



# 2022 Annual Report

## A Year of Change and Growth



# 2022 Highlights and Milestones

2022 was a big success for @the Grounds and finally provided a year to have events in a normalized business environment after the 2020 COVID pandemic shut down. The Roebbelen Center was able to play host to a myriad of high-quality events including basketball and volleyball tournaments, benefit dinners and banquets, conferences and corporate meetings, tradeshow, home shows and even a base camp for the Mosquito Fire! It has been exciting to see the campus come to life and the vision turned into reality. Through these events, @the Grounds was able to generate more than 12,000 room nights for Placer Valley hotels and drive additional economic impact to local restaurants and businesses alike.

EVENTS	ATTENDEES	ROOM NIGHTS
238	345,871	12,356

## First Time Events

- Hype Nation Volleyball Tournament April 2-3
- Na Maka Hula Mother's Day Hula Show and Dinner May 7
- UA Future West Circuit Basketball Tournament May 14-15
- Placer and Pioneer Express Districts Twilight Camp June 7-10
- Tri-County Home & Garden Show August 16-22
- Girl Scouts Heart of Central California October 2



First time event, the Tri-County Home Show set up their Show Office inside Roebbelen Center



Jones Hall was transformed into a winter wonderland for a corporate holiday party



# Campus Utilization

2022 saw events return and grow at a feverish pace as the Roebbelen Center continued to be the anchor of the campus on all weekends attracting major events. Staff worked tirelessly to find new events that could work well in the smaller buildings and outdoor areas while also managing parking and traffic needs. Midweek business started increasing as well with smaller trainings and corporate meetings finally returning after the COVID shutdown. Although smaller, many midweek rentals became reoccurring and a consistent revenue source with limited impact to the site and staff.



The Rib Cook-Off and carnival on G lot



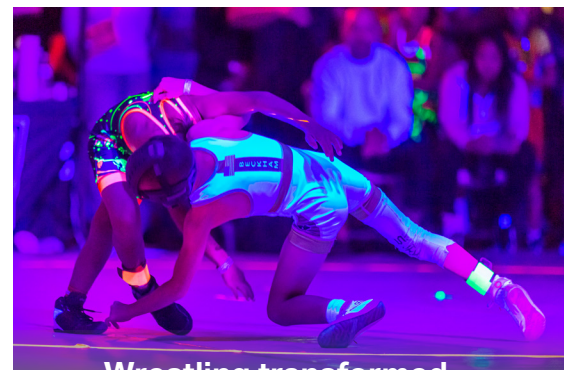
Rainbow Dance stage inside Jones Hall



Armored Combat in the Barns



Campus Utilization



Wrestling transformed Roebbelen's lighting



Meeting attendees arrive at Johnson Hall

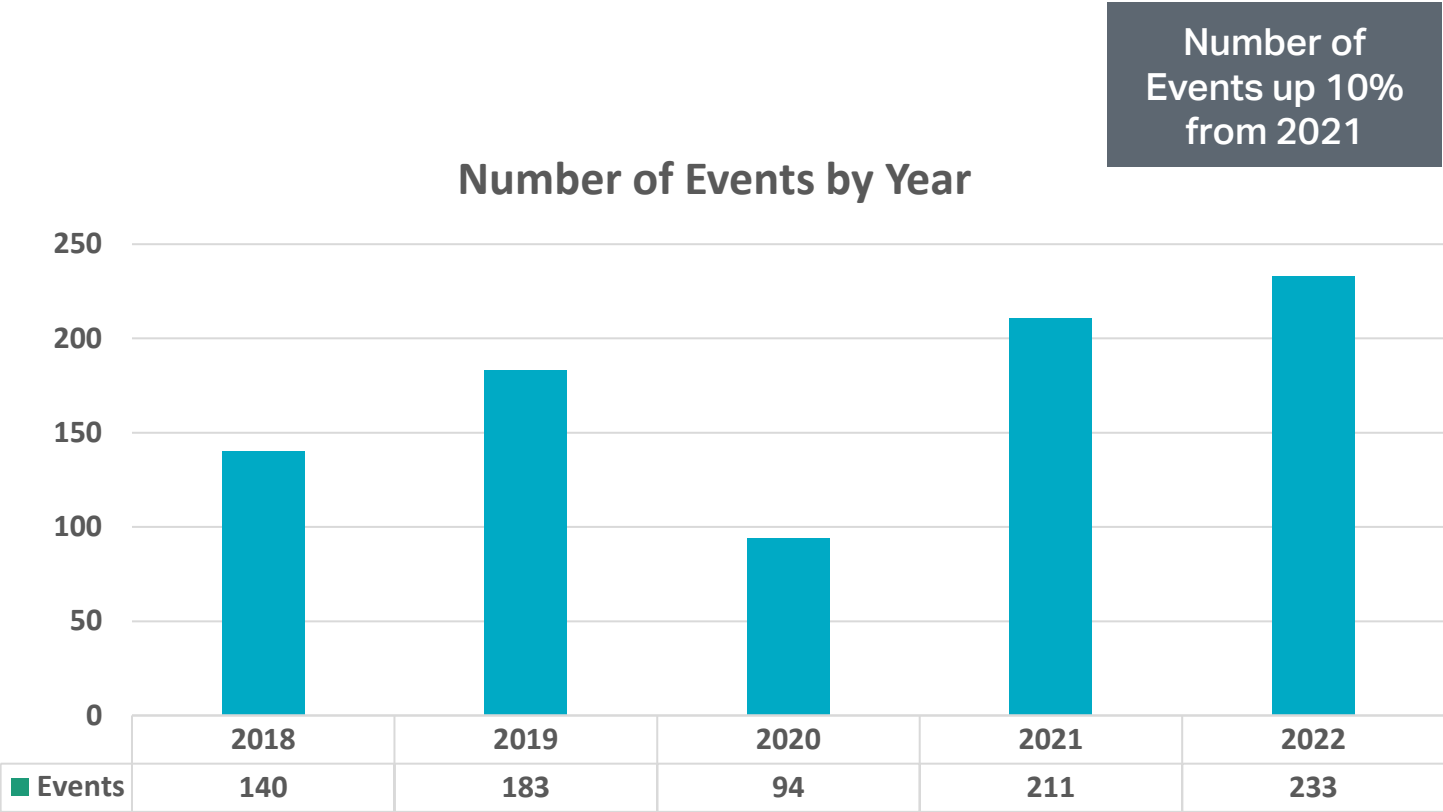


Derby Party at the starting gate on Johnson Lawn



# Variety

With the flexibility of @the Grounds and the Roebbelen Center, the number of events increased by 10% with 233 events for the year compared to just 211 total events in 2021 despite the cancelation of 20 events due to the CAL FIRE Mosquito Base Camp in September.



Boys NCVA proved to be a fierce competition



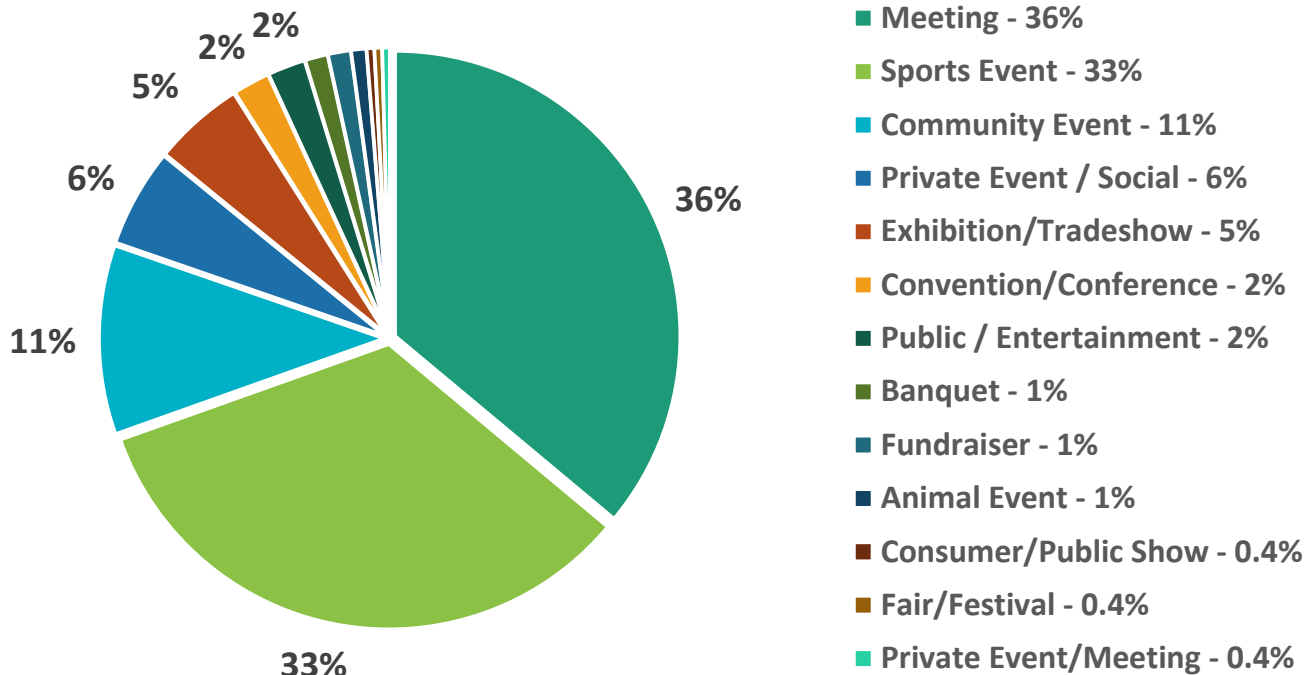
So much to see and buy at the Great Junk Hunt



