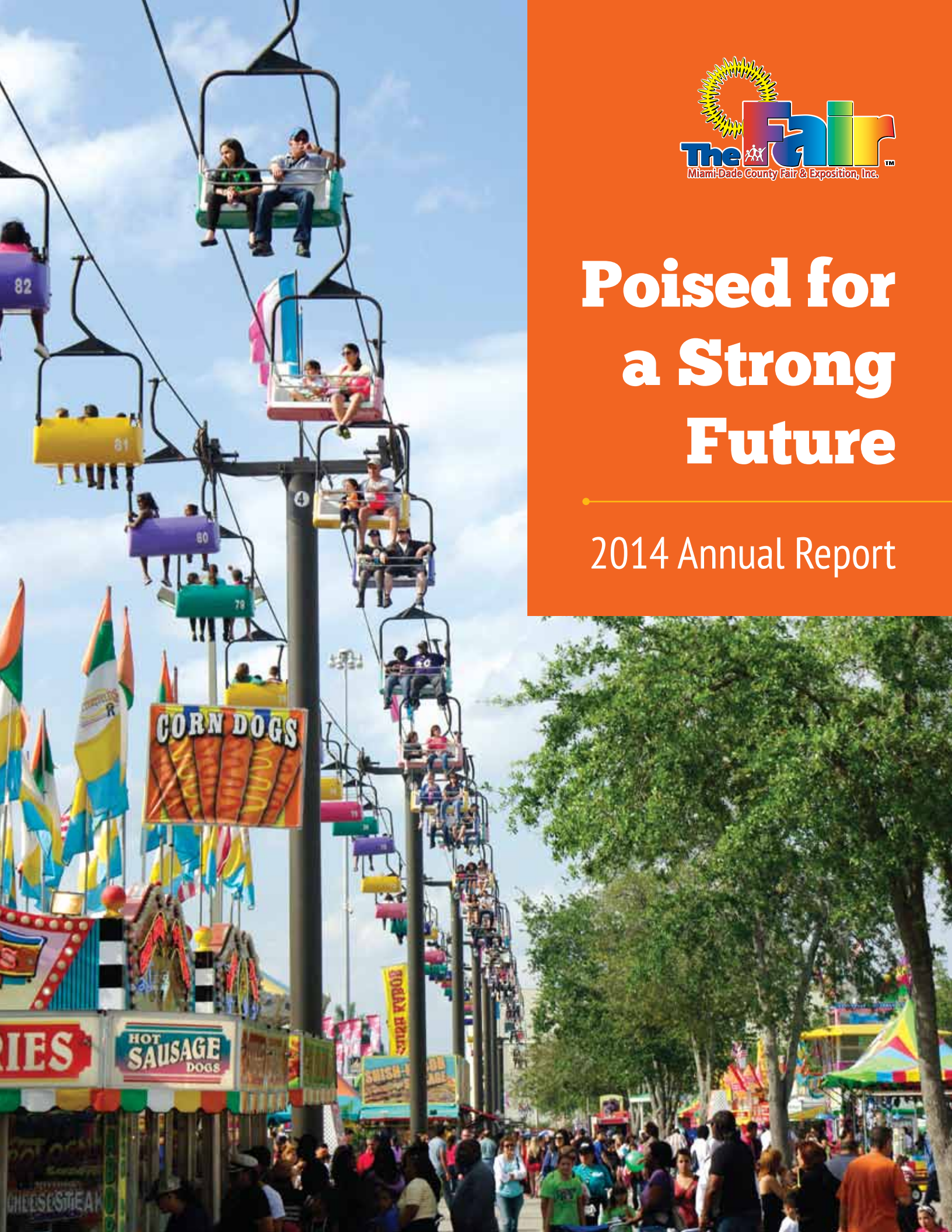




Poised for a Strong Future

2014 Annual Report



Our Mission

The Miami-Dade County Fair & Exposition, Inc. is a private, not-for-profit organization dedicated to enriching our community by promoting education and South Florida agriculture while showcasing and rewarding youth achievement. We accomplish this by producing a first-class Fair with quality entertainment and providing facilities & resources for year-round events.



Youth Steer Show at
The World of Agriculture

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From the Chairman of the Board

It is important to reflect on our past 64 years to gain perspective and context for success in future endeavors.

Our legacy began as a small 4-H Fair. The Miami-Dade County Youth Fair & Exposition grew into one of the most beloved and iconic events in Miami-Dade County. It is the largest fair in Florida and one of the **Top 35 fairs** throughout North America.



Our mission to produce affordable enjoyment for the entire family, promote education and South Florida agriculture, and reward and showcase youth achievement is a proven model for other fairs around the world.

The Youth Fair works closely with Miami-Dade County Public Schools and the Miami-Dade County Parks, Recreation and Open Spaces Department to bring fresh opportunities to children from pre-kindergarten to high school seniors. The result is year-round programs in academics, the fine arts, agriculture, summer camps and sports.

The Youth Fair provides free entry to tens of thousands of school children and exceptional classmates of all ages for educational tours and fair fun during "School Field Trip Days."

In 2014 the Youth Fair made it possible for the prestigious **Elie Wiesel Prize in Ethics** public high school essay contest to award **\$7,000** in combined prizes during its debut in Miami-Dade County.

We nurture educational possibilities beyond high school with a college scholarship program and encourage community service by rewarding exceptional middle school and high school students.

The evolution of The Youth Fair continues. In 2015 people from all backgrounds – Latino, African-American, Anglo, Haitian, Asian, young, old and from every income level – will come together for an unprecedented 21-day event to enjoy world-class entertainment, thrilling rides, innovative student and agricultural exhibits, and mouthwatering fair food.

I extend a hearty thank you to our award-winning staff, board members and legion of volunteers who make The Youth Fair possible. Together we are committed to service excellence and rigorous attention to the challenges we face.

I am proud to serve another year as chairman and look forward to a successful 2015.

Sincerely,

A handwritten signature in black ink, appearing to read "Eduardo Cora". The signature is fluid and cursive.

Eduardo Cora
Chairman of the Board

“The Youth Fair works closely with Miami-Dade County Public Schools and the Miami-Dade County Parks, Recreation and Open Spaces Department to bring fresh opportunities to children from pre-kindergarten to high school seniors.”

“We take very seriously our fiduciary responsibility to be good stewards of event proceeds that allow us to award college scholarships, cash premiums and awards to local public, private, charter, parochial and home-school students.”

From the President & CEO

I am pleased to report that 2014 was a year of great achievement. We saw the highest attendance of fairgoers in six years with **590,000 guests**. We awarded **\$307,000** in scholarship dollars and prizes to deserving students. We provided **\$6 million** in free admissions to **school children** and **underprivileged groups**.



The Youth Fair continues to benefit from families desiring world-class fun, great food and sensational entertainment. Encouraged by an overwhelming demand from our guests and stakeholders, we announced a fourth weekend to our 2015 schedule. **Fairgoers will get three extra days of Youth Fair fun from March 12-April 5, 2015.**

Although the Miami-Dade County Youth Fair & Exposition is a private not-for-profit, non-governmental organization, we operate with a business mindset. We take very seriously our fiduciary responsibility to be good stewards of event proceeds that allow us to award college scholarships, cash premiums and awards to local public, private, charter, parochial and home-school students. To date, The Youth Fair has awarded well over **\$10 million** to Miami-Dade students to help them achieve higher education.

The Youth Fair reinvests in the community in the form of fees and taxes, including:

- **\$74,000** in rental fees from telecommunications companies using our cell tower was paid to Miami-Dade County;
- **\$48,000** in facility rental revenue was paid to the county;
- **\$558,900** in sales taxes collected from food and game concessions was remitted to the Florida Department of Revenue.

The business of The Youth Fair continues even as Florida International University pushes to expand onto our fairgrounds at Tamiami Park.

Let me be clear: The Youth Fair has no need to relocate. Our 90-year lease with Miami-Dade County affords protections to make sure The Youth Fair continues to serve our youth and the people of Miami-Dade County. The Youth Fair remains steadfastly committed to following the provisions of our lease with the county and continues to be a good tenant and a good neighbor.

The Miami-Dade County Youth Fair & Exposition is well positioned for the future.

Respectfully,

A handwritten signature in black ink, appearing to read 'Bob Hohenstein', written over a light grey rectangular background.

