

March 19, 2019

Board of Supervisors
Marin County Civic Center
3501 Civic Center Drive
San Rafael, CA 94903

Gabriella C. Calicchio
DIRECTOR

SUBJECT: Presentation – Merrill Award from Western Fairs
Association to Marin County Fair

10 Avenue of Flags
San Rafael CA 94903
415 473 6400 T
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CRS Dial 711

Dear Board Members:

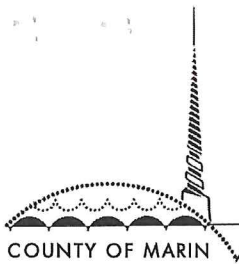
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RECOMMENDATION: Sarah Cummings, Executive Director of the Western Fairs Association (WFA), will address your Board on the history and significance of the Merrill Award. This prestigious fair industry award was presented to the Marin County Fair at the WFA Convention and Trade Show in Reno on January 23, 2019.

SUMMARY: For an unprecedented sixth time, the Marin County Fair has won the Merrill Award, the most prestigious and coveted award by the Western Fairs Association, solidifying the event's national reputation for excellence and innovation.

The 2018 fair, *All for One & Fun for All!*, captured the Merrill Award at the WFA Annual Industry Awards Celebration for its theme of equity, diversity, and inclusion. The Marin County Fair also won 34 individual achievement awards, more than any other fair.

The 2018 Marin County Fair won both WFA Featured Awards for Cultural Marketing Strategy and new Cultural Program which supported the *All for One & Fun for All!* theme. In addition, the Fair garnered 21 First Place awards, 7 Second Place awards, and 6 Third Place awards. Awards included accolades for agricultural programming, virtual reality, interim events (*80 Over 80* art exhibit at the Bartolini Gallery), Fair radio advertising in Spanish and English, and Fair sponsorships just to name a few.



DEPARTMENT OF
CULTURAL SERVICES
Marin Center • County Fair



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The WFA serves 150 member fairs in the Western United States and Canada.

FISCAL IMPACT: None

REVIEWED BY: Auditor-Controller N/A
 County Counsel N/A
 Human Resources N/A

Respectfully submitted,

Gabriella Calicchio
Director