



1776 Tribute Road, Suite 205  
Sacramento, CA 95815  
Office: 916.927.7223 Fax: 916.263.3341  
[www.calairs.com](http://www.calairs.com)

**AGENDA**  
**CALIFORNIA AUTHORITY OF RACING FAIRS**  
**LIVE RACING COMMITTEE MEETING**  
**JOHN ALKIRE, CHAIR**  
**11:00 A.M., TUESDAY, JUNE 3, 2014**

Notice is hereby given that a meeting of the California Authority of Racing Fairs' Live Racing Committee will commence at 11:00 a.m., Tuesday, June 3, 2014. The meeting will be held in Sacramento. 1776 Tribute Road Conference Room, Sacramento, CA 95815

**AGENDA**

- I. Date, time and location of next meeting: September 9, 2014 in Sacramento CA
- II. Public Comment.
- III. Approval of minutes.
- IV. Report, discussion and action, if any, on CARF 2014 Legislative Program.
- V. Report and update on request for proposals for statewide totalisator system.
- VI. Report, discussion and action, if any, on planning and contracts for 2014 fair racing circuit.
- VII. Report and update on CHRB license applications.
- VIII. Executive Director's Report



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**NOTICE**  
**CALIFORNIA AUTHORITY OF RACING FAIRS**  
**LIVE RACING COMMITTEE MEETING**  
**JOHN ALKIRE, CHAIR**  
**11:00 A.M., TUESDAY, APRIL 1, 2014**

Notice is hereby given that a meeting of the California Authority of Racing Fairs' Live Racing Committee will commence at 11:00 a.m., Tuesday, June 3, 2014. The meeting will be held at California Authority of Racing Fairs Conference Room located at 1776 Tribute Road, Sacramento, CA 95815.

**CARF Live Racing Committee Meeting**  
**Toll Free Dial In Number: (800) 791-2345**  
**Participant Code: 62745#**  
**Via Teleconference**

In order to ensure that all meeting participants are able to hear discussions during the teleconference, we ask that teleconference participants call from a land-line and **Please Place Phone on MUTE While Not Speaking.** The public and members of the California Authority of Racing Fairs Live Racing Committee may participate From the following locations:

Alameda County Fair  
4501 Pleasanton Avenue  
Pleasanton, CA 94566

California State Fair  
1600 Exposition Blvd.  
Sacramento, CA 95815

San Joaquin Fair  
1658 S. Airport Way  
Stockton, CA 95206

The Big Fresno Fair  
1121 S. Chance Avenue  
Fresno, CA 93702

Humboldt County Fair  
1250 5<sup>th</sup> Street  
Ferndale, CA 95536

CALIFORNIA AUTHORITY OF RACING FAIRS  
Live Racing Committee  
Tuesday, May 6, 2014

MINUTES

A meeting of the California Authority of Racing Fairs (CARF) Live Racing Committee was held at 11:00 A.M., Tuesday, May 6, 2014. The meeting was hosted at the CARF offices, 1776 Tribute Road, Sacramento, California.

CARF Live Racing Committee members attending: John Alkire, Richard Conway, Kelly Olds, Rick Pickering and Jeanne Wasserman.

Staff and Guests attending: Christopher Korby, Larry Swartzlander, Tom Doutrich, Heather Haviland, Amelia White, Raechelle Gibbons, Louie Brown, Ann Grottveit, John Quiroz, Brian May, Caroline Titus and Richard Lewis.

**Agenda Item 1 – Date, Time and Location of Next Meeting.** The next CARF Live Racing Committee meeting will be held Tuesday, June 3, 2014 in Sacramento. Ms. Wasserman requested that the meeting have a teleconference option to accommodate Alameda County Fair staff as they prepare for Fair.

**Agenda Item 2 – Public Comment.** Mr. May introduced Kelly Olds, newly appointed CEO of the San Joaquin County Fair. Mr. Olds circulated an article that ran in the Stockton Record which presented the Fairgrounds in a positive light.

**Agenda Item 3 – Approval of Minutes.** Mr. Pickering moved to approve the meeting minutes as presented. Mr. Conway seconded, unanimously approved.

**Agenda Item 4 – Report, Discussion and Action, if any, on CARF 2014 Legislative Program.** Mr. Brown reported that May 2 was the deadline for policy bills with financial implications to pass policy committee. The fiscal committees will be hearing bills for the next couple weeks as May 30 is the last day to pass bills out of the house of origin.

Mr. Brown reported that SB 1003 (Evans) is moving along and is already in the Assembly. The bill is available for amendment from a substantive spot bill increasing the imported race cap to a sunset extension for the California Marketing Committee (CMC). The bill is also available for other language should the need arise.

AB 2005 (Chesbro) seeks to expand the CHRB Board membership to 11 members; 7 public members appointed by the Governor, 2 members of the Senate appointed by the Senate Committee on Rules and 2 members of the Assembly appointed by the Speaker of the Assembly. The members appointed from the Legislature would serve as nonvoting, ex-officio members for a term of two years. The bill passed out of the Senate G.O. Committee by unanimous vote with no support or opposition testimony. The CHRB and other members of the racing industry have concerns regarding the bill.

AB 2592 (Chesbro) would require the CHRB to conduct an economic analysis prior to any major changes in the Fair racing calendar (defined as three or more days). CTT testified in support of the bill and it moved on a unanimous vote. The language currently defines the elements of the economic analysis as: The financial loss or gain to each fair including the impact on fair admissions, concessions, and sponsorship, jobs generated or lost, availability of seasonal workers, impact on agricultural education programs, and financial impact on the community at large due to the changes in the racing calendar.

