

LOVE

**IS IN
THE FAIR
2019
NEW MEXICO STATE FAIR**



EXP
NEW MEXICO

A Quick Review

- In 2011, I was appointed to the position of General Manager to stabilize and restore accountability to the State Fair
- In 2011, the LFC, in full cooperation with the new fair management, completed a performance evaluation
- Along with its findings, the performance evaluation report offered numerous recommendations for Fair management
- Management sets to work on reviving and restoring the unique cultural celebration that is the New Mexico State Fair



Enterprise Agency Designation

- ❑ State Fair is created under NMSA Article 6 Sections 16-6-1 --- 16-6-22.
- ❑ The State Fair is governed by a Commission whose members are appointed by the Governor and confirmed by the Senate.
- ❑ The Commission delegates the day to day operational authority to the General Manager.
- ❑ The State Fair receives NO operating funds from the State – its operations have to be fully self sufficient.

EXPO Overview

- EXPO is home to TWO of the THREE LARGEST EVENTS in New Mexico
 - STATE FAIR
 - Gathering of Nations POWWOW
- Strong Attendance (Approximately 25% of state residents attend their state fair each year)
- Increased revenue (5 out of 9 years)
- Advance purchase ticket sales in 2019 continued to increase
 - Groupon
 - ONLINE SALES
- Increased carnival revenues with Reithoffer Shows
- Surveys and feedback continue to reflect strong attendee satisfaction
 - 93% of those surveyed indicate they plan to return to the fair again next year
- Increased cash sponsorships because of the new positive image of the New Mexico State Fair
- **New Mexico State Fair is ranked 2nd among all State Fairs by SmartAsset.com**
- **New Mexico State Fair is ranked 3rd most affordable State Fair by HomeToGo.com**
- **New Mexico State Fair is ranked in top 20 best places to work in Albuquerque by Zippia.com**
- **Villa Hispana named one of the Top 5 Outdoor Venues in the region by Venues Today Magazine**

2019 EXPO New Mexico Highlights

- Held the third Gathering of Nations POWWOW on the Fairgrounds
 - ▣ The largest POWWOW in North America attracting over 500 Tribes and Pueblos
 - ▣ Over \$24 million direct revenue impact to New Mexico
 - ▣ GON expanded the event to the largest footprint ever
- Tens of thousands of satisfied event visitors and participants
- Electronic billboards at major intersections continue to promote events happening at the Fairgrounds
 - ▣ Billboards generate additional revenue
- Significant infrastructure improvements such as fiber optics throughout the campus have improved the customer and vendor experience
- Greatly improved the infrastructure and made significant improvements to multiple buildings
- Completed the improvements to the exterior walls
- Sky Ride ski lift system installed in 2018 is utilized year-round for large interim events at EXPO. The Sky Ride at EXPO is the highest grossing Sky Ride Reithoffer Shows owns in the country.

2019 State Fair Highlights

By the numbers.....

- ❑ 472,415 people attended the 81st celebration of the New Mexico State Fair.
- ❑ 1,112 visitors to the award-winning State Fair Sensory Station, an initiative to serve special needs kids and guests for the third year in a row
- ❑ 26,6692 competitive entries were received by the Arts, Home and Creative Arts, Flower Arts, and School Arts
- ❑ 500 New Mexico youth rodeo contestants participated in the inaugural Land of Enchantment Youth Rodeo held inside Tingley Coliseum
- ❑ Thousands of public servants including teachers, firefighters, police personnel and military veterans admitted to the fair free on honored guest days
- ❑ 850 pounds of plastic recycled as part of partnership with Coca Cola TM
- ❑ \$50,000 donated to local charities by Asbury Café
- ❑ The annual Junior Livestock Auction raised a grand total of \$561,100 for New Mexico Youth
- ❑ Over 13,000 country music fans attended TWO sell-out concerts, Pepe Aguilar and Clay Walker, inside Tingley Coliseum

Since Last Year The State Fair Has...

- ❑ Added admission, rodeo and concerts, and “Mega Pass” products to our online ticketing system via the State Fair website, making for a more streamlined ticketing experience for customers
- ❑ Continued partnering with GROUPON for **STATEWIDE AFFORDABLE** advance ticket sales
- ❑ Sustaining partnership with the New Mexico Brewer’s Guild and the New Mexico Craft Brew industry in promoting this booming New Mexico industry
- ❑ Produced TWO new successful, family-friendly Wine and Cider Festivals highlighting New Mexico Wineries, and our state’s burgeoning cider producers
- ❑ Continued our established partnership with City of Albuquerque for improved and cost effective waste management services
- ❑ Ongoing partners with New Mexico State Police in a collaborative effort to provide a safe environment for all fairgoers
- ❑ Continued working with multiple partners including Bike ABQ and UBER for additional transportation options to the Fair
 - ❑ Created a dedicated ride share and bus gate offering quicker access to the fair
- ❑ Sustained our partnership with City of Albuquerque’s Transit Department to offer FREE off-site Park & Ride service from Coronado Mall
- ❑ Worked with surrounding neighborhoods to help mitigate traffic and parking issues

Current Outlook

- ❑ The State Fair is now operationally sustainable
- ❑ An estimated 2 million people have visited the State Fairgrounds in the last 12 months
- ❑ In 2019, Tingley Coliseum played host to large, nationally recognized entertainment such as Monster Jam and Shrine Circus, nationally touring concerts including Panic at the Disco, Disturbed, and Bob Seger, and is the home of back-to-back Indoor Football Champions, the Duke City Gladiators
- ❑ Villa Hispana's increased ticket sales and unique style were recognized as one of the Top 5 Outdoor Venues in the region by Venues Today Magazine
- ❑ Other NMSF venues were well utilized also: Concerts featuring nationally™ recognized artists, Rio Grande Arts and Crafts, Chocolate and Coffee Fest, Pride, Haunted House, Route 66 National Street Rod Show
- ❑ Year-round activity at the Fairgrounds supports economic activity while both creating and sustaining employment for many New Mexicans
- ❑ Confirmed and potential events in 2020 include Gathering of Nations, return of national UFC event, WWE, and big name concerts and performers.
- ❑ Continue our strong commitment to inclusion and ensuring that his fair's programming is representative of New Mexico's diverse cultures and populations.

Current Outlook

- All LFC recommendations have been addressed
 - Increase oversight of the Fair and participation in the state's SHARE financial tracking system
 - Devised a plan that decreased the length of the Fair, creating a better entertainment experience
 - Successful model implemented in 2012 and continued through most recent fair has allowed the maximization of revenue
 - ... enforce the terms of all contracts
 - All contracts are being enforced
 - New Liquor and Beverage contracts will increase net revenue to the New Mexico State Fair.

Future Considerations

- Looking to the future, Tingley Coliseum was completed in 1957 and is now 62 years old, presenting significant challenges to meet modern entertainment industry demands. The State Fair has undertaken a feasibility study and has requested capital funds to commission a design of a new facility that will be a **state of the art events center** to better serve the needs of the people of New Mexico. Full project funding could be achieved through public/private partnerships.

Future Considerations

- Exploring the idea of charging food vendors at the Fair a percentage of revenue rather than a flat rate for space
 - State Fair has instituted a HYBRID model of percentage and flat rate
- Efforts underway to further increase sponsorship
 - Continuously adding new Sponsors to further cement our relationship with the business community
 - New sponsors in 2019: American Home, Cordova Contracting, AARP, Nintendo Switch, L & P Building Supply, Guzman Construction, UNM Truman Health Services, Whataburger, US Census Bureau, US Customs Border Patrol, TempurPedic, Farmers Insurance, Grand Lodge of NM, Sun Capital Hotels, Zia Graphics
- Expanding the popular Park & Ride service for the 2019 fair event, to ensure reduced traffic and greater access to a larger number of New Mexicans
- Continue improvements to the Flea Market and increase this year-round revenue source for EXPO

In Order For The State Fair To Move Forward..

- **Capital Funding (like the \$4.5M received over a year ago from the Legislature) is essential and will enable the agency to focus on revenue enhancement in order to ensure the financial stability of the State Fair for future generations of New Mexicans.**
- **We Must**
 - ▣ **Finish a Facility Condition Assessment**
 - ▣ **Develop a new Campus Master Plan**
 - ▣ **Upgrade, remove or replace aging buildings and infrastructure**

NEW MEXICO