

Washington County Fair Board Strategic Plan

Vision

Embrace our heritage and inspire future generations

Mission

Present an educational and entertaining County Fair embracing the heritage, values, diversity and future of the community

Purpose

We promote the best fair in Oregon, connecting community with the past and future

Motto

Big Fair Fun!

Desired Outcomes and Action Items:

1. **Community Building** – The annual fair is a fun, inviting, accessible, educational and entertaining community building activity.
 - a. Through the annual planning process, ensure all aspects of the fair (livestock, arts, education, entertainment, heritage) receive equal consideration to deliver the most inviting, fun, educational, and accessible fair experience as possible.
2. **Health & Safety** – The fair is a safe and healthy activity for **all** stakeholders.
 - a. Reduce potential disease transmission from animals to humans.
 - b. Annually update the Emergency Action Plan.
 - c. Implement a daily Incident Action Plan.
 - d. Ensure an appropriate number of police officers, security guards, and emergency medical professionals are on-site to provide personal safety and security to fair participants.
3. **Relevant Programming** – The community is drawn to the fair by its relevant, interactive exhibits, educational opportunities, and attractive entertainment.
 - a. Support creative arts competitions and displays.
 - b. Seek out inclusion of latest trends and cultural diversity in art exhibits.
 - c. Support proactive outreach and coordination with local 4-H, FFA, Farm Bureau and Livestock Association chapters.
4. **Partnerships** – The fair proactively seeks to partner with community organizations to deliver educational and interactive exhibits and entertainment.
 - a. Seek corporate sponsorships and community partnerships.
5. **Administrative Best Practices** – The Fair Board and County staff collaborate to ensure efficiency and implement administrative best practices.
 - a. Seek out and implement efficiencies.
 - b. Aspire for continuous improvement.
 - c. Periodically review the Strategic Plan.