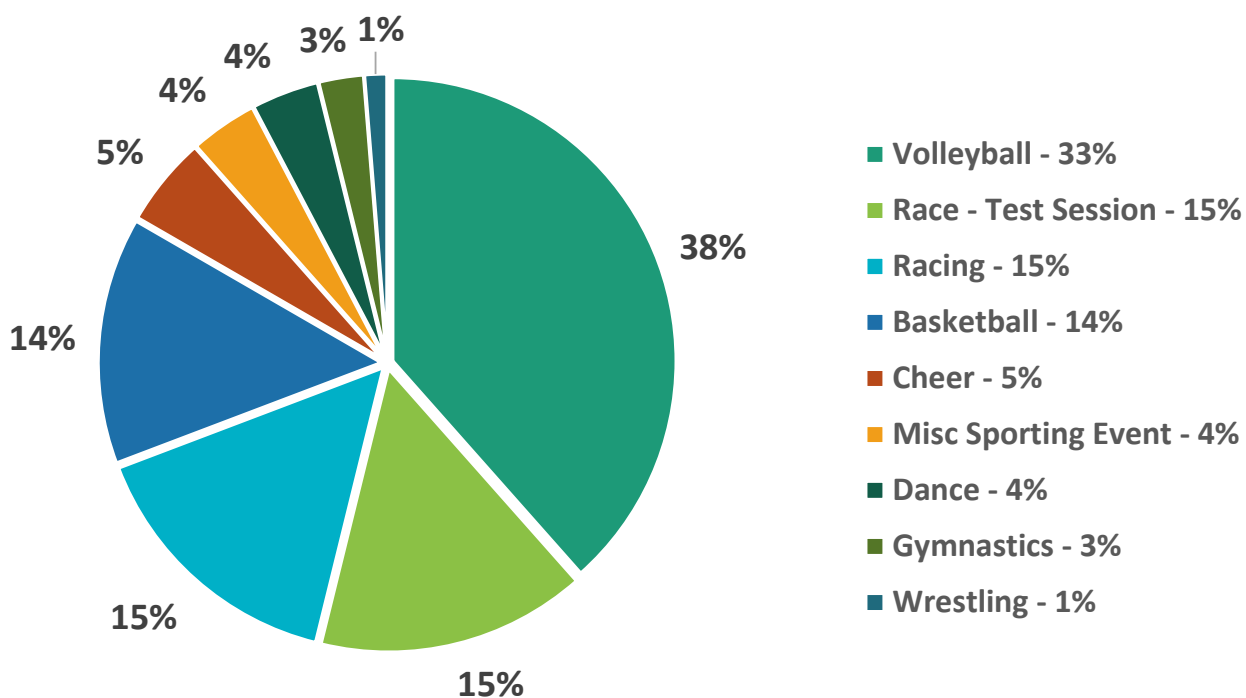
## Variety (cont.)

