

This form is designed to be completed by someone outside of your community coming to see your County Fair.

County Fair First Impressions

Please return form to: _____

Report Form

Fair Visited: _____ Date Visited: _____

Pre-visit web search: How easy was it to get information on the fair you were visiting? Did it accurately reflect what you saw? Did you have difficulties obtaining information on the fair through a web search? Is there social media about the fair? What kinds of things did you find? Was a schedule easy to find? Was it easy to find directions to the fairgrounds or a physical address for the fairgrounds?

1. The “Five-Minute” Impression: After taking a five-minute walk through the fairgrounds without stopping, the following reactions were noted: welcoming feel, display of exhibits, buildings, lighting, trash, parking...

2. Downtown or Surrounding Area Fair Promotion

Describe the promotional signs, directional signs, banners, etc.

3. Fairgrounds

Comment in general on the streets/paths, street signage, sidewalks, parking, lighting, public restrooms, trash, landscaping, drinking fountains, benches... Were the areas attractive and easy to access? Did you have difficulty finding parking?

Were buildings marked from the outside? Could you tell what would be inside?

4. Inside Fair Buildings

Were displays attractive? Were display racks and cases well maintained? Could you read the exhibitor names?

Was the building clean? Lighting adequate?

Flow of traffic through the building, was it easy to walk through?

5. Inside Barns

Were displays attractive?

Was the barn neat/clean?

Was it easy to get in to see the exhibits? Easy to walk through?

6. Risk Management

Are animals secure, are walking paths/sidewalks level and clear of obstacles, are rules of conduct clear, are companion animals allowed, hand sanitizer stations, electrical cords secured, cleaning supplies put away...

7. Food Vendors

Give a brief description of what was available? Variety of foods and beverages? Healthy food choices available?

Were food safety practices being followed?

How was the Customer Service?

8. Events/Attractions

What events, attractions or evening activities are attracting people to the fair? Are there events and attractions for all ages?

Is it family affordable?

9. Community Involvement

Are community organizations participating? Is community volunteerism evident?

10. Commercial Exhibits

How many? Variety? Attractiveness of displays?

11. Recreation/Tourism

Is the community well-known for the County Fair? Does the community capitalize on this asset?

12. Wrap-up

What are the most positive things you observed about the fair?

What are the biggest obstacles/challenges you observed at the fair?

What improvements do you suggest?

What will you remember most about this fair six months from now (positive or negative)?

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