



FAIRSTRONG



2020 ANNUAL REPORT

CEO/MANAGER'S REPORT

"Due to the Fair's financial situation following the 2019 Fair and now COVID-19 ..."

"Unfortunately, due to COVID-19 and the subsequent postponement of the Fair ..."

I have probably typed and said those statements more than anything else during the past year. It has been a tough 2020 for our Fair Association.



One year ago, I stood before you and mentioned the lemons that we were handed to us during the 2019 Fair. I mentioned my firm belief that those lemons would be turned into lemonade by working together to make "The World's Greatest County Fair" even greater. What I didn't know then was that the ultimate lemon was coming in early July of 2020 – the postponement of a Clay County Fair due to the COVID-19 pandemic, marking the Fair's first cancellation since World War II.

True grief and actual tears accompanied our announcement on July 2 that there would be no Fair. We did not allow ourselves to wallow in pity, however. Thanks to strong partnerships, we started to make lemonade immediately. We created a full slate of "UnFair" activities – Fair food all summer long, showcase opportunities for Clay County 4-H/FFA youth, auto racing, and "Fair in a Box." We worked hard to give our community and passionate fairgoers snippets of the Fair experience.

Today, those strong partnerships – which include each of you, our members – continue to keep our Association alive. As our financial statements attest, the last few months have nearly destroyed our Association financially. Thankfully, a group of dedicated individuals have rallied together to "Save the Fair" and ensure the Fair survives for another 100 years.

I close with a promise. There will be a Fair in 2021. Period. And with your partnership, just as we have done for 103 years, we will be ready.

Counting my blessings and stirring the lemonade,

TREASURER'S REPORT

Dear Members:

I present to you the "Preliminary Summary of Activities" of the Clay County Fair Association, Inc. for the period dated November 1, 2019 through October 15, 2020. Please note that this is only a "preliminary summary" since the Fair Association's fiscal year does not end until October 31, 2020.

Once the fiscal year has ended, the Fair Association will engage an independent public accounting firm to prepare an official compilation of the financial position of the Clay County Fair Association, Inc. The results of that compilation will be published as a legal notice in the *Spencer Daily Reporter* and on the Fair's website, as well as made available at the Fair Administrative Offices.

Respectfully submitted,
VerDon Schmidt
 Treasurer, Clay County Fair Association, Inc.

CAPITAL IMPROVEMENTS

Each year the Fair Association develops a robust capital and maintenance budget to continually upgrade the Fair's century-old home. This year, due to the Fair's financial situation, the FY 2019-20 capital and maintenance budget was scaled back. Then with the COVID-19 pandemic and the subsequent postponement of the Fair, the budget was halted entirely.

A few limited projects were completed with assistance from the Clay County Fair Charitable Trust and City of Spencer funding restricted for Events Center improvements. Those improvements included a new sound system for the Events Center Ballroom; replacement of all filters in the Events Center HVAC rooftop units; roof and gutter repairs on the Commercial Exhibits Building; removal of trees northeast of the racetrack; and other various maintenance and repair projects.

CLAY COUNTY FAIR ASSOCIATION, INC. PRELIMINARY SUMMARY OF ACTIVITIES NOVEMBER 1, 2019 - OCTOBER 15, 2020

INCOME	2020	2019
Admissions	\$222,692.25	\$1,726,991.99
Space Rental	\$120,825.00	\$614,789.28
Food & Beverage	\$228,249.97	\$596,557.01
Sponsorships	\$150,674.80	\$266,552.25
Supplemental	\$557,260.04	\$663,407.76
TOTAL INCOME	\$1,279,702.06	\$3,868,298.29
Cost of Goods Sold	\$60,670.78	\$131,187.90
Gross Profit	\$1,219,031.28	\$3,737,110.39
EXPENSE		
Administration	\$312,502.43	\$400,449.78
Payroll	\$638,089.69	\$1,125,160.52
Operations	\$257,125.73	\$675,727.87
Attractions & Entertainment	\$248,759.69	\$1,216,776.27
Competition	\$27,643.90	\$82,748.24
Marketing	\$51,196.76	\$172,631.44
TOTAL EXPENSE	\$1,535,318.20	\$3,673,494.12
NET ORDINARY INCOME *	\$(316,286.92)	\$63,616.27
Capital Improvements	\$53,393.31	\$181,180.13
Debt Service	\$40,000.00	\$111,744.87
NET INCOME	\$(409,680.23)	\$(229,308.73)
One Time Help	\$235,372.98	
NET INCOME	\$(174,307.25)	

*prior to depreciation & accounting adjustments

EVENTS & THE UNFAIR

2020 was an unprecedented year due to the impact of the COVID-19 pandemic. COVID-19 began to impact the Fair & Events Center in early March, and since that time, has caused the cancellation or postponement of 79 events which included the 2020 Clay County Fair.

181 events were held during 2020 including:

- 7 wedding receptions
- 7 livestock shows including "Denver in September," an open livestock event that was created when the Fair was postponed; the Pandemic; the Little Sioux Showdown; the 2020 National Jr. Suffolk Show; the Northwest Iowa Livestock Show (Battle on the Blue Chips); the Iowa Color Breed Horse show; and the Midwest Save the Summer Sheep Show.
- 3 in-house produced events - Mannheim Steamroller (November 19), Arch Allies (February 8), and Family Fest (March 7).
- 10 UnFair events including five Non-Profit Take Out Tuesdays, two rounds of Fair Food To-Go, the Clay County Exclusive 4-H/FFA Livestock Expo, Sweet End to September, and the YMCA Ice Scream Spooktacular.



IMCA RACING

In a successful six-race points season, Clay County Fair Speedway averaged **116** cars and more than **1,200** spectators each night. The 2020 car count ranks **THIRD** in the state of Iowa behind only Boone and Vinton, two perennial powerhouse racing facilities.



CLAY COUNTY FAIR ASSOCIATION MEMBERSHIP

In the summer of 1917, 180 residents of Northwest Iowa pledged \$100 each and joined together to form the Clay County Fair Association. The Association owns and maintains the Clay County Fairgrounds and conducts the annual Fair. For the lifetime membership fee of \$100, members receive an invitation to special events throughout the year and are eligible to vote for the Association's Board of Directors. Membership in the Fair Association, which is open to anyone, currently stands at **862**. **We welcome the following new members who joined us in 2020:**

Gayle Bailey
 Bryan Bailey
 Samuel Maki
 Robert Yancey
 Hannah Klatt
 Hilary Becker
 Justin Spieker
 Joe Schloss

David Call
 Donna Call
 Jennifer Maki
 Melanie Mills
 Nancy Bell
 Clark Cunningham
 Dave Schaeffer
 Nora Biedenfeld

Andrew Hasley
 Jane Kruse
 Mike Harleman
 Matt & Jordan Schmidt
 Trent Chinn
 Janice Peterson
 Victoria Rute

ABOUT THE ASSOCIATION

The Clay County Fair is "The World's Greatest County Fair" by presenting blue-ribbon competition, world-class entertainment and innovative exhibits in a safe family atmosphere, while also providing year-round facilities for entertainment and events.



BOARD OF DIRECTORS

Terms Expiring in 2020:

Kathy Anderson
Bob Bendlin
Mike Bryan
Charlie Elser
Cindy Kress
Dana Metcalf
VerDon Schmidt
Dave Simington
Chuck White

Teresa Schoelerman

Gayle Simons
Tracy Small
Steve Waller
John Zinn

Terms Expiring in 2022:

Joanne Follon
Marcia Langner
Dennis Larson
Greg Lear
Mark Rees

Karen Schwaller
Joe Simington
Dan Skelton
Kevin Tlam

Terms Expiring in 2021:

Doug Biedenfeld
David Brugman
Tim Elser
Dave Potratz

EXECUTIVE COMMITTEE

Charlie Elser	Chairman
Dave Potratz	Vice Chairman
VerDon Schmidt	Treasurer
Bob Bendlin	Committee Member
Dana Metcalf	Committee Member
Dave Simington	Committee Member
Gayle Simons	Committee Member
Dan Skelton	Committee Member
Tracy Small	Committee Member
Steve Waller	Committee Member
Jeremy Parsons	Secretary/CEO/Manager

FULL-TIME STAFF

Bob Alexander	Maintenance Specialist
Talor Batschelet	Receptionist
Jerry Crabtree	Maintenance Specialist
Alicia Kopriva	Event Services Director
Connie Hurst	Competitions Director
Luke Meyer	Operations Specialist
Stacey Meyer	Food & Beverage Coordinator
Jeremy Parsons	CEO/Manager
Melanie Poutre	Executive Chef/Kitchen Manager
Janet Schutter	Commercial Exhibits Director
Dave Scovel	Operations Coordinator
Wendy Stein	Finance Director
Allen Williams	Facilities Coordinator
Andrea Wiesenmeyer	Marketing & Partnership Director

These individuals, along with hundreds of seasonal and part-time workers, Fair-time employees, and dedicated volunteers, work together to create the Clay County Fair Association.



Thank you TO OUR MANY FAIR FRIENDS AND PARTNERS FOR SUPPORTING US THROUGH 2020!