

OC Fair & Events Center: Master Plan: Vision Session
January 26, 2017

Part 1: MISSION

1. What is your purpose?
2. Who do you serve?
 - a. How well do you serve them?
 - b. How can you improve?
3. How do you serve them?

Break for Prioritization Exercise

Part 2: CONTEXT

1. What currently supports or restricts OCF&EC Opportunities?
 - a. Facilities
 - b. Site / Parking
 - c. Other
2. What keeps you up at night?
3. How is your relationship to the community? How can it improve?
 - a. City
 - b. Schools
 - c. Neighbors
 - d. Internal Community

Break for Prioritization Exercise

Part 3: VISION

Map Exercise

1. If you had a magic wand, what would you do?
 - a. Facilities
 - b. Site
 - c. Program
 - i. Fair
 - ii. Year round events
 - iii. Other

Other:

Discuss the Following:

1. Security

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2. Access
3. Wayfinding
4. Community Edge
5. Sustainability

Close / Conclusions

OC Fair Grounds – Board Meeting

January 26, 2017

Vision

- Educate
- Serve
- Entertainment
- Community Service
- Integration
- Public
- Agriculture
- Joy
- Fun

Purpose

- Mission statement “Celebration of Orange County’s Communities, Interests, Agriculture and Heritage.”
- Education, needs, students, community
- Make this place alive
- Heritage
 - History
- Agricultural (educate students)
 - how it relates to the community
- OC Fair
 - Big/Key event
 - Brings joy to people
- Safety and Security
 - Keep in mind while developing
- Feel “safe” “Secure” and “Fun”
- Support additional events all year long
- Event facility
 - Follow the money
- “Fair” big chunk of what it is
- Currently approx. 150 events a year
- Fair > revenue > maximize (use resources)

Service

- Who do you serve?
 - Community
 - Groups
 - City/Counties (outreach)
 - Participation sometimes high/low
- Are we serving them well? Yes
 - How can we improve?
 - Community outreach
 - Highlighting educational projects
 - What would we do in a emergency
 - Stables (only rent)

Opportunities:

- “Ship is built”
- Habitat for Humanities
 - Brought in new stakeholders
- Partnerships
- Centennial Farms
 - Bringing students in
 - Allocating funds for transportation
- Farmers Market on Thursday (expansion opportunities)
- Diversity – let’s be inclusive not exclusive
 - Ranges from food to facilities to music

Physical Site Assessment

- Site grounds for the public
- Grounds of this size – lets be known for what we have
- Context
 - Facilities/Parking
 - Parking is discouraging
 - During fair:
 - Using nearby lots for parking
 - Case Study – MN state Fair
 - Traffic – stuck on freeway
 - Signage (where to park, what lots are full, etc)
 - Access to grounds
 - Cars come through at any time of day
 - Grounds / Site
 - Perimeter looks great
 - Interior needs to be worked on, Consistent image
 - Vendor Lot
 - Needs a clean look
 - Take out grass
 - RV Rentals – Year-round use
 - Looking for additional parking lot and land
 - Difficult Wayfinding
- Facilities
 - Buildings
 - Buildings on Arlington need work (refresh image)
 - Fresh paint
 - Security
 - Clean up
 - Landscape – soften appearance
 - Perimeter
 - Loss of security fence leaves lot exposed 24 hours a day
- Do the current facilities support what you do?
 - Limits:
 - Not having a large enough facility to host large conferences and events
 - Ex: SEMA
 - How far do we have to go to be competitive?
 - How big do we have to be?
 - Entertainment space is limited
 - Exhibition halls and Hanger
- Security Issues
 - How to improve?
 - Homeless
 - Fence removed in 2008
 - Possibly adding a fence along with landscape

Guest Experience:

- Community outreach and engagement
 - Family park to support low income families
 - Fun space to enjoy
 - Gathering space
 - Public use
 - Community space
- What's our icon?
 - Visualization of the fair should start before you are in the park
 - Ex: Disneyland (signage)
- Community outreach and engagement
 - Family park to support low income families
 - Fun space to enjoy
 - Gathering space
 - Public use
 - Community space
- Issues
 - Smoking

Other:

- State Restrictions
 - Place for the people but hard to serve
 - Creating tiers (fee schedule)
 - Grounds are expensive to run
- Public resource
- Implementing policy
 - Finding a balance

Vision:

- What's our icon?
 - Visualization of the fair should start before you are in the park
 - Ex: Disneyland (signage)
- Thinking Forward ... Vision (30 years from now)
 - We are now Disneyland
 - Solar power
 - Maximize site
 - Increase usage
 - Revenue
 - Keeping it fresh
 - Educational site on site
 - Roots in the community
 - Dome over site, cover from the weather
 - Entertainment center
- When you arrive...
 - You should feel
 - Proud
 - Sense of belonging
 - Ownership
 - Excited
 - Culinary roots
 - Maximize flexibility
 - Parking shelters/solar (Electric bill is expensive)

- Sustainability
 - Clean and safe experience
 - Outdoor spaces
 - Green and clean
 - Table (sit and have lunch)
 - Glass doors
 - Indoor but you feel outdoors
- Fair of choice
 - Keep this the 1st choice
 - Making the experience great
 - We are on a good location
 - Shopping during the fair
 - Supporting local business
 - Have people plan to come yearly

Final Thoughts

- Security
 - Cyber operations
- Family
- Cell sites
- Directions
 - Can you find your way?
 - Not as easy as it should be