

State of California

California Exposition & State Fair
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MEMORANDUM

Date: April 16, 2018
To: Exposition Facility & Operations Committee
Via: Rick K. Pickering, Chief Executive Officer
From: Marcia Shell, Assistant General Manager, Expo Events
Subject: April Board Report

KEY EVENT HIGHLIGHTS AT PAPA MURPHY'S PARK

Sacramento Republic FC Soccer v San Antonio FC

On March 17, Republic FC kicked off their USL home schedule. The club defeated San Antonio 1-0. Prior to the April 7th match against Seattle Sounders FC 2, the Republic invited local artists to apply for an opportunity to paint the scrim at the Field. 70 local artists participated in the painting.

Sacramento Republic v Colorado Spring Switchbacks is the next scheduled match on April 18. Prior to the match, Democrat vs Republican elected officials will play in the **Capitol Cup** from 5:00pm – 6:30pm. A bbq reception will follow from 6:15 - 8:00 pm at the Cantina. All proceeds from this fundraiser will go to Weave and the Sacramento Food Bank.

Concerts at Papa Murphy Park

On March 31st, PMP hosted a Hispanic Concert, **Empressa**, which was moved from McClellan Park due to ticket sales that were larger than the capacity of the McClellan facility. Originally scheduled for February 2nd, tickets sold to the McClellan show were honored at the PMP event.

On April 8th, a music and taco festival named **Sobrosso**, was attended by 9,100 fans at PMP.

RECENT EVENT RECAP

Autorama

The 68th annual Autorama ran from February 16-18, and filled the grounds with cars, clubs, motorcycles, music, trophies, and cash awards for "Best of Show". Below is a snapshot of a couple of key performance indicators:

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	
Attendance	15,998	17,777	16,352	17,058	+4%
Parking Revenue	\$55,505.00	\$71,360.00	\$68,370.00	\$69,245.00	+1%

California State Bar Exam

The State Bar Exam returned to Cal Expo on February 27-28. The last Bar Exam held at Cal Expo was in 2012. We are happy to have them return this year and hope that future exams will be contracted at Cal Expo.

Jurassic Quest

A fun and exciting dinosaur event for kids was held in the Pavilion from March 16-18. The event was attended by 21,000 people over the weekend. Huge dinosaurs, fun rides, face painting, and children's games were a big hit.

La Mesa RV Update

Las Mesa has cancelled the 5 remaining events at Cal Expo for 2018. They indicated that their new large showroom in West Sacramento is their prime focus for this year and hope to return to Cal Expo in the future.

CAL EXPO RV UPDATE

First quarter receipts for the RV Park and the Horseman's Trailer Park are at a record high for the number of overnights and income. On January 1, 2018, we had a rate increase for both RV Parks. Below is the unaudited income for January-March.

	<u>2018</u>	<u>2017</u>
January	\$83,289.00	\$69,936.00
February	\$77,096.00	\$63,048.00
March	\$88,286.00	\$71,439.00
Total	\$248,671.00	\$204,423.00

ATTACHMENTS

Interim Event Comparison –

Note: The Interim Event Comparison does not include events hosted in Papa Murphy's Park. Those events are reflected in independent financial statements. This includes all USL-Pro Soccer League games, friendly matches, and a portion of Global Winter Wonderland (as negotiated per the Revenue Generating Agreement with Ovations Fanfare for non-Fair events revenue splits).

