



To our Family of Fair Vendors and Concessionaires,

I hope that you all are staying safe and healthy. These are uncharted waters with the COVID-19 pandemic and I know that all of you are actively monitoring the situation. We, at the Sonoma County Fair, have been holding out hope that we would still be able to hold the 2020 Sonoma County Fair. However, it is with heavy hearts that we announce that the 2020 Sonoma County Fair has been cancelled due to the COVID-19 pandemic under the direction of the Sonoma County Department of Health Services. The safety and health of our Fair guests, partners, and exhibitors remains at the forefront of this decision.

REFUNDS

We will be refunding all of the vendor and concessionaire deposits and payments that have been made. We are coordinating with the Accounting Department to get the refunds processed in the next week, and the checks should be in the mail in the following 2 weeks. The checks will be mailed to the address that we have on file. If we need to send it to a new location, please email Kaitlyn Findley-Thorn, Kaitlyn.Findley-Thorn@sonoma-county.org. If you have not received a refund check by the end of May, please email Kaitlyn and she will provide an update.

INFO ABOUT 2021 SONOMA COUNTY FAIR

In regards to the 2021 Sonoma County Fair, all vendors and concessionaires who are returning from 2019 will still be able to have First Right of Refusal for your same location, and those who participated in the Referral Program in 2019 will receive the benefit for 2021.

We are also planning on keeping the same Fair theme in 2021! The Board of Directors still need to vote to confirm, so it is not official at this time, but we are planning to keep "Tropical Fairadise" alive!!

ALTERNATIVE FAIR OPPORTUNITIES

We understand that the postponements and cancellations in the Fair Industry and Event Industry have hit our partners very hard and that times are now very tough for all of

us! Please know that the Sonoma County Fair team is here to help in any way that we can, and be great advocates for all our partners.

If you have an online presence or store where you are selling your products, please share that with us. We would love to put together a list of where our community can go shop for your products on our website. We also would love to do social media highlights on our vendors and concessionaires to help push any business that we can to you.

Please email Kaitlyn, if you would like to participate Kaitlyn.Findley-Thorn@sonoma-county.org and she will get your web link on the website and schedule a Vendor Highlight on our social media pages.

We are working on other ideas that we can do to help! If you have any ideas or heard of what other Fairs are doing please feel free to share them with us! We are open to all ideas!

THANK YOU

We are still under a shelter-in-place order and so we are still teleworking and our offices are closed. Kaitlyn will be a running point for both Concessions and Commercial Vendors moving forward, and she will be handling the refunds and Alternative Fair Opportunities. She can be reached at Kaitlyn.Findley-Thorn@sonoma-county.org.

I also want you to feel free to contact me by email with any concerns that you may have. My email is Becky.Bartling@sonoma-county.org.

You all have been terrific partners to the Sonoma County Fair and are our Fair family. We are all in this together and are here to move through this with you as much as we can!

Again, please stay safe and healthy!

Rebecca Bartling
Chief Executive Officer
Sonoma County Fairgrounds and Event Center

Sonoma County Fair, 1350 Bennett Valley Road, Santa Rosa, CA 95404

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