

Happy New Year!

As we dive into 2023, it is time to share updates to help you host successful events at the Fairgrounds this year.

Taste the Difference: Food and Beverage Services

The Alameda County Fairgrounds long time food and beverage provider was recently purchased by OakView Group Hospitality (OVG). Spectra, now OVG, has been a partner of ACF since November of 2003, working together to bring our guest world class food and beverage experiences. OVG is a leader in the food and beverage industry.



Concession Versus Catered Events

For all public events, OVG will offer concession services, as well as manage bringing in outside food vendors/trucks as needed. OVG has connections with a variety of food vendors/trucks and does their best to schedule vendors with an event's requested cuisines.

For private events, including an invitation-only meal at a public event, OVG offers seasonal catering menus for receptions, plus plated and buffet-style meals. The menu is meant to provide suggestions, but customized options are possible.

OVG Policy Reminders

- For public events, specific outside food vendors/trucks are not guaranteed.
- For a public or private event, food and beverage services must be finalized one month prior to the event start date.
- For private events, guaranteed guest counts are due three business days prior to the event.

Event Services Resources

Check out our [Promoter Webpage](#) for forms and information to help plan your event, including general equipment forms, guidelines on booking an event, noise standards and fire codes, as well as shipments and deliveries.

Scheduling Your Event

- The 2023 [Events Calendar](#) is booking up fast, be sure to reach out to the Events team to secure your dates.
- The Booking Matrix is a tool utilized for contracting events. Pending the size and scope of your show will determine how far in advance you can lock in dates. A signed contract and security deposit are required to guarantee dates and specific facilities.

OVG Team Highlight



Tim Dickert

OVG District General Manager

Tim has over 40 years of experience in the industry and 12 years with OVG. Previously Tim was at PayPal Park as the District General Manager. An executive chef for 15 years, his specialty is wine and food. He looks forward to building a solid team and great experiences for our guests. In his off time, he enjoys spending time with his wife, three sons, and three dogs.



Cheryl Signh

OVG Catering Manager

Cheryl has been with Spectra/OVG for five years including working for PayPal Park. With a desire to learn more about the catering business, she transferred to Alameda County Fairgrounds. She enjoys planning events and offering guests the best experience. When not working, Cheryl loves spending time with her family, shopping and discovering new restaurants.



David Morales

OVG Operations Manager

David has worked in the industry and for Spectra/OVG for 12 years. David specializes in building teams, a fantastic food and beverage program for our guests, and creating memorable experiences. When not working, David enjoys his family, dog, hobbies, and making the most of every day.



Jose Ruiz

OVG Executive Chef

With 30 years in the industry and 20 with Spectra/OVG, Jose brings a wealth of experience. He knows how to build the right team, create custom menus and make fantastic culinary experiences. His specialty is authentic Mexican and American food as well as Italian. He has a great sense of humor and enjoys family and his dogs during his free time.

Other News

Alameda County Fairgrounds Prepares for Fair

Summer Fair



- The 2023 Fair is 20 days this summer - June 16 - July 9
- Open Wednesday – Sunday plus Monday and Tuesday, July 3 and 4
- Hours are now 12 pm to 11 pm | Carnival hours are now 1 pm to 11 pm
- Horse Racing is Friday – Sunday plus Tuesday, July 4 (no racing on Monday, July 3)