



2018 Annual Report



The Excitement is...

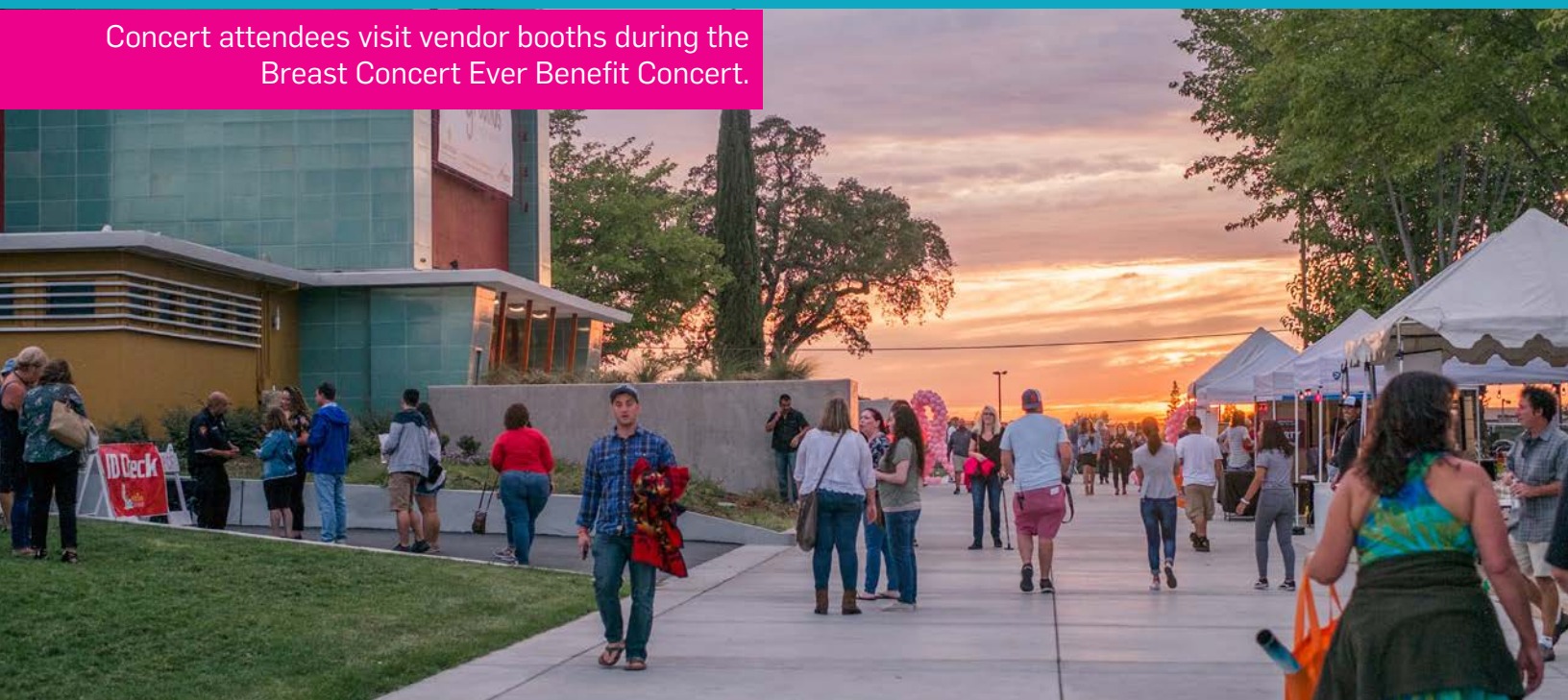
BUILDING

HIGHLIGHTS

RENOVATE, RE-BRAND, RENEW...A COLLABORATION WITH PLACER COUNTY

- 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

Concert attendees visit vendor booths during the Breast Cancer Ever Benefit Concert.



PLACER COUNTY FAIR

RENEW YOUR LOVE OF FAIR

2018 was the inaugural fair for @the Grounds staff and the recently completed renovations. Our ultimate goal is to return the Placer County Fair to a celebration of Placer County with a heavy focus on competitions for all ages, local food and beverage, and local talent. The still exhibits were moved to the largest hall to allow for growth and better display.



