



# ANNUAL REPORT



# North Idaho STATE FAIR

Attendance & Weather

.....

Friday, Aug. 20

**First Responders Day**

High: 75

Low: 57

Sunny with evening  
thundershowers

Saturday, Aug. 21

**State Fair Saturday**

Sponsored by PIFCU

High: 70

Low: 55

Partly cloudy

Sunday, Aug. 22

**Feed the Need**

Benefiting Post Falls

Food Bank

High: 73

Low: 59

Early light rain cloudy

Monday, Aug. 23

**Mental Health Monday**

Benefiting Suicide Prevention

Action Network of North  
Idaho

High: 68

Low: 45

Sunny scattered clouds

Tuesday, Aug. 24

**Senior Day**

Sponsored by T-Mobile

High: 73

Low: 55

Sunny



## fair board

Jerry Johnson, Chair

Elise Burton, Vice Chair

Joe Doellefeld

David Fair

Miranda Hamilton

Linda Rider

Tim Vulles

Elizabeth Brewer, Alternate

Christina Petit, Alternate

## fairgrounds staff

Alexcia Jordan

Shanda Masterson

Laura Borrows

Alan Dysktra

Todd Feusier

Andrea Tyler

Michaela Woempner

Evan Underwood

Adam Vinson

General Manager

Assistant General Manager

Events Coordinator

Facilities Manager

Grounds Electrician

Finance Manager

Agricultural Program Coordinator

Office & Sales Manager

Event & Facility Assistant

## gem state stampede COMMITTEE

Zach Bane, Chair

Scott Carver

Mark Huffman

Dr. Bob Peters

Darin Nagle

Dave Paul, Vice Chair

Dr. Bob Peters

Denise Rosen

Wade Soderbeck

Darrel Stevens

Greg Stevens

Travis Turner

Steve Wilson



# manager's report letter



The last two years have been chock-full of unexpected twists and turns. What we gained of this, is that life is about your perspective and the ability to pivot in a moment's notice. Being a facility rooted in events, 2020 hit us hard. The hardest moment was the cancellation of the annual fair, but we never stopped trying to serve our community to the best of our ability. We kept a positive outlook, rolled with the punches and although the year took a loss, we always strived to find the silver lining. We used down time to think of new inventive ways to bring people together and prepare for a major come back in the new year.

2021 came in with big plans on the horizon! We had time to really think about the importance of gathering, people smiling and why we are relevant in our community. Knowing people were eager to gather again, we were determined to get back to business. We worked closely with our event promoters and local health officials in both 2020 and 2021 to make sure we could safely host events of all sizes again. That meant lots of meetings and changing plans midstream. This was incredibly challenging but also extremely rewarding when it all came together.

We decided to take a leap of faith to push the annual fair from its traditional five-day format to ten days. Our goal first and always is to educate the fair-going public about agriculture, offer great family friendly entertainment and provide an exceptional guest experience. Over the last two years, we have all watched our community grow exponentially. The timing was perfect, we knew big crowds were coming and felt the additional days would alleviate some of the over crowding that we have experienced in the past. Moreover, we saw a new avenue that would offer us the opportunity to share the importance of agriculture with our rapidly changing community. The additional fair days allowed us to enhance and diversify our entertainment, bringing in people who may not traditionally come to the fair. To truly share agriculture, we need to reach an audience that may not already know and understand its importance. With the additional entertainment we also added 'Ag Facts' throughout the grounds, demonstrations to our culinary department and Ag Talks in Farm Park. The programming, entertainment and attractions at the fair brought in more than 154,000 through the gates. Every possible path in and out offered a teachable moment that supported the mission of the North Idaho State Fair.

The last two years brought about more change than any of us could have anticipated. Some changes were met with controversy, but in the end the praise outshined. The first ever ten-day North Idaho State Fair was a success, full of smiles and people who were genuinely thrilled to gather again. As with anything in life there is room to improve, and we look forward to the challenge in 2022. After all, if it is about perspective, our glass is more than just half full and it is serving delicious fair time lemonade we proudly made!

*Alexcia Jordan, CFE*  
General Manager

## North Idaho STATE FAIR

### Attendance & Weather

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**Wednesday, Aug. 25**

**Explore the Fork**

Sponsored by **Kootenai/  
Shoshone Farm Bureau**

High: 79

Low: 50

Sunny

**Thursday, Aug. 26**

**Health Care Hero's**

Sponsored by **Northwest  
Specialty Hospital**

High: 75

Low: 54

Sunny

**Friday, Aug. 27**

Sponsored by

**Knudtsen Chevrolet**

High: 72

Low: 52

Partly Sunny

**Saturday, Aug. 28**

Sponsored by

**Project Filer**

High: 79

Low: 46

Sunny

**Sunday, Aug. 29**

Sponsored by **Super 1 Foods**

High: 79

Low: 48

Sunny

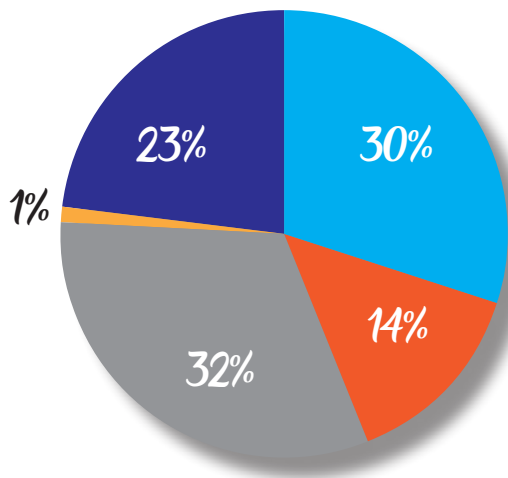
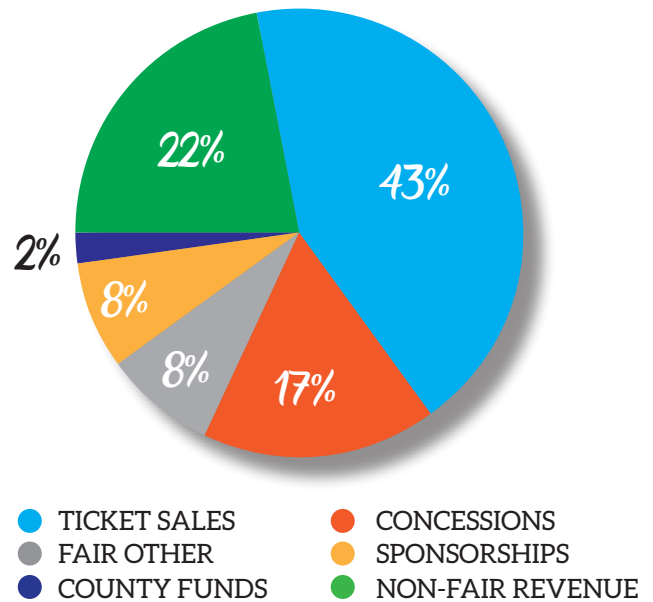
**2021 Total Attendance:**

**154,726**

# fairgrounds financial report

## 2021 OPERATING REVENUES

Ticket Sales	\$1,384,005.30
Concessions	\$540,072.88
Fair Other	\$256,309.21
Sponsorships	\$253,933.00
County Funds	\$80,000.00
Non-Fair Revenue	\$722,265.21
	<b>\$3,236,585.60</b>



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

## 2021 OPERATING EXPENSES

Administration	\$740,387.33
Facilities/Maintenance	\$338,191.09
Attractions/Entertainment	\$787,648.62
Premiums	\$25,936.00
Payroll/Benefits	\$565,759.38
	<b>\$2,457,922.42</b>

**NET PROFIT TO DATE: \$778,663.18\***

## NORTH IDAHO STATE FAIR 3-YEAR GROWTH

2021	2020	2019
Income	Income	Income
\$ 2,434,320.39	\$ 195,453.00	\$ 1,381,363.93
Expenses	Expenses	Expenses
\$ 1,491,443.11	\$ 216,261.82	\$ 834,326.18
Profit/Loss	Profit/Loss	Profit/Loss
\$ 942,877.28	\$ (20,808.82)	\$ 547,037.75
Attendance	Attendance	Attendance
154,726	Fair Cancelled*	97,082

Each year the North Idaho Fair engages with an independent auditing firm to prepare an official compilation of the financial position of the North Idaho Fair. Please note this is a preliminary summary for 2021 prior to audit.

\* The 2020 North Idaho State Fair was cancelled, however the Fair Board was still able to offer a 4-H Show open to members only adhering to the guidelines set by Panhandle Health District.

