

# How do we plan for 2021 fair season?

## Who will our partners be?

### Discussion and Round Table

Tuesday, February 9, 2021 10:00 am

Moderator: Tom Higbie, OFMA District 2 Director

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**“Keep calm and carry on.” ~ Winston Churchill**



*Remember Who We Are*

**#FAIRSTRONG**

# **Governmental Agencies Partners**

## **1) Federal Coronavirus Financial Support**

- Long term Operating Loans from CARES
- PPP Payroll protection and Utility Support 2 rounds
- SVO Loss of Venue revenue

## **2) State of Ohio for Full Fair :**

- Grants for COVID supply for safety equipment, rentals

## **3) County**

- Financial Support for youth activities, CARES support for touchless plumbing fixtures, Health Department supplies of cleaners, masks signage

## **4) City, what can they do to assist the cause**

# Participation Partners

- 4-H Projects
- FFA Projects
- Boy Scouts
- Girl Scouts
- Farm Bureau Youth Groups
- Granges supporting Junior Fair
- Junior Fair Board & Coordinator



*American Values.  
Hometown Roots.*

# Communication Partners

**How we tell our guests that our fair is well managed, safe event within the approved guidelines established for County, Independent and State Fair**

- 1) Social Media speaking to the cleaning, sanitizing
- 2) Promoting a Pre-fair Video of the Fair showing the safety measures
- 3) Radio, PSA's prior to the fair talking about safety
- 4) Newspaper, editorials and advanced articles on safety
- 5) TV, invite for a prefair walk around
- 6) Fair Newsletter promoting the fair and the safety steps

# Planning: 3 C'S

**COMMUNICATE, COMMUNICATE, COMMUNICATE**

- This will be a safe Event: We have had the work ethic to do so: ECOLI, Swine Flu, Bird Flu and 2020 Full fairs and Junior Fairs no cases contacted at the Fair
- OPTICS from the all gates
- OPTICS as you enter each Barn
- OPTICS as you walk around

**SIGNAGE, HAND WASH STATIONS,  
SANITIZING DISPENSORS**



# Who has the Powerful Message?





Round table: Who are your partners ?



THANK YOU FOR YOUR PARTICIPATION TODAY

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