



STRONGER THAN EVER



2015 ANNUAL REPORT



FROM THE CHAIRMAN OF THE BOARD



The dedication and hard work of our employees, volunteers and consultants in the face of so many unknowns over the past several years has resulted in an organization that is stronger than ever.

It's an inspiration to observe how the members of this organization step up and move forward no matter how daunting the future is. They build on already solid programs, lead in innovation and respond to emerging needs that compliment our service to the community.

The outcome speaks for itself: The Youth Fair's attendance was the highest in 10 years and Expo Center business was better than ever. We made more money to give away more college scholarships, cash prizes and premiums than ever before.

How did they accomplish this? With teamwork, creativity and a sense of fun, which is reflected in everything we know about The Miami-Dade County Youth Fair & Exposition.

We saw new exhibits that complimented our core agriculture programs. A farm exhibit for milking cows, grinding corn and harvesting honey. An ecology exhibit designed to grow our young people into good stewards of the earth. Technology exhibits and better robotics competitions to inspire our children to reach high.

It is easy to be scared by the horrors of the daily news, but I believe that it is our job to seek the good of it all—the good that will always exist in the face of opposition. But it cannot be assumed for a minute that what was done, or was relied upon yesterday, will be viable tomorrow. Our team consistently looks for better ways and better answers. And that gives us the advantage.

We are primed for bigger and better things, and I believe this organization will weather storms for the next 60 years.

I want to take this opportunity to thank to my fellow board members and all the volunteers, employees, consultants, concessionaires and vendors for their support and encouragement they provided during my two-year tenure as chairman of the board. It has been an extremely rewarding experience on a personal level.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eduardo Cora', written over a light blue circular stamp.

Eduardo Cora
Chairman of the Board

TABLE OF CONTENTS

- | | |
|--|--|
| 1 From the President and CEO | 8 Commitment to the Community |
| 2 Who We Are | 9 By the Numbers |
| 4 Youth Achievements - Competitive Exhibits | 10 Board of Directors |
| 5 Our Bread and Butter - Advance Sales | 11 Our Heart and Soul - Our Employees |
| 6 Youth Fair Family - Concessions | 12 Committees |
| 7 Sponsorships & Fair Expo Center | |

FROM THE PRESIDENT AND CEO



It is exciting and a privilege to be a part of the thriving fair industry and the chief executive officer of one of the best fairs in America, certainly the largest in the state of Florida.

The past year was the most successful in recent history. Youth Fair attendance accelerated to a 10-year high of **653,281** and our Expo Center events drew 350,000 guests, both proving that the Miami-Dade County Youth Fair & Exposition is a strong organization and a leader in the industry.

Three priorities drive our organization: delivering excellence and innovation to The Youth Fair experience, providing educational and agricultural opportunities to youth in our community, and striving for integrity in all that we do.

Our employees push the envelope to make The Youth Fair the best it can be, resulting in innovation awards from the 2015 Florida Fairs & Federation's "What a Great Idea" contest. At a broader level, we consistently receive excellence awards at the International Association of Fairs and Expositions (IAFE) competition, which is judged by industry peers from across the United States and Canada.

In 2015, we presented \$330,000 in event proceeds to local public, private, charter, parochial and home-school students in the form of college scholarships, cash premiums and fair exhibit awards. To date, The Youth Fair has awarded well over \$10 million to Miami-Dade students to help them achieve higher education.

We take our fiduciary responsibility very seriously as a private, not-for-profit, non-governmental organization that operates without taxpayer dollars. Besides educational efforts, we invest in the community in the form of fees and taxes, including:

- \$616,065 in sales taxes collected from food and game concessions was remitted to the Florida Department of Revenue.
- \$55,000 in earned rental fees from telecommunications companies using our cell tower was paid to Miami-Dade County
- \$51,000 in facility rental revenue was paid to the county

We continue to take the high road in cooperation with Miami-Dade County, our landlord, as it seeks a potential relocation site for The Youth Fair. While nothing has been decided, the county has proposed a new set of four sites to explore. We rejected two of the sites and will proceed with due diligence on the remaining two as soon as we receive a go ahead from the county.

