

**CALIFORNIA EXPOSITION & STATE FAIR
BOARD OF DIRECTORS
Schedule**

Friday, February 23, 2024

9:30 a.m. Legislative & Horse Racing Committee
9:50 a.m. Annual State Fair Committee
10:30 a.m. Board Meeting

I. BOARD OF DIRECTORS STANDING COMMITTEES

Executive: Chair: Pelote
Craig, Salinas

Annual State Fair: Chair: Chong
Barajas, Hardeman

Finance/Audit: Chair: May
DiMare, Salinas

Long Range Planning/Exposition Facilities & Operations: Chair: DiMare
Barajas, Craig

Legislative/Horse Racing: Chair: Salinas
Craig, Hardeman

II. BOARD OF DIRECTORS LIAISON COMMITTEES

Agricultural Advisory Council:
Barajas, DiMare

Cultural Advisory Council:
Chong, May

LEGISLATIVE & HORSE RACING COMMITTEE



LEGISLATIVE and HORSE RACING COMMITTEE

Notice of Regular Meeting

To Be Held

Friday, February 23, 2024 at 9:30 a.m.

In the Administration Building Boardroom

California Exposition & State Fair

1600 Exposition Blvd., Sacramento, CA 95815

COMMITTEE MEMBERS: Director Salinas, Chair
Director Craig Director Hardeman

MISSION STATEMENT

The mission of the Legislative Committee shall be to review and make recommendations to the Board on policy matters related to legislative issues of impact to Cal Expo.

The mission of the Horse Racing Committee shall be to review and make recommendations to the Board on policy matters concerning live horse racing and satellite wagering.

PUBLIC COMMENTS

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board.

AGENDA

All matters noticed on this agenda, in any category, may be considered for action as listed. Any item not so noticed may not be considered.

STAFF REPORTS

- a. Legislative Updates
- b. Year Around Horse Racing

ADJOURNMENT

Date of Notice: February 13, 2024

Pursuant to the American with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo activities, may request assistance at the Cal Expo Administration Building office, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815

MEMORANDUM

Date: February 16, 2024
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Kyle Brown, Expo Events
Subject: Horse Racing

HORSE RACING HISTORY

The Cal Expo racetrack hosts racing meets almost year-round, with special attention paid to live thoroughbred horse racing during the annual California State Fair. The track opened to the public in 1968, and has a one-mile oval with a 990ft homestretch. The racetrack grandstand (The Miller Lite Grandstand) has a capacity of 22,000. The remodeled Cal Expo Sports & Wagering Center features a Sports Bar and Clubhouse.

Thoroughbred Horse Racing taking place during the California State Fair dates back to 1855, and the two have shared a rich history since that time. The Cal Expo racetrack was specifically built for horseracing, and currently live Thoroughbred Horse Racing takes place during the annual California State Fair, as well as Harness Racing November through April.

Watch & Wager

In August of 2012, Cal Expo entered into a Revenue Generating Agreement with Watch and Wager, LLC (W&W) to operate harness meets at Cal Expo. The original terms of the Agreement were to take place between August 2012 through May 2017. The Agreement included an option to extend, and no specific extension period was outlined. In May of 2016, the Board extended the contract with W&W to May of 2022. Then in September of 2019 the Board approved another contract extension through May 1, 2025. The contract extensions were tied to financial enhancements provide to Cal Expo by W&W.

In May of 2022, the Board extended the contract with W&W through May 2030.

CLOSING OF GOLDEN GATE FIELDS

On July 16, 2023, The Stronach Group unexpectedly announced the abrupt closure of 82-year-old Golden Gate Fields at the end of the year to focus on West Coast racing at Santa Anita in Southern California. The California Authority of Racing Fairs (CARF) as well as the California Horse Racing Board (CHRB) are looking to Cal Expo along with other Northern California racetracks in a bid to save horseracing in Northern California.

New legislation was passed and signed by Governor Newsom to complete a deal to keep Golden Gate Fields open another six months through next spring. Assembly Bill No. 1074 written by Democrats Miguel Santiago from the Assembly and Bill Dodd from the Senate, and introduced by Republican Juan Alanis from the Assembly proposed an amendment that would send simulcast money from Northern California to Southern California after July 1st, but only when or if Northern California does not host live racing. In exchange, the Stronach Group will keep Golden Gate Fields open another six months, through next spring. This will allow harness racing to operate this year without conflict.

CALIFORNIA AUTHORITY OF RACING FAIRS (CARF)

The California Authority of Racing Fairs (CARF) and the California Horse Racing Board (CHRB) have turned their attention to Cal Expo and other Northern California racetracks in efforts to preserve horse racing in the area. Larry Swartzlander, the Executive Director of CARF, has conducted meetings involving Chris Schick from Watch and Wager, some of which included Cal Expo staff and others that did not. Cal Expo has made no commitment to CARF regarding Cal Expo's role in this new landscape. All parties are fully aware that any decisions regarding future expansion into horse racing or realignment of our operational focus towards horse racing must be made by our Board of Directors.

1/18/24 CALIFORNIA HORSE RACING BOARD (CHRB) MEETING

During the January 18th California Horse Racing Board (CHRB) meeting, Larry Swartzlander presented a preliminary concept for the development of a new inner-track at Cal Expo, aimed at preserving Northern California racing. However, it is important to note that this presentation did not constitute a formal proposal and was more visionary in nature. He made it clear that while the Alameda County Fairgrounds, located in Pleasanton, is a secondary option, that CARF prefers Cal Expo and plans to focus primarily on the State Fairgrounds. The CHRB's response to the presentation was markedly critical. CHRB also made it clear that they need a fully supported proposal from CARF by their March 21st Board Meeting.

Northern California industry stakeholders voiced their concerns, stressing the necessity of adequate time to formulate a comprehensive strategy and avoid rushed decisions that might not address the multifaceted nature of the industry's challenges. The CHRB did not make any finalized decisions at this meeting.

2/6/24 CALIFORNIA AUTHORITY OF RACING FAIRS (CARF) MEETING

During the subsequent meeting of the California Authority of Racing Fairs (CARF) on February 6th, Larry Swartzlander disclosed that revised cost estimates provided by independent contractors significantly exceeded the initial projections for the inner-track project at Cal Expo. Consequently, in light of this updated financial data, both Larry Swartzlander and CARF have opted to withdraw their proposal concerning Cal Expo, redirecting their efforts exclusively towards the development of such a facility at the Alameda County Fairgrounds in Pleasanton. Documentation from CARF verifying their intent to focus all future horse racing plans at the Alameda County Fairgrounds is included with this report.

RECOMMENDATION

There is no staff recommendation at this time.



a California joint powers agency

1776 Tribute Road, Suite 205
Sacramento, CA 95815
Office: 916.263.3349 Fax: 916.263.3341
www.calairs.com

February 21, 2024

California Exposition & State Fair
1600 Exposition Blvd.
Sacramento, CA 95815

Mr. Tom Martinez:

With the announced closing of Golden Gate Fields on June 9, 2024, California Authority of Racing Fairs (CARF) was challenged to formulate a plan to maintain year-round thoroughbred racing in Northern California. Coupled with this challenge was the domino effect of the imminent closing of Fair Racing and Simulcast operations as we have known them.

Key to this effort was identifying a site with the optimum criteria to support such an endeavor. The initial step in the process, which has taken six months was to select a fair site in Northern California that is best suited to support sustained year-round racing. Sonoma County Fair, Alameda County Fair ("Pleasanton") and Cal Expo/State Fair ("Cal Expo") were reviewed.

Sonoma County Fair was eliminated due to numerous on-site conflicts and lack of long-term commitment to racing. We then turned to Cal Expo and Pleasanton. Both sites have major challenges due to current on-site contracts which conflict with thoroughbred racing.

Upon final receipt of all financial capital improvement requirements and review of operational on-site requirements it was clear that Pleasanton was better suited for immediate implementation of this plan. The criteria surrounding that decision was discussed by the CARF board and a motion was unanimously approved by the board to proceed with efforts to prepare Pleasanton to host year-round thoroughbred racing commencing October 16, 2024.

CARF appreciates the efforts by Cal Expo Staff in providing the necessary support to finalize the selection criteria and support the final site selection.

Respectfully Yours,

Larry A. Swartzlander
Executive Director

ANNUAL STATE FAIR COMMITTEE



ANNUAL STATE FAIR COMMITTEE

Notice of Regular Meeting

To Be Held

Friday, February 23, 2024 at 9:50 a.m.

In the Administration Building Boardroom

California Exposition & State Fair

1600 Exposition Blvd., Sacramento, CA 95815

COMMITTEE MEMBERS: Director Chong, Chair
Director Barajas Director Hardeman

MISSION STATEMENT

The mission of the Annual State Fair Committee shall be to review and make recommendations to the Board on policy matters concerning of the annual State Fair.

PUBLIC COMMENTS

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board.

AGENDA

All matters noticed on this agenda, in any category, may be considered for action as listed. Any item not so noticed may not be considered.

NEW BUSINESS

- a. un common 2024 State Fair Campaign

ADJOURNMENT

Date of Notice: February 13, 2024

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un common 2024 State Fair Campaign Presentation

2024 CALIFORNIA STATE FAIR

Create Excitement. Plan for the Future.

February 2024

un/common

AHEAD-OF-THE-GAME AGENDA

- 2024 Creative Campaign
- 2024 Media Highlights
- 2025 Planning & Ideation

un/common

2024 CREATIVE CAMPAIGN

(in progress)

un/common

2024 GOAL

Go Big & Exciting.

Be "California's" Fair.

SAVE THE DATE "TEASER"

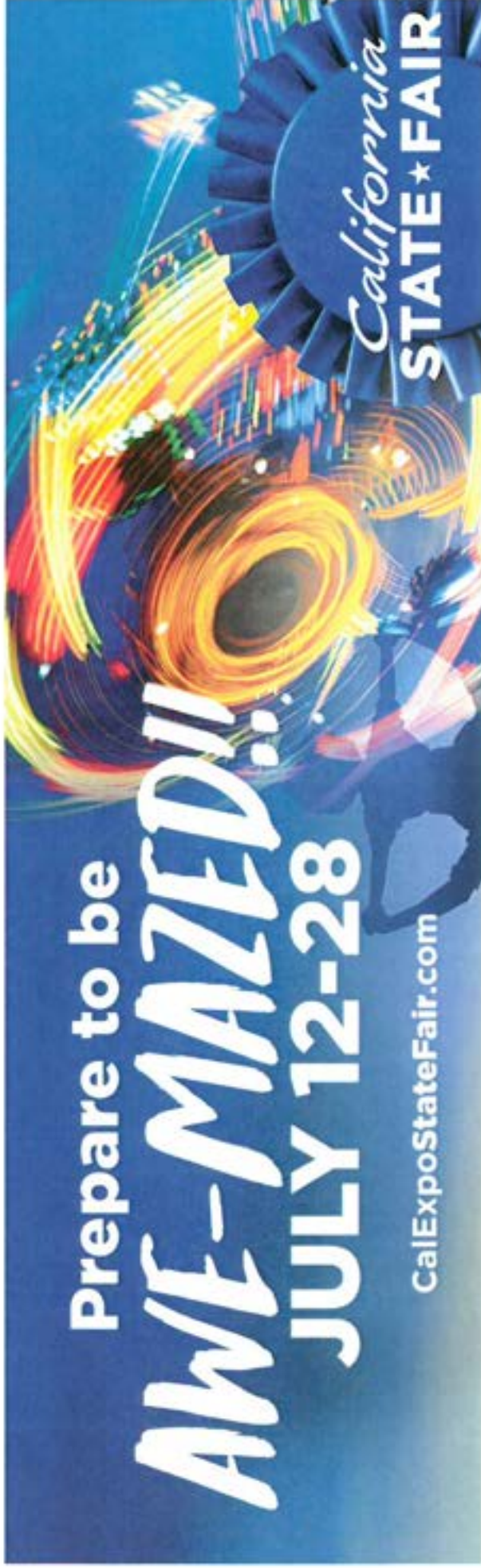
Prepare to be

AWE-MAZED!!

JULY 12-28

CalExpoStateFair.com

California
STATE★FAIR



Welcome to The State of... Awe

California is not your average state.

We like fine wine, and top-level entertainment.

We love our adrenaline pumping, and hugs from our furry friends.

We appreciate hand-crafted beer

almost as much as a hand-dipped corn dog.

We're not your average state.

We are The State of Entertainment, Enjoyment, Excitement,

...and *this* is our fair.

