

**NEW AND INNOVATIVE WAYS TO  
SHOWCASE TRADITION, LOOK TO THE  
FUTURE, AND INCREASE EXHIBITORS  
AND ATTENDANCE**

**NEW VIEWS - PERSPECTIVES FROM YOUR FAIRS COMMISSIONERS**



# COMMISSIONER PAUL NIMMO



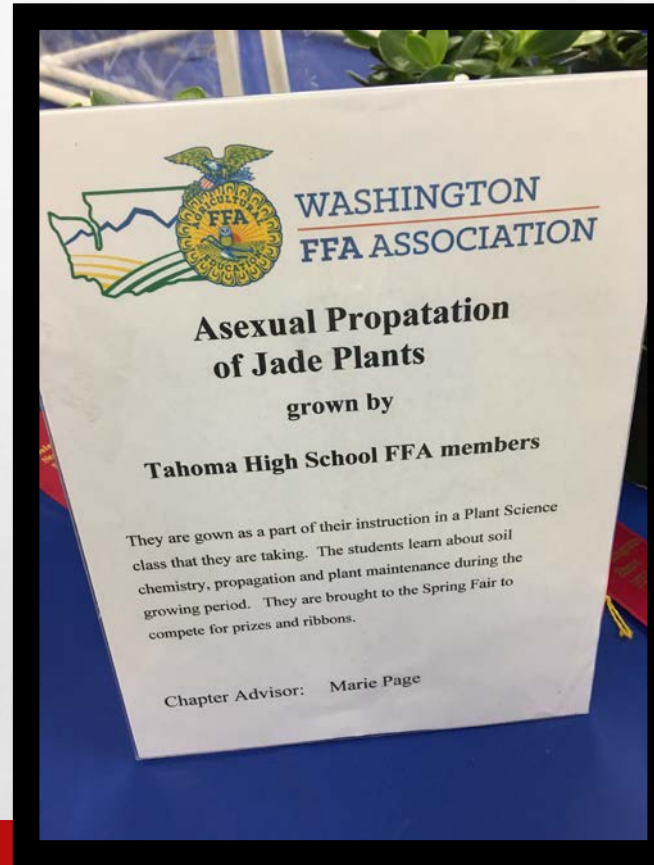
# EDUCATING THE PUBLIC

- NOT ALL PEOPLE WHO GO TO THE FAIR ARE “FAIR PEOPLE”
- THIS IS A GREAT EXAMPLE OF A SIMPLE EXPLANATION OF HOW THIS DEPARTMENT WORKS



# EDUCATING THE PUBLIC

- SIGNAGE IS VERY EDUCATIONAL AND IMPORTANT TO EXPLAIN COMPLICATED DISPLAYS
- PLEASE REMEMBER SPELL CHECK IS YOUR FRIEND



# EDUCATING THE PUBLIC

- YOU CAN EASILY STAND OUT BY STANDING UP
- INTERACTIVE YET SIMPLE DISPLAYS WILL ATTRACT (AND EDUCATE)



# FIRST IMPRESSIONS

- LOOK THROUGH THE EYES OF THOSE WHO ARE NOT “FAIR PEOPLE”
- FIRST IMPRESSIONS? THIS PHOTO IS THE FIRST THING PEOPLE SEE WHEN THEY STEP AWAY FROM A TICKET OFFICE



# FIRST IMPRESSIONS

- WHILE IMPORTANT TO THOSE WHO PARTICIPATE, THIS EXHIBIT MEANS NOTHING WITHOUT AN EXPLANATION TO THE CASUAL FAIRGOER



# FIRST IMPRESSIONS

- LOOK TO SPLIT UP DISPLAYS
- AFTER READING THE FIRST FEW, THE AVERAGE FAIRGOER SIMPLY MOVES ON
- USE OF TECHNOLOGY AS WELL AS ENGAGEMENT ITEMS WILL ENCOURAGE PEOPLE TO “LEARN”

