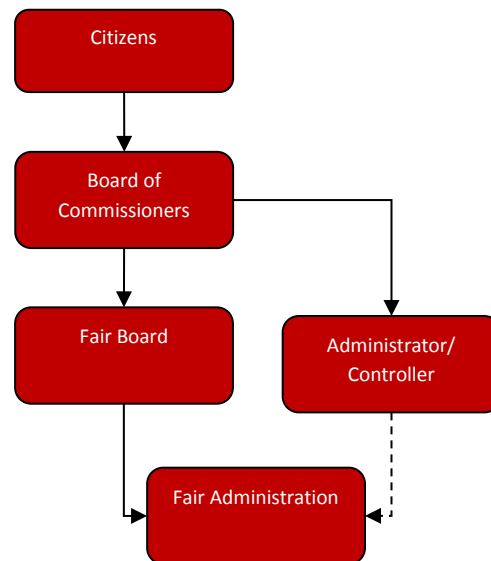


# Fair

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## Mission Statement

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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

## Programs

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## Activities

Generate off-season rentals at the Fair Events Center, grounds and Blackstone Activities Building. 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.

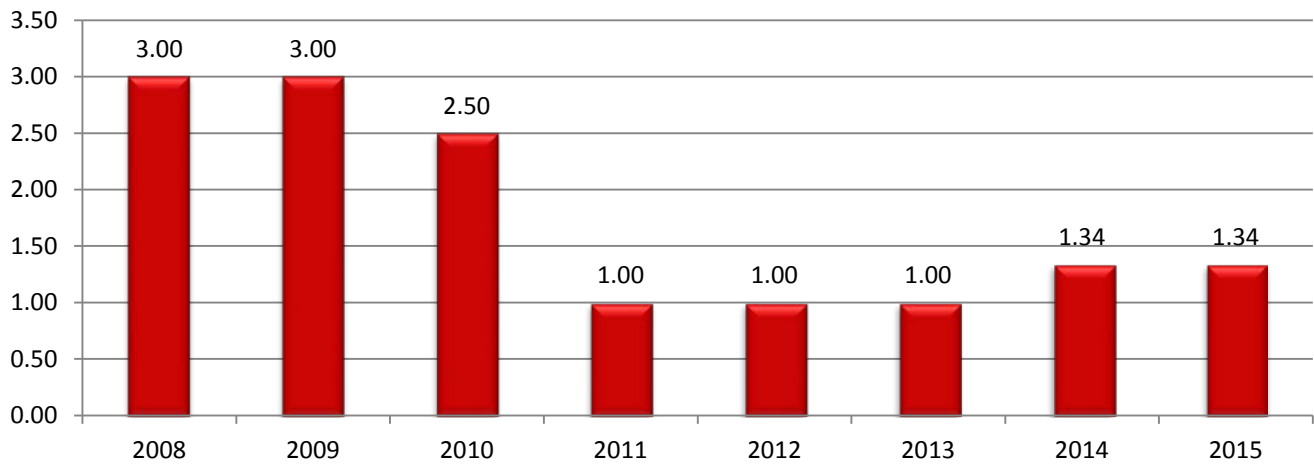
## Accomplishments

- ✓ Participation in the Jackson County Fair was very strong in 2013. The fair saw participation in 4H increase as well as attendance 6 out of 7 days of great weather.
- ✓ In-kind project improvements at the fairgrounds included clay track installation (local excavators) and a horse ring judging platform (Jackson Rotary). Various barns were painted (Consumers Energy). An addition was put on the Birthing Barn with the support of (AT&T and Anderson Grain & Ethenol)
- ✓ Tractor Pulls made a return to the County Fair after a 20 year hiatus.
- ✓ Structural improvements were completed on the northern end of the grandstand.
- ✓ Fourth annual Southern Michigan Beerfest was a successful event.
- ✓ Year-round programming continues to improve and be a focus for the Fair Board.

## Budget Adjustments

The Fair continues to utilize volunteer staff to achieve success and profitability. Supervision of the Fairgrounds was moved to the Parks Director. The additional .34 FTE reflects the time of the Parks Director devoted to the Fair Program.

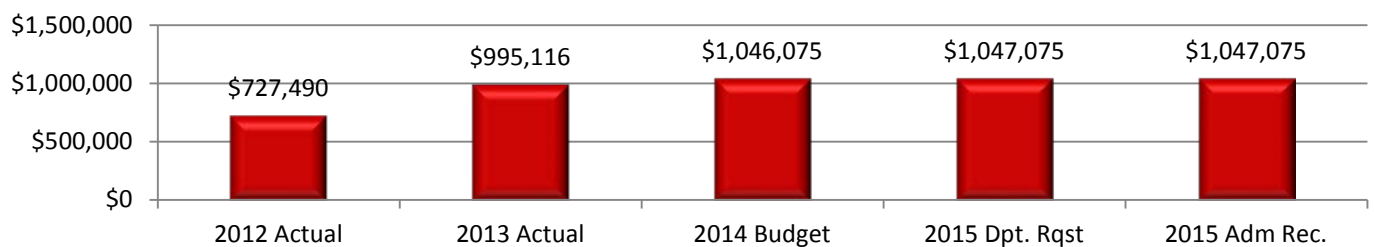
### Fair FTE History



### Expenditure History

	2012 <u>ACTUAL</u>	2013 <u>ACTUAL</u>	2014 <u>BUDGET</u>	2015 DEPT <u>REQUESTED</u>	2015 <u>BUDGET</u>
PERSONNEL SERVICES	181,570	186,124	236,857	247,382	247,382
SUPPLIES & MATERIALS	38,032	27,846	40,850	48,850	48,850
CONTRACT SERVICES	33,498	38,032	61,500	61,500	61,500
OTHER EXPENSES	474,340	743,114	620,473	637,500	637,500
TRANSFER OUT	50	-	86,395	51,843	51,843
<b>TOTAL PROGRAM COST</b>	\$727,490	\$995,116	\$1,046,075	\$1,047,075	\$1,047,075

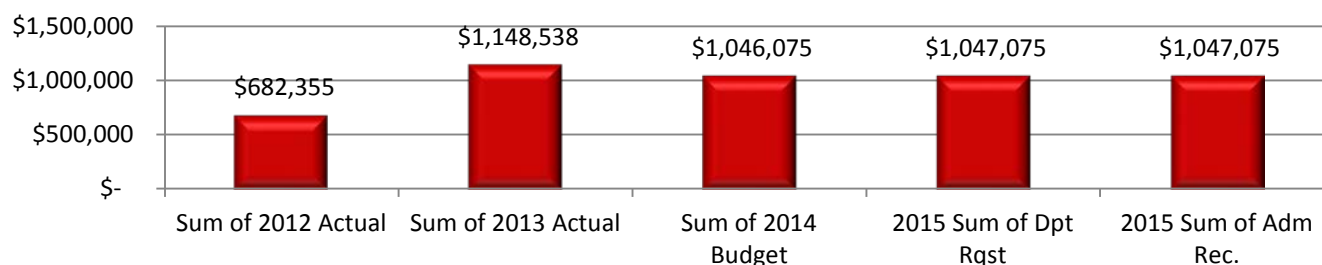
### FAIR ADMINISTRATION EXPENDITURES



## Revenue History

	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 DEPT REQUESTED	2015 BUDGET
INTEREST/RENTS	101,945	98,893	89,500	89,500	89,500
CHARGES/FEES	188,058	229,467	241,000	241,000	241,000
INTERGOVERNMENTAL		-	-	-	
OTHER	392,352	821,406	715,575	716,575	716,575
Liceses/Permits		-1,228			
<b>TOTAL PROGRAM COST</b>	\$682,355	\$1,148,538	\$1,046,075	\$1,047,075	\$1,047,075

## FAIR ADMINISTRATION REVENUE



## Strategic Outcomes

Indicator	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Target	2015 Target
Percent of respondents rating the recreational opportunities in Jackson County excellent or good.	*	48%	*	48%	*	50%
Percent of respondents rating opportunities to attend cultural activities in Jackson County excellent or good.	*	37%	*	41%	*	42%

## Other Key Indicators

Indicator	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Target	2015 Target
Attendees	165,000	193,000	158,000	224,000		



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