

State Fair Task Force

Task Force was charged with looking into what would be involved in NYN being an exhibitor at the New York State Fair. This would be a public outreach project for NYN. Members of the Task Force were Ruth S., Diane C., Arlene K., Louise F., Lucy J. and Kathy M.

It was determined that the earliest we could apply to be an exhibitor was for the 2015 State Fair. Returning exhibitors begin submitting applications for that year as of January 2nd. New exhibitors may begin the application process as of April of that year. As this is an item that needs the approval of the Assembly, the Task Force determined the earliest a vote could take place was at the Fall Assembly.

The committee did contact Syracuse's AA service center about their participation in the State Fair for some information. (Note: no possibility of sharing space with AA) Also we had information from the Kentucky Area who have participated in their State Fair for a number of years.

Rental costs: Costs for rental depend upon area exhibiting in and size of booth. All booth area includes trash pickup and electricity. Also pipe & drape for most areas. Task Force did not look at a booth outside. Cost for booth in the Science & Industry building (health related exhibitors) \$10.51/square foot for 12 days of Fair. Booth size would be 100 square feet. Total \$1,051.00

Insurance costs: The Fair requires each exhibitor carry a minimum \$1,000,000 General and Product liability insurance for the run of the Fair. Costs do vary quotes have been anywhere from \$115 - \$500. Felt that will budget at higher amount for estimated budget. Cost: \$500.00

Signage costs: Followed the example of Kentucky and their booth. Estimates are from Staples 8'x30" banner \$100, 16"x16" (2) \$10@, 24"x36" (2) \$42@, 24" square \$20. Total: \$224.00

Ticket costs: The Task Force felt that volunteers to man the booth should have their ticket to Fair provided for them. The Fair does expect that all exhibitors will man their booths from 10:00 AM until 10:00 PM for the full 12 days of the Fair (note: Labor Day 10:00 AM-9:00PM). The Task Force felt there should be either 3 shifts of 4 hours per day or 4 shifts of 3 hours per day. That there should be 2 people per shift. Exhibitors are able to purchase booklets of tickets at a reduced rate of 12 tickets for \$36. 6 volunteers/day for 12 days \$216, 8 volunteers/day for 12 days \$288

As it is possible that volunteers may not be able to work their assigned shift, the Task Force thought there could be a core group who would be willing at the last moment to sub. The Task Force feels these people should be reimbursed for their tickets.

While the Fair does provide reduced parking for duration of Fair however the limit is 2 vehicles per exhibitor. Task force did not look at parking.

Literature costs: We based our estimate of materials needed one what Kentucky Area used. They provided 40,000 piece of literature during the 2010 Kentucky State Fair (10 days). The Task force chose the following materials and amounts

• Public Outreach Bookmarks	10,000	free	\$ 0.00
• Twenty Questions – Al-Anon	10,000	.03@	\$300.00
• Twenty Questions – Alateen	10,000	.03@	\$300.00
• Factsheet for Professionals	2,000	.15@	\$300.00
• Information for Educators	2,000	.05@	\$100.00
• Al-anon/Alateen is not	2,000	.10@	\$200.00
• Are you Concerned about Someone Else’s Drinking?	10,000	.03@	\$300.00
		Shipping	\$ 150.00
		Total	\$1650.00

Task Force talked about schedules being available. Would like to ask those AISs and Districts who publish their schedules to provide copies for distribution. For those Districts who do not publish their own schedule would ask NYN to provide copies of those schedules.

Estimated budget of \$4000.00 is therefore based on the following:

1. Booth Rent	\$1051.00
2. Insurance	\$ 500.00
3. Signage	\$ 224.00
4. Tickets	\$ 288.00
5. Literature	\$1650.00
Total	\$3,713.00

The reason for the \$4,000 budget is a contingency in case of increases and unexpected costs.

While the Task Force is proposing \$4000.00 as a budget item for 2015 it is hoped that within NYN meetings, AISs and Districts will contribute towards this public outreach project. The more that we are able to receive in contributions the less we will have to draw on from NYN.

The Delegate from NYS has been contacted in hopes they would also want to take part in this public outreach, both financially and in person, as of yet no response.

Per conversation with NYN Tech person, Kathi D., there are a number of programs we could use so that volunteers could sign up online. This would make it easy for both those signing up and the person who will be in charge of scheduling.

This is a great public outreach project for NYN and it would be great if we could get NYS involved.