



Oregon State Fair Council Meeting Notice & Agenda Thursday, October 22, 2020 at 1:30 p.m.

By Conference Call Only Due To COVID-19
Restrictions On Gatherings

Call-In Information For This Meeting (515) 604-9099 – Mtg ID 324-649-707

Council Members

Kevin Cameron, Chair

Vicki Berger, Vice Chair

Loyal Burns

Jon Chandler

Gene Derfler

Leah Perkins-Hagele

George Jennings

Dayna Jung

Austin McGuigan

Craig Smith

Advisory Members

Senator Arnie Roblan

Representative Mike Nearman

Salem City Manager Steve Powers

Our Mission

The mission of the Oregon State Fair & Exposition Center is to provide a reason and a place for all people to gather, connect and learn, embrace excellence in all forms and celebrate the achievements of Oregonians.

Our Vision

We envision a relevant Oregon State Fair & Exposition Center that embodies good stewardship of the public's trust and serves as a self-sustaining asset for Oregonians to treasure long into the future.

Public Comments

The Oregon State Fair Council values the input of citizens in making important decisions that affect the Oregon State Fair and Exposition center. We also believe in the right of citizens to observe Council meetings. To ensure citizens have an opportunity to attend Council meeting and offer citizen comment and to ensure that the Council can conduct its business, the following guidelines apply to all public comment.

- The Council will have two sign-up sheets at a desk in the meeting room 15 minutes before the scheduled meeting for those wishing to speak on agenda items or non-agenda subjects. Individuals may sign up in person, or in advance of the meeting via email. Email requests should include the date requester wishes to speak, requester's name, phone number and the agenda item or topic of their comments.
- Public Comment on Agenda Items before the Council: individuals on this list will be called to testify before actions on these items are taken. On the sign-up sheet list your name, address and the agenda item upon which you wish to be heard.
- Public Comment on Non-Agenda Items during Board Meetings: list your name, address and the subject matter upon which you wish to be heard.
- You will have 3 minutes to testify, unless otherwise stated.
- When you are called to come forward to speak state and spell your name for the recorded record of the meeting.
- Council members may ask questions to clarify your testimony but will not engage in a discussion with you. Public Comment allows the Council and CEO to hear issues that interest our citizens, but does not allow an opportunity for dialogue between the speaker, Council or Administrators.
- If the Council determines that follow-up is necessary you may be referred to the Chief Executive Officer or an item may be placed on a future Council agenda.
- If you wish to submit written testimony before or at the meeting, please provide 15 copies.
- The Public may not use videos or PowerPoint presentation to accompany their testimony without prior approval by the Board Chair.
- Individuals offering citizen comment are not permitted to make personal attacks on any Council employee, Council member, other testifier, or member of the public.



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Restrictions on Gatherings

Call-In Information for Public Session (515) 604-9099 – Mtg ID 324-649-707

Agenda

- I. Call To Order**
- II. Roll Call**
- III. Pledge of Allegiance**
- IV. Presentations**
- V. Approval of Minutes**
 - a. Council Meeting of 6/25/2020
- VI. Public Comment on Agenda Items**
- VII. Council Chair's Report**
- VIII. CEO's Report**
- IX. Information Items**
 - a. **Expo Center**
 - i. LRS 2020 Facility Assessment Report
 - ii. Environmental Quality Management Contract
 - b. **2019 State Fair Report**
 - i. E-Fair Report
- X. Action Items**
 - a. **State Fair Council**
 - i. Financial Statement 1/1/2020-9/30/2020
 - b. **State Fair**
 - c. **Expo Center**
- XI. Committee Reports and Action Thereon**
 - i. Executive Committee: Report regarding meeting 10/19/20
 - ii. Governmental Affairs Committee
 - iii. Nominating Committee
- XII. Public Comments on Non-Agenda Items**
- XIII. Council Members' Comments**
- XIV. Adjourn**



Oregon State Fair Council Meeting – October 22, 2020

Agenda Item: V.a. [For Action]
Council Meeting Minutes of 6/25/2020



Minutes of the Oregon State Fair Council Regular Meeting
June 25, 2020
By Conference Call Due To COVID-19 Restrictions on Gatherings
Audio Recorded: Yes

I. Call to Order: The meeting convened at 2:30 p.m. with Chair Kevin Cameron presiding.

II. Roll Call: The attendance by phone, was recorded as shown below:

Present:

Kevin Cameron, Chair
Vicki Berger, Vice Chair
Loyal Burns, Council Member
Gene Derfler, Council Member
George Jennings, Council Member
Leah Perkins-Hagele, Council Member
Craig Smith, Council Member
Mike Paluszak, Director/CEO

Non-Present:

Jon Chandler, Council Member
Dana Jung, Council Member
Austin McGuigan, Council Member
Rep. Mike Nearman, Advisory Council Member
Steve Powers, Advisory Council Member
Sen. Arnie Roblan, Advisory Council Member

III. Pledge of Allegiance: The Pledge of Allegiance was made by all parties present.

IV. Report Out Regarding Executive Session

Chair Cameron reported that an Executive Session was held prior to this meeting pursuant to ORS 192.660(2)(a) to Consider Employment of a Director/CEO. The Council will continue with hiring Kim Grewe-Powell as the Interim CEO/ Director with a 5% increase of the Oregon State Fair Effective July 1st, 2020. Mr. Paluszak will be available on an hourly basis as needed at the rate of \$75.00/hour.

A motion was made by Vice Chair Berger and seconded by Council Member Perkins-Hagele that the Council enters into an agreement with Kim Grewe-Powell as Interim CEO at a salary that is 5% over her current Salary effective July 1, 2020, for a period to be determined by the reopening of the State, to be renegotiated when we start opening again. Concurrent with that, our retiring CEO Mike Paluszak will be hired as an employee at \$75.00 per hour on an on-call basis, to make the transition easier and more workable for all concerned. The motion carried unanimously.

V. Possible Public Comments and Action Regarding Employment of a Director/CEO: None

VI. Approval of Minutes:

a. Council Meeting of May 28, 2020: Chair Cameron asked if there were any changes or corrections to the minutes presented for approval. Hearing none, a motion was made by Council Member Derfler and seconded by Council Member Burns to approve the minutes as presented. The motion carried unanimously.

VII. Public Comment on Agenda Items: None

VIII. Council Chair's Report:

Chair Cameron reported that he has been working with Mr. Paluszak and Ms. Grewe-Powell to prepare for the transition to the Interim CEO effective July 1, 2020.

IX. CEO's Report:

We are still in hold mode not taking rentals for Expo Center events until at least the end of September. The temporary hospital has moved out. "Fair Food" Concessions are slated to be open tomorrow and will continue for the weekends thru the summer. Three contracts that were pending Oregon Beverage Service for the 2021 State Fair, Rainier Amusements for the 2021 State Fair, and Green Acres Landscape for ongoing landscape maintenance have been issued. Two have been returned signed, the third is expected soon. The facility assessment is virtually done. We are beginning to get the draft chapters of the report for review. We expect that the complete report may be provided in the next month, although it may take a little longer given the volume of information to be included. As cost savings we are bringing accounting in house effective July 1, 2020, as remaining staff is capable and has the time to do the accounting for the time being. This is in no way a reflection of AccurAccounts, but rather to save cost of outsourcing our accounting. They completely understand the reason for this decision, and if at any time in the future we wish to reengage them, they are happy to do that. The 2019 Financial Review by Bolt, Carlisle, and Smith, CPAs will wrap up by the 1st of the week, and possibly be presented to the Council at the next meeting.

Council Member Perkins-Hagele asked what the cost saving would be bringing accounting in house. Mr. Paluszak shared that it would be a cost savings of \$48,000 annually.

X. Information Items:

- a. **State Fair Report:** A handout was emailed to Council Members regarding the All Oregon E-Fair. This digital programming will be a fun way to market the 2021 fair. The E-Fair will keep the Fair top of mind, while engaging our guests and attracting a new audience. It will be a sneak-peak of the 2021 State Fair. We will celebrate nurses, doctors, first responders, front line workers, graduates and educators, and ask for photos to be submitted. The E-Fair will kick off on July 29th, and continue through Labor Day, to include contesting, people interest stories, fair announcements, 2021 concert lineup, presale opportunities starting September 2nd until the 7th, and general online ticket sales starting September 8th.

XI. Action Items

a. State Fair Council

- i. Financial Statement 1/1/20-5/31/20

Mr. Paluszak explained that this represents the point in time that we shut down. Until we are in the position of resuming Expo Center events again or have the Fair, this is essentially what revenue we will have, and there has been little activity since then. Although there will be some expenses going forward, we have reduced staffing of both year-round, part time and temporary employees and made other expense adjustments.

Chair Cameron asked if there were any changes or corrections to the Financial Statement presented for approval. Hearing none, a motion was made by Council Member Berger and seconded by Council Member Jennings to approve the minutes as presented.

The motion carried unanimously.

ii. Director/CEO Delegated Authority

A motion was made by Council Member Perkins-Hagele and seconded by Vice Chair Berger to transfer the current Delegated Authority (attached) of Mike Paluszak to Kim Grewe-Powell as the Interim CEO effective July 1st, 2020. Motion was seconded by Vice Chair Berger. Motion carried unanimously.

b. **State Fair:** None

c. **Expo Center:** None

d. **Committee Reports and Action Thereon**

i. Executive Committee: None

ii. Governmental Affairs Committee: None

iii. Nominating Committee: None

XII. Public Comments on Non-Agenda items: None

XIII. Council Members' Comments: Vice Chair Berger welcomed Kim aboard, and asked when the next meeting is. Next meeting is scheduled for July 23rd, 2020.

XIV. Adjourn: There being no further business the meeting was adjourned at 3:00pm

Meeting Materials:

Agenda

Council Meeting Minutes May 28, 2020

Financial Statement 1/1/20-5/31/20

Director/CEO Delegated Authority (Attached)

OREGON STATE FAIR COUNCIL
Director/CEO Delegated Authorities

Approved by the Council 11/20/14 – Amended 10/22/15, 4/21/16, 1/25/18

The following authorities have been delegated to the Director/CEO without further approval by the Council, in order to provide for the efficient and effective management of the Oregon State Fair & Expo Center. All actions taken by virtue of these delegated authorities shall be within budget and policy guidelines:

Personnel:

The Director/CEO is delegated the authority to:

- Determine staff positions required, necessary or desirable in order to accomplish the mission, goals and objectives of the Council.
- Determine duties, performance standards, accountabilities, authorities, time bases, work schedules, and workplace policies and procedures.
- Establish salary ranges, increments, incentives, and initial placement of employees within their position's salary range and established vacation accrual tiers.
- Determine benefit providers and plans offered to employees.
- Recruit, hire, assign, evaluate, promote, discipline, and terminate employees as required, necessary or desirable.
- Create, execute and maintain personnel documents and records.

Contracting:

The Director/CEO is delegated the authority to:

- Solicit, negotiate and execute revenue contracts including but not limited to Oregon State Fair & Expo Center rental agreements, sponsorships agreements, commercial exhibit space agreements, food & beverage and merchandise concessions agreements, etc. in any amount for a term not to exceed one year.
- Solicit, negotiate and execute contracts for professional, personal, technical and other services, expertise, and/or equipment required, necessary and/or desirable in order to accomplish the mission, goals and objectives of the Council for any amount not to exceed \$50,000, and entertainment contracts for the Oregon State Fair for any amount not to exceed \$150,000.
- Determine acceptable contract performance and exercise option year(s) provided for in contracts previously approved by the Council if there are no substantive changes of terms except extending contract dates, reasonable adjustments to accommodate minimal cost increases, and modifications of insurance requirements.
- Modify contracts previously approved by the Council at any time if there are no substantive changes of terms except reasonable adjustments to accommodate minimal cost increases, and modifications of insurance requirements.

OREGON STATE FAIR COUNCIL
Director/CEO Delegated Authorities

Approved by the Council 11/20/14 – Amended 10/22/15, 4/21/16, 1/25/18

- Contracts executed within these limits will be reported to the Council as information at a subsequent meeting. Contracts negotiated and recommended beyond these limits will be presented to the Council for action. In the event that time is of the essence and desirable opportunities beyond these limits require approval before it is practical to present them to the Council for action, the Executive Committee is authorized to act on the Council's behalf, not to exceed \$125,000, and such action reported to the Council at a subsequent meeting.

Purchasing:

The Director/CEO is delegated the authority to:

- Solicit, negotiate and execute purchases for any goods, supplies, or services purchased on a time and material basis, that are required, necessary and/or desirable in order to accomplish the mission, goals and objectives of the Council for any amount not to exceed \$50,000.

Purchases beyond these limits will be presented to the Council for action. In the event that time is of the essence and purchases are required, necessary or desirable before it is practical to present them to the Council for action, the Executive Committee is authorized to act on behalf of the Council, not to exceed \$125,000, and such action reported to the Council at a subsequent meeting.

Banking:

The Director/CEO is delegated the authority to:

- Authorize the transfer of funds within established Oregon State Fair Council investment and bank accounts in any amount necessary to provide for the cash flow needs of the Oregon State Fair & Expo Center operations.
- Execute payment of any authorized expenditure of funds directly from any established Oregon State Fair Council investment or bank account in any amount up to \$25,000 without requiring a second authorized signature.

Emergencies:

The Director/CEO is delegated the authority to:

- Take any action outside of these delegated authorities in the case of an emergency situation that requires immediate action to protect the property, infrastructure, personnel, contractors, tenants, visitors, the public, or operations of the Oregon State Fair & Expo Center from imminent peril. The CEO will report such actions taken under this provision as soon as practical to the Council Chair, or the Vice Chair if the Chair cannot be reached within a reasonable period of time. Any such action will be reported to the Council at a subsequent meeting.



Oregon State Fair Council Meeting – October 22, 2020

Agenda Item: IX.a.ii [For Information]
Environmental Quality Management Contract

Media Advisory

10/14/20

EPA stands-up Wildfire Recovery Response Staging Area at Oregon State Fairgrounds and Expo Center in Salem

As the next step in Oregon's wildfire rebuilding and recovery, the U.S. Environmental Protection Agency (EPA) has been asked by the Federal Emergency Management Agency (FEMA) and the State of Oregon to collect potentially hazardous materials from properties to protect residents and to ensure these materials are disposed of properly. To accomplish this task and aid Oregon's recovery, EPA is now setting up a team and temporary equipment staging area to help residents in Marion, Linn and other area counties recover from the fire and begin rebuilding their lives.

The Response Staging Area will occupy 5.4 acres of a parking area within the Oregon State Fair and Expo Center, located at 2330 17th Street NE, in Salem. Additional, satellite staging areas are being planned for other areas of the state as cleanup operations expand and accelerate.

The staging area - expected to be operational by October 26, 2020. EPA is deeply grateful for the State Fair, State of Oregon and City of Salem's assistance and flexibility, allowing EPA's Response Staging Area to temporarily share the fairgrounds property and assist the community in recovery.

EPA and their contractors will operate the facility, which will be secured 24 hours a day, where response workers will evaluate, organize and consolidate materials that EPA field teams will be recovering from burned homesites in the area. It will also serve as the main assembly, assignment and dispatch point for agency responders and contractors each morning as they head to area worksites.

To protect workers and neighbors, air monitors will be used around the work site to be sure asbestos fibers and other harmful chemicals are not released to the air. In addition, locals may see the workers in HAZMAT suits to protect them from prolonged exposure to potentially harmful materials. EPA response officials ask everyone except authorized personnel to avoid the area due to the expected volume of vehicle traffic and construction activity over the next few months.

EPA and state officials want to stress that Response Staging Areas are NOT Household Hazardous Waste (HHW) drop-off centers for the community. Only authorized personnel will be allowed access to the site. Residents should contact their city or county recycling coordinators or public works departments to learn more about HHW collection services in their area.

Once the materials and containers arrive on site in sealed plastic containers and packaging, they will be inspected, organized and secured for shipment. They will be removed promptly by

truck to be safely disposed of at a licensed & permitted disposal facility. Materials handled at the site may include:

- BBQ & outdoor stove propane tanks
- Cylinders, contents unknown, that can be transported safely
- Batteries, ballasts, full and partial containers of household chemicals
- Pool chemicals and household cleaners, polishes, varnish solvents and degreasers

The Response Staging Area is expected to operate between 7:00 am and 7:00 pm, seven days a week, for approximately two months. EPA expects moderate levels of vehicle activity during operating hours, there will be bright lights illuminating the area for safety and unfortunately some unavoidable noise. Response officials are thanking local residents in advance for their patience and understanding during the construction, operation and dismantling of the facility when EPA's work in the area is complete.

EPA's Response Staging Area is part of Oregon's response to the recent tragic wildfires, aimed at helping Oregon residents recover and rebuild their lives. For more information about the Wildfire Response please visit: [Wildfire.oregon.gov/cleanup](https://www.wildfire.oregon.gov/cleanup)



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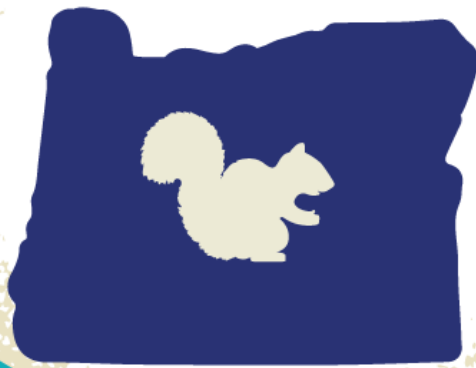
Agenda Item: IX.b.i [For Information]
E-Fair Report



THE

**ALL OREGON
E-FAIR**

Official State Fair Fun

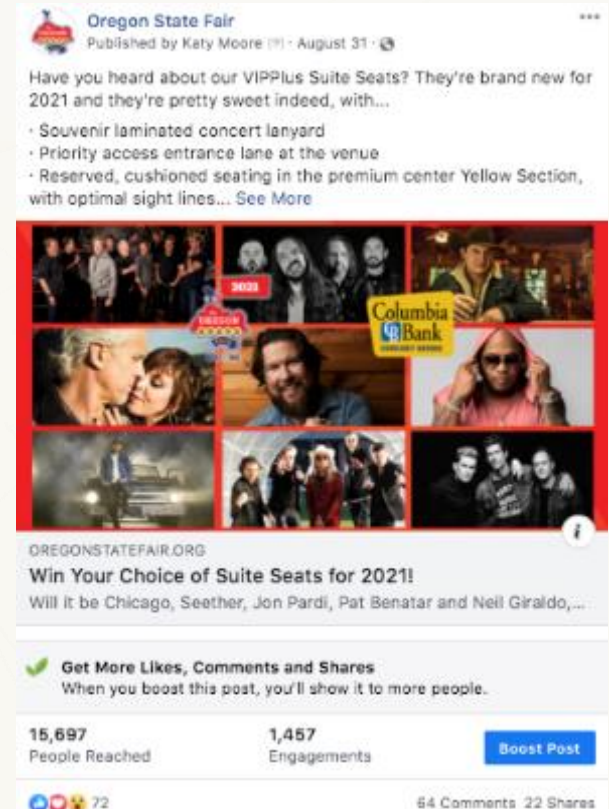
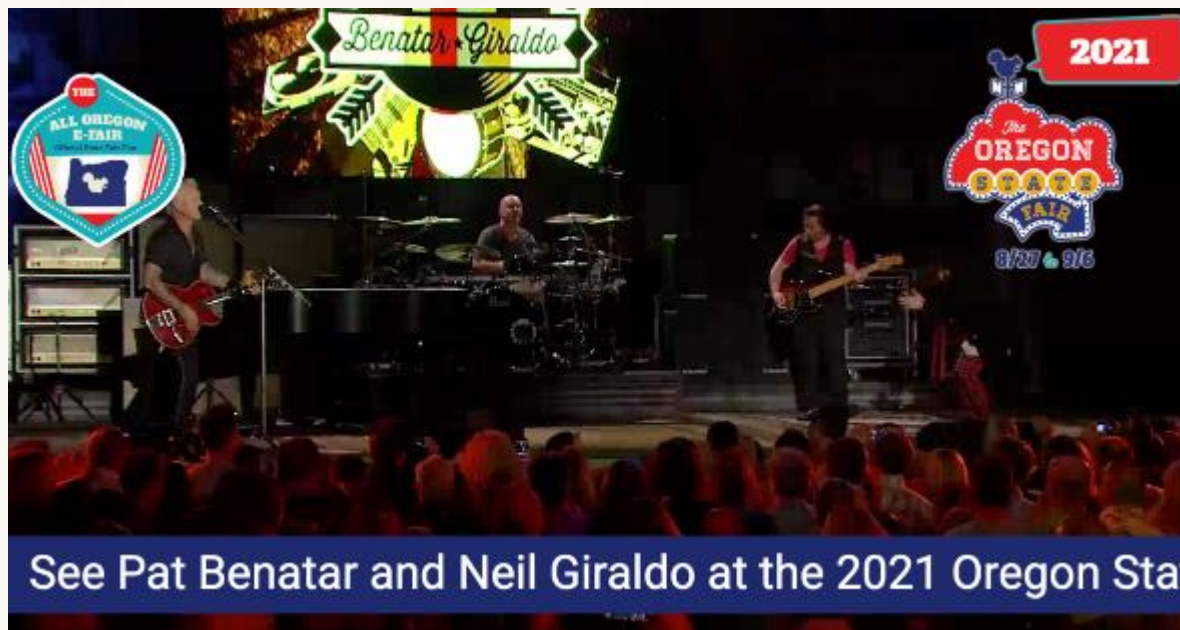




What's an E-Fair?

The All Oregon E-Fair brought the Oregon State Fair into the homes of Oregonians with videos, photos, and contests to remind fairgoers of fun and food, animals and agriculture, friends and family, concerts and community with exciting digital content like...

- **11 videos from 2021 entertainers like Chicago, Pat Benatar, Granger Smith, Jon Pardi**
- **27 original fair videos with local partners and performers**
- **7 online contests drawing 2,751 entries**





Highlights

The All Oregon E-Fair struck a balance between celebrating the fair's past, present, and future with fair-generated content to entertain our fans, while also honoring the thousands of Oregonians who make the fair part of their summer each year with user-generated content featuring many of their hardworking friends and neighbors in our great state.

With sneak peeks and limited-time presale opportunities, the All Oregon E-Fair achieved...

\$204,641 dollars in revenue (2021 ticket sales)

350,000 people reached (like the yearly fair attendance!)

57,000 social media engagements (comments, shares, likes)



E-Fair Exploration

Why host the All Oregon E-Fair?

- **Continuity** – Keeps the Fair top of mind during the traditional Oregon State Fair dates
- **Future** – Builds goodwill in 2020 while increasing and engaging the 2021 audience
- **Accessibility** – Online coverage available in every corner of Oregon and beyond
- **Community** – Involves fans in producing content, not just consuming it, makes the E-Fair a true community-building opportunity
- **Evergreen** – Content lives online far beyond Summer 2020 and information produced can be used for future Fairs

User-Generated Content

- **Fair Memories**
- **Pets**
- **Oregon**
- **Heroes: Nurses/Doctors/First Responders**
- **Teachers**
- **Graduates**

Fair-Generated Content

- **Concert Announcements and Pre-Sale Headliner Musical Performances**
- **Animal Attractions (Dogtown, 4-H)**
- **Performance Arts (local musicians, lumberjacks, kids' science shows)**
- **Human Interest Videos**
- **Gerry Frank Memories**

Etix Sales



Unveiling an incredible lineup and offering a limited-time presale was just the “ticket” to achieving more than \$204,641 in advance sales for the 2021 Oregon State Fair!

 <p>Friday, August 27 Chicago</p> <p>One of the most important bands in music since the dawn of Rock and Roll</p> <p>FIND OUT MORE</p>	 <p>Saturday, August 28 Seether</p> <p>The band's unique voice will be on stage loud and clear in the L.E. Day Amphitheater</p> <p>FIND OUT MORE</p>	 <p>Monday, August 30 Jon Pardi</p> <p>You'll fall Head Over Boots for the guy who makes a Pardi everywhere he goes</p> <p>FIND OUT MORE</p>
 <p>Tuesday, August 31 Pat Benatar & Neil Giraldo</p> <p>Their rock and roll love affair has thrilled music fans for more than 30 years</p> <p>FIND OUT MORE</p>	 <p>Wednesday, September 1 Zach Williams</p> <p>Powerful and poignant songs focused on enlightenment and redemption</p> <p>FIND OUT MORE</p>	 <p>Thursday, September 2 Flo Rida</p> <p>We've got a Good Feeling that the Wild Ones will go with the Flo at this show</p> <p>FIND OUT MORE</p>
 <p>Friday, September 3 Granger Smith ft. Earl Dibble Jr.</p> <p>These two are what happens when The Good Guys Win</p> <p>FIND OUT MORE</p>	 <p>Saturday, September 4 Collective Soul</p> <p>The jokebox heroes of a new generation will shine like the summer sun</p> <p>FIND OUT MORE</p>	 <p>Monday, September 6 Ezra Ray Hart</p> <p>Mark McGrath of Sugar Ray, Kevin Griffin of Better Than Ezra, Emerson Hart of Tonic</p> <p>FIND OUT MORE</p>










	Date	Revenue
Chicago	8/27	\$61,877
Seether	8/28	\$16,683
Jon Pardi	8/30	\$59,460
Pat Benatar & Neil Giraldo	8/31	\$21,258
Zach Williams	9/1	\$4,424
Flo Rida	9/2	\$5,808
Granger Smith	9/3	\$12,143
Collective Soul	9/4	\$19,700
Ezra Ray Hart	9/6	\$893
Carnival	-	\$1,580
Fair	-	\$815





Facebook Events


By publishing Facebook Events for all 2021 Oregon State Fair concerts now, the Oregon State Fair has a jump start on collecting audience of likely ticket purchasers who can be remarketed to in many ways before next year's fair.

Stats shown here include paid and organic engagement.

 <p>Chicago at the 2021 Oregon State Fair Oregon State Fair Aug 27, 2021, 7:00 PM</p>	215 Going · 2.8K Interested Share this event with your followers
 <p>Seether at the 2021 Oregon State Fair Oregon State Fair Aug 28, 2021, 7:00 PM</p>	170 Going · 993 Interested Share this event with your followers
 <p>Jon Pardi at the 2021 Oregon State Fair Oregon State Fair Aug 30, 2021, 7:00 PM</p>	273 Going · 3.3K Interested Share this event with your followers
 <p>Pat Benatar & Neil Giraldo at the 2021 Oregon State Fair Oregon State Fair Aug 31, 2021, 7:00 PM</p>	78 Going · 958 Interested Share this event with your followers
 <p>Zach Williams at the 2021 Oregon State Fair Oregon State Fair Sep 1, 2021, 7:00 PM</p>	34 Going · 405 Interested Share this event with your followers
 <p>Flo Rida at the 2021 Oregon State Fair Oregon State Fair Sep 2, 2021, 7:00 PM</p>	29 Going · 764 Interested Share this event with your followers
 <p>Granger Smith ft. Earl Dibbles Jr. at the 2021 Oregon State Fair Oregon State Fair Sep 3, 2021, 7:00 PM</p>	181 Going · 1.8K Interested Share this event with your followers
 <p>Collective Soul at the 2021 Oregon State Fair Oregon State Fair Sep 4, 2021, 7:00 PM</p>	69 Going · 721 Interested Share this event with your followers
 <p>Ezra Ray Hart at the 2021 Oregon State Fair Oregon State Fair Sep 6, 2021, 4:00 PM</p>	7 Going · 187 Interested Share this event with your followers


292.7K
People Reached
+292.6K last 90 days


11K
Event Responses
+11K last 90 days


115
Ticket Clicks
+114 last 90 days

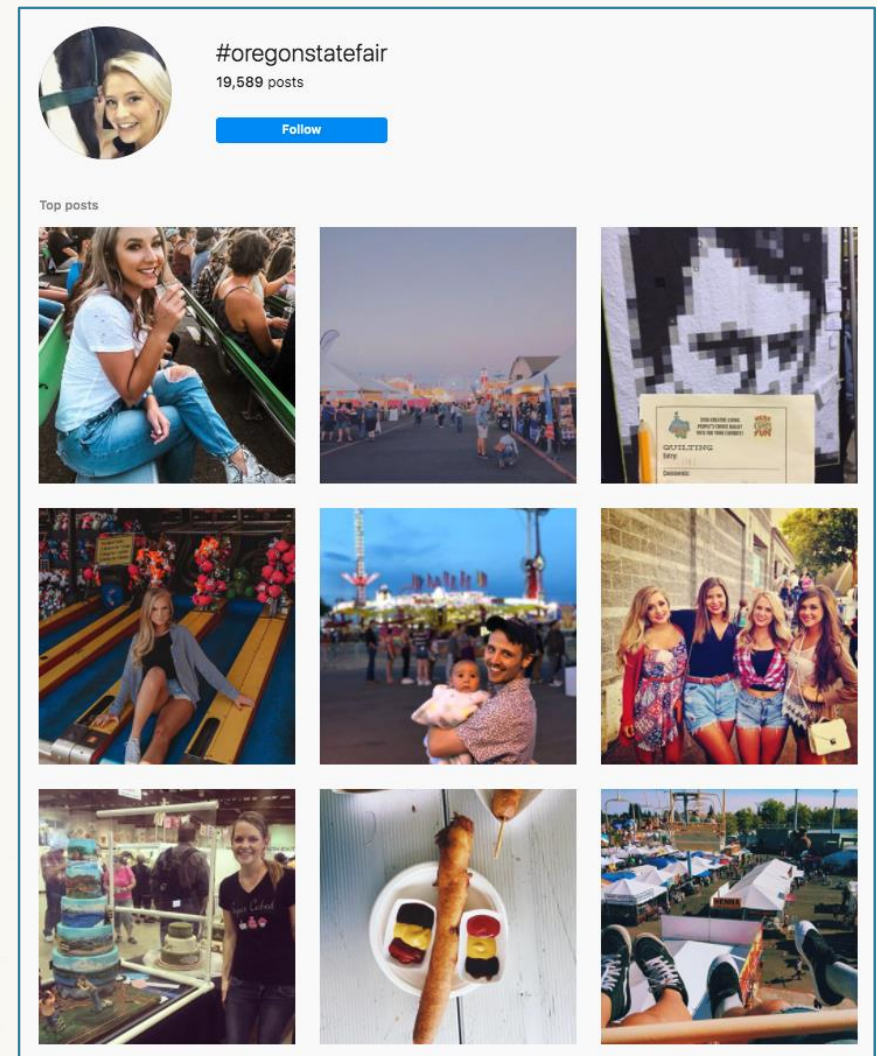


Community Building

While we couldn't greet fairgoers in person this year, we celebrated them while we looked forward to next year! The Oregon State Fair showed flexibility, fun, and cutting-edge digital strategy to bring entertainment online.

The All Oregon E-Fair kept fairgoers engaged, and even grew its social audience for 2021:

Channel	Fans on 6/9	Fans on 9/7
Facebook	62,822	63,380
Instagram	4,374	4,880
Twitter	3,416	3,575
Email Newsletter	45,619	46,369
Total	116,231	118,173





Email Marketing

Email marketing kept the most interested fairgoers informed about The All Oregon E-Fair – what it was, how to participate, and what fun they can expect in 2021. The All Oregon E-Fair grew the e-mail marketing subscribers from 45,619 to 46,369, reaching 750 new subscribers.

Open rates between 14% and 40% indicate a highly-engaged audience for the fair!

	Date	Open Rate	Opens	Clicks
Announcement (All Fans)	7/31	23.1%	10,455	1,173
Announcement (Livestock)	7/31	36.6%	133	21
Announcement (Creative Living)	7/31	39.6%	1,431	251
Announcement (Brew)	7/31	40.4%	91	9
Announcement (Wine)	7/31	37.5%	9	1
Last Call for Entries	8/25	18.1%	8,285	1,209
2021 Concert Announcement	8/28	20.5%	9,381	1,845
2021 Concert Presale	9/2	21.0%	9,662	2,267
2021 Concert Presale – Last Call	9/7	14.0%	6,358	1,486



Website Analytics

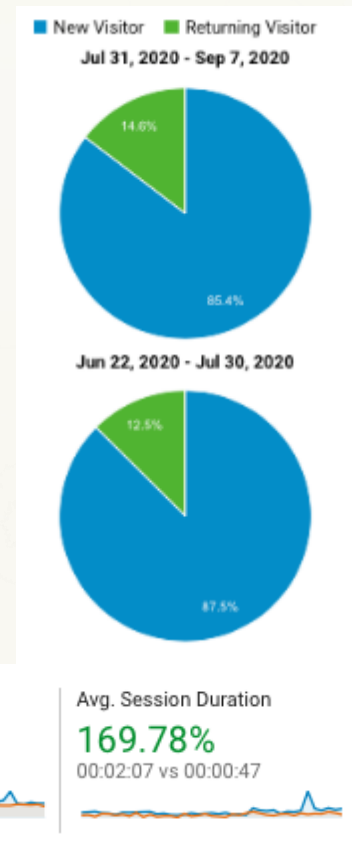
The All Oregon E-Fair gave fairgoers a reason to visit oregonstatefair.org even though the fair had cancelled, and audience metrics grew incredibly compared to the immediate period of quiet after the fair cancelled.

