

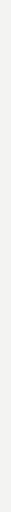
**SEPTEMBER 7,
2022**

**WASHINGTON
COUNTY FAIR
BOARD
MEETING**

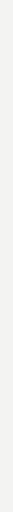
WELCOME

- Call to Order
- Public Comment
 - This is the time when members of the audience may address the Board. This opportunity is time-limited to two (2) minutes per individual. The maximum time for this Oral Communications period is ten (10) minutes. Another (longer) oral communication opportunity is available at the end of the agenda for those who need longer than two minutes. Speakers may select only one oral communications opportunity.

APPROVAL OF FINANCIALS



REPORTS



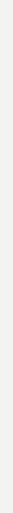
The slide features a dark grey background on the right and two vertical bars of different shades of orange on the left. The text 'EDUCATIONAL FUND UPDATE' is centered in the dark grey area in a bold, white, sans-serif font.

EDUCATIONAL FUND UPDATE

FAC UPDATE

4-H UPDATE

OLD BUSINESS



COUNTY FAIR 2022

Successes'

- Barns were full of 4-H, FFA & Open Class animals and were well visited and enjoyed by the public
- Return of Open Class Home Arts
- Return of 4-H & FFA Static Exhibits
- Improved relationship with new 4-H staff
- Availability of goods and services
- Improved layout to alleviate walkway congestion and lines
- Improved food and beverage offerings
- Newly developed “Backyard” was well used
- Cooperative efforts with partners in dealing with heat wave and changing hours
- Water stations

COUNTY FAIR 2022

Challenges

- Significant heat
- Public perception about 4-H horses being excluded this year
- Staffing availability for ourselves and partners
- Costs of goods and services

COUNTY FAIR 2022 – MEDIA RECAP

Traditional Broadcast Television

- KATU, Channel 2
 - included a segment for the Fair on their A.M. Northwest program, which is the longest-running local show in the Country, as well as the station’s “Afternoon Live” program. With the traditional broadcast media buy with KATU, the Fair can reach the older demographic that still watches broadcast television with the morning and afternoon “Lifestyle” programs.
- KOIN, Channel 6 and affiliate station CW
- KUNP, Univision – Spanish language station for the Portland-Metro area
 - schedule covered the station’s morning news programs proceeding through the day and including the very popular Primetime “Novellas” (Spanish Soap Operas) as well as a Fair-sponsored news segment.

COUNTY FAIR 2022 – MEDIA RECAP

Digital Advertising

- “Home Page Takeover” television stations’ website, where a Fair ad graphic appears all around the landing “Home Page” for an entire day on www.katu.com and www.kunptv.com and www.koin.com, to targeted demographic
- “Over the Top Television” is targeted ads or “impressions”, aimed at those who have “cut the cord” and no longer utilize traditional terrestrial broadcast television, cable, or satellite subscriptions to access T.V. programs. Viewers are reached through Geo and Demographic targeting utilizing a digital geographic “Fence”, around a certain zip code or region, where digital ads for the Fair can be delivered to those who work and reside in that area.
- Social Media promoted posts on Facebook and Instagram which also enables very targeted advertising based on both geographic areas and interests expressed by the Users on these Social Media platforms.
- Outdoor Digital Billboards along T.V. Highway and Highway 26

COUNTY FAIR 2022 – MEDIA RECAP

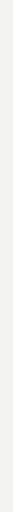
This year, in addition to wanting to reach a wide age-range of potential Fairgoers, especially families with children, we gave the T.V. stations and their digital advertising departments the task of helping us reach our BIPOC Community and the LGBTQ Community which is achieved with the utilization of Census Bureau data, and “self-declared” demographic information from mobile apps and home locations, all compliant with privacy laws. Armed with this data, the demographic audiences can be targeted with digital ads. This is one of the graphics created for this focus.



COUNTY FAIR 2022

- Attendance:
 - 149,849
 - 180,212
- Carnival Revenue:
 - \$491,704
 - \$521,853
- Commercial Vendor Revenue
 - \$267,366
 - \$172,500
- Concession Revenue, includes Alcohol
 - \$383,702
 - \$315,549
- Parking Revenue
 - \$181,757
 - \$192,963 (free parking Monday - Thursday)
- Livestock Numbers
 - Weekend 1 – Open Class Sheep, Goats, Beef Cattle
 - 50 exhibitors with 740 animals
 - Weekend 2 – 4-H/FFA Swine, Dairy Cattle, Beef Cattle, Sheep, Goats, Poultry, Rabbits, Cavies
 - 168 youth with 314 animals
 - 2021 – 79 youth with 85 animals
 - 2019 – 286 youth with 550 animals

NEW BUSINESS





**COUNTY
ADMINISTRATIVE
UPDATE**

ORAL COMMUNICATION II

- Public Comment

- This is the time when members of the audience may address the Board. This opportunity is time-limited to two (2) minutes per individual. The maximum time for this Oral Communications period is thirty (30) minutes. Speakers may select only one oral communications opportunity.

ADJOURN

Next Meeting:

November 2, 2022
4:30 p.m. to 6:00 p.m.