What is the Public's First Impression of Your Fair?

A Webinar Series to Revamp, Revitalize and Re-energize Your County Fair

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<th>Date</th>
<th>Topic</th>
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<td>February 8</td>
<td>Judges, Superintendents, Rules/Fairbook, Ribbons OH MY!</td>
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<td>February 22</td>
<td>What is the Public's First Impression of Your Fair? Topics include marketing messages, exhibits to highlight a VIBRANT 4-H program and serving the public in 4-H Concession Stands.</td>
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<td>March 1</td>
<td>Making the Ask! Inviting fairgoers to become a part of 4-H as a member or volunteer.</td>
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<td>Challenges or Opportunities? Extension Board or Fair Board, who does what? Complaints or Conflicts, steps to develop a grievance plan.</td>
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Why A Webinar Series?

- We know lots of time and effort goes into County Fairs, let's make them the best they can be.
- Potential 4-H Families often come to the fair to learn about joining the local 4-H Program.
- A County Fair provides fair attendees a glimpse into the health/vibrancy of your Local 4-H Program.

Today’s Topics

1. What is the Public's First Impression of Your Fair?
2. Exhibits and Displays to highlight a VIBRANT 4-H program
3. Serving the public in 4-H Concession Stands.
Public’s First Impression

луш Designed for someone out of county to complete when visiting your fair.
луш How do new, potential 4-H families see your county fair?
луш First Impressions Worksheet

Grounds and Facilities

Do the best with what you have!
Grounds and Facilities

Accessibility - Seniors, wheel chairs, strollers, aisle width, gates, etc.

OR

4-H Exhibit Building Layout

kansas4-H.org
K-STATE Research and Extension

kansas4-H.org
K-STATE Research and Extension
4-H Exhibit Building Signage

Fair Displays

- Look for a variety of ways to display exhibits, that both display projects to the best advantage and adds visual interest to the overall building.

- Take advantage of stores closing for discount retail grid, shelves and racks.
Fair Displays

- Find ways to add height to get exhibits off a flat surface when possible.
- Find ways to represent pre-fair events/judging in displays.
- Consider educational displays/opportunities in barns.
Welcoming Environment, Décor, i.e. “Curb Appeal”

- Buildings should be readily identifiable if they have things to see inside.
  - Banners or Flags
- Spruce things up for public image
  - Flowers/Hanging Plants
  - Tulle and other fabric
  - Tablecloths
  - Curtains
Welcoming Environment & Decor

- Benches
- Chairs
- Recharging Zones
Welcoming Environment & Decor

Special Events

- Coffee Hours
- Day Care Tours
- Senior Center Visits
- Family Day
**4-H Concession Stands- Serving the Public**

**Concession Stand Organization**
- Management/Volunteers
- Menus
- Daily Responsibilities
- Procedures

**4-H Concession Stands- Sales Training**
- What to wear to work in the concession stand? Proper Shoes? Apron? Hair Tie or hat?
- How to you greet customers
- Proper way to take orders and check orders
- Making change
- Proper way to deliver orders to customers
- Thank you!
4-H Concession Stands

Concession Stands - Food Safety

Extension Food Safety
4-H Events and Food Safety

http://www.ksre.k-state.edu/foodsafety/topics/4h.html
Concession Stands - Food Safety

Training for food stand workers
Resources Available:

- Food Safety at the Food Stand
- Pre Test
- Post Test

Contacts: Karen Blakeslee, kblakes@ksu.edu
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Gayle Price, gprice@ksu.edu

KDA Food Source

- Food prepared in a private home may not be used or offered for human consumption in a food establishment.
- Food served in a food establishment that is not prepared onsite must be produced in a licensed commercial kitchen

kansas4-H.org
Concession Stands

Healthy Menu Options:

- Fruit: frozen grapes, watermelon, apples
- Bags of veggies with dip
- String cheese
- Baked chips
- Whole grain crackers
- Salads with protein
- Bottled water – infused with cucumber, raspberry, lemon/lime or offer flavor packets

Suggestions by Sharolyn Flaming Jackson, Extension Specialist, Family Consumer Sciences, NE Area

Resources

County Fair Resource Page:
http://www.kansas4-h.org/resources/4-h-library/countyfair.html
Thank you

QUESTIONS

Next webinar:
Webinar 3 March 1, 2018 - Making the Ask! Inviting fairgoers to become a part of 4-H as a member or volunteer.