



49TH LAKE COUNTY FAIR SWOT MEETING DECEMBER 10, 2019

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CDFA FAIRS AND EXPOSITIONS BRANCH



SWOT MEETING _12_10_2019

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SWOT MEETING GENERAL THEMES

RENTALS

- RENTALS PRICE GOOD
- RENTALS – CAMPING/STALLS RATES ARE HIGH
- MARKETING OF RENTALS IS POOR
- RENTALS-REVIEW RENTAL COSTS
- MARKETING OF RENTALS WITH EASIER WEBSITE/MAP/PICTURES/ ADVERTISE OUT OF COUNTY

MARKETING/ADVERTISING

- SOCIAL MEDIA
- MORE OUTREACH
- HIT DIFFERENT MARKET (CITY/COUNTY)

COMMUNICATION

- BETWEEN BOARD/COMMUNITY
- BETWEEN INTERST GROUPS

COMMUNITY

- ENGAGED
- LOCATION
- COMMUNICATION

VOLUNTEERS

- ENGAGED
- OUTREACH
- AG DAY
- INTEREST GROUPS

FUNDING

- GRANTS
- NONPROFITS
- VOLUNTEERS

LAND/LOT SIZE/UTILIZATION

- RV PARK
- CAMPING
- UNDERUTILIZED LAND
- DEFERRED MAINTENACE
- LOCATION
- CLEANLINESS
- GO GREEN
- PARKING

STAFF

- CEO

- MAINTENANCE
- AVAILABILITY
- COMMUNICATION
- EDUCATION ON PROCESSES/MARKETING
- EVENT ORGANIZATION

HOURS

- FAIRTIME
- SET UP/TEAR DOWN
- TIME OF YEAR FAIR HELD

OUTREACH

- NEW ACTS
- NEW VENDORS
- LOCAL INDUSTRIES
- SCHOOLS
- NONPROFITS
- COMMUNITY INTEREST GROUPS
- SURROUNDING CITIES
- LOCAL COUNTIES
- NEW EVENTS

SWOT MEETING ITEMIZED LIST

TABLE 1 DISTRICT AG. ASSOCIATION

T1_STRENGTHS

- VENUE FOR 4-H AND FFA-YOUTH
 - HORSEMAN
 - RACES MONEY-MORE THAN OTHER EVENTS
 - RODEOS
- BUILDING COMMUNITY PARTNERSHIPS
- REASONABLE PRICE RENTALS
- CENTRALLY LOCATED?
- SIZE OF BUILDINGS ARE A PLUS
- NUMBER OF VOLUNTEERS
- SUPPORTIVE COMMUNITY
- CENTRAL LOCATION FOR EMERGENCIES
- AG DAY
- WELLNESS FAIR
- BUSINESS EXPO
- SCHOOLS
- ROLLER RINK
- 3 COMMERCIAL KITCHENS
- A LOT OF LAND AVAILABLE ON FAIRGROUNDS

T1_WEAKNESS

- RACE TAKE AWAY FROM HORSE FACILITY
- LACK OF HORSE FACILITY
- COVERED ARENA- TAKEN AWAY FROM HORSE SHOW/ARENA GIVEN TO GOCARTS
- ISSUE OF INFIED OF ARENA- RODEO
- METAL PARTS
- ELECTICL PANEL DOESN'T WORK – LIVESTOCK BUILDING
- DEFERRED MAINTENACE
- INABILITY TO GET AHOLD OF FAIR STAFF TO RENT FACILITY
- NECESSARY INFRASTRUCTURE
- LOCATION -ISOLATED FROM OTHER PARTS OF LAKE COUNTY
- BUILDING/GROUNDS – 1949
- LIVESTOCK PARENTS – DO NOT PAY TO ATTEND FAIRGROUNDS
- NEED GENERATORS
- NEED MORE TIME TO SET UP FOR FAIR
- SET UP TIME FOR FAIR FINE/ARTS
- PRIOR CEO ABSENT

T1 OPPORTUNITIES

- ✚ DEVELOP FOUNDATON : IDEAS/FUNDS/TAX WRITE OFF
- ✚ LOOK INWARDLY/FORWARD- LIKE THE MEETING TODAY
- ✚ ALL AGES MUSIC FESTIVAL
 - YOUT/ELDERLY
- ✚ RV PARK
- ✚ ADEQUAATE USE OF EXISTING FACILITY

- + HIGH SCHOOL RODEO
- + HORSE VS RACING COMMUNITY- NEED TO DISCUSS/MEET
- + FISHING EXPO "CLEARLAKE"
- + CAR SHOWS-RV PARK
- + MOVIE NIGHTS
- + FOOD SERVICE
- + WINE EVENT/BEER FEST
- + PARTY CRUISE – TRANSPORTATION TO FAIRGROUNDS
- + ESCAPE ROOMS
- + JACKPOT SHOWS
- + DOG AGILITY/SHOWS
- + HIGH SCHOOL PROMS/EVENTS
- + FOOD TRUCKS
- + FOOD COMPETITIONS
- + AUCTIONS – CAR/SUPPLY/SWINE/LAMB
- + RE-ENGAGE MORE WITH THE COMMUNITY
- + MOVE TO GO CARTS SOMEWHERE ELSE + NOT THE COVERED ARENA
- + BASEBALL LEASE?
- + NEW BUSINESS VENTURES
- + AG. ACTIVITIES
- + FLEA MARKET
- + FARMERS MARKET
- + RV PARK
- + TOURISM
- + EDUCATIONAL CLASSES – OFFSITES
- + MORE OPPORTUNITY TO HAVE MORE RACING
- + OPPORTUNITY TO EDUCATE COMMUNITY ON FAIRGROUNDS
- + LIONS CLUBS ETC. ADOPT AN AREA/BUILDING
- + CREATE EMAIL LIST FOR COMMUNICATION
- + OPPORTUNITY FOR GRANTS
 - o HAZARD MITIGATION
 - o STATE/FEMA
 - o BONDS – LOCAL TAX
- + LOTS OF LANDS – USE THE LAND BETTER; TAKE ADVANTAGE OF THE LAND AVAILABLE
- + ENCOURAGE THEATRE COMPANY TO USE FAIR VENUE MOVE
- + VOLUNTEER WORK
 - o WHAT IS NEEDED- STUFF
- + ART
- + CEO WITH EXPERIENCE
- + HOLD A COMMUNITY MEETING TO RECAP AT END OF YEAR (ANNUAL REVIEW)
- + WIFI
 - o PROVIDE BUSINESSES AN OPPORTUNITY
 - o PLACE FOR COMMUNITY TO CHARE UP
 - FAIR
 - RC
 - SCHOOL
- + SOLAR
- + GOALS-EVENT EVERY WEEKEND
 - o REVIEW RENTAL COSTS

- ✚ APPROACHABLE CEO, STAFF, BOARD
- ✚ FEE SCHEDULE?
- ✚ PARTNERSHIP WITH WORKFORCE
- ✚ GARDEN SHOW/HOME IMPROVEMENTS
- ✚ SURVEY THE COMMUNITY – THROUGH ORGANIZATIONS AND BUSINESS COMMUNITY

T1_THREATS

- FINANCES
- BUILDING/GROUND INFRASTRUCTURE
- \$ FUNDS
- LACK OF UNDERSTANDNIG OF FAIR FINANCIALS
- RACING – CONTAMINATION OF SOIL – CLEAN UP
- RESIDENTIAL AREA – CLOSE TO FAIRGROUNDS
- BOARD – 7 FILLED/9 SPOTS
- FEES SCHEDULE UP/HIGH FOR COMMUNITY

TABLE 2_ FAIR EVENT

T2_STRENGTHS

- LIVESTOCK
- WELL SOUND AREAS AND EXHIBITS
- SECURITY – POLICE PRESENCE
- LABOR DAY WEEKEND EVENT
- SENSE OF COMMUNITY
- VARIETY AND ATTRIBUTES
- BOAT DERBY, RACE TRACK, MEXICAN RODEO
- VOLUNTEERS + KIDS
- COMMUNITY INTEREST
- LABOR DAY- GOOD
- LIVESTOCK AUCTION PARADE
- LOCAL ENTERTAINMENT
- LOCAL TRADITION
- EXHIBITS
- RIDES FOR KIDS
- RACE TRACK
- CARNIVAL
- LIVESTOCK
- INCLUSIVE
- LAWN AREA ACTIVITIES
- JR LIVESTOCK AUCITION
- LABOR DAY
- SECURITY
- COMMUNITY EVENT

