



**Board of Directors Committee Meeting
November 14, 2019**

Please take notice that this public meeting of the 32nd District Agricultural Association, a California state institution, is being recorded using video recording equipment. Please also take notice that the 32nd District Agricultural Association will release video recordings of its public meetings where required under California law.

Please silence your cell phones



Financial Monitoring Committee 2020 Budget Study Session

November 14, 2019



Budget Process

- Fiscal year runs January through December
- Budgets are created annually for each department and then consolidated into an organization-wide budget
- The 56 departmental budgets are directly overseen by 18 management staff
- Through monthly variance reports and mid-year review, each department's budget will be closely monitored



2019 Budget

- Technical glitches affected the budget roll-up in several areas, i.e. entire months of expenses in some departments were missing from the roll-up.
- As a result, we reviewed last year's data with an eye to the future and built the 2020 budget from the ground up. We didn't just assume that last year's data was correct.
- Comparing the 2020 budget to the 2019 budget would not be meaningful because of the glitches.



Economic Factors Affecting 2020 Budget

- Aging expansion and slowing growth
- Headwinds
 - Trade wars
 - Sluggish global growth
 - Geopolitical risks
 - Fading fiscal stimulus
 - The baseline scenario from top OC economists is that, while flirting with recession over the next 12-18 months, the U.S. economy will manage to escape it...but just barely.
- Consumer fears of recession
 - There is now fear that fear will spark a recession



"I've heard there's going to be a recession. I've decided not to participate." – Walt Disney



Labor Outlook

- Total labor: \$20,597,486
- Minimum wage impact
- Increased PERS contribution
- No new Civil Service headcount
- Many departments have found staffing efficiencies
- YOY variance: \$1.873M (as of the September forecast)



GASB68 and SB84

- GASB68 Pension Liability
 - \$600,000 vs \$900,000
- SB84 Supplement Payment Obligations
 - No information from CDFA yet
 - Not included in 2020 budget



Facility Rental and Fair Merchant Rates

- Increases to reflect competitive market rates
- Facility Rental Fees
 - Increasing \$25-\$75 per day depending on size/location
- Fair Merchant Space Fees
 - Increasing \$25-\$75 for the run of fair depending on size/location
 - Average increase is \$3/day



No Fair Admission or Parking Rate Increase

- Parking
 - \$9 year-round
 - \$10 fairtime
- Fair Admission
 - \$12 weekdays
 - \$14 weekends
 - \$7 kids and seniors



2020 Travel Budget

• Conferences and Conventions:

- WFA Convention (Reno, NV)
- nQativ Conference (San Diego)
- American Payroll Conference (TBD)
- IAVM Region 7 Conference (Los Angeles)
- IAVM Region 7 Meeting (San Diego)
- USI User Conference (St. Louis)
- World Agriculture Expo (Tulare, CA)
- American Alliance of Museums (San Francisco, CA)
- Ag in the Classroom Conference (Southern CA)
- Adobe Summit (Las Vegas)
- Adobe Max Conference (Los Angeles)
- HOW Design Live (Boston)
- CalFest Conference (San Diego)
- IAFE Management Conference (St. Louis)
- ADWEEK Advertising Conference (New York)
- Public Relations Society of America Conference (St. Louis)

• Training and Learning opportunities:

- CA State HR training (Sacramento)
- IAVM Academy for Venue Safety & Security (Las Vegas)
- IAVM Venue Management School (Wesley Chapel, FL)
- CFSA Event Management Symposium (Northern CA)
- CVP and CMP Certification Exams (TBD)
- ShoWorks Training (Cody, WY [tentative] & Fresno, CA)
- Storage/Parking/Traffic Ad Hoc Committee Trip (Sacramento)
- Disney Institute for Quality Service (Anaheim)
- CA Public Information Officers (Santa Barbara)
- Contract Training (Sacramento)
- State Travel Training (Sacramento)

• Survey trips to other WFA fairs

• All travel is in compliance with CA State law

- **YOY comparison 2020 - \$103,984**
2019 - \$104,167



Community Engagement Fund

- Community Engagement Bucket
 - Nonprofit/community event sponsorships
 - Tickets to fundraising events
- Employee/Board panel
- Recommending \$150,000



Administration - Overview

- General administrative department encompassing executive staff and Board of Directors activities.
- **Major department responsibilities**
 - Managing the administrative functions of the organization
 - Coordinating Board activities including committee meetings and monthly Board meetings
 - Liaison with State oversight departments
 - Executive leadership of all organizational departments
 - Oversight of travel of State employees
 - Management of administrative revenue and expenses including insurance, legal services, income interest and GASB68 posting



Administration – Revenue & Expenses

- Revenue: \$1,234,400
- Labor: \$1,556,723
 - 7 civil service employees
 - 3 part-time employees
 - 1 seasonal fairtime employees
- Non-labor: \$1,414,614
 - Insurance - \$422,400
 - Travel - \$103,984
 - GASB - \$600,000
 - Legal Services - \$79,200
 - Professional Services- \$85,000



Sales - Overview

- Responsible for new year-round event sales, sponsorship sales for self-produced events, Platinum Partners premium space sales during the annual OC Fair and fairtime group ticket sales.
- **Major department responsibilities**
 - Sponsorship and mobile marketing tour sales for self-produced events
 - Platinum Partner premium space sales for annual OC Fair
 - Group tickets sales for annual OC Fair
 - New year-round event sales



Sales – Revenue & Expenses

- Revenue: \$1,882,550
 - Sponsorships and mobile marketing tours for self-produced events
 - Platinum Partners premium space sales
- Labor: \$5,800
 - 1 seasonal Sales Assistant (reimbursed by Tandem)
- Non-labor: \$226,250
 - Sales commission - \$180,000
 - Signs, banners, tents - \$17,500



Community Engagement - Overview

- Responsible for coordinating OCFEC's community outreach and give-back programs.
- Major department responsibilities
 - Manage OCFEC's community outreach efforts
 - Provide funding for OCFEC's ongoing student mentoring programs
 - Oversight of Community Engagement “bucket” funds and giving decision-making



Community Engagement – Revenue & Expenses

- Revenue: \$0
- Labor: \$0
- Non-labor: \$207,450
 - Community engagement “bucket” - \$150,000
 - Program support - \$32,500 (Hatch Culinary Lab and BBBS Workplace Mentoring)



Human Resources - Overview

- Responsible for building strategic partnerships with all levels of the organization in an effort to meet goals; minimize risk; create a fun, safe and healthy work environment, all with a customer-centered focus.
- Major Department responsibilities:
 - Workforce Planning and Employment
 - Succession planning and upward mobility
 - Job analysis and knowledge transfer documentation
 - Centralized hiring for temporary and civil service employees
 - Compensation and Benefits
 - Salary surveys (Seasonal Employees)
 - Medical, Retirement, Worker's Compensation, Disability, Unemployment



Human Resources - Overview

- Major Department responsibilities (cont.):
 - Training and Development
 - Online training
 - Professional trainers
 - In house training conducted by HR staff
 - Employee Relations
 - Investigations
 - Service awards
 - Recognition programs
 - Risk Management
 - Compliance
 - Policies and procedures



Human Resources - Overview

- Major Department responsibilities (cont.):
 - Public Records Requests (expenses reflected in admin budget)
 - Gather, review and redact requested public information
 - 1 full-time civil service employee
 - 2 part-time temporary employees year-round
 - Carnival Sales (reflected in carnival budget)
 - Implement controls and process improvements
 - Minimize loss



Human Resources – Revenue & Expenses

- Revenue: \$0
- Labor: \$848,790
 - 5 full-time civil service employees
 - 3 part-time temporary employees year-round
 - 7 temporary employees for peak season (staffing & onboarding)
- Non-Labor: \$209,600
 - Background Screening
 - Benefit Service Fees (PERS, PST, 401k,)
 - CalHR Service Fees (Exams & State Controllers access)
 - Unemployment Insurance
 - Employee Training
 - Legal Services



Carnival Sales- Overview

- Sell carnival ride and game passes to patrons during the annual OC Fair.
- Major Department responsibilities:
 - Sell carnival ride passes to patrons via cash/credit card transactions
 - Maintain accurate inventory of all passes sold/unsold
 - Provide excellent customer service to Fair patrons



Carnival Sales – Revenue & Expenses

- Revenue: \$4,109,750
 - OCFEC 24.5% of sales for carnival ride and game passes during the annual OC Fair
- Labor: \$410,581
 - 162 part-time seasonal employees
- Non-Labor: \$252,400
 - Bank/credit card fees
 - Tickets/wristbands
 - Equipment rental



Finance - Overview

- Supports the organization by providing financial management and oversight, accounting services, reporting, and cash operations, as well as payroll and customer service to internal departments and to the public.
- Major Department responsibilities
 - General Accounting, Accounts Receivable, & Accounts Payable
 - Financial reporting
 - Payroll – processing employee paychecks, tax reporting, and maintenance of relevant payroll records
 - Cash Operations – Receiving, depositing, and collections of all funds
 - Budget monitoring and variance reports



Finance – Revenue & Expenses

- **Revenue: \$20,000**
 - Cal-CARD rebates based on volume & number of transactions
- **Labor: \$659,429**
 - 5 Full Time Civil Service Staff
 - 2 PT Seasonal Staff – year round
 - 22 PT Seasonal Staff – fair time
 - Accounting Department #10 - \$648k
 - Cash Operations – Fair #49 - \$88k
- **Non-Labor: \$278,050**
 - Bank and Credit card merchant fees \$250k
 - Professional Services \$26k
 - Equipment Rental \$12k
 - Supplies \$10k
 - Maintenance Agreements \$7k



Business Services - Overview

- Provides support to the organization for purchasing of goods and services and generation of contracts within CA State purchasing and contracts guidelines.
- **Major Department responsibilities**
 - Manage all RFPs and IFBs. Process approximately 280 contracts annually including Entertainment, Sponsorships and Services
 - Support all departments, processing up to 3,000 transactions annually
 - Make travel arrangements through DGS, Travel Store
 - Manage Cal-Card program through DGS; contract with US Bank
 - Manage Business Center, keeping the office supplies inventory



Business Services- Revenue & Expenses

- Revenue: \$0
- Labor: \$445,408
 - 3 permanent civil service employees
 - 1 limited term employee
- Non-Labor: \$44,650
 - Office Supplies 2020 – This responsibility has been centralized to provide needed efficiencies - \$41,800
 - Professional PO System - Upgrade, new features, all staff training - \$2k



Event Admissions- Overview

- Year-round department responsible for ticketing some of our larger outside promoter events. This team includes ticket sellers and takers.
- Major Department responsibilities
 - Works with outside promoters on ticketing strategies
 - Creates and manages events in Ticketmaster
 - Sells and scans tickets for large year-round events
 - Responsible for reporting and reconciliation



Event Admissions – Revenue & Expenses

- Revenue: \$0
- Labor: \$197,927
 - 1 civil service employee
 - 28 year-round 119 employees
- Non-Labor: \$4,940
 - Tickets (blank ticket stock for Ticketmaster)



Event Parking Sales - Overview

- Responsible for parking sales for all of our year-round events.
- Major Department responsibilities
 - Parking Sales for all OCFEC year round events
 - Manages hangtag sales for promoters
 - Customer Service representatives providing front line contact with patrons
 - Works with Events team and Parking team to create parking plan for all events



Event Parking Sales – Revenue & Expenses

- Revenue: \$0
- Labor: \$250,936
 - 1 civil service employee (194)
 - 32 year-round 119 employees
- Non-Labor: \$17,599
 - Tickets (Year round \$9 tickets and Hangtags)
 - Bank & Credit Card Fees



Fair Admissions- Overview

- Responsible for gate admission sales for our annual Fair.
- **Major Department responsibilities**
 - Sell admission tickets and Super Pass to patrons at the gates coming to the fair
 - Customer Service representatives providing front line contact with patrons
 - Reporting and reconciliation of all gate admission sales



Fair Admissions – Revenue & Expenses

- Revenue - \$8,400,000
 - Fair Gate Admission
 - Super Pass
- Labor - \$169,160
 - 0 civil service employees
 - 76 part-time seasonal employees
- Non-Labor - \$128,034
 - Equipment Rental (gate tent structures, carts, fencing, trailer)
 - Tickets (blank ticket stock)
 - Uniforms
 - Credit Card Fees and Chargebacks



Gate Operations - Overview

- Responsible for gate ticket scanning functions and guest welcoming for our annual Fair.
- **Major Department responsibilities**
 - Scan admission tickets at all four entry gates
 - Ensure that everyone coming through the gate has a ticket, credential or pass
 - Customer Service representatives providing front line contact with patrons
 - Responsible for Gate Scan report and attendance data



Gate Operations – Revenue & Expenses

- Revenue: \$0
- Labor: \$176,876
 - 0 civil service employee
 - 89 part-time seasonal employees
- Non-Labor: \$17,719
 - Equipment Rental (trailer, carts, tents)
 - Uniforms
 - Supplies (re-entry stamps, stamp pads, Heat Illness Prevention Program supplies)



Fair Parking Sales - Overview

- Responsible for parking sales for annual Fair.
- **Major Department responsibilities**
 - Parking Sales for annual Fair
 - Customer Service representatives providing front line contact with patrons
 - Works with Parking Team and PD to ensure we have staff ready when we make gate changes based on traffic flow
 - Reporting



Fair Parking Sales – Revenue & Expenses

- Revenue: \$2,232,000
 - Fair Parking
 - Concert Reserved Parking
- Labor: \$120,580
 - 1 civil service employee (194)
 - 58 part-time seasonal employees
- Non-Labor: \$25,059
 - Tickets (fair ticket stock \$10)
 - Equipment Rental (carts, Heat Illness Prevention Program tents)
 - Uniforms
 - Supplies (Heat Illness Prevention Program gear and water)



Pac Amp Gate Operations- Overview

- Responsible for gate scanning and guest welcoming functions for our Pacific Amphitheatre.
- Major Department responsibilities
 - Scan concert tickets at the Pac Amp gates for concert guests. Ensure that everyone coming through the gate has a ticket, credential or pass
 - Customer Service representatives providing front line contact with patrons



Pac Amp Gate Operations – Revenue & Expenses

- Revenue: \$0
- Labor: \$37,816
 - 0 civil service employee
 - 8 part-time seasonal employees
- Non-Labor: \$0



