

THE UTILIZATION OF FAIRGROUNDS, PAST, PRESENT, AND FUTURE  
IN FIVE WESTERN STATES

by

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A thesis submitted in partial fulfillment  
of the requirements for the degree

of

Masters of Science

in

Agricultural Education

MONTANA STATE UNIVERSITY  
Bozeman, Montana

November 2005

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## ACKNOWLEDGEMENTS

First and foremost I would like to thank all those who stuck with me and put up with me through this long yet ultimately rewarding thesis process. It has been a long winding and rather bumpy journey yet we have prevailed at last!

With sincere gratitude to my family and friends who were my ever-reminding guardian angels and to the members of my thesis committee who understood that my life seems to take me in many different directions at the same time, but who knew that I would complete my thesis someday! Thank you; Van Shelhamer, Elizabeth McCoy, and Gene Surber.

I would also like to thank Mike Cavey for directing me down this path and giving me the most excellent advice about starting on my thesis right away and working on it throughout my course work. If only that had happened, I would probably still have taken three years.

Thank you as well to Sandy Gagnon, Mike Tess, and the whole Animal & Range Sciences Department for having faith that I would get done someday and for allowing me an opportunity that was not their obligation.

Finally last but never least, thanks to my loving pets for making my life much Happier and keeping my stress levels to a minimum, even through all hardships endured.

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## ABSTRACT

A written survey instrument was designed and distributed to determine the utilization of fairgrounds, past, present, and future in five western states (Idaho, Montana, North Dakota, South Dakota, & Wyoming). Better stated as a question, what was, is, and will be the importance of fairgrounds? Six hundred twenty-two surveys were sent out to Fair/grounds Managers, County Extension Agents, County Commissioners, and fair board members within the five state region. One hundred thirteen surveys were returned. All responses were entered into Microsoft Excel ® and analyzed to determine how many respondents out of the one hundred thirteen answered each question for each particular answer choice. Although answers varied greatly for many of the questions asked and many respondents chose to comment where they could, those comments were mostly positive and the outlook for fairgrounds is positive. Many of the respondents indicated great community support and the demand for more events and more diversity in events. Even those counties having a decline in their population indicated strong support. Most fairgrounds are still county owned and operated, however financial support is changing as support increases and facilities improve. Many respondents indicated a want and need to improve structures and facilities and also included many comments about what has already been done or what improvements are planned for the future. One use of fairgrounds that has thus far been underutilized, from survey response, is the exploitation of fairgrounds as part of county disaster plans. The respondents also indicated that although not many of them are using the fairgrounds right now as part of such a plan, it would be feasible for the grounds to be used as part of a disaster plan. As fairgrounds continue to improve and expand events the community support will continue to grow as long as those involved with the fairgrounds keep a positive outlook at changing with the times.

## THE PROBLEM

### Introduction

Fairgrounds, the grounds on which fairs are held? This must be how fairgrounds acquired their name. But, what is a fair? How did they begin? Why would they need their own grounds? The word fair comes from the Latin word *feria* which describes a holiday or festival. *Feria* is also related to the Latin word *festus* meaning festal (Neely, 1935). Fair was defined by the *Oxford English Dictionary* as a “periodical gathering of buyers and sellers, in a place and at a time ordained by charter or statute or by ancient custom” (Marti, 1986). No one is really sure just how or why fairs were started, but it is thought that they were tied to religion. After all the word holiday is just the combination of “holy day” (Neely, 1935). It is believed that gatherings of worshippers represented the first fairs. As the gatherings continued some of those that came to worship realized the opportunity to make some money as merchants/vendors by selling their wares or food. Soon caravans of traders and entertainers came into the picture and fairs became not only a gathering to worship but also entered a commercial venue (Neely, 1935).

Fairs have gone through many changes throughout the ages and even in 1935 when Neely wrote his book (The Agricultural Fair) fairs were considered to be gatherings of people coming together to engage in a variety of activities. The activities have changed through the ages, but in 1935 fairs were thought to emphasize one or all of these four characteristics; religious, commercial, educational, exhibitivive (Neely, 1935). These characteristics are listed in the order in which they were important in history.

Fairs began with religion; groups of people with similar beliefs and interests gathered to share in activities relating to what they enjoyed or believed in. Isn't that what fairs are today; gatherings of people that share common interests whether those interests are spiritual, recreational, or any other.

The commercial aspect was seen throughout the middle ages as vendors came to the scene. Tolls, customs, and stallage fees were initiated by those leading the gatherings to make vendors and merchants share a portion of their profits. Those attending also paid to enter and enjoy the "fair" to help cover the general costs and those of hiring entertainers. This is how entrance fees and booth rental came to be. These commercial fairs were important to the Romans in Medieval times as their roads were falling apart and merchants needed to take their goods to those fairs so that a large number of people could see many products in one place instead of requiring travel to many places (Neely, 1935).

Even though fairs were seen as commercial endeavors they were different than markets in the sense that they did not happen every day, there were periods of time between fairs. They were also more than just gatherings of vendors, some were still held for religious purposes, others for the entertainment, and thereafter for educational purposes. It seems that education was always a part of fairs, but was not recognized until it was actually structured and documented. Education was the purpose Agricultural fairs came about. Agricultural fairs were the first fairs in the United States and were initiated by the colonists to improve agricultural processes in the new land. Most of these colonists were of English decent so they knew those agricultural practices that had

worked for their land, but some of those techniques needed adjustment to fit the new and different environmental factors.

The exhibitive characteristic was the last characteristic to become a part of fairs before 1935. In Agricultural fairs, community members began to bring their products not only to sell, but also to compare and compete against others. These products were put on exhibit for those attending the fairs and were judged against one another.

Each of the characteristics of fairs was linked in some way and is still in existence today, almost always in combination. One characteristic not mentioned but certainly a huge part of the existence of fairs is the social aspect. Fairs and fairgrounds are still events and places to gather with those who share similar interests or talents, whether that is for a religious, commercial, educational, or exhibitive purpose. That purpose is the reason this study was initiated and what this study will try to define. Why are fairgrounds important today and why will they continue to be in the future, not only for their use during fairs, but for other gatherings as well? Fairs brought us fairgrounds, and as fairs expand and become more diverse, so must fairgrounds. Their options must remain open as they strive to keep up with the times. Fairs alone can no longer pay the bills, other events and activities must become a part of the scene in order for fairgrounds to survive in a world that is fast becoming a private venture. For this study the fairs discussed are defined as county or state fairs.

### Statement of Purpose

The purpose of this study was to determine the utilization of fairgrounds, past, present, and future in five western states (Idaho, Montana, North Dakota, South Dakota, & Wyoming). Better stated as a question, what was, is, and will be the importance of fairgrounds? The dependent variable in this study was the existence of the fairgrounds. The independent variables were the options of use for the fairgrounds, the mission statements of the fairgrounds, and the support system(s) of fairgrounds (financial or other).

### Need for Study

The most pressing need for the study of the utilization of fairgrounds is that little other research has been found. Very little research has been done on fairgrounds in general. Talking with important representatives (Fairgrounds Managers and County Extension Agents) of fairgrounds (at the 2002 Rocky Mountain Association of Fairs) in the five states that were surveyed for this paper, it was found that the purpose, use, and support system(s) of fairgrounds are changing. The fairgrounds are no longer just grounds on which to hold the county or state agricultural fairs. In order to survive, these fairgrounds need to be used for other events and by a wider variety of people within the community. Some fairgrounds have even been bought out by private corporations or are now run by the city. How are those changes affecting fairgrounds? Those representatives interviewed didn't want to lose their fairgrounds but some have a continuous struggle to keep their fairgrounds financially solvent. With the ever-changing

society it seems that fairgrounds need to become more versatile and head in several new directions. This study can bring us one step closer to understanding what directions fairgrounds may want to pursue as well as the effective avenues they are traveling currently. This understanding may in turn help determine how educational processes should be used to give the community a better idea of what fairgrounds are and what their potential for use is as well as what educational opportunities are or could be available on the fairgrounds.

### Objectives

The objectives of this study were to determine and compare the past, present, and future:

1. Purpose of fairgrounds as described by their goals and mission statement.
2. Use of fairgrounds by determining the types of activities and events held in the past and those projected for the future. Use will determine need for fairgrounds.
3. Support system(s) of fairgrounds.

### Definitions

Fairgrounds: Grounds on which a county or state fair is held.

Region of Study: Idaho, Montana, North Dakota, South Dakota, and Wyoming

Past: Is meant to include the years 1980 - 1995

Present: Is meant to include the years 1996 - 2003

Future: Is meant to include the years 2004 - 2015



Use of Fairgrounds: Activities held on fairgrounds (ex. agricultural activities, motor sports, festivals, community events, specialized activities, club sanctioned events, etc...)

Financial Support: Monetary support by which the fairgrounds are run and maintained.

Community Support: Support given to fairgrounds by the community either by attending events held on the fairgrounds, giving monetary or prize donations to those events, holding events on the fairgrounds, or through advertisement of events.

Individual Support: Same as community support but on an individual level.

### Assumptions

1. There is a decline in the number of county financially supported fairgrounds in the five state region.
2. The objectives of fairgrounds have changed in the last 5-15 years due to the change in community support and funding.
3. There has been a change in the utilization of fairgrounds in the last 5-15 years as the role of the fairgrounds has expanded.

### Limitations

The first limitation for the study on the utilization of fairgrounds is also a need for study. The literature review is fairly limited with respect to fairgrounds research that has been done, with the exception of studies done for specific fairgrounds. There is much literature about the Extension service, but not much when it comes to its involvement with fairgrounds.

Another limitation is the amount of information available regarding the history of fairgrounds. The history of fairs is available but not very well documented and

doesn't describe the beginning of fairgrounds. The documentation is incomplete and very vague when describing the timeline of fair development. Another limitation is the external validity. This study will only include fairgrounds in Idaho, Montana, North Dakota, South Dakota, and Wyoming. These states were chosen because of their close proximity and their commonality of characteristics and demographics. Within each of those states, only those counties whose fairgrounds hold state or county fairs were surveyed, limiting external validity even further. The time-frame given to the past, present, and future will also limit the study.

## REVIEW OF LITERATURE

History of Fairs/grounds

The introduction begins the review of literature as it provides background about the beginning of fairs. Fairs are the link to fairgrounds. Fairgrounds came to be because of fairs, but today they are used for much-much more. As this review looks at the different characteristics of group events and activities it will be shown that these activities share the same characteristics as those of fairs. And in a large way, fairgrounds are used to provide a place, no matter the occasion, for people with common interests or characteristics to come together and share their commonalities. The four characteristics mentioned in the introduction shall lead the review in a direction to help explain fairgrounds. These four characteristics are religion, commercial, education, and exhibitive. Two more characteristics were added by the researcher as they are a part of all four of the other characteristics, they were social and recreational.

Religion does not play as large a role in fairs as time passes and its most important contribution is to the initiation of fairs. Soon after fairs developed into more than just religious gatherings, they became commercialized. As settlers moved to the United States so did fairs. Market fairs were the first to come about as they were what those of English decent knew. New Jersey was the first to initiate semiannual fairs in 1686. These fairs were set up for people to exchange goods and be entertained by horse races and other amusements. Their popularity was miniscule compared with those occurring in Europe and by the Revolution most had been done away with (Neely, 1935).

However, in 1804 the semiannual fairs were reinstated due to the efforts of one Dr. William Thornton. Dr. Thornton wished to put on a market fair for the sale of livestock and domestic products. Three of those fairs were held between October 1804 and November 1805. It was during the second fair that premiums were paid to the best lamb, sheep, steer, milk cow, yoke of oxen, and horse. Those premiums were in the amount of one hundred dollars. The fair was becoming more than commercial, it was competitive and exhibitiv (Neely, 1935). After the fair of 1805 however, things died down again until 1809. No evidence was found to explain why.

But in 1809, fairs were reinstated again and were also combinations of sale and show. This time, the show came first and the sale followed. Placings often dictated the price one would receive for her/his product whether that was clothing or livestock (Neely, 1935). The Columbian society which had been a major part of the implementation of the market and exhibitiv fairs was dissolved during the war of 1812. It had however, left its mark as it had a huge influence on what were seen as Agricultural fairs around 1935 when Neely wrote his book.

Elkanah Watson is considered to be the father of the Agricultural fair. His Berkshire Society held its second annual meeting in Pittsfield, Massachusetts in 1811 which offered prizes and displays of livestock in competition (Kniffen, 1949). As colonists gained more patriotism for their own “new” land, they wanted to depend more on their own products for survival. This was a struggle however, and importing from Britain fluctuated as the society struggled to gain its independence. It was Mr. Watson that finally helped the colonists focus and take pride in their products, and his Berkshire

fair was the first to stress highly the educational values which hold true of Agricultural fairs of today (Kniffen, 1949). Agricultural societies before him tried to put on fairs that promoted native products, but according to him they did not make it easy for the working farmer to be involved causing their downfall (Neely, 1935). Mr. Watson encouraged the working farmers, and their wives to exhibit and take pride in their goods. He drew on the social aspect of the fair by having recreational activities. Watson promoted this event not only to the farmers but to the whole of society. He recognized the social, contemporary, religious, and economic traits of the community and facilitated them (Neely, 1935). Watson's leadership and promotional abilities helped fairs to acquire some monetary support from the state, but this was taken away soon thereafter. New Hampshire gained its aid in 1817 only to have it taken away in 1822. This was in part the reason Agricultural fairs all but died out during this period, not to be revived again until 1840 (Neely, 1935).

Whether the fairs were organized by the state agricultural group (state fair) or by another local society within the state to put on a smaller fair, they all keyed in on agriculture. The Agricultural fairs of that time grew into state and county fairs. The Agricultural fairs were primarily used to educate individuals, but also allowed and encouraged people to exhibit their products. The educational aspect was thought to be very strong due to the combination of practical demonstrations, displays of improved livestock or other products, and competition between producers. The competition was driven by the premiums received by the winners (Marti, 1986). That premium money was what pushed producers to strive for the best steer, or the best quality of hay.

Fun has always been a part of fairs, but those who founded the events saw it as secondary to education and a way to advance agriculture.

### Fairgrounds Development through Time

The so called “modern fairs” of Fred Kniffen’s time were a combination of educational exhibits and recreation in the form of midways and race tracks. Although each contributed separately to the fair image for some time, their relationship was linked by what they each had to offer the whole of the fair (Kniffen, 1949). These separate entities of the Agricultural Fair are how the patterns of the grounds took shape throughout time.

When the Agricultural Fairs were just starting out from 1810-1830 there were not any permanent structures strictly associated with them. The Church was usually the place where the annual address was given, along with prayers, and the awarding of prizes. A hall that was near the church was used to display crops and domestic arts and livestock pens were set up nearby in an open grove (Kniffen, 1949).

The next twenty years brought some more changes for the pattern of fairs. The New York State Fair held in Syracuse in 1841 used the courthouse and its adjoining grove as display areas. That same year an Agricultural Fair in St. Louis was held on the grounds of a race track. Before this, it was generally taboo for any association with racing to be a part of Agricultural Fairs. Then in about 1843 New York built tall board fences around the display areas in order to charge admission. Inside the fence were temporary sheds and pens to house exhibits. This was also where the annual address took

place and possibly a plowing contest. This setup was largely the fair of Watson's time, and although some fairs had been held at race track facilities, they were still largely left out of the fenced areas as were carnivals. Another time would have to accept the rapport between education and amusement (Kniffen, 1949).

As the golden age neared, fairs took a step in another direction. State fairs, although initiated before the 1850s, did not gain much popularity until about 1849-1855. Many of the first state fairs came to be during that time. These fairs were mostly put on by state Agricultural societies in order to further educate those within the state on better or new agricultural methods (Neely, 1935). Neely described how fairs lead societies in many different directions depending upon the time, the support, the interest, and the mission. The pattern of fairs also began to change shape. The board fences remained so that admissions could continue to be charged, but they now surrounded larger plots of land. Half-mile tracks were now a part of the scene as were some permanent buildings toward the end of era. This was the first period that grounds received the title fair grounds. State fairs still did not have their own grounds, but they occupied county fair grounds and many temporary structures were erected to house a variety of features. As is neared 1870, some fair grounds were sixty acres large and housed a track, stables, pens, and some permanent halls. Outside of the fenced areas temporary tents for the showmen and the midway could be found (Kniffen, 1949).

As fairs kept moving through time, the years of 1870-1890 brought still more change. This was the era for marketing. The St. Paul land departments of railways built a structure to hold exhibits from areas they wished to advertise. This brought about a

special trade building to display their wares. The racing industry was still trying to fight its way into the fair with marked opposition, but had accomplished a position within the board fence along with a grandstand and stables connected with racing. A baseball diamond could also be seen in the track infield along with a few more permanent structures (Kniffen 1949).

The next era 1890-1910 was a successful one for fairs as State Fairs gained more permanent sites and grounds had enough money to construct substantial buildings and make improvements on existing structures and sites. And although education still reigned over the Agricultural Fair, amusement was coming on strong in the form of horse racing and carnivals. But, probably the most significant change to fairs of this time was in the parking areas where automobiles were now interspersed with the horse drawn vehicles (Kniffen, 1949).

Little change occurred in the next twenty years of fairs as far as grounds patterns were concerned, although the fencing of some changed from the tall wooden boards to wire. The most significant change had to do with the travel to and from the grounds. Horse-drawn vehicles were fast being replaced by automobiles and motorcycles, and even planes could be seen on the infield of the track (Kniffen, 1949).

The thirties brought about the depression and fairs were not exempt from the financial injuries. Many grounds closed down while others remained open on a very limited basis. As the depression ended many fairs regained their strength and were brought back to “normalcy.” However, the Second World War brought on another setback for the Agricultural Fair and its grounds. But the fair was to be revived yet again



as the war came to an end, and even some fairs that had not come back after the depression were brought back to life. Fairs were then as fairs are now, sponsored by 4-H which had strong ties to agriculture and education, but did not leave out the entertainment section either. And now that automobiles were such a large part of society, race tracks held auto races as well. More and more segments were added to the fair grounds within the realm of education, agriculture, and entertainment to work together so that form fit function for the ever-changing society (Kniffen, 1949).

#### State Statues Involving Fairgrounds

The researcher found in the statutes listed for all five states surveyed, that each fairgrounds has a board, and in most cases a fair board. The fair boards were created specifically to put on the county agricultural fair. Each state had different laws dictating how many people will be on each board and what the terms are, but they all specified that a fair board would be in place and in the case that they did not have one, the County Commissioners could act as the board or a board representing the county and city could operate as the fair board. The board may also choose to hire a secretary and/or a Fair/grounds Manager to oversee operations of the grounds.

The statutes also dictate when budgets need to be decided and when plans should be started or ended for that year. There were also some laws specifying that if the board does not hold a county fair for a certain number of years, the county can sell the fairgrounds. There is not much documentation as to what else shall or can occur on the fairgrounds. Each state does indicate however, that a certain amount of funding shall be

received not to surpass a certain figure, if the fairgrounds is county operated. This money comes in the form of a mill levy. The fairgrounds are also to be run as nonprofit organizations with all money going back into the fairgrounds for maintenance and operations.

## METHODOLOGY

For this study; County Commissioners, County Extension Agents, Fairgrounds Managers, and Fair-board members were surveyed via mail to gain an idea as to the past, present, and future of fairgrounds with regards to their purpose, use, and support system(s). None of the states have an organized and up to date list of fairgrounds or fairs. This made finding the population for the study extremely difficult. The process of finding the fairgrounds and determining appropriate addresses in the counties to send the surveys to, took four months. There was also much difficulty in finding all of the addresses for the members of each of the four groups to be surveyed.

For the purposes of this study, only individuals in counties, within the five states having fairgrounds which hold state or county fairs, were surveyed. All individuals surveyed were assumed to have close ties to the fairgrounds. The individuals were chosen because of those ties and their assumed knowledge about the fairgrounds and the happenings they were associated with on those grounds. The instrument was sent to all individuals described in the counties defined.

### Population

The population for this study included the following:

- County Commissioners
- Fairgrounds Managers
- County Extension Agents
- Fair Board Members

Each group of the population was chosen for a specific reason. It could be assumed that Fairgrounds Managers would have the most information about their particular fairgrounds, but not every fairgrounds has a Fairgrounds Manager, some have a County Extension Agent that acts as the manager. Most fairgrounds have a fair board that helps to make the decisions about what goes on with the grounds, but again not all fairgrounds may have such a group. County Commissioners were chosen as many of them have a significant role in the decision making of fairgrounds as long as the fairgrounds is county operated. County Extension Agents may also only be involved if the fairgrounds is county operated. The hope in sending four surveys, to each of the counties identified by the definition, was to get at least one returned to obtain the information for that county. The Rocky Mountain Association of Fairs (RMAF) has a good number of fairs that were members, but it could not be relied upon to indicate all of the fairs and fairgrounds. Each state Extension office was contacted either by phone or via email. One individual in every county courthouse was contacted via email to determine if they had a fairgrounds and asked for the addresses of County Commissioners, Fair/grounds Managers, County Extension Agents, and/or fair board members. The email addresses for the individuals in the counties were found on NACO's (National Association of Counties) website. If a County Commissioner's email address was available that individual was contacted. However, there were many occasions where a County Treasurer, County Attorney, County Clerk and Recorder, or other county employee was the only email address listed. The response to the researchers request by emails was very low! No assertion could be

made as to why. Only approximately eighteen emails were returned out of over four hundred sent.

Idaho, Wyoming, North and South Dakota have their own fair associations which were contacted to determine the number of fairgrounds. Replies were received from all states except Wyoming so information from the Wyoming Extension webpage had to be relied on. Even with the state association response, the State Extension web pages, and fair dates received, some fairgrounds could have been missed. It was decided that two surveys would be sent to the fairgrounds. One survey was for the Fair/grounds Manager to fill out and the other was for a fair board member. Two surveys were sent to the County Commissioners' office one to be filled out by one of the commissioners and one to be filled out by a County Extension Agent. The two addresses for each county were found by using the RMAF (Rocky Mountain Association of Fairs) directory for 2002 and 2003, by looking on NACO (National Association of Counties) and from each of the county's state Extension web pages. Because each of the sources was insufficient to find the addresses, it was decided to link to other web sites.

### Instrument

The instrument used to measure the utilization of fairgrounds was a written survey developed by the researcher and revised by the graduate committee and a select group of fairgrounds experts. A draft version of the survey was sent to eight fairgrounds representatives recommended by the Rocky Mountain Association of Fairs. The representatives were Fair Managers from states not being surveyed and ex-fair board

members from states within the five state region. Those representatives were chosen to validate the survey to make sure that it would attain the information that was stated in the objectives. Out of the eight people contacted to validate the survey only four responded, and two of them had no suggestions for changes in the survey. One person suggested changing the format and adding more choices into some of the questions. The fourth person indicated questions needed to be added about employees. This prompted the addition of questions about volunteers, part-time employees, and full-time employees.

The survey was broken into five sections. The first three sections were to answer the objectives of the study and the last two were to gather general and demographic information. Once corrections were made and face validity was established the survey was printed, copied, put into packets, and mailed. Six hundred twenty-two surveys were sent out.

The survey instrument can be seen in Appendix C. Since the study requires some information about the mission of fairgrounds as well as some specific information for each grounds, the instrument included questions in each section which required some open-ended short answers (Dillman 41-42). The survey was fairly long yet most questions only required a dot to be filled in. Some questions were closed-ended questions while others were partially closed-ended questions with unordered response categories (Dillman 43-50). Each question from the survey was set up to be analyzed individually, some as short answers to be grouped, while others were assigned a number for each response in order to compare the responses.

