

October 11, 2011

Honorable Board of Supervisors County of Alameda 1221 Oak Street, Suite 536 Oakland, CA 94612

RE: Review and Approval of the Alameda County Agricultural Fair Association's 2012 Annual Budget. (The Fair Association is a Nonprofit Corporation that receives no financial support from the County of Alameda. Required submission to the State of California by November 30, 2011)

Honorable Board of Supervisors:

Although the Fair Association receives no funding support from the County of Alameda, the Fair Association is once again pleased to submit its balanced 2012 Budget to the County for review and approval. The Fair Board formally adopted its 2012 Budget at its October 10, 2011, Board Meeting. Draft copies were distributed to County Staff and the County-Fair Ad Hoc Liaison Committee in October for advanced review and input.

Thank you for your timely consideration, as the Fair Association's 2012 Annual Budget must be received by the State of California by November 30, 2011.

## POSITIVE RECOGNITION FOR THE COUNTY OF ALAMEDA

The Alameda County Fair continues to be ranked as one of the "Top 50 Fairs in America," and garners more industry awards than any other Fair facility. Last year, the Fair Association was notified that it was deemed the "Fastest Growing Fair in America."

The Fair Association is honored to have been recognized with the prestigious Merrill Award this year from the Western Fairs Association. Only one such award is presented in the United States and Canada each year. This is the second time in three years that the Fair / Association has received this distinguished industry award.

The Fair Association also received 27 First Place awards this year from the Western Fairs Association (WFA.) WFA has more than 2,000 members in the United States and Canada, including some 157 Fairs. Overall, the Association garnered 47 industry achievement awards from WFA. Additionally, the Fair Association received the highest possible rating available from the California Department of Food and Agriculture, an "A+ Rating" in recognition of quality performance. The Fair Association is once again pleased to obtain ongoing positive recognition for the County of Alameda.



## 100th ANNIVERSARY OF THE FAIRGROUNDS

The first Alameda County Fair, which was held at the Fairgrounds in Pleasanton, took place on October 23-27, 1912. With the 100<sup>th</sup> Anniversary approaching quickly, the Fair Association is looking to develop events and activities to commemorate and celebrate this significant milestone. From a race track in 1858, to the inaugural Fair in 1912, to one of the most successful Fairgrounds in the Nation 100 years later, the Fair Association is committed to serving the residents of this great region as we build upon our rich history.

## PUBLIC USE OF THE FAIRGROUNDS

More than 452,000 patrons attended the 17-day 2011 Annual Alameda County Fair, representing an 8% increase. Increase in this year's attendance was particularly pleasing since the Fair had fewer days of horse racing and the economy continues to struggle. The 2011 Alameda County Fair was the highest attended Annual Fair in recent history.

The Alameda County Fairgrounds has become one of the most active Fairgrounds on the West Coast, with more than 3 million persons participating in events at the Fairgrounds during 2011. The reported annual attendance at Fairgrounds in surrounding Counties include: Contra Costa 316,770; San Joaquin 407,873; San Mateo 1,131,000; Solano 199,317; and Sonoma 1,373,272. [No statistics were reported this year for the Santa Clara County Fairgrounds.] The reported annual attendance at State Fairgrounds includes: California 1,132,651; Arizona 1,309,120; New Mexico 1,311,231; Oregon 548,321; and Washington 1,683,035.

## **BALANCED 2012 BUDGET**

The Fair Association's 2012 Annual Budget requires no County funding, while continuing to improve and operate the County's 268 acre Fairgrounds. The Fair Association once again achieved a balanced Annual Budget, in a troubled economy. The Fair Association remains pleased to be able to operate, maintain, and enhance the Alameda County Fairgrounds as a valuable community asset, without the use of County taxes or funds.

## 2012 BUDGET SUMMARY

2012 Beginning Unrestricted Net Re	\$ 2,449,423	
Operating Revenues	\$19,375,000	
Operating Expenses	<u> 18,975,000</u>	
Net from Operations		400,000
Sub Total		\$ 2,849,423
Capital Expenditures	400,000	
Reduction in Long Term Debt	161,000	
Total Non-Operating Exp	<u>561,000</u>	
2012 Year-end Resources		\$ 2,288,423

The Association's 2012 Operating Revenues are conservatively projected at \$19,375,000. The 2012 Operating Expenditures are targeted at \$18,975,000 plus another \$400,000 in Capital improvements. The 2012 Budget projects \$2,288,423 in Year-end Resources.

In August of 2012 the Fair Association plans to reassess its eight months of fiscal performance. If the rental events early in the year, and the 2012 Annual Fair and Race Meet, are successful the Association hopes to take on additional Capital improvements.

Due to sound fiscal management, the Fair Association has been able to enhance the Fairgrounds facility by more than \$12.8 million in Capital projects since 2001. For 2011 the Fair Association will be able to invest more than \$475,000 into Capital improvements.

By maintaining our "A+ Rating" from the State of California, Department of Food and Agriculture, we were successful in obtaining \$272,000 in competitive grant support from Sacramento this year. The Fair Association uses such grant funds for Capital improvements to the Fairgrounds. Having our 2012 Budget approved by the Board of Supervisors and forwarded to Sacramento by November 30, 2011, is a key component in keeping our "A+ Rating" and allowing us to compete for these types of grant funds.

## **Finance and Audit Committees**

We wish to acknowledge and thank the Fair Board Members that served on the Finance Committee this past year, and for their work in reviewing our 2012 Budget.

Committee Co Chairs: Bill McCammon, Anthony Pegram

Committee Members: Paul Banke, Jim McGrail, Dean Schenone, Harvey Smith

and Eric Wente

Compliments are also extended to the Fair Board Members who served on our 2010 Audit Committee.

Committee Chair: Anthony Varni

Committee Members: Paul Banke and Anthony Pegram

The Fair Association is pleased that it remains in full compliance with the Generally Accepted Accounting Principles (GAAP.) Copies of our 2010 Independent Audit are provided to the County each year for review. The independent audit firm of Vaverink, Trine and Day completed our 2010 Audit.

## **RECAP OF 2011 PERFORMANCE**

Several key milestones occurred in 2011 as the Fair Association continued to be a model operation in the West Coast Fair industry. Specifically, for 2011:

- The Fair Association designed and constructed the "Alameda County Historical Monument" with donations from private parties.
- · Produced by Huell Houser, a 30-minute television show promoted the Alameda County Fair on public television around California.

- The 2011 Alameda County Fair became the first Fair in America to be "Trended on Twitter" – this meant that the Fair was a Top 10 Items discussed on Twitter for a given day.
- The Twitter hype came from the Fair creating the "Largest Commercially Available
  Hamburger in the World" at 770 pounds. Significant free publicity was generated by
  this event during the 2011 Fair.
- More than \$475,000 was invested this year in Capital upgrades at the Fairgrounds.
- Obtained some \$272,000 in competitive funding assistance from Sacramento.
- Year-End Resources for 2011 are projected at \$2,449,423.
- Completed our third year as the horse racing industry's Primary Auxiliary Training Facility in Northern California.
- For the third year obtained an additional weekend of horse racing in concert with the Annual Fair.
- Expanded our formal Volunteer Program, which generated 7,373 volunteer hours.
- Continued with our "tree reforestation" program across the Fairgrounds.
- Fairs throughout the Western United States continue to seek out policies and best practices of our Fair Association to enhance their operations.

## **EXPANDING RELATIONSHIPS**

Some 4,228 persons submitted 16,938 Competitive Exhibit Entries (a 5% increase.) The Fair Association paid \$232,000 in cash awards to these competitive exhibitors. The Junior Livestock Auction raised more than \$567,231 for area youth (a 15% increase.) School children also designed, painted and displayed their projects as part of the Fair's "School Board Art Program."

The 2011 Fair included three weekend festivals, "Fiesta Hispania," "Spice of India," and "Americana Music." Each drew Fair attendees from prominent cultures in the region. The Bay Area Blues Society again coordinated entertainment at the Fair on the Fourth of July.

This was the twelfth year for our "Law Enforcement Fair to Youth" program. This unique program provides every police agency in the County of Alameda with the opportunity to present a number of free Fair admission tickets to youths who are making positive contributions to their respective communities.

The Association's Employment Outreach Program again targeted groups identified by the County's Human Resource Services Department. In addition to Job Fairs and community events, we reached out to all high schools in Alameda County, all Chambers of Commerce (including the ethnic Chambers) and other organizations as identified by the County. We also posted hiring information at the following Websites: E.D.D., CALWORKs, East Bay Works, etc. The Fair Association continues to use its self-produced employee recruitment CD and brochure. This CD and brochure is used at Job Fairs and Schools around the County of Alameda.

This was the ninth year that we operated an employee van shuttle program from the Pleasanton BART Station to the Fairgrounds. The van shuttle program is a vital

component of our summer employment outreach efforts. We appreciate our working relationships with BART, WHEELS and ACE.

The Fair Association continues to use the County's Small Local Emerging Businesses database in soliciting and recruiting vendors. Chambers of Commerce throughout the County, including ethnic Chambers, also received information on competitive bidding opportunities at the Fairgrounds.

This was the third year of our Volunteer Program, which successfully generated 7,373 hours of trained volunteer assistance. Our Fair-time Volunteers came from 27 communities — primarily Alameda and Contra Costa Counties — and represented various community organizations, non-profits, businesses and generous individuals.

## FAIR BOARD OFFICERS

In July of 2011, the Fair Board elected Pat O'Brien for a second term as President and Janet Lockhart for a second term as Vice President. Mr. O'Brien is a CPA and business leader, resides in Pleasanton and was elected to the Fair Board in 2001. Ms. Lockhart is an active community leader, resides in Dublin and was appointed to the Fair Board by Supervisor Miley in 2005. Past President Anthony Pegram continues to Chair the Executive Committee. Mr. Pegram is an Engineer and resides in Oakland. Director Dean Schenone now Chairs the Audit Committee. Mr. Schenone is a private business owner and resides in Pleasanton. As the officers of the Fair Board, Mr. O'Brien, Ms. Lockhart, Mr. Pegram and Mr. Schenone also serve as the Fair Board's designated representatives to the "County/Fair Liaison Ad Hoc Committee."

## **FAIR BOARD TRANSITION**

The Fair Association remains in full compliance with the County Operating Agreement, which instituted a 12 year term limit for service on the Fair Board. All 26 Fair Board Members have transitioned off of the Fair Board, since 1998. Directors completing 12 years of service this year and retiring from the Board included: Sherman Balch, Patti Ising, Art Scott, and Anthony Varni. The Fair Board is currently following its formal recruiting and nominating process to fill its elected vacancies. The Fair Board has continued to develop new leadership through assigning Co Chairs to lead its various standing Committees.

### **CHALLENGES FOR 2012**

It is anticipated that the National, State and local economies will continue to present unprecedented challenges for the Fair Association in 2012, and into 2013. The attendance and spending patterns of our patrons may shift if unemployment remains high in the Bay Area and personal finances are further strained.

In early 2011, increment weather took a significant toll on major rental events at the Fairgrounds and caused a significant shortfall in revenues to the Fair Association. Both the March and June Good Guys Car Shows were rained out. The success of the 2011 Annual County Fair, coupled with the Fair Association's ability to book new rentals, will help to normalize revenues by year-end. The Fair Association will continue to seek to keep its operating reserves at a healthy level should inclement weather be a factor in 2012

Wagering on horseracing across the nation is in decline, and California's horse racing industry continues to look for methods to bolster its racing programs. We were active in gaining approval for SB-1072, which went into effect this summer and generated new "purse monies" for horsemen during our 2011 Race Meet. The Fair Association remains diligent in monitoring changes in horse racing.

While the Fair Association's 2012 Budget is conservative, the Association will continue to closely monitor month-to-month revenues and expenditures and make prudent adjustments as warranted.

## **IN CLOSING**

As suggested by the County, the Fair Association has embarked on a "visioning process" whereby the Fair Board is working with a third party facilitator to evaluate current and potential uses of the Fairgrounds. As this visioning process continues, input from the County of Alameda will be very important.

