

2019



ANNUAL REPORT



THE FAIR GROUNDS

KOOTENAI COUNTY



fair board

- Jerry Johnson, Chair
- Zach Bane, Vice Chair
- Elise Burton
- Joe Doellefeld
- David Fair
- Ken Renner
- Linda Rider

fairgrounds staff

- | | | |
|---------------------|---|-------------------------------|
| Alexcia Jordan | • | General Manager |
| Laura Burrow | • | Events Coordinator |
| Alan Dysktra | • | Facilities Manager |
| Todd Feusier | • | Grounds Electrician |
| Natalee Orr | • | Office & RV Park Coordinator |
| Shannon Reed | • | Finance/Vendor Coordinator |
| Kevin Schafman | • | Maintenance Coordinator |
| Brittany Teverbaugh | • | Sponsorship/Marketing Manager |
| Adam Vinson | • | Event & Facility Assistant |

gem state stampede COMMITTEE

- | | | |
|------------------|---|----------------|
| Zach Bane, Chair | • | Darrel Stevens |
| Scott Carver | • | Greg Stevens |
| Dave Paul | • | Steve Wilson |
| Dr. Bob Peters | • | Mark Huffman |
| Denise Rosen | • | Darin Nagle |
| Wade Soderbeck | • | Travis Turner |



manager's report letter



2019 was a year full of exciting changes, some may have been seen and others barely noticed, yet all helped us become more functional in our daily operations. It is always nerve-racking when you decide to make change but without change, we cannot progress. We held true to our goals and kept sight of our mission while bringing about change that helped us move into an all-out record-breaking year.

From our number of fairgoers, to the number of interim events held, we took all records from the year before and shattered them. Throughout the year we kept up the good work we started in 2017, continuing to further gain on ADA compliance and deferred maintenance. Thanks to many of our community partners we are able to accomplish so much while still remaining frugal. We spent many hours and worked with multiple companies to help bring about changes in 2019 that would make us more effective and efficient for the future.

Last year brought in over 300,000 visitors to the fairgrounds who attended one or more events held here or who choose to stay at the new RV Park along their summer journeys. Each weekend brought new life to the facility and brought new people into our community. Our interim event numbers were higher than ever proving our community truly has chosen the Kootenai County Fairgrounds as their gathering place.

Between events we still managed to find time to continue our efforts on ADA improvements and deferred maintenance. These projects all created improved lighting, accessibility and infrastructure throughout the facility. With the installation of fiber optics thanks to our great community partners, we are now more connected than ever! Just when we thought we were moving along the project list pretty good, Mother Nature decided to redirect our focus. It only took a moment for a major windstorm to rip the top of the Silver Buckle Club off and toss it across the Findlay Arena. With help from the North Idaho Fair & Rodeo Foundation we were able to ask for emergency funding to construct a permanent structure over the top of our Silver Buckle Club platform just before opening the Fair.

The Fair came with much anticipation. We spend over a year planning each Fair and this year, change was the name of the game. We brought in a new ticketing company and jumped into the digital age with both feet. We listened to the voices of our fair patrons and contracted a new carnival company, changed parking patterns, layouts, and offered a wider variety of entertainment than ever before. With all the changes to implement we are proud to say we have never had a better fair! We were up in attendance, carnival, food sales, parking and admission. A packed house for the concert, rodeos and demo derby each day, breaking each record from years before. Our 4-H program has grown to be the largest in the state and their support is astonishing. It is clear we are providing our community an event the whole family can enjoy, and we work hard to make the experience better each year. With International recognition on our 2019 North Idaho State Fair we are honored to create a fair rooted in tradition yet still aiming to grow to new heights!

Looking back on 2019 we are proud of our accomplishments. Much was done and many records were broke yet again, but we certainly will not stop here. With a very successful 2019 in the books we look ahead to clearly see what all 2020 holds, and we do it with excitement!

