

# Southwest Washington Fairgrounds (SWWF) Master Plan



May 2022

**Lewis County Board of Commissioners**

District 1, Sean D Swope

District 2, Dr. Lindsey R. Pollock, DVM

District 3, F. Lee Grose (Initially Gary Stamper)

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Former Fair Manager at start of project - Tamara Hayes

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George Dodd

Edna Fund

Joshua Heinricher

Kendra Meek

Kelly Sneed

**Lewis County Outdoor Recreation & Tourism Committee (LCORT)**

**Consultants**

Team Leader - Tom Beckwith FAICP

Economist - Eric Hovee

Architect - Julie Blazek AIA LEED AP

Civil Engineer - Eric Scott PE SBE

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# Preface

## Origin of the Southwest Washington State Fair (SWWF)

The Southwest Washington Fair (SWWF) was started in 1877, when an association was formed in Lewis County for the purpose of promoting “the advancement of agriculture” and needing the stimulus of competition to advance the county beyond the first rudiments of agriculture generally found in a new country.

The organization was incorporated as The Lewis County Agricultural Association in November 1882, and its first Fair was held October 6 ~ 9, 1891 at a site somewhere in the vicinity of South Market Street near where the Fuller’s Market Basket in Chehalis is presently located.

Certain harness and other horse racing enthusiasts were not satisfied with the fair as it was. They made many trips in the early 1900s to the state Legislature in Olympia to persuade legislators to provide funding for a racing venue and new fair facility.

E.C. Truesdell, an avid harness horse racing enthusiast, and George Walker, a breeder of racehorses, and others who shared the dream, were close friends of the leading political figure of the state, Governor Roland Hartley, also a harness racing fan.

The dream came true when in 1908 the Legislature agreed to provide the funding and stipulated the Fair was to be located between Chehalis and Centralia. The Legislature decreed that the Fair was to serve a 6-county area



consisting of Lewis, Thurston, Mason, Grays Harbor, Cowlitz, and Pacific Counties.

The Southwest Washington Fair (SWWF) that was born was unique in that it was the only one created through an act of the Legislature to serve a 6-county region.

Construction soon began on Fair facilities, including the floral and machinery halls, four stables with eighty stalls, a cattle barn with 400-head capacity, and a grandstand, capable of seating 4,000. Continuous rains, however, delayed progress.

About 30 acres of land for the Fair site were purchased from one of the county commissioners at a reported \$200.00 per acre. By contrast, the county, in the spring of 1975, purchased an additional 30 acres for the Fair at a total price of \$380,000.

Numerous buildings, including the grandstand and a half-mile racetrack, were completed in time for the first Fair at the new site, in late September 1909.

This first Fair was deluged with 5 days of continuous downpour. The rainy debut, however, did not dampen Fair’s progress and it became known as a showplace and the home of the finest harness horse track in the region. Through the support of a racing stables set up and down the West coast, trotters and pacers were able to compete at the Fair’s oval.

Competition in the livestock departments stimulated interest in breeding fine cattle.



Consequently, Lewis County and surrounding areas began flourishing as a source of excellent dairy cattle and beef cattle for breeding purposes.

Agriculture exhibits that were housed in a structure just north of the present grandstand preceded today's Grange booths.

George Walker managed the Fair from its inception as a regional event in 1909 until 1927. He is credited as being responsible for the Fair's early rapid growth and excellence.

With its up-and-down financial issues, the fair was suspended in the late 1920s. In 1935, it returned, and continued to operate until the start of World War II. Little is known about this period or the specific reasons for the fair's closures.

The fair resumed operation after the war under the management of a Carl Hampe, followed by Arthur W. Ehret, who worked closely with the new fair board to renew the former prestige of the fair.

One of Ehret's accomplishments was construction of a dike on the south portion of the grounds adjacent to Salzer Creek. The dike prevented the annual inundation of all the fair buildings, which were not built high enough to prevent flooding. However, even with the dike, flooding was not prevented some years.

The 1972 break in the dike resulted in flood damage to the fairgrounds of nearly \$500,000. Many of the damaged facilities were replaced and other buildings gradually modernized. The dike broke again in November 1986, however, with heavy water damage being sustained by the fair office. The office was relocated, as a result, to a building near the fairgrounds' south entrance.

Old Towne, a collection of historic façade facsimiles occupied by historic exhibits, performers, and vendors used to be a staple of the fairgrounds. The structures have since been removed from the grounds though the concept remains popular with fairgoers.

*Reprinted Courtesy of The Chronicle*



## **Garlic Fest & Craft Show - A Contemporary Addition**

The Garlic Fest and Craft show got its start perched on Sunshine Hill with a view of Mount Rainier and the Chehalis River Valley in 1996. As the Garlic Fest participation and attendance grew so did the need for a larger location.

Now located at the Southwest Washington Fairgrounds, the newly minted Washington State Garlic Fest is the largest gathering of garlickious eats and artisan crafts in Washington State.

Vendors from across the state and the nation bring wares to the Fairgrounds for the 24th Annual Garlic Fest, August 28th -30th, 2020.

# Chapter 1. Introduction

Lewis County initiated this process for a master plan linked to economic development for the Southwest Washington Fairgrounds (SWWF). Specifically, this process completed two objectives - a market study and a facility master plan.

## Market Study

- **Analyzed and identified market potentials** - for economic development in Lewis County that can be supported by the Southwest Washington Fairgrounds (SWWF).
- **Quantified future demand** - for SWWF's market segments over a defined time horizon of at least 5 to 10 years.
- **Developed an action plan** - with implementation tasks, responsibilities, schedule, and performance benchmarks

## Master Plan

This master plan maximizes the property use and value to Lewis County residents and visitors; considers economic viability and livability of the region including historic, cultural, recreational, and economic value. Specifically, this process:

- **Completed a comprehensive analysis of the fairground's programs and facilities** - including a long-term vision for sustainability.
- **Analyzed the fairgrounds economic position** - within the community, the relevance of historic resources and sense of place,
- **Developed a 6-year capital improvement plan** - and 20-year capital forecast.
- **Completed an innovative citizen involvement strategy** - that integrated SWWF

citizens' ideas, concerns, and expressions of preference into how the fairgrounds will be developed, what will be preserved, what programming will accomplish, what facilities and service levels are needed, and how publicly funded improvements will support these objectives.

This plan update looks 20 years into the future. However, the visions and values expressed in this completed master plan will likely extend beyond the 20-year planning horizon to future generations.







## Chapter 2. Fairground site conditions

Southwest Washington Fairgrounds (SWWF) is located at 1909 South Gold Street in Centralia. The site is bound on the east by North National Avenue/South Gold Street, the southbound roadway of the one-way couplet with NE Kresky Avenue, and on the west by BNSF Railroad tracks.



More specifically, SWWF includes Lewis County tax parcels 21530-6 and 5605-84-2 of 78.2 acres worth approximately \$4.433,000 in 2018 assessed value.

Lewis County Public Works Department owns an undeveloped parcel directly north and adjacent to the fairground. Lewis County Community Health Services own a small, undeveloped triangular parcel across North National Avenue from the fairground. The City of Chehalis owns a sizable undeveloped parcel south of the fairground that is separated from the fairground by a privately owned parcel.

Other privately owned undeveloped parcels are located between the fairground and the City of Chehalis property, and across North National Avenue at the south end of the fairground and east and adjacent to the Lewis County Community Health Services property on the north end of the fairground.

	Acres	Value
SWWF	45.310	\$3,150,900
SWWF	32.890	\$1,282,100
<b>Subtotal</b>	<b>78.200</b>	<b>\$4,433,000</b>
LC Public Works	8.500	\$180,800
LC Comty Health Svs	0.300	\$55,000
City of Chehalis	66.010	\$80,000

Source: Lewis County Assessor

**The north fairground parcel** - is in the corporate limits of Centralia subject to Centralia zoning and development regulations. Centralia's land use plan and zoning regulations designate the fairground north parcel, and the adjacent Lewis County Public Works parcel Open Space/Public Facilities District (OS/PF).

Centralia's Municipal Code Chapter 20.46 lists fairgrounds as a permitted use with a maximum height of structures of 50 feet that may be increased to 75 feet with Planning Commission approval.

Setback from the privately owned parcel on the north fairground parcel boundary is 15 feet and from North National Avenue/Gold Street is 35 feet. The site is subject to design review.

**The south fairground parcel** - is located just inside Chehalis corporate limits subject to Chehalis zoning and development regulations. Chehalis zoning map designates the south parcel as an Essential Public Facility Fair (EPF-F).

Chapter 17.78 of the Chehalis Municipal Code authorizes the following in EPF zones:

### EPF use or occupancy

Amusement park - non-habitable buildings	A
Amusement arcade	A
Assembly up to 1,000+ with stage	C
Bleachers for up to 1 year	T
Grandstand	P
Reviewing stand	T

Stadium	C
Adult education building/classroom	P
Adult education facility - campus	P
Animal shelter/pound	P
Bus stop facility	P
College/university facility - campus	P
Constructed wetland/habitat	P
Espresso stand - independent building	A
Flood control facility/structure	P
Government office/administration	P
Restaurant seating 1-100 persons	A
Technical training building/classroom	P
Accessory dwelling unit	C
Accessory living quarters - single-family	A
Recreational vehicle park - campground	A
Open parking garage	P
Open parking lot	P

**P=permitted use, A=accessory use, C=conditional use, T=temporary use of 1 year or less**

Chapter 17.54 of the Chehalis Municipal Code defines the following bulk regulations in EPF zones:

Maximum	P	A	C	T
Lot coverage	100%	50%	100%	100%
Height	50'	50'	50'	50'
Street setback	20'	20'	20'	20'
Lot setback	5'	5'	5'	5'

**P=permitted use, A=accessory use, C=conditional use, T=temporary use of 1 year or less**

Chapter 17.86 of the Chehalis Municipal Code limits permanent signs to 32 square feet in area and temporary signs to 32 square feet in area and 6 feet in height that cannot be displayed longer than 180 days.

The City of Chehalis parcel south of the fairground boundary is designated an Essential Public Facility Wetlands (EPF-W) with the same use and occupancy allowances as the Fair.

The privately owned parcel between the city parcel and fairground is designated Commercial General (CG) as is most of the land east of North National Avenue.

The Commercial General designation includes commercial uses such as institutions, offices, and retail shops to service the residential and business community within both the city and the surrounding areas. It is intended to provide areas that require large structures and direct vehicular access. This designation also includes

business uses which are conducive to freeway locations such as motels, hotels, restaurants, etc., which serve the traveling public. This designation excludes residential uses.

## Historical context

Exploring parties first came to the area in the 1820's from Fort Vancouver on the Columbia River (28). French Canadians settled on the Cowlitz Prairie near the present site of Toledo, and in 1838 Simon Plamondon founded the Cowlitz Farm there.

The Hudson's Bay Company brought immigrants to the farm, and it became the Puget Sound Agricultural Company in 1843. In 1845 John R. Jackson settled 9 miles southeast of Chehalis, on the prairie that now bears his name. In the same year, Lewis County was established as a part of the Oregon Territory. It was the first county organized in what is now the state of Washington.

Chehalis, originally known as Saundersville, was settled in the early 1850's. Centralia, the largest town in the survey area, was organized in 1875.

Lewis County is largely rural with less than half of its residents living in incorporated areas. Logging and farming have been the major industries since settlement. Revenues from timber cutting in Lewis County often are higher than those of any other county in Washington.

Principal forest products are dimension lumber, shingles and shakes, poles and pilings, and pulpwood. Other products include Christmas trees, floral greenery, and cascara bark. Hay and pasture for livestock are the most common farming uses. Common crops are wheat, oats, corn, peas, strawberries, cane fruit, and fruit trees.

The Centralia-Chehalis area is an important trade center with small manufacturing and processing plants and a \$200,000,000 dollar steam-generating electrical power plant northeast of Centralia.

## Climate

The climate is very temperate because of the proximity to the Pacific Ocean. Summers are warm but hot days are rare. Winters are cool but

snow and freezing temperatures are not common except at the higher elevations. During summer rainfall is relatively light.

Frequently, several weeks in summer pass without precipitation. Rains are frequent during the rest of the year, particularly late in fall and in winter.

In winter, the average temperature is 42 degrees F and the average daily minimum temperature is 35 degrees. The lowest temperature on record, which occurred in December 1972, is 1 degree.

In summer, the average temperature is 63 degrees, and the average daily maximum temperature is 76 degrees. The highest recorded temperature, which occurred in Packwood in July 1958, is 108 degrees.

The total average annual precipitation is about 47 inches. Of this, 11 inches or 23% usually falls in April through September. In 2 years out of 10, the rainfall in April through September is less than 5 inches. The heaviest 1-day rainfall during the period of record was 4.10 inches at Packwood in November 1962.

Thunderstorms occur about 5 days each year and most occur in summer. The average seasonal snowfall is 8 inches. The greatest snow depth at any one time during the period of record was 37 inches at Packwood. The average number of days of at least 1 inch of snow on the ground is 2 days.

The number of such days varies greatly from year to year. The average relative humidity in midafternoon is about 65%. Humidity is higher at night, and the average at dawn is about 85%. The sun shines 50% of the time in summer and 25% in winter.

The prevailing wind is from the southwest. Average wind-speed is highest, 9 miles per hour, in winter. In most winters, 1 or 2 storms bring strong and sometimes damaging winds to the entire area, and in some years the accompanying heavy rains cause serious flooding.

Every few years, in winter or summer, a large continental air mass from the east causes abnormal temperatures. In winter the

temperature for several consecutive days is well below freezing; in summer a week or longer is sweltering.

## **Cowlitz River Valley**

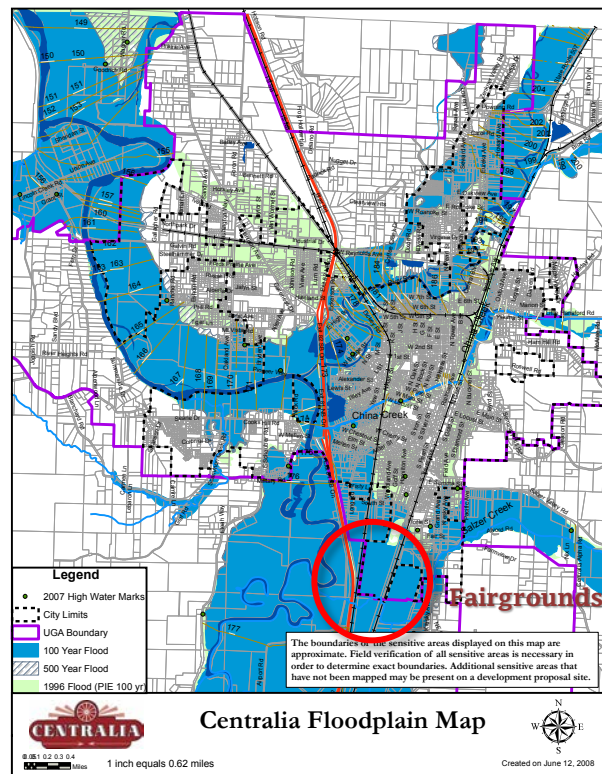
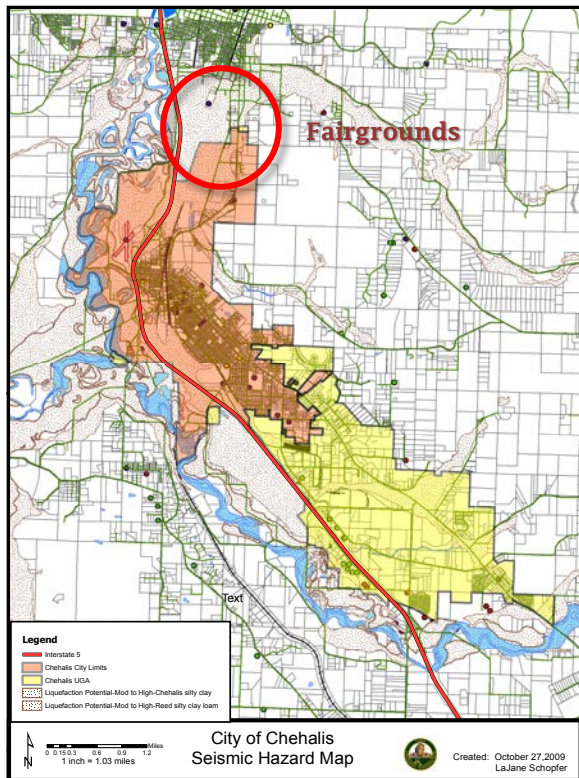
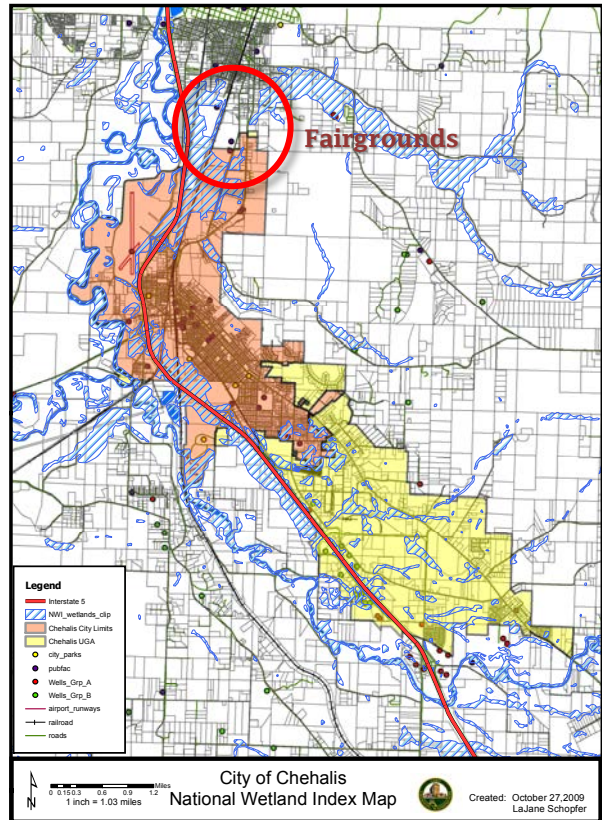
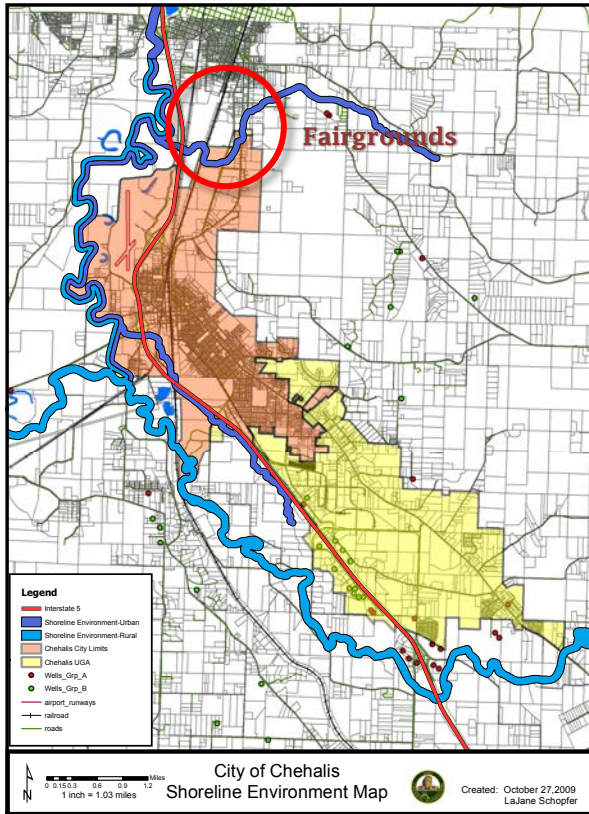
The Cowlitz Valley extends from deep within the Cascades westward about 80 miles into the southwestern part of Lewis County. The eastern part of the valley is characterized by a deeply cut trough and flat bottom lands, and the western part is characterized by bottom lands, terraces, and broad plains that are surrounded by glacially smoothed uplands of moderate relief.

