2024 Manhattan Beach Hometown Fair

After Action Review

Marketing and Communications (Nikol Fisher)

Information requests through Instagram account

Throughout the year but in particular in the weeks before the Fair, many Direct Message requests and questions come through the Fair’s Instagram account ranging from when applications will be open to where handicap parking is located to lost and found items after the Fair. If I can answer the questions I will but often I am having to direct the requests to other Board Members (Arts and Crafts, Food, Main Stage, Dietz Stage, Games, Volunteers, Information, etc.) Another issue is that so many accounts will tag the Fair account during this timeframe that some messages may slip through the cracks and go unanswered. What is the best way to handle this in the future? Perhaps a post a few weeks before the Fair which provides the email addresses (@mbfair.org) for all relevant Board Members so that the requests can be made to the appropriate people directly.

Photos/Photo Storage

-Question for the Board: Each Fair day 300-400 photos are taken. How should we store or give access to photos taken by our photographers? Currently, we display a limited number of photos on our website but it is a tedious process to go through hundreds of photos and pick out which ones should go up on the website.

-Additionally, is there a way we could invite vendors and booths to share photos with us in one place like a Dropbox or Google Drive folder? They are probably getting great content during the weekend that we don’t get simply because we can’t be everywhere at once.

Social Media Posts for Corporate Donors

Most Gold Donors only required one social media “spotlight” dedicated post that did not need approval. However, AB’s contract “AB to receive 1 dedicated Social Media post and video (on MBHF platforms) each day of the event and Pulpo Loco to receive 1 dedicated Social Media post and video (on MBHF platforms) each day of the event” – this is excessive and unrealistic to post this many times during Fair weekend for one venue (Beer Garden). It’s nice to spread the social media love across venues. Followers and fairgoers most likely do not want to keep seeing only Beer Garden posts/Stories. Have already received feedback from vendors that they would like to see more posts about vendors. Recommend changing the contract to be clear that the requirement is fewer dedicated posts (max two) one of which can be posted prior to Fair weekend.

Ideas for next year

-T-shirt/logo design contest open to the public so we don’t have to pay a designer?

-Enlist high school students to help before or during Fair weekend with photos/videos and social media draft posts/reels (we have a good amount of photos and videos from past years that could be used). Could be used as community service/volunteer credits.

-Best Fair Photo contest prior to the Fair to get people more excited and start posting about and tagging the Fair account? Could be as simple as telling followers to use a certain hashtag. Winner to receive merch?

-Need to come up with some kind of policy regarding social media to make it fair for vendors and artists as to what gets reshared on the Hometown Fair account. For example, lots of requests to be collaborators on posts/reels and lots of tagging prior to/during Fair weekend. People are under the assumption that if their content is shared by our account it will drastically increase visibility or boost sales during Fair weekend. Up until now, I have randomly reshared some posts to the Fair’s Stories, not vendors but typically performers. Is there a way to reshare content without being later accused of “playing favorites”? Is there even any benefit? The main purpose of our account is to promote things that will benefit us such as Merchandise, Raffle, Beer/Wine Garden…

Here are some examples of requests received from artists/vendors:

*Abrakadabra (Dietz Stage Performer)*

I created an event page on the Abrakadabra FB page, and it still needs you to ok the co-host. <https://www.facebook.com/events/416682171088248/>. Please do if you can...

Maybe you can add it to the details on the MB Hometown Fair event page.  We have done this with other events to help share with more viewers.

We have more clips from last year and I'd love for the MB Hometown Fair audience to get to see them too...maybe you could like and share some to your page?

*Lauri Allen (A+C vendor)*

As a vendor, I would love to see maybe a post or 2 covering the vendors on Social Media-or reposts, anything to draw in more interest. THANKS!

I do think it would also be cool to have a "local vendors" (10 mile radius?) sticker or area as there are so many out of towners?

*Rose Ann Boken (feedback in response to last Fair newsletter)*

Perhaps notices in the Beach Reporter concerning when applications are open for spaces at the fair would be appropriate, encouraging local residents to participate.  I don't know what the charges are but a suggestion is that locals have a discount would encourage even teens who do crafts to participate, a place to find something one of a kind.

It is clear that there is a desire from local residents that special attention be given to local vendors. Something to consider, perhaps a spotlight post on all vendors that are from the “South Bay.”