



A Comeback Year

From Social Distancing to Record Attendance



2021 Annual Report



2021 Major Highlights and Milestones

- January 1: Jones Hall becomes a Placer County vaccination center with over 85,000 vaccines given.
- January 15: Jurassic Empire roars into town with a drive thru experience offering families entertainment outside of the home.
- February 5-7: Spotlight Dance Cup brings first dance competition to the Roebbelen Center since the start of the pandemic following all health guidelines.
- March 12-14: Xcel SoCal State Gymnastics Performance held with limited attendance.
- May 1-2: Volleyball returns to the Roebbelen Center since before the pandemic utilizing sessions to adhere to current health guidelines.
- June 3-5: The California Folk-style State Wrestling Meet is hosted at the Roebbelen Center marking the first wrestling meet for the facility.



Dancers wearing the mandatory masks while performing.

- June 15: Social distancing restrictions and all remaining capacity limits are lifted with some requirements remaining for large indoor events with more than 5,000 people.
- June 24-27: The Placer County Fair kicks off outdoor events again with the BEST Fair ever generating 3x the average annual attendance.
- September 18: Northern California Volleyball Association Boys League brings boys volleyball to the Roebbelen Center.



Athletes jump to block a spike during an NCVA event.

- October 30: University Cheer debuts as the first cheer event in the Roebbelen Center.
- November 2: @the Grounds hosts the Western Fair Association Fall Manager's Conference in the Roebbelen Center.
- November 22: The Omicron variant is confirmed in California causing more restrictions and mandates to go into effect.

A Comeback Year

2021 started with @the Grounds facing COVID restrictions limiting capacity and requiring social distancing. We worked with our partners to adapt and position the venue uniquely in our market. The sheer volume of open space available throughout the campus became a significant advantage. Our expansive environments allowed us to host everything from sports competitions to annual meetings and banquets, all within the state health guidelines. Using various techniques, from timed sessions to alternate courts and expanded spaces, allowed us to bring a wide variety of events to @the Grounds.



Pictured left to right: Xtreme Hoops Basketball Tournament. University Cheer Force competitions brings a spirited crowd. Byers Rose Gold Classic Gymnastic competition. Placer County Association of Realtors in Jones Hall. Two shoppers viewing a beautiful quilt on display in the Quilt Show.



Adapting to the Constantly Changing Environment

As the year progressed, we adapted to the different health and safety requirements that changed regularly. We adjusted and brought the community together through events like the Jurassic Empire drive thru experience which utilized the speedway parking lot and adapted the barns to host outdoor events such as the Sierra Pregnancy and Health Gala.



Jurassic Empire was a favorite allowing families something fun during the pandemic



Sierra Pregnancy and Health Gala transformed the Barn into a beautiful venue while adhering to state guidelines.

Roebbelen Center Utilization

Having never been able to fully utilize the Roebbelen Center due to the initial COVID restrictions, the Roebbelen Center was finally able to begin to shine. Starting the year with gathering restrictions, we progressed through to increased capacities and larger events. We learned to session sporting events, bringing groups to compete while staying below the capacity requirements. Adapting like this allowed us to bring thousands of volleyball, dance, and basketball competitors to the building. The restrictions throughout the year were a roller coaster with them lifting and tightening. We were able to bring **240,140** attendees to events in the Roebbelen Center in 2021 even with those restrictions.



NCVA Boys League played for the first time inside the Roebbelen Center.



Dancers spread out during the Fluid Dance Competition.



A Reptile Nation vendor proudly shows off one of her snakes for sale.



The Women's West Coast Tournament of Champions brings the top wrestlers together for competition.

Variety

As the restrictions lifted and we could bring people back to the campus, our variety of events followed suit. Over half of the events for the year were new events to the site. The variety of people we served included arborists, human resource officers, dance and cheer teams, wrestling teams, music fans, and much more. The diversity of attendees highlighted our facility's flexibility to suit virtually any need or unique event. Total number of events held @the Grounds increased **124%** from 2020 to 2021 while still outperforming 2019 pre-pandemic event totals by **15%**.



