

JEFFERSON COUNTY, WISCONSIN



## REQUEST FOR PROPOSAL

### Jefferson County Fair Park Master Plan Project

Issued: 02/13/2026

Responses Due: March 31, 2026



## General Information

Jefferson County is requesting statements of qualifications from professional consulting firms with expertise in site planning and design to provide a comprehensive Master Plan for the Jefferson County Fair Park in Jefferson, Wisconsin.

## Background

Jefferson County owns the subject property known as the "Jefferson County Fair Park". Though spread across several tax parcels, the parcels are consolidated into a nearly contiguous block of about 90 acres. The property is generally flat and is street accessible from all directions. Roughly speaking the property is about one-fourth highly developed with manicured landscaping, one-half moderately developed and about one-fourth undeveloped with this portion including several parking areas.

Established in 1852, this recognized and respected facility plays an important role as a year-round tourism generator benefiting businesses and citizens of Jefferson County. The County benefits from visitors throughout the Midwest from rental fees and County sales taxes.

The primary use of the property has been as host to the annual Jefferson County Fair, held each July. The fair takes place over the course of one week and has been the primary occupant of the Fair Park since 1853. The slow, yet continuous development of the property has been done with fair-related needs in mind in addition to establishing a stronger presence in the county with the ability to host larger events and animal shows.

Other activities, events, and patrons make use of the Fair Park throughout the year. Most notable among these has been the semi-annual Car Show events (April and September) and the hosting of the WI Sheep & Wool Festival each September. Upon development of barns and facilities, smaller events also make use of the equestrian and livestock-oriented facilities. It has been the intention of County leadership to continue to diversify the uses, allowing for increases in revenue and activity base, and to continue to expand activity to a 52-week annual calendar, acknowledging the need for consistent staff and care of the property. This also positions the Fair Park to better serve the Jefferson County community where there is a lack of rentable space for many types and sizes of functions and events that are performed at Fair Park.

## Mission Statement

To provide further guidance, the mission statement is "Jefferson County Fair Park provides a county owned facility for all citizens where young and old can gather to display their talents, accomplishments and celebrate their cultures; thereby promoting education, entertainment and economic growth in Jefferson County."

The values of the mission statement have been defined as the agricultural community, organizations, and citizens who have supported the Fair Park for generations. In return this facility will reflect an image to honor their accomplishments and maintain the rural flavor evident throughout Jefferson County. The Jefferson County Fair Park is County-owned and operated with the resolve to demonstrate pride in our facility by being available for a variety of events.

## Scope of Work

- A project kickoff meeting to discuss the scope of work, review associated timeline and next steps
- A project walkthrough to review the existing facilities
- Meet with Fair Park leadership to collect discovery element essential to the core understanding of operations
- Meet with designated County personnel to discuss issues with existing facilities and future needs
- Provide options for the County to choose from on how to utilize the entire Fair Park property and best accommodate the goals and vision of the Jefferson County
- Refine the conceptual level design based on feedback received
- Provide a broad cost estimate to construct the improvements outlined in the concept and assist with developing a phasing schedule
- Attend meetings of the Jefferson County Fair Park Committee, and perhaps the County Board, to discuss specifics of the project, if requested by the County

## General Project Guidance

The project is intended to serve as a master plan, guiding the Fair Board, Fair Park Committee, staff, County Board members, and community stakeholders through a decision-making process to determine the best use of the property in the decades ahead. It is generally understood that a feasibility study may be incorporated into the discovery component allowing the development of a master plan. The following guide should assist the consultant with working through the project. It is provided here to help the consultant tailor their response to the County's specific goals and will be refined further once a candidate is selected and is under contract. This guidance is not intended to represent an exhaustive list of the features Jefferson County would like to have incorporated into the project.

- The core and primary use of the Fair Park is and has been as host to the annual Jefferson County Fair each summer. Jefferson County remains committed to this use going forward and the Fair needs to be accommodated through any new or changed uses of the property.
- There is a wealth of support documentation, metrics, and history that can provide context and data to assist with the creation of the Master Plan.
- At this time the property's geographic footprint is defined as described herein and in the accompanying Attachment B, but there is currently consideration of acquiring one or two adjacent parcels, one of which could significantly impact site configuration and the Master Plan.
- The county has not decided how it will use Fair Park property in the future, nor how much of the property will be developed/redeveloped. An essential outcome of this project is the assessment of various practical options that will assist the County and Fair Park leadership in making substantive decisions about the future of Fair Park.
- While this guidance calls for practical options, this should not be a deterrent to thinking big. Fundamental change is an option for this property.
- Whatever the direction of the property's use and development, that future must be fiscally sustainable for the County. The Fair Park does not make a profit now and it doesn't necessarily have to going forward, but further capital investments need to be supported by uses that are compatible with the County's bottom line. The costs of maintenance operations, depreciation, and wages will factor in the decision matrix.
- While the primary use of the property has historically been as a fairgrounds, in the future it is fully intended that it may become a secondary use. Reference to this property as an "event center" is anticipated and as such the consultant should consider a wide array of reasonable options, including both indoor and outdoor facilities, a wide spectrum of different kinds of uses on the property or something more consolidated and focused, and both niche markets/interests versus mass-demand uses.
- Important considerations should include the existing surrounding neighborhood and location within the city of Jefferson, as well as central to the County. Those considerations may include noise, lighting, accessible utility infrastructure, ingress/egress, distance from main thoroughfares, other attractions and nearby hospitality support.
- The core and larger buildings of the property are probably not on the table for removal, but lesser buildings and other features are in play.
- A range of flow and consideration options can be considered, from a full-integrated large campus with easy flow to a site with more discrete use areas that are more easily cordoned off from each other and operated independently. Currently, Fair Park often hosts multiple events on a given weekend.
- Aesthetic, thematic, and branding elements should be considered as part of the master planning.
- Big picture consideration of an operating business model is not to be avoided. While the intent is to retain operations under the County's structure, a majority of Fair Parks in Wisconsin use a different business model. All can be explored to find the best possible path toward success (i.e. Ag & Industrial Society, Foundation, Friends of Fair Park, establishing a 501c3).

## Communications

All communications and/or questions in regard to this Request for Proposal must be in writing and directed to Becky Roberts at [rroberts@jeffersoncountywi.gov](mailto:rroberts@jeffersoncountywi.gov). Any contact with County employees concerning this RFP is prohibited from the date of release of the RFP until the notice of award is released, except as authorized herein. Contacting anyone other than the designated contact set forth above may disqualify your response.

## Pre-bid Site Visit

If a visit to the Jefferson County Fair Park will best support your response to this RFP, please consider to attend a site visit opportunity on Friday, February 27 at 1 pm. This is not a requirement of the RFP solicitation.

## Deliverables

The selected firm shall provide a Strategic Master Development Plan to include:

- Market and economic impact analysis
- Attendance and operational projections
- Concept development
- Proposed facility enhancements
- Proposed enhancements to public pathways, parking and visitor circulation patterns

Upon award of the contract, the County Fair Park leadership will provide information concerning:

- Attendance, traffic and parking data
- Existing building evaluation & utilities summary
- Economic Impact studies previously performed in 2025 & 2026
- Metrics on events, camping and winter storage operations
- Jefferson County Strategic Plan for alignment & context
- Branding Documents

Provide a total not-to-exceed cost that will cover all services necessary for the complete and successful execution of this project.

## Submittal

One (1) PDF format file with "RFP – JCFP Master Plan" in the subject line shall be emailed to [rroberts@jeffersoncountywi.gov](mailto:rroberts@jeffersoncountywi.gov). If supporting materials are required, please mail those to the Fair Park directly at JCFP – Mast Plan Attn: Becky 503 N. Jackson Avenue Jefferson, WI 53549.

All proposals will be received no later than 3:30 pm CST on March 31, 2026. Proposals received after that time and date will not be considered.

