



2022



ANNUAL REPORT



North Idaho STATE FAIR

Attendance & Weather

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Friday, Aug. 19

Higher Education Day

Sponsored by North Idaho
College

High: 93

Low: 68

Saturday, Aug. 20

State Fair Saturday

Sponsored by PIFCU

High: 93

Low: 65

Sunday, Aug. 21

Lead a Hand, Give A Can

Benefiting Post Falls
Food Bank

High: 94

Low: 61

Monday, Aug. 22

Mental Health Monday

Benefiting Suicide Prevention
Action Network of North
Idaho

High: 87

Low: 55

Tuesday, Aug. 23

Senior Day

Sponsored by Pepsi

High: 91

Low: 54



fair board

Jerry Johnson, Chair

Elise Burton, Vice Chair

Joe Doellefeld

David Fair

Kevin Kirking

Linda Rider

Tim Vulles

Elizabeth Brewer, Alternate

Mike Mclean, Alternate

Christina Petit, Alternate

Sharon Nelson, Alternate

fairgrounds staff

Alexcia Jordan : General Manager

Shanda Masterson : Assistant General Manager

Laura Borrows : Events Coordinator

Alan Dysktra : Facilities Manager

Greg Bennett : Asst. Facility Operations Manager

Todd Feusier : Grounds Electrician

Michaela Woempner : Agricultural Program Coordinator

Emma Tanner : Administrative Assistant

Adam Vinson : Event & Facility Assistant

Olivia Asburry : Office Manager

Amy Ballance : Volunteer Coordinator

gem state stampede COMMITTEE

Dave Paul, Chair : Wade Soderbeck

Mark Huffman : Darrel Stevens

Darin Nagle : Greg Stevens

Dr. Bob Peters : Travis Turner

Denise Rosen : Katherine Merke

manager's report letter



As we close another year at the North Idaho State Fairgrounds, it's with immense pride and gratitude that I reflect on our accomplishments and the hurdles we've overcome. The year 2022 was nothing short of exceptional, setting new benchmarks and continuing our tradition of excellence and community service.

Record-Breaking Attendance & Engagements

We witnessed a remarkable attendance of 168,567 at the fair, surpassing all previous records and showcasing the unwavering support of our community and visitors. Our diverse array of events, including the Gem State Stampede, educational programs, and the RV park improvements, have not only entertained but also enriched our community. Special acknowledgments to our fair board, staff, and the Gem State Stampede Committee for their dedication and hard work.

Community Impact and Initiatives

Our commitment to giving back has been stronger than ever, with over \$260,000 in earnings and savings directed to local nonprofits. Our support for the 4-H Program, farm-to-table educational initiatives, and cancer care support highlight our deep connection to our community's welfare. The RV Park's enhancements, funded through grants and community support, totaling over \$1.8 million since 2017, demonstrate our dedication to improving our facilities for all users.

Financial Growth and Sustainability

With an operating revenue of \$3,815,806.86 and a net income of \$375,446.43, we have not only sustained our operations but also invested back into the fairgrounds. These results are a testament to the robustness of our events, attractions, and the trust our community places in us. The remarkable increase in non-fair event attendance, totaling an estimated 363,750, underscores the fairgrounds' role as a year-round destination for education, entertainment, and community gatherings.

Looking Forward

Our journey does not pause here. The plans for further capital improvements and educational initiatives are already underway, aiming to enhance our facilities and programs. We remain committed to our mission of providing a safe, entertaining, and educational environment for all ages, fostering community spirit and promoting agricultural heritage.

I extend my deepest appreciation to our team, partners, volunteers, and the entire community for your continued support and contribution to our success. Together, we look forward to another year of growth, service, and shared achievements.

