



MIAMI-DADE
COUNTY
FAIR
AND
EXPOSITION, INC.
←→
SPECIAL
AWARD

Giving Back For A Better Future

2016 Annual Report

Table of Contents

Our Mission	1
Why We Matter	2
Letter from the Chairman of the Board and the President & CEO	3
Social Responsibility	4
By the Numbers	5
Miami-Dade County Fair & Exposition Serves the Community	6
Civic Commitment	9
Board of Directors	10
Excellence Within	11
Committees	12



March 23- April 16, 2017
(Open daily except March 27-28 & April 3-4)



Our Mission

The Miami-Dade County Fair & Exposition Inc. is a 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 and resources for year-round events.

Our Business

Miami-Dade County Fair & Exposition Inc. operates as a business. Our philosophy, as a non-governmental organization is to operate without taxpayer money, maintain high ethical standards and make internal and external decisions based on facts so that every individual may flourish.

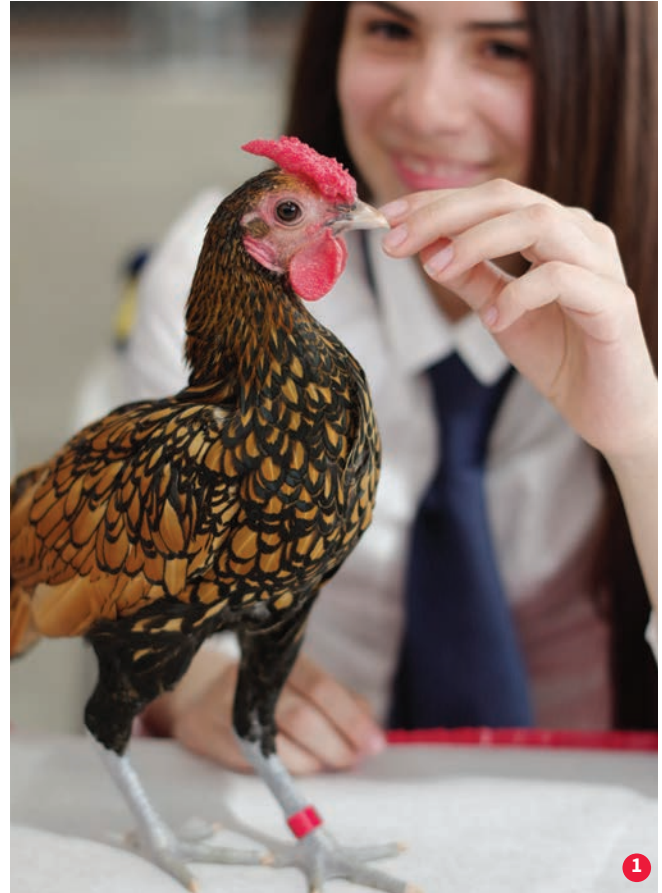


Why We Matter

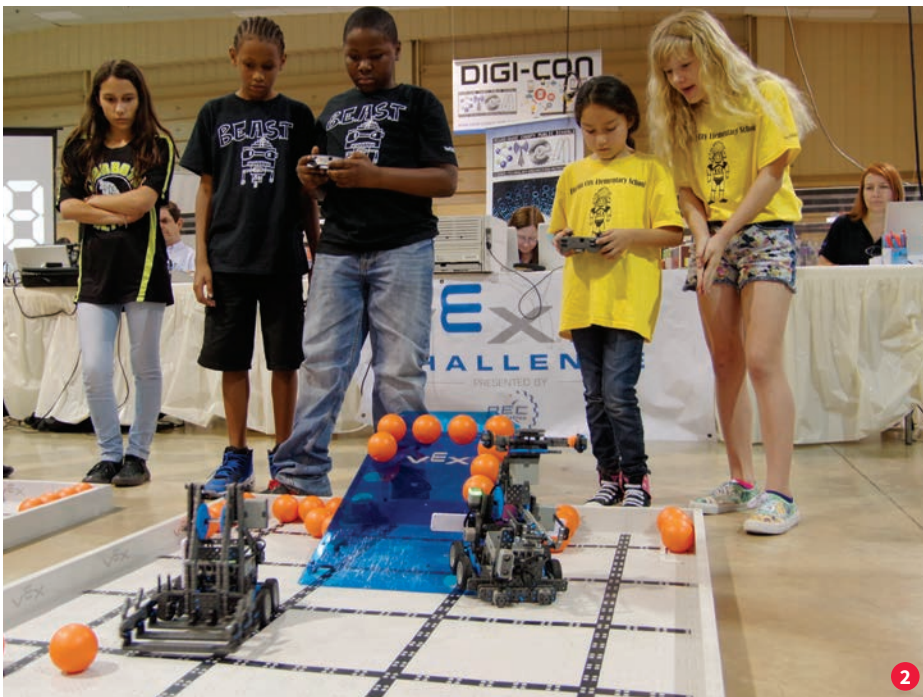
It is essential for the well-being of a community to have partners that help nourish and champion its young people as they blossom into adults and become the next generation of citizens and leaders.

In this role, the Miami-Dade County Fair & Exposition is proud to:

- Encourage students attending pre-kindergarten through 12th grade classes to seek knowledge and aim high by providing exhibit space where they can showcase the results of their efforts to family members, friends and hundreds of thousands of fair guests at The Youth Fair.
- Offer annual competitions that promote STEM courses, fine arts, language arts, social sciences and agriculture.
- Give competitive academic scholarships to deserving individuals seeking higher education.
- Help students and their families shoulder the initial investment of raising livestock for school agriculture and agribusiness programs.
- Support year-round sports programs that give more than 6,000 middle and high school students the opportunity to compete in events for swimming, diving, cross country, tennis, track, golf, bowling, wrestling and badminton.
- Reward students for their selfless contributions to members of the community who need it most.



1



2



3



4

1. Poultry Fitting & Grooming Competition 2. VEX Competition 3. Cross Country 4. American Girl Fashion Show

From the Chairman of the Board and the President & CEO

By definition, a fair is a place of competition. Traditionally, fairs brought rural families together to exhibit livestock, agricultural products and household skills. They stayed long after the ribbons were awarded and goods were sold to celebrate within the comfort of community.

Times have changed with urbanization. Nevertheless, the function of fairs has expanded along with the city sprawl to serve as girders of the community. The Miami-Dade County Fair & Exposition, our community's largest fundraising event, is no exception as we find our role to be more important than ever.

Certainly, fairs continue to be a central gathering place for people to compete, learn, eat good fair food and enjoy family entertainment. And we are proud to relate that in 2016:

- Attendance was over 612,000 guests of all ages, ethnicities, genders and denominations.
- Net income was \$135,946.
- We realized record food and beverage revenue.
- Admission ticket sales reached \$3,924,179.
- Our Fair Exposition business had another great fiscal year with income of \$1,345,248.

These numbers lead to another story you should know. In a nutshell, The Youth Fair provides educational opportunities that other community institutions can't offer. We remain relentless in upholding the opportunity for all students in elementary, middle and high school grade levels across the Miami-Dade County to compete for the honor of showcasing their hard work. This year more than 58,000 displays were set up in our exhibition halls and in our World of Agriculture. Hundreds of live performances were applauded on the fine arts stage. Robotic competitions thrilled guests in the tech

corridor. We presented \$129,000 in college scholarships, a growth of 42 percent over the previous year, for a total of \$460,000 in academic scholarships, cash prizes and awards given out as part of the 2016 Youth Fair, the largest amount we've ever bestowed.

We owe a special thanks to our concessionaires for their dedication in contributing to our Scholarship Program fund. Their Second Annual Red Thornberry & Miami-Dade County Youth Fair Golf Classic and Second Annual Surf 'N Turf Fest brought a combined net total of nearly \$50,000 designated for the 2017 scholarship distribution.

Raising livestock is a costly endeavor for students and their families, even more so if they don't live on a farm. Therefore, we introduced the Livestock Funding Program to assist middle and high school agriscience and agribusiness students at seven Miami-Dade County Public schools who care for hogs, lambs and steers they raised for show and sale at The Youth Fair. The program made available \$100,000 to help students, who worked all day every day of the week with their animals, by removing the pressure of upfront costs. The Youth Fair was reimbursed after the animals were sold at the student market auction. The sustaining fund will be used to help next year's students, and the program will be expanded to other schools.

We continue to strive for improvement in all areas and to seek out and explore new business opportunities that will allow us to grow and expand our commitment to the Miami-Dade community. And, as always, we excitedly look forward to many, many years of growth here in our home since 1972 at Tamiami Park.