Due to issues inherent to emailing attachments and firewall safeguards, it is highly recommended that you request a message delivery receipt for your submittal and/or contact Becky Roberts at the Fair Park at 920-674-7159 to confirm receipt of your proposal. The County will not be responsible for submittals that are not received due to email transmittal or firewall challenges.

Submitted bids may be modified in writing prior to the date and time set for bid closing. Any such modification must be signed by a duly authorized representative, and state the new document supersedes or modifies the prior bid. The modification must be clearly marked "Bid Modification" with the RFB project title. Bids may not be modified after bid closing time and date.

## Inquiries & Revisions

All questions and inquiries shall be in writing and sent to Becky Roberts, Jefferson County Fair Park Director, via email at [rroberts@jeffersoncountywi.gov](mailto:rroberts@jeffersoncountywi.gov). A FAQ document will be posted on the County's website to ensure that all proposers have access to the same information at the same time.

The County reserves the right to modify and/or cancel this request in whole or part before a contract is executed. If it becomes necessary to revise any part of the RFP, it shall be the responsibility of the interested firms to obtain a copy of any issued addendum. Addendums, revisions, updates, or FAQs will be posted on the County's web page.

## Anticipated Schedule

The following schedule has been established to submit and evaluate the RFP and selection of consultant(s). Except for the RFP due date, the remaining dates are tentative only, and the County reserves the right to adjust these dates at its sole discretion.

- Deadline for the RFP response March 31, 2026
- Evaluation period begins April 1, 2026
- Announcement of final selection April 10, 2026
- County Board Resolution to accept bid and execute contract April 14, 2026
- Project kick-off meeting May 2026

## RFP Evaluation

Jefferson County reserves the right to accept or reject any and all proposals and to waive any technicality or informality. Award will be made to the lowest responsible, responsive proposal conforming to the specifications, terms and conditions set forth herein. Jefferson County shall be the sole judge as to compliance with the submittal instructions.

In determining the responsiveness and responsibility of submittal, the following shall be considered when applicable: the ability, capacity, and skill of the vendor to perform as required; whether they can perform promptly, or within the time specified without delay or interference; the character, integrity, reputation, judgment, experience and efficiency of the submitter; the quality of past performance by the submitter; the previous and existing compliance with related laws and regulations; the sufficiency of resources to perform the work involved.

## Evaluation Criteria & Selection

The following criteria, subject to revision and amendment, is anticipated to be used in the evaluation of the proposals:

- Approach to Scope of Services      25 points  
    To include, but not limited to:  
        Understanding the scope of services as demonstrated by the thoroughness of the proposal, introduction of value-added strategies or innovations, and an overall approach most likely to result in the desired outcome for the County
- Staff Qualifications & Experience      20 points  
    To include, but not limited to:  
        Relevance of experience of the firm  
        Relevance of experience and strength of qualifications of the Project Manager  
        Relevance of referenced projects and client review of performance during those projects
- Proposal Schedule      15 points  
    To include, but not limited to:  
        Ability to complete the work in the shortest schedule possible (excluding time for review and community meetings)
- Proposed Pricing      30 points
- Organization & Staffing      10 points  
    To include, but not limited to:  
        Availability of key staff to perform the services throughout the duration of the project  
        Assignment of appropriate staff to perform the Scope of Services  
        Appropriate communication and reporting relationships to meet the County's needs.

Each firm's response to the RFP will be evaluated on the above criteria. The materials submitted in response to the RFP will be scored in the six (6) categories. The evaluation team will consist of at least six (6) County employees and/or representatives of the Fair Park committee (a committee of the County Board of Supervisors) who have direct knowledge of the work to be performed under the agreement. Team member scores will be used to determine the most qualified and desired firm.

A face-to-face interview with the top candidates may be conducted to determine the most qualified firm. In such an event, the selected firms should be prepared to discuss the information submitted in the proposal and present any relevant information they believe will help the County determine them to be the most qualified. Attendees should be limited to firm executives, marketing personnel and the project manager.

## Standard Terms & Conditions

All contracts shall be subject to Jefferson County's Standard Terms and Conditions (Exhibit A). The bidder shall not submit its own Contract document as a substitute for the County's Standard Terms & Conditions. Bidders shall accept all terms and conditions or submit point-by-point exceptions along with proposed alternative language for each point. The County reserves the right to negotiate the contractual terms and conditions or reject the bidder's response and proceed to the next qualified bidder.



# STANDARD TERMS AND CONDITIONS

## JEFFERSON COUNTY

### Exhibit A

**1.0 APPLICABILITY:** Any person who submits a bid or proposal to Jefferson County shall be bound by these Standard Terms & Conditions. These Standard Terms and Conditions shall apply to any contract or order awarded as a result of a request except where special requirements are stated elsewhere in the request; in such cases, the special requirements shall apply. Further, the written contract and/or order with referenced parts and attachments (including this Ex. A) shall constitute the entire contract and no other terms and conditions in any document, or acknowledgment, shall be effective or binding unless expressly agreed in writing by the contracting authority.

**2.0 DEFINITIONS:** As used herein, "vendor" includes a provider of goods or services, or both who is responding to an RFP (Request for Proposal) or RFB (Request for Bid), and "bid" includes a response to either an RFP or request for bids.

**3.0 SPECIFICATIONS:** The specifications outlined in the request are the minimum acceptable. When specific manufacturers and models are used, they are to establish a design, type of construction, quality, functional capability and/or performance level desired. When alternates are proposed, they must be identified by manufacturer, stock number, and other such information necessary to establish equivalency. Jefferson County shall be the sole judge of alternate equivalency. Vendors are cautioned to avoid proposing alternates to specifications that may result in rejection of their bid.

**4.0 DEVIATIONS & EXCEPTIONS:** Deviations and exceptions from terms, conditions, or specifications shall be described fully in writing, signed, and attached to the bid. In the absence of such statement, the bid shall be accepted as in strict compliance with all terms, conditions, and specifications and vendor shall be liable for any injury resulting from any deviation.

**5.0 QUALITY:** Unless otherwise indicated in the request, all material shall be first quality. No pre-owned, obsolete, discontinued or defective materials may be used.

**6.0 QUANTITY:** The quantities shown on the request are based on estimated needs. The County reserves the right to increase or decrease quantities to meet actual needs.

**7.0 PRICING:** Unit prices shown on the bid shall be the price per unit of sale as stated on the request or contract. For any given item, the quantity multiplied by the unit price shall establish the extended price. In the event of a price disparity between the unit and extended price, the unit price shall prevail unless judged obviously in error by Jefferson County.

**8.0 ACCEPTANCE-REJECTION:** Jefferson County reserves the right, in its sole discretion, to accept or reject any or all bids, to waive any technicality in any bid submitted and to accept any part of a bid as deemed to be in the best interest of the County. Submission of a proposal or a bid constitutes the making of an offer to contract and gives the County an option valid for 90 days after the date of submission to the County.

**9.0 SUBMISSION:** Bids/proposals must be date and time stamped by the soliciting office on or before the date and time that the bid/proposal is due. The contents of the bid/proposal of the successful vendor will become contractual obligations if procurement action ensues.

**10.0 METHOD OF AWARD:** Award shall be made to the lowest responsible, responsive bidder conforming to specifications, terms, and conditions, or to the most advantageous bid submitted to Jefferson County on a quality versus price basis.

**11.0 ACCEPTANCE:** Written notice of award to a vendor in the form of a purchase order or other document, delivered to the physical or electronic address shown on the bid will be considered sufficient notice of acceptance of bid. A formal contract containing all provisions of the contract signed by both the parties shall be used when required by the Jefferson County Purchasing Ordinance.

**12.0 INDEPENDENT CONTRACTOR:** The vendor, its officers, agents, and employees, in performance of this contract shall act in the capacity of an independent contractor and not as an officer, employee, or agent of Jefferson County. The vendor agrees to take such steps as may be necessary to ensure that each subcontractor of the vendor will be deemed to be an independent contractor and will not be considered or permitted to be an agent, servant, joint venture, or partner of the County. The vendor shall not take any action, or make any omission, that may imply, or cause others to reasonably infer that the vendor is acting as the County's agent in any matter or in any way not expressly authorized by this contract.

**13.0 PUBLIC RECORDS:** Vendor understands the County is bound by the Wisconsin Public Records Law. Pursuant to Wis. Stat. §19.36(3), Vendor may be obligated to produce, to a third-party, the records of Vendor that are "produced or collected" by Vendor under this contract ("Records"). Vendor is further directed to Wis. Stat. §19.21, et. seq., for the statutory definition of Records subject to disclosure under this paragraph, and Vendor acknowledges that it has read and understands that definition. Vendor's failure to retain and produce Records as required by this paragraph shall constitute a material breach of this contract, and Vendor shall indemnify, defend, and hold the County harmless from liability due such breach.

**14.0 PROPRIETY INFORMATION:** Any restrictions on the use of data contained within a bid/request, must be clearly stated in the bid itself. Bid/proposal prices cannot be held as confidential. Proprietary information submitted in response to a request will be handled in accordance with Wisconsin Public Records law. The County will not release any records designated as a trade secret to the public without first notifying the vendor. The burden of maintaining and defending the trade secret designation shall be upon the vendor. Vendor acknowledges and agrees that if the vendor shall fail, in a timely manner, to initiate legal action to defend the trade secret designation or be unsuccessful in its defense of the designation, the County shall be obligated to and will release the records.

**15.0 PAYMENT TERMS:** Unless otherwise agreed, Jefferson County will pay properly submitted vendor invoices within thirty (30) days of receipt of goods and services. Payment will not be made until goods and/or services are delivered, installed (if required), and accepted as specified. The County reserves the right to withhold payment without interest or penalty upon a good faith dispute.

**16.0 COST REIMBURSEMENT CONTRACTS:** Where payment to vendor is based on vendor's costs, vendor shall establish and maintain adequate records of all expenditures incurred under the contract. The County shall have the right to audit, review, examine, copy and transcribe any pertinent records relating to any contract resulting from this bid/proposal held by the vendor. The vendor shall retain all documents applicable to the contract for a period of not less than three (3) years after final payment is made.

**17.0 GUARANTEED DELIVERY:** Failure of the vendor to adhere to delivery schedules as specified or to promptly replace rejected materials shall render the vendor liable for all costs in excess of the contract price when alternate procurement is necessary. Excess costs shall include administrative costs.

**18.0 APPLICABLE LAW & COMPLIANCE:** This contract shall be governed under the laws of the State of Wisconsin, and venue for any legal action between the parties shall be in Jefferson County Circuit Court. The vendor shall comply with all federal and state laws, local ordinances, and regulations which are in effect during the period of this Contract and which in any manner affect the work or its conduct. Jefferson County expressly reserves the right to cancel this contract with any federally debarred contractor or a contractor that is presently identified on the list of parties excluded from federal procurement and non-procurement contracts.

**19.0 ASSIGNMENT:** No right or duty in whole or in part of the vendor under this Contract may be assigned or delegated without the prior written consent of Jefferson County.

**20.0 NON-DISCRIMINATION:** In connection with the performance of work under this contract, the contractor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability, sexual orientation, or national origin. This provision shall include, but not be limited to, the following: employment, demotion or transfer, recruitment, layoff or termination, rates of pay or other forms of compensation and selection for training. Failure to comply with the conditions of this paragraph may result in the vendor becoming an ineligible vendor and/or termination of the contract.

**21.0 PATENT, COPYRIGHT, & TRADEMARKS:** The vendor guarantees goods sold to Jefferson County were manufactured or produced in accordance with applicable federal labor laws, and that the sale or use of the articles described herein do not infringe any patent, copyright or trademark. The vendor covenants that it will, at its own expense, defend every suit which shall be brought against the County for any alleged infringement of any patent, copyright or trademark by reason of the sale or use of such articles and agrees that it will pay all costs, damages, and profits recoverable in any such suit.

