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KANSAS STATE FAIR

AGENCY MISSION:

To promote and showcase Kansas agriculture, industry, and culture; create opportunities for commercial activity; and provide an educational and entertaining experience that is the pride of all Kansans.

AGENCY PHILOSOPHY:

Kansas State Fair (KSF) will treat all patrons attending the Kansas State Fair and Fairgrounds events as guests, deserving an attitude of respect and a level of service beyond that of a valued customer.

We will build relationships with exhibitors, concessionaires, service providers and each other to forge synergistic business partnerships in hosting our guests.

We will use our resources wisely to manage and invest in the public's physical assets and provide programs that generate revenues to support the agency.

PROGRAMS ESTABLISHED TO ASSIST WITH AGENCY MISSION:

- Operations
- Maintenance
- Capital Improvements

STATUTORY HISTORY:

In 1913, the Kansas Legislature declared the "Official" Kansas State Fair be located on 112 acres in Hutchinson that was donated by the citizens of Reno County and was authorized by K.S.A. #2-201 through 2-205. K.S.A. #74-520 through 74-525 designated the Kansas State Fair Board as the responsible body to organize and present the annual State Fair.

On May 1, 1994, K.S.A. 74-520 and 74-521, 74-523 and 74-524 were amended by Senate Substitute for House Bill No. 2569 and a new Fair Board was established effective March 15, 1995. The Fair Board composition was amended in the 2011 Legislative session with the elimination of the Kansas Technology Enterprise Corporation (KTEC) position, replacing it with an additional at-large appointment.

The Kansas State Fair board consists of the following thirteen members:

- The Secretary of Agriculture, or his/her designee
- The Secretary of Commerce, or his/her designee
- The Director of Extension of Kansas State University of Agriculture and Applied Science, or his/her designee

- One person that represents the Kansas Chamber of Commerce and Industry
- One person that represents the Travel Industry Association of Kansas
- One person that represents the Kansas Fairs and Festivals Association
- One representative appointed by the Governor's Office from each of the five K-State Research and Extension Districts in Kansas
- Two from the state at-large

AGENCY INFORMATION:

The Kansas State Fairgrounds, located in Hutchinson (Reno County), is comprised of approximately 280 acres with 75 buildings and nearly 24 acres under roofs. The State Fair is the state's largest single event and typically attracts more than 330,000 people annually, plus an estimated 200,000 people to the more than 600 non-Fair events held throughout the year. The Kansas State Fair has a considerable economic impact on the State of Kansas. It is the only major statewide commercial event sponsored by the State of Kansas to encourage an increase in the State's economic condition, without direct tax-dollar funding. The State Fair is an extremely important event used to promote State governmental services, the State's economic development, the State's educational facilities; and, more importantly, to encourage the people of Kansas in their competitive interests. Travel and tourism events and attractions are also given an opportunity to showcase themselves on a statewide platform. The Fair is one of the lowest-cost, most comprehensive contact opportunities that exhibitors can avail themselves of each year. The Kansas State Fair continues to have the distinction of not only being a traditional agricultural Fair, but an important marketing vehicle for Kansas commerce and industry, as well as several national products and services. In 2026, the Kansas State Fair had an attendance of over 330,924 individuals, which was an increase of nearly 10% from 2025.

National and Regional Events Hosted	
Angus Futurity Show	2020, 2022, 2023, 2024, 2025, 2026
Boy Scout Encampment Convention	2008, 2013, 2018
Bravo Dance Competition	2020, 2021, 2022
Braunvieh Junior Nationals	2023
Central Plains Rodeo Association (CPRA)	2015
Cushman Club National Convention	2006, 2011, 2017
ESSDACK Career Expo	2022, 2023, 2024, 2025, 2026
Family Motorcoach Association International Convention	2002, 2019
FMCA 6 State Rally	2021
Heavy Duty Truck Rally	Annually since 2018
Hutchinson Grand Nationals Auto Racing	Annually since 1957 ending in 2023
IAFE Zone 5 Convention	1998, 2008
Kansas Archery in the Schools	Annually since 2020
Kansas Christian Motorcyclist Association	2013, 2014, 2015

Kansas Classic Cattle Show	2017 - 2023
Kansas Junior Livestock Show (KJLS)	Annually since 2015
Kansas State Beef Expo	Annually since 2004
Mennonite Central Committee Relief Sale	Annually since 1970
NACI Comic Con	2024, 2025
National African American RV Association (NAARVA)	2017, 2023
National Brangus Show	2018
National Junior Red Angus Show	2012, 2013, 2018
National Llama Show	2017, 2018
Salt City Racing	2024, 2025, 2026
Smallville Comic Con	Annually since 2015 ending in 2023
Star Expo – Kansas Ag Expo (March 30 – April 1, 2023)	2023, 2024
State Good Sam RV Samboree	Annually since 1997
Vintage World Market	2017, 2018, 2021

Each of these events has had or will have a significant economic impact locally, regionally, and potentially on the State.

The Fair operates with three programs: Operations, Maintenance and Capital Improvements with 27 full-time employees, when fully staffed. These employees are supplemented with approximately 600 seasonal part-time and temporary employees, in addition to contracting electricians and plumbers, as well as resident labor from Hutchinson Correctional Facility.

OPERATIONS PROGRAM:

The principal purpose of the Operations Program is to support the annual Kansas State Fair and the Non-Fair program. The Operations Program of the Kansas State Fair has the following sub-programs: Administration, Fair Week Activities, Youth Programs, Competitive Exhibits, and Non-Fair Events.

Administration is responsible for management and oversight of fiscal, human resources, advertising and marketing, and utilities as efficiently and effectively as possible.

Fair Week activities are specifically related to the ten days of the annual Kansas State Fair, including outreach, such as sponsorships with industry partners, and management of commercial exhibits.

Youth Programs encompass coordinated efforts with Kansas 4-H, Kansas FFA, Boy Scouts, Girl Scouts, Kansas schools, colleges, and universities, and the general-public.

Competitive Exhibits creates and facilitates contests for participation to highlight and showcase agriculture, floriculture, horticulture, foods and cooking, clothing and textiles, livestock, equine, fine arts, professional arts, etc.

Non-Fair Events manages use of the 280 acres outside the ten days of the annual State Fair through receipts from facility rentals and hosting of events locally, regionally, nationally, and internationally.

The annual Kansas State Fair generates approximately 90% of the total agency receipts.

AGENCY-WIDE OVERVIEW

CURRENT YEAR: Attendance at the 2026 Kansas State Fair was measured at 330,924. 2026 was the eighth year of digital ticketing, allowing ticket validation, actual counts at the admission gates, and better financial accountability.

SB 2, passed in the 2022 legislative session, allowing consumption of beer, wine or other alcoholic liquor on the Kansas State Fairgrounds; increasing the number of temporary permits an applicant may receive from four to twelve permits per year; limiting what cities, counties or townships may charge for a temporary permit to not more than $25 per day; crediting a portion of moneys collected from the liquor drink tax and the liquor enforcement tax to the state Fair capital improvements fund; requiring that licensed farm wineries be issued a cereal malt beverage retailer license if the statutory requirements for such retailer license are satisfied; authorizing retail liquor stores to sell and deliver alcoholic liquor and cereal malt beverages to a caterer, public venue, club or drinking establishment located in any adjacent county any county with a comer located within two miles measured along the adjacent county boundary; Increasing the percentage of alcohol by volume allowed to not more than 16% for domestic table wine and the domestic fortified wine threshold to more than 16% alcohol by volume.

SB 415, passed in the 2018 legislative session, was designed to create a reliable funding stream to take care of needed Capital Improvements on the Fairgrounds complex by allowing the Kansas State Fair to deposit all state sales tax revenues from sales on property into the State Fair Capital Improvement fund. For the previous three fiscal years (FY24 - FY26), $433,259, $595,344, and $448,033 respectively, deposited into the state Fair capital improvement fund from the sales tax revenue collection.

Additionally, 85-90% of the budgeted resources are generated during the 10-day period of the Kansas State Fair in September.

Current and Budget Years - Allocated Resource Budget

Changing demographics and trends make it essential the Kansas State Fair continue to evaluate and modify the Fair and non-Fair events to attract visitors to the Fair and the Fair Campus throughout the year. The Fair Board and Staff continually look at modifications to current programs and services and implementation of new programs to fulfill the mission of the Kansas State Fair. A variety of programs have been created and modified over the years to accomplish that goal and keep the Fair relevant in a changing society.

Relevant activities, programs and well-kept facilities are essential to providing the resources for the State Fair Fee Fund. A brief overview of some of the current programs offered are:

CHILDREN'S SERVICES

Annually children and families continue to be served by providing competitive opportunities, including School Art, Marching Band Competition, Scholastic Press Corps and Collegiate and High School

Photography. Many other educational choices offered by Kansas' Largest Classroom are the Passport to the Fair, a Scavenger Hunt, Agri land, Ferris Wheel ABC, Math-On-A-Stick, Milking Parlor, educational Birthing Center, Moo U barn tours, Debate and Forensic Showcases, Dr. Goddard's Lab, Construction Careers Alliance of Kansas, Basics of Electricity and Electrical Safety demonstrations, and the Education Center that provides hands-on crafts and science activities for kids of all ages and boosts a new, interactive beef and dairy display.