31,562 users

40,653 sessions

168,775 pageviews

Additionally, 85% of site visitors during the campaign were new visitors!



Users

396.49%
31,562 vs 6,357



New Users

405.81%
31,684 vs 6,264



Sessions

442.69%
40,653 vs 7,491



Pageviews

611.92%
168,775 vs 23,707



Pages / Session

31.18%
4.15 vs 3.16



Avg. Session Duration

169.78%
00:02:07 vs 00:00:47





Fun with Fans



Tierra Saxon,
Malina



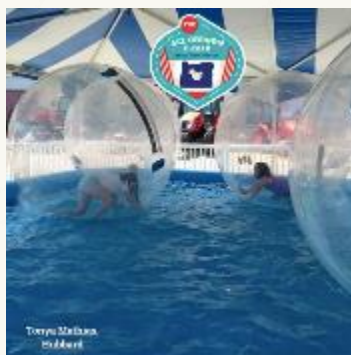
Misty Gage,
Vista



Tina Kierstead,
Eugene



Yoshie Onda,
Eliot



Tonyu Mathias,
Milford

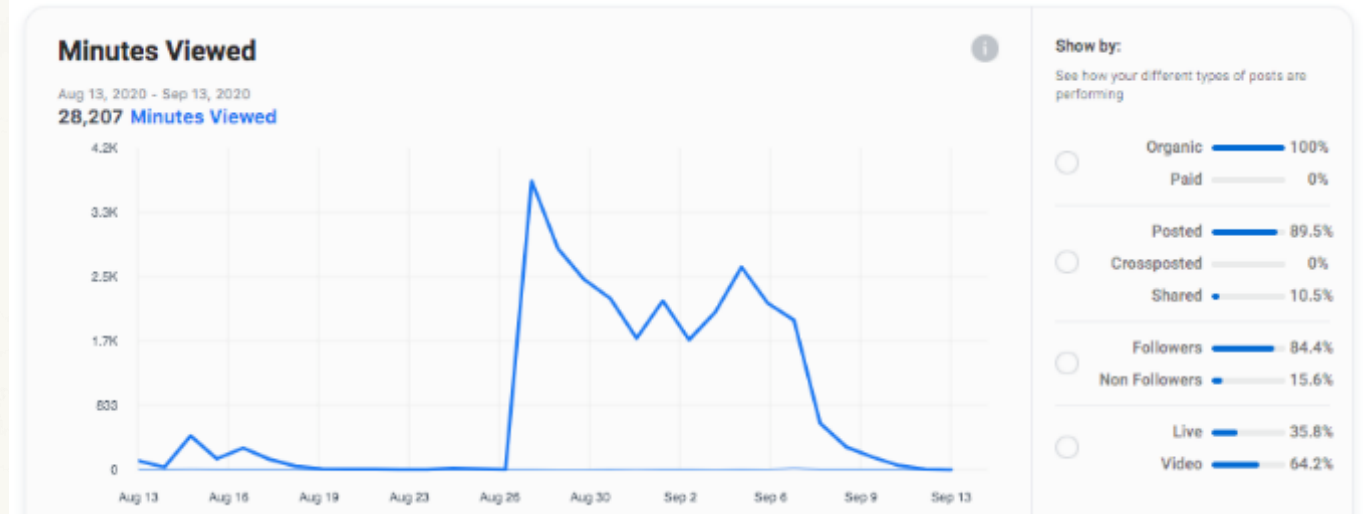
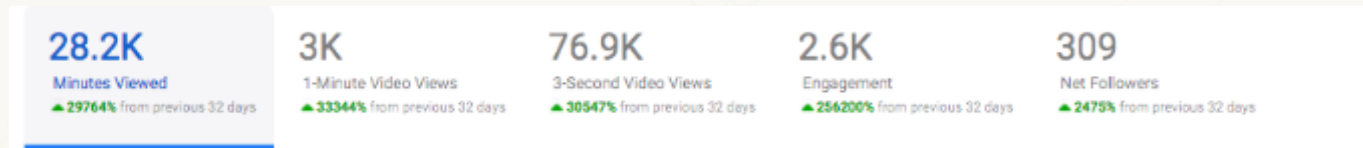
The Oregon State Fair kept fans connected with contests where they could share their favorite fair memories, cute pets, beautiful photos of Oregon, heroes, teachers, and grads who've showed strength and steadiness this year. In doing so, fairgoers created heartwarming photo galleries reflecting the best of Oregon.

	# of Entries	Campaign Views	Unique Views	Email Opens
Fair Memories	282	5,499	2,528	431
Pets	589	8,371	3,248	1,104
Oregon	387	4,757	2,004	733
Heroes	52	1,494	7,06	86
Teachers	27	1,286	6,06	28
Grads	67	1,708	815	94
Concert Choice	1,347	8,611	3,814	2,123
Total	2,751	21,726	13,721	4,599



LiveReacting: Video

The Oregon State Fair produced **27** original videos to promote the 2021 fair, and collected another **11** videos from partners to illustrate all the fun Oregonians will find at the 2021 fair. LiveReacting software broadcasted these videos live on Facebook to garner attention both in the moment and after. Vimeo keeps the content accessible year-round at oregonstatefair.org.



	Time Watched	Avg. Time Per View
Vimeo / oregonstatefair.org	6 hr 7 min	2 min 18 sec



Paid Digital

Digital banner ads targeted likely fans of each 2021 concert and fair site visitors as well.

	Impressions	Clicks	Click-Thru Rate	Actions
E-Fair Contesting	184,104	219	0.12%	16
Concerts – Chicago	36,378	6	0.02%	4
Concerts – Seether	43,551	34	0.08%	5
Concerts – Jon Pardi	46,828	26	0.06%	5
Concerts – Pat / Neil	35,590	5	0.01%	4
Concerts – Zach Williams	39,249	22	0.06%	0
Concerts – Flo Rida	41,090	22	0.05%	3
Concerts – Granger Smith	43,483	29	0.07%	7
Concerts – Collective Soul	46,512	33	0.07%	2
Concerts – Ezra Ray Hart	41,090	22	0.05%	9
Fair/Carnival Presale	57,441	86	0.15%	162
Total	613,193	500	0.082%	217



Paid Social

Facebook Ads reached likely fans of each 2021 band, Oregon State Fair Facebook fans, and Oregonians who share similar interests with fans of the Oregon State Fair Facebook page.

	People Reached	Impressions	Unique Clicks	Total Clicks	Click-Thru Rate	Actions and/or Event Responses
E-Fair Contesting	83,825	237,611	2,074	2,433	2.47%	5
Carnival Presale	30,088	40,331	971	1,172	9.17%	14
Concerts Presale	88,512	212,158	1,881	2,014	7.47%	3,857
Total	179,936	490,100	4,808	5,619	5.19%	3,876



Media Coverage

The unique campaign earned media from top news outlets like the *Statesman Journal*, KATU, KPTV, and KXL.