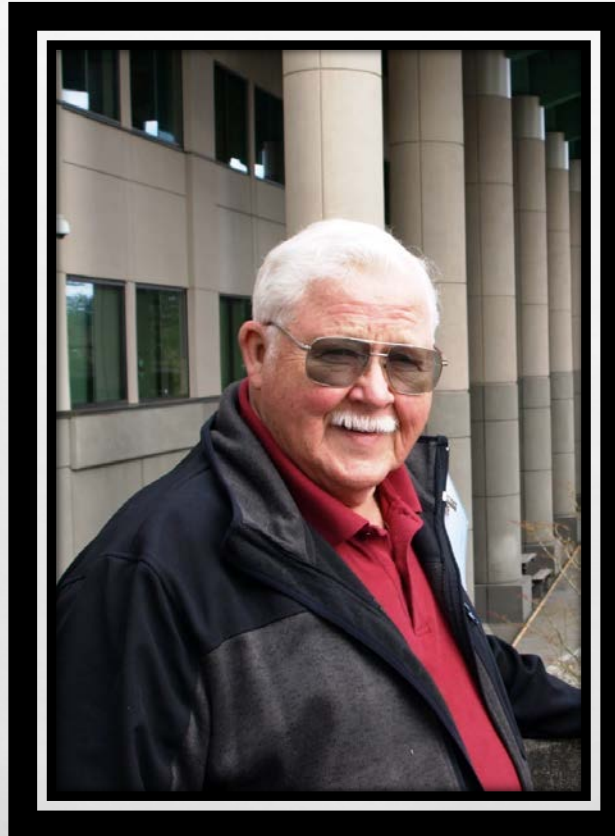


# EDUCATING THE PUBLIC

- ANY DISPLAYS THAT ENCOURAGE INVOLVEMENT WILL BE A HIT, AS YOU SEE MY EXECUTIVE ASSISTANT IS DEMONSTRATING

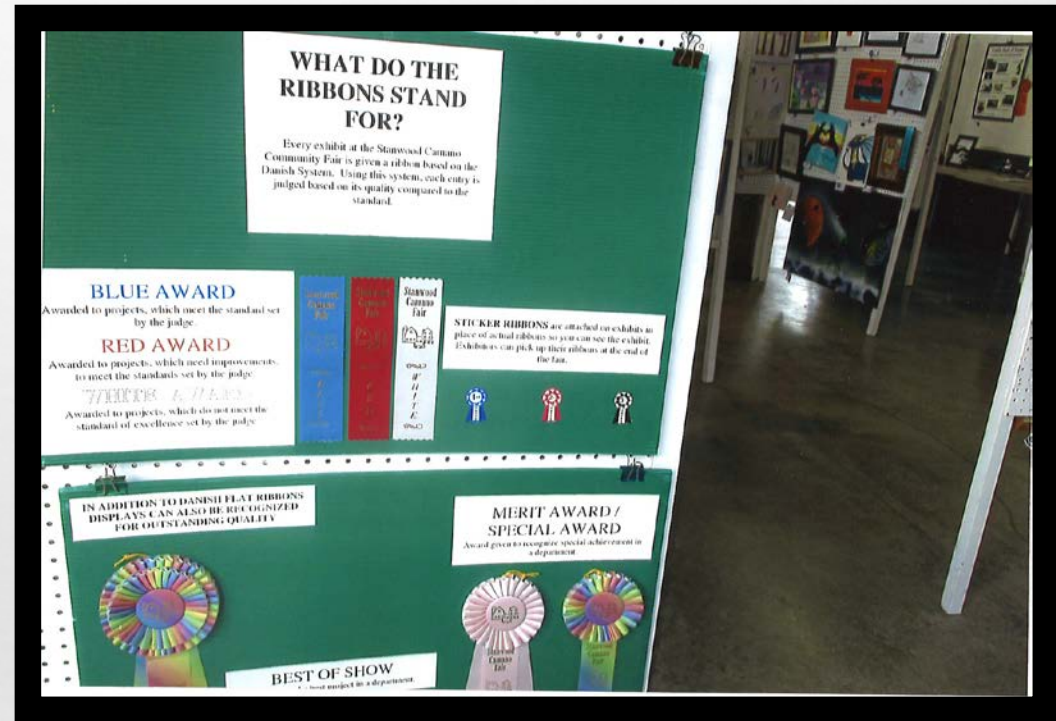


# COMMISSIONER JIM BECK



# SHOWCASING TRADITION AND EDUCATING THE PUBLIC

- EXHIBITS ARE A TRADITIONAL PART OF THE FAIR
- WHAT DO THE RIBBONS MEAN?



