

# 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:** 15

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

The goal for our new children's program was to encourage and bring in our local children from the San Mateo County to attend our Fair to be exposed to new learning hands on experiences. We want to inspire the new generation and make them lifelong fairgoers. We want all of our youth to have the opportunity to experience our Great American tradition and be inspired to learn more with our hands-on activities. We have several programs for our youth, including the Read2Ride Program, the STEM Passport Program, Super Science, Tapigami, Rainforest Adventure and the Bookmobile.

**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.

To achieve this goal, we started our School Ticket Program titled "Ticket to Fair School", where we worked to provide every elementary school student (K-5th grade) a free ticket to the Fair. For this outreach program we started working directly with our school systems in San Mateo County. We first established a relationship with the San Mateo County Office of Education, specifically with the County Superintendent and County Marketing Director. The Office of Education provided us with all the contact information for the public elementary schools, and private schools in the county. Due to our relationship with the Office of Education we were able to work together on the creation of the forms and the distribution information to the schools. The Fair Operations Manager was able to present to all the county superintendents about the program. We also advertised on our website and on social media about the program to encourage schools to participate. We created a simple form for schools to fill out and send back to us. We required schools to submit the form by May 1 and if they did not send in the form then they did not get tickets. Forms were sent out in February to superintendents and principals, and we did 2 follow emails. Once we received the forms staff would process the request and count out the tickets. We did a massive delivery day during the 3rd week of May before school went out.

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

There were a total of 47 schools that participated in the program, this included public schools, private schools, catholic schools and home schools. We had 40% overall participation from county public schools and we were able to track district participation within the county. With all the schools combined we handed out 22,000 free tickets to students, which was potentially 22,000 new faces for the Fair. We received popular response from the public about the program, especially for families that were not able to afford to come to the Fair. Also, we established ourselves as a worthwhile partner for the San Mateo County Office of Education, and they are more amenable to work with us in the future. We were able to increase overall attendance and our youth attendance was noticeable up from 2016. We hope in 2018 to create a specific code for the school tickets so that we can determine how many were redeemed at the 2018 Fair.



Form for schools  
to fill out

2017 San Mateo County Fair: June 10-18  
"Where Tradition Meets Innovation"

### **TICKET TO FAIR SCHOOL**

The San Mateo County Fair is excited to announce the "Ticket to Fair School" program. This is an outreach program that works directly with our schools in San Mateo County. The San Mateo County Fair has been committed to providing meaningful, educational fun for our kids. Coming to the Fair has been a long standing tradition in our community and we work to maintain that tradition while pushing ourselves and our community to imagine the innovation of tomorrow. We want all our kids to have the opportunity to experience this great American tradition and be inspired. That is why the San Mateo County Fair will provide every elementary school student in San Mateo County a FREE ticket to the 2017 Fair.

In order to implement this monumental effort, we need the support of superintendents, principals, and teachers in every school district in San Mateo County. This program is open to all elementary school students, grades Kindergarten to 5<sup>th</sup> grade including public, private, and homeschooled.

Please fill out this form if your school is interested in participating. We hope to distribute the tickets in May and we will need to know enrollment numbers by grade for each elementary school in your district or the number of elementary age students participating at your school.

You can find out more information at our website ([www.sanmateocountyfair.com](http://www.sanmateocountyfair.com)), or please feel free to contact the Fair Department at (650)574-3247.

Thank you for your interest and we look forward to hearing from you soon!

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Name of School: \_\_\_\_\_

Name of Principal: \_\_\_\_\_

Name of Classrooms Participating: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of Elementary Students by Grade: \_\_\_\_\_

\_\_\_\_\_

Contact Person at Schools & Address: \_\_\_\_\_

\_\_\_\_\_

***This form is due by May 1, 2017. Please use additional paper if needed. Submit by email [kbaileyfindley@smcec.co](mailto:kbaileyfindley@smcec.co) or by mail 2495 S. Delaware St., San Mateo, CA 94043 attn: Kaitlyn Bailey-Findley***



2017 San Mateo County Fair: June 10-18  
"Where Tradition Meets Innovation"

Letter to  
Superintendent

Name  
District  
Address  
Address

February 20, 2017

Dear Name,

As one of the Peninsula's largest non-profit organizations, the San Mateo County Fair has always been committed to providing meaningful, educational fun for our kids. Through a constantly evolving and spectrum of STEM and arts-based programming, we work to live up to our theme "Where Tradition Meets Innovation" every single year.

We have developed several programs over the years that entice every age level. We have opportunities for students and classrooms to enter their creations and projects in our outstanding Exhibits Departments. We have opportunities during Fair for classroom tours, where kids can get a behind the scenes look at our Fair. Our carnival provider, Butler Amusements, has the Read2Ride program, where students can submit a report and get two free carnival rides. We also have a STEM based scavenger hunt in our Passport to Fair Fun program in which kids can participate and be entered to win a prize.

This year, we are excited to announce "Ticket to Fair School", an outreach program working directly with our schools in the county. We want all of our kids to have the opportunity to experience the joys of a county fair, and we will provide every elementary school student in San Mateo County a FREE ticket to the 2017 Fair. In order to implement this monumental effort, we need the support of superintendents in every school district in San Mateo County. Included in this letter are forms for superintendents to send out to all the elementary schools in their district.

To find out more about these great, no-cost opportunities for your schools, please respond at your earliest convenience. Please distribute the Ticket to Fair School Form to your elementary schools, we hope to distribute the tickets in May, and we will need to confirm enrollment numbers. Entry forms for our Exhibit Departments are due May 9, 2017. There are links below to all of our educational programs and activities that we offer, and flyers in your mailing packet.

Thank you for your interest and I look forward to hearing from you soon!

Sincerely,

Kaitlyn Findley-Thorn  
Fair Operations Manager  
(650)574-3247  
[kbaileyfindley@smeventcenter.com](mailto:kbaileyfindley@smeventcenter.com)



San Mateo County Fair

Page Liked · May 17 · Edited ·



The San Mateo County Fair is prepping and getting ready to hand deliver our FREE tickets to every Elementary School who choose to participate in the #SanMateoCountySchoolDistrict School Program!

The #SchoolTicketProgram is an outreach program that works directly with our schools who participated in San Mateo County. We are committed to providing meaningful, educational fun for our kids. We want them to have the opportunity to experience this great American tradition and be inspired! 😊

<https://www.sanmateocountyfair.com/participate/school-ticket-program>

Like Comment Share

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Write a comment...

Facebook Post Before Delivery

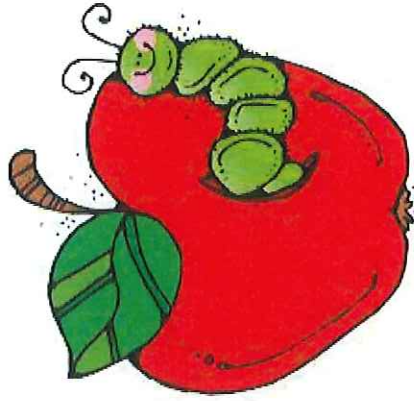


**San Mateo County Fair**

Page Liked · July 26 ·

The 2017 Fair was a BIG SUCCESS! Here are some FUN FAIR FACTS: We gave away a whopping 22,000 FREE fair tickets to elementary school kids in the San Mateo County, at participating schools.

This was part of our "Ticket to Fair School Program," which works to provide FREE tickets to every kid in the San Mateo County School District. We are planning to do this program in 2018, so stay tuned for details on how your elementary school can participate!



Like Comment Share

21

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1 Share

1 Comment



Write a comment...

Facebook Post After Fair

## The San Mateo County Fair wants to thank all of our guests, exhibitors and vendors for making the 2017 Fair such an amazing Fair

[CLICK HERE TO SEE OUR 2017 BEST OF SHOW WINNERS](#)

### School Ticket Program

The San Mateo County Fair is excited to announce the "Ticket to Fair School" program. This is an outreach program that works directly with our schools in San Mateo County. The San Mateo County Fair has been committed to providing meaningful, educational fun for our kids. Coming to the Fair has been a long standing tradition in our community and we work to maintain that tradition while pushing ourselves and our community to imagine the innovation of tomorrow. We want all our kids to have the opportunity to experience this great American tradition and be inspired. That is why the San Mateo County Fair will provide every elementary school student in San Mateo County a FREE ticket to the 2017 Fair.

[2017 SCHOOL TICKET FORM](#)

In order to implement this monumental effort, we need the support of superintendents, teachers, and parents in every school district in San Mateo. This program is open to all elementary school students, grades Kindergarten to 5th grade including public, private, and homeschooled.

Please fill out this form (coming soon) if your school or district is interested in participating. We hope to distribute the tickets in May and we will need to know enrollment numbers by grade for each elementary school in your district or the number of elementary age students participating at your school.

Please feel free to contact the Fair Department at (650)574-3247 if you need additional information.

Thank you for your interest and we look forward to hearing from you soon!

*School Ticket webpage*

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### FAQ's

#### -How to participate?

Participating is easy! Just fill out the specific form or contact the Fair Department (650)574-3247 to get your name on the list. The Fair Department will confirm enrollment numbers for each district or participating school. The Fair will gather all the tickets and distribute them to the schools in mid-May. All we need from you is a "Yes" and the number of enrolled elementary school students.

#### -What are the grades that can participate?

We want to provide tickets for every elementary school student in the county for our purposes we consider elementary school to be grades Kindergarten to 5th grade.

#### -Does my school have to be in San Mateo County?

Yes. We hope to provide a ticket to all elementary school students in San Mateo County. If your school is in Santa Clara County, or Alameda County, please check with your county

fair or school have a ticket to participate available for tickets

*School Ticket Webpage*

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**-Does my school have to be in San Mateo County?**

Yes. We hope to provide a ticket to all elementary school students in San Mateo County. If your school is in Santa Clara County, or Alameda County, please check with your county fair as they may have similar programs available for tickets.

**-What if my school is a private school?**

We want you to participate! This program is open to all elementary school students in San Mateo County. To participate, please just contact the Fair Department and fill out the specific form. The Fair Department will confirm the enrollment numbers with the school and make sure that tickets are mailed.

**-What if I am homeschooled?**

We want you to participate! This program is open to all elementary school students in San Mateo County. To participate, please just contact the Fair Department and fill out the specific form. The Fair Department will confirm the enrollment numbers with the school and make sure that tickets are mailed.

**-When will tickets be distributed?**

We hope to have all the tickets distributed in mid-May. All schools participating must submit their information to the Fair Department by May 1, 2017 in order for us to get the tickets distributed on time.

**Thank You To Our 2017 Sponsors**

*School Ticket Webpage*



# The San Mateo County Fair wants to thank all of you for making the 2017 Fair such a success!

CLICK HERE TO SEE OUR 2017 BEST OF SHOW WINNERS

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School Ticket Webpage

**PDF Entry Information**

**Exhibitor Name:** Kaitlyn Findley-Thorn

**WEN:** 3EFECA

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

**Class:** 15 New Children's Program

**Title:** SMCF-New Childrens Program

**Description:** 2017 School Ticket Program

**Notes:**

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