

Trinity County Fair Association Strategic Plan 5 Year

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.

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

- Trinity County Fair (annual)
- Event Center
- Racing venue
 - Speedway/Motocross
- Equestrian facility
- Fire/emergency/disaster/E.O.C./command center
- Event site
- Camping facility – RV & Tent
- RV storage – RV & Boat
- Outside organization offices
- Skating (roller/roller hockey)
- 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/EOC/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
 - Go Pro cameras-live on-line
 - Entice attendance/participation
 - Big screen posted at fairgrounds)
- Marketing
 - Formal
 - Booth at other events ie. Ruth Lake Festival
 - Present to schools, including home schools & charter
 - District Office-School
 - Informal
 - Fair Events – Use a “Fair Crier”
- Public perception
 - Hayfork vs. county-wide
 - Appearance
 - Fair is for “whole” county
 - Various “enclaves” promote their area events
- 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”
 - Seek youth involvement through a variety of activities using programs and venues (i.e. school projects, Master Gardener Program, Aspire)
- Year-round destination facility for western US region
- More activities/events
 - Home & Garden Show
 - Concerts
 - Hobby Oriented
 - Search & Rescue Groups, etc.
 - RV Clubs
- Mule Show-bring back
- Rodeo-Have June event
 - Pro Rodeo
 - Jr Rodeo

What are the opportunities for collaboration and cooperative arrangements?

- USFS
- Fire/ Conservation Camp
- Schools/Districts
- Churches/Faith Groups
- Service Clubs
- VFW
- 4-H/FFA
- Racing/BMX
- Roller Skating, Derby Hockey Rink
- Horse Groups (CSHA)
- Quilters
- Watershed Center
- RCD
- County Supervisors/Departments
- HVFD/HFPD
- Trinity County Sherriff's Office
- Native American Groups
- TC Arts Council
- Travel Clubs
- Local Business
 - Distant Vendors
- Trinity County Water Works #1 (Hayfork)
- Trinity Journal
- Chamber of Commerce/Business Organizations
- Farmers' Market Association
- Wineries
- CHP
- Other Fairs
- TC Cattlemen's Association
- Veterinarians
- Human Response Network
- Northern California Resource Conservation & Development (BOS Morris)
- 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)
- EVC 62
- Shasta College
- NRCS
- Hayfork Airport
- MCHD (hospital)
- Grant Writer(s)
- Trade Schools/Programs
 - Repair/upgrades
- UC Davis Extension – Carol Fall
- Red Cross
- HTRA – Humboldt Trinity Recreation Alliance
- Trinity Tourism Committee
- School Newsletter, ie. "Mad Buck"

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
- Fund-raising Site
- Relocation/Evacuation Site – Disaster
- Commercial Kitchen
 - Incubator Kitchen-HRN
- Public Safety Training
- Youth Hostel

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
- California Conservation Corp

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

- CEO
- Staff development
- Maintenance
- Office
- Volunteers – fill the gaps
- Board Training
- Required training – insurance, OSHA, etc.
- Physical Plant “as-builts” – maintenance
- Security – grounds
- Utilizing Temporary Structures (inflatable)
- Venue/Event Management – “The trains must run on time”
 - Livestock Judging – Don’t change times
 - Judging/showing vs. receiving – avoid overlap
- Professionalism – Staff/Volunteers
- Volunteers
 - Training
 - “Rules” consistency

Stakeholders

- Trinity County Fair Association
- 4-H/FFA/Livestock Committee
- County Supervisors
- Service Clubs
- Chamber of Commerce/Business Groups
- Trinity County Fair Board Members
- Fairgoers
- Schools/Pre-schools
- Businesses (Trinity County)
- Speedway Assn
- Nor Cal Riderz
- Churches
 - Food Pantry Dinner
- County Agencies
- Trinity Horse & Long Ears
 - Gymkhana
- Pet/livestock owners –Vet Office
- Federal Agencies

The Strategic Plan is available at: www.trinitycountyfair.com on the “About” tab.
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