

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: Nevada County Fair

CLASS: 2 (Example: Small Fair = Class 1) **DIVISION:** 16

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

Our goal was to encourage and invite walkers to use the Nevada County Fairgrounds as a place to walk and exercise, and to promote the Fairgrounds as a safe, kid-friendly, dog-friendly and beautiful place to walk.

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 encourage walking on the Fairgrounds, we created a campaign (a series of posts) on social media that shared the stories of frequent walkers at the Nevada County Fairgrounds. Each post featured a photo of a walker (or two), along with an introduction of the individuals, and the reasons why they love to walk at the Fairgrounds. We also did a few posts with pictures of the grounds and inviting the public to use the grounds, as well as posts about the walking distance around the inner and outer circle of the Fairgrounds.

Example of a social media post about a family that walks the Fairgrounds for health reasons: “Meet Linda, Ronda, Vicky and David. These three sisters (and David, who is married to Ronda) walk the Fairgrounds every day, and “enjoy the sunshine, the green grass, the fresh air, the tall trees, and getting their “steps” in.” They do 3-4 times around, and it’s been beneficial to their health (Linda has overcome diabetes and Vicky is healthy after a heart attack). Says Ronda, “I love them too much to lose them, so I walk to support them.” We’re so glad you’re out here, and thanks for being an inspiration to all of us!


Example of a social media post inviting the public to walk the grounds: “Did you know that if you walk the outer circle of the Fairgrounds, it is .6 miles; if you are looking for a slightly shorter walk, you can walk the inside circle and get .4 miles in with each loop. We have thousands of walkers at the Fairgrounds each year – why not join the fun?”

Example of a social media post introducing a walker: “Meet Pam and Bryley, who visit the Nevada County Fairgrounds each week. Pam says that she loves the Nevada County Fairgrounds because of its beauty, and because it’s one of the few places in Nevada County that is flat and paved and allows her wheelchair access so she can walk Bryley. We’re glad you’re here, Pam and Bryley!”

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

What a popular series! We received lots of comments, likes and shares on social media, and we continue to see lots of walker on the grounds. The campaign has allowed us to invite walkers to the grounds, as well as address questions from those interested in walking at the Fairgrounds. We’ve received questions (i.e. are the grounds pet friendly, what are the hours, etc.), as well as numerous compliments (beautiful grounds, so peaceful, thank you for keeping the grounds beautiful, thank you for providing a safe place to walk, thank you for opening the grounds to the public, my favorite place to walk). We continue to see an increase in walkers at the Nevada County Fairgrounds, and we will continue to feature our walkers on social media.

Supporting documentation



eline Photos

Nevada County Fairgrounds
Published by Wendy Scofield Oaks [?]
Page Liked · April 23 · Edited ·

Meet Pam and Bryley, who visit the Nevada County Fairgrounds each week. Pam says that she loves the Nevada County Fairgrounds because of its beauty, and because it's one of the few places in Nevada County that is flat and paved and allows her wheelchair access so she can walk Bryley. We're glad you're here, Pam and Bryley!

Tag Photo Add Location Edit

Like Comment Share

193 Chronological

4 Shares 9 Comments

Laura Locke DOG PEOPLE RULE
Like · Reply · Message · 3 · April 23 at 5:23pm

Kitty Thomas Beautiful woman with a beautiful dog enjoying our beautiful fairgrounds!
Like · Reply · Message · 4 · April 23 at 5:39pm

Marsha Day Need more places that are wheelchair accessible! Glad the fairgrounds works.
Like · Reply · Message · 3 · April 23 at 6:16pm

Cory Dogwood Moore Love this picture. Our Nevada County Fairgrounds is fabulous!
Like · Reply · Message · 3 · April 23 at 6:25pm

Write a comment...

Comment Share Tag Photo Options Send in Messenger



Nevada County Fairgrounds

Published by Wendy Scofield Oaks [?]
Page Liked · May 20 · Edited ·

Meet Kate, Nicole and Cruz. These three recently returned to walking at the Fairgrounds after Nicole gave birth (love seeing the five-week-old baby out here). Together they walk 2-3 times per week, and love the Fairgrounds because "it gets Cruz out to ride, they love to chat and catch up, and it's beautiful." Why does Cruz like the Fairgrounds? "Because I can ride super fast out here!" Have fun, ladies; and keep going super fast, Cruz!"

Tag Photo Add Location Edit

Like Comment Share

Ayn Loehr, Robbyn Wells and 33 others

Write a comment...

Friend Requests See All

Judith Hull
Confirm Friend



Nevada County Fairgrounds

Published by Wendy Scofield Oaks [?]
Like This Page · June 21 · Edited ·

Meet Howard and Hugh, who walk the Fairgrounds 2 to 3 times a week (more now that the weather is warmer). These long-time friends have been walking the grounds for about 4 years, and do it for "health reasons and because of all the friendly people they meet on their walks." Always happy to see you out here, Howard and Hugh!

