

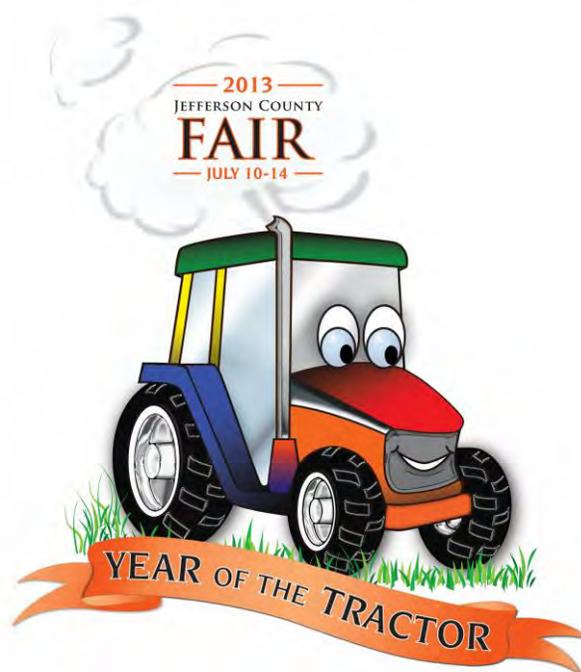


2013

ANNUAL REPORT

TO

**THE JEFFERSON COUNTY BOARD OF
SUPERVISORS**





2013 ANNUAL REPORT

August 2014

Dear Jefferson County Board of Supervisors,

The Jefferson County Fair Park is pleased to present our 2013 Annual Report to the Jefferson County Board of Supervisors. This report provides some insight into the current operations and goals of the Fair Park as a special event facility.

In 2013, 259 days of the year we hosted an event. The Fair Park had 355 event days, which represents the number of events times the number of days per event. Our goal, at the Fair Park, is to have multiple events going on at the same time. During our peak periods we will have three or four events on the same weekend. During the year we accommodated 244 paid events, 69 4-H events, 42 interdepartmental events. The Fair Park is a valuable resource for the citizens of Jefferson County for local events, fundraisers and as a regional meeting center. Events bring in valuable dollars to the County in the form of sales tax revenues and customers for local businesses. Our objective is to provide a first-rate facility at a reasonable cost, with excellent service to our tenants.

The Jefferson County Fair, having completed its 162th year, remains a showcase for youth and adults of the county and this region's agricultural heritage. We strive to provide quality entertainment at a good value that will assure continued growth and be a benefit to county residents and visitors.

We continue to work closely with the County Board, Fair Park Committee, County Administration, Tenants, Civic Groups, Private Businesses, Educational and Non-Profit Organizations, and Private Citizens to find ways to expand our services to the community.

One of our goals is to continue to develop additional revenue streams from other markets and expand our existing markets. We will continue to enhance our facility and maintain its reputation as one of the leading Fair Park facilities in the state.

We invite you to contact us directly at any time to schedule a tour of the facility or to ask any questions you may have.

