



FAIR IN THE CLOUDS



Why-oh-Why? Making it up as we go	Happening Now, Live Tune in to what's happening today in The Virtual Fair	Enter 3D Fair Experience OCF in the Clouds
Artisan Marketplace Find that booth!	Take-a-Walk 'round The 8	Teddy Bear Talks
commemorative Fair Items for Purchase!	Peach Pages Stories, Folks & Fair	Help Out! Donate & Keep the Fair magic alive
On-Demand Video Entertainment	White Bird	Ye Olde Live Streams Schedule




The OCF Virtual Fair Event 2021 INFO PACKET

OCF Fair in the Clouds Virtual Events Team – Steering Group

A presentational guide that reviews our 2020 Virtual Fair effort
and outlines our suggested 2021 effort

Introduction

This group is a small subset of the talented 2020 Steering Group. We have been gathering since early December as we knew we had to get rolling or miss the window. Our first task was to check ourselves to determine if we were willing to go through this again. 2020's effort was born of feeling the real need to gather in the face of the pandemic. It was organic, amazing, it grew, over the top, successful! It was WAY too much time spent away from family, home and work. We knew it was a gift and heard many thank yous, but, we kinda thought it would get us an invitation to become a crew, or maybe a T-shirt? It was magical... but not magic. *It was hard work.*

So do we recommend this or any team move forward with an undertaking this large without real emotional and financial support? We do not. Yet we are feeling the excitement of the potential to do it again and do it better!

However, we recommend that some entertainers and skilled team leads be supported with 1099 contracts. We believe the virtual event revenue potential can provide that. We want to work with the budget committee to show our ideas next and to see what is realistic, then bring a budget presentation to the March BOD meeting.

Enclosed Please Find

Realms and Roles

A diagram which outlines the many areas we undertook in 2020 to create the magic land we got to share. We recommend the same basic scope of parts for 2021.

Production Estimates

This is a conservative estimate of the time and number of people in the production of the 2020 event.

Streaming Metrics

Some indications of how far and wide the event reached!

Revenue Consideration

Here we point to revenue generated without really trying to generate revenue, and then suggest what more time and support may lead to.

Project Phases

A Lovely way to see where we are and where we hope to go.

Organization Charts

Two diagrammatic expressions of the parts of the Realm and their interwoven support teams. One shows how 2020 was, the other how we hope to improve that into a better whole in 2021.

The Roadmap

This is the deeper dig into the **Project Phases** seen above.

Erratta - Fun Stuff

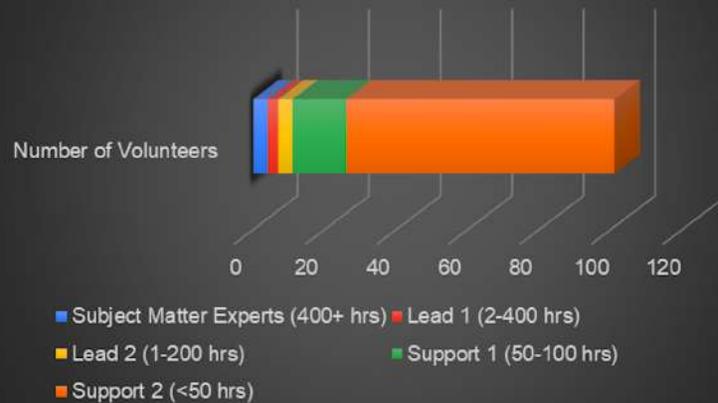
Realms @ Roles



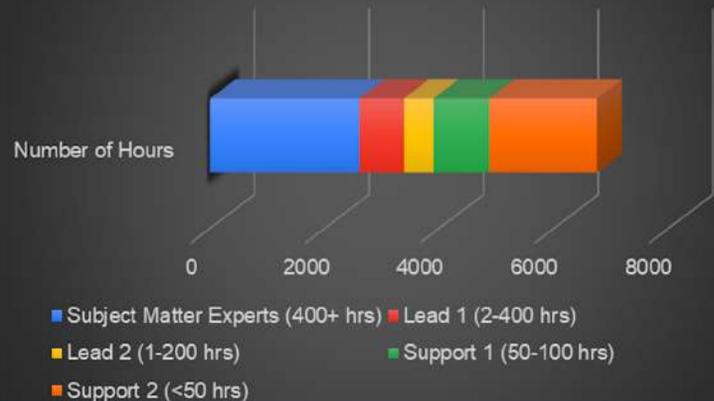
items shown achieved in 2020 Vocf, same targets proposed for 2021 event

