

Fair Park Committee Agenda
Jefferson County
Jefferson County Fair Park
Activity Center
503 N. Jackson Avenue
Jefferson, WI 53549

Date: Thursday, April 6, 2017

Time: 8:00 am

Committee members:	Poulson, Blane (Chair)	Buchanan, Ron
	Foelker, Matthew (Vice Chair)	Hall-Kind, Debra
	Hanneman, Jennifer (Secretary)	Kutz, Russell
		Steindorf, Kathleen

1. Call to order
2. Roll call (establish a quorum)
3. Certification of compliance with Open Meetings Law
4. Approval of the agenda
5. Approval of Fair Park Committee minutes of March 2, 2017.
6. Communication
7. Public Comment (Members of the public who wish to address the Committee on specific agenda items must register their request at this time)
8. Fort Atkinson Chamber of Commerce Milestone Anniversary Certificate Presentation to the Fair Park Committee
9. Discussion and possible action on Marketing Partnerships and Sponsorships
10. Review of Community Feedback
11. Review of Financial Report
12. Review of Fair Park Director's Report
13. Review of Supervisor's Report
14. Review of Fair Park Office Report
15. Discussion and possible action on future meeting schedule and agenda items
16. Adjourn

Next scheduled meetings:

Regularly scheduled meetings in the Activity Center Conference Room at 8:00 a.m. on the 1st Thursday of the month:

May 4, 2017

June 1, 2017

A Quorum of any Jefferson County Committee, Board, Commission or other body, including the Jefferson County Board of Supervisors, may be present at this meeting.

Individuals requiring special accommodations for attendance at this meeting should contact the County Administrator 24 hours prior to the meeting at 920/674-7101 so appropriate arrangements can be made.

Jefferson County Fair Park March 2, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, March 2nd at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz, Jennifer Hanneman, Ron Buchanan, Debra Hall-Kind, Kathy Steindorf, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier. Matthew Foelker was not present.

A quorum of the Jefferson County Fair Park Committee was present, meeting duly noted and the door open.

Review and Approve Agenda

Minutes: A motion was made to accept the minutes of the February 2, 2017 meeting as presented and seconded. Motion carried.

Communications: Thank you cards from the Radloff Family and Mid-State Equipment. Also presented was a letter from Rock River Hockey Association inquiring about having an ice rink at the Fair Park.

Public Comment: None

Discussion and possible action allowing sheep with horns to be shown at Fair: After discussion it was determined that there is no rule in the fair book disallowing horned sheep to be shown. Sheep with horns may be shown against other sheep but not at the same time and the sheep must be haltered. It was suggested that the sheep be shown in an exhibition capacity this year and see where it goes from there. A motion was made by Kathy Steindorf to allow the sheep to show at a different time than the other sheep and they must be haltered. This motion was seconded by Ron Buchanan and the motion was passed.

Discussion and possible action of accepting non-electronic entries for Fair: The committee discussed if non-electronic entries were needed for Fair entries. It was determined that all junior entries will be done online and it would be possible to enter open and senior class using a paper submission. The deadline for paper entries would be before the deadline for online submissions. The committee suggested a letter be sent to open and senior exhibitors that haven't shown in a couple years. This letter should include the Fair office and committee has heard their concerns from the open forum meeting. Also suggested was to put a couple blank entry forms at banks and/or senior centers. Paper entries will have to be brought to the fair park office and may not be mailed.

Discussion and possible action of Fair Park Strategic Plan: David updated the committee.

Discussion of Marketing Partnerships and Sponsorships for 2017 Fair: David presented what options are available to sponsors. The committee requested a "catalog" of what is available for sponsorships with the different levels and what those levels would include. He also reported on what sponsors he has contacted.

Discussion of Marketing and Signage Plan for 2017 Fair: David presented a 2017 advertising plan through July.

Discussion of Plan for Increasing Vendors and Spectators in the Southeast Area of the Fair Park during Fair 2017: Roger and Amy further outlined the plan for the vendor setups for the 2017 Fair. The question was brought to keep a flat rate for vendors or to go to a commission. The committee would need to analyze sales figures and suggested that vendors sales numbers be collected at this fair. Discussion was also held as to whether the fair would want to replace a food vendor when one didn't return.

Review of Community Feedback: Sponsors and possible sponsors would like to see packages available for sponsorship.

Financial Report: Review of December 2016 preliminary financials.

Director's Report: David recapped the status of the entertainment and acts for the 2017 fair. David stated that his goal for sponsorships was to contact 2-3 clients per week and present the sponsorship categories to the committee. David summarized the visit from Rick Frenette, the consultant that was hired by the Fair Park. Ticketing is being finalized with Xorbia and testing is being done before tickets go on sale. The Harry Potter festival will be using the fair park for parking

and possibly using some of the buildings. The fair park will be offering camping for this event. David ended with the announcement of Doyle's Dogs being awarded the kitchen lease.

Supervisor's Report: Roger reported that Dave Zimmerman, a part-time employee, has left after more than 5 years with the Fair park. Applications are being accepted to fill 2 part-time positions. There still is no caretaker couple and the Fair park may have to hire 2 600-hour employees. A fire suppression system has been added to the existing exhaust vent in the Activity Center Kitchen to meet the fire code. The electrician is adding outlets and separating circuits in the swine barn to help prevent overloading of the breakers and to give more lighting. MAP will pay \$500 toward this upgrade. Campsites are being put on a map and being labelled before summer to meet the Health Department codes.

Office Report: Amy Listle stated that the office staff has been keeping up on the website along with the JCFP TV ads, radio commercials and social media. The office has been working on reconciling the February events. 2017 Fair updates were presented.

Discussion and possible action on future meeting schedule and agenda items: Some future agenda items discussed were: Job descriptions of fair park personnel and review of a past agenda item regarding exhibitor behavior at the fair. The committee would also like to continue to review the Strategic Plan, Marketing Partnerships and Sponsorships and the Signage Plan.

Next Meeting: The next meeting was set for April 6 at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Ron Buchanan made a motion to adjourn the meeting. Russell Kutz seconded. Motion carried. Meeting adjourned at 11:19 a.m.

Jefferson County
Fair Park Totals

Date Ran 3/15/2017
Period January
Year 2017

8%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(17,669.35)	(580,075.00)	(562,405.65)	3.05%
	Expenditures	46,790.96	635,075.00	588,284.04	7.37%
	Other Sources	-	-	-	0.00%
Total		29,121.61	55,000.00	25,878.39	0.00%
6902 Fair Week	Revenue	2,123.20	(558,606.00)	(560,729.20)	-0.38%
	Expenditures	8,774.22	558,606.00	549,831.78	1.57%
	Other Sources	-	-	-	0.00%
Total		10,897.42	-	(10,897.42)	0.00%
Total All Business Units	Revenue	(15,546.15)	(1,138,681.00)	(1,123,134.85)	1.37%
	Expenditures	55,565.18	1,193,681.00	1,138,115.82	4.65%
	Other Source	-	-	-	0
Grand Total Fair Park		40,019.03	55,000.00	14,980.97	72.76%

Fair Park
6901 Fair Park

Date Ran 3/15/2017
Period January
Year 2017

Revenues 8%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	(6,672.92)	(80,075.00)	(73,402.08)	8.33%
457010	SPONSOR REVENUE	-	(45,000.00)	(45,000.00)	0.00%
457025	HORSE SHOW FEES	(2,525.00)	(23,000.00)	(20,475.00)	10.98%
457026	SHAVING SALES	-	(34,000.00)	(34,000.00)	0.00%
474169	FAIR BILLED	(4,000.00)	(4,000.00)	-	100.00% *
482012	BUILDING RENTAL	(4,096.43)	(176,000.00)	(171,903.57)	2.33%
482013	STALL RENTAL	-	(83,000.00)	(83,000.00)	0.00%
482014	WINTER STORAGE RENTAL	(200.00)	(42,000.00)	(41,800.00)	0.48%
482015	SPACE-FOOD VENDOR	-	(18,000.00)	(18,000.00)	0.00%
482016	SPACE-BEVERAGE VENDOR	-	(17,000.00)	(17,000.00)	0.00%
482017	SPACE-OTHER VENDOR	-	(5,000.00)	(5,000.00)	0.00%
482021	CAMPING FEE OTHER	(175.00)	(52,000.00)	(51,825.00)	0.34%
486001	VENDING COMMISSION	-	(1,000.00)	(1,000.00)	0.00%
Totals		(17,669.35)	(580,075.00)	(562,405.65)	3.05%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	7,941.24	103,753.00	95,811.76	7.65%
511210	WAGES-REGULAR	7,399.62	114,198.00	106,798.38	6.48%
511220	WAGES-OVERTIME	-	139.00	139.00	0.00%
511240	WAGES-TEMPORARY	-	12,317.00	12,317.00	0.00%
511310	WAGES-SICK LEAVE	720.73	-	(720.73)	0.00%
511320	WAGES-VACATION PAY	764.50	-	(764.50)	0.00%
511330	WAGES-LONGEVITY PAY	-	273.00	273.00	0.00%
511340	WAGES-HOLIDAY PAY	626.50	-	(626.50)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	61.37	-	(61.37)	0.00%
512141	SOCIAL SECURITY	1,320.01	17,535.00	16,214.99	7.53%
512142	RETIREMENT (EMPLOYER)	1,130.82	13,014.00	11,883.18	8.69%
512144	HEALTH INSURANCE	2,796.69	30,889.00	28,092.31	9.05%
512145	LIFE INSURANCE	4.92	47.00	42.08	10.47%
512150	FSA CONTRIBUTION	450.00	450.00	-	100.00% *
512173	DENTAL INSURANCE	378.77	3,589.00	3,210.23	10.55%
521219	OTHER PROFESSIONAL SERV	-	200.00	200.00	0.00%
521297	STALL CLEANING	-	4,500.00	4,500.00	0.00%
529170	GROUNDS KEEPING CHARGES	236.03	24,323.00	24,086.97	0.97%
531001	CREDIT CARD FEES	3.50	850.00	846.50	0.41%
531298	UNITED PARCEL SERVICE UPS	-	50.00	50.00	0.00%
531301	OFFICE EQUIPMENT	-	1,000.00	1,000.00	0.00%
531303	COMPUTER EQUIPMT & SOFTWA	-	3,000.00	3,000.00	0.00%
531311	POSTAGE & BOX RENT	9.13	500.00	490.87	1.83%
531312	OFFICE SUPPLIES	100.75	1,600.00	1,499.25	6.30%
531313	PRINTING & DUPLICATING	-	1,000.00	1,000.00	0.00%
531314	SMALL ITEMS OF EQUIPMENT	282.77	7,000.00	6,717.23	4.04%
531320	SAFETY SUPPLIES	17.50	750.00	732.50	2.33%
531322	SUBSCRIPTIONS	-	110.00	110.00	0.00%