HERO MESSAGE

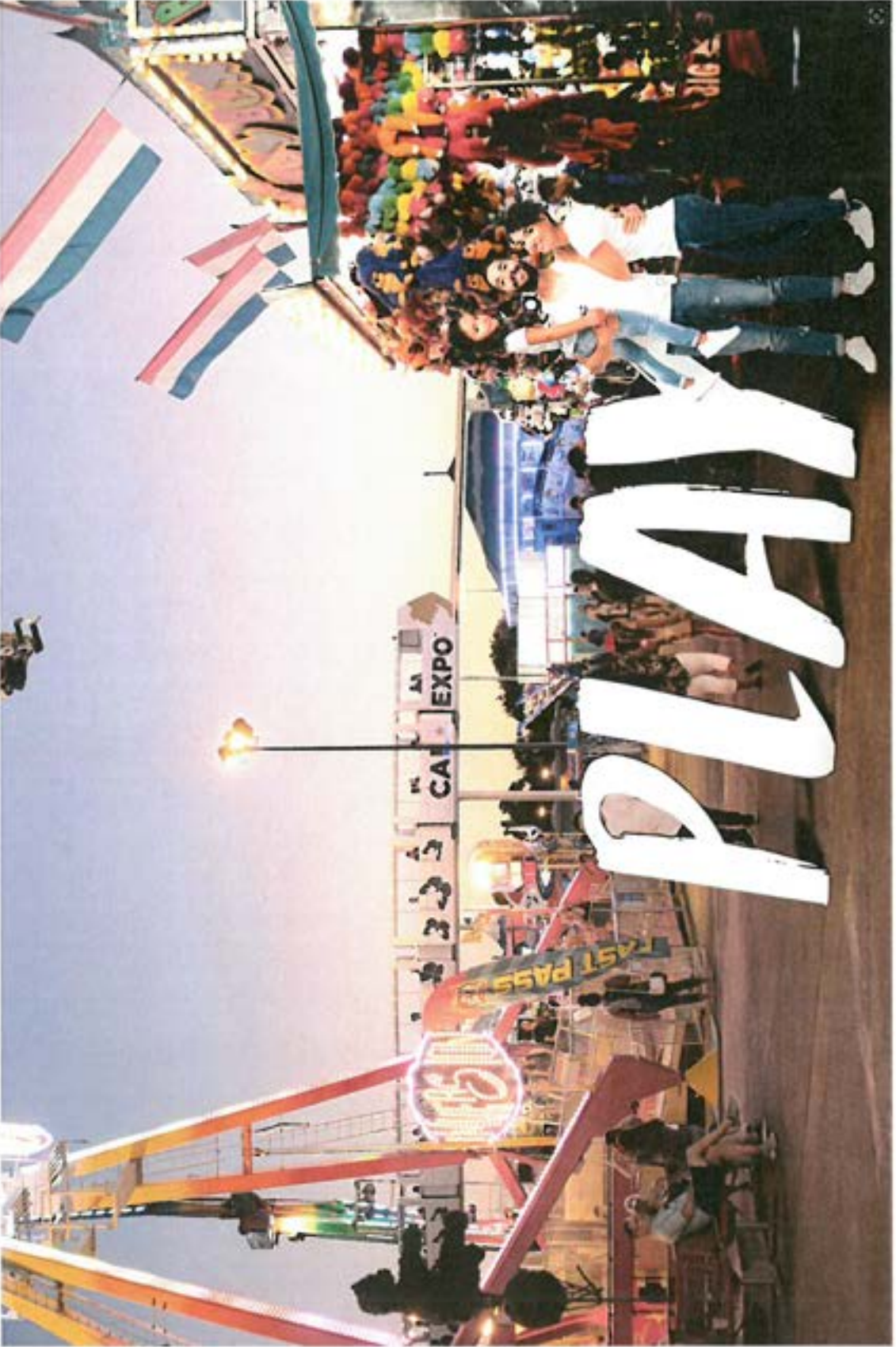


WINE/BEER/FOOD



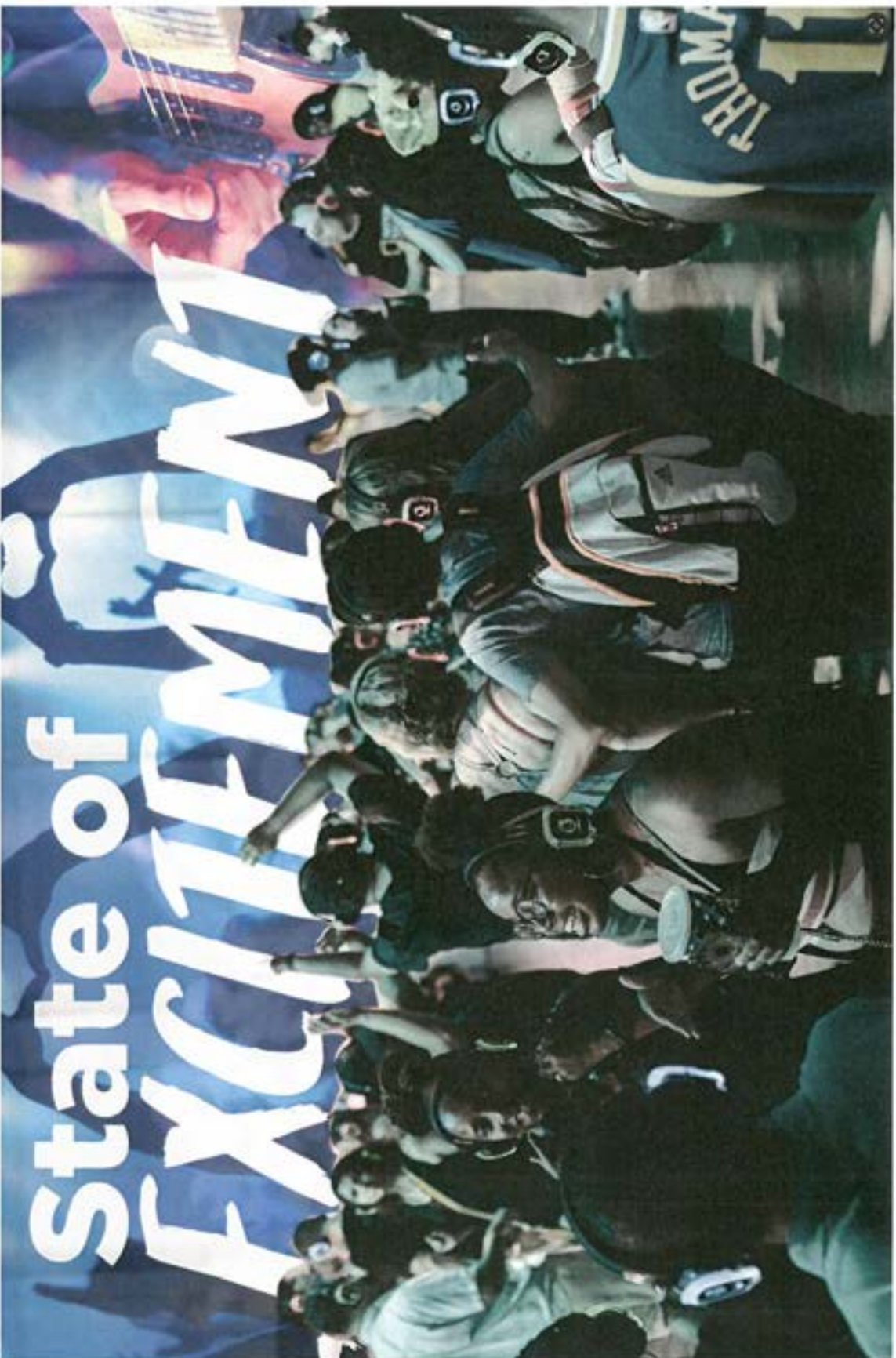
GAMES/RIDES



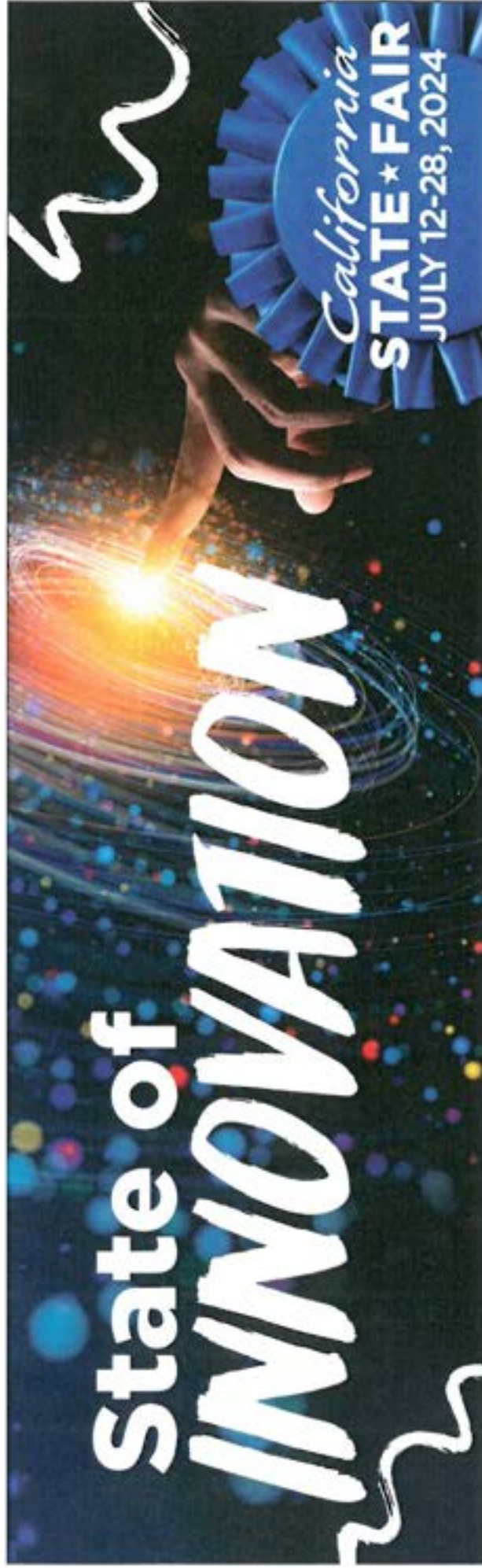


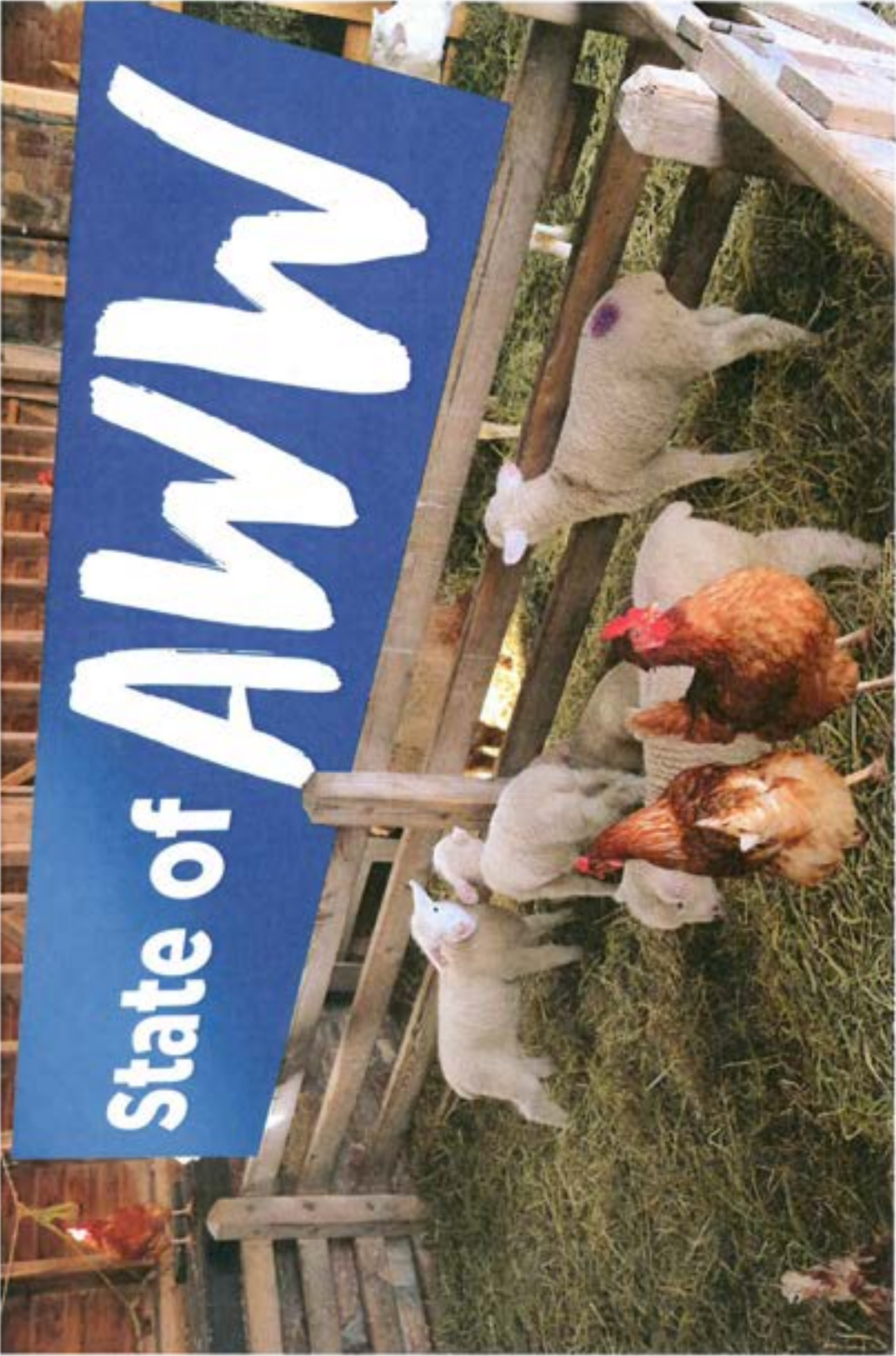
CONCERTS/MUSIC

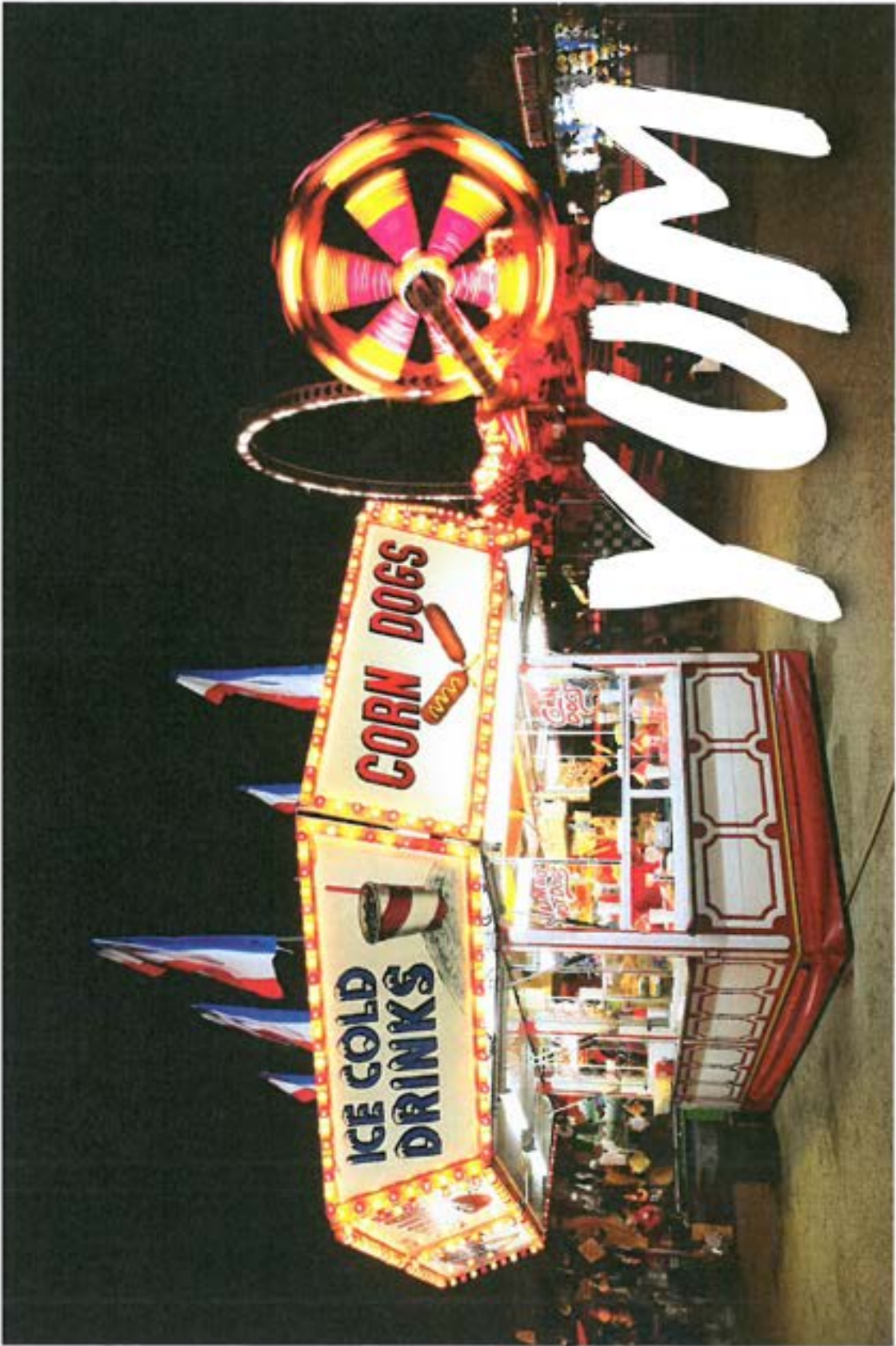




EXHIBITS









DIGITAL COUNTDOWN

17 DAYS
OF

WONDER

JULY 13 - 29

California
STATE★FAIR



State of AWE

California
STATE + FAIR
JULY 12-28, 2024

FAIR FUN PACK

2024 ONE TIME PARKING PASS

STATE FAIR HOUR
11:00am - 10:00pm
7/12-14, 17-19, 22-24, 27-28
THIS OFFER IS SUBJECT TO CHANGE WITHOUT NOTICE.

| | | | |
|--|--|---|---|
| <p style="text-align: center; font-weight: bold; font-size: 0.8em;">ADMIT ONE</p> <p style="font-size: 0.7em;">Valid for one admission to the State Fairgrounds for the duration of the event. Not valid for re-entry.</p> | <p style="text-align: center; font-weight: bold; font-size: 0.8em;">ADMIT ONE</p> <p style="font-size: 0.7em;">Valid for one admission to the State Fairgrounds for the duration of the event. Not valid for re-entry.</p> | <p style="text-align: center; font-weight: bold; font-size: 0.8em;">ONE RIDE</p> <p style="font-size: 0.7em;">Valid for one admission to the State Fairgrounds for the duration of the event. Not valid for re-entry.</p> | <p style="text-align: center; font-weight: bold; font-size: 0.8em;">ONE RIDE</p> <p style="font-size: 0.7em;">Valid for one admission to the State Fairgrounds for the duration of the event. Not valid for re-entry.</p> |
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2024 PAID MEDIA HIGHLIGHTS

un/common

2024 State Fair Paid Media Highlights

\$652K

(12% reduction)

Amplify exposure

Purposeful partnerships

Leverage Added-Value

Video | Outdoor | Radio | Digital CTA

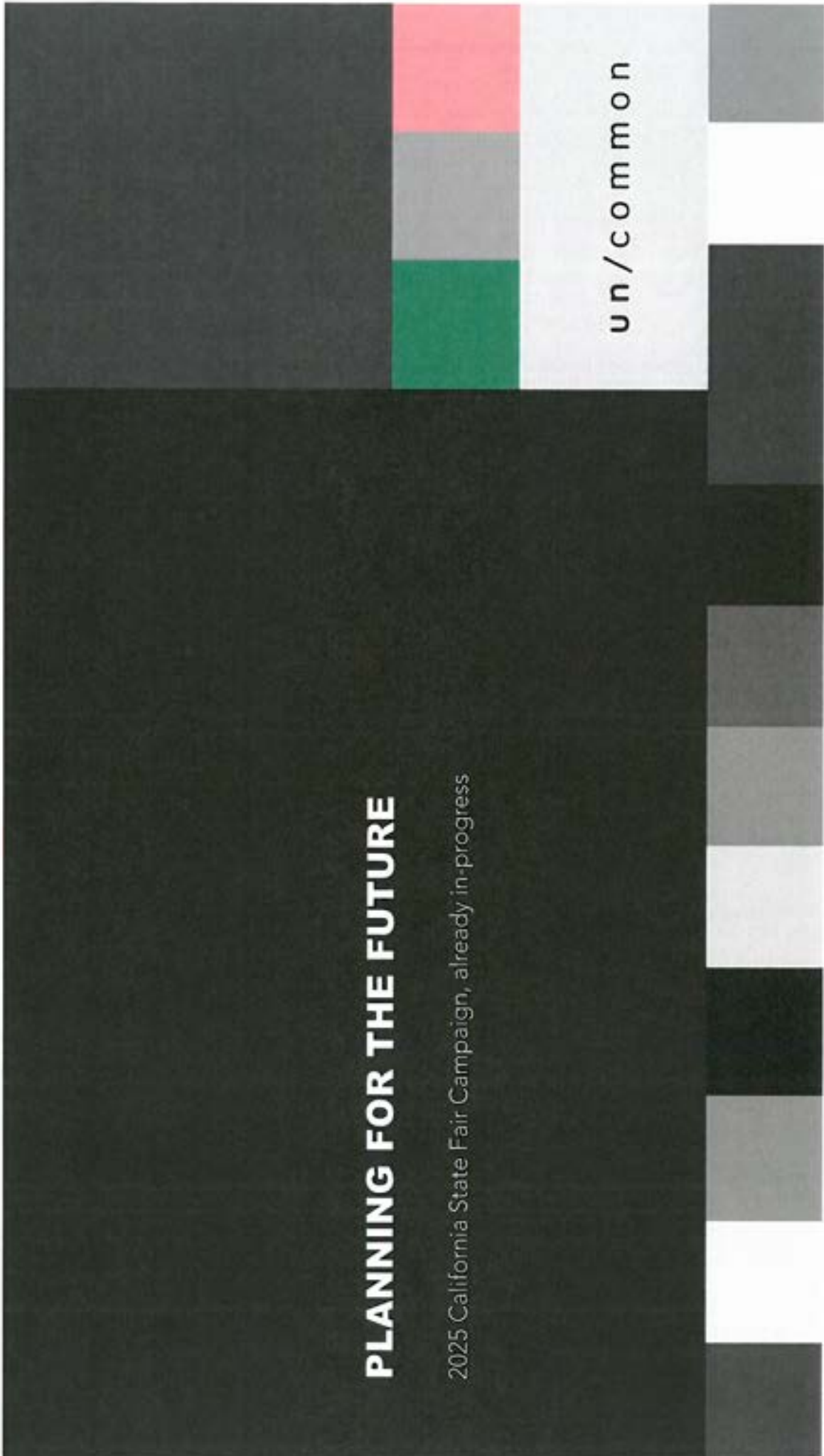
50 Traditional/50 Digital



PLANNING FOR THE FUTURE

2025 California State Fair Campaign, already in-progress

un/common



thank u/

un/common



BOARD MEETING



Notice of Meeting

California Exposition & State Fair
Meeting of the Board of Directors
To Be Held

Friday, February 23, 2024, 10:30 a.m.

The Board will meet in closed session at 10:30 a.m.

Public Board Meeting will resume at 11:30 a.m.

**In the Administration Building Boardroom at
California Exposition and State Fair**

1600 Exposition Boulevard
Sacramento, CA 95815

Willie Pelote, Chair
Kim Craig, Vice Chair

Arturo Barajas, Director
Sonney Chong, Director
Rina V. DiMare, Director
Che Salinas, Director

Nick Hardeman, Director
David Mallel, Director
Brian May, Director

EX OFFICIO MEMBERS

Governor Gavin Newsom

Senator Angelique Ashby
Senator Melissa Hurtado

Assembly Member Kevin McCarty
Assembly Member Esmeralda Soria

141 days to California State Fair (July 12-28, 2024)

This notice is also available on the Internet at: www.CalExpoStateFair.com

Mission Statement

The California Exposition & State Fair mission is to create a State Fair experience reflecting California including its industries, agriculture, and diversity of its people, traditions and trends shaping its future supported by year-round events.

Policy Statement

The Board shall serve as the policy-making body for the California Exposition & State Fair and shall have full responsibility for the year-round management and operation of all facilities of the California Exposition & State Fair.

Public Comment

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board at the time the agenda item is being considered by the Board. If you wish to address the Board on a matter not listed on the agenda, you have that right. If you wish to exercise that right, please fill out a Speaker's Form and provide it to the Board's Recording Secretary. You will be allowed a maximum of three minutes to address the Board during the Public Comment item on the agenda.

AGENDA

1. CALL TO ORDER – Public Meeting

All matters noticed on this agenda, in any category, may be considered for action as listed. Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Chair.

2. ROLL CALL

3. CLOSED SESSION

- a. Pursuant to Government Code § 11126(c)(7)(A) the Board will convene in closed session for the purposes of discussing matter of real property negotiations.

4. RESUME PUBLIC MEETING

- a. Report out of Closed Session, if needed

5. PLEDGE OF ALLEGIANCE

6. INTRODUCTION OF GUESTS & STAFF

7. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting.

8. CONSENT AGENDA

All items on the consent agenda are to be approved in one motion unless a Board Member requests a separate action on a specific item.

- a. Approval of Board Meeting Minutes for January 26, 2024
- b. Service Contracts/Purchase Orders Requiring Board Notification/Approval

9. COMMITTEE/STAFF REPORTS

- a. Legislative & Horse Racing Committee (Chair Salinas)
- b. Interim Events Report (Staff)
- c. Annual State Fair Committee (Chair Chong)

10. OLD BUSINESS

- a. Future Fair Dates
- b. SRFC 2023 Agreement

11. CORRESPONDENCE

- a. Letter from JJ La Britt

12. MATTERS OF INFORMATION

- a. CEO Comments
- b. Directors Comments/Agenda Items for Future Meetings
- c. Next Board Meeting **Friday, March 22, 2024**
- d. Other, if any

13. ADJOURNMENT

Date of Notice: February 13, 2024

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8. CONSENT AGENDA

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
January 26, 2024

California Exposition & State Fair
1600 Exposition Blvd.
Sacramento, CA 95815

Directors Present

Director Willie Pelote, Chair
Director Kim Craig, Vice Chair
Director Arturo Barajas
Director Sonney Chong
Director Rina V. DiMare
Director Nick Hardeman
Director David Mallel
Director Brian May
Director Che Salinas

Executive Staff Present

Tom Martinez, Chief Executive Officer
Marcia Shell, Deputy General Manger Expo Events
Matt Cranford, Deputy General Manager
Sue O'Brien, Recording Secretary

Staff and Guests

Alex Alcantar, Business Development
Diana Barrios, Accounting Manager
Pat Conner, IT Manager
Mitch Pryor, Chief of Plant
Craig Walton, Chief of Police
Stephanie Dyer, HR Manager
Nick Vinciguerra, HR
Lindy Munguia, Contracts
Jackie Zdanowski, Contracts
Annie Donahey, Executive Staff
Kameni Gandher, IT Staff
Officer Ivy
Officer Mitchell
Asst. Sheriff LeeAnneDra Marchese, Sacramento County
Michael Beller, Arden Business Alliance
Steve Dooner, California Dreamin
Darla Givens, Media
Brian, Honebein, Event Partnership
Carla Miller, OVG 360
Damon Berry, OVG 360

1. CALL TO ORDER – Public Meeting

Chair Pelote called the public meeting to order at 10:00 a.m. Chair Pelote read the Mission Statement and the Policy Statement into the record.

2. ROLL CALL

Roll call was taken and a quorum was present. The Board convened into Closed Session at 10:02 a.m. The Public Meeting will resume at 11:00 a.m.

3. Closed Session

- a. Pursuant to Government Code Section §11126(c)(7)(A), the Board will convene into closed session for the purposes of discussing matters of real property negotiations.

4. RESUME PUBLIC MEETING

- a. Report out of Closed Session, if needed.

Public meeting resumed at 11:05 a.m. Chair Pelote reported out that the Board of Directors authorized a 2 person Executive Committee to resolve the issues with Sac Rep by the next board meeting February 23, 2024.

Chair Pelote asked the Board if there was any objection to taking item 11-b out of order. Hearing none item 11-b was heard at this time.

5. PLEDGE OF ALLEGIANCE

Chair Pelote asked Director Hardeman to lead the Board and Staff in the Pledge of Allegiance.

6. INTRODUCTION OF GUESTS & STAFF

Chair Pelote asked the Deputy General Manager Shell introduced guests and staff that were in the audience.

7. PRESENTATION BY SACRAMENTO COUNTY SHERIFF'S DEPARTMENT

Assistant Sheriff LeeAnneDra Marchese presented a resolution on behalf of Sheriff Cooper to Marcia Shell in honor of her retirement.

8. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

In accordance with state law, the Board will not comment or otherwise

9. CONSENT AGENDA

All items on the consent agenda are to be approved in one motion unless a Board Member requests a separate action on a specific item.

Director Barajas asked if these items could be separated as he was not on the board until January 2024.

a. Approval of Board Meeting Minutes for December 8, 2023

MOTION:

Chair Pelote asked for a motion. Motion was moved by Vice Chair Craig and seconded by Director Salinas. Discussion – None Chair Pelote asked for a roll call vote: Director Barajas, abstain; Director Chong, yes; Director Hardeman, abstain; Director Mallel, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes, 6-yes, 2-abstentions. Motion passes.** Director DiMare left prior to this action item.

b. Service Contracts/Purchase Orders Requiring Board Notification/Approval

MOTION:

Chair Pelote asked for a motion. Motion was moved by Vice Chair Craig and seconded by Director Chong. Discussion – None Chair Pelote asked for a roll call vote: Director Barajas, yes; Director Chong, yes; Director Hardeman, yes; Director Mallel, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes, 8-yes Motion carried, unanimously.** Director DiMare left prior to this action item.

10. NEW BUSINESS

a. Review for Approval – Designation of Applicant's Agent Resolution – Ca Office of Emergency Services

Finance Manager Barrios reviewed the staff report with the board.

MOTION:

Chair Pelote asked for a motion to approve signatures for OES documents.. Motion was moved by Director May and seconded by Vice Chair Craig. Discussion – None Chair Pelote asked for a roll call vote: Director Barajas, yes; Director Chong, yes; Director Hardeman, yes; Director Mallel, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes, 8-yes Motion carried, unanimously.** Director DiMare left prior to this action item.

11. OLD BUSINESS

a. Future Fair Dates Update

Chief Deputy General Manager Cranford reviewed the staff report and poll information with the board. The poll showed that 69% of the 600 polled wanted the State Fair outside of July. Then it was evenly split between May (Spring) and October (Fall). Director Mallel asked that staff pay more attention to dates when school is out of session. Director Chong commented that this is a mixed bag. Vice Chair Craig had comments however her microphone was not working. CEO Martinez added that he wanted to

commend CDGM Cranford on this report. He went on to state that October has become the most requested month for interim events.

MOTION:

Chair Pelote asked for a motion to direct staff to continue with their research and come back with more defined dates. Motion was moved by Director Chong and seconded by Director Barajas. Chair Pelote asked for a roll call vote: Director Barajas, yes; Director Chong, yes; Director Hardeman, yes; Director Mallel, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes, 8-yes Motion carried, unanimously.** Director DiMare left prior to this action item.

b. Capitol Racing – Year Around Horse

CEO Martinez reviewed the staff report with the board. Cal Expo's racetrack opened in 1968 and currently has a contract with Watch & Wager through 2030. In July 2023 the Stronach Group announced it was closing the 82-year old Golden Gate Fields at the end of the year. Legislation was passed allowing Golden Gate Fields to remain open through June of 2024. The California Authority of Racing Fairs (CARF) and Capitol Racing are looking at different race tracks to take over and use for year around racing in Northern California. The meeting was then turned over to Jerome Hoban, President of CARF and CEO of the Alameda County Fair and Larry Swartzlander, Executive Director of CARF and Capitol Racing. Mr. Hoban introduced himself and explained what CARF does. He then turned it over to Mr. Swartzlander who gave a short presentation. Mr. Swartzlander reminded everyone that he had talked about racing history when he was in front of the board the last time. Now, Golden Gate Fields (GGF) is closing and CARF/Capitol Racing is looking for year around racing somewhere. If there is no racing in Northern California the money will go to Southern California horse racing tracks. The group is looking at 3 sites. Santa Rosa, Pleasanton and Cal Expo.

Justin Oldfield of Daehling Ranch in Elk Grove. He spoke about the concept and infrastructure being real and reasonable and has the full support of those that own, race, breed and work in the thoroughbred industry.

George Smith – He's agreed to raise the funds for the capital improvements. There are 3 items he wants before he can start raising funds. 1. Good costs estimates, 2. Due to existing agreement with Watch & Wager, need their support and desire to move forward, 3. Need Cal Expos support. Once those are done, he plans to create a separate Private/Public entity where CARF will provide some of the funds and the rest will be fund raised from other entities, mostly horse owners. Looking at raise \$5 to \$10 million dollars which is not an impossible number. Cal Expo will not be asked for any money.

Jim Correll – Local 280 Pari Mutual Employees – Jim spoke about the need to keep horse racing in Northern California.

Larry Swartzlander closed with asking for direction from to board to staff to continue to work with CARF.

Public Testimony:

Jamey – 3rd Generation – Family trained at Cal Expo – Please support
Alan Balch – Executive Director of California Thoroughbred trainer – Extremely important to have a robust, statewide racing industry. Northern California racing is a must to keep a healthy breeding industry for thoroughbreds.
Rozamund Barclay – Owner/breeder spoke in support of bring year around racing to Cal Expo.

Francis O’Leary Owner/breeder currently at Golden Gate Fields and supports CARF. This is an opportunity to create something special. There’s an old saying, “where there is a will, there will be away.”

Donald Smith – Veterinarian- Years ago University of Arizona did a study and determined that for every horse on a race track, they create 13-17 jobs. Fair racing is likely not to survive without racing at Cal Expo. ‘

Rob Smolich – Longtime Sacramento family, Lawyer, Thoroughbred horse owner and Harness Racing owner spoke in support of racing at Cal Expo.

Blaine Wright – 3 Generation horseman, 17 full time employees, owns 45 horses, from Washington State but will come to race at Cal Expo.

David Hafanaka – Representing Ag. Horse racing at fairs helps to support 4H and FFA and this is why CDFA supports fairs.

CEO Martinez stated that an important part of this is our partner Watch and Wager Harness Racing and he wanted them to be heard.

Christopher Schick – Watch and Wager Harness (W&W) – Ed Cummings – President Watch and Wager. Mr. Schick – when Golden Gate Fields made their announcement about closing, CARF started talking about their desire to come into Cal Expo and take over the race track. In December, 2023, W&W received a letter from CARF outlining their proposal of a track within a track. W&W has agreed to look at the feasibility of this project. Mr. Cummings went on to state that they feel like W&W is the middleman in this project. W&W has a business to run. They’ve been a loyal tenant for the past 12 years and employ many people. There has been a lot of bad P.R., which has been detrimental our business. Director Mallel asked what impact does W & W sees to their business? Mr. Schick stated that they are moving to a new track. There is no history of wagering and you don’t know if the track will play for speed or not. So, there could be an impact to revenue. The other issue is Safety. W & W believes that there needs to be a tunnel for horse safety and maintenance.

MOTION:

Director DiMare made a motion to direct staff to continue to work on the proposal with all involved and have more current information for the next board meeting. Director Mallel seconded the motion. Discussion – Director Salinas is looking forward to more detailed information at the next board meeting. Director Barajas stated that he would be recusing himself from this vote. Chair Pelote asked for a roll call vote: Director Barajas, recusing; Director Chong, yes; Director DiMare, yes; Director Hardeman, yes; Director Mallel, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes, 8-yes, 1-recusing.**

12. MATTERS OF INFORMATION

a. CEO Comments

CEO Martinez commented on how this year's events compared to last year with the bad weather. He called on Ms. Shell to report out on some of these events. Ms. Shell stated that Imaginarium did very well with a Fairytale theme. Jurassic Quest did 2 weekends this year. International Sportsmen's Expo has been with Cal Expo for decades. Their attendance was the same as last year however, their vendors did very well. Girls Volleyball will be here for 3 weekends and beginning February with the Northern California Home and Landscape show. CEO Martinez went on to welcome the new board members. Committee assignments will be coming in the weeks ahead. He discussed the plans and ideas for Heart Health Park.

b. Director Comments/Agenda Items for Future Meetings

Director Chong – Everything changes and looking forward to a very exciting year.

Director Mallel – As he is leaving, the board should have a board alumni contact list for the new board members to ask questions, bounce ideas, and ask for advice. Also, have an alumni night on the deck or something during fair.

Director Barajas - Good to be back.

Vice Chair Craig – Welcome to the new board members. Look forward to working with you.

Director Salinas – Welcome new board members and nice to see Director Mallel again.

Director Hardeman – Happy to be here.