Draft of May, 2018 Calendar

January & February Sales Report



EXPO EVENTS May 2018

PMP: PAPA MURPHY PARK
RW: RAGING WATERS
GS: GRANDSTANDS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 FARM TOURS 9:30AM-1:10PM CHP TOW TRUCK SAFETY INSPECTION LOT D 7AM-3PM	2 FARM TOURS 9:30AM-1:10PM CHP TOW TRUCK SAFETY INSPECTION LOT D 7AM-3PM	3 FARM TOURS 9:30AM-1:10PM CHP TOW TRUCK SAFETY INSPECTION LOT D 7AM-3PM	4 HARNESS RACING GS 6:15PM CHP TOW TRUCK SAFETY INSPECTION LOT D 7AM-3PM CANNABIS CUP EXPO CENTER & LOT 26 12P-10P	5 DERBY DAY GS DOORS 7AM VOLLEYBALL BLDG A,B,C,D,PAV 7AM-8PM HARNESS RACING GS 6:15PM CANNABIS CUP 12P-10P EXPO CENTER & LOT 26
6 VOLLEYBALL BLDG A,B,C,D,PAV 7AM-7PM	7 FARM TOURS 9:30AM-1:10PM	8 FARM TOURS 9:30AM-1:10PM	9 FARM TOURS 9:30AM-1:10PM	10 FARM TOURS 9:30AM-1:10PM	11 FARM TOURS 9:30AM-1:10PM	12 KOMEN RACE FOR THE CURE 6:30AM-12PM COUNTRY IN THE PARK GRANDSTANDS 4P-10:30PM
13 RW 11AM-5PM PMP - SLAYER 2:30PM	14 FARM TOURS 9:30AM-1:10PM AMR TIME AND LOCATION TBD	15 FARM TOURS 9:30AM-1:10PM	16 FARM TOURS 9:30AM-1:10PM REV TECH X EXPO CENTER 8A-5P	17 FARM TOURS 9:30AM-1:10PM REV TECH X EXPO CENTER 8A-5P TWIN RIVERS SCHOOL COVE 10:30A-11:30A	18 FARM TOURS 9:30AM-1:10PM	19 SAC MILE GS 2PM-10PM PREAKNESS GS DOORS TBD FISH FEST 3PM-8PM COVE & X LOT RW 11AM-5PM
20 AMA AMATUAR DIRT TRACK EVENT GS TIME TBD RW 11AM-5PM	21	22	23	24 COUNTY FAIR 10AM-10PM	25 COUNTY FAIR 10AM-10PM JEHOVAH WITNESS PARKING LOT A 5:30A-8P	26 COUNTY FAIR 10AM-10PM RW 11AM-6PM
27 COUNTY FAIR 10AM-10PM RW 11AM-6PM	28 COUNTY FAIR 10AM-7PM RW 11AM-5PM	29	30	31 RW 10A-4P		

* Please refer to event sheets for final event details.*
Revised on 4/13/2018

California Exposition & State Fair
Interim Event Comparison
2018/2017

EVENT	Admissions			Difference	TOTAL REVENUE FOR EVENT		
	2018	2017			2018	2017	% Difference
January							
Gun Show		2,921	(2,921)	\$ -	\$ 33,813.71	-100.0%	
Bridal Expo	3,004	2,509	495	\$ 29,016.29	\$ 27,078.79	7.2%	
International Sportsman's Expo	36,697	32,980	3,717	\$ 390,085.51	\$ 370,025.86	5.4%	
Total Health Expo	4,001	3,471	530	\$ 41,823.18	\$ 38,635.02	8.3%	
Great Train Expo	2,930	2,188	742	\$ 30,277.20	\$ 26,212.66	15.5%	
Rock & Brews	-	-	-	\$ 2,500.00		100.0%	
La Mesa Storage	-	-	-	\$ 7,500.00	\$ 6,000.00	25.0%	
Hispanic Dance 1/13/18	2,002		2,002	\$ 23,050.40	\$ -	100.0%	
Hispanic Dance 1/12/18	2,595	4,009	(1,414)	\$ 34,607.09	\$ 44,894.66	-22.9%	
Home & Landscape Show	32,018	35,250	(3,232)	\$ 208,887.04	\$ 225,323.46	-7.3%	
TOTAL JANUARY	83,247	83,328	(81)	\$ 767,746.71	\$ 771,984.16	-0.5%	
February							
Girls Power League Volleyball	5,000	12,400	(7,400)	\$ 101,101.78	\$ 95,002.57	6.4%	
Autorama	17,058	16,352	706	\$ 179,013.76	\$ 166,801.85	7.3%	
Driving Dynamics (moved to March)		25	(25)	\$ -	\$ 1,200.00	-100.0%	
Hispanic Dance	1,650	2,825	(1,175)	\$ 18,856.45	\$ 32,537.09	-42.0%	
State Bar Exam	1,600		1,600	\$ 22,972.00	\$ -	100.0%	
Rock & Brews	-	-	-	\$ 2,500.00		100.0%	
La Mesa Storage	-	-	-	\$ 2,678.60	\$ 6,000.00	-55.4%	
Black History Expo	3,000	1,586	1,414	\$ 24,480.00	\$ 10,409.29	135.2%	
La Mesa RV Show	1,000	1,750	(750)	\$ 20,000.00	\$ 20,000.00	0.0%	
TOTAL FEBRUARY	29,308	34,938	(5,630)	\$ 371,602.59	\$ 331,950.80	11.9%	

