



Evergreen State Fair Park

Snohomish County Council Presentation
January 2025



Fair 2024

- Attendance 232,168 (up 1.5% from 2023)
- Carnival revenue was up .79%
- Parking revenue was down 2%
- Concert ticket sales were up 161%
- Projected fair revenue \$5,161,000
- Fair expenses \$3,222,430 (2023)



Updates

Preferred Plan

- Final plan- early 2025

Motorsports

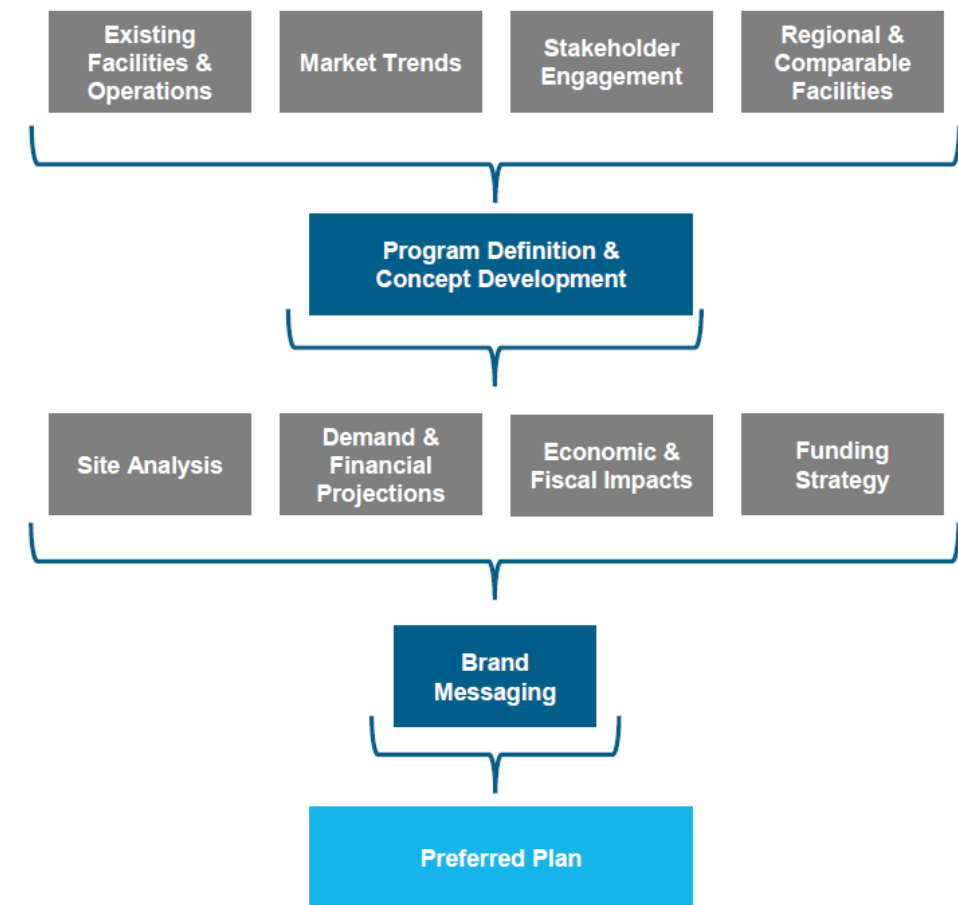
- Winter season is concluded and went great

Drainage Plan

- Looking at grants for entire Fair Park stormwater design

Grandstands

- Roof replacement in 2025 after race season
- Currently with purchasing
- Roughly \$1.6 million



Updates cont.

Sponsorships

- Sponsorship Collective training
- RFP for a sponsorship broker just closed

Grants – WSDA

- Panels for livestock
- Sheep, goat & bovine wash rack upgrades
- Restroom 401 & 510 partitions, plumbing fixtures
- Display Hall ADA complaint entry doors

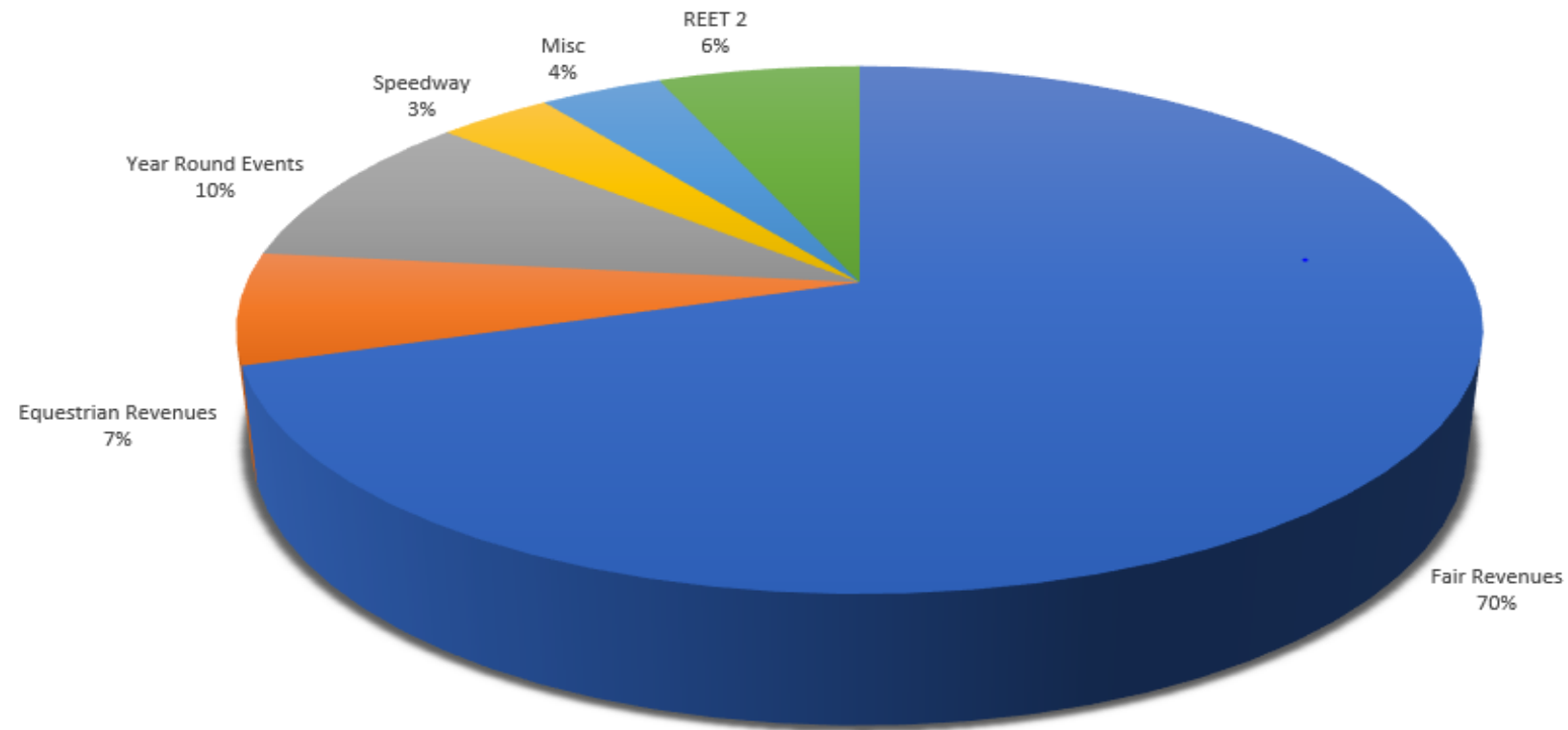
Revenue Development and Management School

- Two-year program
- Focuses on revenue management and development techniques



Revenues

ESF Revenues - 2023



Total Revenues \$7,179,940

Fair Revenues Equestrian Revenues Year Round Events Speedway Misc REET 2



Holiday Spark

at the

Evergreen Fair Park

DECEMBER 5&6 • 5-8PM

DECEMBER 7 • 10am-8pm

DECEMBER 8 • 11am-3pm

MONROE, WA

Free Admission!*

Celebrate the holiday season with us!**

- Holiday Bazaar • Music • Fire Pits • S'more Roasting • Costume Characters • Visit with Mr. and Mrs. Claus • Olde Fashioned Christmas at the Shannahan Cabin • Food • Food Drive
- Warm Clothing Drive • Inflatables • Bingo • and more...

For More Information Visit:
Evergreenfair.org

* Some activities require an extra cost.

**All events subject to change.

Leah Howards

Commented on Evergreen State Fair Wall Post "The first night of Holiday Spark at the Evergreen State F..."

5 hours ago

My family and I went last night! We had a blast! The kids are still talking about it this morning! Thank you for putting this on for the community ❤️ we hope it becomes an annual tradition 🎄👶🏠❄️

Hi Brittany!

Just wanted to let you know that we had the best time last night! Looking forward to doing it again next year!

Thank you,
Ashley



You Had Me at Monroe-Group

Michael Daly • 56m • 📷

We just got home from the Holiday Spark at the fairgrounds. What a fun, festive, family event! Our son had a blast and we hope they bring it back next year!

👍 Like 💬 Comment ✉️ Send ➦ Share



Thank You!



See you at Fair 2025
August 21st
to Sept 1st

