



Notice of Meeting and Agenda

Humboldt County Fair Association
Meeting of the Governing Board
Board of Director's Meeting

Monday, March 2, 2026, at 5:00 PM
In-Person – Board Room

AGENDA

I. CALL TO ORDER

II. ROLL CALL

<input type="checkbox"/> Andy Titus	<input type="checkbox"/> Lawrence Dwight	<input type="checkbox"/> Greg Gomes	<input type="checkbox"/> Clint Duey
<input type="checkbox"/> Sandy Hanks	<input type="checkbox"/> Darren Hansen	<input type="checkbox"/> Johanna Rodoni	<input type="checkbox"/> Wayne Wilson
<input type="checkbox"/> Ben Hawk	<input type="checkbox"/> Vacant	<input type="checkbox"/> Vacant	

III. PRESIDENT'S ANNOUNCEMENT: President Andy Titus

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

This time is provided for members of the public to address the Committee or to submit written communications not on this agenda. Comments are restricted to three (3) minutes per speaker and unused time shall not be transferred to other speakers. Board Members may respond to statements however the Committee cannot discuss or take action on a matter not listed on the agenda.

V. APPOINTMENT OF DIRECTOR TO FILL A DIRECTOR VACANCY (Action Item)

- a. The Board will consider the appointment of Hollie Miller to fill one of the current vacant Director seats.

VI. CONSENT CALENDAR ITEMS

Matters under Calendar Items are considered routine by the HCFA Board and will be enacted upon by one motion, unless a specific request is received by a Director or requested by the member of the public. The Administrative Items will not be read. There will be no discussion of these items unless pulled for discussion.

- a. Approve Minutes of the HCFA Board of Directors Meeting Held January 26, 2026
- b. Approve Updated 2026 Junior Livestock Auctions Rules
- c. Approve Junior Livestock Auction Bylaws Revision 2025

VII. COMMITTEE REPORTS

Receive and file.

- a. Executive Committee – Presented by Andy Titus
- b. Finance Committee – Presented by Clint Duey
- c. Livestock Committee – Presented by Johanna Rodoni
- d. Junior Livestock Committee – Presented by Mandy Marquez
- e. Racing Committee – Presented by Greg Gomes
- f. Marketing and Entertainment – Presented by Lawrence Dwight
- g. Building and Grounds – Presented by Andy Titus
- h. Nominating – Presented by Clint Duey

VIII. NEW BUSINESS ITEMS

- a. Consideration of Forming an Ad Hoc County Lease Review Committee, Take Action as Appropriate.
- b. Receive 2026 Fair Entertainment Proposals, Make Recommendations to Staff and Take Action as Appropriate.
- c. Receive 2026 May Concert Series Proposal, Make Recommendations to Staff and Take Action as Appropriate.
- d. Approve Winter Fair 2026-2027 Proposal, Make Recommendations to Staff and Take Action as Appropriate.

IX. OLD BUSINESS ITEMS

X. CLOSED EXECUTIVE SESSION

- a. Employee Evaluation
Title: Chief Executive Officer; Government Code § 54954.5

XI. REPORT OUT OF CLOSED SESSION

XII. DIRECTOR'S ANNOUNCEMENTS AND/OR REPORTS

XIII. RECEIVE CEO STAFF REPORT

XIV. NEXT MEETING: March 30, 2026

XV. ADJOURN

All agenda items are subject to discussion and possible action.

Notice: This agenda has been posted at least seventy-two (72) hours prior to the meeting in a location freely accessible to members of the public, in accordance with the Brown Act. The full agenda packet is also available on the Fair Association's website at <https://www.humboldtcountyfair.org/>. For items appearing on the agenda, the public is invited to make comments at the time the item comes up for consideration by the Board or Committee. The Chair will call for public comment as each item is heard by the Board or Committee. For items not appearing on the agenda, the public is invited to make comments during the Public Comment period for non-agenda items. All speakers are invited to state their names but are not required to do so. If you wish to submit written material at the meeting, please supply 10 copies. Americans with Disabilities Act: Individuals requiring special accommodations to participate in this meeting are requested to contact the Fair Association Office at (707) 786-9511. Notification 48 hours prior to the meeting will enable the Fair Association to make reasonable arrangements to ensure accessibility to this meeting.



Humboldt County Fair Association

Staff Report – Appointment of Director to Fill Vacant Seat

Date: February 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

V. a. Appointment to Fill a Director Vacancy (Action Item)

Background

Two vacancies currently exist on the Humboldt County Fair Association Board of Directors. In accordance with the Association's Bylaws, the Board may appoint a qualified individual to fill the vacant seat for the remainder of the term.

The Nominating Committee conducted interviews on Tuesday, February 24, and is bringing Hollie Miller forward for consideration to fill one of the existing Board Director vacancies.

Fiscal Impact

None.

Recommendation

Staff recommends the Board consider and take action on the appointment of Hollie Miller to fill the vacant Director seat.

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 5TH Street, Ferndale, CA
BOARD of DIRECTORS MEETING
Monday, January 26, 2026 5:00 PM

1. The meeting was called to order at 5:01 pm by President Titus.
2. Roll Call: Directors present: Andy Titus, Lawrence Dwight, Clint Duey, Greg Gomes, Sandy Hanks, Darren Hansen, Ben Hawk and Johanna Rodoni. Staff present: Moira Kenny and Tanya Razooly. Public present: Duane Martin, Linda Stansberry, Kelly and Gianna O'Day.
3. President's Announcement: Director Titus said he was talking with the committee chairmen to see if they would be willing to continue as chair's this year.
4. Public Comment: None
5. Administrative Correspondence: Moira presented the information letter from CDFA stating that the ban on poultry and dairy cattle exhibitions at fairs and shows had been lifted. She will file the letter.
6. Consent Calendar Items: A motion was made by Director Duey to approve the Consent Calendar Items consisting of the minutes of the HCFA board meetings held on November 17, 2025, December 1, 2025 and January 12, 2026, and the Monthly KPI Report for November 2025. Director Hansen 2nd. No discussion. No public comment. Motion passes.
7. Committee Reports:
 - A. Executive Committee: The committee met January 20, 2026. The CHRB meeting was discussed. The CHRB wants us to come back with our own presentation at the February 26, 2026 meeting. They need all our information in by February 1, 2026. It was decided to move forward with allocation dates.
 - B. Finance Committee: Director Duey reported the committee met on January 20, 2026. They received the KPI report for November 2025 and discussed with Lighthouse the possibility of receiving an unofficial numbers report to see where we are at each month. Public Comment: Linda Stansberry wondered when we would have a budget done.
 - C. Livestock Committee: Nothing to report
 - D. Junior Livestock Committee: The committee met last week and made changes to the exhibitor entry book and the JLAC By-Laws. The livestock committee will go over the changes and make a recommendation to the Board at the next meeting.
 - E. Racing Committee: Discussion later on the agenda.
 - F. Marketing and Entertainment: Director Dwight said there had been no official meeting. Different options were being looked at. Still a work in progress.
 - G. Building and Grounds: Nothing to report.
 - H. Nominating Committee: Director Duey stated there were 3 people interested in the vacant seats on the Board. Interviews will be in the first part of February.
8. New Business Items:
 - A. Receive the 2026 Fair Date Proposal: Moira proposed a 5 day format for the 2026 Humboldt County Fair. She would need to let the vendors know by the end of February what we had decided upon. There would be no open shows if we went to a 5 day format. Director Duey moved to go forward with the 5 day fair proposal and if we get horse racing then work on the 2nd weekend of fair dates. Director Gomes 2nd.

No discussion. No public comment, Motion passes with one opposition. It was decided to move the February board meeting to March 2 since the CHRB meeting is on February 26.

9. Old Business items:

A Receive Winter Fair Event Report: Tonya gave a presentation on the Winter Fair Event and said it was a big success moving it over to Hindley Hall. There were 2600 school children that attended. Public attendance was 10,000. The light show was also a success. Plans are already being made for improvements for next year's event.

Public comment: Linda was wondering if there was a big increase in the PG&E bill.

