

Solano County Fair Association

Board of Directors Strategic Planning Meeting November 1, 2023

Priority Goals for 2024

1. Increase participation and attendance in the 2024 Solano County Fair.
 - Create WOW factors that attract fairgoers.
 - Offer more family value activities.
 - Invest in outreach, marketing, and advertising.
2. Develop an entertainment program for the 2024 Solano County Fair that attracts fairgoers, investing in entertainment that draws larger audiences.
 - Conduct market research to understand the local market.
 - Market the entertainment.
 - Seek potential partners to help promote the entertainment.
3. Assess the county fair admissions and parking programs, developing attractive offerings through pre-sale, special promotions, and value-driven programs.
4. Grow the year-round facility rentals program, adding a marketing and sales component that attracts new, larger events.
 - Seek events that are interested in multi-year contracts.
 - Recruit local fundraising events.
 - Seek partners for promoting special events.

Next Steps: 2024 SCFA Budget Development

Action Step	By Whom	By When
1. Prepare 2023 year-end estimates.	Staff	11-6-23
2. Incorporate the Board Goals and priorities into the Draft 2024 Budget.	Staff	11-6-23
3. Present preliminary draft 2024 Budget to Board Treasurer and Review.	Staff & Director S. Smith	11-6-23
4. Present DRAFT 2024 Budget to full board for review and input.	CEO	11-15-23
5. Finance Committee Review adjusted DRAFT 2024 Budget.	CEO	After 11-15-23 & Before 12-13-23
6. Present Final Draft 2024 Budget to full board for review and approval.	CEO	12-13-23