Tag Photo Add Location Edit

Like Comment Share

63 Chronological

Janelle Clawson Quentmeyer Natalie Browning

Like Reply Message · June 21 at 7:51pm

Carolyn Manly Jordan It is a beautiful fairgrounds to walk.

Like Reply Message · 1 · June 24 at 6:15am

Write a comment...

Friend Requests See All

Judith Hull
Confirm Friend



Nevada County Fairgrounds

Published by Wendy Scofield Oaks (?)
Like This Page · May 15 · Edited ·

Meet Johanna and Merlin, who walk the Fairgrounds every day, rain or shine! "We love it out here because we feel safe and it's beautiful. Plus, it's good exercise." They walk six times around the grounds, and Johanna burns about 500 calories a day from walking. Keep up the good work, Johanna; and thank you both for being friends of the Fairgrounds!

Tag Photo Add Location Edit

Like Comment Share

47

Chronological

Jordin Tucker I recently moved back into the area....what gates can we park and enter the fairgrounds to walk and fish? Is there a fee?
Like · Reply · Message · May 15 at 6:58pm

Nevada County Fairgrounds Hi Jordin. Welcome back to Nevada County! You can park at Gate 1 or Gate 4 to enter the grounds for walking. We're open from 8 am to 4:30 pm each day. Lions Lake is located at Gate 4. There isn't a fee for walking or fishing (although, the fishing is limited to kids 12 and under). Hope that helps!
Like · Reply · 1 · Commented on by Wendy Scofield Oaks (?) · May 15 at



Write a comment...



Nevada County Fairgrounds
Published by Wendy Scofield Oaks (?)
Page Liked · April 29 · Edited ·

Meet Linda, Ronda, Vicky and David. These three sisters (and David, who is married to Ronda) walk the Fairgrounds every day, and "enjoy the sunshine, the green grass, the fresh air, the tall trees, and getting their "steps" in." They do 3-4 times around, and it's been beneficial to their health (Linda has overcome diabetes and Vicky is healthy after a heart attack). Says Ronda, "I love them too much to lose them, so I walk to support them." We're so glad you're out here, and thanks for being an inspiration to all of us!

Tag Photo Add Location Edit

Like Comment Share

83

Chronological

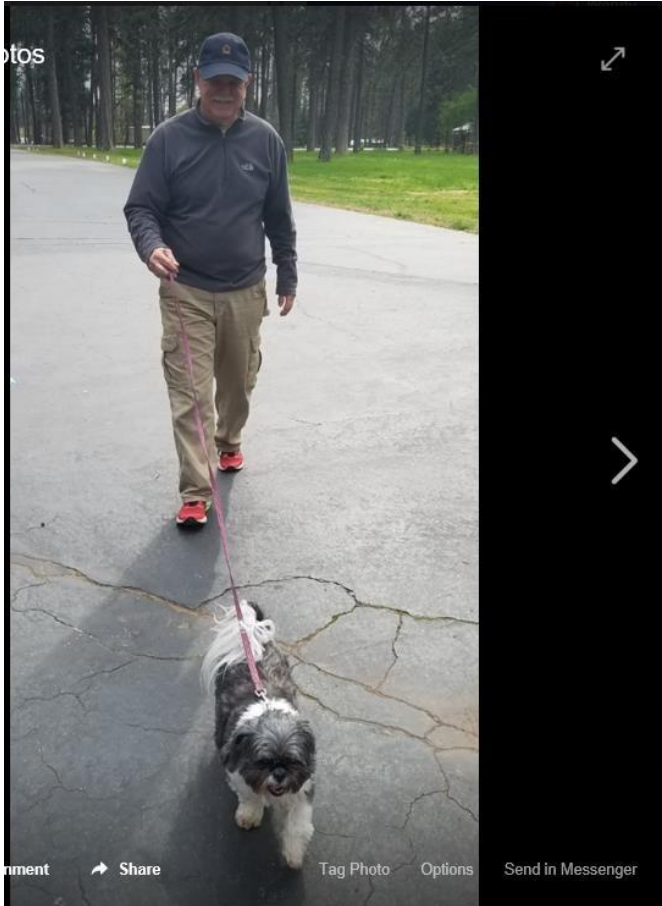
Jenee Hand This is awesome!
Like · Reply · Message · 1 · April 30 at 1:18pm

Mariah Chantel Romero I love my grandma Victoria Jean Romero
Like · Reply · Message · 2 · April 30 at 10:00pm



Write a comment...