### Data Collection

The first announcement about the survey was given at the 2003 Rocky Mountain of Fairs (RMAF) Convention in November of 2003. In February of 2004 an announcement was sent out in the RMAF Newsletter. The RMAF is an association which includes many of the fairs (fairgrounds) from the five state region chosen for this study. The survey instrument was sent out April 8, 2004. A cover letter (Appendix B) explaining why the survey was sent and what its results would be used for was sent with the first mailing along with instructions for filling the survey out and mailing it back. As a special incentive to help prompt a higher response rate personalized hand written recipe cards for Montana Monster Cookies were included as well (Appendix E). The cover letter was signed by both the researcher and the thesis committee chair with the Montana State University logo and Department of Entomology, College of Agriculture information located at the top of the page. The cover letters were printed on mint green paper to make them more appealing and the cookie recipes were handwritten and copied onto designer cards to add a personal touch. Three copies of the recipe cards were sent in hopes that one would go to each respondent and one would be given to the distributor of the surveys, as all were of equal importance to the success of the study. There were instructions sent indicating who the recipes were for. All of this was sent out in packets of two. Each county received two packets, one at the fairgrounds and the other at the County Commissioners' office. Each survey had a return address on the back so that it could simply be filled out, stapled or taped, stamped and mailed back without the need for another envelope. Each survey was also coded with a three digit code to help in

tracking return rate. The first number of the code indicated which of the five states it went to. The other two digits represented the county within the state. The numbering system was set up prior to mailing. Confidentiality was not an issue as names were not linked with any of the surveys because four surveys were sent to each county not knowing for sure whether each survey had a potential respondent.

Reminder cards (Appendix F) were sent out on May 16, 2004 and they would be the last communication with those surveyed. A second copy of the survey was not sent out as appropriate response rate was achieved and summer season is an extremely busy season for all those involved with fairgrounds. In some cases no cards or only one card was sent if a survey had been received from one of the two people surveyed at that address.

### Analysis of Data

Most surveys were returned via postal mail to the former Entomology Department in Leon Johnson Hall, by the campus post office, where they could be picked up at convenience. Some surveys however, were directed to Cheever Hall; the building where the Agricultural Education staff is housed. It was not communicated to the researcher until a substantial amount of time had passed that some of the surveys had been sent to Cheever Hall. This made early and late response impossible to assess.

A sample survey was used to design a numbering system for each question so that each answer could be entered into Excel® in a number form rather than as a written answer. This made analysis much easier. Each survey was analyzed individually and



each answer was entered by hand into an Excel® spreadsheet. All questions that could be coupled with numbers were entered and all of the short answers were typed into Excel® on another spreadsheet. The survey responses were entered into the computer in the order in which they were received. By using this method, responses could then be sorted by state and by county. The data could then be analyzed in a comparative way. This method of sorting also indicated how many surveys were returned from each state and each county within that state.

Once every answer from all sixty-one questions from every survey was entered in Excel®, they were analyzed. Numbers assigned to answers were summed up to determine how many responses were acquired for each answer choice. There were 113 surveys returned. The percent of responses for each answer were considered as a percentage of 113. In some cases, only one answer could be chosen so blank was added as another possible choice for answers to indicate how many respondents left that particular question blank. A blank response could mean either that the respondent did not know the answer or in some cases the answer choice given did not fit or was not part of that respondent's particular fairgrounds. The answer to that could not be ascertained for certain. For open-ended questions that required short answers each written comment was inputted into a table to be analyzed for likeness of answers. Some answers could be categorized and grouped together for similarities. The complete tables with each individual comment were placed as appendices in the paper.

By sending four surveys to each county, in each state, for each fairgrounds, the response rate did not fall below 34% in any of the states. The highest response rate was

received from Montana at a 67.31% return rate. Only one survey per county was included in the response rate percentage of return. Table 1 indicates the number of counties surveyed and the response rates in each state. These counties were selected because they met the requirements outlined in the definition section; they have grounds upon which a county or state fair is held. Each county only needed to respond with one survey to be included in the response rate as it could not be determined in all counties whether or not each had separate Fairgrounds Managers, fair board members, and County Extension Agents. Some counties have only one County Extension Agent who also serves as the Fair Manager. A County Extension Agent sometimes serves as the Fair Manager when the fair is small and/or the fair is the only time the fairgrounds is used. It was also not determined whether all counties surveyed had an acting fair board other than the County Commissioners. As this study had an information gathering agenda it was not necessary to get a response from all four subjects surveyed in each county. It was important to send four surveys however; to distinguish which members of the four groups chosen, County Commissioners, County Extension Agents, Fair/grounds Managers, or Fair Board Members had the most knowledge or interest in the fairgrounds. Most fair boards have a County Commissioner on them, but not all. It should be noted, although some County Extension Agents have a significant impact on and a vested interest in fairgrounds, there are others who do not. So it could be assumed that those who responded to the survey were the most knowledgeable about the fairgrounds. It was determined this was the most effective way to gather information about fairgrounds in the five state region.

Table 1 indicates Montana as having the highest return rate for number of counties surveyed (35, 67.31%). North Dakota was second (11, 55.00%) although there were far fewer counties surveyed thus needing fewer responses to have a higher response rate. The numbers in Table 1 represent usable surveys. For this study usable surveys are those which had at least 85% of the survey filled out. The total number of counties in each state and the percentages of those counties found to have fairgrounds in them (counties surveyed) are also represented in Table 1.

Table 1: County Response Rate

State	Total # of Counties in the State	% of Counties Surveyed	# of Counties Surveyed	# of Counties Responded	% of Counties Responded
Idaho	44	95.45%	42	18	42.86%
Montana	56	92.86%	52	35	67.31%
North Dakota	53	37.74%	20	11	55.00%
South Dakota	66	25.76%	17	6	35.29%
Wyoming	23	100.00%	23	8	34.78%
Total:	242	63.64%	154	78	50.65%

## RESULTS OF THE STUDY

Mission of Fairgrounds

The first section of the survey asked about the mission of fairgrounds. To help understand the mission, a date of establishment was asked for to determine whether there was a connection between date of establishment and mission statement. Some of the years fairgrounds were established in the five states are indicated on Table 2 along with the data showing that only 59 (52%) of the respondents from each county knew a specific date of establishment. There is a very large time frame of fairgrounds establishment, 1879 to 1996. In the years of WWI and WWII there weren't very many fairgrounds established, possibly due to the wars. Another interesting observation was the fourteen year period between the last two fairgrounds established. During the later years, 1970 – 1990's there were fewer fairgrounds established. Is this because most of the fairgrounds had already been established? From the responses received there is not enough information to answer that question.

Table 2: Date Fairgrounds Established

<u>Year</u>	<u>Number of responses</u>	<u>Year</u>	<u>Number of responses</u>
1879 – 1889	4	1940 – 1949	4
1890 – 1899	5	1950 – 1959	11
1900 – 1909	5	1960 – 1969	6
1910 – 1919	8	1970 – 1979	2
1920 – 1929	8	1980 – 1989	3
1930 – 1939	2	1990 – 1999	1

When asked about a mission statement provided by the founders of the fairgrounds, sixty-one (53.98%) of the one hundred thirteen respondents relayed that they

didn't know whether there was one. Thirty-two (28.32%) of the respondents indicated that there wasn't one. Only thirteen (11.50%) respondents indicated having a founding mission statement or purpose. Table 3 indicates those founding mission statements. Most of the statements have a theme of 4-H, family, youth, education, community, and agriculture which supports the history of fairs.

Table 3: Founders' Mission Statement or Purpose

<u>Mission</u>
Provide a place for a county fair
To promote the area of Ag products, talents and boost area morale in hard times
Fair started as a 4-H Fair but the focus has since changed to 4-H and open class fair
To showcase the Agriculture of Richland County.
Our mission is to provide a family-centered experience which encourages and increases participation in the Roosevelt County Fair from a cross-section of Roosevelt County
County Fairgrounds & to promote the interest of horticulture, agriculture & stock raising
Educational & youth activity & community resource
For educational and youth activity and community resource
To provide a place for 4-H and people of the county to display what they have made and produced in the county
To offer the county residents a place of fun for the whole family
Promote our state agriculture & people etc.
Fair history states – a group of 4-H leaders and community people were interested in securing the fairgrounds for 4-H activities
To be used for equestrian events.

Out of the seventy-eight counties that responded, forty-six respondents revealed that their counties had mission statements currently. Thirty-five of those respondents indicated the mission statement or purpose is in place now. Table 4 shows some categories found to be similar among those statements. The complete set of responses can be seen in Appendix H. These statements concurred with those put in place by the founders, but also included a building improvement factor. Nine of the statements indicated upkeep and improvements of the facility as part of the mission statement. A

theme of change was also present in eleven of the statements as they indicated enhancing opportunities and promoting diverse activities. For this table  $n = 35$  as there were thirty-five mission statements given. The researcher selected categories from the statements that seemed pertinent to what the mission statements were trying to portray. The most evident category chosen was the use of the fairgrounds as a gathering place, whether it was to showcase agriculture, educate the public, or provide recreation for the community. All of the categories contribute to the goal of either improving the facility or making a better list of events/activities. These all relate to establishing a place which people can gather, which is why fairgrounds came about in the first place. The list of mission statements in their entirety can be found in Appendix H.

Table 4: Current Fairgrounds' Mission Statement or Purpose

<u>Statement Categories</u>	<u>n</u>	<u>%</u>
Upkeep & improvement of facilities	9	25.71
Change	11	31.43
Place to hold county/state fair	9	25.71
Agriculture	7	20.00
Education	7	20.00
Show place	7	20.00
Entertainment & recreation	5	14.29
Community	9	25.71
Family	2	5.71
Youth	5	14.29
Tradition & Culture	5	14.29
Gathering place	26	74.29

Respondents were asked whether the fairgrounds administration adheres to the mission statement or goals, if there were any. A strong majority of the respondents (48) replied yes to that question. Only 10 respondents indicated no and the others didn't know

or didn't respond at all. A question attempted to determine why mission statements were not followed, but data was inconclusive due to minimal response.

When asked how the respondent's fairgrounds could better meet the mission statement or established goals, many people responded with a combination of options. The three answers with the highest response rates as shown by Table 5 were; more financial support, more community support, and new facilities. For all remaining tables within this paper N = 113 unless otherwise indicated. That number equals the number of valid surveys returned.

Table 5: How to Better Meet Fairground's Mission Statement or Established Goals

<u>Option</u>	<u>n</u>	<u>%</u>
New mission and/or goals	17	8.37
New facilities	28	13.79
Different layout	9	4.43
More staff	19	9.36
More financial support	48	23.65
More community support	31	15.27
More individual support	21	10.34
Different events/activities	23	11.33
Other	7	3.45

The final two questions about the mission of fairgrounds related to a possible change of the future fairgrounds mission. Most (58) respondents (51.30%) relayed that there had been no discussion about changing the current mission statement. This does not correspond with the number of respondents that possessed a mission statement in the first place. It should have been specified in this question to only answer if a mission statement or set of goals was already in place. It could be assumed then, that questions nine and ten were misunderstood as the response rate did not match that of previous questions and the responses to question ten seemed to be out of place. Table 6 contains

the responses with reference to changing the mission statement. These responses were included as representations of possible changes to the mission statement.

Table 6: Possible Change to Current Mission Statement/Goals

<u>Ideas on Possible Change</u>
We are in the process of master planning.
We are trying to apply for grants. Encouraging more events. RV park
7 member board is more effective than an overstated mission statement
Under new management this year – see what develops – combine 4-H & open class premium books is one of the first steps.
Trying to update old buildings – adding restrooms and heat in at least one building so it can be used year round.
We will be seeking funds to complete a restroom – kitchen –community center facility.
One will be developed – no current mission statement
The advertising may bring added events and activities. Thought needs to be given to a more understanding policy.
We plan to write by-laws and draw up policy statements.
Facility use & update & renovate
The board and manager are working on one.

Need for Fairgrounds

Since this survey instrument was to gather information about the past, present, and future of fairgrounds many of the questions in the section covering the need for fairgrounds asked about all three time periods. Question 11 was used to determine the size of the fairgrounds. The highest rated response for past, present and future was for fairgrounds less than ten acres.

Table 7 indicates the percentage for each answer past, present, and future. Also specified are the percentages of change in size of fairgrounds from past to present, present to future, and past to future. The data indicates that the majority of fairgrounds of all sizes increased in numbers from past to present. A decrease in numbers of fairgrounds



in most categories was seen for most sizes from present to future and past to future. It can not be assessed however, if the fairgrounds are growing from past to present or whether that indicates a change in location or an increase in the number of fairgrounds in general.

Table 7: Size of Fairgrounds Past, Present, and Future

<u>Acres</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>		<u>Pa-Pr</u>	<u>Pr-Fu</u>	<u>Pa-Fu</u>
	n	%	n	%	n	%	%	%	%
< 10	22	19.47	26	23.01	21	18.58	3.54	-4.43	-0.89
10 – 20	16	14.16	18	15.93	14	12.39	1.77	-3.54	-1.77
21 – 30	9	7.96	9	7.96	9	7.96	0	0	0
31 – 40	15	13.27	17	15.04	14	12.39	1.77	-2.65	-0.88
41 – 50	6	5.31	6	5.31	6	5.31	0	0	0
51 – 60	5	4.42	5	4.42	3	2.65	0	-1.77	-1.77
61 – 70	2	1.77	4	3.54	5	4.42	1.77	0.88	2.65
71 – 80	6	5.31	3	2.65	4	3.54	-2.66	0.89	-1.77
81 – 90	0	0.00	1	0.88	0	0.00	0.88	-0.88	0
91 – 100	1	0.88	1	0.88	1	0.88	0	0	0
> 100	8	7.08	11	9.73	11	9.73	2.65	0	2.65
Blank	23	20.35	12	10.62	25	22.12	-9.73	11.5	1.77

Once size was determined, it was asked whether the size of the fairgrounds affected the usability in a positive or negative way. In some cases (29.20%) it was discovered that size affected usability in both ways. Fifty-four respondents (47.79%) indicated that size had a positive effect on usability while eighteen (15.93%) specified a negative effect. Table 8 indicates the response percentages for each of those answers.

Table 8: Size Affects Usability

<u>Effect</u>	<u>n</u>	<u>%</u>
Positive	54	47.79
Negative	18	15.93
Both	33	29.20
Blank	8	7.08

Question number thirteen, which was an open ended question, had an excellent response rate  $n = 90$  out of 113 (79.65%). The question was; how does size affect usability? Table 9 categorizes the similarities from eighty-seven of the responses about how size affects usability. The most positive effects of size were the ability to host a variety of activities (17, 15.04%) enough parking and structures (11, 9.73%) and the ability to run multiple events simultaneously (8, 7.08%). The most negative effects of sizes were limited space for events (21, 18.58%) and limited parking (14, 12.39%). Three of the responses were not applicable. Appendix I lists all of the responses from that question.

Table 9: Ways Size Affects Usability

<u>Categories</u>	<u>Effect</u>	<u>n</u>	<u>%</u>
Multiple events can run simultaneously	+	8	7.08
Camping space	+	2	1.77
Enough parking & structures	+	11	9.73
Year round use	+	2	1.77
Can host variety of activities	+	17	15.04
Structures in close proximity	+	3	2.65
Limited space for events	-	21	18.58
Limited parking	-	14	12.39
Fairgrounds structures too spread out	-	2	1.77

Table 10: Location of Fairgrounds in City Limits

<u>Response</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Yes	55	48.67	60	53.10	53	46.90
No	45	39.82	39	34.51	35	30.97
Blank	12	10.62	14	12.39	25	22.12

Table 10 points out the location of the fairgrounds in respect to city limits past, present, and future, about half ( $n = 55$ , 48.67% past,  $n = 60$ , 53.10% present) of the respondents indicated that their fairgrounds were and are within the city limits. There

was a little less knowledge about the location for the future, although within the city limits still had the highest response (n = 53, 46.90%).

The next question on the survey asked whether the location has, had, or will have an effect; positive, negative, or both on the usability of the fairgrounds. The overwhelming response was that the location has a positive affect on the usability, past, present, and future. Just over 61% of the respondents were satisfied with the placement of their fairgrounds. Only six respondents indicated the location would have a negative effect in the future.

Table 11: Affects of Location on Fairgrounds Usability

Effect	Past		Present		Future	
	n	%	n	%	n	%
Positive	73	64.60	73	64.60	69	61.06
Negative	2	1.77	4	3.54	6	5.31
Both	22	19.47	28	24.78	20	17.70
Blank	16	14.16	8	7.08	18	15.93

Table 12: What Affects Location Has on Fairgrounds Usability

Categories	Effect	n	%
No more growth	+	1	0.88
Easy access – central location	+	42	37.17
Out of the way (no noise dust traffic restrictions)	+	5	4.42
Close to shopping, hotels	+	2	1.77
Parking on grounds, lots	+	4	3.54
Visible	+	4	3.54
Room for growth	+	2	1.77
Use of city water, sewer	+	4	3.54
No more room for growth	-	9	7.96
Location in residential area, noise ordinance	-	7	6.19
Limited parking	-	3	2.65
Outside of town, forgotten	-	3	2.65

Question sixteen targeted information regarding how location affects usability. Since all options could not feasibly be given, this question was open ended. Eighty-five of those who returned surveys responded to this question (75.22%). Table 12 outlines some related categories the researcher found in common from the responses. The category with the highest number of responses with a positive effect was accessibility. Thirty-seven point seventeen percent of the respondents related that their fairgrounds were situated in an accessible location. The category with the highest negative affect was that there is no more room for growth (9, 7.96%). There was a much higher positive response to the affects location has on fairgrounds usability, which indicates that the respondents are satisfied with the location of the fairgrounds. Appendix J contains the eighty-five responses.

Table 13: Structures Present on Fairgrounds

<u>Structures</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>		<u>Pa-Pr</u>	<u>Pr-Fu</u>	<u>Pa-Fu</u>
	n	%	n	%	n	%	%	%	%
Camping facilities	38	33.63	64	56.64	59	52.21	23.01	-4.43	18.58
Corrals/Pens (outside)	84	74.34	96	84.96	78	69.03	10.62	-15.93	-5.31
Covered grandstand	69	61.06	70	61.95	68	60.18	0.89	-1.77	-0.88
Covered pavilion	32	28.32	50	44.25	44	38.94	15.93	-5.31	10.62
Dirt floor event center/arena	49	43.36	66	58.41	61	53.98	15.05	-4.43	10.62
Exhibit building(s)	92	81.42	101	89.38	89	78.76	7.96	-10.62	-2.66
Hard floor event center	28	24.78	40	35.40	40	35.40	10.62	0	10.62
Law & Justice facilities	3	2.65	5	4.42	3	2.65	1.77	-1.77	0
Livestock							11.51	-11.51	0

<u>Structures</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>		<u>Pa-Pr</u>	<u>Pr-Fu</u>	<u>Pa-Fu</u>
	n	%	n	%	n	%	%	%	%
barn(s)	91	80.53	104	92.04	91	80.53			
Livestock sale building	47	41.59	57	50.44	46	40.71	8.85	-9.73	-0.88
Midway	54	47.79	56	49.56	48	42.48	1.77	-7.08	-5.31
Motor sports area	24	21.24	38	33.63	34	30.09	12.39	-3.54	8.85
Office(s)	65	57.52	86	76.11	73	64.60	18.59	-11.51	7.08
Outdoor arena	81	71.68	103	91.15	89	78.76	19.47	-12.39	7.08
Park/playground	23	20.23	32	28.32	36	31.86	8.09	3.54	11.63
Parking area	83	73.45	98	86.73	83	73.45	13.28	-13.28	0
Performing art center	4	3.54	5	4.42	9	7.96	0.88	3.54	4.42
Permanent indoor displays	15	13.27	20	17.70	19	16.81	4.43	-0.89	3.54
Permanent outdoor displays	9	7.96	16	14.16	15	13.27	6.2	-0.89	5.31
Race track	42	37.17	33	29.20	24	21.24	-7.97	-7.96	-15.93
Refrigerated ice floor	6	5.31	9	7.96	6	5.31	2.65	-2.65	0
Restrooms	87	76.99	102	90.27	88	77.88	13.28	-12.39	0.89
Shop	27	23.89	30	26.55	29	25.66	2.66	-0.89	1.77
Showers	50	44.25	63	55.75	56	49.56	11.5	-6.19	5.31
Skateboard Park	3	2.65	1	0.88	1	0.88	-1.77	0	-1.77
Sports fields	15	13.27	18	15.93	16	14.16	2.66	-1.77	0.89
Storage building(s)	56	49.56	69	61.06	64	56.64	11.5	-4.42	7.08
Wash rack(s)	80	70.80	96	84.96	81	71.68	14.16	-13.28	0.88
Other	9	7.96	11	9.73	11	9.73	1.77	0	1.77

Question 17 tried to determine what structures were, are, and might be present on fairgrounds in the five state region. A list of structures was presented to the respondents and a blank line left for them to add any that were not listed. Some of the buildings that were added in the other category were; a multi-use building not used exclusively for

sales, a partially covered building, a portable system, an indoor shooting range, permanent buildings for serving food, dressing rooms, show ring, food booth, and electrical hook-ups.

Once the structure inventory was obtained, the respondents were asked if the layout of the fairgrounds limited its use. Table 14 points out that the respondents were divided with their responses. Forty-seven (41.59%) respondents indicated the fairgrounds was limited by the physical layout while fifty-nine (52.21%) indicated that physical layout did not present any limitations. There was no further inquiry on the survey as to why or how the physical layout did or did not limit the usability of the fairgrounds.

Table 14: Fairgrounds Limited by Physical Layout

<u>Response</u>	<u>n</u>	<u>%</u>
Yes	47	41.59
No	59	52.21

Table 15: Number of Events Held on Fairgrounds

# of Events	<u>Past</u>		<u>Present</u>		<u>Pa – Pr</u>
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>%</u>
1	0	0.00	0	0.00	0
<5	16	14.16	11	9.73	-4.43
5-10	20	17.70	22	19.47	1.77
11-20	14	12.39	18	15.93	3.54
21-50	22	19.47	20	17.70	-1.77
51-100	11	9.73	11	9.73	0
101-200	5	4.42	12	10.62	6.2
201-300	4	3.54	4	3.54	0
>300	4	3.54	9	7.96	4.42
Blank	17	15.04	6	5.31	-9.73

A section of the survey dealt with events. Question 19 determined the average number of events each fairgrounds held and holds each year. The two choices that

received the highest response were between 5-10 events (20, 17.70% past and 22, 19.47% present) and between 21-50 events (22, 19.47% past, and 20, 17.70% present). Both choices flip-flopped places from past to present. From this information it may be reasoned that the number of events held on the fairgrounds is decreasing slightly. Further down Table 15 however, it is shown that “n” increased from five to twelve respondents for 101-200 events held on the fairgrounds and four to nine in the greater than 300 category. This indication leads to the opposite conclusion that events may, in fact, be increasing. It is difficult to come to a concrete conclusion because eleven respondents did not complete the past numbers of events section, but they did fill out the information for the present. This lack of response for the past may indicate the respondents didn’t have any history or past knowledge of events from the past.

Respondents were asked which events held on the fairgrounds were/are actually sponsored by the fairgrounds staff or fair board. Table 16 signifies an increase in the number of events they are sponsoring. This may provide more evidence that the number of events held on the fairgrounds is actually increasing; however it still does not provide a definitive answer because this question only relates to events sponsored by fairgrounds staff and fair boards.

Table 16: Events Held by Fairgrounds Staff

# of Events	Past		Present		Pa – Pr
	n	%	n	%	%
1	36	31.86	28	24.78	-7.08
<5	32	28.32	44	38.94	10.62
5-10	17	15.04	19	16.81	1.77
11-20	6	5.31	8	7.08	1.77
21-50	2	1.77	3	2.65	0.88
51-100	1	0.88	2	1.77	0.89

# of Events	Past		Present		Pa – Pr
	n	%	n	%	%
101-200	1	0.88	1	0.88	0
201-300	0	0.00	0	0.00	0
>300	0	0.00	0	0.00	0
Blank	18	15.93	8	7.08	-8.85

The information in Table 17 shows the demand for events and activities held on the fairgrounds will increase. In the future seventy-nine (69.91%) of respondents indicated that there would be an increase demand for events and activities, while twenty-six (23.01%) feel demand would stay the same. This again may lead to the conclusion that the number of events held on the fairgrounds is actually increasing.

Table 17: Future Demand for Events Held on Fairgrounds

Category	Future	
	n	%
Increase	79	69.91
Decrease	6	5.31
Stay the same	26	23.01
Blank	2	1.77

Eighty-four respondents (74.34%) answered the question as to why there might be an increase or decrease in the demand for events held on the fairgrounds. Most answers mirrored the positive growth response shown by Table 17. Table 18 specifies some of the similarities within those reasons. The top answer for increase in demand was fairgrounds improvements. This answer received a 10% higher response rate than any other category. There was not a very high response rate to decrease in demand which may mean that there really hasn't been a decrease, or the reason(s) for the decrease could not be defined. All eighty-four responses are indicated in Appendix K.



Table 18: Reasons for Increase or Decrease in Demand for Events

<u>Categories</u>	<u>n</u>	<u>%</u>
Increased population	14	12.39
Grounds improvements	29	25.66
Community needs increased	17	15.04
Variety of interests	10	8.85
Competitive pricing	2	1.77
Location good	3	2.65
Service good	5	4.42
Increase in horse related activities	4	3.54
More fairgrounds promotion	7	6.19
Adequate space	4	3.54
Funding issues	5	4.42
Small town or decreased population	3	2.65

Once questions were answered regarding the numbers of events and whether they are increasing or decreasing, it was necessary to ask what some of those events were, are, or will be. Tables 19- 22 are an indication of those events and whether they were or are increasing or decreasing in number of occurrences. Table 19 covers the past, Table 20 the present, Table 21 the future and Table 22 shows the numbers of respondents that indicated an increase, decrease, or no change but did not indicate whether they were referring to the past, present, or future. The number specified in the second column of Tables 19-21 is the number of respondents who indicated that those events or activities occurred, occur now, or will occur on their fairgrounds, but did not indicate whether there was an increase, decrease, or no change in the occurrence.

The events/activities from the past receiving the highest increases in occurrence were Youth organization activities (42, 37.17%), 4-H activities (52, 46.02%), and Equine events (38, 33.63%). Those events/activities that received the highest response for a decrease in occurrence were Livestock events (12, 10.62%), Other Ag events (ones not

already listed on table) (10, 8.85%), and Concerts (11, 9.73%). Still, although those activities/events received the highest response for a decrease in occurrence, they had as high or higher response rates for their increase in occurrence. These numbers strongly suggest that there is a greater rise in events rather than decline.

Table 19: Events/Activities & Their Occurrence Level (Past, 1980-1995)

Events/Activities	Past		Increase		Decrease		No Change	
	n	%	n	%	n	%	n	%
Youth organization activities	0	0.00	42	37.17	5	4.42	24	21.24
4-H activities	0	0.00	52	46.02	7	6.19	33	29.20
FFA Activities	0	0.00	12	10.62	8	7.08	21	18.58
Club activities (non-youth)	0	0.00	15	13.27	3	2.65	18	15.93
Family Activities	1	0.88	28	24.78	1	0.88	15	13.27
Educational events	2	1.77	25	22.12	0	0.00	20	17.70
County Fair	4	3.54	22	19.47	5	4.42	48	42.48
Multi-counties fair	0	0.00	1	0.88	0	0.00	5	4.42
State Fair	0	0.00	2	1.77	1	0.88	3	2.65
Livestock events	2	1.77	20	17.70	12	10.62	22	19.47
Equine events	0	0.00	38	33.63	8	7.08	21	18.58
Other Ag events	0	0.00	12	10.62	10	8.85	13	11.50
Fairground's sponsored events	1	0.88	15	13.27	4	3.54	17	15.04
Non-profit organization fundraisers	1	0.88	22	19.47	1	0.88	18	15.93
Commercial events	0	0.00	25	22.12	3	2.65	18	15.93
Athletic events	1	0.88	12	10.62	1	0.88	11	9.73
Private events	1	0.88	32	28.32	0	0.00	20	17.70
Motor sports activities	0	0.00	13	11.50	5	4.42	7	6.19
Religious activities	0	0.00	9	7.96	3	2.65	14	12.39
The Arts activities	0	0.00	3	2.65	2	1.77	12	10.62
Concerts	2	1.77	11	9.73	11	9.73	13	11.50
Other	0	0.00	4	3.54	1	0.88	3	2.65
Other	0	0.00	1	0.88	0	0.00	1	0.88

Table 20: Events/Activities &amp; Their Occurrence Level (Present, 1996-2003)

Events/Activities	Present		Increase		Decrease		No Change	
	n	%	n	%	n	%	N	%
Youth organization activities	0	0.00	53	46.90	6	5.31	29	25.66
4-H activities	1	0.88	58	51.33	10	8.85	33	29.20
FFA Activities	0	0.00	21	18.58	9	7.96	29	25.66
Club activities (non-youth)	0	0.00	22	19.47	4	3.54	20	17.70
Family Activities	1	0.88	47	41.59	1	0.88	18	15.93
Educational events	3	2.65	33	29.20	1	0.88	24	21.24
County Fair	3	2.65	31	27.43	6	5.31	51	45.13
Multi-counties fair	1	0.88	2	1.77	0	0.00	5	4.42
State Fair	0	0.00	2	1.77	1	0.88	4	3.54
Livestock events	2	1.77	29	25.66	12	10.62	24	21.24
Equine events	1	0.88	46	40.71	9	7.96	24	21.24
Other Ag events	0	0.00	17	15.04	10	8.85	15	13.27
Fairground's sponsored events	0	0.00	25	22.12	5	4.42	21	18.58
Non-profit organization fundraisers	3	2.65	34	30.09	1	0.88	21	18.58
Commercial events	1	0.88	38	33.63	5	4.42	21	18.58
Athletic events	0	0.00	13	11.50	1	0.88	13	11.50
Private events	1	0.88	41	36.28	0	0.00	24	21.24
Motor sports activities	1	0.88	24	21.24	3	2.65	11	9.73
Religious activities	1	0.88	15	13.27	2	1.77	18	15.93
The Arts activities	0	0.00	5	4.42	3	2.65	13	11.50
Concerts	2	1.77	14	12.39	14	12.39	17	15.04
Other	0	0.00	5	4.42	1	0.88	3	2.65
Other	0	0.00	2	1.77	0	0.00	1	0.88

Table 20 indicates greater increases in more of the events/activities. The top three increasing events/activities for the present were; 4-H activities (58, 51.33%), Youth organization activities (53, 46.90%), and Family activities (47, 41.59%) Also receiving high response rates for increase in occurrence were; Equine events (46, 40.71%), Private events (41, 36.38%), and Commercial events (38, 33.63%). Again receiving much lower

response rates, the events ranking the highest in decrease of occurrence were; Concerts (14, 12.39%), Livestock events (12, 10.62%), and Ag events (ones not already listed on table) (10, 8.85%). As in Table 19 the response rate for the occurrence of these events/activities was also higher in the increasing category not the decreasing.

Table 21: Events/Activities & Their Occurrence Level (Future, 2004-2015)

Events/Activities	Future		Increase		Decrease		No Change	
	n	%	n	%	n	%	n	%
Youth organization activities	0	0.00	49	43.36	4	3.54	25	22.12
4-H activities	0	0.00	57	50.44	8	7.08	32	28.32
FFA Activities	0	0.00	21	18.58	7	6.19	28	24.78
Club activities (non-youth)	0	0.00	26	23.01	3	2.65	17	15.04
Family Activities	1	0.88	47	41.59	0	0.00	15	13.27
Educational events	2	1.77	38	33.63	0	0.00	20	17.70
County Fair	2	1.77	31	27.43	6	5.31	50	44.25
Multi-counties fair	0	0.00	3	2.65	0	0.00	5	4.42
State Fair	0	0.00	2	1.77	1	0.88	4	3.54
Livestock events	0	0.00	32	28.32	11	9.73	20	17.70
Equine events	0	0.00	49	43.36	8	7.08	21	18.58
Other Ag events	0	0.00	20	17.70	10	8.85	12	10.62
Fairground's sponsored events	0	0.00	24	21.24	4	3.54	20	17.70
Non-profit organization fundraisers	1	0.88	37	32.74	1	0.88	20	17.70
Commercial events	0	0.00	40	35.40	6	5.31	18	15.93
Athletic events	0	0.00	15	13.27	1	0.88	11	9.73
Private events	0	0.00	45	39.82	0	0.00	21	18.58
Motor sports activities	0	0.00	25	22.12	3	2.65	9	7.96
Religious activities	0	0.00	17	15.04	3	2.65	14	12.39
The Arts activities	0	0.00	5	4.42	2	1.77	12	10.62
Concerts	1	0.88	16	14.16	11	9.73	16	14.16
Other	0	0.00	7	6.19	1	0.88	3	2.65
Other	0	0.00	2	1.77	0	0.00	1	0.88

The future occurrence levels continued to be high for 4-H activities (57, 50.44%), Youth organization activities (49, 43.36%), Equine activities (49, 43.36%), Family activities (47, 41.59%), Private events (45, 39.82%), Commercial events (40, 35.40%), Educational events (38, 33.63%), and Livestock events (32, 28.32%). The highest response rate for occurrence levels decreasing was for Livestock events (11, 9.73%). This clearly indicates the response rate for increased occurrence levels is much greater as Livestock events was one of the top events for both categories and its response rate for the increase was much greater at a 28.32% response rate as compared to a 9.73% response rate for its decrease.

Although the response rate was not high for Table 22 it needed to be included as it again indicates a higher response rate, albeit minimal, for an increase in occurrence levels for all but six of the events/activities and no decreases in occurrences in any of the events/activities.

Table 22: Events/Activities & Their Occurrence Level (No Tense Recorded)

<u>Events/Activities</u>	<u>Increase</u>		<u>Decrease</u>		<u>No Change</u>	
	n	%	n	%	n	%
Youth organization activities	1	0.88	0	0.00	8	7.08
4-H activities	2	1.77	0	0.00	2	1.77
FFA Activities	0	0.00	0	0.00	6	5.31
Club activities (non-youth)	2	1.77	0	0.00	6	5.31
Family Activities	3	2.65	0	0.00	2	1.77
Educational events	0	0.00	0	0.00	2	1.77
County Fair	3	2.65	0	0.00	4	3.54
Multi-counties fair	0	0.00	0	0.00	6	5.31
State Fair	0	0.00	0	0.00	6	5.31
Livestock events	4	3.54	0	0.00	4	3.54
Equine events	3	2.65	0	0.00	3	2.65
Other Ag events	1	0.88	0	0.00	6	5.31

Events/Activities	Increase		Decrease		No Change	
	n	%	n	%	n	%
Fairground's sponsored events	1	0.88	0	0.00	9	7.96
Non-profit organization fundraisers	3	2.65	0	0.00	5	4.42
Commercial events	1	0.88	0	0.00	3	2.65
Athletic events	1	0.88	0	0.00	2	1.77
Private events	3	2.65	0	0.00	3	2.65
Motor sports activities	1	0.88	0	0.00	3	2.65
Religious activities	0	0.00	0	0.00	3	2.65
The Arts activities	1	0.88	0	0.00	5	4.42
Concerts	0	0.00	0	0.00	4	3.54
Other	1	0.88	0	0.00	3	2.65
Other	0	0.00	0	0.00	1	0.88

Table 23: Government Activities Held on Fairgrounds

Government Activities	n	%
Temporary housing for prisoners	3	2.65
County offices	8	7.08
Disaster plan	27	23.89
Drivers license testing	7	6.19
Government vehicle storage	22	19.47
Other government storage	16	14.16
Fire Department	5	4.42
Search and Rescue	12	10.62
Polling	15	13.27
Military Operations	3	2.65
Other	13	11.50

In an attempt to determine a change in the use or the diversity of use of fairgrounds, respondents were asked to point out any government activities that their fairgrounds held. The top two government activities utilizing the fairgrounds, as shown in Table 23, were part of a disaster plan (27, 23.89%) and government vehicle storage (22, 19.47%). Six of the respondents who marked other indicated the fairgrounds were also utilized for storage of private or commercial items. The utilization that received

three comments in the other category was as a training ground for EMTs and law enforcement.

Once it was established that some of the fairgrounds were utilized for government activities and identifying what those activities were. The respondents were asked to think about how else the fairgrounds could be utilized. From this response came the question asking, does the county's disaster plan involve the fairgrounds? Data in Table 24 indicates the response to this question. The data shows a good number (38, 33.63%) didn't know whether their fairgrounds was part of a county disaster plan or not. Fifty-one (45.13%) indicated that their fairgrounds were currently involved with a county disaster plan.

Table 24: Fairgrounds Involvement in County's Disaster Plan

<u>Response</u>	<u>n</u>	<u>%</u>
Yes	51	45.13
No	19	16.81
Don't Know	38	33.63
Blank	5	4.42

For those who answered no to the question about their fairgrounds being a part of the county disaster plan, a question was asked about whether their fairgrounds could be used as part of the plan. The response clearly indicates a positive outlook for fairgrounds being used as part of (96, 84.96%) county disaster plans. See Table 25.

Table 25: Feasibility of Fairgrounds use as Part of County Disaster Plan

<u>Response</u>	<u>n</u>	<u>%</u>
Yes	96	84.96
No	4	3.54
Don't Know	8	7.08
Blank	5	4.42

In order to establish use of fairgrounds by number of people a question was asked about the average number of people that did and do attend the county or state fair each year. A follow-up question asked about the general attendance at the fairgrounds. The reason for asking both questions was to see if the primary attendance on the fairgrounds comes from the county or state fair attendance. Just over fifty percent (52.21%) of the respondents indicated the average attendance was less than 5000. Five respondents indicated attendance between 200,000 & 300,000. See Table 26. The change column in Table 26 shows eight categories increasing attendance from past to present while five indicated a decrease.

Table 26: Average Attendance of County or State Fairs Past and Present

Attendance	Past		Present		Change		
	n	%	n	%	+ or -	n	%
< 5000	56	49.56	59	52.21	+3	115	2.61
5000 – 10,000	15	13.27	15	13.27	0	30	0.00
10,000 – 15,000	4	3.54	3	2.65	-1	7	-14.29
15,000 – 20,000	5	4.42	3	2.65	-2	8	-25.00
20,000 – 25,000	1	0.88	3	2.65	+2	4	50.00
25,000 – 30,000	1	0.88	2	1.77	+1	3	33.33
30,000 – 35,000	0	0.00	1	0.88	+1	1	100.00
35,000 – 40,000	1	0.88	2	1.77	+1	3	33.33
40,000 – 45,000	2	1.77	0	0.00	-2	2	100.00
45,000 – 50,000	1	0.88	4	3.54	+3	5	60.00
50,000 – 60,000	1	0.88	2	1.77	+1	3	33.33
60,000 – 75,000	0	0.00	1	0.88	+1	1	100.00
75,000 – 100,000	2	1.77	1	0.88	-1	3	-33.33
100,000 – 150,000	1	0.88	0	0.00	-1	1	-100.00
150,000 – 200,000	1	0.88	1	0.88	0	2	0.00
200,000 – 300,000	5	4.42	5	4.42	0	10	0.00
> 300,000	0	0.00	0	0.00	0	0	0.00
Blank	17	15.04	11	9.73	-6	28	-21.43

Table 27 indicates attendance on fairgrounds in general. It could be assumed from the responses given to both questions regarding fairgrounds attendance; the majority



of people who came to the fairgrounds in the past did so during the state or county fair. Times seem to be changing though as the attendance on fairgrounds between 5000 and 10,000 increased 11.11% from past to present. This was a significant change as the number of fairgrounds in that category went from 20 to 25. The data also reveals that five categories illustrated an increase in attendance from past to present. Those categories of attendance are; 5000-10,000 (5, 11.11%), 20,000-30,000 (2, 50.00%), 30,000-35,000 (2, 50.00%), 60,000-75,000 (3, 42.86%), and >300,000 (3, 23.08%). The attendance category with the highest response rate for past and present was <5000 and the response rate remained almost unchanged (40, 35.40% past) to (39, 34.51% present) the change was (-1, 1.27%).

Table 27: Average Attendance of Fairgrounds Past and Present

Attendance	Past		Present		Change		
	n	%	n	%	+ or -	n	%
< 5000	40	35.40	39	34.51	-1	79	-1.27
5000 – 10,000	20	17.70	25	22.12	+5	45	11.11
10,000 – 15,000	6	5.31	6	5.31	0	12	0.00
15,000 – 20,000	5	4.42	4	3.54	-1	9	-11.11
20,000 – 25,000	1	0.88	3	2.65	+2	4	50.00
25,000 – 30,000	2	1.77	1	0.88	-1	3	-33.33
30,000 – 35,000	1	0.88	3	2.65	+2	4	50.00
35,000 – 40,000	2	1.77	1	0.88	-1	3	-33.33
40,000 – 45,000	0	0.00	0	0.00	0	0	0.00
45,000 – 50,000	2	1.77	2	1.77	0	4	0.00
50,000 – 60,000	1	0.88	1	0.88	0	2	0.00
60,000 – 75,000	2	1.77	5	4.42	+3	7	42.86
75,000 – 100,000	2	1.77	1	0.88	-1	3	-33.33
100,000 – 150,000	2	1.77	3	2.65	+1	5	20.00
150,000 – 200,000	2	1.77	0	0.00	-2	2	100.00
200,000 – 300,000	1	0.88	1	0.88	0	2	0.00
> 300,000	5	4.42	8	7.08	+3	13	23.08
Blank	19	16.81	10	8.85	-9	29	-31.03

Question 29 inquired, in a more specific manner, about the popularity of particular events/activities held at the fairgrounds in the past and present. Respondents were given a list of events/activities from which to choose and could add some of their own on blank lines available for any not included on the list. Tables 28 and 29 illustrate the past and present popularity change. Table 30 indicates how the respondents viewed the popularity change but did not indicate whether the events took place in the past or present or both. The majority of the activities/events were rising in popularity in the past. Some increased dramatically while others had small changes. Popularity of those same events/activities in the present had significant positive popularity ratings, as 35 out of the 50 categories had more positive responses. Table 30 simply gives the responses that did not have a time frame assigned.

Table 28: Past Popularity Rating for Events Held on Fairgrounds

Events	Past		+		-		No Change	
	n	%	n	%	n	%	n	%
4-H indoor exhibits	5	4.42	33	29.20	39	34.51	14	12.39
4-H livestock sale	5	4.42	42	37.17	17	15.04	26	23.01
4-H livestock shows	6	5.31	34	30.09	15	13.27	29	25.66
Beer gardens	6	5.31	13	11.50	3	2.65	26	23.01
Car shows	3	2.65	7	6.19	6	5.31	6	5.31
Carnival	5	4.42	26	23.01	12	10.62	19	16.81
Child care center	0	0.00	2	1.77	0	0.00	0	0.00
Children's activities	2	1.77	19	16.81	5	4.42	20	17.70
Club or organization displays	4	3.54	17	15.04	18	15.93	22	19.47
Commercial exhibits indoor	4	3.54	22	19.47	19	16.81	29	25.66
Commercial exhibits outdoor	3	2.65	24	21.24	18	15.93	27	23.89
Cook-offs	1	0.88	6	5.31	6	5.31	8	7.08
Crop shows	3	2.65	4	3.54	8	7.08	7	6.19
Dances	4	3.54	7	6.19	10	8.85	21	18.58
Dog events	3	2.65	24	21.24	6	5.31	17	15.04

Events	Past		+		-		No Change	
	n	%	n	%	n	%	n	%
Draft horse events	7	6.19%	5	4.42	13	11.50	7	6.19
Educational exhibits	2	1.77	21	18.58	6	5.31	25	22.12
Extreme sport shows	1	0.88	5	4.42	1	0.88	2	1.77
FFA indoor exhibits	0	0.00	12	10.62	13	11.50	21	18.58
FFA livestock sales	1	0.88	9	7.96	7	6.19	18	15.93
FFA livestock shows	2	1.77	8	7.08	7	6.19	19	16.81
Harness Racing	2	1.77	0	0.00	4	3.54	2	1.77
Helicopter rides	3	2.65	0	0.00	3	2.65	2	1.77
Historic exhibits	2	1.77	7	6.19	4	3.54	9	7.96
Horse racing	5	4.42	0	0.00	14	12.39	4	3.54
Hot air balloon rides	3	2.65	0	0.00	4	3.54	1	0.88
Karaoke	5	4.42	4	3.54	2	1.77	4	3.54
Light horse events	1	0.88	21	18.58	5	4.42	18	15.93
Livestock judging contests	1	0.88	15	13.27	8	7.08	31	27.43
Local entertainment	2	1.77	19	16.81	7	6.19	26	23.01
Military exhibits	1	0.88	8	7.08	1	0.88	11	9.73
Motor sports	2	1.77	18	15.93	4	3.54	7	6.19
Musical concerts	2	1.77	19	16.81	7	6.19	20	17.70
Open Class Arts & Crafts	6	5.31	21	18.58	26	23.01	31	27.43
Open Class Foods	6	5.31	13	11.50	36	31.86	29	25.66
Open Class Livestock shows	4	3.54	8	7.08	30	26.55	18	15.93
Open Class Livestock sales	4	3.54	2	1.77	9	7.96	5	4.42
Open Class Needlework	5	4.42	20	17.70	29	25.66	29	25.66
Open Class Photography	6	5.31	33	29.20	13	11.50	31	27.43
Performing arts	0	0.00	4	3.54	3	2.65	6	5.31
Petting Zoos	6	5.31	15	13.27	6	5.31	21	18.58
Rodeo	2	1.77	22	19.47	14	12.39	33	29.20
Sand sculpting	1	0.88	0	0.00	0	0.00	3	2.65
Sky divers	2	1.77	1	0.88	1	0.88	3	2.65
Stage shows – Free	2	1.77	28	24.78	3	2.65	20	17.70
Talent shows	5	4.42	10	8.85	6	5.31	10	8.85
Tractor shows	7	6.19	7	6.19	3	2.65	5	4.42
Wild west shows	1	0.88	1	0.88	1	0.88	2	1.77
Wildlife exhibits	2	1.77	10	8.85	1	0.88	3	2.65
Other	0	0.00	2	1.77	1	0.88	0	0.00

Table 29: Present Popularity Rating for Events Held on Fairgrounds

Events	Present		+		=		No Change	
	n	%	n	%	n	%	n	%
4-H indoor exhibits	8	7.08	39	34.51	41	36.28	15	13.27
4-H livestock sale	8	7.08	45	39.82	19	16.81	27	23.89
4-H livestock shows	9	7.96	39	34.51	17	15.04	32	28.32
Beer gardens	6	5.31	19	16.81	3	2.65	29	25.66
Car shows	3	2.65	12	10.62	6	5.31	6	5.31
Carnival	4	3.54	25	22.12	10	8.85	18	15.93
Child care center	0	0.00	3	2.65	0	0.00	1	0.88
Children's activities	4	3.54	28	24.78	7	6.19	22	19.47
Club or organization displays	5	4.42	20	17.70	20	17.70	22	19.47
Commercial exhibits indoor	6	5.31	27	23.89	20	17.70	30	26.55
Commercial exhibits outdoor	5	4.42	29	25.66	20	17.70	28	24.78
Cook-offs	0	0.00	5	4.42	5	4.42	11	9.73
Crop shows	2	1.77	5	4.42	7	6.19	8	7.08
Dances	5	4.42	14	12.39	11	9.73	24	21.24
Dog events	4	3.54	33	29.20	5	4.42	23	20.35
Draft horse events	1	0.88	9	7.96	9	7.96	8	7.08
Educational exhibits	4	3.54	27	23.89	6	5.31	26	23.01
Extreme sport shows	2	1.77	13	11.50	0	0.00	3	2.65
FFA indoor exhibits	1	0.88	17	15.04	12	10.62	24	21.24
FFA livestock sales	1	0.88	15	13.27	7	6.19	22	19.47
FFA livestock shows	1	0.88	14	12.39	7	6.19	24	21.24
Harness Racing	1	0.88	0	0.00	0	0.00	2	1.77
Helicopter rides	1	0.88	0	0.00	2	1.77	1	0.88
Historic exhibits	1	0.88	11	9.73	2	1.77	8	7.08
Horse racing	1	0.88	0	0.00	6	5.31	5	4.42
Hot air balloon rides	2	1.77	0	0.00	0	0.00	1	0.88
Karaoke	1	0.88	9	7.96	3	2.65	6	5.31
Light horse events	3	2.65	29	25.66	5	4.42	18	15.93
Livestock judging contests	2	1.77	23	20.35	9	7.96	33	29.20
Local entertainment	3	2.65	28	24.78	7	6.19	29	25.66
Military exhibits	3	2.65	9	7.96	1	0.88	13	11.50
Motor sports	3	2.65	26	23.01	4	3.54	9	7.96
Musical concerts	2	1.77	26	23.01	6	5.31	21	18.58
Open Class Arts & Crafts	5	4.42	26	23.01	25	22.12	33	29.20

Events	Present		+		-		No Change	
	n	%	n	%	n	%	n	%
Open Class Foods	7	6.19	17	15.04	35	30.97	31	27.43
Open Class Livestock shows	4	3.54	15	13.27	25	22.12	19	16.81
Open Class Livestock sales	3	2.65	2	1.77	3	2.65	5	4.42
Open Class Needlework	5	4.42	23	20.35	27	23.89	32	28.32
Open Class Photography	6	5.31	37	32.74	12	10.62	33	29.20
Performing arts	0	0.00	7	6.19	3	2.65	6	5.31
Petting Zoos	2	1.77	21	18.58	8	7.08	23	20.35
Rodeo	4	3.54	29	25.66	11	9.73	34	30.09
Sand sculpting	1	0.88	0	0.00	0	0.00	3	2.65
Sky divers	1	0.88	1	0.88	0	0.00	3	2.65
Stage shows - Free	2	1.77	34	30.09	4	3.54	23	20.35
Talent shows	2	1.77	13	11.50	6	5.31	12	10.62
Tractor shows	1	0.88	10	8.85	1	0.88	7	6.19
Wild west shows	0	0.00	1	0.88	0	0.00	2	1.77
Wildlife exhibits	1	0.88	12	10.62	1	0.88	4	3.54
Other	0	0.00	3	2.65	1	0.88	0	0.00

Table 29 shows the highest response rate, possibly because it indicates the present tense responses. The top three positive popularity ratings all indicate 4-H events; 4-H indoor exhibits (39, 34.51%), 4-H livestock sale (45, 39.82%), and 4-H livestock shows (39, 34.51%). This directly parallels the data revealed about events/activities that have shown an increase past, present and future as 4-H events were shown to increase during all three time periods. Transversely however, it is shown that 4-H indoor exhibits also have the highest response rate for a decrease in popularity (41, 36.28%). Open class foods (35, 30.97%) and Open class needlework (27, 23.89%) had the next two highest response rates for decrease in popularity. The highest response rates for events with no change in popularity were for; Rodeo (34, 30.09%), Open class photography, Open class arts and crafts, and Livestock judging contests (last three at 33, 29.20%).

Table 30: Popularity of Events Held on Fairgrounds Past or Present Not Specified

Events	+		=		No Change	
	n	%	n	%	n	%
4-H indoor exhibits	2	1.77	1	0.88	2	1.77
4-H livestock sale	2	1.77	0	0.00	3	2.65
4-H livestock shows	3	2.65	0	0.00	3	2.65
Beer gardens	0	0.00	0	0.00	7	6.19
Car shows	0	0.00	0	0.00	3	2.65
Carnival	0	0.00	0	0.00	5	4.42
Child care center	0	0.00	0	0.00	4	3.54
Children's activities	2	1.77	0	0.00	2	1.77
Club or organization displays	3	2.65	0	0.00	1	0.88
Commercial exhibits indoor	2	1.77	0	0.00	4	3.54
Commercial exhibits outdoor	0	0.00	0	0.00	1	0.88
Cook-offs	1	0.88	0	0.00	2	1.77
Crop shows	1	0.88	0	0.00	3	2.65
Dances	1	0.88	0	0.00	4	3.54
Dog events	1	0.88	0	0.00	1	0.88
Draft horse events	0	0.00	0	0.00	2	1.77
Educational exhibits	0	0.00	0	0.00	3	2.65
Extreme sport shows	0	0.00	0	0.00	4	3.54
FFA indoor exhibits	0	0.00	0	0.00	2	1.77
FFA livestock sales	0	0.00	0	0.00	3	2.65
FFA livestock shows	0	0.00	0	0.00	3	2.65
Harness Racing	0	0.00	0	0.00	5	4.42
Helicopter rides	0	0.00	0	0.00	5	4.42
Historic exhibits	0	0.00	0	0.00	3	2.65
Horse racing	0	0.00	0	0.00	5	4.42
Hot air balloon rides	0	0.00	0	0.00	5	4.42
Karaoke	0	0.00	0	0.00	3	2.65
Light horse events	1	0.88	0	0.00	0	0.00
Livestock judging contests	1	0.88	0	0.00	4	3.54
Local entertainment	1	0.88	0	0.00	1	0.88
Military exhibits	0	0.00	0	0.00	3	2.65
Motor sports	0	0.00	0	0.00	3	2.65
Musical concerts	1	0.88	0	0.00	3	2.65
Open Class Arts & Crafts	2	1.77	1	0.88	1	0.88

<u>Events</u>	<u>±</u>		<u>-</u>		<u>No Change</u>	
	n	%	n	%	n	%
Open Class Foods	2	1.77	1	0.88	1	0.88
Open Class Livestock shows	1	0.88	1	0.88	2	1.77
Open Class Livestock sales	1	0.88	1	0.88	5	4.42
Open Class Needlework	1	0.88	1	0.88	3	2.65
Open Class Photography	2	1.77	1	0.88	3	2.65
Performing arts	1	0.88	0	0.00	3	2.65
Petting Zoos	1	0.88	0	0.00	2	1.77
Rodeo	4	3.54	0	0.00	4	3.54
Sand sculpting	0	0.00	0	0.00	6	5.31
Sky divers	0	0.00	0	0.00	4	3.54
Stage shows – Free	1	0.88	0	0.00	2	1.77
Talent shows	3	2.65	0	0.00	1	0.88
Tractor shows	2	1.77	0	0.00	2	1.77
Wild west shows	1	0.88	0	0.00	5	4.42
Wildlife exhibits	1	0.88	0	0.00	3	2.65
Other	0	0.00	0	0.00	0	0.00

The final question having to do with use asked whether the fairgrounds were used year round. Table 31 indicates simply if the fairgrounds are used year round or not. The majority of the respondents (68, 60.18%) indicated that their fairgrounds were, in fact, used year round.

Table 31: Fairgrounds Used Year Round

<u>Response</u>	<u>n</u>	<u>%</u>
Yes	68	60.18
No	40	35.40
Blank	5	4.42

### Support Systems of Fairgrounds

The next section on the survey dealt with support systems for the fairgrounds.

This section was included in attempt to determine who supports the fairgrounds

financially, individually, and within the community. To establish monetary support question 32 asked who owns the fairgrounds. Data in Table 32 indicates the results regarding who owns the fairgrounds. As the researcher expected the majority of the fairgrounds are owned by the county (90, 79.65%). This was the top response for all groups surveyed.

Table 32: Fairgrounds Owned By

Possible owner	<u>n</u>	<u>%</u>
County	90	79.65
City	5	4.42
State	6	5.31
Private	1	0.88
Corporate	1	0.88
Club/Organization	4	3.54
Other	3	2.65
Blank	3	2.65

Table 33: Primary Financial Support

Support	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
County Funding	94	83.19	98	86.73	88	77.88	3.54	-8.85	-5.31
City Funding	3	2.65	4	3.54	3	2.65	0.89	-0.89	0.00
State Funding	5	4.42	3	2.65	3	2.65	-1.77	0.00	-1.77
Private Money	12	10.62	16	14.16	14	12.39	3.54	-1.77	1.77
Corporate Money	5	4.42	9	7.96	6	5.31	3.54	-2.65	0.89
Grants	6	5.31	13	11.50	14	12.39	6.19	0.89	7.08
Clubs/Organizations	14	12.39	21	18.58	17	15.04	6.19	-3.54	2.65
Facility Rentals	43	38.05	59	52.21	54	47.79	14.16	-4.42	9.74
Fair	33	29.20	40	35.40	37	32.74	6.20	-2.66	3.54
Fairgrounds Sponsored Events	25	22.12	38	33.63	37	32.74	11.51	-0.89	10.62



Once ownership was established, the respondents were asked to identify the source of primary financial support; past, present, and future. The results are summarized in Table 33. Leading the financial support was county funding (94, 83.19% past, 98, 86.73% present,). However, response for future primary financial support indicated that county funding (88, 77.88% future) may no longer be the primary financial supporter of as many fairgrounds. Facility rentals had the second highest response rate (43, 38.05% past, 59, 52.21% present, 54, 47.79% future) for primary financial support, and the County or State Fair (33, 29.20% past, 40, 35.40% present, 37, 32.74% future) was third. None of the sources showed a large increase in their responsibility as a financial contributor. When the four groups of respondents answers were compared with one another, it was found that they all chose community and individual support as the largest two contributors to the increased financial support.

Table 34: Factors Contributing To Changes in Primary Financial Support

<u>Factors</u>	<u>Increased</u>		<u>Decreased</u>	
	n	%	n	%
Community Support	41	36.28	13	11.50
Individual Support	38	33.63	7	6.19
County Mill Levy	18	15.93	34	30.09
City Mill Levy	3	2.65	3	2.65
Money Source	6	5.31	6	5.31
Demands For Tax Dollars	23	20.35	2	1.77
Community Focus	18	15.93	6	5.31
Facility Condition	29	25.66	8	7.08
Other	3	2.65	0	0.00

Once primary financial support was established for past, present, and future, the instrument attempted to determine if there was a change in financial support and why, and whether there was an increase or decrease in another particular area of support.

Table 34 data illustrates that out of all the categories, the county mill levy was the only factor that had decreased (18, 15.93% increased opposed to 34, 30.09% decreased). The categories that received the largest increased response as factors relating to primary financial support were community support (41, 36.28%), individual support (38, 33.63%), facility condition (29, 25.66%), and demand for tax dollars (23, 20.35%).

Three of the respondent groups chose facility condition as their second largest contributor and the demand for tax dollars as the third largest. The County Commissioners switched those two contributors. All groups identified the county mill levy as the most significant change in the decrease category.

Table 35: Other Financial Support

Sources of Support	Individual		Community		Neither	
	n	%	n	%	n	%
Attend Events/Activities	60	53.10	54	47.79	7	6.19
City Taxes	0	0.00	6	5.31	41	36.28
Clubs/organizations	28	24.78	56	49.56	7	6.19
County Taxes	36	31.86	60	53.10	5	4.42
Donations – Cash	52	46.02	39	34.51	9	7.96
Donations – Materials	50	44.25	49	43.36	5	4.42
Donations – Labor	72	63.72	52	46.02	2	1.77
General Fund Money	11	9.73	22	19.47	24	21.24
Facility Rentals/User Fee	75	66.37	57	50.44	3	2.65
Grants	18	15.93	24	21.24	22	19.47
Other Taxes (i.e. Sales Tax)	1	0.88	4	3.54	36	31.86
Special Mill Levy	2	1.77	12	10.62	30	26.55
Sponsorships	31	27.43	31	27.43	13	11.50
State Taxes	2	1.77	5	4.42	36	31.86
Other	0	0.00	2	1.77	15	13.27

Question 34 on the survey instrument asked what additional sources of revenue are used by fairgrounds. For this question, definitions were given for individual and community support as many of the options could be supported by either or both. Table

35 shows the three highest individual financial supporters were facility rentals/user fee (75, 66.37%), donations-labor (72, 63.72%), and attendance of events/activities (60, 53.10%). The top three in the community support were a little different as the top three in that category were; county taxes (60, 53.10%), facility rental/user fee (57, 50.44%), and clubs/organizations (56, 49.56%). City taxes (0, 0% individual, 6, 5.31% community), state taxes (2, 1.77% individual, 5, 4.42% community), and other taxes (i.e. sales tax) (1, 0.88% individual, 4, 3.45% community) had the lowest response rates as financial supporters. The four respondent groups answers were again compared to determine whether they all agreed on where other financial support came from. Three of the groups chose donations in labor, facility rental, and the attendance of activities/events as their top three respectively. County Commissioners switched those three categories around signifying facility rental as their top choice of other financial support followed by attendance of activities/events and donations of labor and cash.

Following the question about other areas of support, it was asked, what areas had potential to increase their support. Table 36 identifies which areas have the most potential as well as those that don't. Again, for individual support facility rentals/user fee (61, 53.98%) had the highest response for support followed by donations in labor (57, 50.44%) and attendance of events/activities (54, 47.79%). For community support potential clubs/organizations (56, 49.56%) ranked the highest followed by facility rentals/user fee (55, 48.67%) and then attendance of events/activities (54, 47.79%). The lowest potential was again in the tax area, city (1, 0.88% individual, 7, 6.19%

community) and state (1, 0.88% individual, 3, 2.65% community). All four groups of respondents agreed on the top areas having potential for more support.

Table 36: Potential Areas to Gain More Support

<u>Sources of Support</u>	<u>Individual</u>		<u>Community</u>		<u>Neither</u>	
	n	%	n	%	n	%
Attend Events/Activities	54	47.79	54	47.79	6	5.31
City Taxes	1	0.88	7	6.19	34	30.09
Clubs/Organizations	28	24.78	56	49.56	5	4.42
County Taxes	22	19.47	41	36.28	13	11.50
Donations – Cash	50	44.25	43	38.05	6	5.31
Donations – Materials	51	45.13	44	38.94	7	6.19
Donations – labor	57	50.44	50	44.25	3	2.65
General Fund Money	8	7.08	23	20.35	22	19.47
Facility Rentals/User Fee	61	53.98	55	48.67	4	3.54
Grants	17	15.04	28	24.78	16	14.16
Other Tax Types (i.e. Sales)	5	4.42	8	7.08	28	24.78
Private Ownership	5	4.42	4	3.54	31	27.43
Rentals	46	40.71	44	38.94	8	7.08
Special Mill Levy	7	6.19	19	16.81	23	20.35
Sponsorship	31	27.43	33	29.20	11	9.73
State Taxes	1	0.88	3	2.65	30	26.55
User Fees	40	35.40	38	33.63	10	8.85
Other	2	1.77	1	0.88	10	8.85

Table 37: County Financial Support

<u>Level of Funding</u>	<u>n</u>	<u>%</u>
Adequate	62	54.87
Over Budgeted	2	1.77
Under Budgeted	39	34.51
Blank	10	8.85

Most fairgrounds started as county operated facilities and most still list the county as their primary financial supporter as shown in Table 33. But is the county's financial support enough? Table 37 summarizes the opinions of the respondents as to whether or not that support is adequate. Over half (62, 54.87%) of the respondents relayed that the

county's support was adequate while 34.51% (39) felt they were under budgeted. This was agreed upon by County Commissioners, County Extension Agents, Fair/grounds Managers, and fair board members.

Whether county support is adequate or not the respondents were asked to comment about the support. Table 38 contains the categories compiled by the researcher to reflect those responses, 24 (21.24%) of the respondents indicated their county supported the fairgrounds. However many of those same respondents indicated, although supportive, the county's funding was limited or gave as much as they could give. The funding comments were the least positive feedback received. The responses are listed in full in Appendix L.

Table 38: Comments about County Support

<u>Categories</u>	<u>n</u>	<u>%</u>
Budget tight, give all they can give	9	7.96
Supportive of the fairgrounds/fair	24	21.24
Limited (taxes)	13	11.50
Never know what fairgrounds will get – nonessential	5	4.42
Need more \$	5	4.42
Not much support	8	7.08
County's financial condition going downhill	6	5.31
No county support	2	1.77
Funds used improperly	2	1.77

Respondents were asked about the average cash donations and sponsorships that the fairgrounds received each year, past, present, and future. The question was to determine the reliance on extra financial support not given by the fairgrounds primary financial supporter. Given the responses to this question, it is difficult to ascertain whether the average donations and/or sponsorships have gone up significantly from past to present although it does imply a slight increase in the monetary amount of donations.

See Table 39. The future had a low response rate with 42 respondents leaving that column blank. Those who did answer this question from the four targeted groups surveyed did share a common consensus that the donations were mostly under five thousand dollars.

Table 39: Donation and/or Sponsorship Average per Year

Monetary Support	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
<1000	26	23.01	24	21.24	17	15.04	-1.77	-6.19	-7.96
1000-2500	12	10.62	10	8.85	6	5.31	-1.77	-3.54	-5.31
2500-5000	15	13.27	17	15.04	15	13.27	1.77	-1.77	0.00
5000-10,000	8	7.08	9	7.96	7	6.19	0.88	-1.77	-0.88
10,000-15,000	3	2.65	8	7.08	5	4.42	4.42	-2.65	1.77
15,000-20,000	1	0.88	3	2.65	2	1.77	1.77	-0.88	0.88
20,000-30,000	5	4.42	2	1.77	2	1.77	-2.65	0.00	-2.65
30,000-40,000	1	0.88	1	0.88	4	3.54	0.00	2.65	2.65
40,000-50,000	1	0.88	4	3.54	1	0.88	2.65	-2.65	0.00
50,000-75,000	3	2.65	1	0.88	2	1.77	-1.77	0.88	-0.88
75,000-100,000	0	0.00	4	3.54	2	1.77	3.54	-1.77	1.77
100,000-500,000	0	0.00	1	0.88	6	5.31	0.88	4.42	5.31
500,000-1,000,000	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
1,000,000<	0	0.00	0	0.00	1	0.88	0.00	0.88	0.88
Blank	38	33.63	29	25.66	42	37.17	-7.96	11.50	3.54

Once monetary support was evaluated, the next category or area of inquiry was worker support. First hand experience growing up, and attending many events held at fairgrounds, has shown the researcher many of the organizations who hold events/activities on the fairground are nonprofit organizations and clubs. Those organizations may not have money to support the fairgrounds, but will give their services to help run fairgrounds associated events/activities. Fairgrounds, being mostly nonprofit facilities, rely heavily on volunteers to help run their events. The researcher wanted to know if the reliance on those volunteers has increased or decreased in the past, present, and future. The results are displayed in Table 40. Reliance on volunteers seems to be

increasing, but eighteen more respondents left the past column blank than did the present. This could contribute to the higher response rate in increased reliance for the present as opposed to the past. The future response rate was almost the same for the increased reliance (72, 63.72% future, 73, 64.60% present). However, there was a lower response rate for that time period, thus not giving the researcher any solid conclusions as to the direction of reliance on volunteers. Another option might have been added, giving the respondents the choice of the “reliance staying the same”.

Table 40: Reliance on Volunteers

Reliance	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
Increased	63	55.75	73	64.60	72	63.72	8.85	-0.88	7.96
Decreased	18	15.93	26	23.01	18	15.93	7.08	-7.08	0.00
Blank	32	28.32	14	12.39	23	20.35	-15.93	7.96	-7.96

Table 41: Volunteer Recruitment

<u>Community Supporters</u>	<u>n</u>	<u>%</u>
Community clubs/organizations	87	76.99
Agricultural clubs/organizations	61	53.98
Youth clubs/organizations	88	77.88
Motor sports clubs/organizations	19	16.81
Environmental clubs/organizations	1	0.88
Other Special Interest group(s)	9	7.96
Grade Schools	5	4.42
Middle Schools	6	5.31
High Schools	15	13.27
College/University	7	6.19
General Community	59	52.21
Retired People	51	45.13
Other	9	7.96

The information in Table 41 indicates where most of the volunteers are recruited from to establish which part(s) of the community are most supportive in the volunteer

area. Youth and community clubs/organizations had the highest response rates (88, 77.88% and 87, 76.99% respectively).

To determine more about how fairgrounds are utilized and where the volunteer support is needed, a question was asked about what areas utilize the volunteers. Table 42 shows all areas increased in volunteer use from past to present and all decreased from present to future. It could be assumed that the decrease is due to the respondents' hesitation to project into the future resulting in a lower response rate. From this information it may be surmised volunteer use was on the rise, however looking at future response limits the researcher's conclusions as to how long this trend will continue.

Table 42: Areas That Use Volunteers

Areas	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
Maintenance	49	43.36	60	53.10	51	45.13	9.73	-7.96	1.77
Grounds keepers	35	30.97	44	38.94	37	32.74	7.96	-6.19	1.77
Gardening/Landscape	36	31.86	44	38.94	37	32.74	7.08	-6.19	0.88
Gates/Entrance	44	38.94	55	48.67	44	38.94	9.73	-9.73	0.00
Security	26	23.01	33	29.20	22	19.47	6.19	-9.73	-3.54
Stalling animals	53	46.90	57	50.44	50	44.25	3.54	-6.19	-2.65
Event set up	69	61.06	81	71.68	69	61.06	10.62	-10.62	0.00
Indoor project check-in	67	59.29	74	65.49	63	55.75	6.19	-9.73	-3.54
Outdoor project check-in	62	54.87	68	60.18	60	53.10	5.31	-7.08	-1.77
Barn cleaners	51	45.13	59	52.21	50	44.25	7.08	-7.96	-0.88
Facility cleaners	41	36.28	49	43.36	42	37.17	7.08	-6.19	0.88
Receptionists	16	14.16	18	15.93	13	11.50	1.77	-4.42	-2.65
Other office help	31	27.43	34	30.09	28	24.78	2.65	-5.31	-2.65
Event planning	41	36.28	48	42.48	43	38.05	6.19	-4.42	1.77
Boards	75	66.37	84	74.34	73	64.60	7.96	-9.73	-1.77
Sponsorship solicitors	30	26.55	35	30.97	32	28.32	4.42	-2.65	1.77
Donation solicitors	26	23.01	30	26.55	26	23.01	3.54	-3.54	0.00
Public Relations	32	28.32	35	30.97	32	28.32	2.65	-2.65	0.00
Other	6	5.31	6	5.31	6	5.31	0.00	0.00	0.00



Since there may be some relation between use and number of personnel employed by the fairgrounds, questions regarding number of full and part-time employees were asked. Table 43 data points out whether there has been an increase or decrease in number of full time people employed at the fairgrounds. To make the results more meaningful, the respondents should have been given the option of never having had any full time employees. There were a few comments indicating no full time employees. The response rate for the present was again the highest however, even though it had 49 non-respondents. Over 50% of the past and future responses were left blank. Still, the responses were higher for an increase as opposed to decrease in full time workers for all three time periods with the future having the greatest difference (32, 28.32% increased opposed to 22, 19.47% decreased).

Table 43: Number of Full Time Workers

<u>Status</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>		<u>Pa-Pr</u>	<u>Pr-Fu</u>	<u>Pa-Fu</u>
	n	%	n	%	N	%	%	%	%
Increased	24	21.24	34	30.09	32	28.32	8.85	-1.77	7.08
Decreased	22	19.47	30	26.55	22	19.47	7.08	-7.08	0.00
Blank	67	59.29	49	43.36	59	52.21	-15.93	8.85	-7.08

The next question asked in which area(s) the full time employees were, are, and might be utilized. Table 44 data indicates that those respondents who had full time employees and replied to this question signified maintenance as the area that most utilized full time employees; past (46, 40.71%), present (46, 40.71%), and future (41, 36.28%). Second was grounds keepers (37, 32.74% past, 41, 36.28% present, 35, 30.97% future).

Table 44: Areas Using Full Time Employees

Areas	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
Maintenance	46	40.71	46	40.71	41	36.28	0.00	-4.42	-4.42
Grounds keepers	37	32.74	41	36.28	35	30.97	3.54	-5.31	-1.77
Gardening/Landscape	6	5.31	8	7.08	8	7.08	1.77	0.00	1.77
Gates/Entrance	2	1.77	3	2.65	6	5.31	0.88	2.65	3.54
Security	10	8.85	15	13.27	14	12.39	4.42	-0.88	3.54
Stalling animals	5	4.42	6	5.31	5	4.42	0.88	-0.88	0.00
Event set up	22	19.47	24	21.24	23	20.35	1.77	-0.88	0.88
Indoor project check-in	6	5.31	8	7.08	5	4.42	1.77	-2.65	-0.88
Outdoor project check-in	4	3.54	6	5.31	4	3.54	1.77	-1.77	0.00
Barn cleaners	14	12.39	14	12.39	14	12.39	0.00	0.00	0.00
Facility cleaners	19	16.81	21	18.58	20	17.70	1.77	-0.88	0.88
Receptionists	20	17.70	21	18.58	20	17.70	0.88	-0.88	0.00
Other office help	21	18.58	25	22.12	23	20.35	3.54	-1.77	1.77
Event planning	12	10.62	14	12.39	14	12.39	1.77	0.00	1.77
Boards	7	6.19	8	7.08	6	5.31	0.88	-1.77	-0.88
Sponsorship solicitors	6	5.31	7	6.19	7	6.19	0.88	0.00	0.88
Donation solicitors	6	5.31	7	6.19	7	6.19	0.88	0.00	0.88
Public Relations	11	9.73	12	10.62	13	11.50	0.88	0.88	1.77
Other	4	3.54	5	4.42	4	3.54	0.88	-0.88	0.00

Tables 45 and 46 specify, respectively, whether the number of part time workers has increase or decreased and in what areas those workers are used. Again the option of no part time workers should have been given. Also it is mildly indicated that there is an increase in the number of part time workers, however no concrete conclusions can be made because of the high non-response rate for the past (60, 53.10%) and the future (51, 45.13%). Maintenance (53, 46.90% past, 66, 58.41% present, 58, 51.33% future) and grounds keepers (47, 41.59% past, 64, 56.64% present, 57, 50.44% future) were again the two categories receiving the highest response rates for number of part time workers past, present, and future (Table 46).

Table 45: Number of Part Time Workers

Status	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
Increased	30	26.55	52	46.02	43	38.05	19.47	-7.96	11.50
Decreased	23	20.35	23	20.35	19	16.81	0.00	-3.54	-3.54
Blank	60	53.10	38	33.63	51	45.13	-19.47	11.50	-7.96

Table 46: Areas Using Part Time Employees

Areas	Past		Present		Future		Pa-Pr	Pr-Fu	Pa-Fu
	n	%	n	%	n	%	%	%	%
Maintenance	53	46.90	66	58.41	58	51.33	11.50	-7.08	4.42%
Grounds keepers	47	41.59	64	56.64	57	50.44	15.04	-6.19	8.85%
Gardening/Landscape	14	12.39	19	16.81	18	15.93	4.42	-0.88	3.54
Gates/Entrance	18	15.93	18	15.93	19	16.81	0.00	0.88	0.88
Security	40	35.40	48	42.48	44	38.94	7.08	-3.54	3.54
Stalling animals	9	7.96	10	8.85	9	7.96	0.88	-0.88	0.00
Event set up	25	22.12	30	26.55	27	23.89	4.42	-2.65	1.77
Indoor project check-in	15	13.27	19	16.81	16	14.16	3.54	-2.65	0.88
Outdoor project check-in	12	10.62	15	13.27	13	11.50	2.65	-1.77	0.88
Barn cleaners	23	20.35	30	26.55	27	23.89	6.19	-2.65	3.54
Facility cleaners	36	31.86	41	36.28	37	32.74	4.42	-3.54	0.88
Receptionists	21	18.58	24	21.24	20	17.70	2.65	-3.54	-0.88
Other office help	32	28.32	40	35.40	34	30.09	7.08	-5.31	1.77
Event planning	11	9.73	15	13.27	13	11.50	3.54	-1.77	1.77
Boards	8	7.08	10	8.85	9	7.96	1.77	-0.88	0.88
Sponsorship solicitors	11	9.73	14	12.39	14	12.39	2.65	0.00	2.65
Donation solicitors	9	7.96	12	10.62	12	10.62	2.65	0.00	2.65
Public Relations	7	6.19	10	8.85	9	7.96	2.65	-0.88	1.77
Other	2	1.77	3	2.65	2	1.77	0.88	-0.88	0.00

Having established who supports the fairgrounds and in what areas, the survey then questioned how the fairgrounds could increase the support given to it by individuals and the community. The respondents were asked to check all areas that applied to their fairgrounds. Information provided in Table 47 indicates those areas and their response rates. The two categories receiving the highest response rates were increasing the

number of activities/events (79, 69.91%) and improving existing facilities (75, 66.37). It is evident that combining the improvement of existing facilities with construction of new facilities (54, 47.79%) is a common point of concern among those who responded. This suggests a need for a study designed specifically about fairgrounds facilities, how often and for what are they used.

Table 47: Ways to Increase Individual and Community Support

<u>Options</u>	<u>n</u>	<u>%</u>
Lower event admission prices	5	4.42
Lower vender fees	1	0.88
Increase number activities/events	79	69.91
Change events/activities	51	45.13
Provide other payment options for event holders (i.e. work off)	7	6.19
Offer long term rent/lease opportunities	16	14.16
Offer short term facility rentals (i.e. private parties)	31	27.43
Provide other services (security, clean-up, etc...)	10	8.85
Relocate	7	6.19
Expand in acreage	15	13.27
Improve existing facilities	75	66.37
Construction of new facilities	54	47.79
Other	6	5.31

Respondents were asked whether or not the fairgrounds makes a profit and was followed by a question that asked which activities held on the fairgrounds make a profit, lose money, or break even. These questions would help answer the concerns about whether fairgrounds could be self-sufficient and what areas of interest are growing and are declining. Table 48 stipulates overwhelmingly (84, 74.34%) that fairgrounds do not make a profit. Table 49 shows which areas make money and which ones don't. Of the twenty-one events/activities listed seven of them (Multi-counties fair, other fairgrounds sponsored events, Non-profit organization fundraisers, Commercial events, Private events, Motor sports activities, and Concerts) had the majority of the responses in the

profit column. Six of the events/activities (Youth organization activities, 4-H activities, FFA activities, Educational events, County Fair, and State Fair) were shown to lose money and eight broke even (Club activities (non-youth), Family activities, Livestock events, Equine events, Other Ag events Athletic events, Religious activities, and The Arts activities).

Table 48: Fairgrounds Profit

<u>Response</u>	<u>n</u>	<u>%</u>
Yes	19	16.81
No	84	74.34
Blank	10	8.85

Table 49: Average Money Handling for Events/Activities

<u>Events/Activities</u>	<u>Profit</u>		<u>Lose \$</u>		<u>Break Even</u>	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Youth organization activities	8	7.08	33	29.20	32	28.32
4-H activities	16	14.16	38	33.63	30	26.55
FFA activities	4	3.54	27	23.89	21	18.58
Club activities (non-youth)	18	15.93	16	14.16	24	21.24
Family Activities	15	13.27	19	16.81	31	27.43
Educational events	1	0.88	22	19.47	19	16.81
County Fair	19	16.81	42	37.17	24	21.24
Multi-counties fair	4	3.54	2	1.77	3	2.65
State Fair	2	1.77	3	2.65	2	1.77
Livestock events	12	10.62	19	16.81	21	18.58
Equine events	20	17.70	15	13.27	26	23.01
Other Ag events	9	7.96	9	7.96	14	12.39
Other fairground's sponsored events	23	20.35	8	7.08	15	13.27
Non-profit organization fundraisers	27	23.89	7	6.19	14	12.39
Commercial events	38	33.63	2	1.77	11	9.73
Athletic events	9	7.96	4	3.54	13	11.50
Private events	28	24.78	4	3.54	12	10.62
Motor sports activities	29	25.66	3	2.65	7	6.19
Religious activities	3	2.65	5	4.42	20	17.70
The Arts activities	2	1.77	5	4.42	11	9.73
Concerts	20	17.70	12	10.62	8	7.08
Other	1	0.88	3	2.65	1	0.88

To determine the economic importance of the county/state fair, it was asked whether or not the fairgrounds charged an entrance fee to come to the state or county fair. Table 50 data reveals most (67, 59.29%) counties do not charge an entrance fee into their fairs. Table 51 then confirms what the entrance fee was in the past, what it is now, and what it may be in the future for those fairgrounds who charge an entrance fee. Of those counties who do charge an entrance fee, the majority of respondents indicated a charge less than five dollars. There is an indication however, that some of the fairs are increasing their fees to between five and nine dollars and a few even to between ten and fourteen. Although the response rate for those two choices remains lower than the less than five dollars option, the response rate is increasing in the present and future.

Table 50: State or County Fair Entrance Fee

<u>Response</u>	<u>n</u>	<u>%</u>
Yes	37	32.74
No	67	59.29
Blank	9	7.96

Table 51: Average Daily Entrance Fee

<u>Fee</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>		<u>Pa-Pr</u>	<u>Pr-Fu</u>	<u>Pa-Fu</u>
\$	n	%	n	%	n	%	%	%	%
>5	27	23.89	21	18.58	16	14.16	-5.31	-4.42	-9.73
5-9	5	4.42	15	13.27	12	10.62	8.85	6.20	6.2
10-14	1	0.88	1	0.88	5	4.42	0.00	3.54	3.54
15-19	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
20-24	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
25-29	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
30-39	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
40-50	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
50<	0	0.00	0	0.00	0	0.00	0.00	0.00	0.00
Blank	78	69.03	76	67.26	80	70.80	-1.77	3.54	1.77

General Information

The final questions in the support section asked about the future of fairgrounds. Respondents were asked whether the outlook is positive or negative. The next question asked the respondents to expand on the reasons for their opinion. The final question inquired about what sort of changes the respondents predicted in the near future for their fairgrounds. With one of the highest response rates in the survey instrument, Table 52 data shows ninety-two (81.42%) respondents believe there is a positive future for fairgrounds, while only fifteen (13.27%) hold a negative view.

Table 52: Outlook for Fairgrounds

<u>Outlook</u>	<u>n</u>	<u>%</u>
Positive	92	81.42
Negative	15	13.27
Blank	6	5.31

Table 53 includes a listing of categories the researcher chose as examples of what was written about the outlook of fairgrounds. In general, Table 53 data suggests that the communities in which the survey respondents reside were very supportive of the fair/grounds (46, 40.71%) and there are continued efforts to make improvements to those grounds (27, 23.89%). The improvements are leading to an increase in both the diversity of the events held on the grounds (24, 21.24%) and the people who attend them (20, 17.70%). There were few negative responses to this question however; they seemed to be linked to population decreases. This leads to a decrease in community support. The areas with smaller populations had a more difficult time receiving funding sources so the

improvements to the facilities were limited. The comments in their entirety can be seen in Appendix M.

Table 53: Why Outlook Positive or Negative

<u>Categories</u>	<u>n</u>	<u>%</u>
Community supportive	46	40.71%
Continued improvements	27	23.89%
Increased rental and events	24	21.24%
Increased attendance, diversity of groups	20	17.70%
Supportive fairboard	16	14.16%
Positive 4-H program	13	11.50%
Nice facility	11	9.73%
Use other resources, not just county funding	11	9.73%
Great location	9	7.96%
Supportive volunteers	9	7.96%
Increased youth activities	8	7.08%
Supportive, positive employees	8	7.08%
Fair tradition	5	4.42%
County support	5	4.42%
Affordable	4	3.54%
Family oriented	3	2.65%
Population small or decreasing	7	6.19%
Community support decreasing	6	5.31%
Facilities not great	6	5.31%
Fair board conflict, not supportive	5	4.42%
Poor fairgrounds organization	5	4.42%
More competition for funding	4	3.54%

Table 54: Fairgrounds Changes In the Near Future

<u>Changes</u>	<u>n</u>	<u>%</u>
New primary financial supporter	6	5.31
New location	3	2.65
Become obsolete	9	7.96
Cease to exist	5	4.42
Change with the times	78	69.03
Expand to house other entities	30	26.55
Other	7	6.19



The information in Table 54 shows an overwhelming response rate of 69.03% (78) that the respondents saw fairgrounds changing with the times. Expanding to house other entities had the second highest response rate (30, 26.55%). Their two responses suggest there is a positive future for fairgrounds.

### Demographics

The final section of the survey included was general demographics to find out who filled out the survey. Table 55 indicates the percentage of males versus females who responded to the survey, with a slight majority being male (64, 56.64%). The age of individual respondents was asked and those ages ranged from 25 – 76 years of age, a split of just over fifty years. The next two questions asked what state and county the respondent lived in. These questions were asked to determine which counties and states responded to the survey. Table 1 in the methodology section illustrates the response rate from each state and county.

Table 55: Female vs. Male Response Rate

<u>Gender</u>	<u>n</u>	<u>%</u>
Female	46	40.71
Male	64	56.64
Blank	3	2.65

Respondents were asked to indicate how many years they had been affiliated with their fairgrounds, other than as just a spectator. As shown in Table 56, twenty-four (21.24%) of the respondents had been affiliated for 1-5 years, twenty-one (18.58%) had been with the fairgrounds for 6-10 years. Seventeen (15.04%) respondents had been associated with the Fairgrounds for 21-25 years. The next question determined who

filled out the survey. Table 57 shows County Extension Agents led the response rate with 32.74% (37) of the responses. Fair/grounds Managers were second with 27.43% (31) of the responses. County Agents may have had the highest response rate because in some counties they have the responsibility for conducting the county fair if there is no Fair Manager. More counties have at least one County Extension Agent, than have Fair/grounds Managers. The last succinct question related to the county population and who made, makes, and will make it up. This question was used to determine the future of the fairgrounds and may be somewhat dependent on what events/activities are changing at the fairgrounds. Table 58 points out Farmers/Ranchers/Ag. Business people were, are, and will continue to be the leading population in the counties that responded, although this group is decreasing. All of the other groups of people increased from the past to the present and may continue to increase in the future. The increase could not be seen as well in the future since the response rate was lower for that time period.

Table 56: Respondents Years of Affiliation with Fairgrounds

<u>Years</u>	<u>n</u>	<u>%</u>
1-5	24	21.24
6-10	21	18.58
11-15	13	11.50
16-20	13	11.50
21-25	17	15.04
26-30	7	6.19
31-35	7	6.19
36-40	4	3.54
41-45	0	0.00
46-50	1	0.88
51-55	0	0.00
56-60	1	0.88

Table 57: Fairgrounds Respondents

<u>Respondents</u>	<u>n</u>	<u>%</u>
County Commissioner	20	17.70
Fair/Fairgrounds/Manager	31	27.43
County Extension Agent	37	32.74
Fair Board Member	19	16.81
State Extension Specialist	0	0.00
Past-Fair Board Member	5	4.42
Other	15	13.27

Table 58: County Population

<u>Population Type</u>	<u>Past</u>		<u>Present</u>		<u>Future</u>		<u>Pa-Pr</u>	<u>Pr-Fu</u>	<u>Pa-Fu</u>
	n	%	n	%	n	%	%	%	%
Farmers/Ranchers/ Ag. Business	89	78.76	83	73.45	62	54.87	-5.31	-18.58	-23.89
College Students	3	2.65	8	7.08	7	6.19	4.42	-0.88	3.54
Retired People	15	13.27	41	36.28	40	35.40	23.01	-0.88	22.12
Service Workers	10	8.85	27	23.89	30	26.55	15.04	2.65	17.70
Industry Workers	9	7.96	21	18.58	14	12.39	10.62	-6.19	4.42
Professionals	7	6.19	18	15.93	17	15.04	9.73	-0.88	8.85
Other	2	1.77	10	8.85	8	7.08	7.08	-1.77	5.31

Table 59: Comments about Fairgrounds

<u>Categories</u>	<u>n</u>	<u>%</u>
Improving fairgrounds	15	13.27
Expanding use	12	10.62
Need more money	7	6.19
Community supportive	5	4.42
Decrease in rural population	4	3.54
Harder to get a carnival	2	1.77
Possible relocation	2	1.77
May become self sufficient	2	1.77
Planning for the future	2	1.77

The final question asked for any other input that the respondents wanted to share about their fairgrounds. Table 59 designates some categories of those responses and the comments in their entirety can all be seen in Appendix N. Note that two of the top

answers dealt with the constant on-going improvements (15, 13.27%) at many fairgrounds and the expansion of use (12, 10.62%) by the community. The outlook seems positive when looking at the numbers provided by the tables.

## CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

The purpose of this study was to determine the utilization of fairgrounds, past, present, and future in five western states (Idaho, Montana, North Dakota, South Dakota, and Wyoming). Better stated as a question, what was, is, and will be the importance of fairgrounds? The dependent variable in this study was the existence of the fairgrounds. The independent variables were the options of use for the fairgrounds, the mission statements of the fairgrounds, and the support system(s) of fairgrounds (financial or other).

The objectives of this study were to determine and compare the past, present, and future:

1. Purpose of fairgrounds as described by their goals and mission statement.
2. Use of fairgrounds by determining the types of activities and events held in the past and those projected for the future. Use will determine need for fairgrounds.
3. Support system(s) of fairgrounds.

### Conclusions

The following conclusions are based on the analysis and summarization of the data presented within this study.

1. Not very many fairgrounds had a written purpose, set of goals, or mission statement when they were established so it is not completely clear exactly why fairgrounds came to be. Those who did have a written purpose had a

theme of 4-H, family, youth, education, community, and agriculture which supports the history of fairs.

2. The mission statements currently in place contained much of the same content as those from the past along with themes of change and grounds improvement. Those statements were fairly open ended leaving room for change within the fairgrounds and communities, which concurs with the findings about the never ending change occurring in both.
3. The largest percentage of respondents indicated that their fairgrounds was ten acres or less while the second largest response was given to <40acres. The respondents described size affecting usability in a positive way, for the most part, signifying that their grounds could host a variety of events. Those who were less positive about the size specified that the lack of space limited the events held.
4. From this survey, it was learned that approximately half of the fairgrounds identified are inside city limits and half outside. However, the respondents indicated by majority (over 60% past, present, future) that the location had a positive affect on the fairgrounds. Those who responded specified a positive outlook as having to do with the central location or easy access to the grounds.
5. Although not by an overwhelming response, the survey identified a huge increase in demand for, or actual increases in number of events. This theme and increase was seen throughout the survey responses. The

common links to a positive outlook for fairgrounds, in general, related to increased community support and need for the fairgrounds and the never-ending improvement of the facilities and grounds. The support is shown by the increase in numbers attending not only the state or county fair, but also other events on the fairgrounds. Another indication is that fairgrounds are currently being used year round instead of just for the county or state fair, as they were in the past.

6. It was determined that only 45.13% of the respondents identified that their fairgrounds was being used as part of a disaster plan, while 84.96% of the respondents indicated that their grounds could be used as part of a plan.
7. The county is still in control of most fairgrounds, but as the primary financial supporter, the county is losing ground. Still many respondents believe support to be adequate. Grants, facility rental, and events are increasing as financial contributors. The reasons designated by the respondents were increased community and individual support and improvement of facilities. Even though the monies seem to be increasing in many areas, fairgrounds are still losing money or breaking even.
8. Although it is difficult to determine whether there is a significant increase in numbers of full-time or part-time workers, there was a strong indication that relying on volunteers to perform a variety of tasks has increased. These volunteers are recruited mostly from clubs; youth, community, and

agricultural. These volunteers are used in all areas of fairgrounds operation. Some fairgrounds are run solely by volunteers.

9. The outlook for fairgrounds is positive due to community support, an obvious commitment to continued facility improvements, and increased fairgrounds rental and event numbers. All of these positive contributors are reflective of the fairgrounds openness to changing with the times.

### Implications

The following implications have been generated from this study.

1. The lack of certainty about the purpose of fairgrounds establishment may be due to incomplete resource material because many fairgrounds were established so long ago.
2. Due to the increase in funding from a variety of sources, many fairgrounds are coming closer to breaking even. Unfortunately there are still many falling very short of that mark and if expected to become self-sufficient may have trouble continuing their goals of fairgrounds improvement which in turn, impacts the community support and abilities to offer a variety of events/activities.



### Recommendations

The following recommendations were based upon the findings of this study. They are intended to improve operations on fairgrounds within the five state region surveyed.

1. Over half of the respondents indicated their fairgrounds does not charge an entrance fee to the state or county fair and could possibly benefit from doing so. As budgets get tighter, due to less county funding support, and more demands being placed on them from a changing population, the fairgrounds should consider charging a small entrance fee for their fair to help cover costs.
2. After analyzing the data about the future of fairgrounds, a mission statement should be provided that is more up to date with the changes that are occurring in each county. A statement should be provided, that is more open to afford opportunity for the growth and diversity, yet pointed enough to relate to a specific county or community.
3. Due to the high response to the question regarding whether it would be feasible for the respondent's fairgrounds to be used as part of a disaster plan, it is recommended that all fairgrounds within the five state region take time to analyze that feasibility. If, in fact, it is practical for their particular fairgrounds to implement a disaster plan, in what areas could it be used and how could the community help to implement the plan.

4. A list of fairs and organizational structures should be put together so that the flow of information between all fairgrounds can be enhanced.

#### Recommendations for Further Study

Upon completion of the survey instrument, as well as upon final analysis of the data gathered from the instrument, many questions remain unanswered. Following are recommendations for further study and research. Most of the suggestions could be researched for each fairgrounds, all the fairgrounds within a state, or even by region as was done for this study. Also, research could be done involving either the same population as used for this study or studies could be done using the community surrounding the fairgrounds, the volunteers, the vendors or contestants at the fairs, or the fairgrounds workers.

1. The establishment of fairgrounds raised many questions ranging from; why particular fairgrounds were established and were there specific reasons for the time individual or groups of fairgrounds were established. Studies could be done on each fairgrounds to find these answers or fairgrounds could be grouped by state or region (such as the five state region chosen for this study).
2. Further studies could be performed to determine the most effective mission statement and/or set of goals for one or all fairgrounds. The study may indicate that the statement should be very open-ended or ever-changing.

3. More research could be done on location and size of fairgrounds to determine whether there is a difference in community support due to size or location and if there are differences between small vs. large populations in determining where fairgrounds are located (in city limits or outside). Those studies may help determine why or why not a particular fairgrounds is succeeding or failing.
4. A study delving into the structures and facilities on fairgrounds may help determine what areas are lacking and how the grounds could best be utilized to cater to the diversity within the communities. This study could also include research on what activities are held on the fairgrounds and which ones are most popular. This could help fairgrounds determine what new structures are needed or which ones need some updating or improvement to better suit the public. The great response regarding fairgrounds continued improvement suggests there is a need for this information to determine where the improvements need to be made.
5. Since the majority of respondents indicated their fairgrounds could be used as part of a disaster plan a study could be done to determine what areas could best be served by use of the fairgrounds in a disaster plan. Included in this study could be some research as to what other government activities fairgrounds could be involved in.
6. Another research topic, not only for states but for specific counties, could be to determine not only attendance to the fair or fairgrounds, but what are

the people coming to see? Which events are more popular? Who is coming to the fairgrounds? How long are people staying on the fairgrounds for one or many events/activities? Do they only come once to an event or multiple times? If the same type of event is held every year, once a month, etc. How often would people attend?

7. A more in-depth study into the financial support of fairgrounds would provide more insight into the future direction of fairgrounds. Is it feasible to think that fairgrounds could become self-sufficient? Although most fairgrounds are still county operated, does the county really supply the primary financial support or are other entities contributing more? Is that changing? There has been talk among a few involved with fairs in Montana that some grounds may become privately, corporately, or city run and owned.
8. A focused study on volunteers and their involvement on the fairgrounds may serve to renew volunteer resources and could help determine what volunteers are looking for when they sign up to help. This study would benefit all involved by helping to give a better appreciation to all who volunteer by finding out who they are, why they are there, what they are best suited to do, and how much time they can give. This may help to conserve volunteers by not overusing the same people as so often happens. The study may also help determine what kind of education the volunteers need to be successful workers at the fairgrounds. Additional information

could be obtained on what type(s) of work is needed to be done by volunteers. Are those areas being filled or do some areas have overflow of volunteers.

9. To better utilize financial resources, a study could be created to discover what positions on the fairgrounds, if any, have full-time or part time employees. What do those positions require of the employee and would those positions be better served by a community volunteer group. If only using volunteers now, would it be beneficial to the fairgrounds to hire one or more full or part-time employees to better utilize the facility?
10. A concise research study could be put together to gather more in-depth information about the outlook for fairgrounds in the near or distant future. This study could answer questions regarding how a positive outlook can be obtained and kept.
11. A study of those affiliated with fairgrounds may help to determine why or why not a particular fairgrounds is flourishing or in its demise. Who are those involved and why are they involved? Could there be some outreach and education to help obtain a more diverse group of those representing the fairgrounds? Who is managing the grounds? Who is making the decisions involving fairgrounds?
12. In the community(ies) that contain fairgrounds a simple study designed might determine how to better target an audience for more support to the fairgrounds.

13. There might also be some interest in discovering why fairgrounds are or are not used year round. Included in that study could be some research as to when the busiest times are for individual fairgrounds or statewide fairgrounds. What are the factors contributing to the timeline of use?
14. Another topic that may be of some interest is looking into particular county, state, or regional laws regarding fairgrounds and their operations. Do these laws contribute to the success or failure of particular fairgrounds and do they need to be revised?
15. The data received from this survey could also be used to compare counties within each state and also to compare the five states surveyed.

### Summary

The outlook for fairgrounds seems to be positive, as long as fairgrounds can keep the support of their communities. The whole utilization of fairgrounds depends on part and sometimes all of the community for support. The community affords the fairgrounds the success or failure of its mission. Those who use the fairgrounds direct the need for fairgrounds and what they use the fairgrounds for, provides what direction the fairgrounds should go in. If fairgrounds don't have the appropriate mission or decide to go in a different direction than that which the community supports, there will be a decrease in utilization of fairgrounds followed by a decrease in need for fairgrounds.

This study is just the tip of the "pitchfork" as far as research into what is and isn't working for fairgrounds. Each fairgrounds may have a separate mission built around

their community. But it should be clear from this study that many fairgrounds are still very underutilized and those fairgrounds should research further how they could be utilized more effectively and efficiently. One area that deserves much consideration is the use of fairgrounds in county or other disaster plans.

It is the hope of the researcher that this study opened some eyes about the utilization and potential utilization of fairgrounds and the importance of them.

Fairgrounds still continue to be a place where those with similar interests can gather and learn.

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APPENDICES

APPENDIX A

UTILIZATION OF FAIRGROUNDS THESIS EXPLANATION LETTER FOR RMAF  
(ROCKY MOUNTAIN ASSOCIATION OF FAIRS) 2002



Division of Agricultural  
Education/AOT  
Entomology Department  
College of Agriculture  
Andi Shockley  
Room 109 Cheever Hall  
Bozeman, MT 59717  
406 - 994 - 2132

November 13, 2002

Hi There!

My name is Andi Shockley. I am an Agriculture Education graduate student at Montana State University, in Bozeman. One of my requirements for this program of study is to complete a professional thesis. My thesis purpose is to determine the importance of fairgrounds. To determine the importance I will use three objectives:

- 1.) To determine the past, present, and future purpose of fairgrounds.
- 2.) To determine the past, present, and future use of fairgrounds. Use will determine need for fairgrounds.
- 3.) To determine the past, present, and future support system(s) of fairgrounds.

In order to fulfill my objectives I have set up three main categories of questioning for my survey instrument: Use (events, educational programs, etc...), Support (financial or other), and fairgrounds' objectives (past, present, future). Do you feel that these are appropriate areas of focus? Do you have any suggestions for other areas? Any information you could give me regarding any and all parts of my thesis would help me tremendously! I truly appreciate your input and thank you very much for taking the time to read this even if you don't feel that you have anything to input at this time. I will be around during the entire convention and would love to hear from you at any time. Otherwise you may contact me at (406) 522-7431 or email me at [aeshocks@aol.com](mailto:aeshocks@aol.com). One other question, would you be willing to give me your email address so that I may send you the survey electronically? If so please email your address to me or hand deliver it at the convention. Hope to meet you soon, I am excited to discuss my thesis with anyone who wants to listen and share ideas with me.

Sincerely,  
Andi Shockley

APPENDIX B

COVER LETTER ACCOMPANYING SURVEY

April 5, 2004

Dear County Commissioners, Fair Board, Fair/grounds Managers, and County Extension Agents:

I am writing to ask for your help with a study I am conducting for my masters thesis in Agricultural Education. The purpose of this study is to determine the utilization of fairgrounds and the direction(s) fairgrounds are moving. This study is an effort to determine who uses fairgrounds and what role fairgrounds play in the community.

You were chosen because of your affiliation with the fairgrounds. Only people associated with fairgrounds were chosen to take part in the study so that the most useful information may be gathered. You know the ins and outs of what happens at the fairgrounds and that is very important to the success of this study and the future of fairgrounds. Your contribution is very important to establish a record of fairgrounds in the five chosen states at this point in time and is genuinely appreciated.

The results from this survey will help establish a benchmark about what is happening to fairgrounds. The survival of the fairgrounds depends on the support of the community and your input will help determine where and whether that support exists. The findings will be made available to any and all fairgrounds in the five state region defined. It is my hope that these results will be presented at the Rocky Mountain Association of Fairs Convention in 2004 to help show the strength of fairgrounds and their importance in society. I will have copies of my findings available at that time as well or I can email them to any interested party.

Your responses will be completely confidential and only used in summary or as example statements never to be placed with your name. Each survey will have a number that corresponds to a particular state and county, strictly for tracking and follow up purposes. Your answers will in no way be traced back to you as the mailing address is separated from the contents before any surveys are examined. This survey is completely voluntary, but I do hope you will share your knowledge as I know it will be very beneficial to the findings. The survey should take you approximately 30 minutes. I realize that this is a significant amount of time to take for a survey, but it is important that the survey be filled out in entirety in order to properly reflect the status of your fairgrounds. Should you choose not to respond to the survey please let me know by returning the blank questionnaire. Please look at the set of instructions on the back of this page for further information about how and when to send the surveys back and about distributing them.

If you have any questions or have misplaced your survey please contact me by email ([aeshocks@aol.com](mailto:aeshocks@aol.com)) or write to me using the address on the letterhead.

Thank you so very much for helping me with my thesis; it is truly an important study.

Sincerely,

Andrea E. Shockley  
Graduate Student at Montana State University  
Agricultural Education

Van Shelhamer  
Professor  
Agricultural Education

APPENDIX C

UTILIZATION OF FAIRGROUNDS SURVEY

Survey Of:  
The Utilization of Fairgrounds,  
Past, Present, and Future  
In Five Western States  
(Idaho, Montana, North Dakota, South Dakota, & Wyoming)

In an effort to ensure responses are based on a common set of terms, please utilize the following definitions when responding to specific questions.

Definitions:

Past = 1980-1995 (except for question # 1)

Present = 1996-2003

Future = 2004 – 2015

Financial Support = Monetary support given to the Fairgrounds for operation, maintenance and improvements.

Community Support = Support given to the fairgrounds by its community its businesses and other organizations/clubs either by attending and or helping with events held on the fairgrounds, giving monetary or product donations, renting Fairgrounds facilities for their events and helping to promote Fairgrounds events.

Individual Support = Same as community support only on an individual basis.

Activities= Anything that happens at the fairgrounds, including but not limited to, Fairgrounds sponsored events, meetings, parties, educational proceedings, etc...

Please fill in the appropriate circle(s), completely, for each of the following questions.

Example

Gender            F            M  
                         ●            ○



Mission of Fairgrounds

- 1) In what year was your fairgrounds established? \_\_\_\_\_
- 2) To your knowledge did the founders of your fairgrounds have a mission statement or written purpose when they established the Fairgrounds?
- Yes
- No
- Don't Know
- 3) If yes, what was that statement or purpose?
- 4) Does your fairgrounds currently have a mission statement and/or goals?
- Yes
- No
- Don't Know
- 5) If yes, what is that mission statement and/or goals?
- 6) Does the fairgrounds administration adhere to the mission statement and/or goals?
- Yes
- No
- Don't Know
- 7) If not; what is the primary reason? (select only one)
- Statement/Purpose outdated
- Not feasible due to lack of financial support
- Not feasible due to lack of community support
- Not feasible due to lack of individual support
- Not appropriate for the county
- Insufficient staffing
- Inadequate facilities
- Other \_\_\_\_\_

8) What would help your fairgrounds better meet the mission statement and/or established goals? (check all that apply)

- New mission and/or goals
- New Facilities
- Different layout
- More staff
- More financial support
- More community support
- More individual support
- Different events/activities
- Other \_\_\_\_\_

9) Is your fairgrounds administration discussing changing the current mission statement or established purpose?

- Yes
- No
- Don't Know

10) If yes, what will be changed?

Need for Fairgrounds

11) What is the size of your fairgrounds?

	<u>Past</u>	<u>Present</u>	<u>Future</u>
	80-95	96-03	04-15
<10 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 - 20 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21 – 30 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31 – 40 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41 – 50 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
51 – 60 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
61 – 70 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
71 – 80 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
81 – 90 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
91 -100 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
> 100 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12) Does the size of the fairgrounds affect its usability in a positive or negative way?

- Positive
- Negative
- Both

13) In what way(s) does size affect usability?

14) Are your fairgrounds located within the city limits?

- |     | <u>Past</u>           | <u>Present</u>        | <u>Future</u>         |
|-----|-----------------------|-----------------------|-----------------------|
| Yes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| No  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15) Does the location of the fairgrounds affect its usability in a positive or negative way?

- |          | <u>Past</u>           | <u>Present</u>        | <u>Future</u>         |
|----------|-----------------------|-----------------------|-----------------------|
| Positive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Negative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Both     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16) In what way(s) does location affect usability?

17) What structure(s) were, are, and might be present on your fairgrounds?

	<u>Past</u>	<u>Present</u>	<u>Future</u>
	80-95	96-03	04-15
Camping facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corrals/Pens (outside)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered grandstand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered pavilion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dirt floor event center/arena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exhibit building(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard floor event center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Law & Justice facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livestock barn(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livestock sale building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<u>Past</u>	<u>Present</u>	<u>Future</u>
	80-95	96-03	04-15
Motor sports area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor arena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park/playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing art center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permanent indoor displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permanent outdoor displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Race track	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Refrigerated ice floor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skateboard Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage building(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wash rack(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18) Does the physical layout of the fairgrounds limit its use?

Yes

No

19) How many activities on average were held on your fairgrounds each year?

	<u>Past</u>	<u>Present</u>
	80-95	96-03
1	<input type="radio"/>	<input type="radio"/>
<5	<input type="radio"/>	<input type="radio"/>
5-10	<input type="radio"/>	<input type="radio"/>
11-20	<input type="radio"/>	<input type="radio"/>
21-50	<input type="radio"/>	<input type="radio"/>
51-100	<input type="radio"/>	<input type="radio"/>
101-200	<input type="radio"/>	<input type="radio"/>
201-300	<input type="radio"/>	<input type="radio"/>
>300	<input type="radio"/>	<input type="radio"/>



	<u>Past</u>	<u>Present</u>	<u>Future</u>	↑	↓	<u>No Change</u>
	80-95	96-03	04-15			
State Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livestock events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equine events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Ag events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairground sponsored events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-profit organization fundraisers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motor sports activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Arts activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24) Does your county use the fairgrounds for any of the following government activities?

- Temporary housing for prisoners
- County offices
- Disaster center
- Drivers license testing
- Government vehicle storage
- Other government storage
- Fire Department
- Search and Rescue
- Polling
- Military Operations
- Other \_\_\_\_\_

25) If your county has a disaster plan, does it involve the fairgrounds?

- Yes
- No
- Don't know

26) Would it be feasible to use your fairgrounds by the city, county, state, or national government as part of a disaster plan: housing, storage animal shelter, or meeting place?

- Yes
- No
- Don't know

27) On average, how many people attend(ed) your county or state **Fair** (per year)?

	Past	Present
	80-95	96-03
<5000	<input type="radio"/>	<input type="radio"/>
5000 – 10,000	<input type="radio"/>	<input type="radio"/>
10,000 – 15,000	<input type="radio"/>	<input type="radio"/>
15,000 – 20,000	<input type="radio"/>	<input type="radio"/>
20,000 – 25,000	<input type="radio"/>	<input type="radio"/>
25,000 – 30,000	<input type="radio"/>	<input type="radio"/>
30,000 – 35,000	<input type="radio"/>	<input type="radio"/>
35,000 – 40,000	<input type="radio"/>	<input type="radio"/>
40,000 – 45,000	<input type="radio"/>	<input type="radio"/>
45,000 – 50,000	<input type="radio"/>	<input type="radio"/>
50,000 – 60,000	<input type="radio"/>	<input type="radio"/>
60,000 – 75,000	<input type="radio"/>	<input type="radio"/>
75,000 – 100,000	<input type="radio"/>	<input type="radio"/>
100,000 – 150,000	<input type="radio"/>	<input type="radio"/>
150,000 – 200,000	<input type="radio"/>	<input type="radio"/>
200,000 – 300,000	<input type="radio"/>	<input type="radio"/>
>300,000	<input type="radio"/>	<input type="radio"/>

28) On average, how many people attend(ed) activities on your **Fairgrounds** (per year)?

	Past	Present
	80-95	96-03
<5000	<input type="radio"/>	<input type="radio"/>
5000 – 10,000	<input type="radio"/>	<input type="radio"/>
10,000 – 15,000	<input type="radio"/>	<input type="radio"/>

	Past	Present
	80-95	96-03
15,000 – 20,000	<input type="radio"/>	<input type="radio"/>
20,000 – 25,000	<input type="radio"/>	<input type="radio"/>
25,000 – 30,000	<input type="radio"/>	<input type="radio"/>
30,000 – 35,000	<input type="radio"/>	<input type="radio"/>
35,000 – 40,000	<input type="radio"/>	<input type="radio"/>
40,000 – 45,000	<input type="radio"/>	<input type="radio"/>
45,000 – 50,000	<input type="radio"/>	<input type="radio"/>
50,000 – 60,000	<input type="radio"/>	<input type="radio"/>
60,000 – 75,000	<input type="radio"/>	<input type="radio"/>
75,000 – 100,000	<input type="radio"/>	<input type="radio"/>
100,000 – 150,000	<input type="radio"/>	<input type="radio"/>
150,000 – 200,000	<input type="radio"/>	<input type="radio"/>
200,000 – 300,000	<input type="radio"/>	<input type="radio"/>
>300,000	<input type="radio"/>	<input type="radio"/>

29) What events and activities did or do take place during your **Fair**? Which events or activities are gaining (+) and which are declining (-) in popularity or numbers?

	Past	Present	+	-	No Change
	80-95	96-03			
4-H indoor exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4-H livestock sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4-H livestock shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beer gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carnival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child care center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club or organization displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial exhibits indoor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial exhibits outdoor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cook-offs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crop shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draft horse events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme sport shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FFA indoor exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Past	Present	+	-	No Change
	80-95	96-03			
FFA livestock sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FFA livestock shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Harness Racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helicopter rides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horse racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hot air balloon rides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karaoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Light horse events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livestock judging contests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Military exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motor sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Class Arts & Crafts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Class Foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Class Livestock shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Class Livestock sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Class Needlework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Class Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Petting Zoos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rodeo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sand sculpting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sky divers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stage shows – Free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talent shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tractor shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild west shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30) Is your Fairgrounds used year round?

Yes

No

Support Systems of Fairgrounds

31) Who owns the Fairgrounds?

- County
- City
- State
- Private
- Corporate
- Club/Organization
- Other \_\_\_\_\_

32) Where does the primary financial support come from for your fairgrounds?

	Past	Present	Future
	80-95	96-03	04-15
County Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corporate Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubs/organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Rentals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairgrounds Sponsored Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33) If the primary financial support has changed or may change in the near future, which of these do you think contributed to that change?

	Increased	Decreased
Community Support	<input type="radio"/>	<input type="radio"/>
Individual Support	<input type="radio"/>	<input type="radio"/>
County Mill Levy	<input type="radio"/>	<input type="radio"/>
City Mill Levy	<input type="radio"/>	<input type="radio"/>
Money Source	<input type="radio"/>	<input type="radio"/>
Demand For Tax Dollars	<input type="radio"/>	<input type="radio"/>
Community Focus	<input type="radio"/>	<input type="radio"/>
Facility Condition	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>

34) How else is your fairgrounds financially supported? Please look to definitions on the first page to help determine each. Support may be given by one, both or neither.

	Individual	Community	Neither
Attend Events/Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubs/organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
County Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations- Cash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations - Materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations - Labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General Fund Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Rentals/User Fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Taxes (i.e. Sales Tax)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Mill Levy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35) Which of those areas offer more potential for support? Some areas may be both, just individual or community, or neither.

	Individual	Community	Neither
Attend Events/Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubs/organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
County Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations- Cash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations - Materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations - Labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General Fund Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Rentals/User Fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Tax Types (ie.sales)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private ownership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rentals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Mill Levy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Individual	Community	Neither
Sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User Fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36) If the county is a primary or secondary financial supporter, do you think that support is?

- Adequate
- Over Budgeted
- Under Budgeted

37) Comments about the county's support:

38) Cash donations and/or sponsorship on average (per year):

\$	Past	Present	Future
> 1000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1000 – 2500	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2500 – 5000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5000 – 10,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10,000 – 15,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15,000 – 20,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20,000 – 30,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30,000 – 40,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40,000 – 50,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50,000 – 75,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
75,000 – 100,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
100,000 – 500,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
500,000 – 1,000,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1,000,000 <	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39) Reliance on volunteers has:

	Increased	Decreased
Past	<input type="radio"/>	<input type="radio"/>
Present	<input type="radio"/>	<input type="radio"/>
Future	<input type="radio"/>	<input type="radio"/>

40) Where do most of your volunteers come from? (check all that apply)

- Community clubs/organizations
- Agricultural clubs/organizations
- Youth clubs/organizations
- Motor sports clubs/organizations
- Environmental clubs/organizations
- Other Special Interest group(s)\_\_\_\_\_
- Grade Schools
- Middle Schools
- High Schools
- College/ University
- General community
- Retired People
- Other \_\_\_\_\_

41) Areas that use volunteers:

	Past	Present	Future
Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grounds keepers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening/Landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gates/Entrance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stalling animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor project check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor project check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barn cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receptionists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other office help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorship solicitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donation solicitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42) Number of paid full time workers has:

	Increased	Decreased
Past	<input type="radio"/>	<input type="radio"/>
Present	<input type="radio"/>	<input type="radio"/>
Future	<input type="radio"/>	<input type="radio"/>

43) Areas that use full time paid workers:

	Past	Present	Future
Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grounds keepers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gate/Entrance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stalling animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor project check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor project check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barn cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receptionists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other office help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorship solicitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donation solicitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44) Number of paid part time workers has:

	Increased	Decreased
Past	<input type="radio"/>	<input type="radio"/>
Present	<input type="radio"/>	<input type="radio"/>
Future	<input type="radio"/>	<input type="radio"/>

## 45) Areas that use part time paid workers:

	Past	Present	Future
Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grounds keepers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gate/Entrance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stalling animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor project check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor project check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barn cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receptionists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other office help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorship solicitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donation solicitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 46 In your opinion, how could your fairgrounds increase the individual and community support given to it? Check all that apply.

- Lower event admission prices
- Lower vender fees
- Increase number of activities/events
- Change events/activities
- Provide other payment options for event holders
- (i.e. work off)
- Offer long term rent/lease opportunities
- Offer short term facility rentals (i.e. private parties)
- Provide other services (security, clean-up, etc...)
- Relocate
- Expand in acreage
- Improve existing facilities
- Construction of new facilities
- Other \_\_\_\_\_

47) Does your fairgrounds make a profit?

- Yes              
 No

48) Which events or activities held at your fairgrounds make a profit, lose money or break even (on average per year).

	<u>Profit</u>	<u>Lose \$</u>	<u>Break Even</u>
Youth organization activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4-H activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FFA activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club activities (non-youth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
County Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-counties fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livestock events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equine events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Ag events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other fairground's sponsored events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-profit organization fundraisers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motor sports activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Arts activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

49) Do you charge an entrance fee at your state or county fair?

- Yes              
 No



50) If yes, what is that average daily entrance fee?

\$	Past	Present	Future
>5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5-9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10-14	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20-24	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25-29	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30-39	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40-50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50<	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

General

51) In your opinion, is the outlook for your fairgrounds:

- Positive
- Negative

52) Give three statements/comments to support your feeling(s).

A. \_\_\_\_\_

\_\_\_\_\_

B. \_\_\_\_\_

\_\_\_\_\_

C. \_\_\_\_\_

\_\_\_\_\_

53) How do you see your fairgrounds changing in the near future (2004-2015)?

- New primary financial supporter
- New location
- Become obsolete
- Cease to exist
- Change with the times
- Expand to house other entities
- Other \_\_\_\_\_



61) Please comment on all changes that you see happening to your fairgrounds. You may also use this space to list any other changes that you foresee, or any other additional comments.



**Thank you so much for taking the time to fill this survey out! I appreciate it more than you know!**

APPENDIX D

INSTRUCTIONS FOR RETURNING UTILIZATION OF FAIRGROUNDS SURVEY

Fairgrounds Survey Instructions:

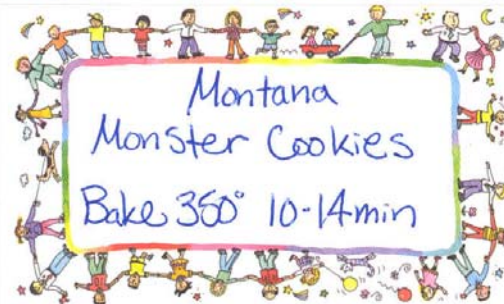
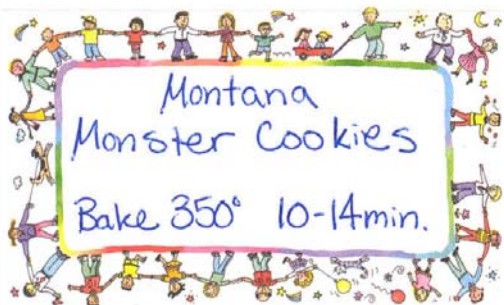
Completion of Survey: Please complete the survey in a timely manner. I wish to have all surveys back by May 1<sup>st</sup> so as to begin interpreting the information from the surveys within a close proximity of time. Thank you for your cooperation.

Distribution of Surveys: Each manila envelope contains two surveys. One envelope will be sent to County Commissioners and County Extension Agents and one will be sent to Fair/grounds Managers and Fair Boards. I am only asking that one County Commissioner and one County Extension Agent fill out the two surveys sent to them. I am also asking that the Fair/grounds Manager and one Fair Board member (or the Fair Board as a whole - please indicate on survey if board fills survey out as a group) fill out the two surveys sent to them. If for some reason two envelopes are sent to the same address it is probably because I could not find the appropriate address to send the other one. In that case I ask that the other two surveys be distributed to the appropriate people of those listed above. All surveys contain the same list of questions and should more County Commissioners, County Extension Agents, or Fair Board members want to fill out the survey I ask that your County make more copies for those individuals. Please make sure to indicate what title you hold for your county. If you have more than one title please mark any and all that apply. Again, thank you for taking the time to do this, I sincerely appreciate it. To show my gratitude to all that come in contact with this survey I have enclosed some Montana Monster Cookie recipes. I send only the recipe and not an actual cookie because I have spent all of my funding and then some on the printing and postage for this survey. I have sent three copies of the recipe, one for each respondent and one for the distributor of those surveys as that person is equally important to the success of my survey! ♥

To Return Survey: Upon your completion of the survey please refold it down the center and securely tape the open end together. The return address is already on the back of the survey. All you need to do once the survey is completed and taped is to stamp it and drop it in the nearest mailbox. I thank you one more time for all of your effort and support!

APPENDIX E

MONTANA MONSTER COOKIE RECIPE





6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T. Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
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 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T. Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
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2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T Karo Syrup  
3C. Chunky P.B.

6 eggs 4t. Baking Soda  
 $2\frac{2}{3}$  C. Brown Sugar 9C. Oatmeal  
 $\frac{1}{2}$  t. Vanilla  $\frac{1}{2}$  lb Choc. Chips  
2C. Sugar  $\frac{1}{2}$  lb M & Ms  
1C. Marg.  $\frac{1}{2}$  T. Karo Syrup  
3C. Chunky P.B.



APPENDIX F

REMINDER CARD SENT

*Just a friendly little reminder for those of you who have not quite found the time to fill out your fairgrounds utilization survey yet. I am really hoping to get as many back as possible (by May 20) so that I will have useful information to provide to you. I appreciate, very much, all of your help and support!*

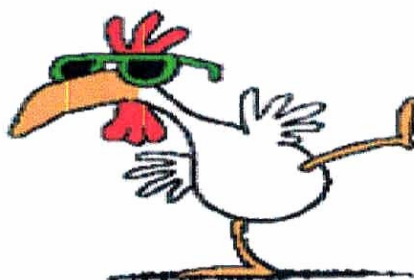
*Thank You!*

† ☺ †

*P.S. Please email me if you need a new survey or if you have any questions.*

04/28/04

P.S.S. Enjoy that cookie recipe! I hope when you bake them they make you dance like the rockin' rooster below!



Andrea Shockley  
Montana State University  
Email: aeshocks@aol.com

APPENDIX G

OUTLINE OF FAIRGROUNDS SURVEY RESULTS PRESENTED AT THE 2004  
RMAF (ROCKY MOUNTAIN ASSOCIATION OF FAIRS) CONVENTION

Results: The Utilization of Fairgrounds, Past, Present, and Future In Five Western States  
(Idaho, Montana, North Dakota, South Dakota, & Wyoming)

Surveys sent to County Commissioners, Fair/Fairgrounds Managers, Fair Board Members, County Extension Agents in all counties that were determined to have a fairgrounds. Fairgrounds were defined, for the purpose of this study, as any grounds on which a state or county fair is held.

622 Surveys sent out (4 for each county)

Idaho:	168 sent	-----	23 returned	→	13.69%
Montana:	212 sent	-----	58 returned	→	27.36%
North Dakota:	80 sent	-----	15 returned	→	18.75%
South Dakota:	68 sent	-----	7 returned	→	10.29%
Wyoming:	<u>94 sent</u>	-----	<u>10 returned</u>	→	10.64%
Total:	622		113		18.16%

Mission of Fairgrounds:

- Fairgrounds established anywhere between 1879 – 1996
- Approximately half didn't know if there was a mission statement or written purpose for their fairgrounds (61) & about one quarter answered that there wasn't one.

Need for Fairgrounds:

- The majority of the respondents that answered the question about size of their fairgrounds chose less than 10 acres for the size of their grounds. (past 22 present 26 future 21)
  - Mostly positive, some + & -
  - Lots of response about usability (90)
- Not a huge difference between # of fairgrounds located within city limits as opposed to outside of city limits, and from comments those outside of city limits were still close to a city/town. (pa = 55/46, pr = 60/39, fu = 53/35)
  - High response to location affecting usability (85)
- # of events held at fairgrounds has increased slightly, there was much variation in the answers to the question regarding numbers of activities held annually on fairgrounds.
  - Most (79) believe that the demand for events held on the fairgrounds will increase in the future
  - 84 responded with a comment to the question about what would cause the increase or decrease.
- There was a much different pattern to the question about event/activities that were/are held during the fair.

- Still the variation in event/activities held, but many more responded that many activities (ex. Draft horse events, horse racing, livestock shows, open foods) seem to be losing their popularity. Still, there were others on the opposite side of the page.
- When asked about # of events that the fairgrounds staff or board puts on though, most answered 10 or fewer (pa = 36/32/17, pr = 28/44/19)
- Lots of blank spaces when asked about the specific events held and whether they have increased, decreased, or stayed the same. Most answers that were given leaned more toward an increase in most activities, second was that they would stay the same.
- Not too many fairgrounds are being utilized for government activities. (27 disaster centers & 22 Gvt. Vehicle storage).
  - 51 responded that their county involves the fairgrounds in its disaster plan, 38 didn't know, 19 said no, and 5 didn't respond.
  - 96 believed it feasible for their fairgrounds to be used as part of a disaster plan.
- Most respondents (56) fairs were/are attended by fewer than 5000 people, second was 5000-10,000 (15).
- When asked the same question about their fairgrounds, the answers didn't vary much. (pa = 40/20, pr = 39/25)
- Over half of the respondents answered that their fairgrounds are used year round (68).

#### Support Systems of Fairgrounds:

- Majority (88-91) of fairgrounds owned by the county
- Primary financial support comes from county funding, second facility rentals, third fair, fourth fairgrounds sponsored events
- Respondents marked increase in community and individual support as the primary contributors to increased financial support, and county mill levy as the reason for a decrease.
- The questions about support from individual &/or community were somewhat confusing to respondents so answers varied
- Most (62) were satisfied with their county's support, but about one-third marked that they were under budgeted → But 63 commented on their answer about the support.
- Cash donations and/or sponsorships have increased slightly according to the respondents answers.
- Reliance on volunteers has primarily increased; past 63, present 73, future 72.
- Community, Ag., and youth organizations and the general community are where most of the volunteers come from.

- Many areas used volunteers not really a big leader in need for volunteerism.
- Full time workers had almost equal answers to increase or decrease in numbers of them. Actually many respondents don't even have any!
- Part time workers had much the same response however, there is some increase in the number of them both present and future.
- To increase community support fairgrounds should: increase number of activities/events, change those events/activities, improve existing facilities, construct new facilities.
- 81-85 fairgrounds don't make a profit (surprised?)
- The biggest profit makers are commercial events.
- Over half (67) of fairs don't charge an entrance fee and those that do (37) charge less than \$5 but some are raising that to between \$5-\$9 per day.

General:

- 89-92 respondents think that the outlook for their fairgrounds looks positive and 96 respondents gave reasons why that outlook is positive or negative.
- The majority of respondents see their fairgrounds changing with the times and some also see expansion to house other entities.

Demographics:

- 46 Female
- 64 Male
- 3 ?
- DOB ranged from 1929 – 1980 (most born late 1940's early 1950's)
- Huge range in years of affiliation with fairgrounds! (1 – 58 yrs.)
- Response rate order: County Extension Agents (37), Fair/Fairgrounds Managers (31), County Commissioners (20), Fair Board Members (19)
- Farmers/Ranchers/Ag. Business people made(89), make(83), will make(62)? up the majority of the respondents' county's population, but retired people are closing in (fu = 51).
- There were many (49) other important comments at the end of the survey.

APPENDIX H

CURRENT FAIRGROUNDS' MISSION STATEMENT OR PURPOSE

Question 4: Does your fairgrounds currently have a mission statement and/or goals?

Question 5: If yes, what is that mission statement and/or goals?

To continue making capital improvements
New buildings, covered sale ring
Provide a place for a county fair
Provide a showplace for the agriculture base of our community
To provide a year-round opportunity for education and entertainment by presenting the best of Montana's people, their heritage, products and services. To maintain a commitment to excellence. To remain financially sound while investing in the facility to perpetuate and enhance opportunities for future generations.
MT law says Fair Bd responsible to conduct successful Co. Fair.
To provide year round place for community activities
Provide a recreational and educational facility for the people of Central Montana.
To enhance the lifestyle and preserve the heritage of central Montana residents through educational, economic, recreational and entertainment opportunities.
To serve the community interests of our county by promoting diverse activities, maximizing the use of the Fairgrounds to be an economic & cultural asset & encourage an appreciation of agriculture.
Evaluate & plan for infrastructure & maintenance of building
It is a junior fair
Expand to provide for a family oriented fair
Provide a community facility
Make fairgrounds more usable year long
To put on the fair. To make the grounds & buildings an asset to the community for a variety of activities
Improve grounds & buildings, have more events
Preserve prairie county's rural value & culture by providing residents with a nice, functional, lasting facility to use for community gatherings
To develop year round plans that are innovative in meeting the diverse recreational & educational needs of a growing community, enhancing the local economy.
To showcase the Agriculture of Richland County.
To be: The show window of agriculture achievement in eastern Montana and western North Dakota
Roosevelt County Fair purpose statement, 1997. The purpose of the Roosevelt County Fair is to showcase the talents and projects of the youth and adults of Roosevelt County and surrounding areas in a family style atmosphere. Included in this purpose is the encouragement of the development of agriculture through exhibits of livestock, crops garden and floral exhibits, and the development of fine arts and skilled handiwork. Mission Statement Our mission is to provide a family-centered experience which encourages and increases participation in the Roosevelt County Fair from a cross-section of Roosevelt County.



Provide entertainment & education for all citizens
County Fairgrounds & to promote the interest of horticulture, agriculture & stock raising
To provide for a county fair
Educational & youth activity
For educational and youth activity and community resource
To continue the county fair tradition & provide a fun fair for the area.
To continue serving county residents.
Provide 4-H and others a place to show their projects and other things produced
Promote our state agriculture & people etc.
To be the best county fair in the state.
To continue to grow
To provide quality entertainment, education, exhibits, and competitive events in a clean, safe environment.
The purpose of the T.C. Fair Board shall be to provide for & put on the T.C. Fair, to promote the use of the fairgrounds, & to administer for that purpose the expenditure & income generated thereon.

APPENDIX I

WAY SIZE AFFECTS USABILITY

Question 13: In what way(s) does size affect usability?

Not enough room for parking at Fair Grounds which is actually the City Park. Our county lacks enough or any flat land for development. During the Fair, there could be more displays, and a larger carnival.
Limited in area. Probably not enough room for equine facility & all the campers during fair time.
It is divided such that multiple events can be held at the same time.
Shortage of space in all buildings & grounds during the Fair only.
for us, we have 3 sizeable land leases that affect usability
Parking, overnight trailers/campers RV hook-ups, several events occur at the same time (I.E.) horse show, dairy show
No parking
Parking & Community events
Not large enough for a open show
Our grounds are split. Approximately 3 A in one town and 25 A in another town 60 miles away. Neither pieces of ground are large enough to grow much larger than we currently are.
Gives the possibility of another arena & more buildings, without losing any parking.
Ability to host several events running concurrently
Lots of ground to use as we need it
We need to have more room for larger events. Parking has become a problem.
There is a lot of wasted area that could be used for something
Demolition derbies Monster truck shows
None
Adequate size allows us to host a greater variety of activities
Large area to have/host any kind of event
we can use the grounds year round
Adequate space for truck & trailer parking for horse-related or rodeo type events Newly remodeled building allows for public gatherings, ie. Annual meetings, wedding receptions, etc
Limited acreage requires scheduling conflicts and inability to host certain events (example large motor coach rallies & equestrian events)
allows for camping
Parking, events - rodeo, night show, bump & run & Carnival
We're limited for expansion opportunities as far as boundaries. Perhaps more "lawn area" would expand events possibilities to include car shows, etc. We're in need of stock trailer parking area
Large enough to host more than one event at the same time if necessary
Adequate space for every activity all year
Positive: Plenty of space for most activities and parking

Negative: Livestock area is quite a distance from the general exhibit area. Hard to "tie" everything together.
Parking is a big + for most events. Can have 2 big events going on at opposite ends of the Fairgrounds
Our space is very limited and as the Fairgrounds becomes busier & the size of events increase our parking & RV spaces don't meet the demands
it is great for small events but is too small for our larger events
Big enough to hold several events at the same time or most large events needed in the area. Contains different facilities for different kinds of events
Adequate size without being an undue burden.
Size dependent upon the activity - larger - bigger events - Fairgrounds limited due to saline problem.
We are limited on some use because of a saline seep problem.
Not enough space for buildings
Limits changed or greater usage-Parking limited
Inability to provide multi-purpose use and events which the public is requesting
A lot of events can be held at fairgrounds that can't be held anywhere else
Who is responsible for buildings and their use - ie - 4-H - general grounds -
good for large groups, reunions, receptions, etc.
The fairgrounds is large enough to allow for expansion
by offering enough space for different events & projects
Room for expansion, room for more activities & facilities.
Large events - limited parking, Small events are not lost.
We have limited parking
Parking & Building size
Parking / traffic, Accessibility by senior citizens, & handicapped, Building or ability to put adequate facilities on site
Wide variety of events could be held
Allows for larger events , horse racing, etc.
Things are too spread out
Space to add new buildings plenty of parking space scenic grounds
Having enough space for the various events
There is plenty of room to hold almost any event.
There are certain functions it cannot handle because of location.
No possibility for expansion, negative Everything is close together, positive
Type of events scheduled options for future development variety of activities
Things have to be rearranged to conduct different events.
The area is limited to a size less than a city block. More room could be made available for a variety of events
It can accommodate activities from rodeos to fairs to private parties.
More space = more possibilities
it allows for expansion of facilities and concessions.
does not

You do big events
Space is limited for large outdoor functions. Indoor facilities are pretty flexible to accommodate different functions.
limited expansion for additional buildings, current size meets current needs, but growth in use would require parking, bathroom, and building facilities to grow
positive - Big enough to get small carnivals and circuses.
Negative - Pretty cramped when small carnivals and circuses are being held.
Must park off grounds cannot fence events
Too small and buildings not suitable for uses groups
All facets of operation are closely related in space.
Size of carnival & Commercial outdoor displays
We have the only building large enough to host certain events.
the availability of
We have adequate space
Need space for exhibits parking, buildings, RVs etc.
Able to hold several events at one time.
<u>Positive:</u> The grounds can handle very large to very small events
<u>Negative:</u> The large grounds takes a large amount of funding just to keep it status quo.
Lots of room - Several projects take place at same time
There is room for campers, especially for organizations such as the Good Sam Club.
Since we are in the city limits any increase takes away from housing.
Plenty of parking
Provides for camp ground of 500+ spaces. Space for close in parking. Space for events indoor and outdoor.
Parking, Major events, Easily accessible
Only facility in county large enough to hold large functions
Limited parking in town
limited parking, limited seating, no indoor facility
Has room for most activities

APPENDIX J

WHAT AFFECTS LOCATION HAS ON FAIRGROUNDS USABILITY

Question 16: In what way(s) does location affect usability?

No room for growth
No expansion smaller is simpler.
Easy access, host variety of events due to central location.
for us, being next to residential area limits some things we can do & time frames to do them in.
Fairgrounds is in Carey – Far From greatest population concentration.
We are right in town
easy access, some restrictions because of size
Easy to get to. Land locked that limits parking & size of shows.
No room for real expansion close to sewer water, power
Close to town, but outside the city limits (3/4 mile out). On a main, well traveled road. Just a few miles from the freeway.
Located 7 miles from largest city in small town.
They are quite centrally located and easy for people to find.
It's a good location
Out of the way so noise, dust, traffic not factors
All those attending events must drive approximately 1 mile to the fairgrounds. Having a location outside the city limits benefits noisier activities like pick up pulling contests, dances and private parties.
Centrally located
High exposure of Hwy 2 and right beside city limits
the grounds are very accessible
2 miles from town, town people seem to forget about the fairgrounds.
It is hard to get to in the winter <u>snow</u>
The 2nd & 3rd highest traffic streets in the city boarder the grounds - great access and visibility. Grounds are 'land locked' because of development surrounding the entire grounds. Expensive to build sky walks, tunnels to land that is already developed and/or unavailable.
in town / on river
In the ideal spot.
It is very close to town and the interstate highway for access
It's at the very end of the City-Center's "Main Street" and on the most progressive exit off I-94 into Glendive.
Close to town and interstate. Access is easy.
Close to town yet in a more "country setting". Access to city water; perhaps city sewer in the future.
Just outside of city limits within 1 1/2 miles of downtown area
We are close to motels, restaurants & other services - easy access off interstate -
Good shopping & sight seeing opportunities within walking distance
great accessibility Neighbors complain about the use

In town, highly visible, easy to get to, not out of the way.
In a rural setting within a mile of city limits allow for use by individuals, animal shows, large groups with motor homes etc.
Located on major highway
Close to shopping mall
It is easy accessible by car, foot, or bicycle
Beside major highway - good for access.
Limited for additions
water and sewer infrastructures parking
Just outside of main town. Easy access
It is located in next Co.
Near industrial area - new railroad tracks surrounding the fairgrounds -
enough space for parking
It is close enough to town to attract local assistance and participants
Highway 41 is adjacent to the grounds, making them very visible.
Close to town of Boulder.
Right out of city limits – excellent location
Close to town - two ways traffic can get there.
Access for large equipment traffic concerns parking
Not @ the county seat, people think it should be moved. Affects attendance hard to find good part time help
Easily accessible & still close to town
Railroad tracks must be crossed to get to grounds - busy tracks so can be dangerous since no crossing arms & often have to wait for trains
Same as # 13
There is still room for expansion without a huge impact to the taxpayers. There is room for new construction, parking and also the possibility of land acquisition.
Not eligible for CTEP grant (off highway) - Close to town, +
Adjacent to city limits water, sewer & lighting available city residents walk to grounds open to walking, jogging, etc.
It's convenient, easy access, ample parking
The location allows use of town water and sewer. Residential areas close by cause some problems for the neighbors.
Not only does it work well for large gatherings it is a place people can just go for a walk.
Positive
does not
central location
It is easily accessible, being located in the city limits.
easy access to main highway and town, within walking distance for city's youth
The location is on the north side of town it is easy to find - on one of the busiest streets in town - which makes it very visible from all directions
Easy access



Access good but expansion limited. Too big to care for properly but too small for a "big event" & onsite parking. Noise can be a detriment
Next to city limits
Centrally located in the county and close to the bigger industrial plants which utilize and support us.
Very accessible from 2 directions the livestock barns, racetrack, expo, and carnival area along with horse arena are all located in a very close proximity
Central to county easy access from highway
Close to people & activities
Sits on the edge of city limits which is a good location. Needs to be out of town since we mainly hold rodeos and livestock events there.
<u>Positive:</u> The city cannot dictate what & when events are held.
<u>Negative:</u> City water & sewer @ 50% higher rates. City full police & fire protection.
Most of the 4-H clubs use the building for monthly meetings. Able to use for after school programs as the 4-H center is 1 to 2 blocks from school, and school bus drop off point
not restricted w/ animals have city water, electric neg. next to RR tracks
Within walking distance of downtown and the streets give the fairgrounds good accessibility.
We share parking lots with area business and being in the city limits gives us a family atmosphere.
It with in walking distance for most in the town of Basin
Constraints on access. Constraints on growth.
parking limits growth
On state "lands" right on highway
Only facility in the county large enough to have large functions.
no room to grow - no room for indoor facility
On outskirts of town - have to drive to reach for meetings - Good for animals, noises, etc-

APPENDIX K

REASONS FOR INCREASE OR DECREASE IN DEMAND FOR EVENTS

Question 21: Do you think, in the future (2004 – 2015), the demand for events and activities to be held on the fairgrounds will: Increase, Decrease, Stay the same?

Question 22: What might cause the increase or decrease?

Population Building & grounds improvements
Event center
Growth in the community
Size of building, parking space ease of access
It gets more beautiful & pleasing to the eye every year.
People doing more projects
Needs of the community
More free time
More people w/ varied interests
More hispanic: rodeos, fiestas & private parties
Addition of usable facilities
The need for new facilities - indoor arena
Increased county population
Finding more events to come
Improvement of facilities would cause increase in use. It's <u>Very</u> basic right now.
Small town
Conversion of an exhibit building to a community building
Increased population
Word of mouth, we have a very nice facility
Use of our event center it has been insulated and heated
Fair facilities are becoming more diverse & multi use - they are competitively priced compared to community facilities, even small population growth will increase demand assuming no new facilities are built off - grounds.
Tourism
More Horse Activities
Loss of population
Restoration of buildings, better maintenance
Location in the state; vision for the future of the fairgrounds; economical to use.
We are a multifaceted Fairgrounds offering clean, affordable facilities and friendly, efficient service.
Growth in community location - Improvements to Fairgrounds
People want to be entertained
Increase - Improved facilities, attractive appearance
More horse related events
We are going to have a lamb sale & maybe a horse event or 2!
Increase - movement to new facility proposed
Better facilities - more room better parking

Growth in valley
The grounds and building and rodeo grounds are always improving
The fairboard and manager are actively pursuing activities in the future and have been for several years.
More people moving to Madison County more tourist traffic in the area.
Growth of population in area lack of facilities in Boulder.
Location - size – capacity
A new meeting room/kitchen facility that is being planned.
Population          Alternate activities
Need for facilities - new events limited avail. Of facilities in city/county
AMX - plan to have more events always looking for more varied events
Public interest
Lack of other facilities in the community Improved buildings    Indoor restrooms
Budget requirements
People are starting to realize this is a public facility, and that they can use it when necessary for events.
Population increase & education of facility availability
For larger gatherings - they will need the space provided at fairground
County Commissioners just instituted a ruling everyone must have a one million \$ liability insurance policy to use fairgrounds
Encouragement of uses; awareness of availability reasonable rental rates
Large influx of people or creation of local club events. i.e. Racing, cars, horses, etc.
Used locally for all kinds of activity.
We are just finishing a 60' X 80' steel building for multi. Purposes
More events to do
Building an all weather exhibit building and community center
Good management
Economy
Promotional facilities
Promotion of facilities and demand for activities using these facilities
Legion Baseball team is going to move to a different field.
The only place large enough, fenced, lighted for some events.
It would be local and the improvements to the facilities.
Lack of interest in local fairs.
Availability and cleanliness
Loss of population
More leisure time population diversity growth of community
Increase of decrease in funding. May hold more fund raising events in future to re-do grandstand seating
Community use
Steady improvements
4-H is adding project areas
Population of the city or county would have an impact

Increase in 4-H kids & kids soccer program
This is one of our goals to increase activities on the fair grounds
Improved facilities with year round availability and multi use intent.
Better facilities; new buildings
Promotion of excellent facilities
Only facility in county
Lack of interest & funding
Better facilities + management
Increased population
New Ag building

APPENDIX L

COMMENTS ABOUT COUNTY SUPPORT

## Question 37: Comments about County Support

All county departments are on <u>very tight</u> budgets
The fairboard submits a budget to the county for O & M of 2 buildings in the City Park plus the cost of the fair and other expenses. We foresee less money from the County in future years due to the County's financial condition.
Have been supportive of county fair.
We are an enterprise dept. of the county we can spend what we made (no \$ support) from county
We always want more but are happy with what we get. they have been very good.
I feel the county supports the fair as need arises.
Very supportive considering a limited budget to perform the mandated activities dictated by the state.
The funds are used <u>improperly</u> .
We don't receive a lot of support - except through a few county individuals.
Our County Commissioners have been very supportive of fairgrounds improvements.
Our funding has been good to date. However there is a movement to sell fairground to private enterprise.
The county supports our fair very well.
Our county has shown good support to date
Insufficient capital and operational support for value to community. Tax structure is challenging in that retail benefit doesn't directly flow proportionately to county govt.
The demand for other uses of tax dollars are too high i.e. -schools, roads, etc. Fairs are not mandatory - tax basis are decreasing in our area.
They're strapped too!
The county & commissioners have been very supportive
Even though the fairgrounds strives to be self-supporting, the base budget within the county budget falls short of providing the basics for operation of the fairgrounds. However, the county budget is very tight; I think the commissioners do all they can with available funds.
We only receive about 10% of our total income from the County. It is THEIR Fairgrounds yet we are expected to generate the lion's portion of operation expenses.
Currently the Fairgrounds, by State Statute <u>may</u> receive 1.5 mills we are a "non – essential" service & we are always the last on the funding list - <u>WE NEVER Know</u>
Must provide funds for improvements before tax dollar support can decrease.
Limited funds everywhere - Fairgrounds not an essential component when it comes to delivery of absolute necessary service – i.e. - health dept.
They have been very good to help us with improvements & upgrades on our Fairgrounds!
Limited by legislature action of taxes
This is a 4 county fair - three counties contribute - one county has not in the past several years -

It would be nice if the county had the money to finish off the event building - needs a kitchen & rest rooms.
We are in a tight financial problem at this time and the amount of our mill is dropping yearly.
Total county taxes are limited effecting support for individual areas such as fairgrounds.
Co. is short of \$ everywhere.
We're limited in the amount of support we can allocate to the fairgrounds, so it <u>has</u> to be adequate.
Grounds are used primarily 4 days/yr. With 2 additional part days. It's hard to justify tax dollars for 6 days/yr.
Low available \$
Dwindling
Whole county budget is declining because of a shrinking tax base, but county has supported fair improvements
Very much appreciated
I believe it is very adequate
NEED CONSISTANCY AS FAR AS TAX \$ ~ hard to do w/ fluctuating mil levies
Has been very supportive as we have several improvements over the past ten years.
No fair or grounds without county's support
Funding is adequate for the level of service presently. If expanded, we would need to seek added funding.
The county budget is adequate for everything except labor which may increase with the new building and heavier use.
Pop. Based
The County Commissioners are very supportive of the fair.
the taxpayer seem to support.
Can always use more support.
special mill levy dependent upon county tax
They are very good to us - whenever we have need they help us out!
Could do more, but we will take what we get.
The fairboard receive 1 mill from the county.
Fair receives maximum mill levy
local support is great but for additional activities more dollars are needed
We are a state agency who gets county money because county has no fair & we proved \$32 M in annual economic return.
County only gives \$5000 toward fairground up-keep and County fair activities. We have no one other than volunteers to keep up building, arena, etc.
Doing the best they can w/ limited \$. Need to look to other sources & involved community organizational involvement & better P.R.
Our county was cut \$6000, this past year.
No support!
The county contributes \$6000 annually to the fair.



County's budget is for building repairs only.
It seems since we get all that we can from the county we always end up under budget. However, right now there seems to be a push through out the county to better support the fair
Provides for cash and in-kind support.
County Commissioners very supportive
Deferred? Maintenance is a problem

APPENDIX M

OUTLOOK FOR FAIRGROUNDS POSITIVE OR NEGATIVE

Question 51: In your opinion, is the outlook for your fairgrounds: Positive or Negative?

Question 52: Give three statements/comments to support your feeling(s)

(A) poor customer support by paid staff
(A) The City Park is the first site to be seen entering our town. (B) The Park fills with people enjoying the annual Fair activities. (C) The Fair is a tradition started in 1946
(A) There continues to be community support. (B) We have a capable maintenance person.
(A) Continued improvements (B) Community support
(A) We make a profit (B) focus groups for master plan want fair to stay at location (C) use no tax \$
(A) Growing interest in 4-H (B) Fairboard is open minded & dedicated
(A) People love fairs (B) It is good for the commuinity (C) It is fun - clean - and for the whole family
(A) buildings are well kept (B) grass areas are mowed (C) improvements are made each year
(A) This is the one time the county comes together each year. (B) It is a family oriented fair. (C) The Cassia County Fair is a tradition
(A) Have Co. Commissioner support (B) Have community support
(A) More people are renting the facility all the time. (B) We have a good facility & there's room for growth. (C) People appreciate our small county fair. It's fun, interesting and doesn't dollar them too death.
(A) events have increase (B) attendance has increased (C) community support (increase)
(A) Public support (B) Great location (C) Fair Manager works well w/ public
(A) We have a very active, hard-working fair board. (B) Attendance is slowly growing. (C) More events are being added.

<p>(A) Poorly organized.  (B) More events could be held there.  (C) Focus needs to be on improving whats there until open class numbers increase</p>
<p>(A) Fairboard is divisive among themselves  (B) Fairboard does not do a good job of publicizing fair &amp; events  (C) Fairboard does not <u>Ask</u> volunteers to assist at fair</p>
<p>(A) We could hold more events.  (B) We could charge entrance fee.  (C) Support from new County Commissioners.</p>
<p>(A) We're half-way thru converting an exhibit building to a community center  (B) Fairgrounds use continues to increase  (C) Diversity of groups using facilities continues to increase</p>
<p>(A) Positive 4-H program  (B) 36 acres located in center of valley close to town  (C) need for recreation</p>
<p>(A) Harder to get carnivals for small fairs  (B) More competition for entertainment dollars  (C) Youth need more entertainment</p>
<p>(A) Vandalism is on the rise - higher cost to keep structures maintained  (B) Use to be open 24 hr for access to outdoor arena - chain link fence &amp; locked gates are going up now  (C) We have a really nice facility but towns people don't support it.</p>
<p>(A) Financial support has stayed the same  (B) County has worked on improving facility</p>
<p>(A) Great falls will grow - event slowly - more as a regional trade center - possibly at decline of outlying counties.  (B) Renewed enthusiasm and professional management of fair event and increased year round activities.  (C) City/county government will be "starved" into cooperation and consolidation of duplicated departments. This exercise will benefit those facilitate of the common public good.</p>
<p>(A) decreased fair attendance</p>
<p>(A) Even if it loses money, we are always changing to improve situation  (B) Is a "big" part of community pride.  (C) More talk of multiple use.</p>
<p>(A) It's a nice facility with a lot of potential  (B) The grandstands have just been redone  (C) It is easy access.</p>
<p>(A) Community support fosters community support to activities  (B) Volunteers are the life line for fairgrounds  (C) Fair boards need to look for changing interests of the area. IE: Motor sports may be the "Rodeo" of the millennium...For now!</p>

<p>(A) Great community effort to rebuild the grandstand.  (B) Building of new buildings shows support for facility.  (C) 4-H members, leaders &amp; parents spearheaded fund raising &amp; labor a new roof on the livestock barn in 2003.</p>
<p>(A) Best place in county for large public &amp; private events  (B) Favorable public reception of facilities  (C) Attitude of out of county visitors</p>
<p>(A) Location in the state  (B) Facilities available for the cost  (C) Visionary thinking of fair board &amp; fairgrounds visioning committee</p>
<p>(A) We have a beautifully landscaped area  (B) Our buildings are clean and attractive  (C) We have a Board and staff who love the Fairgrounds</p>
<p>(A) We have gained more community support (more sponsorship more private invest.)  (B) We have a great staff - dedicated to providing excellent service.  (C) We have a strong Fair Board &amp; have a very dedicated Fairgrounds Foundation -</p>
<p>(A) Community support / location  (B) Forward looking staff  (C) New donors being found</p>
<p>(A) Last year county had a +100,000 acre fire 1 month prior to fair - fair attendance was still average.  (B) Our county population is declining but the fair is still a very important activity.</p>
<p>(A) Fairgrounds - old - saline problem  (B) Losing population  (C) Very little interest in rodeo - night shows - rodeo attendance 5-6 hundred - does not break even-</p>
<p>(A) prospect of new buildings  (B) grant received to improve entrance and add sidewalk  (C) possibility of on-site tourist information center</p>
<p>(A) Working faiboard</p>
<p>(A) Strong support for 4-H  (B) Strong support for the stampede Club's Rodeo &amp; related events  (C) Increased interest by local barrel racing clubs</p>
<p>(A) We have a "Junior" Fair for 4-H members  (B) It has remained the same for the last 40 years  (C) We have just as much livestock &amp; just as many parents to help!</p>
<p>(A) Multi use planning will improve the usage of facility  (B) Management that remains will see beyond a 4 day event  (C) Stable, planning with board and management team and other community organizations</p>
<p>(A) Proposed relocation  (B) Desire to maintain agriculture focus  (C) Increased community / county support</p>

<p>(A) Fairs are getting cost prohibitive for families  (B) Not as much bang for your buck.  (C) Dry weather influences fair participation</p>
<p>(A) 4-H is strong  (B) Horse racing  (C) Rodeo</p>
<p>(A) Continued improvements by 4-H of facilities -  (B) New manager willing to attend 4-H committee meetings</p>
<p>(A) the 4-H programs are growing &amp; use the fairgrounds a lot - It is a great center part of our community  (B) Our hope is to improve the existing facilities we need a kitchen &amp; good indoor restrooms  (C) easy access for community -</p>
<p>(A) Over the past several years through grants, we have been able to rehabilitate historic fairgrounds bldgs.  (B) Through grants, local donations and volunteerism, a baseball, soccer complex has been developed in the past 5 years on the fairgrounds.  (C) Over the past 10 years the local arena club has developed a good rodeo and various roping and penning events and 1 other rodeo during the year</p>
<p>(A) More facilities are being offered many more events are taking place -  (B) 2 baseball fields are in place, fully sodded (grass) soccer field is in place -  (C) Rodeo &amp; horse events are gaining due to better arena construction.</p>
<p>(A) Community support is high &amp; growing  (B) Board attendance is good &amp; public involvement is increasing  (C) The need is great for the facilities</p>
<p>(A) Improvements to site are increasing rental demand  (B) Expanding 4-H in the area  (C) Youth interest is increasing</p>
<p>(A) We're in the process of designing a new kitchen for the fairgrounds  (B) We want to add multiple use features in the form of technology for classroom - type training  (C) Rodeo club is adding bucking chutes to host H.S. rodeo events</p>
<p>(A) A county fair is very important within an agricultural community.  (B) The 4-H program will always continue.  (C) New ideas are keeping the fair prospering.</p>
<p>(A) Community support  (B) Strong group of community volunteers  (C) Dedicated fairboard</p>
<p>(A) Determined to continue  (B) Good board working on events  (C) Losing less money!</p>
<p>(A) Uncertain as population continues to decline.  (B) Fairgrounds in not located in a large town or the larger town in the county.</p>

(A) + community support (B) Attendance (C) Youth participation, parents & other relatives support...
(A) Less tax to support fairgrounds (B) No vision or unity in leadership (C) Conflicts between ropers & Fair board (winter months)
(A) ^ community support to build modern restroom facility (B) Recent improvements to buildings & grounds (C) New events at grounds in recent years
(A) Utilization of facility has increased. (B) Catching up with the available infrastructure. (C) We seem to have broad public support of our long range plan.
(A) We have the best fair in Eastern Montana (B) We have the nicest fairgrounds in Eastern Montana. (C) Community support is very high
(A) Community supports growth (B) Community wants usage
(A) It will be utilized more as time goes by (B) Increase in usage by individuals for wedding receptions, firemen ball etc.
(A) Few young volunteers, present ones are aging (B) Mostly rural community - fewer people living here (C) No space for expansion
(A) Year round office and meeting rooms since 2003. (B) Many new & improved facilities to include lighting. (C) All electrical underground.
(A) Gives the people in our county a chance to support local fair & 4-H kids (B) We have a very nice community activity building at the fair grounds
(A) Involved in fairground activities and events for 27 years as County Agent. (B) Presently a County Commissioner is the view is broader at this point. (C) I believe in community gathering to create a stronger relationship
(A) The county fair is growing and very popular (B) The new multi. Purpose building (C) Our fairgrounds are quite attractive and friendly
(A) new building (B) new events (C) new attitude
(A) We're hope to build an all weather exhibit building and community center. (B) Good support from the community. (C) Good community support for the fair.
(A) good community support (B) good volunteers
(A) It is the only grounds & building in town to house large events. (B) The largest building is pretty new & use has increased. (C) The fairboard is trying to better the fair & grounds.

(A) Community has begun to realize this resource (B) fair board is active in improving resources available (C) striving to grow county fair for community use
(A) We have been going strong for 115 years & showing no signs of slowing. (B) Our community is supportive. (C) The board works together as a team.
(A) We are improving our fair grounds every year. (B) Community is backing the fair more every year. (C) Main money maker is the derby, and it is holding steady.
(A) It is still the only option available (B) There is no money for expansion & limited for maintenance (C) Population, therefore support, is aging & declining
(A) smaller families mean fewer kids to exhibit and partake in the fair (B) our retired fair supporters are getting too old to support the fair (C) farmers and ranchers do not have time to support the fair
(A) Support of the fair (B) Improvements made on the fairgrounds
(A) Lack of people (B) Old facilities (C) Need more acres
(A) declining attendance (B) declining exhibits (C) aging facilities
(A) Board controversy (B) Community support behind board decisions
(A) Active board (B) Excellent facilities (C) Community involvement
(A) Newer buildings (B) Older buildings kept up
(A) We represent 72% of all of our county tourism revenues. (B) R.V. Rallies are looking for sites like ours (C) State fair is a great tradition, if we do our job we will grow.
(A) Youth events are important to the community so they will continue. (B) We are in a rural area and the buildings are one of the few that families can use cheaply. (C) Rodeos are big in the community and I feel will continue and we'll need the grounds for them.
(A) Has space & buildings available for use. (B) Some targeted groups are increasingly involved. (C) With decrease county funds more must get involved to maintain their event.
(A) The Brown County Fair is a regional event & very popular. (B) The Brown County Fair makes a profit. (C) The Brown County Fair has a host of volunteers & youth orgs. supporting us.



(A) Local businesses are asking what can we do to help.
(A) Active Fair Board (B) Community support (C) Active 4-H clubs
(A) Demand for our commercial area goes up every year. (B) Attendance goes up every year. (C) Livestock numbers in 4-H event remain steady.
(A) No gate fee (B) Free entertainment (C) Rentals of grounds has remained constant over last 5 years
(A) Upgrades and improvements of existing buildings approved (B) Two new facilities to be built in the near future (C) Increased usage days annually for past four years.
(A) Increased use (B) Money support from state legislature (C) Increased youth activities
(A) As the facilities continue to improve, the activities continue to increase. (B) Excellent community support (C) At least one event per day is held at the facility
(A) Lack of funding (B) Decreased interest (C) Condition of grounds
(A) Poor Management (B) Fair support from county
(A) Increased demands (B) potential move to new location (C) Improved infrastructure
(A) Working on building an ag. building. (B) Fair Manager (C) "Friends of T.C. Fair"

APPENDIX N

COMMENTS ABOUT FAIRGROUNDS

Question 61: Please comment on all changes above that you see happening to your fairgrounds. You may also use this space to list any other changes that you foresee, or any other additional comments.

As you can see from my responses I know very little about the working of the fairgrounds.
The Fair Grounds, I.e. City Park, are located in an area that is bordered by a river on one side, a creek on another, railroad tracks, and the last boundary is the highway that goes through our town. There is no flat space for expansion; the park has a dike to prevent flooding from the river. and the area is called a flood plain so buildings can be replaced cheaply. If a grant can be found the Fair Board hopes to erect a new rest room in 2003 which is a long distance from the fair barn. Other than that, the grass will be maintained and the Park will be clean and neat appearing year round.
We are masterplanning for the future and are doing market analysis to find out what nich we should pursue in the future
The Cassia County Fair will stay the same for the next 50 years except for the minor changes with the time because the people love it!
This survey will suffice for the 4 you sent.
The Fairgrounds and Fair operations must become self sufficient. Through facility improvements and management we have to market our business on a year around basis. We can no longer be satisfied with the break even fair and the income that we receive from events that just happen to come along. We currently generate approximately \$150,000 profit from the fair and an additional \$1,000,000 from off season usage. Our plan at this time is to build a 66,000 sqft. Multi-purpose building that will generate an additional \$150,000 profit as we actively market our entire facility.
If the fairboard in this county doesn't focus on the current facilities and try to bring back the open class part of the fair, the only thing left at the fair, will be 4-H events.
We would like all new buildings. Indoor events center - for year around use. RV park for people passing through area. More family oriented events. In this area, people seem to have outgrown little county fairs.
Our fairgrounds use to be used almost exclusively for rodeos and county fair. Over the last 3 years, we've added a MIA/POW motorcycle rodeo, a 4x4 pickup pulling contest, weddings, receptions, graduation parties and dances.
Negative outlook is the population growth that isn't interested in fairs or the land -
Our grounds & buildings in good shape. Work hard on keeping them up. Outside pressure to sell part of fairgrounds. I want to make changes but get opposition from old board members & workers.
Fairs & Fairgrounds are a social expectation in out communities but it's hard to meet their expectations. We get entertained on road trips or TV/Internet. Local boards are looking for ideas to bring entertainment locally.

<p>County population is declining. In 2000 we completely remodeled our grandstand - this was necessary because repairs were not keeping up with need. This project was done with over 10,000 hours of donated labor and the money for materials, Approx. \$90,000 was raised through donations &amp; grants and volunteer labor. The only county tax dollars used was \$5000 the Fair Bd had put aside for such a project.</p>
<p>Hopefully we can soon pass a levy that would generate needed improvements and renovations. We want to continue to be a really great Fairgrounds with more and more events wanting to book our facilities.</p>
<p>Interesting times -  Our FG is being used more &amp; more - the community puts many demands on the facility for "off season" events. Not as many "ag related" events as in the past.  Local government supports the FG. But the demand for "mandated services" such as law enforcement have a higher priority when it comes to allocating tax dollars. The Fair is healthy. Our FG. like many is very old &amp; in serious need of upgrades - that is where the problems arise - catch 22 - need \$ to improve - must improve to increase non-tax revenue - (user fees) -</p>
<p>Possibly becoming self-sufficient</p>
<p>We may try bringing in some vendors or "craft" people to increase our attendance.</p>
<p>Facilities is planning for relocation possibility.</p>
<p>Frankly the survey was too long - If you expect completion you should try to focus on more specific issues.</p>
<p>Other than baseball - soccer fields that are in place - and very much liked.  The addition of the Lewis &amp; Clark Interpretive Park at the entrance of the fairgrounds, which will feature a lifesize Bronze of Sacajawea along with a Shoni Indian Tepee - animal tracks display - a picnic area - handicapped restrooms, will offer tourist &amp; passer bys a chance to stop - observe the historic events and enjoy the entire fairgrounds.</p>
<p>Because our tax base is declining, our county financial support is inadequate. We need to get the grounds from the state turned over to the county. We believe the fairground, &amp; fair are the heart of the community &amp; must be maintained &amp; improved. "A Fair of the Heart" is appropriately named. Terry Minow 225-4397 <a href="mailto:bullheadm@aol.com">bullheadm@aol.com</a></p>
<p>Will need to run a mill levy to improve buildings in future to expand uses.</p>
<p>We can't afford to build our kitchen/multipurpose building without grants.</p>
<p>Facilities such as grandstands are hard to maintain, improve &amp; replace w/ limited funds. There are grants for almost everything else but that. Also good carnivals do not want to come to small 2/3 day fairs. Youth have many more activities so numbers in 4-H, etc. are down No. of items entered for judging, both in 4-H &amp; open class are way down - It is too easy for people to travel 200 miles to go to a state fair so local participation is decreasing - Also we have an aging population.</p>
<p>The commissioners passed their copy of the survey on to me.  We have a positive outlook on the use of our grounds as a "community center" rather than just a fairgrounds. That is where our longevity will be.</p>

<p>We must change with the time's but remember our roots. Agriculture is in our area, dropping but we must know where we came from to know where we are going. Today the facility must work with the private businesses to build our economy in our community.</p>
<p>New grandstand and covering New office building  New rest rooms  Better grounds - grass gravel Better parking lot  Residing all buildings  New fences  New paving</p>
<p>We are a happening place....Promote</p>
<p>I foresee consolidation of county fairs as population in rural areas dwindles, will be interesting  Sorry I got lazy in filling in the dots. Filling out your survey really made me think about the future.</p>
<p>With our many recent improvements more individuals, organizations, and commercial entities are requesting use of the grounds. Establishment of a marketing committee has provided more outreach to regional interests in use of grounds, I.e. auctions, concerts, tool sales, weddings &amp; receptions. More country music gatherings are planned. also plans are made to pave all parking areas.</p>
<p>Rest stop has been built close by. RV parking area has been built. Paved road around fairgrounds. We have a very aggressive board &amp; I think things will only get better grounds wise &amp; fair wise.</p>
<p>Our fairgrounds has encouraged local activities. We have the largest event center in the county so we have community family and business events and activities.  We raised the rent and have not seen a reduction in activity. There have been major auctions including estate, antique, and livestock sales. Dinners serve 300 people. This is a lot for our size county. We need to expand some of the facility to satisfy the needs of larger crowds. Most groups add portable facilities so it works for them.</p>
<p>The new multi purpose building is the biggest change in recent times - It is yet to be seen how this will affect the overall use of the fairgrounds. My philosophy for maintaining a functional fairgrounds is to provide a facility for positive experiences for as many of the county residents as possible and as often as possible.</p>
<p>The Wibaux Fairgrounds are well supported by community but Eastern MT is losing population</p>
<p>Struggling to find funding to maintain and upgrade facilities and grounds.</p>
<p>growing use in the equine area  more interest in use of arena  for pleasure riding and roping  buildings are non-heated, limited use during winter months except for indoor riding.</p>
<p>We have found it harder to get a midway/carnival to come over the past few years.</p>
<p>Not all activities happen in one place or area. Activities are spread out through the town and everything needs to be in one area in order for it to stay alive.</p>

<p>Non Fair utilization of Fair facilities will continue to grow. We become our own competition. Population decrease in rural America call for expanded marketing &amp; finding something special to hang our hats on ! Casinos are a major neg force for fairs in ND. We need to join urban &amp; rural visitors together through natural resources &amp; other ideas that interest them both + entertainment.</p>
<p>We plan to redo grandstands and replace wooden seats with metal. This will require major fund-raising efforts. We have received grants to add on to the livestock building and repair the roof on the exhibit building. If funds can be found more repairs will be made to the rodeo arena.</p>
<p>There were a number of questions which I could not answer. Our county has a Fairgrounds Manager &amp; is its own department. There is also a Fair Manager &amp; 25 member board who coordinate much of the Co. Fair. We work with that group.</p>
<p>S.D. State Fair has changed their dates again and this has allowed our fair to go back to their original fair dates. This should help us with exhibit numbers and make it more comfortable for people coming out to see the fair events and exhibits</p>
<p>Day County's first fair was in 1884  Obtained current Fair grounds in 1900-1901 27.5 acres  Horse arena was added in 2000</p>
<p>Within the last three years, the 4-H livestock judging has moved to the Hyde County Fair. The city of Onida has experienced a negative population growth since 1996.</p>
<p>New 4-H building, New beef building, new VFW building, new commercial building, new eating building</p>
<ol style="list-style-type: none"> <li>1. Building of a open pavillion</li> <li>2. Cover show arena</li> <li>3. Develop the camping area.</li> <li>4. Building of an indoor arena with the use of the arena for other events.</li> </ol> <p>The people of this area are starved for entertainment therefore anything we do in the entertainment world will help.</p>
<p>See # 52.</p>