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

Jayme 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)
What makes us successful

- Structure
- Carnival
- Financial Support
- Sponsors
- Exhibitors
- Vendors
- Workers
- Entertainment
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
Comparing ground ownership

Rock County Fair

Grant County Fair
Financial Support for fairs to operate

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

Grant County Fair
- Carnival
- Entertainment
- Vendors
- Sponsors
- Patrons
- County
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

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
Celebrating the First Century
Wisconsin
Association of Fairs
1923-2023
Cultivating the Next Century
QUESTIONS

Wisconsin Association of Fairs
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