



**Wisconsin State Fair Park
2009 Activity Report**

WISCONSIN STATE FAIR PARK

Wisconsin State Fair Park is comprised of 190 acres that are bordered by Interstate 94 and Greenfield Avenue, with 76th Street as its eastern perimeter and 84th Street as its western edge. The Fair Park is situated in both the City of West Allis and the City of Milwaukee, and is home to multiple facilities including the Wisconsin Exposition Center, The Milwaukee Mile, Tommy G. Thompson Youth Center and a large collection of buildings and facilities within the Park itself.

Throughout the year the Fair Park is filled with activity as each facility hosts a variety of events and activities. (Please see attachment A for a map of the Park)

WISCONSIN STATE FAIR

The Wisconsin State Fair, presented by U.S. Cellular, celebrated its 158th year in 2009. The annual tradition is one of the state's top summer attractions and destinations for residents and visitors. More than 833,000 guests enjoyed the family-friendly atmosphere and affordability offered at the 11-day annual event.

There is no shortage of options for entertainment and dining at the Fair. There are 30 stages of free entertainment offering everything from music to interactive and educational programming. Mobile tours such as Got Milk?, the L'Oreal Paris Color Space, and the Coca-Cola Recycling Education Vehicle all enhanced the Fair's staged programming adding fresh, new entertainment options. In addition, Fair attendees enjoyed free activities in Central Mall compliments of Fair Day Sponsors. Among the numerous contests were Hoola Hoop, ice cream licking, freckles and cream puff eating and activities including the chance to participate in the bunny hop, learn about new recipes, and much more.

Food is a top priority for Fairgoers and more than 200 food vendors are on site to satisfy any craving. The Wisconsin Products Pavilion is a showcase for the state's growers and producers and a very popular destination. Each year the Fair's vendors introduce a variety of new menu items and this year's hands-down hit was chocolate covered bacon-on-a-stick.

Agriculture is at the heart of the Wisconsin State Fair, and the event is the state's largest agriculture showcase. Approximately 10,000 animals of all different types and breeds are shown in Junior and open class shows competing for the purple ribbon, the Fair's top honor. The Champions Challenge, a new speed event for 4-H youth horsemen and women, filled the more than 3,100 seats in the Coliseum during the 2009 Fair, and thousands visited the special four-day Tractor Extravaganza held in one of the livestock barns during a changeover.

Endless marketplace vendors, the Giant Slide, Sky Glider, the Main Stage and colorful Midway and Kiddie Kingdom help to round out the Fair Experience for all who attend.

TOMMY G. THOMPSON YOUTH CENTER

The Tommy G. Thompson Youth Center is capable of hosting a multitude of events including banquets, meetings and youth athletics, while also providing dormitory housing. Three classrooms, two banquet rooms that can be combined into one large room, a multi-purpose space and an expansive lobby are all located on the first floor of the facility. Catering services are available with a full commercial kitchen on site. Blood drives, public hearings, clothing sales, farmers markets, dances, luncheons, health clinics, training sessions, and State Fair Park board meetings are a sampling of events hosted in the Youth Center. The Youth Center welcomed 32,200 guests to the various events that it hosted in '09.

In addition, the building's four upper floors hold 108 dormitory rooms each with an average of six bunk beds, providing room for twelve youth or six adults per room. The Fair Park's business offices are located on the lower level of the facility. Among those using the dormitory in 2009 were 1,100 youth exhibitors and chaperones during the Wisconsin State Fair, speed skaters training at the Pettit National Ice Center, and semi-professional football players attending training camp. There were a total of 8,750 guests that stayed in the dorm rooms in 2009.

THE MILWAUKEE MILE

The Milwaukee Mile hosted everything from NASCAR and IRL races to multiple driving schools, car clubs, trainings and community events on 62 days in 2009. It was a year of transition with the Fair Park taking over operations of the Mile. In conjunction with major races much of the Central Mall and adjacent facilities were utilized providing an improved atmosphere for race attendees. In addition to major races, the track welcomed a Midwest Enduro, the Miller Historic, three different walks, Sports Car Club of America events, the City of West Allis July 4 Fireworks Celebration, a Vintage Indy Car race, Police Fleet Expo, trainings for both the Milwaukee County Sheriff and Milwaukee Police Departments, and, of course, the track was the site of the Main Stage and event parking during the Wisconsin State Fair. There were approximately 102,350 people that attended events at the Mile.