# SHOWCASING TRADITION – AGRICULTURAL FAIRS

- MANY PEOPLE ARE REMOVED FROM FARMING
- REALLY NICE AGRICULTURE DISPLAY REMINDS PEOPLE – NO FARMS, NO FOOD
- CAPITALIZES ON RENEWED INTEREST IN LOCAL FOOD



# SHOWCASING TRADITION – AGRICULTURAL FAIRS

- AG ADVENTURE CENTER TAKES THE FAIRGOER TO THE FARM
- FURTHERS YOUR AGRICULTURAL MISSION
- FREE FAMILY ACTIVITIES CREATE MEMORIES FOR THE NEXT GENERATION OF FAIRGOERS



# INNOVATION AND TRENDS

- SMART PHONES – EVERYONE HAS A CAMERA TO RECORD MEMORIES
  - SELFIES
  - FAMILY PHOTOS



# DISPLAYS

- THINK ABOUT THE OPTICS
  - TOO MANY RIBBONS CAN BE OVERWHELMING
  - CONSIDER RIBBON STICKERS – EXHIBITORS
    - GET THE REAL RIBBON AFTER



# DEMONSTRATIONS & ENTERTAINMENT

- PEOPLE ARE MORE WILLING TO STICK AROUND IF THEY KNOW THE SHOW TIMES
- ENCOURAGE PEOPLE TO INVESTIGATE



# COMMISSIONER TERRY NICKELS



# BEST PRACTICES

- AG FEATURED EXHIBIT – GREAT EDUCATIONAL OPPORTUNITY
- YOUTH INVOLVEMENT MAKES FAIRS MEANINGFUL
- SCOUT PROJECTS – GOOD WAY FOR THEM TO EARN BADGES – LEADERSHIP DEVELOPMENT
- THE FAIR BENEFITS FROM HAVING MANY YOUTH ACTIVITIES

# BEST PRACTICES

- WEST VALLEY FAIR APPLE HISTORY DISPLAY
- COMMUNITY'S AGRICULTURAL PRODUCTS
- DISPLAYED OR FEATURED EXHIBIT
- HISTORY OF THE APPLE INDUSTRY
- PAST HARVESTING AND PROCESSING



# BEST PRACTICES

- SOUTHEAST SPOKANE COUNTY FAIR
- FOOD PRESERVATION
- EXCELLENT EDUCATIONAL VALUE
- HIGHLIGHTED CANNING PROCESS
- EXCELLENT STILL LIFE DISPLAY



# BEST PRACTICES

- SPRING YOUTH FAIR
- BOY SCOUT BIRDHOUSE CLINIC
- SPECIAL YOUTH FAIR ACTIVITIES
- YOUTH PROJECT CONSTRUCTION
- YOUTH LEADERSHIP DEVELOPMENT



# BEST PRACTICES

- ASOTIN COUNTY FAIR RABBIT PETTING ZOO
- EXCELLENT EDUCATIONAL DISPLAY
- SPECIAL YOUTH ACTIVITIES
- YOUTH ANIMAL PARTICIPATION
- YOUTH LEADERSHIP DEVELOPMENT



