

The 2025 Fair didn't just reach for the stars...
IT SOARED PAST THEM



Alaska State Fair
2025 ANNUAL REPORT

A private non-profit 501 (c)(3) corporation



Greetings from the **ALASKA STATE FAIR'S CEO**

The 2025 Alaska State Fair, held August 15–September 1, didn't just reach for the stars—it soared past them. This year brought record-setting attendance, sold-out concerts, new state records and national recognition, including a #7 ranking in USA TODAY's 10Best Readers' Choice Awards for Best State Fair. Most importantly, it delivered a magical experience that celebrates Alaska and the people who call it home.

But the Fair is more than an annual event.

As a nonprofit 501(c)(3), we are a year-round community gathering place—built by Alaskans, for Alaskans. From Halloween beer fests and holiday celebrations to scholarship support and capital improvements that strengthen our Fairgrounds for the future, every season of the Fair reflects the same purpose: bringing people together and reinvesting in the community we serve.

The highlights in this report are shared achievements. Our staff, volunteers, sponsors, exhibitors, vendors, partners and guests all helped make 2025 the success it was. Thank you for being part of it.

As I begin a new chapter as director of the Deschutes County Fair & Expo Center in Central Oregon, my departure is bittersweet. Serving as CEO of the Alaska State Fair has been a true honor, and I'm deeply proud of the progress we've made together. I'm grateful to the Fair Board, our incredible staff and volunteers and the community for your support and collaboration, and I'm confident the Fair is well-positioned for the exciting years ahead.

Thank you,

Jeff Curtis, CEO

ALASKA STATE FAIR STAFF

Jeff Curtis, CEO

Kirsten Mason, Sr. Director of
Finance & Ticketing

Kelly Larson, Sr. Director of Community
& Corporate Partnerships

Larry Longnecker, Grounds &
Maintenance Director

Melissa Keefe (MK), Director of
Marketing & Communications

Jerry Baker, Administrative Services
Manager

Suzy Crosby, Entertainment Manager

Sheri Musgrave, Beverage & Events
Manager

Rachel Schoonover, Vendor Manager

Jake Mattes, IT & Systems Manager

Sierra Butler, FEC & Grandstand
Manager

Anna Rowe, Creative Marketing
Manager

Lara Stanley, Exhibits Manager

Becky Myrvold, Head Gardener

Chad Wallace, Grounds Supervisor

A message from the **FAIR'S BOARD OF DIRECTORS**

As we look back on a remarkable 2025 Alaska State Fair, we're also looking ahead with momentum, pride and a clear focus on the future. Planning is already well underway for the 2026 Fair, which will mark a major milestone: the Fair's 90th anniversary celebration, August 21–September 7.

This year also brings a leadership transition, as CEO Jeff Curtis departs to take a new position outside Alaska. Jeff joined the Alaska State Fair in 2023 and served as a catalyst for meaningful progress. During his tenure, the Fair achieved back-to-back overall attendance records in 2024 and 2025, along with consecutive record-setting results for the ConocoPhillips Alaska Concert Series and MTA Grandstand events. Under his leadership, the Fair also advanced major capital improvements, including the planning and construction of a new restroom and Event Hall facility completed in 2025, enhancing the Fairgrounds' year-round functionality and guest experience.

Jeff's impact will be felt for years to come through the infrastructure improvements, strengthened partnerships and organizational momentum achieved during his time here. On behalf of the Board, we thank Jeff for his service and wish him every success in his new role.

The Alaska State Fair remains strong and steady. Our experienced staff, representing more than 170 years of combined Fair experience, continues working together to deliver a Fair that brings Alaskans together in celebration of community, tradition and agriculture, both this year and for years to come.

We're grateful for the support of our volunteers, sponsors, exhibitors, vendors and partners, and we look forward to welcoming you back as we celebrate 90 years of Fair memories—and make new ones together.

Jason Ortiz,
Board President

FAIR BOARD

Jason Ortiz
President

Jon Marc Peterson
Vice-President

Cody Beus
Secretary

Carol Kenley
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William Fischer
Director

Sherman Leifer
Director

Jennifer Walther
Director

Kai Tantaros, *Administrative Assistant*

Donnie Leonard, *Maintenance Technician*

Randy Leonard, *Maintenance Technician*

Jason Hitesman, *Maintenance Technician*

Kyle Williams, *Landscaping Assistant*

Sam Jurasek, *Finance Assistant*

Cindi Dupuis, *Sponsorship Assistant*

Andrea Childers, *Events Coordinator*

Mission

Produce a traditional State Fair which educates and entertains Fairgoers; Provide stable finances through good business practices, statewide outreach, partnerships, and hosting a variety of community, cultural and business events.

Vision

Alaska State Fair Inc. provides a center for the Alaskan community to gather in a dynamic and safe atmosphere throughout the year.

REACHING FOR THE STARS - AND BEYOND



Record-High Attendance

For five straight years, attendance has grown steadily, reaching a new high in 2025 with 388,798 fairgoers.



Sell-Out Concert Series

The 2025 ConocoPhillips Alaska Concert Series posted record ticket sales, a diverse line-up of performers and five sellout shows.

- Alaska's own Medium Build
- Genre-bending Rainbow Kitten Surprise*
- Pop culture icon "Weird Al" Yankovic, two shows*
- Christian artist Chris Tomlin
- Country chart-topper Warren Zeiders
- Iconic rockers Mastodon
- Country hit-maker Billy Currington*
- Rapper Wiz Khalifa
- Dancehall icon Sean Paul
- EDM artist Zedd
- Rock and roll hall of famers Foreigner*
- Country legend Dwight Yoakam
- Comedian David Spade

*Sell-out shows



State Records, Friendly Rivalries

It was a banner year in the crops department, with six new state records:

- Eggplant (2.72 lb): Walter Chastain
- Cucumber (30.9375 in): Dale Marshall
- Spinach (6 ft 9.5 in): Joy Pollard-Sanderson
- Mustard Greens (4.8 lb): Krystyna McRobert
- Leek (41.25 in): Tabitha Bancroft
- Quinoa (50-7/8 in): Sandra Skaggs

And the friendly competition stayed strong in the 29th annual Giant Cabbage Weigh-Off:

1st - Scott Robb 84.2 LBS	2nd - Paul Dinkel 80.7 LBS	3rd - Brian Shunskis 79.0 LBS
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Meanwhile, Dale Marshall kept his crown in the 2025 Alaska's Midnight Sun Great Pumpkin Weigh-Off, easily taking first place with his 1,820-pounder.

Ever-Expanding Experiences

Growth showed up across the grounds. Expanded seating at the MTA Grandstand—home to the ever-popular Demolition Derby and Rodeo Alaska Champions Tour—drove a 34 percent jump in grandstand attendance.

Exhibit entries, which invite Alaskans to share their talents in categories ranging from baked goods to beekeeping, also took a jump: 8,831 in 2025, up from 7,660 in 2024.

The 4-H/FFA Jr. Market Livestock Auction also continued to reach new heights, bringing in \$742,000 from the sale of 136 animals raised by local youth, including poultry, rabbits, goats, lambs, swine, beef and more.

'21 - 82 Animals
\$352,000

'22 - 91 Animals
\$419,957

'23 - 107 Animals
\$510,000

'24 - 141 Animals
\$589,306

'25 - 136 Animals
\$742,000



Farm Family of the Year

The Fair proudly recognized the Mosesian family of Mosesian Farms of Alaska (Bell's Nursery) as the 2025 Alaska Farm Family of the Year.

For nearly 50 years and across four generations, the Mosesian family has built a dynamic operation that includes hanging flower baskets, greenhouse crops, hydroponics, vineyard and wine production, and café-style garden centers that serve as community gathering spaces. Their innovation, resilience and service embody the spirit of Alaska agriculture.



Having Fun, Doing Good

In addition to all the fun, fairgoers showed up for the community too, donating 5,000 pounds to the Mat-Su Food Bank through Fair-time food drives, and helping volunteers recycle 49,543 pounds of aluminum, plastic, paper and cardboard. Since 2002, the Fair's recycling program has diverted 962,808 pounds from the landfill.

New Multipurpose Building

At the 2025 Fair, we opened our new 8,300-square-foot multipurpose event center near the Purple Gate. Designed for year-round community use, the new facility features:

- Flexible indoor event space
- Restrooms accessible from inside and outside
- An adult changing room and private nursing room
- A prep/warming room for food service

Built by Kuchar Construction, which also constructed the new Sluicebox in 2023, the center reflects our long-term commitment to accessibility, safety, comfort and community connection. The building was met with overwhelming positive community support. As a private nonprofit, the Fair funded this project independently, with generous continued support from Alaskans who attend the Fair and participate in year-round events. Your support makes our reinvestment possible!



2025 Ambassadors

Our Ambassador Program acknowledges and involves Fair supporters and enthusiasts, giving them the opportunity to represent the Fair and volunteer at various Fair events. All Alaska residents are invited to apply and the selected ambassadors are honored at the annual Fair Director's Reception and receive Fair admission, parking, cash prizes and Fair swag. Keep an eye on our website for the 2026 Ambassador application!

A special thank you to our 2025 Ambassadors:
(pictured left to right)

ASF Ambassador 21+: Callista Whitlatch

ASF Cultural Ambassador: Charly Baird

ASF Teen Ambassador: Hannah Brooke

ASF Cultural Ambassador: Amelia Sharp



Fair Scholarships

As part of the Fair's nonprofit mission to educate and entertain, we are deeply committed to supporting students through our annual scholarship program, which invests in the future of Alaska by helping students pursue higher education.

This year, we proudly awarded \$8,000 in scholarships to six outstanding high school students from across the state:

1st - \$3,000: Katherine Deering of Palmer

2nd - \$2,000: Grace Cook of Palmer

3rd - \$1,500: Jordan Hartman of Seward

4H/FFA/Vendor - \$500: Liam Wade of North Pole

4H/FFA/Vendor - \$500: Evangeline Newkirk of Eagle River

Honorable mention - \$500: Cagney Davis of Juneau

Fair scholarships are open to all Alaska junior and senior high school students who plan to attend college or vocational education. Learn more at alaskastatefair.org/site/fair-info/scholarships.



THANK YOU 2025 SPONSORS!

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Foundation

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Alaskan Brewing Co.

Mat-Su Regional Medical Center

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A COMMUNITY EFFORT



Many Thanks

The Fair is a true community effort. Thank you to the staff, volunteers, sponsors, exhibitors, vendors, partners and guests who make this work possible. Your support helps the Alaska State Fair remain more than a once-a-year tradition—it keeps the Fair strong as a year-round nonprofit resource for Alaska.

Become Involved

Interested in supporting the 2026 Fair? Explore sponsorship opportunities or request a custom package at alaskastatefair.org/site/sponsorship.

Want to get involved as an individual? Become an Alaska State Fair member to receive benefits like early ticket access, annual meeting voting privileges and admission to the Directors' Reception during the Fair. Learn more at alaskastatefair.org/site/fair-info/become-a-member.

Sponsor Spotlight: Aurora Integrated Oncology Foundation



In 2025, the Alaska State Fair was proud to partner with Aurora Integrated Oncology Foundation to host Cancer Awareness Day, an impactful initiative focused on lifesaving early detection, education and access to care. In collaboration with multiple community and healthcare partners, the event provided on-site cancer screenings and essential health resources to fairgoers in a welcoming, community-centered setting. This meaningful day reflects a broader commitment to community well-being shared by longtime Fair partners, including Mat-Su Valley Cancer Center, which has proudly served as a sponsor of the Alyeska Pipeline Colony Stage's main entertainment and headline acts since 2019. Together, these partnerships strengthen both the Fair's reach and its positive impact across Alaska. We are deeply grateful to Aurora Integrated Oncology Foundation and their partners for their leadership, generosity and dedication to improving the health and vitality of Alaskans.



Rebarchek Farm

The Rebarchek Farm's historical and agricultural setting is increasingly popular, hosting more than 50 events in 2025, including weddings, family reunions, business meetings and community group gatherings. The farm also supports 4-H and FFA activities, youth animal husbandry training and Jr. Livestock projects. Over 1,500 visitors came to the farm last year, with Harvest Day drawing more than 500 attendees who participated in potato harvesting.



2026 at the **FAIRGROUNDS**

Mark your calendars—there’s something happening all year long at the Fairgrounds.

The 2026 Alaska State Fair, celebrating the Fair’s 90th anniversary, runs August 21–September 7. We’re excited to welcome everyone back next summer for this milestone celebration!

In October, the annual Holiday Bazaar returns for two weekends, giving Alaskans an early start on holiday shopping with unique gifts, handmade goods and more than 100 vendors.

Also in October, the Halloween-season Mighty Monster BooFest, endorsed by the Brewers Guild of Alaska, brings together craft beverage fans for tastings from Alaska and beyond—plus food, live music, a costume contest and a silent auction.

During the holiday season, Bright Up the Night transforms the Fairgrounds into Alaska’s largest drive-through holiday light display, with nearly a mile of festive lights and holiday music broadcast directly to guests’ car radios.

And at the Yuletide Festival, presented in collaboration with the Christmas Factory, families can enjoy a classic holiday experience with a carnival carousel, giant slide, visits with Christmas elves, live music, festive food and drinks, and a cozy bonfire.

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