

Schomberg 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.



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





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





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









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





Fido & Friends Fashion Show

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





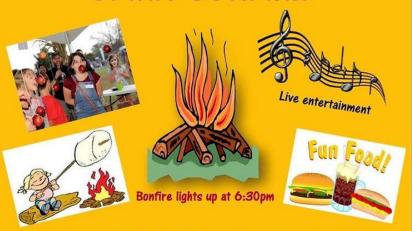






SCHOMBERG AGRICULTURAL SOCIETY

17TH ANNUAL COMMUNITY SPIRIT BONFIRE



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



Activity Chart

Schomberg Fairgrounds Activation Calendar FEB MARCH APR JUNE JULY AUG **JAN** MAY **SEPT OCT** NOV DEC **Winter Bird Feeding Stations Schomberg Fair** Soap Box Derby **Fairgrounds River Walks Summer Movie Nights Fido & Friends Fashion Show** Shomberg Farmers Market **Schomberg Community Bonfire**

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