# BEST PRACTICES

- ASOTIN COUNTY FAIR
- PIRATES IN THE PALOUSE



# COMMISSIONER TRISH MYERS

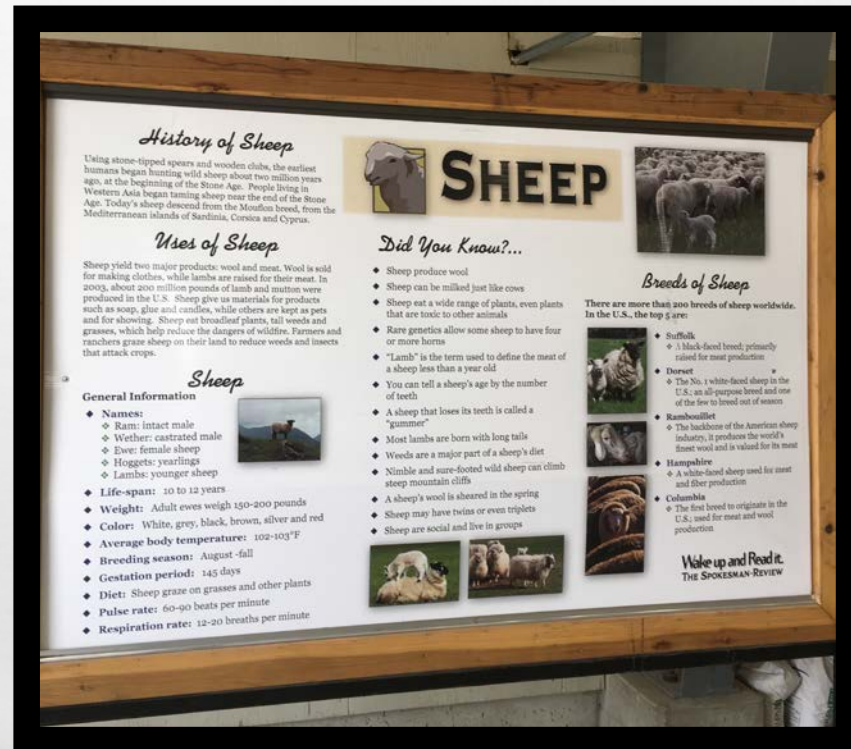


# COMMUNITY INVOLVEMENT

- THINK OF CREATIVE WAYS TO INCLUDE THE COMMUNITY
- BE CREATIVE WHEN IT COMES TO VOLUNTEERS – REACH OUT TO SCHOOLS, RETIREMENT HOMES, CHURCHES, CIVIC GROUPS
- NOT SURE WHERE OR HOW TO START? REACH OUT TO OTHER FAIRS OR THE FAIRS COMMISSIONERS FOR IDEAS AND WAYS TO IMPLEMENT THEM

# COMMUNITY INVOLVEMENT

## ● EDUCATIONAL SIGN SPONSORS – THE SPOKESMAN REVIEW



# COMMUNITY INVOLVEMENT

- NOT ALL DISPLAYS LEND THEMSELVES TO RIBBONS
- HERE'S A CREATIVE WAY TO RECOGNIZE EXHIBITORS' ACHIEVEMENTS



# IMPORTANCE OF SIGNAGE

- THINK LIKE A FAIRGOER WHO HAS NEVER BEEN TO YOUR FAIR BEFORE
- SIGN YOUR ENTERTAINMENT STAGES SO FOLKS KNOW WHEN AN ENTERTAINER WILL BE THERE – THEY'LL BE INCLINED TO RELAX AND WAIT IF THEY KNOW SHOW TIMES
- GET PEOPLE INVOLVED IN YOUR DEMONSTRATIONS BY WELCOMING SIGNS
- SIGNS ENCOURAGE PEOPLE TO MOVE TO ALL CORNERS OF YOUR FAIR
- MAKE SIGNS VISIBLE FROM A DISTANCE

# THE IMPORTANCE OF SIGNAGE

- INVITE FAIRGOERS INTO YOUR BUILDINGS
- MAKE THEM WANT TO GO INSIDE
- MAKES FOR A BETTER FAIR-GOING EXPERIENCE



# THE IMPORTANCE OF SIGNAGE

- LETS FAIRGOERS KNOW WHAT'S GOING ON
- ENCOURAGES THEM TO STAY FOR A WHILE
- EXPLAIN WHY BARNS APPEAR VACANT AND WHERE THEY CAN GO SEE THE EXHIBITORS COMPETE



# INNOVATION – MODERN CONVENIENCES

- WHAT WOULD YOU NEED IF YOU WERE A NEW MOM OR DAD, OR SOMEONE OLDER, OR SOMEONE WITH A DISABILITY
- INVOLVE A SPONSOR FOR COMMUNITY INVOLVEMENT



# SHOWCASING TRADITION

- ENCOURAGE EXPLORATION
- PEOPLE LIKE TO TOUCH THINGS – SET ASIDE ITEMS FOR THEM SO THEY'LL KEEP THEIR HANDS OFF OF THE OTHER EXHIBITS



# COMMISSIONER TERESA NORMAN



# INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- CENTRAL WASHINGTON STATE FAIR



# INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- ONE WAY TO INCREASE EXHIBITS AND TO PROMOTE COMMUNITY IS TO TAP INTO YOUR LOCAL SCHOOLS
- REACH OUT TO LOCAL SCHOOL DISTRICT ART TEACHERS – ELEMENTARY TO HIGH SCHOOL
- SCHOOL EXHIBITS DON'T HAVE TO BE JUDGED
- WONDERFUL WAY TO RECOGNIZE AREA YOUTH AND SCHOOLS
- BRINGS IN LOTS OF FAIRGOERS

# INCREASE EXHIBITS – TAP LOCAL SCHOOLS



# INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- CENTRAL WASHINGTON STATE FAIR



# INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- GRANGES ARE IN A DECLINE, YET THE GRANGE DISPLAYS ARE ONE OF FAIRGOERS FAVORITE EXHIBITS
- INVITE YOUR LOCAL FFA ORGANIZATIONS TO DO GRANGE-TYPE DISPLAYS
- PRODUCE AND MATERIAL IS DONATED
- WOULD THIS QUALIFY TOWARDS THE SENIOR PUBLIC SERVICE REQUIREMENT?
- BRINGS IN LOTS OF FAIRGOERS AND ENCOURAGES SCHOOL PRIDE

