

California Exposition & State Fair  
Interim Event Comparison  
2019/2018

| EVENT                              | Admissions    |               |                | TOTAL REVENUE FOR EVENT |                      |              |
|------------------------------------|---------------|---------------|----------------|-------------------------|----------------------|--------------|
|                                    | 2019          | 2018          | Difference     | 2019                    | 2018                 | % Difference |
| <b>January</b>                     |               |               |                |                         |                      |              |
| Bridal Expo                        | 2,022         | 3,004         | (982)          | \$ 26,549.44            | \$ 28,573.92         | -7.1%        |
| International Sportsman's Expo     | 37,043        | 36,697        | 346            | \$ 395,321.57           | \$ 390,085.51        | 1.3%         |
| Total Health Expo (moved to Feb)   |               | 4,001         | (4,001)        | \$ -                    | \$ 41,823.18         | -100.0%      |
| Great Train Expo                   | 2,808         | 2,930         | (122)          | \$ 30,606.39            | \$ 30,293.20         | 1.0%         |
| Tim Brown Wrestling                | 2,770         |               | 2,770          | \$ 30,224.15            | \$ -                 | 100.0%       |
| TFC BBQ Storage                    | -             | -             | -              | \$ 400.00               | \$ 400.00            | 0.0%         |
| Rock & Brews                       | -             | -             | -              | \$ 12,500.00            | \$ 2,500.00          | 400.0%       |
| Happy Daze RV Storage              | -             |               | -              | \$ 6,000.00             | \$ -                 | 100.0%       |
| La Mesa Storage                    |               | -             | -              | \$ -                    | \$ 7,500.00          | -100.0%      |
| Hispanic Dance 1/13/18             |               | 2,002         | (2,002)        | \$ -                    | \$ 22,755.40         | -100.0%      |
| Hispanic Dance 1/12/18             |               | 2,595         | (2,595)        | \$ -                    | \$ 34,312.09         | -100.0%      |
| Home & Landscape Show              | 31,194        | 32,018        | (824)          | \$ 210,605.10           | \$ 208,887.04        | 0.8%         |
| <b>TOTAL JANUARY</b>               | <b>75,837</b> | <b>83,247</b> | <b>(7,410)</b> | <b>\$ 712,206.65</b>    | <b>\$ 767,130.34</b> | <b>-7.2%</b> |
| <b>February</b>                    |               |               |                |                         |                      |              |
| Girls Power League Volleyball      | 18,562        | 5,000         | 13,562         | \$ 118,251.39           | \$ 101,101.78        | 17.0%        |
| Autorama                           | 14,559        | 17,058        | (2,499)        | \$ 166,256.83           | \$ 177,395.26        | -6.3%        |
| Hispanic Dance (canceled event)    |               | 1,650         | (1,650)        | \$ -                    | \$ 18,561.45         | -100.0%      |
| State Bar Exam                     |               | 1,600         | (1,600)        | \$ -                    | \$ 22,972.00         | -100.0%      |
| TFC BBQ Storage                    | -             | -             | -              | \$ 400.00               | \$ 400.00            | 0.0%         |
| Rock & Brews                       | -             | -             | -              | \$ 12,500.00            | \$ 2,500.00          | 400.0%       |
| Happy Daze RV Storage              | -             |               | -              | \$ 6,000.00             | \$ -                 | 100.0%       |
| La Mesa Storage                    |               | -             | -              | \$ -                    | \$ 2,678.60          | -100.0%      |
| Black History Expo                 | 1,800         | 3,000         | (1,200)        | \$ 21,316.13            | \$ 24,480.00         | -12.9%       |
| Total Health Expo (moved from Jan) | 3,647         |               | 3,647          | \$ 40,572.14            | \$ -                 | 100.0%       |
| VSP Dinner Dance                   | 2,000         |               | 2,000          | \$ 15,749.72            | \$ -                 | 100.0%       |
| Happy Daze RV Show                 | 2,500         |               | 2,500          | \$ 22,500.00            | \$ -                 | 100.0%       |
| La Mesa RV Show                    |               | 1,000         | (1,000)        | \$ -                    | \$ 20,000.00         | -100.0%      |
| <b>TOTAL FEBRUARY</b>              | <b>43,068</b> | <b>29,308</b> | <b>13,760</b>  | <b>\$ 403,546.21</b>    | <b>\$ 370,089.09</b> | <b>9.0%</b>  |

| EVENT                          | Admissions    |               |                | TOTAL REVENUE FOR EVENT |                      |              |
|--------------------------------|---------------|---------------|----------------|-------------------------|----------------------|--------------|
|                                | 2019          | 2018          | Difference     | 2019                    | 2018                 | % Difference |
| <b>March</b>                   |               |               |                |                         |                      |              |
| Home & Garden Show             | 5,240         | 5,354         | (114)          | \$ 71,988.52            | \$ 59,204.29         | 21.6%        |
| Hispanic Dance                 |               | 2,555         | (2,555)        | \$ -                    | \$ 38,080.56         | -100.0%      |
| Sacramento Boat Show           | 9,281         | 9,573         | (292)          | \$ 88,801.32            | \$ 70,834.13         | 25.4%        |
| Craft & Sewing Show            | 3,733         | 3,287         | 446            | \$ 43,707.61            | \$ 40,849.20         | 7.0%         |
| Happy Daze RV Storage          | -             |               | -              | \$ 6,000.00             | \$ -                 | 100.0%       |
| TFC BBQ Storage                | -             | -             | -              | \$ 400.00               | \$ 400.00            | 0.0%         |
| Rock & Brews                   | -             | -             | -              | \$ 12,500.00            | \$ 12,500.00         | 0.0%         |
| SF Flower & Garden Show        | 6,411         |               | 6,411          | \$ 63,214.13            | \$ -                 | 100.0%       |
| NCVA Volleyball                | 9,321         |               | 9,321          | \$ 61,214.93            | \$ -                 | 100.0%       |
| Sacramento Comic-Con           | 3,426         |               | 3,426          | \$ 22,988.38            | \$ -                 | 100.0%       |
| Driver Safety Training         | 75            |               | 75             | \$ 2,400.00             | \$ -                 | 100.0%       |
| ATM Commission 1st Quarter     | -             | -             | -              | \$ 1,669.00             | \$ 2,818.00          | -40.8%       |
| Jurassic Quest                 |               | 20,980        | (20,980)       | \$ -                    | \$ 111,175.69        | -100.0%      |
| Driving Dynamics               |               | 75            | (75)           | \$ -                    | \$ 6,000.00          | -100.0%      |
| Nissan Ride & Drive            |               | 40            | (40)           | \$ -                    | \$ 5,000.00          | -100.0%      |
| Spring RV Show                 | 7,802         | 6,495         | 1,307          | \$ 69,631.26            | \$ 65,364.13         | 6.5%         |
| <b>TOTAL MARCH</b>             | <b>45,289</b> | <b>48,359</b> | <b>(3,070)</b> | <b>\$ 444,515.15</b>    | <b>\$ 412,226.00</b> | <b>7.8%</b>  |
| <b>April</b>                   |               |               |                |                         |                      |              |
| Sacramento Dog Show            | 4,317         | 5,116         | (799)          | \$ 81,678.03            | \$ 78,189.28         | 4.5%         |
| Afghan New Year (moved to Aug) |               | 3,453         | (3,453)        | \$ -                    | \$ 14,505.00         | -100.0%      |
| La Mesa RV                     |               | -             | -              | \$ -                    | \$ 20,000.00         | -100.0%      |
| Happy Daze RV Storage          | -             |               | -              | \$ 6,000.00             | \$ -                 | 100.0%       |
| Festival for Kids              | 2,150         | 2,870         | (720)          | \$ 40,258.14            | \$ 35,606.36         | 13.1%        |
| Engineer's Exam                | 668           | 689           | (21)           | \$ 21,100.00            | \$ 21,410.00         | -1.4%        |
| Hispanic Dance                 |               | 3,579         | (3,579)        | \$ -                    | \$ 50,809.46         | -100.0%      |
| La Mesa RV                     |               | -             | -              | \$ -                    | \$ 10,000.00         | -100.0%      |
| Cannabis Cup (moved from May)  | 8,806         |               | 8,806          | \$ 151,832.05           | \$ -                 | 100.0%       |