A handwritten signature in black ink, appearing to read 'R. Cuevas'.

ROGER CUEVAS
Chairman of the Board



A handwritten signature in black ink, appearing to read 'Robert Hohenstein'.

ROBERT HOHENSTEIN
President & CEO

Social Responsibility

Hospital Cheer

Tadpole the Clown delivered joy and laughter to pediatric patients and families at Holtz Children's Hospital and at Baptist Children's Hospital.

Annual Food Drive

Nearly 5,000 lbs. of food was collected during the 2016 Youth Fair and delivered to the Miami Rescue Mission and Broward Outreach Center to help feed members of the community in need.

Exceptional Students Day

Gates were closed the morning of April 7th to bring a day of joy to nearly 9,000 of our community's special needs students, who with their chaperones explored the fairgrounds, fair food and fair rides.



1



2



3

1. Tadpole visits patients at Baptist Children's Hospital
2. Miami Rescue Mission food drive 3. Exceptional Students Day.

That's the Ticket

For the community to participate in fair fun, we provided over 179,000 complimentary admission tickets with a value of more than

\$2,500,000 to:

- Student Exhibitors • Educators • Boy Scouts and Girl Scouts
- Retired and Active Military • FIU Student & Employee Appreciation Day
- Twin Thursdays • CHARLEE Program • Students Visiting on Field Trip Days

In addition, 400,000 complimentary admission tickets were distributed to students in Miami-Dade County. Each K-12 student within the county received a complimentary admission ticket to the 2016 Youth Fair & Exposition with a value of

\$5,600,000

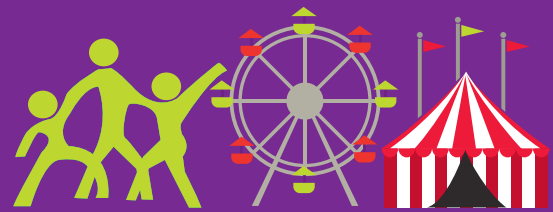


By The Numbers



355,000

Fair Expo Center Attendance



612,798

Youth Fair Attendance

\$14,715,723 Total Operating Revenue

70

Fair Expo Center Events

522

Seasonal and part-time employees

800+

Number of volunteers

24

Number of IAFE Awards received



Nearly

\$50,000

Scholarship funds raised by concessionaires



58,000

Student Exhibit entries



\$3,924,179

Total admission ticket sales



\$460,000

Scholarship, Youth Programs, Premiums & Awards



Well over

\$11,000,000

Total returned to the community over 65 years



\$100,000

Livestock Funding total

Miami-Dade County Fair & Exposition serves the community by:

Supporting Higher Education

The Youth Fair's Scholarship Program increased to 116 the number of deserving graduating high school seniors who received **\$1,000 college scholarships** on April 19 at the annual awards ceremony and dinner. Last year 78 scholarships were awarded. The students, who came from public, private and charter schools, home schools and alternative education and vocational programs, were selected in a competitive application process. Sixteen seniors who plan to study for careers in agriculture were recognized. In addition, six of the scholarships went to students in the Theater Arts Department at Florida International University.



Walter B. Arnold, Jr. Youth Hall of Fame Community Service Award finalists and inductees.

Our family of concessionaires helped to make these scholarships possible. For the second year, this generous group organized and presented the **Red Thornberry & Miami-Dade County Youth Fair Golf Classic** and **Surf 'N Turf Fest** events to raise nearly **\$50,000** for our Scholarship Fund.

Advancing Community Service

The Miami-Dade County Fair & Exposition announced that Gwendolyn Odin of Miami Springs Middle School and Maribel Corona-Villa of Robert Morgan Educational Center received the **Walter B. Arnold, Jr. Youth Hall of Fame Community Service Award**. The Hall of Fame inductees were recognized for their dedication to community service on April 28 at the annual dinner ceremony, where each were **awarded \$1,000**. Also, the four finalists and the inductees each received \$100.

Sponsoring the 2016 Elie Wiesel Foundation Prize in Ethics Essay Contest

The Youth Fair's contribution of **\$7,000** provided the financial support for the **2016 Elie Wiesel Foundation Prize in Ethics Essay Contest**. Ten high school juniors and seniors representing Miami-Dade County Public high schools received scholarships on May 5 at the award ceremony at The Betsy-South Beach.

