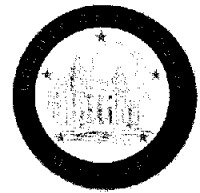


**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Supervisor Marion Ashley

SUBMITTAL DATE:
April 28, 2011

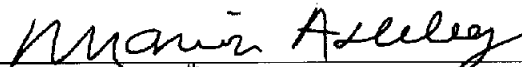
SUBJECT: Southern California Fair Management Agreement

RECOMMENDED MOTION: That the Board of Supervisors:

1. Direct the Assistant County Executive Officer/EDA or his designee to enter into negotiations with the Board of Directors of the Southern California Fair to explore a cooperative operations agreement with respect to the annual Fair and the State-owned Fairgrounds; and
2. Provided that negotiations are concluded successfully, direct the Assistant County Executive Officer/EDA or his designee to enter into an annual operational agreement for the Southern California Fair as well as its facilities and grounds, subject to final approval by the Board of Supervisors.

BACKGROUND: The Board of Directors of the Southern California Fair has asked the County of Riverside to submit a proposal to operate its Fair and Fairgrounds on an annual basis. The Fair Board did so, in part, based on the Riverside County Economic Development Agency's expertise with the operation of the Riverside County Fair & National Date Festival. Additionally, the State of California has indicated that the annual contributions to Fairs from the State's General Fund will be terminated based upon Governor Brown's 2011-2012 budget proposal. These reductions directly impact funding, other resources previously available and the Board's ability to adequately promote and manage the Fair.

Departmental Concurrence



Marion Ashley, 5th District Supervisor

Prev. Agn. Ref.:

District: 5

Agenda Number:

3.65

RECEIVED RIVERSIDE COUNTY
CLERK/BO. OF SUPERVISORS
2011 APR 28 PM 1:55