T2_WEAKNESS

- NEED MORE VENDORS

- ENTRIES IN FAIR
- GROUNDS
- ARENA
- ONLINE ETHICS ISSUES
- DIRECTIONS CONFUSING FOR ART ENTRIES
- LACK OF COMMUNICATION FROM THE FRONT OFFICE
- BOOK NOT CORRECT
- PARKING
- NOT OPEN EARLY ON WEEKDAY (IE FRIDAY, SENIOR CITIZEN DAY)
- POT PARAPHILNALIA
- WAIT TIMES FOR FOOD
- BATHROOMS
- BIG BANDS + B GROUPS
- NO DRAW TO OUTSIDE OF AREA
- LIVESTOCK BATHROOMS (PRIOR TO FAIR-AVAILABLE)
- FAIR DAYS TOO SHORT
- KIDS BACK IN SCHOOL
- CAMPING AREA
- SAFETY @ CAMPGROUNDS
- CRIME VANDALISM
- DRY CAMPING EXPENSIVE
- LODGING
- SCHOOL START DATES
- FOOD VENDORS NOT OPEN EARLY ON THUR/FRI
- DATES/TIMES FOR MULTIPLE ENTRIES DIFFICULT (2 TRIPS TO FAIR)
- LAST MINUTE/LATE SET UP / READY FOR FAIR
- BROKEN RIDES
- FAIR BOOKS MID MAY
- CARNIVALS?

T2 OPPORTUNITY

- ✚ MORE OUTREACH
- ✚ ONLINE/SITE COMPUTER REGISTRATION
- ✚ RULES CONFUSING FOR PHOTO/ART ENTRIES
- ✚ ADOPT A PROBLEM
- ✚ OUTRACH TO COMMUNITY FOR VOLUTEER ASSOCIATONS IE. ELECTRICIAN
- ✚ TECHNOLOGY EXHIBIT
- ✚ MAKERS EVENTS
- ✚ ROBOT EVENT (H.S. STUDENTS ALREADY DO)
- ✚ PUBLIC COMMUNITY ART PROJECT (GIVE ONE BUILD)
- ✚ AG MECHANICS W/ AUCTION DURING FAIR
- ✚ LEGOS BUILDING
- ✚ OUTREACH TO SCHOOL
- ✚ WINE TASTING
- ✚ LOCAL FOODS
- ✚ WINERY – LOCAL VENDORS/COOKING
- ✚ ADOPTIONS FAIR ARA DURING
- ✚ LOCAL CRAFTS AND VENDOR ART
- ✚ VOLUNTEER TO HELP
- ✚ Hs COMMITTEE HAS VOLUNTEERS STUDENTS

- ✚ ADVERTISING BILLBOARDS
- ✚ MULTIPLE EVENTS
- ✚ CORN HUSKING/PEAR PACKING
- ✚ BANNUS
- ✚ MORE OF A DESTINATION
- ✚ CREATE DESTINATION
- ✚ BIG MUSICAL ACTS
- ✚ RODEO
 - HS DISTRICT 2 RODEO
- ✚ FAIR AP WITH GPS
- ✚ HIGHLIGHT STUDENT IN MEDIA
- ✚ PIE EATING EVENTS
- ✚ DIFFERENT ACTS @ FAIR
- ✚ DIFFERENT VENDORS
- ✚ DIRECTORY TO AREAS > COLOR WHEEL WITH DIRECTIONS
 - MxAxSxHx SIGNS
- ✚ BOOSTER ALUMNI GROUP

T2_THREAT

- LOSING SPONSOR DUE TO LOSS OF EVENT
- SECURITY
- LACK OF STAFF
- FUNDING
- BACK TO SCHOOL
- COMPETITION WITH OTHER EVENTS
- THE ANNUAL EVENT IMAGE OF LAKE COUNTY
- ANIMAL RIGHTS GROUPS
- SMALL ANIMALS NEAR RACE TRACK

TABLE 3_ FAIR FACILITY

T3_STRENGTHS

- LOCATION
- SIZE (FOOTPRINT)
- RACE TRACK
- QUANTITY OF BUILDINGS
- STAFF
- FAIR FOUNDATION
- ATTRACTION TO FACILITY
- GOOD MAINTENANCE FACILITY
- CENTRAL TO LAKEPORT
- SKATE RINK
- COMMUNITY FAMILIARITY
- VERSATILE
- EMERGENCIES
- RACTRACK- PAVEMENT

- COMMUNITY USE/RENTALS
- BEAUTIFUL
- STAFF
- POTENTIAL DEVELOPMENT
- AG. EVENTS
- LOCATION
- DIVERSITY OF BUILDING TYPES
- SIZE OF BUILDINGS
- NICE FLOORS
- REASONABLE RENTAL RATES

T3_WEAKNESS

- STAFF
- QUANTITY OF BUILDINGS
- LACK OF RV SPACE
- EXPENSIVE CAMPING/RENTALS (IE.STALLS)
- LACK OF SECURITY OF ITEMS IN BUILDINGS
- POOR LOCATION FOR PARKING IN FRONT OF SKATING RINK
- LACK OF WI-FI
- NO SOLAR/NO GREEN ENERGY EFFICIENCY
- OLD/RUNDOWN FACILITY
- LACK OF MAINTENANCE ON GROUNDS
- LACK OF/RUN DOWN PERIMETER FENCE
- LOCATION
- LIVESTOCK BARNS HAVE DEBRIS. NO ORGANIZATION AND UNCLEAN
- DILAPIDATED MAINTENACE YARD (NEEDS TO BE CLEANED UP)
- LACK OF ATTRACTION TO FACILITY
- T. CASINOS (TO)
- COMPETITION (T)
- OTHER FACILITIES BETTER (T)
- OLD FACILITIES
- EQUESTRIAN AREA
- NEED SOLID VOLENTEER LIST
- DEMOGRAPHICS
- RESIDENTIAL AREA
- OLD EQUIPMENT
- LACK OF PARKING – LOT GROUND
- UNEVEN GROUND
- REVENUE/INTERIM STAFF SUPPORT
- MARKETING OF RENTALS
- SOCIAL CALENDAR EVENTS
- GENERAL MAINTENACE
- YEAR-ROUND REVENUE
- LOCATION
- INABILITY TO EXPAND
- UNKEPT GROUNDS (LIVESTOCK/ELECTRICAL/PLUMBING)
- MAINTENANCE ISSUES
- PROXIMITY/NOISE TO RESIDENTIAL
- POOR EVENT COORDINATION (THEATURE/RACE EVENTS)

- LACK OF SECURITY
- CULTURAL NEGATIVITY
- LACK OF COMMUNICATION FROM FAIR TO THE PUBLIC
- DAA LACK OF KNOWLEDGE OF STATE POLICY
- LACK OF CARE FOR EQUIPEMENT
- MISSING EQUIPEMENT
 - CLUB LEWING

T3 OPPORTUNITY

- + REACH OUT TO PUBLIC
- + PROGRESSIVE GROWTH
- + MARKETING/PUBLIC CHANNELS (T.V, F.B. LIVE STREAMS)
- + WEBSITE
- + MORE AG EVENTS
- + SEE MORE BARTY<FAMILIAR
- + RV PARK
- + TAP INTO ANNUAL EVENTS
- + MARKET MORE WEDNESDAYS . FLORAL BLD.
- + RADIO ADS
- + BRING IN BUSINESSES DURING POWER OUTAGES
- + WIFI
- + SOCIAL SERVICE/COMMUNITY SERVICE AGENCIES (IE. PAINTING/MAINTENACE)
- + CHANGE/REDUCE RATES TO INCREASE NUMBER OF RENTALS
- + PARTNER WITH PERFORMING ARTS/THEATURE
- + INCREASE AWARENESS OF YEAR-ROUND RV RENTALS
- + NOW IS TIME TO GET FISCAL SAVY CEO
- + RV DEVELOPMENT
- + BRAND REIMAGING (WATER LOGO-BAD)- OPPORTUNITY FOR CHANGE
- + WINE INDUSTRY- PARTNER WITH SOMEHOW
- + GROUP GATHERING FOR CLEAN UP/COMMUNITY CAN HELP
- + SCHOOL CREDITS/TRADE OR ROP PROGRAM
- + CAR SHOWS/CLASSIC CARS
- + INMATE LABOR/PROBATION (COMMUNITY SERVICE)
- + WISH LIST/SPONSOR LIST (IE BENCHES) PUBLIC ACCESS- SHARE WITH COMMUNITY
- + DEVELOP WEBSITE THAT IS EASIER/ INCLUDE MAP OF RENTALS/BUILDINGS WITH PICTURES
- + SOCIAL MEDIA- SHOW IMPROVEMENTS AND USE OF SWOT NOTES FOR DEVELOPMENT AND INCREASE OF IMPROVEMENTS
- + TEAM BUILD
- + SOCIAL MEDIA AWARENESS
- + ADVERTISE OUT OF COUNTY THE RENTALS AVAILABLE
- + OPPORTUNITY TO DRIVE NONPROFITS/ EXCHANGE (DATES)
- + LOWER RENTALS FOR MORE VOLUME
- + VOLLENTIER RECONGINITION – ADOPT A FAIR

T3 THREATS

- LACK OF MONEY
- NEW GENERATION/CULTURAL CHANGE
 - LACK OF EVENT INTEREST

- DIVIDED GROUPS (JLA/RACE/HORSE)
- DIVISION WITH THE BOARD AND FAIR COMMITTEES
- LACK OF STAFF AND MONEY
- CHANGING INDUSTRY/COMMUNITY
- DEFERRED MAINTENANCE
- CURRENT REVENUE
- RESIDENTIAL AREA
- LACK OF COMMUNICATION TO PUBLIC
- FUNDING

