

WISCONSIN STATE FAIR PARK

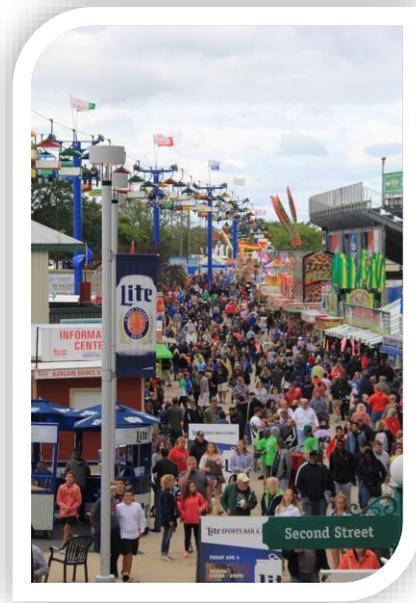


**Biennial Report FY16 – 17
July 1, 2015 – June 30, 2017**

Introduction

AGENCY DESCRIPTION

The Wisconsin State Fair Park 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 Fair Park, set Fair Park 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 promotional events on a year-round basis for the purpose of promoting agriculture, commercial, educational and recreational events, conferences, shows and exhibits.



Wisconsin State Fair Park is a year-round entertainment venue, which hosts activities, events, meetings and more throughout the four seasons. 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.

MISSION STATEMENTS

Wisconsin State Fair Park:

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.

Wisconsin State Fair:

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

The 2015 State Fair took place Thursday, Aug. 5 – Sunday, Aug. 15, and the 2016 State Fair took place Thursday, Aug. 4 – Sunday, Aug. 14. The Fair offers a unique experience to all who attend, featuring 30 FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, vendors and culinary delights.

For the most up-to-date information please visit WiStateFair.com or */WiStateFair* on [Facebook](https://www.facebook.com/WiStateFair), [Twitter](https://twitter.com/WiStateFair) and [Instagram](https://www.instagram.com/WiStateFair).



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Wisconsin State Fair Park Management

Kathleen O’Leary has served as Executive Director/CEO of Wisconsin State since October 2016. She has worked for Wisconsin State Fair Park for 20 years in various positions, including Interim CEO and Chief Operations Officer (COO).

Prior to serving as COO, O’Leary was both a manager and director in Marketing, Communications and Sponsorship, where she was responsible for growing sponsorship revenues at the Fair from less than \$400,000 in 1998 to more than \$2.5 million in recent years.

O’Leary was recently named one of the Business Journal’s Women of Influence in 2017. She has served on several committees and boards throughout her tenure at State Fair Park, include the Governor’s Council on Tourism Marketing Committee, as well as the Visit Milwaukee Board of Directors.

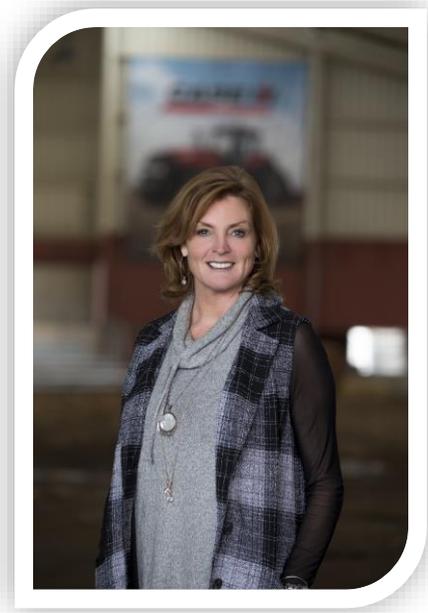
O’Leary has a Bachelor of Arts degree in Marketing & Journalism from the University of Wisconsin-Whitewater and holds a Certified Fair Executive (CFE) designation from the International Association of Fairs and Expositions (IAFE). She currently serves on the Board of Directors for the IAFE representing Zone 4, which includes four states and three Canadian provinces.

As Executive Director/CEO, O’Leary oversees a staff of nearly 50 full-time permanent employees, along with approximately 1700 part-time and seasonal employees during the annual Wisconsin State Fair. The Fair event has welcomed more than one million Fairgoers each year for the past five years, and State Fair Park hosts events throughout each year, with an operating budget of approximately \$23 million.

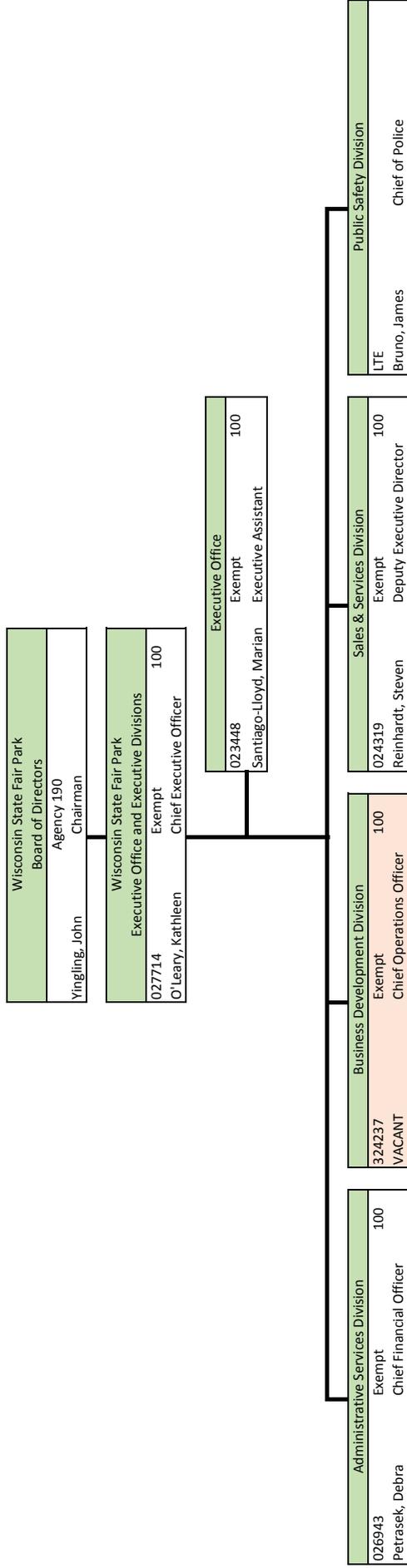
Steven Reinhardt serves as Deputy Executive Director. Reinhardt has more than 15 years of experience at State Fair Park having formerly served as Chief Services Officer (CSO) as well as Director of Vendor Services.

Debra Petrasek serves as Chief Financial Officer. Petrasek has been with State Fair Park for three years. Prior to that she worked as a Controller in the Manufacturing Industry. She is a Certified Public Accountant, holds a Master’s Degree in Science and Management, and is a member of the American Institute of CPAs (AICPA) and the Wisconsin Institute of CPAs (WICPA).

James Bruno has served as the Chief of Police for State Fair Park since 2013. He has been a member of the State Fair Park Police Department for 17 years and formerly served in the City of Greenfield Police Department, beginning in 1979.



Wisconsin State Fair Park Organizational Chart



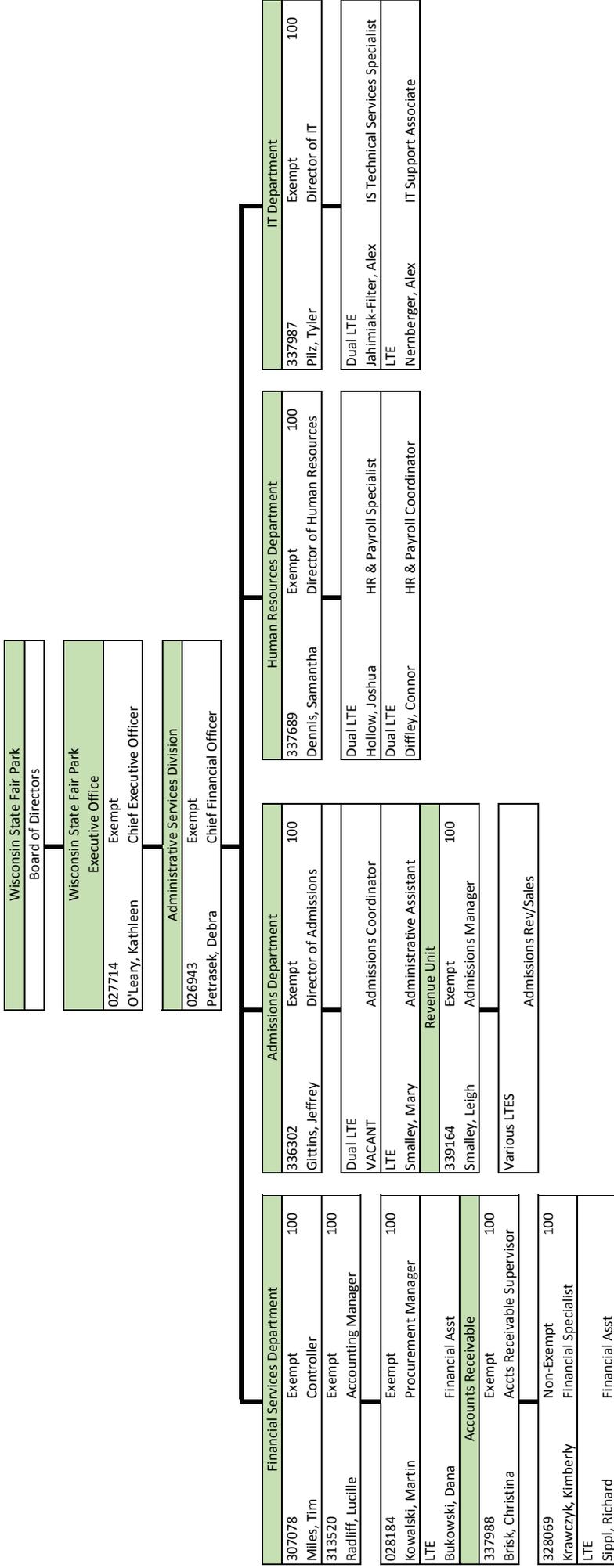
Permanent Positions: 4.00
 Vacant Permanent Positions: 1.00
 Exempt Positions: 5.00
 Non-Exempt Positions: 0.00

Agency Totals
 Total Permanent Positions at WSFP: 48.00
 Total Vacant Permanent Positions at WSFP: 3.00
 Total Exempt Positions at WSFP: 35.00
 Total Non-Exempt Positions at WSFP: 13.00

Each Box on Org Chart Contains:
 - Position Number for Permanent Positions or 'LTE' for LTE Positions
 - FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
 - FTE Percentage (ex: 100 = 100% Full-Time Equivalent Position)
 - Incumbent's Name (or Vacant if not filled)
 - Position Title

Last Updated 05/2017

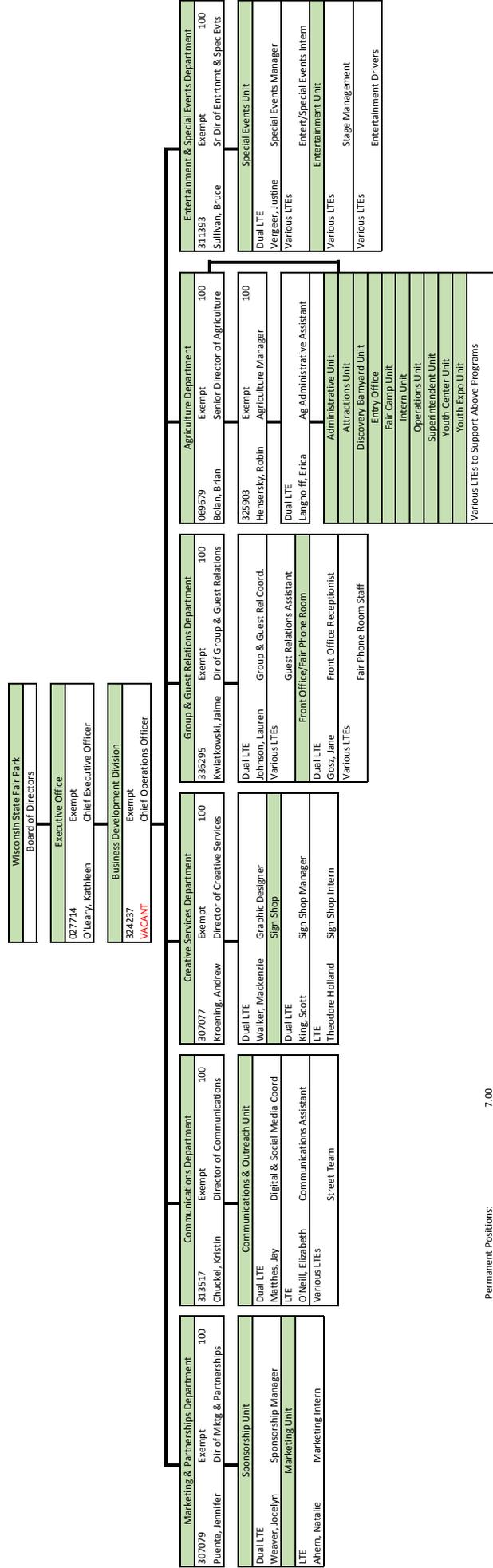
Wisconsin State Fair Park Organizational Chart



Permanent Positions: 9.00
 Vacant Permanent Positions: 0.00
 Exempt Positions: 8.00
 Non-Exempt Positions: 1.00

Each Box on Org Chart Contains:
 - Position Number for Permanent Positions or 'LTE' for LTE Positions
 - FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
 - FTE Percentage (ex: 100 = 100% Full-Time Equivalent Position)
 - Incumbent's Name (or Vacant if not filled)

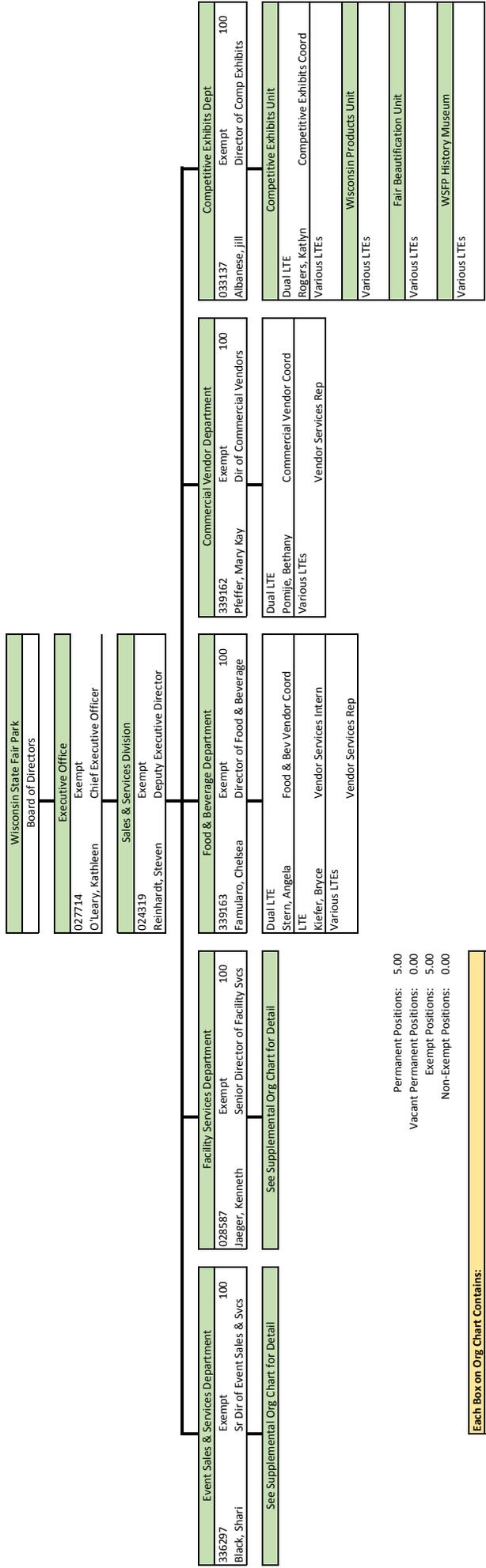
Wisconsin State Fair Park Organizational Chart



Permanent Positions: 7.00
 Vacant Permanent Positions: 1.00
 Exempt Positions: 7.00
 Non-Exempt Positions: 0.00

Each Box on Org Chart Contains:
 - Position Number for Permanent Positions or 'LTE' for LTE Positions
 - FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
 - FTE Percentage (ex: .100 = 100% Full-Time Equivalent Position)
 - Incumbent's Name (or Vacant if not filled)
 - Position Title

Wisconsin State Fair Park Organizational Chart

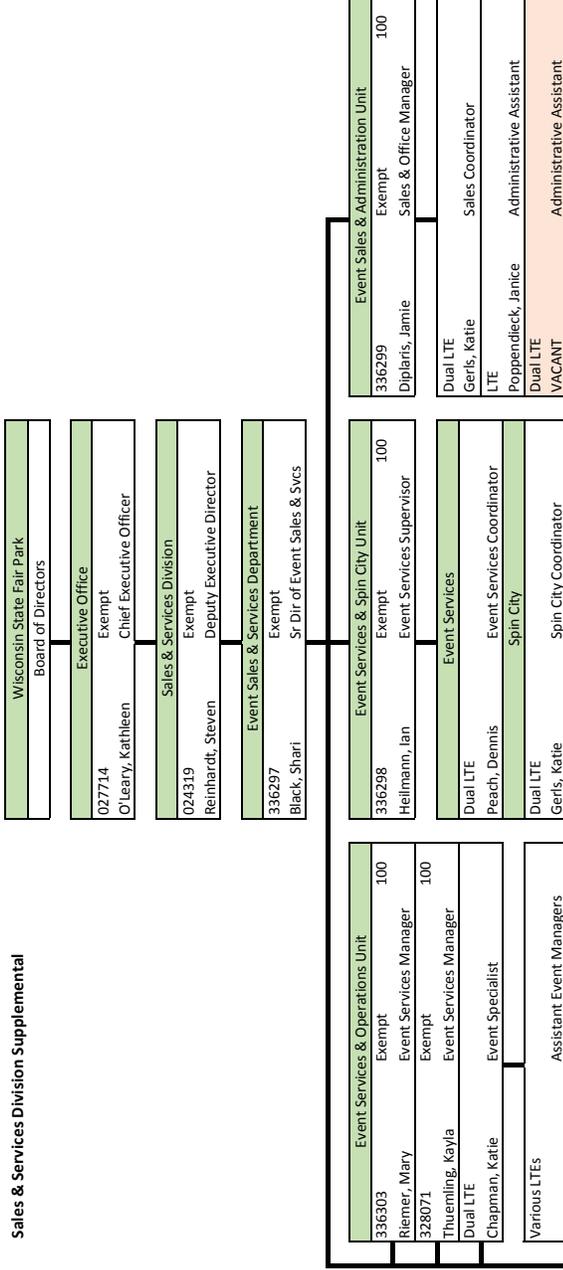


Permanent Positions: 5.00
 Vacant Permanent Positions: 0.00
 Exempt Positions: 5.00
 Non-Exempt Positions: 0.00

Each Box on Org Chart Contains:
 - Position Number for Permanent Positions or 'LTE' for LTE Positions
 - FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
 - FTE Percentage (ex: .100 = 100% Full-Time Equivalent Position)
 - Incumbent's Name (or Vacant if not filled)
 - Position Title

Wisconsin State Fair Park Organizational Chart

Sales & Services Division Supplemental



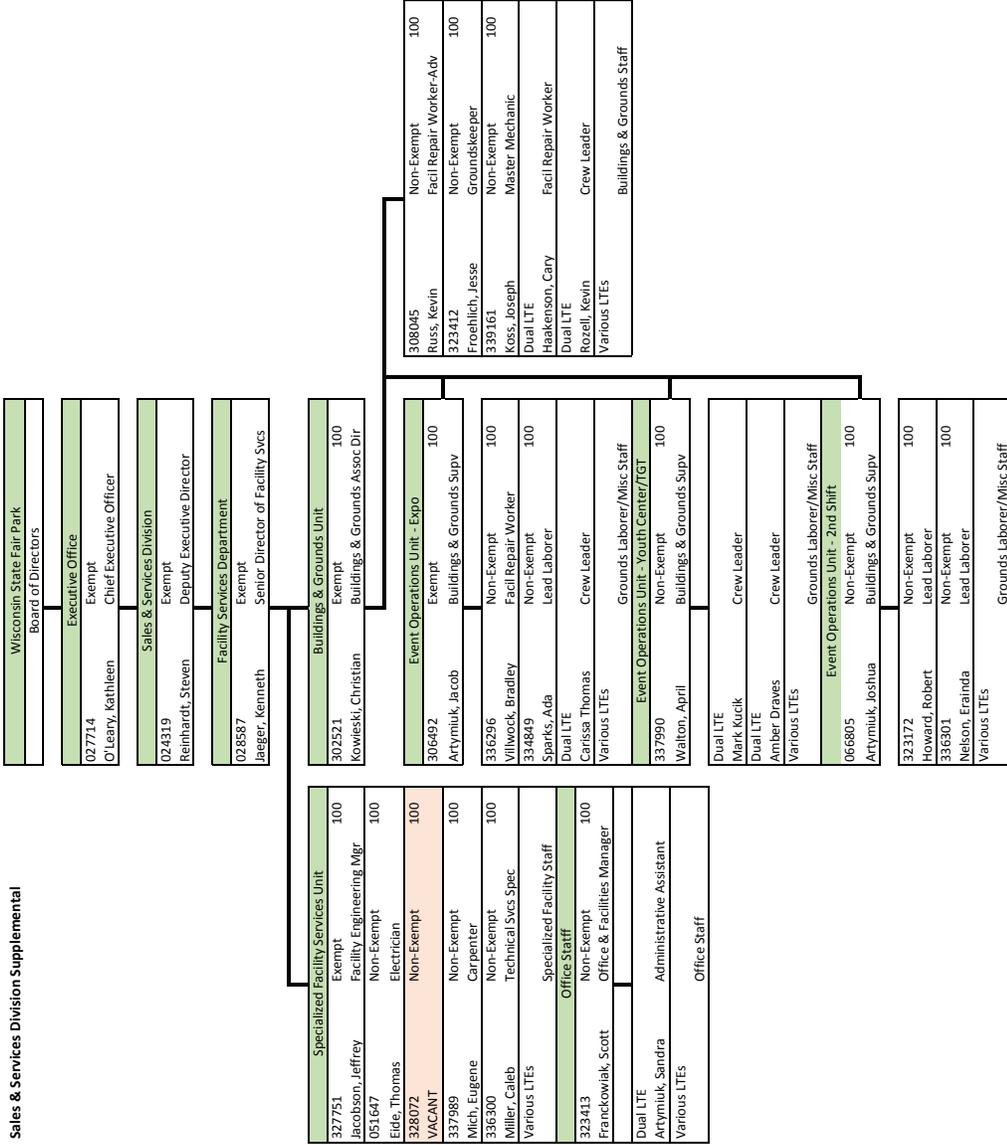
Permanent Positions: 5.00
 Vacant Permanent Positions: 1.00
 Exempt Positions: 5.00
 Non-Exempt Positions: 0.00

