

Pacific Sports Group



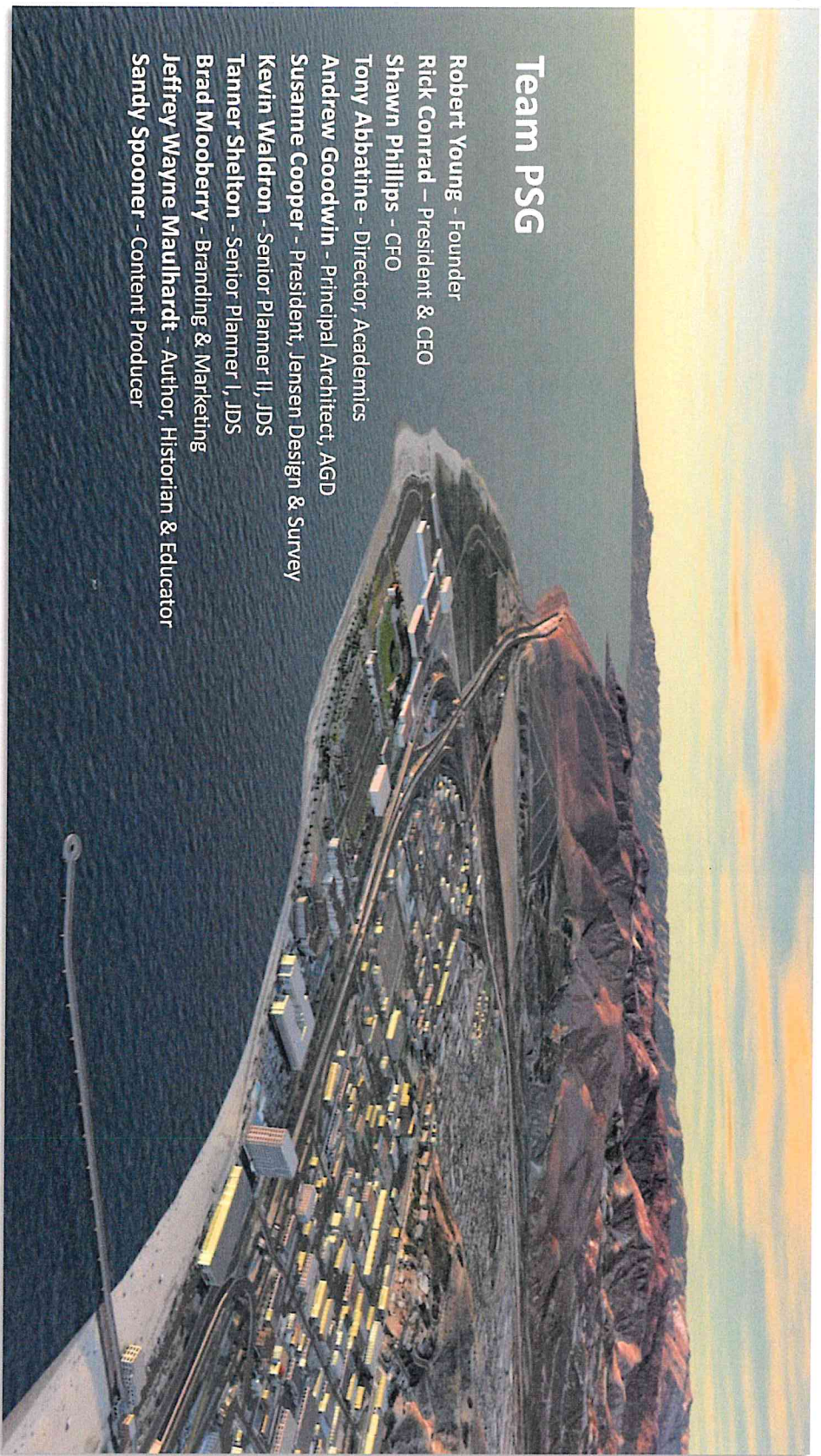
<https://www.fixthefairgrounds.com>



ROBERT YOUNG, Founder
Pacific Sports Group, Inc.

Team PSG

Robert Young - Founder
Rick Conrad – President & CEO
Shawn Phillips - CFO
Tony Abbatine - Director, Academics
Andrew Goodwin - Principal Architect, AGD
Susanne Cooper - President, Jensen Design & Survey
Kevin Waldron - Senior Planner II, JDS
Tanner Shelton - Senior Planner I, JDS
Brad Mooberry - Branding & Marketing
Jeffrey Wayne Maulhardt - Author, Historian & Educator
Sandy Spooner - Content Producer



<https://www.fixthefairgrounds.com>

Robert J. Young
PSG



October 14, 2022

TO THE HONORABLE BOARD OF DIRECTORS,
31st DISTRICT AGRICULTURAL ASSOCIATION

Pacific Sports Group (PSG) seeks a public-private partnership with the Board of Directors of the 31st District Agricultural Association (31st DAA). Our goal is to leverage the strengths of the annual Fair, rodeo, concerts, exhibits and attractions – the best of the past – with current ideas and leadership, and envision and deploy a dynamic yet secure future that will propel the 31st DAA well into the 21st Century.

22nd

ORGANIZATION

Operational Responsibilities Map

Sub-committee in charge of public oversight and management responsible for public hearings under the law.

31ST DISTRICT AGRICULTURAL ASSOCIATION (31ST DAA)

31ST DAA's Newly Formed "LEASE OPERATIONS OVERSIGHT COMMITTEE"

Leadership in a position of power and responsibility.

Combining of the two systems requires role and responsibility, action and process to all be aligned.

Events hosted at the Fairgrounds fall into two categories (the Del Mar model):

- **Events produced by the 31st DAA, the largest being the Ventura County Fair.**
- **Events and activities produced by PSG, which range from sporting events to concerts and festivals, to trade shows and consumer expos, equestrian competitions and animal shows, fundraisers, and personal celebrations.**

Leverages public agency transparency, manages good business practices, progressive maintenance and creates cash flow to pay for operations.

PACIFIC SPORTS GROUP VENTURA, LLC
Master Lease Management
(An SBU of Pacific Sports Group, Inc., an Oxnard, CA Sub-S Corporation)

<https://www.fairthefairgrounds.com>

RICK CONRAD, President & CEO
Pacific Sports Group, Inc.

Visioning Survey Results

GPAC Review Version - October 19, 2021

Aligning with the Community's Vision
checking all the boxes...



"Yes hotels and conference center but also retail and entertainment venues."

"I think there could be an awesome music venue added here similar to the Santa Barbara Bowl, due to it being 30+ minutes away from Ventura."

"Repurpose the site for residential and entertainment complex."

"Upgrade and add more events or a music venue!"

"Eliminate the noise pollution raceway. It loses money every week."

"Keep but improve as a multi-event, year-round outdoor expo-center."

"This area needs to be modernized, cleaned up with a modern transportation center. If people could Visit Ventura by bus or train that would help with our congestion in that area."

Other Ideas

- ✓ Multipurpose, year-round entertainment and concert venue
- ✓ Remove racetrack (too much noise/air pollution)
- ✓ Improve transit services to beach
- ✓ Restore natural habitat
- ✓ Redevelop as community center/civic center area
- ✓ Redevelop as community beach park
- ✓ Hold swap meets/farmers markets
- ✓ Provide free beach parking

County Fairgrounds

Question 15: What other vision do you have for the County Fairgrounds?

The Top 3 Other Ideas

- ✓ An awesome music venue added here similar to the Santa Barbara Bowl
- ✓ Hotels and conference center but also retail and entertainment venues
- ✓ Improve facilities, attract trade shows/conferences, lodging partners

Question 16: Do you have any additional thoughts or comments to share?

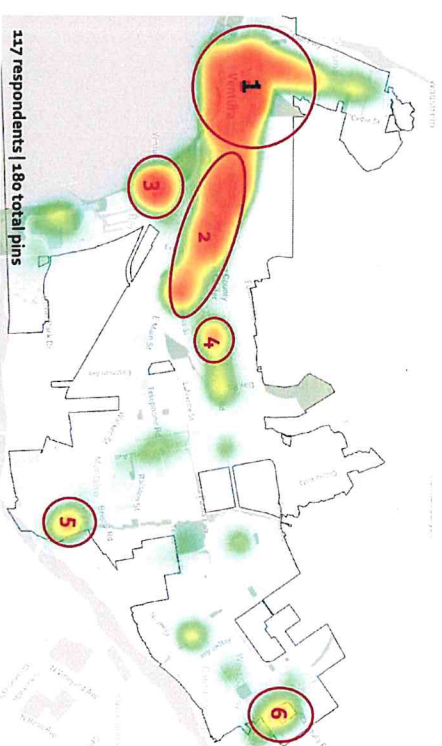
- ✓ The city MUST address the increased traffic that will accompany any additional homes and/or businesses.
- ✓ Eliminate blights along ocean like old motels, fairgrounds, etc. for higher-end uses.
- ✓ Why don't we have any nice upscale restaurants/hotels where you can go enjoy the view?
- ✓ Create a transit hub...
- ✓ Lease land the City/County owns at the fairgrounds... to raise money to improve the fairground land and to improve San Buenaventura beach park.

Area 1: Theaters, parklets, outdoor dining space, cafes, restaurants, pedestrian mall, scooter parking locations

Locations for Street Life/Mix of Uses

Ideas for street life and mix of uses included:

- Area 1: Theaters, parklets, outdoor dining space, cafes, restaurants, pedestrian mall, scooter parking locations
- Area 2: Outdoor dining space, more small businesses, redevelop mall into mixed use gathering space
- Area 3: Farmers market, pedestrian mall
- Area 4: Music and art events, more local small businesses
- Area 5: Outdoor river/nature educational programming, wineries/breweries
- Area 6: Performance and events space, community events and activities

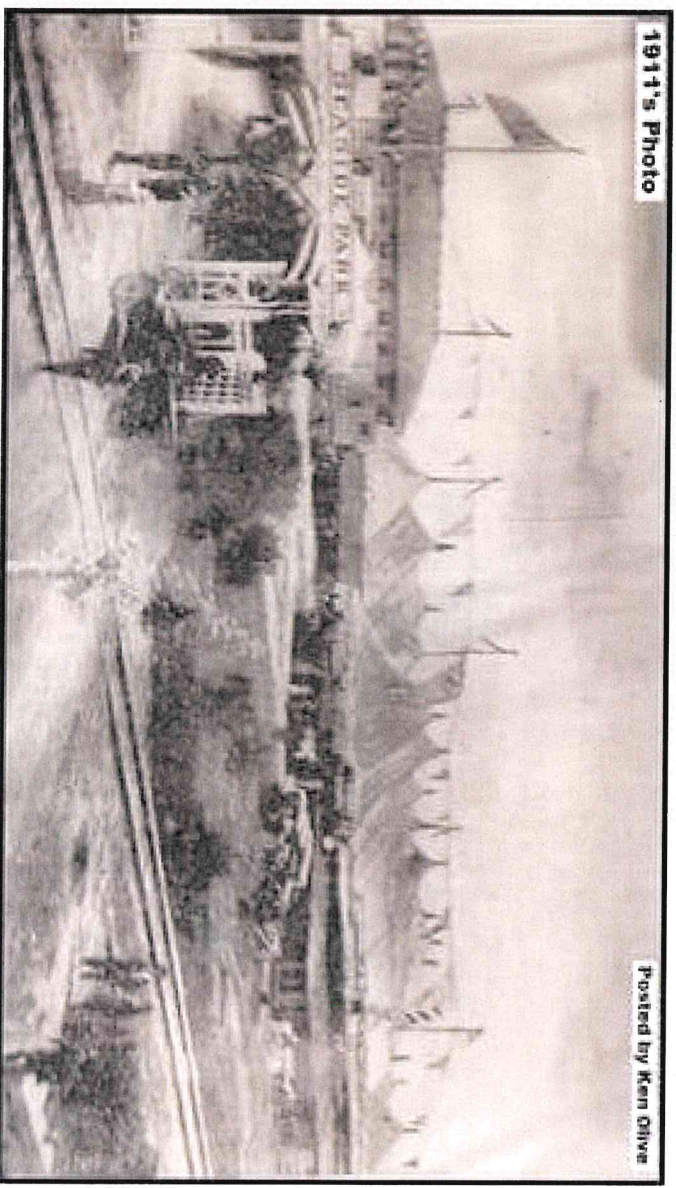


PHIL FOSTER RANGER
Great Grandson of E.P. & Orpha Foster
Bachelor of Arts, Brooks Institute
Master of Arts, Azusa University

Origins of the Ventura County Fairgrounds

- 1909 – E.P. & Orpha Foster donate the land for what becomes Seaside Park
- 1914 – This seaside site becomes the new home of the Ventura Fairgrounds

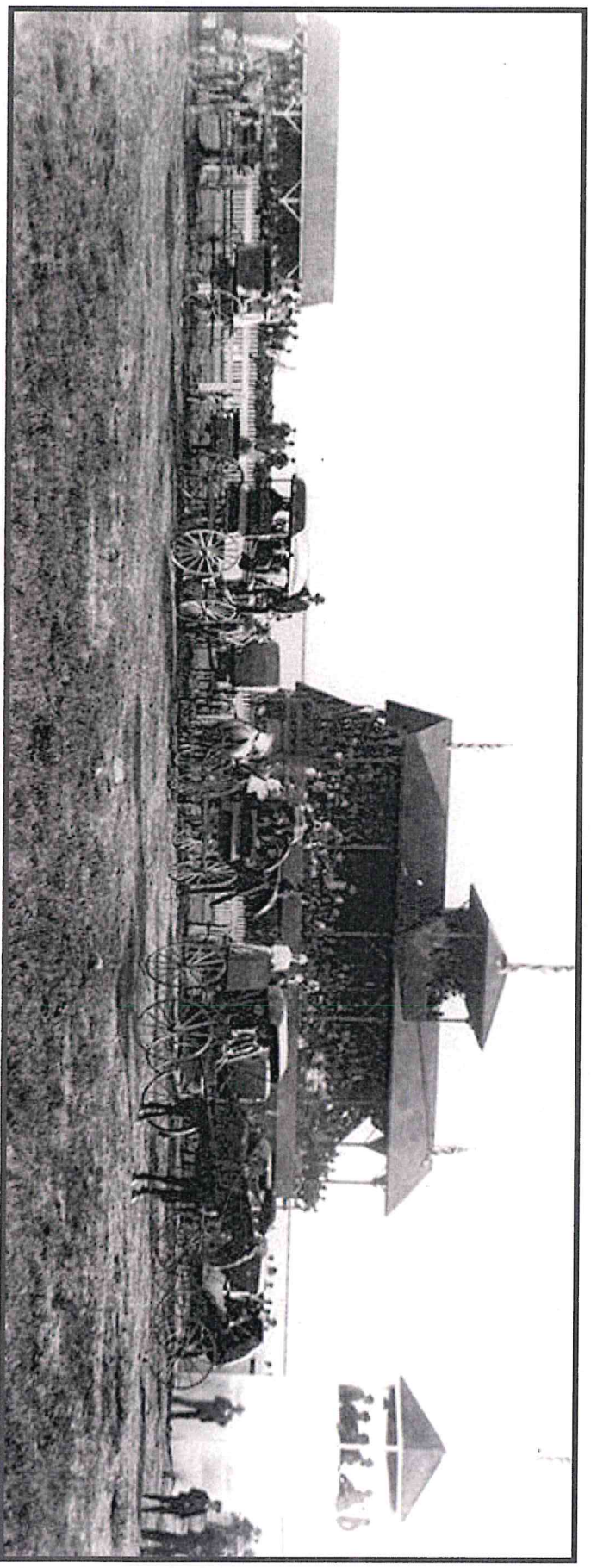
*"A public park and a place for
recreation – and be a pleasure
for the general public."*



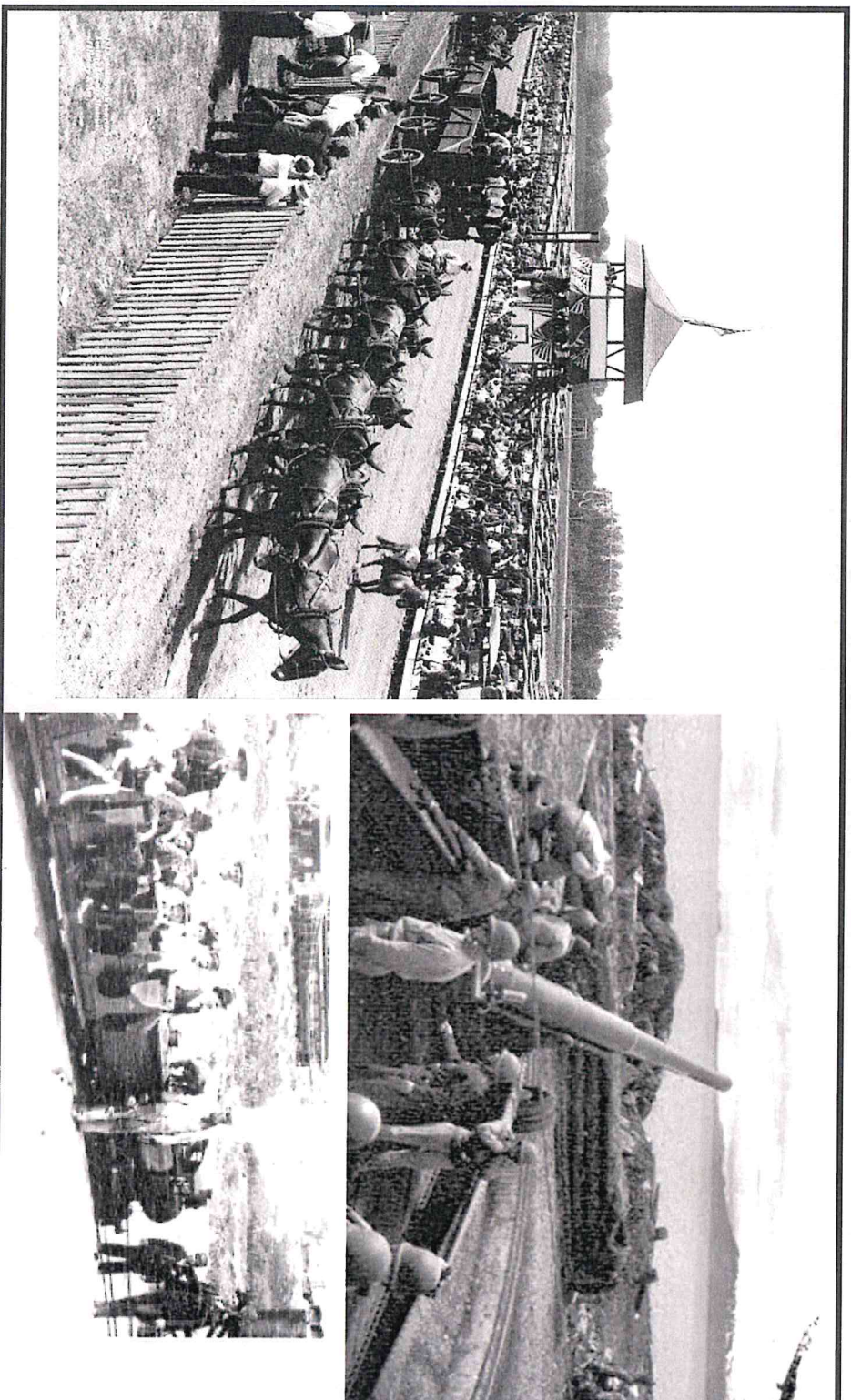
<https://www.fixthefairgrounds.com>

Origins of the Ventura County Fairgrounds

- Once the State took over the property, most of the trees are bulldozed to create what is now the Ventura County Fairgrounds.
- Chariot and horse racing, bullfights and cockfights – venues that were eventually replaced.

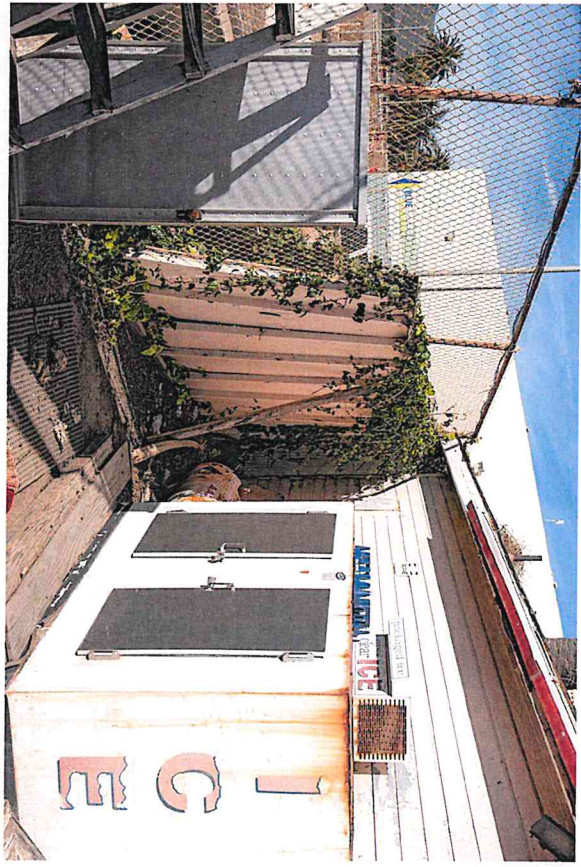
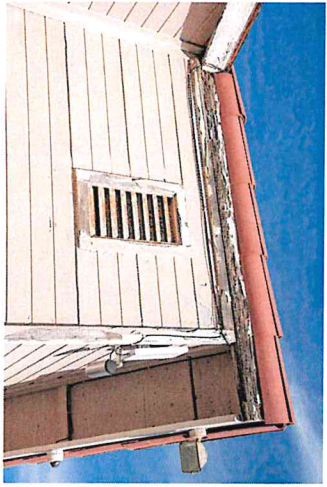
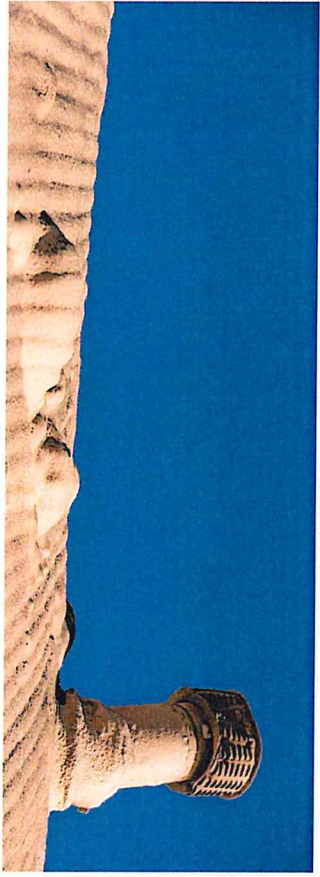
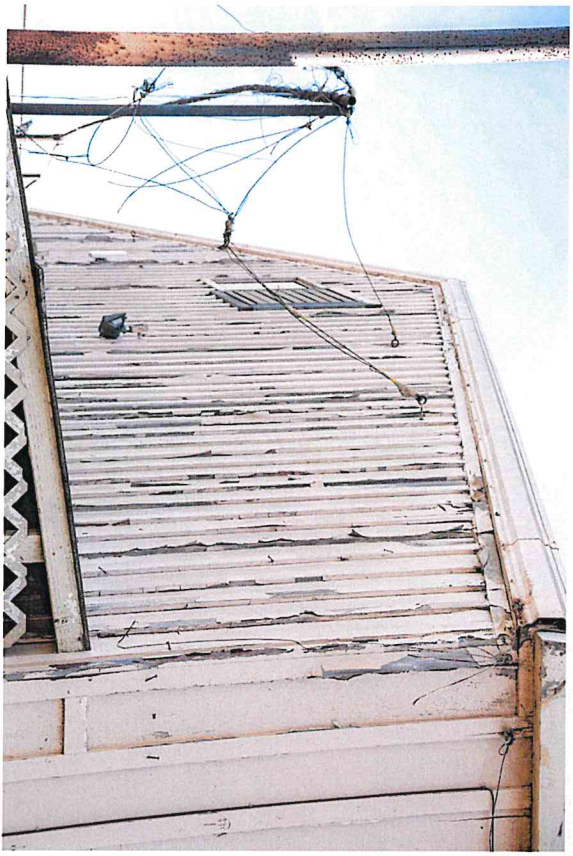


