

**Carson City  
Agenda Report**

**Date Submitted:** September 24, 2013

**Agenda Date Requested:** October 3, 2013

**Time Requested:** 20 minutes

**To:** Board of Supervisors

**From:** Marena Works, Deputy City Manager

**Subject Title:** For Possible Action: To direct the City Manager to plan for a Nevada Sesquicentennial Fair to be held at Fuji Park and Fairgrounds July 30-August 3, 2014 and to approve funding in the amount of \$75,000 to be used from the contingency fund as seed money for the Fair. *(Marena Works)*

**Staff Summary:** On June 6, 2013, upon a recommendation from the Carson City Parks and Recreation Commission, the Carson City Board of Supervisors authorized the City Manager to form a Temporary committee to explore the feasibility of hosting a State Fair in Carson City. The State Fair Feasibility Committee was made up of a cross section of community members from Carson City and Douglas County. The committee recommends that the Carson City Board of Supervisors approve funding and direct the City Manager to plan for a Nevada Sesquicentennial Fair in to be held at Fuji Park and Fairgrounds July 30-August 3, 2014. The findings of this feasibility study show that this Fair will be highly beneficial to the city and area businesses and has a high probability of success. Additionally it has the potential to be a Nevada 150 Signature Event.

**Type of Action Requested:** (check one)  
 Resolution  Ordinance First Reading  
 Formal Action/Motion  Other (Specify)

**Does This Action Require A Business Impact Statement:**  Yes  No

**Recommended Board Action:** I move to direct the City Manager to plan for a Nevada Sesquicentennial Fair to be held at Fuji Park and Fairgrounds July 30-August 3, 2014 and to approve funding in the amount of \$75,000 to be used from the contingency fund as seed money for the Fair.

**Explanation for Recommended Board Action:** Carson City is an excellent location to draw in tourists. 2014, being Nevada's Sesquicentennial, makes holding a kick-off Fair a great way to wrap ourselves around the celebrations. A State Fair provides a unique and valuable experience and promotes positive activities for families. It plays an important role in the agricultural and economic vitality of an area; and provides an opportunity to showcase businesses and local attractions.

**Applicable Statute, Code, Policy, Rule or Regulation:** N/A

**Fiscal Impact:** Request for \$75,000 from the contingency fund

**Explanation of Impact:** Seed money required to start a fair

**Funding Source:** General Fund

**Alternatives:**

**Supporting Material:** Feasibility Report; Aerial photo of Fuji Park

**Prepared By:** Marena Works, Deputy City Manager

**Reviewed By:** Marena Works Date: 9/24/13  
(Deputy City Manager)

[Signature] Date: 9/24/13  
(District Attorney)

[Signature] Date: 9/24/13  
(Finance Director)

**Board Action Taken:**

Motion: \_\_\_\_\_ 1) \_\_\_\_\_ Aye/Nay  
2) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
(Vote Recorded By)

**FEASIBILITY REPORT  
STATE FAIR – CARSON CITY NEVADA**

**CITY OF CARSON CITY EXECUTIVE OFFICES  
201 N. CARSON STREET, SUITE 201  
CARSON CITY, NV 89701**

**DATE**

October 3, 2013

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## **1. EXECUTIVE SUMMARY**

Nevada currently does not have a State Fair and a group of community members rallied support for the idea to be examined. As Nevada approaches its 150<sup>th</sup> Birthday, the timing may be prime for Carson City to consider hosting a State Fair.

Carson City owns a Fairground at the Fuji Park location. While not the ideal size, Fuji Park is the ideal location in the highly visible south edge of town, nestled against the Douglas County line. A member of the feasibility study group conducted an informal survey at the National Night Out event in early August and found that many citizens are hungry for activities in Carson City and the idea of a State Fair was well received.

A state fair in Carson City should have four components: agriculture, carnival, evening entertainment and a community showcase. By bringing in portable facilities that Fuji Park lacks, the committee felt there was room to house all aspects of a fair at this location. Amenities such as the fishing pond would give individuality to a Carson City fair and it could be incorporated into the fair offerings.

To make this fair a reality, the Carson City Board of Supervisors would need to approve seed money. As with any new adventure this would be an investment into the community that should bring added revenue to Carson City and a significant return on the investment.

## **2. BACKGROUND**

On June 6, 2013, upon a recommendation from the Carson City Parks and Recreation Commission, the Carson City Board of Supervisors authorized the City Manager to form a temporary committee to explore the feasibility of hosting a State Fair in Carson City.

