

# Fair Attendance: Attracting the Millennials

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Warning : Provocative talk ahead

IdeaGrenades™

**JimTeece.com**

# About Jim Teece

Small Business Owner

(Project A, Ashland Home Net, Rogue Broadband and Art Authority)

All Day Everyday Volunteer at the Jackson County Fair for over 25 years

Tech Pavilion

Joined Fair Board 6 years ago to help turn it around

Donate WebSites, Apps & Ticketing for Fairs & Festivals

McMenamins, Cascade Theatre, London Roundhouse, Coming Attractions

Speaker to Churches, Non-Profits, Associations and Service Clubs











20+ years ago

# Technology Pavilion

Introduced the **Internet** to Jackson County

6,400 SQ FT of NERDY FUN

Gaming, Virtual Golf, Inspiring Apps

# **Lost and Found**

Didgeridoo



# Fire Dancing

1st Hybrid Car

# Electric Motorcycles

It was a good run...

6 Years Ago

Our Fair was on the Brink of Bankruptcy

Low Attendance



A Strong Fair  
pays for a Year Round Expo

The CORE does NOT  
KEEP the Gates Open

I Took 1000's of photos

We didn't have mom's and babies

We didn't have teens

We didn't have Young Adults

We Had to Change or Die



WHY ME?

I Teach at SOU

I Employ Young Nerdy People

I Have Millennial Children

But mostly... I'm immature

I play Video Games

I read comic books

I make and drink Craft Beer



I'm basically stuck at 25

We turned things around at our fair

Here are some ways we did that

Children 12-Under FREE

FREE Parking

What about those Millennials?

I Became Their “Friend”

# Drinks with Millennials



**WE LISTENED**

MUSIC FESTIVAL

30 live acts 12 hours a day over 4 days  
for \$10/Day

PINTEREST

It all worked

WE fixed it and life was good again



What can your fair do?



Picture this :  
Kim Kardashian  
eating a corndog



SOFAB

OMG!

**Drop the Mic - Jobs Done!**

Let's talk about Millennials

“They live in parents basements”

“They have NO money”

“They are lazy”

“They are stoned”



“They are snowflakes”

“They aren’t joiners”

“They don’t leave the house”

“They like to spend money on good stuff”

“They are fans of brands”

“They use technology for everything”

“They think we are old and don’t get it”

But that is on us



If we think all those things  
about them, why would they  
want to hang out with us?

