



State of the OC Fair & Event Center

May 22, 2025



The Business Continues to Grow

- **New Events**
 - 25 new events in 2024
 - 7 new events booked to-date in 2025
- **Sponsors**
 - 11 new sponsors in 2024
 - 8 new sponsors signed to-date in 2025
- **13 new merchants**
 - all from California
 - 6 from Orange County
- **5 new concessionaires from 2023 returned in 2024**
 - 3 from California
 - 1 from Orange County
- **Pacific Amphitheatre**
 - 193,328 tickets sold in 2024
 - 2024 concert series netted over \$5.2M
 - 5 sold out shows
- **Capital Projects**
 - 60 capital improvement projects in 2024
 - 51 projects scheduled for 2025 (14 completed; 26 active; 10 pending)
 - Administration Building expansion MSP project nearing completion



Solid Financial Foundation

- Continued strong reserves
 - \$50.3M in cash and cash equivalents (4.8% YOY increase)
- Profitable OC Fair model
 - \$26.7 million in net proceeds from 2024 OC Fair (17% YOY increase)
- Favorable bottom line
 - Currently \$927K favorable to budget
- 2025 Year-end projection
 - 4 months actuals/8 months budget = \$6.2 million net proceeds



We Continue to Innovate

- To Serve Our Customers:
 - User experience web site upgrades
 - Chat bot
 - New reader boards
 - Advancements in digital marketing
- To Support Our Operations:
 - Cyber security network monitoring
 - Security command center upgrades
 - Master Site Plan and capital projects
 - Environmental improvements



We Make a Difference in the Community

- Board directed donation tickets
 - Over 5,000 OC Fair admission tickets distributed to the neediest in our community for 5th consecutive year
- Imaginology
 - 19,634 attended this year
 - 10% year over year increase
- Centennial Farm
 - 48,230 school year visitors (3,405+ over last school year)
 - 19 Farm & Garden Classes with 459 participants
 - 6,486 volunteer hours
- Heroes Hall
 - 13,307 to-date in 2025 (up 66% YOY)
 - 800 attended the Veterans Day event (up 60% YOY)
 - Featured 2 new exhibits since last year
 - 4 speakers series events held since February; 5 more scheduled in 2025
 - Sage Hill High School, OC Docent League, Young Marines and Cal Guard Museum Command partnerships
- The Ranch
 - 439 participants in inaugural Discovery Day event



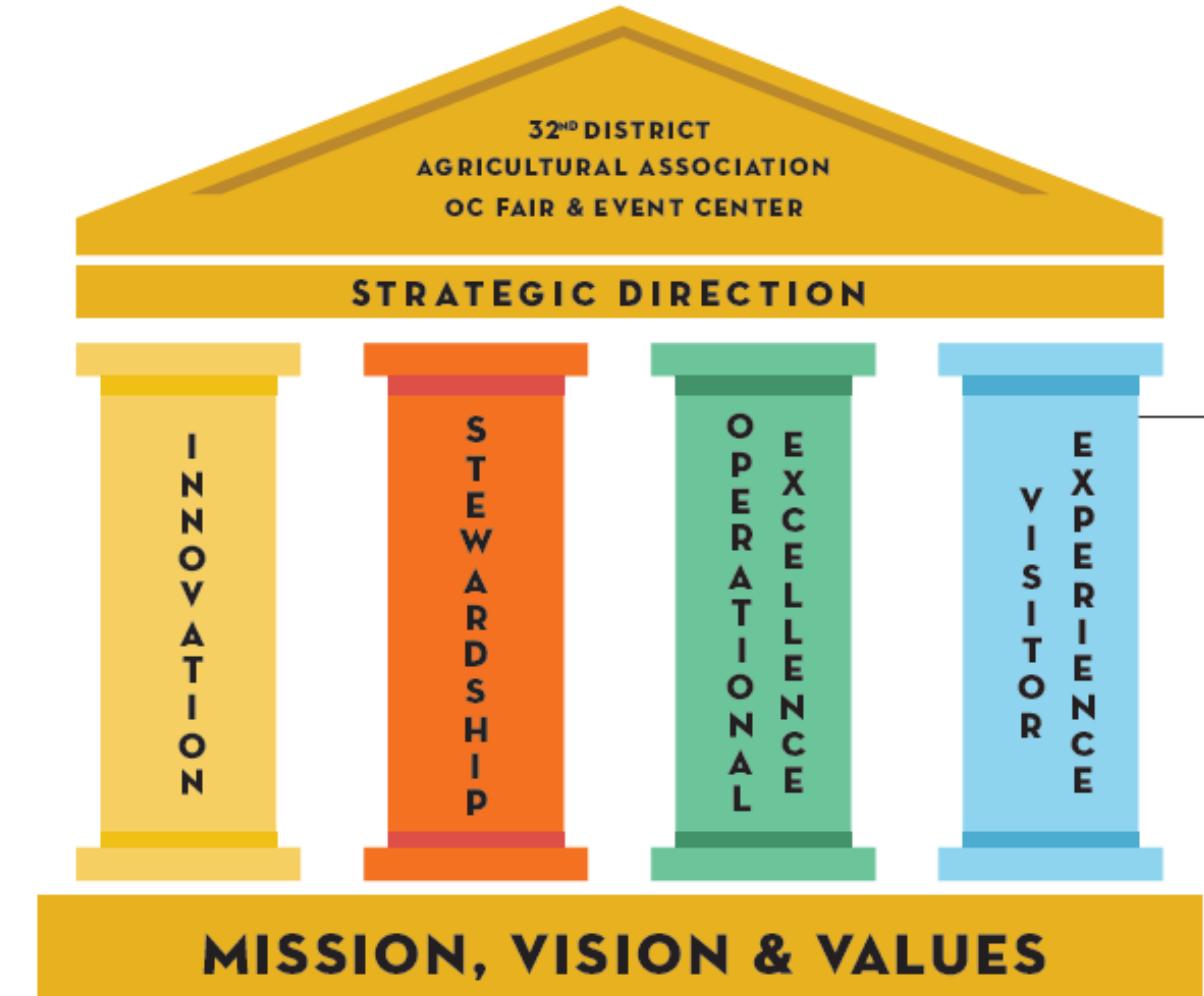
Our Fair Industry Leadership Continues

- #1 most attended fair in California
- Over 2,000 fairs in North America; OC Fair ranks #11 in attendance (up from #13 in 2023)
- Using the **RIGHT** metrics
 - safety, guest experience, resource management and community relations
- Industry awards
 - Western Fairs Association (WFA) – 20 awards
 - Int'l Association of Fairs & Expositions (IAFE) – 2 awards
 - People's Choice Award - 2025
- How we give back
 - IAFE Board Chair
 - IAFE Finance Committee
 - CCA Board Vice Chair
 - WFA Board of Directors
 - WFA Committees
 - OABA Committee
 - Amusement Industry Safety (AIMS)
 - CDFA State Rules Advisory Committee
 - Agriculture Grants Review Committee
 - Panelists, trainers, presenters



Our Organizational Pillars

- Innovation
 - Review and assess all current technology
 - Invest in technology
- Stewardship
 - Ensure facilities meet the growing needs of the organization
 - Promote responsible stewardship of the State's assets
- Operational Excellence
 - Make it easier to do business with OCFEC
 - Identify key processes and initiate improvements
- Visitor Experience
 - Understand guest preferences in order to offer new and innovative programming
 - Honor OCFEC's history while celebrating new experiences



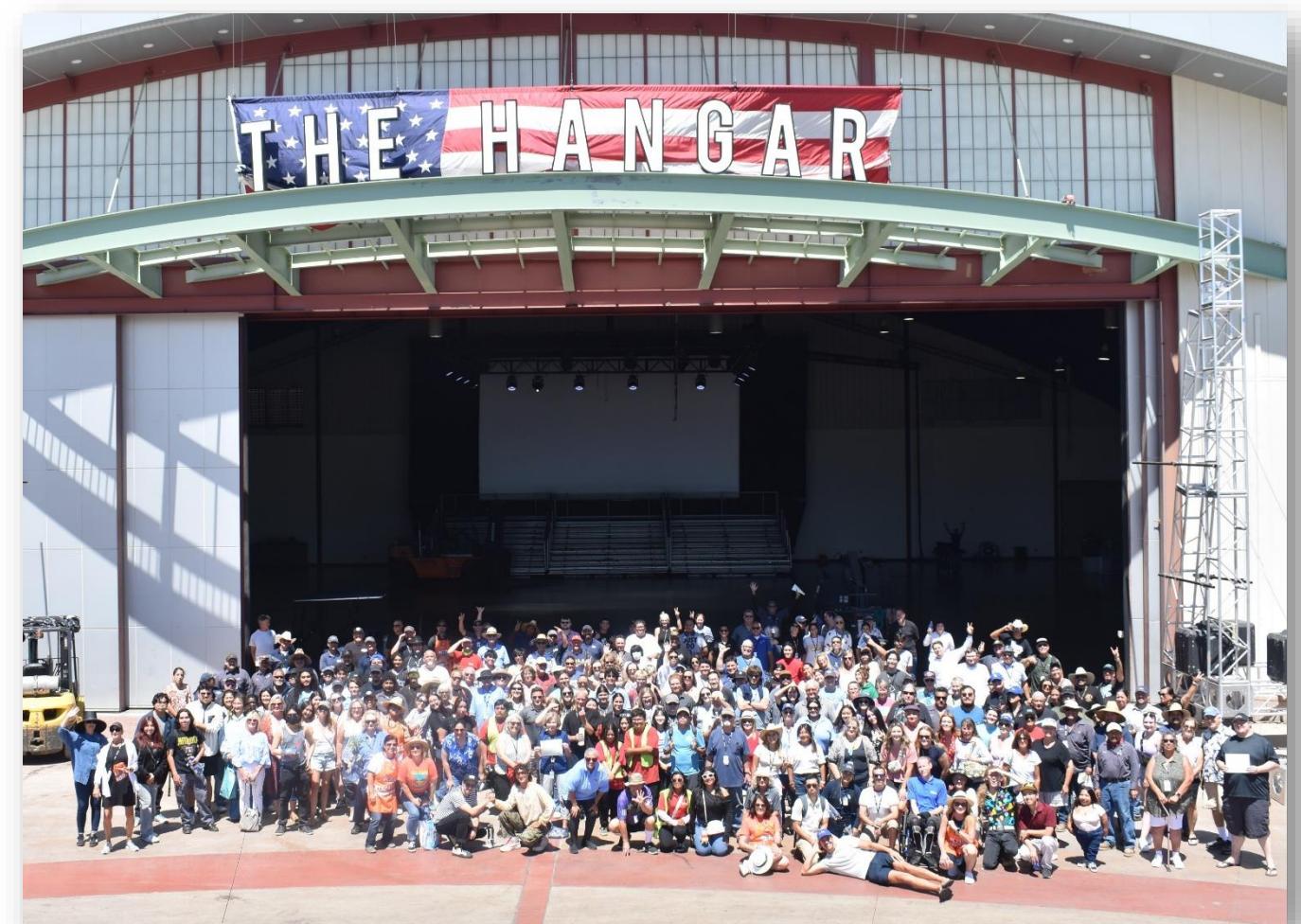
Consistent Board Leadership

- 8 members; 1 vacancy
- Multiple business sectors
 - Business
 - Finance
 - Government
 - Law
 - Labor
 - Engineering
- 5 committees
 - Leadership
 - Finance
 - Facilities
 - Governance
 - Community Affairs
- Diverse, yet aligned



We Have an Accomplished Team

- 24 key positions filled
- 8 internal promotions
- 1260 hires made in 4 months for the OC Fair
- Ongoing training
 - Supervisory training
 - CPR/First Aid/Emergency Preparedness
 - Preventing workplace harassment
 - Workplace safety
 - Cybersecurity
- Certifications
 - Safe equipment operation

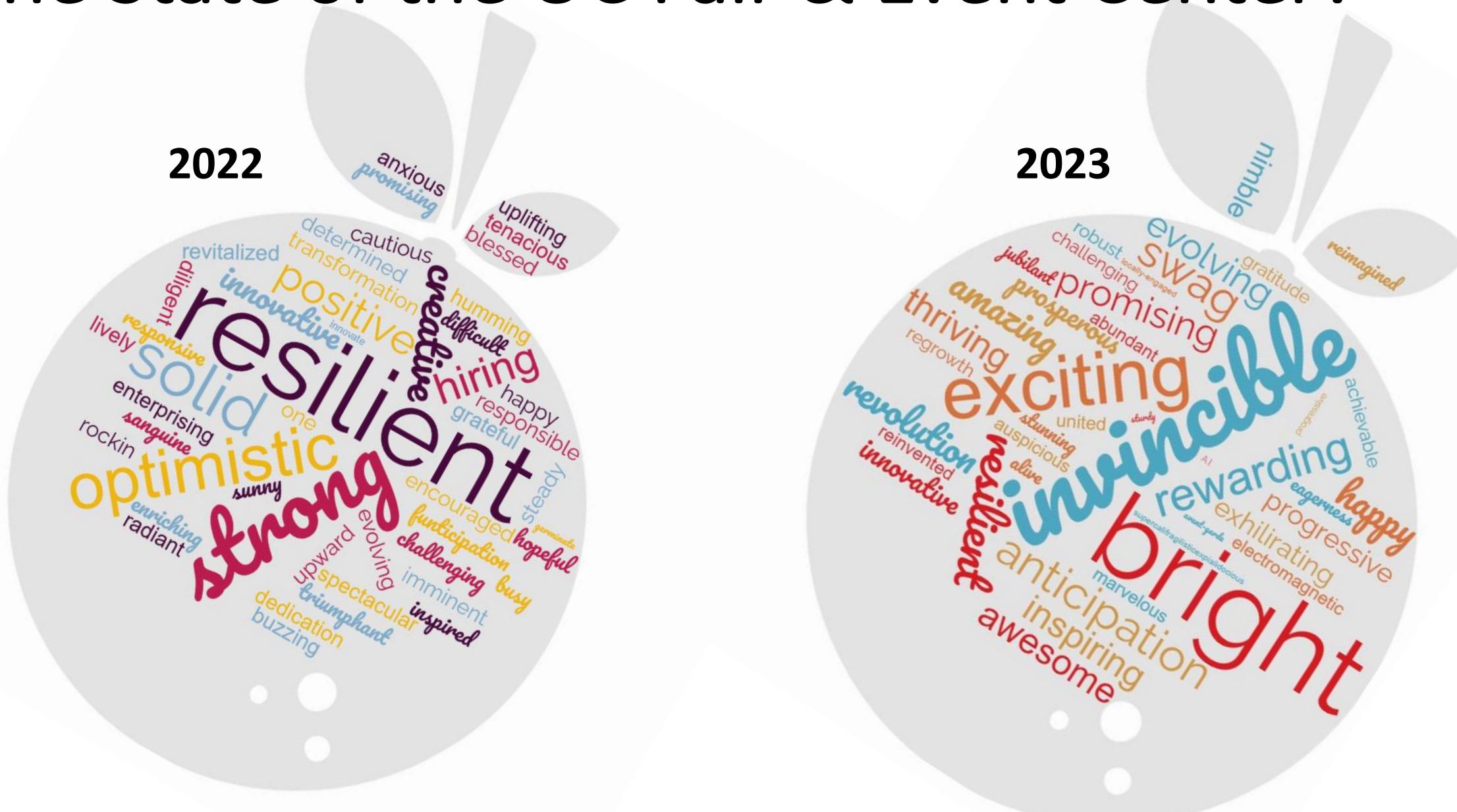


We Still Have Some Challenges

- Economic headwinds
- Attracting key talent
- Managing expenses
- Continuing to improve the guest experience
- Parking and storage
- Executive leadership transition



The State of the OC Fair & Event Center?



Where Do You “Find Your Happy”?



Where Do You “Find Your Happy”?



Safety &
Security



Where Do You “Find Your Happy”?

Exhibits &
Education



Where Do You “Find Your Happy”?

Food Safety



Where Do You “Find Your Happy”?

Technology



Where Do You “Find Your Happy”?



Communications



Where Do You “Find Your Happy”?



Centennial
Farm



Where Do You “Find Your Happy”?



Where Do You “Find Your Happy”?



Where Do You “Find Your Happy”?

Parking &
Traffic



Where Do You “Find Your Happy”?

Guest Relations



Where Do You “Find Your Happy”?



Accounting



Where Do You “Find Your Happy”?



Event Operations



Where Do You “Find Your Happy”?



Where Do You “Find Your Happy”?



Planning & Production



Where Do You “Find Your Happy”?



Maintenance Operations



Where Do You “Find Your Happy”?



Executive Team



State of the OC Fair & Event Center?

Happy

