



7TH DISTRICT AGRICULTURAL ASSOCIATION

Monterey County Fair & Exposition Center

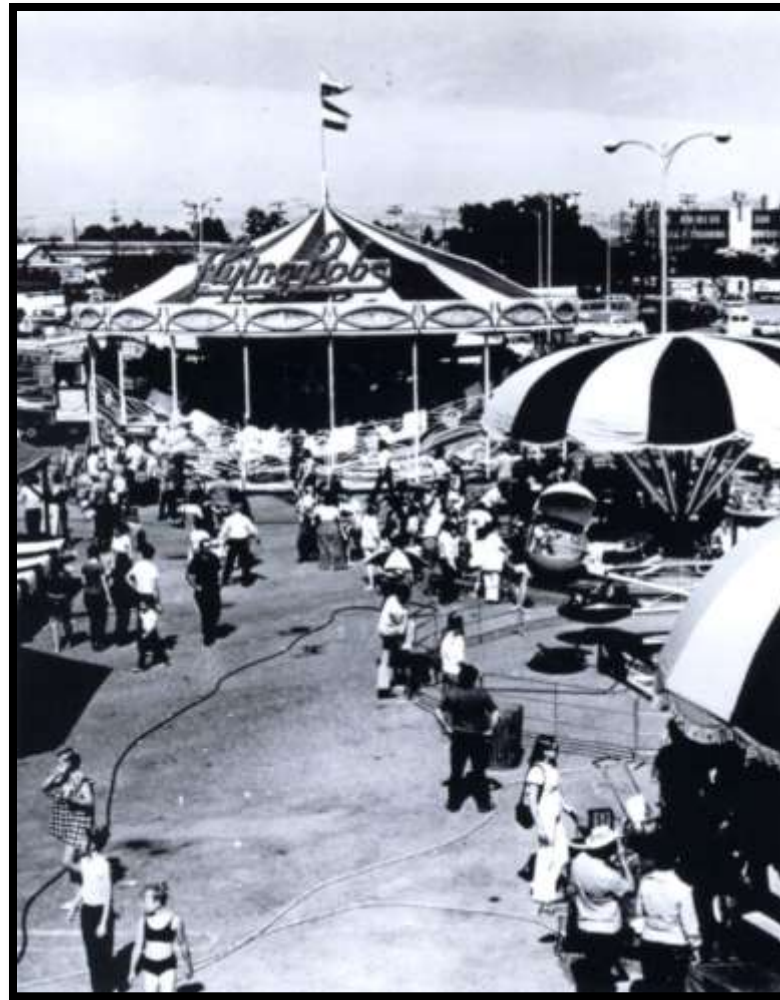
Fair's Mission Statement

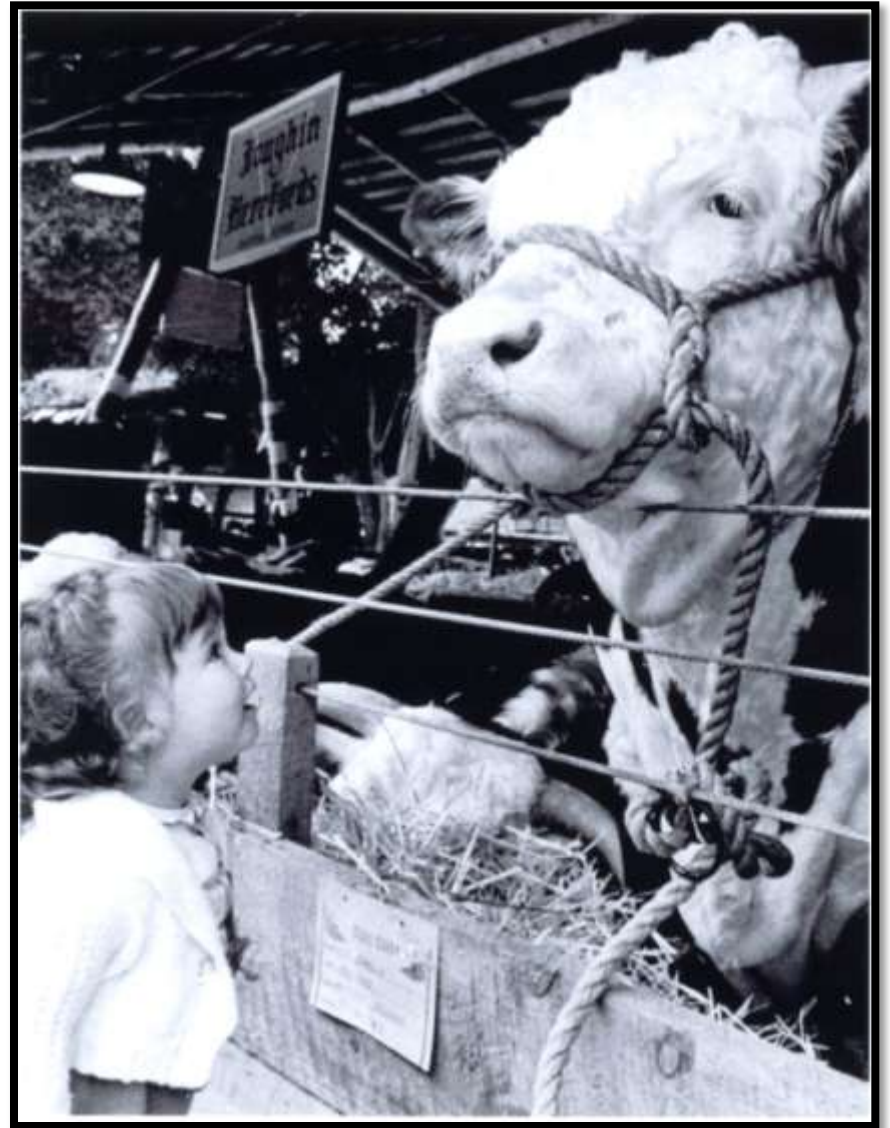
- The mission of the *Monterey County Fair (7th District Agricultural Association)* is to create, produce and offer quality events in a unique setting; To educate, entertain and inspire people in order to promote the agricultural heritage and diverse resources of *Monterey County*.

A Little History

The First Fair
was held in
1936

It has been in
it's present
location since
that time.









Governmental Organizational Relationship

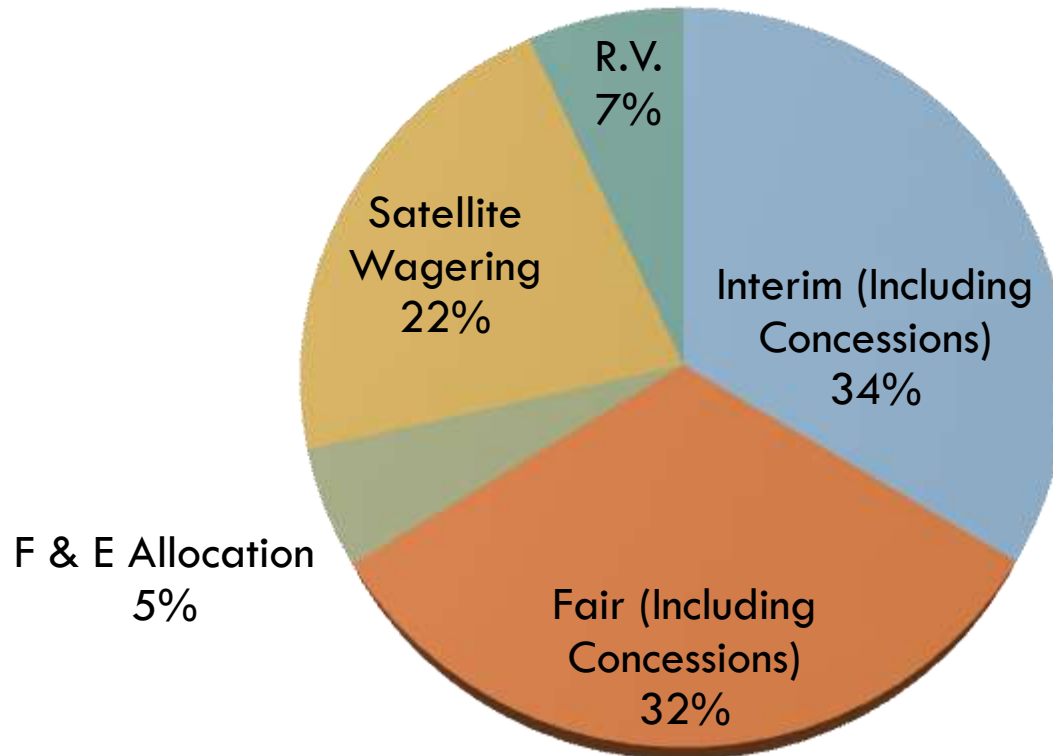




California Fairs

- ❖ 52 District Agricultural Fairs
- ❖ 23 County Fairs
- ❖ 2 Citrus Fairs

Total Revenue



Meet our Board of Directors



Kirk Williams
President



Frank Devine
Vice President



Billy DeBerry
Second Vice President



Andrea Borchard



Mali Cuda



Courtney Boyles



Sonya Varea-Hammond



David Peterson



Alan Tarp

Economic Impact on Community

- In 2003 Governor Gray Davis, State of California with the California Department of Food and Agriculture and the Division of Fairs and Expositions published a report, *Fairs Exploring a California Gold Mine*, about the economic and social benefits of California's Fairs.
- Nearly 28,000 jobs were created by fairs in 2002.
- During 2002, Fairs paid a total of \$4.2 million in premiums to exhibitors. Fairs judged more than 613,000 exhibits, a major portion of which were agriculture in nature.
- In 2002, 730 nonprofit groups raised \$8 million at California fairs for their community programs.

