

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



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

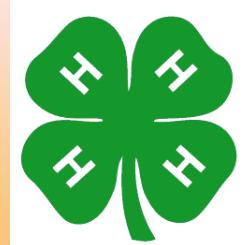
3) County

- 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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