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
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
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
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.
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