



SAN MATEO COUNTY FAIR

JUNE 3-11, 2023

Justin's Fair Philosophy:

The Fair is a Village

No One is Left Behind

It's All About the Relationships

Enjoy the Moment

Every Fair is Different

Every Fair Has their Own Set of Challenges

Ride for the Brand

RE-INVENTING THE COMMERCIAL BUILDING

OPEN ONLY ON WEEKENDS!

2021

Indoor Commercial
(19) 10'x10' 2021 (Sponsorship Included)

Outdoor Commercial
(28) 10'x10 (Sponsorship Included)
6 Pay for Plays

2021 Actual Inside and Outside Revenue:
\$33,350

2022

Indoor Commercial
(37) 10'x10' (Sponsorship Included)

Outdoor Commercial
(30) 10'x10 (Sponsorship Included)
8 Pay for Plays

2022 Estimated Inside and Outside Revenue:
\$84,989.65



RE-INVENTING THE COMMERCIAL BUILDING

OPEN ONLY ON WEEKENDS!

2023

(as of Thursday, April 20):

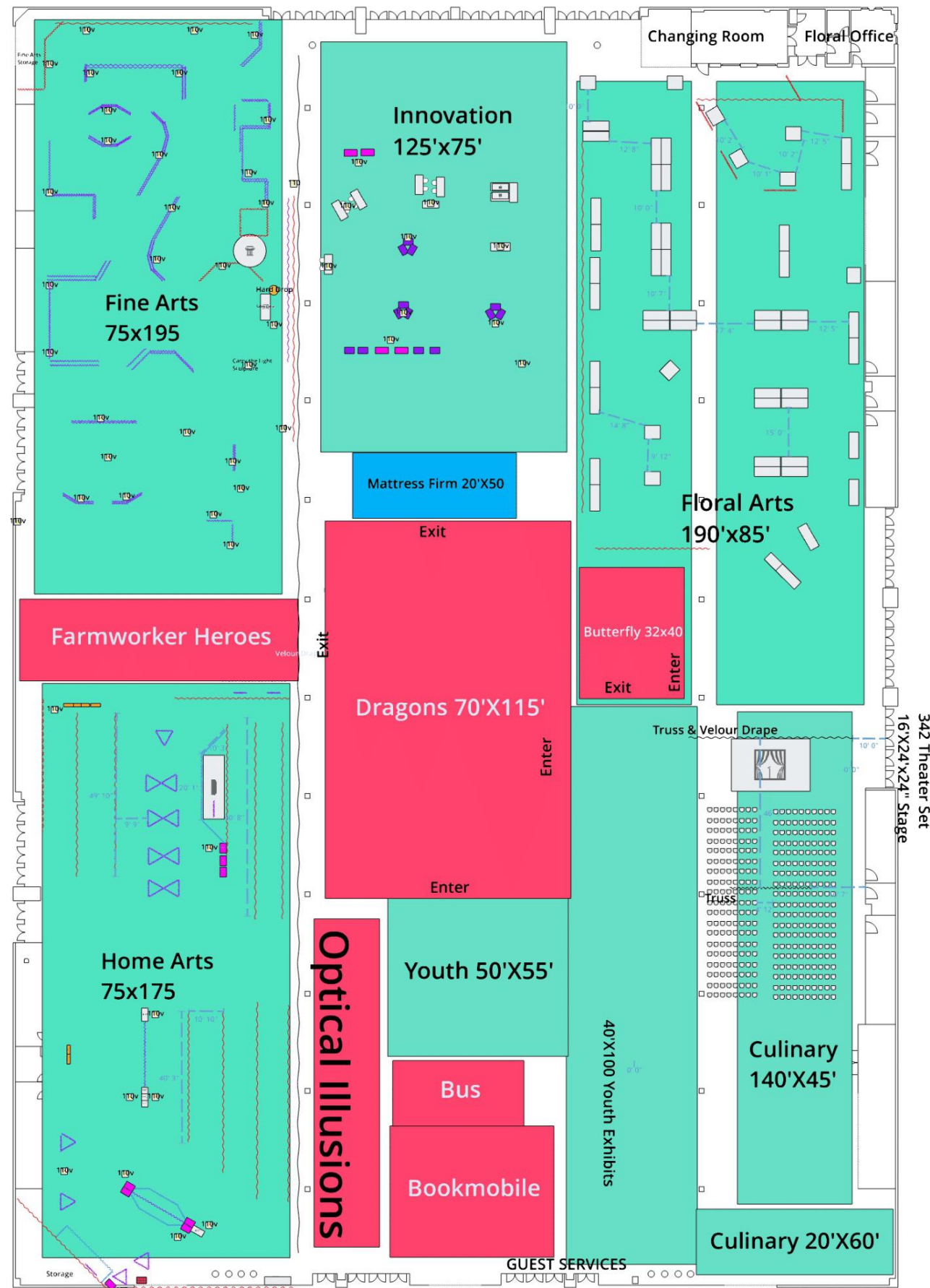
Indoor Commercial
(38) 10'x10' First Weekend
(40) 10'x10' Second Weekend

