

DATE: June 15, 2012
MEETING OF: June 26, 2012
FROM: Jeannie Kegebein & Bruce Oneto
RE: ACTION ITEMS X.1 – Friends of Fair Proposal

BACKGROUND

The board, at the May meeting, supported the concept of soliciting donations from supporters of the Santa Cruz County Fair and requested the proposal be agendized for the June meeting.

FISCAL IMPACT

A "Friend" at the \$100 support level receives 2 tickets to the 2012 Santa Cruz County Fair, 1 parking pass, and a "Friend of the Fair" decal.

Costs for the proposal are approximately \$1,155 and the expense range for a \$100 supporter::

Tickets and passes to 2012 Fair (\$21/Friend)	
For 100 people (2% return)	\$ 2,100
To 500 people (10% return)	\$10,500

Range of potential revenue to the fair from \$100 Supporter:		
for 100 people (2% return)	\$10,000	net \$ 6,745
for 500 people (10% return)	\$50,000	net \$38,345

STAFF RECOMMENDATION

That the Board approves a motion for the volunteer committee to move ahead with printing the letterhead, envelopes, and sending out the letter & survey

ATTACHMENTS

- Friends of the Fair proposal & survey

PROPOSAL
Letter to "Friends of the Fair"

Purpose:

- Provides people with news of the Fair
 - Informs people that there is no more money from the State of CA to operate Fairs
 - Updates people most connected with the Fair about the status of the Fair
- Solicits operating funds for the Fair
- Offers people a method of financially helping the Fair without joining an organization
- Provides the Fair with a method of surveying people already dedicated to the Fair

Recipients of the Letter or email (approximately 5,000 letters/3,200 emails):

- Volunteers
- Staff
- Competitive Exhibitors
- Commercial Exhibitors
- Concessionaires
- Community Members through Internet
 - Website (3,200 emails)
 - Facebook
 - 3 1/2 -page Comp ads in Times Publishing Group publications

Benefits of being a "Friend":

- \$100 supporters receive:
 - 2 tickets to the 2012 Santa Cruz County Fair
 - 1 parking pass
 - Opportunity to have your thoughts included in the future plans of the Fair
 - "Friend of the Fair" decal
- \$50 supporters receive:
 - 1 ticket to the 2012 Santa Cruz County Fair
 - Opportunity to have your thoughts included in the future plans of the Fair
 - "Friend of the Fair" decal
- \$25 supporters receive:
 - Opportunity to have your thoughts included in the future plans of the Fair
 - "Friend of the Fair" decal

Costs:	Letterhead & Envelopes (6,000)-some in-kind in process	\$comp by TPG
	Friend of the Fair window decal (1,000)	\$ 250
	Labor (volunteers already recruited)	\$ 0
	Postage	\$ 715
	Bulk Mail Permit	<u>\$ 190</u>
	Total Fixed Cost	\$1,155
	Plus:	
	Cost Range for \$100 Supporter:	
	Tickets and Passes to 2012 Fair (\$21/Friend)	
	for 100 people (2% return)	\$ 2,100
	to 500 people (10% return)	\$10,500
	Range of Potential Revenue:	
	2% return from a "cold list" mailing	\$10,000
	10% return from a warm "friends list"	\$50,000

Timing: July 2012

ACTION NEEDED: Approval by Fair Board at June Meeting

Because most if not all of you have been here longer than most if not all of us, the Board of Directors needs your help with a few questions ...

In your opinion, what should be the #1 priority of the Santa Cruz County Fair?

Long term: _____

Short term: _____

What should we "Always focus on"? _____

How about ideas of other ways to make money during the year? _____

If you need more room feel free to use the back. Thank you so much for your help.

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