Bob Hohenstein
President & CEO



\$10M

Since 1952, The Youth Fair has donated over \$10 million in scholarships, awards and premiums

Who We Are

{THE MIAMI-DADE COUNTY FAIR & EXPOSITION, INC.}

The Miami-Dade County Youth Fair & Exposition works year-round to promote the achievements of our community's youth and South Florida agriculture. We do this by producing a first-class Youth Fair each spring.

It began in 1952 as a small 4-H Fair that has grown into the largest fair in Florida with something for everyone:

- quality family entertainment
- thrilling rides
- mouthwatering food
- animal shows, such as horseback stunt riders and pig races
- exciting performances and concerts

Above all we provide our community's children with the opportunity to show off their accomplishments with a focus on agriculture, academics, technology and fine arts. Throughout the school year we provide opportunities for sports activities.

OUR FAIRGROUNDS ARE IN USE YEAR ROUND

We provide facilities and resources for Expo Center events that attract over 300,000

guests to the weekend shows that include health fairs, concerts and cultural celebrations.

Proceeds from The Youth Fair and Fair Expo Center help students – our community's future – reach for the stars. We gave more than **\$307,000** in cash prizes, awards, trophies and plaques.

The competitive **College Scholarship Program** in 2014 provided **77 deserving students** from all areas of the county each with a **\$1,000 cash award**. In our 63-year history, we have delivered well over **\$10 million in scholarships, cash prizes and awards**.

As a private, not-for-profit, non-governmental organization we are proud of our years of success and helping so many achieve their dreams. The Youth Fair looks forward to another exciting year in 2015.



Youth Achievement

{COMPETITIVE EXHIBITS}

In 2014, The Youth Fair showcased the artistic and academic talents of **28,000 students** enrolled in grades pre-kindergarten through 12 at public, private, parochial and home schools. Many students experienced the thrill and excitement of public recognition for the first time, proudly sharing with family and friends their ribbon displays and cash prizes. We awarded a total of **\$307,000 in cash prizes, awards, trophies and plaques.**

Our steadfast partnership with the Miami-Dade County Public Schools opens the door for students to have a venue outside their schools where their achievements can be viewed by **600,000 fairgoers** at the 78,000-square-foot Arnold Hall.

The exhibits are as varied as roosters, robots and rockets to cattle, crafts and creative writing to fine arts, graphic arts and culinary arts to landscaping, technology and fashion. More than **2,200** students performed in the prestigious music, drama and dance competitions. Each student who submitted a fair exhibit received two free one-day general admission tickets to enjoy all that The Youth Fair has to offer.



77
In 2014, the Youth Fair awarded scholarships to 77 local students



5,000

students have learned about agriculture through the Howdy program for 3rd graders since 1993



\$2.8M

The Youth Fair's annual Advance Ticket Sales campaign brought in \$2,820,870 in 2014

Ticket to Fun {ADVANCE SALES}

The Youth Fair's annual Advance Ticket Sales campaign brought in **\$2,820,870** in 2014. Revenues support scholarships, awards and prizes given to South Florida students during and after The Youth Fair.

The campaign, which offers a money saving benefit to the community, launches each August when staff members open accounts to more than **600 schools, organizations and businesses** interested in partnering with The Youth Fair. Groups earn a commission on sales, making the program an ideal fundraiser activity for schools, churches, clubs and teams.

Account holders sell tickets through consignment, receiving tickets with no upfront cost, and through online purchases – up to the day before The Youth Fair's doors open in March. The Youth Fair furnishes all

necessary digital and printed marketing materials, including advance sale tickets posters, fliers and brochures, to assist with sales and fundraising efforts.

By December the account coordinators have scheduled appointments for partner representatives to pick up their tickets. Three days before The Youth Fair begins, representatives turn in unsold tickets and earnings, keeping their share of the sales.

Online purchase accounts are growing popular with human resource departments as an employee benefit at no cost to employers and with fundraisers for the ease of handling and minimal work involved. Individuals can purchase and print tickets at their convenience, using unique codes to ensure that organizations are credited for the sale.



Group discount tickets are available from January through the end of The Youth Fair.

