State of Wisconsin

State Fair Park Board

Agency Budget Request
2027 – 2029 Biennium
September 15, 2026

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WISCONSIN
STATE FAIR PARK

September 15, 2026

Brian Pahnke, Administrator
Division of Executive Budget and Finance
Department of Administration
101 E. Wilson St
Madison, WI 53703

Dear Mr. Pahnke,

Enclosed, please find Wisconsin State Fair Park's 2027 – 29 biennial budget submission.

Wisconsin State Fair Park plays an important role in Wisconsin's tourism, entertainment, and economic landscape hosting the annual Wisconsin State Fair, INDYCAR racing at the Milwaukee Mile, Harvest Fair, RV Park operations, and hundreds of other events that provide positive economic and social benefits to the state.

In 2026, the Wisconsin State Fair was voted second-best state fair in the country, and INDYCAR extended a multi-year agreement with Snap-on and the Milwaukee Mile. As we continue to plan, produce and execute these large-scale events for our revenue generating agency, safety and security remain paramount to our success. We must continually adapt to the evolving infrastructure and staffing needs required to navigate the challenging landscape of our ever-changing world.

One of our most important requests this biennium is additional FTE position authority. These positions will allow us to focus on our top priority of safety and security, while also providing essential operational support for our year-round revenue-generating events.

We appreciate your continued support of Wisconsin State Fair Park and our mission. Please contact us if you have questions or require additional information.

Best Regards,

Shari Black
CEO/Executive Director

Abbi Huber
Chief Financial Officer

AGENCY DESCRIPTION

The park organization is headed by a 13-member board composed of seven members appointed by the Governor with the advice and consent of the Senate, four state legislators, the secretary of the Department of Tourism, and the secretary of the Department of Agriculture, Trade and Consumer Protection. The board is directed to oversee the park, set park policy and appoint a chief executive officer to manage and supervise the 200 acres for fairs, exhibits or promotional events for agricultural, commercial, educational and recreational purposes.

MISSION

Wisconsin State Fair Park:

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

The park will be supported by the highest quality event and facility management professionals who seek to deliver value-added services to the park's visitors and customers and who are dedicated to continuous improvement in operating performance.

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 the 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.

PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Program 1: State Fair Park

Goal: Elevate State Fair Park by expanding awareness of its year-round mission while delivering exceptional experiences.

Objective/Activity: Provide high-quality programming and experiences that drive attendance and maximize revenue generation.

Objective/Activity: Continuously enhance safety and security programs to provide a safe, welcoming, and comfortable environment.

Objective/Activity: Develop strategic initiatives that support sustainable growth and expand year-round event opportunities.

Goal: Grow State Fair Park as a premier year-round destination by attracting diverse events, maximizing facility utilization, and expanding strategic partnerships.

Objective/Activity: Provide flexible facility spaces that can accommodate a wide variety of events and audiences.

Objective/Activity: Implement an approach to event selection that balances revenue generation with operational capacity.

Objective/Activity: Increase awareness and utilization of the Milwaukee Mile to expand engagement in racing and motorsport events.

Goal: Ensure State Fair Park's long-term success through management and investment in facilities and infrastructure.

Objective/Activity: Maintain safe, reliable, and welcoming facilities through effective asset management and preventative maintenance.

Objective/Activity: Invest in infrastructure that supports operational efficiency and year-round programming.

Objective/Activity: Advocate for and secure funding to modernize aging agriculture infrastructure and construct new facilities that support the Park's mission and biosecurity standards.

Reflects revised goals and objectives for the 2027-29 biennium.

PERFORMANCE MEASURES

2025 AND 2026 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal 2025	Actual 2025	Goal 2026	Actual 2026
1.	Generate revenues.	$38,035,000	$41,328,579	$41,000,000	$39,196,113
1.	Manage operating expenditures.	$36,560,000	$38,288,196	$39,000,000	$37,277,132
1.	Operating surplus/(deficit).	$ 1,475,000	$ 3,040,383	$ 2,000,000	$ 1,918,981

Note: Based on fiscal year.

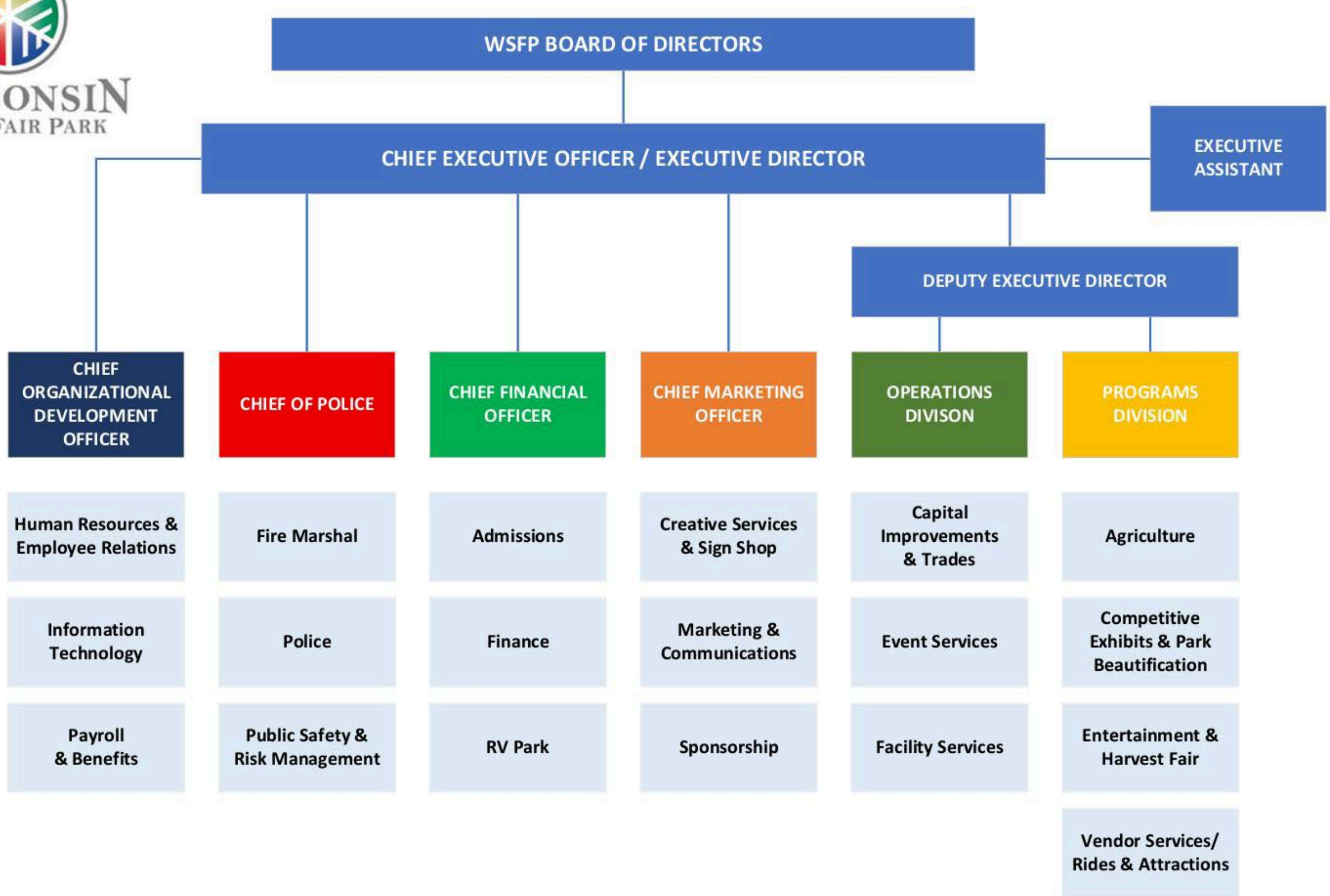
**Revenue and Expenditures Actuals were both impacted in 2026 by weather-related closures on the final day of the 2026 Annual State Fair.*

2027, 2028 AND 2029 GOALS

Prog. No.	Performance Measure	Goal 2027	Goal 2028	Goal 2029
1.	Generate revenues.	$42,650,000	$43,000,000	$43,400,000
1.	Manage operating expenditures.	$40,650,000	$41,000,000	$41,400,000
1.	Non-Fair Revenue	$10,150,000	$10,300,000	$10,500,000

Note: Based on fiscal year.

Reflects revised objectives and corresponding performance measure for the 2027-29 biennium.


WSFP BOARD OF DIRECTORS
CHIEF EXECUTIVE OFFICER / EXECUTIVE DIRECTOR
EXECUTIVE ASSISTANT
DEPUTY EXECUTIVE DIRECTOR
CHIEF ORGANIZATIONAL DEVELOPMENT OFFICER
CHIEF OF POLICE
CHIEF FINANCIAL OFFICER
CHIEF MARKETING OFFICER
OPERATIONS DIVISON
PROGRAMS DIVISION
Human Resources & Employee Relations
Information Technology
Payroll & Benefits
Fire Marshal
Police
Public Safety & Risk Management
Admissions
Finance
RV Park
Creative Services & Sign Shop
Marketing & Communications
Sponsorship
Capital Improvements & Trades
Event Services
Facility Services
Agriculture
Competitive Exhibits & Park Beautification
Entertainment & Harvest Fair
Vendor Services/ Rides & Attractions

Agency Total by Fund Source

		ANNUAL SUMMARY						BIENNIAL SUMMARY			
Source of Funds		Prior Year Total	Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
GPR	S	$3,184,393	$2,873,300	$2,873,300	$2,873,300	0.00	0.00	$5,746,600	$5,746,600	$0	0.00%
Total		$3,184,393	$2,873,300	$2,873,300	$2,873,300	0.00	0.00	$5,746,600	$5,746,600	$0	0.00%
PR	S	$39,302,349	$22,487,500	$23,082,500	$23,082,500	62.00	62.00	$44,975,000	$46,165,000	$1,190,000	2.60%
Total		$39,302,349	$22,487,500	$23,082,500	$23,082,500	62.00	62.00	$44,975,000	$46,165,000	$1,190,000	2.60%
Grand Total		$42,486,742	$25,360,800	$25,955,800	$25,955,800	62.00	62.00	$50,721,600	$51,911,600	$1,190,000	2.30%

Agency Total by Program

		ANNUAL SUMMARY					BIENNIAL SUMMARY			
Source of Funds	**Prior Year Total**	**Adjusted Base**	**1st Year Total**	**2nd Year Total**	**1st Year FTE**	**2nd Year FTE**	**Base Year Doubled (BYD)**	**Biennial Request**	**Change From (BYD)**	**Change From BYD %**
01 State Fair Park										
Non Federal										
GPR	**$3,184,393**	**$2,873,300**	**$2,873,300**	**$2,873,300**	**0.00**	**0.00**	**$5,746,600**	**$5,746,600**	**$0**	**0.00%**
S	$3,184,393	$2,873,300	$2,873,300	$2,873,300	0.00	0.00	$5,746,600	$5,746,600	$0	0.00%
PR	**$39,302,349**	**$22,487,500**	**$23,082,500**	**$23,082,500**	**62.00**	**62.00**	**$44,975,000**	**$46,165,000**	**$1,190,000**	**2.65%**
S	$39,302,349	$22,487,500	$23,082,500	$23,082,500	62.00	62.00	$44,975,000	$46,165,000	$1,190,000	2.65%
Total - Non Federal	**$42,486,742**	**$25,360,800**	**$25,955,800**	**$25,955,800**	**62.00**	**62.00**	**$50,721,600**	**$51,911,600**	**$1,190,000**	**2.35%**
S	$42,486,742	$25,360,800	$25,955,800	$25,955,800	62.00	62.00	$50,721,600	$51,911,600	$1,190,000	2.35%
PGM 01 Total	**$42,486,742**	**$25,360,800**	**$25,955,800**	**$25,955,800**	**62.00**	**62.00**	**$50,721,600**	**$51,911,600**	**$1,190,000**	**2.35%**
GPR	**$3,184,393**	**$2,873,300**	**$2,873,300**	**$2,873,300**	**0.00**	**0.00**	**$5,746,600**	**$5,746,600**	**$0**	**0.00%**
S	$3,184,393	$2,873,300	$2,873,300	$2,873,300	0.00	0.00	$5,746,600	$5,746,600	$0	0.00%
PR	**$39,302,349**	**$22,487,500**	**$23,082,500**	**$23,082,500**	**62.00**	**62.00**	**$44,975,000**	**$46,165,000**	**$1,190,000**	**2.65%**
S	$39,302,349	$22,487,500	$23,082,500	$23,082,500	62.00	62.00	$44,975,000	$46,165,000	$1,190,000	2.65%
TOTAL 01	**$42,486,742**	**$25,360,800**	**$25,955,800**	**$25,955,800**	**62.00**	**62.00**	**$50,721,600**	**$51,911,600**	**$1,190,000**	**2.35%**
S	$42,486,742	$25,360,800	$25,955,800	$25,955,800	62.00	62.00	$50,721,600	$51,911,600	$1,190,000	2.35%

