



California Mid-Winter Fair
HERITAGE
Foundation

October 30, 2020

Greetings Members,

We hope that you, your family, and friends are doing well, healthy, and safe during these challenging times.

Our community was very fortunate that we were able to have and complete the 2020 fair as the pandemic was taking hold in our country and throughout the world. The 2020 California Mid-Winter Fair was the only DAA (District Agriculture Association) that was able to hold their fair in California this year. The 2020 fair was quite successful, despite having to close 1 day due to heavy winds. Our community always looks forward and is very supportive of our fair.

At the conclusion of our 2020 fair, many other fairs in California as well as other states were forced to cancel their fairs as lock down orders were initiated. The impact on the fair community has been severe, not only for local communities but also the amusement ride providers, entertainers, food concessionaires, and others that we have seen and gotten to know at the fair.

As our fair falls under the jurisdiction of the State of California, 45th DAA, the fairgrounds have essentially been closed since Governor Newsom implemented the lock down of all non-essential businesses and services in March. This has prevented the IV Fairgrounds from hosting interim events as well as leasing out buildings for private functions. These have been good sources of additional revenue for the IV Fairgrounds.

As we have recently seen new guidelines for things like restaurants, the IV Fairgrounds will be able to host the Drive-Thru Fair Food Festival October 30th -November 1st, November 6th-November 8th. This will be a great opportunity for our community to support local food vendors and get some good fair food.

The CMWFHF's focus since the conclusion of the 2020 fair has been supporting the IV Fairgrounds with improvements to security throughout the fairgrounds. The CMWFHF helped with infrastructure for improved wired and wireless internet infrastructure as well as various security equipment. We also installed additional fences on the grounds for improved security. These improvements will have other long-term benefits, during the fair as well as interim events.

The CMWFHF was formed almost 10 years ago with the objective of raising funds through membership as well as other means, such as alcohol concessions, to help support the fair, infrastructure, and the facilities. Many fairs throughout California were financially having a very difficult time during this time due to state budget cuts and fairs losing state funding. As a result, non-profit organizations were formed in many communities to help raise revenue to support and keep open their local fairs. As we have seen other fairs having to be cancelled this year as well as some having already announced the cancellation of their 2021 fairs, this is a reminder to all of us the importance of our organization. It is during times like this we realize how blessed we are to have this amazing organization so many wonderful members. We appreciate your support and generosity.

The Fair Board, Fair CEO and staff are focusing on having the 2021 fair, but we all need to understand there are many challenges to overcome due to the pandemic and current state and county guidelines. While we are hopeful that we will be able to have a fair in 2021 we all must understand and appreciate the challenges. Until we are told there will not be a fair, the IV Fairgrounds and CMWFHF will continue preparing for the 2021 fair.

The fair did announce last week their intentions to have a livestock grading show to support the local youth organizations. The proposal will be presented to the state and county for their review and we hope approval. The CMWFHF will help put on this event.

We will have our Annual Meeting on Wednesday November 11th at 6:00 PM. This year we will have the meeting via Zoom due to the current county guidelines limiting in person gatherings. We will review the current state of the organization, 2020 projects, report on alcohol revenues as well as focus on the upcoming year. We hope that you will be able to join us for the annual meeting, we would like membership participation and ideas.