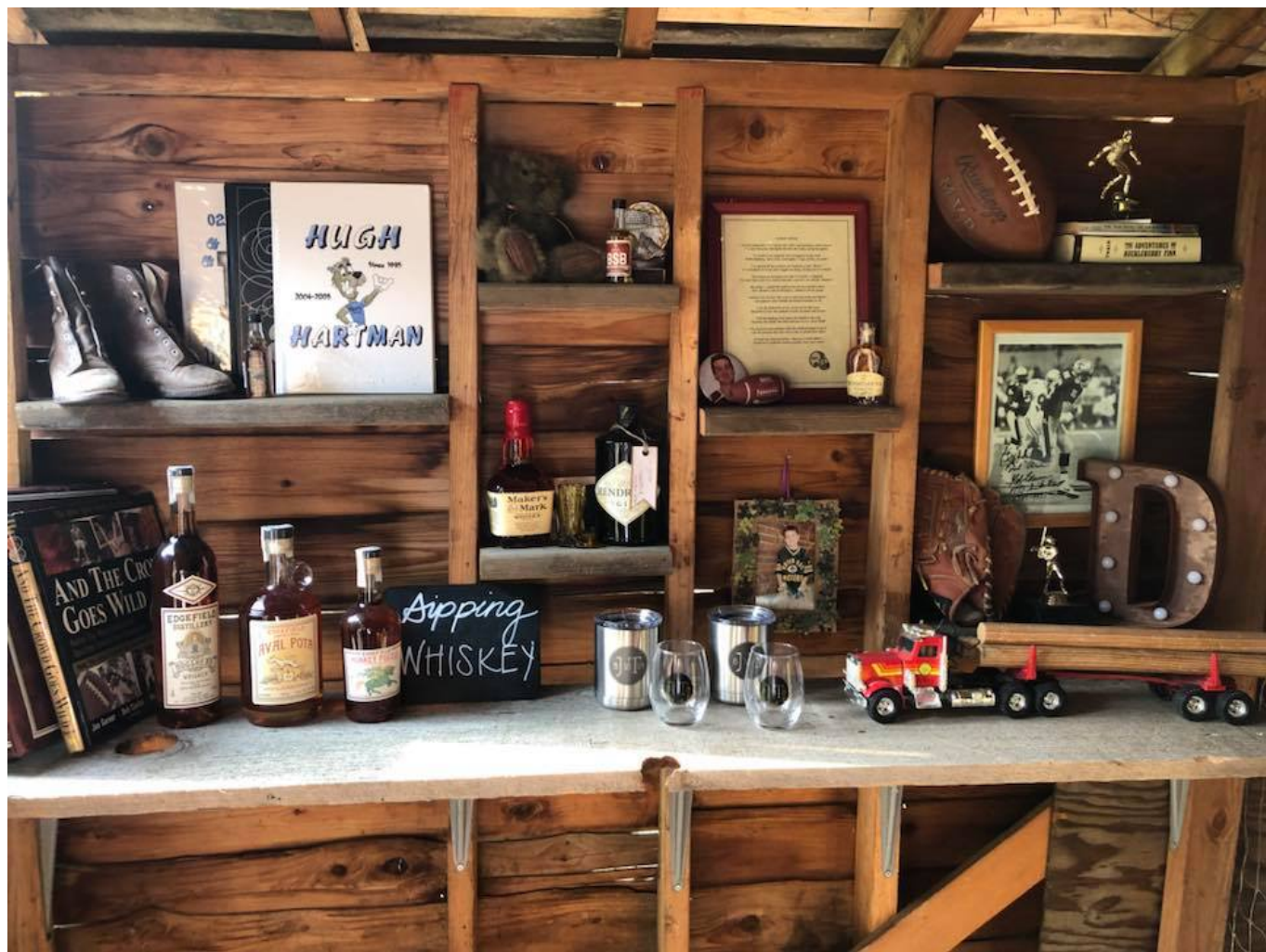
They Crave Experience

My Daughters Wedding













# Tailgate Parties





TAILGATE

#2



They Want Convenience

They Want to be Treated Special

We need to Turn the Fair into a  
Judgement Free Zone

They Want Recycling

They Want Food Choices

They Want You to Be Active on Social  
even if they are not.



They Suffer from FOMO

They want to watch Netflix

“What is your WiFi password?”

They watch people play games online

And donate money

Lots of money



Heads down on phone is normal



They are Mobile Only

They trust other Millennials more than  
they trust **old people.**

They Want to Use Uber

They want to stay hydrated

They want to just hang out

Who else is there?

Give them safe places on grounds

Safe does not mean surrounded by cops



1:35

Search

Write a comment...

**Pedal Pub**  
Sponsored ·

78% of millennials would rather spend money on experiences vs. buying an object. Join this multi-billion dollar industry that offers groups a unique and incredible experience. Pedal Pub is actively seeking entrepreneurs who are excited to grow our business throughout North America, Canada, Central America and the Caribbean. Contact us no... [Continue Reading](#)

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145

51 Comments 62 Shares

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Chava Florando commented on this

A large yellow Pedal Pub party bike is shown from a side-front perspective. It has a wooden barrel at the front and a canopy with the Pedal Pub logo. Several people are riding on it, and it's on a paved path with a city skyline in the background.

# Video Games

# Escape Rooms

# Autonomous Cars

Tiny Homes

by 2020 there are more of them than us

They Win

...



OFA Expert Tip:  
Don't focus on Millennials

Always Focus on **The Next Generation**

It's a 20 year strategic industry play

Introducing **TNG**





Join

Honor



Cause

SELL to mom

What is **THE FAIR** brand?



**carhartt** on High Street

Football is talked about all year

Who speaks for the FAIR industry?

What is the Fair ecosystem?

Fair.TV



Fairs must constantly change to be  
**relevant** to the entire community

Disneyland does this.

# Fast Pass

Starbucks

You can bring water and snacks inside

Star Wars!

Be You!

# The Hanson Family



<https://www.hansonfamilymusic.com/>



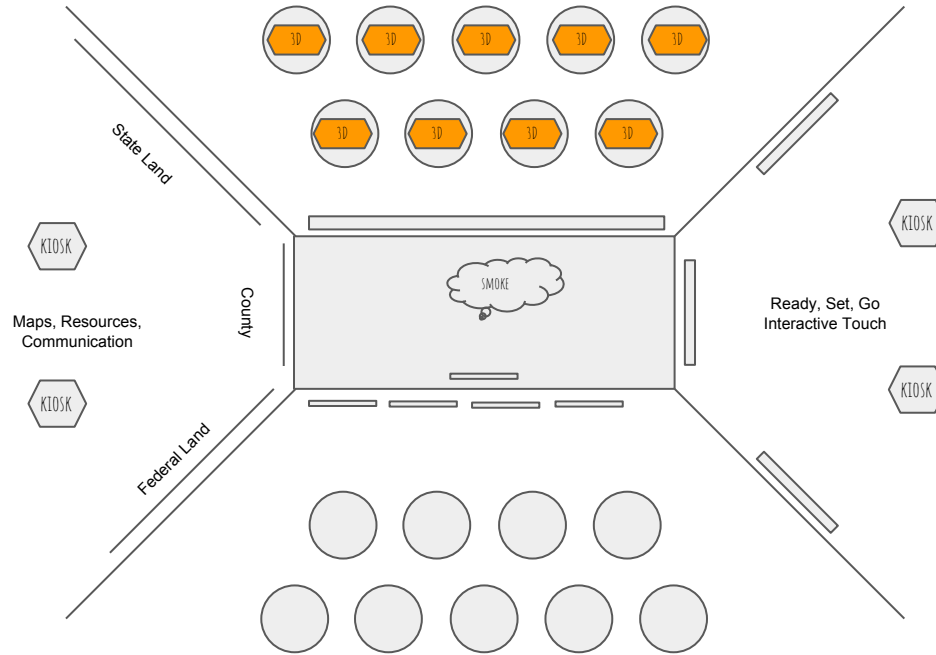
What if the WFA & OFA sponsored...

# Statewide Strategic Conversations

Exhibits that traveled from Fair to Fair

Fire / Smoke

## 3D Wildfire Experience



## Perspectives Video Show

**“The New Normal”  
Interactive Traveling  
Exhibit by Jim Teece**

**FFA Agriscience**

Taking care of and sharing use of our  
natural resources

Global Population Impact on US.



What about Service Members?



ORDER OUR MEATS

# FIVE MARYS

<http://www.fivemarysfarms.com/>

We need an Uber App for fairs

MY fair dates - who is available?

Each Act Needs to Market myFair

Rate the Act

Rate the Fair

Kim Kardashian  
Needs to eat a corndog





Thank you











