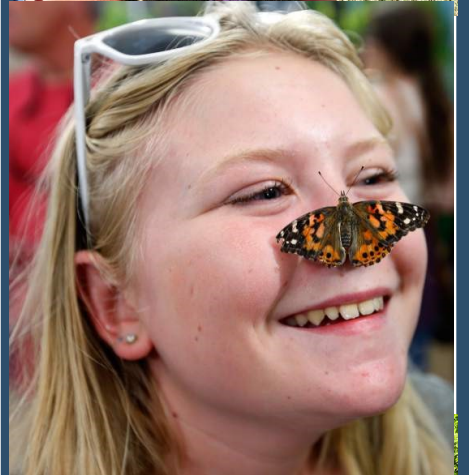




**SONOMA • MARIN**  
**FAIRGROUNDS &**  
**EVENT CENTER**  
FOURTH DISTRICT AGRICULTURAL ASSOCIATION

Our  
Community  
Gathering  
Place



**Member**



## **FAIRGROUNDS: A COMMUNITY'S SACRED SPACE**

Since the beginning of time, humans have a universal need to organize themselves in places to fulfill the longing for community, belonging, joy, beauty, meaning, and connection with the past.

The Sonoma-Marín Fairgrounds has fulfilled these human needs for decades, providing:

A place of status, one that is important and significant to the people.

A place that is foundational to the community, providing social well-being, safety and security, learning and growth, tradition and ritual, economic sharing, and equal opportunity interaction.

A place that provides identity to the community, where people share and create stories that shape who we are.

A place with a "wisdom tradition" where people enjoy experiences that help us define what is real and how we should live.

Fairgrounds serve as sacred spaces for the community in very human ways. We, as the 4th District Agricultural Association are endowed with a stewardship to ensure it remains a contributor to the health and well being of community life.

Reference: The City, by Joel Kotkin

### **OUR MISSION**

The Sonoma-Marín Fair promotes and showcases agriculture, while displaying the diverse talents, interests, and accomplishments of the residents of California, especially the youth of Sonoma and Marin counties. This is achieved by providing education, entertainment, and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California's agricultural heritage.

#### **We do this by...**

Keeping agriculture viable and vibrant.

Developing our youth.

Supporting our diverse community.

Connecting our friends and neighbors.

Celebrating life's milestones and our local heritage.

## KEEPING AGRICULTURE VIABLE & VIBRANT

The Sonoma-Marín Fair promotes and showcases agriculture while preserving the area's unique agricultural heritage. This is accomplished by...

- ◆ Hosting Agricultural Industry Day for the Petaluma Chamber of Commerce “Leadership Petaluma” Program every year in May for 23 years, for classes of 20—25 participants.
- ◆ Delivering Petaluma Youth Ag Day at the Fairgrounds for 10 years, a full morning of agriculture exploration for 800 students in grades 1-4 from 11-13 schools, held each September.
- ◆ Serving as the home for the Redwood Empire Holstein Association Dairy Show each March.
- ◆ Serving as the home for the Redwood Empire Dairy Goat Association Show each May.
- ◆ Managing the Sonoma-Marín Fair's robust agricultural exhibits program and livestock shows for more than 250 exhibitors and facilitating student scholarship programs for 16 worthy recipients.
- ◆ Showcasing local farms and ranchers at Youth Ag Day and the Sonoma-Marín Fair.
- ◆ Hosting the *North of the Gate* wine competition.



## DEVELOPING OUR YOUTH

The staff of the Sonoma-Marin Fairgrounds works to create and deliver engaging activities that teach and inspire.

- ◆ “Ag in the Classroom” is a collection of activities and lesson plans developed by Fair staff in conjunction with LearnAboutAg.org. Local teachers may request the free curriculum and use the activities to create a collaborative class project which can be entered into the Fair, if they choose. Over 75 classrooms received these materials.
- ◆ The Wiseman-Cooke Aeronautic STEM Challenge is held in February and celebrates the first U.S. Airmail delivery in 1911, which originated on our Fairgrounds. Young participants learn about aeronautics and take their own “Wiseman-Cooke Challenge” by constructing a paper airplane of their choice, adding cargo, and attempting the flight across a model of Sonoma-County. This fun event is held in collaboration with the Pacific Coast Air Museum, Petalumans of Yesteryear, and 4-H and serves approximately 140 students.
- ◆ The High School Ag Career day will be held in fall of 2019, designed in collaboration with U.C. Cooperative Extension, FFA teachers, college professors and industry professionals.
- ◆ The Sonoma-Marin Fair partners with North Bay Science Discovery Day to bring STEM activities of all kinds to Kids’ Day at the Fair.
- ◆ Learning happens on the Fairgrounds every day, as we are the home to Live Oak Charter School and Happy Hearts Pre-School, serving close to 500 students in grades K-8 and 3 levels of preschool.
- ◆ Each year the fair showcases over 3000 exhibits made by local youth in art photography, industrial arts, crafts, and foods.
- ◆ Sonoma-Marin Fair programming includes learning opportunities for youth in agriculture, animal science, physical science, and the arts.



## SUPPORTING OUR DIVERSE COMMUNITY

The Fairgrounds and the activities held therein, provide support to local nonprofits, businesses, and families.

