



Notice of Meeting and Agenda

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

Monday, March 30, 2026, at 5:00 PM
In-Person – Board Room

AGENDA

1. CALL TO ORDER

2. ROLL CALL

___ Andy Titus	___ Lawrence Dwight	___ Greg Gomes	___ Clint Duey
___ Sandy Hanks	___ Darren Hansen	___ Johanna Rodoni	___ Wayne Wilson
___ Ben Hawk	___ Hollie Miller	___ Vacant	

3. PRESIDENT'S ANNOUNCEMENT: President Andy Titus

4. 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.

5. CORRESPONDANCE: RECEIVE AND FILE

- a. Community Member Letter
- b. Ice Rink Thank You Card
- c. ice Rink Thank You Card

6. 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. Review and Approve Board of Directors Meeting Minutes from March 2, 2026
- b. Review Financial Reports Presented for Recommendation to HCFA Board of Directors to Receive and File, Make Recommendations to Staff as Appropriate.
 - i. February 2026 KPI Monthly Report
 - ii. Bad Debt Write-Offs Recommendations

7. 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. Dairy Heifer Replacement Committee – Presented by Sarah Mauney/Brice Titus

- f. Racing Committee – Presented by Greg Gomes
- g. Marketing and Entertainment – Presented by Lawrence Dwight
- h. Building and Grounds – Presented by Andy Titus
- i. Nominating – Presented by Clint Duey
- j. Lease Renewal Ad Hoc Committee – Presented by Andy Titus

8. NEW BUSINESS ITEMS

- a. Review 2026 Draft Budget, Make Recommendations to Staff and Approve as Appropriate.
- b. Receive and Discuss 2026 Sponsor Brochure and Program, Make Recommendations to Staff and Approve as Appropriate.
 - i. Discussion Regarding Sponsorship Program Coordinator Position, Make Recommendations to Staff and Approve as Appropriate.

9. OLD BUSINESS ITEMS

- a. Receive and Discuss May STAMPEDE Beer, Wine and Music Festival Updates, Make Recommendations to Staff and Approve as Appropriate.
- b. Receive and Discuss C.R. Rodeo- Fair and Frontier Days Proposal, Make Recommendations to Staff and Approve as Appropriate.

10. CLOSED EXECUTIVE SESSION

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

11. REPORT OUT OF CLOSED SESSION

12. DIRECTOR’S ANNOUNCEMENTS AND/OR REPORTS

13. RECEIVE CEO STAFF REPORT

14. NEXT MEETING: April 27, 2026

15. 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.

March 2, 2026

Humboldt County Fair Board of Directors
1250 5th Street
Ferndale, CA 95536

Dear Board Members,

I have been an exhibitor at the County fair for the past two years and have enjoyed the experience very much. It makes going to the fair even more fun when you get to see if you won a ribbon! I have been very successful and would love for more people to have this same experience.

One area where the judging makes it very difficult to win an award is the photography section. It's one of my favorite exhibits, we have some very talented amateur photographers in this county. However, you rarely see ribbons hanging from any of the photos. And to the amateur eye they are beautiful but I think they are all being judged on a professional level.

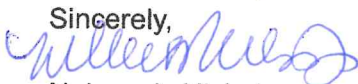
I have an idea that may get more people involved and it gives the opportunity for Humboldt's budding photographers to win an award or two. This would be much more encouraging to them all. My idea is that the photography awards be broken up into fun categories. For instance:

- Finding Beauty in the Ordinary (photos of ordinary things that are beautiful)
- This is the Real Humboldt County (photos of real life here in our rural area)
- Life on the Farm (photos of farm life, very fair appropriate)
- Trees and Rivers (photos of our amazing trees and rivers)
- Gone 6 Rivers Fishing (photos of the rivers and fishing experiences)
- Bird Life in Humboldt (photos of our incredible selection of bird species)

I'm sure there are more or even better things that Humboldt has to offer that would be great in creative photographs. Awards could be given in all of these categories which would encourage more people to submit exhibit entries. I know that there is no shortage of ribbons. Walking from the main photography exhibits, with almost no ribbons, into the art section for children, where literally every drawing had a ribbon, shows that.

I love the county fair and hope it will continue for many, many years to come. I will be submitting exhibits again this year. It's a very enjoyable thing to do!

Sincerely,



Neleen A. Nichols
4040 Rohnerville Road
Fortuna, CA 95540

Skating



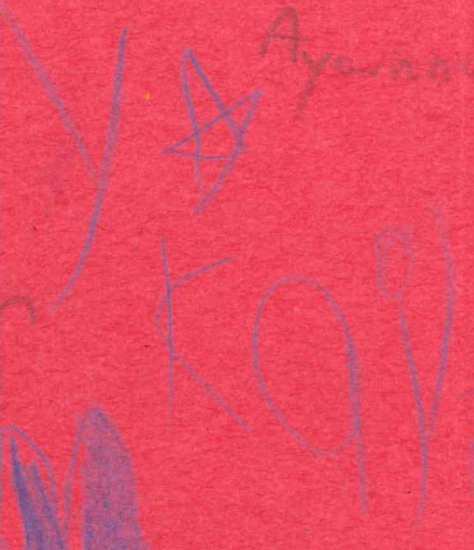
Ayanon

Dear Ice-Skating Rink,

Thank you for giving us space to eat lunch. Skating was so much fun! Thank you for letting us have our skates back when we wanted to skate again.

We appreciated being able to use the helpers to make it easier. Thank you for letting us skate. We hope you had a good time with us. The music was super fun. Thank you for helping us when we fell. It was so much fun!

Your friends at
Casterlin School



noet +



A

Dear Humboldt Ice Rink,

Thank you so much for letting us put on our sectional ice skating! It was a huge success thanks to all of you guys and your dedication to keep the Rink nice and clean!

Sincerely,

Eureka FFA

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 5th Street, Ferndale, CA
BOARD of DIRECTORS MEETING
Monday March 2, 2026, 5:00 PM

1. The meeting was called to order at 5:00 pm by President Titus.
2. Roll Call: Directors present: Andy Titus, Lawrence Dwight, Greg Gomes, Clint Duey, Sandy Hanks, Darren Hansen, Johanna Rodoni and Ben Hawk. Staff present: Moira Kenny and Tonde Razooly. Public present: Tag Wotherspoon, Duane Martin and Linda Stansberry.
3. President's Announcement: None
4. Public Comment on Non-Agenda Items: None
5. Appointment of Director to Fill A Director Vacancy: Director Duey moved to appoint Hollie Miller to fill a vacant Director seat. Director Dwight 2nd. No discussion. No public comment. Motion passes.
6. Consent Calendar Items: Director Rodoni moved to approve the Consent Calendar items consisting of the minutes of the HCFA Board meeting held on January 26, 2026, the updated Junior Livestock Auction Rules and the Junior Livestock Auction By-Laws revision. Director Duey 2nd. No discussion. Public comment: Linda noticed there were no Financial reports. Motion passes.
7. Committee Reports:
 - a. Executive Committee: The committee met and discussed Entertainment for the 2026 fair. The next meeting will be on March 10th and will be combined with the Finance committee.
 - b. Finance Committee: Director Duey stated there were some discrepancies in the KPI. Elijah was unable to attend the meeting to answer questions. The committee decided not to present to the Board until the questions were answered. Public comment: Linda was wondering about the budget.
 - c. Livestock Committee: Director Rodoni stated the committee met and reviewed the JLAC updates to their By-Laws and JLA rules. It would be recommended to the Board to approve them.
 - d. Junior Livestock Auction Committee: Next meeting will be March 17, 2026.
 - e. Racing Committee: Director Gomes reported that Moira, Andy and himself went to the CHRB meeting last week. The CHRB turned down our request for allocation of dates for horse racing. There will be no horse racing at our fair this year. The CHRB doesn't think it is viable in Northern CA. Director Duey thanked them for all the time they have put into this. Public comment: Linda asked if there was an expiration on racing licenses.
 - f. Marketing and Entertainment Committee: Director Dwight stated the staff has been working on the entertainment. This will come up later in the agenda.
 - g. Building and Grounds: Director Titus stated the committee had done a walk through of the buildings.
 - h. Nominating: Nothing to report.
8. New Business Items:
 - a. Consideration of Forming an Ad Hoc County lease Review Committee: Moira reported that last year a one year extension of our lease had been signed. The

County has reached out to her stating they would possibly consider a lease renewal for 5 years. After discussion a committee consisting of Directors Duey, Rodoni, Miller, Hawk and Titus was formed. Duane Martin will also be on the committee as a member of the public.

b. Receive 2026 Fair Entertainment Proposals: Moira gave a presentation of available acts. The Firegod act is no longer available. Other acts discussed were the Sea Lion Splash, Frisbee Dogs and Captain Tall Tale. The Flat River Band is on a soft hold for August 15th. The Chili Cook Off is going to be on Friday August 14th, line dancing and Monument Road band are also scheduled. There was a discussion of having a College Rodeo on Saturday the 15th in the afternoon. Kelly O'Day is working on that and needs to present us with a proposal that would work for College of the Redwoods and HCF. Director Duey moved to have Moira confirm the Sea Lion Splash, the Concert Bands, Captain Tall Tale and the Frisbee Dogs. Director Dwight 2nd. No discussion. No public comment. Motion passes.

c. Approve May Concert Series Proposal: Tonde gave a presentation on a proposal for a Concert on May 30 and 31, 2026. There would be two nights of Country Music with popular musicians. She has talked with various vendors that would be interested in coming. Camping would be available for those attending who wanted to stay for the weekend. Beer and Wine tasting would also be available. The HCF would have hard liquor available. Director Duey made a motion to move forward with the event contingent upon the County approving the sound permit. Director Gomes 2nd. No discussion. Public comment: Linda wondered if it was only for 21 years and older. It would be for all ages but wristbands would be worn by those 21 and older. Motion passes.

d. Approve Winter Fair 2026-2027 Proposal: Tonde presented a proposal for the 2026-2027 Winter Fair. She discussed areas to work on to make extra profit. She would like to make the sparkling lights into a gated Winter Wonderland. Also have plywood cutouts available for sponsors to purchase and paint for advertisement. Another idea is to build a sledding hill outside the ice rink hall. We would have to purchase 2 coils at the price of approximately \$30,000 and other construction materials. Total approximate cost would be \$53,000. Possibly having a plastic dome with snowflakes for toddlers. She feels we need new enhancements to keep the public coming. After some discussion, Director Gomes moved to go ahead with the sledding hill project contingent upon Tonde raising \$40,000 for it. Director Duey 2nd. No discussion. No public comment. Motion passes.

9. Old Business Items: None

10. Closed Session: None

11. Report out of Close Session: None

12. Director's Announcements/Reports: Director Dwight thanked everyone for the work they have done for the Fair.

13. Receive CEO Report: Moira reported on the Grant's that have been applied for. Approximately \$37,000 worth of grant funding has been applied for. She is looking into larger grant funding for the RV park. Social Media seems to be working as there has been an increase in rentals. Director Dwight suggested looking into insurance for our different events.

14. Next Meeting: March 30, 2026

15. The meeting was adjourned at 7:22 pm.

Statement of Information- February 2026

Humboldt County Fair Association- The Lighthouse Group

Statement of Information

Date: 03/19/2026

Humboldt County Fair Association

Month of Close: February 2026

Report: February 2026 KPIs

Executive Summary

February reflects a transitional offseason period following the conclusion of the Winter Fair. Financial activity slowed significantly, with both revenue and expenses decreasing materially. While the organization maintained strong liquidity and reduced operational spending, the month resulted in a net operating loss driven by limited revenue generation during the offseason.

Financial Performance Overview

Income Statement Insights

Revenue declined substantially as Winter Fair activity concluded, leaving only minimal offseason income sources such as rentals, sponsorships, and miscellaneous revenues. Additionally, prior-period activity—specifically a one-time sales tax-related inflow in January—created an inflated comparison point, further emphasizing the month-over-month decline.

