2017 WFA ACHIEVEMENT AWARDS PROGRAM Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

CLASS: ____(Example: Small Fair = Class 1)

DIVISION: _____

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

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.

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

First Time Sponsorship: Yelp! East Bay



YELP.COM



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Yelp East Bay @YelpEastBay - Jun 16

your tickets yet?

ow.ly/IOfS30cliuj

MACEnir

The Alameda County Fair is kicking off TODAY in #Pleasanton! Have you got

ALAMEDA COUNTY



alamedacountyfair.com

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Alameda County Fair 2017

Festivals & Fairs



Davs Close: June 19, 20, 26, 27

Carnival Hours Wed - Thurs: Noon - Closing Fri - Sun: 11am - Closing July 3 & 4: 11am - Closing

4th of July Fireworks Spectacular Featuring Cakland East Bay Symphony sponsored by Fremont Bank 4th of July - 9:30pm - Budweiser Grandstand

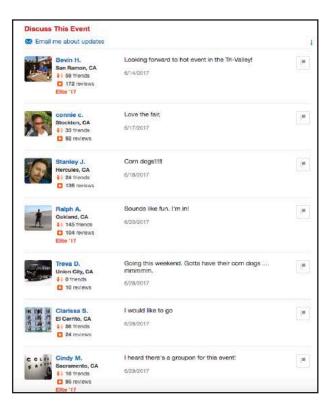
Concerts Big O Concert Series Presents: Nightly at 8pm



Sounds Cool 298 responses Darrell S.



Olivia C. Alameda, CA	🗙 🖈 🖈 ★ 7/2/2017
1740 photos Elito '17	First of all, thank you Yelp and the Alameda County Fair for my 4 free admission tickets and free parking! Being Elite is definitely sweet!
Share review	Jason and I got to the fair close to 2 pm. Our parking ticket
<> Embed review	said to park in lot 12 so we didn't turn with everyone else
Q Compliment	into the first lot (lot 8). We were able to turn the corner and
Send message	turn into the furthest blue lot. There was plenty of parking at the time and since it wasn't too hot, we decided to
Sollow Olivia C.	forego the parking tram and just walk to the gate.
	Once at the gate, there's two lines; the left is for people who need to purchase tickets and the right is for people who already have them. Both lines moved fairly quickly given how many people were there. There is a security area and they checked my nap sack and I went through a security machine and then it was off to the fair!! Jason and I literally went to everything. What started at 2 pm ended at 11 pm when they closed! The shops, both indoor and outdoor, are worth checking out. Some of the outdoor shops are things you'd see at other fairs (hats, toys, cell phone accessories) while the indoor shopping had some innovative items as well as some 4s Seen on TV.
	The food choices seemed a little limited at first but once we'd walked the whole fair, we realized there's a good variation of American eats (hot dogs, skewers, ribs) as well as Mexican food (tacos, shrimp cocktails, etc.). For those familiar with food trucks, Southern Comfort Kitchen was there as well. We ended up having BBQ; I got the BBQ beef sandwich and a corn and Jason got the rib dinner plate with double beans. We were so filled that we couldn't quite finish everything!



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PDF Entry Information

Exhibitor Name: Tiffany Burrow WEN: BCA245 Division: Section 2 - Innovation & Managemen Class: 17 New Sponsorship Program Title: Alameda County Fair Description:

Notes:
