



Missoula County Fair Event Committee

Thursday, September 13, 2018 at 10AM
1101 South Avenue West, Missoula, MT

Committee Members

- | | |
|------------------------------|---------------------|
| 1. Jim Sadler - Chair | 5. Laura Mitchell |
| 2. Brooke Martin- Vice-Chair | 6. Campbell Barrett |
| 3. Janie Scheben | 7. Jenna Sage |
| 4. Dave Bell | 8. Tonya Robert |

Agenda

1. Meeting commencement
2. Rollcall & introduction of guests
3. Approval of agenda
4. Public comment on items not on the agenda
5. Action Items
 - a. Approval of minutes from July 2018
 - b. Additional action items drawn from discussion
6. Discussion Items
 - A. Western Montana Fair
 - a. Review of Revenue Figures
 - b. Review of Strategic Calendar
 - c. Review of Made Fair
 - d. Review of Exhibits
 - e. Review of Entertainment
 - f. Review of Concessions
 - g. Review of Commercial Vendors
 - h. Review of Arena Events
 - i. Fair Theme
 - j. Other discussion drawn from attached list
 - B. Development Update
 - C. 4-H Update
7. Adjournment – Next meeting Thursday, October 11, 10AM, Fair Office



Missoula County Fair Event Committee

Thursday, July 12, 2018 at 10AM

Missoula Fairgrounds Office

1101 South Avenue West, Missoula

1. Meeting commencement

The meeting was called to order at 10:04 AM.

2. Rollcall & introduction of guests

Committee Members

1. Jim Sadler – Chair, present

5. Laura Mitchell, absent

2. Brooke Martin – Vice-Chair, present

6. Campbell Barrett, absent

3. Janie Scheben, present

7. Jenna Sage, present

4. Dave Bell, present

Alternate: Tonya Robert, present

Fairgrounds Staff: Tom Aldrich, Pirrie Harris, Erin Bren

Guest: None

3. Approval of agenda

No changes or additions were made to the July meeting agenda.

4. Public comment on items not on the agenda

None

5. Action Items

a. Approval of minutes from June 2018

The June 2018 meeting minutes were accepted as written.

b. Recommend Approval of Security Contract (MPD) to Board of County Commissioners

Similar security contract as last year, same budget, includes wiggle room for reinforcements should they be necessary. Fairgrounds, Black Knight Security, City/County law enforcement, and Office of Emergency Management have had a series of meetings discussing procedures during emergencies and how each agency communicates with each other during an emergency so there are no jurisdictional issues. Design Guidelines for redevelopment will incorporate safety and security measures into the design. Martin motioned to recommend approval of Security Contract (MPD). Bell seconded the motion. The motion passed unanimously.

c. Recommend Approval of Ranch Rodeo Addendum to Board of County Commissioners

The Ranch Rodeo is a team competition for local ranchers. The event hasn't always been successful in the past. Entries are usually last minute. Last year was successful, possibly due to free admission. Overall cost is the same this year. Entry fees, which are \$400 per

team, go into a pool, the Fair adds \$1000, and winner takes all. Stock contractor will dispense the prize money. Addendum includes Ranch Rodeo for the next 4 years, but if it doesn't go well this year the 4 year addendum can be removed. Tanya motioned to recommend approval of Ranch Rodeo Addendum. Scheben seconded the motion. The motion passed unanimously.

6. Discussion Items

A. Western Montana Fair

a. Security/Safety

Question arose as to whether fire alarms or panic buttons are being integrated in the redevelopment plan to allow someone without phone to call emergency services.

b. Please help with poster/program distribution.

Posters and programs can be picked up at the Fair Office.

c. WE NEED VOLUNTEERS – word of mouth always best.

Fair staff are starting to schedule volunteers. County staff and board members have signed up. Staff has contacted Missoula Aging Services and Opportunity Resources Inc. Suggestion was made to reach out to Chamber of Commerce. Any other leads are appreciated.

d. Fair Rally – July 26

Fair Rally will be July 26th at 6:30PM in the Commercial Building. Fair merch will be available soon, including shirts and name badges.

Other Fair Discussion

There will be social media giveaway contests every Wednesday and ticket promos every Friday. Carnival ticket pre-sale runs July 16 through August 8. There are currently 183 Open Class Exhibitors, 743 Open Class Entries, and 413 4-H/FFA Exhibitors.

B. Committee's Choice Awards

a. Meet at usual time (August 9, 10am-Noon)

Option for Committee to meet before Fair is open to public, or a little later while the Fair is open to the public. The decision was made to meet August 9 at 10:30am.

b. Tracy will lead exhibit tour | Best Fair Food? Lunch in Fair office after Exhibit Tour?

Committee will tour all the exhibits and meet Superintendents August 9 at 10:30am. There's the possibility to invite others such as BCC. After the tour, the Committee will sample food provided by each concession vendor in the Fair Office to select Committee Choice Awards for Fair Food. Suggestion was made to have a poll on Facebook or the website for People's Choice Award for Fair Food, and possibly a plaque, gold apron, or other prize.

C. Development Update

Aldrich provided a brief development update. Concession options are being evaluated with construction starting as early as Fall 2018. Utility work is in progress.

D. 4-H Update

Harris provided a brief 4-H update. Fair setup for 4-H starts July 21. The 4-H Dog Show is July 21 and the 4-H Horse Show is July 28 – 29.

- 7. Adjournment** – The meeting was adjourned at 11:14AM.
The next meeting will be Thursday, August 9, 10AM, at the Fair Office.

