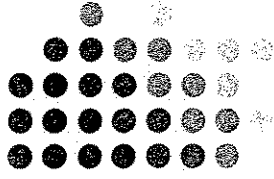
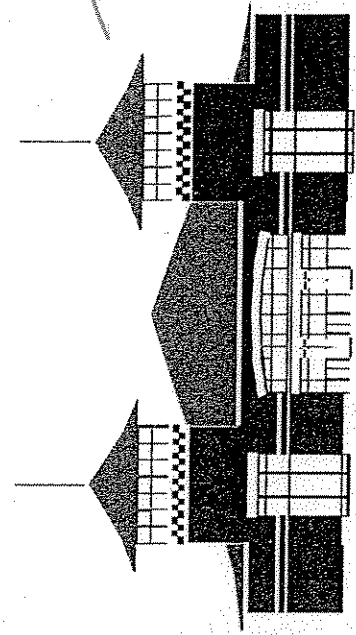


# Wisconsin Exposition Center 2004 Business Plan

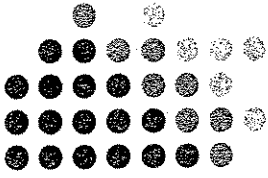


## Marketing Objectives

- Short-Term: Increase facility usage to meet and exceed space rental budget of \$2,100,000
- Long term: Produce or co-produce events
- Increase additional sources of revenue
- Create and continue positive messages about WEC and its clients
- Collaborate with other venues on State Fair grounds to maximize purchasing power and gain efficiencies



**WISCONSIN EXPOSITION CENTER**  
At State Fair Park



# Wisconsin Exposition Center 2004 Business Plan

## Sales Plan Strategy

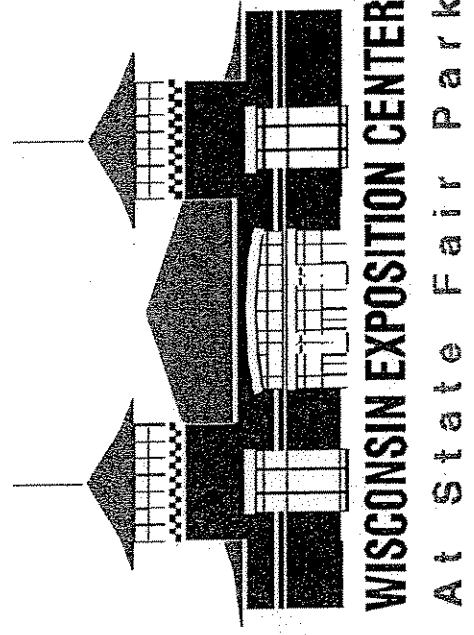
- Meet and exceed space rental budget of \$2,100,000

## Tactics

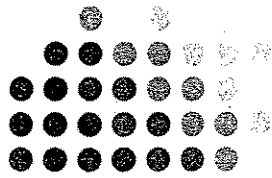
- Book quality events on short-term basis to meet space rental goals.

Consumer Shows, Tradeshows, other State Fair Park venues food functions and meetings.

- Book quality events that drive attendance, food and beverage, parking and other ancillary revenues.
- Determine what shows were lost due to expansion and which would be interesting in returning to WEC.

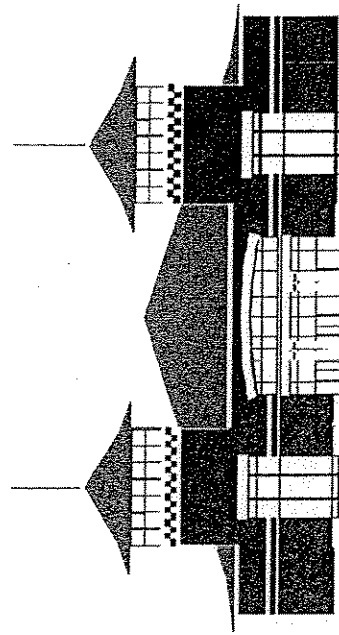


# Wisconsin Exposition Center 2004 Business Plan



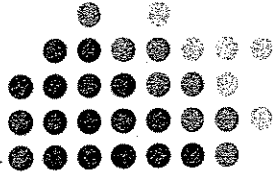
## Tactics (continued)

- Develop leads and actively solicit groups through direct mail, cold calls, sales presentations, and tradeshow
- Close booking calendar 18-24 months and in
- Implement user's focus group
- Long-term-Produce or co-produce events.



**WISCONSIN EXPOSITION CENTER**  
At State Fair Park

# Wisconsin Exposition Center 2004 Business Plan



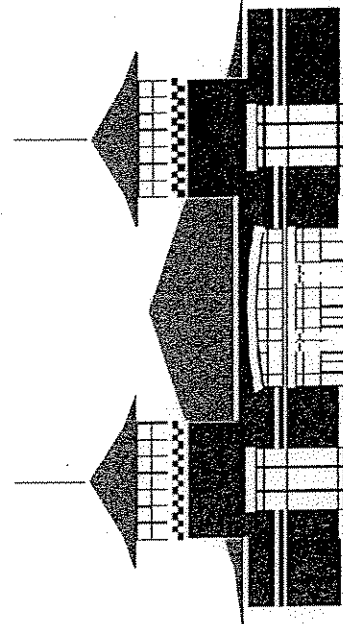
## Food functions/corporate events

### Strategy

- Maximize use of the Wisconsin Exposition Center meeting rooms and exhibit space for food and beverage functions.

### Tactics

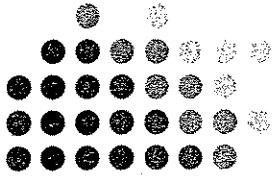
- Work with caterer to fill in gaps with local food functions and events.
- Increase food and beverage opportunities at all events.
- Collaborate with show producers in developing concession menu items that appeal to their audiences
- Consider opportunities for expanded kitchen facilities either attached or on-site.



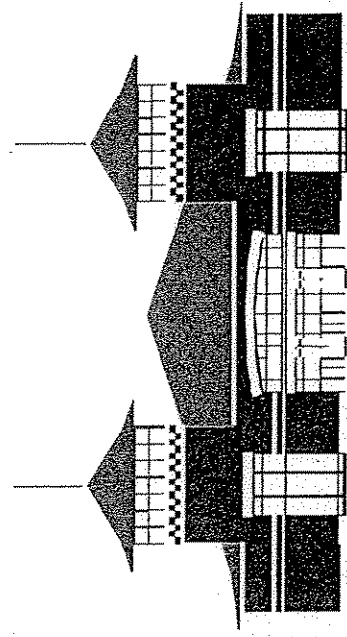
**WISCONSIN EXPOSITION CENTER**

At State Fair Park

# Wisconsin Exposition Center 2004 Business Plan



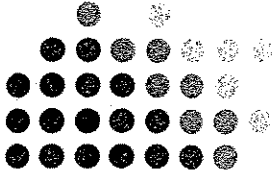
- Increase sources of additional revenues
  - Naming rights
  - Sponsorship
  - Advertising Opportunities



