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## 2015 Clark County Fair Report:

**TO:** Fairgrounds Site Management Group  
Clark County Fair Association

**FROM:** John Morrison, Fair Manager/CEO  
Executive Director, Clark County Event Center

**DATE:** October 30, 2015

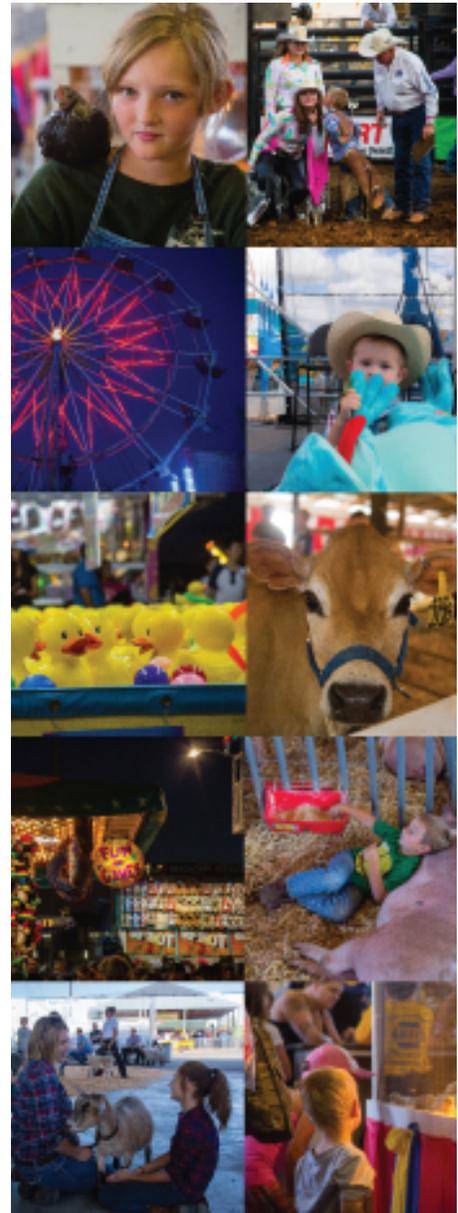
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The Clark County Fair continues to embrace and promote agricultural heritage, education, commerce and family entertainment. It is a great source of pride for the community as well as a popular destination for visitors to the county. The Clark County Fair has been ranked among the top Fairs in the state for ten consecutive years by the Washington State Fairs Commissioners and was recognized as a top ten Fair nationally by Livability.com magazine in 2011.



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## I. PERFORMANCE AND OVERALL FIGURES

The 2015 attendance was up 3.2% overall from the previous year. It was the highest attended Fair in the last eleven years. By every measure, it was a record breaking Fair. Carnival, Food Court and Gate revenues were up significantly and broke every 2014 record.

Cash sponsorships reached an all-time high of \$183,000 an increase of 7.6% due to outstanding efforts by the marketing staff and new sales strategies and structures.

### A. REVENUES & COMPARISONS

	2014	2015	CHANGE
Attendance	272,896	281,629	+3.2%
Admission Revenue	\$987,479	\$1,140,218	+15.5%
Parking Revenue (gross)	\$229,626	\$234,321	+2.04%
Food & Beverage (gross)	\$1,718,122	\$1,827,050	+6.3%
Carnival Revenue (gross)	\$1,307,154	\$1,367,089	+4.6%
Commercial Revenue	\$423,206	\$429,026	+1.4%
Sponsorship Revenue	\$170,321	\$175,379	+2.96%

	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	TOTAL
<b>2008:</b>	29,446	24,147	25,653	19,432	15,285	19,638	26,333	29,677	34,943	40,444	<b>264,998</b>
<b>2009:</b>	29,567	22,536	21,155	21,880	15,934	17,296	22,388	24,423	32,192	36,327	<b>243,698</b>
<b>2010:</b>	35,121	39,156	24,491	19,312	18,007	22,136	18,589	24,360	25,963	29,363	<b>256,498</b>
<b>2011:</b>	30,243	26,236	21,929	19,640	18,764	18,009	26,839	25,325	36,092	28,815	<b>251,892</b>
<b>2012:</b>	30,797	17,631	14,829	16,498	19,904	19,258	21,394	23,829	30,397	24,517	<b>219,054</b>
<b>2013:</b>	28,131	24,521	23,611	18,572	19,288	29,963	25,848	33,189	32,605	33,541	<b>269,269</b>
<b>2014:</b>	28,608	23,289	23,135	17,453	19,254	31,101	26,443	34,065	36,426	32,893	<b>272,667</b>
<b>2015:</b>	29,523	24,034	23,875	18,011	19,870	32,096	27,289	28,155	41,828	36,946	<b>281,629</b>
	915	745	740	558	616	995	846	(5,910)	5,173	4053	8,962

