



Notice of Meeting

California Exposition & State Fair
Meeting of the Board of Directors
To Be Held

Friday, September 26, 2025, 9:30 a.m.

The Board will meet in closed session at 9:35 a.m.

Public Board Meeting will resume at 10:30 a.m.

**In the Administration Building Boardroom at
California Exposition and State Fair**

1600 Exposition Boulevard
Sacramento, CA 95815

Kim Craig, Chair
Nick Hardeman, Vice Chair

Willie Adams, Director
Arturo Barajas, Director
Heather Bernikoff, Director

Rina V. DiMare, Director
Willie Pelote, Director
Che Salinas, Director

Sonney Chong, Honorary Director

EX OFFICIO MEMBERS

Governor Gavin Newsom

Senator Angelique Ashby
Senator Melissa Hurtado

Assembly Member Maggy Krell
Assembly Member Esmeralda Soria

2026 California State Fair (TBD)

This notice is also available on the Internet at: www.CalExpoStateFair.com

Mission Statement

The California Exposition & State Fair mission is to create a State Fair experience reflecting California including its industries, agriculture, and diversity of its people, traditions and trends shaping its future supported by year-round events.

Policy Statement

The Board shall serve as the policy-making body for the California Exposition & State Fair and shall have full responsibility for the year-round management and operation of all facilities of the California Exposition & State Fair.

Public Comment

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board at the time the agenda item is being considered by the Board.

If you wish to address the Board on a matter not listed on the agenda, you have that right. If you wish to exercise that right, please fill out a Speaker's Form and provide it to the Board's Recording Secretary. You will be allowed a maximum of three minutes to address the Board during the Public Comment item on the agenda.

AGENDA

1. CALL TO ORDER – Public Meeting

All matters noticed on this agenda, in any category, may be considered for action as listed. Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Chair.

2. ROLL CALL

3. CLOSED SESSION

- a. Pursuant to Government Code §11126(a) the Board will convene into close session to consider certain personnel matters.

4. RESUME PUBLIC MEETING

- b. Report out of Closed Session, if needed.

5. LAND ACKNOWLEDGEMENT

6. PLEDGE OF ALLEGIANCE

7. INTRODUCTION OF GUESTS & STAFF

8. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting.

9. CONSENT AGENDA

All items on the consent agenda are to be approved in one motion unless a Board Member requests a separate action on a specific item.

- c. Approval of Board Meeting Minutes for June 6, 2025
- d. Approval of Board Meeting Minutes for August 28, 2025
- e. Service Contracts/Purchase Orders Requiring Board Notification/Approval

10. COMMITTEE/STAFF REPORTS

- f. Annual State Fair Report
- g. Finance Committee Report Out and Update

11. NEW BUSINESS

- h. Review and Approval of New Members Appointment to the Agricultural Advisory Council as Recommended by Board Liaisons
- i. Future State Fair Dates
- j. Discussion of Stadium Committee

12. CORRESPONDENCE

None

13. MATTERS OF INFORMATION

- k. CEO Comments
- l. Directors Comments/Agenda Items for Future Meetings
- m. Annual Planning Session, **Thursday, October 23 & 24, 2025**
- n. Next Board Meeting **Friday, October 24, 2025**
- o. Other, if any

14. ADJOURNMENT

Date of Notice: September 16, 2025

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo Activities, may request assistance at the Cal Expo Administration Building Offices, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
June 6, 2025

California Exposition & State Fair
1600 Exposition Blvd.
Sacramento, CA 95815

Directors Present

Director Kim Craig, Chair
Director Nick Hardeman, Vice Chair
Director Arturo Barajas
Director Heather Bernikoff
Director Rina DiMare
Director Willie Pelote
Director Che Salinas

Executive Staff Present

Tom Martinez, Chief Executive Officer
Matt Cranford, Chief Deputy General Manager
Marcia Shell, Deputy General Manager
Sue O'Brien, Recording Secretary

Staff and Guests

Alex Alcantar, Business Development
Diana Barrios, Accounting Manager
Craig Walton, Chief of Police
Allison Wagaman, Special Assistant
Stephanie Dyer, Human Resources
Darla Givens, Public Relations
Heidi Turpen, Contracts
Pat Conner, IT
Lisa Landry, Executive Analyst
Brian Honebein, Event Partnership
Mark Anderson, Business Journal

CALL TO ORDER – Public Meeting

Chair Craig called the public meeting to order at 9:33 a.m.. Chair Craig acknowledged the Mission Statement, Policy Statement and the Public Comment Statement.

1. ROLL CALL

Roll call was taken and a quorum was present.

The Board convened into closed session at 9:37 a.m.

2. CLOSED SESSION

a. Pursuant to Government Code §11126(c)(7)(A) the Board will convene in closed session for the purpose of discussing leasing of real property at 1600 Exposition Blvd.

b. Pursuant to Government Code §11126(a)(1), the Board will convene into closed session for the purposes of discussing personnel matters.

3. RESUME PUBLIC MEETING

c. Report out of Closed Session, if needed.

The Public meeting resumed at 10:47 a.m. Chair Craig stated that the Board gave further direction to staff to continue to work on lease agreements at Cal Expo.

4. LAND ACKNOWLEDGEMENT

Chair Craig read the Land Acknowledgement

5. PLEDGE OF ALLEGIANCE

Chair Craig asked Director Salinas to lead the Board and Staff in the Pledge of Allegiance.

6. INTRODUCTION OF GUEST AND STAFF

Chair Craig asked Deputy General Manager Shell to introduce guests and staff that were in the audience.

7. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting. None

8. CONSENT AGENDA

All items on the consent agenda are to be approved in one motion unless a Board Members requests a separate action on a specific item.

d. Approval of Board Meeting Minutes for April 25, 2025

MOTION:

Chair Craig asked for a motion to approve item 8 d. Motion was moved by Director Pelote and seconded by Director Salinas. Chair Craig asked for a roll call vote: Director Barajas, aye; Director Bernikoff, aye; Director DiMare, aye; Director Pelote, aye; Director Salinas, aye, Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

e. Service Contract/Purchase Orders Requiring Board Notification/Approval

Director Bernikoff asked questions regarding the security service contracts and Chief Walton answered her questions.

MOTION:

Chair Craig asked for a motion to approve item 8 e. Motion was moved by Director Bernikoff and seconded by Director Pelote. Chair Craig asked for a roll call vote: Director Barajas, aye; Director Bernikoff, aye Director DiMare, aye; Director Pelote, aye; Director Salinas, aye, Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

9. COMMITTEE/STAFF REPORTS

f. Finance

Accounting Manager Barrios reviewed her staff report with the Board and she and Chief Deputy General Manager Cranford answered questions. Director Pelote suggested that the Finance Committee has a committee meeting prior to each board meeting.

10. NEW BUSINESS

g. Review and Approval of New Members Appointment to the Cultural Advisory Council as Recommended by Board Liaison.

Business Development Manager Alcantar reviewed the staff report and explained the process of recruiting new members for the Cultural Advisory Council.

MOTION:

Chair Craig asked for a motion to approve the Board Liaisons recommendation. Motion was moved by Director Pelote and seconded by Vice Chair Hardeman. Chair Craig asked for a roll call vote: Director Barajas, aye; Director Bernikoff, aye Director DiMare, aye; Director Pelote, aye; Director Salinas, aye, Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

11. OLD BUSINESS

h. State Fair Marketing Update

Business and Marketing Director Alcantar reviewed his staff report with the board. He explained the social media platforms and how important they are to promote the fair. He went on to talk about the media campaign across a variety of platforms. Alcantar was proud of the team transitioning graphic design and video content production entirely in house. The in-house staff developed the commemorative poster along with a :30 second and two :15 second TV ads. This transition resulted in a substantial costs savings.

12. CORRESPONDENCE

i. E-Mail dated April 26,2025 from trottingjc

j. E-Mail dated April 27, 2025 from Azarik Sivatjian

The Board of Directors stressed to staff the importance of sending replies to constituent correspondence.

13. MATTERS OF INFORMATION

k. CEO Comments

CEO Martinez thanked the directors for their time that they gave today. He went on to report that he's been tracking early season fair trends across the state and many are reporting lower attendance. He mentioned that CDFA approved our application to host our Poultry Show. This reflects strong coordination between staff and state regulators. Martinez commented on the fairgrounds getting a major boost as we are filling the entire lagoon and it will look cool, pun intended. Butler Amusements is bringing two new rides: the Invader and the Soundwave. Lastly, regarding the Horseman's Trailer Park, Staff remains in regular communication with the residents. We are committed to keeping those lines for communications open and clear as circumstances continue to evolve.

l. Directors Comments/Agenda Items for Future Meetings

Director Salinas – Great work everyone and looking forward to the fair.

Director DiMare – Excited for the fair and thank you all for the hard work.

Director Bernikoff – Excited for the Pow Wow on the 12th.

