2025 ANNUAL REPORT













Mission & Vision

Our Mission

Provide a premier venue to gather, celebrate, and compete while fostering economic and community growth.

Our Vision

To be California's premier event venue, creating memorable experiences through exceptional customer service, innovative event management, and superior facility standards.

2025 Stats

219 Events
602 Event Days

Room Nights
26,608
(24% Increase YOY)

Event Attendees
254,582

Staffing
27 FT / 53 PT
(57 FTE 2.4% Increase YOY)



MADE Hoops:
West Coast Circuit 2



Shadow Pack IKF Muay Thai

Looking Back
2025 Highlights and Milestones

2025 continued with strong momentum for @the Grounds (ATG), hosting a diverse mix of events including tournaments, corporate functions, school events and community gatherings. The Roebbelen Center remains the cornerstone of the campus with consistent weekend activity drawing high level events and attendance. Midweek use of Jones Hall and Johnson Hall continued to be an ongoing priority to expand overall campus usage.

ATG hosted 219 events across 602 events days, generating over 26,600 room nights for Placer Valley hotels and reinforcing its role as a key economic driver for the region. This jammed packed calendar allows for stabilized ATG staffing levels while also bringing consistent visitors to the region and increased traffic for local businesses.

Beyond the annual events, in 2025 ATG was proud to partner with Roseville Electric to host the American Public Power Association (APPA) Lineworkers Rodeo. The Lineworkers Rodeo proved to be a standout success, generating an estimated $5.7 million in economic impact. The event attracted 579 competitors and more than 9,400 spectators, while producing 1,260 hotel room nights. With a vendor expo and family-friendly activities, the rodeo created a vibrant, festival-like atmosphere and further positioned Placer Valley as a destination for unique, high impact events.

American Public Power Association Lineworkers Rodeo:

- Innovations in Sports Tourism Champions
- $5.7M Economic Impact
  ($3.66M Direct Spending)
- 579 Competitors and 9,400 Spectators
- 1,260 Hotel Room Nights
- Competitions, Vendor Expo & Family Activities at @the Grounds
- Positioned Roseville as a Destination for Unique Sporting Events





Sales Summary

As sports remain strong, focus on midweek events grow

In 2025, ATG hosted 88 weekend events and 131 midweek events. Of those, 160 events returned from 2024, resulting in a strong 74% year-over-year event retention rate. While this high retention demonstrates exceptional client satisfaction and loyalty, it also creates scheduling challenges by limiting date availability for new business. To maximize booking opportunities, ATG's sales team continues to cultivate relationships with prospective clients while expanding partnerships with existing organizations and associations.

Partial Client List

amazon
CHAPA-DE INDIAN HEALTH
HARBOR FOODS
PATTERSON DENTAL
BIA NORTH STATE BUILDING INDUSTRY ASSOCIATION
AutoZone
KAISER PERMANENTE
CITY OF ROSEVILLE CALIFORNIA
IIAB Sacramento Independent Insurance Agents & Brokers of Sacramento
PG&E
FIRST US Community Credit Union
IN-N-OUT BURGER
COSTCO WHOLESALE
FLINT
Caltrans
PCAR Placer County Association of REALTORS Placer County's Voice for Real Estate
HORIZON CHARTER SCHOOLS
SMUD
The State Bar of California
SIERRA COMMUNITY MEDICAL FOUNDATION
WWSRA WESTERN WINTER SPORTS REP ASSOCIATION

Industry Associations

iafe®
SACRAMENTO BUSINESS JOURNAL
AW ASSOCIATIONS West
MPI SACRAMENTO/ SIERRA NEVADA CHAPTER
IAVM INTERNATIONAL ASSOCIATION OF VENUE MANAGERS
WFA WESTERN FAIRS ASSOCIATION BUILDING BETTER FAIRS

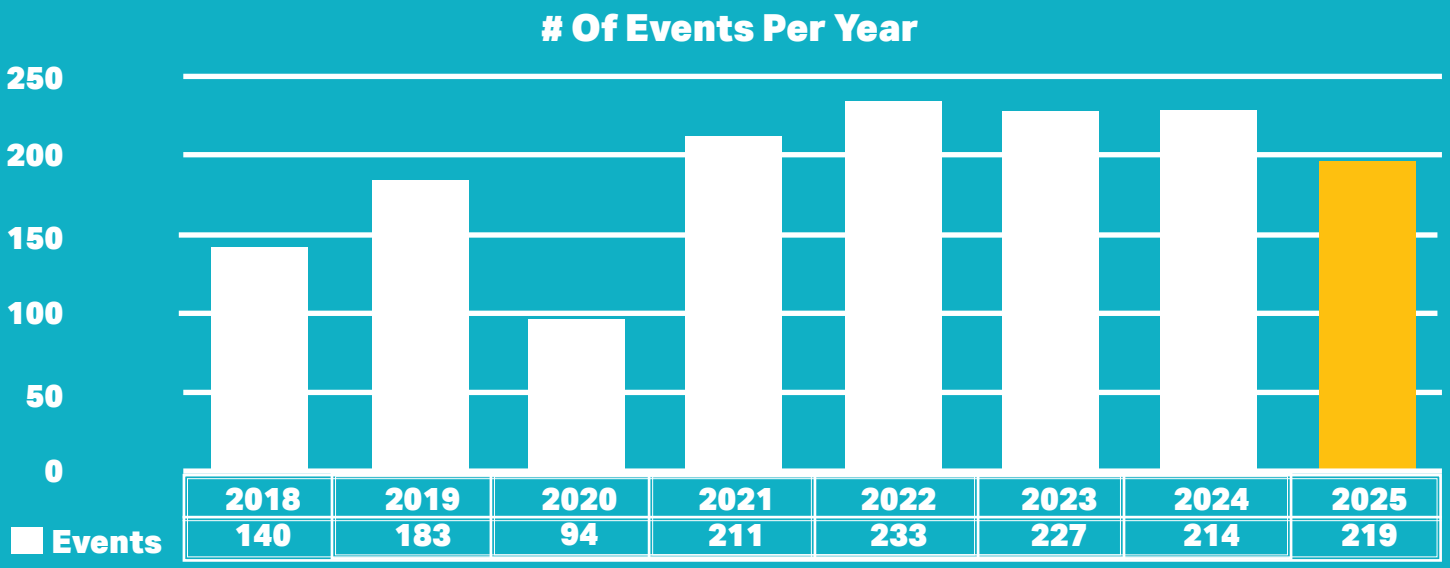
Overview of Events

Understanding campus utilization provides sales opportunities

With only a slight increase in total events hosted at ATG, 219 in 2025 compared to 214 the previous year, the overall event volume has remained relatively stable year over year. April continued to be the busiest month by number of events, accounting for 15% of all events held on campus.

Given the minimal year-over-year fluctuation in total event count, a key performance metric moving forward will be the number of event days in addition to the total number of events. Because most events span multiple days and include load-in and load-out periods, tracking event days provides a more accurate measure of campus utilization and better reflects the true level of activity on campus.

The difference between these two metrics is evident when comparing April and October. While April hosted the highest number of events, many were single-day events, resulting in just 52 total event days. In contrast, October generated the highest level of campus utilization with 102 event days—17% of all event days for the year—despite hosting fewer individual events. This comparison illustrates why event days are a more meaningful indicator of campus activity and operational demand than event count alone.




Mountain Mandarin Festival


Bubble Run


Harbor Foods Trade Show

Variety of Events

Where sports, business, and community come together

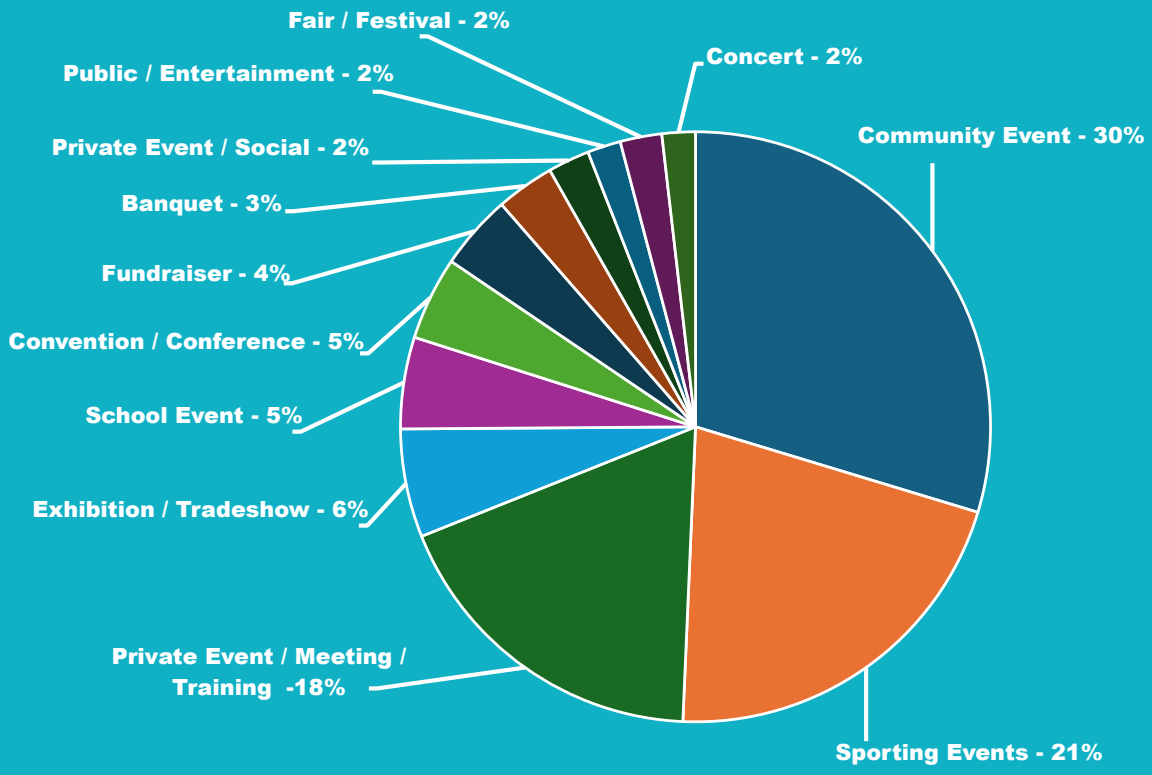
ATG continued to host a dynamic mix of events in 2025, reflecting the strength and diversity of its year-round event calendar. The Roebbelen Center remained the cornerstone of the campus and the region's premier venue for youth sports tournaments, hosting more than 30 volleyball, basketball, wrestling, and gymnastics tournaments throughout the year. The facility continues to attract young athletes and their families from across the region and beyond.

With limited date availability, ATG strategically maximized campus utilization by combining smaller building rentals and expanding efforts to grow the corporate and association midweek market. This strategy resulted in continued growth across several key event segments, with trade shows posting modest gains and private meetings experiencing notable increases. Meetings and school-related events also expanded, including dances, graduations, and other educational programming, further diversifying the event portfolio while strengthening community engagement.

Top 5 Event Categories

1. **Community Events**
2. **Sporting Events**
3. **Private Event / Meeting / Training**
4. **Exhibitions / Trade shows**
5. **School Events**

Overview of Event Types



Driving Economic Impact

While the total number of events remained focused on quality over quantity, @the Grounds continued to drive strong economic impact through high-performing events. In 2025, the campus hosted 212 events across 602 event days, generating 26,608 room nights for Placer Valley hotels.

Attendance remained strong, reflecting continued demand for diverse, high-quality programming that draws both local and regional audiences. This sustained performance underscores the effectiveness of prioritizing impactful events that maximize visitation, overnight stays, and overall economic benefit to the region.

Supported by a team of 80 employees, ATG continues to deliver large-scale events efficiently while maintaining a high standard of guest experience and community value.



Oro Dance Competition

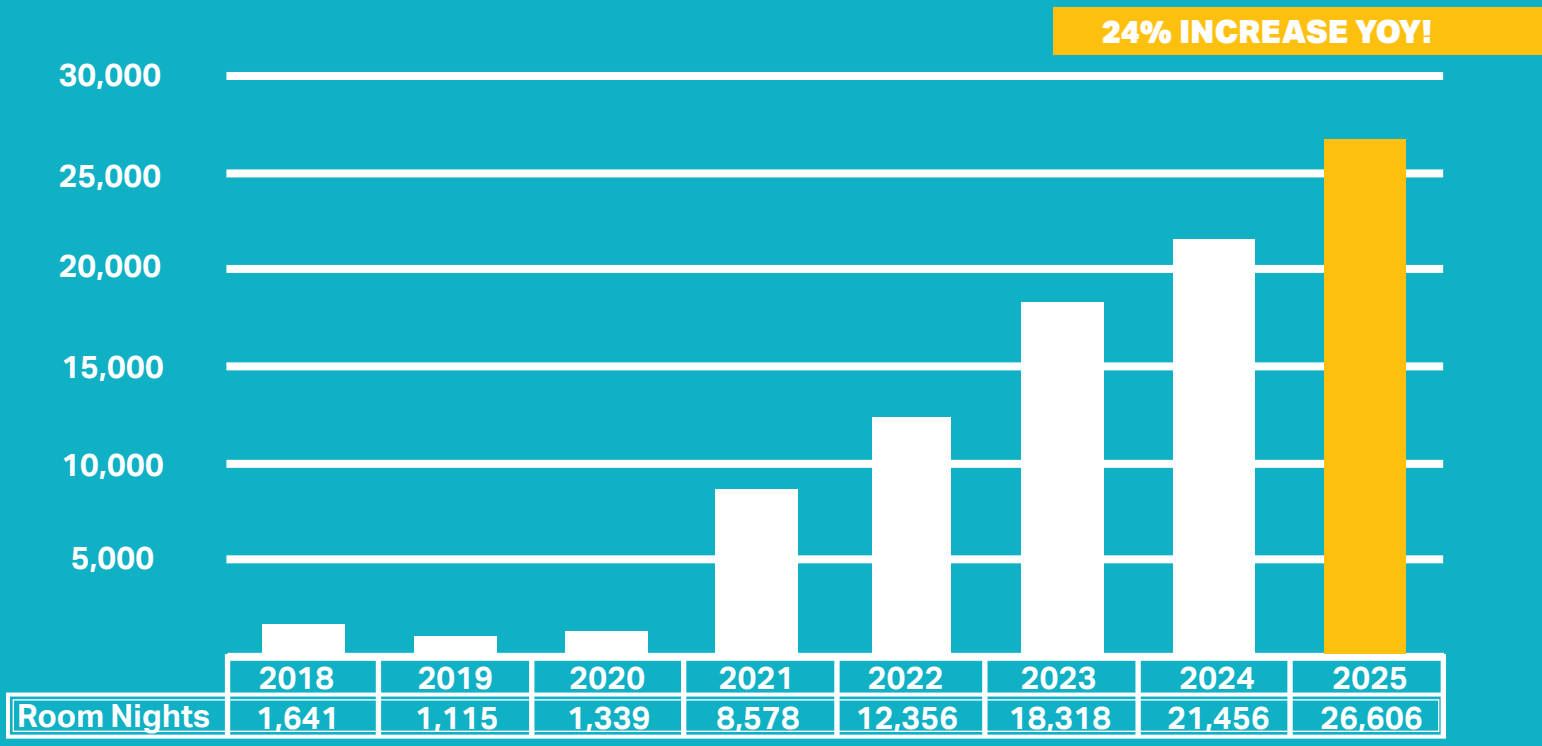


Annual Gem & Mineral Show



FEU MTIAS Jay R Concert

Hotel Room Nights Generated



	2018	2019	2020	2021	2022	2023	2024	2025
Room Nights	1,641	1,115	1,339	8,578	12,356	18,318	21,456	26,606

Supporting the Community

Through events and gatherings, campus provides sense of place for region

ATG continues to serve as a hub for local community events, with a strong focus on growing partnerships and expanding programming. The annual 4th of July Celebration, in collaboration with the City of Roseville, remained a highlight as it continues to draw a growing attendance each year. Additionally, ATG remains committed to supporting local public safety agencies by providing space for training and skill development.

Community Centered Events:

- APPA Lineworkers Rodeo
- Event Planning Showcase
- Fourth of July Fireworks Celebration
- Joint Chamber Mixer
- Leadership Roseville/Rocklin
- Mountain Mandarin Festival
- Placer County Fair
- Placer County K9 Training
- Placer Valley Business Summit
- Rocklin Chamber March Madness
- Rocklin PD EVOC
- Roseville PD Citizens Academy
- Roseville PD New Hire Training
- Roseville PD Slow Speed EVOC
- Roseville Rock Rollers
- Salvation Army Thanksgiving Dinner
- Veteran's Stand Down
- Western Fairs Association Super School



Staff Representing ATG at the Joint Chamber Mixer



Vendors enjoying the sun during the Mountain Mandarin Festival

Getting Involved

Building relationships beyond the campus

Throughout the year, staff continued to prioritize community engagement by building relationships, increasing awareness of the campus's diverse offerings, and serving as active community stewards. Recognizing that many community members are still unaware of the full range of events beyond sports, outreach remained a key focus.

In response, we expanded targeted marketing efforts, participated in local networking events, and strengthened partnerships with schools, nonprofits, and civic organizations to better share the story of ATG.

GETTING INVOLVED: OFF CAMPUS EVENTS

- **Area Chambers' of Commerce Mixers and Events**
- **Placer Valley 2025**
- **Community Holiday Celebrations**
- **Salvation Army Holiday Kick Off**
- **International Association of Fairs and Expositions 2025**



Learning, connecting, and representing Placer Valley at the 2025 IAFE Convention in Colorado.



Supporting sports tourism through collaboration. Placer Valley Tourism and @the Grounds staff during Placer Valley 2025

Staff Development and Retention

Stabilized bookings and staffing provide additional opportunities

For 2025, management continued to prioritize strategic staffing growth while strengthening a culture focused on attracting, retaining, and developing high-quality team members. Through ongoing training, clearly defined responsibilities, and elevated performance expectations, both part-time and full-time staff have evolved into a cohesive and high-performing team. Over the year, part-time staffing increased from 22 to 27 employees, while full-time staffing grew from 42 to 53, representing significant overall growth to support operations. With staffing levels now more stabilized, the organization is well-positioned to build on past successes, expand its event schedule, and consistently deliver a high standard of service, ensuring ATG remains a premier venue into the future.

Monthly All-Staff Safety Trainings

- PPE, Emergency Procedures
- Radio Usage
- Golf Cart & Equipment Safety
- Code Adam
- Heat Stress Prevention
- Cybersecurity Awareness
- Fire Extinguisher Safety
- Active Shooter Response, etc.



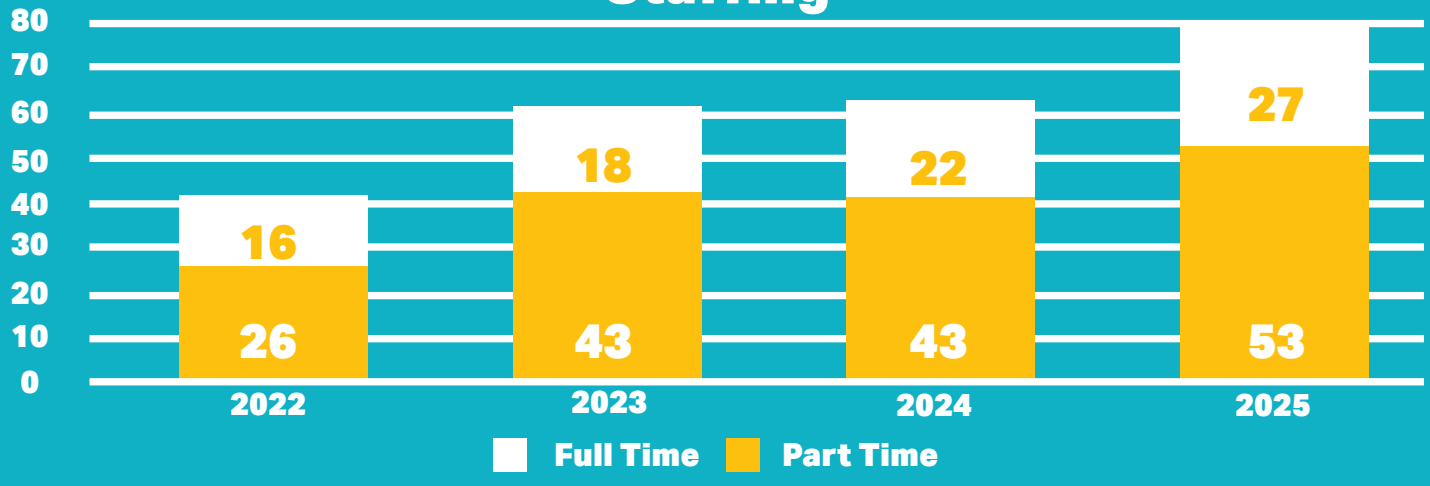
Staff at the Reptile Expo

Additional Trainings

- Safe Sport
- Crowd Management
- Maintenance Mania
- Customer Service
- Forklift Certification



Staff Halloween Contest!



Marketing Presence

Brand recognition and outreach continue as top priorities

ATG's marketing prowess has grown stronger than ever as its digital strategy starts to take shape. The various events hosted on site range from social to sporting to private gatherings and then some, bringing a wide array of marketing wherewithal to provide consistent and engaging branded content to a wide audience. Through dedicated platforms, strategic messaging and high-quality graphics ATG continues to build a strong brand with a growing reach.

Socials



8,371 Followers
+18.8% Over Last Year

4,377 Followers
+10% Over Last Year



1.5m Page & Profile reach
+48.4% Over Last Year

3,586 Followers
+31% Over Last Year



196,950 Post Impressions
+286% Over Last Year

245 Followers
+23% Over Last Year



1,387,296 Emails Sent
+244,804 over last year



3.46% engagement rate
13% over last year

2025 Stats

WFA Awards
27 Awards Total



Smoking Rose Champion Rib Cook-Off team and Food Vendor

Sponsorships
13 Total
(29% Increase YOY)



Annual Drink Sponsor Monk's Cellar Fair beer

Vendors
163 Total
(20% Increase YOY)

Rib Cook Off
9 Teams
Sell out event


One of many intense stare downs at the swine show

Livestock
169 Lots Total
(7% Increase YOY)

Placer County Fair
Soundtrack to Summer

The Placer County Fair struck a chord with guests through its 2025 theme, "Soundtrack to Summer," a celebration of live music and summer entertainment that brought energy and excitement to the fairgrounds. Music took center stage at the Attaway Pavilion, where 11 live concerts over four days featured a dynamic lineup spanning country, pop, Latin music, and rock. The diverse concert schedule attracted music fans of all ages and made live entertainment a defining highlight of the Fair.

With a strong focus on concerts, community, and seasonal fun, the 2025 Placer County Fair delivered a vibrant summer experience that blended unforgettable performances with the tradition's fairgoers know and love. The combination of live music, a festive atmosphere, and family-friendly entertainment reinforced the Placer County Fair as a must-attend summer event in Placer County and the greater Northern California region.



An aerial view of @the Grounds during the Placer County Fair.

Junior Livestock Auction

Strong Sales Continue with Local Support

The Junior Livestock Auction continued to demonstrate strong community support and meaningful impact in 2025. A total of 169 animals were sold, generating $432,269 in overall sales.

The average price per animal reached $2,652, reflecting sustained buyer confidence and ongoing investment in youth agriculture programs. While totals adjusted slightly from the previous year's record highs, the auction remains a vital and successful tradition, supported by a dedicated base of local buyers and community partners.



"Meet the Exhibitor" was a social media awareness campaign which featured the youth exhibitors.



From the barn to the show ring, this 4-H exhibitor's hard work and dedication are on full display at the county fair.

Livestock	2018	2019	2020	2021	2022	2023	2024	2025
Lots	132	147	80	126	148	179	158	169
Average Per Lot	$1,283	$1,654	$1,752	$2,227	$2,885	$2,342	$2,919	$2,652
JLA Sales	$203,803	$243,096	$116,756	$280,648	$426,951	$405,230	$461,331	$432,269

Thank you to our Sponsors and Community Groups!

The annual Placer County Fair requires a tremendous amount of volunteer hours and sponsors to ensure the ongoing success and sustainability of the Fair. A huge thank you to all our sponsors, who recognize and support the Fair as a showcase for this amazing community! And to our volunteers - from collecting trash to moving livestock panels to scanning tickets, you are the best!







County of Placer

Placer Recycles
Powered by WPWMA

Bonney
Leading the way home.
Plumbing • Sewer • Electrical • Heating & Air

Roseville Area Chamber of Commerce

Pioneer Community Energy

The Monk's Cellar
Brewery & Public House

Minuteman Press Roseville
We design, print & promote...you!

BR Customs Screen Printing

Sacramento's K-ZAP
93.3 FM
K-ZAP.ORG

Gold Country Media

Huntington Learning Center

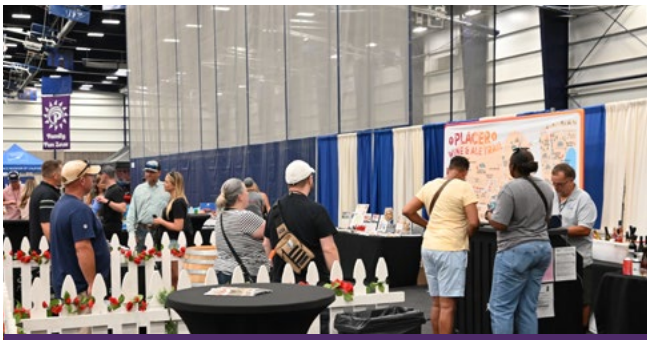
fidium fiber internet

Vendor Showcase and Wine Experience take off!

Local businesses featured throughout the Fair

Building on the success of 2024, all Commercial and Arts & Craft vendors remained inside the air-conditioned Roebbelen Center, continuing to enhance comfort and extend guest visits during the summer heat alongside entertainment and the Family Fun Zone.

Vendor participation reached an all-time high, with 28 food vendors and 135 commercial vendors up from 24 and 107 respectively from 2024, reflecting strong demand and an expanded Fair experience.



A refreshing break before sampling the best of Placer County's local wines

Wise Villa Winery · Twin Rocks Estate Winery · Rappé Family Vineyards · Ponderosa Cider Co. · Longhorn Lifestyle · Lone Buffalo Vineyards, Auburn, CA · Happy Dayz Vineyard



Improved vendor showcase inside the air conditioned Roebbelen Center also featured the Placer County Wine Experience.

2025 - 2029 Strategic Focus

Financial Resiliency

Build and maintain long-term financial stability and operations that support future growth, sustainability and flexibility.

Staff Development

Build a highly skilled, loyal, and motivated team that fosters exceptional service and ongoing professional growth.

Customer Service

Create a customer-centric culture that ensures guests and clients consistently have a positive experience.

Master Plan

Build and maintain long-term financial stability and operations that support future growth, sustainability and flexibility.

Fair Longevity

Ensure the long-term sustainability of the annual Placer County Fair while reducing the burden on operations, campus and staff.



2025 Leadership

Board of Directors

Martin Johnson, Chair
Area General Manager, Tharaldson Hospitality
Willie Johnson, Vice Chair
Area Director of Sales, Highgate Hotels
Vanessa Phillips, Past Chair
Vice President of Operations, Highgate Hotels
Lucas Moosman, Treasurer
Vice President Student Services, Sierra College
Stephan Makis, Secretary
Commercial Lines Senior Territory Manager, Liberty Mutual
Jill Geller
Parks, Recreation, and Libraries Director City of Roseville
Doug Brown
Recreation Program Manager, City of Lincoln
Jeff Richardson
Senior General Manager, Westfield Galleria
Ron Pitamber
Owner, Heritage Hotel Group
Jessie Bains
Owner, Holiday Inn Express Rocklin
Chris Milton
General Manager, Hilton Garden Inn
Ty Moore
Lakespur Landing, Roseville
Andrew Keys
Assistant City Manager, City of Rocklin
Matt Mooney
General Manager, La Quinta Inn Lincoln

Senior Staff

Kim Summers
CEO
Carrie Fankhauser
General Manager
Alfredo Velarde
Assistant General Manager
Heather Hilton
Director of Sales
Jeff Brudno
Food and Beverage Manager
Cassie Thompson, PHR
Human Resources Manager
Rob Munoz
Operations Manager
Tyler Tobia
Housekeeping Manager
Clinton Jones
Maintenance Manager
Dave Karnes
Marketing and Communications Manager

@the Grounds Staff at the annual Christmas party

