

## 2023 4<sup>th</sup> Quarter Fair Park Operations Report – Sept. 15, 2023

### September Events

- Dog Flyball – Completed
- Private Event – Completed
- Gun Show - Completed
- WI Sheep & Wool Festival - Completed
- Gemuetlichkeit Days – In progress (9/15-16)
- Dog Flyball – In progress (9/15-17)
- Car Show & Swap Meet (9/22-24)
- Ruby's Pantry (9/27)
- Tractor/Truck Pull (9/30)
- Private Event (9/30)

### October Events

- Pickleball Oct. 3, 5, 10, 12, 17, 19, 24, 26, 31
- Skully's Terror Haunted House – Oct. 6, 7, 13, 14, 20, 21, 27, 28
- Gem & Mineral Show – Oct. 7, 8
- Tourism Council – Oct. 10
- Boyscout Camporee – Oct. 13-15
- Beaver Pigeon & Bantam Show – Oct. 14
- HSJC Rabies Clinic – Oct. 14
- JCSO Training – Oct. 16
- 4-H H & P – Oct. 17
- Private Event – Oct. 21
- JC Recycle Event – Oct. 21
- Ruby's Pantry – Oct. 25
- Valley Beef Boo Bash – Oct. 28 – 29

### November Events

- Pickleball Nov. 2, 7, 9, 14, 16, 21, 28, 30
- WE Energies Cookie Book – Nov. 1
- Holiday Shopping Event – Nov. 11
- JCSO Training – Nov. 13
- Tourism Council – Nov. 14
- Ruby's Pantry – Nov. 15
- Private Event – Nov. 18
- Watertown Pigeon Show – Nov. 25

### December Events

- Pickleball Dec. 5, 7
- Gun Show – Dec. 1-3
- Dodge Co. Canine Show – Dec. 9-10
- Christmas Neighbors – Dec. 13
- Ruby's Pantry – Dec. 13

## Non-Fair Events

- Continue to provide first rate customer service to events working with events prior to date to create event sheets with requested needs, taking inventory of event services, preparing and sending invoices within 3 days of the event.
- Develop procedures to streamline event Set-up, Maintenance & Tear-down
- Coordinate Beverage Business
- Facilitate event operations with promoters
- Develop and Secure Agreements for 2024 events

## Winter Storage

- Solicit & Accept reservations and payments
- Schedule Unit Arrival
- Place Units
- Secure Storage

## Camping

- Accepting camping reservations and payments until Oct. 31<sup>st</sup>
- Collect Dump Station money weekly
- After Oct. 31<sup>st</sup> begin accepting reservations for 2024. Payments entered in deferred revenue account, invoiced starting in January, or pay upon arrival.

## Operations

- Winterize Fair Park Water system
- Implement winter storage procedures for JCFP Operations
- Develop winter weather schedules
- Reimagine Maintenance Team culture, and current vacant position
- MIS and Contractor to begin Internet project this Fall. MIS is working on a plan of what they will need from Fair Park staff to assist. This may include using versa handler lift bucket, and trenching underground. Projected to not exceed budget.
- (2) F-150 trucks to arrive in October. Selling current F-150 through Fleet Management program.
- Lighting project in the Activity Center not complete, we have the lights, need to finish install.

## **Review of 2023 Fair – Sept. 15, 2023**

### Competitive Exhibits

- Premium & Auction Checks have been mailed. Corrections due October 27, 2023.
- Finalize 2023 Fair Program Reviews/Operations & prepare 2024 Program Draft - September
- Plan to post 2024 entry information for public comment – October

### Budget

- Audit in progress of line items and making needed journal entries. Working to collect outstanding payments from vendors and sponsors as well as invoices that we have not received from suppliers
- Analyzing Grandstand concert revenue and expenses

### Communications

- Thank you letters to sponsors and volunteers by end of September
- Email to Exhibitors about premium/auction checks, and evaluating Fair entry information.

