



September 2009

To Fair and Exposition Managers

I am writing this letter to strongly recommend GF Strategies to you. Since 1999 this firm, and its President Greg Flakus, has managed our food and beverage auditing during the annual Clark County Fair. However, his major focus has been to work with us all year round to consult on how we can increase our sales. As a result, these sales have risen from \$1,168,000 in 2003 to \$1,488,000 in 2008.

The most valuable part of his service is the work he does with our team between annual Fairs. I would like to share two recent examples of this with you.

Prior to the 2009 Fair, GF Strategies proposed, and helped us coordinate, a signage upgrade for our Food Court and our fair-time food vendors. As a result of those signage changes, the fair-time vendors that followed his suggestions and improved their signage, had increased sales with the same pricing as the prior year and a decline in our attendance.

Each year, Mr. Flakus prepares a detailed audit report for us that includes recommendations on how we can improve our vendor mix, booth layout, average menu pricing and seating to achieve higher sales. A recent review of our food and beverage revenues showed that the food sales per visitor increased from \$4.20 in 2003 to \$5.60 in 2008. This is a 31 percent rise over that period of time. Much of this was the result of Greg meeting with us and some of our local groups each year and helping them revise their menus to offer different items with better variety and value for the customer. In one notable case, with attendance at the same level, one of those vendors saw their sales increase by \$46,000 from one year to the next.

You will find, as we have, that the services GF Strategies provides are much more than just managing the collection of vendor sales reports for ten days. Their recommendations have been a major reason why our sales continue to increase. I consider him part of my management team.

We look forward to working with them again in 2010.

Sincerely,

  
John Morrison  
Fair Manager