WISCONSIN EXPOSITION CENTER

The Wisconsin Exposition Center has nearly 200,000 gross square feet of exhibition space which makes it one of Wisconsin's largest exhibit facilities. With adaptable exhibit and meeting room space, pre-function areas, catering services and ample parking, the Wisconsin Exposition Center is one of the most desirable locations for consumer and trade shows. A wide assortment of shows filled the event calendar in 2009, with 44 days of events welcoming 280,000 people. Some of the events included the Milwaukee Boat Show, TrainFest, Realtors Home and Garden Show, NARI Spring Home Improvement Show, Great Lakes Pet Expo, Wisconsin Right to Life presents Sarah Palin, BizTech Conference-Expo, The Milwaukee Journal Sentinel Sports Show, Holiday Folk Fair and others.

In December of 2009, the State of Wisconsin purchased the Wisconsin Exposition Center and the Fair Park became responsible for business operations.

NON-FAIR EVENTS

The facilities at State Fair Park are rented for events throughout the year. Indoor and outdoor facilities host a multitude of diverse activities including meetings and events such as Mexican Rodeos, Rummage-A-Rama, Greek Fest, Motorcycle Rallies and Wednesday Night Live. Facilities are also rented for storage. The number of available facilities at the 190-acre Fair Park allows for multiple events to take place simultaneously. In 2009, more than 220,000 people attended the non-Fair events that occurred at the Fair Park.

NORTH PARKING LOT

Located along I-94, the North Lot is 301,000 square feet. In 2009, multiple events were held in the flexible, multipurpose area of the Fair Park. Greek Fest, Halloween Express, Driving Dynamics, Behind the Wheel Training, motorcycle training, hot tub and spa sales, boat sales and drive-in movies are just some of the events that occurred in 2009. In total, the North Lot hosted events on 158 days and there were approximately 42,000 people who attended those events.

COUSINS SUBS® AMPHITHEATER

The amphitheater provides the opportunity for smaller music and staged events, speeches or rallies. This venue includes a covered stage and open-air bleacher seating. Small garage bays surround the area allowing for a bazaar or marketplace atmosphere or may be used for information distribution. In 2009, the area was utilized for an Abstinence Rally and the Spirit Moon Festival in addition to being programmed for the Wisconsin State Fair and Harvest Fair. The amphitheater was utilized for ten days outside of the Fair.

BUDWEISER PAVILION

Operated by Beechwood Distributing with ancillary services providing via State Fair Park, the Budweiser Pavilion hosts Wednesday Night Live each Wednesday in June and July. The event is free to the public and features live entertainment. A small fee is charged for parking. Cleaning and security services are contracted through the Fair Park. In 2009, there were nine nights of Wednesday Night Live, which had an approximate attendance of 19,000 people. There were 20 events that occurred in the Budweiser Pavilion.

AG VILLAGE

The Fair Park's extensive Ag Village is programmed with more than agriculture activities outside of the Fair. A bi-level Livestock Barn, three single-level Livestock Barns, the Rabbit and Poultry Palace, Swine Barn and Sheep & Goat Barn, Discovery Barnyard, Animal Care Building and a Lower Livestock Barn are all located within Ag Village.

AG VILLAGE (continued)

A sampling of activities that occurred in Ag Village in 2009 are World Beef Expo, flea markets, rummage sales, rodeos, Mexican dances and several horse and livestock shows. In the winter, the facilities are primarily used for rental storage by outside organizations such as automobile dealers, golf cart companies, and a wreath production company. In total, the Ag Village hosted events on 34 days with approximately 12,000 people and was rented for 150 days over the winter months

WISCONSIN PRODUCTS PAVILION

As a clear span building with no columns or obstructions, the Wisconsin Products Pavilion is a large, versatile rental facility offering more than 31,500 square feet. Pin Ball Auctions, Gladiators Fighting, a Winter Pow Wow, Rummage-A-Rama and a Muskie Expo are among the diverse activities held in the building during the year. This facility was rented for 47 days in 2009, with approximately 37,000 people attending events in the Wisconsin Products Pavilion.

