

FAIR IMPRESSIONS*

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***A program for
Improving County Fairs***

***LANCASTER COUNTY FAIR,
NEBRASKA
AUGUST 3-7, 2005***

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Things you should know.....

***History:**

Fair Impressions was modeled after the First Impressions program developed in 1991 by Andy Lewis and James Schneider (Executive Director of The Grant County Economic Development Corporation, Madison, Wisconsin) to provide communities in Grant County Wisconsin with an unbiased evaluation of themselves as they might be viewed by a first time visitor. The First Impressions evaluation instrument has now been utilized by over 70 communities in the Midwest. By participating in the program, communities have been able to identify and respond to concerns identified by visitors to the community. In addition, First Impressions participants have learned from the successes and failures of other similar communities.

As a result of the First Impressions program, communities have sponsored hospitality seminars, improved community signing, sponsored "clean-up" efforts, developed informational brochures, developed building improvement loan programs, improved public infrastructures, and other community improvement programs.

Purpose:

To help a fair board/association learn about existing strengths and weaknesses of the fair as seen through the eyes of the first time visitor (To that particular fair).

The Report

This report is a compilation of "Impressions" from a team of three visitors from the fair. One visitor had never been to the Lancaster County Fair before, another visitor had been to the fair – but only at the State Fairgrounds site and the third visitor is more familiar with the fair.

In the report, you will see that the questions we were to answer are printed in **red**. Impressions are then recorded below the question/statement:

- **First person – typed in bolded black.**
- **Second visitor – recorded in blue print**
- **Third impression in a different black font**

As you approach the fair community.....

I. What was my perception before visiting? What did I expect?:

- **That the fair would be much bigger than the rural ones I am used to. I expected a lot of activity – and found that to be true when I got back into the 4-H barns. There were multiple shows/events going on -- two horse type shows and other animal shows. Even outside in the courtroom area, there was BB gun shooting and food stands. In another building there was the dog show.**
- **I checked out the Website before hand. I would have liked driving directions – possibly from Interstate 80 – Where is Havelock Avenue? – maybe a visual map with at star on it to show the location of the Lancaster Event Center so we know which part of Lincoln it can be found in.**
- **I saw TV advertisements and they gave the 84th and Havelock address – but for**

someone coming out of town – who is unfamiliar with where it is – the TV ads do not tell me which part of town it was located in.

- Lancaster County is one of the larger populated counties in Nebraska but I didn't expect a carnival. The last time I visited the fair on the State Fair grounds there was not a carnival or any real attractions.
- Living only 25 miles away from Lincoln I had no problem finding the fairgrounds but if I put myself in the eyes of a person from western Nebraska I don't believe there are a lot of good signs pointing me to the Lancaster county fair.
- I was surprised at the commercial and 4-H exhibit area. At 10:30 a.m. there were a lot of people walking around. There were plenty of food stands and the signage on the front definitely showed you where the main entrance was.
- Before I got there I really wondered what we had to do. I believed that the fair would be well attended and be well organized. I found that to be true.

II. The "five minute" impression:

Drive by the fairground without entering. As you exit the community, pull over to the side of the road and write down what you felt about the fair with only this quick look. Do this in silence, don't talk with the others in your group for this part.

- Nice looking buildings – attractive....white buildings with green roof. Lot's of space, the meadow/prairie was nicely mowed. Nice to see carnival near the road/drive way. I would think it would be very attractive at night with the carnival lights on and rides going. I would think that would be a big attraction for families.
- Lighted sign was attractive – it had the listing of all the events. Maybe the events that were over with – could be removed...and just current events be displayed....maybe it would be possible to have the sign have an “automatic” delete. When the activity is over, that announcement goes away.
- Nice pavement – good parking for day-time events.
- When entering the buildings – great lighting.....easy to see displays.
- In comparison with other fairs I've seen, I thought there might be more “landscaping”. Even potted plants placed around front doors, building corners – that could be donated or supplied by landscaping businesses. The only flowers I saw were in front of an implement (?) company.
- Looks like a fair going on. Excellent parking facility and easy to get from one building to another.
- Noticed that even at 11:00 a.m. on a Friday morning there was a back up of traffic trying to turn south onto the fairgrounds
- I was amazed at how many people were in attendance at that

time of the morning (11:00 A.M.) I noted that the parking was very good and easily accessible. I particularly noticed all the livestock trailers parked on the northeast corner of the grounds. I noticed they all had a lot of room to park which is good.

