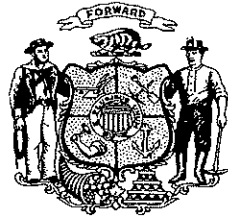


State of Wisconsin

SENATE CHAIR
Howard Marklein

316 East, State Capitol
P.O. Box 7882
Madison, WI 53707-7882
Phone: (608) 266-0703



ASSEMBLY CHAIR
Mark Born

308 East, State Capitol
P.O. Box 8952
Madison, WI 53708-8953
Phone: (608) 266-2540

Joint Committee on Finance

MEMORANDUM

To: Members
Joint Committee on Finance

From: Senator Howard Marklein
Representative Mark Born

Date: November 7, 2022

Re: s. 16.515/16.505(2), Stats. Request

Attached is a copy of a request from the Department of Administration, received November 7, 2022, pursuant to s. 16.515/16.505(2), Stats., on behalf of the State Fair Park Board.

Please review the material and notify **Senator Marklein** or **Representative Born** no later than **Friday, November 25, 2022**, if you have any concerns about the request or if you would like the Committee to meet formally to consider it.

Also, please contact us if you need further information.

Attachments

HM:MB;jm



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary-designee

Date: November 7, 2022

To: The Honorable Howard Marklein, Co-Chair
Joint Committee on Finance

NOV 07 2022
St. Finance

The Honorable Mark Born, Co-Chair
Joint Committee on Finance

From: Kathy K. Blumenfeld, Secretary-designee DS
KB
Department of Administration

Subject: s. 16.515/16.505(2) Request(s)

Enclosed are request(s) that have been approved by this department under the authority granted in s. 16.515 and s. 16.505(2). The explanation for each request is included in the attached materials. Listed below is a summary of each item:

| <u>AGENCY</u> | <u>DESCRIPTION</u> | <u>2021-22</u> | | <u>2022-23</u> | |
|----------------------|-----------------------|----------------|------------|----------------|------------|
| | | <u>AMOUNT</u> | <u>FTE</u> | <u>AMOUNT</u> | <u>FTE</u> |
| SFPB 20.190(1)(h) | State fair operations | | | | 7.0* |

* Permanent positions.

As provided in s. 16.515, the request(s) will be approved on November 29, 2022, unless we are notified prior to that time that the Joint Committee on Finance wishes to meet in formal session about any of the requests.

Please contact Kirsten Grinde at (608) 266-1353, or the analyst who reviewed the request in the Division of Executive Budget and Finance, if you have any additional questions.

Attachments

CORRESPONDENCE/MemorandumState of Wisconsin
Department of Administration

Date: November 4, 2022
To: Brian Pahnke
From: Bryan W. Kirschbaum
Subject: Section 16.505(2) Request

Attached is a s. 16.505(2) request analysis for your approval and processing. Listed below is a summary of each item:

DOA RECOMMENDATION:

| <u>AGENCY</u> | <u>DESCRIPTION</u> | <u>2021-22</u> | | <u>2022-23</u> | |
|----------------------|-----------------------|----------------|------------|----------------|------------|
| | | <u>AMOUNT</u> | <u>FTE</u> | <u>AMOUNT</u> | <u>FTE</u> |
| SFPB 20.190(1)(h) | State fair operations | | | | 7.0 |

AGENCY REQUEST:

| <u>AGENCY</u> | <u>DESCRIPTION</u> | <u>2021-22</u> | | <u>2022-23</u> | |
|----------------------|-----------------------|----------------|------------|----------------|------------|
| | | <u>AMOUNT</u> | <u>FTE</u> | <u>AMOUNT</u> | <u>FTE</u> |
| SFPB 20.190(1)(h) | State fair operations | | | | 7.0 |

BP APPROVAL _____



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary-designee
Brian Pahnke, Administrator

Date: November 4, 2022

To: Kathy Blumenfeld, Secretary-designee
Department of Administration

From: Bryan W. Kirschbaum
Executive Policy and Budget Analyst

Subject: Request Under s. 16.505(2) from the State Fair Park Board for the Creation of 7.0 FTE Program Revenue Permanent Positions.