Elie Wiesel, the Nobel laureate and Holocaust survivor who passed away on July 20, created the essay contest to encourage students to apply his call to action to "think higher and feel deeper" about ethical issues facing our society. Miami-Dade County Public Schools is distinguished as the only school district in the nation participating in the college-level contest. The Youth Fair supports the initiative in collaboration with the Miami-Dade school district, The Betsy-South Beach, the Elie Wiesel Foundation for Humanity, and the foundation's corporate sponsor LRN.



2016 Elie Wiesel Foundation Prize in Ethics Essay Contest winners.



1



2



3

The Red Thornberry & Miami-Dade County Youth Fair Golf Classic and Surf 'N Turf Fest events raised nearly
\$50,000
for our Scholarship Fund.



4



5



6

1 & 4. Annual Scholarship Awards Ceremony 2 & 6. Red Thornberry & Miami-Dade County Youth Fair Golf Classic 3 & 5. Surf 'N Turf Fest



Showcasing Student Achievement

Tens of thousands of students across Miami-Dade County submitted projects for judging at The Youth Fair, resulting in more than **58,000 exhibits**.

The Youth Fair's competitive divisions included culinary arts, technology education, model building, fishing gear, homemaker arts, information technology, business, horticulture, photography, fashion design, drafting, creative writing, wood and metal working, plastic fabrication, books, fine arts, and performing arts.

In addition, Girl and Boy Scouts, FFA and 4H club members entered displays. Robotics clubs competed. Music, drama and dance performances were judged in the world language division competition at Florida International University's Herbert and Nicole Wertheim Performing Arts Center. We awarded students for their achievements with cash prizes, ribbons and trophies.

Boosting the Agriculture Community

The agriculture exhibit programs help to promote the South Florida agriculture community and educate students on the principles of developing, implementing, and managing agricultural based businesses. Seeing the need, The Youth Fair launched the Livestock Funding Program – the first of its kind in the United States – to assist students with the upfront costs of raising and nurturing steers, hogs and lambs. The students, enrolled in agriscience and agribusiness programs at Miami-Dade



County Public middle and high schools, showed their animals at The Youth Fair before selling them at the Youth Market Auction and Sale. The students used their earnings to reimburse The Youth Fair's Livestock Fund and to pocket the profit. Among the lessons learned during the six-month experience with animal husbandry was that farming is a business.

The Poultry Exhibition proved a healthy competition after the worst bird flu epidemic in U.S. history (2014-2015) was brought under control well before the 2016 Youth Fair. Students displayed and groomed their ducks, chickens and geese, demonstrating their extensive knowledge of the animals.

Providing a Competition Venue

Competitions are key tools for shaping and molding young people into productive members of society who are rich in self-esteem and confident in their skills. The Youth Fair is host to several competitions, including:

- Engineering Encounters' Bridge Design Contest
- The FIRST Robotics Competition
- VEX IQ Challenge



Filling a Sports Gap

The Youth Fair partners with the Miami-Dade County Parks, Recreation and Open Spaces Department to sponsor athletic events year-round that allows student athletes to advance in their sport. More than 6,000 middle and high-school age students participated in competitions for swimming, diving, cross country, tennis, track, golf, bowling, wrestling and badminton. All events are held in accordance with the official rules of the Greater Miami Athletic Conference (GMAC), Florida High School Activities Association and the National Federation of State High School Associations.

The Youth Fair provides space on the fairgrounds for the Tamiami Youth Basketball program and the Miami-Dade County Parks, Recreation and Open Spaces Department summer camps program. Tamiami Youth Basketball gives girls and boys between age 5 and 17 the opportunity to play recreational basketball year-round.

Civic Commitment

Miami-Dade County Fair & Exposition is a year-round multi-use facility. Among our responsibilities to the community:

- We are a designated pet-friendly shelter for residents of Miami-Dade and Monroe counties in case of natural or man-made disasters.
- We are a staging area for emergency equipment and personnel during a crisis.
- The Exposition Center is available for area businesses and community gatherings.

Volunteers Are Our Backbone

More than 800 volunteers generously gave their time and energy toward making 2016 a successful year by:

- Contributing their expertise to catalogue and judge every student exhibit entry before putting them on display to the general public.
- Judging the performances of hundreds of music, drama and dance students.
- Coordinating athletic events.
- Serving on our board of directors.



