



## Summary of 2024 Embarrass Region Fair Association Accomplishments

2024 saw the Embarrass Region Fair Association complete our first year under the updated organizational structure, which brought about a series of positive changes and achievements.

One of the significant changes was onboarding two new directors and a new committee manager. Additionally, we adopted a new Volunteer Pledge to clearly define the responsibilities and expectations for our volunteers, who generously contributed 5,581 hours to the Association.

An Arena Committee was established to improve the arena and guide its future use. We hired a CPA, finalized our 2024-2029 Strategic Plan, and enhanced security by re-keying the entrances to Timber Hall and improving key control procedures. Kitchen procedures were also reviewed and updated for better compliance.

We received several grants to support our projects. The IRRR Culture & Tourism Grant awarded us \$15,000 for landscaping, signage, facility repairs/improvements, equipment purchases, and increased seating. The Lake Country Power awarded us a \$500 grant for arena improvement, the Blandin Foundation provided a \$100,000 grant to improve the grounds at Timber Hall Event Center, and the St Louis County Fair granted us \$850 for outdoor youth activities. Additionally, we installed Starlink internet.

We hosted several new events, including a Winter Festival and Easter Egg-stravaganza, and created the Timber Hall Kids Club, which hosted movie nights and an ice cream social. Improvements were made to the Special Events Gate entrance for better traffic flow and participant safety, and we organized an "Adopt-a-Seat" campaign to increase seating options throughout the grounds.

We also revised our Cold Storage Policy and Contract, developed a new Rental Feedback form, and continued to work with DSGW on pre-design for Timber Hall preservation and renovation work. Our organization was included in the University of Minnesota's Empowering Small Minnesota Communities program to assist with sustainability, clean energy, agriculture, and resilience studies.

Volunteer appreciation efforts included sending thank you cards with a discount at a local business and end-of-year gifts for 30 key volunteers. The Fair Event Sponsorship program brought in \$8,569.00, and over 6,000 people attended and participated in the Annual Embarrass Region Fair. We continued to offer Tae Kwon Do and indoor walking at Timber Hall twice weekly during the winter months, and partnered with Timber Jay and Embarrass Vermillion Federal Credit Union to donate toys to the community. Additionally, we partnered with DAV to collect gently used clothing and outerwear for veterans, served over 1,800 pancake breakfasts, and collected 97 units of blood for Memorial Blood Centers.

It was a remarkable year filled with accomplishments and growth, and we look forward to continuing this momentum in 2025.