The Nevada State Fair began in 1874 and was Nevada's longest running event until it shut down after its 2010 run when fundraising efforts came up short and its umbrella organization needed to close due to debt and lack of enough current funding to carry on. The closure of the Fair ended a 136 year tradition and made Nevada one of only two states (Michigan) in the Union that no longer has a State Fair.

In 2000 the Nevada State Fair Board of Directors proposed moving the State Fair to Carson City with a plan that utilized the Stewart Indian School. Talks with City officials and the State of Nevada, owners of the Stewart Facility, were moving in a positive direction and for reasons unknown the talks suddenly stopped. This idea has brewed before and since of moving the State Fair to the Capitol and this idea has gained momentum since the Fair failed in 2010.

A State Fair Exploratory Committee was formed and first met July 17<sup>th</sup>. The creation of a Fair located in Carson City has met with outstanding enthusiasm from members of the Carson City community and surrounding area. This includes representatives from 4-H, FFA (Future

Farmers of America), Carson City Public Works, large and small business and elected representatives. The committee discussed size, location and practicality of hosting such an event as well as entertainment to enhance attendance.

The committee felt Carson City to be an excellent location to draw in tourist and celebrate the Capitol. Additionally, 2014 being Nevada's sesquicentennial makes holding a kick-off Fair next year a great way to wrap ourselves around the celebrations. A State Fair provides a unique and valuable experience and promotes positive activities for families. It plays an important role in the agricultural and economic vitality of an area; and provides an opportunity to showcase businesses and local attractions.

The committee recognized numerous benefits of hosting a fair; a few of those were:

- support of agriculture in Nevada and especially youth agriculture projects
- Promotion of business and industry in the area
- Venue for Farm to Fork
- Ability to offer grass fed market animal classes
- Partnership with other attractions in the area such as museums, V&T Railroad, MS Dixie and numerous others
- Utilization of Fuji Park and Fairgrounds which is often underutilized

### **3. GOALS**

- Showcase agriculture in Nevada
- Venue for youth to compete with livestock and static projects
- Promote tourism in the Capitol
- Family entertainment
- Big name Concert
- Bull riding
- Celebrate Nevada's Sesquicentennial
- Community pride and involvement
- Support of local businesses

### **4. SITES**

The committee discussed at length available sites in Carson City for holding a fair. Due to space challenges the idea of using multiple sites was discussed. The majority felt it important to keep the Fair in one location; that being Fuji Park, while maintaining the option for using Mills Park as well.

Fuji Park has some capacity already for livestock, a carnival and other attractions. The location is ideal being easily accessible from U.S. 395 and offers high visibility. Its proximity to Costco, Bodine's and the shops at Topsy Lane are seen as advantages. Parking would be a definite limitation but there are vacant lots in the area on the Douglas County side that may be used and would be feasible if the fair offered a shuttle service.

There is sufficient room for erecting portable tents to display those items normally found at Fair such as quilts, baked goods, jams and jellies, sewing projects and other static exhibits. Tents could be placed on the dirt pads on the south east side of the park to house small livestock and cattle and a small livestock show arena.

The main horse arena would host horse events during the day and entertainment at night. An additional grandstand could be brought in for more seating. If a concert were to be held, seats could be brought into the arena as well. Other evening entertainment ideas are a bull riding event, mutton busting and Latin music.

## 5. MARKETING STRATEGY

Join forces with 4-H and FFA to attract youth exhibitors from around the state. A great advantage of beginning this venture in 2014 is the celebration of Nevada's sesquicentennial and how the Fair can tie into this theme. Farm to Fork legislation was passed in 2013 and this would be a great setting to invite farmers to display and sell their goods.

Carson City Convention and Visitor's Bureau and its Douglas County counterpart would be willing to assist in promotion of the fair. According to the Nevada150.org website, "Events designated as Nevada 150 Signature Events will gain exclusive exposure through marketing outreach including:

- Exclusive listing on the Nevada 150 website
- Media Outreach
- Inclusion in public relations materials
- Potential for additional funding
- Use of the "Official Nevada 150 Event" logo on event marketing materials
- Other benefits as negotiated with the event"

To be considered a Signature Event, it must be a one-time only event held during the Sesquicentennial year. The benefits include marketing, use of the logo and potential funding. The ability to hold a fair in subsequent years would depend on the success of the inaugural year. One idea would be to call the 2014 fair the *Nevada Sesquicentennial Fair*. If it is proven that Carson City can support an event of this magnitude the name could be changed to the *Nevada Fair* or the *Nevada State Fair*.

