

Fairest of the Fair

2018 Door County Annual Report

Mission

The purpose of the Fairest of the Fairs Program is to promote the variety of opportunities – educational, agricultural, social, cultural, and commercial – available at the county fair. It is a position of responsibility to all the people of the County.

The Fairest of the Fair program is a public relations position for young adults in the County. The program focuses on person's personality, poise, confidence, community involvement, speaking ability and the ability to think on her feet. Once selected as Fairest of the Fair, the Fairest attends community functions, does radio interviews, and participates in numerous area parades throughout the summer promoting the fair. This person also serves as the official hostess of the fair; which includes giving speeches, introducing entertainment and handing out ribbons to the youth.

History

At the State level, the Wisconsin Fairest of the Fairs program was designed to select an ambassador for the Wisconsin Association of Fairs, which represents all 76 Wisconsin county, district and state fairs. 2018 marked the 52nd crowning of the Wisconsin Fairest of the Fairs.

Each year, the Fairest of the Fairs travels throughout Wisconsin promoting the educational, agricultural, social, cultural and commercial opportunities available at our state's great fairs. It is a position of responsibility to the citizens of Wisconsin and the winner must showcase excellent speaking, writing and listening skills as well as organization, professionalism, time management and above all, a passion for Wisconsin's fair industry.

For Door County, the Fairest of Fair was introduced in 2018. It is designed from its parent program from the state, to promote all the facets of the county fair's, with focus to increase participation and knowledge of what our fair is all about while providing leadership skills to the selected Fairest. The Junior Fairest program also kicked off in 2018, the junior helps the fairest and shares similar duties.



2018-19 Door County Fairest of the Fair

Claire Olson, a college student studying agriculture and daughter of Richard and Shelly Olson, was crowned 2018 Fairest of the Fair. Her parents part owners and managers of Olson Family Farms with a herd of 60 cows. She was active in 4-H and FFA and continues being active in college with participation in the Agricultural Education Society, Block and Bridle, and Dairy Club/bowl.

Helen Parks, a senior at Southern Door High School, was crowned Junior Fairest of the Fair. She is involved in many activities including National Honor Society, Big Brothers, Big Sisters, band, choir and FFA. Parks also has been a member of 4-H for nine years and plans to attend college to study equine science and agriculture business

2018 Fairest of the Fair Highlights

TOTAL HOURS DONATED 435

- 4 CORPORATE, 1 NPO, AND 3 FAMILY SPONSORS
- FOF logo designed
- FFA Dairy Breakfast with judges and contestants
- JULY 11, 2018 CROWNED FIRST DOOR COUNTY FAIREST
- & Decorates 100 year of H4 B day Cake!
- 4 radio interviews, 1 radio commercial
- 4 parades; Belgian Days, Kew Fair, Shanty Days, Carlsville
- FOF organizes first event; PIE EATING CONTEST
- FOF present recap to Fair Brd and County Board after Fair

2018 Budget Summary

Revenue 2250.00

Expenses 3918.89

(Donations/Gifts= 1819.00)

EG: crowns, radio, logo, banners...

Scholarships = FOF 1000.00, paid out 500.00

JrFOF 250.00, paid out 125.00

2019 Planned Budget

Increase Revenue

By soliciting similar organization/business initiatives
Through networking, media, shared marketing
To contract long term sponsorship

Grow a reserve

To not depend on individual donation.

2019 Projected Work Plan

OPTIONS:

A – SIMILAR TO 2018

B- CROWN SATURDAY NIGHT OF FAIR

C- HYBRID OF BOTH

ALL HAVE PRIOR REQUESTS/NEEDS BEFORE CHOOSING

THEME: Participant's goal to narrow focus on public and corporate awareness of how and why to get involved in the fair and it's future.

Committee Members / Needs

Laura Vlies Wotachek

Special Mention:

Teresa Kinnard and Tricia Simon

Future of Program

- a) Leadership; co-coordinator, contract services
- b) Financial Options/grants
To be absorbed under
Fair's Articles of Incorporation
- c) Integrate with Fair; website, flyers, missions