

COVIDefy Your Fair

May 13, 2020



Disclaimer

- ▶ Mention of an idea in this presentation does not mean that the Lindsay Exhibition is going to use it.
- ▶ Inclusion here only means that Harry has put some thought into it and thinks it's not so hairbrained that he would be embarrassed discussing it in this forum.
- ▶ The Lindsay Agricultural Society is considering a range of options for 2020 and has made no final decisions.

COVID-19 and Fairs

Unprecedented uncertainty around the business environment for September

A traditional fair, if permitted, would be irresponsible

Need for distraction and celebration is greater than ever

What does a “responsible” event look like?

Low risk of
COVID-19 spread

- Participation without gathering crowds
- If gathering groups, only in a way that permits social distancing

Low risk of
financial loss

- Reduce cost of activities
- Reduce dependence on gate revenue
- Non-traditional revenue streams

Lower volunteer
commitment

- Significant portion of volunteers are in the highest risk groups for COVID-19
- Meetings to organize are a risky activity

Why run a fair in 2020?

- ▶ Retain connection and relationship with fairgoers.
- ▶ The community needs some form of celebration
- ▶ Experiment to learn as COVID-19 will impact us beyond 2020
- ▶ Clean slate to try new ways of doing things without any expectations

Ideas

- ▶ Virtual competitions
- ▶ New competitions
- ▶ Streamed entertainment content
- ▶ Streamed ag education content
- ▶ DIY “Taste of the Fair”
- ▶ Grand finale single-day “drive-in” event

Virtual Competitions

- Support from a cross-section of committee chairs
- Support from most judges
- Won't work for everything but will for a lot
- Consensus is that prize money isn't needed
- Ribbons may not be needed
- Potential for a hybrid model
 - Food needs to be tasted
 - Could have some classes submitted and judged without creating crowds or undue risk

Sample Virtual Show

Judging a class

When a class is selected, the entries in the class are displayed with simple instructions. The judge can place the entries by drag and dropping them. There's a button to open a document showing all entries in the class in a format of your choice (1, 2 or 6 per page). Judges can click a photo to see details of an entry. Level of details visible by the judge is configurable.

The screenshot shows the AssistExp interface for the 'Intermediate Calf' class. At the top, there is a logo for AssistExp and a red ribbon indicating 'All Ontario Holstein Competitions' with the judge's name, Michel St-Pierre. Below this, the class name 'Intermediate Calf' and the birth date range 'Born December 2015, January or February 2016' are displayed. A note states 'There are 6 entries in this class.' Below the text is a row of six calf photos, each with a name and identification number. The entries are: QUALITY GOLDEN LUST (2015-12-28, HOCANF12384713), KARLIMROCK BROWMASTER ELIANA (2015-12-04, HOCANF12427844), BONDARRA ARMANI HEAVEN (2015-12-03, HOCANF12231514), CROVALLEY OW ELECTRA (2015-12-08, HOCANF12005212), CORRCROFT DODRIAN CHETA (2015-12-02, HOCANF11559630), and SIGNATURE B SPECTRA (2015-12-03, HOCANF12428423). Below the photos, there are instructions for judging and three buttons: 'Save', 'Return to list of classes', and 'Show document for all entries in this class'.

AssistExp

Ontario Holstein
All Ontario Holstein Competitions
Judge: Michel St-Pierre

Intermediate Calf
Born December 2015, January or February 2016

There are 6 entries in this class.

 QUALITY GOLDEN LUST 2015-12-28 HOCANF12384713	 KARLIMROCK BROWMASTER ELIANA 2015-12-04 HOCANF12427844	 BONDARRA ARMANI HEAVEN 2015-12-03 HOCANF12231514	 CROVALLEY OW ELECTRA 2015-12-08 HOCANF12005212	 CORRCROFT DODRIAN CHETA 2015-12-02 HOCANF11559630	 SIGNATURE B SPECTRA 2015-12-03 HOCANF12428423
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Instructions:
You can click on the photos to see a larger version and see the results of that entry at the various shows of the season. Place the entries in order by dragging them (click on an entry, hold the mouse button down and move it). Place them from left to right (top left is first). When you're done, click the 'Save' button below. There's also a button to view a document showing all entries in this class and you can print this document if needed (this document also list the placings of each entry at the different shows this season).

Save Return to list of classes Show document for all entries in this class

Virtual Show Software

- ▶ AssistExpo

<https://www.assistexpo.ca/virtual-competitions-module/>

- ▶ ShoWorks Software

<http://www.fairsoftware.com/>

- ▶ Google Forms + Google Drive
Empire State Beef Classic

- ▶ Instagram + Email
Trillium Hunter Jumper Virtual Equitation Clinic



New Competitions

“Traditional Fall Fair”

- Baby beauty contests using a picture
- Pet/owner look alike
- Talent competition using videos

Community Engagement

- Lawn decorating
- Bale decorating
- Virtual Scavenger Hunt in Community Based on Pictures
- Do some on Facebook with community voting for winners

Streamed Entertainment

“Live to tape”
streaming of
“your” acts

- DooDoo
- Woofjocks
- Local bands

Using content
from “The
Great Canadian
Virtual Fair”

- Cooking demonstrations
- Other acts

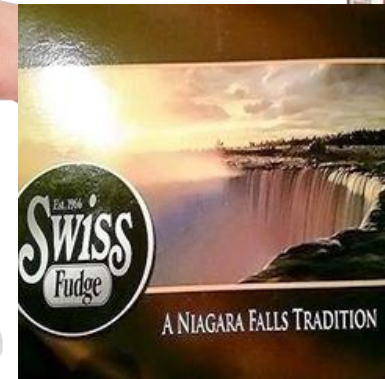
Streamed Ag Education

- ▶ “Live to tape” tour and interviews
 - Farmers
 - Dairy, beef, poultry, grain, feather
 - Processors
 - Butcher, Mariposa Dairy, Kawartha Dairy,
 - Could include live Q&A
 - Connect with schools and classrooms



“DIY Taste of the Fair”

- ▶ Sell a “DIY” Kit Online for
 - Balloon animal balloons
 - Premade cotton candy
 - Beer Nuts
 - Swiss Fudge
 - Midway prizes
 - Midway food kit
 - Corn dog batter mix
 - Funnel cake mix
 - Pretzels
 - Put instructional videos on fair website
 - Clown demonstrating how to make balloon animals
 - Food making videos to go with food kits



“COVIDIFIED” Event

- ▶ Drive-In Food Trucks and Entertainment
 - Drive-in style has continued to be permitted for restaurants likely to be first type of entertainment
 - Standard % of gross to fair
- ▶ Broadcast music over FM system to car radios
- ▶ Contingent on public health approval of safety procedures

German Drive-in "Rave"



Danish Drive-In Concerts



Been There, Done That

- ▶ Clay County Fair, FL
- ▶ Empire State Beef Classic, Erie, PA
- ▶ Ontario Beef Youth Forums
- ▶ Trillium Hunter Jumper Equitation Clinic
- ▶ “The American” Virtual Livestock Show



Budget Items

- ▶ Gate from Show
- ▶ Food Trucks
- ▶ Margin on DIY Kits
- ▶ Sponsors–targeted
- ▶ Grants

- ▶ Judges
- ▶ Performers
- ▶ Entertainment
- ▶ Advertising
- ▶ Gate people and security for show
- ▶ Software and hosting
- ▶ Extra people

Revenue

Expenses

