

**Carson City
Agenda Report**

Date Submitted: September 22, 2014

Agenda Date Requested: October 2, 2014
Time Requested: 30 Minutes

To: Mayor and Supervisors

From: Marena Works, Deputy City Manager

Subject Title: Status report and final briefing on the Nevada Sesquicentennial Fair.

Staff Summary: At their October 3, 2013 meeting the Board of Supervisors directed the City Manager to plan for a Nevada Sesquicentennial Fair to be held at Fuji Park and Fairgrounds July 30 - August 3, 2014. Deputy City Manager Marena Works will provide the Board with a briefing on the results of the Fair.

Type of Action Requested: (check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Status Report Only

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: No Action, report only

Explanation for Recommended Board Action: N/A

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

Fiscal Impact: N/A

Explanation of Impact: N/A

Funding Source: N/A

Alternatives: N/A

Supporting Material: Annual Report

Prepared By: Janet Busse, City Manager's Office

Reviewed By: Yvonne A. Wells DCM
(City Manager)

Date: 9/23/14

[Signature]
(District Attorney)

Date: 9/23/14

[Signature]
(Finance Director)

Date: 9/23/14

Board Action Taken:

Motion: _____

1) _____

Aye/Nay

2) _____

(Vote Recorded By)

2014

Sesquicentennial Fair Annual Report



SESQUICENTENNIAL FAIR ANNUAL REPORT

The Fair

The Nevada Sesquicentennial Fair was a first-year fair dedicated to the 150th celebration of Nevada's statehood. The Fair was held at Fuji Park and Fairgrounds, a quaint venue with a beautiful lawn and lots of trees – the perfect setting for a Fair. Governor Brian Sandoval, along with other distinguished dignitaries, rolled in on the Well Fargo Stage Coach for the grand opening ribbon cutting. Exhibits included fly tying demonstrations, a muzzle loader group encampment, a Department of Agriculture exhibit promoting "Buy Nevada", a Northern Nevada Dairymen display, and a 4-H garden, all of which were completed with music and clowns. Livestock were housed in tents and exhibitors gave tours of the livestock area to fair-goers. The exhibit hall displayed clothing, quilts, food, photography, spinning demonstrations and art exhibits. The grandstand featured the Comstock Cowboys concert Friday night, State Farriers Competition Thursday and Friday, Ranch Rodeo Saturday night and Sunday.

Our Mission

To bring a Fair to Carson City for all ages to enjoy and to provide a wholesome experience and annual event that continues to grow and promote the commonwealth of not only the city but the participants as well.

The Sesquicentennial Fair was a true family-oriented and community-based event. The blend of adult and children activities shaped an atmosphere which promoted family outings and meetings between friends, and engaged all members of the community. The can-do attitude that brought the fair together continued throughout the five days, creating an event that promoted togetherness in a friendly, 'small-town' environment. Ultimately, the Sesquicentennial Fair touched upon a family need of Carson City and brought the community together in a way that only a uniquely diverse event, such as this one, has the ability to do.

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- The Fair
- Our Mission

3 - Grandstand

- Comstock Cowboy
- Ranch Rodeo

4 - Livestock

- Livestock Show
- Numbers

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- Our Business and Growth
- Areas to Improve

GRAND STAND EVENTS

Comstock Cowboys

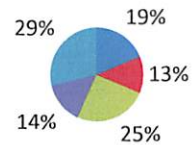
The Comstock Cowboys brought in a total of **310** people. With the **Chamber of Commerce** sponsoring the event, the Comstock Cowboys brought in **\$3,399.46** of Fair revenue.

Ranch Rodeo

The Ranch Rodeo brought in **215** people and was a two day event. The event brought in a total profit of **\$3,339.94**

Ticket Sales

- Tickets sold in store
- printed tickets sold by comstock cowboys
- tickets donated
- at door sales
- online tickets sold



LIVESTOCK

Livestock Show

The livestock show featured rabbits, chickens, goats, sheep, swine and beef and dairy cattle. This event not only allowed exhibitors to participate in the show and sale but also gave the general public the exposure to livestock animals in a unique, hands-on learning environment. Livestock shows, apart from being a staple in the American culture and a constant presence at State Fairs, also help to increase economic revenue. For instance, the 2011 Kentucky North American International Livestock Exposition contributed an \$11.6 million economic impact through advancement of the common wealth.

