




Gallatin County Fairgrounds

ANNUAL REPORT

FY2014-15

The secret of change is to focus all of your energy, not on fighting the old, but on building the new.
Socrates



A Review of July 1, 2014 to June 30, 2015

Upon taking over the role of general manager in January, 2015, I am pleased to provide you with the first annual report reflecting our recent fiscal year, as well as a vision for the future.

Almost immediately upon my move-in, an informal review was conducted by the Gallatin County Auditor. We tackled multiple issues on that list including reconstruction of our rental rates. Some facilities were grossly overpriced and some user rates, such as hourly rates, were underpriced. The system was complicated making it difficult to be competitive in the marketplace. We upgraded the rate card to a day-rate rental plan, with lower setup rates, and a flat hourly rate fee. Now you can rent any facility at the Fairgrounds by the hour or by the day.

Second on our accounting list were discounts. Relying on our Fairgrounds mission, we continued the no-charge policy for fellow county departments as well as 4-H activities year-round. All other discounts were eliminated. Thanks to the changes in the rate card, our principal users such as Farmers Market saw a 27 percent reduction in rent.

Finally we focused on our gate management system at the Gallatin County Fair. We enforced a cash handle policy, hired a gate commander and professional staff, and facilitated an onsite bank. We instituted online and credit card ticket sales, all contributing to a revenue increase that will be reported in next year's annual report.

This report will cover the highlights of our progress through June 30, 2015 including milestones. We are proud of the Gallatin Ice Foundation in their relentless pursuit of fundraising for the new—and second—sheet of ice. The Fair Board finished an exhaustive master plan implementation mid-year. This first phase completion is critical to the growth of the Fairgrounds. Finally, we saw the retirement of long-time General Manager Sue Shockley. Her 28 years at this venue is recognized in every asset we have, and we are thankful for her commitment to the people of Gallatin County.

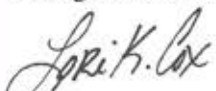
Mission for the Future

With the master plan in place, the Fairgrounds is at a critical stage of progress. Today efficient business practice demands multiuse functionality of the various buildings on our campus to serve a wide range of publics and activities.

The trade show center-type building is the fastest growing trend in fairgrounds management, and the only kind of venue that will cash flow. It can handle livestock and equestrian shows, sporting events and practices, trade shows, auctions and conferences. The Gallatin County Fair Board has determined that building such a facility is the top priority of capital investment.

The second priority is growing the Gallatin County Fair into a regional attraction. With Bozeman's stature in the state and region, this Fair has great opportunity to reflect the vast cultural flavors of the people. Fair entertainment will offer a wide variety of top-notch programming from music to motor sports, from animal competitions to national attractions.

As we grow through the next five years, we will continue to improve our business management, while moving our facility forward.


Lori K. Cox, CFE
General Manager



Lori Cox is a fourth generation Montanan raised in agriculture and a graduate of Montana State University. She is a Certified Fair Executive and currently studying under the Institute of Fair Management. Within her 25 years of marketing experience, she has worked in the fairgrounds industry for 12 years.

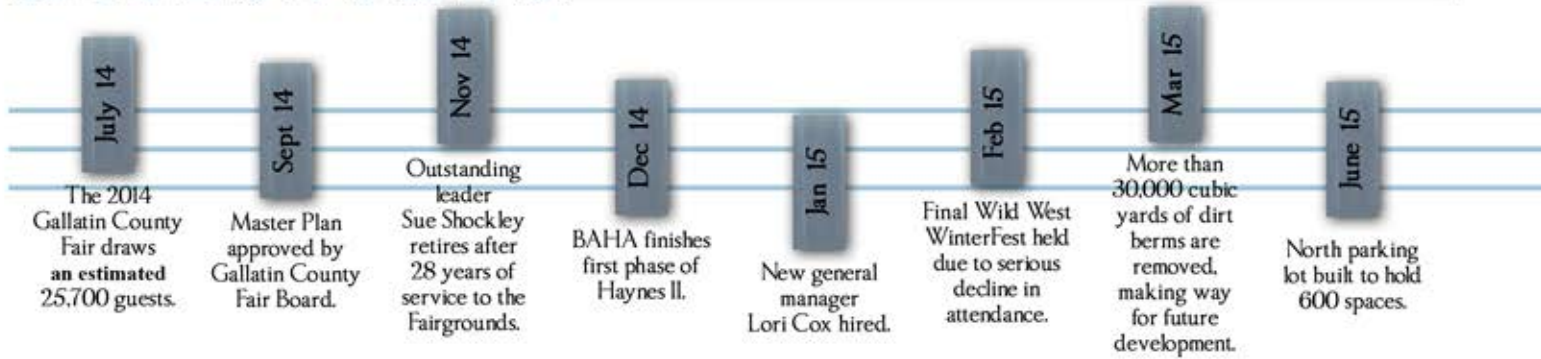
Gallatin County Fair Board

Jeff Wade, Chair
Brenda York, Vice Chair
Conrad Anker
Michael Everts
Ann Marie Moran
Tim Stefan
Craig Wodard

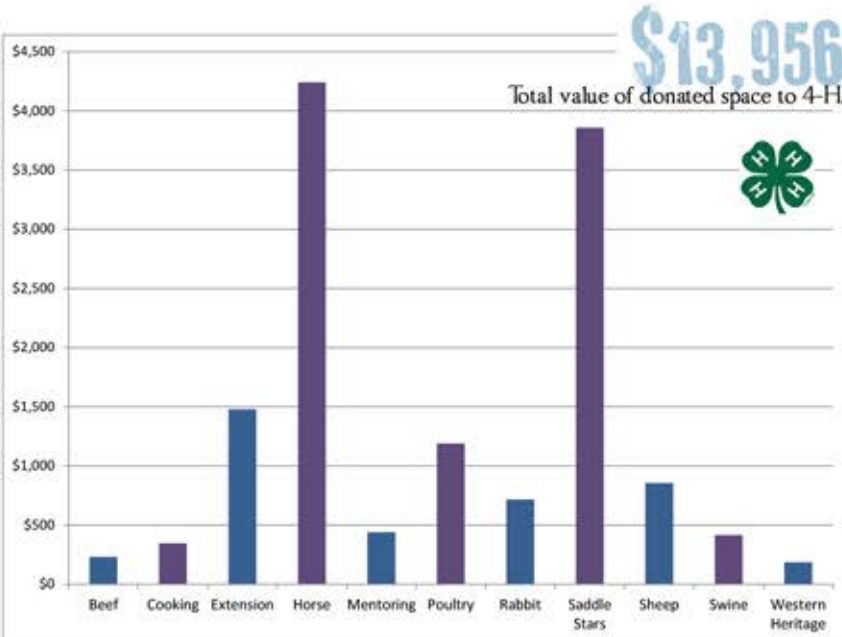
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MILESTONES



CONTRIBUTIONS



The Gallatin County Fair Board continues to support MSU Extension through the 4-H program.

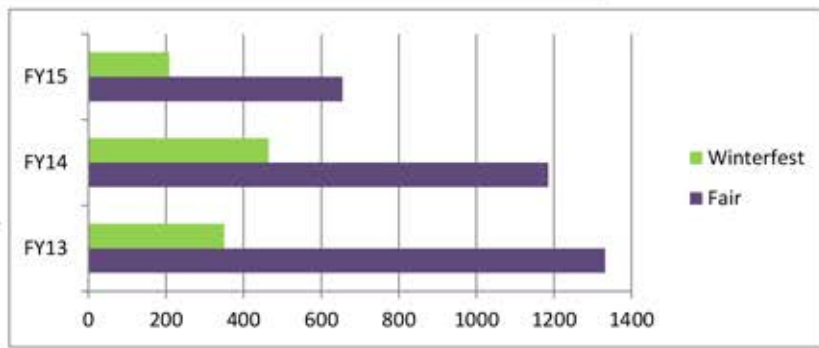
\$989
Total value of space donated to Gallatin County departments.

\$11,017
Total value of space donated to the Bozeman Fire Department.

The following support was received from organizations to advance Fairgrounds operations:

\$14,341
Total value of labor and equipment donated by the City of Bozeman.

Volunteers contribute hundreds of hours to the Gallatin County Fair and Wild West WinterFest.



\$20,648
Total value of labor and equipment donated by other Gallatin County departments.

\$5,000
Community grants earned.

FACILITIES

Facility investments in FY14-15:

Plumbing	\$4,500
Landscaping	\$7,475
Hardware	\$21,825
Electrical	\$2,990
North Parking Lot	\$31,000
Total	\$70,330

In the coming year, we will complete our first economic impact assessment. Taking into account the total attendance of all events, we use accepted formulas to calculate spending in the community as a direct result of Fairgrounds events. An estimation of FY14-15 comes to \$10.1 million in local spending.

Gallatin County Fairgrounds Financial Report

PROFIT & LOSS STATEMENT

	FY14-15	FY13-14	FY12-13
INCOME			
Interim Events: Operating Revenues	369,164.23	340,809.72	253,329.69
Gallatin County Fair**	255,687.97	267,044.72	244,965.75
WinterFest	16,288.20	36,440.41	57,063.49
Taxes (personal, real) (state entitlement)	470,496.34	423,486.97	415,393.48
TOTAL INCOME	1,111,636.74	1,067,781.82	970,752.41
EXPENSES			
Interim Events: Operating Costs	890,718.05	857,290.06	732,991.32
Gallatin County Fair	*197,565.02	185,738.67	202,515.36
WinterFest	16,061.41	40,790.43	49,849.76
Ag Center	10,350.29	6,592.29	8,343.83
TOTAL EXPENSES	1,114,694.77	1,090,411.45	993,700.27
NET INCOME/LOSS	(3,058.03)	(22,629.63)	(22,947.86)

*short appr. \$20,000 that was coded to Interim

**FY14-15: 2014 Gallatin County Fair; FY13-14: 2013 Gallatin County Fair; FY12-13: 2012 Gallatin County Fair

This summary was extracted from the financial statements ending June 30, 2015, audited by external auditor AZ.

ASSETS ~ LIABILITIES ~ EQUITIES FY14-15

ASSETS

Cash Operational	99,633.24
Parking Improvement	68,657.76
Improvement Funds	62,554.22
Other Cash	6,524.22
Taxes Receivable	16,534.96
TOTAL ASSETS	286,820.90

LIABILITIES

Accounts Payable	65,824.87
All Wages Payable	18,546.93
Security Deposits Payable	14,071.00
Deferred Revenue	16,534.96

EQUITIES

Restricted Funds	201,058.10
Unassigned Fund	-29,214.96

TOTAL EQUITIES & LIABILITIES 286,820.90

IMPROVEMENT FUNDS ACCOUNT DISTRIBUTION

