

# Fairs & Festivals Program

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## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Fairs & Festivals Program

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
605	Natural Resource and Environmental Economics	40%			
801	Individual and Family Resource Management	10%			
803	Sociological and Technological Change Affecting Individuals, Families and Communities	10%			
805	Community Institutions, Health, and Social Services	40%			
	<b>Total</b>	100%			

## V(C). Planned Program (Inputs)

### 1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	1.0	0.0	0.0	0.0
<b>Actual</b>	1.0	0.0	0.0	0.0

### 2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 27633	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 27633	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

1. Conduct the program at 2 fairs or festivals per year. 2. Recruit volunteer visitors per event (N= 30). 3. Conduct the visits during peak periods of the event. 4. Write a visitor's report. 5. Collect reports and photos from all volunteer visitors. 6. Write a summary report. 7. Develop a presentation of program findings for the fair or festival board. 8. Present the findings to the fair or festival board. 9. Evaluate the program.

### 2. Brief description of the target audience

This program is directed toward fair and festival boards, local community-based organizations, elected officials, community leaders, and community residents.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	150	0	0	400
2007	16316	43606	14752	17952

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

**Year Target**

**Plan: 0**

2007: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

Workshops

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	2	0

**Output #2**

**Output Measure**

Dissemination of program results

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	4	56

**Output #3**

**Output Measure**

Adaptation of basic program model to fit the needs of specific events

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	2	0

**Output #4**

**Output Measure**

Train volunteer visitors

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	30	623

**Output #5**

**Output Measure**

Development of a set of recommendations for consideration by the fair or festival board.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	2	41

**V(G). State Defined Outcomes**

O No.	Outcome Name
1	Fair and festival board members gain increased awareness of the event's strengths and weaknesses from the perspective of a first-time visitor.
2	Fair and festival board members gain increased knowledge of potential strategies to enhance their event's strengths and improving weaknesses.
3	The program promotes increased contact with stakeholders, community-based organizations, and elected officials.
4	Fair and festival board members publicize the program findings with other groups, elected officials, and stakeholders in the community.
5	Fair and festival board members develop a set of action plans with the goal of improving the event.
6	Other fair and festival boards hear about the positive benefits of the program and complete a program application.
7	Action plans are completed by fair and festival boards resulting in the improvement of the event.
8	Fair and festival board members are committed to supporting long-term event assessment and improvement.

**Outcome #1**

**1. Outcome Measures**

*Not reporting on this Outcome for this Annual Report*

**2. Associated Institution Types**

**3a. Outcome Type:**

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
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**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Economy
- Appropriations changes
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

Program promotion and sufficient resources are needed to ensure the continuation of this program area to help improve the many fairs and festivals statewide. Better indicators are needed to improve the reporting of activities related to county and state fair and festival activities.

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- After Only (post program)
- Case Study

**Evaluation Results**

**Key Items of Evaluation**