

The Fall Festival was held on October 20th -22nd, 2022, and this was a first time event for our Fairgrounds. Compass Child Care, one of our building sponsors, wanted to help with the event. The staff's knowledge of what kids love contributed to the success of the event. With the entrance fee to the event, the patrons got a free pumpkin while supplies lasted, free hayrides, free face painting, free balloon animals, and a free mini midway. The Compass staff helped kids paint pumpkins, and there was entertainment for kids on the free stage. Families could have a unique meal or a sack from one of the food trucks, and also find unique treasures from local boutique vendors. We had a wide variety of family friendly entertainment, including Bach to Rock, Spark Music School. Show Me Safari, Ivan the Inspector and Headlining each day, Koo Koo Kangaroo. The event was held the weekend of the Minnesota Teachers Convention, so many people were looking for a nice activity for families. The local Knights of Columbus had a Not So Scary Haunted House included in the price for admission, and then after the event on the same evening, the regular haunted house took place. We donated a percentage of our proceeds for this event to The Anoka Haunted House - Knights of Columbus, and the local food shelf. This was a great way to promote the fall atmosphere of Anoka, the Halloween capital of the world.

This event far exceeded our expectations. We were able to more than double our projected attendance. We were hoping for a thousand people a day, but our event ended up with 6,320 people in total attendance. It was a great success! We promoted the event at all the local schools by sending home postcards about the event in their take home packets. We also used social media, our webpage, and our manager was interviewed on the local morning show and other news outlets in the area. The local media had several stories throughout the event as well.

Our goal was to have a family friendly event that made people aware of The Anoka County Fairgrounds. We wanted to create awareness of activities outside of the week of the fair and promote the fairgrounds as a year round facility. The smiles and excitement of the event were exactly what we wanted. The event prices for admission were \$15 for Adults and \$10 for Kids (3 and under free). The event grossed \$67,275 and we netted \$31,198.77 after the donations to the Anoka County Food Shelf, and The Knights of Columbus Donations.

What made this event different was the focus on young families and what young kids would enjoy. The entertainment, the games, and the hayrides were wonderful experiences for this age group. Since we had the expertise of the Compass Child Care staff, we were able to focus on this demographic.



**KIDS**  
**FALL FESTIVAL**  
**ANOKA COUNTY FAIRGROUNDS**  
**ANOKA, MN DIVISION 1**

1a. Successful Non-Fair Event at your Facility produced or co-produced by Facility staff



Festive kids giggle during the blow up rides at the festival.



Trick or treat. They are ready for the Trick or Treat Haunted House.

THE FALL FESTIVAL BRAND AND THEME FOR MARKETING WERE THE SAME BRAND FOR THE ANOKA COUNTY FAIR, BUT INSTEAD FOCUSED MORE ON THE RED AND YELLOW THAN THE BLUE AND RED LIKE THE ANOKA COUNTY FAIR.



The volunteer staff that helped put on the Fall Festival is pictured at one of the photo opportunity stations at the festival.





KIDS

# FALL FESTIVAL

ANOKA COUNTY FAIRGROUNDS  
ANOKA, MN DIVISION 1



Hula Hoops. Kids' bands brought props for the BandShell Stage to create even more fun!.



Mother and son dance to the Koo Koo Kangaroo Band on the BandShell Stage.



Photo opportunities. Families set up fall photo shoots with their kids.

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Kids enjoy the blow up rides that were included with admission to the festival.





KIDS

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Kids dance to the "Dinosaur Stomp" with Koo Koo Kangaroo at the BandShell Stage.



Bracelets! People could make bracelets or paint pumpkins in the Compass Child Care building.

"Thanks for the ride!" People climb down the stairs after their hayride.



Smores! People roast marshmallows on the fire at the Boy Scout's Booth at the event.





# KIDS

## FALL FESTIVAL

### ANOKA COUNTY FAIRGROUNDS

#### ANOKA, MN DIVISION 1

This is the poster used to market the event. The Flyer was designed in Canva and because it was a first time event, we had to use stock photos.



**KIDS FALL FESTIVAL**  
**ANOKA COUNTY FAIRGROUNDS**  
**OCTOBER 20 | 21 | 22**  
**1PM - 6PM**

**Schedule**

**\$15 - Adults**  
**\$10 - Kids**  
 3 & UNDER FREE

**THURSDAY | OCT 20TH**  
 DJ Neil Turner: 1pm-2pm  
**Koo Koo Kanga Roo Band: 3pm-4pm**  
 Tim Sigler: 4pm - 6pm

**FRIDAY | OCT 21ST**  
 Kids Band: 1pm-2pm  
 Animal Kangaroo Show: 2pm-3pm  
**Koo Koo Kanga Roo Band: 3pm-4pm**  
 Alex Crankshaft Larson: 4pm - 6pm

**SATURDAY | OCT 22ND**  
 Kids Band: 1pm-2pm  
 Ivan The Inspector: 2pm-3pm  
**Koo Koo Kanga Roo Band: 3pm-4pm**  
 DJ: 4pm - 6pm

**DAILY ACTIVITIES**  
 Not-So-Scary Haunted House  
 Pumpkin Picking | Pumpkin Painting  
 Mini Midway | Games | Live Music  
 Food Trucks | Kids Activities  
 Vendors / Crafts | Hay Rides  
 Kids Entertainment

**ANOKA COUNTY FAIR**




Here is a map of the layout for The Fall Festival. It is an adaptive layout from our normal Fair layout. The parking lot is where the carnival for the fair normally is. The white buildings were not in use as we had winter storage in those buildings.

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