Respectfully Submitted,

David Diestler
Fair Park Director



Schedule of Events 2013 Jefferson County Fair Park

<u>Date</u>	<u>Event</u>	<u>Date</u>	<u>Event</u>
Jan. 1.....	Antique Auction	June 28.....	Jefferson County Pork Chop Dinner
Jan. 13.....	Flea Market	June 28 - 30.....	Buckskin Horse Show
Jan. 20.....	4-H Tack Sale	July 6 & 7.....	Pinto Horse Show
Jan. 26.....	Medieval Re-enactment	July 10 - 14.....	JEFFERSON COUNTY FAIR
Jan. 27.....	Flea Market	July 19 & 20.....	Tomorrow's Hope Walk Fest
Jan. 28.....	Jefferson Chamber Dinner	July 20 & 21.....	Buckskin Horse Show
Feb. 2.....	Jefferson Optimists Trivia Contest	July 24.....	Hanovarian Inspection
Feb. 2.....	Watertown Pigeon Show	July 27 & 28.....	Paint Horse Show
Feb. 3.....	Flea Market	July 28.....	Motorcycle Show & Swap
Feb. 5.....	Antique Auction	Aug. 2 - 4.....	Arabian Horse Show
Feb. 8 - 10.....	Gun Show	Aug. 6.....	Antique Auction
Feb. 17.....	Flea Market	Aug. 9 - 11.....	Palomino & SWBA Horse Show
Feb. 23.....	Pet Swap	Aug. 12.....	Jefferson Rotary Brat Fry
Feb. 24.....	Motorcycle Auto Swap & Sale	Aug. 15 - 18.....	Quarter Horse Show
March 2 & 3.....	Dog Show	Aug. 17.....	Ready Kids for School
March 5.....	Antique Auction	Aug. 24.....	Fort HealthCare Health Fair
March 9 & 10.....	Badger Rabbit Show	Aug. 24 & 25.....	Paint Horse Show
March 16.....	Winter Wine Festival	Aug. 30 - Sept 1..	Gun Show
March 16.....	Rabies Clinic	Aug. 30 - Sept 1..	High Fives Dog Flyball
March 17.....	Ham Radio Festival	Aug. 31 & Sept 1.	Jericho Open Horse Show
March 18.....	Fort Wisconsin Banquet	Sept. 2.....	Antique Auction
March 22 - 24.....	Home, Garden & Rec. Show	Sept. 6 - 8.....	WI Sheep & Wool Festival
April 2.....	Antique Auction	Sept. 13 - 15.....	Gemuettlichkeit Days
April 6 & 7.....	Dog Dance Competition	Sept. 13 - 15.....	Mad Pretzel Challenge -Bike Race
April 8.....	DNR Spring Meeting	Sept. 14 & 15.....	Buckskin Horse Show
April 13.....	Jefferson County Clean Sweep	Sept. 19 - 22.....	FMCA Camping Rally
April 13.....	Pig Sale	Sept. 20.....	WEPA - Meeting
April 13 & 14.....	Tri-County Rabbit Show	Sept. 21.....	Fall Home, Health Expo
April 18 & 19.....	Land Conservation Tree Pick Up	Sept. 21 & 22.....	Pinto Horse Show
April 19 & 20.....	Midwest Holstein Show	Sept. 27 - 29.....	Fall Car Show & Swap
April 26 - 28.....	Spring Car Show & Swap	Oct. 1.....	Antique Auction
May 3 - 5.....	Dairyland Classic - Dog Show	Oct. 5 & 6.....	Rock & Gem Show
May 4 & 5.....	Paint Horse Show	Oct. 5 & 6.....	WIHA District Horse Show
May 7.....	Antique Auction	Oct. 12.....	Rabies Clinic
May 11 & 12.....	Buckskin Horse Show	Oct. 12 & 13.....	WIHA District Horse Show
May 12.....	Yoder Tack Auction	Oct. 19.....	Snowmobile Grass Drags & Swap
May 18 & 19.....	Pinto Horse Show	Oct. 19 & 20.....	WIHA State Horse Show
May 19.....	Motorcycle Swap & Sale	Oct. 26 & 27.....	Australian Shepard Agility Show
May 24 - 26.....	Arabian Horse Show	Oct. 27.....	Flea Market
May 25 & 26.....	Craft Show	Nov. 3.....	Flea Market
May 27.....	4-H Open Horse Show	Nov. 5.....	Antique Auction
May 31 -June 2..	Palomino & SWBA Horse Show	Nov. 8 & 9.....	Craft Show
June 1 & 2.....	Llama Show & Fair Judging	Nov. 17.....	Flea Market
June 1.....	Kiwanis Take A Kid Fishing	Nov. 23 & 24.....	Watertown Pigeon Club Show
June 1.....	Dairy Breakfast	Nov. 30.....	Antique Auction
June 4.....	Antique Auction	Dec. 7.....	Party Plan
June 8 & 9.....	Paint Horse Show	Dec. 8.....	Flea Market
June 8 & 9.....	WI Livestock Spring Preview	Dec. 13 - 15.....	Gun Show
June 13 - 16.....	Quarter Horse CAP Gun Show	Dec. 17.....	Christmas Neighbors
June 14 - 16.....	County Line Vans	Dec. 22.....	Flea Market
June 20 - 23.....	SWBA Buckskin Horse Show	Dec. 28 & 29.....	Class Act Cat Show



Jefferson County Fair Park Mission Statement

“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 agricultural community, local organizations and citizens 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. 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 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. Our facility contributes greatly to youth education by showcasing their accomplishments and the identity of our community through the county fair.