B. Received Updated CR Rodeo Proposal: Kelly and Gianna O'Day presented a CR Rodeo Draft outline and Summary. Their idea would be to host the first college rodeo of the season. If it were a sanctioned rodeo they figured around 240 contestant would compete. They have proposed two dates to the region and asked their feedback from a poll that was sent. September 12, 2026 was the date decided upon by the HCF Board. The approximate costs and income were discussed. The board will let them know after the CHRB meeting if there will be horse racing.

10. Closed Executive Session.

11. Report out of Closed Session: Nothing to report.

12. Director's Announcements/Reports: None

13. Receive CEO Staff Report: Moira stated on February 3 she was having a walk through with the logging conference directors. She has been looking at fun and affordable entertainment acts for the fair. A notice had been received that the penalties for the 2024 taxes had been waived. She is working on an event rental calendar for the board and also working on the budget.

14. Next Meeting: The next Board meeting will be held on March 2, 2026 at 5:00pm.

15. With no further business to discuss, the meeting was adjourned at 7:40 pm,



Humboldt County Fair Association

Staff Report – Consent Agenda Items 6.b and 6.c

Date: February 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

6.b. Approve Updated 2026 Junior Livestock Auction Rules

Background

The Junior Livestock Auction (JLA) Committee reviewed and updated the 2026 Junior Livestock Auction Rules at its January 20, 2026 meeting to improve clarity and align with current auction operations. Non-auction-related provisions were removed and will be incorporated into the General Livestock Guidebook Rules for future Board consideration.

The Livestock Committee reviewed the updated rules at its February meeting. A motion to recommend approval to the Board of Directors was made, voted on, and approved.

Fiscal Impact

No direct fiscal impact. Updates provide operational clarity and reduce risk.

Recommendation

Staff recommends the Board approve the updated 2026 Junior Livestock Auction Rules as recommended by the JLA and Livestock Committees.

6.c. Approve Junior Livestock Auction Bylaws Revisions (2025)

Background

The Junior Livestock Auction Bylaws were reviewed multiple times by the Junior Livestock Auction Committee throughout 2025 to strengthen governance structure and improve clarity.

Key revisions include:

- Adjustments and clarification of committee seat allocations;
- Clarification regarding management and use of auction funds;
- Establishment and clarification of quorum requirements for voting;
- General language updates for consistency and uniformity.

The Livestock Committee reviewed the revisions at its February meeting. Recommendations for general uniformity were incorporated, and the Committee voted to recommend approval to the Board.

Fiscal Impact

No immediate fiscal impact. Revisions enhance governance clarity and transparency regarding auction funds.

Recommendation

Staff recommends the Board approve the revised 2025 Junior Livestock Auction Bylaws as recommended by the Junior Livestock Auction Committee and the Livestock Committee.

HUMBOLDT COUNTY FAIR ASSOCIATION – EXHIBITOR GUIDE 2026

PAGE: 1 of 4

DEPARTMENT: YOUTH LIVESTOCK

Youth Livestock Auction Rules

Auction is Sunday, August 16, 2026 at 1:00pm in the Covered Arena

1. Exhibitors must be at least 9 years of age by January 1, 2026 to participate in the Humboldt County Fair Jr Livestock Auction.
2. Exhibitors may sell only *one* animal in the Jr Livestock Auction, with the following exceptions:
 - a. An exhibitor who has one or more grand or reserve champions must sell all champions and may sell only one additional non- champion animal. Champion animals include replacement heifers.
 - b. Only Grand and Reserve Champion Rabbit pens are eligible for participation in the Jr Livestock Auction.
 - c. Only Grand Champion, Reserve Champion, and 3rd Place turkey and meat bird pens are eligible for participation in the Jr Livestock Auction.
3. The Humboldt County Fair Junior Livestock Auction is a **terminal auction**. By entering in any auction-eligible division, the exhibitor and their adult representative(s) are agreeing to the sale and processing of the animal.
 - a. An exhibitor may choose to voluntarily withdraw their animal from participation in the Junior Livestock Auction by providing written notification to the Livestock Superintendent or Junior Livestock Auction Committee President by Friday, August 14 at 12 pm. There is a \$100 fee, due at the time of written notification, for *voluntary* withdrawal of an animal from the sale.
 - i. Exhibitors may be exempt from withdrawal fee if the animal is determined ill and not fit for Auction participation by a Humboldt County Fair designated, licensed veterinarian.
 - b. All Champion and Reserve Champion animals are required to sell in the Jr Livestock Auction and may not be voluntarily withdrawn.

Weight Requirements			
Species	Minimum Weight	Maximum Weight*	Seller paid up to
Market Beef	1100 lbs	Not applicable	1400 lbs
Market Goats	65 lbs	120 lbs	120 lbs
Market Hogs	210 lbs	300 lbs	300 lbs
Market Lambs	110 lbs	Not applicable	150 lbs

*Animals exceeding the maximum weight cannot participate in a market class or the Jr Livestock Auction, but may be exhibited in showmanship

BEFORE THE FAIR

1. Each exhibitor who has an animal in the auction must sell at least one ticket for the pre-auction luncheon. If not, \$100 will be deducted from their Auction check. Those turning in tickets after August 1st will be fined \$100. Tickets are available from 4-H club or FFA advisors. Contact Mary Ann Renner (707) 496-1501 with questions or to obtain tickets.
2. Exhibitors must be present to sell their own animal. If you have an anticipated conflict with the Jr. Livestock Auction date and would like to request exemption:
 - a. Submit a written statement to the Humboldt County Fair Association Livestock Committee, signed by the exhibitor, requesting exemption to the Humboldt County Fair office no later than 30 days prior to the Jr Livestock Auction.
 - b. Be aware that all exhibitors must be present to show their own animal.

DURING THE FAIR

1. Animals must be weighed in at their designated time. See Youth Livestock Schedule for details.
2. An animal shall be weighed only once. This weight will be used for the market show and the Jr Livestock Auction. The animal owner or their representative must sign weigh slip as the animal exits the scale to acknowledge the determined weight.

For more information, please call the Humboldt County Fair Association main office 786-9511 or visit our website at www.humboldtcountyfair.org

3. Animals failing health inspection by a Humboldt County Fair designated, licensed Veterinarian at any point during the fair will not be allowed to participate in the Jr Livestock Auction.
4. Animals determined to be a safety hazard to the public, at the discretion of the Livestock Superintendent, are subject to removal from participation in the Jr Livestock Auction.
5. Exhibitors who qualify more than one animal for the Jr Livestock Auction must notify the Livestock Office by 12pm, Friday, August 14, which animal he or she wishes to sell. If notification has not been provided by the deadline above, a Jr Livestock Auction committee member will decide which animal will participate in the Auction.

THE DAY BEFORE THE AUCTION – Saturday, August 15, 2026

1. All exhibitors selling in the Auction must attend the **Mandatory Auction meeting on Saturday, August 15 at 9 am** in the Covered Arena. If you miss this meeting, are late, or leave before the meeting is over, you will be fined \$25. *No exceptions will be granted.*
2. In the event your name was left off the sale order, notify the Auction chair leading the meeting immediately after the conclusion of the mandatory auction meeting.

THE DAY OF THE AUCTION – Sunday, August 16, 2026

1. Be on time. It takes just over one minute to sell an animal. If you miss your sale order, you will be moved to the bottom of the sale.
2. Exhibitors are required to be in uniform, based on respective 4-H or FFA organization standards. Independents must wear white polo or button-down shirt and white or blue jeans.
3. You must sell your own animals unless:
 - a. You have received prior approval from HCFA Livestock Committee, following the process outlined at the beginning of this document.
 - b. A medical emergency.
 - c. A FFA or 4-H event conflicts with the sale.
4. Exhibitors are required to have a photograph taken with their animal, by the Jr Livestock Auction designated photographer, following the sale of their animal.
5. A thank you card must be completed (signed, addressed, and stamped) and turned into a designated table no later than 30 minutes after the close of the Jr Livestock Auction.

- a. Failure to submit a completed thank you card by the deadline will result in a \$50 fine.
- b. Auction check may be withheld until the required thank you card is completed and turned into the Humboldt County Fair main office.

Deductions from Sale Check		
Species	Commission*	Processing fee*
Market Beef	Not to exceed 7%	\$185*
Market Goats		\$70*
Market Hogs		\$90*
Market Lambs		\$70*
*SUBJECT TO CHANGE		

The JLAC makes every effort to ensure payment is as prompt as possible.

