

Insight for the Petaluma Fairgrounds Advisory Panel

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The question...

- ▶ “How might we use the City’s fairgrounds property to create the experiences, activities, resources, and places that our community needs and desires now and for the foreseeable future?”
 - ▶ Before we answer the “how” we need to answer the “what?”
 - ▶ Form should follow function.

Let's Look at What People Said...

- ▶ Survey was administered June 15 - July 15 2021.
- ▶ Complete survey report is available at Sonoma-marinfair.org
 - ▶ Other than the fair, what is the most important use?
 - ▶ 34.9% Event Space 33.16% Emergency Services
 - ▶ What do you visit the Fairgrounds for?
 - ▶ 88% Fair 67% Patronize a Business 58% Concerts/Festivals 52% Private Festivals
 - ▶ What should be offered at the Fairgrounds that isn't offered now?
 1. Concerts & Festivals
 2. Agricultural Events
 3. Community Gatherings (Cultural, holiday, theatre)
 4. Outdoor Markets

So now that we have the “what,” how do we address the “how?”

- ▶ Flexible Spaces and Variable Design
 - ▶ One structure can have many purposes and serve many roles
 - ▶ Currently almost every inch of the grounds serves three purposes: long term use, interim use, and emergency use.
 - ▶ Evolve the long term and short term roles to better provide the community with what they want and how to use the property.

Part of the “how” is the “who”

- ▶ Does the Fair make the calls or the City? The answer is “yes.”
- ▶ There are many examples of other fairgrounds that work collaboratively with their cities.

Some of the big myths...

- ▶ The Fair is a bad steward of the property.
- ▶ The City has been harmed by receiving only \$1 a year for rent.
- ▶ The property is underutilized.

How do we do this?

TOGETHER

Thank you for your time...

Q & A