

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

## 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>                 |               | <b>289,693.19</b>  | <b>197,732.00</b> | <b>(91,961.19)</b> | <b>146.51%</b>       |
| 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>                 |               | <b>(59,662.07)</b> | <b>-</b>          | <b>59,662.07</b>   | <b>0.00%</b>         |
| 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> |               | <b>230,031.12</b>  | <b>197,732.00</b> | <b>(32,299.12)</b> | <b>116.33%</b>       |