

State of California

California State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3000
Fax: (916) 263-7903

MEMORANDUM

Date: April 10, 2019

To: Board of Directors
California Exposition & State Fair

Via: Rick Pickering, General Manager/CEO
California Exposition & State Fair

From: Rachelle Weir- Program Manager
Jay Carlson- AG Program Manager

Subject: Board Report

2019 FAIR PROGRAM UPDATE

Building A/B Programs

- Counties Exhibits Program
- **New this Year-** “Outstanding in their Field Exhibit” - USDA Grant funded
- **New this Year-** “Incredible Me”- superhero themed interactive exhibit
- Save Mart California’s Kitchen “Taste of California” workshops.
- The Cooking Theatre
- “Life’s Big Ag-Venture!”
- Floriculture Tent, “Farm to Glass” Exhibit

Expo Center

- Building 1 Quiet Events:
- Building 2 **New this Year** - The Selfie Experience
- Building 3 Student Showcase Competition
- Building 4 California Crafts Competition
- Building 5 **New this Year** – Bear Cup Esports Arena
- Building 6 Small Animal Competition
- Building 7 California Fine Art & Photography Competition

Competitions

- **Commercial Wine Competition** - Judging Date: May 29-31, 2019
- **Commercial Cheese Competition** - Judging Date: May 8, 2019
- **Homebrew Competition** - Judging Date: March 8-10, 2019
- **Home Wine Competition** - Judging Date: May 18, 2019
- **County Fair Best of Show Horse Show** – July 6-7, 2019
 - New Horse Show Managers – Nancy Eaton & Marilyn Silva

Livestock

- Due to Virulent Newcastle Disease outbreak in Southern California we have cancelled our Junior & Open Poultry Shows and the Exotic Bird Show for 2019.
- Cancellation of Open Swine Show for 2019

Special Programming

- Gala - Thursday, June 27, 2019
- Best of California - Thursday, June 27, 2019
- Ag Heritage Breakfast and Awards Ceremony - Wednesday, July 17, 2019
- Commercial Craft Brew Awards Ceremony and Brewfest - Saturday, July 20, 2019
- Sale of Champions - Sunday, July 14, 2019
- Cavalcade - “Mane Events” Entertainment -
 - Turn Back Time (tribute to recording artists from 1920 to 2019)
 - Heroes, Immortals and Villains (characters from Marvel, Justice League & Disney)
- Farm/School Tours – spring school farm tours are currently under way until May 16th.
- Counties Exhibits –we have 16 confirmed and 2 other counties that are “maybe”