Director Pelote – Thank you

m. Next Board Meeting **Friday, September 26, 2025**

n. Other, if any

14. ADJOURNMENT

Chair Craig adjourned the meeting at 11:56 a.m.

d. APPROVAL OF BOARD MEETING MINUTES 08-28-25

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
August 28, 2025

California Exposition & State Fair
Clubhouse located in the
Michelob Ultra Grandstand
1600 Exposition Blvd.
Sacramento, CA 95815

Directors Present

Director Kim Craig, Chair
Director Nick Hardeman, Vice Chair
Director Arturo Barajas
Director Rina DiMare
Director Willie Pelote
Director Che Salinas

Director Absent

Director Heather Bernikoff

Executive Staff Present

Tom Martinez, Chief Executive Officer
Matt Cranford, Chief Deputy General Manager
Marcia Shell, Deputy General Manager
Sue O'Brien, Recording Secretary

Staff and Guests

President Dr. Luke Wood, Sac State
Mark Orr, Director of Athletics, Sac State
Alex Alcantar, Business Development
Diana Barrios, Accounting Manager
Craig Walton, Chief of Police
Allison Wagaman, Special Assistant
Stephanie Dyer, Human Resources
Mitch Pryor, Chief of Plant
Pat Conner, IT
Kameni Gandher, IT & Sound
Lisa Landry, Executive Analyst
Corey Brandt, OVG Hospitality
Guests from Sac State

1. **CALL TO ORDER – Public Meeting**

Chair Craig called the public meeting to order at 2:07 p.m.. Chair Craig acknowledged the Mission Statement, Policy Statement and the Public Comment Statement.

2. **ROLL CALL**

Roll call was taken and a quorum was present. Director Bernikoff was unable to attend this meeting and asked to be excused.

MOTION:

Chair Craig asked for a motion to excuse Director Bernikoff from this meeting. Director Pelote moved the motion and Director Salinas seconded the motion. **All in favor, motion passes unanimously.**

3. **LAND ACKNOWLEDGEMENT**

Chair Craig read the Land Acknowledgement

4. **PLEDGE OF ALLEGIANCE**

Chair Craig asked Vice Chair Hardeman to lead the Board and Staff in the Pledge of Allegiance.

5. **INTRODUCTION OF GUESTS AND STAFF**

Chair Craig on behalf of the Board of Directors welcomed all of our guests today.

6. **PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting. None

7. **NEW BUSINESS**

a. Review for Approval – Agreement to memorialize activities for the Sac State Football Stadium

Chair Craig asked CEO Martinez to introduce this item. CEO Martinez gave a brief statement regarding the history and vision of Cal Expo. He went on to say that the Board of Directors in their October 2024 planning session directed staff to seek out fiscally beneficial business opportunities. In July, during State Fair, Cal Expo received a Letter of Interest from Sac State President, Dr. Luke Wood to explore the feasibility of developing a Sac State Athletic Park at Cal Expo. CEO Martinez introduced Sac State President, Dr. Luke Wood and Mark Orr, Sac State Athletic Director. Dr. Wood thanked the Board for allowing him to speak today. He went on to say that this is the first week of school at Sac State, and the campus is buzzing with excitement. It appears to be the largest enrollment this year with the largest class ever. We

have been ambitious to try to elevate the position of Sac State from a regional institution to a national institution with a regional commitment. Dr. Wood then asked Mark Orr, Director of Athletics to say a few words about the exciting things happening in the Athletics department. Mr. Orr talked about being at Sac State for 8 years and he's proud to be here today for this item. He went on to say that Sac State and Cal Expo have been pillars of the community for many years. Part of the vision for Sac State Athletics is to have big time college football. There is no reason why we can't and the community would support it. The Community has supported the Kings, River Cats, Sac Republic and the A's. Sac State Athletics is no different. Sac State has aspirations to compete at the highest level of college football. We need a facility that can deliver that. Our students deserve it, our faculty, staff and campus community deserve it along with the Sacramento Region. Sac State extends beyond the walls of the campus. As we venture through today I am proud and look forward to the partnership-collaboration to support Sac State and Cal Expo. Dr. Wood went on to say that since January Sac State and Cal Expo have been in conversations regarding a potential partnership between Sac State and Cal Expo with a vision of developing a Sac State Athletic Park. This would include a stadium serving Sac State Athletics and student entertainment and a potential longer term vision for additional athletic facilities and other complementary uses. On July 11th Sac State sent a letter of interest expressing this overview. We have been working with our Chancellor's office and leadership to initiate the first phase of this partnership which would be to improve the existing Grandstand to become the future home of Hornet Football. Our intention is to have a 50 year permit/lease that would include 9.25 acres of land including this Grandstand, part of the track and forthcoming facilities needed for football. We are excited about the potential opportunity to partner with another State Agency and to demonstrate to the public how two State Agencies can work together during downward budget times to do something with a positive impact for the community. Sac State and Cal Expo have been conducting independent and joint evaluations to determine the necessary improvements that would need to be made to the Grandstand and track to accommodate the future build football seating, modular locker rooms and others with the goal of being ready for the fall of 2026. Some of the benefits, should this agreement be approved are: the Cal Expo team is great to work with; Sac State is 2.3 miles from Cal Expo or a short ride on the bike trail and Sac State would be offering shuttles. Both agencies under state law have the ability to bond however, the plan right now is to finance this through the CA State University bond process. Another benefit of this partnership, should it be approved is this would allow Sac State to enhance the "Game Day" experience. Cal Expo specializes in doing events and doing them well. Having existing infrastructure in place is great for parking, events, and pre-game activities. Our law enforcement departments have a great working relationship already

in place. Lastly, partnering with Cal Expo allows Sac State to go bigger with our Athletic department.

Chief Deputy General Manager Cranford reviewed his staff report with the Board. He mentioned that this Access and Exclusive Negotiation Agreement has been reviewed and approved by our Deputy Attorney General should Cal Expo approve this partnership. Cranford went on to explain that Cal Expo will be the agency of record for the CEQA process and pointed out that Cal Expo will be reimbursed for appropriate reports and studies.

Public Comments

Sac State's Associated Students – sent a letter in support of this item.

Amer Dean – Local 49 spoke in support of this item

Esther Lomax – Local 49 spoke in support of this item

Aiden Tinkey – Sigma Phi Epsilon, Sac State spoke in support of this item

Board Members Comments

Director DiMare – Thanks everyone for coming. Would like staff to report back as to the next steps to have a committee developed to work on this item moving forward.

Vice Chair Hardeman – Thanks for bring this item forward. Want to recognize the employee that currently working here and thank you to all of the students that took time to come to this meeting to show support of this item.

Director Salinas – Agree with my fellow Director about setting up a formal process. Thank the students that came out. This is full circle for many of us and we are very excited. Thank you staff.

Director Barajas – Thank you President Wood for your comment about our staff. Grew up showing animals at my fair and spent many summers at my fair grounds that became a place of community much like Sac State is a place of community Thank you.

Director Pelote – This is very exciting and good things are happening at Sac State. Looking forward to our partnership.

Chair Craig – Thank you everyone that came down here. This is a very exciting time for Sac State, Cal Expo and the greater Sacramento region.

MOTION:

Director Pelote made a motion to approve staff's recommendation. Director DiMare second the motion. Chair Craig asked for a roll call vote: Director Barajas, aye; Director DiMare, aye; Director Pelote, aye; Director Salinas, aye, Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

8. MATTERS OF INFORMATION

b. CEO Comments

CEO Martinez thanked the State Fair team for a very successful State Fair. Chair Craig thank you! Picture is worth a thousand words a video could be worth a million.....Roll it team!

c. Directors Comments/Agenda Items for Future Meetings

d. Next Board Meeting **Friday, September 26, 2025**

e. Other, if any

9. ADJOURNMENT

Chair Craig adjourned the meeting at 2:50 p.m.

DRAFT

California Exposition & State Fair

PURCHASE ORDERS

June 3, 2025 to September 17, 2025
From \$15,000 to \$99,999 (rounded) Requiring Notification

Vendor/Merchant	Amount
ProminentAV Audio Visual <ul style="list-style-type: none">• 2025 State Fair Marketing Mobile LED Signage	\$27,082
Ashley Press, LLC <ul style="list-style-type: none">• 2025 State Fair RB Powers award ribbons	\$45,983
Print Project Managers <ul style="list-style-type: none">• 2025 State Fair Blanket PO for printing services	\$50,000
ARC Document Solutions <ul style="list-style-type: none">• 2025 State Fair Blanket PO for printing services	\$50,000
Commerce Printing Services <ul style="list-style-type: none">• 2025 State Fair Blanket PO for printing services	\$50,000
ProminentAV Audio Visual <ul style="list-style-type: none">• 2025 State Fair Westside Gate 3-sided LED wall	\$63,609

PURCHASE ORDERS

June 3, 2025 to September 17, 2025
\$100,000 and Over (rounded) Requiring Approval

California Construction Authority (formerly CFFA) <ul style="list-style-type: none">• Cal Expo Tent D Cover• Part of CDFA reimbursable grant monies	\$302,660
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SERVICE CONTRACTS

June 3, 2025 to September 17, 2025
From \$15,000 to \$99,999 (rounded) Requiring Notification