2013 STAFFING- The Jefferson County Fair Park Department full-time staff includes: David Diestler - Fair Park Director, Roger Kylmanen – Fair Park Supervisor, Gail Zastrow – Administrative Secretary, Amy Listle – Administrative Assistant, Travis Crawford – Maintenance Worker. Plus, there are (3) 1,000 hour maintenance workers, (2) part-time Huber workers, (1) office assistant - seasonal, (2) Caretakers (6 month) and (1) seasonal workers. Additional staff and volunteers are recruited during fair week to provide the extra labor needed to make the event a success.

REGIONAL EVENTS- These shows bring in tens of thousands of people from outside our county. Our events fill many of the area hotels, restaurants and create valuable business traffic for stores generating sales tax dollars and producing jobs for Jefferson County.

FUNDRAISING EVENTS- The Fair Park offers a high quality, centrally located, venue at a reasonable cost. Many local charities raise dollars for their event here at the park. These charities depend on the Fair Park as the place for their biggest yearly fundraisers. The following non-profit organizations utilized the Fair Park in 2013 for fundraising:

Jefferson Lions Club, Jefferson Rotary Club, Jefferson Chamber of Commerce, Jefferson Kiwanis, Fort Atkinson Wisconservation Club, Ready Kids for School, Christmas Neighbors, WI Pork Association, Jefferson County Snowmobile Alliance, Tomorrow’s Hope and Jefferson County Agri-Business Club.

PAID TICKET EVENTS- Include the County Fair, Madison Classic Swap Meet and Car Show, Wisconsin Sheep & Wool Festival, Gemuetlichkeit Days, Taste of Home, Gun Shows and various other events. Entertainment and lifestyle shows utilize our facility to host various events for the general public. The Fair Park offers an excellent location, opportunity and facility for organizations to hold these shows. The Fair Park offers area residents quality entertainment close to home.

INTERDEPARTMENTAL USE- Jefferson County Departments and 4-H utilize the Fair Park for meetings, classes and other events as needed. In 2013, County Departments that used the Fair Park included: The Sheriff's Department (and other regional law enforcement), UW Extension/4-H, Land and Water, Human Services, and Zoning for Clean Sweep.

COMMUNITY EVENTS- The Fair Park serves as host for the following community events: Gemuetlichkeit Days, Tomorrow's Hope, the Jefferson County Fair and other community functions.



2013 JEFFERSON COUNTY FAIR

2013 brought an award winning top national act to the Jefferson County Fair. Little Big Town won several top entertainment awards and performed on July 13th at our fair.

The Kids' Stage was expanded to include acts from Woo's Woods – Live Birds of Prey, The Magic of Jim Mitchell and the hilarious Ozseeker the Clown. A new shade tarp was made for the Kids' Stage to help keep the audience cool during the performances.

The nationally known Extreme Canines Stunt Dog Show, as seen on the Ellen show, Letterman and Leno performed several shows daily. We broke another attendance record for the most fair-goers in one-day with over 16,550 and a weekly record of nearly 47,550.

The Miller Entertainment Tent saw performances on Wednesday from Shotgun Jane, Thursday by Jimmy Hartwig and Gypsy Holler, Friday's performance by Mt. Olive, Saturday performances by Project 3:13 (REO Tribute Band) and Madison County and on Sunday the fair ended with Tony Rocker as Elvis.

FAIR PARK UPDATES

The Picnic Pavilion had a makeover and the old concrete floor was removed. A brand new concrete floor was poured in June and was immediately a popular hit. During the fair the pavilion was used by DJ Dylan to play Top 40's music and perform his awesome laser light show to a large group of teenagers each night.

A concrete sidewalk was poured around the outer edge of the Commercial Building. Two storm drains were added to the handicap parking lot and then the entrance and drop-off areas were paved. This was greatly appreciated by all the people using the handicap parking lot.

