

BOARD MEETING



Notice of Meeting

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

Friday, February 28, 2025, 9:55 a.m.

The Board will meet in closed session at 10:00 a.m.

Public Board Meeting will resume at 11:00 a.m.

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

1600 Exposition Boulevard
Sacramento, CA 95815

Kim Craig, Chair
Nick Hardeman, Vice Chair

Arturo Barajas, Director
Heather Bernikoff, Director
Che Salinas, Director

Rina V. DiMare, Director
Willie Pelote, Director

Sonney Chong, Honorary Director

EX OFFICIO MEMBERS

Governor Gavin Newsom

Senator Angelique Ashby
Senator Melissa Hurtado

Assembly Member Maggy Krell
Assembly Member Esmeralda Soria

134 days to California State Fair (July 11-27, 2025)

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. LEASING AT 1600 EXPOSITION BLVD., SACRAMENTO, CA 98515

4. CLOSED SESSION

- a. Pursuant to Government Code §11126(c)(7)(A) the Board will convene in closed session for the purposes of discussing leasing of real property at 1600 Exposition Blvd.

5. RESUME PUBLIC MEETING

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

6. LAND ACKNOWLEDGEMENT

7. PLEDGE OF ALLEGIANCE

8. INTRODUCTION OF GUESTS & STAFF

9. 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.

10. 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.

- c. Approval of Board Meeting Minutes for January 24, 2025
- d. Service Contracts/Purchase Orders Requiring Board Notification/Approval

11. COMMITTEE/STAFF REPORTS

- e. Legislative & Horse Racing Committee
- f. Interim Events Report (Shell)
- g. Finance Update

12. NEW BUSINESS

California State Fair

13. CORRESPONDENCE

None

14. MATTERS OF INFORMATION

- h. CEO Comments
- i. Directors Comments/Agenda Items for Future Meetings
- j. Next Board Meeting **Friday, March 28, 2025**
- k. Other, if any

15. ADJOURNMENT

Date of Notice: February 18, 2025

Pursuant to the Americans 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 Offices, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

10. CONSENT AGENDA

C. Approval of Board Meeting Minutes

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
January 24, 2025

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

Directors Present

Director Kim Craig, Chair
Director Nick Hardeman, Vice Chair
Director Arturo Barajas
Director Heather Bernikoff
Director Rina DiMare
Director Willie Pelote
Director Che Salinas

Executive Staff Present

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

Staff and Guests

Alex Alcantar, Business Development
Diana Barrios, Accounting Manager
Jaime Ramirez, Programs Manager
Mitch Pryor, Chief of Plant
Craig Walton, Chief of Police
Allison Wagaman, Special Assistant
Pat Conner, IT Computer Operations
Lindy Munguia, Contracts
Stephanie Dyer, Human Resources
Darla Givens, Public Relations
Tim Beren, IT Sound
Kameni Gandher, IT Sound
Deborah Godfrey, Fine Arts
Carla Miller, Heart Health Park
Damon Berry, Heart Health Park
Carrie Nikitin, CEO Source Energy Global
Adam Gordon, Principal Sapients Communications
Brian Honebein, Event Partnership
Greg Dorr, Event Partnership

1. CALL TO ORDER – Public Meeting

Chair Craig called the public meeting to order at 10:03 a.m.. Chair Craig acknowledged the Mission Statement, Policy Statement and the Public Comment Statement.

2. ROLL CALL

Roll call was taken and a quorum was present. The Board convened into closed session at 10:04 a.m.

3. CLOSED SESSION

a. Pursuant to Government Code §11126.2(a) the Board will convene in closed session for the purpose of discussing the final draft Audit Report.

4. RESUME PUBLIC MEETING

b. Report out of Closed Session, if needed.

Public Meeting resumed at 10:58 a.m. and CEO Martinez reported out that the Board heard the presentation by the Auditors and accepted the Auditors report & findings.

5. LAND ACKNOWLEDGEMENT

Chair Craig read the Land Acknowledgement

6. PLEDGE OF ALLEGIANCE

Chair Craig asked Director Salinas to lead the Board and Staff in the Pledge of Allegiance.

Chair Craig talked about the tremendous loss to the Board that happened over the holidays when Director Chong passed away unexpectedly. She wanted to take a moment to say thank you to him and remember him. All of the directors commented; Director Chong touched all of us. He was committed to Cal Expo. He was kind, opened minded, sensitive to staff and public issues, his trinkets made you smile. He was joyful. He loved the State Fair and was a great ambassador. He made eye contact, had a strong hand shake and was a good listener. Sonney you will be missed.

7. INTRODUCTION OF GUEST AND STAFF

Chair Craig asked Deputy General Manager Shell to introduce guests and staff that were in the audience.

8. 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.

Carrie Nikitin, CEO Source Energy Global and Adam Gordon, Principal, Sapients Commutations Consulting introduced themselves and discussed Green Energy, Revenue Models possible for Cal Expo.

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.

Chair Craig asked for a motion to approve the consent agenda unless a Board Member had a question about an item. Approval of Board Meeting Minutes for December 13, 2024

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

MOTION:

Director Salinas moved the motion to approve the consent agenda. Director Barajas seconded the motion. Discuss - Director Bernikoff asked if there was a policy as to the amount of a contract on the consent agenda vs. having a standalone action item for the Board to approve for the larger contracts. Bernikoff then asked for the Event Partnership contract be pull for discussion. Chair Craig commented that the question being asked is what's the max dollar amount of contract that should be on a consent agenda and what's the max dollar amount of contracts should be on the discussion agenda. Director Salinas asked to rescind the original motion and moved to approve the consent agenda minus the Event Partnership contract. Director Barajas seconded the motion. Director Bernikoff asked for point of order for discussion are there other contacts that exceed the policy limit. She then asked for a friendly amendment to add only approving those contacts that do not exceed the policy limit. Chair Craig commented that the question being asked is what's the max dollar amount of contract that should be on a consent agenda and what's the max dollar amount of contracts should be on the discussion agenda. Chair Craig asked Director Salinas to re-summarize the motion.

MOTION:

Director Salinas moved to approve the consent agenda minus the Event Partnership LLC contract. Director Barajas seconded the motion Chair Craig asked for a roll call vote: Director Barajas, yes; Director Bernikoff, yes; Director DiMare, yes; Director Pelote, yes; Director Salinas, yes; Vice Chair Hardeman, yes; Chair Craig, aye. Motion passes.

Chair Craig asked if staff was ready to talk about the Event Partnership, LLC contract. Chief Deputy General Manager Cranford stated that this contract is for annual sponsorships for State Fair as well as sponsorships for year around events. It's a five year contract with a 60 day clause to leave Cal Expo. This is also a non-exclusive contract. Cranford asked for questions. Director Bernikoff asked for clarification. The \$400,000 a year is a projection, not all commission but with a monthly fee. Chair Craig asked for a motion.

MOTION:

Director Barajas made the motion and it was seconded by Director Salinas. Chair Craig asked for a roll call vote: Director Barajas, yes; Director Bernikoff, yes; Director DiMare, yes; Director Pelote, aye; Director Salinas, aye ; Vice Chair Hardeman, yes; Chair Craig, aye. Motion passes.

10. NEW BUSINESS

d. H5N1 – Livestock Update Regarding Avian Influenza (Bird Flu)

Chief Deputy General Manager(CDGM) Cranford introduced Jaime Ramirez, Programs Director. Programs Director Ramirez reviewed the staff report with the Board. He mentioned that the State Veterinarian Dr. Annette Jones placed a ban prohibiting all poultry and dairy cattle shows in California on January 7, 2025. He reviewed the safety protocols that have been implemented by CDFA to reduce the risk of H5N1 transmission. Director DiMare asked about Dairy Cattle. CDGM Cranford explained that it is only lactating cows that are testing positive and not the whole herd. However, with poultry it is affecting whole flocks at a time and the flocks are having to be eliminated.

11. OLD BUSINESS

e. Horse Racing

CEO Martinez said that the topic of horse racing is evolving. Other fairs that have race tracks are paying attention to what is happening with horse racing statewide and are keeping their boards updated. Pleasanton has concluded their race met and are transiting into stabling. Pleasanton has announced that they will be closing their barns the last week of May. Martinez went on to report that Harness Racing is currently here at Cal Expo being operated by Watch & Wager. Watch & Wager will be with us until early May. In prior years Watch & Wager left in early May so Cal Expo can get the track ready and transition into Thoroughbred racing for State Fair. It is uncertain if there will be any thoroughbred horse in Northern California to hold a race met and what that would look like. Director DiMare asked why there wouldn't be horses here. CEO Martinez explain the gap in the stabling of Thoroughbred horse due to Golden Gate Fields closing. Director Salinas asked if staff is considering other options.

Martinez stated that we looking into other areas utilizing the property with or without horse racing. Cal Expo has always had horse racing so this is a new situation. We hope racing continues. Directors asked staff to explore other options.

12. CORRESPONDENCE

None

13. MATTERS OF INFORMATION

f. CEO Comments

CEO Martinez stated he was excited for the year ahead. Not just for State Fair but as we transition into a larger event center, utilizing the property in a way it was meant to be utilized all different parts and this includes the race track and Heart Health Park. To that end here are some additional events that are forecasted for the year ahead. Sac Republic FC will be starting their season on February 22nd. There could be other matches here with teams from Mexico. A number of different concerts, 5 Latin shows, 4 High School graduations, 4 holds for Live Nation events, working on a Brew Fest during Brew week and may partner with SRFC, Holo Holo Music Festival returning for its 2nd year, County in the Park, Dream Asia Food Event, Breakaway Festival and Feed the Children. How to provide more information is the days ahead.

g. Directors Comments/Agenda Items for Future Meetings

Director Barajas-Thanks staff and Welcome Madam Chair.

Director Salinas-Happy Year again – Look forward to working with everyone again and wish everyone well.

Director Pelote-to extend our love and affection to the brothers and sisters in the Southern part of State. It's Catastrophic – with the loss of life and personal property. If you wish to donate please go through the mayor's office to make sure your donation gets to the people in need.

Director Bernikoff-Thank you to staff for answering my questions and members from the public appreciate your coming to our meeting.

Vice Chair Hardeman-Echo the comments and gratitude to the staff for all preparation that goes on to get ready the meeting. As it relates to the disaster in the LA area it's a good reminder of the asset that we are all here governing if something were to happen in the Sacramento region or broader in Northern California region that Cal Expo is that asset for emergency situations.

Chair Craig-Thank you to everybody. This is the first meeting of the new year. Looking forward to an exciting year with lots of stuff ahead fun and good work here at the board.

- h. Next Board Meeting **Friday, February 28, 2025**
- i. Other, if any

14. ADJOURNMENT

Chair Craig asked for a motion to adjourn.

MOTION:

Director Pelote moved the motion to adjourn and Director Salinas seconded the motion. **All in favor, motion carries unanimously.**

Meeting was adjourned at 11:49 a.m.

DRAFT

d. Service Contracts/Purchase Orders

California Exposition & State Fair

PURCHASE ORDERS

January 17, 2025 to February 19, 2025
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

Vendor/Merchant	Amount
California Construction Authority (CCA) <ul style="list-style-type: none">2025 Main Gate Concrete project (part of CDFA grant monies)	\$45,748

January 17, 2025 to February 19, 2025
\$100,000 and Over (rounded) [Requiring Approval](#)

Vendor/Merchant	Amount
Pinnacle Petroleum <ul style="list-style-type: none">Blanket purchase order for fuel through Mandatory State Contract	\$200,000

SERVICE CONTRACTS

January 17, 2025 to February 19, 2025
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

Contractor	Amount
STATE33, LLC <ul style="list-style-type: none">2025 State Fair Wine Competition software, online hostingTerm: February 1, 2025 to June 30, 2025	\$15,000
SAC Hospitality LLC dba Hilton Sacramento <ul style="list-style-type: none">2025 State Fair Wine Competition - judges lodgingTerm: April 15, 2025 to April 18, 2025	\$30,000
CoNetrix Technology, LLC / Accountingware <ul style="list-style-type: none">2025 Accountingware software maintenance and licensesTerm: January 1, 2025 to December 31, 2025	\$40,000
Conservation Ambassadors, Inc. <ul style="list-style-type: none">2025 State Fair – ExhibitTerm: February 5, 2025 to August 8, 2025	\$76,500
Stage Nine Entertainment Store, Inc. <ul style="list-style-type: none">2025 State Fair – POPnology ExhibitTerm: February 3, 2025 to August 8, 2025	\$95,000

SERVICE CONTRACTS

January 17, 2025 to February 19, 2025
\$100,000 and Over (rounded) [Requiring Approval](#)

Contractor	Amount
Always Green Landscaping <ul style="list-style-type: none">• Heart Health Park – Turf management services• Reimbursable expense• Term: February 1, 2025 to December 31, 2025	\$125,000
July 16 - Big Name Concert Artist – TBA <ul style="list-style-type: none">• 2025 State Fair - Toyota Concert Series	\$165,000
July 22 - Big Name Concert Artist – TBA <ul style="list-style-type: none">• 2025 State Fair - Toyota Concert Series	\$165,000
July 11 - Big Name Concert Artist – TBA <ul style="list-style-type: none">• 2025 State Fair - Toyota Concert Series	\$250,000

11. COMMITTEE/STAFF REPORTS

e. Legislative & Horse Racing

MEMORANDUM

Date: February 21, 2025
To: Board of Directors
California Exposition & State Fair
From: Tom Martinez, Chief Executive Officer
Subject: Support for AB 258 (Damon Connolly)

ISSUE

California Exposition and State Fair (Cal Expo) has long relied on self-generated revenues for its operations, maintenance, and capital improvements. Over the past several legislative sessions, multiple efforts have been introduced to enhance fair funding through a share of sales and use tax revenues. Assembly Bill 258, introduced by Assemblymember Damon Connolly in 2025, seeks to increase the allocation of such revenues to state-designated fairs. This bill builds upon prior legislative efforts, including Senate Bill 624 (2023) and Senate Bill 1261 (2024), which pursued similar objectives but failed to advance beyond the Assembly Appropriations Committee.

BACKGROUND

For more than 170 years, the California State Fair has provided a platform to celebrate the state's agricultural, technological, and cultural achievements. Over the years, funding mechanisms for the fair system have evolved, with self-generated revenues becoming the primary source for sustaining operations. Legislative efforts such as SB 624 (Alvarado-Gil, 2023) and SB 1261 (Alvarado-Gil, 2024) attempted to increase the fair system's share of tax revenues but faced challenges in the legislative process.

SB 624 proposed an initial 3.5% allocation of gross sales and use tax receipts from fairs but failed in the Assembly Revenue and Taxation Committee. SB 1261, introduced the following year with Assemblymember Connolly as a co-author, proposed a 5% allocation but was later amended to 3%. Despite receiving no 'no' votes, it was ultimately placed on the Assembly Appropriations Committee's suspense file, preventing further advancement. The bill's stalling may have been influenced by funding concerns and political considerations, including Senator Alvarado-Gil's party switch in 2024.

AB 258 builds upon these prior efforts, renewing the push for increased fair funding by proposing a 5% allocation of gross receipts from fair-related sales and use taxes to the

Fair and Exposition Fund. It also expands worker protections and oversight measures compared to its predecessors.

COMPARISON OF AB 258 TO PREVIOUS LEGISLATION

Feature	AB 258 (Introduced 2025)	SB 1261 (Introduced 2024)	SB 624 (Introduced 2023)
Tax Allocation Increase	5% of gross receipts allocated to fairs	Initially proposed 5%, later amended to 3%	3.5% of gross receipts allocated to fairs
Fairgrounds Oversight	Department of Food and Agriculture oversees fund allocations	Oversight by Secretary of Food and Agriculture	Secretary of Food and Agriculture required to prepare an annual expenditure plan
Specific Fund Allocation Requirements	No mention of specific breakdowns	No specific allocation requirements beyond general fair support	Allocates \$2.5M or 5% of funds for fair administration, \$500K for nonprofit fair advocacy
Worker Protections	Specifies meal/rest breaks, overtime pay, and conditions for fair workers	Includes similar worker protections but does not extend as broadly as AB 258	Includes similar worker protections but applied only to state-designated fairs
Additional Provisions	Expands allocation increase broadly across fairs	Focuses primarily on state-designated fairs with no urgency clause	Declared an urgency statute, allowing it to take effect immediately

ANALYSIS AND SUMMARY

AB 258 (2025-2026) represents the most expansive of the three bills, applying the largest tax allocation increase (5%) and broadening worker protections.

SB 624 (2023-2024) took a more incremental approach (3.5%) and included specific breakdowns of fund allocations for fair administration and advocacy.

SB 1261 (2024) initially proposed 5% but was reduced to 3%, focusing solely on state-designated fairs without additional administrative funding provisions.

CONCLUSION

AB 258 presents a renewed opportunity to increase fair funding and ensure the sustainability of the fair system. Given the history of prior legislative efforts, potential concerns regarding funding feasibility may lead to amendments reducing the proposed 5% allocation. Additionally, the bill may face similar challenges in the Assembly Appropriations Committee.

RECOMMENDATIONS

Staff recommends the Board respectfully take a watch position on AB 258.

Additionally, Staff will reach out to the Author's office to better understand their intentions as it relates to funding for Cal Expo-State Fair.

Staff will return to the Board with additional information after meeting with the Author's office.

State of California

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

MEMORANDUM

Date: February 21, 2025
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 Michelob Ultra Grandstand) has a capacity of 22,000 people. 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. 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 March.

BACKGROUND ON RECENT DEVELOPMENTS

The landscape of horse racing in California has undergone significant changes in recent years, driven by shifting economic conditions, regulatory adjustments, and the closure of key racing venues. As a result, various organizations and stakeholders have had to adapt their strategies to ensure the continued viability of the sport.

The Stronach Group operates several racing tracks across the United States, including Santa Anita Park in Southern California and Gulfstream Park in Florida. They previously operated Golden Gate Fields in Northern California before its closure in late 2023. Following that closure, Thoroughbred racing in Northern California transitioned to Golden State Racing at the Alameda County Fairgrounds in Pleasanton.

Following the challenges with Golden State Racing, California Authority of Racing Fairs (CARF) has decided not to submit racing applications for Thoroughbred racing at its

member county fairs, which include Cal Expo, Santa Rosa, and Pleasanton. Sonoma County Fair operates independently and will not be applying for racing dates. At the California Horse Racing Board (CHRB) meeting on February 20th, it was announced that Ferndale/Humboldt County Fair has a strong interest in applying for its own racing dates, and Fresno County Fair is also considering submitting an application. When asked which fairs might be applying for race dates in 2024, Oscar Gonzalez, Vice Chair of the CHRB, stated that Ferndale/Humboldt would be applying, while Fresno was still evaluating. He also indicated that Cal Expo, Santa Rosa, and Pleasanton would likely opt out for this year, possibly indefinitely.

SATELLITE WAGERING

With live racing at county fairs in decline, CARF is shifting its focus toward satellite wagering as a primary revenue stream. In California, satellite wagering revenue is distributed among racing associations, horsemen’s organizations, satellite wagering facilities, and local governments. Recent legislative changes have restructured this distribution, directing a larger share of revenue to Southern California tracks when wagers are placed on their races.

When live racing is absent from a county fair, the California Horse Racing Board (CHRB) can reassign wagering designations, allowing other tracks to receive a greater share of revenue. Additionally, 0.33% of total wagers placed at satellite facilities is allocated to local governments, providing a direct financial benefit to the cities and counties that host these operations.

As the number of fairs conducting live racing decreases, satellite wagering revenues are consolidating among fewer locations. This shift is forcing adjustments across the industry, with CARF prioritizing satellite wagering operations to sustain financial viability amidst legislative changes that favor Southern California venues.

2024 Simulcast Report

Revenue

Commission/Location Fees	\$	368,575.00
Programs/Forms	\$	97,135.50
Admission	\$	80,025.00
Food Commission - Grill/Bar	\$	12,600.00
	\$	558,335.50

Expenses

Simulcast Staff	\$	165,000.00
Security/Police - estimate	\$	80,000.00
Event Services - estimate	\$	70,000.00
Mutuel Clerks	\$	62,270.00
DirecTV	\$	9,200.00
Misc - TV"S/Equipment/ Supplies	\$	5,500.00

ASCAP/Seasac (music)	\$	2,900.00
Alarm System	\$	2,800.00
Utilities	\$	85,000.00
Programs/Forms	\$	70,175.00
	\$	552,845.00
Profit/Loss	\$	5,490.50

State Fair Horse Racing NOT included - revenue or expenses

Future Plans

Unless a financially viable option emerges, Cal Expo will proceed with contingency plans for using the track and grandstands during the California State Fair. This means the fair will be planned both with and without live horse racing. Alternative uses for the racetrack and grandstand are being explored, including harness racing, tractor pulls, motocross events, and other attractions that could utilize the space effectively.

RECOMMENDATION

There is no staff recommendation at this time.

f. Interim Events Report

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3000
Fax: (916) 263-3163

MEMORANDUM

Date: February 17, 2025
To: Board of Directors, California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Marcia Shell, Expo Events
Subject: Event Comparison 2023-2024

OVERVIEW

The attached report reflects income only and does not include expenses. This report does not include income or attendance numbers from Heart Health Park events, 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. Imaginarium in December 2024 is not completely finalized. Imaginarium attendance and final rent income is estimated on this report.

2024 event income is \$4,725,237.00 which is an 8.3% increase of \$313,901.00 over the 2023 event income of \$4,362,497.00.

- 17% increase in rental income for building and outdoor space.
- 24% increase in online service fees
- 6% decrease in Food & Beverage
- 1% decrease in Paid Parking

2024 Events with the highest income and attendance:

Over \$300,000.00 – Imaginarium
Over \$200,000.00 – International Sportsman’s Exposition
Sacramento County Fair
Country in the Park
Foodieland Night Market

2024 & 2025 NEW EVENTS

New Events held in 2024

Catstravaganza
Futsal
Monster Truck Nitro
Hoffman Wedding
Crawdad Festival

Truck Mania
Oddities & Curiosities
Rail Fair
ESports
Sacramento Area Unity EID

New Events Booked in 2025

Well Space
Clean Culture
Nor Cal Lowrider Classic
Breakaway Music Festival
Wild West Alpaca Show
Camping World (not confirmed)
Oracle Rodeo

X Games
Asia Dream Food Festival
Green Summit
Unicorn World (not confirmed)
Brick Fest - Legos
All About Smoke

9. Finance Update

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3000

MEMORANDUM

Date: February 18, 2025
To: Board of Directors
California Exposition and State Fair
Via: Tom Martinez, Chief Executive Officer
California Exposition and State Fair
From: Diana Barrios, Finance Manager
Subject: Financial Reports- Finance Committee

INTRODUCTION

Attached for your review is an update of the Statement of Financial Activities for Quarter 4 showing current actuals to date for Cal Expo's Year End 2024. A proper Fiscal Year End takes approximately 60 to 90 business days to fully reconcile and close. Cal Expo is at business day 32 and has made significant progress towards reconciling its revenue accounts.

Accounting staff continue to be hard at work to review and reconcile many of the financial activities from Fiscal Year End 2024.

Also attached for your review is a month ending Statement of Financial Activities for January 2025, Accounts Payable reports, and the monthly Financial Stability Plan Update.

FINANCIAL REPORTS - Monthly Statement of Financial Activities January 2025

For 2025, we've added a monthly Statement of Financial Activities to our reporting, providing a financial snapshot of Cal Expo between quarterly reports. Cal Expo's revenue and expenses, like those of many organizations, follow a cyclical pattern. Expenditures typically peak in the months leading up to the annual State Fair, then decrease afterward. Conversely, revenues increase as the fair approaches, continue throughout the event, and peak at its conclusion.

In looking at the monthly Statement of Financial Activities, line 1, there is a nominal amount in revenues related to the annual State Fair. Here we begin to see revenues flow in from open applications for Food Concessionaires and Commercial Exhibitors. This revenue line will grow as the State Fair approaches.

Line 2 – Expo Events. This appears a bit lower in January 2025 compared to January 2024. This is due to two outstanding event settle-ups that are currently underway. Once these events are reconciled and entered, it is expected that the month ending January 2025 will be at par with the prior year marker.

Line 10 – Miscellaneous. Illustrates a total of \$500,170. This activity is attributable to a reconciliation of State Fair Horse Racing. Funds were received in the month of January and have been distributed in the month of February 2025.

Line 26 – Insurance. Illustrates a cost of \$790,223. This cost is associated with Cal Expo’s General Liability Insurance premiums paid for Fiscal Year 2025.

FINANCIAL REPORTS – 2024 Q4 Statement of Financial Activities
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The 2024 Quarter 4 Statement of Financial Activities is currently in draft form, pending final account reconciliation and year-end closing. The following guide explains the time required for proper fiscal year closure.

Reconciliation of final bank statement 40 days

Reconciliation of pre-paid and uncleared collection accounts up to 90 days (highly dependent on event settle-ups, allocations, and event services receipts and expenses)

Review and reconciliation of Trial Balance during reconciliation process and at final stage just before preparing to close the year.

Once the above activities have been completed, a final year end unaudited statement can be produced with a high reliability factor.

Below are a few highlights to provide an overview of where Cal Expo is trending to end its Fiscal Year End 2024:

Line 1 – State Fair. This number remains unchanged from its Estimated Actual shown in October 2024. This is due to one remaining account that requires reconciliation. On February 5, 2025, Cal Expo received one of its two outstanding accounts requiring reconciliation. It is anticipated that the final account will be reconciled at the month end February 2025.

Line 2 Expo Events. It is worth noting that the amount shown on this line is not inclusive of the totality of revenue received for Expo Events as a whole. This is because some of

the revenues earned are classified as reimbursements and are recorded on Line 11 of the report.

Line 6 – Simulcast. Cal Expo's 2024 revenue fell short of projections due to several external factors. Given the uncertain future of horse racing in Northern California, this revenue stream (line 6) is likely to fluctuate in coming years, potentially impacting both Cal Expo's revenue stream and State Fair revenue if racing activity is limited.

Line 9 – Electronic Sign. The revenue is inclusive of the contractual monthly rate as well as its annual percentage from the total sales of the electronic sign boards on Cal Expo's property.

Line 10 – Miscellaneous. This activity is attributable to a reconciliation of State Fair Horse Racing. Funds were received in the month of January 2025 and have been distributed in the month of February 2025.

Line 11 – Reimbursements. Please note there remains numerous accounts and events that require reconciliation.

Line 21 – General Expense. General Expenses exceeded the budgeted amount. The attached graph provides examples of these expenses. Due to the numerous underlying categories within this line item, a restructuring was required to create the graph. The categories shown are generalized and highlight potential areas of variance.

Line 34 – Entertainment. Included in the expense line are both Big Name Entertainment, Grounds Entertainment, Fireworks, and Cavalcade contracts. Also included are other miscellaneous contracts related to the procurement, production, and activities of the various stage entertainers. Big Name Entertainment contracts represent approximately \$1.6M of the expenditures shown.

Line 42 – Prior Year Income. Included in this line is income received from 2023 Electronic Sign Board and 2020 and 2021 AB1499 funds.

FINANCIAL TEAM UPDATES

The Accounting Department is still experiencing staffing changes. A new Senior Accounting Officer position was posted on February 18, 2025, to fill the vacancy created in June 2024. The Senior Accounting Officer will handle various responsibilities, including bank reconciliations, overseeing settle-up processes and event reimbursements, balancing credit card transactions, recording daily financial activities and allocations, and assisting with financial processes related to the State Fair. The role may also expand as the officer gains more experience with Cal Expo's operations.

Meanwhile, the Finance Manager is working on documenting daily tasks and creating procedures and desk manuals for staff.

ANNUAL AUDIT 2020

The Board decided in 2021 to combine the audits for both 2020 and 2021 as a result of Cal Expo's transition from events to COVID emergency response.

The 2020 Audit has been finalized and Auditor Adjusting Journal Entries (AJE) have been applied to the 2020 Fiscal Year. These AJEs are currently under review against the Trial Balance for 2020.

Staff has uploaded many of the requested audit items for the 2021 audit with the last item remaining the 2021 Trial Balance document which will be finalized before the week ending February 28, 2025.

RECOMMENDATION

Acknowledgement of the receipt of reports.

CALIFORNIA EXPOSITION AND STATE FAIR
MONTHLY STATEMENT OF FINANCIAL ACTIVITIES
January 30, 2025

Row	Column	A	B	C	D	E	F
		January 2025	January 2024	YTD 2025	YTD 2024	Budget 2025	Annual Variance YTD
	Revenue						
1	State Fair	\$ 150	\$ 4,594	\$ 150	\$ 4,594	\$15,953,226	\$(15,953,076)
2	Expo Events	342,145	538,277	342,145	538,277	4,950,250	(4,608,105)
3	Multi-Use Sports Facility	33,529	32,440	33,529	32,440	1,900,000	(1,866,471)
4	Rock and Brews	14,926	12,500	14,926	12,500	250,000	(235,074)
5	Watch & Wager	-	363	-	363	22,000	(22,000)
6	Simulcast	11,898	25,059	11,898	25,059	478,788	(466,890)
7	RV Park	55,526	82,983	55,526	82,983	1,023,366	(967,840)
8	Water Park	500	500	500	500	50,000	(49,500)
9	Electronic Sign	29,859	29,859	29,859	29,859	395,000	(365,141)
10	Miscellaneous	500,170	(666)	500,170	(666)	890,000	(389,830)
11	Reimbursements	(16,956)	108,966	(16,956)	108,966	3,546,878	(3,563,834)
12	Grants	16,044	-	16,044	-	300,000	(283,956)
13	Interest Revenue	-	68,834	-	68,834	260,000	(260,000)
14	Deferred Maintenance / Resilien	-	-	-	-	-	-
15	TOTAL REVENUE	\$ 987,789	\$ 903,709	\$ 987,789	\$ 903,709	\$30,019,508	\$(29,031,719)
16	Personal Services						
17	Salaries & Wages	687,137	660,994	687,137	660,994	10,686,917	9,999,780
18	Benefits	428,069	254,569	428,069	254,569	4,176,186	3,748,117
19	Total Personal Services	\$ 1,115,205	\$ 915,563	\$ 1,115,205	\$ 915,563	\$14,863,103	\$ 13,747,898
20	Operating Expenses						
21	General Expense	78,823	489	78,823	489	1,437,557	1,358,734
22	Advertising	14,000	-	14,000	-	788,250	774,250
23	Printing	3,050	-	3,050	-	176,316	173,266
24	Communications	18,127	240	18,127	240	193,366	175,239
25	Postage	39	(20)	39	(20)	28,100	28,061
26	Insurance	790,223	-	790,223	-	1,361,035	570,812
27	Travel	-	12,266	-	12,266	100,965	100,965
28	Training	-	-	-	-	35,450	35,450
29	Facility Operations	666	1,397	666	1,397	605,108	604,442
30	Utilities	34,105	15,474	34,105	15,474	1,423,150	1,389,045
31	Cons & Prof Svcs External	120,329	3,572	120,329	3,572	6,641,821	6,521,492
32	Cons & Prof Svcs Internal	136	-	136	-	108,545	108,409
33	Data Processing	-	-	-	-	235,910	235,910
34	Entertainment	-	-	-	-	2,392,450	2,392,450
35	Judging	284	-	284	-	92,800	92,516
36	Premiums	-	-	-	-	223,790	223,790
37	ProRata	56,760	63,781	56,760	63,781	750,000	693,240
38	Other	-	-	-	-	20,000	20,000
39	Total Operating Expenses	\$ 1,116,544	\$ 97,201	\$ 1,116,544	\$ 97,201	\$16,614,613	\$ 15,498,069
40	TOTAL EXPENSES	\$ 2,231,749	\$ 1,012,764	\$ 2,231,749	\$ 1,012,764	\$31,477,716	\$ 29,245,967
41	OPERATING PROFIT (LOSS)	\$ (1,243,960)	\$ (109,055)	\$ (1,243,960)	\$ (109,055)	\$ (1,458,208)	\$ 214,248

*unaudited

CALIFORNIA EXPOSITION & STATE FAIR
STATEMENT OF FINANCIAL ACTIVITIES
December 31, 2024
*****DRAFT COPY*****

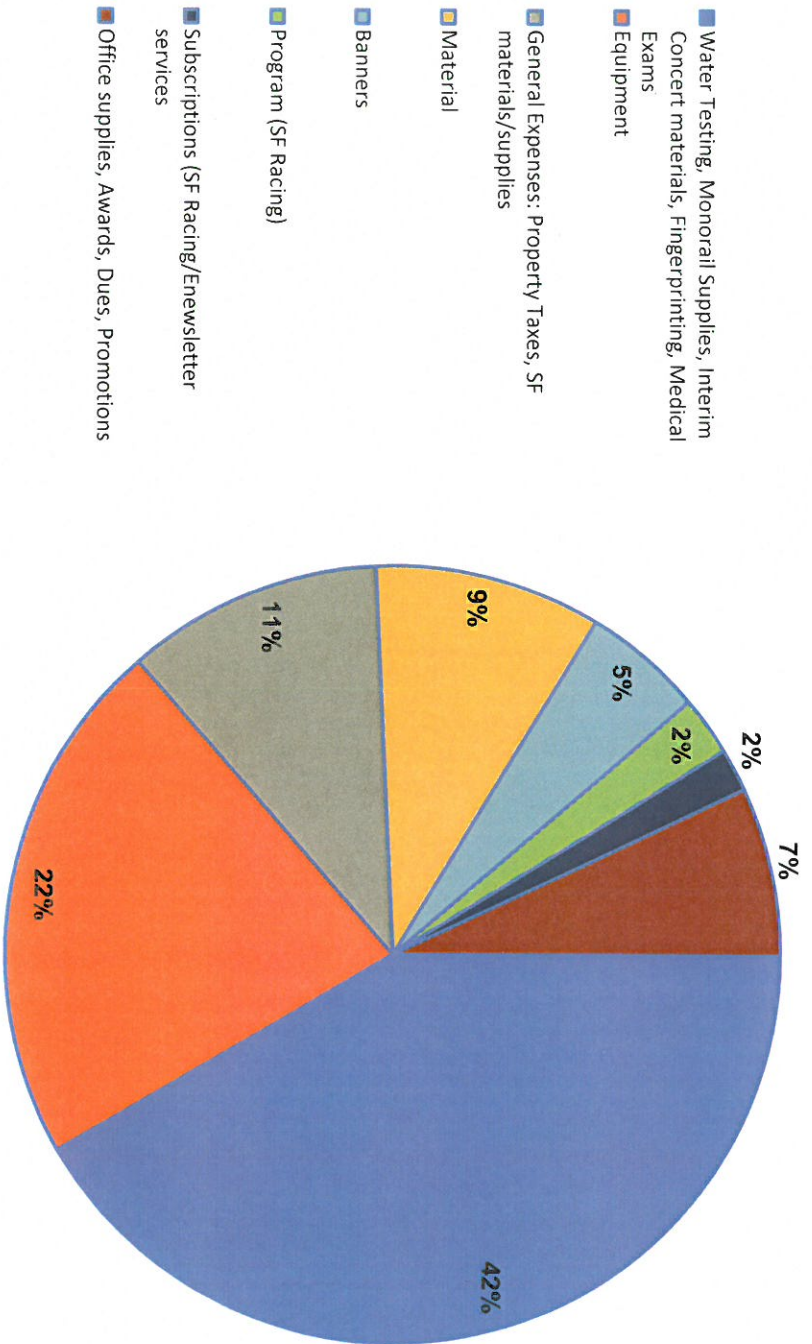
Row	Column	A	B	C	D	E	F	G
		2024	2023	YTD 2024	YTD 2023	Annual Variance YTD	Budget 2024	Annual Variance From Budget YTD
	Revenue							
1	State Fair	\$ 12,837	\$ 208,717	\$13,945,358	\$14,437,403	\$ (492,045)	13,487,125	\$ 458,233
2	Expo Events	793,998	1,067,969	4,106,414	5,097,082	\$ (990,668)	4,000,000	106,414
3	Multi-Use Sports Facility	147,319	306,222	1,274,190	670,350	\$ 603,840	800,000	474,190
4	Rock and Brews	44,777	37,500	210,808	150,000	\$ 60,808	150,000	60,808
5	Watch & Wager	3,662	4,253	82,120	23,325	\$ 58,795	45,000	37,120
6	Simulcast	50,287	134,954	568,159	896,469	\$ (328,310)	765,000	(196,841)
7	RV Park	237,793	188,633	918,477	870,431	\$ 48,046	1,000,000	(81,523)
8	Water Park	-	1,500	6,000	2,500	\$ 3,500	100,000	(94,000)
9	Electronic Sign	327,342	89,577	596,073	358,808	\$ 237,265	350,000	246,073
10	Miscellaneous	(453,883)	8,807	(437,809)	23,563	\$ (461,372)	20,000	(457,809)
11	Reimbursements	136,551	411,499	1,822,299	1,996,045	\$ (173,746)	1,615,213	207,086
12	Grants	-	-	384,289	159,762	\$ 224,527	375,000	9,289
13	Interest Revenue	83,884	61,234	305,582	194,017	\$ 111,565	150,000	155,582
14	Deferred Maintenance / Resiliency	-	-	1,927,563	-	\$ 1,927,563	-	1,927,563
15	TOTAL REVENUE	\$ 1,384,567	\$ 2,520,865	\$25,709,523	\$24,879,755	\$ 829,770	\$ 22,857,338	\$ 2,852,185
16	Personal Services							
17	Salaries & Wages	2,121,559	1,967,085	10,362,218	9,352,390	\$ 1,009,828	9,442,426	(919,792)
18	Benefits	949,098	896,687	4,082,354	3,730,555	\$ 351,799	3,803,635	(278,719)
19	Total Personal Services	\$ 3,070,657	\$ 2,863,772	\$14,444,572	\$13,082,945	\$ 1,361,627	\$ 13,246,061	\$ (1,198,511)
20	Operating Expenses							
21	General Expense	358,478	328,287	2,851,911	2,377,998	\$ 473,913	1,950,000	(901,911)
22	Advertising	28,000	43,476	864,076	1,028,140	\$ (164,064)	900,000	35,924
23	Printing	9,829	13,763	139,659	150,628	\$ (10,969)	140,000	341
24	Communications	48,980	51,699	182,112	191,049	\$ (8,937)	130,000	(52,112)
25	Postage	3,211	5,642	12,202	26,409	\$ (14,207)	30,000	17,798
26	Insurance	344,389	305,939	1,339,632	1,149,919	\$ 189,713	1,500,000	160,368
27	Travel	4,705	14,952	103,366	83,175	\$ 20,191	60,000	(43,366)
28	Training	4,040	3	8,859	15,861	\$ (7,002)	20,000	11,141
29	Facility Operations	127,848	217,479	953,153	885,584	\$ 67,569	700,000	(253,153)
30	Utilities	356,340	326,454	1,807,129	1,671,229	\$ 135,900	1,546,353	(260,776)
31	Cons & Prof Svcs External	796,856	951,597	5,244,447	6,124,539	\$ (880,092)	5,025,000	(219,447)
32	Cons & Prof Svcs Internal	9,692	2,860	62,928	66,003	\$ (3,075)	80,000	17,072
33	Data Processing	24,957	6,375	121,099	89,755	\$ 31,344	100,000	(21,099)
34	Entertainment	-	-	2,627,486	2,153,908	\$ 473,578	2,100,000	(527,486)
35	Judging	-	-	77,272	75,041	\$ 2,231	80,000	2,728
36	Premiums	-	50	189,145	185,910	\$ 3,235	195,000	5,855
37	ProRata	170,281	191,344	723,250	680,420	\$ 42,830	681,124	(42,126)
38	Other	9,133	38,322	136,107	149,995	\$ (13,888)	100,000	(36,107)
39	Total Operating Expenses	\$ 2,296,739	\$ 2,498,242	\$17,443,833	\$17,105,563	\$ 338,270	\$ 15,337,477	\$ (2,106,356)
40	TOTAL EXPENSES	\$ 5,367,396	\$ 5,362,014	\$31,888,405	\$30,188,508	\$ 1,699,897	\$ 28,583,538	\$ (3,304,867)
41	OPERATING PROFIT (LOSS)	\$ (3,982,829)	\$ (2,841,149)	\$ (6,178,882)	\$ (5,308,753)	\$ (870,127)	\$ (5,726,200)	\$ (452,682)
42	Prior Year Income	2,732	-	917,301	652	\$ 916,649	-	-
43	Prior Year Expense	23,235	-	25,570	2,207	\$ 23,363	-	-
44	Transfers into Operating Fund	-	-	2,000,000	-	\$ -	-	-
45	Depreciation	-	-	-	-	\$ -	-	-
46	Capital Improvements	-	-	(103)	-	\$ (103)	300,000	-
47	Deferred Maintenance / Resiliency	1,275,946	233,296	3,863,690	824,702	\$ 3,038,988	-	-
48	Equipment	51,703	51,723	552,273	314,329	\$ 237,944	400,000	-
49	CHANGES IN RESERVES	\$ (5,330,981)	\$ (3,126,168)	\$ (7,703,011)	\$ (6,449,339)	\$ (3,253,670)	\$ (6,426,200)	\$ -

** UNAUDITED **

*** Close out of Annual Year End 12/31/24 continues for 60-90 business days

*** End of year events awaiting final settle-up. Account reconciliation for Expo Events and Reimbursement categories remain in progress.

Breakout of 2024 Q4 General Expense Line 20



AP Aged Invoice Analysis

Historical Balances by Invoice Date as of 2/24/2025

Normal Aging

Cal Expo
Danny Angsilalaval

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Invoice Number	Due Date	Balance	Current 2/24/2025 and Beyond	1 - 30 Days 1/18/2025 2/23/2025	31 - 60 Days 12/18/2024 1/17/2025	61 - 90 Days 11/18/2024 12/17/2024	Over 90 Days Up to 11/17/2024
52ndDAA (52nd District Agricultural Assn.)							
Settle UP	3/16/2025	86,161.01	86,161.01				
52ndDAA		86,161.01	86,161.01	0.00	0.00	0.00	0.00
ADVANCE (Roseville Termite dba Advanced IPM)							
2353910	3/3/2025	800.00	800.00				
ADVANCE		800.00	800.00	0.00	0.00	0.00	0.00
AGMCON (AGM Concessions)							
33522	7/9/2024	84.00					84.00
AGMCON		84.00	0.00	0.00	0.00	0.00	84.00
ALWAYSG (Always Green Landscaping)							
1166	3/5/2025	9,363.63	9,363.63				
ALWAYSG		9,363.63	9,363.63	0.00	0.00	0.00	0.00
ATLAS (Atlas Disposal Industries, LLC)							
01-0207392	3/17/2025	1,133.71	1,133.71				
01-0208976	3/17/2025	100.00	100.00				
ATLAS		1,233.71	1,233.71	0.00	0.00	0.00	0.00
ATT (AT&T)							
000022690363	12/3/2024	75.89				75.89	
000022701410	12/6/2024	2,025.73				2,025.73	
000022797799	12/28/2024	2,026.39			2,026.39		
ATT		4,128.01	0.00	0.00	2,026.39	2,101.62	0.00
CBS (Bonneville Intl Corp fka CBS Radio)							
TEST invoice - CIT1/30/2025		589,740.89		589,740.89			
CBS		589,740.89	0.00	589,740.89	0.00	0.00	0.00
CFSA (California Fair Services Authority)							
076226	2/1/2025	104,122.51		104,122.51			
12260	2/2/2025	2,587.50		2,587.50			
CFSA		106,710.01	0.00	106,710.01	0.00	0.00	0.00
CLEFUL (Clean Culture LLC)							
Settle up	3/14/2025	34,500.60	34,500.60				
CLEFUL		34,500.60	34,500.60	0.00	0.00	0.00	0.00
CLS (Secure Screening dba Capital Live Scan)							
79870	1/31/2024	54.00					54.00
CLS		54.00	0.00	0.00	0.00	0.00	54.00
CONET (CoNetrix Technology, LLC / Accountingware)							
Q-14575	12/31/2024	1,862.00			1,862.00		
109358-00-1	1/31/2025	2,280.00		2,280.00			
A-12192	2/11/2025	1,102.65		1,102.65			
CONET		5,244.65	0.00	3,382.65	1,862.00	0.00	0.00
CRT (CRT Group Insurance Fund)							
Health & Welfare	1/31/2023	405.37-					405.37-
Health & Welfare	12/9/2024	4.87				4.87	
Health & Welfare	2/5/2025	536.98-		536.98-			
CRT		937.48-	0.00	536.98-	0.00	4.87	405.37-

AP Aged Invoice Analysis
Historical Balances by Invoice Date as of 2/24/2025
 Normal Aging

Cal Expo
 Danny Angsirilaval

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Invoice Number	Due Date	Balance	Current 2/24/2025 and Beyond	1 - 30 Days 1/18/2025 2/23/2025	31 - 60 Days 12/18/2024 1/17/2025	61 - 90 Days 11/18/2024 12/17/2024	Over 90 Days Up to 11/17/2024
DGS (Department Of General Services)							
0000001571722	5/31/2024	1.93-					1.93-
* 0000001615930	12/31/2025	645.00-	645.00-				
DGS		646.93-	645.00-	0.00	0.00	0.00	1.93-
ETIXINC (ETIX, Inc.)							
CESF043024	5/30/2024	25,940.00					25,940.00
CESF053124	6/30/2024	70,935.03					70,935.03
CESF063024	7/30/2024	21,371.00					21,371.00
CESF073124	8/30/2024	133,368.69					133,368.69
ETIXINC		251,614.72	0.00	0.00	0.00	0.00	251,614.72
FTBPR (Franchise Tax Board - Payroll)							
CATax	12/31/2021	2.92-					2.92-
FTBPR		2.92-	0.00	0.00	0.00	0.00	2.92-
HERIT (Heritage Maintenance Products)							
92360	8/6/2024	3,796.00					3,796.00
HERIT		3,796.00	0.00	0.00	0.00	0.00	3,796.00
HOLT (Holt Of California)							
SW050361921	1/9/2025	8,627.78			8,627.78		
Y1158101	1/17/2025	801.49			801.49		
0388668	2/10/2025	975.65		975.65			
Y1175001	2/23/2025	1,595.00		1,595.00			
Y1178801	2/23/2025	598.13		598.13			
Y1187501	3/14/2025	398.75	398.75				
HOLT		12,996.80	398.75	3,168.78	9,429.27	0.00	0.00
HOTTUB (Hot Tub & Spa Emporium, Inc.)							
Settle UP	2/12/2025	81.94		81.94			
HOTTUB		81.94	0.00	81.94	0.00	0.00	0.00
JAKE (Jakes Associates, Inc.)							
5438	1/6/2025	25,000.00			25,000.00		
JAKE		25,000.00	0.00	0.00	25,000.00	0.00	0.00
JURAS (Jurassic Quest Holdings, LLC)							
Settle UP	1/31/2025	63,077.05		63,077.05			
JURAS		63,077.05	0.00	63,077.05	0.00	0.00	0.00
LOEWEN (Mark V Loewen dba Loewen Pump Maintenance)							
3342	3/14/2025	7,550.00	7,550.00				
LOEWEN		7,550.00	7,550.00	0.00	0.00	0.00	0.00
NRG (NRG Business Marketing LLC)							
HS44600886	12/13/2024	6,979.36				6,979.36	
NRG		6,979.36	0.00	0.00	0.00	6,979.36	0.00
ONSO (One Source Staffing Solutions, Inc. / Sharestaff)							
* 22467	12/14/2025	2,016.00-	2,016.00-				
ONSO		2,016.00-	2,016.00-	0.00	0.00	0.00	0.00
OVG (Global Spectrum, LP / OVG360)							
0079950-IN	2/3/2025	1,543.42		1,543.42			