Origins of the Ventura County Fairgrounds

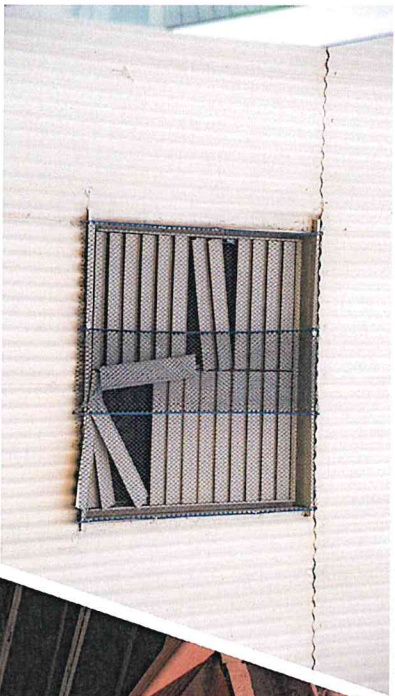
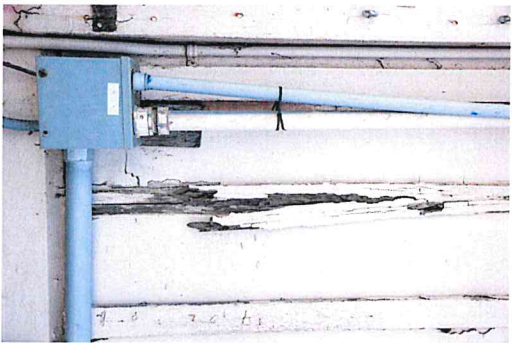


<https://www.fixthefairgrounds.com>

Our Fairgrounds today



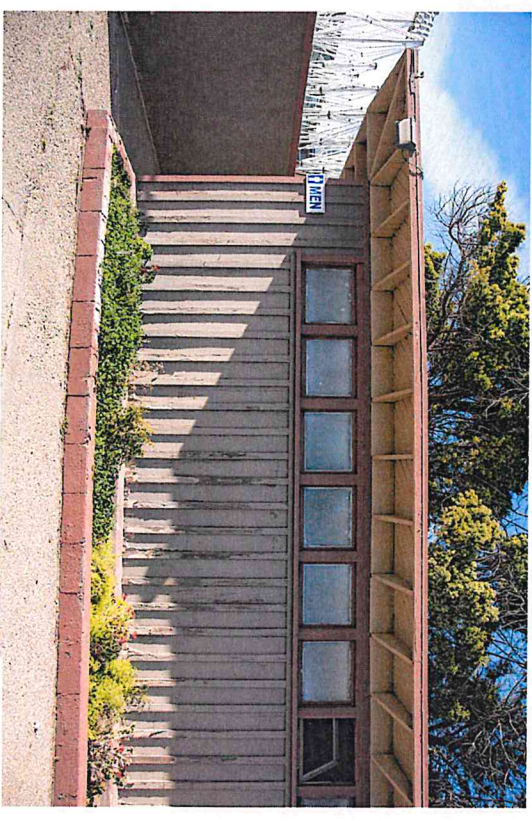
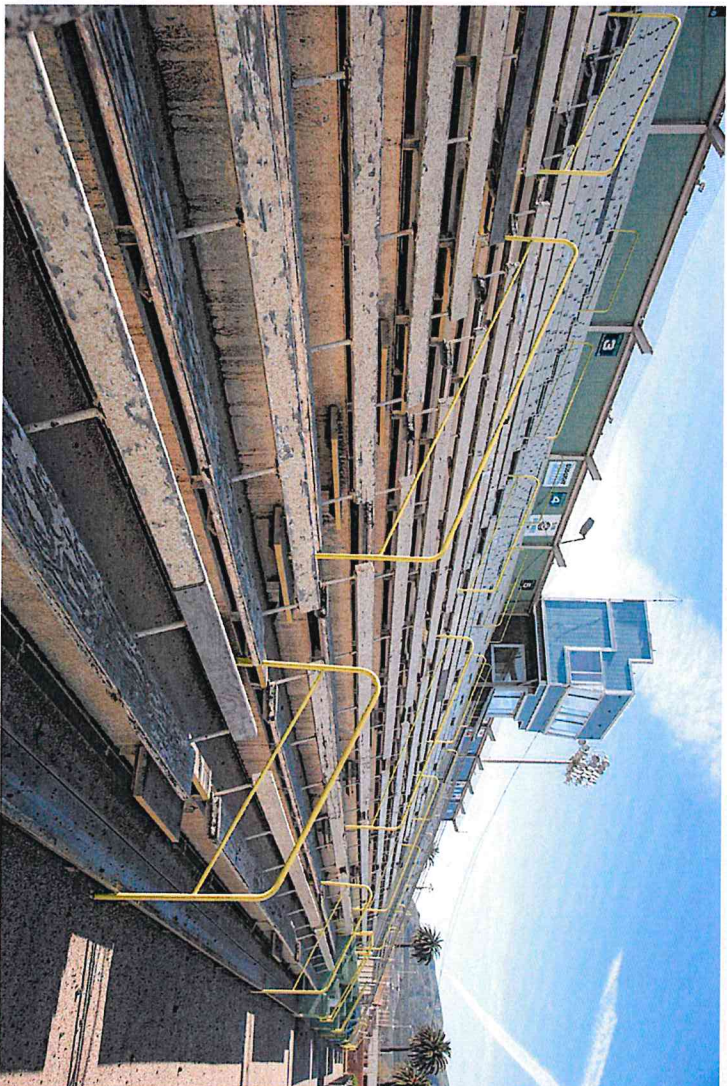
Infrastructure beyond repair



