

WYOMING State Fair

ENDOWMENT FUND ^{EST.} 2018

A History - A Legacy - A Future

ENDOWMENT MATCH CAMPAIGN

CASE STATEMENT



HISTORY AND OPPORTUNITY

For centuries, agriculture fairs have been the fabric of life in many parts of the world. In the United States, history of the fair circuit is legendary. For years, people have looked forward to fair time: the exhibitors, the exhibits, the entertainment, the food, and so much more!

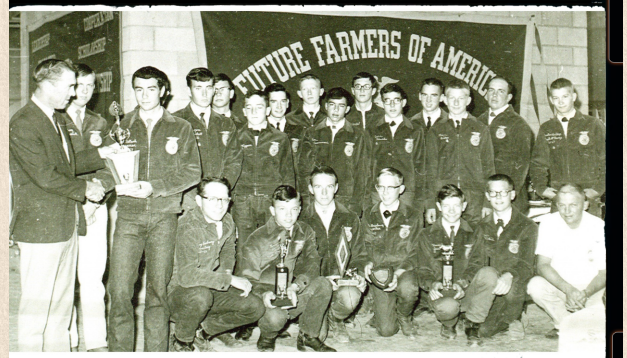
Wyoming is no exception. For 119 years, The Wyoming State Fair has showcased our pride in its heritage of agriculture, industry, youth, entrepreneurs, artists and more. As the largest youth competition in the state, the Wyoming State Fair provides educational experiences and exposure to the agricultural industry.

With the Fair comes the Fairgrounds, 137 acres of facilities that host a variety of events such as vendor shows, exhibitions, rodeos, roping events, and youth activities that positively impact the economy. Having facilities such as the Fairgrounds can be an economical boost to the residents of the county and the State of Wyoming.

A MESSAGE FROM THE DIRECTOR, COURTNY CONKLE



As the epitome of Wyoming's core values of integrity, camaraderie, and a deep connection to agriculture and the western lifestyle, the Wyoming State Fair now stands at a crucial juncture, poised to enter a golden era. Through the Wyoming State Fair Endowment Matching Funds Campaign, with a goal of **\$500,000**, we have a unique opportunity to ensure the fair's vibrant future supporting agriculture, youth, education, and our cherished Western lifestyle. This campaign is more than a fundraising effort; it is a call to action for every one of us to contribute to a legacy that will inspire generations to come. I, Courtney Conkle, invite everyone to join this movement, ensuring that the Wyoming State Fair continues to serve as a symbol of pride and tradition in our state, flourishing for generations to come. Let's unite to celebrate our roots and cultivate a prosperous future for the heart of Wyoming.



Photos courtesy of the Wyoming Pioneer Museum

NEED FOR AN ENDOWMENT CAMPAIGN

As with any organization, sustainability is key. Wyoming State Fair, State Fairgrounds and Event Complex are no exception. Many people rely upon the Fair and the Fairgrounds for education and economic opportunities. The WSF Endowment Fund was created in 2018 to help provide a more stable and consistent funding avenue for the future of the Wyoming State Fairgrounds & Event Complex.

However, creating the WSF Endowment was just the beginning. For the Endowment to truly provide a future of the Wyoming State Fair for generations to come, the fund must continue to grow through donations from donors.

CAMPAIGN GOAL - \$500,000 BY JUNE 1, 2024

The Legislature voted to provide **MATCHING FUNDS** in the amount of **\$500,000** to the Wyoming State Fair Endowment if the WSF Endowment can raise **\$500,000** in private funding before **June 1, 2024**. *All funds must be raised by June 1, 2024 or no matching funds will be given by the Wyoming legislature.*

This is a significant challenge and to ensure we can pursue future support from the legislature, we ask for your help to achieve this match of **\$500,000 in funding by June 1, 2024**.

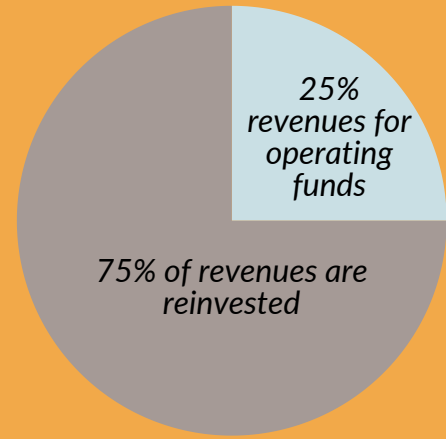
*...the **END GAME IS TO DIVERSIFY** the funding sources for the fair, so the **ENDOWMENT** is one aspect of a larger strategic effort.*

-Doug Miyamoto, Director for the Wyoming Department of Agriculture

\$10 MILLION IN 10 YEARS

The preservation and expansion of our WSF is not only now, but for what our Wyoming families need in the future. The WSF Endowment can offer expansion and growth to the WSF when it will need it most and keep the WSF changing with the times to bring in audiences from far and wide. The support to the WSF Endowment will help us reach our goal of **\$10 Million in 10 Years**, a goal to help the WSF for every generation to come.

Growing the Endowment Through Revenues



One penny of every revenue dollar goes into the endowment to help it grow.

25% of the funds generated go to the Wyoming State Fairgrounds & Event Complex as operating funds and 75% is reinvested into the Endowment to continue building the account.



All donors will be permanently recognized at the the WSF grounds. All donations to the WSF Endowment are tax deductible.

DONOR RECOGNITION CLUBS

Premier - \$100,000+

All-Around - \$50,000 - \$99,999

Champion - \$25,000 - \$49,999

Purple Ribbon - \$5,000 - \$24,999

Blue Ribbon - \$1,000 - \$4,999

Friends - \$250 - \$999

Supporters - \$1 - \$249

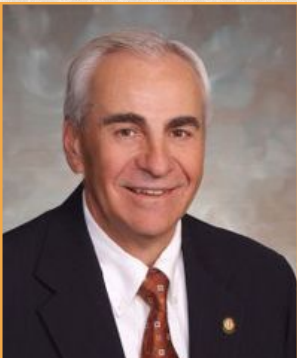


Co-Chair Bob Heykoop

My inspiration and passion is our youth and agriculture. Our future leaders will come from many backgrounds but none better than the young men and women that have been raised with agricultural roots! The training, discipline and experience of raising an animal from a baby to a show ring champion or working long hours on a project, brings a unique pride, sense of accomplishment and a smile to everyone's face. The Wyoming State Fair is the place that makes that all happen. By bringing together the sacrificial efforts of many, from all corners of the state, we get to experience the power of the hard work and dedication invested by our youth and our entire community working together to carry on the heritage!

The ongoing success and rewards of the Wyoming State Fair are vital to Wyoming. Two forces of nature that connect in harmony are kids and animals. Being in touch with animals, and other projects, from the early days, makes a difference in the lives of children.

I am passionate about maintaining and growing our Agriculture roots, traditions, values, and our culture. WSF allows us to focus on the gifts, talents, and energy of our young people. The Wyoming State Fair can, and does, bring families and communities together; and will continue to do so for generations to come.



The State Fair has been a big part of Wyoming for many, many years, and we need to make sure it is properly funded for years to come. An appropriate way to make sure we do that is the Wyoming State Fair Endowment. I have been involved with the Endowment since 2018, and I hope you can become involved too!

- Eli Bebout

The Wyoming State Fair brings out the best in Wyoming's agriculture and youth. Your commitment to the endowment helps assure that the recognition and celebration it brings grows and excels into the future.

Your commitment to the endowment is more than just financial. It is a belief that celebrating Wyoming's youth and agriculture is vital for our state's future and culture. - Jim Wilox



Co-Chair Barbara Dilts





WSF 2023/24 BUDGET*

2023/2024
Operating Budget
\$1,820,000






Types of Expenses:
Awards, Prizes,
Utilities, Personnel,
Supplies, Equipment
and Marketing

2023/2024
Revenues from
Operations
\$1,070,000

Types of Revenues:
Sponsorships, entry
fees, rental revenues,
admission fees
collected,
concessions, and
entertainment
revenues


* Approximate budget

2019 - 2023 BY THE NUMBERS

-  150% increase in admission revenues since 2019
-  40 Facility Improvement projects totaling over \$1.5 million
-  Over 475 event days annually
-  Interim event use revenue growth year over year
-  Sponsorships continue to increase annually

