



BOARD MEETING NOTICE

The 31st DAA Board of Directors will be holding a board meeting on
Tuesday, August 26th, 2025, at 9:00 a.m.
Ventura County Fairgrounds – McBride Hall

BOARD OF DIRECTORS

Dan Long (President), Guillermo Rodriguez Ceja Jr. (Vice President), Betsy Chess, Leslie Cornejo, Leah Lacayo, Miriam Mack, Gloria Martinez and Shanté Morgan-Carter

STAFF

Heidi Ortiz, CEO, Jason Amelio, Sales Manager, Madalyn Johnson, Concessions Coordinator, Jenny Martin, Accounting Supervisor, Emilee Inez, Exhibits Supervisor, Gerry Duran, Maintenance, Megan Hook, PR and Marketing and Stephanie Mathewson, Executive Assistant

Public Participation

Members of the public are encouraged to provide comments to the Board. While the Board values the participation of the public, the Board president reserves the right to limit the time for public comment to a maximum of three (3) minutes per speaker to proceed with the agenda. Public comment must be related to fair authority and jurisdiction and their placement on the agenda is within the discretion of the Board.

All meeting notices, agendas and materials considered by the Board during the meeting will be available to the public prior to the meeting in the fair office. Agendas and meeting notices will be posted on the Board's website at www.venturacountyfair.org.

AMERICANS WITH DISABILITIES ACT

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Board meetings or Committee meetings, or in connection with other District Fair activities, may request assistance at the 31st DAA Fair office, 10 West Harbor Blvd., Ventura, CA or by calling (805) 648-3376. Requests should be made one (1) week in advance whenever possible.



Board of Directors Meeting Agenda

Ventura County Fairgrounds, 31st District Agricultural Association
10 W. Harbor Blvd. - Ventura, CA 93001 - (805) 648-3376
Website: venturacountyfair.org Contact: Heidi Ortiz, CEO

Tuesday, August 26th, 2025, at 9:00 a.m.
Ventura County Fairgrounds – McBride Hall

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Board President. Any item not so noticed will not be considered or discussed. The Board requests your courtesy to mute your electronic devices.

- I. **Call to Order**
Roll Call
Declaration of Recusal or Conflict of Interest
Does any Board member have a conflict of interest that should preclude them from participating in discussions about or voting on any matter on today's agenda?
- II. **Pledge of Allegiance**
- III. **Welcome and Introduction of Guests**
Invitation for the public to introduce themselves (not mandatory)
- IV. **Public Comments on Items Not on the Agenda**
In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such items have been properly noticed for a future meeting.
- V. **Presentations**
- VI. **Meeting Minutes (discussion and/or approval)**
A. July 22nd, 2025, Board Meeting Minutes
- VII. **Financial Reports (discussion and/or approval)**
A. Financials ending June 30th, 2025
- VIII. **New Business**



- IX. Old Business**
 - A. 2025 Fair Recap
 - B. Update on Foundation Naming Rights Policy
- X. Committee Meetings**
- XI. Board Correspondence**
- XII. Consent Agenda: Items hereunder on the Consent Agenda are considered routine, not requiring separate discussion and will be enacted in one motion. Individual items A, 1-4, are approved by the vote that approves the Consent Agenda, unless an item is pulled for separate consideration.**
 - A. Agreements
 - 1. Standard Agreements
 - 2. Rental Agreements – Interim
 - 3. Judges Consent
 - 4. Concession Agreements
- XIII. CEO Report**
- XIV. Presidents Report**
- XV. Director’s Comments**
- XVI. Future Agenda Items**
- XVII. Closed Session**

Pursuant to Gov. Code Section 11126(e)(2), the Board is authorized to meet in Closed Session for the purpose of conferring with and receiving advice from legal counsel regarding pending litigation.
- XVIII. Adjourn**

Americans With Disabilities Act

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31st District Agricultural Association | 10 W. Harbor Blvd., Ventura, CA 93001 | 805-648-3376

Board of Directors Meeting Minutes

Ventura County Fairgrounds
31st District Agricultural Association - 10 W. Harbor Blvd. - Ventura, CA 93001 - (805) 648-3376
Website: venturacountyfair.org Contact: Heidi Ortiz, CEO

Tuesday, July 22nd, 2025, at 9:00 a.m.
Ventura County Fairgrounds – Derby Club

I. Call to Order

Roll Call

Declaration of Recusal or Conflict of Interest

The meeting convened at 9:11 a.m. and called to order by President Long.

Directors present: President Dan Long, Vice President Guillermo Rodriguez Ceja, Leslie Cornejo, Betsy Chess, Mirriam Mack, Leah Lacayo, Shante Morgan-Carter

Directors absent:

Staff present: Heidi Ortiz, CEO, Emilee Inez, Exhibits Supervisor, Megan Hook, PR and Marketing, and Stephanie Mathewson, Executive Assistant.

There were no conflicts of interest with any of the Board members that were present.

II. Pledge of Allegiance

President Long led all present in the Pledge of Allegiance.

III. Welcome and Introduction of Guests - None

IV. Public Comment on Items Not on the Agenda - None

V. Presentations - None

VI. Approval of Minutes

A. June 24th, 2025, Board Meeting Minutes

CEO Ortiz issued a correction that the word "differed" be corrected to "deferred" on section VII of the Minutes brought to attention by Director Mack.

MOTION: To approve June 24th, 2025, Board Meeting minutes with change.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Lacayo (Motion)	X		
Director Morgan-Carter	X		
Director Chess			X
Director Mack			X
Vice President Ceja (Second)	X		
President Long	X		

Board of Directors Meeting Minutes

Ventura County Fairgrounds
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III. Welcome and Introduction of Guests - None

IV. Public Comment on Items Not on the Agenda - None

V. Presentations - None

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Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Lacayo (Motion)	X		
Director Morgan-Carter	X		
Director Chess			X
Director Mack			X
Vice President Ceja (Second)	X		
President Long	X		

VII. Financial Report

A. Financials ending May 31st, 2025.

CEO Ortiz reviewed the financials and stated revenue is up thanks to Fair presale.

MOTION: To approve the financials ending May 31st, 2025.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Lacayo (Motion)	X		
Director Morgan-Carter	X		
Director Chess	X		
Director Mack	X		
Vice President Ceja (Second)	X		
President Long	X		

VIII. New Business

A. 2025 Fair

CEO Ortiz stated Fair set up is underway.

Megan Hook, PR and Marketing

Ms. Hook is currently working on advertising and deliverables. She is also in progress with creating and printing all Fair signage. Ms. Hook discussed the various mediums of advertising currently running in both English and Spanish. There is a strong focus in working with local businesses and content creators. Jack Daniels will be sponsoring the Pre-Party that is held prior to all grandstand events. This event was implemented to alleviate wait time prior to shows. Both Taste of the Fair and Oktoberfest have received a great response. Ms. Hook also mentioned that there is a reality show that is interested in filming on grounds during this year's Fair. Director Morgan-Carter inquired about more details. Ms. Hook said it is a docu- style reality show based on kids in Calabasas and will be in association with Netflix.

Emilee Inez, Exhibits Supervisor

Ms. Inez disclosed that there have been many wonderful entries for exhibits. Gardens and Craft beer are currently being set up and rubber mats have been installed in the Auction House. She is currently finalizing all the Auction and Livestock set up. Director Mack inquired about the entry number report and Ms. Inez let her know one would be generated to recap at next month's meeting. Director Chess thanked Ms. Inez for the Auction BBQ she had organized.

Sales, Parking and Security did not have any updates to give.

CEO Ortiz announced she will be hosting the Southern Area Fair tour on August 6th for executive staff members. Details are still being finalized, but she invited the Board to attend if they would like to. CEO Ortiz also let the Board know that their Fair bags were

ready and would be handed out after the meeting. Director Chess asked if there would be a WFA breakfast and CEO Ortiz let her know that it was not yet determined.

Director Cornejo arrived.

B. Discussion and possible action regarding Service Animal Policy

Joe Evans and Rick Barrios, Heads of Security, took the podium to announce the policy. Mr. Evans stated he based the policy on Lake Casitas's policy and tailored it to the Fair. President Long thanked them for their work and liked that the proposed policy was clear and concise. Director Mack asked if there would be training for the Security personnel on conduct and which questions to ask. Mr. Barrios let her know that all questions and conduct would be covered in briefings with their team. Director Morgan-Carter asked if other Fair boards were also reviewed when creating the policy. Mr. Evans said they were and that he also used Lexipole which is used in various law enforcement agencies. Director Cornejo stated that given their history, she wants to make sure the Fair is safe and accessible and likes that tested methods and training will be implemented. CEO Ortiz brought up that signage will be placed at Main and Garden Gates, and that all processes will go through CDFA legal. President Long asked for clarification on where guests will be asked to enter. Mr. Evans let him know that service animals can enter through any entrance after answering the proper questions.

MOTION: To approve Service Animal Policy

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Cornejo	X		
Director Lacayo (Motion)	X		
Director Morgan-Carter	X		
Director Chess (Second)	X		
Director Mack	X		
Vice President Ceja	X		
President Long	X		

C. Discussion and possible action regarding clarifications to Naming Rights Policy

CEO Ortiz stated that questions on the policy had been sent to CDFA legal and the only remaining clarification needed is who will hold the account. The Board will be moving forward with the policy pending clarification on who holds the capital account. Director Cornejo mentioned that they are focusing on drawing a clear line between the Fair and Foundation and making sure all transactions are legally appropriate. President Long had asked CDFA how the check would get transferred from the Foundation to the Fair and let them know the Board would be moving forward and voting on the policy at the scheduled meeting. Director Morgan-Carter asked about the MOU with the Foundation. President Long said the MOUs will have to be something to be worked on as they go due to slow response time from the State. Director Cornejo brought up that the previous policy had been too long so they had separated the policy and MOU which will follow to allow the

policy to apply to the Foundation as well as other entities. Director Morgan- Carter wanted it known she thought this was out of order. CEO Ortiz let her know she was in the process of gathering MOUs from other Fairgrounds and will be working on putting something together after the Fair. Director Mack brought forth some suggestions, the first being to add the verbiage *"Proposals for naming rights shall first be submitted to the Ventura County Fair Foundation "* in Article 2 Section 1. Director Cornejo let her know that they had wanted to leave that portion open to other sponsors and not just the Foundation. It was decided to not add the suggested sentence to Article 2 Section 1. Director Mack agreed. Director Chess questioned whether any donations not made through the Foundation would be tax deductible. CEO Ortiz confirmed it would not be tax deductible and that donors would be advised to contact their CPAs for any advice. Director Mack continued with Article 2 Section 2 and asked for "A consultation process may also be used such as collaborating with other DAA's (sic) throughout the State to get a broader perspective." be changed to *"The Standing Committee referred to in Article II, Section 4, may consult with others, including other DAAs, to seek advice and recommendations about the proposal."* This change was agreed upon. Next, Director Mack suggested that "whom" be replaced with "who" and that "relevant Fair staff my attend meetings as necessary in Article 2 Section 4. This was also agreed upon. She also requested a statement of a time frame be added for when funds are transferred to the capital account. Director Chess brought up the possibility of an irrevocable pledge being implemented. After a discussion, it was clarified that all costs for Sign installation and removal will be covered before installation begins. Director Mack continued on to suggested changing "paid in full" verbiage in Article 2 Section 4. President Long agreed to the change it to "payment as agreed upon". Director Cornejo thanked Director Mack for her thoughtful questions and reminded the Board that the policy may be modified after a response from CDFA.

MOTION: To approve Naming Rights Policy pending additions and amendments to Article 2 Section 2 and Article 2 Section 4.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Cornejo (Second)	X		
Director Lacayo	X		
Director Morgan-Carter	X		
Director Chess (Motion)	X		
Director Mack	X		
Vice President Ceja	X		
President Long	X		

IX. Committee Meetings

A. Naming Rights Committee Report

President Long said the Committee meeting was regarding the policy that was voted on. He also stated the Foundation will be voting on the policy now that it has been passed by the Board. Ms. Hook said that signage is ready to be put up at Taste of the Fair and the Fair. Director Chess suggested announcing it at the Taste of the Fair as well. Director Cornejo stressed promotional concerns and clarification of the Fair having a fundraising arm.

X. Board Correspondences - None

XI. Consent Agenda: Items hereunder on the Consent Agenda are considered routine, not requiring separate discussion and will be enacted in one motion. Individual items A, 1-4, are approved by the vote that approves the Consent Agenda, unless an item is pulled for separate consideration.

A. Agreements

1. Standard Agreements
2. Rental Agreements- Interim
3. Concession Agreements
4. Judges Consent

MOTION: To approve the consent agenda with items A, 1-4.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Cornejo	X		
Director Lacayo (Motion)	X		
Director Morgan-Carter	X		
Director Chess	X		
Director Mack (Mack)	X		
Vice President Ceja	X		
President Long	X		

XII. CEO Report

CEO Ortiz thanked everyone for their work on and discussion of the Naming Rights Policy and stated her excitement for the Fair.

XIII. President's Report

President Long says he is ready for the Fair and wants to make sure it is safe for everyone. He thanks all staff for their hard work.

XIV. Director's Comments

Director Chess voiced how productive the meeting was.

Director Cornejo thanked the staff and said she can't wait for opening day. She is pleased with the staff hirings.

Vice President Ceja said he is looking forward to the Taste of the Fair and the Fair. He mentioned his Local will have a booth at the Fair for two days and invited the public to visit it.

Director Lacayo thanked Director Cornejo and President Long for their work on the Naming Rights Policy, Mr. Barrios and Joe for their work on the Service Animal Policy, and CEO Ortiz for putting the Fair together.

Director Morgan-Carter stated she enjoyed presenting the Fair poster with the Junior Fair Board at the Moorpark City Council Meeting.

Director Mack wanted to echo thanks to everyone and wishes all guests a safe and fun Fair.

XV. Future Agenda Items

Director Morgan- Carter asked when the next Board meeting will be. CEO Ortiz said it would be scheduled for August 26th.

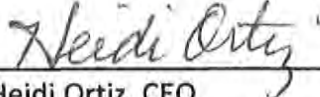
XVI. Closed Session

There was no closed session that took place.

XVII. Adjourn

The meeting was adjourned at 10:11 a.m.

Submitted by: 
Stephanie Mathewson, Executive Assistant

Approved by: 
Heidi Ortiz, CEO

Approved by: 
Dan Long, Board President

31st DAA, Ventura County Fair
Summary of Operations
June 30, 2025

	Date	Account Number(s)	YTD Balance
TOTAL NET RESOURCES, Beginning			
Net Resources-Unrestricted	1/1/2025	29100	4,767,793
Unrestricted Net Position - Pension	1/1/2025	29400	(1,342,276)
Net Resources-Restricted	1/1/2025	29300	-
Net Resources-Capital Assets, Less Related Debt	1/1/2025	29000	4,122,186
Prior Year Adjustment	1/1/2025		-
TOTAL NET RESOURCES, Beginning			\$ 7,547,703
RESOURCES ACQUIRED:			
Operating Revenues	6/30/2025	various	2,723,944
State (Local/Base) Allocation(s) (F&E)	6/30/2025	31200	-
Training Allocation & Other Fiscal & Admin Assistance (F&E)	6/30/2025	31300	-
Capital Project Reimbursement Funds	6/30/2025	31900	-
One-time Revenue Sources (fire camp, sale of property)	6/30/2025	32500	156
Contributions from Other Gov't (non-F&E) Sources	6/30/2025	33000	-
Other (e.g. Flex Capital)	6/30/2025	34000	400
TOTAL RESOURCES ACQUIRED			2,724,500
RESOURCES APPLIED:			
Operating Expenditures	6/30/2025	various	2,544,884
Depreciation Expense	6/30/2025	90000	109,291
Pension Expense	6/30/2025	96000	-
OPEB Expense	6/30/2025	96100	-
TOTAL RESOURCES APPLIED			2,654,175
INCREASE/(DECREASE) IN NET RESOURCES DURING THE YEAR			70,325
TOTAL NET RESOURCES, Ending			
Net Resources-Unrestricted	6/30/2025	29100	3,701,392
Unrestricted Net Position - Pension/OPEB	6/30/2025	29400	(1,342,276)
Net Resources-Restricted	6/30/2025	29300	-
Net Resources-Capital Assets, Less Related Debt	6/30/2025	29000	5,258,912
TOTAL NET RESOURCES, Ending			\$ 7,618,028
Unrestricted Reserve Percentage			145.44%

31st DAA, Ventura County Fair
Statement of Net Position
June 30, 2025

ASSETS

CURRENT ASSETS

Cash - Unrestricted	5,052,962
Cash - Junior Livestock Auction	173,891
Accounts Receivable, Net of Allowance for Doubtful	1,030,548
JLA Accounts Receivables, Net of Allowance for Doubtful	12,046
Deferred Expenses	180,598
TOTAL CURRENT ASSETS	6,450,046

FIXED ASSETS

Land	282,915
Construction in Progress	1,600,074
Buildings & Improvements, Net of Accumulated Depreciation	3,255,825
Equipment, Net of Accumulated Depreciation	120,097
TOTAL FIXED ASSETS	5,258,912

DEFERRED OUTFLOWS OF RESOURCES

Deferred Outflows of Resources - Pension	852,633
Deferred Outflows of Resources - OPEB	42,212
TOTAL DEFERRED OUTFLOWS OF RESOURCES	894,846

TOTAL ASSETS

\$ 12,603,804

LIABILITIES & NET RESOURCES

LIABILITIES

Special Event Insurance	155
Accounts Payable	611,755
JLA Accounts Payable	13,879
Sales Tax Payable	-
Payroll Liabilities	83,867
Drug Fees	15
Deferred Revenue	530,413
Guaranteed Deposits	120,142
Compensated Leave Liability	82,572
Workers Comp Liability	-
Long Term Debt - SB84	545,873
JLA Consignment	-
Net Pension Liability	1,933,890
Net OPEB Liability	218,182
TOTAL LIABILITIES	4,140,742

DEFERRED INFLOWS OF RESOURCES

Deferred Inflows of Resources - Pension	30,032
Deferred Inflows of Resources - OPEB	55,018
TOTAL DEFERRED INFLOWS OF RESOURCES	85,051

NET RESOURCES

Junior Livestock Auction Reserve	764,983
Net Resoures - Unrestricted	\$3,701,392
Unrestricted Net Position - Pension/OPEB	(1,342,276)
Net Resources - Restricted	-
Net Resoures - Capital Assets, Less Related Debt	\$5,258,912
TOTAL NET RESOURCES	8,383,011

TOTAL LIABILITIES & NET RESOURCES

\$ 12,608,804

31st DAA, Ventura County Fair
Cash & Cash Equivalents
June 30, 2025

CURRENT CASH

Petty Cash	200.00	
Total Petty Cash		\$200.00
Changefund	0.00	
Changefund - Parking	6,000.00	
Total Changefund Cash		\$6,000.00
Cash - Operating BOFA#0920	1,576,292.92	
Cash - Operating MB#5168	1,802,821.19	
Total Operating Cash		\$3,379,114.11
Cash - Premium BOFA#2150	7,543.00	
Total Premium Cash		\$7,543.00
Cash - Payroll BOFA#4507	4,360.18	
Cash - Payroll BOFA#1043	62.59	
Cash - Payroll MB#5184	12,478.46	
Total Payroll Cash		\$16,901.23
Cash - Savings	0.00	
Cash - Savings MB#5192	1,599,692.17	
Total Savings Cash		\$1,599,692.17
Cash - LAIF #13-56-001	43,511.88	
Total LAIF Cash		\$43,511.88
Cash - JLA BOFA#3469	12,280.82	
Cash - JLA MB#1471	161,610.60	
Total JLA Cash		\$173,891.42
TOTAL CASH		\$5,226,854

CURRENT ACCOUNTS RECEIVABLES

Accounts Receivable	1,038,965.58	
Allowance for Doubtful Account	(8,646.75)	
Employee AR	229.45	
Total Net General Accounts Receivables		\$1,030,548.28
JLA Accounts Receivable	32,843.68	
JLA Allowance for Doubtful Account	(20,797.33)	
Total Net JLA Accounts Receivables		\$12,046.35
TOTAL ACCOUNTS RECEIVABLES		\$1,042,595

TOTAL CASH & CASH EQUIVALENTS	\$6,269,448
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Cash & Cash Equivalent

31st DAA, Ventura County Fair
Income Statement
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/2024	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
OPERATING REVENUES:							
Admission Revenues	ADMIS	3,078,610	325,622	460,384	3,097,200	2,636,816	15%
Commercial Space	COMSP	326,306	57,326	70	353,000	352,930	0%
Carnival Revenues	CARN	4,246,248	209,001	168,770	4,246,250	4,077,480	4%
Concession Revenues	CSREV	1,295,885	138,447	10,516	1,103,072	1,092,556	1%
Exhibit Revenues	EXREV	78,549	13,382	5,750	67,565	61,815	9%
Horse Show Revenues	HSREV	8,148	132	-	-	-	0%
Entertainment Revenues	ETREV	1,070,505	323,212	237,949	1,055,660	817,711	23%
Miscellaneous Fair Revenues	MFREV	1,661,136	292,099	436,099	1,622,855	1,186,756	27%
Facility Sales - Interim Revenues	INTRE	2,569,215	1,261,483	1,150,480	2,206,765	1,056,285	52%
Satellite Wagering Revenues	SWREV	270,738	158,390	144,486	242,310	97,824	60%
Prior Year Revenue	PYREV	27,371	15,257	20,354	-	(20,354)	0%
Other Revenues	OTREV	73,111	13,690	89,085	71,225	(17,860)	125%
TOTAL OPERATING REVENUES		\$ 14,705,821	\$ 2,808,041	\$ 2,723,944	\$ 14,065,902	\$ 11,341,958	19%
OPERATING EXPENDITURES:							
Administration Expenses	ADEXP	1,376,160	595,674	562,385	1,358,905	796,520	41%
Maintenance Expenses	MNEXP	2,665,119	1,273,223	1,325,325	2,708,605	1,383,280	49%
Publicity Expenses	PBEXP	267,525	56,918	45,438	281,500	236,062	16%
Concession Expenses	CSEXP	112,905	52,747	67,074	135,986	68,912	49%
Attendance Expenses	ATEXP	3,948,327	24,074	3,149	3,987,685	3,984,536	0%
Premium Expenses	PREXP	119,835	3,699	3,711	106,334	102,623	3%
Exhibit Expenses	EXEXP	236,639	32,457	51,726	292,746	241,020	18%
Horse Show Expenses	HSEXP	19,211	-	-	-	-	0%
Entertainment Expenses	ETEXP	2,519,942	40,788	46,949	2,468,489	2,421,540	2%
Miscellaneous Fair Expenses	MFEXP	1,878,989	97,176	47,298	2,011,453	1,964,155	2%
Facility Sales - Interim Expenses	INTEX	714,293	303,842	308,535	587,423	278,888	53%
Satellite Wagering Expenses	SWEXP	42,892	17,989	24,912	42,905	17,993	58%
Equipment Expenses	EQUIP	49,540	31,964	29,303	48,075	18,772	61%
Prior Year Expenses	PYEXP	47,100	32,073	31,253	20,000	(11,253)	156%
Cash Over/Short	CAOS	42,025	(3,621)	(2,172)	11,685	13,857	-19%
TOTAL OPERATING EXPENSES		\$ 14,040,501	\$ 2,559,003	\$ 2,544,884	\$ 14,061,791	\$ 11,516,907	18%
NET OPER PROFIT/LOSS BEFORE DEPRE & PENSION/OPEB		\$ 665,319	\$ 249,038	\$ 179,059	\$ 4,111	\$ (174,948)	4356%
Depreciation	90000	437,180	198,958	109,291	440,000	330,709	25%
Pension Expense	96000	397,100	-	-	-	-	0%
OPEB Expense	96100	(7,793)	-	-	-	-	0%
NET OPER PROFIT/LOSS AFTER DEPRE & PENSION/OPEB		\$ (161,167)	\$ 50,080	\$ 69,769	\$ (435,889)	\$ (505,658)	-16%
State Allocation	31200	329,000	214,500	-	110,000	110,000	0%
Training Allocations	31300	-	-	-	-	-	0%
Capital Project Reimbursement Funds	31900	36,000	36,000	-	-	-	0%
One-Time Revenue Sources	32500	504,671	-	156	-	(156)	0%
Contributions from Other Govt Sources	33000	-	-	-	-	-	0%
Other Operating Funds Used for Operation	34000	-	-	400	-	(400)	0%
NET PROFIT/LOSS BEFORE DEPRE & PENSION/OPEB		\$ 1,534,990	\$ 499,538	\$ 179,615	\$ 114,111	\$ (65,504)	157%
NET PROFIT/LOSS AFTER DEPRE & PENSION/OPEB		\$ 708,504	\$ 300,580	\$ 70,325	\$ (325,889)	\$ (396,214)	-22%

Income Statement

31st DAA, Ventura County Fair

Revenue Report

June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
ADMISSIONS TO GROUNDS:							
Gate Admissions	40000-00-100	2,558,290	-	-	2,520,590	2,520,590	0%
Admission - Vendor Badge	40010-00-100	1,854	60	-	1,850	1,850	0%
Presale Admissions	40100-00-100	479,546	325,092	424,184	535,840	111,656	79%
Presale Admissions - Livestock	40110-00-100	38,920	470	36,200	38,920	2,720	93%
TOTAL ADMISSION TO GROUNDS		\$ 3,078,610	\$ 325,622	\$ 460,384	\$ 3,097,200	\$ 2,636,816	15%
COMMERCIAL SPACE:							
Commercial Space	41000-00-100	326,306	57,326	70	353,000	352,930	0%
TOTAL COMMERCIAL SPACE		\$ 326,306	\$ 57,326	\$ 70	\$ 353,000	\$ 352,930	0%
CARNIVAL REVENUE:							
Carnival	40500-00-100	3,853,972	-	150	3,853,970	3,853,820	0%
Carnival - Presale	40510-00-100	392,276	209,001	168,620	392,280	223,660	43%
Other Misc Revenue - Carnival	40520-00-100	-	-	-	-	-	0%
TOTAL CARNIVAL REVENUE		\$ 4,246,248	\$ 209,001	\$ 168,770	\$ 4,246,250	\$ 4,077,480	4%
CONCESSION REVENUE:							
Food Concession	42100-60-100	1,154,372	123,950	2,000	1,035,000	1,033,000	0%
Vendor Parking	45000-60-100	15,577	295	-	9,072	9,072	0%
Stock Struck	45010-60-100	3,940	480	-	4,000	4,000	0%
Camping Fees	46500-60-100	77,273	3,580	3,996	48,000	44,004	8%
Reimbursable Revenues	48500-60-100	38,569	5,079	195	2,500	2,305	8%
Vendor App Fees	48700-60-100	6,155	5,064	4,325	4,500	175	96%
TOTAL CONCESSION REVENUE		\$ 1,295,885	\$ 138,447	\$ 10,516	\$ 1,103,072	\$ 1,092,556	1%
EXHIBIT REVENUE:							
Exhibit Entry Fees	EXENT	30,861	1,732	3,855	28,000	24,145	14%
Donated Awards	43100-80-100	16,625	10,950	-	10,500	10,500	0%
Parking Revenue - Livestock	45000-80-100	7,804	200	-	10,000	10,000	0%
Camping Fees	46500-80-100	9,115	-	-	9,565	9,565	0%
Reimbursable Revenues	48500-80-100	2,355	-	90	-	(90)	0%
Other Misc Revenue	48700-80-100	6,204	-	350	2,000	1,650	18%
Donations	48810-80-100	2,060	-	30	4,000	3,970	1%
Junior Fair Board Revenue	48700-80-160	3,525	500	1,425	3,500	2,075	41%
TOTAL EXHIBIT REVENUE		\$ 78,549	\$ 13,382	\$ 5,750	\$ 67,565	\$ 61,815	9%
HORSE SHOW REVENUE:							
Entry Fees - Open Draft/Carraige	43000-25-150	3,693	132	-	-	-	0%
Sponsored Awards - Open Draft/Carraige	43100-25-150	-	-	-	-	-	0%
Stall Fees - Open Draft/Carraige	43300-25-150	4,455	-	-	-	-	0%
Camping Fees - Open Draft/Carraige	46500-25-150	-	-	-	-	-	0%
Entry Fees - Youth Open	43000-25-151	-	-	-	-	-	0%
Stall Fees - Youth Open	43300-25-151	-	-	-	-	-	0%
TOTAL HORSE SHOW REVENUE		\$ 8,148	\$ 132	\$ -	\$ -	\$ -	0%

