



Date: October 15, 2015

To: Jeffrey Renk, Chief Clerk of the Senate
Patrick Fuller, Chief Clerk of the Assembly
Tracy Williamson

From: Debbie Petrasek, CFO
Wisconsin State Fair Park

Subject: Biennial Budget Report 2013 - 2015

Please find attached State Fair Park's 2013 and 2014 Annual reports in satisfaction of the 2013 – 15 Biennial Budget report submittal requirement. This report is required under s. 15.04(1)(d), Wisconsin Statutes and is in response to the request of Secretary Scott A. Neitzel dated September 14, 2015.

Our annual reports detail events outside of our main fair event. Additional information related to State Fair Park is available on our website.



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: The board's priorities are to generate revenues that are sufficient to fund expenditures that are required to provide support for events and also fund grounds and building improvements and maintenance project costs. State Fair Park will continue to offer low-cost, high-quality facilities and grounds to produce the annual State Fair event and other activities and events including operations of the Youth Dormitory, RV Park, Exposition Center, Harvest Fair, Racing and events of other promoters held on the fairgrounds.

Objective/Activity: Implement strategies to maintain existing revenues and generate new revenues.

Objective/Activity: Implement strategies to manage expenditures.

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 expenditures do not exceed revenues.



PERFORMANCE MEASURES

FY12-13 AND FY13-14 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal FY12-13	Actual FY12-13	Goal FY13-14	Actual FY13-14
1.	Generate revenues	\$ 19,200,000	\$ 19,656,501	\$ 19,300,000	\$ 22,808,544
1.	Manage expenditures.	\$ 19,000,000	\$ 19,013,306	\$ 19,100,000	\$ 20,684,794
1.	Surplus/(Deficit)	\$ 200,000	\$ 643,195	\$ 200,000	\$ 2,123,750

Note: Data is based on fiscal year and includes Appropriation [1h/132] only. Goals reflect State Fair Park internal budgets. Actual results for FY13-14 include a special non-recurring event.

FY14-15, FY15-16 AND FY16-17 GOALS

Prog. No.	Performance Measure	Goal FY14-15	GOAL FY15-16	Goal FY16-17
1.	Generate revenues.	\$ 19,400,000	\$ 21,100,000	\$ 21,300,000
1.	Manage expenditures.	\$ 19,200,000	\$ 20,700,000	\$ 20,900,000
1.	Surplus/(Deficit)	\$ 200,000	\$ 400,000	\$ 400,000

Note: Data is based on fiscal year and includes appropriation [1h/132] only.



Flexible-Time Work Schedules

State Fair Park has had success working with staff and management when creating flexible-time and other alternative work patterns. SFP has recognized that a traditional full-time work schedule may not meet the needs of individuals whom, due to age, health or family circumstances, find such a schedule in conflict with responsibilities outside of work. While the flexible schedules are a benefit for those approved employees, the agency also benefits by increased productivity, extended service tenure, reduced absenteeism and improved employee morale.



2013

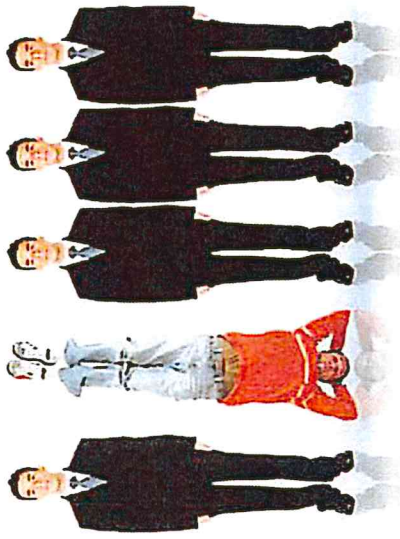
Year in Review

Event Services:
the year's facts & figures

Jocce Weaver
Events Specialist



Event Services Department



OUR BUSINESS

Wisconsin State Fair Park is a place where visitors create memories that transcend generations. The nearly 200-acre Fair Park is a year-round entertainment venue hosting activities, events, meetings and more throughout the four seasons. Home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Agriculture Complex and many other facilities, hundreds of events are held at the Fair Park each year.

OUR VISION

Our vision is to provide a leading regional event venue for year-round agricultural, exhibition, entertainment, cultural, and educational uses. We strive to enhance economic and social benefits to the state of Wisconsin, its residents, and visitors.

OUR 2013 Review

We will start by reviewing our event **classification data**, including events per month, per category and per type. In addition, we will share our **sales figures**. Next, we will spotlight the **RV Park**. For our owned & operated events we will highlight our successes with **Harvest Fair**. Finally, we will conclude with **survey results** and a look towards 2014.

2013 Event Data Highlights

Numbers At A Glance

- Most Frequently Booked Type of Organization Producing the Event:
 - ❖ Governmental (195 events)
 - ❖ Corporate (101 events)
- Most Frequently Booked Area Where Attendees Come From:
 - ❖ Local (216 events)
- Most Frequently Booked Type of Event:
 - ❖ Internal (114 events)
 - ❖ Meeting (88 events)
 - ❖ Consumer Show (52 events)

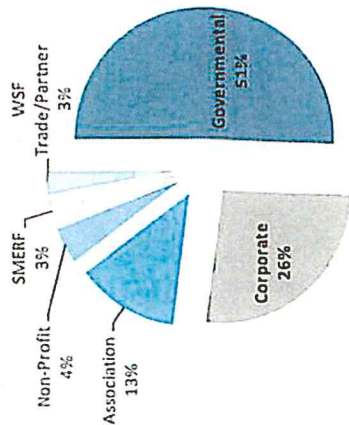


2013 Event Data

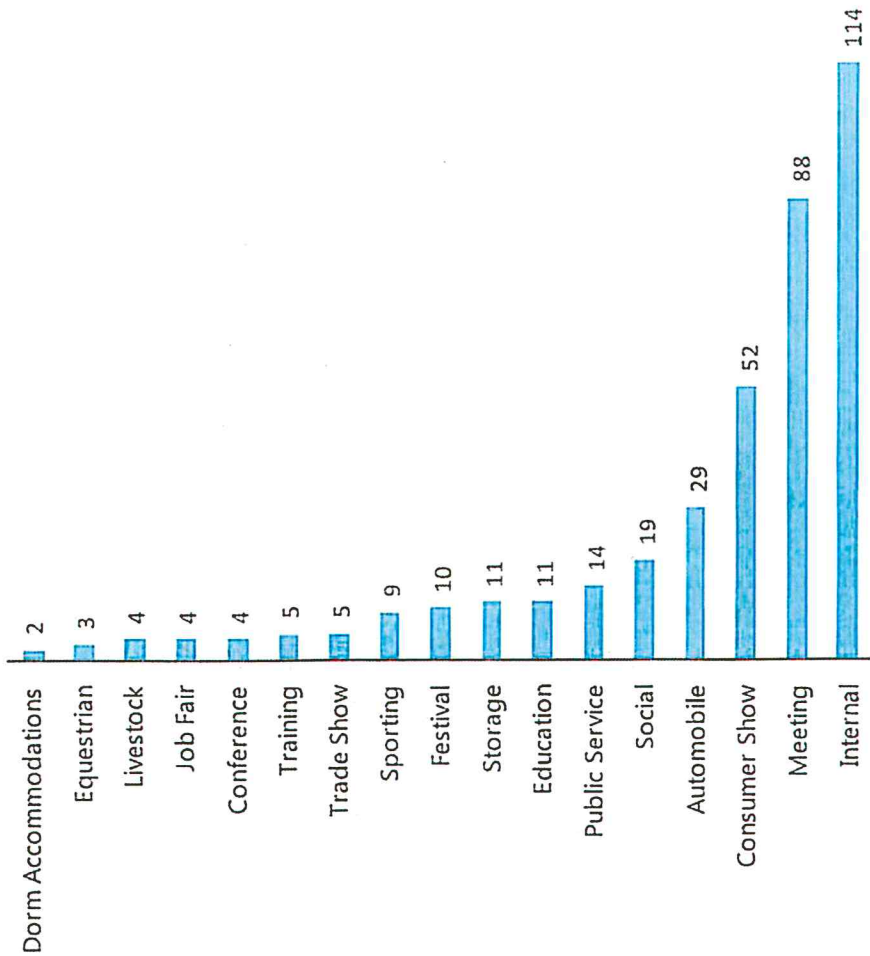
of Events per CLASS

(Type of Organization Producing the Event)

Governmental.....	195
Corporate.....	101
Association.....	49
Non-Profit.....	17
SMERF*.....	11
WSF Trade/Partner.....	11
TOTAL.....	384



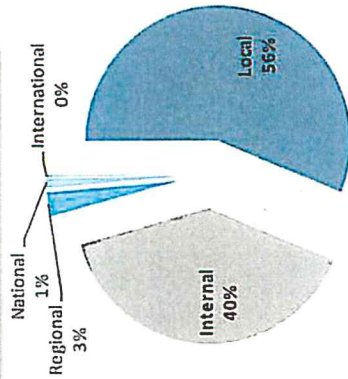
of Events per TYPE



of Events per CATEGORY

(Area Where the Attendees Travel From)

Local.....	216
Internal.....	152
Regional.....	11
National.....	4
International.....	1
TOTAL.....	384



*SMERF = Social, military, educational, religious and fraternal groups

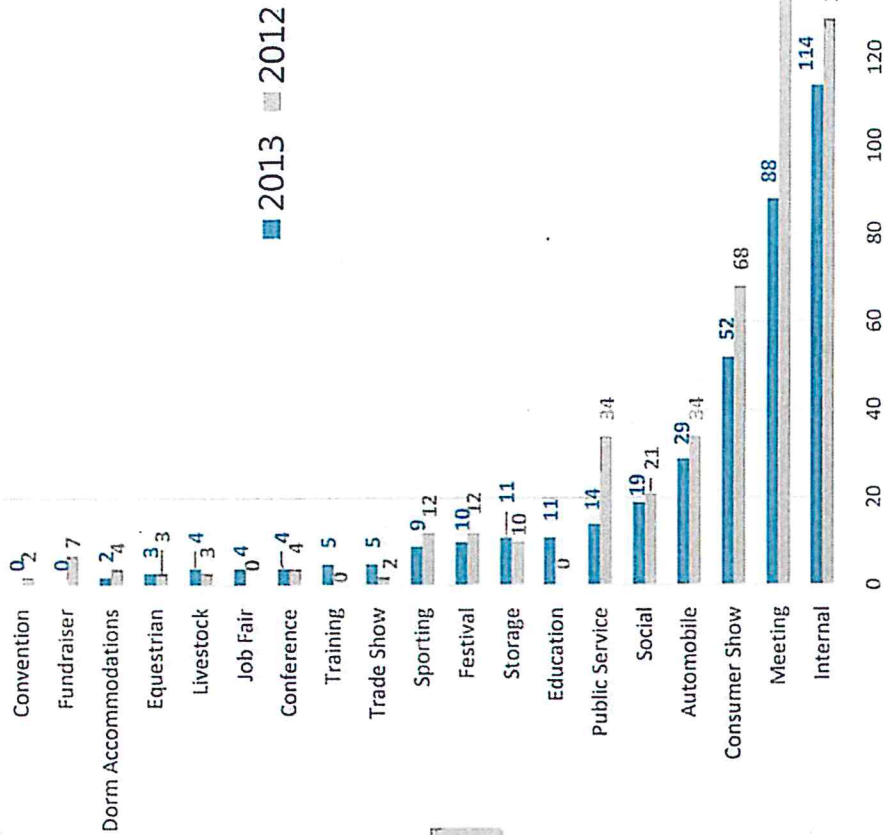


Year Over Year Comparison

Comparison: # of Events per CLASS
(Type of Organization Producing the Event)

	2013	2012
Governmental	195	253
Corporate	101	148
Association	49	49
Non-Profit	17	13
SMERF	11	23
WSF Trade/Partner	11	0
TOTAL	384	486

Comparison: # of Events per TYPE



of Events per CATEGORY
(Area Where the Attendees Travel From)

	2013	2012
Local	216	263
Internal	152	189
Regional	11	18
National	4	12
International	1	4
TOTAL	384	486

34866^W₁₇

667W

8157W¹⁹₁₂

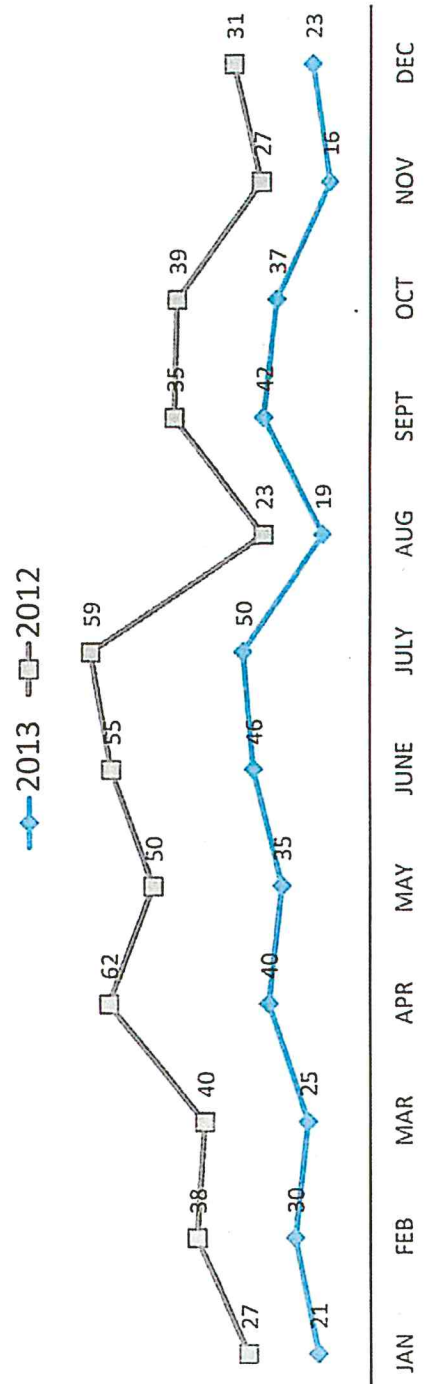
53154¹⁸_W

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2013 Event Data

of Events per MONTH

JANUARY 21 events	FEBRUARY 30 events	MARCH 25 events	APRIL 40 events
MAY 35 events	JUNE 46 events	JULY 50 events	AUGUST 19 events
SEPTEMBER 42 events	OCTOBER 37 events	NOVEMBER 16 events	DECEMBER 23 events



2013 Sales Highlights

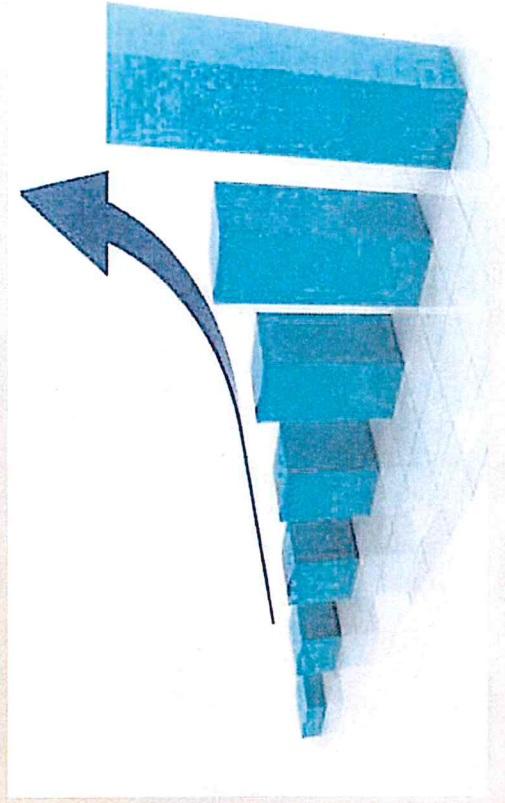
- Highest Grossing Departments:
 - ❖ Booking (50% of sales)
 - ❖ Parking (12% of sales)
 - ❖ Concessions (9% of sales)

- Highest Grossing Sales Months:
 - ❖ March = \$873,314
 - ❖ February = \$754,084

- Parking Revenue = \$495,347

- Total Revenue* = \$4,297,988

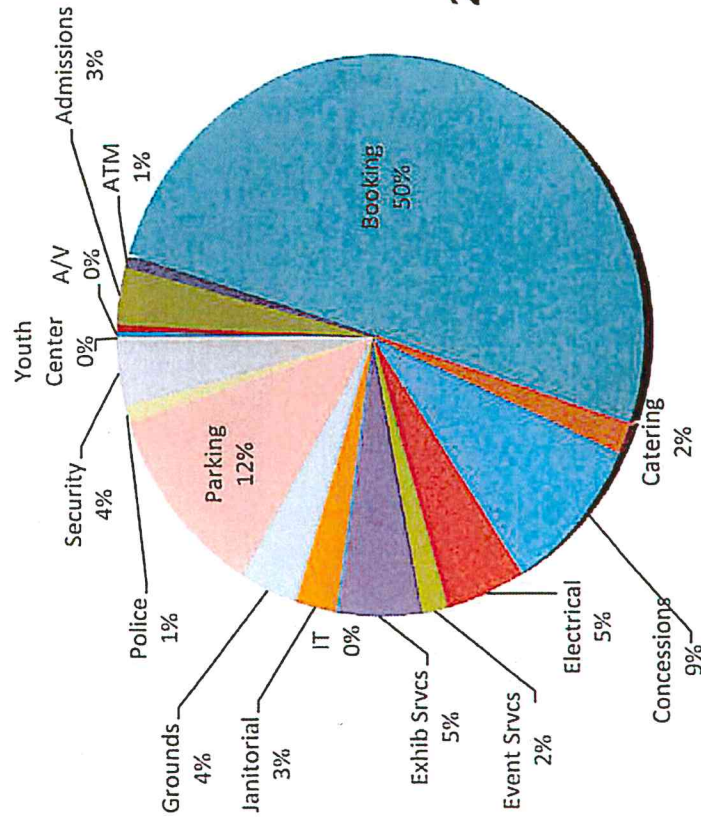
*excludes State Fair, Harvest Fair, & RV Park Revenue



Sales by Department

Department Financial Details**

A/V	\$	15,085
Accounting	\$	19,346
Admissions	\$	145,732
ATM	\$	27,732
Booking	\$	2,155,411
Catering	\$	69,097
Concessions	\$	383,729
Electrical	\$	210,770
Event Svcs	\$	66,146
Exhib Svcs	\$	220,496
IT	\$	4,676
Janitorial	\$	109,482
Grounds	\$	155,509
Parking	\$	495,347
Police	\$	41,866
Security	\$	176,308
Youth Center	\$	1,255
TOTALS	\$	4,297,988



*Accounting is made up of taxes

**Figures exclude State Fair, Harvest Fair & RV Park revenues 8

Year Over Year Comparison

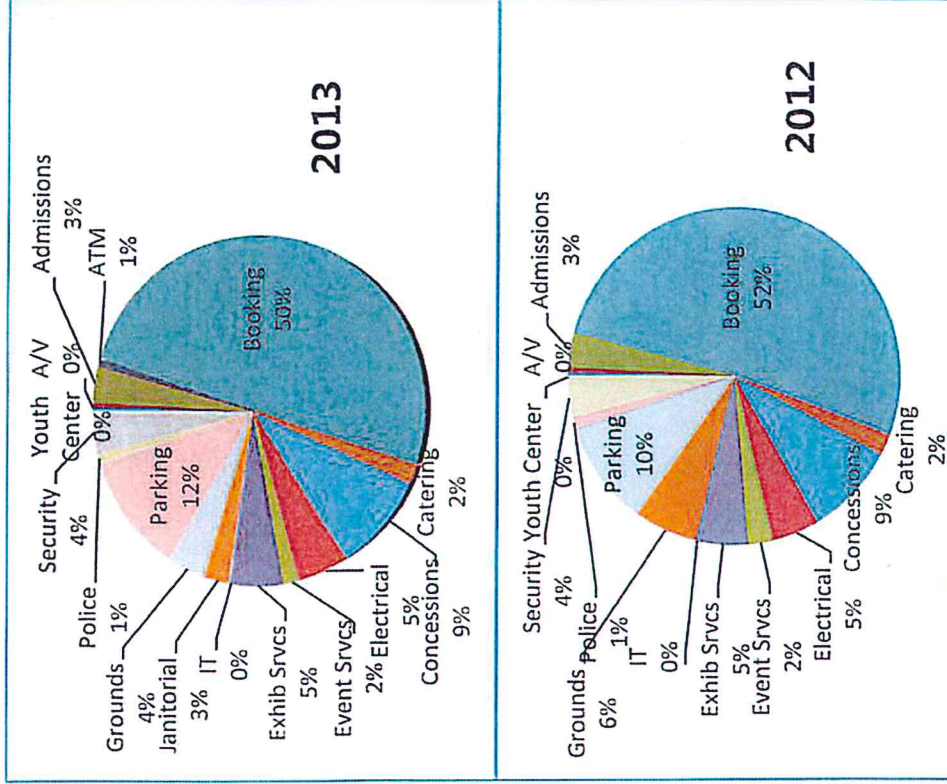
By Department - Year Over Year Comparison*

	2013 \$	2012 \$	difference	2013 %	2012 %
A/V \$	15,085	\$ 13,870	\$ 1,215	0.35%	0.32%
Accounting \$	19,346	\$ 21,464	\$ (2,118)	0.45%	0.50%
Admissions \$	145,732	\$ 141,033	\$ 4,699	3.39%	3.27%
ATM \$	27,732	\$ -	\$ 27,732	0.65%	0.00%
Booking \$	2,155,411	\$ 2,224,681	\$ (69,270)	50.15%	51.61%
Catering \$	69,097	\$ 86,335	\$ (17,238)	1.61%	2.00%
Concessions \$	383,729	\$ 384,171	\$ (443)	8.93%	8.91%
Electrical \$	210,770	\$ 199,544	\$ 11,226	4.90%	4.63%
Event Svcs \$	66,146	\$ 101,535	\$ (35,389)	1.54%	2.36%
Exhib Svcs \$	220,496	\$ 210,008	\$ 10,488	5.13%	4.87%
IT \$	4,676	\$ 6,218	\$ (1,542)	0.11%	0.14%
Janitorial \$	109,482	\$ -	\$ 109,482	2.55%	0.00%
Grounds \$	155,509	\$ 272,600	\$ (117,091)	3.62%	6.32%
Parking \$	495,347	\$ 429,941	\$ 65,406	11.53%	9.97%
Police \$	41,866	\$ 49,023	\$ (7,157)	0.97%	1.14%
Security \$	176,308	\$ 158,264	\$ 18,044	4.10%	3.67%
Youth Center \$	1,255	\$ 11,953	\$ (10,698)	0.03%	0.28%
TOTALS \$	4,297,988	\$ 4,310,641	\$ (12,653)		

*Excludes State Fair, Harvest Fair & RV Park revenues

**We did not put ATM revenue into Ungerboeck in 2012

***Janitorial was a part of Grounds department in 2012, we separated it out into a new department in 2013 for business office purposes



Sales by Month

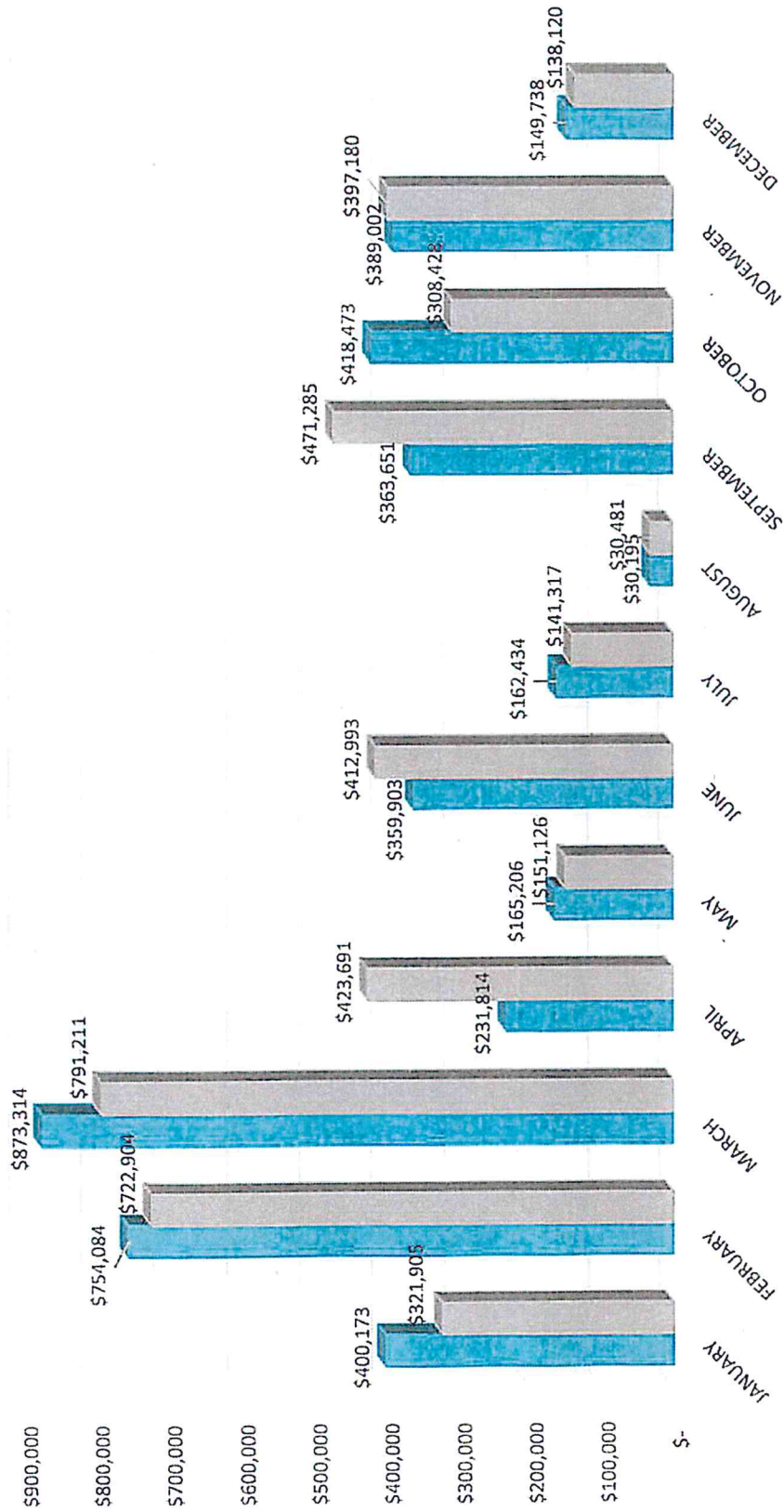
2013	
JANUARY	\$400,173
FEBRUARY	\$754,084
MARCH	\$873,314
APRIL	\$231,814
MAY	\$165,206
JUNE	\$359,903
JULY	\$162,434
AUGUST	\$30,195
SEPTEMBER	\$363,651
OCTOBER	\$418,473
NOVEMBER	\$389,002
DECEMBER	\$149,738
TOTALS	\$4,297,988



*Excludes State Fair, Harvest Fair & RV Park revenues 10

Year Over Year Comparison

By Month



■ 2013 ■ 2012

*Excludes State Fair, Harvest Fair & RV Park revenues

Year over Year Comparison

By Month

	2013	2012	difference
JANUARY	\$400,173	\$321,905	\$78,268
FEBRUARY	\$754,084	\$722,904	\$31,180
MARCH	\$873,314	\$791,211	\$82,103
APRIL	\$231,814	\$423,691	(\$191,878)
MAY	\$165,206	\$151,126	\$14,079
JUNE	\$359,903	\$412,993	(\$53,090)
JULY	\$162,434	\$141,317	\$21,117
AUGUST	\$ 30,195	\$ 30,481	(\$285)
SEPTEMBER	\$363,651	\$471,285	(\$107,633)
OCTOBER	\$418,473	\$308,428	\$110,045
NOVEMBER	\$389,002	\$397,180	(\$8,178)
DECEMBER	\$149,738	\$138,120	\$11,618
TOTALS	\$4,297,988	\$4,310,641	(\$12,653)

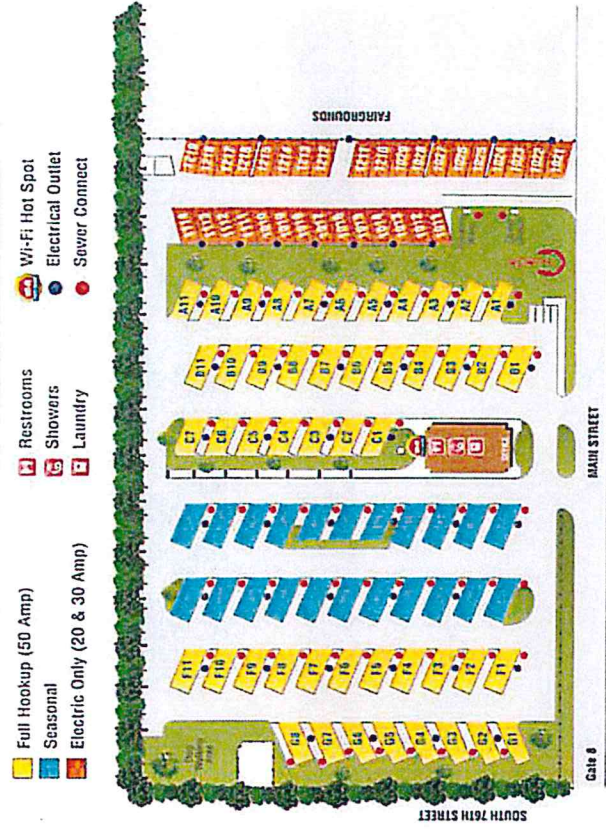
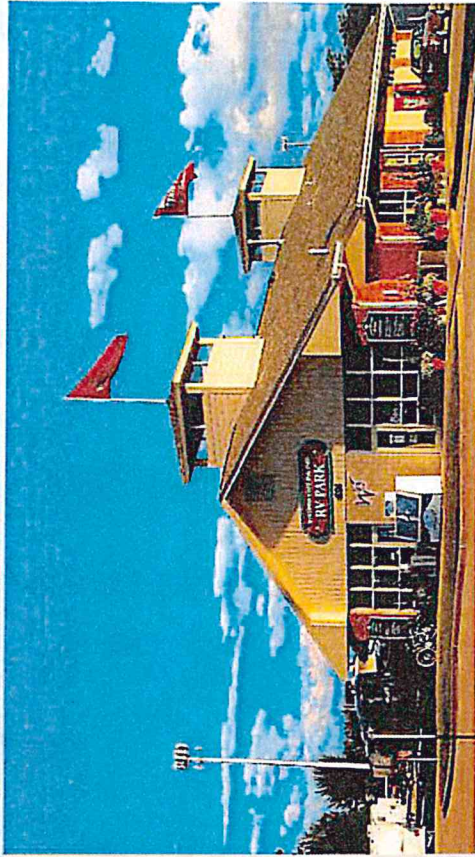
- One significant annual event that did not take place in 2013 was KIDSFest
 - Discontinued by Journal Sentinel
 - Considering bringing it back in the near future
 - Economic impact of \$66,000

- Another event that did not take place in 2013 but was held in September 2012 was Growing Power's National-International Urban & Small Farm Conference
 - Economic impact of \$140,867

2013 RV PARK

RV Park Summary:

- Consistent increase in revenues for over 5 years
- Quarter with highest % of occupancy: Q3
- % of occupancy in 2013: 31.1%
- Largest Occupancy Events in 2013:
 - ❖ Wisconsin State Fair
 - ❖ Harley-Davidson's 110th Anniversary
- Some site titles were reclassified in 2013 to better illustrate their true titles (ex. a site was upgraded with water so now it's listed as electric & water 30 amp, etc.)

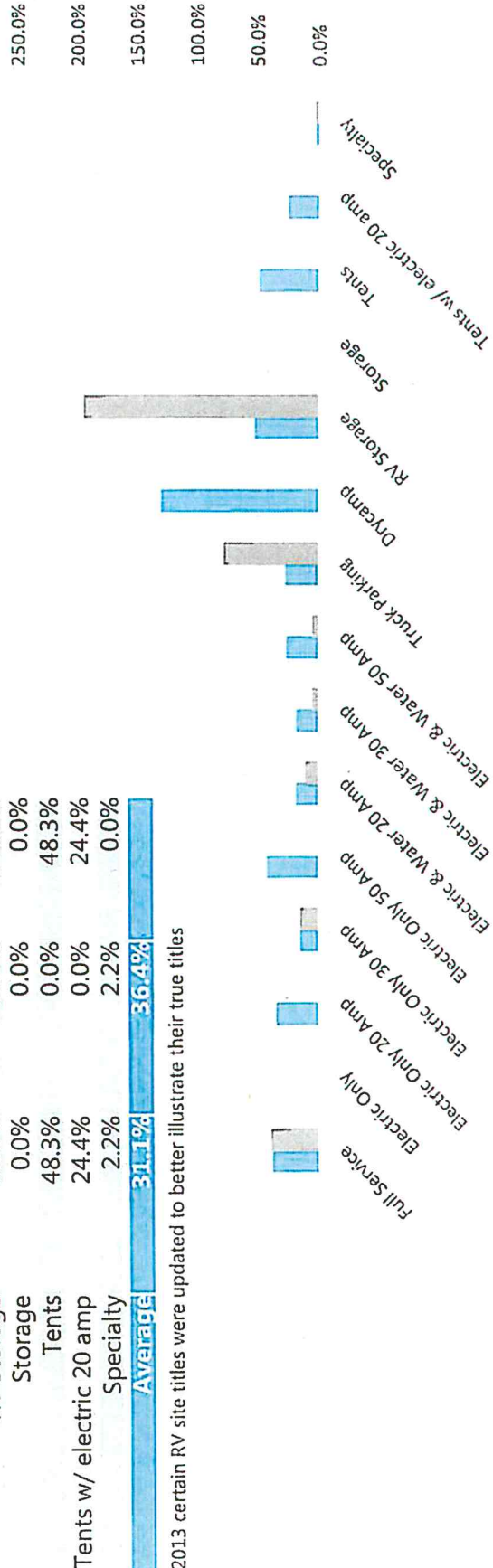


RV Park Occupancy

% of Use – Year Over Year Comparison

Site Titles	2013	2012	Difference
Full Service	38.1%	39.0%	-0.9%
Electric Only	0.0%	0.0%	0.0%
Electric Only 20 Amp	34.8%	0.0%	34.8%
Electric Only 30 Amp	15.1%	14.6%	0.5%
Electric Only 50 Amp	42.3%	0.0%	42.3%
Electric & Water 20 Amp	18.2%	10.3%	7.9%
Electric & Water 30 Amp	17.9%	4.4%	13.5%
Electric & Water 50 Amp	25.8%	4.5%	21.3%
Truck Parking	26.7%	77.5%	-50.8%
Drycamp	129.7%	0.0%	129.7%
RV Storage	51.9%	194.5%	-142.6%
Storage	0.0%	0.0%	0.0%
Tents	48.3%	0.0%	48.3%
Tents w/ electric 20 amp	24.4%	0.0%	24.4%
Specialty	2.2%	2.2%	0.0%
Average	31.1%	36.4%	

Considering that the RV Park is open year round, it has a high percentage of occupancy, clearly showcasing the demand and fulfillment of the RV Park in Milwaukee County.



*In 2013 certain RV site titles were updated to better illustrate their true titles

RV Park Sales

2013 Monthly Sales*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
Camper	\$1,510.00	\$950.00	\$1,100.00	\$500.00	\$150.00	\$70.00	\$50.00	\$0.00	\$250.00	\$900.00	\$1,400.00	\$1,050.00	\$7,930.00
Storage	\$1,300.00	\$400.00	\$550.00	\$50.00	\$0.00	\$400.00	\$50.00	\$0.00	\$300.00	\$100.00	\$50.00	\$0.00	\$3,200.00
Truck	\$32.00	\$8.00	\$16.00	\$96.00	\$288.00	\$288.00	\$440.00	\$432.00	\$360.00	\$432.00	\$160.00	\$32.00	\$2,584.00
Dump	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$279.99	\$0.00	\$0.00	\$0.00	\$0.00	\$279.99
Pump Out	\$0.00	\$6.00	\$7.50	\$3.75	\$68.25	\$150.00	\$130.50	\$0.00	\$85.50	\$0.00	\$34.50	\$0.00	\$486.00
Soap	\$0.00	\$10.00	\$46.00	\$16.00	\$155.00	\$684.00	\$310.00	\$218.00	\$236.00	\$296.00	\$0.00	\$0.00	\$1,971.00
Soda	\$88.38	\$16.38	\$30.37	\$115.63	\$128.63	\$177.25	\$705.00	\$0.00	\$1,260.88	\$592.25	\$238.63	\$194.38	\$3,547.78
Laundry	\$144.14	\$76.08	\$177.13	\$419.47	\$558.57	\$1,441.35	\$1,285.52	\$2,955.72	\$9,438.52	\$168.96	\$227.04	\$0.00	\$16,892.50
Cancel Fee	\$2,282.00	\$4,194.00	\$5,672.00	\$12,490.00	\$37,825.31	\$53,971.77	\$54,009.48	\$166,250.35	\$42,131.76	\$18,995.38	\$10,932.27	\$5,143.18	\$413,897.50
Camping	\$15.00	\$30.00	\$37.50	\$37.50	\$52.50	\$37.50	\$15.00	\$30.00	\$135.00	\$0.00	\$30.00	\$7.50	\$427.50
Camper	\$84.85	\$535.83	\$44.60	\$30.00	\$217.50	\$15.00	\$37.50	\$0.00	\$97.50	\$60.00	\$60.00	\$75.00	\$1,257.78
Parking	\$560.00	\$1,288.00	\$728.50	\$1,465.20	\$1,328.05	\$1,990.80	\$1,531.20	\$1,146.26	\$1,551.52	\$1,386.54	\$1,592.40	\$501.72	\$15,070.19
Propane	\$0.00	\$0.00	\$0.00	\$30.84	\$12.78	\$11.36	\$7.36	\$21.78	\$0.00	\$24.14	\$0.00	\$0.00	\$108.26
Misc.	\$119.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$123.30
Accessories	\$0.00	\$0.00	\$0.00	\$4.24	\$40.24	\$364.64	\$428.24	\$1,284.46	\$110.13	\$0.00	\$0.00	\$0.00	\$2,231.95
Misc. RV	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Supplies	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Ice	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total before tax	\$6,135.67	\$7,514.29	\$8,409.60	\$15,258.63	\$40,824.83	\$59,601.67	\$59,008.80	\$172,618.56	\$55,956.81	\$22,955.27	\$14,724.84	\$7,003.78	\$470,008

*Excludes RV Park Revenues associated with the State Fair 15

RV Park

Year Over Year Comparison

RV Park revenues excluding revenues associated with the State Fair

	2013	2012	difference
Camper Monthly Storage	\$7,930.00	\$14,750.00	(\$6,820.00)
Truck Monthly Storage	\$3,200.00	\$5,170.50	(\$1,970.50)
Dump	\$2,584.00	\$2,504.00	\$80.00
Pump Out	\$279.99	\$0.00	\$279.99
Soap	\$486.00	\$422.25	\$63.75
Soda	\$1,971.00	\$2,430.00	(\$459.00)
Laundry	\$3,547.78	\$3,804.65	(\$256.87)
Cancel Fee	\$16,892.50	\$3,469.67	\$13,422.83
Camping	\$413,897.50	\$254,974.15	\$158,923.35
Camper Parking	\$427.50	\$412.50	\$15.00
Truck Parking	\$1,257.78	\$1,788.88	(\$531.10)
Propane	\$15,070.19	\$10,444.07	\$4,626.12
Misc. Accessories	\$108.26	\$47.08	\$61.18
Misc. RV Supplies	\$123.30	\$67.89	\$55.41
Ice	\$2,231.95	\$1,242.32	\$989.63
Total before tax	\$470,007.75	\$301,527.96	\$168,479.79

\$168,480
INCREASE
 in yearly revenue
 (excludes the fair)

RV Park revenues specifically associated with the State Fair

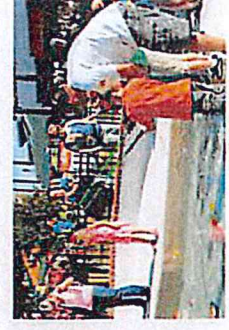
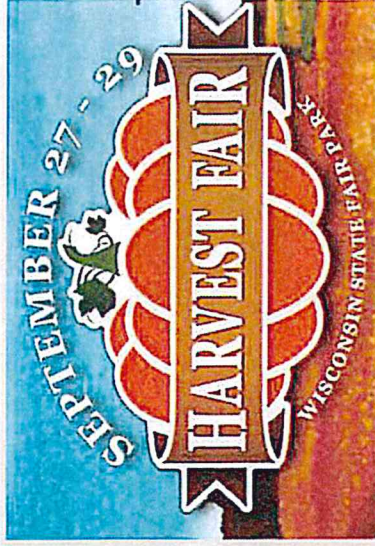
	2013	2012	difference
Camper Monthly Storage	\$0.00	850.00	(\$850.00)
Truck Monthly Storage	\$0.00	\$0.00	-
Dump	\$96.00	\$160.00	(\$64.00)
Pump Out	\$0.00	\$120.00	(\$120.00)
Soap	\$141.00	\$204.00	(\$63.00)
Soda	\$1,000.00	\$1,090.00	(\$90.00)
Laundry	\$0.00	\$0.00	-
Cancel Fee	\$1647.42	\$1,666.69	(\$19.27)
Camping	\$55,592.35	\$45,651.63	\$9,940.72
Camper Parking	\$90.00	\$75.00	\$15.00
Truck Parking	\$7.50	\$7.50	-
Propane	\$2319.20	\$1,786.80	\$532.40
Misc. Accessories	\$29.86	\$21.30	\$8.56
Misc. RV Supplies	\$0.00	\$102.00	(\$102.00)
Ice	\$375.24	\$701.72	(\$326.48)
Total before tax	\$61,298.57	\$52,436.64	\$8,861.93

\$8,862
INCREASE
 in fair generated revenue

2013 Harvest Fair Highlights

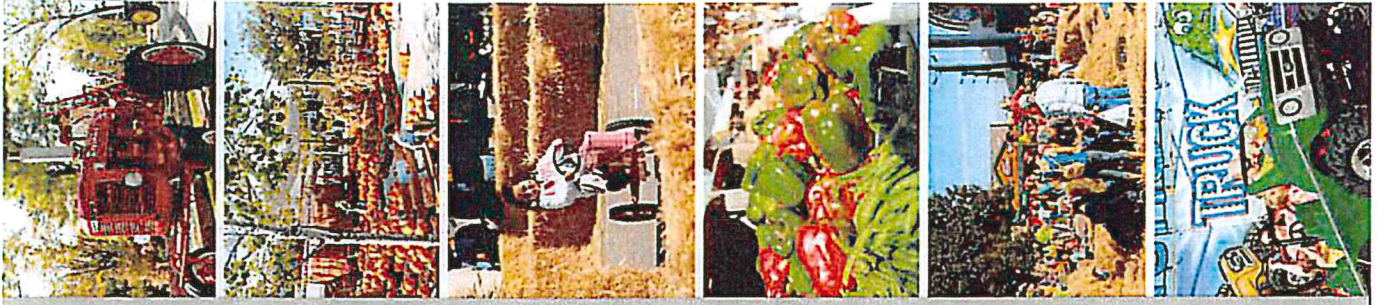
▪ Harvest Fair Summary:

- ❖ 20th Anniversary
- ❖ Growth in most revenue activity categories
- ❖ Improved layout by opening up Central Mall & extending foot traffic near Saz's & the Back 40 (West of Cream Puff Pavilion)
- ❖ Better signage and communication
- ❖ Developed three new activities
 - ❖ Tiny Tot Acres
 - ❖ Harvest Fair Garden Chalk
 - ❖ Giant Mural
- ❖ More free entertainment for affordable family fun
 - ❖ Music & entertainment on three stages
 - ❖ Great Lakes Timber Show (lumberjack show)
 - ❖ Zootort Live Animal Show
 - ❖ Pumpkin Carver
 - ❖ Giant Mural
 - ❖ Bighorn Forge Blacksmith Demonstrations
 - ❖ Antique Tractors Display
 - ❖ Harvest Garden Chalk Drawings



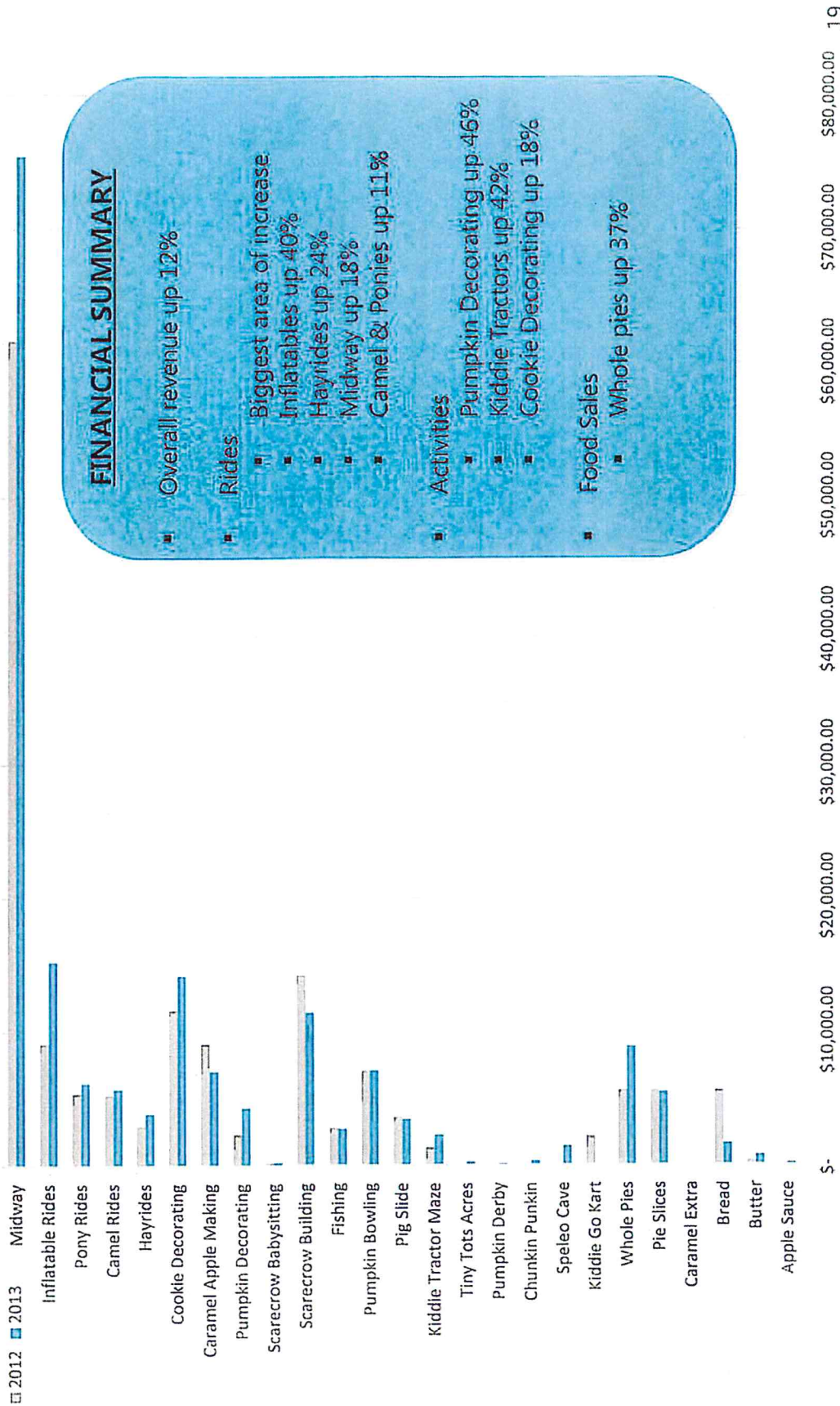
Harvest Fair Revenue

	2013	2012	difference
Midway	\$ 75,425.00	\$ 61,657.00	\$ 13,768.00
Inflatable Rides	\$ 15,265.00	\$ 9,156.00	\$ 6,109.00
Pony Rides	\$ 6,250.00	\$ 5,455.00	\$ 795.00
Camel Rides	\$ 5,785.00	\$ 5,305.00	\$ 480.00
Hayrides	\$ 3,948.00	\$ 2,982.00	\$ 966.00
Cookie Decorating	\$ 14,195.00	\$ 11,640.00	\$ 2,555.00
Caramel Apple Making	\$ 7,115.00	\$ 9,156.00	(\$ 2,041.00)
Pumpkin Decorating	\$ 4,374.00	\$ 2,367.00	\$ 2,007.00
Scarecrow Building	\$ 11,465.00	\$ 14,220.00	(\$ 2,755.00)
Scarecrow Babysitting	\$ 220.00	\$ 206.00	\$ 14.00
Fishing	\$ 2,772.00	\$ 2,803.00	(\$ 31.00)
Pumpkin Bowling	\$ 7,176.00	\$ 7,124.00	\$ 52.00
Pig Slide	\$ 3,523.00	\$ 3,638.00	(\$ 115.00)
Kiddie Tractor Maze	\$ 2,295.00	\$ 1,341.00	\$ 954.00
Tiny Tot Acres	\$ 249.00	n/a	\$ 249.00
Pumpkin Derby	\$ 100.00	\$ -	\$ 100.00
Chunkin Punkin	\$ 336.00	\$ -	\$ 336.00
Speleo Cave	\$ 1,435.00	n/a	\$ 1,435.00
Kiddie Go Kart	n/a	\$ 2,155.00	(\$ 2,155.00)
Pies	\$ 14,455.00	\$ 11,199.00	\$ 3,256.00
Breads/Others	\$ 2,549.00	\$ 5,877.00	(\$ 3,328.00)
NET COLLECTED:	\$ 178,932.00	\$ 156,281.00	\$ 22,651.00
COUPONS:	\$ 660.00	\$ 2,024.00	(\$ 1,364.00)
TICKET SALES:	\$ 179,592.00	\$ 158,305.00	\$ 21,287.00



Harvest Fair

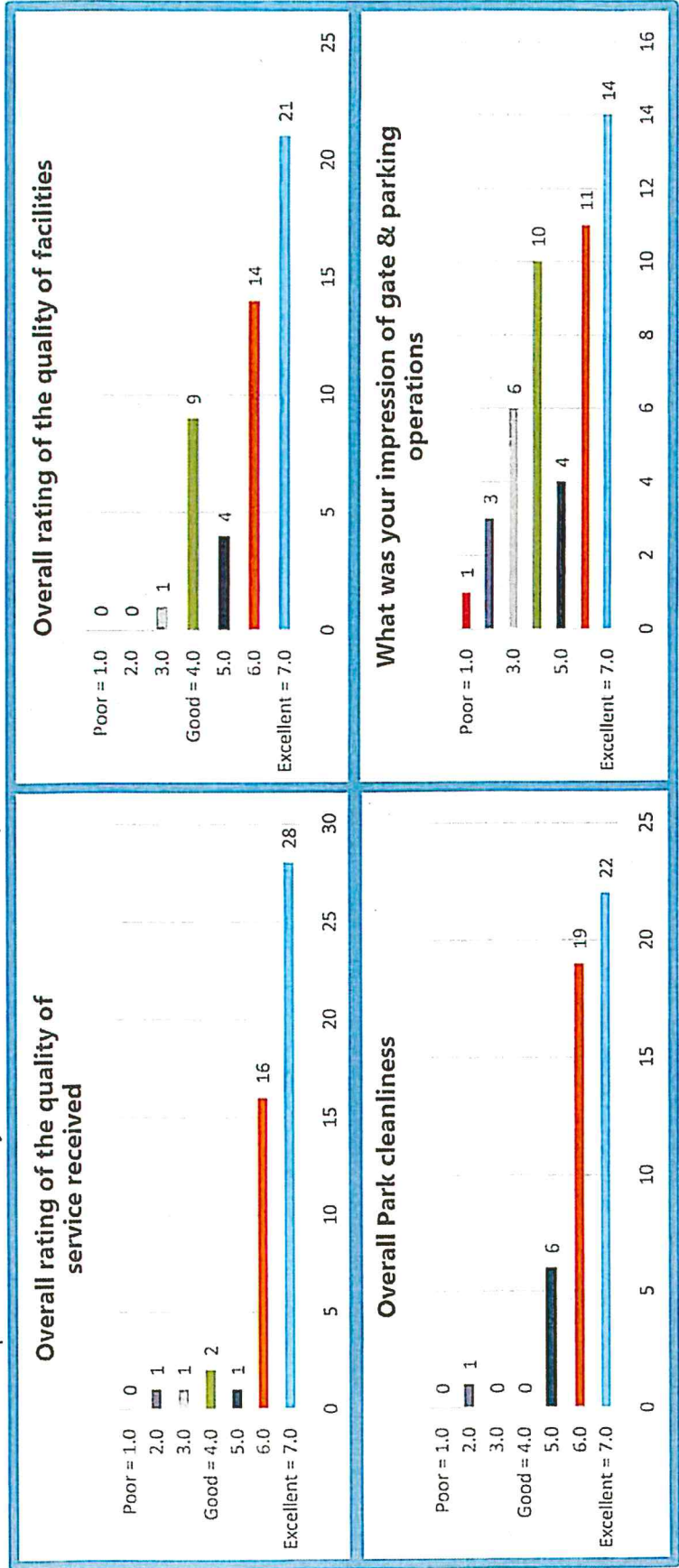
2013 vs. 2012 Harvest Fair Revenue Comparison



2013 Client Survey Results

Survey Results on Overall Questions

- 50 client surveys completed
- 94% of responders chose WSFP because they were repeat customers
- Average score on the overall rating of the quality of service received was a 6.8 out of 7.0
- 94% of responders said the park met their expectations for the value (44 said yes out of the 47 that answered question)
- 98% of responders said our staff made their group feel welcome (48 out of 49)
- 100% of responders said they felt safe at the park
- 94% of responders said they would use the park in the future as a result of their experience (45 out of 48)
- 96% of responders said they would recommend the park to others (47 out of 49)



2013 Client Survey Results

Survey Results on WSFP Staff

Average =	7.0 / 7.0	7.0 / 7.0	6.6 / 7.0	6.5 / 7.0	5.7 / 7.0	6.7 / 7.0	6.5 / 7.0
Sales/Rep.	Event Mgr.	Onsite Event (Mgr//Asst Event Mgr.)	Event Services (room set-up, space cleaning, janitorial)	Exhibitor Services (electric, phone, plumbing, utilities)	Printing/Services	Security Services	Box Office (sellers/reporting & settlement)
6.8 / 7.0	7.0 / 7.0	7.0 / 7.0	6.6 / 7.0	6.5 / 7.0	5.7 / 7.0	6.7 / 7.0	6.5 / 7.0
# of scores:	7.0 =	7.0 =	7.0 =	7.0 =	7.0 =	7.0 =	7.0 =
24	33	30	22	26	15	27	15
56%	72%	68%	51%	65%	34%	59%	58%
6.0 =	5.0 =	5.0 =	4.0 =	5.0 =	4.0 =	5.0 =	5.0 =
12	9	10	15	9	13	15	4
28%	20%	23%	35%	23%	30%	33%	15%
5.0 =	4.0 =	5.0 =	5.0 =	5.0 =	5.0 =	5.0 =	5.0 =
1	2	3	2	0	4	1	3
2%	4%	7%	5%	0%	9%	2%	12%
4.0 =	4.0 =	4.0 =	4.0 =	4.0 =	4.0 =	4.0 =	4.0 =
2	0	0	3	3	6	3	3
5%	0%	0%	7%	8%	14%	7%	12%
3.0 =	3.0 =	3.0 =	3.0 =	3.0 =	3.0 =	3.0 =	3.0 =
4	2	1	1	1	4	0	1
9%	4%	2%	2%	3%	9%	0%	4%
2.0 =	2.0 =	2.0 =	2.0 =	2.0 =	2.0 =	2.0 =	2.0 =
0	0	0	0	0	0	0	0
0%	0%	0%	0%	0%	0%	0%	0%
1.0 =	1.0 =	1.0 =	1.0 =	1.0 =	1.0 =	1.0 =	1.0 =
0	0	0	0	1	2	0	0
0%	0%	0%	0%	3%	5%	0%	0%
Total responses to question	46	44	43	40	44	46	26

Survey Results on F&B

- 33% of responders used concession services (16 out of 48)
 - Prompt & courteous service average score = 5.8 / 7.0
 - Variety of menu selections average score = 5.4 / 7.0
 - Quality of F&B average score = 4.9 / 7.0
- 39% of responders used catering services (17 out of 44)
 - Prompt & courteous service average score = 6.0 / 7.0
 - Variety of menu selections average score = 6.0 / 7.0
 - Quality of F&B average score = 6.3 / 7.0

2013 Client Survey Comments

State Fair Park staff is the best!

...always a smooth process with all of the friendly park staff being involved

Our club has always received excellent service from the great staff at the Wis. State Fair Park.

Wisconsin State Fair Park was willing to work with me to create a great experience for our guests. No request was too small. Everyone seemed happy and willing to help.

Wonderful staff, great location, always enjoyable.

This facility is great for a horse show in the summer.

People like to come to the State Fair grounds.....it's easy to get to, to park, to get around and the central location draws from all over the midwest.

The team at the Wisconsin State Fair Park was excellent in customer service. They were quick to respond to all our needs.

What's to Come in...

2014

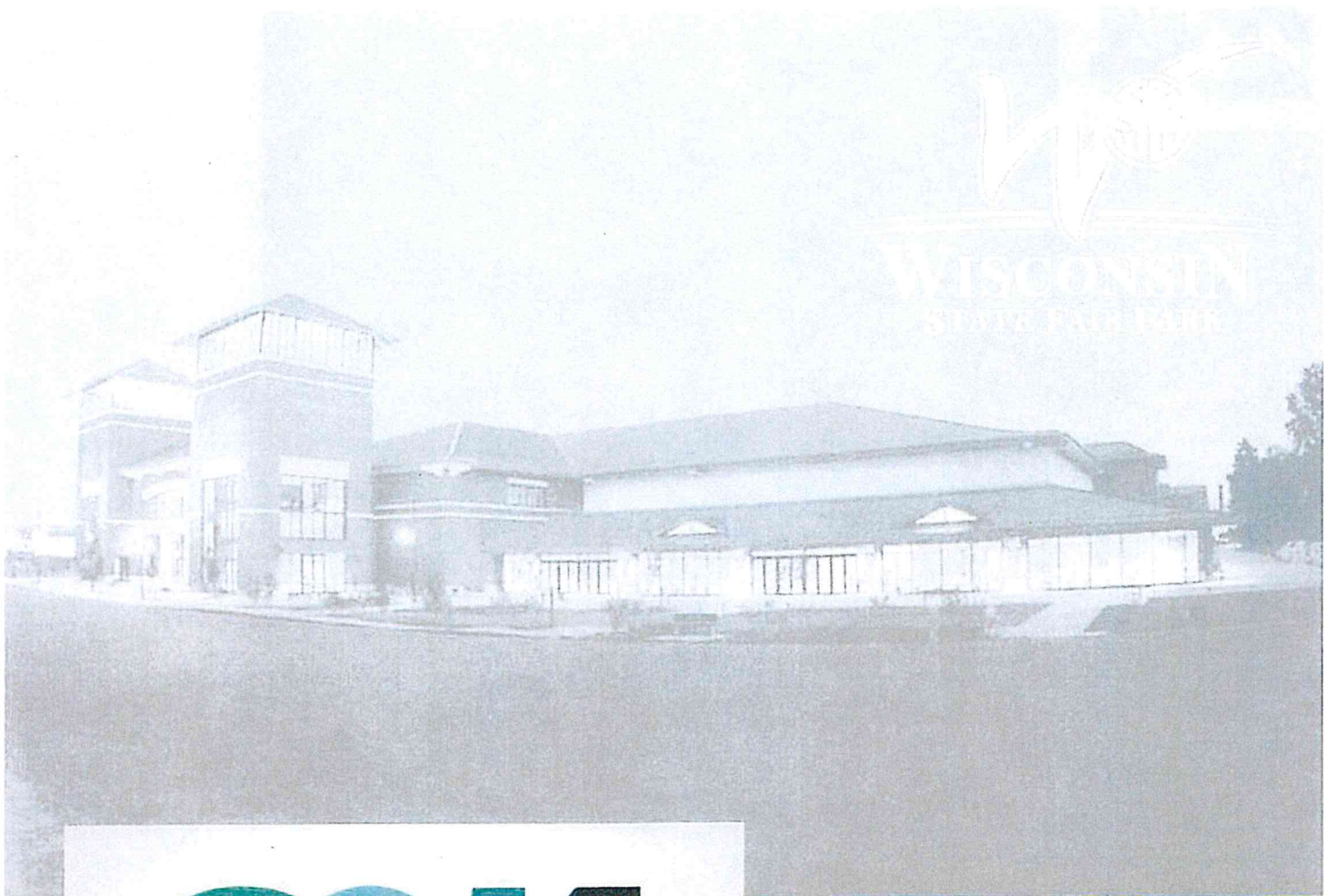
- Sales Goals
 - Target high end fundraising events and more events in May and/or June
 - Book new consumer and/or trade shows through direct sales
 - Utilize Ungerboeck's contract module to expedite contracts
 - Launch online exhibitor ePay system
 - Increase social media presence
 - Provide incentives to survey responders each month to increase submissions
 - Ag events: analyze competition and our approach to rent, equipment, staffing and amenities

- Operations Goals
 - Continue improvements in parking & gate operations
 - Express lanes at Gates 1 and 5 to be finished in early 2014
 - Ability to take credit cards at all gates
 - Offer free Wi-Fi access in the Expo Center and Youth Center
 - Continue communication on construction updates to clients

New Events in 2014

- 100 days until the fair event – April
- ABCD Date with Plate Fundraiser – May
- ARCA Race – June
- Great Lakes Sport Car Club – June
- Ice Fishing Show - December





2014

Year in Review

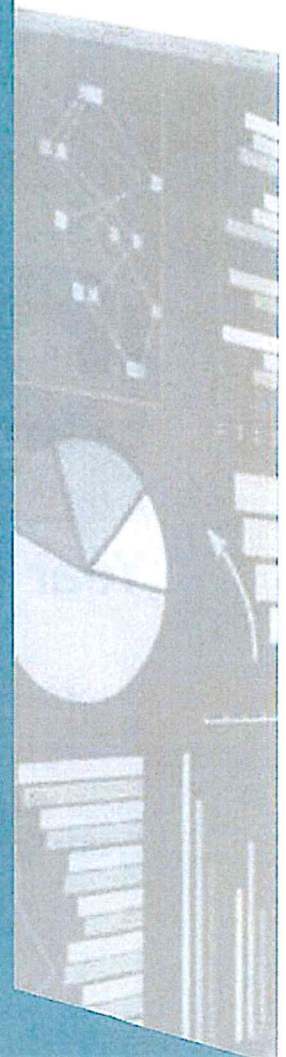
Event Services Department:
The year's facts & figures

Jocee Weaver
Events Specialist

2014

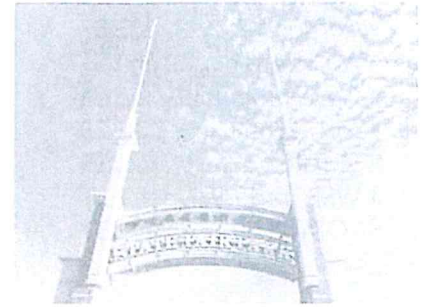
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Our Company, Our Vision

Wisconsin State Fair Park is a place where visitors create memories that transcend generations. The nearly 200-acre Fair Park is a year-round entertainment venue hosting activities, events, meetings, and more throughout the four seasons. Home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Agriculture Complex and many other facilities, hundreds of events are held at the Fair Park each year.



