



# **SUMTER FAIR ASSOCIATION, INC. BUSINESS FINANCIAL PLAN**

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## **Sumter Fair Association, Inc.**

### **1.0 Executive Summary**

The purpose of this business plan is for the development of the Sumter Fair Association, Inc. in the financial and operations over the next five years, which is a non-profit organization founded in 1954.

#### **1.1 The Services**

The primary revenue source for this association will be generated from the annual Sumter County Fair. The association's other revenue will be facility rental management of the West Central Agricultural Center.

At all times the Sumter Fair Association, will comply with all county, state and federal laws pertaining to the management of the Agricultural center and the annual fair.

#### **1.2 Mission Statement**

The mission statement of this association is to provide a family orientated county fair, to promote agricultural, and an educational knowledge to the community reaching out to youth of this community.

The facility rental management will be to provide this community reasonable rentals rate, clean and maintained grounds and buildings at all times.

To be recognized as local leaders in the community promoting agricultural education opportunities, community fair and, rental property.

#### **1.3 Management**

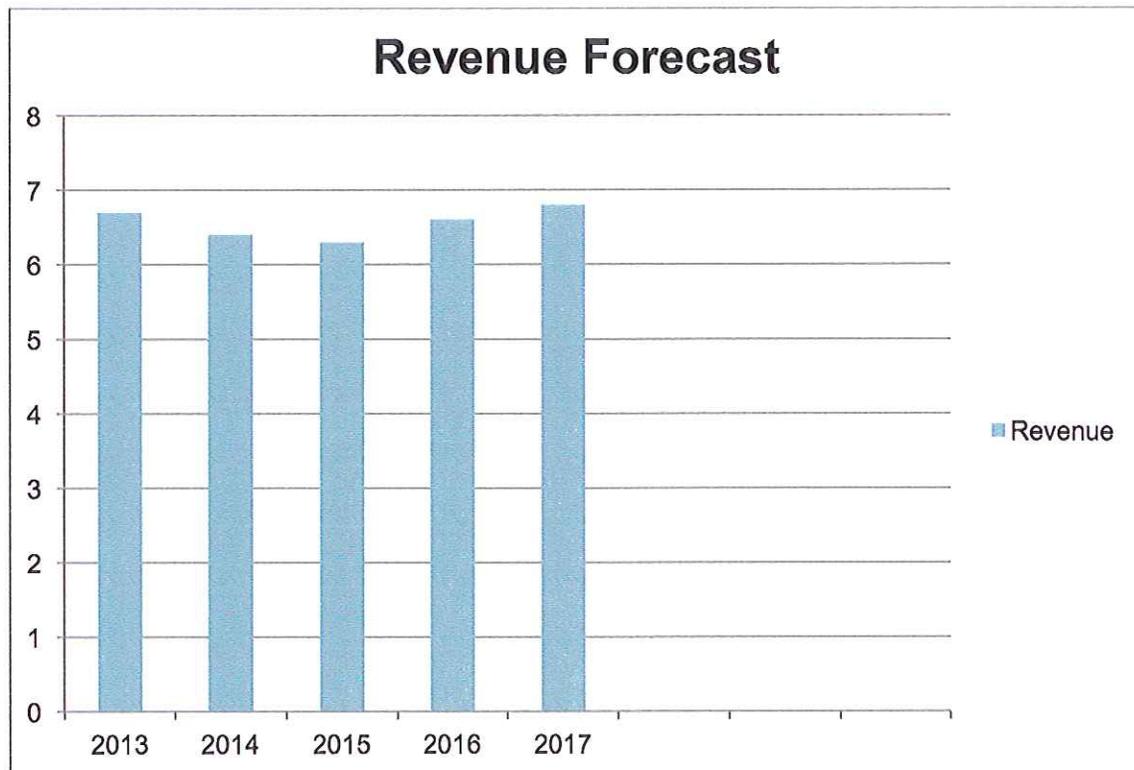
Through the years the Sumter Fair Association has provide a yearly county fair managed under the direction of a volunteer Board of Directors. These Directors receive no compensation but have given their time to promote and manage the Fair as well as the management of the West Central Agricultural Center.