**22.0 SAFETY REQUIREMENTS:** All materials, equipment and supplies provided to Jefferson County must fully comply with all safety requirements as set forth by the Wisconsin Administrative Code and all applicable OSHA standards.

**23.0 WARRANTY:** Vendor specifically warrants that all equipment, supplies, and/or services shall: 1) conform to each and every specification, drawing, sample or other description that was furnished or adopted by Jefferson County, 2) be fit and sufficient for the purpose expressed in the RFB/RFP, 3) be merchantable, 4) be of good materials and workmanship, and 5) be free from defect. Such warranty shall survive delivery and shall not be deemed waived either by reason of the County's acceptance or of payment for such equipment, supplies, and/or services.

**24.0 INDEMNIFICATION:** Vendor shall indemnify, hold harmless and defend Jefferson County, its officials, employees, representatives and agents against any and all liability, loss (including but not limited to property damage, bodily injury, and loss of life), damages, costs or expenses which Jefferson County, its officers, officials, employees, representatives, and agents may sustain, incur or be required to pay by reason of vendor furnishing the goods and/or services required under this contract. The obligations set forth in this paragraph shall survive the termination or expiration of this contract. The vendor's duty to defend, indemnify, and hold harmless under this contract shall not be limited by the insurance required by Paragraph 25 below.

**25.0 INSURANCE:** In order to protect itself and Jefferson County, the vendor shall, at vendor's own expense, obtain and at all times during the term of this Contract keep in full force and effect the insurance coverages, limits, and endorsements listed below. Vendor shall provide proof of insurance to County upon request. When obtaining required insurance, vendor agrees to preserve the County's subrogation rights in all such matters that may arise that are covered by vendor's insurance. Jefferson County expressly reserves the right to require higher or lower insurance limits where the County deems it necessary.

- 25.1 General Commercial Liability:** Vendor agrees to maintain General Commercial Liability insurance against any claim(s) which might occur in carrying out this contract, including bodily injury and property damage at a limit of not less than \$1,000,000 per occurrence, including products liability and completed operations. The policy shall list Jefferson County as an Additional Insured.
- 25.2 Automobile Liability:** Vendor agrees to maintain Auto Liability insurance for all owned, non-owned and hired vehicles that are used in carrying out this contract, at a limit of not less than \$1,000,000 per occurrence.
- 25.3 Environmental Impairment (Pollution) Liability:** Vendor agrees to maintain Environmental Impairment (Pollution) insurance at a limit of not less than \$1,000,000 per occurrence for bodily injury, property damage, and environmental cleanup costs caused by pollution conditions, both sudden and non-sudden.
- 25.4 Worker's Compensation:** Vendor agrees to maintain Worker's Compensation insurance at Wisconsin statutory limits for all employees engaged in work.
- 25.5 Umbrella/Excess Liability:** Vendor may satisfy the minimum liability limit required above under an Umbrella or Excess Liability policy. Vendor agrees to list Jefferson County as an Additional Insured on its Umbrella or Excess Liability policy.

**26.0 SUBCONTRACTING:** Vendor shall not subcontract any portion of this contract without the written consent of the County. No subcontract shall, under any circumstances, relieve the vendor of liability and obligation under this contract. Vendor shall be fully responsible to the County for acts, errors, or omission of any subcontractor.

**27.0 FINANCIAL INTEREST PROHIBITED:** Under Wis. Stat. §946.13, County employees and officials are prohibited from holding a private pecuniary interest, direct or indirect in any public contract. By executing this contract, each party represents that it has no knowledge of a County employee or official involved in the making or performance of the Contract that has a private pecuniary interest therein. It is expressly understood and agreed that any subsequent finding of a violation of Wis. Stat. §946.13 may result in this Contract being voided at the discretion of the County.

**28.0 RECORD KEEPING & RETENTION:** Vendor shall maintain adequate records of all expenditures incurred under the contract. All records must be kept in accordance with generally accepted accounting procedures. The County shall have the right to audit, review, examine and copy any pertinent records relating to any contract resulting from vendor's bid/proposal. Vendor shall retain all records applicable to the contract for a period of not less than five (5) years after final payment is made.

