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# ANNUAL REPORT



## Jefferson County Fair Park

**Mission Statement** - "Jefferson County Fair Park provides a county owned facility for all citizens where young and old can gather to display their talents, accomplishments and celebrate their cultures; thereby promoting education, entertainment and economic growth in Jefferson County."

### ANNUAL FAIR PARK EVENTS -

- Jefferson County Fair
- Jefferson County Dairy Breakfast
- Dog Shows
- Gem & Mineral Show
- Gun Shows
- Gemuetlichkeit Days
- Madison Classics Swap Meet and Car Show
- Livestock Shows
- Wisconsin Sheep & Wool Festival

**INTERDEPARTMENTAL USE** - Jefferson County Departments utilize the Fair Park for meetings, classes and other events as needed including:

- Administration
- Human Services
- Land and Water Conservation – Tree Sale
- Planning & Development - Clean Sweep/Recycling
- Sheriff's Department (and other regional law enforcement)
- UW Extension/4-H

**COMMUNITY FUNDRAISING** - Many local charities raise money by hosting events here at the park this includes but is not limited to:

- 4-C's FFA Alumni
- 4-H Horse & Pony
- 4-H Programs/events
- Christmas Neighbors
- Fort Atkinson Wisconservation Club
- Humane Society of Jefferson County
- Jefferson County Agri-Business Club
- Jefferson Kiwanis
- Jefferson Rotary Club
- Lions Clubs
- Masons
- Ready Kids for School
- Ruby's Pantry – Immanuel Methodist Church, Jefferson

### YEAR-ROUND PARTNERS -

- Daybreak Foods
- Fort HealthCare
- PremierBank
- Pepsi
- Jones Dairy Farm
- Miller Lite / Frank Beer
- Gallitz Grading

### FAIR WEEK PARTNERS -

- 104.5 WSLD
- Griffin Ford Lincoln Fort Atkinson
- Pernat's Premium Meats
- AgVenture Spangler
- John Hartwig Motor Sports
- Cleary Building Corp. / Bos Design Builders
- Bender Kind & Stafford Dental
- Katzman Farms
- Blain's Farm & Fleet
- Forward Mutual Insurance Company

Program/Service Description	Output Measures			
	2021	2022	2023 (Est.)	2024 (Est.)
Fair Park year-round event days.	253	193	203	200
Fair Park year-round # of events.	181	197	189	200
# of Sponsors/Partners.	47	40	94	100
County Fair Gate Attendance. (*Estimated virtual participation in 2020)	44, 683	39,473	33,846	39,000
County Fair Exhibitors.	538	595	608	600
# of Camping Reservations.	314	458	475	500
# of Winter Storage Units.	185	197	210	210



**TOURISM IMPACT –**

The events that are held at the Jefferson County Fair Park throughout the year bring in tourists from approximately 35 States with patrons staying at the Fair Park campground and local hotels. Our guests are interested in learning what to explore during their time in Jefferson County and we are now able to assist them better with the creation of the Jefferson County Visitor’s Center in the Activity Center Lobby. The Fair Park logo was painted on the wall as the backdrop for the Visitor’ Center. This area features information about Jefferson County businesses and attractions as well as publications from over 50 different areas in Wisconsin. Jefferson County Area Tourism Council (JCATC) members staff this area during events to promote tourism in Jefferson County. The JCATC also utilizes the Fair Park for their monthly member meetings.

The Fair Park is a recipient of the Tourism Capital Grant Program through the Department of Administration to assist with facility updates in the Activity Center, camping and vendor utilities, and internet project to be completed by December 2024.

**JEFFERSON COUNTY FAIR –**

Since 1853, our fair has been known around the country as one of the premier County Fair’s in Wisconsin. Our County Fair is also one of the largest animal exhibitions in Wisconsin hosting an average 1,000 animals in 5 days. Approximately 37,000 people attend the fair each year the second weekend in July.



For the past 13 years the Jefferson County Fair has coordinated advertising, sponsors, activities and vendors around a theme that highlights a segment of the Fair. In 2023, the theme was “Year of the Arts” highlighting the arts and entertainment industry. The Exhibitors displaying their projects in the barns and other buildings did an excellent job of embracing the theme this year. The theme also helped us initiate a new partnership with the Arts Alliance of Greater Jefferson who helped us bring Plein air at the Fair! This new program brought both a competition between artists but also gave the fairgoers entertainment by watching the painters paint live throughout the Fair each day of the Fair. The paintings were then auctioned off and proceeds were split between both organizations to help fund future programs.

Another new feature was an updated area for the Coors Light Entertainment tent to build on courtyard type area in the middle of the Fair.

The 2024 Jefferson County Fair will be held July 10-14<sup>th</sup> and the theme will be determined and announced this Spring.

July 10 – 14, 2019 Attendance	July 8 – 12, 2020 Virtual Attendance	July 7 – 11, 2021 Attendance	July 13 – 17, 2022 Attendance	July 12 – 16, 2023 Attendance
38,831	17,336*	44,683	39,473	33,843

\*based on website and social media analytics

**DEPARTMENT GOALS**

- Create goals and visions with the Fair Park Committee and County Fair Advisory Board.
- Develop additional revenue streams by expanding events, vendor opportunities, online ticket sales and camping reservations
- Increase Community relationships and partnerships

**YEAR-ROUND STAFF**

- Amy Listle, Fair Park Director - [AmyL@jeffersoncountywi.gov](mailto:AmyL@jeffersoncountywi.gov)
- Mikayla Kind, Administrative Assistant II – [MKind@jeffersoncountywi.gov](mailto:MKind@jeffersoncountywi.gov)
- Dave Zimmerman, Maintenance Worker II
- Mike Miers, Building and Grounds Worker I

Jefferson County Fair Park

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