Alexcia Jordan
General Manager

North Idaho STATE FAIR

Attendance & Weather

Wednesday, Aug. 21

Senior Day

High: 87

Low: 54

Percip: 0

Thursday, Aug. 22

Thrifty Thursday

High: 76

Low: 59

Percip: *early morning drizzle*

Friday, Aug. 23

Paint the Fair Pink

High: 81

Low: 55

Percip: 0

Saturday, Aug. 24

State Fair Saturday

High: 81

Low: 60

Percip: 0

Sunday, Aug. 25

Super Sunday Funday

High: 77

Low: 55

Percip: 0

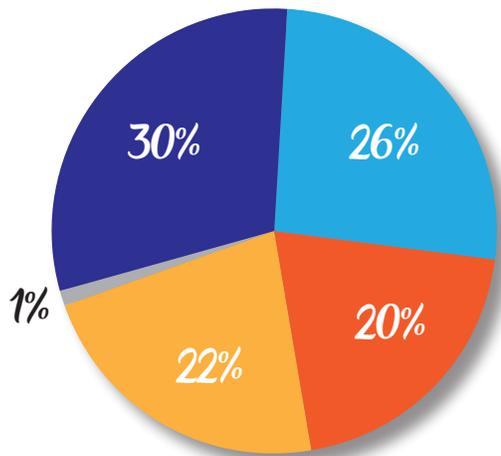
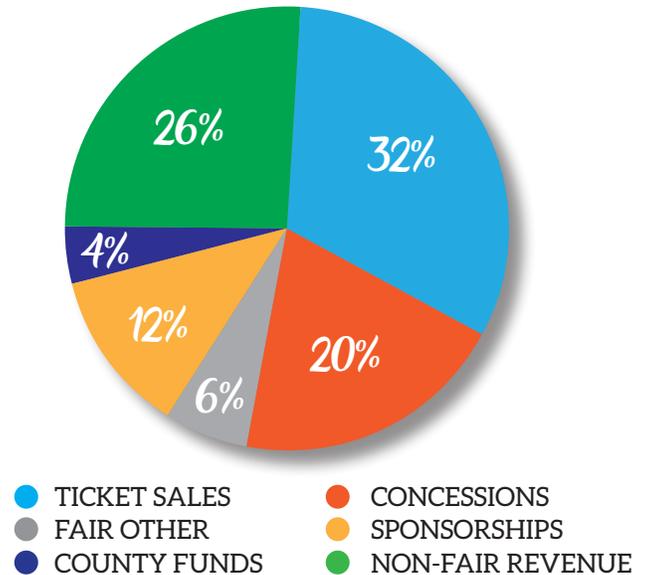
2019 Total Attendance:

97,082

fairgrounds financial report

2019 OPERATING REVENUES

Ticket Sales	\$654,403.41
Concessions	\$400,617.95
Fair Other	\$118,380.09
Sponsorships	\$251,969.80
County Funds	\$76,250.00
Non-Fair Revenue	\$527,487.69
	\$2,029,108.94



2019 OPERATING EXPENSES

Administration	\$480,085.69
Facilities/Maintenance	\$369,604.29
Attractions/Entertainment	\$411,608.29
Premiums	\$23,769.78
Payroll/Benefits	\$552,103.54
	\$1,837,171.59

