



Board of Directors Agenda Report

MEETING DATE: MAY 28, 2020 ITEM NUMBER: 10B

SUBJECT: **Presentation of 2020 Virtual OC Fair Activities and Consideration of and Vote on Whether or Not to Approve Related Expenses**

DATE: May 22, 2020

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

At the Board of Directors' discretion.

BACKGROUND

With the cancelation of the 2020 OC Fair, Board Chair Cervantes and Vice Chair Rubalcava-Garcia launched an initiative with staff to offer the community a "virtual fair." The virtual fair is a re-creation of some of the OC Fair's most beloved annual activities, events and attractions on the ocfair.com web site and social media channels. It is an opportunity to bring the fair magic to guests and stay connected with fair fans that are safe at home.

Hosted on ocfair.com, Facebook, Twitter and Instagram, plans are underway to include:

- Opening Day Ceremonies
- Competitions for Ribbons and Prizes
- Contests for the Whole Family
- Flashback Action Sports Arena Events
- Flashback Tribute Band Concerts
- Grounds Entertainer Videos
- Demonstrations
- Market Livestock Program
- Fun on the Farm
- Virtual Heroes Hall History Lessons and Vet Talks
- Downloadable Fair Games and Activities for the Whole Family
- Online Fair Merchants Marketplace
- Fair Food Festival

FISCAL IMPACT

In addition to current resources, the virtual fair may include up to \$11,000 in additional expenses related to competition/contest judging/awards/prizes, video editing and production, and operations costs.