

Economic and
Community
Development
Appropriations
Subcommittee

January 24, 2025



ABOUT US

- 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
- We care for and maintain buildings, structures and grounds.
- Operate under the legislative directive of being self-sustaining, achieved in 2021.



MISSION STATEMENT

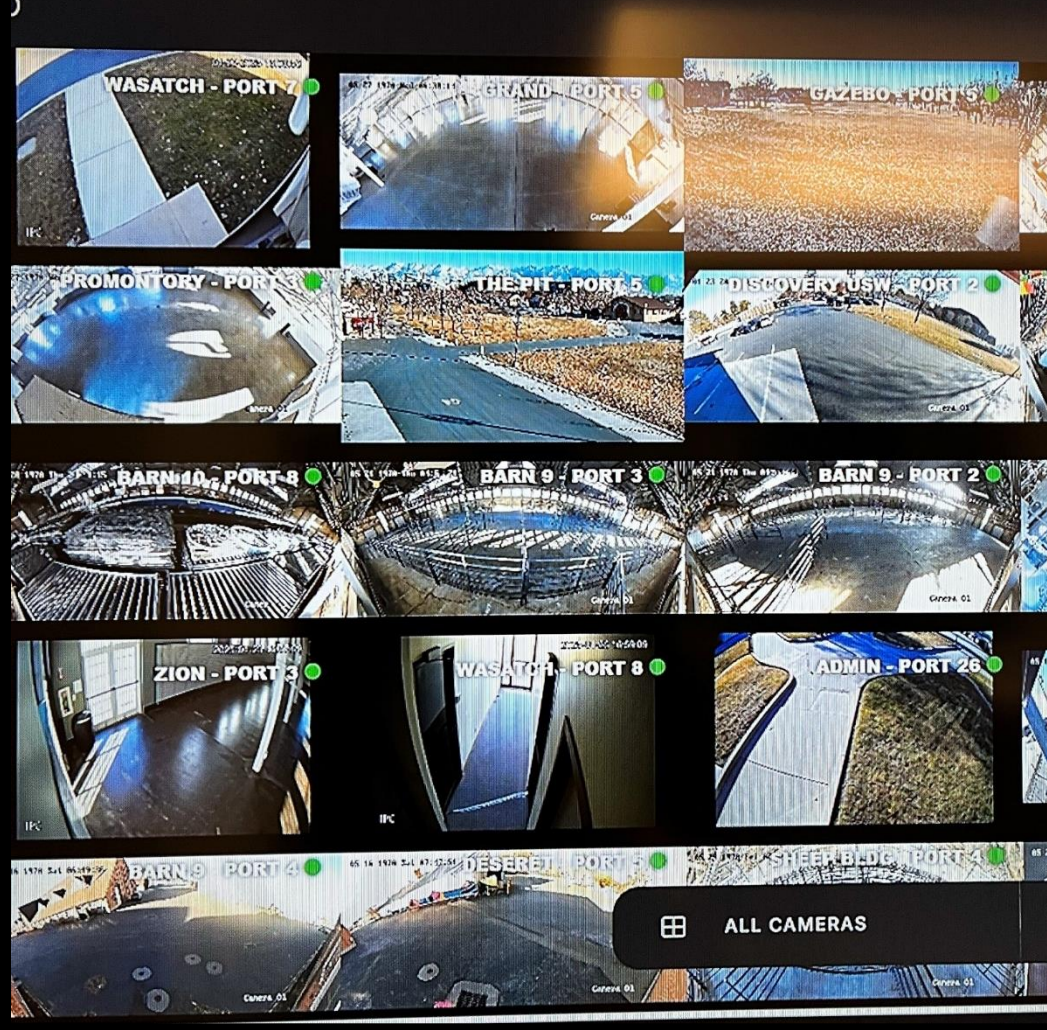
- Preserve Utah's heritage
- Meet tomorrow's future today
- Showcase agriculture, innovative technology, and all things Utah with an emphasis on family values
- Cultivate and support future leaders in agriculture, provide opportunities for the agricultural community to deepen consumers' understanding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



