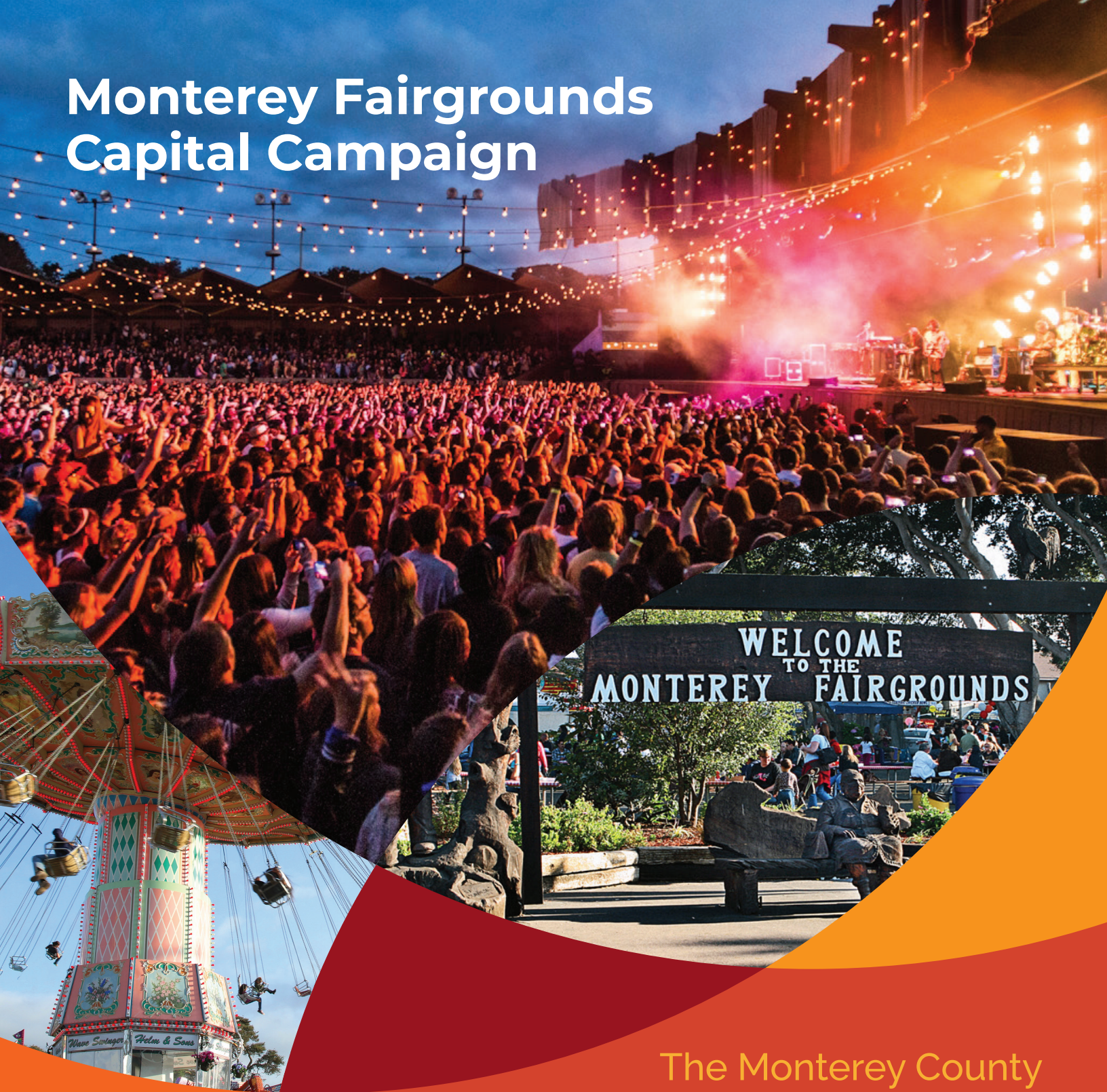


# Monterey Fairgrounds Capital Campaign



The Monterey County  
Fair & Event Center

# Where Your Heart has a Home





## The Monterey County Fair & Event Center — Where Your Heart Has a Home

The Monterey County Fair & Event Center — popularly known as The Fairgrounds — is home to community events large and small, from the Monterey County Fair and the Monterey Jazz Festival to weddings and anniversaries, seasonal trade shows, nonprofit fundraisers, flea markets, community gatherings and much more. The facility also opens its arms to the community in times of urgent need — during wildfires, floods and earthquakes — as an emergency center and staging area for first responders and a comfort and aid station for natural disaster victims.

