



@the Grounds

PLACER COUNTY
**EVERYTHING
HAPPENS
HERE**

**RESOURCEFUL
Place**

2024
ANNUAL REPORT

Mission & Vision

Our Mission

Provide a premier venue to gather, celebrate, and compete while fostering economic and community growth.

Our Vision

To be California's premier event venue, creating memorable experiences through exceptional customer service, innovative event management, and superior facility standards.



Core Values

EXCELLENCE

We are committed to the highest standards in all we do, continuously striving to improve and exceed expectations.



PASSIONATE

We bring energy, enthusiasm, and dedication to our work, making a positive impact on everything we do.



TEAMWORK

We collaborate and support each other to achieve great things as a unified team.



INTEGRITY

Honesty, transparency, and accountability guide all our actions and decisions.



FUN

We create a welcoming, positive environment where people feel encouraged to be themselves and joy thrives.



Looking Back...

2024 Highlights and Milestones

What a year 2024 was for @the Grounds (ATG)! From elite sports tournaments and fundraising galas to corporate trainings, business mixers, and animal shows, ATG hosted an impressive variety of events across its campus. The Roebbelen Center remained the cornerstone facility, bustling nearly every weekend with sports tournaments, large-scale trade shows, and social gatherings. Utilization of the smaller buildings also rose significantly, driven by growing awareness of the upgraded facilities and enhanced services throughout the events industry.

Over the course of the year, ATG welcomed more than 456,000 attendees and helped generate over 21,000 room nights for Placer Valley hotels. This influx of visitors also delivered meaningful economic impact to local restaurants, retailers, and businesses.

While the total number of events and overall attendance saw a slight dip—due in part to the absence of a few major events in the latter half of the year—the strategic shift toward more community-focused and room night generating midweek events helped refine and strengthen ATG's business mix.

A key operational milestone in 2024 was the successful creation and launch of in-house concessions, which significantly improved both efficiency and the attendee experience. With a renewed focus on strong hiring, effective training, and a budding internal culture, staff retention improved notably. This solid foundation now sets the stage for expanding customer service efforts and introducing even more food and beverage options, ensuring a seamless, high-quality experience for every guest.



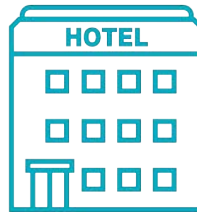
History made at the Roebbelen Battle of the Bags Cornhole Tournament - "Longest Toss and Most Playing at Once."

2024 Stats



Events
211

Room Nights
21,663



Attendees
456,953

Of Pretzels Sold
8,387



Of Full Time
Employees
45



A gymnast takes flight during a Byers Gymnastics Meet.



Themed vendors enjoying the Mountain Mandarin Festival.

Events Drive Economic Impact

Roebbelen Center Continues to Draw Visitors to the Region

Events held at ATG generated 21,663 room nights in 2024 for the 24 Placer Valley hotels, an increase of 18% compared to 18,318 room nights in 2023. Attendance dropped slightly from 482,901 in 2023 to 456,953 in 2024 for a 5% decrease year over year.