**WISCONSIN EXPOSITION CENTER**

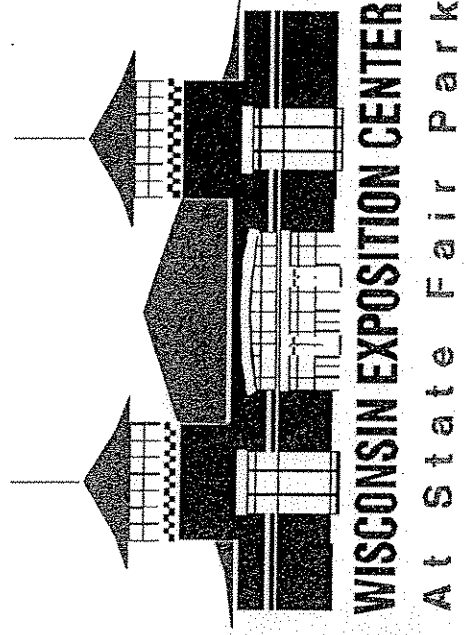
At State Fair Park

# Wisconsin Exposition Center 2004 Business Plan

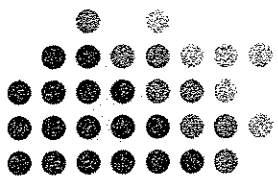


## Sponsorship

- Sponsorship
- Opportunities exist in several categories
  - Food and Beverage
  - Soda
  - Malt Beverage



# Wisconsin Exposition Center 2004 Business Plan



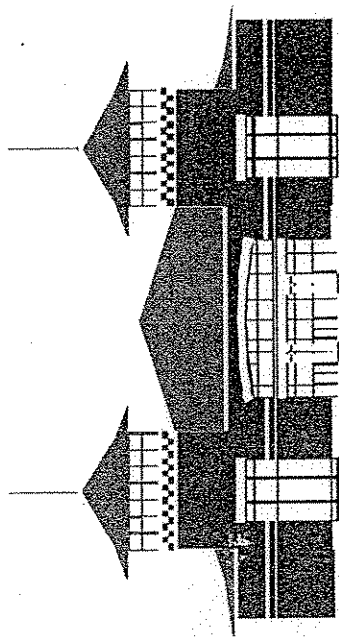
## Advertising/Sponsorship/Naming Rights

### Strategy

- Meet advertising/ sponsorship/naming rights goals

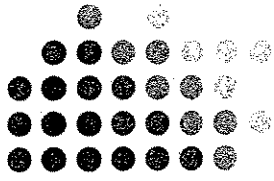
### Tactics

- Secure Naming Rights
- Launch Wisconsin Business Products Showcase.
- Product kiosks offering Wisconsin businesses opportunities to display products and services.
- Signage and other opportunities.
- Outside agency to sell and develop advertising and sponsorship packages throughout venue.



**WISCONSIN EXPOSITION CENTER**  
At State Fair Park

# Wisconsin Exposition Center 2004 Business Plan



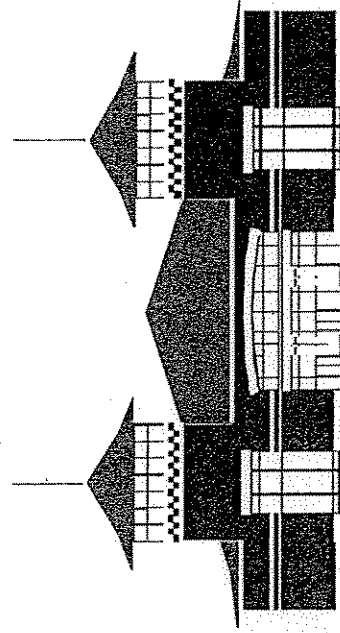
## Advertising Plan

### Strategy

- Develop advertising campaign for Wisconsin Exposition Center to solicit consumer and tradeshow business and to gain name and brand recognition for venue

### Tactics

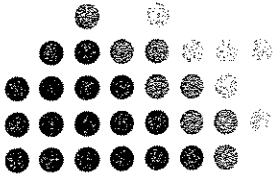
- Select and place advertising in national trade publications



**WISCONSIN EXPOSITION CENTER**  
At State Fair Park



# Wisconsin Exposition Center 2004 Business Plan

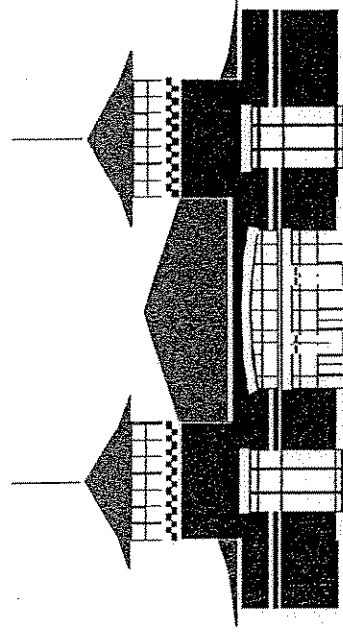


## Strategy

- Develop collateral pieces to support marketing efforts

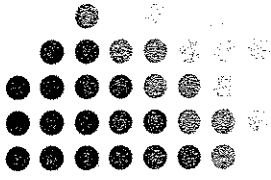
## Tactics

- Create venue piece that can be used for direct mail, tradeshow leads and other opportunities to solicit business for the venue.



**WISCONSIN EXPOSITION CENTER**  
At State Fair Park

# Wisconsin Exposition Center 2004 Business Plan

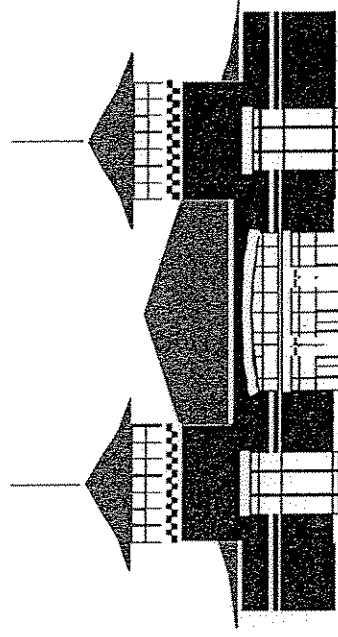


## Strategy

- Advertise and promote upcoming events at Wisconsin Exposition Center

## Tactics

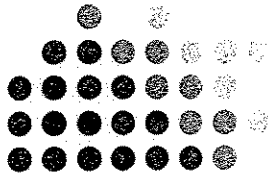
- Create weekly/bi weekly ad to list upcoming events at WEC.
- Create and sell advertising packages for building users.
- Create calendar of events to distribute to local establishments promoting upcoming events at WEC/SFP/MM, PNIC.



**WISCONSIN EXPOSITION CENTER**

At State Fair Park

# Wisconsin Exposition Center 2004 Business Plan



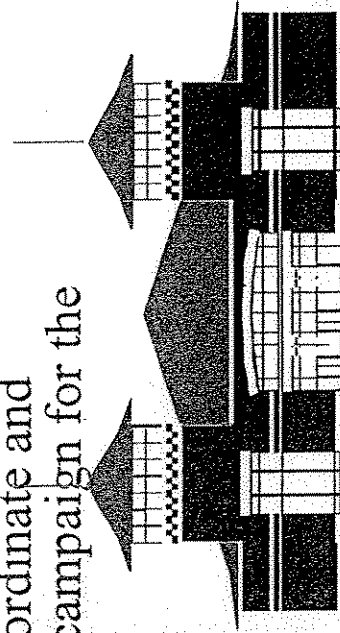
## Public Relations Plan

### Strategy

- Increase awareness of Wisconsin Exposition Center events

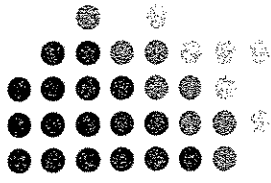
### Tactics

- Local-Notify media and public of upcoming events through press releases, blast fax, web page, event information line, calendar of events, electronic signage, community calendars and other means
- Create a marketing committee with representatives of PNIC, MM and SFP and develop collaborative marketing strategies to make best use of limited funds.
- Hire a marketing/public relations staff person to coordinate and manage a positive public relations and advertising campaign for the facility, events and customers.