With all that in mind, we are launching a major capital drive — The Heartbeat of Our Community Campaign — to raise funds and re-imagine how we can better serve a changing community and address the urgent needs of our local residents. Our goal is \$1 million to convert our aging barns into a multi-use community center for local events, from barbecues and weddings to a central crisis center in times of emergency and need. Restoration of our public restrooms is also a priority.

We ask that you give generously during this campaign — every contribution matters, from \$5 to \$5,000 — to create a purposeful space that provides an environment for our community to connect, unite and heal.

The Monterey County Fair Heritage Foundation supports the operations of the Monterey County Fair & Event Center while funding community agriculture awareness activities, youth scholarships and capital improvements to the facilities and grounds.

### Revitalization needed to continue serving a changing community

Built in 1936 as a Works Progress Administration (WPA) facility, the Fairgrounds' 22-acres in the heart of Monterey has hosted world-famous events — including the 1967 Monterey International Pops Music Festival — and continues to offer a full calendar of important community events, such as the Monterey Jazz Festival and the annual Monterey County Fair. But perhaps its most important community contribution is its role as a part of the state's emergency response system.

Today, the Fairgrounds requires revitalization to retain the infrastructure the community enjoys in its capacity not only as a vital community gathering place, but also as an essential natural disaster emergency facility. The state turns to facilities such as the Fairgrounds in the wake of natural disasters for staging of emergency vehicles and equipment, and also for sheltering displaced residents and animals. The Fairgrounds' support at such times is essential to the community.

The Monterey County Fair & Event Center is part of the Network of California Fairs, which includes 76 fairgrounds serving more than 35 million people in the state, generates more than \$35 million in nonprofit and community funds, provides 30,000 jobs and contributes \$200 million in tax revenue to local and state governments. It's time to revitalize our Fairgrounds' old barns to assure the Monterey County Fair & Event Center's role in our community, and better serve our changing community.

This project, like every other, will succeed because we are building community together. And we need you to be part of it.

**Want more details? Contact [marci@thebuzzpr.net](mailto:marci@thebuzzpr.net) or go to [www.mcfcapitalcampaign.com](http://www.mcfcapitalcampaign.com) for answers to frequently asked questions. Donate now.**

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#### Committee Chairs

Corie Hill  
Andrew Williams

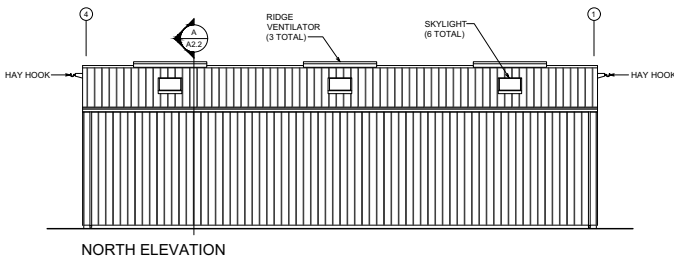
#### Committee Members

Ryan Sanchez  
Paolo Manca  
Liz Silva  
Catey Trenner  
Andy Clarke

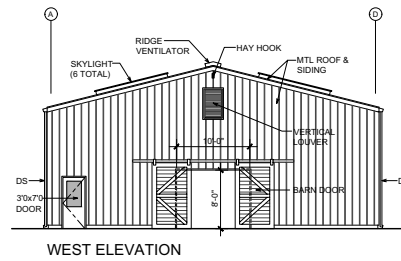


# Capital Improvements of 2023 - 2024

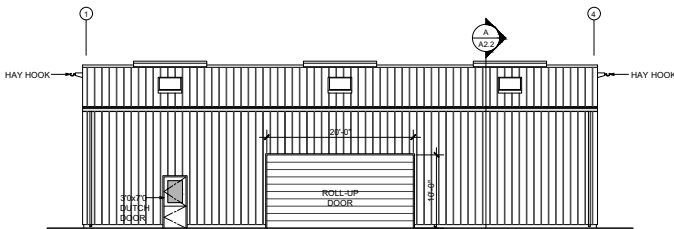
## The Barn:



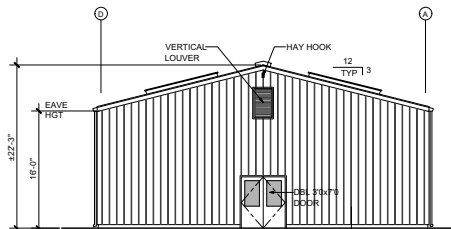
NORTH ELEVATION



WEST ELEVATION



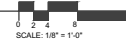
SOUTH ELEVATION



EAST ELEVATION

### BARN EXTERIOR ELEVATION

SCALE: 1/8" = 1'-0"



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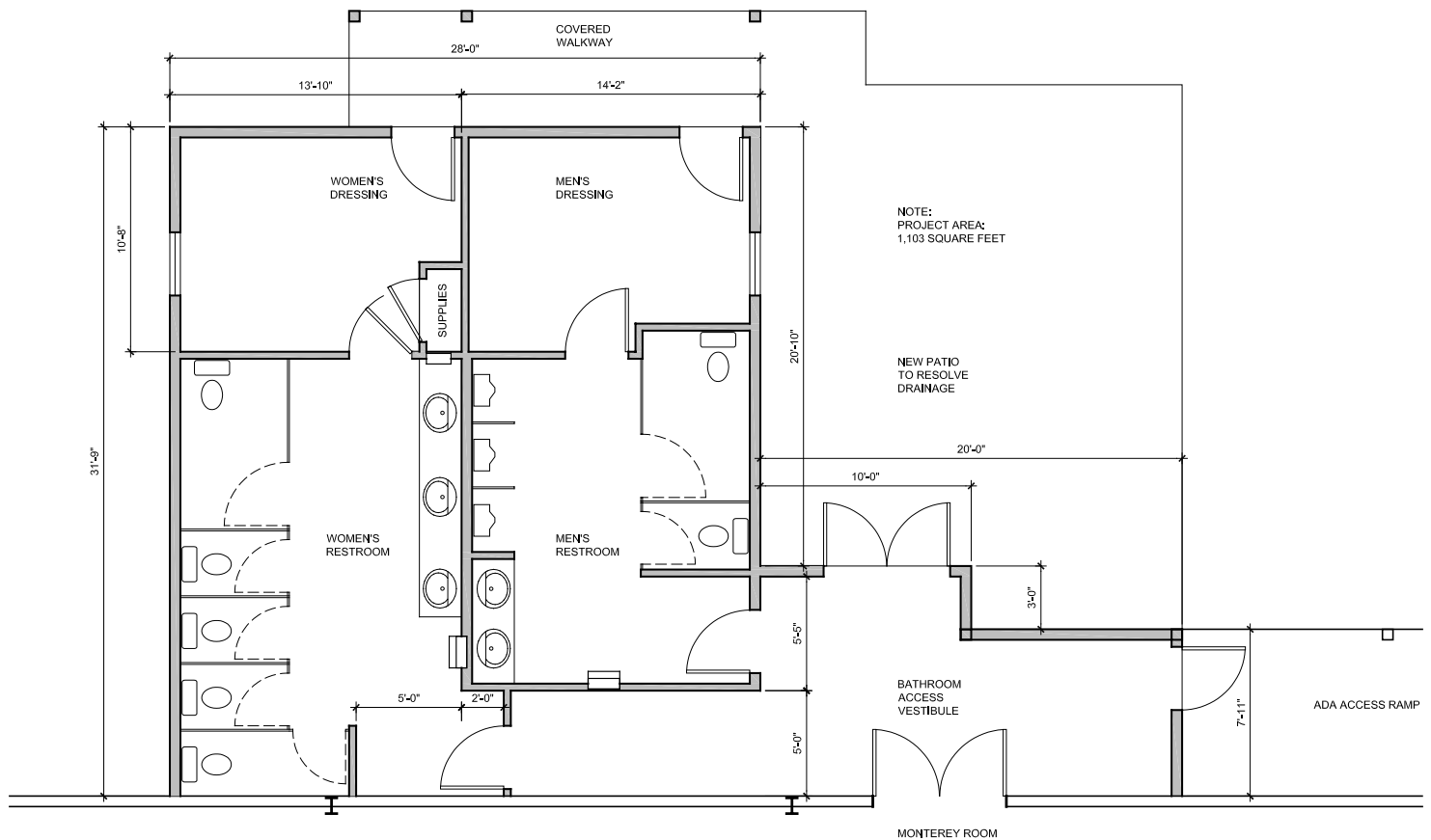
#### SIGN LEGEND

