PARK COUNTY FAIRGROUNDS MASTERPLAN COMMITTEE

Post-event Report
**FOUND CONDITION/CHALLENGE:** DUE TO COUNTY RECESSION LOSS AT THE EXISTING FAIRGROUNDS, THERE HAS BEEN A CALL FOR CHANGE WITH A NEED FOR STAKEHOLDER INVOLVEMENT

**PRE-IMMERSION HYPOTHESIS:** ENGAGEMENT THROUGH STORY SHARING, VALUE ASSESSMENTS AND FACE-TO-FACE INTERACTIONS WILL FACILITATE CONNECTIONS TO BUILD CONSENSUS ON A COMMON GOAL AT THE FAIRGROUNDS IN LIVINGSTON

**OPERATING HYPOTHESIS:** CLEAR ARTICULATION THROUGH DESIGNED PROCESS HIGHLIGHTING SHARED VALUES LEADS TO UNDERSTANDING COMMONALITY, WHEN TOTAL CONSENSUS IS NOT POSSIBLE

**MISSION:** ESTABLISH A COLLECTIVELY RESPECTED PROCESS THAT REINFORCES THE FAIRGROUNDS AS A COMMON GROUND FOR PARK COUNTY
MISSION

- Establish a collectively respected process that reinforces the fairgrounds as a “Common Ground” for Park County.

METHODS

1. Use continual working feedback from the community
2. Cross-group education to recognize and respect stakeholder history
3. Encourage constructive public comment through the format of public meetings
4. Establish cross-organizational working groups to allow productive small group discussion
5. Engage youth for inclusion in the future legacy

IMPACTS

- Master Plan is adopted.
- Frequency of public turnout to community events is increased.
- Adoption of “common ground” is adopted into the language around the fairgrounds.
- Fairgrounds is valued as a piece of vital infrastructure in Livingston.

SYSTEMIC CHANGE

- New sets of shared values appear out of cross organizational working groups.
- Less ego and territory around the grounds.
- A shifting future identity for the fairgrounds.
- This model is used to further stagnant projects in the community or allow projects to develop at a fast rate than they have been.

IMPACT BASED DESIGN METHODOLOGY (IDM)
STORYTELLING - PUBLIC NARRATIVE DIAGRAM

**STORY OF SELF**
Establish individual stories:
Storytelling Mapping

**STORY OF US**
Establish communal stories and history:
Archive photos

**STORY OF NOW**
Establish urgency and purpose:
Opportunity to make the fairgrounds better
We found that storytelling was a hugely beneficial way to allow for open and informal conversations regarding the many uses of the fairgrounds. Voting, 4-H events, rodeo exhibitions and intergenerational memories were some of the many stories shared. Different individuals may have recalled fond memories from different points around the fairgrounds, but the value as a whole was apparent.

This diagram illustrates where specific stories occurred at the fairgrounds.
FAIRGROUNDS HISTORY

Park County held their first annual Agricultural Exhibition in September of 1911
The first official Livingston Roundup Rodeo began Labor Day 1924

Source: Yellowstone Gateway Museum
**METHOD IDEA - CONCEPT OF THE COMMONS**

**THE COMMONS**

A communal sharing of resources and place:
- A place to congregate
- A place to share
- A place to celebrate
- A place to discuss
- **A place to democratize**
- A place to appreciate
PUBLIC NARRATIVE BRANDING

YOU ARE PERSONALLY INVITED TO BECOME THE NARRATIVE OF THE FAIRGROUNDS FUTURE

JOIN US WEDNESDAY NOVEMBER 14TH AT THE PARK COUNTY FAIRGROUNDS 5-8PM FOR A COMMUNITY BONFIRE, STORIES, FOOD, AND AN OPEN DISCUSSION

HOSTS

THE RURAL IMPACT LAB IS A MSU 4TH YEAR ARCHITECTURE DESIGN STUDIO FOCUSED ON CREATING AN OPEN DIALOGUE ABOUT THE FUTURE OF THE PARK COUNTY FAIRGROUNDS. A COLLABORATION OF THE MONTANA STATE UNIVERSITY SCHOOL OF ARCHITECTURE, MSU EXTENSION, AND THE PARK COUNTY COMMUNITY

WE BELIEVE THAT CONSISTENCY IN THE FORMAT OF PUBLIC INFORMATION IS IMPORTANT TO CREATE RECOGNITION OF THE PROJECT.

EACH PIECE OF MEDIA CONTAINS SIMILAR GRAPHICS AND TYPE TO BRAND THE PROJECT CLEARLY

Rural Impact Lab | Fall 2018
CASE STUDY - LINCOLN COUNTY, OREGON

THE LINCOLN COUNTY COMMONS

Population as of 2016 - 47,806

Population change of 2010-2016 - 4.8%

Median Age since 2016 - 50.7 years old

Current Budget for fair - $1,546,304

Budget for Improvements - $240,000/year for Fairgrounds redevelopment

“Our vision is to see the Lincoln County Commons (formerly the Lincoln County Fairgrounds) become an important gathering place for Lincoln County. Our mission is to offer a variety of venues which will make the Lincoln County Commons a preferred destination for residents and visitors. Our core values are to respect traditions of the past and cast new directions for the future with a focus on youth.”
VALUES - EXPANDED ANALYSIS

<table>
<thead>
<tr>
<th>Stake Holders</th>
<th>Shared Values</th>
<th>Community Themes</th>
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</thead>
<tbody>
<tr>
<td>WHY IDENTIFY THESE VALUES?</td>
<td>Values voiced by stakeholders during our immersion activities</td>
<td>COMMUNITY THEMES</td>
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<tr>
<td>If complete consensus is not possible, finding commonalities through shared values can create space for discussion and cooperation.</td>
<td>ENGAGEMENT</td>
<td>INCLUSIVENESS</td>
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<td>LEADERSHIP</td>
<td>HONESTY</td>
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<tr>
<td>WHAT ARE THE VALUES OF YOUR ORGANIZATION</td>
<td>TRANSPARENT COMMUNICATION</td>
<td>We combined these mentioned values by the community into stronger, more inclusive themes.</td>
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<td>WHAT VALUES WOULD YOU LIKE TO SEE IN THIS FAIRGROUNDS PROJECT?</td>
<td>PROACTIVE TO ISSUES</td>
<td>PRIDE</td>
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<td>RESPONSIBILITY TO URGENCY</td>
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CONCEPT OF MISSION

These themes must then be utilized to support our working hypothesis and mission of:

ENGAGEMENT
VALUES - EXPANDED ANALYSIS - EXPLAINED

This diagram shows the values that different groups expressed, highlighting the shared values between different stakeholders. These values were synthesized into themes, then key concepts to be connected to and included in our mission. These shared values reinforce the successes of the concept of “Common Grounds.”

For example: transparent communication is important across many groups, which shows that the theme of honesty is valued, in turn the concept of honesty has roots in the understanding of commonality.
EVENT OVERVIEW

We held a community event at the Fairgrounds where we shared our work so far and established the Common Ground. Our mission was to allow community members to take part in the public narrative by sharing their stories and hearing the stories of others to come together and claim a stake in the Master planning process. This involved a community dinner where small cross-organizational group discussion occurred and a sculpture interaction activity.
EVENT OUTCOME

**Successful Outcomes:**
- Celebration of Existing Amenities - Sales Barn Enjoyed as a spectacle (recognition)
- Informal conversation with cross-organizational groups (proximity), shared over food

**Less Successful Outcomes:**
- Passive feedback of surveys and sticky notes were not filled out as much as hoped
- Did not engage underrepresented groups as much as hoped
- Lack of youth engagement

Lessons learned from our event are directly informing the chosen methods for a continuing process
1. CONTINUAL WORKING FEEDBACK - TRANSPARENCY

Create a concise, transparent, and accessible line of communication to update community on process, progress, and events. This will not be a way to take in information, but a way to establish clear ideas and correct information for all.

**Forms of communication:**
- Articles in Livingston Enterprise
- Website updates on meeting minutes and notes
- Photos and announcements reiterating what occurred at meeting and what decisions were made

**Benefits:**
- Improved collaboration and timely decision making: continuous feedback creates open communication and ensures problems are addressed quickly
- Ability to plug skills gaps more effectively
- Higher engagement and retention

**Strategies:**
- Public forums - Physical and digital
- HR Technologies / Adobe check in
- Digital Platforms - Social Media
2. CROSS GROUP EDUCATION - RECOGNITION

If the people who are involved with the fairgrounds know how other people/groups are involved, there would be less divisiveness among the different parties.

The idea ties into being transparent at the fairgrounds as well as providing points of pride by highlighting the contributions of stakeholders.

This could manifest itself as an extension of the Public Comment/Narrative web pages. This would allow for anyone one that is utilizing those pages for suggestions to become educated on the different groups and people that keep the fairgrounds operating.
3. PUBLIC COMMENT - PROXIMITY

- The **format of public meetings** will greatly define the input of information and how people interact
- We suggest that all public meetings and public input should be done **in person, face to face, in small informal groups, around a shared meal**
- We found the most successful part of our event to be the sharing of a meal and rubbing of elbows between groups as they began to converse in an informal manner

No longer just receiving input that is not in person. Instead focusing on creating true relationships at the “Common Grounds” for people to communicate with their neighbor, foster constructive discussion, and create bonds not otherwise possible.

This allows for immediate responses to public input and more progress.

**When hosting these meetings we suggest:**

- Meeting over a shared meal
- At a “Common Ground” location
- Strategic planning of time (Who are we alienating? How can we include them?)
- Possibility of childcare for busy parents
4. WORKING GROUPS

Youth Leadership - How to involve youth and give them a voice?
   4-H Youth Leaders
   FFA Members
   High School Students
   Middle School Students
   LRA Members

Transportation and Parking - To increase foot traffic and better utilize the space?
   PCEC Members
   ATC Members
   City, County, School Board Members
   LRA Members

Entrepreneurship - How to optimize this underutilized part of events?
   Neptune’s Brewery
   4-H Youth Leaders
   4-H Council President
   Food Entrepreneurs

Nostalgia of the Fair and Traditions - What traditions need to be highlighted and where can change grow?
   LRA
   Fairgrounds Volunteer
   4-H Council

“The Common” - How to find consensus with the community and allow for open discussion among groups?
   Depending on enthusiasm and involvement in separate meetings, a group could be formed with members from each previous focus group
5. YOUTH ENGAGEMENT - FAIRGROUNDS LEGACY

Why Engage Youth?
- Neutrality - they offer fresh perspectives that can benefit all groups
- Leadership Development - they have the opportunity to gain skills and grow as community members
- Relevance - They use this space too and will be the future Fairgrounds keepers

How?
- We suggest a Buddy System with youth partnering up with organization members
NEXT STEPS

Please Fill Out the provided survey:

- Rank on a scale of 0-3 your thought on the priority of each method, 3 being most important and 0 being least
- Mark which of these methods you would be interested in taking lead on.
ESTABLISHING AN IMPACT METRIC

Going back to IDM, an impact we see has measuring success is if these methods are used and carried on to other projects.

A measurement for this is how these methods are adapted into this community and utilized to accomplish the mission.
WHERE TO START

- Find grants/funding
- Suggest applying for a $10,000-$15,000 grant to fund these community meetings and hire those working on them and the community output