- To qualify, a group must purchase 20 tickets or more.
- Orders can be placed by email, phone, or by filling out the online request form.
- Tickets are available at the Will Call window on the day of the visit.
- Tickets also can be mailed, but postage must be prepaid.

For more information about Advance Sales, please contact Diana Nelson, Advance Sales Director at (786) 315-5112 or dnelson@fairexpo.com

Largest Fair in Florida

{CONCESSIONS}

Concessions are a solid source of our revenue, which drives us to create the right mix of food, games and merchandise vendors to please our diverse fairgoers. As a result, The Youth Fair has one of the highest per capita spending levels of any fair in North America and is considered one of the concession industry's favorite destinations.

The Youth Fair's sophisticated infrastructure is attractive to vendors, who set up their stands at the assigned location and hook up to our underground utilities. Most sites are readily accessible from service roads for daily deliveries. Stands are positioned along tree-lined outdoor malls with plenty of picnic tables and bench seating.

Vendors appreciate the convenience of our location, which is near grocery stores, drug stores, cleaners, doctors and hospitals. Attractive and affordable campsites, including water and sewer hook-ups, are available on site, as well as pristine laundry and shower facilities.

There are three air-conditioned exhibition halls at The Fair Expo Center:

- Arnold Hall (78,000 sq. ft.) houses student and adult exhibits as well as concession booths
- Edwards Hall (36,000 sq. ft.) houses commercial merchandise booths
- E. Darwin Fuchs Pavilion (49,000 sq. ft.) houses The Youth Fair's featured show.



50

The Youth Fair hosts vendors that have participated for over 50 years





65+

In 2013-2014, Fair Expo Center hosted over 65 shows and events

More than a Fair

{SPONSORSHIPS AND FAIR EXPO CENTER}

Top regional and international brands traditionally partner with The Youth Fair, including Coca-Cola, KIA, Sedano's Supermarkets, Disney, Pollo Tropical, AT&T, Verizon, DirectTV, Best Western, Leon Medical Centers, Baptist Health South Florida, Ibiley, Big House Multimedia, Miami Dolphins, and Florida Power & Light.

The Youth Fair tailors sponsorship opportunities to meet the specific goals of each corporate partner. The Youth Fair provides a prime location where approximately **600,000 visitors** have easy access to products or services. From on-site exposure to custom integration opportunities across a diverse range of channels, The Youth Fair meets the needs of its partners.

FAIR EXPO CENTER

The Fair Expo Center® is at the heart of Southwest Miami-Dade County at Coral Way and 112th Avenue and is adjacent to Florida International University and Tamiami Park. Lushly landscaped and immaculately maintained, the 86-acre site is available for rent and hosts a large variety of indoor and outdoor events from car and pet shows to cultural festivals, receptions, trade shows, outdoor concerts, and much more. All water, sewer and electrical connections including hookups for 400 recreational vehicles are underground. Permanent overhead lighting and restrooms are found through-out the facility. Ample free parking for guests and exhibitors is available. A professional, bilingual staff proficient in planning and execution will assist you in making any event a success.

For more information about the Fair Expo Center or sponsorship opportunities for the upcoming Youth Fair, please contact Sira Camilo, Director of Sponsorship & Fair Expo Sales at (786) 315-5266 or scamilo@fairexpo.com.



Commitment to the Community

The Miami-Dade County Youth Fair & Exposition has a long history of contributing to the South Florida community. Many capital improvements over the years were made as a good neighbor on behalf of Florida International University.

These include:

- **\$3,168,000** for the FIU football stadium in 1995
- **\$1,410,000** for the FIU Performing Arts Center in 1993
- **\$250,000** for a parking lot east of The Performing Arts Center.

The Youth Fair pays a percentage of its annual revenue to Miami-Dade County. In 2014 it paid:

- **\$48,000** in facility rental revenue
- **\$74,000** in earned rental fees from leasing its cell tower

Annual sales taxes amounting to **\$558,900** were collected from the food and game concessionaires during this year's Youth Fair and remitted to the Florida Department of Revenue.

Public space is always in demand in South Florida. The Youth Fair generously hosts and provides the use of Edwards Hall for **The Tamiami Youth Basketball League**. **The Miami-Dade County Parks, Recreation and Open Spaces Department** uses office space in the R. Ray Goode Building and the Mary

E. Reilly Coliseum. We are the proud hosts of the Department's Summer Youth Camp. In the event of a disaster, the Youth Fair makes available its fairgrounds as needed to serve as a staging area for the National Guard, FPL and other emergency services/management personnel.