A 2012 study conducted by Texas Tech University aimed at validating the perceived benefits of competitive youth livestock exhibition found the most common benefits were: 1) social relationships, 2) character, 3) family togetherness and values, 4) exposure to cultures, and 5) knowledge and care of animals. This study explained that, "... character development was a close second to social development as the most important benefit of competitive livestock exhibition. Responsibility was identified as being developed through the attention, time and care that animal project requires. Confidence was instilled in the exhibitors because they see that they can take care of an animal. Sportsmanship developed though livestock showing because it is a competitive event. Exposure to loss at an early age helps prepare youth for similar situations that will happen in life. The participants perceived these meanings as a builder of character, which is an essential life skill."

(<http://pioneersentinel.com/2012/01/10/study-show-benefits-of-youth-participation-in-livestock-shows/>)

Numbers

\$29,375.97 gross sales from the livestock auction generating economic boost to the youth exhibitors

36 youth participated and showed their animals

There were **567** entries



FINANCIAL OUTLOOK

Ordinary Income/Expense	
Income	
CCVB	10,607.45
Contingency Unposted	75,000.00
Donations	16,250.00
Sales	
Entertainment Ticket sales	6,739.40
Sales - Other	47,377.62
Total Sales	54,117.02
Vendor	
food and beverage	23,638.07
Vendor - Other	8,300.00
Total Vendor	31,938.07
Total Income	187,912.54
Expense	
Advertising and Promotion	1,914.00
Computer and Internet Expenses	2,195.00
livestock Expense	37,710.00
lodging	2,909.50
Meals and Entertainment	18,885.85
Office Supplies	305.05
Payroll Expenses	66,519.34
premiums	3,104.00
rentals	11,245.00
Repairs and Maintenance	683.78
Sanitary	6,818.00
transportation expense	3,400.00
Utilities	220.00
Total Expense	155,909.52
Net Ordinary Income	32,003.02
Net Income	* \$32,003.02

*Financial estimate as of 9/2014, final net income should be within +/- \$3,000

About **21,000** people attended the Fair. Since the admission into the fair was free the attendance information was collected and calculated by based on shuttle bus use and attendance at various exhibits.

The carnival grossed **\$61,981** creating **\$15,995** revenue

48 vendors partook in the fair, with **12** of them coming from out of state.

Food vendors grossed **\$60,278** generating **\$21,618** fair revenue



FINAL NOTES

Our Business and its Growth

The Fair provided exhibits and events of agriculture, mechanics, dairy, modern eating and nutrition, livestock, sewing, and arts. Of course there were food vendors, carnival rides, entertainment, grandstand events and a livestock show and sale. The Fair not only provided a safe and fun public gathering but also a place where the public and vendors were given an opportunity to learn more about the rich culture and activities taking place around them.

The possibilities are abundant with respect to the growth of this fair. With continued improvements to the facilities, signage, marketing and events, the popularity of the fair can rise to great heights. The fair proved itself to be a family oriented venue of popular entertainment and cultural trends. Future fairs will continue to deliver diversity and create unique events for both adults and children to enjoy.

Areas to improve

Biggest complaints were parking and signage.

Parking –This was good as there were plenty of parking places at Fandango and shuttle service went smoothly. Improvements were needed in the number of handicap areas.

Signage –Clear signage around the Fair, including directional signs and event locations, was requested to improve knowledge of on-going events. Complaints were received stating that there were no signs around town or near Fuji indicating the presence of a fair, so passerby's did not know about the fair. Also, there was no signage indicating where to go for parking for northbound traffic coming from Douglas County prior to reaching Fuji Park.

Other Improvements – Increased awareness of the horse show, and more displays in the exhibit hall were also requested.