In 2025, the Fair also held its 26th selection of champions for those youth entering The Grand Drive, the state's premier and largest youth livestock show for Kansas 4-H and FFA youth. This event has grown with each year and serves as a building block for youth leadership to become our work force, not only in agriculture, but in all facets of industry.

All the children and family services are funded through the State Fair Fee Fund, cash and prize sponsorships and in-kind donations. Much of the labor is via volunteers. There are numerous opportunities to exhibit through 4-H, FFA, Boy Scout and Girl Scout departments. In addition, many competitive exhibit open class departments offer special classes for youth exhibitors. The expenditures for these special services are accounted for in the operations section of the State Fair Fee Fund budget.

EDUCATIONAL FIELD TRIPS

The "Kansas' Largest Classroom" program began in 1991 with a mission to "promote the educational opportunities of the Kansas State Fair and to aid in securing and organizing educational programs to engage students and assist teachers in planning and organizing educational field trips to the Kansas State Fair." School field trips are very popular during the weekdays of the Fair. In 2026, 107 Kansas schools with a total of over 2,900 students officially registered for a field trip at the Fair. A discounted ticket is offered to students with an adult getting in free for every four tickets purchased. To help count student attendance, the groups enter through the Little Red School House. Prior to arriving, teachers can find an Educator's Guide, fieldtrip day hints, curriculum to match activities, and printables on the Kansas State Fair website. Monday is "Dillons Day," with several groups coming in any gate, making it difficult to know the exact number of students attending that day.

MARCHING BANDS

Marching bands have historically been an integral part of the Kansas State Fair. In previous years, most bands marched in downtown Hutchinson and then attended the Fair for the day. Marching downtown was costly for the City of Hutchinson and a logistical problem for the schools. Since 2019, the marching bands have been instead displaying their skills throughout the Fairgrounds . Starting at Gate 9 and winding through the grounds, with a stop at The People's Bank and Trust Arena, before heading out Gate 8. The Kansas State Fair Marching Band Program is an approved event by the Kansas State High School Activities Association. This is competitive marching and performing, and the bands receive rosettes, banners, and rankings for their participation. There were 97 bands that participated in the 2025 Kansas State Fair.

4-H

The 4-H program at the Kansas State Fair represents the culmination of 4-H activities for the year. Contestants earn the privilege to exhibit and participate in the State Fair by qualifying through county, district, or other competitive events or by approval by the local K-State Research and Extension Office. State Fair activities include most project exhibits, several judging contests, demonstrations, illustrated talks, plus wheat variety test plot displays and other current educational activities.

By providing the opportunity for the statewide show to be held at the Kansas State Fair, the Fair is demonstrating its continued support for the youth of Kansas. 4-H is a unique organization for youth participation that encourages the teaching of life skills and personal development. The knowledge and confidence gained by youth through 4-H participation will help them succeed in life. Expenditures for 4H include printing, hotel needs, judges' costs, and awards.

FFA AG MECHANICS PROGRAM

The FFA program is active in many high schools in Kansas. School class projects include agricultural mechanics and livestock projects. The Ag Mechanics and Agriculture Education Exhibits are displayed at the Kansas State Fair. FFA Ag Mechanics and Ag Education information is not available at the time of submission due to budget deadline and the ending of the 2026 Fair. Expenditures for FFA include printing, hotel needs, judges' costs, and awards.

FFA/4H	2025	2026	Percentage Change
FFA Exhibits	1042	1,035	-0.01%
FFA Exhibitors	679		
4H	6,697	6,387	-4.63%
TOTALS	**8,418**		

THE GRAND DRIVE

The Kansas State Fair recognizes the best of the state's premier youth through the Grand Drive Livestock Show. The Champions and Reserve Champions of the various beef, sheep, swine, and meat goat breed winners compete to become the overall Grand Champion and Reserve Grand Champion for their species. Because Kansas is typically recognized for being a leading livestock-producing state, a committee was formed to raise money, which would increase premiums given to overall species champions shown at the Fair and to hold a Grand Drive and Gala event showcasing these animals. The first Grand Drive was held in 2000. The 4-H show and FFA livestock show (beef, sheep, swine, and meat goats) are combined into one show. Expenditures for these combined shows are shown separately from the 4-H Program and the FFA Program. The numbers for youth and animal entries are not available at the time of submission due to budget deadline and the ending of the 2026 Fair. Expenditures for this program include salaries for building supervisors and clerks, ribbons, plaques and other awards, printing of show books, check-in cards, and other miscellaneous printing costs, judges' fees and travel expenses, office supplies, meals for volunteers who help with the program, plus the largest expenditure, which is for prize money paid.

ENCAMPMENT DORMITORY

The Encampment dormitory was built in 1934 and served as a home to POWs in World War II. During previous Fairs, the dormitory provided reasonable lodging for 4-H and FFA youths, their leaders, and parents, if space was available. At the 2018 Fair, 533 bed spaces were filled. The cost per bed, per night, is $15. However, for the 2019 Fair, 296 paid guests and 52 free guests utilized the facility for a total revenue of $4,400. Due to decrease in use and the deteriorating conditions of the dormitory facilities, including the restrooms/shower facilities, the dormitories were closed after the 2019 Fair. Conversations began in 2021 to convert these dormitories into conference-style rooms that could be utilized year-round for meeting space. The Kansas State Fair continues to work with SKILLS USA who is currently trying to raise all funds to convert these facilities, in turn, increasing the possibility for non-Fair revenue in this area. No work will begin until all funds are secured by SKILLS USA to start work on renovation. Requests are still being made by 4H and FFA families to revive the usage of these facilities as dormitories to create a low-cost housing opportunity during the annual Kansas State Fair and other non-Fair events. However, the cost of making these improvements is extremely high and is not a high priority on the Capital Improvements list.

SCOUT PROGRAMS

The Kansas State Fair has been supportive of the Boy and Girl Scouts in the past. In 2024, the Scouts (Boy and Girl) entered 183 exhibits. In addition to ribbons and division premiums, ten sweepstakes winners received additional premiums. Beginning in 2025, the Scouts no longer compete in a separate department but are encouraged to complete in the other departments of open and youth categories.

KANSAS SENIOR CITIZENS

The Kansas State Fair encourages seniors to enter and compete within their own peer group. We have competitions for persons 65-74 and 75 and over. The numbers for the senior citizen entries is not available at the time of submission due to budget deadline and the ending of the 2026 Fair. Please note that many seniors enter non-age-related classifications.

OPEN CLASS

The Open Class (Static) information is not available at the time of submission due to budget deadline and the end of the 2026 Fair. The Competition Department have plans for community outreach and encouragement for individuals who enter 4H, Scouts and FFA to also enter Open Classes.

STATIC Open Class	2024	2025	2026	Percentage (+/-)
Foods	588	556		-5.5%
Floriculture	287	398		38.7%
Fine Arts	1242	1457		17.3%
Clothing/Textile	614	641		4.4%
Boy & Girl Scouts	231	185		-20.0%
Ag	806	952		18.1%
Pro Arts	139	108		-22.3%
Totals	**3907**	**4297**		**10.0%**

FAIR WEEK ACTIVITIES

Almost everything connected with the Fair is designed to educate, entertain, or provide services for the family. This includes activities such as the free stage, grandstand entertainment, the petting zoo, the pig races, and, of course, all the commercial exhibits and food. The Fair was always intended to be and is truly a family event. The largest event that draws many children participants is the Pedal Pull competition, which has over 700 children between the ages of 4 and 12 participating.

KANSAS GROUPS WITH DISABILITIES

A special effort is made to invite groups with disabilities to attend and participate in the Kansas State Fair. Any group, children, and adults with mental and/or physical disabilities is encouraged to attend and take advantage of a special-priced ticket. The KSF waives the fee for those individuals involved with groups who contact the Fair office. There are special competitions available for disabled Kansans. The 2025 Kansas State Fair saw disabled individuals provide 249 exhibits. In addition, The Fair offers a Special Olympics event that had 35 athletes, and 62 youth coaches participate in 2025.

