



Fair

Mission Statement

The purpose of the Jackson County Fair is to provide an educational, entertaining event for people of all ages, nationalities and beliefs within a clean and beautiful setting.

Activities

Fair staff the Premium Book; negotiate all contracts with entertainment, merchants, vendors and lessees; sell grandstand tickets and sponsorships; and conduct all business related to the production, promotion and maintenance of the fair and the fairgrounds. Their goal is to maintain high visibility at state and national levels for the Jackson County Fair and to remain self-sustaining.

Strategic Plan Impact

- ✓ **Recreational & Cultural Opportunities**

The Fair provides the largest county cultural gathering of any single week of the year.

- ✓ **Economic Development**

The activities of the County Fair and the Fairgrounds encourage economic development via special events, entertainment, and tourism.

Accomplishments

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- ✓ Participation in the Jackson County Fair was very good in 2019. Attendance totaled 180,000 .
- ✓ 2019 brought many changes to the infrastructure and allowed the fair to relocate the carnival midway and our food vendors to a new location.
- ✓ With the support of a grant from the Department of Agriculture a permanent ADA Ramp was erected at the south end of the Grandstand.
- ✓ Year-round programming continues to improve and be a focus for the Fair Board to bring new and interesting exhibits to the fair.

Budget Adjustments

The Fair continues to utilize volunteer staff to achieve success and profitability. Supervision of the Fairgrounds was moved to the Parks Director.



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Strategic Outcomes						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	50%		
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	41%	*	42%		

Other Key Indicators						
Indicator	2012 Actual	2013 Actual	2014 Actual	2015 Target	2016 Target	2017 Target
Attendees	158,000	224,000	224,000	230,000	230,000	230,000