



2022
SAN DIEGO
COUNTY FAIR
HEROES REUNITE!

SAN DIEGO COUNTY FAIR

ON A HEROIC MISSION

**POWER
UP!**

OUR PURPOSE

We are a **timeless community treasure** where all can **flourish, connect, and interact** through year-round **exceptional experiences**.

TO CONNECT OUR COMMUNITY

Through **shared interests, diverse experiences, and service** to one another in an **inclusive, accessible, and safe place** with an emphasis on **entertainment, recreation, agriculture, and education**.

TO BE THE ICONIC PLACE

For **social interaction and cultural expression, honoring traditions, embracing innovation, celebrating excellence, and having fun**.

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FUN

Smile. Engage. Celebrate.



A+ QUALITY

Plan. Act. Evaluate.



INTEGRITY

Responsible. Ethical. Authentic.



RESPECT

The Golden Rule.



SERVICE

Caring. Humble. Helpful.

MAKE IT FUN

DELIVER QUALITY

FOLLOW THROUGH

BE COURTEOUS

OFFER ASSISTANCE



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KEY PERFORMANCE INDICATORS



- Paid attendance
- Per Cap spending (Paid vs Total)
- Inflation
- Labor market
- Net contribution to District
- Maintaining the Margins

- Patron feedback
- Social media
- Guest Services feedback
- Law enforcement engagements
- Community participation in Exhibits Program



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REMINDERS...

Reset Admission and Parking rates

Reduced midweek admission rate to 2015 rates

Maintained Friday-Sunday rate from 2019 rates

Reduced daily parking rate to 2015 rate

Rides and Games 25% ticket price increase from 2019

Maintained Commercial Vendor space rental rates from 2019

Reset length of Fair from 27 to 21 days

Controlled expenses, including grandstand entertainment

Focused grandstand entertainment to early in Fair and midweek



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PERFORMANCE COMPARISON

	Actual	Budget	Variance	Per Cap
Attendance	\$11,712,579	\$13,428,531	(\$1,715,953)	\$16.20
Parking*	\$3,606,238	\$3,114,195	\$492,043	\$4.99
Midway	\$18,515,996	\$3,481,500	\$15,034,496	\$25.61
Food & Beverage-Concessions & Premier**	\$7,719,299	\$6,721,233	\$998,065	Concessions: \$25.48 Premier: \$5.48
Sponsors	\$1,518,182	\$656,880	\$861,302	N/A
Commercial Vendors	\$3,244,416	\$918,000	\$2,326,416	N/A
Labor***	\$3,921,852	\$4,122,403	(\$200,552)	N/A

*Parking Per Cap is calculated based on Paid attendance, not on vehicle count.

**F&B Per Cap calculated on gross revenue of all concession sales and not 25% commission paid to District as reflected in Actual column.

***Labor only includes temporary, seasonal employees and not full-time staff allocations.

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NET CONTRIBUTION TO OPERATIONS

Description	Actual Amount	Margins	Per Cap (Paid)
Gross Revenues	\$47,418,243	100.00%	\$65.59
Gross Expenses*	\$28,424,207	59.94%	\$39.32
Net Proceeds	\$18,992,035	40.06%	\$26.27

*Indirect Expenses such as full-time staff allocations are not included in the Gross Expenses amount.



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TAKEAWAYS

Exceptional guest service and experience

Need online ticketing platform that doesn't require an account

Strong margin net maintenance

Strong positive feedback from the community

Incredible performance despite labor challenges

Cashless operation a success

Exceptional revenue performance

Created new institutional knowledge



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"I...enjoy the humanity of the Fair and how it impacts the community"



"Thank you for putting together an awesome fair 2022!"

"The employee diversity is refreshing."

"Moving Home Made exhibits to Exhibit Hall gets a big thumbs up!"

"I look forward to other opportunities to connect."

"We admire your commitment to the operations of the Fairgrounds and the other services and events which make it a jewel asset within our County"



THANK YOU!