Agency Total by Program

AGENCY TOTAL	$42,486,742	$25,360,800	$25,955,800	$25,955,800	62.00	62.00	$50,721,600	$51,911,600	$1,190,000	2.35%

Agency Total by Decision Item

Decision Item	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level	$25,360,800	$25,360,800	54.00	54.00
3001 Turnover Reduction	($144,100)	($144,100)	0.00	0.00
3003 Full Funding of Continuing Position Salaries and Fringe Benefits	($117,200)	($117,200)	0.00	0.00
3007 Overtime	$390,500	$390,500	0.00	0.00
4000 Wisconsin State Fair Park Safety and Security	$274,100	$274,100	5.00	5.00
4001 Wisconsin State Fair Park Year-Round Operational Support	$191,700	$191,700	3.00	3.00
TOTAL	**$25,955,800**	**$25,955,800**	**62.00**	**62.00**

Program Revenue

Program: 01 - State Fair Park

SubProgram: -

Numeric Appropriation: 32 - State fair operations

Revenue and Expenditures	Prior Year Actuals	Base Year Estimate	1st Year Estimate	2nd Year Estimate
Opening Balance	**$14,700**	**$22,400**	**$0**	**$0**
Program Revenue	$37,303,400	$42,650,000	$43,000,000	$43,400,000
Transfer to Capital Reserve	$0	($2,022,400)	($2,000,000)	($2,000,000)
Total Revenue	**$37,318,100**	**$40,650,000**	**$41,000,000**	**$41,400,000**
Expenditures	**$37,295,700**	**$40,650,000**	**$0**	**$0**
2000 Adjusted Base Funding Level	$0	$0	$20,464,000	$20,464,000
3001 Turnover Reduction	$0	$0	($144,100)	($144,100)
3003 Full Funding of Continuing Position Salaries and Fringe Benefits	$0	$0	($117,200)	($117,200)
3007 Overtime	$0	$0	$390,500	$390,500
4000 Wisconsin State Fair Park Safety and Security	$0	$0	$274,100	$274,100
4001 Wisconsin State Fair Park Year-Round Operational Support	$0	$0	$191,700	$191,700
Adjusted Supplies & Services	$0	$0	$19,941,000	$20,341,000
Total Expenditures	**$37,295,700**	**$40,650,000**	**$41,000,000**	**$41,400,000**
Closing Balance	**$22,400**	**$0**	**$0**	**$0**

Decision Item (DIN): 2000 - Adjusted Base Funding Level

NARRATIVE

Adjusted Base Funding Level

Decision Item by Line

Decision Item (DIN): 2000 - Adjusted Base Funding Level

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	$4,801,400	$4,801,400
02	Turnover	$0	$0
03	Project Position Salaries	$0	$0
04	LTE/Misc. Salaries	$3,862,800	$3,862,800
05	Fringe Benefits	$2,631,300	$2,631,300
06	Supplies and Services	$8,628,500	$8,628,500
07	Permanent Property	$720,000	$720,000
08	Unallotted Reserve	$0	$0
09	Aids to Individuals & Organizations	$0	$0
10	Local Assistance	$0	$0
11	One-time Financing	$0	$0
12	Debt service	$4,716,800	$4,716,800
13		$0	$0
14		$0	$0
15		$0	$0
16		$0	$0
17	**TOTAL**	**$25,360,800**	**$25,360,800**
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	54.00	54.00

Decision Item by Numeric

Program: 01 - State Fair Park

Decision Item (DIN): 2000 - Adjusted Base Funding Level

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - Housing facilities principal r	$129,100	$129,100	0.00	0.00
02 - Principal repayment and intere	$2,744,200	$2,744,200	0.00	0.00
32 - State fair operations	$20,464,000	$20,464,000	54.00	54.00
33 - State fair capital expenses	$180,000	$180,000	0.00	0.00
34 - State fair principal repayment	$1,843,500	$1,843,500	0.00	0.00
Program Sub Total	**$25,360,800**	**$25,360,800**	**54.00**	**54.00**
DIN 2000 - Adjusted Base Funding Level Total	**$25,360,800**	**$25,360,800**	**54.00**	**54.00**
Agency Total	**$25,360,800**	**$25,360,800**	**54.00**	**54.00**

