

# MONTEREY COUNTY FAIR



## 2011



## OUR HERITAGE FOUNDATION...OUR FUTURE

Volume 2011

The Monterey County Fairgrounds, like all fairgrounds in California, is facing financial burdens never faced before. The recent decision by the State of California to eliminate all fair funding has resulted in a negative financial impact of approximately \$120,000 annually to the Fair.

### Foundation's Role

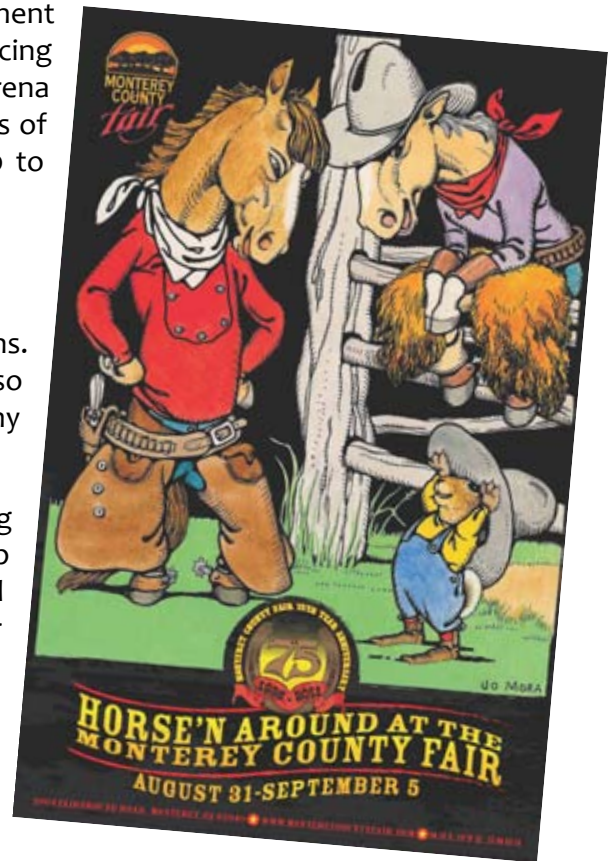
While this has forced the Monterey County Fair to restructure the operation of the Fairgrounds, it also completes the Foundation take a closer look at it's role in serving the Fairgrounds. The Foundation has been primarily used for capital improvement projects – we are proud of our role in installing decorative fencing along Fairground Road and of the renovation of the Pattee Arena entrance. The Heritage Foundation, previously called the Friends of the Monterey County Fair, recently contributed over \$200,000 to both of these much needed improvements.

### Our Success Depends on You

The Foundation succeeds is only because of your contributions. Our annual membership drive is our main source of revenue, so please consider a new or renewed membership. There are many options available, as detailed in this newsletter.

In addition to our membership drive, we have several fundraising events planned, and we could use your support – the Hunt Club Patio Beer and Wine Concession at the Fair, our First Annual Beer Stampede to be held Friday, September 2nd at the Fair, our 2nd Annual Golf Tournament to be held at Quail Lodge in 2012 and many, many more! In addition to fundraising events, the Foundation has recently taken over as the alcohol concessionaire at the Fairgrounds as a new revenue generating source.

Yes, we are keeping ourselves very busy, and yes we will need a lot of help-but we know that together we can succeed! Please read through the newsletter and check out the various opportunities to support the Foundation and it's mission. How about becoming a member, attending our upcoming Beer Stampede or donating to the Heritage Lamb Auction? Your donations are tax deductible and all proceeds benefit our wonderful Monterey County Fair. We thank you for your continued support of one of California's most beautiful Fairgrounds.



**"Horse'N Around" at the Monterey County Fair  
August 31st - September 5th**

# Heritage Foundation

## Membership Benefits



### \$300 Family Membership

- ★ 2 Adult / 2 child season passes to the Fair
- ★ 2 VIP weekly parking passes, Gate 1 entrance
- ★ 2 carnival ride coupon books
- ★ 2 tickets to the Thursday night wine tasting
- ★ Hospitality area in the Hunt Club with Happy Hour and snacks (4 passes)

### \$200 Couple Membership

- ★ 2 Adult season passes to the Fair
- ★ 1 VIP weekly parking pass, Gate 1 entrance
- ★ 2 tickets to the Thursday night wine tasting
- ★ Hospitality area in the Hunt Club with Happy Hour and snacks (2 passes)

### \$100 Single Membership

- ★ 1 Adult season pass to the Fair
- ★ 1 VIP weekly parking pass, Gate 1 entrance
- ★ Hospitality area in the Hunt Club with Happy Hour and snacks (1 pass)



A nonprofit Public Benefit 501-C3 year round organization. Your donation is tax deductible,  
Tax ID # 77-0402426.

