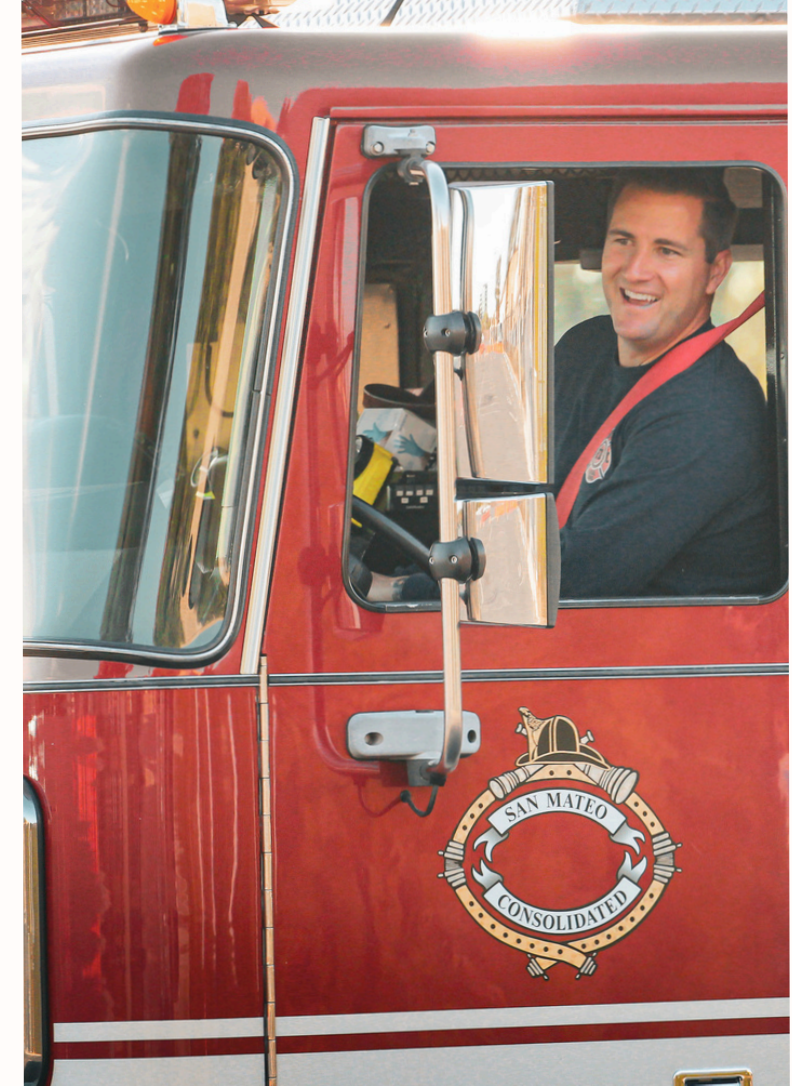
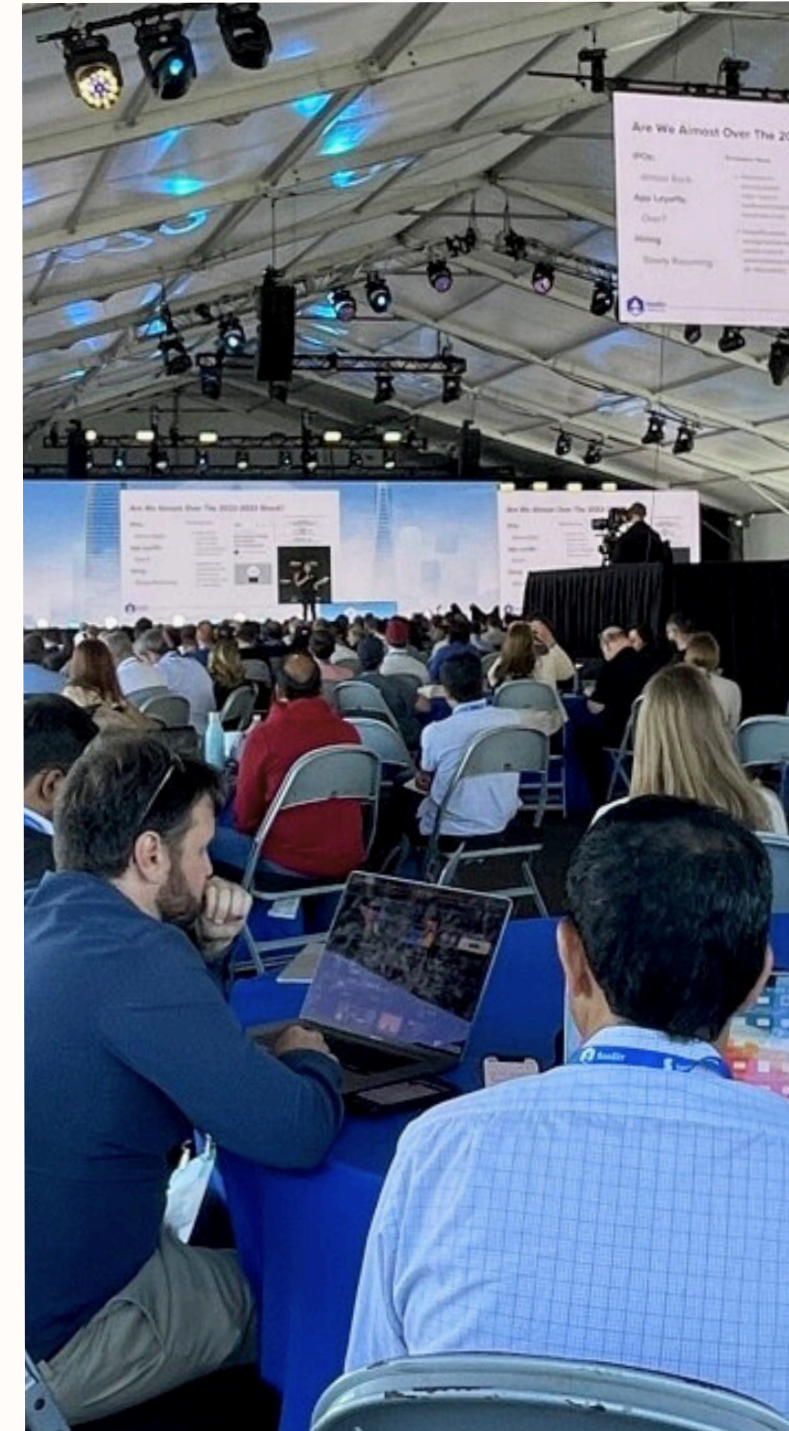




San Mateo County Event Center

Addressing Business, Community and Emergency Needs

Presented by: Dana Stoehr, CEO



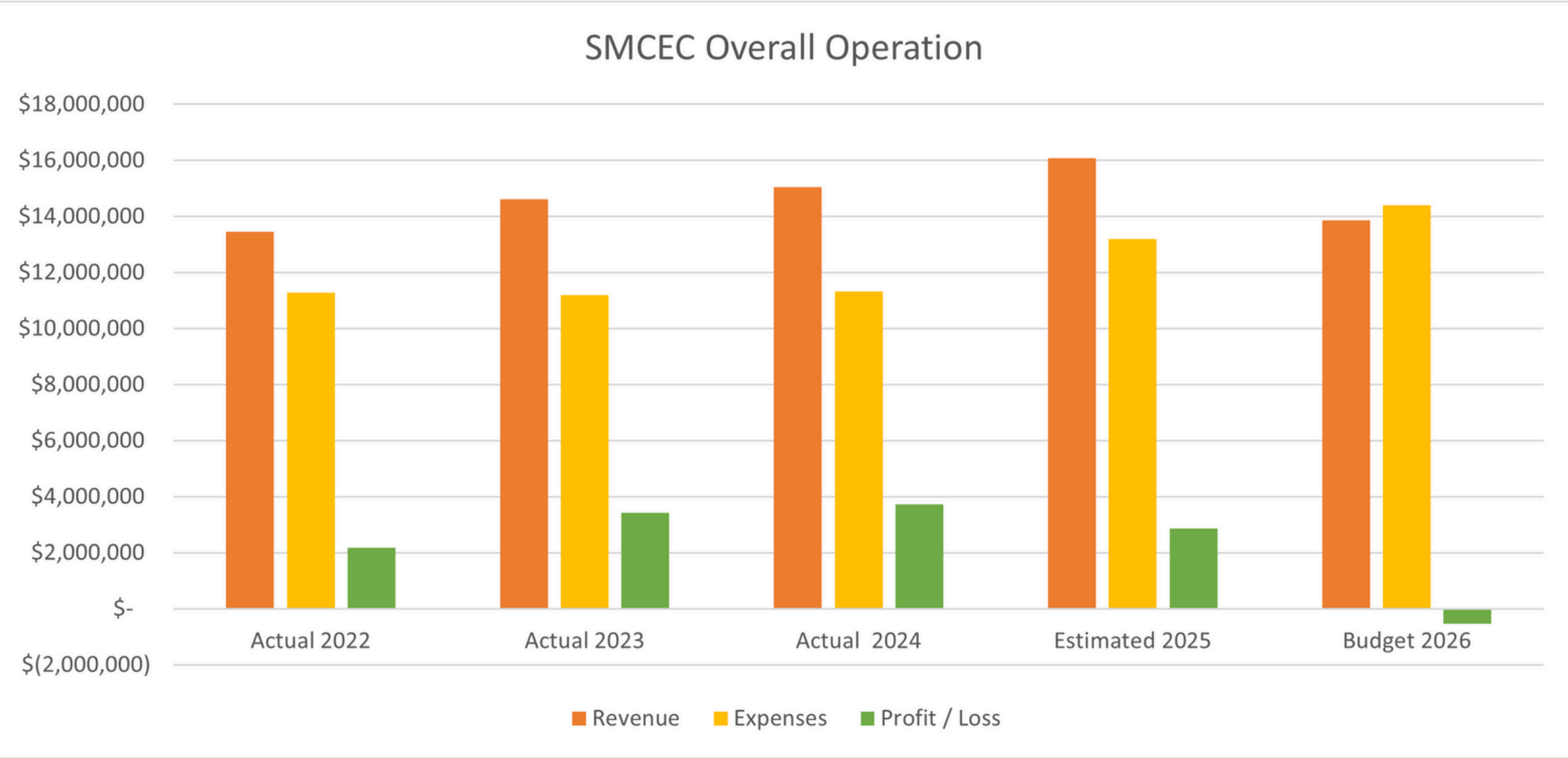
ABOUT THE SAN MATEO COUNTY EVENT CENTER

OUR MISSION: Our mission is to provide a resilient space that enhances daily life through connectedness, economic opportunity, and community well-being.

OVERVIEW OF SMCEC: A vital community resource for business and community events, emergency response, and disaster preparedness. Located in the heart of the Peninsula, with easy access and infrastructure to support regional needs.



2026 BUDGET



	Actual 2024	Estimated 2025	Budget 2026
Revenue	\$ 15,045,450	\$ 16,071,627	\$ 13,865,191
Expenses	\$ 11,324,463	\$ 13,195,514	\$ 14,398,759
Profit / Loss	\$ 3,720,988	\$ 2,876,113	(533,568)

YEAR-ROUND EVENTS: A HUB FOR THE COMMUNITY

- SMCEC hosts over 300 events annually, attracting thousands of attendees
- Events include trade shows, expos, cultural festivals, corporate gatherings, and more

Economic Impact:

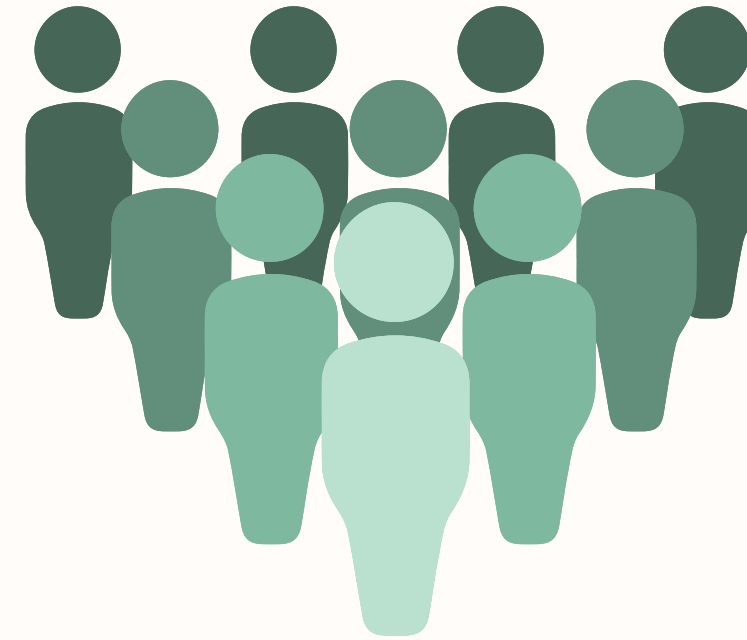
- Drives tourism and boosts local businesses (restaurants, hotels, shops)
- Generates significant revenue for San Mateo County through taxes and fees

Community Benefits:

- Provides space for nonprofit fundraisers, educational programs, and cultural celebrations.
- Fosters connections among residents and organizations

Support for Emergency Preparedness:

- Regular events build awareness and readiness for emergency response efforts



**ANNUAL
VISITOR COUNT:
500,000**



YEAR ROUND EVENTS

The San Mateo County Event Center is proud to host a dynamic calendar of events that attract visitors from across the Bay Area and beyond. Long-standing favorites like the Gem & Jewelry Show, which has been a staple on our property for many years, continue to draw loyal attendees, while innovative tech gatherings such as SaaStr and Open Sauce bring thought leaders and industry pioneers together under our roof. The NCVA volleyball tournaments return to our venue year after year, transforming our halls into a lively showcase of athleticism, camaraderie, and community pride. Along with countless other events, these gatherings highlight the Event Center's role as a hub for culture, innovation, and connection.

We're also home to the annual San Mateo County Fair, a cherished tradition on our grounds for over 90 years, bringing together generations to celebrate our county's culture, creativity, and community.

**SAN MATEO
COUNTY FAIR**



OPEN SAUCE



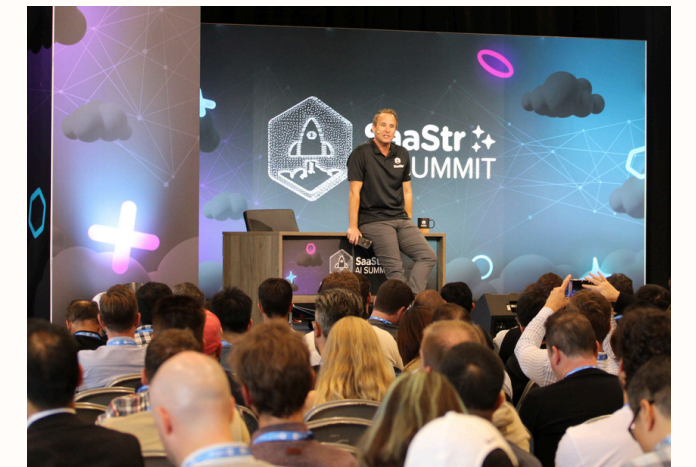
GEM & JEWELRY SHOW



**NCVA VOLLEYBALL
TOURNAMENTS**



**SAASTR ANNUAL
CONFERENCE**



SAASTR ANNUAL CONFERENCE

- SaaStr is the world's largest cloud and SaaS (Software-as-a-Service) conference, held annually at the SMCEC
- SMCEC is centrally located, with expansive indoor and outdoor spaces that accommodate SaaStr's large-scale setup
- Brings together over **10,000** attendees from around the globe, including top tech CEOs, founders, and investors
- Significant boost to local hotels, restaurants, and transportation services during the event
- Attracts global attention to San Mateo County as a hub for innovation and technology
- Provides opportunities for local businesses and vendors to connect with tech leaders



OPEN SAUCE

- Open Sauce brought together thousands of creators, innovators, and fans for a one-of-a-kind celebration of maker culture, science, and technology
- The event featured live demos, hands-on exhibits, and interactive workshops, giving attendees the chance to learn and create alongside industry experts
- Attendees enjoyed engaging panels, keynote speakers, and performances, highlighting the creativity and talent of the STEM and maker communities
- The San Mateo County Event Center's spacious grounds and versatile facilities provided the perfect backdrop for this large-scale, immersive experience
- Hosting Open Sauce reflects our commitment to supporting educational, innovative, and community-driven events that inspire curiosity and creativity



SUPPORTING COMMUNITY

The San Mateo County Event Center is proud to serve as a year-round resource for our community by hosting events and programs that provide essential support to those in need. From partnering with Second Harvest Food Bank to distribute food, to opening our doors as an inclement weather shelter, we are committed to being there in times of need. We also host Disaster Preparedness Day, AMR driver training, and many other initiatives that strengthen local readiness and safety. In addition, organizations such as Samaritan House use our space for impactful programs like the annual backpack distribution and holiday toy drive, ensuring families have the resources and joy they deserve. These efforts reflect our ongoing mission to not only be a place for memorable events, but also a trusted hub of support, resilience, and care for our community.

**AMR
DRIVER TRAINING**



**SECOND HARVEST
FOOD BANK**



**SAMARITAN
HOUSE**



**DISASTER
PREPAREDNESS DAY**



**INCLEMENT WEATHER
SHELTERING**



SUPPORTING COMMUNITY

In addition to hosting impactful events, the San Mateo County Event Center proudly supports the community through ongoing partnerships and initiatives. We provide employment opportunities for individuals with disabilities through our collaboration with **Toolworks** and sponsor **Fortitude**, offering our property for educational programs that inspire local youth. Our grounds are also home to the **Master Gardeners Education Center**, where UC Master Gardeners teach the public about sustainable, water-wise gardening practices. Additionally, we provide space for local **school bus parking**, ensuring a reliable base for essential student transportation. These efforts reflect our continued commitment to using our resources to strengthen and serve the community year-round.

FORTITUDE



TOOLWORKS



SCHOOL BUSES



**UC MASTER GARDENERS
EDUCATION CENTER**





SMCF: AMECA THE ROBOT

On June 6, 2026, attendees at the San Mateo County Fair will have a thrilling opportunity to meet Ameca, an advanced humanoid robot joining us for one special day. Ameca interacts in real time, demonstrating cutting-edge robotics and AI capabilities that delight and inspire audiences of all ages. From facial recognition and responsive motions to engaging conversations, Ameca will bring a futuristic spark to the fairgrounds.

CAPITAL PROJECTS



At the San Mateo County Event Center, we are actively investing in capital projects, supported through funding from the San Mateo County and grant funding from the California Department of Food and Agriculture (CDFA), along with Event Center funds dedicated to strengthen our role as a resiliency hub for the community in times of need.

Current projects include:

- **RV Park** - provide flexible accommodations for both event guests and emergency housing if required
- **Fiesta Hall** - North and South Restrooms to improve accessibility and capacity
- **Redwood Hall Community Kitchen Resiliency Project** - modernizing our facilities to serve our communities

These combined investments reflect our shared commitment to ensuring the Event Center remains a vital, adaptable resource.

POWERING THE FUTURE

Power Resilience:

- Installation of three (3) new industrial generators
- Ensures uninterrupted power supply during emergencies, including prolonged blackouts or natural disasters
- Redundant power for critical systems across key facilities

Benefits: Sustained operations, support for critical infrastructure.



NEW FACILITIES FOR COMFORT AND CARE

Sanitation and Hygiene Improvements:

- New bathrooms and showers in the Cypress Building to support displaced families, emergency responders, and staff
- Modern design, ADA compliance, and energy-efficient fixtures

Laundry Facilities:

- On-site full-service laundry:
 - Speeds up turnaround for linens, uniforms, and bedding during emergencies
 - Supports the needs of extended operations for disaster relief

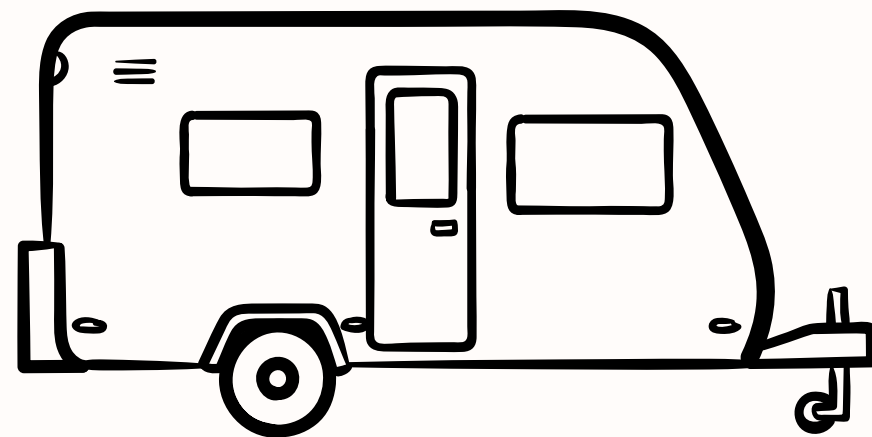


RV PARK

RV Park Development:

- Creation of an RV park with hook-ups for water, power, and sewer

Benefits: Provides housing for emergency responders, displaced residents, or community volunteers.



RESILIENCY CENTER AND COMMUNITY KITCHEN

Redwood Hall Reconstruction:

- Grant Funding: Total Estimated Project - \$17 million
 - \$7,250,000 CDFA Grant awarded in 2023 for complete reconstruction
 - \$5,000,000 from San Mateo County
 - \$5,000,000 from the San Mateo County Event Center
- Key Features of the Project:
 - New commercial kitchen for large-scale food preparation:
 - Capacity to serve displaced residents, first responders, and volunteers
- State-of-the-art event and emergency response facility:
 - Reinforced structure for safety
 - Adaptable space for command operations
 - Available for business and community events
 - Long-term benefits to the community and emergency response teams



SMCEC ON-SITE UPGRADES

PURPOSE OF UPGRADES:

- Enhance the Event Center's capability to serve as a Resiliency Center for the community
- Improve and upgrade facilities for business and community use
- Support emergency response efforts more effectively
- Ensure operational sustainability during prolonged emergencies



A STRONGER, SAFER, AND MORE RESILIENT SMCEC

- With these essential upgrades, the San Mateo County Event Center is poised to lead the way as a premier Business and Meeting Space, and a Emergency Preparedness and Resiliency Center
- These projects demonstrate a commitment to excel, operational readiness, and long-term sustainability
- Together, we are building a stronger, safer, and more resilient future for the San Mateo County Event Center



*Thank
you!*