### Overall P&L of Fair (including Direct and Allocated Expenses)

	2008	2009	2010	2011	2012	2013	2014	2015*
<b>Fair Revenue:</b>	\$2,696,437	\$2,870,389	\$3,110,626	\$3,374,322	\$2,800,192	\$3,036,337	\$2,854,800	\$3,119,515
<b>Fair Expenses:</b>	\$2,423,724	\$2,876,640	\$2,771,446	\$3,322,646	\$2,833,666	\$2,932,644	\$2,317,670	\$2,435,591
<b>Fair NET:</b>	\$272,713	(\$6,251)	\$339,180	\$51,676	(\$33,474)	\$103,693	\$537,130	\$683,924 *estimated

- NOTES:**
- 1) Over \$3.3 Million has been generated for the county over the past 10 years (since the Exhibit Hall was built).
  - 2) 2009 was a heavy rain year.
  - 3) 2011 includes Motley Crue's budget of over \$400,000 in Revenue and Expenses.
  - 4) 2012 Extreme heat on both weekends.
  - 5) 2015 Last Friday was over 90 degrees

### B. CONCESSIONS (49 Total food booths)

Overall food sales were up 5.3 % from 2014. Good weather combined with moving all the concerts back into the Grandstands were major contributing factors to the increase. It was an all-

time record year in food and beverage with sales exceeding \$1.83 million. There was not one day below \$100,000 in sales. In prior years as many as three days have been below this figure.

**C. VENDORS** (291 Total commercial/public booths)

The commercial vendor booth revenue increased 1.4% this year. The Exhibition Hall had 209 paid booths this year, up 10 booths from last year. We did see an increase in vendor satisfaction with many positive comments about the concerts back in the Grandstands and they saw traffic at their booths later in the evening.

Exhibition Hall Booths	209
South 2/West End:	71
Government/Community Booths:	<u>11</u>
Total Booths:	291
Commercial Booth Revenue:	\$405,611 up 1.4%
Commercial Attraction Revenues:	\$23,415
<i>Slingshot, Pony Rides, Walk on Water, Zoom Balls, Rock Wall)</i>	
Total Commercial Revenue:	\$429,026 up 5.12%

**D. CARNIVAL**

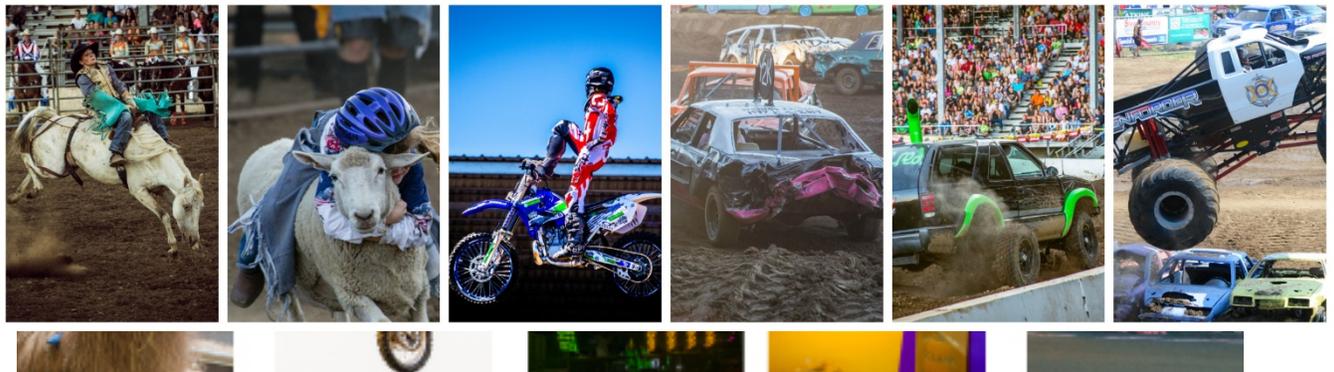
Butler Amusements continues to be a great partner featuring 36 exhilarating rides for young and old. The carnival was up almost 5% over a record year in 2014 and experienced both record days and another record year. The advanced sale discount ride wristbands remains the most popular advanced sale item.

2015 Gross Revenue:	\$1,367,089	+4.6%
2014 Gross Revenue:	\$1,307,154	
2013 Gross Revenue:	\$1,222,576	
2012 Gross Revenue:	\$1,111,879	
2011 Gross Revenue:	\$1,193,144	
2010 Gross Revenue:	\$1,140,407	
2009 Gross Revenue:	\$1,138,131	

**E. LIVESTOCK AND FAIR EXHIBITS**

The decline of Agriculture across the county, as well as the country, continues to make it a challenge to organize and produce the great variety of livestock exhibits for the Fair.