Director May – would like to adjourn in memory of Samantha Brown.

Chair Pelote – Welcome to new board members and thank you to staff.

c. Next Board Meeting **February 23, 2024**

d. Other, if any

13. ADJOURNMENT

MOTION:

Chair Pelote asked for a motion to adjourn in memory of Samantha Brown, former long time employee and friend. Motion was moved by Director Chong and seconded by Director May. Chair Pelote asked for a roll call vote: Director Barajas, yes; Director Chong, yes; Director Hardeman, yes; Director Mallel, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes, 8-yes Motion carried, unanimously.**

Director DiMare left prior to this action item.

The Board of Directors meeting was adjourned at 12:40 p.m.

California Exposition & State Fair

PURCHASE ORDERS

January 25, 2024 to February 15, 2024

From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

| Vendor/Merchant | Amount |
|---|-----------------|
| Sable Computer Inc. dba KIS <ul style="list-style-type: none">• 2024 Barracuda back-up data subscription | \$36,078 |
| Eide Industries, Inc. <ul style="list-style-type: none">• State Fair livestock shade panels | \$41,526 |
| Michael Lewis dba M. Lewis Sales <ul style="list-style-type: none">• Self-dumping hoppers to support waste management services | \$45,700 |
| Epic Solutions Worldwide <ul style="list-style-type: none">• Concert barriers for Heart Health Park | \$97,493 |

SERVICE CONTRACTS

January 25, 2024 to February 15, 2024
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

| Contractor | Amount |
|---|---|
| J International Management – Plant Guy <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$15,000 |
| J International Management – Amazing Aydar <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$17,000 |
| Get Fresh Communications, Inc. <ul style="list-style-type: none">• 2024 State Fair— CA Kitchen MC and Educator | \$19,000 |
| BC Characters Inc. <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$22,950 |
| Hilton Sacramento Arden West <ul style="list-style-type: none">• 2024 State Fair – Lodging for Wine Competition Judges• Wine Competition dates: April 16–19, 2024 | \$30,000 |
| Francis O'Connor / Mickey O'Connor- MickeyO Magical Clown <ul style="list-style-type: none">• 2024/2025 State Fair – Grounds Entertainment Act | \$30,600 <small>(\$15,300/yr)</small> |
| Harmony Artists, Inc. - Twinkle and Friends <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$30,600 |
| Jeremiah Johnston – The Throw Zone <ul style="list-style-type: none">• 2024/2025 State Fair - Grounds Entertainment Act | \$34,000 <small>(\$17,000/yr)</small> |
| Patrick Contreras – Violin on Fire <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$34,000 |
| BC Characters Inc. – Break Shop <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$34,000 |
| J International Management – Robocars <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$44,500 |
| Geoffrey Homann Miles dba Pirate 4 Hire <ul style="list-style-type: none">• 2024/2025 State Fair – Grounds Entertainment Act | \$51,000 <small>(\$25,500/yr)</small> |
| Sierra Asphalt, Inc. <ul style="list-style-type: none">• 2024 Cove Stage Audience Paving | \$51,475 |

SERVICE CONTRACTS
(continued)

January 25, 2025 to February 15, 2024
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

| Contractor | Amount |
|--|---|
| Mango and Dango <ul style="list-style-type: none">• 2024/2025 State Fair – Grounds Entertainment Act | \$64,600 <i>(\$32,300/yr)</i> |
| Conservation Ambassadors Inc. <ul style="list-style-type: none">• 2024 State Fair – Conservation Ambassadors Exhibit | \$71,500 |
| Capitol International Productions, Inc., Tanzanite African Acrobats <ul style="list-style-type: none">• 2024 State Fair – Grounds Entertainment Act | \$74,000 |
| Stage Nine Entertainment Store, Inc. <ul style="list-style-type: none">• 2024 State Fair – Animation Academy Exhibit | \$75,000 |
| Cultivar Events – Cannabis Competition and Exhibit <ul style="list-style-type: none">• 2024 State Fair – Cannabis Competition and Exhibit | \$90,000 |

SERVICE CONTRACTS -Amended

January 25, 2025 to February 15, 2024
\$100,000 and Over (rounded) [Requiring Approval](#)

| Contractor | Amount |
|---|---|
| July 16 - Big Name Concert Artist – TBA <ul style="list-style-type: none">• Toyota Concert Series | \$100,000 |
| July 28 - Big Name Concert Artist – TBA <ul style="list-style-type: none">• Toyota Concert Series | \$100,000 |
| Pickering Events, LLC <ul style="list-style-type: none">• 2024 State Fair Events Services• Term: March 1, 2024 – September 15, 2024 | \$125,000 <i>pending DGS approval</i> |
| Steven Pozzi Commodities <ul style="list-style-type: none">• 2024 State Fair – Manure removal services• Term: July 1, 2024 – August 1, 2024 | \$200,000 <i>pending DGS approval</i> |
| Jakes Associates, Inc. <ul style="list-style-type: none">• 2024 Monorail Consulting Services• Term: March 1, 2024 – December 31, 2024 | \$250,000 |
| American Global Security, Inc. <ul style="list-style-type: none">• 2024 State Fair and year-round roving/standing security patrol• Term: March 1, 2024 – February 28, 2025 (1 year) | \$350,000 <i>pending DGS approval</i> |
| Citiguard, Inc. <ul style="list-style-type: none">• 2024 Heart Health Park security services• Term: February 1, 2024 – January 31, 2025 (1 year)• Reimbursable costs | \$875,000 <i>pending DGS approval</i> |

Upcoming Solicitations (estimated through May 2024)

Invitation for Bid (IFB)

- Fire alarm monitoring services
- Janitorial services for State Fair
- Golf Cart rental services
- Concert Stage Security services

Request for Proposal (RFP)

- Entertainment Booking services

9. COMMITTEE/STAFF REPORTS

a. LEGISLATIVE & HORSE RACING COMMITTEE

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815

MEMORANDUM

Date: February 16, 2024
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Kyle Brown, Expo Events
Subject: Horse Racing

HORSE RACING HISTORY

The Cal Expo racetrack hosts racing meets almost year-round, with special attention paid to live thoroughbred horse racing during the annual California State Fair. The track opened to the public in 1968, and has a one-mile oval with a 990ft homestretch. The racetrack grandstand (The Miller Lite Grandstand) has a capacity of 22,000. The remodeled Cal Expo Sports & Wagering Center features a Sports Bar and Clubhouse.

Thoroughbred Horse Racing taking place during the California State Fair dates back to 1855, and the two have shared a rich history since that time. The Cal Expo racetrack was specifically built for horseracing, and currently live Thoroughbred Horse Racing takes place during the annual California State Fair, as well as Harness Racing November through April.

Watch & Wager

In August of 2012, Cal Expo entered into a Revenue Generating Agreement with Watch and Wager, LLC (W&W) to operate harness meets at Cal Expo. The original terms of the Agreement were to take place between August 2012 through May 2017. The Agreement included an option to extend, and no specific extension period was outlined. In May of 2016, the Board extended the contract with W&W to May of 2022. Then in September of 2019 the Board approved another contract extension through May 1, 2025. The contract extensions were tied to financial enhancements provide to Cal Expo by W&W.

In May of 2022, the Board extended the contract with W&W through May 2030.

CLOSING OF GOLDEN GATE FIELDS

On July 16, 2023, The Stronach Group unexpectedly announced the abrupt closure of 82-year-old Golden Gate Fields at the end of the year to focus on West Coast racing at Santa Anita in Southern California. The California Authority of Racing Fairs (CARF) as well as the California Horse Racing Board (CHRB) are looking to Cal Expo along with other Northern California racetracks in a bid to save horseracing in Northern California.

New legislation was passed and signed by Governor Newsom to complete a deal to keep Golden Gate Fields open another six months through next spring. Assembly Bill No. 1074 written by Democrats Miguel Santiago from the Assembly and Bill Dodd from the Senate, and introduced by Republican Juan Alanis from the Assembly proposed an amendment that would send simulcast money from Northern California to Southern California after July 1st, but only when or if Northern California does not host live racing. In exchange, the Stronach Group will keep Golden Gate Fields open another six months, through next spring. This will allow harness racing to operate this year without conflict.

CALIFORNIA AUTHORITY OF RACING FAIRS (CARF)

The California Authority of Racing Fairs (CARF) and the California Horse Racing Board (CHRB) have turned their attention to Cal Expo and other Northern California racetracks in efforts to preserve horse racing in the area. Larry Swartzlander, the Executive Director of CARF, has conducted meetings involving Chris Schick from Watch and Wager, some of which included Cal Expo staff and others that did not. Cal Expo has made no commitment to CARF regarding Cal Expo's role in this new landscape. All parties are fully aware that any decisions regarding future expansion into horse racing or realignment of our operational focus towards horse racing must be made by our Board of Directors.

1/18/24 CALIFORNIA HORSE RACING BOARD (CHRB) MEETING

During the January 18th California Horse Racing Board (CHRB) meeting, Larry Swartzlander presented a preliminary concept for the development of a new inner-track at Cal Expo, aimed at preserving Northern California racing. However, it is important to note that this presentation did not constitute a formal proposal and was more visionary in nature. He made it clear that while the Alameda County Fairgrounds, located in Pleasanton, is a secondary option, that CARF prefers Cal Expo and plans to focus primarily on the State Fairgrounds. The CHRB's response to the presentation was markedly critical. CHRB also made it clear that they need a fully supported proposal from CARF by their March 21st Board Meeting.

Northern California industry stakeholders voiced their concerns, stressing the necessity of adequate time to formulate a comprehensive strategy and avoid rushed decisions that might not address the multifaceted nature of the industry's challenges. The CHRB did not make any finalized decisions at this meeting.

2/6/24 CALIFORNIA AUTHORITY OF RACING FAIRS (CARF) MEETING

During the subsequent meeting of the California Authority of Racing Fairs (CARF) on February 6th, Larry Swartzlander disclosed that revised cost estimates provided by independent contractors significantly exceeded the initial projections for the inner-track project at Cal Expo. Consequently, in light of this updated financial data, both Larry Swartzlander and CARF have opted to withdraw their proposal concerning Cal Expo, redirecting their efforts exclusively towards the development of such a facility at the Alameda County Fairgrounds in Pleasanton. Documentation from CARF verifying their intent to focus all future horse racing plans at the Alameda County Fairgrounds is included with this report.

RECOMMENDATION

There is no staff recommendation at this time.



a California joint powers agency

1776 Tribute Road, Suite 205
Sacramento, CA 95815
Office: 916.263.3349 Fax: 916.263.3341
www.calfairs.com

February 21, 2024

California Exposition & State Fair
1600 Exposition Blvd.
Sacramento, CA 95815

Mr. Tom Martinez:

With the announced closing of Golden Gate Fields on June 9, 2024, California Authority of Racing Fairs (CARF) was challenged to formulate a plan to maintain year-round thoroughbred racing in Northern California. Coupled with this challenge was the domino effect of the imminent closing of Fair Racing and Simulcast operations as we have known them.

Key to this effort was identifying a site with the optimum criteria to support such an endeavor. The initial step in the process, which has taken six months was to select a fair site in Northern California that is best suited to support sustained year-round racing. Sonoma County Fair, Alameda County Fair ("Pleasanton") and Cal Expo/State Fair ("Cal Expo") were reviewed.

Sonoma County Fair was eliminated due to numerous on-site conflicts and lack of long-term commitment to racing. We then turned to Cal Expo and Pleasanton. Both sites have major challenges due to current on-site contracts which conflict with thoroughbred racing.

Upon final receipt of all financial capital improvement requirements and review of operational on-site requirements it was clear that Pleasanton was better suited for immediate implementation of this plan. The criteria surrounding that decision was discussed by the CARF board and a motion was unanimously approved by the board to proceed with efforts to prepare Pleasanton to host year-round thoroughbred racing commencing October 16, 2024.

CARF appreciates the efforts by Cal Expo Staff in providing the necessary support to finalize the selection criteria and support the final site selection.

Respectfully Yours,

A handwritten signature in black ink, appearing to read "Larry A. Swartzlander".

Larry A. Swartzlander
Executive Director

b. INTERIM EVENTS REPORT

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3010
Fax: (916) 263-7903

MEMORANDUM

Date: February 14, 2024
To: Board of Directors, California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Marcia Shell, Expo Events
Subject: Event Comparison 2022-2023

BACKGROUND

In March of 2020, Governor Newsom ordered that Cal Expo be closed to public events. Cal Expo was closed to public events for 16 months until the summer of 2021. By January of 2021, Cal Expo had laid off 60% of the staff and cancelled over 60 events including the annual State Fair. During the late summer of 2021, Cal Expo was allowed to contract with "outdoor events" only. In January of 2022, Cal Expo was able to resume booking indoor events. Although the worst of the pandemic was over, the return to events for promoters and attendees was not an easy return to normal. As you review the event income and attendance on the attached comparison, 2023 has showed great improvement over the 2022. In addition to the complete reopening of the facility, 2022 was the last year of the Spectra Master Food & Beverage contract and the last year of the Multi-Use Sports Field & Entertainment contract. The attached report reflects income only and does not include expenses. This report does not include income or attendance numbers from Heart Health Park concerts, Sacramento Republic FC, Simulcast, RV income, the Water Park or the State Fair. Rock & Brews and Watch & Wager rents are included but attendance numbers for either of these are not included.

2023 EVENT HIGHLIGHTS

Highest Attendance Events of 2023

Foodieland Night Market: 107,464 paid attendees for three events in 2023.
Imaginarium: 179,261 paid attendees which was twice the 2022 attendance.

New Events in 2023:

International Wedding Show, National Gym Association, Bernese Dog Show, Skye Dreams, The Wow Factor, Back 2 the Blvd, Highlands Multicultural Festival, International Rail Fair, E&M Roadshow, and Goldenskye parking.

| 2023 CAL EXPO COMMUNITY EVENTS | | |
|---------------------------------------|-----------------------|--|
| NO CHARGE FOR SPACE | | |
| | DATES OF EVENT | ORGANIZATION |
| January | | |
| ATF K9 Recertification | 1/9/23-1/13/23 | Bureau of Alcohol Tobacco Firearms Explosives |
| Team Rubicon | 1/13/23 -2/13/2023 | County of Sacramento |
| February | | |
| K9 Training | 2/28/2023 | California Rescue Dog Association-Find the Missing |
| March | | |
| CARDA K9 Training | 3/14/2023 | California Rescue Dog Assoc K9 Training |
| Emergency Operations Meeting | 3/16/2023 | Chief Walton |
| Bicycle Patrol Training Classes | 3/27/23-3/30/2023 | California Highway Patrol |
| Nuts and Bolts | 3/28/23-3/29/23 | California Fair Services Authority |
| CHP Bike Training | 3/28/23-3/30/2023 | California Highway Patrol Training |
| Sac Sheriff | 3/27/2023-3/31/2023 | Sacramento County Sheriffs Department Training |
| April | | |
| Sac County Sheriff Search & Rescue | 4/16/2023 | Dog Search & Rescue Training |
| California Horse Racing Board Meeting | 4/20/2023 | California Horse Racing Board |
| May | | |
| CHP Tow Truck Inspection | 5/2/2023-5/4/2023 | California Highway Patrol |
| California Horse Racing Board Meeting | 5/18/2023 | California Horse Racing Board |
| SMUD E-Waste | 5/22/2023 | Sacramento Municipal Utility District |
| Office of Emergency Services | 5/5/2023-5/7/2023 | OES Meetings/Trainings |
| June | | |
| California Horse Racing Board Meeting | 6/29/2023 | California Horse Racing Board |
| SMUD | 6/24/2023 | Sacramento Municipal Utility District |
| September | | |
| September 11 Memorial Ceremony | 9/11/2023 | California Exposition & State Fair |
| CHRB Meeting | 9/21/2023 | California Horse Racing Board |
| October | | |
| Kaiser Parking | 10/4/2023-10/7/2023 | Kaiser Permanente |
| CHP Training | 10/2/2023-10/3/2023 | California Highway Patrol |
| CHP Training | 10/12/2023-10/13/2023 | California Highway Patrol |
| CARDA K9 Training | 10/17/2023 | California Rescue Dog Assoc K9 Training |
| CHRB Meeting | 10/19/2023 | California Horse Racing Board |
| November | | |
| CHP Bike | 11/6/2023-11/9/2023 | California Highway Patrol-Bike Training |
| KCRA Turkey Drive | 11/9/2023 | KCRA-Community Donations |
| Sheriffs Academy Training | 11/14/2023 | Sacramento County Sheriffs Department |
| AMR Evacuation Course | 11/29/2023 | American Medical Response |
| CARDA | 11/14/2023 | California Rescue Dog Association-Find The Missing |
| December | | |
| CHIPS for Kids | 12/1/2023 | California Highway Patrol-Community Donations |
| SMUD Giving Monday | 12/4/2023 | SMUD-Community Donation to Food Banks |
| Search and Rescue K9 Training | 12/10/2023 | |
| CALTRANS Groundbreaking Event | 12/15/2023 | CALTRANS |
| CHRB | 12/14/2023 | California Horse Racing Board |
| California Fair Services Authority | 12/7/2023 | Fair Managers Meeting |

