



Wisconsin Counties Association  
**ANNUAL CONFERENCE**  
*& Exhibit Hall* **2023**

**10:30 – 11:30 AM**

**What is Needed for a Successful County Fair**

Speakers: Amy Olson, Fairgrounds & Operations Director, Grant County Fair;

Jayme Buttke, Executive Director, WI Association of Fairs;

Mary Check, Fair Manager, Rock County 4-H Fair, and President, WI Association of Fairs

Moderator: Lisa Freiberg, County Clerk, Fond Du Lac County

# What is Needed for a Successful County Fair

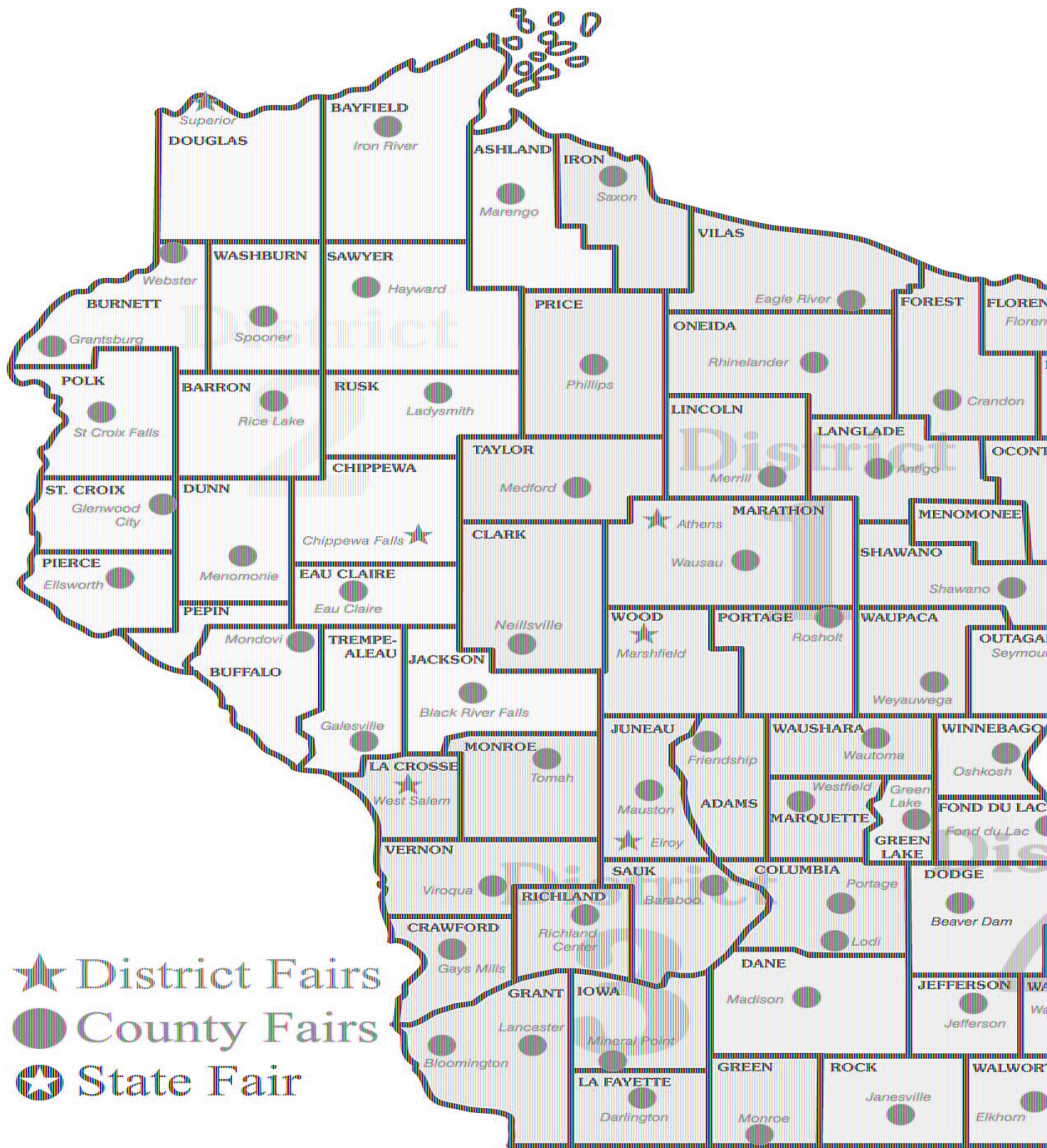
Jayne Buttke, CFE, IFMG, Executive Director of the Wisconsin Association of Fairs (WAF)

Mary Check, IFMG, Manager of the Rock County Fair, Wisconsin, and President of the WAF

