

STAFF REPORT

FOR: January 8, 2025, Board of Commissioners Meeting
TO: Fair Board Members, Board of Commissioners
SUBJECT: 2025 Lincoln County Fair Planning Report

QUESTION

Should the Board approve actions of securing venues for events across the county for the 2025 Lincoln County Fair (July 3, 4 & 5).

RECOMMENDATION

Accept and File

FISCAL IMPACTS

The 2025 Fair will be supported by the fiscal support in excess of \$35,000 received by the federal/state government due to the closure during COVID 19 written by County staff. It will also be supported through sponsorships, revenue from either ticket sales or vendor fees. The budget is forecasted to be of similar size as the traditional budget of the annual fairs of \$70,000 to \$75,000.

BACKGROUND

Due to the closure of the Commons for construction, the 2025 Lincoln County Fair is exploring a variety of locations for the following events.

- Food Vendors
- Open Class Space
- Music Venue
- Kid's Zone
- Pet Parade and Animal Tricks
- Car Show(s)
- Rough Stock Rodeo
- Rotary Dolphin Drop
- 4-H Exhibits

Explanation of the events is identified below

- Food Vendors—The Fair hosts roughly 10-15 food vendors annually. Food vendors can be mobile units (such as food trucks) or pop-up units that operate out of 10x10, 10x20 or 10x30 tented spaces. Food Vendors are typically arranged in a food court setting and a variety of different cuisines, plus the traditional “fair food” (elephant ears, corn dogs, ice cream, etc.) are

served. The venue provides power (110V and 220V), water hook-ups and gray water tanks for each vendor. Food vendors pay a space fee plus pay 15% of their revenue back to the Fair. Vendor space fee is the primary revenue for the fair event and typically nets over \$10,000 annually.

- Commercial Vendors—This is a traditional component of the Fair. It is comprised of both profit, non-profit, service clubs and organizations. On average, there are 40-60 commercial vendors participating annually. Each commercial vendor is charged a booth fee ranging from \$75 to \$450, which provides approximately \$5,000 in revenue for the Fair event. Booths range from 10x10 up to 10x30. Vendors provide opportunities for fair goers to learn about Lincoln County via the nonprofit patrons as well as providing local residents, as commercial vendors, the opportunity to earn income during the fair. The Fair provides power, pipe and drape, and internet (when available) to each vendor as required.
- Open Class space—Open Class is a traditional component of the Fair. It is comprised of Lincoln County residents who bring their arts, crafts, canning, baked goods, etc. to be displayed and judged as part of the Fair event. Open Class is a part of every county fair in the state. Residents have in-take days where everything is checked in by volunteers. Once all of the exhibits are received, the Fair hires judges to place the items (1st, 2nd, 3rd, etc.) based on their classification. Champion and special awards are also given by the Judge's discretion to the exhibitors. Each exhibit is then carefully displayed for the entirety of the Fair event.
- Music —the Lincoln County Fair has a long-standing tradition of continual live music on stage, throughout the three-day event. Typically, local musicians and bands are hired with a main headliner playing Friday and Saturday evening. The Fair also provides free strolling performers (magicians, stilt walkers, family friendly comedian acts) to entice more families to come and enjoy the event. The strolling acts are incorporated into the entertainment budget. The cost for entertainment, including sound, is \$20,000 annually.
- Kid's Zone—Due to the limited number of carnival providers in the PNW, the Fair has in lieu set up a "Kid's Zone" as part of the Fair event. Over the years the Kid's Zone has been comprised of Bouncy Houses, Ziplines, Stunt Jumps, Camel rides, mechanical bulls, etc. These are paid attractions for families to enjoy in place of a carnival.
- Incorporation of City Fireworks displays—Discussion of incorporation of Fair events elongating the day with fireworks displays in Waldport, July 3rd, Newport, July 4th, and drone light display in Lincoln City, July 4th.
- A Pet Parade and Fun Animal Tricks Event—This would be a new event for the Fair. However, in an era of a new animal shelter opening in summer/fall 2025, it provides the opportunity to highlight Lincoln County's furry friends
- Car show(s)—Is an exhibition of automobiles considered to be classics due to their histories, age, and other factors. A show would provide attendees with the opportunity to view automotive history featuring automobiles that may date to the earliest days of motorized transportation or highlight a specific type of vehicle. This could include antique or vintage car show, muscle cars, or a specific brand. For example, the Cascades Region of the Porsche Club of

America, presented an event summer 2024 in Lincoln City. The Newport -based Bay City Cruisers is a non-profit that presents events in the county such as “Cars at the Coast.”. A car show would be a new event for the Fair.