Request:

The Department of Administration, on behalf of the State Fair Park Board, requests the creation of 7.0 FTE program revenue permanent positions in the board's state fair operations appropriation under s. 20.190(1)(h).

Revenue Sources for Appropriation(s):

The revenue source for the positions in the state fair operations appropriation under s. 20.190(1)(h) is from the board's operating budget that includes revenues from the State Fair, State Fair Park operations and other year-round events. As the appropriation is a program revenue, continuing, all moneys received appropriation, there is no accompanying request for an increase in expenditure authority.

Background:

Since 1892, the Wisconsin State Fair has evolved into a premier annual event enjoyed by hundreds of thousands of visitors annually. The park is also home to various year-round (non-fair) events, including agricultural, sports and entertainment, educational, and other events. The board states that it has seen consistent growth in attendance over the years, with overall annual attendance exceeding one million visitors since 2013 (except for 2020 and 2021) and with a modern-day record breaking 1.1 million visitors in 2019. The COVID-19 pandemic caused the cancellation of the 2020 State Fair and posed several attendance challenges for future events (such as predicting general public attendance, booking entertainment and ensuring vendor participation). Although the pandemic resulted in a decrease in visitors due to fears of infection, the board expects that overall attendance growth will continue to recover. The 2021 State Fair had an attendance of 841,071 and the 2022 State Fair attracted 1,003,450 visitors, an increase of 19 percent from the previous year.

The board utilizes both permanent staff (FTE) and seasonal staff (LTE) to operate the annual State Fair and year-round events on the park grounds, such as the Harvest Fair, various conventions and other seasonal events. The board states that the current level of authorized FTE positions is inadequate to fill several full-time positions and currently relies on hiring dual-appointment LTE positions (where one incumbent fills two LTE positions) to fill critical

Kathy Blumenfeld, Secretary-designee

Page 2

November 4, 2022

roles, including police and security, vendor and event services, and admissions. The board also states that hiring dual-appointment LTE positions is not operationally optimal, because there are high turnover rates for these positions due the lack of benefits received compared to their FTE counterparts (most significantly, paid vacation, holiday and sick leave). The board states this has led to lower morale among staff. Another issue related to dual-appointment LTE positions is the restriction on the number of hours the individuals in the positions are statutorily allowed to work. Wisconsin Statutes limit the number of hours worked for LTEs to less than 1,040 hours within a 12-month period. Although dual-appointment LTE roles equal the number of hours worked for FTE equivalents, most staff work overtime, especially during peak times of the year (the weeks leading up to and following the State Fair). Since needed overtime would exceed the cap on hours that dual-appointment LTE roles can statutorily work, once LTE roles reach their maximum hours, workload shifts to FTE incumbents or to other LTEs.

The board is requesting the creation of 7.0 FTE PR permanent positions to replace 14 dual-appointment LTE positions, which the board states are crucial to the success of the fair and various events throughout the year. The board requests the following permanent positions:

- Deputy Chief of Police:
 - Assists with planning, directing and coordinating duties within the State Fair Park police department. Responsible for supervision of police personnel.
- Sign Shop Manager:
 - Designs and produces thousands of in-house signage for the State Fair for both internal and external customers.
- RV Park Manager:
 - Oversees daily operation of the parks recreational vehicle (RV) park, including on-site registration, training of existing RV park staff, filling propane tanks and interacting with RV park customers.
- Vendor Services Manager:
 - Assists with the recruitment, selection, retention, compliance and evaluation of the hundreds of vendors that service the State Fair and Harvest Fair, and is responsible for the over \$7 million in vendor revenue generated during the fair.
- Event Software and SpinCity Operations Manager:
 - Manages the State Fair event management software and operations of SpinCity (the fair's independent midway for rides and attractions).
- Event Manager:
 - Coordinates and hosts over 350 events per year on State Fair Park grounds (for example, auto races, livestock and trade shows).
- Admissions Manager:
 - Supports day-to-day operations of admissions staff who are responsible for individuals entering the park, not only for admissions for the State Fair, but also for year-round events including the exposition center, Harvest Fair, races and other ticketed events.