The western part, or lower end, of the Cowlitz Valley lies within the northern end of the Willamette Lowlands physiographic province. The major bottomlands have an elevation of 50 to 800 feet in the western part of the Cowlitz Valley and 800 to 1,200 feet in the eastern part.

The Chehalis Valley is in the southern end of the Puget Trough section and is characterized by a broad, well-developed floodplain and low terraces surrounded by highly dissected uplands of low to moderate relief that have broad, rounded ridges. There are countless perennial streams.

Valley bottoms are at an elevation of about 150 feet, and uplands average about 300 to 600 feet. The lowest point in the divide between the Cowlitz and Chehalis watersheds is a few miles south of Chehalis, between the communities of Napavine and Winlock. The Cowlitz Glacier deposited ancient glacial drift on this upland plain. At one point on this divide, the two largest rivers of southwestern Washington are only 16 miles apart.

The Chehalis River and its tributaries, including the Skookumchuck and Newaukum Rivers and Hanaford, Lincoln, and Bunker Creeks, drain the north-central and western parts, including the uplands adjacent to the valley floor and the higher Doty and Willapa Hills to the west. The Chehalis flows north into Thurston County near Centralia then flows west and empties into the Pacific Ocean at Grays Harbor.



## Fairground soils

The fairground is in Reed-Chehalis soil that is very deep, poorly drained and well drained, level and nearly level soils that formed in mixed alluvium on floodplains and terraces in areas adjacent to the Chehalis River and its tributaries.

Slope is 0 to 3%. Native vegetation is wetland plants, deciduous trees, and conifers. The main woodland species on the Chehalis soils are Douglas-fir and red alder. Elevation is 130 to 500 feet. The average annual precipitation is 40 to 60 inches, the average annual air temperature is about 52 degrees F, the average growing season (at 28 degrees) is 200 to 220 days, and the average frost-free season (at 32 degrees) is 150 to 200 days.

The soil is about 45% Reed soils and 21% Chehalis soils. The remaining 34% is components of minor extent. Reed soils are on floodplains, in abandoned river channels, and in shallow depression areas of floodplains and terraces. These soils formed in mixed alluvium, are very deep, poorly drained, and subject to seasonal flooding. Farm tilling has altered natural drainage channels.

Typically, the surface layer is mottled, very dark grayish brown silty clay loam about 14 inches thick. The upper part of the subsoil is mottled, brown silty clay, very dark gray and dark gray clay, and dark grayish brown silty clay loam to a depth of 37 inches. The lower part to a depth of 60 inches or more is black clay.

The main limitation of the Reed soil is the hazard of flooding. Septic tank absorption fields do not function properly on the Reed soils because of wetness and slow permeability.

## Surface drainage

**Salzer Creek** - flows northwest through the Salzer Valley into Centralia then south and around the south boundary of the fairground into Chehalis before merging with the Chehalis River west of I-5. Salzer Creek's watershed is approximately 17.3 square miles of mostly agricultural and forested lands.

In 1986 the Washington State Department of Ecology (DOE) surveyed Salzer Creek to identify

point and non-point pollution sources in the drainage area. Problems were discovered with very low dissolved oxygen and high fecal coliform levels. Inadequate farm animal management practices were identified as the predominant cause of these problems.

In 1993 DOE also identified a Centralia superfund landfill's leachates and Southwest Washington Fairground stormwater runoff as a pollution problem.

Salzer Creek is designated an Urban Shoreline Environment under Chehalis and Centralia Shoreline Management Programs (SMP) that were updated jointly with Lewis County in 2011.

### **Urban Shoreline Environment designation criteria** - is assigned to areas within UGAs that:

- Are appropriate and planned for low-intensity agricultural, recreational, and residential development that is compatible with maintaining or restoring the ecological functions of the area in the shoreline jurisdiction and that are not generally suitable for water-dependent uses.
- Possess development limitations, due to the presence of critical environmental features including:
  - Erosion hazard areas
  - Habitat areas
  - Wetlands
  - Flood hazard areas
- Have the potential for development that is compatible with ecological restoration.
- Retain important ecological functions, even though partially developed.

### **Urban Shoreline Environment management policies** - require development be consistent with the following policies:

- Allow uses that preserve the natural character of the shoreline environment, promote preservation of open space, floodway, floodplain, or critical areas directly, or over the long-term as the primary allowed uses. Allow uses that result in restoration of ecological functions if the use is otherwise compatible with the purpose of the environment and setting.
- Implement public access and public recreation objectives whenever feasible and significant ecological impacts can be mitigated.
- Give preferred water-oriented uses priority instead of non-water-oriented uses. Water-

dependent and recreational development should be given highest priority.

- Ensure that standards for new development for shoreline stabilization measures, vegetation conservation, water quality, and shoreline modifications do not result in a net loss of ecological functions or degrade other shoreline values.

**Coal Creek** - is a small tributary of Salzer Creek, flowing west and northwest for approximately 20.5 miles before merging with Salzer Creek at the southern boundary of the fairground.

Coal Creek's upper reaches are in a narrow valley bordered by rural home sites, with adjacent slopes in timber production. The lower reaches of Coal Creek are heavily developed with commercial enterprises. The streambed is low gradient and primarily silt and sand.

An 8-acre superfund site is located along Coal Creek one mile northeast of Chehalis that is currently owned by the Lewis County Public Utility District. The site was used for manufacturing, repairing and recycling, and to scrap electrical equipment, including transformers containing PCBs. Dioxins, heavy metals, and a building containing asbestos were also found to be present. Cleanup efforts for the site began in 1993 and were completed in 1994.

**Shoreline buffers** - typically are naturally vegetated areas adjacent to water bodies that protect the ecological functions of the shoreline and help to reduce the impacts of land uses on the water body. Buffers provide a transition between the aquatic and upland areas.

Buffers are generally recognized as a "separation zone" between a water body and a land use activity to protect ecological processes, structures, functions, and mitigate the threat of a hazard on human infrastructures. Ideally, shoreline buffers are relatively undisturbed; uses are limited, and there are no substantial structures. A typical use is a trail leading to the water or along the shoreline.

Buffers cannot contain uses or activities that will adversely affect the water body such as buildings, paved parking lots or roads, or other impervious surfaces that will generate water runoff or erosion that will degrade the water body.

Salzer and Coal Creeks are Type F Water B that contain fish habitat of a stream width less than 10 feet. The creek buffer requirement is generally a 100-foot natural vegetated area from the ordinary high-water mark (OHWM), a biological vegetation mix along the stream, that may be meandered provided the average of all buffer meanders remains 100 feet.

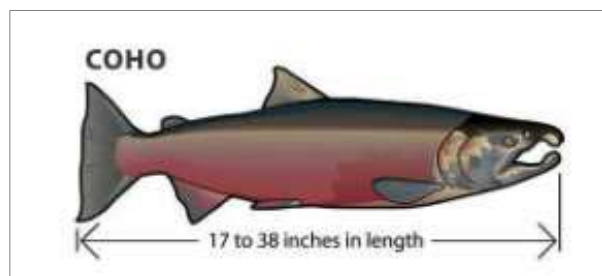
Lewis County's joint 2017 Shoreline Master Program (SMP) with Centralia and Chehalis, however, determines shoreline buffers based on the intensity of the activities adjacent to the stream corridors. Under the 2017 SMP, the fairground could be considered a high intensity recreational development with non-water-oriented structures and uses requiring a 150-foot buffer from the OHWM of Salzer Creek.

## Salmon habitat

In 2011, Grays Harbor County was the lead agency for the completion of the Chehalis Basin Salmon Habitat Restoration and Preservation Strategy for SRIA 22 and 23 that included assessments of Salzer and Coal Creeks.

The inventory and assessments found Salzer and Coal Creeks had Coho in healthy concentrations and Cutthroat Salmonids of an unknown status. The inventory did not find Chinook, Chum, Steelhead, or Bull Trout in either creek.

**Coho Salmon (*Oncorhynchus kisutch*)** - adult coho begin to enter streams when water temperatures decrease and flows increase, often resulting in short explorations into a stream and then returning to saltwater. Upstream migration typically takes place during the day after a large increase in flow, especially when combined with



a high tide.

Most coho return to spawn at 3 years of age. Juveniles typically spend 4 to 6 months

incubating, up to 15 months rearing in freshwater, and then 16 months feeding in the ocean.

Coho spawn in a variety of stream-types, including small coastal streams, large rivers, and remote tributaries. Coho will spawn just about anywhere that suitable gravel (15 cm or smaller in diameter) is present. Coho show preference for sites with groundwater seepage.

A salmon redd is a depression created by the upstroke of the female salmon's body and tail, sucking up the river bottom gravel and using the river current to drift it downstream. The female salmon digs several redds, depositing a few hundred eggs in each during the 1 or 2 days the female salmon is spawning.

The redd is typically located at the head of a riffle to promote good oxygen circulation. The eggs generally hatch in 40 to 60 days depending upon temperature. The alevins initially move downward in the gravel, likely an adaptation to prevent premature emergence of individuals that hatch close to the surface of the streambed.

Fry about 30 mm in length emerge from the gravel about 2 to 3 weeks after hatching. Emergence occurs primarily at night and fry that emerge first are typically larger than later emerging fry. These individuals tend to make up a large proportion of the fingerling population because they are able to out-compete smaller individuals for territories and prey.

Following emergence, the fry hides in the substrate during daylight hours. After a few days they begin to swim along the banks and use whatever cover is available. Backwaters, side channels, and small streams are preferred areas, particularly in shaded areas with overhead cover. The fry may move upstream or downstream and occupy areas inaccessible to adult coho.

Some coho rear in lakes, but the majority rear in streams where they establish and aggressively defend territories. They may be found in both pools and riffles but are best adapted to pool habitat.

Trout out-compete coho in riffles. The fry is active during daylight hours, defending their territories and making frequent dashes to

capture prey and foreign objects perceived as prey. They settle to the bottom during the night to rest.

Small individuals are often harassed, chased, and nipped by larger ones. Complex in-stream habitat composed of large rocks, large woody debris, and vegetation is important to rearing coho because production is limited by the number of suitable territories present.

Displaced fry often ends up in less favorable habitat where they are vulnerable to predation, including downstream at the estuary. Fish that enter the estuary during the first spring or summer of life do not generally survive to adulthood.

Coho are visual feeders and prefer food moving in suspension or on the surface. They rarely feed on non-moving food or along the stream bottom. The juveniles usually rear in slower sections of the stream that allow them to capture prey with a minimum of effort.

Small streams are the most productive coho areas because they provide more marginal slack water habitat than large streams. The midstream portion of large streams is generally unsuitable for juvenile coho because any food drifting through this area is unavailable.

Fingerlings move into off-channel habitat when fall freshets begin. In-stream cover, side channels, small intermittent streams, and ponds provide shelter from winter storms that could sweep the fish out of the system. They also provide refuge from predators at a time when cold water temperatures limit fingerlings' swimming ability. Beaver ponds provide shelter to avoid high flows during winter and low flows in the summer. However, small coho in ponds are more susceptible to predation from cutthroat trout.

When juvenile coho rear in conditions with moderate water temperatures and abundant prey, they grow rapidly. The fry is about 30 mm long at emergence in March, growing to 60 to 70 mm by September. By March of the second year, the fingerlings are 80 to 95 mm long. The juveniles are about 100 to 130 mm in length by May when they smolt. Exposure to water temperatures of 25°C (77°F) or greater is fatal to juvenile coho.

In freshwater, juveniles are subject to predation by numerous animals including cutthroat and rainbow trout, char, whitefish, sculpins, fish ducks, herons, mink, and otter. Garter snakes, dippers (water ouzel), robins, and crows are also significant consumers of juvenile coho. Coho smolts begin to migrate downstream in the spring.

Factors that trigger migration include fish size, stream flows, water temperature, dissolved oxygen levels, photoperiod, and forage availability. Outmigration generally peaks in May, with most movement occurring at night. The fish grow rapidly in the near shore waters of the estuary, feeding on invertebrates. After attaining a larger size, they shift to feeding on fish, krill, and crab larvae.

The Chehalis River and nearby drainages produce more coho smolts (575,000 in 1999) than any other system along the Washington Coast. In 1999, the Chehalis River was the third largest producer of wild coho smolts in Washington State.

All coho stocks are composites of hatchery and wild fish, with significant hatchery influence. "Normal" coho are the most numerous and spawn in December throughout the basin. "Late" coho salmon spawn from January through February. Late runs may consist of wild fish and the normal run with more hatchery influence.

**Coastal Cutthroat Trout (*Oncorhynchus clarki clarki*)** - spawn from late winter through late spring in low gradient reaches of small tributary



streams or the lower reaches of larger streams.

These streams are typically small with summer low flows often between 3.5 to 10.6 cubic feet per second - cfs). Pea to walnut size gravel is the preferred spawning substrate. Redds are typically constructed in pool tailouts 6 to 18 inches deep.

The deep water of the pool may be used as escape cover. If larger salmonids such as coho are present, cutthroat will migrate upstream above the reaches used by salmon.

Repeat spawning female coastal cutthroat produce more eggs of a larger size than first-spawning females. The larger eggs develop into larger alevins that have higher survival than small alevins. Emergence from the gravel typically peaks in mid-April but may extend from March through June.

Newly emerged fry is about 1 inch long. The juveniles spend their first few weeks in lateral habitats including low-velocity backwaters, side channels, and other areas of cover along the channel margin.

During the summer months, young-of-the-year (Age-0) cutthroat prefer to rear in pools and other slow-water habitats. However, if coho juveniles are present, cutthroat is often displaced into riffles.

Coho emerge earlier and at a larger size than cutthroat. They can outcompete cutthroat because of their larger size, aggressive behavior, and body morphology better adapted to pool habitat. Juvenile steelhead may displace juvenile cutthroat from riffles in a similar fashion. Steelhead are more aggressive with a body better adapted to riffle habitat than cutthroat.

Interactions between young-of-the-year coho, steelhead, and cutthroat during the summer rearing period may set a natural limit on cutthroat production in streams where all 3 species are present.

Stream-rearing juvenile coastal cutthroat may be feeding generalists, consuming whatever prey is available. Age-0 cutthroat consume both benthic (bottom dwelling) and drift organisms. Age-1 and older cutthroat often eat coho fry up to 2 inches. Cutthroat parr, smolts, and kelts (spawned adults) eat a variety of items including insect larvae, sand shrimp, and small fish.

Territoriality and agonistic behavior between juvenile salmonids decrease with the approach of winter. The juveniles overwinter in deep pools associated with large woody debris and undercut banks, as well as boulders and cobbles that provide interstitial cover. Off-channel pools, side channels, and lakes are also used where available.

Puget Sound coastal cutthroat typically smolt at age 2 with an average length of 6 inches.



Seaward migration begins as early as March and continues through mid-July, with a peak in late May to early June.

Anadromy is not well developed in coastal cutthroat trout. They spend little time in saltwater and often remain in the tidewater and estuarine reaches of their home streams. While in saltwater, cutthroat generally travel along the shoreline within 31 miles of the home stream and are reluctant to cross deep open water. They grow about 1 inch per month while foraging in salt water. Marine survival of coastal cutthroat is as much as 40% higher than other Pacific salmonids. Most mortality is due to predation by Pacific hake, spiny dogfish, harbor seals, and adult salmon.

Coastal cutthroat seldom winter in saltwater. They often return to freshwater the same year they migrated to sea, but not all of these fish are spawners. Few female coastal cutthroats mature sexually before age 4. The immature fish over winter in freshwater then return to saltwater a second time to forage. These fish spawn following their second return to freshwater.

In Puget Sound only 20 to 27% of first-return females spawned, while nearly all of the first-return males spawned. In large streams (summer low flows > 49 cubic feet per second) fish enter freshwater from July through November with a peak in September and October.

In small streams (summer low flows < 21 cubic feet per second) that flow directly to saltwater, cutthroat enter freshwater from December through March with a peak in December and January.

Coastal cutthroats survive spawning quite well. Kelts return to saltwater from late March through early April, about 1 month earlier than cutthroat smolt outmigration. This timing places the adults in position to feed on out-migrating juvenile salmonids, particularly pink and chum salmon.

Cutthroat spawn in virtually all perennial tributaries and mainstem reaches of the Chehalis system in 1 or more of their life histories forms. The anadromous and fluvial forms inhabit mainstem and accessible

tributary reaches. The resident form exists both above anadromous barriers and below where they mix with anadromous fish. Adfluvial fish are found in many lakes in the drainage.

