

☞ **07hr\_JC-Au\_Misc\_pt21a**



☞ Details: Public Hearing: Audit Report 07-7: An Audit: State Fair Park

(FORM UPDATED: 08/11/2010)

## WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

### 2007-08

(session year)

### Joint

(Assembly, Senate or Joint)

### Committee on Audit...

### COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

### INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
  - (**ab** = Assembly Bill)                      (**ar** = Assembly Resolution)                      (**ajr** = Assembly Joint Resolution)
  - (**sb** = Senate Bill)                              (**sr** = Senate Resolution)                              (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

\* Contents organized for archiving by: Stefanie Rose (LRB) (October 2012)

# Record of Committee Proceedings

## Joint Legislative Audit Committee

### Audit Report 07-7

An Audit: State Fair Park.

September 25, 2007 **PUBLIC HEARING HELD**

- Present: (7) Senators Sullivan, Lassa and Cowles;  
Representatives Jeskewitz, Kerkman, Cullen  
and Parisi.
- Absent: (3) Senators Decker and A. Lasee; Representative  
Rhoades.

#### Appearances For

- None.

#### Appearances Against

- None.

#### Appearances for Information Only

- Janice Mueller, Madison — State Auditor, Legislative Audit Bureau
- Carolyn Stittleburg, Madison — Legislative Audit Bureau
- Martin Greenberg, West Allis — Chairman, Board of Directors, Wisconsin State Fair Park
- Randy Prasse, West Allis — Executive Director, Wisconsin State Fair Park
- Craig Barkelar, West Allis — Deputy Director/CFO, Wisconsin State Fair Park

#### Registrations For

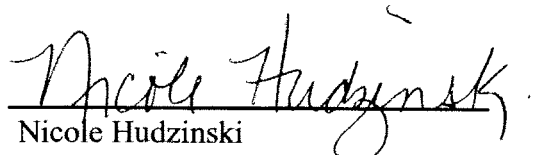
- None.

#### Registrations Against

- None.

#### Registrations for Information Only

- None.

  
\_\_\_\_\_  
Nicole Hudzinski  
Committee Clerk





WISCONSIN STATE LEGISLATURE  
Joint Legislative Audit Committee

Committee Co-Chairs:  
State Senator Jim Sullivan  
State Representative Suzanne Jeskewitz

September 18, 2007

Mr. Randy Prasse, Executive Director  
Wisconsin State Fair Park  
640 South 84th Street  
West Allis, Wisconsin 53214

Dear Mr. Prasse:

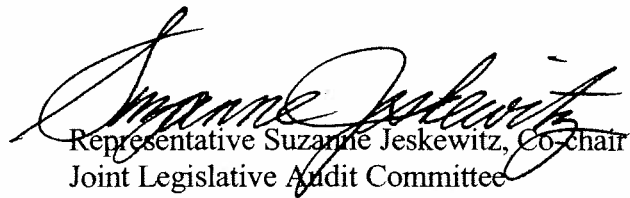
The Joint Legislative Audit Committee will hold a public hearing on Legislative Audit Bureau report 07-7, *An Audit: State Fair Park*, on Tuesday, September 25, 2007, at approximately 1:00 p.m. at the Tommy G. Thompson Youth Center at State Fair Park.

At this hearing, the Committee will receive testimony concerning the financial condition of the Park. We ask that you, and appropriate members of your staff, be present at the hearing to offer testimony in response to the audit findings, and to respond to questions from committee members. Please plan to provide each committee member with a written copy of your testimony at the hearing.

Please contact Lewis Rosser in the office of Senator Jim Sullivan at (608) 266-2512 to confirm your participation at the hearing. Thank you for your cooperation and we look forward to seeing you on September 25<sup>th</sup>.

