




2012 BUDGET

To: Honorable Board of Supervisors

From: Chris A. Carpenter, General Manager 

Date: October 4, 2011

Subject: 2012 Proposed Budget

Recommendations: Approve a resolution accepting the 2012 budget of the San Mateo County Exposition and Fair Association.

Background and Highlights: The Board of Directors and staff prepared the 2012 budget. At the Board Meeting on September 27, 2011 the Board reviewed and approved the proposed budget. We will meet with San Mateo County Manager David Boesch on October 5th to review 2011 and our proposed 2012 budget. With your approval on October 18th the budget will be sent to the State Division of Fairs & Expositions for final approval.

I would like to acknowledge and thank all members of the Board for their time and input toward formulating this proposed budget. I also want to commend Diane Baumann and Dana Stoehr, as well as all SMCEC Managers, for the dedication and hard work they have put into the 2012 budget.

With the input of members of the Board, as well as staff, we recommend the 2012 proposed budget.

2012 Budget

As we discussed in a recent SMCEFA Board of Directors meeting, we are forecasting another good year for the San Mateo County Event Center, with sustained operating revenues and controlled expenses. In 2012 the SMCEC will be operating as a completely self-sustained operation, after the loss of California State funding totaling \$150K.

In 2011 we invested a great deal of money in the SMCEC and will continue to do so in 2012. This includes ongoing maintenance of all facilities, capital improvements as well as the purchase of new equipment. We are also utilizing some reserve funds to research and develop plans for the future growth of the SMCEC.

We are pleased to report the Jockey Club satellite wagering facility is operating slightly above our initial estimates, hence the reason we only projected a 5% decrease in revenue. The \$900K loan that assisted us with the Jockey Club construction in 2008 from San Mateo County will be paid in full in June 2013; five months ahead of schedule. We are also proud to report that the Jockey Club is now the anchor satellite wagering facility in Northern and Southern California, yielding the highest handle and attendance.

The 2011 San Mateo County Fair posted a 14% increase in attendance, 40% increase in paid attendance and overall total fair revenue of 28% over the previous year. We have of course provided projections for the 2012 SMC Fair in our budget, and planning for next year is under way.

The SMCEC team has once again raised the bar to challenge ourselves for the new-year through increased bookings/activities, revenues and controlled expenses for the overall operation. As I mentioned earlier in this memorandum, in 2011 we began the process of reinvesting a substantial portion of our operating reserves into required ongoing maintenance, equipment replacement and capital projects and will continue to do so in 2012.

I would like to thank the County Manager's office and Board of Supervisors for their continued support and guidance in our efforts toward the success of the San Mateo County Fair, Jockey Club and San Mateo County Event Center.

Enclosure

Cc: SMCEFA Board of Directors
San Mateo County Manager, David Boesch

RESOLUTION NO. _____

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

RESOLUTION APPROVING 2012 SAN MATEO COUNTY
EXPOSITION AND FAIR ASSOCIATION BUDGET

RESOLVED, by the Board of Supervisors of the County of San Mateo,
State of California, that

WHEREAS, there has been presented to this Board of Supervisors for
its consideration and acceptance the 2012 budget of the San Mateo County
Exposition and Fair Association, reference to which is hereby made for further
particulars, and

WHEREAS, this Board has examined and reviewed the budget of the
San Mateo County Exposition and Fair Association;

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED
that the 2012 budget of the San Mateo County Exposition and Fair Association is
hereby approved by this Board of Supervisors.

OPERATING BUDGET

DISTRICT AGRICULTURAL ASSOCIATION

San Mateo COUNTY

Conducting The San Mateo County Fair

at San Mateo, California

For the period of January 1, 2012 to December 31, 2012

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
TOTAL NET RESOURCES, JANUARY 1					
Unrestricted net resources		\$1,103,152	\$1,251,488	\$1,694,797	\$2,274,061
Restricted resources		724,200	724,200	724,200	724,200
Investment in Capital Assets, Net of Related Debt		2,355,191	2,490,775	2,710,326	3,174,483
Subtotal (Total Net Resources)		4,182,543	4,466,463	5,129,324	6,172,743
RESOURCES ACQUIRED:					
Operating Revenues (From Page 2)		8,014,152	7,491,239	8,095,872	7,978,258
State (Local/Base) Allocations (to Page 2):	31200	115,500	115,500	115,500	0
Fiscal & Administrative Assistance (F&E) (to Page 2):	31300				
Capital Project Reimbursement Funds (from Sched 8A)	31900			628,258	0
One-time Revenue Sources (fire camp, sale of property, capital project aud	32500				
Contributions from Other Gov't (non-F&E) Sources (to Page 2)	33000	234,945			
Other (e.g., Perf Rating used for oper.) (From Sched 8B & to Page 2)	34000	35,000	35,000	0	0
TOTAL RESOURCES AVAILABLE		12,582,140	12,108,201	13,968,954	14,151,001
RESOURCES APPLIED:					
Operating Expenditures (From Page 2)		6,772,890	6,962,530	7,105,774	7,319,413
Other Operating Expenditures (e.g. Audit Adjustments)					
Subtotal - Operating Expenditures (Excluding Depreciation)		6,772,890	6,962,530	7,105,774	7,319,413
Depreciation Expense (From Page 10)	90000	679,933	632,823	690,437	856,543
TOTAL RESOURCES APPLIED		7,452,823	7,595,352	7,796,210	8,175,956
TOTAL NET RESOURCES, DECEMBER 31					
Unrestricted Net Resources Available for Operations	29100	\$5,129,318	\$4,512,849	\$6,172,743	\$5,975,045
Restricted Net Resources		724,200	724,200	724,200	724,200
Investment in Capital Assets (From Schedule 7)		2,710,326	2,490,589	3,174,483	4,146,490
Subtotal (Total Net Res Check Figure - should equal #29100)		\$5,129,323	\$4,512,849	\$6,172,743	\$5,975,045
Reserve Percentage		25.0%	18.6%	32.0%	15.1%

ALL FAIRS:

Peter J. Ghantz 9/28/11
 President, Board of Directors Date

[Signature] 9/28/11
 Chief Executive Officer Date

COUNTY APPROVALS (County Fairs Only):

Chairman, Board of Supervisors Date

County Clerk Date

DEPARTMENT OF FOOD & AGRICULTURE

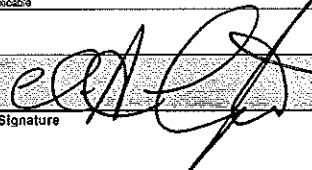

Director

Date

**Exhibit I
BUDGET VARIANCE EXPLANATION**

Fair Organization: San Mateo County Fair

	Accounts	Budgeted 2011 to Estimated 2011	Estimated 2011 to Proposed 2012
41000	Admissions	Fair Admissions were significantly over budget	Estimate a slight decrease in 2012. Exceptionally good weather in 2011
41500	Commercial	No significant change	No significant change
42000	Concessions	Attendance increased significantly, so did food & carnival	Estimate a slight decrease in 2012. Exceptionally good weather in 2011
43000	Exhibits	No significant change	No significant change
44000	Horse Show	Not applicable	Not Applicable
45000	Horse Racing (live)	Not applicable	Not Applicable
45005	Satellite Wagering	No significant change	Based on trends in industry, budgeting a 10% decrease across the board
46000	Fair Attractions	Not applicable	Not Applicable
46009	Interim Attractions	Not applicable	Not Applicable
46109	Motorized Racing	Not applicable	Not Applicable
47000	Misc. Fair	No significant change	Budget for an increase in cash sponsorships back to historical levels
47005	Misc. Non-Fair	Not applicable	Not Applicable
48000	Non Fair Rentals	Business increased above budgeted levels	No significant change
49000	PY Revenue Adj.	Not a budgeted item	Not a budgeted item
49500	Other Ops Rev	Interest income was higher than budgeted. Insurance payment for damaged equipment	No significant change
50000	Administration	No significant change	No significant change
52000	Maintenance/Gen. Ops	No significant change	No significant change
54000	Publicity	Spent less on advertising than budgeted	No significant change
56000	Attendance Ops	No significant change	No significant change
57000	Misc. Fair	Utility fees were significantly higher than budgeted	No significant change
57005	Misc. Non-Fair	Not applicable	Not Applicable
58000	Premiums	No significant change	No significant change
63000	Exhibits	No significant change	No significant change
59100	Rental Attendance Ops	More events, more costs	No significant change
65000	Horse Racing	Not applicable	Not Applicable
65005	Satellite Wagering	No significant change	No significant change
66000	Fair Entertainment	Spent less on entertainment than budgeted	No significant change
66109	Motorized Racing	Not applicable	Not Applicable
66009	Interim Entertainment	Not applicable	Not Applicable
72300	Equipment	No significant change	Reinvesting in facility - adding & replacing equipment
80000	PY Expense Adj.	Not a budgeted item	Not a budgeted item
85000	Cash (over/under)	Not a budgeted item	Not a budgeted item
90000	Depreciation Expense	No significant change	Reflecting reinvestment in facility and grounds improvements
94000	Other Operating Expense	Not applicable	Not Applicable

	Date		9/28/11 Date
CEO Signature	Date	Board President Signature	Date

Summary of Operations

San Mateo County Fair

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
OPERATING REVENUES:					
Admissions to Grounds	41000	\$450,727	\$435,000	\$616,219	\$600,000
Commercial Space	41500	155,288	180,000	168,104	175,000
Concessions	42000	317,588	340,000	423,229	400,000
Exhibits	43000	37,537	41,000	42,229	43,000
Horse Show	44000				
Horse Racing (Live)	45000				
Satellite Wagering	45005	3,406,883	3,165,919	3,110,976	2,955,428
Fair Attractions	46000				
Motorized Racing	46109				
Interim Attractions	46009				
Miscellaneous Fair	47000	300,126	356,000	359,464	373,000
Miscellaneous Non-Fair Programs	47005				
Year Around Rental Revenue	48000	3,345,472	2,961,820	3,342,672	3,415,330
Prior Year Revenue Adjustments	49000	(19,866)		10,011	
Other Operating Revenue	49500	20,397	11,500	22,968	16,500
TOTAL OPERATING REVENUES (to Page 1)		8,014,152	7,491,239	8,095,872	7,978,258
OPERATING EXPENDITURES:					
Administration	50000	1,178,443	1,200,775	1,263,084	1,253,662
Maintenance & General Operations	52000	1,772,235	1,572,418	1,664,962	1,774,079
Publicity	54000	462,348	506,487	429,937	414,209
Attendance Operations	56000	326,680	372,142	396,534	381,025
Miscellaneous Fair	57000	81,212	87,905	111,224	104,748
Miscellaneous Non-Fair Programs	57005				
Premiums	58000	55,565	64,000	57,351	62,000
Exhibits	63000	284,442	298,080	297,626	296,558
Rental Operations	59100	617,839	718,351	796,185	848,482
Horse Racing (Live)	65000				
Satellite Wagering	65005	1,550,426	1,621,529	1,545,500	1,481,968
Fair Entertainment	66000	440,927	610,843	541,074	565,684
Motorized Racing	66109				
Interim Entertainment	66009				
Equipment (Funded by Fair)	72300	39,225	10,000	17,500	62,000
Prior Year Expense Adjustments	80000	(41,317)		(17,306)	
Cash (over/under)	85000	4,865		2,103	
Other Operating Expense	94000				75,000
TOTAL OPERATING EXPENDITURES (to Page 1)		6,772,890	6,962,530	7,105,774	7,319,413
NET OPERATING PROFIT/(LOSS) BEFORE DEPRECIATION		1,241,263	528,709	990,098	658,844
Depreciation Expense	90000	679,933	632,823	690,437	858,543
NET OPERATING PROFIT/(LOSS) AFTER DEPRECIATION		561,331	(104,114)	299,662	(197,699)
LOCAL (BASE) ALLOCATION - (From Page 1)	31200	115,500	115,500	115,500	
OTHER FUNDS - ACCT. #313, #325, #330, #340 (From Page 1)		269,945	35,000	628,258	
NET PROFIT/(LOSS) BEFORE DEPRECIATION, CURRENT YEAR		\$1,626,709	\$679,209	\$1,733,856	\$658,844
NET PROFIT/(LOSS) AFTER DEPRECIATION, CURRENT YEAR		\$946,777	\$46,386	\$1,043,420	(\$197,699)

Detail of Revenues

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
ADMISSIONS REVENUE:					
Regular Fair Admissions	41010	416,618	400,000	572,856	550,000
Discounted Fair Admissions	41020	34,109	35,000	43,363	50,000
TOTAL ADMISSIONS REVENUE	41000	450,727	435,000	616,219	600,000
COMMERCIAL SPACE REVENUE:					
Outside Commercial Space	41510	36,805	35,000	47,814	45,000
Inside Commercial Space	41520	118,483	145,000	120,290	130,000
TOTAL COMMERCIAL SPACE REVENUE	41500	155,288	180,000	168,104	175,000
CONCESSIONS REVENUE:					
Carnival	42100	136,728	150,000	193,329	185,000
Carnival: Pre-Sale	42110	17,176	20,000	15,832	15,000
Food Concessions	42200	163,684	170,000	214,068	200,000
Non-Food Concessions	42300				
TOTAL CONCESSIONS REVENUE	42000	317,588	340,000	423,229	400,000
EXHIBITS REVENUE:					
Entry Fees	43100	18,661	21,500	21,258	21,500
Donated & Sponsored Awards	43200	9,088	9,000	11,200	11,000
Art Show Sales	43300	4,633	5,000	6,432	7,500
Entry Processing Fees / Bedding Fees	43400	5,155	5,500	3,339	3,000
TOTAL EXHIBITS REVENUE	43000	37,537	41,000	42,229	43,000
HORSE SHOW REVENUE:					
Admissions	44100				
Entry and Stake Fees	44200				
Donations for Special Prizes	44300				
Stall Fees	44400				
Program Sales	44500				
Other (Explain)	44600				
TOTAL HORSE SHOW REVENUE	44000	0	0	0	0
LIVE HORSE RACING REVENUE:					
Admissions	45100				
Track Commissions & Breakage	45200				
Program Sales	45300				
Concessions	45400				
Other (Explain)	45500				
TOTAL LIVE HORSE RACING REVENUE	45000	0	0	0	0

Detail of Revenues

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
SATELLITE WAGERING REVENUE:					
TOTAL SATELLITE WAGERING REVENUE	45005	3,406,883	3,165,919	3,110,976	2,955,428
FAIR ATTRACTIONS REVENUE:					
Rodeo Admissions	46100				
Queen Pageant Admissions	46200				
4 Wheel-Drive Pull Admissions	46300				
Destruction Derby Admissions	46400				
Performances Admissions	46500				
Other Admissions (Explain)	46600				
TOTAL FAIR ATTRACTIONS REVENUE	46000	0	0	0	0
MOTORIZED RACING REVENUE:					
TOTAL MOTORIZED RACING REVENUE	46109				
INTERIM ATTRACTIONS REVENUE:					
Performance Admissions	46209				
Other Admissions (List)	46309				
TOTAL INTERIM ATTRACTIONS REVENUE	46009	0	0	0	0
MISCELLANEOUS FAIR REVENUE:					
Parking	47100	152,705	150,000	210,600	200,000
Permits & Insurance	47200		3,500	3,388	3,500
Utility Fee Reimbursement	47300	4,025	4,000	4,525	4,500
Exhibit Guide Revenue	47400	2,788			
Stall Rentals (Fairtime)	47500	720			
Camping Fees (Fairtime)	47700	14,625	14,500	15,676	15,000
Other - Ticket Fees	47800	9,263	9,000	11,275	10,000
Sponsorships	47900	116,000	175,000	114,000	140,000
TOTAL MISCELLANEOUS FAIR REVENUE	47000	300,126	356,000	359,464	373,000
MISCELLANEOUS NON-FAIR PROGRAMS:					
Admissions	47105				
Commercial Exhibits	47205				
Concessions	47305				
Exhibits	47405				
Other (Explain)	47505				
TOTAL MISC. NON-FAIR PROGRAMS	47005	0	0	0	0

Detail of Revenues

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
YEAR AROUND RENTAL REVENUE					
Rental of Buildings	48100	1,176,306	1,073,525	1,160,064	1,233,000
Grounds Rentals	48200				
Equipment Rentals	48300	175,211	114,917	182,851	170,000
Concessions Revenue	48400	248,702	234,550	247,140	246,500
Recovered Expenses	48500	398,197	383,607	401,792	394,800
Parking Revenue	48600	1,114,372	971,586	1,122,719	1,125,000
RV Parking/Camping	48700	61,715	50,900	60,841	85,000
Charges & Fees	48800	170,969	132,735	167,265	161,030
TOTAL YEAR AROUND REVENUE	48000	3,345,472	2,961,820	3,342,672	3,415,330
TOTAL PRIOR YEAR REVENUE ADJUSTMENT:	49000	(19,866)		10,011	0
OTHER OPERATING REVENUE:					
Interest Earnings	49510	16,244	10,000	14,953	15,000
Donations/Sponsorships (general)	49520	1,417	1,500	500	1,500
Other (Explain)	49530	2,236		7,516	0
Gain on Sale of Asset	49540	500			
TOTAL OTHER OPERATING REVENUE	49500	20,397	11,500	22,968	16,500