◇ SEE SHEET A06 FOR SIGN SCHEDULE

#### LIGHTING SYMBOLS

- SINGLE POLE SWITCH
- THREE WAY SWITCH
- FOUR WAY SWITCH
- DIMMER SWITCH
- DOOR ACTIVATED JAMB SWITCH
- RECESSED LIGHT FIXTURE
- RECESSED WALL WASHER
- SURFACE MOUNTED FIXTURE
- PENDANT FIXTURE
- EXHAUST FAN
- COMBINATION LIGHT & EXHAUST FAN FIXTURE
- WALL MOUNTED FIXTURE
- SMOKE DETECTOR, 110V, HARDWARE
- BATTERY BACK-UP-TYP U.O.N.
- JUNCTION BOX
- COMBINATION GARAGE OPENER & LIGHT
- CEILING FAN
- COVE OR INDIRECT LIGHT FIXTURE
- UNDERCABINET MOUNTED FIXTURE
- FLUORESCENT TUBE
- FLUORESCENT FIXTURE
- TRACK LIGHTING

## The Restrooms:



# Every Contribution Matters

The spaces within Monterey County Fairgrounds & Event Center belong to all of us. Therefore, our goal with this project is to involve everyone in our community so that we can all say we did it together. The time is now, and every contribution counts.

The initiatives for the proposed New Barn and New Bathrooms share a common goal: to preserve our Fairgrounds, rooted in the local community and focused on community needs, while looking ahead at the broader opportunities for youth. The Agricultural Society changes lives, and funds raised locally stay local. Investment in the Fairgrounds is a return on investment, both for those who give and those who receive.

Recognition for investment in The Heartbeat of Our Community Campaign will be based upon the preference of the individuals and organizations making the gift. Such recognition may include, with permission:

- ▶ Facility naming rights.
- ▶ Public recognition in Monterey County Fair & Event Center e-newsletters and social media
- ▶ Recognition in annual celebratory events
- ▶ Fairground benches
- ▶ Fairground bricks
- ▶ Other avenues of recognition discussed with and approved by the donor.

## Capital Campaign

Private donations to support the project will be recognized using the following levels:

- ▶ **\$75,000 or more: Supreme Champion**  
Building Naming Opportunity  
Donor Board Recognition
- ▶ **\$50,000–\$74,999: Grand Champion**  
Restroom Area Naming Opportunity  
Donor Board Recognition
- ▶ **\$25,000–\$49,999: Reserve Champion**  
Donor Board Recognition
- ▶ **\$10,000–\$24,999: Purple Ribbon**  
Donor Board Recognition
- ▶ **\$5,000–\$9,999: Class Winner**  
Donor Board Recognition

- ▶ **\$2,500–\$4,999: Showmanship**  
Donor Board Recognition
- ▶ **\$1,000–\$2,499: Herdsmanship**  
Donor Board Recognition
- ▶ **\$500–\$999: Exhibitor**
- ▶ **\$1–\$499: Friend of the Fair**

PLEDGES can be a one-time gift or yearly contributions for up to XX years.