In conclusion, I am proud to report the Miami-Dade County Youth Fair & Exposition is stronger than ever.

Respectfully,

A handwritten signature in black ink, appearing to read "Bob Hohenstein", written over a light blue horizontal line.

Bob Hohenstein
President & CEO

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.



STRONG NUMBERS SHOW WHO WE ARE



21 DAYS OF FUN

For the first time the Miami-Dade County Youth Fair enjoyed a 21-day run March 12-April 5, 2015, to give our community's youth the opportunity to showcase their accomplishments in agriculture, academics, the fine arts and technology. Our 64-year tradition attracted **653,281 guests** of all ages, incomes, ethnicities and interests. Hundreds of thousands of families from three counties return year after year, ranking The Youth Fair as South Florida's largest nonprofit charity event.

Stronger and better than ever, we provided:

- 53,000 exhibits showcased by students age 4 to 18
- 98 thrilling midway rides and funhouses
- 355 food, game and retail concessionaires
- 15 exciting shows and concerts

As a private, not-for-profit, non-governmental organization we are proud of our success, which allows us to help so many to achieve their dreams. We are not supported by taxpayer funds.

1951

The Youth Fair, organized by Dade County 4-H Club leaders and other founders, is launched.

1972

The Tamiami Park home is ready, and The Youth Fair moves in.

1979

Total turnstile count exceeds the half-million mark for the first time.

1982

The Youth Fair is extended to 18 days from 11.

1989

The words 'and Exposition' are added to its title.



YOUTH FAIR HISTORY



900+ VOLUNTEERS

Our dedicated volunteers generously donate **85,000 man-hours** of their time to make sure The Youth Fair happens each year.

6 AWARD PROGRAMS

- **Youth Fair Awards - \$236,873** in cash prizes, awards, trophies and plaques went to students with first, second and third-place rankings
- **College Scholarship Program - \$68,000** in competitive college scholarships for worthy public and private high school seniors
- **Agriculture Scholarship Program - \$10,000** in college scholarships for agricultural achievements by high school seniors
- **Performing Arts Program - \$6,000** awarded to six deserving FIU students who volunteer their time and knowledge to support the Youth Fair's performing arts division
- **The Walter B. Arnold Jr. Youth Hall of Fame Community Service Award - \$2,800** went to students in middle and high school for exemplary service to their community
- **Elie Wiesel Foundation Prize in Ethics Essay Contest - \$7,000** awarded to high school juniors and seniors from Miami-Dade County Public Schools

To date The Youth Fair has dedicated more than \$10 million in college scholarships and prizes to deserving students who exemplify the best at what they do.

70 EXPO EVENTS

As the second largest convention site in Miami-Dade County, we attracted 350,000 guests for non-fair events that included:

- car, orchid and pet shows
- cultural festivals
- health fairs
- outdoor concerts
- trade and consumer shows

2 SCHOLARSHIP FUNDRAISERS

For the first time, concessionaires united to raise \$30,000 at two fundraising events in support of our College Scholarship Program: the "Red Thornberry & Miami-Dade County Youth Fair Scholarship Golf Classic" and "Lobster Fest."



6,000 ATHLETES - 8 SPORTING EVENTS

The Youth Fair works closely with the Miami-Dade County Parks, Recreation and Open Spaces Department to ensure 6,000 students are given the opportunity to compete year-round in sports that aren't a part of their school's athletic program. We sponsored tournaments and meets for:

- Badminton
- Bowling
- Cross country
- Golf
- Swimming and diving
- Tennis
- Track
- Wrestling

21 DAYS OF FUN

1991

The Youth Fair celebrates its 40th Anniversary.



2000

The Youth Fair completes construction of the 49,000-square-foot Sunshine Pavilion Building, which is renamed the E. Darwin Fuchs Pavilion in 2007.

2001

The Miami-Dade County Youth Fair & Exposition board of directors officially establishes the Youth Hall of Fame Community Service Award to honor the vision and dream of Walter B. Arnold Jr.

2006

Fair Scholarship Programs surpass \$2 million.



2015

The Miami-Dade County Youth Fair & Exposition has its largest attendance in 10 years and is extended 21 days from 18.



YOUTH ACHIEVEMENTS

In our commitment to enrich our community and promote education, we distributed **\$330,000** for college scholarships, premiums, awards and youth sports programs.

The Youth Fair is the only venue where students can showcase their talent and achievements in Miami-Dade County. Our volunteers and staff installed **53,000 exhibit entries** created by students enrolled in grades pre-kindergarten through 12 at public, private, charter and home schools. The displays, ranging from architecture and art, cooking and sewing, robots and rocketry to composition and fiction writing, were viewed by hundreds of thousands of guests at the 2015 Youth Fair.

On stage, students sang, acted, performed on musical instruments and danced. At the World of Agriculture tent, they groomed and showed poultry, rabbits, steer, swine and lamb. Horticulture exhibitors created their dream landscape. Each agriculture exhibitor shared his or her knowledge with fairgoers. It's a big moment in their lives when they can tell their friends and family, "I'm going to county competition."



The Youth Fair works together with the Miami-Dade County Parks, Recreation and Open Spaces Department to sponsor, staff and promote a year-round athletic program. Annually, there are more than **6,000** public and private school students who participate in the various sporting events: swimming and diving, cross country, tennis, track, golf, bowling, wrestling and badminton. These events are open to middle and high school students.

\$330,000

**WAS DISTRIBUTED IN COLLEGE SCHOLARSHIPS,
PREMIUMS, AWARDS AND YOUTH SPORTS
PROGRAMS**



Student Exhibits



World of Agriculture



Scholarship Recipients



OUR BREAD AND BUTTER

The Youth Fair's Advance Ticket Sales campaign saw a record return with a **41 percent increase**. Sales reached in **\$3,975,214** compared to 2014 sales of \$2,820,870. Revenues support scholarships, awards, prizes and community programs.

The campaign, which offers a money saving benefit to the community, launches each August when the department opens accounts to schools, organizations and businesses interested in partnering with The Youth Fair. This year's record **695 accounts** grew by 229, adding to 127 active online accounts and 228 group accounts.

Sales with our largest Advance Ticket account – Sedano's Supermarkets – increased to **\$2,350,864** from \$1,324,978 in 2014. This year we added the real-time capability of printing tickets at each of its 31 stores. Etix, our box office and online sales services provider, generously provided the necessary hardware for each store. The Youth Fair's IT department spearheaded the adaptation. This allowed us to take the ticket sales to a new level.



**SALES
REACHED
\$3.9M
IN 2015**



YOUTH FAIR FAMILY

Our 200-plus concessionaires return year after year as part of the fair family. In 2015 it was with complete joy and gratitude that we accepted on behalf of our College Scholarship Program their gift of **\$30,000** raised from two inaugural charity events in Miami: **"Red Thornberry & Miami-Dade County Youth Fair Scholarship Golf Classic"** and **"Lobster Fest."**

The golf tournament was named after the late Red Thornberry, a game vendor at the Miami-Dade County Youth Fair who began his career in the game business in 1947 and especially loved The Youth Fair. His son, Billy Thornberry, carries on in his father's footsteps. For the "Lobster Fest" the vendors imported from Maine fresh lobsters to serve with corn on the cob and coleslaw. A good time was had by all.

Another first in 2015 was the **Youth Fair Foodie Awards**, which named the two best tasting foods – Tropical Conch and Watermelon Ale – and the most unique – Sticky Pig on a Stick.