AWARDS & RECOGNITION

-  Courtney Conkle, WSF - Fair Manager of the Year award by Rocky Mountain Assoc. of Fairs
-  PRCA's esteemed title of Mountain States Small Rodeo of the Year for 2023
-  Premium Book - 1st Place at RMAF
-  1st Place: Consumer Education Program - Everyday Ag Food Elements (IAFE)

 WSF Youth Exhibitors donated over 2500 lbs of meat to 23 local anti-hunger agencies

2023 WSF Youth who donated to the Wyoming Hunger Initiative Fair to Fork Program



BY THE NUMBERS

EDUCATIONAL OPPORTUNITIES

Countless individuals in this state attribute some level of their success to the lessons learned through participating in county and state fair activities. These opportunities do not exist without facilities and funds for programming. The WSF Endowment fund will ensure that future generations will continue to experience the Wyoming State Fair!



The Wyoming State Fair has a very special place in my heart! I grew up showing horses and market lambs, and met some of my lifelong friends. I then moved on to playing music for many years all around the fairgrounds. I would say it's where we cut our teeth playing music and started building our career. There's no place like the Wyoming State Fair!!

- Chancey Williams, Country Music Singer and Songwriter

The State Fair has taught me all about dedication and work ethic. Showing at one of the highest levels, seeing yourself succeed, and developing skills that you will use in your future is amazing. The friendships and memories that I have made will last a lifetime. From golf cart adventures to card games in our campers, State Fair will always be one of my summer highlights.

- Lane Boden, State Fair participant



I get excited every year for the Wyoming State Fair not only because it is one of my favorite annual events but because it brings up some of the fondest memories of my childhood when I showed shorthorn cattle. While the months of preparation and diligent work required to present your cattle taught me many valuable lessons that help me run my family ranch, they more importantly instilled a work ethic and set of values that molded me into the person I am today. I wish the best of luck to all of those who are showing this summer and I cannot wait to be there.

- Senator Cynthia Lummis

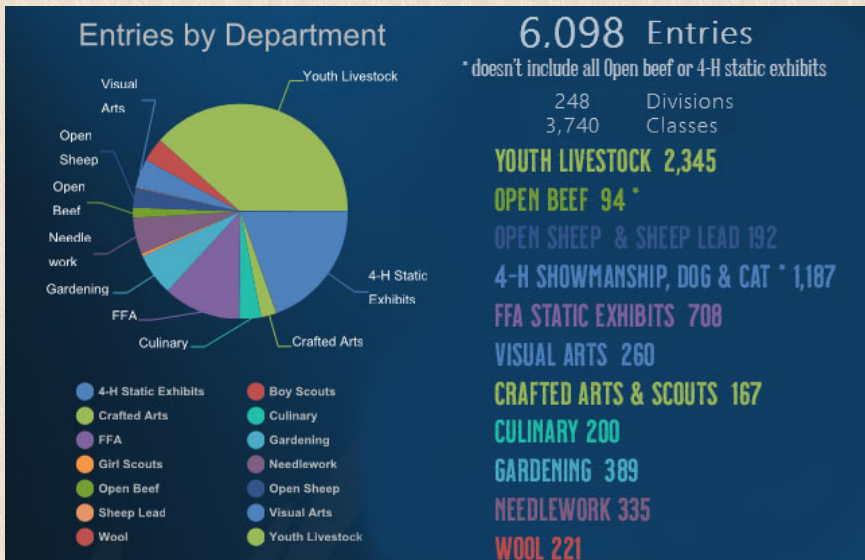


**GIVE SOON!
\$500,000 NEEDED
BY JUNE 1ST!**



McKartee Darr drives her pig "Cookie" towards the judge at the 2023 Wyoming State Fair. McKartee says "I loved meeting new friends and teaching my friends that can't show animals"

2023 WYOMING STATE FAIR NUMBERS



WSF & EVENT COMPLEX - KEY TO STRONGER TOURISM ECONOMY

Wyoming's Office of Tourism is always looking for event space and venues that will increase visitations to the state and drive direct travel spending. More travel in WY results in more destination spending, more jobs and more sales tax revenue. The WSF Endowment will ensure current and future events can be held at the Fairgrounds.



