

*Happy
Holidays!*

The Events Team wishes you and your family a joyous Holiday season and a very happy New Year.

ADDITIONAL GROUNDS IMPROVEMENTS

- The entire first level of the Grandstand's interior was repainted with a new, updated color scheme along with new directional signage and venue maps.
- Additional ADA parking has been added to the Festival area.
- Nearly all restrooms throughout the grounds, including men's, have had baby-changing stations installed.
- A new shade structure similar to the one at Gate 8, has been erected at the Gate 12 entryway.
- New directional signage has been installed throughout the grounds, in addition to two new entrance signs on Valley Avenue.
- All 11 tickets booths have been replaced with new ones.
- Privacy fencing was installed along Bernal Avenue
- Electrical outlets outside the buildings and around the grounds continue to be upgraded.
- Access points continue to be installed or replaced throughout the grounds to improve Wi-Fi capability.
- Various paving projects around the grounds will continue throughout 2017.

GROUND IMPROVEMENTS

Building A - Our largest building has been equipped with a brand new sound system that will eventually be linked to systems in Buildings B & C. New doors were also installed on the building's south side.

Building B - Building is currently receiving upgrades to its electrical system and will receive a new paint job soon.

Building C - The interior was recently painted and some of the prep kitchen has been renovated. New blackout window shades have been purchased and will be available for use upon request.

Building D - Recently removed from our rentals list, Building D now serves as a storage facility for our maintenance department.

Building E - The building was removed from the property earlier this year to create a more open landscape for improved traffic flow.

Building Q - A major renovation including the installation of glass roll up doors, a new floor, paint and air conditioning, has been complete. New roofing is planned for 2017.

Building X - Our brand new Event Sales office is now open for business and features an open design with a large, modern conference room. The office is located just off the turnaround area at the Yellow Gate entrance on Pleasanton Avenue. Please call ahead to schedule an appointment.

Amphitheater - The amphitheater's staging area has been painted black for a clean, updated look and 500 numbered stadium seats were installed throughout the middle sections. A plan for expanding the reserved seating area is currently in progress.



Building Q

Meet the Events Team:

Faye Cater - Manager of Business Development and Event Operations

Faye oversees the Event Sales Department, Event Operations, Parking, Security, RV Camping, and Storage and manages the relationships with many of our third party partners. Faye has been with the Events Department for ten years.

Candice Browning - Event Sales Supervisor

Candice works with potential clients to bring new and exciting events to the Fairgrounds and brings leadership and support to the department. She has been with the Events Department for more than nine years.

Alex Weiner - RV Campground and Storage Supervisor

Alex oversees park maintenance, operations and guest relations. He is a graduate of Chico State and served as a member of our accounting team for three years before accepting the supervisor position with the Events department.

Melanie Johnston - Senior Events Coordinator

Melanie works with commercial vendors during the Fair as well as several full grounds shows events throughout the year. She has more than 18 years of experience in event management.

Jennifer Prendergast - Senior Events Coordinator

Jennifer works with food vendors during the Fair and coordinates many full grounds shows and events throughout the year. She has more than 7 years of event planning experience.

Kori Guerra - Events Coordinator

Kori manages several different events throughout the year and runs the Guest Services Department during the Fair. She has 9 years of experience in Guest Services.

Dominique Jacques - Events Coordinator and Contract Specialist

Dominique is the onsite attorney for the Events Department and handles most weddings and picnics for the Fairgrounds. Dominique has more than 4 years of event planning experience.



SPECTRA FOOD SERVICE

Meet Spectra Food Service's newest team members:

Jay Polkinghorn - General Manager

Jay has 17 years of catering & concession management experience and was recently appointed to the GM position after assisting at Spectra's Santa Clara location for the past two years. Jay comes to the position with "a fresh set of eyes, enthusiasm for collaboration and creating the best customer experience, and building a solid leadership team."

Christina Nicora - Catering Manager

Christina started her career at Sears Point Raceway and brings 14 years of experience in catering, operations, sales and concessions to her new role.

Brian Stone - Concession Manager

Brian started his career with Aramark at Concord Pavilion and has 16 years of experience in the Food & Beverage industry. Brian says he most enjoys the "variety of events and camaraderie of the staff and guests" at Alameda County Fairgrounds.



2017 ALAMEDA COUNTY FAIR

June 16 - July 9, 2017

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