Decision Item by Fund Source

Decision Item (DIN): 2000 - Adjusted Base Funding Level

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	$22,487,500	$22,487,500	54.00	54.00
GPR	S	$2,873,300	$2,873,300	0.00	0.00
DIN 2000 - Adjusted Base Funding Level Total		**$25,360,800**	**$25,360,800**	**54.00**	**54.00**
Agency Total		**$25,360,800**	**$25,360,800**	**54.00**	**54.00**

Decision Item (DIN): 3001 - Turnover Reduction

NARRATIVE

Standard Budget Adjustment - Turnover Reduction

Decision Item by Line

Decision Item (DIN): 3001 - Turnover Reduction

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	$0	$0
02	Turnover	($144,100)	($144,100)
03	Project Position Salaries	$0	$0
04	LTE/Misc. Salaries	$0	$0
05	Fringe Benefits	$0	$0
06	Supplies and Services	$0	$0
07	Permanent Property	$0	$0
08	Unallotted Reserve	$0	$0
09	Aids to Individuals & Organizations	$0	$0
10	Local Assistance	$0	$0
11	One-time Financing	$0	$0
12	Debt service	$0	$0
13		$0	$0
14		$0	$0
15		$0	$0
16		$0	$0
17	**TOTAL**	**($144,100)**	**($144,100)**
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

Program: 01 - State Fair Park

Decision Item (DIN): 3001 - Turnover Reduction

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
32 - State fair operations	($144,100)	($144,100)	0.00	0.00
Program Sub Total	**($144,100)**	**($144,100)**	**0.00**	**0.00**
DIN 3001 - Turnover Reduction Total	**($144,100)**	**($144,100)**	**0.00**	**0.00**
Agency Total	**($144,100)**	**($144,100)**	**0.00**	**0.00**

Decision Item by Fund Source

Decision Item (DIN): 3001 - Turnover Reduction

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	($144,100)	($144,100)	0.00	0.00
DIN 3001 - Turnover Reduction Total		**($144,100)**	**($144,100)**	**0.00**	**0.00**
Agency Total		**($144,100)**	**($144,100)**	**0.00**	**0.00**

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

NARRATIVE

Standard Budget Adjustment - Full Funding of Continuing Position Salaries and Fringe Benefits

Decision Item by Line

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	($163,200)	($163,200)
02	Turnover	$0	$0
03	Project Position Salaries	$0	$0
04	LTE/Misc. Salaries	$46,000	$46,000
05	Fringe Benefits	$0	$0
06	Supplies and Services	$0	$0
07	Permanent Property	$0	$0
08	Unallotted Reserve	$0	$0
09	Aids to Individuals & Organizations	$0	$0
10	Local Assistance	$0	$0
11	One-time Financing	$0	$0
12	Debt service	$0	$0
13		$0	$0
14		$0	$0
15		$0	$0
16		$0	$0
17	**TOTAL**	**($117,200)**	**($117,200)**
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

Program: 01 - State Fair Park

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
32 - State fair operations	($117,200)	($117,200)	0.00	0.00
Program Sub Total	**($117,200)**	**($117,200)**	**0.00**	**0.00**
DIN 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits Total	**($117,200)**	**($117,200)**	**0.00**	**0.00**
Agency Total	**($117,200)**	**($117,200)**	**0.00**	**0.00**

Decision Item by Fund Source

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	($117,200)	($117,200)	0.00	0.00
DIN 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits Total		**($117,200)**	**($117,200)**	**0.00**	**0.00**
Agency Total		**($117,200)**	**($117,200)**	**0.00**	**0.00**

Decision Item (DIN): 3007 - Overtime

NARRATIVE

Standard Budget Adjustment - Overtime

Decision Item by Line

Decision Item (DIN): 3007 - Overtime

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	$325,600	$325,600
02	Turnover	$0	$0
03	Project Position Salaries	$0	$0
04	LTE/Misc. Salaries	$0	$0
05	Fringe Benefits	$64,900	$64,900
06	Supplies and Services	$0	$0
07	Permanent Property	$0	$0
08	Unallotted Reserve	$0	$0
09	Aids to Individuals & Organizations	$0	$0
10	Local Assistance	$0	$0
11	One-time Financing	$0	$0
12	Debt service	$0	$0
13		$0	$0
14		$0	$0
15		$0	$0
16		$0	$0
17	**TOTAL**	**$390,500**	**$390,500**
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