C. ANNUAL STATE FAIR COMMITTEE

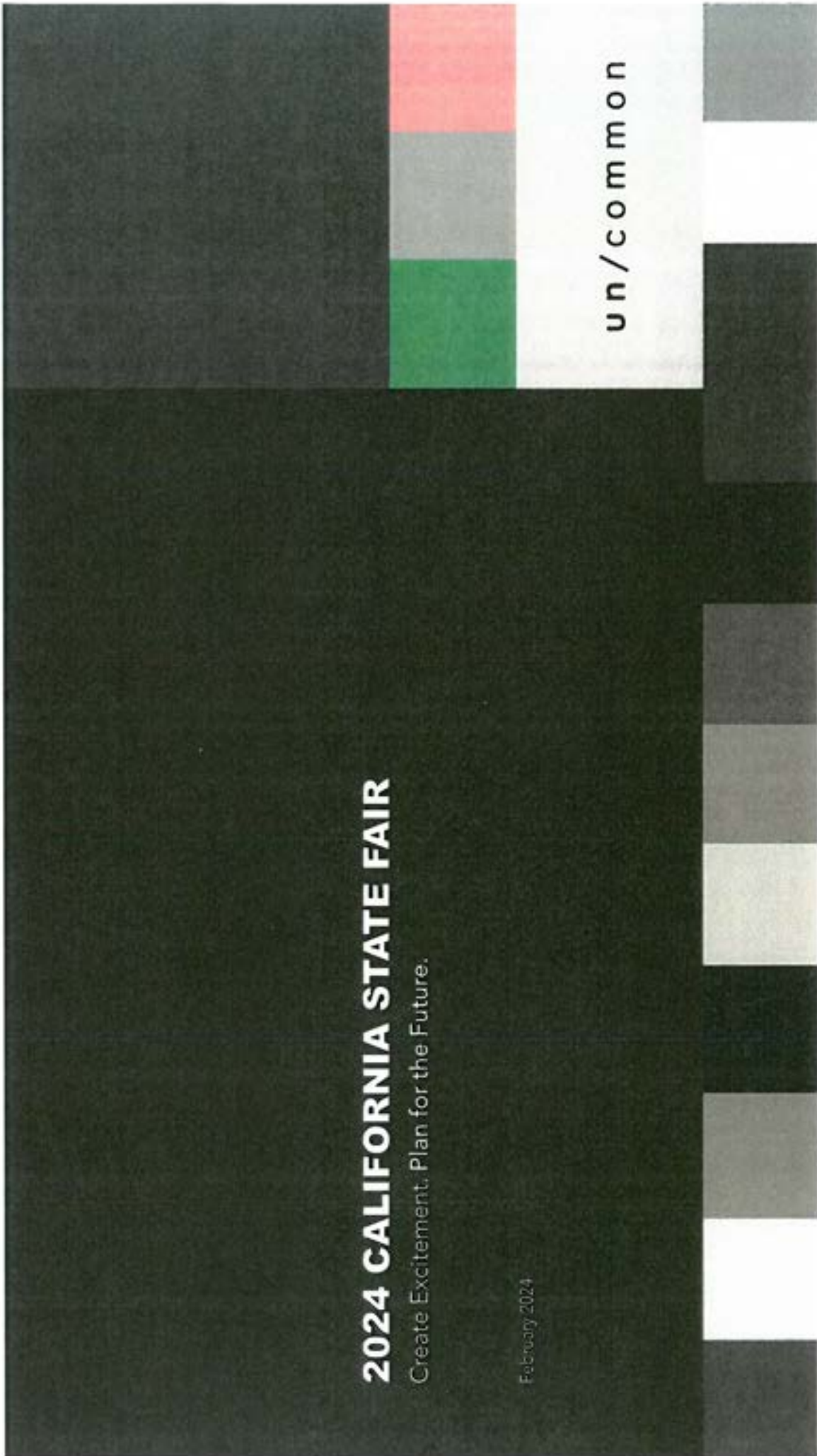
un common 2024 State Fair Campaign Presentation

2024 CALIFORNIA STATE FAIR

Create Excitement. Plan for the Future.

February 2024

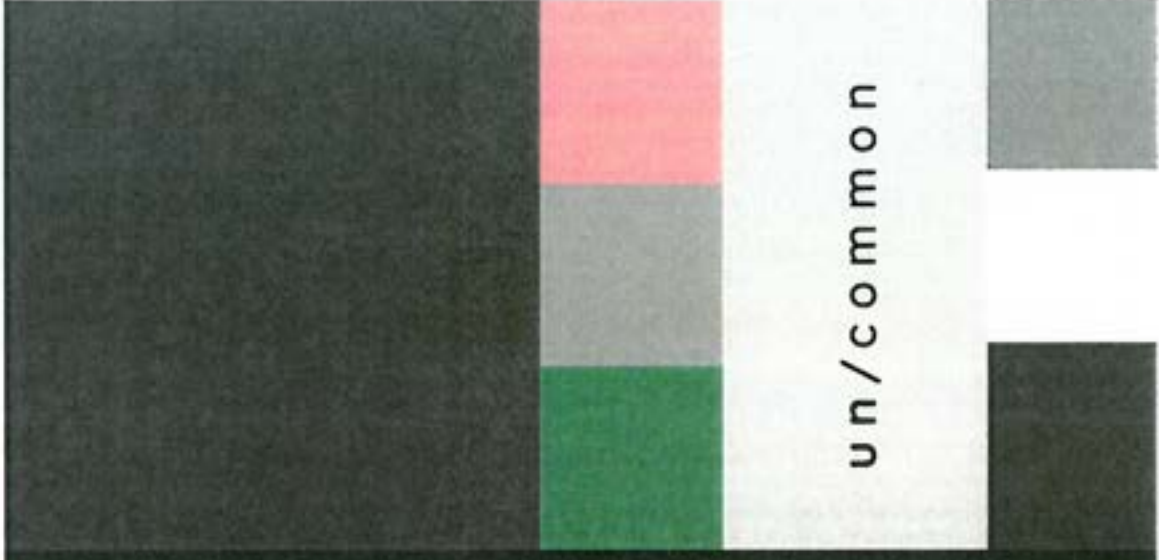
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2024 CREATIVE CAMPAIGN

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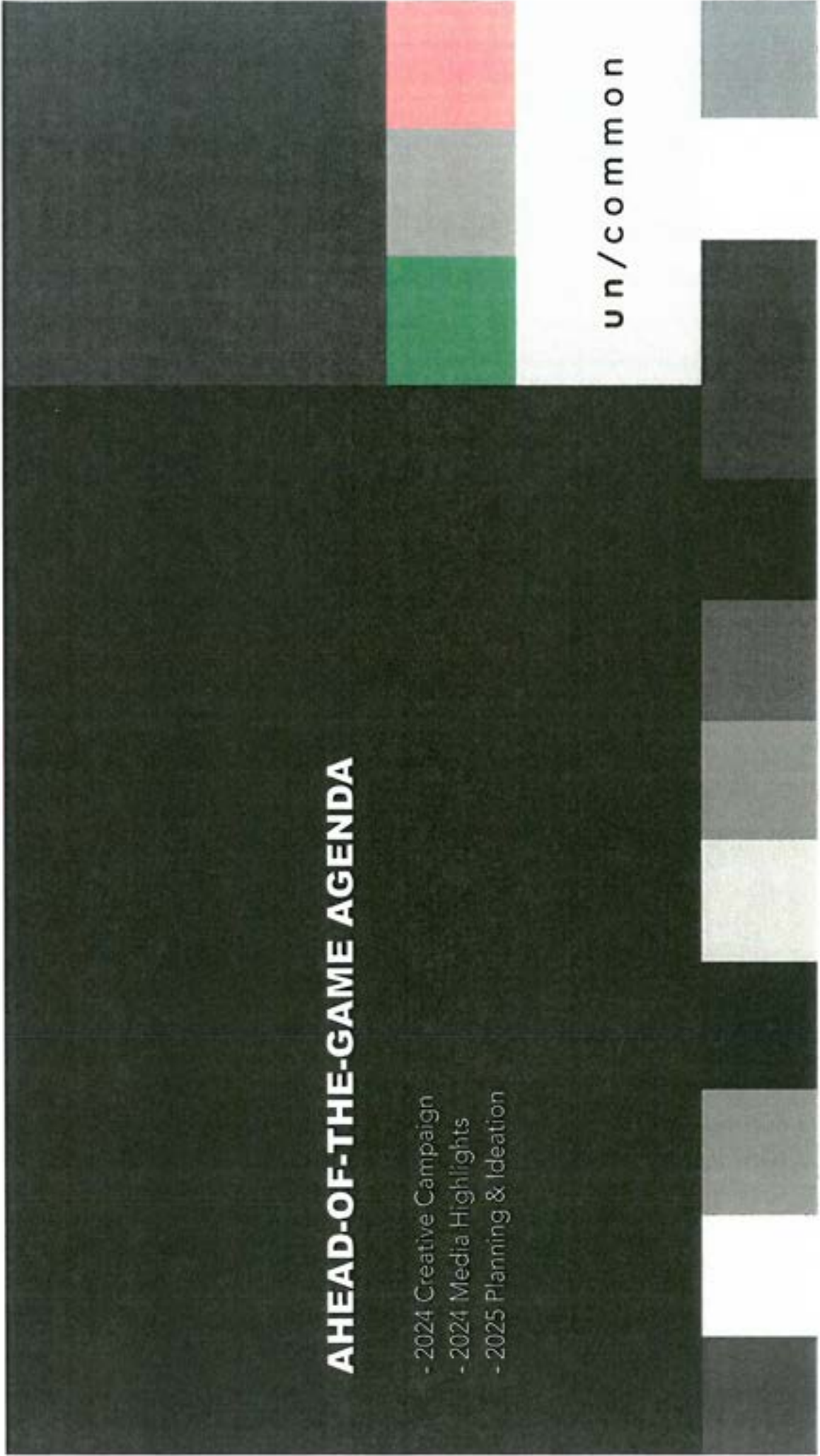
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AHEAD-OF-THE-GAME AGENDA

- 2024 Creative Campaign
- 2024 Media Highlights
- 2025 Planning & Ideation

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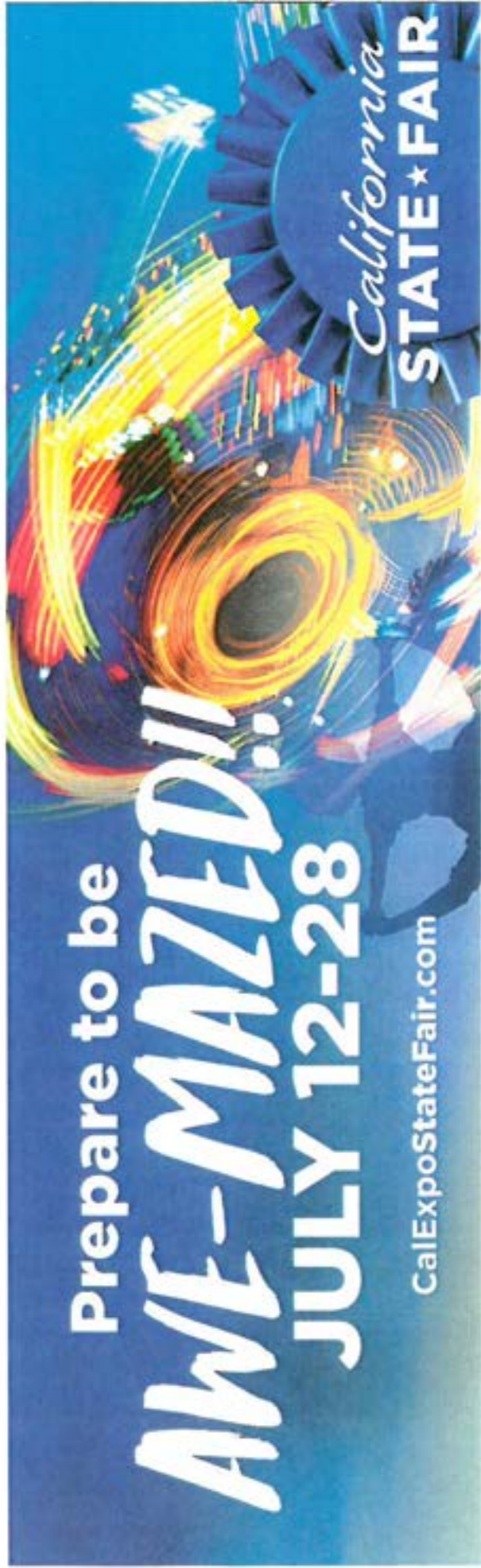


2024 GOAL

Go Big & Exciting.

Be "California's" Fair.

SAVE THE DATE "TEASER"



Prepare to be
AWE-MAZED!!
JULY 12-28

CalExpoStateFair.com

California
STATE★FAIR

The graphic features a dark blue background with vibrant, multi-colored light trails in shades of yellow, orange, and red, creating a sense of motion and excitement. A large, stylized gear logo is positioned in the upper right corner, containing the text 'California STATE★FAIR'. The main text is centered and uses a mix of bold, sans-serif and script fonts.

Welcome to The State of... Awe

California is not your average state.

We like fine wine, and top-level entertainment.

We love our adrenaline pumping, and hugs from our furry friends.

We appreciate hand-crafted beer

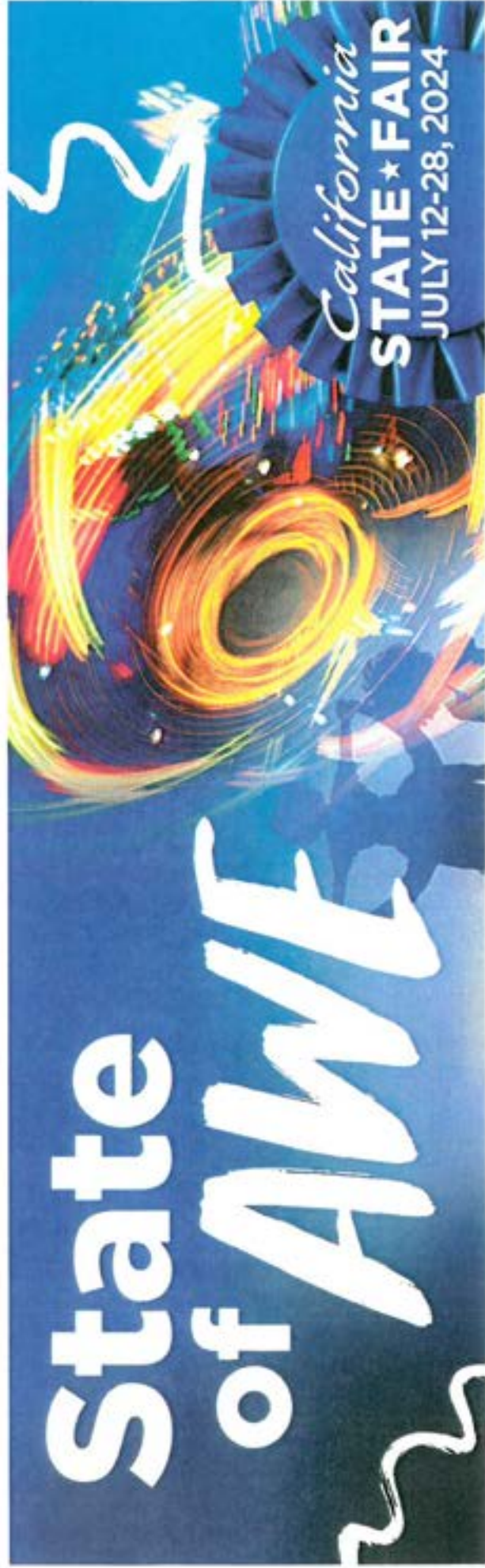
almost as much as a hand-dipped corn dog.

We're not your average state.

We are The State of Entertainment, Enjoyment, Excitement,

...and *this* is our fair.