## 1.4 Revenue Forecast

Sumter Fair Association expects a moderate growth for the next two years due the economic climate.

Revenue	2013	2014	2015	2016	2017
Fair Income	\$449,039.61	\$462,510.80	\$476,015.22	\$490,295.68	\$505,004.54
Rental	\$106,000.00	\$146,550.00	\$150,946.50	\$155,165.90	\$159,820.88
County	\$116,000.00	\$29,000.00			
State of Fl	\$4,250.00	\$4,300.00	\$4,375.00	\$4,500.00	\$4,575.00
Catering	\$3,000.00	\$6,450.00	\$10,423.45	\$11,946.45	\$12,368.33
<b>Total Revenue</b>	<b>\$678,289.61</b>	<b>\$648,881.80</b>	<b>\$641,760.17</b>	<b>\$661,908.03</b>	<b>\$681,768.75</b>

\*\*Based year ending 5/31/2012



## **1.5 Expansion Plan**

The Board of Directors expects that the association will aggressively expand during the next five years of operation. The board intends to implement marketing campaigns that will effectively target individuals and other organizations within the target market.

## **2.0 Company and Financing Summary**

### **2.1 Registered Name and Corporate Structure**

Sumter Fair Association, Inc.. This company is registered as a nonprofit organization with the State of Florida.

### **2.2 Required Funds**

At this time, the Sumter Fair Association, Inc. is an established corporation funds are already in place.

### **2.3 Investor Equity**

Sumter Fair Association, Inc. is not seeking an investment from a third party.

## **3.0 Services**

### **3.1 Fair Services**

The primary sources of revenue for the Sumter Fair Association, Inc., are the annual county fair, facility rental revenue, and Sumter County BOCC yearly appropriation. This appropriation will end September 23, 2013.

Services offered by the Sumter Fair Association, Inc.:

- Yearly annual Sumter County Fair
- Rental of the buildings located on property.
- Events held in the arena area of the grounds.

### **3.2 Ancillary Services**

The Association will also supply ancillary services such as:

- Serving our County as leaders in the industry.
- Guide the youth of this community.
- Helping hands to those neighbors in need.
- Usage of the property at a reduced rate to non-profit organization.

## **4.0 Strategic and Market Analysis**

### **4.1 Economic Outlook**

This section of the analysis will detail the economical climate, of the fair and rental industries, the customer profile, and the competition that the association will face as it progress through its business operations.

Currently, the economic market conditions in the United States are in recession. This slowdown in the economy has greatly impacted our community, which has been halted to historical lows. Many economists expect that this recession will be a slow recovery.

### **4.2 Industry Analysis**

Within in the State of Florida there are 52 annual fairs. The revenue of most fairs is based on the economy as well as the weather conditions.

Revenues from facility rentals have increase in this area due too:

- Low Crime Rate
- Rental Rates
- Central Location
- Turn-Key Operation

These revenues are a benefit for Sumter County businesses:

- Restaurants
- RV Sites
- Motels
- Gas Stations
- Stores

### **4.3 Customer Profile**

The Sumter County Fairgrounds average client for the fair will be a middle class or lower income. It will offer inexpensive entertainment. Place for exhibitors to show animals, artwork, and homemade items. Seventy percent of the visitors will live or work no more than thirty miles from the fair location.

Rental clients will be local as well as out of county, 90% of these clients will live in Sumter County. The other 10% will come from St. John's, Polk, Orange County and other surrounding counties based on the rentals from the last few years.

The out of county vendors rent motels rooms, RV sites, and visit local restaurants and at times usage of local doctors and veterinarians.

The Associate will to seek more conventions, shows and other venues outside of Sumter County, to bring more revenue to the association as well as other businesses in the Sumter area.

## **5.0 Marketing Plan**

The Sumter Fair Association intends to maintain an extensive marketing campaign that will insure maximum visibility for the association in its targeted market. Below is an overview of the marketing strategies and objectives of this Sumter Fair Association.

