

Benton County Fair

Business Development Committee Yearly Report

2009 Summary of actions

- Reviewed and adjusted rental price structure for storage, RV Camping, and Facilities
- Guerber Hall Kitchen- worked with Public Works on design to remodel Kitchen in Guerber Hall. The design and cost estimate was submitted to Fair Board.
- Demographics- collected information pertaining to our marketing area. We are discussing ways to utilize data to better serve our customer base.
- Reviewed pros and cons of horse boarding
- Reviewed economic trends of RV Campgrounds and Facilities.
- Discussed and advocated to develop promotional pamphlet and Newsletter.
- Evaluated revenue potential of the New Livestock Building
- Worked with staff to design Fair Booth
- Discussed implementation of Master Plan

2010 Work Plan

Purpose: Develop plans, policies, and pricing that generate more revenue for the Fairgrounds' year round business... "while continuing the tradition of community service."

- Perform standard activities regarding rental evaluations and revenue activities. Make recommendations to Fair Board
 - RV Park and Storage Rates- Update in June, implement in Aug
 - Facilities- Update in October, implement in Jan 2011
- Complete demographics evaluation and update Business Plan
- Review and update Business Plan for 2011-12
- Meet with Facilities Committee to increase communication and understanding of issues
- Master Plan- discuss methods to improve publics' awareness of the Fair's overall value to the community
 - Newsletter- refine goals, functions, content and audience
 - Utilize Benton County Newsletter where applicable
 - Benchmark our facilities and services to other facilities and Fairs in the area
 - Continue economic analysis of Master Plan
- Explore methods to increase year round revenue
 - New Events-evaluate pros and cons of partnering versus providing facilities
 - Look at ways to piggy back events (ex. Chili Cook-off and car show)
 - Expand community and groups' awareness of fairground's potential for events and functions
 - Broaden range of events to align with results of demographics study