

# WISCONSIN



# STATE FAIR PARK

**DATE:** October 16, 2023

**TO:** Edward Blazel, Chief Clerk of the Assembly  
c/o Julie Martyn, Assembly Journal Clerk

**FROM:** Shari Black, CEO/Executive Director

**SUBJECT:** Wisconsin State Fair Park FY21-23 Biennial Report Submission

Attached please find Wisconsin State Fair Park's FY21-23 Biennial Report Submission as required under s. 15.04(1)(d).

The report includes a review of the following:

- Overview of the agency, management, and mission, with links to website
- Statement on State Fair Park's flexible work schedules
- Performance of State Fair Park during FY21-23, including details on both the Wisconsin State Fair and non-fair events.
- Program goals, objectives and policy direction as outlined in the 2023-25 Executive Budget

We encourage readers to reference the Wisconsin State Fair Park website at [WiStateFair.com](https://www.wistatefair.com) for more information on the annual Wisconsin State Fair and events at Wisconsin State Fair Park. Several links are also included in the Biennial Report.



# WISCONSIN STATE FAIR PARK BIENNIAL REPORT FY21-23

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## INTRODUCTION/AGENCY OVERVIEW

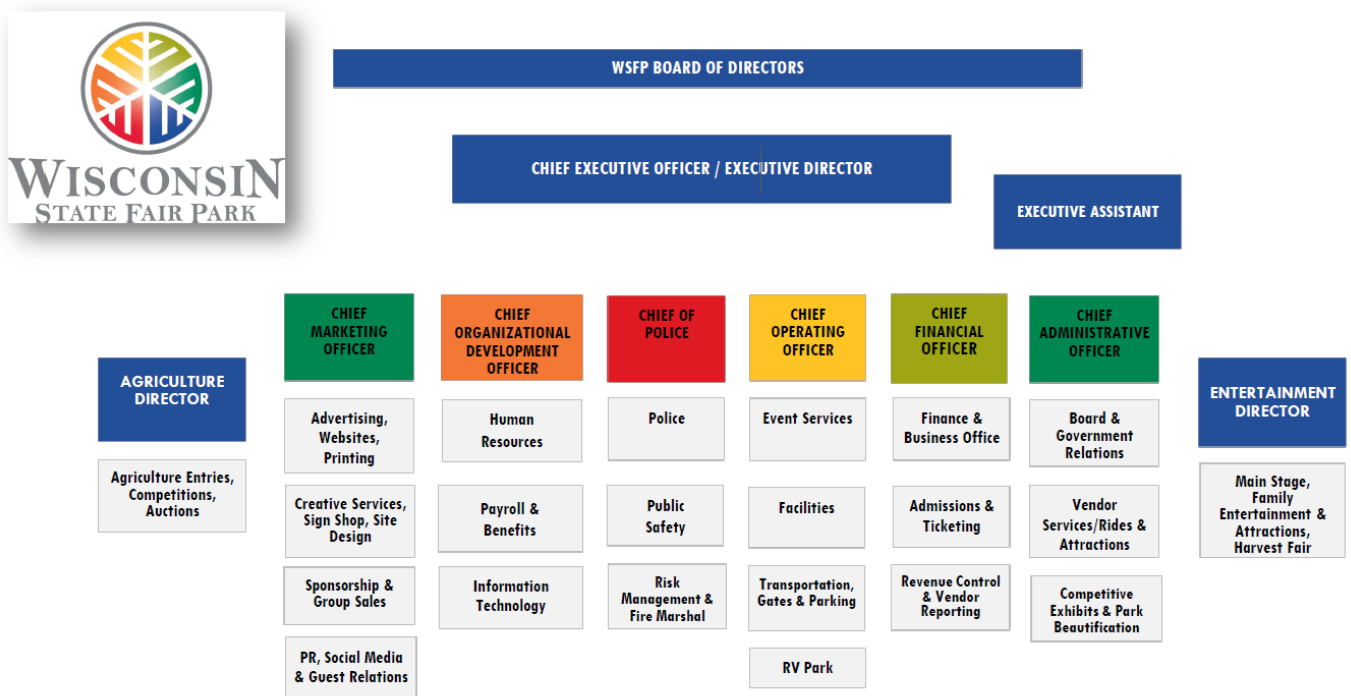
The Wisconsin State Fair Park Board of Directors includes seven members appointed by the Governor, with the advice and consent of the Senate. It also includes four state legislators, the Secretary of the Department of Tourism and the Secretary of the Department of Agriculture, Trade and Consumer Protection. The Board is directed to oversee the Fair Park, set policy and appoint a Chief Executive Officer to manage and supervise the 200 acres for the annual 11-day State Fair, Harvest Fair, and multiple regional and local events on a year-round basis.



For more information about the State Fair Park Board of Directors and Management please click [here](#).

State Fair Park is a year-round entertainment venue that hosts activities, events, meetings and more. Home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion and many other facilities, hundreds of events are held at the Fair Park each year, including the annual Wisconsin State Fair, presented by U.S. Cellular. The Fair welcomes an average of one million guests each year, and other events held at the Fair Park bring in another one million visitors annually.

For more information about State Fair Park please click [here](#).



## FLEXIBLE WORK SCHEDULES

Wisconsin State Fair Park recognizes the benefit of maximizing the employment options available to employees while still providing efficient services to our customers and maintaining operational needs. It is the policy of State Fair Park to provide employees with the flexibility to request telecommuting at an alternative work site and/or approve flexible and alternative work schedules when operationally feasible. We understand that a traditional full-time work pattern does not always meet the needs of our employees or our operation for various reasons.

Telecommuting is a voluntary program initiated by the employee and is not an employee right or benefit. The CEO/Executive Director ensures that written requests from employees for telecommuting are approved in accordance with the provisions of this policy, ER 42.01 (Wisc. Admin Code) and s. 230.215, Stats., and HR Handbook Chapter 746.

Telecommuting refers to a work flexibility arrangement under which an employee performs the duties and responsibilities of their position, and other authorized activities as determined by the supervisor, from an approved alternate worksite other than the employee's primary office, one or more days per week on a standard and recurring basis. Telecommuting does not impede SFP's ability to develop and/or maintain alternative work patterns, flexible scheduling for employees or ad hoc telecommuting options. Approval of the telecommuting plan may allow for employees to work hours outside of their normal or standard work schedule, on occasion.

New employees are eligible to telecommute after an initial 30-day probationary period has been completed and must meet certain requirements. These include, but are not limited to, the ability to accomplish their work, having an appropriate workspace at the alternate location, demonstration of effective work habits, productivity, and the ability to work independently, and sustained performance expectations.

Employees are required to complete a telecommuting agreement form and submit it to their supervisor for approval. Each division is responsible for administration of this policy.

Because the State Fair event generates the majority of our revenue, and the fact that an event of its magnitude requires extensive in-person collaboration and physical/manual labor, it is imperative that the majority of our staff be in the office during the summer months, therefore our policy allows for more telework in the winter months and less in the summer months, though the policy is flexible enough to be adjusted based on other extenuating circumstances as well as the specific needs of the position.

Offering this flexibility has proven to be extremely positive for our agency in terms of recruitment and retention.

## GOALS, OBJECTIVES AND ACTIVITIES

### GOALS:

As a Program Revenue funded agency, the State Fair Park board's priority is to generate revenue sufficient to fund the expenditures required to produce and promote events at State Fair Park and show a surplus at year end, which will allow us to invest in improvements to the facilities.

State Fair Park will strive to maintain current revenue, generate new revenue streams and manage expenses while offering high-quality events.

Prior to 2020's cancellation due to the COVID-19 pandemic, the Wisconsin State Fair welcomed more than one million guests for seven consecutive years. The annual Fair generates the majority of the agency's annual program revenue and has continually showed a surplus over estimated projections. We are happy to report that by the 2022 Wisconsin State Fair we were back on track, welcoming over one million guests.

In addition to the revenue generated from the annual Wisconsin State Fair and Harvest Fair, which are the two events produced and promoted by the State Fair Park staff, additional revenue is generated by leasing facilities to other event producers and promoters year-round. Facilities include the Tommy G. Thompson Youth Center, RV Park, Exposition Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion and several other buildings throughout the 200-acre Fair Park. This revenue had also been impacted tremendously by the COVID-19 pandemic but in FY21-23 returned to near pre-COVID levels.

The rising cost of services and supplies has increased our projected expenditures. These cost increases affect every expense line item including building construction and repairs, maintenance supplies, waste hauling, paper products, etc. Wages and fringe benefit increases are due to our continued emphasis on Police and Public Safety as well as employee retention. With the unfortunate continued trend of acts of violence at community events and large gatherings, we must continue to improve our security measures every year, and in the current job market we must prioritize staff retention.

**Objective/Activity:** Create efficiencies and innovative opportunities to generate program revenue that exceeds our projected expenses. Admission ticket prices were increased for the 2022 Wisconsin State Fair to generate additional revenue to keep pace with rising expenses associated with producing the Fair. We also continued to automate where possible to create cost efficiencies, such as utilizing 16 automated ticket selling kiosks at the entrance gates.

**Objective/Activity:** Utilize new and creative marketing and communications strategies to invite visitors to Wisconsin State Fair Park ensuring safety to patrons, staff, promoters, vendors, operators and partners.

**Objective/Activity:** Maintain high-quality facilities and continue to place an emphasis on accessibility of amenities to all State Fair Park visitors.

**Objective/Activity:** Focus on health safety and environmental protection, including new and advanced cleaning and sanitizing protocols, which will be an important part of our patrons' experience – not only during the annual Wisconsin State Fair, but also at events held at State Fair Park year-round.

## PERFORMANCE MEASURES

### FY20-21, FY21-22 AND FY22-23 GOALS

Prog. No.	Performance Measure	Goal FY20-21*	Goal FY21-22	Goal FY22-23
1.	Generate revenues.	\$12,720,000	\$24,840,400	\$25,041,020
1.	Manage expenditures.	\$12,620,000	\$24,740,400	\$24,941,020
1.	Surplus/(Deficit).	\$100,000	\$100,000	\$100,000

Note: Based on fiscal year and includes the state fair operations appropriation 13200 under s. 20.190(1)(h) only. \* FY20-21 Reduction based on cancellation of State Fair and other events due to COVID-19.

### Updated FY22-23, FY23-24 AND FY 24-25 GOALS

Prog. No.	Performance Measure	Goal FY22-23	Goal FY23-24	Goal FY24-25
1.	Generate revenues.	\$31,600,000	\$33,175,000	\$34,825,000
1.	Manage expenditures.	\$31,200,000	\$32,775,000	\$34,425,000
1.	Surplus/(Deficit).	\$400,000	\$400,000	\$400,000

## FY21-22 FINANCIAL REPORT

<b>Wisconsin State Fair Park - FY 2021-2022</b>					
	<b>Year-to-Date - June 2022</b>				<b>Full Year Budget</b>
	<b>Budgeted FY22 Amount</b>	<b>Actual FY22 Amount</b>	<b>Variance Over/(Under)</b>	<b>Var %</b>	
<b>Revenue By Event:</b>					
State Fair	\$ 19,785,000	\$ 22,829,582	\$ 3,044,582	15%	\$ 19,785,000
Promoter Events/Expo/Track	5,030,000	4,380,615	(649,385)	-13%	5,030,000
Harvest Fair/Special Events	235,000	482,570	247,570	105%	235,000
RV Park	900,000	1,055,803	155,803	17%	900,000
<b>Total Revenues</b>	<b>\$ 25,950,000</b>	<b>\$ 28,748,570</b>	<b>\$ 2,798,570</b>	<b>11%</b>	<b>\$ 25,950,000</b>
<b>Revenue By Type:</b>					
Admissions: Gate/Mstage/Midway	\$ 11,480,000	\$ 12,900,920	\$ 1,420,920	12%	\$ 11,680,000
Building and Space Rentals	3,960,000	4,515,982	555,982	14%	3,535,000
Food & Beverage / Attractions	5,435,000	6,373,424	938,424	17%	5,435,000
Business Partnership	2,470,000	2,499,851	29,851	1%	2,470,000
Purchased Services	1,375,000	1,226,733	(148,267)	-11%	1,425,000
Parking	1,230,000	1,215,165	(14,835)	-1%	1,405,000
Other	-	16,496	16,496		
<b>Total Revenues - Type</b>	<b>\$ 25,950,000</b>	<b>\$ 28,748,571</b>	<b>\$ 2,798,571</b>	<b>11%</b>	<b>\$ 25,950,000</b>
<b>Expenditures by Division:</b>					
Admin/Admissions/Finance/IT/HR	\$ 5,505,676	\$ 5,381,376	\$ (124,300)	-2%	\$ 5,505,676
Police/Public Safety	2,931,202	2,362,453	(568,749)	-19%	2,931,202
Entertainment/Stages/Hfair	3,056,974	2,899,441	(157,533)	-5%	3,056,974
Marketing/Communications	2,247,341	2,102,764	(144,577)	-6%	2,247,341
Agriculture	1,974,832	1,672,359	(302,473)	-15%	1,974,832
Facilities/Buildings	4,601,215	5,025,959	424,744	9%	4,601,215
Vendor/Exhibitor/Spin City	3,705,042	3,829,305	124,263	3%	3,705,042
Event Services/Parking/RV	1,827,718	1,648,423	(179,295)	-10%	1,827,718
<b>Total Operating Expenditures</b>	<b>\$ 25,850,000</b>	<b>\$ 24,922,081</b>	<b>\$ (927,919)</b>	<b>-4%</b>	<b>\$ 25,850,000</b>
<b>Operating Surplus/(Shortfall)</b>	<b>\$ 100,000</b>	<b>\$ 3,826,490</b>	<b>\$ 3,726,490</b>		<b>\$ 100,000</b>
<b>Reserves:</b>					
Reserve Account - Beginning of Year		\$ 3,796,831			
Operating Surplus/Shortfall (above)		3,826,490			
Less: Debt Service Payments		(1,914,712)			
<b>Reserve Account - End of Year</b>		<b>\$ 5,708,608</b>			



## FY22-23 FINANCIAL REPORT

<b>Wisconsin State Fair Park - FY 2022-2023</b>					
<b>Year-to-Date - June 2023</b>					<b>Full</b>
	<b>Budgeted</b>	<b>Actual</b>	<b>Variance</b>	<b>Var %</b>	<b>Year</b>
	<b>FY23 Amount</b>	<b>FY23 Amount</b>	<b>to Budget</b>		<b>Budget</b>
<b>Revenue - By Event:</b>					
State Fair	\$ 26,400,000	\$ 27,223,618	\$ 823,618	3%	\$ 26,400,000
Promoter Events/Expo/Track	3,875,000	4,710,740	835,740	22%	3,875,000
Harvest Fair/Special Events	350,000	666,965	316,965	91%	350,000
RV Park	975,000	1,059,223	84,223	9%	975,000
<b>Total Revenues - Event</b>	<b>\$ 31,600,000</b>	<b>\$ 33,660,546</b>	<b>\$ 2,060,546</b>	<b>7%</b>	<b>\$ 31,600,000</b>
<b>Revenue - By Type:</b>					
Admissions: Gate/Mstage/Midway	\$ 14,550,000	\$ 15,385,077	\$ 835,077	6%	\$ 14,550,000
Building and Space Rentals	3,725,000	3,844,619	119,619	3%	3,725,000
Food & Beverage / Attractions	7,810,000	8,344,446	534,446	7%	7,810,000
Business Partnership	2,600,000	2,697,029	97,029	4%	2,600,000
Purchased Services	1,465,000	1,520,932	55,932	4%	1,465,000
Parking	1,450,000	1,845,186	395,186	27%	1,450,000
Other		23,258	23,258		
<b>Total Revenues - Type</b>	<b>\$ 31,600,000</b>	<b>\$ 33,660,546</b>	<b>\$ 2,060,546</b>	<b>7%</b>	<b>\$ 31,600,000</b>
<b>Expenditures:</b>					
	0				
Admin/Admissions/Finance/IT/HR	\$ 6,859,000	\$ 7,040,534	\$ 181,534	3%	\$ 6,792,549
Police/Public Safety	3,383,000	2,955,274	(427,727)	-13%	3,374,968
Entertainment/Stages/Hfair	2,650,000	2,693,527	43,527	2%	2,569,203
Marketing/Communications	2,514,000	2,363,241	(150,759)	-6%	2,514,305
Agriculture	2,149,000	1,904,616	(244,384)	-11%	2,149,431
Facilities/Buildings	5,452,000	5,794,274	342,274	6%	5,451,830
Vendor/Exhibitor/Spin City	4,709,000	5,106,331	397,331	8%	4,709,072
Event Services/Parking/RV	1,544,000	1,389,789	(154,211)	-10%	1,698,642
<b>Total Operating Expenditures</b>	<b>\$ 29,260,000</b>	<b>\$ 29,247,584</b>	<b>\$ (12,416)</b>	<b>0%</b>	<b>\$ 29,260,000</b>
<b>Operating Surplus/(Shortfall)</b>	<b>\$ 2,340,000</b>	<b>\$ 4,412,962</b>	<b>\$ 2,072,962</b>	<b>89%</b>	<b>\$ 2,340,000</b>
<b>Reserves:</b>					
Reserve Account - Beginning of Year		\$ 5,708,609			
Operating Surplus/Shortfall (above)		4,412,962			
Less: Debt Service Payments		(1,935,621)			
Less: Capital Projects		(900,517)			
<b>Reserve Account - End of Year</b>		<b>\$ 7,285,433</b>			

## FY21-22 WISCONSIN STATE FAIR (AUGUST 5-15, 2021)



Following the cancellation of the 2020 Wisconsin State Fair, planning for the 2021 Fair was challenging for staff. Not only were expense budgets lean, but there were so many uncertainties. The biggest challenge by far was figuring out how to bring back the experience that Fairgoers missed so much while also doing everything possible to keep them safe and healthy.

During the pandemic our staff worked diligently to receive our GBAC STAR Accreditation. Wisconsin State Fair Park was one of the first fairgrounds in the United States to receive this accreditation, the gold standard on outbreak prevention, response, and recovery for prepared facilities.

Under the guidance of GBAC, a division of ISSA, Wisconsin State Fair Park has implemented the most stringent protocols for cleaning, disinfection, and infectious disease prevention in its facilities.

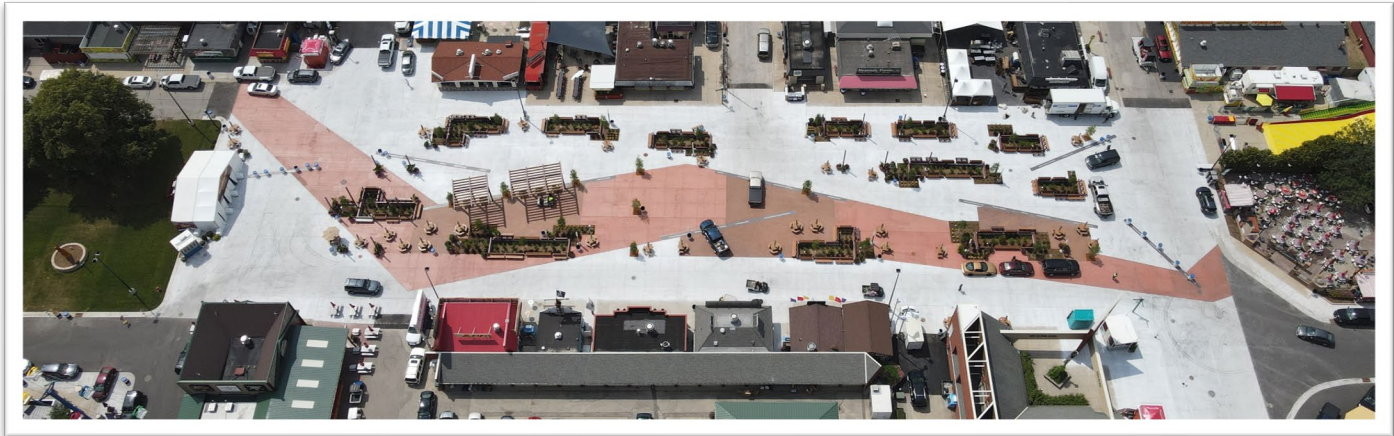
This accreditation encompasses all buildings and outdoor facilities at State Fair Park, including the annual Wisconsin State Fair. Receiving third-party validation is the culmination of many years of preparedness and commitment to operating safely. Please click [HERE](#) to learn more.



We also added 200 additional hand-sanitizing stations to the Fair Park, and introduced kiosks at all gates to reduce the amount of close proximity to others during the ticket buying process.

The advertising campaign featured vibrant colors, joyous images and the message "State Fair is On!" Our traditional media blitz, which traditionally includes in-studio interviews with cream puff deliveries, instead consisted of mostly remote/zoom interviews and lots of cream puff deliveries!

We replaced the traditional opening ceremonies with a shorter ribbon cutting ceremony for our new Central Mall area, a project that included both infrastructure work as well as a more open, inviting area in the heart of the Fair Park. The new layout not only offered more seating and shade, but also eliminated many curbs for increased accessibility.



On top of the challenges presented by the pandemic, the 2021 State Fair unfortunately saw some of the worst weather in over 10 years. However, there is always a silver lining, as we were able to put our severe weather plans and Rave alerts into affect and we learned a lot. Even as severe weather rolled in more than half of the days of the Fair, we were able to safely evacuate Fairgoers from rides and attractions and eventually put on each of our Main Stage Shows.

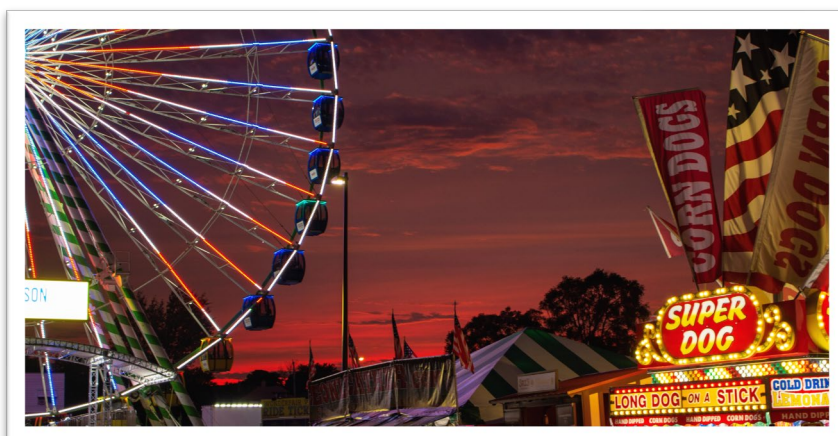
On a positive note, some additional highlights included a new revenue control building, additional staff/cash safeguards, healthy agriculture and competitive exhibit entry numbers and a new entry system in the Agriculture Department. We also had excellent numbers for all three agriculture auctions and were able to maintain sponsorship revenue at just over \$2 million, despite several sponsors not being able to return after the pandemic.



It was also one of the safest Fairs in many years from a policing standpoint. Arrest numbers were significantly down from pre-pandemic levels, and there were no major safety or security issues during the Fair.

While not a record-breaking year, SpinCity saw great success with a combined total of more than one million rides taken and games played. A new ticketing system for SpinCity was introduced, which proved to be successful and was brought back in subsequent years.

The Main Stage welcomed almost 50,000 Fairgoers. Top selling acts were Gabriel Iglesias, Boyz II Men and Beach Boys.



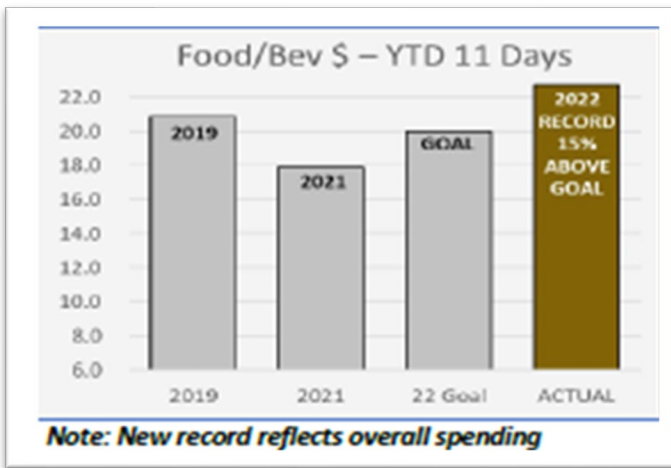
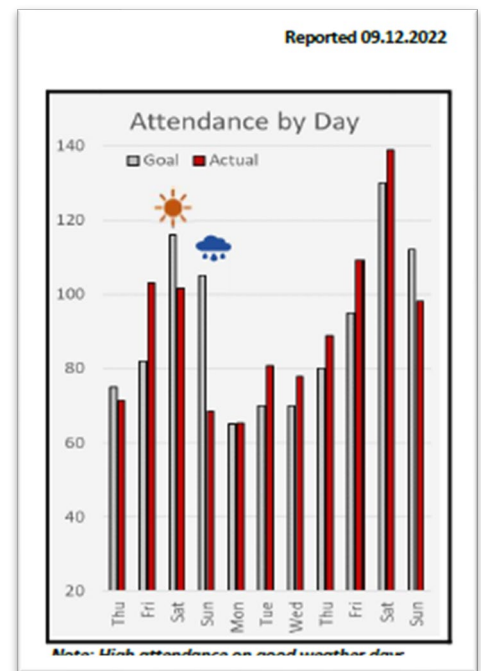
In the end, 841,074 people enjoyed the 2021 Wisconsin State Fair. While this number was lower than our average attendance of one million, we were very proud of this considering the challenges faced.

**FY22-23 WISCONSIN STATE FAIR REPORT (AUGUST 4-14, 2022)**



We are extremely proud of 2022's State Fair attendance of 1,003,450, which was up significantly over 2021 and back to pre-pandemic levels. But successful Fairs are not just about attendance. Beyond total attendance, we closely analyze each day, including how the weather and day of the week affects the numbers. We then look for ways to increase attendance on our lowest days while considering what we can do to make the most heavily attended days as enjoyable as possible.

Not surprisingly, you can see in the chart on the right that Saturdays and Sundays were our most attended days, but the second weekend was especially big because of extreme heat on the first Saturday and the threat of severe weather on the first Sunday.



We had an extremely successful year in terms of food & beverage sales as well as rides & attractions.

In SpinCity, the Fair's Independent Ride and Game Area, revenue was up 28 percent (22 percent above goal) with fewer rides.

Combining sales of other rides and attractions, as well as FairWear (Fair branded merchandise) showed another record-breaking year, coming in at 30 percent above goal.





And although many were disappointed by the cancellation (due to illness) of our top selling Main Stage show – Toby Kieth – Main Stage sales remained strong at \$1.85 million in gross revenue.




Sponsorship came back strong, up 26% over 2021 at nearly \$2.7 million in revenue. Agriculture Entries and Competitive Exhibit Entries were both very strong at nearly 8000 for each, and the auctions were once again successful with \$322,000 raised at the Governor's Blue Ribbon Livestock Auction, \$100,000 Raised at Governor's Blue Ribbon Meat Products Auction and \$46,000 Raised at Blue Ribbon Dairy Products Auction. Much of the money raised at these actions is used to fund scholarships for youth in agriculture.

After the 2022 Fair we looked forward to unveiling a new restroom in the Central Mall area in 2023. This was just one of several projects in the works between the 2022 and 2023 Fairs. Staff was also hard at work on many other future projects that will be unveiled at the 2024 and 2025 Fairs. We will continue to coordinate with the Governor's Office, the Department of Administration, and the State Building Commission on many of these projects, which include Milwaukee Mile improvements and the long-awaited renovation of the Cream Puff Pavilion.



In closing, the graphic below was created following the 2022 Wisconsin State Fair to highlight our successes, not only in terms of attendance, but also website views and social media statistics. We also break down demographics based on the results from multiple survey tools. This is a great three-year snapshot and one of many tools we use to promote the Fair.





# WISCONSIN STATE FAIR

Presented By 

### 3-YEAR ATTENDANCE OVERVIEW

DAY	2022	2021	2019
Thursday	71,404	65,374	95,117
Friday	102,967	62,852	88,536
Saturday	101,624	71,129	110,812
Sunday	68,482	83,731	128,425
Monday	65,245	48,837	95,005
Tuesday	80,743	53,800	67,300
Wednesday	77,869	57,175	77,951
Thursday	88,897	68,864	96,893
Friday	109,095	104,019	111,634
Saturday	138,894	117,449	143,396
Sunday	98,228	107,845	115,503
<b>TOTAL ATTENDANCE</b>	<b>1,003,448</b>	<b>841,075</b>	<b>1,130,572</b>

### STATISTICAL AVERAGES

- LENGTH OF STAY**  5.5 hours
- DAYS ATTENDED**  2 days
- HOUSEHOLD INCOME**  \$80,000
- AGE**  34 years

### WISTATEFAIR.COM ANALYTICS MAY 1 THRU AUGUST 14

Visitors	1,342,710
Sessions	2,123,674
Page Views	6,866,530
Pages/Visit	3.23
Avg. Visit Duration	2 min 32 sec

### SOCIAL MEDIA INFORMATION AS OF SEPTEMBER 2022

MEDIUM	MEASURE	REACH
Facebook	Likes	205,161
Instagram	Followers	26,854
Twitter	Followers	22,164
YouTube	Video Views	531,735
TikTok	Video Views	1,367,160

### AGE BREAKDOWN

- 15 and under: 19%
- 15-21: 11%
- 22-35: 20%
- 35-44: 13%
- 45-59: 18%
- 60+: 19%

### DISTANCE TRAVELED TO ATTEND FAIR

- Less than 50 miles: 80%
- 51-100 miles: 11%
- 100-250 miles: 6%
- More than 150 miles: 3%

### ATTENDANCE BY GENDER

- Male: 49%
- Female: 51%

### ATTENDANCE BY GEOGRAPHIC LOCATION


- Wisconsin: 89%
- Illinois: 7%
- Other: 4%

## SOMETHING FOR EVERYONE!

## FY21-23 NON-FAIR EVENT REPORT (INCLUDING HARVEST FAIR)

As you can see in the financial reports on pg. 7-8, non-fair event rentals and ancillary costs paid to State Fair Park typically generate between 12-15 percent of State Fair Park's total revenue each year. Harvest Fair, which is an event that State Fair Park staff annually produces and promotes in addition to the Wisconsin State Fair, saw significant growth after returning in 2021 post-pandemic. 2021 saw an increase of 14 percent over 2019, and the 2022 increase was more than 50 percent. While entrance to Harvest Fair is free to the public, this increase is attributed to a streamlined offering of activities and attractions, a new footprint and layout that included additional vendors, an increased focus on promoting the event via social media, and slight increases in pricing for both the activities and parking.

### Harvest Fair Recap - September 2022



**2022 Harvest Fair:**

- Scarecrow Making
- Pumpkin Bowling
- Amusement Rides
- Lumberjack Show
- Farmers Market
- Live Music/Entertainment
- Favorite Fair Food
- 60+ Beers/ Micro-brews

**Other Notes:**

- Nearly Perfect Fall Weather
- Currently Free Admission
- Average stay nearly 4 hours
- Central Mall as Activity Hub
- Effective New Ride Location
- Record Revenue Generation

**Similar Car Ratio:**

Fair Attendance - 1,003,450  
 Fair cars - 110,000  
 Attend/Car Ratio - 9.12

H-Fair Attendance - 111,522  
 H-Fair cars - 11,200  
 Attend/Car Ratio - 9.96

Activity	Fri	Sat	Sun	Total
Kids Rides	4,511	21,031	11,037	36,579
Bump Boats	207	834	484	1,525
Pony Rides	128	764	421	1,313
Pig Slides	984	3,184	1,676	5,844
Quad-Jump	74	308	165	547
Scarecrow	240	1,078	647	1,965
P-Bowling	387	1,351	655	2,393

Ride/Activity Tix	2018	2019	2021	2022
Friday	\$ 18,185	\$ 4,668	\$ 12,161	\$ 33,297
Saturday	\$ 102,613	\$ 141,479	\$ 99,301	\$ 148,097
Sunday	\$ 20,448	\$ 5,186	\$ 60,386	\$ 79,208
<b>Total</b>	<b>\$ 141,246</b>	<b>\$ 151,333</b>	<b>\$ 171,848</b>	<b>\$ 260,602</b>
Increase fr prior		7%	14%	52%

Food & Bev Revenue			\$ 701,963	\$ 1,098,556
Increase fr prior				56%
Cars Parked	8,228	9,243	9,555	11,200
Increase fr prior		12%	3%	17%
Cream Puff Revenue			\$ 122,579	\$ 131,540
Increase fr prior				7%

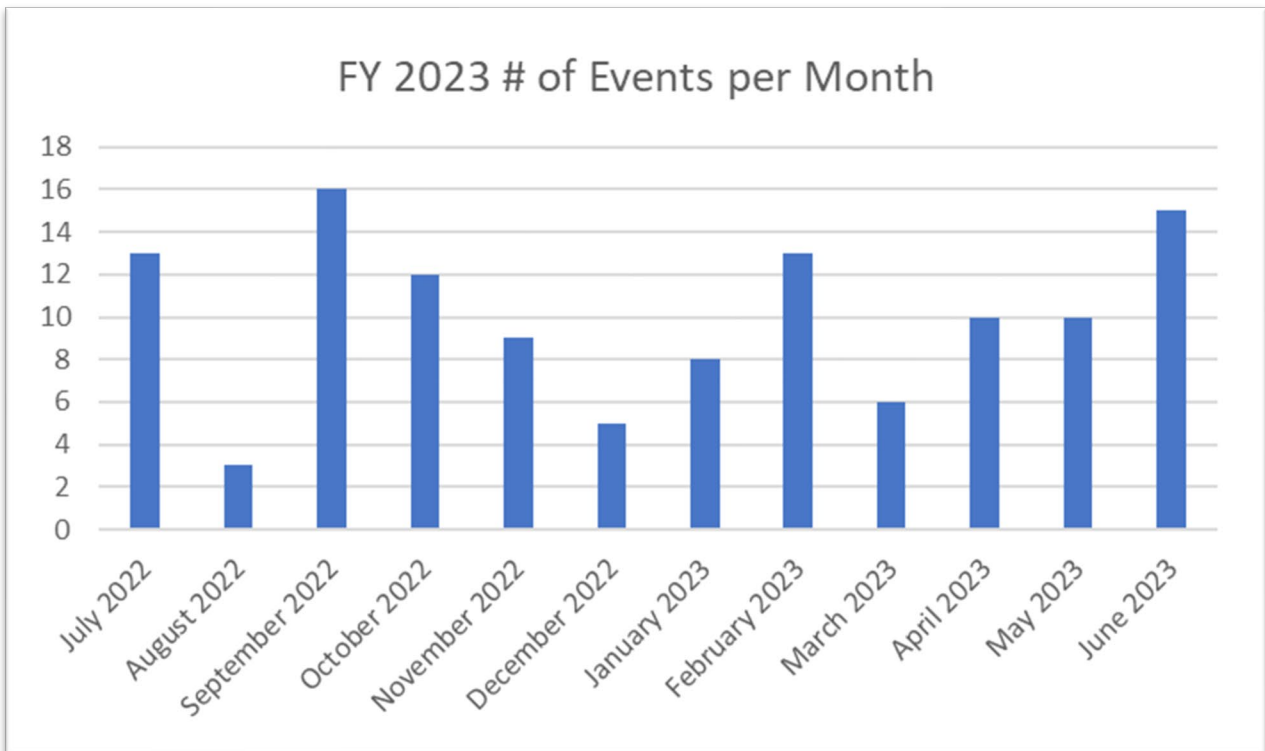
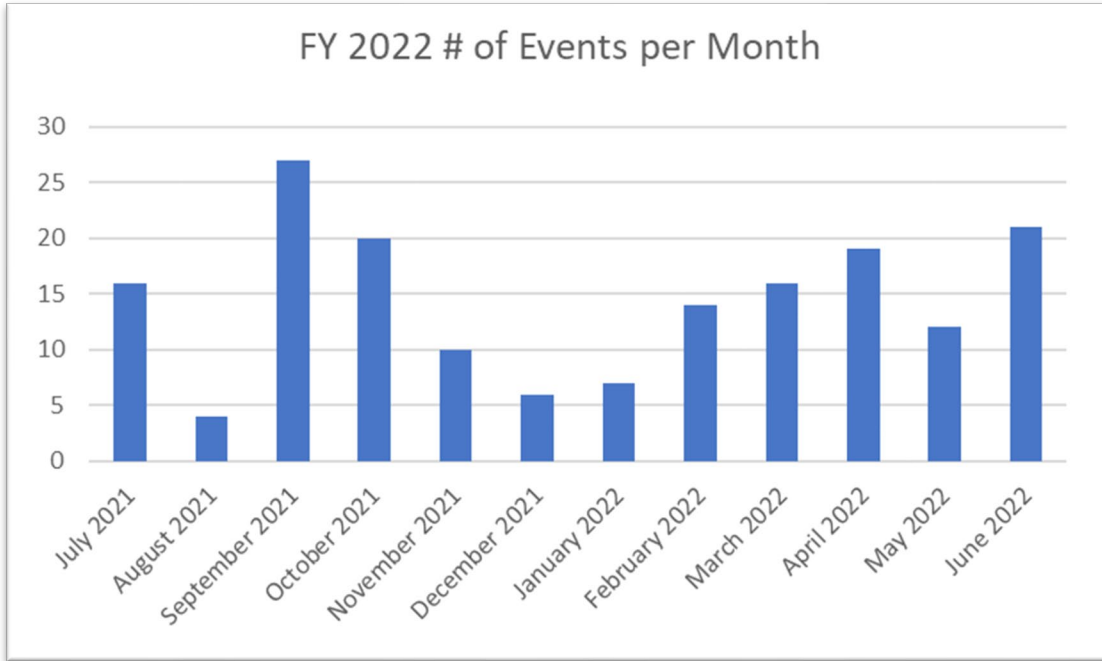
H-Fair Revenue	2018	2019	2021	2022
Revenue		\$ 327,645	\$ 382,619	\$ 606,169
increase			\$ 54,974	\$ 223,550
increase%			17%	58%

Confidential DRAFT

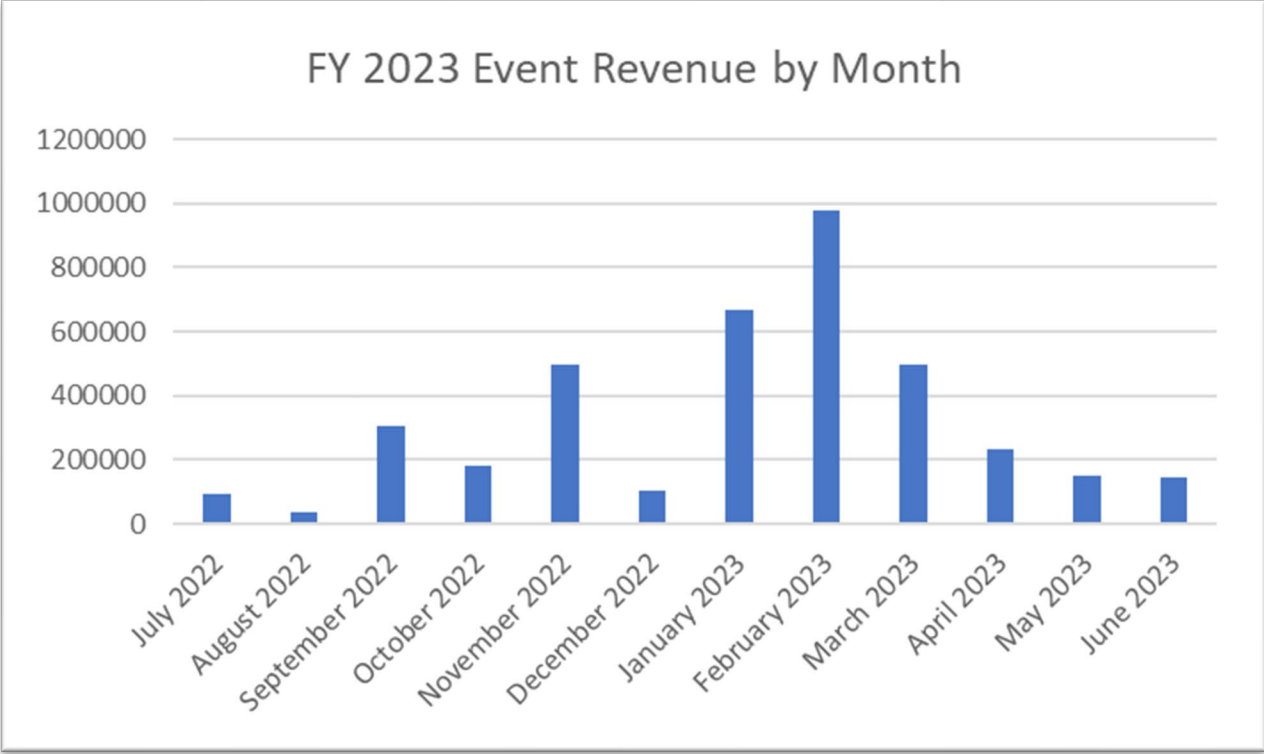
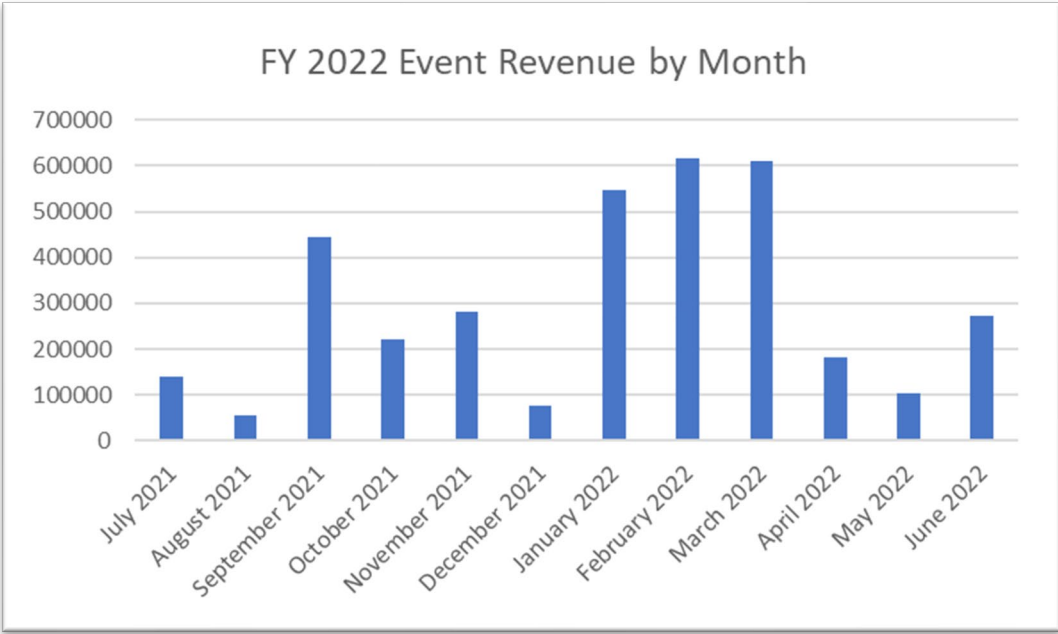
DAY	TIME	TOTALS	Parking	Weather
FRI - 09/23/22	6:00 PM	9,785	817	57 F W 8
FRI - 09/23/22	7:00 PM	13,295	785	56 F W 7
FRI - 09/23/22	8:00 PM	5,466	538	56 F W 5
FRI - 09/23/22	9:00 PM	2,905	164	56 F W 3
FRI - 09/23/22	10:00 PM	673	43	55 F W 4
	<b>Fri</b>	<b>32,124</b>	<b>2,347</b>	
SAT - 09/24/22	11:00 AM	3,118	1368	53 F W 10
SAT - 09/24/22	12:00 PM	4,462	600	57 F W 9
SAT - 09/24/22	1:00 PM	5,999	471	61 F W 8
SAT - 09/24/22	2:00 PM	4,685	353	61 F w 9
SAT - 09/24/22	3:00 PM	4,039	413	60 F W 10
SAT - 09/24/22	4:00 PM	7,008	703	59 F W 8
SAT - 09/24/22	5:00 PM	6,200	560	57 F W 7
SAT - 09/24/22	6:00 PM	5,142	632	58 F W 5
SAT - 09/24/22	7:00 PM	7,139	264	57 F W 4
SAT - 09/24/22	8:00 PM	3,986	143	58 F W 2
SAT - 09/24/22	9:00 PM	1,350	16	58 F W 2
SAT - 09/24/22	10:00 PM	503		57 F W 1 D:
	<b>Sat</b>	<b>53,631</b>	<b>5,523</b>	
SUN - 09/25/22	11:00 AM	3,006	1442	59 F W 11
SUN - 09/25/22	12:00 PM	5,076	631	59 F W 11
SUN - 09/25/22	1:00 PM	5,476	598	57 F W 12
SUN - 09/25/22	2:00 PM	5,710	468	63 F W 12
SUN - 09/25/22	3:00 PM	4,196	191	61 F W 13
SUN - 09/25/22	4:00 PM	1,948		59 F W 14
SUN - 09/25/22	5:00 PM	355		59 F W 12 R
	<b>Sun</b>	<b>25,767</b>	<b>3,330</b>	
<b>TOTAL</b>		<b>111,522</b>	<b>11,200</b>	
Adult Est	50%	55,761		
Senior Est	20%	22,304		
Youth Est	15%	16,728		
< 6 Est	15%	16,728		

In FY21-22, the number of non-fair event rentals was 172, while in FY22-23 the number decreased to 120. While it may seem like decrease in events would negatively impact revenue, that is not the case. In fact, non-fair event rental revenue (not including Harvest Fair or the RV Park), increased from approximately \$3.5 million to nearly \$3.9 million. This is due to our staff continued focus on booking events that generate more revenue, as well as focusing on long-term space rentals. We also slightly increased ancillary costs as well non-fair parking rates to keep up with inflation and higher supply costs. We did note a decrease in events as well as revenue in associated with the Milwaukee Mile in FY22-23 2023 due to the beginning of the track safety improvements project.

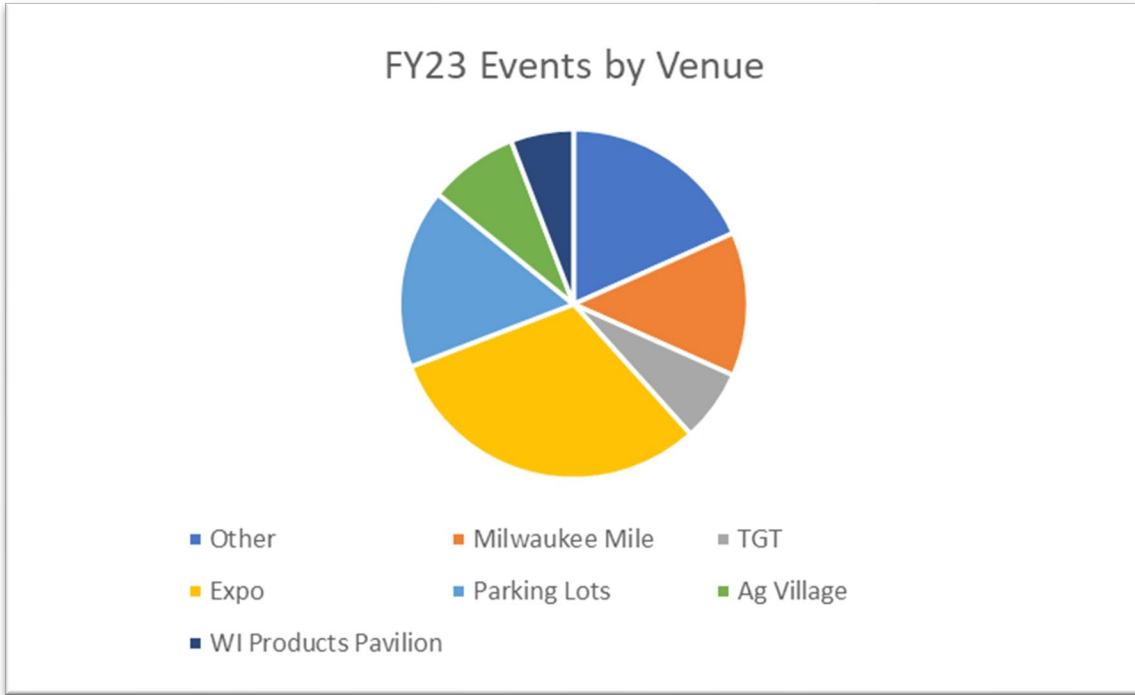
The charts below illustrate the number of events by month as well as revenue per month. These numbers are fairly steady year-over-year, with January, February and March tending to be our highest revenue months outside of the Fair.



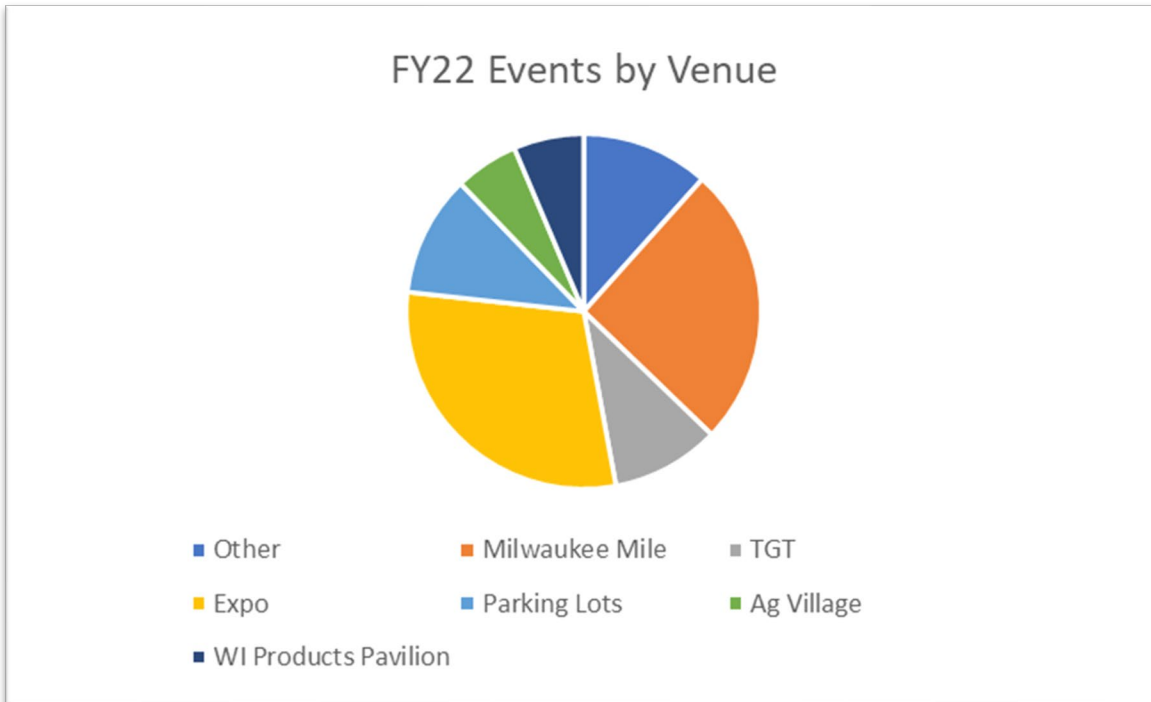




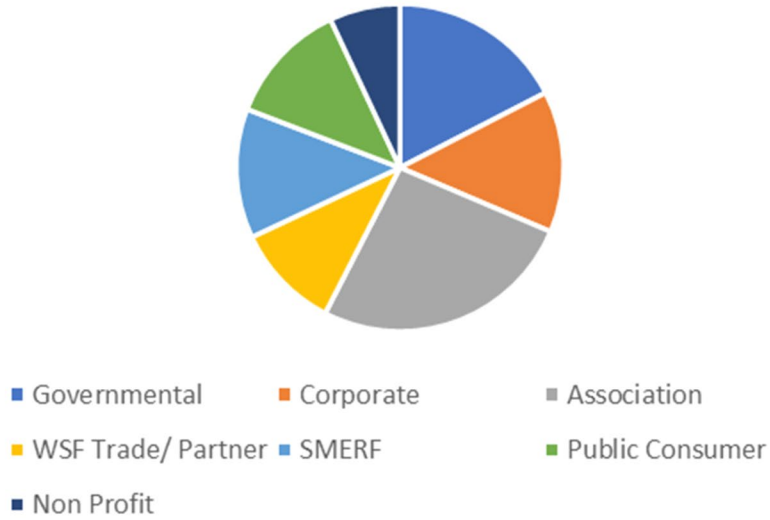
The mission of State Fair Park is to Provide a leading year-round venue for agricultural, exhibition, sports, entertainment, cultural and educational uses to provide positive economic impact to the state of Wisconsin and social benefits to its residents and visitors, ultimately moving the state FORWARD.



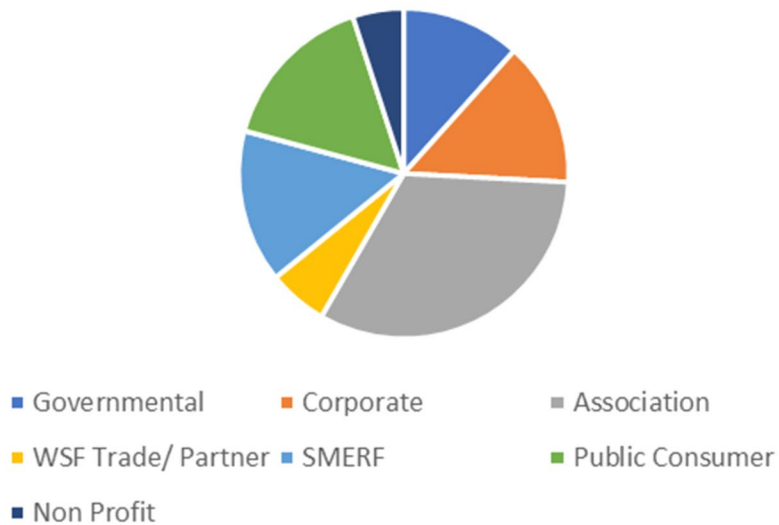
Therefore, we strive to rent out our facilities to various types of events, and offer rentals in all buildings and areas of the Fair Park. As displayed in the charts below, the Exposition Center hosts the most events each year. As mentioned previously, the number of events on the Milwaukee Mile did decrease year-over-year due to the track safety improvement project.



FY22 Events by Class  
(TYPE OF ORGANIZATION PRODUCING EVENT)



FY23 Events by Class  
(TYPE OF ORGANIZATION PRODUCING EVENT)



Heading into the next biennium we will continue to work to grow revenue associated with non-fair event rentals, however, the Milwaukee Mile will continue to be unavailable for many events that were traditionally held on the track in the past due to the track improvement project. While this project will affect the number of events, it is making it possible for us to welcome both NASCAR and INDYCAR back to the historic Milwaukee Mile after many years of neither racing entity hosting events on the track. Once the track project is complete, we will work to secure additional events on the Milwaukee Mile.

## **FY21-23 FINANCIAL SUMMARY AND FY23-24 PROJECTIONS**

Strong leadership and cost control management by all Divisions and Departments saw revenue grow by 17% from FY21-22 to FY22-23 as well as expenditure growth of the same 17% over the same period, producing strong bottom-line results.

### **REVENUES**

- Overall revenue of the agency grew to \$26.0M in FY20-21 and by 17% to \$33.7M in FY22-23.
- All aspects of the revenue generated from the annual Wisconsin State Fair as well as fair-related sales has continued to rebound and grow. FY21-22 included the first State Fair in the post-pandemic era after being canceled in FY20-21. Revenue of \$22.8M in FY21-22 exceeded projections by 15%. FY22-23 revenue continued this pattern with strong growth of 19% to \$27.2M.
- Promotor Events/Expo/Racetrack rebounded a little slower in FY21-22 due to the new model for Promotor Events post-pandemic with slightly smaller events, in part due to product inventory challenges and selling tactics that included less reliance on in-person trade events. FY22-23 growth rebounded with growth of 8% to \$4.7M.
- Harvest Fair/Special Events revenue for FY21-22 significantly outpaced projected revenue primarily due to very successful events compared to conservative projections post-pandemic. FY22-23 again grew significantly (38%) that was in part attributed to a great format for the event as well as great weather for the run of the weekend.
- RV Park has remained strong through the pandemic and into FY21-22 and FY22-23 with growth as projected due to the fixed size and fixed inventory of available sites.

### **EXPENDITURES**

- FY21-22 saw expenses managed -4% under budget in part because of staffing challenges due to the labor shortage. FY22-23 expenses were right on track with projections that were 17% higher than the year before but were right in line with the corresponding 17% increase in revenue, resulting in a strong Operating Surplus.

### **OPERATING SURPLUS**

- Operating Surplus of \$3.8M was achieved for FY21-22. This grew by 15% to \$4.4M for FY22-23. These two highly successful years created an FY22-23 ending Capital Reserve balance of \$7.3M after the payment of debt service payments.

### **PROJECTIONS**

FY23-24 is again off to a strong start with both a successful State Fair in August 2023 as well as successful Harvest Fair in September 2023. Both beat the previous year's actuals as well as the current year projections and set the balance of the year up for continued success.