



2025

Since 1998

\*Raising Funds \$\$ to preserve and improve the MO State Fairgrounds

\*Providing Educational Opportunities that support agriculture/fair

Mission – To Cultivate the Future of Agriculture

## Preserve

4-H Building- restoration

Cattle barn updates

Old Smokie

## Improve

Swine Barn Restrooms

Cattle; Parking and Tie Out areas

Michael L. Parson Arena

State Fair Museum

## Educate

Read to Win

Young Ambassador

MSF Youth in Ag - \$10,000 scholarship

First Time Exhibitors



# How do we Preserve the Past and Fund the Future? It takes ALL of us

- MSFF Board of Directors and Missouri State Fair Commission
- Foundation Staff and MO State Fair Staff
- Foundation Members – over 425 strong
- Foundation Volunteers
- Foundation Donors



# 2026 MSFF Board of Directors

73 Ballots returned for the 2026 election

4 Newly Elected Board Members



Kevin Daniel, Pettis County



Jill Fansler, Callaway County



Jon Ortmann, Bollinger County



Jay Fischer, Cole County

Re-elected – Sherry Jones – Livingston County

# Thank You For Your Service to the Foundation

- Marilyn O'Bannon
- Matt Boatright
- John Fletcher
- Nick Ramey

# MEET THE STAFF

**KARRI WILSON**

EXECUTIVE DIRECTOR



**LORIE BERGMAN**

EXECUTIVE ASSISTANT  
VOLUNTEER COORDINATOR



**SABRINA MARQUESS, CPA**

CHIEF FINANCIAL OFFICER /MEMBERSHIP  
COORDINATOR





## MSFF Staff

Office Operations 9-4 Mon-Fri

[mostatefairfoundation.net](http://mostatefairfoundation.net)

660-951-4053



MEET THE Consultant  
for  
Major gifts and donations

ELIJAH HAAHR

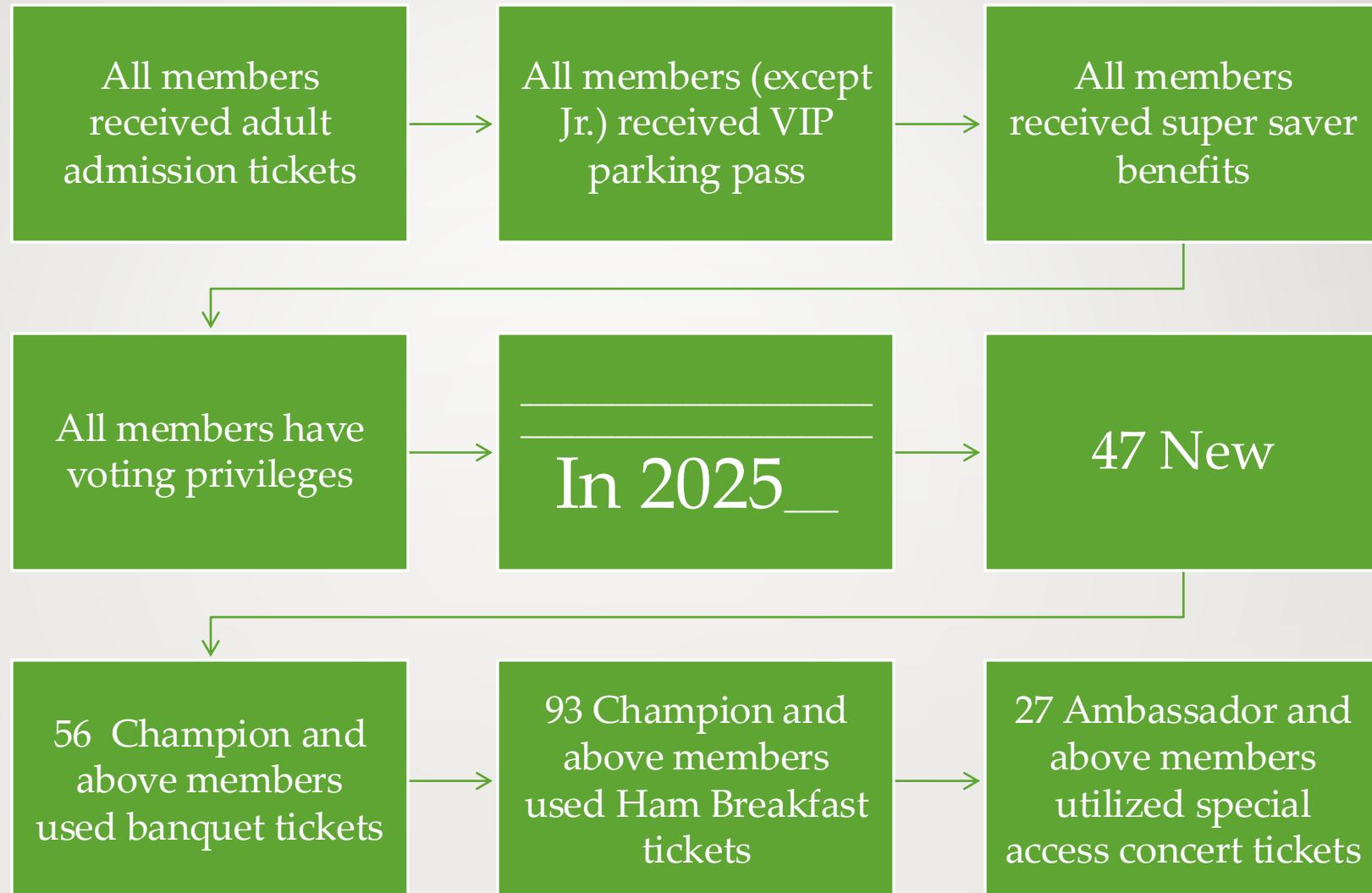
## MEMBERSHIP

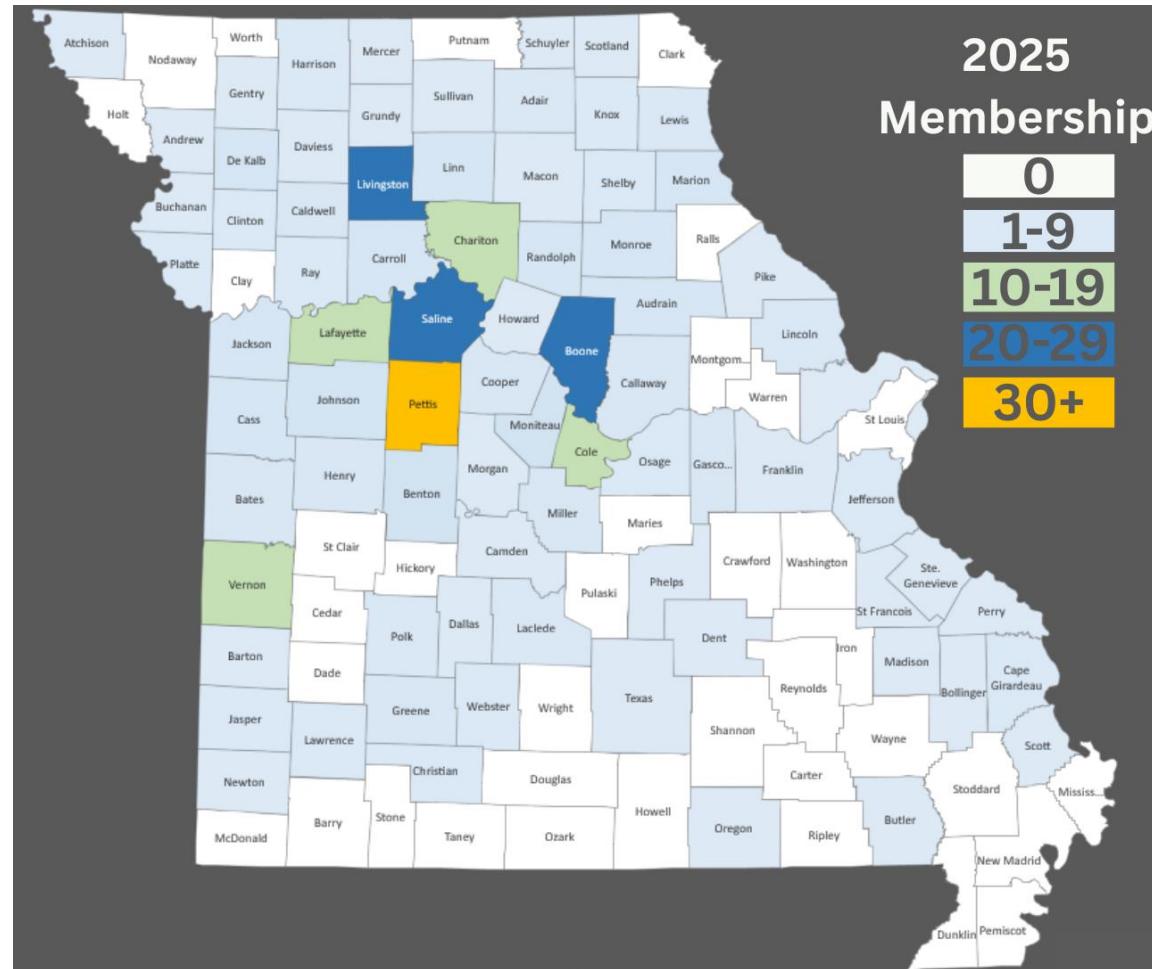
A level for everyone!

- Junior – age 18-25 \$30
- Family - \$100
- Advocate - \$250
- Ambassador - \$500
- Champion - \$1,000
- Investor - \$2,500
- Steward - \$5,000



# 2025 Membership = 426





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## What's New in Membership?

Same great benefits for 2026

Membership card process

Super Saver card process – (2025 17  
vendors / 24 locations)

Asking for your logo (Champion and  
above)

# 2026 Member Recruitment Challenge



- Renew your membership
- Recruit one new member
- Move up one level

# Fairgrounds Improvements

# Fairgrounds Improvement

## Michael L. Parson Arena

**Funds Raised = \$1,974,000**

Funds allocated; Arena Footing, Storage, Signage



## Opportunity

\$1,000 donor wall name

Only 75 spots (58 left)

Deadline to purchase: late spring of 2026

# MSF Museum Improvement

before  
renovation...





# Fairgrounds Improvement MO State Fair Museum

Completed: Paint, open entry way, rotating photo exhibit, refresh all cases, queen's wall





# State Fair Fundraising Projects

# 2025 State Fair Report

Total Income = \$388,382  
Total Profit = **\$276,500**

Expenses include; souvenirs, water/ice, banquet catering, tent rental, scooter batteries, signs

<u>Banquet and Auction</u>	<u>Souvenir Sales</u>	<u>Water Sales</u>	<u>VIP Parking</u>
Raised \$147,776	Sold \$66,213	Sold \$92,200	3,521 cars
Profit = <b>\$122,556</b>	Profit - <b>\$35,553</b>	Profit - <b>\$70,803</b>	Profit- <b>\$10,564</b>
<u>MSFF Rentals</u>	<u>State Fair Museum</u>		
Sold \$40,484	Up to 525 visitors a day! Over 4,250 total visitors		
Profit - <b>\$38,654</b>			



## 2025 Dinner & Auction



440 guests

Event Profit = **\$122,556**

# LEGACY FLAG PLAZA

## 2025 Dedication: Chad & Karen Sayre

Chad and Karen have gone above and beyond in contributions of dollars and resources to the fairgrounds. Through their civil engineering firm Allstate Consultants, they have donated over \$100,000 worth of improvement and preservation projects around the fairgrounds.

- Charolais Barn
- Swine Barn renovations
- Cattle Tie-Outs
- 4H building
- New campground
- Ground water project.

Founder's Level contributors to our Foundation's 1901 Society



# WATER SALES

2025 - **\$92,200**

80,856 bottles of water

5,672 bottles of Gatorade

3,500 #s of Ice

**\$901,100 since 2011**



# 2025 Water

State Fair  
Community College



Wood & Huston Bank  
Your Trusted Advisors Since 1874



# 2025 Friends of the Fair Award



*Jon & Debbie  
Ortmann*

# Souvenirs

Sales **\$66,213**



# 2025 Foundation Rentals wheelchairs, strollers, mobility scooters

**Sales = \$40,484**

**1,078 units rented**

*As many as 160 per day!*

**Managers; Rick and Jennifer Yeager**

**Wayne Hadley & Fred Parks**





## State Fair Lions Club Partnership

- 2025 VIP Parking
- 3,521 cars parked
- **\$17,606** raised
- Lions Club split = \$7,042
- MSFF split = \$10,564

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# Educational Programs

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2025

# Meet the 2025 Young Ambassador Riglee Welty



Sophomore, studying Ag at SFCC;  
interested in livestock production and  
genetics.

\$2,500 Scholarship

# 2025 READ TO WIN

- 214 youth completed the challenge
- Over 3,500 books about agriculture and fairs read
- Encouraged numerous families to attend the MSF



# 2025 FIRST TIME EXHIBITOR GRANT Program

59 COMPLETED THE PROGRAM

\$28,250 AWARDED





2025 No Limits P.I.G.  
Show

*Pigs Ignite  
Greatness*

22 Exhibitors

25  
Ambassadors

# Donor Recognition and MO Agricultural hall of Fame programs

## THE 1901 SOCIETY RECOGNIZES THE MO STATE FAIR FOUNDATION'S MOST GENEROUS DONORS

Members of the 1901 Society are keeping traditions alive and investing in the future of Agriculture in the State of Missouri.

## MO AGRICULTURAL HALL OF FAME

Created in 2023 to recognize farmers, ranchers, and agri-business leaders who have made an outstanding contribution to Missouri agriculture.

# 1901 Society and Missouri Agricultural Hall of Fame event

2025 event Profit of \$121,000

Private reception at  
Governor's Mansion

Over 400 in attendance



Title Sponsors: MFA  
Oil and MFA Inc.

# 1901 Society – 2025

- 10 members = \$10k plus
- 8 Medallion Recipients = \$25k Plus



# MO Agricultural Hall of Fame



**CONGRATULATIONS**

2025 Hall of Fame Inductees



Lowell Mohler

David Baker

Mike Parson

Eddie Sydenstricker

DIAMOND PET FOODS  
Richard Kampeter & Gary Schell

*Make a difference...*  
**Volunteer**



[mostatefairfoundation.net](http://mostatefairfoundation.net)

# 2025 FAIR TIME VOLUNTEERS

- 5 Separate Fundraising Endeavors
- 11 locations
- Over 60 volunteers per day

Profit of over \$154,000 (does not include Banquet)

# Fair Time Volunteer Groups

- Bothwell Hospital
- BTC Bank
- Celebration Center
- Coldwell Banker
- FFA
- Lions Club
- Sedalia Rotary Club



- State Fair Community College
- Special Olympics
- Wood & Huston
- Open Door
- Air National Guard

# AWARDs

**Outstanding Fair Time Volunteer:** this award should be presented to one or more individuals who go above and beyond to assist the Foundation with fundraising efforts during the Missouri State Fair.

**Outstanding All-Season Volunteer:** this award should be presented to one or more individuals who make a substantial contribution to the Foundation during non-fair time.

**Outstanding Community Partner:** This award should be presented to a business or group within the community who has gone above and beyond to support the Foundation through volunteering, donating funds, or providing “in-kind” services and assistance.

**MSFF Executive Director’s Award:** this award is given at the sole discretion of the Executive Director of the MO State Fair Foundation. The award recognizes a group or individual who has made a positive impact on or has provided above and beyond assistance to the Director in the course of carrying out the duties of the director.

# 2026

## Preserve the past AND Fund the Future

- April 14<sup>th</sup>, 2026; 1901 Society and MO Agricultural Hall of Fame Event
- Focus on fund-raising efforts to support the new Parson Arena and other improvement projects
- Restore/Preserve Old Smokie
- Fundraising projects during the 2026 MO State Fair – possibility of adding an additional parking project
- Continue to serve and grow our membership
- Continue to offer a robust volunteer program
- Sustain efforts for educational programs



THE END

