



## Notice of Rental and Usage Fee Increases for 2025

As part of our ongoing commitment to providing quality services and facilities for contracted events at the Pima County Fairgrounds. We hereby inform you of changes in our rental and usage fees.

In recent months, we have carefully assessed our operational expenses taking into consideration the rising cost of living, staffing and inflationary pressures. After a thorough review and evaluation process, we have determined that it is necessary to implement modest rate increases across our facilities to ensure their continued upkeep and improvement.

This process includes an annual review of facility rates, operations and expenses related to rental events. Market studies and rate comparisons are also taken into consideration when determining facility rates. Additionally, event sustainability is calculated into the rates for the next fiscal year and then submitted for approval to our Board of Directors.

Our Mission Statement at the Southwestern Fair Commission, Inc. is to contract mutually successful events in support of our business segment. We are committed to providing the same exceptional service and amenities that have contributed to the success of the annual Pima County Fair and your events.

We look forward to welcoming you and your guests to our facilities for another successful year. Thank you for your continued business.

Three handwritten signatures are present. The first is "Jm Bl", the second is "Julia Cañillas", and the third is "Laura B. Rabago". Below these is a fourth, less legible signature.