

State of California

California State Fair  
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## MEMORANDUM

**Date:** May 22, 2019

**To:** Board of Directors  
California Exposition & State Fair

**Via:** Rick Pickering, General Manager/CEO  
California Exposition & State Fair

**From:** Rachelle Weir- Program Manager  
Jay Carlson- AG Program Manager

**Subject:** Board Report

### 2019 FAIR PROGRAM UPDATE

#### **Building A/B Programs**

- Counties Exhibits Program – Currently have 18 counties participating
- “Outstanding in their Field Exhibit” - USDA Grant funded
- “Incredible Me”- superhero themed interactive exhibit – Bldg. A
- Save Mart California’s Kitchen “Taste of California” workshops
- The Cooking Theatre
- “Life’s Big Ag-Venture!”
- Floriculture Tent, “Farm to Glass” Exhibit

#### **Expo Center**

- Building 1 Quiet Events (Silent Disco)
- Building 2 The Selfie Experience
- Building 3 Student Showcase Competition
- Building 4 California Crafts Competition
- Building 5 Bear Cup E-sports Arena
- Building 6 Small Animal Competition
- Building 7 California Fine Art & Photography Competition

## Competitions

As of May 19, 2019

Section Title	Entry Deadline	Total Exhibits Entered	Total Exhibits Entered	% Difference in Entries
		2019	2018	
Ag Mechanics	6/12/2019	3	20	
BOS Horse	6/21/2019	21	352	
<b>Home Wine</b>	<b>FINAL</b>	<b>728</b>	<b>785</b>	<b>-7.83%</b>
<b>Extra Virgin Olive Oil</b>	<b>FINAL</b>	<b>128</b>	<b>189</b>	<b>-47.66%</b>
BOS Livestock (Large)	6/28/2019	1	73	
BOS Livestock (Small)	6/28/2019	2	32	
Adult Canning & Baking	6/19/2019	124	1068	
CA Crafts	unconfirmed	657	492	
CA Fine Art	6/4/2019	244	1018	
Plein Air	7/5/2019	15	53	
<b>Cheese</b>	<b>FINAL</b>	<b>126</b>	<b>145</b>	<b>-15.08%</b>
Commercial Craft Brew	5/22/2019	701	1580	
Counties	unconfirmed	18	18	
Fur & Feathers	6/12/2019	9	1137	
<b>Homebrew</b>	<b>FINAL</b>	<b>838</b>	<b>754</b>	<b>10.02%</b>
Student Showcase	Closed	1710	1266	
Youth Canning & Baking	6/19/2019	6	259	
Photography	Closed	1769	2387	
Junior Livestock	6/12/2019	125	2867	
Open Livestock	6/19/2019		2317	
Commercial Wine	Closed	2800	2705	

- **Commercial Wine Competition** - Judging Date: May 29-31, 2019
- **County Fair Best of Show Horse Show** – July 6-7, 2019

### Livestock

- Progress is being made on development of our new Goat Mountain area

### Special Programming

- Gala - Thursday, June 27, 2019
- Best of California - Thursday, June 27, 2019
- Ag Heritage Breakfast and Awards Ceremony - Wednesday, July 17, 2019
- Commercial Craft Brew Awards Ceremony & Brewfest – Sat., July 20, 2019

- Sale of Champions - Sunday, July 14, 2019
- Cavalcade - “Mane Events” Entertainment -
  - Turn Back Time (tribute to recording artists from 1920 to 2019)
  - Heroes, Immortals and Villains (characters from Marvel, Justice League & Disney)
- Farm/School Tours – spring school farm tours concluded May 16<sup>th</sup>. Fourteen schools with 700 kids visited the Cal Expo Farm over the last 6 weeks.