Youth exhibitors were slightly down but the number of their exhibits increased from 2012. Adult Exhibits and exhibits were both up over 2012. The new Fair management software program instituted last year for the Fair, ShoWorks, continues to allow us to more consistently track exhibitors that are entered in multiple departments and with multiple entries. As we move forward, the consistency of this software will provide much more accurate trend data from which we can draw better conclusions and streamline our Premium and Awards operation.



## II. ENTERTAINMENT

The Clark County Fair is extremely proud of the first-class entertainment offered to the public. Nowhere else can a family enjoy so much variety of artists, activities, exhibits and events for such a great value. The Fair is a place where individuals and families experience unique entertainment that they couldn't find anywhere else.

### A. GRANDSTANDS

In response to customer, food concessionaire and commercial vendor requests, we brought four free concerts back into the Grandstands on the opening weekend. We realigned the motorsports to place the most popular events on the final three days and drew more participants and spectators. The Grandstands concerts were all structured with ticket prices well below market value for the golden circle tickets in order provide the maximum value to Fairgoers.

All Grandstand floor shows featured crowd involvement including kid's activities before and after shows and autograph signings by the stars. The weekend of motorsports also featured a monster truck which took kids and families on rides around the arena before and after events.

- Fri: Kansas 7pm
- Sat: John Kay and Steppenwolf 7pm
- Sun: Montgomery Gentry 7pm
- Mon: The Guess Who 7pm
- Tue: Tribute Tuesday 4, 6 & 8pm
- Wed: Mutton Bustin' & Bull Riding 2pm & 7pm
- Thur: Moto X 2pm & 7pm
- Fri: Demo Derby 2pm & 7pm
- Sat: Tuff Trucks 2pm & 7pm
- Sun: Monster Trucks 2pm & 7pm



### B. CONCERT TICKET SALES

	Kansas	John Kay & Steppenwolf	Montgomery Gentry	The Guess Who
Tickets:	1043	729	819	650
Gross:	\$28,755	\$20,475	\$22,665	\$16,410

**Kansas—Aug 7**  
Tickets on sale 3/28

**AUGUST 7-10**  
**Grandstand Concert Series**

**Reserved Limited VIP — Grandstand floor seating**  
\$25 to \$35 (includes Fair admission!)  
For the up close and personal concert experience!

**FREE Grandstand Seating**

**John Kay & Steppenwolf**  
Aug 8  
Tickets on sale 4/4

**MONTGOMERY GENTRY**  
Montgomery Gentry  
Aug 9  
Tickets on sale 4/11

**The Guess Who**  
Aug. 10  
Tickets on sale 4/18

Presented By:  
**ENTERCOM PORTLAND**  
97.1 Charlie, KATZ, KROQ

**C. LIVE COMPETITIONS**

In addition to the Fair’s traditional competitions, new food competitions were added this year to get more Fairgoers involved in an interactive way. By increasing marketing efforts and adding new categories, there was an increase in participation and in media coverage.

Pretty Baby Contest  
Hula Hoop Contests  
Cheeseburger Eating

Diaper Derby  
Watermelon Eating  
Pie Eating

Toddler Trot  
Hotdog Eating  
Frozen T-shirt

**D. GROUNDS ENTERTAINMENT**



These artists and exhibits provide unique experiences for all ages:

**Wild About Monkeys**

Kevin, together with his wife Martina delight and amaze the audience with fun, education and great entertainment for the whole family. “Wild about Monkeys” is the only traveling animal exhibition that features trained baboons.



**Walk on the Wild Side**

This exotic animal rescue organization exhibits and educates fascinated guests on a variety of exotic animals, such as tigers, leopards and kangaroos. There are photo opportunities with these animals rarely ever seen up this close.



**FairCon**

Filled with gaming contests, free-play video games, card game tournaments, a film festival and a Cosplay competition, FairCon is the ultimate collection of fun-filled activities for the whole family.



**Pirates Parrott Show**

An educationally based pirate-themed parrot show performing at state and county fairs since 1989, the Pirate’s Parrot Show is a fun, educational and interactive experience for all ages. This informative show comes complete with a variety of parrots from around the world, a pirate ship display and delightful speech and free flight performances. Fair patrons are amazed and delighted to safely hold and pet these parrots.



**Adam the Great**

Adam is a professional and experienced entertainer with the chops to deliver above and beyond what you expect from a magician. Adam the Great's swanky attire, contagious humor and "wow" magic tricks are always a hit.



**Cowgirl Tricks**

From the Calgary Stampede to the Cow Palace, at State and County Fairs from Washington to Wyoming, at International Street Performer Festivals from Canada to Singapore, audiences worldwide have been charmed and delighted at Karen's special brand of skill and Western humor.



**Jerry Harris - Master Hypnotist**

One of the most talented and sought after hypnotists in the country today entertains audiences twice daily.



**Superhero Adventure**

This Superhero Adventure exhibit includes a city scape straight from the pages of your favorite comic books with a ton of interactive exhibits; Laser Tag in a walk through shooting gallery; a Superhero Kids Zone which includes mask making, coloring zone and a Superhero puppet show; A Museum which displays the science behind some of today's most popular superheroes.



**Sea Lion Splash**

This unique show is truly one of a kind, being the only sea lion show which features both California sea lions and South American sea lions. This incredible show features sea lions performing entertaining and educational tricks including handstands, balancing balls, flips, dancing, smiling, and even teaching kids how to recycle!



**Jest In Time Circus**

The Jest in Time Circus Family Fun Stage features the comedic antics of Topper Todd and Li Li Zucchini performing their sensational juggling, unicycle and stilt walking performances throughout the day. This stage will also host other strolling performers and community acts daily. Located in the Comcast Kid's Park, grab a seat under the Big Top, you are sure to be entertained!



**Mz. Pearl's Variety Show**

Heather Pearl is a fan favorite! Her inventiveness and abilities astound and surprise all ages. The show has a variety of juggling, magic and dance. Heather has performed at festivals, libraries, theaters and parties, and will be performing on both the Kid's Park and Columbian stages.

**III. MARKETING**

**A. 2015 SPONSORS**

3 Kings Environmental  
99.5 The Wolf  
Abacus Event Rentals  
AdultCarePro  
American Red Cross  
American Medical  
Response

C-TRAN  
CW32  
DISH  
Entercom Radio  
Food 4 You  
Fred Meyer  
Gaynor's Automotive

The Marines  
Media Matrix  
Mill Creek Pub  
Miller/ Coors  
NW Learning Center  
Pacific Office Automtn  
Pacific Rentals

Scott Horenstein Law  
Shari's Pies  
Simply Thyme Catering  
Sleep Country USA  
Sparky's Pizza  
Springhill Suites  
STAR Rentals

ARMY  
 Available Creations  
 Big Al's  
 Billygan's Roadhouse  
 Bridgetown Promotions  
 Burgerville  
 Chevron  
 Clark County Lawn and Tractor  
 Clark County Live!  
 Clark Public Utilities  
 Coca-Cola  
 The Columbian  
 Comcast

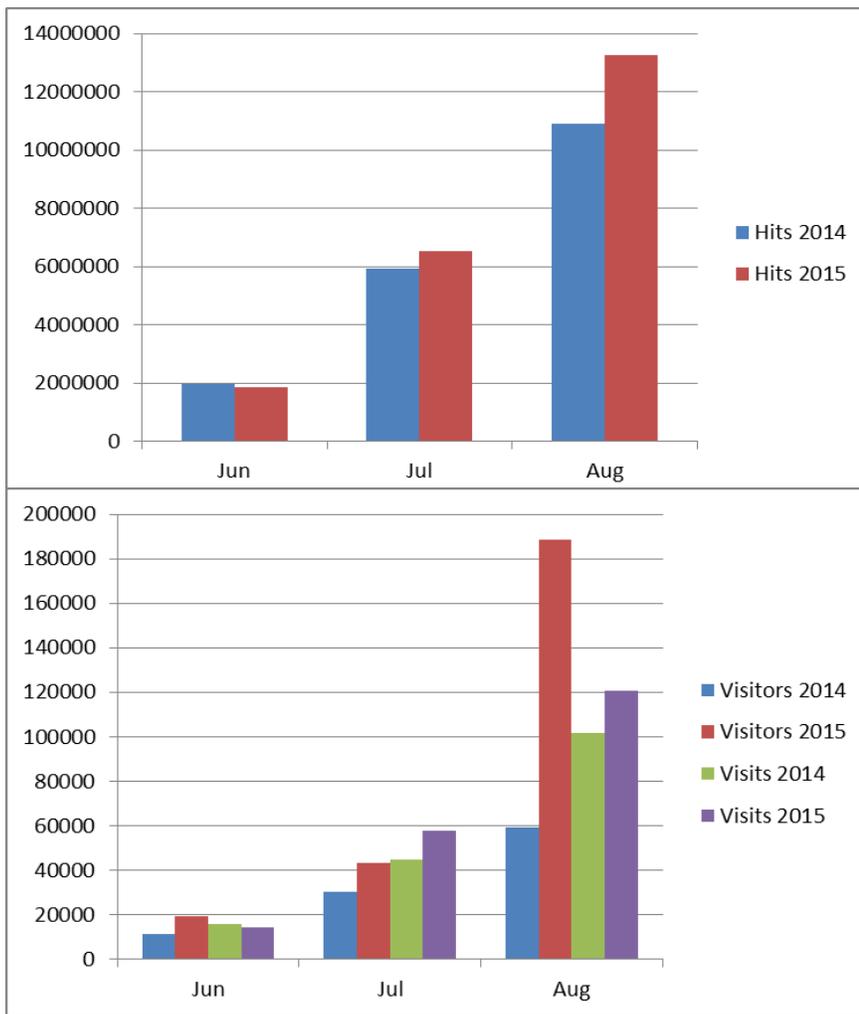
GEICO  
 Green Sweep Asphalt  
 The Heathman Lodge  
 Holiday Inn  
 HUMANA  
 I Like Comics  
 NW Image Floral  
 JW World  
 K103fm Portland  
 KATU Channel 2  
 KGW  
 KPAM-AM860  
 La Quinta  
 Lamar Transit  
 Lifeline Connections

Parkrose Hardware  
 PeaceHealth SW  
 People's Community Credit Union  
 Phat Hoops  
 The Portland Spirit  
 Rent-A-Center  
 Riding High USA  
 River City Environmental  
 Riverview Community Bank  
 S & I Equipment

Vancouver Inn and Suites  
 Washington's Lottery  
 Waste Connections  
 Westfield Mall  
 Wilco Farm Stores  
 4.0 Graphics  
 Clark/Cowlitz Farm Bureau

**A. WEBSITE**

The ClarkCoFair.com website is constantly evolving to keep up with more mobile technology and to create a much more interactive and user-friendly experience.



Hits – Anytime anything connected to the CCF website is referenced. Whether it be a picture, link, view, share, etc.

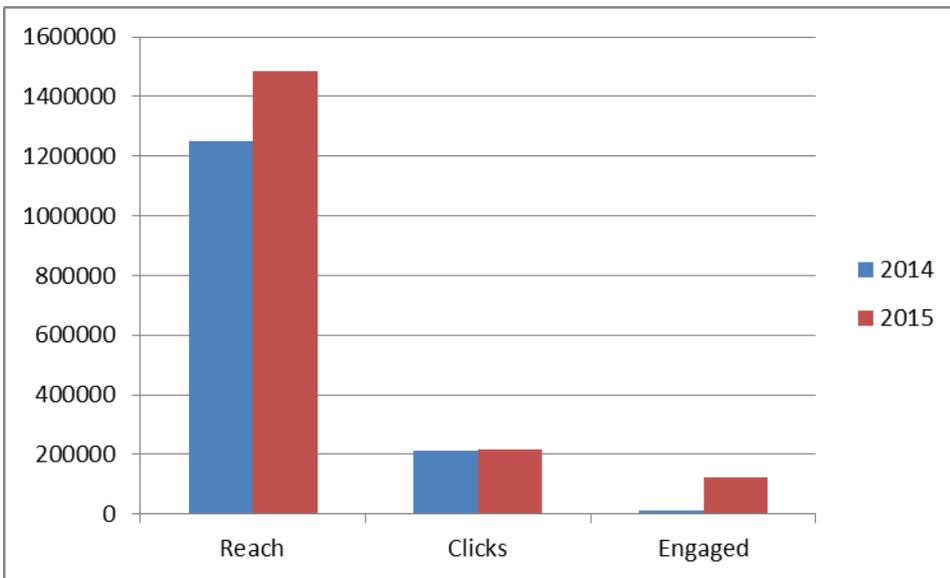
Visitors – Unique Visitors means it's an individual that has visited the site for the first time within a certain time period

Visits- Represents the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session.

**B. SOCIAL MEDIA (2013 IAFE Award Winners)**

Increasingly, social media channels are keeping fairs and festivals at the forefront of attendees' minds. Social media updates and e-newsletters from key staffers help create personal connections and can be a valuable source of not only publicity but also logistical coordination and news.

