



2017

ANNUAL REPORT





fair board

- Jerry Johnson, Chair
- Zach Bane, Vice Chair
- Elise Burton
- Joe Doellefeld
- David Fair
- Ken Renner
- Linda Rider

fairgrounds staff

- | | | |
|-----------------|---|-----------------------------------|
| Alexcia Jordan | • | General Manager |
| Laura Borrows | • | Events Coordinator |
| Ginny Carper | • | Finance/Vendor Coordinator |
| Alan Dysktra | • | Facilities Manager |
| Jereme Hicks | • | Maintenance Coordinator |
| Brittany Morris | • | Sponsorship/Marketing Coordinator |
| Deirdre Rushing | • | Office Coordinator |

gem state stampede COMMITTEE

- | | | |
|------------------|---|----------------|
| Zach Bane, Chair | • | Ken Renner |
| Scott Carver | • | Denise Rosen |
| Brett Davis | • | Wade Soderbeck |
| Dave Paul | • | Darrel Stevens |
| Dr. Bob Peters | • | Greg Stevens |



manager's report letter



2017 marked the first year with the reins in my hands here at the Kootenai County Fairgrounds. Much of my focus was on following through on ADA compliance, deferred maintenance, creating cost saving measures, building and rebuilding relationships while finding new ways to promote the grounds as a year-round rental facility.

In January we launched our new facility website, www.kcfairgrounds.com which highlighted the facility expounding on the beauty it holds and offering a simple way for people to look up our events. Our team pushed hard to make sure our facilities was ready each week for whatever event was headed our way. Each event this year reported back that consumers were shopping and event promoters where optimist for what 2018 may have in store. Interim events were up 20% in 2017!

Tackling several months with very conservative staffing we were able to begin to focus on much needed deferred maintenance, replacing and fixing as we go. With that we were able to bring on staff a part time electrician helping to fix electrical issues to make the grounds safer for all who use them. We continued throughout the year to make great strides on ADA by remodeling 3 bathrooms on the grounds, creating more barrier free entrance ways and a ramp to building 3 making it one of our most desirable buildings on the grounds.

Once again we brought an exceptional fair to North Idaho offering great entertainment, a world class rodeo and one of the highest selling 4-H market animal sales in the state. With find cost savings through the fair's production we are able to be proud that the 2017 Fair was 14% more profitable than the previous year even with a slight decrease in attendance.

Looking back on 2017 you will notice great efforts to improve the financial state of the fairgrounds with good success. Good spending habits coupled with increased revenues from sponsorship and event bookings I believe we are in for an exceptional 2018. We have much to be proud of here at Kootenai County Fairgrounds and the best part is we are blessed to be in this great business of making memories for all who stop by.

Alexcia Jordan
General Manager

North Idaho STATE FAIR

Attendance & Weather

Wednesday, Aug. 23

High: 87

Low: 57

Percip: 0

Thursday, Aug. 24

High: 82

Low: 62

Percip: 0

Friday, Aug. 25

Paint the Fair Pink

High: 80

Low: 45

Percip: 0

Saturday, Aug. 26

Patriot Day

High: 84

Low: 44

Percip: 0

Sunday, Aug. 27

Super Sunday Family Day

High: 91

Low: 48

Percip: 0

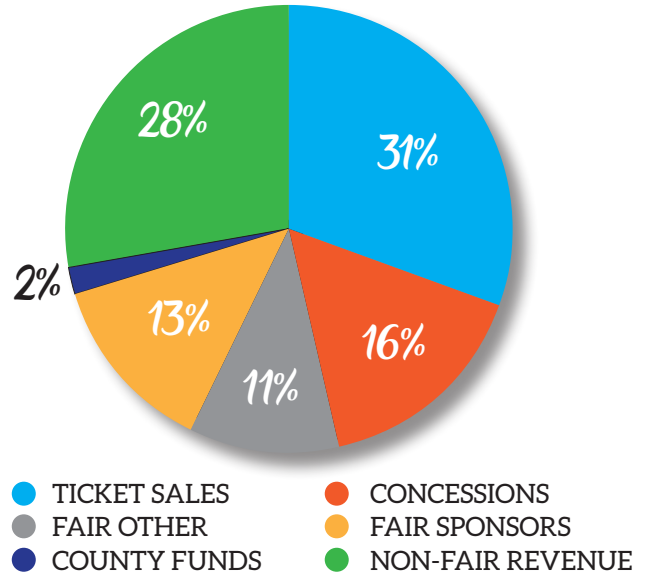
2017 Total Attendance:

82,858

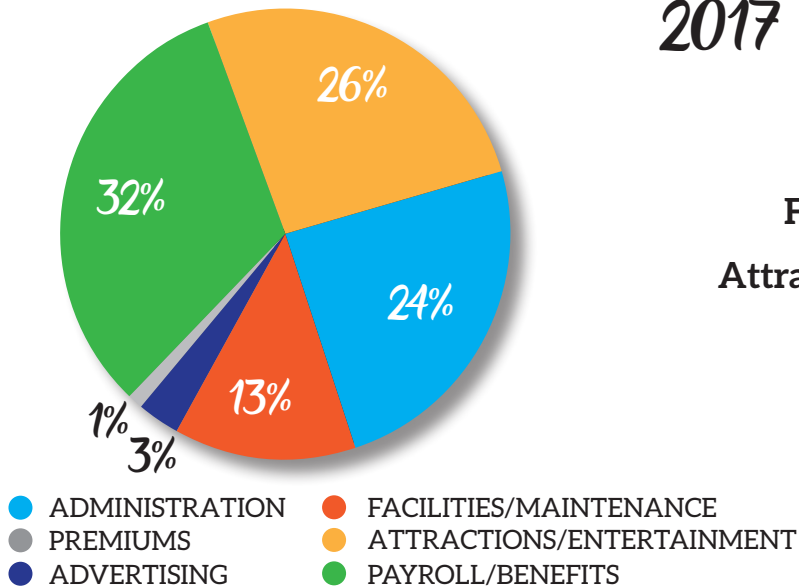
fairgrounds financial report

2017 OPERATING REVENUES

Ticket Sales	\$491,138.47
Concessions	\$253,440.48
Fair Other	\$167,119.77
Fair Sponsors	\$198,027.72
County Funds	\$31,250.00
Non-Fair Revenue	\$439,744.54
	\$1,580,720.98



2017 OPERATING EXPENSES



Administration	\$348,604.46
Facilities/Maintenance	\$192,095.59
Attractions/Entertainment	\$378,122.55
Premiums	\$20,097.98
Advertising	\$38,254.27
Payroll/Benefits	\$465,781.50
	\$1,442,956.80

NET INCOME TO DATE: \$137,764.18



With the support of a great community!

Building 4 with the help of many community-minded businesses received a beautiful make over making it the new Coors Banquet Stampede Room.



building rentals & non-fair events

estimated 185,335

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

Julyamsh

Dog Shows

Horse Shows

4-H, Banquets

Fundraisers

Cinderella Car Show

Veterans Stand Down

Farm to Table Days

Just Between Friends

SOUPort

Home & Garden Show

Northwest Spring Fest

Pro-West Rodeo Finals

Shrine Circus

Arenacross

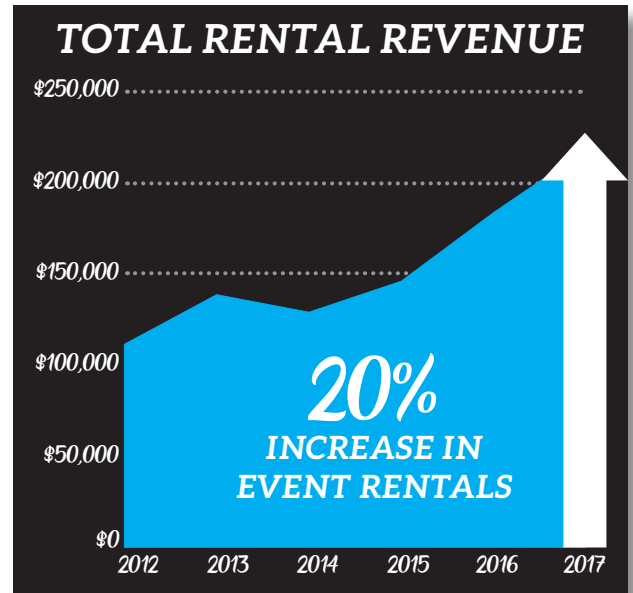
Monster Trucks

Weddings

Rebel Junk

& many other trade

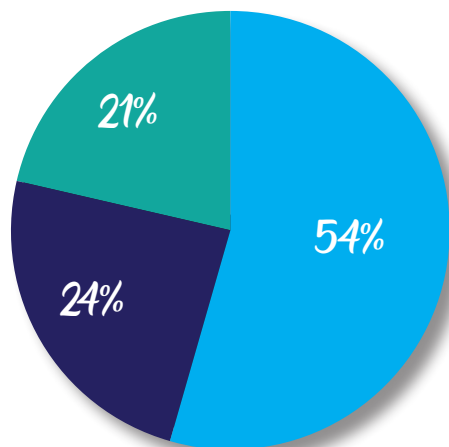
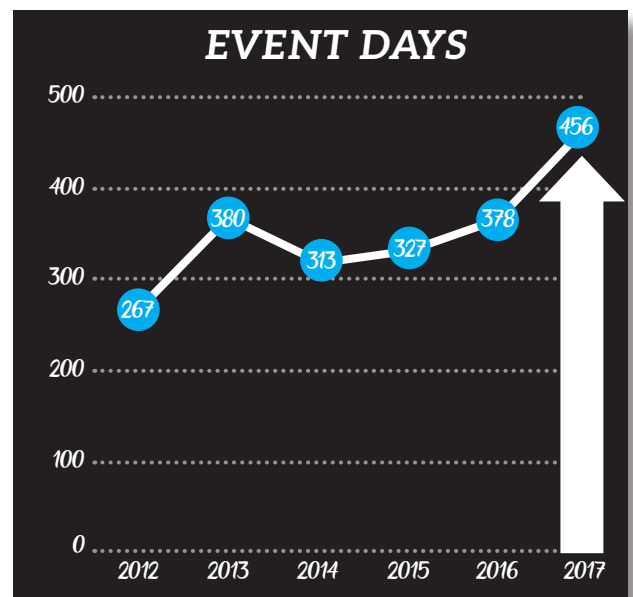
shows & special events



over \$160,000

spent on ADA improvements & deferred maintenance in 2017!

A much needed remodel in the bathroom under the grandstands which included improved plumbing, all new fixtures and ramps. Building 4 (Stampede Room) also had a bathroom remodel creating a great family restroom. Building 3 received a facelift adding a new entrance with ramp and stairs. Much needed electrical issues were addressed on the main midway and new lighting was installed on the south midway.



estimated \$17,300

Donated to 4-H in facility space usage

- 4-H DONATIONS (space only)
- KOOTENAI COUNTY SHERIFF, CDA POLICE, SWAT TRAININGS
- CHARITABLE DISCOUNTS

estimated \$7,800

Donated to County & City Law Enforcement in facility usage for training

2017 fair highlights

grandstand events

WEDNESDAY, AUG. 23	DARYL WORLEY & CHARLEY JENKINS
THURSDAY, AUG. 24	XTREME BULLS
FRIDAY, AUG. 25	PRCA RODEO
SATURDAY, AUG. 26	PRCA RODEO
SUNDAY, AUG. 27	PRCA RODEO DEMO DERBY



snapshot

REVENUES	\$1,097,726.44
ATTENDANCE	82,858
BIGGEST DAY	FRIDAY
COMMERCIAL VENDORS	188
CONCESSIONAIRES	33
OPEN CLASS EXHIBITS	6,023
4-H EXHIBITS	943
4-H MARKET ANIMAL SALE	\$540,094.30

FREE ENTERTAINMENT

TYZEN,
HYPNOSIS THAT ROCKS
WENATCHEE YOUTH CIRCUS
BUTTERFLY ENCOUNTER
REPERCUSSION
PETTING ZOO
CHILDREN'S PUPPET THEATER
MAIN STAGE
COMMUNITY STAGE
UNCLE CURLY'S
FUNTASTIC KID ZONE
VINTAGE AG EQUIPMENT
IFG STEAM ENGINE SAW MILL
SEVEN STAR ALPACA RANCH
STROLLING THE GROUNDS
ANIMAL CRACKER
CONSPIRACY STILT WALKERS
JUNK DRAWER TROUBADOUR
JOY BALLOONS
THE BLAZING DIVAS

\$131,000

IN FREE ENTERTAINMENT

2017 competition in numbers

547

2017 4-Hers

943

4-H PROJECTS EXHIBITED

(444 animal, 599, non-animal)

\$540,094.30

SOLD

at 4-H Market
Animal Sale

30%

increase in
SPONSOR
DOLLARS

62

VINTAGE
ag equipment entries

OVER
\$20,000

AWARDED

in cash premiums

6,023

OPEN CLASS
EXHIBITORS & ENTRIES

14%

increase in
FAIR
PROFITS

20%

increase in
INTERIM
EVENT RENTALS



special awards

PERSON OF THE YEAR	GLADYS CODY
BUSINESS OF THE YEAR	UNITED CROWN PUMP
VOLUNTEER GROUP OF THE YEAR	GEM STATE STAMPEDE COMMITTEE
FOUNDATION'S CLYDE BOATRIGHT AWARD	JACKLIN FAMILY



2017 INTERNATIONAL ASSOCIATION OF FAIRS & EXPOS RECOGNITION

AGRICULTURE AWARDS

2nd Place – *Non-Fair Agriculture Program Produced by the Fair*
(Northwest Spring Fest Livestock Show)

COMMUNICATIONS AWARDS

1st Place – *Newspaper, Color Ad*
2nd Place – *Web Advertising*
2nd Place – *Website*

COMPETITIVE EXHIBITS

1st Place – *Use of Theme Throughout Competitive Exhibits*
2nd Place – *New Strategy to Attract Competitive Exhibitors*
3rd Place – *Competitive Exhibit Photo Display Series*

SPONSORSHIP AWARDS

1st Place – *Sponsor Continuity (United Crown Pump & Drilling)*
2nd Place – *Sponsorship Innovation (Findlay Arena)*