Mr. Pickering stated that Fairs are interested in how racing impacts their communities and he would welcome the study but questioned why it only pertains only to Fairs. Mr. Alkire stated that the CHRB is tasked with governing the health of racing in California and any criteria imposed for determining the allocation of race dates should be all-inclusive for any association requesting dates, not just imposed on Fair race meets.

Mr. Alkire moved, absent any additional information that would support rationale for expanding the CHRB Board of Directors, recommended that CARF oppose AB 2005. Mr. Olds seconded. YES VOTE: Mr. Alkire, Mr. Olds and Ms. Wasserman. ABSTAIN: Mr. Conway and Mr. Pickering. Mr. Korby added that action by the CARF Board of Directors would determine the official CARF position.

Mr. Pickering moved to support AB 2952, if amended, to included elements to the economic analysis that the CARF deems appropriate and helpful. Mr. Conway seconded, unanimously approved.

Mr. Brown reported that AB 2490 (Eggman), the DAA's regulatory relief bill, has passed out of the Senate Agriculture Committee last week on a unanimous vote. The bill is similar to the Cannella bill introduced last year and deals with contracting and procurement, Governor's appointees, fleets, etc. Language in the bill may be refined further, but the bill will move on parallel track with Ms. Eggman's efforts to secure general fund relief for Fairs.

Mr. Brown reported that Internet Poker has been heavily discussed and it is uncertain if the two bills regarding the issue will move forward. Mr. Korby reported that CARF is still a member of

Horse Racing United (HRU) which is a collection of racing interests that have come together to keep the racing industry involved in the Internet Poker legislation.

**Agenda Item 5 – Report and Update on CHRB License Applications; Approval of License for Oak Tree at Pleasanton.** Mr. Korby reported that the CHRB approved the license application submitted by Oak Tree Racing Association and Alameda County Fair to conduct three weeks of racing at the Fairgrounds in Pleasanton. The CHRB approval represents the latest step forward in a year-long effort by Oak Tree, Alameda County Fair and CARF to offer a new concept for racing in Northern California.

Mr. Swartzlander reported that the Cal Expo application has been submitted and will be heard May 22 at Santa Anita. The Fresno application is complete and preparation for Ferndale and Stockton applications are currently underway.

**Agenda Item 6 – Discussion and Action, if any, on Memorandum of Understanding (MOU) Regarding Reimbursement of Racing Expense Paid by CARF on Behalf of Member Fairs.** Mr. Korby stated that he is pleased to report that CARF has received signed MOU's from each of the racing Fairs, four of which are included in the meeting packets. The MOU was written to protect both the agency and member Fairs from potential liability.

Mr. Korby circulated a document titled *Reimbursement of Racing Expenses to CARF – Billback Procedures and Invoice Schedules for 2014*, which CARF staff has developed to explain how expenses will be reimbursed. Ms. Gibbons reported that procedures have not changed drastically, but sharing these written procedures with the CARF Live Racing Committee and appropriate Fair personnel will ensure that everyone is informed regarding the timing and structure of 2014 billbacks and invoicing. Ms. Gibbons walked those present through the circulated document in detail, including the new agency allocation.

Mr. Pickering recommended that each Fair Manager inform their respective Boards that month-to-month and quarter-to-quarter comparisons for racing will no longer be on par with prior years. Cash flows may be affected. Fair Managers and accounting staff should stay in touch with CARF staff to stay informed of changes.

**Agenda Item 7 – Report, Discussion and Action, if any, on CARF Consolidated Purse Account.** No discussion and action were required.

**Agenda Item 8 – Discussion and Action, if any, on Planning and Contracts for 2014 Fair Racing Circuit.** Mr. Swartzlander reported that all racing contracts have been finalized. The Disher Accountancy contract has increased \$30 per day after a long contract period with no increases. The contract for Vassar Photography has been revised to streamline billing and to include any

promotional photography requests made by Fair management including providing an end of meet disc of images.

**Agenda Item 9 – Report, Discussion and Action, if any, on Horsemen’s Agreements and Purse Schedule.** Mr. Swartzlander reported that all Horsemen’s Agreements have been signed.

**Agenda Item 10 – Report, Discussion and Action, if any, on Specific Racing Days per Week at Fairs in 2014.** Mr. Swartzlander reported that Humboldt County Fair has decided to conduct a six day race meet, running Friday through Sunday each week. Cal Expo will race seven days due to Del Mar decisions to not conduct racing on Thursday, July 10. Cal Expo will race Friday through Sunday the first week of the meet and Thursday through Sunday the second week.

**Agenda Item 11 – Report on Requests for CARF to Provide a Director of Racing at Member Fairs.** Mr. Korby reported that Cal Expo, Stockton and Fresno have asked Mr. Swartzlander to formally serve as Director of Racing for their meets thereby overseeing racing operations.

**Agenda Item 12 – Executive Director’s Report.** Mr. Korby reported that CARF staff will be modifying the existing procedures for distributing meeting packets. Meeting packets will now be available online, without password protection. A notice and link will be distributed when the packets are available. If a meeting participant still wishes to receive a hard copy of the packets mailed to the Fairgrounds, they may opt-in by contacting CARF staff and making the request.

