

Trinity County Fair Association Strategic Plan 5 Year

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

What services do the Trinity County Fairgrounds provide to the County?

- Annual Trinity County Fair
- Event Center
- Speedway & Motocross
- Equestrian facility
- RV and tent campground
- RV and boat storage
- Office space
- Roller skating
- Community Garden – children TRCD
- Food Bank (commodities)
- Educational venue
- HFPD/HVFD training
- Veterinary Office
- Inspection venue: CHP/USFS/Cal-Fire/School Bus
- Fire/emergency/disaster/E.O.C./command center
- Polling Site
- Public Livestock Scale
- Public Showers
- Laundry Facility

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

- Facilities maintenance and improvement
- Funding
- Staffing
 - Paid
 - Volunteer
- Utilizing modern technology
- Marketing
 - Formal
 - Informal
- Public perception
 - Hayfork vs. county-wide
 - Appearance
- Public Awareness of Trinity County Fair Association

Vision – 5 year:

- Year-round facility for various uses
- Self-sustained funding
- Maintain “Country” small town atmosphere
- Promote/market as a “commercial” venue
- Native American/Indian culture
- Local culture (Historic)
- Full complement of volunteers
- Building depth in the organization
- Trinity County Fair Association is an organization people want to be involved with
- Culture county youth in the “Fair Ways”
- Year-round destination facility for western US region

What are the opportunities for collaboration and cooperative arrangements?

- USFS
- Cal-Fire
- Schools/Districts
- Churches/Faith Groups
- Service Clubs
- VFW
- 4-H/FFA
- Racing/BMX
- Horse Groups (CSHA)
- Quilters
- Watershed Center
- RCD
- County Supervisors/Departments
- HVFD/HFPD
- TCSO
- Native American Groups
- TC Arts Council
- Travel Clubs
- Local Business
 - Distant Vendors
- TCWWO #1
- Trinity Journal
- Chamber of Commerce (Hayfork, Trinity County)
- Farmers' Market Association
- Wineries
- CHP
- Other Fairs
- TC Cattlemen's Association
- Veterinarians
- HRN
- NCRC&D (BOS Fenley)
- Trinity Trust (Humboldt Area Foundation)
- All Volunteer Fire Departments
- Logging Groups
- Talent Agency (AFTRA)
- Mining Groups
- Semi-Pro Athletics
- SCED (Economic Development)
- Trinity County Historical Society
- Professional Associations (retreats)
- ECV 62
- Shasta College
- NRCS
- Hayfork Airport
- MCHD (hospital)

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

- Trinity County Fair Location
- Diversified Venues
- Camping
- Office Space
- Livestock Housing/Trail Trials/Rendezvous, etc.
- Fire Camp
- Races
- Fire Training Site
- Youth Activities/Recreation
- Veterinary Site
- Fundraising Site
- Relocation/Evacuation Site – Disaster
- Commercial Kitchen
- Public Safety Training

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

- Grants
- Sponsorships (site)
- Events
- Fees
- Underwriters (events & site)
- Reality TV Fix-it Programs
- Fundraisers
- Trust/Endowments
- Secondary Event (annual)
- Retreats
- Crowd Sourcing – Internet
- Gun Show
- Loans

What are the Trinity County Fair Association's long-term business management and staffing issues?

- CEO
 - Maintenance
 - Office
 - Volunteers – fill the gaps
 - Board Training
 - Required training – insurance, OSHA, etc.
 - Physical Plant “as built” – maintenance
 - Security – grounds
 - Utilizing Temporary Structures (inflatable)
- Vacancies and staff development

Stakeholders

- Trinity County Fair Association
- 4-H/FFA/Livestock Committee
- County Supervisors
- Service Clubs
- Chamber of Commerce (Hayfork, Trinity County)
- Trinity County Fair Board Members
- Fairgoers
- Schools/Pre-schools
- Trinity County businesses
- Speedway Association
- NorCal Riderz
- Churches
 - Food Pantry Dinner
- County Agencies