Detail of Expenditures

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
ADMINISTRATION EXPENSE:					
Salaries & Wages - Permanent	50100	568,693	554,289	584,289	574,406
Salaries & Wages - Temporary	50200	5,815	6,450	2,500	6,450
Compensated Absences Expense	50300	19,979	39,397	40,000	20,418
Employee Benefits - Employer's Share	50310	144,506	157,071	164,000	174,246
Payroll Taxes	50320	39,933	42,897	45,295	44,435
Worker's Compensation Insurance	50330	25,199	29,439	35,000	29,043
Professional Services (Contractual)	50400	39,338	45,016	55,000	50,575
Meeting Expenses	50500	1,342	1,500	3,000	3,000
Traveling/Training Expense - Employees	50600	36,806	45,000	45,000	45,000
Office Supplies and Expense	50700	58,498	60,000	59,000	60,000
Telephone and Postage	50800	66,228	65,000	60,000	65,000
Dues and Subscriptions	50900	13,093	12,000	15,000	15,000
Insurance (All)	51000	96,080	90,000	89,000	90,000
Other - Bank/Credit Card Fees	51100	25,248	25,000	30,000	30,000
Unemployment Insurance (Non-reimbursed)	51200	14,423	4,000	10,000	15,000
Audit Expense	51300	23,252	23,717	24,000	31,089
Current Year Bad Debt Expense	51400	10		2,000	0
TOTAL ADMINISTRATION EXPENSE	50000	1,178,443	1,200,775	1,263,084	1,253,662
MAINTENANCE & GENERAL OPERATIONS:					
Salaries & Wages - Permanent	52100	653,316	684,008	714,008	715,885
Salaries & Wages - Temporary	52200	3,502	13,500	0	13,500
Employee Benefits	52210	181,413	179,198	186,000	180,242
Payroll Taxes	52220	50,680	53,359	55,654	55,798
Worker's Compensation Insurance	52230	29,770	36,619	36,800	36,469
Professional Services (Contractual)	52300	26,998	28,234	28,000	27,395
Rental - Land & Buildings	52400				
Rental - Maintenance Equipment	52500	3,117	7,500	7,500	7,500
Rental - Public Address & Intercom	52600				
Temporary Electrical Work (Contractual)	52700				
Light, Heat, Water and Power	52800	219,292	200,000	230,000	230,000
Maintenance of Equipment - Supplies & Expense	52900	28,015	35,000	37,000	37,000
Maint. of Bldgs. & Grounds- Supplies & Expense	53000	101,356	125,000	125,000	125,000
Trash Removal, Clean up (Contractual)	53100	52,679	62,000	70,000	60,000
Other (Explain)	53200	0			
Special Repairs & Maintenance (List)	53300	422,097	148,000	175,000	285,289
TOTAL MAINTENANCE EXPENSE	52001	1,772,235	1,572,418	1,664,962	1,774,079

Detail of Expenditures

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
PUBLICITY EXPENSE:					
Salaries & Wages - Permanent	54100				
Salaries & Wages - Temporary	54101	10,955	7,500	8,000	9,000
Employee Benefits	54110				
Payroll Taxes	54120	1,041	574	600	689
Worker's Compensation Insurance	54130	500	394	400	450
Professional Services (Contractual)	54200	59,291	132,900	117,662	102,750
Supplies and Expense	54300	1,802	3,620	1,339	3,620
Advertising	54400	308,526	260,000	220,000	213,000
Promotional Expense	54500	11,167	10,000	7,500	5,000
Public Relations Expense	54600	12,149	5,000	7,500	7,500
Pre-Fair Events	54700	15,841	30,250	19,000	22,200
Sponsorship Expenses	54800	43,076	56,250	47,937	50,000
TOTAL PUBLICITY EXPENSE	54000	462,348	506,487	429,937	414,209
ATTENDANCE OPERATIONS:					
Salaries & Wages - Permanent	56100	50,804	48,978	50,000	46,228
Salaries & Wages - Temporary	56101	55,163	57,049	67,534	71,542
Employee Benefits	56110	15,814	17,296	18,000	10,366
Payroll Taxes	56120	8,184	8,111	9,200	9,009
Worker's Compensation Insurance	56130	4,770	6,308	7,000	6,630
Professional Services (Contractual)	56200	124,977	133,250	141,500	146,750
Supplies and Expense	56300	64,202	69,150	79,800	80,000
Other	56400	2,766	3,000	500	500
Grounds Decorations	56600		29,000	23,000	10,000
TOTAL ATTENDANCE OPERATIONS	56000	326,680	372,142	396,534	381,025
MISCELLANEOUS FAIR EXPENSE:					
Parking Lot - % paid to contractor	57100				
Parking Lot - Salaries & Wages - Permanent	57101				
Parking Lot - Salaries & Wages - Temporary	57102	13,503	14,652	14,805	15,300
Program Expense	57200	9,922	10,000	12,078	12,500
Utility Fees	57300	29,503	29,500	49,905	40,000
Taxes, W/C, Benefits	57400	2,139	2,503	2,400	2,498
Stall/Booth Rental Expense	57500		14,000	14,000	15,000
Permits	57700	5,431	5,500	9,303	9,500
Commerical Exhibits & Concessions		20,714	2,000	990	1,000
Wages - Commercial & Concession			4,750	3,244	4,450
Pro Services - Commerical & Concessions	57800		5,000	4,500	4,500
TOTAL MISCELLANEOUS FAIR	57000	81,212	87,905	111,224	104,748
MISCELLANEOUS NON-FAIR PROGRAMS:					
Salaries & Wages - Permanent	57105				
Salaries & Wages - Temporary	57106				
Employee Benefits	57115				
Payroll Taxes	57125				
Worker's Compensation Insurance	57135				
Supplies & Expense	57205				
Publicity	57305				
Attendance	57405				
Exhibits	57505				
Other (Explain)	57605				
TOTAL MISC. NON-FAIR PROGRAMS	57005	0	0	0	0