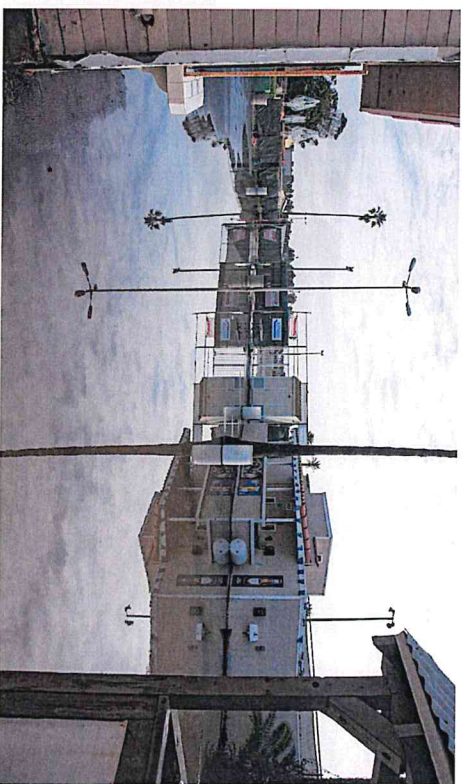
Decaying drainage



Safety hazards



Drainage issue



ANDREW GOODWIN, AIA, NCARB
Architect, Andrew Goodwin Design

Adaptive Reuse

Support the best of the past, renew what needs a lifecycle reset



Increased Mobility, three entrances/exits

Activating the entire facility with improved public circulation



3-Phase Redevelopment

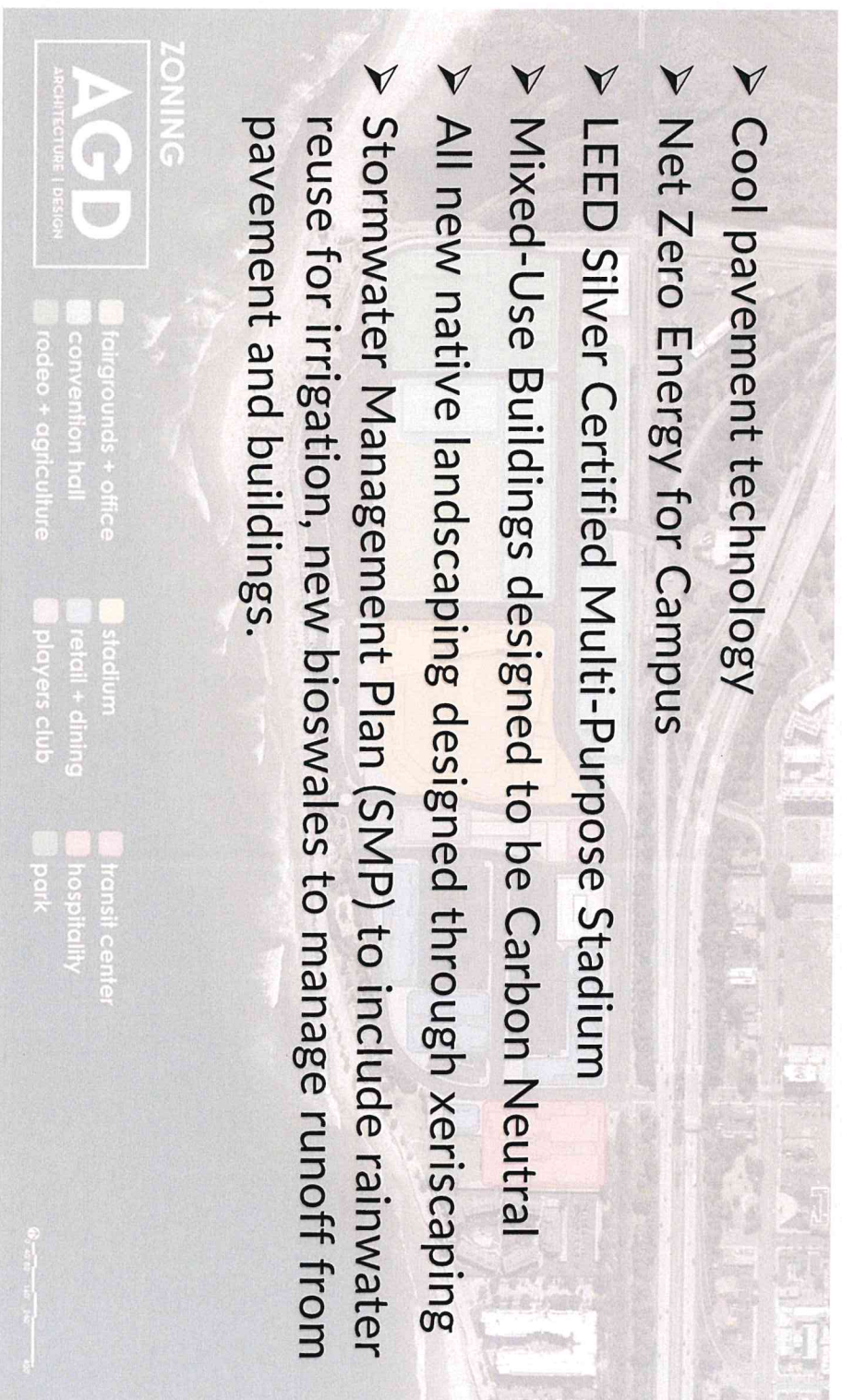
Construction: 6-Years



Environmental Mitigations per Current Codes

Pre-WWII surface/underground infrastructure replaced

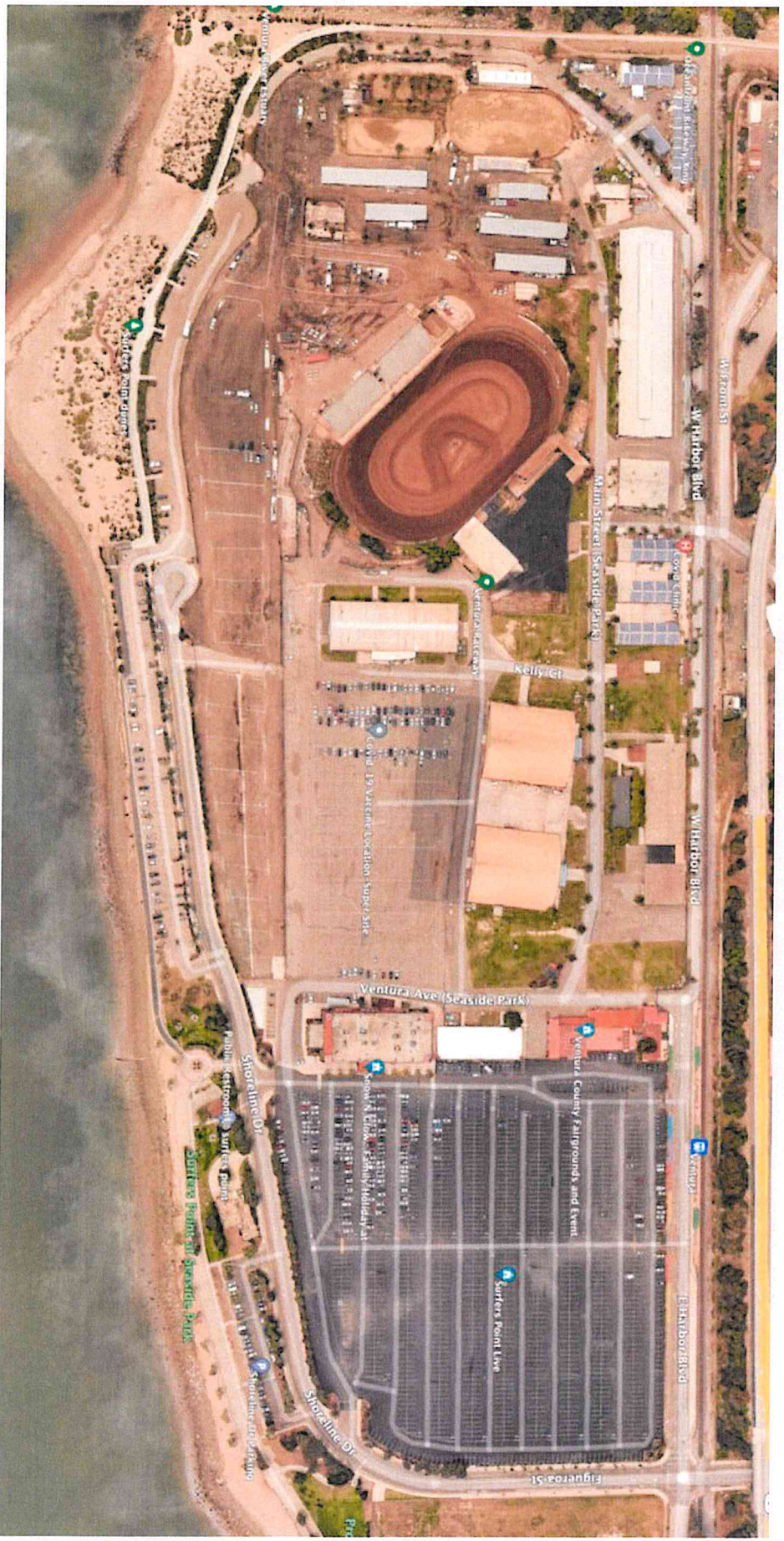
- Cool pavement technology
- Net Zero Energy for Campus
- LEED Silver Certified Multi-Purpose Stadium
- Mixed-Use Buildings designed to be Carbon Neutral
- All new native landscaping designed through xeriscaping
- Stormwater Management Plan (SMP) to include rainwater reuse for irrigation, new bioswales to manage runoff from pavement and buildings.



<https://www.thefairgrounds.com>

TANNER SHELTON, AICP
Sr. Planner I, Jensen Design and Survey

1940's piecemeal design of a Public Facility

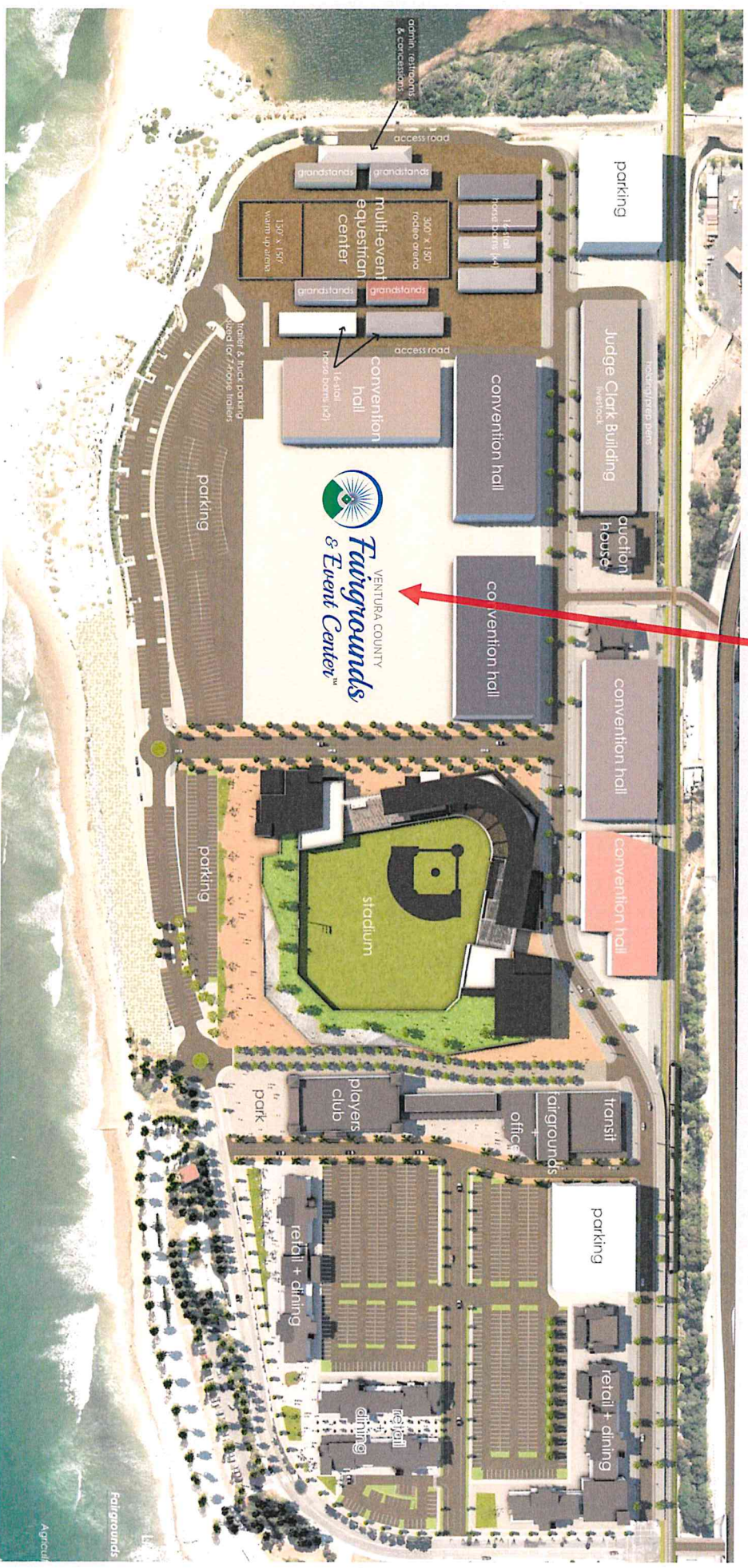


<https://www.tkshefaijgrounds.com>

Mandate: Improvements must enhance the annual Fair



Multi-Purpose Flex Space increased by 25%



Significant capital to improve Livestock Buildings



Tanner Shelton
JDS

AG Exhibits, Gems, Hobbies, Arts & Crafts displays
increased by 64% from 135,000sf to 210,000sf



<https://www.thefairgrounds.com>

Multi-Event Equestrian Center increased by 86%



New heated Grandstands increase seating to 1,000



Tanner Shelton
JDS

Multi-Purpose Stadium for entertainment, sports special
rodeo/equestrian events, Highland Games, all outdoor events.



<https://www.thefairgrounds.com>

Tanner Shelton
JDS

New Transit Center/Fairgrounds Offices with security, restrooms and counter services.



<https://www.thefairgrounds.com>

Amenities for year-round Beachgoing Public



<http://www.fletcherjournals.com>

Tanner Shelton
JDS

Reface the Derby Club



<https://www.thefairgrounds.com>

Surfer's Point Managed Shoreline Retreat Phase II



New Parking Garages add 516 spaces



Multiple parking options, multiple entrances/exits

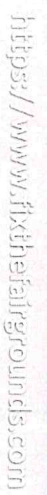


KEVIN WALDRON, AICP
Sr. Planner II, Jensen Design and Survey

Evacuation options, multiple facilities (Parking)



<https://www.fitchefairgrounds.com>



Evacuation options, multiple facilities (People)





ANDREW GOODWIN, AIA, NCARB
Andrew Goodwin Design

Livestock Center

Large Livestock

- Upgrade covered holding/prep pens
- Expand to increase livestock capacity
- Add wash racks for steers, goats, lambs