| Happy Daze RV Show             | 2,650         |               | 2,650          | \$ 22,500.00            | \$ -                 | 100.0%       |
| Jaripeo                        | 2,778         |               | 2,778          | \$ 48,484.62            | \$ -                 | 100.0%       |
| FPI Management Inc.            | 3,000         |               | 3,000          | \$ 11,114.35            | \$ -                 | 100.0%       |
| TFC BBQ Storage                | -             | -             | -              | \$ 400.00               | \$ 400.00            | 0.0%         |
| Rock & Brews                   | -             | -             | -              | \$ 12,500.00            | \$ 12,500.00         | 0.0%         |
| Swap Meet                      | 2,338         | 2,275         | 63             | \$ 18,433.91            | \$ 18,751.91         | -1.7%        |
| <b>TOTAL APRIL</b>             | <b>26,707</b> | <b>17,982</b> | <b>8,725</b>   | <b>\$ 414,301.10</b>    | <b>\$ 262,172.01</b> | <b>58.0%</b> |

| EVENT                              | Admissions     |                |                 | TOTAL REVENUE FOR EVENT |                      |               |
|------------------------------------|----------------|----------------|-----------------|-------------------------|----------------------|---------------|
|                                    | 2019           | 2018           | Difference      | 2019                    | 2018                 | % Difference  |
| <b>May</b>                         |                |                |                 |                         |                      |               |
| Northern CA Volleyball             | 7,500          | 5,000          | 2,500           | \$ 81,784.22            | \$ 74,879.14         | 9.2%          |
| Sacramento County Fair             | 80,000         | 80,528         | (528)           | \$ 229,464.91           | \$ 192,758.59        | 19.0%         |
| Sac Mile (moved to Aug)            |                | 5,004          | (5,004)         | \$ -                    | \$ 39,075.00         | -100.0%       |
| Komen Race for the Cure            | 2,225          | 2,000          | 225             | \$ 19,061.15            | \$ 17,529.45         | 8.7%          |
| Fish Family Fest                   | 5,240          | 6,315          | -               | \$ 12,911.57            | \$ 20,891.36         | -38.2%        |
| Eye Am A Masterpiece               |                | 2,300          | (2,300)         | \$ -                    | \$ 3,000.00          | -100.0%       |
| Country in the Park                | 17,000         | 15,625         | 1,375           | \$ 80,409.00            | \$ 72,564.25         | 10.8%         |
| Driving Dynamics                   | 350            |                | 350             | \$ 3,600.00             | \$ -                 | 100.0%        |
| Happy Daze RV Storage              | -              |                | -               | \$ 6,000.00             | \$ -                 | 100.0%        |
| RevTech                            |                | 800            | (800)           | \$ -                    | \$ 19,809.12         | -100.0%       |
| UCDavis Parking                    |                | -              | -               | \$ -                    | \$ 1,000.00          | -100.0%       |
| Jehovah Witness Convention Parking |                | 1,000          | (1,000)         | \$ -                    | \$ 5,000.00          | -100.0%       |
| TFC BBQ Storage                    | -              | -              | -               | \$ 400.00               | \$ 400.00            | 0.0%          |
| Rock & Brews                       | -              | -              | -               | \$ 12,500.00            | \$ 12,500.00         | 0.0%          |
| Cannabis Cup (moved to April)      |                | 3,416          | -               | \$ -                    | \$ 211,046.39        | -100.0%       |
| <b>TOTAL MAY</b>                   | <b>112,315</b> | <b>121,988</b> | <b>(5,182)</b>  | <b>\$ 446,130.85</b>    | <b>\$ 670,453.30</b> | <b>-33.5%</b> |
| <b>June</b>                        |                |                |                 |                         |                      |               |
| Horse Expo                         |                | 6,286          | (6,286)         | \$ -                    | \$ 110,824.65        | -100.0%       |
| Bubble Run Sacramento              | 10,500         | 6,000          | 4,500           | \$ 45,477.11            | \$ 28,047.88         | 62.1%         |
| Hmong New Generation               | 3,474          |                | 3,474           | \$ 27,450.00            | \$ -                 | 100.0%        |
