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State of California

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## MEMORANDUM

Date: June 7, 2010

To: Board of Directors  
California Exposition & State Fair

Via: Norbert J. Bartosik, General Manager/CEO  
California Exposition & State Fair

From: David Elliott, Assistant General Manager, Racing Events  
California Exposition & State Fair

Subject: June 2010 Board Report

1. Harness Meet Updates
2. Satellite Wagering Update
3. Triple Crown Report

### 1. Harness Meet Updates

As the Spring/Summer Cal Expo harness meet winds down, the overpayment of purses has been reduced by over \$200,000. The harness meet will take a break for 7 weeks and five days. Some harness horsemen who have applied for stalls will be granted stalls for the break period as we were able to provide in 2009. Some horsemen have moved on to other tracks and we are hopeful they will ship back to Cal Expo for the Fall meet. We are in the process of finalizing a Fall incentive program for horsemen which will include a purse increase of approximately 10%.

### 2. Satellite Wagering Update

Location Fees to Cal Expo

	<u>Satellite Location Fees</u>	<u>ADW Location Fees</u>	<u>Total</u>
Year to Date 2010	315,969	90,533	406,502
Year to Date 2009	354,652	89,735	444,387

### **3. Triple Crown Races- Handle at Cal Expo**

A report comparing the handle and attendance of the Triple Crown races is attached.

Cal Expo Sports and Wagering Center

Special Race Days

2010

2009

2008

2007

2006

EVENT	HANDLE	ATTENDANCE	HANDLE	ATTENDANCE	HANDLE	ATTENDANCE	HANDLE	ATTENDANCE	HANDLE	ATTENDANCE
	Saturday, May 1st		Saturday, May 2nd		Saturday, May 3rd		Saturday, May 5th		Saturday, May 6th	
<b>KENTUCKY DERBY</b>	<b>489,334.90</b>	<b>2,181</b> (85 RACES)	<b>495,895.60</b>	<b>2,364</b> (89 RACES)	<b>569,632.10</b>	<b>2,329</b> (76 RACES)	<b>630,009.30</b>	<b>2,430</b> (78 RACES)	<b>599,954.40</b>	<b>2,035</b> (84 RACES)
<i>DERBY WEEK (MAY)</i> 5 Racing Days 6 Days in 2007)	796,252 5 RACING DAYS	3,267 (337 RACES)	879,846.20 5 RACING DAYS	3,187 (357 RACES)	1,027,067.20 5 RACING DAYS	3,696 (320 RACES)	1,178,624.40 6 RACING DAYS	4,034 (332 RACES)	1,122,915.40 5 RACING DAYS	3,501 (294 RACES)
	Saturday, May 15th		Saturday, May 16th		Saturday, May 17th		Saturday, May 19th		Saturday, May 20th	
<b>PREAKNESS STAKES</b>	<b>287,113.40</b>	<b>1,325</b> (86 RACES)	<b>375,326.00</b>	<b>1,403</b> (82 RACES)	<b>325,970.20</b>	<b>1,185</b> (78 RACES)	<b>503,542.60</b>	<b>1,429</b> (76 RACES)	<b>432,570.90</b>	<b>1,414</b> (80 RACES)
<i>PREAKNESS WEEK(MAY)</i> 5 Racing Days (6 Racing Days in 2006)	565,957 5 RACING DAYS	2,244 (303 RACES)	672,285.50 5 RACING DAYS	2,431 (325 RACES)	682,994.10 5 RACING DAYS	2,203 (292 RACES)	1,032,428.10 5 RACING DAYS	2,700 (284 RACES)	865,269.40 6 RACING DAYS	2,607 (313 RACES)
	Saturday, June 5th		Saturday, June 6th		Saturday, June 7th		Saturday, June 9th		Saturday, June 10th	
<b>BELMONT STAKES</b>	<b>285,926.30</b>	<b>1,057</b> (86 RACES)	<b>368,230.20</b>	<b>1,374</b> (105 RACES)	<b>436,928.80</b>	<b>1,718</b> (81 RACES)	<b>392,098.70</b>	<b>1,067</b> (82 RACES)	<b>377,643.40</b>	<b>1,175</b> (90 RACES)
<i>BELMONT WEEK(JUNE)</i> 5 Racing Days (4 in '09)	521,278.80 *4 RACING DAYS	1,846 (265 RACES)	680,542.10 *4 RACING DAYS	2,351 (308 RACES)	852,701.20 5 RACING DAYS	2,818 (316 RACES)	852,549.20 5 RACING DAYS	2,316 (303 RACES)	802,035.70 5 RACING DAYS	2,322 (296 RACES)
	Friday, November 5th & Saturday, November 6th		Friday, November 6th & Saturday, November 7th		Friday, October 24th & Saturday, October 25th		Friday, October 26th & Saturday, October 27th		Saturday, November 4th	
<b>BREEDERS' CUP-DAY #1</b>		( RACES)	<b>155,595.10</b>	<b>563</b> (61 RACES)	<b>180,152.20</b>	<b>568</b> (55 RACES)	<b>145,694.00</b>	<b>337</b> (64 RACES)		
<b>BREEDERS' CUP-DAY #2</b>		( RACES)	<b>294,342.90</b>	<b>877</b> (76 RACES)	<b>302,476.00</b>	<b>972</b> (73 RACES)	<b>390,131.40</b>	<b>1,045</b> (72 RACES)	<b>561,767.80</b>	<b>1,233</b> (71 RACES)
<i>BREEDERS' CUP WEEK(OCT)</i> 5 Racing Days (*07&08 2-Day Event)	5 RACING DAYS	( RACES)	648,969.30 5 RACING DAYS	2,144 (329 RACES)	720,569.90 5 RACING DAYS	2,358 (303 RACES)	816,209.30 5 RACING DAYS	2,141 (301 RACES)	1,023,763.60 5 RACING DAYS	2,557 (260 RACES)
	Saturday, October tba		Saturday, October 3rd		Sunday, October 5th		Saturday, November 3rd		Saturday, October 28th	
<b>CALIFORNIA CUP</b>		( RACES)	<b>133,893.50</b>	<b>414</b> (90 RACES)	<b>140,548.30</b>	<b>375</b> (102 RACES)	<b>171,097.10</b>	<b>439</b> (59 RACES)	<b>192,899.40</b>	<b>466</b> (61 RACES)
<i>CAL CUP WEEK(NOV)</i> 5 Racing Days *2000, 2004, 2006 RACED IN OCT	5 RACING DAYS	( RACES)	449,487.90 5 RACING DAYS	1,373 (371 RACES)	472,405.10 5 RACING DAYS	1,511 (332 RACES)	564,013.80 5 RACING DAYS	1,553 (271 RACES)	588,837.50 5 RACING DAYS	1,539 (257 RACES)

2006-2010 COMPARISONS

\*(International Races Added in 2005)

## **State Fair Racing- 2010**

Racing Dates: July 14 through July 25- No Racing July 19 and 20

1<sup>st</sup> Race- 1:45 PM; 3:45 PM on Fridays (10 races per day scheduled)

Last Race- Approximately 6:15 PM; Fridays 8:15 PM

Purses- To racehorse and racing mule owners will be approximately \$1,000,000

Wagering- Fairgoers will take home approximately \$3,000,000 in winning wagers

Special Features:

### **Let It Roll!! Daily**

Turn \$50 into heaps of cash!! 100 (10 per racing day) Lucky Fairgoers will get the chance to turn a free \$50 wager into as much cash as they can in the daily Let It Roll! contest. Guests can enter the daily Let It Roll! contest at the Grandstand Main Entrance or at the Cal Expo Racing Gate entrance once per every racing day.

### **Daily Double Dollar Day- July 14, 2010**

Each fan attending the races on opening day, July 14, will receive a coupon good for a free daily double wager. The wager will be good for the 4<sup>th</sup> and 5<sup>th</sup> races of the day. The daily double, a long time staple of horseracing fun, is a wager when the guest must correctly pick the winners of, in this case, races 4 and 5. Coupons will be available in the grandstand for the first 2,000 guests. One coupon per person. Also, on opening day, racing programs will be \$1.00.

### **Wednesday Winner's Handicapping Contest- July 14, 2010**

Are you the best handicapper in Northern California? You will have your chance to prove it on opening day, Wednesday, July 14, 2010. Cal Expo will host a handicapping contest on opening day, Wednesday, July 14, 2010 offering up \$10,000 in total prizes. Entry blanks will be available at the Cal Expo Grandstand, Cal Expo Racing Gate fair entrance, and at all participating Northern California wagering facilities. One entry per person.

### **Name the Baby Mule Contest- Daily**

### **Crafts for Kids Sake- Daily**

### **11<sup>th</sup> Annual Dachshund Derby- July 17<sup>th</sup>**