



BAKER COUNTY FAIR BOARD

FIVE YEAR BUSINESS PLAN

2014 - 2019

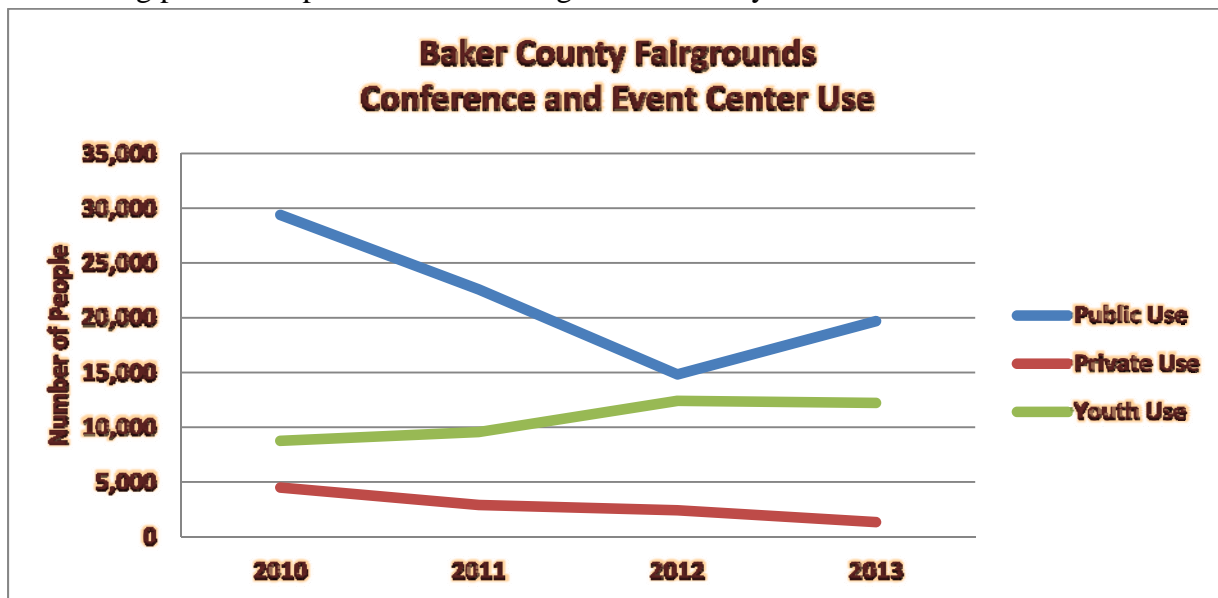
EXECUTIVE SUMMARY

Baker County Fairgrounds Conference and Event Center

The Baker County Fair has been in existence since the 1920's. On an annual basis the fairgrounds serves a wide range of citizens. The Annual County Fair draws from the entire county with an annual attendance of approximately 7,000.

Our facilities include an indoor show barn, grassy courtyard, livestock barns, rodeo grounds, 5-acre field, and Community Event Hall. All of which are available for public and private events and meetings. We also rent tables and chairs.

The following table shows fairgrounds and event center use in addition to the annual fair. There is declining public and private use and a slight increase in youth use since 2010.



CAPITAL ASSETS

Cockram Arena – Indoor Show Arena (8100 sq ft), Kitchen, heat, restrooms, and grass courtyard. Rent is \$250 per day, \$125 ½ day, \$1,000 weekly, or \$25 per hour.

Grass Courtyard – Grass area in front of Cockram Arena. Rent is \$35 per day.

Rodeo Grounds – Arena and Grand Stand (seats 750)-, no restrooms, announcer stand, stock corrals and chutes, covered horse stalls (4), arena lights, water, electricity. Rent is \$300 per day, \$150 ½ day(w/o lights), \$300 ½ day(with lights), Chutes/Corrals only \$100 per day.

Event Center – 6400 sq ft, Coml. Kitchen (gas grill, 2 convection ovens, gas range, freezer, refrigerator, ice maker), restrooms, heat/AV, electrical. Rent is \$250 per day (\$300 with kitchen) or \$1,200 weekly. Kitchen only rent is \$50 per day or \$200 weekly.

Undeveloped 5-acre field on the corner of Grove and D Street – Rent is \$50 per day.

Corner lot – Undeveloped lot on Campbell/Grove Street Rent is \$10 per day or \$50 weekly.

Livestock Barns – Sheep/Swine Barn-north of Cockram Arena, Beef/Goat Barn – south of Cockram Arena.

Equipment – Dance floor, dishes, bleachers, benches, 6 low and 2 high, table and chair sets, RV hookup (electrical & water)-quantity 8.

OBJECTIVE

The future includes marketing, management, and improvement of the Baker County Fair Grounds to serve the community as the site of the County Fair and the facility to use for events of all types.

MISSION STATEMENT

The mission of the Baker County Fair Board is to manage, maintain and promote the Baker County Fair Grounds for the benefit of its citizens.

BAKER COUNTY FAIRBOARD

A seven member volunteer board appointed by the Baker County Commissioners to oversee facility operations and maintenance of the Baker County Fair Grounds and Community Event Center as well as producing a quality County Fair.

ADVISORY BOARD

A three-member non-voting board appointed by the Baker County Commissioners that provides additional expertise to the Fair Board.

FAIR GROUNDS MANAGER

The primary purpose of this position is to provide support to the Fair Board. Typical duties are office management, prepare documents and correspondence and monthly reports, monitor fiscal expenditures, coordinate events, and market the facilities for rentals on behalf of the board. The Fair Grounds Manager oversees volunteers, staff, and day-to-day facilities operations.

ASSISTANT MANAGER

An individual to assist the Fair Grounds Manager, event planning, administrative duties, answering phone, greeting public, filing, and prepare correspondence. Assisting in the planning and organizing of the fair.

STRATEGIC PLAN

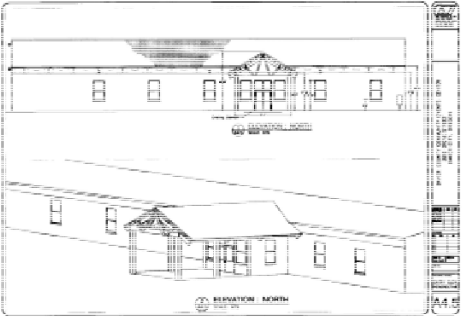
NON-CAPITAL IMPROVEMENT GOALS – in order of priority

| <i>Goal 1 – Increase Public Awareness</i> | |
|---|--------------------------------------|
| <i>Task</i> | <i>Completion Date</i> |
| <i>1. Build a Baker County Fair web page with a user friendly interface that informs the public of happenings, shares relevant images, targets the appropriate audience, and is easily updated with the most current information.</i> | <i>Goal to complete 12/01/15</i> |
| <i>2. Develop Marketing Strategy that details how we will bring awareness of our services and events to the public. Will include a broad-based marketing approach (radio, social media, newspaper ads, yard signs, banners etc.)</i> | |
| <i>3. Create a brochure for Community Event Center that will market event center and meeting room rental to increase revenue.</i> | <i>Completed 2015</i> |

CAPITAL IMPROVEMENT GOALS – in order of priority

| <i>Goal 1 – Rodeo Grounds Grandstand Repair</i> | |
|---|--|
| <i>Task</i> | <i>Estimated Cost</i> |
| <i>1. The grandstands have water damage with rotting wood and will need all new uprights to make safe for the public.</i> | <i>\$50,000 Completion date /Fiscal Yr 2015-2016</i> |

Goal 2 – Community Event Center North Entrance

| <i>Task</i> | <i>Estimated Cost</i> |
|--|--|
| <p>1. North entrance remodel. Add cover and entryway to the north entrance.</p>  | <p>\$85,000.00 Completion Date Fiscal Yr 2015-2016</p> <p>Ash Grove Contribution \$20,000.00</p> |