Details of Expenditures

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
PREMIUMS EXPENSE (Excluding Horse Show):					
Cash Awards	58100	45,881	52,500	46,000	50,000
Trophies, Medals, Ribbons	58200	7,949	7,500	7,000	7,500
Sponsored Cash Awards	58300				
Sponsored Trophies, Medals, Ribbons	58400	1,735	4,000	4,351	4,500
Other Awards (Explain)	58500				
TOTAL PREMIUM EXPENSE	58000	55,665	64,000	57,351	62,000
EXHIBITS EXPENSE:					
Salaries & Wages - Permanent	63100	69,555	65,602	70,000	69,538
Salaries & Wages - Temporary	63101	22,491	28,450	18,000	25,425
Employee Benefits	63110	21,858	20,620	21,620	22,242
Payroll Taxes	63120	7,123	7,195	7,000	7,265
Worker's Compensation Insurance	63130	4,112	4,938	4,500	4,748
Judges (Contractual)	63200	10,140	10,445	9,574	10,365
Professional Services - Other (Contractual)	63300	75,447	81,030	79,046	77,825
Supplies and Expense	63400	30,393	38,300	40,925	30,650
Tent & Booth Rental	63500	30,834	22,000	25,670	25,000
Decorations	63600	1,369	1,500	1,000	1,500
Art Show - Payment to Seller	63600	3,706	4,000	4,894	5,000
Exhibit Guidebook	63700	7,343	12,000	8,723	10,000
Investment in Durable Goods		71	2,000	6,674	7,000
TOTAL EXHIBITS EXPENSE	63000	284,442	298,080	297,626	296,558
NON FAIR RENTAL OPERATIONS					
Salaries & Wages - Permanent	59100	117,687	174,252	182,252	228,955
Salaries & Wages - Temporary	59100	82,691	94,600	124,600	103,000
Employee Benefits	59110	36,601	48,638	48,638	67,091
Payroll Taxes	59120	15,851	20,567	22,480	25,395
Worker's Compensation Insurance	59130	9,013	14,115	14,115	16,598
Professional Services - Other (Contractual)	59200	112,067	126,000	126,000	126,000
Supplies and Expense	59300	5,070	5,050	5,100	5,000
Outside Services	59500	9,827	12,500	11,500	5,000
Equipment	59600	58,590	40,000	70,000	70,000
Security/Law Enforcement	59502	79,609	80,000	70,000	70,000
Insurance	59503	910	1,000	2,000	2,000
Fire Department Fees	59504	23,781	25,000	25,000	25,000
Business License Fees	59505	21,710	17,500	17,500	17,500
EMT Services	59507	22,530	24,000	28,000	28,000
Parking Expenses - Other than Salaries	59600	20,670	17,500	30,000	20,300
Events - Marketing & Advertising	59700	1,232	17,628	19,000	38,644
TOTAL RENTAL ATTENDANCE OPERATIONS	64000	617,839	718,351	796,185	848,482

Detail of Expenditures

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
HORSE RACING EXPENSE (LIVE):					
Salaries & Wages (Non Pari-Mutuel)	65100				
Salaries & Wages (Pari-Mutuel)	65200				
Employee Benefits	65210				
Payroll Taxes	65220				
Worker's Compensation Insurance	65230				
Professional Services (Contractual)	65300				
Supplies and Expense	65400				
Rental - Totalisator Equipment	65600				
Rental - Other Equipment	65700				
Other (Explain)	65800				
TOTAL RACING EXPENSE (LIVE)	65000	0	0	0	0
SATELLITE WAGERING EXPENSE:					
TOTAL SATELLITE WAGERING	65005	1,550,426	1,521,529	1,545,500	1,481,968
FAIR ENTERTAINMENT EXPENSE:					
Salaries & Wages - Permanent	66100				
Salaries & Wages - Temporary	66101	15,669	20,675	17,331	21,225
Employee Benefits	66110	3,509	3,509	4,500	3,509
Payroll Taxes	66120	1,308	1,429	1,436	1,624
Worker's Compensation Insurance	66130	715	980	2,008	1,061
Professional Services (Contractual)	66200	127,750	147,750	168,195	169,165
Supplies and Expense	66300	15,714	14,500	13,569	14,100
Rodeo	66400				
Grounds Entertainment	66500	81,344	252,500	142,036	160,000
Grandstand Entertainment	66600	194,918	169,500	192,000	195,000
Other (Explain)	66700				
TOTAL FAIR ENTERTAINMENT	66000	440,927	610,843	541,074	565,684
MOTORIZED RACING EXPENSE:					
TOTAL MOTORIZED RACING EXPENSE	66109	0	0	0	0
INTERIM ENTERTAINMENT EXPENSE:					
Salaries & Wages - Permanent	66208				
Salaries & Wages - Temporary	66209				
Employee Benefits	66219				
Payroll Taxes	66229				
Worker's Compensation Insurance	66239				
Supplies & Expense	66309				
Concerts (List)	66609				
Other (Explain)	66809				
TOTAL INTERIM ENTERTAINMENT	66009	0	0	0	0

Detail of Expenditures

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
NON-CAPITALIZED EQUIPMENT EXPENSE (LIST) (Cost less than \$1,000 and life less than one year):					
		39,225	10,000	17,500	
See Supplies & Expense for List					62,000
TOTAL EQUIPMENT EXPENSE	72300	39,225	10,000	17,500	62,000
PRIOR YEAR OPERATING EXPENSE ADJUSTMENT:					
General Expense Adjustments	80010	(41,317)		(17,306)	0
Bad Debt Expense	80020				
PRIOR YEAR EXPENDITURE	80000	(41,317)	0	(17,306)	0
CASH SHORTAGES & OVERAGES:					
Jockey Club	85100	71		(91)	
Fair	85200	67		694	
Event Center	85500	4,727		1,500	
Other (Explain)	85900				
CASH (OVER)/UNDER	85000	4,865	0	2,103	0
DEPRECIATION EXPENSE: (To Sch 7 and Pg. 1)	90000	679,933	632,823	690,437	856,543
OTHER OPERATING EXPENSE:					
Loss on Sale of Asset	94010				
Other Expenses					
Feasibility Study - Long Range Planning					75,000
TOTAL OTHER OPERATING EXPENSE	94000	0	0	0	75,000

Temporary Positions Proposed for 2011

San Mateo County Fair

ACCT. NO.	Expenditure Classification POSITION TITLE	# Employed		Length of Employment		Pay Rate		Amount Budgeted	
		Last	This	No.	Unit	Amount	Per Unit	Detail	Account Totals
		Year	Year						
502	Receptionist - Weekend	1	1	150	hrs	13.00	hr	1,950	6,450
	Accounting - Extra Hire	1	1	300	hrs	15.00	hr	4,500	
522	Office Personnel - Clerk	0	1	200	hrs	15.00	hr	3,000	13,500
	Temporary Hire	1	3	250	hrs	14.00	hr	10,500	
541	Publicity & Marketing Student Intern	1	1	600	hrs	15.00	hr	9,000	9,000

Proposed 2011 Contractual Professional Services

San Mateo County Fair

ACCT. NO.	TYPE OF SERVICE	No. of Pos- tions	Est. Length of Services (hours, days, months)		Amount Budgeted	
			Number	Unit Rate	Detail	Account
						Totals
504	Computer IT Support	1	12		30,000	
	Secret Shopper Program		3	400.00	1,200	
	Attorney Services County		12	1,000.00	12,000	
	Pension Plan Service Fees		1	475.00	475	
	Attorney Services - Other		12	475.00	5,700	
	Employee Background Checks		12	100.00	1,200	
513	Audit Expenses - County of San Mateo	1	12	2,174.08	26,089	
	Pension Plan Audit	1	1	5,000.00	5,000	
						31,089
523	HVAC Maintenance - Acco	1	4	3,000.00	12,000	
	Alarm Monitoring - California	1	12	60.00	720	
	Fire Extinguisher Service - Gerboth	1	12	150.00	1,800	
	Pest Control - Terminix		12	80.00	960	
	Alarm Monitoring/Inspection - Tri County	1	12	500.00	6,000	
	Readerboard Maintenance	1	12	372.08	4,465	
	Carpet Cleaning - Colt	1	2	725.00	1,450	
						27,395

Proposed 2011 Contractual Professional Services

San Mateo County Fair

ACCT. NO.	TYPE OF SERVICE	No. of Posi- tions	Est. Length of Services (hours, days, months)		Amount Budgeted	
			Number	Unit Rate	Detail	Account
						Totals
592	Pro Services - Rental Janitorial - Events	1	12 months	10,500.00	126,000	126,000
632	Judges - Fair					
	Agriculture	1	1	50.00	50	
	Floral Arts	23	1	45.00	1,035	
	Home Arts	14	1	80.00	1,120	
	Culinary Arts	18	1	85.00	1,040	
	Fine Arts	15	1	50.00	750	
	Youth Exhibits	21	1	70.00	1,470	
	Youth Livestock	15	1	250.00	3,750	
	Gardens	1	1	50.00	50	
	New Technology	2	1	50.00	100	
	Sustainable Living	4	1	50.00	200	
	Horse Show	2	1	400.00	800	
						10,365

Proposed 2011 Contractual Professional Services

San Mateo County Fair

ACCT. NO.	TYPE OF SERVICE	No. of Posi- tions	Est. Length of Services (hours, days, months)		Amount Budgeted		
			Number	Unit Rate	Detail	Account	
						Totals	
633	Fair Exhibits - Pro Services						
	"Paid Volunteers"						
	Floral Arts & Agriculture						
	Supervisor	1	1	10,000.00	10,000		
	Assistant	1	1	1,000.00	1,000		
	Helper	2	1	590.00	1,180		12,180
	Home Arts:						
	Supervisor	1	1	6,500.00	6,500		
	Assistant	1	1	1,600.00	1,600		8,100
	Culinary Arts:						
	Supervisor	1	1	6,000.00	6,000		
	Assistant	1	1	1,000.00	1,000		
	Assistant	1	1	1,000.00	1,000		8,000
	Fine Arts:						
	Supervisor	1	1	6,000.00	6,000		
	Assistant	1	1	2,600.00	2,600		8,600
	Youth Exhibits						
	Supervisor	1	1	5,000.00	5,000		
	Assistant	1	1	750.00	750		
	Assistant	1	1	750.00	750		6,500
	Youth Livestock						
	Superintendent	1	1	5,000.00	5,000		
	Assistant Super	1	1	2,600.00	2,600		
	Barn Supervisor	1	1	1,400.00	1,400		
	Poultry Inspectors	3	1	215.00	645		
	Auctioneer -	1	1	700.00	700		
	Ethics Training	1	1	100.00	100		
	Hauling Poultry	1	1	500.00	500		
	Hauling Animals for Processing	1	1	2,500.00	2,500		
	Auction Assistant	1	1	300.00	300		
	Supervising Vet	1	1	800.00	800		
							14,545
	Sustainable Living						
	Superintendent -	1	1	5,000.00	5,000		
	Assistant -	1	1	1,000.00	1,000		6,000
	New Technology						
	Superintendent - Confluent Entertain	1	1	9,000.00	9,000		9,000
	Piano Competition - Sumi Nagasawa	1	1	500.00	500		500
	Fair Exhibits Operations Coordinator	2	1	2,000.00	4,000		4,000
	Horse Show Announcer	1	1	400.00	400		400
					0		77,825

