NEW AND INNOVATIVE WAYS TO SHOWCASE TRADITION, LOOK TO THE FUTURE, AND INCREASE EXHIBITORS AND ATTENDANCE

NEW VIEWS - PERSPECTIVES FROM YOUR FAIRS COMMISSIONERS
EDUCATING THE PUBLIC

• NOT ALL PEOPLE WHO GO TO THE FAIR ARE “FAIR PEOPLE”
• THIS IS A GREAT EXAMPLE OF A SIMPLE EXPLANATION OF HOW THIS DEPARTMENT WORKS
EDUCATING THE PUBLIC

• SIGNAGE IS VERY EDUCATIONAL AND IMPORTANT TO EXPLAIN COMPLICATED DISPLAYS

• PLEASE REMEMBER SPELL CHECK IS YOUR FRIEND
EDUCATING THE PUBLIC

• YOU CAN EASILY STAND OUT BY STANDING UP

• INTERACTIVE YET SIMPLE DISPLAYS WILL ATTRACT (AND EDUCATE)
FIRST IMPRESSIONS

• LOOK THROUGH THE EYES OF THOSE WHO ARE NOT “FAIR PEOPLE”

• FIRST IMPRESSIONS? THIS PHOTO IS THE FIRST THING PEOPLE SEE WHEN THEY STEP AWAY FROM A TICKET OFFICE
FIRST IMPRESSIONS

• WHILE IMPORTANT TO THOSE WHO PARTICIPATE, THIS EXHIBIT MEANS NOTHING WITHOUT AN EXPLANATION TO THE CASUAL FAIRGOER
FIRST IMPRESSIONS

• LOOK TO SPLIT UP DISPLAYS
• AFTER READING THE FIRST FEW, THE AVERAGE FAIRGOER SIMPLY MOVES ON
• USE OF TECHNOLOGY AS WELL AS ENGAGEMENT ITEMS WILL ENCOURAGE PEOPLE TO “LEARN”
EDUCATING THE PUBLIC

- ANY DISPLAYS THAT ENCOURAGE INVOLVEMENT WILL BE A HIT, AS YOU SEE MY EXECUTIVE ASSISTANT IS DEMONSTRATING
SHOWCASING TRADITION AND EDUCATING THE PUBLIC

- EXHIBITS ARE A TRADITIONAL PART OF THE FAIR
- WHAT DO THE RIBBONS MEAN?
SHOWCASING TRADITION – AGRICULTURAL FAIRS

- MANY PEOPLE ARE REMOVED FROM FARMING
- REALLY NICE AGRICULTURE DISPLAY REMINDS PEOPLE – NO FARMS, NO FOOD
- CAPITALIZES ON RENEWED INTEREST IN LOCAL FOOD
SHOWCASING TRADITION – AGRICULTURAL FAIRS

• AG ADVENTURE CENTER TAKES THE FAIRGOER TO THE FARM

• FURTHERS YOUR AGRICULTURAL MISSION

• FREE FAMILY ACTIVITIES CREATE MEMORIES FOR THE NEXT GENERATION OF FAIRGOERS
INNOVATION AND TRENDS

• SMART PHONES – EVERYONE HAS A CAMERA TO RECORD MEMORIES
  • SELFIES
  • FAMILY PHOTOS
DISPLAYS

• THINK ABOUT THE OPTICS
  • TOO MANY RIBBONS CAN BE OVERWHELMING
  • CONSIDER RIBBON STICKERS – EXHIBITORS GET THE REAL RIBBON AFTER
DEMONSTRATIONS & ENTERTAINMENT

- People are more willing to stick around if they know the show times.
- Encourage people to investigate.
COMMISSIONER TERRY NICKELS
BEST PRACTICES

• AG FEATURED EXHIBIT – GREAT EDUCATIONAL OPPORTUNITY
• YOUTH INVOLVEMENT MAKES FAIRS MEANINGFUL
• SCOUT PROJECTS – GOOD WAY FOR THEM TO EARN BADGES – LEADERSHIP DEVELOPMENT
• THE FAIR BENEFITS FROM HAVING MANY YOUTH ACTIVITIES
BEST PRACTICES

- West Valley Fair Apple History Display
- Community's Agricultural Products
- Displayed or Featured Exhibit
- History of the Apple Industry
- Past Harvesting and Processing
BEST PRACTICES

• SOUTHEAST SPOKANE COUNTY FAIR
• FOOD PRESERVATION
• EXCELLENT EDUCATIONAL VALUE
• HIGHLIGHTED CANNING PROCESS
• EXCELLENT STILL LIFE DISPLAY
BEST PRACTICES

• SPRING YOUTH FAIR
• BOY SCOUT BIRDHOUSE CLINIC
• SPECIAL YOUTH FAIR ACTIVITIES
• YOUTH PROJECT CONSTRUCTION
• YOUTH LEADERSHIP DEVELOPMENT
BEST PRACTICES

• ASOTIN COUNTY FAIR RABBIT PETTING ZOO
• EXCELLENT EDUCATIONAL DISPLAY
• SPECIAL YOUTH ACTIVITIES
• YOUTH ANIMAL PARTICIPATION
• YOUTH LEADERSHIP DEVELOPMENT
BEST PRACTICES

• ASOTIN COUNTY FAIR
• PIRATES IN THE PALouse
COMMISSIONER TRISH MYERS
COMMUNITY INVOLVEMENT

• THINK OF CREATIVE WAYS TO INCLUDE THE COMMUNITY

• BE CREATIVE WHEN IT COMES TO VOLUNTEERS – REACH OUT TO SCHOOLS, RETIREMENT HOMES, CHURCHES, CIVIC GROUPS

• NOT SURE WHERE OR HOW TO START? REACH OUT TO OTHER FAIRS OR THE FAIRS COMMISSIONERS FOR IDEAS AND WAYS TO IMPLEMENT THEM
COMMUNITY INVOLVEMENT

- EDUCATIONAL SIGN SPONSORS – THE SPOKESMAN REVIEW
COMMUNITY INVOLVEMENT

• NOT ALL DISPLAYS LEND THEMSELVES TO RIBBONS

• HERE’S A CREATIVE WAY TO RECOGNIZE EXHIBITORS’ ACHIEVEMENTS
IMPORTANCE OF SIGNAGE

• THINK LIKE A FAIRGOER WHO HAS NEVER BEEN TO YOUR FAIR BEFORE
• SIGN YOUR ENTERTAINMENT STAGES SO FOLKS KNOW WHEN AN ENTERTAINER WILL BE THERE – THEY’LL BE INCLINED TO RELAX AND WAIT IF THEY KNOW SHOW TIMES
• GET PEOPLE INVOLVED IN YOUR DEMONSTRATIONS BY WELCOMING SIGNS
• SIGNS ENCOURAGE PEOPLE TO MOVE TO ALL CORNERS OF YOUR FAIR
• MAKE SIGNS VISIBLE FROM A DISTANCE
THE IMPORTANCE OF SIGNAGE

- INVITE FAIRGOERS INTO YOUR BUILDINGS
- MAKE THEM WANT TO GO INSIDE
- MAKES FOR A BETTER FAIR-GOING EXPERIENCE
THE IMPORTANCE OF SIGNAGE

• LETS FAIRGOERS KNOW WHAT'S GOING ON
• ENCOURAGES THEM TO STAY FOR A WHILE
• EXPLAIN WHY BARNs APPEAR VACANT AND WHERE THEY CAN GO SEE THE EXHIBITORS COMPETE
INNOVATION – MODERN CONVENIENCES