@the Grounds hosted **233** events in 2022, of which **78** were sporting events with volleyball leading the category.

### Total Event Types: 233



### Subset - Total Sports Event Types: 78

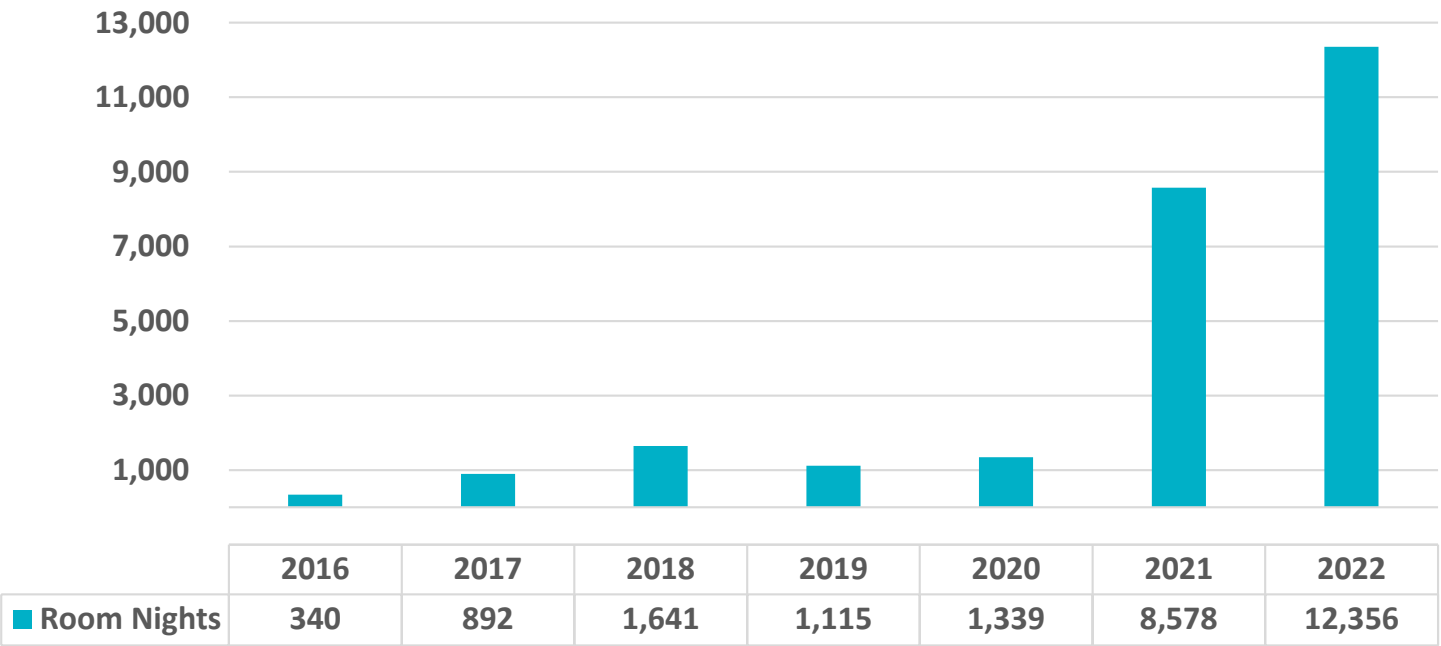


# Events Generate Hotel Room Nights

Events held @the Grounds generated **12,356** room nights in 2022 for Placer Valley hotels, a 44% increase from 2021. February generated the most amount of room nights with more than 2,449 room nights.

Room nights up  
44% from 2021

ATG Room Nights by Year



Girls NCVA Tournament brought in 2,131 room nights in one weekend



Dancers at the Rainbow Dance competition shine on stage in Jones Hall



# Placer County Fair

The 2022 Placer County Fair was very successful, despite all four days with over 100-degree temperatures. Overall attendance numbers continued to build with 2022 reaching well above 2018 and 2019. The Roebbelen Center was a main focus for entertainment, showcasing the Silver Starlets, a two-person comedy aerial show. In addition, the Roebbelen Center Atrium was a prime location for over twenty commercial vendors. Other fan-favorites included the return of the All-Alaskan Pig Races, and new entertainment which included Jack Spareribs and the BMX Bike Show. The 2022 Placer County Fair was the inaugural year of utilizing the remodeled Beer Garden, renamed the Attaway Pavilion.



Fair Statistics	2019	2021	2022
Revenue	\$ 169,473	\$ 445,714	\$246,101
Expenses	\$ 212,048	\$ 305,249	\$16,418
Profit/Loss	\$ (42,575)	\$ 140,465	\$65,220
Ticket Sales	\$ 48,968	\$ 138,249	\$88,808
Adult Still Exhibits	237	177	191
Youth Still Exhibits	645	378	368
Vendor Sales	\$61,602	\$ 103,355	\$75,352



Proud fairgoers admire their still exhibit ribbons in Jones Hall



Kids enjoy some bubble fun near the Attaway Pavilion

## The Fair (cont.)

The second annual Placer County Fair Rib Cook-Off was a very popular attraction in 2022. 14 teams competed for the coveted People's Choice Award. Over 750 racks of ribs were cooked by the competitors, serving up 10,500 ribs to hungry attendees. This event continues to grow and is a sought-after event at the Fair.

This year, the Placer County Fair organized its first-ever scavenger hunt, which was a huge success. Around 60 people of different age groups participated in the hunt that covered the entire campus.

The Junior Livestock Auction (JLA) brought in record high dollars for the 146 entries. 4-H, FFA and Independent exhibitors, ages 8 to 18, sold their animals for a combined total of over \$425,000 smashing the 2021 total of \$273,000 for a 55% increase in sales.



People's Choice Award went to Holy Smokes BBQ. A family effort that incorporated all ages.

Livestock	2018	2019	2020*	2021	2022
Lots	132	147	80	126	146
Average Per Lot	\$1,283	\$1,414	\$1,782	\$2,173	\$2,773
JLA Sales	\$203,803	\$243,000	\$116,756	\$273,000	\$425,000

\* Virtual action held in 2020 only



These kids' hard work paid off, resulting in record high JLA Sales!

A 55% increase from 2021



# Community Events

Now that Covid is in the rear-view mirror and business has returned to normal, @the Grounds has looked for ways to strengthen our community outreach both on and off campus.

Community focused events held on campus include:

- Neighborhood Association Meetings
- Placer County Fair
- Fourth of July Fireworks Celebration
- CAL FIRE Mosquito Fire Base Camp
- Salvation Army Thanksgiving Dinner
- Placer County Elections Voting Center

@the Grounds attends community focused events:

- Area chambers mixers
- Rocklin State of the City
- Placer Valley 2022
- Roseville, Rocklin and Lincoln Holiday Celebrations including parades and tree lightings



Staff attend the Placer Valley 2022 held at Bayside Church in Rocklin



Aerial view of the CAL FIRE Mosquito Fire Base Camp @the Grounds



# CAL FIRE Mosquito Fire Base Camp

For the first time since 2017 when @the Grounds assumed operations, the campus was transformed into the CAL FIRE Mosquito Fire Base Camp for 19 days in September. Multiple emergency services descended onto the grounds utilizing every building and every inch of open space. Residents reached out with words of support and handcrafted signs along the fence lines of Washington and Junction Boulevards. Although there were 20 events that were cancelled and 800 lost in related room nights, we were thankful and appreciative to be able to serve the community.



From left to right: Emergency vehicles fill the parking lots; aerial views of the entire campus complete with laundry and fueling stations; emergency personnel attend a morning briefing at the Attaway Pavilion; a time of remembrance for those lost on 9/11/01; tents throughout campus as smoke lingers in the distance.





# The Attaway Pavilion

The Attaway Pavilion is the newest addition to the @the Grounds campus and replaces the outdated beer garden. The Attaway Pavilion was completed in April 2022 and has quickly become an anchor amenity of the campus. Named in honor of David Attaway, former CEO, the pavilion has been used for community gatherings, social events, team meals and was the key briefing area during the Mosquito Fire Base Camp.



