



November 6, 2020

F2020-15

To: Fair Managers/Fair Board Members/Fair Stakeholders

Subject: Public Workshops to Address Alternative Fairground Operating Models

California has 77 fairgrounds that make up the Network of California Fairs. In addition to serving as the hosts for annual fairs to showcase agriculture and youth-related projects, fairs host a variety of public and private community events throughout the year. These events include celebrations, festivals, trade shows, concerts, satellite wagering, and other activities that bring a community together. Fairs also serve an emergency response function for their communities; this is a role that has increased in recent years as a result of the large number of evacuations experienced statewide, due to wildfires, floods, mudslides and other events. Most recently, fairs have contributed to the efforts to fight COVID-19 by serving as food bank distribution centers and testing sites.

The various events throughout the year help generate revenue for the maintenance of the fairground property and contribute to the local economy. Unfortunately, the COVID-19 pandemic has negatively impacted this business model by eliminating the ability of fairs to host public gatherings and offer associated rentals. The Governor's 2020/2021 Budget directed the Department to work with stakeholders to examine alternative operating models for fairs. The consortium reports released in 2010 are a helpful reference for examining new business models. To access the consortium reports located on the F&E website, please select this [link](#).

The Department values the Network's input and will be holding three public workshops in November to provide stakeholders an opportunity to make recommendations for alternative operating models for fairgrounds. Information on how to sign up to attend a public workshop can be found on page 2.

Specific issues to be addressed include, but are not limited to the following items:

- A. Governance structure for the most effective events and property management.
- B. The properties and their ability to optimize utilization for full year-round public benefit, including emergency response.
- C. Alternative asset management of the properties.



To register to attend a workshop please click on the appropriate Zoom link.

Thursday, November 12th 1:30 pm – 3:00 pm
Fair industry/Fair Stakeholders [Zoom Advance Registration](#)

Monday, November 16th 3:30 pm – 5:00 pm
Fair industry/Fair Stakeholders [Zoom Advance Registration](#)

Monday, November 23rd 1:00 pm – 2:30 pm
Fair industry/Fair Stakeholders [Zoom Advance Registration](#)

If you have any questions regarding the upcoming workshops, please contact [John Quiroz](#) with the Fair and Expositions Branch at (916) 900-5365.