II. Driving...evaluate EACH entrance:

Go about 1/2 - 1 mile out each road which provides access to the fairgrounds. List each road (61 North, etc.) and list positive and negatives for each entrance.

- 84th street. There was a lot of 84th Street traffic and no stop light(s). I would highly recommend working to get a stop light at the corner of Havelock and 84th Street.
- 84th street which runs north and south has a lot of traffic. Cross traffic is still a problem getting out of the fair grounds and the corner of 84th and Havelock can be dangerous. It needs traffic lights on 84th & Havelock Ave... The east entrance off Havelock Ave to the fair grounds was OK.

Billboards/advertising –

- I didn't see billboards – didn't take time to look downtown. Great TV ads and news clips of events held at the fair.
- Digital sign was outdated still promoting the program from the night before. Need to get these signs changed immediately.
- I believe the large sign could have better lettering so that it could be read easier when you are driving. I go that way a lot and it seems like I only get part of it read because it changes before I get done. The sign is good but the timing could be improved

a. Directional Signing to Fairgrounds --

- Limited. I would have liked to see signage on the outside of the building that would tell me more. Pavilion 1 and 2 – doesn't tell a new visitor very much. Possibly temporary vinyl banners would be helpful above the doorways. It would have been very helpful to have the maps that are printed within the Fair Book and on the "Schedule" found on the wall near the front door. I didn't see a map.
- Need to have this at each entrance, it would even be great to have signage or a kiosk in each building that shows where you are and a listing of contents of each building in large removable banners.

c. Is the fairgrounds site signed (i.e. "Grant County Fairgrounds"). Is the sign lit for night time viewing?

- Very good signage at the road – easy to see as you drive up.
- One great sign on grounds but didn't notice any along any streets or roads.

- Yes it is. If you are looking for it you can't miss it.
- b. How well is the traffic flow controlled? Could you easily identify the appropriate entrances? Are there any safety concerns?**
 - There wasn't a need for traffic control early in the a.m. – don't know at night during more heavily attended events.
 - The traffic island at the south entrance is OK if you are going in. Coming out it can be a problem. As I said earlier, they need to put a traffic light at 84th and Havelock and perhaps only let traffic in to the grounds off 84th and then make the people exit on to Havelock Avenue and proceed to 84th street. With a light at that intersection it would work out well.

IV. Parking:

a. Is there an adequate amount of space provided for parking?

- Adequate parking for daytime.
- Easy to find parking after entering with signs on buildings helping me figure out where to park. At noon there was plenty of parking however, in my visit with fairboard members, it sounds like there isn't enough parking for the evenings as fairgoers attend shows and other activities.
- There is ample parking at the present. What the future will be is unknown. If the fair continues to build in participation this may be a problem that will have to be addressed later.

b. Is there adequate support staff to assist with parking and maintain traffic flow?

- Didn't need it during the day. Do not know about evening events.
- Didn't see any support staff at 11:15 a.m. but not needed then. Are there parking volunteers for the evening?
- Support staff for parking was not evident at the time I attended. I have been at other functions and they had parking attendants at that time.

c. Is the parking in close proximity to the fair activities or is alternative transportation provided between the parking area and the fairgrounds?

- Parking was plentiful during the daytime...Didn't know about shuttles for busier evenings.
- Parking is very close with ease at finding the facilities.

- Shuttles would be a good idea when the crowds get bigger. It is very difficult for the elderly and handicapped to walk a long distance. It should be considered in the future.

c. Are parking provisions being made for the elderly and disabled?

- Yes – west of the front door area....some places reserved.
- Some near buildings. Pretty good facilities. Didn't see any shuttle buses. There are handicap parking spots right close to the main building.
- I do not know if provisions are being made for the elderly and handicapped. This must be addressed in the future.

e. Is there a parking fee and did you find it to be reasonable?

- No fees during the daytime
- No parking fees.

V. Information / Assistance:

a. Is the Information area/fair office visible and easy to find?

