup>th</sup> through the 15<sup>th</sup>



**Thank You**