

Missouri State Fair FOUNDATION Newsletter

January 2011

Preparing for the future ...

Being a father definitely changes things.

My life has not been the same since my son Creighton was born on July 10, 2009. In fact, my wife Kelsi and I often ask each other, “what did we do with all of our time before he was born?”

I know all of you parents can relate — having children causes a person to reevaluate priorities and goals, often shifting emphasis to the future. What kind of future will our children have?

While trying to imagine the future is definitely difficult, preparing for that future can be relatively easy if you have a good starting point. I know for Kelsi and I, we want our son firmly grounded in “where he came from” so he has a solid foundation from which to tackle the future.

Preparing for the future involves taking the solid foundation of “where we came from” and improving it for the future. It does not mean starting over from scratch.

The mission of the Missouri State Fair Foundation is “**to preserve, improve and perpetuate the rich heritage of the Missouri State Fair for future generations.**” In other words, our goal is to take “where we came from” (the Fair’s rich heritage) and improve upon it for future fairgoers to enjoy (like my son).

The Missouri State Fair is more than the state’s premier agricultural event; it is a showcase of the “best” of the state of Missouri. It is a celebration focused on blue ribbon excellence. It is a family tradition with more than 100 years of providing Missourians with quality education, competition and entertainment.

This rich heritage is what the MSFF is attempting to preserve—by renovating our historic Fairgrounds into a true showcase for the Show-Me State.

And this rich heritage is what the MSFF is attempting to improve—by announcing plans for the new Coliseum Annex Arena, for example.

And, finally, this rich heritage is what the MSFF is attempting to perpetuate—by making sure the Missouri State Fair continues to thrive so my son Creighton can someday take his family to the Fair.

Now that’s the future for which I want to prepare.



Jeremy Parsons, MSFF Executive Secretary; Kelsi and Creighton

“Preserving, improving, and perpetuating the rich heritage of the Missouri State Fair for future generations!”



Missouri State Fair Foundation

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“Building the Future” Capital Campaign

Fundraising campaign begins for new covered arena

The first step toward “Building the Future” at the Missouri State Fair was announced October 29 when the State Fair Commission approved the construction of the Coliseum Annex Arena.

The 70’ x 220’ structure will cover the current warm-up ring located north of the historic Coliseum, turning it into a versatile livestock facility for both warm-up and competition uses.

Connected to the Coliseum through a covered breezeway, this new “complex” will be a tremendous improvement to the Fair’s livestock facility, both for use at the Missouri State Fair and at numerous off-season events.

The estimated cost of the new Coliseum Annex Arena is \$726,000—money to be raised entirely by the MSFF through private donations and the use of \$343,000 in Missouri tax credits.

In December, the Missouri Development Finance Board approved the use of 50-percent tax credits to help finance a portion of the construction cost of the new arena. The finance board will issue up to \$343,000 in tax credits in exchange for \$686,000 in donations to the project.

The official campaign to raise funds for the new Coliseum Annex Arena will begin in February.

For more information on how you can help make the Coliseum Annex Arena a reality with either your tax-deductible donation or purchase of tax credits, please contact the MSFF at 660-827-8120.



Architect's rendering of the new arena to be located north of the historic Coliseum.

Mark your calendar now!

MISSOURI STATE FAIR

IT'S A *Show-Me* THING!

**SEDALIA
AUG 11-21 2011**

FOUNDATION NEWS AND NOTES

MO State Fair receives award for souvenirs ... The Missouri State Fair won first place in the “Advertising Specialities/Merchandise/Souvenirs” category for Division 2 fairs at the IAFE (International Association of Fairs and Expositions) convention in Las Vegas in November. The Fair’s entry featured MSFF souvenirs (hats, shirts, etc.)

Speaking of souvenirs ... the 2011 Missouri State Fair will introduce several new souvenir items, including a limited edition handcrafted basket. This “friendship basket,” which will be dated, is the first in a series of baskets that will be sold over the next several years. Look for the baskets at all MSFF souvenir locations at the 2011 Fair.

Calling all volunteers ... volunteer information will be mailed directly from the MSFF Office during the first part of June. If you know of anyone who would be interested in volunteering, please contact Jeremy at 660-827-8120.

Thanks for reading ... This is the first issue of the Missouri State Fair Foundation newsletter. Expect an issue in your mailbox four times a year: January, April, July and October. Any questions or comments about this newsletter can be directed to Jeremy Parsons at the MSFF Office.

Volunteers make a difference at 2010 Fair

Eight water locations, two souvenir shops and one museum—all staffed by volunteers, all the time, all eleven days. The MSFF Volunteer program at the 2010 State Fair was a huge success, expanding to include bottled water sales for the first time.

“We couldn’t be more pleased with the efforts of our volunteers,” said MSFF Executive Secretary Jeremy Parsons. “They were there on time, stayed later than they were supposed to stay and always had smiles on their faces.”