On behalf of the Association's Board of Directors and Staff, I wish to thank the Board of Supervisors and County Staff for their continued support and encouragement. We appreciate your review and approval of the Fair Association's 2012 Budget. Once approved by the County, the Association will officially forward it to the California Department of Food and Agriculture in Sacramento in compliance with the State's November 30, 2011 deadline.

The Fair Association continues to appreciate the ongoing support and leadership of the County of Alameda. Please do not hesitate to contact us with any questions that you might have on our 2012 Annual Budget.

Sincerely

Rick K. Pickering

Chief Executive Officer

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cc: Fair Board

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## **OPERATING BUDGET**

DISTRICT AGRICULTURAL ASSOCIATION	Alameda	COUNTY
Conducting The Alameda County Agricultural Association	_	
al Pleasanton, California		

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

	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
TOTAL NET RESOURCES, JANUARY 1:				]	
Unrestricted net resources		\$2,156,079	\$2,200,968	\$2,366,559	\$2,449,423
Restricted resources		152	20,000	7,576	20,000
Investment in Capital Assets, Net of Related Debt		7,942,058	7,481,194	7,829,942	7,459,654
Subtotal (Total Net Resources)		10,098,289	9.702,162	10,204,077	9,929,077
RESOURCES ACQUIRED:					
Operating Revenues (From Page 2)		19,946,505	19.485,000	19,525,000	19,375,000
State (Local/Base) Allocations (to Page 2):	31200				
Fiscal & Administrative Assistance (F&E) (to Page 2):	31300				4 1 2
Capital Project Reimbursement Funds (from Sched 8A)	31900	49,000		0	0
One-time Revenue Sources (fire camp, sale of property, capital project aud	32500			. ]	– –
Contributions from Other Gov1 (non-F&E) Sources (to Page 2)	33000				
Other (e.g., Perl Rating used for oper.) (to Page 2)	34000				
TOTAL RESOURCES AVAILABLE		30,093,794	29,187,162	29,729,077	29,304,077
RESOURCES APPLIED:					_
Operating Expenditures (From Page 2)	N.	18,934,128	19,085.000	18,800,000	18,975,000
Other Operating Expenditures (e.g. Audit Adjustments)		148			
Subtotal - Operating Expenditures (Excluding Depreciation)		18,934,276	19,085,000	18,800,000	18,975,000
Depreciation Expense (From Page 10)	90000	955,441	1,000,000	1,000,000	950,000
TOTAL RESOURCES APPLIED		19,889,717	20,085,000	19,800,000	19,925,000
TOTAL NET RESOURCES, DECEMBER 31:	29100	\$10,204,077	\$9,102,162	\$9,929,077	\$9,379,077
Unrestricted Net Resources Available for Operations		2,366,659	2,150,968	2,449,423	2,288,423
Restricted Net Resources		7,576	20,000	20,000	20,000
Investment in Capital Assets (From Schedule 7)		7,829,942	6,931,194	7,459,654	7,070,654
Subtotal (Total Net Res Check Figure - should equal #29100)		\$10,204,077	\$9,102,162	\$9,929,077	\$9,379,077
Reserve Percentage		12.5%	11.3%	13.0%	12.1%

AKI FAIRS: Solo to be local iduly	COUNTY APPROVALS (County Fairs Onl	у):
President, Board of Directors Office 10-13-11	Chairman, Board of Supervisors	Date
Chief Executive Officer Date	County Clerk	Date
DEPARTMENT OF	FOOD & AGRICULTURE	

Date

Director

	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
OPERATING REVENUES:				<u></u>	
Admissions to Grounds	41000	\$1,674,452	\$1,670,000	\$1,727,000	\$1,725,000
Commercial Space	41500	552,825	553,000	586,500	585,000
Concessions	42000	1,863,043	1,872,000	2,071,000	2,015,000
Exhibits	43000	60,132	62,000	53,000	55,000
Horse Show	44000	2,364,547	2,310,000	2,185,000	1,860,000
Horse Racing (Live)	45000	3,642,322	3,545,000	3,426,000	3,375,000
Satellite Wagering	45005	2,104,370	1,925,000	1,844,000	1,665,000
Fair Attractions	46000	2.22			
Molonzed Racing	46109				
Interim Attractions	46009				
Miscellaneous Fair	47000	2,428,893	2,448,000	2,557,500	2,710,000
Miscellaneous Non-Fair Programs	47005	13,143	20,000	20,000	25,000
Interm Revenue	48000	5,070,614	4,805,000	4,555,000	4,970,000
Prior Year Revenue Adjustments	49000				
Other Operating Revenue	49500	172,164	275,000	500,000	400,000
TOTAL OPERATING REVENUES (to Page 1)		19,946,505	19,485,000	19,525,000	19,375,000
Administration  Maintenance & General Operations	52000	1,518,458 2,382,743	1,540,000 2,285,000	1,575,000 2,425,000	2,545,000
OPERATING EXPENDITURES:	I [	E-10742-0000	E AREA WA	SI SHEETH, SA	10.565.00
Maintenance & General Operations	52000	2,382,743	2,285,000	2,425,000	2,545,000
Publicity	54000	2,117,194	2,168,000	2,206,000	2,220,000
Attendance Operations	56000	1,748,482	1,750,000	1,750,000	1,860,000
Miscellaneous Fair	57000				
Miscellaneous Non-Fair Programs	57005	15,956	20,000	20,000	25,000
Premiums	58000	240,299	245,000	256,000	250,000
Exhibits	63000	637,390	725,000	725,000	750,000
Horse Show	64000	2,453,641	2,560,000	2,260,000	2,050,000
Horse Racing (Live)	65000	2,955,276	2,860,000	2,840,000	2,835,000
Satellite Wagering	65005	1,373,131	1,410,000	1,380,000	1,250,000
Fair Entertainment	66000	1,085,905	1,142,000	1,113,000	1,160,000
Motorized Racing	66109		45,900		
Interim Entertainment	66009	2,405,653	2,380,000	2,250,000	2,415,000
Equipment (Funded by Fair)	72300		A-1		
Prior Year Expense Adjustments	80000				
Cash (over/under)	85000				
Other Operating Expense	94000		AND A		C. mars
OTAL OPERATING EXPENDITURES (to Page 1)		18,934.128	19,085,000	18,800,000	18,975,000
ET OPERATING PROFITI(LOSS) BEFORE DEPRECIATION		1,012,377	400,000	725,000	400,000
Depreciation Expense	90000	955,441	1,000,000	1,000,000	950,000
ET OPERATING PROFITI(LOSS) AFTER DEPRECIATION		56,936	(600,000)	(275,000)	(550,000
LOCAL (BASE) ALLOCATION - (From Page 1)	31200				1185
OTHER FUNDS - ACCT. #313, #325, #330, #340 (From Page 1)					
ET PROFIT/(LOSS) BEFORE DEPRECIATION, CURRENT YEAR		\$1,012,377	\$400,000	\$725,000	\$400,000

#### Detail of Revenues

Detail of Revenues	<del></del>			<u> </u>	
	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
ADMISSIONS REVENUE:					
Regular Fair Admissions	41010	1,674,452	1,670,000	1,727,000	1,725,000
Discounted Fair Admissions	41020				
TOTAL ADMISSIONS REVENUE	41000	1,674,452	1,670,000	1,727,000	1,725,000
COMMERCIAL SPACE REVENUE:					
Outside Commercial Space	41510	552,825	553,000	586,500	585,000
Inside Commercial Space	41520				
TOTAL COMMERCIAL SPACE REVENUE	41500	552,825	553,000	586,500	585,000
CONCESSIONS REVENUE:					
Carnival	42100	851,607	860,000	982,000	945,000
Carnival: Pre-Sale	42110	114,985	115,000	94,000	95,000
Food Concessions	42200	896,451	897,000	995,000	975,000
Non-Food Concessions	42300				
TOTAL CONCESSIONS REVENUE	42000	1,863,043	1,872,000	2,071,000	2,015,000
EXHIBITS REVENUE:					
Entry Fees	43100	60,132	62,000	53,000	55,000
Donated & Sponsored Awards	43200				
Advertising in Premium Book	43300				
Other (Explain)	43400				
TOTAL EXHIBITS REVENUE	43000	60,132	62,000	53,000	55,000
STABLING REVENUE:					
Rental Barns	44100				
Vanning and Stabling	44200	2,339,910	2,285,000	2,162,000	1,825,000
Rv Camping	44300	13,800	14,000	13,500	14,000
Utilities	44400	0	5,000	4,000	5,000
Program Sales	44500				
Other (Explain)	44600	10,837	6,000	5,500	6,000
TOTAL HORSE SHOW REVENUE	44000	2,364,547	2,310,000	2,185,000	1,850,000
LIVE HORSE RACING REVENUE:		_			
Admissions	45100	73,497	75,000	76,000	85,000
Track Commissions & Breakage	45200	1,709,392	1,598,500	1,493,500	1,428,500
Program Sales	45300	104,808	105,000	102,000	105,000
Purse Money paid	45400	1,625,000	1,631,500	1,631,500	1,631,500
GS Food and Beverage		114,483	127,500	113,000	115,000
Other (Explain) atm/racing merchandise	45500	15,142	7,500	10,000	10,000
TOTAL LIVE HORSE RACING REVENUE	45000	3,642,322	3,545,000	3,426,000	3,375,000

## Detail of Revenues

Detail of Revenues					
	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
SATELLITE WAGERING REVENUE:					
TOTAL SATELLITE WAGERING REVENUE	45005	2,104,370	1,925,000	1,844,000	1,665,000
FAIR ATTRACTIONS REVENUE:					
Rodeo Admissions	46100				
Queen Pageant Admissions	46200				
4 Wheel-Drive Pull Admissions	46300				
Destruction Derby Admissions	46400				
Performances Admissions	46500		,		
Other Admissions (Explain)	46600				
TOTAL FAIR ATTRACTIONS REVENUE	46000	0	0	0	0
MOTORIZED RACING REVENUE:					
TOTAL MOTORIZED RACING REVENUE	46109	0	0	0	0
INTERIM ATTRACTIONS REVENUE:					
Performance Admissions	46209				
Other Admissions (List)	46309				
TOTAL INTERIM ATTRACTIONS REVENUE	46009	0	0	0	0
MISCELLANEOUS FAIR REVENUE:			_		
Parking	47100	657,100	645,000	691,000	800,000
Shows, Rides, Novelties, Art Sales	47200	63,873	63,000	66,500	61,000
Utility Fee Reimbursement	47300	8,000	14,000	8,000	10,000
In Kind Sponsorship	47400	1,182,229	1,200,000	1,200,000	1,200,000
ATM Revenue	47500	22,667	22,000	20,000	20,000
Camping Fees (Fairtime)	47700	96,790	90,000	84,000	85,000
Other (Explain)	47800	11,135	12,000	15,000	18,000
Sponsorships	47900	387,099	402,000	457,000	500,000
Cup Sales/entertainers commissions				16,000	16,000
TOTAL MISCELLANEOUS FAIR REVENUE	47000	2,428,893	2,448,000	2,557,500	2,710,000
MISCELLANEOUS NON-FAIR PROGRAMS: Recy	/cle				
Admissions	47105				
Commercial Exhibits	47205				
Concessions	47305				
Exhibits	47405				
Other (Explain)	47505	13,143	20,000	20,000	25,000
TOTAL MISC. NON-FAIR PROGRAMS	47005	13,143	20,000	20,000	25,000

## Detail of Revenues

Detail of Revenues					
	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
INTERIM REVENUE:					
Rental of Buildings	48100	1,075,775	1,000.000	990,000	1,025,000
Grounds Rentals	48200	1,549,901	1,500,000	1,612,000	1,630,000
Equipment Rentals	48300	386,752	345,000	333,000	345,000
Concessions Revenue	48400	452,631	433,000	310,000	431,000
Utility Fee Reimbursement	48500	60,990	55,000	60,000	55,000
Interim Parking Revenue_	48600	1,029,400	980,000	833,000	990,000
Other Interim Revenue (List)	48700	23,312	20,000	8,000	22,000
Labor Reimbursement/Event Service Fee	$\vdash$	491,853	472,000	409.000	472,000
TOTAL INTERIM REVENUE	48000	5,070,614	4,805,000	4,555,000	4,970,000
TOTAL PRIOR YEAR REVENUE ADJUSTMENT:	49000				
OTHER OPERATING REVENUE:					
Interest Eamings	49510	10,387	10,000	8,000	10,000
Grants/ Donations/CARF NcotWinc	49520	25,868	225,000	447,000	350,000
Other/ Jetter	49530	25,046	40,000	45,000	40,000
Ovations Cap Ex Funding	49540	99,186			
Other		11,677			
State Appropriations					
TOTAL OTHER OPERATING REVENUE	49500	172,164	275,000	500,000	400,000

