

ALTO FAIR 2020

Alto Fair, Inc.
Alto, Wisconsin
www.altofair.com

Since 1946, the Alto Fair has been a cherished annual tradition that gathers generations of the greater Alto community for a mid-week celebration to make memories, greet friends, and catch up on each other's lives. The Alto Fair draws people together to celebrate 4-H and the agricultural community that we live in, to showcase exhibitors and offer educational displays, and to provide vendors and sponsors an outlet for their businesses.

With much disappointment, the Alto Fair board must announce that this year's full Alto Fair event, which was to be held August 12-13, 2020, is being cancelled. The safety and enjoyment of the Alto Fair's guests, vendors, entertainers, volunteers, exhibitors, and sponsors has been our priority every year; however this year, the feasibility of following CDC recommendations to keep thousands in our community, friends, and family safe in the uncertainty of the COVID-19 situation weighed deeply on us. This hard decision had to be made as we discussed some of the challenges involved in social distancing, the potential of limited numbers attending, and the liability involved. We know the loss of this year's fair will tug at many heart strings for months ahead, but know that the fair board is keeping the health and safety of our community in mind.

Planning the fair takes a huge investment of time, energy, and money. Knowing we would be unable to offer a carnival and with the state prohibiting 4-H from public exhibits, the Alto Fair board, in discussion with community members and local authorities, has reached a decision that in good conscience, a fair cannot take place this year. Another major consideration in this decision was the economic impact on our community caused by the COVID-19 situation. Many of our sponsors, exhibitors, volunteers, and community members are experiencing financial hardship due to the current situation. We felt as a board it was unfair for us to ask for more during this time to sponsor and participate in this event.

Please know that our livestock team is working to provide a possible online auction event for livestock exhibitors and sponsors to come together and showcase the ag-business partnerships that have grown in our community and to support those exhibitors who have already made a financial investment in their projects. All other 4-H exhibitors will be welcomed to showcase their projects at the 2021 fair.

We thank you for understanding that this was one of the most difficult decisions ever faced by the Alto Fair board. We hope you will bring your family and show your community pride by joining us as we commemorate this year's 74th Alto Fair with fireworks at dusk on Saturday evening, August 8th, 2020, at the Alto Fair grounds. Please watch our website (www.altofair.com) and Facebook page (Alto 4-H Farm Bureau Fair) for more information on this event.

In the meantime, we are working hard to make the 75th Alto Fair, the 2021 fair, one to remember. We look forward to gathering again next year in our time-honored celebration of our Alto community at the 2021 Alto Fair on August 11-12!