2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: San Mateo County Fair

CLASS: 2 **(Example: Small Fair = Class 1)** **DIVISION:** 14

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

Our goal for this new build exhibit was to increase traffic to a typically dark building on the fairgrounds that sits in the middle of the grounds near the food court/central mall. We wanted to specifically create a family friendly space that would have free, indoor activites for kids and areas for parents/guardians to relax. We also wanted to focus this exhibit on STEM related activities.

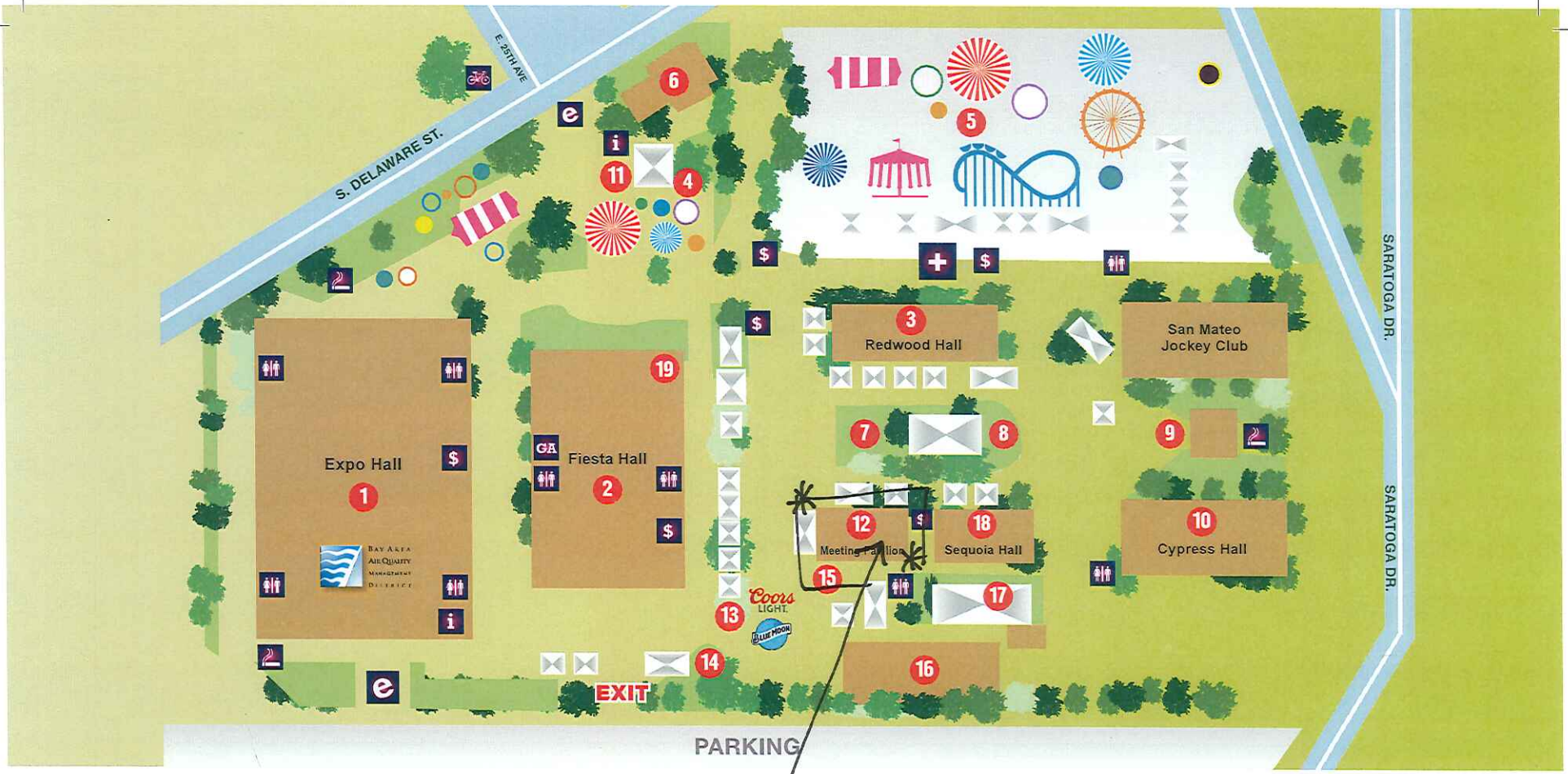
b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

We looked at what grounds entertainment is available to us that would meet our STEM specific goals. For several years we have partnered with Tammie Ryan and the Super Sciene Company for a Puzzlemania display in one of our buildings. We collaborated with Tammie and we moved the Puzzlemania exhibit to the new building, called Event Pavilion. Tammie and her exhibit would take up about 45% of the building and she would focuse her hands on activites towards STEM education. Next, we created a partnership with a new group Tapgami, who had previously been at Maker Faire in San Mateo for many years. Tapgami was looking to get involved in the fair industry and we started collaborating on an idea. Tapgami is a contemporary art form that applies imagination to masking tape. Artist Danny Scheible uses the unlikely material to create large scale installations, and create an accessible and interactive art form. His whole exhibit is designed to engage and educate artists of all ages. We created an area where he could display and installation, and a hands-on activity station where he and his staff could teach the public tapgami. This installation was 45% of the building. For the remaining 10% of the building, we partnered with a local art program Color Dot Art that was looking to building up a student roster. They were able to create a craft station in the building, where the public could create cardboard puppets. With all 3 partners in place we named the building the "Family Fun Zone".

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

The new building layout worked well for each of the 3 parties involved. We were able to track traffic in the building and estimated that about 11,000 people walked through the building, which was a 70% increase from previous years. Super Science and Tapigami reported that they had several parents complement the new program and appreciated all the activities. We were able to create good traffic flow through the surrounding buildings and central mall area. Color Dot Art were pleased as they got several sign ups for their program. The Tapgami partnership allowed us to tap into the Maker Faire community and build a foundation with them, and bring them into Fair. Danny is avid Instagram poster and through his profile we were able to piggyback some media awareness and also engage with a new community. We believe that the new building indirectly affected our increase in attendance, and it increased our positioning and outreach for 2018.

2017 Fair Map



FAIR

1. **Expo Hall**
   Peninsula's Marketplace/Shopping
   Tech Action Zone
   Creative Home Arts
   Fine Arts Galleria
   Literary Stage
   Culinary Arts
   Youth Exhibits
   Sustainable Living & Technology
2. **Fiesta Hall**
   Concert Main Stage
   Café/Gold Circle Entrance
3. **Redwood Hall**
   Floral Arts/Agriculture
   Butterfly Adventure
4. **Kid's Carnival**
5. **Carnival**
6. **Administration Office**
7. **Central Mall Food Court**
8. **Plaza Stage**
9. **Pig Races**
10. **Cypress Hall**
11. **Mother's Tent**
12. **Meeting Pavilion**
    Family Fun Zone
13. **Coors Light Blues & Brews Stage**
14. **Capt'n Jack Spareribs**
15. **Great American Petting Zoo & Ad-Ventureland**
16. **Livestock Pavilion**
17. **Livestock Arena**
18. **Sequoia Hall**
    Rainforest Adventure
19. **Domini Hoskins Black History Museum Exhibit**

