

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: Amador County Fair

CLASS: 1 (Example: Small Fair = Class 1) **DIVISION:** 19

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

The Amador County Fair is "Cowboy Country!" The Fairgrounds was limited on arena space and the rodeo events presently utilizing them where looking to move to an area with larger arenas. The one arena was working, but the second smaller arena was inadequate to meet their needs. If the Fairgrounds could improve on these facilities, there was a good chance to retain the existing rodeos and draw other similar type events.

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.

With a lot of collaboration from the rodeo managing staff (aka - Parents), local engineers, dirt sculptures, ground experts, electricians and arena builders, the new "Wolin" arena was born! It was with the generous donations from the City of Plymouth, donating TOT tax monies and the Jackson Rancheria Casino Resort, that this project was up and running. These were the cash donors, but there were so many other fair supporters that gave their time and energy to complete this project. A huge amount of gratitude to all who were involved.!

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

The arena was enlarged to accommodate the larger rodeo events. Ropings and other types of horse events now have an arena that will be viable to their needs. This will bring much needed revenue for the fairgrounds and will bring additional revenue to the County with the influx of patrons to the local businesses. A win, win for all!

PDF Entry Information

Exhibitor Name: Sherri Elliott

WEN: 6F1605

Division: Section 2 - Innovation & Management

Class: 19 New Community Outreach Program

Title: Amador Fair Community Outreach

Description:

Notes:

