

News Release



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Alameda County Fairgrounds Invited To Meta Small Business Summit COO Angel Moore Attends and Learns the Power of Small Business

Pleasanton, Calif. – The Alameda County Agricultural Fair Association was represented for the fourth year by Angel Moore (Chief Operating Officer) amongst 200 small-medium-sized businesses from across the nation at the Meta Boost Business Leaders Network Summit last week in Washington, D.C. The Summit came at a fitting time as April 28-May 4, 2024 marked National Small Business Week.

The Alameda County Agricultural Fair Association, is responsible for producing the annual Fair plus over 200 year-round events hosted on the Fairgrounds, is a non-profit business and operates as an independent agent of Alameda County. This year's Summit included discussions on how small businesses can thrive, the unique challenges they face, and ways in which they can boost the support they receive from their communities, particularly through social media.

Angel Moore's takeaway from the event was largely focused on the power social media has for small business growth and its ability to brand your business. Moore states, "Social media has helped us reach a wider audience and engage with more people interested in the Fair and the year-round events we host at the Fairgrounds. It has especially helped us boost Fair attendance and build community with visitors."

Moore met with policymakers including the offices of Senator Alex Padilla, Senator Laphonza Butler, and United States Representative Eric Swalwell on the importance social media has for small business growth and the impact Fairgrounds across the state have on their communities. Attendees received training on measuring social media reach, online privacy integrity, and powering small businesses with AI. The Summit also provided networking opportunities with other small businesses across the nation to collaborate and exchange ideas.

The Alameda County Agricultural Fair Association will continue to attend the Meta Boost Business Leaders Network Summit to stay up to date in an ever-changing, social media-powered world.

The Alameda County Fairgrounds and Event Center is open all year, hosting over 250 events a year, as well as producing the annual summer Alameda County Fair. The 267-acre property in Pleasanton, California includes space for any kind of indoor or outdoor event, including concerts, weddings, corporate events, competitions, full ground festivals, celebrations, and more.

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The Alameda County Agricultural Fair Association, a 501(c)(3) non-profit organization, produces the annual Alameda County Fair without any tax funding from the government. It is ranked one of the top 50 North American Fairs and the 7th largest fair in California. The Fairgrounds is home to the oldest one-mile race track in America.



