

CLARK COUNTY STAFF REPORT

DEPARTMENT: Clark County Event Center

DATE: 10/11/2016

REQUESTED ACTION: 2016 Clark County Fair Report

Consent Hearing County Manager

BACKGROUND

Attached is the 2016 Clark County Fair Report.

COUNCIL POLICY IMPLICATIONS

None

ADMINISTRATIVE POLICY IMPLICATIONS

None

COMMUNITY OUTREACH

None

BUDGET IMPLICATIONS

YES	NO	
X		Action falls within existing budget capacity.
	X	Action falls within existing budget capacity but requires a change of purpose within existing appropriation
	X	Additional budget capacity is necessary and will be requested at the next supplemental. If YES, please complete the budget impact statement. If YES, this action will be referred to the county council with a recommendation from the county manager.


BUDGET DETAILS

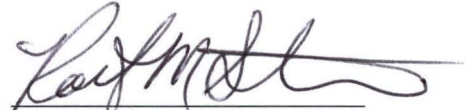
Local Fund Dollar Amount	\$0
Grant Fund Dollar Amount	\$0
Account	Fund 1003: Event Center
Company Name	N/A

*mm
OK*

DISTRIBUTION:

Board staff will post all staff reports to The Grid. <http://www.clark.wa.gov/thegrid/>


Michelle Schuster
Administrative Services Manager II


Robert Stevens
Director of General Services


APPROVED:
CLARK COUNTY, WASHINGTON
BOARD OF COUNTY COUNCILORS

DATE: Oct. 11, 2016
SR# SR 214-16



APPROVED: _____
Mark McCauley, County Manager

DATE: _____

BUDGET IMPACT ATTACHMENT

Part I: Narrative Explanation

I. A – Explanation of what the request does that has fiscal impact and the assumptions for developing revenue and costing information

Part II: Estimated Revenues

Fund #/Title	Current Biennium		Next Biennium		Second Biennium	
	GF	Total	GF	Total	GF	Total
Total						

II. A – Describe the type of revenue (grant, fees, etc.)

Part III: Estimated Expenditures

III. A – Expenditures summed up

Fund #/Title	FTE's	Current Biennium		Next Biennium		Second Biennium	
		GF	Total	GF	Total	GF	Total
Total							

III. B – Expenditure by object category

Fund #/Title	Current Biennium		Next Biennium		Second Biennium	
	GF	Total	GF	Total	GF	Total
Salary/Benefits						
Contractual						
Supplies						
Travel						
Other controllables						
Capital Outlays						
Inter-fund Transfers						
Debt Service						
Total						



17402 NE. Delfel Rd., Ridgefield, WA 98642 • Phone (360) 397-6180 • Fax (360) 397-6185
www.ClarkCoEventCenter.com www.ClarkCoFair.com

2016 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

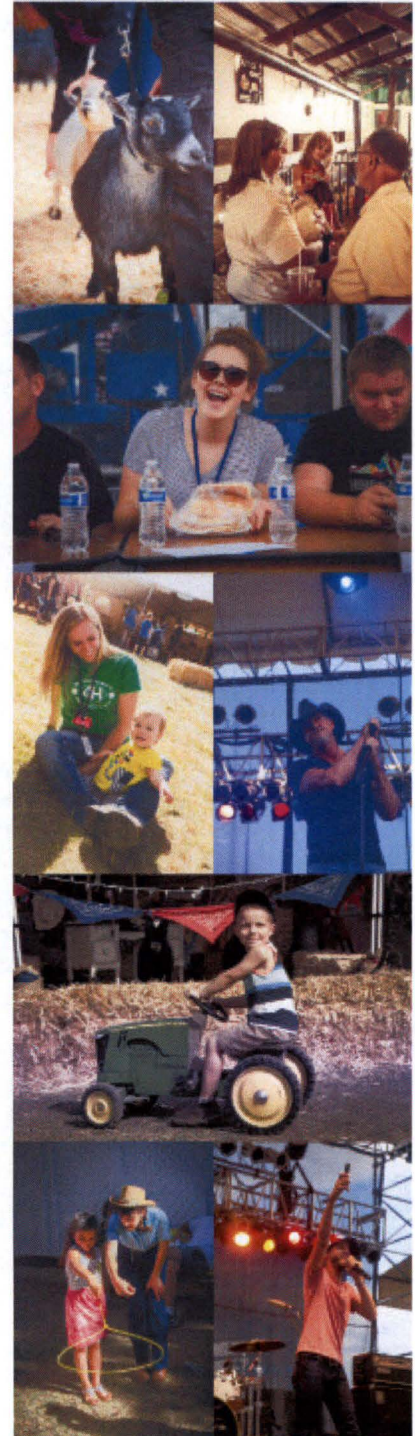
DATE: September 30, 2016

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 2016 attendance was 265,197. It was the fourth highest attended Fair in the last ten years. By every measure, it was a successful Fair. Carnival, Food Court and Gate revenues were the third highest ever.

A. REVENUES & COMPARISONS

	2015	2016
Admission Revenue	\$1,140,220	\$1,036,680
Parking Revenue (gross)	\$234,321	\$210,523
Food & Beverage (gross)	\$1,827,050	\$1,709,480
Carnival Revenue (gross)	\$1,367,089	\$1,288,494

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

	2009	2010	2011	2012	2013	2014	2015	2016*
Fair Revenue:	\$2,870,389	\$3,110,626	\$3,374,322	\$2,800,192	\$3,036,337	\$2,847,473	\$3,118,541	\$2,901,133
Fair Expenses:	\$2,876,640	\$2,771,446	\$3,322,646	\$2,833,666	\$2,932,644	\$2,401,676	\$2,416,229	\$2,453,485
Fair NET:	(\$6,251)	\$339,180	\$51,676	(\$33,474)	\$103,693	\$445,797	\$702,312	\$447,648 *estimated

NOTES:

- 1) Over \$3.7 Million has been generated for the County over the past 10 years (since the Exhibit Hall was built)
- 2) 2009 was a heavy rain year.
- 3) 2011 includes Motley Crue's budget of over \$400,000 in Revenue and Expenses.
- 4) 2012 Extreme heat on both weekends with 100+ days on the opening weekend.
- 5) 2015 Last Friday was over 90 degrees.
- 6) 2016 Rain on Monday and Tuesday, last Friday was over 95 degrees.

B. CONCESSIONS (49 Total food booths)

Moving all the concerts back into the Grandstands continues to be the major contributing factor to outstanding Food and Beverage sales. It was the third all-time best year in food and beverage with sales exceeding \$1.7 million. There was only one day below \$100,000 in sales. In prior years as many as three days have been below this figure.

C. VENDORS

We saw an increase in vendor satisfaction with many positive comments about the concerts being brought back to the Grandstands and they saw traffic at their booths later in the evening.

Commercial Booth Revenue:	\$362,605
Commercial Attraction Revenues: <i>Slingshot, Pony Rides, Walk on Water, Zoom Balls, Rock Wall</i>	\$21,477
Total Commercial Revenue:	\$383,082

D. CARNIVAL

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

2016 Gross Revenue:	\$1,288,494	Third highest Carnival revenue on record
2015 Gross Revenue:	\$1,367,089	
2014 Gross Revenue:	\$1,307,154	
2013 Gross Revenue:	\$1,222,576	
2012 Gross Revenue:	\$1,111,879	
2011 Gross Revenue:	\$1,202,270	

2010 Gross Revenue: \$1,138,469
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. As a result of the active recruitment efforts of our Superintendents, 4-H youth exhibitors were up and the number of their exhibits increased from 6016 exhibits in 2015 to 7378 in 2016.



II. ENTERTAINMENT

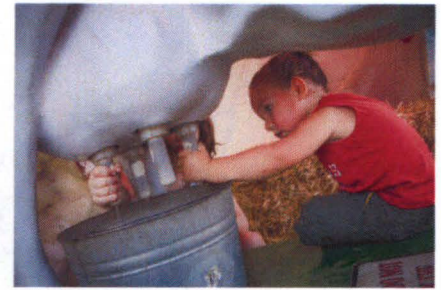
The Clark County Fair is extremely proud of the first-class entertainment offered to the public again this year. All of the entertainment is free to Fair goers. Nowhere else can a family enjoy so much variety of artists, activities, exhibits and events for such a great value! The Fair is a place where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

A. GRANDSTAND

In response to continued support from our customer's, food concessionaires and commercial vendors, we continued with five free concerts in the Grandstands during the opening five days. We maintained the motorsports, our most popular events, on the final four days and drew more participants and spectators. The Grandstands concerts were all structured with ticket prices well below market value for the golden circle tickets in order provide the maximum value to Fairgoers.

All concerts included autograph signings by the stars. The weekend of motorsports also featured a monster truck which took kids and families on rides around the arena before and after events.

- Fri: Queensryche 7pm
- Sat: Trace Adkins 7pm
- Sun: Edna Vasquez 3:30pm
Los Lonely Boys 5pm
- Mon: Chris Janson 7pm
- Tue: Foghat 7pm
- Wed: Mutton Bustin' & Bull Riding 2pm & 7pm
- Thur: Moto X 2pm & 7pm
- Fri: Demo Derby 2pm & 7pm
- Sat: Tuff Trucks 2pm & 7pm
- Sun: Monster Trucks 2pm & 7pm



B. CONCERT TICKET SALES

	Queensryche	Trace Adkins	Los Lonely Boys	Chris Janson	Foghat
Tickets	652	995	396	277	377
Gross	\$18,940	\$30,735	\$13,250	\$8,175	\$9,425



C. LIVE COMPETITIONS

Food competitions were a huge success again this year. Highly valued gift cards and vouchers in substantial amounts from Fred Meyer and Vancouver Mall, along with smaller prizing from Big Al's, Portland Spirit and Mill Creek Pub made it easy to find willing contestants to take part in these classic Fair competitions. Consistency in branding and advertising combined with a 5 year history of some of the same contestants vying for or defending a title, inspired enthusiasm in sponsors to raise their support in prizing in exchange for extensive community exposure.