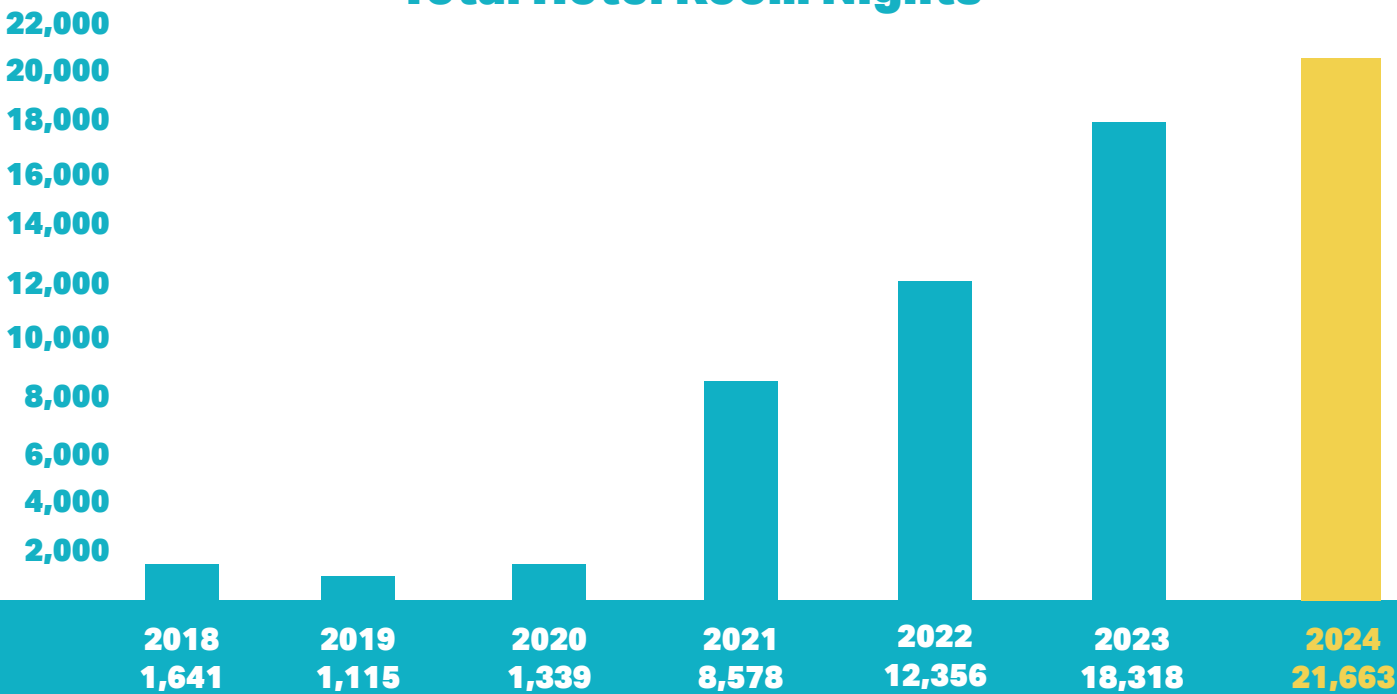


Rain or Shine @the Grounds the new home of the Mountain Mandarin Festival.



SacAnime attendees show their enthusiasm for the event through creative costumes.

Total Hotel Room Nights



Staff Development and Retention

Building a Dynamic Team and Creating Culture

Amid a demanding calendar of events, prioritizing the creation and retention of a high-performing team remained essential. Emphasis was placed on cultivating a positive company culture, making quality hires, and supporting professional development. Monthly trainings and team-building activities played a key role in building cohesion and familiarity across the campus and organization. Additionally, an anniversary celebration program was introduced to recognize and honor employee milestones at 1 year, 3 years, 5 years, and beyond—reinforcing a culture of appreciation and long-term commitment.



Pictured from left to right: Event Managers take a quick pose as they prep for an event. Staff enjoying a sweet holiday treat. The maintenance team planning their next project. Bear hugs are essential - moving the "Bear" for the next event. Employees listening intently during a training. Fun and festive costumes for Halloween.