- Had a hard time knowing which building to go to when I first drove up. Was the building named? Was there a sign outside? I did not see an information booth at the entrance of the building.....there was someone sitting at the 4-H information booth in the 4-H section....it might be helpful to see one at the front door.
- Need for directional signage.
- There was a 4-H Office banner on that building... maybe would liked to have seen more University presence
- I didn't easily find it but after a couple trips down the building I discovered where the Fair office. Would be helpful to have a clearer description of the office such as Fair Information, Keep door closed, Post a sign outside main entrance to each building.
- The main information office inside the building could have a better sign. It would be difficult for a newcomer to find the fair office. A sign that hangs out from the door would be good and it could be removed when it wasn't needed.

b. Is the staff at the information area/fair office as well as the agents and superintendents helpful, and friendly?

- Office was clearly marked....staff very friendly. Did not see hours listed.
- Yes, they were very friendly. I asked a volunteer staffer in 4-H area where to find a person and they hadn't seen the person yet today, and they didn't know what I was doing there?
- The staff was very friendly and helpful. They went to a

great length to get me to the right spot for this survey. However, they need to be informed of any special activities such as this so they can give the correct information.

- I believe the fair office is adequately staffed and the hours are OK.

c. Other points related to fair office (hours, appearance, locations, was it easy to find?, etc.)

- Very nice offices within the “office” area. Very attractive and large enough for small meetings. Fairboard very cordial during lunch.
- Only found small posters showing small events. No major signage as to what the contents were in each building. This is where a “You are here” kiosk might be helpful in 6-10 areas of the fair.
- No office hours posted but very clean. I could look down the hall and see food court.

V. Information / Assistance (continued):

d. Is there a public address system that is used to publicize activities and announcements (and can you understand it/hear it)?

- I did not hear a public address system in the first building (where the office is located). In the 4-H areas, however, there were good speaker systems – and the various “shows” had good systems for the audience of the shower. As I walked between shows – I could hear that there were other speaker systems being used, but it was NOT distracting from the actual show I was standing near. This seemed to be working out well. As I left the second building – into a courtyard area with food – you could hear the public address system – but was not sure what “event-show” that the announcements were coming from.
- Didn’t hear one in the commercial/4-H static exhibit building but did see several sound systems being used with other parts of the fair. Probably not a reason in the short time I visited the facility
- Yes they have a system. As usual it is difficult to hear if you have a hearing problem such as I have. It seems they are either too loud or not loud enough. I do not know the answer to this problem. For the majority of the people it is OK.

e. Are fair superintendents, board members, judges and other volunteers identified in a visible manner (i.e. shirts, hat, or button identifying them)?

- Fairboard members were identified with pins and some in green shirts...which is an honor – and good to be able to find them.



- NOT all University staff were wearing nametags or wearing NU shirts to be identified.
- The people handling the fair all seemed to be noticeable. Especially the fair board members and Extension Staff. The green and red shirts work well.

f. Are there any directional maps ("you are here") or informational booths which provide a map and directions for the various buildings and activities?

- I did not see any. It would be very helpful to have kiosks available to help with directions, or maybe a "star" placed on a map on the wall to tell you where you are located according to the site map.
- Didn't hear one in the commercial/4-H static exhibit building but did see several sound systems being used with other parts of the fair. Probably not a reason in the short time I visited the facility
- This is difficult to answer. I feel they should have maps hanging on the wall at the point of entrance which would identify where you are at the time and then a diagram of how to get to the other buildings. If you are like me, I just keep going and look at everything I come to. If you were looking for a particular event then it needs to be highlighted some way.
- The rest rooms have signs but not that project out from the wall. If you are on the other side of the room or arena you can see the sign but if you are on the same side you can be standing next to the rest room and can't see the sign. I guess I feel the rest rooms need to be more noticeable.

g. Is a program published and distributed at the fair listing events, judging times, locations and a map of the fairgrounds?

- Nice large colored schedule of events – located at several sites on fairgrounds....seemed to be very complete for each day's events. A map of the fairgrounds was available on the back of that publication. Included first aid station, concession stands etc.
- The large Fair Book seemed very complete – with Open Class entry forms included. 4-H, FFA and Open Class were included – including show schedules. At a glance – they seemed to be complete.
- Yes, a very colorful program that does list judging events, fun activities, etc.
- The handout for the fair was well thought out. After I

reviewed it everything was a lot clearer. If was a good fair book or handout.

h. Is the fair office well staffed (Or is there a long wait for help)?

- Both the Fair Office and the 4-H office had staff in them...and willing to help answer questions.
- Yes, there were two women behind desks doing most of the work and taking the phone calls. Didn't notice any name tags to identify the people though. They were very courteous. There were no waits at this time of day.

i. Is there directional signing on the grounds (i.e. which way for the nearest rest room)?