OTHER FACILITIES

Additional facilities include the Natural Resources Park, Horticulture Building, the Original Cream Puff Pavilion, Central Mall and the Mall Area.

In the weeks leading up to and during the Wisconsin State Fair all of these facilities are bustling with activity in preparation for the annual Fair and, of course, the Original Cream Puff Pavilion houses the extensive bakery operation that produces Cream Puffs for the Fair.

Outside of the Fair, weddings are the primary use of the Natural Resources Park. The Horticulture Building is utilized for staging and storage for events. Central Mall and the Mall Area are in full use during Harvest Fair, as parking and seating space for events such as Wednesday Night Live, and on occasion events such as this year's Snowmobile Swap and the Spirit Mission Festival. The Original Cream Puff Pavilion was utilized for Haunt Fest, utilized as a staging area for Harvest Fair, Autism Speaks Walk/Run, and a Golf Show. These facilities were rented for approximately 100 event days in 2009, with approximately 60,000 people attending those events.

RV PARK

Wisconsin's only year-round RV Park is located on the northeast corner of the Fair Park near 76th Street. With reservations each of the 365-days of the year, the RV Park has a capacity of 120 sites. There are two types of sites available – full-service and electric only. There are 70 full-service hook-ups (electrical, sewer, and water) and 50 electric only. There is a propane filling station as well as shower facilities, indoor restrooms, a sanitary station, coin laundry and a common potable water station. The RV Park offers winter storage rental from September through April for a nominal monthly fee. In 2009, there were rentals each of the 365 days of the year with 2,254 reservations and over 6,500 people staying at the RV Park

Wisconsin State Fair Park 2009 Activity Summary

Facility/Structure	Usage	Participants/Visitors
Wisconsin State Fair (All facilities)	11 days	833,000
Tommy G Thompson Youth Center Lobby, Meeting, Classroom, Banquet	212 days 152 multiple event days	32,200
Tommy G Thompson Youth Center Dorm Rooms	3,689 room nights	8,766
Milwaukee Mile	62 days	102,350
Wisconsin Expo Center	44 days	280,000
North Parking Lot	158 days	42,000
Cousins Subs Amphitheatre	10 days	30,000
Budweiser Pavilion	20 days	19,000
Ag Village	34 days of events 150 days of storage	12,000
Wisconsin Products Pavilion	47 days	37,000
Other Facilities (as noted above)	100 days	60,000
RV Park	365 days 2,254 reservation days	6,750



2010 Activity Report

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The Fair Park is filled with activity throughout the year as each facility hosts a variety of events and activities. (Please see attachment A for a map of the Park)

WISCONSIN STATE FAIR

The Wisconsin State Fair, presented by U.S. Cellular, celebrated its 159th year in 2010. The annual tradition is one of the state's top summer attractions and destinations for residents and visitors. More than 876,000 guests enjoyed the family-friendly atmosphere and affordability offered at the 11-day annual event.

There is no shortage of options for entertainment and dining at the Fair. There are 30 stages of free entertainment offering everything from music to interactive and educational programming. Mobile tours such as Ocean Spray, the Mellow Yellow Retro Experience, and the Kraft Macaroni & Cheese Tour all complimented the Fair's staged programming adding fresh, new entertainment options. In addition, Fair attendees enjoyed free activities in Central Mall compliments of Fair Day sponsors. Among the numerous contests were Hoola Hoop, ice cream licking, freckles and Cream Puff eating and activities including the chance to participate in the bunny hop, learn about new recipes, and much more.

Food is a top priority for Fairgoers and more than 200 food vendors are on site to satisfy any craving. The Wisconsin Products Pavilion is a showcase for the state's growers and associations and a very popular destination. Each year the Fair's vendors introduce a variety of new menu items and this year's popular items were spaghetti and meatballs, deep fried cream cheese, and Irish Stew – all served on-a-stick, along with the Krispy Kreme Cheeseburger.

Agriculture is at the heart of the Wisconsin State Fair, and the event is the state's largest agriculture showcase. Approximately 8,000 animals of all different types and breeds are shown in Junior and open class shows competing for the purple ribbon, the Fair's top honor. The three Champions Challenge events for 4-H youth horsemen and women filled the more than 3,100 seats in the Coliseum during the 2010 Fair, and thousands visited the special three-day Dog Diving Competition held in the Poultry and Rabbit Palace during a changeover.

Endless marketplace vendors, the Giant Slide, Sky Glider, the Main Stage and colorful Midway and Kiddie Kingdom help to round out the Fair Experience for all who attend.

ACTIVITY OTHER THAN THE WISCONSIN STATE FAIR

The facilities at State Fair Park are rented for events throughout the year. Indoor and outdoor facilities host a multitude of diverse activities including meetings and events such as 1st International Urban Farmers Conference, Milwaukee Boat Show, Holiday Folk Fair, state-wide 4-H Horse Show, ASA Races and an AIDS Rally as well as storage. The number of available facilities at the 190-acre Fair Park allows for multiple events to take place simultaneously. In 2010, more than 626,700 people attended non-Fair events that occurred at the Fair Park. An activity summary follows.

EXPOSITION CENTER

The Exposition Center has nearly 200,000 gross square feet of exhibition space which makes it one of Wisconsin's largest exhibit facilities. With adaptable exhibit and meeting room space, pre-function areas, catering services and ample parking, the Exposition Center is one of the most desirable locations for consumer and trade shows. A wide assortment of shows filled the event calendar in 2010, with 123 days of events welcoming 279,000 people. A sampling of events that took place include the Milwaukee Boat Show, TrainFest, Realtors Home and Garden Show, NARI Spring Home Improvement Show, Great Lakes Pet Expo, BizTech Conference-Expo, the Milwaukee Journal Sentinel Sports Show, Holiday Folk Fair and others.

THE MILWAUKEE MILE SPEEDWAY

While the Milwaukee Mile Speedway didn't host either NASCAR or an IRL race it did host multiple driving schools, car clubs, trainings, community events and NASCAR Tire Testing on 90 days in 2010. The track welcomed a Midwest Enduro, the Miller Historic, three different walks, Sports Car Club of America events, the City of West Allis July 4 Fireworks Celebration, a Vintage Indy Car race, Police Fleet Expo, trainings for both the Milwaukee County Sheriff and Milwaukee Police Departments, and, of course, the track was the site of the Main Stage and event parking during the Wisconsin State Fair. There were approximately 75,000 people that attended events at the Mile.

NORTH PARKING LOT

Located along I-94, the North Lot is 301,000 square feet. In 2010, multiple events were held in the flexible, multi-purpose area of the Fair Park. Greek Fest, Halloween Express, Calisters Christmas Tent, MMSD Waste recycling, Behind the Wheel Training, motorcycle training and boat sales are just some of the events that occurred in 2010. In total, the North Lot hosted events on 211 days and there were approximately 52,174 people who attended those events.

PRODUCTS PAVILION

As a clear span building with no columns or obstructions, the Products Pavilion is a large, versatile rental facility offering more than 31,500 square feet. Computer Liquidations, Golf Sales, New Years Eve Pow Wow and a Muskie Expo are among the diverse activities held in the building during the year. This facility was rented for 84 days in 2010, with approximately 48,000 people attending events in the Products Pavilion.

TOMMY G. THOMPSON YOUTH CENTER

The Tommy G. Thompson Youth Center is capable of hosting a multitude of events including banquets, meetings and youth athletics, while also providing dormitory housing. Three classrooms, two banquet rooms that can be combined into one large room, a multi-purpose space and an expansive lobby are all located on the first floor of the facility. Catering services are available with a full commercial kitchen on site. Blood drives, public hearings, clothing sales, farmers markets, dances, luncheons, health clinics, training sessions, and State Fair Park board meetings are a sampling of events hosted in the Youth Center. The Youth Center welcomed 38,920 guests to the various events that it hosted in `10.

In addition, the building's four upper floors hold 108 dormitory rooms each with an average of six bunk beds, providing room for twelve youth or six adults per room. The Fair Park's business offices are located on the lower level of the facility. Among those using the dormitory in 2010 were 1,100 youth exhibitors and chaperones during the Wisconsin State Fair, teams from the U.S. Youth Games, attendees at the 1st International Urban Farmers Conference and youth participating in various Ag events. There were a total of 9,700 guests that stayed in the dorm rooms in 2010.

COUSINS SUBS® AMPHITHEATER & BAZAAR

The amphitheater provides the opportunity for smaller music and staged events, speeches or rallies. This venue includes a covered stage and open-air bleacher seating. Small garage bays surround the area allowing for a bazaar or marketplace atmosphere or for information distribution. In 2010, the area was utilized for Wisconsin's Largest Fish Fry, City of West Allis 4th of July Event and the Spirit Mission Festival in addition to being programmed for the Wisconsin State Fair and Harvest Fair. The amphitheater was utilized for ten days.

RV PARK

Wisconsin's only year-round RV Park is located on the northeast corner of the Fair Park near 76th Street. With reservations each of the 365-days of the year, the RV Park has a capacity of 120 sites. There are two types of sites available – full-service and electric only. There are 70 full-service hook-ups (electrical, sewer, and water) and 50 electric only. There is a propane filling station as well as shower facilities, indoor restrooms, a sanitary station, coin laundry and a common potable water station. The RV Park offers winter storage rental from September through April for a nominal monthly fee. In 2010, there were rentals each of the 365 days of the year with 11,093 reservation days and over 22,000 people staying at the RV Park

BUDWEISER PAVILION

Operated by Beechwood Distributing with ancillary services provided via State Fair Park, the Budweiser Pavilion hosts Wednesday Night Live each Wednesday in June and July. The event is free to the public and features live entertainment. A small fee is charged for parking. Cleaning and security services are contracted through the Fair Park. In 2010, there were nine nights of Wednesday Night Live, which had an approximate attendance of 20,000 people. There were 20 events that occurred in the Budweiser Pavilion.

AG VILLAGE

The Fair Park's extensive Ag Village is programmed with more than agriculture activities outside of the Fair. A bi-level Livestock Barn, three single-level Livestock Barns, the Poultry and Rabbit Palace, Swine Barn and Sheep & Goat Barn, Warm-up Ring/Dressage Area, Animal Care Building and a Lower Livestock Barn are all located within Ag Village. A sampling of activities that occurred in Ag Village in 2010 include World Beef Expo, U.S. Youth Games Opening ceremonies, rodeos, cultural dances and several horse and livestock shows. In the winter, the facilities are primarily used for rental storage by outside organizations such as automobile dealers, golf cart companies, and a wreath production company. In total, the Ag Village hosted events on 32 days with approximately 15,000 people and was rented for 150 days over the winter months.

UNIQUE VENUES

Additional venues include the Natural Resources Park, Horticulture Building, the Original Cream Puff Pavilion, Central Park and the Mall Area.

In the weeks leading up to and during the Wisconsin State Fair all of these facilities are bustling with activity in preparation for the annual Fair and, of course, the Original Cream Puff Pavilion houses the extensive bakery operation that produces Cream Puffs during the Fair.

Outside of the Fair, weddings are the primary use of the Natural Resources Park. The Horticulture Building is utilized for staging and storage for events as well as the Milwaukee County 4-H Fair. Central Park and the Central Mall Area are in full use during Harvest Fair, and are utilized for parking and seating space for events such as Wednesday Night Live, and on occasion events such as this year's Snowmobile Swap and the La Grande Anniversary Celebration. The Original Cream Puff Pavilion was utilized for Haunt Fest, the Autism Speaks Walk/Run, as a staging area for Harvest Fair and for cultural dances. These facilities were rented for approximately 100 event days in 2010, with approximately 60,000 people attending those events.



