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2013 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: November 13, 2013

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 nine 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 2013 attendance was up 23% overall from the previous year. That increase is somewhat skewed by the lower turnout in 2012 when we had record high temperatures on four separate days. But it still was the highest attended Fair in the last ten years.

Record revenues were realized in both the food court and the carnival. Each experienced record days during the Fair and record overall numbers for the run of the Fair. Cash sponsorships exceeded the goal again due to outstanding efforts by the marketing staff and new sales strategies and structures.

This is the fourth straight year with no significant price increases for the Fair. Admission, carnival and food and beverage prices were all similar to previous years.

A. REVENUES & COMPARISONS:	<u>2012</u>	<u>2013</u>	
• Attendance	219,054	269,269	+22.9%
• Paid Admission	112,751	123,025	+9.1%
• Parking Tickets issued	44,289	48,460	+9.4%
• Admission Revenue	\$913,369	\$999,289	+9.4%
• Parking Revenue (gross)	\$206,346	\$248,889	+20.6%
• Food & Bev Revenue (gross)	\$1,485,034	\$1,705,442	+14.8%*
• Carnival Revenue (gross)	\$1,111,879	\$1,222,576	+9.9%
• Commercial Vendors	\$440,795	\$412,076	-6.5%
• Sponsorship Revenue	\$163,654	\$165,710	+1.0%

2013 Daily attendance compared with the previous seven (7) years:

	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	TOTAL
2006:	24,042	22,565	21,709	27,449	22,360	20,728	28,187	31,326	30,774	34,556	263,696
2007:	27,738	22,751	23,320	23,753	18,100	22,357	26,562	30,105	37,362	36,178	268,226
2008:	29,446	24,147	25,653	19,432	15,285	19,638	26,333	29,677	34,943	40,444	264,998
2009:	29,567	22,536	21,155	21,880	15,934	17,296	22,388	24,423	32,192	36,327	243,698
2010:	35,121	39,156	24,491	19,312	18,007	22,136	18,589	24,360	25,963	29,363	256,498
2011:	30,243	26,236	21,929	19,640	18,764	18,009	26,839	25,325	36,092	28,815	251,892
2012:	30,797	17,631	14,829	16,498	19,904	19,258	21,394	23,829	30,397	24,517	219,054
2013:	28,131 (2,666)	24,521 6,890	23,611 8,782	18,572 2074	19,288 (616)	29,963 10,705	25,848 4,454	33,189 9,360	32,605 2,208	33,541 9,024	269,269 50,215

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

*estimated

	2006	2007	2008	2009	2010	2011	2012	* 2013
Fair Revenue:	\$2,635,888	\$2,817,609	\$2,696,437	\$2,870,389	\$3,110,626	\$3,374,322	\$2,800,192	3,067,299
Fair Expenses:	\$1,956,901	\$2,531,281	\$2,423,724	\$2,876,640	\$2,771,446	\$3,322,646	\$2,833,666	2,985,699
Fair NET:	\$678,987	\$286,328	\$272,713	(\$6,251)	\$339,180	\$51,676	(\$33,474)	\$81,600

- NOTES: 1) Over \$2.1 Million has been generated for the county over the past 8 years (since 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.

B. CONCESSIONS: (48 Total food booths)

Hula Boy and the Summerland Catering Italian food booth which were located side by side in the food court decided not to return. In their place, Patrick's Hawaiian took up operation of both spaces offering island food fare. Sales in this booth were up 46.6% from the combined total of the other two booths 2012 sales. The booth was updated with new paint and signage. It was noted that vendors who upgraded signage continued to see improvements over others without upgrades.

Overall food sales were up 14.9 % from 2012 levels. Good weather combined with moving three free concerts back into the Grandstands and realigning the motorsports on the final weekend were the major contributing factors to the increase. It was an all-time record year in food and beverage with sales exceeding \$1.5 million. Only one day was below \$100,000 in sales. In prior years as many as three days have been below this figure.

The average per capita food transaction increased this year from \$7.08 in 2012 to \$7.21 in 2013 and \$7.71 on the final Saturday. Spending per person increases this year were most likely due to upgraded dinner menu options. Pricing remained relatively consistent with last year with minor, but no, significant changes.

C. VENDORS: (346 Total commercial booths)

The commercial vendor booth revenue decreased slightly this year and continues to remain difficult due to the still struggling economy. The loss of our largest hot tub dealer and the Olde-Tyme Photo Booth resulted in a \$18,000 loss in revenue. The exhibit hall had 233 paid booths this year which was up 13 from last year. We saw an increase in vendor satisfaction as the attendance bounced back from the low turnout last year due to the excessively hot weather.

Exhibition Hall Booths	233
South 2/West End:	113
Government/Community Booths:	<u>10</u>
Total Booths:	356

Commercial Booth Revenue:	\$383,999
Commercial Booth Attractions: (Slingshot, Pony Rides, Walk on Water, Zoom Balls)	\$ 28,077
Total Vendor Revenue:	\$412,076

D. CARNIVAL:

Butler Amusements continues to be a great partner featuring 36 exhilarating rides for young and old. The carnival was up over 10% and experienced three record days and a record year, exceeding the previous record year in 2011 by \$35,000. The advanced sale discount ride wristbands remains the most popular advanced sale item.

2013 Gross Revenue	\$1,222,576	+10%
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.

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:

EVENTS: This year's Grandstands offered two free shows daily of major entertainment. The lineup featured some of the best in extreme sports action and family entertainment which provides a great draw for the Fair. In response to customer, food concessionaire and commercial vendor requests, we brought three 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 to provide the maximum value to Fairgoers.



- Fri: Kutless (Concert) 7pm
- Sat: Blue Oyster Cult (Concert) 7pm
- Sun: Kip Moore (Concert) 7pm
- Mon: Barrel Racing & Roughstock Rodeo 2pm & 7pm
- Tue: Mutton Bustin' & Bull Riding 2pm & 7pm
- Wed: Truck Pull 2pm & 7pm
- Thur: Moto X 2pm & 7pm
- Fri: Demo Derby 2pm & 7pm
- Sat: Tuff Trucks 2pm & 7pm
- Sun: Monster Trucks 2pm & 7pm

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.

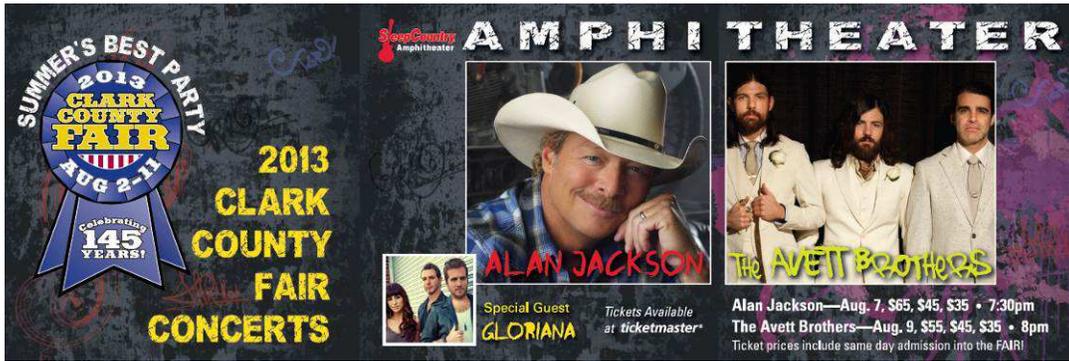
CONCERTS:



- Fri: **KUTLESS** 7pm
Kutless is a Christian rock band formed in 2000. To date they have a total of five studio albums including their latest, To Know That You're Alive. The band has also released a live album, Live from Portland.
- Sat: **BLUE OYSTER CULT** 7pm
One of the legendary bands of all time comes to the Clark County Fair and the 99.5 The Wolf Grandstands – presented by KGON. For nearly four decades, Blue Oyster Cult has been thrilling fans of intelligent hard rock worldwide with powerful albums loaded with classic songs.
- Sun: **KIP MOORE** 7pm
The chart topping Kip Moore is an up-and-coming country sensation and you can see him at the Clark County Fair at the Free Grandstands. Hailing from Tifton, GA, Moore's style is influenced by Bruce Springsteen, Tom Petty, and Kris Kristofferson.

B. AMPHITHEATER: The Sleep Country Amphitheater hosted two concerts this year. Ticket prices for amphitheater shows were set at market levels and ranged from \$35 to \$65. All tickets had \$10 for Fair admission built into the ticket price.

Very large efforts were made regarding comprehensive marketing of each show including a targeted ad buy and media trades and promotions. Many creative promotions were put together reaching new demographics including multiple contests and giveaways around the NW.



- Wed: **ALAN JACKSON w/ special guest Gloriana** 7pm
 Jackson has sold nearly 60 million albums worldwide, topped the country singles charts 35 times, and scored more than 50 Top-10 hits. He has written or co-written 24 of his 35 #1 hit singles. Jackson is an 18-time ACM Award winner, a 16-time CMA Award recipient, and a two-time Grammy-winning artist whose songwriting has earned him the prestigious ASCAP Founders Award and an induction into the Nashville Songwriters Hall of Fame as a 2011 Songwriter/Artist inductee. Gloriana was the best-selling debut country act of 2009 and debuted at No. 2 on the Billboard Country Albums chart and No. 3 on the Top 200 chart and spawned the gold-certified hit single “Wild at Heart.” Gloriana also won the American Music Award for Breakthrough Artist, as well as the “Nationwide on Your Side” honor at the CMT Awards.

- Fri: **THE AVETT BROTHERS** 8pm
 The Avett Brothers begin another new era of folk with their seventh full-length album, and first for American Recordings/Republic Records, The Carpenter. Produced by the legendary Rick Rubin and recorded in North Carolina and Malibu, it's an artful distillation of classic homegrown folk, rock energy, bluegrass soul and pop charm. In 2009, the group made mainstream waves with their lauded major label debut, I and Love and You. It landed at #16 on the Billboard Top 200 and garnered unanimous critical acclaim from Rolling Stone, Paste, New York Times, Los Angeles Times, and Time, who even dubbed it one of Top 10 albums of the year.

Ticket Sales

	<u>Kutless</u>	<u>Blue Oyster Cult</u>	<u>Kip Moore</u>	<u>Alan Jackson</u>	<u>The Avett Brothers</u>
Tickets:	299	479	485	3,180	2,797
Gross:	\$7,475	\$11,975	\$12,125	\$172,491	\$139,581

C. LIVE COMPETITIONS:

In addition to the Fair’s regular competitions, new 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. This year, Westfield Vancouver Mall provided \$1450 in gift certificates as prize for contests.

- Returning Competitions:
 - Pretty Baby: 115 participants (62 in 2012)
 - Diaper Derby: 14 participants (6 in 2012)
 - Toddler Trot: 30 participants (23 in 2012)
 - Watermelon Eating: 25 participants (11 in 2012)
 - Hula Hoop Contest: 15 participants on average
- New Competitions:
 - Jump Rope Contests: 12 participants on average

- o Talent Show: 2 participants
- o Pie Eating: 12 participants
- o Watermelon Eating (Adults): 8 participants
- o Hot Dog Eating: 12 participants
- o Chips & Salsa Eating: 7 participants

D. GROUNDS ENTERTAINMENT:

What truly makes the Fair entertainment experiences special is not only the major entertainment in the Grandstands and Amphitheater, but the wide variety of artists, exhibits and entertainers located throughout the Fairgrounds and offered free to the public. These artists and exhibits provide unique experiences for all ages:



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. FairCon was selected by the International Association of Fairs and Expositions (IAFE) to be presented at the upcoming convention in a workshop titled "Not Your Same Old Fair."



Rock "U" and Rock & Roll Maze:

"Rock U" is a custom designed exhibit that is an adventure into Rock and Roll.



Karen Qwest - Cowgirl Tricks:

Unique stage show which blends trick roping, whip cracking, cowgirl comedy and audience participation.



Fire and Height Dive Show:

The Fire and Height Dive Show features the two most dangerous stunts in any high dive or stunt show - the Human Torch Fire Dive and the always exciting High Divers.



Fables of the West:

The cowboy comedy team is a strolling entertainment act that has, in just eleven years' time, performed at over 600 Fairs and events from Alaska to Florida to Texas to their home state of California. The show is always 100% G-rated, family entertainment.



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.



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.



Dock Dogs:

The amazing Big Air Dogs are back with daily exhibitions and competitions. Fairgoers with talented K9s are encouraged to participate.



Texaco Country Showdown:

The 32nd Annual Texaco Country Showdown is America's largest Country music talent show. Acts compete for a \$1,000 prize, the State Title and the opportunity to advance to one of five Regional Finals.



Jugglemania:

Rhys Thomas is an international success. His "JuggleMania" show features interactive comedy and high level circus tricks. Clean comedy, amazing tricks, interactive shenanigans and an educational option make JuggleMania the entertainment act that both children and adults will love!



Beacock Music Swing Band:

Under the direction of Cary Pederson, the band brings together a unique group of talented musicians from the community who play together during weekly rehearsals and performances.



Jerry Harris - Master Hypnotist:

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



Great American Pony Rides and A Little Petting Zoo:

Where kids of all ages can interact with a large variety of wonderful animals including kids taking a turn at a live merry-go-round.

III. MARKETING:

A. SPONSORS:

2013 sponsor cash total:	\$165,710	In-Kind: \$300,000
2012 sponsor cash total:	\$166,550	

2011 sponsor cash total:	\$103,200
2010 sponsor cash total:	\$113,500
2009 sponsor cash total:	\$118,000
2008 sponsor cash total:	\$133,250

The following lists the 2013 Fair sponsors and corporate partners:

- Coca Cola
- People’s Com Credit Union
- WA State Lottery
- The Vancouver Clinic
- Chevron
- Gaynor’s Automotive
- Dick Hannah
- Scott Horenstein Law Firm
- Comcast
- The Columbian
- American Red Cross
- Humana
- The Heathman Lodge
- La Quinta
- KOIN Channel 6
- Farm Bureau
- Peacehealth
- Riverview Bank
- Ford
- Waste Connections
- Clark PUD
- Pacific Rentals
- Wilco
- Lamar
- John Deere
- C-Tran
- Wilco
- Best Western Hotel
- KPAM
- USA Expositions, DISH
- JW World
- Cotton Babies
- Westfield Vancouver Mall
- Fred Meyer
- The Wolf, 99.5FM
- Aaron’s
- Star Rentals
- Parkrose Hardware
- S&I Rentals
- Crowd Compass
- Gateway Express
- Choice Inn & Suites
- KATU

B. 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.

<u>Website traffic:</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Unique Visits July:	31,024	37,131	46,403
Unique Visits August:	58,855	51,355	60,523
Total Hits July:	3,831,103	6,335,527	9,200,368
Total Hits August:	8,389,404	10,301,813	12,924,475

Top 10 Pages:

Info, Home, Grandstand, Schedules, Photo Gallery, Map, Quick Links, Photo Gallery, Fair Court, Rock U

Hits Ranked by Page:

Info, Waste Connections, La Grande, Columbian, Buy Tickets, Entertainment, Concerts, New Attractions, Cotton Babies, CW 33

User Agents—Devices Used Ranked by Access Counts:

iPhone, Desktop/laptop – Windows, Desktop/laptop – Mac, iPad

C. SOCIAL MEDIA:

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

Facebook Page Goals: Increase fan reach and engagement, build community and improve access to information, resulting in greater value to our current fans and sponsors while attracting new fans to the Clark County Fair’s Facebook Page.

Results (includes two weeks before the Fair and during the 10-day Fair):

1,133,565 Total Impressions (Post Content): This is our target market; the fans that come to the Fair more than once, spend money and tell their friends and family to do the same.

392,852 Daily Total Reach: An increase of 58.0% from the 2012 Fair.

27.7% Page Content Reach (as a % of total Page fans): The average reach estimate for a Fan Page comparable in size is 17.1%, meaning the Fair's Page is 61.9% greater than average.

1.379% Engagement per Post (as a % of total Page fans): The average reach estimate for a Fan Page comparable in size is .29%, meaning the Fair's Page is 475.5% greater than average.

D. GENERAL FAIR MEDIA AND MARKETING:

RADIO:

	<u>2012</u>	<u>2013</u>
Net Spending:	\$48,048	\$39,043
Total Promotional Value:	\$872,350	\$988,627
Includes general Fair spots, specific concert demographics and Pandora Radio.com.		

TELEVISION AND CABLE:

	<u>2012</u>	<u>2013</u>
Net Spending:	\$45,785	\$36,402
Total Promotional Value:	\$157,425	\$176,262
Includes comprehensive cable TV ad buy on the most popular stations across the region.		

NEWSPAPER:

	<u>2012</u>	<u>2013</u>
Net Spending:	\$22,929	\$19,270
Total Promotional Value:	\$58,508	\$58,721

Publications used: The Columbian, Camas Post Record, Battle Ground Reflector, Willamette Week, and The Portland Mercury.

OUTDOOR/OFFSITE: Billboards, metro bus panels and large wall murals at the Westfield Mall.

	<u>2012</u>	<u>2013</u>
Net spending:	\$20,996	\$24,225
Total Promotional Value:	\$23,660	\$38,500

BILLBOARDS:



Design List (Qty/Design):

LOC. NO.	TAB ID	DESCRIPTION	In Market Imps(Weekly)	DESIGN	
1	083492	132560	SE McLoughlin Blvd 200 ft N/O Holly St WS F/S-1	88,635	Chicks Rock!
2	083967	132607	Washington St 125 ft S/O 8th Av ES F/N-1	26,292	Dog Days of Summer Food
3	084676	132677	SE 82nd Av 145 ft N/O Crystal Springs ES F/S-2	76,873	Horse
4	085970	132763	SE Holgate Blvd 100 ft E/O SE 112th Av NS F/W-1	30,671	Longhorn
5	086590	132812	SE Division St 150 ft W/O 157th Av SS F/E-1	50,230	Dog Days of Summer
6	087047	132851	NE Division St 128 ft E/O Kane Rd NS F/E-2	25,730	Pig Out
7	087790	132912	SE Stark St 20 ft E/O 146th Av SS F/E-1	65,296	Chicks Rock!
8	089157	133027	NE 102nd Av 100 ft S/O Wygant St ES F/S-2	39,671	Ride
9	089342	133042	NE Sandy Blvd 50 ft E/O 71st Av SS F/W-1	47,762	Longhorn
10	089506	133054	NE Columbia Blvd 260 ft W/O 29th NS F/W-1	67,861	Tiger
11	085783	132751	SE 122nd Av 175 ft S/O Holgate St ES F/N-1	39,007	

Performance Report

Total Outdoor –Portland

Advertiser: Clark County Fair

Panel #: OR0020A I-5 WL 5' N/O Hayden Is Dr F/S

Performance Photographs: Close-up and Approach

Install Date: 07/08/13



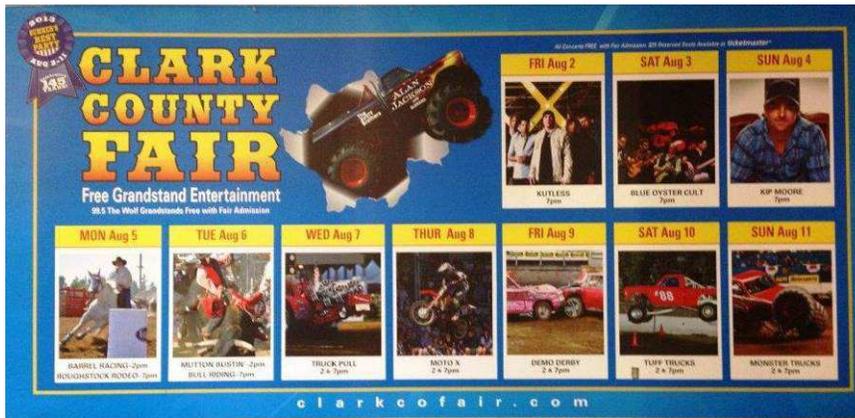
C-TRAN TRANSIT ADVERTISING:

Fair advertising was prominent on the sides of C-Tran busses throughout Clark County and into Portland for weeks leading up to the Fair. This campaign generated more than 12 Million exposures!

18 C-Tran bus Tails, 6 C-Tran bus Kings, and 3 Seventies



WESTFIELD MALL MURALS:



OTHER:

- Fair Posters – 1,500 printed, distributed and displayed at local businesses throughout Clark County and some outlying areas.
- Fair Brochures – 75,000 printed and distributed through local businesses.
- Fair E-newsletter – promotions began in March
- Ticketmaster e-mail newsletter and large website presence

E. 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.

From all media sources, here are the media totals:

Total Story Count:	123
Total Nielsen Audience:	986,070
Total 30-Second Ad Equivalency:	\$26,640
Total Run Time:	2:01:37
Total Calculated Ad Equivalency:	\$75,179
Total Calculated Publicity Value:	\$225,525

F. PHILANTHROPY: Numerous charitable organizations are associated with the Clark County Fair. The Fair is proud to give so much back to the community:

1. SCHOLARSHIPS:

This year \$24,100 in scholarships was awarded to deserving students who have been actively involved in 4H, FFA, or open class during past Clark County Fairs. The following are this year’s scholarship recipients:

- Erich Hodges, 2008 Hockinson High School graduate, now attending Iowa State University College of Veterinary Medicine - \$3,500
- Alexandra Backous, Washington Virtual Academies Tacoma, WA graduate, now attending Washington State University, Vancouver - \$2,000
- Brynn Larson, 2011 Hockinson High School graduate, now attending New Mexico State University - \$2,000

- Lauren Goecke, 2011 Prairie High School graduate, now attending Cal Poly Pomona University - \$2,000
- Stefani Evers, 2013 Banks (Oregon) High School graduate, will attend Colorado State University - \$1500
- Nadine Miller, 2013 Hockinson High School graduate, will attend Washington State University, Pullman - \$1,500
- Ryan Watson, 2013 Skyview High School graduate, will attend Washington State University, Vancouver - \$1500
- Melissa Brown, 2010 Columbia River High School graduate, now attending Washington State University, Pullman - \$1,500
- Natalie Hendren, 2013 Battle Ground High School graduate; also attending Clark College - \$1000
- Patrick McCarthy, 2011 Washougal High School graduate, now attending Gonzaga University - \$1000
- Miranda Bean, 2012 Ridgefield High School graduate, now attending Montana State University - \$1000
- Marisa Hermance, 2013 Battle Ground High School graduate, will attend Washington State University, Vancouver - \$1000
- Kailynn Doane, 2013 Skyview High School graduate, will attend Linfield College - \$1000
- Michael Reamer, 2013 Skyview High School graduate, will attend Clark College - \$1000
- Jessica Murray, 2010 La Center High School graduate, now attending Washington State University, Pullman - \$1000
- Lauren Martin, 2013 Ridgefield High School graduate, will attend Oregon State University - \$1000
- Craig Murray, 2013 La Center High School graduate, will attend Clark College - \$600

2. JUNIOR LIVESTOCK AUCTION / YOUTH EFFORTS AGAINST HUNGER:

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 134 young 4H and FFA exhibitors, the community and local food banks. The auction generated over \$341,000 from the sale of 196 high-quality market animals which was \$64,000 higher than last year. There were 384 individuals and companies who participated as buyers. A total of over 6,000 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.

3. 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 six (6) families memories which will last forever. With free ambulance transportation from American Medical Response, children from Providence Child Center for the Medically Fragile and Legacy Salmon Creek Hospital and their families were treated to a full 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 the Junior Fair Advisors Board, Fire District #6 firefighter/paramedics and emergency medical technicians volunteering their time and sharing in the memories of a lifetime for these families.

4. AUTISM AWARENESS DAY AT THE FAIR

Once again, we partnered with our Carnival operator, Butler Amusements, to produce a “sensory friendly” day at the Fair. Selected rides were operated with the lights and sound turned down and the speed a bit slower to make the carnival experience a little less overwhelming for developmentally disabled children who are sensory sensitive.

5. VARIOUS CHARITABLE DONATIONS:

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

G. CORPORATE/CONSIGNMENT TICKET SALES & PARTNERSHIPS:

A very large effort is made each year to get area businesses and corporate partners involved in selling tickets and promoting the Fair. The following businesses took part in our ticket consignment sales/corporate partnership programs:

Fred Meyer
 Peoples Community Credit Union
 Columbia Credit Union
 BPA – the Associates
 Wilco Farm Stores
 Clark County – HR

Advance Sale	On-line	Consignment	Corp. Presale
2008	\$ 43,654	\$ 48,519	\$ 18,685
2009	\$ 34,653	\$ 55,768	\$ 10,780
2010	\$ 46,997	\$ 72,137	\$ 14,616
2011	\$ 46,755	\$ 56,706	\$ 10,783
2012	\$ 31,744	\$ 51,164	\$ 9,593
2013	\$ 36,347	\$ 49,623	\$ 6,795

Pre-Sale Carnival	Online	Consignment/ Presale	Total
2008	\$ 71,961	\$ 114,645	\$ 186,606
2009	\$ 70,338	\$ 132,640	\$ 202,978
2010	\$ 78,301	\$ 138,764	\$ 217,065
2011	\$ 68,834	\$ 127,460	\$ 196,294
2012	\$ 49,778	\$ 122,070	\$ 171,848
2013	\$ 58,714	\$ 120,130	\$ 178,844

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. 2013 saw several major projects:

- West End power and water underground improvements
- All new lighting fixtures in arena
- New light fixture wire basket covers installed in exhibition hall
- Several areas of pavement repairs internal grounds
- "A" lot chip seal repairs
- Improved recycling collection process
- Numerous small repair projects to barns
- New temporary roof installed over grandstand restrooms to prevent water damage during grandstand cleaning
- Lobby West end storage room constructed
- External power receptacles added to East end of lobby exterior
- Two new concrete pads poured on SE side of exhibition hall

A. 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 600 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 working personnel. These checks proved to be extremely valuable for screening all personnel representing the Fair.

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 (3) 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.

	<u>2013 totals:</u>	Total transactions:	6,239
5		Average transaction:	\$66.88
		Total cash dispensed:	\$417,260
		Total surcharge Rev received:	\$18,723

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:

- WA State Department of Fish and Wildlife
- Clark Public Utilities – Stream Team
- Clark County Community Development – Sustainability
- Clark County Waste Reduction
- Clark County Weed Management
- WSU Extension Watershed Stewards
- Clark County Endangered Species Act Program
- Clark Conservation District

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 were 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.

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. There were no problems or incidents reported from this area throughout the run of the Fair. The security commitment to maintain this area was exceptionally high and we will be exploring alternative service areas with Ovations Food Service and the Liquor Control Board.

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 visible 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 and the Fair veterinarian conducted pre-fair training and education sessions, which were available for every Superintendent and exhibitor. This was to assist in the veterinarian checks of every animal and to reduce the number of animals brought to the Fair with disqualifying health or appearance conditions.

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

STATE FAIRS COMMISSIONER VISIT AND CRITIQUE:

We received a visit from the State Fairs Commissioner this year. Due to budget considerations at the State Department of Agriculture, these visits will occur every other year. Our report was very favorable and should result in an allocation from the state that is in line with previous years.

VI. SIGNIFICANT DEVELOPMENTS:

A. UTILITY POWER LINES:

The decades-old high and low voltage power lines running throughout the Fairgrounds, many of which were deemed unsafe by Labor and Industries (L&I), were re-located underground. The newer codes for proximity and allowable activities under and around these lines did not allow vendor, livestock and exhibitor activities under them. Thanks to the work of the County Facilities staff and an excellent and very generous partnership with Clark Public Utilities, the re-location of the unsafe lines, along with many others, allowed us much more flexibility in how we use the Fairgrounds and exhibitor and camping areas.

B. STATE FAIR FUND:

The state budget for the next 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 the largest allocation of any individual Fair in the state based on our annual State Fairs Commissioner score and other factors.

VII. NEW FOR 2014:

A. MAIN ENTERTAINMENT

GRANDSTANDS CONCERTS

Free concerts will again be offered during the Fair in the Grandstands. This will address the growing demand for varied free entertainment to include more concerts as well as continue the motorsports realignment that was so popular during this year's Fair.

AMPHITHEATER CONCERTS

A larger concert produced in the Amphitheater, while still a possibility, will be dependent on the circumstances presented as we go through the booking process with our new booking company. It would have to be a very favorable set of circumstances and would necessitate offering tickets at full market value to give it the best opportunity to generate sufficient revenues. This would mitigate the overall higher cost of amphitheater entertainment expenses and the duplicate production costs resulting from both Amphitheater and Grandstand stages.

B. GROUNDS ENTERTAINMENT:

SEA LION SPLASH

"Sea Lion Splash" is an exciting and one of a kind traveling sea lion exhibit which was first established when the producers began adopting and providing a home for sea lions that were unable to survive in the wild because of sickness, age, or injuries. Their passion for sea lions led them to produce an exhibit that will both entertain and educate the public on the need to coexist with these special marine mammals in harmony. This will replace the 7 year exhibit Dock Dogs and be located in the same area right next to the Blue Gate. The popularity of this exhibit has produced increased attendance at Fairs all across the United States and attracts Fair-goers that have never attended a Fair before.