MAINTENANCE PROGRAM:

The purpose of the Maintenance Program is to maintain the total physical plant, equipment, and grounds. The State Fairgrounds is utilized to host the annual Kansas State Fair and as a venue for about 600 non-Fair events throughout the year, totaling over 1,400 event days. While the State Fair is considered a small agency regarding numbers of full-time employees, it is one of the larger agencies in the State of Kansas when judged by its physical plant, equipment, and the number of annual visitors. The 280-acre campus required maintenance and upkeep is significant, utilizing volumes of parts and paint. Below is a listing of just some of the assets requiring attention and on a regular basis:

- Rest Room fixtures

  384 toilets / 225 sinks / 138 urinals / 82 showers

- Fire Control / Alarm Systems

  12 Dry Pipe Systems / 5 wet pipe systems / 2 Alarm only systems

- HVAC Systems

  24 ground mount units / 28 roof top units / 6 mini-split units (all are AC & Heat)

  18 large wall mounted ventilators / 26 roof mounted ventilators

  12 make-up air / heat only units

  Unknown amount of air freshener fans, roughly one for every rest room

- Vehicles & Equipment

  5 Pick-ups / 2 vans / 6 Mini trucks / 1 SUV / 2 Dump trucks / 4 tractors / 2 skid steers / 1 telehandler / 1 portable generator

- Overhead roll-up Doors

  23 power operated / 6 manual (two are fire doors)

- Entrance Pedestrian Doors

  34 button operated handicap doors / 38 glass double-hung doors / 43 glass or steel single hung

- Grounds Maintenance

  Approximately 230 mowed acres

  Approximately 4.5 miles of asphalt/concrete roadways and sidewalks

  761 swine pens

  500-head capacity cattle barn with outside tie-out panels

  Perimeter fences and gates for the Fairgrounds

  211 full hook-up RV park, open and operational 365 days/year

To present quality programs and events, it is mandatory that operational funds - the revenues generated through this Agency's ticket sales, privilege and percentage agreements, and rentals - remain strong. It needs to be emphasized that the State Fair Fee Fund should continue to be designated "No-Limit," as this fund is generated through fees. This Agency operates on the principal that funds cannot be budgeted or spent where sufficient receipts do not support a program. A review of this Agency's budget over decades of history will verify that this agency is fiscally responsible with its expenditures. A "No-Limit" designation of its expenditure allows for flexibility to respond to diverse influences that are inherent in any business operation. While the agency has always been respectful of its “No-Limit” fee fund designation, this is critical when weather or other significant factors impact revenue generating abilities beyond the capacity of the agency, i.e., it was in 2001 that Fair revenues dipped critically due to its timing of the 9-11 disaster, which created a significant negative impact on Fair attendance. This also happened with the COVID Pandemic causing the Kansas State Fair Board to cancel the Fair in 2020. This was a major devastation to the bottom line.

CAPITOL IMPROVEMENTS PROGRAM:

The purpose of the Capital Improvements Program is for upkeep and condition of the Fairgrounds and its structures. Attractive, well-maintained facilities and a functional infrastructure are imperative to a successful Fair and increased utilization of the facilities for non-Fair events. With the passage of SB 415 during the 2018 legislative session, it is hoped a reliable funding stream will help meet the infrastructure needs of the Fair.

Actual Position Data, as of June 30, 2026:

When fully staffed, KSF has 28 full-time employees, one (1) part-time employee and approx. 600 Fair-time employees. The actual FTE data for 2026 is as follows:

Program	FTE Positions (as of 6/30/2026)	Classification
Administration	16	Unclassified
Maintenance / Facilities	12	Unclassified

FY ADJ. 27 / FY 28 RESOURCE ESTIMATE:

STATE FAIR FEE FUND

The State Fair Fee Fund was established under the authority of K.S.A. 2-205. All receipts collected are deposited in a local bank account, then transferred to the State Treasurer. Receipts are distributed between the source codes as shown in this document. The goal is to maintain a $250,000 balance in the local bank. Naturally there are times it exceeds $250,000 and there are also times the balance falls below $250,000.

Revenue Code 420400, Clerical Services - Receipts in this source code are generated entirely through the Kansas State Fair Competitive Exhibit department and only in connection with Fair Week. Receipts are the result of the following: Entry fees, stall fees, registration fees, office fees and late entry fees.

Fees are set and approved by the State Fair Board. Efforts are made to keep fees in line with surrounding state Fairs, and state or local facilities.

Admissions for the State Fair fall into three categories: 1) admissions to the outside gate (420710); 2) admissions to the grandstand shows and track events (420730); and 3) admissions to special attractions (420790).

Revenue Code 420710, Admissions to Fairground - Expected revenues are listed below. Revenues for a particular Fair are collected over the course of two fiscal years, as tickets are sold primarily in the summer leading up to the event and at the event itself.

Revenue Code 420730, Grandstand Admission - This revenue code during the Fair includes admissions to concerts, demolition derby, truck and tractor pull, and other related stage and track events. Prices range from approximately $15 to $125 for select seats at any given concert.

Revenue Code 420790, Other Admissions – This revenue code includes admissions/tickets to special events and/or attractions held on the Fairgrounds. The primary event ticketed in this account is the Grand Drive Gala held during the Kansas State Fair.

Additionally, the Fair board and staff continue to review the philosophy and strategy of Fair Week entertainment in the Grandstand. New venues across Kansas and the Midwest have made it more challenging to book popular entertainment in the Grandstand, as well as the outdoor amphitheater makes weather an always-possible threat.

Revenue Code 422900, Other Commodities – This revenue code includes both livestock bedding and feed that is reimbursed to the Kansas State Fairgrounds by exhibitors purchasing those items. Some rental packages include a limited supply of either feed, chips, etc., but this account code is utilized for the additional sale of livestock bedding and feed.

Revenue Code 430230, Interest Agency Bank Accounts – This revenue code includes revenue earned from interest-bearing accounts of the agency.

Resource Code 431200, Rental of Buildings and Facilities - This resource code is the primary depository of the Non-Fair Days Events revenues. It includes rental of facilities on the Fairgrounds, ranging from storage of boats, campers, etc., to the rental of exhibit buildings and livestock facilities.

The facilities are rented for a large variety of events, including car shows, flea markets, horse shows, livestock shows, sales, auctions, wedding receptions, family reunions, meetings, farm machinery sales, arts and crafts shows, garage sales, RV rallies, and company picnics.

The rental of facilities contributes to revenues in other source codes, such as concession percentage fees, camping fees, and the sale of other commodities (feed, bedding, etc.). The Facility Rental Coordinator's goal is to generate revenues through the promotion of the Fairground's facilities. These revenues help to maintain the facilities and help underwrite costs associated with the annual State Fair.

The non-Fair usage of the Fairgrounds has increased dramatically in the past 20 years and continues to be an important revenue source for the agency. In calendar year 1986, there were just 24 events on the Fairgrounds, and this number has grown to over 122 events and 254 event days in FY 26, which is down from recent fiscal years.

Source Code 431300, Space Rental Commercial Sales - This revenue code is rental revenue collected from all commercial exhibitors, primarily during the Fair. Also included in this revenue code are percentages collected from concessionaires such as the food concessions, other non-food percentages, entertainer souvenir sales, and percentages from the carnival rides.

The percentage paid by the carnival operator is governed by a multi-year contract. This contract calls for the Fair to receive 38% of gross receipts, after taxes, on all rides.

All food and drink concessionaires at the Kansas State Fair pay a percentage of their gross sales, less sales tax. Percentage fees collected from food concessionaires for the 2026 Fair is not available at the time of submission due to budget deadline and the ending of the 2026 Fair. These are actual figures for the Fair. Fees are collected in two different fiscal years, the first half in the prior year and the second half in the current fiscal year.

Outside of Fair time, all food concession stands that sell at a non-Fair event on the Fairgrounds must pay the Kansas State Fair a percentage of gross sales, after the deduction for sales tax.

This fee ranges from 15%-35% depending on location of the stand and the menu (those selling cereal malt beverages or wine are subject to a higher percentage).

The current food concessionaire percentage schedule is as follows:

ITEM	**Percentage to Fair, after-sales tax deduction**
KSF Railroad	15%
Building Owned by the Fair	18%
Temporary Outdoor Buildings	18%
Concession Trailer	18%
Cottonwood Court	19%
Alcohol	30%
Old Mill	35%
Other	20%

Revenue Code 431900, Other Rents and Royalties - This revenue code includes fees collected for parking, campground fees, permits, and golf carts, and are generated during the annual Kansas State Fair. During the Non-Fair period receipts are exclusively from camping fees. Recreational vehicles pay a camping fee per night for space used.

Revenue Code 441010, All Other Operating Grants - This revenue code is entirely dedicated to sponsorships paid directly to the Kansas State Fair. The Kansas State Fair has a long and proud history with many local and regional businesses that see a positive benefit and impact of being able to sponsor and exhibit at the Fair. Additionally, the Fair receives many other sponsorships that are not reflected as receipts due to an in-kind donation of time, service, or equipment. An example of this would be equipment provided for use during the Fair for operation of the Live Animal Birthing Center for the ten days of the Fair. The Kansas State University College of Veterinary Medicine and Kansas Pork Association sponsors this special and highly visited attraction.

Revenue Code 459090, Other Miscellaneous Revenue - Other Miscellaneous Revenue includes a minor competitive handling fee, as well as table and chair rentals for events held at the Fair complex.

Revenue Code 462100, Estate Recovery Program - This revenue code is utilized primarily to deposit and track any outstanding receivables collected through the state recovery program.

Revenue Code 462110, Recovery of Current FY Expenses - Recovery of expenditures includes recovery of gas and electric usage by commercial exhibitors, postage and handling fees on ticket orders, feed, straw, and wood chips sold during the Fair, reimbursements on printing costs, and other miscellaneous reimbursements.

Revenue Code 469090, Other Nonrevenue Receipts - The Kansas State Fair has a long-standing partnership with the Hutchinson Community Foundation to administer and maintain an account on behalf of the Kansas State Fair. This account is utilized as a tax-sheltered account, of which payments are then transferred to the state treasury upon request. Items that might be included in revenue code 469090 include Grand Drive transfers for reimbursement of expenditures related to the Grand Drive or other projects completed at the behest of a donor.

Revenue Code 766020, Operating Transfers Out - This revenue code is utilized to show the Fair's contribution/ transfer from the State Fair Fee Fund to the Capital Improvements Fund, as established in K.S.A. 2-223. The agency's goal is to maintain a balance forward of at least $100,000. The agency's transfer to the State Fair Capital Improvements Fund may be adjusted to accomplish this goal. While a transfer of $300,000 is a struggle due to the uncertainty of the fee fund balance, the transfer was completed in FY 24 and FY 25. K.S.A. 2-223 does not currently require a transfer in FY 26 however, $300,000 has been budgeted for transfer in FY 27 and FY 28.

STATE FAIR FEE FUND

State Fair Fee Fund, Actuals and Estimate: FY24 – FY28

REVENUE DESCRIPTION	ACCOUNT CODE	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Budget	Adjustments (+/-)	FY27 Adj. Budget	FY28 Budget
Clerical Services	420400	197,386	212,589	214,530	204,800	5,200	210,000	215,250
Admissions to Fairgrounds	420710	472,900	462,082	425,974	614,400		614,400	929,760
Admissions to Plays & Concerts	420730	2,564,109	2,950,838	2,648,478	3,072,000	(100,000)	2,972,000	3,046,300
Other Admissions	420790	8,512	10,271	8,808	10,240		10,240	10,496
Non-Occupational License, Permit, & Regist	421190	22,286	2,633	12,611	25,600	(10,000)	15,600	15,990
Other Commodities	422900	42,655	39,072	36,433	46,080	(5,000)	41,080	42,107
Int Agency Bank Accounts	420230	75	140	115	77		77	79
Rent Real Estate (non-fair)	431200	457,954	518,143	730,467	552,960	15,000	567,960	582,159
Rent Halls & Rooms	431300	524,397	340,354	873,863	716,800	(130,000)	586,800	601,470
Other Rents & Royalties	431900	1,672,794	1,598,503	1,788,355	1,740,800	-	1,740,800	1,784,320
All Other Opeations (Sponsorships)	441010	1,034,055	935,185	974,616	1,024,000	-	1,024,000	1,049,600
Other Miscellaneous Revenue	459090	29,440	26,198	25,319	30,720	-	30,720	31,488
Estate Recovery	462100	15	-	52	-	-	-	-
Recovery of Current	462110	228,547	368,285	259,238	358,400	(50,000)	308,400	316,110
Other Reimbursement & Refunds	462900	1,203	1,369	1,488	-	1,200	1,200	1,230
Other Non-Revenue Receipts	469090	-	235,000	-	-	-	-	-
Operating Transsfers Out	766020	(300,000)	(300,000)	-	(300,000)		(300,000)	(300,000)
FEE FUND TOTAL		**6,956,327**	**7,400,662**	**8,000,347**	**8,096,877**	**(273,600)**	**7,823,277**	**8,326,359**

STATE FAIR CAPITAL IMPROVEMENT FUND

The State Fair Capital Improvement Fund was established under the authority of K.S.A. 2-223. All receipts collected are deposited in the state treasury and used for "the payment of capital improvements and maintenance of the state Fairgrounds and the payment of capital improvement obligations that have been financed."

State Fair Capital Improvement Fund, Actuals and Estimate: FY24 – FY28

REVENUE DESCRIPTION	ACCOUNT CODE	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Budget	Adjustments (+/-)	FY27 Adj. Budget	FY28 Budget
State Sales Tax	412100	433,259	595,344	448,033	614,400	(114,400)	500,000	512,500
Consumers Compensating Use Tax	412110	37	-	10	-	-	-	-
Retailer's Compensating Use Tax	412120	15,105	2,289	80	3,072	-	3,072	3,149
Liquor - Caterer or Drinking Establishment	412423	39,958	71,260	58,484	73,728	(15,000)	58,728	60,196
Average Daily Balance	430150	35,916	51,053	49,884	51,200	(6,000)	45,200	46,330
Recovery of Current FY Expenditures	462110	-	-		-	-	-	-
Operating Transfers In	766010	300,000	300,000	-	300,000	-	300,000	300,000
CAPITAL IMPROVEMENT FUND TOTAL		**824,275**	**1,019,946**	**556,492**	**1,042,400**	**(135,400)**	**907,000**	**922,175**

TOTAL AGENCY SALARIES AND EMPLOYEES

FY 2027 Adjusted: $2,297,933 – 28 FTEs, 10 Board Members, and approx. 600 seasonal Fair employees

FY 2028 Budgeted: $2,343,891 – 28 FTEs, 10 Board Members and approx. 600 seasonal Fair employees.

Summary: When fully staffed, the Kansas State Fair currently operates with 28 FTE. In addition, there are salaries for 10 State Fair Board Members. Of the thirteen board members, ten receive salary in accordance with state guidelines for board members. Three board positions not receiving salary are those representing Secretary of Agriculture, the Secretary of Commerce (designee) and Director of Extension (designee).

EXPENDITURE JUSTIFICATION - ADMINISTRATION

Object Code 100: Salaries and Wages

FY 2027 Adjusted: $1,699,184

FY 2028 Budgeted: $1,733,168

Summary: The Operations Department has sixteen (16) FTE when fully staffed. These employees do a variety of tasks needed to organize, coordinate, and hold the annual State Fair along with maintaining the daily operations of the Kansas State Fair. Full-time staff included in this program are the General Manager, Controller, Facilities Rental Coordinator, Education Manager, Commercial Exhibits Coordinator, Commercial Exhibits Assistant, Competition Director, Static Coordinator, Livestock Coordinator, Marketing Director, Sponsorship Coordinator, Sponsorship & Special Events Coordinator, Director of Finance, Accountant, Entertainment Coordinator, & Administrative Assistant.

Also included are the temporary positions that support the administration of the Kansas State Fair and the approximately 600 seasonal employees who are hired during the Fair.

Object Code 200: Contractual Services

FY 2027 Adjusted: $3,612,956

FY 2028 Budgeted: $3,713,280

Summary: Major year-around contractual service expenditures are for advertising, printing, communication, utilities, postage, office machine rentals, travel for staff and board members, data processing services and insurance. Contractual services for the Fair period include printing the exhibitor handbooks, entertainers' fees, judges' fees, sound equipment, and cleaning services, etc.

520000: Communications are a very important part of a State Fair. The Kansas State Fair has an incoming toll-free number for the convenience of the public to order grandstand show tickets, to assist with requests for daily schedules, entering competitions, and other information regarding the State Fair.

This agency relies heavily on mail service in that ticket orders, received by telephone and internet, are returned to customers by mail. It is important to build and maintain a substantial customer mailing list for distribution of brochures, exhibitor information, commercial exhibit contracts and other materials to potential customers who are the greatest source of revenue for this agency. Since the inception of digital ticketing at the Kansas State Fair, an increase of on-line tickets sold has occurred which allows for print-at-home and mobile ticketing options to assist in the reduction of both labor and postage.

520100: Includes freight and UPS service for such items as prizes, ribbons, trophies and other supplies and materials.

522000: Printing needs for the Kansas State Fair include meal tickets, hangtags, daily schedules, visitor guides, employee handbooks, judging cards, and internal documents and forms. Hangtags for vehicles are revenue producing items as well as vehicle control measures.

With the addition of online entry process to ShoWorks and the new web site, we no longer send out printed handbooks. Exhibitors access the handbook sections online and the majority enter their exhibits online. This has eliminated the cost of printing and mailing handbooks.

523000: Rental equipment is necessary to present the Kansas State Fair. It is not fiscally responsible for purchasing certain types of equipment that are used only two weeks each year. Rental of office machines includes the annual rental of the postage meter and scale at approximately $1,500 annually and the cost to rent our copy machine from the State Contract is approximately $8,500. The State Contract provides for maintenance and upkeep.

525000: Fair Board attendance at meetings and conventions is included with staff travel. Staff travel is for operational meetings; meetings such as hearings before committees of the Legislature and meetings related to personnel, purchasing, etc. These are important to the management of the State Fair and to

service employees in the management of personnel, health care, KPERS, and the State SHARP system. This object code includes travel to support the State Fair at regional and national meetings. These are important, as these conventions are a meeting of state, county, and regional Fairs throughout North America. Valuable information is gained by attendance. Recent turnover of staff accounts for additional and necessary training.

526000: Many major services the State Fair offers its patrons, such as ushers, parking assistance, first aid room, banking services, and signage are included in this object code. The Fair provides a stipend to the Highway Patrol for the security provided during the annual Kansas State Fair. A major expense is the payment for the janitorial services during the State Fair. Credit card fees are increasing as more patrons are paying with debit/credit cards. Judges' fees and travel expenses are funded from Object Code 260. Although this agency does everything possible to keep costs of travel at the very minimum, the cost of transportation and accommodation continues to increase. Sanction fees for the rabbits and livestock, and other fees relating to livestock shows are included in Object Code 260. The Fair pays a judging fee in addition to mileage or airfare, motel, and per diem for all judges. Judging fees range from $50 per day for 4-H and FFA to $400 per day for some equine and livestock judges.

527000: Professional services of entertainers at the State Fair. All these entertainer expenses are funded from index code 5140. Escalating entertainer fees play an important part in securing name performers, which reflects on overall attendance in being able to attract Fair-going public. Also significant is the fact there have been public requests for a wider variety of performers.

Advertising and publicity of the State Fair is one of the top priorities of this Agency. Limited advertising brings limited results. People must constantly be reminded of events, their dates and of the numerous opportunities being provided. Today the Kansas State Fair has competition such as the Bicentennial Center in Salina, high school and college sports, the Walnut Valley Bluegrass Festival in Winfield, and the regional Arts & Crafts Festival in Hillsboro, plus considerable competition for leisure time and entertainment dollars from venues such as Intrust Bank Arena, Stiefel Theatre, Kansas Star Casino, Country Stampede, Hartman Arena, etc. Fair customers generate fees that are directly responsible for the operational funding of this agency. The fees generated bring revenue to the state by the collection of sales tax through the sale of gate/grandstand tickets and merchandise sold throughout the grounds by various commercial vendors.

The Kansas State Fair relies on a considerable number of trade-out announcements on radio and TV stations within the state for additional publicity, which is not always the most desirable, with regards to timing, location, or quality of promotion. Stations are not particularly amenable to trade-outs if they are not getting a reasonable buy. The media exhibitors at the Fair are good promotional outlets for the State Fair, which increases interest and the Fair's attendance. These funds are supplemented with sponsorship dollars and promotions with various sectors of commerce and industry that are being continually solicited for new or additional involvement. This is how the agency has attained such low-level expenditure in view of the level of such other programs that must be promoted as an "Official" function of State Government.

While rates are increasing for radio spots, so is the number of stations-especially in the major markets. This means a static budget not only buys fewer spots but also reaches a lower percentage of people because the audience has been fragmented among more stations. Satellite radio options have also reduced the potential reach of traditional radio advertising purchases. Similar, to the predicament with radio, television has seen the growing influence of cable which has spread the available audience among many more channels. In the meantime, broadcast TV rates have increased dramatically in the past years.

529000: Production costs at the grandstand and at two free stages. Sound at three locations and lighting and video screens at the grandstand will continue to be the major expenditures. Other expenditures in this Object Code are for Fair decorations, the birthing center, prize money, and awards.

Awards and prize money are a major portion of Object Code 290. Prize money, while not the primary component of exhibiting, is a major aspect of competition. While the ribbons are important to each contestant, it is traditional to receive some remuneration, even if it is a nominal amount.

The Kansas State Fair must keep pace with the industry and public demands for adequate compensation levels. Exhibitors are very conscious of prize offering levels. Entries could decrease if prize money increases are not offered.

The Youth Shows are an important part of the Kansas State Fair. 4-H members must win a blue or purple ribbon at the county Fairs or show animals of blue or purple ribbon quality to compete at this level. 4-H exhibitors work their entire showing careers to achieve the highest goal of competing at the State Fair.

Object Code 300: Commodities

FY 2027 Adjusted: $212,089

FY 2028 Budgeted: $217,397

Summary: Commodities include stationery, office supplies, computer paper, etc., needed to operate a modern office, and to produce the State Fair. It also includes paper products and cleaning supplies for the office and meetings, frames for pictures, etc.

530100: Includes logo shirts for staff and key personnel working at the Kansas State Fair, including superintendents and supervisors to help patrons identify staff members.

531010: Purchase of feed, which is a recoverable expense. The Kansas State Fair operates a feed barn that sells straw and feed to livestock exhibitors.

532010: Provides meals for inmate laborers who pick up trash and assist in the administrative and maintenance departments each day of the State Fair. Meals for Kansas State University Vet students working at the Live Animal Birthing Center and 4-H Volunteers are included also. The volunteer program is important if the 4-H program is to succeed at the Kansas State Fair. This type of benefit allows the 4-H and FFA to secure adequate and knowledgeable volunteers to carry out their program needs, and at the same time save costs in other areas such as salaries.

536000: Supplies and fees for staff training. Online training is an opportunity to provide additional education to staff without the added cost of travel expenses.

537000: Office supplies including stationery and ticket stock for the computerized ticketing system. Increased computer usage has necessitated additional need for paper and computer supplies. Supply prices dictate the cost of goods.

539000: Ribbons, rosettes, banners, plaques, and other award recognitions used during the Fair. This object code also includes straw and wood chips for animal bedding. Straw costs fluctuate drastically depending on weather, harvesting, and crop conditions. The Equine Department uses wood chips and straw for livestock bedding. While this cost continues to rise, it is a recoverable expense. Clay, dirt and other track materials, plus other materials and supplies for grounds upkeep, paper towels, toilet paper, trash can liners, and cleaning supplies, all necessary items to organize and present a State Fair are included in Object Code 390.

Object Code 400: Capital Outlay

FY 2027 Adjusted: $9,050

FY 2028 Budgeted: $9,276

Summary: Capital Outlay includes replacement of vehicles, office furniture, and outdated household and industrial equipment. It also included microcomputer systems and support equipment, as well as fixed purchase and enhancement of computer systems.

540190: Includes ag equipment and machinery, including mowers, tractors, and other small power implements for maintaining the grounds

540391: Purchase of office furniture, such as desks, chairs, and other peripheral accessories

540500: Replacement of vehicles in the Kansas State Fair Board aging motor pool fleet

541390: Computer equipment and supplies, including monitors, keyboards, and cables.

541810: Purchase of necessary computer software and information systems

EXPENDITURE JUSTIFICATION - MAINTENANCE PROGRAM (96500)

Object Code 100: Salaries and Wages

FY 2027 Adjusted: $598,748

FY 2028 Budgeted: $610,723

Summary: The Maintenance Department has twelve (12) FTE positions when fully staffed. These employees do a variety of tasks from normal maintenance duties on the Fairgrounds to large-scale construction. These positions include: four Facilities Maintenance and Repair Technician Senior positions, one Physical Plant Coordinator, one Senior Plant Operations Manager, one Mechanic I, one Facilities Specialist, one Facilities Maintenance Supervisor, two Facilities Maintenance Repair Technicians and one Electrician Senior. Additionally, the program has one part-time (non- FTE) custodial specialist.

Object Code 200: Contractual Services

FY 2027 Adjusted: $1,105,358

FY 2028 Budgeted: $1,137,604

Summary: Expenditures for contractual services are targeted 92% for Fair Period and 8% for non-Fair. The major expenditures in these object codes are for utilities and reimbursement of Correctional Officers wages and inmate pay wages from Hutchinson Correctional Facility.

524000: Repairs and services range from spraying for insects, servicing fire extinguishers, calibrating scales, and other miscellaneous repairs. Electrical service contractors' fees, trash service, and normal maintenance repair costs for Fairground buildings and equipment. A partial payment of electrical services is presently funded out of the State Fair Capital Improvement Fund as authorized by KSA 2-223. The remainder of maintenance repairs will be funded through the State Fair Fee Fund. Funding from either this Fund, or from the Capital Improvements Fund, presents the dilemma of maintaining a healthy balance in either fund. The fact remains that if it is lowered in one fund it must be increased in the other fund, as this is necessary expenditure needed to operate the State Fair.

528000: Utility costs are an area of ongoing concern for the agency. Regarding natural gas usage, we have contracted with a gas marketer to help us purchase gas more efficiently. As one of the City's top users of water, we have dug some wells and utilize these for as many uses as possible. This has had a positive impact on our water bill. HOWEVER, in January 2016, storm water fees initiated by the city resulted in a SIGNIFICANT increase in water bills of over $5,000/month.

*All utilities budgeted to Maintenance Program

529900: Provides for the salaries and wages to be reimbursed to the Hutchinson Correctional Facility for one (1) Correctional Officer II and one (1) Master Sergeant and approximately 20 residents. Wages were increased each year since FY 18 by the legislature. These correctional officers oversee the work detail on the Fairgrounds that perform many clean-up, painting, landscaping, and maintenance duties throughout the year. This program also meets some of the rehabilitation program efforts of the institution. One of the functions of the work detail is the preparation and cleanup of buildings for Non-Fair rentals. Accounts and Reports, Department of Administration, advises that it is proper to account for this expenditure as a contractual service. Also funded in this object code are other fees such as the laundry of mops, and professional dues.

Beginning with FY 2009, our agreement with Hutchinson Correctional Facility requires us to reimburse the Facility for the cost of the inmate wages for those residents working at the State Fairgrounds – estimated annually at $5,000. Prior to FY 2009, this expense had been absorbed by Hutchinson Correctional Facility. In FY 2024, the Kansas State Fair agreed to an increase in wages. This change increased the expense by more than $7,000 to over $18,000 in FY 2025 compared to FY 2024.

Object Code 300: Commodities

FY 2027 Adjusted: $213,624

FY 2028 Budgeted: $218,827

Summary: The major commodity purchases for the Kansas State Fair are building supplies such as lumber, paint, cement, hardware, and motor vehicle parts and supplies, including gasoline. The agency has 25 vehicles, 6 mowers, and 10 tractors to maintain. A third major area of expenditures is for cleaning supplies, grounds maintenance, including fertilizer, lawn care, animal bedding and small tools.

Object Code 400: Capital Outlay

FY 2027 Adjusted: $14,868

FY 2028 Budgeted: $15,239

Summary: Capital Outlay includes replacement of vehicles, office furniture, and outdated household and industrial equipment. It also included microcomputer systems and support equipment, as well as fixed purchase and enhancement of computer systems.

540190: Includes ag equipment and machinery, including mowers, tractors, and other small power implements for maintaining the grounds

540391: Purchase of office furniture, such as desks, chairs, and other peripheral accessories

540500: Replacement of vehicles in the Kansas State Fair Board aging motor pool fleet

541390: Computer equipment and supplies, including monitors, keyboards, and cables.

541810: Purchase of necessary computer software and information systems

EXPENDITURE JUSTIFICATION – CAPITAL IMPROVEMENTS & DEBT SERVICE

As part of the agency's preventative maintenance program, facilities are reviewed on a regular and on-going basis to determine what actions need to be taken to ensure the long-term use and preservation of the facilities. The high traffic use during the Fair and for Non-Fair events results in a high need.

State Fair Capital Improvement Plan, FY27 – FY32

Project Title	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
Ongoing Maintenance	$ 300,000.00	$ 309,000.00	$ 318,270.00	$ 327,818.10	$ 337,652.64	$ 347,782.22
Roads (Asphalt Repairs)	$ 125,000.00	$ 128,750.00	$ 132,612.50	$ 136,590.88	$ 140,688.60	$ 144,909.26
Remove Race Track and Level Ground				$ 320,000.00		
Grandstand Stage Area					2,200,000	
Grandstand Multi-Use Arena						2,800,000
Bison Arena Rehabilitation and Repurpose		$ 5,000,000.00				

OPERATIONS PROGRAM GOALS & OBJECTIVES

ADMINISTRATION:

GOAL/OBJECTIVE: To meet all financial and legislative obligations.

Strategies for Objective:

1. Maintain a balance forward each year of a minimum of $250,000 in the State Fair Fee Fund. An adequate balance forward is critical to provide operating funds for the months of July and August. If possible, a healthier carryover is important as this can protect the Fair against a Fair in which revenues are impacted by inclement weather or other factors.
2. Meet the statutory obligation to contribute to the State Fair Capital Improvements Fund per K.S.A. 2-223, with a goal of a $300,000 contribution.

OUTPUT MEASURES:

	FY24 Actual	FY25 Actual	FY26 Actual	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Contributions to State Fair Capital Improvements Fund	$300,000	$300,000	$300,000	$300,000	$300,000	$300,000
Carry forward balance – Cash	$712,696	$643,786	$271,570	$217,926	$217,926	$215,874

*Carryforward balance at the end of the FY

STATE FAIR WEEK:

GOAL/OBJECTIVE: Maintain current sponsors and increase sponsorship dollars by at least $10,000 each year.

Strategies for Objective:

1. To approach current sponsors to secure continued level or increased level of support.

2. To engage businesses and individuals not currently involved with the Fair, thus broadening the awareness and opportunities for support, while gaining recognition.

OUTPUT MEASURES:

Major Cash Sponsorships	FY24 Actual	FY25 Actual	FY26 Actual	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Competitive Exhibits Sponsors	$45,000	$45,000	$50,000	$54,000	$54,000	$50,000
Grand Drive	$210,400	$210,400	$210,400	$285,000	$285,000	$250,000
Day Sponsorships	$50,000	$164,500	$197,350	$200,000	$200,000	$232,000
On-Grounds Trams	$30,000	$30,000	$43,000	$45,000	$45,000	$25,000
Legislative Reception	$12,500	$12,500	$13,750	$13,000	$13,750	$13,000
Gottschalk Park Entertainment	$15,000	$15,000	$15,000	$15,000	$0	$20,000
Official Sponsor	$40,000	$40,000	$50,000	$50,000	$50,000	$50,000
Other Cash Sponsors	$300,000	$300,000	$300,000	$300,000	$300,000	$300,000
Total Cash	**$702,900**	**$817,400**	**$879,500**	**$962,000**	**$947,750**	**$940,000**

Major In-Kind & Trade Sponsorships	FY24 Actuals	FY25 Actual	FY26 Actual	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Radio/TV Stations	$180,000	$187,000	$187,000	$189,000	$189,000	$200,000
Courtesy Vehicles/Equipment (Vans, tractors, gators, graders, Bobcats	$85,000	$85,000	$95,000	$95,000	$95,000	$100,000
Cellular Phones – Nex-Tech	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Advertising – Other Organizations	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000
Total	**$282,000**	**$289,000**	**$299,000**	**$301,000**	**$301,000**	**$317,000**

SPONSORSHIP TOTAL	FY24 Actuals	FY25 Actual	FY26 Actual	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Cash Sponsorships	$702,900	$817,400	$879,500	$974,000	$974,000	$974,000
In-Kind Sponsorships	$282,000	$289,000	$299,000	$301,000	$250,000	$250,000
TOTAL CASH & IN-KIND	**$984,900**	**$1,106,400**	**$1,178,500**	**$1,275,000**	**$1,224,000**	**$1,224,000**

OBJECTIVE:

To provide special attractions that are available, without an additional fee, every day of the Fair to enable public to view or participate no matter which day they choose to attend the Fair.

Strategies for Objective:

1. Contract with major attractions and/or special events. Such events at the 2026 Fair included: Comic Hypnotist Ron Diamond, BMX Pros Trick Team, Paul Bunyan Lumberjack Show, Rock-It Robot, Chainsaw Artists Clint Henik & TJ Jenkins, Pig Races, Petting Zoo, Butter Sculpture, Strolling DJ, Agriculture Education Exhibits, and all competitive exhibits.

2. Provide a safe, clean, comprehensive carnival to meet the expectations of Fairgoers and produce income for the Kansas State Fair.

3. Contract for additional rides that appeal to the public and produces income for the Kansas State Fair.

4. Vary the location and variety of special attractions from year to year so guests get a chance to see something they might not have seen before and to give the Fair an updated experience.

STATE FAIR MARKETING:

OBJECTIVE: Maximize the impact of our marketing budget to increase both attendance and revenue. To achieve this, we focus on strengthening our most effective channels, expanding communication tools, and leveraging partnerships that have added measurable value.

Tactics:

1. Email Marketing – Once again, this has proven to be our strongest sales driver through announcements. Older and invalid email addresses were removed from the system which has improved deliverability and reduced costs. Alongside email, SMS texting was introduced as a new tool to reach guests directly. Building this subscriber list has become an important priority and will continue to grow as a complement to the email marketing campaigns.

2. Promotions and Special Offers – These are an essential part of our marketing strategy. To encourage advanced ticket sales, we heavily promoted packages and targeted audiences most likely to convert. This approach helped stretch the budget by focusing dollars where they would have the greatest return. Campaigns were run across multiple platforms as shown below to ensure broad and effective reach. Twitter/X is no longer a focus. The channels used were:
    a. Facebook
    b. Instagram
    c. Google Display Network
    d. YouTube
    e. Email
    f. SMS Texting
    g. Tik Tok

3. Social Media Ambassadors – We are expanding this program that started in FY 25. Ambassadors are chosen through an application process to represent the Fair on social media, completing activities from June through August. Their tasks include sharing Fair posts, creating original content, and other engagement efforts. Each action earns points that can be redeemed for Fair ticket – including Gate Admission, Concerts, Midway, and Ticket packages. This year, about 58 Ambassadors actively participated, making the program a cost-effective way to expand our reach with minimal marketing spending.

4. Media Partnerships – Beyond digital campaigns, media partnerships play a significant role in extending visibility. By strategically providing Gate and Concert tickets, we were able to leverage an additional $188,000 in promotional value across the state.

5. Staggered Concert Announcements – Our staggered approach to announcing individual concerts, rather than releasing the full lineup at once, has also continued to build momentum by generating excitement around each announcement, which leads to increased sales in Concert Tickets, Gate Admission, Midway Ride Tickets, and Ticket Packages.

6. Guest Experience/Branding – This continues to be an important investment by the Fair. Employees outfitted in branded gear create a more professional and cohesive appearance and has made it easier for guests to identify staff. In addition, this initiative has opened new sponsorship opportunities, with partners such as colleges and the Kansas Lottery providing shirts for employees. Their involvement not only strengthened sponsor visibility but also enriched the overall sponsorship experience.

7. Mobile App – A major addition for FY25 was the introduction of the Kansas State Fair mobile app. Designed to help guests plan their visit, the app offered access to schedules, ticket purchasing, vendor maps, and daily highlights. Updates in FY 26 included new sections for the Midway and animal exhibits, as well as interactive trivia features to deepen engagement. The app has quickly become an important tool for enhancing the guest experience and connecting visitors with Fair programing.