- It would have been very helpful to have maps – maybe kiosks or maps painted on walls, bulletin boards etc.. There was signage for restrooms – and some arrows painted on some walls.
- No, there isn't much directional signing for rest rooms (but are quite visible), food court, livestock species, etc. That could be much better for first timers to actually find what and where they are wanting to go.

VI. Buildings - Are the exhibit halls and show areas functional (i.e. do they serve the purpose for which they were intended? Comment on the quality of the acoustics / sound system, and seating):

Commercial area:

- Well lighted. As a visitor – it seemed that there was good walkway space. Booths arranged nicely.
- Commercial area: Good lighting in the commercial area with plenty of floor space, especially in youth areas. Talked to one first time exhibitor who was happy with the contacts made with fair visitors in the commercial area.
- I believe the commercial area could be bigger if the room was available. However, it is a county fair and not for the commercial vendors

Educational Exhibits area:

OPEN CLASS:

- I would have liked to see some of the “department” signage up a little higher on the way – the Textiles one was up high and could be read from a long distance away....
- Open class exhibits were much smaller than expected for a large city but nice display of items.
- I did not notice the educational exhibits. I must have missed them

4-H EXHIBITS:

- Nice to see “information” table with person available to answer question.

- Loved the large green and white checked table cloths – very attractive beneath exhibits
- Tables covered in either green banquet table cloths – or white paper – very attractive



- 4-H exhibits were displayed well. In the static area, it was nice to see round tables covered in cloth and set “out” from long tables....Very attractive.
- Loved the rope lighting in the photography exhibit area



- The white lattice was very attractive. It may be helpful to have some “decoration” at the top of the lattice – there was a lot of white space....possibly grape vines, drapes, decorations etc. Suggestions are included in the photographs (such as from York county). Maybe even green 4-H clovers in places would have helped identify the sections
- Very nice gray/granite and glass display for small items....attractive and exhibits can be seen from both sides.
- 4-H Food Concession stand – had vinyl sign covering beer signage....sends a message of “values” accepted by many 4-H families.
- Cattle/dairy panels – nice and white....not rusty looking
- Great carpet in dog show area. Great expandable fences around and dividing dog arena.
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- Good signage about hand washing and safety in Petting Zoo area.



Livestock Barns:

- Seemed to be well organized – and full
- Loved to see the neatly cleaned sawdust under the rabbit cages
- Loved the corner gathering places for each club in the horse barns....decorated nicely. I could see that clubs take pride in decorating their section of horse stalls. ...some nice Christmas type lighting at the top.



- Animal wash rooms were very clean. Liked to see the faucets up high – which is a safety concern....saw young 4-Her having to reach very high to turn on faucet....but this is probably a good safety concept.



- Seemed to be arranged well.
- Wondered about security at night....saw that the poultry and rabbit cages are not locked. In another county – in past experience, I've seen animals taken from cages.....Just wondering.
- Loved seeing most of the extension cords up high – up and over cages, rather than on the ground or where children could get to them. Great to have electricity coming from above....however, the orange cord going to the show ring was on the ground. Wondered about safety issue.
- Horse barn was fairly clean, somewhat free of dust even though the horse show was going on. Restrooms were available and clean as can be expected in a livestock area. Not too musty smelling. Sure could use some directional signs so you knew where to go from the horse area to find the cattle or the hogs or the poultry or the 4-H Static exhibits.
- The livestock barns are real good. They seem to have enough room and plenty of places to work on the livestock. It was all well arranged.

Youth/Adult Projects area:

- The aisles were clean in most areas.....well taken care of by clubs. A few horse aisles were messy.
- Washrooms and cattle wash areas – cleaned up
- Very neat and organized and helpers did have nametags on. It was nice to have someone manning the information booth to help find out what 4-H events were going on today. Plenty of room for exhibits. Was expecting more.



Tents:

- Really didn't see much in tents. Although not in a tent, I was glad to see that the trailer for the BB gun shooting was well thought out for safety issues. The adults there, had on protective glasses, and youth were careful around the guns.
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- Only one tent hidden way back behind the big buildings and the carnival.

b. Appearance of the buildings on the grounds...are they well maintained?

