



# The New Mexico State Fair

**HONORING THE PAST – PLANNING FOR THE FUTURE**

## Where we were...



- In 2011, the LFC, in full cooperation with new Fair management, completed a performance evaluation
- Along with its findings, the performance evaluation report offers numerous recommendations for Fair management
- Management sets to work reviving and restoring the unique cultural gem that is the New Mexico State Fair

# Since I've been General Manager...



## Overseen three State Fairs

- Increased paid attendance
- Increased revenue over expenses
- Increased safety
- Increased attendee satisfaction
- Restored Fair to financial stability
- Returned the Fair to New Mexico families and restored the Fair to its former glory

## Since last year the State Fair has...



- **Converted financial systems to SHARE**
- **Upgraded administrative IT infrastructure to accommodate SHARE**
- **Addressed EPA compliance issues**
- **Welcomed the construction of a new casino \$25m facility in accordance with the new Downs lease**
- **The Partnered with UNM Ticketing Services to improve ticket function and reduce cash handling**

## Where we are...



- State Fair is operationally sustainable into the future
- 2012 State Fair the most successful on record since 2006; increased attendance by nearly 10,000, revenues within one-half of 1% of 2011 revenue total despite one fewer weekend and free parking for all guests
- 2013 event comparable to 2012 despite four solid days of rain
- In FY12, excluding depreciation, revenue over expenditures was \$659 thousand

# Where we are...



**All LFC recommendations have been addressed  
...increase oversight of the Fair.**

- *Worked proactively with DFA to transfer financials to the SHARE system*

**Devise a plan that looks at shortening the Fair...**

- *Done for 2012 and 2013 State Fairs to resounding success*

**Work with affected state agencies to develop long-term payment plan...**

- *The Fair is current on its GSD obligations this year; working towards resolution of the \$1.8 million owed GSD from previous administrations*

**Hire a qualified CFO.**

- *Hired just prior to 2012 New Mexico State Fair; tightened internal controls for cash handling*

## Where we are...



**Explore charging food vendors at the Fair a percentage of revenue rather than flat rate for space.**

- *Research of others Fairs is ongoing; Balloon Fiesta moved to percentage format prior to its 2012 event, which was unpopular. Still something we are considering if it makes sense for our unique situation.*

**...enforce the terms of all contracts.**

- *All contracts are being enforced.*

## Where we are...



### **Explore the use of cashless systems...**

- *Research into cashless systems ongoing*

**Opportunities exist for the Fair to work more effectively with external constituencies.**

- *The Fair is working closely with LFC, DFA, City of ABQ, Bernalillo County, UNM Hospital, UNM Ticketing, New Mexico State Police and AMAFCA*

## Where we are going...



- **Currently, the New Mexico State Fair is operationally sustainable into the future.**
- **It would be a challenge to the solvency of the Fair to add the \$1.8 million owed GSD to the cost of gate admission and building rental and remain competitive in the marketplace given current economic factors and competition.**

# In order for the State Fair to move forward...



It must:

- Complete a Facility Condition Assessment (FCA)
- Develop a new Campus Master Plan
- Upgrade, remove or replace aging buildings and infrastructure

**Capital Funding is essential to allow us to complete these tasks 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**