

# 2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

**Fair Name:** Nevada County Fair

**Division # and Title:** Division 5. Social Media Campaign **Class#** 2

**Marketing Goal:** Raise awareness of the nonprofit organizations on Treat Street, recognize the local organizations supported by Treat Street, and generate excitement for the Fair and Treat Street

**Form of Promotion (what type of promotion was it and where did it appear):**

Treat Street is the hub of the Nevada County Fair. There are 34 food booths on Treat Street, comprised solely of community nonprofit service organizations. Proceeds raised from the food sold on Treat Street go back to the community to support local services. Each year, Treat Street raises hundreds of thousands of dollars for local services for the county.

Beginning a month before the Fair we began created a series of posts on social media titled "Treat Street Fun Facts" that featured the nonprofit organizations that serve food on Treat Street, the organizations that benefit from the proceeds, and fun facts about the organization and the food served from the booth. With each post, we featured the organization, a picture of the booth and/or the food served at the booth, a fun fact about the booth, what the organization does, and the services provided. As well as posting on Facebook, we posted on Instagram, Twitter and Fair's blog.

Some of the organizations featured include: Grass Valley Fire Department (serving hot dogs), Calvary Bible Church (serving coffee drinks), Nevada County 4-H (serving breakfast), Student Excellence in Education Development (serving tri-tip), Nevada City Rotary Club (serving pulled BBQ pork sandwiches), Tall Pines Nursery School (serving pizza), Grass Valley Host Lions Club (serving buttered corn), Northern Mines Girl Scouts (serving orange slushies), NEO Youth Center (serving grilled sandwiches), and Yuba River Charter School (serving smoked turkey legs).

**Who was your target market?**

The Nevada County Fair's social media followers (Facebook, Instagram, Twitter, and our blog).


**What was the reach?**

The initial reach was more than 14,000 followers on Facebook, 1,400+ on Instagram, 900+ on Twitter and hundreds on our blog. However, by the end of the campaign, that reach grew tremendously through "likes" and "shares"

**What was the ROI or outcome**

A positive response from our social media community, including hundreds of likes, shares and comments, as well as increased awareness of the nonprofit organizations on Treat Street (and the food they serve), the benefits these organizations provide to our community, and those who benefit from Fair-goers eating on Treat Street. Additionally, Treat Street raised more than \$1 million for local nonprofit organizations, an increase of more than \$100,000 from 2016.

Screen shots of posts:



**Nevada County Fairgrounds**  
Published by Wendy Scofield Oaks [?]  
Page Liked · July 11 · Edited · 🌐

Treat Street fun facts! Thanks to volunteers from Calvary Bible Church, the Fair chapel serves delicious coffee drinks and pastries during the Fair. The iced mochas are a particular hit during the Fair. Did you know that proceeds from their Fair sales support several local ministries - Interfaith Food (feeding hungry families in Nevada County), Christian Encounter (residential care and school for young people aged 16-25), and Booth Family Center (housing for families getting back on their feet). Thank you, Calvary Bible Church, for all your hard work on Treat Street! Photo by Kyle Shisler.

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👍 107 Chronological ▾

18 Shares 5 Comments

**Sarah Ashlee Winn** Katie Bergen This is a beautiful picture  
Like · Reply · Message · 🌐 4 · July 11 at 6:27pm

**Katie Bergen** Aww I love that little place!  
Like · Reply · Message · 🌐 1 · July 11 at 6:38pm

**Debbie Campbell** And they're usually so kind as to have cool drinking water outside too.

Write a comment... 📷 📷 📷 📷



**Nevada County Fairgrounds**  
Published by Wendy Scofield Oaks [?]  
Like This Page · July 20 · Edited · 🌐

Treat Street fun facts! Did you know that during the Fair the Grass Valley Fire Department's Firefighters Association booth serves hot dogs, polish dogs, cajun dogs, chili dogs and chili bowls? Last year's addition of a Frito chili bowl was a big hit! Proceeds from Fair sales support the association's efforts in restoring a 1920's-era Seagrave fire engine, and allows them to provide a "broken wheel" (a long-standing tradition) to families of firefighters who have passed away. Thank you, Grass Valley Fire, for all your hard work!