Market Place - Overview

- Major focus is to provide support to the Market Place as well as keep them in compliance with contract obligations and commitments.
- **Non-Labor costs: \$130,000**
 - Parking lot sweeping - The parking lots are swept every night of the event. Lot A, B, C and H
 - Excessive trash left out is also picked up from the site and disposed of by the sweeping team - Current contractor is LWI (Lopez Works)
- **Revenue for this department:**
 - Monthly space rental - \$2,072,919
 - Capital Contributions - \$100,000



Maintenance Operations - Overview

- Major focus will be to provide excellent service to our customers (OCFEC employees & promotoros) while maintaining the facility grounds and buildings. The Operations team also provides project development and management to Capital projects.
- **Major Department responsibilities**
 - Building maintenance and repair
 - Facility grounds maintenance and repairs
 - Manage and monitor building and public safety compliance
 - Provide project management for all construction and remodel projects approved in annual Capital budget



Maintenance Operations – Revenue & Expenses

- Revenue: \$0
- Labor: \$2,502,345
 - 20 full time civil service employees
 - 36 seasonal staff
- Non-Labor: \$845,330
 - Equipment Maintenance - \$80k
 - Contract Landscape - \$63,600
 - Landscape - \$57k
 - Facility Safety - \$42k



Facility Operations - Overview

- Major function of the Facility department is to support the operations administratively.
- Major Department responsibilities
 - Utility recording
 - Operations administration for Centennial Farm Operations, Event Operations and Maintenance Operations
 - Fair office/staff support administration
 - Shipping & Receiving
 - Spirit Committee



Facility Operations – Revenue & Expenses

- Revenue: \$8,000
 - Recycling (plastic, cardboard, cooking grease, glass, organic waste, paper, E-waste, aluminum, pallets, copper wire)
- Labor: \$312,161
 - 2 civil service employees
 - 4 Seasonal Staff
- Non-Labor: \$1,323,445
 - Electrical - \$952,000
 - Water - \$231,400
 - Trash removal - \$48,500
 - Sewer Assessment - \$45k
 - Pest control - \$25k



Equestrian Center - Overview

- Major function is to provide maintenance support to the facility
- Major Department responsibilities
 - Oversee the budget
 - Provide maintenance support
 - Communication to staff and patrons when maintenance is needed on site



Equestrian Center – Revenue & Expenses

- Revenue: \$177,950
 - Horse boarding
- Labor: \$0
- Non-Labor: \$50,200
 - Utilities (water & electrical)
 - Maintenance & repairs (asphalt, street sweeping, dredging desilting basin, electrical, HVAC)



Centennial Farm Operations - Overview

- This department is committed to providing agricultural and livestock education to our community. The knowledgeable farmers are responsible for planting and harvesting fruit, grains and vegetables that are grown during the four seasons. In addition, farmers are accountable to provide animals with the proper care and perform animal breeding to continue educating the public about the different animal breeds and purposes. For example: cows, pigs, goats, chickens, rabbits etc.
- **Major Department responsibilities**
 - Plant and harvest vegetables and fruits throughout the year
 - Production and proper care of the animals at the farm
 - Highlight California agriculture in our community



Centennial Farm Operations – Revenue & Expenses

- Revenue: \$0
- Labor: \$575,883
 - 5 Civil service
 - 5 Seasonal staff
- Non-Labor: \$75,200
 - Farm supplies – \$36k
 - Building & Grounds - \$14k



Event Operations - Overview

- Event Operations provides labor support for all events in house and outside promoted events. We provide set-up and break down of events with electrical layout, tent and banner installations, tables, bleachers, plumbing needs, just to list a few. We work with the promoters to provide expert customer service as well.
- **Major Department responsibilities**
 - Set up and tear down weekly events
 - Support the Event Sales team and the Event Coordinators
 - Staff scheduling per event contract needs
 - OCFEC staff
 - Outside contractors / professional services
 - Contract compliance and recap for events



Event Operations – Revenue & Expenses

- Revenue: \$0
- Labor: \$1,149,078
 - 10 Civil service
 - 13 seasonal employees
- Non-Labor: \$559,600
 - Professional services - \$499k
 - Sweeping
 - Trash pick up
 - Pressure washing
 - Outside Janitorial



Fair Operations - Overview

- This department provides fairtime support. It includes staff, equipment, fair material needs and fair related repairs
- Major Department responsibilities
 - Provide labor support for Fair
 - Day shift
 - Post Fair repairs and cleaning
 - Pre Fair set up and preparation
 - Table cleaning
 - Waste hauling / Recycle gathering
 - Perimeter
 - Swing shift
 - Grave yard shift
 - Fair time maintenance
 - Building cleaning and maintenance



Fair Operations – Revenue & Expenses

- Revenue: \$0
- Labor: \$543,775
 - 80 Maintenance seasonal employees
 - 13 Event Operations seasonal employees
 - 3 Live Stock seasonal employees
- Non-Labor: \$1,632,200
 - Janitorial - \$605k
 - Sweeping / pressure washing / trash pick up - \$487k
 - Equipment rental - \$301k
 - Equipment gas / oil - \$65,500