- Most places were well maintained. Front lobby a little dirty --- but there were a lot of people meandering through. Restrooms were clean.
- You can tell the buildings are quite new and are well maintained. As I drove in though I did notice that the trimming of weeds and grass around posts and signs could have been done to make the whole place look even more attractive.
- The buildings all look real good and well maintained. The maintenance crew does a very good job of cleaning up and keeping things in order

c. Are the buildings signed to identify their purpose (i.e. sheep barn)?

- Better signage would be helpful A real lack of it
- No, the buildings are not signed very well. This would be an important thing to do. Maybe even a few small kiosks located strategically that would point out where you are and identify where the cattle, horses, commercial, style review etc are to be located. Exterior signs on the buildings such as temporary banners could help visitors identify which building to enter to see hogs and sheep or commercial exhibits.
- The buildings to the south are hidden well. I had no idea there were even things happening back there until our team leader took us there. Somehow the labeling of the buildings could be clearer.
- The buildings need to have better signage. We couldn't find the cattle, (dairy in particular) until we asked one of the participants.

Fair Entries:

a. Number of entries and the number and variety of departments

- Good number of animal entries
- Static exhibits – looks like they are becoming more limited – as with other counties too
- Nicely arranged into various departments



- In visiting with one person I learned that exhibits were up in home environment and clothing this year but many of the other 4-H exhibit areas were lower, possibly due to the heat, etc.

There are a lot of department exhibits, maybe more promotion of this opportunity could be done.

- I have no idea how many entries they had but it was a lot. It seemed like all the departments were covered and in good shape.

b. Quality of the displays. Were special award winning projects prominently displayed? Are the exhibit areas full?

- There were some exhibits that I saw – but would have liked to see signs explaining what the exhibits were – for example in Open Class -- there were potatoes in brown boxes. It looked very interesting....and as a visitor, I was wondering what that was all about. Also, next to the wall in the Open Class area -- were “scarecrows” or something. A printed sign next to the display would have been helpful in describing what I was seeing. It looked like it might be a fun exhibit to enter.



- In 4-H special recognition was easy to identify. There was also plenty of room for expansion.
- All special award winners were well displayed and the ribbons were very evident.

c. Judging

1. The type of judging used (conference vs. standard)

- Did not see static exhibit judging – but animal judging seem to be running smoothly from a visitor standpoint. Good use of microphones...and calling in entries into the show ring. Good to be able to hear Judges comments.
- Both types of judging were used in the 4-H area but just placing of products in open class. A comment I heard is that interview judging lasted a long time and one family wasn't sure that it made a difference on the placing if they interview judged.
- I did not witness any of the judging so I cannot say whether it was good or bad.

2. Speed in which the judging took place.

- Horse show, dairy, rabbit etc....the judges seemed to take enough time to be thorough
- Again, interview judging takes a long time. Home Environment took from 8-5 for 3 judges.

3. Is anyone explaining what is being done between classes?

- I did not hear explanations...but we may not have been there long enough.
- At the horse show there was very little announcing but at the hog show they were just selecting the champions and they were recognizing sponsors and 4-He'rs. The judge was very good in re-enforcing the hard work the kids and their families do for the 4-H program.

VIII. Entertainment:

**a. Quality of the entertainment (Does it match what the local market could support?)
Was there a reasonable admission charge?**

- I did not see evening entertainment, but did enjoy seeing a variety of activities on the fairgrounds in addition to exhibits.



- I was unable to attend any of these functions. I did note that the midway is getting bigger and better each year and the location is just great. It is noticeable from 84th Street and easy to get to.
- I didn't attend any of the entertainment but there was a variety of entertainment to attract pretty much all ages to come to the fair.

b. Diversity (Does the entertainment appeal to various age groups and interests?)

- We did not hear/see entertainment, but from advertising and signage at the front gate, it looked like a diverse offering of entertainment.
- Yes it did.

VIII. Entertainment (continued):

c. Facilities for entertainment (seating, stage, sound system, rain, accommodations, track conditions, signs promoting event sponsorship, etc.)

- NA
- At a county fair there are lots of things happening at the same time and people happen onto them and watch for a while and go on unless it is the big billed entertainment. Not being there when this was taking place I have no response.

d. The midway (Condition and variety of rides, comment on employees)

- Good to see the midway near the road. It was empty at that time of the morning....but looked fairly clean
- The midway was not in operation at the time but it was located where passers by on 84th

street could see some activity taking place and I'm sure it helped pull some young families to the fair. Looked like it was arranged well.