## Salmon habitat management

The Chehalis Basin Salmon Habitat Restoration and Preservation Strategy assessed several factors that affect the viability of Salzer and Coal Creeks to adequately support salmonid habitat including sediment, fish passage, floodplain, riparian conditions, large wood debris (LWD), water quality, and water quantity.

Following is a summary of conditions and mitigations that apply to the segments of Salzer and Coal Creeks near the fairgrounds.

Issue	Action
<b><u>Sediment</u></b> - is a major problem due to bank erosion	Add native vegetation along the channel to control erosion
<b><u>Riparian habitat</u></b> - is poor with sparse vegetation cover	Plant evergreen trees along the creek channels to provide shade and reduce water temperature
<b><u>Floodplain</u></b> - the dike restricts natural channel migration and flood volume	Provide overflow options for the channels possibly into the City of Chehalis wetlands to the south
<b><u>Water quality</u></b> - is low due to storm runoff and erosion	Install rain gardens and bio-swales to filter fairground stormwater before entering the creek
<b><u>Water quantity</u></b> - is low during summer months	Continue closing Salzer Creek to further water appropriations

## Wetlands

A wetland is a land or area (such as marshes or swamps) that is covered often intermittently with shallow water or has soil saturated with moisture. A wetland's surface water may come from a stream, river, lake, or pond. Wetland soils are hydric and different than the soils found in dry lands. Wetlands are determined by the presence of present or past water, the soil type, and vegetation.

Wetlands have one or more of the following attributes: 1) at least periodically, the land supports predominantly hydrophytes; 2) the substrate is predominantly un-drained hydric soil; and 3) the substrate is saturated with water or covered by shallow water at some time during each year.

As sediment, excess nutrients, and chemicals flow off of the land, wetlands filter the runoff before it reaches open water. Nutrients are stored and absorbed by plants or microorganisms. Sediment settles at the bottom after reaching an area with slow water flow.

Wetlands are a critical part of the natural environment by reducing the impacts of floods, absorbing pollutants, and improving water quality. Wetlands provide habitat for animals and plants, and many contain a wide diversity of life, supporting plants, and animals that are found nowhere else.

Wetlands accept water during storms and whenever water levels are high. When water levels are low, wetlands slowly release water. Wetlands also release vegetative matter into streams and rivers, which helps feed fish. Wetlands act as a natural filtration system, regulating water flow, and eliminating chemicals from water.

The City of Chehalis identifies wetlands in accordance with the requirements of RCW 36.70A.175 and 90.58.380 and the criteria in the Washington State Wetland Identification and Delineation Manual, (Ecology Publication 96-94).

Wetlands are rated based on categories that reflect the functions and values of each wetland and based on the criteria provided in the Washington State Wetland Rating System for Western Washington, revised August 2004 (Ecology Publication #04-06-025) that are generally defined as follows:

- **Category I Wetlands** - are wetlands of exceptional value in terms of protecting water quality, storing flood and storm water, and/or providing habitat for wildlife as indicated by a rating system score of 70 points or more. These are wetland communities of infrequent occurrence that often provide documented habitat for critical, threatened, or endangered

species, and/or have other attributes that are very difficult or impossible to replace if altered.

- **Category II Wetlands** - have significant value based on their function as indicated by a rating system score of between 51 and 69 points. They do not meet the criteria for Category I rating but occur infrequently and have qualities that are difficult to replace if altered.

- **Category III Wetlands** - have important resource value as indicated by a rating system score of between 30 and 50 points.

- **Category IV Wetlands** - are wetlands of limited resource value as indicated by a rating system score of less than 30 points. They typically have vegetation of similar age and class, lack special habitat features, and/or are isolated or disconnected from other aquatic systems or high-quality upland habitats.

The National Wetland Index (NWI) designates wetlands are located in the lower southwest triangular portion of the south fairgrounds parcel and completely across the private property and whole of the City of Chehalis parcel located south and southeast of the fairgrounds.

The City of Chehalis designates these wetland areas to be an Open Space Corridor that will protect and maintain the wetlands functions, wildlife habitat, and recreation potential with re-vegetation and restoration enhancements, environmental interpretation, and access trails.

To protect wetlands, the city's regulations include methods and provisions that may:

- Restrict or prohibit uses that are dangerous to health, safety, and property due to water or erosion hazards, or which result in damaging increases in erosion or in flood heights or velocities.

- Require that uses vulnerable to floods, including facilities that serve such uses, be protected against flood damage at the time of initial construction.

- Control the alteration of natural floodplains, stream channels and natural protective barriers, which help accommodate or channel floodwaters.

- Control filling, grading, dredging, and other development which may increase flood damage; and

- Prevent or regulating the construction of flood barriers which will unnaturally divert floodwaters, or which may increase flood hazards in other areas.

A wetland buffer is a setback area between a stream, river, or wetland and any upland development that maintains the natural vegetation cover along the waterway. All buffers are measured from the wetland boundary surveyed in the field.

The width of a wetland buffer zone is determined according to wetland category. Buffers do not include areas that are functionally and effectively disconnected from the wetland by a road or other substantially developed surface of sufficient width and with use characteristics such that buffer functions are not provided.

Buffer standards presume the existence of a dense vegetation community in the buffer adequate to protect wetland functions and values. When the buffer lacks adequate vegetation, a city may increase the standard buffer, require buffer planting or enhancement, and/or deny a proposal for buffer reduction or buffer averaging.

The City of Chehalis defines wetland buffer requirements based on the previously defined wildlife function points as follows:

<b>Wildlife points</b>	<b>Low &lt;20</b>	<b>Mod 20-26</b>	<b>High 27+</b>
Category IV	50'	50'	501'
Category III	80'	100'	1501'
Category II	100'	150'	165-225'
Category I	100'	150'	165-225'

In general, buffers cannot be used for rural or urban uses of any kind that alter the function of the wetland other than necessary utilities, roads, or other improvements that are unavoidable.

Buffer areas, however, can be used for outdoor recreational or educational activities that do not significantly affect the function of the wetland or regulated buffer (including wildlife management or viewing structures, outdoor scientific or interpretive facilities, trails,) may be permitted within a Category II, III, or IV wetlands or their buffers and within a Category

I wetland buffer if the following criteria are met:

- Trails do not exceed 4 feet in width surfaced with gravel or pervious material, including boardwalks.
- A trail or facility located in the outer 50% of the buffer area unless a location closer to the wetland edge or within the wetland is required for interpretive purposes.
- The trail or facility is constructed and maintained in a manner that minimizes disturbance of the wetland or buffer. Trails or facilities within wetlands placed on an elevated structure as an alternative to fill.

## Flooding

A floodplain is an area of land adjacent to a stream or river that stretches from the banks of its channel to the base of the enclosing valley walls, and which experiences flooding during periods of high discharge.

Floodplains are formed when a stream or river meander erodes sideways as it travels downstream. When a stream or river breaks its banks, it leaves behind layers of alluvium (silt) that gradually build up to create the floor of the plain.

A floodplain is flat or nearly flat land adjacent to a stream or river that experiences occasional flooding. Floodplains are formed by erosion and by aggradation. An erosional floodplain is created as a stream cut deeper into its channel and laterally into its banks.

Floodplain dangers include property damage and loss of life as floods cause more fatalities than any other natural disaster because people underestimate the risk of floodwaters.

**Dikes or levees** - are raised berms intended to limit or direct overbank flows during flood events. Dikes reduce the ability of the floodplain to store water and delay the passage of flood peaks and are typically accompanied by the removal of shoreline vegetation.

Salzer and Coal Creeks flooded the fairground on an annual basis since the fairground was located on a floodplain and the buildings were not built high enough to prevent flooding.

Consequently, a dike was built on the north shore of Salzer Creek in the 1950s to prevent the annual inundation of all the fair buildings. However, even with the dike, flooding was not prevented some years.

In 1972, a break in the dike resulted in flood damage to the fairgrounds of nearly \$500,000. As a result, many of the damaged buildings were replaced and other buildings gradually modernized. The dike broke again in November 1986, however, with heavy water damage sustained by the fair office. The office was relocated, as a result, to a building near the fairgrounds' south entrance.

**Centralia's Shoreline Management Program (SMP)** - designates the shoreline along Salzer Creek and the fairground as High Intensity the purpose of which is to provide for high intensity commercial, industrial and transportation uses while protecting existing ecological functions and restoring ecological functions in shoreline jurisdiction that have been degraded.

As a High Intensity non-water use, fairground structures cannot exceed 50 feet unless the underlying zone allows a high height and non-water-oriented structures must be setback 175 feet.

High Intensity designated shorelines have the following characteristics:

- Can support high intensity uses without degradation to existing shoreline function.
- Designated by the City's Comprehensive Plan and zoning for high intensity, commercial, industry, multifamily, public, or mixed-use development.
- Existing commercial uses that are consistent with the underlying zoning.

Management policies for High Intensity shorelines that apply to the fairground:

- Allow for new non-water-oriented uses within this designation where at least one of the following apply:
  - Water-dependent uses are not feasible, because a lake, river, or stream is un-navigable, or
  - There is a developed roadway, dike, or levee between the ordinary high-water

mark (OHWM) and the proposed use, or no direct access to the water from the site, or

- Development is part of a mixed-use development, or
- The applicant can demonstrate that the use will not conflict with or limit opportunities for water-oriented uses
- Development shall result in no net loss of ecological function.
- Restore and remediate shoreline areas within new development sites consistent with State and Federal laws.
- Require visual and physical access where feasible with physical access prioritized over visual access.
- Require sign control regulations, appropriate development siting, screening and architectural standards, and vegetation conservation areas to promote visually attractive uses.

Section 5.5.B.7 of Centralia's SMP regulations affecting the High Intensity designated areas require that development in channel migration zones, floodways, and/or in the SMP flood course is limited to the following **that apply to the fairground**:

- Actions that protect or restore the ecosystem-wide processes or ecological functions; including, but not limited to, compensatory flood storage.
- Bridges, utility lines, and other public utility and transportation structures where no other feasible alternative exists, or the alternative would result in unreasonable and disproportionate cost. Where such structures are allowed, mitigation shall address impacted functions and processes in the affected section of watershed or drift cell.
- Repair and maintenance of an existing legal use, provided that such actions do not cause significant ecological impacts or increase flood hazards in other areas. See Chapter 8 for detailed information pertaining to reconstruction and/or repair of legal non-conforming structures or uses.
- Modifications or additions to an existing nonagricultural legal use if channel migration is not further limited and that the new development includes appropriate protection of ecological functions. See Chapter 8 for detailed information pertaining to reconstruction and/or repair of legal non-conforming structures or uses.

- Development where existing structures prevent active channel movement and flooding.
- Measures to reduce shoreline erosion, provided that the measure does not interfere with normal hydrological and geomorphological processes and includes appropriate mitigation of impacts to ecological functions.
- Development with a primary purpose of protecting or restoring ecological functions and ecosystem-wide processes.

Section 5.6 stipulates the following public access policies **that apply to the fairground**:

- Encourage and seek opportunities to protect, increase and/or enhance the public's access to shoreline areas.
- Public access should be regulated with the following priorities unless found infeasible:
  - Maintain existing access sites.
  - Provide new or enhance existing public access sites on existing public lands and easements.
  - Acquire property or easements to add public access sites or to protect areas that hold unique value for public enjoyment.
  - Require public access sites as part of shoreline developments for new or expanded commercial, industrial, recreational, and multi-family or multi-lot residential developments. Public access requirements should be commensurate with the scale and character of the development.
- Design public access to minimize impacts to private property, safeguard private property rights and maintain public safety. Public access does not include the right to enter upon or cross private property, except where public rights-of-way or easements are established. Developments and uses on or near the shoreline should not impair or detract from the public's access to the water or the rights of navigation and shall be designed in compliance with the Americans with Disabilities Act.
  - Shoreline developments conducted by public agencies, including local jurisdictions, port districts, State agencies and public utility districts must include public access unless it is adequately demonstrated that such access is unsafe, unsecure and/or negatively impacts the shoreline environment.

Regulations that **apply to the fairground** include:

- Public access shall consist of land dedications, easements, or a physical improvement in the form of trails, walkways, bikeways, corridors, viewpoints, parks, decks, observation towers, piers, boat launches, ramps, docks, interpretive centers and displays, or other areas to serve as a means of physical or visual access to public waters.
  - Shoreline public access shall be required for the following developments and uses:
    - Recreational.
    - Developments conducted or funded by public entities, including local jurisdictions, State agencies, port districts and public utility districts.

**The Federal Emergency Management Agency (FEMA)** - defines floodplains according to varying levels of risk. Risk zones are depicted on a community's Flood Insurance Rate Map (FIRM) or Flood Hazard Boundary Map. Each zone reflects the severity or type of flooding in the area.

In communities that participate in the National Flood Insurance Program (NFIP), flood insurance is available to all property owners and renters in moderate to low-risk zones designated on the Flood Hazard Boundary Map:

FEMA's floodplain maps are a fundamental element of the flood insurance program, providing a basis for flood insurance rates and floodplain management regulations.

A 100-year flood is a flood event that has a 1 in 100 chance (1% probability) of being equaled or exceeded in any given year. Based on the expected 100-year flood flow rate, the flood water level can be mapped as an area of inundation. The resulting floodplain map is referred to as the 100-year floodplain.

A 500-year flood is a flood event that has a 1 in 500 chance (0.2% probability) of being equaled or exceeded in any given year. When the water level is mapped, the resulting floodplain map is referred to as the 500-year floodplain.

FEMA rates flood risks under the following zones:

Zone	Definition
C, X	Areas determined to be outside the 500-year floodplain.
B, X500	Areas within the 500-year flood; areas of 100-year flood with average depths of less than 1 foot.
A	Areas within the 100-year floodplain and thus subject to a 1% annual chance flooding for which no base flood elevations (BFE) have been established.
AE	Areas within the 100-year floodplain and thus subject to a 1% annual chance flooding for which the base flood elevations (BFE) have been established and are considered high risk of flooding under the National Flood Insurance Program (NFIP). Property owners with mortgages must buy flood insurance through the NFIP in AE zones.

In the AE zone, the NFIP requires that the top of the lowest floor of a building must be at or above the BFE; however, there are no standards for foundations other than the general performance standard that the building be anchored to resist floatation, collapse, and lateral movement.



A permanent or temporary pond can be created that will hold water for part of the year within a floodplain since groundwater levels are often close to the surface in the floodplain. The pond will often have very clean water provided the groundwater is fed from a largely unpolluted catchment.

The Flood Hazard Boundary Map designates the Salzer and Coal Creek to be within a 100-year floodplain subject to Zone A or AE risk including all the fairground as well as the Lewis County Public Works Department parcel, City of Chehalis parcel, and the lands east of North National Avenue.

The most recent maps show the floodplain extending across North National Avenue through the horse barns at the north edge of the fairground then through the racetrack, carnival area, south parking lot, and into the wetlands located north of the dike to Salzer Creek.

## Seismic hazard

A seismic hazard is the probability that an earthquake will occur in each geographic area, within a given window of time, and with ground motion intensity exceeding a given threshold.

Seismic or earthquake hazards include ground shaking, landslides, and liquefaction. These primary hazards often produce secondary hazards such as ruptured utility lines, hazardous spills, fires, and collapsed buildings.

The main causes of seismic hazards are:

- Volcanic eruptions - causing earthquakes
- Tectonic movements - between earth plates comprising the upper mantle
- Geological faults - the displacement of plates of their original plane.

Earthquakes can occur due to volcanic activity producing topographical deformation. Earthquakes produced by stress changes in solid rock due to the injection or withdrawal of magma (molton rock) are called volcano tectonic earthquakes and are hazardous due to the possibility of ground cracks or slope failures, therefore destroying everything in its path. Long period earthquakes, which happen when magma is suddenly forced into the surrounding rocks, are generally seen as a precursor to the actual eruption.

The main solutions to seismic hazards are to:

- Build structures -that can withstand earthquake shaking under strict US and Washington State seismic building codes.

- Teach people what to do - in the event of an earthquake and provide shelters and signage indicating where to go in the event of an earthquake.

Seismic hazard maps show the relative hazards in different areas considering past faults and earthquakes. A hazard map highlights areas that are affected by or are vulnerable to a particular hazard and are typically created for natural hazards, such as earthquakes, volcanoes, landslides, flooding, and tsunamis.

The City of Chehalis's Seismic Hazard Map designates most of the Salzer and Coal Creek drainage areas including the fairgrounds, Lewis County Public Works parcel, and City of Chehalis parcel south of the fairgrounds of moderate to high liquefaction hazard potential due to the underlying silty clay loam soils.

## Volcanic hazard

A volcanic hazard is the probability that a volcanic eruption or related geophysical event will occur in each geographic area and within a specified window of time. The risk associated with a volcanic hazard depends on the proximity and vulnerability of an asset or a population of people near to where a volcanic event might occur.

A volcanic hazard refers to any potentially dangerous volcanic process (such as lava flows, pyroclastic flows, ash). A volcanic risk is any potential loss or damage because of the volcanic hazard that might be incurred by persons, property, or which negatively impacts the productive capacity/sustainability of a population. Risk not only includes potential monetary and human losses, but also includes a population's vulnerability.

Mount St. Helens' 1980 eruption was explosive in nature producing fine volcanic ash that rose many miles into the atmosphere in enormous eruption columns. The eruption also caused widespread ash fall, pyroclastic flows, debris avalanches, landslides, pyroclastic surges, and lahars.

Tephra is a generalized word for the various bits of debris that are launched out of a volcano during an eruption, regardless of size.

Pyroclastic materials are generally categorized according to size:

- Dust measures at <1/8 mm
- Ash is 1/8-2 mm
- Cinders are 2-64 mm
- Bombs and blocks are both >64 mm

There are different hazards associated with the different kinds of pyroclastic materials. Dust and ash coats cars and homes, rendering the car unable to drive with dust accumulation in the engine. Dust and ash can also layer on homes and add weight to roofs causing the house to collapse. Also, ash and dust inhaled can cause long-term respiratory issues in people inhaling the particles.

Cinders are flaming pieces of ejected volcanic material that can set fire to homes and wooded areas. Bombs and blocks risk hitting various objects and people within range of the volcano. Projectiles can be thrown thousands of feet in the air and can be found several miles away from the initial eruption point.

Pyroclastic flows are fluidized masses of rock fragments and gases that move rapidly in response to gravity. Pyroclastic flows form when an eruption column collapses, or as the result of gravitational collapse or explosion on a lava dome or lava flow. These flows are more dense than pyroclastic surges and can contain as much as 80% unconsolidated material. The flow is fluidized because it contains water and gas from the eruption, water vapor from melted snow and ice, and air from the flow overriding air as it moves downslope. Pyroclastic flows were produced in the Toutle River drainage area during the 1980 eruption of Mount St. Helens.

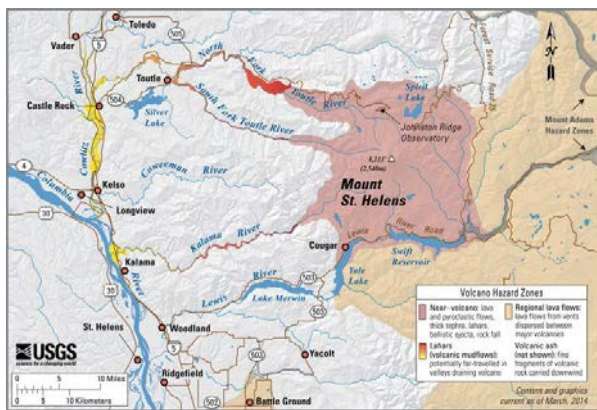
Pyroclastic flows can incinerate, burn, and asphyxiate people. Gases within a pyroclastic flow can explode and cause ash to rain down on nearby areas. Pyroclastic flows travel long distances, so the threat is far reaching.

Lahars, one of the greatest volcanic hazards, are like pyroclastic flows but contain more water. Lahars form 1) from debris avalanches that contain water from snow and ice which, when released, mixes with loose debris to form a lahar, 2) from pyroclastic flows and surges which release water that mixes with debris, 3) from pyroclastic flows which dilute themselves

with river water as they travel downslope, 4) from natural dam failure (i.e. a lava flow dam or crater lake), and 5) from rainfall on loose material such as ash.

Lahars that contain 20 to 60% sediment are usually very turbulent. Lahars that contain greater than 80% sediment usually flow more smoothly (laminar flow). These smooth flowing lahars usually travel much faster than their turbulent counterparts and can float boulders, cars, buildings, and bridges as occurred in the Toutle Valley during the 1980 Mount St Helens eruption.

Lahars are extremely dangerous especially to those living in valley areas near a volcano. Lahars can undercut banks and cause houses on those banks to be destroyed. Lahars can bury and destroy manmade structures including roads and bridges.



**Mount St. Helen's** - has a high frequency of eruptions during the recent geologic past and 2

eruptive episodes of the past 3 decades indicating a high probability of renewed eruptive activity. In addition, the volcano has produced 4 large explosive eruptions during the past 5 centuries that affected the Pacific Northwest region and sent large amounts of volcanic ash downwind. As a result, USGS maintains a robust monitoring program at the volcano to detect signs of renewed unrest and works with federal, state, and local agencies to develop crisis plans and risk-mitigation strategies.

Among the possibilities for renewed activity at Mount St. Helens are resumption of lava-dome growth, eruption of basaltic or andesitic tephra and lava flows, explosive eruptions of dacitic tephra and pyroclastic flows, and large lahars that sweep down valleys heading on the volcano.

**Volcano hazard maps** - indicate the types of hazards that can be expected in each area the next time a volcano erupts. Dating volcanic deposits helps determine how often an eruption may occur and the probability of an eruption each year. Monitoring a volcano over long periods of time indicate changes in the volcano before it erupts. These changes can help in predicting when an eruption may occur.

The Volcanic Hazard Map indicates the Centralia and Chehalis area has an annual 0.01-0.02% probability of receiving 1 cm of ash from another eruption of Mount St Helens but no hazard risk from pyroclastic flows or lahars.



## Chapter 3. Fairground facilities

A loop service road extends around the usable portion of the 78.2-acre fairground site from North National Road west to the BNSF railroad tracks then south parallel to the tracks then east back to North National Road.

The fair's principal facilities and attractions are located inside this service road loop. Lewis County's Public Works Department parcel is located north of the loop service road and the wetlands in the fair's south parcel are located south of the loop service road.

The original 1909 racetrack and grandstand are located inside the loop service road on the center west side of the site next to the BNSF railroad tracks. The grandstands face northwest slightly off-center from the racetrack and the racetrack is configured slightly off-center of north.

A pedestrian concourse extends from the loop service road and the parking areas from the north through the center of the site on the east side of the grandstands to the loop service road and the parking areas at the south.

Horse barns and an outdoor horse arena are located on the west side of the pedestrian concourse north of the racetrack. The carnival area is located on west side of the pedestrian concourse south of the racetrack. All other livestock barns, judging pavilions, and exhibition buildings are on the east side of the pedestrian concourse in the center portion of the site.

Outdoor activities including performance stages, beer garden, children's playground and Friendlyville, and grass gathering areas are located off the pedestrian concourse in and around the grandstand, livestock, and exhibition buildings.

Food and commercial vendor exhibits and tents are located along both sides of the concourse during the fair from the horse barns on the north past the carnival on the south.

The fair shop is located adjacent to the loop service road at the southwest corner of the racetrack. The fair administrative office is located on North National Avenue close to the

southeast corner of the site. The Twin Cities Senior Center is located in a separate building inside the loop service road at the southeast corner of the site

Parking lots are located inside and outside of the loop service road on the north and outside of the loop service road on the south. An off-site overflow parking lot is leased from private owners located east of North National Avenue directly across from the principal livestock and exhibition buildings.

RV, trailer, and tent campsites for 189 livestock exhibitors, rodeo participants, and carnival workers including 138 wet campsites with utilities and 51 dry campsites without utilities are:

- White Fence - 8 campsites with utilities located inside the loop service road on the east side of the pedestrian concourse south of the carnival
- South Lot - 10 campsites with utilities located outside of the loop service road west of the parking lot
- Fair Meadows - 34 campsites with utilities located inside of the loop service road west of the horse barns
- Bridle Acres - 64 campsites with utilities and 10 campsites without located outside of the loop service road on the north above the horse barns and outdoor arena
- Infield - 10 campsites with utilities located on the Lewis County Public Works Department site north of the fairground site
- Oak Grove - 12 campsites with utilities and 41 campsites without located outside of the loop service road adjacent to North National Avenue south of the Senior Center

The perimeter of the fairground is fenced inside of the loop service road excluding the north parking lots. Ticket admission gates are provided by the:

- Blue gate - from the south parking lot at the loop service road
- Green gate - from the pedestrian crossing on North National Avenue from the east leased parking lots

## Buildings

- 1 Grandstand
- 2 Horse Barn 1
- 3 Horse Barn 2
- 4 Horse Barn 3
- 5 Horse Barn 4
- 6 Horse Barn 5
- 7 Dairy Barn
- 8 Milking Parlor
- 9 4-H Barns
- 10 Hog Barn
- 11 Old Judging Pavilion
- 12 New Judging Pavilion
- 13 Small Animal Barn
- 14 Pigeon/Poultry Barns
- 15 Wildlife Barn
- 16 Petting Zoo
- 17 Floral Hall
- 18 Grange
- 19 Photography Barn
- 20 Historical Barn
- 21 4-H Hall
- 22 Firehouse
- 23 Expo Hall
- 24 Blue Pavilion
- 25 Community Events Bldg
- 26 Saloon Stage
- 27 South Stage/Hyberbolic
- 28 Midway Stage
- 29 Sertoma Beer Garden
- 30 Concession Stand 1
- 31 Concession Stand 2
- 32 Main Restroom
- 33 North Gate Restroom
- 34 Blue Gate
- 35 Green Gate
- 36 Orange Gate
- 37 Red Gate
- 38 Yellow Gate
- 39 Fair Office
- 40 Fair Shops
- 41 Senior Center
- 42 RV Park Restrooms



- Red gate - from the north parking lots located inside and outside of the loop service road
- Yellow gate - from the parking lot located inside the loop service road on the northwest of the horse barns
- Orange gate - from the pedestrian concourse for entry into the grandstands

## Utilities

**Sewage treatment** - is provided by the City of Centralia from a network of mains, trunks, force mains, and 25 pump stations that transport collected sewage to the City's wastewater treatment plant located on Goodrich Road northwest of the city.

The wastewater treatment plant provides primary and secondary treatment for the city service area and North Port District. Besides treating the final effluent that discharges into the Chehalis River after being disinfected with ultraviolet light, the wastewater treatment facility also produces a high-quality bio-solids product that is safe for public use. The solids that are removed from the wastewater are first dewatered, stabilized with static.

Each pump station discharges to the gravity sewer system through nearly 19 miles of force mains. The force mains range in size from 2.5-inch diameter to 18-inch diameter pipelines.

The fairground is serviced from a pump station located on the east side of North National Avenue and north of NE Hampe Way and Salzer Creek.

**Water supply** - is provided by City of Centralia from 4 reservoirs, 9 wells, 2 treatment facilities, and a distribution system for all residential, commercial, and industrial customers. Services on the distribution system are metered. All active wells are provided chlorination, fluoridation and aeration treatment.

Water is also provided for fire protection services with hydrants for Centralia Fire Department and Lewis County Fire District No. 12 set on Centralia's water mains.

Water is re-pumped from 7 booster pump stations from the central zone to 7 pressure

zones at higher elevations. Water service for City customers in the various pressure zones are distributed through approximately 135 miles of distribution pipe, ranging in diameter from 2-to 18-inch.

The fairground is serviced from the 4,500,000-gallon Seminary Hill Reservoir located to the northeast and the Seminary Hill Booster Pump Station able to produce 250 gallons per minute. The fairground is supplied for potable and fire protection by a water main located on North National Avenue.

Centralia's water system plan will build an additional 300-gallon per minute Booster Pump at Widgeon Hill southwest of the fairground next to Salzer Creek and install a pressure release valve (PRV) and network of water distribution lines around the area.

**Stormwater drainage** - is provided by the City of Centralia's Storm & Surface Water Utility. The Utility was formed in 2005 to service:

- An expanding population
- Increasing development and impervious surfaces
- Inadequate drainage in some areas due to non-existent or aging storm water systems
- New federal/state regulations requiring that the City develop and implement a storm water management program designed to prevent water quality degradation and other storm water problems.

Rain picks up pollutants from streets, sidewalks, and lawns that drain into streams and wetlands without treatment to remove pollutants that can harm people, fish, and animals. Too much runoff at once can overflow streams causing localized flooding and erode the stream banks, damaging property, and sending muddy polluted water downstream.

Stormwater facilities include the storm water conveyance system (i.e, stormwater pipe, ditches, catch basins, and other structures) and retention/detention facilities. The City's stormwater facilities include:

- 163,178 linear feet of 30.9 miles of stormwater conveyance pipe
- 20,000 linear feet of private system piping

- 1,295 catch basins,
- Unknown linear feet of open ditch

The fairground drains into the 663.7-acre North Salzer Creek basin that includes lands north and east along North National Avenue. A 12-inch concrete pipe located in North National Avenue collects some storm runoff from the upper portions of the fairground.

Storm runoff from the lower or south portion of the fairground does not drain into the channelized portion of Salzer Creek but rather into the wetlands located on fairground property just north of the dike.

**Power services** – Centralia City Light owns and operates a complete electrical system consisting of a hydroelectric generating plant, transmission system and distribution system.

The generating system, built in 1929, consists of a diversion dam on the Nisqually River (near the town of Yelm) and a canal that crosses the Yelm Prairie for approximately 9 miles to a hydroelectric generator. From the generator, the power is transmitted 26 miles to Centralia, where it is distributed to over 10,000 customers.

The city can currently generate over 12 megawatts of power during peak flows, about 30% of the city's needs. The remainder is purchased through long-term contracts with the Bonneville Power Administration (BPA) and market purchases.

A Salzer Substation is under construction and will be commissioned at 201 East Summa Street in the southeast quadrant of the city for operation beginning the first quarter of 2020. This area of the city was previously supplied by the May Street Substation located about 2 miles to the north.

The Salzer Substation was built to the latest earthquake resistant design standards to survive a CSZ earthquake event. The transformers at the Fords Prairie and Salzer Substations are identical and together can carry the load of the city during most of the year in the event of an earthquake.

The Salzer Substation is classified a 69x115/12.5-kV distribution substation with a

transformer capacity of 43 MVA supplied by transmission power from BPA's east loop around Centralia from a tap point near where Salzer Valley Road intersects with Centralia-Alpha Road.

Overhead power lines are located along the west side of North National Avenue and then into the fairground on overhead lines to service buildings, streetlights, and other facility and grounds lighting.

**Solid waste disposal** – or garbage is collected by LeMay Centralia, a commercial company, for residential and commercial customers in the Lewis County area. The company provides regular commercial service for non-fair or special events and special container and pickup services at the fairgrounds during the fair and scheduled special events.

The company collects recyclable materials including cardboard, paperboard (cereal boxes), newspaper, magazines, phone books, catalogs, wastepaper (junk mail), aluminum cans, tin cans, #1 plastic bottles, #2 plastic bottles, yogurt cups, margarine tubs, and cardboard milk and juice cartons.

Hazardous materials including lawn and garden products, oil-based paint and solvents, motor oil and auto supplies, household cleaners and aerosol sprays and even bleach scouring powder as well as all electronic materials must be disposed of with Lewis County at the Hazo Hut at the Centralia Central Transfer Station.

LeMay Centralia picks up and delivers solid waste or garbage from the fairgrounds and delivers it to the Lewis County Centralia Central Transfer Station located at 1411 South Tower Avenue northeast and across the BNSF railroad tracks from the fairground.

Waste Connections, a private company, picks up and transports solid waste by truck from the Lewis County Centralia Central Transfer Station to the Wasco County Landfill in The Dalles, Oregon for ultimate disposal.

## Facilities

The fair inventory currently includes:

	<b>Grandstand</b>	<b>Year</b>	<b>Sq ft</b>
1	Grandstand	1909	34,712
<b>Horse barns</b>			
2	Horse Barn 1 - Race Barn	1930	7,960
3	Horse Barn 2 - Red Horse	1965	5,472
4	Horse Barn 3 - Mare, Foal	1940	4,560
5	Horse Barn 4	1940	2,400
6	Horse Barn 5	1940	2,400
<b>Livestock barns/judging</b>			
7	Dairy Barn	1980	24,000
8	Milking Parlor	1950	828
9	4-H Barns - Upper	1920	3,200
9	4-H Barns - South	1920	6,496
9	4-H Barns - North	1940	2,788
9	4-H Garden (non-building)		(4,320)
10	Hog Barns	1975	3,432
11	Judging Pavilion Old	1960	9,600
12	Judging Pavilion New	1994	6,250
13	Small Animal Barn	1988	3,024
14	Pigeon/Poultry Barns (3)	1930	1,680
15	Wildlife Barn	1930	5,000
16	Petting Zoo		1,500
<b>Exhibit/display building</b>			
17	Floral Hall	1930	6,000
18	Grange	1920	4,200
19	Photography Barn	1950	2,128
20	Historical Exhibits	1930	960
21	4-H Hall	1909	6,400
22	Firehouse	1920	720
<b>Exposition buildings</b>			
23	Expo Hall	1930	16,500
24	Blue Pavilion	1988	12,000
25	Community Events Bldg	1960	5,600
<b>Performance/concession</b>			
26	Stage Saloon	1978	2,312
27	Stage South	1978	1,400
28	Stage Midway		800
29	Sertoma Beer Garden	1990	400
30	Concession Stand 1	1990	400
31	Concession Stand 2	1975	600
<b>Fair support</b>			
32	Restrooms Main (2)	1980	2,900
33	Restroom North Gate	1975	1,120
34	Gate Blue	1980	64
35	Gate Green	1978	64
36	Gate Orange		64
37	Gate Red	1960	64
38	Gate Yellow		64
39	Fair office	1987	1,904
40	Fair shops	1976	2,688
<b>Tenant</b>			
41	Senior Center		8,000

<b>Fair activity areas</b>			
42	Racetrack - 11.34 acres	1909	494,000
43	Horse arena - 0.16 acres		26,400
44	Warm-up- 0.28 acres		12,000
45	Grass small - 0.51 acres		22,400
46	Saloon viewing - 0.83 ac		36,000
47	South viewing - 0.43 ac		18,750
48	Friendlyville - 1.43 acres		62,500
49	Carnival Lot - 4.88 acres		212,500
<b>Campgrounds</b>			
50	Campground White Fence		6,000
51	Campground South Lot		7,500
52	Campground Oak Grove		32,500
53	Campground Bridle Acres		32,500
54	Campground Fair Meadow		27,000
55	Campground Infield		35,000
<b>Parking on-site</b>			
56	Parking lot 1 - 20 cars		6,000
57	Parking lot 2 - 100 cars		30,000
58	Parking lot 3 - 84 cars		25,200
59	Parking lot 4 - 82 cars		24,600
60	Parking lot 5 - 160 cars		48,000
61	Parking lot 6 - 80 cars		24,000
62	Parking lot 7 - 252 cars		75,600
63	Parking lot 8 - 96 cars*		28,800
<b>Parking off-site</b>			
64	Parking lot 9 - 120 cars*		36,000
65	Parking lot 10 - 566 cars*		169,800

Square footage for buildings without floor plans were estimated from aerial photos.

\* Lot 8 is wetland usable during fair, lots 9-10 are off-site private undeveloped properties used during fair

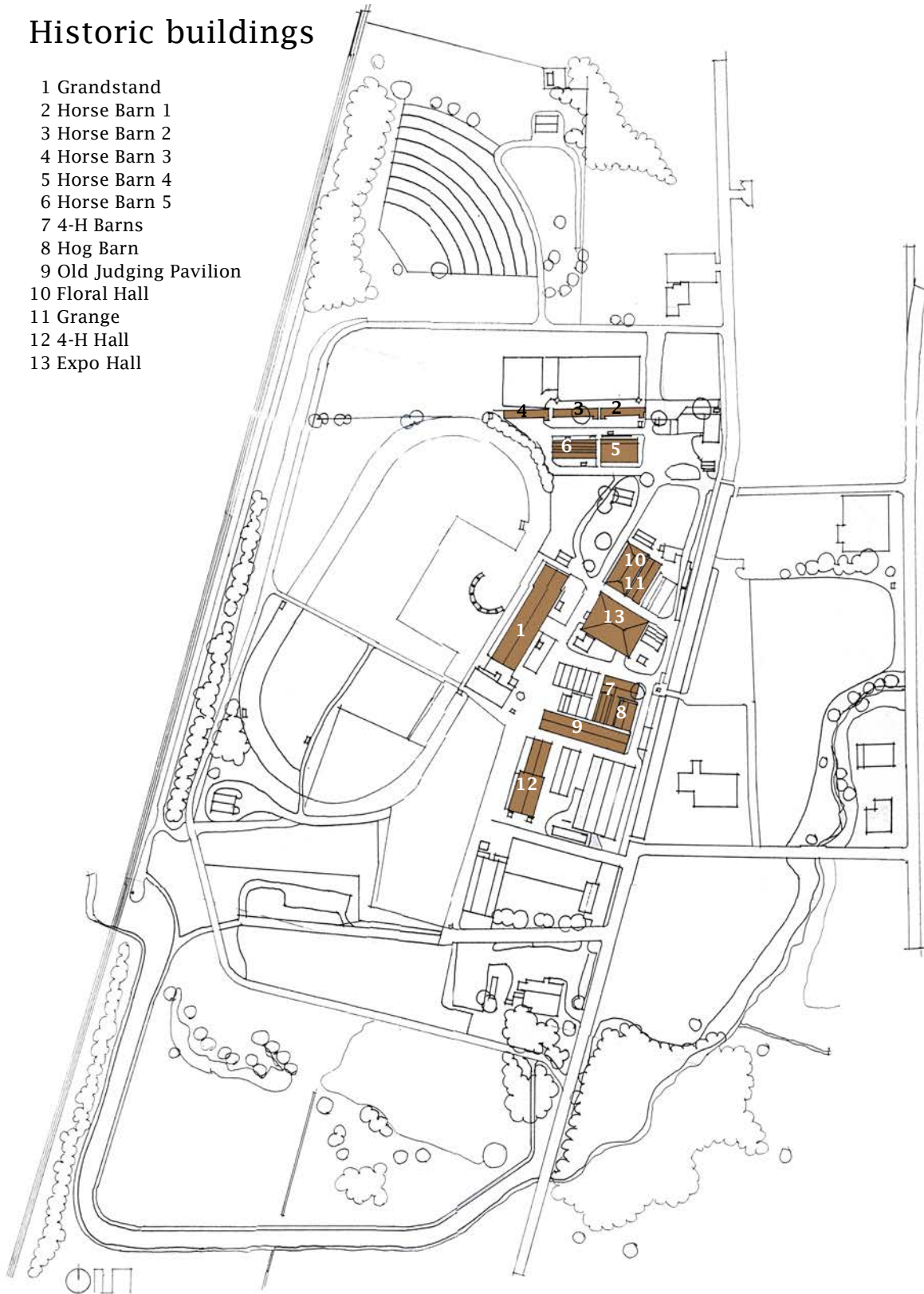
Buildings constructed in 1909 and older than 50 years are eligible to be listed on the state and possibly national Historic Register as individual landmarks or as part of an historic district.

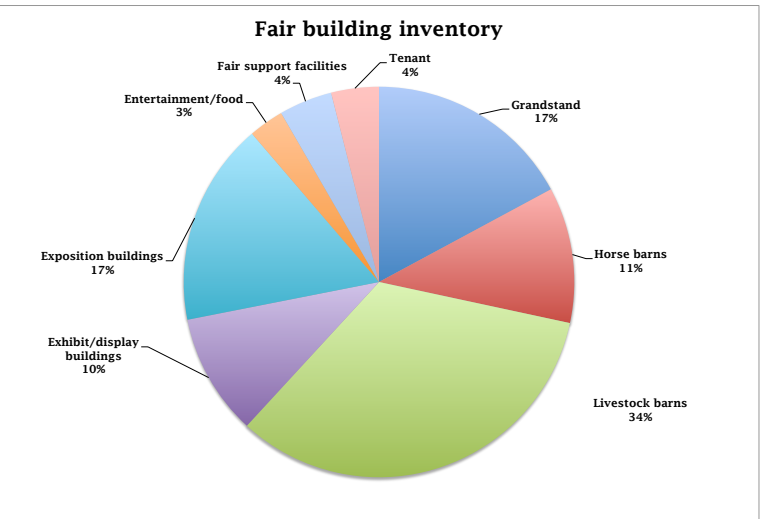
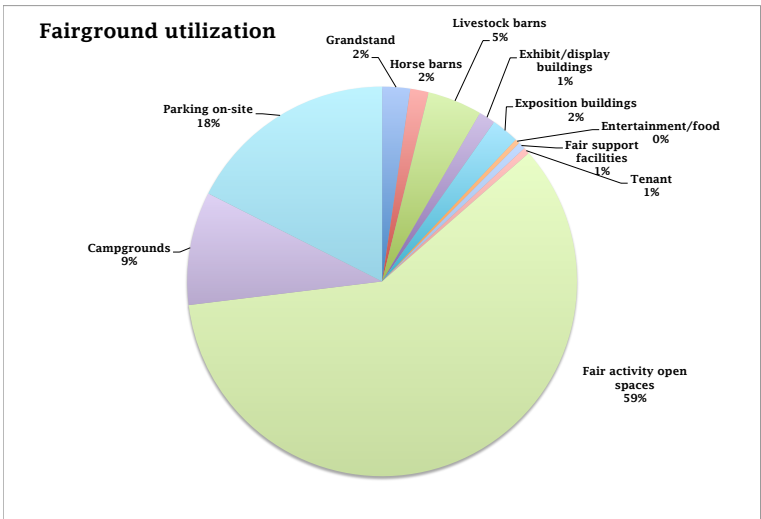
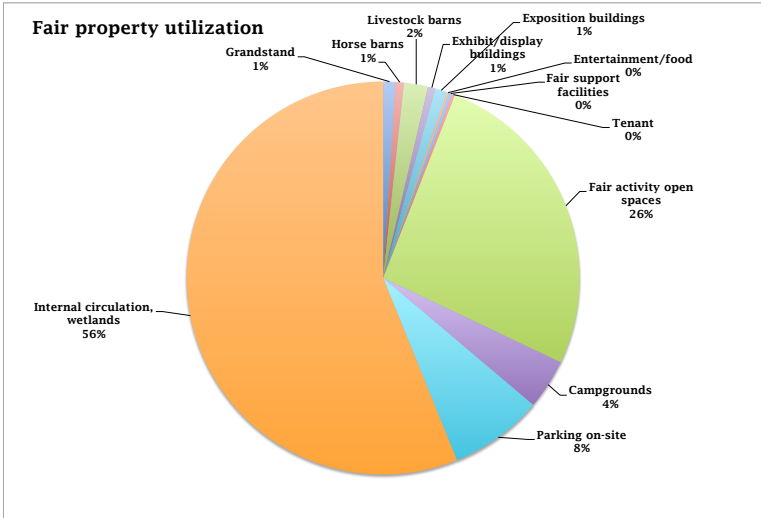
By fair activity, the 190,670 square foot building inventory consists of:

<b>Building summary</b>	<b>Sq ft</b>	<b>%</b>
Grandstand	34,712	17%
Horse barns	22,792	11%
Livestock barns, judging	67,798	34%
Exhibits, displays	20,408	10%
Exposition halls multipurpose	34,100	17%
Stages, concessions	5,912	3%
Restroom, gates, office, shop	8,932	4%
Twin City Senior Center	8,000	4%
<b>Total</b>	<b>202,654</b>	<b>100%</b>

## Historic buildings

- 1 Grandstand
- 2 Horse Barn 1
- 3 Horse Barn 2
- 4 Horse Barn 3
- 5 Horse Barn 4
- 6 Horse Barn 5
- 7 4-H Barns
- 8 Hog Barn
- 9 Old Judging Pavilion
- 10 Floral Hall
- 11 Grange
- 12 4-H Hall
- 13 Expo Hall





By fair activity, the 1,287,250 square foot or 20.31-acre open space inventory consists of:

<b>Open space summary</b>	<b>Sq ft</b>	<b>%</b>
Fair activity areas	884,550	69%
Campgrounds	140,500	11%
Parking lots on-site	262,200	20%
<b>Total in fairground</b>	<b>1,287,250</b>	<b>100%</b>
Parking lots off-site	205,800	16%
<b>Total in use during fair</b>	<b>1,493,050</b>	<b>116%</b>

The total 1,493,050 square foot or 34.28-acre open space area used during the fair includes the private undeveloped properties located across North National Avenue.

## Interim uses - Covid

As a result of the Coronavirus outbreak, SWWF and the Lewis County Public Health Department opened a Salvation Army fun congregate-shelter in place housing for the local homeless population using 3 buildings on the fairground:

- 4-H Building - as an overnight shelter
- Community Events Building - as a daytime shelter
- Blue Pavilion - as a quarantine shelter for anyone who tests positive

SWWF and Lewis County Public Health submitted a FEMA grant for non-congregate housing to renovate Lewis County Public Works Department's property located directly north of the fairground for an RV park. The grant will install a sewage system and upgrade the restrooms to provide individual showers and toilets.

Non-congregate housing at the former drive-in site will provide emergency workers and others in the community a place to park RVs if necessary to quarantine for 14 days. Basic medical care will be provided.

## Facility repairs/renovations

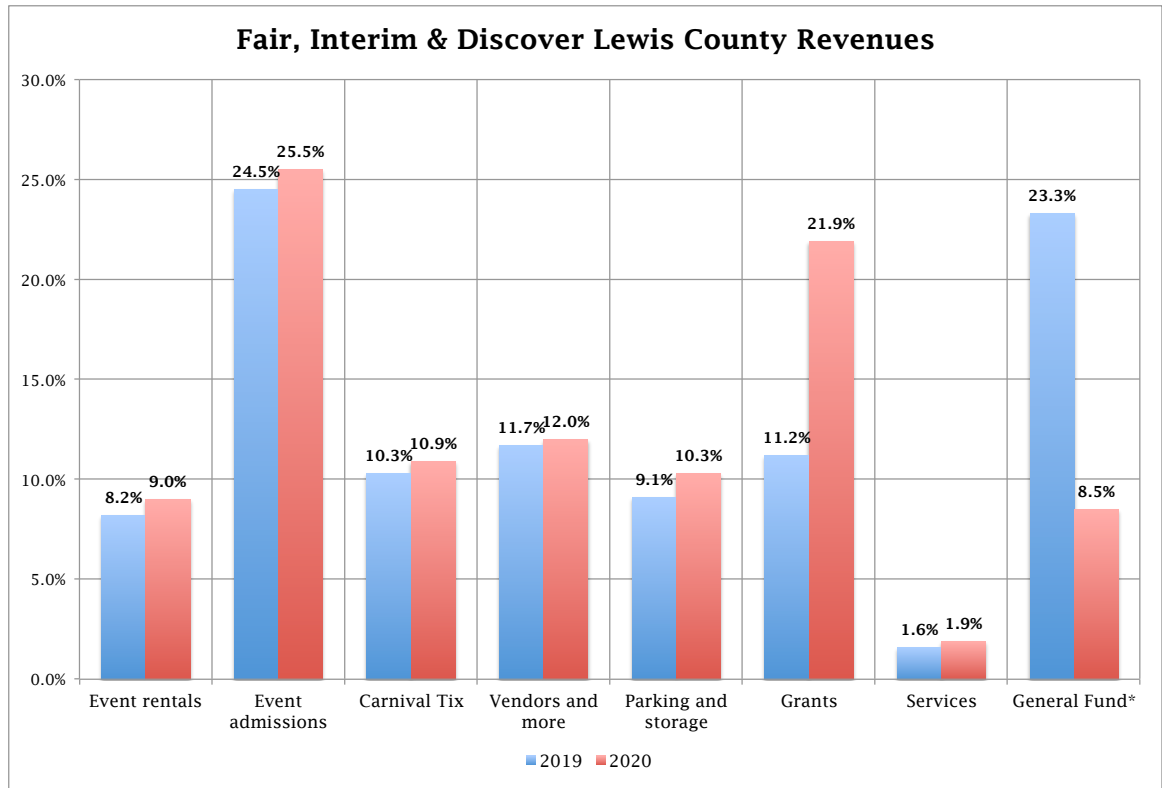
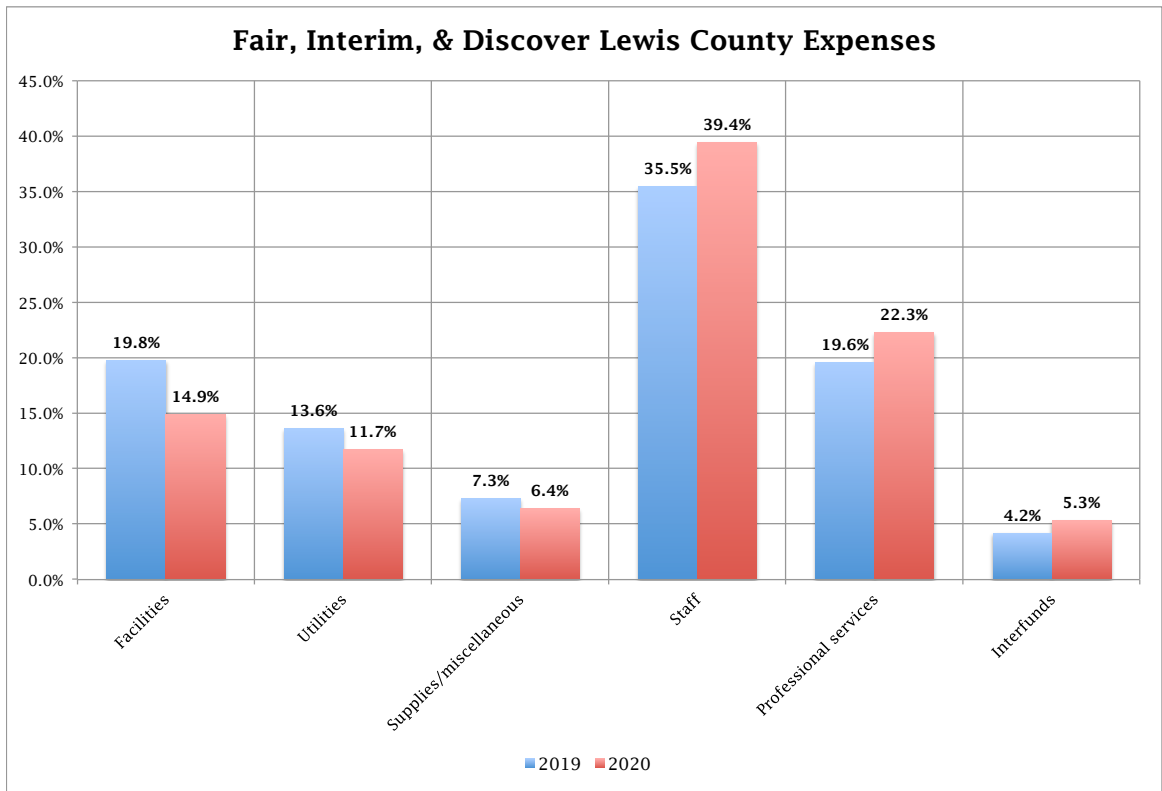
A detailed condition survey was conducted of all fairground facilities - the results of which are shown in Attachment A. Following is a summary of the major repair and renovation requirements excluding normal maintenance such as painting, broken windows, etc.:

	<b>Grandstand</b>	<b>Renovations</b>
1	Grandstand	Stairs, ADA, seismic, lighting
<b>Horse barns</b>		
2	Horse Barn 1 - Race Barn	Stalls, water, power, seismic
3	Horse Barn 2 - Red Horse	Stalls, water, power, seismic
4	Horse Barn 3 - Mare, Foal	Stalls, water, power, seismic
5	Horse Barn 4	Stalls, water, power, seismic
6	Horse Barn 5	Stalls, water, power, seismic
<b>Livestock barns/judging</b>		
7	Dairy Barn	Doors, lighting
8	Milking Parlor	Fascia
9	4-H Barns - Upper	Seismic
9	4-H Barns - South	Seismic
9	4-H Barns - North	Roof, seismic
9	4-H Garden (non-building)	None
10	Hog Barns	Wash racks
11	Judging Pavilion Old	Signage
12	Judging Pavilion New	Signage
13	Small Animal Barn	Paint
14	Pigeon/Poultry Barns (3)	None
15	Wildlife Barn	Access ramp, roof
16	Petting Zoo	None
<b>Exhibit/display building</b>		
17	Floral Hall	HVAC, drainage, lighting
18	Grange	Signage
19	Photography Barn	Parabola roof
20	Historical Exhibits	ADA, seismic, lighting
21	4-H Hall	Gutters
22	Firehouse	None
<b>Exposition buildings</b>		
23	Expo Hall	Doors, lighting, interior
24	Blue Pavilion	Restrooms, wash racks, interior



25	Community Events Bldg	Lighting, drainage, fascia
<b>Performance/concession</b>		
26	Stage Saloon	ADA, roof
27	Stage South	ADA
28	Stage Midway	None
29	Sertoma Beer Garden	None
30	Concession Stand 1	None
31	Concession Stand 2	None
<b>Fair support</b>		
32	Restrooms Main (2)	Drainage
33	Restroom North Gate	Drainage
34	Gate Blue	Paint

35	Gate Green	Paint
36	Gate Orange	Paint
37	Gate Red	Roof, paint
38	Gate Yellow	Paint
39	Fair office	Drainage
40	Fair shops	Water
<b>Tenant</b>		
41	Senior Center	Not included



## Chapter 4. SWWF financial trends

### Benchmarks

**Annual Fair** - attendance steadily increased from 64,392 in 2016 to 78,440 in 2019 or by 22% before Covid closed the Fair in 2020. Attendance returned to 72,424 when the Fair reopened in 2021 or to 92% of the 2019 attendance total. While the 2021 Annual Fair restart regained significant attendance, some exhibitors and vendors did not have enough time to organize to participate. Nonetheless, participation volumes at future Annual Fairs is expected to return to pre-Covid levels over time.

Annual Fair	Attendees
2016	64,392
2017	63,134
2018	69,423
2019	78,200
2020	0
2021	72,424

Source: Fair Multiyear FINA Review

**2019 benchmarks** - achieved by SWWF in 2019 the year before Covid include the following.

Annual Fair	2019
Attendance	78,200
Exhibitors	916
Exhibits	8,680
Commercial vendors	156
Food vendors	40
Junior Market Livestock participants	168
Overnight camping	450
Superintendent demonstrations	85+
Community performances	66+
Paid entertainment performances	145

#### Interim private events

Attendance	80,000
Events	85+

#### Website traffic

Sessions	110,841
Users	89,760
Page views	204,044

#### Facebook

Followers	30,000
Posts	150+
Impressions	470,000

#### Facebook posts

Regular - 1 every 4 days	84
Promotions - 1-2 a week	49

#### Print

United Airlines Magazine*	550,000
United Airlines readers	6,500,000
Amtrack OnTrack Magazine*	400,000
Amtrack OnTrack Magazine readers	5,280,000

\* Circulation

### Financial trends

**Annual Fair** - expenditures increased from \$770,150 in 2013 to \$1,026,672 in 2019 or by 33% while revenues increased from \$690,717 in 2013 to \$1,044,525 in 2019 or by 51%. While the ratio of revenues to expenditures varied SWWF produce 105% to 102% of expenditures in 2018-2019.

#### Annual Fair

	Expenditure	Revenue	%
2013	\$ 770,150	\$ 690,717	90%
2014	897,627	828,742	92%
2015	867,669	925,944	107%
2016	904,219	839,240	93%
2017	1,086,833	882,945	81%
2018	1,018,096	1,066,120	105%
2019	1,026,672	1,044,525	102%

Source: Lewis County Annual Budgets

**Interim Events** - or the activities that are scheduled between Fairs, expenditures declined from \$514,186 in 2013 to \$459,066 in 2019 or by -11% while revenues increased from \$208,202 in 2013 to \$615,600 in 2019 or by 196%. The ratio of revenues to expenditures increased considerably from 40% revenues represented of expenditures in 2013 to 134% by 2019.

#### Interim events

	Expenditure	Revenue	%
2013	\$ 514,186	\$ 208,202	40%
2014	373,659	213,052	57%
2015	616,342	210,193	34%
2016	356,027	194,572	55%
2017	408,992	292,449	72%
2018	458,397	600,301	131%
2019	459,066	615,600	134%

Source: Lewis County Annual Budgets

**Annual Fair and Interim Events** - expenditures increased from \$1,284,336 in 2013 to \$1,485,738 in 2019 or by 16% while revenues increased from \$898,919 in 2013 to \$1,660,125 in 2019 or by 185%. The ratio of revenues to expenditures increased considerably from 70% revenues represented of expenditures in 2013 to 112% by 2019.

**Annual Fair & Interim Events**

	Expenditure	Revenue	%
2013	\$ 1,284,336	\$ 898,919	70%
2014	1,271,286	1,041,794	82%
2015	1,484,011	1,136,137	77%
2016	1,260,246	1,033,812	82%
2017	1,495,825	1,175,394	79%
2018	1,476,493	1,666,421	113%
2019	1,485,738	1,660,125	112%

Source: Lewis County Annual Budgets

**Financial components**

**Expenditures** - for the Annual Fair, Interim Events, and Discover Lewis County were primarily for staff (35.5%), followed by professional services (19.6%), facility improvements (19.8%), and utilities (13.6%).

2019 Expenditures	%
Facility improvements	19.8%
Utilities	13.6%
Supplies	7.3%
Staff	35.5%
Professional services	19.6%
Interfund	4.2%

Source: Lewis County Annual Budgets

**Revenues** - for the Annual Fair in 2021 were primarily derived from gate receipts (33.7%), then carnival tickets (23.5%), and vendors (17.8%).

2021 revenue data does not include money from the General Fund that supplemented revenues by 23.3% in 2019.

2021 Revenues*	\$	2021
Gate receipts	\$ 292,361	33.7%
Entries	5,414	0.6%
Vendors	154,457	17.8%
Parking	20,773	2.4%
Carnival	203,707	23.5%
Grandstand events	83,645	9.6%
ICE	4,449	0.5%
Camping	16,376	1.9%
Donations/sponsors	44,000	5.1%
State grant allocation	42,648	4.9%
<b>Total</b>	<b>\$ 867,830</b>	<b>100.0%</b>

\* Does not include General Fund that contributed 23.3% of 2019 revenues.

Source: Fair Multiyear FINA Review

**Rodeo**

Rodeo ticket sales increased from \$15,582 in 1016 to \$26,670 in 2019 or by 71%. Overall, the 2019 Rodeo expenditures were \$31,745.12 while revenues were \$46,370 providing a net profit of \$14,624.88

	2019
Operations, advertising	\$ 6,295.12
Clown	500.00
Winnings	7,000.00
Production fees	17,950.00
<b>Total expenses</b>	<b>\$ 31,745.12</b>
Sponsorships	19,700.00
Ticket sales	26,670.00
<b>Total revenues</b>	<b>\$ 46,370.00</b>
<b>Net profit</b>	<b>\$ 14,624.88</b>

Source: Lewis County Annual Budgets

## Chapter 5. Public opinion

### Resident household survey

An on-line with mail-back option survey was conducted of all Lewis County households using USPS's Every Door Direct Mail (EDDM) postcard notification. Survey questions sought to obtain information on Annual Fair attendance, interests, expenditures, and opinions and priorities for potential future improvements. 446 households, or 1,119 people where an average household is 2.51 people, completed the survey.

#### Where do you live?

Answered: 442 Skipped: 4

Centralia	168	Pe Ell	2
Chehalis	177	Randle	6
Mineral	0	Toledo	1
Morton	4	Vader	1
Mossyrock	12	Winlock	12
Napavine	19	Other Lewis Co	20
Onalaska	23	Other	7
Packwood	1		

#### What age group are you in?

Answered: 441 Skipped: 5

18-24	5%	45-54	18%
25-34	16%	55-64	20%
35-44	19%	65+	22%

#### What is your household income?

Answered: 405 Skipped: 41

<\$20,000	6%	\$50-74,999	27%
\$20-29,999	7%	\$75-99,999	14%
\$30-49,999	19%	\$100,000+	27%

#### What level of education do you have?

Answered: 430 Skipped: 16

Grade school	1%	Some college	40%
High school	15%	Bachelor's	27%
Technical college	4%	Graduate	13%

#### Implications

Households who completed the outreach survey:

- Are concentrated primarily in the larger cities of Centralia and Chehalis but are generally distributed proportional to each city and town population.
- Are concentrated in ages 35-65+ but with some representation in younger age groups.

- Earn \$30,000-\$100,000+ but with some representation in the lower income groups.
- Completed some college including graduate degrees.

**Has a member or your household ever participated in any of the activities of the Annual Fair?** Answers ranked in order of highest participation.

Answered: 436 Skipped: 10

The survey results were numerically weighted for each option depending on the number of options where never was 1, occasionally 2, regularly 3, and always 4 and then divided by the number of responses to determine an average or weighted score where 4.00 was always and 1.00 never.

Activities	Wght
4-H/FFA livestock exhibits, competitions, and activities	1.52
Open photography and craft exhibits	1.51
As a volunteer	1.51
Other open animal exhibits and activities	1.41
4-H/FFA photography and craft exhibits	1.35
Demolition Derby events and competitions	1.31
As a food or other vendor	1.29
4-H/FFA equestrian events, competitions, and activities	1.27
Other equestrian events, activities, and competitions	1.22
Rodeo event, activities, and competitions	1.20

#### Implications

- Most survey respondents attended the 4-H/FFA events 0.52 times or between never and occasionally during an Annual Fair compared with the Rodeo of 0.20 times.

**Has a member or your household ever participated in any of the activities during the rest of the year?** Answers ranked in order of highest participation.

Answered: 428 Skipped: 18

Activities	Wght
Festivals and special events	1.64
Entertainment and performances	1.50
As a volunteer	1.33
4-H/FFA livestock exhibits, competitions, and activities	1.26
Demolition derby events, activities, and	1.26

competitions	
Car, RV, and boat exhibitions	1.23
Other open animal exhibits and activities	1.21
Weddings, anniversaries, and memorials	1.18
Rodeo events, activities, and competitions	1.17
4-H/FFA equestrian events, competitions, and activities	1.16
Other equestrian events, activities, and competitions	1.14

**Implications**

Most survey respondents attended festivals and special events 0.64 times or between never and occasionally during the rest of the year compared with other equestrian events of 0.14 times.

**What other fairs have you attended or visited?**

Answers ranked in order of highest participation.

Answered: 408 Skipped: 38

**Other fairs**

	%
Washington State Fair in Puyallup	92%
Thurston County Fair	37%
Grays Harbor County Fair in Monsanto	20%
Clark County Fair in Vancouver	19%
Cowlitz County Fair	16%
Evergreen Fair in Monroe	14%
Other	10%
King County Fair in Enumclaw	9%
Whatcom County Fair in Lynden	3%

**Implications**

Almost all respondents (92%) have attended the Washington State Fair in Puyallup followed by Thurston County Fair (37%), Grays Harbor County Fair (20%), then Clark County Fair (19%) located in adjacent counties.

**How many times have you attended the Annual Fair and for other events during the rest of the year?**

Answers ranked in order of highest use.

Answered: 443 Skipped: 3

The survey results were numerically weighted where no times was 1, 1 time 2, 2-5 times 3, 6-10 times 4, 11-15 times 5, 16-20 times 6, and 21+ times 7 and then divided by the number of responses to determine an average or weighted score where 1.00 is no times by any participant and 7.00 was 20+ times by every participant.

	Wght
Times at Annual Fair	4.21
Times other events rest of the year	3.19

**Implications**

Survey participants average 6-10+ times for the Annual Fair and 2-5+ times for events during the rest of the year.

**What activities did you attend or visit during Annual Fair?**

Answers ranked in order of highest use.

Answered: 443 Skipped: 3

The survey results were numerically weighted where never was 1, occasionally 2, regularly 3, and always 4 and then divided by the number of responses to determine an average or weighted score where 1.00 is never by any participant and 4.00 was always by every participant

Activities	Wght
Food vendors	3.39
4-H/FFA livestock barns - rabbits, pigs, sheep, cattle, horses	3.08
Open category indoor photography, craft exhibits	2.84
4-H/FFA indoor photography, craft exhibits	2.81
Outdoor performers	2.76
Carnival	2.73
4-H/FFA showmanship and competitions	2.24
Demolition Derby competitions	2.00
Rodeo competitions	1.79

**Implications**

Food vendors were a regular attraction (3.39) followed by 4-H/FFA livestock (3.08). By comparison, the Rodeo (1.79) and Demolition Derby (2.00) were of lesser interest.

**What activities did you attend or visit during the rest of the year?**

Answers ranked in order of highest use.

Answered: 431 Skipped: 15

The survey results were numerically weighted where never was 1, occasionally 2, regularly 3, and always 4 and then divided by the number of responses to determine an average or weighted score where 1.00 is never by any participant and 4.00 was always by every participant

Activities	Wght
Festivals	2.10
Commercial events	1.70
Charity and fundraising events	1.67
Car, boat, and RV shows	1.52
4-H/FFA livestock shows and exhibitions	1.51
Other equestrian and rodeo events	1.48

4-H/FFA equestrian activities and events	1.43
Meetings, conferences	1.24
Weddings, anniversary parties, memorials	1.24

**Implications**

▪ Festivals were an occasional attraction (2.10) followed by commercial events (1.70). Participation in year-round activities was less than in the Annual Fair.

**How many days do you attend during the Annual Fair?**

Answered: 441 Skipped: 5

0 days	4%	4 days	3%
1 day	46%	5 days	2%
2 days	29%	6 days	6%
3 days	10%		2.41

**Implications**

▪ Most survey respondents attend between 1-2 days during the Annual Fair with an average overall of 2.41 days.

**How many people are there in your group that attend during the Annual Fair?**

Answered: 437 Skipped: 9

0	4%	6	10%
1	4%	7	1%
2	30%	8	2%
3	12%	9	1%
4	24%	10+	3%
5	10%		3.70

**Implications**

▪ Most survey respondents attend with a group of 2-4 people with an average overall of 3.70 persons per group.

**How much do you typically spend per person in your group on fair activities and vendors during the Annual Fair?**

Answered: 442 Skipped: 4

Food	3.00=\$50
Purchases	2.80=\$25-50
Entrance fees	2.70=\$25-50
Entertainment	2.29=\$25-50
Carnival rides	2.28=\$25-50
Other	1.71=\$0-25

**Implications**

▪ Survey respondents spent the most money per person on food (\$50) followed by purchases (\$25-50) and entrance fees (\$25-50).

**How much do you typically spend per person in your group at Chehalis and Centralia**

**business establishments during the Annual Fair?**

Answered: 430 Skipped: 16

Restaurants and bars	2.43=\$25-50
Gas and fuel	2.13=\$25
Parking	2.03=\$25
Other	1.37=\$0-25
Hotel/motel/RV park	1.17=\$0-25

**Implications**

▪ Survey respondents spent the most money per person on restaurants and bars (\$25-50) followed by gas (\$25) and parking (\$25) and the lease on hotel, motel, and RV parks (\$0-25).

**How would you rate the quality of the following existing facilities on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 443 Skipped: 3

Fair entry gates and locations	3.36
Street access to the site	3.27
Food vendor area	3.17
Expo Hall, Blue Pavilion, and Community Events buildings	3.07
4-H/FFA livestock barns	2.98
4-H, Floral Hall, Grange, Photo Barn, and Firehouse	2.97
Outdoor performance states	2.96
Public parking on site	2.96
Public parking off-site	2.92
Fairground's tree cover and landscaping	2.76
Arena grounds and surface	2.75
Public restrooms	2.63
Historic wooden grandstand	2.57
Carnival	2.56
Information centers	2.35
Salzer Creek corridor	1.05
Tent camping areas	0.55
RV camping areas	0.54

**Implications**

▪ Fair entry gates and locations (3.36), street access to the site (3.27), food vendor area (3.17), and Expos Hall, Blue Pavilion, and Community Events buildings (3.07) were given average scores compared to tent camping (0.55) and RV camping (0.54) areas given poor ratings.

**How priority would you give the following possible improvements on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 430 Skipped: 16

Replace wooden bench seat in the	3.51
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grandstands	
Add trees and landscaping in the food vendor areas	3.33
Construct additional and larger outdoor performance stages	3.23
Improve Expos Hall, Blue Pavilion, Community Events buildings	2.96
Construct covered arena for Rodeo	2.90
Improve Floral Hall, Grange, Photo Barn, Firehouse	2.83
Improve 4-H/FFA livestock barns	2.76
Improve public parking on-site	2.74
Improve public parking off-site	2.44
Simplify direct street access to the site	2.36
Landscape Salzer Creek corridor	2.33
Improve RV and tent camping areas	1.96

**Implications**

Replacing the wooden bench seats in the grandstand (3.51) followed by adding trees and landscaping in the food vendor areas (3.33) and constructing additional and larger outdoor performance stages (3.23) were given moderate and high priorities compared with improving the RV and tent camping areas (1.96) given low scores.

**What impact would these facility improvements have on your household's attendance at the Annual Fair from no change, minor increase, to major increase?**

Answered: 441 Skipped: 5

Would recommend to others	2.21
Would come more often	1.90
Would spend more money	1.81

**Implications**

The improvements would cause households to recommend the fair to others by a minor-major increase and increase attendance and expenditures by a minor increase over existing behavior.

**What impact would these facility improvements have on your household's use of the facilities during the rest of the year from no change, minor increase, to major increase?**

Answered: 437 Skipped: 9

Would recommend to others	2.05
Would come more often	1.88
Would spend more money	1.79

**Implications**

The improvements would cause households to recommend the fair to others by a minor-major increase and increase attendance and

expenditures by a minor increase over existing behavior.

**What impact would scheduling the following types of additional events have on your household's attendance at events during the rest of the year on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 435 Skipped: 11

Outdoor entertainment shows and performances	2.27
Indoor entertainment shows and performances	2.16
Demolition Derby competitions	1.78
Ski, camping, fishing vendors shows and exhibitions	1.78
Rodeo competitions	1.76
RV and boat vendor shows and exhibitions	1.57
Auto dealer shows and exhibitions	1.51
4-H/FFA livestock shows and exhibitions	1.50
Other equestrian events and competitions	1.49
4-H/FFA equestrian events and competitions	1.48

**Implications**

Adding more outdoor (2.27) and indoor (2.16) entertainment shows and performances would low-moderate impact on attendance during the rest of the year.

**What should the mission be for the Annual Fair on a not at all, minor, or major priority?**

Answered: 440 Skipped: 6

Host events and activities of interest to residents and tourists	2.78
Host events and activities of interest to Lewis County residents	2.73
Host events and activities that attract tourist dollars	2.44

**Implications**

Hosting events of interest to residents and tourists was of moderate priority.

**What should the mission be for the rest of the year on a not at all, minor, or major priority?**

Answered: 436 Skipped: 10

Host events and activities of interest to residents and tourists	2.73
Host events and activities of interest to Lewis County residents	2.73
Host events and activities that attract tourist dollars	2.48

**Implications**



Hosting events of interest to residents and tourists was of moderate priority.

**What event improvements do you recommend we work on in the Master Plan?**

Answered: 240 Skipped: 206

**What facility improvements do you recommend we work on in the Master Plan?**

Answered: 254 Skipped: 192

**Annual Fair Attendees Survey**

Surveys were handed out at the 2021 Annual Fair and completed by 158 attendees.

**Where do you live?**

Answered: 155 Skipped: 3

Chehalis/Centralia	47%
Other Lewis County	30%
Thurston County	13%
Other WA	5%
King/Pierce County	3%
Other	2%
Clark County	1%

**Implications**

- Chehalis/Centralia (47%) followed by Lewis County (30%), and Thurston County (13%) are the primary market areas for the Fair.

**What age group are you in?**

Answered: 154 Skipped: 4

18-24	19%	45-54	12%
25-34	20%	55-64	14%
35-44	17%	65+	18%

**How many people are in your party in the following age groups?**

Answered: 157 Skipped: 1

Children under 12	3.36
Adults age 21+	3.18
Teenagers 13-20	2.76

**Implications**

- Groups with children and adults were the most predominant group.

**What day are you attending the Annual Fair?**

Answered: 154 Skipped: 4

Tuesday	27%	Friday	30%
Wednesday	55%	Saturday	36%
Thursday	28%	Sunday	26%

**Implications**

- The results indicate most respondents attended multiple days though the surveys were

not distributed equally on each day.

**How many times have you ever attended the Annual Fair?**

Answered: 157 Skipped: 1

0 times	3%	11-15	11%
1 time	11%	16-20	12%
2-5	17%	21+	33%
6-10	13%		4.88

**Implications**

- Most survey respondents have attended the Annual Fair 21 or more times while all respondents have attended an average of 4.88 times.

**How have you participated in the Annual Fair?**

Answered: 157 Skipped: 1

Attendee	77%
4-H/FFA/Open Exhibitor	34%
Volunteer	27%
Vendor	13%

**Implications**

- Most survey respondents have attended the Annual Fair (77%) though considerable numbers have also been 4-H/FFA/Open Exhibitors (34%) and volunteers (27%).

**What is the primary attraction you came to see or do?**

Answered: 153 Skipped: 5

Livestock barns	45%
Carnival	44%
Other	29%
Photos/crafts	25%
Rodeo	16%
Derby	12%

**Implications%**

- Livestock barns (45%) and carnival (44%) were the primary attractions.

**How much will you spend per person per day on tickets, rides, and food while in the fairgrounds?**

Answered: 154 Skipped: 4

\$0	3%	\$150	5%
\$25	23%	\$175	2%
\$50	28%	\$200	4%
\$75	12%	\$225	2%
\$100	16%	\$250	1%
\$125	4%	\$251+	1%

**Implications**

- Most survey respondents spent between \$25-\$100 per person per day while at the Fair.

### Do you have any comments about what we work on in the Master Plan?

Answered: 42 Skipped: 116

1	11%	6	5%
2	5%	7	5%
3	5%	8+	45%
4	11%		

### Exhibitor survey

Surveys were handed out at the 2021 Annual Fair and completed by 42 4-H exhibitors.

#### Where do you live?

Answered: 20 Skipped: 2

Centralia	3	Pe Ell	2
Chehalis	15	Randle	1
Mineral	0	Toledo	1
Morton	0	Vader	0
Mossyrock	3	Winlock	0
Napavine	2	Other Lewis Co	8
Onalaska	5	Other	0
Packwood	0		

#### What other fairs have you shown or exhibited in or attended or visited? Answers ranked in order of highest participation.

Answered: 408 Skipped: 38

Other fairs	%
Washington State Fair in Puyallup	89%
Grays Harbor County Fair in Monsanto	17%
Clark County Fair in Vancouver	14%
Evergreen Fair in Monroe	14%
Cowlitz County Fair	8%
King County Fair in Enumclaw	8%
Thurston County Fair	0%
Whatcom County Fair in Lynden	0%

#### Implications

- Almost all respondents (89%) have shown, exhibited or attended the Washington State Fair in Puyallup followed by Grays Harbor County Fair (17%), then Clark County Fair (14%), and Evergreen Fair (14%).

#### What age group are you in?

Answered: 41 Skipped: 1

4-6	0%	31-40	2%
7-9	2%	41-50	20%
10-12	15%	51-60	2%
13-15	29%	61-70	2%
16-20	12%	71+	5%
21-30	10%		

#### How many years have you been a 4-H member?

Answered: 39 Skipped: 3

0	0%	5	13%
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#### How many years have you been a 4-FFA member?

Answered: 39 Skipped: 3

0	0%	5	13%
1	25%	6	0%
2	13%	7	0%
3	13%	8+	13%
4	25%		

#### How many years have you shown an animal at the Annual Fair other than 2020 when the Fair was cancelled?

Answered: 40 Skipped: 2

0	3%	6	8%
1	13%	7	3%
2	3%	8	8%
3	8%	9	8%
4	15%	10+	28%
5	8%	10	4.88

#### Implications

- Most survey respondents have shown an animal more than 10 times at the Annual Fair.

#### How many years have you entered an exhibit at the Annual Fair other than 2020 when the Fair was cancelled?

Answered: 40 Skipped: 2

0	22%	6	6%
1	11%	7	0%
2	0%	8	11%
3	14%	9	0%
4	6%	10+	28%
5	3%	10	4.88

#### Implications

- Most survey respondents have entered an exhibit more than 10 times at the Annual Fair.

#### How many years have you attended without animals or exhibits at the Annual Fair other than 2020 when the Fair was cancelled?

Answered: 40 Skipped: 2

0	16%	6	3%
1	26%	7	3%
2	0%	8	0%
3	0%	9	8%
4	15%	10+	32%
5	10%	10	4.88

#### Implications

- Most survey respondents have attended the

Annual Fair more than 10 times without showing an animal or entering an exhibit.

**If you entered an animal in the 2021 Fair, what type of animal did you show in the Fair (check all that apply).**

Answered: 41 Skipped: 1

	Previous years	2021
Horse	79%	71%
Dairy cow	92%	67%
Beef cow	20%	80%
Sheep	100%	0%
Swine	94%	88%
Goat	100%	50%
Rabbit	71%	43%
Cavy	0%	0%
Poultry	100%	40%
Cat	0%	100%
Dog	100%	0%

**Implications**

- Differences in animals shown in 2021 may be affected by the late start to the 2021 Fair.

**How would you rate the quality of the following existing facilities on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 42 Skipped: 0

Restroom and shower facilities	3.80
Showing and judging arenas	2.93
Manure storage areas	2.63
Livestock unloading areas	2.49
Wash racks and grooming areas	2.41
Spectator bleachers	2.35
Dairy and beef cattle aisles	2.31
RV camping areas	2.00
Horse stalls	1.68
Sheep, goat, and swine pens	1.64
Rabbit and poultry cages	1.18

**Implications**

- The highest rated facilities were restrooms and shower facilities (3.80) followed by showing and judging arenas (2.93) of moderate quality. Conversely, horse stalls (1.68), sheep, goat, and swine pens (1.64), and rabbit and poultry cages (1.18) were given poorest scores.

**How would you rate the quality of the following existing buildings on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 42 Skipped: 0

4-H Barn	2.05
Judging Pavilion New	1.83

Dairy Barn	1.61
Judging Pavilion Old	1.59
Milking Parlor	1.59
Hog Barn	1.43
Small Animal Barns	1.35
Pigeon/Poultry Barns	1.05
Wildlife Barn	1.05
Horse Barn 2 - red	0.78
Horse Barn 1 - racing stables	0.70
Horse Barn 3 - green	0.68
Horse Barn 4	0.53
Horse Barn 5	0.53
Petting Barn	0.45

**Implications**

- The highest rated building was the 4-H Barn (2.05) but only of a poor quality. All other buildings were rated poor to poorest in quality especially the horse barns and petting barn.

**If you entered an exhibit in past fairs or in the 2021 Fair, what type of did you enter (check all that apply).**

Answered: 26 Skipped: 16

	Previous years	2021
Records, education display	100%	35%
Quilts, clothing, fashions, textiles	100%	11%
Foods, nutrition, baking, kitchen	86%	14%
Art, photography, crafts	92%	8%
Plants, fruits, vegetables, bees	100%	20%
Flowers, shrubs, trees	100%	0%
Succents, container plants	75%	50%
Mechanical, engineering, technology	100%	0%

**Implications**

- Differences in exhibits entered in 2021 may have been affected by the late start to the 2021 Fair.

**How do you rate the quality of the following existing facilities on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 37 Skipped: 5

Restroom facilities	2.92
Lighting	1.86
Display area size	1.66
Display area location	1.60
Building display layout overall	1.54
Directory information	1.43
Exhibit unloading areas	1.43
Display tables or stands provided	1.41

Display booths provided	1.38
Heating and air conditioning	1.36

**Implications**

- The highest rated facilities were restrooms (2.92) of moderate quality. All other facilities were rated poor to poorest quality.

**How do you rate the quality of the following existing buildings on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 38 Skipped: 4

Restroom facilities	2.68
4-H Hall	1.58
Blue Pavilion	1.57
Firehouse	1.33
Community Events Building	1.22
Photography Barn	1.11
Expo Hall	1.11
Floral Hall	0.92
Historical Building	0.86
Grange	0.72

**Implications**

- The highest rated facilities were restrooms (2.68) of moderate quality. Most other facilities were rated poor to moderate while Floral Hall (0.92), Historical Building (0.86), and Grange (0.72) were rate of poorest quality.

**What priority would you give the following possible improvements on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 40 Skipped: 2

Improve 4-H/FFA livestock barns	4.31
Improve RV and tent camping areas	2.71
Improve Expo Hall, Blue Pavilion, Community Events buildings	2.37
Improve Floral Hall, Grange, Photo Barn, Firehouse	2.21

**Implications**

- The highest rated priority was to improve 4-H/FFA livestock barns of the highest priority while all other proposed improvements were low-moderate.

**Do you have any comments about what we work on in the Master Plan?**

Answered: 34 Skipped: 8

**Vendor survey**

Surveys were handed out at the 2021 Annual Fair and completed by 17 vendors.

**Where is your business headquarters?**

Answered: 17 Skipped: 0

Centralia	12%	Longview	0%
Chehalis	0%	Olympia	6%
Napavine	0%	Other Lewis Co	0%
Toledo	0%	Other WA	0%
Kelso	6%	Other	71%

**What other fairs have you operated a booth in?**

Answered: 14 Skipped: 3

<b>Other fairs</b>	<b>%</b>
Washington State Fair in Puyallup	50%
Cowlitz County Fair	43%
Thurston County Fair	43%
Grays Harbor County Fair in Monsanto	29%
King County Fair in Enumclaw	29%
Evergreen Fair in Monroe	14%
Clark County Fair in Vancouver	7%
Whatcom County Fair in Lynden	7%

**How many years have you operated a vendor booth at SWWF other than 2020 when SWWF was cancelled?**

Answered: 17 Skipped: 0

0	12%	6	6%
1	24%	7	0%
2	12%	8	0%
3	12%	9	0%
4	0%	10+	18%
5	18%		

**How many years have you operated a vendor booth at other fairs?**

Answered: 17 Skipped: 0

0	0%	6	7%
1	7%	7	13%
2	13%	8	0%
3	13%	9	0%
4	0%	10+	47%
5	0%		

**What type of product or service are your providing in your booth for this 2021 Fair?**

Answered: 17 Skipped: 0

Food	41%
Other	24%
Clothing	12%
Art	12%

Drinks	6%
Jewelry	6%
Construction products	0%
Construction services	0%
Cars and trucks	0%
Farm equipment	0%
Educational services	0%
Health and nutrition services	0%
Environmental, conservation info	0%
Plants, vegetables, fruits	0%
Military recruitment	0%
Political promotion	0%

**Where is your booth located along the Midway?**

Answered: 17 Skipped: 0

Near the red (north) gate, horse barns	24%
In front of Grandstands/Guest services	24%
In front of Blue Pavilion/Carnival	18%
Other	18%
In front of 4-H Barn/Sheriff/First Aid	12%
By the Kid's Corner/Floral Hall	6%
In front of Expo Hall	0%
In Blue Pavilion	0%
In Expo Hall	0%
In Community Events	0%

**What is the size of your booth?**

Answered: 17 Skipped: 0

8x10=80 sf	0%	10x12=120 sf	0%
8x12=96 sf	0%	10x14=140 sf	0%
8x14=112 sf	6%	Other	71%
10x10=100 sf	24%		

**What services is your booth provided?**

Answered: 15 Skipped: 2

Power	60%	Sewer	13%
Water	13%	Other	7%
Garbage	7%		

**Where do you store your inventory?**

Answered: 16 Skipped: 1

In the booth	63%	Other	31%
In vehicle on-site	6%		
In vehicle off-site	0%		

**If you are selling products, what do you expect to gross in sales from the 7-day Fair?**

Answered: 14 Skipped: 3

\$0-500	14%	\$2,501-3,000	7%
\$501-1,000	7%	\$2,001-4,000	7%
\$1,001-1,500	0%	\$4,001-5,000	0%
\$1,501-2,000	7%	\$5,001+	57%
\$2,001-2,500	0%	Other	0%

**How do you rate the quality of the following existing conditions on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 17 Skipped: 0

Restroom and shower facilities	4.35
Power connections	3.94
Lighting along the Midway	3.65
Loading, unloading access	3.60
Paving of the Midway	3.53
Water connections	3.33
Landscaping	3.06
Storm drainage	3.00
Campgrounds	2.76
Shade - street trees	2.41

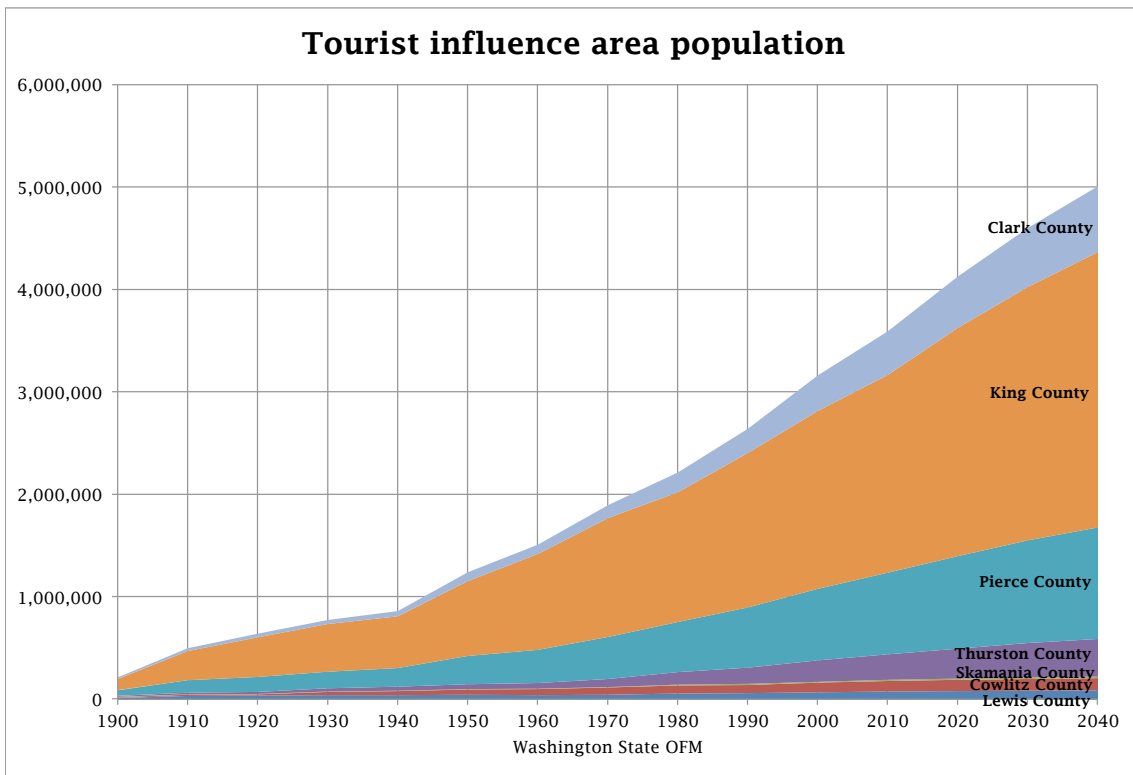
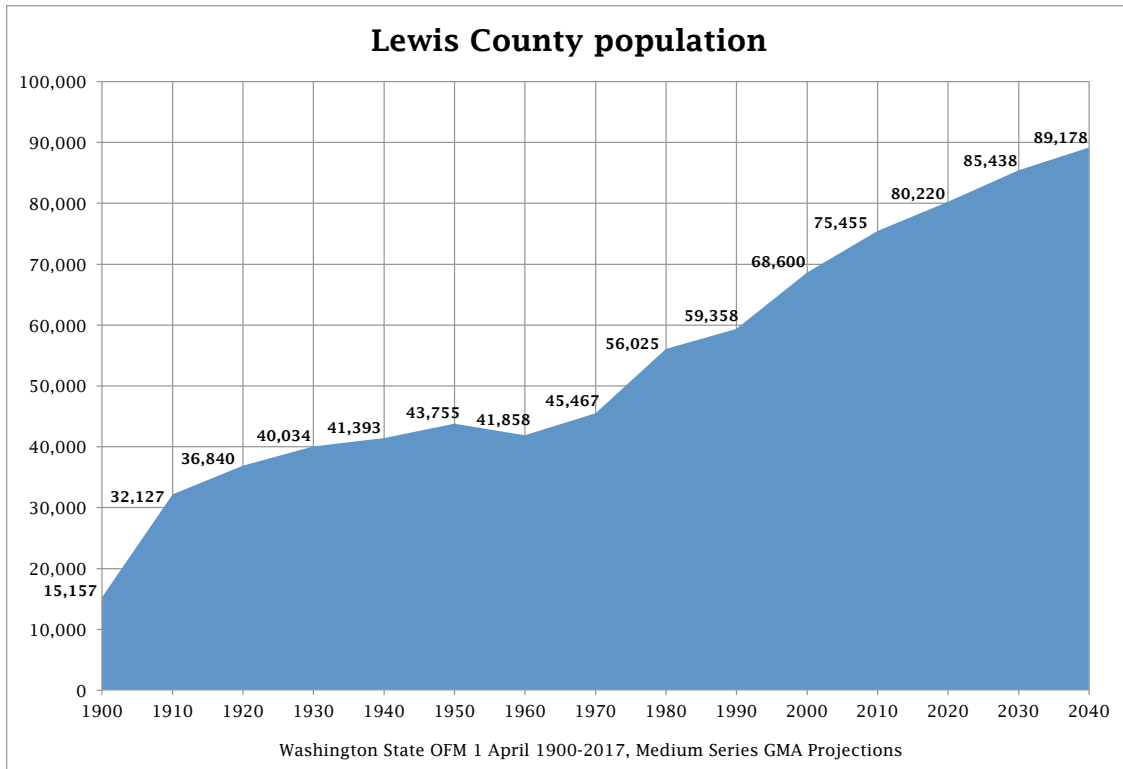
**What priority would you give the following possible improvements on a scale of 1 to 5 where 1 is the poorest and 5 the highest quality?**

Answered: 16 Skipped: 1

Install street trees for shade	3.73
Install directory, wayfinding signage	3.44
Increase power connections	3.14
Improve RV and tent camping areas	3.08
Install more street, pedestrian lights	3.00
Improve, increase landscaping	3.00
Increase water connections	2.85
Improve storm drainage	2.80
Upgrade paving along the Midway	2.36
Install pavers on gravel side paths	2.33

**What improvements do you recommend we work on in the Master Plan?**

Answered: 9 Skipped: 8



## Chapter 6. Market opportunities

### Fairs

There are 70 community, county, regional, and state fairs conducted each year from early April to late September that last from 1 to 24 days. Of the total:

- **39 are community or special event fairs** - for junior livestock, poultry expositions, horse shows, or other limited event over 1-3 days and average 100 (Evergreen Junior Dairy Show) to 22,500 attendees (Whidbey Island Area Fair).
- **27 are county fairs** - with 4-H, FFA, and open exhibitor livestock shows and competitions, craft and plants, photography, carnivals, and vendors over 3-7 days and average 7,392 (Asotin County Fair) to 254,000 attendees (Clark County Fair).
- **4 are regional or state fairs** - with county fair contents plus entertainment, performances, and other activities over 7-24 days and average 184,000 (Northwest Washington Fair) to 1,000,000 attendees (Washington State Fair in Puyallup).