Mr. Korby reported that L.A. County Fair has announced that after several weeks of discussions with California horse racing industry they have decided, contingent upon CHRB approval, to conduct their future race dates at Los Alamitos Race Course. The CHRB heard testimony at their last meeting, but postponed further discussion or action.

Respectfully submitted,  
Heather Haviland

## CA Authority of Racing Fairs Legislative Report - Last 10 Days 5/23/2014

### [AB 2005](#) (Chesbro D) California Horse Racing Board: membership and per diem.

**Current Text:** Amended: 4/24/2014 [pdf](#) [html](#)

**Introduced:** 2/20/2014

**Last Amend:** 4/24/2014

**Status:** 5/19/2014-In Senate. Read first time. To Com. on RLS. for assignment.

**Location:** 5/19/2014-S. RLS.

Desk	Policy	Fiscal	Floor	Desk	Policy	Fiscal	Floor	Conf.	Enrolled	Vetoed	Chaptered	
1st House				2nd House				Conf. Conc.				

**Summary:** Existing law, the Horse Racing Law, provides for the operation of live horse racing in this state and for wagering on horse races, and for the operation of satellite wagering facilities, subject to regulation and oversight by the California Horse Racing Board, as specified. That law provides that the board consist of 7 members appointed by the Governor and that the members of the board receive a per diem of \$100 for each day spent in attendance at official meetings and be reimbursed for traveling and other expenses necessarily incurred in the performance of official duties. This bill would expand the membership of the board to 11 members, 7 public members appointed by the Governor, 2 Members of the Senate appointed by the Senate Committee on Rules, and 2 Members of the Assembly appointed by the Speaker of the Assembly, as specified. The bill would provide that Members of the Legislature appointed to the board shall serve as nonvoting, ex-officio members of the board and for a term of 2 years, with no limit on the number of terms that may be served by any one Member. The bill would make the legislative members ineligible to serve on the subcommittees of the board and would prohibit a legislative member of the board from receiving per diem or reimbursement for traveling and other expenses from the board for his or her service on the board.

Organization	Position
CARF	Watch

### [AB 2066](#) (Hall D) Tribal gaming: local agencies.

**Current Text:** Introduced: 2/20/2014 [pdf](#) [html](#)

**Introduced:** 2/20/2014

**Status:** 5/22/2014-Referred to Com. on G.O.

**Location:** 5/22/2014-S. G.O.

Desk	Policy	Fiscal	Floor	Desk	Policy	Fiscal	Floor	Conf.	Enrolled	Vetoed	Chaptered	
1st House				2nd House				Conf. Conc.				

**Summary:** Existing law creates in the State Treasury the Indian Gaming Special Distribution Fund for the receipt and deposit of moneys received by the state from certain Indian tribes pursuant to the terms of gaming compacts entered into with the state. Existing law authorizes moneys in that fund to be used for specified purposes, including for grants for the support of state and local government agencies impacted by tribal government gaming. Existing law, until January 1, 2021, creates a County Tribal Casino Account in the treasury of each county that contains a tribal casino, which is funded according to specified formulas. Existing law requires the Controller to divide the County Tribal Casino Account for each county that has gaming devices that are subject to an obligation to make contributions to the Indian Gaming Special Distribution Fund into a separate account, known as an Individual Tribal Casino Account, for each tribe that operates a casino within the county. Each Individual Tribal Casino Account is required to be funded in proportion to the amount that each individual tribe paid in the prior fiscal year to the Indian Gaming Special Distribution Fund, and used for grants to local agencies impacted by tribal casinos, as specified. Existing law establishes an Indian Gaming Local Community Benefit Committee in each county in which gaming is conducted, specifies the composition and responsibilities of that committee, and requires that committee to make the selection of grants from the casino accounts. Among other things, the committee is responsible for establishing all application policies and procedures for grants from the casino accounts. This bill would delete the obsolete provisions relating to allocations made in those specified fiscal years. This bill contains other existing laws.

Organization	Position
CARF	Watch

### [AB 2592](#) (Chesbro D) California Horse Racing Board: fair horse racing calendar: economic analysis.

**Current Text:** Amended: 4/28/2014 [pdf](#) [html](#)

**Introduced:** 2/21/2014

**Last Amend:** 4/28/2014

**Status:** 5/15/2014-Read second time. Ordered to consent calendar.

**Location:** 5/15/2014-A. CONSENT CALENDAR

Desk	Policy	Fiscal	Floor	Desk	Policy	Fiscal	Floor	Conf.	Enrolled	Vetoed	Chaptered
1st House				2nd House				Conc.			

**Calendar:** 5/23/2014 #166 ASSEMBLY CONSENT CALENDAR-SECOND LEGISLATIVE DAY ASSEMBLY MEASURES

**Summary:** Existing law, the Horse Racing Law, provides for the operation of live horse racing in this state and for wagering thereon, and for the operation of satellite wagering facilities, subject to regulation and oversight by the California Horse Racing Board. That law also requires the board to allocate racing weeks to a fair and to hold a public hearing and take testimony when making all determinations on the allocation of racing dates to a fair. This bill would require the board, when it receives a proposal to make a substantial change, as defined, to the number of days a fair conducts races or to the weeks in the horse racing calendar allocated to that fair to conduct a specified economic analysis of the proposal's effect on those fairs whose horse racing calendar would be impacted and to consider all proposed alternative racing dates based on that economic analysis before the board votes on the proposal or any alternative option to the original proposal. The bill would make other, nonsubstantive changes to the Horse Racing Law.

**Organization Position**  
CARF Watch

[AB 2637](#) **(Hall D) Horse racing: parimutuel wagering and charity racing days.**

**Current Text:** Amended: 3/28/2014 [pdf](#) [html](#)

**Introduced:** 2/21/2014

**Last Amend:** 3/28/2014

**Status:** 5/15/2014-Read second time. Ordered to consent calendar.

**Location:** 5/15/2014-A. CONSENT CALENDAR

Desk	Policy	Fiscal	Floor	Desk	Policy	Fiscal	Floor	Conf.	Enrolled	Vetoed	Chaptered
1st House				2nd House				Conc.			

**Calendar:** 5/23/2014 #168 ASSEMBLY CONSENT CALENDAR-SECOND LEGISLATIVE DAY ASSEMBLY MEASURES

**Summary:** (1) Existing law, the Horse Racing Law, provides for the operation of live horse racing in this state and for wagering thereon, and for the operation of satellite wagering facilities, subject to regulation and oversight by the California Horse Racing Board as specified. That law authorizes an association or fair to offer any form of parimutuel wagering, as defined, and authorizes the board to prohibit any form of parimutuel wagering if it determines that the proposed wagering would compromise the honesty and integrity of racing in the state. This bill would correct an outdated cross-reference and would delete the board's authority to annually allocate a maximum of 28 racing days to any county fair in the northern zone which did not conduct horse racing prior to January 1, 1985. This bill contains other related provisions and other existing laws.

**Organization Position**  
CARF Watch

[AB 2655](#) **(Hall D) Horse racing: out-of-state thoroughbred races: Apple Blossom Handicap.**

**Current Text:** Introduced: 2/21/2014 [pdf](#) [html](#)

**Introduced:** 2/21/2014

**Status:** 5/22/2014-Referred to Com. on G.O.

**Location:** 5/22/2014-S. G.O.

Desk	Policy	Fiscal	Floor	Desk	Policy	Fiscal	Floor	Conf.	Enrolled	Vetoed	Chaptered
1st House				2nd House				Conc.			

**Summary:** Existing law authorizes a thoroughbred racing association or fair to distribute the audiovisual signal and accept wagers on the results of out-of-state thoroughbred races conducted in the United States during the calendar period the association or fair is conducting a race meeting, including days on which there is no live racing being conducted by the association or fair, without the consent of the organization that represents horsemen and horsewomen participating in the race meeting and without regard to the amount of purses. Under existing law, the total number of thoroughbred races imported by associations or fairs on a statewide basis under these provisions shall not exceed 50 per day on days when live thoroughbred or fair racing is being conducted in the state, with the exception of prescribed races, including races imported that are part of the race card of the Kentucky Derby, the Kentucky Oaks, the Preakness Stakes, the Belmont Stakes, the Jockey Club Gold Cup, the Travers Stakes, the Arlington Million, the Breeders' Cup, the Dubai Cup, the Arkansas Derby, or the Haskell Invitational. This bill would exempt from the 50 imported race per day limitation, races imported that are part of the race card of the Apple Blossom Handicap.

**Organization Position**  
CARF Watch

**Total Measures: 5**  
**Total Tracking Forms: 5**



## PLEASANTON

June 19-July 6 (12 Days)

## SACRAMENTO

July 11-20 (7 Days)

## FERNDALE

August 13-24 (6 Days)

## STOCKTON

September 19-28 (6 Days)

## FRESNO

October 2-13 (9 Days)

Tom Doutrich (*Racing Secretary*):  
(415) 271-4613

Larry Swartzlander (*COO*):  
(916) 799-7084

Vicki Layne (*Paymaster*):  
(916) 715-8642

Toll-Free Entries:  
(877) 722-3860



### STARTER BONUS

\$50 Starter Bonus for each Thoroughbred and Emerging Breed Start.

### OUT-OF-STATE HORSES

\$300 1st start, \$150 2nd start  
(\$150/\$150 Ferndale).

### VIP PROGRAM

VIP Program provides one parking pass/credential for the CARF Fair Circuit, special access and other perks. Contact the Racing Secretary for details.

Thoroughbred Trainer

# INCENTIVES\$ UP TO \$5,500 BONUS!

*Thoroughbred Trainers* making 5-9 starts during Oak Tree at Pleasanton, Ferndale (TB & EB), Stockton and Fresno will receive a **\$500 Bonus** at each meet where they reach the start requirement.

*Trainers making 10 or more starts* will receive a **\$1,000 BONUS.**

*Thoroughbred Trainers* making 5-9 starts at Cal Expo will receive an **\$800 Bonus.**

*Trainers making 10 or more starts* will receive a **\$1,500 BONUS.**

# 2014 RACING FAIRS



[www.CALFAIRS.com](http://www.CALFAIRS.com)



# Calendar for year 2016 (United States)

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Calendar generated on [www.timeanddate.com/calendar](http://www.timeanddate.com/calendar)

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June						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Calendar generated on [www.timeanddate.com/calendar](http://www.timeanddate.com/calendar)

**CALIFORNIA AUTHORITY OF RACING FAIRS**  
*Management Services and Contract Administration*  
*for*  
*Live Horse Racing Operations*