96 VENDORS FROM 17 STATES

EXHIBITORS FROM ALL 23 WYOMING COUNTIES PLUS MONTANA, COLORADO, NEBRASKA, UTAH AND SOUTH DAKOTA.



7,018 4H YOUTH ENROLLED (IN 2023)

1,240 4H VOLUNTEER

'23 TOTAL WY 4-H PROGRAM = 8,258

61 FFA CHAPTERS ACROSS WY

3,968 FFA YOUTH ENROLLED ('23/'24)

2023 ADDED A FEMALE MARKET CLASS IN EACH OF THE 4 MARKET SPECIES (BEEF, SWINE, SHEEP AND GOATS)



ENDOWMENT CAMPAIGN STEERING COMMITTEE

The WSF Endowment Campaign Steering Committee consists of members from all parts of the state, who love the WSF, believe in the value of this pinnacle event, and want to see it grow for the future.

Thank you for meeting with us and we hope you will join us in supporting our effort to create a future legacy for our Wyoming State Fair by donating before **June 1, 2024**.

Bob Heykoop - Co- Chair-Encampment, WY

Barbara Dilts Co- Chair-Cheyenne, WY

Burt Andreen-Casper, WY

Dan Barks-Gillette, WY

DeAnna Brow-Rolling Hills, WY

Galen Chase-Sheridan, WY

Nikki Horton-Riverton, WY

Mantha Phillips-Buffalo, WY

Maureen Percifield-Gillette, WY

Joe Rankin-Douglas, WY

Rindy West, Campaign Advisor

Sarah Stoltenberg, Campaign Assistant

Courtney Conkle, Wyoming State Fair General Manager

Eli Bebout - Honorary Co - Chairman-Riverton, WY

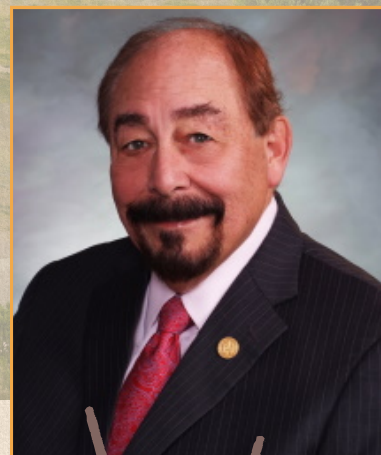
Jim Willox - Honorary Liaison to the Converse County

Commissioners-Douglas, WY

I've always been a state and county fair supporter with good memories of attending and participating in 4H activities. I feel strongly that it's about family, it's about community and it's about funding sustainability, setting up our fair to be sustained and successful for the next 100 years. I'm proud of this endowment and the bipartisan, almost unanimous support, it has received.

This does not happen without tremendous work to get it to this point

-Representative Bill Henderson



WYOMING STATE FAIR BOARD OF DIRECTORS

Shawn Steffan - Chairman- Riverton, WY

Diane Shoher-Cheyenne, WY

Steve Price-Cheyenne, WY

Laurie Boner-Glenrock, WY

Jill Tregemba-Cheyenne, WY

Nick Neylon-Cheyenne, WY

Dan Barks-Gillette, WY

Diana Berger-Saratoga, WY

Joe Bridges-Powell, WY

Amanda Marney-Laramie, WY

Doug Miyamoto, Director - Cheyenne, WY

Governor Mark Gordon, ex officio member

WYOMING STATE FAIR STAFF

Courtney Conkle - General Manager

Kota Provence - Marketing & Comm.

Devin Finson - Vendor Coordinator

Sara Doyle - Exhibits Coordinator

AJ Deines - Operations Supervisor

Frank Gorsuch - Operations

Chris Becher - Operations

Rindy West - Development Director

Sarah Stoltenberg - Development Assistant

**GIVE SOON!
\$500,000 NEEDED
BY JUNE 1ST!**

WE NEED YOUR HELP NOW!

Help spread the word so we can meet our campaign goal of **\$500,000 by June 1, 2024**. For more information, contact Rindy West at (307) 751-3430, rindy.west@wyo.gov or visit www.wystatefair.com/endowment.



WYSTATEFAIR



WWW.WYSTATEFAIR.COM/ENDOWMENT



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