Technology & Production - Overview

- The Technology & Production department has 3 main focuses, Technology, Production, Planning and Presentation.
 - Technology supports year round events, Fair, OCFEC events and day-to-day staff business
 - Production supports year round events, Fair, OCFEC events
 - Planning & Presentation supports year round events, Fair, OCFEC events



Technology & Production - Overview

- Major Department responsibilities
 - Technology – maintains all networks(10), tech support for all staff, SAS support, tech event support, tech capital project management/coordination, manages A/V needs, manages communication equipment/services, manages OC FEC tech equipment and business machines
 - Production – Fair rental of audio, staging, lighting, trussing, video, pyro, main mall show creation, vendor coordination, sound monitoring(YR events also)



Technology & Production - Overview

- Major Department responsibilities (cont.)
 - Planning & Presentation – (FLC) Fair logistics support, event layout creation, fair equipment rental tracking, rental equipment contract management, rental vendor coordination, fair planning/tracking, YR event support, property mapping, OCFEC event support, concept drawings, banners/signage, wayfinding signage, property electronic signage, property signage, special projects



Technology & Production – Revenue & Expenses

- Revenue: \$0
- Labor: \$763,885
 - 5 civil service employees
 - 3 year-round 119 employees
 - 7 part-time seasonal employees
- Non-Labor: \$1,736,790
 - Equipment Rental
 - Professional Services
 - Phone
 - Digital Radios



Entertainment - Overview

- Provides quality, diverse, gate-driving entertainment programming for the annual Fair, Imaginology and non-Fair events.
- Major Department responsibilities
 - Orchestrate Community Entertainment for annual Fair and Imaginology
 - Program Grounds Entertainment
 - Program entertainment and coordinating production of Action Sports Arena and Hangar for annual Fair
 - Program The Pacific Amphitheatre for the annual Fair and non-Fair programming and orchestrate event production



Entertainment – Revenue & Expenses

- Revenue: \$12M
 - \$9.3M Pacific Amphitheatre Ticket Sales
 - \$1.4M Pacific Amphitheatre Ancillary Income
 - \$1.1M Hangar and ASA Ticket Sales
 - \$250K Hangar and ASA Ancillary Income



Entertainment – Revenue & Expenses

- Labor: \$719,041
 - 4 civil service employees
 - 6 year-round 119 employees
 - 58 part-time seasonal employees
- Non-Labor: \$9M
 - Headline Entertainment \$5,115,000
 - The Hangar / ASA Entertainment \$650k
 - Grounds Entertainment \$500k
 - Professional Services \$1,813,631



Security (Year-Round) – Revenue & Expenses

- Revenue: \$0
- Labor Expense: \$1,221,083
 - Permanent/Civil Service Wages
 - Temporary/Seasonal Wages
 - 24/7 Property Security
 - Event Security (pass-thru cost)
 - In-House/Self Produced Events
- Non-Labor Expense: \$56,350
 - Professional Services (*OCSD, July 4 Concert Staffing*)
 - Supplies/Equipment
 - Training (*1st Aid/CPR, Guard Card Training*)
 - Uniforms



Parking (Year-Round) – Revenue & Expenses

- Revenue: \$0
- Labor Expense: \$512,153
 - Permanent/Civil Service Wages
 - Temporary/Seasonal Wages
 - Event Parking Sales Support
 - Event Set-Up (*Pass-thru cost to Promoter Partner*)
 - In-House/Self Produced Events
- Non-Labor Expense: \$58,700
 - Professional Services (*Vehicle Relocation/Towing*)
 - Equipment & Maintenance/Supplies
 - Equipment Rental (*Reader-Boards/Light Towers*)
 - Uniforms



Parking (FAIR) – Revenue & Expenses

- Revenue: \$0
- Labor Expense: \$457,322
 - Temporary/Seasonal Wages
 - Parking Sales Support
 - Fair Set-Up/Break-Down
 - On-Site/Off-Site Locations
 - Shuttle/OCTA/Experian Program
- Non-Labor Expense: \$1,272,625
 - Professional Services (*Shuttle/CMPD*)
 - Equipment & Maintenance/Supplies
 - Equipment Rental (*Reader-Boards/Light Towers/Tents/Golf Carts*)
 - Uniforms



SECURITY (FAIR) – Revenue & Expenses

- Revenue: \$0
- Labor Expense: \$991,753
 - Temporary/Seasonal Wages
 - Annual Fair 24/7 Security
 - Back-Of-House/Hangar/ASA Staffing
 - Alcohol Compliance (*Pass-Thru Cost*)
 - Sensitive Area Coverage/Gate Security
- Non-Labor Expense: \$1,414,750
 - Professional Services (*Ride Safety Inspection/EMS*)
 - *Gate Security Contract Services If Unable to Obtain Enough In-House Staff.*
 - OCSD (*Law Enforcement Services – Annual Fair/Fair Concerts*)
 - Equipment & Maintenance/Supplies
 - Equipment Rental (*Tents/Golf Carts/Chairs/Tables*)
 - Uniforms



PAC AMP (Front-of-House) – Revenue & Expenses

- Revenue: \$0
- Labor Expense: \$143,407
 - Temporary/Seasonal Wages
 - Concert Gate Security
 - Stage/Sensitive Area Security
 - Seating Ushers
- Non-Labor Expense: \$8,500
 - Supplies
 - Equipment Rental



Communications - Overview

- We communicate with the public and the media to tell the stories of OC FEC.
- Major department responsibilities
 - Media and community relations
 - Website content
 - Social media
 - Photography and videography



Communications – Revenue & Expenses

- Revenue: \$0
- Labor: \$379,941
 - 2 civil service employees
 - 1 year-round 119 employee
 - 4 part-time seasonal employees
- Non-labor: \$71,461
 - Media services
 - Professional services
 - Photography & videography
 - Promo material



Guest Experience - Overview

- The Guest Experience Team works to ensure that all OCFEC visitors have an excellent and positive visit.
- Major department responsibilities
 - Fair Guest Services Office, Information Booths
 - Neighborhood Ambassadors
 - Call Center
 - Reception Desk
 - Friends of the Fair, OC Fair Kids Club



Guest Experience – Revenue & Expenses

- Revenue: \$0
- Labor: \$326,315
 - 1 civil service employee
 - 3 year-round 119 employees
 - 62 part-time seasonal employees
- Non-labor: \$60,150
 - Professional services
 - Equipment rental



Marketing - Overview

- Marketing, advertising, promotions, production for OC Fair, Events Program, Imaginology, Heroes Hall, and Centennial Farm.
- Major Department responsibilities
 - Paid Advertising
 - Promotions
 - Production



Marketing – Revenue & Expenses

- Revenue: \$0
- Labor: \$441,811
 - 3 civil service employees
 - 3 part-time seasonal employees
- Non-Labor: \$2,052,776
 - Paid advertising
 - Advertising Agency of Record + Branding Agency
 - Event Guest Survey
 - Production & printing



Exhibits & Education - Overview

- E&E designs, creates and implements educational & historical exhibits, classes, programs and events for year-round presentation and for the annual OC Fair.
- Major Department responsibilities
 - Centennial Farm: Agriculture & Nutrition Education
 - Heroes Hall: Veterans Museum & Education Center
 - Imaginology: School Projects and Feature Exhibitors
 - OC Fair: Competitive & Feature Exhibits, Theme Design & Decor



Exhibits & Education – Revenue & Expenses

- Revenue: \$758,489
 - OCF Exhibitor Entry Fees, Junior Livestock Auction Buyer Revenue
 - Year Round Event Admission
 - Donation & Grants



Exhibits & Education – Revenue & Expenses

- Labor: \$2,476,649
 - 12 civil service employees
 - 30 year-round 119 employees
 - 205 part-time seasonal employees
- Non-Labor: \$2.066M
 - OCF Cash Premiums, Junior Livestock Auction Sellers Expense
 - Equipment Rental (canopy & booths, heavy equipment)
 - Professional Services (cleaning, fabrication and installation services)
 - Props/Décor & Associated Supplies (small props, light construction materials)



Event Services - Overview

Provide services for the organization's clients and partners in accordance with State rules and regulations; manage & develop staff and ensure controls applicable to 150+ Year Round Events encompassing 325+ event days.

- Major Department responsibilities
 - Generate rental agreements and billing settlements
 - Event planning & coordination + ongoing client/guest satisfaction
 - Event booking & management system (USI)
 - State Fire Marshal and OC Health Agency compliance
 - Master concessionaire oversight



Event Services - Revenue & Expenses

- Revenue: \$8.552M
 - Facility Rental & Admission Sales - \$1.982M
 - Personnel Charges & Outside Services Fees - \$1.864M
 - Equipment Rental Fees - \$561K
 - F&B Commissions - \$1.320M
 - Parking Sales - \$2.490M
 - All Other - \$335K (Electrical, ATM, Wi-Fi, Billboard, Individual Camping & Miscellaneous Event Fees)



Event Services - Revenue & Expenses

- Labor: \$994k
 - 7 civil service employees (including Director, Supervisor and Coordinators)
 - 4 year-round 119 employees (part-time event coverage & reporting needs)
 - 1 part-time seasonal employee (Fair-time events)
- Non-Labor: \$631K
 - Professional Services - \$156K (Fire Marshal, EMS, IATSE, Sound, Ride Safety)
 - OC Sheriff & CMPD - \$190K (Law Enforcement & Traffic Control)
 - Equipment Rental - \$67K (Bleachers, Restroom Trailer, Audio, Fencing, Etc)
 - Sales Commissions - \$182K (Tandem-booked events)



