



**SOLANO  
COUNTY**



# **Solano Delivers**

## **2016 State & County Fairs**

Showcasing Solano County  
throughout the region

Presented to the Board of Supervisors  
November 1, 2016 | County Administrator's Office  
Legistar Item No. 16-717



## Recapping another successful year at the CA State and Solano County Fairs



- Getting to the Fair
- Solano Delivers
- California State Fair
- Solano County Fair
- Volunteers: Our Heroes!
- A History of Winning
- Thank you, Sponsors



## Getting to the Fair

**From concept to closing day:  
It takes about eight months!**

*Transport!!!*



January - March

Concept and Design

April - June

Building the Exhibit

June 27 –  
July 7

Setup @  
the fair

July 8 – 24

CA State  
★ Fair ★

July  
25-26

July 27 – 31

Solano  
County Fair



## Integrating a theme

**The 2016 theme, “*Solano Delivers*” successfully:**

- Showcased the bounty of Solano County
- Was unique among other County exhibits
- Incorporated agriculture, industry and tourism
- Created an interactive experience for visitors
- Highlighted the many ways Solano delivers







**SOLANO  
COUNTY**

# California State Fair



## The 2016 California State Fair

**There's great value in participating, including:**

- High visibility! – more than 750,000 visitors
- Promoting recreation, business and tourism
- Participating in a long-standing tradition
- Exhibiting Solano County home-town pride
- ... and of course, *Bragging Rights!*





## Maintaining Momentum

### Added new elements, brought back favorites

- Created new events, partnerships:
  - 'Gospel Rocks Solano' event
  - Amateur sport events: MMA, Boxing
  - Movies Made in Solano exhibit
  - Vallejo Together Youth Expo & Parent Summit
- Brought back
  - Demo Derby
  - Jaripeo
  - Pig Races
- Expanded
  - Cultural Pavilion participation
  - Mad Hatter Parade







## County involvement

### Overwhelming support from County agencies:

- Solano County Family Health partnered with North Bay Healthcare, Veteran Services and others for Healthy Solano! Health Fair
- Master Gardeners and Solano County Water Agency were on hand in the Solano Gardens
- First 5 Solano's Giant Sandbox returned as an anchor tenant in Family Fun Zone
- County Library, 4-H science experiments, and arts & crafts add hands-on fun in McCormack Hall
- Continued outstanding support from Solano County Sheriff Deputies, Office of Emergency Services, Probation, Environmental Health, and Agriculture





## Numbers looking up

### Solano Definitely Played It Again!

- Overall customer feedback very positive
- Total attendance 40,455 – up 2.3% over 2015
- Fair Revenues up 8% over 2016 Budget and 10.4% over 2015 Actual
- Blue Ribbon entries up 6.8% with 2,379 entries and exhibitors up 7.2% with 522 exhibitors
- Jr. Livestock Auction sales \$114,514 or 99.3% of 2015 despite youth entering smaller animals







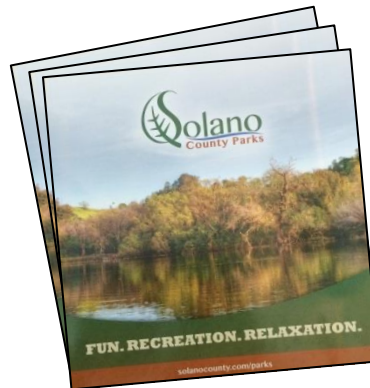
## Delivering our message to visitors

**With an army of more than 95 volunteers we:**

- Worked a collective 248 hours
- Gave away more than 10,000 Jelly Belly samples
- Posed for thousands of photographs
- Handed out thousands of County brochures
- Had a blast showcasing our home-town pride



2016 Solano County Fair



Volunteer **Richard Watson** talking about the bounty of Solano County



### We've collected quite a trophy case over the past seventeen years

#### In 2016 we cleaned house, including:

- Best of Show - Overall
- Best of Show – Community Built
- Gold Award
- People's Choice Award
- People's Choice Award – Most Fun



#### Since 2000, we've won the following awards, including:

- Gold and Silver Awards
- Manager's Award
- Superintendent's Award
- Best Design
- Best Experience
- Technology and Special Effects
- Best Use of Products, Artifacts & Produce
- Agricultural Award
- Craftsmanship Award
- People's Choice Award
- **Best in Show! (9 times)**





## Thank you to our sponsors

### 2016 California State Fair Solano County Exhibit Sponsors



Carlos and Alice Trevino



**Pedrick  
Produce**

### 2016 Solano County Fair Sponsors



Solano Community Development, LLC

## Questions?