Pictured top left: Entrance to the expanded still exhibit hall. Pictured left: Division winners proudly displayed for produce entries. Pictured above: A self portrait class project entry.



Jim Holmes, Dave Henry, John Allard, Jack Duran, Wayne Vineyard, Kirk Uhler and Scott Alvord cut the ribbon officially opening the Placer County Fair

PLACER COUNTY FAIR (cont.)

LIVESTOCK THRIVES

As part of the renovations, the four main barns received new roofs and most importantly the small animal barn was repaired with reflective roof points and enhanced cooling properties. Due to its past deficiencies, the heat inside the red barn had caused the death of some of the rabbit and poultry entries. In 2018, there were no heat related casualties and was more welcoming for attendees. In recognition for his many years of service to the Fair and youth competition, the small animal barn was renamed the “Lee Bastien” Small Animal Barn.



Pictured right: A 4-H member walks his goat through the show ring. Pictured below: Contestants eagerly await to see who will win the goat costume contest. A 4-H member walks her cow over to the show ring.



PLACER COUNTY FAIR (cont.)

PLACER PLACE SHOWCASES COUNTY

@the Grounds partnered with the Arts Council of Placer County to showcase local artisans both in fine arts and performing arts. Fork N' Road Productions partnered with local wineries and breweries for the Placer Wine & Ale Trail Lounge showcasing the award winning labels found in Placer County. 2019 will provide the opportunity to expand and enhance these concepts



Art display by the Arts Council of Placer County



Local performers onstage in Johnson Hall



Fork N Road members pause for the perfect photo op



Young fair attendees enjoy the free activities inside



Fair attendees learn from a wine maker

RENOVATIONS

COMPLETED RENOVATIONS TIE CAMPUS TOGETHER

Renovations for the year included updated landscaping, redesigned ticket booth, improved hardscapes and accessibility pathways, modern lighting throughout the main campus. Johnson Hall will be targeted towards the meeting business and to allow this to happen, stage curtains and carpet has been installed with an audio visual system being added in 2019. A sound system was installed in Jones Hall as it is the largest most versatile hall with an emphasis on trade shows, fundraisers and concerts.



Pictured above: Placer County Board of Supervisors Meeting utilizing Johnson Hall for their December 2018 Board Meeting.

Pictured left: Jones Hall gets final preparations before the luncheon begins at Roseville 2018.

Pictured below: Concert attendees take advantage of the newly landscaped and expanded area ideal for summer concerts.



GRAND REVEAL

@THE GROUNDS EVENT CELEBRATES COMPLETED RENOVATIONS

On May 1st, @the Grounds, Placer Valley Tourism and Placer County hosted the Grand Reveal, offering two events catered to the business and local communities.



The Grand Reveal of Jones Hall after renovations



Mark Rideout, David Attaway, Heather Hilton, Secretary Karen Ross, Jim Holmes and Jack Duran pause after their speeches



A young attendee gets their face painted.

