



State of the OC Fair & Event Center

May 27, 2026



The Business Continues to Grow

- **New Events**
 - 12 new events in 2025
 - 11 new events booked to-date in 2026 (4 more than 2025)
- **Sponsors**
 - 9 new sponsors in 2025
 - 4 new sponsors signed to-date in 2026
- **20 New merchants**
 - 17 from California
 - 7 from Orange County
- **7 New concessionaires**
 - 5 from California
- **Pacific Amphitheatre**
 - 159,143 tickets sold in 2025
 - 2025 concert series grossed \$9.4M
 - 3 sold out shows
- **Capital Projects**
 - 66 projects scheduled for 2026 (24 completed; 31 active; 11 pending)
 - Administration Building Expansion Completed
 - Restroom Construction to start Sept 2026



Solid Financial Foundation

- Continued strong reserves
 - \$60.9M in cash and cash equivalents (20.9% YOY increase)
- Profitable OC Fair model
 - \$22.8 million in net proceeds from 2025 OC Fair
- Favorable bottom line
 - Currently \$1.2M favorable to budget
- 2026 Year-end projection
 - 4 months actuals/8 months budget = \$7.2 million net proceeds



We Continue to Innovate

- To Serve Our Customers:
 - User experience web site upgrades
 - Ticketing Packages / Accessibility
 - Expanded Concert Season
 - Pac-Amp Improvements
- To Support Our Operations:
 - Organizational Review
 - Security command center upgrades
 - Master Site Plan Review
 - 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 6th consecutive year
- Imaginology
 - 20,500 attended this year
 - 4.5% year over year increase
- Centennial Farm
 - 43,437 school year visitors
 - 19 Farm & Garden Classes with 660 participants (200 more than 2024)
 - 5,452 volunteer hours
- Heroes Hall
 - 16 044 to-date in 2026 (up 21% YOY)
 - 800 attended the Veterans Day event (up 60% YOY)
 - Because of popularity we extended the Vietnam exhibit but did completely reconfigure the upstairs exhibit this year
 - 7 speakers so far this year with 4 more scheduled. Also introducing a summer speaker series during Fair with 4 additional speakers scheduled outside of the 4 taking place before & after Fair
- The Ranch
 - 1197 participants at 3 Discovery Days



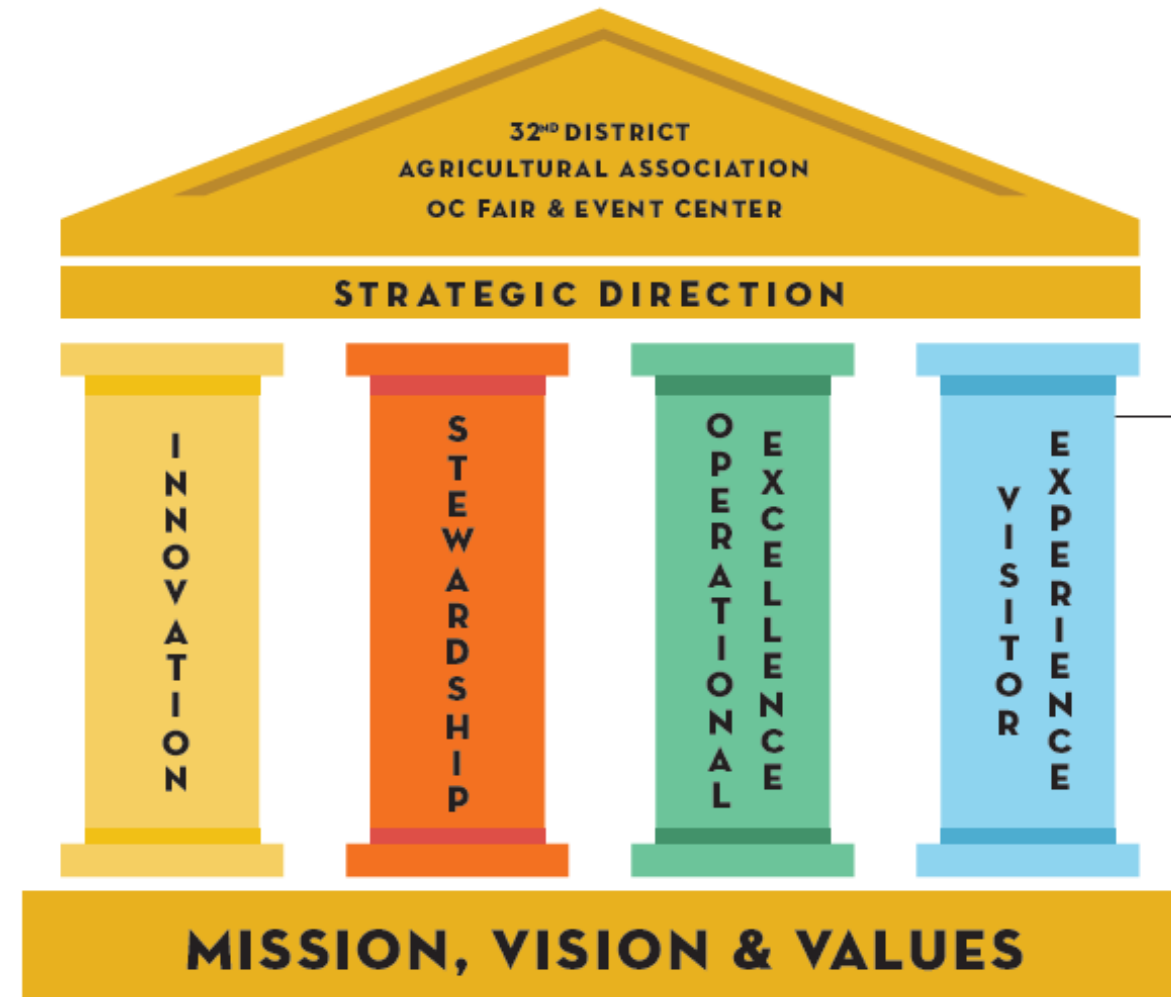
Our Fair Industry Leadership Continues

- #1 most attended fair in California
- Over 2,000 fairs in North America; OC Fair ranks #9 in attendance (up from #11 in 2024 and #13 in 2023)
- Using the RIGHT metrics
 - safety, guest experience, resource management and community relations
- Industry awards
 - Western Fairs Association (WFA) – 21 awards
 - Int'l Association of Fairs & Expositions (IAFE) – 11 awards
- How we give back
 - IAFE Committees
 - CCA Board Vice Chair
 - WFA Committees
 - Amusement Industry Safety (AIMS)
 - CDFA State Rules Advisory Committee
 - Agriculture Grants Review Committee
 - Panelists, trainers, presenters
 - Visit Costa Mesa Board of Directors
 - OCSC Board of Directors
 - CERRVF Board Member
 - South Coast Metro Advisory Board



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



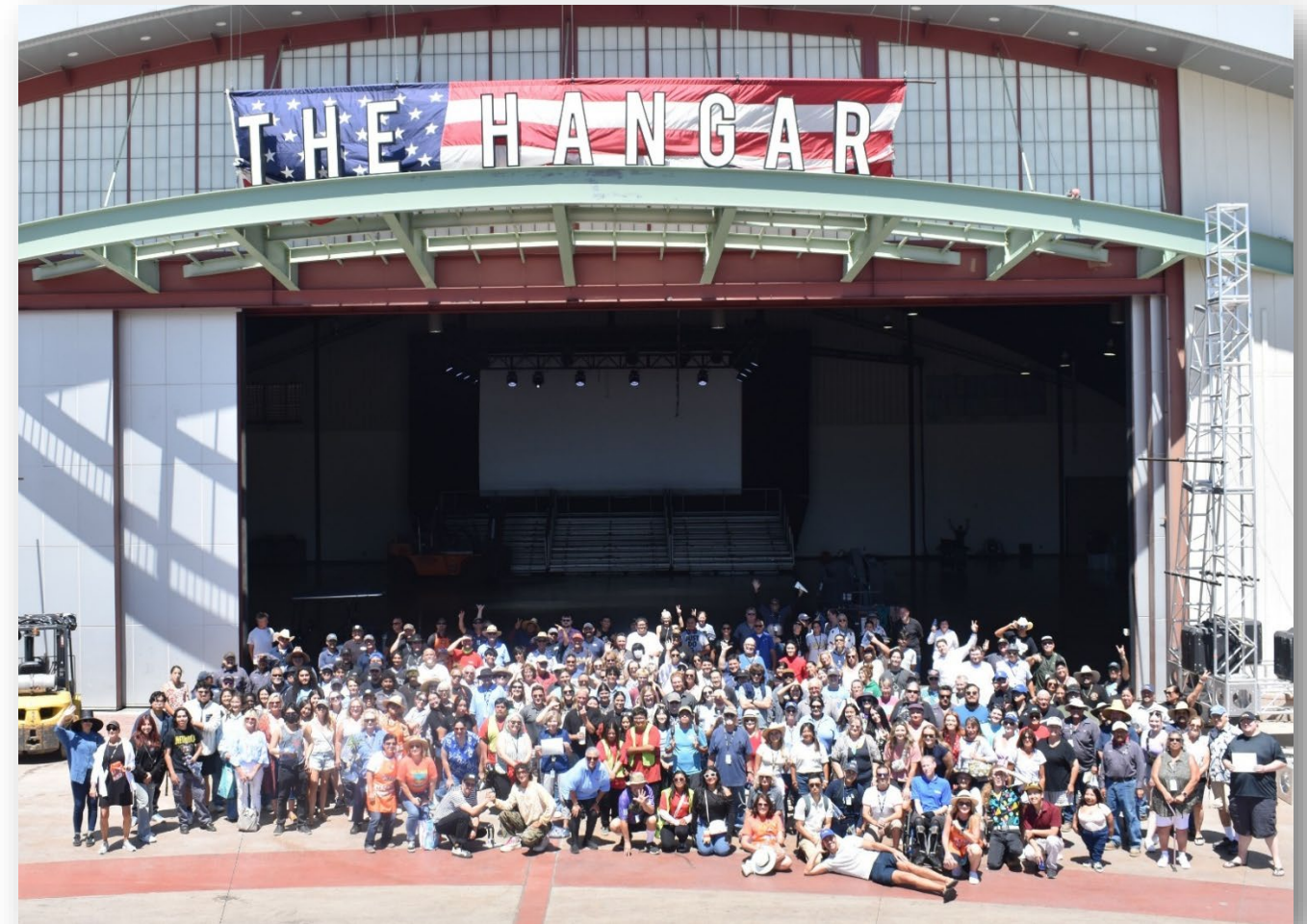
Consistent Board Leadership

- 9 members; 0 vacancy
- Multiple business sectors
 - Business
 - Finance
 - Government
 - Law
 - Labor
 - Engineering
- 6 committees
 - Leadership
 - Finance
 - Facilities
 - Governance
 - Community Affairs
 - Entertainment Task Force
- Diverse, yet aligned



We Have an Accomplished Team

- 16 key positions filled
- 7 internal promotions
- 1305 hires for the 2025 OC Fair
- 620 already hired for 2026 OC Fair
- Ongoing training
 - Supervisory training
 - CPR/First Aid/Emergency Preparedness
 - Preventing workplace harassment
 - Workplace safety
 - Cybersecurity
 - Team-Building / Communications
- Certifications
 - Safe equipment operation



We Have an Accomplished Team

In March of this year, we welcomed Michael Searle as our new Chief Operating Officer

Michael joins us from the Arizona Exposition and State Fair, where he had been the Deputy Director for the last 10 years.

In that role, Michael oversaw all operating departments as well as many administrative functions.

Michael also operated a fair/fairground consultancy providing support for multiple fairs in the Southwest including stints as CEO of multiple fairs.

Michael and his wife Karen, who is the CEO of the Maricopa County Fair. Have relocated to Costa Mesa.

Michael has hit the ground running and has been a key contributor in planning for the 2026 Fair



Improving On Perfection

Now that we have brought everyone together in our new offices, we are full-speed ahead on our employee Engagement and Team-Building Program.

Along with our consultant, Activate Human Capital Group, we are working to take full advantage of bringing most of our departments into a shared workspace to fulfill the vision of the board to increase collaboration, teamwork and efficiency.

We have conducted an engagement study with our team and although we scored well, we did identify opportunities.

Team members have also participated in a Predictive Index exercise to help identify strengths, weakness, communication styles, etc. and the team will uergo training to help everyone collaborate and work together more effectively.



We Still Have Some Challenges

- Capital Projects / Maintenance
- Attracting key talent
- Managing expenses
- Continuing to improve the guest experience
- Expanding Non-Fair Event Activity
- Parking and storage
- Executive leadership transition



See You At The 2026 OC Fair!