Contractor	Amount
Welcome Sacramento, LLC (Fairfield Inn) <ul style="list-style-type: none">• 2025 State Fair lodging for judges and entertainment personnel• Term: 7/8/2025 to 7/29/2025	\$15,000
J.R. Sharp Construction, Inc. <ul style="list-style-type: none">• 2025 Expo Center refeed, catwalk lights – 8 buildings• Term: 8/1/2025 to 10/31/2025	\$16,000
Get Fresh Communication <ul style="list-style-type: none">• 2025 State Fair CA Kitchen MC and educator/entertainer• Term: 6/1/2025 to 7/27/2025	\$17,500
Shannon Scott Leary <ul style="list-style-type: none">• 2025 State Fair Main Stage Production Manager• Term: 7/9/2025 to 7/29/2025	\$19,500
Carrie Fraley dba Sonflower Productions <ul style="list-style-type: none">• 2025 State Fair Rustic Charm Exhibit• Term: 6/16/2025 to 8/4/2025	\$23,000
Wiegman Enterprises, Inc. <ul style="list-style-type: none">• 2025 State Fair Home Brew competition, Awards Luncheon• Term: 7/1/2025 to 8/2/2026	\$25,000
L&L Productions <ul style="list-style-type: none">• 2025 State Fair Super Pull show• Term: 7/17/2025 to 7/21/2025	\$26,500
Sacramento Lowrider Commission <ul style="list-style-type: none">• 2025 State Fair Low Rider Exhibit• Term: 7/8/2025 to 7/29/2025	\$29,450
LL Sacramento OPCP LLC dba Larkspur Landing <ul style="list-style-type: none">• 2025 State Fair lodging for judges and entertainment personnel• Term: 7/8/2025 to 7/29/2025	\$33,600
L&L Productions <ul style="list-style-type: none">• 2025 State Fair Monster Truck show• Term: 7/11/2025 to 7/16/2025	\$38,500
U.C. Davis Veterinary School <ul style="list-style-type: none">• 2025 State Fair Veterinary Medical and Educational Services• Term: 7/10/2025 to 7/27/2025	\$40,000
Damian Fernandez dba Reese's Installations <ul style="list-style-type: none">• 2025 Banner hanging services• Term: 6/6/2025 to 12/31/2025	\$40,000
Shaun Michael Damme dba SMD Lighting <ul style="list-style-type: none">• 2025 State Fair Grounds Entertainment Lighting and Audio• Term: 7/11/2025 to 7/12/2025	\$40,380

SERVICE CONTRACTS

June 3, 2025 to September 17, 2025
From \$15,000 to \$99,999 (rounded) Requiring Notification
(continued)

Western Chapter of International Society of Arboriculture <ul style="list-style-type: none">• 2025 State Fair Tree Circus• Term: 7/5/2025 to 8/15/2025	\$41,350
Duston Dougherty Electric <ul style="list-style-type: none">• 2025 replace color changing lights at Main Gate• Term: 8/11/2025 to 12/31/2025	\$43,150
Ashley Press, LLC <ul style="list-style-type: none">• 2025 State Fair RB Powers award ribbons• Term: 6/23/2025 to 8/23/2025	\$45,983
Ascent Environmental, Inc. dba Ascent <ul style="list-style-type: none">• 2025 project environmental analysis• Term: 7/14/2025 to 12/31/2025	\$49,725
Shaw Law Group, PC (formerly Shaw Valenza) <ul style="list-style-type: none">• 2025-2027 Legal consultation services for HR• Term: 6/20/2025 to 6/19/2027	\$49,900
Pyro Spectaculars North, Inc. <ul style="list-style-type: none">• 2025 State Fair Firework Shows (6 shows)• Term: 7/1/2025 to 7/31/2025	\$55,000
Sacramento County Sheriffs Department <ul style="list-style-type: none">• Additional security services for Country in the Park, County Fair• Term: 5/15/2025 to 5/31/2025	\$66,925
Bar None Group, Inc, dba PCE <ul style="list-style-type: none">• 2025 State Fair rental of consoles, risers for Main Stage• Term: 7/1/2025 to 7/31/2025	\$70,000
Tower of Power Touring, Inc. <ul style="list-style-type: none">• 2025 State Fair Big Name Concert – July 24	\$70,000
Tony Virgen dba Tony Christ, LLC <ul style="list-style-type: none">• 2025 State Fair Silent Disco experience• Term: 7/1/2025 to 8/1/2025	\$74,000
Backline Source <ul style="list-style-type: none">• 2025 State Fair backline equipment services for performers• Term: 7/11/2025 to 7/27/2025	\$75,000
Rolling Stages <ul style="list-style-type: none">• 2025 State Fair shade, arches and trussing, entertainment stages• Term: 7/5/2025 to 8/4/2025	\$93,000

SERVICE CONTRACTS

June 3, 2025 to September 17, 2025
\$100,000 and Over (rounded) Requiring Approval

Contractor	Amount
EnVogue Enterprises, LLC <ul style="list-style-type: none">• 2025 State Fair Big Name Concert – EnVogue, July 27	\$107,500
Prolific Protection Group, Inc. dba PPG <ul style="list-style-type: none">• 2025-2028 Concert Stage Security Services• Term: 7/8/2025 to 8/15/2028 (3 years)	\$120,000 (\$40,000/yr)
Siegfried Engineering <ul style="list-style-type: none">• Engineering services for grandstand• Term: 9/1/2025 to 3/1/2026	\$150,000
Steven Pozzi Commodities <ul style="list-style-type: none">• 2025 – 2027 State Fair manure removal services• Term: 7/1/2025 to 8/31/2027 (3 years)	\$150,000 (\$50,000/yr)
Phunky Feel LLC <ul style="list-style-type: none">• 2025 State Fair Big Name Concert – Cypress Hill, July 22	\$175,000
Legacy 1 Corporation dba Legacy Protection Services <ul style="list-style-type: none">• Emergency interim events unarmed security services• Term: 8/1/2025 to 11/1/2025	\$240,000
Haas & Wilkerson, Inc. <ul style="list-style-type: none">• 2025-2026 Cyber, Property Liability Insurance• Term: 7/1/2025 to 7/1/2026	\$544,253

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815

State Fair Board Report

Date: September 19, 2025
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Jaime Ramirez, Programs Manager
Subject: 2025 California State Fair Board Report.

The 2025 California State Fair was a resounding success, buoyed by consistently favorable weather, record-setting participation of over 702,000 attendees, and expanded programming that captured the spirit of the Golden State. In contrast to 2024's extreme heat, this year saw only one day exceeding 100°F, allowing for steady attendance throughout the 17-day event and minimizing the midweek drop-offs of prior years. The closing weekend was particularly strong, and featured an estimated increase in both attendance and economic impact.

Building on the momentum of prior years, food and beverage sales remained robust, continuing to exceed the \$10 million mark. Butler Amusements once again played a key role in the fair's financial success with more than \$4,800,000 in rides, sustaining peak engagement across all carnival zones. We again achieved participation in our competitions from all 58 counties. The 2025 California State Fair debuted its first Short Film and Animation Festival, drawing participation from emerging filmmakers statewide. The new competition added an exciting cultural element to the fair and set the stage for future cinematic showcases. Cannabis competition was showcased in a new location, the culinary arts, youth mariachi, craft beer, olive oil, and cheese continued to offer fairgoers fresh experiences and celebrated excellence statewide. Notable highlights included new Best of Show winners from renowned producers like St. Amant Winery, Jackrabbit Brewing, Flying Goat Cellars, and Marin French Cheese. Additionally, the livestock show thrived, showcasing youth excellence and resilience, despite continued regional limitations on dairy cattle entries.

The fair's cultural programming and daily concerts drew large, enthusiastic crowds, while strategic social media campaigns elevated visibility across California and beyond. With continued support from vendors, exhibitors, and partners, and a strong operational performance by staff, the 2025 California State Fair reaffirmed its role as one of the most celebrated annual events in the state.

By The Numbers

	2025 Fair	2024 Fair	2023 Fair
Average Fair Time Temp	89.4°	99.7°	101°
Max Temp	102°	111°	108 °
Days 100+	1	9	7
Cars Parked	160,000	140,507	139,293
Number of Vendors	130	152	151
Number of Exhibitors	3,355	3,098	2,980
Number of Entries	14,784	14,251	15,401
Counties Represented	58	53	58
Concert Tickets Sold	16,993	18,150*	19,045
Number of Horse Races	0	51	48
Number of Horses Started	0	291	263
Community Performers	152	160	125
New	38	53	51
Returning	114	107	74
Military & Veterans Day	3,400	3,500	3,315
Gospel Day Attendance	1,200	1,200	1,000
Media Credentials	190	238	222
Media & Influencer Companies	21	11	54
Out at the Fair-Bingo Attendance	110	109	172

*1 less concert in 2024 to sell tickets for

High Points

Leading up to the 2025 California State Fair, Sacramento experienced ideal weather conditions, with only one day over 100°F, creating a welcome change from prior years and encouraging sustained attendance throughout the event. This favorable climate helped drive consistent foot traffic and record-breaking engagement, with attendance reaching new heights and food and beverage sales once again surpassing \$10 million.

The California State Fair showcased an expanded and dynamic program lineup of longtime favorites. Cooking demonstrations, trivia, and tasting classes returned with renewed energy, highlighted by crowd-pleasers such as the Canning & Baking Competitions, Friends of the Fair Bakery, and the Tasting & Pairing Classes at the Best of California Plaza. The immersive Tree Circus was reimagined and remained a popular feature. The Expo Center captivated visitors with fresh exhibits like *Popnology*, blending pop culture and innovation, and *CaLOWifornia Love*, a vibrant celebration of lowrider artistry and culture, achieving record breaking visitors of more than 160k fairgoers. Permanent fine arts, photography, and student exhibitions in Buildings 7 & 8 continued to draw thousands daily. Tent D maintained its reputation as the go-to family-friendly retreat, offering engaging daily activities near the Kids Carnival and Livestock Pavilion.

