



2023



ANNUAL REPORT



North Idaho STATE FAIR

Attendance & Weather

.....

Friday, Aug. 18

NIC Day at the Fair

Sponsored by North Idaho

College

High: 88

Low: 73

Saturday, Aug. 19

State Fair Saturday

Sponsored by PIFCU

High: 82

Low: 54

Sunday, Aug. 20

Feed the Need

Benefiting Post Falls

Food Bank

High: 81

Low: 59

Monday, Aug. 21

Mental Health Monday

Benefiting Suicide Prevention

Action Network of North

Idaho

High: 72

Low: 64

Tuesday, Aug. 22

Senior Day

Sponsored by Great Resort

Vacations

High: 66

Low: 64



fair board

Jerry Johnson, Chair

Elise Burton, Vice Chair

Joe Doellefeld

David Fair

Kevin Kirking

Linda Rider

Tim Vulles

Elizabeth Brewer, Alternate

Mike Mclean, Alternate

Christina Petit, Alternate

Sharon Nelson, Alternate

fairgrounds staff

Alexcia Jordan

Shanda Masterson

Greg Bennett

Michaela Woempner

Emma Tanner

Adam Vinson

Olivia Asburry

Laura Burrows

Amy Balance

Nic Yamaguchi

Jake Davila

Samatha Lauer

General Manager

Assistant General Manager

Facility Operations Manager

Agricultural Program Coordinator

Administrative Assistant

Event & Facility Assistant

Office Manager

Events Coordinator

Volunteer Coordinator

Maintenance Technician

Ground Assistant

Administrative Assistant

gem state stampede

COMMITTEE

Dave Paul, Chair

Mark Huffman

Fred Markarian

Darin Nagle

Dr. Bob Peters, DVM

Denise Rosen

Wade Soderbeck

Greg Stevens

Travis Turner

Tim Vulles

John Wallace

youth stock show & sale

COMMITTEE

Mike McLean - President

Sean Booth - Vice President

Shannon Spraker - Treasurer

Andrew Brinkley

Robert Burnside

Ed Mael

Patty Muhlhauser

Kelly Routt

Elisa Teal

Madison Sotin - 4-H Representative

Laura Kelly - FFA Representative

Elise Burton - Fair Board Representative

manager's report letter



Reflecting on the past year at the North Idaho State Fairgrounds fills me with immense pride for what we've achieved together. Despite the challenges presented by weather and the evolving needs of our community, 2023 was a year marked by significant accomplishments, growth, and meaningful impact.

A Year of Notable Achievements

Our attendance figures for the fair reached 157,130, a testament to the enduring appeal of our events and the dedication of our team in creating an engaging and vibrant fair experience. While we faced unpredictable weather, our community's spirit remained unweathered, showcasing resilience and adaptability.

Financially, we continued to demonstrate strong performance, with a total income of \$4,071,107.59 against expenses of \$3,981,261.00, yielding a profit of \$89,846.59. This financial health enabled us to invest back into the fairgrounds, improving facilities and expanding our offerings.

Community and Engagement

Our commitment to serving the community shone brightly, with over \$280,000 in earnings and/or savings directed to local nonprofits. The Youth Program Support initiative raised \$910,097 for more than 261 local youth, demonstrating our investment in the future of agriculture and our local youth's development.

Significant improvements were made to our facilities, including a new well in the RV Park, repairs to the Jacklin Building, and enhancements to the Silver Buckle Club. These upgrades ensure our fairgrounds remain a premier destination for our community and visitors alike.

Awards and Recognition

It was a year of accolades for the North Idaho State Fair, as we received 18 awards across various categories, including Agriculture, Communications, and Competitive Exhibits. Our participation in national and international competitions highlighted the quality and excellence of our events, earning us the Overall Judges' Choice award among others.

Looking Ahead

As we look to the future, we are motivated by our achievements and the opportunities that lie ahead. We remain committed to our mission of providing exceptional experiences that educate, entertain, and enrich our community. I am confident that with the continued support of our team, partners, and community, we will reach new heights in the years to come.

I extend my deepest appreciation to everyone who contributed to our success this year. Your hard work, dedication, and support are the pillars of our fair's success. Together, we will continue to create memorable experiences for all who visit the North Idaho State Fairgrounds.

Alexcia Jordan, CFE
General Manager

North Idaho STATE FAIR

Attendance & Weather

.....