Sincerely,

  
Senator Jim Sullivan, Co-chair  
Joint Legislative Audit Committee

  
Representative Suzanne Jeskewitz, Co-chair  
Joint Legislative Audit Committee

Enclosure

cc: Janice Mueller  
State Auditor





WISCONSIN STATE LEGISLATURE

Joint Legislative Audit Committee

Committee Co-Chairs:  
State Senator Jim Sullivan  
State Representative Suzanne Jeskewitz

September 18, 2007

Senator Ted Kanavas  
106 South, State Capitol

Representative Scott Gunderson  
7 West, State Capitol

Representative Tony Staskunas  
221 North, State Capitol

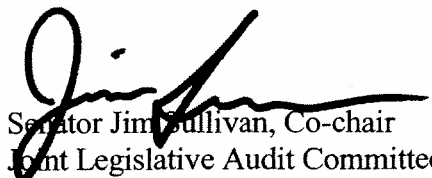
Dear Senator Kanavas, Representative Gunderson, and Representative Staskunas:

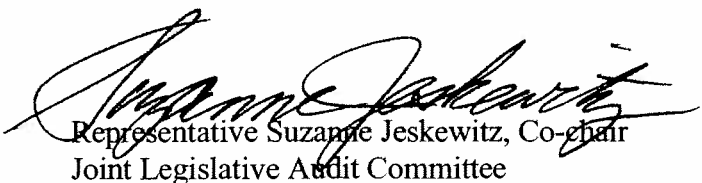
The Joint Legislative Audit Committee will hold a public hearing on Legislative Audit Bureau report 07-7, *An Audit: State Fair Park*, on Tuesday, September 25, 2007, at approximately 1:00 p.m. at the Tommy G. Thompson Youth Center at State Fair Park.

Given your roles as legislative members of the State Fair Park Board of Directors, we wish to inform you of this public hearing and extend an invitation for you to attend and testify before the Committee concerning the audit if you wish to do so.

Should you choose to testify, please contact Lewis Rosser in the office of Senator Jim Sullivan at (608) 266-2512 in advance of the public hearing. We hope to see you on September 25<sup>th</sup>.

Sincerely,

  
Senator Jim Sullivan, Co-chair  
Joint Legislative Audit Committee

  
Representative Suzanne Jeskewitz, Co-chair  
Joint Legislative Audit Committee

Enclosure

cc: Janice Mueller  
State Auditor



# Joint Legislative Audit Committee Hearing

September 25, 2007

## An Audit: State Fair Park, Report 07-7

Testimony of

Craig Barkelar, Deputy Director/Chief Financial Officer  
Wisconsin State Fair Park

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Past audit reports and Joint Audit Committee hearings have provided the legislative oversight needed to hold State Fair Park accountable for its finances. Without this, State Fair Park would never have made so many significant improvements over such a short period. The Wisconsin State Fair Park Board and management appreciate the direction provided in Audit Committee hearings and the quality and professionalism of the work conducted by Janice Mueller, Carolyn Stittleburg and other legislative auditors.

Taken as a whole, Audit Bureau reports document State Fair Park's efforts over time to eliminate financial risks and streamline operations in order to once again become profitable. As noted in report 07-7, State Fair Park has accomplished much:

- Milwaukee Mile is licensed to a private promoter;
- Pettit National Ice Center is sold;
- Wisconsin Exposition Center has refinanced its debt;
- costs have been eliminated, reduced or increases controlled; and
- revenues have been increased.

The report does not include any recommendations but suggests a review of future capital projects. I interpret the lack of recommendations as general acceptance of the actions State Fair Park has taken to improve its financial condition. The caution noted over future capital projects recognizes that the financing of past capital improvements has and will continue to place a tremendous strain on operational revenues for many years. We agree and do not intend to repeat past mistakes.

The Wisconsin State Fair Park Board has turned the corner. After six years of losses, State Fair Park generated a \$1.5 million profit in Fiscal Year (FY) 2006-07. A review of the last three years' results demonstrates the turn-around. On a budgetary basis, State Fair Park incurred a:

- \$3.7 million loss in FY 2004-05;
- \$1.7 million loss in FY 2005-06, which is a \$2.0 million improvement from the prior year; and
- \$1.5 million profit in FY 2006-07, which is a \$3.2 million improvement from the prior year.



The \$1.5 million profit in FY 2006-07 reduced the cumulative deficit from \$11.5 million to \$10.0 million. These results are excellent. However, annual profits of \$1.5 million are not sustainable. There were one-time benefits in FY 2006-07 that will not reoccur. Further, new financial challenges will be faced and old ones can be expected to resurface. For example, while we have a 17 year contract with a private promoter to operate the Milwaukee Mile, only two years of license fees are guaranteed. While recent debt refinancing stabilizes Wisconsin Exposition Center operations, revenues must grow significantly over the next decade in order to fund the increase in debt costs that will be faced in ten years.

*Unusual*

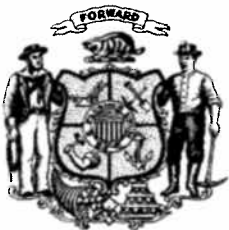
State Fair Park's budget for FY 2007-08 includes a \$590,000 surplus. This represents a more realistic figure of a sustainable profit margin. Consequently, it will likely require 15 years of commitment and constant effort by State Fair Park staff to eliminate the cumulative deficit while maintaining the quality of the State Fair. We look forward to the Joint Legislative Audit Committee and Legislative Audit Bureau's future contributions to this process. Thank you for your continued interest in State Fair Park.

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*2 yr. selling good  
if they only good  
if they contract continued  
have to have alternative  
plans or at least thought  
in case the contract doesn't  
continue*



# WISCONSIN STATE LEGISLATURE



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# State Fair Park

Legislative Audit Bureau

September 2007

Jan/Carolyn Stillburg

1

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## Overview

- ◆ State Fair Park's operating budget was \$21.3 million for FY 2005-06.
- ◆ Funded primarily by program revenue from the annual State Fair
- ◆ An unqualified audit opinion was provided for the FY 2005-06 financial statements

2

## State Fair Park Finances

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- ◆ Total expenses exceeded revenues by \$1.7 million in FY 2005-06.
- ◆ State Fair Park has accumulated a cash deficit of \$11.5 million as of June 30, 2006.

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## Pettit Center

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- ◆ Pettit Center was sold on January 5, 2007 to the Pettit National Ice Center, Inc.
- ◆ The State has the first option to purchase the facility in the event Pettit National Ice Center elects to discontinue operations.

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## Milwaukee Mile

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- ◆ In September 2005, State Fair Park entered into a license agreement with Milwaukee Mile Holdings, LLC to manage the racing activities.
- ◆ The license agreement included a land exchange provision.
- ◆ Milwaukee Mile Holdings, LLC assigned its option to purchase 2.54 acres of land owned by AmeriGas, L.P., to State Fair Park.

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## Wisconsin Exposition Center

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- ◆ The Exposition Center reported a net loss of \$668,000 in 2005.
- ◆ A proposed refinancing of the bonds was pending at the time of our fieldwork.

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## Debt Service Costs

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- ◆ Debt service payments for bonds outstanding as of June 30, 2006, are expected to total:
  - \$50.5 million for State Fair Park’s program revenue-supported construction, and
  - \$35.8 million for State Fair Park’s GPR-supported construction.

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## State Fair Park 2007 Condition

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- ◆ State Fair Park reported that in FY 2006-07 revenues exceeded expenses by \$1.6 million.
- ◆ State Fair Park received \$1.1 million of the \$1.8 million license fee due from Milwaukee Mile Holdings in June 2007.
- ◆ A proposal to enable the repurchase of the Pettit Center was recently considered by the Legislature.

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**PRESENTATION FOR  
JOINT LEGISLATIVE AUDIT COMMITTEE**

**State Fair Park**  
September 26, 2007

**SLIDE 1 (Jan) introduction**

**SLIDE 2 (Carolyn)**

State Fair Park—an independent state agency funded primarily by program revenue—is governed by the 13-member State Fair Park Board. It is home to the annual Wisconsin State Fair; a one-mile oval racetrack, called the Milwaukee Mile; the Wisconsin Exposition Center, which is owned and operated by a private not-for profit corporation created by the State Fair Park Board; and, until recently, the Pettit National Ice Center, an Olympic training facility. State Fair Park's operating budget was \$21.3 million for FY 2005-06.

Since FY 2000-01, the Audit Bureau has been statutorily required to conduct annual financial audits of State Fair Park. Earlier this year, we issued an unqualified audit opinion on State Fair Park's FY 2005-06 financial statements. However, while the annual fair itself is typically a profitable event, there is a long history of financial and management concerns within State Fair Park. Its management structure has changed frequently, and several new facilities have been built, which have strained the Park's financial condition. We continued to monitor these and other issues during our audit.