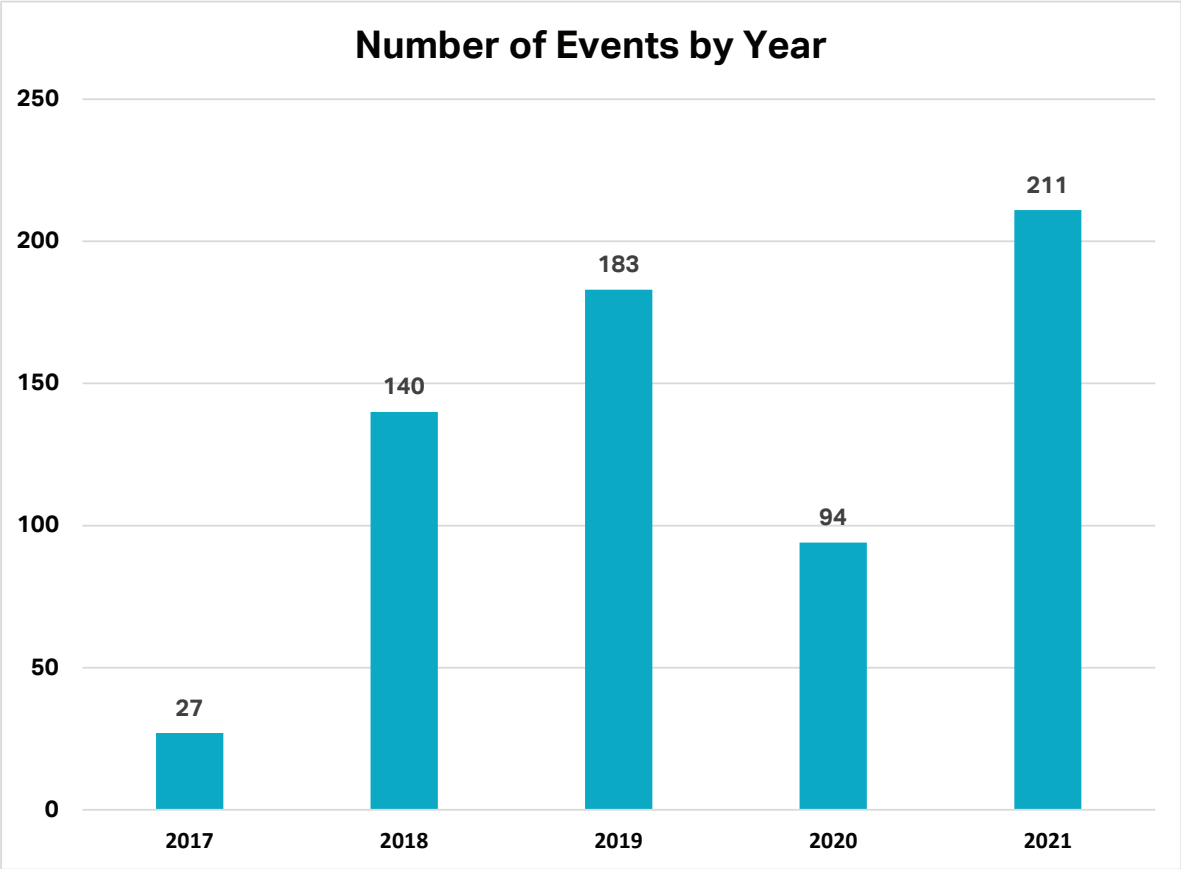
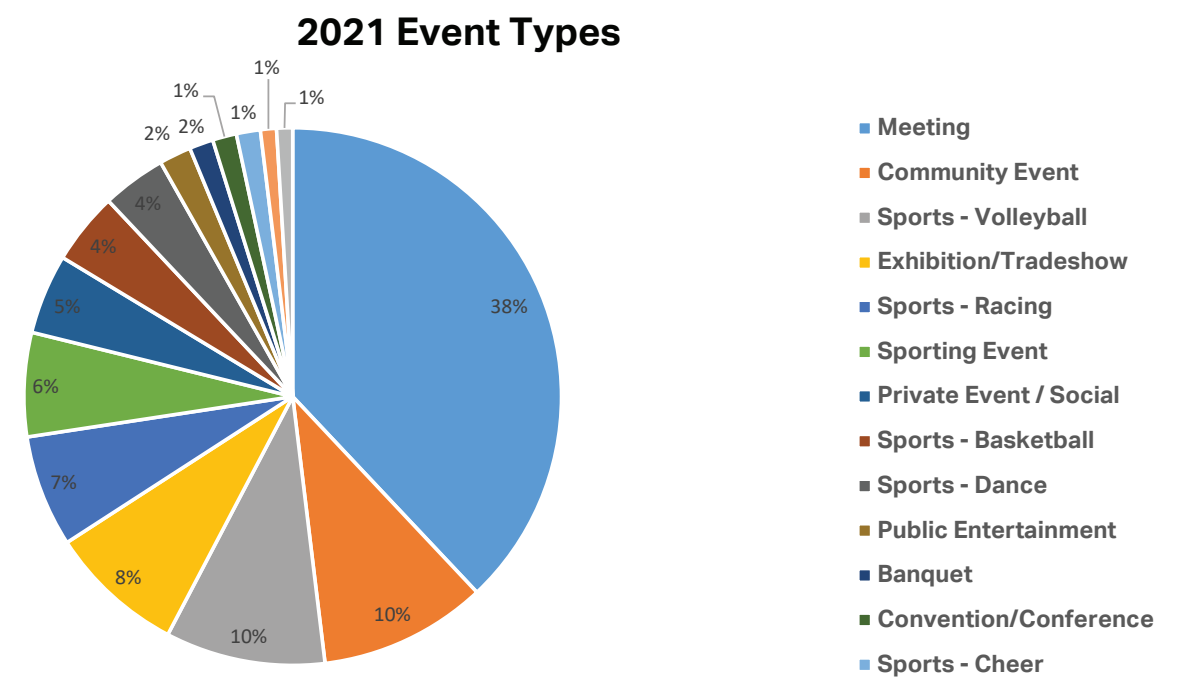
Parkinson's Association of Northern California Conference inside the Roebbelen Center.