TIPS FOR SUCCESS

- Work diligently with your animal so that you are a credit to the 4-H and FFA and make a favorable impression for all potential buyers. The animals must be clean and the owners should look their best to attract potential buyers.
- Weigh animals regularly prior to fair to ensure they are on track to achieve your desired final weight.
- Do not hold animals back from feed or water. This can result in poor carcass quality.
- Contact at least two possible buyers for your animal prior to the opening of the fair. Remind them again a day or so before the date of the sale.
- Do not solicit buyers on the Fairgrounds the day of the Auction.

Humboldt County Fair Junior Livestock Auction Committee

By- Laws

Reviewed and approved 2025

Article 1

Name

This committee shall be known as the Junior Livestock Auction Committee, hereinafter referred to as the "Committee" and its principal office shall be located at the Humboldt County Fairgrounds, Ferndale, Humboldt County, Ca. The Committee shall be dedicated to the creation and operation of the annual Junior Livestock Sale. It is the duty of the members of this Committee to make all decisions and arrangements necessary to conduct the sale of market livestock at the annual county fair.

Article II

Purpose

Section 1.

The purpose of this Committee shall be to conduct the annual Junior Livestock Sale of eligible market animals at the Humboldt County Fair.

The Committee shall (but not limited to):

- A. Obtain volunteers to auctioneer the event, arrange a pre-sale lunch for respective buyers, family and community; obtain event and program sponsors and cause advertising materials to be printed, published and distributed in promotion of the auction and/or it's exhibitors
- B. Under the direction of the Committee act as a custodian of monies received and assure their safety; arrange for the collection, accounting and distribution of the sale proceeds and accomplish all with diligence to industry standards, local, state and federal laws, Livestock regulations and quarantines. All resales are the responsibility of the Committee.
- C. Establish rules and regulations necessary to the proper operation of said auction and to determine the requirements and qualifications of all animals to be sold at said auction.
- D. Promote and encourage youth to become good, useful and productive citizens while gaining hands-on knowledge of raising and marketing their market animals for the county fair.
- E. To work closely with the Livestock Superintendent in carrying out the responsibilities of his/her job.

Section 2.

The Committee Chairman may appoint members to fill specific jobs which are necessary to the sale's successful operation. Chair or designee shall attend the monthly meetings of the Fair Board throughout the year and make reports to the Directors on behalf of the Committee.

Section 3.

Financing all activities by the Committee on behalf of the Junior Livestock Sale consignors shall be accomplished by withholding a percentage from all proceeds of the sale, advertisement and sponsorships. The percentage withheld is determined annually by the Committee in order to adjust to ensure coverage of annual cost of operations. The sale proceeds shall cover operating expenses including but not limited to brand/health inspection fees, advertising and publication cost, luncheon expenses, proportionate transportation and slaughter fees (cost shared with exhibitors – fees set annually by Committee) and any other directly attributed costs of running the sale.

Section 4.

A contingency fund, with a minimum of one year's operating expenses will exist for the purpose of reimbursement of unexpected events/circumstances. Disbursement from this account is at the request/discretion of this Committee.

Section 5.

Distribution of net consigner funds shall be made at the discretion of the CEO of the fair association, but no later than when full buyer payments are received. Checks are mailed to exhibitors by fair staff as directed by the Committee Chair and/or Treasurer.

Article III Membership

Section 1.

The Board of Directors of the Humboldt County Fair shall confirm all appointments made by this Committee on an annual basis. Committee to meet and confirm members by the first meeting following the fair. The breakdown of membership is as follows:

- 2 Humboldt County Fair Board of Directors
- 1 Humboldt County UC Extension Farm Advisor
- 1 Humboldt County UC Extension 4-H Advisor
- 2 Future Farmers of America Advisors
- 2 Humboldt-Del Norte County Cattlemen's Association
- 2 Humboldt County Cattlewomen
- 2 Future Farmers of America student members 1 Eureka north & 1 Eel Valley south
- 2 4-H youth members 1 Eureka north & 1 Eel Valley South

- 2 4-H leaders 1 Eureka north & 1 Eel Valley south
- 1 Farm Bureau Representative
- 10 members at large from Humboldt County

The Humboldt County Fair Board President and CEO to serve as ex-officio members.
(27 members total)

Section 2.

The Committee may enlist the support and services of other individuals and organizations, in carrying out the duties of this Committee.

Section 3. A member who misses 3 consecutive unexcused meetings shall be removed from this Committee.

Article IV Voting

Section 1.

A simple majority of present and qualified voting members is needed to pass any motion or measure with the exception of rule changes or policy decisions with required quorum or proxy vote.

Section 2.

1. Eleven (11) members shall constitute a quorum.

Article V Meetings

Section 1.

The Committee shall meet not less than four times during the year. The chairman may call such other meetings of the Committee as may be necessary.

Section 2.

The chairman shall call a meeting of the Committee when requested by not less than five (5) regular members.

Article VI Officers

Section 1.

The officers of the Committee shall consist of a Chairman, Vice-Chairman, Secretary, and a Treasurer. The officers shall be elected by a majority of the members present at the first meeting following fair and shall serve for a term of one year or until their successor are duly elected.

Section 2.

In the event of a vacancy occurring in any office, the remaining members of the Committee shall elect one of their members to fill such vacancy.

Article VII
Duties of Officers

Section 1.

The Chairman or his/her designee shall preside at all meetings of the Committee and shall perform all duties arising in connection with the affairs of the Committee as are generally recognized as pertaining to the duties of the presiding officer. Chairman is responsible for sending the agenda and previous meetings minutes to the Fair CEO 7 days prior to the scheduled meeting.

Section 2.

The Vice-Chairman, in the absence of the chairman, shall succeed to all the powers and duties of the chairman.

Section 3.

The Secretary shall attend all meetings, keep minutes of the proceedings, maintain a current membership and mailing list of official and interested members, write or reply to such correspondence and data that the Committee may accumulate, and perform such other duties as the chairman may direct. Secretary is responsible for submitting minutes to Chairman following each meeting. Secretary will be responsible for sending meeting reminder two weeks prior to each upcoming meeting.

The Secretary may delegate any portion of these duties to any suitable proxy.

Section 4.

The Treasurer keeps accurate and current record of all financial transactions pertaining to JLA, prepares and presents income/expense statements to JLAC, and works with the Humboldt County Fair Office to ensure bills are sent and paid.

Article VIII
Standing Committees

Section 1.

There shall be such standing Committees appointed by the Chairman as shall be necessary to carry on the work of the Committee.

Article IX
Amendments

Section 1.

These by-laws may be amended at any regular or special meeting called by the Chairman by a majority vote of all members of the Committee.

Section 2.

Notice of any proposed amendments shall be sent to all members not less than (72) hours prior to any meeting at which such amendments are to be voted.

Revised: March 2017
Amended on July 15, 2025



Humboldt County Fair Association

Staff Report – VIII.a. Ad Hoc County Lease Review Committee

Date: February 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

VIII.a. Consideration of Forming an Ad Hoc County Lease Review Committee (Action Item)

Background

In June 2025, a one-year extension of the Fairgrounds lease with the County of Humboldt was processed. The County has indicated its intent to revisit the lease process in advance of the expiration of that extension.

Given the operational, financial, and long-term planning implications of the County lease, a comprehensive review is warranted. Formation of an Ad Hoc County Lease Review Committee would allow focused evaluation of current lease terms, identification of areas for clarification or modification, and development of recommendations for Board consideration prior to engaging further with the County.

Fiscal Impact

None at this time. Future lease negotiations may have fiscal implications subject to Board approval.

Recommendation

Staff recommends the Board consider formation of an Ad Hoc County Lease Review. The Committee shall review and analyze the existing lease agreement, assess operational and financial impacts, identify priority amendments, and develop proposed negotiation objectives for Board approval prior to engaging with the County.



Humboldt County Fair Association

Staff Report – VIII.b. 2026 Fair Entertainment Proposals

Date: February 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

VIII.b. Receive 2026 Fair Entertainment Proposals (Action Item)

Background

Staff has developed preliminary entertainment proposals for the 2026 Humboldt County Fair. The proposed programming is designed to align with projected budget parameters, community interest, attendance growth objectives, and sponsorship opportunities. The Executive Committee has reviewed the proposals and recommends approval of the acts identified in the accompanying presentation. Additional recommendations will be presented as proposals continue to develop.

Board review and direction are requested prior to advancing contract negotiations.

Fiscal Impact

Entertainment expenses will be incorporated into the 2026 Fair operating budget. Final financial impact will depend on selected acts, production requirements, sponsorship support, and projected ticket revenue.

Recommendation

Staff recommends the Board receive the 2026 Fair Entertainment proposals, provide direction to staff, and take action as appropriate.



Humboldt County Fair Association

Staff Report – VIII.c. 2026 May Concert Series Proposal

Date: February 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

VIII.c. Receive 2026 May Concert Series Proposal (Action Item)

Background

Staff has prepared a proposal for a 2026 May Concert Series as part of ongoing efforts to expand Humboldt County Fair Association hosted year-round programming and increase off-season revenue generation at the Fairgrounds. The Executive Committee received a preliminary proposal at its February 24 meeting and recommended that staff present the proposal to the Board for approval.

The proposal outlines projected performers, estimated costs, revenue assumptions, and operational considerations. Board review and approval are requested prior to moving forward with booking and promotion.

Fiscal Impact

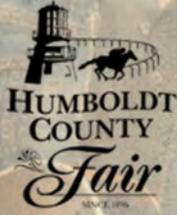
Projected revenues and expenses are included in the proposal. Final financial performance will depend on artist selection, ticket sales, sponsorship participation, and production costs.

Recommendation

Staff recommends the Board receive the 2026 May Concert Series proposal, provide direction to staff, and take action to approve the proposal so that staff may proceed with finalizing contracts.

STAMPEDE

COUNTRY MUSIC • BEER & WINE FESTIVAL



MAY CONCERT PROPOSAL

ZAC GROOMS

JESSE LEIGH

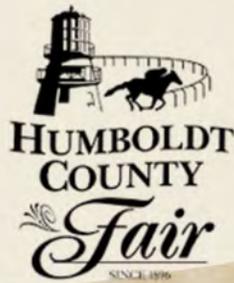
CASEY CHESNUTT

MAY 30TH & 31ST

TWO NIGHTS OF LIVE COUNTRY MUSIC!

Humboldt County Fair Association
1250 5th Street, Ferndale CA

Proposal by:
HCF Event Coordinator Tonde Razooly



Dear Members of The Humboldt County Assosiation Board,
It has been my privilege to work at the Humboldt County Fairgrounds,
and it has sincerely been my intention to bring the community to our
grounds throughout the year through HCF-sanctioned
and independent events. These events not only provide opportunities
for visitors to enjoy the Fairgrounds but also generate revenue
to fund essential repairs and support annual operations costs.

Our Winter Fair continues to grow in popularity during the winter
months. As part of the HCF team, I am excited to present for your consideration
the attached proposal for a Spring Concert event:

Stampede, a Country Concert, Beer & Wine Festival.
Collectively, we have prepared the proposal with a conservative approach,
estimating modest proffit for this first-year event.

My goal is to ensure we can successfully deliver a well-managed and enjoyable
experience for attendees, while setting a strong foundation for future growth.
I am confident that, much like Winter Fair, this event has the potential to
exceed expectations as it gains recognition and attendance in subsequent years.

I greatly appreciate your consideration of this proposal
and hope I have the opportunity as part of the HCF team to expand, grow,
and maximize the use of our exceptional facilities for the benefit of the
whole community. Thank you for your time and support.

Warm regards,

Tande Razaaly

Special Events Coordinator
Humboldt County Fair Association

Stampede Beer & Wine Festival at The Humboldt County Fairgrounds

May, 30th-31st

Proposal to launch a two-day country music concert series combined with a beer and wine festival at the Humboldt County Fairgrounds on May 30–31, 2026. The event will feature regional and nationally recognized artists, food trucks, vendor booths, VIP experiences, and on-site camping for attendees seeking a full weekend experience. The goal is to establish an annual, scalable early-summer signature event.

STAMPEDE 2026 LAUNCH

Saturday May 30th

Line up

Featured Performers

- Luke Powell
- JB Aaron

- Casey Chesnutt
(Headliner)

Sunday, May 31st

Line up

Featured Performers

- Zac Groom
- Jesse Leigh

*Artist lineups are subject to availability and may vary; however, the overall investment level, production quality, and entertainment value will remain consistent with the budgets and standards outlined in the proposal. Any substitutions will be made with performers of comparable draw, professionalism, and market value to ensure the event experience, ticket pricing structure, and sponsor exposure remain equivalent to the projected quality level.



From Concert to Festival: The Role of Beer, Wine & Camping

Including a beer and wine component in the Stampede festival is more than an add-on—it transforms a standard music event into a full festival experience. By emphasizing craft beverages alongside the live music, the festival attracts a wider demographic, including groups of friends, couples, and adults who may have otherwise skipped a music-only concert. This expanded audience creates a vibrant, social atmosphere that enhances overall attendance and engagement.

Making the beer and wine experience just as prominent as the musical acts ensures that attendees feel fully immersed in a festival environment. With dedicated tasting areas, curated local breweries and wineries, opportunities for sampling and conversation, and on-site camping options that allow guests to enjoy both full days of music and beverages, the festival becomes a true destination event rather than a single performance.

This strategy encourages longer stays, higher per-capita spending, and repeat attendance, as guests can relax, socialize, and fully engage with the festival experience from start to finish. By integrating music, beverages, and camping equally, Stampede positions itself as a must-attend early-summer festival in the redwoods, appealing to a broader audience while solidifying the festival's identity and branding. The combination of live entertainment, quality local beer and wine, and immersive camping elevates the event beyond a concert, creating a memorable experience that resonates with attendees long after the music ends.

Stampede Country Concert Beer & Wine Festival Camping



By hosting the Stampede at the Humboldt County Fairgrounds, we have the unique infrastructure to offer on-site camping for festival guests, creating an additional revenue stream beyond ticket sales, food, and beverage. While camping revenue is not currently reflected in the projected revenue streams, it represents an opportunity to generate supplementary funds for the Fairgrounds by providing a premium, multi-day festival experience. This option not only enhances the overall attendee experience—encouraging guests to stay both days and engage more deeply with the event—but also leverages the Fairgrounds' facilities to support the financial sustainability of future events.

Stampede – Ticket Sales Scenarios

Two-Day Festival: Attendance 825–1250

Ticket Pricing:

Single-Day General: \$30

Single-Day VIP: \$50

Two-Day Pass: \$45

Two-Day VIP Pass: \$85

Scenario 1: 825 Attendees

(w/Estimated Vendor & bar revenue \$7,200, sponsorships \$5,100= \$12,300)

- Single-Day General Tickets: $500 \times \$30 = \$15,000$
- Single-Day VIP Tickets: $100 \times \$50 = \$5,000$
- Two-Day Passes: $150 \times \$45 = \$6,750$
- Two-Day VIP Passes: $75 \times \$85 = \$6,375$ Total Revenue: \$45,425

Estimated Profit After of \$44,200: \$1225

Scenario 2: 950 Attendees

(w/Estimated Vendor & bar revenue \$7,200, sponsorships \$5,100=\$12,300)

- Single-Day General Tickets: $550 \times \$30 = \$16,500$
- Single-Day VIP Tickets: $120 \times \$50 = \$6,000$
- Two-Day Passes: $180 \times \$45 = \$8,100$
- Two-Day VIP Passes: $100 \times \$85 = \$8,500$ Total Revenue: \$51,400

Estimated Profit After Cost of \$44,200: \$7200

Scenario 3: 1100 Attendees

(w/Estimated Vendor & bar revenue \$7,200, sponsorships \$5,100=\$12,300)

- Single-Day General Tickets: $600 \times \$30 = \$18,000$
- Single-Day VIP Tickets: $150 \times \$50 = \$7,500$
- Two-Day Passes: $250 \times \$45 = \$11,250$
- Two-Day VIP Passes: $100 \times \$85 = \$8,500$ Total Revenue: \$57,550

Estimated Profit After Cost of \$44,200: \$13,350

Scenario 4: 1250 Attendees

(w/Estimated Vendor & bar revenue \$7,200, sponsorships \$5,100=\$12,300)

- Single-Day General Tickets: $700 \times \$30 = \$21,000$
- Single-Day VIP Tickets: $175 \times \$50 = \$8,750$
- Two-Day Passes: $275 \times \$45 = \$12,375$
- Two-Day VIP Passes: $100 \times \$85 = \$8,500$ Total Revenue: \$62,925

Estimated Profit After Cost of \$44,200: \$18,725

Note: These scenarios show possible revenue outcomes and estimated profit based on varying attendance numbers and ticket mix over two festival days.

Stampede Revenue Opportunity

(Scenario 1: 825 Attendees, Vendor Fees, & Sponsorships)

↳ Ticket Sales

Scenario 1: 825 Attendees

- Single-Day General Tickets: $500 \times \$30 = \$15,000$
- Single-Day VIP Tickets: $100 \times \$50 = \$5,000$
- Two-Day Passes: $150 \times \$45 = \$6,750$
- Two-Day VIP Passes: $75 \times \$85 = \$6,375$ Total Revenue: $\$33,125$

With 825 total tickets sold over two days, the event would need to average approximately 413 tickets per day (about 412–413 attendees daily) to reach the projected sales goal.

↳ Vendor Fees

- Beer & Wine Vendors: $12 \times \$225 = \2700
- Food Vendor Commission: $20\% = \$2500$
- HCF Bar Sales (this is low due to the beer & wine vendors) $\$2000.00$

Total Vendor Revenue estimated at: \$7,200

↳ Additional Revenue & Sponsorship Opportunities

- Main Stage Naming Rights $2 \times \$1000 = \2000
- Logo Placement = $5 \times \$500 = \2500
- Verbal recognition = $4 \times \$150 = \600

Total Vendor Revenue estimated at: \$5100.00

↳ Total Expected revenue possibilities:

Summing all revenue streams for Stampede Scenario 1, 825 attendees:

Ticket sales $\$33,125$,
Vendor & bar fees $\$7,200$,
Sponsorships $\$5,100$
Total Revenue: $\$45,425.00$

Stampede Financial Requirement

(And Scenarios w/Profit)

2026 Talent Cost	\$30,000
Hotels and Meals	\$1,500
Employee Cost	\$1,500
Security	\$1,500
Sound Monitoring	\$1,700
Advertising	\$4,000
10% Contingency	\$4,000
Total Cost	\$44,200

Scenario 1: 825 Possible Revenue \$44,825
Scenario 1: 825 Attendees - Profit \$1225

Scenario 2: 950 Attendees Revenue \$51,400
Scenario 2: 825 Attendees - Profit \$7200

Scenario 3: 1100 Attendees Revenue \$57,550
Scenario 1: 825 Attendees - Profit \$13,335

Scenario 4: 1250 Attendees Revenue \$62,925
Scenario 1: 825 Attendees - Profit \$18,750

Stampede Marketing Plan

Objectives: Sell a balanced mix of general admission and VIP & 2-day tickets to the event while building awareness of the Fairgrounds as an annual entertainment event destination.

Promote the Beer + Wine Festival experiences alongside the concerts. Attract diverse demographics with both national and local performers while securing sponsorships to enhance revenue streams.

Primary Target Audience: Country music fans ages 25–65 & Craft beer and wine enthusiasts

Secondary: Local residents interested in live music events & Fans of the headliner from surrounding counties

Key Messaging Headline: "Two Days of Country Music, Beer + Wine, and Fun at the Fairgrounds!" STAMPEDE FESTIVAL

Supporting Points: Multiple local and national performers with VIP experiences
All-day access to food trucks and vendor booths to complement the festival atmosphere

Marketing Channels: Digital Marketing, Social Media, Platforms: Facebook, Instagram, TikTok, X (Twitter) - Paid targeted ads based on music preferences, and location
Promote early-bird tickets to the Fairgrounds mailing list with weekly updates
Website & Event Page: Dedicated landing page for ticketing, lineup, and schedule
Include artist bios, FAQ, and sponsor recognition

Traditional Marketing: Local Radio & Print: Radio stations targeting country music and local events, Press releases in regional newspapers, and flyers distributed in localaly.

Event Partnerships: Cross-promotions with local breweries, wineries, and music blogs

Artist Engagement: Encourage bands to promote the event on their social media

Sponsorship & Partner Promotions: Highlight sponsors on social media, website, and stage. Offer co-branded promotions with local breweries, wineries, and vendors.

Budget Allocation (Estimated for Marketing – \$4,000 Total):

- **Digital Ads (Facebook, Instagram, TikTok, Google) – 40%: \$1,600**
- **Print & Radio – 20%: \$800**
- **Promotional Materials (Posters, Flyers, Signage) – 15%: \$600**
- **Influencer & Artist Partnerships – 15%: \$600**
- **Miscellaneous / Contingency – 10%: \$400**

Internal Sound Monitoring

Previously, sound monitoring for Fernstock 2023 was contracted at \$3,100 as a one-time service, which unfortunately resulted in no recordable data. For the upcoming Humboldt County Fairgrounds concert series, bringing in sound monitoring now allows us to significantly reduce the cost to \$1,700. This reduced cost not only covers professional monitoring services but also includes the purchase of the necessary equipment for future events, providing long-term value for the Fair Association. The equipment package includes two noise meters, tripods, and SD cards, enabling accurate, continuous monitoring at two locations in compliance with the Humboldt County Conditional Use Permit (CUP) noise limits. With this approach, we will collect valid noise data, prepare a summary report for County review, and ensure reliable, repeatable monitoring for all future concert events at the Fairgrounds, all while remaining budget-conscious.

RE: Noise Monitoring During Fairgrounds Concert Series

Pursuant to your request, I am pleased to submit this proposal for noise monitoring during the concert series event at the Humboldt County Fairgrounds

Based on our discussions about the project, I understand that the event is subject to requirements under a Humboldt County Conditional Use Permit (CUP). These requirements include a maximum allowable noise level (73dB Max CNL) at two (2) monitoring points to ensure the event does not unduly disturb nearby residents. I will monitor the noise levels during the event, collecting sufficient data to provide an accurate assessment of the event noise. The proposed work includes collecting noise data at two previously used monitoring locations for a period sufficient to meet County permit requirements, analyzing the collected data, and preparing a short summary report characterizing the event noise. The report will be provided to the Humboldt County Fair Association and/or the Humboldt County Planning & Building as needed.

My proposal includes a cost for the equipment (\$1076.00) that the HCFA will purchase and own for the future. My work and data collecting will be done on an hourly basis @ \$30/hr for approximately 20 hours (\$600.00). Total= \$1676.00

Expectations require the following:

- The Humboldt County Fair Association will provide permits and previous reports for review
- Monitoring will be required at no more than two locations per permit.
- The Humboldt County Fair Association will assist, if needed, with obtaining permission and/or access to use the two monitoring locations.
- Noise meters may be safely left in place for the length of time required.

EQUIPMENT STUDY COST

2 noise monitors - \$960.00

The Extech SDL600 Sound Meter and Recorder \$480.00

This is the main unit for the primary location that monitors and records the DB levels every 10 minutes throughout the event (as a redundancy), which will also be written down and photographed every 30 minutes during the event.

The Extech 407732 Sound Meter with Calibration Tool \$480.00

This is the secondary unit used at the 2nd location that monitors the DB levels that will be written down and photographed every 30 minutes during the event. ***Note that this kit comes with a calibration tool that will make sure we are monitoring the DBs correctly.

2 Tripods - \$100.00

Standard 3-leg camera tripod -@ \$50.00

Used to mount the Sound Meters 2 SD Cards - \$16.00 2 GB SD Card- \$8.00 Used to record data, swapped out every night after the event.

Cones and caution tape from the fairgrounds to mark off the area around our sound meters so they are not tampered with.

Deliverables and Schedule:

- Noise Report will be delivered to the Humboldt County Fair Association within one week of completing the noise data collection during the concert series event.