Livestock Auction Arena

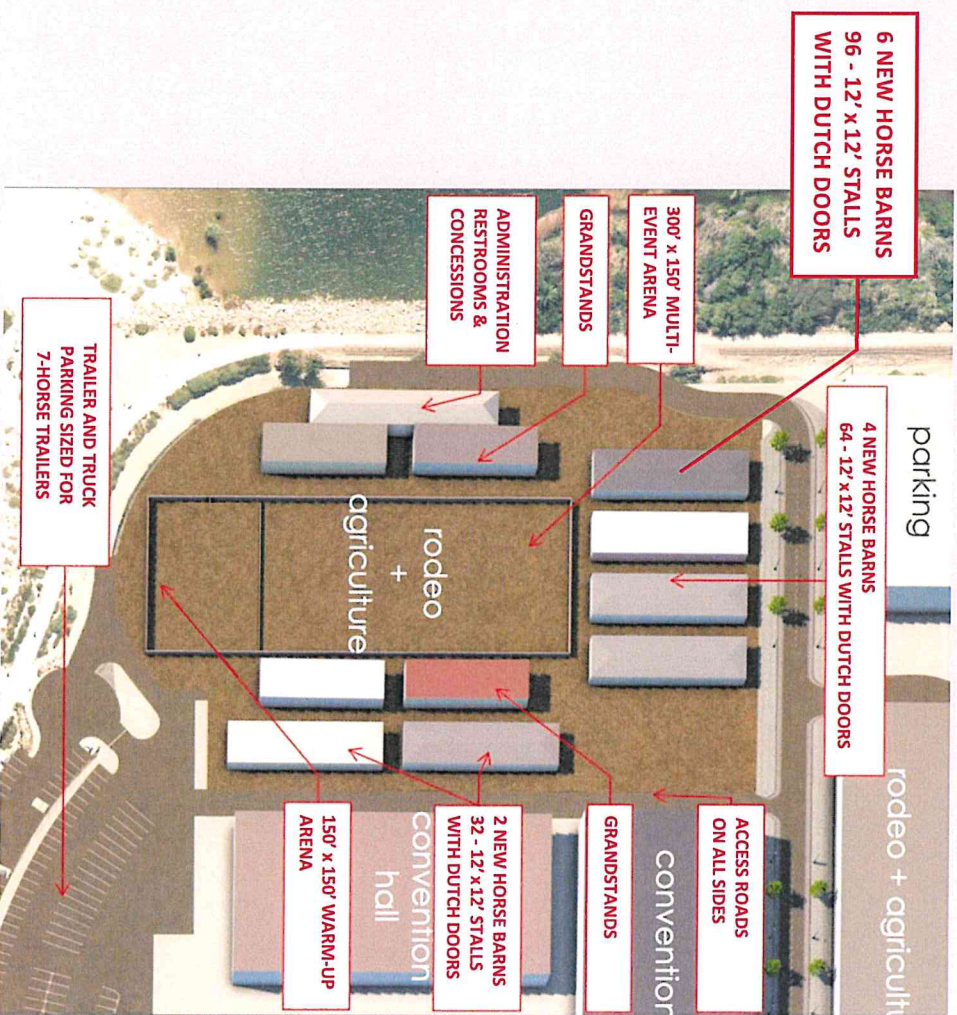
- Replace structure and include Livestock Office, restrooms, storage
- Install Solar/HVAC
- Large seating capacity
- Audio/Visual enhancements for auctions



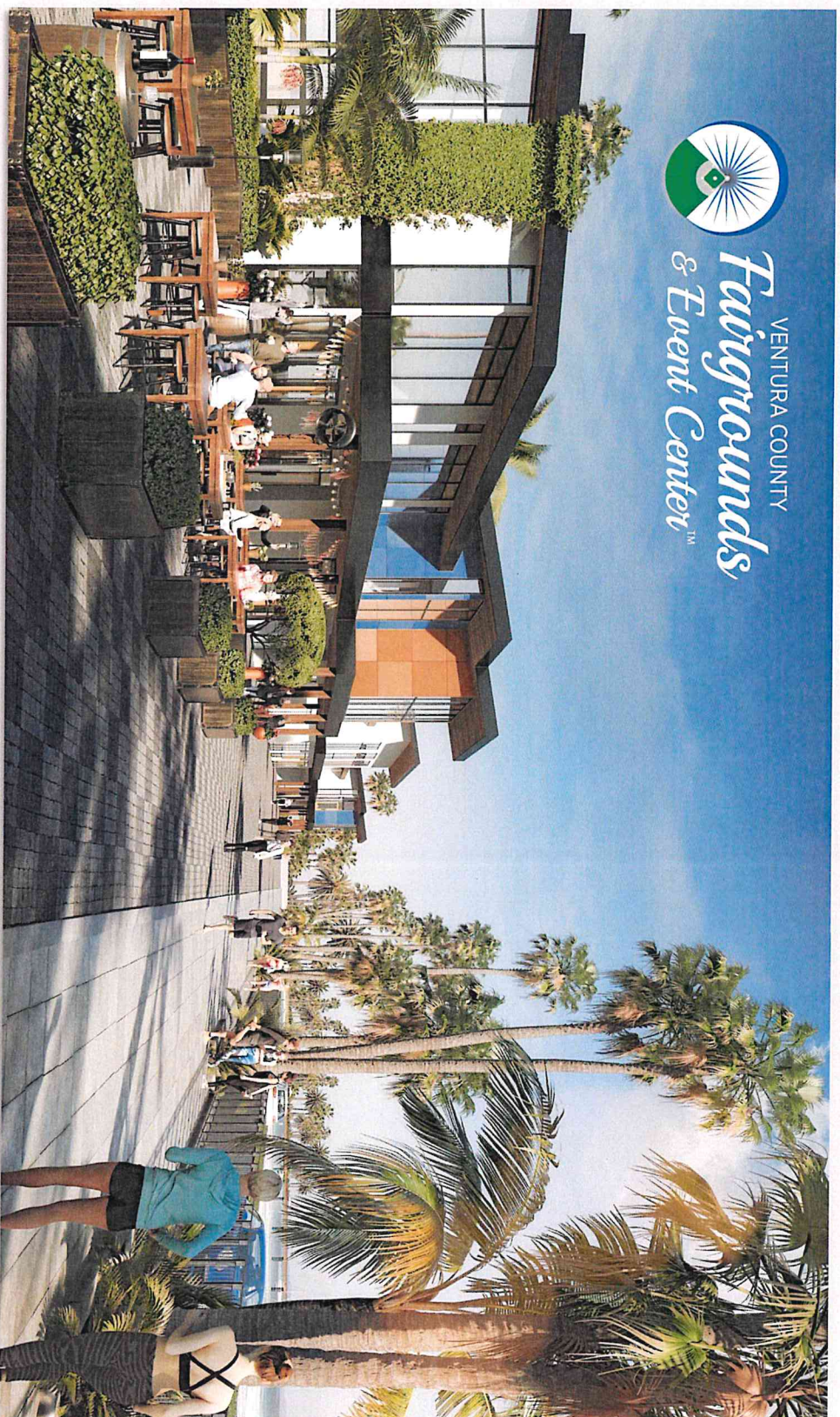
<https://www.fixthefairgrounds.com>

Multi-Event Rodeo/Equestrian Center

- Rodeo Arena enlarged by 86% from 235' x 120' to 300' x 150'
- Warm-Up Arena increased to 150' x 150'
- 6 new horse barns, able to expand in order to make the facility more viable for larger audiences and equestrian needs.
- 55 horse trailers with ample side and rear space – 14 with trailer and truck attached.
- Room to park 70 additional trailers with substantial capacity to expand into Surfer's Point Managed Shoreline Retreat lot.
- Safer and more comfortable Grandstands increased to 1,000 seats, room to expand.
- The new facilities will come with accessories for Rodeo, AG and Equestrian use and provide space for private administration, restrooms, storage and concessions.



Amenities with a View



<https://www.fairgrounds.com>

Venues



The
Bike Shop



<https://www.fixthefairgrounds.com>

Security + Public Safety

- PSG will reserve a 1,000sf **Sub-Station** for the Ventura City Police and 24/7 Fairgrounds Security.
- PSG will support any local non-profit community-based conservation groups who preserve the areas surrounding the Ventura County Fairgrounds.



<https://www.fixthefairgrounds.com>

Andrew Goodwin
AGD

Multi-Purpose Stadium



<https://www.thetotalgrounds.com>

Multi-Purpose Stadium



<https://www.fixthefairgrounds.com>

Multi-Purpose Stadium



PARKING GARAGE
ROOFTOP PROVIDES SAFE
LANDING/T.O. PLATFORM
FOR HELICOPTERS & VTOL

EVACUATION CENTER

Multi-Purpose Stadium



Multi-Purpose Stadium

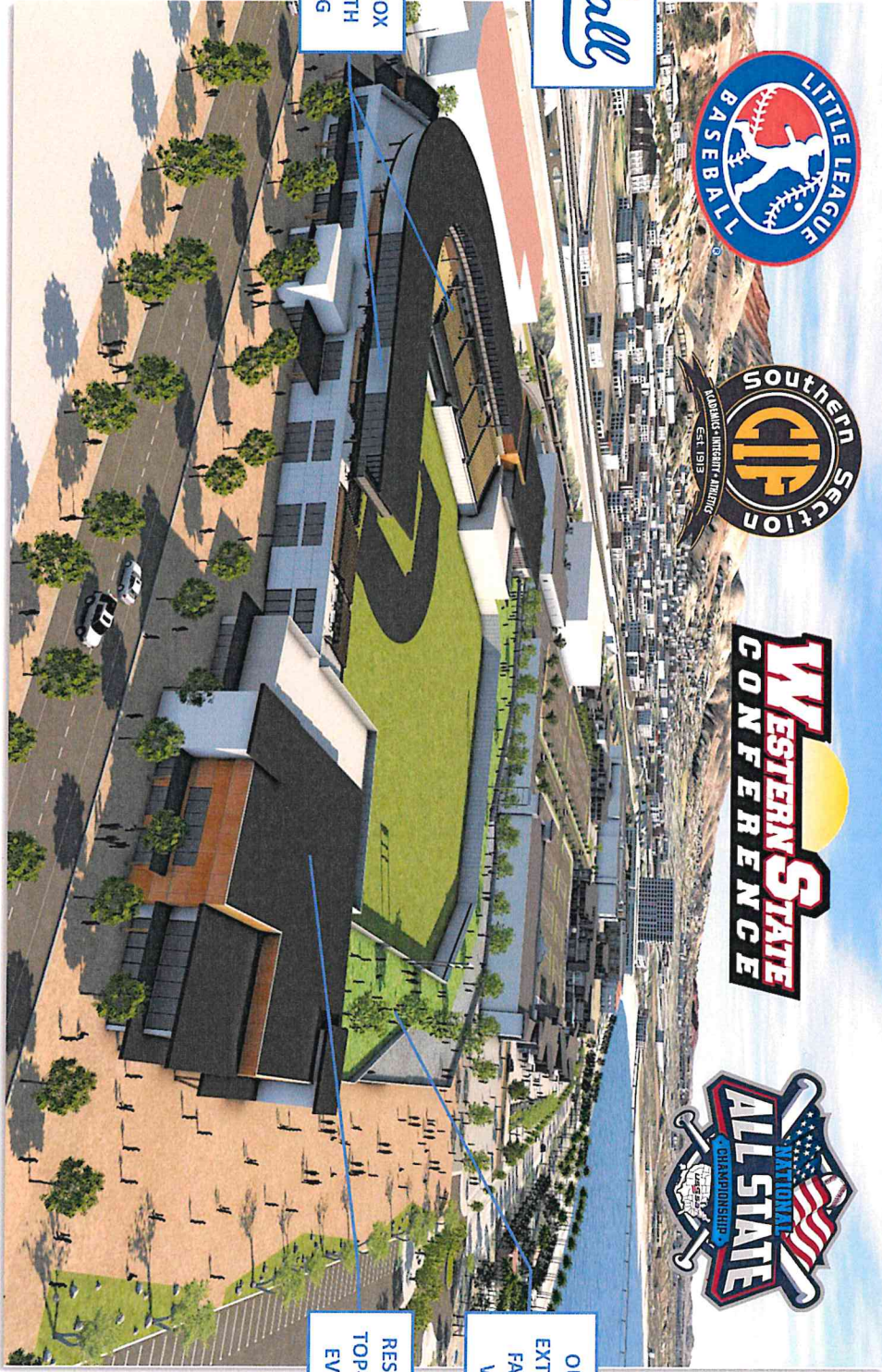
RODEO, EQUESTRIAN EVENTS
OUTDOOR CONVENTIONS
DRONE LIGHT SHOWS
HIGHLAND GAMES
MOVIE NIGHTS
FIREWORKS