KATU 2 On Your Side
NEWS WEATHER CORONAVIRUS LIFESTYLE CHIME IN WATCH

Oregon State Fair organizes All Oregon E-Fair

by KATU Staff | Friday, July 31st, 2020

SALEM, Ore. — Instead of going dark in 2020, The Oregon State Fair announced it is organizing an All Oregon E-Fair.

The online celebration begins Friday July 31, officials say.

According to the Oregon State Fair, participants can win their way to the 2021 fair through an online contest.

Participants can submit photos that highlights their favorite parts of Oregon: scenic scapes, brave heroes, favorite teachers, resilient grads, cute pets, and memories of the Oregon State Fair.

FOX 12 Oregon
September 7 at 5:03 PM

The Oregon State Fair will be the All Oregon E-Fair for 2020. Full video: kptv.tv/32GDchD

60 livestreams of various entertainment acts will be online

Like Comment Share

FOX 12 OREGON NEWS SPORTS POLITICS OUTDOORS LIFE OPINION CULTURE E-EDITION LEGAL

Joe V learns how the Oregon State Fair has gone virtual for 2020

Posted Oct 1, 2020

The Oregon State Fair is the All Oregon E-Fair this year. More news at <https://www.fox12online.com/>

Tags: [E-Fair](#) [Dog](#)

statesman journal
News Sports Politics Outdoors Life Opinion Culture E-Edition Legal

With ban on large crowds due to COVID-19, Oregon State Fair goes online with All Oregon E-Fair

Whitney Woodworth Salem Statesman Journal
Published Oct 1st, 2020

VIDEO: 10 Things to find at the Oregon State Fair
An on-line event in Salem, Oregon called the Oregon State Fair is set to help you celebrate. All you need is a smartphone.

Based with coronavirus restrictions, organizers canceled the Oregon State Fair, a longtime late-summer staple in Salem filled with livestock showcases, amusement park rides and live music, earlier this year.

On Friday, it came back to a new, pandemic-friendly format with online performances and interviews streamed online and over Facebook.

"The team at the Oregon State Fair has been working hard to celebrate Oregonians — an effort to bring tradition during a very untraditional year," state fair officials said. "Instead of going dark in 2020, the Oregon State Fair is creating a new experience for Belgians."

The first-day line-up included a "Taste of Fair Foods" tour and musical performances by JuiceBugs, BoonDock Boys and Brady Goes. Thousands lined up to watch. On Facebook Live, the BoonDock Boys garnered almost 2,500 views.



Thank You

If you have questions or comments, please reach out to

Kim Grewe-Powell

Interim CEO, Oregon State Fair and Exposition Center

971-701-6566

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Oregon State Fair Council Meeting – October 22, 2020

Agenda Item: X.a.i. [For Action]
Financial Statement 1/1/2020-9/30/2020

Oregon State Fair Council
Balance Sheet
As of September 30, 2020

	Sep 30, 20
ASSETS	
Current Assets	
Checking/Savings	
10000 · Maps Checking Account	4,586.21
10100 · Maps Savings Account	5,024.85
10120 · USB - Operating Acct - 5013	41,105.02
10121 · USB - Payroll Acct - 3265	7,251.92
10125 · USB - Mrchnt Pre-Sales - 2438	196,566.77
10127 · USB - Fair Admission -5088	5,737.14
10128 · USB - Office Expo - 5104	5,247.81
10129 · USB - Show Works - 5120	2,478.12
10130 · USB - Camp Ground - 5138	1,950.83
10131 · USB - Office FAIR - 5112	1,102.16
10150 · Petty Cash Box - Fair	270.90
10200 · State Treasury Fund Account	3,923,361.04
Total Checking/Savings	4,194,682.77
Accounts Receivable	
11000 · Accounts Receivable	183,546.75
Total Accounts Receivable	183,546.75
Other Current Assets	
12004 · Prepaid Rent	250.00
12005 · Prepaid FCC 10 Yr License	1,715.00
13000 · Prepaid Contracts	3,644.28
Total Other Current Assets	5,609.28
Total Current Assets	4,383,838.80
Other Assets	
19000 · Capital Investments- SF Council	
19015 · 2015 Capital Investments	313,465.71
19016 · 2016 Capital Investments	282,283.78
19017 · 2017 Capital Investments	459,316.41
19018 · 2018 Capital Investments	493,738.09
19019 · 2019 Capital Investments	586,974.53
19099 · Accum Deprec Capital Improv	-302,865.96
Total 19000 · Capital Investments- SF Council	1,832,912.56
Total Other Assets	1,832,912.56
TOTAL ASSETS	6,216,751.36
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	39,511.79
Total Accounts Payable	39,511.79
Credit Cards	
20020 · US Bank Credit Card - Kim	605.92
20030 · US Bank Credit Card - Jim	662.25
Total Credit Cards	1,268.17
Other Current Liabilities	
20100 · Deferred Rent Income - MCFair	240,000.00

Oregon State Fair Council
Balance Sheet
As of September 30, 2020

	<u>Sep 30, 20</u>
20200 · Deferred Income - Fair	
20210 · Admissions - Deferred	645.00
20240 · Carnival - Deferred	1,550.00
20241 · Fairlift - Deferred	170.00
20260 · Amphitheatre Rev - Deferred	189,550.00
20262 · Amphitheatre Tickng Fee - Defer	10,315.50
20290 · Sponsorships- Deferred	55,000.00
	<hr/>
Total 20200 · Deferred Income - Fair	257,230.50
20515 · Deferred Income - Expo	15,420.00
24000 · Payroll Liabilities	
24009 · OR - Statewide Transit Tax	88.96
24010 · FWT/FICA Payable	5,844.92
24011 · SWT Payable	1,407.00
24013 · SUTA Payable	145.38
24014 · WBF Payable	42.52
24018 · Health Insurance Payable	3,858.95
24020 · Medical FSA - MPaluszak	955.30
24021 · Medical FSA - WPetersen	62.96
24022 · Medical FSA - KGrewe-Powell	-648.63
24023 · Medical FSA - D Crouse	862.16
24024 · Medical FSA - K Hollingshead	538.27
24028 · Medical FSA Fuentes	-231.48
	<hr/>
Total 24000 · Payroll Liabilities	12,926.31
Total Other Current Liabilities	525,576.81
	<hr/>
Total Current Liabilities	566,356.77
	<hr/>
Total Liabilities	566,356.77
Equity	
25000 · State Parks Opening Bal	3,014,804.40
25020 · State Biennium Fund 2015-2017	1,015,299.00
32000 · Retained Earnings	2,810,269.07
32050 · Restricted Net Posititon	8,760.02
Net Income	-1,198,737.90
	<hr/>
Total Equity	5,650,394.59
	<hr/>
TOTAL LIABILITIES & EQUITY	6,216,751.36
	<hr/> <hr/>

Oregon State Fair Council
Profit & Loss - Total
January through September 2020

	<u>Jan - Sep 20</u>
Ordinary Income/Expense	
Income	
Administration Revenue	54,259.37
Operations Revenue	35,532.00
Expo Center Revenue	499,053.05
State Fair Revenue	56.00
Total Income	<u>588,900.42</u>
Gross Profit	588,900.42
Expense	
Salaries & Wages - Permanent	396,534.68
Contracted Labor - PT/Snl/Temp	46,895.13
Employee Benefits - ER Exp	47,598.96
Payroll Tax - Employer's Share	32,056.33
Professional Services Exp.	107,348.46
Council Expense	595.75
Travel/Training/Relocation - EE	8,675.86
Supplies & Expenses	44,117.00
Dues and Subscriptions	4,080.00
Insurance	66,257.50
Utilities-Elec, Gas, Water, Trash	348,538.80
Maint. of Buildings and Grounds	168,014.03
Special Repairs & Maint.	60.61
Marketing Expenses	10,430.12
Vehicle Expenses	1,954.33
Bank Fees	21,757.81
Equipment Purchase <\$5k	1,500.00
Permits, Licenses	1,050.70
State Fair Administrative Exp.	11,697.76
State Fair Marketing Expenses	157,491.04
State Fair Operations Expenses	6,286.33
State Fair Attractions Expenses	29,698.44
State Fair Exhibits Expenses	30,613.89
Total Expense	<u>1,543,253.53</u>
Net Ordinary Income	-954,353.11
Other Income/Expense	
Other Income	

Oregon State Fair Council
Profit & Loss - Total
January through September 2020

	<u>Jan - Sep 20</u>
Special Projects Income	0.00
Total Other Income	0.00
Other Expense	
Other Expenses	1,010.00
Special Projects Expense	235,084.63
90700 · Bond Project Exp	8,290.16
Total Other Expense	<u>244,384.79</u>
Net Other Income	<u>-244,384.79</u>
Net Income	<u><u>-1,198,737.90</u></u>

Oregon State Fair Council
Profit & Loss by Class - Exclude NonCash
January through September 2020

	Admin	Operations	Expo	Fair	TOTAL
Ordinary Income/Expense					
Income					
Administration Revenue	54,259.37	0.00	0.00	0.00	54,259.37
Expo Center Revenue	0.00	0.00	499,053.05	0.00	499,053.05
State Fair Revenue	0.00	0.00	0.00	56.00	56.00
Total Income	54,259.37	0.00	499,053.05	56.00	553,368.42
Gross Profit	54,259.37	0.00	499,053.05	56.00	553,368.42
Expense					
Salaries & Wages - Permanent	118,442.62	92,973.27	95,984.17	89,134.62	396,534.68
Contracted Labor - PT/Snl/T...	7,444.82	15,910.23	23,540.08	0.00	46,895.13
Employee Benefits - ER Exp	35,180.55	5,870.39	3,274.01	3,274.01	47,598.96
Payroll Tax - Employer's Sha...	8,989.04	7,649.10	7,439.02	7,979.17	32,056.33
Professional Services Exp.	65,949.79	20,189.71	21,208.96	0.00	107,348.46
Council Expense	595.75	0.00	0.00	0.00	595.75
Travel/Training/Relocation - ...	8,316.82	0.00	0.00	359.04	8,675.86
Supplies & Expenses	6,185.61	37,260.97	670.42	0.00	44,117.00
Dues and Subscriptions	2,155.00	750.00	75.00	1,100.00	4,080.00
Insurance	14,975.92	10,257.92	20,511.83	20,511.83	66,257.50
Utilities-Elec,Gas,Water, Trash	38.53	348,500.27	0.00	0.00	348,538.80
Maint. of Buildings and Grou...	0.00	130,843.28	1,638.75	0.00	132,482.03
Special Repairs & Maint.	0.00	60.61	0.00	0.00	60.61
Marketing Expenses	64.64	0.00	10,365.48	0.00	10,430.12
Vehicle Expenses	0.00	1,954.33	0.00	0.00	1,954.33
Bank Fees	7,765.97	0.00	4,654.11	9,337.73	21,757.81
Equipment Purchase <\$5k	0.00	1,500.00	0.00	0.00	1,500.00
Permits, Licenses	0.00	360.70	222.50	467.50	1,050.70
State Fair Administrative Exp.	0.00	0.00	0.00	11,697.76	11,697.76
State Fair Marketing Expenses	0.00	0.00	0.00	157,491.04	157,491.04
State Fair Operations Expen...	0.00	0.00	0.00	6,286.33	6,286.33
State Fair Attractions Expen...	0.00	0.00	0.00	29,698.44	29,698.44
State Fair Exhibits Expenses	0.00	0.00	0.00	30,613.89	30,613.89
Total Expense	276,105.06	674,080.78	189,584.33	367,951.36	1,507,721.53
Net Ordinary Income	-221,845.69	-674,080.78	309,468.72	-367,895.36	-954,353.11

10/14/20
Accrual Basis

Oregon State Fair Council
Profit & Loss by Class - Exclude NonCash
January through September 2020

	<u>Admin</u>	<u>Operations</u>	<u>Expo</u>	<u>Fair</u>	<u>TOTAL</u>
Other Income/Expense					
Other Income					
Special Projects Income	0.00	0.00	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00	0.00	0.00
Other Expense					
Other Expenses	0.00	500.00	0.00	510.00	1,010.00
Special Projects Expense	0.00	235,084.63	0.00	0.00	235,084.63
90700 - Bond Project Exp	0.00	8,290.16	0.00	0.00	8,290.16
Total Other Expense	0.00	243,874.79	0.00	510.00	244,384.79
Net Other Income	0.00	-243,874.79	0.00	-510.00	-244,384.79
Net Income	<u>-221,845.69</u>	<u>-917,955.57</u>	<u>309,468.72</u>	<u>-368,405.36</u>	<u>-1,198,737.90</u>

10/14/20
Accrual Basis

Oregon State Fair Council
Profit & Loss by Class - NonCash Trade Only
January through September 2020

	<u>NonCash-Trade</u>	<u>TOTAL</u>
Ordinary Income/Expense		
Income		
Operations Revenue	35,532.00	35,532.00
Total Income	35,532.00	35,532.00
Gross Profit	35,532.00	35,532.00
Expense		
Maint. of Buildings and Gro...	35,532.00	35,532.00
Total Expense	35,532.00	35,532.00
Net Ordinary Income	0.00	0.00
Net Income	0.00	0.00