



# 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 5<sup>th</sup> 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



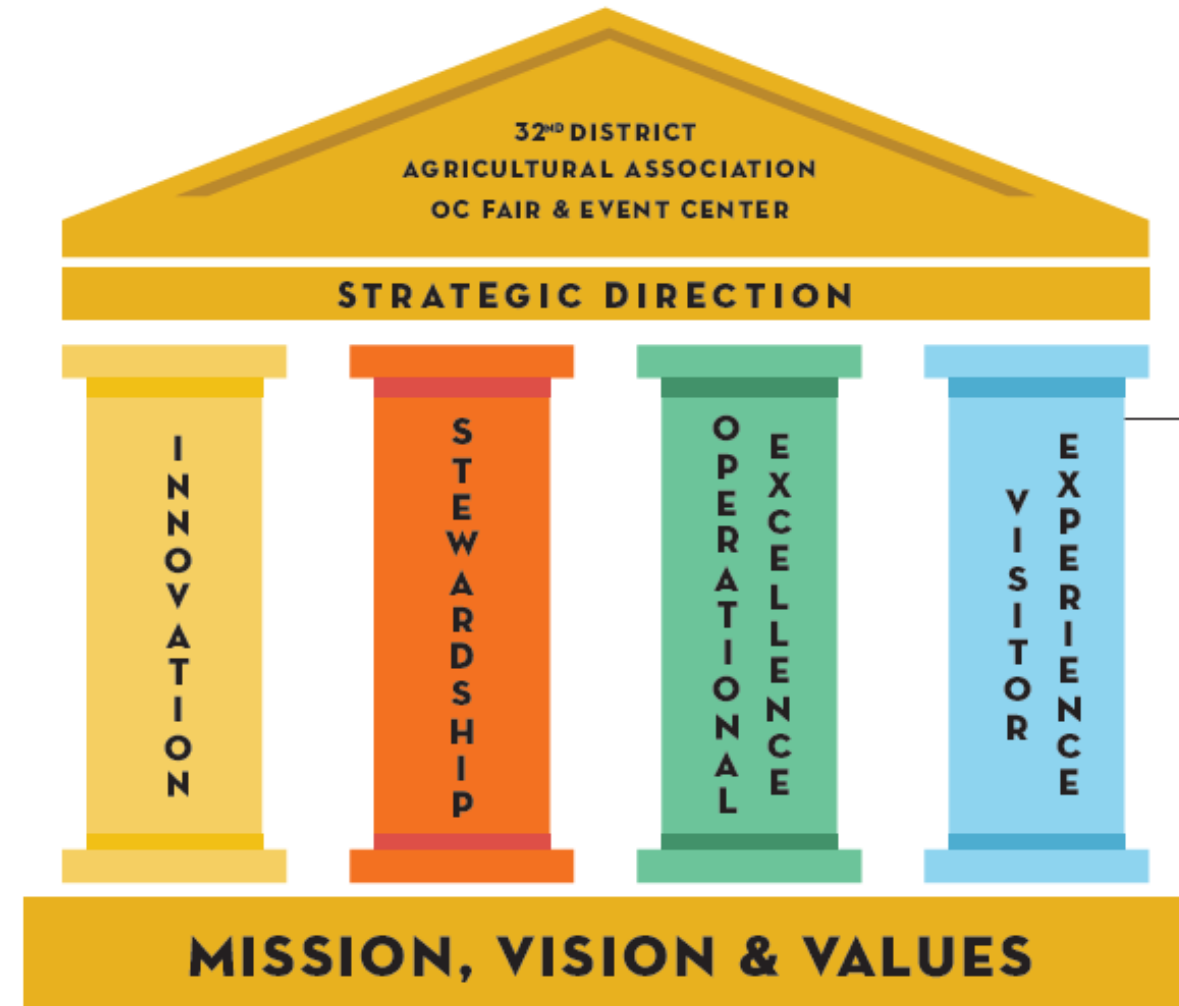
# Our Fair Industry Leadership Continues

- #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 OC FEC
  - Identify key processes and initiate improvements
- Visitor Experience
  - Understand guest preferences in order to offer new and innovative programming
  - Honor OC FEC'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?

# 2022



# 2023





# 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”?



# 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”?



Human Resources





# Where Do You “Find Your Happy”?



**Contracts and Purchasing**

**Contracts & Purchasing**





# 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*

