

THE DEVELOPMENT OF AN AGRICULTURAL NON FAIR EVENT

Donna G. Woolam, Eastern States Exposition

WHY?

- ⊙ New revenue source
- ⊙ Fits the mission of most agricultural fairs
- ⊙ ESE – gets exhibitor's to the grounds



NEW REVENUE SOURCE

Current revenue sources:

- ⦿ Fair
- ⦿ Rentals
- ⦿ Grounds parking



FITTING THE MISSION OF AN AGRICULTURAL FAIR

- ⦿ Providing year round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.



GETS EXHIBITORS ON THE GROUNDS

- ⊙ We want people to think of coming to Eastern States Exposition as a positive experience
- ⊙ We want to encourage people to enjoy the grounds and have this relate to, perhaps, coming to the Fair.



PRODUCING OUR OWN EVENT

- ⊙ Extensive business planning
- ⊙ Finding a supportive partner
- ⊙ Developing the logistics
- ⊙ Agreeing on a desired outcome
- ⊙ Attracting industry support



WORKING WITH PARTNERS

- ⊙ Working with volunteers
- ⊙ Any and all decision making is a joint effort
- ⊙ Frustration



WHAT DID WE DECIDE

- ⊙ Moving forward
 - ⊙ Planning a Fiber Festival with New England Sheep and Wool Grower's Association
 - ⊙ Event date will be first weekend in November



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