

California Exposition & State Fair APPROVED 2018 Revenue Budget



R O W		YE 2015	YE 2016	Estimated YE 2017 (Actual)	BUDGET 2017	Budgeted v. Projected YE	% Diff.	2016 v. 2017 Actual		APPROVED 2018 Budget	R O W
	STATE FAIR REVENUE								Attendance	4% reduction	
	Average Ticket Price	\$ 9.04	\$ 9.14	\$ 9.10	\$ 9.07	Col. C - Col. D		Col. C - Col. B	Admission Prices	\$2 increase	
	Paid Attendance	577,646	511,553	480,210	521,448				Average Ticket Price	\$ 10.47	
									Paid Attendance	461,002	
1	Admissions	5,224,298	4,677,996	4,369,842	4,729,538	(359,696)	-8%	(308,154)	Admissions	4,826,687	1
2	Parking	1,712,349	1,604,036	2,002,102	2,235,098	(232,996)	-10%	398,066	Parking	1,922,377	2
3	Racing Programs	57,378	49,497	47,559	48,000	(441)	-1%	(1,938)	Racing Programs	46,607	3
4	Mono Rail	304,138	239,192	195,522	243,976	(48,454)	-20%	(43,670)	Mono Rail	215,555	4
5	Food and Beverage	2,294,507	2,299,217	2,222,056	2,345,569	(123,513)	-5%	(77,161)	Food and Beverage	2,088,624	5
6	Carnival	2,066,261	2,049,733	1,963,132	2,090,728	(127,596)	-6%	(86,601)	Carnival	1,896,552	6
8	Commercial Exhibitors	1,409,766	1,366,801	1,325,170	1,360,000	(34,830)	-3%	(41,631)	Commercial Exhibitors	1,320,000	8
9	Entry Fees	370,340	406,984	387,579	405,000	(17,421)	-4%	(19,405)	Entry Fees	400,000	9
11	Novelties	49,159	46,305	44,279	47,231	(2,952)	-6%	(2,026)	Novelties	41,490	11
12	Trailer Space	12,660	11,839	15,096	11,500	3,596	31%	3,257	Trailer Space	15,000	12
13	S.F. Racing	1,090,508	968,981	911,668	952,983	(41,315)	-4%	(57,313)	S.F. Racing	875,903	13
14	Sponsorships	2,320,220	2,479,015	2,529,864	2,330,000	199,864	9%	50,849	Sponsorships	2,500,000	14
15	Wine Ads	239,750	262,750	218,250	250,000	(31,750)	-13%	(44,500)	Wine Ads	210,000	15
16	RV Park	84,432	94,537	105,124	92,000	13,124	14%	10,587	RV Park	125,000	16
17	Partnerships-Exhibits/Ag	101,436	139,804	141,072	130,000	11,072	9%	1,268	Partnerships-Exhibits/Ag	135,000	17
18	Concert Merchandise	8,126	8,384	9,750	8,552	1,198	14%	1,366	Concert Merchandise	9,220	18
19	Concert Seating (Gold Circle)	211,747	178,743	222,464	182,316	40,146	22%	43,721	Concert Seating (Gold Circle)	212,061	19
20	Miscellaneous	189,460	50,797	46,926	29,998	16,928	56%	(3,871)	Miscellaneous	30,000	20
21	TOTAL STATE FAIR	17,746,535	16,934,610	16,757,454	17,492,491	(735,036)	-4%	(177,156)	TOTAL STATE FAIR	16,870,076	21
22	INTERIM EVENTS REVENUE								INTERIM EVENTS REVENUE		22
23	Expo Events	3,777,175	3,712,137	3,589,514	3,390,000	199,514	6%	(122,623)	Expo Events	3,750,000	23
24	July 4th	97,435	93,386	93,794	90,000	3,794	4%	408	July 4th	93,500	24
25	Watch & Wager	109,986	104,525	102,053	105,000	(2,947)	-3%	(2,472)	Watch & Wager	100,000	25
26	Raging Waters	374,625	412,807	395,766	400,000	(4,234)	-1%	(17,041)	Raging Waters	390,000	26
27	Papa Murphy's Park	136,892	194,122	137,759	135,000	2,759	2%	(56,363)	Papa Murphy's Park	160,000	27
28	Rock N Brews	0	0	15,000	0	15,000	100%	15,000	Rock N Brews	120,000	28
29	Simulcast	950,435	933,905	932,099	945,000	(12,901)	-1%	(1,806)	Simulcast	925,200	29
30	Message Board Ads	261,356	317,038	330,500	330,500	0	0%	13,462	Message Board Ads	330,500	30
31	Cell Tower Leases	90,071	116,499	127,569	120,000	7,569	100%	11,070	Cell Tower Leases	125,667	31
32	RV Park/Trailer Park	660,379	713,319	810,000	675,000	135,000	20%	96,681	RV Park/Trailer Park	850,500	32
33	ATM Commissions	88,145	70,418	63,336	95,000	(31,664)	-33%	(7,082)	ATM Commissions	60,000	33
34	Misc.	25,860	96,889	18,803	25,000	(6,197)	-25%	(78,086)	Misc.	20,000	34
35	TOTAL INTERIM EVENTS	6,572,359	6,765,045	6,616,193	6,310,500	305,693	5%	(148,852)	TOTAL INTERIM EVENTS	6,925,167	35
36	Grants	232,698	513,973	543,550	450,000	93,550	21%	29,577	Grants	20,000	36
37	Reimbursements	2,468,346	2,464,298	2,364,298	2,523,500	(159,202)	-6%	(100,000)	Reimbursements	2,508,156	37
38	Interest	22,898	43,955	61,270	40,000	21,270	53%	17,315	Interest	40,000	38
39	Prior Year Income	(37,406)	(10,507)	61,605	-	0	0%	72,112	Prior Year Income	-	39
40	TOTAL OTHER FUNDS	2,686,536	3,011,719	3,030,723	3,013,500	17,223	1%	19,004	TOTAL OTHER FUNDS	2,566,156	40
41	TOTAL SOURCES OF FUNDS	\$ 27,005,430	\$ 26,711,374	\$ 26,404,370	\$ 26,816,491	(\$ 412,121)	-2%	(307,004)	TOTAL SOURCES OF FUNDS	26,361,398	41
									PROPOSED EXPENSE BUDGET	27,138,398	42
									OPERATING PROFIT / (LOSS)	(777,000)	43
									CAPITAL OUTLAY BUDGET	1,400,000	44
									CHANGES IN RESERVES (BEFORE DEPRECIATION)	(2,177,000)	45

PROPOSED 2018 BUDGET: Red numbers are based on per cap spending

Row 1 - Increase admission \$2 across all types (Adults \$14, Seniors \$12, Kids \$10) for COLUMNS 1 - L, individual advance sale ticket prices to remain the same, family pack increases \$5, Costco Pack increases \$5 and Season Pass increases \$6
Last admission price increase was 2009, we saw a 14% reduction in State Fair attendance

Row 4 - Used the 2016 per cap as that was a high ridership year for us ; based on a potentially new partnership expect monorail to function at its peak in 2018

Row 5 - Increase food commission 1% to 27% of gross sales

Row 9 - Increase in some entry fees, such as photography

Row 16 - Increase based on RV park rate increases which will be in effect 1/1/2018

Row 30 - Moved into a second tier of the contract length, yearly rent increased \$22,500 for the digital boards

Row 32 - Increase based on RV park rate increases which will be in effect 1/1/2018

Row 34 - Miscellaneous was high in 2016 due to a one-time rebate of \$65K in connection with the water conservation grant for recycling old toilets

Row 36 - Currently have secured \$20K in grant funding for 2018. Any additional grant funding income will be offset by an increase in expenses by a comparable amount.

Row 37 - Increase based on increase in reimbursable rates effective 3.1.18 (last increase was 2007). Assumed a 6% average increase in reimbursable rates.