**WISCONSIN EXPOSITION CENTER**  
At State Fair Park

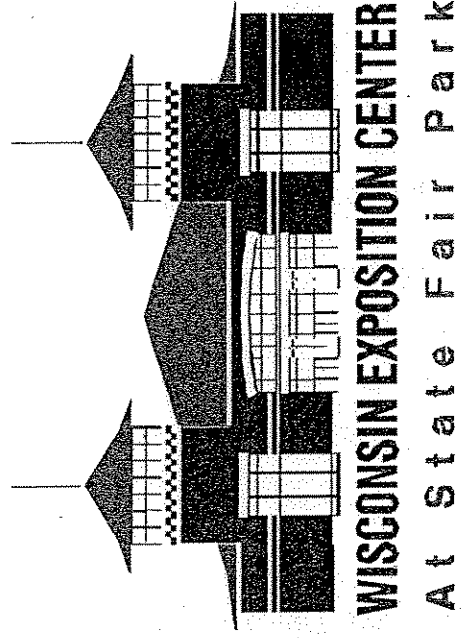
# Wisconsin Exposition Center 2004 Business Plan



## Public Relations Plan (Continued) Strategy

- Increase awareness of Wisconsin Exposition Center events

National-Identify opportunities in national media for editorial opportunities on WEC, upcoming events, product innovations and interviews with key staff members.



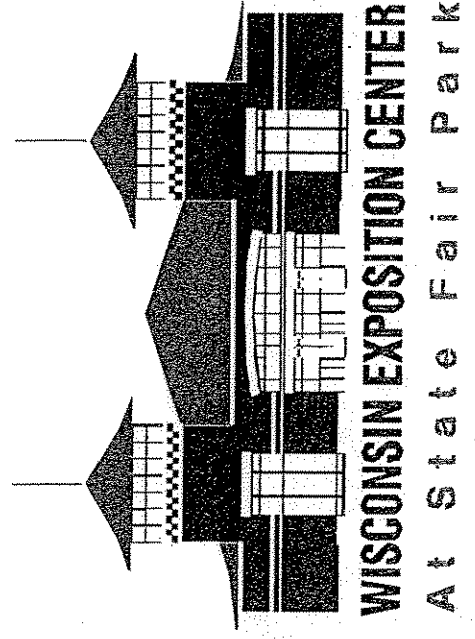
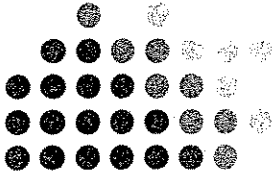
# Wisconsin Exposition Center 2004 Business Plan

- Collaborate with other State Fair Park Venues to maximize purchasing power and gain efficiencies.

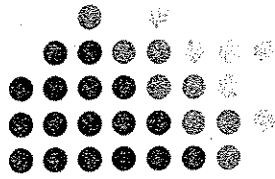
Advertising

Printed Materials

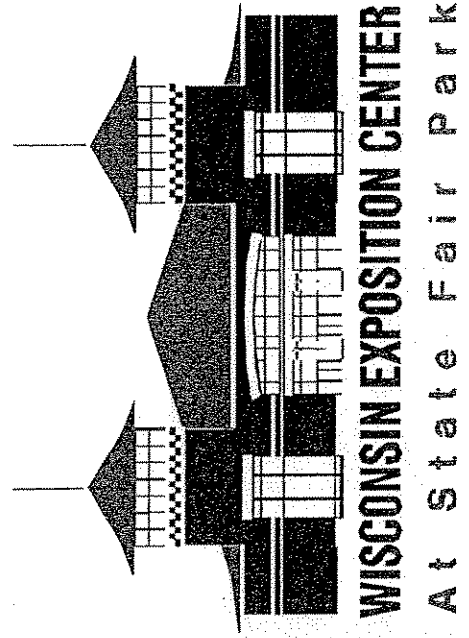
Promotional Items



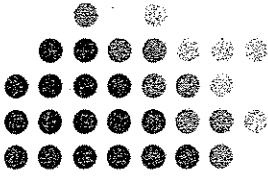
# Wisconsin Exposition Center 2004 Business Plan



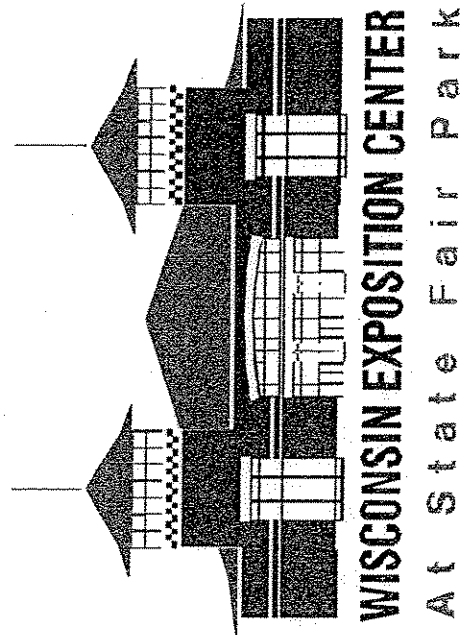
- Building Operations
  - Continue to explore ways to manage the building more effectively and efficiently while reducing costs
  - Staffing
  - Maintenance
  - Utilities



# Wisconsin Exposition Center 2004 Business Plan



- **Upcoming Events**
  - NARI Home Improvement Show  
February 5-8
  - Milwaukee RV Show  
February 12-15
  - Woodworking Show  
February 20-22
  - West Allis Chamber of Commerce Business Networking Expo  
March 3
  - Milwaukee Journal Sentinel Golf Plus Show  
March 5-7
  - Milwaukee Journal Sentinel Sports Show  
March 12-21
  - The Milwaukee Home and Garden Show and the Great  
Midwest Log Home And Timber Frame Show  
March 25-28



*Wisconsin Exposition Center Mission Statement*

***T***he Wisconsin Exposition Center is a state-of-the-art exhibition hall designed for consumers and tradeshows. We are committed to providing a superior facility and experience for our clients and patrons.



## *Executive Summary*

---

State Fair Park Exposition Center, Inc is a Wisconsin non-stock corporation organized and existing under Chapter 181 of the Wisconsin Statutes. The Corporation was formed in October 2000 to construct, own and operate the Wisconsin Exposition Center located on the grounds of State Fair Park. State Fair Park Exposition Center, Inc. is exempt from all federal income tax under section 501 (A) of the Internal Revenue Code as a non-profit organization described in section 501(c)(3) and exempt from Wisconsin sales or use tax under sec. 77.54 (1) and (9a), Wisconsin Statutes.