HERO MESSAGE

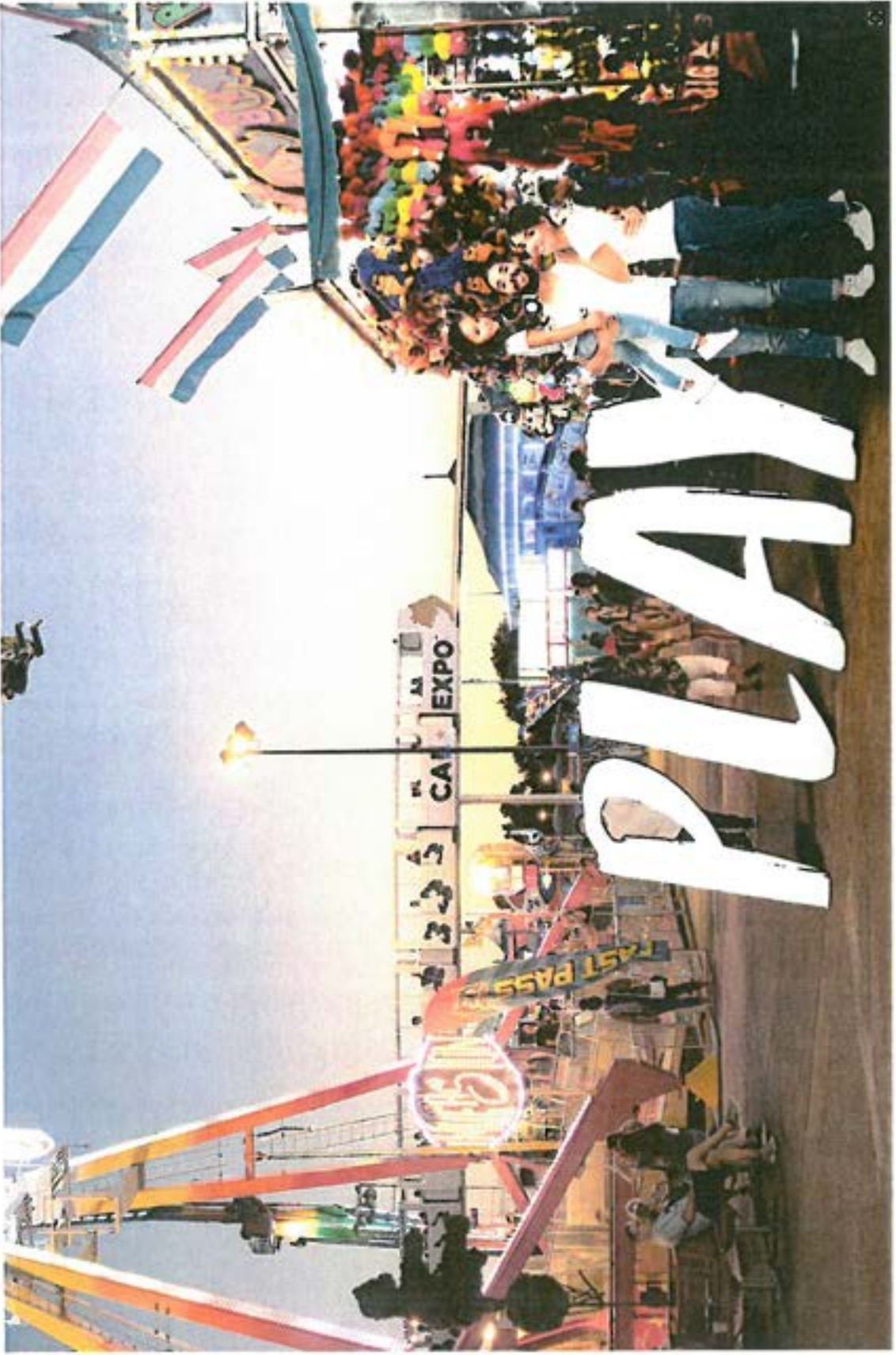


WINE/BEER/FOOD

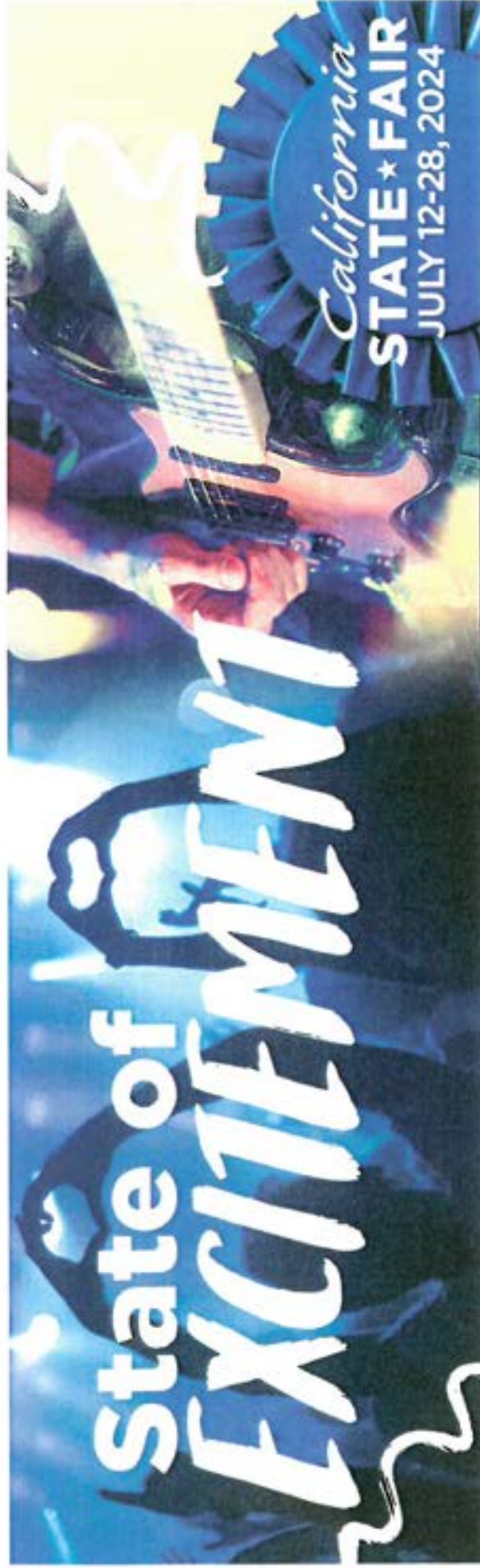


GAMES/RIDES



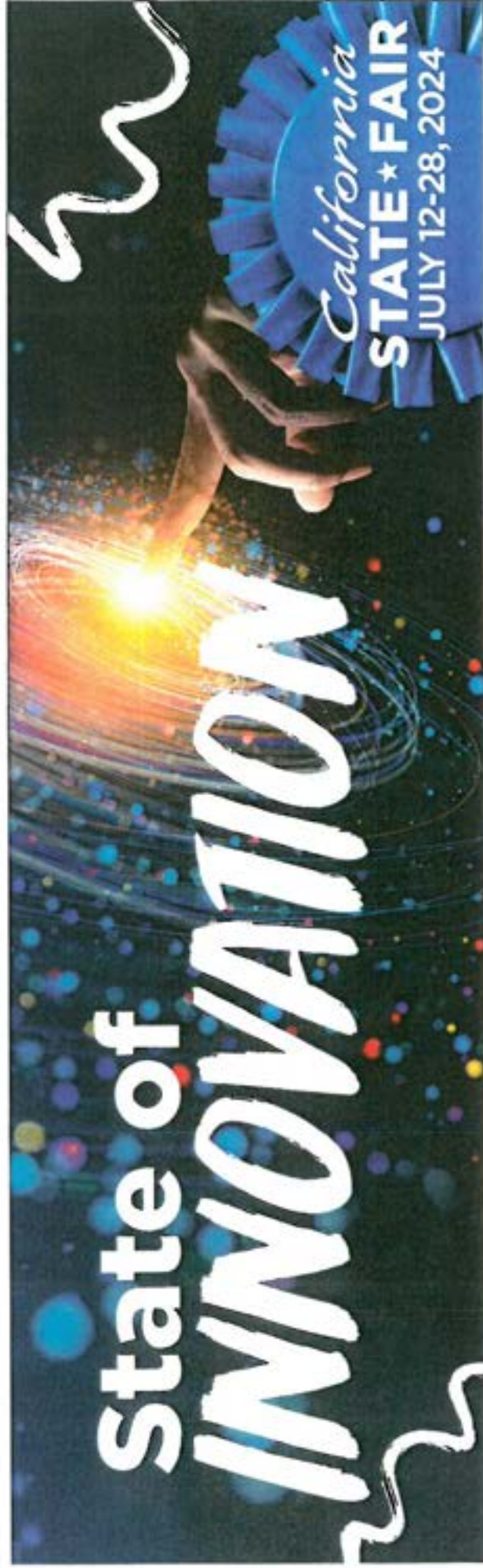


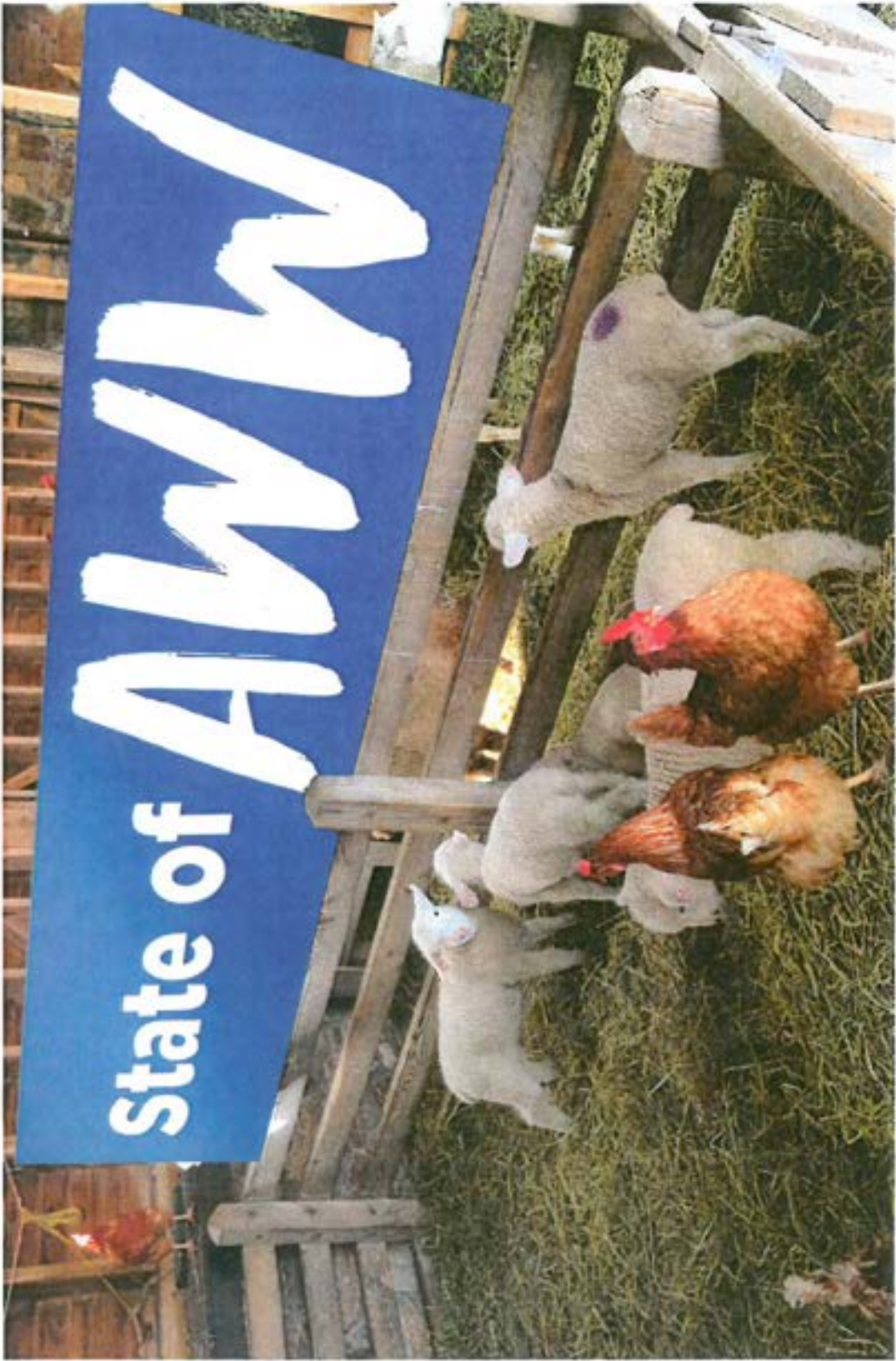
CONCERTS/MUSIC

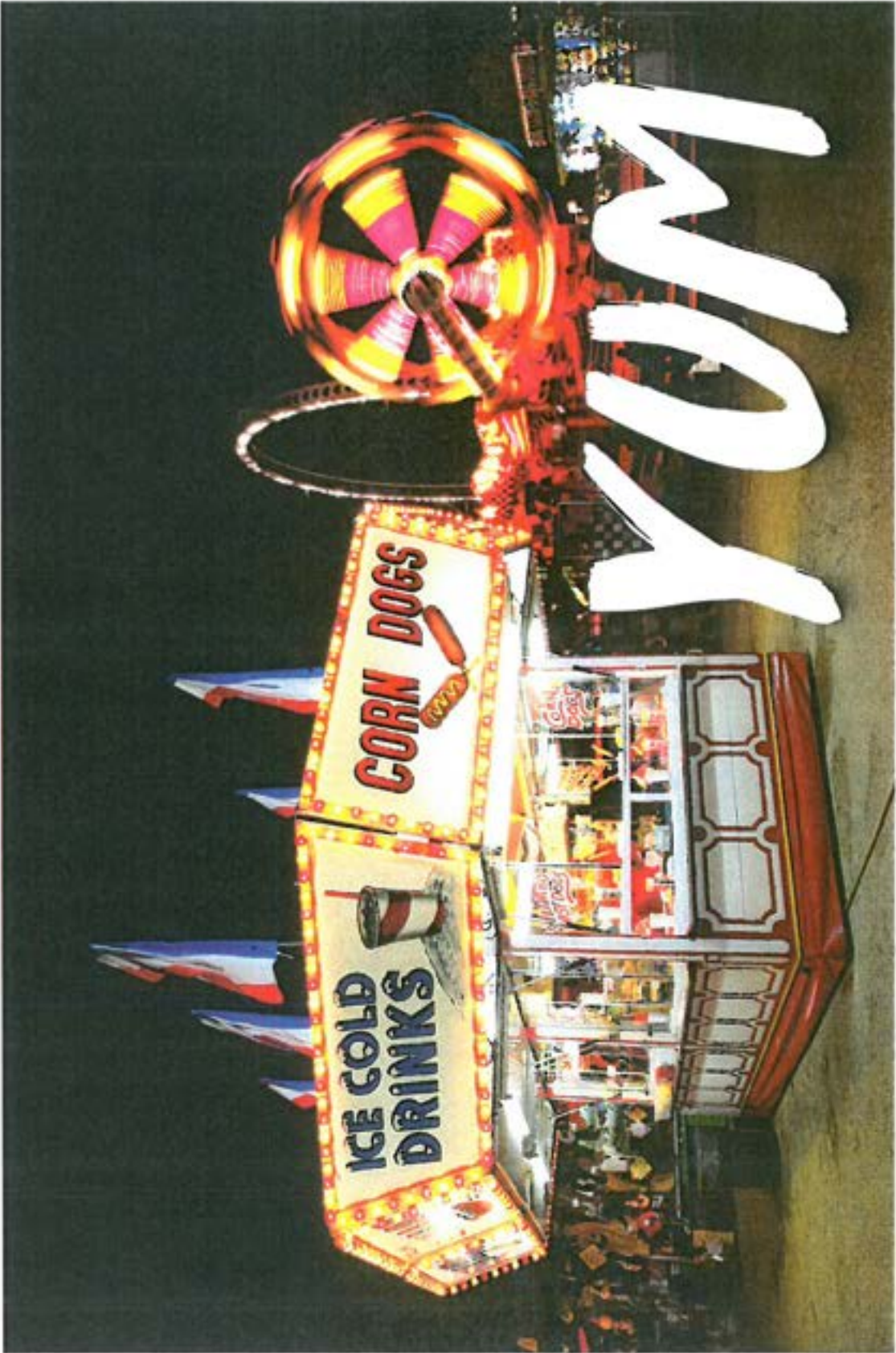




EXHIBITS





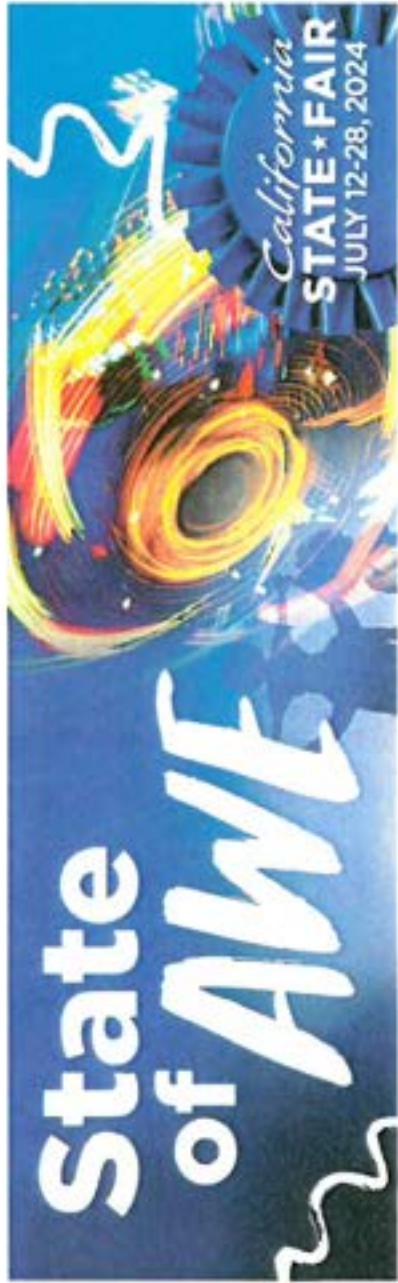




DIGITAL COUNTDOWN

17 DAYS OF WONDER
JULY 13 - 29

California
STATE * FAIR



ADMIT ONE

Includes admission to the State of AWE for one person. Includes access to all rides, shows, and entertainment. Includes one (1) even ride. Includes one (1) student ride. Includes one (1) fair fun pack. Includes one (1) fair fun pack. Includes one (1) fair fun pack.

ADMIT ONE

Includes admission to the State of AWE for one person. Includes access to all rides, shows, and entertainment. Includes one (1) even ride. Includes one (1) student ride. Includes one (1) fair fun pack. Includes one (1) fair fun pack. Includes one (1) fair fun pack.

California STATE FAIR JULY 12-28, 2024

ADMIT ONE

Includes admission to the State of AWE for one person. Includes access to all rides, shows, and entertainment. Includes one (1) even ride. Includes one (1) student ride. Includes one (1) fair fun pack. Includes one (1) fair fun pack. Includes one (1) fair fun pack.

ADMIT ONE

Includes admission to the State of AWE for one person. Includes access to all rides, shows, and entertainment. Includes one (1) even ride. Includes one (1) student ride. Includes one (1) fair fun pack. Includes one (1) fair fun pack. Includes one (1) fair fun pack.

FAIR FUN PACK

2024 ONE TIME PARKING PASS
 STATE FAIR TICKETS
 2024 STATE FAIR TICKETS
 2024 STATE FAIR TICKETS

2024 State Fair Paid Media Highlights

\$652K
(12% reduction)

Amplify exposure

Purposeful partnerships

Leverage Added-Value

Video | Outdoor | Radio | Digital CTA

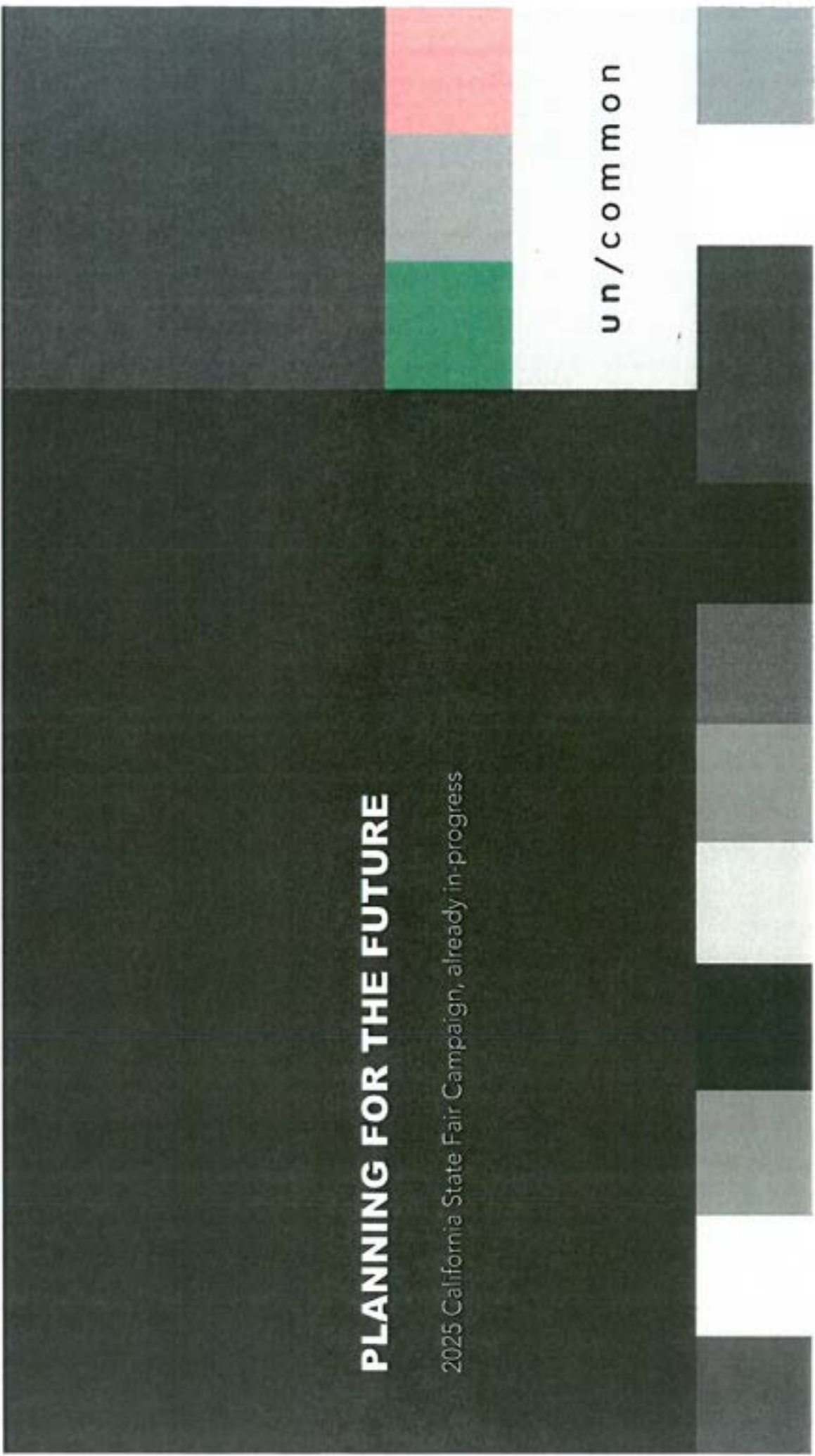
50 Traditional/50 Digital



PLANNING FOR THE FUTURE

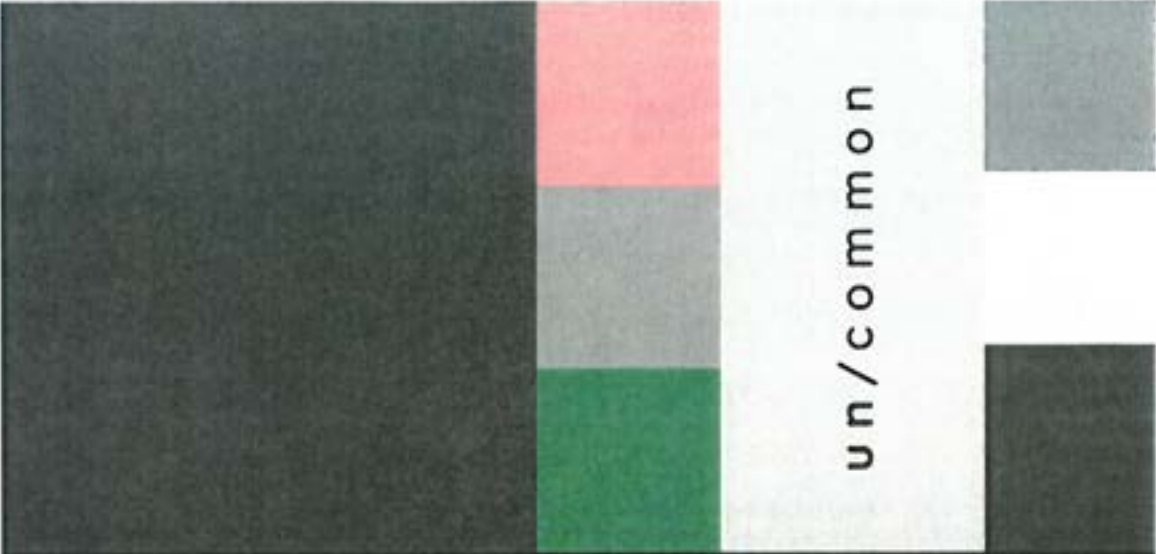
2025 California State Fair Campaign, already in-progress

un/common



thank u/

un/common



10. OLD BUSINESS

a. FUTURE FAIR DATES

MEMORANDUM

Date: February 23, 2024
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Matt Cranford, Deputy General Manager
Subject: Future Fair Dates

In late October, the Board convened to offer extended-term guidance to the staff, which included evaluating future fair dates and the possibility of a date change. The current State Fair dates are in July. This was a result of a date change in 2009, when the State Fair moved from late August to mid-July. Due to years of historic heat and its negative impact on fair attendees, the Board is reassessing the dates and what future options may be available for the Fair.

CURRENT FAIR DATES

The current date structure format for the California State Fair (CSF) designates its concluding weekend to coincide with the last complete weekend of July annually. This approach ensures that the Fair spans the entirety of the latter half of July. Although this period situates the CSF at the peak of summer, it coincides with what has become the hottest month of the year. Notably, in 2023, July set a global record for the highest temperatures. During this time, the Sacramento area endured 10 days of temperatures surpassing 100 degrees, with a particular weekend projected to experience daily temperatures of 112 degrees.

The State Fair represents the primary source of income for Cal Expo, with several significant revenue contributors within the Fair itself. The five leading sources of revenue, in descending order, are:

1. Admissions
2. Food and beverage concessions (inclusive of OVG operations)
3. Carnival
4. Sponsorships
5. Parking services

These sources collectively account for 75% of the Fair's total revenue. Additionally, operational aspects such as the preparation period for the State Fair were considered. This setup phase, spanning 4-5 weeks, encompasses the acceptance of competition entries, the construction of exhibits in Expo Center buildings, buildings A, B, C, and D, and the overall readiness of the site, particularly focusing on the electrical, water, and plumbing systems to handle the increased demand.

Horse racing, while not a major financial contributor to the CSF, has been a fundamental aspect of the fair's history and experience since its inception. The unique identity and sense of nostalgia tied to the CSF are deeply rooted in the tradition of the annual State Fair Race Meet,

featuring historic horses and jockeys. Although horse racing continues to provide entertainment and enjoyment for fairgoers, its financial returns, particularly from wagering, have been on a decline. The recent closure of Golden Gate Fields presents a significant challenge to the future of horse racing in Northern California. This issue, which has been critical since July 2023, remains a primary concern for the California Authority of Racing Fairs (CARF) and other county fairs that feature horse racing. During the evaluation of prospective dates for the California State Fair, the staff carefully considered the complexities each option entails. Horse Racing was acknowledged in this process but was not a determining factor due to its current uncertain status. The instability surrounding horse racing poses challenges in forecasting its impact on potential fair dates, especially considering the possibility of its discontinuation at fairs in the 2024-2025 timeframe. However, more clarity on this issue is anticipated in the upcoming months.

In an effort to evaluate the viability of various date options for the California State Fair, a questionnaire was distributed among a range of pertinent stakeholders. These stakeholders encompass concert production and management companies, food vendors, carnival company, multiple Cal Expo Departments, and the Sacramento County Fair. Many of these vendors provided feedback regarding the impact of these dates on their ability to supply or service the annual California State Fair.

Following the December 6, 2023 Board of Director's meeting, staff engaged *Bold Decision* polling company to conduct a phone survey of 600 individuals throughout the greater Sacramento Region about the State Fair's current July dates and potential alternatives. The survey's demographic mix reflected the fair's attendees. The attached report details the findings: 69% favor moving the fair from July, mainly due to heat. The preference is nearly equal for spring or fall, with a slight lean towards spring among female respondents.

Following the January 26, 2023 Board of Director's meeting, staff conducted a thorough review of potential future fair dates, considering a variety of new information and stakeholder preferences. This includes insights from local school districts, high grossing food stands, operational and financial considerations, and a detailed temperature analysis for Sacramento. The detailed temperature analysis is presented in your Board packet for more detailed consideration.

FUTURE FAIR DATE OPTION – SPRING

The first option for dates was for the State Fair to be held over the Memorial Weekend Holiday and encompass dates in May and June. Example of the fair date(s) would be May 23-June 8, 2025 with the potential to move up a week and open on May 16. The feedback from the majority of the vendors is that they could accommodate the early date option. Many would prefer that we close on Memorial Day Monday. Butler Amusements, specifically, stated that they could more easily accommodate the date change to May and would like to see the fair operate for 4 weeks with closures on Monday and possibly Tuesday (Staff has not looked into the feasibility of a 4-week run per the noted suggestion above). There are also a limited number of Fairs that operate during that period, so the Fair competition could be minimal. Even though the fair competition is slight, there are challenges with that time period.

The proposed dates of May and June for State Fair present several logistical and strategic challenges. These include the availability of labor, which primarily comprises students and school district employees who are generally accessible during the summer months. The initial phase of the fair may face staffing difficulties, with the objective to recruit these individuals once they are free from their academic year obligations.

Additionally, the fair's status as "The State Fair" within California is intrinsically linked to the outcomes of county fair competitions. For county fairs that occur after the State Fair, their winners can participate the following year. If we proceed with Option 1, most qualifiers would be from the *previous year's* county fairs. This could lead to complications, such as the inability of some qualifiers, like high school seniors, to participate if they are pursuing education outside of the state.

Furthermore, there is an emerging competitive dynamic with another Livestock Show, which is aspiring to become the premier Livestock show and sale in California. Adopting this change would enable them to attract all late summer livestock participants.

The May event schedule at Cal Expo is substantial, including the culmination of Watch & Wager, the Kentucky Derby, the Preakness, the Country in the Park country music concert at the racetrack, and the Sacramento County Fair. A critical analysis is required to evaluate the feasibility of shifting the State Fair to May, with a particular focus on the potential impact on horse racing activities. Furthermore, the concurrent hosting of Country in the Park and the Sacramento County Fair may present considerable operational challenges for the staff.

During their November meeting, the County Fair Board of Directors engaged in a detailed discussion about the implications of moving the State Fair to Memorial Weekend. A proposed solution involved shifting the County Fair to Mother's Day weekend. This suggestion, however, encounters several logistical limitations, especially the challenge of operating a carnival 1-2 weeks prior to the California State fair carnival, and the occupancy of the Pavilion, Building C, and D tent by the county fair. Implementing such changes would require a substantial turnaround of the grounds to accommodate the State Fair's adjustments. As a result, the County Fair must explore alternative dates to avoid scheduling conflicts and operational difficulties.

The Sacramento County Fair Board of Directors met to discuss the potential adjustment of State Fair dates and the impact onto the Sacramento County Fair. Key issues were examined, with plans for the County Fair Board to participate in upcoming CA State Fair Board meetings. The goal is to offer insights into the consequences for the existing Sacramento County Fair program should the CA State Fair opt for dates that coincide with those of the Sacramento County Fair.

An analysis of Sacramento temperatures from 2021 to 2023 indicates that May offers significantly cooler conditions compared to the traditional July fair dates. Temperatures in May are on average 13°F to 18°F cooler than July.

FUTURE FAIR DATE OPTION - FALL

Like the Spring Date option, the proposal for Fall Dates, including Labor Day (Monday), received mixed reactions from our vendors. Many prefer this period, aligning with the State Fair's historical dates. This adjustment would set the fair to start on Labor Day weekend and run for 17 days into mid-September. While the survey mentioned October, staff view September and October as similarly suitable for fairgoers. Factors like weather, community events, and school/work schedules are comparable for both months. Transitioning to a late summer and early fall schedule introduces specific challenges, particularly concerning the availability of the labor force, which predominantly comprises college students and school staff. These groups are usually available during the traditional summer break but return to academic commitments by late summer. This shift could considerably impact staffing levels, especially in the latter part of the fair and during the peak closing weekend.

Upon reviewing temperature data spanning from 2021 to 2023 for Sacramento, it has been determined that there is a discernible cooling trend in September, where average temperatures are observed to be generally 7°F cooler than those in July, presenting a more comfortable environment for fair attendees.

Feedback from local school districts indicates a strong preference for September over May for school tours, aligning with the academic calendar. Conversations with high grossing food stands revealed a preference for dates over Labor Day weekend. Additionally, there is a consensus to avoid overlapping with Kern County Fair dates to avoid attendance conflict that could prove detrimental to the State Fair product.

Shifting the fair to September aligns with several operational and financial benefits:

- Aligns with State Employees' payday (first of the month).
- Offers an opportunity for the CA State Fair to fill a current gap of dates that do not feature any large fairs.
- Allows for operational efficiencies by adjusting opening hours to reduce staffing needs and overtime, for instance, opening at 3 or 4 pm on weekdays (creating 1 shift of staff vs. 2 shifts or increased overtime). This adjustment also supports special programming for kids, seniors, and livestock showings during these times.

STAFF RECOMMENDATION

Considering the aggregated data, stakeholder feedback, and strategic benefits, staff proposes shifting the fair dates to September, starting in 2025. This change aims to enhance attendance, operational efficiency, and the overall fair experience. We recommend that the Board direct staff to proceed with finalizing the date change decision by coordinating with stakeholders, and initiating detailed operational planning for the September 2025 dates. This includes negotiating with the carnival company, adjusting marketing strategies, and revising operational plans to align with the new dates.

July 2022 Season

| | Date | High Temp | Low Temp |
|--------------------|-----------|-----------|----------|
| Day 1 (Friday) | 7/15/2022 | 96 | 59 |
| Day 2 (Saturday) | 7/16/2022 | 102 | 60 |
| Day 3 (Sunday) | 7/17/2022 | 103 | 65 |
| Day 4 (Monday) | 7/18/2022 | 99 | 67 |
| Day 5 (Tuesday) | 7/19/2022 | 98 | 65 |
| Day 6 (Wednesday) | 7/20/2022 | 99 | 59 |
| Day 7 (Thursday) | 7/21/2022 | 96 | 58 |
| Day 8 (Friday) | 7/22/2022 | 97 | 60 |
| Day 9 (Saturday) | 7/23/2022 | 97 | 57 |
| Day 10 (Sunday) | 7/24/2022 | 97 | 58 |
| Day 11 (Monday) | 7/25/2022 | 90 | 57 |
| Day 12 (Tuesday) | 7/26/2022 | 93 | 61 |
| Day 13 (Wednesday) | 7/27/2022 | 95 | 59 |
| Day 14 (Thursday) | 7/28/2022 | 94 | 58 |
| Day 15 (Friday) | 7/29/2022 | 94 | 60 |
| Day 16 (Saturday) | 7/30/2022 | 89 | 61 |
| Day 17 (Sunday) | 7/31/2022 | 85 | 63 |
| | | 95.529412 | |

May 2022 Season (Memorial Day)

| | Date | High Temp | Low Temp |
|--|-----------|-----------|----------|
| | 5/13/2022 | 83 | 46 |
| | 5/14/2022 | 91 | 52 |
| | 5/15/2022 | 89 | 56 |
| | 5/16/2022 | 82 | 53 |
| | 5/17/2022 | 93 | 52 |
| | 5/18/2022 | 100 | 52 |
| | 5/19/2022 | 93 | 64 |
| | 5/20/2022 | 84 | 58 |
| | 5/21/2022 | 89 | 50 |
| | 5/22/2022 | 92 | 52 |
| | 5/23/2022 | 96 | 53 |
| | 5/24/2022 | 100 | 58 |
| | 5/25/2022 | 102 | 62 |
| | 5/26/2022 | 77 | 57 |
| | 5/27/2022 | 79 | 55 |
| | 5/28/2022 | 80 | 56 |
| | 5/29/2022 | 82 | 51 |
| | | 88.941176 | |

September 2022 Season (Labor Day)

| | Date | High Temp | Low Temp |
|--|-----------|-----------|----------|
| | 9/2/2022 | 103 | 67 |
| | 9/3/2022 | 100 | 63 |
| | 9/4/2022 | 105 | 62 |
| | 9/5/2022 | 114 | 68 |
| | 9/6/2022 | 114 | 73 |
| | 9/7/2022 | 107 | 73 |
| | 9/8/2022 | 112 | 68 |
| | 9/9/2022 | 106 | 67 |
| | 9/10/2022 | 87 | 70 |
| | 9/11/2022 | 91 | 67 |
| | 9/12/2022 | 92 | 66 |
| | 9/13/2022 | 81 | 61 |
| | 9/14/2022 | 80 | 57 |
| | 9/15/2022 | 78 | 58 |
| | 9/16/2022 | 84 | 55 |
| | 9/17/2022 | 77 | 58 |
| | 9/18/2022 | 75 | 60 |
| | | 94.470588 | |

July 2021 Season

| | Date | High Temp | Low Temp |
|--------------------|-----------|-----------|----------|
| Day 1 (Friday) | 7/16/2021 | 91 | 54 |
| Day 2 (Saturday) | 7/17/2021 | 97 | 59 |
| Day 3 (Sunday) | 7/18/2021 | 99 | 63 |
| Day 4 (Monday) | 7/19/2021 | 98 | 66 |
| Day 5 (Tuesday) | 7/20/2021 | 90 | 60 |
| Day 6 (Wednesday) | 7/21/2021 | 95 | 59 |
| Day 7 (Thursday) | 7/22/2021 | 95 | 59 |
| Day 8 (Friday) | 7/23/2021 | 99 | 55 |
| Day 9 (Saturday) | 7/24/2021 | 99 | 61 |
| Day 10 (Sunday) | 7/25/2021 | 97 | 59 |
| Day 11 (Monday) | 7/26/2021 | 85 | 61 |
| Day 12 (Tuesday) | 7/27/2021 | 94 | 65 |
| Day 13 (Wednesday) | 7/28/2021 | 102 | 62 |
| Day 14 (Thursday) | 7/29/2021 | 101 | 64 |
| Day 15 (Friday) | 7/30/2021 | 103 | 64 |
| Day 16 (Saturday) | 7/31/2021 | 93 | 62 |
| Day 17 (Sunday) | 8/1/2021 | 94 | 60 |
| | | 96 | |

May 2021 Season (Memorial Day)

| | Date | High Temp | Low Temp |
|--|-----------|-----------|----------|
| | 5/14/2021 | 80 | 51 |
| | 5/15/2021 | 73 | 52 |
| | 5/16/2021 | 75 | 52 |
| | 5/17/2021 | 74 | 50 |
| | 5/18/2021 | 84 | 52 |
| | 5/19/2021 | 76 | 50 |
| | 5/20/2021 | 73 | 43 |
| | 5/21/2021 | 75 | 51 |
| | 5/22/2021 | 80 | 46 |
| | 5/23/2021 | 80 | 52 |
| | 5/24/2021 | 87 | 54 |
| | 5/25/2021 | 84 | 59 |
| | 5/26/2021 | 88 | 52 |
| | 5/27/2021 | 87 | 52 |
| | 5/28/2021 | 88 | 58 |
| | 5/29/2021 | 83 | 53 |
| | 5/30/2021 | 98 | 52 |
| | | 81.470588 | |

September 2021 Season (Labor Day)

| | Date | High Temp | Low Temp |
|--|-----------|-----------|----------|
| | 9/3/2021 | 89 | 52 |
| | 9/4/2021 | 95 | 53 |
| | 9/5/2021 | 100 | 58 |
| | 9/6/2021 | 103 | 58 |
| | 9/7/2021 | 102 | 62 |
| | 9/8/2021 | 105 | 63 |
| | 9/9/2021 | 97 | 68 |
| | 9/10/2021 | 89 | 63 |
| | 9/11/2021 | 93 | 56 |
| | 9/12/2021 | 96 | 60 |
| | 9/13/2021 | 97 | 62 |
| | 9/14/2021 | 97 | 58 |
| | 9/15/2021 | 87 | 57 |
| | 9/16/2021 | 79 | 55 |
| | 9/17/2021 | 83 | 53 |
| | 9/18/2021 | 78 | 56 |
| | 9/19/2021 | 81 | 59 |
| | | 92.411765 | |

3 Yr Average of Temp 2023-2021

| | July | May | Cooler Diff | Aug/Sept | Cooler Diff |
|--------------------|-------|------|-------------|----------|-------------|
| Day 1 (Friday) | 96.7 | 83.7 | 13.0 | 89.7 | 7.0 |
| Day 2 (Saturday) | 101.3 | 86.3 | 15.0 | 90.0 | 11.3 |
| Day 3 (Sunday) | 103.0 | 84.3 | 18.7 | 95.0 | 8.0 |
| Day 4 (Monday) | 98.7 | 80.7 | 18.0 | 101.7 | -3.0 |
| Day 5 (Tuesday) | 93.0 | 90.3 | 2.7 | 101.7 | -8.7 |
| Day 6 (Wednesday) | 95.7 | 89.3 | 6.3 | 100.0 | -4.3 |
| Day 7 (Thursday) | 97.0 | 84.3 | 12.7 | 99.0 | -2.0 |
| Day 8 (Friday) | 100.0 | 81.3 | 18.7 | 95.3 | 4.7 |
| Day 9 (Saturday) | 100.0 | 83.0 | 17.0 | 90.7 | 9.3 |
| Day 10 (Sunday) | 97.3 | 86.3 | 11.0 | 93.3 | 4.0 |
| Day 11 (Monday) | 89.0 | 91.7 | -2.7 | 94.0 | -5.0 |
| Day 12 (Tuesday) | 94.7 | 86.7 | 8.0 | 89.3 | 5.3 |
| Day 13 (Wednesday) | 96.3 | 88.0 | 8.3 | 86.7 | 9.7 |
| Day 14 (Thursday) | 94.3 | 78.7 | 15.7 | 82.3 | 12.0 |
| Day 15 (Friday) | 96.3 | 80.3 | 16.0 | 85.0 | 11.3 |
| Day 16 (Saturday) | 91.7 | 80.0 | 11.7 | 78.7 | 13.0 |
| Day 17 (Sunday) | 91.3 | 85.7 | 5.7 | 78.7 | 12.7 |

Sue O'Brien

From: Sue O'Brien
Sent: Monday, February 19, 2024 2:20 PM
To: Sue O'Brien
Subject: FW: State Fair dates

From: Sheli Wright <ceo@lakecountyfair.com>
Sent: Tuesday, January 30, 2024 6:39 PM
To: Matt Cranford <MCranford@calexpo.com>
Cc: Nara Dahlbacka <49thdaadirectorndahlbacka@gmail.com>
Subject: State Fair dates

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Matt and California State Fair Directors,

I am writing to inquire if the State Fair has moved their dates to cover Labor Day weekend.

I have heard from a few of our large concession vendors that if the State Fair moves dates that cover this weekend, they will no longer serve our small fair.

As I am sure you can understand these decisions can have devastating consequences on struggling fairs like mine.

Thank you for your time, response and consideration on this matter.

Sheli Wright
Lake County Fair

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b. SRFC 2023 AGREEMENT

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3010
Fax: (916) 263-7903

MEMORANDUM

Date: February 16, 2024
To: Board of Directors
Via: Tom Martinez, Chief Executive Officer
From: Marcia Shell, Assistant General Manager
Subject: Heart Health Park Update

HISTORY

In December 2022, the nine-year contract with Spectra for management and rental of the Sports Field, to which the Sacramento Republic FC (SRFC) has called its home field, ended. The agreement that Spectra had with SRFC was very favorable to the soccer team. When the agreement between Cal Expo and Spectra ended, Cal Expo pursued a short-term agreement with OVG360 to support Cal Expo's ability to operate the Sports & Entertainment Venue.

The Sports & Entertainment Facility was originally to be entirely contained within the lease footprint as it was constructed in 2014. However, with the addition of a large rolling stage and expanded seating, major portions of the operations moved into Lot 25. Lot 25 contains Soccer Team Locker Rooms, Broadcasting facilities, offices, dry storage, two restroom facilities, merchandise sales facility, food stands, bars, and a youth play area. Cal Expo is paying for the electricity in Lot 25, which is approximately \$3,000.00 - \$3,400.00 per month.

In early February 2023, OVG360 presented a 1-year Term Sheet to SRFC for the 2023 season that was not well received by SRFC. SRFC wanted a multi-year agreement and to return to the financial model they had with Spectra over the last 9 years. The financial model that Spectra had with SRFC would not prove financially viable for Cal Expo. While numerous attempts at negotiation with SRFC have been made over the year by OVG360, Cal Expo staff, and ultimately, the Board of Directors for Cal Expo, no agreement has been reached.

For the 2023, SRFC submitted a certificate of insurance, which was accepted to allow for them to play games on-site despite them not agreeing to a use permit or a contract.

UPDATE

After extensive negotiations, SRFC and Cal Expo have successfully agreed to terms for the year ending in 2023. This term sheet has been included in your Board Packet for your review and approval.

Proposed 2023 Terms with SRFC

REVENUES

| | | |
|-----------------------------|-----------------------------|---------------|
| Rent | \$ 57,500.00 | |
| Ticket Fees | \$ 140,262.00 | |
| Day of Parking | \$ 207,325.44 | Cal Expo @60% |
| Advanced Online Parking | \$ 66,770.28 | Cal Expo @60% |
| Food & Beverage Commissions | \$ 251,676.93 | Cal Expo @50% |
| Annual Sponsorship Fees | \$ 183,500.00 | |
| Total Revenues | <u>\$ 907,034.65</u> | |

EXPENSES

| | | |
|--|-----------------------------|-----|
| Field/Turf Maintenance | \$ 127,500.00 | |
| Electricity | \$ 69,304.79 | * |
| OVG360 Staffing at HHP | \$ 180,030.00 | |
| Contracted Labor/Turns | \$ 73,608.26 | ** |
| Water | \$ 63,825.95 | |
| Sewer | \$ 15,579.00 | |
| Equipment Rental | \$ 45,000.00 | *** |
| 25 meter canopy usage with no rents paid | \$ 12,800.00 | |
| ADA Equipment or Ramp | \$ 5,750.00 | |
| Season maintenance labor activities | \$ 1,800.00 | |
| Lot 25 usage with no rents paid | \$ 37,759.44 | |
| Trailers usage with no rents paid | \$ 12,000.00 | |
| Total Expenses | <u>\$ 644,957.44</u> | |

Total Revenues - Expenses **\$ 262,077.21**

Sunk Costs

| | |
|---|-----------------------------|
| Pre-season preparation labor activities | \$ 1,087.50 |
| OVG360 Management Fees | \$ 54,050.00 |
| OVG360 Staff Fees and Benefits | \$ 156,547.00 |
| Total sunk costs | <u>\$ 211,684.50</u> |

Grant Total Net gain(loss) **\$ 50,392.71**

Reimburseable Security/PD Expense **\$82,126.97** Police Officers & Security for 24 games

Partially reconciled Draft 12-1-2023

* Outstanding invoices for November 2023

** OVG invoices reconciled, need to reconcile Cal Expo direct pays

11. CORRESPONDENCE

a. LETTER FROM JJ LA BRITT

To the Cal Expo and State Fair Board of Directors,

My name is JJ La Britt, I am a cinematographer, motion capture specialist, and co-founder of the NorCal Film Expo. I work in film, games, animation, and VFX. I teach workshops that bring my niche, Hollywood level work to the hands of filmmakers at no or low cost for any age and skill level. I also help bring together filmmakers, animators, game devs, VFX artists, and other creatives in Sacramento.

As one of the leaders of the Sacramento film community, I'd like to say we support Russ Wyluda's plan in bringing a film studio to Sacramento. After recently speaking with Russ, we aligned on the studio being community first. Things like moving in the local camera, grip, and lighting rental houses. The set design and prop houses being run by our Sacramento designers. These aren't just some locals doing film in Sacramento, but Hollywood filmmakers and business owners that reside in Sacramento. These aren't the only Hollywood filmmakers in the region.

There has been some talk of Sacramento Film Commissioner Jennifer West being against the studio or people involved with the studio. This is untrue. The community, from hobbyist to professional, support the studio and support Commissioner West. The backlash coming from the Sacramento film community. We are against Nick Leisure being a part of this studio. He does not represent the local film community. There are many alleged issues reported by the community, Hollywood level crew, dating back 10 years. If the board would like to hear more I can schedule a meeting with those that would like to attend. Please feel free to reach out with any questions as well.

My fellow community film and animation leaders have an upcoming meeting with Russ to discuss this more. Some of those attending also have investors interested in joining Russ in this venture, which is very exciting. For now I'd like to leave this petition that shows the community's support of Sacramento Film Commissioner Jennifer West. At the time of writing the petition has 231 signatures.

<https://chnng.it/Z8rvXJpVch>

Thank you for your time,

JJ La Britt
(916) 806-7307
jjlabritt@gmail.com