Outdoor Commercial
(31) 10'x10'
8 Pay for Plays

2023 Inside and Outside Space Projection as of 4/20
\$88,750

2023 Proposed Budget: \$85,000





EXPO HALL

COMPETITIVE EXHIBITS

a. 2022 Entry Numbers as of April 20, 2022

589

b. 2023 Entry Numbers as of April 20, 2023

786

c. 2022 Market Animals

- Beef-7
- Goats- 13
- Hogs- 22
- Lambs- 6

d. 2023 Market Animals

- Beef- 7
- Goats- 18
- Hogs- 37
- Lambs- 18

Total Livestock 2022: 233

Total Livestock 2023: 368

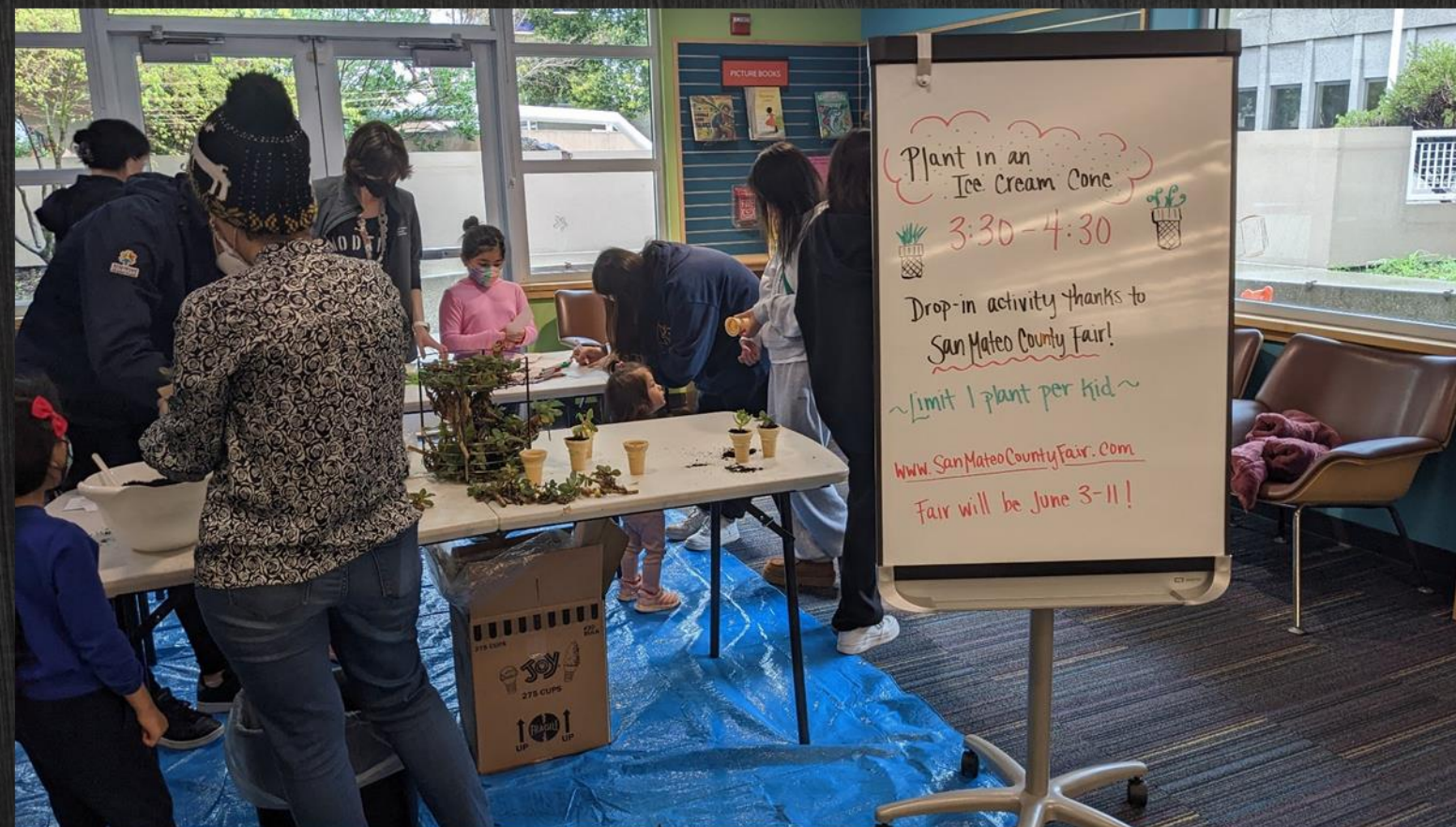
INCREASED PARTNERSHIP WITH SAN MATEO COUNTY LIBRARIES

- Hosting Exhibits Department **Workshops/Demonstrations** in March-May 2023.



Plant in an Ice Cream Cone

1. Tuesday, March 28 at 3:30pm
at the San Carlos Library
2. Wednesday, April 5 at 3pm
at the Belmont Library
3. Wednesday, April 12 at 3pm
at the Foster City Library





Sewing Make and Take

1. Tuesday, April 11 at 4pm at the Pacifica Sanchez Library
2. Tuesday, April 18 at 4pm at the Millbrae Library
3. Friday, April 21 at 4pm at the Belmont Library
4. Monday, April 24 at 4pm at the Brisbane Library
5. Tuesday, April 25 at 4pm at the Foster City Library
6. Thursday, May 4 at 4pm at the Pacifica Sharp Park Library

Special Event Update AT THE FAIR



HONORING OUR VETERANS

THU, JUNE 8, 2023 AT 12:00 PM



LET'S PAY TRIBUTE TO THE BRAVE MEN AND WOMEN WHO HAVE SERVED OUR COUNTRY WITH THEIR LIVES ON THE LINE!

ENTERTAINMENT

At **12:00 PM** get your patriotic spirits soaring with the opening ceremony hosted by Bruce Utecht, Community Recreation Manager at Redwood City. An honor guard will set the flags, and together we'll recite the pledge of allegiance while Bev Morgan of the "Ol' Blue Genes" will sing the national anthem.

Following the opening ceremony, our Community Stage will feature entertainment from veterans or their partners.

Don't miss this chance to show our veterans how much we appreciate their service. We hope to see you there!

MARK YOUR CALENDARS TODAY!

Visit SanMateoCountyFair.com for more information.

HONORING OUR VETERANS

THURSDAY, JUNE 8

12:00pm

Opening Ceremony

Emcee is Bruce Utecht, Community Services Recreation Manager, Redwood City.

USMC 23rd Regiment Detail execution of the Colors

The National Anthem will be sung by Bev Morgan of the "Ol' Blue Genes" Band.



Family **PRIDE** Day

11:30pm

Opening Ceremony

Emcee is DJ Alex of San Mateo Pride Center & Filipino Drag Queen Manang

Raising of the Progressive Flag

12pm-3pm

Pride Entertainment on Community Stage

1:30pm

Screening of "TherActivitst: They Them Theirs" Directed and Produced by Dana Johnson, San Mateo County Pride Commissioner

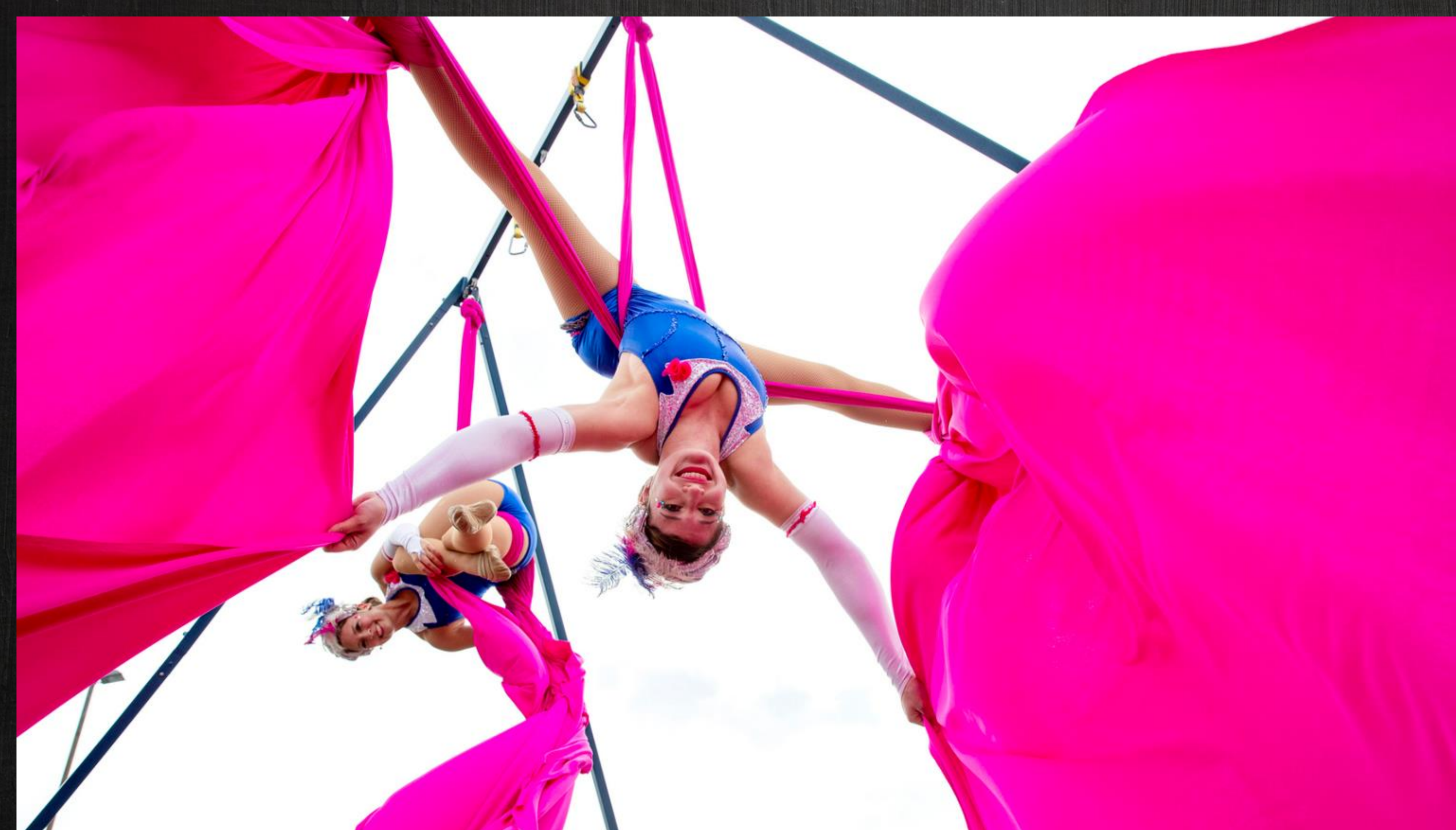


Scheduled Entertainment **AT THE FAIR**



**Daily
12pm, 2pm, 4pm, 6pm**

West Exterior of Expo Hall



Daily
1pm, 3pm, 5pm & 7pm (Weekends Only)

East Exterior of Expo Hall



PJ MASKS
TIME TO BE A HERO
LIVE!

VIP Meet and Greet
3:30PM

Fiesta East Lobby

Thursday, June 8
Public Meet & Greet Times 4:30pm, 5:30pm, 6:30pm & 7:30pm

BASED ON THE HIT
DISNEY JUNIOR TV SERIES



**VIP Meet and Greet
3:30PM**

Friday, June 9

Public Meet & Greet Times 4:30pm, 5:30pm, 6:30pm & 7:30pm

Fiesta East Lobby

Main Stage Update AT THE FAIR

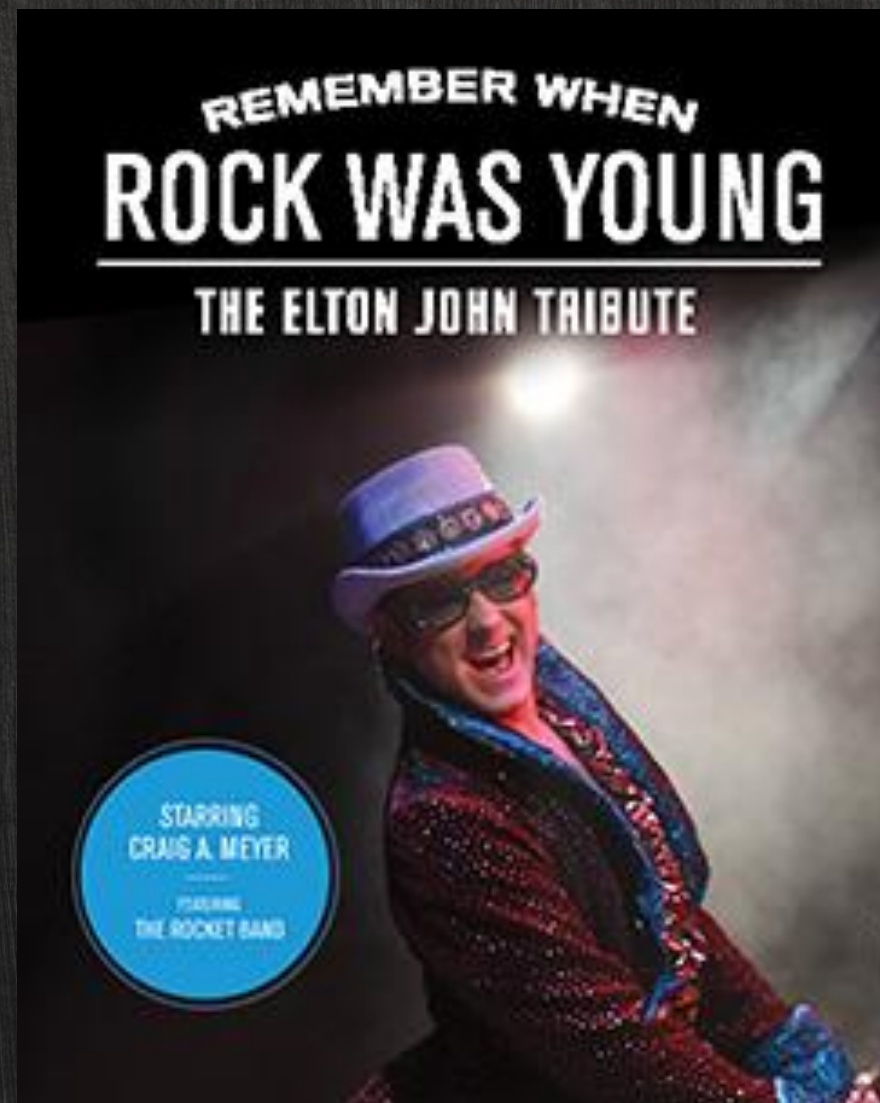
MAIN STAGE ENTERTAINMENT



Foghat

Saturday, June 3.

**Remember When Rock Was
Young- Elton John**
Sunday, June 4.



Abel Sanchez

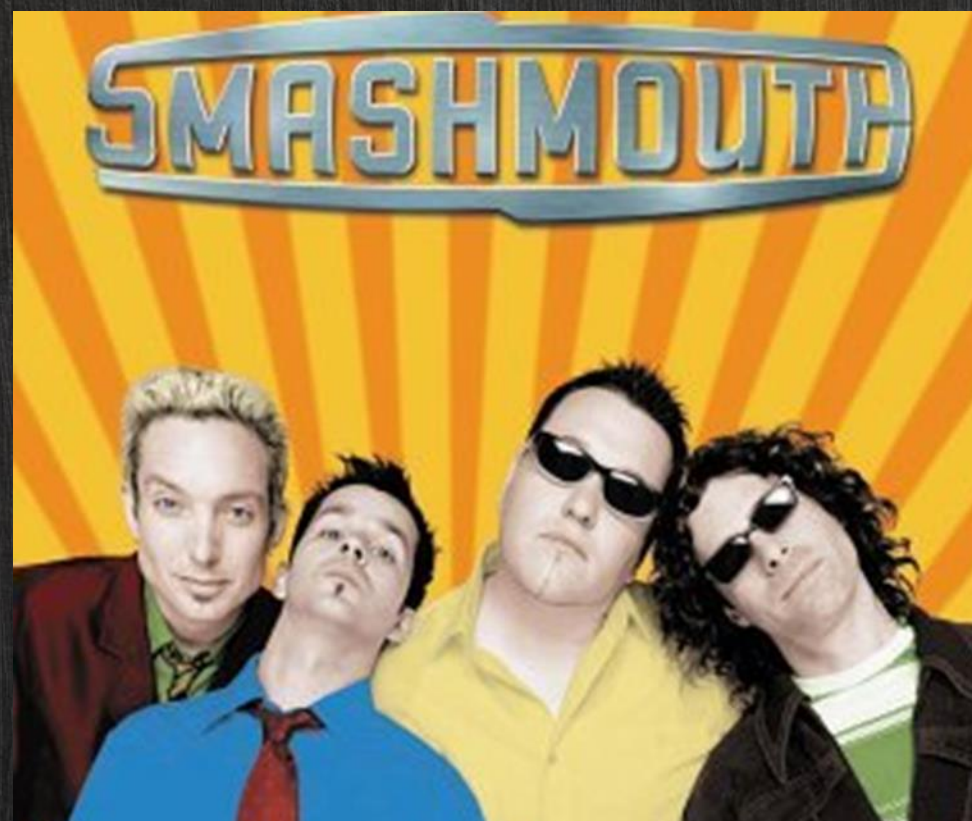
Wednesday, June 7.

MAIN STAGE ENTERTAINMENT



Fleetwood Mask
Thursday, June 8.

Smashmouth
Friday, June 9.



Pacific Islands Day
Saturday, June 10.

MAIN STAGE ENTERTAINMENT

Las Feniz



Bryndis



Los Gamma

Sunday, June 11.

BACKSTAGE GREEN ROOM PASS



Different Pass Each Day of the Fair

No access to Green Room without it

Even employees will have one if they need access like F&B

Only the Director of Security will distribute

The badge does not include admission, parking or carnival rides

VIP LOUNGE

Celebrating
**SOUTH SAN FRANCISCO,
MILLBRAE & HILLSBOROUGH**
at the Fair

You're cordially invited to a community and legislative networking cocktail event as we celebrate your neighborhood at the San Mateo County Fair.

**Celebrating SOUTH SAN FRANCISCO, MILLBRAE &
HILLSBOROUGH will be held on
Saturday, June 3, from 5:30 pm - 7:30 pm.**

Join the Fair for hors d'oeuvres and cocktails with community leaders and partners.

Enjoy special reserved seating for the concert that day.

To receive your tickets and instructions for the celebration, kindly register your participation.

We look forward to seeing you there!



REGISTER NOW >



Saturday, June 3- Celebrating South San Francisco, Millbrae and Hillsborough

Sunday, June 4- Celebrating San Mateo

Wednesday, June 7- Celebrating San Mateo County

Thursday, June 8- Celebrating Foster City, Belmont, San Carlos & Menlo Park

Friday, June 9- Celebrating South County

VIP LOUNGE

Celebrating **NORTH COUNTY** at the Fair

You're cordially invited to a community and legislative networking cocktail event as we celebrate your neighborhood at the San Mateo County Fair.

**Celebrating NORTH COUNTY will be held on
Saturday, June 10, from 11:30 am - 1:30 pm.**

Join the Fair for hors d'oeuvres and cocktails with community leaders and partners.

Enjoy special reserved seating for the concert that day.

To receive your tickets and instructions for the celebration, kindly register your participation.

We look forward to seeing you there!



REGISTER NOW >



Saturday, June 10-Celebrating North County

Sunday, June 11- Celebrating the Coast

Gate Update for Saturday, June 10 & Sunday, June 11

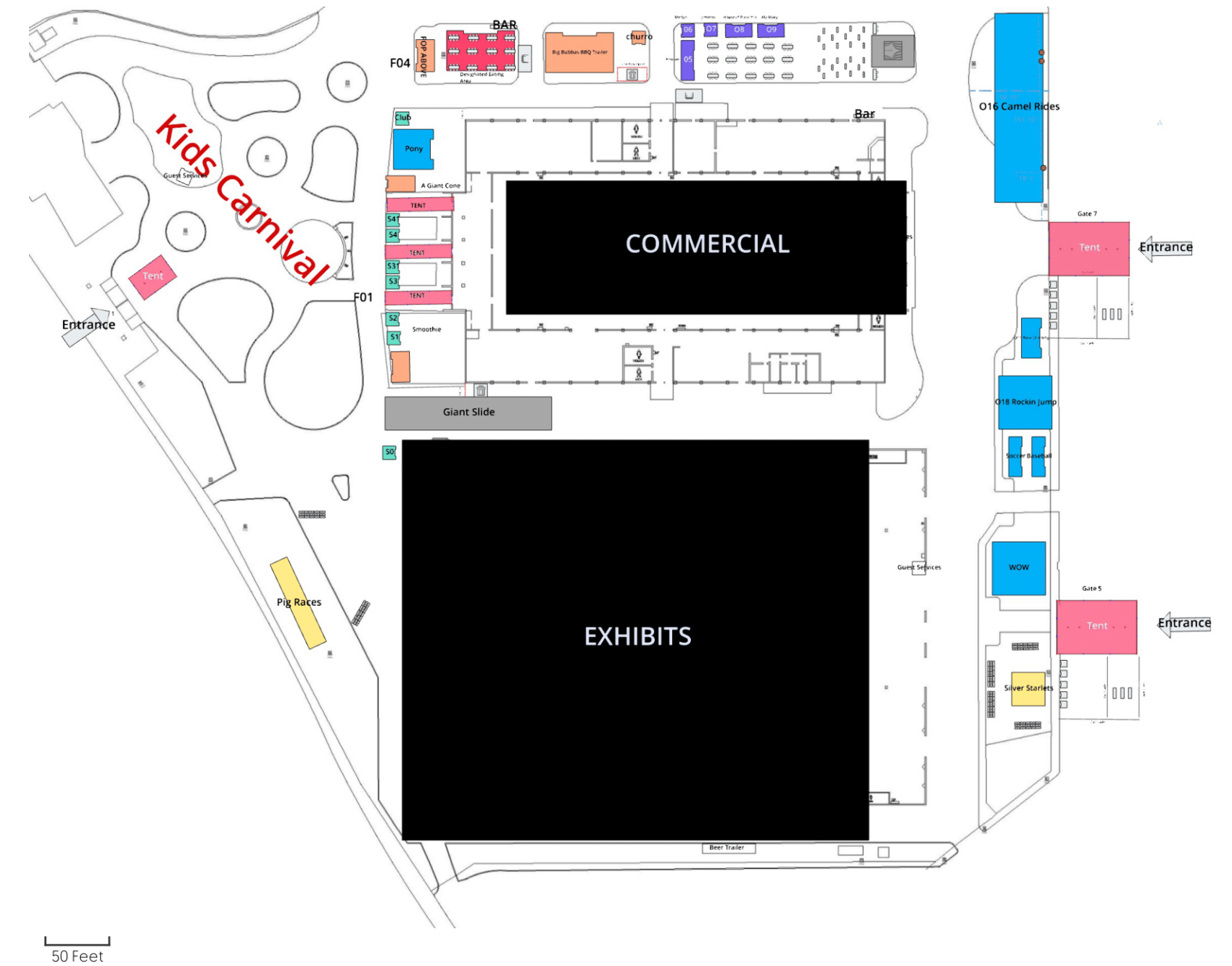
Gate 9 to be closed at 11am.

Everyone to enter through Gate 5 & 7

**Unless you are an entertainer or vendor with
equipment you can enter through Gate 8 with a badge
or vendor ticket**

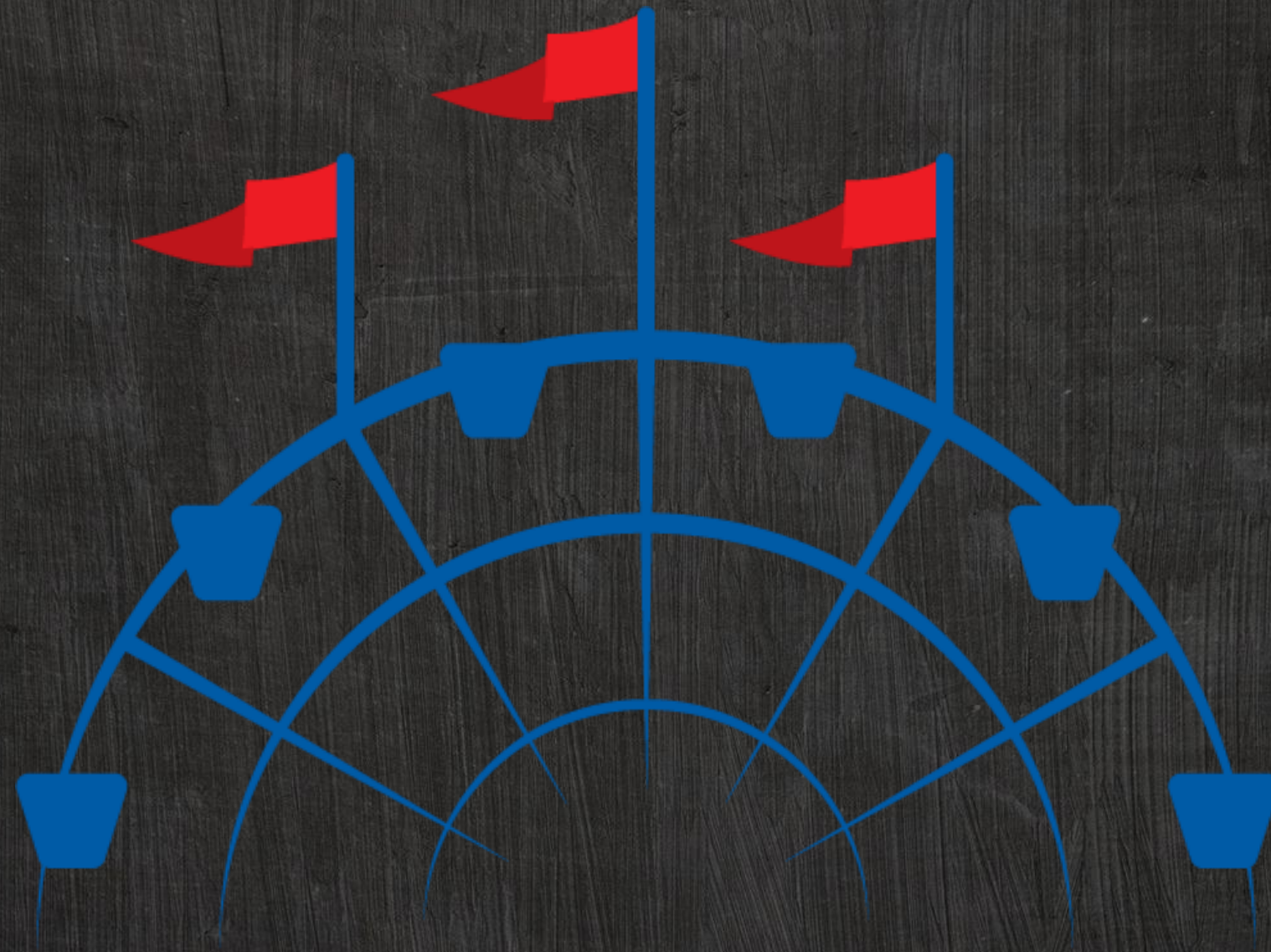


SMEC Grounds Map for 2023 San Mateo County Fair - June 3, 2023 at 11:00:00AM



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NEW LOGO CONCEPT



San Mateo
County Fair