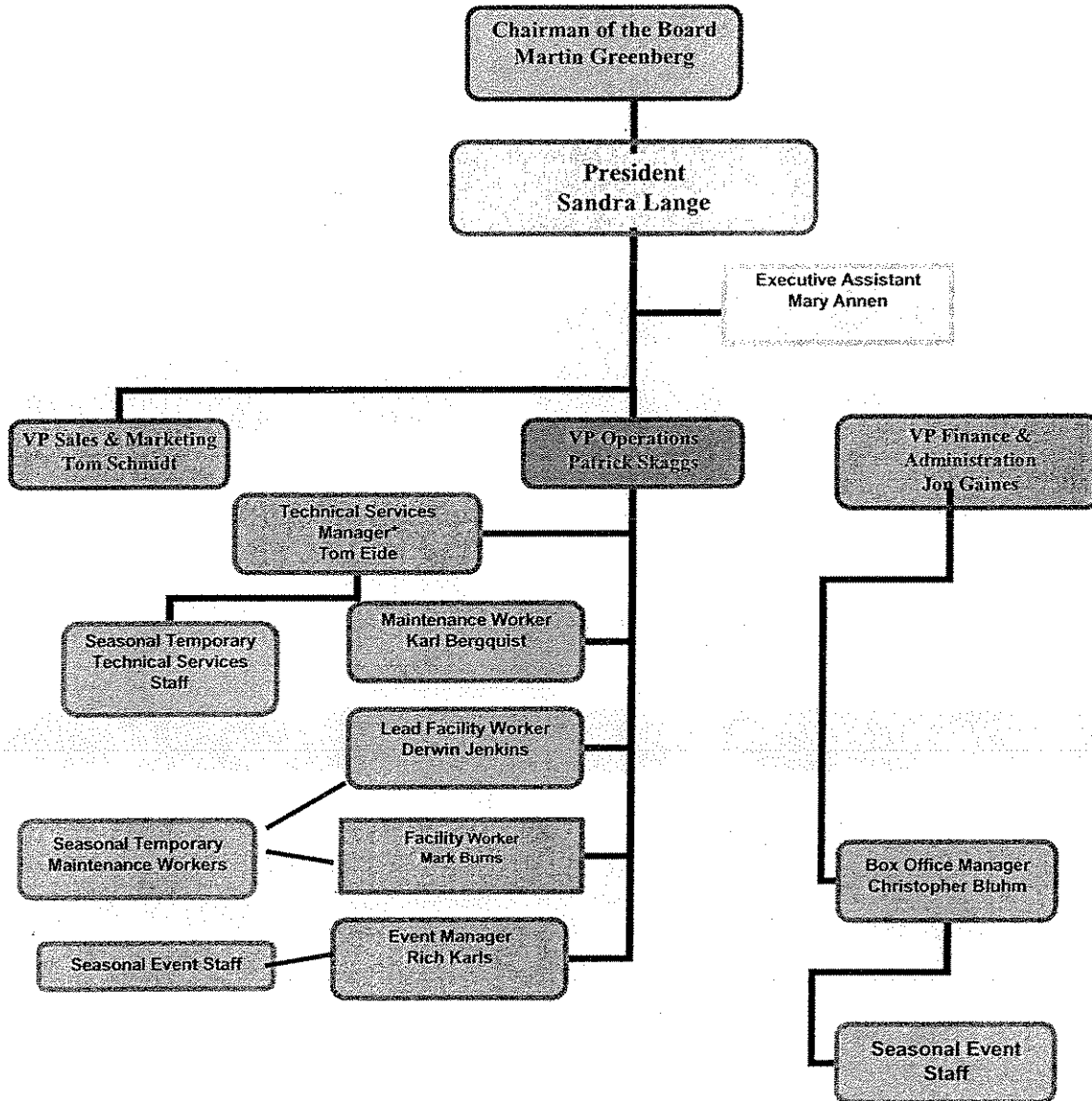
The Wisconsin Exposition Center is 200,000 gross square feet of exhibit space and can accommodate over 1000 10 x 10 booths. The exhibition center has many features including 4 meeting rooms, 2 board rooms, 35,000 square feet of pre-function space, unlimited weight load capacity, ample parking and centrally located.

The Wisconsin Exposition Center is an exposition hall designed to attract consumer shows and tradeshow as well as other opportunities for meetings, food functions and public events. While the exposition hall has not reached the numbers projected in the original pro-forma it is important to note that business in the consumer, convention and tradeshow business throughout the country is down due to events of September 11, 2001, a less than robust economy and other factors. When the economy improves so will opportunities for consumer show producers and the attendance that these shows drive.

The staff at the Wisconsin Exposition Center is committed to provide a quality experience for the customer and consumers who use the facility. Our main focus in 2004 is to immediately increase both short-term and long-term bookings, secure naming rights for the venue and develop sponsorship and advertising packages throughout the facility.

More importantly, with all the properties that exist on State Fair Park Grounds namely the Wisconsin Exposition Center, The Pettit National Ice Center, the Milwaukee Mile and other SFP venues there exists great opportunities for collaboration in bringing and attracting major events to grounds. The Wisconsin State Park and its venues should be considered the next major entertainment center in the greater Milwaukee area.

*Organizational Chart*



## *Competitive Environment*

---

The Wisconsin Exposition Center offers many unique opportunities and challenges for meeting planners, consumer show producers and tradeshow organizers.

### *Wisconsin Exposition Center*

The Wisconsin Exposition Center opened in August 2002 and features the state's largest single exhibition hall with over 200,000 contiguous square feet of exhibit space and four meeting rooms. Located on State Fair Park grounds the facility offers many unique opportunities for consumer show promoters, tradeshow organizers and meeting planners.

- Wisconsin Exposition Center's local competition is:
  - Washington County Fair Exposition Hall, West Bend, WI
  - Waukesha County Expo Center, Waukesha, WI
  - Midwest Airlines Center-Milwaukee, WI
  
- Wisconsin Exposition Center's regional competition is:
  - Brown County Veterans Memorial Complex/Shopko Hall Green Bay, WI
  - Alliant Energy Center, Madison, WI
  - La Crosse Center, La Crosse, WI
  - Navy Pier-Chicago, IL
  - Rosemont Horizon Center, Rosemont, IL
  - Minneapolis Convention Center, Minneapolis, MN
  - Indianapolis Convention Center, Indianapolis, IN
  - Indiana State Fairgrounds, Indianapolis, IN
  
- Wisconsin Exposition Center's national competition is:
  - Allen County War Memorial Coliseum & Exposition Center, Fort Wayne, IN
  - Kentucky Fair & Exposition Center, Louisville, KY
  - Novi Exposition Center, Novi, MI
  - Lansing Center, Lansing, MI

*Summary of Events*

---

*Events by Type*

<i>Year</i>	<i>Consumer Shows</i>	<i>Tradeshows</i>	<i>Meetings</i>	<i>Other</i>	<i>Totals</i>
<i>2002</i>	<i>12</i>	<i>1</i>	<i>4</i>		<i>17</i>
<i>2003</i>	<i>26</i>	<i>10</i>	<i>6</i>	<i>1</i>	<i>41</i>
<i>2004</i>	<i>21</i>	<i>7</i>	<i>2</i>	<i>7</i>	<i>37</i>
<i>2005</i>	<i>18</i>	<i>6</i>	<i>3</i>	<i>2</i>	<i>29</i>

2004 includes # of 9 tentatives

2005 includes # of 9 tentatives

*Number of Days Building in Use*

<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>
<i>69</i>	<i>182</i>	<i>170</i>	<i>152</i>

## *Marketing Objectives*

---

There are five main objectives for the Wisconsin Exposition Center for 2004.

- Short term: Increase facility usage.
- Long term: Produce or co-produce events.
- Increase sources of additional revenues: Sponsorship, advertising and naming rights opportunities.
- Create and continue positive messages about WEC and its clients.
- Collaborate with other venues on State Fair Park properties to maximize purchasing power and gain efficiencies.

