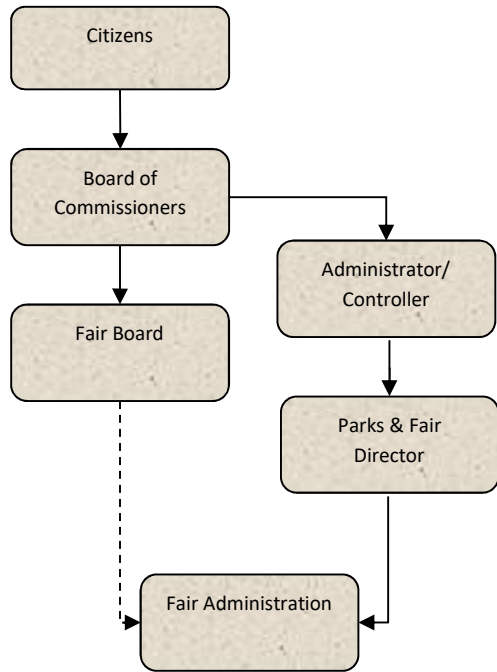


Fair



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.

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.



Fair

Activities

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

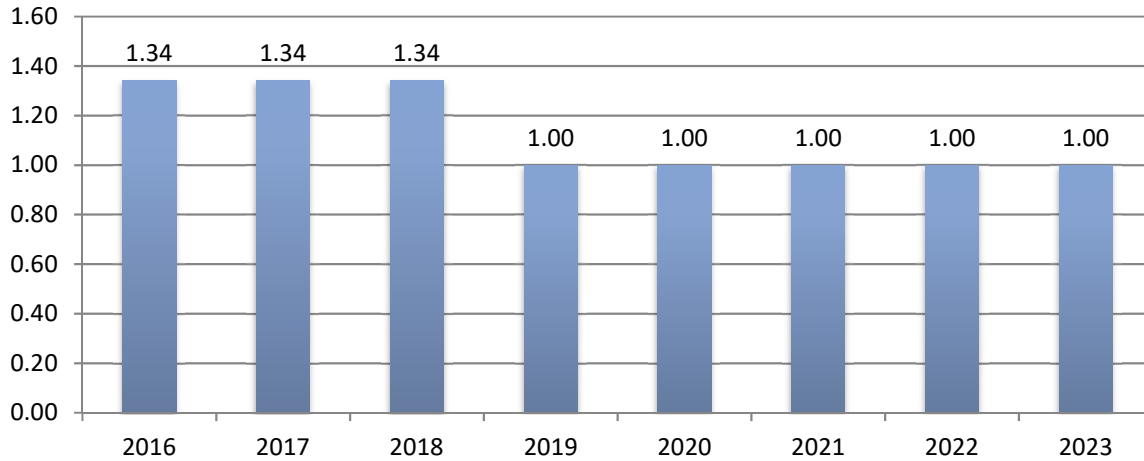
- ✓ After having to cancel the 2020 County Fair, participation in the Jackson County Fair was very strong in 2021. Attendance totaled 219,000, a 31% increase from 2019.
- ✓ With the support of a grant from the Department of Agriculture, Concrete upgrades were made to the animal wash station area, improving drainage.
- ✓ The midway area of Keeley Park was paved with asphalt to improve accessibility and the overall experience of the fair
- ✓ Concert facilities were upgraded with millings added to the track area, and the fence expanded to accommodate larger shows.