Wednesday, Aug. 23

Ag Awareness Day

Sponsored by **Kootenai/**

Shoshone Farm Bureau

High: 72

Low: 57

Thursday, Aug. 24

First Responders Day

Sponsored by **First**

Interstate Bank

High: 79

Low: 50

Friday, Aug. 25

Paint the Fair Pink

Sponsored by

Knudtsen Chevrolet

High: 73

Low: 55

Saturday, Aug. 26

Patriot Day

Sponsored by **Pepsi**

High: 86

Low: 55

Sunday, Aug. 27

Family Day

Sponsored by **Super 1 Foods**

High: 90

Low: 6

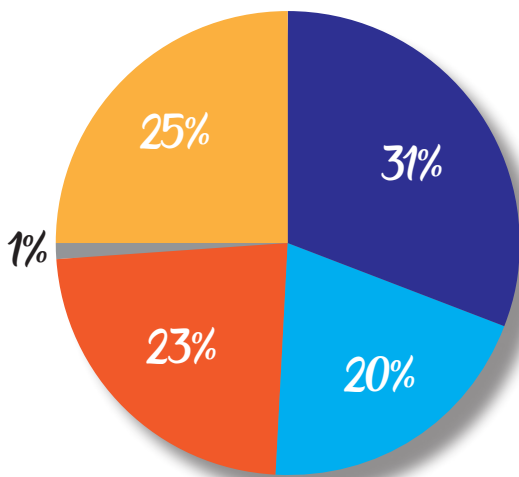
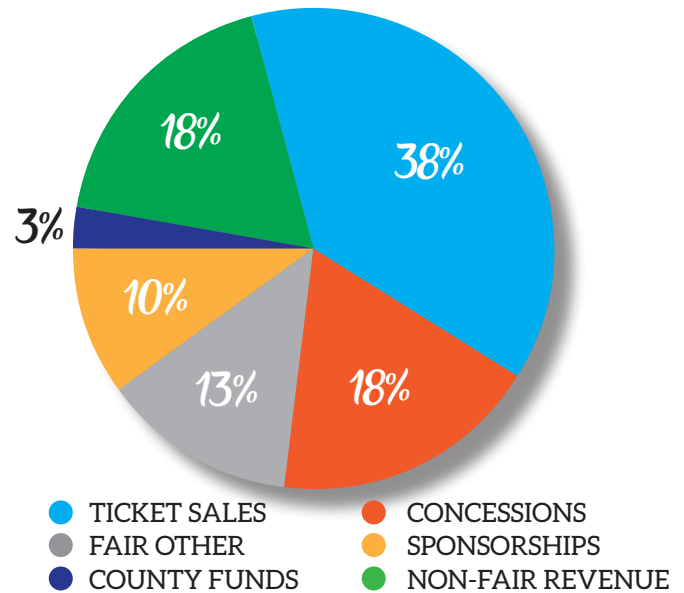
2023 Total Attendance:

157,130

fairgrounds financial report

2023 OPERATING REVENUES

Ticket Sales	\$1,534,110.91
Concessions	\$721,500.88
Fair Other	\$540,236.98
Sponsorships	\$426,979.50
County Funds	\$112,500.00
Non-Fair Revenue	\$735,779.32
	\$4,071,107.59



ADMINISTRATION	FACILITIES/MAINTENANCE
PREMIUMS	ATTRACTIONS/ENTERTAINMENT
PAYROLL/BENEFITS	

2023 OPERATING EXPENSES

Administration	\$1,216,429.22
Facilities/Maintenance	\$807,734.79
Attractions/Entertainment	\$914,365.52
Premiums	\$31,542.89
Payroll/Benefits	\$1,011,188.25
	\$3,981,260.67

NET PROFIT TO DATE: \$89,846.92*

NORTH IDAHO STATE FAIR 3-YEAR GROWTH

2023			2022			2021	
Income	\$ 4,071,107.59		Income	\$ 3,815,806.86		Income	\$ 2,434,320.39
Expenses	\$ 3,981,261.00		Expenses	\$ 3,440,360.43		Expenses	\$ 1,491,443.11
Profit/Loss	\$ 89,846.59		Profit/Loss	\$ 375,446.43		Profit/Loss	\$ 942,877.28
Attendance	157,130		Attendance	168,567		Attendance	154,726

*Each year the North Idaho State 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 2023 prior to audit.

building rentals & non-fair events

estimated 384,679

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

Dog Shows

Horse Shows

4-H

Banquets

Fundraisers

3C's Craft Fair

Farm to Table Field Trip Days

Home & Garden Show

Arenacross

Kootenai Classic

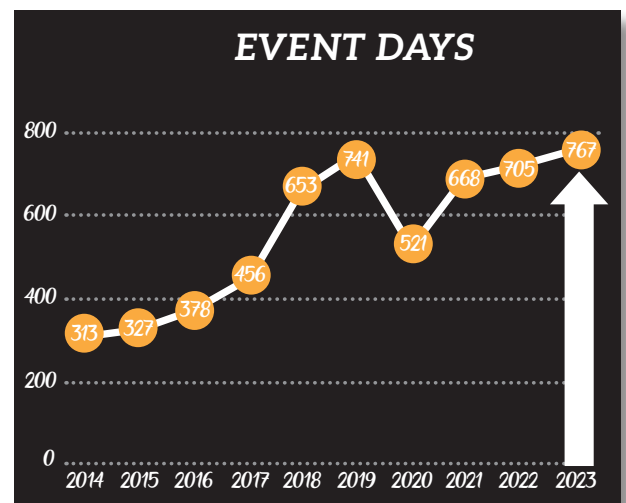
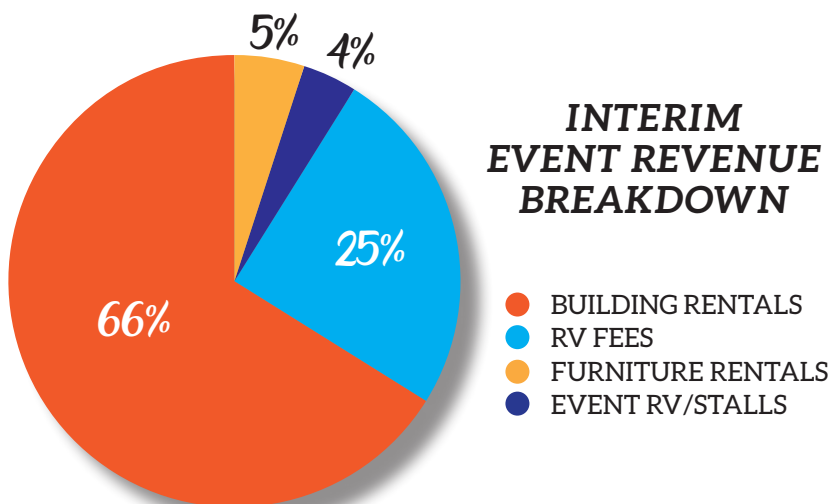
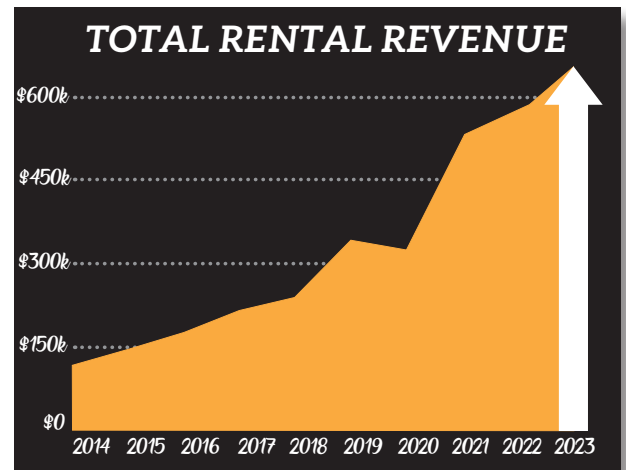
Livestock Show

Weddings

Rebel Junk

Company Holiday Parties

& many other trade shows & special events



estimated \$67,000

donated rentals for non-profit events,
County & City Law Enforcement for training and 4-H program support

GRANT SUPPORT FOR KOOTENAI COUNTY RV PARK MAINTAINS MOMENTUM

In 2023, we celebrated the RV Park's fifth year of full operation, notably the first year that all 39 full hookup sites, along with 3 new tent sites, were available throughout the entire season. The project has benefitted from funding through the Idaho State Parks & Recreation RV Grant, with additional support from the Fair Board and Fair Foundation. To this point, a total of \$1,890,151 has been allocated for the RV Park's development from these funding sources.