DRAFT

2019 Fair Strategic Calendar Overview

Missoula County Fairgrounds

Fall 2018

- Fair Wrap Up and Review
- Strategic Planning for 2019
- Fair Theme and art direction
- Establish programming updates/desires
- Attend Fair Convention
- Vetting of new superintendents and updating superintendent programs.
- Update sponsor information and create info mailer

Winter 2018/2019

- Send sponsor packets and begin fundraising.
- Book entertainment and update/modify/extend any other contracts.
- Finalize Fair Budget Report and present in Feb/Mar
- Begin creating fair art around theme.
- Begin booking food/commercial vendors.
- Meet with service clubs

Spring 2019

- Publish premium book and open for entries
- Begin seasonal worker recruitment.
- Finalize vendor contracts
- Finalize any other contracts
- Book tents, supplies, and equipment needed for fair.
- Develop marketing strategy.

Summer 2019

- Volunteer Recruitment
- Publish Daily Schedule and distribute posters/materials.
- Hire additional seasonal workers if needed.
- Finalize and invoice sponsorships
- Finalize operations, including cash handling plan, maintenance plan, etc.
- Execute marketing strategy.
- Execute Fair

Discussion Items:

2019 Fair Theme

- Lean and green theme – Tom
- Mascot/Character – Dave

Shortening the Fair – Eliminating Tuesday night

- Cost savings from ranch rodeo, sound, stage, and video production.
- Revenue loss from concessions/commercial vendors.

Lean and Green

- Recycling – Dave Strohmaier & Staff (Diana Maneta)
- Designate smoker area
- Tables and shade – picnic vibes

Miscellaneous

- Volunteers - Dave
- Kid's Nook - Dave
- Ribbons – Dave
- Made Fair review
- Culinary/Reuse ideas – Brooke
- Open Class/4-H Redundancy – Tom
- Fair awards
- Monster Truck show.
- 4-H Champions parade at rodeo
- Direction for Fair programming

Theme Ideas:

- | | |
|--|---|
| • Ol' Time County Fair | • Lean and Green |
| • My County Fair | • Rub a dub dub ...a rubber ducky theme? |
| • Big Sky County Fair | • Squeaky |
| • Come Along for the Ride - Missoula County Fair | • Green screen |
| • Ticket to Ride | • Fairly Green |
| • Dare to Fair | • Green with Envy |
| • Care to Fair | • Green |
| • 'Barn in the USA' | • Partridge in a Fair Tree |
| • Food, Fun, Fabulous: The Missoula County Fair | • Slime |
| • Re-riffing – Brooke | • Greener Pastures |
| • Green Thumb | • Going Green |
| • Green and Free | • Greenlight |
| | • The Grass is Always Greener at the Western Montana Fair |

2018 Western Montana Fair Revenue and Attendance Stats											
Category	2011	2012	2013	2014	2015	2016	2017	Pre-2018 Average	2018	vs 2017	vs Average
Estimated Fair Attendance	59,172	54,040	59,778	59,911	58,147	66,287	86,836	63,453	79,889	-8%	+16%
Concessions Gross	\$420,825	\$401,087	\$447,263	\$419,062	\$371,305.22	\$438,729.06	\$525,013.31	\$431,897.84	\$501,655.48	-4%	+16%
Concessions % to WMF	\$75,044	\$71,652	\$76,662	\$71,732	\$65,689.66	\$75,049.12	\$89,038.37	\$74,981.02	\$85,612.24	-4%	+14%
Pre-Sale Carnival Gross	NA	NA	NA	NA	\$69,660.00	\$77,280.00	\$102,020.00	\$82,986.67	\$143,545.00	+40%	+73%
Carnival Gross	\$267,126	\$245,535	\$314,142	\$335,709	\$327,935.00	\$365,214.00	\$450,604.00	\$329,466	\$396,912.00	-12%	+21%
Carnival % to WMF	\$102,344	\$94,793	\$109,535	\$111,727	\$109,733.75	\$119,253.50	\$140,951.00	\$112,620	\$127,028.00	-10%	+13%
Beer Gardens % to Fair	\$22,605.08	\$22,008.18	\$23,265.92	\$18,419.81	\$17,761.47	\$18,470.56	\$41,002.65	\$23,361.95	\$33,168.90	-19%	+42%
Parking Gross	\$16,084	\$14,805	\$14,758	\$14,857	\$13,584.25	\$14,775.75	\$19,940.10	\$15,543	\$19,435.88	-3%	+25%
Nightshow Attendance	14,507	11,906	12,670	10,494	10731	10278	11,361	11,707	9719	-14%	-17%
Sponsorship Dollars	N/A	N/A	N/A	N/A	\$38,000	\$54,000	\$67,470	\$53,156.67	\$76,197.55	+13%	+43%
Gate Tickets Sold	27,943	25,766	19,609	19,833	13526	17145	0	17,689	0	n/a	n/a
Gate Gross	\$132,422	\$124,089	\$97,811	\$99,375	\$76,333.00	\$98,974.00	\$0.00	\$89,858	0	n/a	n/a
Facebook Followers	N/A	N/A	N/A	N/A	700	3300	4700	2900	6500	+38%	+124%
Exhibit Entries	5433	5415	5915	6190	6546	7052	7290	6263	6377	-13%	+2%
Individual Exhibitors	1108	1137	1320	1163	1210	1209	1159	1187	1016	-12%	-14%