Notable competition additions included a successful second year for the *BBQ Contest*, sanctioned by KCBS, with planned expansion next year; the *Cider Day Showcase* drew praise for its robust tasting experience; and the *Chili Cook-Off* was such a hit that plans are underway to add a pro-chef *Mac & Cheese Challenge* in 2026. Facility upgrades improved guest comfort, with all indoor venues air-conditioned and weekday hours shifted to a 4 p.m. start. Together, these enhancements underscored the Fair's commitment to innovation, comfort, and inclusive cultural celebration.

The 2025 California State Fair's Toyota Concert Series brought electrifying energy to the Sky River Casino Stage, delivering *11 sold-out shows across 17 nights*. Kicking off with a high-energy opening weekend, the series featured Ludacris, Air Supply, and a standout performance by DJ Diesel (Shaquille O'Neal) at Heart Health Park—setting the tone for an unforgettable season of music.

Sell-out crowds packed the venue for headline acts like Dirty Heads, TESLA, Cypress Hill, Tower of Power, Brothers Osborne, and En Vogue, each of whom delivered charged performances that kept fans on their feet. Fan-favorite tribute bands—including Queen Nation, Blank Space (Taylor Swift Tribute), and Journey Revisited—continued to draw loyal followings, providing nostalgic, crowd-pleasing sets that energized multi-generational audiences. The success of this year's concert series confirmed the fair's ability to attract top-tier talent while offering accessible and memorable entertainment to Californians from every corner of the state. With its diverse lineup, sold-out shows, and lively crowds, the Sky River Casino Stage once again served as the heart of the fair's nighttime festivities.

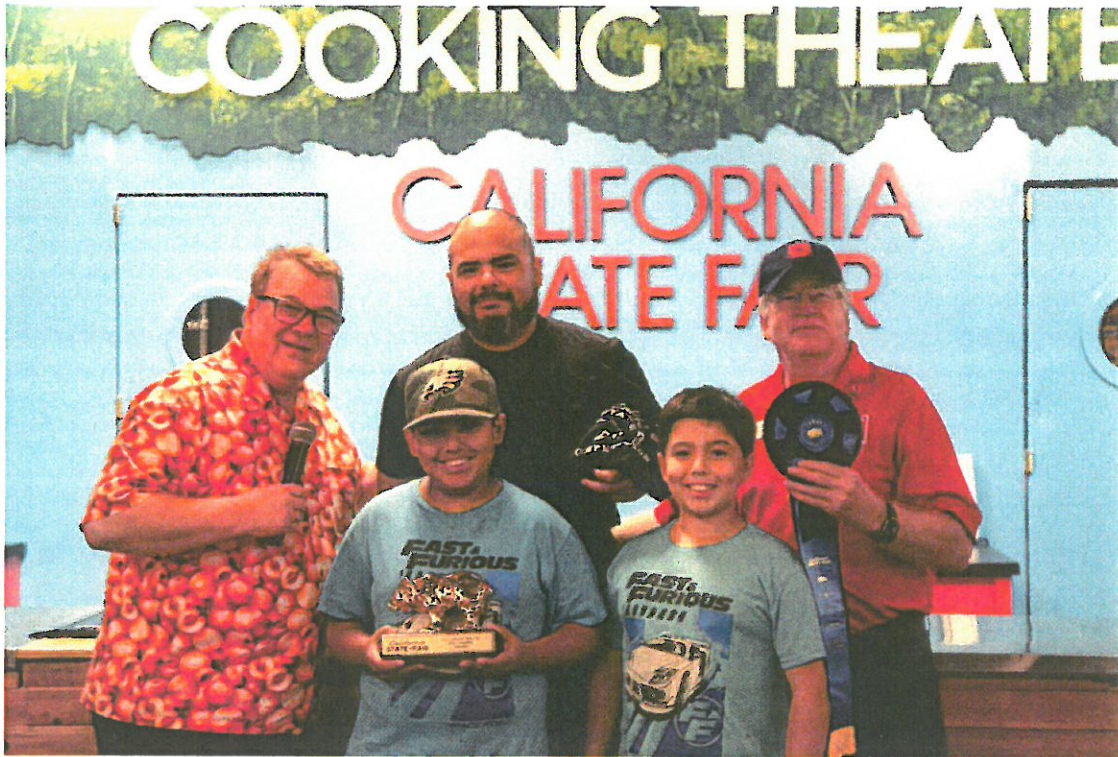
2025 FAIR PROGRAM OVERVIEW

Building B Programs

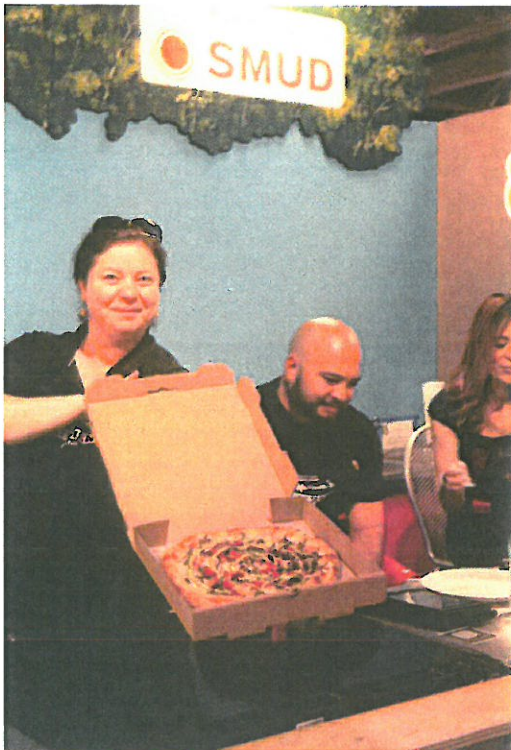
California's Kitchen remained a fairgoer favorite in 2025, offering cooking demos, trivia, and hands-on classes. Returning standouts included the Canning & Baking Competitions, while the BBQ Competition (KCBS-sanctioned) and Blade & Banter Butcher Showcase drew strong crowds. New additions like Tasting & Pairing Classes, the Best of California Plaza, and cider tasting sessions were major hits. The Chili Cook-Off was especially popular, prompting consideration of a Mac & Cheese Showdown for professional chefs next year.



Winners and other team members at the Inaugural Hero Chili Cook-Off



BBQ competition Golden Bear during the 2025 CA State Fair



2025 Fair Food Competition of the 2025 CA State Fair at the California Kitchen

Expo Center Programs



2025 POPnology exhibit competition of the 2025 CA State Fair



2025 CaLOWfornia Love Exhibit with over 160,000 visitors at the 2025 CA State Fair



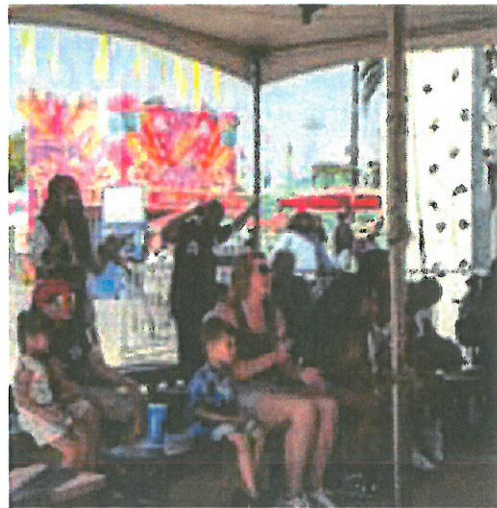
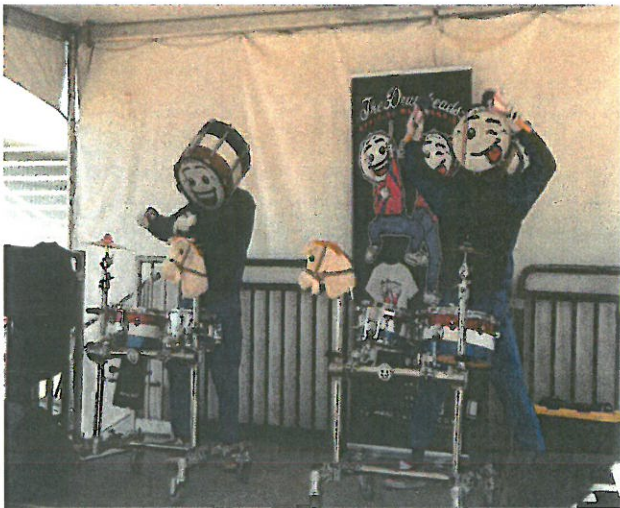
It's A Wild Wild World Adventure continued to amaze with over 100,000 attendees.



Super Silent Disco was a hit with crowds throughout all 17 days of fair.

Tent D Programs & Kids Park

Tent D served as a vibrant hub for family-friendly programming and activities this year. Its indoor setting provided a cool space for families to reboot while enjoying a variety of engaging activations designed for children and adults alike. Our new stage in Kids Park provided more entertainment for young families and was conveniently located near the Tractor Supply Company Livestock Pavilion. These new additions offered easy access for families to explore other exciting areas of the fair.



2025 FAIR FOOD AND COMMERCIAL VENDORS UPDATES

This year's fair experienced strong public turnout and notable gains in food and beverage and carnival sales. Food and beverage sales exceeded \$10 million, a record for the fair, and the carnival set a single-day record of \$1,400,000 during the final weekend. The State Fair continues to boost the local economy, particularly in travel and hotel stays in the Sacramento area. This success reflects the hard work of everyone involved and supports the ongoing growth of the fair's long-standing tradition.

2025 FAIR LIVESTOCK UPDATES

More than 5,892 animals were entered, even with the regional limitation of Dairy cattle competition due to the H5N1. Surge in participation was seen across all categories including:

Junior Divisions- Beef, Market Goats, Junior Sheep

Open Divisions- Beef, Dairy Goats, Sheep, Small Animals, and Rabbits

The **2025 Livestock Show** was a resounding success—marked by heightened participation, emotional triumphs like Luis Gonzalez's winning of the prestigious FFA Master Showmanship title, as well as Reserve champion Wether Dam Doe. This event continues to underscore California's agricultural heritage, youth leadership, and the dedication behind every exhibitor and their animals.

2025 FAIR COMPETITION UPDATES

Competition Winners:

- **CA Cannabis**
 - Best of Show Sungrown- Emerald Spirit Botanicals, Pink Boost Goddess
 - Best of Show Indoor- CAM, Super Silver Haze
- **CA Commercial Cheese**
 - Best of Show Cheese, Washed Rind – Marin French Cheese, Golden Gate
 - Best of Show Cheese, Mixed Milk- Pennyroyal Farm, Boont Corners Reserve
- **CA Commercial Craft Beer**
 - Best of Show- Jackrabbit Brewing. (West Sacramento), The Eeleast, North American Lager
 - Brewery of the Year- The Monk's Cellar (Roseville)
- **CA Commercial Extra Virgin Olive Oil**
 - Best of Show Olive Oil- Blend Medium, Jubaea Estate-Tuscan Blend
 - Best of Show Monovarietal- Olivaia's OLA, Estate Sevillano
 - Best of Show Flavored- Sunshine Olive Oil, Hot Chili

- **CA Commercial Wine**
 - Best of Show Red- St Amant (Lodi), 2023 Barbera
 - Best of Show White- Las Positas Vineyards (Livermore Valley), 2024
 - Best of Show Dessert- Quady Winery (Madera) 2022 Essensia
 - Best of Show Sparkling- Flying Goat Cellars, (Santa Maria) 2021 Goat Bubbles
- **Home Wine**
 - Best of Show White, Demi Nylk, 2024 Viognier/Sauvignon/Muscat
 - Best of Show Red, Paul Conrado, 2022 COLLEN'S Reserve Pinot Noir
 - Best of Show Other, Thad & Heather Rodgers, 2017 Petite Sirah Port
- **Homebrew**
 - Best of Show- Paul Wade, Oud Bruin, Liquid Supplication

2025 SPECIAL PROGRAMMING

Youth Mariachi Competition - The spirited Youth Mariachi Competition included teams from all over the state, representing the counties of Madera, Riverside, Sacramento, San Diego, San Joaquin, Sonoma, Ventura, Yolo. The winning ensemble from San Joaquin County, Mariachi Voz Campesina, took first place. Following the competition, the crowd was entertained by performances from Joss Favela & Majo Aguilar.



Grandstand Programming- The Cal Expo Grandstand saw improved utilization during the 2025 California State Fair with a diverse lineup of events that attracted strong attendance across multiple days.

Events such as the tractor pull, monster truck show, and the Jaripeo concert packed the stands with high-energy fans and families. These large-scale attractions were also complemented by the Brewfest, the cornhole competition, and the Esports tournament, which provided additional layers of entertainment variety.

This multi-event strategy helped activate the Grandstand area during times that traditionally saw lower traffic, transforming it into a consistently vibrant zone of the fairgrounds. The broader mix not only catered to different audience demographics but also maximized operational efficiency of the space while boosting food, beverage, and vendor traffic nearby.



Nationally Ranked Cornhole Participants



Jaripeo Concert at the Grandstand

STAFF RECOMMENDATION

This agenda item is for information only.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3000

MEMORANDUM

Date: September 17, 2025
To: Board of Directors
California Exposition and State Fair
Via: Tom Martinez, Chief Executive Officer
California Exposition and State Fair
From: Diana Barrios, Finance Manager
Subject: Financial Update- Finance Committee

HISTORY/BACKGROUND

Starting part-time in September 2022 and becoming full-time in November 2022, the Finance Manager was initially tasked with handling critical contracts. This focus, while providing long-term benefits, left the Accounting Team without dedicated daily guidance.

A needs assessment conducted by the Finance Manager in late 2022 identified 15 major outstanding tasks, including unposted revenues, unreconciled bank statements, two years of unfinished audits, and a need for documented procedures.

To address some of the backlog, Cal Expo hired Retired Annuitants and temporary contractors.

The 2020 audit experienced several major challenges and was successfully completed with an Unqualified Opinion in late 2024. The 2021 audit is currently in process and expected to conclude prior to the end of this year.

With the Finance Manager's full-time focus on the Accounting Team since June 20, 2024, staff currently receive the training and oversight they lacked, helping to overcome previous challenges.

FINANCIAL TEAM UPDATES

The Finance Manager's Impact

Over the past 15 months, the dedicated Finance Manager has significantly improved the Accounting Unit's productivity. Staff development is provided during weekly one-on-one meetings and real-time support. Apart from regular duties, the Finance Manager has spent roughly 1,800 hours tackling unbalanced/unreconciled accounts from 2022 to 2024, an effort that has a direct impact on Cal Expo's audit readiness.

The increased time of the Finance Manager in Accounting has resulted in the following accomplishments:

Accounts Payable

- More on-time payments to Cal Expo Vendors
 - SCO Pro Rata - for the first time since 2021, Cal Expo is current with paying its 2025 Q1 Pro Rata payment
 - Close to 85% of its California State Fair 2025 related expenses are paid
 - Continuously working to improve communication protocols will allow for faster troubleshooting and more timely payments
- Training on the importance of accurate and reliable current year data
- Identification of errors in real time and applying corrective entries immediately
- Planning ahead for busy times to keep current with daily tasks

Accounts Receivable

- Development of tools, procedures, and training for data entry of complex Accounts Receivable invoicing matters
- Identification of errors in real time and applying corrective entries immediately
- Training on the importance of accurate and reliable current year data
- Planning ahead for busy times to keep current with daily tasks
- Fully cross trained in both Accounts Receivable and Payable
- Collections on severely past due accounts

Overarching impact of above actions

- More efficient bank reconciliation processing
- Allows for more identifiable imbalances on Trial Balance Reports
- Greater reliability on the Statement of Activities reports for monthly revenue and expenditure activities

Review of Trial Balance reports Reviewing the Trial Balance report in detail helps to speed up audits. Each account review takes 1 to 2 hours, depending on its complexity.

- Close to 200 accounts reviewed for reconciliation issues in 2022
 - Approximately 75 correcting journal entries made
 - Approximately 50 more accounts remain to be reviewed
- Better coordination
 - RA can front load explanations and documentation in preparation for the 2022 Audit
- A review of close to 900 accounts from the years 2022, 2023, 2024, and 2025
 - 150 corrective journal entries
 - Approximately 500 more accounts remain to be reviewed

Bank Reconciliations The Finance Manager performs the more complex bank reconciliations requiring in-depth research and, if needed, journal entry corrections.

Retired Annuitants Impact

Retired Annuitants (RAs), hired for their expertise, work up to 960 hours per fiscal year on specific projects. The current RAs are tasked with performing complex tasks and building a library of procedures.

Cal Expo's special projects performed by the RAs and the status of the projects are described below:

AUDITS

- Gather and coordinate all required audit related documents
 - Completed for 2020 and 2021
 - Currently gathering 2022 required audit items
 - As available, gathering known required audit items for the subsequent audit years of 2023, 2024, and 2025
- Primary contact to research and respond to auditor questions
 - Completed the 2020 audit
 - Actively in process for 2021
 - Awaiting Audit items for 2022
- Recommend, assist to write, and perform correcting journal entries
 - Completed for 2020
 - Actively in process for 2021
 - Assist with 2022 review/clean up entries
 - Assist with correcting journal entries for 2022, 2023, 2024 as needed
- Assists to review/reconcile accounts to the Trial Balance
 - Completed for 2020
 - Actively in process for 2021
 - In process for 2022

STUDY, DOCUMENT, PERFORM COMPLEX CALCULATIONS These activities have required RAs to spend months researching and reconstructing records to perform calculations and coordinate with outside parties.

- GASB 68
 - Completed 2020, 2021, 2022
 - Training in process for 2023
- GASB 75
 - Completed 2020, 2021, 2022
 - Training in process for 2023
- Construction in Progress
 - Completed 2020, 2021, 2022
 - Review in process for 2023 and subsequent years
- Capitalization
 - Completed 2020, 2021, 2022
 - Review in process for 2023 and subsequent years
- California State Fair Revenue Recognition
 - Daily revenue recognition activities
 - Settle up process for Carnival and Sky Ride

BACKLOG When available, the RAs will assist in the following areas:

- Perform complex research of account reconciliation backlog items
- Reconcile complex and unbalanced settle up accounts
- Assist with current tasks from FTE Accounting staff (helps to keep staff current)

PROCEDURES & TRAINING RAs must develop, test, and document procedures for all tasks that currently lack them.

Contracted Accountants Impact

Due to the hour limitations of Retired Annuitants, Cal Expo engages contracted accountants with specialized knowledge and expertise for the more complex accounting tasks and records reconstruction. The short-term contractors provide guidance, training, and/or analysis.

Below is a list of the key areas the hired contractors have completed:

- Items completed:
 - Assisted with review and correction of General Ledger entries
 - Reconciled backlog of bank reconciliations
 - Trained Finance Manager on more complex actions in accounting software
 - Reviewed accounting software to identify areas for improved efficiency
 - Reviewed and assess accounting records

- Ongoing tasks:
 - Reviewing work from full-time accountants and ensuring daily postings are completed
 - Writing and entering correcting journal entries
 - Analyzing and reconciling complex accounting issues
 - Assisting with ongoing staff training
 - Developing and documenting procedures that align with industry standards
 - Reviewing current practices and advising on efficiencies to improve work quality and save time
 - Serving as a resource for the Finance Manager

RECOMMENDATION

Acknowledgement of the receipt of information.

AR Aged Invoice Analysis

Current Balances

Friday, September 19, 2025 4:28:15 PM

Page 1

Invoice Number	Due Date	Terms	Balance	Current 8/20/2025 9/19/2025	Over 30 7/21/2025 8/19/2025	Over 60 6/21/2025 7/20/2025	Over 90 5/22/2025 6/20/2025	Over 120 Up to 5/21/2025
Expo Barrios								
AHARGM (Greg & Mary Ahart)								
33977	10/19/2024	30	300.00					300.00
AHARGM Totals:			300.00	0.00	0.00	0.00	0.00	300.00
		1 Invoice						
ALLWES (All West Select Sires)								
33974	10/19/2024	30	125.00					125.00
ALLWES Totals:			125.00	0.00	0.00	0.00	0.00	125.00
		1 Invoice						
ARCONST (American River Constructors)								
28439	9/15/2025	30	10,000.00	10,000.00				
ARCONST Totals:			10,000.00	10,000.00	0.00	0.00	0.00	0.00
		1 Invoice						
AZBODY (AZ Body Jewellery Inc)								
35023	7/8/2025		30.00					
AZBODY Totals:			30.00	0.00	0.00	30.00	0.00	0.00
		1 Invoice						
BANKM (Marcus Banks)								
01203	10/1/2007		581.17					581.17
BANKM Totals:			581.17	0.00	0.00	0.00	0.00	581.17
		1 Invoice						
BLACKEN (Blacktie Entertainment, Fun 4 A Day)								
33556	6/12/2024		20.00-					20.00-
BLACKEN Totals:			20.00-	0.00	0.00	0.00	0.00	20.00-
		1 Invoice						
BOULEVARD (Boulevard Trash Entertainment)								
34250	8/15/2025	30	20,000.00		20,000.00			
34251	9/12/2025	30	10,000.00	10,000.00				
BOULEVARD Totals:			30,000.00	10,000.00	20,000.00	0.00	0.00	0.00
		2 Invoices						
BREMEP (Philip R. Bremerman)								
01204	4/15/2008		634.43					634.43
BREMEP Totals:			634.43	0.00	0.00	0.00	0.00	634.43
		1 Invoice						
CADREAM (California Dreamin' Ent, Inc./Silverwood)								
33767	3/31/2024	30	30.50					30.50
33768	5/1/2024	30	2,666.75					2,666.75
33769	5/31/2024	30	2,666.75					2,666.75
33770	7/1/2024	30	2,666.75					2,666.75
33766	7/31/2024	30	3,045.50					3,045.50
33765	8/31/2024	30	3,045.50					3,045.50
33771	10/1/2024	30	3,045.50					3,045.50
34294	10/31/2024	30	3,045.50					3,045.50
34295	12/1/2024	30	3,045.50					3,045.50
34296	12/31/2024	30	3,045.50					3,045.50
34297	1/31/2025	30	3,045.50					3,045.50
'303	1/31/2025	30	500.00					500.00
4298	3/3/2025	30	3,045.50					3,045.50
34304	3/3/2025	30	500.00					500.00
34299	3/31/2025	30	3,045.50					3,045.50
34305	3/31/2025	30	500.00					500.00
34300	5/1/2025	30	3,045.50					3,045.50
34306	5/1/2025	30	500.00					500.00
34301	5/31/2025	30	3,045.50				3,045.50	

34307	5/31/2025	30	500.00			500.00		
34302	7/1/2025	30	3,045.50		3,045.50			
34308	7/1/2025	30	500.00		500.00			
CADREAM Totals:			47,576.75	0.00	0.00	3,545.50	3,545.50	40,485.75
		22 Invoices						
CAGRAN (California State Grange)						Last Pymt: 9/18/2023		1,175.00
0983	10/19/2024	30	550.00					550.00
CAGRAN Totals:			550.00	0.00	0.00	0.00	0.00	550.00
		1 Invoice						
CDFA (California Dept Of Food & Agriculture)						Last Pymt: 8/25/2025		5,580.00
4-2024	1/3/2025	0	1,282,906.05					1,282,906.05
CDFA Totals:			1,282,906.05	0.00	0.00	0.00	0.00	1,282,906.05
		1 Invoice						
CEEGEE (The Ceegee Group/DYT Enterprises)						Last Pymt: 12/28/2023		8,637.00
28483	4/5/2022	30	10,000.00					10,000.00
28483	12/31/2022		4,228.70					4,228.70
CEEGEE Totals:			14,228.70	0.00	0.00	0.00	0.00	14,228.70
		2 Invoices						
CHHA (California Harness Horsemen Association)						Last Pymt: 2/18/2025		175.00
34315	3/16/2025	15	175.00					175.00
34316	4/16/2025	15	175.00					175.00
34317	5/16/2025	15	175.00					175.00
34318	6/16/2025	15	175.00			175.00		
34319	7/16/2025	15	175.00		175.00			
34320	8/16/2025	15	175.00		175.00			
34321	9/16/2025	15	175.00	175.00				
CHHA Totals:			1,225.00	175.00	175.00	175.00	175.00	525.00
		7 Invoices						
COSTCO (Costco)						Last Pymt: 4/3/2025		249,663.25
35356	7/31/2025	0	8,997.00		8,997.00			
35357	7/31/2025	0	17,994.00		17,994.00			
35358	7/31/2025	0	20,993.00		20,993.00			
35359	7/31/2025	0	65,978.00		65,978.00			
35360	7/31/2025	0	8,997.00		8,997.00			
35361	7/31/2025	0	23,992.00		23,992.00			
35362	7/31/2025	0	8,997.00		8,997.00			
35363	7/31/2025	0	23,992.00		23,992.00			
35364	7/31/2025	0	8,997.00		8,997.00			
35365	7/31/2025	0	2,999.00		2,999.00			
35366	7/31/2025	0	35,988.00		35,988.00			
35367	7/31/2025	0	5,998.00		5,998.00			
COSTCO Totals:			233,922.00	0.00	233,922.00	0.00	0.00	0.00
		12 Invoices						
DIAGEON (Diageo North America)						Last Pymt: 10/7/2024		45,000.00
34877	6/1/2025		35,000.00				35,000.00	
DIAGEON Totals:			35,000.00	0.00	0.00	0.00	35,000.00	0.00
		1 Invoice						
DOT (Department Of Transportation (CalTrans))						Last Pymt: 3/13/2023		1,800.00
28543	10/17/2021	30	47,925.83					47,925.83
DOT Totals:			47,925.83	0.00	0.00	0.00	0.00	47,925.83
		1 Invoice						
EVENTER (EV Entertainment)						Last Pymt: 3/27/2024		25,000.00
33178	3/25/2024	30	25,000.00					25,000.00
EVENTER Totals:			25,000.00	0.00	0.00	0.00	0.00	25,000.00
		1 Invoice						
FAIRR (Robert J. Fairbairn)						Last Pymt:		
1208	2/29/2008		524.43					524.43
FAIRR Totals:			524.43	0.00	0.00	0.00	0.00	524.43
		1 Invoice						

