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