Budget Adjustments

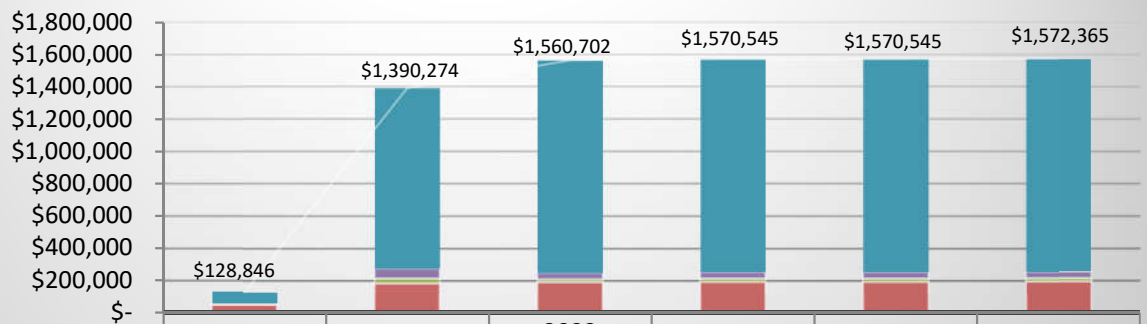
The Fair continues to utilize volunteer staff to achieve success and profitability. Supervision of the Fairgrounds was moved to the Parks Director.

Fair

Fair FTE History



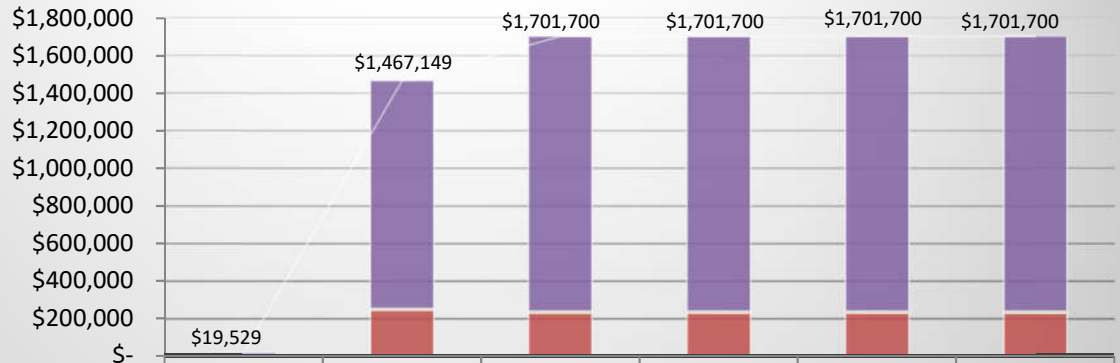
Fair Expenditures



	2020 ACTUAL	2021 ACTUAL	2022 AMENDED BUDGET	2023 DEPT REQUESTED	2023 BUDGET	Draft 2024 BUDGET
TRANSFERS OUT	\$-	\$-	\$-	\$-	\$-	\$-
OTHER EXPENSES	\$73,734	\$1,113,127	\$1,310,600	\$1,315,000	\$1,315,000	\$1,315,000
CONTRACT SERVICES	\$250	\$60,978	\$38,700	\$38,700	\$38,700	\$38,700
SUPPLIES & MATERIALS	\$2,785	\$31,448	\$18,900	\$22,600	\$22,600	\$22,500
PERSONNEL SERVICES	\$52,077	\$184,721	\$192,502	\$194,245	\$194,245	\$196,165
TOTAL PROGRAM COSTS	\$128,846	\$1,390,274	\$1,560,702	\$1,570,545	\$1,570,545	\$1,572,365

Fair

Fair Revenues



	2020 ACTUAL	2021 ACTUAL	2022 AMENDED BUDGET	2023 DEPT REQUESTED	2023 BUDGET	Draft 2024 BUDGET
TRANSFERS IN	\$-	\$-	\$-	\$-	\$-	\$-
OTHER	\$19,529	\$1,212,861	\$1,460,400	\$1,460,400	\$1,460,400	\$1,460,400
INTEREST & RENTALS	\$-	\$8,080	\$10,300	\$10,300	\$10,300	\$10,300
CHARGES/FEES	\$-	\$246,208	\$231,000	\$231,000	\$231,000	\$231,000
TOTAL PROGRAM REVENUES	\$19,529	\$1,467,149	\$1,701,700	\$1,701,700	\$1,701,700	\$1,701,700

Strategic Outcomes

Indicator	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Target	2024 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	52%	n/a	n/a	55%	60%	65%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	45%	n/a	n/a	40%	45%	50%

Other Key Indicators

Indicator	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Target	2024 Target
Attendees	175,000	cancelled	209,000	153,000	200,000	200,000