

2009 Membership Meeting

March 14, 2009
Manager's Report



Rosa Rentz Trio
 Presenting an unusual
 Versatile Offering

Featuring one Lady and two
 Gentlemen Performers in Unpar-
 alleled Mid Air Attraction.
 Each Afternoon and Evening
 At the
Greenbrier Valley Fair

76

*Life Goes
 to a
 County Fair*

With 100,000 West Virginians to look
 at the bodies of men, women and beasts

The first Greenbrier Valley Fair was held just 60 years ago. The few hundred farmers who attended gaped at the wonderful Howe sewing machine and admired a stalwart graying who grew up to become Traveller, the big gray horse who carried General Lee through the Civil War. Today, the Greenbrier Valley Fair is one of the best-known in the South. This year, from Aug. 29 to Sept. 5, 100,000 people paid admission to the fair grounds near Lewisburg, W. Va. They watched the trotting race and went around looking at entries in contests for the best buckhead, the best bread, the best legumes, the best "article made of eating wax."

But their major preoccupation was bodies — human bodies, animal bodies, bodies that looked half-human, half-animal. The "gals" show, which was hot and smelly, drew smaller audiences than the sand-killed. Only a few city people were present although some urban spectators have discovered the county fair and are beginning to make rural America's great harvest-time diversion a city folk fact.

For the kiddies and for adults who weren't interested in giraffe dinners, the big attractions were the race horse wheel and the monkey race run. Those who paid a dime

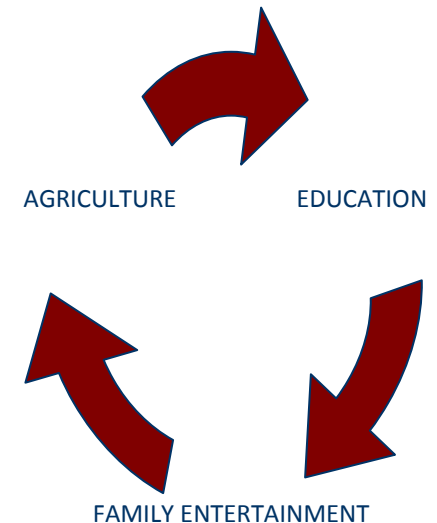
to the more watched than little around a track with monkeys at just out, however, as a man in



2009 HIGHLIGHTS



- Solid performance during tough economic times AND high gas prices.
- **Reintroduction** of the fair to many people who had not attended in several years.
- Constructed the **Arts and Crafts** pavilion, heated and air conditioned the **WV building**, painted the floor in the WV Building, new electronic message sign, electrical upgrades and sewer/water upgrades.
- Successful alternative energy display, Mooternity Ward, hundreds of hours of free entertainment, new corporate sponsors, record food sales, **record ride gross and sunshine**.
- From a Charleston lawyer who had not visited in 20 years “Every activity carries its own weight in making the State Fair a success. It is difficult to state which activity was the most outstanding. I want to say that the **most noticeable element of your success was the “courtesy”** that we found with every person that we encountered. That courtesy started with the entrance booth and carried throughout the day and evening programs, along with service booths.”
- West Virginia’s Biggest Garden Party was a successful promotional theme and the poster garnered a **Communications Award** at our International Convention.

