

MARION COUNTY FAIR POLICIES AND PROCEDURES

Sponsoring Department:
Community Services - County Fair

SUBJECT: MARION COUNTY FAIR CUSTOMER SERVICE POLICY

1. Purpose

To establish customer service standards for the Marion County Fair so that a positive environment is created for planning, management and execution of the annual fair.

2. Authority

The duties and responsibilities of the Fair Board are currently defined in ORS 565.210 through 565.330 and 565.610 through 565.650. Under ORS 565.230 the Fair Board has exclusive management authority over the county fair property and is entrusted and charged with the entire business management, financial, and other affairs of the County Fair. The Fair Board is an agency of the county and it is subject to most laws applicable to public bodies.

Pursuant to ORS 565.240, the Fair Board shall make and enforce all rules and regulations necessary for the proper conduct and management of the fairs and all activities conducted at the fairs.

Marion County's Customer Service Program Policy #211 has been established to provide a philosophy and standards to create a uniform countywide customer service program. The Marion County Fair follows Marion County Policy #211 but further articulates the Fair's expectations in this policy.

3. Applicability:

All fair board members, county staff, contractors, and key volunteers, all of which are referred to as fair associates.

4. General Policy

The Marion County Fair is committed to ensuring that customer service excellence is an integral part of the planning, resourcing, and delivery of all services related to the annual county fair. When customers interact and engage with the fair's board members, county staff, contractors, and key volunteers, they will receive consistently excellent standards of customer service and this policy will ensure that all sections of our diverse community have a positive, pleasurable, and enriching experience at the Marion County Fair.

5. Guiding principles

When customers contact a fair associate, the fair associate will be:

- a. Helpful and courteous;
- b. Professional and positive;
- c. Well informed, so that we are able to help;
- d. Effective in listening and responding; and
- e. Fair and supportive of individual needs.

6. Policy Guidelines/Procedures

- 6.1. All who interact with the fair (the general public, animal exhibitors, vendors, work crews, etc.) are considered either an internal or external customer. It is understood that without customers we do not have a fair.
- 6.2. All customers will be treated with respect and identified as a valued part of the organization.
- 6.3. All internet inquiries and phone messages received by the fair office will be responded to within 24 hours. If a message is relayed from the fair office to another person outside of the office (such as event coordinator or board member) that person will respond within 24 hours of receiving the message.
- 6.4. During fair, customers will be greeted and welcomed at the gate entrances upon arrival by a fair associate. When leaving, they will be thanked for coming.
- 6.5. Whenever possible, the fair will attempt to answer “yes” to a customer’s request; if “yes” is not feasible, then the fair associate will express what can be accommodated.
- 6.6. The fair will provide all pertinent internal fair associates opportunities for training and customer service skills enhancement to address customers’ needs (schedules, maps, communication tools, etc.); enabling fair associates to answer customer questions fully and confidently.
- 6.7. The fair attempts to provide all fairgoers with an exceptional value for their money. However, periodically a customer is dissatisfied with their fair experience and requests an entrance fee refund. In that instance, the fair office manager is authorized to return money up to \$20.00. For entrance fee reimbursement requests greater than \$20.00, the customer must complete a *Marion County Fair Refund Request Form* obtained from the fair office. The refund request form must be completed and submitted to the fair board for a decision. (See *Refund of Fair Fees* policy.)
- 6.8. If a customer is dissatisfied with a purchase made at the fair such as a carnival ride, a food purchase, a concert ticket, a pony ride, or other experiential event that required a ticket purchase, the customer shall address the dissatisfaction with the appropriate vendor. (See *Refund of Fair Fees* policy.)
- 6.9. For conflict resolution between board members, key volunteers, department heads, county staff, contractors, and other interested parties, see *Marion County Fair Board Conflict Resolution Administrative Procedures*.

Established: 1/26/11

Adopted: 3/2/11; 4/3/19

Revised: March 14, 2019

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