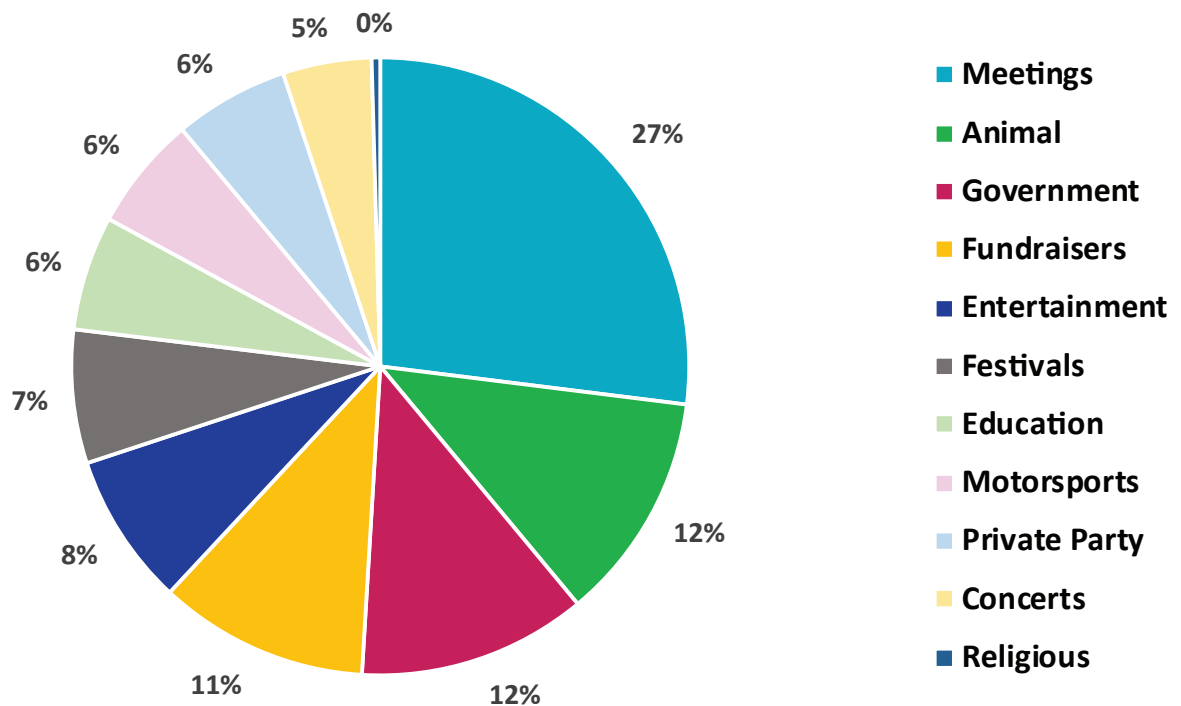
Stilt walkers greet the crowd inside Jones Hall

EVENT BOOKINGS PICK UP PACE

LOCAL COMMUNITY RETURNS TO RENOVATED CAMPUS

With most of the major renovations completed and increased community awareness of the recent overhaul @the Grounds, event business gained momentum as a variety of events took place in 2018 for a total of **154 events**.

2018 @the Grounds Event Types



Roseville Fire Fighters Crab Feed pulls out all the stops for their annual fundraiser hosted in Jones Hall

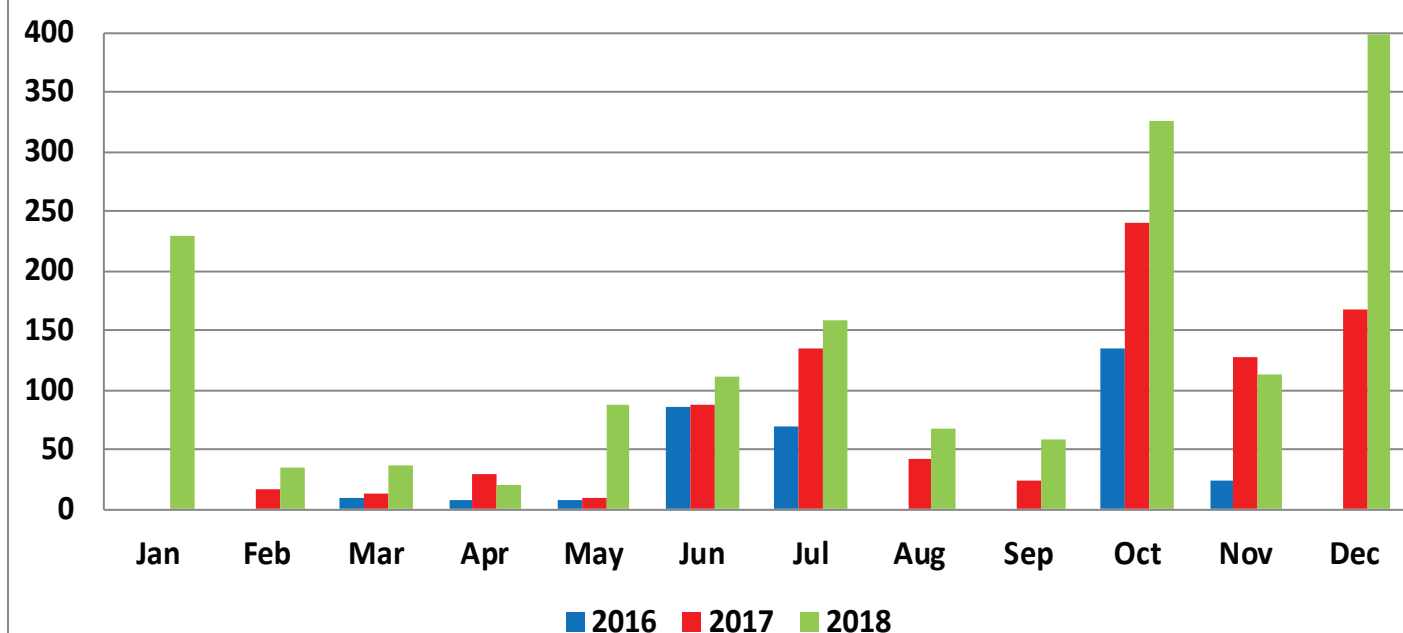
@the Grounds Room Nights

ROOM NIGHTS GENERATED FROM EVENTS AT THE FORMER FAIRGROUNDS HAVE NEARLY QUINTUPLED SINCE 2016 UNDER ATG MANAGEMENT.

Annual Room Nights

Year	Room Nights
2016	340
2017	892
2018	1,641

ATG Room Nights 2016 - 2018



STRATEGIC PARTNERSHIPS

EVENT PARTNERS BRING ONGOING BUSINESS TO @THE GROUNDS

@the Grounds created alliances with multiple radio stations to bring 11 events in 2018 while working to grow both attendance and number of events for 2019. Radio stations have the capability to bring many types of events including concerts, speaker series and community events.



Kids collect Easter Eggs during the Hoptopia community event presented by Mix 96 and NOW 100.5

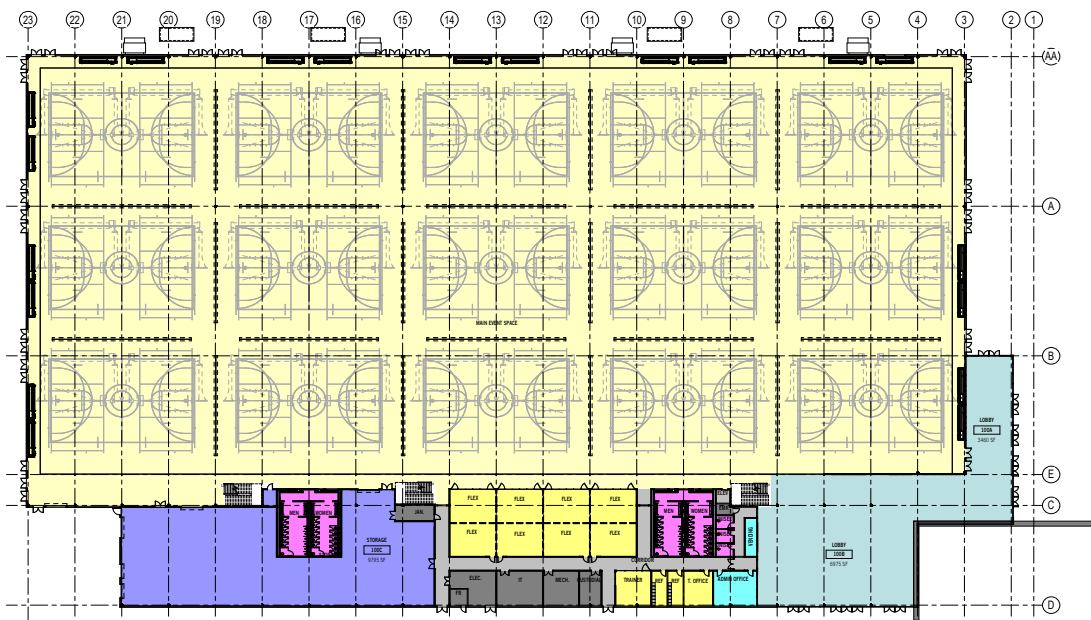
KNCL 105.1 brings Country fans to @the Grounds as they host Nashville in the Neighborhood in Jones Hall.