### **5.1 Marketing Objectives**

- Develop an online presence by enhancing our website and placing the Associations name, contact information, and rental information with online directories.
- Maintain a presence on the internet with Facebook and Twitter.
- Establish a firm relationship with other entities in our community.

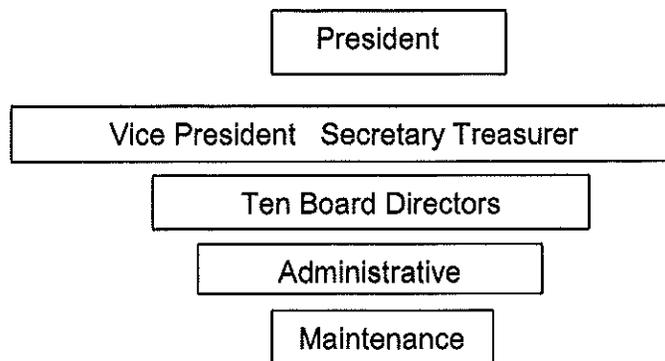
## 5.2 Marketing Strategies

The Association intends on using a number of marketing strategies that will allow the Association to easily target individuals in the target market. These strategies include traditional print advertisement and ads placed on search engines on the internet.

The internet strategy is very important as many people seek information about the fair and rental of the West Agricultural building.

Finally, the Association will aggressively seek to develop relationships with our community within the target market.

## 6.0 Organization Chart



## 7.0 Financial Plan

### 7.1 Sensitivity Analysis

The Association's revenue is modestly sensitive to changes in the general economy. However, people will continue to visit the fair despite deleterious changes in the economy.

Rental revenue should continue to grow at a steady pace due to proper market strategies.

