

# A PIVOT-FULL YEAR

**"A pivot is a change in strategy without a change in vision"**

**From Dynamic Sporting Events...**

## **@the Grounds 2020 Annual Report**

**To Sitting Empty...**

**To Retail Events.**





# HIGHLIGHTS

## CONSTRUCTION AND COLLABORATION TAKE CENTER STAGE

- October 2014: The Placer County Fairgrounds Assessment and Business Plan is presented by the RCH Group to the Placer County Board of Supervisors
- October 2014: The Fairgrounds Revitalization Committee (FRC) is officially established by Placer County
- September 2016: Placer Valley Tourism (PVT) presents proposal to the FRC to assume operations of the fairgrounds
- October 2016: Placer County Board of Supervisors enter into negotiations with PVT for operations of the Placer County Fairgrounds as presented by the FRC
- March 2017: PVT is approved as the new operator of the Placer County Fairgrounds
- July 1, 2017: PVT assumes management of the former Placer County Fairgrounds
- July 6, 2017: \$10M in renovations begin
- July 17, 2017: Placer Valley Sports Complex (PVSC) assumes management of operations from PVT
- September 13, 2017: Fairgrounds/PVSC officially re-branded to @the Grounds
- October 7, 2017: First event in newly renovated Jones Hall
- May 1, 2018: The Grand Reveal! Official ceremony concluding major renovations and signaling @the Grounds is open for business
- September 28, 2018: @the Grounds wins "Best Real Estate Renovation" Award from the Sacramento Business Journal
- December 18, 2018: Placer Board of Supervisors approve the Placer Valley Event Center project
- December 19, 2018: Ground is broken for the Placer Valley Event Center
- January 23, 2019: Ceremony for the groundbreaking of the Placer Valley Event Center
- April 11, 2019: First steel beam of the Event Center is raised
- May 29, 2019: Final steel beam of the Event Center is raised
- September 12, 2019: New entrance for @the Grounds opens at the Junction Boulevard and Event Center Drive intersection
- February 13, 2020: Grand Opening of the Placer Valley Event Center
- February 22, 2020: First Official Event in new Placer Valley Event Center
- March 4, 2020: California declares state of emergency due to COVID-19
- March 19, 2020: California's shelter-in-place order goes into effect

The Placer Valley Event Center opens 5 weeks ahead of schedule!