## Updates on 2024 Fair – Sept. 15, 2023

### Budget

- Re-evaluating Fair Week 2024 budget by September 22<sup>nd</sup>

### Competitive Exhibits

- Finalize 2023 Fair Program Reviews/Operations & prepare 2024 Program Draft - September
- Plan to post 2024 entry information for public comment – October
- Finalize 2024 Fair Entry Information and programs – November/December
- Continue to evaluate/develop Area Coordinator Positions and Streamline Operations
- Beef Cattle Weigh-in February 10<sup>th</sup>
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### Other Planning

- Revise Vendor application, acceptance and evaluation process - February
- Enhance Layout and programming to improve fairgoer experience
- Continue to enhance and promote Volunteer program, actively begin recruiting volunteers in January
- Enhance Fair Award and General sponsors.
- Booking entertainment for the Fair (Availability, negotiations, ticket pricing, contract review) National Acts should be secured by October 30<sup>th</sup> in order to have on-sale for end of the year/Holiday promotions. Daily Shows should be secured by December 31<sup>st</sup>.
- Begin promoting the 2024 Fair and selling tickets for the Holiday Season (November & December)

### Sponsors/Partners

- Communicate via phone or email with all (96) 2023 Sponsors by end of September.
- Schedule meetings and meet with sponsors for 2024. Offer opportunity for returning sponsors to renew at current categories. Goal to have 75% of 2024 Sponsors secured by January 15<sup>th</sup>. Invoicing begins January 1<sup>st</sup>. Unless they select year-round partnership, that could begin immediately to run through Fall 2024. New sponsors would be offered new packages currently in development.
- Offer sponsor opportunities to Vendors
- Reach out to potential new sponsors
- Creating proposal for Standard Process Company picnic
- Following up on leads for additional company picnic opportunities
- Amy is enrolled in 12-week Sponsorship Academy. Completion date: Nov. 22, 2023.

## Director's Report – Sept. 15, 2023

### Sponsors/Partners

- Focus on Sponsorship plan outlined in 2024 Fair Week Update.

### Vendors

- Still settling/collecting vendor payments from 2023
- Prepare 2024 Fair vendor contracts and send out for renewals
- Offer a sponsorship option to vendors

### Fairest

- Complete application for State Competition in January by Oct. 1
- Practice and prepare Fairest for competition January 8-12<sup>th</sup>

### Advertising

- Begin promoting the 2024 Fair and selling tickets for the Holiday Season (November & December)
- Website and social media updates
- Radio Ads
- Press releases for entertainment announcements. Newspaper and radio Interviews that are awarded based on press release information.
- Accepting quotes for advertising agencies to manage 2024 media buying.

### Other Planning

- Re-evaluating Fair Park, Fair Week, Auction, Dairy Breakfast, Truck/Tractor Pull, and Visitor Center budgets. Completed by Sept. 22<sup>nd</sup>
- County Board Annual Report – Due: Oct. 20, Present: Nov. 14
- Publish Fair Park Strategic Plan RFP – September 15. Review RFPs at Oct. 12<sup>th</sup> Fair Park Committee meeting
- Meet with UW-W Economic Impact Study group to evaluate results from surveys at Fair and Car Show
- Submit end of the year reporting and payment requests for Tourism Grant and Compeer Financial Grant
- Participating in County-wide strategic planning
- Participate in Priority Based Budgeting

### DATCP

- Legislative hearing Sept. 20<sup>th</sup> to support the proposal of more funding for County Fair Premium Reimbursement.
- Complete required end of the year State Report by Jan. 31<sup>st</sup>

### Fair Associations

- IAFE Safety & Security Webinar – Sept. 21
- WAF District Meeting – Oct. 3<sup>rd</sup> (Washington Co. Fair)
- WAF Board Meeting – Oct. 21-23<sup>rd</sup> (WI Dells)
- WAF Fairest Registration due Oct. 1
- WAF Convention Registration due Nov. 1
- IAFE Convention Registration due Oct. 1
- IAFE Convention – Nov. 24 – 29 (Salt Lake City, UT)
- WAF Convention – Jan. 8 – 12 (WI Dells)

## Tourism

- Jefferson Co. Tourism Council Meetings – 2<sup>nd</sup> Tuesday of each month
- City of Jefferson Tourism Commission Meetings – 3<sup>rd</sup> Wednesday of each month

## Staff Updates

- Charlie Wieder – Voluntary Termination – Last day Sept. 29, 2023
- Amy Listle – FMLA – October 4-11 and December 11 – Jan 5
- Mike Miers – 1200 hr. PT – Aprox. 125 hrs remaining
- Chris & Curt Kreklow – 6 month PT – complete in Oct.
- Total accruals remaining for FT staff 347.50 hours, Comp time is 225.49 hours
- Summer Laborer – Last day was Aug. 25
- Summer Office – Last day is Sept. 15
- Area Coordinators – Could work more to work on the 2024 Fair Preparations, currently on hold.