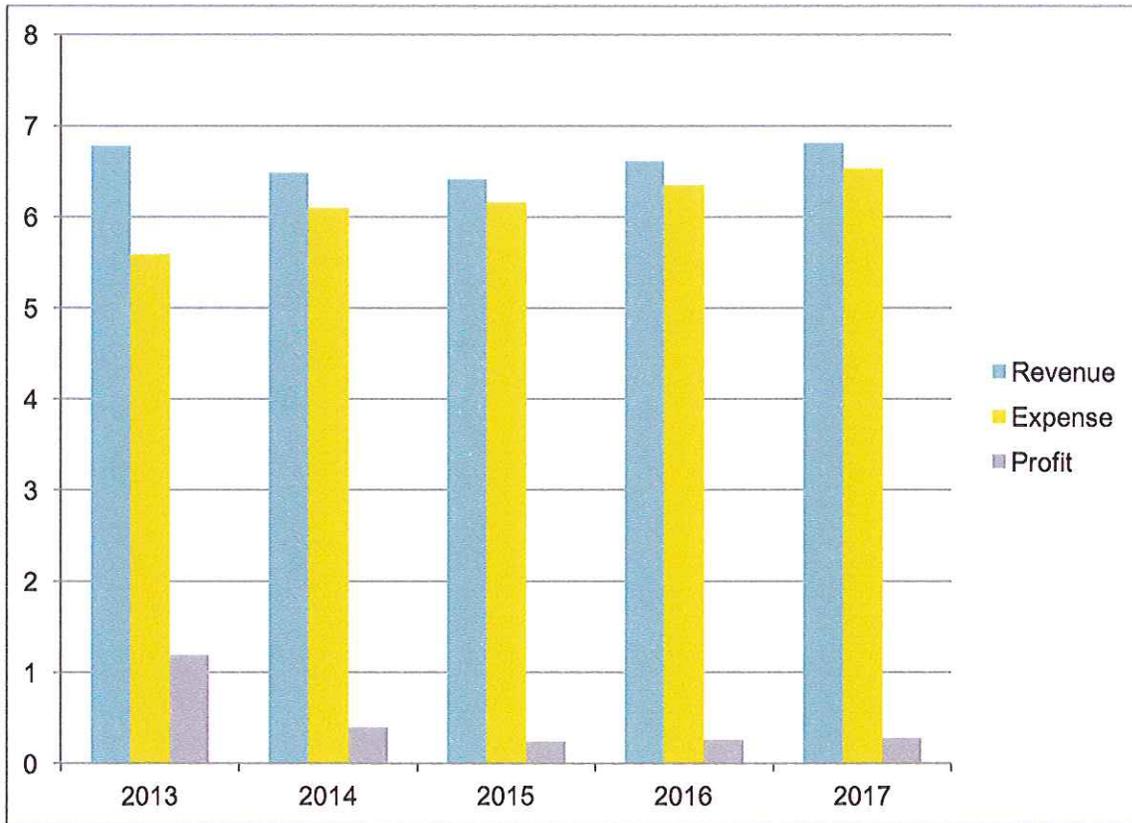
### 7.2 Profit and Lost Statement

Proforma Profit and Lost (yearly)					
Year	2013	2014	2015	2016	2017
Fair Income	\$449,039.61	\$462,510.80	\$476,015.22	\$490,295.68	\$505,004.54
Rental Income	\$106,000.00	\$146,550.00	\$150,946.50	\$155,165.90	\$159,820.88
County Funding	\$116,000.00	\$29,000.00	-0-	-0-	-0-
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Expenses	2013	2014	2015	2016	2017
Payroll	\$45,934.71	\$47,312.75	\$48,732.13	\$50,194.09	\$51,699.91
Payroll Taxes	\$4,370.58	\$4,411.70	\$4,544.05	\$4,680.37	\$4,820.75
Marketing Expense	\$1,540.00	\$1,848.50	\$2,218.20	\$3,546.90	\$5,032.67
Insurance	\$7,833.73	\$12,854.35	\$13,239.98	\$13,637.18	\$14,046.30
R&M	\$34,754.95	\$46,097.60	\$47,480.53	\$48,904.95	\$50,329.37
Professional Fees	\$960.00	\$988.80	\$1,018.44	\$1,048.77	\$1,080.23
Utilities	\$63,698.71	\$65,609.67	\$67,577.96	\$69,605.30	\$71,693.46
Misc Expenses	\$12,915.33	\$13,119.40	\$13,212.98	\$13,309.37	\$13,408.65
Fair Expense	\$387,055.77	\$407,767.44	\$418,800.46	\$430,164.47	\$441,869.40
<b>Total Expenses</b>	<b>\$559,063.78</b>	<b>\$610,090.21</b>	<b>\$616,824.73</b>	<b>\$635,091.40</b>	<b>\$653,980.74</b>

\*\*Based on year ending 5/31/2012

### Revenue, Operating Cost, and Profit Forecast



\*\*Based on year ending 5/31/2012

### 7.3 Balance Sheet

#### Proforma Balance Sheet-Yearly

Assets	2013	2014	2015	2016	2017
Cash	\$87,782.08	\$38,643.44	\$30,402.74	\$34,630.93	\$36,569.86
Fixed Assets	\$453,239.11	\$466,836.28	\$480,841.37	\$495,266.61	\$510,124.61
Accumulated Depreciation	(187,058.00)	(192,669.74)	(198,480.73)	(204,435.15)	(210,568.20)
Total Assets	\$353,963.19	\$312,809.98	\$312,763.38	\$325,462.39	\$361,123.17

\*\*Based on year ending 5/31/2012

#### Liabilities

Payroll Liabilities	\$1,307.38	\$1,346.60	\$1,387.00	\$1,428.61	\$1,471.47
Accounts Payable	\$12,495.33	\$12,570.19	\$12,647.30	\$12,726.72	\$12,808.52
Other Liabilities	\$2,080.00	\$2,142.40	\$2,206.67	\$2,272.87	\$2,341.06
Total Liabilities	\$15,882.71	\$16,059.19	\$16,240.97	\$16,428.20	\$16,621.05

\*\* Based on year ending 5/31/02