7,500 STADIUM, BOX
& SUITE SEATS WITH
RADIANT HEATING

RESTAURANT WITH
TOP-DECK VIEWS OF
EVENTS OR BEACH



Multi-Purpose Stadium



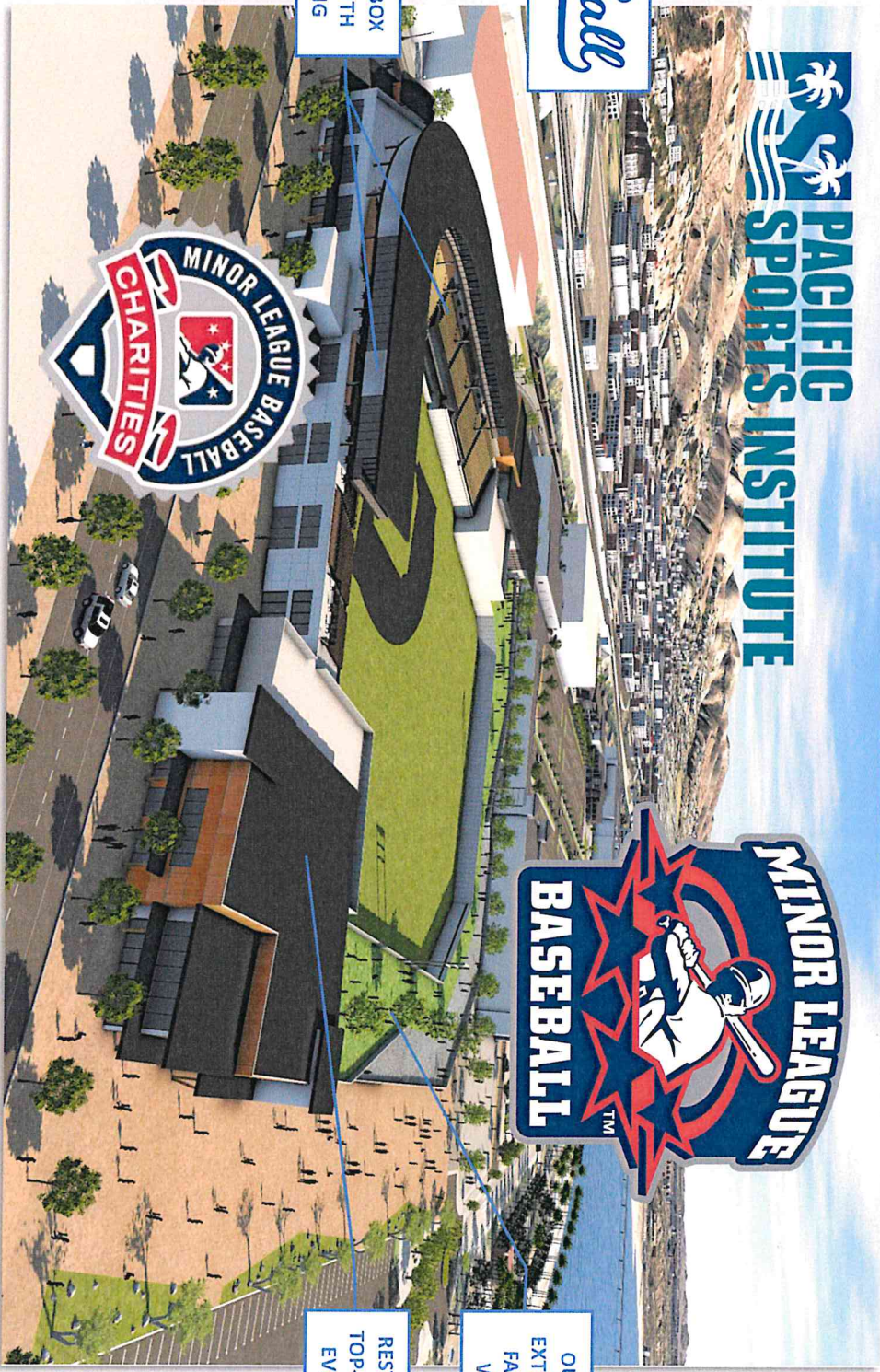
Baseball

7,500 STADIUM, BOX
& SUITE SEATS WITH
RADIANT HEATING

OUTFIELD BERM
EXTRA SEATING OR
FAMILY PICNICS
WITH A VIEW

RESTAURANT WITH
TOP-DECK VIEWS OF
EVENTS & BEACH

Multi-Purpose Stadium



Baseball

7,500 STADIUM, BOX
& SUITE SEATS WITH
RADIANT HEATING

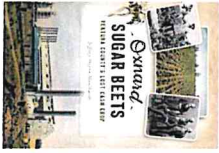
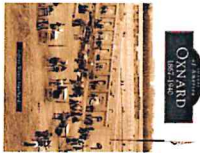
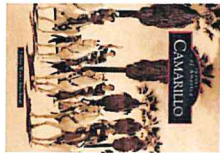
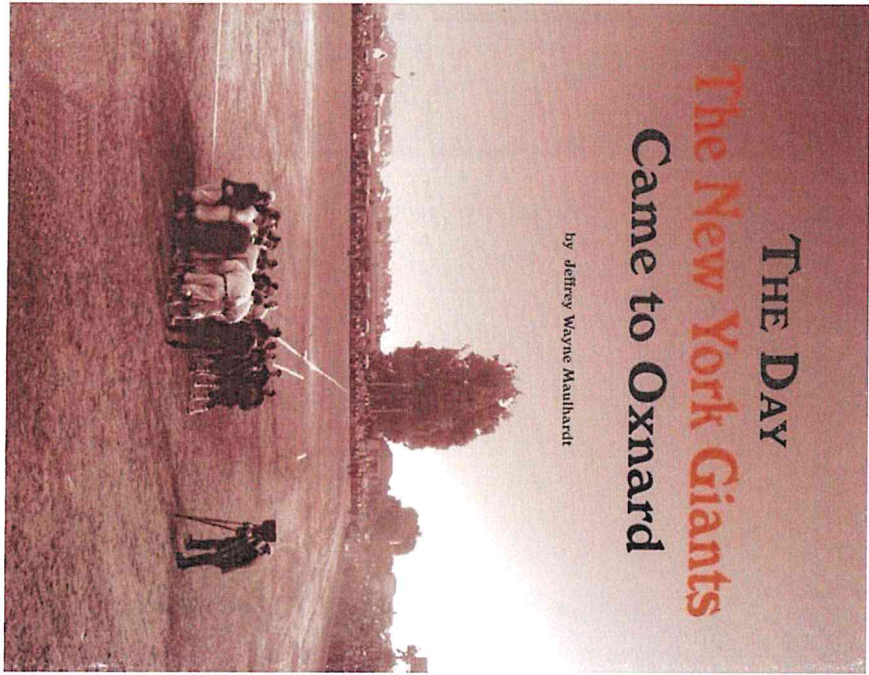
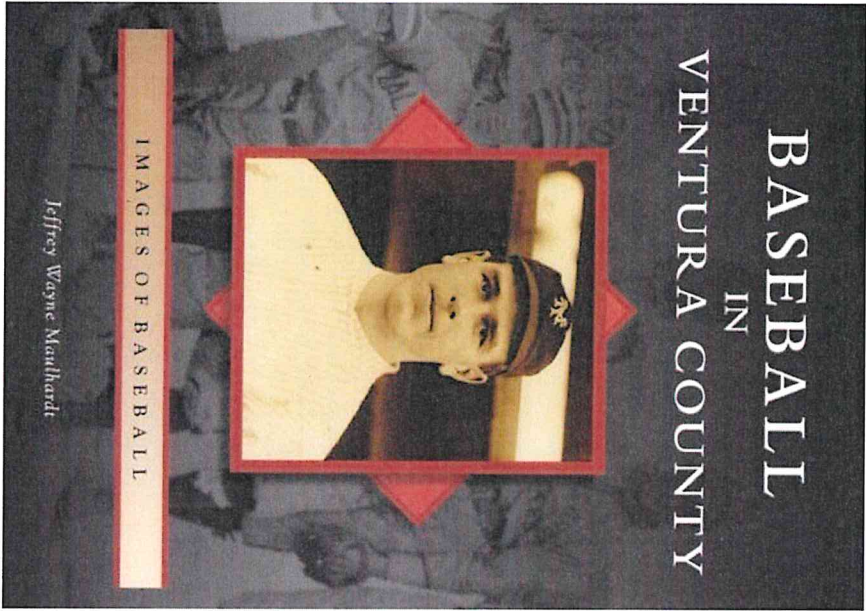
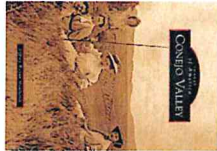


OUTFIELD BERM
EXTRA SEATING OR
FAMILY PICNICS
WITH A VIEW

RESTAURANT WITH
TOP-DECK VIEWS OF
EVENTS & BEACH

JEFFREY WAYNE MAULHARDT
Author, Historian & Educator

16 Books Published... Two on Baseball in VC



<http://www.fixthefairgrounds.com>

Jeff Maulhardt
Author, Historian & Educator

*"Venturans have played baseball at Seaside Park
since 1873..."*



New York Yankees Single-A (1947 – 1949)

Ventura Braves (1950 – 1952)

Ventura Oilers (1953)

Channel Cities Oilers (1954 – 1955)

<https://www.fixthefairgrounds.com>

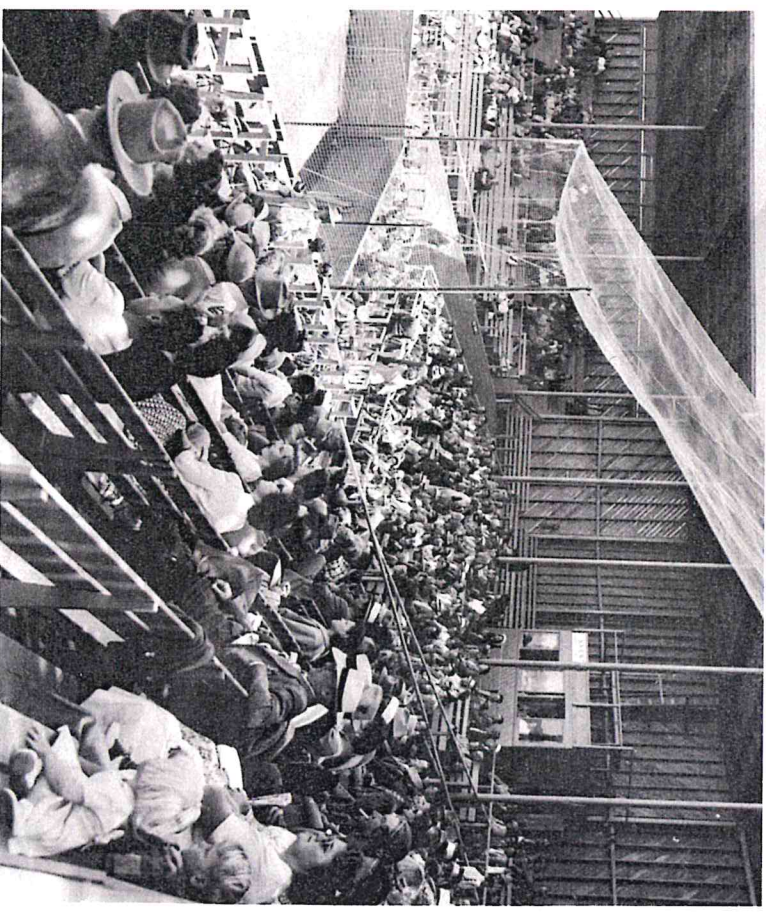
SEASIDE PARK yesterday and today...