Each Box on Org Chart Contains:

- Position Number for Permanent Positions or 'LTE' for LTE Positions
- FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
- FTE Percentage (ex: 100 = 100% Full-Time Equivalent Position)
- Incumbent's Name (or Vacant, if not filled)
- Position Title

Wisconsin State Fair Park Organizational Chart

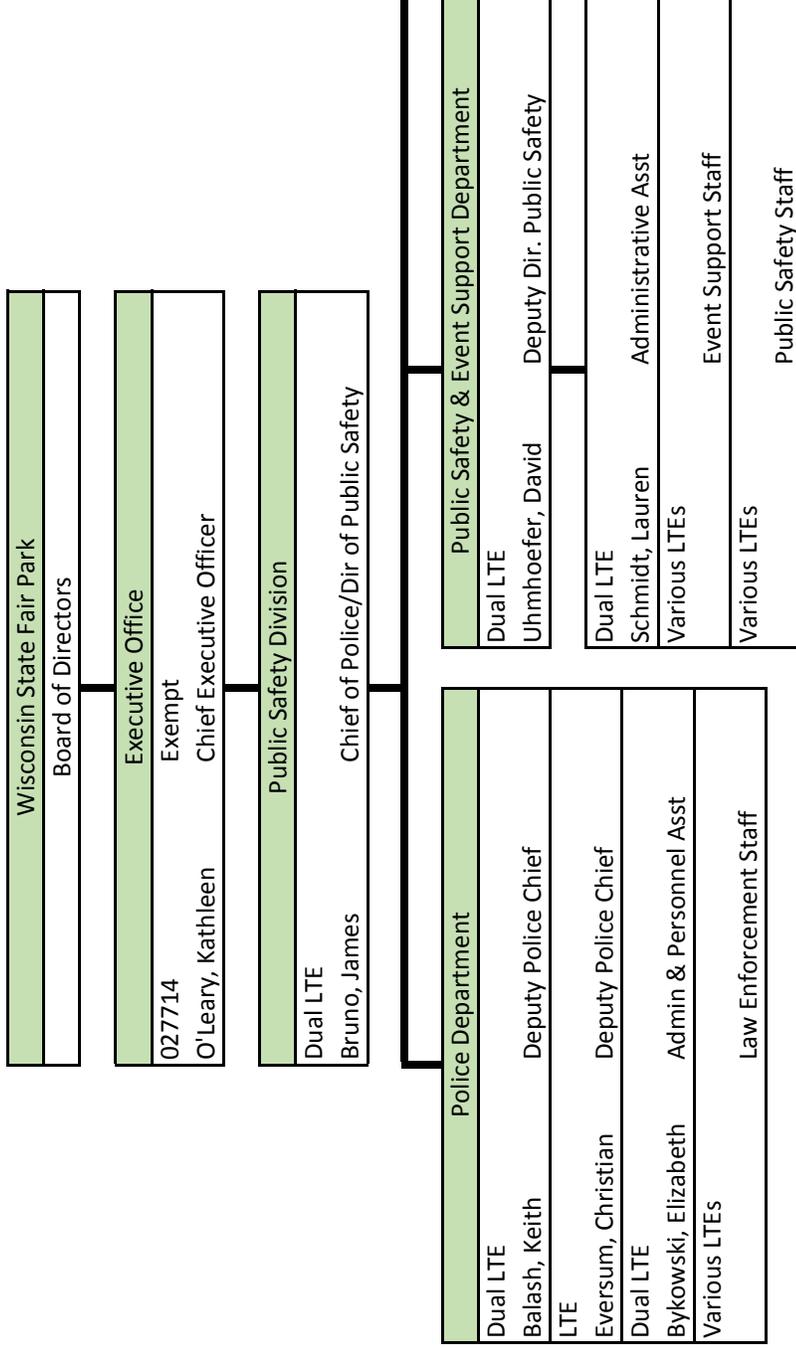
Sales & Services Division Supplemental



Vacant Permanent Positions: 1.00
 Exempt Positions: 3.00
 Non-Exempt Positions: 14.00

Each Box on Org Chart Contains:
 - Position Number for Permanent Positions or 'LTE' for LTE Positions
 - FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
 - FTE Percentage (ex: .100 = 100% Full-Time Equivalent Position)
 - Incumbent's Name (or Vacant if not filled)
 - Position Title

Wisconsin State Fair Park Organizational Chart



Permanent Positions: 0.00
 Vacant Permanent Positions: 0.00
 Exempt Positions: 0.00
 Non-Exempt Positions: 0.00

Each Box on Org Chart Contains:

- Position Number for Permanent Positions or 'LTE' for LTE Positions
- FLSA Status of Position (Exempt or Non-Exempt) for Permanent Positions
- FTE Percentage (ex: 100 = 100% Full-Time Equivalent Position)
- Incumbent's Name (or Vacant if not filled)
- Position Title

#REF!

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.

Program 1: State Fair Park

Goal: The Board of Director’s and staff priorities are to generate revenues that are sufficient to fund expenditures that are required to provide support and promotion for year-round events and to fund grounds and building improvements and maintenance project costs. State Fair Park will continue to promote low-cost, high-quality attractions and exhibits for the annual 11-day State Fair event which attracts over one million visitors. Other activities and events include operations of the Youth Center, RV Park, WI Exposition Center, Harvest Fair, racing events and multi-day promoter events held in various buildings and agricultural facilities at the Fair Park.

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

Objective/Activity: Implement strategies to manage expenditures and stay within approved agency budgets.



PERFORMANCE MEASURES

FY14-15 AND FY15-16 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal FY14-15	Actual FY14-15	Goal FY15-16	Actual FY15-16
1.	Generate revenues	\$ 19,400,000	\$ 20,537,273	\$ 21,100,000	\$ 22,000,159
1.	Manage expenditures	\$ 19,200,000	\$ 19,448,705	\$ 20,700,000	\$ 20,075,220
1.	Surplus/(Deficit)	\$ 200,000	\$ 1,088,568	\$ 400,000	\$ 1,924,939

Note: Data is based on fiscal year and includes Appropriation [1h/132] only. Goals reflect State Fair Park internal budgets.

FY16-17, FY17-18 AND FY18-19 GOALS

Prog. No.	Performance Measure	Goal FY16-17	Goal FY17-18	Goal FY18-19
1.	Generate revenues	\$ 21,100,000	\$ 21,200,000	\$ 21,300,000
1.	Manage expenditures	\$ 20,700,000	\$ 20,800,000	\$ 20,900,000
1.	Surplus/(Deficit)	\$ 400,000	\$ 400,000	\$ 400,000

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





YEAR IN REVIEW 2015

Event Services Department:
The year's facts & figures

Jocee Weaver
Events Specialist

The logo for the year 2015, with each digit rendered in a stylized, brush-stroke font. The '2' is green, the '0' is red and green, the '1' is green, and the '5' is black. The background is white with a green vertical bar on the left.

2015

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“2015 was another successful year for the ESD team and is a direct result of our dedicated individual efforts.”

Brian Wettlaufer
Sr. Event Services Manager

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 2015 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 2015 Revenue Snapshot

- \$ 4,303,600 = Non-Fair Events
- \$ 408,000 = RV Park Revenues
- \$ 251,000 = Harvest Fair Revenues (not including parking or F&B net sales)

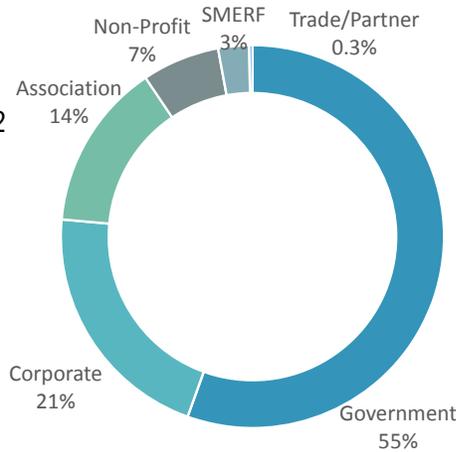
\$ 4.96 Million in 2015 (2014 = 4.75 Million)

2015 Event Data Details

Number of Events per CLASS

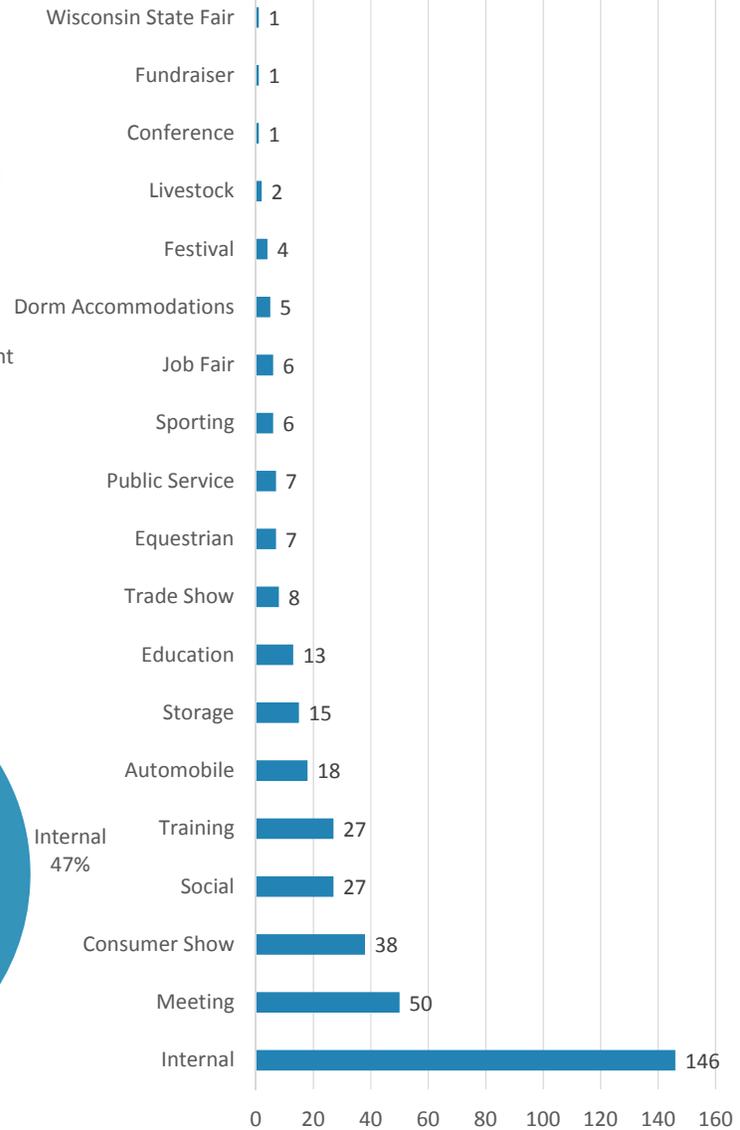
(Type of Organization Producing the Event)

- Governmental.....212
- Corporate.....80
- Association.....54
- Non-Profit.....25
- SMERF*.....10
- WSF Trade/Partner.....1
- TOTAL.....**382**



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

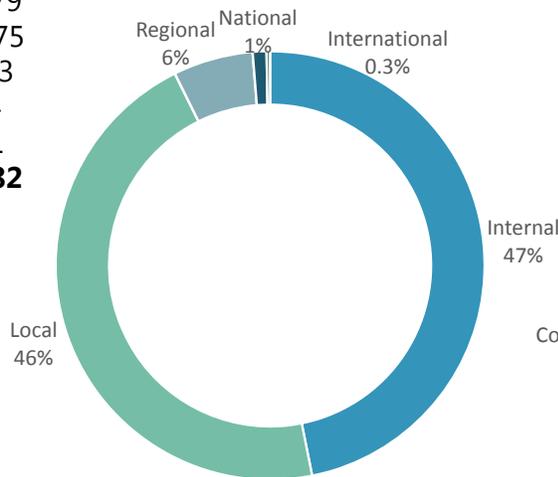
Number of Events per TYPE



Number of Events per CATEGORY

(Area Where the Attendees Travel From)

- Internal.....179
- Local.....175
- Regional.....23
- National.....4
- International.....1
- TOTAL.....**382**



of events in 2015:

382

Events designated with governmental class:

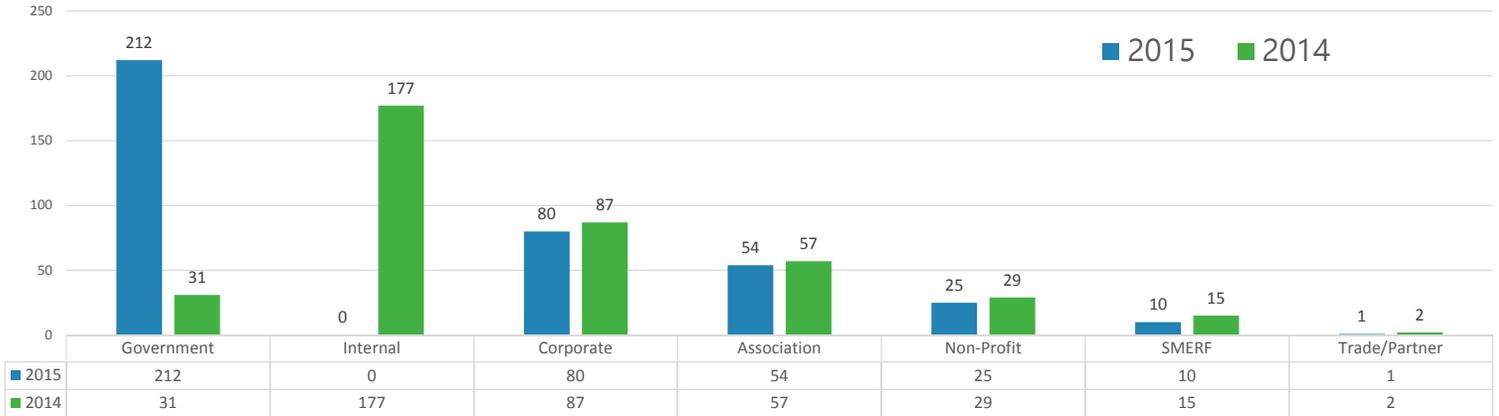
212

Events designated with local category:

175

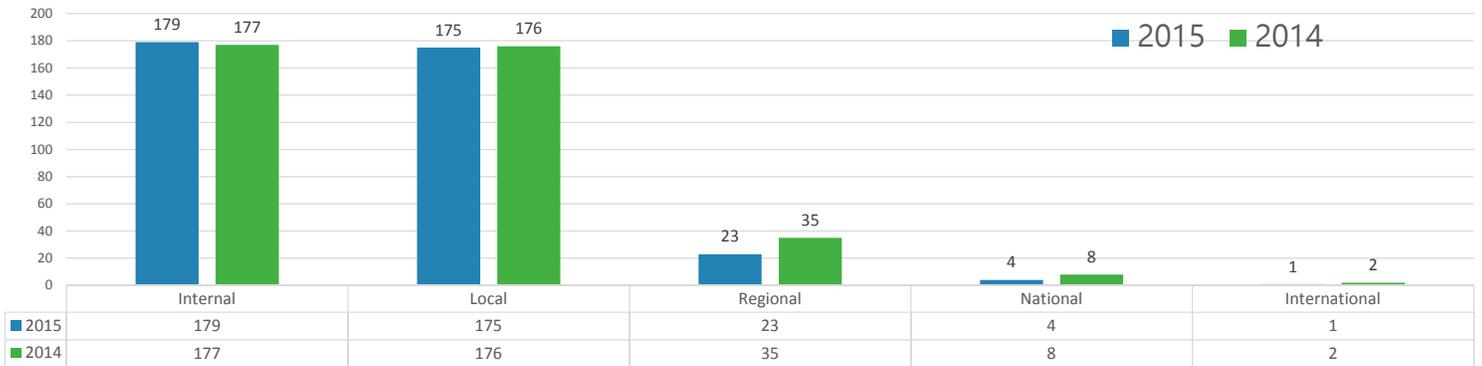
Year Over Year Comparison 2015

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

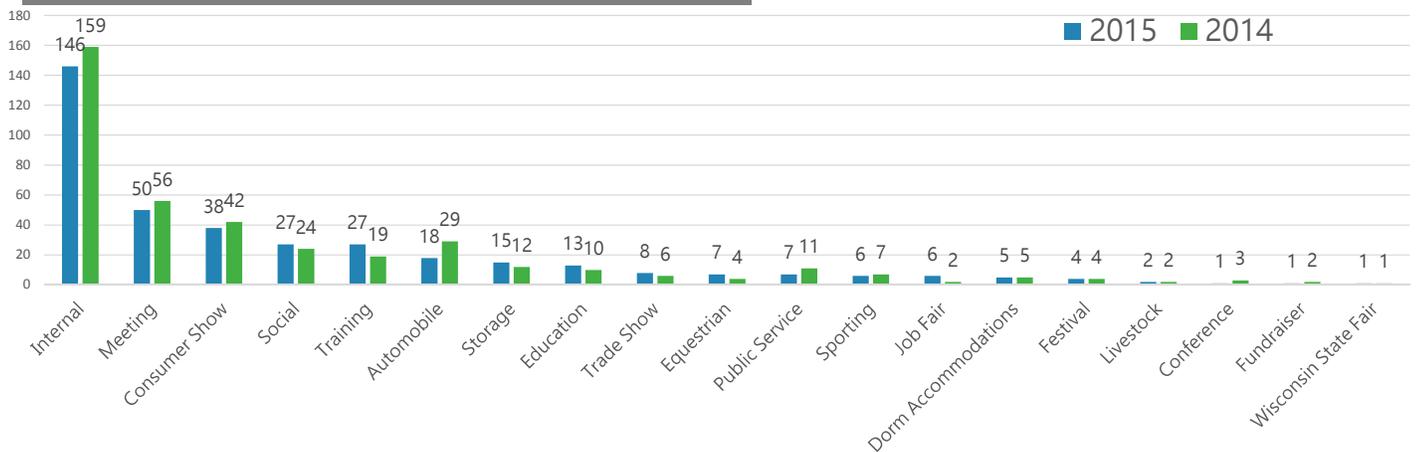


*In 2015, we placed all internal events in the government class
 **SMERF = Social, military, educational, religious and fraternal groups

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



Number of Events per TYPE



Meetings & Consumer Shows
 continued to be the largest type of event booked outside of internal events

Events with **Local** attendees trended high, followed by regional and then national, just like 2014

Government & Corporate organizations once again produced the most events here at WSFP



2015 Events Per Month



Year Over Year Comparison:

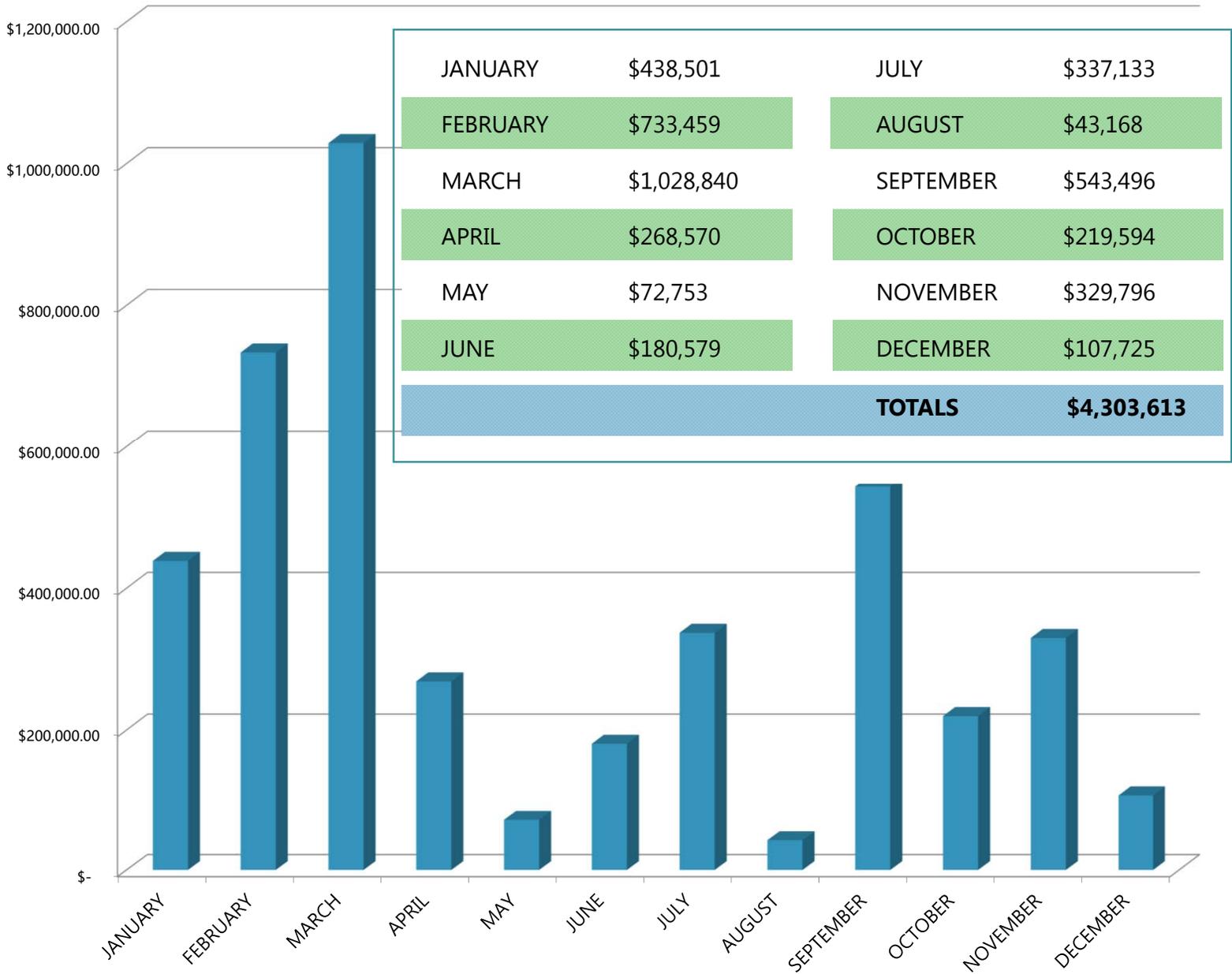
2012-2015



	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2015	22	34	25	29	45	52	40	20	25	44	22	24
2014	21	31	35	38	38	57	42	14	36	46	23	17
2013	21	30	25	40	35	46	50	19	42	37	16	23
2012	27	38	40	62	50	55	59	23	35	39	27	31

2015 Sales by Month

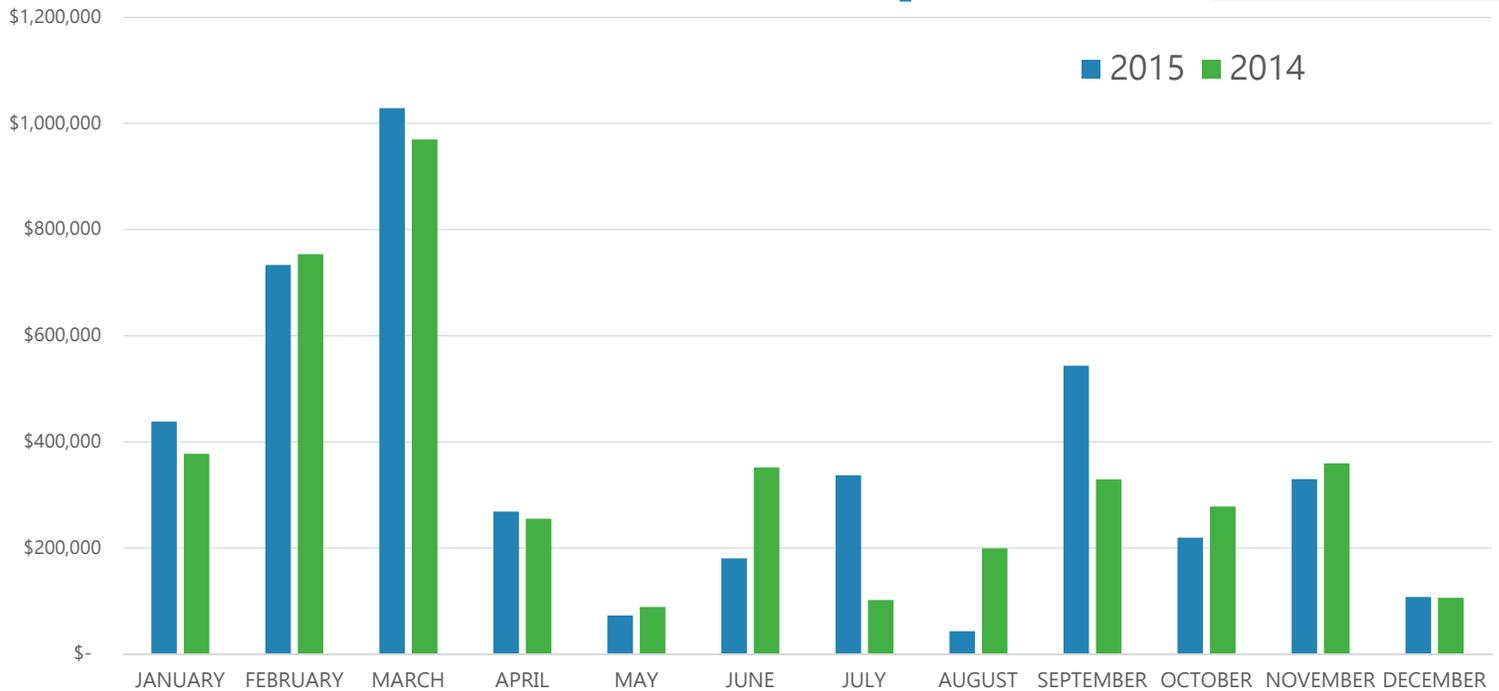
*Excludes State Fair, Harvest Fair & RV Park revenues



Numbers At A Glance

- Significant events that impacted the bottom line:
 - Wisconsin Manufacturing & Technology Expo is a bi-annual event held in October that took place in 2015
 - We had 16 new events in 2015
- Quarterly Revenues
 - Jan-March revenues up by \$100K
 - April-June down by (\$174K)
 - July-Sept up by \$293K
 - Oct-Dec revenues down by (\$87K)

Year Over Year Comparison 2015



MONTH	2014	2015	difference
JANUARY	\$377,558	\$438,501	\$60,942
FEBRUARY	\$753,383	\$733,459	(\$19,924)
MARCH	\$969,578	\$1,028,840	\$59,261
APRIL	\$255,188	\$268,570	\$13,382
MAY	\$88,804	\$72,753	(\$16,051)
JUNE**	\$351,740	\$180,579	(\$171,161)
JULY	\$101,997	\$337,133	\$235,136
AUGUST***	\$199,268	\$43,168	(\$156,100)
SEPTEMBER	\$329,127	\$543,496	\$214,368
OCTOBER	\$278,305	\$219,594	(\$58,711)
NOVEMBER	\$359,430	\$329,796	(\$29,634)
DECEMBER	\$106,183	\$107,725	\$1,543
TOTALS	\$4,170,561	\$4,303,613	\$133,052

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

**ARCA Fest was held in June 2014 and not in 2015

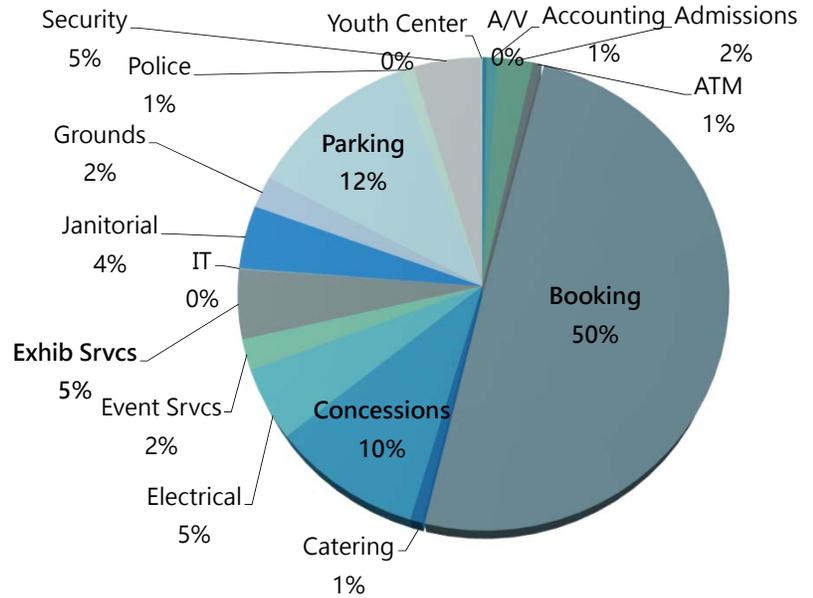
***IndyFest moved from August in 2014 to July in 2015

2015 Sales by Department

Numbers At A Glance

- Highest Grossing Departments:
 - ❖ Booking (50% of sales)
 - ❖ Parking (11.6% of sales)
 - ❖ Concessions (9.74% of sales)

- Total Revenue* = \$4,303,613
 *excludes State Fair, Harvest Fair, & RV Park Revenue

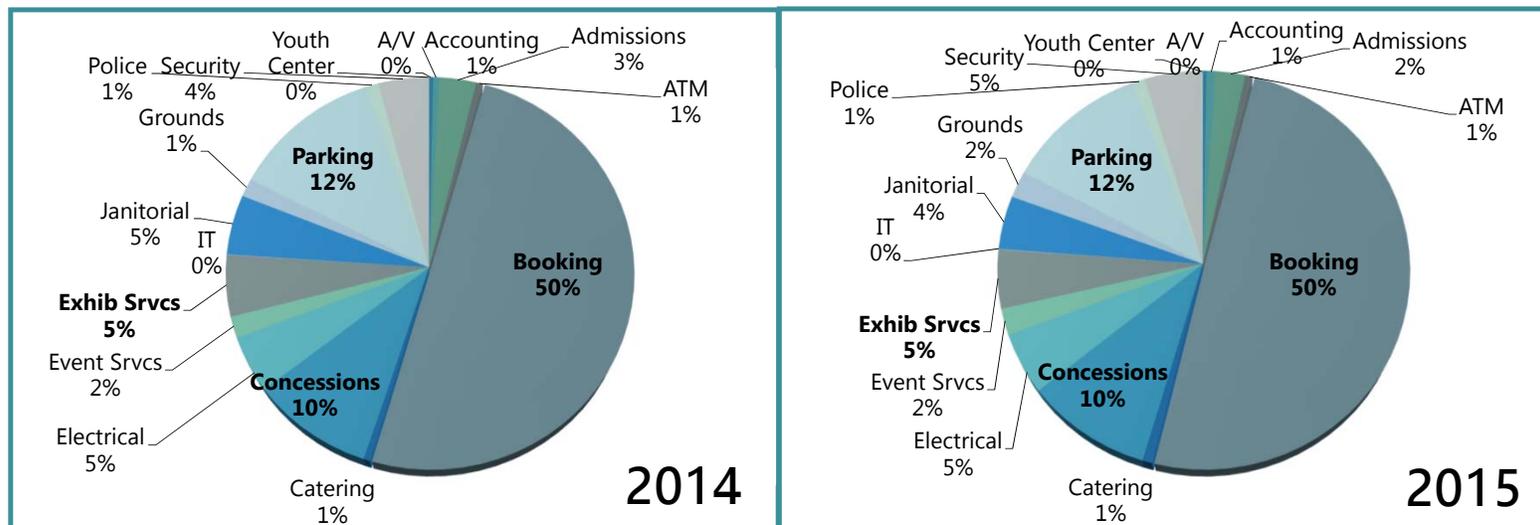


BOOKING	\$2,142,500	49.78%
A/V	\$12,279	0.29%
ACCOUNTING**	\$30,677	0.71%
ADMISSIONS	\$105,099	2.44%
ATM	\$26,043	0.61%
CATERING	\$32,960	0.77%
CONCESSIONS	\$419,058	9.74%
ELECTRICAL	\$212,776	4.94%
EVENT SERVICES	\$91,954	2.14%
EXHIBITOR SERVICES	\$203,496	4.73%
IT	\$3,070	0.07%
JANITORIAL	\$185,763	4.32%
GROUNDS	\$93,236	2.17%
PARKING	\$499,379	11.60%
POLICE	\$42,177	0.98%
SECURITY	\$196,867	4.57%
YOUTH CENTER	\$6,279	0.15%
TOTALS	\$4,303,613	100%

**Accounting is made up of taxes

Year Over Year Comparison 2015

*Figures exclude State Fair, Harvest Fair & RV Park revenues **Parking formula for our net reported different in 2014

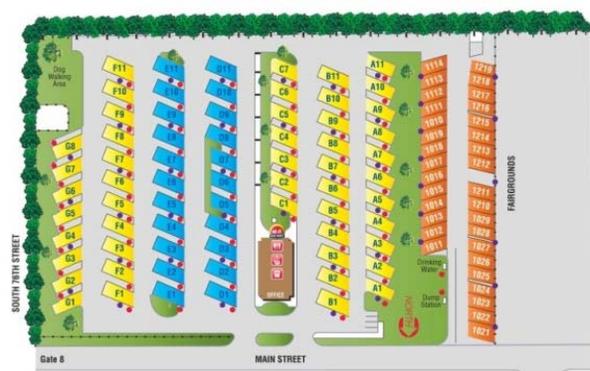


Department	2014	2015	difference	2014%	2015%
BOOKING	\$2,090,629	2,142,500	\$51,871	50.13%	49.78%
A/V	\$13,982	\$12,279	(\$1,703)	0.34%	0.29%
ACCOUNTING	\$20,943	\$30,677	\$9,734	0.50%	0.71%
ADMISSIONS	\$126,539	\$105,099	(\$21,440)	3.03%	2.44%
ATM	\$22,845	\$26,043	\$3,198	0.55%	0.61%
CATERING	\$21,092	\$32,960	\$11,868	0.51%	0.77%
CONCESSIONS	\$398,307	\$419,058	\$20,751	9.55%	9.74%
ELECTRICAL	\$192,818	\$212,776	\$19,958	4.62%	4.94%
EVENT SERVICES	\$73,464	\$91,954	\$18,491	1.76%	2.14%
EXHIBITOR SERVICES	\$209,359	\$203,496	(\$5,862)	5.02%	4.73%
IT	\$2,600	\$3,070	\$470	0.06%	0.07%
JANITORIAL	\$205,460	\$185,763	(\$19,697)	4.93%	4.32%
GROUND	\$61,768	\$93,236	\$31,468	1.48%	2.17%
PARKING**	\$515,110	\$499,379	(\$15,731)	12.35%	11.60%
POLICE	\$42,006	\$42,177	\$171	1.01%	0.98%
SECURITY	\$171,502	\$196,867	\$25,364	4.11%	4.57%
YOUTH CENTER	\$2,137	\$6,279	\$4,142	0.05%	0.15%
TOTALS*	\$4,170,561	\$4,303,613	\$133,052	100%	100%

2015 RV Park Overview



- Full Hookup (50 Amp)
- Seasonal
- Electric Only (20 & 30 Amp)
- Restrooms
- Showers
- Laundry
- Wi-Fi Hot Spot
- Electrical Outlet
- Sewer Connect



- 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 RV Park is a great place to work because our guests are some of the happiest people in the world.”

Eric Oliver
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
- \$408K in total revenue



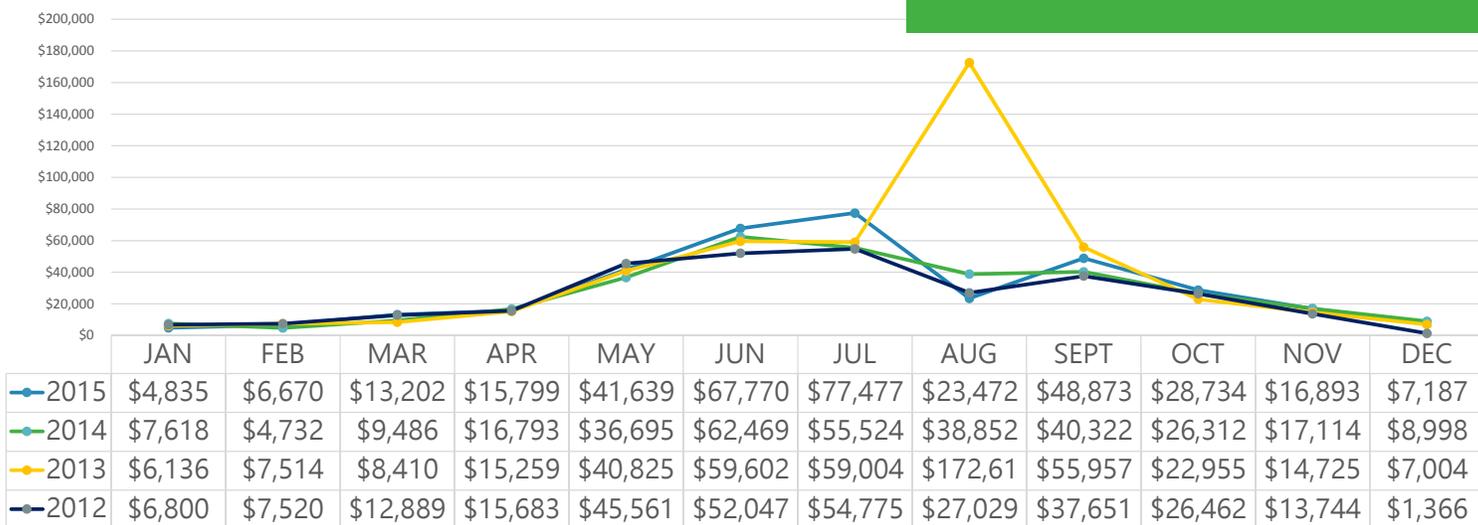
**Up by \$29K
year-over-year
(8% growth)**

2015 RV Park Monthly Sales*

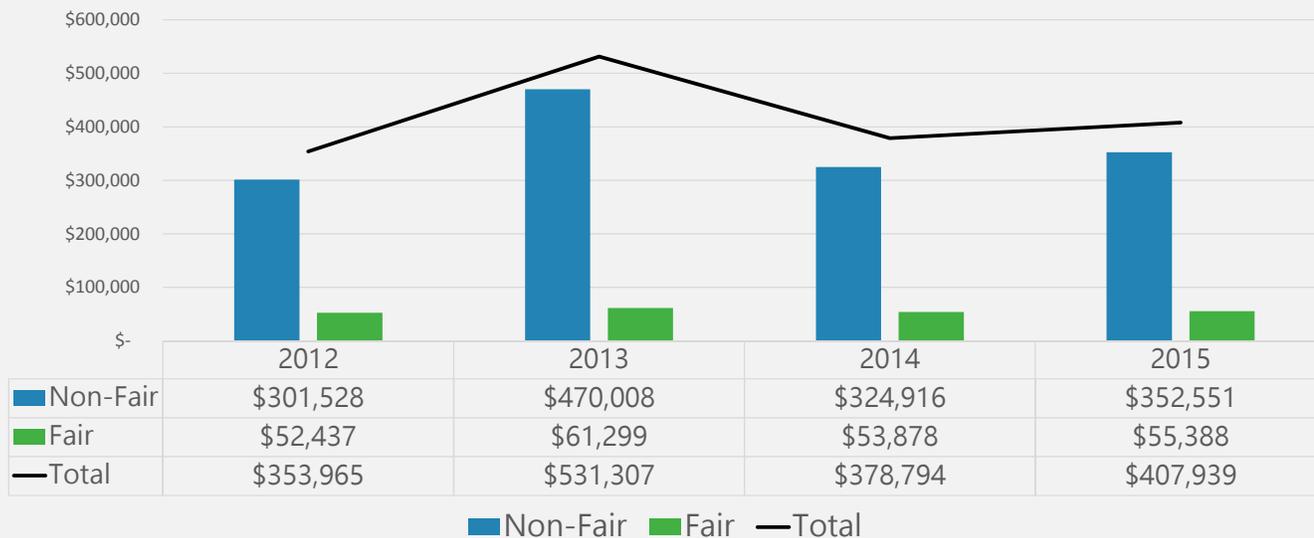
*Excludes RV Park revenues associated with the State Fair

JANUARY \$4,835	FEBRUARY \$6,670	MARCH \$13,202	APRIL \$15,799
MAY \$41,639	JUNE \$67,770	JULY \$77,477	AUGUST \$23,472
SEPTEMBER \$48,873	OCTOBER \$28,734	NOVEMBER \$16,893	DECEMBER \$7,187

Year Over Year Comparison: 2012-2015



*Excludes RV Park Revenues associated with the State Fair
 **In 2013 Harley's 110th Anniversary occurred in August





Harvest Fair



Thousands of families 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!

New Title Sponsor:
Meijer

F&B
SALES



in 2015 by

15K

+

\$8K

in flat rate
contracts

\$528K

Gross F&B Total

\$46K

in Sponsorship
Revenue

\$78,472

increase in activity sales
in just three years



11%

increase in estimated
Harvest Fair attendance



"Harvest Fair, the traditional end of the summer festival season, continues to delight families from all over the state and Northern Illinois. Our new collaboration with the Betty Brinn Children's Museum's Maker Faire® has enhanced the overall Harvest Fair experience with its blend of unique exhibits and hands-on activities. This partnership has proven its ability to draw a new and diverse audience to Wisconsin State Fair Park."

Cheri Gravitter
Event Services Event Manager

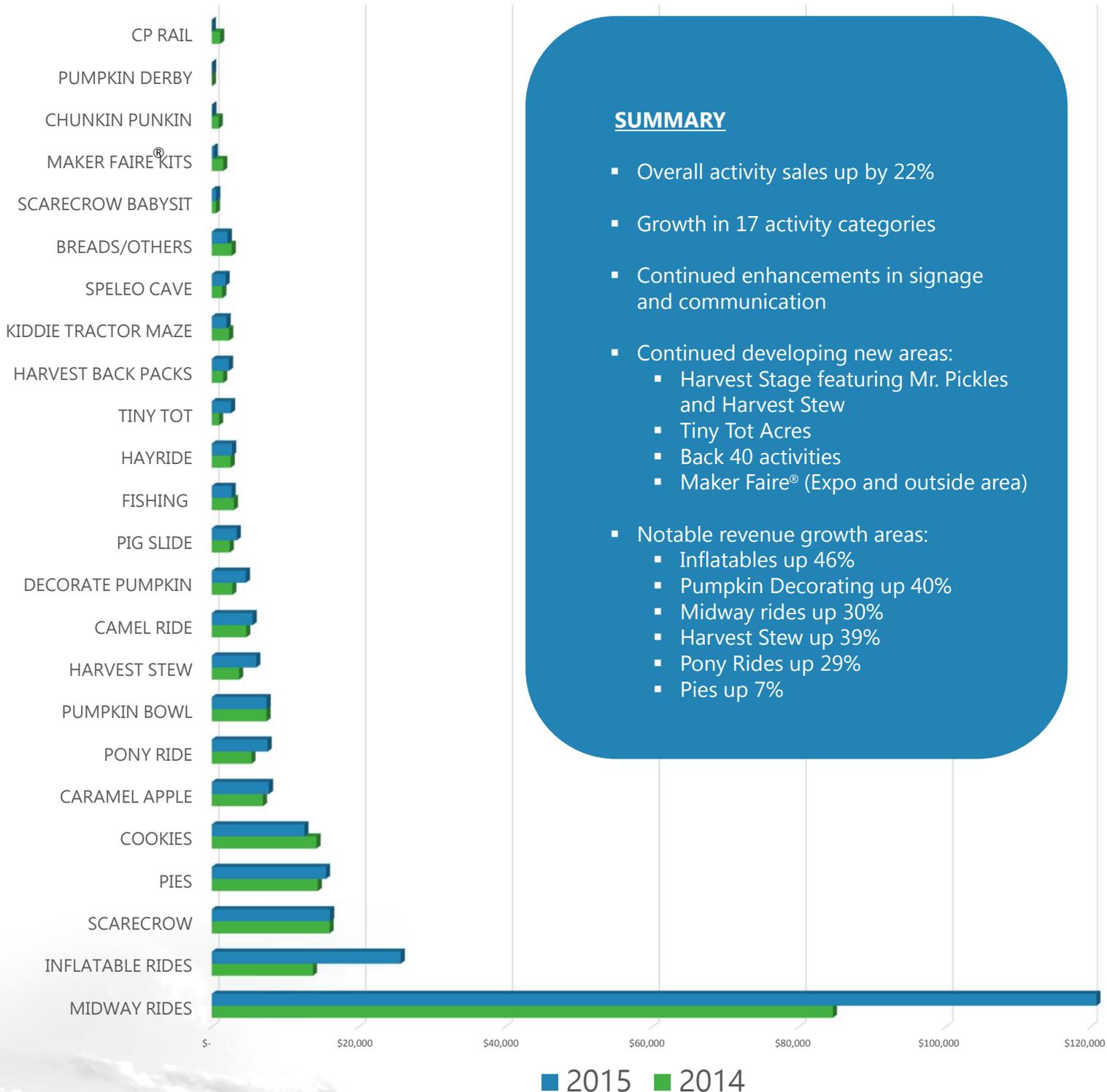


Harvest Fair Activities **2015**

ACTIVITY	2014	2015	DIFFERENCE
Midway Rides	\$84,638	\$120,872	\$ 36,234
Inflatable Rides	\$13,776	\$25,748	\$ 11,972
Scarecrow	\$16,050	\$16,125	\$ 75
Pies	\$14,440	\$15,558	\$ 1,118
Cookies	\$14,267	\$12,617	\$ (1,650)
Caramel Apple	\$ 6,958	\$ 7,789	\$ 831
Pony Rides	\$ 5,400	\$ 7,605	\$ 2,205
Pumpkin Bowl	\$ 7,460	\$ 7,463	\$ 3
Harvest Stew	\$ 3,722	\$ 6,059	\$ 2,337
Camel Rides	\$ 4,695	\$ 5,565	\$ 870
Pumpkin Decorating	\$ 2,799	\$ 4,649	\$ 1,850
Pig Slide	\$ 2,441	\$ 3,397	\$ 956
Hay Rides	\$ 2,576	\$ 2,764	\$ 188
Fishing	\$ 3,005	\$ 2,704	\$ (301)
Tiny Tot	\$ 988	\$ 2,622	\$ 1,634
Harvest Back Packs	\$ 1,555	\$ 2,345	\$ 790
Kiddie Tractor Maze	\$ 2,363	\$ 2,012	\$ (351)
Speleo Cave	\$ 1,430	\$ 1,871	\$ 441
Breads/Others	\$ 2,707	\$ 2,174	\$ (533)
Scarecrow Babysit	\$ 558	\$ 601	\$ 43
Maker Faire® Kits	\$ 1,554	\$ 269	\$ (1,285)
Chunkin' Punkin'	\$ 930	\$ 81	\$ (849)
Pumpkin Derby	\$ 20	\$ 40	\$ 20
CP Rail	\$ 1,142	\$ 0	\$ (1,142)
TOTALS*:	\$195,474	\$250,930	\$55,456

*Figures do not include F&B net percentage or parking

Harvest Fair Comparison 2015



SUMMARY

- Overall activity sales up by 22%
- Growth in 17 activity categories
- Continued enhancements in signage and communication
- Continued developing new areas:
 - Harvest Stage featuring Mr. Pickles and Harvest Stew
 - Tiny Tot Acres
 - Back 40 activities
 - Maker Faire® (Expo and outside area)
- Notable revenue growth areas:
 - Inflatables up 46%
 - Pumpkin Decorating up 40%
 - Midway rides up 30%
 - Harvest Stew up 39%
 - Pony Rides up 29%
 - Pies up 7%

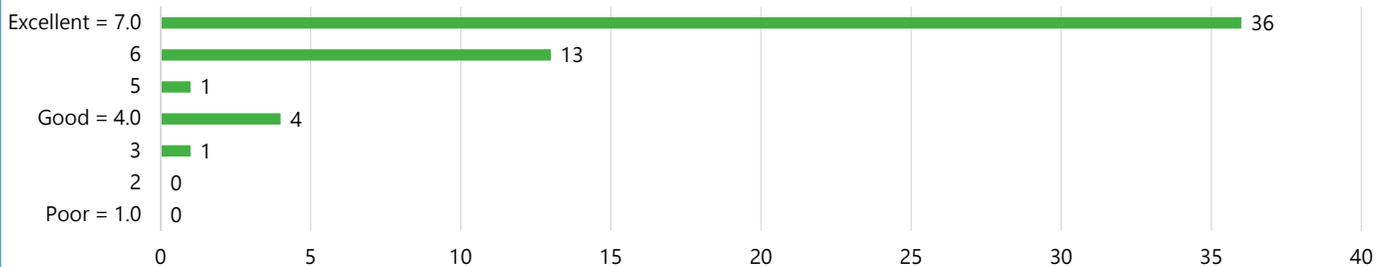


2015 Client Survey Results

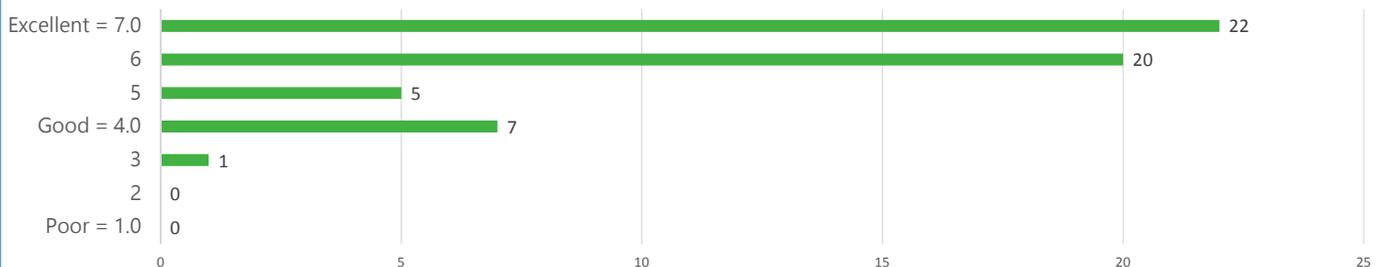
Survey Results on Overall Questions: On par or slightly up from 2014 across the board

- 55 client surveys completed (157 sent out)
- 87% of responders chose WSFP because they were repeat customers, 7% were referrals, and 5% were from the web site
- Average score on the overall rating of the quality of service received was a 6.44 out of 7.0 (up slightly from 2014)
- 93% of responders said the park met their expectations (51 said yes out of the 55 that answered the question)
- 98% of responders said our staff made their group feel welcome (54 out of 55)
- 98% of responders said they felt safe at the park (54 out of 55)
- 100% of responders said they would use the park in the future as a result of their experience
- 98% of responders said they would recommend the park to others (54 out of 55)

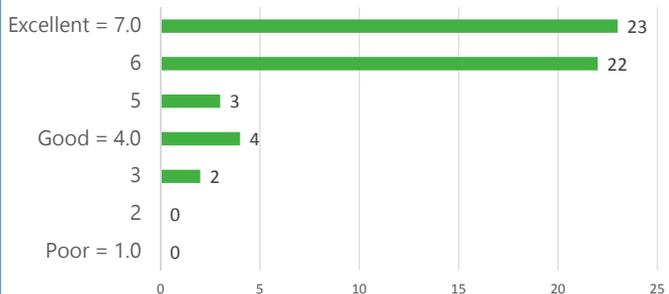
Overall Rating of the Quality of Service Received



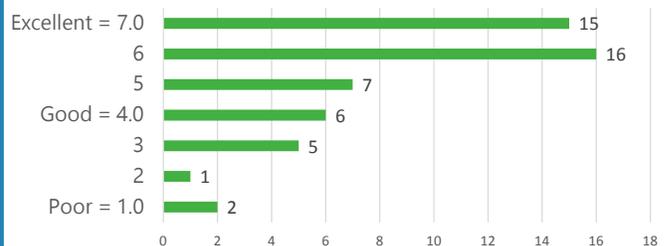
Overall Rating of the Quality of Facilities



Overall Park Cleanliness



Overall Impression of Gate & Parking Operations



Client Survey Results 2015

Catering Services*

Prompt & courteous service	Variety of menu selections	Quality of F&B
Average:	Average:	Average:
5.9 out of 7.0	5.5 out of 7.0	5.5 out of 7.0

Concessions Experience*

Prompt & courteous service	Variety of menu selections	Quality of F&B
Average:	Average:	Average:
5.6 out of 7.0	4.6 out of 7.0	4.7 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:
5.8 out of 7.0	6.0 out of 7.0	5.2 out of 7.0	5.3 out of 7.0	4.5 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:
6.6 out of 7.0	6.8 out of 7.0	6.8 out of 7.0	6.4 out of 7.0	6.3 out of 7.0	5.3 out of 7.0	6.3 out of 7.0	6.3 out of 7.0

*The caterer and concessionaire named on the majority of the returned surveys was SportService



2015 Survey Results: Facility & Service

I have been doing events here for over 28 years and you can not find a better location in the Milwaukee area to put on an event. The staff and crew that work with you on your event take it to heart and you feel they are like family. There are not the hidden faults, problems or odd challenges as at other facilities around the United States. State Fair Park is upfront, honest, and hard working plus the building is very easy to do events at.

- Wonderful World of Weddings

Twenty-six years at the Park and looking forward to another twenty-six.

- Snowmobile USA Show

The staff at State Fair Park is truly professional with many years of experience. They are dedicated to making their events as successful as possible from their end.....and I never hear a complaint.

- Milwaukee Boat Show

If you have an opportunity to do an event at State Fair Park, do it. The staff is incredibly friendly, helpful, responsive and are willing to do everything they can to help you make your event a big success!

- V100.7 Family Affair Expo

The WI Expo Center is a very well run and well kept facility. They have accommodated our show for years and we have always been impressed by their ability to work with us and our needs. The Woodworking Shows would highly recommend other exhibitions see if the Exposition Center could be the next venue you use for your event.

- The Milwaukee Woodworking Show

If you are looking for a perfect spot to showcase food products, have seminars, multiple rooms, Tommy Thompson Center is where you need to be!

- Dierks Sales Meeting

WSFP met all my needs for the largest golf show in WI. Their staff was very friendly and helpful throughout the entire process.

- Greater Milwaukee Golf Show

It is an honor for racers to be able to utilize the Milwaukee Mile. Many memories have been made. And new memories continue to be made by all new entries!

- The Milwaukee Mile Road Race Challenge

Survey Results: Our Staff 2015

Mike Wanta went above and beyond to make sure our event went off without a hitch. Each of the desk staff at the Youth Center was also very helpful with any questions that we had. The **parking** staff introduced themselves and went over our parking needs with us too. **Carla** Midthun and **Sue** O'Neill were both extremely helpful and communicative during the entire rental and paperwork process.

- Gaming Hoopla

Park staff **ALWAYS** goes above and beyond. We feel like family when we are there.

- Just Between Friends

Cheri was a delight to work with and a great communicator!

- Tour of America's Dairyland

Ian Heilmann is a rock star

- World of Wheels

Brian is always a pleasure to work with! **Mr. Peach** was also great and accommodating!

- Workforce Career & Internship Fair

Ian is always the best! He is invaluable. His ability to remain calm and collected is priceless.

- Great Lakes Pet Expo

Cheri Gravitter provided prompt reaction to the show's needs

- CONEX

I have always enjoyed working with **Carla and Mike**. I look forward to each year knowing we will be fine in their hands!!!! They are an exemplary team of wonderful people.

-WELS Summer Band Camp

Security team is like having family: **Fred, Jeanie, Jean & Dale, Walter and Steve** are great and so are the others I did not mention.

Ian is wonderful due to his going way above and beyond his role and keeps in touch all year with ideas for the Wedding Show. **Todd** is always great and **April** was especially helpful this year.

- Wonderful World of Weddings

I am afraid of leaving someone out, but **Fred, Wally & Steve** stand out in Security, **Caleb** with services and, of course, **Brian** as our major contact. **Dennis** was excellent as a new addition....but didn't seem new. I hope to see him next year.

- Milwaukee Boat Show

2015 Department Goals Achieved

New Events Held in 2015

- The Brewcity Bruisers Interleague Bout – February
- Quality Parenting Initiative – February (2 events)
- SaintA Child Welfare All Staff Meeting – February, June, and October
- Dream.Explore.Build – Etiquette Boot Camp – March and May
- Gaming Hoopla – April
- Leaders by Heart with Dr. Lew Sterrett – June and October
- H.O.P.E Fest – June
- Tour of America's Dairyland – June
- Meijer Mass Hire - June
- 2015 Car Craft Summer Nationals - July
- Direct Supply 30th Anniversary Event – September
- UW-Extension Metro Counties Professional Development Symposium – September
- Harley-Davidson Museum Legends and Lakes Road Tour - September
- Brick Fest Live LEGO® Fan Festival - October
- Rummage n Rarities – October and December
- Milwaukee Hmong New Year - December

GOAL I

Land a large automotive hobby event

We held Car Craft Summer Nationals in July at the Fair Park.

GOAL I

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

The Hampton Inn & Suites opened in November. Show promoters and exhibitors have been utilizing these facilities with overall positive feedback.

GOAL I

Continue to actively pursue new Speedway events

Winter Autocross and Motovid were contracted for 2016.

GOAL I

Pursue Ag complex events

Clinton Anderson Walkabout Tour was added for July 2016.

GOAL I

Develop client portals in Ungerboeck

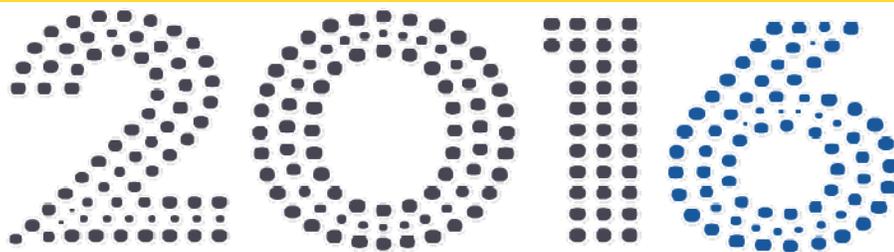
This technology was launched in the third quarter for exhibition managers. The portal for venue managers is currently in the pipeline and is scheduled to be released later in 2016.

GOAL I

Continue to seek out new events for slower time periods

We continue to seek out new events of all types during the slower months. In particular, we hope to drive corporate parties and ethnic events to the Fair Park.

Department Goals:



New Events Booked for 2016

- Metropolitan Builders Association - January
- Truck Country Vocational Trucks – Private Event – January
- Winter Autocross – January, February, May
- Greater Milwaukee Fishing Expo – April
- Wisconsin Autocross – April, May, June, August, September
- Autocross Car Control Driving Experience – May
- Clinton Anderson Walkabout Tour - July
- Foundation's "Run for the Cream Puff" - July
- Equipment Exhibition – September
- NARI Fall Show - October

GOAL I

Work with Facilities to ensure Expo Center is properly prepared for its 15 year anniversary and the problems that go with it (doors, floors, tiles, etc).

GOAL I

Acquire at least one new large event during the second quarter, specifically targeting May and June as those are our slowest event months.

GOAL I

Form relationships with Visit Milwaukee and West Allis Chamber of Commerce to help drive larger events to WSFP.

GOAL I

Establish proper procedures for invoicing and financials with the business office.

GOAL I

Work to improve client's first impression of gate/parking staff and concessionaire staff.

GOAL I

Implement regularly scheduled customer service training sessions for staff.



2015 FAIR RECAP



OPERATIONS

- ▶ Clean and Safe – we take pride in how our fair is for our patrons. According to the Fair Survey conducted by the Marketing Department, we received well above average ratings on cleanliness of the grounds
- ▶ Recycling – our numbers are up again from last year – 113 tons during fair, the most ever during the fair.

Get into SOMETHIN' GOOD

OPERATIONS

- Projects
 - Sprecher Landing
 - Asphaltting (UPS area)
 - Spin City ticket booths
 - Carpenter projects



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AGRICULTURE

- Rabbit hopping Competition
 - 23 New Exhibitors
- Western Pleasure/Stock Seat Equitation Riding Exhibitions
 - 18 New Exhibitors
- K-9 Sports Arena & K-9 Events in the Case IH Coliseum



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AGRICULTURE

- Fair Camp
 - Two new camps...Fair Performing Arts
- Discovery Barnyard
- Animal Reading Garden
- Flat Mabel



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AGRICULTURE

- Horse Jumps
- Successful Auctions



Get into SOMETHIN' GOOD

AGRICULTURE

- Animal Health
- Animal Housing
- Facilities Improvements



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2015 REPORT



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2015 GOALS & FOCUS

Goals:

1. Staff & safety team stability & enhancements
2. Promotions emphasis: advance sales, coupons & large ticket sheets
3. New attractions and games
4. Support equipment asset investment

Focus:

1. Advanced discount ticket sales promotion
2. Bargain Book Coupons directed at increasing game play
3. Large ticket sheet sales increased by \$150,000
4. GoRide Wristband acceptance hours reduced



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2015 OPERATING STATISTICS

- Rides
 - 55 total rides (28 adult & 27 kids)
 - 8 new attractions
 - Top grossing ride: Super Nova Roller Coaster
- Games
 - 30 games of skill
 - 1 more than 2014
 - Top grossing game: Bottle Up
- Food & Beverage Concessions
 - 12 food & beverage operations, same as 2014



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FINANCIAL SUMMARY

- Revenue (2015 vs. 2014)
 - Rides up 3.2% & games 6.1%
 - Food & beverage concessions up 5.0%
 - Overall rides, games, concessions up 5.2%
- Expenses (2015 vs. 2014)
 - Payouts to ride & game operators increased 4.3%
 - Estimated operating expenses increased slightly from 2014
- Profit (2014 vs. 2013)
 - Increased by \$2,424
- Per Cap increased from \$3.12 in 2014 to \$3.21 in 2015



TOTAL PER CAPITA COMPARISON

2012, 2013, 2014, 2015



ADVANCED SALE REDEMPTION



Get into SOMETHIN' GOOD

STATISTICS

- ▶ Wristbands equaled 36% & tickets sales 64% of total ride sales, 1 point increase in ticket sales over wristbands – positive trend
- ▶ Average value of ride taking tickets: \$2.98
- ▶ Average value per ride with wristband: \$1.85, \$.07 more than 2015
- ▶ Average number of rides per wristband rider was 19, one less than previous three years

Get into SOMETHIN' GOOD

2015 SUMMARY

1. Speed up ticket sales process by investing in automated ticket selling kiosks: deferred to 2016
2. Improve look, functionality and save money by building the remainder of our own ticket boxes: done
3. Increase average ticket value from \$.69 to approximately \$.75 or greater: done
4. Re-evaluate our promotions and couponing to maximize patron interest and revenue opportunities: game play coupons - saw increase in redeemed coupons & game gross
5. Improve our weigh, settlement and auditing procedures: done
6. Increase layout flexibility by relocating fixed utilities: done
7. Continue to search for new and exciting rides, games, f & b concessions and an entertainment component: ongoing

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GOALS FOR 2016

1. Speed up ticket sales process by investing in automated ticket selling kiosks and introduce more points of sale
2. Increase seating by purchasing more benches & picnic tables
3. Re-evaluate GoRide Wristband sales offering
4. Continue to search for new and exciting rides, games, f & b concessions and an entertainment component

Get into SOMETHIN' GOOD



EXHIBITOR & VENDOR SERVICES 2015



SOUVENIR CUP PROGRAM

- 4th Year for Program – NEW cup style
- Custom created artwork – Vendors purchased Cups from WSF
- 55 Participating Vendors with 99 locations throughout Fair Park
- Fairgoers filled (and re-filled) over 82,000 of this year's Souvenir Cups throughout the 11 days.



WISCONSIN STATE FAIR
Souvenir Cup

\$5.00 32 OZ
Refills

\$2.50 32 OZ
OFFER GOOD ON
Coca-Cola
FOUNTAIN DRINKS ONLY
WISCONSIN STATE FAIR
U.S. Cellular

OFFICIAL SOUVENIR CUP
Refill Station
LOOK FOR OTHER REFILL STATIONS THROUGHOUT THE FAIR PARK!

Get into SOMETHIN' GOOD

CRAZY GRAZIN' DAY TUESDAY, AUGUST 11 8 A.M. – 10 P.M.

- 55 Participating Vendors with 65 locations throughout Fair
- Offers smaller portions for smaller prices
- Brochures were available at Information Centers
- New this year – Listed by Menu Category
 - Entrees Appetizers Desserts
 - Breakfast Beverages
- 11th year for program, growing stronger each year

CRAZY GRAZIN' DAY

Go **TUES. AUG 11 8 AM - 10 PM**

CRAZY GRAZIN'
THROUGH THE FAIR

& enjoy

SMALLER PORTIONS **SMALLER PRICES**

WISCONSIN STATE FAIR
AUGUST 8-18 U.S. Cellular

Get into SOMETHIN' GOOD

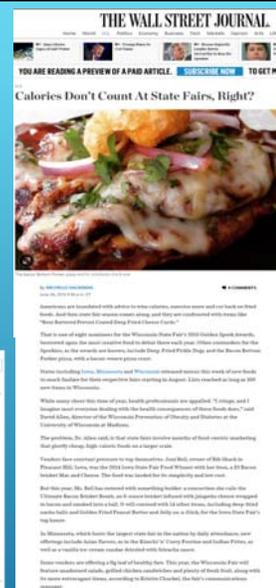
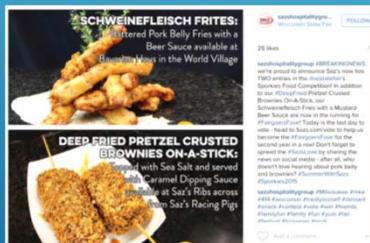
SPORKIES: OVERVIEW

- 34 Vendor submissions
- Narrowed down to eight finalists
- **New this year:** Final judging took place at 11am on Wednesday, August 12 at the Bank Mutual Amphitheater, attracting an audience of many Fairgoers. **Kyle Cherek**, host of PBS's *Wisconsin Foodie*, emceed the ceremony.
- Celebrity judges:
 - Nick Chipman, Food Blogger and Founder of DudeFoods.com
 - Nancy Stohs, Milwaukee Journal Sentinel's award-winning Food Editor
 - Steve Palec, host of Rock 'n Roll Roots on WLKH for 28 years
 - LeRoy Butler, Super Bowl Champion and inventor of the Lambeau Leap
 - Erin Umhoefer, Winner of the Fairgoer Judge Social Media Contest



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Sporkies: Media Coverage



Get into SOMETHIN' GOOD

Sporkies: Results

- **Finalists** (received NEW recognition planters for locations)
 - Deep Fried Pretzel Crusted Brownies On-a-Stick (Saz's Ribs)
 - Cheesy Smoked Gouda Sidewinder Fries (Tropics at the Fair)
 - Bacon Bottom Porker Pizza (Brew City)
 - Gyro Meatballs (Apollo's Gyro)
 - Churro Sundae (Mexican Grill)
 - Schweinefleisch Frites (Saz's Bavarian Haus)
 - Beer Battered Pretzel Coated Deep Fried Cheese Curds (Tropics at the Fair)
 - Wis-CONE-sin (Water Street Brewery)
- **Winners**
 - 1st Place: Wis-CONE-sin
 - 2nd Place: Bacon Bottom Porker Pizza
 - 3rd Place: Beer Battered Pretzel Coated Deep Fried Cheese Curds
 - Saz's Ribs won the "Fairgoers Fave" award with the Deep Fried Pretzel Crusted Brownies On-a-Stick, which was determined by Social Media and Ballot votes.
- **Sporkies Finalists saw an average sales increase of 42%**



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New Food & Beverage Vendors

- **Duke's Poutine:** Fresh white cheddar cheese curds and turkey gravy over fresh cut french fries
- **Santa Lucia Mediterranean Grill:** Greek Gyros, Chicken or Seafood Milano, Falafel On-a-Stick
- **Concessions America:** Fruit flavored beverages in a fruit
- **Grebe's Bakery and Espresso Bar:** Espresso Drinks (Bacon Latte, Maple Nut Latte, and more) and assorted Grebe's Donuts and Baked Goods
- **Marchant Slush Zone:** Soda Slushes and Screeners



Get into SOMETHIN' GOOD

NEW FOODS “ON-A-STICK”

- *Budweiser Pavilion*: Goose Island Beer-Battered Pork Tenderloin On-a-Stick
- *Exotic Meat Grill*: Deep Fried Alligator Bites On-a-Stick (top photo)
- *Santa Lucia Mediterranean Grill*: Falafel On-a-Stick
- *Saz’s Ribs*: Deep fried Pretzel Crusted Brownies On-a-Stick (bottom photo)
- *Steak Stop*: Lasagna On-a-Stick
- *Usingers*: Sausage Sampler On-a-Stick
- *West Allis Shrine Club*: Fish & Chips On-a-Stick
- *Wisconsin Lamb*: Lamb Sausage Breaded On-a-Stick

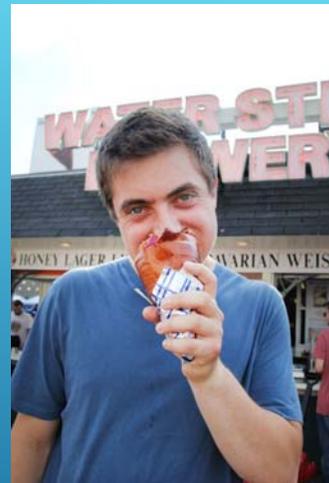


Get into SOMETHIN' GOOD

NEW FOOD ITEMS “NOT ON-A-STICK”

Wisconsin State Fair Vendors debuted 99 new food and beverage items, a few examples include:

- *Big Sky Country*: Pork Belly Burger Buster
- *Donut Family, The*: Strawberries & Cream Gourmet Mini Donut Bowl
- *Dynamite Tots*: Hawaiian Tots
- *Flavorburst Ice Cream*: Chocolate Covered Banana Milk Shake
- *Granny’s Cheesecake & More*: Deep Fried Bananas
- *Knucklehead*: Parmesan Truffle Tater Tots
- *Machine Shed*: 50/50 Burger
- *Siggy’s Gourmet Grilled Cheese*: Grilled Breakfast Donut Sandwich
- *Siggy’s Wild Dogs Saloon*: Deep Fried Pickle Dog
- *Slim McGinn’s West*: Reuben Bites



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FUN FACTS

- The WI Bakers Association sold over **400,000** Original Cream Puffs
- The WI Potato Growers served up **54,228** Baked Potatoes
- Fairgoers took **120,016** slides down the Giant Slide
- **109,000** Ears of Corn were Roasted by the New Berlin Lions Club
- **120,000** Patrons took trips across the Fair Park on the Sky Glider
- Fairgoers cooled their drinks with **30,000** 20-pound bags of ice from Arctic Glacier Premium Ice
- **56,000** lemons were squeezed into Catalano's Lemonade
- Tropics at the Fair served **4,236** orders of Beer Battered Pretzel Coated Cheese Curds



Get into SOMETHIN' GOOD

COMMERCIAL VENDORS: NEW AND NOTABLE

- Addition of 32 new Commercial Vendors and the return of 5 former Vendors
- Notable new Vendors include:
 - *Deep South Barrels*: Oak barrels for aging wine and spirits (bottom)
 - *DeWall Metal Creations*: Spoon Flower garden stakes
 - *Our Daily Salt*: Handcrafted wooden kitchenware (top)
 - *Jack Rabbit Metal Works*: handmade metal art, hand painted sawblades and hand tools (center)



Get into SOMETHIN' GOOD

Commercial Vendors: Vendor Recognition Program

- Third year for Program - awards vendors for booth appearance and improvements
- Winning vendors receive a banner to display in their booth and 2 credentials for next year's Fair.
- **Best Overall Booth Appearance** Winner: Machine Age Lamps (top photo)
- **Most Improved Booth** Winner: Design Your Lobes (bottom photo)



Get into SOMETHIN' GOOD

FLOWERS!

Wow! Over 650 container gardens and flower beds beautify the Fair. Thanks to 5th graders at John Hustis Elementary in Hustisford, WI and the hard-working Flower Crew!



Get into SOMETHIN' GOOD

HABITAT HERO HILLSIDE

- Staff volunteered time to clear bike path and hillside
- Reclaimed the over-grown hillside, planted native plants, shrubs and trees
- Created a happy home for pollinators, critters, bugs and birds!
- 1 of the 11 stops on the Green & Growing Garden Walk



Get into SOMETHIN' GOOD

COMPETITIVE EXHIBITS

- 2015 Competitive Exhibit Theme: "Postcard Greetings"
- Total of 1,143 Exhibitors with 7,599 Entries
- Featuring:
 - Amateur Homebrewers and Vintners
 - Fairtastic Poster Contest
 - Horticulture
 - Jammin' Jamboree
 - Textile, Craft & Culinary
 - Young People's Art Exhibit

A myriad of new contests! Examples include:

- **Mild and Wild Bloody Mary Contest** – A Wisconsin favorite with a mix of spicy, salty, and over-the-top garnishes – sponsored by Forest Floor Foods
- **King Arthur Mighty Midwestern Cornbread Masterpiece** – A spin on traditional recipes for this Midwestern staple - sponsored by King Arthur Flour
- **Quilt-Topia Barn Quilt Challenge** - Winning design was reproduced by our Graphic Arts Department and was featured as a 50" x 50" barn quilt on the South side of the Swine & Sheep Barn.



Get into SOMETHIN' GOOD

Through All The Years History Display

- The 2015 theme was “Step Back In Time to 1948”, showcasing the Centennial Celebration.
- The History quiz returned for second year. History Experts received a commemorative button.
- Featured views of historic building facades, beer pavilions, the conservation exhibit and agriculture displays of the 23-day celebration at the Wisconsin State Fair.



Get into SOMETHIN' GOOD

NEW: PLEIN AIR AT THE FAIR!

- 1st annual contest was held on Monday, August 10th
- The Fair became the canvas for 37 artists who created 61 Fair-inspired masterpieces.
- Artwork was judged, then displayed and sold in the Expo Center Lobby.



Get into SOMETHIN' GOOD

2015 ITEMS OF NOTE

- Programming & Layout:
 - Increased seating Fair-wide by including more benches and tables
 - New Berlin Lions Club seating area
 - Continued expansion of South Grandstand programming
- Attendance up 0.02%
- Total Food & Beverage and Alcohol Revenues up 0.63%



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Advertising

Print Ads (182)

- Fair ads, Fair Deal ads, Main Stage

TV SPOTS

Radio spots

Web banners

- Fair Deal, General Fair, Main Stage

Outdoor

- Fair Deal & Fair, Main Stage & Day 12



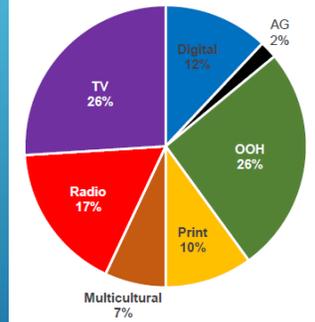
Get into SOMETHIN' GOOD

Advertising

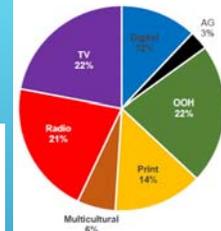
Media Mix

- TV, OOH, social media and multi-cultural mix increased in 2015
- Digital budget remained neutral, but additional tactics such as mobile, video ads and Pandora ads were added
- Print decreased slightly
- \$154,000 in trade media and \$40,000 in added value were negotiated – up 21% from 2014

2015 General Fair Media Mix



2014 General Fair Media Mix



Get into SOMETHIN' GOOD

Advertising

- Average CTR for online was 0.15%, which is above industry average of 0.08%
- OnMilwaukee top-performer for Fair Deal and Main Stage
- Mobile and tablet placements did particularly well within all campaigns
- Social campaigns performed very well based on objective of generating buzz around the Fair and increasing Main Stage and general ticket purchases. Click thru rates as high as 2.57%



Get into SOMETHIN' GOOD

Communications & PR

Media Blitz

- Media Blitz very successful again this year. We conducted approximately 60 interviews within one week and delivered nearly 1500 cream puffs!
- Continued to spread it out over two separate weeks and were able to hit the Eau Claire market again.

Media Coverage

- Pleased with media coverage overall this year; total number of hits was up
- Fox 6 again brought morning & afternoon anchors out to the Fair Aug. 6
- Nik Wallenda generated a huge amount of buzz, regionally, nationally and even internationally - on Aug. 11 & 12 we had a total of 922 hits (traditional social) compared with approximately 800 on Aug. 6 & 7 (opening day).

Regional and National Media Coverage

- Travel Channel/Food Paradise Show
- Chicago Tribune
- WGN Chicago
- Wall Street Journal
- CNN.com
- KARE 11 Minneapolis
- Thrillist.com
- Travelwithkids.about.com (About Travel)



Get into SOMETHIN' GOOD

Communications & PR

Social Media

- Executed several successful promotions, including:
 - **150,000 Likes** (Facebook giveaway sweepstakes)
 - **50 Reasons to Get Excited About the Fair** (on Instagram)
 - **#FairgoersFave** (Sporkies fairgoer judge promotion)
 - **#PuffLove** (Tattoo promotion, nearly 500 entries)
- Impressive Statistics (percentage increase over the past year)
 - **Facebook Likes: 157,185 – up 17%**
 - **Twitter Followers: 16,792 – up 15%**
 - **Instagram Followers: 2,688 – up 92%** (most rapidly-growing medium)

Mobile App – 22,024 total unique downloads

- Received positive feedback for third consecutive year (CrowdTorch)
- In 2016 looking for more navigability, connection with our website content, more ways to personalize, option to purchase tickets & additional social media features
- Will be meeting with several app companies during the IAFE Annual Convention



Get into SOMETHIN' GOOD

Communications & PR

- **Email Newsletter – 29,487 total subscribers**
 - Distributed approximately 40 eblasts throughout the year for regular updates about entertainment, food, deals and more
 - Open rate average at **20.4%** (17.3% is industry average) and click-through rate average **2.1%** (2% is industry average)
 - An average of 20% growth of database subscribers annually for past three years, still a very important medium
- **Texting Campaign – 1,185 total subscribers**
 - Sent 21 texts throughout the year, focusing on deals and discounts
 - Instituted new weekday fair campaign featuring *exclusive* deals to text subscribers with a different deal on each weekday of the fair, including \$5 off parking and 2-for-1 rides down the Giant Slide



Get into SOMETHIN' GOOD

WEBSITE

- 2,363,671 vs. 1,784,028 in 2014 Page views
- 620,104 vs. 348,110 in 2014 Users
- Most visited pages were Deal & Discounts and Food, followed closely by Entertainment
- Mobile user increased significantly (2:1) in 2015 meanwhile Desktop users declined significantly
- Approx. 52,000 users visited the food search and they spent 2-3 minutes on the page



Get into SOMETHIN' GOOD

Sponsorship

- **Fair Sponsorship Revenue: \$2,523,787**, a 7% increase over 2014
- Notable new partnerships:
 - Meijer (Day Sponsorship & Sea Lion Splash)
 - Chevrolet
 - Bank Mutual secured for 2 years and added July Advance Ticket Sales
 - DIRECTV increased sponsorship to include presenting sponsor of K-9 Sports Arena
 - Mattress Firm/Furniture Firm/Aqua Firm secured for NEW 3 year agreement
- **Also signed U.S. Cellular Sponsorship Agreement for 2016 – 2018 with two-year extension PRIOR to the Fair. Starting investment for 2016 is a 13.89% increase. Day 12 promotion created to incent the early renewal**

Get into SOMETHIN' GOOD

Sponsorship

- **Harvest Fair Sponsorship Revenue: \$46,100** a significant increase over the 2014 event primarily attributed to securing Meijer as a presenting sponsor (\$25,000)



Get into SOMETHIN' GOOD

PROMOTIONS

- Executed NEW July \$9 Promotion with Bank Mutual, which proved successful for a first year promotion and will be repeated in 2016
- Developed and executed successful July cross-promotion ticket deal Dublin' O Fun with Irish Fest
- Executed successful Day 12 Promotion courtesy of U.S. Cellular promoting \$5 tickets for 5 hours - over 14,000 tickets sold
- All Gate Promotions were deemed successful and helped drive single-day traffic
 - Wells Fargo \$2 Day benefitting Hunger Task Force was an success with 127,750 lbs. of food donated (up from 109,000 in 2014)
 - Kohl's Family Value Day saw increased participation from 2014
 - NEW Meijer Day gate promotion was developed and successful- already renewed sponsorship



Get into SOMETHIN' GOOD

Survey

- The first five (5) days of the Fair, 20 interactive survey kiosks were placed strategically in high traffic areas throughout the Fair Park for people to take touch screen surveys
- Results from the 400 page document are being reviewed, highlights include:
 - Sample size is nearly 4,500 valid responses
 - 17% of the responders planned to attend Irish Fest and 1/3 of responses planned to go to one Brewer Game during the 11 Day Fair
 - 80% of the people were aware of the promotion on the day they were attending the Fair (95% on \$2 Day)
 - 62% attended because THEY LOVE THE FAIR, 50% for the Food & 44% Always attend
 - Overall economic impact to the Milwaukee Area was approximately \$39.2 million over the course of the 11-day event

Get into SOMETHIN' GOOD

Group sales

Overall Results

- \$975,000 in total revenue
- 171,000 group admission purchased, increase of 6%
- Additional 131 group orders, increase of 22%
- Available items for purchase by groups (preferred parking, cream puffs, Fair Bucks, SpinCity tickets & wristbands, etc.)

New Tiered Pricing

- \$5 April-May, \$6 June, \$7 July

Result

- New tiered approach worked well for group sales and admission department. Customers appreciate the \$5 deal and are willing to order early to get the discounted admission.
- Increase of \$1 per ticket purchased in June, resulted in \$21,222 additional revenue

Get into SOMETHIN' GOOD

Guest Services

- New complete food list and food handouts received a lot of positive feedback
- Added a sundries location to the Guest Services Pavilion to sell Tylenol, Tums, diapers, personal products, with hundreds of products being sold
- Red Cross helped 481 Fairgoers this year
- 9 Information Centers are strategically located throughout Park with the Guest Services Pavilion being the primary Information Center



Get into SOMETHIN' GOOD

SIGN SHOP

- 1388 signs for 2015 Fair (267 more than 2014)
- 254 Banners (145 more than 2014)
- Multiple large format/non-traditional signs were created for the first time including oversized Barn Quilts, 13 ft. Sporkies signs (8), Sun Screen Sunflowers (3) and the gigantic

Get into SOMETHIN' GOOD

THANK YOU!
QUESTIONS?

Get into SOMETHIN' GOOD

2016

YEAR IN REVIEW



2016 Year In Review

Event Services Department:
This year's facts & figures

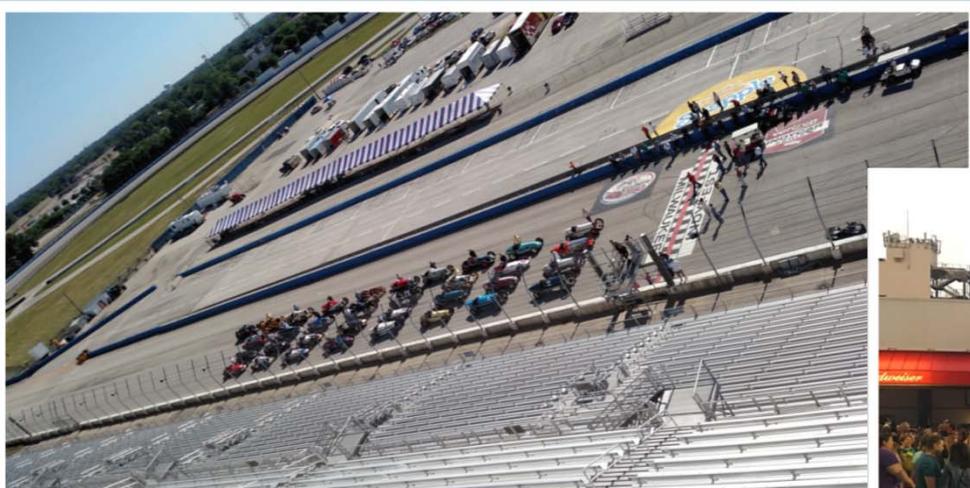
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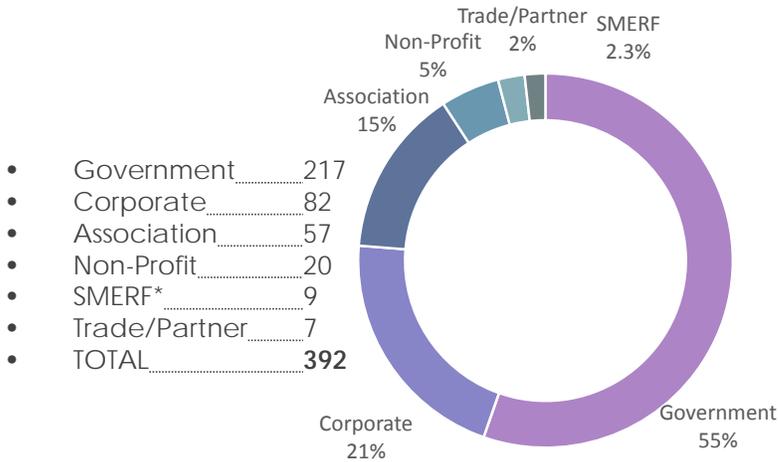
Our Company, Our Vision

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.