Goal 3 – Community Event Center

| <i>Task</i> | <i>Estimated Cost</i> |
|--|--|
| <p>1. The skylights are leaking causing water damage to ceiling and floor and are not energy efficient.</p> | <p>\$ Completion Date/Fiscal Yr 2016-2017</p> |
| <p>2. The roof needs to be replaced/the walls need to be more energy efficient.</p> | <p>\$ Completion Date/Fiscal Yr 2016-2017</p> |

Goal 4 – Community Event Center Enhancements

| <i>Task</i> | <i>Estimated Cost</i> |
|--|--|
| <p>1. Accordion Walls to separate and make 3 zones. 2. Drop Down projector Screens for classes, videos, and presentations. 3. Refurbish floor for sound acoustics, eye appeal and seal of cracks.</p> | <p>\$ Completion Date/Fiscal Yr 2015-2016</p> |

| Goal 5 – Rodeo Grounds Boundary Fence | |
|--|---|
| Task | Estimated Cost |
| 1. <i>The fence in place is in poor condition and will soon collapse. Will need to be rebuilt.</i> | \$ Completion Date/Fiscal Yr 2015-2016 |
| | |
| | |
| Goal 6 – Corner Lot Enhancement/Motor Pool | |
| Task | Estimated Cost |
| 1. <i>The Campbell Street Corner Lot is very visible on a high traffic street and would like to attract more opportunities for renting the lot by adding landscaping to make the are more user friendly and marketable</i> | \$ Completion Date/Fiscal Year 2016-2017 |
| 2. <i>Motor Pool-Design area for the best use during fair or to improve rentals at fairgrounds. Size measures 138ft width-220ft length.</i> | |

| Goal 7 – Facility Enhancement | |
|--|---|
| Task | Estimated Cost |
| 1. <i>Add more wash racks and tie outs for the beef. Our beef numbers are growing and we are in need of more room.</i> | \$ Completion Date/Fiscal Yr 2015-2016 |
| 2. <i>Extend roof overhang on south side full length of beef barn for cover for grooming chutes.</i> | |
| 3. | |

| Goal 8-Small Animal Barn | |
|---|---|
| 1. <i>Build a small animal barn, we currently rent a tent every year during fair. A barn would be cleaner and the ability for air flow would be better. The tent size is 40x60 and the cost each year is 1600.00.</i> | \$ Completion Date/Fiscal YR 2015-2016 |
| 2. <i>Storage Area-Need more storage and share with OSU. Size 20x30.</i> | |
| 3. <i>Showers</i> | |

FUTURE GOALS – not in priority order

| <i>Goal 1 – Rodeo Grounds Enhancement</i> | |
|---|--|
| <i>Task</i> | <i>Estimated Cost</i> |
| <i>1. RV Hookup/Power-install hookups on the east fence for extra hookups for camper or vendors during fair.</i> | <i>\$ Completion Date/Fiscal Yr</i> |
| <i>3. Add restrooms and concession stand.</i> | <i>\$ Completion Date/Fiscal Yr</i> |

| <i>Goal 2 – Cockram Arena Enhancement</i> | |
|--|--|
| <i>Task</i> | <i>Estimated Cost</i> |
| <i>1. Add barrier around the Grass Area</i> | <i>\$ Completion Date/Fiscal Yr</i> |
| | |

| <i>Goal 3- Reader Board for Fairgrounds</i> | |
|--|--|
| <i>Task</i> | <i>Estimated Cost</i> |
| <i>1. Reader Board for announcing upcoming events. Located on the corner of Campbell and East</i> | <i>\$ Completion Date/Fiscal Yr</i> |
| | |

Goal 4 – Community Event Center Enhancement

| <i>Task</i> | <i>Estimated Cost</i> |
|--------------------------------------|---|
| <i>1. SE Parking lot and access.</i> | \$ Completion Date/Fiscal Yr |

Goal 5-Storage

| Task | Estimated Cost |
|---|---|
| <i>1. The fairgrounds is in need of more storage area for tables and extra Items. OSU is also needing more storage space for filing cabinets and equipment used for functions and activities.</i> | \$ Completion Date/Fiscal Yr |

Goal 6-

| Task | Estimated Cost |
|------|---|
| | \$ Completion Date/Fiscal Yr |