

**MEMORANDUM  
DEPARTMENT OF FACILITY SERVICES  
COUNTY OF PLACER**

To: Honorable Board of Supervisors

Date: September 9, 2014

From:  Mary Dietrich, Facility Services Director

By: Mark Rideout, Deputy Director 

Subject: Placer County Fairgrounds Assessment Report

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**ACTION REQUESTED:**

1. Receive an update on the Placer County Fairgrounds Assessment project, from the Department of Facility Services and RCH Group, Inc. There is no net county cost associated with this informational item.

**BACKGROUND:** The Placer County Fairgrounds comprises approximately 61 acres of land and improvements near the intersection of Washington and Junction Boulevards in the City of Roseville (Fairgrounds). Operation and management of the Fairgrounds is the responsibility of the Placer County Fair Association (PCFA) pursuant to County Contract No. 11520. Under this agreement, PCFA conducts and promotes events at the Fairgrounds including community functions, the All American Speedway, and the Placer County Fair (Fair). On July 9, 2013, your Board awarded a contract to RCH Group, Inc., for a comprehensive assessment and feasibility study of the Fairgrounds and Fair.

RCH has now completed evaluation of the Fairgrounds and Fair, and evaluated the viability of a new Event Center in the South Placer area, which could be the flexible community resource that fosters economic growth in the region. To accomplish this, RCH interviewed approximately 30 stakeholders, evaluated market opportunities and constraints, analyzed PCFA financial statements, recommended strategies to improve Fairgrounds operating performance, modeled a prototypical Event Center, and analyzed other fairgrounds governance models.

This presentation is intended to familiarize your Board with an Initial Draft of the Fairgrounds Assessment Report, and provide your Board with an opportunity for comment. With the input provided by your Board today, and the comments of interested stakeholders, RCH and staff are prepared to finalize the Assessment. This document can serve as a tool to address the near-term needs of the Fairgrounds, and help solicit interest in an Event Center from developers and property owners in Western Placer County.

**ENVIRONMENTAL CLEARANCE:** This informational item is not a project pursuant to the California Environmental Quality Act Section 15378.

**FISCAL IMPACT:** There is no net county cost associated with this informational item.

AVAILABLE FOR REVIEW AT THE CLERK OF THE BOARD'S OFFICE: INITIAL DRAFT FAIRGROUNDS ASSESSMENT

CC: COUNTY EXECUTIVE OFFICE

MD/MR/KT

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