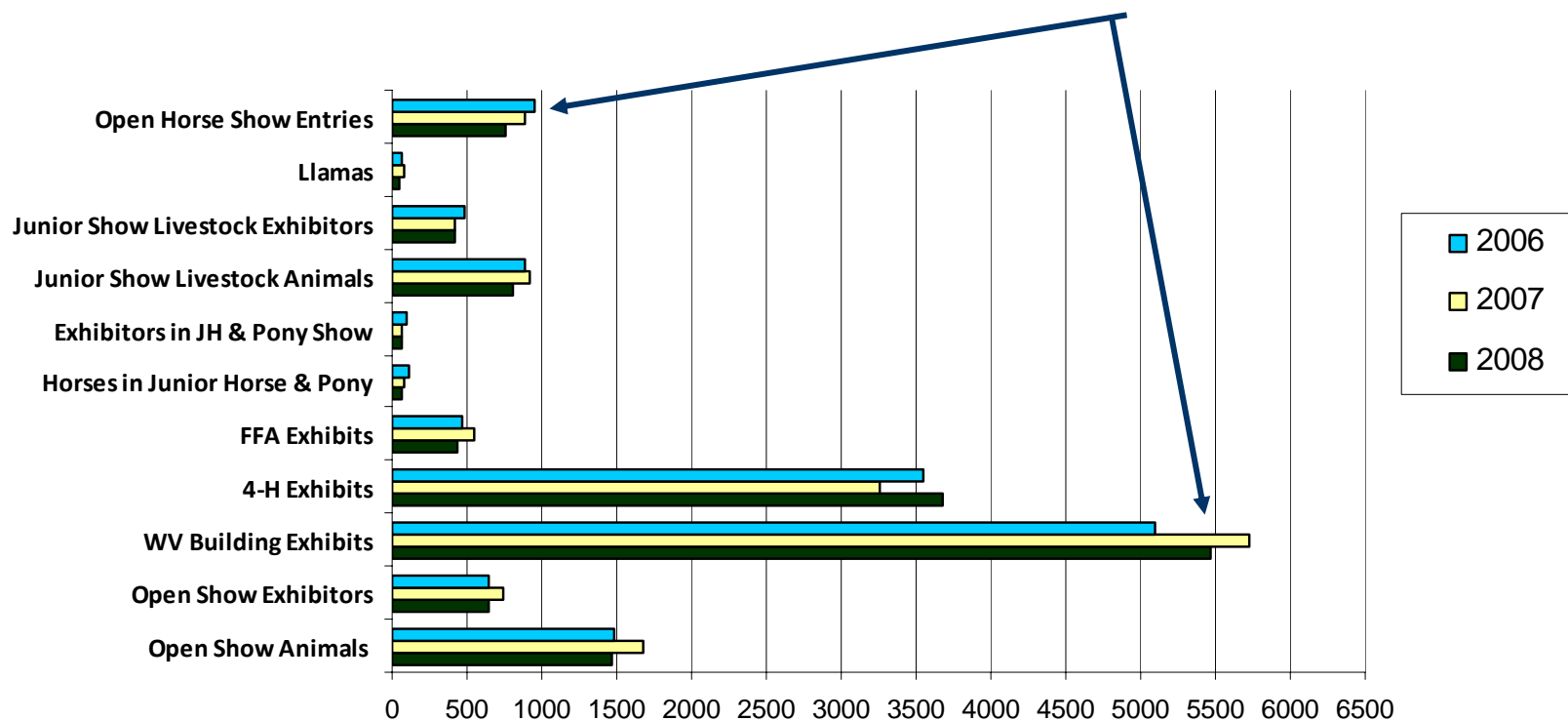




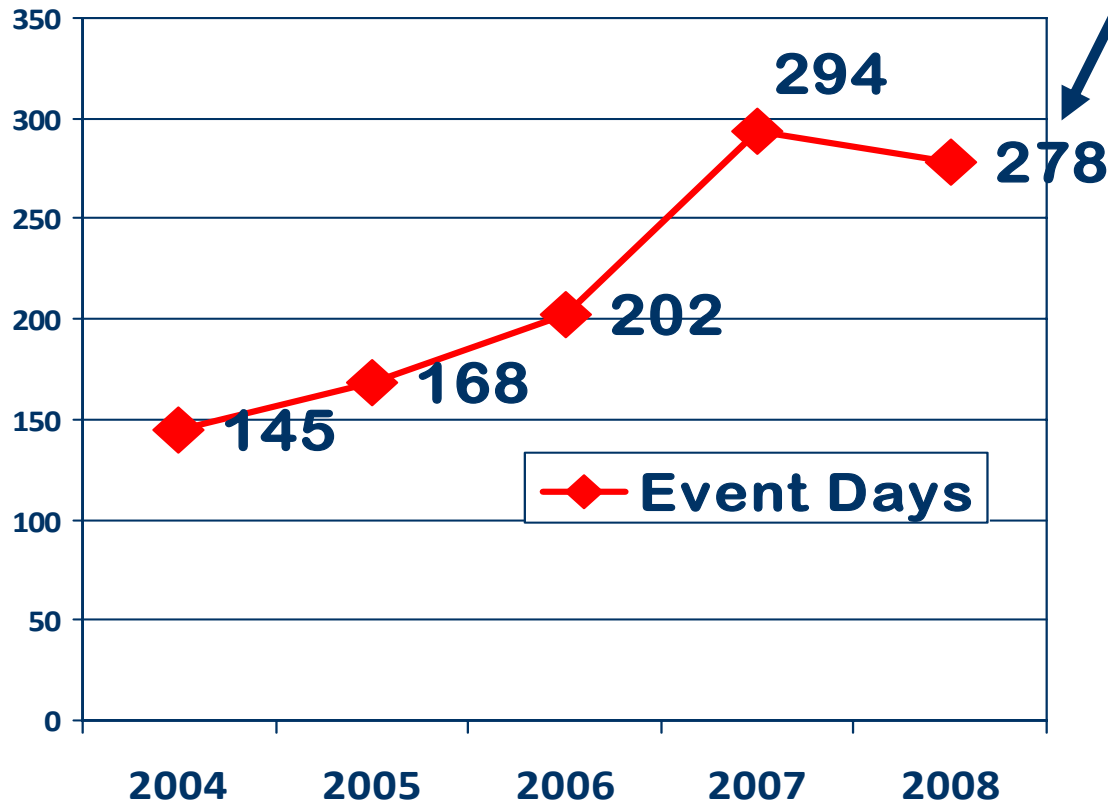
	2008 vs Average (\$ above or below average)		
	7 year Average		% up or down
INCOME			
Gross Revenue	\$ 2,828,452.00	\$ 184,178.00	6.51%
Expenses	\$ 2,696,573.00	\$ 172,483.00	6.40%
Net Income	\$ 74,736.00	\$ 68,838.00	92%
PAID ATTENDANCE FAIR	91,853	-6473	-7.05%
ADVANCE SALES/GATE	72,465	-1809	-2.50%
COMPS	37,313	-6572	-17.61%
ADMISSIONS	\$ 1,095,064.00	\$ 93,092.14	8.05%
CONCERT TICKETS SOLD	23062	-4613	-20.00%