Partner with other attractions in Carson City and the surrounding area for "package deals." One idea is to have a fee that would include a one day pass into the Fair and a selection of two other options; one of the options being area museums and another being a ride on the V&T, MS Dixie or other attractions.

## 6. ORGANIZATION AND STAFFING

To plan a fair for 2014, the time is short but it is not impossible. A Fair Manager would need to be hired as soon as possible. This person would be responsible for statewide marketing,

organizing the schedule, securing the needed equipment, working with volunteers and identifying fair staffing needs. The City Manager's office and the Parks and Recreation Department would play a significant role in assisting the Fair Manager.

Typically volunteer groups are formed to head up individual aspects of the Fair. For example, there will be a livestock committee, a static event committee, an evening entertainment committee, etc. As for the Fair time itself it is anticipated temporary employees will be needed for numerous functions such as janitorial services, oversight of each area, security, parking and transportation.

#### **7. SCHEDULE AND TIMELINE**

October 3, 2013: approval by the Board of Supervisors

November 1, 2013: Fair Manager hired

November 15, 2013: Volunteer committees' have their assignments and begin regular meetings of their sub-committees

December 1, 2013: marketing has begun; web site is set up; all county 4-H offices have been notified of the Fair; State FFA program has been notified of the Fair

January 15, 2014: tentative schedule of events

April 1, 2014: finalize the schedule of events

May 1 2014: entries open

July 11, 2014: entries close

July 28, 2014: begin set-up of Fair Grounds

July 30-August 3, 2014: Fair Time!!

#### **8. FINANCIAL PROJECTIONS**

##### **Upfront Cost Estimate:**

Fair Manager November-August 2014: \$50,000

Livestock Show Software: \$2,000

Tents: \$4,000

Ribbons/awards: \$5,000

Misc. infrastructure needs including shuttle service: \$14,000

**Total: \$75,000**

##### **Possible Income:**

Carnival: \$20,000

Ticket sales:

Entertainment:

Booth: \$350 x ???

Food Vendors:

Sponsorships:



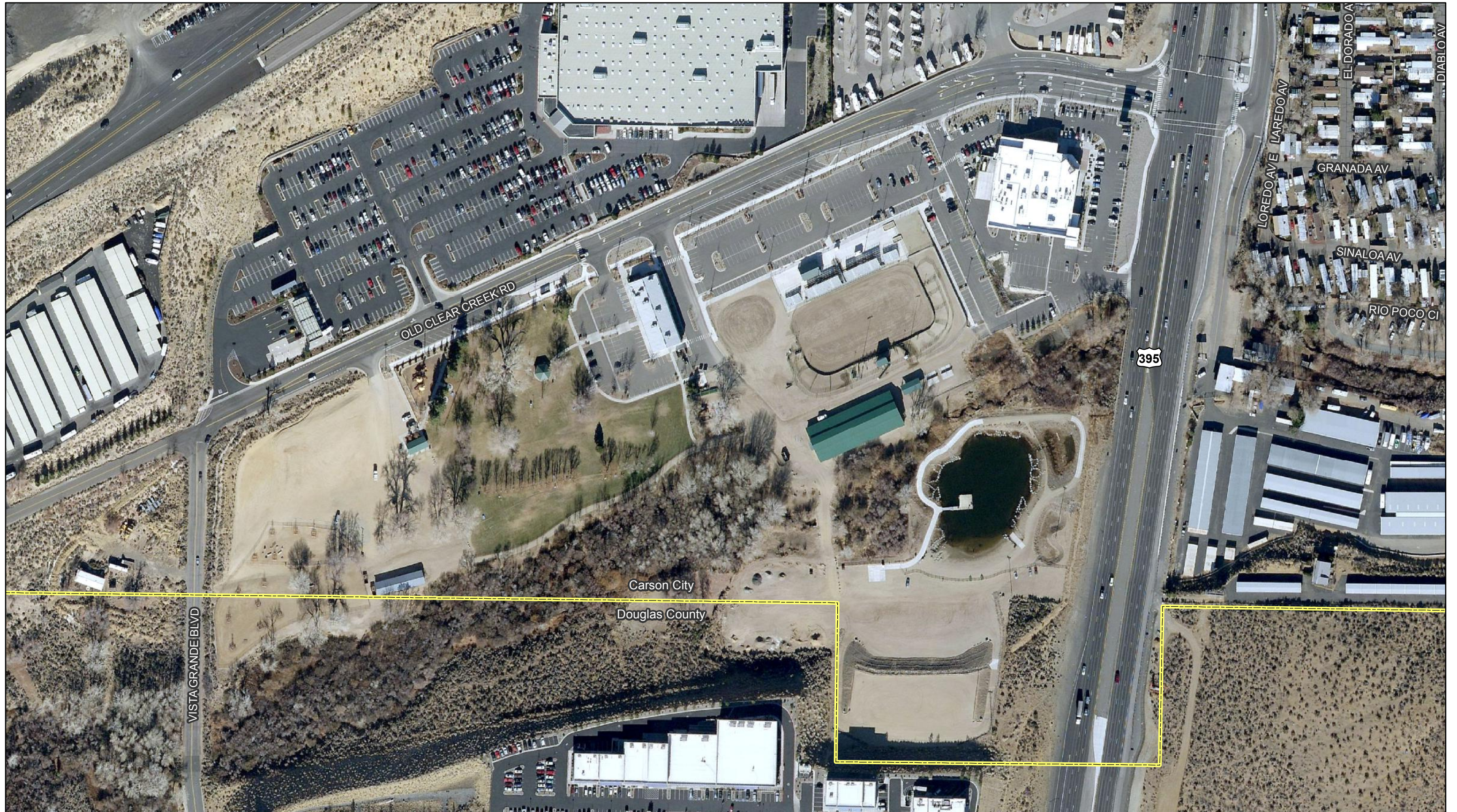
**9. FINDINGS AND RECOMMENDATIONS**

Based on the information presented in this feasibility study, the State Fair Feasibility Committee recommends that the Carson City Board of Supervisors approves funding and directs the City Manager to plan for a Nevada Sesquicentennial Fair in to be held at Fuji Park and Fairgrounds July 30-August 3, 2014. The findings of this feasibility study show that this Fair will be highly beneficial to the city and area businesses and has a high probability of success. Additionally it has the potential to be a Nevada 150 Signature Event.

**10. Appendix****CARSON CITY STATE FAIR EXPLORATORY COMMITTEE MEMBERS**

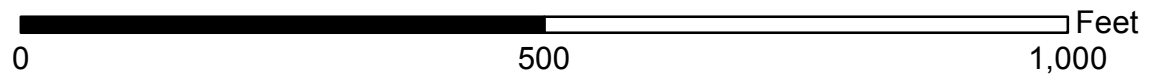
Last Name	First Name	Represents
Albertsen	Steve	Inter office mail to Sheriff's Office
Causey	Tannis	RSVP Fair Manager
Crawford	Tom	Carson City Sheriff Reserves
Derks	Gary	Community Advocate
Dressler	Tonja	Nevada Jr Livestock Showboard
Dunn	Joel	CCCVB
Fahrenbruch	Scott	CCP&R
Frels	Aj	Carson Valley Visitors Authority
Haas	Susan	RSVP Executive Director & CEO
Harmer	Joylyn	Beef and Sheep Producers/Youth 4H
Harmer	Zoie	4H Member representative
Knight	Gail	Costco
Larson	Rick	Wold Amusements
Lehman	Erin	4H Leader: Horse
Lehman	Caden	Carson FFA/4H
Lehmann	Sean	Carson City Parks & Rec Bd
Lepire	Ivan	Camp-N-Town
Livermore	Peter	Assemblyman
MacKenzie	Miya	MacWest Marketing/Hop and Mae Adams F
MacKenzie	Chris	Allison MacKenzie Law Firm
Mann	Charlie	Carson High FFA Instructor
Mayhorn	Ernie	Community Advocate
Moellendorf	Roger	Carson City Parks and Recreation Dept.
Nicholson	Al	Community Advocate: Community
Pegram	Mike	Bodine's and Carson Valley Inn
Pittenger	Patrick	CC Public Works
Saavedra	Claudia	Community Resources

Stewart	Stew	Carson Valley Inn
Tate	Bob	Costco
Wallin	Sandy	UNR Cooperative Extension
Willis	Robey	Community Advocate
Works	Marena	Carson City EX Offices
Works	Christy	4-H /Ag in the Classroom Volunteer



# Fairgrounds and Fuji Park

1 in = 183 ft



The data contained herein has been housed and/or compiled in a geographic information system (GIS) by Douglas County for the use of Carson City. The data does not represent survey delineation and should not be construed as a replacement for the authoritative source, plat maps, deeds, resurveys, etc. No liability is assumed by Carson City or Douglas County or as to the sufficiency or accuracy of the data.

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