

# STATE FAIR PARK

*2013 Annual Report*

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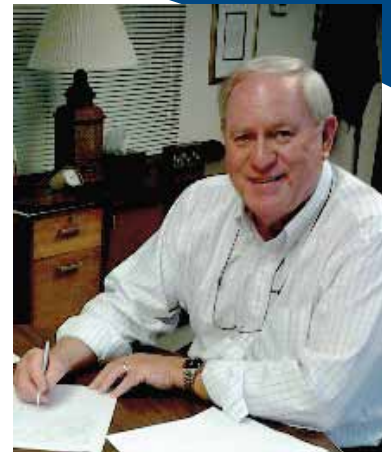
## *The Role We Play*

While reminiscing about the year 2013, it became very clear to me the role we play at State Fair Park.

When all is said and done, it is the memories created that will stay with us. Memories of a high school basketball player who makes the winning shot at the State WIAA Tournament; families watching their seniors graduate from one of the seven high school graduations in the SunDome; the first bite of a corndog; a first ride at the fair...or even a first kiss. These create lasting memories.

Maybe it's one of the 30 fundraising groups like Young Life and Davis High School who work so hard during our Fair raising close to \$500,000 for their group's needs. Those monies might go to help provide better living conditions for the less fortunate, or provide a scholarship to a talented student or support a youth program.

In addition to creating memories, State Fair Park is a significant economic generator. Just under 500,000 people attended various events in 2013. Year end reports show that 108 groups utilized State Fair Park facilities and 15,258 hotel room nights were generated. Another vital statistic is 2,500+ jobs are created or retained as a result of all of the activities on the grounds. State Fair Park plays an important and vital role in and for the people of the Yakima Valley.



**Greg Stewart**  
President and General Manager

## *Mission Statement*

Produce an annual agricultural fair and develop year-round use of facilities. With a commitment to: Preserve and develop our historic grounds and year-round multi-use facilities; Offer quality and diversity of entertainment, sports, and education; Provide a safe, friendly, and enjoyable environment; Acknowledge the involvement of dedicated people and groups; Build on the tradition of our first 100 years for future generations.

Remember, we are a non-profit private organization who has provided stewardship of State Fair Park for over 75 years. The \$30,000,000 in improvements made over the past 20 years has been through the efforts of this Association working with legislative leaders and Federal programs.

Our desire is that these memories continue for decades to come.

*Thank you for your continued support.*

**Greg Stewart**  
President and General Manager

# 2013 Fair Recap



*“the Original State Fair of Washington”*

Even with ten days of less than desirable weather, Fair fans still poured through the gates. “The weather really does affect our attendance. In all my years here I have never seen inclement weather like we had this year on virtually every day of the Fair.” said President and General Manager, Greg Stewart. The 2013 Central Washington State Fair finished about 11 percent down in attendance compared to 2012.

Even with the blustery weather, the rock group Styx performed to a standing-room-only crowd at the opening Saturday night concert. Other entertainment throughout the week included Riders in the Sky, Plain White T’s, Sean Kingston, Kutless, Lonestar, Williams & Ree, and Sawyer Brown. On the final Sunday, Tex-Mex singer Bobby Pulido played to another packed crowd.

Over 500 photos were on display in the International Photo Salon staged in the Ag Building. The photos, collectively, represented 59 countries with the highest number of entries coming from Hong Kong! The second year of educational S.T.E.M. (Science, Technology, Engineering and Math) exhibits sparked curiosity from thousands in the Washington State Building.

“Food is still the number one reason people give for coming to our Fair. We had more than 60 food booths with many unique items that you can only get once a year.” said Stewart. Food is followed by entertainment, animals, and midway rides in popularity.

Once again, with Legend’s Casino as our presenting sponsor, an array of promotions and discounts were provided to Fair patrons. A new, major Fair sponsor... U.S. Cellular® joined forces in 2013 to create one of the most creative partnerships yet! As the Official Concert Series Sponsor, U.S. Cellular® helped promote our shows through an extensive text campaign and also opened the artist Meet & Greet to their customers only. In addition to these perks, U.S. Cellular® customers were able to purchase tickets two days before the general public.

Community partners and sponsorships were at an all time high in 2013. “We cannot produce this amazing annual event without the generous support of our sponsors.” states Chelsea Hajny, Fair Marketing Manager.



## Wheels of Time... Rollin’ Through!

**The 2013 National American Truck Historical Society brought over 3,600 visitors to the Yakima Valley and to State Fair Park in May.**

With over 900 historical trucks on display and 3,600 visitors in attendance, area hotels and restaurants welcomed this national event. According to Yakima Valley Tourism, this event generated an estimated \$3 million in economic impact. A special thanks to local chapter member Don Stone for advocating to hold the convention in the Yakima Valley and to Yakima Valley Tourism for their assistance.



2013 National American Truck Historical Show at State Fair Park

## Baseball is Back in the Yakima Valley!

**Yakima County Stadium at State Fair Park welcomes back baseball in June 2014.**

The Yakima Valley Pippins will take the field against the Wenatchee Apple Sox on Opening Day, Friday, June 6th. Pacific Baseball Ventures, owner of the Yakima Valley Pippins is a baseball and entertainment company that focuses on fan-friendly baseball experiences. Tickets can be purchased at [www.pippinsbase.com](http://www.pippinsbase.com) or by calling (509) 575-8304.



### What is Pippin?

It was the name of the first professional baseball team to call Yakima home from 1937-41...and it's also a type of apple used in baking and ciders...such as Martinelli's Sparkling Cider!



## Big Occasions..Need a Great Building!

**You might have noticed our billboard campaign in the first quarter of 2013 while driving around the Yakima Valley.**

Our marketing campaign showcased State Fair Park's ability to accommodate a variety of events...business meetings, weddings/receptions, and quinceañeras.

We followed this campaign by holding our 1st Annual "Party at the Park...State Fair Park" Client Event in August. Over 100 interested event planners representing 40 different companies/organizations attended our event which showcased our renovated buildings and the SunDome, a tasty array of our own in-house catering creations, and special décor and audio visual displays from Bear Tradeshow Services and Roy's Audio Visual.

Another gala Client Event is scheduled for Summer 2014. If you are planning an upcoming special event and would like to attend, please call Anne Moneymaker, Sales and Marketing Manager at (509) 965-3350 or at [annem@fairfun.com](mailto:annem@fairfun.com).



## State Fair Park Catering is on the GO!

**Did you know that State Fair Park Catering can cater your event?**

Whether it's at your home, office, warehouse, in a park...or at State Fair Park in one of our renovated, historic buildings...we can do it!

State Fair Park Catering started 17 years ago with the purchase of a six burner stove. The goal was to provide backstage catering and minor food service to our clients of the Yakima Valley SunDome. Since then, we have enhanced our department to serve offsite and all events held at State Fair Park.

Contact Donna Moultray at [donnam@fairfun.com](mailto:donnam@fairfun.com) or at (509) 248-7160 ext. 125.

*L to R:  
Brenda Skidmore,  
Donna Moultray,  
Doug Moultray,  
and Bo Gottfried*



Donna Moultray



Doug Moultray

## Welcome Donna Moultray and Doug Moultray

**State Fair Park is proud to welcome Donna Moultray and Doug Moultray as the newest catering members of our team.**

Formerly of M&M Catering and the El Cid Restaurant, Donna and Doug have created and served meals for countless groups and events through the years including all major headline entertainers at the Central Washington State Fair!

## Showcasing Ag and Education

### Did you know?

- More than 20 different varieties of wine were served in the Ag Building Wine Garden, during the Fair, including four (4) flavors of wine slushies.
- Over 3,500 youth were involved with Ag competitions at the Fair this year.
- Our local ESD #105 Art Show displayed 1,500 pieces of art from students around the Yakima Valley, during the Fair.
- Over 300 beef cattle representing 11 different breeds, including Long Horns and a National Charolais Cattle Show, were on display at the Fair this year.
- State Fair Park pays over \$120,000 in prize monies to Fair competition contestants.



## Congratulations to the following Fair contestants!

- The coveted Grange Award went to the Lower Naches Grange— **congratulations!**
- Max Miller, of Yakima, entered two giant corn stalks into the Fair...one was 20 feet tall, the other was 19 feet. Both won blue ribbons — **congratulations!**
- The largest pumpkin entered into the Fair tipped the scales at 360 pounds. Miles and Julie Hall of Yakima won a blue ribbon — **congratulations!**
- The Zirkle Apple Pie Award went to Rachel Scott of Sunnyside. She won \$150 for her blue ribbon pie — **congratulations!**



## New Trees for State Fair Park

Prior to the 2013 Fair, thirteen long time residents (our trees) had to be removed due to disease and rotting. Monies raised from a recent donation drive, will enable ten (10) new trees to be planted on the grounds in April 2014. The new trees will be of maple and oak varieties. If you are interested in making a donation to have a new tree planted on our grounds, please contact Sheila Weber at (509) 248-7160.

## Mark Your Calendar!

### CENTRAL WASHINGTON STATE FAIR

presented by Legends Casino

Sept. 19 - 28, 2014

Check out our New Website **COMING THIS SPRING!!**



Our newly designed Facebook page!

## Connect With Us!



### There are many ways to "connect" with State Fair Park.

- Become a Member of State Fair Park. Call our office for more information at (509) 248-7160.
- Are you signed up to receive our Insiders Club e-newsletter highlighting upcoming events? Simply go to our website and sign up.
- "Like" us on Facebook...we've got over 7,000 followers and growing.

### Keep connected...we want to hear from you!



The Wine Country Crushers following a match last Summer held in the SunDome.

## Women's Roller Derby comes to the SunDome!

### Searching for something new, fun, and action packed?

Come see some of our local business women and female sport enthusiasts strap on their skates and go! The Wine Country Crushers have scheduled bouts from March through August in the Yakima Valley SunDome.

The league provides a professional environment for women of all backgrounds and skill level to train, compete, and participate in a full contact sport while fostering sportsmanship, athleticism and confidence. Visit our website for more information on how to purchase tickets at [www.statefairpark.org](http://www.statefairpark.org).

## For Your Convenience

### Newly remodeled, and additional restrooms in the Yakima Valley SunDome are now complete!

New floors, walls, lighting, stall partitions, and state of the art "green" paperless hand dryers were installed in all restrooms in the SunDome.

Also, eight (8) additional stalls were added in the women's restrooms.

The project began after State WIAA tournaments in March and completed before the local high school graduations in June.



## STATE FAIR PARK

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[www.statefairpark.org](http://www.statefairpark.org)