The county and the people who frequent **Tamiami Park** are major beneficiaries from a series of improvements made by The Youth Fair over the last 42 years:

- **\$2,973,000** in 2005 for the construction of four baseball fields, including lights, roadways, parking, and jogging trails
- **\$633,000** in 1995 for irrigation on 35 acres
- **\$100,000** in 1983 for 115-foot-tall light towers
- **\$210,000** in 1991 for a warehouse used by Miami-Dade County
- **\$49,000** in 2012 for a perimeter fence around the Red Lot.

The Youth Fair is committed to being a good tenant and partner with Miami-Dade County.



Tamiami Basketball



FIU Performing Arts Center



Tamiami Park baseball fields.

By the Numbers

★ Youth Fair Attendance ★



Total Youth Fair Attendance
589,883

+2.4% increase



Total Operating Revenues
\$13,249,155

★ Competitive Exhibits ★

Showcasing Youth Achievement is what we are about.
This year the Youth Fair awarded a total of...

\$307,000

Scholarship, Youth Programs, Premiums & Awards

\$171,000

Student Exhibit Premiums



40,000

Student Exhibit Entries

★ Concessions ★

During the 2014 Youth Fair, guests enjoyed...



★ Fair Expo Center ★



315,000

Guests attended Fair Expo Center events, concerts, shows, festivals and social events during our Fiscal Year 2013-2014.

Approximately

700
volunteers

donated their time to the Youth Fair



The Youth Fair hires nearly

600
part-time employees

every year



Committees

EXECUTIVE COMMITTEE

Eddie Cora, *Chairman*
(Officer of the Association)
Roger Cuevas, *Chairman-Elect*
(Officer of the Association)
Marguerite Morris, *Secretary*
(Officer of the Association)
Nelson Bellido, *Treasurer*
(Officer of the Association)
Manny Rodriguez, *Immediate Past Chairman*
(Officer of the Association)
Willie Carpenter, *Member*
Ivonne Alexander, *Member*
Bob Hohenstein, *Staff Representative*
(Officer of the Association)

MEMBERSHIP COMMITTEE

Marguerite Morris, *Chairwoman*
Alex Martinez, *Vice Chair*
Ivonne Alexander
Eddie Cora
Richard Krinzman
Doug Loria
Bob Hohenstein, *Staff Representative*
Melissa J. Rodriguez, *Staff Representative*

NOMINATING COMMITTEE*

Roger Cuevas, *Chairman*
Nelson Bellido, *Vice Chair*
Eddie Cora
Jack Griffith
Richard Krinzman
Manny Rodriguez
Bob Hohenstein, *Staff Representative*
*Standing Committee per Section 6.1 & 6.2,
Amended & Restated Bylaws of May 12, 2014.

ADMINISTRATION & COMPENSATION COMMITTEE

Al Dotson, *Chairman*
Manny Rodriguez, *Vice Chair*
Ivonne Alexander
Eddie Cora
Jack Griffith
Richard Krinzman

BUDGET, FINANCE & AUDIT COMMITTEE

Nelson Bellido, *Chairman*
Doug Loria, *Vice Chair*
Ivonne Alexander
Willie Carpenter
Eddie Cora
Roger Cuevas
Al Dotson
Jack Griffith
Bob Hohenstein, *Staff Representative*
Jay Baum, *Staff Representative*
Albert Montes, *Staff Representative*

AGRICULTURE COMMITTEE

Roger Cuevas, *Chairman*
Ivonne Alexander, *Vice Chair*
Willie Carpenter
Eddie Cora
Alex Martinez
Marguerite Morris
Teresa Olczyk, *Ex Officio Member of the Board of Directors*

INVESTMENT COMMITTEE*

Willie Carpenter, *Chairman*
Nelson Bellido, *Vice Chair*
Ivonne Alexander
Eddie Cora
Al Dotson
Manny Rodriguez
* Standing Committee per Section 6.1 & 6.2,
Amended & Restated Bylaws of May 12, 2014.

