



Public Workshop

January 29, 2003

Welcome to the workshop

•**Board of Directors:** Myrna Abramowicz, President, Dave Dickson, Vice President Paul Battisti, Don Carr, Jim Cathcart, Paul Dohring, Hope Lugo, Peggy O'Kelly, Greg Rodeno

•**Staff:** Interim CEO and Deputy General Manager Joe Anderson, additional staff Denise O'Brien, Rosemary Stockwell, John Stockwell

Team Organization Chart



Objectives of tonight's workshop

- **Provide comparison of “past and present” site uses and conditions**

Engage in a site planning exercise to address needs and priorities

- **Visualize the site in relationship to surroundings**
- **Work in small groups to create a visual display**

- **Hear each other describe a vision**

- **Receive input to assist the Board of Directors in their decision making process**

Structure

- The Napa Valley Expo Board is a.k.a. the Directors of the 25th District Agricultural Association.
- The Directors are appointed by the Governor and are not paid to serve.
- They are responsible for presenting the Napa Town and Country Fair, and for the year-round operations of the Napa Valley Expo site.

Mission Statement

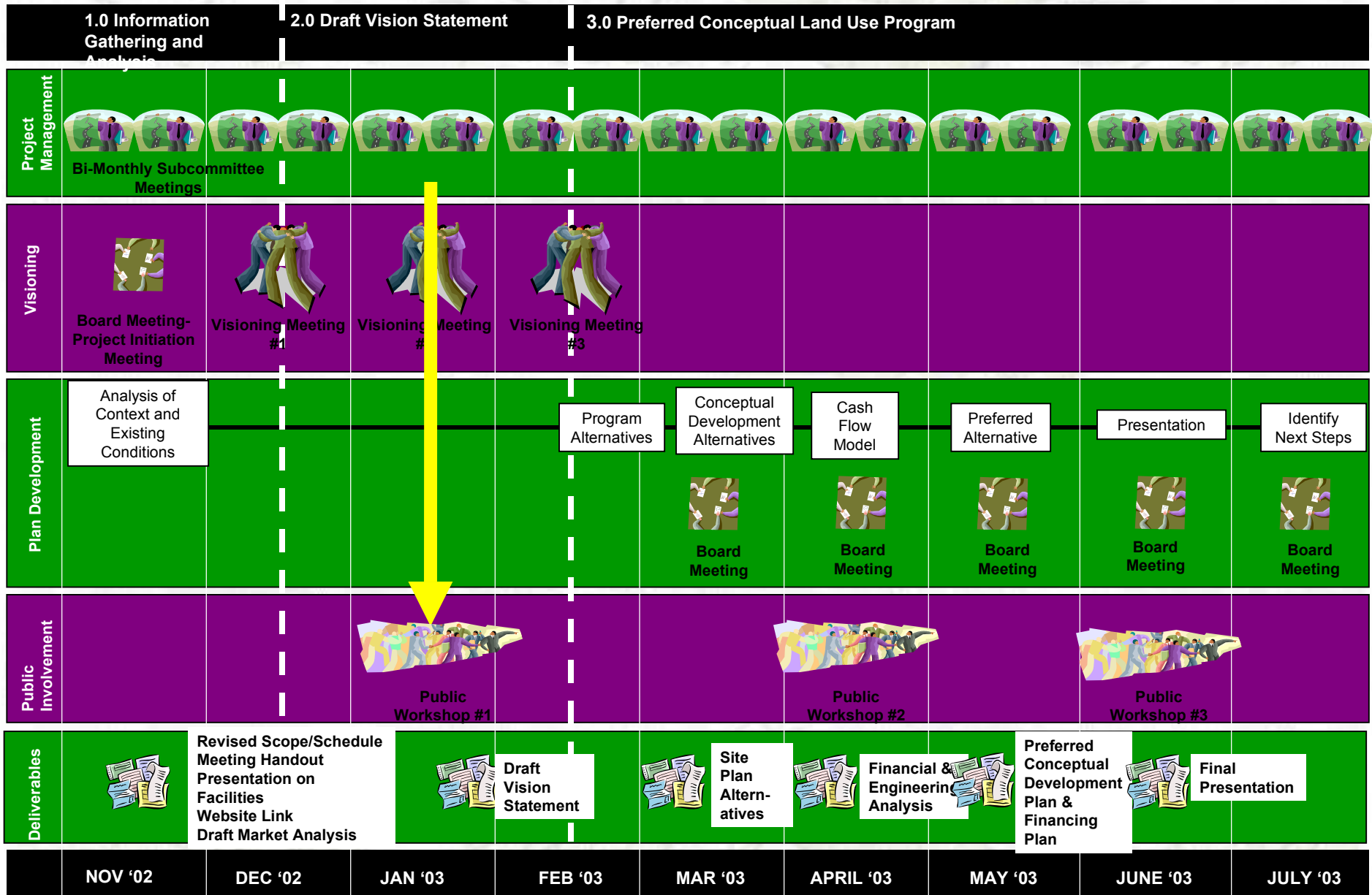


The mission of the Napa Valley Exposition is to develop, manage and maintain the facility for the cultural, educational and recreational needs, primarily for the residents of Napa County, and secondarily for the visitors to Napa County.

Long Term Goals

- ***Goal One:*** Present the annual Napa Town and Country Fair
- ***Goal Two:*** Provide a home for annual Community Events
- ***Goal Three:*** Create financial stability for the Future

Napa Valley Expo Phase II Process and Schedule



Background

- 25th DAA created in 1887 - the Fair has been held in Napa since 1890
- Napa's fairgrounds in 1890 was near Memorial Stadium site today - Exhibit hall that year is Cole's Chop House today - Entertainment took place at "East Napa Pavilion" on present Expo site
- Around 1900 entire Fair moves to current site
- 1929 – Calistoga claims the "County Fair" title. Napa event is "District Fair", then becomes "Town and Country Fair" in 1947

Background

- 1942 – DAA can't afford to provide infrastructure!
- Local community votes to deed property to State in return for a \$40,000 building (Chardonnay Hall)
- Last new structures built in the 70s
- Fairs got money from General Fund for many years – then Horse Racing Act of 1933 created revenues – but the old gray mare she ain't what she used to be...



