

Fairest of the Fair

2021 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. 2021 marked the 54th crowning of the Wisconsin Fairest of the Fairs.

Each year, the Fairest of the Fairs travels throughout Wisconsin promoting the 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 2017, with our first Fairest crowned 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 and ended due to the lack of time. The Junior Fairest helped the fairest and shared similar duties.

2020-22 Door County Fairest of the Fair

Michaela Guilette is continuing as our fairest through COVID to enjoy the true experience as a fairest and host to the County Fair. She is a graduate of NWTCC in Early Childhood Education. She works fulltime to help raise and care for our youngest youth at Door County Child Development Center. She is the daughter of Monica and Blaine Guilette. She has been involved in our Fair since she was a baby, watching her older siblings exhibit their projects. She has met many new people and enjoys sharing all the great things the Door County Fair has to offer.



2021 Fairest of the Fair Highlights

- **385 TOTAL HOURS DONATED (285 Coordinator)**
- July 28, 2021 Re-crowned the Fairest at the Fair (Live on FB)
- Hosted State Fairest of the Fair – Cayley Vande Berg
- Fairest of the Fair Reunion for 150th Fair
- 3 radio interviews DC Daily News
- Let's Go Door County Fair promotion & Coronation
- 3 parades: SDFD Pancake and Parade, Belgian Days and Baileys 4th of July
- 4th Pie Eating Contest (Sunday afternoon at Fair)
- Passed out 800 Fair Flyers in the month of July
- New coordinator established and started
- Attend Fair Board meeting and report
- Obtain & retained corporate sponsors for Fair
- New Website: established content and photo gallery
- Implemented Online application on website
- Sent 85 "Thanks You" to sponsors, supporters & children from FOF Events



2021 Program Summary

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

Financial Summary

Revenue \$4,500.00
Expenses \$2,408.15*

* Does not include obligated expenses for State and Scholarship.
Scholarships = '20 & 21 FOF 1500.00, paid out 1000.00

♥ Special Thank You to: ♥

Claire Olson, Program Ambassador
Cayley Vande Berg, State FOF
Peggy Kohnle
Jim Olson Motors & Crew
Tim Kowoles, DC Daily News
Nick Freimuth, Lets Go Door County



Future of Program / Needs:

- Integrate more with Fair Sponsors
- Work with School Art teachers & Clubs to encourage participation
- Fair Board designate FOF duties during Fair

How to Become a Fairest:

Face Book: Door County Fairest of the Fair
Website: Doorcountyfair.com

FAIREST OF FAIR 5 YEAR IMPACT

- 1850 program hours (1000+ Coordinator / 850 by FOF's)
- Approximately 6,000 Miles
- \$13,210 in Fair Association Contributions (\$2,642 /yr)
- Equates to \$7.14 / hr for marketing our County Fair ☺

Achievements

- 3 FOFs & 1 Junior FOF that are future community leaders
- 10 newspaper stories between the Peninsula Pulse and DC Daily News
- 1 magazine story on the program
- 20 radio interviews
- Facebook – 685 followers
 - 25 videos
 - 575 Photos
 - Pie eating (2500) and Diary Trivia (350) highest views
- 12 Parades
- 48 people involved in the program
- 32 Program sponsors
- New website & online application

Thank You To All of Our Sponsors though the years:



Laura Vlies
Wotachek