

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

879



FROM: Economic Development Agency

SUBMITTAL DATE:
September 12, 2013

SUBJECT: Management of the Southern California Fair

RECOMMENDED MOTION: That the Board of Supervisors provide in-principle approval of negotiations between the Economic Development Agency and the Board of Directors of the Southern California Fair and management staff for the Economic Development Agency to enter into an agreement to provide fair management services for the Lake Perris Fairgrounds.

BACKGROUND: The Economic Development Agency (EDA) has been in discussions with the Southern California Fair Board of Directors and Management staff, since June, 2011, concerning management and operations of the fair. These discussions have progressed to the aspect where both sides are now ready to begin the process of formally entering into an agreement for fair management.

(Continued)

Robert Field
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:	2013/14

COMPANION ITEM ON BOARD 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

BY:
Jennifer L. Sargent

County Executive Office Signature

Dep't Recomm.: Policy

Consent

Per Exec. Ofc.: Policy

Policy

Consent

Prev. Agn. Ref.:

District: 5/5

Agenda Number:

3-66

BACKGROUND: (Continued)

EDA has a long history of successful fair management with the Riverside County Fair & National Date Festival. EDA has an in-house sponsorship program, a marketing team, positive relationships within the fair industry and the technical expertise to manage a fair. EDA recognizes the potential of the Southern California Fair and wishes to pursue opportunities for management services for the Southern California Fair located at the Lake Perris Fairgrounds.