## In memoriam of David Attaway



David Attaway was the CEO of Placer Valley Tourism and @the Grounds from 2010 until his sudden passing on March 3, 2022. David was the visionary leader who inspired and guided the growth of Placer Valley Tourism and @the Grounds, leaving a lasting impact on the community and tourism industry. Through his unique ability to think outside the box and create dynamic partnerships, David transformed the Placer Valley region into the California sports destination that it is today and salvaged a community gathering space into a state-of-the-art event center for the entire Sacramento region. David's passion and energy will be deeply missed, but his legacy will continue to inspire us all!

# Expanding our Digital Marketing Presence

## 2022 Email Marketing Metrics

- Email Database: **18,357** contacts
- Increased database by **65%**
- Total number of emails sent: **299,538**
- Increased emails sent by **173%**
- Open rate: **45%**

Indicates that almost half of the recipients opened the emails, showing that the content was of interest and captured attention



Social media posts announcing the latest newsletter is available

## TOTAL POSTS ACROSS NETWORKS

**442** 144% Increase from 2021



## TOTAL FOLLOWERS ACROSS NETWORKS

17% Increase from 2021

**4.5K**

## PAGE & PROFILE IMPRESSIONS

**2.4M** 38% Increase from 2021

## AVERAGE POST ENGAGEMENT RATE

10% Increase from 2021

**3.5%**



# 2022 LEADERSHIP

## PLACER VALLEY SPORTS COMPLEX, INC. DBA @THE GROUNDS TEAM:

### BOARD OF DIRECTORS

Vanessa Phillips, Chair  
Martin Johnson, Vice Chair  
Stephan Makis, Treasurer  
Lucas Moosman, Secretary  
Lauryl Hernandez, Past Chair  
Dion Louthan  
Sherri Conway  
Doug Brown  
Jeff Richardson  
Ron Pitamber  
Amanda Hale  
Willie Johnson  
Jessie Bains  
Holly Hofmann  
Merlyn Landaker

Area Managing Director, Highgate Hotels  
Area General Manager, Tharaldson Hospitality  
Personal Lines Senior Territory Manager, Safeco Insurance  
Executive Dean Student Success Instructor, Sierra College  
General Manager, Hyatt Place  
Assistant City Manager, City of Roseville  
Assistant City Manager, City of Rocklin  
Recreation Program Manager, City of Lincoln  
Senior General Manager, Westfield Galleria  
Owner, Heritage Hotel Group  
Area Director of Sales, Tharaldson Hospitality  
Area Director of Sales, Highgate Hotels  
Owner, Holiday Inn Express Rocklin  
General Manager, Staybridge Suites  
General Manager, Holiday Inn Express

### STAFF

Kim Summers  
Carrie Fankhauser  
Cheryl Goldfarb  
Jena Reis  
Donnette Larson  
Jodi Gillespie  
Jeff Brudno  
Aimee Fankhauser  
Cheri Comfort-Smith  
Wayne Sizneroz

CEO  
General Manager  
Director of Sales  
Finance Manager  
Marketing Manager  
Director of Facilities  
Concessions Manager  
Event Manager  
Event Manager  
Event Manager

@the Grounds and  
Placer Valley Tourism  
staff members enjoy  
an outing at Top Golf



# LOOKING FORWARD TO 2023

Since assuming operations in July 2017, @the Grounds has gone through major renovations, construction of the Roebbelen Center, COVID shutdowns, and the sudden passing of our longtime leader and visionary David Attaway, CEO since 2010. Through these changes @the Grounds has remained flexible continuing to bring events to the campus and drive economic impact for the Placer Valley region.

2023 will continue to provide a full calendar of events and the continued refinement of policies, procedures, operations, and staff development will be critical to the ongoing success of the campus. The key priorities will be:

1. Build and develop a dynamic team that delivers high quality service by creating a team-oriented company culture and providing proper training for management.
2. Evaluate and strengthen operational efficiency, prioritizing long-term solutions for parking and concessions during large events and while maximizing campus usage with a mix of events.
3. Focus on growing mid-week business through increased attendance at external events such as tradeshow, conferences, chamber functions, and community gatherings that will help grow our corporate and meetings market.
4. Redesign and continue improvements to the Placer County Fair – it's the 85Th year! We will redesign some of the main features to better utilize specific areas of the campus. Growing community involvement and sponsorships will continue to be a primary focus as they are critical to the ongoing success of the Fair.



Fair staff and volunteers enjoy some down time before the start of the Placer County Fair