Detail	of	Expe	endite	ures
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Detail of Expenditures					
	Acct	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
ADMINISTRATION EXPENSE:					
Salaries & Wages - Permanent	50100	870,964	855,000	878,000	890,000
Salaries & Wages - Temporary	50200	4.000		2,500	
Payroll Altocation		-3,322	-10,000		
Compensated Absences Expense	50300				0
Employee Benefits - Employer's Share	50310	108,829	107,500	110,000	126,000
Payroll Taxes	50320	56,077	63.000	64,000	68,000
U.I Insurance		1,409	4,000	8,000	4,000
Worker's Compensation Insurance	50330	40,405	44,000	48,000	50,000
Professional Services (Contractual)	50400	147,542	141,500	140,000	142,000
Director's Expense	50500	21,159	26,000	28,000	27,000
Traveling/Training Expense - Employees	50600	24,610	21,000	20,000	21,000
Office Supplies and Expense	50700	81,964	98,500	85,000	98,000
Utilities	50800	31,847	38,500	34.500	38,500
Telephone and Postage		28,107	26,500	34,000	29,000
Dues and Subscription		4,678	4.500	4,000	4,500
Equipment Rental	50900	48,420	50,000	45,000	45,000
Insurance (General Liability)auto/Property	51000	32,063	30,000	35,000	33,000
Other (Explain)Low Cost equipment	51100	19,706	4,000	3,000	3,000
Unemployment Insurance (Non-reimbursed)	51200				
Audit Expense	51300		36,000	36,000	36,000
Current Year Bad Debt Expense	51400				
TOTAL ADMINISTRATION EXPENSE	50000	1,518.458	1,540,000	1,575,000	1,615,000
MAINTENANCE & GENERAL OPERATIONS:					
Salaries & Wages - Permanent	52100	1,365,887	1,349,000	1,365,000	1,402,000
Salanes & Wages - Temporary	52200	91,852	51,000	51,000	53,000
Payroll Allocation		-100.936	-170,000	-75,000	-70,000
Employee Benefits	52210	400,427	384,000	400,000	424,500
U. Hnsurance		3,409	8,000	9,000	8,000
Payroli Taxes	52220	113,007	108,000	108,000	111,000
Worker's Compensation Insurance	52230	65,566	78,000	78,000	80,000
Professional Services (Contractual)	52300	22,471	35,000	20,500	31,250
Supplies and Expense	52400	18,400	39,500	34,500	42,000
Rental - Maintenance Equipment	52500	6,518	1,000	2,000	2,500
Property and Auto Insurance	52600	4,261	5,000	6,000	7,000
Temporary Electrical Work (Contractual)	52700				
Light, Heat, Water and Power	52800	127,470	119,500	125,000	138,300
Maintenance of Equipment - Supplies & Expens	52900	147,918	170,000	164,000	175,000
Maint, of Bldgs. & Grounds- Supplies & Expense	53000	104,339	95,000	125,000	128,450
Trash Removal, Clean up (Contractual)	53100	12,154	12,000	12,000	12,000
Other (Explain)	53200				
Special Repairs & Maintenance (List)	53300				
TOTAL MAINTENANCE EXPENSE	52001	2,382,743	2,285,000	2,425,000	2,545,000

Detail of Expenditures					Page
	Acct	Actual	Budgeted	Estimated	Proposed
	No	2010	2011	2011	2012
PUBLICITY EXPENSE:					
Salaries & Wages - Permanent	54100	280,693	279.000	283,000	290,000
Salaries & Wages - Temporary	54101	7,276	14,000	13,000	14,000
Payroll Allocation		(48,000)	(54,000)	(48.000)	(54,000
Employee Benefits	54110	35.909	38,000	38,000	42,300
Payroll Taxes	54120	19,524	21,500	23,000	24,00
Worker's Compensation Insurance	54130	11.466	15,500	16.500	16,500
Professional Services (Contractual)	54200	51,016	67,000	£3,500	67,400
Supplies and Expense	54300	27,043	43,500	47,000	43,80
Advertising	54400	362,813	360,000	365,000	360,00
Sponsorships		119,982	110,000	130,000	130,000
Promotional Expense	54500	43.916	45,000	50.000	60,000
InKind Service	54600	1,182,229	1,200,000	1,200,000	1,200,000
Pre-Fair Events	54700	23,327	27,000	25,000	26,000
Other (Explain)	54800		1,500		
TOTAL PUBLICITY EXPENSE	54000	2,117,194	2,168,000	2,206,000	2,220,000
ATTENDANCE OPERATIONS:	7.777				
Salaries & Wages - Permanent	56100	8,750	11,000	15.500	13,000
Salaries & Wages - Temporary	56101	378,454	349,000	363,000	360,000
Payroll Allocation	1000	90,019	84,000	81,000	82,000
Employee 8enefits	56110	38,400	39,500	43,500	39,500
Payroll Taxes	56120	29,676	28,000	28,000	29,000
Worker's Compensation Insurance	56130	22,994	19,500	22,000	21,000
Professional Services (Contractual)	56200	671,403	678,000	701,000	701,000
General Liability	1 30200	103,806	107,000	103,900	104,000
Supplies and Expense	56300	199,723	233,500	215,000	222,000
Utilities Utilities	30300	69,792	69,000	68,100	70.500
Rental Equipment	1 1	65,580	66,000	68,000	
Other (Explain)Bad Debt/Bank Fee	56400	69,885	65,500	41,000	152,000
TOTAL ATTENDANCE OPERATIONS	56000	1,748,482	1,750,000	1,750,000	1.860,000
AISCELLANEOUS FAIR EXPENSE:	30000	1,740,402	1,150,000	1,750,000	1,000,000
Parking Lot - % paid to contractor	57100				
Parking Lot - Salaries & Wages - Permanent	57101			-	
<u> </u>	57102				
Parking Lot - Salaries & Wages - Temporary	57200		-		
Program Expense	$\overline{}$				
Utility Fees	57300				
Exhibit Guide	57400				
Stall Expense	57500				
Sponsorships	57700				
Other (Explain)	57800			_	
Commercial Exhibits & Concessions	57900				
TOTAL MISCELLANEOUS FAIR	57000	0	0		0
MISCELLANEOUS NON-FAIR PROGRAMS: Rec	<u> </u>				
Salaries & Wages - Permanent	57105				
Salaries & Wages - Temporary	57106	1.903			
Payroll allocations		5,000	10,000	10,000	12,000
Employee Benefits	57115		3,500	3,500	4,200
Payroll Taxes	57125	1.790	0	0	
Worker's Compensation Insurance	57135	333	0	0	
Supplies & Expense	57205	6,930	6,500	6,500	8,800
Publicity	57305				
Attendance	57405				
Exhibits	57505				
Other (Explain)	57605				
TOTAL MISC, NON-FAIR PROGRAMS	57005	15,956	20,000	20,000	25,000

Details of Expenditures					
	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
PREMIUMS EXPENSE (Excluding Horse Show	):				
Cash Awards	58100	221,610	226,000	232,000	228,000
Trophies, Medals, Ribbons	58200	18,407	7,000	12,000	10,000
Sponsored Cash Awards	58300		11,000	10,000	11,000
Sponsored Trophies, Medals, Ribbons	58400				
Other Awards (Explain)	58500	282	1,000	2,000	1,000
TOTAL PREMIUM EXPENSE	58000	240,299	245,000	256,000	250,000
EXHIBITS EXPENSE:		<u> </u>			
Salanes & Wages - Permanent	63100	222,433	210,500	204,500	232,000
Salaries & Wages - Temporary	63101	186,001	199,500	210,500	218,000
Payroll Allocations		-2,187	0	0	
Employee Benefits	63110	22,071	32,500	37,500	33,000
Payroll Taxes	63120	35,480	31,500	36,000	35,000
Worker's Compensation Insurance	63130	19,535	22,000	25,000	24,000
Judges (Contractual)	63200	21,475	25,000	27,5 <u>0</u> 0	28,000
Professional Services - Other (Contractual)	63300	38,728	67,000	67,000	49,000
Supplies and Expense	63400	73,968	101,000	80,000	99,500
Tent & Booth Rental	63500	13,597	13,000	13,000	12,000
Decorations	63600		10,000	12,000	10,000
Other (Explain)	63700	6,289	13,000	12,000	9,500
TOTAL EXHIBITS EXPENSE	63000	637,390	725,000	725,000	750,000
STABLING EXPENSE:					
Salaries & Wages - Permanent	64100	704,295	744,000	682,000	595,000
Salaries & Wages - Temporary	64101	65,721	36,000	3,000	5,000
Payroll Allocations		84,261	160,000	65,000	50,000
Employee Benefits	64110	224,743	272,000	241,500	208,000
Payroli Taxes	64120	60,191	60,000	62,000	48,000
Worker's Compensation Insurance	64130	41,716	44,000	43,000	32,000
General Liability/Property/Auto	64200	29,510	31,500	30,000	30,000
Professional Services - Other (Contractual)	64300	628,915	605,500	552,000	484,000
Supplies and Expense	64400	31,171	30,500	30,000	31,000
Utilities	64500	219,745	247,000	211,500	229,000
Rental Equipment		122,213	114,000	120,000	100,000
Maintenance of Track and Equipment		240,116	215,500	220,000	238,000
Other (Explain)	64600	1,044	0		
Tent & Booth Rental	64610				
Decorations	64620				
Cash Awards	64710				
Trophies, Medals, Ribbons	64720				
Sponsored Cash Awards	64730				
Sponsored Trophies, Medals, Ribbons	64740				
TOTAL HORSE SHOW EXPENSE	64000	2,453,641	2,560,000	2,260.000	2,050,000