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👍 99 Chronological ▾

Write a comment... 📷 📷 📷 📷





**Nevada County Fairgrounds**  
 Published by Wendy Scofield Oaks [?]  
 Page Liked · August 8 · 🌐

Treat Street fun facts: Did you know that in 2016, the Northern Mines Girl Scout Slushie booth used more than 600 pounds of ice? And that it takes 125 volunteers to run this popular booth? This year's flavors are Orange Juliette, Lemon Lush and Peach Paradise, and when you purchase a drink from this booth, money is used by individual troops for camping and adventure trips, uniforms, badges and books, donations to local charitable organizations by the girls and their leaders, and a yearly scholarship. Thank you, Girl Scouts, for all your hard work – and for making delicious slushies!

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share 📷

👍❤️ 98 Chronological ▾

15 Shares 8 Comments

View 2 more comments

**Sonja Texdahl Lorraine** Awesome!!!  
 Like · Reply · Message · 🌐 1 · August 8 at 10:22am

**Dinora Vaughan** What time does treat street open tonight?  
 Like · Reply · Message · August 8 at 1:56pm

**Nevada County Fairgrounds** There are six

Write a comment... 🗨️ 📷 📺 📺 📺



**Nevada County Fairgrounds**  
 Published by Wendy Scofield Oaks [?]  
 Like This Page · June 30 · Edited · 🌐

Treat Street fun facts! Did you know that the Nevada County 4-H Food Booth serves delicious strawberry shortcake at the Fair? They also have a breakfast menu for Fair-goers! Proceeds from their Fair sales support the youth development goals and programs of the Nevada County 4-H Leaders Council (4-H is an educational program of the University of California Cooperative Extension). The program combines the efforts of youth, volunteer leaders, and University staff and faculty to create a fun, hands-on learning approach that helps young people acquire knowledge and develop life skills while also giving back to the community. Thank you, Nevada County 4-H, for serving our youth!

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share 📷

👍❤️ 61 Chronological ▾

2 Shares 3 Comments

**Debbie Prisk Olsen** I remember working that booth when I was a kid in the 70's! Great memories!  
 Like · Reply · Message · 🌐 2 · June 30 at 8:06pm  
 ↳ 1 Reply

**Simon J Westoby** Nice to see you promote all the

Write a comment... 🗨️ 📷 📺 📺 📺



**Nevada County Fairgrounds**  
Published by Wendy Scofield Oaks [?]  
Page Liked · August 3 ·

Treat Street Fun Facts: Did you know the Tall Pines Nursery School food booth serves delicious Round Table Pizza during the Fair? Choose from freshly baked cheese or pepperoni by the slice or you can buy an entire pizza for the family. The slices are huge, the pizzas are made fresh each day, and they even have a kids' meal. Tall Pines also has their own seating area with shade and picnic tables. T...  
[See More](#)

Tag Photo Add Location Edit

Like Comment Share

Jennifer Jones, Sara Wessinger and 40 others

17 Shares

Write a comment...

People You May Know [See All](#)

Harry Arnold  
1 mutual friend  
[Add Friend](#)

**Nevada County Fairgrounds**  
Published by Wendy Scofield Oaks [?]  
Like This Page · June 26 · Edited ·

Treat Street fun facts: Last August, 550 pounds of oak-smoked tri-tip were served to more than 1,000 customers from the SEED booth on South Treat Street. It is here that Fair-goers can get a delicious tri-tip dinner and wraps. SEED - Student Excellence in Education Development – sees its Fair booth as an opportunity to help young people learn by experience. Food preparation, food service, record...  
[See More](#)

Tag Photo Add Location Edit

Like Comment Share

62 Chronological

20 Shares 8 Comments

View 2 more comments

Amy Mendenhall I can't wait for yummy fair food!  
[Like](#) · [Reply](#) · [Message](#) · 2 · June 26 at 8:11pm

Matt Johnson This and tacos, my "go to" every year!  
[Like](#) · [Reply](#) · [Message](#) · 3 · June 26 at 8:26pm

Callie Hastings Their wrap is delicious!  
[Like](#) · [Reply](#) · [Message](#) · 1 · June 27 at 1:51pm

DeAriene Huahes-Wiggins Great plate.. Perfect

Write a comment...

**PDF Entry Information**

**Exhibitor Name:** Wendy Oaks

**WEN:** 5CFF49

**Division:** Section 1.3 - Media & Marketing

**Class:** 05 Social Media Campaign

**Title:** Nevada County Fair

**Description:**

**Notes:**

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