



## **Board of Directors Agenda Report**

MEETING DATE: FEBRUARY 27, 2020 ITEM NUMBER: 9B

**SUBJECT:** **Information About the Business Development Program During the Annual OC Fair**

**DATE:** February 21, 2020

**FROM:** Director Doug La Belle

**PRESENTATION BY:** Director Doug La Belle

---

### **RECOMMENDATION**

Information item only.

### **BACKGROUND**

Since 2012, the Board and staff of the OC Fair & Event Center have hosted business development dinners during the annual fair to attract new potential business partners to the organization and to show appreciation to various groups who contribute to the annual fair and year-round operations.

In the last four years, the organization has hosted 6,210 guests. This includes:

- 3,477 current and potential business partners
- 820 members of staff
- 996 Board members and their allowable family members
- 917 paid guests of Board members

Some of the groups typically invited include:

- Past Board Directors
- Board members from Centennial Farm Foundation and Heroes Hall Veterans Foundation
- 4H and FFA leaders
- Orange County educators
- OC City and County officials and Chambers
- Orange County business associations
- Current and potential event promoters
- OC Fair merchants – for Merchant of the Year awards
- OC Fair concessionaires – for Concessionaire of the Year awards
- Key contractors
- First Responders and public agencies

- OC Fair sponsors

The cost for these hosted dinners includes food provided by Spectra and rentals for tables/chairs/umbrellas, fencing, and portable restrooms.

The business development area is also rented out at a cost to the public for private parties, company picnics and family reunions during the day.

Staff has done an outstanding job of implementing the business develop program. Opportunities exist for expanding that program during the annual fair at both the evening dinners and during the day. Director La Belle recommends that following Board discussion, this item be scheduled as an action item for the March Board meeting. This will provide staff time to prepare specific recommendations for Board consideration and action at the March meeting.