Fair in the Clouds 2020 Effort Analysis

Count of Volunteers by Role

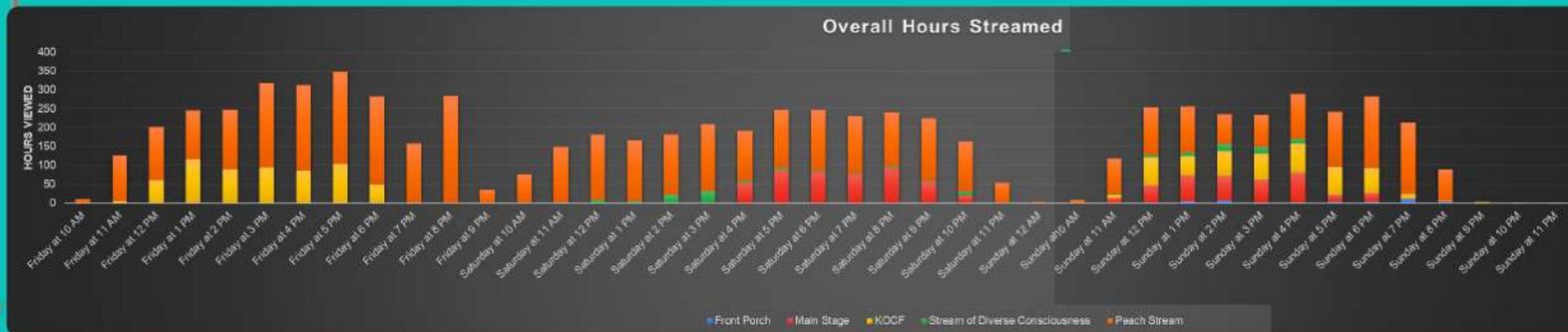


Count of Volunteer Time by Role



VOCF '20

Streaming Metrics



Vaudeville, Youth, and Blue Moon stages did not have statistics collected but were also running video streams. The 2020 project was not able to set up comprehensive metric gathering. The 2021 effort would like to do so!

[Click here for short video fun](#)

2020 VOCF Experience

- Compressed lead time
- Minimal funding
- Minimal promotions
- Non-optimized staffing

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- 7347 hours streamed
- Nationwide viewership (47 states)
- International viewership (15 countries)
- 3515 merch items sold in 1389 orders
- Merch and donation efforts ~\$150k (~\$55k came in the week before and after the event)

2021 Fair in the Clouds Goals and Potentials

- Ample lead time
- Funding
- Appropriate staffing
- 2020 experience

+

- Advertising
- Radio promotion
- TV, radio, print feature stories
- Pre-registration
- Social Mediums
- Work with Craft Crews
- Work with Coordinators

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- Increased traffic!!!
- Increased revenue!!!
- Improved user experience!!!
- Improved staff experience!!!

Potential Revenue

- Merch Sales
- Underwriting
- Donor support
- Unique services
- More!

Project Phases



Launch Design
Dec '20 - Mar '21

Operating Teams
Jan - May '21

**Visioning and
Programming**
Feb - May '21

Execute
Mar - July '21

FAIR!
July '21

Eventually Functioning Together Org Chart

3 initiatives 2020

STEERING COMMITTEE

WEBSITE

VOCF
2D Experience

WEBSITE DEVELOPERS CREWLETTE
(FAIR NAME IN PROGRESS)

PEACH SLICES CREWLETTE (VIDEO
EDITORS)

PEACH STREAM CREWLETTE
(PROGRAM AND TECHNICAL
DIRECTORS, VIDEO CONTRIBUTORS)

WEBSITE

m8rix
3D Experience

PROJECTILE MANGERS (PROJECT
MANAGEMENT)

HEAD IN THE CLOUDS CREWLETTE
(SYSTEMS ADMINISTRATION)

HELPING HANDS (CUSTOMER
SUPPORT: CRAFTERS, FAIR GOERS;
GREEN THUMBS: LIVE STREAM)

SOCIAL MEDIUMS (BLOG POSTS,
SOCIAL MEDIA OUTREACH,
ARCHIVES)

INTERTUBES CREWLETTE
(COORDINATE WITH OTHER TEAMS)