	7 year Average	2008 vs Average	% up or down
GRANDSTAND		\$ up or down	
Sales	\$ 582,459.00	\$ (80,220.00)	-13.77%
Expenses	\$ 572,506.00	\$ (33,055.00)	-5.77%
Net	\$ 9,953.00	\$ (47,164.00)	-473.0%
WAGES	\$ 510,155.00	\$ 30,594.00	6.00%
CONCESSIONS	\$ 315,573.00	\$ 36,282.00	11.50%
CARNIVAL REVENUE	\$ 384,926.00	\$ 69,812.00	18.14%
PREMIUMS PAID	\$ 143,236.00	\$ 709.00	0.50%
ADVERTISING EXPENSE	\$ 82,222.00	\$ 19,007.00	23.12%
NONFAIR RENTAL INCOME	\$ 126,854.00	\$ 18,452.00	14.55%
ADVERTISING INCOME	\$ 99,140.00	\$ 23,502.00	23.71%

AGRICULTURAL LIVESTOCK & COMPETITIONS



Event Days - Nonfair



• Experienced a slight decrease in # of days, however, rental revenue increased 5%.

• WV Horse Expo, Regional WBCCI Rally, Eastern National Christian Motorcycle Rally, WV Baptist Convention plus, auctions, receptions, flea markets and tentative sanctioned barrel racing show in July

2009



- Recently received the **Southeast Tourism Society Top 20** Event designation for Summer 2009
- Emphasis on **Group Sales & Agritourism**
- Use of **Print at Home** Technology with Internet Ticket Sales
- **No gate ticket increases**, however, significant changes in how food rents – are established
- Free Grandstand Events - American Mountain Theater, America's new Artist for the Heroes, Motorcross and possibly a Stunt Driver show
- Elephant Encounter, BMX Bike Show, Kids Bucks Game Show, Hilby the German Juggler ,Center Stage – 54 performances scheduled for the week
- **Audio Tours** of the livestock barns
- Renewed emphasis on **recycling**
- Concerts, Concessions, and Carnival (new wave swinger)

2009 GRANDSTAND



		ON SALE DATES
8.14	Styx	Confirmed
8.15	Imperial Stunt Show -	
8.16	Motor Cross Show American Mountain Theater	Free (maybe) Free
8.17	Gary Allen & Jamey Johnson	confirmed
8.18	Southern Gospel	
8.19	Darius Rucker & Bucky Covington	confirmed
8.20	Temptations	Working on offer
8.21	Farmers Races, Draft Horse Pull followed by America's New Artist for the Heroes	Free with paid gate
8.22	Miranda Cosgrove (I Carly) & Mitchell Musso	Cosgrove confirmed