Alexcia Jordan, CFE
General Manager

North Idaho STATE FAIR

Attendance & Weather

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Wednesday, Aug. 24

Ag Awareness Day

Sponsored by Kootenai/
Shoshone Farm Bureau

High: 90

Low: 67

Thursday, Aug. 25

First Responders Day

Sponsored by First
Interstate Bank

High: 86

Low: 59

Friday, Aug. 26

Paint the Fair Pink

Sponsored by
Knudtsen Chevrolet

High: 89

Low: 56

Saturday, Aug. 27

First Responders Day

Sponsored by
Project Filer

High: 75

Low: 61

Sunday, Aug. 28

Family Day

Sponsored by Super 1 Foods

High: 76

Low: 48

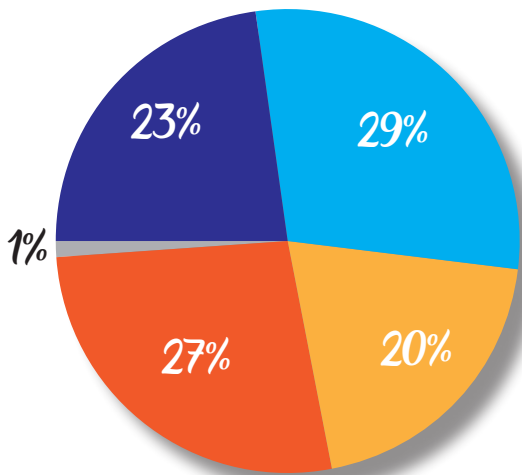
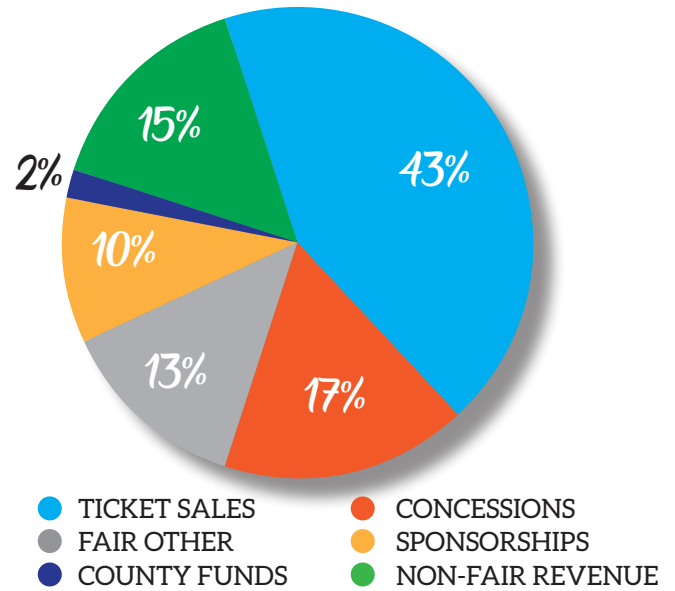
2022 Total Attendance:

168,567

fairgrounds financial report

2022 OPERATING REVENUES

Ticket Sales	\$1,647,978.80
Concessions	\$640,189.60
Fair Other	\$480,404.39
Sponsorships	\$366,740.49
County Funds	\$97,500.00
Non-Fair Revenue	\$583,293.07
Total	\$3,816,106.35



2022 OPERATING EXPENSES

Administration	\$1,014,698.59
Facilities/Maintenance	\$677,021.45
Attractions/Entertainment	\$929,194.35
Premiums	\$31,412.49
Payroll/Benefits	\$798,111.55
Total	\$3,450,438.43

- ADMINISTRATION
- FACILITIES/MAINTENANCE
- PREMIUMS
- ATTRACTIONS/ENTERTAINMENT
- PAYROLL/BENEFITS

NET PROFIT TO DATE: \$365,667.92*

NORTH IDAHO STATE FAIR 3-YEAR GROWTH

2022	2021	2020	
Income	\$ 2,434,320.39	Income	\$ 195,453.00
Expenses	\$ 1,491,443.11	Expenses	\$ 216,261.82 \$
Profit/Loss	\$ 942,877.28	Profit/Loss	(20,808.82)
Attendance	154,726	Attendance	Fair canceled

*Each year the North Idaho State Fair engages with an independent auditing firm to prepare an official compilation of the financial position of the North Idaho fair.

Please note this is a preliminary summary for 2022 prior to audit.

building rentals & non-fair events

estimated **363,750**

People who attended the fairgrounds for non-fair events including:

Dog Shows

Horse Shows

4-H

Banquets

Fundraisers

Comicon

3C's Craft Fair

Farm to Table Field Trip Days

Home & Garden Show

Arenacross

Kootenai Classic

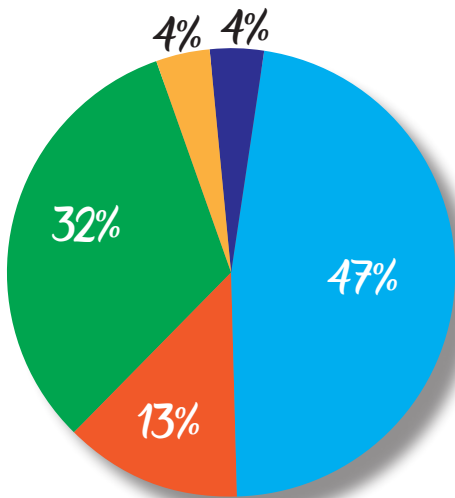
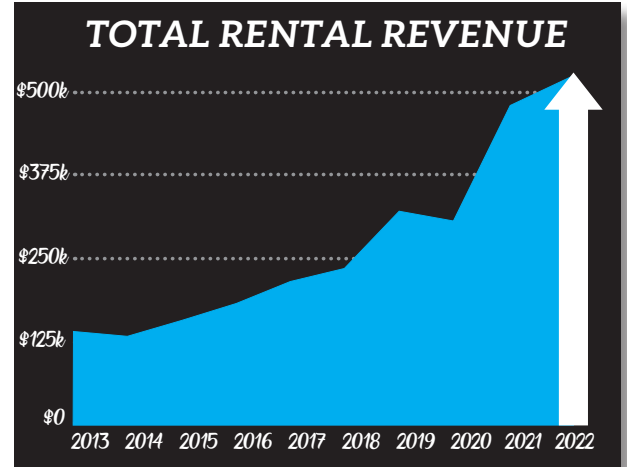
Livestock Show

Weddings

Rebel Junk

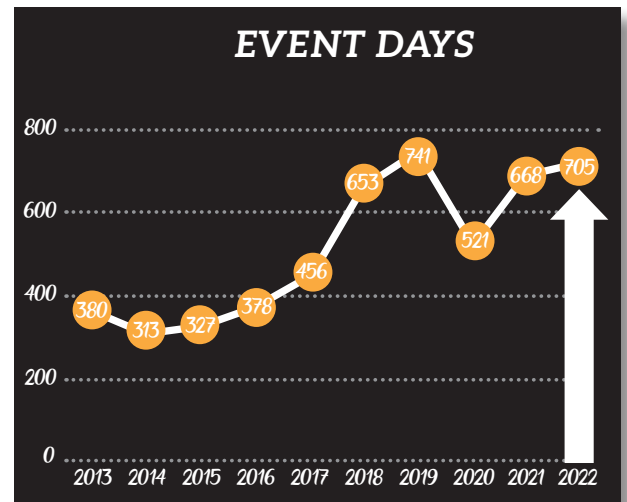
Company Holiday Parties

& many other trade shows & special events



INTERIM EVENT REVENUE BREAKDOWN

- BUILDING RENTALS
- RV FEES
- FURNITURE RENTALS
- UTILITY FEES
- EVENT RV/STALLS



estimated **\$42,000**

donated rentals for County & City Law Enforcement for training and 4-H program support

KOOTENAI COUNTY RV PARK GRANT FUNDING CONTINUES

2022 marked the fourth full year of our RV Park being fully operational and the addition of 14 new spaces. Funding for this project has been received through the Idaho State Parks & Recreation RV Grant and matching funds have been provided by the Fair Board and Fair Foundation.

To date \$1,890,151 has been invested into the development of the RV Park through these sources.

