



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: March 3, 2016

Staff Contact: Roger Moellendorf, Parks and Recreation Director (RMoellendorf@carson.org)

Agenda Title: For Possible Action: To direct staff to discontinue the Nevada Fair for 2016 and to pursue a collaboration with the Nevada State Fair, LLC, University of Nevada Cooperative Extension and 4H to combine a youth livestock and agriculture show with the Nevada State Fair in 2017.

Staff Summary: Discontinuing the Nevada Fair in 2016 will eliminate confusion among the public and competition for sponsorships, vendors, carnival operators and advertisers with the Nevada State Fair scheduled for June 9-12, 2016 in Mills Park. Staff has met with Bob Robinson of the Nevada State Fair, LCC, Lindsay Chichester of Nevada Cooperative Extension and Sandy Wallin of 4H regarding combining a youth livestock and agriculture show with the Nevada State Fair in 2017. All parties agree that combining these activities will accomplish the goal of hosting and instituting a successful comprehensive state fair in Carson City.

Agenda Action: Formal Action/Motion

Time Requested: 30 mins.

Proposed Motion

I move to direct staff to discontinue the Nevada Fair for 2016 and to pursue a collaboration with the Nevada State Fair, LLC, University of Nevada Cooperative Extension and 4H to combine a youth livestock and agriculture show with the Nevada State Fair in 2017.

Board's Strategic Goal

Quality of Life

Previous Action

Background/Issues & Analysis

The impetus to hold the first Nevada Fair in 2014 was to promote Carson City as the future home of the Nevada State Fair. The fair was included as an endorsed event in the state's sesquicentennial celebration and was titled the Nevada Sesquicentennial Fair. In 2015, "sesquicentennial" was dropped from the name. Late in 2015 staff was approached by a group headed up by Bob Robinson and Kevin Raye who own the rights to the "Nevada State Fair" name, requesting the use of Mills Park as a site for the Nevada State Fair to be held June 9-12, 2016. While this fair will not have an agricultural component, staff was immediately concerned that the similarity in the two fairs' names would cause confusion among the public, advertisers, vendors and sponsors. Parks and Recreation staff has received several inquiries from vendors and the public who are confused as a result of this situation. Carson City's contracted fair manager, Susan Taylor, has written a letter (attached) that expresses her concerns that two fairs in Carson City within 45 days will negatively affect both events. Ms. Taylor states in her letter that she has already been contacted by her carnival operator and several vendors that they will not come back to the City's fair this year because of the competition with the Nevada State Fair. Carnivals represent a critical revenue source for fairs. Ms. Taylor states that she has contacted numerous individuals in the fair industry and they have told her that two fairs in Carson City within 45 days will assure that neither event will

be successful. Staff has met with the Nevada State Fair, LCC, Cooperative Extension and 4H and they are recommending to forgo a fair of any type at Fuji Park in 2016 and to devote the energies of the City, the Nevada State Fair, Cooperative Extension and 4H in planning a comprehensive state fair in 2017 that will include a youth livestock and agriculture show. This fair would be held at Mills Park, Fuji Park and the Fairgrounds. All included believe that this action will fulfill the goal of the original fair advocates of hosting the Nevada State Fair in Carson City. Attached is a letter from the Lindsay Chichester, Cooperative Extension Educator, James Barcellos, Youth Development and Sandy Wallin of 4H expressing their interests in forgoing a 2016 fair and livestock show and to pursue a collaboration with the City, and the Nevada State Fair, LCC to plan a comprehensive Nevada State Fair in 2017.

Applicable Statute, Code, Policy, Rule or Regulation

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number: \$60,000 savings if we cancel the 2016 Fair.

Is it currently budgeted? Yes No

Explanation of Fiscal Impact:

Alternatives

Reject the recommendation and give staff another direction.

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)



MEMO

DATE: February 2, 2016

TO: Roger Moellendorf

Cc: Scott Fahrenbruch, Vern Krahn

FROM: Susan Taylor

As a result of our phone conversation today the following are my concerns regarding the 2016 Nevada Fair.

The city has booked the Nevada State Fair to be held June 9 – 12, 2016 in Carson City.

While I understand the booking of the event, in that it is income to the city without any risk or liability, it will affect our Nevada Fair significantly.

I spoke with our carnival owner, Paul Maurer, and he will NOT be contracting with our fair in 2016. The reason being the city has events with carnivals in May, June (Nevada State Fair), July 4th, and then our fair the end of July. That is too many carnivals in a 3 month period for the citizens of a city our size to afford. He stated that adding the Nevada State Fair will significantly decrease the revenue to our fair also as it is before us.

We will be competing for the same sponsorship dollars, again in a forty five day period of time.

We will be competing for vendors for both events. We have already lost two food vendors and three commercial vendors as they stated "citizens don't have enough money for two fairs in that short of a period of time."

There is already confusion regarding the Nevada State Fair and our Nevada Fair. It would mean rebranding our fair with a different name. That would require extra advertising with a limited budget and there would still be confusion.

I have spoken with other fair managers, Western Fairs Association, and numerous others in the fair industry and ALL have stated that two fairs in the same town 45 days apart will mean that neither event will be successful as the dollars of the community will be split.

As manager of the fair I understand the risk, financially, the city accepts in having a fair. Two fairs in a 45 day period will affect both fairs to the point neither will be successful.

As I see it you have the following options:

Go forward with both fairs knowing it will be a struggle and both fairs will probably show a loss.

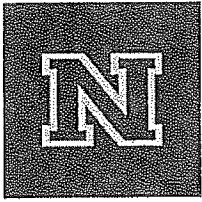
Cancel the contract with the Nevada State Fair. (I don't know if that is possible at this late date.)

Cancel the 2016 Nevada Fair and see the outcome of the Nevada State Fair before deciding the fate of the 2017 Nevada Fair.

We have had very positive feedback on the Nevada Fair the last two years. Even though the profit was not what the city had hoped, we did show profit. The Western Fairs Association stated that they had expected a loss for at least the first three years of a new fair. (Even with the \$60,000 per year from the city taken into consideration)

I would hate to see us not have the fair as we have worked hard building our fair and have the momentum for future fairs. However, financially, once again, two fairs in 45 days will not work.

Susan Taylor, Fair Manager
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University of Nevada
Cooperative Extension
Carson City/Storey County

February 10, 2016

Carson City Board of Supervisors

University of Nevada Cooperative Extension/ Carson City and 4-H programs would like to express concern over the Nevada Fair tentatively set for July 28 – 31, 2016. With the addition of Nevada State Fair set for June 9 – 12, 2016 at Mills Park the potential exists for confusion between the two fairs taking place within a five week time period. There is also concern regarding sponsorship, vendors, marketing, and attendance for the two events scheduled so close to one another.

At its scheduled present site, the Nevada State Fair has no space for static exhibits, agriculture displays or a youth livestock component. Cooperative Extension has an interest in exploring the option of retaining a youth livestock show with displays and demonstrations of agriculture commodities, static exhibits and competitions at Carson City Fairgrounds and Fuji Park in 2017. In effort to make 2017 a more dynamic fair, we would be willing to forgo a 2016 youth livestock show. By partnering with Nevada State Fair, there is the possibility to bring a more comprehensive fair to the Carson City area.

We thank you for your time and continued support of University of Nevada Cooperative Extension.

Sincerely,

Lindsay Chichester, Extension Educator

James Barcellos, Youth Development

Sandy Wallin, 4-H Programs

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