2023 fair highlights

PRESENTED BY FINDLAY POST FALLS & IDAHO CENTRAL CREDIT UNION

grandstand events

AUG. 18	BIG AIR AT THE FAIR
AUG. 19	MONSTER TRUCKS
AUG. 20	MONSTER TRUCKS
AUG. 21	CARLY PEARCE CONCERT
AUG. 22	CHASE RICE CONCERT - SOLD OUT
AUG. 23	LIL JOHN CONCERT
AUG. 24	PRCA XTREME BULLS - SOLD OUT
AUG. 25	PRCA RODEO - SOLD OUT
AUG. 26	PRCA RODEO - SOLD OUT
AUG. 27	PRCA RODEO & DEMO DERBY - BOTH SOLD OUT



snapshot

REVENUES	\$3,141,133
ATTENDANCE	157,130
BIGGEST DAY	2 nd FRIDAY
COMMERCIAL VENDORS	135
CONCESSIONAIRES	40
OPEN CLASS EXHIBITS	6,408
4-H ANIMALS SOLD	301
4-H MARKET ANIMAL SALE	\$910,097
RAISED FOR AREA NONPROFITS	\$244,000

FREE ENTERTAINMENT

ALL-ALASKAN PIG RACES
BRAD'S WORLD REPTILE SHOW
ROCK BOTTOM BOYS
OFF AXIS STUNT SHOW
DAN MEYER SWORD SWALLOWER
TYZEN COMEDY HYPNOTIST
TWINKLE TIME
ADAM THE GREAT MAGICIAN
PETTING ZOO
COPPER COWBOY
SIR MIME-A-LOT
MAXX ROBOT
MUSIC ON THE MIDWAY
CURLY'S FUNTASTIC KIDS ZONE
NASCAR RACING
LIBRARY NETWORK DISCOVERY
BUS
FISH & GAME ARCHERY RANGE
KCSO K-9 DEMOS
FARM PARK
VINTAGE AG EQUIPMENT
YSSS, 4-H & FFA EXHIBITS & SHOWS
SELFIE MUSEUM
ALL ABOARD! TRAIN

\$212,925

IN FREE ENTERTAINMENT
WITH 92 DIFFERENT
ACTS TO CHOOSE FROM

First year with Youth Stock Show and Sale (YSSS)

2023 fun facts

15,713

avg. daily
attendance

261

2023 YSSS
exhibitors
(FFA, 4H
& independents)

546

total
YSSS
entries



301

animals
sold

150

total
buyers

\$3,024

average
price
per animal sold

2,062

total
livestock
entries

4,972

total
static entries

700+

volunteers
helped at Fair

7,034

OVERALL
entries at Fair

OVER
\$30,000

AWARDED
in cash premiums
and awards to
residents of North
Idaho who compete in
our Exhibit Programs.

OVER
\$219,000

in FREE
grounds
entertainment
with 92 various
acts performing

215

pounds of food
donated to
food banks

MORE THAN
\$280k

earned by area non-profits
at the fairgrounds in 2023

67

antique tractors &
engines displayed

20%

increase in
SPONSORSHIPS

Web traffic stats for the month
of AUGUST

153,605 visits to NISFair.fun

4372 new email signups

26,570 purchases

6 of 11

arena shows
SOLD OUT!

14 of 40

food booths
locally owned
& operated

3.5+
HOURS

average visit
time

Gem State Stampede was
televised *Live!*



special awards

OUTSTANDING PERSON OF THE YEAR	• GLENN & KATHY VANHORN
OUTSTANDING BUSINESS OF THE YEAR	• FINDLAY POST FALLS
OUTSTANDING VOLUNTEER GROUP OF THE YEAR	• CDA BACK COUNTRY ATV/UTV ASSOCIATION
CLYDE BOATRIGHT AWARD	• ZACH & KATIE BANE

2023 COMPETITIVE EXHIBIT WINNERS

Premier Exhibitor - Susan Ownby

Premier Youth Exhibitor - Hanne Williamson

Best Cook - Susan Ownby

Best Youth Cook - Hanne Williamson

GREEN THUMB GARDENER AWARDS

Fruit, Nuts & Herbs - Yvonne Powers

Vegetables & Field Crops - Yvonne Mathis

Flowers - Jean Andrews

CONCESSIONAIRES AWARDS

Highest Grossing Booth in 2023 - Philly Express

Fairest of them All - Azar's Deep - Deep Fried Lasagna

Most Creative Item - Z Gourmet - Brisket Mac n Cheese

Best Fair Food on a Stick - Spud Hut - Corn on the Cob



Making improvements everyday!

