

# 2017 WFA ACHIEVEMENT AWARDS PROGRAM

## Innovations & Management Excellence

### FORM FOR DIVISIONS 13 – 27

**FAIR NAME:** Amador County Fair

**CLASS:** 1 (Example: Small Fair = Class 1)      **DIVISION:** 17

**a) What was the goal?** Define the challenge/ problem/target audience and explain what you were trying to accomplish.

Since the recession and the funding for fairs was taken away, the Amador County Fair has made necessary changes to save every dollar. One of those stricken areas was entry "Premium" monies. This effected all Divisions/Classes where the prize money was deleted totally or greatly reduced. The goal was to build back up and bring the "Premium" monies back.

**b) How did you achieve the goal?** What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

The CEO has been working with the local community and with many hours of committment was able to convince the local "Arts Council" that the Fair was a great place to put their money. It didn't hurt either that many of the members of the Arts Council remember back to the years when the Fair and the Arts Council partnered under the California programs and had great success highlighting and cultivating the importance of art.

**c) What were the results?** Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

This great collaberation has resulted in bringing back "Premium" monies to the Fine Arts department. Fine Arts has always been one of the Amador Fair's largest entered competitions, even when the prize monies evaporated. It was a nice way to say "Thank you" for hanging in there with the Fair.

**PDF Entry Information**

**Exhibitor Name:** Sherri Elliott

**WEN:** F69606

**Division:** Section 2 - Innovation & Managemen

**Class:** 17 New Sponsorship Program

**Title:** Art Council

**Description:**

**Notes:**

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