



**Teton County Fair Board
Special Meeting Minutes
Wednesday February 17th, 2021 @ 5:30PM
Zoom Meeting**

Mission: The mission of the TCFB is to produce an exceptional fair and administer the year-round use of the fairgrounds while promoting the western heritage; uniting urban and rural communities in celebration.

Vision: The TCFB's vision is to actively engage in the pursuit and promotion of our rural and agricultural heritage, from neighborhood back yards to family farms and local businesses.

I. Call to Order

Matt calls the meeting to order at 5:35 PM.

II. Roll Call/Pronouncement of a Quorum

PRESENT: Matt, Gary, MB, Zach, Tere, Hannah, Deb

ALSO PRESENT: Rachel & Sarah

ABSENT: Steve & Donnie

III. Adopt Agenda

Hannah motions to adopt the agenda as written. Deb seconds the motion. No discussion. The motion passes with a unanimous vote.

ACTION ITEMS

IV. New Business

a. FY22 Budget Workshop

Rachel explains to the Fair Board that the Commissioners have directed staff to keep their budgets flat from last year's request. What that means for the Fair Board is that they need to have the same deficit as they had last year, which was \$83k. Currently, our expenses total \$499,490 and our revenues total \$302,200, making a difference of \$197,290. We need to decrease that number by both increasing revenues and decreasing expenses.

Rachel recommends that the Board dive into revenues first because the more revenue we can bring in, the less we will have to cut. Rachel also asks the Board to consider Fair programming that may cost money but also brings in money vs. Fair programming that we pay a lot of money to have and does not bring in any revenue i.e. free attractions.

REVENUES

32-3-301-000-000; Fair Ticket Sales

This line item includes all Frazier Show pre-sale carnival passes, as well as tickets to our night events. The Rodeo Arena grandstands seat 2500 people, but that was pre-COVID and without social distancing. This year, we may be able to have our night events, but at a lesser

capacity. Rachel estimates that we will be able to sell 1000 tickets to our night events. Rachel says that we may want to revisit our night event ticket prices and think about increasing some or all of them. We really need to be able to rely on these projections for our budget and the Board should consider charging one ticket price, a flat ticket price, for each event rather than multiple prices.

In 2018 and 2019, the Fair Office collected over \$100k in carnival pre-sale tickets. Each year, Frazier gives the Fair Office 1000 mega-passes and a 1000 4-hour passes to sell from July 1 until Frazier arrives on-site. The Fair Office always sells more meg-passes than 4-hour passes. Rachel estimates that the Fair Office can still sell \$100k worth of pre-sale carnival passes. The Fair Board agrees and thinks we should be relatively conservative with our estimate here as more info materializes regarding the carnival and COVID 19.

Fair Concert – numbers were decided upon at the 2/8 Fair Board meeting. The Board remains comfortable with these projected numbers.

Team Branding – do we want to revisit charging a ticket price? After some discussion, it is decided that a \$5 ticket price will be charged with an estimated 250 attendees.

Fair Rodeo – after some discussion, it is decided that the individual ticket price for the Fair Rodeo will be \$30.

Figure 8s – our guaranteed sell-out event! The Fair Board agrees that we can raise the ticket price to \$40 per ticket and still sellout.

CALCULATIONS

Carnival Tickets

Megapasses $\$100 \times 800 = \$80,000$

4-Hour Passes $\$20 \times 100 = \$20,000$

Concert - \$20 pp

$\$20 \times 1000 = \$20,000$

Team Branding - \$5 pp

$\$5 \times 250 = \1250

Fair Rodeo - \$30 pp

$\$30 \times 1000 = \$30,000$

Figure 8s - \$40 pp

$\$40 \times 1000 = \$40,000$

TOTAL

$\$191,250$

The Board agrees on \$191,250 for projected Fair Ticket Sales.

32-3-302-000-000; Fair Sponsors

Rachel explains to the Board that over the last 5 years, sponsorships have ranged from \$25k to \$42k. She feels like \$35k is a solid, conservative number to shoot for this year.

Zach & MB agree that this is one revenue source that the Fair Board can work harder to increase and grow. Zach sent an email earlier today and was able to get our first ever Title Sponsor at \$10k from Foster Friess. Rachel lets the Board know that the Fair Office has currently collected \$5k in sponsorships.

The Fair Board agrees to estimate \$50k in the Fair sponsorship line item, with each Fair Board bringing in about \$3500.

32-3-303-000-000; Fair Donations

We do not typically receive donations. Mostly, we just collect sponsorships. The Board agrees to keep this at \$0.

32-3-306-000-000; Fair Fees

This item includes all Fair entry fees i.e. Exhibit Hall, Horse Show, and Night Events. Rachel explains that she has done a lot of math to get to this number based on past entry data and she is comfortable with it as it is. In order to increase this line item, we'd have to increase entry fees. Fair Rodeo fees are pretty much set, the Horse Show Committee restructured their fees recently and Rachel does not think the Fair Board should restructure them again. We could talk about Exhibit Hall entry fees.

The Fair Board agrees to leave this number at \$46,200.

32-3-307-000-000; Fair Rentals/Booths

This line item is the total we collect from our vendors. The average vendor pays around \$600 for their booth space and Rachel estimates we will have around 20 vendors in 2021.

$$20 \times \$600 = \$12,000$$

After some discussion, the Board agrees to increase the number of vendors to 25.

$$25 \times \$600 = \$15,000$$

32-3-308-000-000; Fair Parking

This is the revenue we collect from Fair Parking Passes, either the daily pass (\$35) or the weekly pass (\$50). The Fair Board increased the parking pass prices in 2019 in attempt to cover the contract fee that we pay Citizens Mounted Unit (\$11,500 in 2019) for manning the parking during Fair Week. My recommendation is to keep that amount around \$8-9k unless we want to increase the parking pass fee again.