- ADMINISTRATION
- FACILITIES/MAINTENANCE
- PREMIUMS
- ATTRACTIONS/ENTERTAINMENT
- PAYROLL/BENEFITS

NET PROFIT TO DATE: \$191,937.35

NORTH IDAHO STATE FAIR 3-YEAR GROWTH

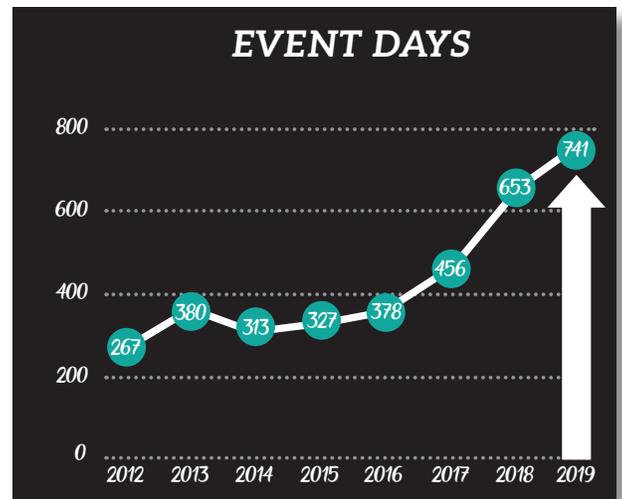
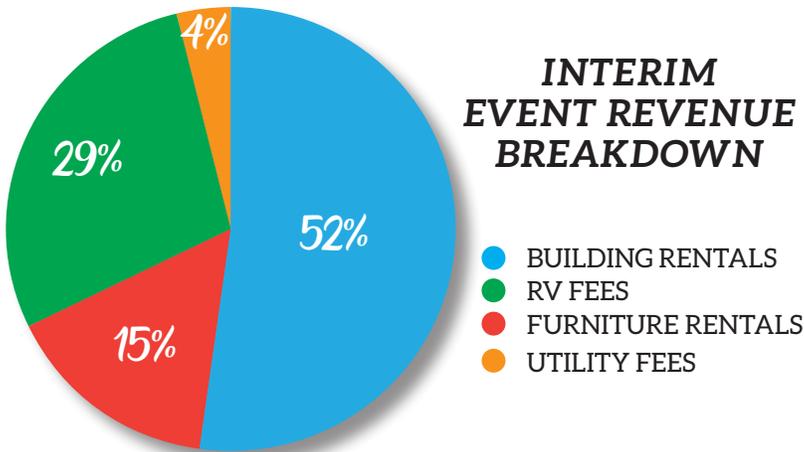
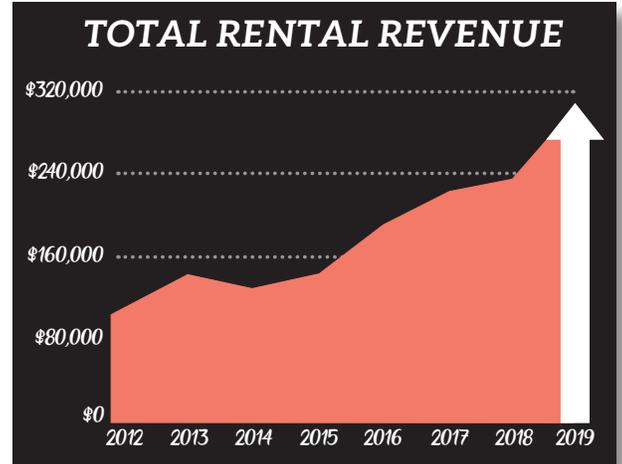
2019	2018	2017			
Income	\$ 1,381,363.93	Income	\$ 1,174,913.54	Income	\$ 1,038,806.61
Expenses	\$ 834,326.18	Expenses	\$ 769,928.52	Expenses	\$ 695,797.80
Profit/Loss	\$ 547,037.75	Profit/Loss	\$ 404,985.02	Profit/Loss	\$ 343,008.81
Attendance	97,082	Attendance	85,448	Attendance	82,858

building rentals & non-fair events

estimated **302,480**

People who attended the fairgrounds for non-fair events including:

- Julyamsh
- Gem State Stock Show
- Dog Shows
- Pro-West Rodeo Finals
- Horse Shows
- Shrine Circus
- 4-H
- Arenacross
- Banquets
- Endurocross
- Fundraisers
- Weddings
- Comicon
- Rebel Junk
- 3C's Craft Fair
- Company Holiday Parties
- Farm to Table Field Trip Days
- & many other trade shows & special events
- Home & Garden Show



estimated **\$10,900**

Donated to County & City Law Enforcement in facility usage for training

estimated **\$19,600**

Donated to 4-H in facility space usage

KOOTENAI COUNTY RV PARK GRANT FUNDING CONTINUES

2019 marked the first full year of our RV Park being fully operational. This helped create a new source of revenue and accommodate our guests and those passing through. April 2019 we were awarded more than \$580,000 in grant funding to continue the development of our RV Park.

This next phase will include bathrooms and showers, fencing, paving of sites and some landscaping. You can expect to see ground break in the spring of 2020.



2019 fair highlights

grandstand events

WEDNESDAY, AUG. 21	• CRAIG MORGAN & JERROD NIEMANN
THURSDAY, AUG. 22	• XTREME BULLS
FRIDAY, AUG. 23	• PRCA RODEO
SATURDAY, AUG. 24	• PRCA RODEO
SUNDAY, AUG. 25	• PRCA RODEO • DEMO DERBY



FREE ENTERTAINMENT

TERRANCE B, HYPNOTIST

HIGH DIVE SHOW

TUMBLEWEED CROSSING

BUGOLOGY

MANGO & DANGO

KARDENNI MAGIC

MUSIC ON THE MIDWAY

TRICK COWGIRL

PETTING ZOO

COMMUNITY STAGE

UNCLE CURLY'S KID ZONE

FARM PARK

VINTAGE AG EQUIPMENT

IFG STEAM ENGINE SAW MILL

SEVEN STAR ALPACA RANCH

ALL ABOARD!



snapshot

REVENUES	• \$1,381,363.93
ATTENDANCE	• 97,082
BIGGEST DAY	• SATURDAY
COMMERCIAL VENDORS	• 180
CONCESSIONAIRES	• 39
OPEN CLASS EXHIBITS	• 6,115
4-H EXHIBITS	• 1,669
4-H MARKET ANIMAL SALE	• \$878,379.20

\$103,000

IN FREE ENTERTAINMENT

2019 competition in numbers

536

2019 4-H'ers

1,669

4-H PROJECTS
EXHIBITED

208

4-H
volunteers



OVER
\$23,000

AWARDED
in cash premiums
paid out to residents
of North Idaho who
compete in our Open
Class Competitive
Exhibit Programs.

OVER
3,500

EQUINE
enthusiasts attended
the Kootenai County
Fairgrounds in 2019

\$878,379
SOLD

at 4-H Market
Animal Sale

15%

increase in
BEVERAGE
SALES

21%

increase in
FOOD
CONCESSIONS

OVER
\$103,000
AWARDED

to Rodeo
Contestants

9%

increase in
PARKING

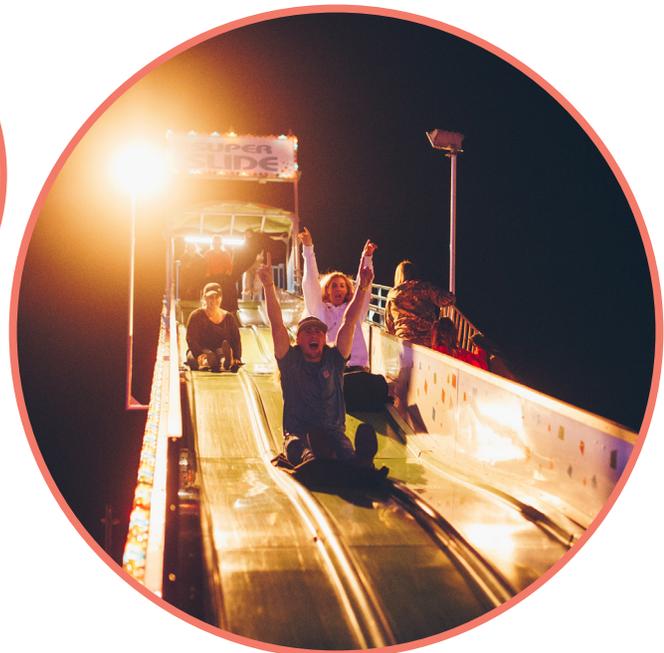


4 of 6

arena shows
SOLD OUT!

32%

increase in
CARNIVAL



special awards

- PERSON OF THE YEAR • FRED SCHEFFLEMAIER & LINDA NORTHINGTON
- BUSINESS OF THE YEAR • EQUIPMENT RESCUE
- VOLUNTEER GROUP OF THE YEAR • KOOTENAI SHOSHONE FARM BUREAU
- CLYDE BOATRIGHT AWARD • MARY LUANN LARSON

COMPETITIVE EXHIBIT WINNERS

2019 Premier Exhibitor – Suey Magnus

2019 Premier Youth Exhibitor – Jasper Brondt

2019 Best Cook – Suey Magnus

GREEN THUMB GARDENER AWARDS

Fruit, Nuts & Herbs – Yvonne Matthis

Vegetables & Field Crops – Yvonne Matthis

Flowers – Laura Cary

CONCESSIONAIRES AWARDS

Fairest of them All – White's Concessions – Tenderloin Sandwich

Most Creative Item – Giovanni's Concessions – Deep Fried Philly

Best Fair Food on a Stick – Classic Foods Catering – Steak on a Stick



ROCKY MOUNTAIN ASSOCIATION OF FAIRS AWARDS



Six awards earned for our event guide, premium book, promotional poster, fair theme logo and photos submitted at the fair.

In addition, Alexcia Jordan has been selected to serve a 3-year term as the Northwest District Director on the RMAF Board. She will represent for North Idaho, Washington and Western Montana.

Our district has the honor of hosting the 2023 RMAF Convention here at the CDA Resort. We will be responsible for much of the programming for this. We are thrilled to bring this back to CDA.

YOUR FOUNDATION AT WORK

The North Idaho Fair & Rodeo Foundation continues to provide support when the Fairgrounds needs it the most. This summer a windstorm rolled through the fairgrounds taking the cover completely off the Silver Buckle Club. If you attended the fair you likely noticed a huge new structure over the top of the Silver Buckle Club Platform. This was only made possible due to the emergency funding of the Foundation. In record timing we were able to construct a shelter that will stand the test of time. We also thank Prime Time Excavation & Construction, ARC General Construction, Idaho Forest Group, CDA Redi Mix, Thorco and several Fairgrounds staff and Rodeo Committee members that stepped up to help where it was needed to make sure this happened quickly.



2019 NORTH IDAHO STATE FAIR RECEIVES INTERNATIONAL RECOGNITION

Each year the North Idaho State Fair submits entries to compete against not only the nation's fair but also international fairs and be judged by those in the fair Industry. This year we are very proud to say we earned 25 awards in the areas of Agriculture, Communications, Competitive Exhibits, Non-Fair Facilities and Sponsorship Innovation. This is the hard work for the Fair Board, staff and many volunteers who make this great fair such a huge success!

As a result of this success at IAFE, Alexcia has been asked to serve as the Non-Fair Facility Chair for 2021. Part of her responsibilities beyond leading the Non-Fair Facility Committee will be to sit on the Programing Committee for the 2021 IAFE Convention. This is an honor that is offered by the merits of your fair.

AGRICULTURAL AWARDS

OVERALL AGRICULTURAL AWARD FOR DIVISION 1

1st Place – *Newly Established Program at your Fair to Promote Agriculture to the Fair-going Public*

1st Place – *Non- Fair related agricultural program produced or co-produced by your fair*

1st Place – *Unique partnership for an event showcased at your fair*

1st Place – *Agricultural Communications*

1st Place – *Agricultural Livestock Photo*

2nd Place – *Agricultural Programs Video*

2nd Place – *Agricultural Horticulture Photo*

3rd Place – *Agricultural Exhibitor Retention Program*

3rd Place – *Agricultural Equine Photo*

3rd Place – *Agriculture program area beautification*

COMMUNICATION AWARDS

1st Place – *Radio Ad*

2nd Place – *Magazine Ad*

2nd Place – *Misc. Marketing or Promotional Piece (Pre-Fair)*

3rd Place – *Newspaper Ad (Color)*

3rd Place – *Website*

COMPETITIVE EXHIBITS

1st Place – *New Contest to Attract New Competitive Exhibitors*

1st Place – *New Method to Attract New Competitive Exhibitors*

1st Place – *Competitive Exhibits Display (single photo)*

1st Place – *Competitive Exhibit Display (photo series)*

2nd Place – *Use of Theme Throughout Multiple Division of Exhibits*

3rd Place – *Create it on the Spot Contest*

3rd Place – *General Display at your Fair (photo series)*

NON-FAIR FACILITY AWARDS

1st Place – *Overall Campaign Used to Market you Facility*

SPONSORSHIP AWARDS

3rd Place – *Sponsorship Innovation*



*Making improvements
everyday!*

**This SCAFCO bin
was creatively
converted into
what we now call
the Grain Bin Bar.
Cheers!**



#NISFaircares

GIVING BACK TO OUR COMMUNITY

Did you know, over \$200,000 in earning and/or savings went to area non-profits from hosting events at the fairgrounds. \$95,401 of that was earned during the 2019 North Idaho State Fair through food booths and services.

PROVIDING MEALS

At the 2019 North Idaho State Fair \$61,239 was donated from the livestock sale in meat to local non-profits. In fact, the Children's Village received enough meat to feed the kids for a year!

4-H PROGRAM SUPPORT

In 2019, 204 local businesses and individuals provided \$855,260 that went back to more than 300 local 4-H members who participated in market animal project, many of which buy their feed and supplies locally.

FARM TO TABLE DAY

Annually, nearly 1,200 Kootenai County 5th grade students participate in a hands-on agriculture education field trip at the Fairgrounds, where they learn just how their food gets from the farm to their tables.

SUMMER SERVICE DAY

Each year volunteers from North Idaho roll up their sleeves and help tackle projects at the Fairgrounds to help keep the grounds beautiful and looking fresh!

GEM STATE STAMPEDE RODEO COMMITTEE

Each year, the GSS Rodeo Committee volunteers time to run a rough stock rodeo clinic to help train upcoming contestants and continue the sports growth here in the Northwest.

RV PARK

Did you know, through the resourceful efforts of the Fair Board and staff, over \$1.2 million in capital improvements have occurred on the facility since 2017? Funds solely provided by grant funding and community support!

CONTINUING EDUCATION

Through the continuous efforts of the North Idaho Fair Foundation \$65,000 in scholarships have been awarded to outstanding youth in North Idaho!

CANCER CARE SUPPORT

Since the inception of Chicks N Chaps here at the North Idaho State Fair over \$170,000 has been raised. Over \$86,000 of that has been donated to Kootenai Health Foundation for their Cancer Support Fund to help local families.