JAMZ Cheer taking a break from their high spirited event in the outside areas.

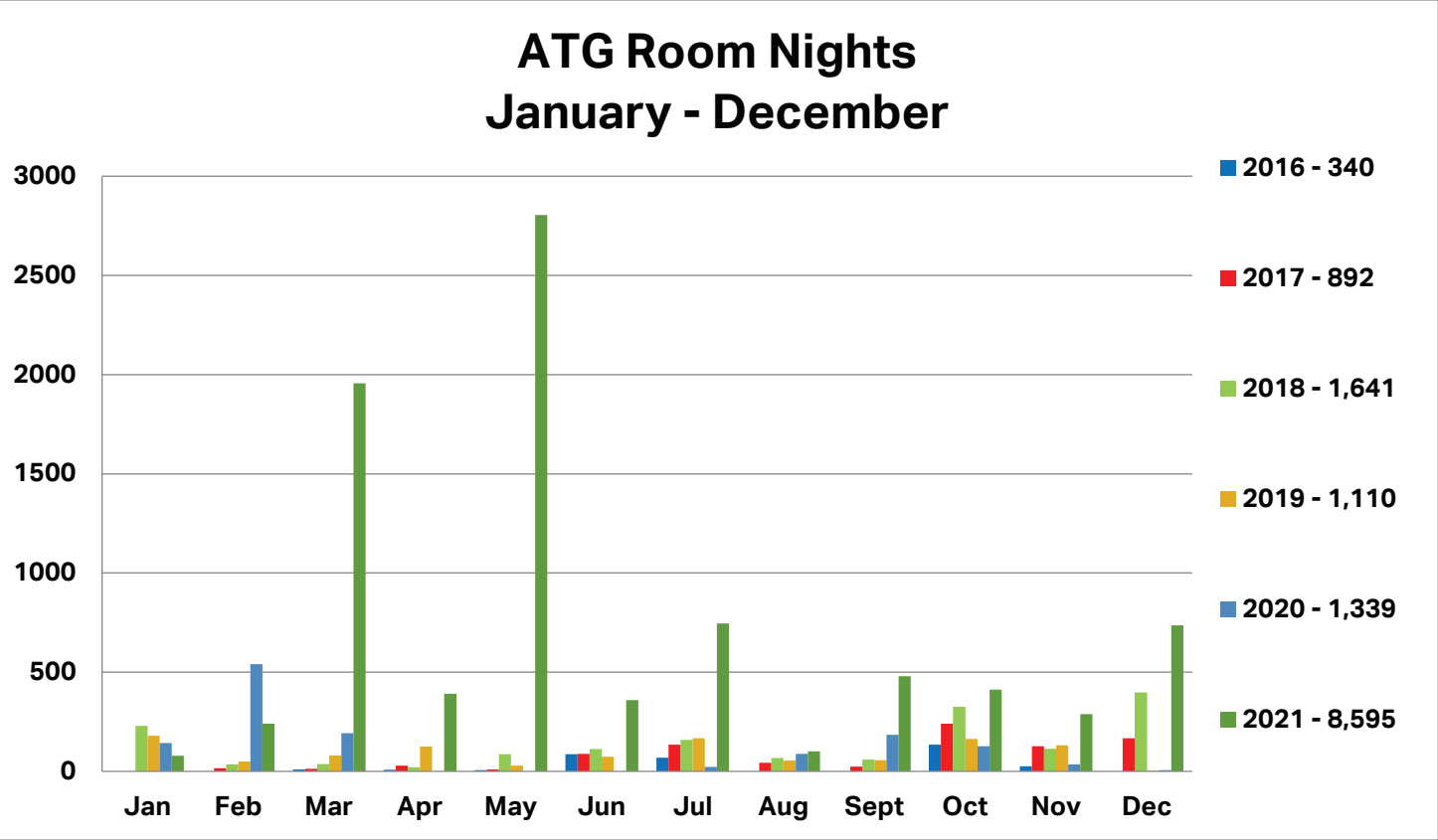
Variety (cont.)

With the flexibility of @the Grounds and the Roebbelen Center, the number of events increased by **124%** with 211 events for the year compared to just 94 total events in 2020. Even with the ongoing COVID restrictions, 2021 outpaced 2019 event totals by **15%**.



Events Generate Hotel Room Nights

Events held @the Grounds generated **8,595** room nights in 2021 for Placer Valley hotels, a 542% increase from 2020. May generated the most amount of room nights with more than 2,800 room nights.



Two events in one day draws attendees from both the Jamz cheer event and Brick Palooza.



Wrestlers hit the mat during the State Wrestling meet.

Community Events

Throughout the year, @the Grounds were an integral part of the COVID solutions in our community.

In partnership with the Placer County Health and Human Services department, we served the region's community by hosting a vaccine clinic in Jones Hall. During the first five months of 2021, we helped over 85,000 people receive vaccine doses, helping to pave the way for the reopening of the county.

We hosted regular Boy Scout meetings and their summer camps in a partnership that benefited not only the young men but also the facility. The scouts performed service projects around the property, helped prepare for the annual fair, cleaned after events, and helped maintain the property grounds.



The Biggest Fair Ever

To say the annual Fair was a success would be a significant understatement. The community responded in masses at the first chance for families to do something outside of their homes when the restrictions lifted. We also benefited from excellent media coverage resulting in a new level of excitement for the event. Our parking, gate, and ride revenue saw significant increases, and thousands of people from the region discovered and enjoyed our Fair for the first time.



Placer County Fair Statistics

| | 2021 | 2020 | 2019 | 2021-2019 Variance % |
|---------------------|-----------|-----------|------------|-------------------------|
| Revenue | \$445,714 | - | \$169,473 | 163% |
| Expense | \$305,249 | - | \$212,048 | 44% |
| Profit/Loss | \$140,465 | - | (\$42,575) | 430% |
| Ticket Sales | \$138,249 | - | \$48,968 | 182% |
| Livestock Lots | 126 | 80 | 147 | -14% |
| JLA Sales | \$219,962 | \$116,756 | \$243,000 | -9% |
| Adult Still Entries | 191 | - | 237 | -19% |
| Youth Still Entries | 378 | - | 645 | -41% |

The use of an electronic ticketing system to sell tickets, helped us capture over 2,500 emails and sell tickets and carnival wristbands in advance. We had over 50 people volunteer to help at the fair in various positions from the ticket booth, housekeeping, to the inaugural Rib Cook-Off.

The Roebbelen Center was utilized for the first time. Vendors were in the Atrium and roasted peanuts, which smelled heavenly, along with the Corn Hole Tournament were inside the Gym. Everyone enjoyed the cool air conditioning inside the Roebbelen Center while getting a first look at it.

Sponsorships were available for the first time also. The County of Placer sponsored Sunday Funday and the Family Fun Zone. Goose Port Public House and Geico insurance were sponsors along with KLOVE radio station who provided ticket giveaways and free advertising on the air for the Fair.

The Fair (cont.)

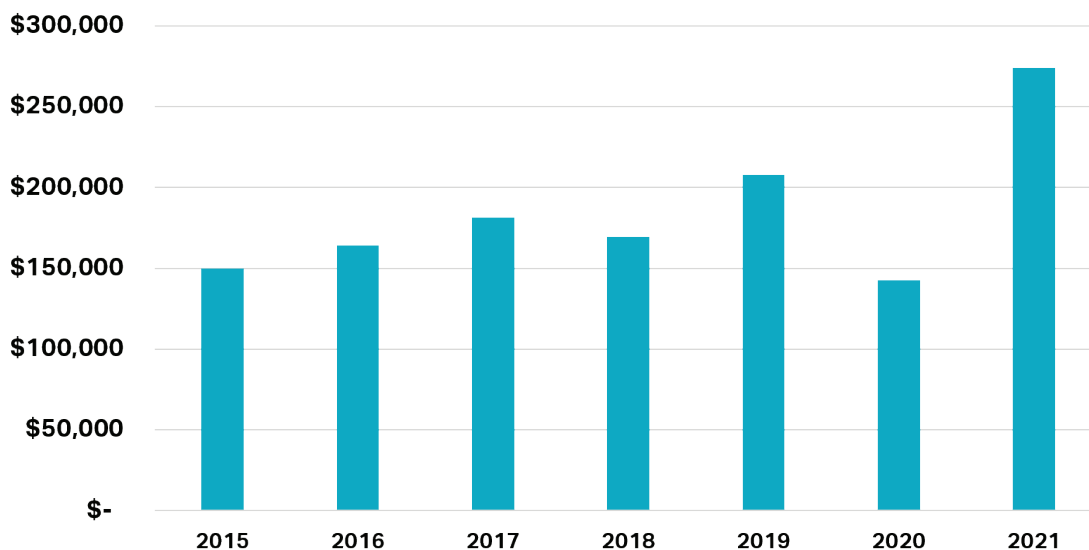
The Inaugural Placer County Fair Rib Cook-Off was a huge success. Media coverage was great with Good Day Sacramento out early in the morning to cover the cooking of the ribs. 19 teams signed up to compete to cook over 375 racks of ribs for the Title of Best Ribs in Placer County and People's Choice award. Over 4,000 individual ribs were sold to the hungry crowd.

The 2021 Placer County Fair Junior Livestock Auction hit record numbers. Participation both in person and virtually allowed exhibitors to reach other businesses as well as family and friends to help support their hard work and dedication to their projects.



| | 2018 | 2019 | 2020 | 2021 |
|------------------------|----------------|----------------|----------------|----------------|
| Lots | 132 | 147 | 80 | 126 |
| Average Per Lot | \$1,282 | \$1,414 | \$1,782 | \$2,173 |

**Livestock Sales
2015-2021**



Campus Projects

We have continued to improve and enhance the campus even faced with an unknown timeline of when the pandemic may be over with. Projects completed were the demolition of the old maintenance shop and chip sealing of the secondary parking lots. The maintenance shop had outlived its use and was time to come down for safety concerns. The chip sealing of the overflow parking lots provided for a better guest experience and improved traffic flows. We also broke ground on the new beer garden, creating additional outdoor space available for events and improving flexibility of the campus.



The former beer garden structure is removed.



Rendering of what the new beer garden will look like.



The overflow parking lots received a new coat of chip seal.



Construction starts placing the main arches into position with a crane.

Expanding our Digital Marketing Reach

ATG Email Database January – December 2021

| | PCF Website | ATG Website | ATG Wi-Fi | Ticket Spice | Total |
|--------------|--------------|-------------|--------------|--------------|--------------|
| January | 22 | 83 | 17 | 0 | 122 |
| February | 13 | 74 | 141 | 0 | 228 |
| March | 16 | 93 | 277 | 0 | 386 |
| April | 44 | 84 | 189 | 0 | 317 |
| May | 275 | 108 | 1,057 | 34 | 1,474 |
| June | 1,154 | 58 | 415 | 2,961 | 4,588 |
| July | 25 | 21 | 308 | 0 | 354 |
| August | 8 | 39 | 139 | 0 | 186 |
| September | 13 | 80 | 503 | 0 | 596 |
| October | 53 | 44 | 336 | 0 | 433 |
| November | 19 | 63 | 210 | 0 | 292 |
| December | 3 | 47 | 417 | 0 | 467 |
| Total | 1,645 | 794 | 4,009 | 2,995 | 9,443 |

Newsletters & Emails

109,918 Sent

33,441 Opens

2,860 Clicks

Open Rate 33%

(+8%) Click Rate 9% (-2%)

Social Media in 2021



@AtTheGrounds
@PlacerCoFair

Followers: 97 (+7)

Followers: 1 (+1)



atthegroundsroseville
pcf.jla (started page in October)
placercofair

Followers: 1.4K (+269)

Followers: 52

Followers: 1.2K (+318)



At the Grounds
Placer County Fair
Placer County Fair JLA
(started page in October)

Likes: 2.4K (+329)

Likes: 7.7K (+533)

Likes: 14



@the Grounds

Followers: 33

LOOKING FORWARD TO 2022

We look forward to a busier year with increased crowds and more significant events as we move beyond the pandemic restrictions. We also look forward to opening our new beer garden, improving our food offerings, and more unique events for the community. We continue to build our team and work to create a company culture that is both enjoyable and helps all of us grow while being fiscally responsible and enhancing our economic situation.



A young girl enjoying kettlecorn at the Placer County Fair.



Winter Classic Volleyball showing their skills on the court.



American Cheer Power during an excellent formation.

2021 LEADERSHIP

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