**Committed
Donations:**

Cahill Dairy, Ferndale, CA

Bales are 4'x 8'

Up to 3 loads

Truckload value is approximately \$6,000.00

Flying Dutchman Country Cruises – Special Giveaway
Flying Dutchman Country Cruises is generously offering a free cabin on their Country Cruise during the Saddle, Sip & Strum festival event. Valued between \$3200.00-\$9000.00



STAMPEDE CONCERT BEER & WINE FESTIVAL PROPOSAL IS REQUESTED TO BE CALENDARED AS A HUMBOLDT COUNTY FAIR (HCF) EVENT AND WILL BE MANAGED INTERNALLY BY MOIRA KENNY, CEO, IN CONJUNCTION WITH TONDE RAZOOLY, EVENT COORDINATOR. ALL HCF STAFF WILL BE ENGAGED AS REQUIRED FOR THE STAMPEDE CONCERT BEER AND WINE FESTIVAL AS AN OFFICIAL HCF EVENT.



Humboldt County Fair Association

Staff Report – VIII.d. Winter Fair 2026–2027 Proposal

Date: February 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

VIII.d. Approve Winter Fair 2026–2027 Proposal (Action Item)

Background

Staff has developed a proposal for the 2026–2027 Winter Fair, including event scope, timeline, budget projections, and operational framework. The Winter Fair continues to support increased facility utilization, expanded community engagement, and diversified revenue streams during the off-season.

Following a review of operational efficiencies, deficiencies and event performance, staff is recommending modifications to certain components, including the Holiday of Trees Bazaar and the Light Tour. Proposed changes include format adjustments and potential expansion opportunities. Keeping the event fresh and evolving is critical to encouraging returning attendance while also broadening appeal to a wider segment of the community.

Board approval is requested to allow staff to proceed with planning, vendor coordination, sponsorship development, promotional efforts, and implementation of the recommended enhancements.

Fiscal Impact

Projected revenues and expenditures are included in the proposal. Final outcomes will depend on attendance, vendor participation, sponsorship support, and operational conditions.

Recommendation

Staff recommends the Board approve the Winter Fair 2026–2027 proposal, including the recommended event modifications and enhancements, and provide direction to staff as appropriate.



Humboldt County Fairground Association ICE RINK at Winter Fair Business Plan 2026–27

Executive Summary The Humboldt County Winter Fair is a seasonal community event centered on youth and family engagement, anchored by an indoor ice skating rink and expanded winter attractions. Following a highly successful return in the 2025–26 season, the Winter Fair welcomed more than 10,000 visitors and generated over \$290,000 in gross revenue in its first year back at the Humboldt County Fairgrounds. For the 2026–27 season, the Humboldt County Fairground Association

seeks to build upon this momentum by increasing profitability while reducing operating costs, maintaining a high-quality and safe guest experience, and strengthening the long-term sustainability of the fairgrounds.

This business plan is intended to support internal planning as well as external financing discussions with lenders or investors. It outlines market demand, management structure, operating strategy, cost controls, revenue growth initiatives, and detailed financial projections.

Event Overview The Winter Fair operates as a multi-week seasonal attraction featuring an ice skating rink, field trips for schools, themed public skate sessions, lighted winter displays, and family-oriented activities. The event serves as both a recreational opportunity during the winter months and a revenue-generating initiative dedicated to preserving the historic buildings and grounds of the Humboldt County Fairgrounds.

Dates of Operation for the 2026–27 Winter Fair are scheduled from November 13, 2026 through January 10, 2027.

All net proceeds from the Winter Fair are reinvested annual operational expenses deferred maintenance and capital improvements, ensuring the fairgrounds remain safe, functional, and available as a community gathering place for years to come.

Market Analysis Community Demand The 2025–26 Winter Fair demonstrated strong and measurable demand, with attendance exceeding 10,000 visitors and consistent positive community feedback. The event fills a significant seasonal gap in youth and family programming during winter months, particularly when outdoor recreational options are limited.

Target Markets Primary markets include: • Families with children in Humboldt County and surrounding regions • Local school districts participating in weekday field trips • Youth organizations and recreation programs • Tourists visiting the North Coast during winter months

Secondary markets include: • Adult recreational skaters • Community groups seeking seasonal gathering spaces • Local businesses and sponsors seeking winter exposure

Competitive Landscape There are limited wintertime recreational attractions in the region that offer a comparable family-focused, inclusive experience. The Winter Fair’s combination of ice

skating, educational field trips, and themed attractions positions it uniquely within the local market.

Management and Operations Governance and Oversight The Winter Fair is operated under the direction Moira Kenny, CEO of Humboldt County Fairground Association Board in conjunction with Tonde Razooly, Special Event Coordinator. Strategic oversight, fiscal responsibility, and alignment with the Association’s mission are maintained through board review and staff reporting.

Staffing and Training The event is fully staffed with trained personnel, prioritizing safety, guest experience, and operational efficiency. All staff receive safety training appropriate to their role, including ice safety, crowd management, and emergency procedures.

Staffing Strategy For the 2026–27 season, staffing costs will be maintained under 33% of total event expenses. Operational efficiencies include: • Reducing morning staffing based on prior-year attendance data • Utilizing zamboni drivers as multi-role staff on slower nights • Limited staffing during non-field trip days the first few hour of daily operations with one ice guard and one manager • Eliminating Monday night public skating while maintaining weekday school field trips • Focusing weekday field trips Tuesday-Friday

This approach is projected to reduce staffing costs by approximately eight operating days over the season.

Hours of Operation School Session Schedule: • Field Trips: Monday–Friday, 9:00 a.m. – 3:00 p.m. • Public Skate: Tuesday–Friday, 3:00 p.m. – 9:00 p.m. • Saturday and Sunday: 10:00 a.m. – 9:00 p.m.

Winter Break Schedule: • Monday–Friday: 12:00 p.m. – 9:00 p.m. • Saturday and Sunday: 10:00 a.m. – 9:00 p.m.

Revenue Strategy Core Revenue Streams • Public ice skating admissions • School field trips • Merchandise sales • Bungalow rentals • Private Parties • Sledding • Winter Wonderland admissions (transformed Sparkling Light Spectacular) • Sponsorship/Donations • Vendor Fees • Bar Commissions • Snowball Kid Zone

School Field Trips Booking additional schools in November is the highest revenue priority for 2026–27. Field trips provide consistent weekday revenue, predictable staffing needs, and strong community engagement.

Merchandise Sales For 2026–27, merchandise will be purchased in a single bulk seasonal order directly from a wholesaler. In 2025–26, as-needed ordering resulted in approximately 10 days of sold-out essential items and lost sales. Using prior-year sales data will allow accurate forecasting and maximize availability.

Sales tax will be properly added to Clover registers, increasing net profit by an estimated 10 percent compared to the previous season.

Bungalow Rentals Bungalow rental revenue is expected to increase by approximately 50 percent through improved placement closer to the rink, installation of electric fireplaces, and added matting to provide direct access to skating areas.

Additional Activities A Snowball Kid Zone will be introduced as a small-scale, child-friendly attraction. This enclosed area will feature artificial snow and soft snowballs within a plastic igloo structure.

Pricing: • \$5 wristband • \$3 add-on for skating participants

Projected first-year revenue of \$1,500 is expected to cover initial setup costs, with increased profitability in subsequent seasons. No additional staffing is required, as monitoring will be handled by existing skate attendants.

Cost Control Strategy The overall financial strategy for 2026–27 is to increase profit while decreasing operating expenses.

Supply Cost Reductions • Switching from Lysol and similar products to OdoBan is expected to reduce cleaning and shoe spray costs by up to \$400. • Transitioning waivers to an online system will significantly reduce paper and printing expenses.

Staffing Efficiencies • Closing Monday nights while maintaining school field trips • Adjusting weekend open skate hours to 10:00 a.m. – 9:00 p.m. to eliminate overtime • Reduced staffing during low-attendance periods

These changes are projected to save approximately \$1,000 in staffing costs, in addition to long-term labor efficiencies.

Financial Data and Budget 2026–27 Projected Operating Expenses

- Chiller Rental: \$45,000
 - Electricity: \$30,000
 - Rink Installation: \$10,000
 - Staffing: \$60,000
 - Merchandise: \$4,500
 - Additional Mats: \$2,000
 - Supplies: \$1,000
 - Lighting: \$1,000
 - Decorations: \$3,000
 - Advertising (Social Media, Print, Radio, Television): \$3,000
 - Rental Equipment: \$1,500
 - Electrician: \$1,000
 - Electric Fireplaces: \$500
 - Snowball Kid Zone: \$1,000
 - Contingency Fund (10% of Operating Budget): \$16,350
- Total Estimated Expenses: \$179,850

Revenue Outlook Based on 2025–26 performance and planned enhancements, total revenue for 2026–27 is expected to exceed prior-year gross while operating with lower overall expenses. Increased field trip bookings, improved merchandise availability, higher bungalow rentals, and added activity revenue are projected to significantly improve net profitability.

Risk Management Operational risks include weather variability, equipment failure, and staffing challenges. These risks are mitigated through advance equipment contracts, trained staff, safety protocols, and flexible scheduling based on attendance patterns.

Executive Financial Summary The Humboldt County Fairgrounds Winter Fair has demonstrated strong financial performance and sustainability as a seasonal revenue-generating event. In its 2025–26 return season, the Winter Fair attracted more than 10,000 visitors and generated over \$290,000 in gross revenue. This performance validates both market demand and the operational model. Representing nearly 25% of the Association’s total annual gross revenue.

For the 2026–27 season, the financial objective is to increase net profit while reducing overall operating costs. This will be achieved through disciplined expense management, improved purchasing strategies, staffing efficiencies, and targeted revenue growth initiatives.

Projected Expenses for 2026–27 total approximately \$179,000. Major cost centers include chiller rental, electricity, staffing, and rink installation. These fixed and semi-fixed costs are offset by planned reductions in supplies, printing, overtime labor, and inefficient purchasing practices identified during the prior season.

Revenue growth is projected through several key channels. Expanded school field trip bookings, particularly in November, are expected to provide consistent weekday income. Bulk merchandise purchasing and improved inventory management will prevent lost sales and increase margins. Enhanced bungalow placement and amenities are projected to increase rental revenue by approximately 50 percent. The addition of a Snowball Kid Zone provides a new, low-cost revenue stream with minimal staffing impact and strong appeal to families with younger children.

Based on prior-year performance and planned operational improvements, total gross revenue for 2026–27 is expected to exceed the 2025–26 season while operating at a lower cost base. This improved margin positions the Winter Fair as a reliable annual revenue source for the Humboldt County Fairgrounds.

All net proceeds will continue to be reinvested into deferred maintenance and capital improvements for the fairgrounds. This reinvestment strategy supports long-term asset preservation, enhances public safety, and ensures the fairgrounds remain a viable community gathering space.

Conclusion The Winter Fair is financially viable, operationally sound, and strategically positioned for continued growth. With proven community demand, disciplined cost controls, and diversified revenue streams, the 2026–27 Winter Fair supports both fiscal responsibility and the Humboldt County Fairgrounds’ long-term mission.

Holiday Of Trees And Bazaar Business Plan 2026-27

Humboldt County Fairground Association Holiday of Trees and Bazaar Business Plan 2026–27

Executive Summary: The Holiday of Trees and Bazaar is a complementary seasonal event held in conjunction with the Winter Fair. Following review of the 2025–26 season, it was determined that while a majority of trees sold successfully, the labor hours, decoration costs, and delivery logistics associated with tree sales resulted in minimal net profit. For the 2026–27 season, the Humboldt County Fairground Association proposes a revised operating model that prioritizes community participation, reduces staffing and overhead costs, and introduces new, sustainable revenue streams.

This updated approach maintains the successful vendor bazaar while reimagining the Holiday of Trees as a community-entry showcase aligned with the Summer Fair model.

Event Overview: The 2026–27 Holiday of Trees and Bazaar will consist of two core components: a vendor bazaar and a community-based holiday entry exhibition featuring decorated trees and gingerbread houses. The event will emphasize creativity, youth involvement, and local participation rather than direct fair-operated sales.

Dates of Operation: November 27–29, 2026 Hours of Operation: 3:00 p.m. – 9:00 p.m.

Market Analysis: Community Engagement The revised format responds directly to community interest in participating creatively in holiday programming. By inviting local residents, youth, families, and artisans to submit entries, the event becomes a shared community experience rather than a labor-intensive retail operation.

Target Markets • Local families and youth participants • Adult hobbyists and artisans • Returning Winter Fair attendees • Local vendors and small businesses

Competitive Landscape Few local holiday events offer participatory entry opportunities combined with a curated bazaar. This model differentiates the event while reducing financial risk to the Fairgrounds.

Management and Operations: Governance by Moira Kenny, CEO and Oversight by Tonde Razooly, Special Event Coordinator, The event will operate under the direction of the Humboldt County Fairground Association, following the same oversight, safety, and financial accountability standards as the Winter Fair.

Operational Changes: From 2025–26 • Elimination of fair-operated tree sales • Removal of tree delivery logistics • Dissolution of the Kids Corner, reducing activity supply and staffing costs • Retention of vendor-managed sales only

The HCF Bar will be staffed and operated out of Belotti Kitchen, utilizing existing infrastructure and staff efficiencies.

Community Entry Program: Community members are invited to submit decorated trees and gingerbread houses as event entries.

Entry Fees: • Youth under 18: \$10 • Adults 18 and over: \$15

Awards: • First Place: \$75 • Second Place: \$50

All entries will include a Buy Now price set by the maker, with 80% percent of the sale going directly to the creator. With 20% going to the HCF as the location. This structure eliminates inventory risk for the Fairgrounds while supporting local creativity.

Revenue Strategy Vendor Bazaar The vendor bazaar remains the primary revenue source for the event.

Projected Vendor Revenue: • Estimated vendors: 25 • Vendor fee: \$150 • Total projected vendor revenue: \$3,750.00

Additional Revenue Streams • Community entry fees (estimated): \$375 • Bar sales (operated by HCF) Profits 400.00

Total Expected Revenue: \$4,525.00

• Community entry fees • Bar sales (operated by HCF)

Cost Control Strategy: By removing tree sales, delivery requirements, and the Kids Corner, the event significantly reduces staffing hours, decoration costs, and material expenses. The revised model focuses on fixed, predictable costs and leverages community participation to enhance the guest experience without increasing overhead.

Financial Data and Budget: 2026–27 Projected Operating Expenses • Decorations: \$800 • Bar Operations: \$200 • Staffing: \$900 • Prizes (Trees and Gingerbread Houses): \$150 • Contingency Fund (10% of Operating Budget): \$205

Total Estimated Expenses: \$2,255

Projected Net Position With projected vendor revenue of \$3,300, plus additional income from entry fees and bar sales, the Holiday of Trees and Bazaar is expected to operate at a positive margin while requiring substantially fewer staff hours and financial resources than the prior model.

Risk Management Event risks are minimized through reduced inventory exposure, elimination of delivery logistics, and reliance on established vendor and entry-based revenue. Staffing and operating hours are limited and predictable.

Conclusion The revised Holiday of Trees and Bazaar model supports fiscal responsibility, increases community participation, and aligns with the Humboldt County Fairground Association's long-term sustainability goals. By shifting from a sales-driven approach to a community-entry format, the event becomes more financially efficient while strengthening its role as a meaningful holiday gathering.

Humboldt County Fairground Association Winter Wonderland Sparkling Light Spectacular Business Plan 2026–27

Executive Summary The Sparkling Light Spectacular will be transformed into the Winter Wonderland for the 2026–27 season, shifting from a driving tour to an immersive walking-path experience. This format change improves safety, reduces light damage from vehicle contact, and enhances the guest experience. By focusing on a concentrated walking tour, visitor impact on displays is minimized, leading to approximately 10% fewer damaged lights and a projected 20% reduction in weather-related damages compared to 2025.

Event Overview The Winter Wonderland will be a community-oriented, holiday-themed walking light show designed for families and visitors of all ages. Guests will follow designated paths through illuminated displays, including new interactive elements and scenic plywood village cut-outs representing local businesses.

Dates of Operation: November 28 – December 24, 2026 **Hours of Operation:** Thursday-Sunday 5:30 p.m. – 8:30 p.m. **Admission:** \$5.00 per visitor

Estimated Attendance: 2000 visitors

Estimated Admission Revenue: \$10,000

Market Analysis: Community Demand The transition to a walking tour responds to community feedback for a safer, more interactive experience. The immersive environment encourages families and youth participation, and targeted advertising featuring Santa on Thursday and Friday nights is expected to increase attendance.

