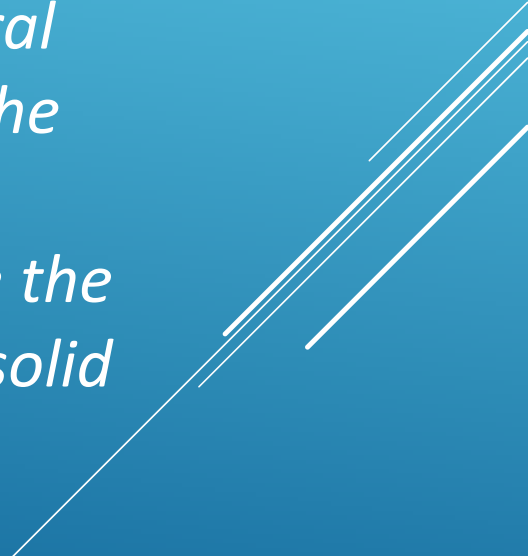




2017

San Mateo County Event Center and Fair Mission

Our mission is to build a vibrant campus providing a diverse experience to educate and inspire our community while showcasing our rich agricultural heritage through the San Mateo County Fair. The Board will use creative, innovative and fiscally responsible stewardship to expand and enhance the physical assets of the Event Center, providing a solid foundation for implementing new concepts and experiences for the community.





**THE FUTURE IS COMING
QUICKLY**






LOOKING
AT WAYS
TO
RE-ADAPT
AND
REUSE
WHAT WE
HAVE

2017 KEY STAFF AND BOARD GOALS

- Increase revenues in 2017 for Venue Sales, Fair, Parking, and Food and Beverage operations
- Implement Marketing and Branding improvements to increase sales opportunities
- Vision meetings are being scheduled with key stakeholders including community groups, neighbors, local labor and public officials
- Update Economic Impact statistics for use in business and community presentations
- Implementation of new Event Center Capital Improvement tracking system to improve expenditure evaluation
- Facility Landscaping and Entry Point improvements

STRENGTHS

- ▶ Affordability/Value
 - ▶ Variety of event facilities
 - ▶ Emerging industries
 - ▶ Proximity to San Francisco-San Jose
 - ▶ Diverse in-house product offerings
 - ▶ Weather
 - ▶ Continued growth in local entertainment/retail/restaurants
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WEAKNESSES

- ▶ Aging facilities
- ▶ Lack funding for Capital Investment
- ▶ Lack of meeting rooms/ballroom space
- ▶ Lack of hotels walkable to Event Center
- ▶ Areas of blight on lower 25th Avenue
- ▶ Perception issues
- ▶ Lack of marketing the value of the Event Center to the broader community

OPPORTUNITIES

- ▶ Location
 - ▶ Electrification and Hillsdale Station relocation
 - ▶ Development in South San Mateo
 - ▶ Market growth in Events and Catering
 - ▶ Market growth in festivals and special events
 - ▶ Ability to attract larger national/regional trade shows
 - ▶ Science and Technology industry growth
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**San Mateo County Event Center
2017 Annual Forecast and Capital Budget**

Consolidated Summary

Account Description	Actual	2016		2017	Increase (Decrease) from 2016 Outlook	
	2015	Budget	Outlook	Budget	\$ Amount	% Change
Revenues						
Facilities	\$3,486,196	\$2,683,001	\$2,433,796	\$2,531,482	\$97,686	4.0%
Food and Beverage	\$2,541,079	\$2,507,993	\$2,591,694	\$2,567,934	(\$23,760)	-0.9%
Jockey Club	\$2,970,571	\$2,924,006	\$2,994,020	\$2,984,033	(\$9,987)	-0.3%
Fair	\$1,973,673	\$2,184,999	\$1,906,029	\$2,086,178	\$180,150	9.5%
Parking and RV	\$922,106	\$2,071,000	\$1,854,769	\$2,152,217	\$297,448	16.0%
Other Income	\$69,985	\$72,001	\$103,992	\$67,536	(\$36,456)	-35.1%
Total Income	\$11,963,610	\$12,443,000	\$11,884,300	\$12,389,381	\$505,081	4.2%
Departmental Operating Expenses						
Cost of Sales	\$847,152	\$836,003	\$700,892	\$630,476	(\$70,416)	-10.0%
Payroll and Related	\$5,499,004	\$6,023,474	\$5,916,922	\$6,508,535	\$591,612	10.0%
Supplies and Services	\$4,137,811	\$3,851,681	\$3,881,499	\$3,806,738	(\$74,760)	-1.9%
Advertising and Promotion	\$373,269	\$411,842	\$364,938	\$382,632	\$17,693	4.8%
Special Projects	\$157,201	\$370,000	\$194,289	\$198,000	\$3,711	1.9%
Total Operating Expenses	\$11,014,438	\$11,493,000	\$11,058,540	\$11,526,381	\$467,841	4.2%
Gross Operating Profit	\$949,172	\$950,000	\$825,760	\$863,000	\$37,240	4.5%
Capital Expenses	\$841,707	\$960,000	\$952,760	\$943,000	(\$9,760)	-1.0%
Net Profit (Loss)	\$107,465	(\$10,000)	(\$127,000)	(\$80,000)	\$47,000	-37.0%
Margin %	0.9%	-0.1%	-1.1%	-0.6%	0.4%	-0.4%