Expenses also decreased significantly across administrative, maintenance, and event-related categories. The most notable reduction came from the absence of Winter Fair-related costs, which had driven a large portion of prior-period spending. Despite these reductions, expenses continued to exceed revenue, resulting in a net loss for the period, though performance improved slightly compared to January.

Statement of Information- February 2026

Humboldt County Fair Association- The Lighthouse Group

Balance Sheet Overview

Assets

Overall assets declined modestly, driven primarily by a reduction in cash balances due to ongoing operational cash usage. There was a slight increase in receivables and other short-term assets, indicating continued activity in billing and collections.

Liabilities

Liabilities decreased meaningfully during the month, largely due to payments made toward outstanding obligations and corrections from prior periods. Both short-term and long-term liabilities saw reductions, reflecting improved balance sheet positioning.

Equity

Equity declined slightly as a result of the net loss for the period, continuing the trend of accumulated losses impacting overall net position.

Cash Flow & Liquidity

Cash balances decreased during the month as operating activities consumed cash in the absence of significant revenue inflows. Despite this, the organization maintains a strong liquidity position with sufficient reserves relative to current obligations.

The current ratio remains exceptionally strong, indicating the Fair is well-positioned to meet short-term liabilities. However, ongoing cash burn during low-revenue periods highlights the importance of stabilizing offseason revenue streams.

What Happened (Descriptive Analysis)

- Revenue dropped significantly due to the conclusion of Winter Fair activities and limited offseason income sources
- Expenses decreased across all major categories, particularly due to the absence of event-related costs
- Cash balances declined as operating expenses exceeded incoming revenue

Statement of Information- February 2026

Humboldt County Fair Association- The Lighthouse Group

Why It Happened (Diagnostic Analysis)

- Seasonal timing resulted in minimal Winter Fair revenue being recognized in February
 - January included non-recurring revenue activity that elevated prior-period comparisons
 - Expense reductions were driven primarily by the elimination of Winter Fair-related costs, along with lower administrative and maintenance spending
-

Risks & Concerns Identified

- Offseason revenue remains limited, creating ongoing pressure on cash reserves
 - Without sufficient non-event income, the organization may struggle to cover fixed annual operating costs
 - Continued reliance on seasonal revenue increases financial volatility
-

Opportunities & Wins Identified

- Demonstrated ability to significantly reduce operating expenses during low-revenue periods
 - Improved cost control outside of event-driven spending indicates operational flexibility
 - Strong liquidity position provides short-term stability despite reduced revenue
-

Forecast & Implications

If current trends continue and offseason revenue remains limited, the organization is likely to operate at a loss for the fiscal year. Sustainability will depend heavily on the ability to generate consistent revenue outside of major events while maintaining disciplined expense management.

Statement of Information- February 2026

Humboldt County Fair Association- The Lighthouse Group

Recommendations

- Prioritize development of offseason revenue streams (facility rentals, sponsorships, recurring programs)
- Continue maintaining strict control over operating expenses during low-activity periods
- Evaluate opportunities to smooth revenue seasonality and reduce dependence on major events



Humboldt County Fair Association

MONTHLY REPORT

February 2026



Printed 3/13/26

Prepared by:



THE
Lighthouse
GROUP

Monthly Report Purpose

A visual understanding of data.

This monthly financial report provides business insights for Humboldt County Fair Association. Objective is to show the financial health and performance for February 2026 focusing on profitability, efficiency and liquidity.

It includes all the relevant information at your fingertips, offering the ability to visualize and analyze key financial data, uncover fresh insights, spot vital financial trends, identify strengths and weaknesses and improve communication throughout the organization.

The report also admits the fact that some analysis conducted has limitations because of the vast amounts of variables that may be related or unrelated to the business.

P&L statement: This indicates the revenue a business earned over a certain period of time and shows a business's profitability. It includes a net income equal to the revenues and gains minus the expenses and losses.

Balance sheet: This displays a business's financial status at the end of a certain time period. It offers an overview of a business's liabilities, assets, and shareholder equity.

Cash flow statement: Details a business's cash flows during certain time periods and indicates if a business made or lost cash during that period of time.

Takeaways

February 2026: Net Profit was -\$26.7k.

February 2026: Bank Accounts were \$571.9k.

February 2026: Net Cash Increase For Period was -\$53.9k.

February 2026: Net Assets were \$1.6m.

February 2026: Current Ratio was 24.51.

Profit & Loss

The profit and loss (P&L) summarizes the revenues, costs, and expenses incurred through January 2026 - February 2026. The P&L statement is synonymous with the income statement. These records provide information about Humboldt County Fair Association's ability or inability to generate profit by increasing revenue, reducing costs, or both.

Net Profit (\$26.7k)

↑ February 2026: Net Profit was \$4.2k higher than January 2026.

(399%)

Operating Profit Margin

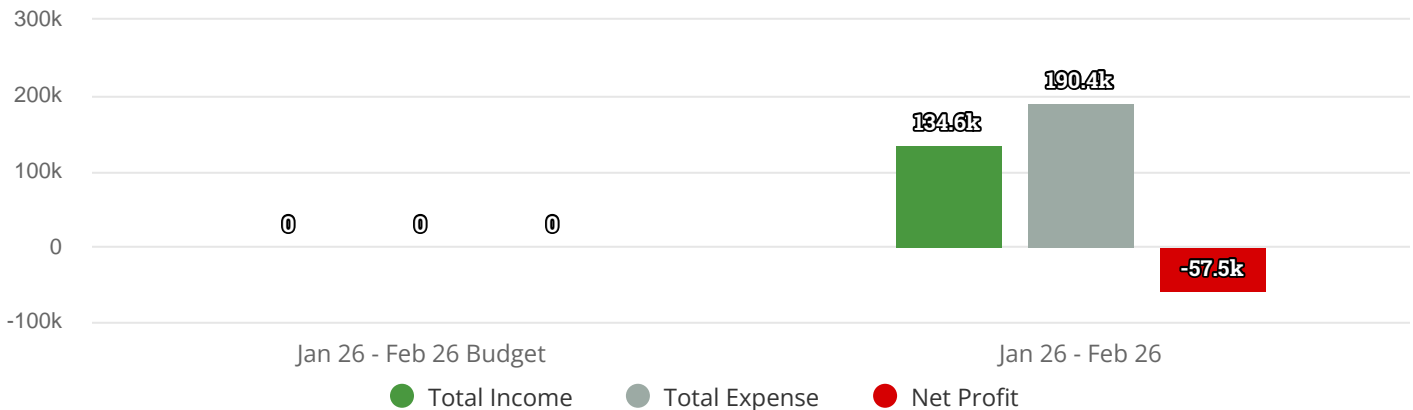
(127%)

Net Profit Margin

Trailing Twelve Months (TTM)

	Feb 26	Fiscal YTD	TTM
Income	20,918	134,554	1,410,771
Total Expense	47,426	190,379	1,474,940
Net Operating Income	-26,508	-55,825	-64,169
Total Other Income	0	0	1,427,748
Total Other Expense	143	1,707	1,476,492
Net Profit	-26,652	-57,532	-112,913

Revenue and Expense



Total Income

\$20.9k

Feb26 Total income was \$93k, or 82% higher than Jan26. This was primarily due to a \$37k decrease in winter fair revenue as well as the \$39.5k one-time sales tax payout received in January.

Total Expense

\$47.6k

Feb26 total expenses were \$97k, or 67%, lower than Jan26. While there were decreases in admin and maintenance expenses, this was primarily due to a \$54k decrease in winter fair expenses.

Total YTD Income

\$134.6k

Total YTD Income through Feb26 was \$33k, or 33%, greater than the PY. This was due to the launch of winter fair activities in the CY.

Total YTD Expense

\$192.1k

Total YTD Expense through Feb26 was \$37k, or 24%, greater than the PY. This was primarily due to the launch of winter fair activities in the CY.

* Please note that these total income and expense figures noted directly above include operating income and expenses and other income and expenses

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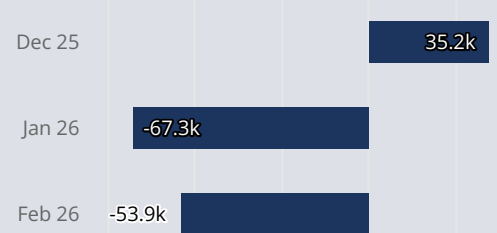
Cash Management

The cash management report provides you with a quick overview of Humboldt County Fair Association's liquidity and current cash flow situation which is critical to keep finances flowing across the organization.

\$571.9k

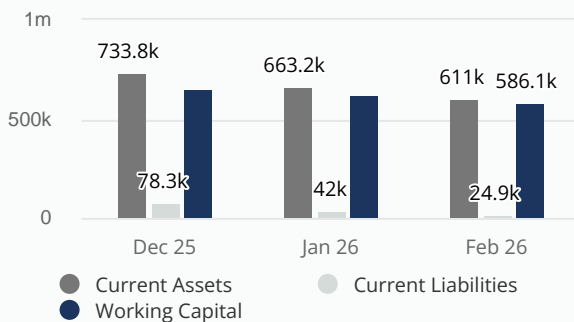
Bank Accounts

Net Change in Cash:



February 2026: Bank Accounts were \$55.3k lower than January 2026.

Working Capital



Current Ratio

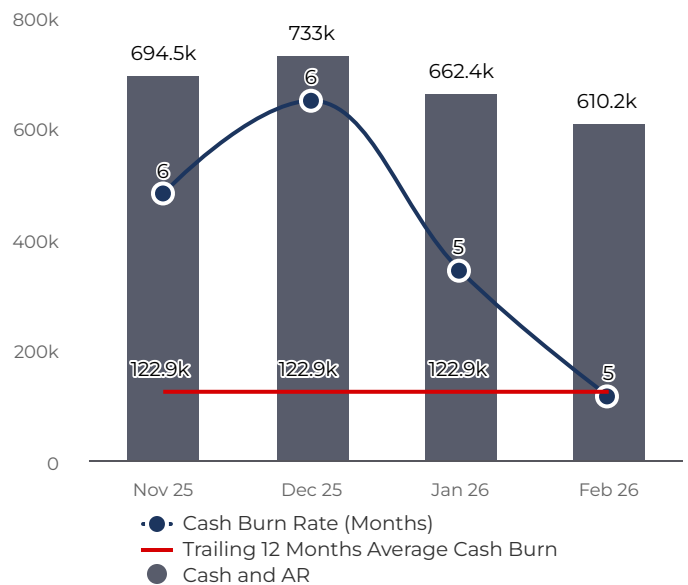
	Feb 26
Current Assets	\$611,037
Current Liabilities	\$24,929
Current Ratio	▲ 24.51

A strong current ratio, depending on the industry, is between 1.2 and 2. Anything below 1 is problematic as this means that the company does not have enough current/liquid assets to cover all of their current liabilities.

Cash Burn

Cash Burn measures the level of monthly spending a company has on its overall operations. Zero Cash Date implies the predicted future date after which a company will run out of money without any new cash inflows.

	Mar 25 - Feb 26
Zero Cash Date	07/30/2026
*assumption: no additional cash inflows	
Annual Average Cash Burn	122,912
Cash Burn Rate (Months)	5
Cash Balance	572,509
Accounts Receivable	37,720
Total Cash	610,229
TTM Cash Burn	1,474,940
TTM Income	1,410,771
Difference	-64,169



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Financial Performance

An overview of how efficiently Humboldt County Fair Association is spending capital while providing a snapshot of the main metrics on Humboldt County Fair Association's balance sheet. In the TTM as seen above, the Fair generated \$2.9M of revenue against \$2.9M of expenses, suggesting strong performance over the previous year as well as financial stability and sustainably moving forward.

