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The Northern Wisconsin State Fair Association, Inc (NWSF) will be conducting a fairgrounds planning session on March 19, 2015 to define facility needs for our agricultural, business and educational community. This session will address use of fairground space to accommodate animal housing needs for the Fair (and other animal events), event space for trade shows, sports activity space needs, School activity space needs; Senior citizen, youth and music event activities.

Please review work already completed from a Strategic Planning Session conducted in 2009; Session results, Prioritized uses, Mission, Vision and Values Statements. From our 2009 Session a Master Facilities Concept Plan was developed in 2010 to provide a long range facilities plan of action. Due to extensive facility needs of barns and space for community events we need your input to formulate a plan to meet agricultural, commercial and community facility needs as defined in our Master Facilities Concept Plan.

Strategic Plan History:

A Strategic Planning Session was held on January 20, 2009. The session was attended by over 40 people from our region to provide guidance and direction for the NWSF Board of Directors. Attendees of the session were asked to provide input and direction by answering question regarding the purpose & expectations, specific uses of the venue and prioritizing or defining ideas as it relates to existing resources and needs of the community. The resulting data from this session is presented below:

Strategic Planning Session results
January 20, 2009

Never Change:

State Fair venue site & Name
Competition/Youth - Vendors/Exhibitors
Tradition – History – Entertainment - Fun
Community Supported Food Booths / Grease (Fair Food)
Jr. Fair & County Fair - Rural & Urban
Holding different Events - Free Grandstand
Maintaining Land Ownership & Acreage - Open Involvement

Potential Uses Northern Wisconsin State Fairgrounds
Results of Community Feedback/Strategic Planning
2009

Music Events/Concerts	9	Rodeos	2
Car Shows	7	Storage	2
Family Events/ Reunions/ Picnics/ Parties	7	Tractor Pulls	2
Gun/Hunting/Fishing Show	5	Trade Shows	2
Livestock Shows/Sales	5	Winter Carnival Event	2
Wedding Receptions	5	Winter events competitions, ski/snowmobile/4wheeler	2
Camping	4	Archery Leagues	1
Craft/Art Shows	4	Beer & Wine Tasting Events	1
Company Outing/Retreats	3	Build & Improve on existing fair	1
Dog Shows	3	Circus	1
Lawn/garden/home improvement shows	3	City/County/Chippewa Valley celebrations	1
National/Regional/State Events/Competitions	3	Community Center with meeting rooms	1
Outdoor Recreational Shows	3	Create on ground/year round office facility	1
Antique Show	2	Dance Lessons, Scrap Booking, Sewing	1
Auctions	2	Demolition Derby's	1
Boat/Camping/RV Shows	2	Equestrian Shows	1
Boy/Girl Scout Jamborees/Derby's	2	Expand "generational" class reunion concept	1
Cooking Competition & seminars	2	Farm Equipment Shows	1
Education Facility for Police/Fire	2	Indoor Golf Practice Area	1
Expand Oktoberfest	2	Job/Employment fairs	1
Farm & Agricultural Shows/Education	2	Military Trade Show	1
Farmers Market	2	Motor cross/cycle/lawnmower/donkey races	1
Flea Market	2	Move Renaissance Festival to Fairgrounds	1
Kids expo featuring fun, educational, safety	2	School activities	1
Local Area Entertainment Performances/Competitions	2	Stock Car Races	1
Military Training	2		

Strategic Plan Statement

Mission:

Our Mission is to provide up-to-date grounds and facilities that promote events and attractions enhancing the economic viability of our community.

Vision:

Community:

The Northern Wisconsin State Fairgrounds will create, promote, support and welcome events which reflect our communities' lifestyles while maintaining financial independence, community ownership and pride in a safe gathering place.

Associates/Volunteers:

Associates and Volunteers will provide positive guidance to improve the grounds and events, promote ownership and pride, while building goodwill among all area communities.

Board Members:

The Northern Wisconsin State Fair board members will be community leaders who are visionary and open minded, fiscally responsible and committed to working collaboratively in protecting and preserving the Fairgrounds for future generations.

Values:

The Northern Wisconsin State Fairgrounds will provide diverse family-oriented activities that preserve and create traditions, encourage community-wide involvement while upholding high standards of integrity and honesty.