

Jefferson County Fair Park

ANNUAL REPORT

2022



 www.jcfairpark.com

 503 N. Jackson Ave. Jefferson, WI 53549

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
- Jefferson County Independence Day Celebration
- Dog Shows
- Gem & Mineral Show
- Gun Shows
- Gemuetlichkeit Days
- Madison Classics Swap Meet and Car Show
- Rabbit 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 & Zoning - 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 Wisconsin Club
- Humane Society of Jefferson County
- Jefferson Chamber of Commerce
- 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
- Waupun Equipment
- Pernat's Premium Meats
- AgVenture Spangler
- John Hartwig Motor Sports
- Cleary Building Corp. / Bos Design Builders
- All Seasons of Jefferson County
- Proven Power
- Sloan Implement

Program/Service Description	Output Measures			
	2020	2021	2022 (Est.)	2023 (Est.)
Fair Park year-round event days.	160	253	234	250
Fair Park year-round # of events.	155	181	229	235
# of Sponsors/Partners.	47	47	40	45
County Fair Gate Attendance. (*Estimated virtual participation in 2020)	*17,336	44,683	39,473	42,000
County Fair Exhibitors.	129	538	595	700
# of Camping Reservations.	214	314	400	400
# of Winter Storage Units.	150	185	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.

This year the Fair Park was selected as 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 happening over the next 3 years.

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 40,000 people attend the fair each year the second weekend in July.



For the past 12 years the Jefferson County Fair has coordinated advertising, sponsors, activities and vendors around a theme that highlights a segment of the agriculture industry and the Fair. In 2022, the theme was “Year of the Sheep” highlighting the Sheep industry. The areas that embraced the theme this year the most were in the barns with stall and pen decorations done by our Exhibitors. The barns and buildings were decorated with facts about sheep, thousands of blue ribbons and special awards. The exhibitor's hard work and the outpouring community support helped the Jefferson County Animal Auction & Youth Celebration be successful.

Features that worked well this year and will continue into the future were the new layouts in the food vendor, carnival and grandstand areas. This greatly improved crowd and line management to continue to make the Fair a safe place to be. Other future goals include adding more utilities for more lighting, food vendors and restrooms.

The 2023 Jefferson County Fair will be held July 12-16th and the theme will be “Year of the Arts”. The Jefferson County Fair has a variety of arts showcased at the Fair each year including painting, pottery, photography, music and drama.

July 11 – 15, 2018 Attendance	July 10 – 14, 2019 Attendance	July 8 – 12, 2020 Virtual Attendance	July 7 – 11, 2021 Attendance	July 13 – 17, 2022 Attendance
40,185	38,831	17,336*	44,683	39,473

*based on website and social media analytics

DEPARTMENT GOALS

- Create a strategic plan and update the master plan, and feasibility study to help meet the needs and demands of our current & future clients
- 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, IFMG, Fair Park Director - AmyL@jeffersoncountywi.gov
- Brian Bolan, CFE, Fair Park Events & Operations Manager – BBolan@jeffersoncountywi.gov
- Mikayla Kind, Administrative Assistant II – MKind@jeffersoncountywi.gov
- Dave Zimmerman, Maintenance Worker II
- Charlie Wieder, Maintenance Worker II
- Mike Miers, Building and Grounds Worker I

Jefferson County Fair Park

503 N. Jackson Ave
(920) 674-7148

www.JcFairPark.com

Jefferson, WI 53549