IX. Food Service:

a. Cleanliness of food booths/areas

- The concession stand looked clean
- I was happy to see the 4-H Concession stand – youngsters were wearing plastic gloves....I didn't notice in other stand
- I noticed that everyone serving or working with food had gloves on, which was good as long as they changed them once in a while. There were several food stands so you could always find something to eat. It was hard to find the out who the sponsor of the food stand was, however, after looking up very high in the ceiling I was able to identify the 4-H food booth if I wanted to support that particular organization.
- I did not take time to eat. The areas looked clean. They seemed to have a good crowd on hand. I did note that Beer Signs were very noticeable by the food courts. I have no objection to beer being sold as long as it is controlled. I do feel activities should have signs as evident as the beer signs. I am not sure beer is needed at a County Fair.

b. Seating areas

- Plenty of good seating at the concession stand at the far end of the room...good seating at round tables both inside the Pavilion...and in the hallway of the Horse arena.
- Not much seating area, fine for the morning but in the evening I thing seating around food areas would be quite scarce.

c. Variety of food available

- Good variety of "fair time" foods
- There was a good variety of foods by various vendors. I was surprised that the food stand by the 4-H exhibits and horse arena was selling alcohol while those events were going on.

d. Quality of the food (any unique foods or foods produced locally?)

- Did not have the opportunity to ask.
- I sampled some food and it was good. By the way, that was a fantastic lunch with the fairboard. Excellent.

X. Fair Book:

a. Was it well organized and easy to read?

- Yes – very inclusive and organized well.
- Was able to find everything and it's times except for local entertainment but I did finally find that too. It is an attractive booklet with color and pictures. Makes you want to pick it up and look at it.
- If I wanted to enter something in open class, I had a hard time finding out what the entry fee would be. Didn't see it on the entry form.

X. Fair Book (continued):

b. Does advertising make the book difficult to read (And is the advertising appropriate for the audience...i.e. a large quantity of beer advertising at a Youth Fair)

- I do not see ads. Nice thank you inside the front cover to “Partners” and nice listing or organizations/businesses who present events.
- No, advertising doesn’t make it difficult in this one. Do advertisers get enough billing?

XI. Other stuff.....:

a. Public restrooms (ease in finding, condition, handicapped accessible, maintained, diaper changing areas, etc.)

- Most restrooms I saw were clean
- Signs are visible but no directional signs. Most of the facility is handicap accessible and seating area around arenas can also be accessed. The only major difficulty I saw was moving wheel chairs through the dirt around the horse arena as it is worked up pretty loose and that is the only major way to get to the other barns. That area is the major passage way to the other buildings and when horse classes are lining up you can’t get through safely.
- Rest rooms need better signage.

b. Payphones (working, phone book intact, etc.)

- I did not see payphone
- Did see a few. With cell phones today, the need is less.
- I didn’t see any pay phones. I believe they are by the main entrance. However in this day, Cell phones are in use and not many people use pay phones.

c. Water fountains, benches (rest areas), etc. Are any of these amenities sponsored by businesses or civic groups?

- I think it would be very appropriate to include more seating. The day I visited, there were a lot of wheel chaired folks visiting. I think more seating would be good. Many folks were standing outside the front doors.
- There are just a few water fountains but there are quite a few benches located in various locations to sit and rest. Many are sponsored by organizations which is cool.

d. Lighting of grounds for safety and visibility

- Very good lighting....in all building. Made it easy to see exhibits etc.
- The indoor facilities were lighted quite well and there are lots of light poles outside so I’m assuming that the lighting is sufficient and safe.

e. Safety Concerns. Are the first aid stations and law enforcement easy to find?

- I did not see first aid stations, but they are listed in the Fairbook . I only saw one person I would have considered law enforcement....however, more may be in attendance during evening busy hours.
- Didn’t see any first aid stations or signs pointing to first aid. This will be very important to implement, even if the signs and arrows only point to one or two locations. With as many people and animals around, this really must be considered.
- I did not notice any first aid stations. I suppose they are there but I didn’t see them. I also didn’t notice any

Law Enforcement people. I know they are there but they could be more visible.

f. Availability of showers for carnival personnel and exhibitors.

- I did not notice any first aid stations. I suppose they are there but I didn't see them. I also didn't notice any Law Enforcement people. I know they are there but they could be more visible.
- I did notice they have showers in the barns for the people in attendance. The number is questionable. I don't know how you can project the need.

g. Costs (Entrance fees, rides, food, etc.) Did the prices reflect the value of the product that you received?