| Jehovah Witness Convention Parking |                | 2,000          | (2,000)         | \$ -                    | \$ 10,000.00         | -100.0%       |
| SJUSD Graduation Ceremony          |                | 14,000         | (14,000)        | \$ -                    | \$ 48,528.31         | -100.0%       |
| Happy Daze RV Storage              | -              |                | -               | \$ 6,000.00             | \$ -                 | 100.0%        |
| ATM Commission 2nd Quarter         | -              | -              | -               | \$ 691.00               | \$ 1,618.00          | -57.3%        |
| TFC BBQ Storage                    | -              | -              | -               | \$ 400.00               | \$ 400.00            | 0.0%          |
| Rock & Brews                       | -              | -              | -               | \$ 12,500.00            | \$ 12,500.00         | 0.0%          |
| <b>TOTAL JUNE</b>                  | <b>13,974</b>  | <b>28,286</b>  | <b>(14,312)</b> | <b>\$ 92,518.11</b>     | <b>\$ 211,918.84</b> | <b>-56.3%</b> |
| <b>July</b>                        |                |                |                 |                         |                      |               |
| 4th Of July Celebration            | 29,000         | 30,000         | (1,000)         | \$ 39,777.50            | \$ 43,272.00         | -8.1%         |
| Jehovah Witness Convention Parking |                | 1,000          | (1,000)         | \$ -                    | \$ 5,000.00          | -100.0%       |
| Rock N Brews Rent                  | -              | -              | -               | \$ 12,500.00            | \$ 12,500.00         | 0.0%          |
| Happy Daze RV Storage              | -              |                | -               | \$ 6,000.00             | \$ -                 | 100.0%        |
| <b>TOTAL JULY</b>                  | <b>29,000</b>  | <b>31,000</b>  | <b>(1,000)</b>  | <b>\$ 58,277.50</b>     | <b>\$ 60,772.00</b>  | <b>-4.1%</b>  |
| <b>August</b>                      |                |                |                 |                         |                      |               |
| Nowruz Festival                    | 457            |                | 457             | \$ 6,787.00             | \$ -                 | 100.0%        |
| Cracker Barrel Parking             |                | -              | -               | \$ -                    | \$ 5,000.00          | -100.0%       |
| Jehovah Witness Convention Parking |                | 3,000          | (3,000)         | \$ -                    | \$ 15,000.00         | -100.0%       |
| Sacramento Stand Down              |                | 300            | (300)           | \$ -                    | \$ 12,000.00         | -100.0%       |
| Tree Harvest Festival              | 2,247          |                | 2,247           | \$ 41,896.45            | \$ -                 | 100.0%        |
| Sacramento Mile (moved from May)   | 6,000          |                | 6,000           | \$ 37,801.00            | \$ -                 | 100.0%        |
| TFC BBQ Storage                    | -              | -              | -               | \$ 400.00               | \$ 400.00            | 0.0%          |
| Rock N Brews Rent                  | -              | -              | -               | \$ 12,500.00            | \$ 12,500.00         | 0.0%          |
| Happy Daze RV Storage              | -              |                | -               | \$ 6,000.00             | \$ -                 | 100.0%        |
| <b>TOTAL AUGUST</b>                | <b>8,704</b>   | <b>3,300</b>   | <b>5,404</b>    | <b>\$ 105,384.45</b>    | <b>\$ 44,900.00</b>  | <b>134.7%</b> |

| EVENT                           | Admissions    |               |               | TOTAL REVENUE FOR EVENT |                      |              |
|---------------------------------|---------------|---------------|---------------|-------------------------|----------------------|--------------|
|                                 | 2019          | 2018          | Difference    | 2019                    | 2018                 | % Difference |
| <b>September</b>                |               |               |               |                         |                      |              |
| Rental Housing Expo             |               | 700           | (700)         | \$ -                    | \$ 15,556.02         | -100.0%      |
| Destination Travel              |               | 95            | (95)          | \$ -                    | \$ 26,174.48         | -100.0%      |
| Enchanting Wedding Expo         | 380           | 677           | (297)         | \$ 17,748.51            | \$ 19,351.00         | -8.3%        |