## *Marketing Strategies*

---

### *Short term: Increase facility usage*

Increasing facility usage will drive all other revenue generators for the facility from space rentals and parking to equipment rentals and food and beverage. We have a distinct advantage over other properties: date availability, ample parking, and central location. Unlike a product sitting in inventory that can be discounted, the dates in the exposition hall do not have a shelf life. Inventory of unused dates cannot be sold at a reduced price the following day...useable life has expired. Therefore, WEC staff will take an aggressive approach to booking quality events and bringing new events to the facility and will collaborate with venue partners in doing so.

#### *Consumer Shows:*

The number of consumer shows and new consumer show offerings is somewhat limited. In the current marketplace a major auto show, sports show, two boats shows and two home and garden shows already exist. These are powerhouses of the consumer show business driving traffic and revenues to the facilities. As these events already exist in the market, staff will actively pursue new consumer shows not currently offered.

In addition, a focus group of current facility users will be implemented in early February to assist staff in targeting and developing new show opportunities for the venue. Building marketing and operational policies will also be reviewed for efficiencies and effectiveness.

#### *Tradeshows:*

With the property located on State Fair Park grounds there exists a natural fit for shows that could potentially be held in the facilities and use other venues on the grounds. These could include: farm equipment shows, agriculture shows and large equipment shows that can utilize interior and exterior exhibit space.

Tradeshows with exhibits generally require meeting space and hotel rooms within close proximity to the venue. The WEC has limited meeting space and the nearest hotel rooms are 3-5 miles from the venue. Staff will actively pursue and target tradeshows that could utilize the facility and do not require a large amount of meeting space.

*However, future development discussions should include consideration of a hotel with meeting and banquet space attached to or adjacent to the exhibition hall to attract tradeshow business.*

## *Marketing Strategies*

---

### Collaboration with Other State Fair Park Venues:

Immediately identify any opportunities for programming in the Wisconsin Exposition Center that will complement other events going on at WSFP venues without competing with them. Examples include: Hosting hospitality events or motorsports trade show during Milwaukee Mile events, hosting hospitality or training area for Pettit National Ice Center events.

### Competition on WSFP grounds

The Wisconsin Exposition Center and other State Fair Park venues such as the Products Pavilion and Youth Center offer competitive venues and oftentimes, competitive events on the same grounds. Savvy event producers have taken advantage of this opportunity...booking competing events in facilities causing much confusion in the marketplace. The WEC staff should take booking and operational control of these facilities to eliminate the competitive nature of the events on the grounds.

### Meetings

Staff will aggressively pursue all opportunities in the areas of meetings. There are opportunities to pursue smaller meetings in the venues and well as other non-tradeshow business. This could include: meetings, exams, sporting events (i.e. gymnastics tournaments) and other opportunities.

## *Marketing Strategies and Tactics*

---

### *Sales Plan*

#### *Strategy*

- Meet and exceed space rental budget of \$2,100,000  
Book quality events on a short-term basis to meet space rental goals. This includes: consumer shows, tradeshows with exhibits, food functions, and corporate events.

#### *Tactics*

- Develop focused target markets for consumer shows, meetings and tradeshows to bring the most lucrative events to the Wisconsin Exposition Center. Staff will solicit and book quality events for the venue that will drive attendance, food and beverage, parking and other ancillary revenues.
- Implement sales and marketing plan and adjust for necessary changes.
- Increase repeat and annual business.
- Determine what shows/events were lost due to expo expansion and which would be interested in returning.
- Develop leads and actively solicit these groups through direct mail, cold calls, sales presentations and tradeshows.
- Close in booking calendar not filled 18-24 months and in.
  - Finalize WEC tentatives in booking calendar and convert to definite.
  - Finalize WEC definites in booking calendar and execute license agreements.
- Implement user's focus group to review marketing opportunities for new shows.
- Work with in-house caterer to fill gaps with local food functions and events.
- Develop Web-based marketing
- Participate in industry tradeshows (NACS, IAEM, IAAM ) to pursue business for Wisconsin Exposition Center

#### *Long-term: Produce or co-produce events*

Begin review of shows in marketplace that would be a good fit for venue or create and promote shows that would draw attendance to venue. May include other SFP venues and partners. Examples could include: Winter Festival utilizing Wisconsin Exposition Center for exhibits and entertainment, using Milwaukee Mile for Snowmobile Racing and Ice Sculpting etc.



## *Marketing Strategies and Tactics*

---

### *Food functions and corporate events*

Sportservice is WEC's exclusive vendor for concession offerings. Catering is non-exclusive. Sportservice can cater food functions but the food service facilities limit the size and scope of functions at the center. For plated events or large scale events food is prepared off-site and transported in. In addition, there is no ballroom or banquet hall and meeting rooms have limited capacity. China and flatware is not provided. The Tommy Thompson Youth Center has a full service kitchen. Sportservice will examine opportunities that exist in preparing food at the venue to provide for events at WEC.

However, we can offer clients something unique...large, raw space to decorate as they please and with the option of using Sportservice or bringing their own caterer for their event. Sportservice is developing meeting room packages and will also assist in the selling of meeting/food function space to potential clients.

#### *Strategy*

- To maximize use of the Wisconsin Exposition Center meeting rooms and exhibit space for food and beverage functions.

#### *Tactics*

- Increase food and beverage opportunities at all events. Wherever possible increase points of sale on exhibit hall floor through the use of portables
- Collaborate with show producers in developing concession menu items that appeal to their audience.
- Consider opportunities for expanded kitchen facilities either attached or on-site

## *Marketing Strategies*

---

### ***Increase sources of additional revenues: Naming rights, sponsorship and advertising opportunities.***

A major initiative for 2004 will be the pursuit of naming rights, sponsorship and advertising opportunities for the venue. Nearly 1.5 million people visit the Wisconsin Exposition Center on an annual basis. Numerous opportunities exist for companies and organizations to gain exposure to our audience. Signage is currently non-existent on the interior and exterior of the facility. An outside agency will be hired to sell advertising and sponsorship opportunities for the venue.

#### **Naming Rights:**

Naming rights are being aggressively pursued for the facility with a vendor to be named in early 2004. The venue and its association with State Fair Park offer a prestigious company or organization a perfect opportunity to display their name and products to a diversified audience. The naming rights agreement will bring revenues and recognition to the facility. Naming Rights goal is \$3,000,000 over next 10 years.

#### **Sponsorship:**

Major sponsorships of product categories exist including food and beverage, soda and malt beverage. These agreements could be park-wide or by individual property. All are under consideration and planned for major dollar contribution to bottom line in 2004.

#### **Advertising:**

Throughout the facility there exists numerous opportunities for advertising. An exciting venture will be marketed in 2004: The Wisconsin Business Showcase!

The Wisconsin Business Showcase are product kiosks that will be located throughout the pre-function space of the venue offering Wisconsin businesses such as agri-business, hospitality, banking and manufacturing an opportunity to display products and/or services to the general public who attend events at the Wisconsin Exposition Center. Wisconsin companies can showcase their stories and products in a kiosk or exhibit format and enter into licensing agreements with WEC generating significant revenues for the facility.

## *Marketing Strategies and Tactics*

---

### *Sponsorship and Advertising Plan*

#### *Strategy*

- Meet Sponsorship and Advertising Goal of \$100,000

#### *Tactics*

- Determine value and areas of opportunity
- Hire an outside agency to develop and sell advertising and sponsorship opportunities throughout the venue.

***Advertising Plan***

Advertising program for the Wisconsin Exposition Center will feature ads in national trade magazines such as Facilities Magazine, National Association of Consumer Shows, Tradeshow Week and other targeted publications. Advertising placements will be used to solicit business as well as gain name recognition for the venue.

