

STATE FAIR PARK

2012 Annual Report

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Greg Stewart, President
and General Manager



Hello,

Thank you for your continued interest and patronage of State Fair Park... Home of the Central Washington State Fair and the Yakima Valley SunDome.

It's my pleasure to share the progress made at State Fair Park this past year. A non-profit organization, State Fair Park is committed to our Valley's quality of life through a variety of events while maintaining the buildings and grounds at no cost to Valley residents.

State Fair Park provides Yakima Valley residents and tourists year-round opportunities for entertainment, commerce, and education. The Central Washington State Fair, the largest Central WA family event, welcomed over 300,000 attendees through our grounds in 2012 and plans are well underway for another great Fair scheduled for September 20-29, 2013. According to a past study conducted by Hebert Research, the Central WA State Fair generates approximately \$29 million in estimated economic impact. As a significant economic generator for the Yakima Valley, we also strive to be resourceful in finding ways to continue to improve. Our recent \$7 million renovations stemmed from efforts of the Central WA Fair Association. A significant portion of the \$7 million was allocated to lighting and electrical service upgrades on the grounds and a new sound system for the Yakima Valley SunDome. In addition, renovations to the historic Pioneer Hall and Modern Living Buildings, and to the State Fair Room enable State Fair Park to offer quality venues year-round.

State Fair Park tallied over 400 event days in 2012. We were also credited as one of the venues that assisted in generating more than 16,300 group room nights and \$14.9 million in estimated economic impact to the Yakima Valley, according to the Yakima Valley Visitors & Convention Bureau.

The Yakima Valley SunDome also played host to many noteworthy events in 2012. Performances included the Trans Siberian Orchestra, Dierks Bentley, George Lopez, and Five Finger Death Punch. Fans flocked to the State 1A and 2A Boys and Girls Basketball Tournaments, the WIAA State Drill and Dance competition, as well as the WIAA State Baseball and Volleyball tournaments.

Thank you again. We look forward to seeing you often and creating more memories at your State Fair Park in 2013!

Sincerely,
Greg Stewart
President and General Manager

Mission Statement

Produce an annual agricultural fair and develop year-round use of facilities. With a commitment to: Preserve and develop our historic grounds and year-round multi-use facilities; Offer quality and diversity of entertainment, sports, and education; Provide a safe, friendly, and enjoyable environment; Acknowledge the involvement of dedicated people and groups; Build on the tradition of our first 100 years for future generations.

fair
fever
catch it.
2012 yakima

central washington state fair | sept 21 - 30
presented by legends casino

2012 Fair Recap "the Original State Fair of Washington"

With warm weather, for the most part, and sunny skies...officials of the Central Washington State Fair were "extremely happy" with the outcome of the annual Fall event. Final attendance for the 2012 Fair was 304,769, a one percent increase over 2011. Fair attendance has averaged over 300,000 three years in a row.



Among a variety of food, entertainment and exhibits, people seemed to be taken by some of the new attractions. "People really enjoyed visiting the Toytopia exhibit," said Greg Stewart. "And they loved seeing all the exotic animals at Walk on the Wild Side and Barnville, our big petting zoo." The other big draw again this year was the entertainment at the Budweiser Stage and the Coca-Cola Grandstand. On opening weekend of the Fair good crowds showed up to see 38 Special and Rick Springfield perform all of their hits. The Central Washington State Fair also embraced the addition of a S.T.E.M exhibition. Science, Technology, Engineering and Math is a significant component of our school systems.

The Fair again beefed up mid-week entertainment and featured rock band Theory of a Deadman and country singers Charlie Daniels and Craig Morgan. On the final weekend the fair presented 60's pop band Paul Revere and the Raiders and rock band WAR. On the final Sunday, Hispanic singer Maribel Guardia played to a standing room only crowd. Large crowds also took in two days of the American Sprint Car NW Regional Finals on the opening weekend, along with the Showdown Rodeo event and the giant Demolition Derby on the final weekend.

Of course there was also plenty to eat at this year's Fair. Always one of the main attractions of the fair, the food again drew big crowds to the 60-some food booths serving everything from corn dogs and barbecue sandwiches to deep fried cheese curds and ice cream. And thrill seekers were entertained all ten days by the dozens of midway rides and games presented by Butler Amusements.



July 4th Celebration

Over 30,000 spectators enjoyed the radiant array of fireworks at State Fair Park along with carnival rides, food vendors, and musical acts. Together with tremendous local community support, the 4th of July Committee assembled a festive and patriotic community event. The event is free to the public.



Washington State Wine Competition

State Fair Park has presented a wine competition annually since 1982.

One of our major goals is to promote agriculture and the wine industry is a huge economic part of Washington State's agriculture. Holding the Washington State Wine Competition each June

fulfills part of that goal since the competition only judges Washington wines. During our annual fair in September, fair attendees have the opportunity to taste some of the award winning wines in the Wine Garden located in our historic Agriculture Building.



Hajny Joins State Fair Park as Marketing Manager

Chelsea Hajny has been hired by State Fair Park as new Fair Marketing Manager.

Chelsea will be in charge of sponsorship sales for the Fair, and will help oversee other marketing activities. She takes the place of Dianne LaBissoniere, who retired from State Fair Park in March after 15 years of service. Chelsea served as a board member for the North Idaho Fair & Rodeo and is on the board of directors for the Kittitas County Fair in Ellensburg. She has also been active in, and served on a number of committees with the International Association of Fairs and Expos.



Pardon our Progress

A series of Open Houses showcasing renovations of the historic Pioneer Hall (built in 1927) and the Modern Living Building (built in 1938); the State Fair Room; and our in-house catering services peaked interest from the public, event planners, and long time supporters of the grounds. "The transformations of these buildings are significant and exciting," commented Jake Jundt, Board Chairman.

After decades of use, Pioneer Hall and the Modern Living Building now are fully climate controlled with heating and air conditioning units. Both buildings also have new sound systems as well as fresh paint and carpeting. The State Fair Room, located on the second level of the SunDome, now offers groups/events a fully carpeted ornate venue.

"State Fair Park was extremely accommodating and the event was well received for our 2012 Holiday party. The space was a perfect fit for our Cabela's team. We loved the warmth and cleanliness the State Fair Room provided." Haley Weston, Cabela's Retail Marketing Manager.



Pioneer Hall



State Fair Room



Modern Living Building



March Madness in the DOME!

Fans, parents, and sports enthusiasts packed the SunDome to watch the WIAA State 1A and 2A Boys and Girls Basketball championships. Hotels, local restaurants, and stores felt the surge of visitors and the excitement as well.

"The energy and enthusiasm the players and fans bring are second to none. We are so very fortunate that WIAA recognizes the value of the SunDome, the Yakima Valley Sports Commission, and the efforts of so many to have these tournaments in Yakima Valley," states Greg Lybeck, Assistant General Manager.

In 2012, the WIAA 1A/2A Basketball championships generated approximately \$2.7 million in estimated economic impact to the Yakima Valley. The WIAA Dance and Drill Competition also held in March together with the WIAA State Volleyball Tournament held in November, and WIAA 1A/2A Baseball Tournament held in Yakima County Stadium in May generated \$2.2 million in estimated economic impact to the Valley.



WASHINGTON INTERSCHOLASTIC
ACTIVITIES ASSOCIATION

Other 2012 Highlights...

January

AG Expo
World Wrestling Entertainment

February

Professional Bull Riders
WA Music Educators Biennial
Conference and Concert
Central WA Sportsman Show
George Lopez
Harlem Globetrotters

March

WIAA 1A/2A Boys and
Girls State Basketball
Tournaments
Central Home & Garden Show
WIAA Drill and Dance
Competition
Five Finger Death Punch

April

Trans Siberian Orchestra
Dierks Bentley

May

WIAA Baseball

June

WA State Wine Competition
WA State Jr. Horseshow
East Valley HS Graduation
Selah HS Graduation
Davis HS Graduation
Eisenhower Graduation
West Valley HS Graduation
Naches HS Graduation
Wapato HS Graduation
Eastern Star Assembly
Monster Truck Rally

July

4th of July Celebration
Rainbow Girls Assembly

August

Vintiques Car Show

September

YSC Volleyball Tournament
Central WA State Fair

November

WIAA Volleyball Tournament
White Pass Ski Patrol Ski Swap

December

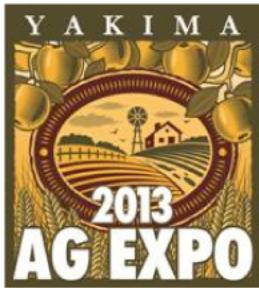
NW Horticultural Tradeshaw
Hall of Fame Basketball
Tournament
SunDome Shootout Basketball
Tournament





STATE FAIR PARK

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AG EXPO Continues to Grow

With the Yakima Valley being the largest producer of agricultural products in Washington State, it is fitting that there would be an Ag Expo.

The Ag Expo is every January at State Fair Park and organized by Radio Yakima. "The Ag Expo is a time for farmers to get together and celebrate at the end of a good crop year and to start getting information on the year to come. This is also a way for farmers to get recognized for the work they do for agriculture and the Yakima Valley community. State Fair Park is a natural fit for this event." Kelly Gasseling, Radio Yakima.



A Glimpse of What's on the Horizon for 2013

Carrie Underwood
February 22, 2013



**Sesame Street:
Elmo Can't Stop Singing**
April 24, 2013



**ATHS: Antique
Truck Show**
May 30 - June 1, 2013



**Central Washington
State Fair**
September 20 - 29, 2013



CENTRAL WASHINGTON STATE FAIR
presented by Legends Casino

Sept. 20 - 29 • Yakima

And to serve you better...

- Newly expanded and renovated restrooms in the SunDome...completed June 2013
- Enhanced wireless internet capabilities...completed August 2013
- Debit/credit cards can now be used for Fair admission

Be sure to check our website for a complete list of all upcoming events!