**SLIDE 3 (Carolyn)**

State Fair Park's total expenses, which include operating, capital, and debt service costs, have exceeded total revenues each year since FY 1999-2000. For FY 2005-06, the deficit was \$1.7 million. This deficit is smaller than the prior year when expenditures exceeded revenues by \$3.6 million. However, State Fair Park's accumulated cash deficit increased to \$11.5 million as of June 30, 2006.

In recent years, State Fair Park officials have worked to restructure financial relationships with the outside entities that operated on the fairgrounds.

**SLIDE 4 (Carolyn)**

The Pettit National Ice Center was built in 1992 with a combination of private contributions and program revenue-supported state bonds. Until recently, the Pettit Center was owned by State Fair Park but operated and maintained by Pettit National Ice Center, a private not-for-profit corporation.

When the facility was constructed, it was expected that funds to retire the program revenue debt issued by the State of Wisconsin would be provided by monthly rent payments paid by the Pettit Center. However, the Pettit Center was unable to make all of its rent payments, causing a further drain on the financial resources of State Fair Park.

To limit the demands Pettit Center was placing on the Park's resources, agency officials took steps to sell the facility. The Pettit Center was sold in January of 2007 for ~~\$5.6 million~~ to the private not-for-profit corporation that had been managing the facility. Terms of the sale included the following:

- State Fair Park agreed to waive past-due rent of ~~\$1.0 million~~;
- The facility must continue to be used as an ice skating rink and Olympic training facility;
- State Fair Park Board approval is required if the Pettit National Ice Center seeks to lease the facility to outside parties; and
- The State has the first option to purchase the facility for a price of ~~\$5.3 million~~, if Pettit National Ice Center elects to discontinue operations.

Sales proceeds were set aside in the State's Bond Security and Redemption Fund to make the remaining debt service payments on the bonds.

**SLIDE 5 (Carolyn)**

The Milwaukee Mile racetrack has undergone significant changes during the past several years. After incurring losses of \$3.6 million in 2004 when it operated the track internally, State Fair Park began seeking an outside promoter for the Milwaukee Mile. In December 2005, State Fair Park licensed operations of the racetrack to the newly formed Milwaukee Mile Holdings, LLC. The license agreement took effect on January 1, 2006. The agreement is for a term of 18 years with a renewal option of another 10 years after the initial term. Milwaukee Mile Holdings is required to pay an annual license fee to State Fair Park.

*Milwaukee*

The license agreement includes a provision for a land exchange which gives Milwaukee Mile Holdings an option to acquire 9.35 acres of State Fair Park land located near the Milwaukee Mile for development.

The terms of the agreement stipulated that Milwaukee Mile Holdings could exercise the option if it purchased a 2.54 acre parcel of land that is surrounded by the fairgrounds but owned by AmeriGas, L.P., If this occurred, Milwaukee Mile Holdings could then develop the 9.35 acres of land into a hotel; a restaurant; and retail, office, or entertainment facilities.

While Milwaukee Mile Holdings has not exercised its option to purchase the development land, in April 2007, it assigned its right to purchase the AmeriGas property to State Fair Park. The Building Commission approved \$1.7 million in GPR-supported borrowing for State Fair Park to purchase and remediate the property and \$300,000 in program revenue supported borrowing for utility and surface improvements. The remediation project is expected to be completed by February 2009.

*What's happening?*

Milwaukee Mile Holdings, Inc. continues to have the option to purchase the 9.35 acres of development property. If it chooses to exercise this option, it would reimburse the State for the \$1.7 million in GPR-supported borrowing used to purchase and remediate the AmeriGas property, but not for the associated interest costs.

**SLIDE 6 (Carolyn)**

As noted in prior audits, the Wisconsin Exposition Center was funded with \$44.9 million in industrial revenue bonds issued by the City of West Allis. During our current audit, we did not focus our analysis on the Wisconsin Exposition Center.

However, in its 2005 financial statements, which are included in our audit report but are audited by another firm, the Exposition Center reported a net loss of \$668,000 and an overall deficit of \$1.3 million.

A proposed refinancing of the bonds that were issued to construct the facility was pending at the time of our audit.