***Strategy***

- Develop advertising campaign in national trade publications for Wisconsin Exposition Center to solicit consumer and trade show business.

***Tactics***

- Select publications and place advertising in national trade publications.
- Publications have been selected. Reviewing current facility creative and will revise if necessary.

***Strategy***

- Develop collateral pieces to support marketing efforts

***Tactics***

- Create new venue piece that can be used for direct mail, tradeshow leads and other opportunities to solicit business for the venue.

***Strategy***

- Advertise and promote upcoming events at Wisconsin Exposition Center  
A strong and immediate effort must be made to communicate the events occurring at the Wisconsin Exposition Center and other venues on the grounds. This may be accomplished by purchasing bulk rate contracts in the weekly and community newspapers. This is also an opportunity to work collaboratively with other SFP in purchasing bulk advertising to publicize all upcoming events.

***Tactics***

- Create weekly/bi weekly ads to list upcoming events at SFP.  
Through contracts with daily newspaper gain favorable rates. Create and sell advertising packages for building users.

## *Marketing Strategies and Tactics*

---

### *Public Relations Plan*

#### *Strategy*

- Increase awareness of Wisconsin Exposition Center events.

#### *Tactics*

Execute public relations plan for Wisconsin Exposition Center events

- Local--Notify media and public of upcoming events through press releases, web page, event information line, calendar of events, electronic signage, advertising, community calendars and other communications means.

- Determine opportunities to communicate about all events on grounds.
- Create a marketing committee with representatives of Pettit National Ice Center, Milwaukee Mile, Wisconsin Exposition Center and State Fair Park to develop collaborative marketing strategies to make best use of limited funds.
- Execute press conferences for clients and event announcements of significant stature.

National--Identify opportunities in national media for editorial opportunities on WEC upcoming events product innovations, interviews with key members of staff and stories relating to building successes.

- Continue positive public relations efforts for WEC and its customers.
- Hire a marketing/public relations staff person to coordinate and manage the above aspects of a positive public relations and advertising campaign for the facility, events and customers.

*Marketing Strategies*

---

*Ad placements-National Publications*

<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
	Think Wisconsin Depart of Tourism \$250	NACS Newsletter \$100	Expo Magazine \$4000	NACS Newsletter \$100	Tradeshow Week-NACS Issue \$2900
<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
	Tradeshow Week Annual Directory \$4750	NACS Directory \$1500	Tradeshow Week Focus on Consumer Shows \$2900	Facilities and Event Management Magazine \$3500	NACS Newsletter \$100

***Advertising and Promotion Budget***

---

<b><i>Promotional Items</i></b>	<b>\$22,500</b>
Includes logoed items used for tradeshow, customers and sponsorship opportunities.	
<b><i>Advertising</i></b>	<b>\$20,000</b>
Ad placement in publications including Facilities Magazine, NAC's, Tradeshow Week and other publications	
<b><i>Materials and Brochures</i></b>	<b>\$61,500</b>
Collateral materials developed in other venues, calendar of events Web page, brochures, sells pieces.	
<b><i>Travel</i></b>	<b>\$14,000</b>
Includes travel to consumer and trade show oriented conventions to solicit business for facility and gain industry knowledge.	
<b><i>Business Meetings</i></b>	<b>\$4000</b>
Includes cost associated with various events to solicit increased business to WEC and inviting clients for site inspections and other opportunities.	

*Marketing Strategies*

---

*Travel/Tradeshows*

National Association of Consumer Shows (NACS) St. Louis, MO  
June 23-25, 2004

Industry's premier consumer show organization. Excellent source for tradeshow and consumer show leads. Two WEC sales representatives attend conference in June.

International Association of Assembly Managers (IAAM) Reno, NV  
July 23-27, 2004

Comprised of leaders who represent a diverse industry—entertainment, sports, Conventions, trade, hospitality and tourism. These leaders manage, or provide products and services to public assembly facilities like arenas, amphitheaters, auditoriums, convention centers/exhibit halls, performing arts venues, stadiums and university complexes. Three WEC representatives will attend.

International Association of Exhibition Managers (IAEM) San Antonio, TX  
December 1-3, 2004

The International Association for Exhibition Management is the premier association for all individuals with business interests in the exhibition industry. Represents over 3,500 individuals who conduct and support exhibitions around the world.



## *Marketing Strategies*

---

*Collaborate with other venues on State Fair Park properties to maximize purchasing power and gain efficiencies.*

Wherever and whenever possible collaborate with other State Fair Park venues to maximize purchasing power to obtain competitive pricing for products or services needed. This could include the following:

Advertising  
Printed Materials  
Promotional items

*Operational Goals for 2004*

---

*Building Operations*

Explore ways to manage the building more effectively and efficiently while reducing costs. These will include the areas of:

Staffing  
Maintenance  
Utilities

# **Wisconsin State Fair Park Foundation**

State Fair Park  
Tommy G. Thompson Youth Center  
640 South 84<sup>th</sup> Street  
Milwaukee, Wisconsin 53214

Established 1995

## Table of Contents

	<u>Page</u>
History .....	3
Mission .....	4
Foundation Structure .....	5
Board .....	7
Financial Structure .....	9
Programs & Giving .....	10



## History

The Wisconsin State Fair Park Foundation grew out of a project to construct a new youth center at Wisconsin State Fair Park. The Wisconsin State Fair Park's Development Director and a group of community leaders worked on plans to replace the existing outdated and unsafe youth dormitory. Planning efforts focused on developing partnerships with other community based organizations with the objectives of enhancing existing youth programming and developing new avenues for community youth outreach. Potential uses for the youth center included:

- ◆ Home office for Milwaukee County UW-Extension, 4-H & Youth Development,
- ◆ Partnering with the Pettit National Ice Center to create an Olympic training center,
- ◆ Home for a 24 hour child care center for working parents,
- ◆ Site for a National Clown Hall of Fame and elaborate circus model (on loan from the Kohler Foundation)
- ◆ Meeting and events space for various community-based youth organizations.

The completed Performa for the proposed youth center was met with enthusiasm. However, funding would prove to be a major obstacle as the Fair Park is a program revenue state agency (it is self-supporting).

During this time, Wisconsin State Fair Park underwent a complete evaluation of the park's infrastructure. A study by the Division of Facility Development revealed that the fair park faced a major renovation project and it needed to replace many of the existing buildings with new facilities.

Investigation of other similar facilities revealed that the most successful ones all had separate, independent funding mechanisms that provided various funding streams directly to the facilities. This validated the direction community leaders were headed, which was to create a foundation that would support the youth center, youth programming, and facility development.

As a result, a group of community leaders, Friends of the State Fair Park, and the Development Director established the Wisconsin State Fair Park Foundation in 1995 as a stand-alone corporation to partner with the State Fair Park Board. The State Fair Park Foundation is a Wisconsin non-profit corporation, Federal chapter 501(c)(3). The group of Friends of the State Fair Park volunteered their time and donated resources to establish the foundation. The foundation has passed the five year probationary period and has received the IRS letter acknowledging the Wisconsin State Fair Park Foundation as a legal entity.

## **What is the State Fair Park Foundation?**

The State Fair Park Foundation is a private non-profit 501(c)(3) corporation developed to secure private and public resources to develop partnerships in fulfilling the Foundation's mission. The Foundation's mission supports the mission of State Fair Park Board in growth, development and expansion. The Wisconsin State Fair Park Foundation has two major goals; to support youth and to support the State Fair Park Board with facilities development, expansion and renovation.

## **Mission Statement**

To seek and develop private and public partnerships in identifying and securing resources to provide youth development and programming and to support State Fair Park Board with enhancement and development of new and existing facilities to help in positioning the Fair Park to meet its needs in the future.

## **Youth Focus**

The Foundation is rooted in the belief that providing youth with positive experiences will assist young people in making correct choices and promote the development of responsible citizens and future leaders.

## **Facility Development**

State Fair Park Foundation is committed to partnering with the State Fair Park Board in developing new, and enhancing current facilities in accordance with the Fair Park's mission. The Foundation will seek private and public partnerships and secure resources to make the Fair Park more attractive and available to host public events. These facility developments will further improve public safety to continue the Fair Park's reputation as a safe family environment.

# Mission



## Foundation Structure

### Location

State Fair Park  
Tommy G. Thompson Youth Center  
640 South 84<sup>th</sup> Street  
Milwaukee, Wisconsin 53214  
(414) 266-7044

### Contact Person

Stanley Shaw  
Phone: (608) 834-3413  
e-mail: [SLShaw@Briarwoods.com](mailto:SLShaw@Briarwoods.com)  
or  
Mary Beth Carr  
(414) 266-7044  
[marybeth.carr@sfp.state.wi.us](mailto:marybeth.carr@sfp.state.wi.us)

### Officers

President, Stan Shaw  
Vice President, John Lavin  
Secretary, Steve Johnson  
Treasurer, John Sheehan

### Board of Directors

Currently 12 Members serve; additional vacancies to be filled

### Total Grants Paid

\$224,000.00

- \$ 93,500 - Wisconsin State Fair Park Projects sponsored by the Foundation
- \$ 130,500 - Programming Support for youth scholarships, awards, activities & events

### Bank

Marshall & Ilsley Trust Company  
1000 N. Water Street  
Milwaukee, Wisconsin 53202

### Legal

Quarles & Brady, LLP  
Suite 2040  
411 Wisconsin Ave.  
Milwaukee, Wisconsin 53202



**Accountant**

Ritz, Holman, Butala, Fine, LLP  
Suite 550  
Two Plaza East  
330 East Kilbourn Ave  
Milwaukee, Wisconsin 53202

The Wisconsin State Fair Park Foundation is currently undergoing a number of changes to position itself to become a stronger working partner with State Fair Park Board. Goals to this end include:

- Establish a Foundation office in the Youth Center to provide more visibility to the Foundation.
- Employ an Executive Director to manage the business of the Foundation and focus on fund raising.
- State Fair Park Board Member, Mr. Tom Lyon, is serving on the Wisconsin State Fair Park Foundation Board as the Liaison Board Member.
- The Wisconsin State Fair Park Foundation Board is currently planning a strategic planning session before the end of 2003 to identify its key mission, goals, identify priorities, toward becoming a stronger working partner with the State Fair Park Board.
- The Wisconsin State Fair Park Foundation will develop a strategic business plan, which will be completed as a result of the strategic planning session.

## Board

### John Sheehan

Beechwood Distributors  
5350 S. Emmer Drive  
New Berlin, WI 53151  
Phone - 262-717-2831  
John@wesellbud.com  
FAX - 262-717-2830

### Steve Johnson

Miller Brands  
1400 N. 113th Street  
Wauwatosa, WI 53226  
Phone - 414-443-2128  
sjohnson@millerbrands.com  
FAX - 414-443-2193

### Steve Sazama

Saz's State House  
5539 W. State St.  
Milwaukee, WI 53208  
Phone - 414-256-8772  
FAX - 414-256-8778

### Stan Shaw

The Briarwood Group, LLC  
967 Musket Ridge  
Sun Prairie, WI 53590  
608-834-3413  
slshaw@briarwoods.com

### Janet Gottfreid

142 North 85th St.  
Milwaukee, WI 53226  
Janet.gottfreid@marquette.edu  
Phone - 414-288-1492  
FAX - 414-288-7727

### Mary Henke

1219 N Jackson St #307  
Milwaukee, WI 53202  
Mhenke@lynn.edu  
Phone - 414-765-9913  
FAX - 414-765-9103

### Bonita Herrmann

Racine County Extension  
14200 Washington Ave  
Sturtevant, WI 53177  
Phone - 262-886-8460  
bonita.herrmann@ces.uwex.edu  
FAX - 262-886-8489

### John Lavin

The Lavin Group Inc.  
N34 W23712 Five Fields Rd.  
Apt 101  
Pewaukee, WI 53072  
Phone 262-691-5235  
jlavin@wctc.edu  
FAX - 262-691-5106

### Gloria Ratajewski

14025 Lenox Drive  
New Berlin, WI 53151  
Phone - 262-796-1799  
[easton20011@hotmail.com](mailto:easton20011@hotmail.com)

### Kip Ritchie

Potawatomi Bingo Casino  
1721 W Canal St.  
Milwaukee, WI 53233  
Phone - 414-847-7734  
kipr@paysbig.com  
FAX - 414-847-7725

### WSFP BOARD LIAISON

### Mr. Tom Lyon

Wisconsin Department of  
Agriculture, Trade & Consumer  
Protection  
2811 Agriculture Drive  
PO Box 8911  
Madison, WI 53708  
Phone - 608-224-5015  
[Tom.Lyon@datcp.state.wi.us](mailto:Tom.Lyon@datcp.state.wi.us)

WSFP STAFF LIAISON

**Mary Beth Carr**  
Wisconsin State Fair Park  
PO Box 14990  
West Allis, WI 53214  
Phone - 414-266-7044  
marybeth.carr@sfp.state.wi.us

ADVISORY/HONORARY BOARD

**Chris Gawart**  
Quarles & Brady, LLP  
411 E. Wisconsin Ave  
Suite 2040  
Milwaukee, WI 53202-4497  
Phone - 414-277-5807  
ckg@quarles.com  
FAX - 414-277-5874

**Bernadette Perryman**  
C&L Distributors, Inc.  
1020 Industrial Dr S  
Sauk Rapids MN 56379  
Phone - 320-251-7353  
FAX - 320-259-7981

## **Financial Structure**

The Wisconsin State Fair Park Foundation's structure allows it to receive both restricted and unrestricted funds.

### **Unrestricted Funds**

Unrestricted funds represent those monies received by the foundation that are not ear-marked for a particular purpose. Unrestricted funds generally come from fund raising events that do not have an identified, specific purpose at the time of the event.

### **Restricted Funds**

Funds received from a donor or an event with a specific use or program target are restricted funds. These funds may be placed in a restricted account, depending on the donor's wishes, the purpose for which they were given, and the length of time held before disbursing.

### **Endowment Funds**

Similar to restricted funds, endowment funds may be targeted for a specific use by the donor. The donor makes a contribution, requesting that the principal remain endowed and only the interest or a set amount be distributed at the discretion of the donor. The donor that establishes an endowment fund generally makes a large contribution or makes successive contributions as they wish.

### **General Account**

All donations received that are not identified for a specific purpose are deposited into a general account. Likewise, money from fund-raising events not identified for a specific purpose is deposited into this account. This is currently where most of the contributions to the foundation have gone.

The foundation uses the general account to transact its business. All expenses, administrative costs, and most of the programming funded by the foundation are disbursed from the general account, including:

- ▶ scholarships
- ▶ youth show camp
- ▶ young peoples art exhibit awards
- ▶ furnishings for the Tommy G. Thompson Youth Center

## **Programs and Giving**

### **Youth Programming**

Youth programming is the flagship of the Wisconsin State Fair Park Youth Foundation. The Foundation's youth programs and events support

- ◆ Leadership development,
- ◆ Education,
- ◆ Artistic development, and
- ◆ Promotion of teamwork and good sportsmanship

### **Wisconsin State Fair Park Foundation Partnerships**

The Wisconsin State Fair Park Foundation supports a number of youth programs and activities through partnerships developed with State Fair, State Fair Park Board, and other community based organizations offering a youth component:

#### State Fair and State Fair Board

▶ **Young Peoples Art Exhibit**

The Young Peoples Art program is offered through the public school system. School aged children involved in art may submit various types of art, which is exhibited according to age and classification. The artwork is displayed and judged in advance of the fair and put on display during the fair. A panel of judges select 5 outstanding pieces of art, which are honored by having the art work on display in the youth center for one year. The foundation also offers a special scholarship to the winners of the special award. The Foundation is encouraging youth to continue developing their talent or passion for creating art.

#### Wisconsin Livestock Breeders Association

- ▶ Wisconsin State Fair Park Foundation developed a partnership with Wisconsin Livestock Breeders Association (WLBA) in 1996. WLBA is the oldest livestock organization in the United States, celebrating 100 years of providing youth programming to encourage talented youth to continue their education and dedication to breeding quality livestock. Wisconsin State Fair Park Foundation supports the WLBA by sponsoring the Master Stockman Awards each year. WLBA provides 6 scholarship awards. A Master Stockman Award is given in each species of livestock: beef, swine, sheep. In addition, WLBA gives runners up awards to the 2<sup>nd</sup> place youth in each category
- ▶ WLBA hosts a very popular event annually at State Fair Park, known as the Youth Show Camp. The event is so highly rated that youth from other states

want to come, but the roster is filled each year with 250 Wisconsin youth attending.

### World Beef Expo

Wisconsin State Fair Park Foundation partners with World Beef Expo, an international event. World Beef Expo boasts a broad youth division. It hosts a Junior Show, including a junior division supreme champion and provides a youth sweepstakes division, including:

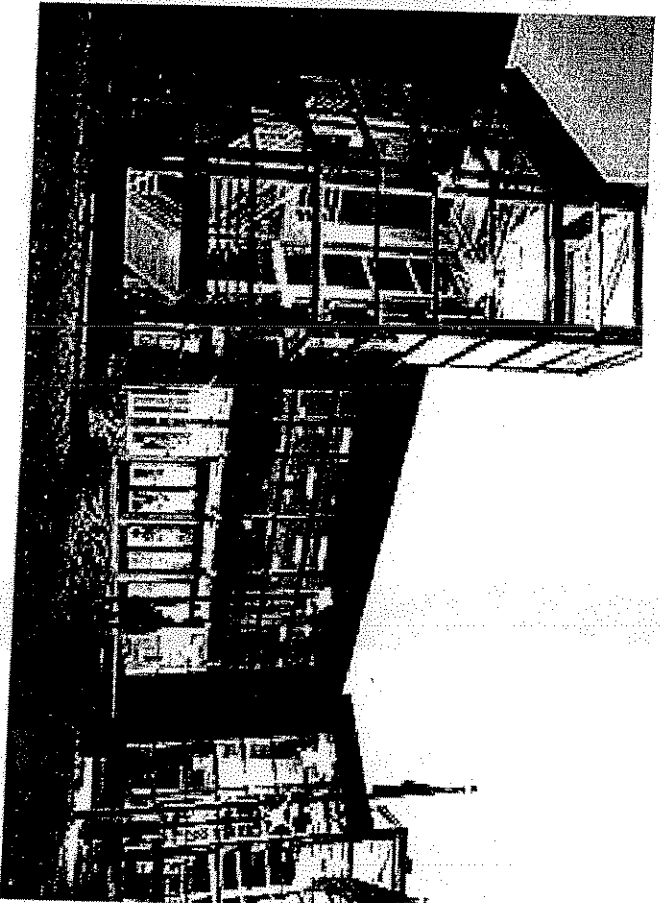
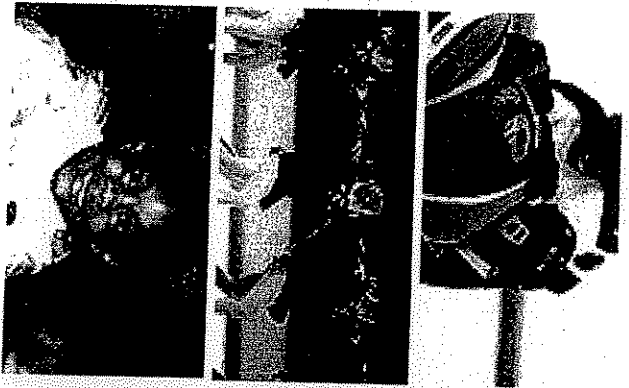
- Youth showing cattle
- Youth judging contest
- Public speaking contest
- Youth marketing contest,
- Skill-a-thon, a knowledge contest with team competition, and
- Intercollegiate livestock judging contest, which attracts college teams from all over the Midwest

### **Facilities Development**

The Wisconsin State Fair Park Foundation is currently working on a project to enclose the coliseum at the park. Currently, the coliseum is only partially enclosed, with a roof and partial walls. It is too exposed to the weather to be suitable for year round use. Enclosing the coliseum would attract horse, cattle, and llama/alpaca shows as well as other animal-related events, such as clinics and seminars all year long.

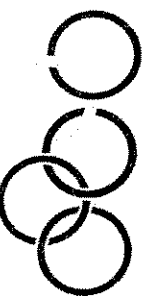
### **Wisconsin State Fair Park History Room**

The Foundation supports the Wisconsin State Fair Park History Room, located on the fifth floor of the Tommy G. Thompson Youth Center. In 1996, an effort began to create a historical archive of the fair's history, which dates back to 1851. Thanks to the work of dedicated volunteers, this collection of historical artifacts and documents was displayed at the 2000 State Fair in a tent museum. A long-term goal is to gather a Wisconsin State Fair archive collection large enough to support a permanent museum housed year round on the fairgrounds.



# Pettit National Ice Center U.S. Olympic Training Facility

## Business Plan Summary First Quarter Update



U.S. Olympic Training Facility

# *Petit Team*

---

Fresh Leadership:

**New, young on-fire staff in place  
to serve as catalysts for change and  
continuously work for the  
success of the Petit Center.**



U.S. Olympic Training Facility

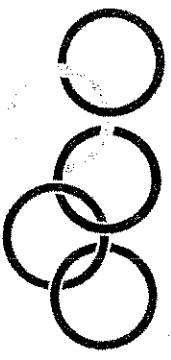


# *Pettit Team*

---

**16 Hours A Day, 7 Days A Week  
360 Days A Year**

- |                          |                          |                         |
|--------------------------|--------------------------|-------------------------|
| Executive Director       | Executive VP Programming | Operations Director     |
| Marketing Director       | Accounting Director      | Building Supervisor (3) |
| Marketing Representative | Hockey Director          | Building Maintenance    |
| Skating Director         | Pro Shop Manager         | Office Supervisor       |



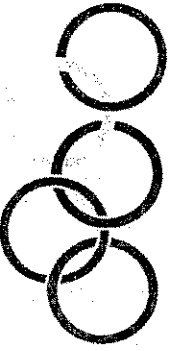
U.S. Olympic Training Facility

# *Pettit Operations*

---

## Objective:

Seek opportunities to  
**continuously improve the quality and  
revenue-generating potential  
of all Pettit Center operations.**



U.S. Olympic Training Facility