Amy Olson, CFE, Director of the Grant County Fair, Wisconsin, and Vice-President of WAF



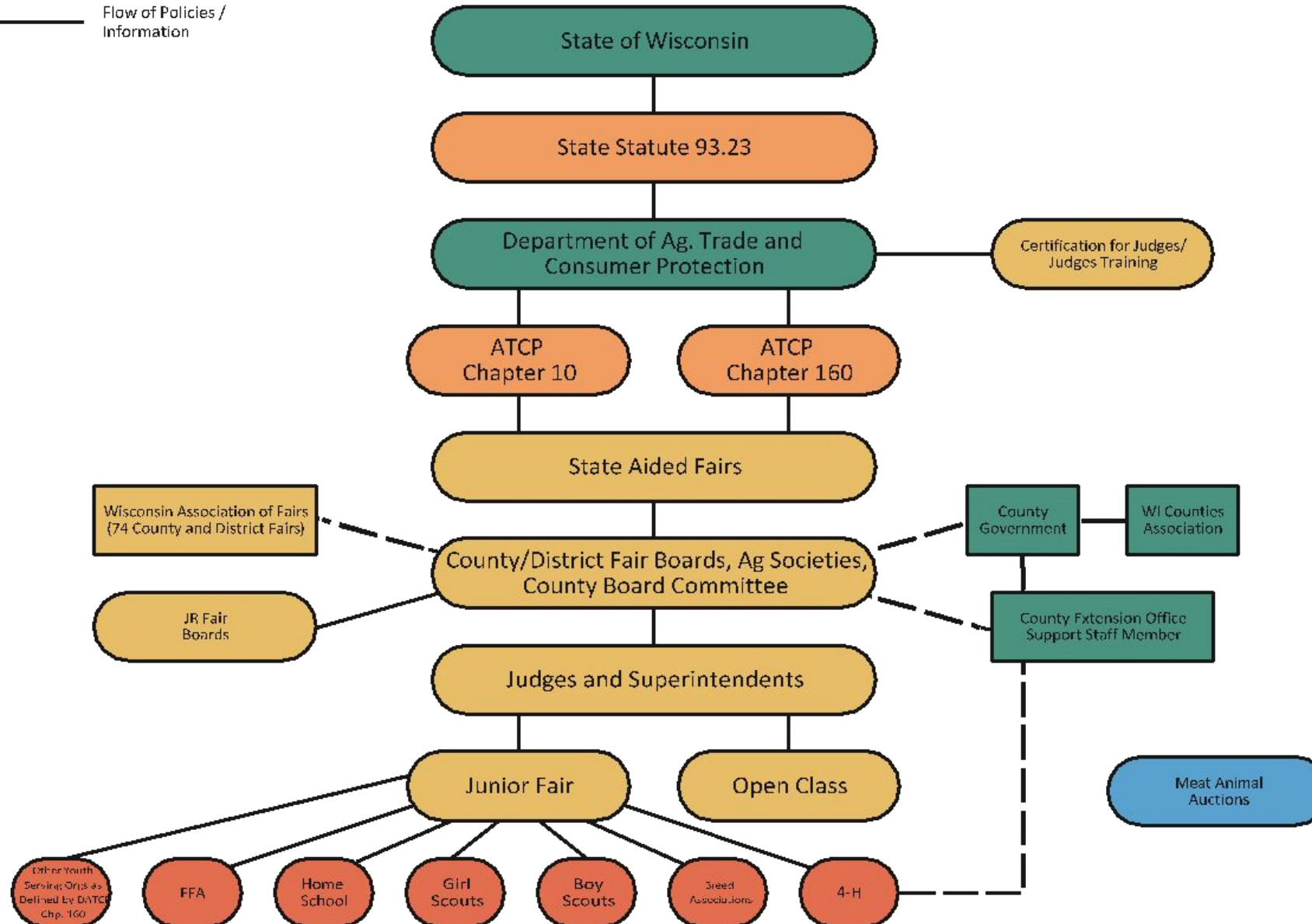
# Wisconsin has 74 Fairs

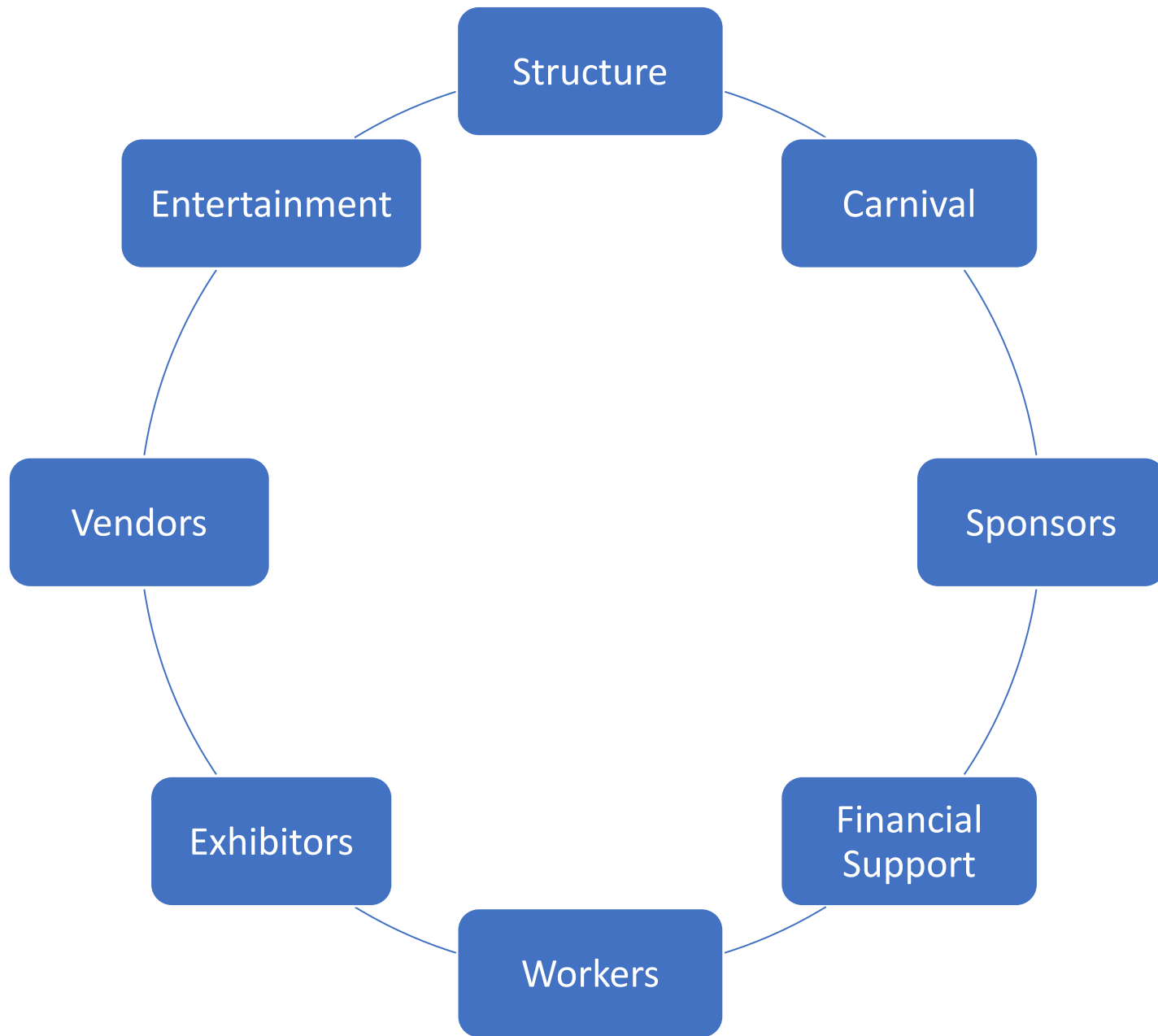


# Wisconsin State Aided Fairs Structure (with Partner Organizations)

--- Advisory

— Flow of Policies /  
Information





What  
makes us  
successful



## Rock County Fair

- Board Structure
  - Elected (13 members)
  - 4 Officers/9 Directors
- Budget
- Grants
- How COVID effected us



## Grant County Fair

- Board Structure
  - County Board Supervisors (6 members)
  - County Board Chair
- Budget
- Grants
- How COVID effected us

Comparing board and budget



## Rock County Fair



## Grant County Fair



Comparing ground ownership

## **Rock County Fair**

- Carnival
- Entertainment
- Vendors
- Sponsors
- Patrons
- Fair Association/Ag Society
- County

## ***Grant County Fair***

- Carnival
- Entertainment
- Vendors
- Sponsors
- Patrons
- County



Financial Support for fairs to operate



# Comparing fair workers

## Rock County Fair

- Employees
  - 1 Full-time Fair Assoc. Employee
  - 60 Seasonal Employees

### Volunteers

75 Superintendents

Organizations

4-H Leaders/FFA Advisors

## Grant County Fair

- Employees
  - 5 Full-time County Employees
  - 11 LTE County Employees

### • Volunteers

□ 142 Superintendents

□ Organizations

□ 4-H Leaders/FFA Advisors

## Rock County Fair

- 4-H, FFA, Schools
  - ☐ Entry Fees/Exhibitor Fees
  - ☐ Enrolled in 4-H. FFA by March 1
- Just starting to add Adult Projects



