



# SAN MATEO COUNTY FAIR

**JUNE 3-11, 2023**





# Post 2022 Fair Goals

August 2022



## Enhance Shopping Experience

Finetune partnership with SF Bazaar. Build partnership with Renaissance Entrepreneurship Center

## Grow Competitive Exhibits Participation Rate

Partner with county libraries to provide events that involve the community with making entries. Engage more with our audience regarding contests. Reach out to after-school programs, Boys and Girls Club and similar groups.

## Bring More Animals

Bring Back Petting Zoo. Grow partnerships with Peninsula Humane Society and CuriOdyssey



# Carnival

Cumulative Revenue Including Pre-Sale

2018: \$835,730

2021: \$1,083,333

2019: \$871,747

2022: \$1,149,280

2023: \$ 1,154,975





# Concessions

Independent Food Gross Sales

2018: \$1,132,019

2021: \$1,188,169

2019: \$1,098,412

2022: \$1,300,124

2023: \$1,506,365





# Admissions

Cumulative Revenue



2018: \$752,407

2021: \$907,751

2019: \$684,865

2022: \$1,115,984

2023: \$1,192,871





# Parking

## Cumulative Revenue



2018: \$212,562

2021: \$253,101

2019: \$253,652

2022: \$230,025

2023: \$269,145





# 2023 Guest Comments

- “With all the bad things happening around the Bay Area it was nice to see a large diverse crowd at the same event enjoying themselves...everyone seemed to police themselves.”
- “I have been attending the county fair for over 50 years. The past few years have been very disappointing. This year was much better.”
- “Thank you for providing the nearby, safe & multi generational activity!”
- “Excellent fair this year crowded but that is good.”
- “Great job putting the event together it required a lot of coordinations for everything to go well!”
- “Keep Senior Day. Alameda County Fair dropped Senior Day, we will not attend. We spent over \$170.00 on food, snacks, commercial booths and ride wrist band and it was worth every Penny! Enjoyable weather, atmosphere and selections. Just wish there were more vendors. Your fair is much more laid back then the Alameda fair. We usually attend Contra Costa, San Mateo, Alameda and Marin County Fairs. This year it will be only the San Mateo County Fair.”
- “Bravo to the planning committee, Fair staff, and everyone else involved... it felt very vibrant, safe, and full of fun at every turn. The food court was a great place to meet people standing in line, out of the blue just talking to each other, like a Fair from another era. It was clean too, even in the barns, and restrooms. Well done and thanks!”



# 2023 Guest Comments

- “All the feedback from friends and family who went to the Fair to watch my show told me they really enjoyed all the other attractions at the Fair, too. They were very pleasantly surprised at how fun and interesting it was and would probably go again next year.”
- “Although the county fair is not my thing I think it is a wonderful event for many others including and especially children and I really like that it is held every year. So I fully support it.”
- “My 30 year old daughter enjoyed the dragon exhibit and winning a stuffed corn dog on the midway. Thank you for all the effort you put into planning the fair each year.”
- “Enjoyed that things were changed around, and not in the same places as in the past years.”





32 likes

**sfama** Darwin was very excited to see that her watercolor of fall trees reflected in a lake earned a second-place ribbon at the fair! An @andrea.nelson.art project tutorial helped her a lot with technique 🎨🖌️

June 8



83 likes

**young\_anatomy** We made it! 🥹 I want to share that I conquered one of my dreams! Be part of a county fair as a vendor!! I will be part of the SAN MATEO COUNTY FAIR 2023! 💙👑 Whenever I went to a fair and saw small business vendors I wanted to do that and just imagining myself with my art, that dream started back in 2018 and look, WE FREAKING MADE IT! This weekend! 2023 San Mateo County Fair June 3 and 4 from 11 am to 10 pm at the San Mateo Event Center 1346 Saratoga Dr. San Mateo CA 94403

