



*Happy
Holidays!*

We wish you a joyous Holiday Season & Happy New Year.

Once again, we are pleased to share some of the significant property and procedural improvements made at Alameda County Fairgrounds in 2017. We are always looking for ways to create a better experience for our partners and guests.

GROUNDS IMPROVEMENTS:

Sky Ride

Construction is now underway for the new Sky Ride attraction set to debut at the 2018 Fair. Once completed, the gondola-style ride will transport guests between the Action Sports Arena and the Palm Pavilion with a spectacular, birds-eye view of the grounds.

Building B

A new patio & outdoor bar will be added to the area just opposite Beers of the World, as well as a new outdoor concession window at the northeast corner. A rollup door located at the west end of the building was also removed.

Sound Systems

New sound systems have been installed in the A & B Buildings and are available to rent at \$300 each.

Wifi

The Fairgrounds now offers expanded wifi capabilities. Check with your event coordinator for options and pricing.

ADDITIONAL NEWS:

RV Campground Expansion

With the elimination of year-round horse training, the area previously occupied by caretakers was recently converted to a lovely, tree-shaded campground with full hook-ups and amenities comparable to RV North.

RV Store

To better serve our campground guests, the Fairgrounds will be opening its new RV Store in the first quarter of 2018. The store will offer a full range of convenience items such as soda, beer & wine, packaged foods, toilet paper & sundries and will be located next to Nohr's RV Parts and Repair Store in RV North.

Palm Pavilion & Wine Garden

Both venues were recently updated with new furniture; banquet chairs at the Palm Pavilion and patio tables & chairs at the Wine Garden.

Spectra

Just a friendly reminder that Spectra is the Fairgrounds' in-house caterer & concessionaire, contracted to handle all food and beverage service on grounds.

Electrical Costs

Please be aware that an increase in electrical costs will be coming in 2018. As always, we aim to keep rates as low as possible for vendors but need to cover our rate increases as well.



Meet the Newest Members of the Events Team:

Clint Eastman

Assistant Manager Event Operations, 2017

Clint has fond memories of attending the Fair here as a child and recently joined the Events team to oversee event operations, parking and the RV campground. He describes himself as a goal-oriented, strategic thinker who likes to "control the controllables." Clint's background is primarily event management and sales.

Dave Warren

Parking Supervisor, 2017

Since starting his position this year, Dave has been working hard to make the Fairgrounds' parking operations run more efficiently. Dave has lived in Pleasanton for the past ten years and has extensive background in car service management. He has a six-year-old son named Porter and enjoys camping, hiking and taking family trips to Yosemite.

Monelle Abaya

Event Coordinator/Contract Specialist, 2017

Always upbeat and energetic, Monelle has already made a big splash since joining the Events team earlier this year. An attorney with nine years of legal experience, she also has extensive background in event management and production and enjoys working with organizers and promoters from different backgrounds.

Veronica Knowlton

Event Coordinator, 2017

Born and raised in Livermore, Veronica also has a lifelong connection to the Fairgrounds and was excited to make the Event Coordinator position her first career choice after graduating from UC Stanislaus. Veronica prides herself on her ability to balance multiple deadlines and deliver "Disney-level" customer service to her clients.

Mariann Stolte

Administrative Assistant, 2016

Having grown up in the area, the Fairgrounds was always an important part of Mariann's life and now she is an integral part of the Event Sales team here. Mariann always brings a sense of fun to whatever she does and enjoys photography, collecting crazy socks and spending time with her son Ryder, age 13, and daughter Lucianne, age 10.

The Rest of the Team:

Faye Cater

Manager of Business Development and Event Operations, 2007

Candice Browning

Event Sales Supervisor, 2007

Jennifer Prendergast

Senior Events Coordinator, 2011

Melanie Johnston

Senior Events Coordinator, 2015

Alex Weiner

RV Campground and Storage Supervisor, 2016



Spectra Food Service Team:

Jay Polkinghorn – General Manager, 2016

Christina Nicora – Catering Manager, 2016

Brian Stone – Concession Manager, 2016

Chandra Sievers – Banquet Manager, 2017

2018 ALAMEDA COUNTY FAIR June 15 – July 8, 2018

Hello, Summer! Alameda County Fair returns with the Big O Tires Concert Series, Action Sports Arena shows, extended Horse Racing dates and much more. Open 11a.m. to 11p.m. daily.

www.alamedacountyfair.com



Please note, the Alameda County Fairgrounds will be closed for the holidays from December 18 through January 1.