Commercial & Concessions - Overview

- Contract commercial, merchant and concession space rentals for the organization's Fair-time partners in accordance with State rules and regulations; generate 420+ rental agreements encompassing 625+ spaces.
- **Major Department responsibilities**
 - OC Fair food & beverage/merchant layout, applications and rental agreements
 - Commercial & Concessions partner oversight/support; contract adherence
 - State Fire Marshal and OC Health Agency compliance
 - New idea & fresh look implementation; guest satisfaction emphasis
 - Grow food and beverage/merchandise market share



Commercial & Concessions - Revenue & Expenses

- Revenue: \$9.937M
 - Merchant Space Rental - \$1.410M
 - Concession Commissions - \$8.706M
 - Camping Fees - \$130K
 - All Other - \$176K (ATM, Alcohol Compliance, Wi-Fi, Dry Storage, Parking, Cart Permit & Application Fees)



Commercial & Concessions - Revenue & Expenses

- Labor: \$374K
 - 2 civil service employees (Supervisor and Coordinator)
 - 1 year-round 119 employee
 - 23 part-time seasonal employees (QA Evaluators, Food Safety, ID Badging, Campground, Courtesy Booth)
- Non-Labor: \$191K
 - Equipment Rental - \$156K (tents, pipe & drape, lighting, trussing, golf carts, shower trailer, modular offices/equipment, furniture, fridges & generator)
 - All Other - \$35K (employee training, web development, office supplies, printing, signage, uniforms, trophies, bank/credit card fees)



Creative Services - Overview

- Provides creative development and graphic design services for OCFEC.
- Major Department responsibilities
 - Artwork conception and design for all OCFEC self-produced events including OC Fair theme creative
 - Design for all digital and print advertising materials for all OCFEC property assets
 - Design and production for on-site property signage including didactic, directional and informational signs
 - Print coordination for large format signage and collateral as requested



Creative Services – Revenue & Expenses

- Revenue: \$1,000
 - Design services requested by promoters or other outside entities
- Labor: \$527,758
 - 4 civil services employees
 - 4-5 year-round 119 day employees
 - 0 part-time seasonal employees
- Non-Labor: \$43,745
 - Signs, banners and supplies needed to produce requested signs/banners
 - Professional services – large format printer service, freelance design services
 - Dues, subscriptions, fees – stock imagery, software subscriptions



Capital Expenditures/Major Projects

2019 Carry -forward	FY 2020
Property Signage	200,000
Storm Water Infrastructure	251,000
Pac Amp Box office awning	64,000
IT emergency generator	450,000
2019 Carry-forward total:	965,000



Capital Expenditure	FY 2020	FY 2021	FY2022
Administration bld - Office space improvements	58,000		
Light Pole replacement (Pac Amp)	21,000		
Costa Mesa bld - fire sprinkler head replacement	12,000		
Huntington Beach bld - fire sprinkler head replacement	7,000		
OC Promenade bld - fire sprinkler head replacement	8,000		
Santa Ana Pavilion bld - fire sprinkler head replacement	8,000		
Costa Mesa bld - Fire Alarm panel	6,000		
Box office roof replacement	40,000		
E&E roof replacement	13,000		
Huntington Beach bld - replace (2) roof top package units (HVAC)	55,000		
Costa Mesa bld - replace (1) roof top package unit (HVAC)	40,000		
Lot G - utilities	220,000		
Admin Electrical upgrade	32,000		
Judging Arena - Electrical upgrade	13,000		
ASA electrical upgrade	30,000		
Gate 1 Transformer replacement	35,000		
Pac Amp storm water pumps	80,000		
Plaza Pacific south lawn - landscape and turf	250,000		
Parking lot maintenance (seal / stripe)	100,000	100,000	100,000
Exterior parking lot repairs	150,000	150,000	150,000
Interior parking lot repairs	100,000	100,000	100,000
Back Flow valve replacement (all grounds)	30,000	30,000	30,000

Capital Expenditure	FY 2020	FY 2021	FY2022
Desilting Basin	75,000		
Admin exterior resurfacing (color coat)	30,000		
Heroes Hall Medallion replacement/repair		150,000	
Plaza West accessibility ramp and stairs		45,000	
Centennial Farm Welcome Center/Gift Shop		23,000	
E&E work space upgrade - exterior		12,000	
Gate 10 remodel		20,000	
Replace shade cloth - Court Yard		50,000	
Replace landscaping island at Box Office		250,000	
Ranch bldg. - install trellis		35,000	
Maintenance yard compactor cover		150,000	
Sound wall - ASA		1,000,000	
Replace ASA block restrooms		200,000	
Costa Mesa elect upgrade		20,000	
Pac Amp roll up doors (restroom)		60,000	60,000
Parking Lot G - asphalt repair		400,000	300,000
Way Finding signage		100,000	100,000
Parking lot lighting controls			150,000