GUEST AMENITIES

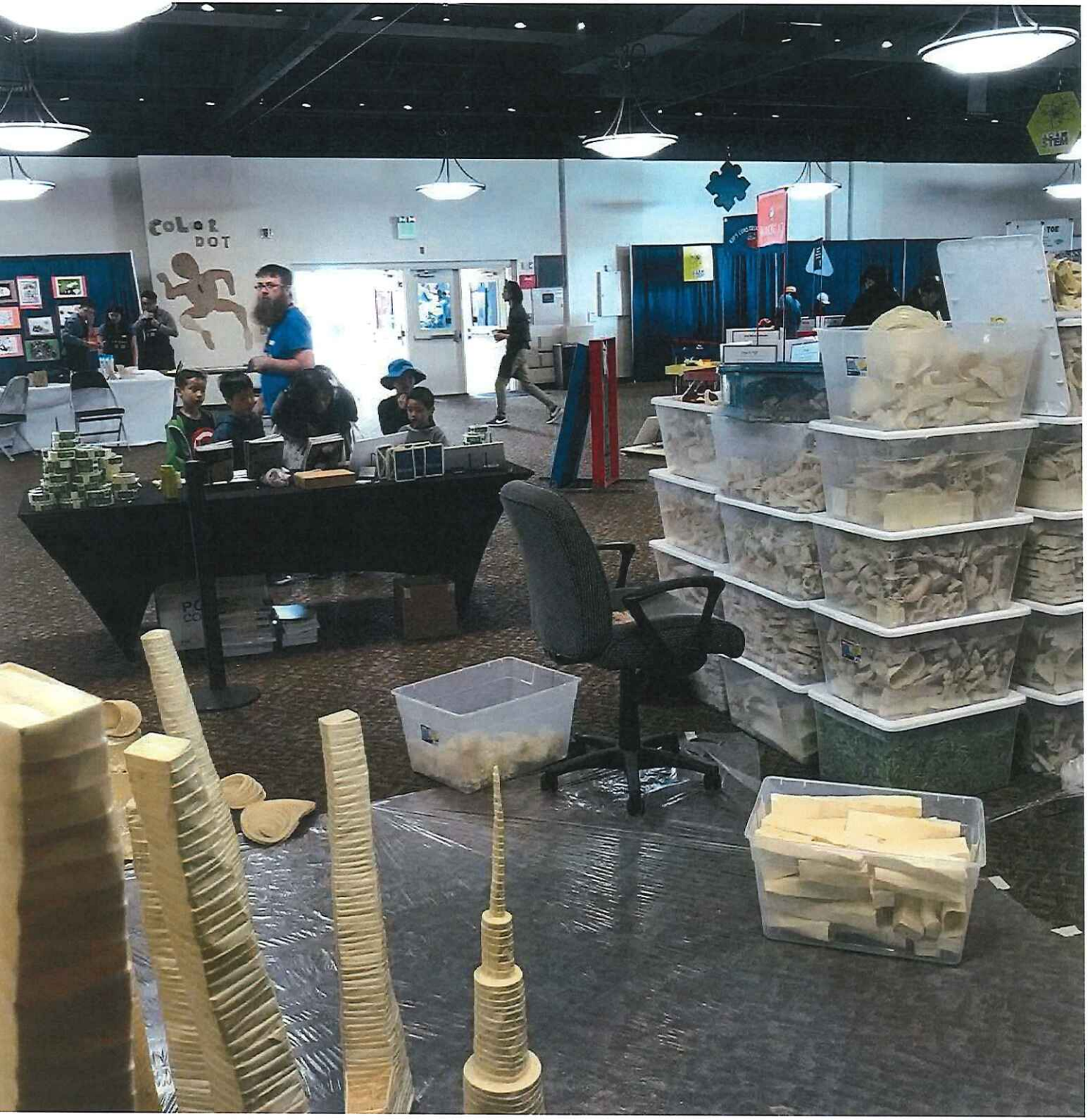
- Restrooms
- ATM
- First Aid & Security
- GA General Admission Concert Entrance
- Entrance
- Bicycle Parking
- Info Booth/Guest Services
- Smoking Area

Event Pavilion - SuperScene

Ilocos Pavilion - Tapigami

Event Pavilion - Color Dot Art
Craft Section

Tapigami Setup



Tapigami
Setting up

Tapyami
Set up

PDF Entry Information

Exhibitor Name: Kaitlyn Findley-Thorn

WEN: 8A0048

Division: Section 2 - Innovation & Managemen

Class: 14 New Event, Exhibit or Program

Title: SMCF-New Event or Program

Description: 2017 Family Fun Zone

Notes:
