

STRATEGIC PLAN: 2025-2030

Summary Report for

EL DORADO COUNTY FAIR ASSOCIATION

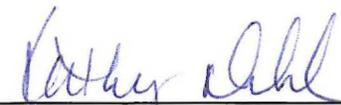
Name of organization

This document summarizes the key components of our Strategic Plan, or the elements for which we expect to be held accountable as an organization, by our customers, constituencies, and partners, and by each other.

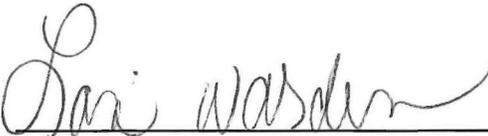
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Signatures:



 Chief Executive Officer



 Fair Board President

MISSION, VISION, & VALUES

MISSION STATEMENT

Briefly state the purpose of the organization, its reason for existence: what it is, who it serves, how, and why.

The El Dorado County Fair and Event Center is dedicated to upholding a vibrant, accessible, year-round facility that eagerly welcomes, benefits, and educates the diverse community of El Dorado County. It ensures everyone has the opportunity to participate in enriching and educational experiences that celebrate our shared and rich heritage.

VISION STATEMENT

Describe the organization's image of the most ideal long-term future for itself. It will reflect a natural outcome of fulfilling the mission statement.

Bringing the community together.

VALUES

Describe the values the organization strives to demonstrate in its dealings with its customers, constituencies, and partners, as well as among the management, board, and staff of the organization.

The Fairgrounds play a critical role in Emergency Response in our County. The Fairgrounds acts as an introduction to our community.

The Fairgrounds is a vital facility in our community, as it is the largest venue as well as supports events covering many interests in our County.

The Fair is a family event.

The Fair is a safe environment.

The Fair is a friendly and fun place to go.

The Fair will showcase El Dorado County residents, their wares, talents and products.

The Fair is an educational forum.

The Fair promotes agriculture in our county.

The Fair will provide diverse activities for diverse interests.

The Fair Association will offer events that fit the community's needs.

The Fair Association will follow policies and guidelines.

The Fair Association will be fiscally responsible.

The Fair Association will be involved with the community.

The Fair Association will create new avenues to generate revenues.

The Fair Association will provide a fair and equitable place to work. The

Fair Association will take pride in the Fair and its facility.

The Fair Association will provide a positive image.

The Fair Association values honesty.

The Fair Association values and encourages community membership in the Fair Association.

GOALS List and **describe** the most important 3 to 5-year goals of the organization. They will relate directly to fulfilling the organization's mission and achieving its vision.

1. Organizational Development, how to keep moving forward.
2. Educate the public on the importance of the Fairgrounds. **Ongoing.**
3. Continue to work with State, City and County to eliminate or control overflow of water directed through Fairgrounds from above Hwy 50. **Plan complete spring 2025. Bid Request and Grant research happening fall 2025.**
4. Board Development Activities incorporated in our meetings. **Ongoing.**
5. Remain a critical Support Location for emergencies. **Ongoing.**
6. Continue to focus on the importance of safety and security of our Fair and Fairgrounds. **(Ongoing) 2024/2025 increased metal detectors for fair time, improved law enforcement coverage and trespass policy**

INFRASTRUCTURE GOALS (not expected in 5 years, however, keeping our list going annually):

1. Update the admin office: Replace fluorescent light with LED, replace flooring.
Scheduled Fall/Winter 2025
2. Speedway restrooms (near concessions), replace roof, siding, drywall, and faucets
Scheduled Winter 2026 – estimate \$15,000
3. Replace Marble Valley Stage
4. Caretaker cabin, upgrade restroom, replace dry rot, paint **\$5,000**
5. Paint the exterior of water tower **\$12,000**
6. Replace marquee on Placerville Dr. with electronic marquee
7. New Gate Signs
8. Upgrade the ADA walkway to the Admin office, remove grass from the hill below the office, and install drought-resistant plants/rocks.
9. Rebuild the Placerville and Armory Road Gates.
\$500,000 (gate only \$7,500) Concept/Cost created Fall 2025
10. Pressure wash office roof & Plaza restroom (remove mold)
11. Add automatic irrigation to areas around fairgrounds that is currently manual (beer tree area, around office and Board room, outside of racetrack entrance). **In progress fall 2025**
12. Repair/replace gutters and downspouts in livestock areas.
13. Murals/or painting utility boxes around fairgrounds.
Adding for community involvement in 2026 Fair Competition Handbook
14. Large Fans to Livestock Barns. **2025 JLAC installed swamp cooler in auction barn**
15. Paint Henningsen and barns. **2025 JLAC getting quotes for Auction Barn.**
16. Upgrade Plaza Restrooms
17. Increase the size of Forni kitchen, possibly removing the middle wall.
18. Replace commercial ovens in Forni, Marshall & Chuckwagon **\$6,000 (Forni in winter of 2024)**
19. Fencing around Fair side to keep RVers out of pits and separation from new Apartment Bldg.
Working on possible grant for 2026.
20. Upgrade Organ Room, paint walls, add restroom. **County will have a plan to remove the organ by October 2025. Estimate to add kitchenette/restroom, upgrade heater, add mini-split \$35,000**
21. a/c in concession stands. **\$35,000 (mini splits)**
22. Carpenter shop and old Day Care re-roofed.
23. Create more parking in the lot we have behind Raley's. **Cost between \$225k-500k**
24. Acquire property for additional parking. **Working on it.**
25. Fairgrounds signs on local roads (Green Valley Rd, Placerville Drive on east side) to direct to fairgrounds.

26. Research the feasibility of HVAC/ventilation in the Forni bldg. (after Breezeway covered).
27. Upgrade/replace Solar **Research in progress**
28. Install all grounds PA system for emergencies
29. Permanent cover over Breezeway (adequate to hold potential HVAC for Forni/Theater/Organ Room)
30. Create consistent cooling stations for fair time.
31. Internet with security cameras throughout the fairgrounds

RECENTLY COMPLETED

- Replace Ice Box (freezer) **Complete Spring 2025**
- Re-roof sign room/archive building **-Complete Spring 2025**
- Paint trim at Speedway to match rust color on fairgrounds **Completed summer 2025**
- Add 10 more picnic tables **Completed August 2025**
- Improve wash rack in Barn C **Completed 2025**
- Replace livestock panels in barns. **Heritage Foundation purchased all new livestock panels**
- Add grading and base rock to Barns A & B, cover with DG **Removed mats.**
- Replace commercial oven, refrigerator in Forni kitchen
- Slurry seal fairgrounds asphalt (2025)-**Completed Aug 2025**
- Purchase small temporary bleachers for Henningsen and Fair Main Lawn events.

The El Dorado County Fair Association contracts with the County of El Dorado to produce the annual County Fair and maintain and manage the 52-acre Fairgrounds in Placerville. The Board of Directors consists of 5 supervisorial appointees and 6 members elected by the Fair Association. The Board of Directors sets policy and oversees the annual budget of just over \$1,800,000.

The first recorded Fair in El Dorado County was held in 1859. Until 1939, the Fair was held at various locations, including Coloma, Diamond Springs, and downtown Placerville.

The first County Fair at the current site on Placerville Dr. (old Hwy 50) was held in 1939 and conducted by the American Legion under a contract with El Dorado County. The American Legion conducted the County Fairs until 1952 when the current Fair Association was formed. World War II caused the Fair to become dormant from 1942 until 1947, when the American Legion reactivated the event.

Today, the El Dorado County Fair Association conducts the Annual County Fair under a contract with El Dorado County. The El Dorado County Fair Association is a 501 (c) 3 non-profit.

The land on which the Fairgrounds sit today was purchased from Loren & Mary Forni in three transactions between 1939 and 1950. The total purchase price of their property was \$6196.50. All of the funds to purchase the Forni property were provided by the State of California from a horse racing pari-mutuel tax account created by legislation in 1933. No County funds were used in the property acquisition. All of the major improvements on the Fairgrounds were funded by the State of California through the pari-mutuel tax revenue.

In 2020, from TOT funding, the existing RV park located off of Ray Lawyer Drive was upgraded, with asphalt driveways and dedicated power and water to each site. There are 17 sites in the park, with laundry service, a dog park, and wi-fi for registered users of the Park.

In 2022, through ARPA funding provided by the County of El Dorado, the immense job of new asphalt throughout the lower grounds was completed, along with the restoration and lining of the main culvert running underneath the ground throughout the fairgrounds. Additionally, the front restrooms of the Mark D. Forni Building were upgraded to comply with ADA requirements, and the audio/visual was replaced with state-of-the-art equipment.

The Fair Association provides services for the citizens of El Dorado County, from South Lake Tahoe in the east to El Dorado Hills in the west Mt. Aukum to the south, and the Georgetown Divide to the north. In addition to the County Fair, the Association conducts the 4th of July Family Blast, Annual Crab Feed, monthly Horse Shows, and seasonal swap meets held at the Fairgrounds.

Interim use of the Fairgrounds is significant, reaching well over 250,000 day uses, the largest in the county. Year-round users include Imagination Theater, a theater company that produces an assortment of plays and camps throughout the year, a racetrack promoter who puts on at least 25 stock car races per year with an average attendance of over 1,000 per week, weekly dog clinics, Fire Camps, Emergency Heating & Cooling Centers, and an evacuation site for people and animals. Joe's Skatepark is located on the fairgrounds, providing outdoor recreation for city and county residents and visitors.

In addition, we have numerous returning events, which include Dog shows, Livestock Shows, Kids Expo, Home Shows, Gem & Mineral Shows, Gun Shows, Art Shows, Concerts, Music Festivals, Fundraising Dinners, Christmas Parties, 4H events and others.

The non-profit organization employs 7 permanent employees as well as up to 1255 temporary workers (during the fair season) and another 70+ volunteers. The permanent employees, while exempt from civil service status, are considered County employees for the purpose of health benefits and PERS retirement.

ASSESSMENT SUMMARY

Briefly describe the organization's major strengths and weaknesses, opportunities and challenges, or other pertinent information important to the development and likely achievement of its long-term goals and vision.

Strengths

History
Location
Nonprofit agency
Fair dates
Facility: Multi-use (meetings, entertainment, well maintained)
Good staff
Strong "Team" atmosphere
Open communication
Customer appreciation is high
Dedicated board
Relationship with local government
Relationships with nonprofits and service clubs
Relationship with the community
Working with neighbors
Strong interim program
Numerous fairgrounds-sponsored events
Innovative
Multi-talented, cross-trained staff
Staff trained and willing to embrace new technologies
Strong continual renter base (*Race Track?*)
Recognized Emergency Center, Fire Camp, Evacuations, heating cooling centers.
Frugal, good budgeting
Staff and board are flexible and open-minded
Park Like Setting, positive environment
Continued upgrades of facility
Strong community use of facility
Strong community interest in the fair
Willingness to change and try new things
Music Festival Venue ?
Minority Participation Diverse
We bring Joy to people
Fairgrounds is the "go to" place in the community
RV Park a new year-round revenue
Online Presence
Natural Amphitheater
Adopt a Spots which create a prettier fairground, cared for by volunteers
Funding from Heritage Foundation projects for improvements

Weaknesses

Limited facility (parking, space) Aging
Facility & Infrastructure
Limited funding for facility improvements
Small staff prevents staff from doing "all" that they would like to accomplish.
Perception in community as a County subsidized organization.
We are looked at as a dumping Ground, everyone wants to unload their historical
items (fire tower, train, organ).
Noise from music and races.
Flies from livestock.

Opportunities

Acquire more land for parking
Heritage Foundation and increasing membership
Heritage Ambassador Program
Expand on Ag Education.
Continue to grow our relationship with the Community Foundation.

Concerns

Community perception: they believe that we are supported by the County tax
dollars and that we are a county department.
Aging facilities & infrastructure.
Government regulations
Large oak trees
Neighbors (**NIMBY**)
Land takeovers
Parking
Water - run-off and flooding
Find A new Home for the Organ

ATTACHMENT: Board Resolution

Name of Organization: El Dorado County Fair Association

DAA No. (if applicable): N/A

EXCERPT FROM BOARD OF DIRECTORS MEETING HELD:

Sept 10, 2025
Date

Upon motion of Director: KOBERNIG

FURNI-FEATHERS Seconded by Director:

_____ Seconded by Director:

CERTIFIED TO BE A TRUE COPY

Chief Executive Officer:


Kathy Dunkak

Fair Board President


Lori Warden