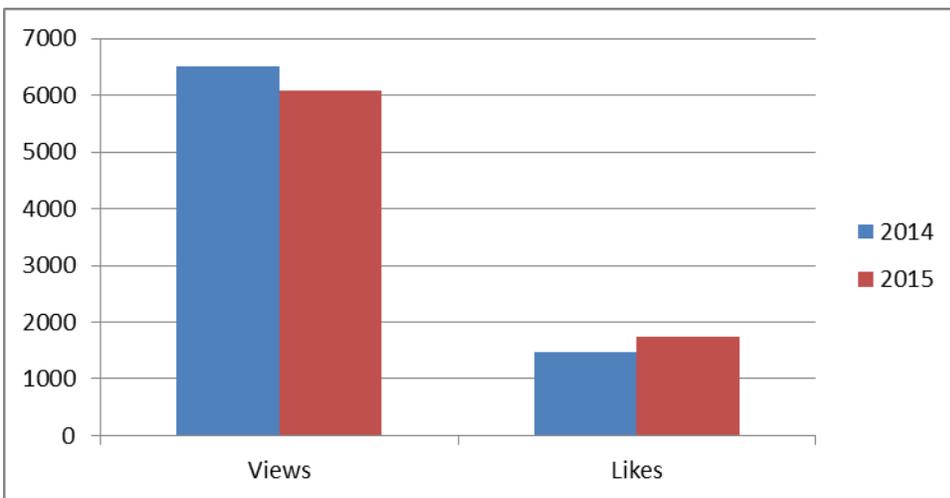
**FACEBOOK RESULTS:**



Reach- Total glimpses, views, clicks, likes, glances from friends' timelines etc of Facebook content.

Clicks- How many people clicked the page and content

Engaged: How many people engaged with the Fair's Facebook content.



Views: How many people actively viewed the Page itself.

Likes: Total likes gained over the Fair's 10 day period.

### INSTAGRAM RESULTS

Engagement

**LIKES** **1,140** Jul: 296 **+285.14%**  
 Avg/media 29 Jul: 23 **+25.17%**

MOST LIKED

- ▶ Top 5 most liked media ever
- ▶ All media sorted by number of likes

Instagram was vigorously used the week prior and the two weeks of the Fair.

Over 100 New Followers gained.

1140 likes over 10 days of the Fair

Higher follower count than Westfield Vancouver (470) and 100 away from Big Al's (711)

Average like per media: 29

Total likes stands at 637 and growing **daily**.

**MARKETING:**

**RADIO:**

	<u>2014</u>	<u>2015</u>
Net Spending:	\$12,682	\$20,574
Total Promotional Value:	\$368,939	\$623,871

*(Includes general Fair spots, specific concert demographics and Pandora Radio.)*

**TELEVISION AND CABLE:**

	<u>2014</u>	<u>2015</u>
Net Spending:	\$35,264	\$37,470
Total Promotional Value:	\$137,939	\$278,629

*(Includes comprehensive cable TV ad buy on the most popular stations across the region.)*

**NEWSPAPER:**

	<u>2014</u>	<u>2015</u>
Net Spending:	\$22,929	\$19,520
Total Promotional Value:	\$172,800	\$238,491

*(Publications used: The Columbian and The Battle Ground Reflector.)*

**OUTDOOR/OFFSITE:**

	<u>2014</u>	<u>2015</u>
Net spending:	\$20,996	\$22,860
<b>B.</b> Total Promotional Value:	\$23,660	\$38,500

*(Billboards, metro bus panels and large wall murals at the Westfield Mall.)*



**C. PUBLIC RELATIONS – MEDIA COVERAGE**

Media coverage and interest by TV and news agencies was again strong this year. Many on-site remotes were broadcast from the Fair. The Columbian featured stories about the Fair prominently all 10 days.



**C. PHILANTHROPY**

Numerous charitable organizations are associated with the Clark County Fair; the Fair is proud to give so much back to the community.

**i. SCHOLARSHIPS**

So far this year, \$22,500 in scholarships was awarded to 15 deserving students who have been employed by or actively involved in 4H, FFA, or open class during past Clark County Fairs.

**ii. JUNIOR LIVESTOCK AUCTION**

This year's JLA showed continued strong performance with a good number of animals, exhibitors, dollars generated and food donated by the YEAH program. It was a big success for 155 young 4H and FFA exhibitors, the community and local food banks. The auction generated over \$391,300 from the sale of 231 high-quality market animals. There were 418 individuals and companies who participated as buyers. Over 10,000 pounds of meat and poultry was donated to local food banks through the JLA's Youth Efforts Against Hunger campaign. Those food banks will distribute this high-quality food to hungry and food-insecure families throughout our community.

**iii. MEMORY MAKERS**

Memory Makers along with significant donations and assistance from the Fair, Fire District #6, Butler Amusements and People's Community Credit Union gave four families memories which will last forever. With free transportation, children from Providence Child Center for the Medically Fragile and Legacy Salmon Creek Hospital and their families were treated to a free day at the Fair including private carnival rides, prizes, entertainment, interaction with the animals and great Fair food.

These children's serious medical conditions make it difficult to attend events such as these. Their escorts were members of Fire District #6 firefighter/paramedics and emergency medical technicians volunteering their time and sharing in the memories of a lifetime for these families.

**iv. VARIOUS CHARITABLE DONATIONS**

1. Open class "Sewing for Charity" donates all entries of clothes, blankets, quilts and pillows to local charities.
2. Clark County Fair collected old cell phones which were distributed to battered women.
3. Hearing aids and eye glasses are collected and distributed to the less fortunate.

