



June 16, 2026

TO: PROSPECTIVE CONTRACTORS

SUBJECT: CORRECTION TO RFP #26-002  
ADDENDUM #1  
SATLELITE WAGERING FACILITY/GRANDSTAND. INTERIM FOOD  
SERVICE CONCESSIONS AND FAIR TIME FOOD ALCOHOLIC  
BEVERAGE SERVICE

The following corrections have been made to RFP #26-002, Satellite Wagering Facility/Grandstand, Interim Food Service Concessions and Fair Time Food, Beverage and Alcoholic Beverage Service.

1. **Page 16, Part IV, History & General Information** currently does not include the last three years' gross food and alcohol sales for the 21<sup>st</sup> District Agricultural Association and Big Fresno Fair.

Please remove the above-mentioned pages of your current RFP and replace it with the pages attached. The change is in bold print, to assist you in locating it.

We apologize for the inconvenience, and if you have any questions regarding these changes, please do not hesitate to call me.

Sincerely,

Christina Estrada  
Chief Executive Officer

Enclosures



## **KEY FAIR STAFF**

Christina Estrada, Chief Executive Officer  
Ronnie Mobley, Satellite Facility Supervisor  
Chris Chatoian, Maintenance Supervisor  
Cohen Communications, Communications Department  
Brian Honebein, Director of Marketing

## **GROSS SALES SUMMARY**

**Horse racing was conducted during the fair in both 2023 and 2024. In 2025, horse racing was discontinued and replaced with a rodeo, Jaripeo, motocross, and monster truck events.**

### **21st District Agricultural Association** **Combined Food & Alcohol Gross Sales**

- **2023: \$318,200.28**
- **2024: \$497,015.68**
- **2025: \$711,149.56**

### **Big Fresno Fair** **Food & Alcohol Gross Sales**

- **2023:**
  - **Food: \$256,144.00**
  - **Alcohol: \$1,928,087.00**
- **2024:**
  - **Food: \$256,144.00**
  - **Alcohol: \$1,813,804.00**
- **2025:**
  - **Food: \$150,939.00**
  - **Alcohol: \$1,403,379.73**

### **Note:**

- **Food sales include water, and energy drinks in bar locations.**

## **GOALS**

Of primary concern is customer service at our off-track horse racing facilities. Our primary short-term goal is to continue to improve the image of satellite wagering and require event shirts or Big Fresno Fair shirts for all employees. Of concern is the appearance of staff, quality of service, product, facility, and surrounding area. The facilities appearance, appointments, food service capabilities, staff appointments and marketing efforts should all be designed and implemented with this goal in the forefront.

Our goals are to continue in our efforts to maximize all operational aspects of the operation, while emphasizing efforts to increase market share, increase return visits by our existing fan base and increase per capita spending in the handle and in concession sales. Such efforts shall focus on providing a high-quality product to patrons in hopes of achieving a 5% - 8% increase in revenues.