



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
Alan Dysktra	:	Facilities Manager
Todd Feusier	:	Grounds Electrician
Cory Jasmin	:	Office & Sales Manager
Shannon Reed	:	Finance/Vendor Coordinator
Kevin Schafman	:	Maintenance Coordinator
Brittany Teverbaugh	:	Sponsorship/Marketing Coordinator
Michaela Woempner	:	Special Programs Coordinator

gem state stampede COMMITTEE

Zach Bane, Chair	
Scott Carver	: Wade Soderbeck
Dave Paul	: Darrel Stevens
Dr. Bob Peters	: Greg Stevens
Denise Rosen	: Steve Wilson



manager's report letter



2018 proved to be an all-out record year! From our number of fairgoers, to the number of interim events held, we set the bar high for our future here. Throughout the year we kept up the good work we started in 2017, continuing to gain on ADA compliance and differed maintenance, while remaining frugal in our operations. We have focused much of our time and energy in making sure this great facility is accessible, affordable and remains relevant to our community to insure our future growth is successful.

Last year brought in over 240,000 visitors to the fairgrounds who attended one or more of many events held here. We gave over \$50,000 in savings to area non-profit groups, 4-H and local law enforcement towards their facility rental needs. We had a record number of interim events here from dog shows to weddings, each weekend brought new life to the facility and brought people into our community.

Somehow, between events we found time to work hard to continue ADA improvements. One of the most noticeable changes in 2018 was the new sidewalks on the midway and in the main parking lot. These sidewalks offer better lighting, accessibility and improved infrastructure. With the help and support of the North Idaho Fair & Rodeo Foundation we were able to replace all the arena lights with new LED lighting, not only enhancing the lighting for evening events but decreasing our utility expense tremendously. In addition to our sidewalk and new arena lighting the long-awaited RV Park finally became a reality! Thanks to Idaho Department of Parks and Recreation we secured 2 grants for over \$880,000 to create a 28 space RV Park with full hookup sites located just off Dalton Avenue. When all was said and done more than 1 million went into capital, ADA and deferred maintenance in 2018!

The Fair blew us away with record breaking attendance, food sales, parking and admission. A packed house for the concert, rodeos and demo derby each day breaking each record from years before. Even in the rain on Sunday we set a new Sunday attendance record. It is clear we are providing our community an event the whole family can enjoy and we look forward to continuing to improve upon that with each year. Even 4-H continues to grow exponentially in support, proving this traditional fair is making its mark and major strides to a bright future.

Looking back on 2018 we are proud of our accomplishments. Much was done and many records were broke, but that doesn't mean we stop here, in fact it means we push harder. With a very successful 2018 in the books we look ahead to see what all 2019 will hold, and we do it with excitement!

Alexcia Jordan
General Manager

North Idaho STATE FAIR

Attendance & Weather

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Wednesday, Aug. 22

High: 87

Low: 54

Percip: 0

Thursday, Aug. 23

High: 87

Low: 54

Percip: 0

Friday, Aug. 24

Paint the Fair Pink

High: 82

Low: 54

Percip: 0

Saturday, Aug. 25

Patriot Day

High: 73

Low: 48

Percip: 0

Sunday, Aug. 26

Super Sunday Family Day

High: 70

Low: 48

Percip: Rain

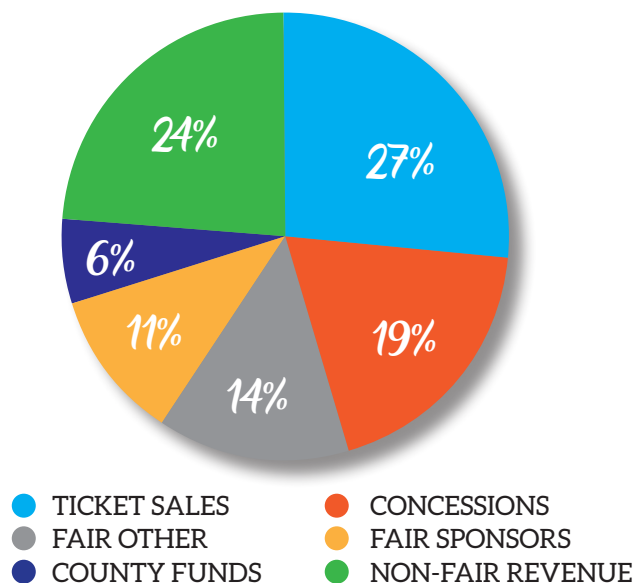
2018 Total Attendance:

85,448

fairgrounds financial report

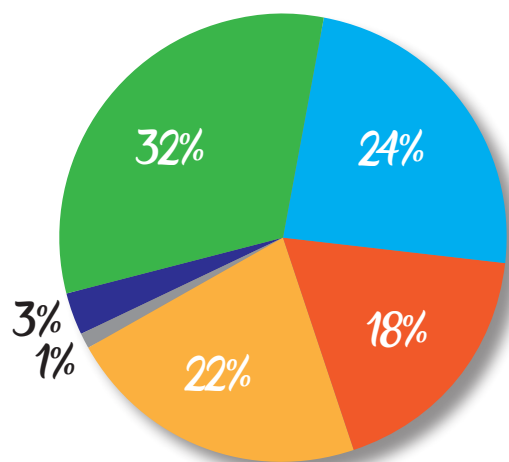
2018 OPERATING REVENUES

Ticket Sales	\$506,805.98
Concessions	\$352,587.75
Fair Other	\$261,577.52
Fair Sponsors	\$202,460.00
County Funds	\$112,500.00
Non-Fair Revenue	\$454,031.57
	\$1,889,962.82



2018 OPERATING EXPENSES

Administration	\$415,130.61
Facilities/Maintenance	\$298,600.76
Attractions/Entertainment	\$379,038.29
Premiums	\$20,572.40
Advertising	\$46,676.18
Payroll/Benefits	\$536,327.86
	\$1,696,346.10



ADMINISTRATION	FACILITIES/MAINTENANCE
PREMIUMS	ATTRactions/ENTERTAINMENT
ADVERTISING	PAYROLL/BENEFITS

NET PROFIT TO DATE: \$193,616.72



Newly accessible midway

2018 brought our first phase of new sidewalks to create a better fair experience and increased accessibility for year-round events.

