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Fair Location
620 17th Street
Menomonie, WI 54751

DATE: September 1, 2019
TO: Dunn County Board of Supervisors



Thank you to the Dunn County Board of Supervisors and the citizens of Dunn County for your support of the Dunn County Fair where we celebrated *Cowboy Boots and Country Roots!*

This proved to be a fun theme as clubs and exhibitors decorated and prepared exhibits using this theme – use your imagination, I'm sure you can come up with all kinds of scenarios.

Beautiful weather helped us to have a successful fair, except for Sunday when storms warnings were issued, and rain came later in the afternoon. We did release the exhibits an hour early due to the warnings. The demo derby still happened at the grandstand since the storms stayed away and we only had rain. The track did not have to be watered at all as it developed its own mud pit for the demo!

Exhibits dropped slightly for the youth area and open class. We did increase the entry fee for open class which most likely resulted in the decrease of entries. With the third year of the new program for online entries, FairEntry, we continue to create efficiencies in the program and roll out enhancements for the exhibitors to use.

Attendance numbers were down from previous years, most likely due to the change in our admission fees. Both the admission and entry fees were increased to generate additional revenue. Parking continues to be a challenge for the fair. Without a secure grounds, the fair board continues to also be challenged to have an accurate count; the attendance numbers are based on the number of tickets sold at the gates along with weekly passes sold and daily passes issued, using a formula to calculate the final numbers. The grandstand shows this year brought in good crowds on Thursday, Friday, Saturday, and Sunday.

The free stage and food court area was again a popular gathering place for fair goers as they gathered to watch entertainment and enjoyed delicious food and beverages. We expanded on our local entertainment theme used one-night last year to three nights this year. This continued to work for us as it brought great crowds to the free stage and food area. Once we have the new free stage constructed, we plan to expand the beer garden area to allow fair goers a better entertainment venue.

The Fair hires and partners with many service and community organizations, such as the Lion's Club, Fish and Game, Knights of Columbus, Boy Scouts, 4-H clubs, and Red Cedar Racing, to run the gates, park cars, serve as cleaning crews, help with the grandstand events and sell our beer. Individual volunteers also put in many hours to help the fair be successful; without their help, our job would be much more difficult, and the fair would not happen. The fair also partners with UW-Extension to provide educational support and communication to the various youth groups in the county. Thank you!

Our arrangement with the Public Works/Facilities staff continues to be a tremendous help in putting together an educational and entertaining event for the residents of Dunn County and the surrounding area. A special thank you to the Public Works crew for their work before, during and after the fair, and the Dunn County Reserve Officers and Menomonie Fire Department who assist in security and provide safety during the fair.

Plans are well underway for the next fair – mark your calendars and join us July 22 – 26, for the 135th edition of the Dunn County Fair.

I look forward to sharing more information with you at the County Board of Supervisors' meeting.

Respectfully submitted,
Deb Gotlibson, President