

Evergreen State Fair Park

Snohomish County Council Presentation



Snohomish County
Council Presentation
July 18, 2023

Overview

Staff/Fair Board

Site Overview

Emergency Response

Revenues

Community Connections

Site Improvements

Sponsorships

Fair/Event Attendance



Staff

- 8 full time staff
 - Programming concerts/events/rodeo/livestock sale
 - Competitive exhibits
 - Overseeing Superintendents/Judges
 - Layout/set up
 - Vendors
 - Marketing/sponsorships
 - Finances
 - Non-fair events
- 6 part time staff - start around June
- All maintenance staff transition over to fair 2 weeks prior
- About 360 temporary fair time staff



Fair Board

Fair Board aids in managing and preserving the largest publicly owned fair in the PNW.

SCC 2.32.100 Duties of the Advisory Board:

The advisory board shall advise, consult and assist the manager in recommending to the director actions on the following:

1. Schedules of fair events and activities other than motor vehicle racing or practice events;
2. Annual fair budget;
3. Fair fee schedules; and
4. Other fair matters as requested by the manager





Mission

Snohomish County's Evergreen State Fair Park collaborates with its partners to sustain, maintain, and innovate for the purpose of creating an inclusive and accessible space for Snohomish County's residents and visitors. The Evergreen State Fair Park allows communities to connect with their diverse cultures, traditions, and rich histories. The Evergreen State Fair Park will be a safe and welcoming place for all to learn, grow, and make community connections. We are a space to showcase agriculture, be entertained, share our traditions, and create new ones.



Vision

How we will do this:

- We will put the wellbeing of our community at the center of our decisions
- We will offer support to help those in need
- We will listen to our residents to ensure we always reflect the joy, hard work, creativity, and diversity of our community
- We will strengthen and sustain a culture of equity and inclusion that increases opportunities, programs, and resources, ensuring accessibility and service for everyone
- We will honor and value programs that focus on youth and education
- We will celebrate our rich agricultural history and culture
- We will be good stewards of resources and custodians of infrastructure
- We will protect our land, air, and water for future generations to enjoy

Site

- 193 acres
- 35 buildings
- Adjacent to Hwy 2 and 522
- Regional equestrian facility
- Only NASCAR sanctioned track in Washington
- Home to the Washington Quarter Midgets
- Facility supports the annual fair

- Largest amount of single site publicly owned parking in the state with 4,800 parking stalls
- Parking is a large part of revenue
- 332 RV parking spaces



Emergency Response

- Facility has been utilized for various emergency responses
 - COVID- support
 - Bolt Creek Fire- 52 days
 - Floods - animal sheltering



Economic Driver

2022 Fair Park Visitation Overview

Distance filter placed to zero in order to capture all markets

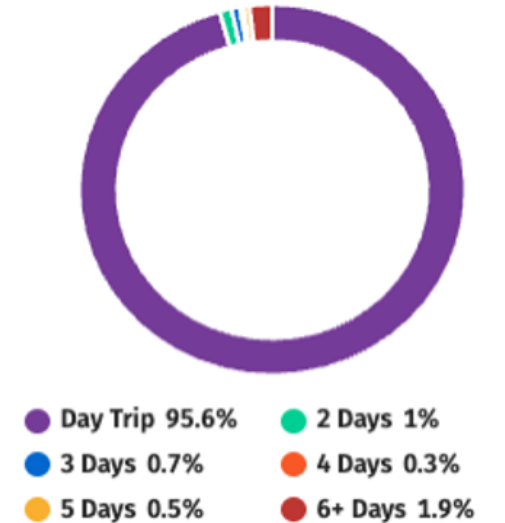
Total Trips: 1,169,783

Visitor Days: 1,172,681

Average Length of Stay: 1 Days

Unique Visitors: 93,302

Visitor Days by Length of Stay

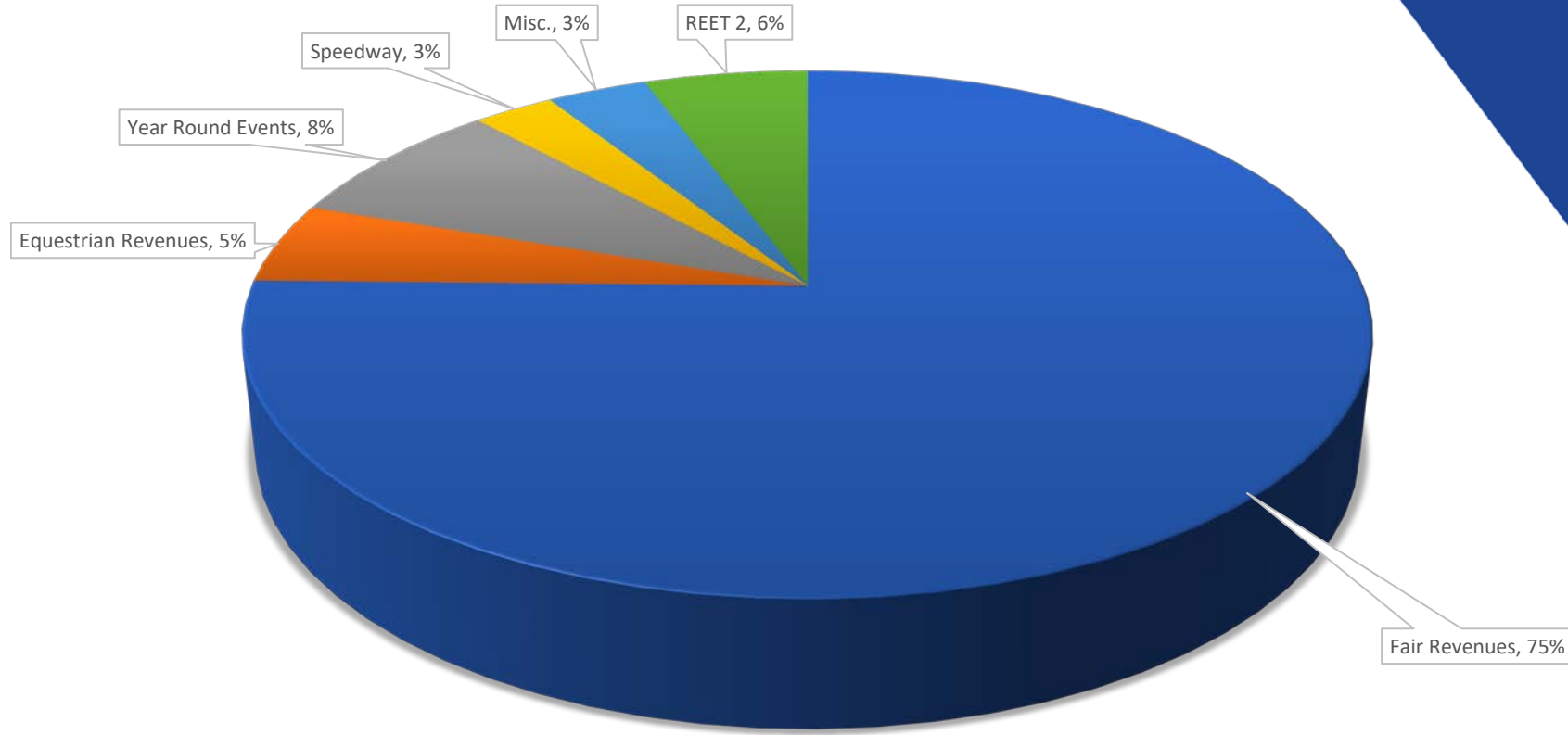


Community



Revenue

ESF Revenues - 2022



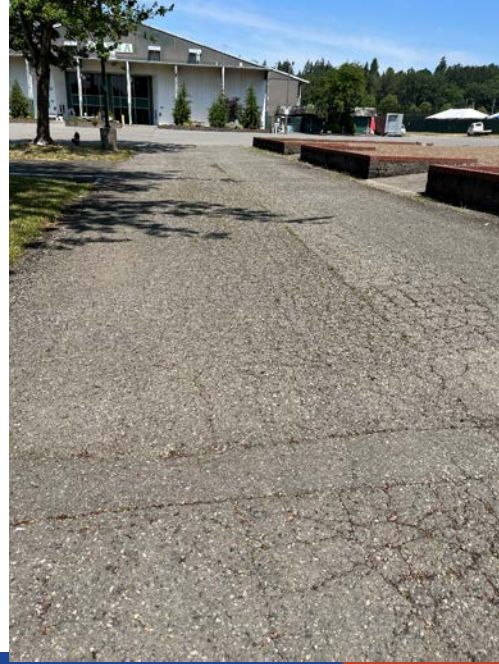
Fair Revenues Equestrian Revenues Year Round Events Speedway Misc. REET 2

Total Revenues: \$7,157,864



Concerns

- Deferred maintenance
 - Buildings
 - Roofs
 - Pavement
 - Painting
- Staffing



Maintenance Needs

- Parking lot ADA improvements
- Blue gate realignment
- Shanahan roof repair
- Arena deep clean
- Grandstands fire suppression updates
- Equestrian drainage repairs
- Arena sound system
- Entry renovations
- Longhouse restroom renovation
- Street light pole replacements
- Equestrian park fencing replacement
- Camera installs/upgrades
- 102/103 ceiling cleaned
- Electric panel for Butler
- 606 judging arena fencing
- Maintenance bypass
- Equestrian maintenance facility
- Ventilation for northern concessions
- Overall painting
- HVAC upgrades – updates and energy effic.
- AV equipment for buildings
- North Arena entrance improvements
- Arena concession stand enclosure
- Restroom floors recoated
- Fair portable buildings renovation
- Raised bed replacement
- Arena doors
- Arena fire suppression updates
- Judging booth 101 and 109 off wheels and accessible
- Grandstands restrooms upgrades
- VIP cabin – log treatment
- Develop ‘style guide’ for Fair Park
- 606 and 201 trusses
- Replace Arena seating
- Grandstands roof replacement
- Replace reader boards
- Provide commercial kitchen
- Overall roofing replacements
- Pavement repairs
- Entry buildings
- 101 roof enclosure
- 401 roof replacement
- 601 restroom renovation
- Install drains in the Arena
- Arena lighting upgrade
- 510 restroom remodel
- Arena roof replacement
- Grandstand exterior painting ‘ESF’
- Electric replacement for gas systems
- 109 cover
- Pave maintenance road
- Replace red lot area lights
- Storm drainage improvements
- EV charging
- Install digital reader boards



Fair Manager



Sponsorships

Updated sponsorship code - will open up more revenue opportunities

Working on a sponsorship policy

1 Adopted: __/__/23
2 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



Site Updates

- Starting to implement improvements at the Fair Park (Commercial building demo)
- Fair Board had three requests, a Fair Manager, Commercial building demolition and work on sponsorship.



Improvements



Master Plan

- Capital needs
- Business analysis

**Evergreen State Fairgrounds
Master Plan Report - Book 1
Monroe, Washington**

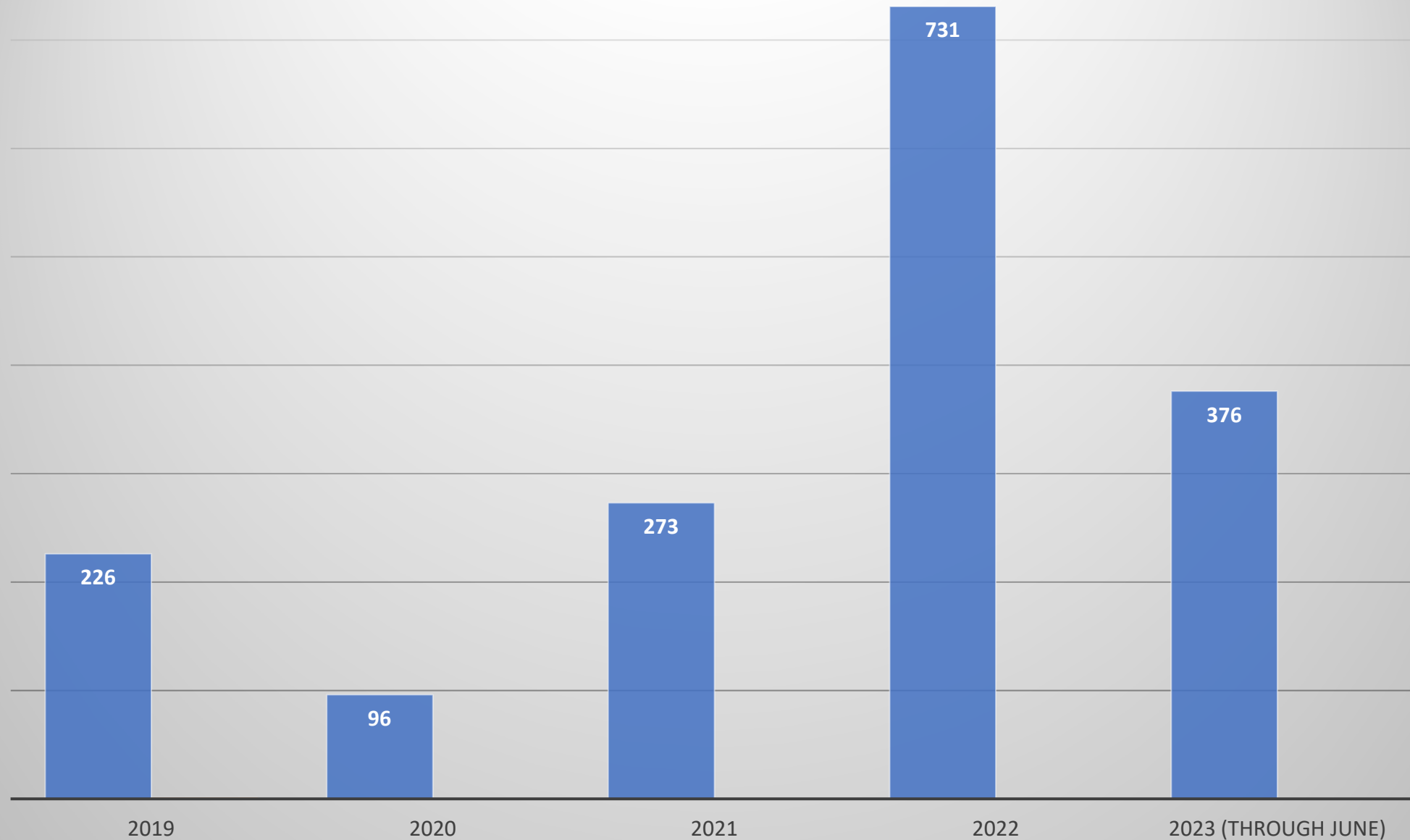
August 2014

Prepared for:
Snohomish County
Everett, WA

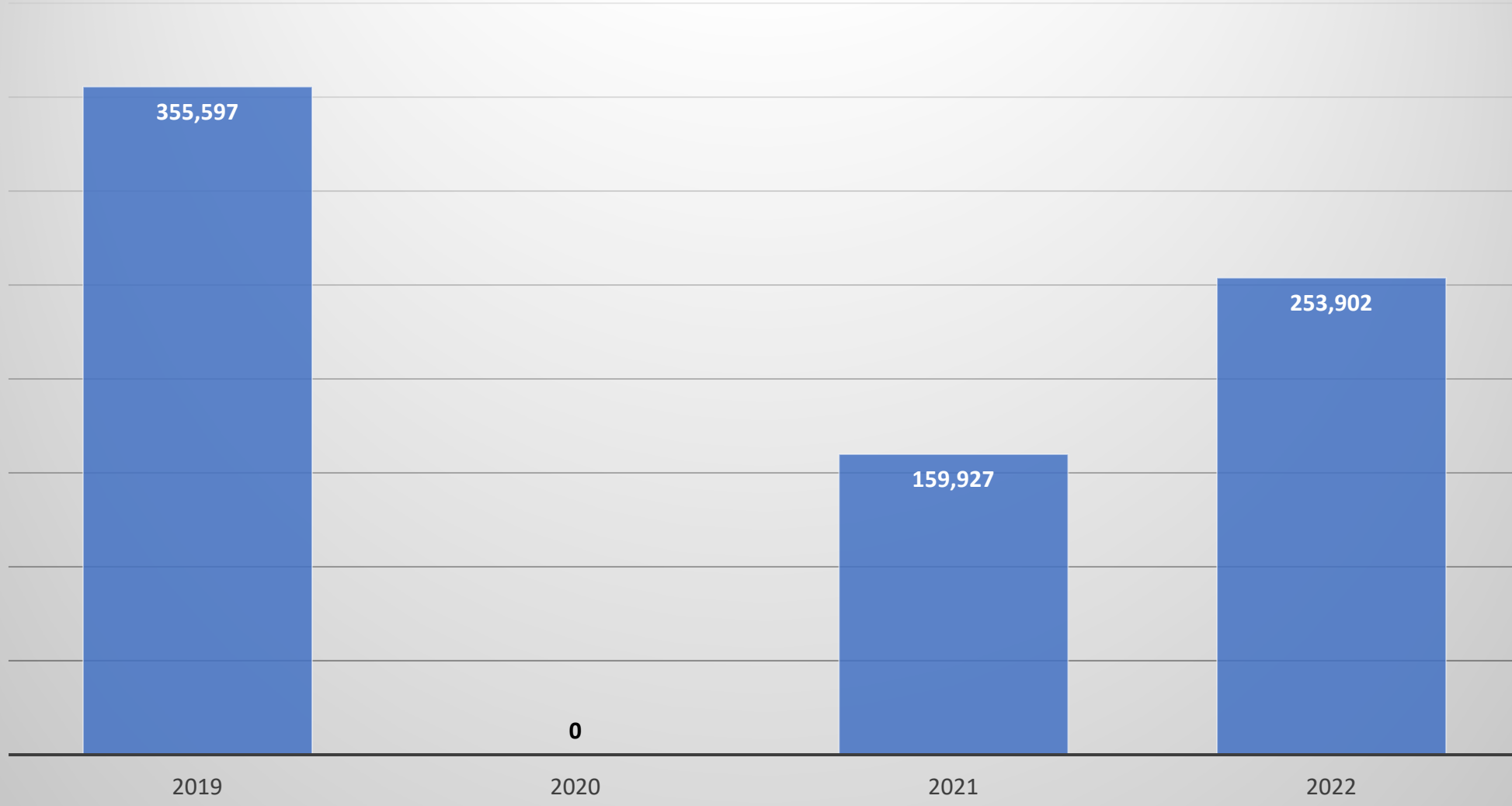
Fairground Designers/Planners:
Keffer/Overton Associates
West Des Moines, Iowa



Year Round Events



Fair Attendance



Little Moments, Big Memories!

Making memories for
114
Years!



AUG 24-29 & AUG 31-SEPT 4, 2023
MONROE • WA

THE
Evergreen
STATE FAIR
MONROE WA

For ticket information visit:
EVERGREENFAIR.ORG



Questions?



Thank You!



SNOHOMISH COUNTY
Conservation & Natural Resources