

State of California

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

## MEMORANDUM

**Date:** March 2, 2020  
**To:** Exposition Facility & Operations Committee  
**Via:** Rick K. Pickering, Chief Executive Officer  
**From:** Marcia Shell, Assistant General Manager, Expo Events  
**Subject:** March Board Report

### KEY UPCOMING EVENT HIGHLIGHTS

#### **California Dairy Sustainability Summit**

600 farmers, policy makers, service providers and researchers are expected to attend the California Dairy Sustainability Summit on March 25<sup>th</sup>-26<sup>th</sup>. The summit is geared as an important way to inform stakeholders of ways the industry has improved its environmental “hoof print” and to serve as a forum to explore new ideas. The summit is co-hosted by Dairy Cares, California Milk Advisory Board, Dairy Council of California, California Dairy Quality Assurance Program and California Dairy Research Foundation.

#### **Sac Republic FC**

The 2020 season is Sac Republic’s 6<sup>th</sup> year at Cal Expo. Pre-season friendly match vs the Real Monarchs is scheduled for February 29<sup>th</sup>. The home opener is March 7<sup>th</sup>, featuring Sac Republic vs Tulsa FC. The league plans their move to the Railyards District for their 2022 season.

### RECENT EVENT RECAP

#### **Unified Wine & Grape Symposium**

This prestigious Symposium hosted more than 700 booths and 24 large vineyards, which displayed large winery machinery. This exposition encompassed a wide range of products with more than 40 percent of the exhibitors coming from over 75 miles away from Sacramento. Visit Sacramento has estimated the direct economic impact is more than \$18 million each year. The City of Sacramento recently signed a 10-year deal with the Symposium. The Symposium will be held for the second year at Cal Expo from January 9<sup>th</sup>-17<sup>th</sup>, 2020

## October 1 – December 31, 2019 Events Completed

4 Sacramento Republic Soccer Matches – PMP (Papa Murphy Park)  
4 Community Soccer Matches (PMP)  
SRBX Trades Day  
DPR Construction Cornhole Tournament  
Aloha Festival  
American Trucking Show  
IBA Big I Day  
Nugget Market Bag Off  
Farm Tours  
Fall Home Show  
Sacramento Swap Meet  
International New Car Show  
Alchemy Tour – PMP  
Punk in Drublic – PMP  
Engineers Exam  
Sacramento Arts Festival  
California Careforce  
Breeders Cup  
Scrapbook Expo  
NACA Achieve the Dream  
Jurassic Quest  
Carda Dog Training  
Harness Racing  
CHP Bike Training  
Ski Show  
DOJ Vehicle Containment Training  
Harvest Festival  
Hispanic Dance  
Driving Dynamics  
Arden Fair Parking (15 days)  
Hmong New Year  
Give Thanks Concerts (2)  
Xmas Tree Lot  
Chips For Kids  
Eurofins Holiday Party  
Western States Fire Protection Holiday Party  
Almond Conference  
CDFA Holiday Party  
Friends of the Fair Holiday Party  
Cal Expo Holiday Party  
Housewarming for the Homeless Donation  
Salvation Army Adopt A Family  
Salvation Army food & Toy Distribution

<b>Sacramento Convention Center – Update on Booking Leads</b>
---

The Sacramento Convention Center is closed for remodeling. We continue to work with Visit Sacramento and the Convention Center. Below is the current status for these events.

<u>Completed Events</u>	<u>Use Dates</u>
Almond Conference	Dec 6-13, 2019
Unified Wine & Grape Symposium	Feb 1-8, 2020
Sacramento Reptile Show	Sept 27-29, 2019
Sacramento Arts Festival	Oct 25-29, 2019
Scrapbook Expo	Nov 1-2, 2019
Sac Anime	Jan 2-5, 2020
Nail Pro Show	Sept 21-23, 2019
IBA Sacramento	Oct 8, 2019
Wizard World	Sept 20-22, 2019

<u>Upcoming Bookings</u>	<u>Use Dates</u>	<u>Status</u>
Almond Conference	Dec. 4-12, 2020	Dates Held
Unified Wine & Grape Symposium	Jan. 9-17, 2021	Contract Executed
Sacramento Reptile Show	Sept. 25-27, 2020	Dates Held
Scrapbook Expo	Oct. 23-34, 2020	Contract Executed
Sac Anime	Sept. 3-6, 2020	Contract Executed
Calif. Dairy Sustainability Summit	Mar. 25-26, 2020	Contract Executed
Comic Com	Mar. 22, 2020	Contract Executed
IBA Sacramento	Oct. 6, 2020	Contract Pending
Sacramento Arts Festival	Oct. 23-25, 2020	Contract Pending
Hot Tub & Swim Spa Super	April 24-26, 2020	Contract Pending
Nail Pro Sacramento	Oct. 11, 2020	Contract Pending
Sutter Health Management Symposium	April 22-23, 2020	Contract Executed

<b>ATTACHMENTS</b>
--------------------

**I. Interim Event Comparison – 2019 Rental Recap –**

*Note: The Interim Event Comparison does not include events hosted in Raging Waters, Satellite Wagering, or Papa Murphy Park. The Papa Murphy Park events and Raging Waters are reflected in independent financial statements.*

**II. Sales and Booking Report for September - December 2019**

**III. Expo Events Schedule – March, 2020**