OUTCOME MEASURES:

Grandstand Outcome	**FY24 Actuals**	**FY25 Actuals**	**FY26 Actuals**	**FY27 Estimate**	**FY27 Adj. Estimate**	**FY28 Estimate**
% of Attendance that attended a Grandstand event.	5%	9.3%	8.8%	8.8%	8.8%	8.8%
Cost of an act as a % of Grandstand ticket sales.	104%	115%	130%	130%	130%	130%

(Dollars are collected between two fiscal years):

	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY28 Adj. Estimate	FY28 Estimate
Gate Attendance	330,044	328,714	320,000	320,000	320,000	320,000
Grandstand attendance	25,855	30,654	32,000	32,000	32,000	32,000
Grandstand Gross (after taxes)	$658,485	$911,285	$919,000	$919,000	$919,000	$919,000
Entertainer Fees – Grandstand	$630,300	$790,500	$1,200,000	$1,200,000	$1,200,000	$1,200,000
Entertainer Fees – Free Stage	$50,000	$56,284	$50,000	$50,000	$50,000	$50,000
Entertainer Fees – Roving	$50,000	$50,000	$75,000	$75,000	$75,000	$75,000

Grandstand revenue is collected in the 4th quarter of the prior fiscal year and the 1st quarter of the new fiscal year.

STATE FAIR WEEK:

GOAL: To make all Kansans aware of the entertainment opportunities available at the Kansas State Fair.

OBJECTIVE #1:

Promote through available media (radio, television, newspaper, Visitor Guide, Email blasts, social media, website, etc.) to inform all Kansans of the dates of the annual state Fair and the activities available at the Fair, to create enthusiasm for the Fair, and generate advance ticket sales.

Strategies for Objective #1:

1. Produce a daily schedule of events in our Visitor Guide and make it available at strategic locations throughout the state prior to the Fair. The Visitor Guide, which includes daily schedules, will be posted on our website, and sent to those on the e-blast list.
2. Produce and place radio & television, to inform the public of the dates and activities of the State Fair. The budget allocation for such advertising is $425,000
3. Secure public service announcements and media trade-outs as available.
4. Distribute news releases to promote interest in and information regarding Fair and Fairgrounds.
5. Use of the Kansas State Fair website to promote the Fair and to sell gate, grandstand, carnival, food tickets, and ticket packages.
6. Use e-mail marketing to inform the public of the dates and activities of the State Fair, along with advance-gate and Midway ticket purchase messages.

7. Use of social media to create dialogue with potential Fairgoers and promote Fair-time and non-Fair activities.

OUTCOME MEASURES:

Social Media Marketing	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Likes on the KSF Facebook Page	76,000	86,000	90,000	90,000	90,000	90,000
Number of Followers on the KSF Twitter Account	11,000	9,781	9,000	9,000	9,000	9,000
Number of Instagram Likes	8,600	11,500	12,500	12,500	12,500	12,500
E-mail Marketing Database	100,000	93,377	95,000	95,000	95,000	95,000
SMS Texting Database	N/A	42,109	45,000	45,000	45,000	45,000

OBJECTIVE #2:

Inform various populations of activities and opportunities at the annual state Fair.

Strategies for Objective #2:

1. Distribute information on the Fair's Group/Corporate Purchasing Program to companies and organizations throughout the state, via direct mail, social media, and e-mail marketing.

2. Radio Advertising placed in Hispanic markets.

OUTCOME MEASURES:

Group/Senior Club Tickets	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Group/Corporate Club	$21,000	$22,200	$21,500	$21,500	$21,500	$21,500
Senior Citizen Tickets	$22,289	$21,206	$21,500	$21,500	$21,500	$21,500
Mailings						
Group/Corporate Purchases	400	465	450	450	450	450

The Kansas Largest Classroom information is now distributed primarily through electronic means, with availability on the Fair's website and/or e-mail distribution. In addition, we have utilized more electronic communication for the Corporate Purchasing Program.

STATE FAIR WEEK/COMPETITIVE EXIBITS

GOAL-To showcase Kansas agriculture and other competitive exhibits.

OBJECTIVE #1:

To increase the number of participants and/or entries by providing relevant exhibition opportunities.

Strategies for Objective #1:

1. To provide exhibitor information to the public and related organizations who have an interest in competing.
2. Offer relevant and challenging shows/classes.
3. Speak with specialized groups to provide information for them and their organizations.

OBJECTIVE #2:

To provide an opportunity to showcase the premier exhibits created or grown in the State of Kansas.

Strategies for Objective #2:

1. Encourage the best of the best to compete and display their entries.
2. Create standards worthy of a state Fair competition and maintain the integrity of all competitions at the Kansas State Fair.

OBJECTIVE #3:

Objective #3 – Obtain sponsorship for competitive events to provide enticing premiums for competitions.

Strategies for Objective #3:

1. Develop a standard sponsorship plan.
2. Contact corporate/businesses to obtain their support for the competitive departments.

OUTCOME MEASURES:

OPEN CLASS & GRAND DRIVE	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Exhibitors	2,800	2,800	2,739	3,050	3,050	3,050
Percentage of Premiums Paid	98%	98%	98%	98%	98%	98%

OUTPUT MEASURES:

	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Competitive Entries – Including 4H, FFA and Grand Drive	20,000	20,000	20,960	22,000	20,960	22,000
Total Money Offered	$330,000	$330,000	$354,000	$345,000	$354,000	$345,000
Sponsor Money	$255,000	$255,000	$225,000	$300,000	$225,000	$300,000
Prize Money Paid	$270,085	$270,085	$290,000	$270,000	$290,000	$270,000

YOUTH:

GOAL: To provide the opportunity for youth of Kansas to reach excellence through wholesome competition.

OBJECTIVE #1:

To maintain and support statewide participation of 4-H and FFA youth, and Boy & Girl Scout programs.

Strategies for Objective #1:

1. Provide complimentary gate tickets and meal tickets for volunteers helping in the program.
2. Provide discounted gate tickets for participating 4-H and FFA through ticket order forms online and to each county Extension office.

OUTCOME MEASURES:

STATIC ENTRIES	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY26 Estimate
4H Entries	7,400	7,400	6,387	7,200	6,387	7,200
FFA Entries	700	700	1,035	750	1,035	750
Counties that participate in 4H	105	105	105	105	105	105
Scout Entries	200	200	0	0	0	0

OBJECTIVE #2:

To expand the Kansas' Largest Classroom educational field trip program.

Strategies for Objective #2:

1. Identifying educational opportunities throughout the Fairgrounds, often coordinating these through third party exhibitors.
2. Continue to develop a website that provides teachers with specific educational opportunities, planning their day at the Fair, lesson plans and registration for their classroom.
3. Promote the Kansas Largest Classroom program to all schools in the state and to Homeschool Organizations.
4. Attend various events to educate the teachers, administrators, and school boards about the Kansas' Largest Classroom program.
5. Solicit Kansas corporations to support this program through funding and educational exhibits.
6. Increase the competitive and educational opportunities to high school and college students. The 2023 State Fair was the sixteenth year of the Scholastic Press Corps program, a component of Kansas' Largest Classroom. The Scholastic Press Corps program broadens the opportunities available to high school and college students, primarily in the areas of journalism, video, and photography, enabling them to participate in a "real time" internship competition.

OUTCOME MEASURES:

KANSAS LARGEST CLASSROOM OUTCOME	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Counties Represented	70%	32%	30%	29%	30%	32%
School Districts (286 Possible)	48%	20%	20%	20%	20%	25%

OBJECTIVE #3:

Kansas Largest Classroom	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Students	14,000	14,000	8,174	15,000	8,174	8,000
Number of Counties	46	33	32	35	32	35
Number of School Districts	105	57	58	60	58	60
Number of Pre-School Students *	35	70	200	120	200	200
Number of Elementary Students	4,500	1,518	1,230	1,500	1,230	1,250
Number of Jr./Middle School Students	1,900	1,913	475	1,600	475	500
Number of High School/College Students	7,000	6,175	775	6,000	775	800
Number of Home School Students	140	210	50	250	50	60
Number of Private School Students	1,000	360	630	350	630	650

Pre-School students are free, so it is difficult to count unless they come through the Little Red Schoolhouse.

To offer junior high and high school marching bands the opportunity to compete and visit the Kansas State Fair.

Strategies for Objective #3:

1. Invite all junior and senior high school bands across the state to compete.
2. Hire knowledgeable marching band judges.
3. Provide judge critique/comment forms and certificates to all participants.

OUTCOME MEASURES:

Marching Bands	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Bands	93	96	105	100	105	110
Number of Participants	4,800	4,800	4,814	5,800	4,814	5,000
Number of Bands Invited	615	615	615	615	615	615

COMMERCIAL EXIBITS

GOAL: To serve as a marketing opportunity for commercial exhibitors, concessionaires, and state agencies while providing operating revenues for the agency.

OBJECTIVE #1:

To have 100% of the available commercial exhibit booth spaces and outdoor areas rented, allowing past exhibitors to return as invited, and encouraging new businesses to participate.

Strategies for Objective #1:

1. Invite and contract with previous year's exhibitors to exhibit at the current Fair.
2. Fill vacated spaces from the waiting list of new applicants, making effort to avoid conflicting business, and to obtain a variety of new exhibitors.
3. Research adjustments to current space use to increase available commercial space and best use available of acreage and facilities.