Come and enjoy the fun while supporting local artists and entrepreneurs! Thank you so much to @rencenterpeninsula for the opportunity this and to many more dreams coming true thanks to you! 💕 @sanmateocofair @sanmateoevntctr





107 likes

jplcostanza After we got off the carousel she stopped and said to me, "I'm always going to remember this" 😭😭😭



Liked by wotababe and others

payalandavinesh We made our annual fair trip to @sanmateocofair and what an adventure it was. A ticket to fun and feelin' young. All the yummies, dragon exhibitions, adrenaline rush on the rides to spending time with animals on the farm and even watching live Samba! Ok no lie though the fruity kernel popcorn from @apopabov slaps and the only reason we went 🤪🎡🍿🎪🎠🎡🎪





1/2



14 likes

**ambroziadj** Had such a blast playing on stage at the San Mateo County Fair for their #Pride Family Day!! My goal was to showcase queer icons and LGBTQ artists. Visibility is key! 🌈🎵 #queerdj #ambroziadj #keepitfruity



31 likes

**vic\_o\_lin** First time playing on a big stage with my band. Thank you Scott @manshingw, Taylor and Quinn for believing in me! #victorlinmusic #sanmateocountyfair #victorandthecallers #originalmusic





2 likes

**jmadmoxie** the whole reason we finally made it to the fair this year! well worth the \$15 entrance fee to see foghat rock out. come for the music, stay for the hotdog on a stick. I'm sold 🤘 😊 ...



22 likes

**thewinsomewench** My lovely took first place at the San Mateo County Fair! Just look at her shine. I'm so glad we went to see her at the event. I let her know that I've forgiven her for the back injury I got from creating her.

This wasn't my first experience competing at the fair, but it was the first time I entered a fine arts division. Like many of us, I'm often quick to discount my talents. I don't do oils or watercolors. Hell, I can't even draw. So how could I have the temerity to call myself a real artist? Then I remind myself how boring the world would be with limited forms of art, limited forms of artists. I'll be sticking to projects that keep me awake at night while I'm planning them. Projects I'm excited to wake up to. #dayofthedead





54 likes

kayzeng777 I didn't know county fair can be this fun. 很野生的嘉年华



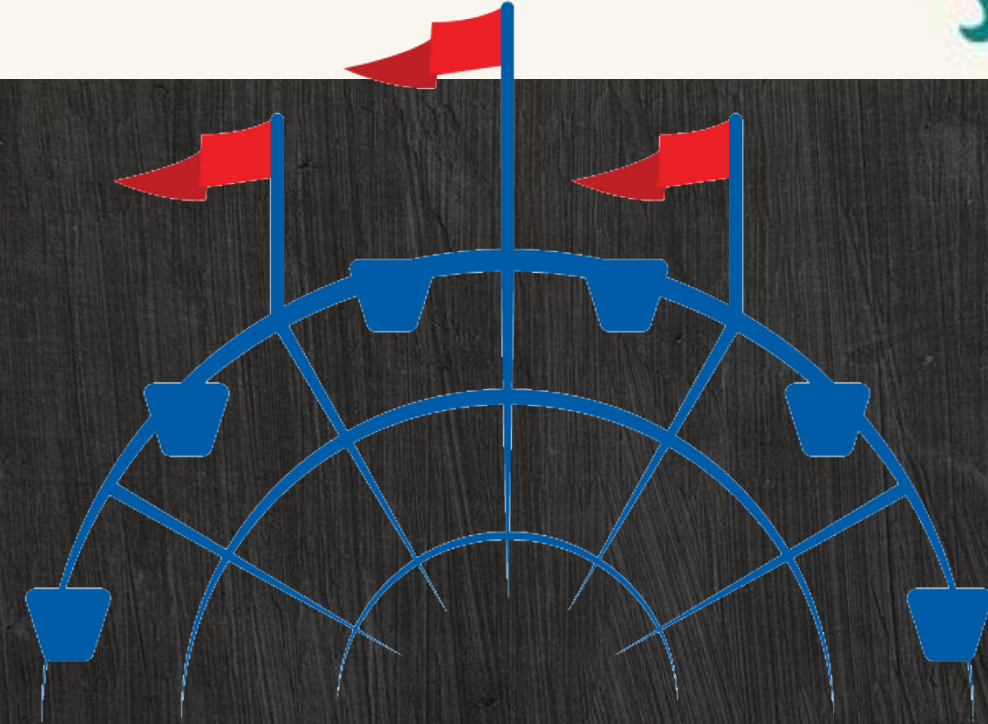
163 likes

soulera Yesterday we learned some thing that none of us knew, or ever even thought of. My baby brother (36yrs young) had never been to a state fair, 🎡 a county fair or any fair. I asked "how?" he said "Did our parents ever take us?" Nooooo! We took ourselves 😂 Soooo..We took him to his first fair ever and it was cool watching him be a kid and get excited over lil things.









# San Mateo County Fair

*Where Tradition Meets Innovation*

**June 1-9, 2024**





San Mateo  
County Fair















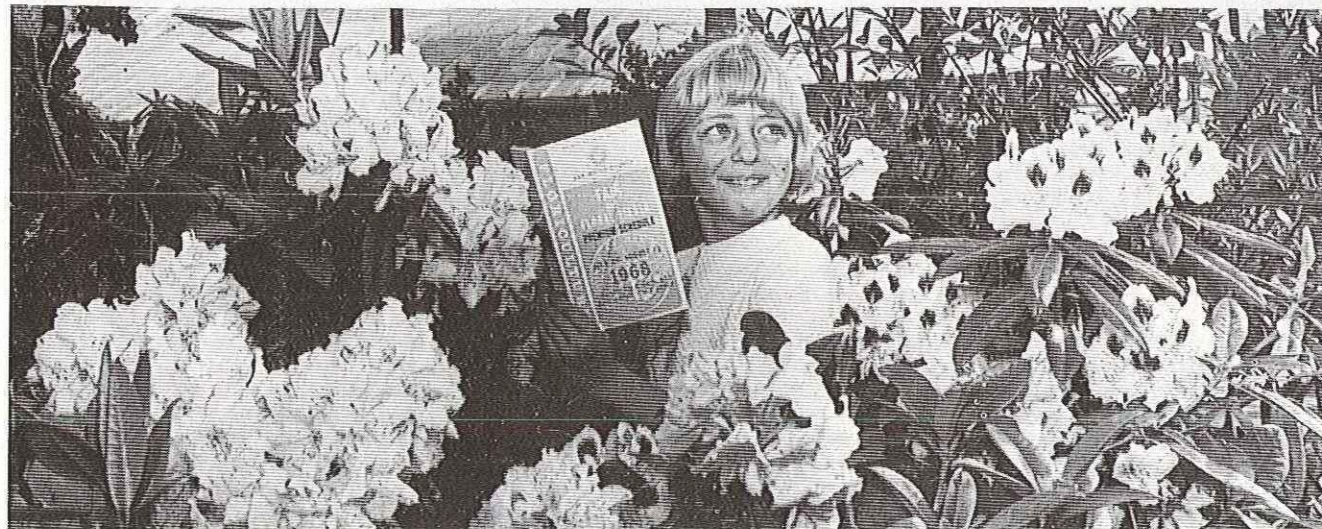




# FIESTALAND NEWS

PUBLISHED BY THE SAN MATEO COUNTY FAIR & CONVENTION ASSOCIATION

MAY 1968



**HEAD START**—Lore Eggli, 8, was among the first to get her copy of the Floriculture Premium Schedule booklet for this year's Fair & Floral Fiesta. In a sea of rhododendron at Eggli Nursery, operated by her parents on 25th Avenue in San Mateo,

she typifies one of the floriculture themes of this year's Fair & Fiesta—"San Mateo County, Flower Garden of America." She was a prize-winning floriculture exhibitor last year, and will enter this year, too.