**SLIDE 7 (Jan)**

Significant capital projects and increasing debt have contributed to State Fair Park's current financial condition. Improvements to the fairgrounds, such as the Milwaukee Mile grandstand, racetrack improvements, various agricultural buildings, and infrastructure improvements, were funded through a combination of GPR and program revenue supported bonds. Annual debt service payments for fairground facilities through FY 2020-21 will range from \$2.3 million to \$3.5 million for State Fair Park's program revenue-supported construction, and from \$1.5 million to \$2.3 million for State Fair Park's GPR-supported construction.

Debt service payments related to program-revenue supported debt outstanding as of June 30, 2006, are expected to total \$50.5 million; and GPR related debt service payments are expected to total \$35.8 million.

Most of the debt service costs related to the Milwaukee Mile improvements are expected to be recovered through the license agreement. In addition, the proceeds from the sale of the Pettit Center, plus interest earnings, are expected to provide for the debt service payments on that facility. However, if the Milwaukee Mile promoters are unable to make their license fee payments, or if interest earnings on proceeds from the sale of the Pettit Center are lower than expected, State Fair Park will be required to use program revenue to fund these shortfalls.

We caution that future capital projects should be closely scrutinized, as these types of costs have contributed to State Fair Park's current financial situation.

**SLIDE 8 (Jan)**

State Fair Park has reported that its revenues exceeded expenses by \$1.6 million for FY 2006-07. This surplus is higher than anticipated primarily because of unexpected rent revenue that State Fair Park received when the Pettit Center was sold and lower than expected debt service payments. These positive results will help to reduce the accumulated cash deficit of \$11.5 million; however, it will take several years of positive operating results to eliminate the deficit.

The success of Milwaukee Mile Holdings and the Pettit Center are important parts of State Fair Park's ability to improve its financial condition. We note that while Milwaukee Mile Holdings paid the \$246,000 license fee due in FY 2005-06, they made only a portion of the license fee payment in FY 2006-07. Milwaukee Mile Holdings made a payment of \$1.1 million to State Fair

Park at the end of FY 2006-07. The remaining \$722,000 that was due under the licensing agreement was deferred to December 2007.

As noted, the State has the first option to purchase the Pettit Center facility for a price of \$5.3 million, if Pettit National Ice Center elects to discontinue operations. If this occurs, additional resources would be needed to complete the purchase and operate the facility. State Fair Park did seek \$5.3 million in program revenue supported bonding authority in the event the Pettit Center would need to be repurchased. This request was included in Building Commission recommendations for the 2007-09 biennium but the request was not passed by the Joint Committee on Finance during its deliberations on the budget.

**SLIDE 9 (Jan)**

Thank you for your attention. We would be happy to answer any questions the Committee has at this time.



Joint Legislative Audit Committee Hearing  
September 25, 2007

An Audit: State Fair Park, Report 07-7

Comments of  
Randy Prasse, Executive Director  
Wisconsin State Fair Park

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In recent years, much attention has been paid to the financial status of Wisconsin State Fair Park- and rightfully so. This committee has been concerned with the financial condition and future health of the Fair Park- as are we.

What you have heard from Mr. Barkelar and will hear from Chairman Greenberg today summarizes the efforts of many to return Wisconsin State Fair Park to the black and safeguard the future existence of the venue and ultimately, the annual Wisconsin State Fair, which is entering its 157<sup>th</sup> year in 2008.

But it is only a part of the success enjoyed at the Fair Park over the same period. Since 2004, our staff has been increasingly committed to increasing the programming and productions that call State Fair Park "home". When asked to provide any "open dates" at the Fair Park today, I would have to report only a handful of weekends being available for new programs or events. Over 2.5 million people come through the gates of Wisconsin State Fair Park each year to attend



a variety of entertainment, tradeshow, sporting or consumer shopping events.

For example, this upcoming weekend, State Fair Park will be host to at least **7** individual events, including **Harvest Fair** in our Central Mall area, **World Beef Expo** in Agriculture Village, the 1<sup>st</sup> Annual **Milwaukee County 4-H Fair** in our Wisconsin Products Pavilion, **Flea-O-Rama** in the Kitchen Craft Marketplace, **Halloween Express** in our North Lot, the **NARI Fall Home Remodeling Show** in the Wisconsin Exposition Center, an SCCA sanctioned **Wisconsin Gran Prix** race event at the Milwaukee Mile- and open skating and Olympic speed skating training at the Pettit National Ice Center. This is a typical weekend at State Fair Park.

Most events held at the Fair Park generate revenue and allow us to maximize the use of the Fair Park in our "off-season", outside of the 11 days of the State Fair- and some uses contribute to a public purpose and serves the community at large- as a town hall, common meeting place for citizens of southeast Wisconsin.

For example- when Hurricane Katrina sent hundreds of New Orleans evacuees to the Milwaukee Area- many of them called the Tommy G Thompson Youth Center their temporary home away from home- for up to 60 days- since that time, the Milwaukee Chapter of the American Red Cross has counted on this facility in times of need for temporary shelter for victims of fires or other tragedies.

The volume of public events held at the Fair Park also serves to introduce many members of the non-fair going public to the ease of access, the safe and clean environment, and the fun that a family can have at this venue. We believe that once people feel comfortable coming to the Fair Park for an ethnic festival like Greek Fest or one of our many Mexican Dances, they are more likely to return during the 11 days of the Wisconsin State Fair.

Diversity is a buzz word that many organizations and corporations talk about. At State Fair Park, we walk the talk- in everything we do- from staffing to community events held here, to the annual Wisconsin State Fair. We are committed to being a true reflection of the community we call home- during our ongoing dialogues with leaders from the African-American and Hispanic communities, we have been told that members of their community want to “see people that look like them”.

I believe we have been successful in offering that. In fact, just last week at the September 17 Wisconsin State Fair Park board of directors meeting, Mr. Troy Shaw of the television program “Focus on Diversity” recognized our commitment and impressive results by presenting Chairman Greenberg with the “Excellence in Diversity Award”

We remain committed to fiscal responsibility, public accountability and transparency in all we do. We also remain committed to making

the Fair Park available for programming- to celebrate and encourage diversity and public access- and all that is great about the State of Wisconsin and its people.

And now, Chairman Martin Greenberg would like to address you with his highlights of his chairmanship and vision for the future of the great venue.

Thank you.

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**Matthews, Pam**

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**From:** Sen.Sullivan  
**Sent:** Wednesday, October 17, 2007 10:53 AM  
**To:** Rep.Cullen; Rep.Jeskewitz; Rep.Kerkman; Rep.Parisi; Rep.Rhoades; Sen.Cowles; Sen.Decker; Sen.Lasee; Sen.Lassa; Sen.Sullivan  
**Cc:** Chrisman, James; Shannon, Pam  
**Subject:** FW: Wisconsin State Fair Park - Venue Non-Fair Activity Overview  
**Attachments:** Follow-up 2007-08 WSFP Venue Activity Overview.xls

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**From:** Prasse, Randy S - SFP  
**Sent:** Tuesday, October 16, 2007 6:00 PM  
**To:** Jeskewitz, Suzanne; Sullivan, Jim  
**Cc:** Rosser, Lewis; Barkelar, Craig D - SFP; Greenberg Law; Harris, Patrice - SFP  
**Subject:** Wisconsin State Fair Park - Venue Non-Fair Activity Overview

Representative Jeskewitz and Senator Sullivan:

Thank you again for conducting your September committee meeting at the Fair Park- it was a pleasure to be your host. We also appreciate the opportunity to appear before the committee to highlight some of our more significant successes over the past three or four years. We are confident that with continued diligence, the financial health and programming vibrancy will only continue to improve in years to come.

At your request, we have compiled an overview of the non-State Fair activity (outside of the 11 day Wisconsin State Fair event) for your consideration. Feel free to distribute to committee members and anyone else interested. If you have questions, I will do my best to answer them directly or get the answer to you in a timely manner. This summary includes the Milwaukee Mile race track and Wisconsin Exposition Center events to the best of our ability, although they are independently operated at this time.

Again, thank you for your time, consideration and continued support.

Warm regards,

Randy Prasse  
Executive Director



**Wisconsin State Fair Park**  
640 S. 84th Street  
West Allis, WI 53214  
[Randy.Prasse@Wisconsin.gov](mailto:Randy.Prasse@Wisconsin.gov)

(414) 266-7020 -Direct Line  
(414) 750-1822 -Mobile

# 1-Fair Venue Activity Overview

Date	Show Name	Building/Area Used	Days Used	Cars Parked	Attendance
July 4th	WA Celebration	Cousin Amphitheatre/GS	1	0	8,000
July 6 - 8	Garcia Bros Circus	North Lot	3	0	1200
July 11 & 18	Wednesday Nite Live	Mall Area	2	1067	3300
July 13 - 15	Greekfest	North Lot	3	4700	14000
July 13 - 15	NSRA	Park south of Second	3	1835	6000
July 13 - 15	Duchow's Boat	North Lot	3	0	200
July 17 - 18	Advance Driver	North Lot	2	0	25
July 22	Mexican Rodeo	Coliseum	1	540	1700
July	Master Spas	North Lot	30	50	100
July 21	Flea O'Rama	Live Stock Barns	1	110	800
July 25	Wednesday Nite Live	Mall Area	1	607	1214
July	Learning Curves	North Lot	16	0	192
July 26 - 29	Summer Horse	Barns	4	0	1600
Aug 17 - 19	Ceramic Doll	Wisconsin Products	3	235	500
Aug - Nov	Master Spas	North Lot	70	0	300
Aug 25 - 26	ASA Race	Milwaukee Mile	2	3839	8000
Aug 27	Abbott Diagnostics	North Lot	1	0	50
Aug	Learning Curves	North Lot	8	0	96
Sept 8	Trans Job Fair	North Lot	1	0	200
Sept 8 - 9	Reis Ranch Horse	Barns	2	0	200
Sept 13 & 14	Driving Dynamics	Southwest Lot	2	0	25
Sept 16	La Gran D	Cousins Amp/Mall	1	1369	4500
Sept 13 - 16	4 H Horse Show	Barns	4	503	2000
Sept 22	Pinball Auction	Wisconsin Products	1	184	600
Sept 29 & 30	Flea O'Rama	Sheep Barn	2	220	1500
Sept 28 - 30	Harvest Fair	Central Mall	3	8592	24000
Sept 28 - 30	World of Beef	Ag Village	3	700	2000
Sept 28 - 30	NARI	EXPO	3	4036	8200
Sept 28 - 30	Milw Co 4H	WPP	3	125	400
Sept 26-30	Appliance World	North Lot	4	0	150
Sept	Learning Curves	North Lot	16	0	192
Oct 7	Fiesta Garbladi Rodeo	Coliseum	1	718	2200

Date	Show Name	Building/Area Used	Days Used	Cars Parked	Attendance
Oct 6	Gladiators Fighting	WPP	1	622	1200
Oct 9 - 11	Machine Tool	EXPO	3		1500
Oct 10 - 11	Design & Contract	EXPO	2		
Oct 10 - 11	Eastern Tech	North Lot	2	0	
Oct 12 - 13	Hazardous Waste	North Lot	2	0	
Oct 16	Toyota Trucks	North Lot	1		
Oct 18 - 21	Duchow's Boat	North Lot	4		
Oct 19 - 21	Snowmobile USA	EXPO	3		
Oct 20 - 21	Snowmobile Swap	Central Mall	2		
Oct 20	Amer Diabetes Walk	Milwaukee Mile	2		
Sept & Oct	Haunfest	East Hall	18		
Sept & Oct	Halloween Express	North Lot	46		
Oct	Learning Curves	North Lot	5		
Nov 2 - 4	Blue Star Computer	WPP	3		
Nov 10	Pinball Auction	WPP	1		
Nov 10 - 11	Trainfest	EXPO	2		
Nov 16 - 17	Folk Fair	EXPO	3		
Nov 17	Computer Recycling	North Lot	1		
Nov 19 - 21	Hog for Hunger	North Lot	3		
Nov 23 - 25	Craft Show	EXPO	3		
Nov30-Dec2	Badger Kickoff	Ag Village	3		
Dec 8	Chilli Cookoff	WPP	1		
Dec 15 - 16	Hmong New Year	EXPO	2		
Jan. 5-7	World of Weddings/Gen M	EXPO	3		
Jan 12 - 14	Golf Show	Wisconsin Products	3		
Jan. 12-14	World of Wheels	Expo	3		
Jan 11 - 18	Show Span	North Lot	8		
Jan. 19-27	Milw. Boat Show	Expo	10		
Jan 20	Pinball Auction	Wisconsin Products	1		
Jan 27	Car Swap	Wisconsin Products	1		
Jan. 31	Conex	Expo	1		
Feb. 1	Conex	Expo	1		
Feb 2 - 4	Bob & Rocco	Wisconsin Products	3		

Date	Show Name	Building/Area Used	Days Used	Cars Parked	Attendance
Feb.8-11	Nari	Expo	4		
Feb 9 - 11	Musky Expo	Wisconsin Products	3		
Feb. 15-18	RV & Camping Show	Expo	4		
Feb 17	Kickboxing	Wisconsin Products	1		
Feb 23 - 25	Duchow's Boat	Wisconsin Products	3		
Feb. 23-25	Woodworking Show	Expo	3		
Feb. 28	PFMA	Expo	1		
March 1	PFMA	Expo	1		
Mar 3 & 4	Pow Wow	Wisconsin Products	2		
March 3-4	Golf Sales/ Kennel Dogs	Expo	2		
Mar 7 - 10	Used Car Sale	Live Stock Barns	4		
Mar 9 - 11	Duchows	Dairy Cattle Barn	3		
Mar 9-18	Sports Show	Expo	10		
Mar 10 & 11	Antique Show	Wisconsin Products	2		
Mar 17 & 18	Duchows	Dairy Cattle Barn	2		
Mar 16 - 18	Super Computer Show	Wisconsin Products	3		
Mar 23-Apr 1	Home & Garden	Expo	8		
Mar 24	Sherwin Williams	Wisconsin Products	1		
Mar 31/Apr 1	Rubber Stamp	Wisconsin Products	2		
Apr 4-5	Dierks Waukesha Foods	Expo	2		
Apr 5-7	Wheel & Sprocket	Expo	3		
Apr 7	Pinball Auction	Wisconsin Products	1		
Apr 11 & 12	Eastern Tech	North Lot	2		
Apr 10 - 14	Darrow	North Lot	5		
Apr 14-15	Kids Fest/Craft & Gift	Expo	2		
Apr 21	YWCA Rummage	Multi Purpose Barn	1		
Apr 20 - 22	Spa Sale	Wisconsin Products	3		
Apr 20-22	Lake Home & Cabin	Expo	3		
Apr 27 - 28	Spa Sale	Wisconsin Products	2		
April	Learning Curves	North Lot	16		
May 2-3	Business & Technology	Expo	2		
May 4 - 6	Cinco de Mayo	Cousin Amp/Mall	3		
May 5	Mental Health	Expo	1		



Date	Show Name	Building/Area Used	Days Used	Cars Parked	Attendance
May 12	BMW Car Club	North Lot	1		
May 13	Mexican Rodeo	Coliseum	1		
May 18	Abstinence Rally	Cousin Amphitheatre	1		
May 19	Master Gardeners	DNR Park	1		
May 26	BMW Car Club	North Lot	1		
May 26-28	Barnes & Bailey Circus	North Lot	3		
May	Learning Curves	North Lot	16		
May	Master Spas	North Lot	30		
June 2-3	IRL Race	Milwaukee Mile	2		
June 6-9	Christian Expo	Expo	4		
June 9	Trans Job Fair	North Lot	1		
June 14 - 17	Fiesta Jalisco	Cousins Amp/Mall	4		
June 16 & 17	Flea O'Rama	Swine & Sheep Barns	2		
June 16 & 17	Good For Your Life	Wisconsin Products	2		
June 6 & 13	Wednesday Nite Live	Mall Area	2		
June 20	Monroe Shocks	North Lot	1		
June 20 & 27	Wednesday Nite Live	Mall Area	2		
June 22-23	NASCAR	Milwaukee Mile	2		
June 28/July 2	Homier Tool	North Lot	5		
June 17	Mexican Rodeo	Coliseum	1		
June	Learning Curves	North Lot	16		
June	Master Spas	North Lot	30		