This line item also includes the fee 4-H'ers pay to camp during Fair Week. This revenue also offsets our expense for the electrical contractor, who spends some time wiring these RV's to proper and adequate power. We charge a 4-H family \$30 to camp for the week and there are usually about 25 families that camp. In total, we collect \$750 from 4-H. We could charge the 4-H families more, say \$50 to camp for the week? The Board agrees that \$50/family for Fair Week is reasonable and if you break it down, it is only \$10/day. The Board agrees to increase the 4-H camping fee to \$50/family for Fair Week, making the Fair Board's total collections \$1250.

The Board agrees to set the Fair Parking revenue at \$9250.

32-3-309-000-000; Fair Other

We don't really collect any revenues that fit under this line item. The Board agrees to keep this revenue line item at \$0.

32-3-310-000-000; Fair Concessions

This line item includes revenue from our night event beer sales, beer garden beer sales, and our night event food truck contracts. Based on our 2019, beer sales revenue and night event attendance, we made \$8/person in beer sales at the Fair Concert & Figure 8s. We made \$2.50/person in beer sales at Pig Wrestling, Ninja and Rodeo. Based on these calculations and with an attendance of 1000 people, this number was calculated as follows:

Fair Concert \$8 x 1000 = 8000

Figure 8s \$8 x 1000 = 8000

Team Branding \$2.50 x 500 = 1250

Fair Rodeo \$2.50 x 1000 = 2500

Food Truck Concessions \$2000 **estimate based on 2019 collections*

Beer Garden \$3250 **estimate*

The Fair Board agrees to project \$25k in the Fair Concessions line item.

EXPENSES

32-4-032-900-001; Fair Advertising

The Board agrees to keep the Graphic Design - Fair Book costs at \$5000. The Board agrees to cut all Graphic Design - Posters & Rack Cards for \$1000. The Board agrees to decrease the Graphic Design - Newspaper Ads from \$1000 to \$500. The Board agrees to decrease the cost for Printing - Fair Promotional Materials from \$8000 to \$7000. The Board wants to replace the Fair Display Ads for JH N&G and Best of JH with JH Buckrail online advertising for \$1200. The Board agrees to decrease the Printing - JH N&G line item from \$6000 to \$4000. The Board agrees to cut all radio advertising for \$1200. The Board agrees to keep Social Media advertising at \$250. The Board agrees to cut the Fair Banners for \$2500.

The Board agrees to submit the Fair Advertising expense line item at \$17,950.

32-4-032-900-002; Fair Events & Shows

The Fair Board agrees to cut all expenses associated with the Big Top Tent, including: the art installation, local bands for happy hour, a DJ, Lux Lounge Photo Booth, and the Farm-to-Fair luncheons. These expenses total \$9562.50.

The Fair Board agrees to cut all the Free Attractions, including the All Aboard Train, Paintball, Petting Zoo and Scales & Tails, which totals \$25,000. The Board would like to keep the Clowns for \$4200.

The Fair Board agrees to cut the expense of having an Etix representative on-site for \$2700.

The Board agrees to submit the Fair Events & Shows expense line item at \$111,725.

32-4-032-900-003; Fair Contracts

The Board agrees to cut the fishpond for \$3000, the Fair Rodeo vet for \$1600, and the Photographer for \$2000. The Board agrees to decrease Hughes Productions – Fair Week Sound from \$9000 to \$6000 and Canvas Unlimited from \$9000 to \$5000.

The Board agrees to submit the Fair Contracts expense line item at \$171,470.

32-4-032-900-004; Fair Judges

The Board agrees to submit the Fair Judges expense line item at \$2100.

32-4-032-900-005; Fair Awards & Ribbons

The Board agrees to submit the Fair Ribbons & Awards expense line item at \$14,950.

32-4-032-900-006; Fair Volunteers

The Fair Board agrees to cut the meals for all regular and special Fair Board totaling \$2070. We are not meeting in-person anyway.

The Board agrees to submit the Fair Volunteers expense line item at \$6800.

32-4-032-900-007; Fair Premiums

Rachel lets the Fair Board know that there is about \$8000 sitting in our Fair Premium checking account that we can use that is just sitting there. Sarah says that we will keep the expense where it is but show that money in revenue account 32-3-032-007-000.

The Fair Board is pleased for this information and agrees on staff's recommendation to submit the Fair Premium expense line item at \$37,000.

32-4-032-900-008; Fair Maintenance

The Board agrees to submit the Fair Maintenance expense line item at \$9500.

32-4-032-900-009; Fair Supplies

The Board agrees to submit the Fair Supplies expense line item at \$8265.

32-4-032-900-010; Fair Other Charges & Fees

The Board agrees to submit the Fair Other Charges & Fees expense line item at \$3525.

32-4-032-900-011; Fair Other

The Fair Board agrees to cut the Free Act hotels from 20 nights down to 8 nights since it was agreed upon to cut all Free Acts, save the Clowns.

The Board agrees to submit the Fair Other expense line item at \$11,870.

32-4-032-910-000; Fair Queen/Royalty

The Fair Board agrees to cut the Royalty budget from \$8125 down to \$5000.

32-4-032-920-000; Fair 4-H

The Board agrees to submit the Fair 4-H expense line item at \$27,000.

32-4-032-950-000; Fair Scholarships

No discussion on this expense item.

Deb motions to recommend approval by the Board of County Commissioners for the FY22/2021 Fair budget request with total revenues of \$344,000, total expenses of \$427,155, and a total deficit of \$83,155. Tere seconds the motion. The motion passes with a unanimous vote.

V. Adjourn

Gary motions to adjourn the meeting at 7:48 PM. Zach seconds the motion. The motion passes with a unanimous vote.