EVALUATION COMMITTEE

Georgina Gonzalez-Robiou, *Chairwoman*
Jack Griffith, *Vice Chair*
Nelson Bellido
Eddie Cora
Roger Cuevas
Alex Martinez
Bob Hohenstein, *Staff Representative*
Carol Douglass, *Staff Representative*
Sira Camilo, *Staff Representative*
Patty Dee, *Staff Representative*
Claudia Hernandez-Maltes, *Staff Representative*

SAFETY & ACCIDENT PREVENTION COMMITTEE

Doug Loria, *Chairman*
Marguerite Morris, *Vice Chair*
All Other Members of the Board of Directors
Bob Hohenstein, *Staff Representative*
Jay Baum, *Staff Representative*
Richard Daker, *Staff Representative*
Rosa Madrugá, *Staff Representative*

SCHOLARSHIP COMMITTEE

Marguerite Morris, *Chairwoman*
Eddie Cora
Georgina Gonzalez-Robiou
Doug Loria
Alex Martinez
Bob Hohenstein, *Staff Representative*
Claudia Hernandez-Maltes, *Staff Representative*
Carol Douglass, *Staff Representative*
Diana Venturini, *Staff Representative*

WALTER B. ARNOLD, JR. YOUTH HALL OF FAME COMMUNITY SERVICE AWARD COMMITTEE

Ivonne Alexander, *Chairwoman*
Jack Griffith, *Vice Chair*
Eddie Cora
Nelson Bellido
Georgina Gonzalez-Robiou
Bob Hohenstein, *Staff Representative*
Claudia Hernandez-Maltes, *Staff Representative*
Carol Douglass, *Staff Representative*
Diana Venturini, *Staff Representative*

ENDOWMENT COMMITTEE

Richard Krinzman, *Chairman*
Al Dotson, *Vice Chair*
Eddie Cora
Willie Carpenter
Roger Cuevas
Manny Rodriguez
Georgina Gonzalez-Robiou

PAST PRESIDENTS & DONORS / GEORGE ORR COMMITTEE

Doug Loria, *Chairman*
Jack Griffith, *Vice Chair*
Eddie Cora
Al Dotson
Richard Krinzman
Bob Hohenstein, *Staff Representative*
Jay Baum, *Staff Representative*
Albert Montes, *Staff Representative*

Board of Directors



Eduardo F. Cora
Chairman



Roger C. Cuevas
Chairman Elect



Marguerite Morris
Secretary



Nelson C. Bellido
Treasurer



Manny J. Rodriguez
*Immediate
Past Chairman*



Ivonne F. Alexander



Willie L. Carpenter



Albert E. Dotson Sr.
Ph.D.



**Georgina
Gonzalez-Robiou, APR**



Jack Griffith



Richard N. Krinzman



Doulgas S. Loria



Alexis L. Martinez Ed.D.



Robert Hevia, DNP



Teresa Olczyk
Ex-Officio Member



E. Darwin Fuchs
President Emeritus

Not pictured: **Rafael Garcia-Toledo.**

For information on our Board Members, please visit fairexpo.com



How it Gets Done

{OUR EMPLOYEES}

We treat our employees with dignity and respect and provide a great place to work. In return our **39 full-time employees** are loyal and dedicated to making the Miami-Dade County Youth Fair & Exposition a successful organization. They make it possible to present the largest fair in Florida with the help of **600 part-time employees** and over **700 volunteers**.

Standing as proof of their achievements are eight awards brought home from the **International Association of Fairs and Expositions (IAFE)** annual competition. The rest of the year they take on myriad tasks: market Expo opportunities, reach out to youth, organize sports events, research scholarships, maintain 86 acres of grounds, and embrace business flexibility in a world of fluctuation.



CHAMPIONS FOR THE YOUTH FAIR: Friends of the Youth Fair showed their support when they went to the the Sept. 3, 2014, meeting of the Miami-Dade County Commission.



2013 Leon Medical Center Employee Annual Christmas Party held in the Fuchs Pavilion





Miami-Dade County Fair & Exposition, Inc.
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Miami, FL 33165

www.fairexpo.com

 Miami-Dade County Fair and Exposition

 MiamiDade Fair

 theyouthfair

 Miami-Dade County Fair & Exposition, Inc.

