



Board of Directors Agenda Report

MEETING DATE: OCTOBER 28, 2021 ITEM NUMBER: 8E

SUBJECT: Review of and Vote on Inclusion of Strategic Planning Programming Goals for Equestrian Center and Annual OC Fair in Draft 2022-2024 Strategic Plan

DATE: October 22, 2021

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

At the Board of directors' discretion.

BACKGROUND

On October 12, 2021 the Board of Directors held its second strategic planning workshop to begin focusing on strategic direction for OCFEC programming. Specifically, the Board developed strategic direction for the equestrian center and the annual OC Fair.

Staff captured the Board's feedback regarding these two programming areas and drafted the statements below for the equestrian center and the annual OC Fair. The Leadership Committee has reviewed the draft which will be presented to the Board for further discussion and vote to become part of the draft three-year strategic plan.

Equestrian Center

1. OC Fair & Event Center's equestrian center will serve as a true public asset to ensure greater access to a broader group of constituents throughout Orange County. It will be operated as a "best in breed" equine venue with the highest standard of care for boarded horses and animals in need of shelter during emergencies.

2. OC Fair & Event Center staff will operate the equestrian center, planning and executing programming to the maximum benefit of the public. The programming will be focused on equine education and entertainment for the public.
3. The equestrian center programming will be integrated into other OC Fair & Event Center activities throughout the year including the annual OC Fair and Imaginology.
4. The business model for the equestrian center will balance the requirement to operate as a public benefit venue with the need to be financially sound.

Annual OC Fair

1. The annual OC Fair will establish public/private partnerships designed to benefit and increase accessibility to lower income residents of Orange County so that all are provided a full fair experience.
2. The annual OC Fair will create an opportunity each year for increased local business participation for merchants and concessionaires.
3. Marketing and advertising plans will focus on promoting and highlighting free of charge programming at the annual OC Fair in order to become the #1 destination of choice for family activities each summer. The OC Fair will be “a place where you can break out with your family without breaking the bank.”
4. The OC Fair will be the #1 fair in the State of California and in the Top Five in the U.S. for providing an exceptional guest experience to include educational offerings, exhibits that highlight the community and activities that promote traditions and family connections.