

**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

Departmental Concurrence

<b>FINANCIAL DATA</b>	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**

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Stone, seconded by Supervisor Ashley and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley  
Nays: None  
Absent: None  
Date: September 24, 2013  
xc: EDA

Kecia Harper-Ihem  
Clerk of the Board

By:   
Deputy

Prev. Agn. Ref.:

District: 5/5

Agenda Number:

3-66

Dept't Recomm.:  Consent  Policy

Per Exec. Ofc.:  Consent  Policy

**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.