

Evergreen State Fair Park

Snohomish County Council Presentation

Overview

Arena

Preferred Plan

Fair updates

Fair Park updates

Sponsorships

Food drive



Arena

Install CO Monitors- \$14,000

- Installed CO monitors
- Monitoring showed higher levels in the office, concessionaires, announcer booth
- Next steps:
 - Install light system to show when levels are reaching near OSHA limits or when they are over
 - green, yellow, red

Ventilation improvements, \$44,500* waiting on final quote

- Concession, office, announcer booth
- Design completed
- Install new window and ventilation to limit exhaust build up
- Received quote for concession- need to go out to bid

Trench drain update, \$32,600

- Steam cleaning equipment and backpack vacuums (minimal water impact)
 - Eliminates the need for a trench drain & construction

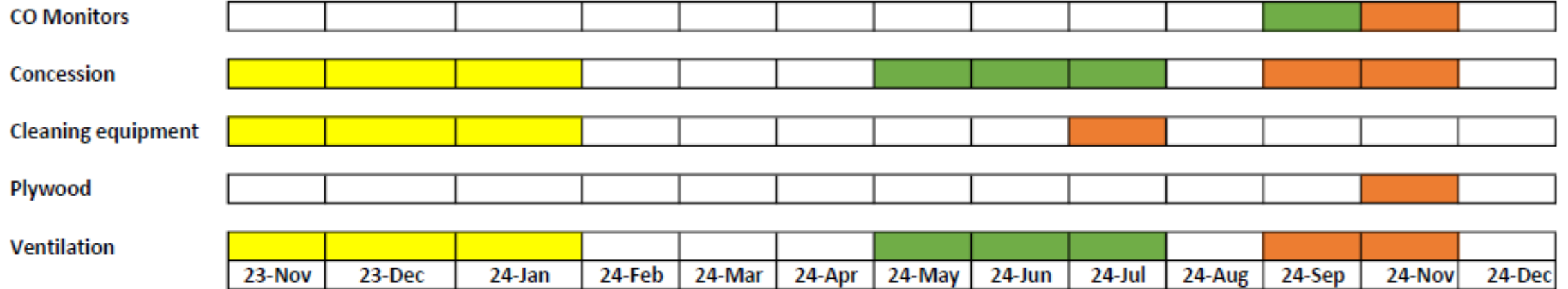
Bulkheads, \$3,000

- Cover prior to race season

Total project cost, \$ 94,100



Arena



Design Construction Completion

With the new direction of this project, there are no impacts to our users

Preferred Plan

Accomplished since January

- Project team site visit and kick off
- Stakeholder outreach process launched
- User group interviews/focus groups (15 interviews)
- Site analysis compiled and reviewed
- Public survey closed (1,744 responses in 15 days)
- Reviewed summary themes from stakeholder & public outreach
- Reviewed preliminary design options
- Brand messaging design



Current Status

- Business model planning / Market analysis and funding strategy
- Concept design refinement
- Demand & financial projections
- Economic & fiscal impacts
- Brand messaging refinement

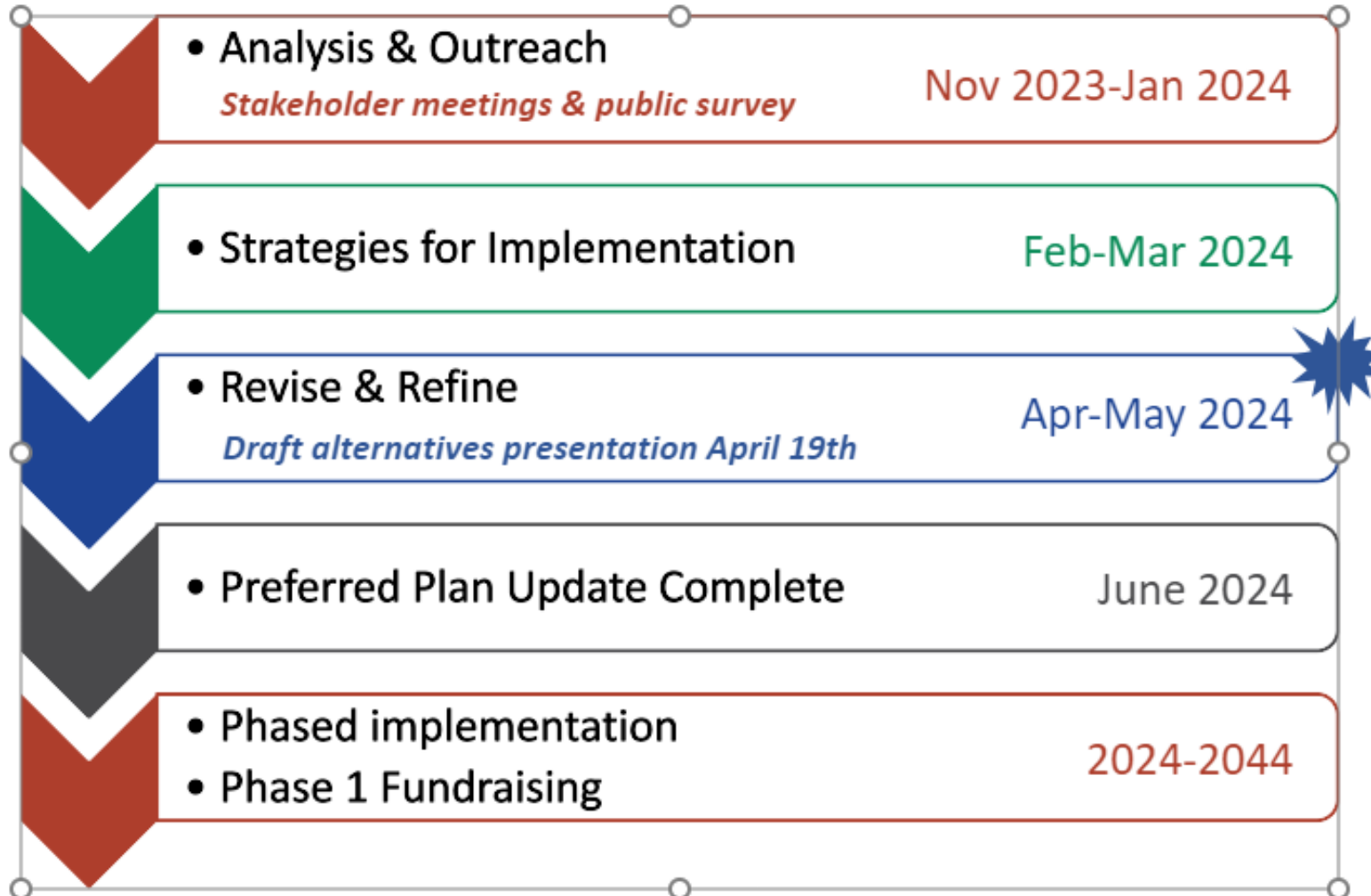
What's Next

- Funding & implementation strategy
- June: draft preferred plan update, internal review