Big year for capital and deferred maintenance over \$411,000!

- New well in the RV Park for irrigation
- Repaired roof on the Jacklin Building
- Infrastructure improvements
- Completed Chill Zone
- Painted the Grandstands
- Enhanced Bar and Storage at Silver Buckle Club
- Upgraded power to Silver Buckle Club



2023 NORTH IDAHO STATE FAIR

GAINS GLOBAL ACCLAIM

Annually, the North Idaho State Fair participates in competitions against other national and international fairs, with entries evaluated by industry experts. This year, we are delighted to announce that our efforts were recognized with 18 awards across various categories including Agriculture, Communications, Competitive Exhibits, Non-Fair Facilities, and Sponsorship Innovation, with one prestigious award being the Overall Judges' Choice. This achievement is a testament to the dedicated efforts of our Fair Board, staff, and numerous volunteers, whose contributions are the cornerstone of our fair's remarkable success.

ROCKY MOUNTAIN ASSOCIATION OF FAIR 2023 SUMMIT AWARDS

- 1st – Fair Theme Logo
- 1st – Premium Book
- 1st – Non-Fair Rental Guide

IAFE AWARDS

NON-FAIR FACILITY USAGE

- 1st – Best Over All of Division Two – Modern Homesteaders Conference
- 1st – Successful Non-Fair Event Produced by Facility Staff – Meet a Farmer Dinner
- 1st – Best 1st Year Event NOT Produced by Staff – Modern Homesteaders Conference
- 1st – Social Media Campaign
- 2nd – Video Used to Promote Your Facility – Modern Homesteading Video
- 2nd – Facility Partnerships – Terra Underground – Pool Shed Center
- 2nd – Capital Improvement Plan and Execution – Chill Zone
- 3rd – Facility Beautification Project – SBC Bar Move and Remodel
- 3rd – Printed Promotional Material Specific to Facility Rentals – Rack Card

AGRICULTURAL AWARDS

- 2nd – Agricultural Retention Programs – YSSS
- 2nd – Horticultural Photo – Potato Display
- 3rd – Unique Community Engagement Showcase During the Fair – Live from the Fair

COMPETITIVE EXHIBITS

- 1st – Strategy to Engage Competitive Exhibitors – How to Register Video
- 2nd – Events Contest During the Year – Coloring Contest

HALL OF HONOR COMMUNICATIONS CONTESTS

- 1st – Best Overall Marketing Campaign – Divisional Award
- 1st – Miscellaneous Marketing – Pepsi Bottleneck Promotion
- 1st – Online Advertisements – Carnival Digital Campaign

INNOVATION IN SPONSORSHIP CONTESTS

- 2nd – Sponsorship Innovation – First Interstate Bank



Highlights of 2023

This year, our General Manager and CEO took on the prestigious role of President for the Rocky Mountain Association of Fairs (RMAF), proudly representing our Fair, Rodeo, and Community. Our team played a pivotal role in organizing the RMAF's annual convention, held at the Coeur d'Alene Resort in November, which welcomed over 500 attendees from various fairs throughout the Rocky Mountain region. The event's programming, widely regarded as the best to date, included presentations by speakers from our own community. A standout feature was the tour of the Kootenai County Fairgrounds, which received widespread acclaim from participants.

#NISFaircares

GIVING BACK TO OUR COMMUNITY

Did you know, over \$280,000 in earnings and/or savings went to area non-profits from hosting events at the fairgrounds. \$219,216 of that was earned during the 2023 North Idaho State Fair through food booths and services.

SERVING LOCAL

Did you know that of 40 food booths at the Fair in 2023, 14 are locally owned and earned nearly \$500,000 in gross revenue during the fair.

YOUTH PROGRAM SUPPORT

In 2023, 98 local businesses and individuals provided \$910,097 that went back to more than 261 local youth who participated in market animal projects, many of which buy their feed and supplies locally. Of the 301 animals sold, over \$30,000 was donated to area non-profits and food banks for meat.

FARM TO TABLE DAY

Annually, nearly 1800 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.

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 \$115,000 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 \$340,000 has been raised. Over \$180,000 of that has been donated to Kootenai Health Foundation for their Cancer Support Fund to help local families. In 2023 the North Idaho Fair and Rodeo Foundation gave \$49k to Kootenai Health's Cancer Support Fund.

