

Trinity County Fair Association

2015 Five Year Strategic Plan

This document identifies the role of the Trinity County Fair Association and administration. It addresses questions regarding the main issues confronting the organization and proposes priorities based on county & community needs.

Mission Statement

To provide for the management of the Trinity County Fair and year-round use of the fairgrounds in the best interest of the people of Trinity County and its rural county values by partnering with county agencies and businesses, promoting agriculture and education, and maximizing available resources.

Stakeholders

- 4-H/FFA/Junior Livestock Committee
- Chambers of Commerce & Businesses
- Churches
- County Agencies & Supervisors
- Cultural & Historical Groups
- Federal, State, and Local Agencies
- Hayfork Speedway Association
- Nor Cal Riderz
- Pet & Livestock Owners
- Service Clubs
- Schools & Pre-schools
- Trinity County Citizens & Fairgoers
- Trinity Horse & Long Ears Club

What is the vision for the Trinity County Fair Association?

It is the vision of the Trinity County Fair Association and participating community members that additional focus would be placed on the Trinity County Fairgrounds, which will be marketed as a local year-round county-based event center, commercial venue, and destination facility for the Western US region. In an effort to attain self-sustaining revenues, the fairgrounds would be utilized for various uses and events including, but not limited to:

- Annual Fair
- Concerts
- Retreats/Rendezvous/Seminars, etc.
 - RV Clubs, Horse Riders, Miners, Hunters, Search & Rescue Groups, etc.
- Hobby Oriented Shows
 - Cars, Motorcycles, Home & Garden, Guns, Crafts, Antiques, etc.
- Races
 - Cars, Motorcycles, Mules, etc.
- Rodeos

To achieve these goals, the Trinity County Fair Association will need to build depth in the organization including a full complement of volunteers, becoming a membership-driven organization that people want to be involved with.

In addition to business and organizational goals, the Trinity County Fair Association intends to maintain a small-town country atmosphere in which local historical and Native American cultures are promoted, and county youth are cultured in the “Fair Ways.” It is hoped that local agencies, schools, and parents will become increasingly involved in shaping this vision into reality.

What are some of the services that the Trinity County Fairgrounds currently provides to the County?

- Annual Trinity County Fair
- Camping Facility – RV & Tent
- Children’s Garden
- Commercial Kitchen
- Dirt Track Racing & Motocross Venue
- Distribution Site – Food & Commodities
- Educational Venue
- Equestrian/Livestock Facilities
- Event Center – Facility Rental Venue
- Fire/Emergency/Disaster/E.O.C. Command Center
- HFPD/HVFD Training Site
- Inspection Venue: CHP/USFS/Cal-Fire/School Bus
- Laundry Facility
- Office Site for 4-H
- Polling Site
- Public Livestock Scale
- Public Showers
- Roller Skating Venue
- Storage – RV & Boat
- Veterinary Facility

What are the key issues facing the Trinity County Fair Association?

- Funding
- Staffing
- Facilities Maintenance and Improvements
 - Deferred Maintenance
 - Safety and Regulations Compliance
 - Appearance of Fairgrounds
- Public Perception, Awareness, and Participation
 - Hayfork Fair vs. County Fair (This is a County Fair)
 - Association Membership is open to whole county
 - Towns can promote their areas through exhibit booths
- Marketing & Communication
 - Marketing Plan needs to be developed
 - Missed opportunities for collaboration

What are some other Trinity County Fair Association long-term business management priorities?

- Staff Development
 - Training
 - CEO, Administrative Staff, and Maintenance Crew
 - Board of Directors
 - Required Training – Insurance, OSHA, etc.
 - Volunteers
 - Fill in the gaps
 - Provide consistency and support
 - Professionalism
- Maintenance
 - Addressing deferred maintenance before problems become irreparable
 - Physical Plant “as-builts”
- Improvements
 - Office, Dining Hall, Commercial Building, Exhibits Building, etc.
- Security
 - Presence, Surveillance, Locks/Keys
- Venue/Event Management – “The trains must run on time”
 - Livestock Judging – Don’t change times
 - Judging/showing vs. receiving – avoid overlap
- Development of Marketing Plan
 - Formal
 - Website
 - Advertising (TV, Radio, and Print)
 - Distribution of flyers and premium books
 - Creation of a brochure
 - Mailbox Stuffers
 - Trinity Journal Column – Fair Corner
 - Booths at other events (Ruth Lake Festival, etc.)
 - Fair Events –maximize on-site activities announcements (PA System, Fair Crier, Signage)
 - Informal
 - Network of advocates to promote throughout various areas of county
 - Culture organization membership to promote Fair Association on a personal basis
 - Utilizing modern technology to entice attendance/participation
 - Social Media
 - Digital Marquee
 - Cell phone applications
 - Go Pro cameras, live on-line, wired to big screen posted at fairgrounds

What are some of the long-term services (core competencies) that the Trinity County Fair Association can provide?

- Annual Trinity County Fair
- Camping – RV & Tent
- Commercial Kitchen
- Dirt Track Racing & Motocross Venue
- Diversified Venues
- Equestrian/Livestock Facilities
- Evacuation/Relocation Site
- Fire Camp
- Fire & Public Safety Training Site
- Fundraising Site
- Office Space
- Veterinary Facility
- Youth Activities/Recreation

What are some of the Trinity County Fair Association long-term funding strategies?

- Rental Fees
 - RV & Tent Camping
 - Storage
 - Stalls
 - Facilities
- Sponsored Event Revenue
 - Annual County Fair
 - Secondary Event?
 - Co-operative Events
 - Big Foot BBQ
- Development of Lodging
 - Expansion of RV Park
 - Cabins, Yurts, etc.
 - Motel or Youth Hostel
- Fundraisers
- Trusts/Endowments
- Sponsorships
- Underwriters
- Subsidized Employment & Internships
- Crowd Sourcing – Online
 - Gofundme.com
 - Kickstarter.com
 - Indiegogo.com
 - Crowdfunder.com
- Grants
 - Coast Central Credit Union
 - Hayfork Chamber of Commerce
 - McConnell Foundation
 - Shasta Regional Community Foundation
 - Trinity Trust & Humboldt Area Foundation
 - USDA
- In-Kind Partnerships
 - Cal-Fire Inmate Crews
 - Job Corps / CCC
 - Red Cross
 - Vocational Programs
 - Work Campers of America

What are some opportunities for collaboration or cooperative arrangements?

- 4-H & FFA
- Arts Council
- Aspiring Chefs - Incubator Kitchen
- Businesses & Vendors
- California Highway Patrol
- California Network of Fairs
- Chambers of Commerce
- Churches/Faith Groups
- Club Live – Behavior Health Dept
- County Departments & Supervisors
- Disaster Agencies
 - FEMA, Red Cross, etc.
- Event Planners
 - Concerts, Rendezvous, Retreats, Pow-Wows, etc.
- Farmers' Market Association
- Fire Camp Agencies
 - USFS, Cal-Fire, etc.
- Grant Writers
- Hayfork Airport & Pilot Groups
- Historical Society
- Horse Groups (CSHA)
- Humboldt Trinity Recreation Alliance
- Human Response Network
- Intermountain Writers Group
- Logging Groups
- MCHD
- Mining Groups
- Native American Groups
- Northwest California Resource Conservation & Development Council
- Parents' Clubs
- Quilting Guilds
- Resource Conservation Districts
- Roller Rink Activities
 - Skating, Derby, Hockey, etc.
- Schools
 - Aspire Program
 - Head Start & HRN Pre-Schools
 - Indian Day
 - Internships
 - Newsletters
 - Shasta College
 - TCOE & District Offices
 - Trade Schools
 - UC Cooperative Extension
 - Instructional Workshops
 - Master Gardeners Club
- Scouts – Boys & Girls of USA
- Semi-Pro Athletics & Racing/Stunt Teams (Cars/Motorcycles/BMX, etc.)
- Service Clubs
 - Rotary, Lions, Moose, ECV, etc.
- SMART Center
- Summer Camps
- Talent Agencies
- Travel Clubs
 - Good Sam, Sisters on the Fly
- Trinity Alps Performing Arts Center
- Trinity County Sheriff's Office
 - Sheriff's Auxiliary/Explorers
- Trinity Journal
- Trinity Tourism Committee
- USDA
- Utilities Districts (TCWWD & TPUD)
- Veterinarians
- VFW
- Vocational Programs
- Volunteer Fire Departments
- Watershed Center
- Wineries & Breweries
- Young Family Ranch