



PARK COUNTY FAIRGROUNDS MASTERPLAN COMMITTEE

Post-event Report

FOUND CONDITION/CHALLENGE: DUE TO COUNTY REVEUE 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

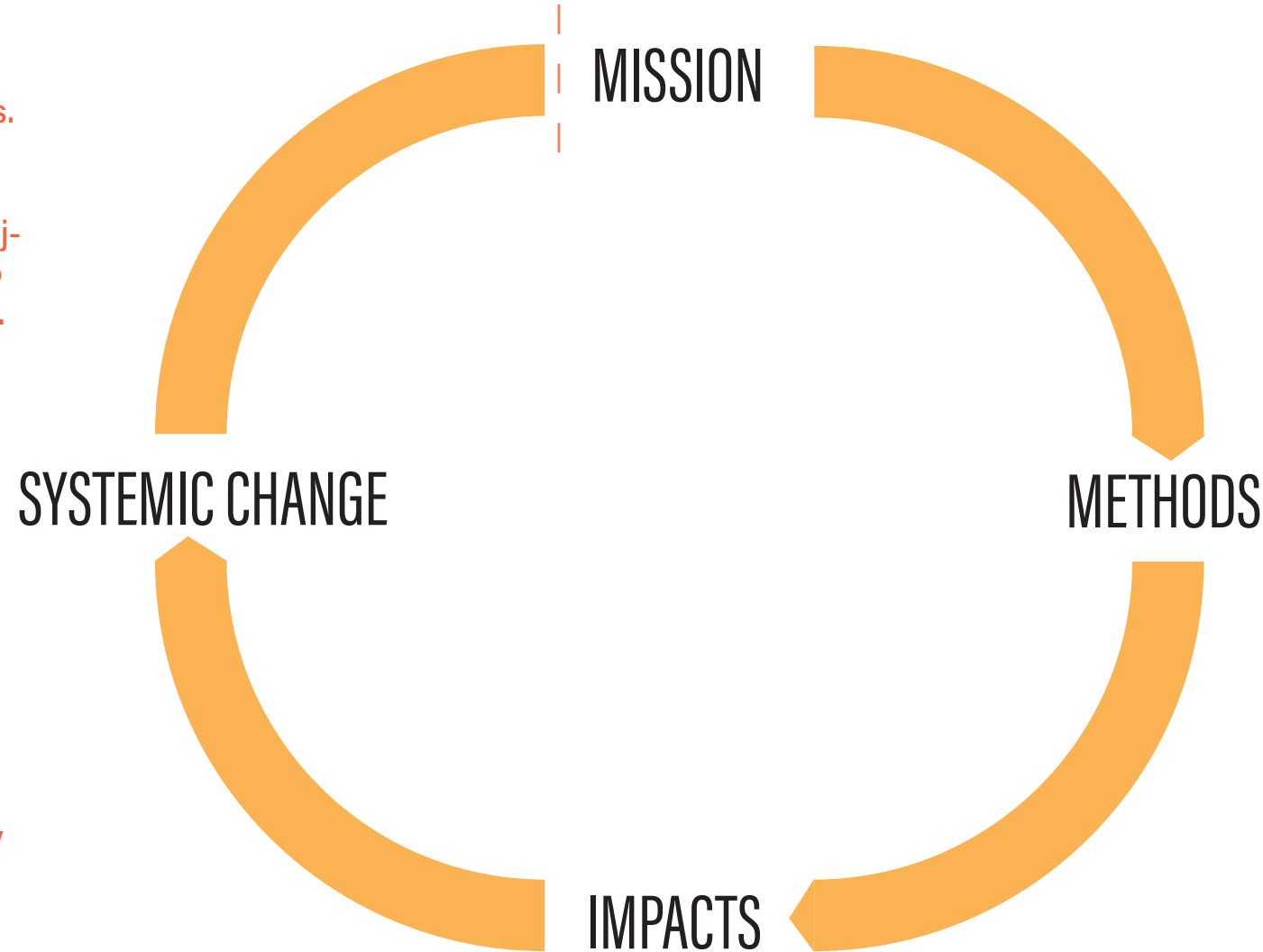
IMPACT BASED DESIGN METHODOLOGY (IDM)

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.

