

City of Calistoga | Fairgrounds Advisory Committee | 2025 Workplan Goals

GOAL: Assist staff in conducting comprehensive data collection and actively solicit community feedback regarding usage of the Fairgrounds.

DESCRIPTION:

Work with FM3 Research to provide historical information, support & a planned outreach to the community regarding the Statistically Valid Survey

BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
<ul style="list-style-type: none"> •The Committee's history with the fairgrounds, including its past uses and community outreach efforts, provides valuable context that FM3 can use to design questions for the Statistically Valid Survey. • Endorsing the survey and engaging in comprehensive public outreach, the Committee can encourage participation from community members across all demographics when the survey is launched. 	<ul style="list-style-type: none"> •Staff hours for administrative support for the committee's work, coordination, and communication on the survey • Partnerships with organizations, businesses, other commissions • Staff Hours to prepare flyers and public outreach materials 	<ul style="list-style-type: none"> •Yes, City Council direction to assist with the survey •In line with City Council Priority 3c 	None	<ul style="list-style-type: none"> • Provide feedback during monthly reports at committee meetings • Completed survey to be sent to the community •Sufficient survey responses that are representative of all community demographics
ACTION ITEMS / TASKS / PROJECTS				
	January - March	April - June	July - September	October - December
<ol style="list-style-type: none"> 1. Meeting with FM3 to share information and gain knowledge of the survey process. 2. Identify information to share during outreach with the community and create materials in Spanish and English, to share with the public widely on the importance of the survey 3. Meet with FM3 after the survey conclusion to gain survey insights. 4. Discuss survey results at a committee meeting and reach a consensus on recommendations for next steps to present to Council. 	Meet with FM3 to provide historical information and past outreach ideas from the community	The timeline for support and outreach on the survey will be between April and June	FM3 Survey Conclusion	Discuss survey results, come to a consensus, and recommend the next steps to present to the Council

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GOAL: Conduct a comprehensive analysis of available grants and alternative funding mechanisms to secure additional financial resources.				
DESCRIPTION: Research grant opportunities and alternative funding mechanisms that could support the community in the financial impact of the fairgrounds design plan				
BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
<ul style="list-style-type: none"> Identifying grants and alternative funding mechanisms can help secure additional financial support, reducing the burden on local taxpayers and the General Fund Diversified funding sources can support ongoing maintenance and future development, helping to create a self-sustaining Fairgrounds that continues to generate economic and community benefits. 	<ul style="list-style-type: none"> Staff time dedicated to reviewing initial grant requirements and guiding the application process. Staff time allocated to finalizing and submitting the grant application. Staff time invested in researching and implementing items that may increase the potential for receiving a grant 	<ul style="list-style-type: none"> Yes, City Council direction for the committee to assist with grants In line with City Council Priority 3c 	None at this time	<ul style="list-style-type: none"> Reporting to city staff and council about grant progress Secured funding from a grant or other source
ACTION ITEMS / TASKS / PROJECTS		PROPOSED TIMELINE		
		January - March	April - June	July - September
1. Members to research & present any findings at each committee meeting 2. If a suitable grant opportunity is identified, determine committee members' interest in contributing to the proposal and assign tasks accordingly.			Receive information from staff and facilitate discussions with the committee.	Members will report their findings and participate in the selection and planning of grant application submissions, following a flexible timeline based on the deadlines of relevant grants and available funding opportunities.
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GOAL: Identify and evaluate Fairgrounds infrastructure projects that have the potential to generate sustainable revenue.				
DESCRIPTION: Assist in the efforts to contract with a professional firm to conduct a comprehensive feasibility study to identify and recommend Fairgrounds infrastructure projects that reduce reliance on General Fund subsidies while enhancing community assets and supporting long-term financial stability.				
BENEFICIAL IMPACTS	RESOURCES NEEDED [# of staff hours, funding, research]	MANDATED [state, local, city council]	Policy Change (requires city council)	MEASUREMENT CRITERIA [reporting, data, feedback]
<ul style="list-style-type: none">• A professional feasibility study will provide data-driven insights to guide strategic investments in Fairgrounds infrastructure.• Identifying projects that reduce reliance on General Fund subsidies will help create a more self-sustaining financial model.• Infrastructure improvements will enhance the Fairgrounds as a valuable resource for residents, visitors, and event organizers.• Strategic recommendations may uncover new revenue streams, such as expanded event hosting capabilities or facility upgrades that attract more users.• A comprehensive study will help prioritize projects that offer the highest return on investment and long-term benefits.• The study may identify opportunities for collaborations with private entities, grant funding, or sponsorships to support improvements.	<ul style="list-style-type: none">• Dedicated staff time for reviewing and assessing viable proposals internally, ensuring they align with the City's goals and funding considerations.• Dedicated staff time to engage with relevant departments, committees, and external partners to refine the scope of the feasibility study.• Dedicated staff time to create and distribute RFP• Dedicated staff time to compile, vet, and prepare selected proposals for presentation to the City Council• City or grant funding for study• Dedicated staff time involved to facilitate the contracting process	<ul style="list-style-type: none">• Yes, City Council direction• To help advise on long-term projects• In line with City Council Priority 3c	None at this time	<ul style="list-style-type: none">• Reporting to city staff and council about progress

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ACTION ITEMS / TASKS / PROJECTS		PROPOSED TIMELINE		
		January - March	April - June	July - September
<ul style="list-style-type: none">•Conduct research by reviewing similar studies from other cities and gathering input from community stakeholders on infrastructure priorities.•Utilize the results of previously conducted surveys to guide the study’s focus by summarizing community priorities• Assist in developing evaluation criteria for an objective selection process, assist in reviewing submitted proposals from professional firms, and provide feedback on their alignment with community needs and financial sustainability goals			Receive information from staff and facilitate discussions with the committee.	Provide updates at monthly advisory committee meetings
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