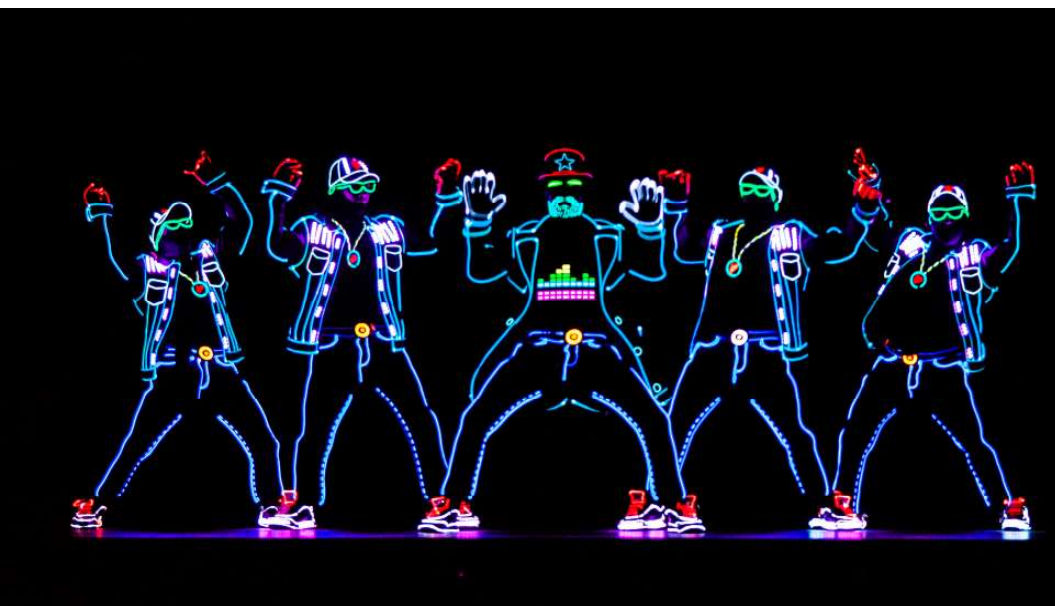
# THE GRANDEST OF OPENINGS TO CELEBRATE

## Event Center Grand Opening

On February 13, 2020 Placer Valley Tourism hosted the Grand Opening of the new Placer Valley Event Center located @the Grounds. More than 2,300 people attended the three separate shows, featuring a special performance by Light Balance to celebrate the opening of the Event Center. Various organizations from hotels to local sports clubs put on a great exhibition of the myriad of events that can be hosted in the new center.



Pictured left to right: Attendees enter the main event space. A cheerleader from Lincoln High School welcomes guests. Ceremonial scissors on display ifor the ribbon cutting. Placer County CEO Todd Leopold gives opening remarks and a special performance by Light Balance.





# FIVE WEEKS AHEAD OF SCHEDULE AND UNDERBUDGET

## Event Center Grand Opening

Through the joint collaboration and overall voracious attitude, the project team brought the event center in five weeks early and underbudget. These five weeks ended up being critical as without it, the event center would not have opened before COVID-19 closed everything.

**williams + paddon**

ARCHITECTS + PLANNERS



**Coastal Partners, LLC**  
Real Estate Development



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**PLACER VALLEY**  
Tourism Enriching Communities



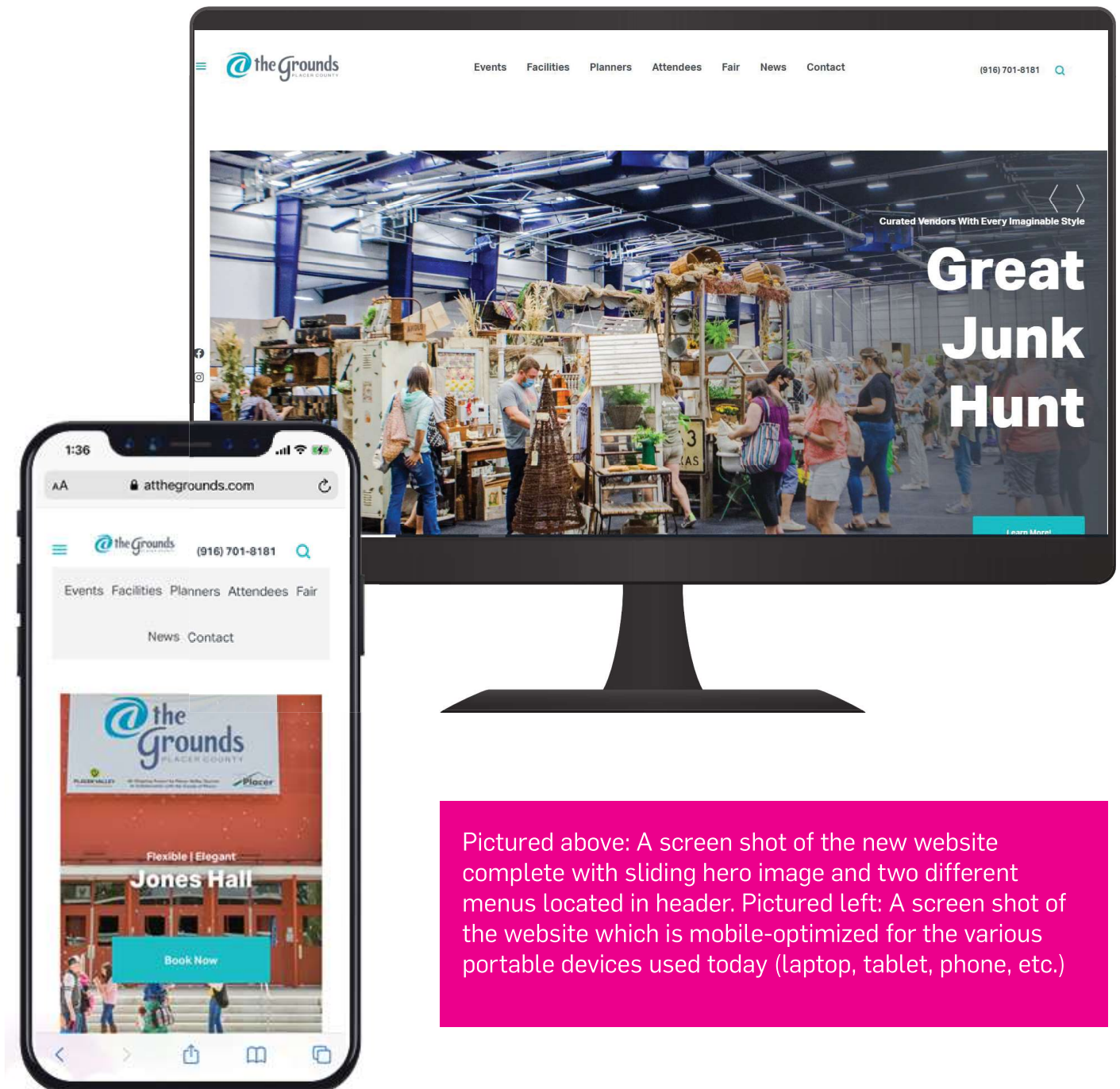
The project team poses on stage after the event center ground breaking ceremony.



# NEW WEBSITE LAUNCHED WITH FOCUS ON SALES LEADS

## Highlights Flexibility of Facilities Throughout Campus

@the Grounds worked with Tytanium Ideas to strategize, design and implement a new website. The new website features fillable forms throughout to help sort potential new sales leads making follow-up communication with the sales team more succinct and productive. New parking information and the FAQ's section has also help lessened the amount of phone call event specific inquiries to the office, allowing staff to focus elsewhere.



Pictured above: A screen shot of the new website complete with sliding hero image and two different menus located in header. Pictured left: A screen shot of the website which is mobile-optimized for the various portable devices used today (laptop, tablet, phone, etc.)



# STATE OF THE ART MARQUEES INFORM PUBLIC

## Junction Boulevard and Ticket Plaza Electronic Marquees Installed

Highlighting the new main entrance for @the Grounds, the new double sided sign can be found at the corner of Event Center Drive and Junction Boulevard, creating a sense of arrival for guests. A three sided marquee featuring two digital screens welcome guests as they arrive and thanks them for attending upon departure. All marquees are used to highlight upcoming events and our community partners.



Pictured left: The marquee located on Junction Boulevard and Event Center Drive at the main entrance to the campus. Pictured right: The marquee located on the ticket plaza provides opportunities for messaging on both ingress and egress.





# ROEBBELEN CENTER WINS BEST REAL ESTATE PROJECT

**@the Grounds Wins Award  
for Second Time from the  
Sacramento Business Journal**

The Roebbelen Center @the Grounds won the award for Top Public Project in the Sacramento Region for 2020. Additionally, @the Grounds won the award in 2018 for Best Real Estate Renovation Project in the Sacramento Region.

The Business Journal's annual awards competition acknowledges development projects that showcase the creativity and imagination of architects, developers, engineers and general contractors – and catches the attention and meets the needs of the community.





# FIRST TIME EVENTS CHRISTEN ROEBBELEN CENTER

## Volleyball and Basketball Tournaments Make their Debut

What a sight to see! After many years of hard work and dedication to bring a facility of this kind to Placer Valley, events are finally held and the feeling is magical. Attendees enjoyed all aspects of the new event center along with the open campus feel of @the Grounds.



