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NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: July 14, 2020
TO: Board of Supervisors
FROM: Supervisor Susan E. Hoek, District IV
Supervisor Ed Scofield, District II
SUBJECT: Presentation Update on Nevada County Fairgrounds and Resolution Proclaiming Support for the Seventeenth District Agricultural Association (DAA), known as the Nevada County Fairgrounds, and encouraging members of the public to participate in events that promote the Nevada County Fairgrounds as a critical economic drive and integral cultural asset to the community and residents of Nevada County

RECOMMENDATION: Accept the Presentation Update from Nevada County Fairgrounds CEO Patrick Eidman and Deputy Manager Wendy Oaks and adopt the attached Resolution in Support of the Nevada County Fairgrounds.

FUNDING: N/A

BACKGROUND:

Established in 1884, the 17th District Agricultural Association (DAA), also known as the Nevada County Fair, holds a mission to “assure long-term viability; to produce an annual Fair that is safe and fun; and to provide a gathering place for the community that showcases its interests, talents and heritage.” The first Nevada County Fair was held in 1938 at the Veteran’s Memorial Building and annually thereafter, including at its current location on McCourtney Road since 1947. Today the Nevada County Fair contributes to an estimated \$3.9 billion in economic activity as a part of the network of California Fairs across the State with events generating approximately over \$28,000,000 in local spending.

However, with the outbreak of the COVID19, the Nevada County Fairgrounds remain closed to the public with the Board of Directors voting to cancel the 2020 Nevada County Fair and the 2020 Draft Horse Classic. To help augment the loss of revenue, the Nevada County Fairgrounds is implementing several efforts to raise funds for junior livestock

950 Maidu Avenue, Suite 200, Nevada City CA 95959-8617
phone: 530.265.1480 | fax: 530.265.9836 | toll free: 888.785.1480 | email: bdofsupervisors@co.nevada.ca.us
website: <http://www.mynevadacounty.com/nc/bos>

exhibitors, nonprofit organizations represented on Treat Street, and the Fairgrounds that include:

1. Nevada County Fair Online Junior Livestock and Ag Mechanics Auction - August 13, 14 and 15, 2020.
2. Drive-Through Treat Street Event(s) – TBA.
3. Save Our Fairground Fundraising.

The California State Budget 2020-21 Summary projects approximately \$98 million in lost revenues between March and June 2020 alone from COVID-19 related impacts. The Budget allocates only \$40.3 million to support state-affiliated fairs to pay legally mandated costs for civil service employees layoffs. The State Budget Summary also outlines, “The Administration will work with fairs, local governments, and partners toward alternative options given limited General Fund resources. The Administration plans to engage the Legislature and stakeholders over the course of the next year to develop a thoughtful approach to transition the state’s relationship with fairs, while acknowledging the need to continue supporting properties that may be necessary for emergency operations.” (California State Budget 2020-21 Summary, p. 107).

Therefore, the future of the Nevada County Fairgrounds and other state-affiliated fairs remains uncertain. The Governor’s Office will be re-evaluating its role in the current structure of DAAs with local stakeholders. Moreover, the Nevada County Fair is not only a crucial economic driver for our western County incorporated jurisdictions and communities, but it also holds cultural significance for many Nevada County residents. Therefore, we recommend that the Board of Supervisors accept the Presentation Update by the Nevada County Fairgrounds Chief Executive Officer Patrick Eidman and adopt the attached Resolution outlining the Support of the Nevada County Fairgrounds.

Sincerely,

Ed Scofield
Supervisor, District II

Susan Hoek
Supervisor, District IV