



**CITY OF PETALUMA**  
11 English St.  
Petaluma, CA 94952

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**KEEPING OUR FAIR,  
TRANSFORMING  
YOUR FAIRGROUNDS**

**FOR THE FIRST TIME IN 80 YEARS,  
PETALUMA WILL FINALLY HAVE  
CONTROL OF THE LOCAL FAIRGROUNDS  
PROPERTY IN THE HEART OF OUR CITY.**

With the City assuming control, we are continuing to solicit feedback from residents for the best uses of the property in addition to the annual Sonoma-Marin Fair.

The categories below were identified by the **Petaluma Fairgrounds Advisory Panel, made up of residents throughout Petaluma.** Now, we want to hear from you about what the City should address first! Please rank your priorities 1-4, with 1 being the most important, for what the City should address first when local control is restored in December of this year.



*Stock parade at Kenilworth Park during Egg-Day & Exhibition, Petaluma, California, 1923. Source: Sonoma County Library Photo Archives*

**COMMUNITY UPDATE**

**Information about the City of Petaluma's plan to preserve the annual fair, ensure local control, and expand the use of the fairgrounds for all.**

Dear Resident,

For the last 80 years, our beloved Petaluma fairgrounds has been home to our annual Sonoma-Marin Fair.

The fairgrounds have been leased for only \$1 each year to a state agency, the 4th District Agricultural Association (DAA). This year, their 50-year lease will expire.

On October 24, 2022, after months of unprecedented feedback from Petaluma residents, the Petaluma City Council voted to assume local control of the fairgrounds property for the first time in over 80 years.

Taking control of our fairgrounds means Petaluma residents will have the final say over what happens on our property — not a state agency unaccountable to local taxpayers.

This change allows us to focus on what our residents truly need and want. As the city prepares to take over the property, we want additional feedback from you — the public we serve.

Please join the conversation and let us know YOUR priorities for the fairgrounds when the City assumes local control.

**I WANT TO SEE:**

- Emergency evacuation center upgrades
- Providing better access to parks, open space, and natural areas.
- Providing community gathering spaces, activities and events
- Providing greater local input on events hosted at the fairgrounds

**Vote today! Please visit:  
CityofPetaluma.org/FairgroundsUpdate**



**We want to hear from you!**

please visit:  
CityofPetaluma.org/  
FairgroundsUpdate, or  
scan the QR code.

**Folleto en español  
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# FOR YOUR INFORMATION



## Q: WILL THE ANNUAL FAIR CONTINUE UNDER LOCAL CONTROL?

A: The fairgrounds will continue to be the heart of Petaluma. Under local control, the property will still host the Fair, preserve emergency evacuation sites, and be home to small businesses.



## Q: WILL THE COMMUNITY HAVE MORE ACCESS TO THE FAIRGROUNDS PROPERTY UNDER LOCAL CONTROL?

A: Under the current agreement, the DAA controls all events that happen at the fairgrounds property, and residents can only use the site a few times a year. **Local control will allow the city to open up the fairgrounds to residents**, including parks and open space, bike and pedestrian paths, a farmers' market and more, further integrating the fairgrounds into community life.

## Q: HOW WILL LOCAL CONTROL CHANGE HOW THE FAIRGROUNDS ARE USED?

A: The fairgrounds, under local control, will provide for our community's needs for the first time in 80 years. We'll be able to add parks and open spaces, create spots for community gatherings, and gain control over the events held at the fairgrounds.



## Q: WILL THE CITY BE ABLE TO FINANCIALLY CARE FOR THE FAIRGROUNDS PROPERTY?

A: Currently, the DAA is operating at a deficit of hundreds of thousands of dollars a year, and needed repairs to fairgrounds property are not being addressed. The city has crafted a profit sharing agreement that completely eliminates the deficit and provides a source of local funding to address the property's needs, without raising the taxes residents currently pay.



To learn more, visit: [CityofPetaluma.org/FairgroundsUpdate](https://CityofPetaluma.org/FairgroundsUpdate)