building rentals & non-fair events

estimated 244,800

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

Julyamsh

Dog Shows

Horse Shows

4-H

Banquets

Fundraisers

Veterans Stand Down

Farm to Table

Field Trip Days

Home & Garden Show

Northwest Spring Fest

Pro-West Rodeo Finals

Shrine Circus

Arenacross

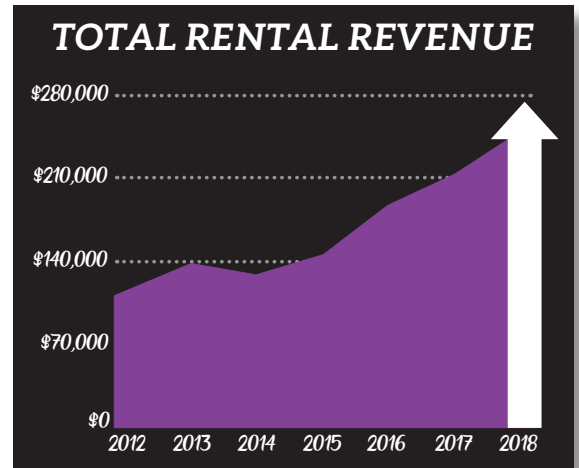
Monster Trucks

Weddings

Rebel Junk

Comicon

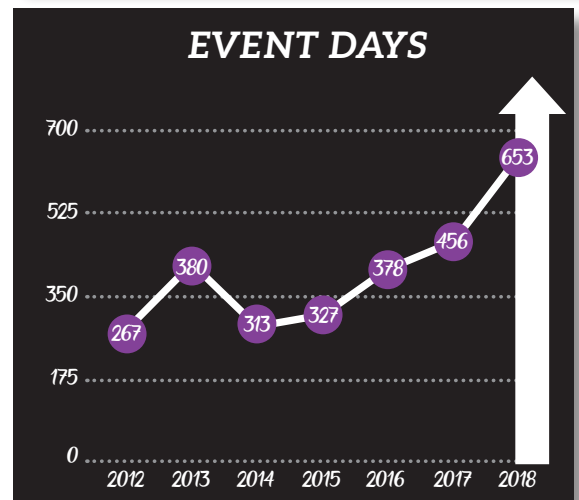
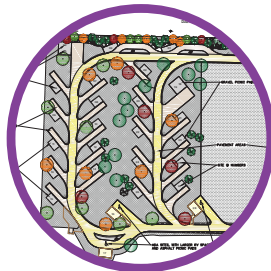
& many other trade shows & special events



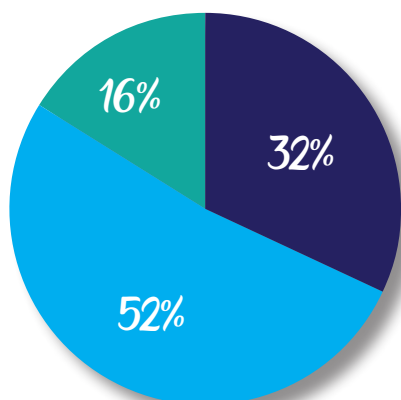
over \$1 million

spent on Capital Improvements, ADA improvements and deferred maintenance in 2018!

The biggest expense was funded by Idaho Parks and Recreation for the Kootenai County RV Park over \$890,000 was funded through the RV Grant to Kootenai County to build this 28 full hookup RV Park. In addition, you will find new sidewalks and lighting in the Midway, new lighting in the Rodeo Arena and many more projects that make your experience here better than ever!

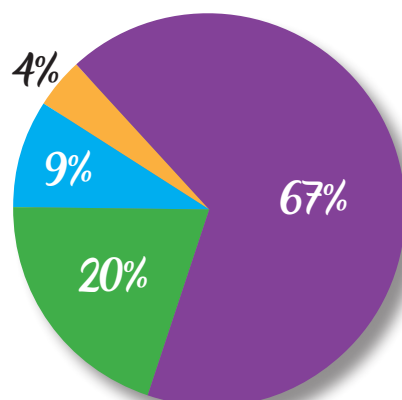


FACILITY DONATIONS



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

EVENT RENTAL INCOME



- BUILDING & GROUNDS SPACE
- EQUIPMENT RENTALS
- RV CAMPING & RV PARK
- REFUSE & UTILITIES FEES

over \$16,000

in savings to Non-Profit though taking advantage of the 20% discount offered on building rentals

estimated \$26,400

Donated to 4-H in facility space usage

estimated \$8,200

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

2018 fair highlights

grandstand events

TUESDAY, AUG. 21	OCTANE ADDICTIONS
WEDNESDAY, AUG. 22	RANDY HOUSER & James Barker Band
THURSDAY, AUG. 23	XTREME BULLS
FRIDAY, AUG. 24	PRCA RODEO
SATURDAY, AUG. 25	PRCA RODEO
SUNDAY, AUG. 26	DEMO DERBY



snapshot

REVENUES	\$1,174,914
ATTENDANCE	85,488
BIGGEST DAY	SATURDAY
COMMERCIAL VENDORS	193
CONCESSIONAIRES	31
OPEN CLASS EXHIBITS	6,077
4-H EXHIBITS	1,701
4-H MARKET ANIMAL SALE	\$592,000