**29.0 CANCELLATION:** Jefferson County reserves the right to terminate any contract without penalty due to non-appropriation of funds or failure of the vendor to comply with the terms, conditions, and specifications of this contract. This paragraph does not relieve Jefferson County of its responsibility to pay for services or goods provided or furnished to the County prior to the effective date of termination.

**30.0 NO WAIVER:** In no event shall the making of any payment or acceptance of any product or service required by this contract constitute or be construed as a waiver by Jefferson County of any breach of the covenants of this contract or a waiver of any default of the successful vendor, and shall in no way impair or prejudice the right the County with respect to recovery of damages or other remedy as a result of such breach or default.

**31.0 FORCE MAJEURE:** Neither party shall be in default by reason of any failure in performance of this contract in accordance with reasonable control and without fault or negligence on their part. Such causes include, but are not limited to, acts of nature or the government, fires, floods, epidemics, quarantine restrictions, strike, freight embargoes, but in every case the failure to perform must be beyond the reasonable control and without the fault or negligence of the party.

**32.0 SEVERABILITY:** If any provision of this contract is found by a court of competent jurisdiction to be invalid or unenforceable, the remainder of the contract shall remain valid and in full force and effect.

## Exhibit B

### A “recent” historical view of property development at Jefferson County Fair Park

A use study began in **1994**. Groups from throughout the County met to discuss where the Fairgrounds should be going. In **1995** 20 acres were purchased from John Spangler north of the Fairgrounds to Spangler Road. In **1996**, the city constructed a new street through the fairgrounds, North Jackson Avenue, which isolated seven old buildings outside the fenced fairgrounds. In **1997** a fair park architect/planner was hired. In November **1997** a full report was presented to the County Board which included the Fairgrounds long range plans. At that meeting, it was decided to transfer \$1,000,000 from the general fund and bond \$2,780,000 for improvements. An extensive amount of infrastructure improvements were made with the storm sewer, sanitary sewer, water and the electrical. New transformers were added. Roads were improved with sidewalks and curb being added with streetlamps. A new dairy barn with parlor and horse barn with 94 10' x 10' stalls were built along with an additional restroom to the north and food building on the “new food row” area. Fencing and gates were added to enhance the curb appeal of the facility. Blacktop roads and aisles were added to the north parking lot with additional handicap parking. Landscaping including a flag grouping, plantings, trees, sod and park benches and picnic tables for the comfort of fair goers. By the end of July **1998**, we were ready to open just in time for Fair. In **2000** we added the 50' x 150' Poultry/Rabbit barn (now used as the Draft Horse Barn) directly west of the Indoor Arena. In 2001 a 40' addition was added to the front of the Activity Center to make the restrooms ADA compliant and to add an on-site shower facility. The Fair office was moved into this building, and a conference room was added in this addition. In **2002**, the Meat Animal Project Committee raised money to assist in building a 50' x 100' steel framed building with County assistance and a loan from the Jefferson Agri-Business Club, which had their first sale during Fair 2002. This moved them out of a 60' x 60' tent. In March **2003**, we purchased 32 acres adjacent to our west fence line. In **2004** we removed the old poultry barn and replaced it with an 80' x 80' warm-up arena adjacent to the Indoor Arena. This is used as secondary stalling during Fair and a warm-up area during our many horse shows. In 2004 we built a second outdoor arena, 150' x 250', used by the draft horses during fair and additional blacktopping around the Activity Center and post replacement in the Sheep/Goat barn. With the additional arena, we can hold two horse shows at one time and larger shows. In **2005**, a 55' x 75' single slope storage building was built next to the Maintenance Shop to replace the storage building on the East side of the Park. Portable sheep/goat pens were purchased to replace the old wooden pens and this will allow us to remove them and have additional open space. In **2006**, we added fencing around the west outdoor arena and added blacktop. In 2010, a 60' x 112' free span building was constructed south of the Dairy Barn/Restroom parking lot. This building was used as the Commercial Building during Fair and secondary stalling for horse shows and other cattle shows, it is now utilized during the Fair as the Daybreak Foods Poultry Barn. In **2011**, we added blacktop east of the Food Row area with power for additional camping and area definition of vendor spaces during the County Fair. We seal-coated all existing blacktop as well. A third outdoor arena was added north of the Draft Horse Arena in the spring. In **2012**, several projects were carried over into 2013. In **2013**, we replaced the concrete in the Picnic Pavilion; added a concrete approach by the Commercial Building and blacktop in the East Parking Lot; new furnaces in the Activity Center and entry way and restrooms/showers of Activity Center; additional camping with electric & water at the North, Northwest and West areas, adding additional transformers; add sanitary sewer by “Food Row”; concrete approach on the north side of the Activity Center and between the Horse & Dairy barns; and security fencing for crowd control. Joint fund raising was done with Dairy Breakfast, MAP and the fair to purchase a large circulation fan for the MAP building. Several of the older, existing buildings have been re-roofed and re-sided as needed. Painting is done yearly to maintain the appearance of the Fair Park. In **2024** there was a renewed energy from a complete staff turnover that brought several changes. A re-set to the annual production of the fair was carried out and further engaged the establishment of a Fair Board comprised of passionate fair community members, which support all efforts involved with the annual event. Recognizing the need to serve two very distinctively different audiences, in **2025** the Fair Park team established two independent websites and brand icons – one for Fair Park and one for Fair. They each have their own brand guidelines, voice and corresponding social media channels. Additionally software solutions for camping reservations and Event management were put into place. Also performed in 2024/2025 was an energy audit and a full roofing assessment to support deferred maintenance items at the Park. These have resulted in several grants to support the replacement of all indoor and outdoor light fixtures with LED solutions. This is a current project that will be completed summer **2026**.

### Current Facility

Our equine facilities have a 244-290 stall capacity. We have a Spring and Fall Car Show & Swap meet, Gemuetlichkeit Days Festival, several Dog events, Wisconsin Livestock Spring Preview and the Wisconsin Sheep & Wool Festival, among others. The Activity Center is rented almost every weekend throughout the year. There are Auctions, trade shows, dances, banquets, picnics, dairy shows, rabbit shows, dog shows, rabies clinics, camping rallies, Animal swaps, and several non-profit group

meetings and events. We also host many 4-H project meetings and horse, rabbit, and dog lessons held at the Fair Park. Sheriff's Department does several training meetings and we often host the County's Clean Sweep programs, along with Storm Spotter training, appreciation luncheons and other county-led events. Monthly Fair Park is the host for Ruby's Pantry and offers this as an in-kind service to help support our local communities. The Grandstand holds 2,000 people with additional seating in bleachers. We have a straight clay track for truck & tractor pulls, rodeo events, and the annual Fair demo derby. Annually, Fair Park hosts nearly 300 event days and supports experiences for more than 150,000 visitors. The Fair is a five-day event with an average attendance between 30,000 – 40,000 featuring a full carnival, midway, concessions, music, animal events, commercial expo space along with all of the fair exhibitors and related displays and events.

We can accommodate nearly 200 campers with power, many with water, some with sewer hook-up and have a dump station on site and have over 30 acres for dry camping available. In the winter season we provide winter storage for vehicles, boats and trailers in any available building. As the only climate-controlled location is the Activity Center, this provides ample opportunity to place stored items in otherwise unused spaces during this frigid time of year.

Fair Park is a member of the Wisconsin Association of Fair and the International Association of Fairs and Expos that give us an opportunity to network with fairs from Wisconsin at the State convention in January.

We have 5 full-time employees, (1) Fair Park Director, (1) Events Manager, (1) Fair Coordinator, (2) Maintenance, (1) part-time Administrative Assistant, and (2) less than 1,000-hour maintenance. During the summer we add one additional maintenance team member and roughly 24 Fair Week employees.

Website urls are: [JCFairPark.com](http://JCFairPark.com) and [JCoFair.com](http://JCoFair.com)

