

BEFORE THE BOARD OF COUNTY COMMISSIONERS  
FOR MULTNOMAH COUNTY, OREGON

IN THE MATTER OF ACCEPTING THE PLAN ) RESOLUTION  
FOR THE 1993 MULTNOMAH COUNTY FAIR ) 93-182

WHEREAS, the Board of County Commissioners established the Multnomah County Fair Task Force; and

WHEREAS, the Task Force was asked to develop a plan and seek out sponsors and participants for the Multnomah County Fair; and

WHEREAS, the Task Force has developed said plan.

NOW, THEREFORE BE IT RESOLVED that the Board of County Commissioners accepts the Multnomah County Task Force Plan for the 1993 Multnomah County Fair.

APPROVED this 13th day of May 1993.

MULTNOMAH COUNTY, OREGON

By   
H. C. Miggins, Acting Chair

REVIEWED:

LAURENCE KRESSEL, COUNTY COUNSEL  
for Multnomah County, Oregon

By 

REPORT TO THE BOARD OF COUNTY COMMISSIONERS

MAY 13, 1993

SUBMITTED BY: THE MULTNOMAH COUNTY FAIR TASK FORCE  
"Committed to the Community"

At the request of the Multnomah County Board of County Commissioners, a group of interested citizens met on April 2, 1993, to discuss the creation of a Task Force and a potential Resolution by the Commissioners. An evaluation was made at that time of the outline of purpose, ideas and mission of the group, should it support the resolution.

The numerous people in attendance discussed the issues of the present and previous years, and ultimately decided to support the Resolution. Task Force volunteers then put forth their names.

This group has been meeting weekly and will continue to meet through the 1993 Fair and prepare a report to the Commissioners on future fairs for a presentation by October 31, 1993.

Pursuant to the Resolution adopted by the Commissioners, the Task Force has developed a plan for the 1993 County Fair. This plan is budgeted on the reduced racing revenue from the Multnomah Kennel Club and does not include any state funds.

Seven sub-committees have been formed for the 1993 Fair. They include:

1. Entertainment and Advertising
2. Open Class
3. 4H
4. Awards and Premiums
5. Promotion
6. Layout and Design
7. Sponsorship

Each of these groups meet separately and report at the weekly meeting of the Task Force or Steering Committee. Some actions taken by these committees are:

- . a point person was chosen to solicit sponsorship and other support,
- . an entertainment coordinator was appointed,
- . the budgets have been reviewed and will continue to be reviewed in detail, with special attention to 1993 expenses.
- . admission, parking and exhibit space prices have been set,

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- . possibilities have been defined,
- . and cost saving ideas are being investigated and some have been implemented.

An additional group has been officially formed as "Friends of the Multnomah County Fair". All those presently volunteering their time automatically become members. We are currently soliciting new members. The purpose of this group is to create eventual long term support for the Fair.

The Task Force is absolutely unified in its commitment to and belief in the 1993 Multnomah County Fair, and also to the continuance of the Multnomah County Fair.

This group of community volunteers has a deep interest in the benefits of the Fair to the community-at-large. It has representatives from the Grange, the 4H, Open class, Expo, County Government and other interested citizens. All of these organizations have a deep desire to increase the benefits to the community.

The emphasis, this year, is on real family education and entertainment. We may attract the public with a bit of glitz, but the underlying message is knowledge and familiarity with our county and region and awareness of the origin of those things that touch us in our every day life. We want to share a feeling of understanding concerning the rich spectrum of raw materials, labor and products that are found in our region.

The 1993 Multnomah County Fair is dedicated to Gladys McCoy who was always an avid supporter. The memory of her contributions will live on. Her photograph will be featured in the Fair's premium book, there will be a display showing photographs and other mementos from her administration and a plaque will be mounted at the Expo Center in her memory.

Big name (expensive) entertainment will not be a part of this year's Fair, not only for budget reasons, but to accomplish the more family oriented product we hope to deliver.

All Task Force members have submitted sponsorship possibilities that will be followed up by the Task Force members. The sponsorship appeal will be made by "Friends of the Multnomah County Fair". A brochure, "A Winning Tradition", for sponsors has been printed. In addition, a 20+ page sponsorship prospectus detailing all sponsorship opportunities, demographics, profile of the Fair and the sponsorship benefits has been prepared. Discount tickets for sponsors have also been produced.

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The following list of sponsorship opportunities for private companies provides an overview of the new Fair:

1. Main Entertainment Stage
2. Rodeo and Arena
3. Special Company Day Sponsors\*
4. Livestock Show
5. Community Stage
6. Advance Sale Admission\*
7. Advance Sale Carnival\*
8. 4H Horse Show
9. Petting Zoo
10. Hay and Castle Maze
11. Daily Parade\*
12. Special Events: OMSI Reptile Show, jugglers, bands
13. Childrens' Day\*
14. Directional Mapboards\*

\*These items may not be part of the Fair unless a specific sponsor can be found.

This is in addition to the livestock exhibits and shows, the carnival, food booths, exhibits, and all other open class judging. This year we are making a special appeal, through "Friends of the Multnomah County Fair" to industry and non profit organizations to exhibit what is happening in the region. Non-profits are given free booth space in many cases. Our "Community involvement" plan should include County Government. We would like the County to staff a booth that includes educational displays about County programs. In addition, we would like a County Commissioner in this booth part of each day. We are also inviting the Commissioners to act as Grand Marshals of our daily parades.

The creativity and ability of your appointed Task Force is evident in its scope of projects and its desire to hit the ground running. All members of this group plan to volunteer their time not only to help solicit sponsors but to also assist in the 1993 Fair.

The County Board of Commissioners should understand that this is a very time consuming and involved project and is a labor of love on behalf of the volunteers. A love of, not only, a specific special interest, but also, a love of the idea of what community based fairs give to the populace. A love of the remembrances of childhood, parenthood, and grand-parenthood. A love of the sense of community and even grace that can only be found in an atmosphere that is truly community involved. If this group felt that the county did not support an ongoing fair, it would not be here.

Future Fairs

The Task Force involvement in this Fair is excellent exposure for planning for future fairs. The vast majority of the Task Force members have years of experience. Some even have generations of experience with Fairs.

To be sure, each interested group has a slate to be fulfilled. There is sentiment that past and potential future issues must be place on the table for discussion. No one questions the good faith of the people involved, but there are questions about the ability of the process and the bureaucracy to even recognize inequities or things that simply are not working. Indeed, discussions in the near future are assured to be spirited but the goal of increased awareness, community education, and concern for things that touch us in our every day lives (especially for those in our region), and the abilities of our region are without question.

You, as County Commissioners, should look at this as a golden opportunity. This Fair is a marketing vehicle for Multnomah County and it offers an opportunity for a strong return on investment to its residents in quality and community character. Please keep in mind that virtually all community Fairs, in Oregon, with community involvement, make a financial profit. Consequently, we would like the commissioners to allow us to budget all available funds and guarantee a possible loss.

We do not expect a loss, but having to budget for an exact amount brings the spending ceiling lower than will allow the kind of success that is necessary. Profit from the 1993 Fair is a Task Force objective. We want this as seed money for 1994. Also, it is a point of pride for the group - we want to demonstrate this ability.

We also would like the commissioners to know that we continue to voice concern over indirect costs charged to the Fair and cash transfers that have been made over the years with Fair funds. The committee will be looking at this issue over the next few months and include a recommendation in the November report.

The Task Force looks forward to submitting a recommendation on future county fairs and a fair board by the October 31, 1993 deadline.

Respectfully Submitted,

The Multnomah County Task Force

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