### Northern California Volleyball Association Tournament

- February 22- 23
- 432 Room Nights

### Hardwood Palace Basketball Tournament

- February 29
- 65 Room Nights



### Northern California Volleyball Association Tournament

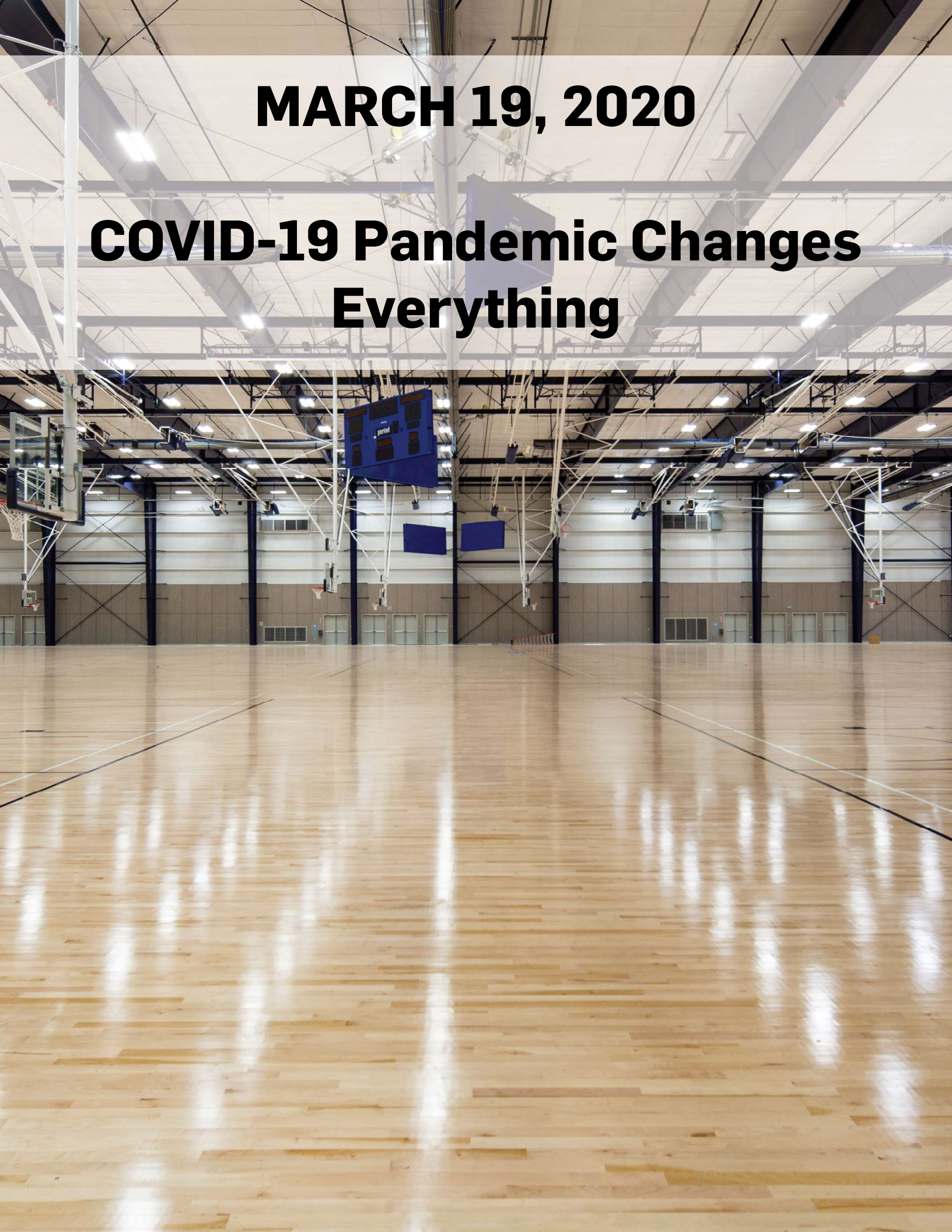
- March 8
- 193 Room Nights





**MARCH 19, 2020**

# **COVID-19 Pandemic Changes Everything**





# STAFF PIVOTS TO FIND VIABLE EVENTS

## State Issued Guidance Blocks Majority of Events

March 19, 2020 the State issued a stay-at-home order for the COVID-19 pandemic along with various guidance and restrictions for all industries. The term “social distancing” became just as common as discussing the weather. After several months and more than 85 events having to be rescheduled, it became clear this pandemic was going to be a longer term issue for the foreseeable future.

Staff worked together to find events that were allowed under the State issued guidance, one of which being retail associated events. After some research and many many emails and phone calls, @the Grounds was ready for their first retail show, the 58th Annual Gem, Jewelry, Fossil & Mineral Show Swap Meet on the weekend of July 4-5. The event was a success and the campus itself was very conducive for social distancing and the other safety procedures that were put into place.