531324 MEMBERSHIP DUES	425.00	1,500.00	1,075.00	28.33% *
531326 ADVERTISING	1,720.60	4,000.00	2,279.40	43.02% *
531349 OTHER OPERATING EXPENSES	-	1,000.00	1,000.00	0.00%
531351 GAS/DIESEL	-	6,000.00	6,000.00	0.00%
531367 WOOD SHAVINGS	-	24,500.00	24,500.00	0.00%
532325 REGISTRATION	-	600.00	600.00	0.00%
532332 MILEAGE	72.23	200.00	127.77	36.12% *
532334 COMMERCIAL TRAVEL	-	1,500.00	1,500.00	0.00%
532335 MEALS	30.71	850.00	819.29	3.61%
532336 LODGING	950.00	3,500.00	2,550.00	27.14% *
532339 OTHER TRAVEL & TOLLS	-	30.00	30.00	0.00%
533221 WATER	420.95	9,000.00	8,579.05	4.68%
533222 ELECTRIC	2,526.20	40,000.00	37,473.80	6.32%
533223 SEWER	315.25	6,900.00	6,584.75	4.57%
533224 NATURAL GAS	1,589.45	8,500.00	6,910.55	18.70%
533225 TELEPHONE & FAX	179.24	2,150.00	1,970.76	8.34%
533235 STORM WATER UTILITY	1,424.52	16,000.00	14,575.48	8.90%
533236 WIRELESS INTERNET	20.47	250.00	229.53	8.19%
535232 GRAVELING	-	3,500.00	3,500.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	5,790.99	6,000.00	209.01	96.52% *
535245 GROUNDS IMPROVEMENTS	184.90	12,500.00	12,315.10	1.48%
535247 BLDG REPAIR & MAINT	3,121.01	23,500.00	20,378.99	13.28%
535297 REFUSE COLLECTION	364.89	11,500.00	11,135.11	3.17%
535344 HOUSEHOLD & JANITORIAL SUPP	13.93	3,750.00	3,736.07	0.37%
535347 BEVERAGE PURCHASES	234.00	12,000.00	11,766.00	1.95%
535352 VEHICLE PARTS & REPAIRS	70.50	3,500.00	3,429.50	2.01%
535355 PLUMBING & ELECTRICAL	1,108.62	9,000.00	7,891.38	12.32%
536533 EQUIPMENT RENT & LEASE	-	2,500.00	2,500.00	0.00%
571004 IP TELEPHONY ALLOCATION	91.42	1,588.00	1,496.58	5.76%
571005 DUPLICATING ALLOCATION	86.00	734.00	648.00	11.72%
571009 MIS PC GROUP ALLOCATION	698.00	8,376.00	7,678.00	8.33%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	460.75	5,529.00	5,068.25	8.33%
591519 OTHER INSURANCE	646.48	8,531.00	7,884.52	7.58%
594819 CAP OTHER EQUIPMENT	-	25,000.00	25,000.00	0.00%
594821 CAP IMPRV LAND	-	30,000.00	30,000.00	0.00%
Totals	46,790.96	635,075.00	588,284.04	7.37%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
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0%

Totals	-	-	-	0.00%
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Total Business Unit	29,121.61	55,000.00	25,878.39	
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Fair Park
6902 Fair Week

Date Ran 3/15/2017
Period January
Year 2017

Revenues 8%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	2,246.42	26,957.00	24,710.58	8.33%
421001	STATE AID	-	(7,163.00)	(7,163.00)	0.00%
457005	RESERVED SEATING FEES	-	(40,000.00)	(40,000.00)	0.00%
457009	CONTEST ENTRY FEES	-	(800.00)	(800.00)	0.00%
457010	SPONSOR REVENUE	-	(85,000.00)	(85,000.00)	0.00%
457011	GATE RECEIPTS	-	(240,000.00)	(240,000.00)	0.00%
457013	STALL & PEN FEES	-	(4,500.00)	(4,500.00)	0.00%
457021	PREMIUM BOOK SALES	-	(100.00)	(100.00)	0.00%
457029	FFA ENROLLMENT	-	(6,500.00)	(6,500.00)	0.00%
457030	CREDIT CARD SURCHARGE	-	(1,000.00)	(1,000.00)	0.00%
457034	PARKING FEES	(123.22)	-	123.22	0.00%
459001	SODA	-	(15,000.00)	(15,000.00)	0.00%
482015	SPACE-FOOD VENDOR	-	(32,000.00)	(32,000.00)	0.00%
482016	SPACE-BEVERAGE VENDOR	-	(75,000.00)	(75,000.00)	0.00%
482017	SPACE-OTHER VENDOR	-	(25,000.00)	(25,000.00)	0.00%
482018	SPACE-CARNIVAL	-	(30,000.00)	(30,000.00)	0.00%
482019	CAMPING FEE 4-H	-	(22,000.00)	(22,000.00)	0.00%
482020	CAMPING FEE VENDOR	-	(1,500.00)	(1,500.00)	0.00%
Totals		2,123.20	(558,606.00)	(560,729.20)	-0.38%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	3,424.00	45,381.00	41,957.00	7.55%
511210	WAGES-REGULAR	1,029.61	28,140.00	27,110.39	3.66%
511220	WAGES-OVERTIME	-	10,864.00	10,864.00	0.00%
511240	WAGES-TEMPORARY	-	36,158.00	36,158.00	0.00%
511310	WAGES-SICK LEAVE	403.44	-	(403.44)	0.00%
511320	WAGES-VACATION PAY	268.96	-	(268.96)	0.00%
511330	WAGES-LONGEVITY PAY	-	68.00	68.00	0.00%
511340	WAGES-HOLIDAY PAY	264.76	-	(264.76)	0.00%
512141	SOCIAL SECURITY	404.73	9,183.00	8,778.27	4.41%
512142	RETIREMENT (EMPLOYER)	366.56	5,613.00	5,246.44	6.53%
512144	HEALTH INSURANCE	1,168.82	12,207.00	11,038.18	9.57%
512145	LIFE INSURANCE	2.74	32.00	29.26	8.56%
512150	FSA CONTRIBUTION	175.00	175.00	-	100.00% *
512173	DENTAL INSURANCE	117.22	1,235.00	1,117.78	9.49%
521219	OTHER PROFESSIONAL SERV	-	500.00	500.00	0.00%
521647	VETERINARY SERVICES	-	750.00	750.00	0.00%
521648	AMBULANCE/EMS SERVICES	-	3,000.00	3,000.00	0.00%
521649	SECURITY SERVICES	-	5,200.00	5,200.00	0.00%
529299	PURCHASE CARE & SERVICES	-	5,000.00	5,000.00	0.00%
529301	FAIR GATE WORKERS	-	6,320.00	6,320.00	0.00%
529302	FAIR JUDGES	-	7,305.00	7,305.00	0.00%
529303	FAIR SUPERINTENDENTS	-	6,875.00	6,875.00	0.00%
529304	FAIR PARKING SERVICES	-	1,800.00	1,800.00	0.00%

531001 CREDIT CARD FEES	163.98	1,850.00	1,686.02	8.86%
531101 TICKETS/ENTRY TAGS	-	4,650.00	4,650.00	0.00%
531102 TROPHIES/PLAQUES	-	400.00	400.00	0.00%
531103 RIBBONS	-	2,900.00	2,900.00	0.00%
531181 PREMIUMS	-	19,000.00	19,000.00	0.00%
531182 FAIR WEEK SPECIAL ACTS	-	170,000.00	170,000.00	0.00%
531183 SPONSOR FEES	-	2,500.00	2,500.00	0.00%
531184 FAIREST OF THE FAIR	-	500.00	500.00	0.00%
531311 POSTAGE & BOX RENT	-	500.00	500.00	0.00%
531312 OFFICE SUPPLIES	-	400.00	400.00	0.00%
531313 PRINTING & DUPLICATING	-	250.00	250.00	0.00%
531314 SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
531326 ADVERTISING	150.00	40,000.00	39,850.00	0.38%
531349 OTHER OPERATING EXPENSES	352.00	750.00	398.00	46.93% *
531351 GAS/DIESEL	-	1,000.00	1,000.00	0.00%
531367 WOOD SHAVINGS	-	2,000.00	2,000.00	0.00%
532332 MILEAGE	-	200.00	200.00	0.00%
533221 WATER	-	1,000.00	1,000.00	0.00%
533222 ELECTRIC	-	6,500.00	6,500.00	0.00%
533223 SEWER	-	1,400.00	1,400.00	0.00%
533224 NATURAL GAS	-	75.00	75.00	0.00%
533235 STORM WATER UTILITY	-	750.00	750.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	-	100.00	100.00	0.00%
535245 GROUNDS IMPROVEMENTS	-	2,000.00	2,000.00	0.00%
535247 BLDG REPAIR & MAINT	-	1,500.00	1,500.00	0.00%
535297 REFUSE COLLECTION	-	800.00	800.00	0.00%
535347 BEVERAGE PURCHASES	-	15,000.00	15,000.00	0.00%
535355 PLUMBING & ELECTRICAL	-	4,500.00	4,500.00	0.00%
536533 EQUIPMENT RENT & LEASE	-	82,500.00	82,500.00	0.00%
571009 MIS PC GROUP ALLOCATION	123.17	1,478.00	1,354.83	8.33%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	265.25	3,183.00	2,917.75	8.33%
591519 OTHER INSURANCE	93.98	3,514.00	3,420.02	2.67%
Totals	8,774.22	558,606.00	549,831.78	1.57%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					0%
Totals		-	-	-	0.00%
Total Business Unit		10,897.42	-	(10,897.42)	

Fair Park
6906 Donations

Date Ran 3/15/2017
Period January
Year 2017

Revenues 8%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
485106	FAIR EXPANSION DONATIONS	-	(2,375.21)	(2,375.21)	0.00%
Totals		-	(2,375.21)	(2,375.21)	0.00%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
531314	SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
594960	CAPITAL RESERVE	-	30,877.00	30,877.00	0.00%
Totals		-	32,477.00	32,477.00	0.00%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
Totals		-	-	-	0.00%
Total Business Unit		-	30,101.79	30,101.79	

Jefferson County
Fair Park Totals

Date Ran 3/21/2017
Period February
Year 2017

16.66%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(50,154.14)	(580,075.00)	(529,920.86)	8.65%
	Expenditures	82,453.25	635,075.00	552,621.75	12.98%
	Other Sources	-	-	-	0.00%
Total		32,299.11	55,000.00	22,700.89	0.00%
6902 Fair Week	Revenue	(18,248.36)	(558,606.00)	(540,357.64)	3.27%
	Expenditures	19,529.01	558,606.00	539,076.99	3.50%
	Other Sources	-	-	-	0.00%
Total		1,280.65	-	(1,280.65)	0.00%
Total All Business Units	Revenue	(68,402.50)	(1,138,681.00)	(1,070,278.50)	6.01%
	Expenditures	101,982.26	1,193,681.00	1,091,698.74	8.54%
	Other Source	-	-	-	0
Grand Total Fair Park		33,579.76	55,000.00	21,420.24	61.05%

Fair Park
6901 Fair Park

Date Ran 3/21/2017
Period February
Year 2017

Revenues 16.66%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	(13,345.84)	(80,075.00)	(66,729.16)	16.67%
457010	SPONSOR REVENUE	(12,000.00)	(45,000.00)	(33,000.00)	26.67% *
457025	HORSE SHOW FEES	(4,500.00)	(23,000.00)	(18,500.00)	19.57%
457026	SHAVING SALES	-	(34,000.00)	(34,000.00)	0.00%
474169	FAIR BILLED	(4,000.00)	(4,000.00)	-	100.00% *
482012	BUILDING RENTAL	(15,168.54)	(176,000.00)	(160,831.46)	8.62%
482013	STALL RENTAL	-	(83,000.00)	(83,000.00)	0.00%
482014	WINTER STORAGE RENTAL	(200.00)	(42,000.00)	(41,800.00)	0.48%
482015	SPACE-FOOD VENDOR	-	(18,000.00)	(18,000.00)	0.00%
482016	SPACE-BEVERAGE VENDOR	-	(17,000.00)	(17,000.00)	0.00%
482017	SPACE-OTHER VENDOR	(186.00)	(5,000.00)	(4,814.00)	3.72%
482021	CAMPING FEE OTHER	(727.37)	(52,000.00)	(51,272.63)	1.40%
486001	VENDING COMMISSION	(26.39)	(1,000.00)	(973.61)	2.64%
Totals		(50,154.14)	(580,075.00)	(529,920.86)	8.65%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	15,357.89	103,753.00	88,395.11	14.80%
511210	WAGES-REGULAR	14,443.85	114,198.00	99,754.15	12.65%
511220	WAGES-OVERTIME	-	139.00	139.00	0.00%
511240	WAGES-TEMPORARY	-	12,317.00	12,317.00	0.00%
511310	WAGES-SICK LEAVE	733.34	-	(733.34)	0.00%
511320	WAGES-VACATION PAY	1,180.97	-	(1,180.97)	0.00%
511330	WAGES-LONGEVITY PAY	-	273.00	273.00	0.00%
511340	WAGES-HOLIDAY PAY	626.50	-	(626.50)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	206.77	-	(206.77)	0.00%
512141	SOCIAL SECURITY	2,452.30	17,535.00	15,082.70	13.99%
512142	RETIREMENT (EMPLOYER)	2,105.80	13,014.00	10,908.20	16.18%
512144	HEALTH INSURANCE	5,324.05	30,889.00	25,564.95	17.24%
512145	LIFE INSURANCE	9.87	47.00	37.13	21.00%
512150	FSA CONTRIBUTION	450.00	450.00	-	100.00% *
512173	DENTAL INSURANCE	671.43	3,589.00	2,917.57	18.71%
521219	OTHER PROFESSIONAL SERV	595.40	200.00	(395.40)	297.70% *
521297	STALL CLEANING	-	4,500.00	4,500.00	0.00%
529170	GROUNDS KEEPING CHARGES	2,098.11	24,323.00	22,224.89	8.63%
531001	CREDIT CARD FEES	3.50	850.00	846.50	0.41%
531298	UNITED PARCEL SERVICE UPS	-	50.00	50.00	0.00%
531301	OFFICE EQUIPMENT	-	1,000.00	1,000.00	0.00%
531303	COMPUTER EQUIPMT & SOFTWA	-	3,000.00	3,000.00	0.00%
531311	POSTAGE & BOX RENT	23.84	500.00	476.16	4.77%
531312	OFFICE SUPPLIES	147.08	1,600.00	1,452.92	9.19%
531313	PRINTING & DUPLICATING	60.50	1,000.00	939.50	6.05%
531314	SMALL ITEMS OF EQUIPMENT	723.54	7,000.00	6,276.46	10.34%
531320	SAFETY SUPPLIES	33.64	750.00	716.36	4.49%
531322	SUBSCRIPTIONS	-	110.00	110.00	0.00%

531324 MEMBERSHIP DUES	425.00	1,500.00	1,075.00	28.33%
531326 ADVERTISING	2,160.90	4,000.00	1,839.10	54.02% *
531349 OTHER OPERATING EXPENSES	-	1,000.00	1,000.00	0.00%
531351 GAS/DIESEL	926.30	6,000.00	5,073.70	15.44%
531367 WOOD SHAVINGS	-	24,500.00	24,500.00	0.00%
532325 REGISTRATION	-	600.00	600.00	0.00%
532332 MILEAGE	72.23	200.00	127.77	36.12% *
532334 COMMERCIAL TRAVEL	-	1,500.00	1,500.00	0.00%
532335 MEALS	137.37	850.00	712.63	16.16%
532336 LODGING	950.00	3,500.00	2,550.00	27.14%
532339 OTHER TRAVEL & TOLLS	-	30.00	30.00	0.00%
533221 WATER	1,020.59	9,000.00	7,979.41	11.34%
533222 ELECTRIC	4,722.23	40,000.00	35,277.77	11.81%
533223 SEWER	818.05	6,900.00	6,081.95	11.86%
533224 NATURAL GAS	1,589.45	8,500.00	6,910.55	18.70%
533225 TELEPHONE & FAX	345.42	2,150.00	1,804.58	16.07%
533235 STORM WATER UTILITY	2,849.04	16,000.00	13,150.96	17.81%
533236 WIRELESS INTERNET	40.94	250.00	209.06	16.38%
535232 GRAVELING	-	3,500.00	3,500.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	6,373.05	6,000.00	(373.05)	106.22% *
535245 GROUNDS IMPROVEMENTS	184.90	12,500.00	12,315.10	1.48%
535247 BLDG REPAIR & MAINT	3,925.32	23,500.00	19,574.68	16.70%
535297 REFUSE COLLECTION	729.78	11,500.00	10,770.22	6.35%
535344 HOUSEHOLD & JANITORIAL SUPP	922.11	3,750.00	2,827.89	24.59%
535347 BEVERAGE PURCHASES	927.09	12,000.00	11,072.91	7.73%
535349 OTHER SUPPLIES	31.67	-	(31.67)	0.00%
535352 VEHICLE PARTS & REPAIRS	224.28	3,500.00	3,275.72	6.41%
535355 PLUMBING & ELECTRICAL	1,863.85	9,000.00	7,136.15	20.71%
536533 EQUIPMENT RENT & LEASE	-	2,500.00	2,500.00	0.00%
571004 IP TELEPHONY ALLOCATION	182.84	1,588.00	1,405.16	11.51%
571005 DUPLICATING ALLOCATION	172.00	734.00	562.00	23.43%
571009 MIS PC GROUP ALLOCATION	1,396.00	8,376.00	6,980.00	16.67%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	921.50	5,529.00	4,607.50	16.67%
591519 OTHER INSURANCE	1,292.96	8,531.00	7,238.04	15.16%
594819 CAP OTHER EQUIPMENT	-	25,000.00	25,000.00	0.00%
594821 CAP IMPRV LAND	-	30,000.00	30,000.00	0.00%
Totals	82,453.25	635,075.00	552,621.75	12.98%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
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0%

Totals		-	-	-	0.00%
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Total Business Unit		32,299.11	55,000.00	22,700.89	
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Fair Park
6902 Fair Week

Date Ran 3/21/2017
Period February
Year 2017

Revenues 16.66%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	4,492.84	26,957.00	22,464.16	16.67%
421001	STATE AID	-	(7,163.00)	(7,163.00)	0.00%
457005	RESERVED SEATING FEES	-	(40,000.00)	(40,000.00)	0.00%
457009	CONTEST ENTRY FEES	-	(800.00)	(800.00)	0.00%
457010	SPONSOR REVENUE	-	(85,000.00)	(85,000.00)	0.00%
457011	GATE RECEIPTS	(5,190.00)	(240,000.00)	(234,810.00)	2.16%
457013	STALL & PEN FEES	-	(4,500.00)	(4,500.00)	0.00%
457021	PREMIUM BOOK SALES	(5.00)	(100.00)	(95.00)	5.00%
457029	FFA ENROLLMENT	-	(6,500.00)	(6,500.00)	0.00%
457030	CREDIT CARD SURCHARGE	-	(1,000.00)	(1,000.00)	0.00%
457034	PARKING FEES	(796.20)	-	796.20	0.00%
459001	SODA	-	(15,000.00)	(15,000.00)	0.00%
482015	SPACE-FOOD VENDOR	-	(32,000.00)	(32,000.00)	0.00%
482016	SPACE-BEVERAGE VENDOR	-	(75,000.00)	(75,000.00)	0.00%
482017	SPACE-OTHER VENDOR	-	(25,000.00)	(25,000.00)	0.00%
482018	SPACE-CARNIVAL	-	(30,000.00)	(30,000.00)	0.00%
482019	CAMPING FEE 4-H	(16,750.00)	(22,000.00)	(5,250.00)	76.14% *
482020	CAMPING FEE VENDOR	-	(1,500.00)	(1,500.00)	0.00%
Totals		(18,248.36)	(558,606.00)	(540,357.64)	3.27%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	6,848.03	45,381.00	38,532.97	15.09%
511210	WAGES-REGULAR	2,664.40	28,140.00	25,475.60	9.47%
511220	WAGES-OVERTIME	-	10,864.00	10,864.00	0.00%
511240	WAGES-TEMPORARY	-	36,158.00	36,158.00	0.00%
511310	WAGES-SICK LEAVE	420.25	-	(420.25)	0.00%
511320	WAGES-VACATION PAY	268.96	-	(268.96)	0.00%
511330	WAGES-LONGEVITY PAY	-	68.00	68.00	0.00%
511340	WAGES-HOLIDAY PAY	264.76	-	(264.76)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	8.40	-	(8.40)	0.00%
512141	SOCIAL SECURITY	786.74	9,183.00	8,396.26	8.57%
512142	RETIREMENT (EMPLOYER)	712.26	5,613.00	4,900.74	12.69%
512144	HEALTH INSURANCE	2,211.80	12,207.00	9,995.20	18.12%
512145	LIFE INSURANCE	5.45	32.00	26.55	17.03%
512150	FSA CONTRIBUTION	175.00	175.00	-	100.00% *
512173	DENTAL INSURANCE	218.69	1,235.00	1,016.31	17.71%
521219	OTHER PROFESSIONAL SERV	595.40	500.00	(95.40)	119.08% *
521647	VETERINARY SERVICES	-	750.00	750.00	0.00%
521648	AMBULANCE/EMS SERVICES	-	3,000.00	3,000.00	0.00%
521649	SECURITY SERVICES	-	5,200.00	5,200.00	0.00%
529299	PURCHASE CARE & SERVICES	-	5,000.00	5,000.00	0.00%
529301	FAIR GATE WORKERS	-	6,320.00	6,320.00	0.00%
529302	FAIR JUDGES	-	7,305.00	7,305.00	0.00%
529303	FAIR SUPERINTENDENTS	-	6,875.00	6,875.00	0.00%

529304 FAIR PARKING SERVICES	-	1,800.00	1,800.00	0.00%
531001 CREDIT CARD FEES	227.07	1,850.00	1,622.93	12.27%
531101 TICKETS/ENTRY TAGS	-	4,650.00	4,650.00	0.00%
531102 TROPHIES/PLAQUES	-	400.00	400.00	0.00%
531103 RIBBONS	100.51	2,900.00	2,799.49	3.47%
531181 PREMIUMS	-	19,000.00	19,000.00	0.00%
531182 FAIR WEEK SPECIAL ACTS	-	170,000.00	170,000.00	0.00%
531183 SPONSOR FEES	-	2,500.00	2,500.00	0.00%
531184 FAIREST OF THE FAIR	-	500.00	500.00	0.00%
531311 POSTAGE & BOX RENT	3.08	500.00	496.92	0.62%
531312 OFFICE SUPPLIES	-	400.00	400.00	0.00%
531313 PRINTING & DUPLICATING	-	250.00	250.00	0.00%
531314 SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
531326 ADVERTISING	2,701.41	40,000.00	37,298.59	6.75%
531349 OTHER OPERATING EXPENSES	352.00	750.00	398.00	46.93% *
531351 GAS/DIESEL	-	1,000.00	1,000.00	0.00%
531367 WOOD SHAVINGS	-	2,000.00	2,000.00	0.00%
532332 MILEAGE	-	200.00	200.00	0.00%
533221 WATER	-	1,000.00	1,000.00	0.00%
533222 ELECTRIC	-	6,500.00	6,500.00	0.00%
533223 SEWER	-	1,400.00	1,400.00	0.00%
533224 NATURAL GAS	-	75.00	75.00	0.00%
533235 STORM WATER UTILITY	-	750.00	750.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	-	100.00	100.00	0.00%
535245 GROUNDS IMPROVEMENTS	-	2,000.00	2,000.00	0.00%
535247 BLDG REPAIR & MAINT	-	1,500.00	1,500.00	0.00%
535297 REFUSE COLLECTION	-	800.00	800.00	0.00%
535347 BEVERAGE PURCHASES	-	15,000.00	15,000.00	0.00%
535355 PLUMBING & ELECTRICAL	-	4,500.00	4,500.00	0.00%
536533 EQUIPMENT RENT & LEASE	-	82,500.00	82,500.00	0.00%
571009 MIS PC GROUP ALLOCATION	246.34	1,478.00	1,231.66	16.67%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	530.50	3,183.00	2,652.50	16.67%
591519 OTHER INSURANCE	187.96	3,514.00	3,326.04	5.35%
Totals	19,529.01	558,606.00	539,076.99	3.50%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					0%
Totals		-	-	-	0.00%
Total Business Unit		1,280.65	-	(1,280.65)	

Fair Park
6906 Donations

Date Ran 3/21/2017
Period February
Year 2017

Revenues 16.66%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
485106	FAIR EXPANSION DONATIONS	-	(2,375.21)	(2,375.21)	0.00%
Totals		-	(2,375.21)	(2,375.21)	0.00%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
531314	SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
594960	CAPITAL RESERVE	-	30,877.00	30,877.00	0.00%
Totals		-	32,477.00	32,477.00	0.00%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
Totals		-	-	-	0.00%
Total Business Unit		-	30,101.79	30,101.79	0%

