

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

663



FROM: Economic Development Agency

SUBMITTAL DATE:
March 7, 2007

SUBJECT: 2007 Riverside County Fair and National Date Festival

RECOMMENDED MOTION: That the Board of Supervisors receive and file EDA's report on the 2007 Riverside County Fair and National Date Festival.

BACKGROUND: The 2007 Riverside County Fair and National Date Festival was a resounding success, setting both 10-day and daily attendance records. A record 303,476 visitors attended the 2007 Fair between its opening ceremonies on Friday, February 16 to closing at 10:00 pm on Sunday, February 25, 2007. The highest ever daily attendance was reached on closing Sunday, with 57,059 visitors. Additionally, Saturday, February 16 recorded the highest Day 2 attendance with 37,714 visitors. Gross Fair revenues totaled \$4,532,986. EDA also successfully implemented an e-ticket service allowing the purchase of admissions and carnival tickets over the internet using Extremetix, Inc. This produced sales of 3,059 tickets totaling \$48,019.

Departmental Concurrence

Robin Zimpfer

RZ:JC:DL:d
\\store5\EDA-RIV-ADM\Shared\FAIRACCT\Fair2007\Form 11 - 2007 Fair Report.doc

Robin Zimpfer
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ 0	For Fiscal Year:	N/A

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No

SOURCE OF FUNDS: N/A

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: **APPROVE**

County Executive Office Signature

George S. ...

- Dep't Recomm.: Consent Policy
- Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.:

3001WVB -J 6M 1:PS
RECEIVED CALIFORNIA COUNTY

District:

Agenda Number:

2.15
Form 11 (Rev 06/2003)