



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

CALIFORNIA EXPOSITION & STATE FAIR SACRAMENTO, CA

Challenge

Cal Expo is home to the California State Fair and plays host to hundreds of other signature events each year. This 700-acre facility is dedicated as a place to celebrate California's achievements, agriculture, diversity of its people, traditions and trends that will shape the Golden State's future. Spectra Food Services & Hospitality has been operating as the master food and beverage concessionaire at Cal Expo since 2001, and is tasked with ensuring a memorable entertainment and dining experience destination for Fair-goers and numerous events year-round.

Solution

- Developed a series of signature food service concepts including: Hussong's Cantina, Blues & Brews Club, Promenade English Pub, Beers of the World, Western BBQ Saloon and Chef Express.
- Brought in more than 100 varieties of beer, including over 30 different craft beers.
- Hosted an event to set a Guinness World Record in 2012 for the World's Largest Cocktail to help drive State Fair attendance and garner media interest.
- Transformed the Horse Racetrack Clubhouse Restaurant into an upscale 500 person special event and banquet facility.
- Created concepts for, invested in, and built in 2014 an award-winning 8,000 seat multi-purpose soccer field facility and stadium on Cal Expo grounds, named Bonney Field. The new field is home of the USL Pro Soccer National Champion Team, Sacramento Republic Football Club.
- In 2015, plans were approved to expand seating to 12,000, along with support services for Bonney Field. A new 5,000 person outdoor festival area now offers another unique venue to the property to support fan experience during Soccer matches, and also to be used for music, large corporate outings and community events.

Result

- Increased overall revenues by 100% in signature concept outlets since implementation and maintained results year-over-year
- Staying out in front of emerging trends, like craft beer, consistently provides strong marketing and cross promotional opportunities for client multi-media programs
- Renovations and new special event and catering venues are projected to produce double digit growth in catering revenue year over year
- Bonney Field was named the Best Community Business Real Estate Project in 2014 by the Sacramento Business Journal
- After a 2014 season that sold out all 17 games and a USL Pro Championship win by the Sacramento Republic FC, the 8,000 seat Bonney Field was expanded to 12,000 seats for the 2015 season
- Received the Western Fairs Association's prestigious Barham Award for the Bonney Field Project
- Created significant "goodwill" in Sacramento, the home of the California State Capital