Fair Park Director's Report – April 6, 2017

1. 2017 Fair
 - a. Contracts –La Movida, LED Screens – called, People Movers – called , Portable Bleachers, Hoo's Woods, Sosonic
 - b. Saturday during the day,
 1. Band Extravaganza - two organizations
 - a. Knapton Knotes
 - b. Madison Music Foundry
 2. Found local bands to perform during the day in our price range
2. Sponsorship Levels
3. Sponsorships
4. Consultant – Rick Frenette
 - a. Summary Review – (see handout)
5. Harry Potter Festival
 - a. Building out camping map
 - a. viewable sites
 - b. Order online
 - b. Parking at Fair Park
 - a. Negotiating with HPF owners about charging for parking or not
 - b. If not charging fee, but billing them for rental of parking lot
6. Activity Center Kitchen
 - a. Doyle's Dogs – Leaving after April 22nd
 - b. Send out new RFP
 - c. Contact – New owners of Burger Corner & Sheriff's office for
 - d. Options: Prepackage meals – i.e. subway sandwiches pre-made that day
 - e. Options: Purchase pre-cooked meat – i.e. burgers, pork, hot dogs, etc. then boil/steam them on day of show

Jefferson County Fair Assessment Summary

I met with Fair Park Director, David Diestler on Wednesday February 22, 2017. We had a very informative discussion on the past, present and future of the Jefferson County Fair and Fair Park. The Jefferson County Fair Park is an agency of Jefferson County. The Fair Park Director is appointed by the County Administrator. Policy guidance is provided by the Fair Park Committee, which consists of five members of the Jefferson County Board and two at-large members. Day to day management is led by the Fair Park Director and a small full-time staff consisting of two Marketing/Administrative assistants, one Grounds Supervisor and one Grounds worker. Part-time staff are added throughout the year as needed to fulfill event needs. Separating the Jefferson County Fair Park as business unit within the county structure and working to operate financially on a minimum break even basis without the use of property taxes or county funds should be a priority. In my opinion all county funds allocated to the Fair Park should be used for Capital Improvements. I will address my comments to the entire year-round operations of the Jefferson County Fair Park concentrating on the Jefferson County Fair and suggesting opportunities to increase operating revenue and decrease expenses to achieve this minimum break even operating budget, with the idea of continuing increasing profits well into the future. Addressing future maintenance and capital improvements will require increasing this cash position by either increasing revenues or decreasing expenses.

Your operating year-round loss for 2016, taking out you're the property tax levies was **\$90,278**. It is hard to break this out between fair and non-fair with the way the county allocates the expenses especially the wages to each area. Following the allocation of the county, the Fair shows a loss of **\$41,376** and the non-fair activities show a loss of **\$48,902**. The allocation of wages and benefits seems to be one third fair and two thirds non-fair. This is probably heavy on the non-fair side and distorts the actual performance of each area. I will concentrate my report on the fair operations where I feel there is more opportunity to grow, but I feel management and the Fair Committee should look at the non-fair rental rates and do a profit and loss statement for each event to determine if events are economically feasible to the Fair Park. Your non-fair revenues seem low for the number of events you host each year.

The Jefferson County Fair revenue sources are gate admission fees, carnival ride percentage, carnival food and games rent, vendor and exhibitor flat rental rates, alcohol percentage sales, camping, grandstand reserve seat admission, entry fees and sponsorships.

Fair admission currently is:

\$ 10 (6yrs and over) High for 6-12 yrs. old compared to similar fairs

\$ 5 before 5pm Wed, Thu, and Fri.

Children under 6 Free

\$35 for family 5 pack in advance

Parking Free

Gate admission receipts for 2016 were \$211,459

\$5.57 per reported attendee (very low to comparable fairs)

Carnival revenue is a percentage of ride gross (25%), plus flat footage (\$35 per foot) for carnival concessions and flat footage for games (\$5 per foot), plus a \$500 for camping fees. Footage rates for food and games is low. Suggest looking at receiving percentage of food and games in future contract negotiations.

Carnival paid fair in 2016:

\$31,283

Vendor/Concession rates:

Food concessions pay flat footage charge plus electric (\$38 per front foot)

Two stands pay 15% of gross

Non-food vendors outside pay \$35 per front foot plus electric

Indoor vendors pay \$275 for 10' x 10' space includes table and two chairs

Vendors receive 10 admission tickets pay for rest if needed

Fair received \$55,226 in alcohol sales percentage

Non-Fair received \$ 7,128 in alcohol sales percentage

Grandstand:

General Admission: Free

Wednesday, Thursday and Sunday (all free)

Dirt Motor Events

Friday and Saturday

Music Concerts

Paid reserved and Party Pit seats available

Fair Camping Revenue:

\$ 22,865 for duration of fair

\$ 60,255 for non-fair events

Sponsorships:

\$ 37,000 year-round cash sponsors in 2016

\$ 87,405 fair cash sponsors in 2016

No incentives for staff to solicit new sponsors

Sponsorship are not very creative and provide no marketing opportunities

OPPORTUNITIES

What if:

Jefferson County Fair starts a strong advance on-line discount sales program?

- Sell advance admission for \$6 (40% discount) online print at home
- Add a \$6 youth price 6-11 yrs. old at gate
- Eliminate \$5 promotion on Wed, Thu and Fri before 5pm. Do \$5 promotion days if tied into a sponsor to cover your lost revenue
- Per cap admission (based on your reported attendance) is \$5.57. Advance price would be above this
- Creates weather insurance as you have money in advance
- Allows ability to create discount bundle packages that include admission, VIP grandstand seating and food vouchers
- Create \$5 food/beverage voucher that could be sold in bundles, to groups or businesses.
- Increase revenues
- Guaranteed sales
- Creates great marketing opportunities online and on social media
- Creates urgency to attend fair.
- Online sales can be tied into present web site company Saffire
- Create urgency to attend fair
- Create marketing opportunities year round

Creates \$5 food/beverage vouchers?

- Creates a marketing and sales opportunity
- Can be used at any concession or beer stand
- Treated as \$5 cash for vendors
- Vendor exchanges for cash as part of settlement with fair

Implement a percentage of sales rent structure for all food vendors

- Suggest 15% at first (standard in the industry is 18-25%)
- Increase revenues
- Fair and consistent to all concessionaires
- Pricing to the public would be consistent
- You have too many food vendors for the size of your fair. You are just selling real estate now.
- Allows you to reduce number of vendors without reducing your revenues
- Would provide more space to have food vendors create seating areas
- Have more incentive to promote food and new food items knowing you would share in increased revenues
- Food vouchers sold in advance with no cost to vendors but you receive your percentage
- Create new food contests to increase urgency to attend fair

Increase non-food vendor rates?