AP Aged Invoice Analysis
Historical Balances by Invoice Date as of 2/24/2025
 Normal Aging

Cal Expo
 Danny Angsirilaval

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Invoice Number	Due Date	Balance	Current 2/24/2025 and Beyond	1 - 30 Days 1/18/2025 2/23/2025	31 - 60 Days 12/18/2024 1/17/2025	61 - 90 Days 11/18/2024 12/17/2024	Over 90 Days Up to 11/17/2024
OVG		1,543.42	0.00	1,543.42	0.00	0.00	0.00
PINPET (Pinnacle Petroleum)							
0363025	2/7/2025	13,581.64		13,581.64			
PINPET		13,581.64	0.00	13,581.64	0.00	0.00	0.00
PRCALHR (California Department of Human Resources)							
July 2022	8/1/2022	8.68					8.68
PST Fees obsolete	8/31/2022	1,066.94					1,066.94
PRCALHR		1,075.62	0.00	0.00	0.00	0.00	1,075.62
PYRO (Pyro Spectaculars, Inc.)							
* 32431-	10/31/2000	25,000.00					25,000.00
PYRO		25,000.00	0.00	0.00	0.00	0.00	25,000.00
SALARMY (Salvation Army)							
Settle UP	1/31/2025	649.00		649.00			
SALARMY		649.00	0.00	649.00	0.00	0.00	0.00
SCO (State Controller's Office)							
Pro Rata2	10/15/2018	251,617.33					251,617.33
Pro Rata3	2/15/2019	251,617.33					251,617.33
Pro Rata1	8/15/2019	247,675.67					247,675.67
Pro Rata2	11/15/2019	247,675.67					247,675.67
Pro Rata3	3/15/2020	247,675.66					247,675.66
Pro Rata-3	3/15/2021	138,351.00					138,351.00
Pro Rata-1	8/15/2024	170,281.00					170,281.00
Pro Rata-2	10/15/2024	170,281.00					170,281.00
SCO		1,725,174.66	0.00	0.00	0.00	0.00	1,725,174.66
SENTF (Sentinel Fire Equipment Company)							
97701	3/9/2025	569.44	569.44				
SENTF		569.44	569.44	0.00	0.00	0.00	0.00
SHNY (Sacramento Hmong New Year)							
Settle up	12/1/2024	67,558.18				67,558.18	
SHNY		67,558.18	0.00	0.00	0.00	67,558.18	0.00
SIGNBY (Enderton Group, Inc. dba Signs by Tomorrow)							
I-6770	11/25/2024	133.28				133.28	
SIGNBY		133.28	0.00	0.00	0.00	133.28	0.00
SMAQMD (Sacramento Metropolitan Air Quality)							
2324-03-00275	1/31/2025	8,408.40		8,408.40			
SMAQMD		8,408.40	0.00	8,408.40	0.00	0.00	0.00
SMUD (Sacramento Municipal Utility District)							
2746979	2/6/2025	110,013.66		110,013.66			
SMUD		110,013.66	0.00	110,013.66	0.00	0.00	0.00
SPB (California State Personnel Board)							
21SPB001	10/27/2021	13,464.00					13,464.00
SPB		13,464.00	0.00	0.00	0.00	0.00	13,464.00
UNCOMM (Un Common Advertising (fka Glass Agency))							
1233	3/2/2025	14,000.00	14,000.00				

AP Aged Invoice Analysis
Historical Balances by Invoice Date as of 2/24/2025
 Normal Aging

Cal Expo
 Danny Angsirilaval

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Invoice Number	Due Date	Balance	Current 2/24/2025 and Beyond	1 - 30 Days 1/18/2025 2/23/2025	31 - 60 Days 12/18/2024 1/17/2025	61 - 90 Days 11/18/2024 12/17/2024	Over 90 Days Up to 11/17/2024
UNCOMM		14,000.00	14,000.00	0.00	0.00	0.00	0.00
VERI (Verizon Wireless)							
72962720	7/11/2024	3.85					3.85
73005564	8/10/2024	0.51					0.51
73063298	9/20/2024	1.40					1.40
VERI		1.94	0.00	0.00	0.00	0.00	1.94
WALTC (Craig Walton)							
TEC- 11/25	2/7/2025	174.41		174.41			
WALTC		174.41	0.00	174.41	0.00	0.00	0.00
Grand Totals:		3,186,856.82	151,916.14	899,994.87	38,317.66	76,777.31	2,019,850.84

* Calculated Balance shown is not Current Balance

Category	Title	Description	Progress	Notes
Documenting Procedures	Developing and Writing Procedures	Well documented and easy to follow procedures for each position within the finance team	In progress	<ul style="list-style-type: none"> Developed process for a settle-up for events where rent is paid from Admissions received. Developed procedures for how to complete EDD quarterly tax filings. To allow for faster payment processing, added EDD as a known customer to our approved list of Payees with our financial institution. Documented procedure on how to update/input product codes for Food/Commercial applications and contracts. Researched and submitted questions relating to Pro Rata to DOF Documented and met with internal/external team members regarding the process flow for CSF Sponsorship contract and invoicing activities Reviewed Daily Entry "Cheat Sheet" and corrected codes to eliminate data entry errors into improper accounts Reviewed and created procedure on how to record horse racing commissions Created and conducted weekly one-on-one meetings with accounting staff to discuss current projects working on to discover where staff require more clarity or assistance in performing tasks. Using these meetings to inform which task need procedures and creating a priority list.
Staffing Enhancements	Retired Annuitants	Complete more complex and highly involved tasks related to backlog of accounting items	In progress	<ul style="list-style-type: none"> Completed upload of Audit Items for Fiscal Year End 2021 Audit. Work related to Audit Year 2021: Trained on and performed calculations for GASB 68 and 75 to resolve prior years audit findings on the lack of OPEB/Pension entries in accounting software prior to close of fiscal year. Continue reviewing general ledger entries for 2023-2024.
Staffing Enhancements	Contracted Staff	Bring experts to assist in identifying and guiding erroneous entries. Review processes and recommend procedural changes as needed	In progress	<ul style="list-style-type: none"> Fair Financial Consultant working on reviewing data in General Ledger and making recommendations to streamline system, dataset, and processes.
Staffing Enhancements	State Fair Workers (SFW)	Bring on temporary staff with expertise to fulfill short-term projects	In progress	<p>SFW's join Cal Expo at its heaviest points of the year/season to perform tasks related to the California State Fair. The tasks range from daily entries of data into the accounting software to tracking sales, invoicing, collecting monies, and creating reports for the food and commercial sales activities.</p> <ul style="list-style-type: none"> Reviewed and updated the Senior Accounting Officer duty statement. Developed Supplemental Questionnaire and recruitment planning for new posting on Feb. 18, 2025. First round of application review scheduled for month ending March 2025.
Staffing Enhancements	Staffing (Filling vacant FTEs)	Hire highly qualified and experienced staff	In progress	<ul style="list-style-type: none"> Trained staff on how to enter settle ups involving Rents paid from Admissions Trained staff on how to process grant reimbursement invoices to CDFA Discussed with RA's OPEB/Pension, Construction In Process (CIP), and closing out/preparing for audits (2020 and 2021 respectively) Training staff member on how to reconcile Payroll bank statement
Staffing Enhancements	Staffing (Training current staff)	Eliminate single task oriented staff mindset to fully cross-trained staff who can perform multiple functions and tasks	In progress	<ul style="list-style-type: none"> Finance Manager has been successful at reviewing work tasks, training staff, troubleshooting errors, and writing procedures. Finance Manager continues to work through backlog of unreconciled events. Those events being reconciled are done with the intention that 2025 books are clean and clear of past errors. Development of an Accounts Receivable bad debt structure. This will satisfy a recommendation brought forward during the 2020 audit. Entered Auditor Adjusting Entries (AJEs) to finalized 2020 financial year. Reviewing against Trial Balance Sheet for accuracy. Re-close 2020 and 2021 fiscal years to update the 2021 Trial Balance for Audit team.
Leadership Realignment	Re-evaluating duties of the Finance Manager	Evaluating the tasks/needs of the Contracts and Finance Unit to ensure proper levels of staffing are in place	In progress	

12. NEW NEW BUSINESS

California State Fair

State of California

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

Marketing Update for State Fair 2025

Date: February 21, 2025

To: Board of Directors
California Exposition & State Fair

Via: Tom Martinez, Chief Executive Officer

From: Alex Alcantar, Business Development Manager

Subject: Marketing Update for State Fair 2025

A summary of the marketing for the annual California State Fair.

History of California State Fair Marketing

For over 170 years, marketing has been a cornerstone of the California State Fair's enduring success. From its early days, when print media was the gold standard, to the dynamic evolution of digital and social media, the Fair has continually adapted to the latest trends in advertising. As technology advanced, the Fair embraced television, radio, outdoor advertising, digital platforms, and print, with social media today playing a pivotal role in expanding our audience reach. Over the years, partnerships with top advertising agencies have helped us create innovative campaigns. These efforts, supported by creative assets and strategic connections with media outlets, ensures the Fair continues to captivate and engage Californians year after year.

Current Marketing

The California State Fair has a long history of utilizing traditional media channels such as television, radio, outdoor advertising, and print. However, as the media landscape has evolved, so has our approach. Advances in technology have made creative production more accessible, and younger generations are increasingly skilled in creative services and digital tools.

Historically, Cal Expo has contracted advertising agencies for services such as research, ad buying, creative development, and production. However, outsourcing certain aspects of these services can be costly. To remain fresh and relevant, Cal Expo has continuously explored various creative avenues. Staff recognizes the need for a more significant evolution while keeping cost efficiency a priority.

Future of Marketing and Strategy at California State Fair

Staff recently shared important changes with local media regarding our Fair's operating hours. Monday – Thursday, gates will open at 4 PM, while Friday – Sunday will maintain the 10 AM opening time. Our 2025 State Fair concert lineup announcement will begin in the coming weeks. These announcements will serve as a key message for reiterating the hour changes alongside upcoming promotions and exciting attractions planned for this year's Fair.

A major and positive shift for 2025 is our full transition to in-house production for graphic design and video content bringing a fresh and creative direction. By tapping into the incredible talent of Cal Expo's creative team, staff is focused on cost-saving by not outsourcing creative production. The creative team now oversees all graphic design, video, and audio production, ensuring a fresh, cohesive, and innovative look for this year's Fair.

Our 2025 Theme, "Times Like These" was introduced during the October Board Retreat. The theme will shape the messaging, artwork, and overall creative direction of the Fair. "Time" will be a central theme—reflecting the new operating hours, the nostalgia of visiting the Fair as a child and returning with family, the thrill of carnival rides, and the reminder that "Times Like These" only come once a year during our 17-day celebration.

RECOMMENDATION

This is for informational purposes only.

State of California

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

California State Fair Programs 2025

Date: February 21, 2025
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Jaime Ramirez, Program Manager
Subject: California State Fair 2025

A summary of the programs and competitions for the annual California State Fair.

2025 State Fair Programs and Competitions

For more than 170 years, the California State Fair has been a constant showcase of the talents and achievements of the people of California. Many of our competitions are already underway, with entries for commercial olive oil, commercial cheese, and home wine closing by the end of February. Commercial wine entries are currently open, and entries for commercial beer and homebrew will be opening soon.

This year, entry numbers in the commercial olive oil and commercial wine competitions have seen a shift compared to previous years. Two key factors contributing to this change include the closure of several olive oil companies in California and a downturn in the wine industry. While these industry challenges have impacted participation levels in some of our traditional competitions, our efforts to introduce new programming and competitions aim to generate excitement and engagement, particularly as the Summer X Games will be held just weeks after the conclusion of our fair.

Key Competition Dates

The guest judging for the commercial wine competition has been scheduled for April 17, 2025. This highly anticipated event will bring together experts to evaluate entries, maintaining the high standards of our competition despite industry challenges.

Additional judging dates include:

- **Commercial Olive Oil** – March 12
- **Commercial Cheese** – March 19
- **Home Wine** – April 5
- **Homebrew** – May 2
- **Commercial Craft Beer** – May 16

Returning Favorites in California's Kitchen

As we continue to highlight California's culinary excellence, some of the fair's favorite California's Kitchen Competitions will return, including:

- Save Mart Supermarkets Employee Cooking Challenge
- Postal Service Cooking Challenge
- Dinner 911! Cooking Challenge
- California Professional Chef Cooking Challenge
- California Junior Chef Design-A-Round Challenge

These competitions will bring together talented chefs and home cooks to showcase their skills in a fun and educational format.

New Competitions and Programs

Golden Bear Classic Skateboarding Competition

We are introducing the Golden Bear Classic, a new skateboarding competition designed to attract participants across a range of ages and skill levels. This competition will be held in Building 6 of the Expo Center and will feature the following classes:

- 5-18 Years
- 18-34 Years
- 34 & Up
- Open Class (ages 5 & up)

This competition capitalizes on the growing popularity of skateboarding and action sports, further building momentum as we lead into the Summer X Games.

Fine Arts

For decades, the Fine Arts program at the California State Fair has been a platform for artists to showcase their creativity, technique, and personal vision. The program has highlighted works across a variety of mediums, fostering a deep appreciation for visual arts among fairgoers and participants alike. As artistic expression evolves, so does the Fair's commitment to celebrating new and diverse forms of creativity.

- **Adult Skateboard Art Division** – A new category dedicated to artistic interpretations of skateboarding culture. Fine Arts has always been about self-expression, and so has action sports. Whether it's custom-painted skate decks, graffiti-inspired grip tape, or even intricately designed surfboards, action sports athletes have always found ways to bring art into their world.
- **Expanded Digital Art Division** – This division now includes **Animation** and **Short Film** classes, recognizing the growing influence of digital media.
- **Short Film Festival** – A dedicated festival showcasing short films will be introduced as part of the expanded Digital Art Division.

- **Porcelain Painting** – Previously classified under California Crafts, Porcelain Painting will now be a formal division within Fine Art, reflecting its artistic significance.

Student Showcase

The Student Showcase continues to evolve, providing young creators with new opportunities to display their work:

- **Youth Skateboard Art** – A category encouraging young artists to express themselves through skateboard-themed art.
- **Origami as Its Own Division** – Previously grouped with other paper crafts, origami now has its own dedicated division to highlight its intricate artistry.

California Crafts

Our California Crafts competition will reflect this year’s action sports theme and other category updates:

- **Special Contest Theme: "Action Sports"** – Handcrafts and Fiber & Needle Crafts will focus on action sports-inspired creations.
- **Origami as Its Own Division** – Reflecting its growth in popularity, origami will now be judged separately.
- **Rug Hooking Class Updates** – To provide more clarity and inclusivity, rug hooking categories have been updated to include:
 - Traditional Hooked Rugs
 - Braided Rugs
 - Other Rugs
 - Modern Rugs

Entry Participation Overview

As entries continue to come in for 2025, we are seeing varied participation across different competitions. While some categories have seen shifts due to industry trends, others remain strong, and many are still open for registration.

With the introduction of new competitions and expanded programming, this year’s fair is poised to generate excitement and engagement among a diverse range of participants. The focus on skateboarding, action sports, and digital media will not only attract new audiences but also build anticipation leading into the Summer X Games. These changes reflect our commitment to keeping the fair dynamic, relevant, and reflective of current trends.

RECOMMENDATION

This is for informational purposes only.