

## 2017 Wyoming State Fair Board White Paper

Senate File 0045: State fair board-2

**Issue:** *The Wyoming Joint Agriculture, State and Public Lands & Water Resources Committee is sponsoring a bill amending the Wyoming State Fair Advisory Board structure and scope of authority. This bill could help bring in new perspectives and expertise to marketing the Wyoming State Fair campus during non-fair time and potentially increase non-fair income to help fund and support State Fair into the future, reducing the need for general fund appropriation.*

1. WVATA recognizes the need to identify new and diverse income streams through better utilization of the Wyoming State Fair campus. We support efforts to connect the Wyoming State Fair with state leaders in agriculture, business, tourism, parks, and cultural resources. Our hope is that by identifying and securing new revenue sources, the Wyoming State Fair campus, and thereby the Wyoming State Fair, can become more self-sustaining in the future.
2. WVATA, Wyoming FFA and 4-H value the long-time commitment and accomplishments of the Wyoming State Fair Advisory board and its many members over the years. The advisory board members play a critical role in connecting the agriculture industry with what happens at the Wyoming State Fair. But we recognize that in order to grow the Wyoming State Fair into a premier event, new ideas and a new marketing model is needed. WVATA supports the proposed changes to the State Fair board structure and scope of authority. We also support the creation of the subcommittee to plan and conduct the Wyoming State Fair. We believe this subcommittee will help fill the role currently played by Wyoming State Fair Advisory board members.
3. WVATA believes the restructuring of the State Fair Board will provide Wyoming FFA and 4-H a stronger voice in the decision-making process of State Fair. Through their State Fair board representatives, our youth organizations will have a direct say in setting and enforcing policy for State Fair, including issues directly affecting the quality of the youth competitions, such as superintendents, judges, show offerings, fees, etc.
4. WVATA, Wyoming FFA and 4-H are committed to maintaining a working partnership with the Wyoming Department of Agriculture. The Wyoming Department of Agriculture will continue to be an important part in promoting and hosting the Wyoming State Fair. The WVATA would support the addition of a Wyoming Department of Agriculture employee, in addition to the State Fair Director, on the revised State Fair Board.
5. The WVATA, Wyoming FFA and 4-H remain committed to working cooperatively with the new leadership of the State Fair Board to help advance the revenue generating potential of the State Fair campus. The WVATA believes the proposed Joint Agriculture bill will provide the State Fair Board with more flexibility to improve the State Fair.

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