Two new electrical transformers were added to the West and North ends to help evenly distribute power and meet the expanding camping demands. Eight electrical panels were added to provide more camping spots. We completely sell out of camping spots during fair week.

We reapplied to the FCC and were granted new radio frequencies with a maximum of 5 watts per radio. This will give us the additional wattage to reach most areas of the fair grounds and to efficiently communicate with our staff.

New DOT signs were added to the highway 26 bypass and both ramps leading to highway 18. This was done to help direct traffic to the fair grounds and help alleviate congestion during the larger events at the Fair Park.

Four new furnaces were added to the Activity Center replacing the old units that were installed in the mid 80's. Another new furnace will be added to the entry way and shower area to replace an inefficient and furnace that has to be replaced due to the Due to over whelming costs that exceeded our budget, an air conditioning unit was not added to the facility.

We also purchased our current tractor which we were leasing after our old tractor gave out.

COMMUNITY/ECONOMIC IMPACT OF THE FAIR

The County Fair allows 4-H students and adults to highlight their talents and provide a showplace for the community to view these wonderful projects. It brings the community together for one week of fun, showmanship, entertainment and uniting family and friends.

Non-profit organizations raised tens of thousands of dollars for their respective groups, during the week of the fair, by operating food stands, working the gates, running the beer tents or by selling soda. The organizations furnish volunteers to work at the fair in return for donations that help support their respective non-profit agencies. The following groups raised money for their charities at the 2013 County Fair:

Jefferson County Agri-Business Club, Kiwanis, Jefferson Chamber of Commerce, Tomorrow's Hope (via Valero Renewables), Boy Scout Troop 147, 4C's FFA Alumni, Jefferson County Farm Bureau, Kettle Moraine Rough Riders, Whitewater Optimists, Fort Atkinson Lions Club, Jefferson Lions Club, Helenville Fire Department, Fort Atkinson FFA, Fort HealthCare Foundation, Johnson Creek Educational Foundation, Ixonia Lions, and The Rock Lake Troopers 4-H Club.

OUR CHALLENGES

The Fair Park is utilized by a very diverse group of tenants. Many of our tenants rent our facility for their Non-Profit Group, Club, Association or . While costs to maintain and operate a facility continue to rise, the price these groups can afford to pay in rent and set-up costs are not keeping up. It is difficult to raise building rental fees and equipment rental fees without impacting these groups and potentially losing future events. We

implemented a modest rental rate increases in 2011 after two years of consistent rates. The Fair Park Committee approves all rental rates and any new events.

OUR GOALS

- Increase revenues through corporate partnerships and additional revenue streams.
- Increase County Fair revenues through increased gate, concert and beer ticket sales, sponsorships and vendor partnerships.
- Continue to expand the Fair Park to meet the needs and demands of our current and future clients.
- Develop efficiencies in job functions, controlling expenses and maximizing revenues
- Continue to seek out additional quality events to host at the Fair Park.
- Develop consistent rental policies and fee structures.

Fair Park Operations Tax Levy – ELEVEN Year History

8/01/2013

YEAR	Fair Activities	Fair Week	Fair Total	Footnotes
2002 Actual			\$347,177	
2003 Actual			\$294,044	
2004 Actual			\$344,818	
2005 Actual			\$316,160	1
2006 Actual			\$315,661	
2007 Actual	\$164,848	\$55,856	\$220,704	2
2008 Actual	\$312,593	\$67,925	\$380,518	
2009 Actual	\$232,973	\$28,348	\$261,321	
2010 Actual	\$282,587	\$65,903	\$348,490	3
2011 Actual	\$196,760	\$3,396	\$270,485	4
2012 Budget	\$73,725	-\$3,577	\$70,148	
2012 Actual	\$86,711	\$12,761	\$199,472	
2013 Budget	\$200,348	-\$12,392	\$187,956	
2013 Actual	\$192,985	-\$64,508	\$128,477	

1. Excludes \$30,757 in Fire Recovery tax levy savings
2. Includes \$372 in Fair Week for Fair Expansion tax levy
3. Includes \$130,000 in Fair Activities for New Stalling and Storage Barn used for commercial exhibits at Fair and multiple other shows.
4. Excludes \$1,815 in the Fair Park Expansion/Donation Account (6906)