Based on attendee and ticket sales, SWWF's market area likely includes residents from King, Pierce, Thurston, Grays Harbor, Lewis, Skamania, Cowlitz, and Clark Counties.

**Competitive fairs** - are located within these county areas that draw residents away from SWWF because of duplicate schedules or contents:

- The Clark County Fair (254,000 attendance) is held the week before SWWF likely consuming fair interest and the reason few SWWF fairgoers come north from Clark County.
- Cowlitz County Fair (60,503 attendance) is another SWWF major competitor, and the fair is held mid-July likely also reducing SWWF draw from the southern counties.
- Grays Harbor (56,000 attendance) and Pierce County (22,000 attendance) Fairs are held the first weeks of August and likely reduce SWWF draw from these areas though SWWF still seems to attract fairgoers from these counties.
- Washington State Fair in Puyallup (1,000,000) is about 2 weeks after SWWF at the end of the fair season and likely remains the region's principal fair attraction.

- All of these fairs, with the exception of the Washington State Fair, include rodeos and Cowlitz and Grays Harbor include derbies.

### Rodeos

There are state, regional, and national circuit rodeos conducted each year from January to September that last 2-23 days. Of the total:

- **57 are Washington State rodeos** - that last 1-days and average 4,000 (Yakima County) to 254,000 attendees (Clark County).
- **33 are Columbia River Circuit rodeos** - including 4 in Western Washington and 11 in Eastern Washington that last 2-5 days and average 71,000 (Ellensburg Rodeo) to 1,000,000 attendees (Washington State Fair in Puyallup).
- **15 are National Circuit rodeos** - including the Ellensburg Rodeo that last 5 to 23 days and average 50,000 (Pendleton, Oregon) to 2,000,000 attendees (Houston Livestock Show) with prize money from \$100,020 (San Antonio Stock Show) to \$5,750,000 (National Finals Rodeo).

**Competitive rodeos** - are likely located within the county fairs within the King, Pierce, Thurston, Grays Harbor, Lewis, Skamania, Cowlitz, and Clark Counties.

- The rodeo market is fragmented among a number of competing state, regional, and national circuits and sponsors. SWWF's larger competitive rodeos are at the Clark County and Cowlitz County Fairs the weeks before SWWF.
- The largest rodeos that draw the largest crowds are conducted within the county fairs rather than the isolated arenas scattered throughout the state.
- A successful rodeo has to be scheduled to allow competitive riders the ability to fit SWWF into the circuit and sponsor schedules, be qualified by the circuit to obtain ranking scores from SWWF events and provide sufficient prize money to be of interest. Ellensburg Rodeo, for example, offers \$250,000 in prize money making it a must stop on the circuit for professional riders.
- The rodeo also has to provide events of interest to professional riders as well as the public. Extreme Bulls is the most successful event in Ellensburg and attracts the largest

- crowds filling their 9,000 seat grandstands to capacity.
- A competitive rodeo requires a number of days to provide for qualifying trials to select the rider participants and then different events ranging from roping and barrel riding to bronco and bull riding. Ellensburg's rodeo, for example, is a 5-day process from qualifying to the final event that completely occupies the arena.
- Rodeo logistics are important including the ability to transport Broncos and bulls multiple times in and out of the fairgrounds by large 18+ wheel rigs during the events, to secure chutes and holding pens directly adjacent to the arena during the events, and accommodate rider trucks and trailers on site before and after the events.
- It also requires an elaborate process of preparing the dirt in the arena and can require several days before the arena can be used for competitive rodeo events.
- Most successful rodeos are joint ventures - between the Fair and a rodeo interest group. The Ellensburg Rodeo, for example, is organized, operated, and funded by the Ellensburg Rodeo Association on the Kittitas Valley Event Center (County Fairgrounds).

## Market projections

**Lewis County's population** - Washington State's Office of Financial Management (OFM) expects Lewis County's population will increase from 80,220 in 2020 to 89,178 by 2040 or by 8,958 persons or by 11%. The county rate of growth will gradually decline from 0.5% on an annual average basis between 2010-2020 to 0.4% by 2040 due to the aging of the population.

**Influence area population** - including King, Pierce, Grays Harbor, Thurston, Lewis, Cowlitz, Skamania, and Clark Counties will increase from 4,127, 531 in 2020 to 5,010,954 by 2040 or by 883,423 persons or by 21%. The counties rate of growth will gradually decline from 1.2% on an annual average basis between 2010-2020 to 0.8% by 2040 due to the aging of the population.

Most of the market area population increase, however, will be concentrated in King and Clark Counties increasing from 2,730,808 in 2020 to 3,333,490 by 2040 or by 2,397,318 or by 12%. While these counties will increase in population SWWF draws a very small percent of the residents to SWWF activities.

**Market area population** - by contrast, the immediate market area composed of Pierce, Thurston, Grays Harbor, Lewis, Cowlitz, and Skamania Counties will increase from 1,316,503 in 2020 to 1,588,286 or by 271,783 persons or by 21%.

## Opportunities

SWWF's potential will be defined by how well:

- **SWWF enhances existing annual fair attractions** - including 4-H, FFA, and open exhibit livestock shows and competitions, craft, photography, plants, and other exhibitions, performers, food vendors, and the carnival in order to retain interest, loyalty, and attendance for a very small resident population increase in Lewis County and a more promising expanded market area in Pierce, Thurston, Grays Harbor, Cowlitz, and Skamania Counties.
- **SWWF expands year-round activities** - including festivals, conferences, meetings, exhibitions, weddings and anniversaries, car and RV exhibitions, and the like to attract attendance from Lewis as well as Pierce, Thurston, Grays Harbor, Cowlitz, and Skamania Counties.
- **SWWF adds and expands new attractions** - including the potential for entering a regional rodeo circuit during the fair and attracting equestrian activities on a year-round basis from the local and influence area population possibly including small but important resident attractions from King and Clark Counties.



## Chapter 7. Proposed improvements

The following improvements are based on the results of the inventories, surveys, workshops, and opportunity assessments. The improvements are conceptual dependent on detailed designs and financing.

### Livestock Barns and Midway

1 Consolidate and expand the parking lot around the existing Senior Center to increase capacity and provide a suitable, functional entry into the fairground.

2 Construct an open, flexible stalling barn east of the Blue Pavilion 160x100 or 16,000 square feet to increase livestock holding and showing capacity with removable standards, show arenas, and wash racks.

3 Construct the first phase barn 160x56 or 8,960 square feet west of the existing Fair office building to increase livestock holding and showing capacity with removable standards, show arenas, and wash racks.

4 Construct the second phase barn when the Fair office is removed 160x56 or 8,960 square feet with removable standards, show arenas, and wash rack.

5 Relocate the Petting farm to provide a full expanded lane along the south boundary to improve access to the barns without using the Midway during Fair.

6 Relocate the exits on the north across from the access road between Quesadilla Factory and Valley View Health Center, and on the south across from a reconfigured NE Exhibitor Road (moved south to parallel the overhead power lines) to improve access north and south from the Fair on Gold/National and Kresky Avenues.

7 Install street trees along the Midway to provide shade and aesthetics in front of the barns and for vendor and eating locations.

8 Develop a play area for small children in front of the 4-H Hall.

9 Develop an outdoor eating plaza in front of the restrooms with pavers, street trees, and moveable tables and chairs.



### Livestock Barns & Midway

10 Develop an outdoor eating and vending plaza in front of the grandstands with pavers, street trees, and moveable tables and chairs.



**Equestrian and Rodeo Arenas and Horse Barns**



**Example high horse stalls**

## Horse Barns, Equestrian, and Rodeo Arenas

1 Construct a covered Equestrian Arena 180x240 or 43,200 square feet to accommodate all competition activities including performance, barrel racing, and jumping with 40x240 bleachers or 9,600 square feet of bleachers on the north side to accommodate 480 spectators.

2 Fence an open warm-up or staging area on the west end of the Equestrian Arena.

3 Construct a horse barn of a capacity of 84 (12x12 foot) stalls 120x330 or 39,600 square feet with removable standards and wash racks.

4 Construct a horse barn of a capacity of 33 (12x12 foot) stalls 120x130 minus 600 square foot corners for 15,000 square feet with removeable standards and wash racks.

5 Construct a horse barn of a capacity of 74 (12x12 foot) stalls 120x270 or 32,400 square feet with removable standards and wash racks.

6 Construct a horse barn of a capacity of 134 (12x12 foot) stalls 180x270 or 48,600 square feet with removable standards and wash racks.  
**Total of all horse barns 3-6 is 325 (12x12 foot) horse stalls.**

7 Develop open horse loading alleys between the barns to accommodate multiple large trailers and towing rigs.

8 Fence an open manure and sawdust storage area north of the barns that can be accessed with tractors and other hauling equipment.

9 Construct horse barn offices 24x90 or 2,160 square feet at the east end of barn 3 with tack rooms, equipment, and supplies and arena offices 24x150 or 3,600 square feet at the east end of the Equestrian Arena with equipment and restrooms.

10 Construct additions to the Grandstand on the north of 56x234 or 13,104 square feet and the south of 56x234 or 13,104 square feet each able to accommodate 655 spectators.

11 Install bleachers fronting the rodeo arena 44x570 or 25,080 square feet able to

accommodate 1,254 spectators including ADA seating at the edge of the Arena.

12 Develop an open Rodeo Arena 150x250 or 37,500 square feet with appropriate soils able to accommodate all competitive rodeo activities including calf roping, steer wrangling, broncos, and extreme bull riding.

13 Install chutes for horses and roping calves on the north end of the Rodeo Arena.

14 Provide an exit on the south end of the Rodeo Arena for roping calf exits.

15 Install chutes for bronco and bull riding on the west side of the Rodeo Arena.

16 Develop loading and unloading lanes and ramps for rough stock calves, steers, broncos, and bulls on the west side of the Rodeo Arena

17 Erect fencing to provide holding pens for rough stock calves, steers, broncos, and bulls.

18 Designate trailer parking and camping aisles on the grass area west of the Rodeo Arena and east of the access road.

## RV campground - north option B

1 Construct an addition to the maintenance building to provide showers, laundry, clubhouse, and office 40x60 or 2,400 square feet.

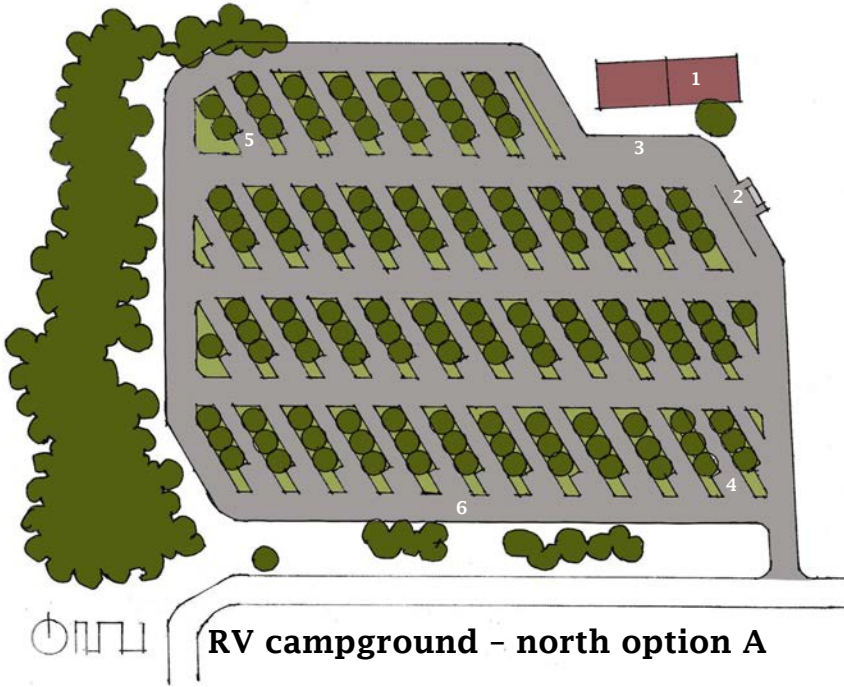
2 Construct a sewage dump station on the main entry road for campground users.

3 Develop a drive-up lane in front of the maintenance building office for check-ins.

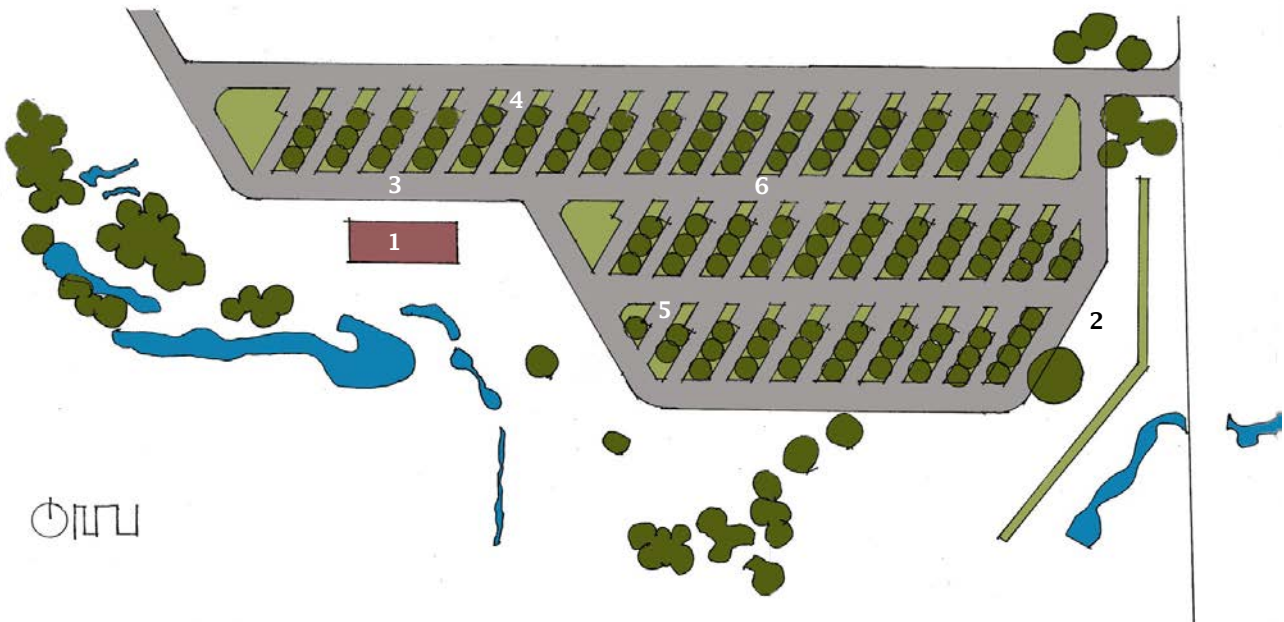
4 Develop 40 full-service 90+ foot pull-through campsites (or 80 shared sites) with water, power, picnic table, parking stall, shade trees, and landscaping.

5 Develop 3 full-service 60-foot public through campsites with water, power, picnic table, parking stall, shade trees, and landscaping.

6 Develop two-way 24-foot access aisles to service all pull-through campsites.



Example pull-through sites



## **RV campground – north option A**

- 1 Develop two-way access aisles off the north perimeter roadway to serve back-in campsites
- 2 Construct 36 back-in 45-foot-long campsites with water, power, wifi, picnic table, and parking stall
- 3 Construct 10 back-in 45-foot-long campsites with water, power, wifi, picnic table, and parking stall
- 4 Construct 18 back-in 45-foot-long campsites with water, power, wifi, picnic table, and parking stall

**64 total campsites in 3 phases**

## **RV campground – southeast**

- 1 Develop a clubhouse building to provide showers, laundry, clubhouse, and office 40x100 or 4,000 square feet.
- 2 Construct a sewage dump station along the main access road for campground users.
- 3 Develop a drive-up lane in front of the clubhouse office for check-ins.
- 4 Develop 37 full-service 90+ foot pull-through (or 74 shared campsites) with water, power, picnic table, parking stall, shade trees, and landscaping.
- 5 Develop 1 full-service 60-foot public through with water, power, picnic table, parking stall, shade trees, and landscaping.
- 6 Develop two-way 24-foot access aisles to serve all pull-through campsites.

## **RV campground – southwest**

- 1 Clear site for RV campground during Fair
- 2 Develop two-way access aisles off the west perimeter roadway to serve back-in campsites
- 3 Construct 75 back-in 45-foot-long dry campsites

- 4 Share sewer dump stations, laundry, and shower services with the year-round RV southeast campground during Fair

## **Utilities**

- 1 Excavate and install new sewer main the length of the Midway from the access road at Quesadilla Factory south to Exhibitor Road with the ability to provide collection lines east along the aisles to all buildings.

2



**RV campground - north option A**



**RV campground - southwest**