Kathy Blumenfeld, Secretary-designee
Page 3
November 4, 2022

Analysis:

The board utilizes 47.0 FTE permanent positions and approximately 1,400 LTE positions (of which 82 LTE positions operate under dual-appointment LTE roles) for both the State Fair and annual or special events held at the park. As the board states, there are various issues with utilizing dual-appointment LTE roles for key positions. According to the board, the average retention rate for dual-appointment LTE positions is approximately 50 percent. The board has conducted various employee engagement surveys and has stated that one of the biggest issues outlined by dual-appointment LTE incumbents is the lack of benefits, particularly paid time off. Beyond the issues outlined above, the board also states that it can cost an estimated \$5,000 per individual to hire and train new incumbents into these roles. This request would eliminate 14 LTE positions, held by seven incumbents, and convert them into full-time positions. Although the board has stated in the past it would prefer to eliminate dual-appointment LTE positions within the agency completely, the board has indicated that the positions outlined in this request are those that provide critical support to the success of the board and the fair, including safety and security, customer service, and revenue-generating operations.

The board states that this conversion would cost an estimated \$35,000 PR annually resulting from additional benefits provided to the newly permanent staff, but also save the board approximately \$35,000 PR annually due to expected increased retention and fewer incumbents needing to be rehired and trained. Although difficult to quantify, it may be assumed that greater retention of staff in key park operations would drive greater programmatic and financial performance of the State Fair and events on park grounds. Since the cost of creating additional FTE positions would come from existing State Fair Park operations, no additional state resources would be needed.

The use of dual-appointment LTE roles not only hinders the board's ability to retain quality staff in critical park operations but may lead to greater costs in the long term; therefore, this request appears appropriate.

Recommendation:

Approve the request. Use of permanent, instead of LTE, staff will enhance park security and operations and bolster revenues.

WISCONSIN STATE FAIR PARK

November 3, 2022

Mr. Brian Pahnke
Administrator, Executive Budget and Finance Division
Wisconsin Department of Administration
101 East Wilson Street, 10th Floor
Madison, WI 53072

Dear Mr. Pahnke,

The State Fair Park (SFP) Board of Directors requests, under s. 16.505(2), the creation of 7.0 full-time equivalent (FTE) positions to be funded by SFP Program Revenue.

BACKGROUND

The Wisconsin State Fair was created 171 years ago to fulfill the mission outlined below.

Celebrate the rich history and promising future of the State of Wisconsin by promoting agriculture and other industries paramount to the state's success through education, participation and competition. Provide a fun, family-friendly, affordable, inclusive and safe environment for all visitors, creating memories and traditions to be carried on for generations.

The Wisconsin State Fair found its permanent home at State Fair Park in 1892. Since then State Fair Park has grown and evolved to host events year-round at multiple facilities, including the 200,000 sq. ft Exposition Center, historic Milwaukee Mile Speedway, Wisconsin Products Pavilion, Case IH Coliseum and various other buildings and areas. The following mission for State Fair Park recognizes the impact this agency has beyond the 11 days of the annual Wisconsin State Fair.

Provide a leading year-round venue for agricultural, exhibition, sports, entertainment, cultural and educational uses to provide positive economic impact to the State of Wisconsin and social benefits to its residents and visitors, ultimately moving the state FORWARD.

The Wisconsin State Fair, as well as non-fair event rentals at State Fair Park, have seen consistent growth over the past several decades. Attendance at the State Fair reached more than one million for the seven years prior to the COVID-19 pandemic. In the first year back after the pandemic, the Fair welcomed nearly 900,000 visitors, and in 2022 attendance was once again more than one million. In addition to the Wisconsin State Fair other events held at State Fair Park welcome an additional estimated 500,000 visitors annually, and the estimated economic impact the Fair alone brings to the region annually is over \$200 million (data provided by Visit Milwaukee)

The board and staff of State Fair Park are extremely dedicated to these missions and passionate about continuing this growth trend. However, SFP does not have authorization for enough FTE positions to reach our revenue goals and ultimately keep our guests and employees safe. Therefore, for many years we have supplemented our FTE staff with dual appointment LTEs. However, this strategy has become less and less effective.

SFP relies on LTEs with two appointments to provide necessary year-round functions. Given the fact that we rely on Program Revenue to fund our operations, with All-Agency funding granted only for infrastructure projects on non-revenue generating facilities, these positions are critical for the continued success of the agency.

Most of the dual appointment LTEs hold positions that are full-time, salaried positions in other, similar organizations (similar sized fairs, festivals, rodeos and event centers). For reference, the Iowa, Ohio and Indiana State Fairs (all midwestern agricultural fairs with similar attendance to the Wisconsin State Fair) operate with between 60 and 90 full-time, salaried employees.

SFP currently has 41 employees with dual LTE appointments filling 82 LTE positions, which supplements our 47 FTEs. In addition, SFP employs nearly 1,400 single LTEs each year who work primarily in the days leading up to and during the annual Wisconsin State Fair.

Unfortunately, even prior to the pandemic, we saw more than 50 percent turnover amongst our dual LTEs within a two-year span. The main reasons cited for departure were the lack of paid time off and negative employee morale felt by many dual appointment LTEs working side-by-side year-round with FTEs with full benefits. They consistently state that they feel under-valued, primarily due to not being eligible for the same benefits as FTEs. They also feel the additional pressure and constraints of the limitation on the number of hours they are statutorily allowed to work in each LTE position. This unfortunately puts a strain on the organization as well as the employees.

There are significant costs associated with employee turnover related to training and administrative needs. Turnover affects not only the department for which the employee worked, but also Information Technology, Facilities, Security, Finance and Human Resources. It takes time away from our FTEs that is needed to focus on position responsibilities. It is our goal to be as fiscally responsible as possible, and the authority for additional FTE positions as outlined below will help us reach this goal.

REVENUE SOURCE

All of the positions requested would receive a rate of pay similar to what they are receiving now, however they would be eligible for additional benefits, including paid time off and overtime pay as outlined in our overtime policy. SFP's operating budget/program revenue will be utilized to cover the cost of these benefits.

Most of our FTEs work more than an average of 40 hours per week. This is due to the nature of the event and entertainment business, which does not allow for a traditional 8 hrs. per day, 5 days per week work schedule. The positions we are requesting would, as all our FTEs do, work extended hours during the five-week period before, during and immediately after the annual Wisconsin State Fair, as well as at other various points during the year as needed.

SFP has an amusement business exemption {Section 13(a) of the Fair Labor Standards Act} therefore we do not pay time and a half for overtime hours worked. Exceptions do apply to our crafts workers and employees under the age of 18. These new FTE positions would be eligible to receive up to 40 hours of compensatory time and additional pay (at their hourly rate) for overtime hours worked in the five-week period previously mentioned, beyond the comp time, not to exceed 120 hours. Using data from past years, our best estimate for additional annual expenses related to the additional FTE positions is approximately \$35,000 total, all to be funded from Program Revenue.

SFP's operating budget for State Fair Park is approved by both our Board of Directors and as part of the Governor's biennium budget. Within the budget is an allocation for overtime pay, which is a pooled approach for the agency. Potential overtime pay for these positions is included in that pool. The seven positions requested, if granted, would eliminate 14 LTE positions, and are as follows:

DEPUTY CHIEF OF POLICE

The Deputy Chief of Police assists the Chief of Police with planning, directing and coordinating duties within SFP Police Department, and is responsible for the supervision of police personnel as directed by the Chief of Police. This role assists with monitoring of annual department budgets for operations and equipment, the development of the SFP Police Departments Emergency Action Planning along with recruitment and the substantial amount of required training of both year-round and fair-time officers. Sworn officer recruitments require extensive background checks and details that go beyond typical staff recruitment.