Concessions are a solid source of our revenue, therefore we are committed to creating the right mix of food, games and merchandise vendors. We continually experience one of the highest per capita spending of any fair in the country and are considered one of the concession industry's favorite destinations. The 2015 combination of vendors was successful:

- 171 food stands
- 132 retail stands
- 52 game stands

For our concessionaires, we offer the ease of a sophisticated infrastructure. Most vendor sites are readily accessible from service roads for daily deliveries. Stands are positioned along tree-lined outdoor malls with nearby 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 are pristine laundry and shower facilities.

\$30,000

**WAS RAISED TO BENEFIT OUR
COLLEGE SCHOLARSHIP PROGRAM**



Lobster Fest



*Red Thornberry & Miami-Dade County
Youth Fair Scholarship Golf Classic*



Youth Fair Foodie Awards



SPONSORSHIPS & FAIR EXPO CENTER

The Youth Fair offers a prime location with more than 650,000 fair guests from all incomes and interests who have easy access to products or services displayed on the Fairgrounds. We tailor sponsorship opportunities to meet the specific goals of each corporate sponsor.

The Fair Expo Center offers year-round non-fair opportunities for sponsors to draw 350,000 more guests to their products.

350,000

IN 2014-2015 GUESTS ATTENDED EVENTS HELD AT THE FAIR EXPO CENTER

In 2015, our list of sponsors included:

- | | |
|------------------------------|----------------------------|
| AT&T | Juicys (Beer Haven) |
| Baptist Health South Florida | JCB Miami |
| Best Western Plus Kendall | KIA |
| Hotel & Suites | Leon Medical Centers |
| Bluegreen Vacations | Pollo Tropical |
| Coca-Cola | Roxy Theatre Group |
| DirecTV | Sedano's Supermarkets |
| Eventstar Structures | SFM Services |
| FPL | The Libre Initiative Trust |
| GEICO | Univision Management |
| Humana | Company (La Banda) |
| Ibiley Uniforms | Unicaribe College |



650,000+

GUESTS ATTENDED THE 2015 YOUTH FAIR

2014-2015 FAIR EXPO CENTER EVENTS



LIGA CONTRA EL CANCER TELETHON



INTERNATIONAL SALSA FESTIVAL



CUBANOSTALGIA



MIAMI BROWARD CARNIVAL

70 IN 2014-2015 THE FAIR EXPO CENTER HOSTED 70 SHOWS AND EVENTS



COMMITMENT TO THE COMMUNITY

The Miami-Dade County Youth Fair & Exposition has a long history of contributing to the South Florida community. Our investments include capital improvements at Tamiami Park, and other county parks, and Florida International University.



Miami-Dade County and the people who frequent Tamiami Park are major beneficiaries from a series of improvements we made over the last 43 years:

- \$2,973,000 in 2005 for construction of four baseball fields and lights, roadways, jogging trails and parking
- \$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 the county. We pay a percentage of annual revenue to Miami-Dade County, and in 2015 paid:

- \$51,000 in facility rental revenue
- \$55,000 in earned rental fees from leasing our cell tower

Annual sales taxes amounting to \$616,065 were collected from food and game concessions during the 2015 Youth Fair and remitted to the Florida Department of Revenue.

Our commitment to the community is year-round. It is reflected in:

- **Annual Food Drive** – In partnership with Miami Rescue Mission we collected and delivered 10,000 pounds of food to help feed the hungry.
- **Special People** – The Youth Fair set aside the morning of April 2, 2015, to welcome special needs students of all ages to enjoy the thrill of select rides set at slower speeds, sample delicious food and fun wares offered by concessionaires and vendors, and attend select shows.
- **Hospital Cheer** – Tadpole the Clown delivered bright smiles and laughter to pediatric patients and families at Holtz Children's Hospital at Jackson Memorial Hospital and Baptist Children's Hospital.
- **Event Host** – Public space always is in demand. We provide space for The Tamiami Youth Basketball League; The Miami-Dade County Parks, Recreation and Open Spaces Department office and its Summer Youth Camp.
- **Hurricane Shelter** – The fairgrounds is a designated evacuation site for residents of the Florida Keys.
- **Emergency Personnel Staging Area** – In the event of a disaster, our fairgrounds turn into a staging area for the National Guard, Florida Power & Light, the County's Office of Emergency Management and other emergency services.



Tamiami Youth Basketball



Annual Food Drive



Holtz Children's Hospital visit

BY THE NUMBERS

Total Operating Revenues
\$13,703,936

350,000

Fair Expo Center Attendance



70 Fair Expo Center Events

Total Youth Fair Attendance

653,281

7.7% increase



53,000

Student Exhibit Entries

500+

Number of seasonal and part-time employees hired per year

\$330,000

Scholarships, Youth Programs, Premiums & Awards



Approximately

900+

volunteers donated their time to the Youth Fair



During the 2015 Youth Fair guests enjoyed

171

Food Stands

132

Retail Stands

98

Rides

52

Game Stands



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



Robert Hevia, DNP



Richard N. Krinzman



Douglas S. Loria



Alexis L. Martinez, Ed.D.



Maria Teresa Rojas



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



OUR HEART AND SOUL

The Youth Fair's achievements in 2015 were made possible by the efforts of our 42 full-time employees, 900+ volunteers and more than 500 seasonal and part-time employees.

Our full-time employees brought home an unprecedented **11 awards** in December from the International Association of Fairs and Expositions (IAFE) competition in Las Vegas. Industry leaders from across the United States and Canada judged the competition at the annual convention and trade show attended by 1,200 fairs around the globe.

Their innovations in displays and programs keep The Youth Fair fresh for the hundreds of thousands of families who attend every year. Two new ideas brought home awards from the Florida Federation of Fairs' "What a Great Idea" Contest in May:

1st Place – Instagram-inspired photo displays were placed strategically around the fairgrounds for fair goers to capture the moment and create a memory of their own. The photo displays increased social media interaction by encouraging guests to share and interact with us on our social media pages using our hashtags and username handles.

3rd Place – Hotel door hanger to attract tourists were placed on doorknobs at rooms of our partner hotel, Best Western Plus Kendall Hotel & Suites. Door hangers included dates, location, general admission information and contact information.

The rest of the year our full-time staff devote time to market Fair Expo Center events, organize sporting events for our community's youth, research scholarships, maintain 86 acres of grounds and create new ways to energize The Youth Fair.

We salute our employees who invest their time in keeping the fair industry strong:

- Ismael Ramos is a three-year member of the IAFE Young Professionals Initiative.
- Albert Montes is a four-year member of the Florida Federation of Fairs board of directors.

11 AWARDS RECEIVED FROM THE INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS





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
Georgina Gonzalez-Robiou, Member
Bob Hohenstein, Staff Representative (Officer of the Association)

NOMINATING COMMITTEE*

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

ADMINISTRATION & COMPENSATION COMMITTEE

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Eddie Cora
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Nelson Bellido
Maria Teresa Rojas

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Albert Montes, Staff Representative
**Standing Committee per Section 6.1 & 6.2, Amended & Restated Bylaws of May 12, 2014.*

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Jay Baum, Staff Representative

Albert Montes, Staff Representative
Julie Blanco, Staff Representative
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Albert Montes, Staff Representative
** Standing Committee per Section 6.1 & 6.2, Amended & Restated Bylaws of May 12, 2014.*

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Carol Douglass, Staff Representative
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Carol Douglass, Staff Representative
Ismael Ramos, Staff Representative
Diana Venturini, M-DCPS

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MARCH 17 - APRIL 10, 2016

(OPEN DAILY EXCEPT MARCH 28-29 & APRIL 4-5)

BE THERE! THE FAIR®

IN TAMiami PARK • OUR HOME SINCE 1972



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fairexpo.com