# building rentals & non-fair events

estimated 443,183

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

Dog Shows

Horse Shows

4-H

Banquets

Fundraisers

Comicon

3C's Craft Fair

Farm to Table Field Trip Days

Home & Garden Show

Arenacross

Kootenai Classic

Livestock Show

Weddings

Rebel Junk

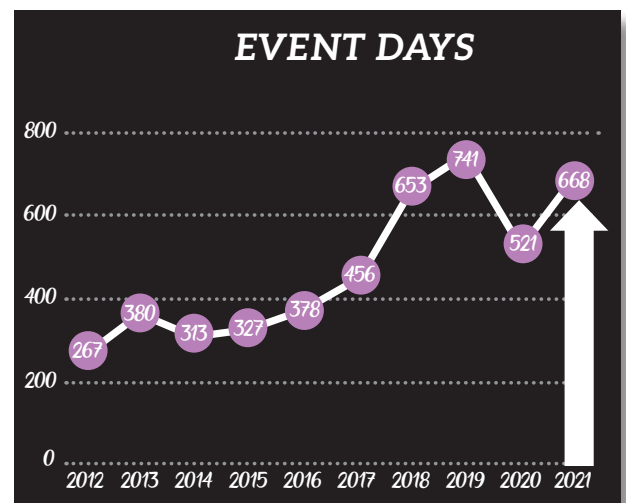
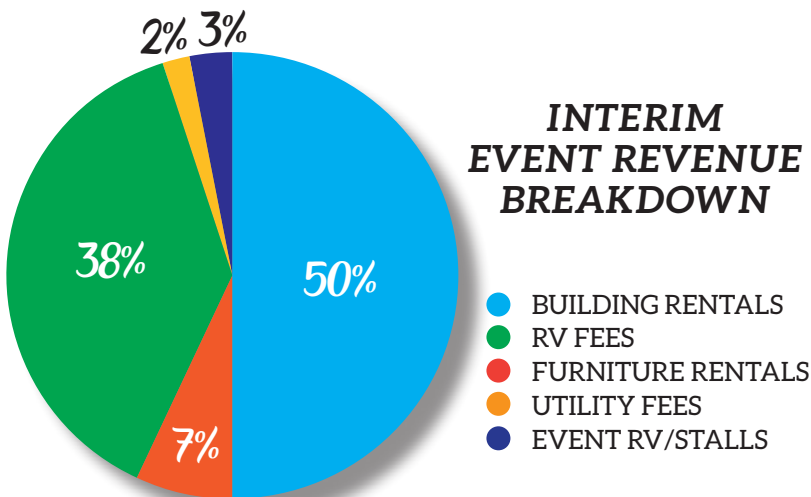
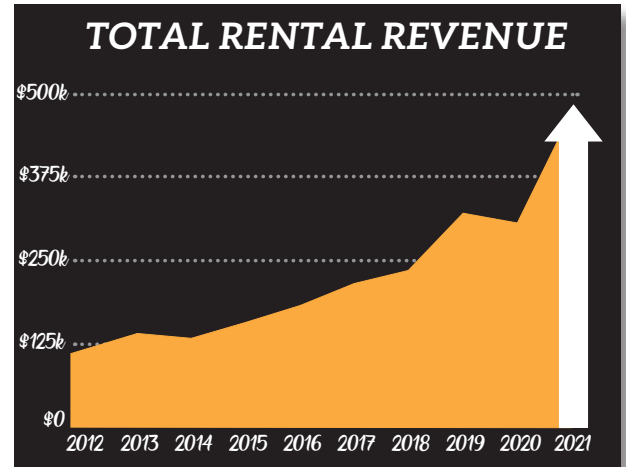
Jury Selections

Covid Testing

Covid Vaccine Clinics

Company Holiday Parties

& many other trade shows & special events



estimated

\$37,397.50

donated rentals for

County & City Law Enforcement for training and 4-H program support

## KOOTENAI COUNTY RV PARK GRANT FUNDING CONTINUES

2021 marked the third full year of our RV Park being fully operational, this source of revenue and accommodate our guests and those passing through. All funds received through the Idaho State Parks & Recreation RV Grant and matching funds have been provided by the Fair Board and Fair Foundation. To date \$1,890,151 has been invested into the development of the RV Park through these sources. This next phase will include the addition of the third loop, allowing for more camping and additional revenue. Ground will break in the spring of 2022.



# 2021 fair highlights

## grandstand events

AUG. 20	MONSTER TRUCK - SOLD OUT
AUG. 21	MONSTER TRUCK & FREESTYLE - SOLD OUT
AUG. 22	DEMO DERBY - SOLD OUT
AUG. 23	NELLY CONCERT - SOLD OUT
AUG. 24	CHRIS JANSON
AUG. 25	DRAFT HORSE PULL - FREE SHOW
AUG. 26	PRCA XTREME BULLS - SOLD OUT
AUG. 27	PRCA RODEO - SOLD OUT
AUG. 28	PRCA RODEO - SOLD OUT
AUG. 29	PRCA RODEO & DEMO DERBY - BOTH SOLD OUT



## snapshot

REVENUES	\$2,434,320.39
ATTENDANCE	154,726
BIGGEST DAY	2 <sup>nd</sup> SATURDAY
COMMERCIAL VENDORS	171
CONCESSIONAIRES	39
OPEN CLASS EXHIBITS	4,549
4-H ANIMALS SOLD	364
4-H MARKET ANIMAL SALE	\$1.1 MILLION
RAISED FOR AREA NONPROFITS	\$244,000

## FREE ENTERTAINMENT

LOS MORALITOS CIRCUS  
 TERRANCE B HYPNOTIST  
 ADAM THE GREAT MAGICIAN  
 LOUIE FOXX MAGICIAN  
 BRAD WORLD REPTILE SHOW  
 MANGO & DANGO  
 ROBO CARS  
 COWGIRL TRICKS  
 MUSIC ON THE MIDWAY  
 WILD SCIENCE!  
 FARM PARK  
 VINTAGE AG EQUIPMENT  
 4-H EXHIBITS AND SHOWS  
 IFG STEAM ENGINE SAW MILL  
 SEVEN STARS ALPACA RANCH  
 ALL ABOARD!

**\$185,475**

IN FREE ENTERTAINMENT



# 2021 fun facts

712

2021 4-H'ers

4,549

OPEN CLASS  
EXHIBITS

536

volunteers  
helped at  
the fair



OVER  
\$25,000

AWARDED  
in cash premiums  
paid out to residents  
of North Idaho who  
compete in our Open  
Class Competitive  
Exhibit Programs.

OVER  
5,200

EQUINE  
enthusiasts attended  
the Kootenai County  
Fairgrounds in 2021

\$1.1  
MILLION  
SOLD

at Livestock  
Sale

What did double the fun do for the fair in 2021?

59%

increase in  
FOOD &  
BEVERAGE SALES  
from 2019

41%

increase in  
ADMISSION  
from 2019

OVER  
\$132,000  
AWARDED

to Rodeo  
Contestants

44%

increase in  
PARKING  
from 2019

MORE THAN  
\$261k

earned by area non-profits  
at the fairgrounds in 2021

237  
POUNDS

food donated  
to the Food Bank

267%

increase in  
GRANDSTAND  
TICKET SALES  
from 2019

9 of 11

arena shows  
SOLD OUT!

125%

increase in  
CARNIVAL  
from 2019

OVER  
300

volunteers  
helped at the Fair



Gem State Stampede was televised  
*Live* for the first time in history!



# special awards

OUTSTANDING PERSON OF THE YEAR	PAT SIMS
OUTSTANDING BUSINESS OF THE YEAR	GEM STATE MULE COMPANY
OUTSTANDING ORGANIZATION OF THE YEAR	COEUR D'ALENE ROLLER DERBY
CLYDE BOATRIGHT AWARD	DAVE & SUE NUSSEAR

## COMPETITIVE EXHIBIT WINNERS

2021 Premier Exhibitor – Suey Magnus

2021 Premier Youth Exhibitor – Zoey Bradway

2021 Best Cook – Jaynie Duncan

## GREEN THUMB GARDENER AWARDS

Fruit, Nuts & Herbs – Yvonne Powers

Vegetables & Field Crops – Carolyn Sampert

Flowers – Jean Andrews

## CONCESSIONAIRES AWARDS

Fairest of them All – Philly Express – Garlic Cheese Curds

Most Creative Item – Moms Mini Donuts – Bucket of Donuts

Best Fair Food on a Stick – Azars – Deep Fried Cookie Dough



## ROCKY MOUNTAIN ASSOCIATION OF FAIRS AWARDS

### 2021 RMAF Awards

1st – Event Guide

1st – Theme Logo

1st – Promotional Poster

In addition, Alexcia Jordan has been elected to the position of 2nd chair in addition to her term as the Northwest District Director on the RMAF Board. She will represent for North Idaho, Washington and Western Montana and will serve as President of RMAF in 2024.

Our district has the honor of hosting the 2023 RMAF Convention here at the CDA Resort.

## HELPING SERVE THE FAIR INDUSTRY

Hosted a 2-day Facility Tour for the Rocky Mountain Association of Fairs that toured Spokane County Interstate Fairgrounds, Spokane Indians Ballpark, Kootenai County Fairgrounds, CDA Resort Convention Center, Silverwood Theme Park and the Bonner County Fairgrounds. This program was developed by North Idaho State Fair Staff to create a program designed around facility operations as a educational experience.





