

18. Yet another possibility would be for the state to sell the Orange County Fairgrounds to a non-profit foundation that would continue operating the Fairgrounds as it is today. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a non-profit foundation that would continue operating the Fairgrounds as it is today?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	31.4%
Somewhat more likely to support	30.3%
Makes no difference to me [DO NOT READ]	7.4%
Somewhat less likely to support	9.1%
Much less likely to support	18.0%
Unsure [DO NOT READ]	3.7%
Refused [DO NOT READ]	-

19. The Orange County Fair Board passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	33.7%
Somewhat more likely to support	31.4%
Makes no difference to me [DO NOT READ]	7.1%
Somewhat less likely to support	8.9%
Much less likely to support	15.7%
Unsure [DO NOT READ]	2.9%
Refused [DO NOT READ]	0.3%

20. The OC Fair and Event Center Foundation is a non-profit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	33.4%
Somewhat more likely to support	33.4%
Makes no difference to me [DO NOT READ]	9.1%
Somewhat less likely to support	7.7%
Much less likely to support	10.6%

Unsure [DO NOT READ]	5.7%
Refused [DO NOT READ]	-

21. Supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	37.4%
Somewhat more likely to support	26.6%
Makes no difference to me [DO NOT READ]	9.4%
Somewhat less likely to support	9.1%
Much less likely to support	10.9%
Unsure [DO NOT READ]	6.0%
Refused [DO NOT READ]	0.6%

Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

22. PARKER says: “We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it’s important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled.” NICHOLS says: “We don’t gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn’t sell the Orange County Fairgrounds.” With whom do you agree more, PARKER or NICHOLS?

[ROTATE WITH QUESTION AND ANSWERS]

PARKER who says we should consider selling the Orange County Fairgrounds	55.7%
NICHOLS who says we should not consider selling the Orange County Fairgrounds	36.9%
Unsure [DO NOT READ]	6.9%
Refused [DO NOT READ]	0.6%

23. SMITH says: “Selling the Orange County Fairgrounds to a non-profit doesn’t add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a non-profit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?” JONES says: “The Orange County Fairgrounds

has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds.” With whom do you agree more, SMITH or JONES?

[ROTATE WITH QUESTION AND ANSWERS]

SMITH who says we should not consider selling the Orange County Fairgrounds	38.6%
JONES who says we should consider selling the Orange County Fairgrounds	46.0%
Unsure [DO NOT READ]	14.6%
Refused [DO NOT READ]	0.9%

24. Based on what you know now, would you support or oppose the state of California selling the Orange County Fairgrounds to a local non-profit organization?

[PRESS FOR STRONGLY OR SOMEWHAT]

Strongly support	20.9%
Somewhat support	34.9%
Makes no difference [DO NOT READ]	2.0%
Somewhat oppose	10.0%
Strongly oppose	26.3%
Unsure [DO NOT READ]	5.7%
Refused [DO NOT READ]	0.3%

25. And finally for demographic purposes only, which of the following best describes your ethnic background?

Latino/Hispanic	15.4%
White/Caucasian	66.6%
Black/African American	1.4%
Asian	6.3%
Other	7.1%
Refused [DO NOT READ]	3.1%

Thank you for your time. Have a great (day/evening).



STRATEGIC MEMORANDUM

TO: Steve Beazley, President and CEO
OC Fair – 32nd District Agricultural Association

FROM: Adam D. Probolsky
Probolsky Research LLC

SUBJECT: OC Fair Customer, Marketing & Outlook Survey
– DRAFT ONLY

DATE: October 25, 2009

EXECUTIVE SUMMARY AND ANALYSIS

From Tuesday, October 20 through Friday, October 23, 2009 Probolsky Research conducted a telephone survey of voters within Orange County.

Our research revealed that the economy is the top concern within Orange County. Following the economy, “government,” “public safety” and “education/higher education/public schools” issues compete for share of mind. Data for this was collected in response to the open-ended question: “What is the most important issue facing your community today?” This allowed respondents to give an answer unencumbered by pre-selected answers.

A plurality of voters (45.7%) feel Orange County is on the right track, in sharp contrast to the 70% who feel the state of California is on the wrong track.

79.4% of voters regard the OC Fair favorably, and though name ID of the Pacific Amphitheatre is significantly less it still enjoys a strong majority (58.3%) that regard it favorability.

Only 15.1% of respondents have never been to the OC Fair (“no time/too busy” is the top reason for not attending), and **nine out of ten OC Fair attendees are satisfied** with their experience, leaving a mere 7.1% that indicated they were unsatisfied with their experience, a proportion marginally higher than the margin of error of this survey.

“Displays/booths/exhibits/looking around” was the top reason why OC Fair attendees were satisfied with their experience, while the small minority that was unsatisfied with their experience cited “too expensive” as their top reason for their dissatisfaction. It should be noted that the latter small group reflects 3% of the survey population, or below the margin of error.

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While 69.1% initially opposed the idea of selling the Orange County Fairgrounds, after hearing all of the arguments throughout the survey, ultimately 55.7% ultimately support the state of California selling the Orange County Fairgrounds to a local non-profit organization.

Respondents are most supportive of selling the property to a non-profit foundation, while they are most opposed to selling it to a for-profit corporation. While all arguments tested in favor of selling the property to a non-profit foundation were effective, the most persuasive appeared to be knowing that the OC Fair and Event Center Foundation is a non-profit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center.

Opposition to the sale is strongest within Supervisorial District 1, while support is highest among Supervisorial District 2.

Charts indicate the aggregate responses to each question. We have provided bullet points to illustrate those instances where certain demographics differ significantly from the aggregate response.

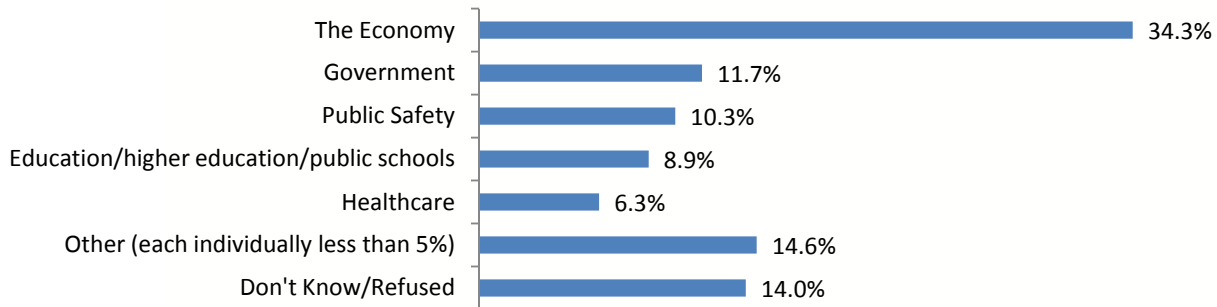
A total of 355 voters were polled. A survey of this size yields a margin of error of +/-5.3%. Appropriate ratios were obtained such as for gender, age group, party registration and voter type.

Interviews were conducted in English. The average survey length was 12 minutes.

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The Economy is voters' top concern



"Foreclosures and houses being sold for next to nothing."

"People being out of work."

"Lack of confidence in government."

"Uprising in all the gang violence."

"Government spending. They need to set a budget. They are spending more than they are taking in. I would like to see that in the state, local, and federal government."

"Gang violence. A lot of graffiti. People hanging around."

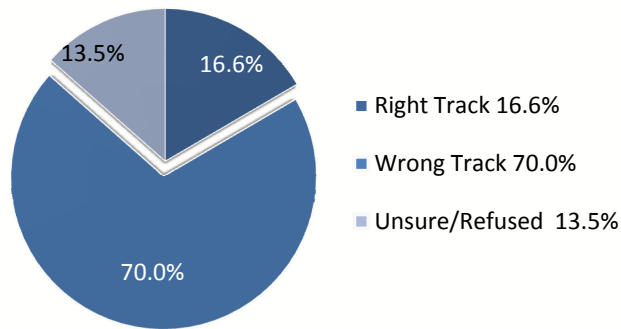
"Healthcare...and shortage of money."

"Unemployment...how high is it going to go?"

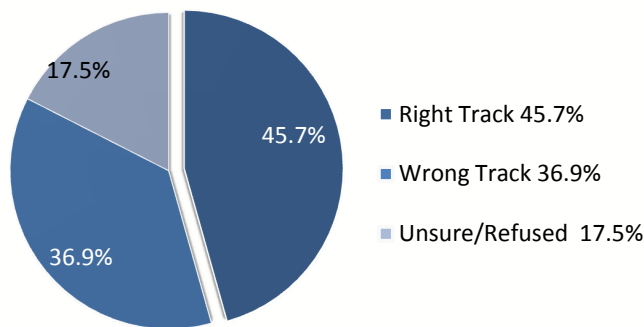
"Quality of schools."

"I don't know. There have been a lot of theft in my neighborhood. Stealing cars. Stealing things from my car and my boyfriend's car."

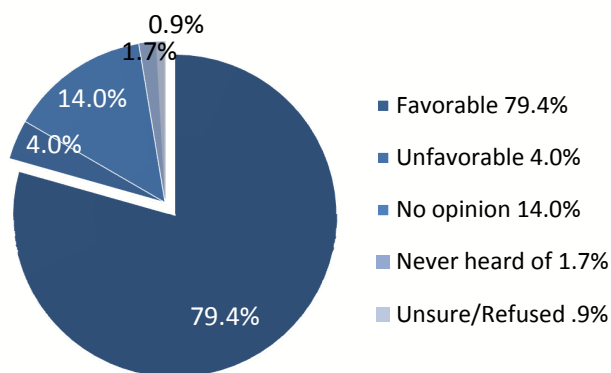
70% feel California is on the wrong track



45.7% feel Orange County is on the right track



79.4% regard the Orange County Fair favorably



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