

Fairest of the Fair

2020 Door County Annual Report

Mission

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

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

History

At the State level, the Wisconsin Fairest of the Fairs program was designed to select an ambassador for the Wisconsin Association of Fairs, which represents all 76 Wisconsin county, district and state fairs. 2019 marked the 53rd crowning of the Wisconsin Fairest of the Fairs, and due to the pandemic she will remain the State Fairest for 2021.

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

For Door County, the Fairest of Fair was introduced in 2017, with our first Fairest crowned in 2018. It is designed from its parent program from the state, to promote all the facets of the county fair's, with focus to increase participation and knowledge of what our fair is all about while providing leadership skills to the selected Fairest. The Junior Fairest program also kicked off in 2018 and ended due to the lack of time. The Junior Fairest helps the fairest and shares similar duties.

2020-21 Door County Fairest of the Fair

Michaela Guilette is a graduate of Northeast WI Tech College in Early Childhood Education. She is the daughter of Monica and Blaine Guilette. She has been involved in our Fair since she was a baby watching her older siblings exhibit their projects. She is very interested in meeting new people and teach them all the great things the Door County Fair has to offer.



2020 Fairest of the Fair Highlights

- **488 TOTAL HOURS DONATED (283 Coordinator)**
- July 23, 2020 CROWNED THE FAIREST AT THE FAIR
- 17 events for the promotion of the Fair
- 6 radio interviews & Let's Go Door County taping of Coronation/Sponsors
- 7 NEW CORPORATE and 1 FAMILY FARM SPONSOR
- 1 parade: SDFD Pancake and Parade
- PIE EATING CONTEST went LIVE on Facebook for the first time
- Passed out 500 Fair Coloring Contest Flyers in the month of July
- 3 NEW Corporate Collaborations for new events & 2 Artists restore Mural
- 5 NEW Volunteers!
- Presented a summer recap to Fair Board



2020 Program Summary

Revenue \$4,635.63

(Cash Donations = \$375.00)

Expenses \$4,947.18

Scholarships = '20 FOF 1000.00 paid out 500.00

'21 FOF 1000.00, paid out 500.00

Special Thank You to:

Dawn Auguston: Coloring Contest

Vonnie Fercy: Mural Restoration

Carol Hackett: Project Volunteer

Kayla Jennerjohn: Judge

Tim Kowols: Radio Interviews & Judge

Ken Pabich: Judge

Liz Schopf: Judge

Penne Wilson: Plantings with FOF

Laura Vlies Wotachek: Coordinator & Mural Restoration



2021 Projected Work Plan

Targets similar to 2020:

- Increase Fair Sponsors
- Crowning open night of Fair
- Active in Fair Activities
- Pie Eating contest
- Participation at 2 parades
- Community Outreach
 - LIVE FB Event
- State Fair FOF Convention 2022



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

How to Become a Fairest:

Visit us on Facebook!

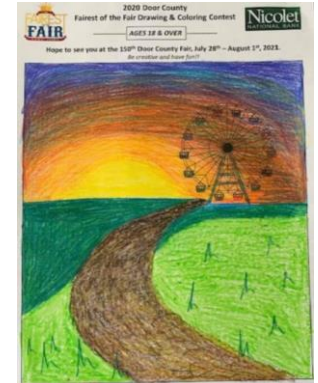
Door County Fairest of the Fair

Formsite.com

Use "application" password to apply!

Future of Program / Needs:

- New coordinator or contract services
- Integrate more with Fair Sponsors
- Marketing earlier in year – Jr Fair Entries
- Website integration w/ Application link



Thank You To Our Sponsors:

