

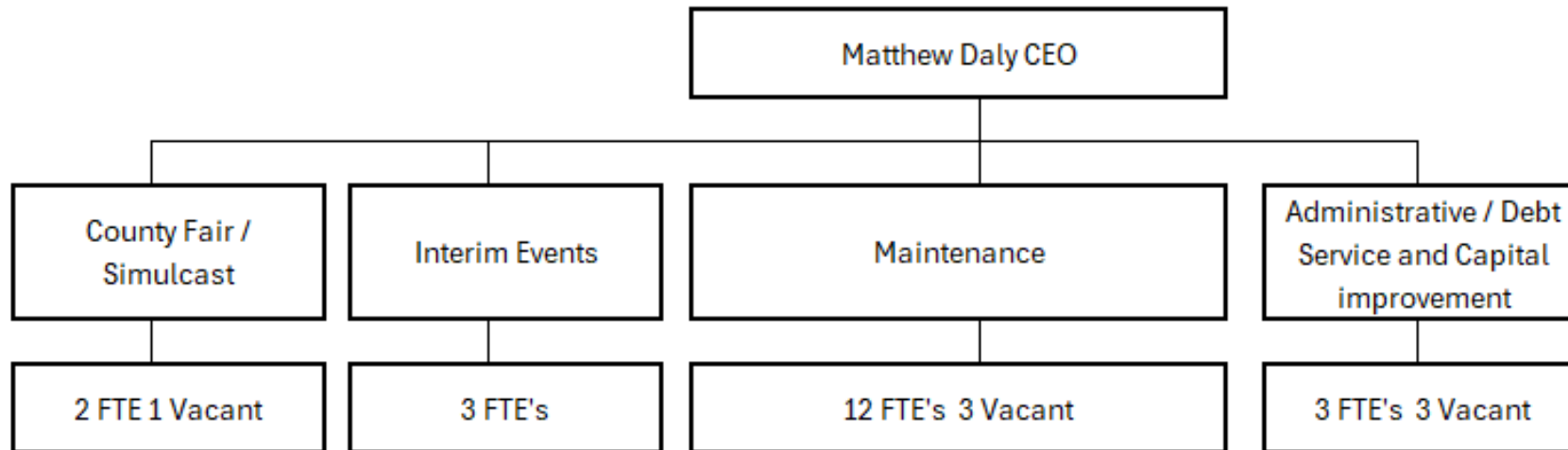
Sonoma County Fair

2026 Budget



Department Overview

	Operating Expenditures	FTE
2025 Budget	\$9,774,115	27
2026 Budget	\$9,771,400	27
Net Change	(2,715)	0