Summary of 2010 Activities and Visitor Attendance		
Facility	Days of Use	Attendance
Wisconsin State Fair (All facilities)	11 days	876,000
Exposition Center	123 days	279,000
Milwaukee Mile Speedway	90 days	52,000
North Parking Lot	211 days	52,000
Products Pavilion	84 days	48,000
Youth Center Lobby & Meeting/Class Rooms	228 days 163 different events	39,000
Cousins Subs® Amphitheater & Bazaar	10 days	30,000
RV Park	365 days 11,093 site days	22,000
Budweiser Pavilion	20 days	20,000
Ag Village	32 days 150 days storage	15,000
Youth Center Dorm Rooms	4,489 Room Nights	9,700
Other Venues	100 days	60,000
TOTAL VISITORS TO STATE FAIR PARK		1,502,700

STATE FAIR PARK BOARD

AGENCY DESCRIPTION

The park organization is headed by a 13-member board composed of seven members appointed by the Governor with the advice and consent of the Senate, 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 park, set park policy and appoint a chief executive officer to manage and supervise its use for fairs, exhibits or promotional events for agriculture, commercial, educational and recreational purposes.

MISSION

The mission of the board is to provide a year-round leading entertainment destination for agricultural, exhibition, entertainment, cultural and educational uses for purposes of enhancing economic and social benefits to the State of Wisconsin, its residents and visitors. This venue will be supported by the highest quality event and facility management professionals who seek to deliver value-added services to the park's visitors and customers and who are dedicated to continuous improvement in operating performance.

PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Note: Goals, objectives and activities have been modified to better reflect the agency's mission.

Program 1: State Fair Park

Goal: Addressing Wisconsin State Fair Park's financial condition is paramount. The board's priorities are to reduce the financial exposure associated with operating the Milwaukee Mile; increase the profitability of the State Fair while continuing to offer a low-cost, high-quality State Fair event; and reduce the financial exposure associated with the non-fair operations, including operations of the Youth Dormitory, RV Park, Exposition Center, Harvest Fair, and events of other promoters held on the fairgrounds.

Objective/Activity: Implement strategies to increase revenues. Program managers will detail specific strategies to the board.

Objective/Activity: Implement strategies to decrease expenditures. Program managers will detail specific strategies to the board.

Objective/Activity: Because unanticipated factors may lower or increase revenues and costs to a greater extent than could be anticipated, focus on managing operations to ensure bottom-line results.

Performance Measures

FY2008-09 and FY2009-10 Goals and Actuals

Program No.	Performance Measure	Goal FY2008-09	Actual FY2008-09	Goal FY2009-10	Actual FY2009-10
1	Revenues	\$ 16,300,000	\$ 16,051,000	\$ 16,500,000	\$ 20,269,000
1	Expendures	15,800,000	15,211,000	15,975,000	17,074,000
1	Surplus/(Deficit)	500,000	840,000	525,000	3,195,000

FY2010-11 Goals and Actuals and FY2011-12 and FY2012-13 Goals

Program No.	Performance Measure	Goal FY2010-11	Actual FY2010-11	Goal FY2011-12	Goal FY2012-13
1	Revenues	\$ 19,692,880	\$ 21,941,000	\$ 18,853,000	\$ 18,892,200
1	Expendures	18,692,880	17,837,000	18,592,200	18,592,200
1	Surplus/(Deficit)	1,000,000	4,104,000	260,800	300,000

Notes

Fiscal years 2009-10 and 2010-11 actuals each contain significant non-recurring revenues contributing to the large surpluses. FY2010-11 expenditures includes the reversal of the prior year lapse and a partial year of Exposition Center debt service.

Expenditure Goals for fiscal years 2011-12 and 2012-13 reflect approved spending authority (including Capital Reserve).