Special thanks also to Sue Foster, volunteer coordinator; Lee Chronister with the RSVP program; and Connie Patterson of Bothwell Regional Health Center (who provided volunteers for the first Saturday of the Fair).

Listed below are the names of our loyal group of volunteers. Thanks so much!



Helen Adams
 Anna Lee Bail
 Lee Barnett
 Lindsey Barrett
 Bothwell Regional Health
 Francine & James Briggs
 Tori Brown
 Lucille Bruce
 Hayleigh Carson
 Rhoda Christian
 Jenelle Conner
 Mary Cope
 Bill Crouch
 Betty DeLuce
 Ellen Dotson
 Carolyn Duell
 David & Sherry Dyke
 Jerry Eller
 Lou Ann Eschbacher
 Martha Everitt
 Gregg Foster
 Sylvia Foster
 Susan Friese
 Johnna Garrett
 Jacie Gordon

Doug Grandfield
 Ruth Ann Green
 Sydney Guthrie
 Bob & Leila Harvey
 Mike Hawk
 Donna Heembrock
 Dale & Cheri Heeren
 Betty Hickam
 Elaine Horn
 Julie Howard
 Heather Ives
 Bill & Virgie Jackson
 Jerry & Janet Jones
 Jane Kelley
 Vi Kentch
 Julie & Jeff Kesterson
 Ray & Debra Kinney
 Bill & Sharon Kirchoff
 Trudy Knight
 Earlene Knight
 Matt & Brandy LaCasse
 Nick LaStrada
 Kelly Mangel
 Bill & Sandy Mayfield
 Jerry Ann Mayfield

John Meehan
 Susan Mergen
 Mary Lou Mergen
 Karen & Charles Meyer
 JoAnn Mohler
 Bill & Shirley Neff
 Ervene Nothwehr
 Jerry & Tracey Parsons
 Tony Perryman
 Stanley Potts
 Connie Purchase
 Dorothy Robertson
 Bob & Jean Salmon
 Skip & Barbara Schultz
 Skyler Schumaker
 Audrey Self
 Amanda Sepulveda
 Cliff Smith
 Jack Stuart
 Linda Suddoth
 Amber Swadley
 Elle Wasson
 Gary Wheeler
 Wanda Whitaker
 Trey Whitley

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Terry Rehma, Jefferson City

John Riffle, Pleasant Hill

Jim Russell, Kansas City

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Elizabeth Schlueter, Troy

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Bob Thompson, Rolla

George Thompson, Sedalia

Leroy Van Dyke, Smithton

Mel Willard, Laurie

Larry Wilson, Sedalia

Mark Wolfe, Marshall

Executive Secretary

Jeremy Parsons

WHO WE ARE ...

The MSFF, established in 1998, is an independent, not-for-profit 501(c)3 entity dedicated to preserving the rich heritage and traditions of the Missouri State Fair.

The MSFF seeks to improve the Fairgrounds through the construction of new facilities and the renovation of existing buildings, many of which are on the National Historic Register.

The MSFF also seeks to preserve the rich traditions of the Missouri State Fair and provide quality educational programming for fairgoers.

CONTACT US ...

By Mail:

2503 West 16th Street
Sedalia, MO 65301

By Phone:

(660) 827-8120

By E-mail:

msffoundation@sbcglobal.net



**2503 West 16th Street
Sedalia, MO 65301**

Foundation grants more than \$60,000 to Fair during 2010

The Missouri State Fair Foundation granted more than \$60,000 directly to the Missouri State Fair during the 2010 fiscal year (January through December) for capital and program improvements.

The largest single grant—\$26,980.00—was for the purchase of new covers for the seating areas at State Fair Arena. The bright red-and-white striped canvas awnings provided shade for many fairgoers who enjoyed a variety of events during the eleven days in August.

"I'm sure many fairgoers appreciated the shade from those awnings during those hot afternoons," said MSFF Executive Secretary Jeremy Parsons.

The MSFF also granted \$19,521.60 for a large section of new concrete at the entrance to the Midway (carnival).

Other grants made to the Fair during 2010 included the following:

- \$7,637.72 for asphalt improvements to major roads of the fairgrounds (see photo at right);
- \$2,361.75 for the purchase of several large round table for use at various events during the Fair and throughout the year, including the Foundation's "Building the Future" Banquet;
- \$1,652.62 for general improvements to the grounds;
- \$1,524.80 for general improvements to the campgrounds;
- \$535.00 for sponsorship of the Fair's annual kick-off party in June.



The Missouri Department of Transportation (MoDOT) resurfaced all of the major roadways on the fairgrounds in July. The MSFF and Pettis County then teamed up to finish the work and "smooth out the edges" for all of the fairgoers.