Revenues

31st DAA, Ventura County Fair

Revenue Report

June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
ENTERTAINMENT FAIR REVENUE							
Admission - Box Seats	40000-75-100	22,400	98,557	-	22,400	22,400	0%
Admission - Motorsports	40010-75-100	-	-	-	-	-	0%
Admission - Concerts	40020-75-100	459,769	-	-	459,770	459,770	0%
Admission - Rodeo	40030-75-100	37,651	-	-	37,540	37,540	0%
Presale Admission - Box Seats	40100-75-100	4,000	4,000	20,000	4,000	(16,000)	500%
Presale Admission - Concerts	40120-75-100	460,053	220,655	217,949	445,320	227,371	49%
Presale Admission - Rodeo	40130-75-100	67,153	-	-	67,150	67,150	0%
Commission on Sales	41500-75-100	19,480	-	-	19,480	19,480	0%
Other Misc Revenue	48700-75-100	-	-	-	-	-	0%
TOTAL ENTERTAINMENT FAIR REVENUE		\$ 1,070,505	\$ 323,212	\$ 237,949	\$ 1,055,660	\$ 817,711	23%
MISCELLANEOUS FAIR REVENUE: (without Jr Livestock Auction)							
Souvenir Booth	42200-00-100	33,193	-	-	400,000	400,000	0%
Alcohol Concession	42300-00-100	578,283	-	-	33,190	33,190	0%
Parking Revenue	45000-00-100	438,600	-	-	578,280	578,280	0%
Camping Fees	46500-00-100	-	-	-	-	-	0%
Other Misc Revenue	48700-00-100	15,973	2,339	-	11,385	11,385	0%
Donations Revenue	48810-00-100	-	300	-	-	-	0%
Sponsorship Revenue	48800-50-100	595,086	289,460	433,499	600,000	166,501	72%
TOTAL MISCELLANEOUS FAIR		\$ 1,661,136	\$ 292,099	\$ 433,499	\$ 1,622,855	\$ 1,189,356	27%
INTERIM REVENUE							
Concession Revenue (alcohol & beverages)	42300-40-400	317,747	139,901	162,425	317,750	155,325	51%
Parking Revenue	45000-40-400	472,746	183,324	280,895	400,000	119,105	70%
Parking Revenue - Beachfront	45010-40-400	137,500	60,121	23,285	140,000	116,715	17%
Building Rental	46100-40-400	551,654	380,140	216,372	400,000	183,628	54%
Building Rental - Derby Club	46110-40-400	194,559	98,556	101,000	192,000	91,000	53%
Grounds Rental	46200-40-400	341,815	149,655	143,960	250,000	106,040	58%
Equipment Rental (chairs, tables, etc.)	46300-40-400	160,064	74,454	58,059	135,000	76,941	43%
Camping Fees	46500-40-400	18,370	5,305	1,485	10,000	8,515	15%
Reimbursable Revenue - Utilities	48500-40-400	62,956	54,378	5,466	62,830	57,364	9%
Reimbursable Revenue - Outside Security	48510-40-400	2,000	2,000	-	2,000	2,000	0%
Reimbursable Revenue - In House Security	48520-40-400	-	-	-	-	-	0%
Reimbursable Revenue - Standby Labor	48530-40-400	74,029	32,655	40,331	74,000	33,669	55%
Set-Up/Clean-Up Fees	48550-40-400	122,057	61,168	58,459	110,000	51,541	53%
Reimbursable Revenue - Fire Marshall	48560-40-400	8,700	4,080	1,800	9,000	7,200	20%
Reimbursable Revenue - Trash/Dumpster	48570-40-400	18,000	4,000	17,184	18,000	816	95%
Reimbursable Revenue - Other (Police Expense)	48580-40-400	80,146	4,893	39,760	80,000	40,240	50%
Other Misc Revenue	48700-40-400	6,872	6,853	-	6,185	6,185	0%
Sponsorship Revenue	48800-50-400	-	-	-	-	-	0%
TOTAL INTERIM REVENUE		\$ 2,569,215	\$ 1,261,483	\$ 1,150,480	\$ 2,206,765	\$ 1,056,285	52%

Revenues

31st DAA, Ventura County Fair

Revenue Report

June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
SATELLITE WAGERING							
Commission	41500-20-200	246,738	157,128	142,182	242,310	100,128	59%
Parking Revenue	45000-20-200	24,000	-	-	-	-	0%
Prior Year Revenue	49000-20-200	-	-	2,304	-	(2,304)	0%
TOTAL SATELLITE WAGERING REVENUE		\$ 270,738	\$ 158,390	\$ 144,486	\$ 242,310	\$ 97,824	60%
TOTAL PRIOR YEAR REVENUE ADJ	49000-00-000	27,371	15,257	20,354	-	(20,354)	0%
TOTAL PRIOR YEAR REVENUE		\$ 27,371	\$ 15,257	\$ 20,354	\$ -	\$ (20,354)	0%
OTHER OPERATING REVENUE							
Reimbursable Revenue	48500-00-000	4,923	185	-	1,500	1,500	0%
Other Misc Revenue (Convenience Fees, SE Rebates, etc.)	48700-00-000	44,462	2,797	68,607	47,885	(20,722)	143%
Interest Earnings	48710-00-000	23,698	10,708	20,478	21,810	1,332	94%
Donations	48810-00-000	29	-	-	30	30	0%
TOTAL OTHER OPERATING REVENUE		\$ 73,111	\$ 13,690	\$ 89,085	\$ 71,225	\$ (17,860)	125%

Revenues

31st DAA, Ventura County Fair
Expense Report
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
ADMINISTRATION EXPENSE							
Salaries & Wages - Perm	50000-11-000	200,239	139,116	67,224	176,596	109,372	38%
Salaries & Wages - Temp	50100-11-000	129,027	62,698	67,270	130,000	62,730	52%
Compensated Leave	50300-11-000	(41,215)	-	-	60,988	60,988	0%
Employee Benefits	51000-11-000	25,242	14,561	13,609	30,950	17,341	44%
PERS Employer Contribution	51010-11-000	65,827	41,669	31,380	70,865	39,485	44%
OPEB Employer Contribution	51020-11-000	4,030	2,235	1,970	4,281	2,311	46%
Payroll Taxes	51100-11-000	23,378	14,304	9,458	18,074	8,616	52%
Worker's Comp Insurance	51200-11-000	22,704	14,713	14,546	19,009	4,463	77%
Unemployment Insurance	51300-11-000	37,237	19,795	12,639	25,000	12,361	51%
Current year - Bad Debt Expense	53000-11-000	-	-	-	-	-	0%
Bank / CC Charges	54000-11-000	242,308	26,970	39,589	229,930	190,341	17%
Interest Expense	54010-11-000	800	763	-	800	800	0%
Director Expense	56000-11-000	5,171	3,404	103	5,170	5,067	2%
Dues & Subscription	57000-11-000	9,446	4,975	26,434	9,450	(16,984)	280%
Insurance	60000-11-000	326,213	151,523	152,135	330,000	177,865	46%
Other Misc Expense	65000-11-000	5,807	3,800	130	8,400	8,270	2%
Postage	67000-11-000	2,053	507	1,036	2,050	1,014	51%
Professional Services	69000-11-000	177,317	55,749	45,604	93,818	48,214	49%
Audit Cost	69010-11-000	91,300	-	60,150	91,300	31,150	66%
Office Supplies & Expense	74000-11-000	25,908	20,239	5,906	25,900	19,994	23%
Telephone	75000-11-000	8,290	5,765	4,775	8,300	3,525	58%
Travel / Training Expense	77000-11-000	15,077	12,889	8,427	18,024	9,597	47%
TOTAL ADMINISTRATION EXPENSE		\$ 1,376,160	\$ 595,674	\$ 562,385	\$ 1,358,905	\$ 796,520	41%
MAINTENANCE & GENERAL OPERATIONS							
Salaries & Wages - Perm	50000-12-000	219,773	97,957	136,137	274,369	138,232	50%
Salaries & Wages - Temp	50100-12-000	846,604	434,336	466,452	711,975	245,523	66%
Employee Benefits	51000-12-000	60,039	29,019	39,439	79,147	39,708	50%
PERS Employer Contribution	51010-12-000	171,872	99,655	115,505	213,124	97,619	54%
OPEB Employer Contribution	51020-12-000	6,850	3,028	4,632	9,204	4,572	50%
Payroll Taxes	51100-12-000	57,593	28,894	38,599	72,400	33,801	53%
Worker's Comp Insurance	51200-12-000	68,603	36,486	64,750	61,153	(3,597)	106%
Vehicle Insurance	60000-12-000	-	-	-	-	-	0%
Utilities - Electrical	63000-12-000	527,547	187,384	208,786	555,184	346,398	38%
Utilities - Gas/Propane	63010-12-000	55,831	11,901	12,746	58,623	45,877	22%
Utilities - Water/Sewer	63020-12-000	118,949	56,365	52,560	124,896	72,336	42%
Grounds Maintenance & Repairs	64000-12-000	76,722	59,344	51,887	98,840	46,953	52%
Equipment Maintenance	64010-12-000	86,807	43,092	35,381	85,995	50,614	41%
Professional Services	69000-12-000	135,260	64,253	40,991	110,195	69,204	37%
Equipment Rental	72000-12-000	59,203	32,581	8,761	65,000	56,239	13%
Supplies & Expenses	74000-12-000	78,526	55,338	14,615	90,000	75,385	16%
Telephone Expenses	75000-12-000	4,636	-	2,657	4,700	2,043	57%

Expenses

31st DAA, Ventura County Fair
Expense Report
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
Travel & Training Expenses	77000-12-000	1,505	1,505	1,204	5,000	3,796	24%
Trash/Waste Removal	78000-12-000	88,797	32,087	30,221	88,800	58,579	34%
TOTAL MAINTENANCE EXPENSE		\$ 2,665,119	\$ 1,273,223	\$ 1,325,325	\$ 2,708,605	\$ 1,383,280	49%
PUBLICITY EXPENSE							
Advertising	52000-13-100	126,168	17,464	17,394	140,000	122,606	12%
Professional Services	69000-13-100	66,036	30,072	5,852	75,000	69,148	8%
Program Expense	70000-13-100	25,053	-	970	25,000	24,030	4%
Promotional Expense	71000-13-100	23,218	4,571	18,466	21,500	3,034	86%
Supplies & Expense	74000-13-100	27,050	4,811	2,755	20,000	17,245	14%
TOTAL PUBLICITY EXPENSE		\$ 267,525	\$ 56,918	\$ 45,438	\$ 281,500	\$ 236,062	16%
CONCESSION EXPENSE							
Salaries & Wages - Perm	50000-60-100	-	-	30,247	60,042	29,795	50%
Salaries & Wages - Temp	50100-60-100	67,019	34,921	13,554	26,040	12,486	52%
Employee Benefits	51000-60-100	-	-	-	1,680	1,680	0%
Payroll Taxes	51100-60-100	3,789	2,107	3,209	6,233	3,024	51%
PERS Employer Contribution	51010-60-100	10,512	7,549	10,673	6,535	(4,138)	163%
OPEB Employer Contribution	51020-60-100	-	-	803	3,666	2,863	22%
Worker's Comp Insurance	51200-60-100	3,651	2,419	4,569	5,337	768	86%
Professional Services	69000-60-100	17,394	4,696	3,630	11,983	8,353	30%
Tent & Booth Rent Expense	72000-60-100	1,227	-	-	-	-	0%
Supplies & Expense	74000-60-100	9,313	1,055	70	10,930	10,860	1%
Travel & Training	77000-60-100	-	-	318	3,540	3,222	9%
TOTAL CONCESSION EXPENSE		\$ 112,905	\$ 52,747	\$ 67,074	\$ 135,986	\$ 68,912	49%
ATTENDANCE OPERATIONS							
Salaries & Wages - Temp	50100-70-100	117,515	-	2,303	162,000	159,698	1%
Employee Benefits	51000-70-100	-	-	-	-	-	0%
PERS Employer Contribution	51010-70-100	1,734	-	36	1,735	1,699	2%
Payroll Taxes	51100-70-100	2,386	-	42	2,386	2,344	2%
Worker's Comp Insurance	51200-70-100	3,399	-	221	10,044	9,823	2%
Professional Services	69000-70-100	27,719	2,250	290	27,720	27,430	1%
Professional Services - Carnival	69010-70-100	2,402,048	2,250	-	2,402,050	2,402,050	0%
Security Expense	73000-70-100	967,508	-	-	967,510	967,510	0%
Supplies & Expense	74000-70-100	214,876	4,792	259	214,880	214,621	0%
Supplies & Expense - Carnival	74010-70-100	202,552	7,475	-	190,760	190,760	0%
Supplies & Expense - Admission	74020-70-100	8,590	7,308	-	8,600	8,600	0%
TOTAL ATTENDANCE EXPENSE		\$ 3,948,327	\$ 24,074	\$ 3,149	\$ 3,987,685	\$ 3,984,536	0%
Premium Expense (Excluding Horse Show)							
Premium Cash Awards	66000-85-100	105,953	-	-	95,952	95,952	0%
Professional Services	69000-85-100	9,500	-	3,300	6,000	2,700	55%
Supplies & Expenses	74000-85-100	4,382	3,699	411	4,382	3,971	9%
TOTAL PREMIUM EXPENSE		\$ 119,835	\$ 3,699	\$ 3,711	\$ 106,334	\$ 102,623	3%

Expenses

31st DAA, Ventura County Fair
Expense Report
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
EXHIBIT EXPENSE							
Salaries & Wages - Perm	50000-80-100	10,358	-	24,881	50,067	25,186	50%
Salaries & Wages - Temp	EXWAT	30,218	11,980	-	-	-	0%
Employee Benefits	51000-80-100	2,908	-	6,061	12,122	6,061	50%
PERS Employer Contribution	51010-80-100	9,840	3,621	6,408	12,815	6,407	50%
OPEB Employer Contribution	51020-80-100	304	-	731	1,461	730	50%
Payroll Taxes	EXPRT	3,041	916	1,871	1,077	(794)	174%
Worker's Comp Insurance	EXWC	2,281	729	2,703	3,104	401	87%
Other Misc Expense	65000-80-100	-	-	-	-	-	0%
Trophies & Ribbons	66010-80-100	10,171	-	-	20,000	20,000	0%
Sponsored Cash	66020-80-100	-	-	-	500	500	0%
Supplies & Expenses	EXSE	32,183	13,113	4,238	48,500	44,262	9%
Professional Services	EXPRO	131,225	321	790	132,600	131,810	1%
Volunteer Event	74010-80-100	711	-	-	5,500	5,500	0%
Travel & Training	77000-80-100	1,324	1,324	3,610	3,000	(610)	120%
Junior Fair Board Expense	65000-80-160	2,074	452	434	2,000	1,566	22%
TOTAL EXHIBIT EXPENSE		\$ 236,639	\$ 32,457	\$ 51,726	\$ 292,746	\$ 241,020	18%
HORSE SHOW EXPENSE (Excluding Premiums)							
Professional Services - Open Draft/Carraige	69000-25-150	14,975	-	-	-	-	0%
Supplies & Expenses - Open Draft/Carraige	74000-25-150	4,236	-	-	-	-	0%
Professionasl Services - Youth Open	69000-25-151	-	-	-	-	-	0%
Supplies & Expenses - Youth Open	74000-25-151	-	-	-	-	-	0%
TOTAL HORSE SHOW EXPENSE		\$ 19,211	\$ -	\$ -	\$ -	\$ -	0%
FAIR ENTERTAINMENT EXPENSE							
Salaries & Wages - Temp	50100-75-100	1,787	-	-	1,787	1,787	0%
Employee Benefits	51000-75-100	-	-	-	-	-	0%
Payroll Taxes	51100-75-100	26	-	-	26	26	0%
Worker's Comp Insurance	51200-75-100	48	-	-	111	111	0%
Entertainment - Rodeo	58000-75-100	143,000	-	-	143,000	143,000	0%
Entertainment - Grounds Acts	58010-75-100	405,400	-	-	355,400	355,400	0%
Entertainment - Motrosports	58020-75-100	-	-	-	-	-	0%
Entertainment - Concerts	58030-75-100	1,312,098	-	-	1,312,100	1,312,100	0%
Entertainment - Community Event	58040-75-100	-	-	-	-	-	0%
Professional Services	69000-75-100	447,289	-	40,170	447,290	407,120	9%
Professional Services - Rodeo	69020-75-100	-	-	-	-	-	0%
Supplies & Expense - Grandstands	74000-75-100	177,373	25,000	6,779	175,850	169,071	4%
Supplies & Expense - Grounds Acts	74010-75-100	29,903	15,788	-	29,905	29,905	0%
Supplies & Expense - Rodeo	74020-75-100	3,019	-	-	3,020	3,020	0%
TOTAL FAIR ENTERTAINMENT EXPENSE		\$ 2,519,942	\$ 40,788	\$ 46,949	\$ 2,468,489	\$ 2,421,540	2%

Expenses

31st DAA, Ventura County Fair
Expense Report
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
MISCELLANEOUS FAIR EXPENSE							
<i>ADMINISTRATION</i>							
Salaries & Wages - Perm	50000-11-100	6,101	-	-	21,567	21,567	0%
Salaries & Wages - Temp	50100-11-100	23,713	-	2,016	22,600	20,584	9%
Employee Benefits	51000-11-100	2,118	-	-	2,118	2,118	0%
PERS Employer Contribution	51010-11-100	2,868	-	530	2,868	2,338	18%
OPEB Employer Contribution	51020-11-100	175	-	-	175	175	0%
Payroll Taxes	51100-11-100	1,509	-	154	1,509	1,355	10%
Worker's Comp Insurance	51200-11-100	906	-	191	2,738	2,547	7%
Director's Expense	56000-11-100	353	-	-	353	353	0%
Supplies & Expenses	74000-11-100	24,078	474	147	24,184	24,037	1%
<i>MAINTENANCE</i>							
Salaries & Wages - Perm	50000-12-100	33,239	-	-	27,697	27,697	0%
Salaries & Wages - Temp	50100-12-100	169,477	-	-	226,050	226,050	0%
Employee Benefits	51000-12-100	6,104	-	-	6,104	6,104	0%
PERS Employer Contribution	51010-12-100	17,214	-	-	17,214	17,214	0%
OPEB Employer Contribution	51020-12-100	750	-	-	750	750	0%
Payroll Taxes	51100-12-100	11,398	-	-	11,398	11,398	0%
Worker's Comp Insurance	51200-12-100	6,343	-	-	15,732	15,732	0%
Utilities (electric, gas, water, sewer, etc.)	63000-12-100	24,538	-	-	24,540	24,540	0%
Professional Services	69000-12-100	271,359	-	6,111	271,358	265,247	2%
Equipment Rental	72000-12-100	248,008	12,445	3,735	248,008	244,273	2%
Supplies & Maintenance	74000-12-100	121,225	40,708	8,724	95,380	86,656	9%
Trash/Waste Removal	78000-12-100	19,671	-	-	19,675	19,675	0%
<i>FACILITY SALES</i>							
Salaries & Wages - Perm	50000-40-100	4,384	-	-	-	-	0%
Salaries & Wages - Temp	50100-40-100	-	-	-	-	-	479%
Employee Benefits	51000-40-100	814	-	-	-	-	0%
PERS Employer Contribution	51010-40-100	627	-	-	-	-	0%
OPEB Employer Contribution	51020-40-100	87	-	-	-	-	0%
Payroll Taxes	51100-40-100	318	-	-	-	-	0%
Worker's Comp Insurance	51200-40-100	177	-	-	-	-	0%
Professional Services	69000-40-100	-	-	-	-	-	0%
Outside Security Expense	73000-40-100	-	-	-	-	-	0%
Supplies & Expenses	74000-40-100	-	-	-	-	-	0%
<i>SPONSORSHIP</i>							
Professional Services	69000-50-100	197,262	25,000	25,000	182,000	157,000	14%
Equipment Rental	72000-50-100	-	-	-	400	400	0%
Supplies & Expenses	74000-50-100	1,757	-	-	1,625	1,625	0%
<i>PARKING</i>							
Salaries & Wages - Temp	50000-65-100	3,763	-	-	5,834	5,834	0%
Salaries & Wages - Temp	50100-65-100	28,783	126	-	60,000	60,000	0%
Employee Benefits	51000-65-100	815	-	-	815	815	0%

Expenses

31st DAA, Ventura County Fair
Expense Report
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
PERS Employer Contribution	51010-65-100	745	-	-	745	745	0%
OPEB Employer Contribution	51020-65-100	85	-	-	85	85	0%
Payroll Taxes	51100-65-100	956	2	-	956	956	0%
Worker's Comp Insurance	51200-65-100	903	7	-	4,082	4,082	0%
Professional Services	69000-65-100	322,974	-	-	342,000	342,000	0%
Overflow Parking Rental	72000-65-100	12,500	2,400	-	13,200	13,200	0%
Equipment Rental	72001-65-100	2,804	-	-	3,000	3,000	0%
Supplies & Expense	74000-65-100	7,448	2,609	-	1,200	1,200	0%
OTHER FAIR							
Chargebacks	54020-00-100	217,082	-	463	285,686	285,224	0%
Professional Services	69000-00-100	83,558	13,405	227	67,807	67,580	0%
Souvenir Booth Expense	74000-00-100	-	-	-	-	-	0%
TOTAL MISCELLANEOUS FAIR EXPENSE		\$ 1,878,989	\$ 97,176	\$ 47,298	\$ 2,011,453	\$ 1,964,155	2%
INTERIM EXPENSE							
PUBLICITY							
Advertising	52000-13-400	8,265	3,797	-	10,000	10,000	0%
Professional Services	69000-13-400	50,832	12,763	34,366	35,000	634	98%
Promotional Expense	71000-13-400	-	-	-	-	-	0%
Supplies & Expenses	74000-13-400	2,611	2,062	871	5,000	4,129	17%
FACILITY SALES							
Salaries & Wages - Perm	50000-40-400	90,388	38,352	35,850	63,154	27,304	57%
Salaries & Wages - Temp	50100-40-400	18,748	14,983	13,259	30,000	16,741	44%
Employee Benefits	51000-40-400	18,048	9,770	10,537	22,810	12,273	46%
PERS Employer Contribution	51010-40-400	25,180	14,409	8,941	33,252	24,311	27%
OPEB Employer Contribution	51020-40-400	2,553	1,341	1,020	3,792	2,772	27%
Payroll Taxes	51100-40-400	7,499	3,645	2,706	9,694	6,988	28%
Worker's Comp Insurance	51200-40-400	7,406	3,863	5,369	5,776	407	93%
Professional Services	69000-40-400	129,975	15,938	4,860	65,820	60,960	7%
Promotional Expense	71000-40-400	-	-	-	-	-	0%
Rental Expense	72000-40-400	7,014	600	1,697	7,000	5,303	24%
Outside Security Expense	73000-40-400	188,539	84,527	86,165	189,000	102,835	46%
Supplies & Expenses	74000-40-400	6,458	6,888	39,342	1,200	(38,142)	3279%
Telephone	75000-40-400	709	354	416	720	304	58%
Travel & Training	77000-40-400	674	674	1,131	675	(456)	168%
Trash/Waste Removal	78000-40-400	12,494	12,494	-	12,500	12,500	0%
PARKING							
Salaries & Wages - Perm	50000-65-400	-	-	-	-	-	0%
Salaries & Wages - Temp	50100-65-400	90,779	42,261	45,811	50,800	4,989	90%
Employee Benefits	51000-65-400	-	-	-	-	-	0%
PERS Employer Contribution	51010-65-400	4,304	2,437	2,196	6,400	4,204	34%
Payroll Taxes	51100-65-400	2,624	1,193	1,344	3,400	2,056	40%
Worker's Comp Insurance	51200-65-400	5,906	2,946	4,943	-	(4,943)	0%

Expenses

31st DAA, Ventura County Fair
Expense Report
June 30, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 6/30/24	Current YTD 6/30/25	Budget 2025	Balance of Budget	% Used 2025
Equipment Maintenance	64010-65-400	-	-	-	-	-	0%
Professional Services - PK	69000-65-400	28,430	28,430	7,689	28,430	20,741	27%
Supplies & Expense - Main Lot	74000-65-400	3,416	112	-	1,500	1,500	0%
Supplies & Expense - Beach Lot	74010-65-400	1,443	-	22	1,500	1,478	1%
TOTAL INTERIM EXPENSE		\$ 714,293	\$ 303,842	\$ 308,535	\$ 587,423	\$ 278,888	53%
SATELLITE WAGERING EXPENSE							
CARF Dues	57000-20-200	17,992	8,996	8,000	17,995	9,995	44%
Grounds Maintenance & Repairs	64000-20-200	11,851	66	16,362	11,855	(4,507)	138%
Equipment Maintenance	64010-20-200	-	-	-	-	-	0%
Professional Services	69000-20-200	3,810	88	550	3,810	3,261	14%
Supplies & Expenses	74000-20-200	993	594	-	995	995	0%
Trash Removal	78000-20-200	8,246	8,246	-	8,250	8,250	0%
Prior Year Expenses	80000-20-200	-	-	-	-	-	0%
TOTAL SATELLITE WAGERING EXPENSE		\$ 42,892	\$ 17,989	\$ 24,912	\$ 42,905	\$ 17,993	58%
EQUIPMENT EXPENSE							
Non Capitalized(cost less than \$5000 and life less than one year							
Equipment Funded by Fair	87500-00-000	49,540	31,964	29,303	48,075	18,772	61%
TOTAL EQUIPMENT EXPENSE		\$ 49,540	\$ 31,964	\$ 29,303	\$ 48,075	\$ 18,772	61%
PRIOR YEAR OPERATING EXPENSE ADJUSTMENT							
Prior Year Adjustments	80000-00-000	47,100	32,073	31,253	20,000	(11,253)	156%
PRIOR YEAR OPERATING EXPENSE		\$ 47,100	\$ 32,073	\$ 31,253	\$ 20,000	\$ (11,253)	156%
CASH SHORTAGES & OVERAGES							
Cash +/- Interim	85000-00-000	42,025	(3,621)	(2,172)	11,685	13,857	-19%
CASH (OVER)/UNDER		\$ 42,025	\$ (3,621)	\$ (2,172)	\$ 11,685	\$ 13,857	-19%
DEPRECIATION EXPENSE							
Depreciation	90000-00-000	437,180	198,958	108,952	440,000	331,048	25%
Prior Year Depreciation Expense	80010-00-000	-	-	339	-	(339)	0%
TOTAL DEPRECIATION EXPENSE		\$ 437,180	\$ 198,958	\$ 109,291	\$ 440,000	\$ 330,709	25%
PENSION EXPENSE							
Pension Expense	96000-00-000	397,100	-	-	-	-	0%
TOTAL PENSION EXPENSE		\$ 397,100	\$ -	\$ -	\$ -	\$ -	0%
OPEB EXPENSE							
OPEB Expense	96100-00-000	(7,793)	-	-	-	-	0%
TOTAL OPEB EXPENSE		\$ (7,793)	\$ -	\$ -	\$ -	\$ -	0%

Expenses

31st DAA, Ventura County Fair
Junior Livestock Auction
June 30, 2025

DETAIL	Account Number	Actual 2024	Current YTD 6/30/25	Budget 2025	Balance of Budget
BEGINNING RESOURCES: 1/1/2025	25100-30-300	\$ 589,003	\$ 706,108		
AUC TION REVENUES:					
Commission Revenue	41500-30-300	77,999	0	75,000	75,000
Buyers Receipts	47600-30-300	0	0	0	0
Other Misc Revenue	48700-30-300	44,356	157	0	(157)
Interest Revenue	48710-30-300	0	0	0	0
Slaughter Fees	48720-30-300	0	0	0	0
Sponsorships	48800-30-300	83,925	66,250	100,000	33,750
Donations	48810-30-300	290	0	0	0
Prior Year Revenue	49000-30-300	3,291	0	0	0
TOTAL REVENUES		209,861	66,407	175,000	108,593
AUCTION EXPENDITURES:					
Bad Debt Expense	53000-30-300	55	0	0	0
Bank/CC Charges	54000-30-300	20,913	548	20,340	19,792
Payments to Sellers	57600-30-300	0	0	0	0
Hauling and Slaughter	65000-30-300	5,287	0	29,920	29,920
Professional Services	69000-30-300	30,229	940	30,230	29,290
Publicity & Marketing	71000-30-300	964	102	964	862
Supplies & Expense	74000-30-300	18,549	5,605	18,550	12,945
Lunch Expense	74010-30-300	16,759	337	16,760	16,423
Prior Year Expense	80000-30-300	0	0	0	0
Cash Shortage/Overage	85100-30-300	0	0	0	0
Equipment Expense	87500-30-300	0	0	0	0
TOTAL EXPENDITURES		92,755	7,532	116,764	109,232
NET JLA INCOME		117,105	58,875	58,236	(639)
ENDING RESOURCES: 6/30/2025	25100-30-300	\$ 706,109	\$ 764,983		

31st DAA, Ventura County Fair
Capital Assets
June 30, 2025

DESCRIPTION	Date	Reference	Balance
PROPERTY, PLANT & EQUIPMENT AS OF:	1/1/2025		\$ 19,552,853
ACQUISITIONS OF FIXED ASSETS:			
Land		19100-00-000	-
Buildings & Improvements:		19200-00-000	11,405
Construction in Progress:		19000-00-000	1,199,395
PSPS Project	19000-00-000	-	
Grounds Bathroom Remodels	19000-00-903	-	
Anacapa Awning Project	19000-00-905	(1,306)	
San Miguel Awning Project	19000-00-906	4,929	
Ag Building Improvement	19000-00-907	4,309	
Gas Line Upgrades	19000-00-908	-	
Strawberry Festival Project (grounds/Bldg improvement)	19000-00-910	-	
Sewer Upgrade	19000-00-911	442,695	
Small Livestock Project	19000-00-912	-	
Grounds Lighting Project	19000-00-913	890	
Area 1 Concrete Project	19000-00-914	-	
Fairgrounds Landscape Project	19000-00-915	2,768	
Wrought Iron Fencing	19000-00-916	625	
Announcer Booth Project	19000-00-917	-	
Raceway Expansion Project	19000-00-918	8,598	
Mold Remediation FL	19000-00-919	150,215	
Mold Remediation SR	19000-00-920	151,797	
Electrical Panel Project	19000-00-921	-	
Morgan Bathrooms Mold Remediation Project	19000-00-922	420,554	
Raceway Lighting	19000-00-923	13,085	
Santa Rosa Roof Project	19000-00-924	235	
Equipment		19300-00-000	35,216
Other Fixed Assets			
Other (provide description):			
TOTAL ACQUISITIONS OF FIXED ASSETS			1,246,016
DISPOSITIONS OF FIXED ASSETS (Salvaged, Sold, etc.):			
Land			
Buildings & Improvements			
Equipment			
Other Fixed Assets			
Other (provide description):			
TOTAL DISPOSITIONS OF FIXED ASSETS			-
PROPERTY, PLANT & EQUIPMENT AS OF:	6/30/2025		\$ 20,798,870
DEPRECIATION:			
Accumulated Depreciation as of:	1/1/2025		\$ 15,430,667
Less: A/D on Dispositions of Fixed Assets above			
Add: Monthly Depreciation Expense	DEPRE	90000-00-000	109,291
ACCUMULATED DEPRECIATION as of:	6/30/2025		\$ 15,539,958
PROPERTY, PLANT & EQUIPMENT, NET OF DEPRECIATION:	6/30/2025		\$ 5,258,912
DEBT (ASSOCIATED WITH FIXED ASSETS)	6/30/2025	25000-00-000	-
NET RESOURCES-CAPITAL ASSETS (less related debt):	6/30/2025		\$ 5,258,912

31st DAA, Ventura County Fair
Satellite Wagering
June 30, 2025

DETAIL	Account Number	Actual 2024	Current YTD 6/30/25	Budget 2025	Balance of Budget
REVENUES:					
Admission Revenue	40000-20-200	0	0	0	0
Commission Revenue	41500-20-200	246,738	142,182	242,310	100,128
Parking Revenue	45000-20-200	24,000	0	0	0
Prior Year Revenue	49000-20-200	0	2,304	0	(2,304)
TOTAL REVENUES		270,738	144,486	242,310	97,824
EXPENDITURES:					
CARF Dues	57000-20-200	17,992	8,000	17,995	9,995
Grounds & Maintenance Repairs	64000-20-200	11,851	16,362	11,855	(4,507)
Equipment Maintenance	64010-20-200	0	0	0	0
Professional Services	69000-20-200	3,810	550	3,810	3,261
Supplies & Expense	74000-20-200	993	0	995	995
Trash Removal	78000-20-200	8,246	0	8,250	8,250
Prior Year Expense	80000-20-200	0	0	0	0
TOTAL EXPENDITURES		42,892	24,912	42,905	17,993
NET SATELLITE WAGERING PROFIT/LOSS		227,846	119,575	199,405	79,830

Rental Agreements - Non-Fair

CONTRACT NO.	CONTRACTOR NAME	PURPOSE	AMOUNT	DATE/EVENT	LOCATION
25-065	California Association Director's of Activities	CADA	\$9,840.00	11/6/25	Anacapa, San Miguel, San
25-066	Tri County Ropers	Youth Roping Event (Fair)	\$2,000.00	8/9/25 - 8/10/25	Morgan Arena
25-067	Spoke Studios, LLC	Netflix Reality Show (Fair)	\$1,000.00	8/8/25	Grounds
25-068	On the Edge Promotions	Holiday Gift and Craft Show	\$20,475.00	11/21/25- 11/23/25	Anacapa, San Miguel
25-069	Wilson Construction	Training	\$4,349.00	11/4/25	Santa Rosa Hall, Partial Lot C
25-070	Auto Training Solutions	2026 Rav4 Launch	\$6,400.00	9/30/25 - 10/2/25	San Nicolas Hall, McBride Kitchen
25-071	Central Valley Reptile Expo	Reptile Expo	\$11,326.00	11/1/25 - 11/2/25	San Miguel, Anacapa

JUDGING AGREEMENTS

CONTRACT NO.	JUDGE	DEPARTMENT	JUDGING	Amount
25-11	Steve Pietrolungo	Floriculture	Gardens, Plants, Cut Flowers and Arrangements	\$100
25-12	Ed Garcia	Floriculture	Plants, Cut Flowers and Arrangements	\$300
25-13	Paul Rios	Floriculture	Plants, Cut Flowers and Arrangements	\$300
25-14	Herb Sampang	Floriculture	Plants, Cut Flowers and Arrangements	\$300
25-15	Rick Herrera	Floriculture	Plants, Cut Flowers and Arrangements	\$300
25-16	Dexter McDonald	Floriculture	Gardens, Plants, Cut Flowers and Arrangements	\$100
25-17	Don Rodrigues	Floriculture	Plants, Cut Flowers and Arrangements	\$100
25-18	Troy Schmidt	Gems & Hobbies	Minerals Adult	\$80
25-19	GREG AHART	Large Livestock	OPEN SHEEP	\$1,000
25-20	SAM WHITESIDE	Large Livestock	DAIRY GOATS	\$1,000
25-21	PETER SNYDER	Large Livestock	DAIRY GOATS	\$2,430
25-22	JARED LAMLE	Large Livestock	SHOWMANSHIP	\$1,000
25-23	MIKAELA FRINGER	Large Livestock	SHOWMANSHIP	\$1,000
25-24	BRAD MENDES	Large Livestock	BARROW SHOW	\$1,000
25-25	SKYLAR SCOTTEN	Large Livestock	JUNIOR SHOWS	\$4,000
25-26	Gail Degough	Small Livestock	Pygmy Goat	\$660
25-27	Megan Achin	Small Livestock	Rabbit, Market Rabbit, Cavy	\$1,100

Concessions Agreements

Contract #	Company	Fee
25-177	Baque Bros Concessions	48% rides 27.5% games
25-178	Bishop Amusement Rides	48%
25-179	Caprice	48% for all except 42% for Moonraker
25-180	Fun Tech	48%
25-181	Helm	48% for all except 42% for Sleigh Ride
25-182	Kastl Amusements	48%
25-183	RCS	48% for all except 40% for Grand Wheel
25-184	So Cal Rides	48%
25-185	Southern Cross	48% for Winky the Whale 40% for Crazy Coaster
25-186	Big T	27.5%
25-187	Ortiz Games	27.5%
25-188	PAN Concessions	27.5%
25-189	Signature Events & Creations	27.5%
25-190	6MM USA INC	27.5%
25-215	Donut Express	\$2000/25% Gross Sales
25-238	Lucky Dog Coffee - ARENA	21% Gross Sales
25-239	Trenz for Chicks	\$2,400.00
25-250	VC Probation Agency	\$325.00
25-252	Scouting America	\$420.00
25-265	3B Concessions - Pizza & Tacos	21% Gross Sales
25-266	3B Concessions - Nachos	21% Gross Sales

Concessions Agreements

25-274	Lil Sammi's Mini Donuts	\$800.00
25-275	OG Images	\$3,200.00
25-276	Herradura Hats LLC Herradura Equine	\$285.00
25-277	Otanica Home	\$1,450.00
25-278	The Scented Potpourri Pie	\$1,200.00
25-279	Embrace Your Body	\$1,300.00
25-281	Primo Brands	In-kind 2 palettes of water worth \$1090 and 12 cases of spring water worth \$192
25-283	Ventura County Library	In-kind
25-284	Sam's Club	\$850.00
25-285	Infusion Airbrush	\$700 with in-kind freebie facepaint/airbrush design for VIP attendees
25-286	Calvery Chapel	\$553.00
25-287	Yambala Designs	\$1,300.00
25-288	Coca-Cola, Monster Energy & Costa Coffee	in-kind
25-289	Ventura POP	\$300.00
25-290	Surf Rodeo - Soul Profit	\$2000 guarantee; \$2000 additional if gross sales reach \$10,000; \$2000 additional if gross sales reach \$20,000; and \$3000 additional if gross sales reach \$30,000
25-291	San Diego Crystals & Jewelry LLC	\$3,000.00
25-292	The Mobile Axe Co	\$1,000.00

Concessions Agreements

25-293	Your Needs Company	\$2,600.00
25-294	Amanda Inc	\$1,450.00
25-295	Masterpiece Gallery	\$1,200.00
25-296	Church of Scientology	\$1,000.00
25-297	Learn to Ride	\$750.00
25-298	American Hay & Mercantile	In-kind: Providing Livestock Supplies and Food including Hay and Shavings for all person in the Livestock buildings and Ag Areas; No Prepackaged Food or Drinks for Sale

CEO REPORT

Heidi Ortiz, CEO

Staff Fair Recap Meeting

We had a robust, constructive post fair recap meeting where everyone was asked to talk about what worked in their department, what didn't and a solution and if they have ideas on how to improve things for the 2026 Fair. The "to do's" have been noted and the departments will start working on the task list soon if they haven't already done so. Teamwork was a common theme throughout the meeting, which is something I value and always try to drive home because I feel like without it, we wouldn't have success. Fair planning for 2026 is already underway.

We are still finalizing Fair numbers and will have those to you soon. However, the final Fair attendance number was 267,215.

Department Heads will be giving their verbal Fair recaps, in addition to what you read in my report, at the Board Meeting on Tuesday.

Volunteer Event

This will be Saturday, September 6th at 10 a.m. in the Santa Rosa Hall (Gems and Minerals). We truly value our volunteers and wouldn't be able to have such a successful Fair without them, so this event is to recognize and thank them. We have anywhere between 500-1,000 volunteers each year depending upon our programming. We encourage the Board to attend if you are able to join.

Audit Update

President Long, Ms. Martin and myself virtually met with the CPA and his assistant to review the audit of the six years, 2019-2023. The key findings, results and recommendations were discussed. There are some final items that need to be wrapped up and a finalized report will be sent over which will be brought to the full board in September.

Hiring

I am in the final stage of the hiring process for the Deputy Manager II position, which should be completed next week. I continue to work with CalHR in getting permanent staff re-classified to the correct position.

Surfers Point Managed Retreat Project

We will be resuming the weekly meetings with CA Rasmussen and the City of Ventura on Tuesday. They are projected to start back up after Labor Day and will work in between our events to get everything done. They are estimating about another 4-6 weeks to have everything completed.

Mold Remediation and Repair Update

The Floriculture Building, Santa Rosa Building and Morgan Bathrooms are all complete as far as the mold remediation and repairs. There are some change orders that need to be completed like the rotten framing in Floriculture and the corner guards in the Santa Rosa Hall.

Grants

We received a letter back from Cal OES informing us that we were not eligible for the Homeland Security Grant Program which included upgraded security cameras and connectivity. Ms. Wynegar, grant writer, is going to investigate it and see if we have a reason to appeal.

On a positive note, when we talked last week, she explained that there is a large grant that she feels we have a strong chance in getting, which is through the California State Coastal Conservancy.

She is going to frame the project as a Coastal Resilience, Public Access, and Community Safety Improvement Project (stormwater upgrades, shoreline protection, corrosion mitigation, ADA access, wildfire protection, HVAC/building upgrades, and educational programming).

I am also working on getting a vulnerability assessment done, which I have found out is sometimes required when applying for these grants. Ms. Wynegar directed me to The Joint Regional Intelligence Center (JRIC) which is a partnership between federal, state, and local law enforcement and public safety agencies. Their mission is to receive, integrate, analyze, and share threat intelligence with partners to help them detect, deter, and defend against terrorist attacks and major criminal threats. The JRIC does provide no cost assistance for physical vulnerability assessments if it is a requirement of the grant.

Oktoberfest

We took a breath after Fair but have transitioned straight into planning for our first annual Oktoberfest. We already have over 500 tickets sold and will have weekly meetings to plan for a successful event.

Events/Sales

Jason Amelio, Sales Manager

This report covers events from 7/16 through 8/20.

Events/Sales Office Report

CBF Productions ran the 2-day Tequila and Taco event on July 19th and 20th. Despite the event being held alongside our fair entry weekend traffic was smooth and there did not

seem to be any major disruption to either event. CBF provided shuttles from the State Beach which greatly decreased the incoming traffic onsite.

There were no further rental events during this period due to our fair. However, Megan and I did work with a film crew during the fair for an upcoming reality show on Netflix. They filmed portions of our Friday night Rodeo as well as various other locations inside the fair.

We are also engaged with Netflix on a feature film shoot for later this year. More details on that should be available by the next board meeting.

VIP/Arena

We were very happy with the overall layout of VIP and the arena in general.

Our hope is to lock in the layout for 2026 as soon as possible, making minor improvement tweaks and adjustments but anticipating very little change overall.

Based on visual counts and wristband usage I believe that all concerts exceeded 6,000 attendees with all but the last two above that number.

I would estimate our most widely attended show was FloRida on August 4th.

Rodeo went well with all available bleacher seating used for all 5 performances.

Upcoming Events:

Ventura Nationals – 8/30/25

Harvest Festival – 9/12/25 -9/14/25

Super Custom Car Show – 9/21/25

Seaside Oddities – 9/27/25 – 9/28/25

Exhibits

Emilee Inez, Exhibits Supervisor

We had over 8,000 entries this year! They were an incredible display of the creative, skilled, and imaginative creations of our county.

The Junior Fair Board ran nine games during the fair, with over 160 participants total! The Jello Eating competition was a new addition this year and was a favorite among participants!

There was another extraordinary year of the Junior Livestock Auction. We sold 388 lots, and the final sale number will be available soon.

Concessions

Madalyn Johnson, Concessions Coordinator

Commercial Space was budgeted at \$353,000 for 2025 and we came in at \$408,672 for our Fair. We were very excited to have had so much of Ventura County at our Fair!

Currently advancing about 55 Commercial Vendors for Oktoberfest and 8 Food Vendors. The food vendors will sell their regular items plus they will feature at least two Oktoberfest items like Bratwurst, pretzels, sauerkraut and more.

Coordinating with Health Department for our Organizer Permit for the 2025 October Festival.

Analyzing Food Sales and Variety and deciding on a change / new vendor accept list for Fair 2026.

Maintenance

Gerry Duran, Joe Hutchison, Jennifer Lindsay, Maintenance

Current Projects	Completion Date
Finish Fair Cleanup	
1. Finish installing fence in front of grandstands for upcoming races.	8/23/2025
2. Finish pressure washing livestock mats, stack on pallets & place in steer stalls.	9/1/2025
3. Finish clearing out Home Arts building. Place all tables & chairs in year-round storage locations.	9/5/2025
4. Remove stored items from Caltrans yard & place on year-round storage location on grounds.	9/15/25
Upcoming Projects	Completion Date
1. Install new valve & donated fire hydrant at water truck filling station.	9/15/2025
2. Finish installation of electric control panel at Main St./Raceway pump location.	10/1/2025
3. Repair manhole access point near morgan arena.	10/1/25
4. Install 3 additional sewer access points behind Santa Cruz building on Beach side for enhanced sewer access.	10/15/25

August 18, 2025

Ventura County Fair

Board of Directors

Ventura County fairgrounds and Event Center

Attention: Heidi Ortiz, CEO

Ladies and Gentlemen:

Apparently, my previous letter sent via US Mail did not reach you. Therefore, I am writing to you, again, regarding your recent changes in Prizing Policy for the Ventura County Fair.

Since this very recent event, taking place now, is entitled; Ventura County Fair, (sponsored by the county) I understand it means "all inclusive" As such I feel that the monetary prizes awarded should include many more people than those given in 2024 and 2025. After all, the more cash prizes you offer the more participants you will attract to the various events.

On the other hand, past competitors in different events are very disappointed by the lack of monetary incentives that many contestants use to help defray the cost of entering the Ventura County Fair. The following are examples of the above: Photography: After taking photographs, the photographer must develop the film, pay to have the photos printed and mounted, then submit them. Preserved Foods, also, requires spending cash. Since the preserved foods are placed in sterilized jars then processed in a boiling water bath or in a pressure canner.

By Awarding \$500. to "Best of Show" winners, you discriminate against the other prize winners, therefore I urge you to be more inclusive by awarding a more modest monetary reward to "Best of Show" winners and awarding more cash prizes to those winning "First, Second, and Third Place. These incentives would attract more contestants to the various events of the Ventura County Fair.

Sincerely,

Elynor Whitaker

805.479.6664

Emilee Inez

From: noreply@venturacountyfair.org on behalf of Ventura County Fair
<noreply@venturacountyfair.org>
Sent: Friday, August 1, 2025 3:37 PM
To: Info
Subject: Contact Us Form submitted on Ventura County Fairgrounds
Attachments: 250801223712_contact-us_formidable_entries_f9kln.csv

Name Diane
Last Wood
Email dianemilstead@gmail.com
Subject Foul language at 7/30/25 Grandstand Show
Message Dear Fair Ground Board,

I am writing to you to express my concern regarding the show put on in the grandstand arena 7/30/25. I felt the frequent use of foul language was inappropriate for the family theme of the Fair. Many children and toddlers and teens were in attendance as this is not an adult only event. I believe the artists could have put on just as fun of a performance without using profane language. Please look into this. I believe we owe it to our youth to be a good example and I hope you can use your influence to keep the Fair family oriented.

Thank you.

Diane Wood

From: Eileen Shaw <eileenshaw@me.com>

Sent: Monday, July 21, 2025 8:43 AM

To: Info <info@venturacountyfair.org>

Subject: Formal Complaint Regarding Excessive Noise from Fairgrounds Events

To:

Ventura County Fairgrounds Board of Directors

10 W Harbor Blvd

Ventura, CA 93001

Email: info@venturacountyfair.org

Subject: Formal Complaint Regarding Excessive Noise from Fairgrounds Events

Dear Members of the Ventura County Fairgrounds Board,

I am writing to formally express my concern and deep frustration regarding the excessive and disruptive noise levels generated by recent events at the Ventura County Fairgrounds, specifically the Tequila and Taco Music Festival on July 19 and 20, the Ziggy Marley concert on June 28, and the Boots and Brews Festival on June 29.

As residents of the hillside neighborhood above Downtown Ventura—located approximately 0.889 miles from the Fairgrounds—we were subjected to loud, thumping bass and amplified music well into the evening hours. The sound was so intense that it was clearly audible inside our home despite having all doors and windows closed. This persistent noise has severely impacted our quality of life and is not an isolated incident but part of a disturbing trend of increasingly loud events held at the Fairgrounds.

While we support community events and understand their cultural and economic value, this should not come at the expense of residents' right to peace and quiet in their homes. Excessive noise is more than an inconvenience—it is a health and environmental issue.

The City of Ventura's Municipal Code Section 10.650.150 prohibits noise that "unreasonably interferes with the comfortable enjoyment of life or property." While the Fairgrounds may fall under state jurisdiction, the impacts on City residents are real and ongoing, and we urge the Fairgrounds to voluntarily comply with these common-sense standards. Additionally, the Ventura County Code Compliance Office investigates nuisances, and repeated excessive noise from Fairgrounds events should fall under their purview if it continues unabated.

To address this issue constructively, we urge the Fairgrounds to:

1. **Relocate the event soundstage** to the **north end of the parking lot**, directing speakers **out toward the ocean** rather than into the residential hillside neighborhoods.

VENTURA COUNTY

FALL

BY THE NUMBERS



presentation prepared by: **DE.A.M.**
TOTAL EVENT ACCESS
MANAGEMENT

VENTURA COUNTY

FAIR

TOTAL REVENUE



\$2.9M

Ticket Sales

\$5M

Food Gross

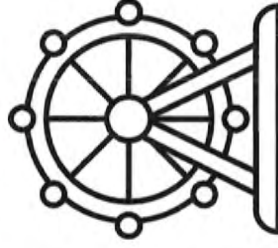


\$495K

Parking Gross

\$3.8M

Carnival Gross



\$718K

**VIP Concert
Sales**



\$127K

Rodeo Sales

VENTURA COUNTY

FAIR

AVERAGE SPEND

Per Fair Gate Attendance 267,215



**AT THE
GATE**

\$10.91



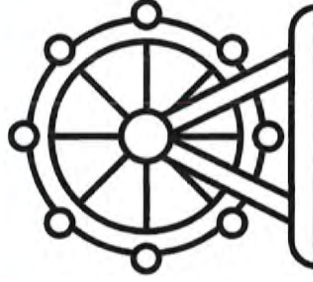
**ON VIP
CONCERT
TICKETS**

\$2.69



**IN THE
PARKING
LOT**

\$1.85



**AT THE
CARNIVAL**

\$14.48



**ON
FOOD**

\$18.75



2024 VS 2025

Revenue Comparison

+1%

2025
\$2,916,206

2024
\$2,727,756

Ticket Sales

+1%

2025
\$495,289

2024
\$474,298

Parking Gross

-8%

2025
\$3,869,495

2024
\$4,228,840

Carnival Gross

+20%

2025
\$126,541

2024
\$104,804

Rodeo Sales

-22%

2025
\$718,442

2024
\$920,950

VIP Concert Sales

VENTURA COUNTY

FAIR

ATTENDANCE

267,215

people came to the Fair

\$2,916,206

Total Admission Revenue



SEASON PASSES

11,091
Season Passes

up from 11,050 in 2024

Total number of
season pass
scans at the
gate:

32,976

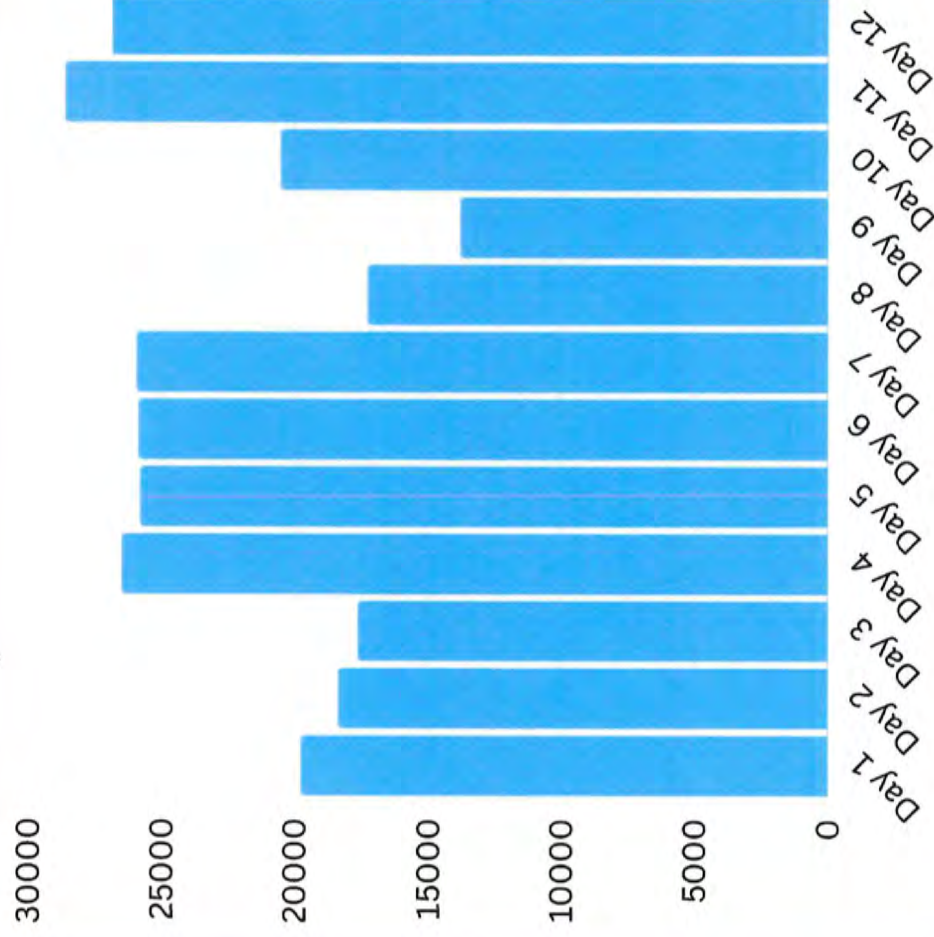
Average number
of visits per
passholder:

3

Breakdown of daily attendance

- 7/30 - 19,765
- 7/31 - 18,379
- 8/1 - 17,657
- 8/2 - 26,513
- 8/3 - 25,812
- 8/4 - 25,882
- 8/5 - 25,968
- 8/6 - 17,310
- 8/7 - 13,826
- 8/8 - 20,555
- 8/9 - 28,651
- 8/10 - 26,897

