2017 WFA ACHIEVEMENT AWARDS PROGRAM Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

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

DIVISION: _____

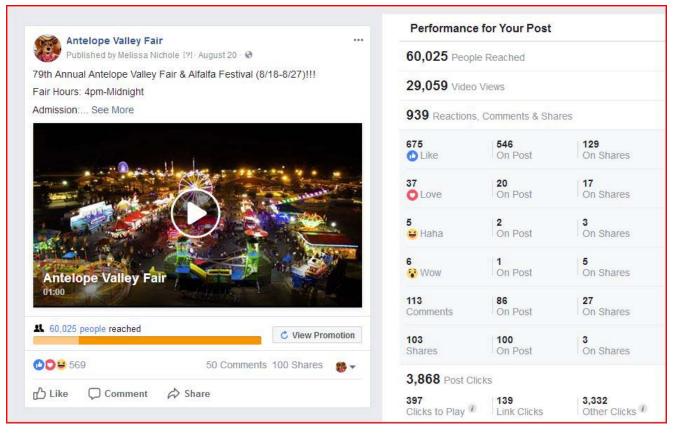
a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

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.

Facebook:

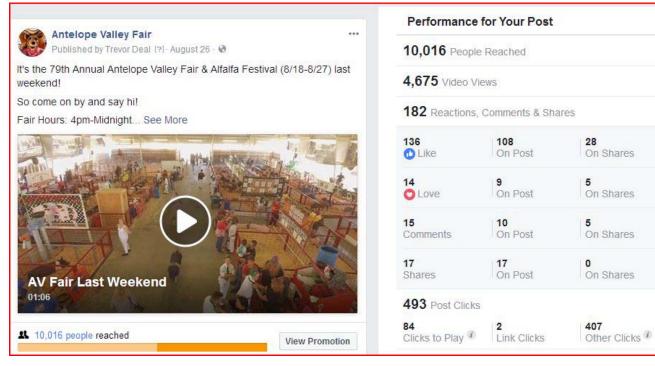
Video 1



🙈 Antelope Valley Fair	Performance	for Your Post	
Published by Trevor Deal 1?1- August 23 · 🗞	7,437 People F	Reached	
th Annual Antelope Valley Fair & Alfalfa Festival (8/18-8/27)!!! ir Hours: 4pm-Midnight	3,033 Video Vi	ews	
mission: See More	202 Reactions, Comments & Shares		
	155 10 Like	149 On Post	6 On Shares
	4 O Love	3 On Post	1 On Shares
	29 Comments	0n Post	18 On Shares
2017 A.V. Fair Cele-GRAP-tion continues!	14 Shares	12 On Post	2 On Shares
01:07	633 Post Clicks		
Get More Likes, Comments and Shares Boost this post for \$6 to reach up to 1,900 people.	78 Clicks to Play 🤅	14 Link Clicks	541 Other Clicks

Video 3

Antolone Valley Fair	Performance	for Your Post	
Antelope Valley Fair ···· Published by Trevor Deal (?) · August 25 · 🗞	22,730 People	Reached	
9th Annual Antelope Valley Fair & Alfalfa Festival (8/18-8/27)!!!	11,046 Video V		
air Hours: 4pm-Midnight	11,040 Video V	lews	
Admission: See More	176 Reactions,	Comments & Shar	res
Ante & & Barra A Barra	130 Like	119 On Post	11 On Shares
	5 O Love	5 On Post	0 On Shares
	1 ₩ Haha	1 On Post	0 On Shares
Home arts, Shopping, Livestock and Rides! Whats not to love?!	1 😒 Sad	1 On Post	0 On Shares
01:01	24 Comments	22 On Post	2 On Shares
22,730 people reached	15 Shares	15 On Post	0 On Shares
8 Comments 15 Shares Stares	608 Post Clicks		
Like 💭 Comment 🖨 Share	64	16	528
	Clicks to Play	Link Clicks	Other Clicks



Instagram:

video i						
Posted	on Sun, Aug 20, 2017, 12	:27 PM				
85	O	5				
Likes	Comments	Saved				
1,823	1,353	90				
Impressions	Reach	Engagement				
Video 2 Posted	on Wed, Aug 23, 2017, 2	:16 PM				
78	1	4				
Likes	Comments	Saved				
1,618	1,238	83				
Impressions	Reach	Engagement				
Video 3 Posted on Fri, Aug 25, 2017, 3:52 PM						
62	1	2				
Likes	Comments	Saved				
1,563	1,194	65				
Impressions	Reach	Engagement				
Video 4						
Posted on Sat, Aug 26, 2017, 3:34 PM						
78	2	3				
Likes	Comments	Saved				
1,593	1,245	83				
Impressions	Reach	Engagement				

Twitter: Impressions, Engagement, Engagement Rate

Video 1

Antelope Valley Fair @AVFairgrounds - Aug 20 79th Annual Antelope Valley Fair & Alfalfa Festival (8/18-8 /27)! avfair.com Video by: DroneXposed.com	779	35	4.5%
#AVFair2017 pic.twitter.com/Z9zyDBNXg2 View Tweet activity			

Video 2

	Antelope Valley Fair @AVFairgrounds - Aug 23 Rides, Food and Beer: youtu.be/fbB_v74USuM?a via @YouTube View Tweet activity	378	4	1.1%
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Video 3

Antelope Valley Fair @AVFairgrounds - Aug 25 See you this weekend for the Antelope Valley Fair & Alfalfa Festival (8/18-8/27)! Video by: DroneXposed.com #avfair2017 #summer #fun pic.twitter.com/SqSCoUFxQA	645	7	1.1%
View Tweet activity			

	Antelope Valley Fair @AVFairgrounds - Aug 25 Home Arts, Shopping, Livestock, Rides: youtu.be/-EOWhf_3Rfo?a via @YouTube View Tweet activity	574	1	0.2%
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Division 18. New Innovative Use of Technology Photos

Drone photo of parking lot, grounds, and part of the grandstand arena for future plans.



Photo take from the Kid Zone (Kiddie) Carnival end of the fairgrounds.



Great shot indicating shade structures, Home Arts/Commercial Vendors buildings & Thrill Zone Carnival.



Birdseye view as if you were flying into the main entrance to the A.V. Fair from the parking lot.



Aerial of grandstand/trackside seating, and concert stage/backstage areas.

PDF Entry Information

Exhibitor Name: Wendy Bozigian WEN: 8B5B65 Division: Section 2 - Innovation & Managemen Class: 18 New Innovative use of Technolog Title: A.V. Fair & Alfalfa Festival Description:

Notes:
