

# Washington County Fair Board

## Strategic Plan

(Revised October 2019)

### **Mission Statement:**

The Mission of the Washington County Fair Board is to present a County Fair that embraces the heritage, values, diversity and future of Washington County with a focus on educating and entertaining the community.

### **Vision Statement:**

Embrace our Heritage to shape the Future

### **Purpose:**

The purpose of the Washington County Fair Board is:

1. To plan, prepare and oversee the production of the County Fair with the Fair Manager.
2. To promote the annual County Fair to the community of Washington County and surrounding areas.

### **Goals:**

1. Maximize attendance while ensuring a safe, healthy, and enjoyable user experience:
  - Emphasis on repeat business
  - Maintain a good balance between livestock, home arts, education, entertainment, and heritage throughout all the days of the Fair.
  - Improve access to Fair events and activities, especially parking and food/carnival lines.
2. Promote strategies that ensure a safe and healthy Fair for members of the public, as well as those who work and participate at the Fair.
  - Reduce potential disease transmission from animals to humans.
  - Reduce potential risks and hazards associated with the fairground's facility, including buildings.
  - Ensure an appropriate number of police officers, and security guards are on-site to provide personal safety and security to those attending and participating at the Fair.
  - Consider developing a policy regarding Unsupervised Youth at the Fair.
  - Develop strategies for Smoking & Vaping enforcement.
3. Enhance the Fair's foundational programming by focusing on educational and interactive experiences:
  - Support and maintain traditional exhibits (e.g., competitions and displays in the home/creative arts and livestock/animals) to ensure this important aspect of the Fair is not lost. Include latest trends to entice participation.
  - Provide education on cultural diversity by partnering with local groups to bring ethnic-specific programs and activities to the Fair.
  - Involve the Fair Board in developing partnerships with local agriculture related groups (ex. 4-H, FFA, Farm Bureau, Livestock Association)
4. Enhance jurisdictional, corporate, and community partnerships:
  - Jurisdictional – Continue and enhance partnerships with surrounding communities.
  - Corporate – Involve the Fair Board in establishing relationships with potential business partners.
  - Community – Provide opportunities for Fair Board to interact with the public through involvement in activities at the Fair and by meeting with civic groups and volunteers throughout the year.
5. Maintain effective and efficient governance and administration:
  - Review policies annually and update as needed.
  - Increase revenue in areas that don't increase expenses (e.g., sponsorship, food, carnival) to help finance the non-revenue generating side where costs continue to increase.
  - Pursue sustainability strategies (e.g., LED conversions, recycling/food waste).
  - Evaluate the Fair annually (programming, operations, hours, staffing levels, etc.)
    - i. Conduct surveys and/or focus groups to understand what the community wants from their county fair.