

The Solano County Exhibit at the CA State (County) Fair BU 1754 (PROMOTIONS)

HISTORY

- Starting in 2000 was administered by the County Administrator's Office

PURPOSE

- To promote the rich agricultural history of Solano County
- To promote the tourist and recreational destinations within Solano County
- To promote the seven cities and Travis AFB in Solano County

BUILDER SELECTION

- Builders compete by responding to a Request for Qualifications (RFQ)
- Demonstrate how they would use the \$40,000 to design, build, staff and maintain exhibit

ABOUT THE SOLANO EXHIBIT

- 360-degree visitor experience that is 16-foot by 16-foot by 20-foot tall
- Built to be exhibited at the CA State Fair, transported, re-erected at Solano County Fair
- Features fresh and living agricultural products from throughout the region
- 90+ volunteer ambassadors staff the booth almost every hour the State Fair is open

INVESTMENT AND DONATIONS

- \$40,000 for design, construction, staffing and maintenance of the exhibit
- Some money is spent on purchasing tickets, parking passes and t-shirts for 90+ volunteers
- Some money is spent on purchasing agricultural products to showcase / required maintenance
- Local businesses donate products and cash, they are recognized as participating sponsors

NEIGHBORING COUNTY INVESTMENTS

- Sonoma, \$27K, 16-foot wall exhibit, some produce, some Friday / weekend volunteers
- Sacramento, \$16K, 360-degree exhibit, no produce maintenance, some weekend volunteers
- Yolo, \$14K, 16-foot wall exhibit, no produce maintenance, some weekend volunteers
- Amador, \$12K, 16-foot wall exhibit, no produce, some weekend volunteers
- Tuolumne, \$11K, 20-foot exhibit, some produce maintenance, Friday / weekend volunteers

---METRICS---

NUMBER OF VISITORS TO THE COUNTIES EXHIBIT / STATE FAIR

- 2014: 788,008
- 2015: 787,833
- 2016: 673,237
- 2017: 636,628

DEMOGRAPHICS, WHO ATTENDS THE FAIR

- Sacramento County, 53 percent
- San Joaquin County, 12 percent
- Yolo County, 8 percent
- Placer County 8 percent

- Solano County, 7 percent
- Stanislaus County, 6 percent
- El Dorado County, 3 percent
- Other Counties, ~ 3 percent

HISTORY OF WINNING, PAST FOUR YEARS

- 2014: Gold Award
- 2015: Gold Award
- 2016: Gold Award, Best of Show, People's Choice, Most Fun
- 2017: Gold Award, Best Visitor's Experience, People's Choice, Most Fun, Most Educational

The Solano County exhibit is consistently one of – if not the best – County exhibit at the California State Fair. This is evident in the number of awards the exhibit has won, including 17 Gold Awards, 9 Best of Show and 15 People's Choice Awards over the past 17 years.