Detail of Expenditures			-		
	Acct.	Actual	Sudgeted	Estimated	Proposed
	No	2010	2011	2011	2012
HORSE RACING EXPENSE (LIVE):	<del></del>				
Salaries & Wages (Non Pari-Mutuel)	65100	250,116	238,000	211,000	208,000
Salarles & Wages_(Pari-Mutuel)	65200	_			
Payroll Affocation		44,245	32,000	29,000	34,000
Employee Benefits	65210	83,811	64,000	73,000	81,500
Payroli Taxes	65220	22,917		22,000	27,000
Worker's Compensation Insurance	65230	13,522		10,500	11,500
General Liability/Property/Race meet		19,250		21,500	20,500
Professional Services (Contractual)	65300	579,531	572,000	581,000	577,000
Supplies and Expense	65400	84,017	108,500	105,000	85,50
Utitiles		8,276	9,500	10,000	10,000
Programs/RacingForms/Digest/Tip Sheets		20,478	21,500	19,000	19,000
Rental - Equipment	+	38,918	18,000	21,500	19,500
Purse Maney/.33		1,630,378	1,631,500	1,631,500	1,631,500
Advertising and Promotion		87,739	80,000	79,500	80,000
Other/ Solano Expense		48,594	0		
Other (Explain) Trackside Terrace	65800	23.486	24,000	25,500	30,000
TOTAL RACING EXPENSE (LIVE)	65000	2,955,276	2,860,000	2,840,000	2,835,000
SATELLITE WAGERING EXPENSE:					
TOTAL SATELLITE WAGERING	65005	1,373,131	1,410,000	1,380,000	1,250,000
FAIR ENTERTAINMENT EXPENSE:					
Salaries & Wages - Permanent	66100				
Salanes & Wages - Temporary	66101	81,719	75,000	72,500	76,000
Payroll Allocation		2,000	5,000	0	6,000
Benefit Allocation	66110		4,000	4,000	8.00
Payroll Taxes	66120	7,302	8,000	5,500	6,000
Worker's Compensation Insurance	66130	4,026	4,000	4,500	5,000
Professional Services (Contractual)	66200	155,705	182,000	188,500	189,00
Supplies and Expense	66300	32,216	41,000	40,500	43,00
Rodeo	66400				
Grounds Entertainment	66500	358,286	360,000	360,500	360,000
Grandstand Entertainment	66600	419,950	440,000	410,000	440.000
Other (Explain)Rental	66700	24,701	25,000	27,000	27,000
TOTAL FAIR ENTERTAINMENT	66000	1.085,905	1,142,000	1,113,000	1,160,000
MOTORIZED RACING EXPENSE:					
TOTAL MOTORIZED RACING EXPENSE	66109	0	0	٥	(
NTERIM ENTERTAINMENT EXPENSE:					
Salaries & Wages - Permanent	66208	954,681	953,000	942,000	970,000
Salaries & Wages - Temporary	66209	228,785	235,000	203,000	238,000
Payroll Allocation		-77,080	-63,000	-60,000	-84.00X
Employee Benefits	66219	161,776	186.000	190,500	205,200
Payroll Taxes	66229	95,911	90,000	87.000	93,000
Worker's Compensation Insurnace	66239	53,068	55,000	57,000	66,000
General Liability/Property/Race meet		68,708	65.000	59,000	65,500
Utilities		280,643	268,000	265.000	276,000
Supplies & Expense	66309	110,715	108,000	126,500	105,200
Promotional Expense	1	13,448	18,000	16,500	15,60
Interest Expense		33,439	33,500	30,000	30,50
Eveni Services		234,901	242,500	142,000	232,001
Professional Services		151,224	144,000	140,000	146,000
	T		47,000	51,500	36,000
Other (Explain)Bad Debt/Bank Fee	66809	95,434			

Detail of Expenditures

Detail of Expenditures					
	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
NON-CAPITALIZED EQUIPMENT EXPENSE (LIST) (Cost le	ss than \$5,000 &	and life less than	one year):		
TOTAL EQUIPMENT EXPENSE	72300	0	0	0	0
PRIOR YEAR OPERATING EXPENSE ADJUSTMENT:					
General Expense Adjustments	80010				
Bad Debt Expense	80020				
PRIOR YEAR EXPENDITURE	80000	0	0	0	0
CASH SHORTAGES & OVERAGES:					
Ticket Sales	85100				
Souvenir Sales	85200				
Merchandise Sales	85500				
Other (Explain)	85900				
CASH (OVER)/UNDER	85000	0	0	0	0
_					
DEPRECIATION EXPENSE: (From: Sch 7 / To: Pg. 1)	90000	955,441	1,000,000	1,000,000	950,000
OTHER OPERATING EXPENSE:					
Loss on Sale of Asset	94010				
Other Expenses					
TOTAL OTHER OPERATING EXPENSE	94000	0	0	0	0

Variance Report Automatically prepared Budgeted vs. Estimated Estimated vs. Fluctuation Proposed Fluctuation Acct. 2011 2011 2012 No. \$ Change % Change Budgeted Estimated Proposed \$ Change | % Change OPERATING REVENUES: 41000 \$57,000 \$1,670,000 \$1,727,000 Admissions to Grounds 3.4% \$1,725,000 (\$2,000)-0.1% Commercial Space 41500 33,500 6.1% 553,000 586,500 585,000 (1,500)-0.3% 42000 199,000 10.6% 1,872,000 2,071,000 Concessions 2,015,000 (56,000)-2.7% 43000 (9,000)-14.5% 62,000 53,000 Exhibits 55,000 2,000 3.8% 44000 (125,000)-5.4% 2,310,000 2,185,000 1,850,000 (335,000)Stabling -15.3% 45000 (119,000)-3.4% 3,545,000 3,426,000 Horse Racing (Live) 3,375,000 (51.000)-1.5% 1,925,000 Satellite Wagering 45005 (81,000)-4.2% 1,844,000 1,665,000 (179,000)-9.7% #DIV/0! Fair Attractions 46000 #DIV/0! 46109 #DIV/0! Motorized Racing #DIV/0! #DIV/0! 46009 Interim Attractions #DIV/0I 109,500 47000 4.5% 2,448,000 2,557,500 Miscellaneous Fair 2,710,000 152,500 6.0% 47005 20,000 20,000 Misc. Non-Fair Programs 25,000 5,000 25.0% 48000 (250,000)-5.2% 4,805,000 4,555,000 Interim Revenue 4,970,000 415,000 9.1% Prior Year Revenue Adj 49000 #DIV/0! #DIV/01 Other Operating Revenue 49500 225,000 81.8% 275,000 500,000 400,000 (100,000)-20.0% 40,000 0.2% 19,485,000 19,525,000 TOTAL OPERATING REVENUES 19,375,000 (150,000) -0.8% **OPERATING EXPENDITURES:** Administration 50000 35,000 2.3% 1,540,000 1,575,000 1,615,000 40,000 2.5% Maintenance & Gen Ops 52000 140,000 6.1% 2,285,000 2,425,000 2,545,000 120,000 4.9% **Publicity** 54000 38,000 1.8% 2,168,000 2,206,000 2,220,000 14,000 0.6% 56000 1,750,000 1,750,000 1,860,000 110,000 Attendance Operations 6.3% 57000 #DIV/0! #DIV/0! Miscellaneous Fair 57005 20,000 20,000 25,000 5,000 Misc. Non-Fair Programs 25.0% 58000 11,000 4.5% 245,000 256,000 250,000 (6,000) Premiums -2.3% 63000 725,000 725,000 750,000 25,000 **Exhibits** 3.4% 2,560,000 2,260,000 64000 (300,000) -11.7% 2,050,000 (210,000)-9.3% Stabling 2,860,000 2,840,000 65000 (20,000)-0.7% 2,835,000 (5,000)-0.2% Horse Racing (Live) -2.1% 1,410,000 Satellite Wagering 65005 (30,000)1,380,000 1,250,000 (130,000)-9.4% 66000 (29,000)-2.5% 1,142,000 1,113,000 Fair Entertainment Expense 1,160,000 47,000 4.2% #DIV/01 66109 #DIV/0! Motorized Racing 66009 (130,000)-5.5% 2,380,000 2.250,000 165,000 Interim Entertainment Exp 2,415,000 7.3% Equipment (Funded by Fair) 72300 #DIV/0! #DIV/0! 80000 #DIV/01 Prior Year Expense Adj #DIV/0! 85000 #DIV/0! Cash (over/under) #D(V/01 Depreciation 90000 1,000,000 1,000,000 950,000 (50,000)-5.0% 94000 #DIV/0! Other Operating Expense #DIV/0! TOTAL OPERATING EXPENDITURES (285,000)-1.4% 20,085,000 19,800,000 19,925,000 125,000 0.6% \$325,000 -54.2% (\$600,000) (\$275,000) (\$550,000) (\$275,000) NET EFFECT

## PROPERTY, PLANT & EQUIPMENT PROPOSED ACQUISITIONS & DISPOSITIONS

Alameda County Agricultural Association	Pleasanton	
(Legal Name of Fair)	(Location)	

	Estimated 2011	Proposed 2012
PROPERTY, PLANT & EQUIPMENT (PP&E), January 1:	\$36,604,127	\$37,082,127
ACQUISITIONS OF FIXED ASSETS.		
Land		0
Buildings & Improvements:		
Major Maintenance (MMP) Projects	0	0
ADA Projects	0	0
Building Improvements	149,000	125,000
Land Improvements	42,000	0
New Construction	0	0
Construction in Progress	0	0
Equipment	287,000	275,000
Other Fixed Assets	0	
<u></u>		0
Other		
TOTAL ACQUISITIONS OF FIXED ASSETS	478,000	400.000
TOTAL PP&E BEFORE DISPOSITIONS & DEPRECIATION	37,082,127	37,482,127
DISPOSITION OF FIXED ASSETS (Salvaged, Sold, etc.):		
Land	0	0
Buildings & Improvements		
Equipment		
Other Fixed Assets	0	0
Other:	0	0
TOTAL DISPOSITIONS OF FIXED ASSETS	0	0
PASE BEFORE DEPRECIATION, December 31	37,082,127	37,482,127
DEPRECIATION:		
Accumulated Depreciation, January 1	27,219,473	28,219,473
Less A/D on Dispositions of Fixed Assets above		
Annual Depreciation Expense (from page 10)	1,000,000	950,000
Accumulated Depreciation, December 31	28,219,473	29,169,473
P&E, NET OF DEPRECIATION, December 31	8,862,654	8,312,654
ONG-TERM DEBT (ASSOCIATED WITH FIXED ASSETS)	1,403,000	1,242,000
NVESTMENT IN CAPITAL ASSETS, DECEMBER 31: (to page 1)	\$7,459,654	\$7,070,654

		No. of	of Est Length of Services		Amount Budgeted	
ACCT		Posi-	(hours, days	1	Zu i i i i i i i i i i i i i i i i i i i	Account
NO.	TYPE OF SERVICE	tions	Number	Unit Rate	Detail	Totals
60400		100 ts	12 months	50,000.00	Dean	1000
	Legal Service		12 months	60,000.00		
admin	Computer Support  Janiforial Services		12 months	18.000.00		
	Other	ì	12 months	14,000.00		142,000
	Olner		12 months	14,000.00		142,000
22200			Fairtime	5,000.00		
63300 exhibits	Computer Support	Ì	Fairtime	6,000.00		
	Janitonal Services Other		Fairtime	38.000.00		49.000
	loues.		r all time	1 30.000.00		42.000
66200	Stage & Production Services		Fairtime	40,000.00		
Fair	Lights/Video	l	Fairtime	34,150.00		
raii	Sound		Fairtime	62,000.00		
	Entertainment Coordinator		Fairtime	21,630.00		
	Other		Fairline	31,220.00		189,000
	Ower		) ranime	]		100,000
56200	l Trash		Fairline	30,000.00		
Attendance		)	Fairtime	10,000.00		
Allengarios	Security		Fairtime	506,000,00		
	Outside Service		Fairtime	155,000.00		701,000
	Onzide Service		a and the	133,300		
54200	Computer		12 months	1,200.00		
Mktg	Web-site		12 months	6,200.00		
mikig	Media Buyer		12 months	20.000.00		
	Other		12 months	40,000.00		67,400
		}		,		
64300	Garbage		12 months	69.000.00		
Stabling	Security		12 months	255,000.00		
Statiling	Other	ł	12 months	160,000,00		464,000
65300	CARF Services		Fairtime	285.000.00		
	Panmuluel Services		Fairtime	124,000,00		
ive income	Securiy		Fairtime	50.000.00		
	Video Patro:		Fairtime	34,200.00		
	Track Blading		Fairtime	12,000.00		
	Ambulance Service		Fairtime	9,000,00		
	Other		Fairline	62,800.00		577,000
				} (		
52300	Computer Support	ł	12 months	1,250,00		
	Weed Abatement		12 months	18,000.00		
7,10	Other		12 months	12,000.00		31,250
		1	}	1 1		
65325	Security	ĺ	12 months	55.000.00		
	Alarm Monitoring		12 months	6,500.00		
	Other		12 months	10.000.00		71,500
			ĺ			
66600	l Securiy		12 months	115,000.00		
Events	Trash		12 months	14,000.00		
		ı	,			ı
			12 months	12,600.00		
	Parking			!		
			12 months 12 months 12 months	12,600.00 3,000.00 2,000.00		146.900