Site uses today

- Multi use for profit and non-profit
- Mix of temporary and long-term tenants
- Town and Country Fair, Livestock Auction, Bingo, RV park, trade shows, affinity groups, private parties
- Functions as a community center – but is rundown, outdated and “financially challenged”
- In 2001, **219,537** persons used the Expo for some purpose other than the Fair

Infrastructure challenges

- Flooding/drainage issue
- Water, sewer, electric – old
- Specific facilities need attention
 - Food booths, barn ventilation etc
- Buildings inadequate
 - Space inflexible
 - Poor acoustics
 - Not wired for 21st century
 - Comfortable?



Finances today

- Where does revenue come from today?
 - “Interim revenue” = \$500,000
 - Bingo = \$200,000 per year
 - Fair admissions = \$250,000
 - Concessions = \$184,000
 - State = \$124,000
 - Fair attractions, parking and sponsorships = \$100,000
 - Commercial tenants = \$65,000
 - RV Park = \$60,000 per year
 - Jr Livestock Auction = \$40-45,000

Finances tomorrow

- Expenses already exceed revenue
- No money to address infrastructure and capital improvements
- State likely to reduce funding
- Site in slow decline
- Fair attendance in slow decline



Sample of Director's Visions

- *Remember Goals: Produce Annual Fair, provide home for annual events, create financial stability*
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- Modern multi-use facility for livestock auction and year-round use
 - Conference center/community center up to 60,000 square feet
 - Upgraded/expanded RV park
 - Lawns/commons/green space
 - Promenades/esplanades/corridors
 - Re-orient and create a grand entry to the site
 - Marketplace/retail/commercial

Describe your visions of the site

*"The future belongs to those
who believe in the beauty of
their dreams."*

Eleanor Roosevelt



Vision Exercise

Consider these questions:



- What would you truly like the site to be?
- What does it look like?
- What does it feel like?
- How will it relate to rest of Napa?
- How will people use it?
- How will capital improvements be funded?
- How will your vision generate operating revenue?

Vision Exercise Guidelines



- Your group has 30 minutes to create your map
- At 8:00pm we will ask a spokesperson from each group to briefly describe what you have created
- Balance “wants” with \$\$\$
- Make the site relate to its neighbors

Site Plan of the Napa Valley Expo Site

