



# WSFA UPCOMING EVENTS

As many of you know, the Management Team Meeting and Super School are taking place at the Washington State Spring Fair in Puyallup, Washington and it is right around the corner! We are excited to be hosting this event in person once again! Links to register for both meetings are listed below, as well as hotel information. We can't wait to see you all again!

## Management Team Meeting

The WSFA Management Team Meeting begins Friday, April 22, from 1 PM until approximately 6 PM. This will include a tour of the Fairgrounds followed by a networking dinner. Dinner is included with your registration.

## Super School

WSFA Super School begins Saturday, April 23, check-in begins at 8:30 AM and the Program will begin at 9 AM. This will be a terrific opportunity for Fair Staff, Boards, Superintendents, and Volunteers to acquire needed training, discussion on common concerns, networking with other fair communities from across the state, and get a behind-the-scenes tour of the Washington State Spring Fair.

## Hotel Information

The last day to book rooms for Super School using the WSFA group rate is quickly approaching. Reservations must be made by **Monday, March 28th** to receive the group rate. For more details on hotel information visit the [WSFA website](#). Booking links are listed below.



**Hampton Inn & Suites Tacoma / Puyallup**  
1515 South Meridian  
Puyallup, WA 98371  
Phone: 253.770.8880  
**Room Rate: \$167/ night**



**Best Western Premier Plaza**  
620 South Hill Park Drive  
Puyallup, WA 98373  
Phone: 253.848.1500  
**Room Rate: \$129/ night**



## 2022 Legislative Recap

A full Legislative report was emailed to WSFA Members on Wednesday, March 23rd. If you did not receive this email please reach out to Gale, WSFA Executive Secretary, at [wastfair@comcast.net](mailto:wastfair@comcast.net).

Below you will find a brief recap of the issues/ legislation of interest to WSFA-

**Free Fair Admission** – In the end, this proposal was not included in the final budget agreement.

**SB 5643 – Youth Development** – The bill passed the Senate but failed to pass the House.

**SB 5531- Unclaimed Property** - Simply put, nothing changes for fairs regarding premiums that aren't deposited or claimed. The bill passed the legislature and is awaiting signature by the Governor.

**HB 1928 – Equine Industry Support** – The bill passed the House but failed to pass the Senate.

Looking to the remainder of 2022 and the 2023 legislative session Fairs will need to continue their outreach to legislators and build relationships. We will want to tell legislators about how important the Capital Budget support from the last session is for fairs. That will help set the table for the grant program to continue next biennium. Look for WSFA to provide members with some “homework” to do with their legislators later this spring.

### Mike Burgess

MJB Consulting Inc.  
Government Affairs  
360-223-3020



## 2022 WSFA Annual Convention

Mark your calendars the 2022 WSFA Annual Convention is coming back to Pasco, Washington October 20- 22! The WSFA Board of Directors is diligently working on programming for this year's convention. If you have topic suggestions, speaker recommendations feel free to email Gale at [wastfair@comcast.net](mailto:wastfair@comcast.net).

We will provide you with a registration link, schedule, and hotel booking link as they become available.

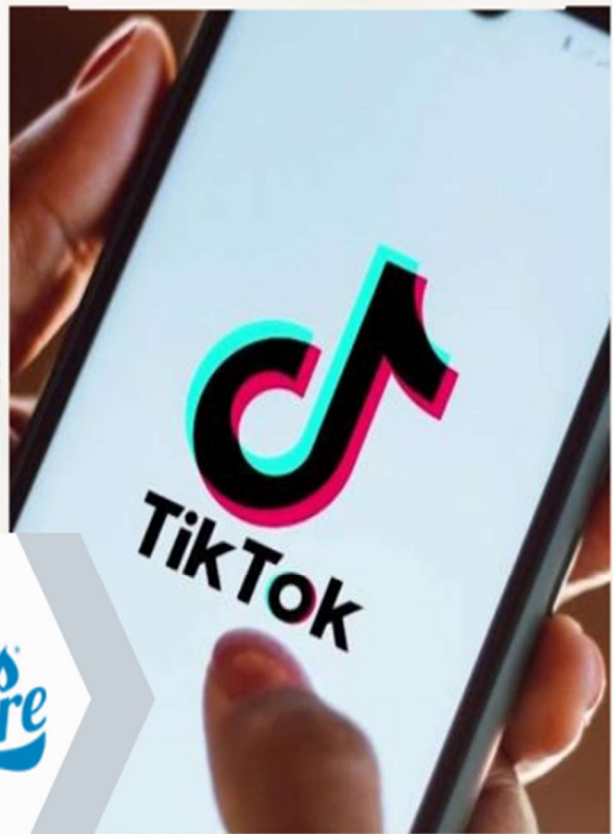
# PROMOTING YOUR FAIR WITH TIK TOK

Presented by Jesse Allred

Digital Marketing  
Manager



Saffire



The numbers don't lie. With [656 million downloads](#) last year, TikTok's meteoric rise in popularity is undeniable. As the most downloaded app with the majority of users [between the ages of 16 and 34](#), and an algorithm that makes it hard to put your phone down, TikTok offers great potential for digital marketing and promoting your event!

--

## TikTok Best Practices

- Use relevant and trending hashtags (and don't forget #ForYouPage or #fyp).
  - Try out trending audios or challenges, putting your own twist on it.
  - Think creatively and don't be afraid to try something out of the box.
  - Engage with your audience authentically.
  - Add labels to your videos, so people can easily navigate your profile.
1. **Fair food:** Some of the most enticing (and delicious) content can be found right on your grounds! Sugar spinning into cotton candy or funnel cakes being dusted with powdered sugar are both mesmerizing and easy to film. Definitely share any unique treats your fair has to offer, like a donut burger or deep-fried olives.
  2. **Behind the Scenes:** Share some of the magic that goes on behind the scenes to make your fair happen! People love to get a glimpse behind the curtain so think about filming food being made, backstage at concerts, what the animals are up to when they're not being shown, and more.
  3. **Make a highlight reel:** What are the absolute must-sees at your fair? Create a montage of videos that include the best rides, vendors, attractions, and entertainment your fair has to offer. Here's a great TikTok from King County Fair highlighting summer fun at their fair:

**4. Show a fan favorite:** Be sure to highlight any popular vendor or entertainer that people come to see! For instance, the dancing robot at the St. Lucie County fair garnered more than 6 million views just on TikTok!

**5. Announcements:** Whether it's new merchandise, tickets on sale or a headliner just dropped—TikTok is a great platform for building hype and getting the most organic engagement on any social media platform.

### **Get some inspiration**

Join the other fairs that have TikTok! Below is some inspiration

- Washington State Fair showing off the famous Budweiser Clydesdales: <https://vm.tiktok.com/ZTd5K3KCR/>
- Florida State Fair highlights their new 2022 fair food: <https://vm.tiktok.com/TTPd5Kqjyb/>
- Arizona State Fair reminiscing on their 2021 fair season: <https://vm.tiktok.com/TTPd5KbmAD/>
- Wisconsin State Fair joining in on a recent viral trend: <https://vm.tiktok.com/ZTd5K35qj/>
- St. Lucie County Fair's very popular robot: <https://vm.tiktok.com/ZTd5K91fj/>