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.



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

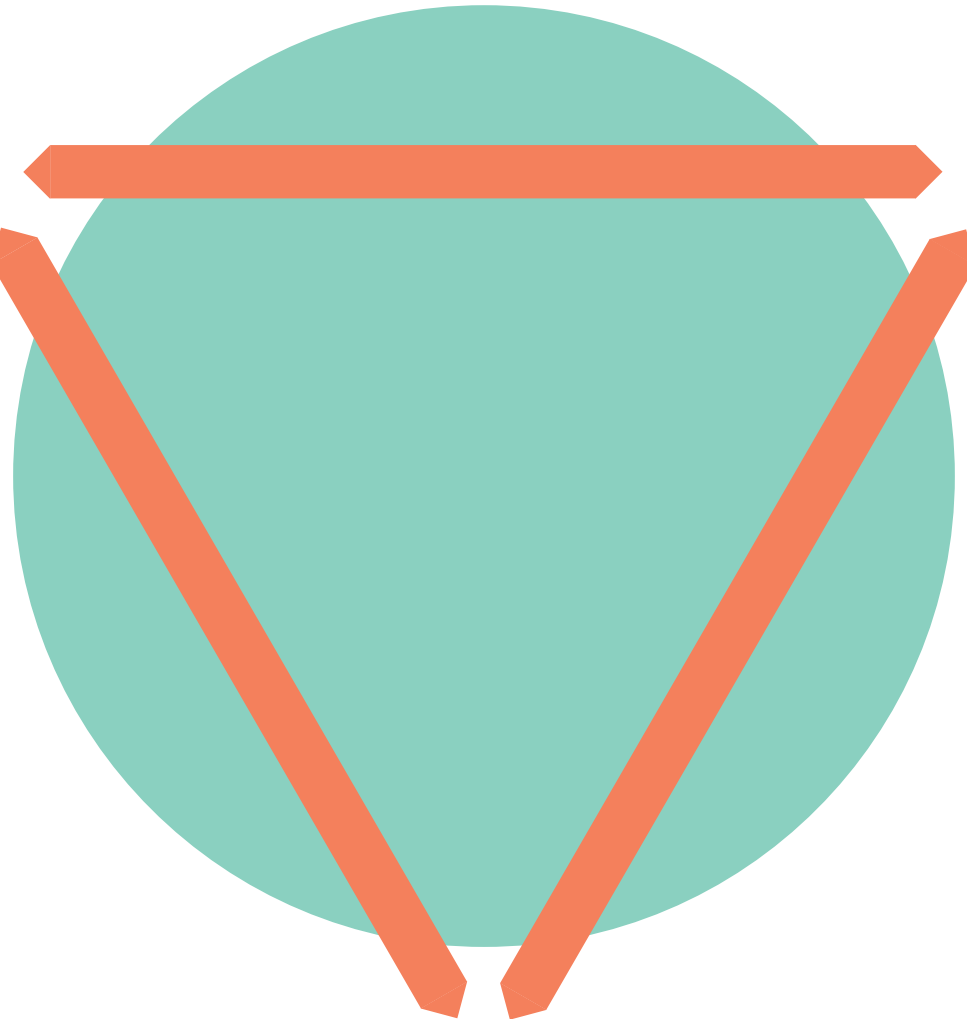
STORYTELLING - PUBLIC NARRATIVE DIAGRAM

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

STORYTELLING

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

-  GORDON BRITTON
-  MASTER PLAN COMMITTEE
-  LIVINGSTON ROUNDUP ASSOCIATION
-  ACTIVE TRANSPORTATION COALITION



FAIRGROUNDS HISTORY

Park County held their first annual Agricultural Exhibition in September of 1911

The first official Livingston Roundup Rodeo began Labor Day 1924

PARK COUNTY FAIR 7

First Annual Exhibition
OF THE
**Park County
Agricultural
Association**
TO BE HELD AT
Livingston, - Montana
Sept. 12, 13, 14, 15, 1911
On the Association's beautiful new grounds,
on McLeod's Island, on the Yellowstone
River

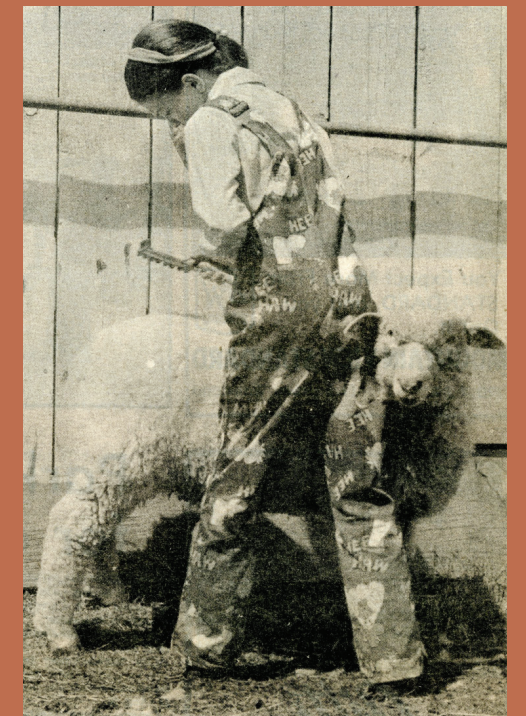
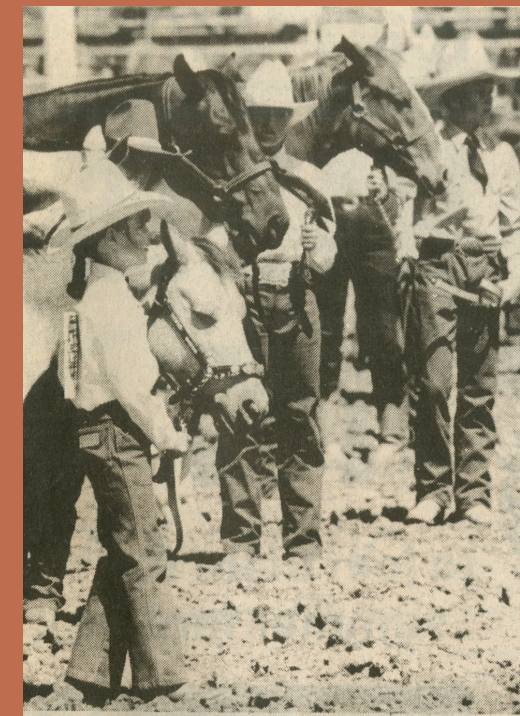
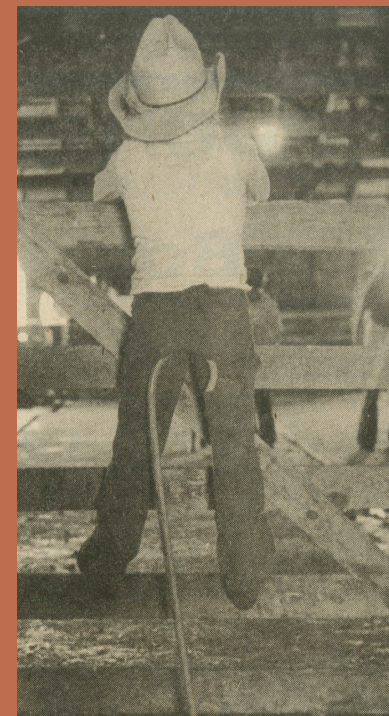
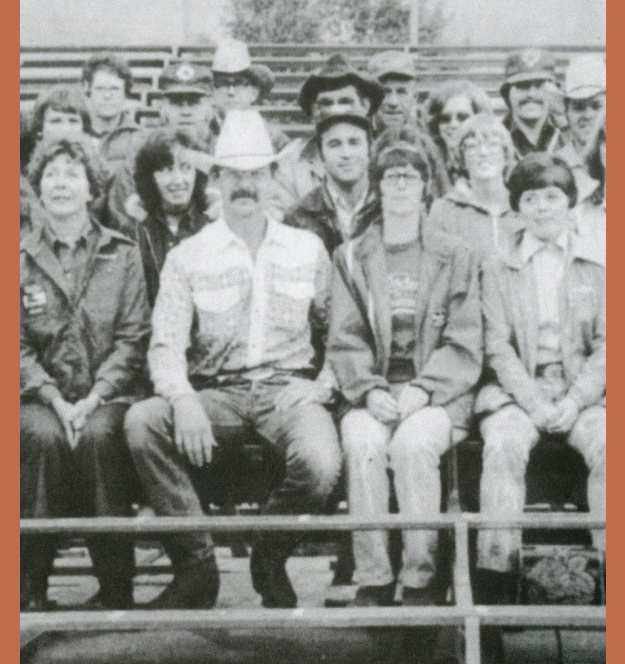
OFFICERS:

President F. C. Sumner
Vice President J. M. Seaman
Treasurer O. T. Armstrong

DIRECTORS:

F. C. Sumner W. F. Lee O. T. Armstrong
C. O. Krohne John M. Seaman
J. B. Wood L. H. Van Dyck

The above board of directors constitutes a special Fair commission and have been so appointed by the Board of County Commissioners as provided by act of the Legislative assembly of the State of Montana.



Source: Yellowstone Gateway Museum

Rural Impact Lab | Fall 2018

METHOD IDEA - CONCEPT OF THE COMMONS

THE COMMONS

A COMMUNAL SHARING OF RESOURCES AND PLACE:

A place to congregate

A place to share

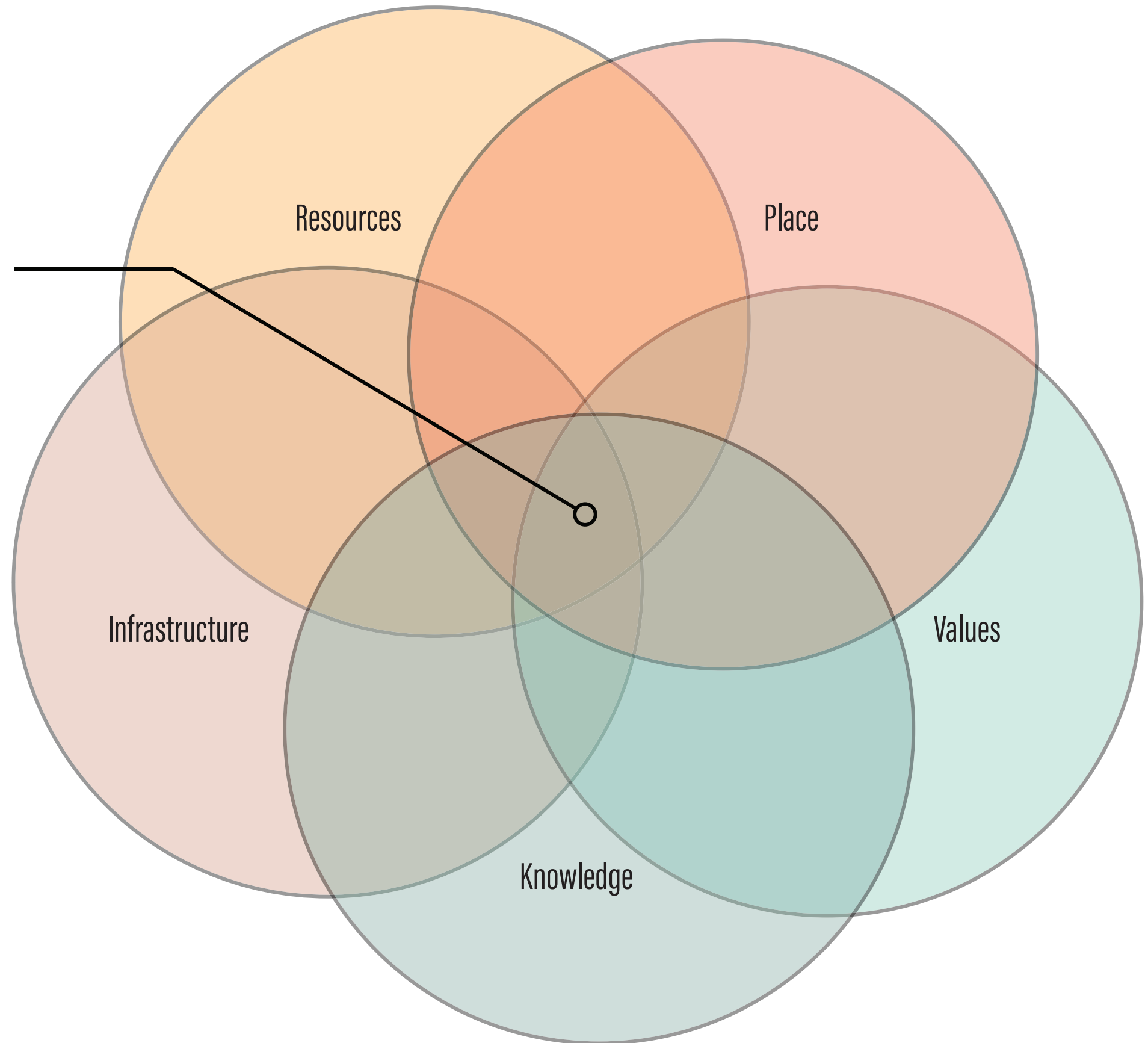
A place to celebrate

A place to discuss

A place to democratize

A place to appreciate

The Commons



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**

**"FINDING COMMON GROUND"
AT THE
PARK COUNTY FAIRGROUNDS
BECOME PART OF THE NARRATIVE FOR THE FUTURE**

**NOVEMBER 14TH
EXHIBITION
5-8PM**

**WITH THE
RURAL IMPACT
LAB
PERFORMING
MSU EXTENSION
AND SCHOOL OF
ARCHITECTURE**



PUBLIC WELCOME

**COME CLAIM YOUR STAKE BY SHARING YOUR STORIES
AND CELEBRATE THE FAIRGROUNDS WITH A COMMUNITY
BONFIRE EVENT, STUDENT SHOWCASE, AND FOOD**

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**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**

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.”

Lincoln County Commons *“Home of the Lincoln County Fair”*

Vision and Mission Statement

Our vision is to see the Lincoln County Commons (formerly the Lincoln County Fairgrounds) become an important gathering place for Lincoln County.

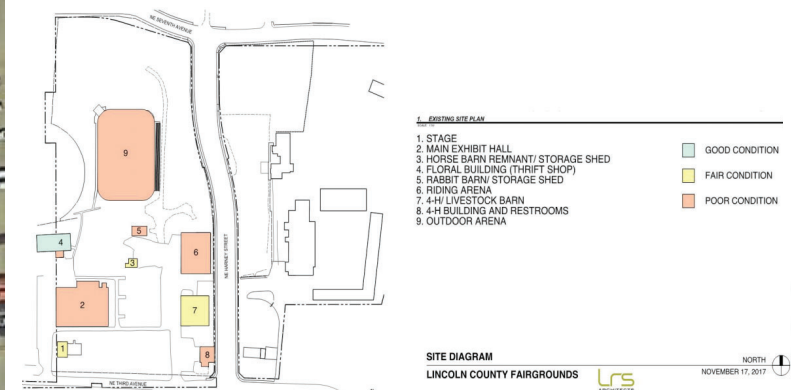
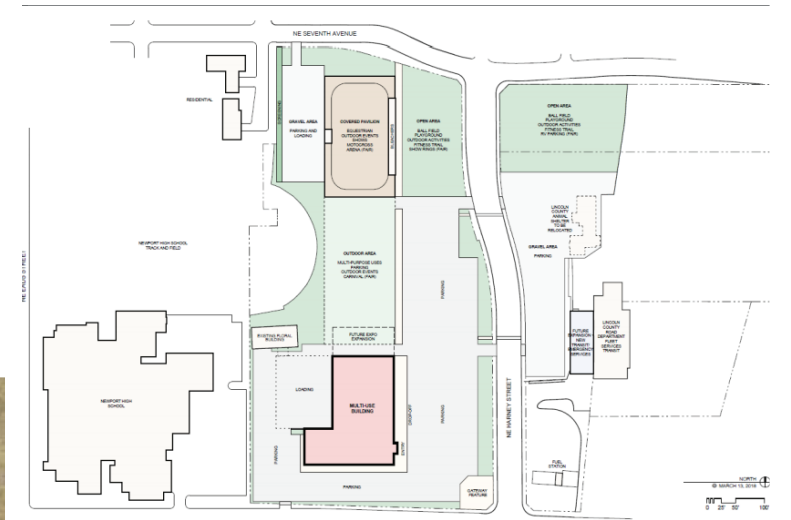
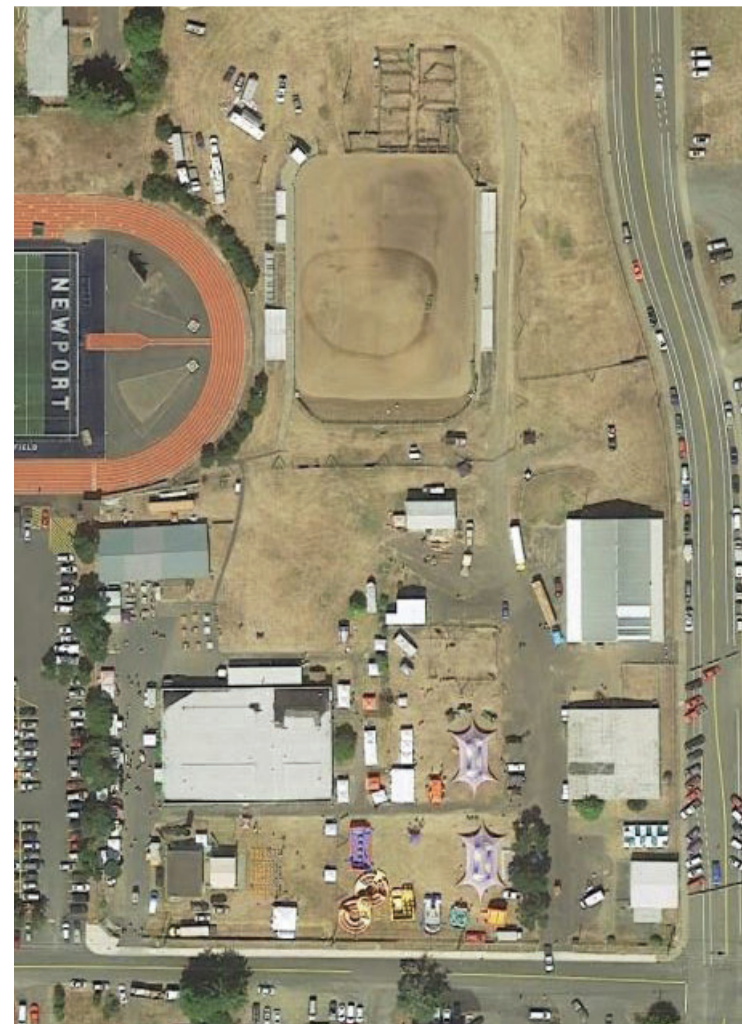
Our mission is to offer a variety of venues which will make the Lincoln County Commons a preferred destination for residents and visitors.

Our core values are to respect traditions of the past and cast new directions for the future with a focus on youth.

Our strategic areas of focus for the Lincoln County Commons are the activities contemplated in the ORS 565.230: The Lincoln County Commons shall "be utilized to the fullest extent for pleasure, recreation and public benefit . . . and for the holding of any exhibitions, shows, carnivals, circuses, dances, entertainments or public gatherings."

Our strategic goals are to facilitate the development of venues to realize our strategic areas of focus.

Our action plans will be developed between the Fair Board, the Lincoln County Commissioners and the citizens of Lincoln County.



VALUES - EXPANDED ANALYSIS

STAKE HOLDERS

WHY IDENTIFY THESE VALUES?

If complete consensus is not possible, finding commonalities through shared values can create space for discussion and cooperation.

FAIRGROUNDS MASTERPLAN COMMITTEE
CITY EMPLOYEES
COUNTY EMPLOYEES
ACTIVE TRANSPORTATION COALITION
LIVINGSTON ROUNDUP ASSOCIATION
FUTURE FARMERS OF AMERICA
CHAMBER OF COMMERCE
4-H
YOUTH

SHARED VALUES

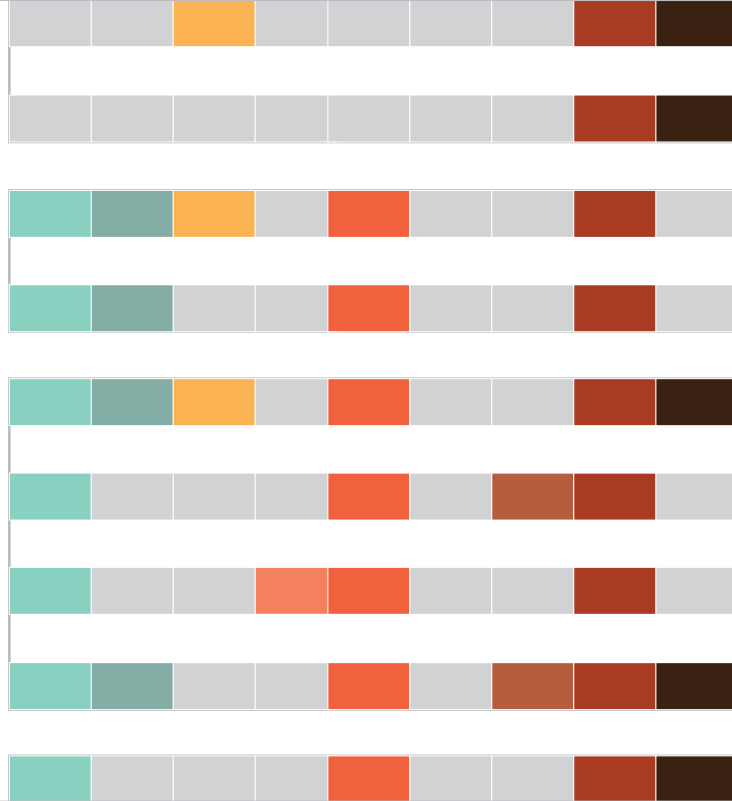
Values voiced by stakeholders during our immersion activities

COMMUNITY THEMES

CONCEPT OF MISSION

WHAT ARE THE VALUES OF YOUR ORGANIZATION

WHAT VALUES WOULD YOU LIKE TO SEE IN THIS FAIRGROUNDS PROJECT?



ENGAGEMENT

LEADERSHIP

TRANSPARENT COMMUNICATION

PROACTIVE TO ISSUES

RESPONSIBILITY TO URGENCY

HOSPITALITY

UTILITY

PRIDE

FUN

We combined these mentioned values by the community into stronger, more inclusive themes.

INCLUSIVENESS

HONESTY

PRIDE

FUN

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

COMMONALITY

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