

## Fair Park Committee Agenda

### Jefferson County

Jefferson County Fair Park

Activity Center

503 N. Jackson Avenue

Jefferson, WI 53549

Date: Thursday, June 1, 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 May 4, 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. Convene in closed session pursuant to 19.85(1)(e), Wis. Stats, "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session" for the purpose of discussion and possible action on Marketing Partnerships and Sponsorships.
9. Reconvene in open session for possible action on items discussed in closed session.
10. Discussion and update on the 2017 Jefferson County Fair Operations
11. Discussion and possible action on Fair Signage for Fair 2017
12. Review of Community Feedback
13. Review of Financial Report
14. Review of Fair Park Director's Report
15. Review of Supervisor's Report
16. Review of Fair Park Office Report
17. Discussion and possible action on future meeting schedule and agenda items
18. Adjourn

#### Next scheduled meetings:

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

July 6, 2017

Meetings to be held at 2:00 p.m. outside the main gate off Puerner Street:

July 12, 2017

July 13, 2017

July 14, 2017

July 15, 2017

July 16, 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 May 4, 2017 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, May 4th at 8:30 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz, Jennifer Hanneman, Matthew Foelker, Ron Buchanan, Debra Hall-Kind, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt. Kathy Steindorf 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 April 6, 2017 meeting as presented and seconded. Motion carried.

**Communications:** None

**Public Comment:** None

**Discussion of Marketing Partnerships and Sponsorships for 2017 Fair:** David presented proposed sponsor levels to the Committee. The committee would like the sponsorships to be a “cafeteria” style plan where sponsors would be able to pick different options to fit their needs. He also reported on what sponsors he has contacted.

**Review of Community Feedback:** None

**Financial Report:** Review of January 2017 and February 2017 financials.

**Director’s Report:** David recapped the status of the entertainment and acts for the 2017 fair. Sponsorships and sponsorship levels were reviewed. A consultant summary from the visit from consultant Rick Frenette was presented to the Fair Park Committee. David updated the committee as to The Harry Potter festival. The RFP was sent out for a new kitchen vendor. Other options for the kitchen were discussed.

**Supervisor’s Report:** Roger reported that part-time staff and summer staff have received an increase in wages. This will result in having to cut hours to stay within the budget. New staff is in the process of being trained for horse shows and other weekend events. The Dairyland Classic dog show and the first horse show of the season, the Paint Horse show will be held over the weekend. Gallitz Grading sponsorship was used to grade and roll out crushed recycled blacktop in all the lanes in the north parking lot before car show. The Highway Department hauled in the loads.

**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. April events have been reconciled. 2017 Fair updates were presented.

### **Discussion and possible action on future meeting schedule and agenda items:**

**Next Meeting:** The next regular meeting is set for June 1 at 8:00 a.m..

With no further business, Ron Buchanan made a motion to adjourn the meeting. Matt Foelker seconded. Motion carried. Meeting adjourned at 10:05 a.m.



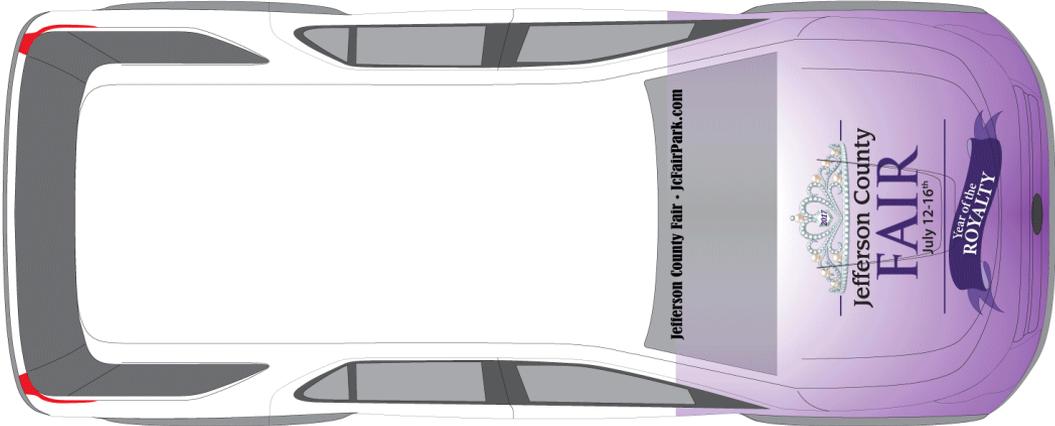
Jefferson County

**FAIR**

July 12-16<sup>th</sup>



# Vehicle Wrap



# Brochures

Printed: 15,000

Distributed as of 5/30/17: 3,000 approx.

**Daily Entertainment**

Kachunga and the Alligator Show



Pleasure Valley Pig & Duck Races



**NICK'S**

ON THE STARS OF THE SHOW!



**Nick's Kids Show**

Timberjack Chainsaw Carvings

The Corn Box  
Sponsored by: AgVenture Spangler

Totally Twisted Balloon Design

**Carnival & Amusements**

**MR. ED'S**  
Magical Midways



Mr. Ed's Magical Midway Carnival Rides  
Rides not included with gate admission.

**Our Major Sponsors**









JcFairPark.com



**Jefferson County FAIR**  
July 12-16<sup>th</sup>

Year of the **ROYALTY**

**Friday July 14**

**The Charlie Daniels Band**



Nora Collins

**Saturday July 15**

**Brothers Osborne**



Jefferson County Fair  
920-674-7148  
JcFairPark.com

Madison County

- Parking — FREE
- Grandstands — FREE
- Children under 5 — FREE
- Daily Admission — \$10.00
- Advanced Family 5 Packs — \$35.00

Available Until July 11 at:

- Fair Park Office
- UW-Extension
- Jefferson County Courthouse
- PremierBank
- Piggly Wiggly – Watertown



**Wednesday, July 12**

**KIDS' DAY**  
Kids 12 and under are free until 5:00 pm

Sponsored by: PremierBank, Pepsi, and Fort HealthCare.

10:30 am County Tractor Pull – Grandstand  
Sponsored by: Waupun Equipment Co. Inc, John Hartwig Motor Sports, Inc, Gallitz Grading, Inc, AgVenture Spangler

Noon – 5 pm Kids Day Carnival Opens – Wristband Special – \$15

1-4 pm Bingo  
Sponsored by: Helenville Mutual Insurance Co, Helenville Fire Department

6:00 pm Junior Amateur Talent Show – Miller Lite Tent

7:00 pm Badger State Tractor Pull – Grandstand  
Sponsored by: Waupun Equipment Co. Inc, John Hartwig Motor Sports, Inc, Gallitz Grading, Inc, AgVenture Spangler

7:30 pm DJ Dylan – Pavilion

8:30 pm Pat McCurdy – Miller Lite Tent

**Friday, July 14**

**The Charlie Daniels Band**



Nora Collins

**Friday, July 14**

11:00 am Draft Horse Halter Judging – Draft Horse Arena

Noon – 11 pm Carnival – Wristband Special – \$25

1-4 pm Bingo  
Sponsored by: Helenville Mutual Insurance Co, Helenville Fire Department

5:30 pm Draft Horse Cart Judging – Draft Horse Arena

7:30 pm The Charlie Daniels Band w/ Nora Collins – Grandstand Stage

9:00 pm DJ Dylan – Pavilion

10:30 pm Totally Neon – Miller Lite Tent

Order Reserved Seats & Party Pit Passes at JcFairPark.com

**Sunday, July 16**

Military personnel free with ID.

**CELEBRATE FREEDOM DAY**

11:00 am Fairest of the Fair Final Question – Activity Center

Noon – Close Carnival – Wristband Special – \$25

Noon – 8 pm La Movida Family Day – Miller Lite Tent

1:00 pm Fairest of the Fair Crowning – Grandstand Stage

2:00 pm Action Auto Demo Derby – Grandstand  
Sponsored by: Waupun Equipment Co. Inc, Master Showman Contest – MAP Building

**Thursday, July 13**

**SENIOR DAY**

First 1,000 receive free #11 sponsored by Daybreak Foods, Inc.

Noon – 11 pm Carnival – Wristband Special – \$25

1-4 pm Bingo  
Sponsored by: Helenville Mutual Insurance Co, Helenville Fire Department

2:00 pm Jimmy Hartwig Band – Miller Lite Tent

6:30 pm Badger Truck Pull – Grandstand

7:30 pm DJ Dylan – Pavilion

8:30 pm Cherry Pie Band – Miller Lite Tent

**Saturday, July 15**

**Brothers Osborne**



Madison County

Noon – 11 pm Carnival – Wristband Special – \$25

1:00 pm Youth Livestock & Dairy Auction – MAP Arena

1:00 pm Band Extravaganza – Miller Lite Tent

3:00 pm Small Animal Sale – MAP Building

5:30 pm Draft Horse Hitch Judging – Draft Horse Arena

7:30 pm Brothers Osborne w/ Madison County – Grandstand Stage

9:00 pm DJ Dylan – Pavilion

10:30 pm Madison County – Miller Lite Tent

**La Movida**  
WLMV 1480

Live Music & Family Fun!  
Authentic Mexican Food from La Rostita Latina!  
Jalapeño & Taco Eating Contests!  
El Grillo Contest & More!  
Details at lamovidadradio.com

**NEW!**



**The Leinie Lodge**

# Posters

Printed: 350

Distributed as of 5/30/17: 164

**Main Stage**  
**Friday July 14**



**The Charlie Daniels Band**  
 with **Nora Collins**



**Saturday July 15**

**Brothers Osborne**



with **Madison County**



**Badger State Tractor Pull**  
 Wednesday, July 12  
 Sponsored by:  
 Waupun Equipment  
 John Hartwig Motor Sports, Inc.  
 Callitz Grading, Inc.  
 Adventure Spangler



**Badger Truck Pull**  
 Thursday, July 13



**Daily Entertainment**

**Pleasure Valley Pig & Duck Races**



**Kachunga and the Alligator Show**



**Nick's Kids Show**



**Miller Lite Entertainment Tent**

Totally Neon  
 Madison County  
 Jimmy Hartwig Band  
 Cherry Pie  
 Pat McCurdy  
 Jr. Amateur Talent Contest

**Mr. Ed's Magical Midways**

**La Movida**  
 WLMV 1480  
 La Movida Family Day  
 Sunday, Noon - 8 pm

**Jefferson County Fair Park**  
 920-674-7148

JcFairPark.com

**Mr. Ed's Magical Midways**

**Daily Carnival Wristband Specials!**

**The Corn Box**  
 Sponsored by:  
 Adventure Spangler

- Advanced Family 5 Packs — \$35.00
- Daily Admission — \$10.00
- Children under 5 — FREE
- Grandstands — FREE
- Parking — FREE

**Timberjack Chainsaw Carvings**



**Hoo's Woods — Birds of Prey**



**Wagon Wheel**  
 150 Years



**Action Auto Demo Derby**  
 Sunday, July 16  
 Sponsored by:  
 Waupun Equipment



**NEW! The Lemie Lodge**

**Jefferson County Fair 2017**



**Jefferson County FAIR**  
 July 12-16<sup>th</sup>

**Year of the ROYALTY**

**Lite** **pepsi** **Fort HealthCare** **GRIF FEN**

**Daybreak** **Premier Bank** **Indiana Express** **WSL 104.5**

Jefferson County Fair  
 Marketing/Advertising 2017

# Yard Signs

Printed: 500

Distributed as of 5/30/17: 400 approx.



# Bumper Stickers

- Designed and Printed by: Slewfoot Signs
- Donated to the Fair by: Greg Koehler
- Why? Because he loves the FAIR!
- 3<sup>rd</sup> year in a row and people love them!



# Billboards



## Lamar Advertising:

- June 19 – July 16
- Highway 26 & 14 - Janesville
- Highway 12 & 18 – Cambridge
- Highway 12 & 67 – La Grange
- Packers Ave. - Madison



## Martin Advertising:

- June 16 – July 16
- Highway 26 between Jefferson & Johnson Creek (1) facing South & (1) facing North

# Jefferson Co. Tourism Council

- Print: 2017 Guide Booklet Ad
- Web: enjoyjeffersoncounty.com

Jefferson County  
**FAIR**  
July 12-16



**Brothers Osborne**  
Saturday  
July 15



**THE Charlie Daniels BAND**  
Friday, July 14

## Daily Entertainment

- \* Carnival & Midway
- \* Junior, Open & Senior Class Exhibits
- \* Kachunga Alligator Show
- \* Nick's Kids Show
- \* Music Entertainment
- \* and More!



**JcFairPark.com**  
(920) 674-7148

503 N. Jackson Ave. Jefferson, WI



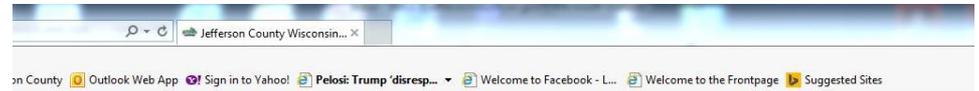
Badger State Tractor Pull  
Wednesday, July 12



Badger Truck Pull  
Thursday, July 13



Action Auto Demo Derby  
Sunday, July 16



## PLACES TO GO

see more...

## SEARCH OUR SITE

Search

## SIGN UP FOR NEWS AND TRAVEL OFFERS

\*Email Address

\*What is your zip code?

Sign Up

By submitting this form, you are granting the Jefferson County Tourism Council permission to email you. You may unsubscribe via the link found at the bottom of every email. [Email Privacy Policy](#)



### DWIGHT FOSTER PUBLIC LIBRARY

We grow a variety of fresh produce throughout the summer months. Asparagus, strawberries, raspberries, peas, beans, sweet corn, tomatoes, and various other produce. We are pick-your-own and also sell prepacked items. [Read More](#)

★ Add to Favorites



### JELLI'S MARKET

We grow a variety of fresh produce throughout the summer months. Asparagus, strawberries, raspberries, peas, beans, sweet corn, tomatoes, and various other produce. We are pick-your-own and also sell prepacked items. [Read More](#)

★ Add to Favorites



### SIMPLE LIFE COUNTRY STORE LLC

Amish Style Bulk Food Store and Gifts/Read More

★ Add to Favorites



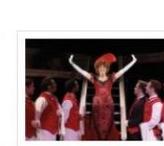
### HOARD HISTORICAL MUSEUM

The Hoard Historical Museum is a local history museum and community gathering place for exploring the world around you. We are proud of our permanent galleries, changing exhibits, and [Discover more! Read More](#)



### CAMBRIDGE GOLD & ANTIQUES

Antique store specializing in antique watches, pens, estate jewelry, signs, electric fans, appliances, and general line antiques. [Read More](#)



### THE FIRESIDE DINNER THEATRE

Browse the unique gift shops, enjoy award-winning cuisine, and top off the evening with one of the best professional theatre experiences Wisconsin has to offer, featuring talent straight from Broadway and the national stage. [Read More](#)



# Jefferson Press

- Print
- Summer Issue
- May 15 – August 25

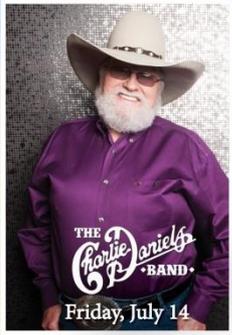






JcFairPark.com

Jefferson County Fair  
July 12 - 16, 2017



**THE Charlie Daniels BAND**  
Friday, July 14



**Brothers Osborne**  
Saturday  
July 15



Badger State Tractor Pull  
Wednesday, July 12



Badger Truck Pull  
Thursday, July 13



Action Auto Demo Derby  
Sunday, July 16



Alligator Show  
All 5 Days!



Nick's Kids Show  
All 5 Days!



La Movida Family Day  
Sunday, July 16

*Free Grandstands & Parking!*

FAIR PARK EVENTS

May 20	Jefferson County Dairy Breakfast
May 20	Furry Friends 5k
June 3	Take a Kid Fishing
June 9 - 10	Big Hat Rodeo
July 12 - 16	Jefferson County Fair
July 21 - 22	Tomorrow's Hope Fest
Aug. 21	Rotary Brat Fry
Sept. 1 - 3	Fall Gun Show

Horse Shows Every Weekend May - August!

Monthly Antique & Collectibles Auction!

(Visit [JcFairPark.com](http://JcFairPark.com) for Complete List of Events)

503 N. Jackson Ave. Jefferson, WI 53549  
(920) 674-7148 [JcFairPark.com](http://JcFairPark.com)

# Watertown Daily Times

- Online: [wdtimes.com](http://wdtimes.com)

## LOCAL NEWS



Committee approves extension of airport lease

3 hrs ago 0



Board is updated on dual language program at Schurz

3 hrs ago 0

Man killed by object smashing windshield

By Steve Sharp [steves@wdtimes.com](mailto:steves@wdtimes.com)  
Updated 2 hrs ago 0

## LOCAL SPORTS



Throwers reign at host regional track and field meet

+2 Updated 4 hrs ago 0

Kevin Wilson



Goslings back Tietz, shut out Wisco

4 hrs ago 0

Kevin Wilson



Warrior boys, girls dominate at Marshall

4 hrs ago 0

Get all the details @ [www.jonesauctionservice.com](http://www.jonesauctionservice.com)



Kayser Chrysler



2015 RAM 1500 Quad Cab 4X4

# Madison Magazine



Jefferson County Fair runs as a 7' x 2.25" banner across top of page in the tourism feature of the July issue. G-Days, Sheep & Wool Fest and Holiday Inn Express are placing 2.25' x 3.5" ads along the outside rail.

To build the ad we'll need a JPG image plus a text calendar of events (magazine mails June 22).



2017  
FAIR  
PARK  
EVENT  
CALENDAR  
Here

Tourism  
Editorial  
Content \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tourism Editorial  
Content \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.25" x 3.5" AD  
\$475

2.25" x 3.5" AD  
\$475

2.25" x 3.5" AD  
\$475

**2017 EVENTS**

July 12-16 Jefferson County Fair  
 July 21-22 Tomorrow's Hope Fest  
 Aug. 1 Antique & Collectibles Auction  
 Sept. 1-3 Gun Show  
 Sept. 8-10 WI Sheep & Wool Festival  
 Sept. 12 Jefferson County Job Fair  
 Sept. 15-17 Gemeinlichkeit Days German Festival  
 Sept. 22-24 Madison Classics Car Show & Swap Meet  
 Sept. 30-Oct. 1 WI Interscholastic Horse Assoc. District 2 Show  
 Oct. 3 Antique & Collectibles Auction  
 Oct. 7-8 Rock & Gem Show  
 Oct. 7-8 WI Interscholastic Horse Assoc. District 1 Show  
 Nov. 4 Winter Artz & Craft Show

**Horse Shows Every Weekend  
Through Labor Day**



**Daily Entertainment**

- \* Carnival & Midway
- \* Junior, Open & Senior Class Exhibits
- \* Kachunga Alligator Show
- \* Nick's Kids Show
- \* Music Entertainment and More!

**Brothers Osborne**  
Saturday  
July 15

**THE Charlie Daniels BAND**  
Friday, July 14

Badger State Tractor Pull  
Wednesday, July 12

Badger Truck Pull  
Thursday, July 13

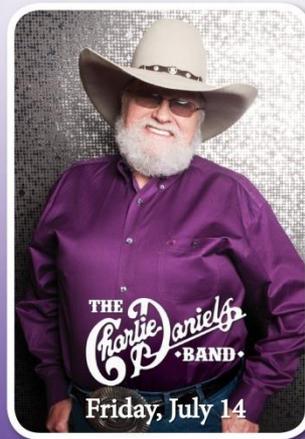
Action Auto Demo Derby  
Sunday, July 16

**JcFairPark.com**  
(920) 674-7148  
503 N. Jackson Ave.  
Jefferson, WI

f t i p

# WI State Farmer

Jefferson County  
**FAIR**  
July 12-16



## Daily Entertainment

JcFairPark.com  
(920) 674-7148

- \* Carnival & Midway
- \* Junior, Open & Senior Class Exhibits
- \* Kachunga Alligator Show
- \* Nick's Kids Show
- \* Music Entertainment and More!

503 N. Jackson Ave.  
Jefferson, WI



Badger State Tractor Pull  
Wednesday, July 12



Badger Truck Pull  
Thursday, July 13



Action Auto Demo Derby  
Sunday, July 16

# The Country Today

- Print
- Festival of Fairs Issue
- Published: June 8<sup>th</sup>



**Jefferson County FAIR**  
July 12-16<sup>th</sup>

**Year of the ROYALTY**

**Main Stage**  
Friday July 14



**The Charlie Daniels Band**  
with  
**Nora Collins**



**Saturday July 15**



**Brothers Osborne**  
with **Madison County**





**Badger State Tractor Pull**  
Wednesday, July 12  
Sponsored by:  
Waupun Equipment  
John Harving Motor Sports, Inc.  
Gallitz Grading, Inc.



**Badger Truck Pull**  
Thursday, July 13

**NEW!**  
**The Leinie Lodge**





**Action Auto Demo Derby**  
Sunday, July 16  
Sponsored by:  
Waupun Equipment

**Daily Entertainment**



**Pleasure Valley Pig & Duck Races**



**Kachunga and the Alligator Show**



**Nick's Kids Show**

**The Corn Box**  
Sponsored by:  
Agriculture Spangler Seedtech

- Advanced Family 5 Packs — \$35.00  
Available Now thru July 11th
- Daily Admission — \$10.00
- Children under 5 — FREE
- Grandstands — FREE
- Parking — FREE

**Timberjack Chainsaw Carvings**  
Friday - Sunday



**Daily Carnival Wristband Specials!**

**Miller Lite Entertainment Tent**

Totally Neon  
Madison County  
Jimmy Hartwig Band  
Cherry Pie  
Pat McCurdy  
Jr. Amateur Talent Contest



**La Movida**  
Family Day  
Sunday, Noon - 8 pm

Jefferson County Fair Park • 503 N. Jackson Ave. Jefferson, WI 53549 • JcFairPark.com • (920) 674-7148

# Daily Union – Discover Magazine

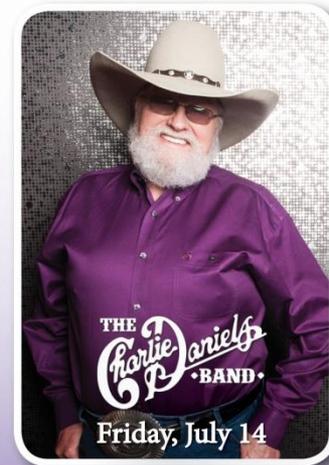
- Print
- Spring/Summer Edition

Jefferson County  
**FAIR**  
July 12-16

**Daily Entertainment**

- \* Carnival & Midway
- \* Junior, Open & Senior Class Exhibits
- \* Kachunga Alligator Show
- \* Nick's Kids Show
- \* Music Entertainment
- \* and More!

**FAIR  
PARK**  
JEFFERSON COUNTY  
Jefferson, Wisconsin



Badger State Tractor Pull  
Wednesday, July 12



Badger Truck Pull  
Thursday, July 13



Action Auto Demo Derby  
Sunday, July 16

JcFairPark.com  
(920) 674-7148

503 N. Jackson Ave.  
Jefferson, WI



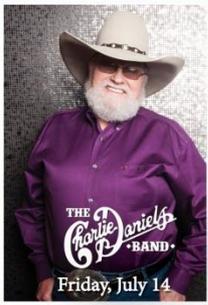
# Edgerton Reporter – Lakes Edition



FAIR PARK  
JEFFERSON COUNTY  
JEFFERSON, WISCONSIN



JcFairPark.com  
Jefferson County Fair  
July 12 - 16, 2017



THE Charlie Daniels BAND  
Friday, July 14



Badger State Tractor Pull  
Wednesday, July 12



Badger Truck Pull  
Thursday, July 13



Action Auto Demo Derby  
Sunday, July 16



Brothers Osborne  
Saturday  
July 15



Alligator Show  
All 5 Days!

Free Grandstands & Parking!



NICK'S  
All 5 Days!

### FAIR PARK EVENTS

June 3	Take a Kid Fishing
June 9 - 10	Big Hat Rodeo
July 12 - 16	Jefferson County Fair
July 21 - 22	Tomorrow's Hope Fest
Aug. 21	Rotary Brat Fry
Sept. 1 - 3	Fall Gun Show
Sept. 8 - 10	WI Sheep & Wool Festival
Sept. 15 - 17	Gemeutlichkeit Days

Horse Shows Every Weekend May - August!  
Monthly Antique & Collectibles Auction!  
(Visit [JcFairPark.com](http://JcFairPark.com) for Complete List of Events)

503 N. Jackson Ave. Jefferson, WI 53549 (920) 674-7148 JcFairPark.com

# Social Media

- CDB Facebook & Instagram Ad
  - May 29 – June 4
  - Males & Females
  - Ages 30-60
  - Two different areas
    - Within 25 miles of Beloit, WI
    - Within 25 miles of Beaver Dam, WI
- Bros. Os. Facebook & Instagram Ad
  - May 29 – June 4
  - Males & Females
  - Ages 17-30
  - Two different areas
    - Within 25 miles of Whitewater, WI
    - Within 20 miles of Madison, WI

Jefferson County Fair  
Sponsored · 🌐 Like Page

The Charlie Daniels Band - July 14th - Jefferson, WI



Get Tickets Now!  
Come see The Charlie Daniels Band LIVE at Jefferson County Fair in Jefferson, WI on July 14th!  
JCFAIRPARK.COM

Like Comment Share

Jefferson County Fair  
Sponsored · 🌐 Like Page

Brothers Osborne - July 15th - Jefferson, WI



Get Tickets Now!  
Come see Brothers Osborne LIVE at Jefferson County Fair in Jefferson, WI on July 15th!  
JCFAIRPARK.COM

Like Comment Share

# Radio

- As of 5/30
  - WSLD 104.5FM
  - WFAW 940AM
  - WSJY 107.3FM
  - KOOL 106.5FM

# TV

- As of 5/30
  - Fox 47
  - Wisc TV3

# To be completed...

- Brochure with Map
- Newspaper Insert
- More Social Media
- More Radio

Jefferson County  
Fair Park Totals

Date Ran 5/22/2017  
Period 4  
Year 2017

Business Unit	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(86,655.02)	(193,358.33)	(493,419.98)	14.94%
	Expenditures	166,441.68	211,691.67	468,633.32	26.21%
	Other Sources	-	-	-	#DIV/0!
<b>Total</b>		<b>79,786.66</b>	<b>18,333.33</b>	<b>(24,786.66)</b>	<b>0.00%</b>
6902 Fair Week	Revenue	(69,096.41)	(186,202.00)	(489,509.59)	12.37%
	Expenditures	37,996.18	186,202.00	520,609.82	6.80%
	Other Sources	-	-	-	#DIV/0!
<b>Total</b>		<b>(31,100.23)</b>	<b>(0.00)</b>	<b>31,100.23</b>	<b>0.00%</b>
Total All Business Units	Revenue	(155,751.43)	(379,560.33)	(982,929.57)	13.68%
	Expenditures	204,437.86	397,893.67	989,243.14	17.13%
	Other Source	-	-	-	#DIV/0!
<b>Grand Total Fair Park</b>		<b>48,686.43</b>	<b>18,333.33</b>	<b>6,313.57</b>	<b>88.52%</b>

Fair Park  
6901 Fair Park

Date Ran 5/22/2017  
Period 4  
Year 2017

Revenues

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
411100	GENERAL PROPERTY TAXES	(26,691.68)	(26,691.67)	(53,383.32)	33.33%
457010	SPONSOR REVENUE	(12,000.00)	(15,000.00)	(33,000.00)	26.67%
457023	OTHER PUBLIC CHARGES	(5,000.00)	-	5,000.00	#DIV/0!
457025	HORSE SHOW FEES	(7,062.50)	(7,666.67)	(15,937.50)	30.71%
457026	SHAVING SALES	-	(11,333.33)	(34,000.00)	0.00%
474169	FAIR BILLED	(4,000.00)	(1,333.33)	-	100.00%
482012	BUILDING RENTAL	(22,179.44)	(58,666.67)	(153,820.56)	12.60%
482013	STALL RENTAL	-	(27,666.67)	(83,000.00)	0.00%
482014	WINTER STORAGE RENTAL	(200.00)	(14,000.00)	(41,800.00)	0.48%
482015	SPACE-FOOD VENDOR	(1,116.53)	(6,000.00)	(16,883.47)	6.20%
482016	SPACE-BEVERAGE VENDOR	(2,198.75)	(5,666.67)	(14,801.25)	12.93%
482017	SPACE-OTHER VENDOR	(330.00)	(1,666.67)	(4,670.00)	6.60%
482021	CAMPING FEE OTHER	(3,777.35)	(17,333.33)	(48,222.65)	7.26%
482100	PRIOR YEAR RENT INCOME	(2,000.00)	-	2,000.00	#DIV/0!
486001	VENDING COMMISSION	(98.77)	(333.33)	(901.23)	9.88%
<b>Totals</b>		<b>(86,655.02)</b>	<b>(193,358.33)</b>	<b>(493,419.98)</b>	<b>14.94%</b>

Expenditures

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
511110	SALARY-PERMANENT REGULAR	29,016.91	34,584.33	74,736.09	27.97%
511210	WAGES-REGULAR	30,338.23	38,066.00	83,859.77	26.57%
511220	WAGES-OVERTIME	-	46.33	139.00	0.00%
511240	WAGES-TEMPORARY	959.32	4,105.67	11,357.68	7.79%
511310	WAGES-SICK LEAVE	1,890.72	-	(1,890.72)	#DIV/0!
511320	WAGES-VACATION PAY	4,106.22	-	(4,106.22)	#DIV/0!
511330	WAGES-LONGEVITY PAY	-	91.00	273.00	0.00%
511340	WAGES-HOLIDAY PAY	1,518.45	-	(1,518.45)	#DIV/0!
511350	WAGES-MISCELLANEOUS(COMP)	1,096.59	-	(1,096.59)	#DIV/0!
512141	SOCIAL SECURITY	5,199.18	5,845.00	12,335.82	29.65%
512142	RETIREMENT (EMPLOYER)	4,303.32	4,338.00	8,710.68	33.07%
512144	HEALTH INSURANCE	9,783.74	10,296.33	21,105.26	31.67%
512145	LIFE INSURANCE	19.75	15.67	27.25	42.02%
512150	FSA CONTRIBUTION	450.00	150.00	-	100.00%
512173	DENTAL INSURANCE	1,102.58	1,196.33	2,486.42	30.72%

521219 OTHER PROFESSIONAL SERV	595.40	66.67	(395.40)	297.70%
521297 STALL CLEANING	-	1,500.00	4,500.00	0.00%
529170 GROUNDS KEEPING CHARGES	4,682.40	8,107.67	19,640.60	19.25%
531001 CREDIT CARD FEES	3.50	283.33	846.50	0.41%
531298 UNITED PARCEL SERVICE UPS	-	16.67	50.00	0.00%
531301 OFFICE EQUIPMENT	35.80	333.33	964.20	3.58%
531303 COMPUTER EQUIPMT & SOFTWA	1,413.66	1,000.00	1,586.34	47.12%
531311 POSTAGE & BOX RENT	42.67	166.67	457.33	8.53%
531312 OFFICE SUPPLIES	590.91	533.33	1,009.09	36.93%
531313 PRINTING & DUPLICATING	703.07	333.33	296.93	70.31%
531314 SMALL ITEMS OF EQUIPMENT	1,892.84	2,333.33	5,107.16	27.04%
531320 SAFETY SUPPLIES	303.79	250.00	446.21	40.51%
531322 SUBSCRIPTIONS	-	36.67	110.00	0.00%
531324 MEMBERSHIP DUES	1,133.10	500.00	366.90	75.54%
531326 ADVERTISING	3,005.49	1,333.33	994.51	75.14%
531349 OTHER OPERATING EXPENSES	-	333.33	1,000.00	0.00%
531351 GAS/DIESEL	926.30	2,000.00	5,073.70	15.44%
531367 WOOD SHAVINGS	4,237.00	8,166.67	20,263.00	17.29%
532325 REGISTRATION	-	200.00	600.00	0.00%
532332 MILEAGE	72.23	66.67	127.77	36.12%
532334 COMMERCIAL TRAVEL	-	500.00	1,500.00	0.00%
532335 MEALS	177.37	283.33	672.63	20.87%
532336 LODGING	1,227.95	1,166.67	2,272.05	35.08%
532339 OTHER TRAVEL & TOLLS	-	10.00	30.00	0.00%
533221 WATER	2,290.05	3,000.00	6,709.95	25.45%
533222 ELECTRIC	9,596.02	13,333.33	30,403.98	23.99%
533223 SEWER	1,890.75	2,300.00	5,009.25	27.40%
533224 NATURAL GAS	2,302.07	2,833.33	6,197.93	27.08%
533225 TELEPHONE & FAX	641.35	716.67	1,508.65	29.83%
533235 STORM WATER UTILITY	5,698.08	5,333.33	10,301.92	35.61%
533236 WIRELESS INTERNET	81.66	83.33	168.34	32.66%
535232 GRAVELING	-	1,166.67	3,500.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	6,901.02	2,000.00	(901.02)	115.02%
535245 GROUNDS IMPROVEMENTS	673.50	4,166.67	11,826.50	5.39%
535247 BLDG REPAIR & MAINT	7,723.65	7,833.33	15,776.35	32.87%
535297 REFUSE COLLECTION	1,459.56	3,833.33	10,040.44	12.69%
535344 HOUSEHOLD & JANITORIAL SUPP	2,030.83	1,250.00	1,719.17	54.16%
535347 BEVERAGE PURCHASES	2,264.97	4,000.00	9,735.03	18.87%
535349 OTHER SUPPLIES	67.11	-	(67.11)	#DIV/0!
535352 VEHICLE PARTS & REPAIRS	280.32	1,166.67	3,219.68	8.01%
535355 PLUMBING & ELECTRICAL	3,781.65	3,000.00	5,218.35	42.02%
536533 EQUIPMENT RENT & LEASE	-	833.33	2,500.00	0.00%
571004 IP TELEPHONY ALLOCATION	365.68	529.33	1,222.32	23.03%
571005 DUPLICATING ALLOCATION	344.00	244.67	390.00	46.87%
571009 MIS PC GROUP ALLOCATION	2,792.00	2,792.00	5,584.00	33.33%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	1,843.00	1,843.00	3,686.00	33.33%
591519 OTHER INSURANCE	2,585.92	2,843.67	5,945.08	30.31%

594819 CAP OTHER EQUIPMENT	-	8,333.33	25,000.00	0.00%
594821 CAP IMPRV LAND	-	10,000.00	30,000.00	0.00%

Totals	166,441.68	211,691.67	468,633.32	26.21%
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Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
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#DIV/0!

#DIV/0!

Totals	-	-	-	#DIV/0!
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Total Business Unit	79,786.66	18,333.33	(24,786.66)
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Fair Park  
6902 Fair Week

Date Ran 5/22/2017  
Period 4  
Year 2017

Revenues

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
411100	GENERAL PROPERTY TAXES	8,985.68	8,985.67	17,971.32	33.33%
421001	STATE AID	(7,176.38)	(2,387.67)	13.38	100.19%
457005	RESERVED SEATING FEES	(12,720.00)	(13,333.33)	(27,280.00)	31.80%
457009	CONTEST ENTRY FEES	-	(266.67)	(800.00)	0.00%
457010	SPONSOR REVENUE	(28,000.00)	(28,333.33)	(57,000.00)	32.94%
457011	GATE RECEIPTS	(6,623.00)	(80,000.00)	(233,377.00)	2.76%
457013	STALL & PEN FEES	(842.00)	(1,500.00)	(3,658.00)	18.71%
457021	PREMIUM BOOK SALES	(59.00)	(33.33)	(41.00)	59.00%
457029	FFA ENROLLMENT	(522.00)	(2,166.67)	(5,978.00)	8.03%
457030	CREDIT CARD SURCHARGE	(1,430.46)	(333.33)	430.46	143.05%
457034	PARKING FEES	(1,104.25)	-	1,104.25	#DIV/0!
459001	SODA	-	(5,000.00)	(15,000.00)	0.00%
482015	SPACE-FOOD VENDOR	-	(10,666.67)	(32,000.00)	0.00%
482016	SPACE-BEVERAGE VENDOR	-	(25,000.00)	(75,000.00)	0.00%
482017	SPACE-OTHER VENDOR	-	(8,333.33)	(25,000.00)	0.00%
482018	SPACE-CARNIVAL	-	(10,000.00)	(30,000.00)	0.00%
482019	CAMPING FEE 4-H	(19,605.00)	(7,333.33)	(2,395.00)	89.11%
482020	CAMPING FEE VENDOR	-	(500.00)	(1,500.00)	0.00%
<b>Totals</b>		<b>(69,096.41)</b>	<b>(186,202.00)</b>	<b>(489,509.59)</b>	<b>12.37%</b>

Expenditures

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
511110	SALARY-PERMANENT REGULAR	13,058.54	15,127.00	32,322.46	28.78%
511210	WAGES-REGULAR	5,278.37	9,380.00	22,861.63	18.76%
511220	WAGES-OVERTIME	-	3,621.33	10,864.00	0.00%
511240	WAGES-TEMPORARY	-	12,052.67	36,158.00	0.00%
511310	WAGES-SICK LEAVE	735.44	-	(735.44)	#DIV/0!
511320	WAGES-VACATION PAY	633.06	-	(633.06)	#DIV/0!
511330	WAGES-LONGEVITY PAY	-	22.67	68.00	0.00%
511340	WAGES-HOLIDAY PAY	399.24	-	(399.24)	#DIV/0!
511350	WAGES-MISCELLANEOUS(COMP)	445.74	-	(445.74)	#DIV/0!
512141	SOCIAL SECURITY	1,545.95	3,061.00	7,637.05	16.83%
512142	RETIREMENT (EMPLOYER)	1,397.45	1,871.00	4,215.55	24.90%
512144	HEALTH INSURANCE	3,737.74	4,069.00	8,469.26	30.62%

512145 LIFE INSURANCE	10.89	10.67	21.11	34.03%
512150 FSA CONTRIBUTION	175.00	58.33	-	100.00%
512173 DENTAL INSURANCE	317.08	411.67	917.92	25.67%
521219 OTHER PROFESSIONAL SERV	595.40	166.67	(95.40)	119.08%
521647 VETERINARY SERVICES	-	250.00	750.00	0.00%
521648 AMBULANCE/EMS SERVICES	-	1,000.00	3,000.00	0.00%
521649 SECURITY SERVICES	-	1,733.33	5,200.00	0.00%
529299 PURCHASE CARE & SERVICES	-	1,666.67	5,000.00	0.00%
529301 FAIR GATE WORKERS	-	2,106.67	6,320.00	0.00%
529302 FAIR JUDGES	-	2,435.00	7,305.00	0.00%
529303 FAIR SUPERINTENDENTS	-	2,291.67	6,875.00	0.00%
529304 FAIR PARKING SERVICES	-	600.00	1,800.00	0.00%
531001 CREDIT CARD FEES	1,883.54	616.67	(33.54)	101.81%
531101 TICKETS/ENTRY TAGS	-	1,550.00	4,650.00	0.00%
531102 TROPHIES/PLAQUES	-	133.33	400.00	0.00%
531103 RIBBONS	1,647.28	966.67	1,252.72	56.80%
531181 PREMIUMS	-	6,333.33	19,000.00	0.00%
531182 FAIR WEEK SPECIAL ACTS	-	56,666.67	170,000.00	0.00%
531183 SPONSOR FEES	-	833.33	2,500.00	0.00%
531184 FAIREST OF THE FAIR	-	166.67	500.00	0.00%
531311 POSTAGE & BOX RENT	186.45	166.67	313.55	37.29%
531312 OFFICE SUPPLIES	-	133.33	400.00	0.00%
531313 PRINTING & DUPLICATING	-	83.33	250.00	0.00%
531314 SMALL ITEMS OF EQUIPMENT	-	533.33	1,600.00	0.00%
531326 ADVERTISING	3,667.41	13,333.33	36,332.59	9.17%
531349 OTHER OPERATING EXPENSES	352.00	250.00	398.00	46.93%
531351 GAS/DIESEL	-	333.33	1,000.00	0.00%
531367 WOOD SHAVINGS	-	666.67	2,000.00	0.00%
532332 MILEAGE	-	66.67	200.00	0.00%
533221 WATER	-	333.33	1,000.00	0.00%
533222 ELECTRIC	-	2,166.67	6,500.00	0.00%
533223 SEWER	-	466.67	1,400.00	0.00%
533224 NATURAL GAS	-	25.00	75.00	0.00%
533235 STORM WATER UTILITY	-	250.00	750.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	-	33.33	100.00	0.00%
535245 GROUNDS IMPROVEMENTS	-	666.67	2,000.00	0.00%
535247 BLDG REPAIR & MAINT	-	500.00	1,500.00	0.00%
535297 REFUSE COLLECTION	-	266.67	800.00	0.00%
535347 BEVERAGE PURCHASES	-	5,000.00	15,000.00	0.00%
535355 PLUMBING & ELECTRICAL	-	1,500.00	4,500.00	0.00%
536533 EQUIPMENT RENT & LEASE	-	27,500.00	82,500.00	0.00%
571009 MIS PC GROUP ALLOCATION	492.68	492.67	985.32	33.33%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	1,061.00	1,061.00	2,122.00	33.33%
591519 OTHER INSURANCE	375.92	1,171.33	3,138.08	10.70%

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Totals	37,996.18	186,202.00	520,609.82	6.80%
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Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
					#DIV/0!
Totals		-	-	-	#DIV/0!
Total Business Unit		(31,100.23)	(0.00)	31,100.23	

Fair Park  
6906 Donations

Date Ran 5/22/2017  
Period 4  
Year 2017

Revenues

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
485106	FAIR EXPANSION DONATIONS	-	(791.74)	(2,375.21)	0.00%
<b>Totals</b>		-	(791.74)	(2,375.21)	0.00%

Expenditures

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
531314	SMALL ITEMS OF EQUIPMENT	-	533.33	1,600.00	0.00%
594960	CAPITAL RESERVE	-	10,292.33	30,877.00	0.00%
<b>Totals</b>		-	10,825.67	32,477.00	0.00%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	YTD Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
<b>Totals</b>		-	-	-	#DIV/0!
<b>Total Business Unit</b>		-	10,033.93	30,101.79	

## **FAIR PARK SUPERVISOR'S REPORT**

### **June 1, 2017**

- Charlies Concession served food for the last 2 weekends. I have been meeting with a new vendor who will be working in the kitchen this weekend. Amanda Velasquez serves food at the soccer field in Johnson Creek and other events and is looking to expand. We will be working on a contract that will be based on the size of the event.
- Purchased 4 - 10 row x 15' bleachers to be ready for Fair. They will seat 82 people each. These will be easier to move then a wider bleacher.
- Friday we will have about 40 students coming in from 12:30 pm – 2:30 pm to do Community Service. cleaning, staining fence, staining bleachers and stage
- Richard Manthe decided to go back to selling cars so we are in need of another 1000 hour employee.
- Charlie Wieder is a returning summer employee and started Wednesday this week. We are the rotating some of the staff to work on the weekends.
- Ads are also out for Fair help. We do have some returning.
- Ordered - Tents, 1700 chairs, office trailer, porta potties, portable lighting.

# Jefferson County Fair Park Committee Meeting

## Thursday, June 1, 2017

### Fair Office Report

- Keeping website, JCFP TV ads, radio commercials and social media up-to-date with event information and Fair updates.
- Reconciling May Fair Park events.
- Fair 2017 Updates:
  - In-Park Trailer Parking and Vehicle Parking are still available. No additional spots have been sold.
  - There are still a few camping sites available. North/Northwest, West 30 amp and West 50 amp areas are full.
  - Still seeking applications for Cultural Arts Superintendents
  - In process of hiring fair judges
  - Vendor contracts have been sent out and also put on our website.
  - Fair Entries closed May 19 for Junior and Open/Senior paper entries. Open/Senior online entries remain open until June 16.
  - Tickets are still on sale for Charlie Daniels and Brothers Osborne. Updated ticket count will be given at the meeting.
  - There are 5 Fairest of the Fair contestants.
  - Brochures, Posters, yard signs and bumper stickers are available for distribution.
  - Mikayla delivered family 5-packs, brochures and posters to our distribution locations.
  - Sponsor comp tickets are being delivered.
  - This year's fair car is at Vindictive Vinyl being wrapped and the car should be ready for pickup by June 2.
  - Billboard designs are finalized.
  - All types of tickets are ordered along with wristbands
  - Entry tags are ordered
  - Amy made 4 print ads for various publications and web ads for Watertown Daily Times website and Jefferson County Tourism Council website.
  - New sign board stands were designed by Amy and will be built by the Fair Park maintenance department. Banners will be ordered to hang on the stands.
  - Work has been done on contacting and billing sponsors. This will be updated in agenda item 8.