OUTCOME MEASURES:

Exhibitors	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Percent of Returning Exhibitors	85%	85%	85%	90%	90%	90%
Percent of Occupied or Filled	94%	96%	96%	100%	100%	100%

OUTPUT MEASURES:

	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Exhibitors/Concession Locations	1,205	1,205	1,205	1,205	1,205	1,205
Number of First Time Exhibitors	108	133	101	101	101	101
Number of Government Agencies	27	27	27	27	30	30
Number of New Application Requests	185	200	210	206	200	225

NON-FAIR EVENTS:

Expand the non-Fair usage of the Fairgrounds by renting facilities throughout the year. The Fair strives to satisfy the public to encourage repeat business, and to utilize the facilities to the best possible advantage.

OBJECTIVE #1:

The Fair will aggressively recruit new renters for the facilities and retain current users, working in tandem with the local Chamber and Convention and Visitors Bureau.

Strategies for Objective #1:

1. Attend trade shows and public events to inform potential renters of the facilities available on the Fairgrounds.
2. Advertise locally, area-wide for storage of vehicles, boats, campers, etc. in those buildings that are not suitable for year-round rental.
3. Direct mail marketing pieces to promote Fairgrounds facilities.
4. Try to secure regional, state, and national rallies and shows.
5. Provide each renter with an evaluation form requesting feedback.

OUTCOME MEASURES:

	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Events	225	292	122	368	122	200
Number of Event Days	431	345	254	720	254	300

OUTPUT MEASURES:

- Chamber and Convention & Visitors Bureau membership and role on advisory board to represent the Fair and promote and explore non-Fair rental and event opportunities:
- Through numerous speaking engagements, locally and statewide.
- In addition, members of the Fair staff are actively involved in various community organizations, including:

  Hutchinson/Reno County Chamber of Commerce Agri-Business Committee

  Greater Hutchinson Convention and Visitors Bureau Advisory Board

  Representation with public library boards

  Representation on school parent teacher organizations

  Representation on school site councils

  Multiple local civic organizations

OBJECTIVE #2:

Increase youth activities on the Fairgrounds during the non-Fair period.

Strategies for Objective #2:

1. Actively recruit junior livestock shows by attending breed association meetings.

OUTCOME MEASURES:

	FY24 Actuals	FY25 Actuals	FY26 Actuals	FY27 Estimate	FY27 Adj. Estimate	FY28 Estimate
Number of Youth Livestock Shows/Activities	10	16	17	15	15	15

MAINTENANCE PROGRAM:

GOAL 1 - MAINTENANCE:

To provide buildings and grounds that are convenient, safe, attractive, and accommodates patrons who attend the annual State Fair and Non-Fair events.

OBJECTIVE #1:

Preparing buildings prior to occupancy for non-Fair events according to user needs.

Strategies for Objective #1:

1. To follow directions provided by event setup instructions issued by the Non-Fair Events Director, as requested by Renter.
2. To meet with users and Non-Fair Events Director at facility at ingress and egress to ensure that all utilities are in working order and all requirements have been met.
3. Provide each renter with the opportunity to complete a customer satisfaction evaluation.

OBJECTIVE #2:

To provide a comfortable, convenient working environment for all employees.

Strategies for Objective #2:

1. Evaluate and respond to requests for improvements made by each department head, superintendent, and supervisors in their final Fair report.

GOAL 2 - MAINTENANCE:

To provide modern, safe, serviceable equipment for use by staff and residents through scheduled replacement of deteriorated equipment, and repair of serviceable equipment and rolling stock.

OBJECTIVE #1:

To replace vehicles or major equipment as they become unsafe, unserviceable, or obsolete with a minimum of one new or improved unit each year (includes vehicles, mowers, large equipment, and tractors).

Strategies for Objective #1:

1. Capital Outlay budget allows for purchase of moving equipment, desktop computers and vehicles.

GOAL 3 - MAINTENANCE:

To provide maintenance services to the State Fair with a dedicated, skilled staff and complemented with the use of inmate labor. Strive to become more efficient and rely less on outside contractors.

OBJECTIVE #1:

Maintain a good working relationship with the Hutchinson Correctional Facility to maintain the benefits to both parties of the inmate work program at the Kansas State Fairgrounds. Currently the program utilizes approximately 20 residents and 2 correctional officers. Expenses for the program (officers' salaries and benefits, inmate wages, gas, transportation, gloves, tools, etc.) are funded by the Kansas State Fair.

Strategies for Objective #1:

1. Use the residents for meaningful work, including, but not limited to painting, cleaning, mowing, carpentry work, and other maintenance type jobs.

2. Provide for rehabilitation needs of residents by assigning a skilled inmate to pair up with a full-time maintenance employee to assist residents in learning a trade.

CHANGE PACKAGE REQUESTS:

FY 2027: The Kansas State Fair has two (2) supplemental requests for FY 2027.

#1. Lighting Upgrades:

In FY 2024, $300,000 in funds were appropriated for the Kansas State Fair to complete the transition from traditional lighting to high-efficiency LED lighting. This project will help the Kansas State Fair provide better lighting for safety & security while reducing the electricity costs of the agency. This is critical to the Fair's ability to budget electrical costs as legislation has stopped providing the annual appropriation of $135,000 for utility assistance.

During FY 2025, The Kansas State Fair experienced the retirement of two critical staff, electrician and operations manager, who provided skilled labor and allowed the agency to complete the complex work required for this project. Because of these retirements our internal capabilities changed, and we were unable to complete all upgrades before the end of the FY. Unfortunately, the FY 2025 appropriation did not include re-appropriation language and the unspent funds of $218,427.15 were pulled back from the agency leaving us unable to complete the Lighting Upgrade Project.

In FY 2026, The Kansas State Fair requested $250,000.00 ($218,427.15 in re-appropriation and $31,572.85 in new appropriation) to be able to fully finish the LED Lighting Upgrade project on the grounds. ARPA funds that were originally assigned for an Emergency Command Center were unable to be used and were swept back to the Treasurer's Office. Those funds were legislatively approved to be re-appropriated to complete the LED Lighting project. Unfortunately, when the time to distribute those funds arrived, there was not enough so this project remains incomplete.

For FY 2027, The Kansas State Fair is again requesting $250,000.00 to be able to fully finish the LED Lighting Upgrade project. This will provide additional safety and security for the patrons of the Fair as well as the buildings and grounds. We also request that the appropriations include language for any unspent funds to be re-appropriated in FY 2028 due to the timeline of the budget approval and our ability to have the work quoted or bid so that it can be encumbered in time.

#2. Livestock Barns Upgrades:

The Kansas State Fair Livestock Barns were originally built as three different buildings in 1947. Later modified with covers to enclose the buildings and make them into a roughly 40,000 square foot facility. During the annual Kansas State Fair, the buildings are used for cattle and dairy ties as well as llama and alpaca barns. The remainder of the year it is used as cattle and dairy ties and overflow for other livestock shows. As the State Fair hosts bigger livestock shows, additional space has become an increased need, and this building has become critical to meet that need.

The Kansas State Fair is requesting funds to be able to upgrade the Dairy Barn on the Kansas State Fairgrounds. Years of usage without having sufficient funding to complete electrical and structural

upgrades have left the buildings lacking. The Fair is working with the Kansas Fairgrounds Foundation and other sources to find additional funding opportunities and usage of the Kansas State Fair Capital Improvement Fund to pay for the remaining portion needed to complete all the necessary upgrades. We are requesting $750,000 to be able to start the upgrades necessary to keep this building safe and operational. We also request that the appropriations include language for any unspent funds to be re-appropriated in FY 2028 due to the timeline of the budget approval and our ability to have the work quoted or bid so that it can be encumbered in time.

FY2028: The Kansas State Fair has one (1) enhancement request for FY 2028.

#1. Bison Arena:

This Bison Arena, originally built in 1937 as the 4-H Club Livestock Pavilion, composed of 30,000 square feet, was used for livestock shows and other Fair time events. During World War II the building was used by the United States Navy for training. In 2019, the Bison Arena had to be closed per the order of the State Fire Marshal due to its unsafe conditions of lacking ADA compliance and the lack of a sprinkler system.

In FY 2023, $10,000,000 in funds were appropriated for the Kansas State Fair to help renovate the historic Bison Arena. Phase I began in FY 2024 which focused on the exterior of the building. Repairs included the brick tuck pointing, roof repairs, doors, windows, and the elevation of the NW and SE corners of the building. These improvements made the building watertight, protecting the interior for future work. Phase I expenses totaled approximately $5.2M.

Phase II began in FY 2025 and included interior work of concrete flooring, walls, restrooms, storage rooms, electrical, and HVAC. Phase II expenses totaled approximately $5,614,000 ($4.2M of appropriated funds and $814,000 of KSF Capital Improvement Funds). The completion of this phase provided 13,000 usable square feet inside the building, which was in full display during the 2026 Kansas State Fair.

The Kansas State Fair is requesting $5,000,000 in funds to be able to move into Phase III of the Bison Arena project. Phase III will consist of finishing the rest of the interior of the building, creating the outdoor pergola seating areas, rough-in the 2nd floor meeting rooms, and creating interactive displays for the interior. The total cost is expected to be around $14M- $15M ($5M from SGF and $10M from fundraising/private donations).