

First Impressions Program

2022



What is the first impression your visitors have of your fair?

- Is it great or could it use some tweaking?
- Is there great signage showing them how to find your fair and attractions within the fair?
- Do you have interesting entertainment and is there something for everyone?
- Does your venue promote agriculture and Rural Ontario?
- Is your venue accessible and hazard free?
- Are there lots of food choices and do you have ample parking?

If you are interested in knowing what your fair's 'first impression' is, then you should consider participating in the "**OAAS First Impressions**" program. This unique program offers the opportunity to look at your fair through the eyes of others.

It is a tremendous chance to identify areas for improvement that will enhance your guests' experience at your fair.

- We all know that first impressions are the ones that last and become memories. Help your fair create positive lasting first impressions by participating in this unique program.
- Agricultural Societies are paired with another fair. A team from each Agricultural Society visits the other's fair and evaluates specific characteristics based on the visitors' "first impressions"
- The feedback from these visits validates the areas the society is doing a terrific job and identifies areas for improvement.
- It identifies areas where you might grow your fair.
- This program builds strong relationships among fairs and fair boards and gives concrete information to support strategic planning.



Complete the application form available on OAAS website, under the Ag Society tab.

<https://www.ontarioagsocieties.com/agricultural-society-info/first-impression-strategic-planning-program>
Email: firstimpressions@oasfairs.com

Application deadline is May 15, 2022

Presentations must be completed by November 1st, 2022 for reimbursement of your Participation fee.



OAAS First Impressions Application Form 2022



Name of Fair: _____

Name of Agricultural Society: _____

Fair Dates for 2022: _____

District: _____

Contact Person 1: _____

Address: _____

Postal Code: _____

Email Address: _____

Phone Number: _____

Contact Person 2: _____

Address: _____

Postal Code: _____

Email Address: _____

Phone Number: _____

Number of Days Fair Held: _____

Attendance at Fair: _____

Fair Start Date and Time: _____

Fair Closing Date and Time: _____

Please mark off all the following categories that apply to your fair:

Livestock

Livestock classes: Yes No

4-H Show: Yes No

Other: _____

Homecraft

Hall Exhibits: Yes No Other: _____

Entertainment

Tractor/Truck Pull/Demolition Derby: Yes No

Midway: Yes No

Commercial Vendors: Yes No Other: _____

Because OAAS believes in the value of the "First Impressions" program and wishes to encourage more participation by fairs that may not be able to afford the program, once your Agricultural Society has completed all parts of the program, 50% of your fees will be refunded to your Society.

A participation fee of \$226.00 (\$200.00 + HST) is payable to the "Ontario Association of Agricultural Societies" when you submit your application send payment to: **OAAS 1911 Foxboro Stirling, Rd R.R.# 4 Stirling, ON K0K 3E0.** Once you have been paired with another fair and you do not participate, there will be no refund. **Presentations must be completed by November 1st, 2022 for reimbursement of your Participation fee.** In addition to the participation fee, each society will be responsible for providing passes to the visiting fair volunteers as well as their own travel costs, photocopying and /or printing and incidentals of volunteers. **NEW \$100.00 + HST will be returned once all the documentation is completed.**

Application deadline for the 2022 First Impressions program is May 15, 2022

Application to be completed and submitted electronically ONLY to:

firstimpressions@oaasfairs.com