Variety of Events

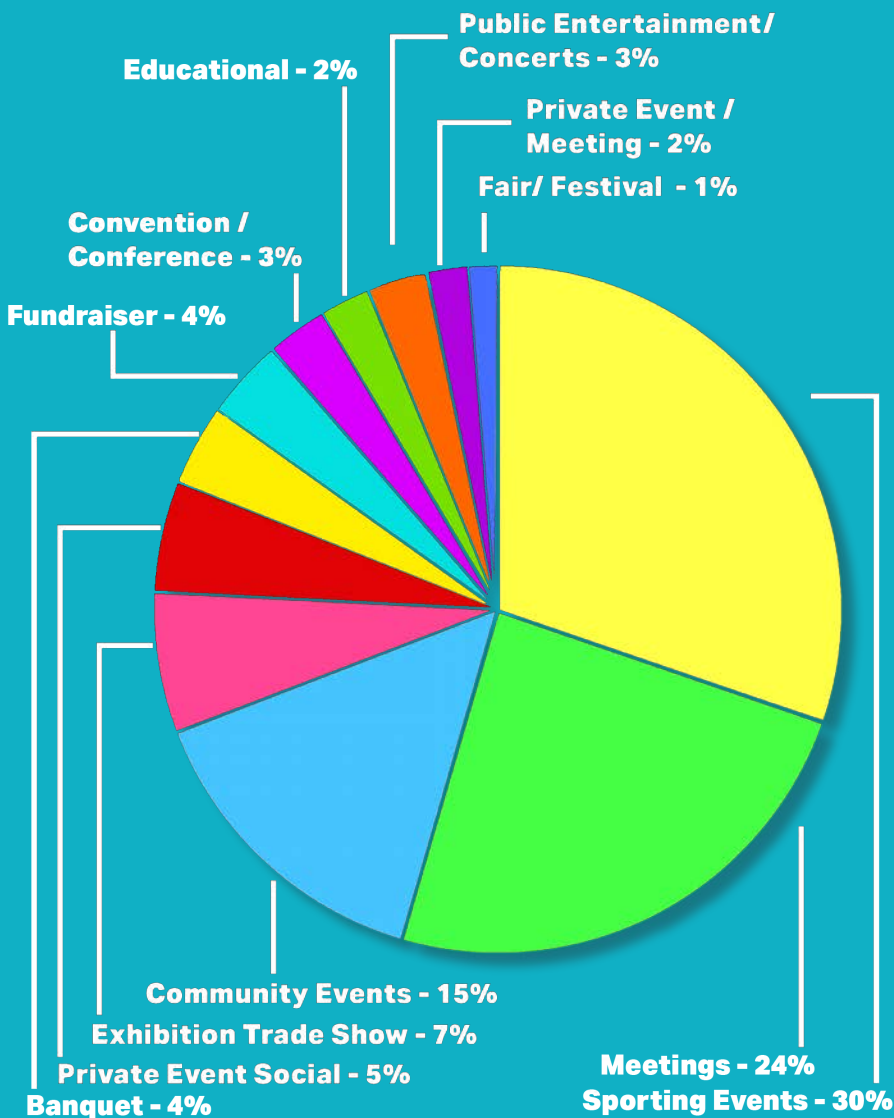
Robust Calendar Expands Campus Utilization

While demand for the Roebbelen Center continues with no weekend availability and extremely limited midweek dates, the rest of the campus saw increased usage creating a handful of days where all rental spaces were being utilized. Maintaining a coordinated focus on booking similar events concurrently will be essential to maximizing campus-wide utilization, especially as booking lead times remain relatively short.

Top 5 Event Categories

- 1. Sporting Events
- 2. Meetings
- 3. Community Events
- 4. Exhibition Trade Show
- 5. Private Event Socials

Overview of Event Types



Sport Events

Roebbelen Center Continues to Dominate for Sports

As the premier sports venue in the West Coast, the Robbelen Center saw an incredible mix of events hosted throughout 2024. Of the total 211 events hosted at ATG, 30% of those were sports related from volleyball to gymnastics to wrestling, they all call the Roebbelen Center home. Complementing the Roebbelen Center, the All American Speedway elevated racing to the second most common event type on campus, thanks to its annual nine-race series and additional practice sessions. Despite several weather-related postponements due to unseasonal rain, all races were successfully rescheduled.

Top 5 Sport Types

(Based on # of events)

1. Volleyball
2. Racing
3. Basketball
4. Cheer
5. Gymnastics



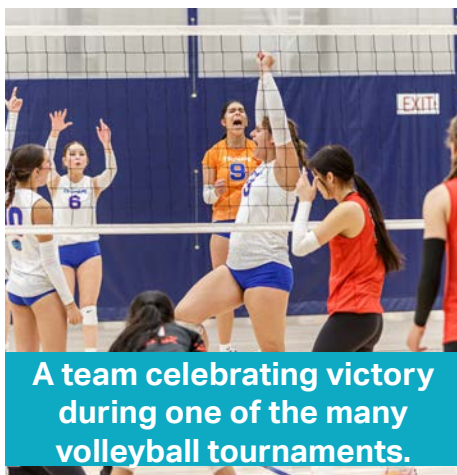
The Roebbelen Center set for a major wrestling tournament.



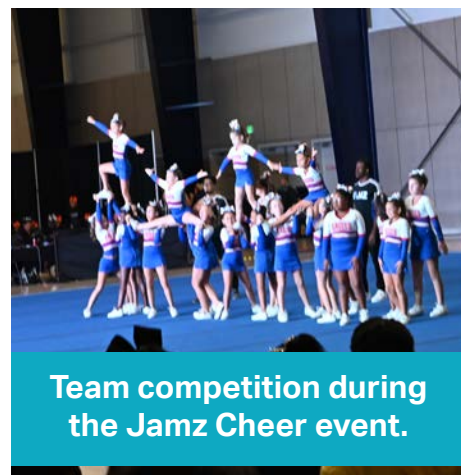
Legends cars tear up the track, all chasing that #1 spot!



Elite competition play at Boys California Live 2024.



A team celebrating victory during one of the many volleyball tournaments.



Team competition during the Jamz Cheer event.

Food and Beverage

Concessions Provides Healthier Options and Better Service

In March of 2024, on-site concessions was launched creating an essential revenue source for ongoing operations. By bringing concessions in-house, healthier and more affordable food options became more readily available for attendees. In addition to the in-house concessions, partnerships with local food vendors continue to grow and refine as healthier selections became attendee favorites. With a better understanding of the right mix of food options, food and beverage revenue grew exponentially year over year. Fun fact - warm pretzels with cheese is clearly a favorite with the most amount sold of 8,387!



ATG on-site Concessions stand keeping busy in the Roebblen Center during a Cheer event.

Top Sellers!

#1



8,387 SOLD

#2



6,689 SOLD

#3



3,062 SOLD

#4



404 SLICES

Supporting the Community

ATG has become a hub for local community events over the years and remains committed to growing these gatherings and partnerships. A standout example is the annual 4th of July Celebration, hosted in collaboration with the City of Roseville, which continues to see rising attendance each year. In addition, we take pride in supporting our local public safety service providers by offering space for training and skill development.

On-Campus Community Centered Events:

- Placer County Fair
- Fourth of July Fireworks Celebration
- Salvation Army Thanksgiving Dinner
- Veterans Stand Down
- FBI Citizens Academy
- Placer Valley Business Summit
- Roseville Rock Rollers
- Leadership Roseville
- Roseville PD New Hire Training
- Roseville PD Citizens Academy
- Mountain Mandarin Festival



Community opening of the
86th Annual Placer County Fair.



Vendors set and ready for the Mountain Mandarin Festival which moved to its new location
@the Grounds in 2024.

Getting Involved

Throughout the year, staff made a deliberate effort to engage with the community—building relationships, raising awareness of the campus’s diverse offerings, and serving as active community stewards. We’ve recognized that many community members are often unaware of the full range of events hosted on campus beyond sports, highlighting the need for continued outreach and visibility. In response, we launched targeted marketing efforts, participated in local networking events, and strengthened partnerships with schools, nonprofits, and civic organizations to help share the story of ATG.

External Attended Events:

- Area Chambers’ of Commerce Mixers and Events
- Roseville, Rocklin and Lincoln Holiday Celebrations including parades and tree lightings
- Placer Valley 2024
- CALSAE Seasonal Spectacular



Senior Staff attend the annual Placer Valley 2024 event featuring an @the Grounds booth.

Placer County Fair

A COMMUNITY MOSAIC

The 86th Annual Placer County Fair welcomed fairgoers with warm summer temperatures over its four-day run, which modestly impacted attendance. While numbers didn't quite match the record-breaking 2023, this year's turnout of 15,151 still ranked third-highest in the Fair's history—an impressive milestone.

New additions in 2024 enhanced the Fair experience, including expanded use of the Roebbelen Center for live entertainment, a refreshed vendor showcase, the Placer County Wine Experience, and a variety of free activities in the Family Fun Zone.

Community support played a vital role in the Fair's continued success. Volunteers from service organizations, businesses, and schools contributed countless hours, and business sponsorships continued to grow year over year. Vendor participation—including concessions, commercial booths, and arts & crafts—also saw another year of steady growth, reinforcing the Fair's role as a community cornerstone.



An aerial view of @the Grounds during the Placer County Fair.

2024 Western Fairs Association Awards



Junior Livestock Auction

Strong Sales Continue with Support from Local Buyers

2024 marked a record-breaking year for the Junior Livestock Auction! Despite a slight decrease in the number of animals sold, the average price per animal surged to \$2,929—up 25% from \$2,342 in 2023. This significant increase contributed to total sales reaching \$461,331, a 14% rise over the \$405,230 generated the previous year. The continued success of the Junior Livestock auction reflects the unwavering support from local buyers and the community's strong commitment to youth in agriculture.



**2nd Place
Food Photo**



**Livestock:
Meet the Exhibitor!**

"Meet the Exhibitor" was a social media awareness campaign which featured the youth exhibitors.

Livestock	2018	2019	2020	2021	2022	2023	2024
Lots	132	147	80	126	148	179	158
Average Per Lot	\$1,283	\$1,654	\$1,752	\$2,227	\$2,885	\$2,342	\$2,919
JLA Sales	\$203,803	\$243,096	\$116,756	\$280,648	\$426,951	\$405,230	\$461,331

Fair Successes!

Rib Cook-Off and Indoor Vendor Showcase Shine

The Annual Rib Cook-Off as part of the Placer County Fair moved to online advance sales only and introduced the rib passport to help overall event flow. Ticket sales saw great demand as this event was sold out early, which allowed event staff and rib teams to plan accordingly. The rib passport - a first for this type of event - was unique and instrumental in ensuring a good time and most importantly enough ribs to go around for all attendees.



Dream Team BBQ Winner and Championship belt holders of the 2024 Placer County Fair Rib Cook-Off.

New for 2024 all commercial and arts and craft vendors were located inside the air conditioned Roebbelen Center. Combined with entertainment and the Family Fun Zone, this respite away from the usually HOT summer days was a great asset and helped extend attendees visits for this annual county celebration.



Improved vendor showcase inside the air conditioned Roebbelen Center also featured the Placer County Wine Experience.

Thank you to our Sponsors and Community Groups!

COUNTY
OF



PLACER
RECYCLES
POWERED BY WPWMA



West Park High School Band
The Placer Breastfeeding Coalition
Boy Scouts Troops 1051 & 1501
Roseville Rotary Club

Digital Marketing Presence

ATG's marketing prowess has grown stronger than ever as its digital strategy starts to take shape. The various events hosted on site range from social to sporting to private gatherings and then some, bringing a wide array of marketing wherewithal to provide consistent and engaging branded content to a wide audience. Through dedicated platforms, strategic messaging and high-quality graphics ATG continues to build a strong brand with a growing reach.

Socials



7k Followers

1,280 More than last year



2.1m Impressions

199,752 More than last year



637 Posts

262 More than last year



Our top post for the year reaching with 2.7k impressions in a day on May 20th for the Placer county fair.



Our top non fair post for the year with 1,177 impressions in a day on December 20th.

STRATEGY

PROMOTION

GROWTH

MARKETING



3,977 Followers
925 More than last year



2,725 Followers
543 More than last year



199 Followers
47 More than last year



152k Post reach
22.7% Increase across all networks

Email Marketing

With a rapidly growing database, a 29% year-over-year increase, email marketing emerged as a key priority for promoting public events and shows on campus. Collaborating closely with event organizers, we developed and distributed targeted email campaigns designed to boost visibility and drive attendance. Despite a higher volume of emails sent, the campaigns maintained a strong 47% open rate, significantly exceeding industry benchmarks and demonstrating that our audience continues to find the content relevant and engaging.

Email



Email database: 39,177
(8,720 More than last year)



1,142,492 Emails sent
(587,947 More than last year)



15,167 Clicks
(89% On desktop 11% on mobile)



47% Open rate
(+11% Over industry average)



Digital Marketing



Socials



13,893k Followers

1,478 More than last year



1m Impressions

375k More than last year



535 Posts

262 More than last year



841k Post reach

88.4% Increase across all networks



11,234 Followers

1,015 More than last year



2,618 Followers

457 More than last year

2025 - 2029 Strategic Focus



Financial Resiliency

Build and maintain long-term financial stability and operations that support future growth, sustainability and flexibility.



Staff Development

Build a highly skilled, loyal, and motivated team that fosters exceptional service and ongoing professional growth.



Customer Service

Create a customer-centric culture that ensures guests and clients consistently have a positive experience.



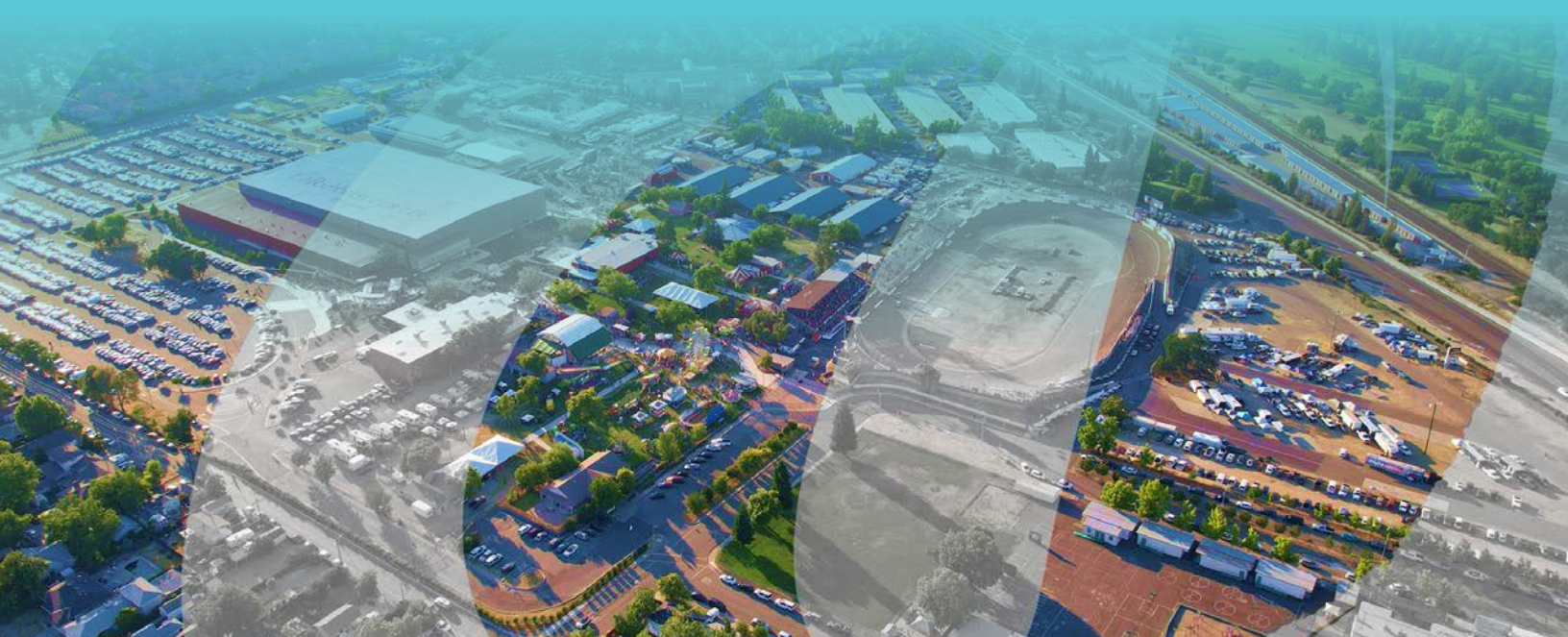
Master Plan

Build and maintain long-term financial stability and operations that support future growth, sustainability and flexibility.



Fair Longevity

Ensure the long-term sustainability of the annual Placer County Fair while reducing the burden on operations, campus and staff.



2024 Leadership

Board of Directors

Vanessa Phillips, Chair

Area Managing Director, Highgate Hotels

Martin Johnson, Vice Chair

Area General Manager, Tharaldson Hospitality

Lucas Moosman, Treasurer

Executive Dean Student Services, Sierra College

Stephan Makis, Secretary

Commercial Lines Senior Territory Manager, Liberty Mutual

Lauryl Hernandez, Past Chair

General Manager, Hyatt Place

Willie Johnson

Area Director of Sales, Highgate Hotels

Jill Geller

Parks, Recreation, and Libraries Director City of Roseville

Sherri Conway

Assistant City Manager, City of Rocklin

Doug Brown

Recreation Program Manager, City of Lincoln

Jeff Richardson

Senior General Manager, Westfield Galleria

Ron Pitamber

Owner, Heritage Hotel Group

Amanda Hale

Area Director of Sales, Tharaldson Hospitality

Jessie Bains

General Manager/ Owner, Holiday Inn Express Rocklin

Chris Milton

General Manager, Hilton Garden Inn

Ty Moore

Lakespur Landing, Roseville

Senior Staff

Kim Summers

CEO

Carrie Fankhauser

General Manager

Heather Hilton

Director of Sales

Jeff Brudno

Food and Beverage Manager

Andrew Decker

Director of Facilities

Cassie Thompson, PHR

Human Resources Manager

Ivan Lamptey, MSAccy

Finance Manager

Aimee Fankhauser

Senior Event Manager

Dave Karnes

Marketing and Communications Specialist

Senior Staff Team Building fun at the Sacramento Kings.