	Acct.	Actual	Budgeted	Estimated	Proposed
	No.	2010	2011	2011	2012
SATELLITE WAGERING REVENUE :	<u> </u>				
Admissions - General and Season	45115	\$402,789	\$390,000	\$373,500	\$342,000
- VIP Area	45125				
Track Commissions (2%, .6%, etc.)	45205	1,129,214	1,100,000	1,055,000	945,000
Program Sales	45305	276,749	255,000	256,000	240,000
Concessions	45405	37,682	35,000	35,000	35,000
Lottery	45505	70,924	72,000	75,000	60,000
ATM	45605	46,216	42,000	44,000	40,000
Novelties/Gift Shop	45705	4,857	4,000	4,000	3,000
Promotional and Advertising	45805	42,210	25,000		
Other - Sponsor revenue	45915				
- Impact Fees	45925				
- Miscellaneous (Explain)	45935		2.000	1,500	
- Reimbursement (Explain)	45945				
Prior Year Revenue Adjustment	49005				
Magna Settlement		93,729			
TOTAL (Forward to Page 4)	45005	2,104,370	1,925,000	1,844,000	1,665,000
Salaries and Wages-Permanent	65105	429,855	457,000	452,500	436,000
Salaries and Wages-Permanent	65105	429,855	457,000	452,500	436,000
Salaries and Wages-Temporary	-	36,544	32,000	40,000	40,000
Payroll Allocation		6,000	6,000	6,000	4,000
Employee Benefits	65115	146,522	151,500	162,500	121,000
Payroll Taxes	65125	37,405	34,500	34,000	36,000
Worker's Compensation Insurance	65135	22,641	25,500	26,000	26,000
Travel/Training	65205	5,670	6,200	6,000	6,000
General Liability/Property Insurance	65315	14,751	18,500	17,500	17,500
Professional Services & Contracts	65325	96,063	106,400	94,500	71,500
Equipment Replacement Fund and/or Sinking Fund	65405	14,128	0	0	
Publicity and Marketing	65505	71,630	93,000	78,500	71,000
Supplies & Expense - General (office, janitorial & maint)	65615	41,268	42,500	35,500	37,000
- Programs, Concessions, Parking	65625	235,473	219,900	224,000	194,500
Leases and/or Rentals	65705	3,228	3,500	3,000	3,000
Fuel & Utilities	65805	88,254	43,500	37,000	38,500
Lottery Expense			64,000	60,000	50,000
Other (Explain).33 money/lottery/bad debt	<i>65</i> 915	123,699	60,000	60,000	55,000
Interest Expense			46,000	43,000	43,000
Prior Year Expenditure Adjustment	80005				
Cash Over/Under	85005				
TOTAL (Forward to Page 9)	65005	1,373,131	1,410,000	1,380,000	1,250,000
NET EFFECT		\$731,239	\$515,000	\$464.000	\$415,000

## Exhibit I BUDGET VARIANCE EXPLANATION

Fair Organization: Alameda County Agricultural Fairgrounds

4.1		Sonty Agricultural Yang Ivolius	
	Accounts	Budgeted 2011 to Estimated 2011	Estimated 2011 to Proposed 2012
41000	Admissions	2011 actual Fairlime attendance up 8.2% over prior year and budget.	
41500	Commercial	2011 actual Fairtime attendance up 8.2% over prior year and budget.	
42000	Concessions	2011 actual Fairtime attendance up 8.2% over prior year and budget.	2011 Attendance all-time record. Conservatively budgeting 2012 Concessions to be down.
43000	Exhibits		
44000	Stabiling	Had fewer exhibit entries than budgeted	
45000	Live Horse Racing	Funding cut 20% for Stabiling operation on 9/1/2011	Funding cut 20% for Stebling operation on 9/1/2011
45005	Satellite Wagering	Budgeted for 15 days of live racing, rec'd 13 days.  California live racing venues dropping from 485 days/week to 384	Budgeting for Track Commissions to be down to 2011, Industry trend.  Budgeting for CA live racing venues to continue to drop from 485 days/week
46000	Fair Attractions	days/week.	lo 3&4 days/week
46009	Interim Attractions		
46109	Motorized Racing		
47000	Misc. Fair	2011 actual Fairtime attendance up 8.2% over prior year and budget.	Budgeted Parking Increase from \$8 to \$10 for 2012 County Fair.
47005	Misc. Non-Falr		
48000	Interim	March & June 2011 Good Guys Car Shows rained out.	Will host 2012 Girl Scout Jamboree, Budgeting for normal March & June Good Guys Car Shows.
49000	PY Revenue Adj.		
49500	Other Ops Rev	Increase In Capital Improvement grants from CARF & F&E.	Budgeting for decrease in Capital Improvement grants from CARF & F&E.
50000	Administration	Overtime up \$6,000, hired two unbudgeled Temp employees for two extra months and year-end vacation liability expense.	Budgeting for increased Employee benefits expenses ( Med insurance up 7.5% & 18%) Merit pay increases (+3%)
52000	Maintenance/Gen.	Budgeted Motoe salary expense allocated to Stabling did not occur. Stabling	Budgeting for increased Employee benefits expenses ( Med Insurance up
54000	Publicity	reported drop in expenses.  Adv & Promotion expense up \$10k, Sponsorship expense up \$20k.	7 5% & 16%) Merit pay Increases (+3%).  Budgeting for Increased Employee benefits expenses ( Med insurance up
56000	Attendance Ops	Sponsorship revenue up \$55k.	7.5% & 18%) Merit pay Increases (+3%) Budgeting for increased expenses for 100th Anniversary celebration for 2012
57000	Misc. Fair		County Fair.
57005	Misc. Non-Falr		
50000	Premiums		
63000	Exhibits	Cesh awards up \$11%	Budgeting Cash awards to be down to 2011.
64000	Stabiling	The state of the s	Budgeting for increased salary expenses for newly created positions.
	Horse Racing	Funding cut 20% for Stabling operation on 9/1/2011. Payroll allocation from Maintenance did not occur.	Funding cut 20% for Stabling operation on 9/1/2011
		Budgeted for 15 days of live racing, rec'd 13 days.	
	Satellite Wagering	California live racing venues dropping from 4&5 days/week to 3&4 days/week. Op Expenses down	Budgeting for CA live racing venues to continue to drop from 485 days/week to 384 days/week.
66000	Fair Entertainment	Budgeted \$440,000 for Amphitheatre entertainment acts; actual expense \$410,000.	
66109	Motorized Racing		
66009	Interim Entertainment	March & June 2011 Good Guys Car Shows rained out. Operating expenses down.	Budgeting for normal March & June Good Guys Car shows, Operating expenses to support shows will be up to 2011.
72300	Equipment		
80000	PY Expense Adj.		
85000	Cash (over/under)		
90000	Depreciation Expense		Down \$50,000 - Decrease in depreciation. Anticipate some assests fully
94000	Other Operating		depreciated.
	Expense		

CES/Signature Date Spario President Signature 10/11/11

# FINANCIAL STATEMENTS AND SUPPLEMENTARY INFORMATION

**DECEMBER 31, 2010 AND 2009** 

WITH

INDEPENDENT AUDITORS' REPORT

## **DECEMBER 31, 2010 AND 2009**

## TABLE OF CONTENTS

	Pages
INDEPENDENT AUDITORS' REPORT	1
Statements of Financial Position December 31, 2010 and 2009	2
Statements of Activities and Changes in Net Assets For the Years Ended December 31, 2010 and 2009	3
Statements of Cash Flows For the Years Ended December 31, 2010 and 2009	4
Statement of Functional Expenses For the Year Ended December 31, 2010	5
Statement of Functional Expenses For the Year Ended December 31, 2009	6
Notes to the Financial Statements	7
SUPPLEMENTARY INFORMATION	
Schedule of Revenues and Expenses by Program	18
Summary Schedule of Revenues and Expenses for the Past Five Years	20



VALUE THE DIFFERENCE

#### INDEPENDENT AUDITORS' REPORT

To the Board of Directors

Alameda County Agricultural Fair Association

We have audited the accompanying statements of financial position of the Alameda County Agricultural Fair Association (a non-profit corporation) as of December 31, 2010 and 2009, and the related statements of activities and changes in net assets, functional expenses, and cash flows for the years then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Alameda County Agricultural Fair Association, as of December 31, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The schedule of revenues and expenses by program on page 18 and the summary schedule of revenues and expenses for the past five years on page 20 is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Pleasanton, California April 8, 2011

Vairinek, Time, Day & Co ZZP

# STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2010 AND 2009

ASSETS	2010	2009
Current Assets		
Cash and cash equivalents	\$ 2,166,922	\$ 2,215,383
Accounts receivable, net of allowance for doubtful accounts	1,163,095	836,562
Other assets	70,608	71,050
Total Current Assets	3,400,625	3,122,995
Property		
Capital assets not depreciated	1,723,012	1,511,994
Capital assets, net of depreciation	7,661,641	8,127,297
Total Land, Property and Equipment	9,384,653	9,639,291
Total Assets	\$ 12,785,278	\$ 12,762,286
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable	\$ 423,102	\$ 396,258
Guarantee deposits	81,656	107,556
Deferred revenue	270	18,259
Accrued payroll	215,172	185,072
Accrued compensated absences	280,052	259,619
Capital lease obligation, current portion	151,581	142,521
Funds held for others	1,073	-
Total Current Liabilities	1,152,906	1,109,285
Long Term Liabilities		
Capital lease obligation	1,403,130	1,554,712
Total Long Term Liabilities	1,403,130	1,554,712
Total Liabilities	2,556,036	2,663,997
	2,500,050	2,003,777
Net Assets		
Unrestricted (Net resources operations)	2,383,134	2,156,079
Temporarily restricted	16,166	152
Subtotal	2,399,300	2,156,231
Net resources - capital assets	7,829,942	7,942,058
Total Net Assets	10,229,242	10,098,289
Total Liabilities and Net Assets	\$ 12,785,278	\$ 12,762,286

# STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

OPERATING ACTIVITIES			Temporarily	2010	2009	
Revenues	Unrestricted		Restricted	Total	Total	
Fairtime	\$ 6,602,506	33.0%	\$ -	\$ 6.602,506	\$ 6,897,246	34.3%
Live racing	3,619,161	18.1%	-	3.619,161	3,787,476	18.9%
Satellite wagering	2,104,369	10.5%	-	2,104,369	2,063,174	10,3%
Events	5,083,756	25.4%	-	5,083,756	4,798,009	24.0%
Stable/training revenue	2,364,547	11.8%	-	2.364,547	2,239,807	11.2%
State grants and allocations	199,102	1.0%	-	199,102	187,982	0.9%
Interest income	10,387	0.1%	-	10,387	17,086	0.1%
Other income	11,677	0.1%	-	11,677	31,024	0.3%
Contributions	-	0.0%	10.000	10,000	-	0.0%
Net assets released from restriction	1,410	0.0%	(1,410)			0.0%
Total Revenues	19,996,915	100.0%	8,590	20,005,505	20,021,804	100.0%
Direct Expenses						
Fairtime	5,949,328	30.0%	-	5,949,328	5,851,890	33.7%
Live racing	2,966,473	14.8%	-	2.966,473	3,067,278	15.3%
Satellite wagering	1,567,164	7.8%	-	1.567,164	1,593,410	8.0%
Events	2,773,867	13.9%	-	2,773,867	2,621,561	13.1%
Stable/training	2,537,869	12.7%	-	2,537,869	2,575,921	12.9%
Total Direct Expenses	15,794,701	79.2%	-	15,794,701	15,710,060	83.0%
Indirect Expenses						
Administration	1,662,305	8.3%	_	1,662,305	1,669,959	8.3%
Maintenance and general operations	2,423,560	12.1%	_	2,423,560	2,302,770	11.5%
Fundraising	1.410	0.0%	_	1.410	-	0.0%
Total Indirect Expenses	4,087,275	20.4%	-	4,087,275	3,972,729	19.8%
Total cost of day to day operations	19,881,976	99.6%		19,881,976	19,682,789	102.8%
Change in net assets						
from operations	114,939	0.5%	8,590	123,529	339,015	-3.5%
NON-OPERATING ACTIVITIES						
Change in junior livestock fund	-		7,424	7,424	(4,831)	0.0%
Change in net assets	114.939	0.5%	16,014	130,953	334,184	-3.5%
Net assets, beginning of year	10,098,137		152	10,098,289	9,764,105	
Net assets, end of year	\$ 10,213,076		\$ 16,166	\$ 10,229,242	\$10,098,289	
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## STATEMENTS OF CASH FLOWS FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

		2010		2009
Cash flows provided by Operating Activities				
Change in net assets	\$	130,953	\$	334,184
Adjustments to reconcile change in net assets from operations to net cash provided by operating activities:				
Depreciation		955,441		969,855
Provision for bad debts		50,234		77,070
(Increase) decrease in:				
Accounts receivable		(376,767)		(22,442)
Other assets		442		9,479
Increase (decrease) in:				
Accounts payable		26,844		18,572
Guarantee deposits		(25,900)		19,370
Deferred revenue		(17,989)		(32,523)
Accrued payroll		30,100		62,408
Accrued compensated absences		20,433		(96,914)
Funds held for others		1,073		-
Net cash provided by operating activities		794,864		1,339,059
Cash flows used in Investing Activities				
Purchase of property and equipment		(700,803)	_	(329,085)
Cash flows used in Financing Activities				
Payments on loan payable		- -		(9,410)
Payments on capital lease obligation	_	(142,522)		(133,987)
Net cash used in financing activities	_	(142,522)	_	(143,397)
Net increase (decrease) in cash and cash equivalents		(48,461)		866,577
Cash and cash equivalents, beginning of year	_	2,215,383	_	1,348,806
Cash and cash equivalents, end of year	\$	2,166,922	\$	2,215,383
Supplemental Disclosure of Cash Flow Information:				
Cash paid for interest	\$	83,597	\$	95,391
Supplemental Disclosure of Non-cash Information:				
Contributions in kind	\$	1,182,229	\$	1,291,034
		-,,	_	-,-,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

# STATEMENT OF FUNCTIONAL EXPENSES FOR THE YEAR ENDED DECEMBER 31, 2010

	INDI	RECT EXPEN	SES	DIRECT EXPENSES - PROGRAMS					
	Administration	Maintenance & General Operations	Fundraising	Fairtime	Live Racing	Satellite Wagering	Events	Stable/ Training	Total Costs
Salaries and Benefits					3			<u> </u>	
Salaries and wages	\$ 871,642	\$ 1,363,706	\$ -	\$ 1,207,158	\$ 294,361	\$ 472,399	\$1,106,386	\$ 854,277	\$ 6,169,929
Payroll taxes	56,077	112,998	-	98,359	22,917	37,405	90,346	60,192	478,294
Discretionary benefits	57,361	267,512	-	59,060	-	112,802	154,208	152,093	803,036
Retirement	23,435	171,600	-	15,600	-	15,600	40,560	53,040	319,835
Regulated benefits	40,405	32,422	-	89,813	13,522	25,441	53,068	41,716	296,387
Union benefits				-	69,375	15,320		19,609	104,304
Total Salaries and Benefits	1,048,920	1,948.238	<u>-</u>	1.469,990	400,175	678.967	1.444,568	1,180,927	8,171.785
Services and Supplies									
Insurance	32,064	4,261	-	103,806	19,250	14,751	68,708	29,510	272,350
Contract services	151,417	39,859	-	1,863,695	596,062	96,063	384,194	628,916	3,760,206
Management expenses	45,767	4,847	-	45,664	34,617	5,670	15,131	1,453	153,149
Purse money and starter fees	-	-	-	-	1,625,000	-	-	-	1.625,000
0 33 money to City of Pleasanton	-	-	-	-	(3,624)	65,361	-	-	61.737
Equipment rental	45,076	7,718	-	104,149	38,919	3.228	2.118	122,213	323,421
Supplies and office expense	98,215	14,048		133,205	32,191	41,268	84,352	28,696	431,975
Utilities	150,521	127.470	-	76.553	9,387	41,441	182,068	219,745	807,185
Travel and other expenses	48,801	7.023	-	187.368	56,548	58,337	67,689	9,322	435,088
Interest expense	3,344	-	-	-	-	46,814	33,439	-	83,597
Maintenance	8,145	245,234	-	1,050	-	14,128	1,992	240.115	510,664
Advertising/promotion and public relations	1,280	-	1,410	1,612,567	111,225	71,629	12,168	-	1,810,279
Racing forms, programs, digests, etc.	-	-	-	-	3.947	235,473	662	-	240,082
Premium expense				240,017					240,017
Total Services and Supplies	584,630	450,460	1,410	4,368,074	2,523,522	694.163	852,521	1.279,970	10,754,750
Operational Expenses before Depreciation	1,633,550	2,398,698	1.410	5,838,064	2,923.697	1,373.130	2.297,089	2,460,897	18,926,535
Depreciation	28,755	24,862		111,264	42,776	194,034	476,778	76,972	955,441
Total Expenses	\$ 1,662,305	\$ 2,423,560	\$ 1,410	\$ 5,949,328	\$2,966,473	\$1,567,164	\$2,773,867	\$ 2,537,869	\$ 19,881,976

# STATEMENT OF FUNCTIONAL EXPENSES FOR THE YEAR ENDED DECEMBER 31, 2009

	INDIRECT I			DIRECT E	XPENSES - PR	OGRAMS		
	Administration	Maintenance & General Operations	Fairtime	Live Racing	Satellite Wagering	Events	Stable/ Training	Total Costs
Salaries and Benefits			_					
Salaries and wages	\$ 822,736	\$ 1.282.195	\$ 1,133,644	\$ 276,085	\$ 473.703	\$1,017,020	\$ 871,006	\$ 5,876,389
Payroll taxes	52,647	104.492	116,920	31,623	39,019	78,553	64,673	487,927
Discretionary benefits	76,480	270.845	52,843	-	103,790	158,162	148,705	810,825
Retirement	23.490	171.600	15.600	-	15,600	40.560	53,040	319,890
Regulated benefits	40,233	20,458	55.475	23,850	22,077	51,933	43,973	257.999
Union benefits				38,218	17,162		17,821	73.201
Total Salaries and Benefits	1.015.586	1,849,590	1,374,482	369,776	671,351	1,346.228	1.199.218	7,826,231
Services and Supplies								
Insurance	34.577	4,391	105,885	8.321	16,805	68,904	28,702	267.585
Contract services	211,749	34,720	1,833.448	545,953	102,114	379.574	651,951	3,759.509
Management expenses	39.162	6.748	33,719	25,304	4,796	6.549	2,328	118.606
Purse money and starter fees	-	-	-	1,700,000	-	-	-	1,700,000
0.33 money to City of Pleasanton	-	-	-	4,873	59.247	-	-	64.120
Equipment rental	49,100	3.685	109.245	12,529	3.364	1.382	156,433	335.738
Supplies and office expense	95,058	10,197	135.695	62,360	32,628	80,300	25,025	441,263
Utilities	151,359	114.733	85,947	886	39,168	181,440	238,440	811,973
Travel and other expenses	27,459	10.823	133,091	159,306	110.266	60,092	2,140	503,177
Interest expense	6,403	-	-	-	51,883	37,105	-	95,391
Maintenance	325	216,545	610	-	-	5,165	195,350	417,995
Advertising/promotion and public relations	3.915	-	1.692,932	113,507	46,020	6,209	-	1,862,583
Racing forms, programs, digests, etc.	-	-	-	21,279	248,526	1,030	-	270,835
Premium expense			237,928					237.928
Total Services and Supplies	619,107	401,842	4.368,500	2,654,318	714,817	827,750	1,300,369	10,886,703
Operational Expenses before Depreciation	1,634,693	2,251,432	5,742,982	3,024,094	1,386,168	2,173,978	2,499,587	18,712,934
Depreciation	35,266	51.338	108.908	43,184	207,242	447,583	76,334	969,855
Total Expenses	\$ 1,669,959	\$ 2,302,770	\$ 5,851,890	\$ 3,067,278	\$ 1,593,410	\$2,621,561	\$ 2,575,921	\$ 19,682,789

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

## NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### Nature of Activities

Alameda County Agricultural Fair Association (ACF or Association) is a tax-exempt, non-profit corporation, which was formed February 25, 1939, to promote and encourage agriculture, horticulture, mechanics, manufacturing, stockraising, and general domestic industry. The Association's purposes are as follows; to advertise and give publicity to Alameda County as a desirable, prosperous and advantageous place in which to settle and live, to promote the general welfare of the people of Alameda County, to hold annually, or at such other intervals or times as the members may designate, a County or agricultural fair and to maintain and operate the Alameda County Fairgrounds in a fiscally responsible manner.

ACF renewed the contract with the County of Alameda, a political subdivision of the State of California. The agreement, pursuant to Government Code Section 25905, original date of September 23, 1997, appoints the Association as its agent for a period of five (5) years, re-commencing October 1, 2002 to September 30, 2007, and then from October 1, 2007 to September 30, 2012, to use, possess and manage the Fairgrounds and to hold and conduct the Alameda County Fair, on dates selected by the Association. The agreement contains a provision for automatic renewals for three (3) successive five (5) year terms, unless either party provides written notice to the other party at least one year in advance of the termination date of September 2012.

#### Governing Board

The Association is governed by a board of twenty-six members, of which, ten members are appointed by the Alameda County Board of Supervisors and sixteen members are elected by the Association.

#### Accounts Receivable

The ACF established an allowance for doubtful accounts in the amount of \$49,885 and \$1,885 at December 31, 2010 and 2009, respectively.

#### Income Taxes

The ACF is organized as a corporation exempt from Federal and State income tax under the provisions of code section 501(c) (3) relating to organizations operated exclusively for the public benefit.

#### Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the reporting date and revenues and expenses during the reporting period. Actual results could differ materially from those estimates. Significant estimates include management's estimate of the allocation expenses to departments, management's estimate of the useful lives of capital assets to compute depreciation expense, management's estimate of donated media advertising expense, and management's estimate of the valuation of the defined benefit retirement liability.

#### Functional Allocation of Expenses

Expenses are charged directly to program, management and general or fundraising categories based on specific identification. Indirect expenses have been allocated based on salary expenditures and other criteria.

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

## Property and Equipment

For the purpose of financial reporting and to comply with accounting requirements of the Division of Fairs and Expositions (Department of Food and Agriculture) the ACF capitalizes all assets with a value of \$5,000 with a useful life in excess of one year. Land, buildings, ground improvements, and equipment are shown as an asset at cost, net of accumulated depreciation on the accompanying statement of financial position. In accordance with the terms of the management contract with Alameda County, capital assets become the property of Alameda County upon purchase; however, ACF has the beneficial use of all assets purchased.

Depreciation is computed by the straight-line method. Estimated useful lives of various classes of depreciable capital assets are as follows: buildings, 10 to 30 years; ground improvements, 5 to 15 years; equipment, 3 to 20 years.

## Recognition of Revenue

The accounting policies applied, and procedures used by the ACF conform to accounting principles generally accepted in the United States of America and applicable to the County Fair Administrative Manual and the Accounting Procedures Manual.

Accordingly, the ACF accounts are maintained on the accrual basis of accounting. Thus, revenues are reported in the year earned rather than collected, and expenses are reported in the year incurred rather than paid.

#### Accrued Compensated Absences

Vacation benefits are granted based upon a graduated scale according to years of service. Vacation is considered earned at the employee's anniversary date. Regular, full-time employees accrue vacation benefits according to the following schedule:

First four years of continuous service: 10 days per year (80 hours)

Five through eleven years of continuous service: 15 days per year (120 hours) Twelfth year of continuous service and thereafter: 20 days per year (160 hours)

Full-time regular employees in assigned positions or on full-paid leave status will accrue sick leave at the rate of eight (8) hours per month. Sick days can be accrued up to a maximum of 125 days, after which sick time will be exchanged as of December 31 for vacation time at the ratio of five (5) sick days to one (1) vacation day (5:1). Accrued sick days on record as of an employee's retirement date will be converted to vacation time at the 5:1 ratio and should be taken as additional time off prior to the retirement date.

### **Budgets and Budgetary Accounting**

The Association follows the procedures as established by the Division of Fairs and Expositions. Formal budgetary integration is employed as a management control device during the year. The budget is adopted on a basis consistent with principles established by the Division of Fairs and Expositions.

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

## Cash and Cash Equivalents

For the purpose of the statement of cash flows, cash on hand, cash in bank, cash in money market accounts and cash at County Treasury are considered to be cash and cash equivalents.