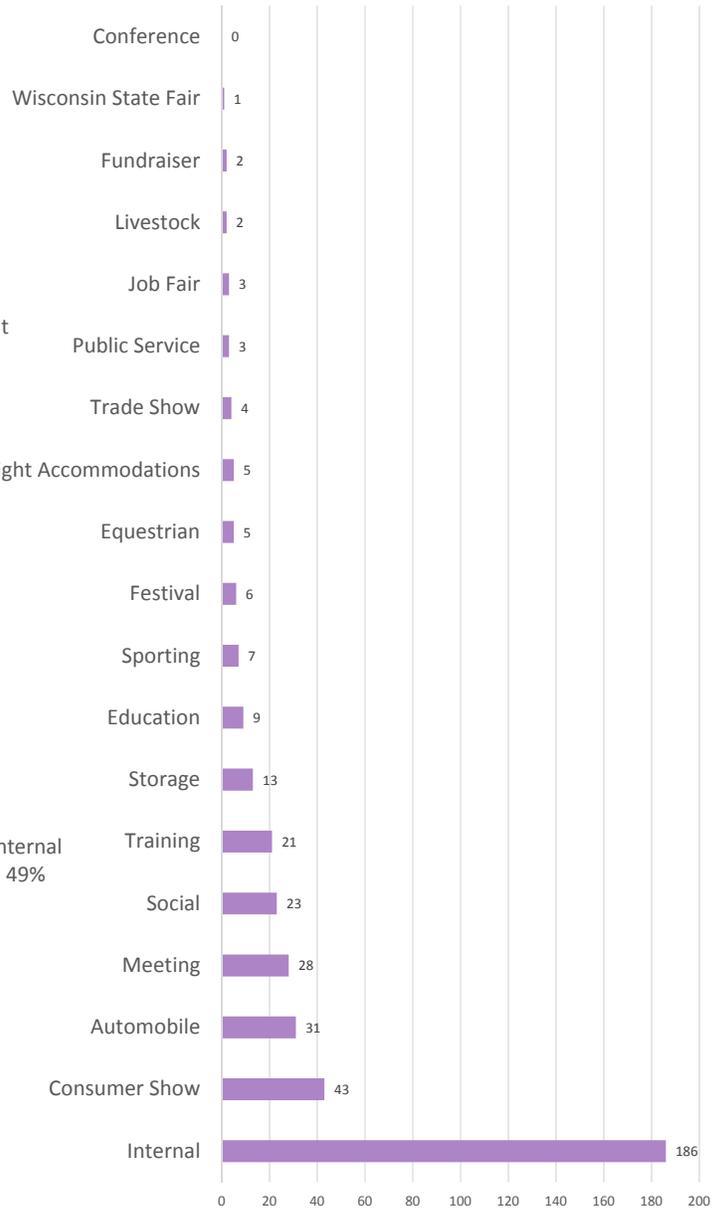


Number of Events per CLASS (Type of Organization Producing the Event)

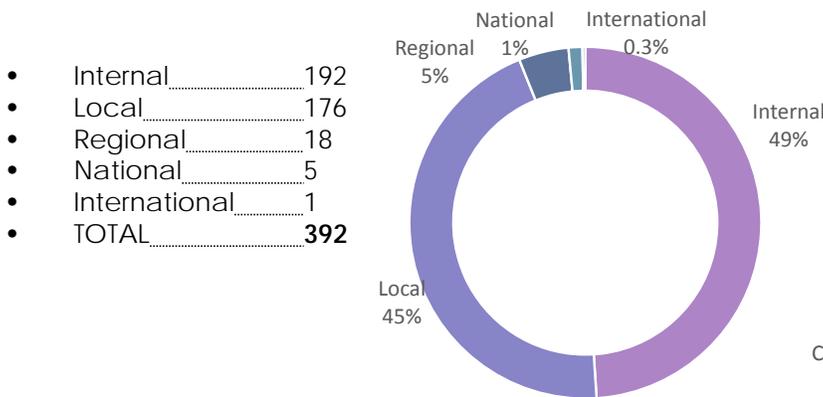


*SMERF = Social, military, educational, religious and fraternal groups

Number of Events per TYPE



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



of Events in 2016:

392

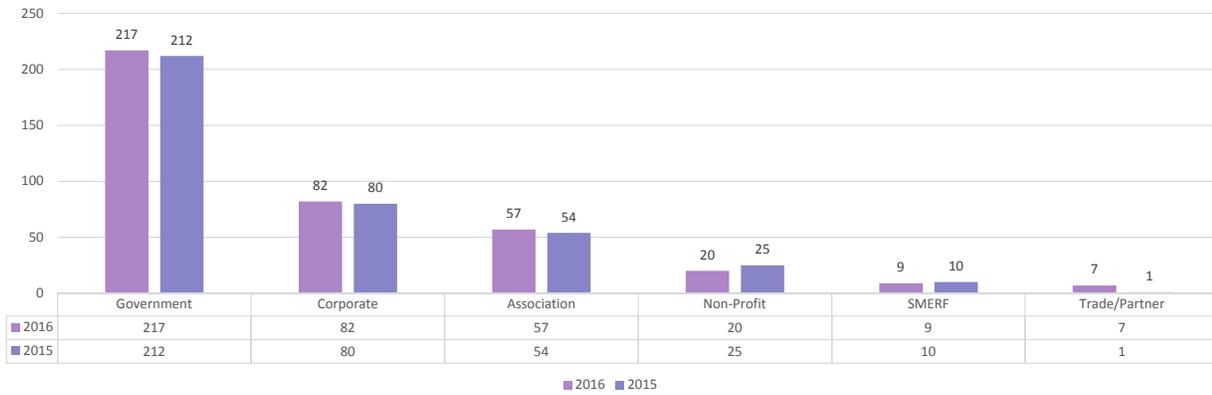
Events designated with Governmental Class:

217

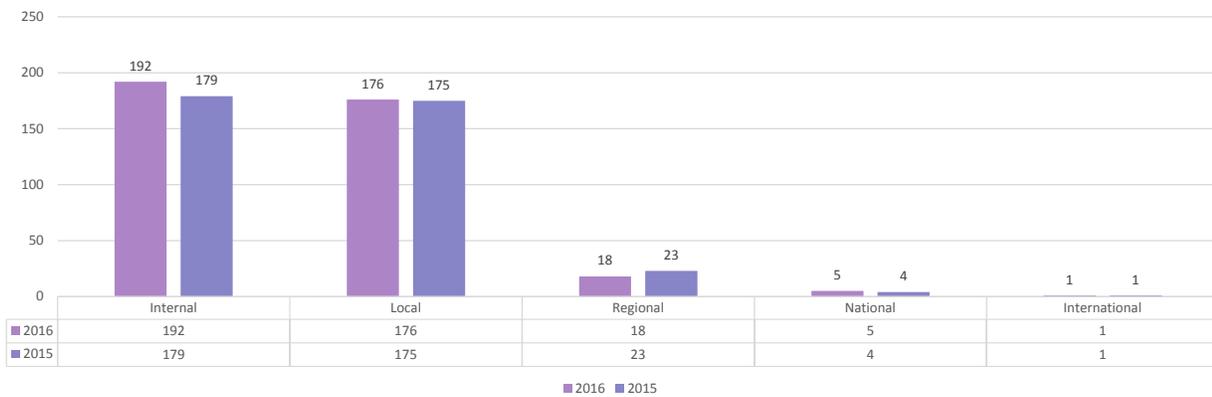
Events designated with Local Category:

176

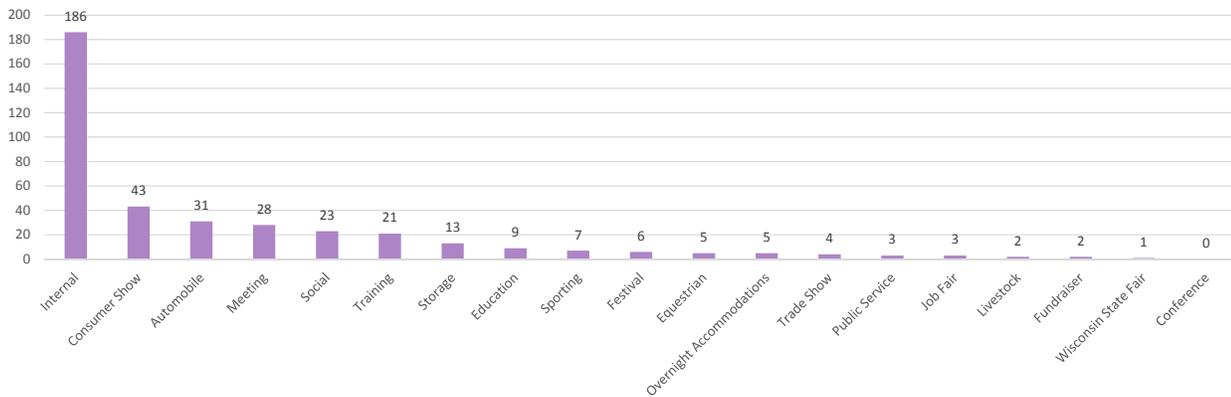
Number of Events per CLASS (Type of Organization Producing the Event)



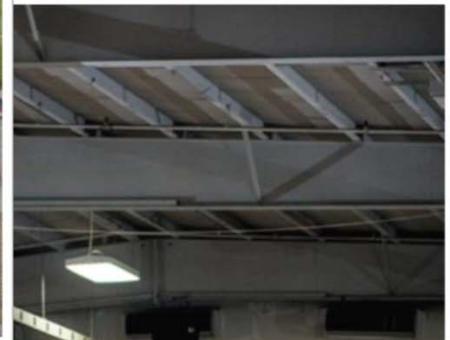
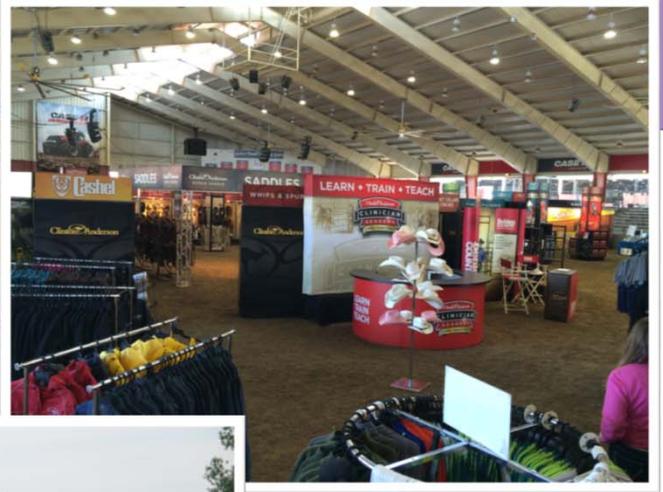
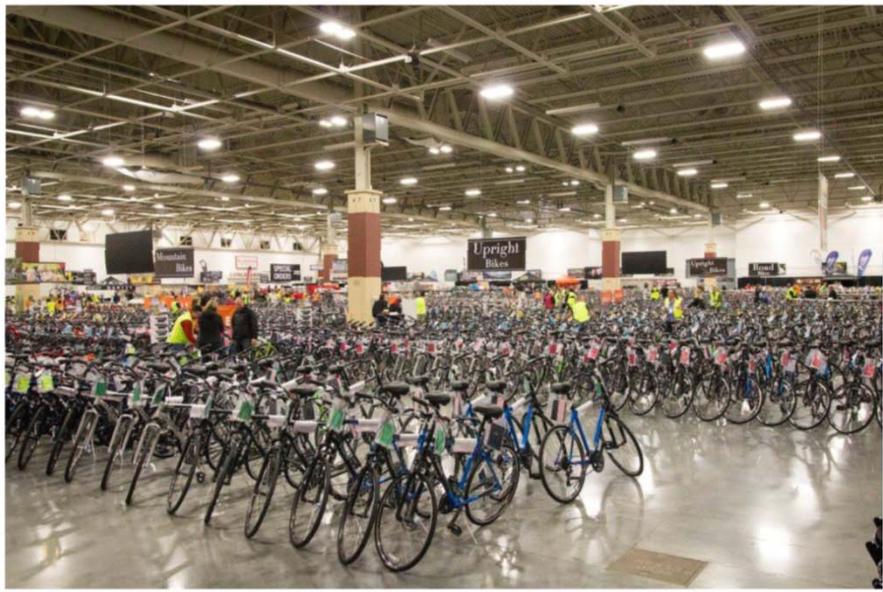
Number of Events per CATEGORY



Number of Events per TYPE



Meetings & Consumer Shows
continued to be the largest type of event booked
outside of internal events



2016

Events Per Month



Year Over Year Comparison:

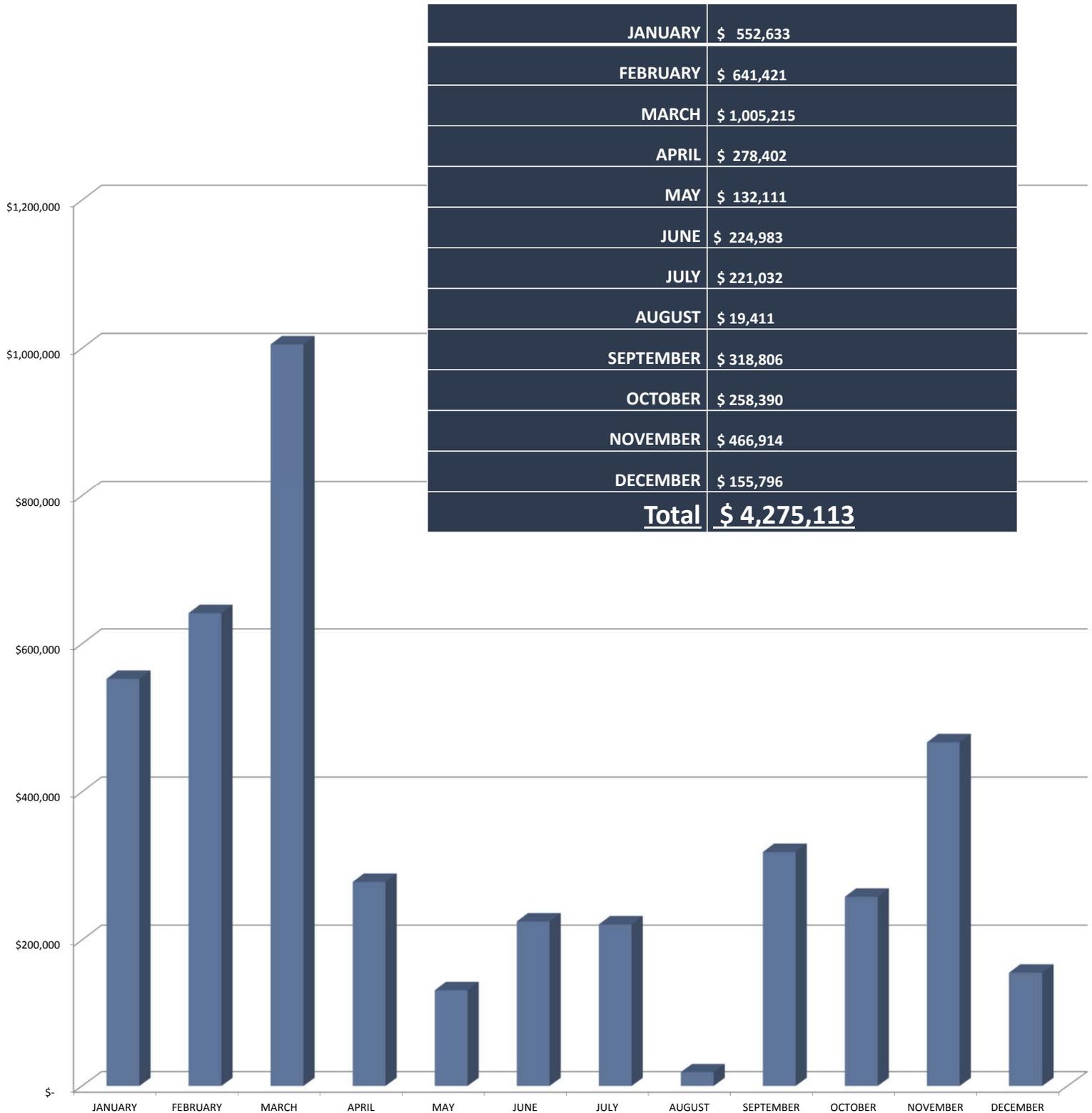
2012 - 2016



	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2016	21	27	36	34	42	46	41	17	31	48	25	24
2015	22	34	25	29	45	52	40	20	25	44	22	24
2014	21	31	35	38	38	57	42	14	36	46	23	17
2013	21	30	25	40	35	46	50	19	42	37	16	23
2012	27	38	40	62	50	55	59	23	35	39	27	31

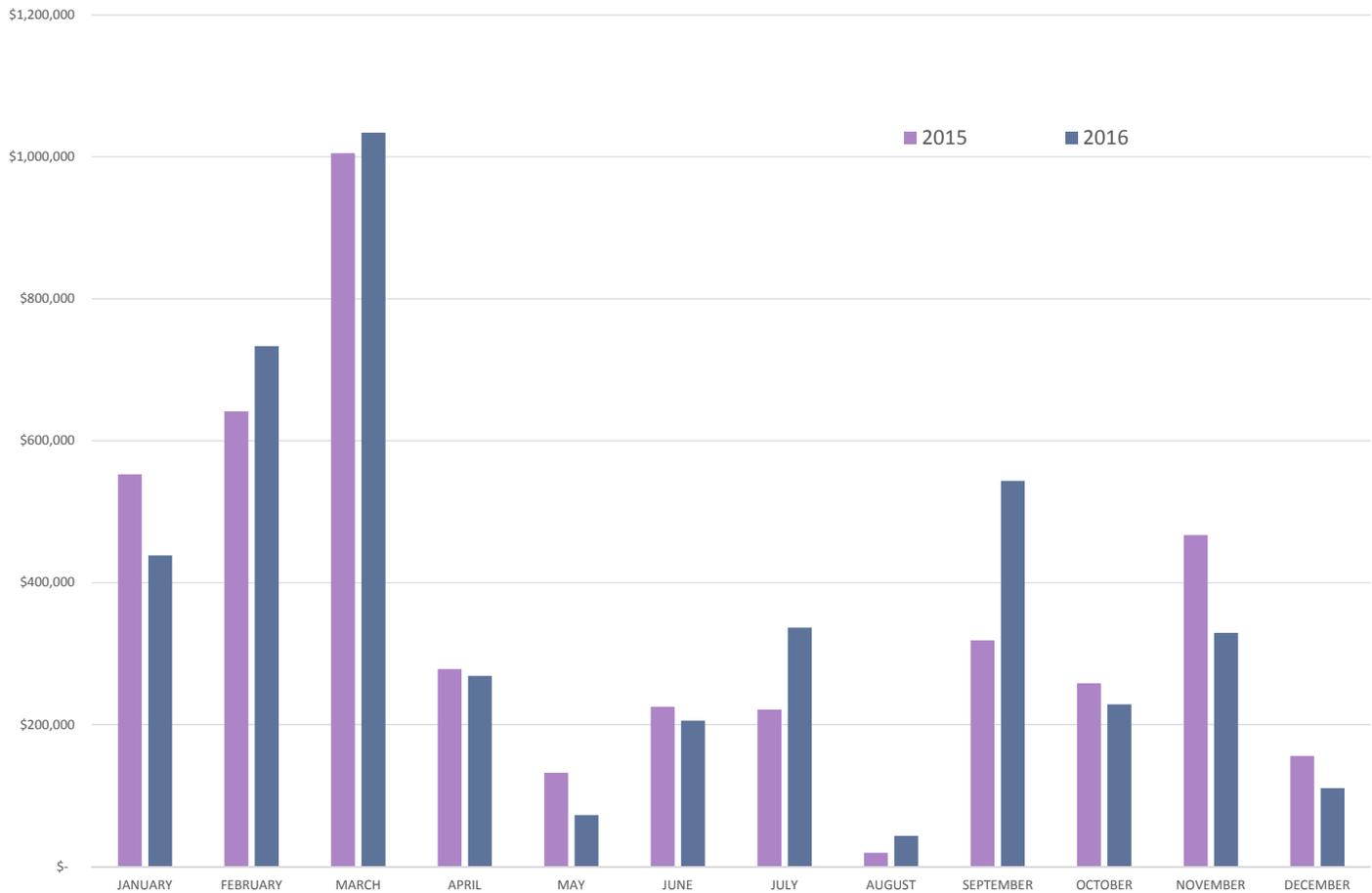
2016

Events Per Month



2016

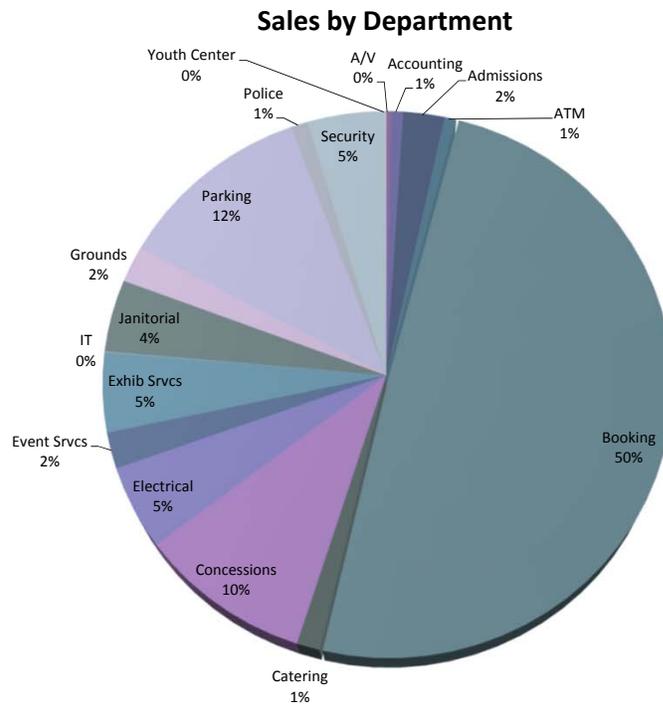
Events Per Month



	2015	2016
JANUARY	\$ 552,633	\$ 438,500.83
FEBRUARY	\$ 641,421	\$ 733,459.14
MARCH	\$ 1,005,215	\$ 1,034,071.95
APRIL	\$ 278,402	\$ 268,569.57
MAY	\$ 132,111	\$ 72,565.10
JUNE	\$ 224,983	\$ 205,535.38
JULY	\$ 221,032	\$ 336,901.70
AUGUST	\$ 19,411	\$ 43,167.91
SEPTEMBER	\$ 318,806	\$ 543,495.50
OCTOBER	\$ 258,390	\$ 228,682.24
NOVEMBER	\$ 466,914	\$ 329,444.20
DECEMBER	\$ 155,796	\$ 110,467.09
Total	\$ 4,275,113	\$ 4,344,860.61

2016

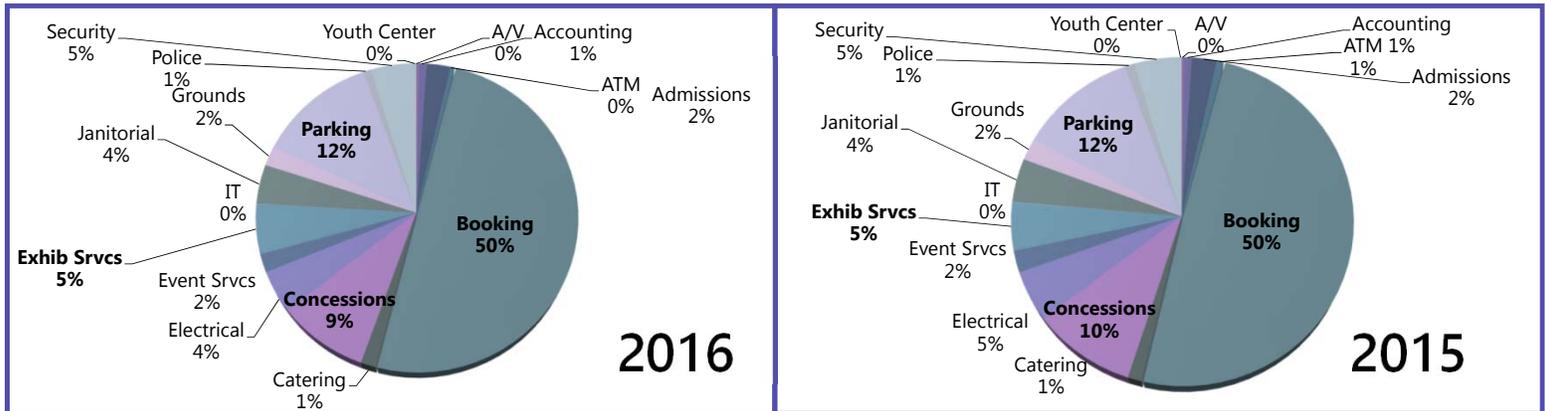
Sales by Department



A/V	\$ 12,878.48
Accounting	\$ 33,776.36
Admissions	\$ 104,778.05
ATM	\$ 17,157.00
Booking	\$ 2,138,010.72
Catering	\$ 62,737.64
Concessions	\$ 382,294.31
Electrical	\$ 188,980.25
Event Services	\$ 81,840.28
Exhibitor Services	\$ 221,770.24
IT	\$ 2,015.00
Janitorial	\$ 175,688.56
Grounds	\$ 88,059.75
Parking	\$ 527,373.59
Police	\$ 35,499.45
Security	\$ 201,760.31
Youth Center	\$ 493.00

2016

Sales by Department



Department	2015	2016	Difference
A/V	\$ 12,438.60	\$ 12,878.48	\$ 439.88
Accounting	\$ 30,640.69	\$ 33,776.36	\$ 3,135.67
Admissions	\$ 105,099.05	\$ 104,778.05	\$ (321.00)
ATM	\$ 29,745.00	\$ 17,157.00	\$ (12,588.00)
Booking	\$ 2,148,637.50	\$ 2,138,010.72	\$ (10,626.78)
Catering	\$ 56,176.61	\$ 62,737.64	\$ 6,561.03
Concessions	\$ 419,058.11	\$ 382,294.31	\$ (36,763.80)
Electrical	\$ 213,891.80	\$ 188,980.25	\$ (24,911.55)
Event Services	\$ 92,123.45	\$ 81,840.28	\$ (10,283.17)
Exhib Services	\$ 203,496.10	\$ 221,770.24	\$ 18,274.14
IT	\$ 3,070.00	\$ 2,015.00	\$ (1,055.00)
Janitorial	\$ 185,763.29	\$ 175,688.56	\$ (10,074.73)
Grounds	\$ 93,235.50	\$ 88,059.75	\$ (5,175.75)
Parking	\$ 500,378.98	\$ 527,373.59	\$ 26,994.61
Police	\$ 42,176.90	\$ 35,499.45	\$ (6,677.45)
Security	\$ 196,866.78	\$ 201,760.31	\$ 4,893.53
Youth Center	\$ 4,546.25	\$ 493.00	\$ (4,053.25)
Total:	\$ 4,337,344.61	\$ 4,275,112.99	\$ (62,231.62)



- **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**

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.

"Many more of our guests here at the RV Park are staying long-term, they are happy to be here!"

-Dennis Peach,
RV Park

2016

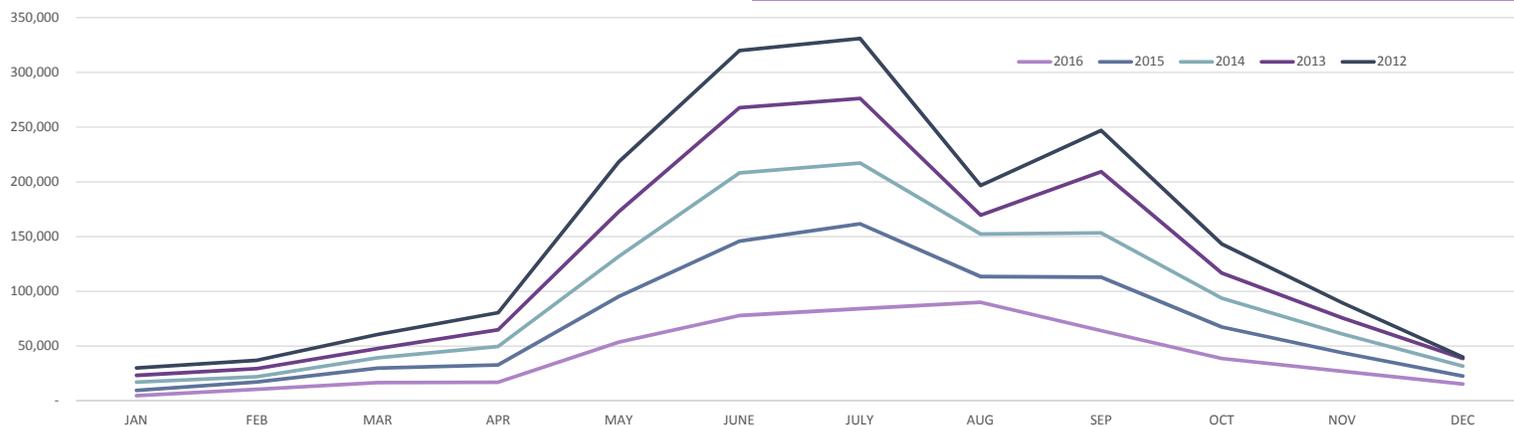
RV Park Monthly Sales*

*Excludes RV Park revenues associated with the State Fair

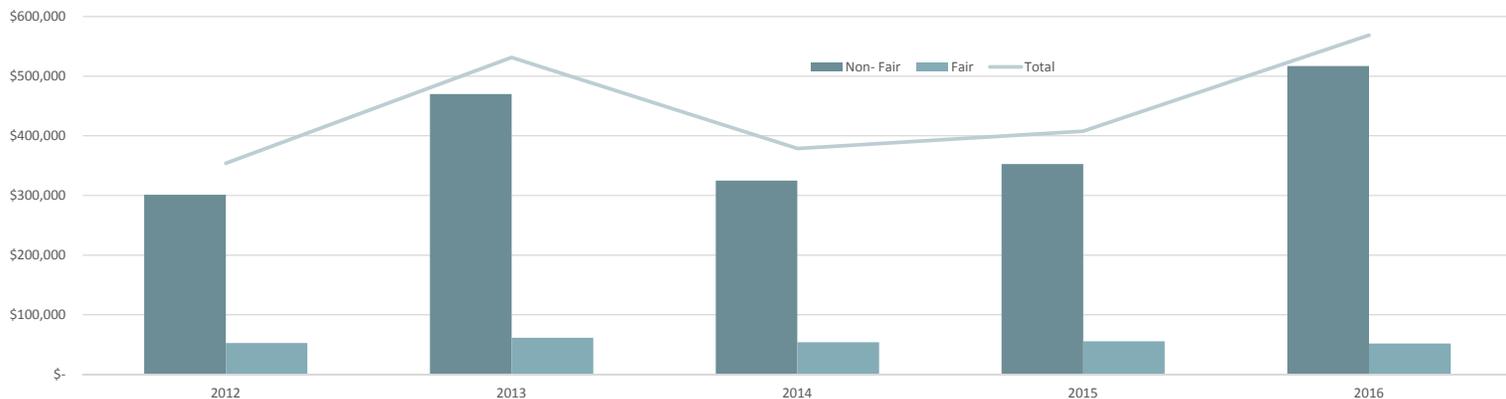


Year Over Year Comparison:

2012 - 2016



	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
2016	4,639	10,602	16,617	16,994	53,588	77,926	84,175	89,946	64,064	38,678	26,979	15,410
2015	4,835	6,670	13,202	15,799	41,639	67,770	77,477	23,472	48,873	28,734	16,893	7,187
2014	7,618	4,732	9,486	16,793	36,695	62,469	55,524	38,852	40,322	26,312	17,114	8,998
2013	6,136	7,514	8,410	15,259	40,825	59,602	59,004	17,261	55,957	22,955	14,725	7,004
2012	6,800	7,520	12,889	15,683	45,561	52,047	54,775	27,029	37,651	26,462	13,744	1,366



	2012	2013	2014	2015	2016
Non-Fair	\$ 301,258	\$ 470,008	\$ 324,916	\$ 352,551	\$ 517,070
Fair	\$ 52,437	\$ 61,299	\$ 53,878	\$ 55,388	\$ 51,677
Total	\$ 353,965	\$ 531,307	\$ 378,794	\$ 407,939	\$ 568,747

2016

Harvest Fair



SEPTEMBER 23-25

presented by **meijer**



"We are very grateful for our partnership with WSPF and value the Park's staff and services."

– Maker Faire

In 2016, we parked 8,822 cars and 400 bikes during the three days of Harvest Fair!

Thousands of families get together for Harvest Fair every year! Harvest fair offers a family friendly variety of fall focused events, activities, live entertainment, competitions, scarecrow making and of course, pumpkin bowling! In addition, Rainbow Valley provides amusements rides, a pumpkin patch is made, the fountain in central mall becomes a fishing pond, giant cookies are ready for decorating, caramel apples are freshly made, and so much more!

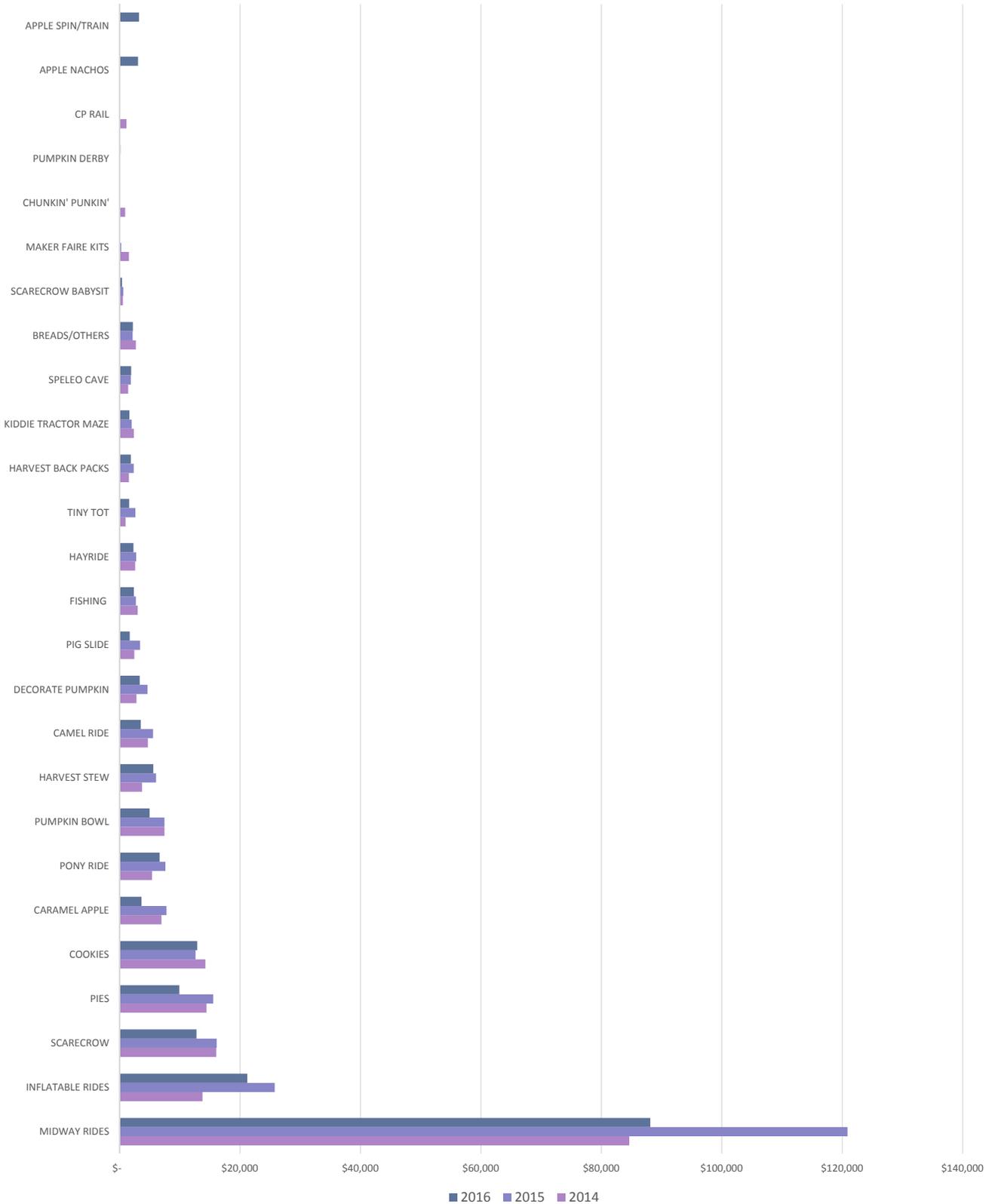




ACTIVITY	2014	2015	2016	Difference
MIDWAY RIDES	\$84,638	\$120,872	\$88,121	\$ (32,751)
INFLATABLE RIDES	\$13,776	\$25,748	\$21,198	\$ (4,550)
SCARECROW	\$16,050	\$16,125	\$12,790	\$ (3,335)
PIES	\$14,440	\$15,558	\$9,930	\$ (5,628)
COOKIES	\$14,267	\$12,617	\$12,891	\$274
CARAMEL APPLE	\$6,958	\$7,789	\$ 3,650	\$ (4,139)
PONY RIDE	\$5,400	\$7,605	\$ 6,655	\$ (950)
PUMPKIN BOWL	\$7,460	\$7,463	\$4,970	\$ (2,493)
HARVEST STEW	\$3,722	\$6,059	\$5,592	\$ (467)
CAMEL RIDE	\$4,695	\$5,565	\$3,525	\$ (2,040)
DECORATE PUMPKIN	\$2,799	\$4,649	\$ 3,348	\$ (1,301)
PIG SLIDE	\$2,441	\$3,397	\$1,687	\$ (1,710)
FISHING	\$3,005	\$2,704	\$2,360	\$ (344)
HAYRIDE	\$ 2,576	\$2,764	\$2,306	\$ (458)
TINY TOT	\$988	\$2,622	\$1,588	\$ (1,034)
HARVEST BACK PACKS	\$1,555	\$2,345	\$1,870	\$ (475)
KIDDIE TRACTOR MAZE	\$2,363	\$2,012	\$ 1,636	\$ (376)
SPELEO CAVE	\$1,430	\$1,871	\$1,917	\$46
BREADS/OTHERS	\$2,707	\$2,174	\$2,213	\$ 39
SCARECROW BABYSIT	\$558	\$601	\$414	\$ (187)
MAKER FAIRE KITS	\$1,554	\$269	\$ -	\$ (269)
CHUNKIN' PUNKIN'	\$ 930	\$81	\$ -	\$ (81)
PUMPKIN DERBY	\$20	\$40	\$151	\$111
CP RAIL	\$1,142	\$ -	\$ -	\$ -
APPLE NACHOS	\$ -	\$ -	\$3,055	\$3,055
APPLE SPIN/TRAIN	\$ -	\$ -	\$3,221	\$3,221
TOTALS:	\$ 195,474	\$ 250,930	\$195,088	\$ (55,842)

2016

Harvest Fair Year Over Year Activities



Survey Results on Overall Questions:

- 36 client surveys completed (157 sent out)
- 88.9% of responders chose WSFP because they were repeat customers, 5.6% were referrals, 2.8% were from a bid process, and 2.8% were from the web site
- Average score on the overall rating of the quality of service received was a 6.67 out of 7.0 (up from 2015's value of 6.44)
- 97% of responders said the park met their expectations (34 said yes out of the 35 that answered the question)
- 100% of responders said our staff made their group feel welcome (35 out of 35)
- 100% of responders said they felt safe at the park (36 out of 36)
- 97% of responders said they would use the park in the future as a result of their experience (34 out of 35)
- 97% of responders said they would recommend the park to others (34 out of 35)

Wisconsin State Fair Park Staff

	Sales Rep	Event Mgr	Onsite Event Mgr / Asst Event Mgr	Grounds (Set-up/ Janitorial)	Exhibitor Services	Parking Services	Security Services	Box Office	Catering Service	Concessions Service
	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:	Avg out of 7.0:
2016	6.7	6.9	6.8	6.6	6.5	5.6	6.5	6.2	5.9	5.8
2015	6.6	6.8	6.8	6.4	6.3	5.3	6.3	6.3	5.9	5.6
2014	6.2	6.7	6.7	6.3	6.4	5.5	6.1	5.8	6.2	4.9

A truly experienced staff at the Wisconsin Expo facility makes it very easy to deliver a quality event for my exhibitors.

- Milwaukee Boat Show

The entire Wisconsin State Fair staff treats my staff and I like family and thus from the executives to the cleaning personnel it is truly a joy to do business with family and I always look forward to producing shows at the State Fair Park. My exhibitors also love the down home excellent service the Park provides which is refreshing as I do shows all over the United States.

- Wonderful World of Weddings

The Brew City Classic Charity Horse Show celebrated its 4th year at the State Fair Park. Our event continues to grow and thrive, largely in part of the service and facilities the park offers our attendees, exhibitors and guests. I am able to offer an outstanding facility, backed by superior service, delivering great value to my event and supporters. I will continue to select and recommend the State Fair Park facility and staff to any event organizer planning an event.

- The Brew City Classic Charity Horse Show



Department Goals Achieved

New Events Held In 2016

- Metropolitan Builders Association - January
- Truck Country Vocational Trucks – Private Event – January
- Winter Autocross – January, February, March
- A Future To Believe In Rally - March
- Greater Milwaukee Fishing Expo – April
- Wisconsin Autocross – April, May, June, August, September
- Autocross Car Control Driving Experience – May
- Clinton Anderson Walkabout Tour - July
- Foundation’s “Run for the Cream Puff” - July
- NARI Fall Show – October
- Thank You Tour - December

GOAL | Work with Facilities to ensure Expo Center is properly prepared for its 15 year anniversary and the problems that go with it (doors, floors, tiles, etc.):
Facilities replaced all the tiles in the pre-function areas as well as the elevator. We are looking into the doors for 2017.

GOAL | Acquire at least one new large event during the 2nd quarter, specifically targeting May and June
The Wisconsin Futurity Horse Festival will be held during 2017 in the Case IH Coliseum and the Barns.

GOAL | Form relationships with Visit Milwaukee & West Allis Chamber of Commerce to help drive larger events to WSFP. This is on-going and a work in progress.

GOAL | Establish proper procedures for invoicing and financials with the business office.
Our sales team met with A/R early in the year and created financial processes and procedures.

GOAL | Work to improve client’s first impression of gate/parking staff and concessionaire staff.
We meet with parking on a regular basis to formulate best practices and event plans for each week. We also held a customer service training in November. We are working with SportService on stand remodel to enhance patrons experience.

GOAL | Implement regularly scheduled customer service training sessions for staff.
We held a customer service training in November for our event services department and parking staff.

2017 Department Goals Set

New Events Booked for 2017

- Keg Killer Winter Beer Festival at The Micro – January
- Milwaukee Comic Con – February & June
- Unilock Contractor Seminar – March
- Legislative Fiscal Bureau Public Hearing - April
- Wisconsin Futurity Horse Festival – September
- New Overnight Accommodations events booked

GOAL | Work with a local vendor to provide wheelchairs and possibly scooters to our attendees during our busy Expo show season.

GOAL | Strive to book events that will help showcase Wisconsin State Fair Park as a premier exposition venue.

GOAL | Continue to evaluate existing events by conducting profit and loss assessments.

GOAL | Analyze current events to help facilitate multi-year agreements ensuring continued business.





2016 Fair Recap

Presented by
Wisconsin State
Fair Park Directors

October 10, 2016

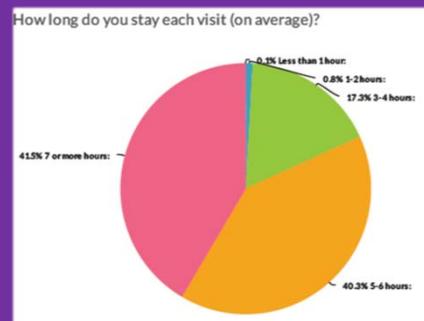
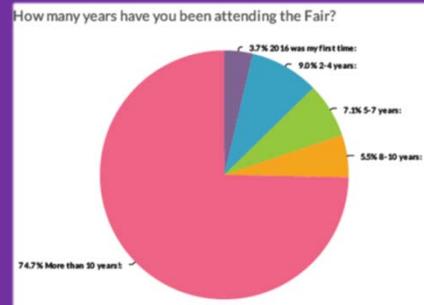


We are proud to have
welcomed 1,015,815
people to the 2016
Wisconsin State Fair.

Survey Results

An emailed survey to our current database of Fairgoers resulted in positive feedback on many areas of the Fair from over 6,500 people

- Food & beverage, free entertainment stages and family attractions were the top favorite things to do at the Fair.
- 86% responded that the Fair was clean or very clean during their visit
- 81% responded that they stay 5 or more hours at the Fair
- Website, Emails and Social Media were the top places respondents got their information
- 90% responded they were very satisfied, satisfied or neutral when asked about their experience coming through the metal detectors



Group Sales

- \$1,222,000 in total revenue, increase of 26%
- 216,500 group admission tickets purchased, increase of 27%
- Additional 95 group orders, increase of 12%
- Continued tiered pricing with a \$1/ticket price increase monthly
- Additional items for purchase by groups (parking, cream puffs, Fair Bucks, SpinCity tickets & wristbands, etc.)

Guest Services

- 8 Information Centers throughout the Fair are staffed with more than 50 employees & volunteers. Several with over 20 years experience!
- Red Cross assisted more than 700 patrons
- Fairgoers continued to love food handouts (New Foods & Beverages and On-A-Stick Lists) Almost 50,000 lists distributed this year.
- Sundries (Tylenol, Advil, diapers, etc.) continued to be helpful for Fairgoers enjoy their visit

Blue Ribbon Employee Program

- New employee & volunteer recognition program
- Very positive reviews from staff
- Pins were awarded to non-year-round employees who went above and beyond their position during the Fair
- Employees names were put into a drawing to win a prize chosen each day of the Fair
- Over 200 people were recognized as Blue Ribbon Employees
- All awarded employees were able to choose a gift during the Fair (free cream puff, ride on Sky Glider, souvenir cup, etc.)
- Plan to continue again in 2017



Sign Shop

Highlights

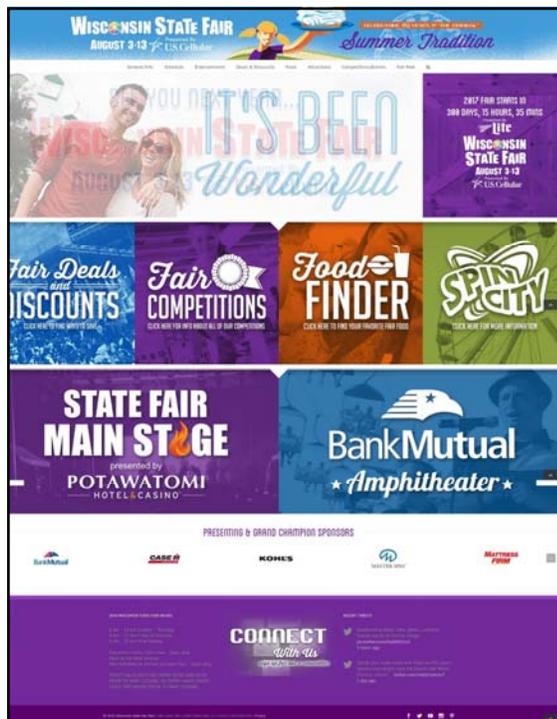
- WPP new sign
- New Bike Path Signage
- Wrapped the new Guest Services Pavilion
- Wrapped 2 new ticket booths
- Wall wrap and New lettering in the Dairy Bakery
- Created the "Best Day Ever" photo-op sign for both WI State Fair and Harvest Fair

Signs - 1,139

Banners - 112

Stickers - 2,584 (includes sky glider backs, mattress firm, etc)





Website

Users from May – August 14 – 866,422 vs 668,793 (up 30%)

Most visited pages during the 11 days:

- Tickets & Hours
- Daily Schedule
- Admission Deals
- Fair Deals
- Main Stage
- Food Search – 70,561
- Mobile usage was up 23% over the 11 days
- 480,530 in 2016 vs 343,578 in 2015

Responsive design proved effective. Heard no negative feedback about not having an app this year.

Sponsorship

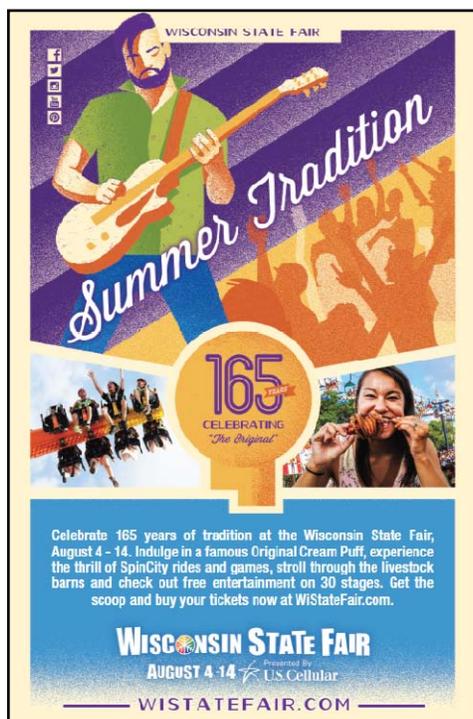
Fair Sponsorship Revenue: \$2,634,116, a 4.4% increase over 2015

Notable new partnership included:

- Humana – Senior Recognition Day Sponsor
- Jack's Pizza – VIP Experience for Shawn Mendes & SpinCity Promotion
- Tundreland – Presenting sponsor of the Junior Amateur Talent Competition
- Waste Management – Sponsor of Facilities Crew Shirts
- MCTS – SkyGlider sponsorship
 - 11,000 free rides taken by State Fair Employees with M-cards, provided by MCTS as part of fully integrated partnership

Harvest Fair Revenue: \$37,750





Advertising

- Continued investment in traditional media, while shifting dollars towards increased presence in digital media – both banner ads on specific sites and ad networks as well as social media advertising
- Increased focus on the Millennial demographic
- Increased Multicultural Focus (Hispanic & African-American) – Pandora, Facebook and YouTube proved to be extremely successful reaching multicultural audiences this year
- Earlier media buying for TV, Radio & OOH increased frequency and added value placements

Advertising

Results:

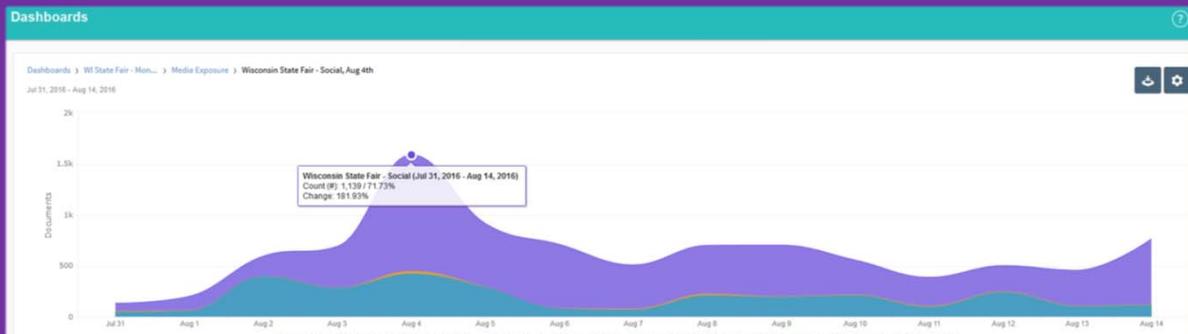
- 37,000,000 OOH impressions and 12,200,000 online impressions (a 25% increase over 2015)
- More than 4,000 radio spots ran across all markets, averaging 68% reach (up from 65%) and 4% frequency.
- TV spot ran 2,600 times (up significantly from 1,900 last year) with a reach of 87% (compared with 81% in 2015) and frequency of 4 percent
- New YouTube pre-roll advertising garnered a video view rate of 25% (12.5 industry standard)
- Completion rates for pre-roll were extremely impressive – 91% on the ad network and 66% on JSOnline.



Communications & PR

Public Relations

- Media Blitz included more than 50 interviews within one week. Opening Day interviews also included approximately 40 interviews, and more than 1000 mentions across traditional and social media (compared with 800 in 2015)
- Fox 6 again brought morning anchors out to the Fair on opening day
- Travel Channel special aired prior to and during the Fair – received rave reviews from all who saw!



Social Media/Main Stage Advertising

- Increased social media spend correlated with overall impression numbers (up from approximately 6,000,000 to 7,700,000)
- Main Stage advertising shifted – while overall budget remained flat, traditional advertising decreased by 5% and that money shifted to Social Media
- Facebook and Instagram Main Stage Advertising garnered nearly 2,000,000 million impressions and an impressive 16,000 clicks (2.34%)



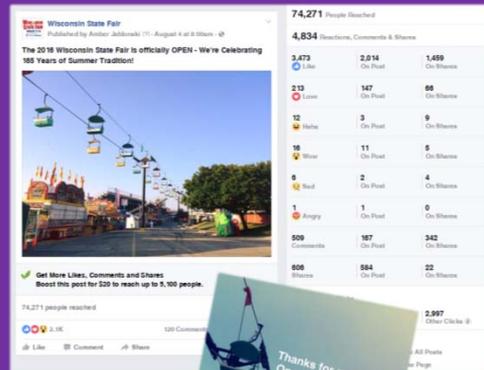
Communications & PR

Social Media

- Facebook Likes: 169,816 (up 8% from 157,634)
- Twitter Followers: 18,463 (up 9% from 16,966)
- Pinterest Followers: 947 (up 9% from 870)
- YouTube Channel Views: 188,921 (up 140% from 78,722)
- Instagram Followers: 6,960 (up 155% from 3,688)
- NEW! Snapchat Followers: 630 since inception in June of 2016

Email Newsletter – nearly 37,000 subscribers

- Open rate average 20% (16.5% industry average) and click-through rate average 2.1% (1.8% industry average)
- Saw growth of 25% this year, vs an average of 20% growth the past three years



Entertainment

Highest Main Stage Net Ticket Sales - \$1,657,453 (\$1,311,108 in 2013)

- Highest Return on Investment (Artist Contract Costs \$1,265,000)
- Highest Overall Main Stage Attendance – 54,503 (48,048 in 2013)
- Largest Attendance in new grandstand (since 2003) – 8/6 Rascal Flatts/Kelsea Ballerini: 10,642 (9,901 paid)
- First Paid Sellout in new grandstand (2003) – 8/4 Shawn Mendes: 9650
- 2nd Largest Single Show Gross Ticket Sales in new grandstand (since 2003) (8/6 Rascal Flatts/Kelsea Ballerini)

Top 5 Attended Main Stage Shows

- Rascal Flatts/Kelsea Ballerini: 10,642
- Shawn Mendes/James TW: 9,650
- I Love The 90's: 8,448
- Beach Boys: 6,101
- Pat Benatar/Melissa Etheridge: 4,607



Vendor Services & Competitive Exhibits



Food & Beverage

New Vendors

- **Albanese's Roadhouse:** cannoli, fried eggplant, fried gnocchi, meatball sandwich, bocce sandwich, albo bomber sandwich
- **Ribbon Fries:** fries topped with gourmet toppings such as parmesan garlic, pulled pork, chicken sriracha
- **SPAM:** spam curds, spam burgers, spam breakfast sandwich
- **Fried Fruit On-a-Stick:** deep-fried olives, deep-fried fruit on-a-stick, fresh fruit smoothies, fresh fruit cups
- **Gertrude's Fresh Pretzels:** pretzels, pretzel dogs, cheese dips and glazes, fresh-squeezed lemonade
- **Cookhouse:** breakfast, lunch, and dinner specials for employees





Sporkies & New Foods

Celebrity judges:

- Steve Palec, LeRoy Butler, Angelica Duria, Anson Williams & Donny Most, Tara & Adam (Lucky winners of the Fairgoer Judge Social Media Contest!)

Awards:

- 1st Place: Sprecher Root Beer Float Cake
- 2nd Place: Klement's Famous Racing Sausages Corn Dog
- 3rd Place: Deep Fried Ol' Fashioned
- Fairgoer Fave: Klement's Famous Racing Sausages Corn Dog



Over 80 new foods, including:

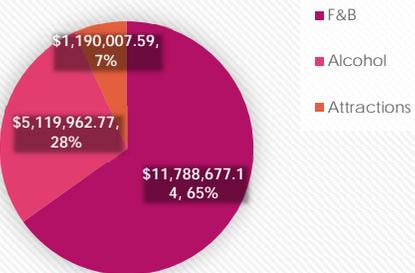
- Deep-Fried Corn on the Cob (Adeline's), Fried Gnocchi (Albanese's Roadhouse), Deep-Fried Olives (Fried Fruit On-a-Stick), Deep-Fried Bread Pudding Bites On-a-Stick (Saz's Ribs), Beercicles (Slim's PBR Park) Spam Cheese Curds (SPAM)

Food & Beverage: By the Numbers



- Food & Beverage revenues up 0.29%
- Alcohol revenues up 4.91%
- Attraction* revenues down .46%
- Total Revenues up 1.31%

2016 Sales Breakdown



*Does not include SpinCity Attractions

Commercial Vendors: New & Notable



- 52 new Commercial Vendors
- Notable new Vendors:
 - *Chatterwalls*: laser-cut, birch wood silhouettes of words and items
 - *Grey Studios*: cityscape prints, canvas, and t-shirts
 - *Custom Engraved Jewelry*: hand-stamped stainless steel jewelry
 - *Short Line Spikes*: welded railroad spike characters
 - *Pearlie's Sweet Slush*: cocktail slush mixes and rimming sugars
 - *LuLaRoe*: LuLaRoe brand clothing

Commercial Vendors: By the Numbers

- Programed over 9,892 linear feet of Commercial, Non-Retail Exhibits, Pitch, Non-Profit & Novelty Vendors in 2016
- Retained 87% of Vendors from 2015
- Increased rental revenues by 9.6% in 2016 due to rate increase

	2015	2016	Variance
Commercial	\$830,753	\$912,738	\$81,985
Non-Retail	\$144,195	\$168,041	\$23,846
Pitch	\$138,975	\$154,050	\$15,075
Non-Profit	\$7,106	\$6,018	(\$1,088)
TOTAL	\$1,121,029	\$1,240,847	\$119,818



Fair Park Beautification



Cottage Garden: by the southeast restrooms, featured a green roof and murals by Larry Schultz



Tahitian Tropical Retreat: on north side of Horticulture Pavilion, featured tropical plants and benches for Fairgoer relaxation



Competitive Exhibits: By the Numbers

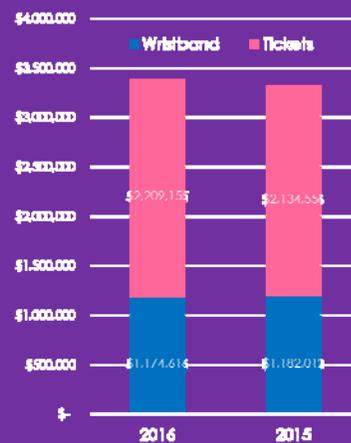
- 7,939 entries were submitted in 2016, an increase of over 17% from 2015
- **Crowd Favorite: "Oh the Mighty Old Fashioned Redefined"**
 - Contest drew 38 exhibitors, 34 of which were new exhibitors
 - Made front page news in the Milwaukee Journal Sentinel





Statistics

- Estimated 304,094 Games Played
- Estimated 1,066,641 Rides Taken
- 3,088,558 Advanced & Day of Tickets Weighed
- 636,027 Wristband Tickets Weighed
- Wristbands equaled 35% & tickets sales 65% of total ride sales, 1 point increase in ticket sales over wristbands – positive trend
- Average value per ride with tickets: \$2.98, same as 2015
- Average value per ride with wristband: \$1.92, \$.07 more than 2015
- Average number of rides per wristband rider: 19, same as 2015



Revenue & Total Per Cap Comparison (net of sales tax)

	<u>2016</u>	<u>2015</u>	<u>Variance</u>
Rides	\$2,502,952	\$2,545,505	\$(42,553)
Games	\$852,128	\$752,083	\$100,045
Total	\$3,355,080	\$3,297,588	\$57,492



Facility
Services

Facility Services

Projects

- Ticket booths and Info booth
- Sound wall behind Bank Mutual Amphitheater
- Cart path along the Hank Aaron bike trail
 - On average 530 carts used the path each day
- Decorative fencing from Gate 1 to Gate 2
- Video Sign at Bank Mutual Amphitheater



During the Wisconsin State Fair, we recycled more than 100 tons of recyclable material. (plastic, cardboard, glass)



Admissions

Information Technology

Human Resources

Admissions

- 9 advance promotions were executed starting with "Day 12" on the day following the 2015 Fair
- Overall 210,251 advance tickets were sold, an increase of 18% from 2015
- 14,588 of those tickets were sold in 5 hours during the Day 12 promotion
- Overall Admissions Department for the 2016 Fair accounted for \$10,678,390 of revenue
- The Admissions Department is proud to report that 355 staff (ticket sellers, spin city sellers, ticket takers, grandstand ushers, revenue control) were part of the team



Information Technology

- 16,705 feet of new fiber optic cable installed bringing total to approximately 31,000 feet
- 16 new and/or upgraded service locations
- 288 Strands of fiber optic
- Results - Increased capacity and improved resiliency

Human Resources

- KRONOS – New Timekeeping System integrated with STAR
- 9 Time Clocks installed and used during 2016 Fair
- 1,741 employees used Kronos to record time in August
- Fun Facts: 1,036 employees hired July 1st through the Fair
 - 45% Public Safety
 - 21% Facility Services
 - 17% Admissions
 - 17% All Other



Agriculture

Agriculture

Exhibitor expectations – well run shows, strong competition, conveniences

Achievements

- Sustained livestock show numbers
- Enhanced show schedules
- Strong exhibitor recognition awards
- Improved animal wellness protocols
- Positive image of Agriculture

Work in progress

- Facility limitations
- Balance between animal numbers and exhibitor expectations
- Animal health and wellness



Agriculture

Fairgoers expectations – well cared for animals, safe environment

Achievements

- Animals every day of the Fair
- Welcoming and safe environment

Work in progress

- Observe proactive animal wellness practices
- Agriculture awareness "where food comes from"

New Initiative: Gratitude Terrace - area outside Case IH Coliseum to post notes of gratitude by junior exhibitors for making their journey to State Fair possible. Initially hoped for 50 participants, and in the end over 150 participated.





Police

Police

A Year of Change...

Metal Detector/Security Screening:

- 2,384 knives and 608 other prohibited weapons & instruments were stopped from entering the 2016 WI State Fair
- Police Officers staffed at all ticket entrance gates as added security measures
- Extremely positive feedback from our fair guests for implementing the metal detectors (expressed a greater sense of safety for family and individually)



Police

Mutual Aid & S.M.A.R.T. Call:

- August 14th, 2016, Milwaukee enters into its second day of civil unrest – all Milwaukee PD resources are pulled from the closing night of the Wisconsin State Fair
- The SFPD Emergency Action Plan is activated with Mutual Aid to WI State Patrol and SMART activation call
- The law enforcement response and professionalism of the assisting agencies was outstanding leading to a closing night without incident

Mounted Unit Teams with MIRT/SRT:

- The SFPD is now training two specialized units to function as one unit for crowd management and control
- We added improvements to the Mounted Unit Building consisting of electrical upgrades, lighting, and individual stall fans

Police

Goals for 2017 Wisconsin State Fair:

- Increase staffing on the Mounted Unit, Bike Officers, and patrol division
- Review our recruiting practices, applications for law enforcement positions are at an all-time low in recent history
- Continue to build on our partnerships with federal law enforcement agencies
- Homeland Security and Deputy Chief Balash to complete the Critical Incident & Critical Infrastructure (catastrophic event, attack) response for the police department (Command Post) and State Fair Park Administration (Emergency Operations Center)



WE *ARE SOME KIND OF* **WONDERFUL!**