Lisa Lashbrook, one of our 800 dedicated volunteers.



Leon Medical Center Holiday Party in the Fuchs Pavilion; one of the many events held at the Fair Expo Center.

Board of Directors



Roger C. Cuevas
Chairman of the Board



Nelson C. Bellido
*Chairman-Elect
of the Board*



Marguerite Morris
Treasurer



**Georgina
Gonzalez-Robiou, APR**
Secretary



Eduardo F. Cora
*Immediate Past
Chairman of the Board*



Ivonne F. Alexander



Willie L. Carpenter



Albert E. Dotson, Sr.
Ph.D.



Jack Griffith



Robert Hevia, DNP



Richard N. Krinzman



Douglas S. Loria



Alexis L. Martinez,
Ed.D.



Manny J. Rodriguez



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

Excellence Within

The Youth Fair’s achievements were made possible by the efforts of our 42 full-time employees and more than 500 seasonal and part-time employees.

Our full-time employees brought home an unprecedented 24 awards in December from the International Association of Fairs and Expositions (IAFE) Annual Convention. The Youth Fair staff, in going up against nearly 1,200 fairs from around the world, accepted the ‘Best of Division in Competitive Exhibits’ award plus eight first-place awards, six second-place awards and nine third-place awards. Industry leaders from across the United States and Canada judged the entries.

In addition to the awards ceremony, The Youth Fair attendees used the opportunity to show the winning exhibits, attend educational seminars and evaluate new entertainment and vendors.

More news

Ismael Ramos, Jr., competitive exhibits manager, graduated from the IAFE Institute of Fair Management. The mission of the Institute is to enhance professional development by providing education and training in areas of core competency necessary for the operations of today’s fairs and expositions, large or small.



Bob Hohenstein, Carol Douglass, Ismael Ramos, Jr. and Diana Nelson accepting our awards at the IAFE Annual Convention.

Sira Camilo, director of sales and business development, was named the AXA Businesswoman of the Year award winner for outstanding hospitality professional by the Coral Gables Chamber of Commerce.

Julie Blanco, director of administration and compliance, and **Claudia Hernandez-Maltes**, director of marketing and entertainment, began their studies in the IAFE Institute of Fair Management.

Albert Montes, chief financial officer, sits on the board of directors of the Florida Federation of Fairs and Livestock Expositions and is also a graduate of the IAFE Institute of Fair Management.

Our full-time employees brought
24 awards
from the International Association of
Fairs and Expositions (IAFE)
Annual Convention.



1. Ismael Ramos, Jr. with Carol Douglass 2. Sira Camilo with Bob Hohenstein 3. Claudia Hernandez-Maltes and Julie Blanco 4. The Miami-Dade County Fair & Exposition, Inc. staff

Committees

Executive Committee

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

Nominating Committee*

Nelson Bellido, *Chairman*
Roger Cuevas
Georgina Gonzalez-Robiou
Eddie Cora
Manny Rodriguez
Jack Griffith
Richard Krinzman
Ralph Garcia-Toledo
Bob Hohenstein, *Staff Representative*

Administration & Compensation Committee

Albert Dotson, Sr., *Chairman*
Maria Teresa Rojas, *Vice Chair*
Roger Cuevas
Nelson Bellido
Manny Rodriguez
Richard Krinzman
Ivonne Alexander

Audit Committee*

Ivonne Alexander, *Chairwoman*
Willie Carpenter
Eddie Cora
Roger Cuevas
Albert Dotson, Sr.
Alexis Martinez
Robert Hevia
Bob Hohenstein, *Staff Representative*
Albert Montes, *Staff Representative*

Budget Committee*

Doug Loria, *Chairman*
Roger Cuevas
Nelson Bellido
Georgina Gonzalez-Robiou
Eddie Cora
Jack Griffith
Ralph Garcia-Toledo
Ivonne Alexander
Robert Hevia
Bob Hohenstein, *Staff Representative*
Albert Montes, *Staff Representative*
Julie Blanco, *Staff Representative*

Investment Committee*

Willie Carpenter, *Chairman*
Roger Cuevas
Eddie Cora
Doug Loria
Albert Dotson, Sr.
Richard Krinzman
Alexis Martinez
Bob Hohenstein, *Staff Representative*
Albert Montes, *Staff Representative*

Agriculture Committee

Ivonne Alexander, *Chairwoman*
Eddie Cora, *Vice Chair*
Roger Cuevas
Marguerite Morris
Willie Carpenter
Alexis Martinez
Maria Teresa Rojas
Robert Hevia
Bob Hohenstein, *Staff Representative*
Carol Douglass, *Staff Representative*
Ismael Ramos, *Staff Representative*

Evaluation/Volunteer Committee

Marguerite Morris, *Chairwoman*
Alexis Martinez, *Vice Chair*
Roger Cuevas
Georgina Gonzalez-Robiou
Eddie Cora
Manny Rodriguez
Willie Carpenter
Jack Griffith
Doug Loria
Albert Dotson, Sr.
Richard Krinzman
Ralph Garcia-Toledo
Maria Teresa Rojas
Ivonne Alexander
Bob Hohenstein, *Staff Representative*
Albert Montes, *Staff Representative*
Patty Dee, *Staff Representative*
Carol Douglass, *Staff Representative*
Sira Camilo, *Staff Representative*
Rosa Madruga, *Staff Representative*
Claudia Hernandez-Maltes, *Staff Representative*
Richard Daker, *Staff Representative*
Julie Blanco, *Staff Representative*
Ismael Ramos, *Staff Representative*

Safety Committee

Doug Loria, *Chairman*
Robert Hevia, *Vice Chair*
Roger Cuevas
Nelson Bellido
Marguerite Morris
Georgina Gonzalez-Robiou
Eddie Cora
Manny Rodriguez
Willie Carpenter
Jack Griffith
Albert Dotson, Sr.
Richard Krinzman

Alexis Martinez
Ralph Garcia-Toledo
Maria Teresa Rojas
Ivonne Alexander
Bob Hohenstein, *Staff Representative*
Patty Dee, *Staff Representative*
Rosa Madruga, *Staff Representative*
Richard Daker, *Staff Representative*
Julie Blanco, *Staff Representative*

Scholarship Committee

Georgina Gonzalez-Robiou, *Chairwoman*
Ralph Garcia-Toledo, *Vice Chair*
Roger Cuevas
Nelson Bellido
Marguerite Morris
Doug Loria
Maria Teresa Rojas
Bob Hohenstein, *Staff Representative*
Patty Dee, *Staff Representative*
Carol Douglass, *Staff Representative*
Claudia Hernandez-Maltes, *Staff Representative*
Julie Blanco, *Staff Representative*
Ismael Ramos, *Staff Representative*
Diana Venturini, *M-DCPS*

Walter B. Arnold, Jr. Youth Hall of Fame Service Award Committee

Jack Griffith, *Chairman*
E. Darwin Fuchs, *Vice Chair*
Roger Cuevas
Marguerite Morris
Georgina Gonzalez-Robiou
Alexis Martinez
Maria Teresa Rojas
Robert Hevia
Bob Hohenstein
Carol Douglass
Claudia Hernandez-Maltes
Ismael Ramos
Diana Venturini, *M-DCPS*

Endowment Committee

Richard Krinzman, *Chairman*
Manny Rodriguez, *Vice Chairman*
Roger Cuevas
Marguerite Morris
Georgina Gonzalez-Robiou
Willie Carpenter
Jack Griffith
Albert Dotson, Sr.
Ralph Garcia-Toledo
Bob Hohenstein, *Staff Representative*
Albert Montes, *Staff Representative*

Ad-Hoc Committee-History of the Youth Fair

E. Darwin Fuchs, *Chairman*
Roger Cuevas
Bob Hohenstein, *Staff Representative*
Melissa Rodriguez, *Staff Representative*

*Standing Committee per Section 6.1 & 6.2, Amended & Restated Bylaws of Mary 12, 2014

Another Award Winning Year!



September 2015

2015 Leisure & Entertainment Services Firm of the Year by the Latin Builder's Association®



South Florida Hispanic
Chamber of Commerce

November 2015

2015 Non-Profit Organization of the Year by the South Florida Hispanic Chamber of Commerce.



November 2015

2015 Diamond Award for Outstanding Hospitality Entity by the Coral Gables Chamber of Commerce.



December 2015

Winner of 24 awards from the International Association of Fairs and Expositions (IAFE) Annual Convention.



May 2016

#8 within the category of Parade and Festival in Miami/South Florida's Top 100 Events in 2016.



10901 Coral Way
Miami, FL 33165

fairexpo.com