Proposed 2011 Contractual Professional Services

San Mateo County Fair

ACCT. NO.	TYPE OF SERVICE	No. of Posi- tions	Est. Length of Services (hours, days, months)		Amount Budgeted	
			Number	Unit Rate	Detail	Account
						Totals
662	Entertainment - Pro Services					
	Talent Booking - Wilson Events	1	1	21,000.00		
	Staging & Lighting - LB Lights West	1	1	55,250.00		
	Sound - Speeda Sound	1	1	51,215.00		
	Airconditioning - Fiesta	1	1	21,000.00		
	Backline			6,500.00		
	Production Manager - Luis DeArroz	1	1	4,500.00		
	Stage Crew - Eddie Gillespie	1	1	1,500.00		
	Stage Crew - Robin Kahn	1	1	1,500.00		
	Asst. St. Mgr - David Kenworthy	1	1	1,925.00		
	Stage Crew - James Polities	1	1	1,200.00		
	Stage Crew - John Posadas	1	1	1,650.00		
	Stage Crew - Jbob Sogohian	1	1	1,925.00		
						169,165

**PROPERTY, PLANT & EQUIPMENT
PROPOSED ACQUISITIONS & DISPOSITIONS**

San Mateo County Fair
(Legal Name of Fair)

San Mateo
(Location)

	Estimated 2011	Proposed 2012
PROPERTY, PLANT & EQUIPMENT (PP&E), January 1:	\$7,645,306	\$7,947,334
ACQUISITIONS OF FIXED ASSETS:		
Land	0	0
Buildings & Improvements:		
Major Maintenance (MMP) Projects	0	0
ADA Projects	0	0
Building Improvements	0	0
Land Improvements	0	0
New Construction	0	0
Construction In Progress	0	0
Equipment	152,028	155,000
Other Fixed Assets	0	0
Leasehold Improvements	150,000	1,105,000
TOTAL ACQUISITIONS OF FIXED ASSETS	302,028	1,260,000
TOTAL PP&E BEFORE DISPOSITIONS & DEPRECIATION	7,947,334	9,207,334
DISPOSITION OF FIXED ASSETS (Salvaged, Sold, etc.):		
Land	0	0
Buildings & Improvements	0	0
Equipment	0	0
Other Fixed Assets	0	0
Other:	0	0
TOTAL DISPOSITIONS OF FIXED ASSETS	0	0
PP&E BEFORE DEPRECIATION, December 31	7,947,334	9,207,334
DEPRECIATION:		
Accumulated Depreciation, January 1	2,396,148	3,086,585
Less A/D on Dispositions of Fixed Assets above		0
Annual Depreciation Expense (from page 10)	690,437	856,543
Accumulated Depreciation, December 31	3,086,585	3,943,128
PP&E, NET OF DEPRECIATION, December 31	4,860,749	5,264,206
LONG-TERM DEBT (ASSOCIATED WITH FIXED ASSETS)	1,686,267	1,117,717
INVESTMENT IN CAPITAL ASSETS, DECEMBER 31: (to page 1)	\$3,174,483	\$4,146,490

NOTE: Enter all numbers as a positive.

SUMMARY OF SATELLITE WAGERING

San Mateo County Fair

SW-1

	Acct. No.	Actual 2010	Budgeted 2011	Estimated 2011	Proposed 2012
SATELLITE WAGERING REVENUE :					
Admissions - General and Season	45115	\$729,510	\$662,150	\$653,939	\$621,242
- VIP Area	45125	132,289	120,397	124,852	\$118,610
Track Commissions (2%, .6%, etc.)	45205	1,487,889	1,412,221	1,353,981	\$1,286,282
ADW Fees		534,917	508,023	497,259	\$472,396
Program Sales	45305	379,082	333,536	344,271	\$327,057
Concessions	45405	51,135	51,791	48,197	\$45,787
Parking	45505				\$0
Novelties/Souvenirs	45605	763	473	832	\$790
Comcheck/ATM/Lottery	45705	91,299	77,327	87,646	\$83,264
Promotional and Advertising	45805				\$0
Other - Sponsor revenue	45915				
- Impact Fees	45925				
- Miscellaneous (Explain)	45935				
- Reimbursement (Explain)	45945				
Prior Year Revenue Adjustment	49005				
TOTAL (Forward to Page 4)	45005	3,406,883	3,165,919	3,110,976	2,955,428
SATELLITE WAGERING EXPENSE:					
Labor Costs	65105	640,880	647,820	650,000	658,512
Employee Benefits	65115	143,679	145,275	150,000	156,870
Payroll Taxes	65125	48,045	40,165	45,000	40,828
Worker's Compensation Insurance	65135	29,310	29,152	31,000	27,658
Travel/Training	65205	6,433	10,000	5,000	5,000
Management Time	65315				
Professional Services & Contracts	65325	77,747	56,744	57,000	56,500
Equipment Replacement Fund and/or Sinking Fund	65405	10,520	25,000	20,000	23,600
Publicity and Marketing	65505	52,525	50,000	40,000	40,000
Supplies & Expense - General (office, janitorial & maint)	65615	100,124	90,000	90,000	85,000
- Programs, Concessions, Parking	65625	290,246	290,000	270,000	260,000
Supplies & Expense - Lottery	65705	45,138	44,000	55,000	52,500
Fuel & Utilities	65805	30,000	30,000	30,000	30,000
CHRB /CARF/Impact Fees	65905	25,752	20,000	57,500	25,500
Construction Debt Repayment	65915	50,027	43,374	45,000	20,000
Prior Year Expenditure Adjustment	80005				
Cash Over/Under	85005				
TOTAL (Forward to Page 9)	65005	1,550,426	1,521,529	1,545,500	1,481,968
NET EFFECT		\$1,856,457	\$1,644,390	\$1,565,476	\$1,473,460