Economic Impact on Community

Considering revenues alone, the network of California fairs is a \$1 billion dollar industry. This ranks fairs ahead of the California videotape rental industry (\$916.7 million in revenues) and just behind California motion picture theaters (\$1.3 billion). Overall impact on the state — including ripple effects caused by sales and spending of all participants at fairtime and interim events — resulted in \$2.5 billion in economic activity.

Total Economic Impacts – Fair Organizations	
Spending by Fair Organizations	\$507,259,339
Personal Income Generated	\$267,624,483
State and Local Taxes Generated	\$41,529,510
Employment (FTE Jobs) Created	6,748

Facility Overview



The Fairgrounds are nestled on 22 oak-studded acres located in the city and county of Monterey.

It is a State Owned Multi-Use Facility

Facility Rentals

Monterey Room
7,140 sq feet

Salinas Room
7,000 sq feet

Craft Room
1,550 sq feet

East and West
Arts Building
2,000 sq. feet

King City Room
7,000 sq feet

Turf Club
5,500 sq feet
including outdoor
patio



Outdoor Venues

Jack Payton Stage

Perfect for Concerts, Outdoor picnics and Receptions.



Pattee Arena

Accommodates Large Concerts, Rodeos and Horse Shows.





Outdoor Venues

Arcade Area (Outdoor Commercial Vendor Area) – Perfect for a Farmers Market
Pond Area

Manicured Lawns - provide the perfect setting for outdoor receptions & car shows



Home to Music Festivals Past and Present

- ❖ Monterey International Pop Festival – First Concert of its time; June 16-18, 1967
- ❖ Monterey Jazz Festival – Held annually in September with 2010 being its 53th year.
- ❖ Monterey Bay Blues Festival – Held annually in June with 2010 being its 25th year.

Facility Use

- ❑ Weddings and Receptions
- ❑ Fundraiser Events
- ❑ Car Shows
- ❑ Concerts
- ❑ Festivals
- ❑ Birthday Parties
- ❑ Dances
- ❑ Trade Show
- ❑ Animal Shows



Recreational Vehicle Parking

- ❑ Full hook-ups (electrical 30 & 50 amp, water and sewer)
- ❑ Handicap Access
- ❑ Pets & Children Welcome
- ❑ Showers, Coin Laundry, Wireless Internet access
- ❑ Picnic tables & BBQ grills for rent
- ❑ 21 day maximum stay
- ❑ 10% senior discount for seniors 65 and better





Monterey Bay Race Place



- Offering races from Golden Gates Fields, Santa Anita, Del Mar, Hollywood Park, Cal Expo and other major tracks across the country.
- From June-October enjoy Northern California Fair Racing.

Monterey Bay Race Place

Open Wednesday
through Sunday

Special Promotions

Handicapping
Seminars

Admission - \$4.00
to Clubhouse and
\$6.00 to Winners'
Circle



Recycling Program

We recycle at all events throughout the year

The Fair along with the North Fremont Business District holds E-Waste events quarterly and has collected and recycled 52,104 pounds from Nov. '08 - Nov. '09



Annual Fair

2010 Fair will be
the 74th Monterey
County Fair!

“The Fair is in the
Air” will be held
September 1st – 6th

2009 Fair had
attendance of
65,403





“The Fair is in the Air!”

For the 2010 Fair we will be using artwork created by a local artist, Jo Mora, who lived from 1876 to 1947.

The above illustrations are from his children’s book *Chippie de Munk*.

What makes the Fair different than a Festival??

Fairs

- ❑ Entertainment
- ❑ Food
- ❑ Vendors
- ❑ Carnival
- ❑ Competitive Exhibit Program
- ❑ Typically managed by Fair Staff

Festivals

- ❑ Entertainment
- ❑ Food
- ❑ Vendors
- ❑ Typically managed by an off site promoter in which the promoter rents the facility.



Become a Face of the Fair

Year Round Volunteer Opportunities

- ❑ Building Committees
- ❑ Livestock Committees
- ❑ Junior Livestock Committee
- ❑ Friends of the Monterey County Fair

Seasonal Volunteer Opportunities

- ❑ Guest Services
- ❑ Exhibit Receiving & Setup
- ❑ Country Store
- ❑ Exhibit Monitors

Employment Opportunities

- Seasonal Job opportunities for Entry Office
 - Still Entry Clerk
 - Still Entry Computer Processing Clerk
 - Livestock Entry Clerk
 - Livestock Entry Computer Processing Clerk
- Positions available from July through Fair

Questions and Answers?

- What is your favorite event during Fair?
- What could we do to make this event better?
- What is your least favorite event at the Fair?
- What changes could we make that would better your experience?
- Do you know of any programs, businesses, people or organizations that would be beneficial to the Fair?

THANK YOU!