## Welcome San Mateo!

By Guido Rozzi President

Since it was organized in mid-1966, the "Convention and Visitors Bureau" (as it was then known) has moved ahead with energy on many fronts.



Guido Rozzi

Not the least of those fronts has been working closely with our 18 cities, their chambers of commerce, and interested businesses and citizens.

We were very pleased, therefore, to receive word last month from San Mateo Mayor John J. Murray that his city will be joining us in the tourist and convention promotion effort.

San Mateo now joins its sister cities within the county, through the county-wide hotel and motel room tax, in supporting the drive to bring more people, conventions and income to all areas of the county.

## Here Come the Books—Listing Some \$50,000 in Premiums

Over 2,000 premium schedules for this year's San Mateo County Fair & Floral Fiesta cascaded out of Fair Administration headquarters this month.

An equal number of exhibitors will receive them, together with entry blanks.

Two books are produced—one covering floriculture, the other including agriculture, senior and junior home economics and junior livestock. Together, they list nearly \$50,000 in premium money available in four major categories:

- Floriculture
- Amateur floriculture
- Agriculture and home economics
- Junior division (4-H and FFA).

Last year, premium prize money was divided among some 1,845 exhibitors, who had 5,480 entries.

The smallest premium awards (about \$11 each) were in forestry and entomology. The largest (at \$27,765) was in model gardens.

Speaking for the Floral Exhibits and Livestock and Agriculture committees, chairmen William Enomoto, John Kyne and Victor Canavese predicted that total fair participation by exhibitors this year will be larger than last.

The committee heads also noted, jointly, that:

"Today's county fair is as significant an aspect of our lives as ever. It stimulates business and broadens public understanding of our economy."

# FIESTALAND NEWS



PUBLISHED BY THE SAN MATEO COUNTY FAIR AND EXPOSITION CENTER

JUNE 30, 1972

## 20TH DREAM GIRL PAGEANT

### Five Judges Select New Dream Girl

A panel of five distinguished personalities will act as judges for tonight's 20th annual San Mateo County Fiesta Dream Girl Pageant.

The five who will decide which girl will reign over this year's County Fair & Floral Fiesta are: Owen Spann, radio & television personality; Mrs. Ken Henderson (Louisa Borchering), 1963 Fiesta Dream Girl and wife of the San Francisco Giants' outfielder; Jerry Bundsen, assistant to columnist Herb Caen; Monique Benoit, free lance writer and beauty consultant; and R. C. Owens, former 49er All-Pro flanker.

The judges will select the Dream Girl on a basis of 80 per cent for beauty of face and figure, 10 per cent for poise and 10 per cent for personality.

Competition in the beauty of face and figure category will be judged while the girls parade in their swimsuits.

During the evening gown competition, the judges will evaluate the poise and personality of each of the 15 girls. To aid the judges in their decision, each candidate for Dream Girl will be asked to answer a question she hasn't seen before.

Emily McAdams, Director of Special Events, organized tonight's pageant assisted by Mrs. Edwin H. Walter.



**END OF REIGN**—1971 Fiesta Dream Girl Susan Howard of Belmont will present the crown to the new Dream Girl tonight. Susan is shown here receiving her crown and banner from Miss California Dianne Wagner and Fair Board President Louis D. Schenone.

### KNBR Radio Personality Mike Cleary to Emcee

Returning tonight for his third years as master of ceremonies of the Dream Girl Pageant is Mike Cleary, KNBR radio personality.

Cleary, a native of Chicago, began his broadcasting career after serving in the U.S. Army Intelligence Agency.

His first broadcast job was at the Sacramento radio station KROY.

Success as a rock 'n' roll announcer took him to KGB in San Diego, then to San Francisco as a disc jockey for KYA. Cleary then moved to television where he hosted "Tempo," a popular music show.

Bay Area youngsters know Cleary as Sargeant Sacto from the KBHK television show, "Captain San Francisco" which he hosted for three years. Cleary also hosted the evening movie on that station.

Last December, Cleary became the early afternoon personality of KNBR.



### Dream Girl Will Win Trip To San Diego

A four-day trip to San Diego and an elegant high fashion designer gown are two of the many prizes that will be awarded to the girl who is chosen Fiesta Dream Girl tonight.

Emily McAdams, Director of Special Events for the San Mateo County Fair & Floral Fiesta, has announced that the list of prizes includes: the high fashion gown from Wanda Belli of San Francisco; the trip to San Diego via PSA and accommodations at the Le Baron Hotel for the Dream Girl and her chaperone; a cash gift from the California Jockey Club; casual wear from the Patio Shop of San Bruno; an overnight case from Edward's Luggage of Hillsdale; a beauty and charm course from the House of Charm in San Francisco; assorted gifts from radio station KFRC and its sponsors; hair styling throughout the Fair by Mister Lee of San Mateo and San Francisco; and tickets from the Circle Star Theatre.

In addition to these gifts, the Dream Girl will earn the right to represent San Mateo County in the Cal-Expo State Fair Maid of California Pageant Aug. 25.



# SAN MATEO COUNTY FAIR AND FLORAL FIESTA

## NEWS

it's a golden bicentennial fair  
... a star spangled fiesta

JUNE 25, 1976

## 24th Annual Dream Girl Pageant Opens Fair Season in San Mateo County



Tonight's Dream Girl Pageant marks the end of the year-long reign of Beryl Anne Clark as Dream Girl 1975. Her year as the County's official queen included trips, personal appearances, speaking engagements and even a chance to appear on Mike Cleary's KNBR radio show and proclaim him "Dream Guy '76". Cleary is returning for his sixth year as Master of Ceremonies for the pageant.

The judges for this year's competition will be: Monique Benoit, free lance writer and beauty consultant; Christopher Lee, Public Relations for Marriott's Great Amer-



ica; Miss Lorraine of Miss Lorraine's Modeling School & Agency of Los Altos; R.C. Owens, former all-pro end for the San Francisco 49ers; Robert R. Stein, Executive Vice President of Western Fairs Association. The judges personally interview each of the girls before the pageant and the selection of the winner is based 80% on beauty of face and figure, 10% on poise and 10% on personality.

Their job is not an easy one as fourteen of San Mateo County's loveliest vie for the title of Dream Girl '76 and the opportunity to reign over the 42nd annual Fair & Floral



Fiesta and represent San Mateo County for one year.

Officials of the San Mateo County Fair Association are pleased to announce that tonight's Dream Girl Pageant has been chosen for the filming of a segment of an upcoming television special starring The Beach Boys. The popular singing group will be present at the pageant for the filming. The special is scheduled to be shown on NBC Thursday, August 5.

## Star Spangled Show Set for Fair

The Golden Bicentennial Fair...A Star Spangled Fiesta!

This is the theme of the 1976 version of the San Mateo County Fair & Floral Fiesta, and it's shaping up to be a real Star Spangled Show. From the color and beauty of the floral displays to the wild carnival rides, visitors will experience a slice of Americana unique to County Fairs.

This year's entertainment line-up for the Fiesta Bowl Stage will find popular recording artist Joanie Sommers appearing the first week along with comedian Bobby Sargent and the singing De Rieux Family. Monday, August 2 will be Youth Day and a

special stage show featuring the Charlie Muselwhite Band and Freedom Train will appear. The Homestead Act, a bluegrass quartet, magicians Gold Finger & Dove and the singing group Unity will perform the balance of the second week. As a special added attraction, Ken Delo and Sandi Griffiths from the Lawrence Welk television show will also be on stage the last two days of the Fair.

In addition to the Fiesta Bowl stage shows the Fairgrounds will be alive with a wide variety of activities, contests and entertainment including; the Early American Circus, Timo the Clown, the Royal Marion-

ettes, MisMatch the Mime, Johnny Vaughn's trio, skateboard demonstrations and contests, Trinidad Steel Drummers, the Diaper Derby, concerts by the Ray Hackett orchestra, Perfect Legs contest, the Aloha Nani Dancers, cooking contests, San Mateo County Square Dancers and much, much more.

This 42nd annual Fair & Floral Fiesta promises to be a family entertainment show second to none. Each of the 13 days from July 26 to August 7 will offer something different and exciting for people of all ages.

# THE SAN MATEO COUNTY Fair and Floral Fiesta 1984

50TH ANNIVERSARY ISSUE

COMPLIMENTARY COPY



COLLECTOR'S EDITION



# Post 2023 Fair Goals

August 2023

## **Diversify Concessions**

Seek food options for all dietary preferences and needs.  
Look for up to 3 new stands.

## **Balancing Commercial Vendors**

Find a balance of having weekend vendors and indoor vendors each day the fair is open

## **Bring Back San Mateo County Fair Nostalgia**

The 2024 San Mateo County Fair will be the fair's 90<sup>th</sup> Anniversary.  
Extensive research of fair's years past and conducting county wide focus groups.



# 2023 Guest Comments

## CONCESSIONS

- “I would have liked to see more vegetarian food offerings.”
- “Please have more specialized diet friendly food.”
- “Please add healthier food items.”

## COMMERCIAL

- “It feels like the food and carnival rides are pre pandemic levels but the booths seem to not be as plentiful.”
- “I would like the vendors to come back to the main building like before.”
- “This is very likely a problem caused by Covid, however, I greatly missed the wild and wacky few of vendors of seemingly millions of tiny helpful household objects. I was hoping to find another flashlight. That’s only 2 inches long. My guess is that these vendors have just been pummeled by Covid and did not feel that they would get a return from the fair equal to their entry fee.”

## NOSTALGIA

- “Need to look at what the fair was like in the 80’s to early 2000’s and bring that back.”



# Commercial Balance

## GOALS

Provide Indoor Commercial Vendors for all fair operating days

Provide weekend only commercial vendors

Move Senior Day Vendors to a larger space





# Food for all Diets

## GOALS

Add at least two entrée concession stands

Salad to be sold in-house

Add one dessert concession stand

Accept one to two food vendors without trailers for one day special events





# Food for all Diets

## 2024 Returning Concession Stands

A Pop Above

Chan's Chicken

Giant Cone

Hot Dog on a Stick

Fanny's Fabulous Funnel Cakes

Mrs. J's Ice Cream

Noels

Pacific Crest Hawaiian Teriyaki

Poppys Sno

Sleek Greek

Space Age

Chillin & Grillin

West Coast Concessions Churros

West Coast Concessions Smoothies



# Bring Back Nostalgia

## GOALS

Go through Fair Archives

Connect with the public on past fairs through surveys, town halls

## IDEAS

Creating a Mini Floral Fiesta Exhibit

Creating a Fair Historical Exhibit





# Promotions

## IDEAS

\$9 Adult Admission 90 Days before Fair Opens (Sunday, March 3, 2024)

90 sets of family 4 packs to be available through social media contests, outreach at other events, etc.

Celebrating 90 Years with the 1990'S

90 Year Old My Fair Person Contest- Senior Day

Entrée Concession Stands have a \$9 entree



# Entertainment

## Returning Grounds



BC Characters

Balloonacy & Voice of the Fair

All Alaskan Pig Racing

Roberto the Magnificent

Zoe the Butterfly

Sky River Butterflies

Hillia the Hula Hoop

No more than 2 More Grounds to be Added





# Entertainment

## Main Stage



Saturday, June 1: Pacific Islands Day

Sunday, June 2: WAR

Wednesday, June 5:

Remember When Rock was Young (Elton John Tribute)

Thursday, June 6: TBD

Friday, June 7: TBD

Saturday, June 8: Queen Nation

Sunday, June 9: Dia De La Feria