Preferred Plan

Project Schedule



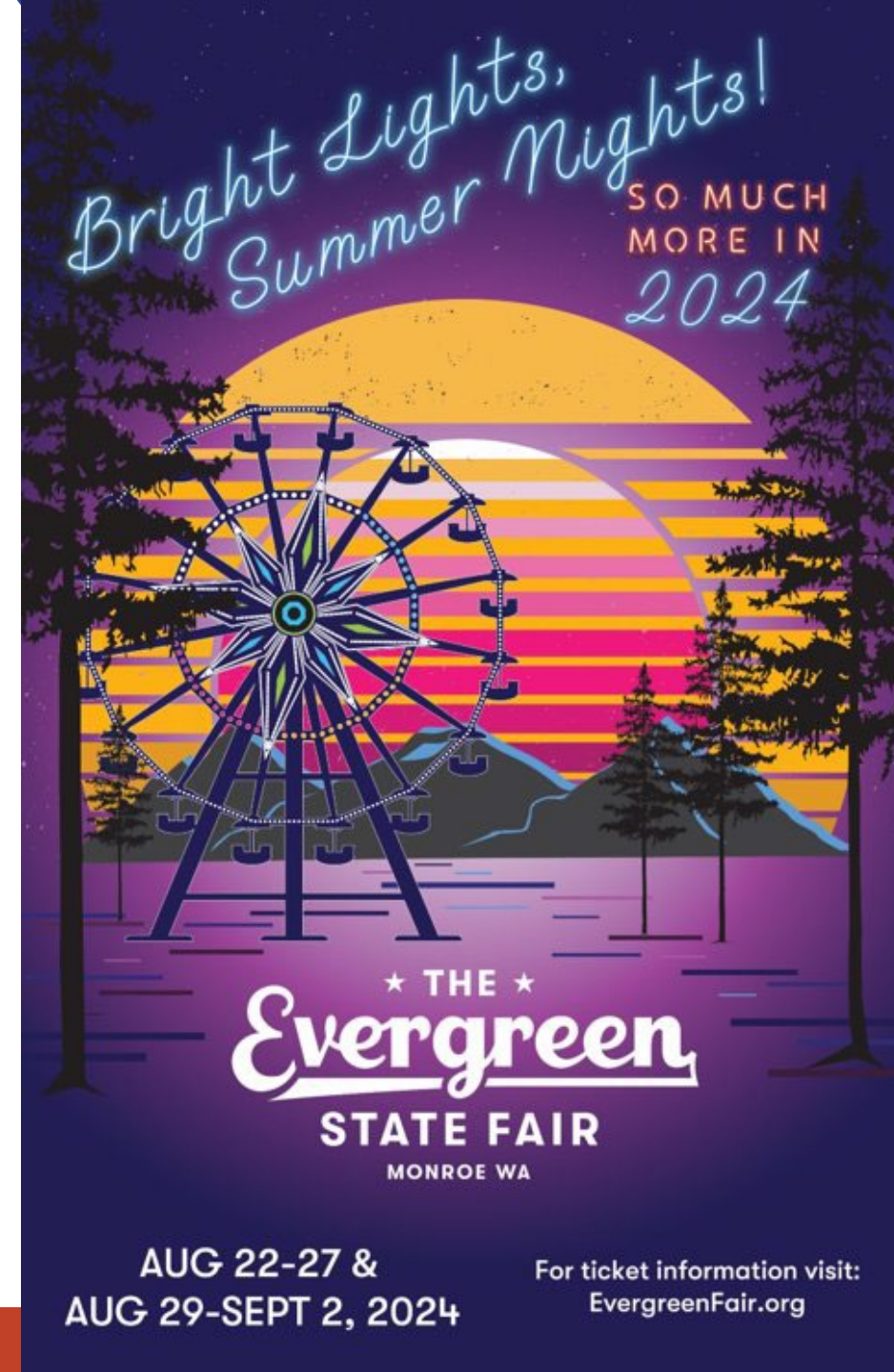
Fair updates

Discount Ticket Opportunities

- Food drive
- Senior day, Monday, August 26th- \$6 admission

New Exhibits

- Go Cart, TRAXX
- Peppy's Water Palooza
- Classic car display- Hosted by Thursday Night Garage
- Electric car display
- Duck races
- Healthy Community Day- Tuesday the 27th
 - Partnering with County Health Department, Evergreen Health, Monroe to provide community health resources and educational information