2024 Fairpark Improvements

- Expanded fiber and WIFI footprint across park.
- Added secondary internet provider.
- Expanded network of surveillance cameras and added a new server.
- Updated Fairpark phone system.
- Repaired numerous irrigation water leaks.
- Installed additional restrooms to support VIP suites in Arena.
- Installed new roofs on
 - Barn 11
 - North Food Court
 - Discovery Building





Improvements



2024 Utah State Fair

2024 Utah State Fair Programming

Fair Theme: “More of what you Love”

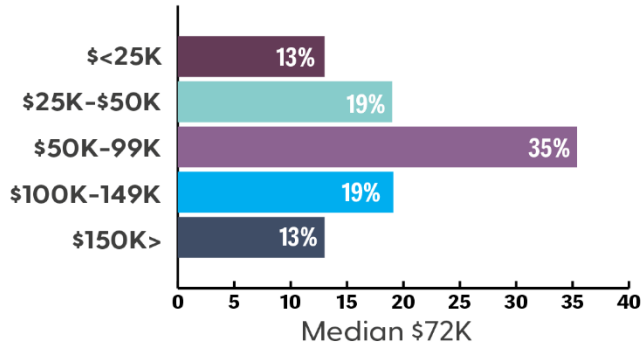
- Emphasis on Utah Arts & Agriculture
- Family Friendly Entertainment: 2 large scale midway acts, 3 stages.
- Arena Entertainment: John Fogerty, Dustin Lynch, All American Rejects, Utah’s Own Rodeo, Demolition Derby, and Monster Truck show.



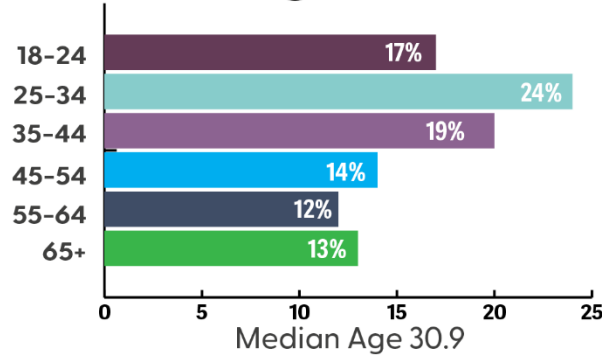


2024 UTAH STATE FAIR DEMOGRAPHICS

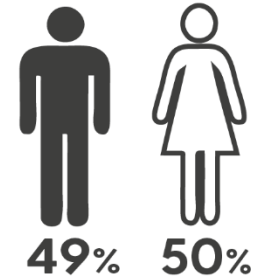
household income



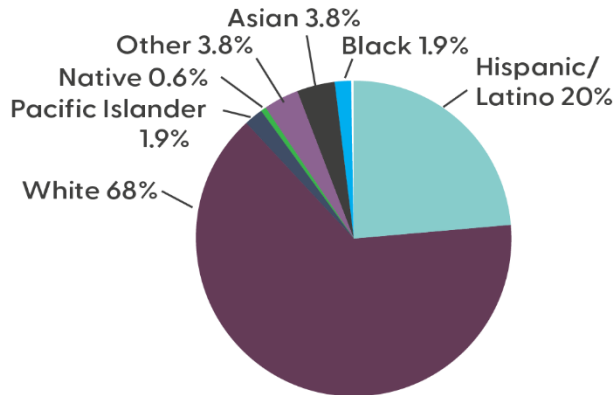
age



gender



ethnicity



61% own a home



64% have a degree



52% are married



51% have children under 18 at home



89% live within fifty miles



dwell time **162** minutes average

2024 Fair Shuttle Bus Service

- **Activated remote parking for 2nd year w/ shuttle service to the Fair.**
 - Used for employee parking, livestock trailers and guest parking after 5pm and on weekends.
 - Four shuttle busses offered 15-minute door to door service and ran:
 - Sunday - Thursday 6am to midnight.
 - Friday & Saturday 6am to 1:30am
- **1,700+ vehicles utilized the remote parking lot.**
- **Response was very positive, although many fairgoers used this option only after failing to find street parking.**



2024 Utah State Fair Performance Review

- **2024 Attendance: 300,967**
 - 117,030 people visited the fair on the second weekend. Our largest weekend crowd to date.
 - Visitors from all 50 states and numerous foreign countries visited the Fair.
- **5,741 Competitive Art Exhibit Entries**
 - A 44% increase from prior year
- **3,324 Livestock Entries**
 - A 21% increase from prior year



2024 Utah State Fair Performance Review Cont.

Fair Gross Revenue:

- **Carnival Ride & Midway: \$ 1,930,700**
- **Concessions (Food & Beverage): \$3,817,100**
- **Parking: 462,900**
- **Merchandise & Misc.: \$189,300**
- **Total Fair Gross Revenue: \$6,400,000**
 - Increase of 4.2% over prior year
- **Total Fair Expenses \$4,605,000**
 - Up 17.5% over prior year.
 - Security cost increased
- **Net Fair Income: \$1,795,000**





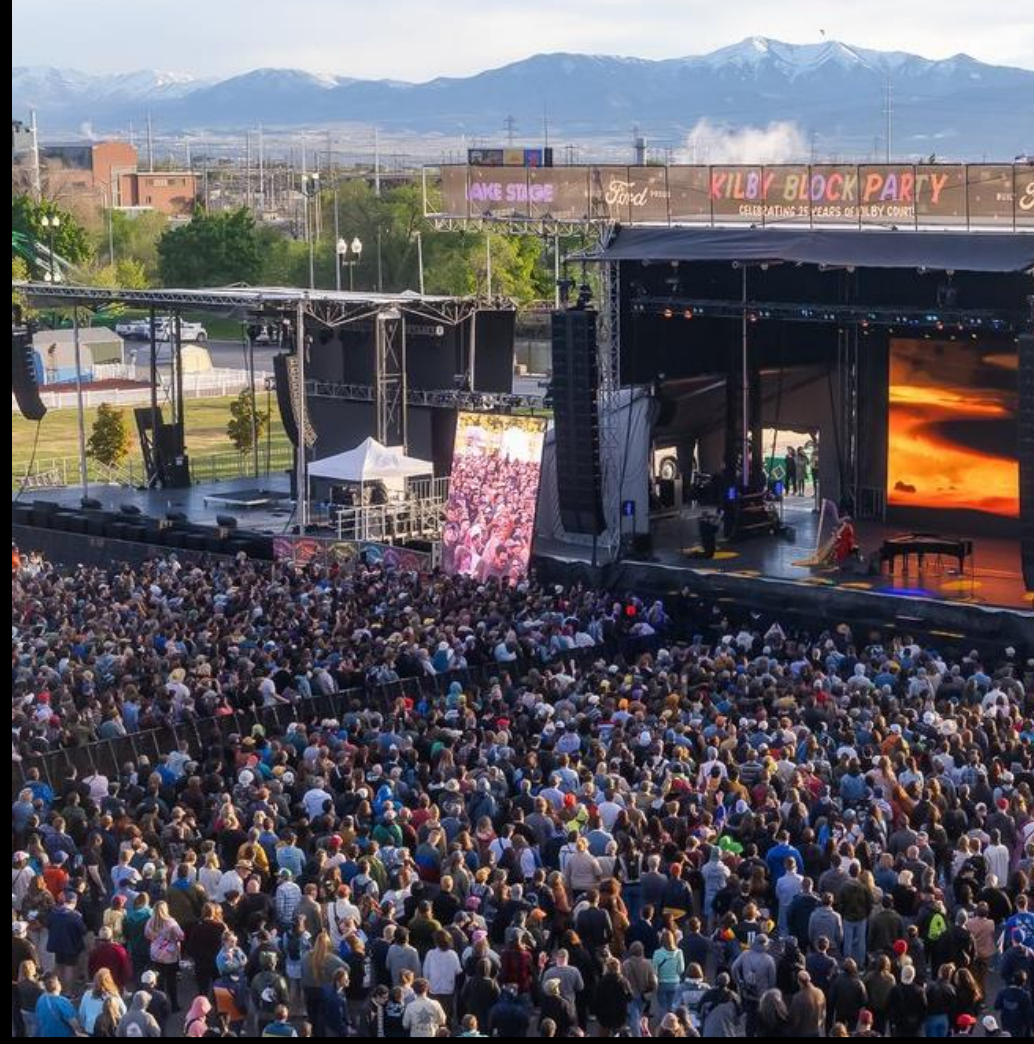
2024 Fairpark Events

2024 Events Hosted at the Fairpark

Noteworthy 2024 Events

- Kilby Block Party (67K attendees)
- Days of '47 Rodeo (55K attendees)
- Red West Music Festival (82K attendees)
- Craft Lake City DIY Festival (10K attendees)
- Scottish Festival (14K attendees)
- Asian Festival (15K attendees)
- Summer Dreams Hispanic Music Festival (10K attendees)
- 6 Jaripeo Hispanic Rodeos (Days of 47 Arena)
- World of Illumination Outdoor Light Show
- **143 Total Non-Fair Events**
- **282 Event Days**





Kilby Block Party



Hispanic Jaripeo



Days of '47 Rodeo

2024 EVENTS



'Fair'ly Merry Christmas Party

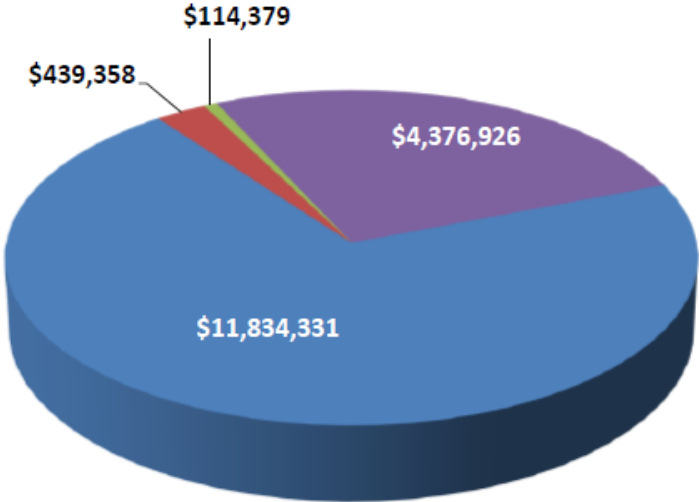
Fairpark YTD Financial Performance

- **Non-Fair Event Gross Revenue: \$3,425,933**
 - An increase of 25.37% \$869,372
- **State Fair Park Authority Revenue \$10,912,678**
 - Increase of 11.4% over prior year
- **Total Expenses: \$9,572,674**
- **2024 Net Earnings: \$ 1,340,004**
 - Down 700K from 2023 (record year)



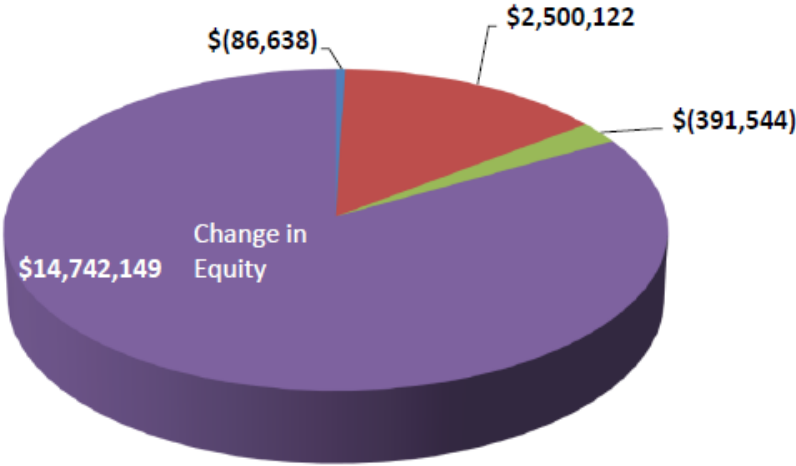
10 Year Delta of Balance Sheet Accounts

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

- Public Safety
- Aging volunteer work force
- Increasing Costs
 - Utilities
 - Freight
 - Security



2025 Key Items

- Reservations off to strong start, 90% of our weekends booked May through October.
- Early revenue forecast - on pace to exceed 2024.
- 2025 Fair Dates September 4th through the 14th



Thank You