Moving forward, staff focused on other retail events and essential meetings which included:

- COVID-19 Testing Site
- COVID-19 Vaccination Site
- Blood Drive (multiple)
- Notary Seminar (multiple)
- Tree Risk Assessment Qualification Training Course (multiple)
- Gun Show (multiple)
- Gem and Mineral Swap Meet
- The Great Junk Hunt Vintage Swap Meet
- Lowes Managers Training
- Roseville Police K9 Training
- North State Building Industry Association Meeting
- Placer County Elections Polling Place
- Salvation Army Toy Collection
- Farmers Rice Cooperative Education Meeting
- Anime Roseville Swap Meet
- Roseville Comic Con Swap Meet
- Harvest Market

Pictured left left to right: Attendees at the Gem and Mineral Swap Meet and the Anime Roseville Swap Meet.





# PLACER COUNTY FAIR CANCELED LIVESTOCK AUCTION GOES VIRTUAL

## Supports Youth Investment in Agriculture

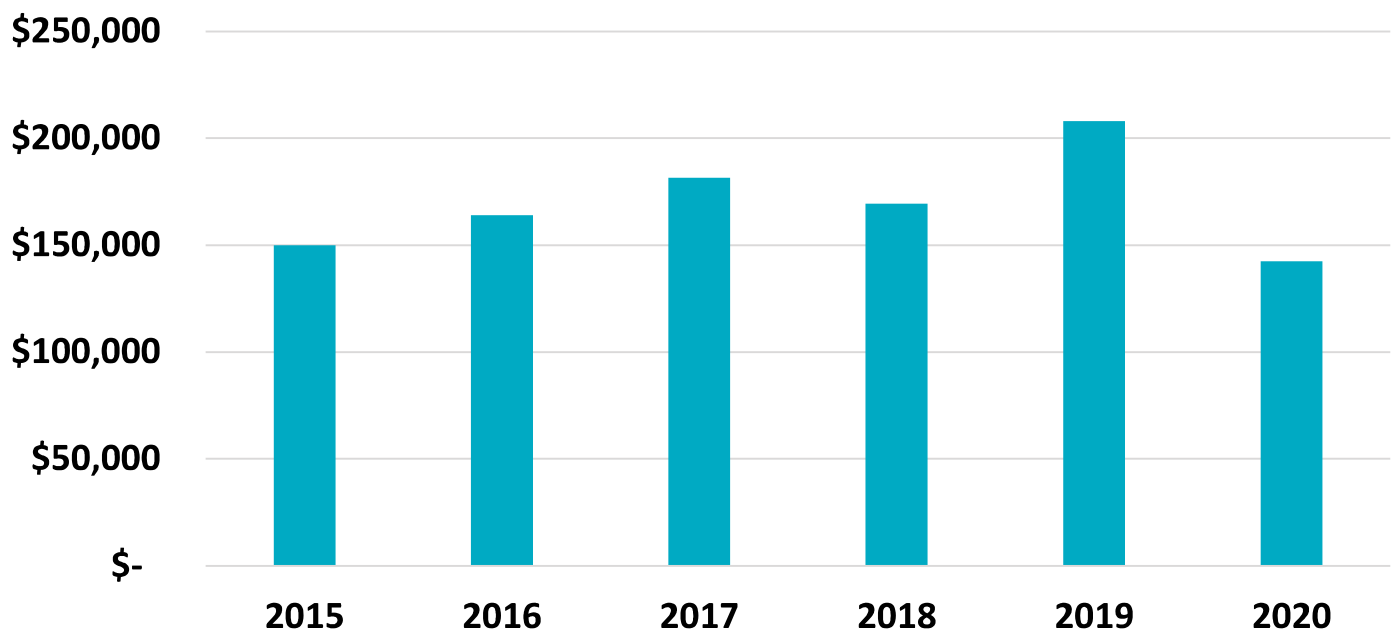
The Junior Livestock Auction is the culmination of many 4H and FFA projects. Participants market their animals to businesses and individuals to ensure the bidding is fierce and sales are good. In order to properly prepare these animals, most participants started raising and caring for their animals long before the COVID-19 pandemic hit.

Although the rest of the annual fair was cancelled, it was important to give these participants an avenue to sell these animals. While this was one of the first fairs to go

virtual with the auction, local buyers showed up willing to support this program. The average price per lot increased by **26%** from \$1,414 to \$1,782. While this isn't a straight comparison, as prior years were based on per pound, it does indicate a positive outcome.



### Total Livestock Sales 2015 - 2020



Average Price Per Lot	2018	2019	2020
Lots	132	147	80
Average Per Lot	\$1,282	\$1,414	\$1,782



# PLACER COUNTY FAIR (CONT.)

Pictured below is a collection of social media marketing used to promote the virtual Junior Livestock Auction leading up to the event. Exhibitors were encouraged to create short videos talking about their animal and how they have cared for and prepared each animal leading up to the auction. Champion animals were announced on social media as another way to encourage virtual participation. Although a new experience, Fair staff was excited to provide this opportunity for our youth exhibitors.



**Cooper Knutson, 11**

**Dry Creek 4-H Club**

**Meet an Exhibitor**

**Virtual Junior Livestock Auction**

**PLACER COUNTY FAIR**



**Ashley Moss, 16**

**Lincoln FFA Chapter**

**Meet an Exhibitor**

**Virtual Junior Livestock Auction**

**PLACER COUNTY FAIR**



# SUPPORTING THE COMMUNITY IN NEW WAYS

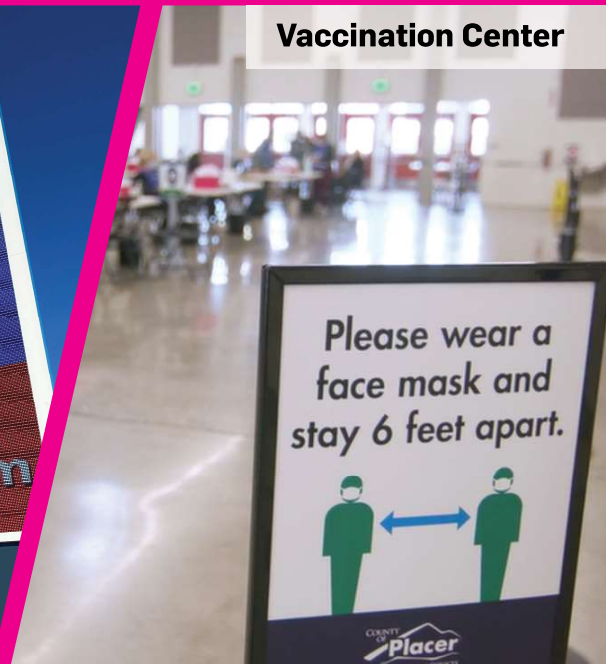
## In A Time Of Need, @the Grounds Campus Lends Assistance

When COVID-19 shutdown events as we knew it, community service became forefront to staff to reach out and find ways @the Grounds could serve. Some of the ways @the Grounds helped serve was as a Personal Protective Equipment (PPE) storage and distribution center for both the City of Roseville and Placer County, voting center for Placer County, COVID-19 testing and vaccination center, and shelter for the National Guard. (All pictured below)

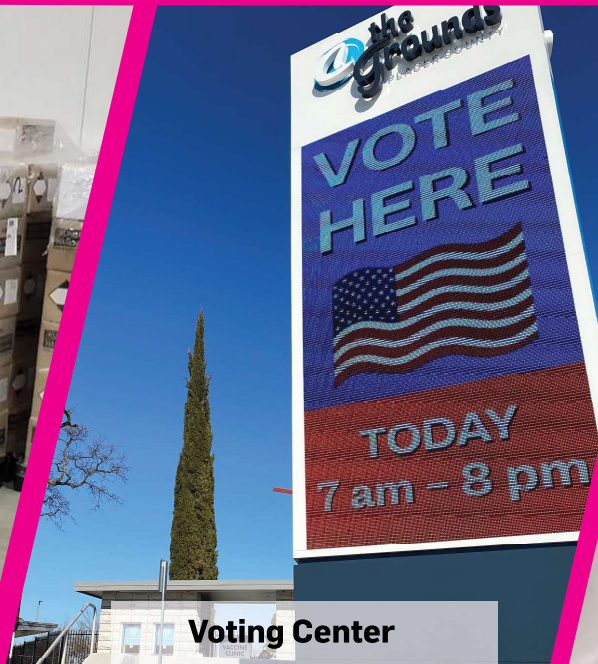
**PPE Storage**



**Vaccination Center**



**Voting Center**



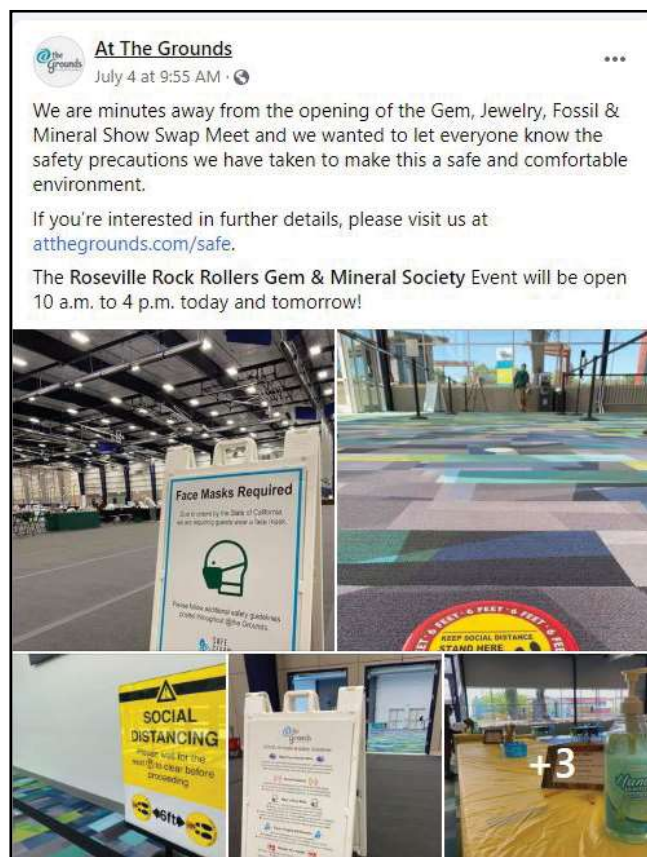
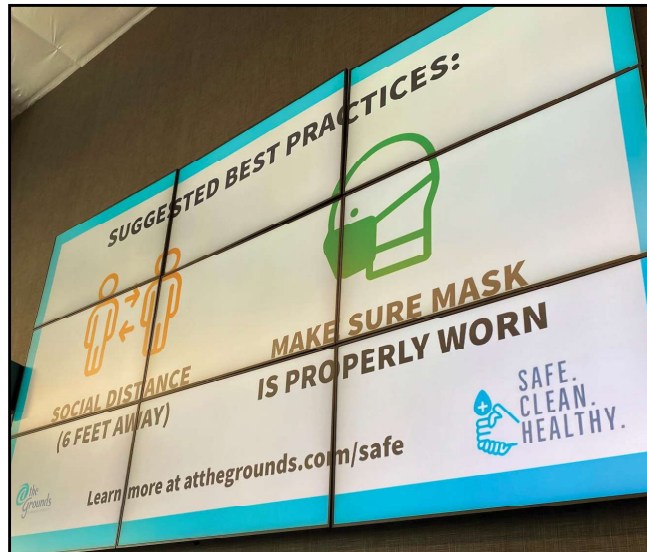
**National Guard in Johnson Hall**



# SAFE.CLEAN.HEALTHY CAMPAIGN

## As Events Return, Health and Safety Procedures Take Center Stage

@the Grounds understand the responsibility of providing a safe and comfortable experience for all our guests. That is why we implemented the @the Grounds: SAFE. CLEAN. HEALTHY protocol, aimed at keeping everyone's experience at our facilities enjoyable. In addition to mandatory safety procedures undertaken daily by our entire @the Grounds staff, the SAFE. Clean. HEALTHY protocol extends to voluntary safety measures for our guests. From temperature checks at the door to event layouts designed for best social-distancing practices, we are committed to the best guest experience possible.



Pictured left to right: Marketing graphics used throughout all channels to promote and encourage the SAFE.CLEAN.HEALTHY Campaign.



# EVENT CENTER FINDS PARTNER IN NAMING RIGHTS

## Placer Valley Event Center Renamed to Roebbelen Center

Roebbelen Contracting Inc. who was the general contractor of the project signed on to be the naming rights sponsor of the event center which was renamed as the Roebbelen Center as part of the 20 year agreement.

