



Parks and Facilities - Fair 00100.912.

Mission Statement

Provide a fun, educational, agricultural, and entertaining fair and other events while maximizing the year-round use of Fairgrounds facilities.

Function

Major tasks include Fair grounds and facilities maintenance (40.6 acres and 41 buildings), resource and activity programming and scheduling, production of the annual Clallam County Fair and other special off-season events. Scheduling facility rentals, off-season storage, promoting agricultural education in conjunction with the annual fair event, and long range-planning for future site activities.

Trends/Events

1. Clallam County enjoyed a large post-COVID turnout, surpassing attendance records. Continue Fair/Fairgrounds promotions to keep numbers up and interest high and look for new advertising and promotional avenues.
2. 2019 Fair Carnival proceeds and gate receipts were higher than the previous years, as a direct result of the record number of Fair attendees.
3. 2022 Fair attendance and gate receipts were higher than the previous years, and broke records going all the way back to 2006.
4. 2023 Fair Carnival proceeds, gate receipts, and food concessionaire proceeds were higher than the previous years, as a direct result of high number of Fair attendees.
5. 2023 reflected a large growth in the amount of Exhibitors and Exhibits from 2022, which in turn increased the amount of the annual WSDA Fair Fund Allocation.
6. The Washington State Department of Agriculture State Fair Fund Allocation was raised from an average of \$40,000 per year, to \$58,054 in 2023, and \$72,706 in 2024.
7. The promotion of "local grown" and agricultural based living is critical to our community. The introduction of new off-season events that focus on local based agriculture help to promote healthy living and the importance of local farmers and livestock growers.
8. There is a tremendous need to implement technology in the areas of WI-FI, Ticketing & Marketing to maintain relevance with the younger demographics and to generate higher attendance from both inside and outside the county.

Goals

1. Provide a top quality agricultural and educational fair.

2. Continue to improve the quality of Fairgrounds facilities and grounds.
3. Develop policies and procedures that promote consistent, equitable use of the grounds and facilities while considering the future need to become less dependent on tax dollars for support.
4. Optimize Fair Advisory Board assistance and committee work in the overall operations of facilities, programs, and major events.
5. Develop strong community involvement including volunteerism and sponsorship events.
6. Utilize the Fairgrounds to promote area tourism.
7. Expand off-season uses of facilities when cost effective and when they provide a community service or special event.
8. Pursue Department of Agriculture and other grants for funding assistance to improve the Fairgrounds for both safety and accessibility.
9. Work with, and support, 4-H and FFA programs that get youth more involved in agriculture based programs.
10. Collaborate with county IT to integrate/enhance fairground Wi-Fi capable of accommodating future ticketing and marketing technology.
11. Collaborate with county IT Services to implement ticketing and marketing technology. Planned Implementation 2025-2026.
12. Implement a department-wide master fee schedule tied to the Consumer Price Index (CPI) to ensure relevant fee collections.
13. Develop and implement a dynamic Marketing and Advertising Strategy that targets the Victoria, BC Metropolitan area, all geographic areas serviced by Washington State Ferries, the full length
14. Through collaboration and independent initiatives, double the off-season fairground revenue in the next 5 years and quadruple it in the next decade.
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16. Update and finalize Fairgrounds Master Plan.
17. Investigate the increase of Fair admission and fairgrounds fees for 2026-27.
18. Develop a large event to be held in 2026 or 2027 to produce more revenue.
19. Implement a survey for Fair vendors for the end of Fair.
20. Implement a Fair survey to help determine more information regarding fairgoers (i.e. zip code, how did they hear about the Fair, what activities did they attend, favorite part of the Fair, least
21. Review and implement the constructive criticisms from the Washington State Department of Agriculture, State Fairs Commissioner who evaluated the 2023 Fair.
22. Develop an "Agriculture Feature Exhibit" for future Fairs to fulfill the mission of the Washington State Department of Agriculture of showcasing, educating, and focusing on the County's

Workload Indicators

	2022 Actual	2023 Actual	6/30/24 Actual
Grounds (Acres)	40.6	40.6	40.6
Number of Buildings	41	41	41
Interior Exhibit Space (Square Footage)	27,480	27,480	27,480

Animal Barn Space (Square Footage)	30,134	30,134	30,134
Vendor Spaces	212	212	212
Off-Season Events	47	41	20
Restrooms	5	5	5
Septic Systems	1	1	1
Dump Stations	2	2	2

* Addition to Goat/Sheep Barn

Grant Funding Sources

This fund does not receive any grant revenue.

Revenues

	2022 Actual	2023 Actual	6/30/24 Actual	2025 Budget
Taxes	0	0	0	0
Licenses and Permits	0	0	0	0
Intergovernmental Revenues	15,000	58,054	72,707	72,000
Charges for Goods and Services	269,090	267,943	2,722	294,100
Fines and Forfeits	0	0	0	0
Miscellaneous Revenues	147,986	203,733	74,114	216,750
Nonrevenues	0	0	0	0
Other Financing Sources	0	0	0	100
Transfers In	0	0	0	0
General Tax Support	42,451	142,047	41,979	32,889
Total	474,527	671,778	191,521	615,839

Expenditures

	2022 Actual	2023 Actual	6/30/24 Actual	2025 Budget
Salaries and Wages	173,816	183,523	70,762	198,617
Personnel Benefits	66,875	70,619	32,338	79,087
Supplies	35,667	48,111	34,778	54,840
Other Services and Charges	198,169	291,517	53,643	283,295
Intergovernmental Services	0	0	0	0
Capital Outlays	0	78,008	0	0
Interfund Payments for Services	0	0	0	0
Transfers Out	0	0	0	0
Total	474,527	671,778	191,521	615,839

Staffing

	2022 Actual	2023 Actual	6/30/24 Actual	2025 Budget
Full Time Equivalents	2.54	2.54	2.54	2.54