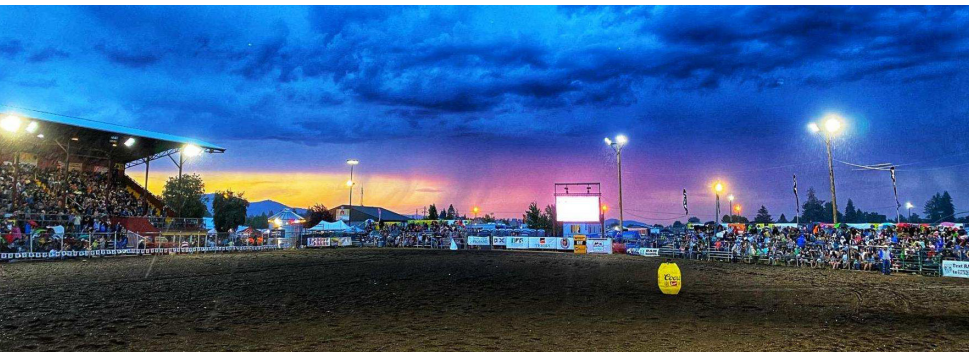


2022 fair highlights

PRESENTED BY FINDLAY POST FALLS & IDAHO CENTRAL CREDIT UNION

grandstand events

- AUG. 19 • BIG AIR AT THE FAIR
- AUG. 20 • MONSTER TRUCKS - SOLD OUT
- AUG. 21 • MONSTER TRUCKS - SOLD OUT
- AUG. 22 • JORDAN DAVIS CONCERT - SOLD OUT
- AUG. 23 • SKILLET CONCERT
- AUG. 24 • ALL AMERICAN REJECTS CONCERT
- AUG. 25 • PRCA XTREME BULLS - SOLD OUT
- AUG. 26 • PRCA RODEO - SOLD OUT
- AUG. 27 • PRCA RODEO - SOLD OUT
- AUG. 28 • PRCA RODEO & DEMO DERBY - BOTH SOLD OUT



snapshot

REVENUES	•	\$2,934,684
ATTENDANCE	•	186,567
BIGGEST DAY	•	2 nd SATURDAY
COMMERCIAL VENDORS	•	171
CONCESSIONAIRES	•	39
OPEN CLASS EXHIBITS	•	4,549
4-H ANIMALS SOLD	•	328
4-H MARKET ANIMAL SALE	•	\$1 MILLION
RAISED FOR AREA NONPROFITS	•	\$244,000

FREE ENTERTAINMENT

- LUMBERJACK SHOW
- TYZEN COMEDY HYPNOTIST
- ADAM THE GREAT MAGICIAN
- PETTING ZOO
- COPPER COWBOY
- SIR MIME-A-LOT
- MARCUS, FUNNY MAN
- WHO DOES TRICKS
- DOO-WAH RIDERS
- BRADY GOSS PIANO
- ROBO CARS
- MIKE WALKER IMPRESSIONIST
- ROBERTO THE
- MAGNIFICENT STILTS
- MUSIC ON THE MIDWAY
- UNCLE CURLYZ KIDS ZONE
- FARM PARK
- VINTAGE AG EQUIPMENT
- 4-H & FFA EXHIBITS
- AND SHOWS
- IFG STEAM ENGINE SAW MILL
- SELFIE MUSEUM
- ALL ABOARD! TRAIN

\$219,653

IN FREE ENTERTAINMENT

2022 fun facts

First year with FFA participating!

483

2022 4-H & FFA exhibitors

1,238

4-H projects exhibited

649

open class exhibitors



OVER \$30,000

AWARDED in cash premiums and awards to residents of North Idaho who compete in our Exhibit Programs.

5,233

TOTAL EXHIBITS

600+

volunteers helped at the fair

\$1 MILLION+ SOLD

at Livestock Sale

9%

increase in FOOD & BEVERAGE SALES from 2021

9%

increase in ADMISSION from 2021

OVER \$219,000

in FREE grounds entertainment with 76 various acts performing

328

animals sold

MORE THAN \$244k

earned by area non-profits at the fairgrounds in 2022

61

antique tractors & engines displayed

Introduced self-serve kiosks at all entry gates

22,000

people walked through the petting zoo

1,176

HOURS

security guard time logged with an avg. of 8.5 miles walked

8 of 11

arena shows SOLD OUT!

10%

increase in CARNIVAL from 2021

2.5+ HOURS

average visit time

Gem State Stampede was televised *Live!*



special awards

OUTSTANDING PERSON OF THE YEAR	•	JOE DOBSON
OUTSTANDING BUSINESS OF THE YEAR	•	TERRA UNDERGROUND
OUTSTANDING VOLUNTEER GROUP OF THE YEAR	•	COEUR D'ALENE CHORUS SWEET ADELINES
CLYDE BOATRIGHT AWARD	•	KARLEEN MEYER

2022 COMPETITIVE EXHIBIT WINNERS

Premier Exhibitor - *Yvonne Powers*

Premier Youth Exhibitor - *Zoey Bradway*

Best Cook - *Sara Bennett*

GREEN THUMB GARDENER AWARDS

Fruit, Nuts & Herbs - *Yvonne Powers*

Vegetables & Field Crops - *Carolyn Sampert*

Flowers - *Jean Andrews*



CONCESSIONAIRES AWARDS

Fairest of them All - Sweet Treat - *Mountain Berry Bowl* - *CDA Berry Bowl*

Fairest of them All - Savory - *Philly Express* - *Chicken Bacon Cheddar Philly*

Most Creative Item - *That Burger Place* - *The Shack Dog*

Best Fair Food on a Stick - *Tin Lizzy's* - *Red Velvet Donut*

Making improvements everyday!

