

## July 26, 2016 Joint Board Meeting

### Review of Ideas for the Future of the Santa Cruz County Fairgrounds

#### **Fairgrounds Mission Statement:**

The mission of the Santa Cruz County Fairgrounds is to provide a safe place for community events, educational opportunities and the annual fair that showcases the talents and diversity of our community.

#### **Foundation Vision Statement:**

Ensure a vibrant, healthy Santa Cruz County Fairgrounds

#### **Foundation Mission Statement:**

Inspire and engage our community to support our Santa Cruz County Fairgrounds to be ready in times of need as well as celebration

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### Overview of Ideas (not in priority order) discussed at the 2016 Foundation Board Retreat

#### **Current Ongoing Projects & Improvement Activities:**

- Increased lighting throughout the Fairgrounds
- Annex on Heritage Hall for Restrooms, kitchen and Storage Room
- Outdoor Market Restrooms in the Carnival Parking Lot
- Generate additional revenues
  - Increase weekday facility rentals
  - Bingo Parlor in Fine Arts Building or Heritage Hall
- Install & Maintain up to date technology
- Find ways to save energy
- Pressure Caltrans & Santa Cruz County to fix the intersection by Quick Stop
- Improve relations with Government officials & Legislators
- Capitalize on unique history but provide continuous reinvention
- Repair, update, improve infrastructure including communications, Water, Electrical, Sewer, Fire Protection, Equipment, Storage, Paving, Security and Fencing
- Planning & support for Living History Farm at Agricultural History Project – John Kegebein
- Develop Youth Leadership Program (possibly enhance JFB & Jr Livestock Committee) – Jeff Nielsen
- Enhance PR, marketing and communication – Rita Scurich
- Paint & landscape to make the fairgrounds look changed to visitors & donors - Kirk Schmidt
- Focus on long term stability of the fairgrounds enterprise - Bill Barton

## **Ideas for Future of Fairgrounds:**

### ***Short Term: (3 to 5 years)***

- Remodel Fine arts Building – Entryway, Restrooms, Open side wall to Paddy Smith Park
- Install new entry signs at both gates along highway
- Expand RV Park

### ***Long Term Possibilities: (3 to 10 years)***

- Build a roof over current Equestrian Arena
- Build a new equestrian center on land currently used by race track.
- Build large (30,000 sq ft +) multi-use building to be used for livestock during the Fair and for tradeshow and large meetings the remainder of the year
- Create a community sports center on land currently used by race track
- Build an additional 15,000 sq ft building on land currently occupied by little league
- Add annex on side of Fine Arts building for Kitchen & equipment storage
- Add annex on Harvest Building for equipment storage

## **Potential Criteria for Prioritizing long term business opportunities -**

- How each new facility can serve community needs
  - Local participation & utilization
  - Regional type facilities
- Return On Investment
  - Revenue Generation & Profitability
  - Ability to raise capital for construction & ongoing repairs & maintenance
  - Overall economic feasibility
  - Grants