

FAIRS



Exploring a
California
Gold Mine



Fairs receive \$30 million from horse racing and generate over \$136 million in state and local taxes.

Fairs do not receive state general fund money. A licensing fee on wagers placed at horse races provides vital supplemental funding for fairs.





A California Gold Mine

What is California's return on investment?

- Total impact on California was \$2.55 billion in 2002.
- Total jobs created by fairs was 28,000.
- Total tax revenues for state and local governments was \$136 million.



Attendees: A Golden Treasure

Californians love fairs and fairground events.

- Total annual attendance on fairgrounds is almost 33 million people – roughly the same as California's population of 35 million.
- The average visitor attends the fair 2.1 times per year and lives within 100 miles.



Attendees: A Golden Treasure

Attendee spending drives economic impact.

- Attendee direct spending at fairtime and interim events totaled about \$963 million.
- Attendee spending on commercial exhibitor merchandise totaled \$406 million.
- Attendee spending on food and beverage concessionaires totaled \$120 million.



Making Magical Memories

Fairs are more than dollars-and-cents.

- Ninety-five percent of attendees agreed that the fair they attended had worthwhile community benefits.
- A full 88 percent of fairgoers felt that the fair provided a venue to visit with family and friends.
- Fairgoers who participated in their fair exceeded 1.2 million people – roughly 11 percent of attendees.



Agriculture: The Gold Nugget

Fairs make ag education come to life.

- Sixty-nine percent of fairgoers felt that they knew more about agriculture after going to a fair.
- Junior livestock auctions at fairs grossed more than \$21 million, with 42,000 animals purchased by 19,000 buyers.
- Students receive 95 percent of auction proceeds.



Services to a Golden Industry

Creating the total fair experience.

All great recipes for success require quality ingredients. Fair-related businesses provide many goods and services that are the key ingredients to a successful fair. Fairs and their suppliers work together as strategic business partners to achieve common goals. When one prospers, so does the other.

These partners include commercial exhibitors, concessionaires, carnival companies and entertainers.



Services to a Golden Industry

The local mall isn't the only place to shop.

California's fairgrounds are major commercial venues at which people can purchase a myriad of goods and services.

Commercial exhibitors generated in 2002:

- \$491 million in total spending
- \$219 million in personal income
- \$ 17 million in state and local taxes



Services to a Golden Industry

There is something for every set of tastes.

With their brightly lit food booths, fair concessionaires dish up the tastes, smells and colors of the fair experience.

Fairtime and master concessionaires generated in 2002:

- \$131 million in total spending
- \$ 66 million in personal income
- \$ 10 million in state and local taxes



Services to a Golden Industry

Carnivals – at the heart of the fair experience.

Carnivals spell fun from A to Z: From the fun of amusement rides to winning a stuffed animal at a game, that is...

Carnival companies generated in 2002:

- \$41 million in total spending
- \$18 million in personal income
- \$ 2 million in state and local taxes



Services to a Golden Industry

Entertainers cheer and delight audiences.

Fair entertainment is either a grounds act or headliner performer. Grounds acts may be jugglers and clowns, or petting zoos, racing pigs, hypnotists and other stage acts.

Entertainers generated in 2002:

- \$28 million in total spending
- \$17 million in personal income
- \$ 1.6 million in state and local taxes



Community Groups

Mining for gold California's fairs.

Fairs are major venues for community groups and nonprofit organizations to raise money and awareness.

- In 2002, 730 nonprofit groups raised \$8 million for their community programs.
- Add the \$21 million raised at junior livestock auctions, and a total of \$29 million was raised for community benefits.



Social and Cultural Impacts

Creating a healthy and vibrant community.

Fairs provide a focal point for community members to:

- Celebrate their cultural heritage
- Compete in a variety of events
- Hold family reunions
- Display and view artwork
- