

CEO's Message



What a fabulous Orange County summer that included the best ever Orange County Fair. This year a record number of visitors enjoyed all that the

Fair had to offer including a stellar line-up of concerts at the Pacific Amphitheater, award-winning wine, food, carnival rides, shopping, celebrity chefs, and a myriad of affordable family-fun opportunities. Look for more of the same as we celebrate the 113th Orange County Fair from July 8 - 31, 2005. Next year's theme is "It's Calling You Out To Play," the year of the avocado.

Now that the Fair is over and summertime is coming to a close, kids have gone back to school and Orange County families are back into their everyday routine. So too is the case at the Orange County Fair & Exposition Center (OCFEC) as we support our year-round event business. In the 344 days outside of Fairtime the OCFEC hosts over 100 events and activities. During the 11 months of "non-Fairtime," the fairgrounds play host to everything from consumer and corporate events to charitable and non-profit events to the weekly Farmers Market and Orange County Marketplace. We also host school children and visitors to Centennial Farm and students participating in The Ranch 'agademics' pro-

grams, to name just a few of the activities we have going on. In total, the fairgrounds see an average of 4.3 million visitors annually, equating to 126% of the County's total population.

On the heels of concluding a successful Fair event this year was the release of the California Performance Review report, an exercise commissioned by Governor Schwarzenegger that brought together 275 volunteer experts in their fields to help seek out ways in which to reform and revitalize California's state government. In that report, amongst thousands of other recommendations, the Orange County fairgrounds was cited as an example of "underutilized" state property, suggesting that the property be sold for greater use. Naturally, we took offense to the statement simply because we know how much activity the property breeds each year.

Since the release of the report we held a public hearing to gain the input of our neighbors, business owners and stakeholders who use the fairgrounds regularly. The outcome of the hearings proved overwhelmingly in favor of leaving the fairgrounds as-is and to continue the good work that we do. While we embrace the process of supporting the efforts of the commission to provide a prescription for meaningful reform in support of California's health, vitality and prosperity, our Board made it clear that we are "highly utilized" property,

in a resolution stating:

"The Board of Directors for the Orange County Fair & Exposition Center respectfully submit that the OCFEC is an example of highly utilized state property with an annual attendance of 4.3 million and an economic impact of \$185.2 million, as measured by KPMG, and should not be considered surplus property for sale.

"Further, the Board supports reform of state government that leads to greater accountability, efficiency and responsiveness to the public."

Where does the process go from here, you ask? Well, the commission has mandated seven statewide public hearings, taking place through the end of this September, to seek their own feedback regarding the recommendations made in the report. Once that feedback has been summarized, discussions at the State level will continue as to what recommendations are to be implemented.

You can communicate your thoughts, as an interested party to the recommendations made, by sending your feedback via their official website at www.report.cpr.ca.gov or by writing to the Office of the Governor.

We will be sure to keep you updated as we receive information from the State regarding their recommendations. Thank you for helping to create a wonderful 2004 Orange County Fair.

Becky Bailey-Findley, CEO

Orange County Fair & Exposition Center



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Fair Times

Costa Mesa, California - Fall 2004

ORANGE COUNTY FAIR & EXPOSITION CENTER

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What's Inside



CEO's Message



OC Crush Basketball



Board Elections

Did You Know?

The 2005 O.C. Fair salutes avocados.

Bigger and Better Than Ever: The 112th O.C. Fair Jammed

With a surge of fairgoers on its final weekend, the 2004 Orange County Fair set a new attendance record of 963,850, exceeding by 9.3% the previous high mark of 898,197 set in 2002.

"There's a phrase going around the fairgrounds: "Lots of smiles on lots of faces," CEO Becky Bailey-Findley said. "That sort of theme and tone carried throughout the Fair...People have really enjoyed the attractions, the food, retail and exhibits, so it's been great."

Business-wise, the 2004 Fair was successful across the board.

Admission revenue was \$3.6 million, up 9% from 2003's \$3.3 million; parking revenue of \$1,296,795 was up 15% from last year, and the new \$10 Preferred Parking program was enjoyed by 23,142 drivers. The 88 food concessionaires (including the carnival) had sales of \$7.5 million, 13% above last year's \$6 million.

Ray Cammack Shows (RCS), the Fair's carnival contractor, grossed \$4.5 million, a 22% increase over last year's total of \$3.7 million. Top grossing rides were La Grande Wheel and the Sky Ride, while the most popular rides in the kiddie carnival were the Kite Flyer and Rocking Tugboat.



10,895 fairgoers jammed into the Fair during the free opening hour on Friday, July 9.

In its second year of new life, Pacific Amphitheatre was host to a succession of popular shows that attracted big audiences. They included Reba McEntire, Bill Cosby, Go-Go's and The Motels, Jackson Browne and Shawn Colvin, Jessica Simpson, and ZZ Top.

Fair visitors were able to enjoy free nightly entertainment in the Citizens Business Bank Arena, including five nights of "Weird Al" Yankovic, four nights of The Funk Brothers with guest singers, and four tribute bands. Other Arena attractions were Brian Beirne's 50th Anniversary of Rock n' Roll, the 29th annual Speedway Fair Derby and Freestyle Motocross Jumping, the 4th

annual "Orange Crush" Demolition Derby, Domingos Alegres, Fiesta del Charro and bullriding.

The annual Junior Livestock Auction raised \$193,287 from sale of 296 animals, compared with 2003's sale of 292 animals for \$196,451. Proceeds benefit the 4-H and FFA members who raised the animals.

The Fair's first Summer Book Drive, conducted with the Los Angeles Times' Reading by 9 program, was an overwhelming success, yielding donations of 29,611 books from 8,893 Fair patrons. Each donor received free Fair admission and one carnival ride, courtesy of Ray Cammack Shows; the

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Barich Elected OCFEC Board President

Jim Barich was elected president and Peggy Haidl was elected vice president of the Orange County Fair & Exposition Center's Board of Directors on Thursday, August 26, 2004.

Irvine resident Barich is the Senior Vice President of Public Affairs at Pinnacle Entertainment, Inc. He has served on the board of directors for the California Taxpayers Association, California Business Properties Association, Orange County Public Affairs Association and the California Chamber of Commerce (Public Affairs Council). He has served on the OCFEC Board since 1998.

Haidl, of Corona del Mar, is Vice President of Financial Operations for the auction house Asset Liquidation Group, a position she has held since



Jim Barich, president



Peggy Haidl, vice president

1995. She is a former Commissioner of the Los Angeles County Department of Public Social Services. She serves on the Orange County Sheriff Advisory Council, and has been an Orange County Reserve Deputy Sheriff since 1999. She has been a Board member since 2001.

Board of Directors

Jim Barich - President
Peggy Haidl - Vice President
Patricia Velasquez
Ruben Smith
Deborah Carona
Frank P. Barbaro
Richard J. O'Neill
Luis Pulido
Dale Dykema

Chief Executive Officer

Becky Bailey-Findley

Chief Operating Officer

Steve Beazley

Chief Administrative Officer

Dena Heathman

Fair Times Staff

Marketing & Communications Dept.

Improvements to Pacific Amphitheatre Continue Master Plan

Two major parts of the Orange County Fair & Exposition Center's Master Plan will start taking shape over the next 12 months as the process to upgrade and broaden the fairgrounds' outreach to the community gathers momentum.

The largest undertaking will be the \$10.3 million, two-year remodeling/renovation of Pacific Amphitheatre. Doug Lofstrom, director of planning and project management, called it "a unique project" that will turn the Amphitheatre into "a multi-purpose facility" capable of staging popular music concerts, symphonies, opera,



intimate theater events and other stage experiences.

Construction will begin at the Amphitheatre this October, and pause

next June, in time for the 2005 Summer Concert Series. Phase I will include construction of an enclosed three-story stagehouse containing dressing rooms and kitchen, concession stand upgrades, concourse improvements plus improvements in access and seating to comply with the federal Americans with Disabilities Act.

Phase II of the Amphitheatre project includes construction of a rehearsal hall and chorus rooms, improvements to the first and second floors of the stagehouse, and remodeling the stage to create a "black box theater" for audiences of up

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Fall Treats At OCFC

The Orange County Market Place will provide a range of fun activities for kids and adults at Halloween, and will add more holiday season shopping days to its customary weekend schedule at the Orange County Fair & Exposition Center.

Events at the popular Market Place are among the highlights of fairground attractions during the last quarter of the year. During the Market Place's annual Trick or Treat Festival youngsters in costume will get a free treat from 10 a.m. to 2 p.m. on Sunday, Oct. 31.

To get Halloween celebrants in the proper mood, the annual Hearse, Bug and Monster Classic Car Show will be held from 9 a.m. to 3 p.m., including the 10 a.m. hearse procession through Costa Mesa streets with radio personality Dr. Demento as grand marshal. Dr. Demento also will perform two shows in the Automotive Road of Dreams Museum, entry to which is free with

Market Place admission.

The Market Place will add holiday season shopping days on the day after Thanksgiving, Friday, Nov. 26, and Monday, Dec. 20. Admission is free both days and hours are 7 a.m.-4 p.m. with free parking. On its regular Saturday and Sunday business days, admission is \$2 for ages 13 and over and free for those 12 and under.

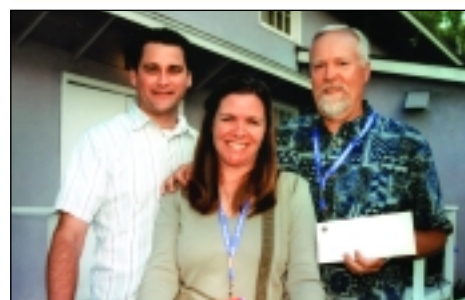
During the holidays, Santa Claus will stop at the swap meet, and there will be other Yuletide entertainment. The Market Place offers thousands of products and holiday gift ideas, including many handcrafted items. Call (949) 723-6660 or visit the website at www.ocmarketplace.com for more information.

The flavors, sights and sounds of ancient Persian and modern Iran will be on display Oct. 2 and 3 at OCFC in the annual Persian Festival. The Persian harvest celebration attracts 20,000

visitors to see colorful dances, Persian arts and crafts, ancient sports, musical performances and taste exotic foods. Proceeds will fund future Mehregan celebrations, scholarships and cultural events. Admission is \$20 for adults; children under 10 are admitted free.

Law enforcement personnel will leave their motorcycle seats and mount bucking broncos and Brahma bulls in the National Police Rodeo from 6 to 9 p.m. on Oct. 9 in the Grandstand Arena, an event to benefit the Special Olympics. The contestants will include firefighters and FBI agents as well as police officers, sheriff's deputies and highway patrolmen. Ticket prices range from \$10 to \$35.

Recipients Of 2004 Randy Smith Concessionaire Award



Craig Reinhardt (left), Randy Smith's son, with 2004 award recipients Cindy and Howard Lindsey.

A host of customer friendly initiatives before and during the 2004 Orange County Fair has earned Lindsey Enterprises the Randy Smith Concessionaire Award of Excellence this year.

Owned by Howard and Cindy Lindsey of Fallbrook, their concession on Live-stock Lane sold barbecue beef and turkey sandwiches, roasted corn and beer during the annual Fair.

Among the reasons cited for the award was the Lindseys' training of employees, their installation of new tables, the visibility of their stand, and the placing of the Fair slogan "Jammin' at the Fair" on their signage.

The Randy Smith Concessionaire Award is named for the 12-year Fair Board member who passed away last year. He was supportive of concessionaires' efforts to improve customer service and business methods.

call the fairgrounds our home; the venue is unique and truly considered to be a premiere addition to the ABA."

Part of the 38-team ABA, the Crush will open its home season on Nov. 18 in a five-story-high "air dome" that will be erected in the Grandstand Arena. The team will play 18 home games in its initial season.

Home games through the end of 2004 are:

Thursday, Nov. 18.....7 p.m.
Saturday, Nov. 20.....7 p.m.
Thursday, Nov. 25.....7 p.m.
Thursday, Dec. 9.....7 p.m.
Saturday, Dec. 11.....7 p.m.
Thursday, Dec. 16.....7 p.m.

For a complete schedule, visit www.ocfair.com.

Fastbreak At The Fairgrounds



The Orange County Fair & Exposition Center has been selected as the home court for the American Basketball Association's Orange County Crush professional basketball team.

According to Eric Benson, Orange County Crush Publicity Director and Partner, "We are extremely pleased to

The 112th O.C. Fair Jammed story, continued from page 1

books will be distributed to Orange County public schools.

In addition, 5,987 fairgoers each donated five nonperishable food items in exchange for free Fair admission during the Jammin' for Hunger Canned Food Drive on July 21. The 30,590

Amphitheatre Improvements story, continued

to 500. Phase II will begin in August 2005 and is scheduled for completion that December.

The second major Master Plan project is replacement of the 11,200-square foot Youth Building (Building 17) on the Main Mall with a \$6 million multi-use, two-story structure covering a 30,000-square foot "footprint." This job also will give a new look to the Main Mall because it includes remodeling of existing building facades and new landscaping.

Architectural design of the Exhibit Hall project is scheduled to begin this October and actual construction in August next year after the 2005 Fair closes. Construction should be complete in June 2006, Lofstrom said.

The new building's flexible 30,000-square foot exhibit hall will be capable of partitioning into smaller spaces, as needed, but can also become exhibit space for trade and consumer shows, as well as banquet space. Designed for adaptable uses, the new building will have ample power for multi-purpose use and lighting. It will be fully heated, ventilated and air conditioned.

For banquet purposes, the building will have a commercial kitchen that will serve other Fair events. Administrative offices and conference rooms will occupy the second floor of this new building, plus an outdoor space to view the Fair complex.

Building 17 replaced a 60-year-old World War II building. The current all-metal building will be moved to a new site on the fairgrounds and may be used for a variety of purposes.

In the beginning phases of the Master Plan, \$600,000 in improvements and expansion of Parking Lot G are nearly complete, and a \$500,000 Newport Blvd. bike path and landscape project funded by the City of Costa Mesa have been finished.

Pending parts of the Master Plan awaiting further study and review are a new storm drain on Arlington Ave., removal of the berm around Pacific Amphitheatre, creating a dual right-hand turn lane at Newport Blvd. and Fair Dr., and building a covering between Buildings 14 and 16 to create a breezeway similar to the Parade of Products between Buildings 10 and 12.

Fair officials have declared that they expect the Master Plan improvements to generate enough additional business to pay for the work.

Events CALENDAR 2004

Weekly Events

ORANGE COUNTY MARKETPLACE - Saturday & Sunday, 7 a.m. - 4 p.m.
Main Lot. Admission: adults \$2, children under 12 free. Tel Phil Enterprises (949) 723-6660

FARMERS MARKET - Thursdays, 8:30 a.m. - 1 p.m.
Main Lot. Sponsored by the Orange County Farm Bureau (714) 573-0374

CENTENNIAL FARM - Monday - Friday, 1 p.m. - 4 p.m.
Saturday & Sunday, 9 a.m. - 4 p.m.
Admission: free. (714) 708-1916

OCTOBER 2004

9/30-10/3 SUGAR PLUM FESTIVALS "ARTS & CRAFTS" SHOW
Thursday & Friday, 10 a.m.-8 p.m.; Saturday & Sunday, 9 a.m.-3 p.m.
Building #10. Admission: free.
Sugar Plum Festivals (562) 598-0857
www.sugarplumcrafts.com
NO STROLLERS PLEASE

2-3 PERSIAN FESTIVAL/ MEHREGAN 2004
Saturday & Sunday, 11 a.m. - 10 p.m.
Building #8 & Festival Grounds.
Admission: \$20
Network of Iranian-American Professionals (NIPOC)
www.nipoc.org e-mail: info@nipoc.org

3 BRIDAL SHOW
Sunday, 10 a.m. - 4 p.m.
Building #12 and Parade of Products.
Admission: adults \$7, seniors (62+) \$5; children 12 & under free.
Adcom Publishing (714) 670-7800 or www.brideworld.com

8-10 COSTA MESA ANTIQUE SHOW
Friday & Saturday, 11 a.m. - 8 p.m.; Sunday, 11 a.m. - 5 p.m.
Buildings #10, #12 and Parade of Products.
Admission: \$8
Calendar Shows (800) 943-7501

8-10 GEM, JEWELRY & BEAD SHOW
Friday, noon - 7 p.m.; Saturday, 10 a.m. - 7 p.m.; Sunday, 10 a.m. - 5 p.m.
Building #14.
Admission: adults \$5, children under

12 free. Gem Faire, Inc. (503) 252-8300
www.gemfaire.com

9 NATIONAL POLICE RODEO
Saturday, 6 - 9 p.m. Gates open at 5 p.m.
Grandstand Arena. Admission: \$10 - \$35
Southwest Productions (714) 210-4873

16 36th US NATIONAL SPEEDWAY CHAMPIONSHIP
Saturday, gates open 6 p.m., first race 7:30 p.m.

Admission: adults \$17, children (6-12) \$8, children 5 & under free.
Parking & Programs free.
Preferred Parking \$5.
International Speedway, Inc. (949) 492-9933 www.cmspeedway.com

16-17 COMPUTER FAIR
Saturday & Sunday, 10 a.m.-5 p.m.
Building #14.

Admission: adults \$5, children under 10 free. Discount tickets for \$2.95 are available online at tickets.lacomputerfair.com
NP Expos, Inc. (800) 800-5600

17 CAMERA EXPO
Sunday, 10 a.m. - 3 p.m.

Building #17.
Admission: adults \$5, seniors (55+) and students (college/trade school) \$4, children 17 & under free.
Bagnall Enterprises (925) 253-0466

17-20 CHRISTMAS COMPANY
Sunday, 10 a.m.-6 p.m.; Monday & Tuesday, 10 a.m.-9 p.m.; Wednesday, 10 a.m. - 6 p.m.

Buildings #10, #12 & Parade of Products.
Admission: adults \$7.
Junior League of Orange County (949) 261-0823

23 CATTLE BARON'S BALL-LEIS & LASSOES - A HAWAIIAN HOEDOWN
Saturday, 7 p.m. - midnight.
Building #10, Parade of Products, & The Courtyard. Admission: TBD.
The American Cancer Society (949) 261-9446 www.cancer.org

23-24 KIDSFAIRE - AMERICA'S FAMILY EXPO
Saturday & Sunday, 10 a.m. - 5 p.m.
Building #12 & Festival Fields.
Admission: adult \$7, children \$3, \$1 off with donation of a gently used children's book.

October, November & December

America's Family Expo (866) 283-8600
www.americasfamilyexpo.com

26 PREMIERE JOB FAIR
Tuesday, 10 a.m. - 4 p.m.
Building #10. Admission: free.
Coastline Community College (714) 741-5943

26 PHCC TRADE SHOW
Tuesday, 10 a.m. - 6 p.m.
Building #14. Admission: free.
www.phcc.com

29-31 HOME REMODELING & DECORATING SHOW
Friday, noon-8 p.m.; Saturday, 10 a.m.-8 p.m.; Sunday, 10 a.m.-6 p.m.
Buildings #10, #12, and Parade of Products.
Admission: adults \$6.75, seniors (55+) \$4, children under 12 free.
N.E.C. Group, Inc. (818) 557-2950

30-31 RADICAL REPTILES
Saturday, 10 a.m. - 5 p.m.; Sunday, 10 a.m. - 5 p.m.
Building #14.
Admission: adults \$6, seniors & children 12 & under \$3.
Radical Reptiles (714) 826-6600
www.radicalreptiles.com

31 HULLABALOO
Sunday, 6 p.m. - 9 p.m.
Festival Fields Admission: free.
Rockharbor Church (949) 548-2600

NOVEMBER 2004

5-7 WOODWORKING SHOW
Friday, noon - 7 p.m.; Saturday, 10 a.m. - 6 p.m.; Sunday, 10 a.m. - 4 p.m.
Buildings #10, #12, #17 & Parade of Products.
Admission: adults \$8, children 12 & under free.
The Woodworking Shows (310) 477-8521
www.thewoodworkingshows.com

6 SPEEDWAY FALL CLASSIC/FREESTYLE MOTOCROSS JUMPERS
Saturday, gates open 6 p.m., first race 7:30 p.m.
Grandstand Arena.
Admission: adults \$12, juniors (13-17) & seniors (60+) \$8, children (6-12) \$4, children under 6 free.
Parking & Programs free.

Preferred Parking \$5.
International Speedway, Inc. (949) 492-9933 www.cmspeedway.com

11-14 SUGAR PLUM FESTIVALS "ARTS & CRAFTS" SHOW
Thursday & Friday, 10 a.m.-8 p.m.; Saturday & Sunday, 9 a.m.-3 p.m.
Building #10. Admission: free.
Sugar Plum Festivals (562) 598-0857
www.sugarplumcrafts.com
NO STROLLERS PLEASE

19-21 CREATIVE INSPIRATION FALL FAIR
Friday - Sunday, 9 a.m. - 6 p.m.
Building #10. Admission: \$10.
Pro Show, Inc. (412) 372-8130
www.sewingevents.com

20 SUPER AUCTION
Saturday, 10 a.m. - 5 p.m.
Preview: 8 a.m. - 10 a.m.
Building #14. Admission: free.
Super Auctions (562) 592-1009

20-21 COMPUTER FAIR
Saturday, 10 a.m.-5 p.m.
Building #12.
Admission: adults \$5, children under 10 free. Discount tickets for \$2.95 are available online at tickets.lacomputerfair.com
NP Expos, Inc. (800) 800-5600

21 CAMERA EXPO
Sunday, 10 a.m. - 3 p.m.
Building #17.
Admission: adults \$5, seniors (55+) and students (college/trade school) \$4, children 17 & under free.
Bagnall Enterprises (925) 253-0466

23 CHRISTIAN BUSINESS EXPO
Tuesday, 10 a.m. - 9 p.m.
Building #10.
Admission: adults \$3, children 12 & under free.
The Christian Business Expo (714) 926-2782

27 NEWPORT MESA UNIFIED SCHOOL DISTRICT COLLEGE NIGHT
Wednesday, 7 p.m. - 9 p.m.
Building #12. Admission: free.

27-28 CROSSROADS OF THE WEST GUN SHOW
Saturday, 9 a.m.-5 p.m.; Sunday, 9 a.m.- 4 p.m.

Buildings #10, #12, #14, and Parade of Products.
Admission: adults \$9, seniors \$8, children under 12 free with adult.
B&L Productions (801) 544-9125

DECEMBER 2004

1-19 MAGIC TREE LOT'S 20th ANNUAL CHRISTMAS TREE LOT
Trees and Christmas items for sale.

4-5 MAINE ATTRACTION CAT SHOW

Saturday, 10 a.m. - 5 p.m.; Sunday, 9 a.m. - 5 p.m.
Building #14.
Admission: adults \$7, seniors (65+) and children (6-12) \$5, children 5 & under free.
Maine Attraction Cat Fanciers (858) 455-9390

5 B.X.I. ORANGE COUNTY HOLIDAY BARTER FAIR
Sunday, 10 a.m. - 5 p.m.
Admission: \$10 (members only).
B.X.I. of Orange County, Inc. (714) 847-5477

10-12 GEM, JEWELRY & BEAD SHOW
Friday, noon - 7 p.m.; Saturday, 10 a.m. - 7 p.m.; Sunday, 10 a.m. - 5 p.m.
Building #10.
Admission: adults \$5, children under 12 free.
Gem Faire, Inc. (760) 747-9215

11-12 COMPUTER FAIR
Saturday, 10 a.m.-5 p.m.
Building #12.
Admission: adults \$5, children under 10 free. Discount tickets for \$2.95 are available online at tickets.lacomputerfair.com
NP Expos, Inc. (800) 800-5600

12 CAMERA EXPO
Sunday, 10 a.m. - 3 p.m.
Building #17.
Admission: adults \$5, seniors (55+) and students (college/trade school) \$4, children 17 & under free.
Bagnall Enterprises (925) 253-0466