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2018 Clark County Fair Report

TO: Fairgrounds Site Management Group
Clark County Fair Association

FROM: Mickey W. Webb, Fair Manager/CEO

DATE: November 5, 2018



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 over ten years by the Washington State Fairs Commissioners and was recently chosen as one of the best State/County Fairs in the United States by American Towns Media where we ranked 5th nationally and we were recognized as a top ten Fair nationally by Livability.com magazine in 2011.

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I. PERFORMANCE AND OVERALL FIGURES

The 2018 attendance is estimated to be in the 270,000 to 280,000 range. Problems with the gate scanner hardware resulted in some unreliable daily attendance information. By every other important measure such as safety and very positive attendee feedback, it was a successful Fair. The carnival had a record setting year with 7 of the 10 days achieving record sales, Food Court set an all-time high income and Gate revenues experienced the highest year ever.. Three of the four concerts in the Grandstands sold out in the VIP Reserved seating area, with the fourth concert only 24 seats short of a sellout. Reducing the concerts from 5 to 4 in 2017 but keeping the budget the same allowed us to purchase higher draw acts. The feature area was very successful. The C-Tran free ride program continued as did the \$1 off transfer coupon at the gate and they experienced a 13% increase in ridership.

A. REVENUES & COMPARISONS

Year	2017	2018	Change
Admission Revenue	\$970,353	\$1,158,543	+17%
Parking Revenue (gross)	\$205,698	\$257,561	+25%
Food & Beverage (gross)	\$1,660,350	\$2,007,849	+21%
Carnival Revenue (gross)	\$1,305,405	\$1,544,232	+18%

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

	2011	2012	2013	2014	2015	2016	2017	2018*
Fair Revenue:	\$3,374,322	\$2,800,192	\$3,036,337	\$2,847,473	\$3,118,541	\$2,908,357	\$2,767,523	\$3,248,985
Fair Expenses:	\$3,322,646	\$2,833,666	\$2,932,644	\$2,401,676	\$2,416,229	\$2,403,986	\$2,523,472	\$2,620,137
Fair NET:	\$51,676	(\$33,474)	\$103,693	\$445,797	\$702,312	\$504,371	\$200,263	\$638,848

*estimated

NOTES:

- Over \$4 Million has been generated for the County over the past 10 years (since the Exhibit Hall was built)
- 2009 was a heavy rain year.
- 2011 includes Motley Crue's budget of over \$400,000 in Revenue and Expenses.
- 2012 Extreme heat on both weekends with 100+ days on the opening weekend.
- 2015 Last Friday was over 90 degrees.
- 2016 Rain on Monday and Tuesday, last Friday was over 95 degrees.
- 2017 Excessive heat on five of the first seven days
- 2018 Five days in a row of 90+ heat and haze from fires in Southern Oregon and Northern California

B. CONCESSIONS (48 Total food booths)

Food and Beverage sales have historically been good indicators of Fair growth or decline. The hot weather this year did not seem to affect sales as dramatically as it has in years past. Notably, this year was a record year and food sales topped \$1,850,000.

C. VENDORS

The exhibition Hall was a harder sell this year and we lost a couple of larger vendors. Meanwhile outdoor booth sales were strong.

Commercial Booth Revenue:	\$353,032
Commercial Attraction Revenues: <i>Slingshot, Pony Rides, Walk on Water, Zoom Balls, Rock Wall and Go-Carts</i>	\$29,926
Total Commercial Revenue:	\$382,958

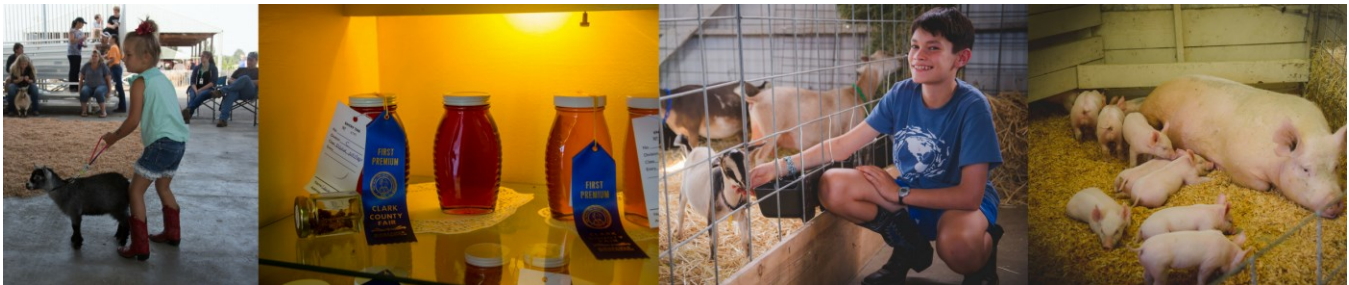
D. CARNIVAL

Butler Amusements continues to be a great partner featuring 36 exhilarating rides for young and old. The carnival experienced the second highest year ever for on-site sales. The advanced sale discount ride wristbands remain the most popular advanced sale item.

- **2018 Gross Revenue: \$1,544,232**
- 2017 Gross Revenue: \$1,305,405
- 2016 Gross Revenue: \$1,319,749
- 2015 Gross Revenue: \$1,367,089
- 2014 Gross Revenue: \$1,307,154
- 2013 Gross Revenue: \$1,222,576

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 and other agricultural exhibits for the Fair. As a result of the active recruitment efforts within our Grange Department, we instituted a Grange Youth program on a test basis. It was successful and actually was awarded the State Fair Commissioner Special Award (the Black and White). We are looking to expand it into a full program in 2018. Youth exhibitors grew from 5 to 17 and exhibits from 1 to 29.



II. ENTERTAINMENT

The Clark County Fair is extremely proud of the first-class entertainment offered to the public in 2018. All of the entertainment is free to Fairgoers. Nowhere else can a family enjoy such a variety of artists, activities, exhibits and events for a great value! The Fair is a place where individuals and families experience unique entertainment that they couldn't find anywhere else.

A. GRANDSTAND

In response to continued support from our customers, food concessionaires and commercial vendors, we continued to offer free grandstand seating during all four of our concerts. We set the reserve ticket prices well below market value to provide the maximum "stay potential" and get customers into the gates. Again, this yielded positive results. We were 24 tickets away from a complete sell out in the VIP reserved seating area. Having 4 concerts, like we did in 2017, provided an opportunity to have a 2nd day of Tuff Trucks (Instead of a 5th concert) once again. Grandstand seating was at max capacity for both days of the Tuff Trucks and Monster Trucks and near max capacity for the Demo Derby and Moto X.

All concerts included Meet and Greet sessions 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: Gary Allan 7pm
- Sat: Pat Benatar & Neil Giraldo 7pm
- Sun: Grand Funk Railroad 7pm

- Mon: Granger Smith, Featuring Earl Dibbles, Jr. 7pm
- Tue: Mutton Bustin' & Bull Riding 2pm & 7pm
- Wed: Moto X 2pm & 7pm
- Thur: Demo Derby 2pm & 7pm
- Fri: Tuff Trucks 2pm & 7pm
- Sat: Tuff Trucks 2pm & 7pm
- Sun: Monster Trucks 2pm & 7pm



B. CONCERT TICKET SALES(Includes Online Service Fees)

	Gary Allan	Pat Benatar & Neil Giraldo	Grand Funk Railroad	Granger Smith
Tickets	984	934	884	880
Gross	\$27,306	\$26,208	\$25,071	\$24,940



C. LIVE COMPETITIONS








Food competitions were a huge success again this year. Emcee talent for the contests provided by our Grounds entertainment included Adam the Great, Paul Isaak and Penelope the Clown. The Winner's baskets were provided by Big Al's who is another supportive sponsor. Gift cards from Fred Meyer and Vancouver Mall tenants were distributed to the winners. Fairgoers look forward to these classic Fair competitions that we have been holding throughout the Fair. Some contestants come back year after year. The strong participation and spectatorship inspires enthusiasm in sponsors to raise their support in prizing in exchange for extensive community exposure.






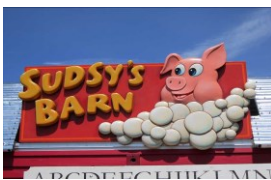
**Pretty Baby Contest
Diaper Derby
Toddler Trot**

**Watermelon Eating
Cheeseburger Eating
Hot Dog Eating
Pie Eating**

D. GROUNDS ENTERTAINMENT

These artists and exhibits provide unique experiences for all ages:

	<p>Brad's World Reptiles Unique and mysterious reptiles and amphibians inhabited our feature area for all 10 days of Fair. A passion for education and the natural world made this exhibit an attendee favorite. Attendees were able to take photos and even touch some of the most beautiful animals.</p>
	<p>Sandscapes This exhibit took form over the ten day lifespan of Fair. It was located near the Brad World Reptiles exhibit in the feature area and was a big hit with Fairgoers of all ages. As the feature area sponsor, Les Schwab was recognized with their logo carved in the sand. Sandscapes holds 12 separate world sand sculpting championship titles and it was great to have their sand sculptors on site.</p>
	<p>Dock Dogs Welcome to DockDogs® - The World's Premier Canine Aquatics Competition! Big Air, Speed Retrieve, Extreme Vertical, & Iron Dog competitions. Bring your own dog or enjoy some the northwest region's best dog competitors vying to be the king or queen of the dock.</p>
	<p>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.</p>
	<p>Jerry Harris - Master Hypnotist One of the most talented and sought after hypnotists in the country today entertains audiences twice daily on the Columbian Stage.</p>
	<p>Cowboy Boot Camp A completely self-contained educational kid's area attraction with all hands-on activity stations. These stations included gold panning; horse shoe competitions; a cowboy campout; cow milking; lasso and steer roping; cowboy dress-up; western store featuring crafts and face painting; a saddle, bridle and grooming station; pedal tractors; and a bean box.</p>
	<p>Family Fun Stage The Family Fun Stage features the comedic antics of Topper Todd, Professor Smart 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 Kid's Park, grab a seat under the Big Top, you are sure to be entertained!</p>

	<p>Paul Isaak – Funny Juggler From the moment he sets foot on stage Paul Isaak commands the attention of his audience. He then lures the spectators into joining him on a comedy roller coaster that leaves them breathless. Paul delivers an incredible variety of visual delights.</p>
	<p>Penelope the Clown On stage, Penelope the Clown delights children with a combination of juggling, magic, and audience participation. Children & adults alike will laugh along with her as she leads the crowd in an interactive performance.</p>
	<p>Chainsaw Art by Matt Hambrook Matt is an internationally renowned artist whose art is one-of-a-kind. He carves beautiful furniture and animal-themed statues out of just wood and a chainsaw. He provided several live art demos during the Fair.</p>
	<p>Eric Haines – One Man Band Eric is a classic one-man band with a bass drum on his back, a banjo, and plenty of bells and whistles everywhere else. Everyone was delighted by his unique performances, and when strolling the grounds playing music he attracted a very literal following.</p>
	<p>Washington State Fiddle Championships Extremely talented fiddlers returned for the 2nd Annual Washington State Fiddlers Championships held on the Columbian Stage. Competitors joined from all over the US to compete in this nationally-sanctioned event. The delightful music and exquisite skill of the fiddlers drew lots of observers.</p>
	<p>Sudsy's Barn This hand washing station, presented by Kaiser Permanente, gets kids excited to wash their hands – again and again. Animated and talking animal friends give hand washing tips. Lots of soapy and zany fun!</p>

III. MARKETING
A. 2018 SPONSORS

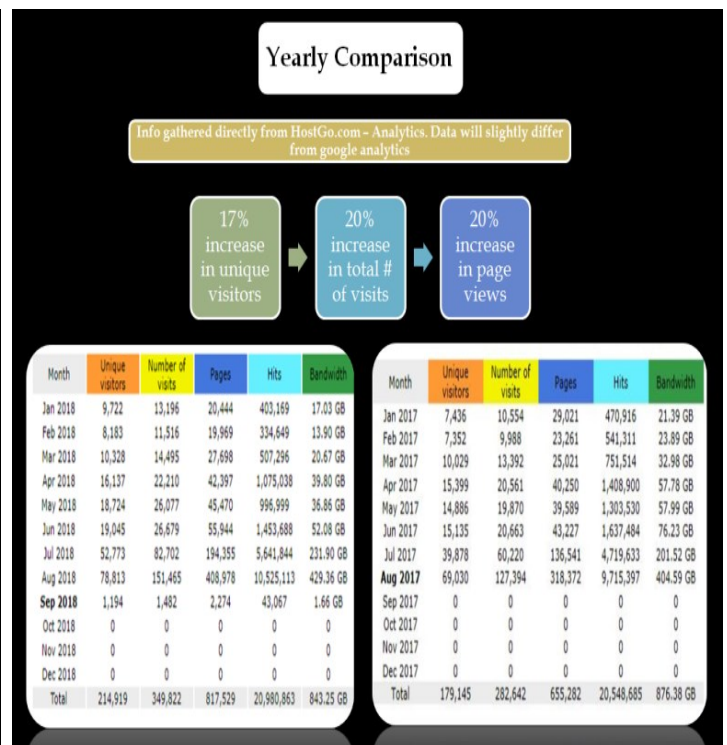
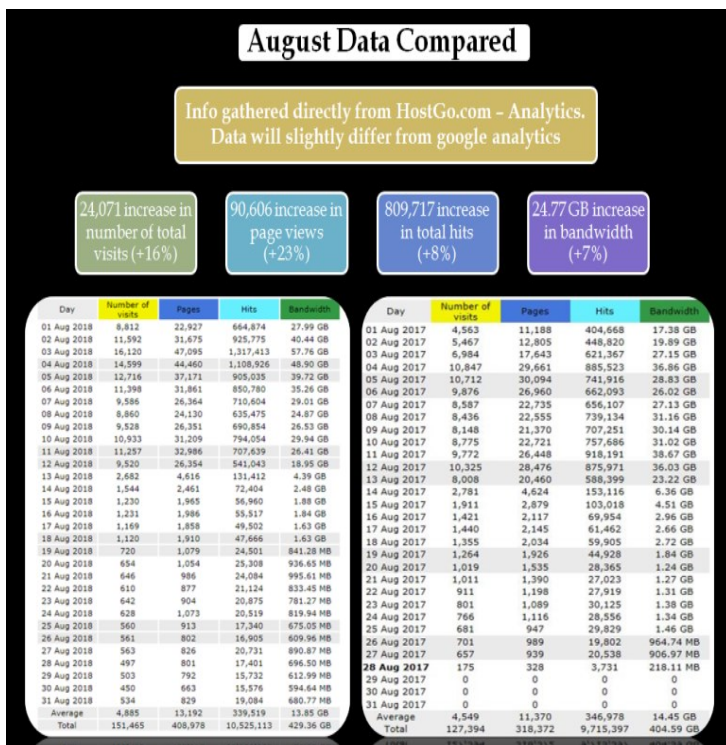
<p>American Medical Response American Red Cross Available Creations Big Als Breaking Ground Excavation Century Link Clark County Live Coca-Cola Costco Craig Stein Beverage CTAN CW32 Dish Network</p>	<p>Humana IGN Graphics Johnson RV Kaiser Permanente K103 KATU2 KGON KGW 8 KOIN TV KPAM KUPL KWJJ LaQuinta</p>	<p>Power Rents Quality Inn Red Lion Inn-Salmon Creek River City Environmental Riverview Community Bank Scott Horenstein Law Firm Sierra Springs Star Rentals SW Washington Learning Center The Army The Columbian T.O.D.A.Y. Foundation Vancouver Mall</p>
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ERS Fred Meyer Gaynor's Automotive Heathman Lodge Holiday Inn Express	Les Schwab Mattress Firm MetroPCS People's Community Credit Union Portland Spirit	Washington Lottery Waste Connections Wilco Xfinity Your Party Center
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B. WEBSITE

In 2018 we have seen double digit growth in online engagement across all indicator metrics. As we continue to increase our digital marketing footprint we expect to see our online engagement further expand in 2019. In 2018 we had a large focus on using data (Google Analytics, Facebook Pixels, etc.) to find key insights, improve our overall user-experience, and take advantage of resources that will add value to the Marketing Department. This information has opened the door for future digital and traditional marketing initiatives through re-targeting practices (increased ticket sales), user engagement statistics (to improve content marketing creative and website design) and key insights into how to reach our target audience. Likewise, this information exposes weaknesses and ways to improve our online presence. For example, we need to improve our overall site speed, user bounce rate, and mobile optimization (see below) for 2019. We expect to increase our online budget and take advantage of what digital has to offer to spread awareness and improve engagement as far and wide as possible.

Key Website Insights Below (For full Digital Analytics Report, contact Hayden Schuster, Digital Media Specialist):



Website Analytics: May 1 - Aug 12

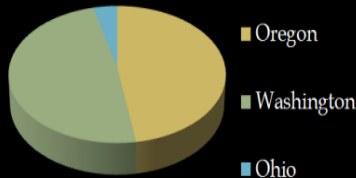
Page Views: 687,459
Users: 156,437
Avg Session Duration: 2 min 10 sec
Bounce Rate: 45.13%



Geographic Info:

- Washington (43% of traffic)
- Oregon (42% of traffic)
- Ohio (3.45% of traffic) - ERROR

Location



Device Info:

- Mobile is 73% of total website traffic (114,612 users), Desktop 22% (34,122) & tablet 5% (7,968 users)

Demographics (Individual Users) - August 3-12

Age

- 27% 25-34
- 24% 35-44
- 16% 45-54
- 15% 18-24
- 18% 55+ (& Longest Session Duration)

Gender

- Male: 14,398 (43.3%)
- Female: 18,840 (56.7%)

Location

- Washington: 44,509
 - Vancouver: 24,899
 - Seattle: 11,675
 - Longview: 1,723
- Oregon: 43,539
 - Portland: 35,318
 - Beaverton: 1,192
 - Gresham: 1,091

Analytics During 2018 Fair Aug 3-12



Page Views: 368,960
Bounce Rate: 42.77%
Unique Visitors: 87,159
Avg. Session Duration: 2:11

Behavior – August 3-12

Insight: Most Popular Pages were all on PHONES

Tickets
Phone: 12,994

Prices & Hours
Phone: 23,473

Schedule
Phone: 23,565

Home Page
Phone: 35,910

60% of all mobile traffic was an iPhone, 52% used Safari (38% chrome)

Mobile: 69,756 users, 140,984 sessions (80% traffic during Fair)



ClarkCoFair.com Site Speed

Avg Page Load Speed: 3.46 sec
Avg Redirection time: 0.02 sec
Avg Domain Lookup Time: 0.02 sec
Avg Server Response Time: 0.22 sec
Avg Page Download Time: 0.26 sec

Speed Per Browser: Safari: 2.34, Chrome: 3.25, Firefox: 3.35

NOTE: Home Page Avg Load Speed: 6.04

Bounce Rate vs Exit Rate

Bounce Rate: % of visitors who didn't take any action and left from site

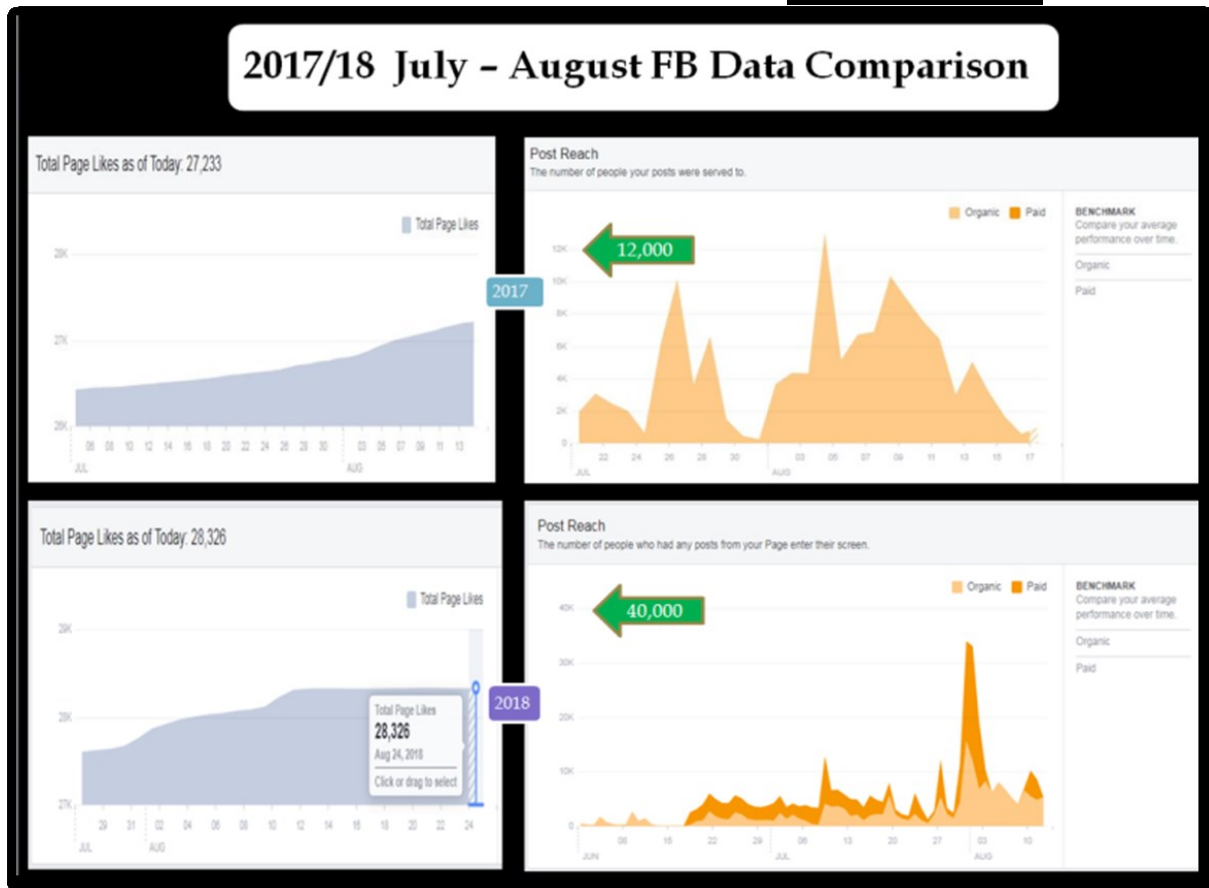
Exit Rate: % of visitors who browsed 1+ page before leaving

Page	Pageviews	% of Total	Unique Pageviews	% of Total	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	695,437	100.00%	558,864	80.37%	00:01:22	271,360	45.65%	39.02%	\$0.00
2. /iphone/index.html	144,474	20.63%	112,476	16.06%	00:01:00	105,586	33.11%	34.14%	\$0.00
3. /iphone/tickets.html	79,620	11.36%	62,257	8.92%	00:01:02	32,568	61.11%	48.96%	\$0.00
4. /iphone/priceshours.html	68,885	9.93%	60,258	8.74%	00:01:05	18,802	27.30%	62.40%	\$0.00
5. /iphone/fairconnect.html	45,587	6.56%	38,719	5.63%	00:01:17	37,838	28.99%	29.71%	\$0.00
6. /iphone/fairconnect.html	43,550	6.33%	36,173	5.33%	00:01:38	9,888	22.70%	45.51%	\$0.00
7. /fair/info.html	25,919	3.76%	20,961	3.04%	00:02:16	3,621	13.93%	54.22%	\$0.00
8. /schedule.html	24,217	3.52%	18,409	2.66%	00:01:42	6,496	26.82%	38.49%	\$0.00
9. /iphone/guestbook.html	23,016	3.35%	20,229	2.95%	00:01:32	5,718	24.84%	77.37%	\$0.00
10. /iphone/fair/info.html	20,882	3.04%	14,737	2.14%	00:01:47	9,886	47.34%	25.47%	\$0.00

C. SOCIAL MEDIA

The 150th Anniversary set the stage for a great year of social media engagement. We took advantage of 5 platforms (see below), with Facebook, Twitter and Instagram our primary focus throughout the year. To keep up with current trends and to complement our other digital ad campaigns, we increased our social media budget and immediately saw drastic improvements in our online engagement. We used 3rd party tools like Canva, Dropbox and Hootsuite to efficiently create unique content marketing posts, share pictures/videos between our departments and monitor all social media accounts in one place. We further used algorithms to target customers and spread the word about the 2018 Fair. Our campaigns and boosted posts primary focused on concert ticket sales, online admission tickets, the opening day parade, sponsorship fulfillment, and general awareness of the 150th Anniversary. Below you will see results of our social media campaign.

Key Website Insights Below (For full Digital Analytics Report, contact Hayden Schuster, Digital Media Specialist):



D. 2018 Clark County Fair Paid Advertising & Promotional Values:

RADIO

	2017	2018
Net Spending:	\$22,882	\$22,197
Promo Value:	\$193,650	\$330,000
	Promo Value above Paid Schedule: 15x	

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

TELEVISION AND CABLE:

	2017	2018
Net Spending:	\$42,880	\$39,650
Promo Value:	\$86,425	\$113,200
	Promo Value above Paid Schedule: 3x	

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

NEWSPAPER:

	2017	2018
Net Spending:	\$22,464	\$19,630
Promo Value:	\$57,129	\$56,180
	Promo Value above Paid Schedule: 3x	

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

OUTDOOR, TRANSIT, THEATERS, ONLINE & OFFSITE:

	2017	2018
Net Spending:	\$19,022	\$15,557
Promo Value:	\$30,166	\$24,180
	Promo Value above Paid Schedule: 2x	

(Programmatic advertising, metro bus panels and a large wall mural at the Vancouver Mall.)

2017 TOTAL NET SPENDING:	\$107,248	2018 Total Net Spending:\$97,034
2017 TOTAL PROMOTIONAL VALUE:	\$367,370	2018 Total Promotional Value:\$523,560
		2018 Total Promo Value above Paid:5x

*Includes Transit & Interior Cards, Beyond 50's, CCLive.com, Emerald Screens, PDX Pipeline
Does not include Vancouver Mall banner, Facebook, Google Ads

** Final 2018 Media Budget was \$106,697, per 8/13/18 Schedule.
This figure does not include \$891 in Radio Appearance Fees, or \$8,872 from '17
Theater budget shifted to the Facebook line item for '18.

E. PUBLIC RELATIONS – MEDIA COVERAGE

The Clark County Fair once again attracted the local area news media to cover the event. Local TV stations sent out reporters to see our features, vendors, fair court, animals and much more. We had ample radio stories and the Columbian and Reflector did an outstanding job once again.

A full press kit was created highlighting all the activities, events and going-ons during the run of the Fair. The press kit was distributed to all local and regional news media (radio, TV, print and digital). The kit generated calendar notices, interviews, appearances and listings.

We had a total of 119 separate radio and TV segments that reached a total audience of 1,869,358 people. In total, we had over an hour and six minutes of run time in 2018.

Documented TV news segments for the 2018 Clark County Fair:

Thursday, August 2:

- KPTV – Good Day Oregon (3 Spots)
- KGW – Morning Segment with Drew Carney (aired on 8/3)

Friday, August 3:

- KPAM – Ron Callan reported live from the Pancake Breakfast
- Clark County Live – Pancake Breakfast Coverage
- KOIN TV – Noon news with reporter Kor Harlan
- KUPL– FM – Team onsite pre-Gary Allan Concert
- KWJJ–FM – Team Onsite pre-Gary Allan Concert

Monday, August 6:

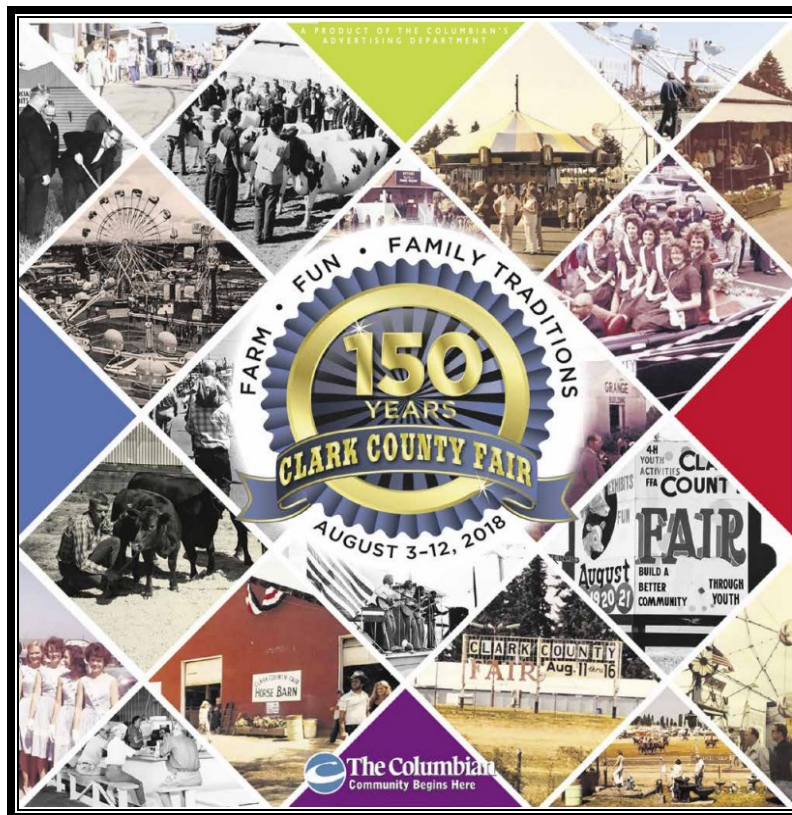
- KWJJ–FM – Team Onsite pre-Granger Smith Concert
- KUPL-FM – Team onsite pre-Granger Smith Concert
- KRCW-TV – See what's new with Nicole DeCosta aired throughout the week

Tuesday, August 7:

- KKCW-TV – K103 Booth onsite as part of their sponsorship

Wednesday, August 8:

- KATU-TV – Wesleigh Ogle onsite
- KPAM-AM – Afternoon radio show broadcast from the midway



F. PHILANTHROPY

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

i. SCHOLARSHIPS

This year eighteen (18) scholarships were awarded to deserving youth who have been actively involved in the Fair. An additional scholarship was awarded by the Earl Kadow Agricultural Scholarship Fund. To date the Fair Scholarship Fund has distributed over \$555,000 to more than 353 students.

ii. JUNIOR LIVESTOCK AUCTION

This year's JLA showed strong performance with a good number of animals and exhibitors. It was a big success for 4H and FFA exhibitors and the community. The auction generated over \$423,000 from the sale. The Food Bank of Clark County benefitted as well with the donation of high-quality meat for distribution to hungry and food-insecure families throughout our area.

iii. MEMORY MAKERS

Memory Makers along with significant support and assistance from the Fair, Fire District #6, Butler Amusements and People's Community Credit Union gave six 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.
4. The Special Kids Rodeo again provided a fun day in the Jack Giesy Arena for handicapped children.

G. CONSIGNMENT TICKET SALES

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 tickets sellers: Fred Meyer, People's Community Credit Union and Wilco Farm Stores.

IV. OPERATIONS/LOGISTICS/LABOR

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. 2018 saw several major and minor projects:

- i. Re-striping of interior grounds parking and roadways.
- ii. Many repairs to the interior of E barn to include, complete pressure washing and painting of interior of barn.
- iii. Added approximately 100 cubic yards of dirt to outdoor warm up arena for upcoming horse shows.
- iv. Nearly all building exteriors were pressure washed, including the Exhibition Hall, South 1, South 2 and South 3, portions of "E" barn, sheep barn and the Arena.
- v. Dead and broken branches in or near the Kids Park were removed.
- vi. Several areas of pavement repairs were made to the internal grounds.
- vii. All picnic tables and park benches were inspected and repaired and/or painted as necessary.
- viii. Filled and graded plaza area of antique equipment area.
- ix. Made improvements to the FFA area to include new wooden borders and Added additional soil.

B. LABOR

A part time labor force of 150 personnel were hired, organized, trained and managed throughout the Fair with great efficiency. Individual interviews were scheduled and conducted with potential employees. As in past years hiring was a very competitive process. This year 350 applications were received for only 150 open positions. 65 of those positions were filled by returning Fair employees. For many, a large percentage new hires, the Fair represents their first ever job.

The Fair continued its requirement for extensive background checks for all 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. SUSTAINABILITY

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

- Clark Public Utilities – Stream Team
- Clark County Public Works
- Clark County Vegetation Management
- Clark Conservation District
- Clark County Veterans' Assistance Center

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 transported for various agricultural uses.

B. 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.

C. 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. There were no visits by a Liquor Control Board Enforcement Officer.

D. 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 to reduce the number of animals brought to the Fair with disqualifying health or appearance conditions. Early concerns about issues with Rabbits, Swine and Avian Influenza did not materialize here.

E. CRITIQUES/EVALUATIONS

In an effort to continually improve the Fair from year to year, the following departments conduct critique meetings 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 and Still Exhibit Superintendents
- Fair and FSMG Staff
- 4H Staff and Officers
- County Facility Maintenance & Operations
- Junior Livestock Auction
- Food Concessionaires
- Junior Fair Board

VI. SIGNIFICANT DEVELOPMENTS

A. STATE FAIR FUND

The State Fair Fund was approved at its full \$2 Million dollar amount. These funds are 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. For many of the smaller Fairs and Youth Shows, the Fair Fund constitutes over 50% of their total funding. The Clark County Fair relies on these funds to help offset over \$72,000 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.

B. HEALTH AND SAFETY GRANT PROGRAM

After resolution of the impasse on the State water rights bill, the legislature passed the capital construction budget. Those funds are distributed to Fairs to use for projects that improve health and safety. Most recently we used the funds to upgrade the patient treatment room in the first aid area of the fire station. Our project for this year is for security measures and includes an automatic closing gate for the maintenance entrance, improved lighting on the west midways and security cameras for the grounds.

VII. ITEMS FOR 2019

- Grandstand Entertainment - Retain a 4 free concert line-up in the Grandstands and keep the second day of Tuff Trucks on the final weekend.
- Final Weekend Crowd/Traffic Management – the success of the final weekend motorsports events has created traffic and crowd challenges. This entire aspect of the Fair will be reviewed and changes implemented.
- Facilities - Continue parking lot repaving projects.
- Feature Area Attraction - Review the content of the Feature Attraction to ensure it meets the expectations of Fair patrons

Proclamations



PROCLAMATION

WHEREAS the Ridgefield community, surrounding municipalities, Clark County and the State of Washington recognize the importance and impact of the 150th Anniversary of the Clark County Fair; and

WHEREAS the honored past participants, past supporters, supervisors, staff and volunteers have created a legacy of excellence, exuberance, earnestness, education and elation for 150 years, and

WHEREAS the esteemed attendees, families, children, honored seniors and anyone seeking fun and family traditions have been and will always be welcomed, and

WHEREAS for 150 years, the rich agricultural traditions of Clark County have been heralded, presented, explored and shared for the betterment of our community; and

WHEREAS the Ridgefield Lion's Club long term relationship with the Clark County Fair has generated approximately \$1 million dollars in project funds for our Community. Ridgefield Lion Roy Garrison started the connection in 1942 as part of 4-H and was on the Fair Board from 1996-2016. Beginning in the mid-1950's, Lion's served hamburgers, snow cones and popcorn out of a trailer; and in 1977-78 donated \$10,000 to help with the initial construction of the current Fairgrounds Food Court where the expanded Lion's food booth is currently located.

NOW, THEREFORE, I, DON STOSE, Mayor of the City of Ridgefield, do hereby proclaim August 3, 2018 as

"The 150th Anniversary of the Clark County Fair"

and encourage residents to visit the Clark County Fair, to share in our heritage, to visit displays, walk the grounds, and pay tribute to an historical moment. I'd like to personally thank all the families, volunteers, past staff and any and all who have kept the spirit of this fair alive for the many generations!

Dated this 10th day of May, 2018.

CITY OF RIDGEFIELD

Don Stose, Mayor

PROCLAMATION

WHEREAS, the Ridgefield community, surrounding municipalities, Clark County and state of Washington recognize the importance and impact of the 150th Anniversary of the Clark County Fair, and

WHEREAS, the honored past participants and supporters, supervisors, staff and volunteers have created a legacy of excellence, family fun and education for 150 years, and

WHEREAS, the esteemed attendees, families, children, honored seniors and anyone seeking fun and family traditions have been and will always be welcomed, and

WHEREAS for 150 years, the rich agricultural traditions of Clark County have been heralded, presented, explored and shared for the betterment of our community.

Now, therefore, this Clark County Council proclaims the week of August 3, 2018, the:

~ 150th Anniversary of the Clark County Fair ~

We encourage all in our community to visit the Clark County Fair, to share in our heritage, to take in the displays, walk the grounds, and pay tribute to an historical moment. We would like to personally thank all the families, volunteers, current and past staff and any and all who have kept the spirit of this fair alive for many generations!

Signed this 31st day of July 2018

CLARK COUNTY COUNCIL
FOR CLARK COUNTY, WASHINGTON

Marc Bokht, Chair
 Jeanne E. Stewart, District 1
 Julie Olson, District 2
 John Blom, District 3
 Eileen Quiring, District 4



The State of Washington



Proclamation

WHEREAS, the Ridgefield community, surrounding municipalities, Clark County, and the state of Washington recognize the importance and impact of the 150th anniversary of the Clark County Fair; and

WHEREAS, participants, supporters, staff, and volunteers have created a legacy of excellence, exuberance, earnestness, and education for 150 years; and

WHEREAS, esteemed attendees, families, children, honored seniors, and anyone seeking fun and family traditions have always been welcomed; and

WHEREAS, for 150 years, the rich agricultural traditions of Clark County have been presented, explored, and shared at the Clark County Fair;

NOW, THEREFORE, I, Jay Insee, Governor of the state of Washington, do hereby proclaim August 3, 2018, as

150th Anniversary of the Clark County Fair Day

in Washington, and I encourage all people in our state to join me in this special observance.

Signed this 22nd day of May, 2018

Governor Jay Insee



Proclamation for the 150th Clark County Fair



WHEREAS, the Vancouver community, surrounding municipalities, Clark County and State of Washington recognize the importance and impact of the 150th Anniversary of the Clark County Fair, and

WHEREAS, the honored past participants, past supporters, supervisors, staff and volunteers have created a legacy of excellence, exuberance, earnestness, education and elation for 150 years, and

WHEREAS, the esteemed attendees, families, children, honored seniors and anyone seeking fun and family traditions have been and will always be welcomed, and

WHEREAS, for 150 years, the rich agricultural traditions of Clark County have been heralded, presented, explored and shared for the betterment of our community;

NOW, THEREFORE, I, Anne McEnery-Ogle, Mayor of the City of Vancouver, of the great State of Washington, do hereby proclaim August 3rd, 2018, as the 150th Anniversary of the Clark County Fair.

I encourage all in our community to visit the Clark County Fair, to share in our heritage, to visit displays, walk the grounds, and pay tribute to an historical moment. I'd like to personally thank all the families, volunteers, past staff and any and all who have kept the spirit of this fair alive for the many generations!

IN WITNESS WHEREOF I hereunto set my hand and cause and official seal of the City of Vancouver to be affixed this 1st day of May, 2018.

Anne McEnery-Ogle, Mayor, City of Vancouver



Proclamation for the 150th Clark County Fair



WHEREAS, the Battle Ground community, surrounding municipalities, Clark County and State of Washington recognize the importance and impact of the 150th Anniversary of the Clark County Fair, and

WHEREAS, the honored past participants, past supporters, supervisors, staff and volunteers have created a legacy of excellence, exuberance, earnestness, education and elation for 150 years, and

WHEREAS, the esteemed attendees, families, children, honored seniors and anyone seeking fun and family traditions have been and will always be welcomed, and

WHEREAS for 150 years, the rich agricultural traditions of Clark County have been heralded, presented, explored and shared for the betterment of our community;

NOW, THEREFORE, be it resolved that I, Michael Dalesandro, Mayor of the City of Battle Ground, of the great State of Washington, do hereby proclaim that August 3rd, 2018, the 150th Anniversary of the Clark County Fair.

I encourage all in our community to visit the Clark County Fair, to share in our heritage, to visit displays, walk the grounds, and pay tribute to an historical moment. I'd like to personally thank all the families, volunteers, past staff and any and all who have kept the spirit of this fair alive for the many generations!

IN WITNESS WHEREOF I hereunto set my hand and cause and official seal of the Mayor of Battle Ground to be herein affixed.

Michael Dalesandro, Mayor, City of Battle Ground

5/2/18
Date

