

## Fair Beer Garden Question and Answer

### **Q1: Where will the beer garden be located?**

The beer garden will be located within the evening night show area. It will be a fully enclosed space, with controlled entry and exit points. Beer will not be allowed in or out of this area, ensuring that all alcohol stays within the designated space.

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### **Q2: What are the beer garden hours during the fair?**

The beer garden will open at approximately 5:00 p.m. each evening and remain open until near the end of the night's events.

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### **Q3: Will there be entertainment in the beer garden?**

Yes. On nights when the fair features a live band (Thursday through Saturday), the stage will be located within the beer garden area.

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### **Q4: Why is the fair implementing a beer garden?**

The fair is exploring ways to generate additional revenue. Currently, income from the fair (night shows, camping, and partnerships) covers expenses but does not generate a profit. Additional revenue sources outside the fair include building rentals, camping, bingo, and events such as a spring rodeo or RAGBRAI.

For legal reasons, the track can only be used during the fair, limiting its ability to generate income. As a result, beer sales are seen as a strong opportunity to bring in funds to support and improve the fairgrounds.

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### **Q5: How will the additional income from beer sales be used?**

Funds will be reinvested into improving the fair. This may include general maintenance, enhanced entertainment, or contributions toward a new building capital campaign. The goal is to improve the overall experience and environment of the fairgrounds.

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### **Q7: Will there be enough police and security presence?**

Yes. The plan has been discussed with the sheriff's department, which supports the initiative and will provide assistance. Additional private security will also be hired to help monitor the area and ensure safety.

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**Q8: Who will clean up the beer garden area?**

Local groups will be hired to clean the area the day after events. The fair will compensate these groups for their work. This cleanup will not be part of the regular club clean duties.

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**Q9: Is selling beer something the fair will continue in future years?**

The fair board has approved the beer garden as a one-year trial. After this year's fair, the board will review how it went and make a decision about whether to continue offering beer in future years.