Program: 01 - State Fair Park

Decision Item (DIN): 3007 - Overtime

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
32 - State fair operations	$390,500	$390,500	0.00	0.00
Program Sub Total	**$390,500**	**$390,500**	**0.00**	**0.00**
DIN 3007 - Overtime Total	**$390,500**	**$390,500**	**0.00**	**0.00**
Agency Total	**$390,500**	**$390,500**	**0.00**	**0.00**

Decision Item by Fund Source

Decision Item (DIN): 3007 - Overtime

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	$390,500	$390,500	0.00	0.00
DIN 3007 - Overtime Total		**$390,500**	**$390,500**	**0.00**	**0.00**
Agency Total		**$390,500**	**$390,500**	**0.00**	**0.00**

Decision Item (DIN): 4000 - Wisconsin State Fair Park Safety and Security

NARRATIVE

The Wisconsin State Fair Park Board (WSFP) requests authority for 5.0 program-revenue (PR) FTE positions, consisting of 4.0 year-round law enforcement positions and 1.0 public safety assistant director position, to strengthen safety and security operations.

The addition of five FTE positions will improve recruitment and retention of qualified law enforcement personnel, provide WSFP with a sustainable year-round public safety workforce, and enhance preparedness, response capabilities, and incident management during large-scale events. Permanent positions will also reduce turnover and preserve institutional knowledge, allowing officers to develop a stronger expertise with facilities, operations, event layouts, emergency procedures, and public safety protocols.

WSFP currently utilizes LTE positions to fulfill these functions. While these positions address an ongoing operational need, the LTE employment structure presents significant challenges in recruiting and retaining qualified personnel. LTE positions do not provide the same benefits and employment stability typically associated with careers in law enforcement, making it difficult for WSFP to compete for and retain experienced officers in a highly competitive labor market.

These sworn officers are responsible for protecting life and property; preserving peace through patrol and community engagement; enforcing State Fair Park Administrative Code, state and federal law; and delivering comprehensive public safety services across the Park.

These positions demand a high level of professionalism, as well as working knowledge of department policies, security protocols, and privacy requirements. Because these are year round roles, Duty Police Officers and the Public Safety Assistant Director provide supervision and direction to part time and seasonal officers. Recruitment requires extensive background investigations and training well beyond a standard staff hire.

Decision Item by Line

Decision Item (DIN): 4000 - Wisconsin State Fair Park Safety and Security

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	$376,500	$376,500
02	Turnover	$0	$0
03	Project Position Salaries	$0	$0
04	LTE/Misc. Salaries	($273,500)	($273,500)
05	Fringe Benefits	$171,100	$171,100
06	Supplies and Services	$0	$0
07	Permanent Property	$0	$0
08	Unallotted Reserve	$0	$0
09	Aids to Individuals & Organizations	$0	$0
10	Local Assistance	$0	$0
11	One-time Financing	$0	$0
12	Debt service	$0	$0
13		$0	$0
14		$0	$0
15		$0	$0
16		$0	$0
17	**TOTAL**	**$274,100**	**$274,100**
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	5.00	5.00

Decision Item by Numeric

Program: 01 - State Fair Park

Decision Item (DIN): 4000 - Wisconsin State Fair Park Safety and Security

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
32 - State fair operations	$274,100	$274,100	5.00	5.00
Program Sub Total	**$274,100**	**$274,100**	**5.00**	**5.00**
DIN 4000 - Wisconsin State Fair Park Safety and Security Total	**$274,100**	**$274,100**	**5.00**	**5.00**
Agency Total	**$274,100**	**$274,100**	**5.00**	**5.00**

Decision Item by Fund Source

Decision Item (DIN): 4000 - Wisconsin State Fair Park Safety and Security

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	$274,100	$274,100	5.00	5.00
DIN 4000 - Wisconsin State Fair Park Safety and Security Total		**$274,100**	**$274,100**	**5.00**	**5.00**
Agency Total		**$274,100**	**$274,100**	**5.00**	**5.00**

Decision Item (DIN): 4001 - Wisconsin State Fair Park Year-Round Operational Support

NARRATIVE

The Wisconsin State Fair Park Board (WSFP) requests position authority for 3.0 program-revenue (PR) FTE positions to address ongoing, year-round operational needs. The requested positions - Information Technology Manager, Creative Services Design Manager, and Competitive Exhibits Manager - support critical functions that require leadership, institutional knowledge, and specialized expertise throughout the year.

WSFP operations include year-round events, facilities, technology systems, marketing and communications, competitive exhibit programs, sponsorship commitments, and other programs that require continuous staffing and coordination. While LTE positions have provided valuable support in these areas, the temporary nature of these appointments creates challenges with employee retention, institutional knowledge, continuity, recruitment, and long-term accountability. These challenges are particularly significant in positions that require substantial familiarity with WSFP's unique operations, systems, and partners.

The requested position authority would allow WSFP to transition these critical functions from temporary staffing arrangements to stable, permanent positions aligned with the ongoing nature of the work. Establishing these positions as FTEs would strengthen operational continuity, improve retention, reduce recurring onboarding and training needs, and provide clear year-round ownership and accountability for essential agency functions.

The Information Technology Manager would provide year-round technical leadership for the Park's technology infrastructure, systems, cybersecurity, and end-user support. Because WSFP operates largely outside the Department of Enterprise Technology's standard service structure, onsite IT expertise is essential to maintaining reliable systems and minimizing operational risk.

The Creative Services Design Manager would provide dedicated year-round leadership for the Park's substantial graphic design and visual communications needs across the Wisconsin State Fair, Harvest Fair, INDYCAR weekend, and other year-round programming. A permanent position would strengthen brand consistency, production capacity, staff development, and continuity while allowing the Creative Services Director to focus on strategic responsibilities.

The Competitive Exhibits Manager would provide year-round leadership for one of the Wisconsin State Fair's foundational program areas, supporting more than 1,000 exhibitors, more than 10,000 exhibits, approximately 80 seasonal employees, and more than 125 Century & Sesquicentennial Farm honorees annually. Permanent staffing would provide the continuity necessary to manage exhibitor relationships, seasonal workforce needs, program development, sponsor commitments, and the presentation of exhibits and grounds.

Decision Item by Line

Decision Item (DIN): 4001 - Wisconsin State Fair Park Year-Round Operational Support

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	$201,800	$201,800
02	Turnover	$0	$0
03	Project Position Salaries	$0	$0
04	LTE/Misc. Salaries	($105,000)	($105,000)
05	Fringe Benefits	$94,900	$94,900
06	Supplies and Services	$0	$0
07	Permanent Property	$0	$0
08	Unallotted Reserve	$0	$0
09	Aids to Individuals & Organizations	$0	$0
10	Local Assistance	$0	$0
11	One-time Financing	$0	$0
12	Debt service	$0	$0
13		$0	$0
14		$0	$0
15		$0	$0
16		$0	$0
17	**TOTAL**	**$191,700**	**$191,700**
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	3.00	3.00

Decision Item by Numeric

Program: 01 - State Fair Park

Decision Item (DIN): 4001 - Wisconsin State Fair Park Year-Round Operational Support

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
32 - State fair operations	$191,700	$191,700	3.00	3.00
Program Sub Total	**$191,700**	**$191,700**	**3.00**	**3.00**
DIN 4001 - Wisconsin State Fair Park Year-Round Operational Support Total	**$191,700**	**$191,700**	**3.00**	**3.00**
Agency Total	**$191,700**	**$191,700**	**3.00**	**3.00**

Decision Item by Fund Source

Decision Item (DIN): 4001 - Wisconsin State Fair Park Year-Round Operational Support

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	$191,700	$191,700	3.00	3.00
DIN 4001 - Wisconsin State Fair Park Year-Round Operational Support Total		**$191,700**	**$191,700**	**3.00**	**3.00**
Agency Total		**$191,700**	**$191,700**	**3.00**	**3.00**

ACT 201

Proposal under s. 16.42(4)(b): **0% change in each fiscal year**

FY: **FY28**

Agency: **SFP - 190**

Exclude: Federal
Debt Service

Columns A-G were prepopulated for agencies to reflect state operations adjusted base and reductions agreed to by DOA and LFB. See Appendix H for instructions on how to complete these templates.

Proposed $ and Proposed FTE columns reflect total agency proposed spending and positions for indicated fiscal year. These amounts should include standard budget adjustments (SBAs), any proposed reallocations or reductions to meet the target, and any other requests that the agency would want considered under this proposal.

Appropriations with zero dollars and zero FTEs are not loaded into the template. If you have any questions, contact your SBO analyst.