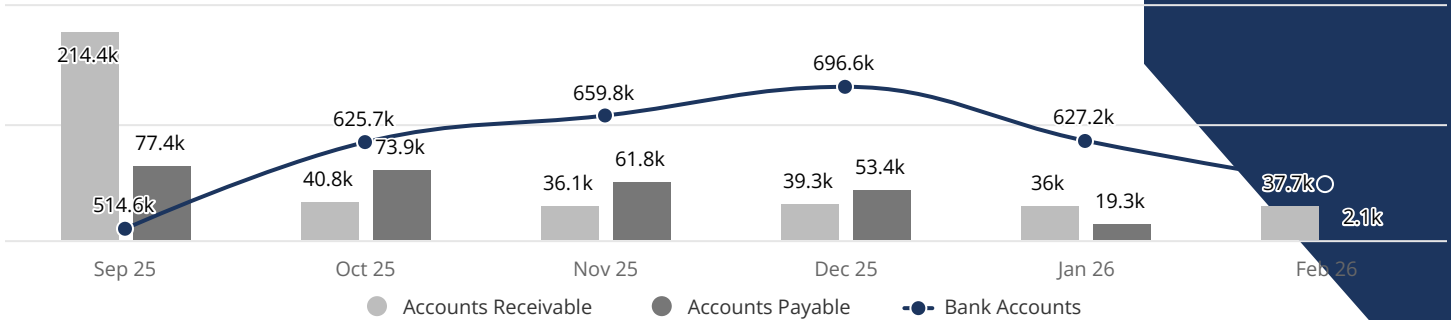
Accounts Receivable
\$37.7k

↑ February 2026: Accounts Receivable were \$1,699 higher than January 2026.

Accounts Payable
\$2.1k

↓ February 2026: Accounts Payable were \$17,185 lower than January 2026.

Accounts Receivable/ Accounts Payable and Bank Accounts



Return on Assets (ROA)

The Return on Assets (ROA) percentage indicates how well your business manages its balance sheet to generate profits. While there's no universal standard for nonprofits, a positive ROA is generally considered a good benchmark. An ROA of 2 or higher is often seen as strong performance, meaning that for every dollar invested, the organization generates two dollars in revenue. In January 2026, the Organization's ROA was -3.08%, experiencing a slight decrease from the PY.

	Jan 25 - Feb 25	Jan 26 - Feb 26
Assets	1,808,642	1,756,990
Net Profit	-54,214	-57,532
ROA	-3.00%	-3.27%

Return on Net Assets (RONA)

RONA percentage indicates how efficient an organization is at generating growth from its net assets. This metric helps nonprofits understand how well they are leveraging their resources to fulfill their mission and generate revenue. While there isn't a universally accepted benchmark for RONA, organizations should aim for a positive and increasing RONA. In January 2026, the organization's RONA slightly decreased to -3.31%.

	Jan 25 - Feb 25	Jan 26 - Feb 26
Net Assets	1,743,678	1,630,765
Net Profit	-54,214	-57,532
ROE	-3.11%	-3.53%

Operating Reserve Ratio

The Operating Reserve Ratio indicates how long a nonprofit could keep running if existing revenue streams were cut off. It is calculated by dividing the organization's savings (unrestricted net assets) by its annual operating expenses. A higher ratio indicates that the nonprofit has a larger financial cushion to handle unexpected challenges or changes in circumstances. In January, the Organization's ratio was down from the PY, at 4.80.

	Jan 25 - Feb 25	Jan 26 - Feb 26
Unrestricted Net Assets	913,560	913,560
Total Operating Expenses	155,373	190,379
Operating Reserve Ratio	5.88	4.80

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Profit and Loss

Humboldt County Fair Association

	Feb 26	Jan 26	CM vs PM \$ Variance	Feb 25	CY vs PY \$ Variance
Income					
39000 Winter Fair Revenue					
39010 Ice Rink Admissions		28,884	-28,884		
39011 Discounted Ice Rink Admissions		6,370	-6,370		
39020 SLS Tour Admissions		128	-128		
39032 Winter Bar Sales		813	-813		
39050 Winter Sponsorships	3,000		3,000		
39090 Winter Misc Revenue		4,367	-4,367		
Total 39000 Winter Fair Revenue	3,000	40,527	-37,527		
45000 Horse Racing Revenue					
45500 Other Live Racing Revenue	12	36	-24		12
Total 45000 Horse Racing Revenue	12	36	-24		12
47000 Miscellaneous Fair Revenue					
47900 Other Miscellaneous Fair Revenue					
47903 Vendor Application Fee	200		200		200
Total 47900 Other Miscellaneous Fair Revenue	200		200		200
47005 Miscellaneous Non-Fair Programs					
Total 47005 Miscellaneous Non-Fair Programs		3,896	-3,896		
48000 Interim Revenue					
48100 Rental of Buildings	5,300	16,200	-10,900	8,600	-3,300
48105 Arlington Rental Revenue	935	935		935	
48200 Grounds Rental	20	10	10	500	-480
48201 RV Camping Interim Revenue	1,774	2,014	-240	3,800	-2,026
48202 Stall & Arena Rental Income	4,229	4,376	-147	2,674	1,555
48203 RV & Boat Storage	5,075	5,345	-270	5,840	-765
48300 Equipment Rentals		505	-505	135	-135
47006 Interim Concession Revenue		3,896	-3,896		
48503 Insurance Processing Fee	20	20		-25	45
Total 48000 Interim Revenue	17,353	29,405	-12,052	22,459	-5,106
49500 Other Operating Revenue					
49510 Interest Earnings	263	262	1		263
49520 Non-Fair Donations & Sponsorships	250	500	-250		250
49540 Other Operating Revenue		39,500	-39,500		
Total 49500 Other Operating Revenue	513	40,262	-39,749		513
Discounts given	-160	-490	330	-1,680	
Total Income	20,918	113,636	-92,718	20,779	139
Cost of Goods Sold					
Total Cost of Goods Sold					
Gross Profit	20,918	113,636	-92,718	20,779	139
Expense					
50000 Administration Expense					
50100 Admin Salaries - Permanent	11,387	21,446	-10,058	17,110	-5,722
50320 Admin Payroll Taxes	1,023	2,486	-1,462	1,504	-481
Total 50320 Admin Payroll Taxes	1,023	2,486	-1,462	1,504	-481

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Profit and Loss

Humboldt County Fair Association

	Feb 26	Jan 26	CM vs PM \$ Variance	Feb 25	CY vs PY \$ Variance
50330 Admin Worker's Comp Insurance		1,008	-1,008	1,169	-1,169
50400 Admin Contracted Professional Services	3,500	3,500		3,800	-300
50500 Directors' Expenses				55	-55
50600 Employee Travel, Recruitment & Training	1,178	431	747	1,185	-8
50700 Office Supplies	57	8	49	456	-399
50701 Computer Software & Supplies	705	1,355	-650	894	-188
50702 Credit Card & Bank Fees	1,287	2,471	-1,184	460	827
50703 QuickBooks CC Payments Fees	249	416	-167	753	-504
50705 Office Equipment Expense		109	-109		
50800 Postage	14	272	-258	76	-62
50801 Telephone / Internet	737	1,802	-1,065	655	
50900 Dues & Subscriptions	12	90	-78	-25	37
51000 Insurance (General Liability)		8,091	-8,091	6,757	-6,757
51010 Insurance (Vehicle)				181	-181
Total 50000 Administration Expense	20,149	43,484	-23,335	35,030	-14,881
52000 Maintenance & General Operations					
52100 Maint Salaries - Permanent	6,271	11,714	-5,443	10,186	-3,915
52220 Maintenance Payroll Taxes	594	1,482	-888	1,019	-425
52230 Maintenance Worker's Comp Insurance		1,208	-1,208	1,754	-1,754
52300 Maint Contracted Professional Services	1,242	72	1,170	1,782	-540
52400 Grounds & Vehicle Registration & Compliance	1,475		1,475	901	
52600 Heat	676	2,141	-1,465	1,466	
52800 Power	9,078	12,878	-3,801	2,329	6,749
52802 Water	2,780	8,726	-5,946	2,927	
52900 Equipment Maintenance	164	671	-507		164
53000 Buildings & Grounds Maintenance		49	-49	43	-43
Total 53000 Buildings & Grounds Maintenance		49	-49	43	-43
53100 Trash Removal, Clean-up				283	-283
53200 Maintenance Supplies	329	155	174	1,887	-1,558
Total 52000 Maintenance & General Operations	22,609	39,097	-16,488	24,577	-1,968
54000 Publicity Expenses					
54400 Advertising Expense	127		127		127
Total 54000 Publicity Expenses	127		127		127
57000 Miscellaneous Fair Expense					
57200 Fair Bar Expenses					
57210 Bartender-Temporary		444	-444		
57220 Bartender Payroll Taxes		56	-56		
Total 57200 Fair Bar Expenses		500	-500		
57700 Sponsorship Expense	442	1,062	-620	3,875	-3,433
Total 57000 Miscellaneous Fair Expense	442	1,062	-620	3,875	-3,433
58000 Premium Expense					
58500 Other Premium Expense				5	-5

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Profit and Loss

Humboldt County Fair Association

	Feb 26	Jan 26	CM vs PM \$ Variance	Feb 25	CY vs PY \$ Variance
Total 58000 Premium Expense				5	-5
65000 Horse Racing Expense					
65300 Horse Racing Contracted Professional Services		799	-799		
Total 65000 Horse Racing Expense		799	-799		
66009 Misc. Non Fair Events				194	-194
Total 66009 Misc. Non Fair Events				194	-194
67000 Winter Fair Expenses					
67011 Winter Equipment Rental		28,062	-28,062		
67020 Winter Bar Expenses		80	-80		
67060 Winter Event Salaries - Temporary	3,750	25,787	-22,037		
67061 Winter Event Payroll Taxes	474	3,262	-2,788		
67070 Winter Event Marketing Expense		183	-183		
67090 Winter Misc Expenses	-126	573	-698		
Total 67000 Winter Fair Expenses	4,099	57,947	-53,848		
80000 Prior Year Operating Expense Adjustment					
80010 Prior Year General Expense Adjustments				13	-13
Total 80000 Prior Year Operating Expense Adjustment				13	-13
Total Expense	47,426	142,953	-95,526	63,695	-16,269
Net Operating Income	-26,508	-29,317	2,809	-42,916	16,408
Other Income					
Total Other Income					
Other Expense					
95000 Junior Livestock Auction Expenses					
95200 JLA - Supplies	143	1,564	-1,420		143
Total 95000 Junior Livestock Auction Expenses	143	1,564	-1,420		143
Total Other Expense	143	1,564	-1,420		143
Net Profit	-26,652	-30,880	4,229	-42,916	16,264

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Balance Sheet

Humboldt County Fair Association

	Feb 26	Jan 26	CM vs PM \$ Variance	Feb 25	CY vs PY \$ Variance
Assets					
Current Assets					
Bank Accounts					
11000 Cash - Unrestricted					
11300 US Bank Operating Acct (#4664)	359,155	411,974	-52,818	365,102	-5,947
11400 US Bank Premium Acct (#4854)	537	537		537	
Total 11000 Cash - Unrestricted	359,693	412,511	-52,818	365,640	-5,947
12000 Cash - Restricted					
12004 Certificates of Deposit	86,125	85,862	263		86,125
12100 US Bank Dairy Heifer Replacement (#0027)	11,910	11,910		10,432	1,478
12200 US Bank JLA Custodial Acct (#4648)	103,588	103,647	-58	100,698	2,890
12300 US Bank JLA Operating (#5548)	6,346	9,009	-2,663	77,218	-70,872
Total 12000 Cash - Restricted	207,969	210,428	-2,459	188,349	19,621
12500 Petty Cash	1,226	1,226		655	571
Total 12500 Petty Cash	1,226	1,226		655	571
67092 Winter Fair Petty Cash	3,000	3,000			3,000
Total Bank Accounts	571,888	627,165	-55,277	554,643	17,244
Accounts Receivable					
13100 Accounts Receivable (A/R)	37,720	36,021	1,699	126,750	-89,030
Total Accounts Receivable	37,720	36,021	1,699	126,750	-89,030
Other Current Assets					
12800 Payments to deposit	621	-757	1,378	2,211	-1,590
Credit Card Receivables	808	808		719	90
Prepaid Expenses				1,627	-1,627
Total Other Current Assets	1,430	51	1,378	4,557	-3,128
Total Current Assets	611,037	663,237	-52,200	685,951	-74,913
Fixed Assets					
19200 Buildings & Improvements	4,594,026	4,594,026		4,459,452	134,574
19201 Accumulated Depreciation-Building & Improvements	-4,037,537	-4,037,537		-3,984,302	-53,235
19300 Equipment	242,422	242,422		242,422	
19301 Accumulated depreciation-Equipment	-242,422	-242,422		-242,422	
19500 Leasehold Improvements	1,079,112	1,079,112		944,303	134,809
19501 Accumulated Depreciation-Leasehold Improvements	-489,648	-489,648		-431,570	-58,079
19502 Eco Green Project (PGE)				134,809	-134,809
Total Fixed Assets	1,145,953	1,145,953		1,122,692	23,261
Other Assets					
Total Other Assets					
Total Assets	1,756,990	1,809,190	-52,200	1,808,642	-51,652

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Balance Sheet

Humboldt County Fair Association

	Feb 26	Jan 26	CM vs PM \$ Variance	Feb 25	CY vs PY \$ Variance
Liabilities and Equity					
Liabilities					
Current Liabilities					
Accounts Payable					
21200 Accounts Payable (A/P)	2,096	19,282	-17,185	56,411	-54,314
Total Accounts Payable	2,096	19,282	-17,185	56,411	-54,314
Credit Card					
21600 US Bank CC (#2921)				235	-235
21610 US Bank CC 2818	-105	1,769	-1,873	2,097	-2,201
Total Credit Card	-105	1,769	-1,873	2,332	-2,436
Other Current Liabilities					
21000 TOT Tax Liability Account	887	920	-33	-38	926
22400 Admin Accrued PTO	8,047	8,047		8,907	-859
22410 Maintenance Accrued PTO	2,402	2,402		3,568	-1,166
22800 Deferred Revenue	3,301	1,911	1,390	-100,297	103,598
22900 CFSA Insurance Fees Collected	5,285	5,215	70	4,340	945
24100 Guaranteed Deposits	2,340	1,800	540	200	2,140
24200 Stall Rental Deposits	675	675		675	
Total Other Current Liabilities	22,937	20,970	1,967	-82,647	105,584
Total Current Liabilities	24,929	42,020	-17,092	-23,904	48,833
Long-Term Liabilities					
24500 Eco Green Project Loan (PGE)	64,672	68,129	-3,457	88,869	-24,196
Ice Rink Liability	36,624	41,624	-5,000		36,624
Total Long-Term Liabilities	101,296	109,753	-8,457	88,869	12,428
Total Liabilities	126,225	151,773	-25,548	64,964	61,261
Equity					
25100 JLAC Net Res (Reserve)	32,997	32,997		32,997	
25200 Racing Incentive Fund (Reserve)	9,830	9,830		9,830	
29000 Inves in Cap Assets	1,213,624	1,213,624		1,213,624	
29100 Unrestricted Net Assets	913,560	913,560		913,560	
Net Income	-57,532	-30,880	-26,652	-54,214	-3,318
Opening balance equity	-99,876	-99,876		-99,876	
Retained Earnings	-381,839	-381,839		-272,243	-109,596
Total Equity	1,630,765	1,657,417	-26,652	1,743,678	-112,913
Total Liabilities and Equity	1,756,990	1,809,190	-52,200	1,808,642	-51,652

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Cash Flow Statement

Humboldt County Fair Association

	Feb 26	Jan 26	CM vs PM \$ Variance	Feb 25	CY vs PY \$ Variance
Operating Activities					
Net Income	-26,652	-30,880	4,229	-42,916	16,264
Adjustments to Net Income					
13100 Accounts Receivable (A/R)	-1,699	3,313	-5,012	14,516	-16,215
21000 TOT Tax Liability Account	-33	67	-100	-34	1
21200 Accounts Payable (A/P)	-17,185	-34,069	16,883	14,311	-31,496
21610 US Bank CC 2818	-1,873	-527	-1,346	2,077	
22410 Maintenance Accrued PTO					-490
22600 Payroll Liabilities:Payroll Clearing Acct (DD)					-30
22800 Deferred Revenue	1,390	-1,604	2,994	1,880	-460
22900 CFSA Insurance Fees Collected	70		70	100	-75
24100 Guaranteed Deposits	540	-100	640	1,000	
24200 Stall Rental Deposits				75	470
Credit Card Receivables				-470	
Direct Deposit Payable					-181
Payroll Refunds					-36,163
Prepaid Expenses				181	
Total Adjustments to Net Income	-18,791	-32,921	14,130	33,636	
Total Operating Activities	-45,442	-63,801	18,359	-9,280	
Investing Activities					
19502 Eco Green Project (PGE)					-6,728
19800 Construction in progress					-1,728
Total Investing Activities					
Financing Activities					
24500 Eco Green Project Loan (PGE)	-3,457	-3,457		-1,728	-5,000
29000 Inves in Cap Assets					-6,728
29100 Unrestricted Net Assets					-42,891
Ice Rink Liability	-5,000		-5,000		
Opening balance equity					58,545
Total Financing Activities	-8,457	-3,457	-5,000	-1,728	
Net Cash Increase For Period	-53,899	-67,258	13,359	-11,008	

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A/R Aging February 28th, 2026

	Current	1 - 30	31 - 60	61 - 90	91 and Over	Total
A100Embroidery				-5.00		-5.00
Alissa Clear					100.00	100.00
Ariel Wise		95.00	95.00	95.00	95.00	380.00
Back Country Horsemen -Redwood U		-520.00				-520.00
Balance Productions					150.00	150.00
Bart Silvers		-95.00				-95.00
Bertha Maldonado					2,155.00	2,155.00
Beth Simon					425.00	425.00
Bill Becker		-95.00				-95.00
Black Creek Preserves				215.00		215.00
Brian Vosburg					-285.00	-285.00
Bryce T Bell				45.00	90.00	135.00
Buyer Payments AR					13,669.00	13,669.00
Camping - Campspot	159.04					159.04
Chalk Mt. Ranch, LLC					200.00	200.00
Claudia Velasco-Morales	1,650.00					1,650.00
Copious Glass DBA, Glass Garage					450.00	450.00
Cutco					25.00	25.00
Cutten Elementary School				460.00		460.00
Danielle Frank					200.00	200.00
Dan Rasella		85.00	85.00	85.00		255.00
Dean Petersen		-95.00				-95.00
Dennis Swensen		-95.00				-95.00
Diana Meraz					-500.00	-500.00
Dustin Hurst				-190.00		-190.00
Dwight Shaneyfelt		-20.00				-20.00
Elaina Ashe- Harning		60.00	60.00	32.30		152.30
Elizabeth Filippini		18.90				18.90
Emily Christensen				45.00		45.00
Emily Machado					75.00	75.00
Farm Life Petting Zoo					25.00	25.00
Ferndale Arts					100.00	100.00
Ferndale Lions Club					25.00	25.00
Flavors of East Africa					3,581.96	3,581.96
Flourish Backdrops					50.00	50.00
Fry Burger					500.00	500.00
Gabriela Gonzalez					2,085.00	2,085.00
George Petrov		95.00	95.00	95.00	95.00	380.00
Gianna O'Day					320.00	320.00
Glenn Ziemer		-230.00				-230.00
Hindley Ranch					350.00	350.00
Humboldt County Office of Education			300.00			300.00
Humboldt County Office of Elections					175.00	175.00
International Gifts					1,194.60	1,194.60
Jason Butcher		-95.00				-95.00
Jerry Hayes		-85.00				-85.00
Jerry McGillivray		135.00				135.00
John Goodale		-135.00				-135.00
John Walsh	-95.00					-95.00
Josh McCall		95.00	95.00			190.00
Joslynn Osorio			250.00			250.00

A/R Aging
February 28th, 2026

	Current	1 - 30	31 - 60	61 - 90	91 and Over	Total
Kaitlyn Killingsworth					150.00	150.00
Karen Vielma		-200.00				-200.00
Katherine Lorenzo				150.00		150.00
Katy Garrison					250.00	250.00
Kristal Dennis					150.00	150.00
Larry Wood		190.00	190.00	190.00	184.54	754.54
Latisha Grisback					150.00	150.00
Lee Ann Moore					50.00	50.00
Lincoln Morrill		-95.00				-95.00
Maria Bernabe					-200.00	-200.00
Marooned Inc DBA Scaregrounds	300.00					300.00
Meghan Tegarden				560.00		560.00
Miscellaneous - A/R Reconcile	-5,185.54				9,226.08	4,040.54
Moonstone In Bloom					150.00	150.00
Noga Family					375.00	375.00
Norman & Wendy Sotomayor		-95.00				-95.00
North Coast Event Rental					150.00	150.00
Parry Dyer		180.00	180.00			360.00
Pete Dulik			-190.00			-190.00
Pete Smith		85.00	85.00			170.00
Ralph Dyer		-15.00				-15.00
Renae Alexandre					150.00	150.00
Renner Ranches					150.00	150.00
Richard Hutchinson			-135.00			-135.00
Richard Phillis		650.00				650.00
Ryann & Ryan Cormier		95.00	95.00	95.00	122.54	407.54
Sara Collections					25.00	25.00
Scott Griswold			-95.00		-95.00	-190.00
Shaylynn Lenardo		-220.00				-220.00
Shelby D's			-5.54			-5.54
Shoemaker Family					250.00	250.00
Starglowusa					25.00	25.00
Stephanie Peterson					150.00	150.00
Steve Strombeck		95.00	95.00	95.00		285.00
Sun and Moon Customs					205.00	205.00
Tesla					825.00	825.00
The Buttercream Broomstick					85.00	85.00
Tina Conti		-60.00				-60.00
Tyler Franklin		95.00	95.00	-2.98		187.02
US Forest Service					25.00	25.00
Virginia Irving		-95.00				-95.00
TOTAL	-3,171.50	-271.10	1,294.46	1,964.32	37,903.72	37,719.90

A/P Aging
February 28th, 2026

	Current	1 - 30	31 - 60	61 - 90	91 and Over	Total
Blue Star Gas/Sequoia Gas			499.74			499.74
California Department of Industrial Relations	125.00					125.00
Cashier, Department of Food and Agriculture					-198.60	-198.60
Ferndale Tech	224.13					224.13
Hankin Specialty Elevators		1,350.00				1,350.00
North Coast Journal					67.00	67.00
The Farm Shop		407.76	127.48			535.24
VSI Veterinary Service Inc					-506.32	-506.32
TOTAL	349.13	1,757.76	627.22		-637.92	2,096.19

CUSTOMER	CURRENT	1 - 30 OVER	31 - 60 OVER	61 - 90 OVER	90 AND OVER	TOTAL DUE	AS OF 03/13/2026
Emily Christensen				\$ 45.00		\$ 45.00	2025 Xmas Tree - Cancelled Purchase
Emily Machado					\$ 75.00	\$ 75.00	Arena Passes - QBO Received Invoice Duplicate or Glitch
Katy Garrison					\$ 250.00	\$ 250.00	Brick Sponsor - Billed but did not pay
Rena Alexandre					\$ 150.00	\$ 150.00	Fair Reserved Parking, never showed up
Farm Life Petting Zoo					\$ 25.00	\$ 25.00	Fair Vendor Applied but did not pay application fee
Ferndale Lions Club					\$ 25.00	\$ 25.00	Fair Vendor Applied but did not pay application fee
Humboldt County Office of Elections					\$ 150.00	\$ 150.00	Fair Vendor- Unlear if no show or cancelled
International Gifts					\$ 1,194.60	\$ 1,194.60	Fair Vendor- Did not attend fair
Sara Collections					\$ 25.00	\$ 25.00	Fair Vendor Applied but did not pay application fee
US Forest Service					\$ 25.00	\$ 25.00	Fair Vendor Applied but did not pay application fee
Kaitlyn Killingsworth					\$ 150.00	\$ 150.00	Ice Rink Private Party - Cancellation, transfer to bungalow or pd in Clover
Katherine Lourenzo				\$ 150.00		\$ 150.00	Ice Rink Private Party - Cancellation, transfer to bungalow or pd in Clover
Kristal Dennis					\$ 150.00	\$ 150.00	Ice Rink Private Party - Cancellation, transfer to bungalow or pd in Clover
Latisha Grisback					\$ 150.00	\$ 150.00	Ice Rink Private Party - Cancellation, transfer to bungalow or pd in Clover
Stephanie Peterson					\$ 150.00	\$ 150.00	Ice Rink Private Party - Cancellation, transfer to bungalow or pd in Clover
Copious Glass DBA, Glass Garage					\$ 450.00	\$ 450.00	Pulled out of being a fair vendor
Alissa Clear					\$ 100.00	\$ 100.00	Xmas Tree - 2024- Not picked up - Resold in 2025
						\$ 3,264.60	



Humboldt County Fair Association

Staff Report – 8.a. Draft HCFA CY 2026 Budget

Date: March 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

8.a. Approve Draft HCFA CY 2026 Budget (Action Item)

Background

Staff has prepared the Draft HCFA CY 2026 Budget for Board review and consideration. The proposed budget reflects current year-to-date actuals, projected adjustments, and anticipated operational changes for the 2026 calendar year.

The draft budget includes updated revenue projections across key areas including admissions, concessions, carnival operations, interim rentals, and sponsorships. The budget reflects modest growth assumptions in core revenue categories and incorporates expanded opportunities such as winter event programming, the May Stampede Festival and facility utilization.

On the expense side, the budget accounts for operational cost increases, including utilities, insurance and maintenance. Adjustments have also been made to staffing levels and operational efficiencies to better align with current financial conditions and the reduction in fair days.

The draft reflects a continued focus on stabilizing operations while identifying opportunities for revenue growth and cost control. Based on current projections, the budget anticipates a near break-even operating position, with a projected net operating loss of approximately \$5,368, offset by other income sources resulting in a modest positive net income overall.

Fiscal Impact

The proposed 2026 budget reflects total projected operating revenue of approximately \$1.54 million and total projected operating expenses of approximately \$1.54 million, resulting in a near break-even operating position with a projected net operating loss of approximately (\$5,368).

When including other income and expenses, primarily related to Junior Livestock Auction activities, the overall budget reflects a projected net income of approximately \$3,678.

Final outcomes will depend on attendance, sponsorship performance, event execution, and overall economic conditions.

Recommendation

Staff recommends the Board review the Draft HCFA CY 2026 Budget, provide feedback and direction to staff, and approve the 2026 Budget as presented or with modifications.

Distribution account	Total Actuals YTD	Percentage Change	Dollar Amount Change	Proposed Budget
Income				
31200 Local (Base) Allocation	90,500.00		0	90,000.00
39000 Winter Fair Revenue	0.00	5.00%	0	0.00
39010 Ice Rink Admissions	116,541.00	5.00%	5,827	122,368.05
39011 Discounted Ice Rink Admissions	17,695.00	20.00%	3,539	21,234.00
39020 SLS Tour Admissions	8,316.00	20.00%	1,663	9,979.20
39030 Tree Auction Sales	1,210.00	204.00%	2,468	3,678.40
39032 Winter Bar Sales	5,843.00	-74.00%	-4,324	1,519.18
39050 Winter Sponsorships	88,196.29	65%	-48,193	40,003.00
39090 Winter Misc Revenue	7,347.65	5.00%	367	7,715.03
39091 Winter Fair Discounts	-130.00	5.00%	-7	-136.50
Winter Event Expansion				50,000.00
Total for 39000 Winter Fair Revenue + Local Base Allocation	\$335,518.94			\$346,360.36
41000 Admission Revenue				
41010 Regular Fair Admissions	195,367.00	1%	1,954	197,320.67
41020 Discounted Fair Admissions	29,692.00	1.00%	297	29,988.92
41025 Etix Processing Fees - Collected	9,968.89	1.00%	100	10,068.58
41030 JL Wristbands	12,660.00	1.00%	127	12,786.60
Total for 41000 Admission Revenue	\$247,687.89			\$250,164.77
41500 Commercial Space Revenue				
41510 Outside Commercial Space	24,270.16	0.00%	0	24,270.16
41520 Inside Commercial Space	18,950.00	0.00%	0	18,950.00
Total for 41500 Commercial Space Revenue	\$43,220.16			\$43,220.16
42100 Carnival Revenue				
42101 Regular Carnival Revenue	45,912.15	1.00%	459	46,371.27
42110 Pre-Sale Carnival Revenue	43,702.00	1.00%	437	44,139.02
Total for 42100 Carnival Revenue	\$89,614.15			\$90,510.29
42200 Concessions Revenue				
42201 Food Concessions	98,239.41	2.50%	2,456	100,695.40
42250 Alcohol Concessions	79,160.32	5.00%	3,958	83,118.34
42300 Non-Food Concessions	1,332.00	0.00%	0	1,332.00
Total for 42200 Concessions Revenue	\$178,731.73			\$185,145.73
43000 Exhibits Revenue				
43100 Entry Fees	25,473.00	2.50%	637	26,109.83
43200 Donated & Sponsored Awards	18,885.00	5.00%	944	19,829.25
43400 Other Exhibit Revenue	0.00	0.00%	0	0.00
43500 Junior Livestock Exhibit Revenue	1,955.00	10.00%	196	2,150.50
47200 Jr. Fair Board	500.00	1.00%	5	505.00
Total for 43000 Exhibits Revenue	\$46,813.00			\$48,594.58
45000 Horse Racing Revenue				
45500 Other Live Racing Revenue	578.64	0%	0	578.64
Total for 45000 Horse Racing Revenue	\$578.64			\$578.64
47000 Miscellaneous Fair Revenue				
47100 Fair Parking	33,666.82	100.00%	33,667	67,333.64
47700 JL Camping Fees	8,830.00	1.00%	88	8,918.30

Comments

KEY	
	Summed row
	Parent account
	Combined totals
	Unneeded Cell
	Sub total

Budget YTD totals pulled and updated on 03/19/2026

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Distribution account	Total Actuals YTD	Percentage Change	Dollar Amount Change	Proposed Budget
Total for 47005 Miscellaneous Non-Fair Programs	\$8,984.89			\$54,859.13
47900 Other Miscellaneous Fair Revenue				
47901 Art Sales	532.75	0.00%	0	532.75
47902 Fair Merchandise	1,425.00	5.00%	71	1,496.25
47903 Vendor Application Fee	1,980.00	1.00%	20	1,999.80
47904 Vendor Concession Commissions	1,909.57	1.00%	19	1,928.67
47905 Special Fair Event	12,340.00	5.00%	617	12,957.00
47907 Chili Cookoff	8,866.71	28.00%	2,483	11,349.39
47908 Other Fair Time Camping	9,239.76	5.00%	462	9,701.75
Total for 47900 Other Miscellaneous Fair Revenue	\$36,293.79			\$39,965.60
48000 Interim Revenue				
48100 Rental of Buildings	75,501.09	15.00%	11,325	86,826.25
48105 Arlington Rental Revenue	11,220.00	0.00%	0	11,220.00
48200 Grounds Rental	4,060.00	445.00%	18,067	22,127.00
48201 RV Camping Interim Revenue	77,694.15	5.00%	3,885	81,578.86
48202 Stall & Arena Rental Income	21,479.66	10.00%	2,148	23,627.63
48203 RV & Boat Storage	42,255.88	0.00%	0	42,255.88
48300 Equipment Rentals	3,380.00	5.00%	169	3,549.00
48500 Interim Utility & Other Reimbursements	90.00	5.00%	5	94.50
48503 Insurance Processing Fee	715.20	5.00%	36	750.96
48505 Event Venue Guidebook	2,020.00	1.00%	20	2,040.20
48700 Other Interim Revenues	-2,306.50		0	0
Total for 48000 Interim Revenue	\$236,109.48			\$274,070.28
49500 Other Operating Revenue				
49520 Non-Fair Donations & Sponsorships	6,200.00	5.00%	310	6,510.00
49540 Other Operating Revenue	50,500.00	5.00%	2,525	53,025.00
49550 Prior Year Revenue	-21,495.07	5.00%	-1,075	-22,569.82
Propose Sale Tax Collection Account				9,821.00
Total for 49500 Other Operating Revenue	\$35,204.93			\$46,786.18
Discounts given	-22,408.75	-5.00%	1,120	-21,288.31
Total for Income	\$1,377,445.67			\$1,538,749.35
Gross Profit	\$1,377,445.67			\$1,538,749.35
Expenses				
50000 Administration Expense				
50100 Admin Salaries - Permanent	221,403.00	-5.00%	-11,070	210,332.85
50320 Admin Payroll Taxes	18,928.47	-5.00%	-946	17,982.05
50325 Penalty/Prior Year Payroll Taxes	711.54	5.00%	36	747.12
50330 Admin Worker's Comp Insurance	12,859.00	5.00%	643	13,501.95
50400 Admin Contracted Professional Services	50,151.50	5.00%	2,508	52,659.08
50500 Director's Expenses	55.00	5.00%	3	57.75
50600 Employee Travel, Recruitment & Training	9,810.61	5.00%	491	10,301.14
50700 Office Supplies	7,850.58	5.00%	393	8,243.11
50701 Computer Software & Supplies	25,531.27	0.00%	0	25,531.27
50702 Credit Card & Bank Fees	29,298.73	5.00%	1,465	30,763.67
50703 QuickBooks CC Payments Fees	5,866.59	5.00%	293	6,159.92
50705 Office Equipment Expense	1,758.34	5.00%	88	1,846.26
50800 Postage	3,350.72	5.00%	168	3,518.26
50801 Telephone / Internet	24,790.18	5.00%	1,240	26,029.69
50900 Dues & Subscriptions	5,499.78	5.00%	275	5,774.77

Comments

KEY

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Distribution account	Total Actuals YTD	Percentage Change	Dollar Amount Change	Proposed Budget
51000 Insurance (General Liability)	70,639.35	5.00%	3,532	74,171.32
51010 Insurance (Vehicle)	4,264.67	5.00%	213	4,477.90
51050 Property Taxes	17,731.52	5.00%	887	18,618.10
Total for 50000 Administration Expense	\$510,500.85			\$510,716.18
51060 Sales Tax	8,540.82	15.00%	1,281	9,821.94
52000 Maintenance & General Operations				
52100 Maint Salaries - Permanent	131,002.16	-10.00%	-13,100	117,901.94
52200 Maint Salaries - Temporary	31,643.52	-5.00%	-1,582	30,061.34
52220 Maintenance Payroll Taxes	15,994.27	-5.00%	-800	15,194.56
52230 Maintenance Worker's Comp Insurance	16,948.55	5.00%	847	17,795.98
52300 Maint Contracted Professional Services	8,897.01	120.00%	10,676	19,573.42
52350 Vehicle Equipment Fuel	1,939.95	5.00%	97	2,036.95
52400 Grounds & Vehicle Registration & Compliance	4,760.23	5.00%	238	4,998.24
52500 Maintenance Equipment Rental	8,533.48	5.00%	427	8,960.15
52600 Heat	13,596.17	5.00%	680	14,275.98
52800 Power	71,883.07	5.00%	3,594	75,477.22
52802 Water	33,230.93	5.00%	1,662	34,892.48
52900 Equipment Maintenance	9,748.03	5.00%	487	10,235.43
53000 Buildings & Grounds Maintenance	1,293.41	2000.00%	25,868	27,161.61
53100 Trash Removal, Clean-up	24,898.45	5.00%	1,245	26,143.37
53150 RV Camping Expense	1,223.30	5.00%	61	1,284.47
53200 Maintenance Supplies	24,892.69	5.00%	1,245	26,137.32
53300 Special Repairs Under \$5K	5,594.00	0.00%	0	5,594.00
Total for 52000 Maintenance & General Operations	\$414,620.04			\$447,546.41
54000 Publicity Expenses				
54400 Advertising Expense	29,689.47	5.00%	1,484	31,173.94
Total for 54000 Publicity Expenses	\$29,689.47			\$31,173.94
56000 Attendance Expense				
56101 Attendance Salaries - Temporary	23,470.15	0.00%	0	23,470.15
56120 Attendance Payroll Taxes	2,922.01	5.00%	146	3,068.11
56200 Attendance Contracted Professional Services	34,034.00	0.00%	0	34,034.00
56300 Attendance Supplies	1,572.71	5.00%	79	1,651.35
56401 Attendance Rentals-Tent, Restrooms, other	5,889.13	5.00%	294	6,183.59
56410 Electronic Ticketing Fees	11,757.17	5.00%	588	12,345.03
Total for 56000 Attendance Expense	\$79,645.17			\$80,752.22
57000 Miscellaneous Fair Expense				
57100 Parking Contracted Services	24,000.00	0.00%	0	24,000.00
57150 Chili Cook Off Expense	1,590.80	5.00%	80	1,670.34
57300 Fair Merchandise Expense	6,673.15	-50.00%	-3,337	3,336.58
57700 Sponsorship Expense	18,849.26	5.00%	942	19,791.72
57800 Other Misc Fair Expense	2,429.36	5.00%	121	2,550.83
57801 Fair Time Equipment Rentals	1,601.85	5.00%	80	1,681.94
57900 Commercial Exh & Concessions Expense	9,084.75	5.00%	454	9,538.99
80040 EMT/First Responder Salaries-Temporary	1,178.33	-2.00%	-24	1,154.76
80050 EMT/First Responder Payroll Taxes	146.68	-2.00%	-3	143.75
Total for 57000 Miscellaneous Fair Expense	\$65,554.18			\$63,868.91
57200 Fair Bar Expenses				
57210 Bartender-Temporary	15,218.80	20.00%	3,044	18,262.56
57220 Bartender Payroll Taxes	1,147.77	5.00%	57	1,205.16

Comments

KEY

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Distribution account	Total Actuals YTD	Percentage Change	Dollar Amount Change	Proposed Budget
57230 Fair Bar Alcohol	13,404.56	5.00%	670	14,074.79
57240 Fair Bar Other	6,327.89	5.00%	316	6,644.28
57250 Fair Bar Permits, Licensing & Registration	575.00	5.00%	29	603.75
Total for 57200 Fair Bar Expenses	\$36,674.02			\$40,790.54
58000 Premium Expense				
58100 Cash Premium Awards	17,430.00	5.00%	872	18,301.50
58200 Exhibit Awards (trophies, ribbons)	15,161.07	5.00%	758	15,919.12
58500 Other Premium Expense	32.48	5.00%	2	34.10
Total for 58000 Premium Expense	\$32,623.55			\$34,254.73
63000 Exhibits Expense				
63101 Exhibits Salaries - Temporary	23,551.34	-10.00%	-2,355	21,196.21
63120 Exhibits Payroll Taxes	2,932.16	5.00%	147	3,078.77
63200 Judges	5,040.60	0.00%	0	5,040.60
63300 Exhibits Contracted Professional Services	15,758.26	-11.16%	-1,759	13,999.64
63400 Exhibit Supplies	459.46	5.00%	23	482.43
63700 Other Exhibits Expense	12,118.88	5.00%	606	12,724.82
Total for 63000 Exhibits Expense	\$59,860.70			\$56,522.47
65000 Horse Racing Expense				
65210 Horse Racing Employee Benefits (ER share)	3,592.84	0.00%	0	3,592.84
65300 Horse Racing Contracted Professional Services	4,610.59	-100.00%	-4,611	0.00
65301 CARF Management Fees	485.59	-100.00%	-486	0.00
65800 Other Horse Racing Expense	65.00	5.00%	3	68.25
Total for 65000 Horse Racing Expense	\$8,754.02			\$3,661.09
66000 Fair Entertainment Expense				
66200 Fair Entertainment Contracted Professional	50,171.00	5.00%	2,509	52,679.55
66600 Grandstands Entertainment	14,655.84	5.00%	733	15,388.63
66700 Other Fair Entertainment Expense	2,260.05	5.00%	113	2,373.05
Total for 66000 Fair Entertainment Expense	\$67,086.89			\$70,441.23
66009 Misc. Non Fair Events	1,862.60	1462.29%	27,237	44,200.00
67000 Winter Fair Expenses				
67010 Winter Equipment Purchases	6,787.68	-80.00%	-5,430	1,357.54
67011 Winter Equipment Rental	28,062.00	75.00%	21,047	49,108.50
67020 Winter Bar Expenses	2,845.45	-100.00%	-2,845	0.00
67030 Winter Merch Expenses	1,701.09	5.00%	85	1,786.14
67040 Winter Tree Expenses	954.64	-50.00%	-477	477.32
67050 Winter Decorations Expense	3,006.58	5.00%	150	3,156.91
67060 Winter Event Salaries - Temporary	27,794.20	5.00%	1,390	29,183.91
67061 Winter Event Payroll Taxes	3,363.33	5.00%	168	3,531.50
67070 Winter Event Marketing Expense	5,520.36	0.00%	0	5,520.36
67090 Winter Misc Expenses	14,519.34	-10.00%	-1,452	13,067.41
Winter Event Expansion Proposal				53,000.00
Total for 67000 Winter Fair Expenses	\$96,417.27			\$204,389.58
80000 Prior Year Operating Expense Adjustment	43,984.15	-100.00%	-43,984	0.00
80010 Prior Year General Expense Adjustments	13.00	-100.00%	-13	0.00
Total for 80000 Prior Year Operating Expense	\$43,997.15			\$0.00
85900 Other Cash Over/Under	-255.69	-100.00%	256	0.00
Total for 85000 Cash Shortages & Overages	-\$255.69			\$0.00
Payroll Expenses		-100.00%	0	0
Employee Reimbursements	0.00	-100.00%	0	0.00

Comments

KEY

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Distribution account	Total Actuals YTD	Percentage Change	Dollar Amount Change	Proposed Budget
Taxes	57.01	-100.00%	-57	0.00
Wages	457.88	-100.00%	-458	0.00
Total for Payroll Expenses	\$514.89			\$0.00
Total for Expenses	\$1,445,682.51			\$1,544,117.31
Net Operating Income	-\$68,236.84			-\$5,367.96
Other Income				
49600 Auction Revenues				
49605 JLA Revenues				
49705 JLA Add-ons	126,762.00	5%	6,338	133,100.10
49710 Veggie Auction Revenue	58,200.00	5%	2,910	61,110.00
49720 Veggie Add-ons	8,500.00	5%	425	8,925.00
49730 JLA Harvesting Fee's & Fine Processing	28,655.00	5%	1,433	30,087.75
49820 JLA Buyer Payments	1,100,382.19	5%	55,019	1,155,401.30
49910 Dairy Add-Ons	0.00	5%	0	0.00
Total for 49605 JLA Revenues	\$1,322,499.19			\$1,388,624.15
49700 JLA Miscellaneous Revenue				
49740 JLA BBQ Presale Income	11,900.00	5.00%	595	12,495.00
49750 JLA BBQ Presale Credit Card Income	3,580.00	5.00%	179	3,759.00
49760 JLA Other Revenue	1,500.00	5.00%	75	1,575.00
49800 JLA During Fair BBQ Income	4,680.00	5.00%	234	4,914.00
Total for 49700 JLA Miscellaneous Revenue	\$21,660.00			\$22,743.00
Total for 49600 Auction Revenues	\$1,344,159.19			\$1,411,367.15
49610 Auction Commission				
49611 Veggie Auction Commission	6,670.00	0.00%	0	6,670.00
49612 JLA Auction Commission	80,093.31	0.00%	0	80,093.31
Total for 49610 Auction Commission	\$86,763.31			\$86,763.31
Total for Other Income	\$1,430,922.50			\$1,498,130.46
Other Expenses				
95000 Junior Livestock Auction Expenses				
95100 JLA - Contracted Services	41,107.24	5.00%	2,055	43,162.60
95200 JLA - Supplies	11,565.79	5.00%	578	12,144.08
95400 JLA Scholarship Expense	2,000.00	5.00%	100	2,100.00
95500 JLA Seller Expenditures				
95500.4 JLA Seller Payments	1,286,170.19	5.00%	64,309	1,350,478.70
96000 JLA BBQ Expense	18,532.84	5.00%	927	19,459.48
Total for 95000 Junior Livestock Auction Expenses	\$1,359,376.06			\$1,427,344.86
Other Miscellaneous Expenditure	0.00	5.00%	0	0.00
Total for Other Expenses	\$1,359,376.06			\$1,427,344.86
Debt Payment Amount				\$61,739.84
Net Other Income	\$71,546.44			\$9,045.76
Net Income	\$3,309.60			\$3,677.80

Comments

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Humboldt County Fair Association

Staff Report – 8.b. Sponsorship Program Discussion

Date: March 27, 2026

To: Board of Directors

From: Moira Kenny, CEO

8.b. Receive and Discuss 2026 Sponsor Brochure and Program, Make Recommendations to Staff and Approve as Appropriate

i. Discussion Regarding Sponsorship Program Position, Make Recommendations to Staff and Approve as Appropriate

Background

Staff has updated the 2026 Sponsorship Brochure and program to reflect the Executive Committee’s recommendations. Revisions include adjustments to sponsorship benefits and overall structure to better align with program goals and enhance sponsor value.

Staff has confirmed that our carnival operator will open one day prior to the Fair to support a Sponsor Pre-Fair Carnival Night, providing an enhanced engagement opportunity for sponsors. The current intent is to offer sponsors the same number of invitations for the pre-fair carnival night as are included with the Sponsorship Appreciation Dinner.

Additionally, staff is coordinating a Sponsorship Appreciation Dinner to be held under the grandstands on Opening Day of the Fair, with no changes to the number of invitations allocated per sponsorship level. Staff has also been directed to modify the Saturday VIP Hospitality Suite by reducing operating hours and repositioning it as a Special Event Hospitality Suite.

Staff has received feedback from Directors regarding the potential need to develop a Sponsorship Program Coordinator position to support increased donations and expansion of the sponsor base, strengthen sponsorship organization, communication, and fulfillment. There is also interest in exploring the value of engaging an independent contractor to expand sponsorship outreach and increase revenue opportunities.

If directed to proceed, staff requests Board guidance on compensation structure and associated budget adjustments, including pay scale and potential commission framework. Staff's preliminary concept includes:

- No commission on existing active sponsors
- 5% commission on sponsors returning after a one-year lapse
- 10% commission on new sponsors or those inactive for two or more years

Staff is seeking Board input on this structure.

Fiscal Impact

Fiscal impact will depend on Board direction regarding staffing, compensation structure, and potential engagement of an independent contractor. Budget adjustments may be required and will be brought back for approval as needed.

Recommendation

Staff recommends the Board receive and discuss the 2026 Sponsorship Brochure and Program, provide direction and recommendations to staff, approve the Sponsorship Brochure and program adjustments as appropriate, and provide guidance on the development of a Sponsorship Program Coordinator position or potential independent contractor engagement, including compensation structure and budget considerations.

2026 HUMBOLDT COUNTY FAIR

"Where the Trees Meet the Seas"

130TH ANNIVERSARY YEAR



SPONSORSHIP OPPORTUNITIES

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 FIFTH STREET
FERNDALE, CA 95536

CALL OR EMAIL
(O) 707-786-9511, (F) 707-786-9450
OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG



2026 SPONSORSHIP OPPORTUNITIES

Sponsorship Level I - Minimum Investment: \$15,000

These packages are customized to the needs of the Sponsor, we will work together to develop the best package for you!

Sponsorship Level II - Minimum Investment: \$10,000

In appreciation, the Sponsor receives:

- Two 8' x 10' full-color banners, Sponsor Provided
In premium location(s) on the fairgrounds
- Special parking
- 40 individual single-day admission passes
- 8 invitations to the Annual Sponsorship Appreciation Dinner
 - 8 VIP Season passes that entitle the bearer to:
Entrance to the Fair and the Special Event hospitality suite
 - 8 invitations to Pre-Fair Carnival Party
- 8 Invitations to Opening Day Sponsorship Appreciation Dinner

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:
HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level III - Minimum Investment: \$7,500

In appreciation, the Sponsor receives:

- One 8' x 10' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- Special parking
- 20 individual single-day admission passes
- 4 invitations to the Annual Sponsorship Appreciation Dinner
 - 4 VIP Season passes that entitle the bearer to:
Entrance to the Fair and the Special Event hospitality suite
 - 4 invitations to Pre-Fair Carnival Party
- 4 invitations to Opening Day Sponsorship Appreciation Dinner

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:
HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level IV - Minimum Investment: \$5,000

In appreciation, the Sponsor receives:

- One 3' x 6' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- Special parking
- 4 invitations to the Annual Sponsorship Appreciation Dinner
- 4 VIP Season passes that entitle the bearer to:
Entrance to the Fair and the Special Event hospitality suite
- 4 invitations to Pre-Fair Carnival Party
- 4 invitations to Opening Day Sponsorship Appreciation Dinner
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level V - Minimum Investment: \$2,500

In appreciation, the Sponsor receives:

- One 3' x 6' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- Special parking
- 2 invitations to the Annual Sponsorship Appreciation Dinner
- 2 VIP Season passes that entitle the bearer to:
Entrance to the Fair and the Special Event hospitality suite
- 2 invitations to Pre-Fair Carnival Party
- 2 invitations to Opening Day Sponsorship Appreciation Dinner
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level VI - Minimum Investment: \$1,000

In appreciation, the Sponsor receives:

- One 3' x 3' full-color banner, Sponsor Provided
In premium location(s) on the fairgrounds
- Special parking
- 8 individual single-day admission passes
- 2 invitations to the Annual Sponsorship Appreciation Dinner
- 1 VIP Season pass that entitle the bearer to:
Entrance to the Fair and the Special Event hospitality suite
- 2 invitations to Pre-Fair Carnival Party
- 2 invitations to Opening Day Sponsorship Appreciation Dinner
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website

Sponsorship Level VII - Minimum Investment: \$500

In appreciation, the Sponsor receives:

- 6 Individual single-pay passes
- Business Name/Logo prominently displayed in HCFA-affiliated print advertising, social media marketing, and the HCFA website



2026 WINTER FAIR SPONSORSHIP

Ice Legacy Sponsorship - Gift of \$5000

Each Winter Fair sponsorship is thoughtfully tailored to reflect your vision. As we build out a season filled with ice skating, Sparkling Lights, holiday gatherings, themed nights, and new winter traditions still to come, we will work closely with you to craft a package that fits your organization perfectly. Together, we can create a partnership that shines throughout the season!

Evergreen Legacy Sponsorship - Gift of \$3,000

In appreciation, the Sponsor receives:

- Logo on ice rink wall

*** 2-hour Private Party Space at the Ice Rink, 20 individual ice rink admission passes**

And the eternal gratitude from the Humboldt County Fairgrounds

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:

HCFA-affiliated print advertising, social media marketing, and the HCFA website

- Advertising distribution opportunities

Winter Wonderland Landmark Sponsor - Gift: \$1000

In appreciation, the Sponsor receives:

Become a part of the magic! Order a custom building cut-out featuring your business name and represent your place in the Humboldt County community. Your branded display will shine within our transformed Sparkling Light Spectacular Winter Wonderland, becoming a glowing piece of this immersive holiday experience.

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:

HCFA affiliated print advertising, social media marketing, and the HCFA website

Snowflake Family - Gift of \$500.00

**2-hour Bungalow Space at the Ice Rink,
10 individual ice rink admission passes**

And eternal gratitude from the Humboldt County Fairgrounds!



"Where the Trees Meet the Seas"

Dear Friends and Family of the Humboldt County Fair,

As we look ahead to an extraordinary year at the Humboldt County Fairgrounds, we are excited to invite you to be part of a truly historic celebration. Our 2026 annual County Fair marks our 130th Anniversary, a remarkable milestone that honors our legacy as one of the longest-running fairgrounds in California. For more than a century, our grounds have served as a gathering place for agriculture, community celebration, youth development, and shared traditions. This anniversary year promises to be one of the most memorable yet.

In addition to commemorating 130 years of continuous operation, we are proud to expand Winter Fair events, a new annual chapter that brings year-round energy and entertainment opportunities to the fairgrounds.

As we celebrate this milestone year, we remain deeply committed to improving and preserving our historic grounds, expanded youth opportunities, and innovative, NEW exciting events that ensure the fairgrounds will remain a vibrant community centerpiece for generations to come. Our 130th year is not simply a celebration of our past; it is a launch point for an even stronger future.

Your sponsorship has always played a vital role in making these efforts possible. As we step into this landmark anniversary year, your partnership is more important than ever.

We respectfully invite you to renew your sponsorship for this historic 130th celebration. Together, we can honor 130 years of tradition while building an inspiring future at the Humboldt County Fairgrounds, a place where community continues to gather, celebrate, and thrive.

Sincerely,

Moira Kenny

Moira Kenny, *Chief Executive Officer*

Andy Titus, *President*

Greg Gomes, *1st Vice President*

Lawrence Dwight, *2nd Vice President*

Clint Duey, *Treasurer*

Sandy Hanks, *Secretary*

Darren Hansen, *Director*

Ben Hawk, *Director*

Johanna Rodoni, *Director*

Wayne Wilson, *Director*

"...Come Celebrate Our 130th Anniversary!"

2026 HUMBOLDT COUNTY FAIR

SPONSORSHIP AGREEMENT



Please select the level of Sponsorship you or your company wish to contribute.

130th Anniversary Fair

- Sponsorship Level I - \$15,000 Contribution or More
- Sponsorship Level II - \$10,000 Contribution
- Sponsorship Level III - \$7,500 Contribution
- Sponsorship Level IV - \$5,000 Contribution
- Sponsorship Level V - \$2,500 Contribution
- Sponsorship Level VI - \$1,000 Contribution
- Sponsorship Level VII - \$500 Contribution

2026 Winter Fair

- Ice Legacy Sponsorship - Investment: \$5000
- Evergreen Legacy Sponsorship - Investment: \$3,000
- Winter Wonderland Landmark Sponsor - Investment: \$1000
- Snowflake Family - Gift of \$500.00

In order to be included in all sponsorship opportunities, the submission deadline to respond is July 1st, 2026

We welcome In-Kind Sponsorships as well. If you'd like to provide goods and services in place of or in addition to cash, please provide a list of items and the total cost.

Business Name: _____
PLEASE WRITE EXACTLY AS YOU PREFER YOUR NAME TO BE USED IN ADVERTISING

Business Physical Address: _____

Authorized Contact Name: _____

Contact Mailing Address: _____

Contact Phone Number(s): _____

Contact Email: _____
PLEASE INCLUDE A VALID EMAIL FOR COMMUNICATIONS - TO HAVE SPONSOR'S LOGO ON WEBSITE, PLEASE SEND IT TO OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG

Authorized Contact Signature and Date: _____
SIGNATURE DATE

The Humboldt County Fair Association is a 501(c)(3) non-profit organization: EIN 94-6000770

Please make checks out to Humboldt County Fair Association. If you choose, you can be invoiced.

Please contact the Fair Business Office at 707-786-9511 or officemanager@humboldtcountyfair.org for any questions you may have.

2026 HUMBOLDT COUNTY FAIR

NEW SPONSOR BENEFITS

Pre-Fair Carnival Party

Level I - VI Sponsors will receive invitations to this event the night before the 130th Annual Fair's first day. Guests are invited to enjoy carnival rides, fair food, and refreshments before the crowds roll in. It's an evening to commemorate and thank those who make the Humboldt County Fair possible. Join us from 5 pm to 9 pm on Tuesday, August 11th for a celebration under the stars and the twinkling glow of Johnston Amusements!

Opening Day Sponsorship Appreciation Dinner

Level I - VI Sponsors will receive invitations to this celebration on the opening day of the 130th Annual Fair. You'll be welcome to enjoy appetizers and refreshments under the grandstands from *[time to time]* on Wednesday, August 12th. With private performances by our fairtime entertainment, you'll be sure to enjoy dinner and a show under the historic grandstands. We are excited to thank you for making the Annual Humboldt County Fair possible.

RIDES

3/27/26



Dear Board of Directors of the Humboldt County Fair Association,

I am pleased to provide an update on the progress of the May 2-Day Festival, STAMPEDE at the Humboldt County Fairgrounds. I'm happy to report, this event is shaping up to be one heck of a ride.

Planning efforts are moving at full gallop, and with the event quickly approaching, there's no time to waste. Thanks to the team's hard work, we've made outstanding progress across the board. All first-choice talent offers have been accepted! We've truly "roped in" a great lineup, while staying right on target with our talent budget. Most contracts have been signed and returned, putting us in a strong position as we head down the home stretch.

LINE-UP: We are proud to announce this year's entertainment lineup.

On Saturday, May 30th, will feature:

To Be Announced

Sunday, May 31st lineup includes:

To Be Announced

Both days will also feature a full-day live DJ to keep the energy high, along with Contessa leading line dancing, keep the crowd moving smoother than a Tennessee Walker.

TICKETING: Ticketing is already off to a strong start. While tickets are officially set to go on sale April 1st, we've already sold over 100 tickets! (As a courtesy to our box seat holders, we are offering them first dibs on their boxes before releasing them to the public as VIP seating.) Encouraging proof that folks are ready to saddle up for STAMPEDE.

FOOD & VENDORS: We have exceeded our projected food and vendor counts! Including:

Wild Buck Boards

Hot Iron Hat

Bar, Buckin' A Trading Post

KJ Creations Jewelry

Great Western Trading

Next Level Amusement

The Shootin' Gallery

Diva Designs, and

Scentsy

Easy Squeezy Lemonade,

Brandon's Best Kettle Corn

Cook's BBQ, Shelby's Pizza,

Korean Corn Dogs

Buttercream & Broomsticks

BEER & WINE: Following the Board’s recommendation to boost beverage revenue, we’ve reworked our beer and wine model. By partnering with breweries to receive donated or discounted product in exchange for advertising booth space, the Fair can sell directly to customers. This approach is already proving attractive to partners and positions us to significantly increase bar profits.

Confirmed beer and wine partners include:

Mad River Brewery
Bolt Alchemy Distillery
Lost Coast Brewery
Humboldt Cider Co.
Pabst Brewing Company
Bend Cider
Trinity Brewing
Old Growth Cellars

MARKETING: Marketing is ready to launch upon receipt of final artist sign-offs from the two remaining performers. Completed marketing materials include:

Official Poster
TV Teaser Spot
30- Second Radio ad
60-Second Radio ad
5-Official STAMPEDE T-Shirt designs

Our website has been updated with a brand-new STAMPEDE landing page and fresh merchandise offerings. Meanwhile, social media sneak peeks have already been stirring up plenty of excitement.

TICKETING: Operational preparations are also well in hand. E-ticketing is set, our in-house ticketing system has been ordered, and parking and security have been secured. We’ve also added a \$5.00 parking fee, creating an additional revenue stream while keeping things running smoother than a well-oiled wagon wheel.

All in all, STAMPEDE is coming together strong, and the outlook couldn’t be brighter. We’ll continue to push forward adding more beer and wine partners, expanding our promotion, and making sure this event is the kind folks will be talking about long after the dust settles.

Thank you for your continued support as we ride this one home, cause “At the Humboldt County Fair We Don’t Stagecoach, We STAMPEDE!”

Humboldt County Fair Proposal for College of the Redwoods Rodeo, “Redwoods Outlaw Rodeo” – August 15th

Proposal for HCFA Executive Meeting March 24th, 2026

Key Area Summary

Key Area	Summary
Sponsorship Position	More than \$12,000 in sponsorship commitments have been identified to CR Rodeo, contingent upon HCFA Board approval of the Rodeo Event. On track for our “20 in 20” goal.
CR Rodeo Responsibilities	CR Rodeo will manage production, contestant coordination, setup and teardown excluding Fair-provided structures ie: grandstands/stages. CR is also responsible for their own sponsorship development.
Fair Responsibilities	The Fair will provide a “turn key” grandstands and track/arena area, stalling areas, sound, and parking, in addition to custodial preparation, ticketing support, bar operations, concessions, and Fair merchandise sales. CR proposes the Fair be responsible for all event insurance. Specialty acts and stock contractors carry their own insurance.
Potential Fair Revenue from Rodeo	ticket revenue (shared), concessions and alcohol sales 100% to Fair, box seats (share), merchandise sales, and all other fair sales due to foot traffic.

Risk Profile	The structure is intended to create limited financial risk to the Fair because CR Rodeo is responsible for production costs.
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Overall Vision:

College of the Redwoods (CR) sees an opportunity to collaborate with the Humboldt County Fair to host a college rodeo that would be beneficial for both the fair and the CR College Rodeo Team and even more importantly, the community as a whole. This event is meant to give the fair a new focus and community support since horse racing did not get approved. On a personal note, Kelly grew up on the Ferndale track attending races and owning his own race horses that have competed here. This is very close to our hearts and we want to see this multi-million dollar facility used to its full potential even without horse racing. Worse than not having horse racing is not having a purpose for the infrastructure and watching it fade away. In addition this event is meant to give CR the credibility of having a secure college rodeo program. Any and every successful college rodeo team hosts their own rodeo.

How will we get the contestants?

We agree we had concerns about getting the contestants with the original idea of having it as an open college rodeo that does not count for league standings. We are now proposing to have this as an Invitational College Rodeo. This means we intend to only invite a maximum of 15 people per event. This is for multiple reasons:

- An invitational makes it a prestigious event that is more plannable in the short time frame and guarantees us to get the contestants we want here.
- 8-15 people per event still guarantees 80 to 100 contestants. Making it so that we can offer things such as \$100 fuel cards to each contestant, contestant ball caps, free breakfast on Friday and free lunch on Saturday for contestants. All things that are offered at professional rodeo events.
- This also allows us to know we have enough stalling available on the backside of the track and trailer parking space available without having to get portables. Contestants would have the option to dry camp on the unused portion of the track.
- We plan to have \$1,000+ added in each event, making it more enticing for the contestants. They will have added money to compete for with only 14 maximum other people to compete against. Again, this makes it so we are drawing the most

competitive contestants. This will be the ONLY college rodeo offering added money, this is huge for the student-athlete.

- We have spoken to all of the major coaches in our region and they have verbally committed to send contestants and also attend themselves. This is huge.
- Additionally, there will be a \$2,500 scholarship awarded to the rodeo team that wins the most events, and the team's coach must be present to win.
- Limiting contestant entries also allows us to minimize cost for the stock contractor with a limited number of stock required.
- Note: limiting the number of contestants does NOT affect the quality of the rodeo show!!!! This NEEDS to be understood. All rodeo performances (the part the crowd actually sees) are always limited to 10-12 contestants per event.

Proposed Breakdown of Tasks

College of the Redwoods is willing to take on the full risk of hosting the rodeo event both financially and socially/politically. Meaning through sponsorship and CR funds we intend to pay for the entire rodeo production including:

- Rodeo production
 - Stock contractor (holds their own insurance)
 - Announcer, DJ, and entertainers
 - Specialty acts (hold their own insurance)
 - Ambulance
 - Arena assembly
- Event setup and breakdown, excluding fair-provided stages and structures
- Contestant coordination, receiving, and stall assignments
- Program schedule and programs
- CR Rodeo Sponsorship sourcing
- Operation of CR Rodeo Merchandise booth
- Assembly of Rodeo VIP Tent/area

CR requests Humboldt County Fair be responsible for the following:

- Marketing the event as a collaborative “Fair and Frontier Days– A new legacy”
- Grandstand preparation, including cleaning and opening for guests (assumed already to be done as part of fair prep)
- Preparation for ABC barns stalls, parking areas, contestant receiving area, jockey quarters and paddock (just as was done for races). No additional barn stalls needed or portable stalls.
- Bar service management and bartenders

- Security Services with additional staffing requested for this event
- Ticketing Services
- Grandstand Attendance 1-2 to oversee box seating.
- Fair is responsible for full weekend and event insurance. This could be added on the already required fair insurance or purchased as a separate policy. This is estimated to cost \$2,000.
- Custodial Services for before, during, and after event
- Fair will provide sound production at no additional cost to CR
- Sound production collaboration with our Announcer and DJ
- Emergency sound and electrical technicians on call and on sight during event
- Shuttle for elderly and others from parking area to event entrance (assumed this will already be in order for other fair events)
- Collaboration on VIP area, splitting the cost of the VIP area based on how many VIP the Fair has admitted v. CR has admitted. Estimated \$40 per person. Historical costs include a gate attendant, bartender, food, and beverages.

Humboldt County Fair Facility Use Requested by CR:

- Grandstands-spectator seating, event viewing, and bathrooms
- Arena– Portion of track from grandstands to tote board
- Infield– grassy areas between baseball fields and tote board
- Entire track– for contestant trailer parking and horse “warm-up” exercise
- ABC Barns and grass field portion west of those barns (where portables were)
- Quad barn– for CR contestants, same as it will be used throughout the year
- Vendor and concession areas
- Water truck usage and fill up station
- Horse Racing Starting gate

Budgetary Considerations

Alcohol & Food Sales

CR proposes the Fair is responsible for all alcohol sales, alcohol licensing, staffing, etc. CR proposes Fair keeps **ALL** profit from alcohol sales and food and concessions.

Admissions

CR is proposing a \$30 Rodeo+ ticket, 5yr old & under free. The Rodeo+ will be an all-inclusive ticket which includes fair admission, rodeo admission, and live music admission. The Fair will also have a concert only ticket option.

CR proposes two different options:

CR will receive 100% of the \$30 Rodeo+ admissions, while the Fair will receive 100% of the concert-only admissions. Once 1,500 Rodeo+ tickets are sold, every ticket after that will be split \$20 to CR and \$10 to the Fair, exhibitor tickets excluded.

OR

CR will receive 100% of the \$30 Rodeo+ admissions, while the Fair will receive 100% of the concert-only admissions. In the event the Fair does NOT sell enough concert only tickets to recoup the \$15,000 estimated event expense, the difference will be made up for by the Rodeo+ ticket but only after 1500 Rodeo+ tickets have been sold.

In regard to the live music event only attendees, they would not be admitted to the grandstands area until approximately 5:45 PM or when the last rodeo event starts; whichever comes first. Again, CR Rodeo would not collect anything on the Live music only ticket and there will be no standalone rodeo ticket.

For the Exhibitors that have already been admitted to the fair, we propose a discounted price. A \$20 ticket for the rodeo and live music event, total ticket sale of \$20 going to CR.

Rational: CR understands that the Fair may be hesitant to release 100% of the first 1500 Rodeo+ admissions sold but this would be the only revenue source from the event for CR. While the Fair will see revenue from every ticket sold through vendor, concessions, alcohol, fair carnival, etc. Every admission for the Rodeo Event will benefit the Fair financially and socially.

Box Seating

All box seating sales will include admission to the fair, rodeo, and live music event. The fair will offer first right of refusal to existing box holders. If the fair sells the boxes, CR gets \$30

of admissions tickets per admission from the box sale. CR is allowed to sell the box seats once the fairgrounds' past box owners decline to repurchase. CR will get 100% profit from the boxes they sell. Prices for the boxes will be the same across the board.

Additional Considerations:

- *CR staff has a deadline for a minimum of \$45,000 in sponsorships by June 1st in order to continue with the production of this event. This sponsorship is to cover the additional expenses of a non-basic rodeo. The proposed \$45,000 of the event cost is just the basic cost of the event. The total event cost is estimated to be \$80,000 that is where the sponsorship requirements are needed. If CR does not secure \$45,000 by June 1st, 2026, then CR has the right to retract this proposal and void any potential agreement. Again, CR has already received verbal confirmation for \$12,000 from word of mouth and minimal outreach in a 10 day window.*
- CR does not intend on charging for stalls. The estimated profit on stalling would be \$3,000. We know this is not \$0 but this is a nonnegotiable for us to provide this as a benefit for the contestants. Many professional events do not charge for stalling as a benefit for their contestants. CR is open to negotiating this for future Fair & Frontier Days events, as the rodeo grows.
- CR does not intend on charging for dry camping. This is standard practice in any professional event. No amateur, professional, or other college rodeo event charges for dry camping. CR does not see this ever changing, there is just NO strong precedent for it.
- Any contestants that would like electrical or water hookups will be directed to the Fair and CR proposes the Fair keep all the profit from these.
- The Fair may sell official Fair merchandise within the event grounds. CR Rodeo may operate its own merchandise booth staffed by CR Rodeo representatives. No revenue share will be paid to the Fair on CR Rodeo merchandise sales.
- CR Rodeo will pursue sponsorships to cover rodeo production, event infrastructure, and marketing costs. It will be made very clear that this is not a cross over for fair sponsorship.
- No later than July 15th CR Production Team will provide staff with a total of gate admissions and parking passes needed for contestants and rodeo production team. Fair staff will provide those tickets to the production team for distribution within 5 business days. Sponsorship tiers will be coordinated with the fair so free admission qty expectations can be managed.
- All financial settlements, including ticket revenue share, bar revenue share, and any POS-based bar concession percentage, will be reconciled and paid within 5 days of the event closing.

Conclusion:

The *Redwoods' Outlaw Rodeo* provides the Fair Association with a new featured event during the Fair and could grow to be an Annual partnership with Fair & Frontier Days being the marketing tagline for all future years, additional ticket revenue, increased concession and alcohol sales, expanded sponsorship opportunities, and a coordinated transition into the evening concert program. This is a model that has proven to be very successful in rural communities our size and culture.

The partnership structure is designed to create minimal financial risk for the Fair while using Fair facilities and services to produce a high-quality event.

We believe this is a great place to start and are excited to see what opportunities it can grow into which will lead to opportunities for additional revenue streams for both CR and the Fair.

Rodeo Timeline	
Event	Start
Mutton Buston	2:00 PM
Flag Drop & National Anthem	2:30 PM
Buzz Over with Jets	2:35 PM
Match Race	2:35 PM
Event Flag	
Buck the first Bareback	2:42 PM
Event Flag	
Steer Wrestling	2:57 AM
Entertainer Act	3:12 PM
Event Flag	
Breakaway	3:22 PM
Event Flag	
Saddle Bronc	3:37 PM
Event Flag	
Goat Tying	3:52 PM
Event Flag	
Team Roping	4:07 PM
CR'/Entertainer Act	4:22 PM
Event Flag	
Tie Down Roping	4:32 PM
Event Flag & Barrel Set (50/50 drawing announcement or t-shirt gun)	4:47 PM
Barrel Racing	4:52 PM
Event Flag	
Bull Riding	5:02:00 PM
Closing Ceremonies (Walk through with all sponsor flags)	5:17:00 PM
Rodeo Ends	5:27:00 PM

CR Rodeo Budget Breakdown

Item	Estimate
Stock Contractor	\$ 17,000.00
Rodeo Secretary	\$ 1,100.00
Judges	\$ 1,000.00
Arena Rental	\$ 10,000.00
Announcer	\$ 4,000.00
Ambulance	\$ 2,000.00
Costs of Basic Rodeo	\$ 35,100.00
American Flag Sky jumper	\$ 3,100.00
Buzz over (helicopter)	FREE
Entertainer	\$ 4,000.00
Video screen displays	
Added Money	\$ 10,000.00
School with most money won scholarship	\$2,500
Awards	sponsored - no additional cost
VIP General (CR's estimated share)	\$ 5,200.00
VIP Tent & tables/chairs	\$ 2,000.00
Rodeo Program Estimate	\$2,000
Sponsor and CR Banners	\$4,000
Sponsor and CR Flags	\$3,000
Advertising SM Adds and Media Run	\$1,500
Sponsor Swag	\$2,800
Subtotal for Rodeo Add Ons/Sponsorship Benefits	\$ 40,100.00
Total for Kick Ass Rodeo Event Plus 10% Contingency	\$ 82,720.00