Name/s: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please enclose check made payable to Monterey County Fair Heritage Foundation and mail to:  
2004 Fairground Road, Monterey, CA 93940 or call Kelly Violini at 831.372.8106

# YOU ARE CORDIALLY INVITED TO THE FIRST ANNUAL BEER STAMPEDE!



The Beer Stampede will be held on Friday, September 2nd 5:00 p.m. – 7:00 p.m. in the Garden Area at the Monterey County Fair. Tickets are \$20.00 and include Fair Admission on Friday, appetizers and tastings of over 12 different beers including the commemorative “75 Year Golden Wheat” beer named in honor of the Monterey County Fair’s 75th Anniversary! To purchase tickets online log onto [www.montereycountyfair.com](http://www.montereycountyfair.com) or contact Amanda at 831-372-5863, ext. 310.

## NEW LAYOUT AT THIS YEAR’S FAIR!

There is a new layout for exhibits at the 75th Anniversary Monterey County Fair. Look for 4-H and FFA Exhibits along with the Floriculture Displays in the King City Room. Visual Arts has moved back into the East Art Building along with the 200th Anniversary of Fairs Display. Photography is back where it belongs near the beautiful gardens.

## OPENING DAY PANCAKE BREAKFAST!

There is an Opening Day Pancake Breakfasts sponsored by the Heritage Foundation! For only \$5.00, enjoy breakfast from 9 a.m. – 11 a.m. and then grab a seat for the Cattle Drive heading down Fairgrounds Road at 11:00 a.m. Opening ceremonies in the Pattee Arena immediately following the drive.

## FOUNDATION DONATIONS BENEFIT COMMUNITY

Many donors contribute directly to the Heritage Foundation to assist with School Tour Day at the Fair or Special Friends Day at the Fair. On Thursday, over 600 Special Friends from our community are invited to the Fair.

The Foundation provides donors with a complimentary BBQ luncheon. School Tours are held on Friday and over 1,000 school children from the Monterey Peninsula enjoy a behind-the-scenes learning experience before the Fair opens!



## YOUR HERITAGE FOUNDATION BOARD OF DIRECTORS:

- Brian Higgins**, *President*
- Chuck Noroian**, *Vice President*
- Kathy DiMaggio**, *Treasurer*
- Wendy Brickman**
- Fred Crummey**
- Linda Ferrasci**
- Margaret Noroian**
- Josh Stratton**
- Dee Dee Garcia-White**
- Kelly Violini**, *Executive Director*
- Vivien Lindley**, *7th DAA Board Liaison*
- Courtney Boyles**, *7th DAA Board Liaison*

## CONTACT INFORMATION:

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Website: [www.montereycountyfair.com/heritage](http://www.montereycountyfair.com/heritage)



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Monterey, CA 93940

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## HERITAGE LAMB TO BENEFIT FAIRGROUNDS FOUNDATION

The 2011 Heritage Lamb will be shown at the Junior Livestock Auction on Saturday of the Fair. Auction proceeds from the lamb will be used to assist the Foundation in its efforts to continue to improve the fairgrounds.

The Foundation is currently seeking donors to contribute to the fund for the Heritage Lamb. The animal will be the last to be auctioned, and donors can contribute any amount - either in advance or on the day of the auction. The Lamb is being raised by Trent Baldwin and the lamb was donated by Bengard Ranch.

**Can't make it to the Auction on September 3<sup>rd</sup> but want to show your support? Simply complete the form below and return to the Fair.**

Yes! I will support the

Monterey County Fair Heritage Foundation

September 3, 2011

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_

I will sponsor \$ \_\_\_\_\_ to the MCF Heritage Foundation. (enclosed)

I authorize the MCF Heritage Foundation to purchase the Heritage Lamb for me at \$ \_\_\_\_\_ per pound. Please contact me.

I want to buy the Heritage Lamb solely as an individual.

Thank You For Your Support!

PLEASE RETURN THIS FORM NO LATER THAN AUGUST 26, 2011 TO:

Monterey County Fair Heritage Foundation

2004 Fairground Road

Monterey, CA 93940

For questions call Kelly Violini at (831) 372-8106 or e-mail

Kelly@montereycountyfair.com