# 2021 NORTH IDAHO STATE FAIR RECEIVES INTERNATIONAL RECOGNITION

Each year the North Idaho State Fair submits entries to compete against not only the Nations Fair but also International Fairs and be judged by those in the Fair Industry. This year we are very proud to say we earned 20 awards in the areas of Agriculture, Communications, Competitive Exhibits, Non-Fair Facilities and Sponsorship Innovation, one being Overall Judges' Choice. This is the hard work for the Fair Board, Staff and many Volunteers who make this great fair such a huge success!

## AGRICULTURAL AWARDS

**1st** - Program Designed to Educate Consumers/Fairgoers of Agricultural or Fair Industry Challenge

**2nd** - Newly Established Program at your Fair to Promote Agriculture to the Fair-going Public

**2nd** - Agricultural Rodeo Photo

**2nd** - Agricultural 4-H/FFA Photo

**3rd** - Agricultural Horticulture Photo

## COMMUNICATION AWARDS

**2nd** - Radio

**3rd** - Promotional Advertising Outdoor

## COMPETITIVE EXHIBITS

**Overall Judges' Choice**

**Best of Division 1**

**1st** - Additional Competitive Exhibit Measures Taken (photo series)

**1st** - Display Method and/or Prop

**1st** - Competitive Exhibits Display (single photo)

**2nd** - New Contest to Attract New Competitive Exhibitors

**3rd** - Use of Theme Throughout Multiple Division of Exhibits

**3rd** - Strategy to Engage Participants

## NON-FAIR FACILITY AWARDS

**1st** - Capital Improvement Plan and Execution

**2nd** - Facility Beautification Project

## SPONSORSHIP AWARDS

**1st** - Sponsor Continuity

**1st** - Sponsor Exposure

**3rd** - Sponsor Innovation

*Making improvements  
everyday!*

• New ADA Seating at the Grandstands

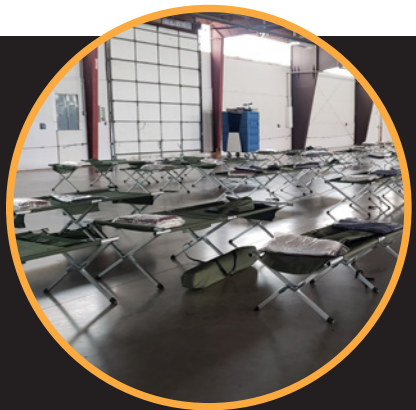
• RV Park Bathrooms

• Barn 9, 10 and Gardens walkway



## HOW WE SERVED OUR COMMUNITY DURING THE PANDEMIC

- Field Hospital mock set up
- Jury Selections
- Home for the Office of Emergency Management
- Drive Thru Covid Testing Site
- PHD Vaccine Clinic
- Drive Through High School Graduation for 7 area schools
- Drive Through Food Drives and Potatoes Distribution Site



# #NISFaircares

## GIVING BACK TO OUR COMMUNITY

Did you know, over \$260,000 in earning and/or savings went to area non-profits from hosting events at the fairgrounds. \$224,086 of that was earned during the 2021 North Idaho State Fair through food booths and services.

## 4-H PROGRAM SUPPORT

In 2021, 118 local businesses and individuals provided \$1,012,636 that went back to more than 300 local 4-H members who participated in market animal projects, many of which buy their feed and supplies locally. Of the 364 animals sold, over \$30,000 was donated to area non-profits and food banks for meat.

## FARM TO TABLE DAY

Annually, nearly 700 Kootenai County 5th grade students participate in a hands-on agriculture education field trip at the Fairgrounds, where they learn just how their food gets from the farm to their tables.

## SUMMER SERVICE DAY

Each Year volunteers from North Idaho roll up their sleeves and help tackle projects at the Fairground to help keep the grounds beautiful and looking fresh!

## GEM STATE STAMPEDE RODEO COMMITTEE

Each year, the GSS Rodeo Committee volunteers time to run a rough stock rodeo clinic to help train upcoming contestants and continue the sports growth here in the Northwest.

## RV PARK

Did you know though the resourceful efforts of the Fair Board and Staff, over \$1.8 million in capital improvements have occurred on the facility since 2017. Funds solely provided by grant funding and community support!

## CONTINUING EDUCATION

Through the continuous efforts of the North Idaho Fair Foundation \$90,000 in scholarships have been awarded to outstanding youth in North Idaho!

## CANCER CARE SUPPORT

Since the inception of Chicks N Chaps here at the North Idaho State Fair over \$260,000 has been raised. Over \$96,000 of that has been donated to Kootenai Health Foundation for their Cancer Support Fund to help local families. In 2021 the North Idaho Fair and Rodeo Foundation gave \$36k to Kootenai Health's Cancer Support Fund.