Pretty Baby Contest
Cheeseburger Eating

Diaper Derby
Watermelon Eating
Pie Eating

Toddler Trot
Hotdog Eating

D. GROUNDS ENTERTAINMENT





These artists and exhibits provide unique experiences for all ages:



Racing Pigs

Watch these lightning-fast porkers tear up the track for their reward of a sweet treat at the finish line. Place your free bet and cheer on your favorite color. If your piggy wins, you win a "my pig won" ribbon! The Racing Pigs have been a Fair favorite for years, and they are back and ready to race to victory!

	<p>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.</p>
	<p>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.</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 of 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>Cowgirl Tricks From the Calgary Stampede to the Cow Palace, at State and County Fairs from Washington to Wyoming, at International Street Performer Festivals from Canada to Singapore, audiences worldwide have been charmed and delighted at Karen's special brand of skill and Western humor.</p>
	<p>Jerry Harris - Master Hypnotist One of the most talented and sought after hypnotists in the country today entertains audiences twice daily.</p>
	<p>Fun Science Experience A wide variety of interactive displays, spectacular Science Stage shows, amazing science experiments, robotics teams and so much more. Supporting STEM (science, technology, engineering and math) initiatives for young adults we put engineering and math to the test, physics through the paces and gravity through the wringer. Learn about Newton's Laws through hands-on displays. Discover the power of waves, motion and potential energy in the Physics Lab. Twist your brain with optical illusions, force yourself to understand magnetism and get into color absorption experimentation. Clark College will also be onsite with programs, class info and their STEM outreach. The Clark College area will include: Demonstrations by science and technology faculty and students, hands on displays from their automotive and other career technical programs, they will be waving the admissions fee (\$25.00) for anyone who applies for admission to Clark College at the Fair!</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>Jest In Time Circus The Jest in Time Circus Family Fun Stage features the comedic antics of Topper Todd and Li Li Zucchini performing their sensational juggling, unicycle and stilt walking performances throughout the day. This stage will also host other strolling performers and community acts daily. Located in the Comcast Kid's Park, grab a seat under the Big Top, you are sure to be entertained!</p>
	<p>Vikki Gasko-Green Vikki Gasko Green, based out of Washington and Oregon, has been entertaining live audiences with singing, dancing, and acting since the age of five. An award winning Ventriloquist, Vikki delights audiences nationally as well as internationally with her unique blend of drama, magic, education, and audience participation exciting young and old alike.</p>
	<p>Atlas Robotics Since 1984 Atlas Robotics has been building and providing life-size interactive robots for entertainment the world over. We have entertained in London, Germany, United Arab Emirates, Italy, Canada, South America, and of course all across this beautiful land of ours in the US. Children of all ages enjoy laughing and talking with our fun loving robots. We hope you do too.</p>