- Standard in industry for similar sized fairs is \$35-\$40 per foot for 10'x10'
- Increase revenues
- Increase quality of vendors
- Could justify less vendors with higher quality products

Implement a modern online and gate electronic ticketing program?

- Allow fair to sell advance tickets and savings bundles online and print at home
- Sell sponsorship on print at home tickets
- Market through your website
- Increase sales
- Real time data for future planning
- Reduce errors at gate sales locations
- Can be used for grandstand sales also

Modernize and redo your marketing plan and advertising buy?

- Reduce costs of advertising
- Reallocate Fair marketing
- Move to higher social media advertising
- Better return on spending
- Decrease total advertising spending (Presently seems a little high compared to similar sized fairs)
- Redo all printed materials
- Research other fairs marketing materials

Design strategic plan, goals and prioritized action plan for the future?

- Create task force to create strategic plan now
- Analyze feasibility of adding a new multi-purpose facility
- Prioritize maintenance, improvement and capital projects
- Create funding opportunities
- Get the community involved

Change entire layout of Fair?

- Prepare a plan of present people traffic patterns and research ways to move people off the main street.
- Lot of beautiful park space not used efficiently at Fair
- Flat rental rates for concessionaires results in selling real estate with no opportunity to move vendors around the park and create food and entertainment destinations

Increase sponsorships?

- Present sponsorship programs are basic and gives away to many assets back to sponsor creating a negative return to the fair
- No mutual marketing opportunities with present sponsors.
- Need sponsors that drive your gate and attendance
- Need more creative sponsor packages
- Signage and recognition are a thing of the past in sponsorships
- Need some type of incentive for staff to want to increase sponsorships

Decrease expenses?

- Do an analysis on return on investment to actual expense
- Entertainment costs are also high for your actual attendance. Analyze your return on investment. Might have to raise grandstand reserved seating price
- Advertising, entertainment and equipment rental is over 50% of the fair expense. Needs more detailed analysis.

Final conclusions:

Some areas I did not comment on in my assessment were your agricultural program and non-fair rental rates. Not actually witnessing your agricultural programming during your fair I feel I cannot comment accurately, but I do feel looking at your offered programs and competitions, that this area of your fair is strong. All fairs struggle with the urban public participating or observing the agricultural competitions and programs, but you offer a number of educational opportunities that are hands on or easily accessible. I have no suggested opportunities or improvements to this area.

The number of your non-fair events are positive, but your revenues seem low. Suggest again, an individual profit and loss analysis for each event. Events not showing a profit need to be assessed as to whether they should remain at fair park. Also, a complete analysis and comparison of your rental rates to other similar venues needs to be done. Buildings are always in need of repair and maintenance and you need to keep that in mind when setting future rental rates. I do not feel you have a need to build a new multi-purpose building in the near future, because of costs and the ability to pay for it from rental revenue. I believe the potential new business in the area is not enough to sustain a new building. I would invest in continued upgrades to existing facilities.

Presently your profit and loss financials do not leave you enough funds to continually address your maintenance and capital improvement needs, without using taxpayer monies. Reserves are important in our industry as you never know when Mother Nature can hand us a bad year.

I do not see the growth this fair and fair park should have had over the last five years. With the population base in the area this fair, in my mind, has the potential to increase its attendance by 50% over the next few years. With the proper leadership and knowledge of the fair and event industry this can be accomplished. Staff seems excited to grow and make the fair and fair park successful, but I feel they do not see an opportunity to implement their ideas and creative thoughts. Staff has to overlap into a number of different areas to accomplish everything needed to produce a fair. This leaves less time to look to the future and make a plan. Your fair event looks good but revenues need to be increased and the fair needs to become a priority for your guests every year. You continually need to look to the future and be on top of new trends and attractions people want to see. Also, continued education by management and staff on all of the issues facing our industry both positive and negative is a must. I suggest more investment in management and staff attending industry conventions and seminars whenever possible. Investment in education is returned ten-fold in the production of your fair.

Future opportunities to work with Fair Advantage:

- Research and implement an electronic on-line ticketing system
- Work with Fair Committee and Management to create a strategic plan
- Produce detailed analysis on layout, expenses, rental rates and sponsorships
- Advise and work with management and staff monthly to grow the Jefferson County Fair into the future
- Project management on any project assigned by Jefferson County Fair management
- Research and prepare a complete marketing plan

Thank you for this opportunity and I look forward to our continued partnership.

Report prepared by:

Richard Frenette/CEO
Fair Advantage
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FAIR PARK SUPERVISOR'S REPORT
April 6, 2017

- No applications for our 1000 hour employee and 1 for the 2 - 600 hour employee positions in place of the Caretakers
- Storage is out and we turn on the water all over and get all buildings ready for the summer season.
- Someone wants to donate a POW/MIA flag to put on our 3rd flag pole out front.
- Next week Dave and I will meet with City of Jefferson economic development consultant to talk about our events and economic impact.

Jefferson County Fair Park Committee Meeting

Thursday, April 6, 2017

Fair Office Report

- Keeping website, JCFP TV ads, radio commercials and social media up-to-date with event information and Fair updates.
 - Brothers Osborne announcements were done on 940AM WFAW
 - Brothers Osborne announcement and commercial for ticket sales recorded for 104.5 FM WSLD
- Reconciling March Fair Park events.
- Fair 2017 Updates:
 - In-Park Trailer Parking = 46 trailers registered
 - Vehicle Parking = 15 spaces sold (\$1,165.00)
 - There are still a few camping sites available. West 30 amp is already full.
 - Still seeking applications for Goat and Cultural Arts Superintendents
 - In process of hiring fair judges
 - Fair yard signs are available at the Fair Park office for distribution.
 - Vendor/Exhibit layouts have been determined. Map is getting updated by the land info office. Contracts should be sent out within the next week.
 - Fair Entries are now open with paper entries available for Open/Senior classes and a letter was sent to prior exhibitors in the Open/Senior classes.
 - Informational meetings are scheduled for April 5 and May 3 to assist and educate exhibitors about fair entries.
 - Ribbons have arrived
 - Tickets are now on sale for Charlie Daniels and Brothers Osborne.