FARM2FAIR (Farm 2 Fair, LLC obo Diageo)					Last Pymt: 12/7/2023		15,000.00
31652	7/13/2023	30	20,000.00				20,000.00
FARM2FAIR Totals:			20,000.00	0.00	0.00	0.00	20,000.00
		1 Invoice					
FESTIVE (Festive Planet Inc)					Last Pymt: 2/3/2025		8,000.00
292	7/11/2025	30	20,000.00			20,000.00	
34293	8/1/2025	30	21,000.00		21,000.00		
FESTIVE Totals:			41,000.00	0.00	21,000.00	20,000.00	0.00
		2 Invoices					
FUNDAY (Fun 4 A Day)					Last Pymt: 8/6/2025		14,793.10
35257	7/30/2025		45.00		45.00		
FUNDAY Totals:			45.00	0.00	45.00	0.00	0.00
		1 Invoice					
FUTURE (Future Energy Savers)					Last Pymt: 6/13/2025		7,076.00
29165	7/1/2022		310.00				310.00
FUTURE Totals:			310.00	0.00	0.00	0.00	310.00
		1 Invoice					
GEOJOH (George P. Johnson)					Last Pymt: 7/19/2025		100,000.00
35299	9/12/2025	30	2,060.00	2,060.00			
GEOJOH Totals:			2,060.00	2,060.00	0.00	0.00	0.00
		1 Invoice					
GLENNCO (Glennco dba Harvest Festival Original Art & Craft)					Last Pymt: 11/13/2024		5,000.00
34548	5/3/2025	30	16,461.85				16,461.85
GLENNCO Totals:			16,461.85	0.00	0.00	0.00	16,461.85
		1 Invoice					
HIDOW (DNA Marketing LLC)					Last Pymt: 7/12/2023		3,105.00
32727	6/14/2023		8,348.15				8,348.15
HIDOW Totals:			8,348.15	0.00	0.00	0.00	8,348.15
		1 Invoice					
HOTDOGG (Hot Doggin-Delicious LLC)					Last Pymt: 7/25/2022		767.76
30550	7/24/2022		1,109.80				1,109.80
30471	7/25/2022		310.91				310.91
30392	7/26/2022		333.87				333.87
30292	7/27/2022		259.99				259.99
30214	7/28/2022		594.99				594.99
30135	7/29/2022		209.38				209.38
30078	7/30/2022		678.56				678.56
30837	7/31/2022		607.89				607.89
HOTDOGG Totals:			4,105.39	0.00	0.00	0.00	4,105.39
		8 Invoices					
JEFO (Jefo USA)					Last Pymt: 1/22/2025		15.00
34275	1/21/2025	0	500.00				500.00
JEFO Totals:			500.00	0.00	0.00	0.00	500.00
		1 Invoice					
KCRATURKEY (Sacramento Food Bank & Family Services)					Last Pymt: 1/29/2024		1,040.00
34545	5/3/2025	30	1,212.75				1,212.75
KCRATURKEY Totals:			1,212.75	0.00	0.00	0.00	1,212.75
		1 Invoice					
LANARB (Lana R Beauty LLC)					Last Pymt: 7/8/2025		7,575.65
34682	5/1/2025		20,000.00				20,000.00
LANARB Totals:			20,000.00	0.00	0.00	0.00	20,000.00
		1 Invoice					
LCWW (LCWW Group LLC)					Last Pymt: 2/13/2024		15,000.00
34226	1/7/2025		3,452.75				3,452.75
LCWW Totals:			3,452.75	0.00	0.00	0.00	3,452.75
		1 Invoice					

MINDSE (Mindset of Spartans)

33637	7/24/2024		7,000.00					7,000.00
MINDSE Totals:			7,000.00	0.00	0.00	0.00	0.00	7,000.00

1 Invoice

Last Pymt:

NUGGET (Nugget Market)

306	1/30/2025	30	859.75					859.75
NUGGET Totals:			859.75	0.00	0.00	0.00	0.00	859.75

1 Invoice

Last Pymt: 6/7/2024 5,000.00

OASIS (Oasis Massage)

31634	12/31/2023		46,350.00					46,350.00
OASIS Totals:			46,350.00	0.00	0.00	0.00	0.00	46,350.00

1 Invoice

Last Pymt: 7/14/2023 155.00

OLIVIA (Distribution Olivia, Inc)

34932	5/8/2025		36.15					36.15
35168	7/26/2025	0	36.15-		36.15-			
OLIVIA Totals:			0.00	0.00	36.15-	0.00	0.00	36.15

2 Invoices

Last Pymt: 7/26/2025 0.00

OMD USA LLC (OMD USA LLC)

35045	8/10/2025	30	10,000.00		10,000.00			
OMD USA LLC Totals:			10,000.00	0.00	10,000.00	0.00	0.00	0.00

1 Invoice

Last Pymt: 1/6/2025 37,500.00

PUSHMA (Push Marketing, Inc. DBA Misfit)

34738	7/28/2025		40,000.00		40,000.00			
PUSHMA Totals:			40,000.00	0.00	40,000.00	0.00	0.00	0.00

1 Invoice

Last Pymt: 10/4/2024 40,000.00

RBPAC (R&B of the Pacific (Rock & Brews))

23480	9/1/2019	0	9,643.41					9,643.41
23482	11/1/2019	0	12,500.00					12,500.00
26966	3/2/2020	30	7,542.08					7,542.08
27928	7/31/2021	30	12,500.00					12,500.00
398	2/9/2023	0	5,761.23					5,761.23
32834	4/1/2023	0	12,500.00					12,500.00
32843	1/30/2024	30	9,023.72					9,023.72
32844	1/30/2024	30	8,752.53					8,752.53
34135	5/15/2024	30	8,426.61					8,426.61
34051	5/31/2024	30	14,925.66					14,925.66
34136	6/14/2024	30	6,376.05					6,376.05
34063	6/27/2024	30	5,522.09					5,522.09
34052	7/1/2024	30	14,925.66					14,925.66
34137	7/15/2024	30	8,582.33					8,582.33
34053	7/31/2024	30	14,925.66					14,925.66
34050	8/1/2024	0	17,257.46					17,257.46
34059	8/1/2024	0	9,702.64					9,702.64
34060	8/1/2024	0	5,795.45					5,795.45
34061	8/1/2024	0	2,522.43					2,522.43
34138	8/14/2024	30	10,740.69					10,740.69
34054	8/31/2024	30	14,925.66					14,925.66
34141	9/14/2024	30	10,542.81					10,542.81
34142	9/14/2024	30	3,622.75					3,622.75
34058	10/1/2024	30	14,925.66					14,925.66
34143	10/15/2024	30	11,076.98					11,076.98
34144	10/15/2024	30	7,836.75					7,836.75
34055	10/31/2024	30	14,925.66					14,925.66
34212	1/17/2025	30	6,511.53					6,511.53
RBPAC Totals:			282293.5	0.00	0.00	0.00	0.00	282,293.50

28 Invoices

Last Pymt: 4/29/2025 10,614.48

SACCOUNT (Sacramento County)

Last Pymt: 3/22/2024 25.68

27283	9/23/2020	30	3,261.31				3,261.31	
22701	12/31/2020		80,000.00				80,000.00	
22702	7/4/2021	30	80,000.00				80,000.00	
22703	7/4/2022	30	80,000.00				80,000.00	
27869	5/1/2023	30	96.75				96.75	
868	7/31/2023	30	96.75				96.75	
867	10/31/2023	30	96.75				96.75	
27866	1/31/2024	30	96.75				96.75	
27865	5/1/2024	30	96.75				96.75	
27864	7/31/2024	30	96.75				96.75	
27863	10/31/2024	30	96.75				96.75	
27862	1/31/2025	30	96.75				96.75	
27861	5/1/2025	30	96.75				96.75	
27860	7/31/2025	30	96.75		96.75			
SACCOUNT Totals:			244,228.81	0.00	96.75	0.00	0.00	244,132.06
			14 Invoices					

SACFAIR (52nd District Agricultural Assn)

Last Pymt: 4/7/2025 235.35

35434	1/31/2025	30	6,429.00				6,429.00	
35446	3/2/2025	30	79.83				79.83	
35435	3/3/2025	30	6,429.00				6,429.00	
35447	3/30/2025	30	81.21				81.21	
35436	3/31/2025	30	6,429.00				6,429.00	
35448	4/30/2025	30	79.83				79.83	
35437	5/1/2025	30	6,429.00				6,429.00	
35449	5/30/2025	30	84.66			84.66		
35438	5/31/2025	30	8,824.00			8,824.00		
35450	6/30/2025	30	323.27		323.27			
35439	7/1/2025	30	8,824.00		8,824.00			
35451	7/30/2025	30	105.56		105.56			
35440	7/31/2025	30	8,824.00		8,824.00			
35452	8/30/2025	30	142.95		142.95			
35441	8/31/2025	30	6,429.00		6,429.00			
33242	7/1/2024	30	99.59-				99.59-	
SACFAIR Totals:			59,414.72	6,571.95	8,929.56	9,147.27	8,908.66	25,857.28
			16 Invoices					

SAVEM2 (Save Mart)

Last Pymt: 9/4/2025 64,449.00

35234	7/29/2025	0	45,392.91		45,392.91			
35236	7/30/2025	0	68,508.83		68,508.83			
SAVEM2 Totals:			113,901.74	0.00	113,901.74	0.00	0.00	0.00
			2 Invoices					

SCRAPBO (Scrapbook Expo)

Last Pymt: 3/17/2025 5,000.00

34484	9/5/2025		20,000.00	20,000.00				
SCRAPBO Totals:			20,000.00	20,000.00	0.00	0.00	0.00	0.00
			1 Invoice					

SFCONC (State Fair Concert)

Last Pymt: 7/30/2025 1,460.99

35430	7/23/2025	0	1,308.10		1,308.10			
SFCONC Totals:			1,308.10	0.00	1,308.10	0.00	0.00	0.00
			1 Invoice					

SMUD3 (SMUD)

Last Pymt: 6/24/2025 26,496.00

35297	6/1/2025		82,500.00			82,500.00		
35298	6/1/2025		25,000.00			25,000.00		
SMUD3 Totals:			107,500.00	0.00	0.00	0.00	107,500.00	0.00
			2 Invoices					

SPAEMP (Hot Tub Emporium)

Last Pymt: 9/4/2025 15,000.00

33927	10/3/2024	30	2,500.00				2,500.00	
SPAEMP Totals:			2,500.00	0.00	0.00	0.00	0.00	2,500.00
			1 Invoice					

SRBX (Construction Industry Education Foundation (SRBX))

Last Pymt: 9/8/2025 6,000.00

546	5/3/2025	30	5,450.75				5,450.75	
35462	8/29/2025		6,000.00	6,000.00				
35463	8/29/2025		2,500.00	2,500.00				
SRBX Totals:			13,950.75	8,500.00	0.00	0.00	0.00	5,450.75
			3 Invoices					

SRFC (Sacramento Republic FC)					Last Pymt: 4/12/2024 178,556.17		
34168	7/31/2025	30	34,154.34		34,154.34		
34169	8/31/2025	30	34,154.34	34,154.34			
CM-34681	6/20/2025	30	5,191.00-			5,191.00-	
SRFC Totals:			63,117.68	34,154.34	34,154.34	0.00	5,191.00- 0.00
3 Invoices							
THISEVENTS (This Events, LLC)					Last Pymt:		
32596	10/9/2023		20,000.00				20,000.00
34108	5/15/2024		48,212.60				48,212.60
THISEVENTS Totals:			68,212.60	0.00	0.00	0.00	0.00 68,212.60
2 Invoices							
VERIZO (American Tower (formerly Verizon))					Last Pymt: 9/9/2025 4,516.91		
27707	7/31/2025	30	4,516.91		4,516.91		
27706	8/31/2025	30	4,516.91	4,516.91			
VERIZO Totals:			9,033.82	4,516.91	4,516.91	0.00	0.00 0.00
2 Invoices							
WALLD (Douglas E. Waller)					Last Pymt:		
01216	8/16/2009		886.60				886.60
WALLD Totals:			886.60	0.00	0.00	0.00	0.00 886.60
1 Invoice							
WHOLEP (Wholesale Patio)					Last Pymt:		
33641	8/4/2024	30	11,000.00				11,000.00
WHOLEP Totals:			11,000.00	0.00	0.00	0.00	0.00 11,000.00
1 Invoice							
WWAGER (Watch and Wager LLC)					Last Pymt: 4/29/2025 43,154.00		
34689	5/30/2025	30	37,799.10			37,799.10	
WWAGER Totals:			37,799.10	0.00	0.00	0.00	37,799.10
13 Invoices							
Grand Totals:			2,987,862.42	95,978.20	488,013.25	32,897.77	187,737.26 2,182,735.94



FINANCE COMMITTEE and AUDIT COMMITTEE

Notice of Regular Meeting

To Be Held

Friday September 5, 2025 at 10:00 a.m.

California Exposition & State Fair

In the Administration Building Boardroom

1600 Exposition Blvd., Sacramento, CA 95815

COMMITTEE MEMBERS: Chair Willie Pelote Director Rina DiMare
Director Che Salinas

MISSION STATEMENT

The mission of the Finance Committee shall be to review and make recommendations to the Board on policy matters concerning the financial status of the California Exposition & State Fair, including oversight of the annual budget.

The mission of the Audit Committee shall be annual review and make recommendations to the Board on matters concerning the audit of the California Exposition & State Fair, including policy oversight of related special reviews or reports.

PUBLIC COMMENTS

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board.

AGENDA

All matters noticed on this agenda, in any category, may be considered for action as listed. Any item not so noticed may not be considered.

STAFF REPORTS

- a. Audit(s) Updates
- b. State Fair Revenues – By Vendors
- c. Sac Republic FC Lease Review
- d. Water Park Lease Update
- e. Rock & Brews Lease Update

ADJOURNMENT

Date of Notice: August 25, 2025

Pursuant to the American with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo activities, may request assistance at the Cal Expo Administration Building office, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3000

MEMORANDUM

Date: August 29, 2025
To: Board of Directors – Finance Committee
California Exposition and State Fair
Via: Tom Martinez, Chief Executive Officer
California Exposition and State Fair
From: Diana Barrios, Finance Manager
Subject: Financial Reports- Finance Committee

INTRODUCTION

Please find for your review the following:

DRAFT Report of the 2025 California State Fair Revenues

DRAFT 2025 California State Fair Revenues by Vendors

Sacramento Republic Lease and AR Aging Report

Water Park Lease and AR Aging Report

Rock & Brews of the Pacific Lease and AR Aging Report

ANNUAL AUDIT 2021

Progress on the combined 2021 audit is underway. Staff has successfully uploaded all requested audit materials for 2021. The Retired Annuitant Lead is in continuous communication with External Auditors concerning the submitted 2021 audit documentation and is in process of finalizing 12 outstanding response items, including a detailed Risk Assessment which requires a written response from many of our individual departments. The Finance Department is on track with wrapping up the audit before the end of the year. At the conclusion of the 2021 Financial Audit, staff will review and finalize the items needed to begin uploading the materials required for the 2022 Audit.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3276

MEMORANDUM

Date: September 26, 2025

To: Board of Directors
California Exposition & State Fair

From: Matt Cranford, Chief Deputy General Manager
California Exposition & State Fair

Subject: Agricultural Advisory Council Applicant Recommendations

This report provides a background on the establishment of the Agricultural Advisory Committee (AAC), their role, and several recommendations of the Cal Expo Agricultural Advisory Council Board Liaisons.

BACKGROUND

The California State Law, Food and Agriculture Code Sect, 3316 provides that, "The Board may appoint advisory committees. Advisory committees may provide information and advice to the Board with respect to the operations and management of the California Exposition & State Fair or such other matters as the Board deems appropriate."

The Agricultural Advisory Council (AAC) was established by the Board of Directors to provide two way communication with the various stakeholders within the agricultural communities throughout the State; to advise the Board on matters pertaining to agricultural programs related to education, entertainment, and other activities at the California State Fair; to help expand participation in the annual State Fair by California's agricultural groups and industries; and support the Board's objectives to showcase a broad range of agricultural activities during the annual State Fair, as well as throughout the year at Cal Expo. The selection process mirrors that of the Cultural Advisory Committee model.

CRITERIA, SELECTION, and TERM

Members of the Agricultural Advisory Council are intended to be leaders from agricultural communities throughout California and serve at the pleasure of the Cal Expo Board of Directors.

Upon selection by the Board, a member will serve one term of 2-years. Upon completion of that term, a member will have the opportunity to apply for reappointment by the Board of Directors for up to three additional, consecutive terms of two-years each. No member shall serve more than 8 years.

NEW ADVISORY MEMBER APPOINTMENT

All potential new members are required to fill out an application form and follow all procedures established by the Cal Expo Board of Directors. The maximum number of members on the Agricultural Advisory Council shall be no more than 20.

BOARD RECOMMENDATIONS

Cal Expo Agricultural Advisory Council Board Liaisons Rina DiMare and Arturo Barajas recommend the following individual for approval to the Agricultural Advisory Council:

Member –Chris Zanobini
President/CEO
Ag Association Management Services Inc.
Two Year Term

MEMORANDUM

Date: September 26, 2025
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Matt Cranford, Deputy General Manager
Subject: 2026 Fair Dates

July 17th – August 2nd, 2026 California State Fair Dates are presented to the Board for Approval.

HISTORY OF THE DATES

In 2009, the California State Fair rescheduled its dates from August to July to better accommodate young attendees who previously could not participate during the school year.

The current date structure format for the California State Fair (CSF) designates its concluding weekend to coincide with the last complete weekend of July annually, although sometimes it concludes in the first weekend of August. This approach ensures that the Fair spans the entirety of the latter half of July. The State Fair represents the primary source of income for Cal Expo. Key participants, including carnival operators and food vendors, depend on the CSF as a pivotal or highest-grossing event, often planning their schedules over a year in advance to align with it.

2026 Fair Dates

While California State Fair dates for 2027 and beyond will be discussed further at the October Board retreat, the 2026 dates have been scheduled for July 17th – August 2nd. Staff has been coordinating with Butler Amusements, our concert promoter Wilson Entertainment to begin securing bands, and other major stakeholders for 2026. These dates have the added benefit of including a first of the month payday, which has the potential to heighten revenues during our closing weekend.

RECOMMENDATION

Staff recommendation is to approve the **July 17th – August 2nd, 2026** dates for the 2026 California State Fair.

MEMORANDUM

Date: September 26, 2025
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Matt Cranford, Deputy General Manager
Subject: Committee- Sac State Stadium

GRANDSTAND HISTORY

Recognizing the Grandstand’s historic role but also the need for a more sustainable future, the Board set a goal in October of 2024 to identify new uses for the facility that offer viability, community benefit, and financial stability. In the Spring of 2025, the Cal Expo Board made the difficult decision to end horse racing operations at the Grandstand, citing a long-term decline of the sport in Northern California and steadily increasing costs that rendered continued operations unsustainable. In August 2025, consistent with goal set in October of 2024, the Board voted unanimously to enter into an agreement with Sac State to explore the development of a new stadium and field, leveraging the Grandstand’s location and infrastructure to support Sac State football and related activities.

COMMITTEE

With the new agreement between Cal Expo and Sac State regarding the proposed stadium project, the Board may need to provide direction to staff. For this specific purpose, the Board may elect to establish an ad hoc committee created for this specific purpose, or it may direct that it falls within the purview of an existing committee. The assignment could be made either to the Horse Racing and Legislative Committee, which currently addresses legislative and facility-related matters, or to the Long Range Planning/Exposition Facilities & Operations Committee, which oversees long-term planning and development issues. This item is presented for Board discussion and direction on how best to assign the Sac State Stadium project within the committee structure.

RECOMMENDATION

Staff recommends that the Board determine the committee structure it feels most appropriate for the Sac State Stadium project.