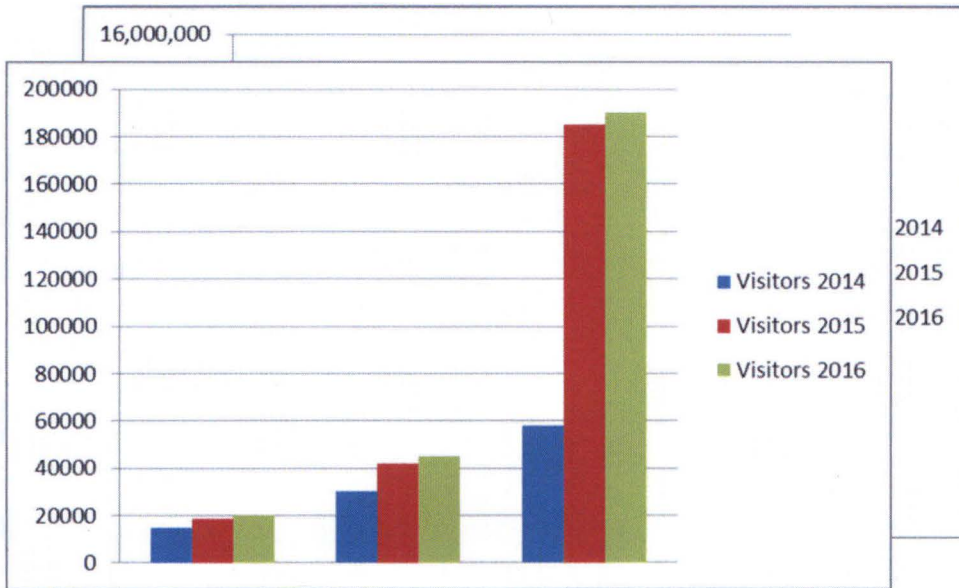
III. MARKETING

A. 2016 SPONSORS

Abacus Event Rentals	DISH	The Marines	Scott Horenstein Law
American Medical Response	Entercom Radio	Media Matrix	Shari's Pies
American Red Cross	Food 4 You	Mill Creek Pub	Simply Thyme Catering
Available Creations	Fred Meyer	Miller-Coors	Sleep Train USA
Big Al's	Excavator Rental Services	Oxford Suites, Portland	STAR Rentals
Billygan's Roadhouse	Gaynor's Automotive	Pacific Office Automation	Waste Connections
Bridgetown Promotions	GEICO	Pacific Rentals	Vancouver Mall
Burgerville Salmon Creek	The Heathman Lodge	PeaceHealth SW	Wilco Farm Stores
Bustos Media	Holiday Inn Express	People's Community Credit Union	Your Party and Event Center
Century Link	HUMANA	Portland's CW32	4.0 Graphics
Chevron	JW World	The Portland Spirit	99.5 The Wolf
Clark Community College	K103fm Portland	Quality Inn Express	98.5 The Bull
Clark County Live!	KATU Channel 2	Rent-A-Center	92.3 KGON
Clark Public Utilities	KGW Channel 8	River City Environmental	105.9 The Brew
Coca-Cola	KOIN Channel 6	Riverview Community Bank	101.9 KINK
The Columbian	KPAM-AM860	S & I Equipment	106.7 The Eagle
Comcast	KKOV AM1550		
C-TRAN	KUNP Univision		
	La Quinta Salmon Creek		
	Lamar Transit		

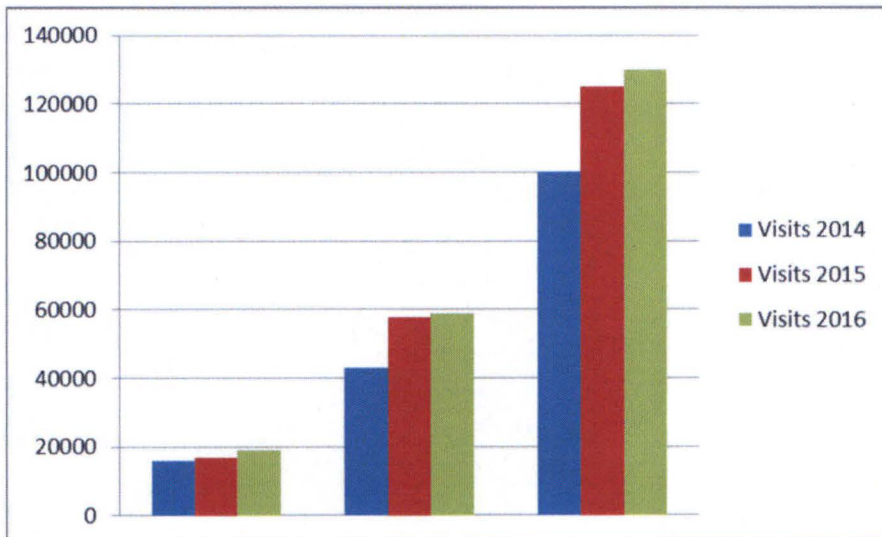
B. WEBSITE

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.



Hits: Whenever any piece of content from the website is referenced anywhere on the internet. Content that includes a link, view, picture, etc.

The steady growth shows an expanded audience taking advantage of digital formats for information and clear marketing calls to action.



Unique Visitors: An individual that has visited the site for the first time.

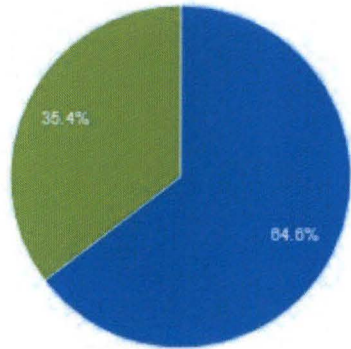
Top 5 locations where people accessed the Fair website

Placement	2014	2015	2016
1	Vancouver	Portland	Portland
2	Portland	Vancouver	Vancouver
3	Seattle	Seattle	Seattle
4	Colorado Springs	San Francisco	San Francisco
5	Longview	Longview	Camas

Like last year, more users from Portland looked at the site in 2016, Mar – Aug time period.