WEBSITE

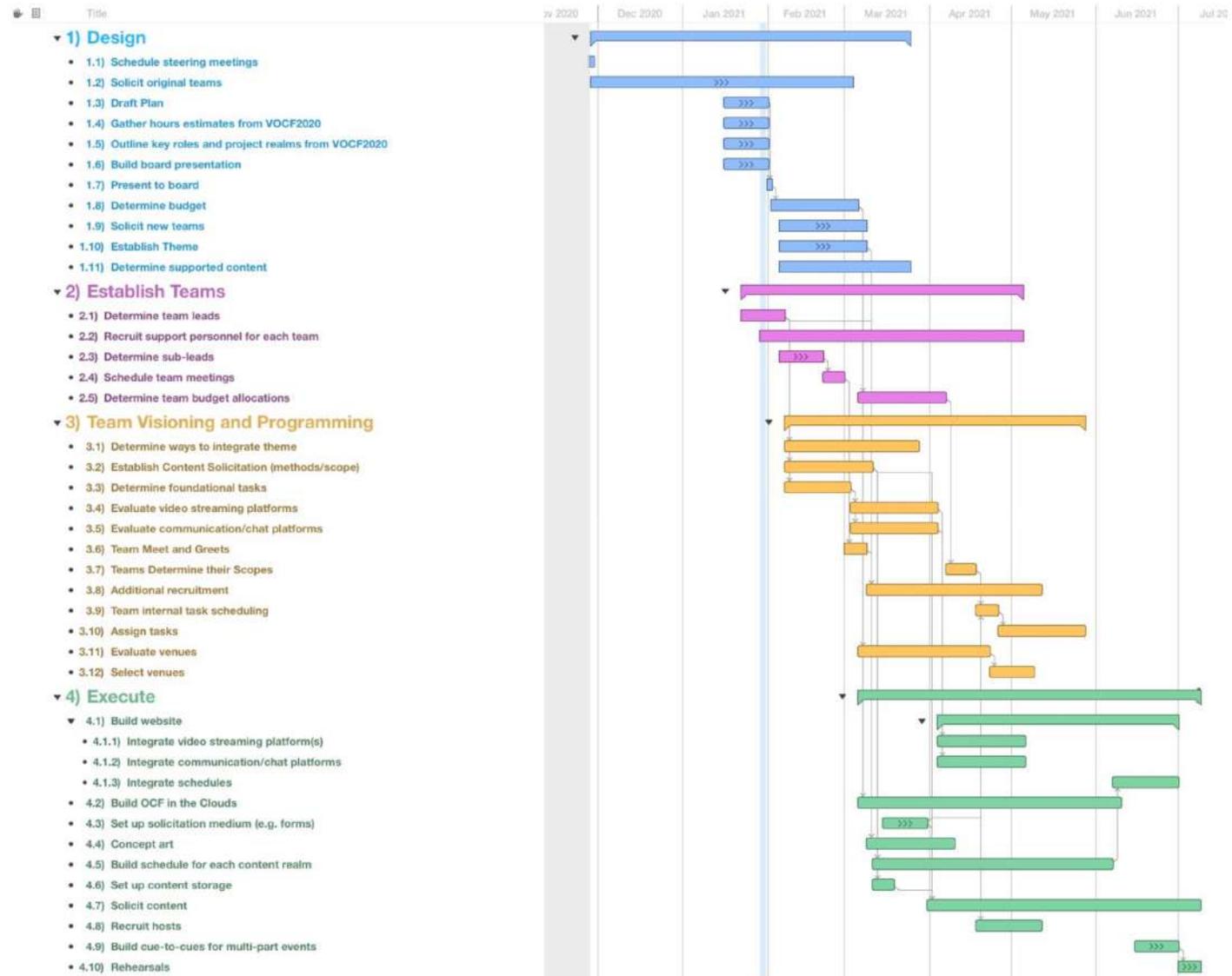
Community
Village

A Cross-Functional Organization

Fair in the Clouds 2021

	2D Experience	m8rix 3D Experience	Community Village
STEERING COMMITTEE			
PROJECTILE MANGLERS (PROJECT MANAGEMENT)			
1 WEBSITE			
HEAD IN THE CLOUDS CREWLETTE (SYSTEMS ADMINISTRATION)			
WEBSITE DEVELOPERS CREWLETTE (FAIR NAME IN PROGRESS)			
PEACH SLICES CREWLETTE (VIDEO EDITORS)			
HELPING HANDS (CUSTOMER SUPPORT: CRAFTERS, FAIR GOERS; GREEN THUMBS: LIVE STREAM SUPPORT)			
PEACH STREAM CREWLETTE (PROGRAM AND TECHNICAL DIRECTORS, VIDEO CONTRIBUTORS)			
SOCIAL MEDIUMS (BLOG POSTS, SOCIAL MEDIA OUTREACH, ARCHIVES)			
CHA-CHING CREWLETTE (REVENUE GENERATION)			

2021 Virtual Oregon Country Fair Draft Roadmap: Gantt Chart



Erratta – Fun Stuff

VOCF website as it exists right now

<https://vocf.oregoncountryfair.org>

Community Village Variety Show Playlist

<https://vocf.oregoncountryfair.org/ondemand-cv.php>

Fair in the Clouds Demo Video

<https://vocf.oregoncountryfair.org/ff-demo.php>