**D. CORPORATE/CONSIGNMENT TICKET SALES & PARTNERSHIPS**

An effort is made each year to provide area businesses the opportunity to be involved in selling tickets to the Fair as a way of supporting the Fair while at the same time driving traffic to their locations. The following businesses were approved consignment ticket sellers: Fred Meyer, People's Community Credit Union and Wilco Farm Stores.

<b>Advance Sale</b>	<b>On-Line</b>	<b>Consignment</b>
2008	\$43,554	\$48,519
2009	\$34,653	\$55,768
2010	\$46,997	\$72,137
2011	\$46,755	\$56,706
2012	\$31,744	\$51,164
2013	\$36,347	\$49,623
2014	\$38,001	\$49,547
2015	\$55,954	\$60,882
<b>Pre-Sale Carnival</b>	<b>On-Line</b>	<b>Pre-Sale</b>
2008	\$71,961	\$114,645
2009	\$70,338	\$132,640
2010	\$78,301	\$138,764
2011	\$68,834	\$127,460
2012	\$49,778	\$122,070
2013	\$58,714	\$120,130
2014	\$77,470	\$128,778
2015	\$73,875	\$140,482

**IV. OPERATIONS/LOGISTICS**

**A. GROUNDS/VENUES**

The county maintenance crews and FSMG temporary labor spend months before each Fair completing an impressive array of projects which significantly improve the venue infrastructure and efficiencies for the Fair. 2015 saw several major projects:

- i. Major upgrade and installation of wireless systems on grounds.
- ii. Major upgrade to Butler Amusement Camping area. Design, engineering and install of all underground wiring. Much of the funding for this project, was provided for by Butler Amusements under the capital improvements portion of their contract. This project was spearheaded by Clark County Facilities with cooperation and assistance of Clark County Public Utilities.
- iii. Major self-help renovation of the Bee barn. New siding, exterior painting and roof.
- iv. Roof replacement on restrooms adjacent to the old administration building.
- v. Re-stripping of interior grounds parking and roadways
- vi. Trenching and wire installation to all ticket booths to accommodate the new Point of Sale (POS) system.
- vii. Screen approximately 500 cubic yards of dirt for upcoming horse shows.
- viii. Bring all horse stall floors up to grade and pack surfaces.

- ix. Relocate CRESA and CCSO workspace. Upgrades including but not limited to HVAC, lighting, telecom and painting.
- x. Gutters were repaired and some sections replaced on South 2 and South 3.
- xi. Several building exteriors were pressure washed, including the Exhibition Hall, South 1, South 2 and South 3, portions of "E" barn and the Arena.
- xii. Large dead tree by Kids Park removed
- xiii. New drainage system added on West end by antique equipment display area
- xiv. Several areas of pavement repairs were made to the internal grounds.
- xv. Underground water lines replaced and repaired.
- xvi. "A" and "B" lot chip seal repairs.
- xvii. Numerous small repair projects to barns.
- xviii. Purchased and assembled 6 new small bleachers.
- xix. New HVAC system installed in old administration building.
- xx. Several sections of fire suppression system piping in the arena were replaced.
- xxi. Numerous picnic tables and park benches repaired and painted.
- xxii. Interior lighting upgrade in arena.

**B. LABOR**

A part time labor force of over 220 personnel was hired, organized, trained and managed throughout the Fair with great efficiency. The Fair website was used extensively for applications, job descriptions, orientation, and relaying information to employees. The hiring was a very competitive process this year as 425 applications were received for only 80 open positions. The other 140 positions were filled by returning Fair employees. For many, the Fair represents their first ever job.

The Fair continued its requirement for extensive background checks for all operations temporary working personnel. These checks proved to be extremely valuable for screening applicants working in this department.

Diversity remains an important component of the Fair's work force. Included in the Fair's part time labor force were many people with either physical or developmental disabilities and a wide variety of personnel from throughout the community representing all ages and backgrounds.

**V. GENERAL/MANAGERIAL/MISCELLANEOUS**

**A. ATM's**

The three ATM machines that were purchased in 2009 continue to be a great investment. They provide convenience for the Fairgoers and increased revenues for the Fair. The total amount transacted was down and this is attributed to the increased number of vendors and concessionaires taking credit/debit payments thereby reducing the cash needs of the public.

2015 totals:	Total transactions: 4,537
5	
Average transaction:	\$68.69
Total cash dispensed:	\$311,660
Total surcharge revenue received:	\$13,611

**B. SUSTAINABILITY**

The Fair again featured an impressive sustainability exhibit put together by many different county services. Included in this great exhibit were the following:

- Clark Public Utilities – Stream Team
- Clark County Waste Reduction
- Clark County Vegetation Management
- Clark Conservation District

- Master Gardeners
- Small Acreage

Sustainability, including recycling, has been a focus of the Fair for many years. Plastic recycling containers provided by Coca Cola were located throughout the grounds. New containers and programs to increase recycling were put in place by Waste Connections. The following is a list of sustainable programs, projects and products utilized by the Fair:

- All soaps dispensers in the various restrooms use green, eco-friendly foam soap.
- All restroom toilet paper and paper towels are made from recycled paper.
- All cleaning chemicals are certified green products.
- An extensive recycling program including: plastic, cardboard, wood and metal.
- All used cooking oil is collected and recycled rather than dumped.
- All animal waste is used by various landscaping and agriculture companies.
- Cellulose based eating utensils and food packaging was utilized in some food booths this year to help promote composting.
- The lighting in the barns and other buildings has been replaced by high efficiency lighting fixtures to save energy.

#### **C. CLARK COUNTY MOUNTED PATROL**

The mounted patrol, more commonly known as the Fence Riders, continued to be an important and valuable part of the Fair. This volunteer organization's patrol of the parking lots, walkways and gate areas often represents the public's initial Fair-going experience. They are integrated in all of our major events and assist with parking, traffic flow, crowd movement and security patrols around the grounds. More than 40 riders take part in volunteer shifts during the Fair. Given the hot dry conditions this summer, we used the Mounted Patrol as another set of eyes in the parking lots for any signs of fire, smoke or hot spots. We kept the lots mowed short and had no smoking signs posted at every lot and there were no problems noted.

#### **D. BEER/WINE SERVICE**

The beer and wine service at the main entertainment attractions remain very positive to the food and beverage service of the Fair. The state liquor control board again accepted the operating plan for the Fair which designates the grandstand area and its associated plaza as appropriate service and consumption locations for beer and wine. It is controlled very tightly with wristbands and security patrols. We established a second service area in the courtyard near the old administration building that was not open to the public, but was available for booked catered events.

#### **E. ANIMAL HEALTH**

Animal health efforts remained a high priority. We continued to segregate our wash racks, barn layout, show ring schedule and our load-in and load-out schedules and procedures to ensure species separation. Additionally, every single animal entering the Clark County Fair received a visual health inspection prior to being stalled. The impact to the load-in schedule was minimal but the benefits were great. The Animal Health Committee of the Fair Board, specie volunteers and the Fair veterinarians conducted pre-fair checks of every animal to reduce the number of animals brought to the Fair with disqualifying health or appearance conditions. Early concerns about virus issues with Swine and avian influenza did not materialize here. As a result, our swine entries were not restricted to only sale animals and the poultry show was not impacted.

#### **F. CRITIQUES/EVALUATIONS**

##### **FOOD & BEVERAGE**

GF Strategies completed a detailed report covering all aspects of the food & beverage presentation and sales during the Fair. The report tracks the food prices and the daily sales figures for every food booth at the Fair, including monitoring the changes from year to year. The report gives an unbiased analysis of sales as well as quality control through undercover food buys and evaluation throughout the Fair.

The report also compares the sales and prices to other area Fairs and gives recommendations on how to possibly increase sales and revenues due to layout and presentation.

#### **DEPARTMENTAL CRITIQUES**

In an effort to continually improve the Fair from year to year, the following departments conduct meetings directly following the conclusion of the Fair to extensively critique the Fair and to present ideas for next year:

- Fair Board of Directors
- Safety & Security (Sheriff's Dept., Fire Dept., Public Works, Security, Parking, Mounted Patrol)
- Livestock Superintendents
- Fair and FSMG Staff
- 4H Staff and Officers
- Still Exhibit Superintendents
- County Facility Maintenance & Operations
- Junior Livestock Auction
- Food Concessionaires
- Junior Fair Board

#### **STATE FAIRS COMMISSIONER VISIT AND CRITIQUE**

We received a visit from the State Fairs Commissioner this year. She was here on Tuesday and Wednesday in order to see both the first half and second half exhibits and livestock. She provided a very positive briefing to the staff and volunteers. I anticipate this will be the basis for a strong showing when the Fair Fund is allocated next April.

### **VI. SIGNIFICANT DEVELOPMENTS**

#### **STATE FAIR FUND**

The state budget for the current biennium restored the Fair Fund to its full \$2 Million dollars annually. These funds will be distributed to all the Fairs and youth shows around the state to help support premiums and awards for entries and exhibits, educational programs and youth opportunities. The Clark County Fair relies on these funds to help offset over \$90,000 worth of premium expenses; and for several years has received one of the largest allocations of any individual Fair in the state based on our annual State Fairs Commissioner score and other factors. Each year the fund comes under scrutiny when the State budget is developed and preservation of the fund will be a priority for the Washington State Fairs Association to address in its legislative efforts to preserve and advance Fairs in Washington.