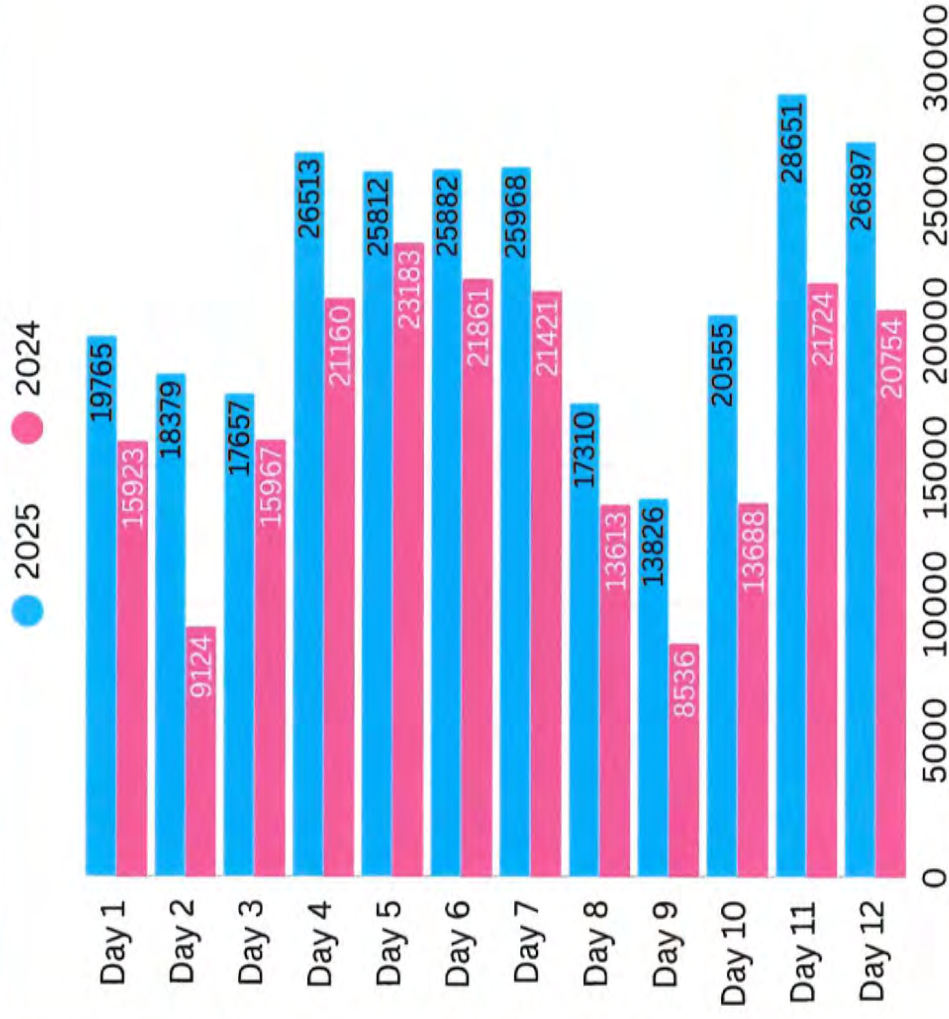
VENTURA COUNTY
FAIR



2024 v 2025

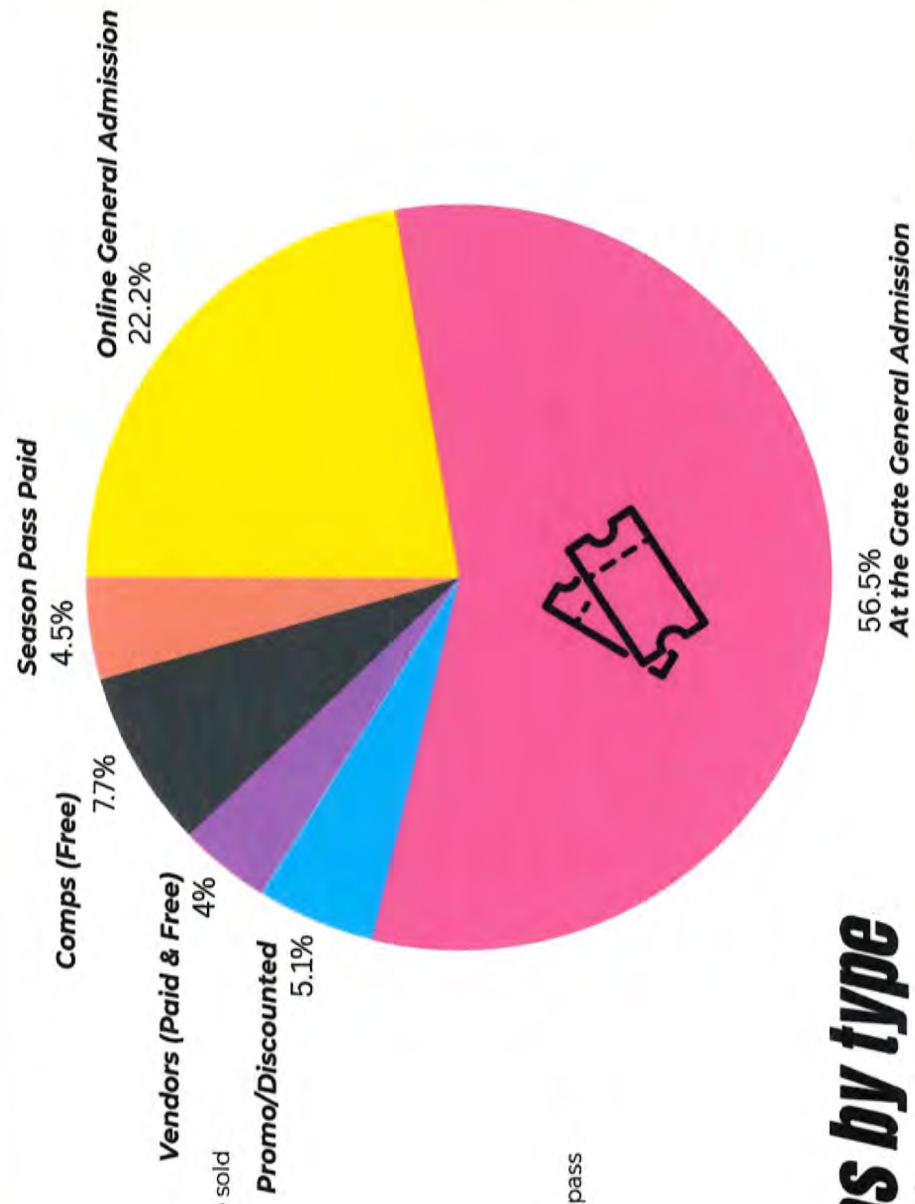
Daily Attendance Comparisons

VENTURA COUNTY
FAIR





- At the Gate - full price sold at the gate
- Online General Admission - presale and full price sold online
- Promo/Discounted:
 - \$5 before 5
 - Assured Partners
 - Kaiser
 - Glovis
 - The Wharf
 - Outreach Alliance
 - VCCU Promo
 - FoodShare
- Vendors - Vendor free and paid including season pass
- Season Pass (Paid)
- Comps
 - Comp season pass
 - Livestock Buyers
 - General Comp
 - Blood Bank
 - Courtesy



Ticket comparisons by type

Based off of Spark Audit Report for 2025 Fair Admission*



BUS RIDERS

99,107

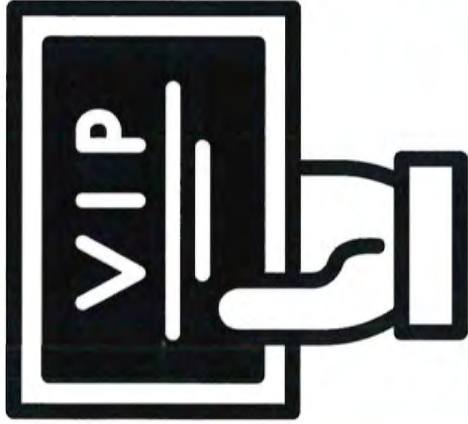
patrons rode the bus on
their way to the Fair in 2025

125,962 patrons rode the bus in
2024 to get to the Fair.

21.3% decrease.



