



Board of Directors Agenda Report

MEETING DATE: FEBRUARY 25, 2021 ITEM NUMBER: 10C

SUBJECT: Review of OC Fair Planning Considerations and Vote on 2021 Dates

DATE: February 19, 2021

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

At the Board of Directors' discretion.

BACKGROUND

Since the August, 2020 Board of Directors meeting, staff has made monthly presentations regarding planning for the 2021 OC Fair. During the January, 2021 Board meeting, Directors La Belle and Cervantes suggested that it might be prudent to consider moving the fair dates to the Fall to allow more time for Orange County to reach the required 70% immunity level. Chair Rubalcava-Garcia requested that the item be placed on the February, 2021 Board agenda for discussion.

Staff will provide a planning update, along with a list of items the Board should consider as the members discuss and vote on the 2021 OC Fair dates including:

- Availability of key fair partners and contractors, including the carnival
- The number of fair dates possible in the Summer vs. the Fall
- Availability of off-site parking at OCC and Davis Elementary, as school will be back in session in the Fall
- The County's need to use the property as a vaccination site
- The need to schedule the Jr. Livestock Auction to coincide with the end of the school year
- The potential loss of events already booked in September, representing \$845,000 in projected revenue, if these events cannot be rebooked
- Pacific Amphitheatre concerts and the possibility of having a Summer and Fall series
- Attendance expectations during the day with school in session
- Availability of seasonal employees during the Fall
- Weather
- Health and safety requirements including mandatory face coverings
- Opportunity to plan programming around a new Fall Festival theme