



Forward 5

Mission:

Connecting our community with events

Values:

- Our Workforce – We value our team, we are united and hardworking, we support one another and commit to providing the tools, resources, and training needed to be the best we can be.
- Our Customers – We commit to collaborate with and support our partners, vendors, and promoters to provide our guests with fun, safe, accessible, and affordable experiences.
- Our “Golden Rule” Service – We are passionate, service-minded and committed to our customer-focused approach.
- Our Integrity – We are fair and maintain a high standard for ethical and moral behavior in all that we do.

Opportunities:

- Increasing political and community support
- Ability to self-produce events
- Broadening and increasing our customer base due to population growth
- New or improved revenue-producing events due to site and amenity improvements
- Use of technology

Challenges:

- Shifting event policy
- Telling our story, image, identity, perception
- Ability or desire of event promoters to produce events

Strengths:

- Location
- Availability of on-site parking
- Ability to host several events simultaneously
- Engaged and committed staff and Fair Board
- New leadership

Weaknesses:

- Lack of plans, policies, procedures, performance measures, metrics
- Underutilized or derelict buildings, amenities, or equipment
- Declining reserve fund
- Underutilized or unavailable technology