Our vision is to provide a leading regional event venue for year-round agricultural, exhibition, entertainment, cultural, and educational uses. We strive to enhance economic and social benefits to the state of Wisconsin, its residents, and visitors.

Our 2014 Review

- We will start by reviewing our **event classification data**, including events per category, per type, and per month.
- In addition, we will share our **sales figures**.
- Next, we will spotlight the **RV Park**.
- For our owned & operated events we will highlight our successes with **Harvest Fair**.
- Finally, we will conclude with **survey results** and a look at our **goals**.

Our 2014 Revenue Snapshot

- \$ 4,170,500 = Non-Fair Events
 - \$ 379,000 = RV Park Revenues
 - \$ 195,500 = Harvest Fair Revenues (not including parking or F&B net sales)
- \$ 4.75 Million

“2014 was another successful year and we are working towards an even better 2015”

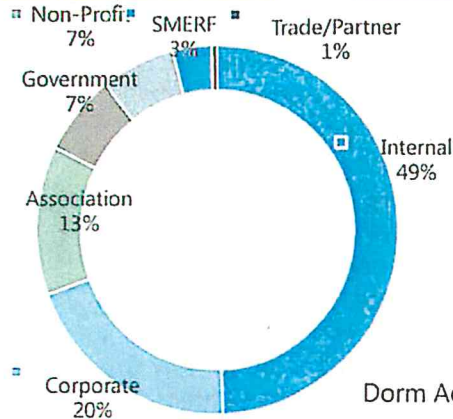
Adam Heffron
Event Services Director

2014 Event Data Details

Number of Events per CLASS

(Type of Organization Producing the Event)

Internal.....	216
Corporate.....	87
Association.....	57
Governmental.....	31
Non-Profit.....	29
SMERF*.....	15
WSF Trade/Partner.....	2
TOTAL.....	437



Number of Events per TYPE

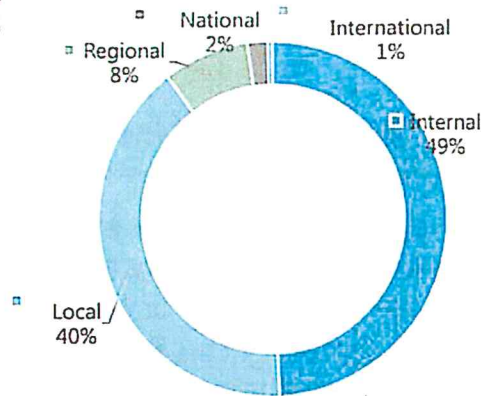
Fundraiser	2
Livestock	2
Job Fair	2
Conference	3
Equestrian	4
Festival	4
Dorm Accommodations	5
Trade Show	6
Sporting	7
Education	10
Public Service	11
Storage	12
Training	19
Social	24
Automobile	29
Consumer Show	42
Meeting	56
Internal	199

*SMERF = Social, military, educational, religious and fraternal groups

Number of Events per CATEGORY

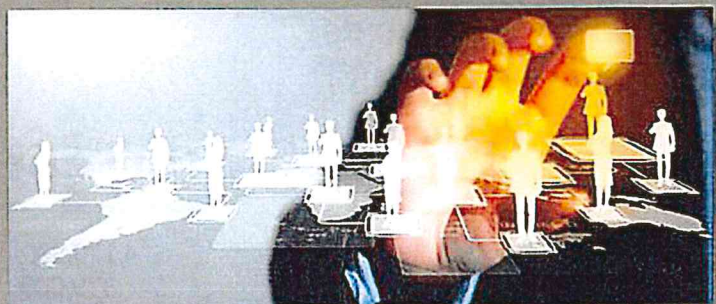
(Area Where the Attendees Travel From)

Local.....	176
Internal.....	216
Regional.....	35
National.....	8
International.....	2
TOTAL.....	437



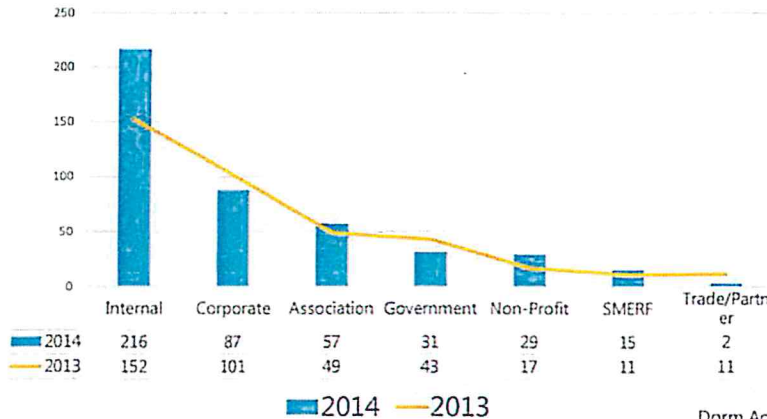
Numbers At A Glance

- Most Frequently Booked Type of Organization Producing the Event:
 - ✦ Corporate (87 events)
- Most Frequently Booked Area Where Attendees Come From:
 - ✦ Local (176 events)
- Most Frequently Booked Type of Event:
 - ✦ Meeting (56 events)
 - ✦ Consumer Show (42 events)



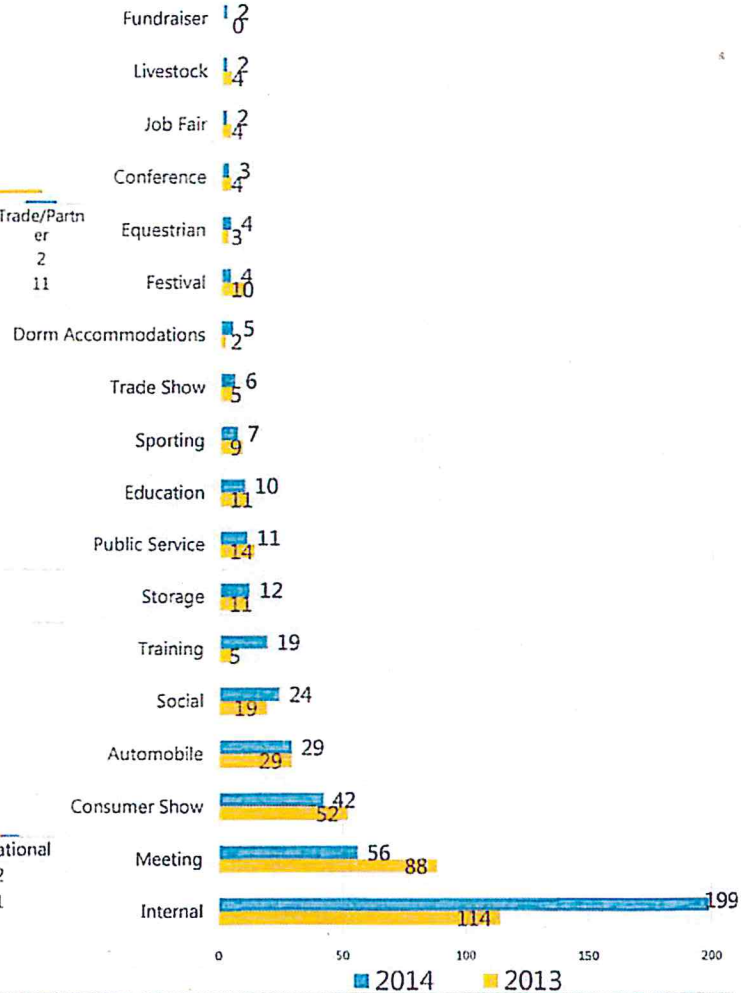
Year Over Year Comparison 2014

Number of Events per CLASS (Type of Organization Producing the Event)

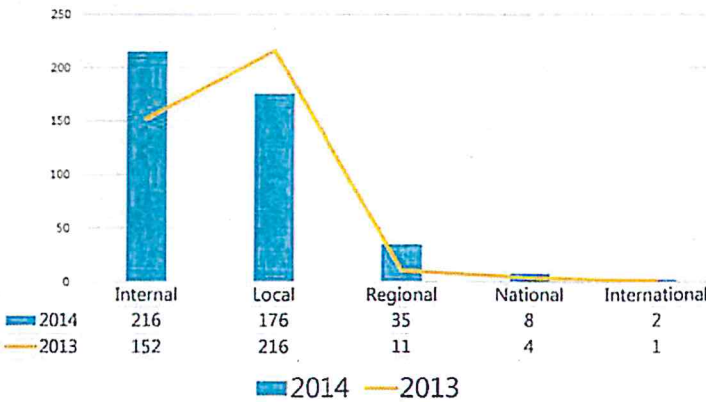


*SMERF = Social, military, educational, religious and fraternal groups

Number of Events per TYPE



Number of Events per CATEGORY (Area Where the Attendees Travel From)



Numbers At A Glance

- Internal and corporate events continued to trend high in 2014, with 216 internal events and 87 corporate events held at the Fair Park this past year.
- There were more internal, regional, national, and international events in 2014 compared to 2013
- Meetings, consumer shows, and automobile events were the most common type of event booked on the fairgrounds in 2014.

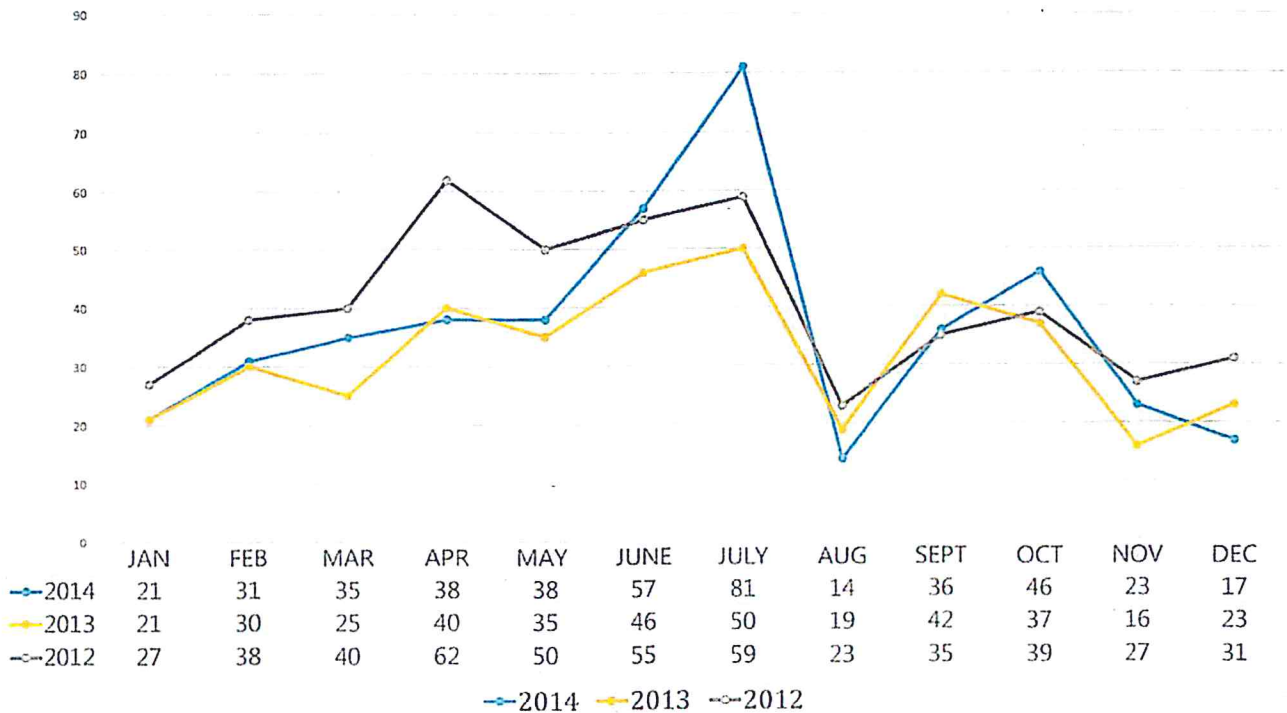


2014 Events Per Month

JANUARY 21 events	FEBRUARY 31 events	MARCH 35 events	APRIL 38 events
MAY 38 events	JUNE 57 events	JULY 81 events	AUGUST 14 events
SEPTEMBER 36 events	OCTOBER 46 events	NOVEMBER 23 events	DECEMBER 17 events

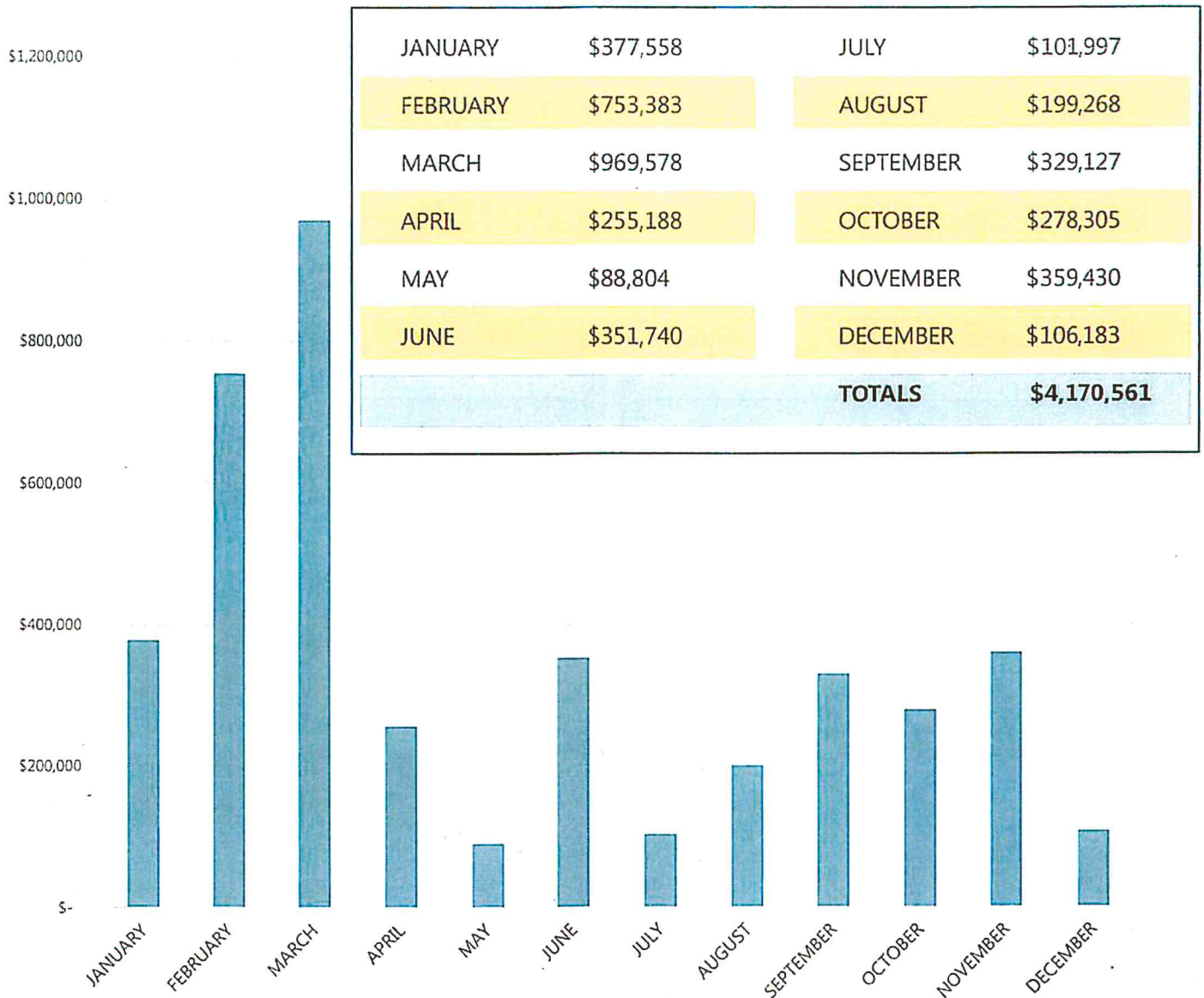
Year Over Year Comparison:

2012-2014



2014 Sales by Month

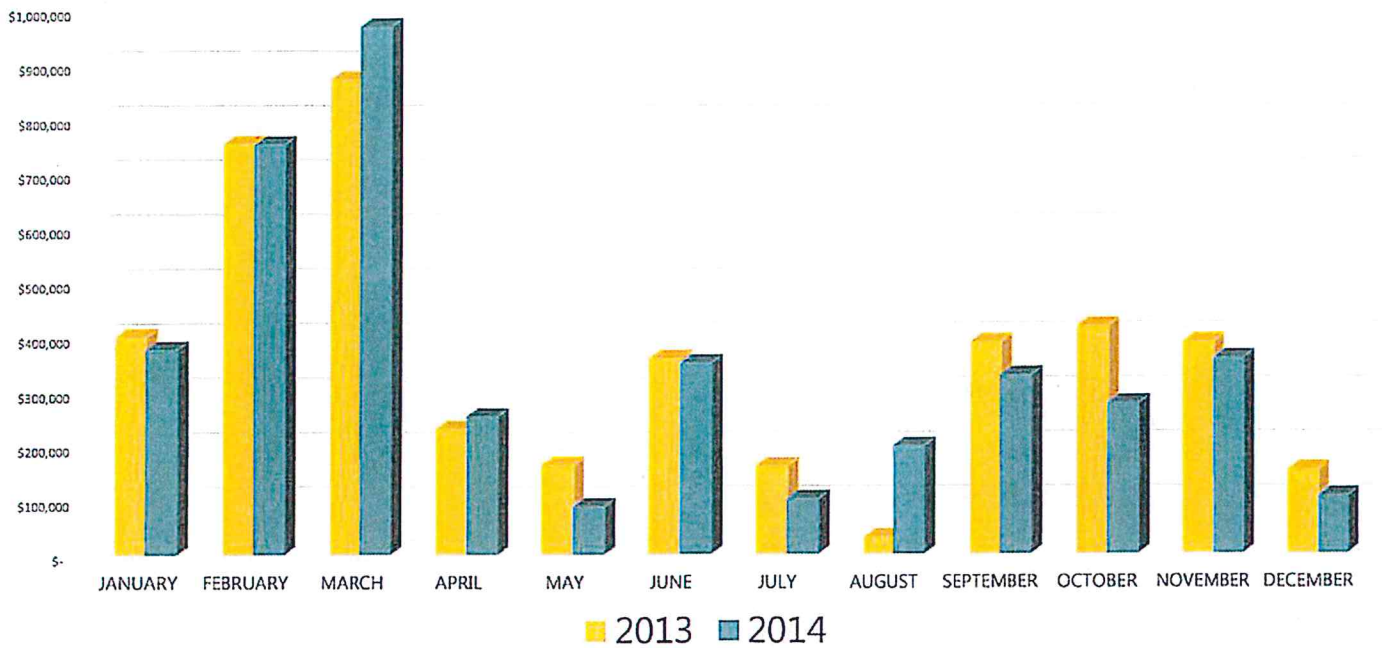
*Excludes State Fair, Harvest Fair & RV Park revenues



Numbers At A Glance

- Significant events that impacted the bottom line:
 - Wisconsin Manufacturing & Technology Expo is a bi-annually event held in October that did not take place in 2014 (will take place in 2015)= ~\$150K in revenues
- Quarterly Revenues
 - Jan-March revenues up by \$73K
 - April-June and July-Sept revenues down by combined \$(13K)
 - Oct-Dec revenues down by \$(218K)
- IndyFest moved from June in 2013 to August in 2014

Year Over Year Comparison 2014

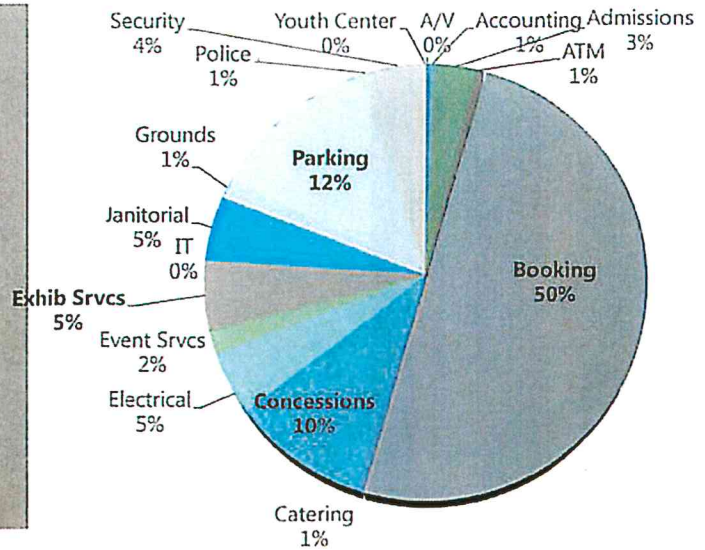


MONTH	2013	2014	difference
JANUARY	\$400,173	\$377,558	\$(22,614)
FEBRUARY	\$754,084	\$753,383	\$(701)
MARCH	\$873,314	\$969,578	\$96,264
APRIL	\$231,814	\$255,188	\$23,374
MAY	\$165,206	\$88,804	\$(76,402)
JUNE	\$359,903	\$351,740	\$(8,163)
JULY	\$162,434	\$101,997	\$(60,437)
AUGUST	\$30,195	\$199,268	\$169,073
SEPTEMBER	\$389,382	\$329,127	\$(60,255)
OCTOBER	\$418,473	\$278,305	\$(140,168)
NOVEMBER	\$389,002	\$359,430	\$(29,572)
DECEMBER	\$154,043	\$106,183	\$(47,860)
TOTALS	\$4,328,023	\$4,170,561	\$(157,462)

2014 Sales by Department

Numbers At A Glance

- Highest Grossing Departments:
 - ❖ Booking (50% of sales)
 - ❖ Parking (12% of sales)
 - ❖ Concessions (10% of sales)
- Parking Revenue = \$515,110
- Total Revenue* = \$4,170,561
*excludes State Fair, Harvest Fair, & RV Park Revenue



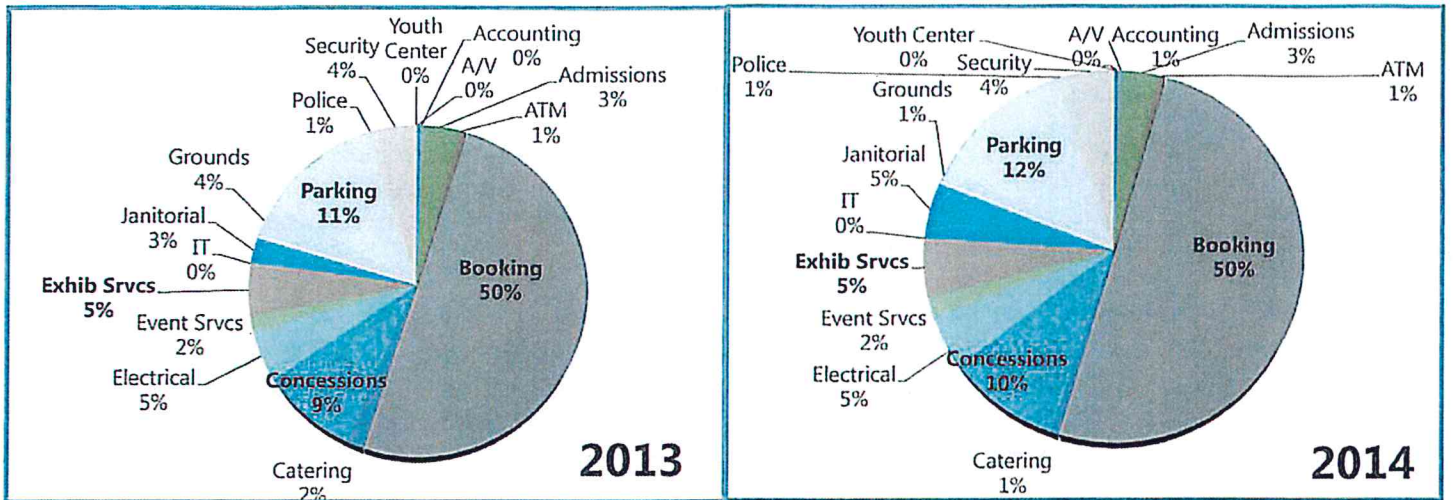
BOOKING	\$2,090,629	50.13%
A/V	\$13,982	0.34%
ACCOUNTING	\$20,943	0.50%
ADMISSIONS	\$126,539	3.03%
ATM	\$22,845	0.55%
CATERING	\$21,092	0.51%
CONCESSIONS	\$398,307	9.55%
ELECTRICAL	\$192,818	4.62%
EVENT SERVICES	\$73,464	1.76%
EXHIBITOR SERVICES	\$209,359	5.02%
IT	\$2,600	0.06%
JANITORIAL	\$205,460	4.93%
GROUNDS	\$61,768	1.48%
PARKING	\$515,110	12.35%
POLICE	\$42,006	1.01%
SECURITY	\$171,502	4.11%
YOUTH CENTER	\$2,137	0.05%

TOTALS **\$4,170,561** **100%**

*Accounting is made up of taxes
**Figures exclude State Fair, Harvest Fair & RV Park revenues

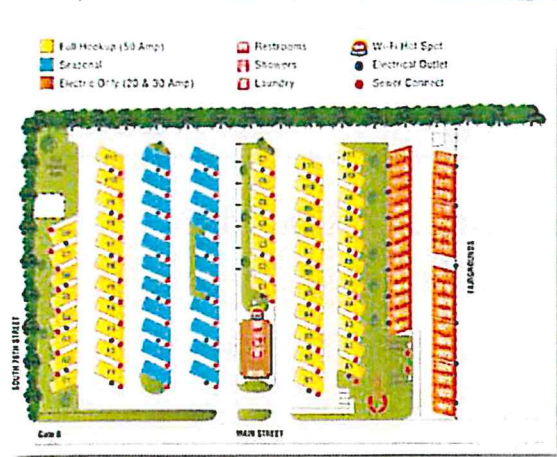
Year Over Year Comparison 2014

**Figures exclude State Fair, Harvest Fair & RV Park revenues



Department	2013	2014	difference	2013%	2014%
BOOKING	\$2,181,506	\$2,090,629	\$(90,877)	50.40%	50.13%
A/V	\$15,085	\$13,982	\$(1,103)	0.35%	0.34%
ACCOUNTING	\$23,286	\$20,943	\$(2,343)	0.54%	0.50%
ADMISSIONS	\$145,732	\$126,539	\$(19,193)	3.37%	3.03%
ATM	\$27,732	\$22,845	\$(4,887)	0.64%	0.55%
CATERING	\$69,097	\$21,092	\$(48,005)	1.61%	0.51%
CONCESSIONS	\$383,729	\$398,307	\$14,579	8.87%	9.55%
ELECTRICAL	\$210,770	\$192,818	\$(17,952)	4.87%	4.62%
EVENT SERVICES	\$66,146	\$73,464	\$7,318	1.53%	1.76%
EXHIBITOR SERVICES	\$220,496	\$209,359	\$(11,137)	5.09%	5.02%
IT	\$4,676	\$2,600	\$(2,076)	0.11%	0.06%
JANITORIAL	\$109,482	\$205,460	\$95,978	2.53%	4.93%
GROUNDS	\$155,509	\$61,768	\$(93,741)	3.59%	1.48%
PARKING	\$495,347	\$515,110	\$19,763	11.45%	12.35%
POLICE	\$41,866	\$42,006	\$140	0.97%	1.01%
SECURITY	\$176,308	\$171,502	\$(4,806)	4.07%	4.11%
YOUTH CENTER	\$1,255	\$2,137	\$882	0.03%	0.05%
TOTALS	\$4,328,023	\$4,170,561	\$(157,462)	100%	100%

2014 RV Park Overview



- 70 full-service hook-ups (sewer, water, electric)
- 40 electric only sites
- Propane filling station
- Coin laundry
- Men's and Women's showers
- Sanitary station
- Leashed pets allowed
- Tent camping available only during Special Events on a limited basis

“The Wisconsin State Fair Park RV Park is such an exciting place to work. You get to meet people from around the world and help them with their camping needs. While doing this you get to learn about the interesting places customers have visited and why they are now choosing Milwaukee, WI as their next point on their trip.”

Tim Wilsmann
RV Park Manager

Who goes camping in the middle of a busy metropolitan area? As it turns out, plenty of folks do. Travelers, tourists, motorcycle enthusiasts, show exhibitors, State Fair visitors, and construction crews from around the country (and world!) are among the many guests who find a convenient, comfortable place to stay in the RV Park at Wisconsin State Fair Park – the only RV park inside Metro Milwaukee.

Our 110+ RV sites are popular with guests year-round. During the State Fair in August, as well as during special events like Harley-Davidson Anniversary Celebrations, all of our regular sites are filled to capacity. Camping on the grounds is in such demand during peak times that temporary RV sites (as well as tent sites) are staged in various places on the grounds.

Back in 1937, when the RV Park was in its original location on the southeast corner of the property, one dollar rented a site. Years later, in 1984, the campground moved north of the railway trestle with sites available for 88 campers. The RV Park opened in its current location on the northeast section of the property in 2000. Still very affordable, with RV sites available for as little as \$35 per night, guests can choose to stay for just a night or two, or take advantage of convenient monthly rates. RV storage options are also available.

We currently have 70 full-service sites and 40 electric-only sites and are open 365 days a year. With easy access to Interstate 94, campers are just minutes away from numerous attractions including downtown Milwaukee's museums, summer festivals, casual and fine dining, BMO Harris Bradley Center, U.S. Cellular Arena, Potawatomi Bingo Casino, and Miller Park.

RV PARK AT A GLANCE:

- Quarter with highest % of occupancy: Q3
- % of occupancy in 2014: 27.86%
- \$379K in revenue
- Largest Occupancy Events in 2014:
 - ❖ Wisconsin State Fair
 - ❖ Jehovah Witness Convention

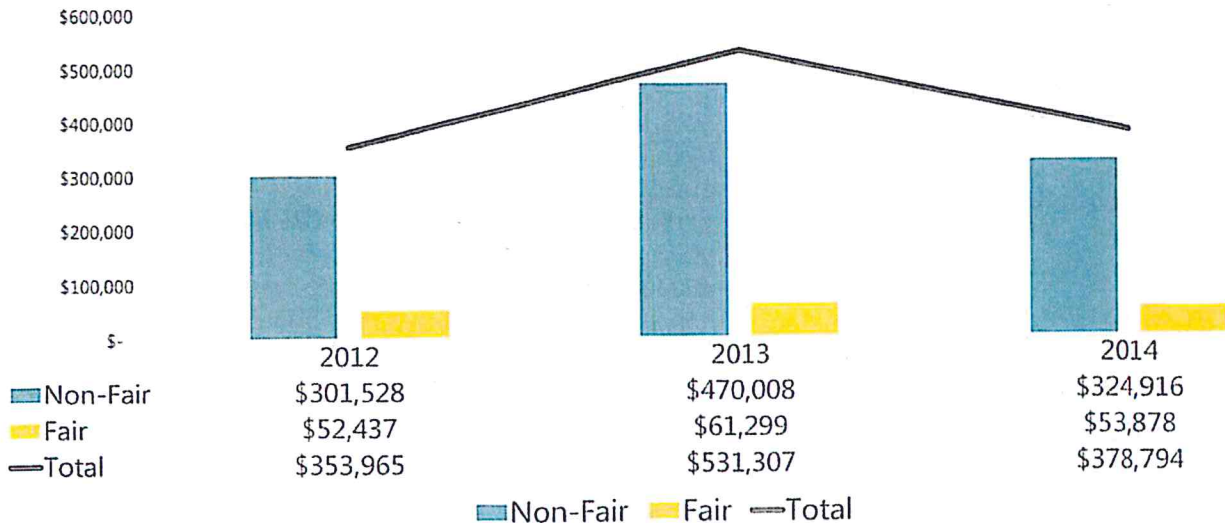
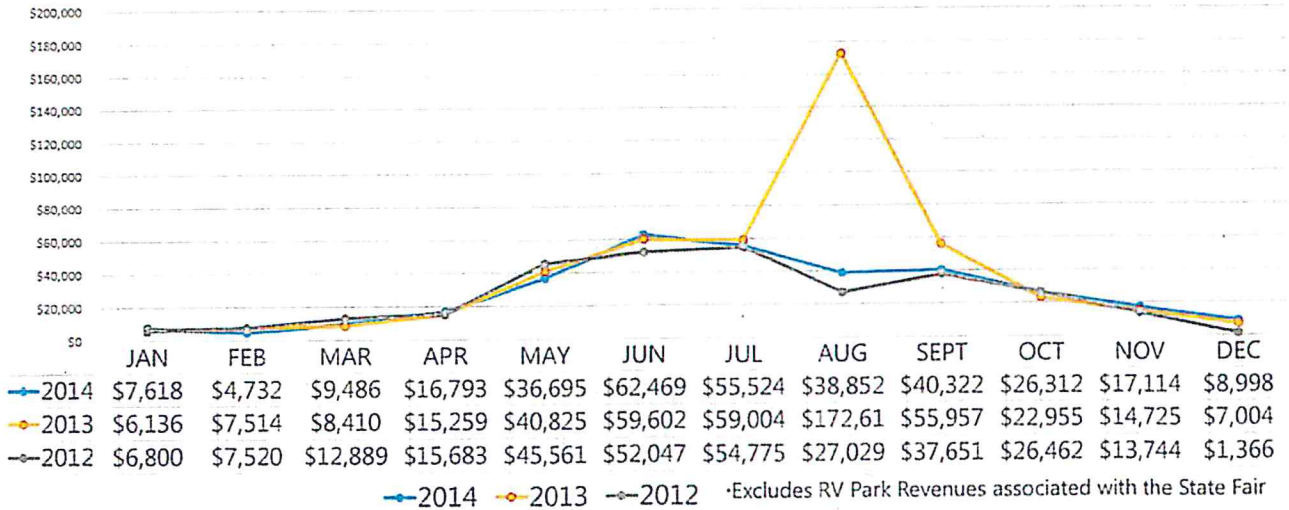
2014 RV Park Monthly Sales*

*Excludes RV Park revenues associated with the State Fair

JANUARY \$7,618	FEBRUARY \$4,732	MARCH \$9,486	APRIL \$16,793
MAY \$36,695	JUNE \$62,469	JULY \$55,524	AUGUST \$38,852
SEPTEMBER \$40,322	OCTOBER \$26,312	NOVEMBER \$17,114	DECEMBER \$8,998

Year Over Year Comparison:

2012-2014





ACTIVITIES, ATTRACTIONS & FAMILY FUN

Thousands of family's got together for Harvest Fair this past year to enjoy fall-focused events, activities, live entertainment, competitions, scarecrow making and the much anticipated pumpkin bowling. In addition, there were amusement rides, a pumpkin patch, a fishing fountain, giant cookie decorating, make your own caramel apple, camel and pony rides, inflatables, and so much more!



“Going into its 22nd year, we’re seeing a second generation visitor to Harvest Fair. Parents fondly remember Harvest Fair and are thrilled to be able to give their kids the same memories and appreciate the new things that keep Harvest Fair fresh and exciting.”

Cheri Gravitter

Event Services Event Manager

WHAT'S NEW!

BACKYARD CIRCUS

Children were invited to join the circus, bringing back memories of the days before TV when kids made up fun & games in their own backyards

GRANDPA CRATCHET

Grandpa Cratchet is a puppet who travels the country telling stories and meeting kids. He teaches great lessons like the Golden Rule and Safety First.

HARVEST STATE & STEW

Guests visited the Harvest State and Garden and learned about how vegetables grow and nourish. Mr. Pickles used songs and funny antics to teach valuable lessons. Vegetables were on display and Harvest Stew in commemorative bowls were for sale.

Harvest Fair 2014

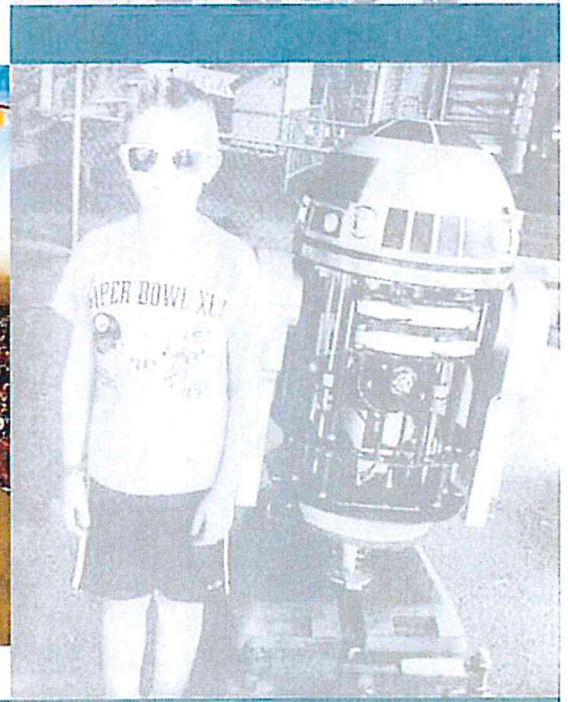
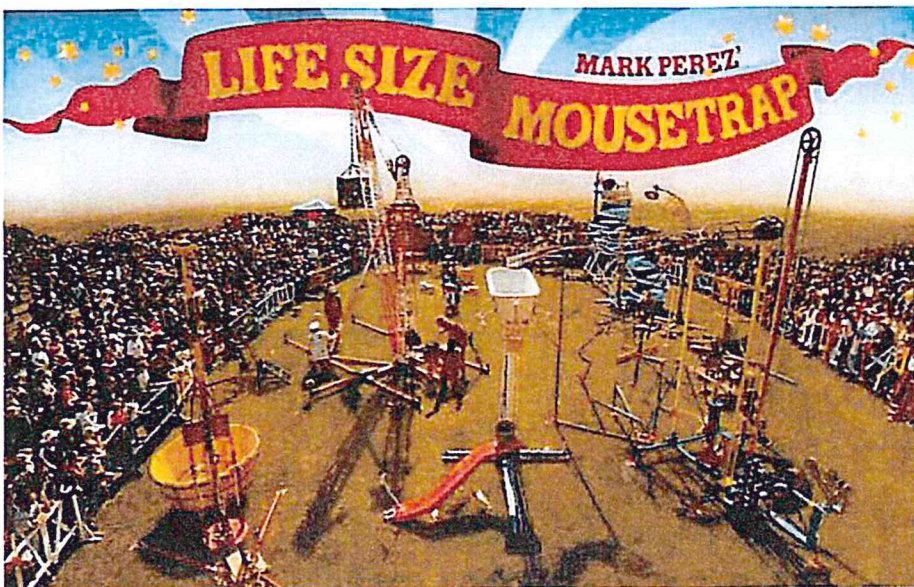
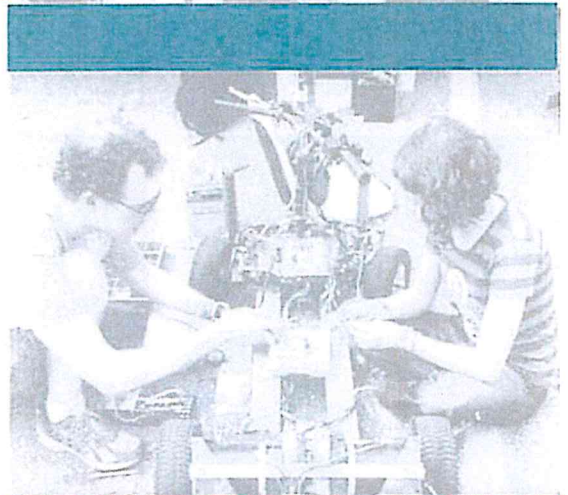
Maker Faire[®] Milwaukee

New this year, State Fair Park partnered with Maker Faire to bring a fun, family-friendly show-and-tell festival celebrating innovation, invention, and creativity.

Maker Faire Milwaukee featured makers showing off technology, art and craft making, electronics, pyrotechnics, engineering, gardening, and other projects created by the makers themselves.

In addition to displays and exhibits, Maker Faire featured a Power Racing Series event, FIRST ROBOTICS teams and special performances, speakers, demonstrations and workshops featuring 3D printing, laser cutting, microcontrollers, science experiments... and much more.

One of the most talked about exhibits was the Life Size Mousetrap, a hand-built machine of epic proportions that brought science and fun to Harvest Fair guests.



Harvest Fair 2014

22%

increase in estimated
Harvest Fair attendance

F&B
SALES



IN 2014

\$497K

Gross F&B Total

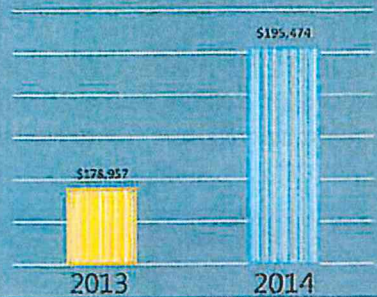
23%

increase in
gross F&B
over 2013



\$16,547

increase in activity sales

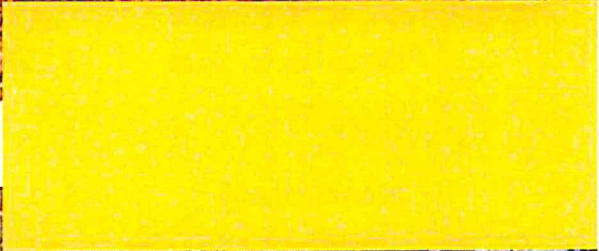
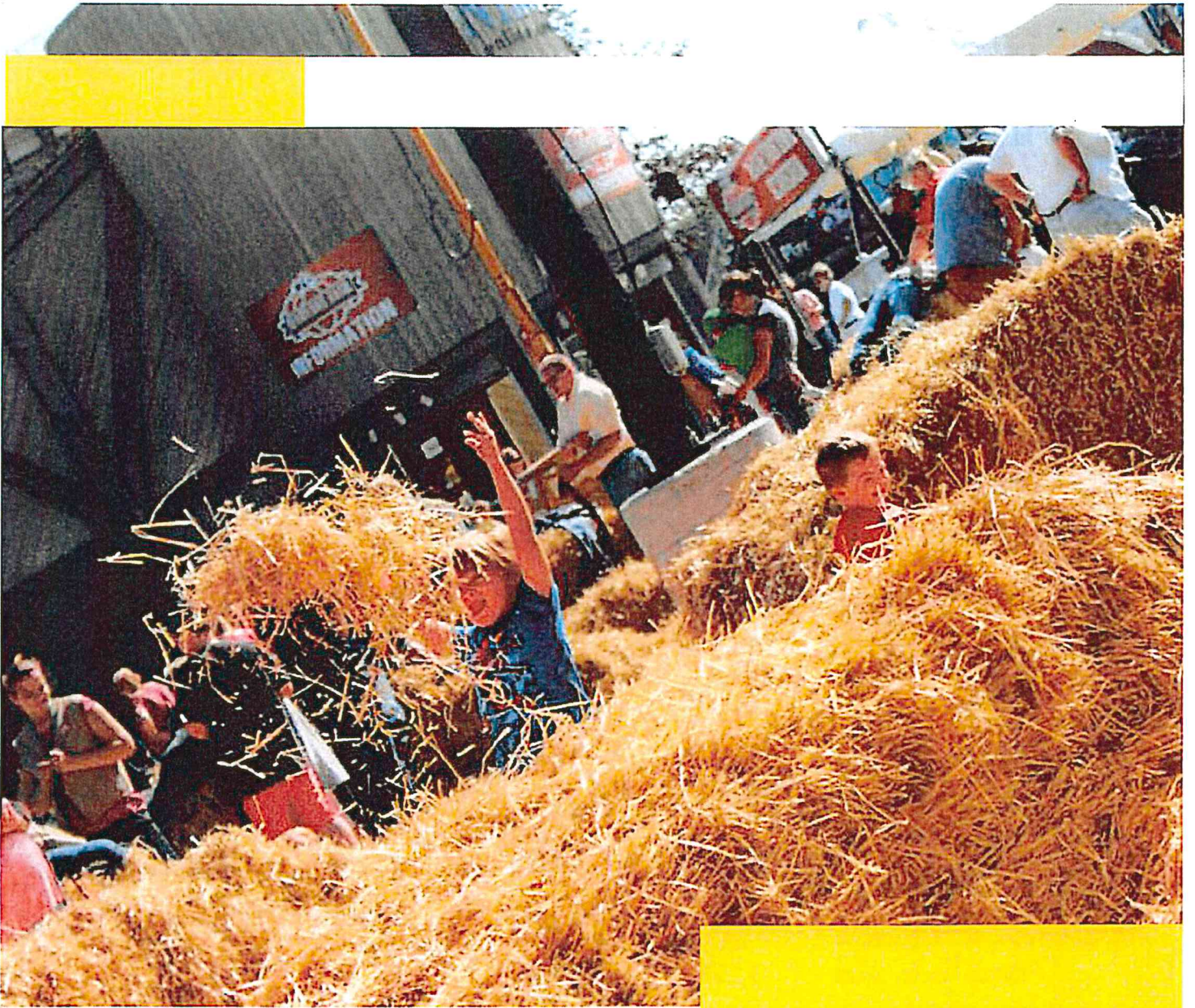


Year	Parking Number	Attendance Estimate	Increase
2012	7,832	46,992	
2013	9,263	55,578	8,586
2014	11,826	70,956	15,378

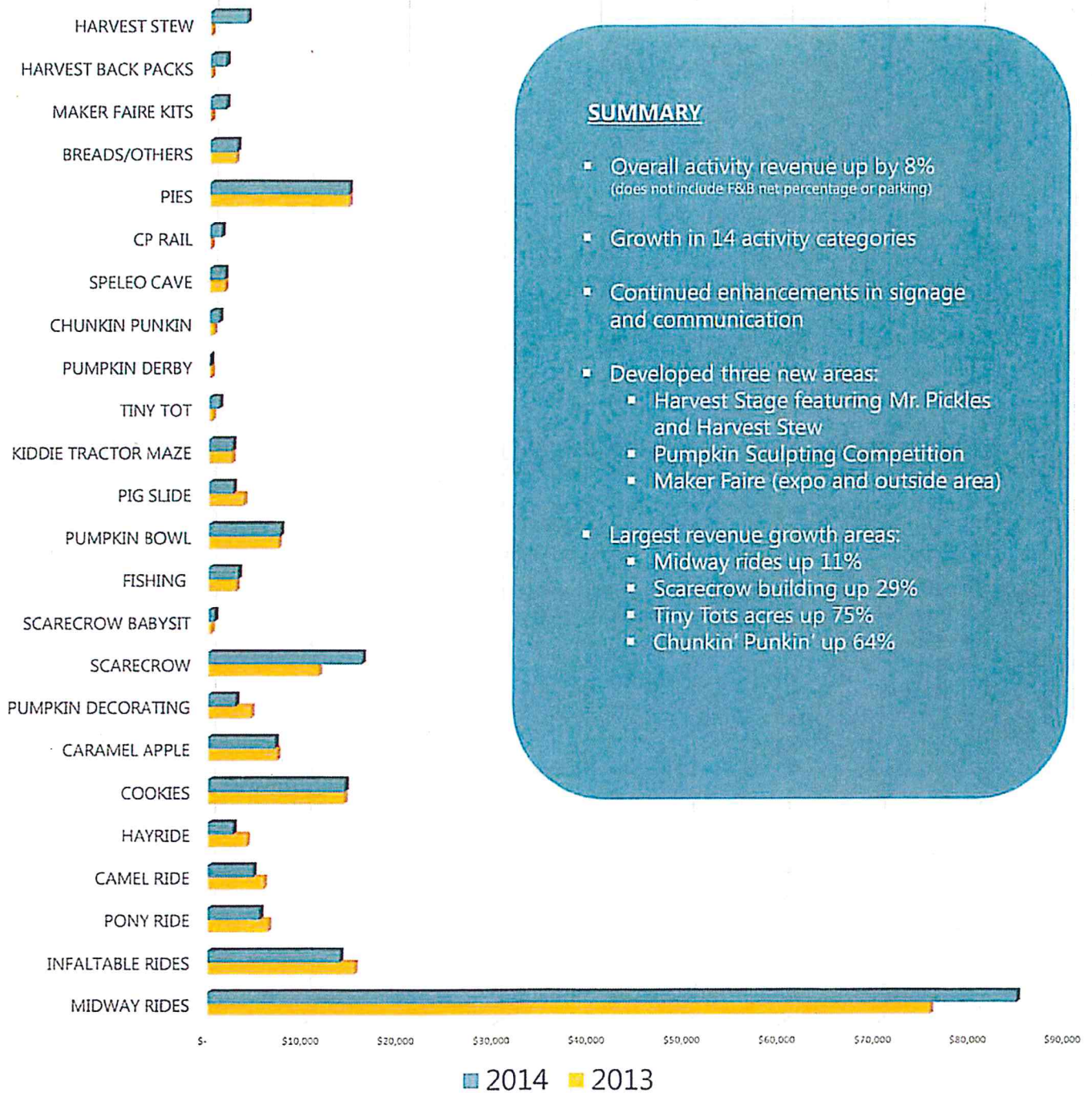
Harvest Fair Activities **2014**

ACTIVITY	2013	2014	DIFFERENCE
Midway Rides	\$75,425	\$84,638	\$ 9,213
Inflatable Rides	\$15,265	\$13,776	\$(1,489)
Pony Rides	\$ 6,250	\$ 5,400	\$ (850)
Camel Rides	\$ 5,785	\$ 4,695	\$(1,090)
Hay Rides	\$ 3,948	\$ 2,576	\$(1,372)
Cookies	\$14,195	\$14,267	\$ 72
Caramel Apple	\$ 7,145	\$ 6,958	\$ (187)
Pumpkin Decorating	\$ 4,374	\$ 2,799	\$(1,575)
Scarecrow	\$11,460	\$16,050	\$ 4,590
Scarecrow Babysit	\$ 220	\$ 558	\$ 338
Fishing	\$ 2,772	\$ 3,005	\$ 233
Pumpkin Bowl	\$ 7,176	\$ 7,460	\$ 284
Pig Slide	\$ 3,523	\$ 2,441	\$(1,082)
Kiddie Tractor Maze	\$ 2,295	\$ 2,363	\$ 68
Tiny Tot	\$ 249	\$ 988	\$ 739
Pumpkin Derby	\$ 100	\$ 20	\$ (80)
Chunkin Punkin'	\$ 336	\$ 930	\$ 594
Speleo Cave	\$ 1,435	\$ 1,430	\$ (5)
CP Rail	\$ -	\$ 1,142**	\$ 1,142**
Pies	\$14,425	\$14,440	\$ (15)
Breads/Others	\$ 2,549	\$ 2,707	\$ 158
Maker Faire Kits	\$ -	\$ 1,554	\$ 1,554
Harvest Back Packs	\$ -	\$ 1,555	\$ 1,555
Harvest Stew	\$ -	\$ 3,722	\$ 3,722
TOTALS:	\$178,927	\$195,474	\$16,547

*Figures do not include F&B net percentage or parking **CP Rail revenue goes towards Foundation



Harvest Fair Comparison 2014



SUMMARY

- Overall activity revenue up by 8% (does not include F&B net percentage or parking)
- Growth in 14 activity categories
- Continued enhancements in signage and communication
- Developed three new areas:
 - Harvest Stage featuring Mr. Pickles and Harvest Stew
 - Pumpkin Sculpting Competition
 - Maker Faire (expo and outside area)
- Largest revenue growth areas:
 - Midway rides up 11%
 - Scarecrow building up 29%
 - Tiny Tots acres up 75%
 - Chunkin' Punkin' up 64%

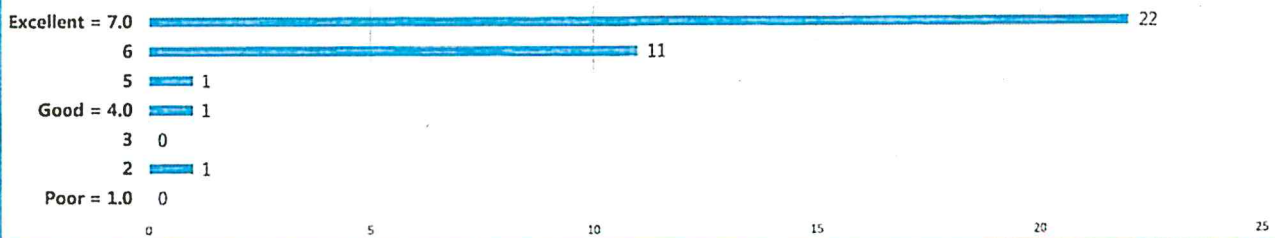


2014 Client Survey Results

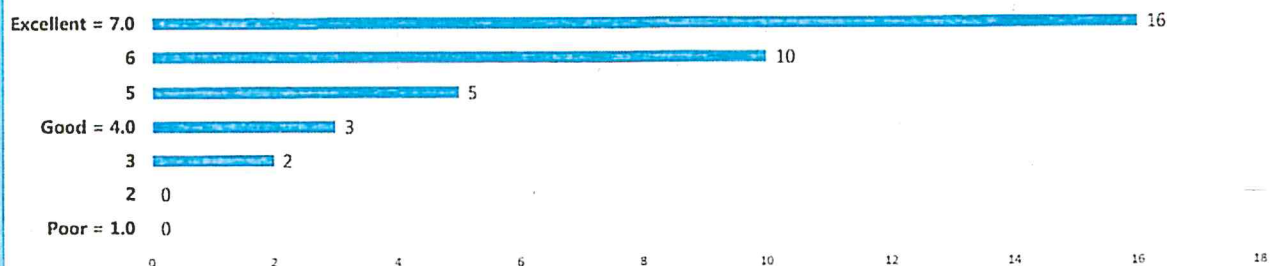
Survey Results on Overall Questions

- 36 client surveys completed (165 sent out)
- 92% of responders chose WSFP because they were repeat customers
- Average score on the overall rating of the quality of service received was a 6.4 out of 7.0
- 92% of responders said the park met their expectations (33 said yes out of the 36 that answered the question)
- 94% of responders said our staff made their group feel welcome (34 out of 36)
- 100% of responders said they felt safe at the park
- 97% of responders said they would use the park in the future as a result of their experience (35 out of 36)
- 97% of responders said they would recommend the park to others (35 out of 36)

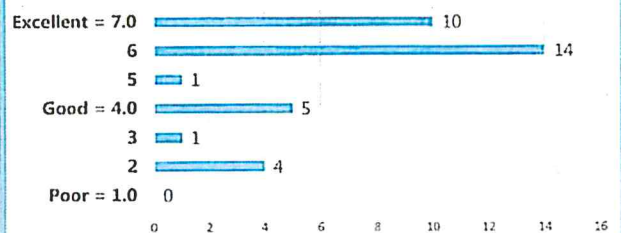
Overall rating of the quality of service received



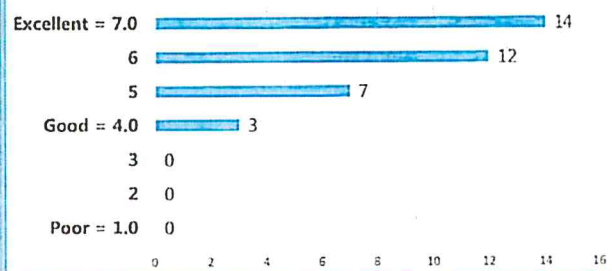
Overall rating of the quality of facilities



Overall impression of gate & parking operations



Overall Park cleanliness



Client Survey Results **2014**

Catering Services

Prompt & courteous service	Variety of menu selections	Quality of F&B
Average:	Average:	Average:
6.2 out of 7.0	5.8 out of 7.0	5.9 out of 7.0

Concessions Experience

Prompt & courteous service	Variety of menu selections	Quality of F&B
Average:	Average:	Average:
4.9 out of 7.0	4.8 out of 7.0	4.6 out of 7.0

Overnight Accommodations - Tommy G. Thompson Youth Center Dorms

Reservations	Check In/Out	Condition of Room	Condition of Beds	Condition of Linen Package
Average:	Average:	Average:	Average:	Average:
4.8 out of 7.0	5.8 out of 7.0	5.5 out of 7.0	5.3 out of 7.0	5.5 out of 7.0

Wisconsin State Fair Park Staff

Sales Rep	Event Mgr	Onsite Event Mgr / Asst Event Mgr	Event Services (room set-up, space cleaning, janitorial)	Exhibitor Services	Parking Services	Security Services	Box Office
Average:	Average:	Average:	Average:	Average:	Average:	Average:	Average:
6.2 out of 7.0	6.7 out of 7.0	6.6 out of 7.0	6.3 out of 7.0	6.4 out of 7.0	5.5 out of 7.0	6.1 out of 7.0	5.8 out of 7.0



2014 Survey Results: Facility & Service

Superior service
and venue.
We'll be back!
- Milwaukee
Career Expo

The Wisconsin
Exposition Center is the
perfect venue for our
event and the entire
event staff is second to
none in meeting our
needs.

- Milwaukee RV Show

We are excited to have the
event at your location
again. Without question, last
year's event was the
smoothest our event ever ran
due to your staff's execution
and attention to detail.

-WingFest Promoters

This facility fits
most any events
needs.

-Dierks Waukesha

Vendors all
appreciated the
free WiFi.

- Milwaukee RV
Show

The Wisconsin State Fair Park
is one of the most
recognizable locations in the
State. We don't have to
provide a map or address;
people know where it is, that
it is convenient to reach, and
it has a reputation of being a
quality good place to be.

- Milwaukee Boat Show

Both the scheduling and
contract arrangements were
done efficiently and everyone
we worked with has been
cordial and welcoming. We
were warmly welcomed as we
arrived at our meeting and
when we left at the end.

-Democratic Party Meeting

Survey Results: Our Staff 2014

IAN Heilmann is the BEST and totally understands our needs. He is available to me 24/7 and I appreciate it. He does everything in his power to make sure we are satisfied and safe.

-ASAW Summerfun Horse Shows

Along with the many positive physical attributes of this facility, **the most outstanding staff that anyone could hope for!**
-Dierks Meetings

MIKE Wanta has been consistent with providing his excellent customer service. And transferring his skills and knowledge to exhibitors who are exhibiting for the very first time. He is very hands on, and engaged. His staff models his spirit and excellent customer service. He has excellent follow up skills, and returns our calls and emails immediately. He is truly the reason for our company returning to the State Fair.

-MyCity MyBiz Event

TOM Eide is always willing to go above and beyond.

-Rummage-A-Rama

DENNIS Peach very helpful - quick to respond. ANDY Schmidt very helpful - answered all questions
-Millers at Milwaukee Vintage Indy Car Event

BRIAN was a pleasure to work with!
-Swim, Spa, Hot Tub, Sauna Show

BRIAN Wettlaufer once again was an outstanding event manager. Security (Wally, Jeanie) was excellent. CALEB was fantastic with last minute requests. Chef JEANNIE outdid herself (along with her staff) with a delicious lunch.
-Milwaukee Career Expo

IAN Heilmann, MIKE Wanta, CARLA Midthun. Kudos to these three for always making every effort to serve our needs each year. They are a big part of the reason we come back!
-WI Livestock Show Camp

We like the new PARKING people...very helpful for those who were new...very polite and respectful.

-Annual Plant Sale

Please recognize the following staff that were especially helpful:

CHERI Gravitter & SFP police

-Household Hazardous Waste Collection

JEFF in ticketing always provides us with ongoing attendance figures and comparisons
- Milwaukee RV Show

2014 Department Goals Achieved

New Events Held in 2014

- 100 days until the fair event – April
- ABCD Date with Plate Fundraiser – May
- WingFest - May
- Great Lakes Sport Car Club – June
- MakerFaire - September
- Ice Fishing & Winter Sports Expo - December

GOAL | Target high end fundraising events and more events in May/June

ABCD Date with a Plate Fundraiser was a successful event in May at the Fair Park.

We also hosted a Great Lakes Sport Car Club event in June and WingFest in May.

GOAL | Book new consumer and/or trade shows through direct sales

In December we hosted the Ice Fishing & Winter Sports Show at the Exposition Center. In addition, Woman Up! was held here in February.

GOAL | Utilize Ungerboeck's contract module to expedite contracts

All contracts are currently created thru Ungerboeck.

GOAL | Launch online exhibitor ePay system

Exhibitor ePay System was launched in December, allowing our exhibitors to order their utility services online via our website.

GOAL | Increase social media presence

Since creating a plan for the WSFP Facebook account in 2014, our page "likes" have since doubled. We now offer clients additional promotion through posts with pictures, links, and upcoming event details.

GOAL | Provide incentives to survey responders each month to increase submissions

Every month we drew a name from that month's survey submissions for a State Fair package. The response rate didn't increase a significant amount and a new incentive will be launched in 2015.

GOAL | Analyze Agricultural Events

We analyzed competition and our approach to rent, equipment, staffing and amenities. A recommendation is forthcoming in 2015.

GOAL | Continue improvements in parking & gate operations

Express lanes at Gates 1 & 5 were finished and we now have the ability to take credit cards at all gates.

We have continued communicating to our clients about the construction.

GOAL | Offer free Wi-Fi access in the Expo Center & Youth Center

Wi-Fi access is now free in the Expo Center & the Youth Center. We have received a number of positive responses regarding this change.

Department Goals:



New Events in 2015

- Brewcity Bruisers – February
- SaintA Meetings – February, June, October
- Dream. Explore. Build Trainings – March, May
- Gaming Hoopla – April
- Car Craft Summer Nationals – July
- Brick Fest Live LEGO Fan Festival – October

GOAL |

Land a large automotive hobby event

GOAL |

Partner with new hotel across Greenfield to drive events to State Fair Park

GOAL |

Continue to actively pursue new Speedway events

GOAL |

Pursue Ag complex events

GOAL |

Develop client portals in Ungerboeck

GOAL |

Continue to seek out new events for slower time periods

