



JEFFERSON COUNTY
WISCONSIN

Explore. Thrive. Belong.

Fair Park

ANNUAL REPORT 2024

2024 Accomplishments



Fair Survival and Profitability

Core to Fundamentals of Role.
Shift the Fair to positive energy



Built Confidence & Strength

Stakeholder Participation & Relationship Building
Demonstrated experience and positive change results



Infrastructure Care

Recognizing deferred maintenance needs
Executed corrective action based on priorities



Filled Staff with Passionate People

Rallied the staff to a common cause (Fair & FP)
Executed strong cultural shift
Hired and developing a new FP team



Q2 & Q3 2024 Accomplishments

- ▶ Organized a Fair in its entirety by supporting all Fair operations elements while doing discovery (*Marketing, ticketing, entertainment, vendors, camping, exhibitors, judges, animals, carnival, staffing, etc.*)
- ▶ Began to Change the Culture of the Fair and Fair Park Operations
- ▶ Navigated difficult Sponsorship Agreements, began to rebuild the sponsorship programs
- ▶ Hired and Built a new FP staff
- ▶ Conducted performance reviews, established regular weekly meetings, created a work schedule and routines for all staff members
- ▶ Re-establishing relationships with stakeholders (*FP Committee, Fair Advisory Board, 4-H, Sponsors, County Departments, etc.*)
- ▶ Wrote a 2025 budget and responsible Fee Schedule changes
- ▶ Explored and selected software solutions to support operations (*Camping, Event Management, Fair Management*)
- ▶ Assess buildings and deferred maintenance concerns
- ▶ Established new processes for effective communications
- ▶ Learned Jefferson County Systems (Munis, ExecuTime, etc.)
- ▶ Met with Legacy Event organizers to reassure with new FP leadership
- ▶ Supported the new Fiber installation project

LOOKING FORWARD.....

THE YEAR OF MORE

2025 Goals FAIR

- ▶ Re-create sponsorship program and generate \$100k in sponsorship contributions with experiential opportunities at the Fair
- ▶ Establish digital marketing initiatives with measurable metrics of demographic stats
- ▶ Fully deploy the FairEntry software program engaging more of Superintendent's capacity for real time information and a more efficient Auction process
- ▶ Facilitate stronger 4-H programming and involvement efforts using communication as the tool
- ▶ Grow and develop the Fair Operations Team through empowerment and education
- ▶ Re-establish the Fairest of the Fairs program and align for 2026 State involvement
- ▶ Create a new stand-alone Fair Website
- ▶ Get gate attendance to 36,000 and exhibitor participation to 700
- ▶ Design an inclusive entertainment package for Kidz Zone, Beer Tent, Grandstand, etc

2025 Goals FAIR PARK

- ▶ Develop a Fair Park strategic plan
- ▶ Stay engaged with current event promoters, stakeholders and clients
- ▶ Analyze fee schedule changes and impact/resistance
- ▶ Design and establish collateral for Fair Park sales efforts
- ▶ Create a new stand-alone Fair Park website
- ▶ Participate as a member of the Jefferson Main Street Association Board and the Jefferson Tourism Commission
- ▶ Active contribute to the Jefferson County Tourism Association efforts
- ▶ Establish long-term sponsorship opportunities at Fair Park
- ▶ Full utilization of the Camping Software Program
- ▶ Execute EventPro Software with full integration of FP documents, contracted templates, invoices, BEOs, etc.
- ▶ Develop Facility Improvement Plan including a 10-year capital replacement calendar
- ▶ Consider the addition of e-bikes and EV charging stations at Fair Park
- ▶ Expand the North Handicap Parking lot
- ▶ Extend a lease to the Jefferson Kiwanis association for the Fair Park Grill building
- ▶ Support the property and team with Safety practices including key control, AED training, proper uniform requirements, etc.

Our Pillars



Good
Neighbor



Educator



Respectful of
our Earth



Celebratory of
Local Industries





Thank You

You took a chance on me

You trusted me

You supported me