IF YOUR AGENCY PLANS TO TAKE THE SAME CUTS OVER BOTH YEARS, YOU SHOULD ONLY FILL OUT ONE GRID FOR 0% GROWTH AND ONE GRID FOR 5% REDUCTION, THEN CHANGE "FY28" TO "FY28 AND 29".

						(See Note 1)						(See Note 2)		Change from Adj Base	
	Appropriation		Fund			0% Change	Proposed Budget 2027-28		Item	Change from Adj Base		Remove SBAs		after Removal of SBAs	
Agency	Alpha	Numeric	Source	$	FTE	Target	Proposed $	Proposed FTE	Ref	$	FTE	$	FTE	$	FTE
190	**1h**	132	PR	$20,464,000.00	54.00	$0	$21,059,000	62.00		$595,000	8.00	($595,000)	-8.00	$0	0.00
190	**1i**	133	PR	$180,000.00	0.00	$0	$180,000	0.00		$0	0.00	$0	0.00	$0	0.00
Totals				**$20,644,000.00**	**54.00**	**$0**	**$21,239,000**	**62.00**		**$595,000**	**8.00**	**($595,000)**	**-8.00**	**$0**	**0.00**

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = $0

Difference = **$0**
Should equal $0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

1 Program Revenue funding backs expenditures
2
3

ACT 201

Proposal under s. 16.42(4)(b): **5% change in each fiscal year**

FY: **FY28**

Agency: **SFP - 190**

Exclude: Federal
Debt Service

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	Appropriation		Fund			(See Note 1) 5% Change	Proposed Budget 2027-28		Item	Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
Agency	Alpha	Numeric	Source	$	FTE	Target	Proposed $	Proposed FTE	Ref	$	FTE	$	FTE	$	FTE
190	**1h**	132	PR	$20,464,000.00	54.00	($1,023,200)	$21,059,000	62.00		$595,000	8.00	($1,627,200)	-8.00	($1,032,200)	0.00
190	**1i**	133	PR	$180,000.00	0.00	($9,000)	$180,000	0.00		$0	0.00	$0	0.00	$0	0.00
Totals				**$20,644,000.00**	**54.00**	**($1,032,200)**	**$21,239,000**	**62.00**		**$595,000**	**8.00**	**($1,627,200)**	**-8.00**	**($1,032,200)**	**0.00**

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = ($1,032,200)

Difference = **$0**
Should equal $0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

1 Program Revenue funding backs expenditures
2
3

ACT 201

Proposal under s. 16.42(4)(b): **0% change in each fiscal year**

FY: **FY29**

Agency: **SFP - 190**

Exclude: Federal
Debt Service

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	Appropriation		Fund			(See Note 1) 0% Change	Proposed Budget 2028-29		Item	Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
Agency	Alpha	Numeric	Source	$	FTE	Target	Proposed $	Proposed FTE	Ref	$	FTE	$	FTE	$	FTE
190	**1h**	132	PR	$20,464,000.00	54.00	$0	$21,059,000	62.00		$595,000	8.00	($595,000)	-8.00	$0	0.00
190	**1i**	133	PR	$180,000.00	0.00	$0	$180,000	0.00		$0	0.00	$0	0.00	$0	0.00
Totals				**$20,644,000.00**	**54.00**	**$0**	**$21,239,000**	**62.00**		**$595,000**	**8.00**	**($595,000)**	**-8.00**	**$0**	**0.00**

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = $0

Difference = **$0**
Should equal $0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

1 Program Revenue funding backs expenditures
2
3

ACT 201

Proposal under s. 16.42(4)(b): **5% change in each fiscal year**
FY: **FY29**
Agency: **SFP - 190**

Exclude: Federal
Debt Service

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Agency	Alpha	Numeric	Source	$	FTE	Target	Proposed $	Proposed FTE	Ref	$	FTE	$	FTE	$	FTE
190	**1h**	132	PR	$20,464,000.00	54.00	($1,023,200)	$21,059,000	62.00		$595,000	8.00	($1,627,200)	-8.00	($1,032,200)	0.00
190	**1i**	133	PR	$180,000.00	0.00	($9,000)	$180,000	0.00		$0	0.00	$0	0.00	$0	0.00
Totals				**$20,644,000.00**	**54.00**	**($1,032,200)**	**$21,239,000**	**62.00**		**$595,000**	**8.00**	**($1,627,200)**	**-8.00**	**($1,032,200)**	**0.00**

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