

***“Moving Forward...
Together!”***

Jim Teece - JimTeece.com

Jim Teece

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JCFAIR Board?

I only have a few minutes

Inspired by

“Fairology”

By Maria Zafutto

***“Moving Forward...
Together!”***

A moment of post election silence...

Celebrate



Jackson County, Oregon Fair

220K



Linn County, Oregon Fair

131K





Afton, Lincoln County Fair, Wyoming

20K









Bear Lake County Fair, Idaho

6.7K



Las Vegas

Let's talk about...

“Please help us conserve power”



Las Vegas

1980 - 400K

2024 - 3MM

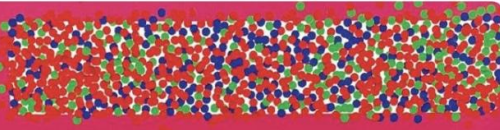
NFL, NHL, MLB

Nascar, F1 Grand Prix

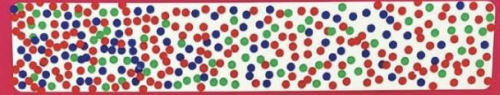
Food!

Constant Change, Change, Change

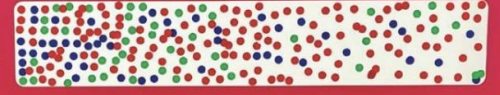
**FOOD &
BEVERAGE**



**ANIMALS &
AGRICULTURE**



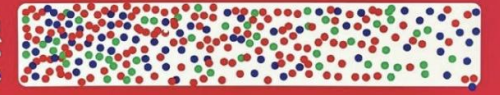
SHOPPING



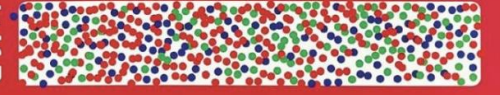
ENTERTAINMENT



**RIDES &
GAMES**



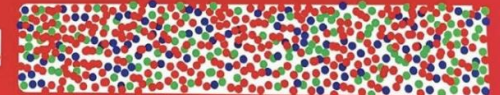
**PEOPLE
WATCHING**



**COMPETITIVE
EXHIBITS**



TRADITION



1. **Food & Beverage**
2. **Tradition**
3. **People Watching**
4. **Animals & Agriculture**
5. **Rides & Games**
6. **Shopping**
7. **Entertainment**
8. **Competitive Exhibits**

“Tradition” is about sharing your favorite memory with your children and grandchildren and hopefully they pass parts on...

We need each other

Fair EcoSystem Simplified

Community

Fairgrounds, Board

Carnival

Food Row

4H & FFA

Music & Entertainment (Exhibits + Grounds Acts)

Airport EcoSystem Simplified

Community - Travelers

Feds, County - The Government

Transportation - The Rides

Food

Exhibits and Entertainment

Public safety is #1

Let's talk about...

Sometimes **Common Sense**
gets
Blocked
by the
Fun Suckers

Trolley

Be Careful What you Ask for

How do we get old people to our fair?

“Hold it before noon, in the spring,
indoors, don't be loud and make it
free”

What about tribute bands like
Earth + Wind + Fire

I love Avatar : The Last Airbender

Help us by investing in our future (the kids)

Goats are cute

AG = Resilience, Fairs are resilient

You may not know our battles

Let's talk about...

Fair Industry vs NFL

Disney Experience

Parks

Clothing

Movies

TV Shows

Fair is One Time A Year

Who is in line for a corn dog?

Let's talk about...

Thank you for being Affordable
To single moms and young families

Premium / Exclusive / Special

What keeps me up at night?

Let's talk about...

In 5 years

15% Less 18 year olds

And more people > 65

There are more of us then them

NICA Members =

Smart, connected, innovative, aware,
responsive, agile

Board Members =
Smart, connected, innovative, aware,
responsive, agile

We want the same thing...

Provide lifelong memories
in a safe, clean, & positive space
And **make a profit** & be smart
business people so we can do it
again next year

Together

We do Fair 1 time per year

You do what you do 10 to 25 times
per year

Teach Us

Food Costs

Labor Costs

How Your Business Model Works

A full hour Keynote, blog, podcast

Data

Innovation

Starbucks App Order

Grab and Go

Chili on a Bag of Fritos



Bacon on Ice cream





Dilly
Dilly
Dog

Hey ChatGPT invent new fair food





Afton

August 11, 2021 1:48 PM

"EPIC" <small>1/4 lb. of beef footlong corn dog</small>	\$6
MINI <small>1/8 lb. of beef corn dog</small>	\$4
SMOKEY CHEDDAR DOG <small>1/4 lb. smoky pork & cheese</small>	\$6
DEEP FRIED CHEESE BOMB <small>(Pepperjack, Cheddar or Mozzarella)</small>	\$4
HOMEMADE KETTLE CHIPS	\$2
FRIED BABYBELLE CHEESE POP	\$2
DRINKS <small>Assorted</small>	\$2
DEEP FRIED SNICKERS/MILKYWAYS	\$3

**MAKE ANY ITEM A
COMBO FOR \$3**
INCLUDES KETTLE CHIPS & A DRINK

Oreos are like
All the good is
STUFFED
on the inside!
\$2.99



McMenamins Daily Fresh Sheets

Sample Box for Staff & Board without
breaking rules



Let's Talk About AI & BOTS

Innovative Idea for County Fair Food?

How about **"Savory Waffle Cones"**? These could be a fun twist on traditional fair foods. Here's the concept:

Savory Waffle Cones

Description:

- **Waffle Cone Base:** Instead of the usual sweet waffle cone, use a savory batter infused with herbs and spices like rosemary, thyme, and a hint of garlic.

- **Filling Options:** Offer a variety of savory fillings such as:

- **Mac and Cheese:** Creamy, cheesy macaroni topped with crispy bacon bits.
- **BBQ Pulled Pork:** Tender pulled pork with tangy BBQ sauce, topped with coleslaw.
- **Buffalo Chicken:** Spicy buffalo chicken bites with blue cheese crumbles and celery.
- **Vegetarian Delight:** Grilled vegetables with a drizzle of balsamic glaze and feta cheese.

Why It Works:

- **Portable:** Easy to carry around the fair.
- **Customizable:** Offers a variety of flavors to cater to different tastes.
- **Unique:** Combines the fun of a waffle cone with the heartiness of a savory meal.

\$3.45 / \$10



Elon says he will
sell 100 Million
per year @
\$25K



Predictions: 8 Billion Humans & 10+
Billion Bots

2.5 MPH

Robot Beer



Electricity, Water and Internet

MultiGeneration, MultiCultural

Let's talk about...

One Line or Many Lines

Shortest Line vs Longest Line

Let's talk about...

Be Like Elon Musk, Just less Crazy

Elon's Way

Tesla - Needs Communication Network and AI for Autonomy

StarLink - LEOs for Tesla's and now homes,rvs, fair food trailers

SpaceX - Rockets to get LEOs in orbit

Robots - Need AI

What do we need to develop to
achieve our goals?

Double Down on Humanity

Focus on the Children (Not Goats)





Let's Move Forward... Together