Capital Total: 1,413,000 2,895,000 990,000

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Equipment	FY 2020	FY 2021	FY2022
Portable rolling bleachers	28,000		
Heroes Hall-utility cart with fold down back seat	12,000		
All grounds Wi Fi	45,000		
40 yard storage containers (3)	15,000		
Centennial Farm - permanent handwashing station	7,000		
Large Format printer	13,000		
Battery back up emergency gen	16,000		
CAD plotter	5,500		
Surveillance system (upgrade)	37,000	20,000	
All grounds PA	30,000	30,000	
Taylor Dunn carts - fleet replacement	15,000	15,000	
Exhibit equipment	37,500	37,500	37,500
E&E - passenger cart		12,000	
Portable restroom		30,000	
4-seater utility cart with fold down back seat (E&E)		14,000	
Valve exerciser		5,500	
Livestock fence panels		28,000	
Power monitoring system		100,000	100,000
Capital total:	261,000	6,082,000	2,117,500

Major Expenditures	FY 2020	FY 2021	FY2022
Fire (Fire Lane) curb painting	50,000		
Fumigation Millennium Barn	10,000		
Exterior parking perimeter - planting	30,000		
Main Mall lighting Retro fit - tower lights	20,000		
Heroes Hall - Resurface floor	14,000		
Pacific Amphitheater - berm renovation (landscape)	15,000	20,000	20,000
Replace in-grounds electrical boxes	30,000	30,000	30,000
Ticket booth - replace AC units	30,000		
Ticket booth IT upgrade	22,000		
Portable hand wash stations	7,000		
Umbrellas	10,000		
Cable ramps	10,000	10,000	
Picnic tables	20,000	20,000	20,000
Aluminum barricades	20,000	20,000	20,000
Electrical SO cord storage containers	5,500	5,500	5,500
2 yard trash dumpsters	25,000	25,000	25,000
Crowd control stanchions / carts	10,000	10,000	10,000
Portable elect panels	25,000	25,000	25,000
Fair material	20,000	20,000	20,000
Feature exhibit equipment	37,500	37,500	37,500
Infrastructure Audit	100,000		
Corp yard storage compound		15,000	
Parking lot Fencing		10,000	
Repair 400 amp free standing electrical panels		26,000	
Major Projects total:	511,000	274,000	213,000

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Capital Expenditures/Major Projects

Capital Budget total:	2,185,000	6,356,000	2,330,500
Contingency:	100,000	100,000	100,000
Cap-X budget:	2,285,000	6,456,000	2,430,500
2019 Carry forward:	965,000	0	0
GRAND TOTAL	3,250,000	6,456,000	2,430,500

Expenses Over \$50,000

- Board of Directors Governing Policy 2.3.5 – FINANCIAL CONDITION & ACTIVITIES
 - *The CEO will not execute a check or purchase commitment of greater than \$50,000, unless such commitment has been authorized by the Board via the “Over \$50,000 Expenditure Budget Schedule” which is submitted with each annual budget or an approved contract, LOU or rental agreement or is payment for utilities, Cal Card expenditures, insurance, payroll or State mandated employee services. For expenses related to emergencies or construction change orders that exceed the \$50,000 limit, approval for such expenses requires dual approval of the CEO and Chair of the Board. In the absence of the Chair, the Vice Chair can approve such an expense. Any expense approved by the CEO and the Chair, or in the Chair’s absence the Vice Chair, shall be reported to the full Board at the next Board meeting. An exception exists for talent guarantees which are no greater than \$300,000. Splitting orders to avoid this limit is not acceptable.*

VENDOR	EXPLANATION
Board of Equalization	Sales and Use Tax
Department of Forestry & Fire Protection	State Fire Marshal Services
Department of Justice	Attorney Services
Franchise Tax Board	CA Non Resident Withholding Remittance
Fair Uniforms	Fair Uniforms



2020 Budget Roll-Up

2020 PROPOSED BUDGET		
REVENUES		
Total OCFEC Self-Produced Event Revenue	\$39,406,144	
Total Rental Revenue	\$11,322,783	
Total Non-Operating Revenue	\$45,000	
TOTAL REVENUE:		\$50,773,927
EXPENSES		
Total Operating Expense	\$46,021,749	
Total Non-Operating Expense	\$511,000	
TOTAL OPERATING EXPENSE:		\$46,532,749
NET PROCEEDS FROM OPERATION:		\$4,241,178
TOTAL NON-OPERATING REVENUE & EXPENSES: <i>(Depreciation, GASB 68, Interest Earnings, Other Non-Operating Revenue)</i>		(\$2,620,200)
TOTAL NET PROCEEDS		\$1,620,978

What's Not in the Budget: New parking/traffic solutions and SB84 funds



Questions ?

Upcoming meeting:
Board of Directors Meeting
November 21, 2019
9:00 a.m.





OC Fair & Event Center – Costa Mesa, California