• WHAT WOULD YOU NEED IF YOU WERE A NEW MOM OR DAD, OR SOMEONE OLDER, OR SOMEONE WITH A DISABILITY

• INVOLVE A SPONSOR FOR COMMUNITY INVOLVEMENT
SHOWCASING TRADITION

- ENCOURAGE EXPLORATION
- PEOPLE LIKE TO TOUCH THINGS – SET ASIDE ITEMS FOR THEM SO THEY’LL KEEP THEIR HANDS OFF OF THE OTHER EXHIBITS
INCREASE EXHIBITS – TAP LOCAL SCHOOLS

• CENTRAL WASHINGTON STATE FAIR
INCREASE EXHIBITS – TAP LOCAL SCHOOLS

• One way to increase exhibits and to promote community is to tap into your local schools
• Reach out to local school district art teachers – elementary to high school
• School exhibits don’t have to be judged
• Wonderful way to recognize area youth and schools
• Brings in lots of fairgoers
INCREASE EXHIBITS – TAP LOCAL SCHOOLS
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- CENTRAL WASHINGTON STATE FAIR
INCREASE EXHIBITS – TAP LOCAL SCHOOLS

• GRANGES ARE IN A DECLINE, YET THE GRANGE DISPLAYS ARE ONE OF FAIRGOERS FAVORITE EXHIBITS
• INVITE YOUR LOCAL FFA ORGANIZATIONS TO DO GRANGE-TYPE DISPLAYS
• PRODUCE AND MATERIAL IS DONATED
• WOULD THIS QUALIFY TOWARDS THE SENIOR PUBLIC SERVICE REQUIREMENT?
• BRINGS IN LOTS OF FAIRGOERS AND ENCOURAGES SCHOOL PRIDE
INCREASE EXHIBITS – TAP LOCAL SCHOOLS
INCREASE EXHIBITS – TAP LOCAL SCHOOLS

• CENTRAL WASHINGTON STATE FAIR
INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- Invite your local high schools to paint a mural for your fair
- Murals beautify both inside and outside walls
- Encourages school pride
- Simple materials – ¼ inch plywood and paint
- Creates a partnership with the community
INCREASE EXHIBITS – TAP LOCAL SCHOOLS
COMMUNITY INVOLVEMENT

• LOCAL SERVICE ASSOCIATIONS (ADULT AND YOUTH)
• 4-H AND FFA (THEY CAN DECORATE THE OUTSIDE OF BARNs, TOO!)
• LOCAL SENIOR CENTER – THEY'D BE GREAT AT DOING DEMONSTRATIONS – INVITE THEM TO EXHIBIT ALSO
• LOCAL CRAFT CLUBS – THEY COULD BE WILLING TO DO DEMONSTRATIONS OR VOLUNTEER IN A BUILDING
• FARM AND FEED STORES – COULD HELP BEAUTIFY A CORNER OR HELP SUPPORT AN FFA EXHIBIT
• CRAFT STORES – MICHAELS CRAFT STORE OFTEN WILL DO DEMONSTRATIONS
• HIGH SCHOOLS
• MIDDLE SCHOOLS
• GRADE SCHOOLS
• GET IN TOUCH WITH THEM NOW!
STILL LIFE DISPLAYS
VOLUNTEERS
4-H AT THE FAIR
AGRICULTURE FEATURE EXHIBIT

• MUST BE SIGNED

“AGRICULTURE FEATURE EXHIBIT”
ACTIVITIES IN STILL LIFE BUILDINGS
COUNTY RELATIONSHIP
YEAR ROUND FACILITY
WRAP UP

• SIGNS ARE IMPORTANT
• REACH OUT TO YOUR COMMUNITY SOON
• GET YOUR SCHOOLS INVOLVED IN CREATIVE WAYS
• THE MORE KIDS’ EXHIBITS, THE MORE FAIRGOERS YOU WILL HAVE
• DON’T FORGET TO THANK THE LEGISLATURE FOR CONTINUING TO FUND FAIRS
• APPLICATIONS FOR FUNDING HAVE BEEN SIMPLIFIED