- Free – great for the price
- No entrance fees to the grounds which is attractive. Food prices are quite high but I see that has to be to make it worth the while of vendors to set up and sell for short periods of time. Don't know about carnival actual costs.
- You can't get into any other fair for the price you pay here. It is nice to have a free fair. but in the future it must be consider to charge by the car or some other method to cover the costs of parking.

XI. Other stuff (continued).....:

h. Were there any unique educational or commercial exhibits?

- None that really stood out.

i. Was there any recognition of donations or sponsorship?

- Good signage of sponsors on the walls of the horse arena
- Listing of them in fair book
- I did not see any real unique exhibits or any recognition of donations or sponsorship. I did not see anything that could be considered offensive but that is a personal thing with some people.

j. Was there any merchandise or prizes offered at the fair that would be considered offensive to the average fair participant?

- Yes, lots of donations for awards and trophies as well as banners indicating sponsorship of events. One local radio station plays a large role in getting the word out. I did here many promotions of the fair a week prior to and also live programming from the fair. This is one of the best investments. What other means can be used?

- Only thing was the alcohol served to adults during the youth livestock events.

WRAP UP:

A. Using your "senses"...

1. What does the fair TASTE like? (Specialty bakery/local product, etc.)

- Great lunch provided by Fair Board. Thank you
- Nothing really spectacular
- Fairs always taste good.

2. What does the fair SMELL like:

- Horse show – dust and aroma in the air
- Smell of animals, pizza,
- It smells like a county fair should smell. The food and livestock are common smells.

3. What SOUNDS did you hear?

- Youth competition
- Families having fun
- Lots of noise in animal barns, lots of laughter
- The sounds you hear are sounds of people enjoying themselves. Especially the children.

4. What did the fair feel like (emotional response, i.e. cold/warm, crowded/ deserted, inviting, etc., or physical response, poorly maintained, muddy, too small)

- New
- Great exhibit halls – great lighting
- Plenty of space – areas spread out – lots of walking -- yet filled with exhibits
- Lots of activity – nice to see many handicapped people visiting the fair in the morning
- For the time of day we were there it seemed very inviting with lots of stuff happening, lots of people around including exhibitors in the livestock area but in the commercial and static areas there were many more visitors than I expected for a Friday morning.
- I believe this fair was better than in the past and they will continue to get better in the future. The Lancaster County Fair is much difference than other fairs because the majority of the participants are non farmers but rather those who live in the city or on acreages.

B. List the 5 most positive things you observed about the fair:

1. Great new buildings – great lighting – lots of space
2. Multitude of activities going on – in one area I saw 2 horse shows, dairy show, hog show, rabbit show, and then walked outside to shooting sports competition and dog show in another building. Great to see preschools in 4-H office building early in a.m. Clown near concession stand – having fun with both young and old. Fair

office staff and 4-H office staff seemed to be calm....no crisis to handle.

3. From the outside, the fair seemed to be well organized.
4. Folks having fun...people were friendly when asked questions.
5. Attractive way the exhibits were displayed

1. The sign along 84th Street

2. The parking lots being paved

3. The indoor connectiveness of the buildings

4. Lots of banners showing sponsorship

5. Aroma of food

(1). The people

(2) The exhibits

(3) The Food courts

(4) The quality of the exhibits.

(5) The arrangements of the activities.

C. Describe ONE idea that you will steal for use in your own fair and describe how you will start to implement it within the next 72 hours:

- Some of the 4-H exhibit displays – round tables covered in banquet cloths and bridged to long



tables for attractive display (clothing area).

- If my fair had the room – the corner gathering places for horse exhibitors....loved the decorated horse stalls.



- I don't know what I would steal. I suppose it would be that

the fair is free and I would dismantle all the ticket booths.

D. What will you remember most about this fair six months from now:

- Due to the size, the multitude of events/competition going on at the same time
- The indoor connectiveness of the facilities and the coolness.
- I will remember most of what I witnessed. It seems like most people remember all the bad things. I remember the happy things.

E. Other comments (that just didn't seem to fit anywhere else!)

- Although I loved the green/white large checked table cloths to cover display tables, and the green banquet table cloths -- I would have liked to see a little more "4-H presence" in the static area. Maybe some large "clovers" displayed. Tops of lattice could be decorated a little more.
- I really believe the petting Zoo must be kept up. It gives the city children something to remember.