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**Racing Operations**

- CARF works with Racing Fairs on preparation, submission and presentation of CHRB License Applications
- Provides Racing Office computer system (all computer hardware/peripherals) and application software (Equibase) and manages service, technical support and transportation
- Provides and manages Paymaster services, including Paymaster (CARF employee) bank accounts, audits, payment of all purse moneys to owners and all other distributions of payment to various recipients
- Telecommunications: provision of voice, fax and data lines necessary to support racing, totalisator and simulcast operations
- Provides accounting, reconciliation and distribution of all parimutuel commissions, purse, license fees and other distributions
- Coordinates development and management of purse schedule through Fair Circuit in cooperation with Fair Racing Secretaries and Thoroughbred Owners of California
- Provides Supplemental Purse Fund management and accounting
- Provides marketing coordination through circuit
- Manages contracts for daily racing program production, printing and distribution
- Manages Condition Book production and distribution
- Manages contracts and logistics for provision of Jumbo Video Screen

**CALIFORNIA AUTHORITY OF RACING FAIRS**  
*Management Services and Contract Administration*  
*for*  
*Live Horse Racing Operations*

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**Racing Operations (cont'd)**

- Manages contract for Starting Gate
- Manages contract for Photo Finish
- Total Carbon Dioxide (TCO<sub>2</sub>) testing
- Furnishes electronic timing system with operator
- Oversees TV Replay System for Officials
- Manages provision of Temporary stalls
- Coordinates provision of Mobile offices for racing operations
- Daily, on-site management and oversight of all operations above, along with management, coordination and disposition of other matters that may arise from time to time in the course of conducting racing at Fairs
- Active liaison, representation and advocacy with on-track Stewards and with senior CHRB officials
- Manages consolidated purses' program.

**Contracts with Horsemen's Associations**

- Negotiate contracts with horsemen's associations, as required by statute.
- Thoroughbred Owners of California
- Cal Western Appaloosa
- Pacific Coast Quarter Horse Association
- Arabian Racing Association of California
- Racing Mule Association
- California Thoroughbred Trainers

**CALIFORNIA AUTHORITY OF RACING FAIRS**  
*Management Services and Contract Administration*  
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**Labor Agreements**

- Maintains membership in Federation of California Racing Associations to provide representation in racing industry employer group for labor union negotiations.
- Local 280 Pari-Mutuel Employees Guild
- Local 1877 (formerly Local 399) AFL-CIO Service Employees International Union Valets and rec. barn personnel
- Local 495 International Brotherhood of Teamsters, Chauffeurs, Warehousemen and helpers of America
- Note: Assist Starters now with Teamsters Local 495 but under separate agreement

**Racetrack Safety and Maintenance Program**

- CARF developed this program and provides management oversight throughout Fair circuit.
- Works with Division of Fairs and Expositions to maintain funding support
- Contracts with Steve Wood, Trackmaster, Inc., to provide expert consultation and oversight of Fair track maintenance
- Carries lease agreements for specialized tractors used for maintaining track surfaces
- Owns and provides custom-built water truck (2001 Sterling).
- Owns and provides rock-picker (added 2003).
-

**CALIFORNIA AUTHORITY OF RACING FAIRS**  
*Management Services and Contract Administration*  
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*Live Horse Racing Operations*

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**Racetrack Safety and Maintenance Program (cont'd)**

- Owns or provides harrows, floats, and other miscellaneous equipment required for track maintenance.
- Manages all planning, heavy equipment transportation and logistics
- Provides daily, on-site management, key personnel and oversight
- No direct cost to Racing Fairs.
- Administers Jockey Club Equine Industry Database for CARF member Fairs

**Recruitment Program for Out-of-State Horses**

- Organizes and conducts out-of-state recruitment of horses to run at Northern California Fairs
- Manage payment of incentives
- Track and report on results of Recruitment Program

**Parimutuel Wagering Operations**

- Maintains totalisator contract
- Parimutuel labor contract
- NOTWInc agreement for Northern California simulcast network
- You Bet.com Advanced Deposit Wagering
- TVG Advanced Deposit Wagering
- Xpress Bet Advanced Deposit Wagering
- TwinSpires Advanced Deposit Wagering
- Provides all accounting, reconciliation, banking for ADW wagering operations



**CALIFORNIA AUTHORITY OF RACING FAIRS**  
*Management Services and Contract Administration*  
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**Personnel**

- Racing Secretary
- Track Safety and Maintenance Manager
- Morning Fitness Vet
- Veterinarian
- TCO2 Technician
- Track Maintenance Crew Chief
- Horse Ambulance Driver
- Clocker and Timer
- Paymaster
- Program Manager
- Track Announcer
- Stewards' Aide
- Jocks' Room

**Web Site Operation**

- Manages racing Website [www.calfairs.net](http://www.calfairs.net) on behalf of Fairs which conduct live racing
- Contracts with information service providers
- Daily management and administration of racing information provided to racing fans on Website

**CALIFORNIA AUTHORITY OF RACING FAIRS**  
*Management Services and Contract Administration*  
*for*  
*Live Horse Racing Operations*

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**Simulcast Operations**

- Manages Satellite Transmission and Encryption Services
- Manages TV Production for simulcast coverage
- Manages telecommunications support: provision of voice, fax and data lines necessary to support simulcast operations
- Furnishes back up electrical generators
- Provides accounting, reconciliation, banking for simulcast operations
- NOTWInc contract for Northern California simulcast network
- Manages contracts for out-of-state simulcast sites and distribution of daily racing programs and other simulcast information
- Payment of commissions, purses, license fees and all other distributions from simulcast operations

CK - January 2011

# STATE★FAIR CALIFORNIA



STATE★FAIR  
CALIFORNIA

JULY  
11-27

**2014 FAIR & RACING**  
Advertising & Promotional Plan

# PART 1

## FAIR MARKETING



### ENHANCING THE CUSTOMER EXPERIENCE

More than \$1.2 million in cash and cash equivalents (in-kind advertising) will be spent on advertising, marketing and promotions to draw the Sacramento metropolitan area and San Joaquin Valley to the 2014 the California State Fair and Race Meet.



**T**he 2014 California State Fair will operate 17 days this summer from July 11-27 with an estimated attendance of 690,000 patrons.

#### Broadcast TV/Cable Advertising

- 3 weeks of Prime/Prime Access leading into the Fair.
- 3 weeks of Early Morning during the Fair.

#### Radio Advertising

- DJ Reads to promote events at the Fair.
- Traffic & News.
- Satellite streaming radio on Pandora and Spotify.

#### Print Advertising

- Sacramento Bee
- Sacramento Magazine
- Sactown Magazine
- Sacramento News & Review
- Submerge

#### Outdoor Advertising

- High traffic bulletins with extensions.
- Digital billboards.
- Transit shelters in Midtown.
- Wild Postings in Midtown.

#### Digital Marketing

- Static banners – mobile and desktop
- Online videos
- Promoted posts and Like ads in Facebook

#### Social Media Outreach

- Promotion through Facebook, Twitter, Instagram, Pinterest and YouTube.

## MARKETING AWARDS & STATISTICS

The 2013 California State Fair received 12 awards from the Western Fairs Association (WFA) for marketing and advertising campaigns. The Fair was presented with awards in categories such as Commemorative Poster, Official Program, Fair-Time Innovative Marketing Strategy, Radio Advertising, Magazine Advertisement and Crisis Management Plan.

**697,045**  
2013 FAIR ATTENDANCE

**53,953**  
FACEBOOK FANS

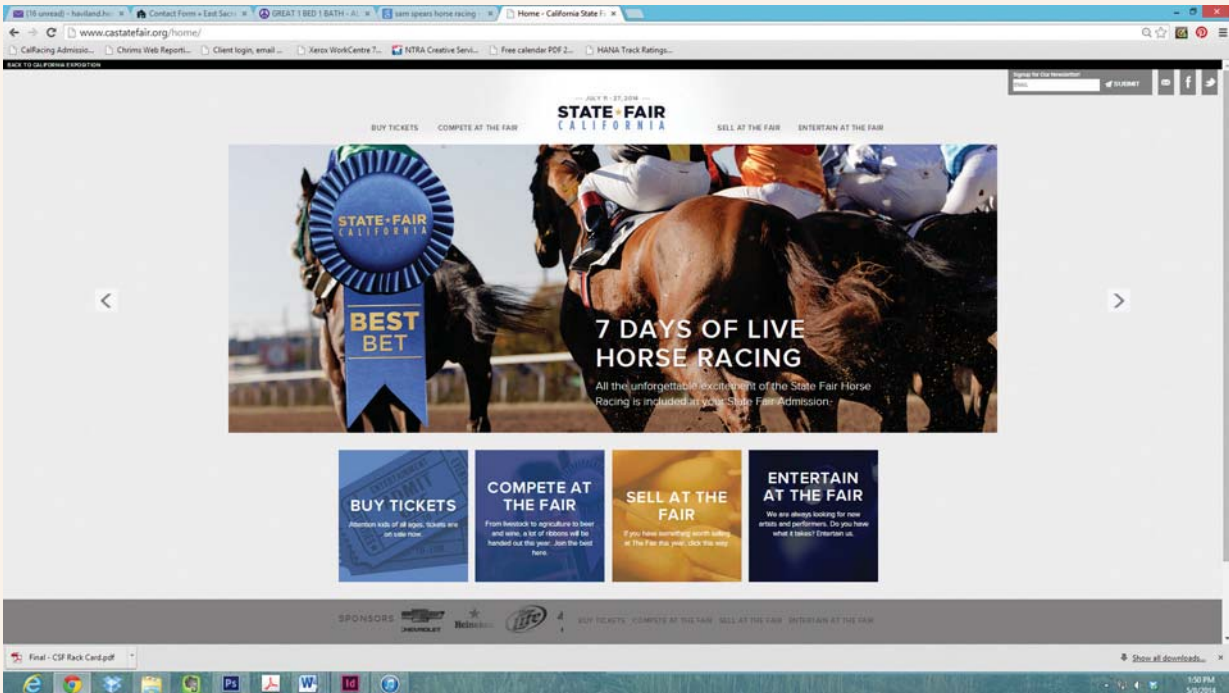
**3,387**  
TWITTER FOLLOWERS

**52,000**  
FAIR E-MAIL LIST

**13,856**  
HORSEPLAYER DATABASE

**921**  
INSTAGRAM FOLLOWERS

## NEW WEBSITE REDESIGN FOR 2014!



# PART 2

## HORSE RACING

The majority of advertising for the annual fair includes advertising of the race meet. Additionally, a plan is developed to specifically enhance ontrack attendance and develop fans through a variety of marketing channels and onsite experiences.

Many first-timers and casual fans, who might never attend a private track, are exposed to horse racing in an exciting manner at the California State Fair.



In 2013, the California State Fair attendance was 697,045. A primary focus of the marketing campaign for racing in 2014 is to drive traffic from all three fair admission gates on the 365 acre developed portion of the facility to the Grandstand on racing days. We will achieve this by:

- Signage at each information booth located at the fair entrances announcing daily racing post times.
- “Win, Place, Show” entry cards at all fair information kiosks.
- Coupons for a free racing program will be available at all fair information kiosks.
- “Call to the Post” audio will play at all Voice of the Fair speaker locations within the fairgrounds.
- DVD video footage of racing will play on the jumbotrons in the Golden 1 Concert Stage.
- Audio promoting racing will play on the fairgrounds monorail.
- Banners and signage promoting the racing schedule and post times will be displayed in high-traffic areas.

### Racing Advertising

Horse racing is a major component of the fair’s \$800,000 media buy which includes an additional \$400,000 in added value through

2013 SAMPLE

ADVERTISING &

COLLATERAL

negotiated promotions with various TV, radio, print and digital providers in the Sacramento DMA. Samples of the promotion of live racing at the California State Fair include:

- :15 and :30 TV commercials with specific end cards for horse racing (English and Spanish).
- Ticket giveaways on TV and radio.
- Satellite radio advertising through Pandora.
- Outdoor bulletin billboards.
- LED signs (9 locations on major interstates).
- Rack cards placed in community with strategic partners.
- New California State Fair website ([www.CASStateFair.org](http://www.CASStateFair.org)).
- Specialty advertising insert in Sacramento weekly print and online publications.
- Full page color advertisement in regionally focused lifestyle magazines.
- "Wild Postings" in key areas of Sacramento.
- Signage at three entrance gates and on-grounds signage.
- Post times and grandstand promotions listed in the CSF Daily Schedule.
- Press releases and media advisories.
- E-newsletter updates to more than 30,000 subscribers to encourage impulse incremental attendance.
- Facebook posting to more than 57,000 subscribers.
- Frequent daily messaging on "Voice of the Fair" which is broadcast throughout the fairgrounds.
- Community outreach at major community events.



# HORSE RACING

# EDUCATION & PROMOTIONS

### Win, Place, Show Promotion

This daily, randomly drawn voucher giveaway encourages everyone at the races to select a horse in a designated race, giving all fairgoers a “betting” interest in the race. For some patrons, this promotion is their first introduction to reading a program and learning simple racing terms such as “win,” “place” and “show.”

### Miller Lite Happy Hour

Every Saturday discount beers will be sold from 2 p.m. to 4 p.m. at the main bar in the bottom-level Grandstand and in the Turf Club.

### Free Programs

Coupons will be placed at all fair admission gates redeemable for a free daily racing program at the grandstand. Our daily average program redemption rate was 60 free programs per day in 2012.

### Miller Lite Race of the Day

Engages all race fans to root for an odd or even numbered horse to win the specific Miller Lite Race of the Day. The prize is \$1 beers sold at all grandstand concession locations from the time the Miller Lite Race of the Day is official, until post time for the next race.

### Late Pick 4

Late Pick 4 pool of \$30,000 or more every racing day. We will have a very knowledgeable handicapper offering insight of the daily Late Pick 4 each racing day. This segment will be broadcast on our video signal and we are hopeful it will be picked up by other national feeds.

### Voucher Giveaways

Random fans entering the fair will be given vouchers of random amounts for wagering at the racetrack. Unlike the promotion for getting a free

program on entry which has no value if they don't go to the grandstand, the voucher will be a strong incentive to go to the grandstand because it can be used for a wager or cashed in for its value.

### Handicapping Workshops

On opening day a new event will be held at the Grandstand featuring handicapping workshops open to the public. The workshop will be hosted by track announcer Frank Mirahmadi and will have a special guest each day. During the workshop Frank will interview the guest and both will handicap the racing card for that day to open the eyes of new fans and provide on-site betting opportunities.

### Grandstand Brew Fest

On Saturday, July 19, the California State Fair Brew Fest will be held at the Grandstand featuring competition winners from statewide breweries.

## Plan Your Fair JULY 11 - 27, 2014



### WELLS FARGO KIDS DAY

FREE admission for kids 12 and under every Tuesday.

Most rides \$1.00 for all ages. From the young to the young at heart, you're sure to find fun and excitement around every corner.



### FREE ENTERTAINMENT

Every Night on the Golden 1 Credit Union Main Stage

Pick from a wide variety of FREE entertainment every night, including the Toyota Concert Series.

Tickets for reserved seating available online June 1.



### FESTIVALS & LIBATIONS

Whiskey Festival - Opening Day, July 11

Brewer's Festival - Saturday, July 19

Don't miss out on 17-days of award winning wine available at the Save Mart Supermarkets Wine Garden every day.



### LIVE HORSE RACING

Opening Week - July 11-13

Second Week - July 17-20

Cheer with your friends during 7 days of exciting live horse racing at the Miller Lite Racetrack Grandstand.

Box seats available online June 1.



California State

Fair utilizes a large

booth prominently

placed in the

Grandstand to educate

fans of all levels about

horse racing.

Last year the event drew over 1,500 attendees. We will incorporate a new Horse Racing 101 component into the program and on-site betting, similar to our Whiskey Fest.

### **CBS Whiskey Fest**

On opening day, corporate sponsors will offer several types of blended whiskeys as well as a wheel of fortune giving away special prizes. The event will take place in the tented area at the North end of the Grandstand and in the Clubhouse.

### **Expanded HRTV Coverage**

HRTV will provide expanded coverage of all races and a special segment will cover the Governor's Handicap. The media coverage was first used by Stockton and Fresno last year and resulted in a 22% increase in ADW handle.

### **Media Luncheon**

Sam Spear will host a media luncheon on Wednesday, July 9th in the Club House. All TV, radio, print and online reporters will be invited. Standout owners and trainers participating in the Cal Expo Racing Program will be invited. Art Sherman, the trainer of Kentucky Derby Winner California Chrome has been invited and will hopefully attend. Key

## HOW TO PLACE YOUR BET

At the betting window, say the following to the clerk:

- 1 RACETRACK
- 2 RACE NUMBER
- 3 DOLLAR AMOUNT OF YOUR BET
- 4 TYPE OF BET
- 5 NUMBER OF THE HORSE(S) YOU'RE BETTING ON



Management personnel will also attend to give the media positive exposure for the events surrounding the \$75,000 Governor's Handicap as well as all the noteworthy events occurring throughout the meet. Sam will also host television (KTSF TV 26) and radio shows (KNBR 680-AM) highlighting the racing at the California State Fair.

### **20 Cent Pick Six & Super High Five**

Both wagers will now be a 20 cent wager which will allow racing fans with a small bankroll to participate in these high payoff wagers. In addition each wager will pay out only if there is one winner. This will allow pools to grow quickly and add incentive for racing fans to get in on the action. Since the fairs are only two to three weeks it is difficult to get any large carryover since by law the carryovers can't be carried on to the next fair.

### **Helmet CAM**

A helmet video recorder will be mounted on one of the assistant starters to give fairgoers up-close and exhilarating shots of the horses approaching, entering and leaving the starting gate. A Helmet Cam will also be mounted on jockeys in selected races to show fans the starting action of the race within the race.

### **Wireless Voucher Machines**

manned by mutuel personnel will be available in the Turf Club and the Clubhouse. Enjoy the ability to make your wagers anywhere - from your seat to the rail overlooking the live race.

### **Race by Race Analysis**

Handicapper/Track Announcer Frank Mirahmadi will provide in-depth analysis of each race which will be available in the daily racing program.

# PART 3

## RECRUITMENT & PRODUCT ENHANCEMENT



**STATE★FAIR**  
CALIFORNIA

*The California State Fair, in conjunction with the California Authority of Racing Fairs (CARF), the Northern California racing fair circuit and the California Marketing Committee, is investing \$170,000 in horse recruitment and product enhancement. The will offer a three-pronged approach to increasing field size by recruiting, retaining and recognizing horsemen.*

### **Trainer Incentive for Starts**

\$88,000 is budgeted for retention through the CARF Trainer Incentive Program. The incentive program was first implemented in 2013 and generated a 49% increase in entries and 46% increase in starts by qualifying horsemen. Thoroughbred trainers making 5-9 starts during Pleasanton, Ferndale, Stockton and Fresno will receive a \$500 bonus, while Thoroughbred trainers making 10 or more starts will receive a \$1,000 bonus. Thoroughbred trainers making 5 starts during Sacramento will receive a \$800 bonus and Thoroughbred trainers making 10 starts will receive a \$1,500 bonus. All payments will be tracked and paid through the CARF Paymaster.

### **Out-of-State Recruitment**

\$52,000 is budgeted for out-of-state recruitment. CARF will pay a relocation fee of \$300 to the designated payee of any horse making its first start at Pleasanton, Sacramento, Santa Rosa, Ferndale, Stockton or Fresno after shipping over 450 miles. A qualifying runner making its second start at one of these Fairs will receive \$150 (with the total incentive not to exceed \$400 per horse). Qualifying horses making their first start at Ferndale will receive \$150 for their initial start, \$150 for their second start and are eligible for another \$150 payment if they start at Stockton or Fresno. All payments will be tracked and paid through the Fair Paymaster.

### **Advertising & Recognition**

\$20,000 is budgeted for horsemen recognition, collateral materials and advertising. This includes design and printing for the CARF VIP Program, out-of-state recruitment collateral, posters, flyers, direct mail pieces, print and online advertising.

2014 SAMPLE  
RECRUITMENT  
ADVERTISING

## PLEASANTON

June 19-July 6 (12 Days)

## SACRAMENTO

July 11-20 (7 Days)

## FERNDALE

August 13-24 (6 Days)

## STOCKTON

September 19-28 (6 Days)

## FRESNO

October 2-13 (9 Days)

Tom Doutrich (*Racing Secretary*):  
(415) 271-4613

Larry Swartzlander (*COO*):  
(916) 799-7084

Vicki Layne (*Paymaster*):  
(916) 715-8642

Toll-Free Entries:  
(877) 722-3860



### STARTER BONUS

\$50 Starter Bonus for each Thoroughbred and Emerging Breed Start.

### OUT-OF-STATE HORSES

\$300 1st start, \$150 2nd start (\$150/\$150 Ferndale).

### VIP PROGRAM

VIP Program provides one parking pass/credential for the CARF Fair Circuit, special access and other perks. Contact the Racing Secretary for details.

Thoroughbred Trainer

# INCENTIVES\$ UP TO \$5,500 BONUS!

*Thoroughbred Trainers* making 5-9 starts during Oak Tree at Pleasanton, Ferndale (TB & EB), Stockton and Fresno will receive a **\$500 Bonus** at each meet where they reach the start requirement.

*Trainers making 10 or more starts* will receive a **\$1,000 BONUS**.

*Thoroughbred Trainers* making 5-9 starts at Cal Expo will receive an **\$800 Bonus**.

*Trainers making 10 or more starts* will receive a **\$1,500 BONUS**.

# 2014 RACING FAIRS



[www.CALFAIRS.com](http://www.CALFAIRS.com)