LOOKING TOWARDS 2020

INDOOR EVENT CENTER GETS APPROVED

On December 18, 2018 the Placer County Board of Supervisors unanimously approved to move forward with the Placer Valley Event Center to be located @the Grounds. The Event Center is currently designed at 190,000sqft at full build-out which will include 15 basketball courts or 30 volleyball courts. The first phase will see just over 150,000sqft built with 12 basketball courts or 24 volleyball courts. With 35 foot ceilings and free of columns, the building is designed for maximum flexibility ideal for hosting a variety of sports, meetings, and tradeshow. Site improvements will include a new main entrance and landscape throughout.



2019 AT A GLANCE

REFINE, IMPROVE, PREPARE DRIVE STAFF FOCUS

With the first full year under our belt, 2019 will have three main areas of focus:

Refine and Improve. We will review our 2018 operations looking for areas that can be refined and improved upon focusing on delivering superior guest experiences. There were many issues that we learned from in 2018 that will be incorporated into staff trainings and systems enhancement.

Site Changes. 2019 will see the new ticket entrance off the main parking lot, the opening of the Junction signalized entrance and the return of lower Lawton back into the site. These new major changes to the ingress and egress for the campus will need to be implemented and refined throughout the year. These significant changes will have an impact to all of our operational messaging as well as how guests arrive on site.

Preparing for the Event Center. Additionally much of the work in 2019 will be focused on the early 2020 opening of the Event Center. New systems, new personnel, new types of events all need to be booked, planned and incorporated into opening 2020.

The BerryFest Strawberry Festival brings thousands of visitors to @the Grounds for Mother's Day weekend.



RACING TAKES A LOCAL FLAIR

ALL-AMERICAN SPEEDWAY SOARS UNDER NEW PARTNERSHIP

Effort to improve the community experience at the All American Speedway. @the Grounds in its new motor-sports promoter agreements reduced the number of events by nearly 40% to focus on the quality of events and not the quantity. To that end in 2018 @the Grounds entered into a 5 year deal with Bill McAnally Racing Promotions as the exclusive motor sports promoter for the All-American Speedway. Additionally, @the Grounds selected another great local company, Randy Peters Catering, as the concessionaire for the Speedway featuring food like the fried bologna sandwich.



2018 LEADERSHIP

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

BOARD OF DIRECTORS

Heather Hilton, Chair
Ron Berger, Vice Chair
Wendy Gerig, Secretary
Steve Makis, Treasurer

Jessica Sacci, Past Chair
Bob Romness
Henry Collantes
Holly Hofmann
Jeff Dubchansky
Kelly McDaniel
Kevin Payne
Lauryl Hernandez
Merlyn Landaker
Shawn Tillman
Tami Caufield
Troy Holt

Regional Sales Support Mgr, Tharaldson Hospitality Management
Area General Manager, Heritage Hotel Group
CEO, Roseville Area Chamber of Commerce
Account Executive, Bender Insurance Solutions
(Rocklin Chamber of Commerce Seat)
Regional Director of Operations, Aimbridge Hospitality
Volunteer, Lincoln Chamber of Commerce
General Manager, Hampton Inn & Suites
General Manager, Staybridge Suites
Commissioner, USA Softball of Sacramento
Director of Sales, Larkspur Landing
Assistant City Manager, City of Roseville
General Manager, Hyatt Place
General Manager, Holiday Inn Express Lincoln
Economic Development Manager, City of Lincoln
General Manager, Holiday Inn Express Rocklin
Economic Development Manager, City of Rocklin

STAFF (pictured right)

David Attaway, CEO
Robbie Sandoval, Director of Operations & Event Services
Cheryl Goldfarb, Director of Sales
Carrie Fankhauser, Business Office Manager
Jodi Gillespie, Facilities Manager
Jennifer Houck-Mahoney, Sales/Office Coordinator
Kyle Corbett, Event Services Coordinator
Kassi Roberts, Facilities
Richard Braddock, Facilities



@the Grounds and Placer Valley Tourism staff smile at their Roseville 2018 booth in Johnson Hall.