*"We believe in the community and the center. We greatly appreciate the special relationship that we've built with the community and Placer Valley Tourism, and we didn't want it to end with the ribbon-cutting," said Kenneth Wenham, President and Chief Executive Officer of Roebbelen Contracting in El Dorado Hills.*

Roebbelen Contracting is a huge part of the community and has a tremendous sense of pride in the event center. They know the building better than anybody and after looking for a special long term partnership, we look forward to working with Roebbelen for many more years to come!



Pictured: Renderings of proposed signage for front, back and top of the Roebbelen Center.







# SIDEWALK EXTENSION TO JUNCTION

## **New Sidewalk Provides Better Pedestrian Access**

The \$200,000 sidewalk extension project was made possible by the City of Roseville through the Traffic Mitigation Funds.

This project connected the pedestrian path of travel from Junction Boulevard through Event Center Drive to the ticket plaza.

The new sidewalk provided a new ADA access point, easier access to public transportation and bikes.

Roebbelen Contracting Inc., constructed the project and was completed in October of 2020.



Pictured right: A portion of the completed sidewalk project allowing for better pedestrian access.



# BOOKED AND REBOOKED

## Events Shift to Already Packed 2021 Calendar

2020 and the start of 2021 have presented many challenges, but we have faced them and found creative ways to move forward as a team. We have seen new market segments move to the forefront of our business model. Retail shows are set to return with more in the process of being confirmed. The demand for dance competition space is high with 10 events already confirmed with more to follow. Body Building competitions are also on the rise with two booked and several others that are currently in discussion and are waiting for their certification of approval. Meetings, Conferences and Wholesale Trade Shows are also liking our ability to socially distance their attendees as we have become the home for monthly trainings and have several largers outdoor expos planned for later in 2021. And when guidance allows, there are several sports tournaments eagerly awaiting their opportunity to return to competition.

**The look of events may have changed for now,  
but the future is still @the Grounds!**

Attendees at the Fluid Dance Competition learning a new dance routine while following current health guidelines





# 2020 LEADERSHIP

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

### BOARD OF DIRECTORS

Lauryl Hernandez, Chair  
Vanessa Phillips, Vice Chair  
Steve Makis, Secretary  
Heather Hilton, Past Chair  
Dion Louthan  
Doug Brown  
Henry Collantes  
Holly Hofmann  
Jeff Dubchansky  
Jessica Nalley  
Marc Mondell  
Merlyn Landaker  
Ron Pitamber  
Sheffield Crosby  
Tami Caufield

General Manager, Hyatt Place  
Area General Manager, Aimbridge Hospitality  
Account Executive, Bender Insurance Solutions  
Regional Sales Support Mgr, Tharaldson Hospitality Management  
Assistant City Manager, City of Roseville  
Recreation Program Manager, City of Lincoln  
General Manager, Hampton Inn & Suites  
General Manager, Staybridge Suites  
Commissioner, USA Softball of Sacramento  
Regional Vice President of Operations, Aimbridge Hospitality  
Assistant City Manager, City of Rocklin  
General Manager, Holiday Inn Express Lincoln  
Owner, Heritage Hotel Group  
General Manager, Hilton Garden Inn  
General Manager, Holiday Inn Express Rocklin

### STAFF

David Attaway  
Charlie Gardner  
Cheryl Goldfarb  
Carrie Fankhauser  
Jeff Brudno  
Adam Clark  
Kyle Corbett

CEO  
General Manager  
Director of Sales  
Business Office Manager  
Concessions Manager  
Maintenance Manager  
Event Coordinator

## In Memoriam of Robbie Sandoval



Robbie Sandoval was the Director of Operations for @the Grounds from July 2018 to November 2020 when he succumbed to cancer. In Robbie's two short years working @the Grounds, he made an impact on the entire organization and community. Robbie worked tirelessly with event staff, organizers and vendors to ensure the success for all those involved. While working many long hours, Robbie's smile never diminished and his can-do attitude always separated from the pack. Robbie was instrumental in the construction and opening of the Roebbelen Center and although COVID-19 limited the events that Robbie witnessed we can't help but feel him smiling down upon it's great successes.