Big year for capital and deferred maintenance over \$320,000 plus just over \$470,000 in grant funds invested into the RV Park in 2022!

- New Rock Rake
- Replaced Reader Board
- Livestock Pens
- New Stage (new to us)
- New Forklift
- Sand and Dirt for Arena Benches
- Infrastructure improvements
- Chill Zone Phase 1 complete
- 14 Additional Full Service RV Park Spaces
- Painted the Grandstands
- Rebranded the Clubhouse
- Enhanced the Grandstands



2022 NORTH IDAHO STATE FAIR RECEIVES INTERNATIONAL RECOGNITION

Each year the North Idaho State Fair submits entries to compete against not only the Nations Fair but also International Fairs and be judged by those in the Fair Industry. This year we are very proud to say we earned 23 awards in the areas of Agriculture, Communications, Competitive Exhibits, Non-Fair Facilities and Sponsorship Innovation, one being Overall Judges' Choice. This is the hard work for the Fair Board, Staff and many Volunteers who make this great fair such a huge success!

NON-FAIR FACILITY USAGE

- 1st - Successful Non-Fair Event Produced by Facility Staff
- 1st - Best 1st Year Event NOT Produced by Staff
- 1st - Video Used to Promote Your Facility
- 1st - Printed Promotional Material Specific to Facility Rentals
- 1st - Facility Partnerships - Terra Underground
- 2nd - Capital Improvement Plan and Execution

AGRICULTURAL AWARDS

- 1st - Program/Exhibit Designed to Educate Consumers/Fair going public Food Story
- 1st - Agriculture Equine Photo
- 1st - Agricultural Rodeo Photo
- 2nd - Any other agriculture program/exhibits
- 3rd - Technique/Policy developed by Fair Management to correct an issue or challenge related to agricultural issue

COMPETITIVE EXHIBITS

- 1st - Display Method and/or Prop
- 1st - Strategy to engage competitive exhibits participants
- 1st - Additional Competitive Exhibit Measures Taken Non-Traditional
- 2nd - Use of Theme Throughout Multiple Divisions of Exhibits
- 3rd - Special Contest

HALL OF HONOR COMMUNICATIONS CONTESTS

- Best Overall Marketing Campaign Division 2
- 1st - Souvenirs and Commemorative Items
- 3rd - Out-of-the-Box Marketing

WOMEN'S PROFESSIONAL RODEO ASSOCIATION AWARDS

- 1st - Best Ground Columbia River Circuit

ROCKY MOUNTAIN ASSOCIATION OF FAIRS AWARDS

- 1st - Fair Theme Logo
- 1st - Premium Book
- 1st - Non-Fair Rental Guide

#NISFaircares

GIVING BACK TO OUR COMMUNITY

Did you know, over \$260,000 in earning and/or savings went to area non-profits from hosting events at the fairgrounds. \$224,086 of that was earned during the 2021 North Idaho State Fair through food booths and services.

4-H PROGRAM SUPPORT

In 2022, 98 local businesses and individuals provided \$1,012,636 that went back to more than 300 local 4-H members who participated in market animal projects, many of which buy their feed and supplies locally. Of the 364 animals sold, over \$30,000 was donated to area non-profits and food banks for meat.

FARM TO TABLE DAY

Annually, nearly 1800 Kootenai County 5th grade students participate in a hands-on agriculture education field trip at the Fairgrounds, where they learn just how their food gets from the farm to their tables.

GEM STATE STAMPEDE RODEO COMMITTEE

Each year, the GSS Rodeo Committee volunteers time to run a rough stock rodeo clinic to help train upcoming contestants and continue the sports growth here in the Northwest.

RV PARK

Did you know through the resourceful efforts of the Fair Board and Staff, over \$1.8 million in capital improvements have occurred on the facility since 2017. Funds solely provided by grant funding and community support!

CONTINUING EDUCATION

Through the continuous efforts of the North Idaho Fair Foundation \$115,000 in scholarships have been awarded to outstanding youth in North Idaho!

CANCER CARE SUPPORT

Since the inception of Chicks N Chaps here at the North Idaho State Fair over \$300,000 has been raised. Over \$140,000 of that has been donated to Kootenai Health Foundation for their Cancer Support Fund to help local families. In 2022 the North Idaho Fair and Rodeo Foundation gave \$42k to Kootenai Health's Cancer Support Fund.

