

Evergreen State Fair Park

Snohomish County Council Presentation
September 19, 2023

Fair 2023

- Attendance- 228,681 (down 9%)
- Carnival revenue was down 6.9% year over year but up 8.3% over the 3-year average
- Parking revenue was down 5%
- Concert ticket sales were up 6.5%
- Rodeo had two sold out shows (Saturday & Sunday)
- Demo derby sold out (Sunday)



Wins

- **Team** (Admin, Maintenance, Sheriff, SRRF, Monroe Police, Speedway, Fair Board, Private Security, Fire Marshal, Superintendents, Butler)
- **Event safety**
- **Concerts** (party pit, kids 1st concerts)
- **Rodeos**
- **Rock garden** (open space)
- **Toddler Town**
- **Monster truck rides**
- **Parade float/costumes**



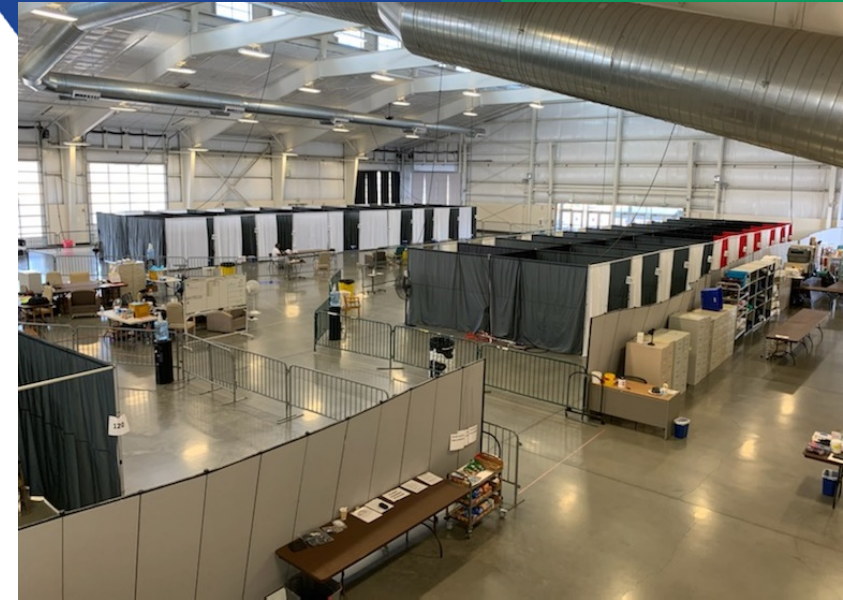
Maintenance Needs

- 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 improvements
- 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 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



Projects

- Display Hall- remove walls and modify heat
- Digital screens
- Arena upgrades (pending budget approval)
- Stormwater assessment
- RFP for mini track (WQMA)



Grants

- Applying for a grant to help support emergency response
- Upgrades to HVAC in the Event Center and Pavilion (filtering, heating, cooling).
- LTAC grant approval, Fair Park data, research & analysis



Sponsorships

- Sponsorship code passed
- Working on a program
 - Focus on Equestrian Park
 - Fair concerts series

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



Preferred Plan

- Capital needs
- Business analysis
- Under way- received submittals
 - September/October initial contract negotiations
 - November/December contract execution



**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

Questions?



Thank You!



SNOHOMISH COUNTY
Conservation & Natural Resources