FREE ENTERTAINMENT

JEROD SHERLOCK, HYPNOTIST

HIGH DIVE SHOW

BUTTERFLY ENCOUNTER

XPOGO STUNT TEAM

COOK'S RACING PIGS

PETTING ZOO

MAIN STAGE

COMMUNITY STAGE

UNCLE CURLY'S

FUNTASTIC KID ZONE

VINTAGE AG EQUIPMENT

YANKEE JOE MINERS

IFG STEAM ENGINE SAW MILL

SEVEN STAR ALPACA RANCH

STROLLING THE GROUNDS

WASHBOARD WILLY

UNCLE SAM STILT WALKER

FABLES OF THE WEST

JUNK DRAWER TROUBADOUR

JOY BALLOONS

\$137,000

IN FREE ENTERTAINMENT

2018 competition in numbers

650

2018 4-Hers

1,071

4-H PROJECTS EXHIBITED

\$592,000
SOLD

at 4-H Market
Animal Sale

\$152,016
EARNED

for non-profits
at fair

OVER
\$20,000

AWARDED
in cash premiums



6,077

OPEN CLASS
EXHIBITORS & ENTRIES

21%

increase in
RENTAL
REVENUES

OVER
\$880,000
AWARDED

in Grant Funds
for capital improvement

18%

increase in
FAIR
PROFITS



43%

increase in
EVENT
DAYS



special awards

PERSON OF THE YEAR	:	TERESA BALDERRAMA
BUSINESS OF THE YEAR	:	CLASSIC ELECTRIC & THE FEUSIER FAMILY
VOLUNTEER GROUP OF THE YEAR	:	2018 COWBOY BALL COMMITTEE

COMPETITIVE EXHIBIT WINNERS

2018 Premier Exhibitor – Suey Magnus

2018 Best Cook – Suey Magnus

GREEN THUMB GARDENER AWARDS

Fruit, Nuts & Herbs – Suey Magnus

Vegetables & Field Crops – Yvonne Matthis

Flowers – Laura Cary

COMMERCIAL EXHIBIT AWARDS

INSIDE BOOTH WINNERS

1st Place – Idaho Department of Environmental Quality (DEQ)

2nd Place – OMG Oils & Vinegars

3rd Place – Click Heat

OUTSIDE BOOTH WINNERS

1st Place – Relatives as Parents

2nd Place – Idaho Central Credit Union

3rd Place – North Idaho Spas

CONCESSIONAIRES AWARDS

Fairest of the All – Classic Foods Catering – New York Steak on a Stick

New Sweet Treat – Baja Bowl – Strawberry Funnel Cake

Best Fair Food on a Stick – Country Snack Shack – Bacon Wrapped Chicken Skewer

2018 INTERNATIONAL ASSOCIATION OF FAIRS & EXPOS RECOGNITION

AGRICULTURE AWARDS

1st Place – Agriculture program Area Beautification (Garden at Building 10)

2nd Place – Technique developed by Fair Management to correct a challenge related to an agricultural program (Pen the Pigs Event)

2nd Place – Horticulture/Crops Photo (Gourds)

3rd Place – Agricultural exhibitor participation incentives or retention program (Farm Bureau Premium Increase)

3rd Place – Non-Fair Agriculture Event Produced by the Fair (Northwest Springfest Livestock Show)

COMMUNICATIONS AWARDS

1st Place – Promotional/Advertising Poster (Cow Poster)

2nd Place – Printed Promotional Material (Event Guide)

2nd Place – Electronic Newsletter (E-mail Blast)

3rd Place – Magazine Ad (Living Local Mag.)

COMPETITIVE EXHIBITS

1st Place – Off Season Non-Animal Contest (Northwest Springfest Art Show)

1st Place – Single Photo of General Display (Building 11 Rusted Farm Equipment)

1st Place – General Display Photo Series (Master Gardeners at Building 10)

2nd Place – Use of Theme Throughout Competitive Exhibits (Barn in the USA)

2nd Place – New Contest to Attract Competitive Exhibitors (People's Choice in Edible Herb of the Year)

2nd Place – Competitive Exhibit Display Photo Series (Flower Dept. Entry)

3rd Place – Fair Activity to Increase Awareness of Competitive Exhibits (Daily Parade)

SPONSORSHIP AWARDS

3rd Place – Sponsorship Innovation (Findlay Photo Contest)