- Rough Stock Rodeo—In 2019 Lincoln County Fair brought back a full NPRA sanctioned rodeo event. The Rodeo is comprised of several events including bull riding, bareback, barrel racing, and other events showcasing the talents of local cowboys and cowgirls. The Rodeo costs \$40,000 to operate, but creates \$50,000 in sponsorship and ticket revenue. This helps offset the cost of other Fair operations that are not covered by Fair sponsors and vendor revenue. Due to the redevelopment, the Rodeo Committee is exploring downsizing the traditional Rodeo event to a one-day ‘Rough Stock Rodeo.’ A Rough Stock Rodeo operates with a smaller footprint with fewer events. With the approval of NPRA, Lincoln County could utilize the same Rodeo Vendor, Howell Rodeo, and still have an NPRA-sanctioned event.
- Rotary Dolphin Drop—Newport Rotary operates a Dolphin Drop fundraiser annually and uses the Commons for the finale event of the Fair. Typically, a helicopter (or crane) drops thousands of dolphins onto a bullseye in the Rodeo arena. Newport Rotary organizes the event and works with the Fair Manager on space requirements.
- 4-H Exhibits, Judging and Market Auction—The County Fair is the pinnacle event for all 4-H families throughout the nation. Lincoln County Fair provides space for both 4-H Animal Exhibits as well as 4-H Static Exhibits (similar to Open Class). 4-H youth display the projects they have been working on through the entirety of the year. The Animal Barn is one of the biggest draws of the Lincoln County Fair annually and provides opportunities for both the public and 4-H youth to interact during the Fair event.

DISCUSSION

To explain to sponsors, vendors, and various operating entities such as rodeo, beverage service to Rotary and entities that previously participated in the Fair, individual letters have been sent explaining that the 2025 Fair will look much different from previous years. See examples of letters in Attachments A, B, & C.

The differences identified in the letters will be the location of events across the county. To identify potential locations, the use of a “Location Venue Matrix,” has been formulated to help frame the criteria for locating specific events across the county. Within the content of the selection of venues, locations will be based on a variety of criterion. For example, the criterion includes ADA accessibility, facilities support such as restrooms, solid waste (refuse) parking, security, other amenities, and costs to use. Certainly, other amenities, not included above can be incorporated to select a site. The matrix will be used in making a decision for the locations for the events. See Attachment F.

It should be noted that it is possible that one or more of the Fair events could be located at a venue.

It is hoped to have all of the necessary locations identified and selected no later than April 30, 2025. This will provide sufficient time to advertise location and times of events.

Additionally, the redevelopment of the Commons provides an opportunity for the Fair to enhance its position across the county. The departure from a centralized location may increase overall attendance

and enhance the Fair and its future upon the redevelopment of the Commons by decentralization of events presented in other locations during its redevelopment.

POLICY IMPLICATIONS

Adapt to the environment of presenting the Fair without the use of the Commons due to its redevelopment.

ATTACHMENTS

- A. Example letter to Sponsors
- B. Example letter to Vendors
- C. Example letter to Operators
- D. Location Venue Matrix



The NEW Lincoln County Fair

Held at the Lincoln County Commons in Newport

Mail: 1211 SE Bay Blvd, Newport, OR 97365

Phone: 541-648-6818

www.TheLincolnCountyFair.com

December 19, 2024

Sponsor Contact Name
Sponsor Company Name
Sponsor Address
Sponsor City, State, ZIP

Dear Sponsor Name:

It is my pleasure to inform you that the Lincoln County Fair in 2025 (July 3, 4 & 5) will look very different from previous years.

The County is in the midst redeveloping the property (see attachment) While we welcome the future development, we will be exploring a variety of venues across the county to present the 2025 Fair.

We ask for the opportunity to discuss with you the different options and possibilities to continue your sponsorship for 2025 and in the future.

We will contact your office to schedule an appointment to discuss these ventures in more detail.

In the meantime, should you have any questions, please contact me.

Respectfully,

Heather Tower
Fair Manager



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December 19, 2024

Vendor Contact Name
Vendor Organization Name
Vendor Address
Vendor City, State, ZIP

Dear Vendor Name:

It is my pleasure to inform you that the Lincoln County Fair in 2025 (July 3,4 & 5) will look very different from previous years.

The County is in the midst of redeveloping the property (see attachment). While we welcome the future development, we will be exploring a variety of venues across the county to present the 2025 Fair.

Details related to opportunities for vendor space will be forwarded to you by March 2025.

While the Fair will be located in temporary location, the Lincoln County Fair will continue to grow its base of attendees and continue sponsorships for making this a great event.

We will provide updates on all thing Lincoln County Fair 2025. Until then should you have any questions, please contact me.

Regards,

Heather Tower
Fair Manager



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December 19, 2024

Operator Name
Operator Company Name
Operator Address
Operator City, State, ZIP

Dear Operator Name:

The purpose of this letter is to inform you that the Lincoln County Fair is undergoing significant redevelopment, see attachment.

The 2025 Fair (July 3,4 & 5) will not be able to accommodate the traditional rodeo operations/competition due to the construction. However, we are exploring the idea of a "Rough Stock Rodeo," competition in a venue in the County on July 3rd.

We would like to discuss this opportunity with you. I will contact your office to schedule a time. In the meantime, should you have any questions, please contact me.

Respectfully,

A handwritten signature in black ink, appearing to be "HT" with a flourish.

Heather Tower
Fair Manager

