



Santa Clara County Fairgrounds

A Presentation To The BCAC

June 10, 2019

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Fairground Management Corporation, Vice Chair

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What I Have For You Tonight – **Just The Surface**. There Is Much More If You're Interested

- **Quick Orientation – The Fairgrounds: What & Where**
- **Value Description – What We Deliver**
- **Marketing Pitch – What We Have For You...Come And Enjoy**
- **Where You Fit In**



**You Can't Beat
A Cute Kid With A
Piña Colada – Non-
Alcohol Version Of
Course**



**Unless It's With A Wiener Dog
Race At Puptoberfest**

What Are The Fairgrounds?

- Your Public Space – Owned By Santa Clara County
- 157 Acres At 344 Tully Road
- Six Major Buildings - 150,000 ft² Of Covered Space Configurable To Customer Needs
- 5,500-Seat Outdoor Arena



We Are Much More Than The Buildings – We Have An AMAZING Team

Full Catering



Event Planning
i.e. Quinceañera



Commercial Kitchen
For Food Trucks



Emergency Feed For
Animals Displaced By
Fires In Northern CA



Shelter For Animals
Displaced By Loma
Fire



What Is The Operation? – The Question That Has Been A Brain Worm Since You Saw The Agenda

- ▶ **A Sizable Business**

- ▶ **\$8M/Yr In Revenues**
- ▶ **Staff Of 60**



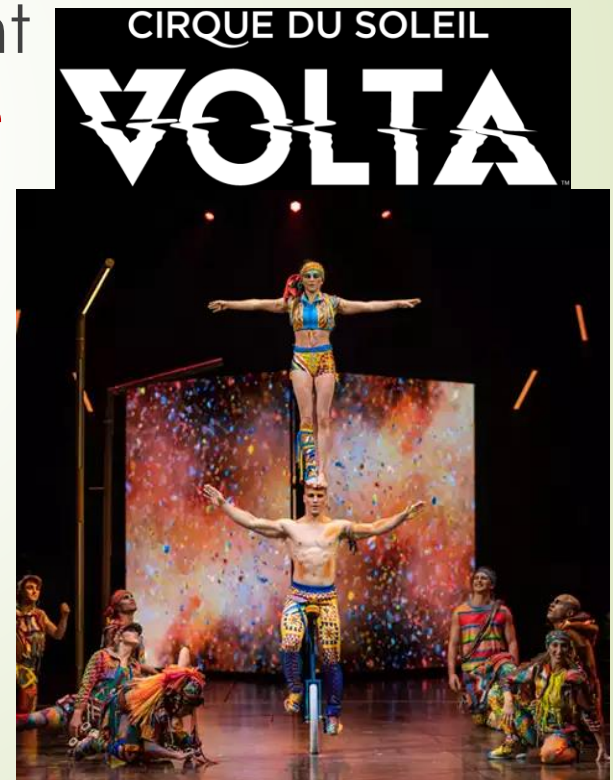
- ▶ **Managed By The Non-Profit Fairgrounds Management Corporation (FMC) “...For the Benefit Of The Community”**

- ▶ **The Five FMC Board Members Are Appointed By Each Supervisor**

- ▶ **Vicky Bosworth, Appointed By Supervisor Mike Wasserman**
- ▶ **Charlie Wasser, Appointed By Supervisor Cindy Chavez**
- ▶ **Tyson Greaves, Appointed By Supervisor Dave Cortese**
- ▶ **Michael Melillo, Appointed By Supervisor Susan Ellenberg**
- ▶ **Jason Baker, Appointed By Supervisor Joe Simitian**

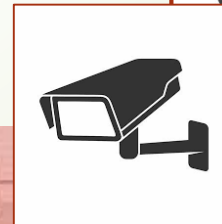
What Are We Up To Lately?

- **75th Santa Clara County Fair Celebration 1-4 August**
 - Entertainment, Food, And Vendors
- Major New Entertainment
 - **Cirque Du Soleil In San José**
 - Awesome Cinco de Mayo
- Broadened Appeal
 - **Amazon's Annual Event**
 - Tet Celebration
- Expanding Offerings
 - **Hop 'N Vine**
 - Puptoberfest



What Are We Up To Lately?

- **Looking To The Future - Marketing New Ideas**
 - **New Facilities In Return For Long-Term Lease**
 - **Partnerships With Nearby Hotels**
- **Upgrading Facilities And Infrastructure**
 - **Our City Forest Phase I Planted 40 Trees**
 - **Much Unseen But Very Important**
 - **WiFi Deployment**
 - **Security Cameras**
 - **Subterranean Mapping**



What We Offer...Some May Surprise

- ▶ Off-Track Betting – Wager And Watch Races At Multiple Tracks, Enjoy A Drink/Meal, And Win Some Money.
 - ▶ Largest Purse Won At The Fair Downs OTB = \$600,000
 - ▶ The Derby Day Celebration May 4nd – Were you there?
- ▶ Cinco de Mayo Celebration May 5th – Surely you were there.
- ▶ Bingo Two Nights A Week
- ▶ RV Park And RV Parking
- ▶ Paintball And Laser Tag
 - ▶ 4 Acres Of Safe Space
 - ▶ 1,200 Players Each Week
 - ▶ Adult And Kid-Friendly Ranges



How We Are Doing - Performance Highlights – Jan/Feb 2019 Metrics

► Utilization **Up Significantly**



- 100 Events Booked
- 130 Events Booked In ALL of 2018

► Revenues **32% Better** Than Plan And 2018



- \$1.6M 2018 Actual To \$1.2M Budget
- \$1.1M In 2018

► Net Income **\$200K+ Better** Than Plan And 2018



- \$188K 2019 Actual To **-\$57K** Budget
- **-\$18K** Loss In 2018

► 2018 Fair Was **Profitable** For The First Time In Decades

- A \$250K Turn-Around In One Year



We Want You!

- ▶ **As A Playmate** – Check Our Facebook Page
 - ▶ Come to the Bash Music and Beer Festival June 15
 - ▶ Come To The StreetLow Car Show And Concert – June 23
 - ▶ **Come To The Fair August 2-5**
 - ▶ Come, Just Come
- ▶ **As A Customer** – We Are A Great Value
 - ▶ Let Us Compete For Your Event
- ▶ **As A Volunteer** – Give Back To Our Community
 - ▶ **Join The 75th Anniversary Fair Team**
 - ▶ Join Our Fund Raising/Sponsorship Team
 - ▶ Join The Art Mural Project For Gateway Hall





Where Can You Find Us

- ▶ 344 Tully Road, San Jose, CA
- ▶ The Fair Web Site - <http://thefairgrounds.org/>
- ▶ Facebook Page
<https://www.facebook.com/SantaClaraCountyFairgrounds/>
- ▶ Twitter - <https://twitter.com/santaclarafair>
- ▶ Yelp Reviews
- ▶ On The Santa Clara County Boards And Commission Web Site
 - ▶ <https://www.sccgov.org/sites/bos/bnc/Pages/default.aspx>
- ▶ Board Meetings Last Wednesday @ 70 West Hedding, Lower Level Conference Room starting at 2:00PM

Thank You For Your Time!

➤ Questions?

