

2014 STATE FAIR PARK Annual Report



From the President and General Manager, Greg Stewart

In 2014 we saw one of the best fairs that has ever been featured on these grounds. And when you couple that with the increase of our non-fair events and on-site/off-site catering we have seen tremendous growth. Credit needs to go to our hard-working staff, Board of Directors, community leaders, and sponsors for this terrific year.

Through our year-round events at the SunDome and State Fair Park, we attract visitors who stay in local hotels/motels. In 2014, more than 16,000 hotel/motel night stays in our valley were attributable to activities at State Fair Park. Those visitors shop in local stores, purchase fuel at local gas stations, eat at local restaurants and provide an economic generator that benefits our entire community.

2014 was very much a transitional year in many ways. We offered more grounds entertainment, credit/debit cards were accepted at all gates, more educational opportunities were stressed such as S.T.E.M., Reading Round-up, agricultural education in the barns, and the addition of the Yakima Valley Pippins to our event line-up. We're going into 2015 more focused and energized to see what new exciting opportunities await us.

I am happy to report that the annual fair in 2014 had the highest attendance we've seen in 10 years. Many new attractions were added to the fair: tribute bands that enhanced a live daytime band experience, a 10' robot and what seemed to be everyone's favorite-the return of the racing pigs. We plan to continue this format and even add some new wrinkles to the 2015 fair. Watch for our new fair theme to be announced soon.

We have many dedicated employees and one in particular is Ruth Anglin. Ruth is retiring April 30 after working with our fair 35 years overseeing our exhibits and agriculture program. She has done an incredible job and will be missed. Thank you, Ruth, for sharing your talents with us.

Thank you all for your support of State Fair Park where "memories are made." I hope you create many more memories with your future visits to State Fair Park.

2014 Fair Recap

The Original State Fair of Washington

Simply put, the 2014 Central Washington State Fair was a smashing success.

Almost perfect Fair weather for the ten-day party helped boost attendance to more than 315,000 patrons; roughly 15 percent over last

year. Sponsorship revenue was up 25% and the Fair offered a fresh layout of promotions, including FREE parking and admission from 11 am-1 pm on opening Friday.

With food being the number one draw to the Fair, fairgoers were delighted to find many new food items at this year's event, one being a Donut Cheeseburger. There were a whopping 60 food booths to graze from, patrons were not disappointed with the menu. Thrill seekers were entertained all ten days by the dozens of midway rides and games presented by Butler Amusements, which included their new ride, "Freak Out."

The other big draw was the U.S. Cellular Concert Series and the arena events at the Coca-Cola Grandstand. On opening Friday the fair presented George Thorogood, who drew a standing-room-only crowd at the concert. The 80's band Kansas drew another good crowd on the opening Saturday night.

Other entertainment throughout the week included the Kumbia Kings, Joe Nichols, Neal McCoy, Trapt, Joan Jett and the Black Hearts, and comedian Louie Anderson. On the final Sunday, the Latin group, El Coyote y su banda Tierra Santa played to another packed crowd.

Large crowds also took in two days of Sprint Car races on the opening weekend, and both the Monster Truck show and Demolition Derby had full houses on the final weekend.

Other attractions that drew plenty of interest were the mega exhibit SWEET, the All-Alaskan Racing Pigs, and MAXX the Robot, along with the exotic animals at Walk on the Wild Side and the many farm animals at Barnville. Dan James, the famous Australian Horse Clinician returned to the Fair and amazed horse enthusiasts.

The Fair also presented some new entertainment in the form of tribute, or cover bands on the Pacific Power Stage including the dance/music group Street Beat, Hotel California, Hells Belles, and Draw the Line.

"We look forward to doing it all over again!" said Marketing Manager, Chelsea Hajny. The dates for the 2015 Fair will be September 25 through October 4.





STATE FAIR PARK

Mission

Facilitate commerce, education and leisure activities through production of the annual Central Washington State Fair and promotion and/or production of enterprise and public events throughout the calendar year with a commitment to:

- Preserve historical qualities and values of the site and facilities.
- Strategically improve land use, facilities and infrastructure that respond to emerging markets and production demands.
- Administer a business plan focused on market penetration, economic performance, public service and self-sufficiency.
- Produce or support diverse events including, expositions, conferencing, trade, entertainment, sports, and education.
- Provide a safe, secure, friendly, and enjoyable environment.
- Extol the participation of social, civic and public groups and individuals.
- Build on established traditions for future generations.

Vision

To be a premier multi-use showcase with emphasis on agricultural industries and grow State Fair Park production capacity as a regional events and entertainment center.

- Protect traditions, production and economic development values.
- Maintain mission while enhancing production based on defined needs.
- Facilitate agriculture as a core principle without limiting strategic development or impeding full production capacity of State Fair Park.
- Implement a progressive capital improvement program facilitated by empowerments to the Central Washington Fair Association that provide for, and support, a leading-edge approach to overall operations.
- Ensure that quality and imaginative production experiences remain core values for the development and operations of State Fair Park.

Board of Directors

Trent Marquis, Chair
 Sid Morrison, Vice Chair
 David Hargreaves, Treasurer
 Gayle Hall, Secretary
 Jake Jundt, Director
 Carlos Oliveras, Director
 Linda Lowe, Director
 U.S. Representative
 Dan Newhouse, Director

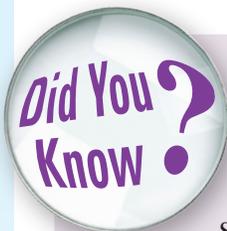
Lon Inaba, Director
 WA State Senator Curtis King, Ex-Officio
 Yakima Co. Commissioner
 Rand Elliott, Ex-Officio
 Yakima City Manager
 Tony O'Rourke, Ex-Officio
 Greg Stewart,
 President and General Manager

CWSF Advertising Receives International Recognition

The Central Washington State Fair received two Awards of Distinction for Communications from the International Association of Fairs and Expositions (IAFE) for our advertising campaign this past September.

The Fair received a first place award for our radio commercial "What Does The Fair Say" and a third place award for a TV commercial under the same theme. The commercials were created by Yakima advertising firm Smith, Phillips & DiPietro, and produced by Breakout Productions of Yakima.

The winners are selected from the membership of International Association of Fairs and Expositions, which has over 1,200 members from around the globe.



- Our historical Ag Building filled with exhibits, education and entertainment won the coveted Black and White Award from our Washington State Fair Commission this year! The entire Ag Building was chosen for the variety of superb exhibits and displays featuring our State's Agriculture.
- Over 1,800 animals were on display for our 2014 Fair including 12 breeds of beef cattle!
- The Photographic Society of America display celebrated its 60th year with photos from 15 countries including England, France, Hungary, United States, Argentina, Denmark and Germany. The 750 photos on display were multi-cultural and of great interest to our Fair attendees.
- The Central Washington State Fair paid out over \$115,000 in prizes and cash equivalent to over 5,000 exhibitors.
- Our Reading Roundup Program for the 17th year was a success with 6,565 students in grades K through 5 reading 2,087,659 minutes. This program promotes the joy of reading, encourages family involvement, and gives students an opportunity to earn a discounted pass to our Fair.
- Our Fair included S.T.E.M. in the educational program for the third year. Science, Technology, Engineering and Math is becoming a huge component of our school systems. A special "thank you" goes to the 2014 STEM Chair, Jeff Charbonneau!



Congratulations to the Following Fair Contestants!

- Andy Hoyt from Union Gap won the largest pumpkin award with his whopping 652 pound giant pumpkin!
- Our Yakima Valley Granges celebrated their 125th year in the State of Washington by including a diversity of agricultural products grown in Washington. The Lower Naches Grange display won the blue ribbon award for the second year in a row.
- During our annual Washington State Wine Competition, 15 professional wine judges awarded 21 gold medals including 2 double golds that went to San Juan Vineyards for their 2013 Siegerrebe and to Saviah Cellars for their 2011 Rhone Blend G.S.M.



Yakima Valley Farm Workers
Holiday Dinner in the SunDome

A New Look and New Clients for the Yakima Valley SunDome at State Fair Park!

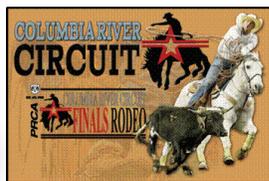
In 2014, the Yakima Valley SunDome welcomed some wonderful new events...all of which utilized State Fair Park Catering and some creatively engineered décor from Bear Trade Show Services. In January, we hosted to the Yakima County Cattlemen's Association/Western Party followed by the Greater Yakima Chamber of Commerce Ted Roberson Awards Dinner in October and the Yakima Valley Farm Workers Clinic Employee Holiday Dinner in December.

Carlos Olivares, CEO for the Yakima Valley Farm Workers, offered the following testimonial, "For the past 25 years, we, as an organization, have traditionally celebrated the year-end holidays with our staff and as our growth increased, so did our staff and the need for a much larger facility. State Fair Park was a fantastic choice to have this celebration. The space and decorations made the party exceptional. The food was excellent and the staff was accommodating to all of our needs. A party for 1,200 people is not a small event and the State Fair Park came through for us in an exceptional way."

Looking ahead to 2015, Horizon Distribution Inc. will bring their Annual Conference and National Tradeshow to State Fair Park. Rod's House confirmed their Annual Fundraiser for February and the Memorial Foundation has scheduled an event in November. The Yakima County Cattlemen's Association/Western Party and the Yakima Valley Farm Workers have also rebooked.

"We have come a long way in a short amount of time," states Anne MoneyMaker, Sales/Marketing Manager. "Our versatility, size, creativeness, enthusiasm and catering enhancements are being well received in the local and regional marketplace."

Yakima Welcomes Back the CRC Rodeo Finals!



After 15 years in Redmond, Oregon the Columbia River Circuit Finals Rodeo returned to the Yakima Valley SunDome on November 7-8th. The Columbia River Circuit consists of 29 of the best PRCA rodeos throughout the Northwest and the Finals is the pinnacle of the season attracting the top riders and ropers from around the region.

"We are happy to have the CRC Finals coming back to Yakima," said Assistant Manager of State Fair Park, Greg Lybeck. "The fans get a great view of all the action in an indoor, temperature controlled environment." The CRC Rodeo Finals are slated to return to the Yakima in 2016 and 2017, as well.



Festive Lighting Added to Modern Living Building!



Kiwanis Father Daughter Dance and Dinner in the Modern Living Building.
Photo compliments of Karl Corpron.

The Modern Living Building (16,000 square feet) is always a popular event building at State Fair Park throughout the year. And it just got better! Rows of party lights were added to enhance the atmosphere and give it a more "festive" look and feel.

2015 STATE FAIR PARK CALENDAR at a Glance

Please visit our website www.statefairpark.org for additional information and more event listings!

JANUARY

Ag Expo
Kiwanis Father Daughter Dance
Yakima County Cattlemen's/
Western Party
Seattle Mariners Autograph Tour

JULY

WA/ID Intl Order of
Rainbow Girls
Fiesta de Salud Health Fair
NW Nationals Vintiques
WA 4-H Training School

FEBRUARY

Rod's House
PBR Rodeo
Harlem Globetrotters Tour
Central WA Sportsmens Show
Central WA Home Builders
Assoc. Show

AUGUST

WA Jr Horse Show

SEPTEMBER

Horizon Distribution, Inc.
Annual Conference and
Tradeshow
Central WA State Fair

MARCH

WIAA 1A/2A Basketball
State Championships
Unforgettable Wedding Show
Pheasants Forever Dinner
and Fundraiser
Butler Spring Break Carnival
WIAA State Dance and Drill

OCTOBER

WA Angus Conference
and Auction
Yakima Valley Ski Swap

NOVEMBER

CRC Rodeo Finals
WIAA State Volleyball
Championships
Memorial Foundation
Leadership Gala

DECEMBER

WA State Horticultural
Assoc. Tradeshow
Yakima Valley Farm
Workers Holiday Dinner
Wilbur Ellis SunDome
Shoot Out

APRIL

Jordan World Circus
Rock and Mineral Show
1st Tee Breakfast
Yakima Valley Rabbit Show

MAY

Heritage University Graduation
Los Tigres Del Norte Concert
Yakama Nation Elders Day

JUNE

Yakima Valley Pippins Season
begins June 5 th!
Yakima Valley High School
Graduations
Intl Order of Eastern Star

2015

4th of July Citizenship Awards Ceremony

In coordination with the 4th of July Celebration Committee, the U.S. Citizenship and Immigration Services (USCIS), an agency in the Department of Homeland Security, hosted the first naturalization ceremony at State Fair Park! The oath of allegiance to the United States was administered to 188 candidates in the Yakima Valley SunDome representing 24 different countries during the 4th of July Celebration.

The ceremony is a culmination of many years of dedication, hard work, and study on each applicant's part to qualify for U.S. citizenship. The requirements to become a U.S. citizen are rigorous and include being a lawful permanent resident, the ability to speak, read, and write English; and passing a 100-question civics and history examination.



Sid Morrison, a former member of the United States House of Representatives and Keith Brown, Field Office Director for USCIS, Yakima were the program speakers. The ceremony is being planned again for 2015.

Fair Activities Manager, Ruth Anglin to Retire

Ruth Anglin, Fair Activities Manager, is retiring after 30 years of service to the Central Washington Fair Association; 35 years when you count the five fairs she worked before being hired fulltime. She's also been instrumental with other projects such as rodeos and has organized all State Fair Park wine events.

The construction of the Yakima Valley SunDome is one of Ruth's most important memories. "When the SunDome was built it changed everybody's lives." Professionally, her most memorable accomplishment was persuading the Granges to remove the walls covering the windows upstairs in the Ag building. When asked to describe her job, she said that was an easy answer. "It's all about ag. All of our lives are about agriculture whether we realize it or not."

What's next for Ruth? She plans to spend more time with her family, a lot more time at the beach, working on genealogy, card making/scrapbooking and the list of projects she's compiled through the years. Once she gets settled, she might get around to volunteering.

Thank you Ruth for all your years of dedication to the Central Washington Fair Association, we are all going to miss you! Ruth's last day is April 30, 2015.



The Pippins Year in Review *Hey Batter, Batter!*

The 2014 season was a memorable first year for the Yakima Valley Pippins. Over 3,300 fans attended Opening Day and the game was capped by a thrilling 4-2 victory over the Wenatchee AppleSox!

The Pippins finished their first season with a record of 35-19 in the regular season, the most wins by a first-year team in West Coast League history. The Pippins also became the first, first-year club to win a division title. Team mascot...Scott T Pippin kept fans of all ages grinning!

The 2015 season begins June 5th. For more information, visit www.pippinsbaseball.com.



International Fair Officials Visit the Yakima Valley and the Central Washington State Fair!

Gang-Hoan Jeong is the Director and Professor at Paichai University in South Korea and is also a member of the International Association of Festivals and Events. He and seven other South Korean officials experienced the hospitality and the many agricultural activities available in the Yakima Valley during the Fair this year.

In May of 2013, Central Washington Fair Association Assistant General Manager Greg Lybeck, was one of two keynote speakers invited to travel to South Korea to speak at a seminar focusing on the importance and value of Fairs. The relationship has developed into additional tours of Yakima Valley agricultural products and communications.

Welcome New Annual Members to the Central Washington State Fair Association

Carol Arken	Lisa Delp	Brad Kessinger	Randy Schuster
Jerry Arken	Tony Delp	Chelle Kessinger	Tracie Schuster
Don Baumbach	Dave Dion	Amy Klein	Evelyn Useny
Michelle Baumbach	Patty Dion	Barry Kostelecky	John Useny
Trudy Benzel	Fran Garcia	Sherrie Kostelecky	Sandra Wellner
Victor Benzel	Doris Gunderson	Jennifer Lee	Tony Wellner
Nicole Brown	Ken Gunderson	Gloria Munly	Caroline Wood
Mitch Cameron	Lori Gunderson	Mike Munly	Mike Wood
Sunny Cameron	Tyscha Gunderson	Sharon Olson	



STATE FAIR PARK

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Phone: 509-248-7160 | www.statefairpark.org

2015 Central Washington State Fair

presented by Legends Casino

Sept. 25 - Oct. 4