EVENT	Admissions			Difference	TOTAL REVENUE FOR EVENT		
	2018	2017			2018	2017	% Difference
March							
Home & Garden Show	5,354	6,112	(758)	\$ 59,154.02	\$ 94,127.96	-37.2%	
Hispanic Dance	2,555	6,498	(3,943)	\$ 38,375.58	\$ 62,831.62	-38.9%	
Collie Club of America		540	(540)	\$ -	\$ 35,837.66	-100.0%	
Sacramento Boat Show	9,573	9,785	(212)	\$ 70,834.13	\$ 73,653.46	-3.8%	
Craft & Sewing Show	3,287	3,421	(134)	\$ 40,849.20	\$ 39,905.83	2.4%	
Insane Inflatable 5k		1,200	(1,200)	\$ -	\$ 13,432.79	-100.0%	
Rock & Brews	-		-	\$ 12,500.00		100.0%	
La Mesa Storage		-	-	\$ -	\$ 6,000.00	-100.0%	
Driver Safety Training		-	-	\$ -	\$ 1,500.00	-100.0%	
ATM Commission 1st Quarter	-	-	-	\$ -	\$ 2,248.00	-100.0%	
Jurassic Quest	20,980		20,980	\$ 99,135.17	\$ -	100.0%	
Driving Dynamics (moved from Feb)	75		75	\$ 6,000.00	\$ -	100.0%	
Nissan Ride & Drive	40		40	\$ 5,000.00	\$ -	100.0%	
Spring RV Show	6,495	6,838	(343)	\$ 65,664.13	\$ 65,073.46	0.9%	
TOTAL MARCH	48,359	34,394	13,965	\$ 397,512.23	\$ 394,610.78	0.7%	
YEAR TO DATE TOTAL	160,914	152,660	8,254	\$ 1,536,861.53	\$ 1,498,545.74	2.6%	

5.41%

2018 YTD Revenue \$ 1,536,861.53
2017 YTD Revenue \$ 1,498,545.74
Difference \$ 38,315.79
% Difference 2.6%

January/February 2018

Company	Contact Name	Event Type	Estimated Attendance	Status			Notes
				Booked	Lost	Other	
Public Sector Partners, Inc	Sherilyn Hammond	Expo		x			Contracted RevTechX, May 2018 (new event)
Marquez Brothers	Toby Murray	Dances		x			Contracted March 23 & April 27, 2018 Hispanic Dances
Susan G Komen	Kelly MacMillan	Race		x			Contracted Race for the Cure May 12, 2018
Nissan	Melinda Dornbush	Ride & Drive		x			Contracted Two Ride & Drives March 19 & 29, 2018
Recreation Enterprises	Bill Lawrence	RV Show		x			Contracted September 2018 RV Show
High Times Productions	Brian Rucker	Festival		x			Contracted Cannabis Cup May 4-5, 2018 (new event)
Rental Housing Association	Julia Freiland	Expo		x			Contracted September 2018 Rental Housing Expo
New Inspiration Broadcasting	Mark Durkin	Festival		x			Contracted May 2018 Fish Fest
Solid Wood Promotions	Eric Johnson	Expo		x			Contracted Log Home Show September 2018
Enchanting Media	Joni Foust	Expo		x			Contracted Bridal Show September 2018
Event Show Pro	Karie Robinson	Expo		x			Contracted Bridal Show February 2019 (new event)
NCEES	Cindy Flower	Exam		x			Contracted Engineers Exams April & October 2019-2021
Ka'ono'oni Foundation	Mona Foster	Festival		x			Contracted Aloha Festival October 2018
Western States Horse Expo	Miki Nelson	Expo		x			Contracted Horse Expo June 2018-2020
SRBX Education Foundation	Katie Carbone	Expo		x			Contracted September 2018-High School Career Day