



Schomberg Fairgrounds Activation Plan



Fairgrounds Activation Plan

Objectives:

1. Ensure Fairgrounds are being utilized as much as possible in a manner consistent with the Street Activation plans by bringing components of the activation plans to the Fairgrounds.

Key Success Factors:

1. Securing support by the Schomberg Agricultural Society.
2. Ensuring the Schomberg Agricultural Society retains 100% authority over the use of the Fairgrounds.



Fairgrounds Activation Plan

Anchor Event – Schomberg Fair

- The Schomberg Fair runs over the 4 days Thursday – Sunday on the last weekend in May, and attracts both visitors and 87.9% of Schomberg residents
- This event is the kick off for the Blossoms, Bees, Birds and Butterflies Street Activation





Fairgrounds Activation Plan

Activities at the Fair

Background

- Some businesses report that the Fair moves people *off* of Main Street, rather than onto it.

Objective

- Leverage the high attendance of the Fair to make visitors come back to shop and dine on Main Street after the Fair.

Activities

- 4 day Main Street booth to promote businesses & distribute incentives to shop or dine on Main Street
- Expand Horticultural Society role to have them promote Summer Blossom. Birds, Bees & Butterflies theme & hand out sunflower seeds
- Add a Dufferin Marsh booth to promote birdwatching and supporting the marsh





Soap Box Derby Award Ceremony

- Soap Box Derby scheduled for mid June with race to take place on Main Street ending at Dr. Kay Drive
- Following event, have all vehicles on display in Fairgrounds, with different prize categories
- Serve pizza from Leonardos and cookies from Sugar & Spice





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Fairgrounds River Walks

- The Schomberg River runs along the eastern border of the Fairgrounds.
- Work with Agricultural Society to add picturesque bird feeding stations to encourage pedestrian traffic.
- Make cute signage along the trail indicating that a mini paradise has been created for birds





Schomberg Farmers Market – June – mid October

- Runs every other Saturday 9am – 12pm in parking lot adjacent to Fairgrounds
- Ensure Sidewalkable Saturdays are coordinated to occur on Farmers market weekends
- Add strong wayfinding signage on Main Street pointing to the Fairgrounds and at market to Sidewalkable Saturdays
- Use birdfeeders alongside river to entice people





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Summer Movie Nights

- On Thursday nights in July & August, free movies will be shown in the Fairgrounds
- Families will be encouraged to attend, and local restaurants will offer Movie Night take-out specials





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Fido & Friends Fashion Show

- In September, the Fairgrounds will host the Fido & friends Fashion Show, as part of *Express Yourself* month





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SCHOMBERG
AGRICULTURAL
SOCIETY

17TH ANNUAL COMMUNITY SPIRIT BONFIRE



Bonfire lights up at 6:30pm



To thank our community for their ongoing support. No admission!

SATURDAY OCTOBER 13, 2018, 5:30PM

SCHOMBERG FAIR GROUNDS

FOR MORE INFORMATION CALL CATHY AT (905)939-8283

Community Annual Spirit Bonfire

- To occur in October
- Increase restaurant engagement with Community Spirit takeout specials
- Add food that can be heated on a stick to specials



Fairgrounds Activation Plan

Budget & KPIs

- The budget to execute the activities in the Fairgrounds Activation plan is built into the Street Activation Plans
- As the Fairgrounds are owned and managed by the Schomberg Agricultural Society, execution of all Fairgrounds activities will be led by the Society
- The Most relevant KPI will be the number of activations that can be added to the Fairgrounds.

Days Activation/Year

- Baseline: 18 days (4 Fair, 1 MS Car Rally, 9 Farmers Market, 1 Bonfire)
- Target: 84 days
 - 4 Fair
 - 1 Soap Box Derby
 - 9 Farmers Market
 - 1 Fido & Friends
 - 8 movie night
 - 1 bonfire
 - 60 birdhouse river walks