Nevada County Fairgrounds
Published by Wendy Scofield Oaks [?]
Page Liked · May 8 · Edited ·

Meet Tim and Ruby, who walk the Fairgrounds every day. "We love the beauty of the Fairgrounds, all the friendly people we meet, and going to see the employees at the Fairgrounds office. Plus, Ruby loves to get treats and to see the kids at Tall Pines Nursery School." Tim and Ruby have spent many, many years at the Fairgrounds, as Tim is married to now-retired Teacher Debby from Tall Pines. We love seeing you out here, Tim and Ruby!!

Tag Photo Add Location Edit

Like Comment Share

75 Chronological

Kelsey Booth Anderson We love Tim and Ruby too!!!!
Like Reply Message · 1 · May 9 at 7:24pm

Kristin Aguilar I love Tim and Ruby!
Like Reply Message · 1 · May 9 at 7:34pm

Write a comment...

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Nevada County Fairgrounds
Published by Wendy Scofield Oaks [?]
Page Liked · October 4 ·

We love our walkers! This little cutie was out enjoying a walk at the fairgrounds with her grandparents. Her Mom sent us a note, thanking us "for making the Fairgrounds open to the public." You are so welcome, and we're so happy to see our youngest generation enjoying the beautiful grounds! Photo by Janelle Clawson Quentmeyer.

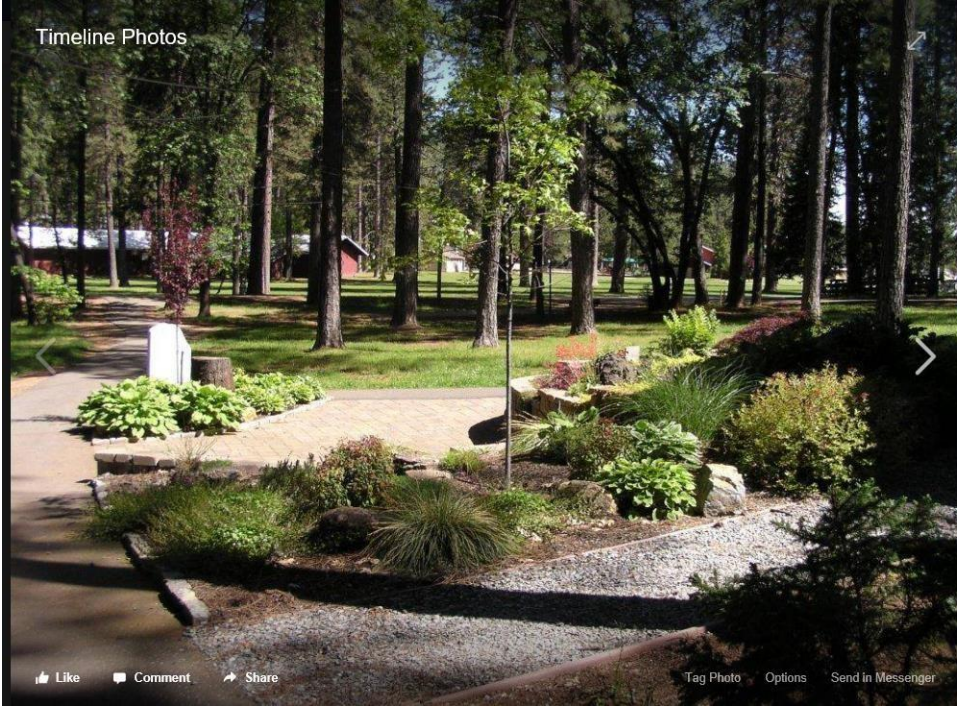
Tag Photo Add Location Edit

Like Comment Share

66 Chronological

Jennifer Clark I thought I recognized that cutie!
Janelle Clawson Quentmeyer Julie Clawson
Like Reply Message · 1 · October 4 at 7:38pm

Write a comment...



Timeline Photos

Nevada County Fairgrounds
Published by Wendy Scofield Oaks [?]
Page Liked · January 16 · Edited ·

Did you know that if you walk the outer circle of the Fairgrounds, it is .6 miles; if you are looking for a slightly shorter walk, you can walk the inside circle and get .4 miles in with each loop. We have thousands of walkers at the Fairgrounds each year – why not join the fun?

Tag Photo Add Location Edit

Like Comment Share

154 Chronological

17 Shares 16 Comments

View 10 more comments

Kenn McCarty Nicest Fairgrounds in the state...and I've been to almost all of them.
Like · Reply · Message · 1 · January 16 at 8:16pm

Teresa Undercoffer Walker I love walking the fairgrounds!!!
Like · Reply · Message · 1 · January 16 at 9:03pm

Ameo Medeiros Great place for my 3 year old to practice his bike. We had a great time on Friday!!!
Like · Reply · Message · 1 · January 16 at 11:15am

Write a comment...

PDF Entry Information

Exhibitor Name: Wendy Oaks

WEN: 83F222

Division: Section 2 - Innovation & Management

Class: 16 New Wellness Program

Title: Nevada County Fair

Description:

Notes:

