

Fairest of the Fair

2019 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.

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 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 and funding. The junior helps the fairest and shares similar duties.



2019-20 Door County Fairest of the Fair

Katie Guilette is a college student at Bellin, studying radiology. She is the daughter of Monica and Blaine Guilette. She is your current Fairest of the Fair. She has been entering projects into the fair since kindergarten as a Cloverbud and in 2019 she entered herself as a fairest. Even in college, she is still active in various leadership roles in church and student senate.

Claire Olson, a college student studying agriculture and daughter of Richard and Shelly Olson, was crowned 2018 Fairest of the Fair. Her parents part owners and managers of Olson Family Farms with a herd of 60 cows. She was active in 4-H and FFA and continues being active in college with participation in the Agricultural Education Society. She will be representing Door County at the State Fair Convention in January 2020.

2019 Fairest of the Fair Highlights

- **496 TOTAL HOURS DONATED (141 Coordinator)**
- JULY 31, 2019 CROWNED DOOR COUNTY FAIREST AT THE FAIR
- 4 CORPORATE AND 3 FAMILY SPONSORS
- 4 radio interviews, Radio commercial & Facebook Live of Coronation
- 4 parades; Belgian Days, Shanty Days, Baileys Harbor & Egg Harbor
- PIE EATING CONTEST continues
- Passed out 5000 Fair Flyers in the month of July
- FOF logo designed T-Shirts
- FOF present recap to Fair Brd and County Board
- First time a registered Fairest of the Fair from Door County to represent at State competition in 2020.



2019 Budget Summary

Revenue \$2,850.00

Expenses \$4,964.19

(Donations/Gifts= 560.00)

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

Scholarships = '18 FOF 1000.00, paid out 500.00

'18 Jr FOF 250 paid

'19 FOF 1000.00, paid out 500.00



2020 Projected Work Plan

Targets similar to 2019:

- Crowning open night of Fair
- Active in Fair Activities
- Pie eating contest
- Participation at 4 parades
- Community Outreach
 - Radio Interviews
 - Radio Ads
- State Fair FOF Convention



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

Use "application" password to apply!



2020 Planned Budget

Increase Revenue

By soliciting similar organization/business

Through networking, media, shared marketing

To contract long term sponsorship

Grow a reserve

To not depend on individual donation.



Committee Member;

Laura Vlies Wotachek

920-304-2046

Special Mention:

Tim Kowols: Radio, MC & Judge

Tricia Simon: Donor & Judge

Jim Olson: Car, driver and gas

Judges: Heather Lavine, Ken Pabich, Karyn Behling

Future of Program / Needs:

- Leadership; co-coordinator, contract services
- Integrate with Fair Sponsors
- Marketing earlier in year – Jr Fair Entries, Entertainment
- Stronger website integration