# INCREASE EXHIBITS – TAP LOCAL SCHOOLS



# INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- CENTRAL WASHINGTON STATE FAIR



# INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- INVITE YOUR LOCAL HIGH SCHOOLS TO PAINT A MURAL FOR YOUR FAIR
- MURALS BEAUTIFY BOTH INSIDE AND OUTSIDE WALLS
- ENCOURAGES SCHOOL PRIDE
- SIMPLE MATERIALS – ¼ INCH PLYWOOD AND PAINT
- CREATES A PARTNERSHIP WITH THE COMMUNITY

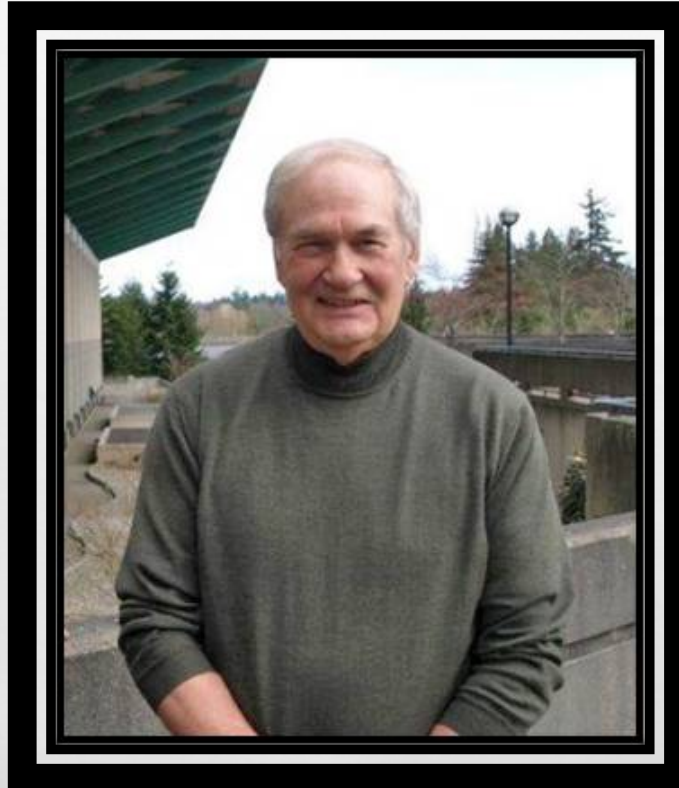
# INCREASE EXHIBITS – TAP LOCAL SCHOOLS



# COMMUNITY INVOLVEMENT

- LOCAL SERVICE ASSOCIATIONS (ADULT AND YOUTH)
- 4-H AND FFA (THEY CAN DECORATE THE OUTSIDE OF BARNS, TOO!)
- LOCAL SENIOR CENTER – THEY'D BE GREAT AT DOING DEMONSTRATIONS – INVITE THEM TO EXHIBIT ALSO
- LOCAL CRAFT CLUBS – THEY COULD BE WILLING TO DO DEMONSTRATIONS OR VOLUNTEER IN A BUILDING
- FARM AND FEED STORES – COULD HELP BEAUTIFY A CORNER OR HELP SUPPORT AN FFA EXHIBIT
- CRAFT STORES – MICHAELS CRAFT STORE OFTEN WILL DO DEMONSTRATIONS
- HIGH SCHOOLS
- MIDDLE SCHOOLS
- GRADE SCHOOLS
- GET IN TOUCH WITH THEM NOW!

# COMMISSIONER RON CRAWFORD



# STILL LIFE DISPLAYS



# VOLUNTEERS



# 4-H AT THE FAIR



# AGRICULTURE FEATURE EXHIBIT

- MUST BE SIGNED

"AGRICULTURE  
FEATURE EXHIBIT"



# ACTIVITIES IN STILL LIFE BUILDINGS



# COUNTY RELATIONSHIP YEAR ROUND FACILITY



# WRAP UP

- SIGNS ARE IMPORTANT
- REACH OUT TO YOUR COMMUNITY SOON
- GET YOUR SCHOOLS INVOLVED IN CREATIVE WAYS
- THE MORE KIDS' EXHIBITS, THE MORE FAIRGOERS YOU WILL HAVE
- DON'T FORGET TO THANK THE LEGISLATURE FOR CONTINUING TO FUND FAIRS
- APPLICATIONS FOR FUNDING HAVE BEEN SIMPLIFIED