Attendance (1950 Season): 67,916
Ventura Population (1950): 16,535
Home Games (1950 Season): 63
Paying Customers (per Game): 1,078

Poor weather, new medium of television, location of the park

Attendance (2023 Season): 460,284*
Ventura Population (2023): 112,062
MiLB Home Games (2022 Season): 69
Paying Customers (per Game): 6,671*

New technology, radiant heating, multi-modal transport to/from the park
* potential



Jeff Maulhardt
Author, Historian & Educator

*"The Fair and Baseball have a long and popular history
in Ventura County."*



Jeff Maulhardt & Terry Pendleton



VCReporter

"HOLD ON AND FIGHT"

TERRY PENDLETON, MLB PLAYER FROM OXNARD,
OFFERS HIS STORY AND GIVES THANKS

Dec 22, 2021 | Cover Story, Feature, Kimberly Rivers, News,

Oxnard | 0 1 ★ ★ ★ ★ ★

<https://www.thefairgrounds.com>

Jeff Maulhardt
Author, Historian & Educator

"We are glad to note the fact that the lovers of the manly game in our town have organized a baseball club."

The Ventura Signal, 1873



Jeff Maulhardt
Ken McMullen
Steve Thomas Sr.
Jim Colburn



<https://www.fixthefairgrounds.com>

BASEBALL AT THE FAIRGROUNDS

Batting Line Up of Support

At the Plate – on board

Joe Borchard – Camarillo High. Played for Chicago White Sox, Mariners and Marlins.

Darryl Brock – Author, novels: If I Never Get Back & Havana Heat

Jim Colborn – Santa Paula. Pitched for the Cubs, Brewers & Seattle. Big League no hitter. Dodger pitching coach.

Richard Duran – Rio Mesa High & Cal Lutheran. Brewers, Japan & Mexico. VC Sports Hall of Fame

Chuck Fick – Thousand Oaks High. Pitched for the Cardinals and Astros.

Roger Frash – Hueneme High & Oxnard College. Drafted by NY Mets & coached Oxnard College.

Brook Jacoby – Buena High & Ventura College. Atlanta, Cleveland, Oakland, Blue Jays & Reds Hitting Coach.

Eric Komatsu – Camarillo High & Oxnard High. Played for the Cardinals & Twins.

Jon Larson – Coached many pros in 20 years at Oxnard College - CCCBCA Hal of Fame.

Tommy Levasseur – Santa Paula High & Ventura College. Drafted by Padres & 6 seasons minors.

Jonathon Frazer Light – Author: The Cultural Encyclopedia of Baseball

Jeff Maulhardt – Author: Baseball in Ventura County & Day the Giants Came to Oxnard (1913)

At the Plate – on board (cont'd)

Ken McMullen – Oxnard High. Dodgers, Senators, Angels, Oakland & Milwaukee. Hit 156 Big League homers.

Alex Merricks – Oxnard High. Drafted by the Twins - 3 years in minors & one year Independent.

Mathew Merricks – Oxnard High. Drafted by Braves. Played 8 seasons of minor & Independent.

Mike Muncy – Camarillo High, Moorpark & Ventura College. Drafted by Yankees & Phillies.

Terry Pendleton – Channel Islands & Oxnard College. Played for Cards & Braves. Braves coach.

Mike Scioscia – Dodger catcher and Angel manager & 3 time World Series Champion.

Jeff Tackett – Camarillo High. Catcher for the Baltimore Orioles.

Patrick Waid – Santa Clara High & Oxnard College & Arizona State. Drafted by KC Royals.

Patrick Weigel – St. Bonaventure & Oxnard College. Pitched for Braves and Brewers.

Jerry White – Coached Hueneme High & Oxnard College. Coached Pendleton, Berry, Willard.

Jerry Willard – Hueneme High & Oxnard College. Indians, As, White Sox, Braves, Expos, Mariners

Dimitri Young – Rio Mesa High. Cardinals, Reds, Tigers, Nationals. 13 seasons-2 time MLB All-Star

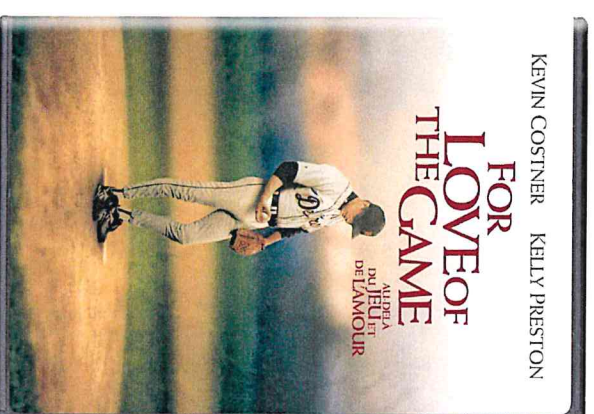
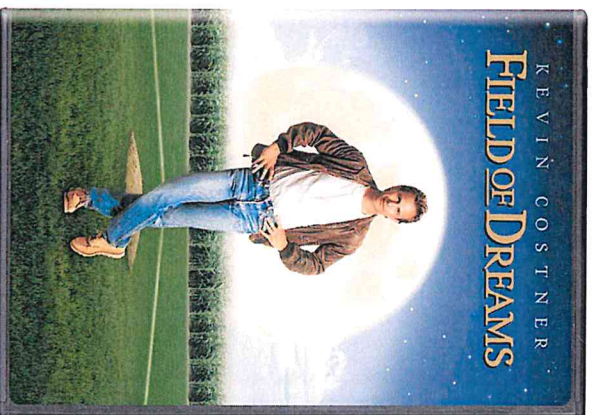
Jeff Maulhardt
Author, Historian & Educator

Top of the Line Up

KEVIN COSTNER

Buena High School. Bull Durham, Field of Dreams, For Love of the Game.

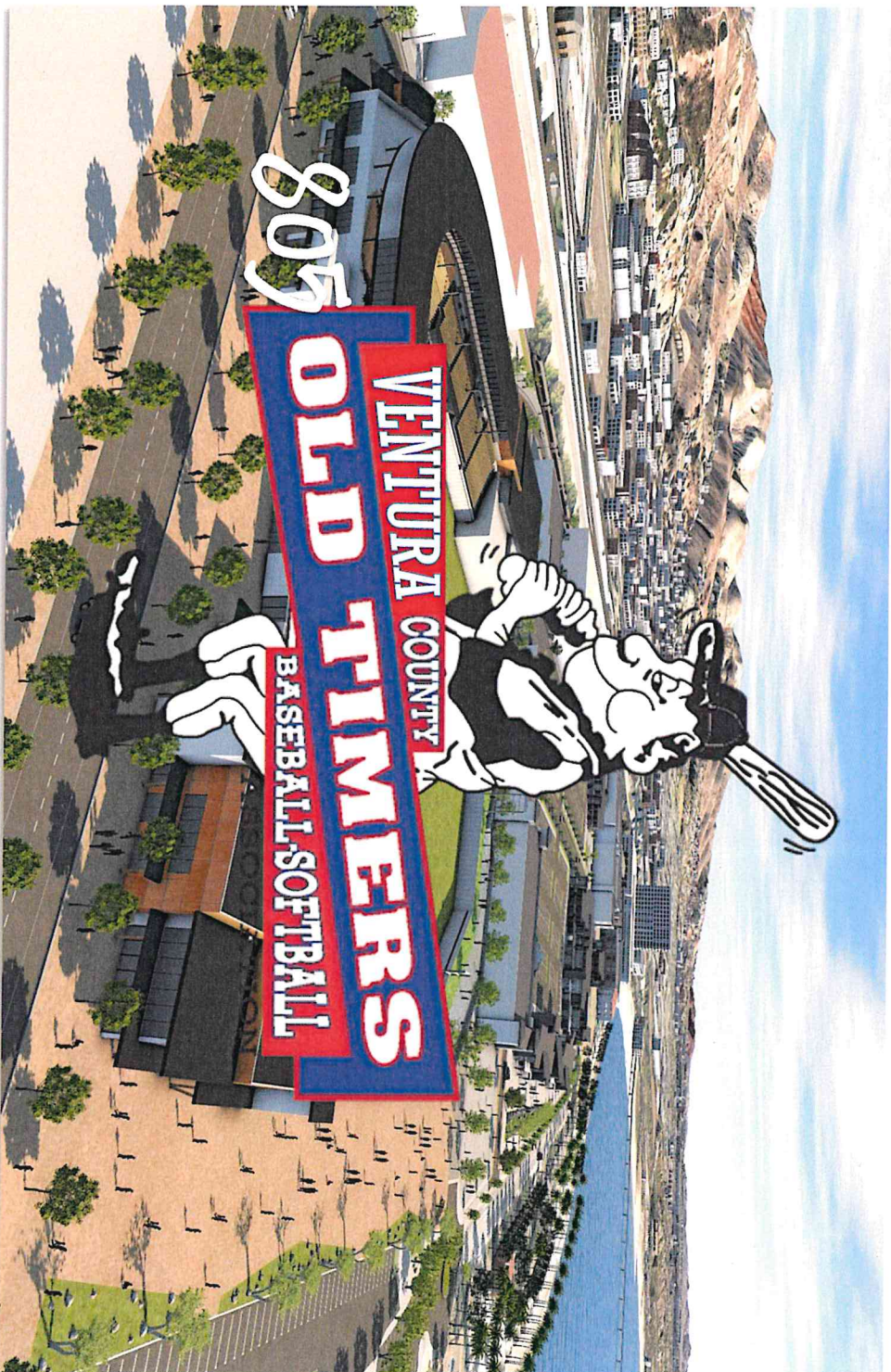
If you build it, they will come.



<https://www.fixthefairgrounds.com>

Jeff Maulhardt
Author, Historian & Educator

Spring Training Kick-Off/July 4th Exhibition/VC Fair



<https://www.fixthefairgrounds.com>

Michael Viola
Viola Constructors

Construction – 3 Phases, 6 Years

Working in conjunction w/existing annual operations including the Fair



<https://www.thefairgrounds.com>

Construction – 3 Phases, 6 Years

No interruption of the annual Fair

Stadium Construction

Demolition	Fire Protection
Mobilization on Site	General Trades - Interiors
Excavation	Stadium Seating
Foundations	Food Service
CIP Concrete	Millwork
Structural Precast	Playing Field
Structural Steel	Scoreboard & Stadium Lighting
Topping Out	Punch List – Close Out
Plumbing	Substantial Completion
Electrical	Opening Day – First Pitch
HVAC	
Building Envelope	
Telecommunications	
Roofing	

Regulatory Schemes

Potential permitting schemes in need of coordination for an individual project.

ADA	State Regulations
CHP	Federal Regulations
NEPA	CA State Assembly Legislation
CEQA	Local, County, State & Federal Taxing
Authorities	
Fire	
Police	
Planning	
Public Works	
Business License	
Building and Safety	
Coastal Commission	
Watershed Protection	
Environmental Health	
Special Materials Permits	
Regional Water Quality Control Board Storm Water/Discharge	

PSG's Capital Outlay: \$318.6 Million

- Research that determined the CapEx Budget is based on construction analysis of:
- Convention Halls
 - Retail Mixed-Use
 - Equestrian Arenas
 - Class A Office Space
 - Multi-Purpose Stadiums, etc.

