



Board of Directors Agenda Report

MEETING DATE: AUGUST 27, 2020 ITEM NUMBER: 10D

SUBJECT: Discussion Regarding Considerations for the 2021 Imaginology and OC Fair

DATE: August 21, 2020

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

Information item only.

BACKGROUND

As the COVID-19 pandemic continues, there is no doubt that 2021 will present many challenges for the future of mass gathering events like Imaginology and the OC Fair. Both the 2020 Imaginology and OC Fair events were canceled, and now the focus is on 2021. The first fair in California scheduled in 2021 (Indio Date Festival scheduled for February, 2021) just announced their cancelation.

It remains unknown whether or not by July, 2021 Orange County will have moved into Stage 4 allowing for mass gathering events. It is this uncertainty that has created the need for the organization to plan for the possibility of another canceled OC Fair or for a modified fair which will respond to health/safety procedures and guest sentiment and expectations about attending a mass gathering event.

Planning for either scenario must start now. Staff has begun to assess operational issues which must be considered for the Board to be able to make informed decisions. While most of the issues are operational and will be researched and executed by staff, there will be important decision points along the way which must be considered and voted on by the full Board. Some examples include:

- Virtual 2021 Imaginology
- 2021 budget expectations
- Admission ticket prices
- Length/dates
- Hours of operation
- Daily attendance limits
- Merchant space fees
- Footprint
- Health and Safety

Staff has already begun assessing programming and operational issues related to a modified 2021 fair in order to bring recommendations back to the Board for deliberation. The list is exhaustive of all that must be addressed. Starting now and continuing the conversation at each monthly Board meeting will provide the organization as much time as necessary to fully vet all the issues that must be considered.

The recommendation is to open the topic for discussion at the August Board meeting, then for staff to bring back recommendations as the above decision points arise.