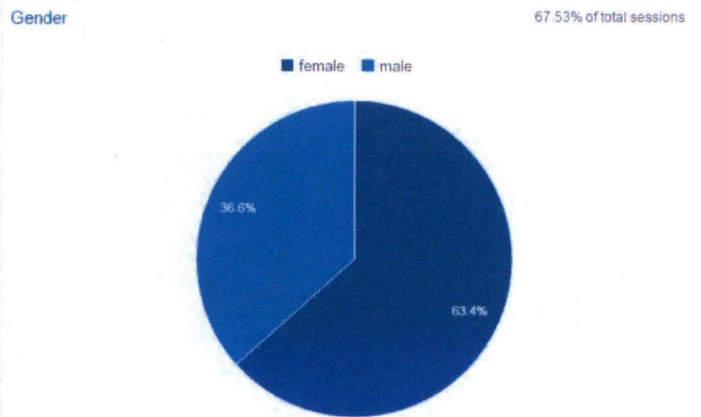
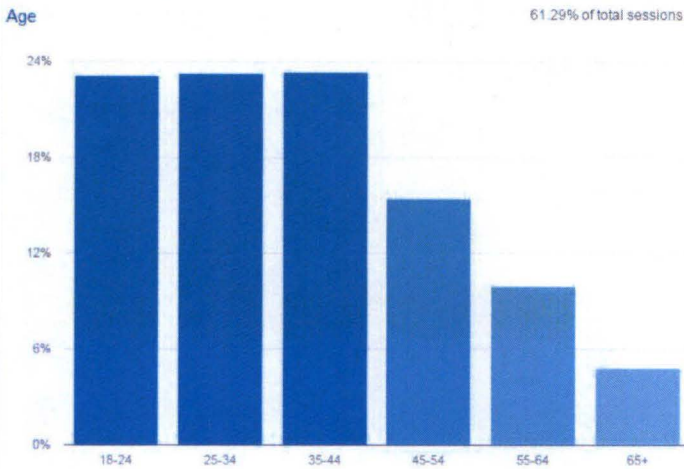
This should be interpreted as an indication that focused advertising on platforms outside of Clark County is inspiring more interest from the harder to reach demographic in Portland and beyond.

■ New Visitor ■ Returning Visitor



The clarkcofair.com website was viewed more by newer users than returning users. Reaching the new populations moving to the area will be key in the Fair's growth.

Key Metric: Sessions

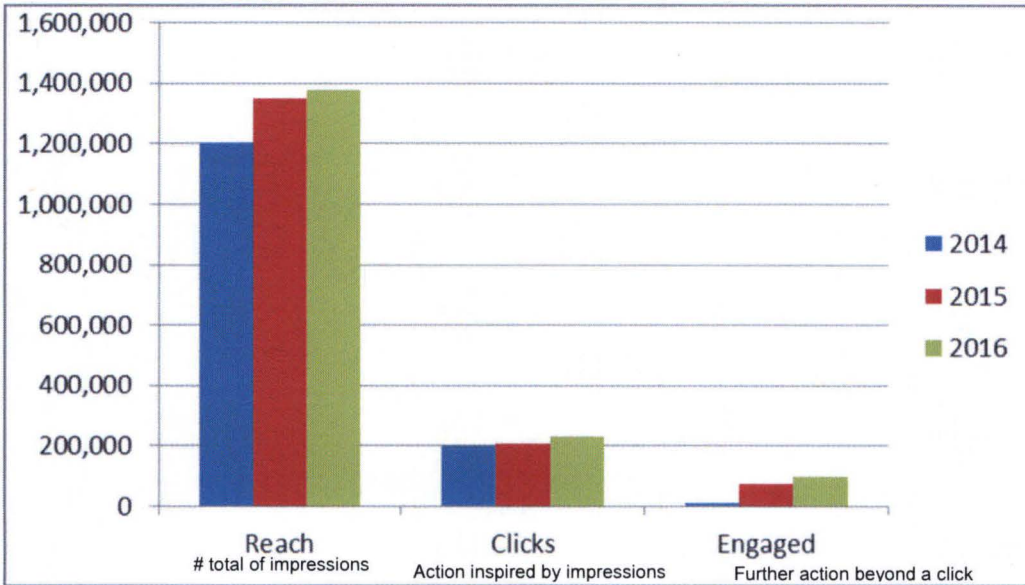


Website demographics show that the average person who visits the website is a woman between age 18 and 44. Additional website data shows that they are movie/TV lovers and have a web history of heavy online shopping.

C. SOCIAL MEDIA

The marketing strategies of the most prosperous businesses of the last 10 years can site a considerable, if not a majority, of the most successful campaigns are based in digital and social media formats. Dynamic websites, impactful and informational email newsletters, Facebook pages, Instagram accounts, Twitter feeds, Pinterest posts and live streaming broadcasts combine to become powerful and effective advertising blitz with virtually untapped potential growth. The Fair's marketing tactics incorporate all of these strategies and they have proven to have marked returns for the modest investment necessary.

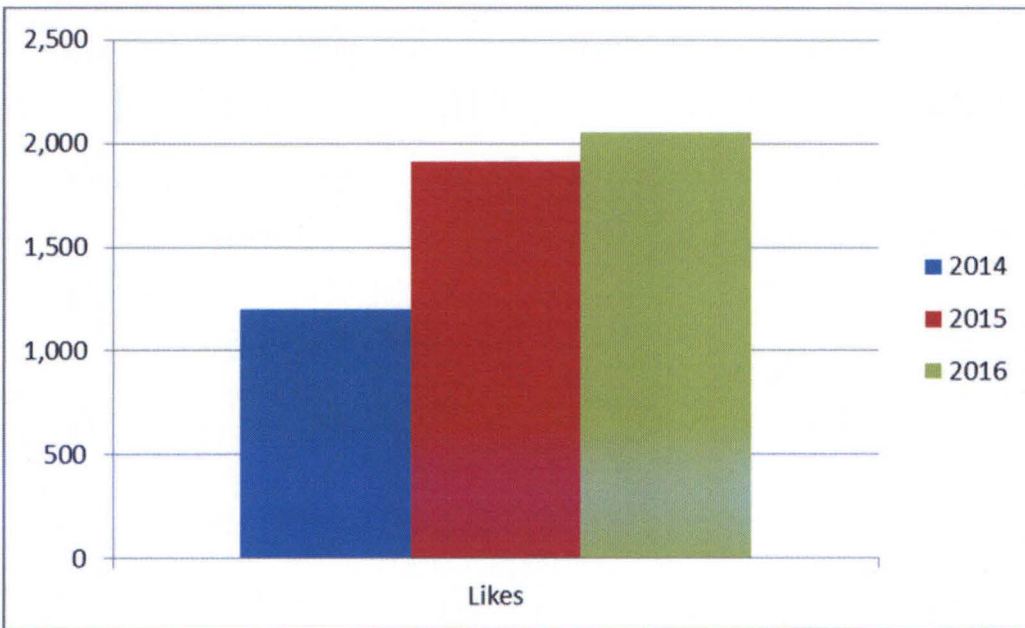
FACEBOOK RESULTS:



Reach: Views, clicks, likes, etc. of Fairgrounds Facebook content quantified through the following:
 Impressions + Clicks = Engagement

Clicks: How many people clicked the page and content.

Engaged: if a person liked, commented, or shared any piece of content that was on the Facebook page.

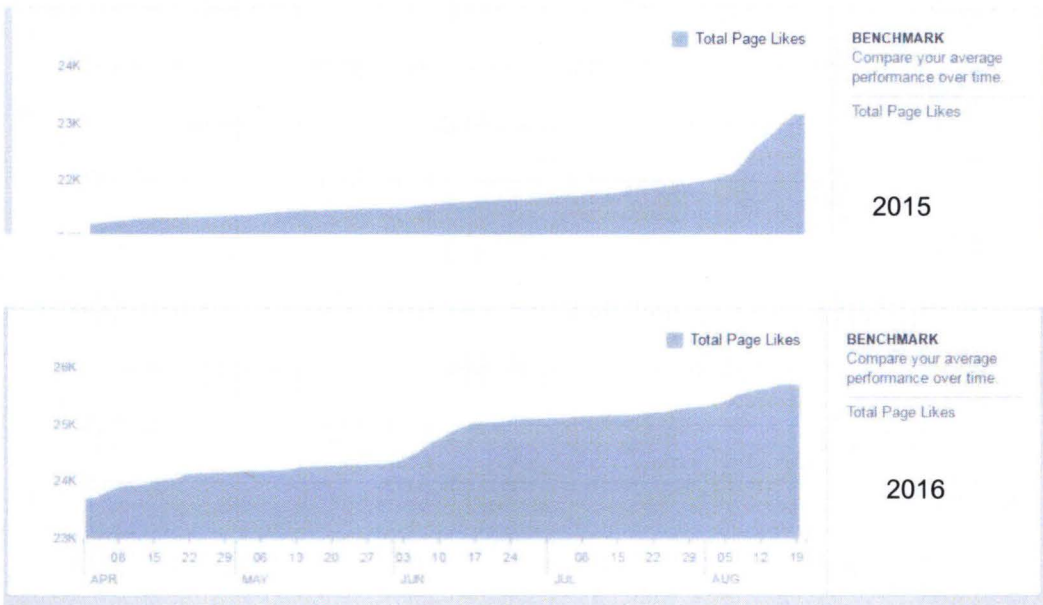


Likes: A unit of measure used to gauge voluntary opt-ins that allows subscribers to receive announcements and information from a Facebook "friend" or page source.

Despite changes to the Facebook timeline algorithm that hinders businesses, the Fairgrounds Facebook continues to show growth. This is due to posting with dynamic/interesting content and specific promos that inspired engagement and likes.

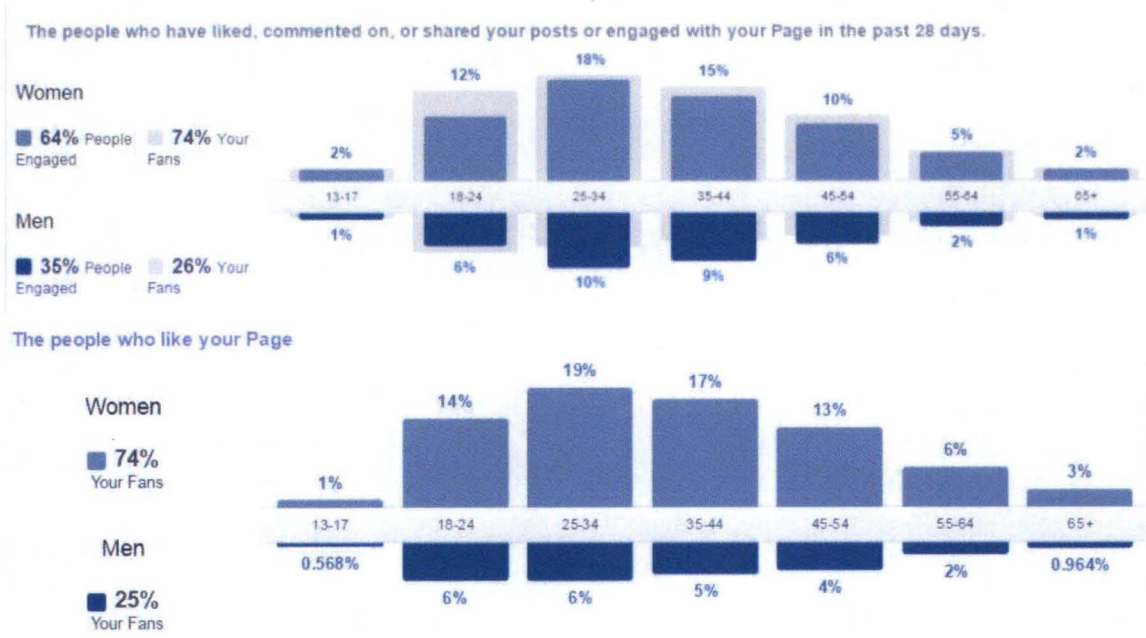
Social Media Channels Utilized By The Clark County Fair





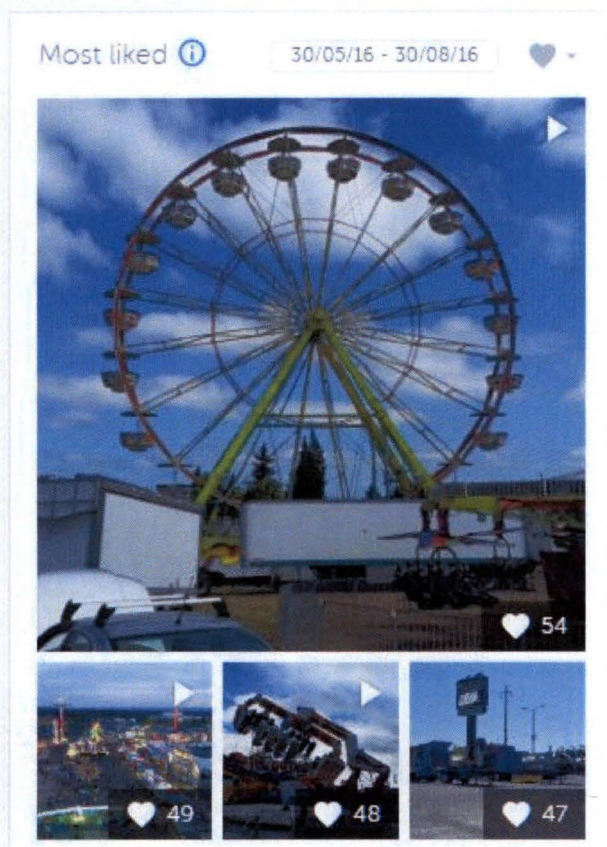
In 2015, the accumulation of Facebook likes occurred rapidly in the beginning of August. No paid boosting of posts.

By concentrating content on info combined with calls to action to "like and share" combined with paid boosting, 2016 showed consistent and steady growth throughout the entire Fair advertising campaign. This strategy was also a reaction to 2 algorithm modifications made on the part of Facebook.



The demographical data from Facebook correlates with the demographics taken from the website.

Comparing 2015 (top) and 2016 (bottom) that 18-44 age range is increasing yearly.



INSTAGRAM RESULTS:

Instagram was used the months prior and the two (total) weeks of the Fair timeline (Aug 1 – Aug 14).

Over 200 New Followers gained in the Fair's promotional period (Late Mar – Aug).

658 likes over 10 days of the Fair

Higher follower count than Vancouver Mall (736) & Mill Creek Pub (281)

Average like per media: 29

Total likes stands at 1101 and growing daily.

NO FOLLOWERS HAVE BEEN LOST SINCE MARCH

D. GENERAL FAIR MEDIA AND MARKETING:

RADIO:

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Net Spending:	\$12,682	\$20,574	\$19,357
Total Promotional Value:	\$368,939	\$623,871	\$578,156

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

TELEVISION AND CABLE:

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Net Spending:	\$35,264	\$37,470	\$42,880
Total Promotional Value:	\$137,939	\$278,629	\$423,663

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

NEWSPAPER:

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Net Spending:	\$22,929	\$19,520	\$19,272
Total Promotional Value:	\$172,800	\$238,491	\$303,746

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

OUTDOOR/OFFSITE:

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Net spending:	\$20,996	\$22,860	\$20,643
Total Promotional Value:	\$23,660	\$38,500	\$46,554

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

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.

Thousands arrive for opening day



KIDS, RIDE THAT MUTTON

DIVING INTO THE CLARK COUNTY FAIR



Making memories at fair



KIDS, RIDE THAT MUTTON



If You Go

Clark County Fair

What: Clark County Fair

When: 10 a.m. to 10 p.m. today

Where: Proctor's Knott

Cost: \$7.25

Info: 1-800-368-3688

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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, \$25,000 in scholarships was awarded to 17 deserving students who have been employed by or actively involved in 4H, FFA, or open class during past Clark County Fairs. The Clark County Fair Association started the Scholarship Fund in 1988 with intent to provide funds to local 4-H, FFA and Open Class Fair participants to attend a college, university, trade or vocational institution of their choice. Over the past 20 years, the Fund has distributed over \$475,000 to more than 300 students.

ii. JUNIOR LIVESTOCK AUCTION

This year's JLA showed strong performance with a good number of animals, exhibitors, dollars generated and food donated by the YEAH program. It was a big success for 4H and FFA exhibitors, the community and local food banks. The auction generated over \$363,000 from the sale of 256 high-quality market animals. Over 11,000 pounds of meat and poultry has been donated to local food banks through the JLA's Youth Efforts Against Hunger campaign. Those food banks will distribute this high-quality food to hungry and food-insecure families throughout our community.

iii. MEMORY MAKERS

Memory Makers along with significant 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

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. 2016 saw several major projects:

- i. All new restrooms under the grandstand for the public's use. In a joint-venture with Clark County Facilities Department the old restrooms were demolished and a new structure, to include both men's and women's facilities, was completed within a very short time frame prior to fair.
- ii. Major upgrade and installation of public address systems in the horse arena area.
- iii. Roof replacement on the old administration building.
- iv. Re-striping of interior grounds parking and roadways.
- v. New locks on all ticket gates and podiums to ensure safety and security.
- vi. Added approximately 100 cubic yards of dirt for upcoming horse shows.
- vii. The fire station was retrofitted with a new treatment room to include a restroom facility. This new treatment facility was funded through a WSDA Health and Safety Grant in collaboration with Clark County Facilities.
- viii. 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.
- ix. Dead and broken branches in or near the Kids Park were removed.
- x. Several areas of pavement repairs were made to the internal grounds.
- xi. Underground water lines replaced and repaired.
- xii. "F" lot was partially restriped to assist in parking of vehicles.
- xiii. Numerous small repair projects to barns.
- xiv. Purchased and assembled 6 new small bleachers.
- xv. All picnic tables and park benches were inspected and repaired and/or painted as necessary.

B. LABOR

A part time labor force of more than 200 personnel were hired, organized, trained and managed throughout the Fair with great efficiency. In a joint venture, the Fair and WorkSource worked together for the job advertising, application and screening process. Individual interviews were then scheduled and conducted with potential employees. The hiring was a very competitive process this year as 425 applications were received for only 140 open positions. The other 60 positions were filled by returning Fair employees. For a very large percentage these 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 an impressive sustainability exhibit put together by many different county services. Included in this great exhibit were the following:

- Clark Public Utilities – Stream Team
- Clark County Waste Reduction
- Clark County Vegetation Management
- Clark Conservation District
- Master Gardeners
- Master Composters
- Small Acreage

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

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

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 was one no-notice visit by a Liquor Control Board Enforcement Officer and there were no violations noted.

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 of every animal to reduce the number of animals brought to the Fair with disqualifying health or appearance conditions. Early concerns about virus issues with Swine and avian influenza did not materialize here. As a result, our swine entries were not restricted to only sale animals and the poultry show was not impacted.

E. 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 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

Although the state budget for the 2015-2016 biennium restored the Fair Fund to its full \$2 Million dollars annually, the approaching deadline for the McLeary ruling and the projected shortfall in the next biennium will put the Fair Fund at risk. 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 \$90,000 worth of premium expenses; and for several years has received one of the largest allocations of any individual Fair in the state based on our annual State Fairs Commissioner score and other factors. Each year the fund comes under scrutiny when the State budget is developed and preservation of the fund will be a priority for the Washington State Fairs Association to address in its legislative efforts to preserve and advance Fairs in Washington.

VII. NEW FOR 2017

A. FEATURE AREA

Each year we theme the Fair and develop a Feature Area with a display that is totally new to the Fair. This ensures that fair-goers that come every year have something entirely new to see and experience. We are looking to make that area much more interactive and less reliant on patrons needing to be there on a specific schedule when activities are planned.

B. ENTERTAINMENT

There will be a total review of the Grandstand entertainment line up to see if the current mix of concerts and other events is relevant, affordable and responsive to the public's desire for entertainment. Some items under consideration are moving to a 4 concert series and possibly a second day of Tuff Trucks which has taken over as the most popular motor sport event.