

DATE: 3-17-2014
MEETING OF: 3-25-2014
FROM: Jeannie Kegebein
RE: Mission Statement

BACKGROUND:

Request for the board to review and update the 14th DAA Mission Statement

MISSION STATEMENT: (defines purpose of the organization; its reason for being and has three parts: who it is; what it serves; and how it serves)

According to a document labeled - 2009 to 2011 Strategic Planning Document

CURRENT MISSION STATEMENT:

Our mission is to provide an old fashion county fair, and to make a place for events that educate the community about food and agriculture. We shall improve and grow the fairgrounds to increase the public's enjoyment of this cultural and recreational resource for generations to come through tourism and year round use.

PROPOSED CHANGES:

- The mission of the Santa Cruz County Fair (14th District Agricultural Association) is to provide a place to showcase . . .
- Add "Life Skills"
- Santa Cruz County and neighboring Communities
- Old Fashion family fair
- "Our Goal is to" instead of "We Shall"
- Use "of our facilities"
- "through tourism, education and year round use."

Here is the current mission statement as listed on the agenda each month:

To ... Recognize and promote our community, its individuals, trades and commerce, for the unique values and educational opportunities of each that contribute to our community.

To ... Promote education and personal growth of our youth through competition.

To ... Promote challenges and opportunities to our youth, who will be our future leaders.

To ... Provide a social gathering place and meet the recreational needs of the members of our community.

Mission Statement as Proposed on 3-17-2014 by the Fairgrounds Management

The mission of the Santa Cruz County Fairgrounds is to provide a safe, customer-oriented location for community events and educational opportunities and to produce an annual Fair that showcases the talents of our community.

FISCAL IMPACT: None

STAFF RECOMMENDATION: Adopt the proposed short & modern mission statement.

ATTACHMENTS: None