This role is critical in terms of responding to and resolving incidents that present a threat to the safety of event attendees and staff. These incidents often include difficult and sensitive citizen inquires and complaints.

This position requires knowledge of department policies and principles and techniques of modern public personnel and police administration. It requires access to the department's security information, confidential and sensitive case information, and adherence to the privacy requirements of police personnel information. It also requires the ability to use discretion and establish and maintain effective working relationships with co-workers, supervisory personnel, other SFP employees, the public and other law enforcement agencies.

Justification: *The Safety and Security of both visitors to state fair park and our staff is SFP's top priority. This position requires a significant amount of experience in the field, as well as knowledge of current State Fair Park operations. Retention of current employees in this department is critical and converting this position from a dual appointment LTE to FTE will not only support our priority of keeping visitors to State Fair Park safe, but it will greatly increase our chances of retaining a highly trained individual and recruiting for this position in the future. This position is currently vacant, has had high turnover, and has not been successfully filled since the last departure due to the lack of benefits within a position of this caliber within our organization.*

SIGN SHOP MANAGER

The Sign Shop Manager works independently to design and produce signage for use at SFP for both internal needs as well as external customers. Duties include, but are not limited to, project job flow, sign cost estimating, event signage design, printing and finishing of signage and the installation and removal of signage throughout SFP. The Sign Shop Manager supervises Sign Shop Assistants each year, providing training on equipment, giving general art direction on design projects and providing feedback on performance.

He or she must continuously find new ways to increase productivity and production, maintain professional relationships with outside vendors and suppliers and create and improve procedures for sign production. This position is also tasked with maintaining inventory of the sign shop, including physical signs, equipment and materials, as well as digital files. The manager is also responsible for administrative duties including tracking and monitoring the sign shop budget, ordering materials and approving invoices.

In recent years this position has expanded to include creating signage for external clients, which has provided an additional revenue stream for WSFP. Additional duties now include providing standardized pricing and quotes for clients, ensuring proofs have been approved, packaging and shipping projects, working with the WSFP Finance Office to send invoices, and maintaining professional written and verbal communication with all external clients.

Justification: *The WSFP Sign Shop produces thousands of signs, decals, stickers and more annually. The creation of the on-site sign shop has not only saved the agency money over the past 10 years since its inception due to the ability to create signs in-house vs. outsourcing but is now also producing additional revenue for the agency through its external clients. This position is currently held by a dual appointment LTE, which presents the challenges previously outlined.*

POSITION TITLE: RV PARK MANAGER

This position oversees the daily operation of the SFP RV Park including, but not limited to, on-site registration, training of all RV Park staff, filling propane tanks, using professional communication and customer service skills in all interactions with customers, RV and Fair staff. The RV Park welcomes more than 3000 guests annually, many who stay for extended periods of time. The RV Park includes 277 permanent sites, but SFP also has the ability to offer RV space rental for an additional 800 vehicles in various areas throughout the Fair Park during large events.

The RV Park Manager's work also includes monitoring and reporting on the physical and financial condition of the RV Park, registration/storage and monitoring of RV units allowed to stay either in the designated RV Park area as well as other areas of State Fair Park during large events. This position must represent the best interests of SFP at all times, ensuring delivery and enforcement of both SFP and RV Park policies, rules and regulations.

Additional duties include collection of fees, sending confirmations and receipts, maintaining accurate check-in and check-out records and daily deposit reports, establishing yearly labor and operations budgets for approval, supervising multiple staff members and monitoring overall cleanliness of the facilities to ensure SFP standards are met. The RV Park Manager may be asked to conduct tours of the RV Park and handle large scale event requests, as well as act as the primary liaison for the RV Park/SFP and oversee the operation of these events.