- ◆ Community organizations and companies raised over \$240,000 for local nonprofits with events held on the Sonoma-Marin Fairgrounds in 2018. These contributions supported education, veterans, athletics, immigrants, and the arts across more than 10 events.
- ◆ The spending impact on the local economy was approximately \$9,945,000 in 2015 by the nearly 349,000 patrons who visited events held at the fairgrounds, as well as the organizers, service providers, vendors, and concessionaires who supported these events.
- ◆ The annual Fair and other events held on the fairgrounds in 2015 created approximately \$3,302,000 in overall salary and benefits for local employees.
- ◆ The maintenance and facility management of the Sonoma-Marin Fairgrounds provides hundreds of thousands spent on the services of local electricians, plumbers, roofers, maintenance, fencing and sewer professionals, as the fairgrounds maintains all of its own facilities and infrastructure.
- ◆ Fairgrounds are designated emergency evacuation centers for their communities, and the Sonoma-Marin Fairgrounds served this purpose *twice*: October 2017 & July 2018. The Fairgrounds has housed approximately 315 people, 355 animals, and served over 2000 meals during local emergencies. The staff remains prepared to respond to the next emergency through systems and processes for faster response and to work in concert with local service organizations such as Kaiser, Sutter Health, Petaluma Valley Hospital, Goodwill, the Salvation Army, and the Red Cross).
- ◆ Six businesses and two schools call the Fairgrounds their home, employing nearly 100 people.



## CONNECTING OUR FRIENDS AND NEIGHBORS

- ◆ A community gathering place is a hub for people to help neighbors, share interests, make memories, and enjoy each other's company.
- ◆ Friends meet at the Fairgrounds to enjoy a sprint car race, the latest beer creation, good music, and to chat over a gold winning wine.
- ◆ Families make memories at the circus, the winter carnival, and the fireworks of Independence Day.
- ◆ Many connect by volunteering with others who share the same interests and passions. Volunteers come to the grounds to raise money for local schools music programs, and athletic programs. Not only is the Sonoma-Marín Fair supported by nearly 200 volunteers and 11 civic organizations, it is also a place where volunteers come to work on projects that support the community, including school fundraisers, Kiwanis bike assembly for the Salvation Army, or the production of Sonoma Sriracha to benefit the Redwood Empire Food Bank.
- ◆ The Fairgrounds supports the local community by providing space for volunteer police traffic training, Petaluma Transit driver training, serving as an emergency evacuation center for people, animals, and livestock, and serving as a PG&E, Public Safety Power Outage location.



## CELEBRATING LIFE'S MILESTONES AND OUR LOCAL HERITAGE

Dozens of families, clubs, and cultural groups choose the Sonoma-Marín Fairgrounds year after year to celebrate birthdays, anniversaries, memorial services, quinceaneras, officer installations, graduations, baptisms, religious services, and more. They enjoy the unique spaces and accessibility the Fairgrounds has to offer in a great location.

The Sonoma-Marín Fairgrounds is also home to several annual, cultural events and gatherings, and more are being added each year:

- ◆ Ligue Henry IV Picnic
- ◆ Cinco de Mayo Festival
- ◆ Basque Picnic
- ◆ 4<sup>th</sup> of July Celebration
- ◆ Northern California Guatemalan Festival
- ◆ Dia de los Muertos Celebration
- ◆ 38,000 people attended a community event, cultural festival, or agricultural show held on the fairgrounds in 2018.
- ◆ 18,000 people came to a wedding reception, quinceanera, or birthday party held on the friendly, accessible, and affordable grounds in 2018.





## YOUR COMMUNITY GATHERING PLACE

Some of Petaluma's favorite events are held on the Sonoma-Marin Fairgrounds, and enjoyed by thousands of visitors:

<b>Month</b>	<b>Event</b>	<b>Attendance</b>
January	Petaluma High School Athletic Boosters	350
February	Butler Amusement's Winter Carnival	2500
April	Rotary Farmers' & Merchants' Dinner	300
	RIP City Riders—Spring Run	600
May	Ligue Henri IV Picnic	600
	Cinnabar Theater Chili Cookoff	1100
	Early Ford V8 Club Car Show	3000
June	Basque Picnic	400
	Sonoma-Marin Fair	58,000
July	4 <sup>th</sup> of July	8000
	Wine Country Big Q	3500
August	Petaluma Music Festival	3000
	Circus Vargas	2500
September	Lagunitas Beer Circus	7000
October	RIP City Riders	2000
	Dia de los Muertos Celebration	5000
November	Ragnar Race	5800
December	Live Oak Winter Celebration	450
	Happy Hearts Holiday Performance	400



**To rent our facilities, or learn more about  
volunteering for & working at the Sonoma-Marín  
Fair, please contact us at:  
[info@sonoma-marinfair.org](mailto:info@sonoma-marinfair.org)  
(707) 283-3247**

DEVOTE YOURSELF

TO <sup>YOUR</sup> **COMMUNITY** <sup>AROUND</sup> YOU

& DEVOTE YOURSELF

to *creating*  
SOMETHING

---

THAT GIVES YOU

*purpose & meaning.*

— MITCH ALBOM —