## Advertising Costs

Advertising costs are expensed in the period in which they are incurred (see note 10). Management does not enter into any long-term deferred advertising contracts requiring capitalization of deferred advertising expenditures.

#### Purse and 0.33 Money

Purse money is recorded in track commissions' revenue and in a corresponding expense account (see note 3).

0.33 money is recorded in the respective satellite wagering and live racing revenue accounts and the payments to the city are recorded as expenses in the corresponding expense accounts (see note 3).

## NOTE 2 - CASH AND CASH EQUIVALENTS

The Association maintains cash and cash equivalents used in current operations on hand in petty cash accounts and in the Bank of America. Amounts in excess of current requirements are invested with the Alameda County Treasurer in its pooled investment account.

Cash balances at December 31, 2010, and 2009, are as follows:

Summary of Balances	 2010	 2009
County Treasury	\$ 1,147,341	\$ 1,140,026
Bank of America	962,074	1,072,750
Petty cash	57,507	2,607
Total cash and cash equivalents	\$ 2,166,922	\$ 2,215,383

#### County Treasury

The Association is a voluntary participant in the County Treasury investment pool. The County follows the practice of pooling cash and investments of all funds with the County Treasurer. The Treasurer's pooled investments are generally carried at fair value. Adjustments to the cash balance of all participants in the pool are based on the cash balance at the valuation date. The Treasurer allocates interest earned on pooled investments to the appropriate funds based on the average daily cash balance of each fund for the quarter in which the interest was earned.

#### Bank of America

Deposits in Bank of America are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. During the year, the Association deposits with Bank of America may exceed the FDIC insured coverage. At December 31, 2010 and 2009, all amounts were covered by FDIC or collateralized by Bank of America.

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

#### NOTE 3 - PURSE MONIES AND STARTER FEES

Under the terms of the California Horse Racing Board (CHRB) racing license, the ACF is required to budget for and pay out purse money to winning horses, certain association fees and starter fees. The ACF negotiates separate agreements for purses and starter fees with each of the horse associations on the racing circuit.

Northern California Off Track Wagering, Inc. (NCOTWINC) employs the pari-mutuel staff who collect the wagers (known as "handle"), and purses and starter fees are distributed by NCOTWINC out of track commissions and other fees earned by the ACF in collaboration with the California Authority of Racing Fairs. Estimated purse money included in track commissions and recorded in the financial statements for the years ended December 31, 2010, and 2009, were \$1,625,000 and \$1,700,000, respectively.

## Reporting of track commission (0.33 money)

The 0.33 of 1% of handle is mandated by state law to be distributed by the Fair Board to the local city, county or state. The 0.33 money included in track commissions and recorded in the financial statements was \$71,737 for 2010, and \$64,120 for 2009.

#### NOTE 4 – SUMMARY OF CAPITAL ASSETS

General capital assets are recorded as expenditures in the budgetary funds at the time of purchase. Such assets are capitalized at cost as described in Note 1. Capital asset activity for 2010 and 2009 is as follows:

2010	_	Beginning Balance		Additions Disposals/ Transfers		Adju	ıstments	Ending Balance	
Land	\$	1,375,291	\$	-	\$	-	\$	_	\$ 1,375,291
Work in process		136,703		489,950		278,932		-	347,721
Capital assets not depreciated		1,511,994		489,950		278,932		-	1,723,012
Buildings		16,541,085		178,279		-		(1,093)	16,718,271
Ground Improvements		9,277,049		38,232		-		236	9,315,517
Equipment		8,582,319		273,840		9,519		686	8,847,326
Capital assets being depreciated		34,400,453		490,351		9,519		(171)	34,881,114
Subtotal		35,912,447		980,301		288,451		(171)	36,604,126
Less Accumulated depreciation									
Buildings		14,795,056		254,836				(231)	15,049,661
Ground Improvements		6,971,259		267,758		•		-	7,239,017
Equipment		4,506,841		432,847		9,519		626	4,930,795
Subtotal		26,273,156		955,441		9,519		395	27,219,473
Capital Assets, net	\$	9,639,291	\$	24,860	\$	278,932	\$	(566)	\$ 9,384,653

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

2009	Beginning Balance		Additions		Disposals/ Transfers		Ending Balance	
Land	\$	1,375,291	\$	-	\$	-	\$	1,375,291
Work in process		140,336		102,066		105,699		136,703
Capital assets not depreciated		1,515,627		102,066		105,699		1,511,994
Buildings		16,443,429		97,656				16,541,085
Ground Improvements		9,145,634		131,415		-		9,277,049
Equipment		8,503,660		99,759		21,100		8,582,319
Capital assets being depreciated		34,092,723		328,830		21,100		34,400,453
Subtotal		35,608,350		430,896		126,799		35,912,447
Less Accumulated depreciation								
Buildings		14,542,524		252,532		-		14,795,056
Ground Improvements		6,720,582		250,677		-		6,971,259
Equipment		4,065,183		462,758		21,100		4,506,841
Subtotal		25,328,289		965,967		21,100		26,273,156
Capital Assets, net	\$	10,280,061	\$	(535,071)	\$	105,699	\$	9,639,291

Pursuant to an agreement with the County of Alameda, all personal property purchased by the Association, pursuant to Section 4.04.070 of the Alameda County Administration Code, shall automatically become County property on the date of acquisition. However, the Association has beneficial use of all assets purchased. In the event that the agreement is canceled or otherwise terminated in any manner, title to the property shall automatically vest in the County. The ACF is responsible for maintaining insurance coverage on all capital assets.

Depreciation expense charged to operations was \$955,441 for 2010 and \$969,855 for 2009.

The cost and accumulated depreciation of a capital lease included in equipment was \$4,738,862 and \$1.698,092 at December 31, 2010, and \$4,738,862 and \$1,461,149 at December 31, 2009. Amortization of capital lease assets is included in depreciation expense.

#### **NOTE 5 – LONG TERM LIABILITIES**

The Association entered into a sub-lease agreement for photovoltaic equipment on March 4, 2003, with California Construction Authority (CCA), who is a party to a lease agreement for equipment from PFG Energy Capital. Payment is due monthly to CCA of \$19,656 bearing interest at a rate of 6.6% starting November 1, 2003. The final payment is due on March 1, 2019.

	2010	 2009
Balance, January 1	\$ 1,697,233	\$ 1,831,220
Additions	-	-
Payments	142,522	133,987
Balance, December 31	\$ 1,554,711	\$ 1,697,233

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

Future minimum lease payments under the capital lease through March 2019 are as follows:

Year Ending	Lease	
December 31,	Paymer	nt
2011	\$ 23.	5,874
2012	23.	5,874
2013	23.	5,874
2014	23	5,874
2015	23.	5,874
Thereafter	730	6,731
Total future minimum lease payments	1,91	6,101
Less amount representing interest	36	1,390
Capital lease obligation	1,55	4.711
Less current portion	15	1,581
Long-term portion	\$ 1,40	3,130

#### NOTE 6 - DEFINED BENEFIT PENSION PLAN

In a letter dated February 22, 1987, the Internal Revenue Service determined the plan to be a "qualified plan" under the Internal Revenue Code. This determination was applicable to amendments adopted on October 22, 1985, but was subject to the adoption of proposed amendments submitted in a letter dated February 3, 1987.

#### General Plan Information

The following descriptions are extracts from the Summary Plan Description prepared by Ameritas Life Insurance Corporation. A copy of the plan is on file at the employer's office and may be read by participants, their beneficiaries, or their legal representatives at any reasonable time.

ACF Pension Plan is the name of the Plan. The amended and restated provisions of the Plan became effective on January 1, 1997. The Plan's records are maintained on a twelve-month period of time. Contributions made to the Plan will be held and invested by the trustee of the Plan. The Plan and Trust shall be governed by the laws of the State of California. The ACF is the Plan's administrator. Employees will be eligible to participate in the Plan if they have completed a six-month period of service. At this time, employees will become a participant. Leased employees are not eligible to participate in the Plan.

## **Funding Policy**

In order to participate, employees must agree to contribute 4.5% of their compensation up to \$7,800, plus 7.5% of their compensation in excess of \$7,800. The employer contributes an amount necessary to provide the benefits under the plan based upon the recommendations of periodic actuarial valuations.

Benefits provided under this plan are not insured by the Pension Benefit Guaranty Corporation (PBGC). In a letter dated June 4, 1990, the Pension Benefit Guaranty Corporation (PBGC) determined that the plan is excluded from the coverage under Title IV of the Employee Retirement Income Security Act of 1974 (ERISA). The funding recommendations prepared and summarized in this analysis are based on our understanding that the Retirement Plan is classified as a Governmental Plan. Therefore, the minimum funding requirements of IRC 412 have not been reflected or recognized. The funding recommendations are based on accepted actuarial practices for Governmental Plans.

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

Actuarial

Value of

#### Annual Pension Cost

For the year ended December 31, 2010, the normal employer cost was \$335,170, and for 2009 was \$352,362. Contributions of \$319,835 and \$319,890 were made to the Plan during 2010 and 2009, respectively.

The Aggregate Actuarial Cost Method was used to determine annual plan costs.

The value of plan assets is based on the contract value. The actual assumptions include (a) an investment rate of return of 7.0% compounded annually, (b) projected salary increases at an annual rate of 4.5% compounded annually following the valuation date. In 2010 and 2009, the mortality rates are based on the RP-2000 Projected Mortality Tables. The actual investment return for the twelve months ended December 31, 2010 and 2009, was 4.52% and 4.75%, respectively.

(Deficit)

Funded

Annual

Covered

Deficit

A ssets as a

#### Funded Status of the Plan

Valuation

Over (Under) Funded Accrued Liability for December 31, 2010 is as follows:

Actuarial

Accrued

Date	Assets		Liability		Asset	,	Ratio		Payroll		% of Payroll
January 1, 2011	\$ 5,746,533	\$	6,334,447	\$	(587	,914)	91%	\$	2,513,28	3	-23.4%
January 1, 2010	\$ 5,113,875	\$	5,781,827	\$	(667	,952)	88%	\$	2,542,86	5	-26.3%
January 1, 2009	\$ 4,537,806	\$	5,048.329	\$	(510	,523)	90%	\$	2,102,79	9	-24.3%
Financial Status is	as follows:										
					J	anuary 1, 2011	J	anua 20	nry I,		January 1, 2009
Actuarial present	value of vested a	ccru	ied benefits		\$	4,648,233	\$ \$		086,369	\$	
Actuarial present	value of non-ves	ted a	accrued bene	fits		141,997	7		125,547	_	71,492
Total actuarial val	lue of accrued be	nefi	ts		\$	4,790,230	) \$	4,	211,916	_\$	3,625,962
Actuarial value of	assets				\$	5,746,533	\$	5,	113,875	\$	4,537,806
Funded Ratio: Vested accrued Total accrued be						1249 1209			125% 121%		128% 125%

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

#### NOTE 7 - CONCENTRATIONS IN REVENUE

The ability of the ACF to maintain revenue levels is dependent on consumer discretionary spending, a continuing favorable economic climate for the horse racing industry, and competitiveness in the facility rental business.

Levels of major revenues by percentage are as follows:

	2010	2009
Fairtime	33.0%	34.3%
Live racing	18.1%	18.9%
Satellite wagering	10.5%	10.3%
Events	25.4%	24.0%
Stable/training revenue	11.8%	11.2%
State grants and allocations	1.0%	0.9%
Interest income	0.1%	0.1%
Other income	0.1%	0.3%

Unforeseen circumstances such as, but not limited to, inclement weather, changes in government rules and regulations, and Indian Gaming which has increased competition for consumer market share from the entertainment and leisure industry, could adversely affect the financial situation of the Association in the future.

## NOTE 8 - PREMIUM FUND

The Premium Fund is used to account for revenues and expenses related to Fair Premium awards.

The following is a summary of the activity of the fund during 2010, and 2009.

	2	2010		2009
Beginning January 1,	\$		\$	-
Premiums deposited		221,610		217,949
Premiums paid		(221,610)		(217,949)
Balance December 31,	\$	-	\$	-

2010

#### NOTE 9 - NET ASSETS

Temporarily restricted net assets consist of:

	 2010	2	2009
Heritage Monument Project	\$ 8,590	\$	-
Junior Livestock Fund	7,576		152
Total temporarily restricted net assets	\$ 16,166	\$	152

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

#### NOTE 10 - DONATED MATERIALS, SERVICES AND EQUIPMENT

Donated materials and services are reflected as fair-time revenue and donated equipment is reflected as other income in the accompanying financial statements at their estimated fair values as of the date of donation. Donated services are recognized as contributions if the services (a) create or enhance nonfinancial assets or (b) require specialized skills, are performed by people with those skills, and would otherwise be purchased. Media advertising and sponsorships received as donated in-kind services had a fair value of \$1,182,229 in 2010, and \$1,291,034 in 2009.

The Association utilizes and depends on the services of volunteers to perform a variety of tasks that assist the Association with specific programs. The value of this contributed time is not reflected in these financial statements since the services did not require specialized skills and it was not susceptible to objective measurement. All contributions are considered to be unrestricted unless specifically restricted by the donor.

#### NOTE 11 - LOCAL ECONOMIC BENEFITS

The following spending analysis is provided to show how the fairground supports employment and small business services through its operations.

	2010	2009
Salaries and benefits	\$ 8,171,785	\$ 7,826,231
Services and supplies	9,068,013	9,122,583
City tax paid from racing handle 0.33 money	61,737	64,120
From operations	17,301,535	17,012,934
Capital expenditures	700,803	430,896
	\$ 18,002,338	\$ 17,443,830

The Association employs approximately 86 full-time and 64 part-time people year round and during the 17 days of fair-time the number employed increases to approximately 850.

#### NOTE 12 – COMMITMENTS

The Association leases certain office equipment under non-cancelable operating leases. Future minimum rental payments under operating leases at December 31, 2010, are:

Year Ending	J	Rental
December 31,	P	ayment
2011	\$	14,234
2012		5,487
Total	\$	19,721

Total rent expense under operating leases was \$53,256 in 2010 and \$58,116 in 2009. No renewal options are provided for in the leases; however, in the normal course of business, operating leases are generally renewed or replaced by other leases.

## NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2010 AND 2009

#### NOTE 13 - ESTIMATED FAIR VALUES

Accounting standards defines fair value and establish a framework for measuring fair value under U.S. GAAP, and expands disclosures about fair value measurements. SFAS 157 applies whenever other accounting pronouncements require or permit assets or liabilities to be measured at fair value.

Under SFAS 157, fair value is a market-based measurement and defined as the price that would be received for selling an asset or paid for transferring a liability in an orderly transaction between market participants at the measurement date. The transaction to sell the asset or transfer the liability is a hypothetical transaction at the measurement date, considered from the perspective of a market participant that holds the asset or owes the liability. In general, the transaction price will equal the exit price and, therefore, represents the fair value of the asset or liability at initial recognition. In determining whether a transaction price represents the fair value of the asset or liability at initial recognition, each reporting entity is required to consider factors specific to the asset or liability, the principal or most advantageous market for the asset or liability, and market participants with whom the entity would transact in that market. To increase consistency and comparability in fair value measures, the fair value hierarchy prioritizes the inputs used in valuation techniques to measure fair value into three broad levels:

Level 1 - quoted market prices in active markets for identical assets or liabilities,

Level 2 - directly or indirectly observable inputs other than quoted market prices, and

Level 3 – unobservable inputs.

A financial instrument's categorization within the fair value hierarchy is based upon the lowest level of input that is significant to the fair value measurement. The Association does not have any financial instruments that are measured at fair value on a recurring or non-recurring basis as of December 31, 2009 and 2008.

## Fair Value Summary Tables

The following tables summarize the carrying value and estimated fair values of the financial instruments as of December 31, 2010:

	Level 1		Level 2	Level 3	Total
Cash equivalents - County Cash	\$	- \$		\$ 1,147,341	\$ 1,147,341
Designing of week					£ 1.140.026
Beginning of year					\$ 1,140,026
Additions					7,315
Deductions					
End of Year					\$ 1,147,341

### **NOTE 14 – SUBSEQUENT EVENTS**

The Association's management has evaluated events or transactions that may occur for potential recognition or disclosure in the financial statements from the statement of position date through April 8, 2011, which is the date the financial statements were available to be issued. Management has determined that there were no subsequent events or transactions that would have a material impact on the current year financial statements

SUPPLEMENTARY INFORMATION

# SCHEDULE OF REVENUES AND EXPENSES BY PROGRAM FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

	2010	Percent of Department Total	2009	Percent of Department Total
Fairtime				
Revenues				
Admissions and parking	\$ 2,354,713	35.7%	\$ 2,502,409	36.3%
Commercial space	657,615	10.0%	640,610	9.3%
Concessions	1,920,499	29.1%	2,078.024	30.1%
Exhibits	89,215	1.4%	88,609	1.3%
Other fairtime revenues	1,580,464	23.8%	1,587,594	23.0%
Total Fairtime Revenues	6,602,506	100.0%	6,897,246	100.0%
Expenses				
Marketing and promotion	2,133,643	32.3%	2,145,124	31.1%
Attendance operations	1,741,226	26.4%	1,667,032	24.2%
Premium expense	240,017	3.6%	237,928	3.4%
Exhibits expense	637,672	9.7%	599,049	8.7%
Fair entertainment	1,085,506	16.4%	1,093,849	15.9%
Depreciation	111,264	1.7%	108,908	1.6%
Total Fairtime Expenses	5,949,328	90.1%	5,851,890	84.9%
Contribution from Fairtime Revenues	\$ 653,178	9.9%	\$ 1,045,356	15.1%
Satellite Wagering				
Revenues				
Admissions	\$ 402,789	19.0%	444,909	21.6%
Track commissions	1,171,424	55.7%	1,129,489	54,7%
Program sales, forms, digests, etc.	276,749	13.2%	293,524	14.2%
Food and beverage concessions	37,681	1.8%	40,501	2.0%
Lottery Other revenue	70,924	3.4%	89,300	4.3%
	144,802	6.9%	65,451	3.2%
Total Satellite Wagering Revenues	2,104,369	100.0%	2,063,174	100.0%
Expenses				
Salaries and benefits	678,967	32.2%	671,351	32.5%
Contract services	96,063	4.6%	102,114	4.9%
Racing forms, programs, digests, etc.	235,473	11.2%	248,526	12.0%
Advertising/promotion and public relations	71,629	3.4%	46,020	2.2%
0.33 money to City of Pleasanton	65,361	3.1%	59,247	2.9%
Other expenses (excluding capital exp)	225,637	10.7%	258,910	12.5%
Depreciation	194,034	9.2%	207,242	10.0%
Total Satellite Wagering Expenses	1,567,164	74.4%	1,593,410	77.0%
Contribution from Satellite Wagering Revenues	\$ 537,205	25.6%	\$ 469,764	23.0%

# SCHEDULE OF REVENUES AND EXPENSES BY PROGRAM (CONTINUED) FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

	2010	Percent of Department	2009	Percent of Department
Live Horse Racing (Fairtime)		Total		Total
Revenues				
Admissions and parking	\$ 50,336	1.4%	\$ 77,063	2.0%
Track commissions	3,334.392	92.0%	3,466,731	91.5%
Program and tip sheet sales	104,808	2.9%	96,011	2.5%
Food and beverage	114,483	3.2%	134,022	3.5%
Miscellaneous racing revenue	15,142	0.5%	13,649	0.5%
Total Live Racing Revenues	3,619,161	100.0%	3,787,476	100.0%
Expenses				
Salaries and benefits	400,175	11.1%	369,776	9.8%
Pari-mutuel	-	0.0%	-	0.0%
Purse money and starters fees	1,625.000	44.9%	1,700,000	44.9%
Insurance	19,250	0.5%	8,321	0.2%
Contract services	596,062	16.5%	545,953	14.4%
Equipment rental	38,919	1.1%	12,529	0.3%
0.33 money paid to City of Pleasanton	(3,624)	-0.1%	4,873	0.1%
Marketing promotion and other	247,915	6.9%	382,642	10.1%
Depreciation	42,776	1.2%	43,184	1.1%
Total Live Racing Expenses	2,966,473	82.1%	3,067,278	80.9%
Contribution from Live Racing Revenues	\$ 652,688	17.9%	\$ 720,198	19.1%
Events				
Revenues				
Parking	\$ 1,029,400	20.3%	\$ 943.681	19.8%
Building and equipment rental	3,122,166	61.4%	2,946,698	61.4%
Food and beverage concessions	452,631	8.9%	421.887	8.8%
Tenant revenues	269,620	5.3%	287,605	6.0%
Antenna site rent	173,484	3.4%	159,824	3.3%
Other event revenue	36,455	0.7%	38,314	0.7%
Total Events Revenues	5,083,756	100.0%	4,798,009	100.0%
Expenses				
Salaries and benefits	1,444,568	28.4%	1,346,228	28.1%
Insurance	68,708	1,4%	68,904	1.4%
Security	110,355	2.2%	109,736	2.3%
Parking	15.876	0.3%	13,361	0.3%
Utilities	182,068	3.6%	181,440	3.8%
Contract services	188,364	3.7%	216,280	4.5%
Other event expenses	287,150	5.6%	238,029	5.0%
Depreciation	476,778	9.4%	447,583	9.3%
Total Events Expenses	2,773,867	54.6%	2,621,561	54.7%
Contribution from Events Revenues	\$ 2,309,889	45.4%	\$ 2,176,448	45.3%

# SUMMARY SCHEDULE OF REVENUES AND EXPENSES FOR THE PAST FIVE YEARS ENDED DECEMBER 31, 2010

	2010	2009		2008 2		2007	2007 2006	
Revenues								
Fairtime	\$ 6,602,506	\$ 6,897.246	\$	6,460,863	\$	6,360,915	\$	6,309,581
Live racing	3.619.161	3.787,476		3,495,214		3.619.750		3,450.033
Satellite wagering	2.104.369	2,063,174		2,354,066		2.615.955		2.535.081
Events	5,083,756	4,798,009		4,997.199		5.031,453		4.255.082
Stable/training revenue	2.364,547	2,239,807		1,014,874		953,976		488.217
State grants and allocations	199,102	187,982		142.434		59,800		304.453
Interest income	10.387	17,086		45,005		90,466		79,209
Other	11,677	31,024		183,707		95,630		45.682
Net assets released from restriction	1,410							
Total Revenues	19,996,915	20,021,804		18,693,362	_	18,827,945		17,467,338
Direct Expenses								
Fairtime	5.949,328	5.851,890		6,273,146		6.272,460		6.306.243
Live racing	2.966.473	3.067,278		2,643,499		2,592,200		2.618,385
Satellite wagering	1.567.164	1,593,410		1.585,888		1.554,862		1.525.965
Events	2.773,867	2,621.561		2.591.452		2,575,345		2,468,050
Stable/training	2,537,869	2,575,921		1,491,420		1.170,586		868.505
Total Direct Expenses	15,794,701	15,710,060	_	14,585,405	_	14,165,453		13,787,148
Indirect Expenses								
Administration	1.662.305	1.669,959		2,104,139		1.969.536		1.926.401
Maintenance and general operations	2,423,560	2,302,770		2,619,588		2,632,133		2.477.080
Fundraising	1,410			-		-		
Total Indirect Expenses	4,087,275	3,972,729		4,723,727		4,601,669		4,403,481
Total cost of day to day operations	19.881.976	19.682,789	_	19,309,132		18.767,122		18,190,629
Increase (decrease) in unrestricted								
net assets	114,939	339.015		(615,770)		60,823		(723,291)
Change in temporarily restricted net assets	16,014	(4.831)		(4,784)		(8,265)		(14,208)
Increase (decrease) in net assets	130.953	334,184		(620,554)		52,558		(737,499)
Net assets, January J	10.098,289	9,764,105		10,384,659		10,332,101		11,069,600
Net assets, December 31	\$ 10,229,242	\$10,098.289	\$	9,764,105	\$	10.384,659	\$	10,332,101