

With 2023 well underway, we would like to share some important information about the Alameda County Fairgrounds and Bill 1499 which will help us to continue to improve the facilities for your future events.

Assembly Bill 1499 Helps Fairgrounds

Please help communicate to your vendors and exhibitors to report their sales that take place in the city of Pleasanton. It is as simple as checking a box on the Sales and Use Tax Return and fill in the amount being reported.

To learn more, click to watch a 2 minute [video on the process](#).

This will help us continue to improve the facilities for your future events.

2023 Vision Plan Projects

Renovations continue at the Fairgrounds and with the help of Bill 1499, we will continue to make improvements. Here's the latest recap:

- 40,000 restroom renovation - completed March 2023
- Roll-up door added to Building P - completed April 2023
- Court of 4 buildings and courtyard beautification - starting September 2023
- New front grounds sound system - June 2023
- Amador Pavilion is now usable as a covered equestrian arena - completed March 2023

ACF Team Highlight

**Danielle O'Mara***Event Sales Coordinator*

Danielle joined the team with a few years of industry knowledge having helped plan events like an Oktoberfest, Goodguys, private events, weddings, corporate lunches and holiday celebrations. Danielle likes planning parties and entertaining as well as hanging out with her dog, going on walks and trying new restaurants.

**Sarah Pease***Account Executive*

Sarah, promoted to Account Executive, has worked in the event industry for 5 years which included coordinating new business and sponsorships. Her skills include building partnerships with brands and bringing in new events that are inclusive and community based. On her free time, she likes adventures to National Parks with her family or enjoying live music with friends.

**Raul Escobedo***Event Operations Manager*

Raul, recently promoted to Event Operations Manager, has been with the Fairgrounds since 1996. As an experienced electrician, he specialized in telecommunication installation. Raul received recognition for the ability to empower teams and his attentiveness to the needs of our guests. After work, Raul enjoys helping his daughter with Sea Cadets and going on Mountain Adventures.

Summer Fair



- Open Wednesday – Sunday plus Monday and Tuesday, July 3 and 4
- New Hours noon | Carnival opens at 1pm
- Horse Racing Friday – Sunday plus Tuesday, July 4 (no racing on Monday, July 3)