


# Washington Town & Country Fair Funding Sources

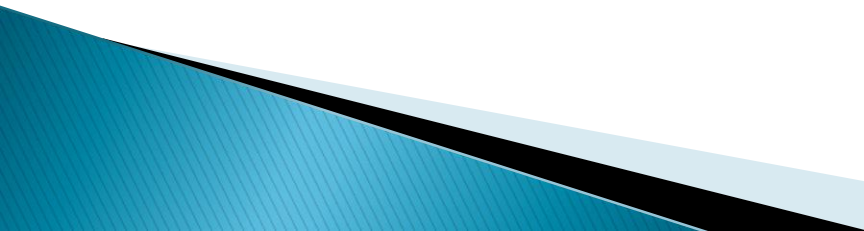
Presented by: Jennifer Giesike, CFE



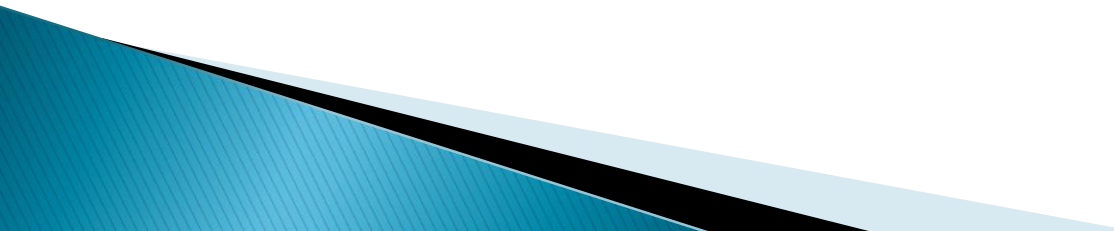
# General Fair Information

- ▶ Division of the Washington Area Chamber of Commerce
    - The fair is the largest fundraiser for the Chamber
  - ▶ 5-day pay-one-price fair
  - ▶ 80,000 – 100,000 people in attendance
  - ▶ Approximately \$2,000,000 budget with a local economic impact of over \$1,000,000
  - ▶ Run by 24 Fair Board members – all volunteers
  - ▶ Over 550 volunteers who serve over 35,000 volunteer hours throughout the year
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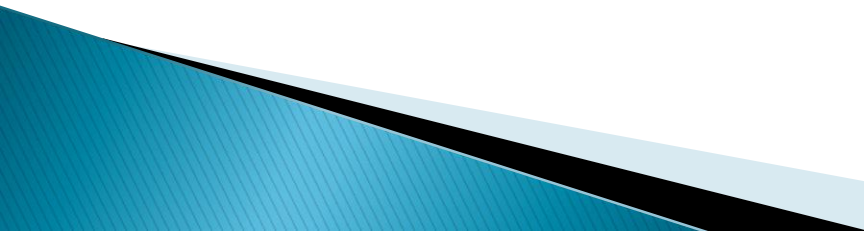
# Aid to Fairs Funding

- ▶ Reimbursement money received from the State of Missouri for a portion of the Livestock, Home Economics, and Floriculture premiums paid out
  - ▶ Received \$8,000 – \$10,000 each year
  - ▶ Money received was about 1 / 3 the amount paid out
  - ▶ Funding was cut in 2003
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# Booster Money

- ▶ Start up money for the fair to use
  - ▶ Booster fee is \$75.00
  - ▶ Letters are sent to all Chamber members and businesses in the community
  - ▶ Raise between \$10,000–\$13,000 every year
  - ▶ Boosters are listed in our fair catalog, newspaper supplement, and thank you ad
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# Sponsorships

- ▶ Sponsorships range from \$100 – \$25,000
    - Over 165 sponsors – 51 over \$1,000
  - ▶ In 2003 our sponsorship total was \$65,000
  - ▶ In 2015 our sponsorship total was \$246,000
  - ▶ Over 300% increase in the last 10 years
  - ▶ Customize benefit packages for sponsors
  - ▶ Sponsorships on all events and event locations
    - Main Stage, Motorsports Arena, Livestock Shows, Contests, etc.
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# Concessions Stands

- ▶ Local non-profit organizations work the food stands
  - Rotary Club, Lions Club, Jaycees, Optimist Club, Church groups, School associations, etc.
- ▶ Fair pays all of their invoices
- ▶ Net profit is split 50/50 between the fair and the organization
- ▶ Fair cuts a check to each organization
- ▶ Fair profits between \$80,000 to \$90,000 every year

# What is done with the profit?

- ▶ Profit is used to increase reserve fund
    - Enough to cover 2 years of operating costs
  - ▶ Profit is used to increase commerce in the community
  - ▶ Profit is used to fund improvements to the fairgrounds
    - City of Washington – helps fund improvements
    - Local organizations help fund improvements
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