| CareForce (moved to Oct).       |               | 3,000         | (3,000)       | \$ -                    | \$ 12,500.00         | -100.0%      |
| CSU Counselor Conference        |               | 700           | (700)         | \$ -                    | \$ 12,257.08         | -100.0%      |
| Triumphest Funkhana             |               | 200           | (200)         | \$ -                    | \$ 1,522.31          | -100.0%      |
| Program Technician Exams        |               | 600           | (600)         | \$ -                    | \$ 2,460.00          | -100.0%      |
| Trades Day                      |               | 1,500         | (1,500)       | \$ -                    | \$ 5,000.00          | -100.0%      |
| NailPro                         | 3,000         |               | 3,000         | \$ 31,179.76            | \$ -                 | 100.0%       |
| Wizard World                    | 2,978         |               | 2,978         | \$ 75,657.25            | \$ -                 | 100.0%       |
| Kid's Fest                      |               | 3,876         | (3,876)       | \$ -                    | \$ 38,297.66         | -100.0%      |
| Sacramento Reptile Show         | 16,944        |               | 16,944        | \$ 80,415.00            | \$ -                 | 100.0%       |
| ATM Commission 3rd Quarter      | -             | -             | -             | \$ 11,495.00            | \$ 4,291.00          | 167.9%       |
| TFC BBQ Storage                 | -             | -             | -             | \$ 400.00               | \$ 400.00            | 0.0%         |
| Rock N Brews Rent               | -             | -             | -             | \$ 12,500.00            | \$ 12,500.00         | 0.0%         |
| Happy Daze RV Storage           | -             | -             | -             | \$ 6,000.00             | \$ -                 | 100.0%       |
| Fall RV Show                    | 4,990         | 5,969         | (979)         | \$ 50,211.71            | \$ 50,127.64         | 0.2%         |
| <b>TOTAL SEPTEMBER</b>          | <b>28,292</b> | <b>17,317</b> | <b>10,975</b> | <b>\$ 285,607.23</b>    | <b>\$ 200,437.19</b> | <b>42.5%</b> |
| <b>October</b>                  |               |               |               |                         |                      |              |
| SRBX Trades Day                 | 1,643         |               | 1,643         | \$ 5,000.00             | \$ -                 | 100.0%       |
| Sacramento Fall Home Show       | 2,825         | 3,484         | (659)         | \$ 48,845.70            | \$ 53,817.30         | -9.2%        |
| Aloha Festival                  | 7,077         | 7,000         | 77            | \$ 27,371.32            | \$ 35,534.97         | -23.0%       |
| Engineer's Exam NCEES           | 705           | 650           | 55            | \$ 21,510.00            | \$ 20,880.00         | 3.0%         |
| New Car Show                    | 15,779        | 16,058        | (279)         | \$ 137,676.16           | \$ 136,560.87        | 0.8%         |
| American Trucking               | 4,523         |               | 4,523         | \$ 34,192.82            | \$ -                 | 100.0%       |
| Nugget Market Bag Off           | 624           | 600           | 24            | \$ 7,511.00             | \$ 7,502.00          | 0.1%         |
| IIBA BIG "I" Day                | 940           |               | 940           | \$ 16,521.27            | \$ -                 | 100.0%       |
| Happy Daze RV Storage           | -             | -             | -             | \$ 6,000.00             | \$ -                 | 100.0%       |
| California CareForce            | 2,200         | -             | 2,200         | \$ 12,725.00            | \$ 12,500.00         | 1.8%         |
| Sacramento Arts Festival        | 4,871         |               | 4,871         | \$ 49,231.39            | \$ -                 | 100.0%       |
| TFC BBQ Storage                 | -             | -             | -             | \$ 400.00               | \$ 400.00            | 0.0%         |
| Sacramento Swap Meet            | 1,522         |               | 1,522         | \$ 15,334.42            | \$ -                 | 100.0%       |
| <b>TOTAL OCTOBER</b>            | <b>42,709</b> | <b>27,792</b> | <b>14,917</b> | <b>\$ 382,319.08</b>    | <b>\$ 267,195.14</b> | <b>43.1%</b> |
| <b>November</b>                 |               |               |               |                         |                      |              |
| Save the Dream                  | 1,200         |               | 1,200         | \$ 32,430.00            | \$ -                 | 100.0%       |
