

## **Fair Park Director's Report – July 24, 2014**

1. Huber (CSW) workers – Didn't have any for Fair Week & non seen in near future
2. Projects:
  - a. Kitchen – Door Installed
  - b. Two weeks installing Kitchen awning
  - c. Food Trailer – On Hold
  - d. Selling bags of Ice at Fair Park – Under Review  
20 lb. bag at Woodmans is only \$1.99

### **After Fair Projects:**

1. Find new ticketing company
2. Build New website
  - a. Graphic Designer
  - b. Software & implementation
  - c. Find correct Template that meets our needs
  - d. Hosting website
3. Revise Fair signage – People still can't find anything
4. Revise Vendor Contract
  - a. Shorten & simplify
  - b. Integrate on-line form into website
  - c. Vendors pay-in-full – reduce down payments
5. Determine if there is a need for \$100.00 down payments to prevent vendors from leaving
6. Kiwanis – Wants to build a concrete pad for their fair tent
  - a. Placement of pad – Are they always going to be in the same place?
  - b. Kiwanis would pay for pad
7. Find new limo service - Artists want a more discrete transportation service
8. Review – Reserve & party pit seating
  - a. Option 1: Block off track so people can't see concert unless they buy a ticket
  - b. Option 2: Raise prices on gate admissions at around 2:00 PM & have only festive and party pit seating
  - c. Would charge \$5.00 – 10.00 for grandstand
  - d. Tickets not include gate admission? – current policy
9. Advertising - Need to brand our Fair
  - a. Use the same logo & look on all advertising
  - b. Determine if we brand both Fair Park & Fair logos
  - c. Still keep Year of the \_\_\_\_\_, but have our branded logo on all advertising
  - d. Develop brand guidelines
10. Sponsors
  - a. Invoice for this year's fair
  - b. Send out "Thank you" letters
  - c. Revise & update surveys
  - d. Develop sponsor categories
  - e. Standard Process –misting stations

11. Review & develop opportunities to have other organizations volunteer at the fair and have “true” volunteers
  - a. 4-H & FFA exhibitors must volunteer X hours while at the fair?
  - b. Girl Scouts, Boy Scouts, clubs, associations, etc.
12. Fair Management Program
  - a. Add software package to add on-line registration
13. Fair Project Book – Redo
  - a. Make corrections
  - b. Superintendents must sign off on changes
  - c. Do we need Booklet or just go with a web version? Have another source at library, UW extension and Fair Park. – Only one source would solve a lot of problems.
14. Expand our Fair grounds
  - a. Continue to bring in acts that develop new areas of the fair grounds
  - b. Mapping system with more accurate measurements of grounds to determine what we can fit in specific spots.
  - c. No open spots on the grounds!!!

**JEFFERSON COUNTY  
EQUIPMENT BUDGET-2015**

**DEPT: Fair Park**

	Total Cost	Less Trade In	Other Funds	Levy
Description: Signage 3 - LED signs - Hwy. 26 bypass, Hwy.18, Jackson Ave. Justification: Labor time savings, increase advertising of shows, Increase show attendance & sell advertising on signs	145,000	-	-	145,000
Description: Activity Center Floor - Refinish Justification: Floor finish is no longer protecting the concrete from chemicals, salt, etc. - Harder to clean & never looks clean	20,000	-	-	20,000
Description: Land - 3 acres next to Hwy. 26 bypass - for large electronic sign Justification: Need land to place electronic LED Sign close to Hwy. 26 bypass for clear visibility	30,000	-	-	30,000
Description: MIS - Fiber Optic Cable - additional cost ? Justification: Listed on 2014 budget - carryover \$40,000	1	-	-	1
Description: Security Cameras - revised system Justification: Listed on 2014 budget - Revised	1	-	-	1
Description: Justification:	-	-	-	-
Description: Justification:	-	-	-	-
<b>Total Proposed Budget</b>	195,002	-	-	195,002

## 2015 - MIS Equipment & Software Requests

<u>Equipment</u>	<u>Qty.</u>	<u>Usage</u>	<u>New or Used</u>	<u>Specifications</u>
Laptop # 1	1	Ticket processing during fair	Used	Ability to connect to wi-fi and fast processing large volume of tickets,
Laptop # 2	1	Ticket processing during fair	Used	Ability to connect to wi-fi and fast processing large volume of tickets,
Laptop # 3	1	Ticket processing during fair	Used	Ability to connect to wi-fi and fast processing large volume of tickets,
Tethered Scanner Guns #1 - USB	1	Ticket processing during fair	New	Used with Laptops to process tickets
Tethered Scanner Guns #2 - USB	1	Ticket processing during fair	New	Used with Laptops to process tickets
Tethered Scanner Guns #3 - USB	1	Ticket processing during fair	New	Used with Laptops to process tickets
Desktop #4 -- Kiosk	1	Kids games @ fair & Marketing	Used	Easy to use, wi-fi capable, & secure
Keyboard -- Kiosk	1	Kids games @ fair & Marketing	Used	Easy to use, wi-fi capable, & secure
Mouse -- Kiosk	1	Kids games @ fair & Marketing	Used	Easy to use, wi-fi capable, & secure
Touch screen -- Kiosk	1	Kids games @ fair & Marketing	Used	Easy to use, wi-fi capable, & secure
Kiosk Software	1	Kids games @ fair & Marketing	New	Easy to use, wi-fi capable, & secure
Laptop #5	1	Leslie	New	Leslie's Desk
Docking Station	1	Leslie	New	Leslie's Desk
Desktop #6 - Internal TV	1	Run internal message board	Used	Ability to run larger PowerPoint files
Flat screen - approx. 32"	1	Run internal message board	Used	Ability to run larger PowerPoint files

Jefferson County  
Fair Park Totals

Date Ran 7/21/2014  
Period June  
Year 2014  
50.00%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(110,774.58)	(505,300.00)	(394,525.42)	21.92%
	Expenditures	400,467.77	703,032.00	302,564.23	56.96%
	Other Sources	-	-	-	0.00%
<b>Total</b>		289,693.19	197,732.00	(91,961.19)	146.51%
6902 Fair Week	Revenue	(99,068.45)	(648,800.00)	(549,731.55)	15.27%
	Expenditures	39,406.38	648,800.00	609,393.62	6.07%
	Other Sources	-	-	-	0.00%
<b>Total</b>		(59,662.07)	-	59,662.07	0.00%
Total All Business Units	Revenue	(209,843.03)	(1,154,100.00)	(944,256.97)	18.18%
	Expenditures	439,874.15	1,351,832.00	911,957.85	32.54%
	Other Source	-	-	-	0
<b>Grand Total Fair Park</b>		230,031.12	197,732.00	(32,299.12)	116.33%