Fair updates- vendors

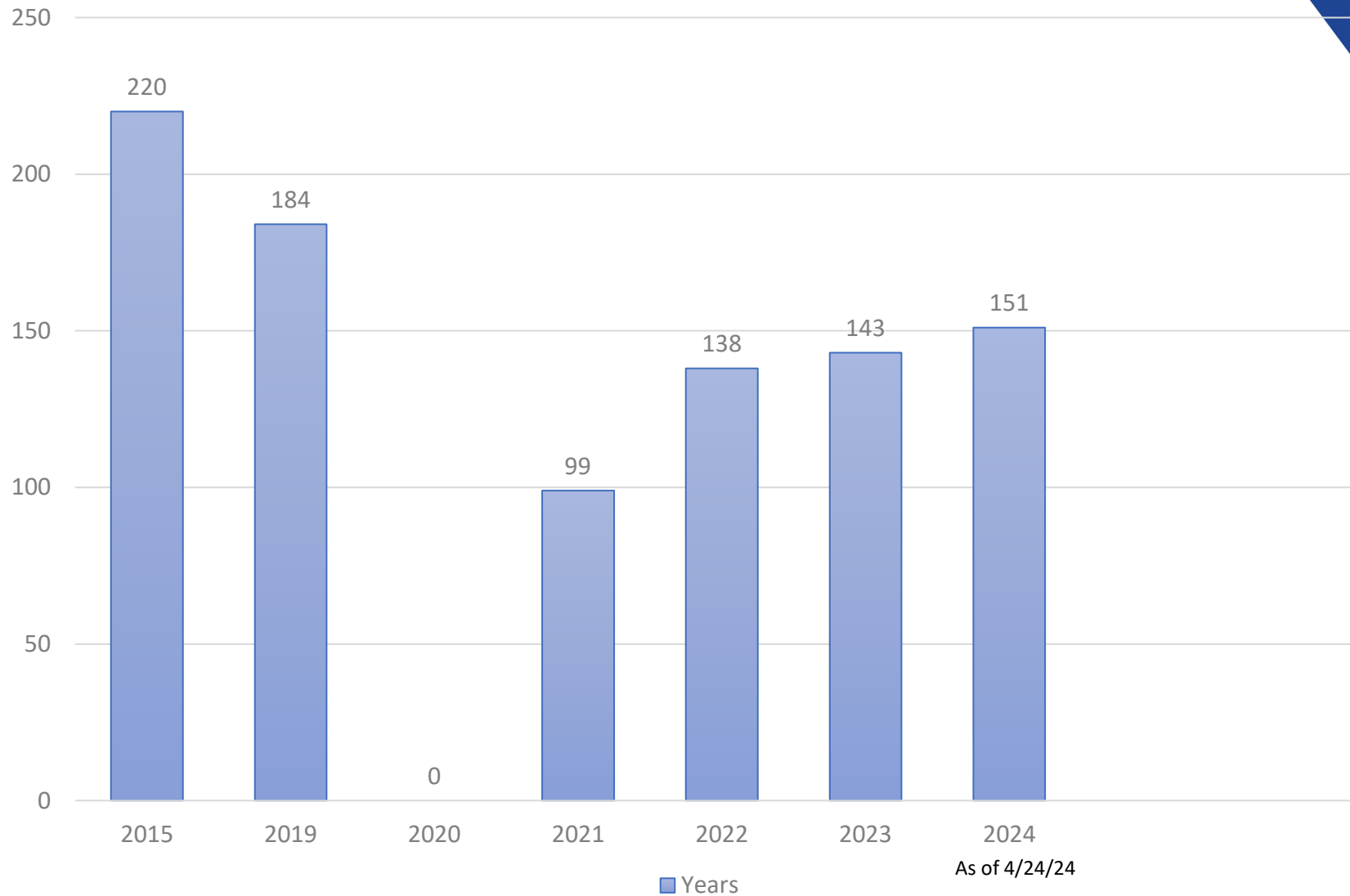
Vendors

- 95% full for indoor & outdoor- 151 vendors secured, 6 new food vendors
- 15 new applicants on list for available spaces
- 170 is our target number of vendors
- Addition of tip jars
- Attend different events to talk with vendors about coming to Fair
- 2023 vendor revenue was \$655,232 this was down 1% from 2022.



As of 4/24/24

Fair updates- vendors



- Includes food vendors but not sponsor booths
- 2015 is before Puyallup changed dates



Fair updates- concerts

Monday, August 26th, Josh Turner

- \$35-\$60

Tuesday, August 27th, Martina McBride

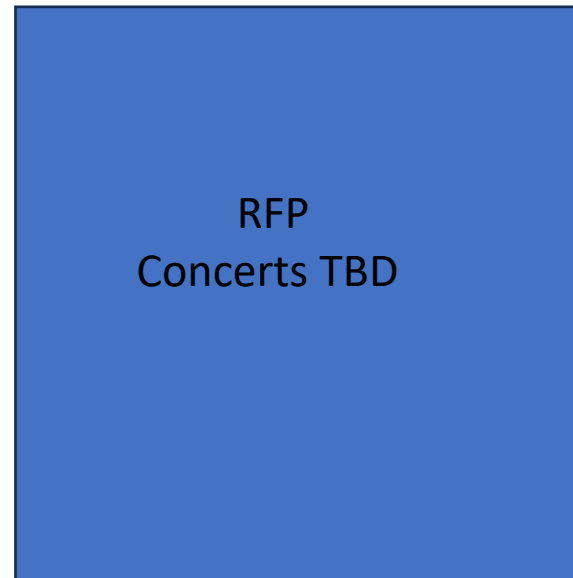
- \$35-\$65

Thursday, August 29th

- RFP to find concert vendor run show(s)-
Reviewing RFP's

Friday, August 30th, Flo Rida

- \$40-\$70



Fair Park updates

WSDA grants

- Door closers for 604 building
- Sheep wash rack upgrades
- Upgrades to the goat & bovine wash racks
- New glass ADA friendly entry doors for the Display Hall
- New Fair time livestock panels

Equestrian Park updates

- Beautify the grounds- flower beds, paint barns, lighting updates
- Fencing repair

Family restroom

- Update 401 restroom- large family restroom, nursing area, adult changing table

Holiday Spark at the Evergreen Fair Park- Dec 5th-8th 5pm-8pm

International Association of Machinists (IAM) Fair - June 8th

Focus on Farming- November 6th



Sponsorships

- Working on a sponsorship policy- close to PA review
- Some Fair time sponsors are wanting to move into year-round sponsorships

Adopted: __/__/23
Effective: __/__/23

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

ORDINANCE NO. __-__

RELATING TO SPONSORSHIPS AND LICENSES AT COUNTY PARKS AND THE
FAIR PARK, AMENDING CHAPTERS 2.32 SCC AND ADDING NEW SECTIONS TO
CHAPTERS 2.16 AND 2.32 SCC

BE IT ORDAINED:

Section 1. A new section is added to Chapter 2.16 of the Snohomish County Code to
read:

2.16.025 Sponsorships.

The county executive and, if approved by the county executive, the director of the department of conservation and natural resources, are hereby authorized to enter into and execute on behalf of Snohomish County, sponsorship agreements for sponsorship contributions for improvements to park properties, maintenance and operation of park properties or for entertainment, activities and events with the following conditions:

- (1) The proposed sponsorship agreement does not include the purchase of goods and services from the sponsor;
- (2) The division director determines that the sponsorship agreement and character of the proposed sponsor align with the mission and vision for county parks and the parks and recreation comprehensive plan element and recommends approval of such agreement;
- (3) The sponsorship agreement does not obligate the county monetarily or sufficient appropriations already exist;
- (4) Every such sponsorship agreement shall be reviewed and approved, as appropriate, by the county risk manager or designee and approved on a form that has been approved as to form by the prosecuting attorney, or by a deputy prosecuting attorney;
- (5) The proposed sponsor shall provide such indemnification and/or insurance coverage, proof of compliance with workers compensation laws, proof of possessing any other license or permits required of the proposed sponsor, and any release forms as may be required by the county risk manager;
- (6) Sponsorship agreements shall be for a term of no greater than five years, with the option to extend any agreement for up to no more than two additional five-year terms, at the discretion of the division director;
- (7) Upon request by the county council, the department director shall refer the proposed sponsorship agreement to the county council for review and approval; and
- (8) The county executive may refer any sponsorship agreement to the county council for review and approval.

Section 2. Snohomish County Code Section 2.32.140, last amended by Ordinance No. 89-209, on May 17, 1989, is amended to read:

2.32.140 Duties of manager.

The manager shall:

- (1) Act as the chief administrative officer for the operation and maintenance of the fair



Food Drive

- **June 24th - July 12th** at one of Lee Johnson Auto Family's 8 locations OR
- **July 13, 2024, 12pm to 5pm**
West parking lot of the Evergreen State Fair Park
- Donate 5+ non-perishable items and receive one (1) ticket. Good for one (1) weekday gate admission during the 2024 Fair. Limit 5 tickets per car.
2023- 19,195 lbs
2024- Goal is 20,000 lbs



Thank You!