| Give Thanks                     | 17,000        |               | 17,000        | \$ 137,535.09           | \$ -                 | 100.0%       |
| Blue Book Showcase              |               | 300           | (300)         | \$ -                    | \$ 8,826.85          | -100.0%      |
| Harvest Festival                | 15,184        | 14,090        | 1,094         | \$ 115,472.50           | \$ 114,888.92        | 0.5%         |
| Ski and Snowboard Show          | 2,500         | 3,500         | (1,000)       | \$ 40,129.56            | \$ 40,175.19         | -0.1%        |
| Hmong Festival                  | 27,332        | 29,211        | (1,879)       | \$ 130,070.00           | \$ 134,780.00        | -3.5%        |
| Happy Daze RV Storage           | -             | -             | -             | \$ 6,000.00             | \$ 3,800.00          | 57.9%        |
| Scrapbook Expo                  | 3,397         |               | 3,397         | \$ 74,401.73            | \$ -                 | 100.0%       |
| Jurassic Quest (moved from Dec) | 15,038        |               | 15,038        | \$ 92,416.10            | \$ -                 | 100.0%       |
| TFC BBQ Storage                 | -             | -             | -             | \$ 400.00               | \$ 400.00            | 0.0%         |

| EVENT                          | Admissions     |                |                  | TOTAL REVENUE FOR EVENT |                        |               |
|--------------------------------|----------------|----------------|------------------|-------------------------|------------------------|---------------|
|                                | 2019           | 2018           | Difference       | 2019                    | 2018                   | % Difference  |
| Rock N Brews Rent              | -              | -              | -                | \$ 12,500.00            | \$ 12,500.00           | 0.0%          |
| Hispanic Dance                 | 2,604          |                | 2,604            | \$ 39,550.81            | \$ -                   | 100.0%        |
| <b>TOTAL NOVEMBER</b>          | <b>84,255</b>  | <b>47,101</b>  | <b>37,154</b>    | <b>\$ 680,905.79</b>    | <b>\$ 315,370.96</b>   | <b>115.9%</b> |
| <i>December</i>                |                |                |                  |                         |                        |               |
| Christmas Tree Lot             | 1,800          | 1,800          | -                | \$ 5,000.00             | \$ 5,000.00            | 0.0%          |
| Arden Fair Parking             | 16,780         | 17,884         | (1,104)          | \$ 15,000.00            | \$ 20,000.00           | -25.0%        |
| Salvation Army                 | 2,600          | 2,600          | -                | \$ 7,500.00             | \$ 12,500.00           | -40.0%        |
| Gobal Winter Wonder Land       |                | 120,587        | (120,587)        | \$ -                    | \$ 240,000.00          | -100.0%       |
| Almond Conference              | 16,400         |                | 16,400           | \$ 98,773.87            | \$ -                   | 100.0%        |
| Chips for Kids                 | 500            | 475            | 25               | \$ -                    | \$ -                   | 0.0%          |
| Happy Daze RV Storage Rent     | -              | -              | -                | \$ 6,000.00             | \$ 6,000.00            | 0.0%          |
| Jurassic Quest (moved to NOV)  |                | 14,871         | (14,871)         | \$ -                    | \$ 90,172.75           | -100.0%       |
| TFC BBQ Storage                | -              | -              | -                | \$ 400.00               | \$ 400.00              | 0.0%          |
| Rock N Brews Rent              | -              | -              | -                | \$ 12,500.00            | \$ 12,500.00           | 0.0%          |
| 4th Qtr ATM Commission Balance | -              | -              | -                | \$ -                    | \$ 1,385.00            | -100.0%       |
| <b>TOTAL DECEMBER</b>          | <b>38,080</b>  | <b>158,217</b> | <b>(120,137)</b> | <b>\$ 145,173.87</b>    | <b>\$ 387,957.75</b>   | <b>-62.6%</b> |
| <b>YEAR TO DATE TOTAL</b>      | <b>548,230</b> | <b>613,897</b> | <b>(65,667)</b>  | <b>\$ 4,170,885.99</b>  | <b>\$ 3,970,622.62</b> | <b>5.0%</b>   |

-10.70%

|                         |                 |
|-------------------------|-----------------|
| <b>2019 YTD Revenue</b> | \$ 4,170,885.99 |
| <b>2018 YTD Revenue</b> | \$ 3,970,622.62 |
| <b>Difference</b>       | \$ 200,263.37   |
| <b>% Difference</b>     | 5.0%            |