CONCERTS



16,048

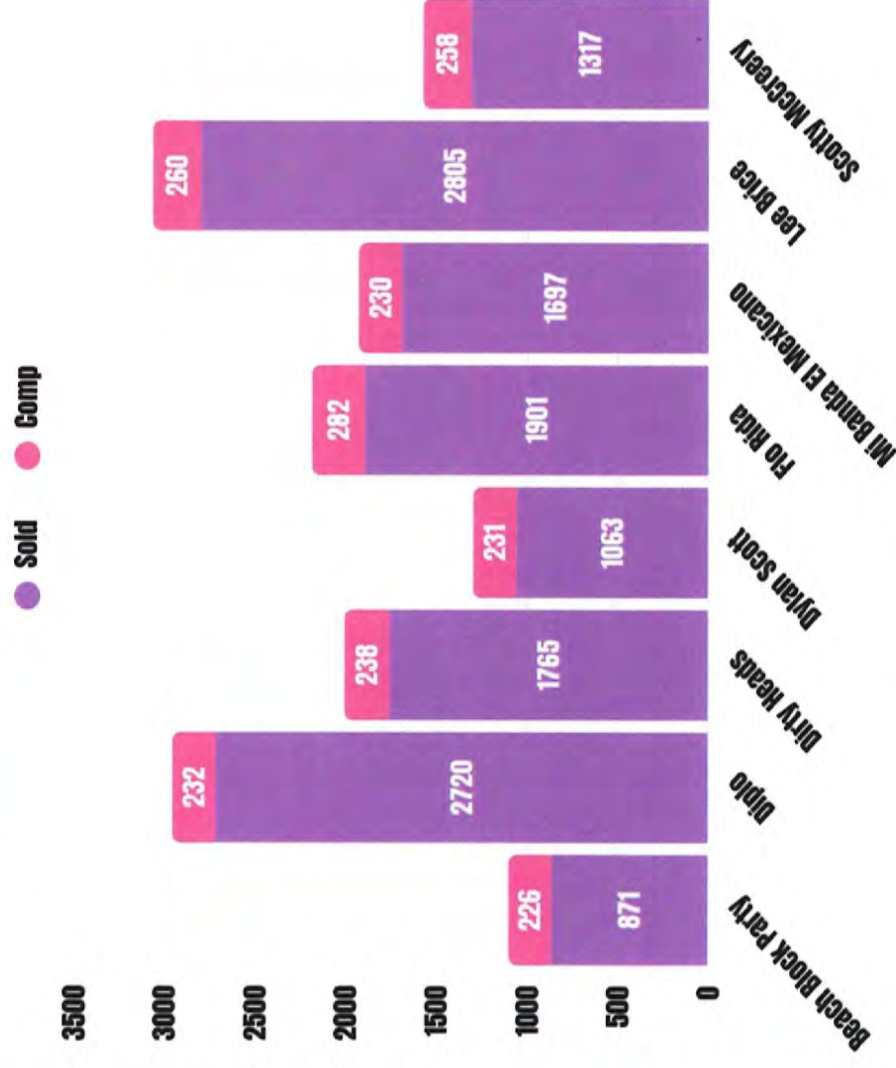
VIP Concert
Tickets

\$718,442

VIP Revenue

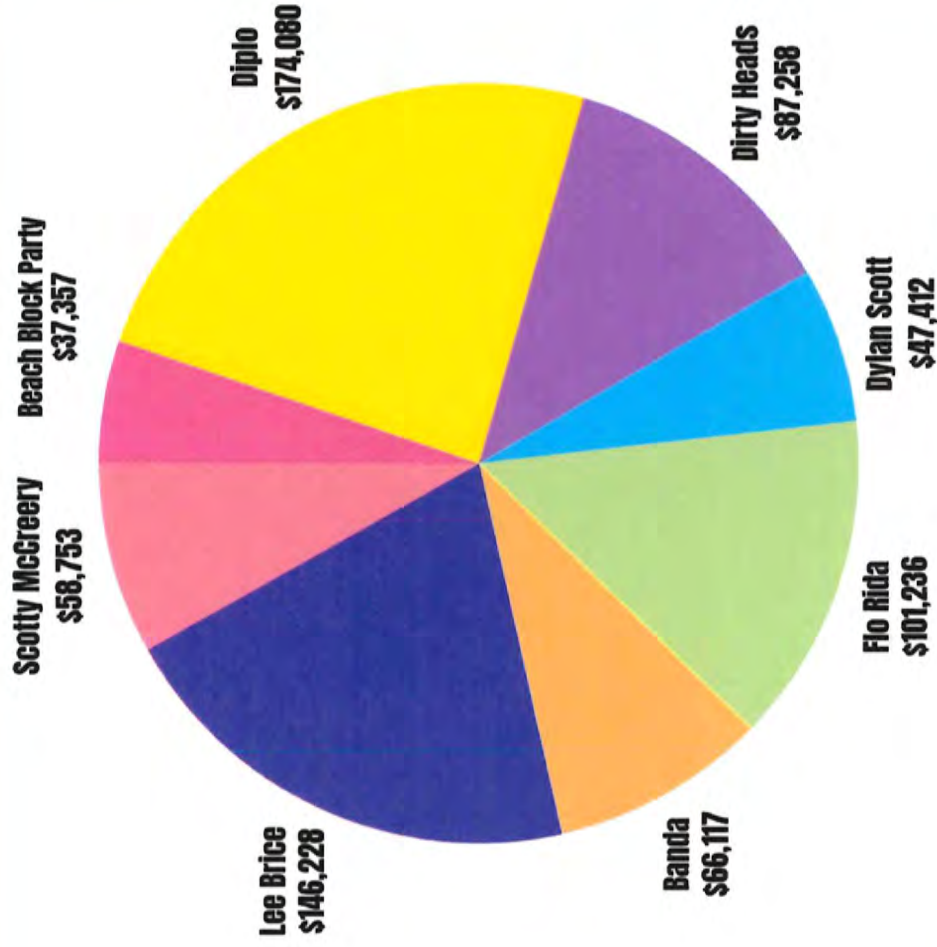
VENTURA COUNTY FAIR

VIP Concert Ticket Counts



VIP Revenue by Concert

VENTURA COUNTY
FAIR

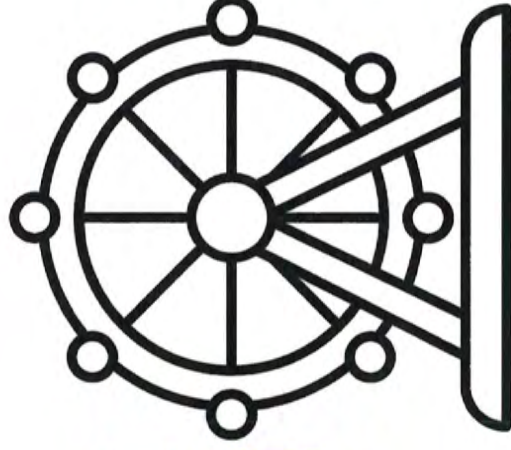


VENTURA COUNTY
FAIR

CARNIVAL

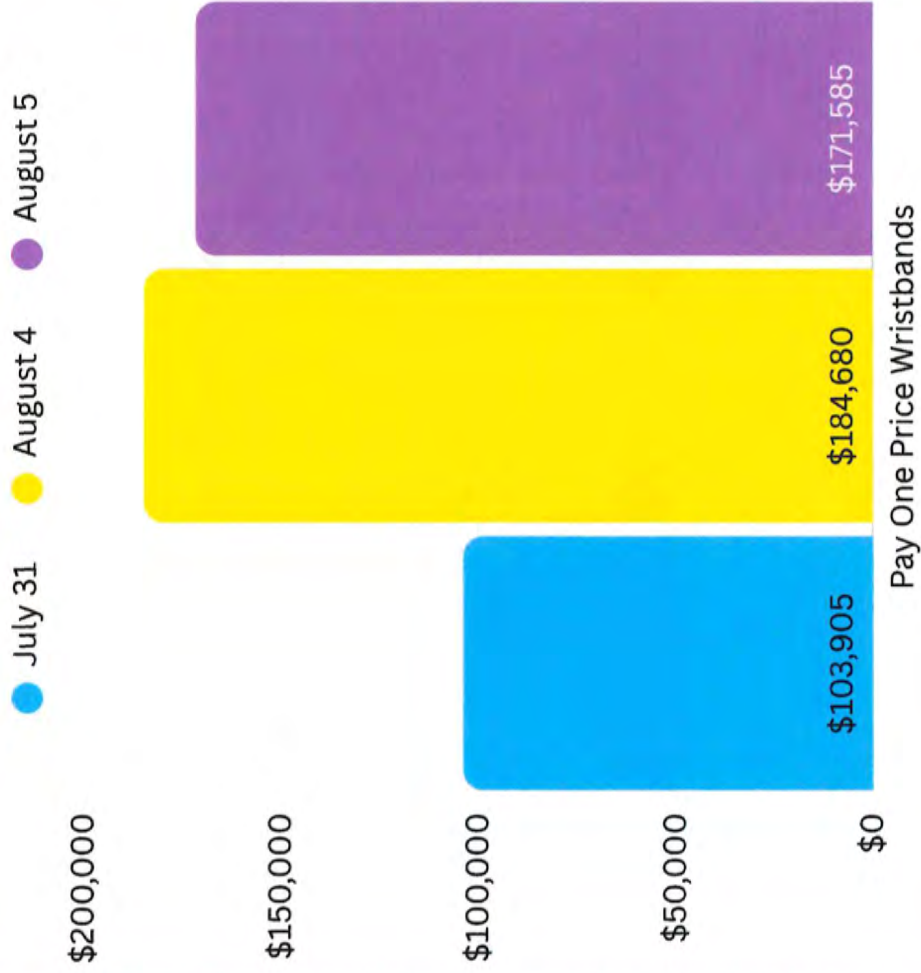
\$3,869,495

Onsite + Online Sales



VENTURA COUNTY FAIR

POP Wristband Promo Day Ranking





2025 FAIR RECAP

VENTURA COUNTY
FAIR
July 30 to August 10



Highlights

- Surpassed last year's online presale revenue
- 100% participation by craft breweries in the first-ever Beerfest
- Content creators over-delivered with fun, engaging posts
- Captured more photos and videos than past years
- Increased media coverage, including ABC7 and Fox 11 News on opening day

Facebook

50

Facebook posts

6,194,764

Content views

21,919

Content interactions

4,507

Comments

50,794

Facebook followers

1,226 increase

Instagram

261

Instagram posts

675

Instagram Stories

8,364

New followers*

9,014,191

Views*

466,123

Accounts reached*

*Insights from last 90 days only

TikTok

22,750

Video views*

274,284

TikTok reach*

5,326

Post likes*

1,487

Followers

72.7% male
27.3 female

*Insights from last 90 days only

Social ads



42
Digital ads

2,814,434
Reach

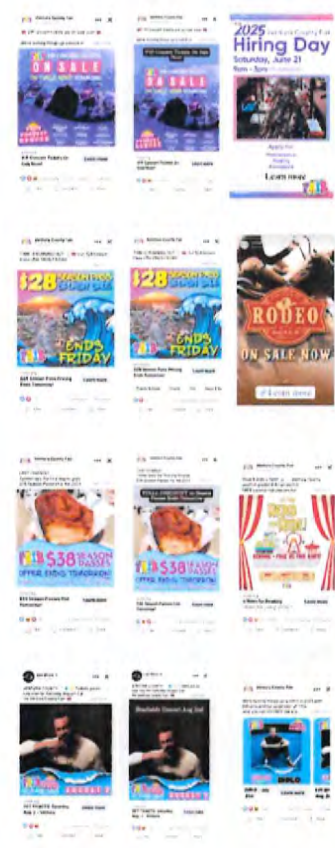
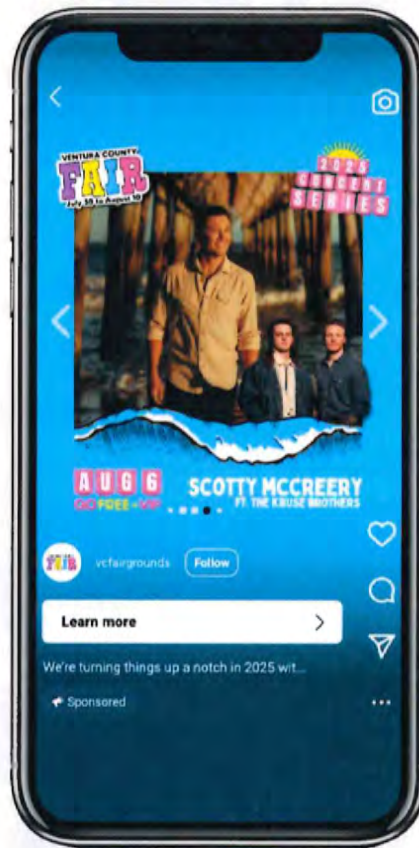
\$21,551
Spent

4,539,665
Impressions

208,157
Clicks

\$0.13
Average cost per click

4.4%
Average click-through rate*



*As of April 2025, the average click-through rate (CTR) for Facebook ads was 0.90% across all industries. The average CTR for Facebook ads for travel/hospitality sector is 0.63%. However, CTRs vary by industry, platform position, and ad format

New spotify advertising



- 7,972 impressions
- Video ad
- AI technology voiceover



Influencers

10

Influencers

75+

Collaborated posts

290,907

Local Instagram followers

274,284

Local TikTok followers

Spanning Ventura to Los Angeles

- Food
- Concerts
- Carnival
- Shuttles
- Exhibits
- Shopping
- Family
- Couples
- Giveaways





TV + Streaming



- 8 spots
- 10 formats per spot
- English & Spanish
- :15s and :30s
- Onsite filming

- 87% reach of targeted areas
- 284,630 impressions
- 1,000 bonus spots leveraged
- Aired on all major networks including:



Radio

8 English stations

4 Spanish stations

:30 and :60 spots

Tickets giveaways

Website/digital promotion

Email newsletters





Email marketing

53 email newsletters

59,711 to **71,977 subscribers**

2,299,904 sends

1,705,999 impressions

48% open rate

The current industry average open rate is 17% to 42.35%. Event venues average a 28% open rate

Print advertising

English and Spanish language

Expanded geographic blueprint

Larger, often full-page ads



VC Star.

VCReporter





Printed deliverables

- Daily Schedule of Events program: 38 pages
- A Taste of the Fair program: 36 pages
- Entertainment poster
- Youth poster
- Jr. Livestock Auction save-the-dates + buyer card
- VIP + general admission wristbands
- Beerfest Bingo
- 500+ signs and banners





Community partnerships

- **Cumulus Media** - onsite broadcasting, including the Auction
- **10 local craft breweries** for both Beerfest and Oktoberfest
- **Pacific Surfliner** - offering a 20% off discount code for Fairgoers, publicity on their website & social media
- Local (Oxnard) **Shake Shack** location - free vouchers
- **Vitalant** - blood drive Fair ticket giveaway





Graphic design



The collage features several event posters and signs for the Ventura County Fair, held from July 30 to August 10. The top left poster advertises 'CRAFT BEER ON TAP' and 'TOP LOCAL WINES' with a list of participating breweries and wineries. Below this is a 'BEERFEST' poster for Sunday, August 10, featuring a 'GENERAL ADMISSION ENTRY' sign. The middle section includes a 'STATION STAGE' sign, a 'SEABREEZE STAGE' sign, and a 'CARNIVAL & ADMISSIONS CUSTOMER SERVICE' sign. The bottom left shows a 'RODEO' poster with a QR code for tickets. The bottom right features a 'BEERFEST BINGO' poster and a 'RODEO' poster with an 'ADA Entry' sign. The right side of the collage is dominated by a large 'EXIT' sign and a 'PLAY BINGO!' sign, both with 'FAIR' logos. The bottom right corner also includes a 'VIP ENTRANCE' sign for the 2025 Ventura County Fair.



Digital + outdoor signage

Ventura Auto Center billboard
8 weeks

Fairgrounds LED sign
New graphics daily

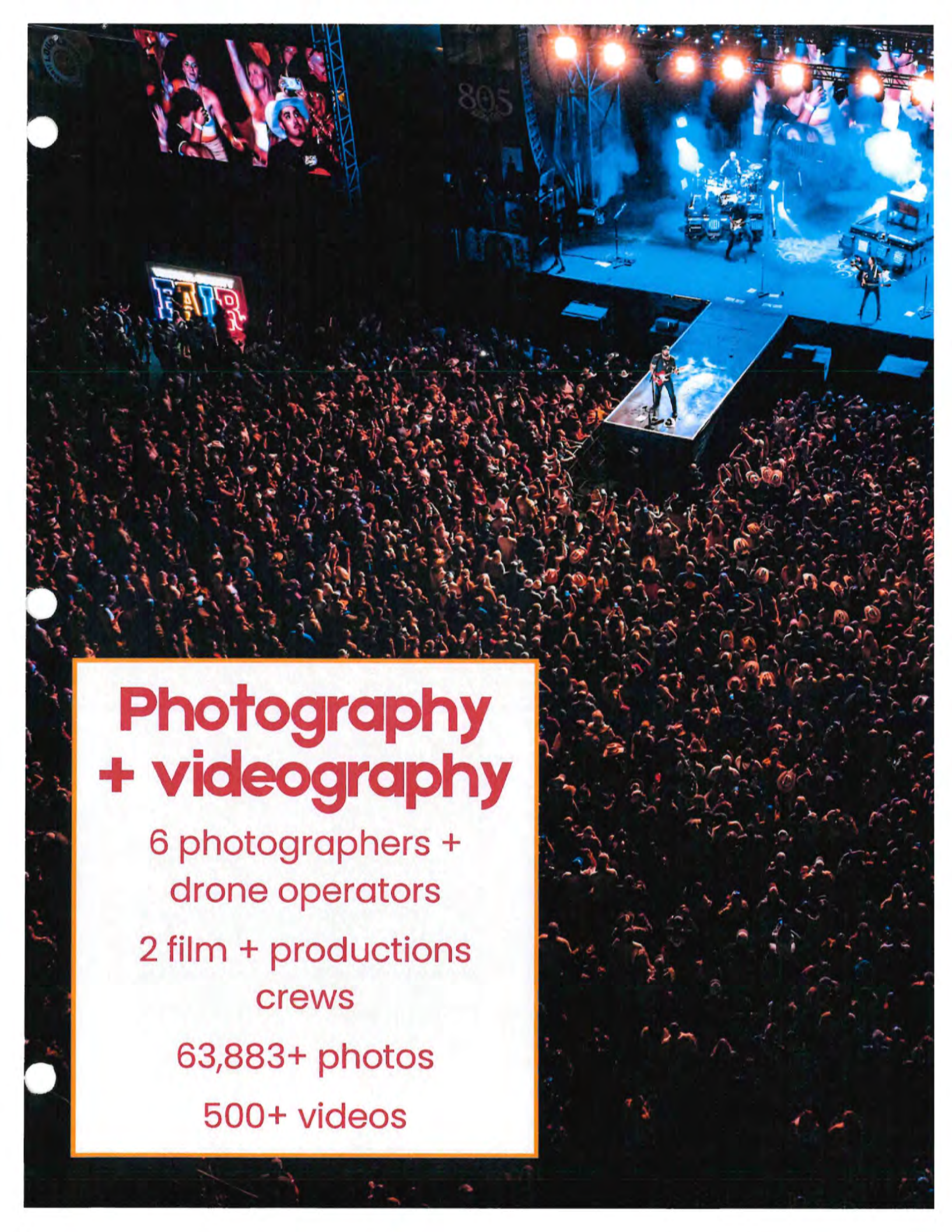
Cumulus Digital Network
Spanning Ventura County - 6 weeks

See You at The Fair!



July 30 – August 10
Get Tickets Now!
VCFAIR.ORG





Photography + videography

6 photographers +
drone operators

2 film + productions
crews

63,883+ photos

500+ videos



new! **Beerfest**

- 10 local craft breweries
- Branded tents
- Sampling, merch giveaways
- Beerfest Bingo
- Oktoberfest cross-promotion





VENTURA COUNTY
FAIR
July 30 to August 10