638.000 Investment In Durable Goods	
LED Screens for Education Displays	\$3,000.00
Stand for Screens	\$800.00
Signage	\$2,000.00
Grid Components for Existing Grid	\$1,200.00

\$7,000.00

723.000 Equipment - General - Expensed	
Camera & Alarm for Parking Trailer	\$2,500.00
8' Barricades - 50	\$4,500.00
Barricade Jackets - SMEC Logo	\$4,500.00
Chairs - Black Padded - 300	\$15,000.00
Picnic Tables	\$16,000.00
Pipe & Drape 500'	\$6,000.00
Round Tables - 60" 20	\$4,500.00
Round Tables - 72" 10	\$2,500.00
Computer Upgrades	\$2,500.00
Radios	\$4,000.00

\$62,000.00

533.000 Special Repairs & Maintenance - Expensed

Expo Hall - General Maintenance (doors)	\$75,000.00
Asphalt Repairs	\$75,000.00
Restroom Maintenance	\$3,000.00
All new signage to facilities	\$20,000.00
Outdoor Lighting in Front of Building	\$5,000.00
Smoking Area Remodel	\$2,500.00
Turf Club HVAC Reconfiguration	\$3,500.00
Reflective Film Fiesta Hall	\$11,289.00
500' 8' black Iron Fence - East side of grounds	\$50,000.00
PSE Building Repairs	\$5,000.00
Sewer Improvements	\$20,000.00
RV Park Improvement - West & East Lot	\$15,000.00

\$285,289.00

Equipment - Capitalized - 5 year Depreciation

Annual Depreciation Expense

5000 lb ForkLift	\$30,000.00
Skid Steer Loader	\$40,000.00
Floor Scrubber	\$35,000.00
4 EBMS Licenses	\$10,000.00
Recycling Trash Handling Equipment	\$40,000.00

\$155,000.00 \$31,000.00

Leasehold Improvements - Capitalized - 8 year depreciation

High Efficiency outdoor light retrofit - Phase I	\$50,000.00
Asphalt Rehab - East Lot - Phase I	\$375,000.00
Fence Grass Area - West Landscape	\$10,000.00
HVAC Expo - Phase I	\$250,000.00
Sequoia/Meeting Pavillion Improvements	\$250,000.00
Fiesta Hall Meeting Rooms	\$100,000.00
Lighting Improvements - South Lot	\$20,000.00
Computer Network Infrastructure	\$50,000.00

\$1,105,000.00 \$138,125.00

659.903 SWF - Equipment Replacement/Sinking Fund

Cypress Hall stackable Chairs	\$10,000.00
Turf Club New Chairs	\$4,500.00
Turf Club TV Sets	\$6,000.00
Turf Club Kitchen Door Hardware	\$1,500.00
Turf Club Patio Furniture	\$1,600.00

\$23,600.00

Exhibit I
BUDGET VARIANCE EXPLANATION

Fair Organization: San Mateo County Fair

	Accounts	Changes for 2012
31200	State Funding	There is no more state funding - A decrease of \$743,758 from 2011. However, almost 80% of the total amount shown was a "one time payment" from CARF & F& E to utilized in accelerated payment of our debt on the Jockey Club. Our loss of funding will be approximately \$155,000.00
41000	Admissions	A slight decrease from 2011 - Weather variable
41500	Commercial	Slight increase from 2011
42000	Concessions	Slight decrease from 2011 - Weather variable
43000	Exhibits	Very slight increase - more outreach
45005	Satellite Wagering	5% decrease - based on historical factors in racing. When we prepared our forecast before the Jockey Club opened in 2008 we proposed a loss of 10% per year. We are cautiously optimistic about decline of only 5% in 2012.
47000	Misc. Fair	Increased Sponsorships from \$114,000 in 2011 to \$140,000 in 2012
48000	Year Around Rental Revenue	Slight Decrease from 2011 - \$25,000 Increase in RV Parking - Upgrades done in fall 2011
49000	PY Revenue Adj.	Not a budgeted item
49500	Other Ops Rev	2011 had an insurance payoff for damage - did not budget for 2012
50000	Administration	No significant change from 2011
52000	Maintenance/Gen. Ops	Budgeted \$285,000 in "special Repairs" including asphalt repairs, signage, Sewer improvements, will spend \$175,000 in 2011
54000	Publicity	Slight Decrease from 2011
56000	Attendance Ops	Slight decrease for 2011- Employee benefits less due to difference in pension plan percentage (new hire)
57000	Misc. Fair	Slight decrease - utility fees are "great unknown"
58000	Premiums	Slight Increase from 2011
63000	Exhibits	Slight decrease from 2011
59100	Non Fair Rental Operations	Salaries & Wages - added parking manager position; Events Marketing & Advertising - Increase in expenses to continue to drive the increase new shows being booked.
65005	Satellite Wagering	Slight decrease from 2011. Reduced costs for labor and services due a reduction in hours on Wednesday and other days of racing that may be reduced in the future.
66000	Fair Entertainment	Slight Increase from 2011 - Grounds Acts to continue to drive attendance
72300	Equipment	Budgeting for barricades, barricade jackets, tables, picnic tables, and pipe and drape (rental inventory). All items will have an ROI of approximately five years.
80000	PY Expense Adj.	Not a budgeted item
85000	Cash (over/under)	Not a budgeted item
94000	Other Operating Expense	Feasibility Study - Long Range Plan \$75,000.00
90000	Deprecation Expense	Increasing annually with capitalized improvements to property.

CEO Signature	Date	Board President Signature	Date