Construction Budget

Pacific Sports Group									
Development Costs									
	Phase 1		Phase 2		Phase 3		Total		
	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028			
Development Costs									
Development	\$ 55,300,000.00	55,300,000.00	40,010,000.00	40,010,000.00	15,282,500.00	15,282,500.00	\$	221,185,000.00	
Hard Contingency	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00		13,271,100.00	
Architect / Surveyor / Engineering Fees	3,686,416.67	3,686,416.67	3,686,416.67	3,686,416.67	3,686,416.67	3,686,416.67		22,118,500.00	
General Contractor Fees	3,686,416.67	3,686,416.67	3,686,416.67	3,686,416.67	3,686,416.67	3,686,416.67		22,118,500.00	
Inspection and Permit Fees	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00		13,271,100.00	
Demolition	5,040,000.00	-	-	-	-	-		5,040,000.00	
Soft Contingency	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00	2,211,850.00		13,271,100.00	
Landscape Design and Renovation	4,000,000.00	4,000,000.00	-	-	-	-		8,000,000.00	
Parking Lot Resurfacing	150,000.00	150,000.00	-	-	-	-		300,000.00	
Total Development Costs	78,498,383.33	73,458,383.33	54,018,383.33	54,018,383.33	29,290,883.33	29,290,883.33	\$	318,575,300.00	

PSG mitigates the 31st DAA's financial burdens with an equitable annual Master Lease payment:

- The Fair accounts for nearly 70% of annual revenues and 50% of annual expenses for the Fairgrounds.
- Revenues are reinvested into the property, largely to cover regular operating and administrative costs.
- The Partnership provides robust return on investment to service finding of the project and repayment of the capital.
- PSG will be privately funded – no government funds (i.e. grants, bonds) will be used and no public lands will be leveraged.

YEAR	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	Cumulative 10 Year Totals
	Phase I Construction		Phase II Construction		Phase III Construction			Fully Developed			
Revenue											
County Fair	125,000.00	125,000.00	250,000.00	257,500.00	265,000.00	272,500.00	280,000.00	287,500.00	295,000.00	302,500.00	2,460,000.00
Stadium	-	-	20,224,875.00	20,252,595.00	20,513,115.00	20,540,835.00	20,723,755.00	20,798,035.00	20,872,315.00	20,946,595.00	164,872,120.00
Mixed Use	-	-	2,879,520.00	2,879,520.00	3,038,552.00	3,124,937.60	5,555,193.28	5,559,825.28	5,646,210.88	5,715,972.10	34,399,731.14
E-Sports Arena	-	-	2,518,500.00	2,594,055.00	2,669,610.00	2,745,165.00	2,820,720.00	2,896,275.00	2,971,830.00	3,047,385.00	22,263,540.00
Convention Center	-	-	-	-	15,170,349.00	15,517,573.50	15,864,798.00	16,212,022.50	16,559,247.00	16,906,471.50	96,230,461.50
Total Gross Revenue	125,000.00	125,000.00	25,872,895.00	25,983,670.00	41,656,626.00	42,201,011.10	45,244,466.28	45,753,657.78	46,344,602.88	46,918,923.60	320,225,852.64
Cost of Sales											
	70,000.00	70,000.00	8,052,589.29	8,279,262.42	10,827,335.56	11,054,008.69	11,280,681.83	11,507,354.96	11,734,028.10	11,960,701.23	84,835,962.08
Gross Profit	\$ 55,000.00	\$ 55,000.00	\$ 17,820,305.71	\$ 17,704,407.58	\$ 30,829,290.44	\$ 31,147,002.41	\$ 33,963,784.45	\$ 34,246,302.82	\$ 34,610,574.78	\$ 34,958,222.37	\$ 235,389,890.56
General and Adm'n Expenses											
Master Lease	600,000.00	600,000.00	840,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	9,040,000.00
Labor	1,228,168.75	1,510,468.75	2,291,827.57	2,367,967.79	2,743,502.00	2,830,292.64	3,007,588.53	3,098,338.69	3,189,713.82	3,281,713.94	25,549,582.48
Marketing	12,500.00	12,500.00	2,587,289.50	2,598,367.00	4,165,662.60	4,220,101.11	4,524,446.63	4,575,365.78	4,634,460.29	4,691,892.36	32,022,585.26
Debt Service	12,500,000.00	12,500,000.00	12,500,000.00	12,051,050.69	11,039,651.39	9,976,506.99	8,858,970.11	7,684,257.91	6,449,445.21	5,151,457.15	98,711,339.45
Administrative	265,500.00	265,500.00	788,465.00	811,430.00	834,395.00	857,360.00	880,325.00	903,290.00	926,255.00	949,220.00	2,941,740.00
Total G & A Expenses	\$ 14,606,168.75	\$ 14,888,468.75	\$ 19,007,582.07	\$ 18,828,815.47	\$ 19,783,210.99	\$ 18,884,260.74	\$ 18,271,330.26	\$ 17,261,252.37	\$ 16,199,874.32	\$ 15,074,283.45	\$ 172,805,247.19
Net Income (EBITDA)	\$ (14,551,168.75)	\$ (14,833,468.75)	\$ (1,187,276.36)	\$ (1,124,407.90)	\$ 11,046,079.45	\$ 12,262,741.67	\$ 15,692,454.19	\$ 16,985,050.44	\$ 18,410,700.46	\$ 19,883,938.92	\$ 62,584,643.37

Joshua Medrano
Tri Counties Building & Construction

PSG created this income statement based on average
revenues and average expenses researched from:

- Mixed-Use Retail Rental Markets
- Concession Stands, Misc. Vendors, etc.
- B+ Indoor and Outdoor Convention Sales
- Baseball, Concert and Private Venue Sales

YEAR	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	Cumulative 10 Year Totals
	Phase I Construction		Phase II Construction		Phase III Construction		Fully Developed				
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Top down, PSG is committed to local 805



Thousand Oaks, CA Creating beautiful, practical designs for the people of Ventura County, the Central Coast and the Central Valley.

Ventura, CA More than 30 years of service and success in civil engineering, surveying, planning and construction management.



Ventura, CA With a strong sense of community, award winning Viola Contractors utilizes local subcontractors, vendors and workforce employees to focus on public schools, libraries, community centers, city halls, hospitals and transportation centers.

Ventura, CA Design professionals and environmental planners providing top quality landscape architecture, urban design and planning services to Southern California communities since 1983.



Oxnard, CA Third generation hardscape contractor providing applications for industrial, commercial, tract, and custom homes throughout the Western U.S.

Camarillo, CA A production and A/V installation company since 1980, with a focus on "Performance Sound Systems" (Thousand Oaks Civic Arts Plaza, Coachella Valley Music & Arts Festival, Stagecoach Festival, Hollywood Bowl, and Blink 182, Soundgarden, Red Hot Chili Peppers).



Our community project for our community's benefit...



Ventura, CA Darvik Productions is a full-service audio/visual company that specializes in corporate meetings, concerts, trade shows and special events.

Camarillo, CA ABV/NEVCO offers the best in sports scoreboards and video displays for sports scoreboards, LED, electronic signs and more!



Ventura, CA LIUNA honors their heritage through current struggles – being heard in government, raising standards for workers and employers on the job, and reaching out to a new generation of workers yearning for a better life.



796 Members in the 805



470

Ventura, CA Tri-Counties Building & Construction Trades Council (Santa Barbara, San Luis Obispo & Ventura Counties) provides an 8-week pre-apprenticeship program to help those needing a leg up or a new career path with an accelerated bootcamp training program with introductions to local building trades and registered apprenticeship opportunities.



8,000+

Ventura, CA Electrical workers seeking a higher standard of living, job security, and by legal and proper means elevating the moral, intellectual and social conditions of its members, their families and dependents, in the interest of a higher standard of citizenship.

Ventura, CA The United Brotherhood of Carpenters & Joiners of America leads the way in training, educating, and representing the next generation of skilled construction professionals.

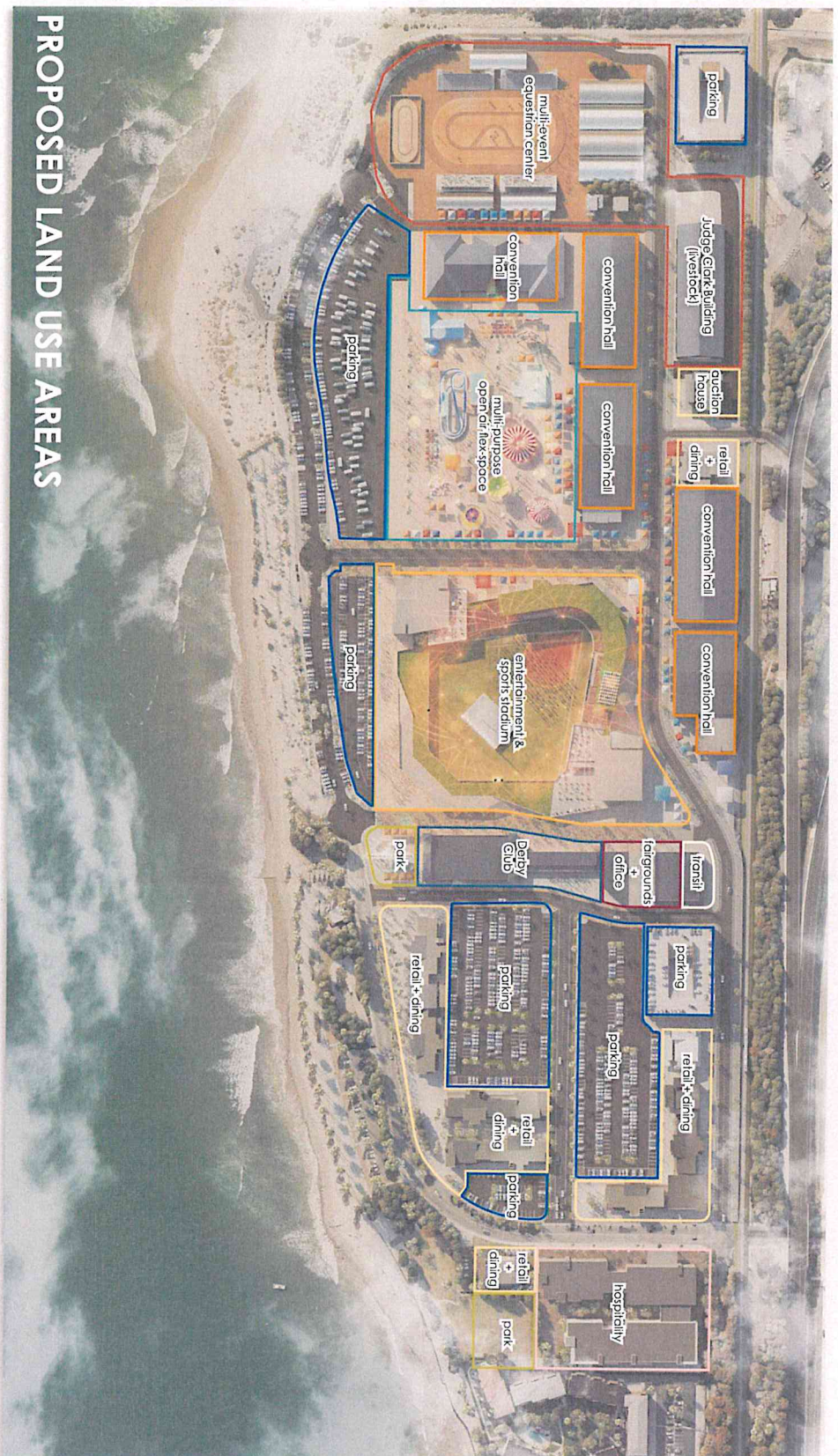


1,990

The Ask...

- **With an engaged leadership**, we hope to work together to create the most appropriate long-term vision for the Fairgrounds and community.
- **Based upon the findings of your Infrastructure Assessment Report**, which we understand will be released soon, we would like to work with the Fairgrounds CEO and Fair Board to discuss how PSG can assist as a Public-Private Partner to address infrastructure needs identified in the Assessment Report.
- **Finally, we hope to enter into negotiations for a Public-Private Partnership** to help resolve Infrastructure Needs and implement the selected vision.

Thank you for your time and consideration...



PROPOSED LAND USE AREAS

<https://www.thefairgrounds.com>