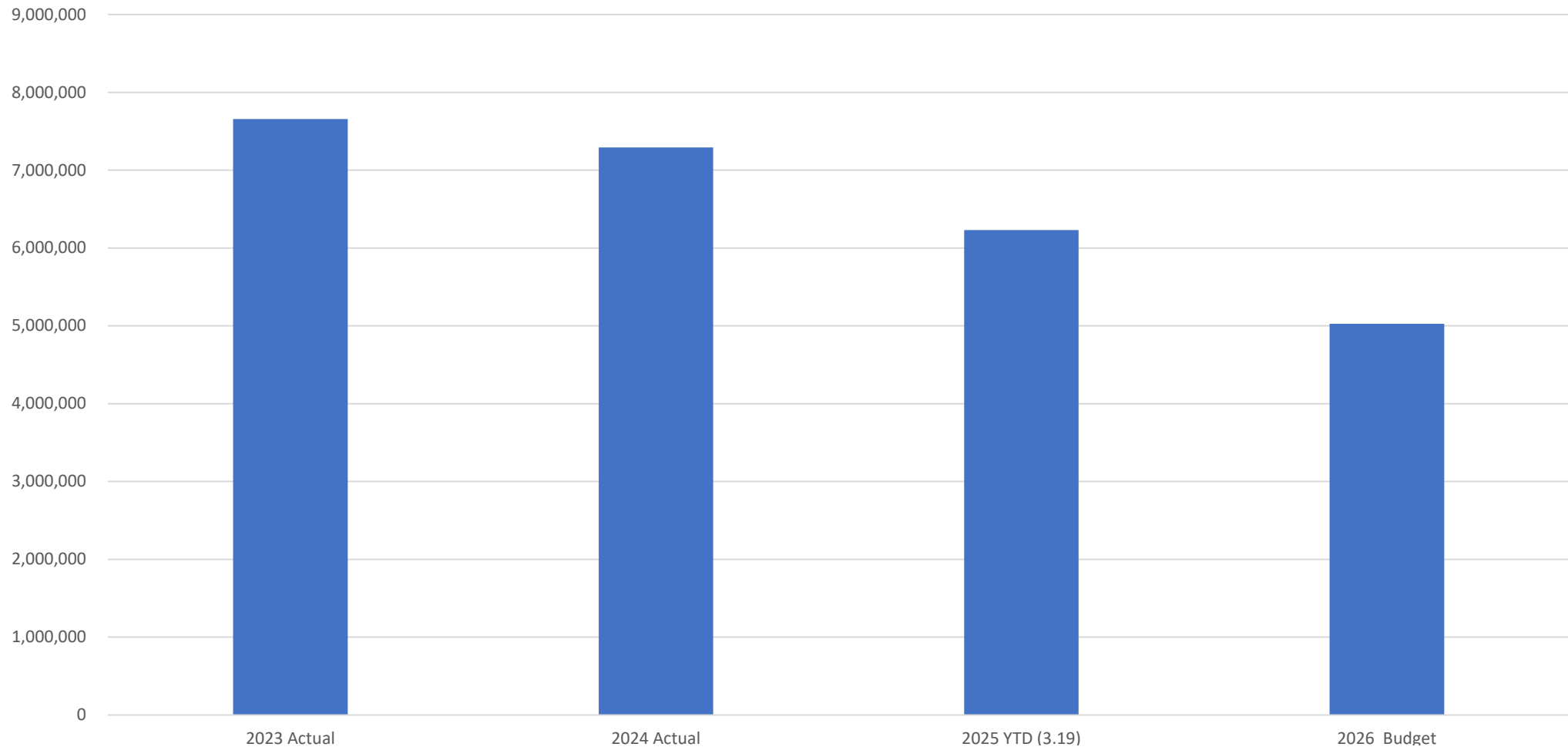


Departmental Expenditures

2026 Service Area Expenditures	Preliminary Budget	FTE
County Fair	\$3,141,489	2
Simulcast	\$0	1
Interim Events	\$1,269,985	3
Maintenance	\$3,623,761	15
Administration / Debt Service / Capital Improvement	\$1,736,165	6
Gross Departmental Expenditures	\$9,771,400	27

Cash Balance

The 2026 budget projects a cash balance decreasing from \$6.2M to \$5.0M



Key Operational Objectives

- Produce a safe, exciting, sustainable annual County Fair for all.
- Develop new revenue streams by bringing hospitality and concession operations in house.
- Continue to improve fairgrounds emergency readiness.
- RV park — attract additional guests or passive income.
- Continue to partner with City and County on future opportunities for fairgrounds.
- Partner with County to update and consolidate agreements.



Key Accomplishments of 2025

- Contained expenses across all departments to minimize impact of loss of racing.
- Pivoted away from horse racing and repurposed grandstand to motorsports entertainment.
- Programed over 200 interim events in 2025.
- Junior Livestock Auction generated record \$2,453,846 in gross sales.
- 2025 Fair entries increased to 11,984, an increase of 541 entries (4.7%) over 2024 and 1,629 (15.7%) over 2023.
- Dairy and Poultry has returned in 2026.

2025 Community Economic Impact

- **Pet Food Day:** 2,417 attendees participated, donating 3 items of REFB most-needed pet items. SCF contributed \$41,089.
- **Flower Show Preview:** \$14,750 from ticket sales fundraised for youth scholarships.
- **Hat Day Scholarship:** \$65,000 raised for youth scholarships.
- **Market Auction:** Generated over \$2.4M of market animal sales.
- **Sensory Inclusion Day:** Supported community accessibility with a \$13,000 operational investment by SCF and \$5,000 from in-kind support.
- **Food Bank Day:** 5,441 attendees participated, donating 3 items of REFB most-needed food items. SCF contribution totaled \$92,479.

DONATE LIVESTOCK TO SUPPORT LOCAL FAMILIES IN NEED

Sonoma County Fair Junior Livestock Auction August 7-10

Celebrate the dedication and hard work of young exhibitors from 4-H, FFA, and Independent Junior programs. When you bid on livestock at the auction, you can choose to donate your purchase to the Redwood Empire Food Bank's Range to Table program. Over the past three years, this partnership has provided 12,800 pounds of meat—equivalent to 10,667 meals—for neighbors facing food insecurity in Sonoma County. Your donation helps continue delivering high-quality, nutritious meat to families in need.

HOW IT WORKS

- 1 Bid on Livestock: Participate in the auction and purchase livestock.
- 2 Choose to Donate: Opt to donate your purchased livestock to the Range to Table program.
- 3 Support the Community: Your donation will help feed local families in need.



Scan to learn about



Range to Table program.

SCF Community Food Insecurity Program with REFB

Over the past 3 years, the partnership with SCF Junior Livestock Auction and Redwood Empire Food Bank:

Total Weight Received: 12,800 lbs. of protein,
Meals Created: 40,960 (based on 5oz portion),
Wholesale Cost Saved: \$26,240.

- Livestock donations rose from 10 animals in 2023 to 54 in 2024, a 440% increase, and **over 100** animals in 2025, a further **85%** increase.

Join us at the Sonoma County Fair

- A “fair” rate for all to attend with discount days
- Cirque Ma’Ceo
- Local focus — SoCo Market
- 707 Saloon and Rooftop Lounge featuring local products
- Twiggy the water-skiing squirrel
- Two nights of rodeo
- Concerts
- Approximately 12% increase in livestock entries
- Farmers Day in the Chris Beck Arena
- Motor Sports Events at the Grandstand Track
- Over 10,000 entries celebrating local talent and agriculture
- Free Clover Ice Cream is back



Questions / Discussion



Sonoma County Fair