PhotoScan by Google Photos

## Grant County Fair

- Youth, Adults, and Seniors
  - ☐ Entry Fees/Exhibitor Fees
  - ☐ Youth enrolled in projects by April 1
- Grant County Organization
  - ☐ Must show evidence of education
- Accept exhibits if shown at other fairs

# Who exhibits at our fair

# Relationship with UW-Extension

## Rock County Fair

- 4-H Program Educator Involvement
  - Invited to Fair Board Meetings
  - 4-H Leader attend meetings

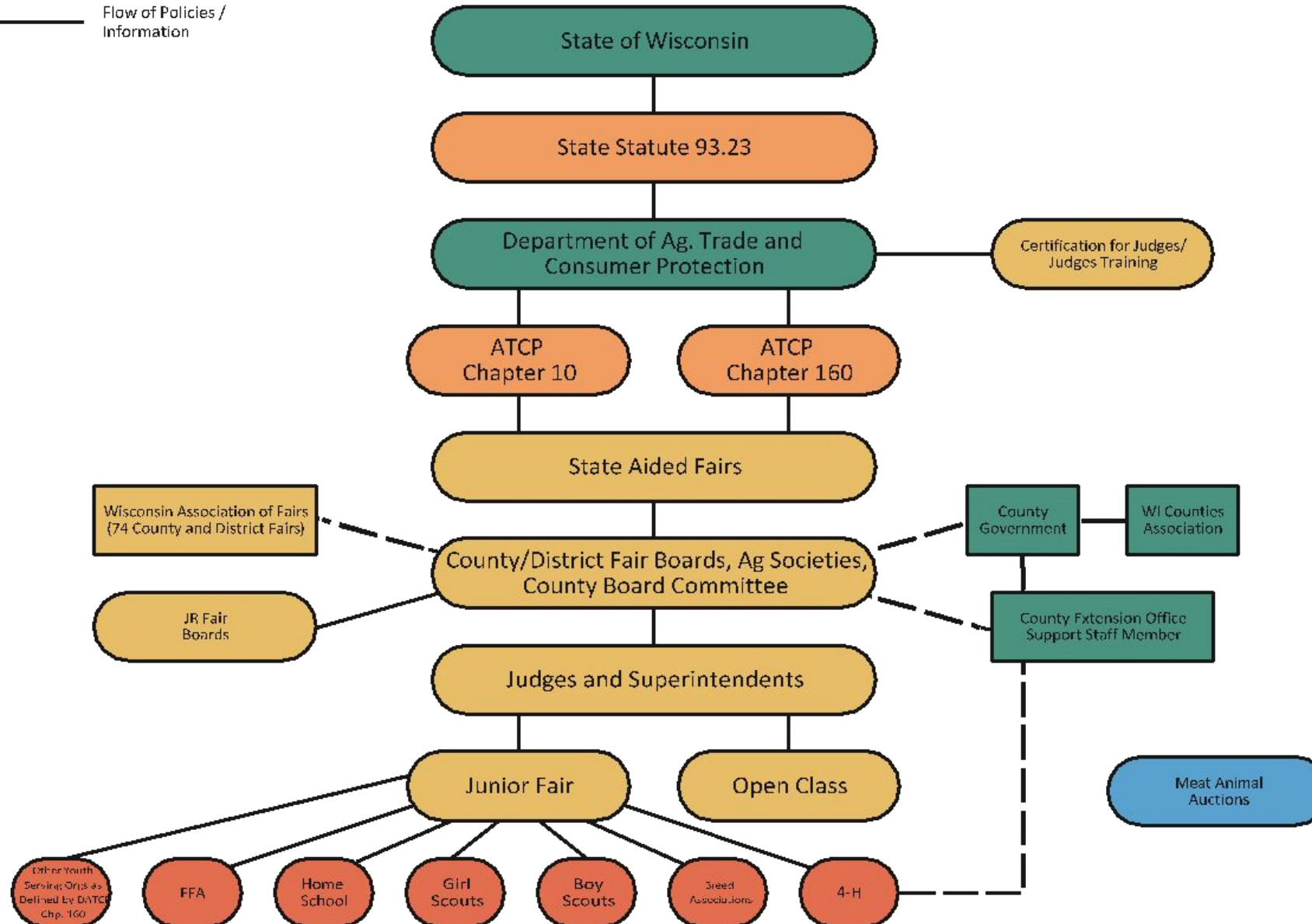
## Grant County Fair

- Educational Booth
- Monthly Meetings
- UW-Extension Educator's Involvement
  - Livestock Educator
  - 4-H Program Educator

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*Celebrating the First Century*

*Wisconsin*

**100**

*1923*

*2023*

*Association of Fairs*

*Cultivating the Next Century*

# QUESTIONS



Wisconsin Association of Fairs  
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