Target Markets: • Local families and youth • Returning Winter Fair attendees • Community members seeking holiday activities • Local businesses interested in promotion opportunities

Competitive Landscape: There are limited local holiday experiences that combine interactive light displays with business promotion opportunities. Winter Wonderland provides a unique, walkable, family-friendly attraction.

Management and Operations Governance and Oversight The Winter Wonderland will operate under the oversight of the Humboldt County Fairground Association, following established safety, staffing, and financial protocols.

Operational Changes from 2025–26 • Driving tour eliminated, reducing employee cost by one full-time staff member • Elimination of PO system rental • Reduced damage to lights from visitor interactions • Weather-dependent operations to reduce 20% of weather-related damages

Staffing and Hours Limited staff will monitor walking paths and assist guests. Operational hours are from 5:30 p.m. to 8:30 p.m.

Revenue Strategy Core Revenue Streams • Admission fees: \$5.00 per visitor, estimated \$10,000 • Business-sponsored plywood village cut-outs: 15 units x \$900 = \$13,500 • Special promotional events (Santa photo nights) to boost attendance

Cost Control Strategy Shifting to a walking-only format reduces staff and equipment costs while decreasing light damage and maintenance needs.

Financial Data and Budget 2026–27 Projected Operating Expenses • Plywood: \$1,200 • Installation: \$2,000 • Lighting: \$1,000 • Advertising: \$500 • Staffing: \$5,000 • Supplies: \$500 • Contingency Fund (10% of Operating Budget): \$1,120

Total Estimated Expenses: \$11,320

Projected Revenue • Admission Revenue: \$10,000 • Plywood Village Sales: \$23,500

Projected Net Position Total projected revenue: \$23,500 Total projected expenses: \$11,320
Estimated Net Profit: \$12,100

Risk Management Risks include weather interruptions, equipment failure, and visitor safety. Mitigation includes weather-dependent closures, trained staff, clear walking paths, and contingency funds for unforeseen expenses.

Conclusion Transforming the Sparkling Light Spectacular into Winter Wonderland provides a safer, more engaging experience for visitors, reduces operational costs, and generates sustainable revenue. The event aligns with the Humboldt County Fairground Association's goals to deliver memorable community events while ensuring financial efficiency and asset preservation.

Humboldt County Fairground Association Winter Fair 2026–27 Expansion: Sledding

Executive Summary: The 2026–27 Winter Fair will introduce a new sledding experience as an expansion to the already successful Ice Rink. By leveraging the existing rented chiller, ice coils will be installed to create a sledding hill for families and youth to enjoy. This expansion is designed to increase visitor excitement, diversify activities, and add a new revenue stream to the Winter Fair.

Event Overview: The sledding hill will be located in front of the ice rink to naturally encourage participation. The event will be weather-dependent and closed on rainy days. It will also be available as an add-on to school field trips by request.

Dates of Operation: November 15, 2026 – End of Winter Break (weather permitting) Hours of Operation: 12:00 p.m. – 8:00 p.m. during Winter Break

Pricing: • Individual Ride: \$5.00 • 1-Hour Wristband: \$15.00 • Field Trip Pricing: \$5.00 per student for 30 minutes before or after skating time

Market Analysis: Community Demand Feedback from the 2025–26 Ice Rink season indicated strong interest in sledding as an additional winter activity. **The expansion targets families, youth, and visitors who do not skate but want a fun, family-oriented experience.**

Target Markets • Returning Winter Fair guests • Families with young children • School field trip groups • Community members seeking family-friendly winter activities

Competitive Landscape: Other ice rinks and winter events have successfully incorporated sledding, generating positive community buzz and increased attendance.

Revenue Strategy Projected Revenue: • 10 school bookings at 70 sledders each = \$3,500 • 25% of ice rink visitors (estimated 2000 visitors) = sledding for 1 hour \$30,000 • 400 x \$5.00 5% Sledding 1-time = \$2000 Grand Total: \$35,500

Additional revenue: will be supported through community grants and donations, estimated at \$25,000, to offset the initial capital costs of the sledding hill.

Cost Control Strategy / Budget • Ice Coils: \$30,000 • Construction of Hill: \$15,000 • Staffing: \$7,000 • Sleds: \$1,000 • Total Estimated Cost: \$53,000 • Estimated Donation Support: \$25,000

Projected Net Profit (Conservative Estimate): Revenue (\$3,500 + \$35,500 + \$25,000 donations) = \$64,000 Expenses = \$53,000 Estimated Profit = \$11,000

Management and Operations: The sledding expansion will use existing Ice Rink staff with additional supervision for safety. Operational hours will align with Ice Rink schedule. Safety protocols, weather monitoring, and staffing plans will ensure a secure and enjoyable experience for all participants.

Risk Management Risks: include weather interruptions, safety incidents, and equipment maintenance. Mitigation strategies include weather-dependent closures, staff training, and the use of durable ice coils and sleds.

Conclusion: The sledding expansion will enhance the Winter Fair experience, attract new visitors, and generate additional revenue. Test marketing during the 2025–26 season indicated overwhelming community excitement for the possibility of sledding. This new activity will complement the Ice Rink, provide inclusive family fun, and create buzz to drive attendance to all Winter Fair events. By offsetting initial costs with donations and grants, this expansion is expected to be both financially viable and a major draw for the community.

Winter Fair 2026-27 Consolidated Financial Summary
(Estimated to be very CONSERVATIVE)

Humboldt County Fairground Association Winter Fair 2026–27 Consolidated Financial Summary

Overview This document consolidates budgets, projected revenues, and net positions for all major Winter Fair events at Humboldt County Fairgrounds for 2026–27, including the Ice Rink, Holiday of Trees & Bazaar, Sparkling Light Spectacular transformed into Winter Wonderland, and the new Sledding Expansion. The summary provides a complete financial outlook to support board review, loan applications, and grant proposals.

Event	Estimated Expenses	Projected Revenue	Estimated Net Profit
Ice Rink	\$179,850 (including 10% contingency)	\$30,000 (Field Trips) + \$125,000 (Open Skate Adult Admission) + \$27,000 (Open Skate Child Admission) + \$3,500 (Bungalow Rentals) + \$2,500 (Private Party Space) + \$9,000 (Food Vendor Commission) + \$7500,00 (Merchandise) + \$4,000 (Bar Commission) + \$1,500 (Snowball Kid Zone) = \$206,500	\$206,500 - \$179,850 = \$26,650.00 offset by sponsorship s/donations)
Holiday of Trees & Bazaar	\$2,255 (including 10% contingency)	\$3,675 (vendor fees + entry fees)	\$1,420
Winter Wonderland (Sparkling Light Spectacular)	\$11,320 (including 10% contingency)	\$23,500 (admission + plywood village sales)	\$12,180
Sledding Expansion	\$53,000	\$64,000 (admission + school bookings + donations)	\$11,000

Consolidated Totals

- Total Estimated Expenses: $\$179,850 + \$2,255 + \$11,320 + \$53,000 = \$246,255$
- Total Projected Revenue: $\$179,500 + \$3,675 + \$16,500 + \$66,000 = \$265,675$
- Total Net Position: $\$265,675 - \$241,575 = \$24,100$ (before sponsorships, donations, and grants)

Full Event	Total Expense	Total Projected Revenue	Net Profit
Winter Fair	\$246,425	\$297,675	\$51,250

Notes & Assumptions

- Ice Rink revenue now includes detailed breakdown: Field Trips, Open Skate Adult and Child Admission, Bungalow Rentals, Private Party Space, Snowball Kid Zone, Food Vendor Commission, Merchandise, and Bar Commission.
- Ice Rink and Sledding expansion assume partial cost offsets from community donations and sponsorships.
- All budgets include 10% contingency funds to account for unforeseen expenses.
- Revenue projections are conservative estimates based on prior-year attendance, test marketing, and projected school bookings.
- Holiday of Trees & Bazaar revenue includes vendor fees and entry fees; children and adult entries with prizes are included.
- Winter Wonderland includes walking tour admission and business-sponsored plywood village sales.

Conclusion The consolidated financial summary demonstrates a strategic approach to Winter Fair operations, balancing investments in new attractions with revenue-generating streams and community support. With updated revenue projections, the Winter Fair is projected to achieve a positive net surplus, strengthening the sustainability of the events and ensuring long-term benefits for the Humboldt County Fairgrounds and community engagement.