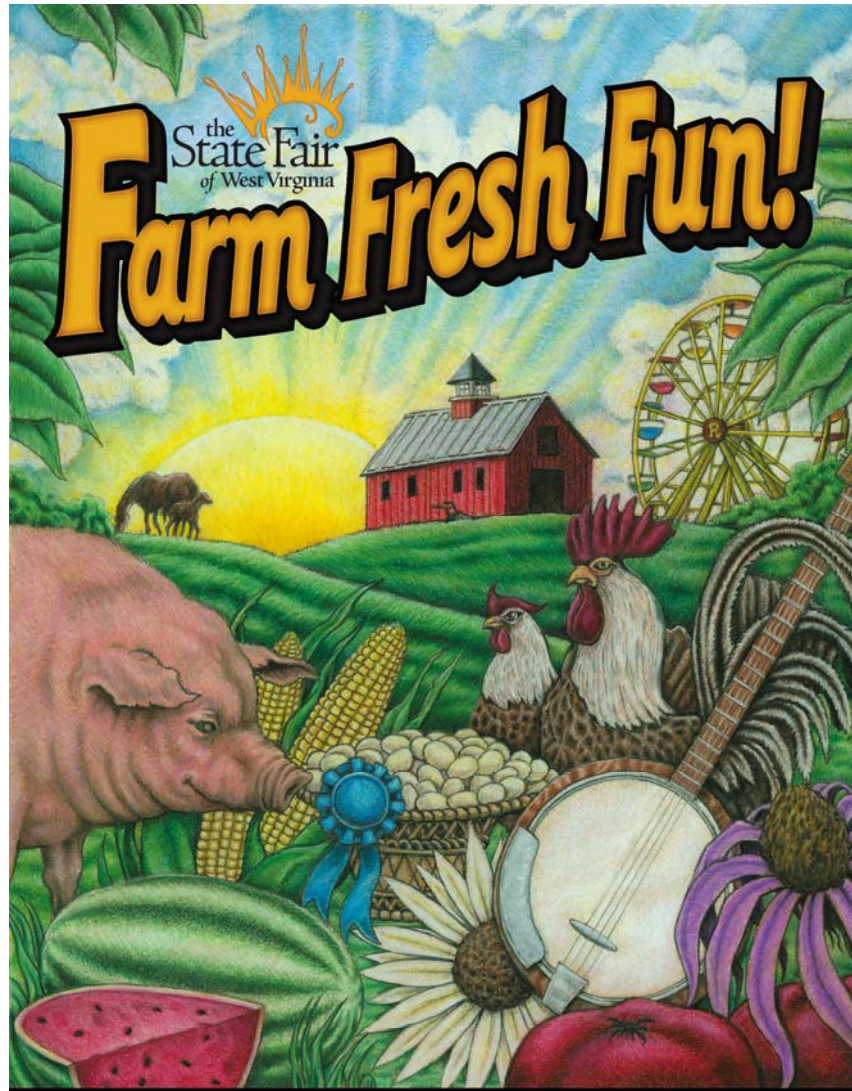
2009 Capital Improvement/Facility

- **Wireless Internet Access**
- **Completion of Bath House 1 addition**
- **Moving camping from Linsley lot adjacent to lot 2 and converting space to parking during fair**
- **Significant renovations to small stock arena**
- **Continued review of grandstand boxes and repair solutions**
- **Enhancements to sign at Rt. 219 north Livestock gate**
- **Adding 88 handicapped parking spaces**



OPPORTUNITIES & CHALLENGES

- ◆ **Moving flea market to interior to capitalize on covered exhibit space**
- ◆ **Recreational Vehicle Rallies/& Camping During Fair**
- ◆ **Motorcycles Events**
- ◆ **Horse Events**
- ◆ **School Schedule Discussion**
- ◆ **Minimum Wage increase to \$7.25 (20% increase in most seasonal wage areas)**
- ◆ **Legislative Funding for WV Fairs and Festivals is being scrutinized.**
- ◆ **Corporate Sponsorships – Weak Economy**
- ◆ **Endowment – Begin fundraising efforts with special events**



The State Fair of West Virginia

Farm Fresh Fun!

THE STATE FAIR OF WEST VIRGINIA

AUGUST 14-22 • 2009

WWW.STATEFAIROFWV.COM

The illustration depicts a vibrant farm scene. In the foreground, a pig is shown eating a watermelon slice. Next to it is a basket of corn cobs, one of which has a blue ribbon award. A basket of white eggs sits nearby. In the middle ground, two chickens are visible, one of which is a turkey. A banjo is positioned in the lower right foreground. The background features a red barn, a Ferris wheel, and a horse grazing in a field under a bright sun. The sky is filled with soft, colorful clouds.