Justification: As the only urban RV Park in the state, this position is being requested as RV Park revenue has grown significantly over the past few years. This trend began during the COVID-19 pandemic; however it has not declined since then. SFP has added on additional spaces and implemented new software systems, which has helped to improve the customer experience. This is a position has traditionally been a dual appointment LTE and we struggled annually with the limitations of hours as the summer/outdoor events take a lot more time from a management standpoint in addition to the extra hours needed during the annual WI State Fair. In the past month we were able to offer the current RV Park Manager a .65 FTE position. However, we are hoping to make this a 1.0 FTE position and utilize the .65 in another department as needed.

VENDOR SERVICES MANAGER

Reporting to the Director of Vendor Services, this position assists with the recruitment, selection, retention, compliance and evaluation of hundreds of vendors for the annual Wisconsin State Fair and Harvest Fair. This includes ensuring all available space has been filled, and the necessary utilities, waste management, storage and supplier needs are met, as well as coordinating with various SFP departments and staff members.

The Vendor Services Manager oversees internal and external Vendor Services Department communication and manages select department staff, operations and workflow critical to the success of the annual Wisconsin State Fair and Harvest Fair events. Additional responsibilities include assisting with the generation of Vendor License Agreements and Alcohol Service Permits, overseeing programming and layout of multiple buildings and areas within the Fair Park for the Wisconsin State Fair, and serving as the Vendor Services liaison to DATCP and the West Allis Fire Department regarding inspections and compliance.

Additionally, the Vendor Services Manager must actively seek out new vendors by attending other events and networking with similar organizations and venues, as well as identify areas that need changes in programming to generate additional revenue for State Fair Park. This position must seek to continually evaluate and work to improve the vendor reporting process and participate in non-fair Event Operations Meetings. They must also update and maintain a list of approved caterers and concessionaires, including continual review of approved providers and coordination with the SFP Event Services Department on new and unique events, while ensuring accuracy in contracting and operational compliance for vendors.

Justification: *Annual revenue from Food and Beverage and Commercial vendors for the Wisconsin State Fair event alone has exceeded \$7 million in recent years. This accounts for nearly 25 percent of the revenue for the agency, which attests to the importance of managing this department effectively. Not only is this a significant amount of revenue, but according to multiple surveys, food and beverage is the number one reason people attend at the Wisconsin State Fair. There is currently one Vendor Services Manager who holds an FTE position and one that is a dual appointment LTE. The limitations on the number of hours worked by LTEs has a great potential to affect the success of the department, including the risk of turnover, in the future if this position continues to be held by an FTE.*

EVENT SOFTWARE AND SPINCITY OPERATIONS MANAGER

This position requires a detail oriented and dedicated individual to work as an Operations Manager with a focus on management of SFP's event management software (EMS) as well as the operations of SpinCity, Wisconsin State Fair's independent midway.

This position is responsible for the planning and coordination of the testing, operation, troubleshooting, maintenance and use of event management software across all departments. This includes identifying essential software-based functionalities and opportunities to improve departmental efficiencies, providing support by liaising between SFP and the contracted EMS company and providing user support to ensure compliance and procedures are maintained. The position must train staff, lead internal user group meetings, attend conferences to learn about software updates and best practices, train on new software capabilities and negotiate contractual needs.

In relation to managing SpinCity operations, this position must preserve existing and seek new relationships with independent ride, game and attraction owners, negotiate contracts, manage the budget and issue license agreements for the annual State Fair. This includes offering support in collection and tracking of insurance policies by liaising with owners, managers, and insurance agencies. SpinCity operations also includes hiring, training and staffing for a successful operation, addressing concerns and issues as they may arise, preserving trust amongst owners and operators, overseeing audit management and working with the DSPS to ensure proper registration of all licensed rides and attractions.

Justification: *SFP has technology needs unique to the event industry and must produce extensive reports surrounding event sales for both fair and non-fair events. It's essential to have accurate tracking of promoter's event needs to meet their expectations and charge accordingly for ancillary fees. This is above and beyond the financial reporting required within the STAR FIN system. The SpinCity midway area is solely contracted and operated by SFP. Operators are carefully selected instead of contracting with one amusement operator. The independent midway model has proven to be successful in terms of revenue generation while offering a safer and more positive experience for Fairgoers. This position is currently held by a dual appointment LTE, which presents the same challenges as other positions previously outlined.*

EVENT MANAGER

The Event Services Department is responsible for hosting approximately 350 events per year ranging from automobile races to livestock competitions and trade shows. Under the direction of the Director of Event Services, Event Managers are responsible for coordinating and communicating between event planners and various SFP departments from inception to completion of events. The Event Manager is the on-site manager of the grounds and various building operations and the primary show management contact during events.

This position develops, prioritizes, and implements event operations plans through Event Management Software (EMS), in addition to coordinating pre-event meetings to determine staffing levels and other needs. The Event Manager is responsible for compiling estimates, creating floor plans and grounds layouts, submitting invoice information and preparing management reports. They manage on-site staffing to ensure outstanding customer and exhibitor experiences, while problem solving issues as they arise.

Event Managers must assist with event related documents, have knowledge of State Fair Park facilities' physical workings and capabilities, analyze current and past data to identify financial trends and opportunities to increase revenues for SFP, maintain accurate event records and distribute reports regarding customer status and venue usage along with other tasks as necessary to maintain a high level of customer service to all SFP customers.

Justification: *SFP currently has four FTE Event Managers to manage the more than 350 events previously mentioned. While these managers are supported by various LTE positions, it would be very beneficial to add a fifth FTE Manager due to the reasons outlined above, especially the inability for LTEs to work beyond an average of 40 hrs/week. As SFP works to increase revenue by increasing the quantity and quality of events throughout our facilities, having only four dedicated Event Managers is extremely challenging and being able to add an additional Event Manager will allow WSFP to continue to provide top service and fulfill SFPs mission and vision.*

ADMISSIONS MANAGER (Current Title: Admissions Specialist)

This position reports to the Director of Admissions and supports the day-to-day operations of the Admissions Department at WSFP. This includes assisting with the general management of ticket sales and collecting/balancing of ticket sales revenue for all events. Events include the annual 11-day State Fair, all ticketed Exposition Center events, Harvest Fair, auto races, and any other ticketed events throughout the Fair Park.

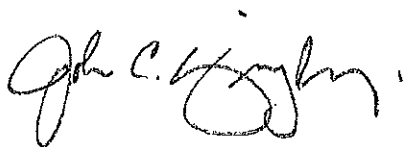
This position works closely with the Event Services Department, as well as other Fair departments to fulfill the needs of the Fair Park. It was originally hired as a dual appointment LTE Admissions Specialist; however, it has evolved into a manager position that includes assisting with training, scheduling, and the overall coordination of the department's part-time staff along with supporting and/or leading various projects.

The Admissions Manager must ensure all ticket buyers receive excellent customer service and have a positive experience in the box office, which involves addressing concerns, problem resolution and ensuring proper training of seasonal event staff fulfilling orders and fielding phone calls. They must learn the duties of all Admissions Department employees and assist in these duties as needed, troubleshoot technical problems, provide backup maintenance and support of the ticketing system and provide general management duties as needed.

Justification: *Not only does the Admissions Department support a large part of our fair operations with general admission and concerts ticket sales, staffing gates, ushering concerts and selling tickets for attractions, but they also support ticketed non-fair events throughout the year. This is presently a three-person, year-round team responsible for setting the operations in place that are then executed by them along with about 250 seasonal LTEs. The time invested in training and supporting seasonal event staff and scheduling event staff throughout the year is a laborious task and we are challenged having a dual appointment LTE manage the majority of these responsibilities with the limitation on hours they are able to work.*

Thank you for your consideration of this request. If you have any questions or concerns, please do not hesitate to reach out to us for clarification.

Sincerely,



John Yingling, Chairman
Wisconsin State Fair Park Board of Directors



Shari Black, CEO/Executive Director
Wisconsin State Fair Park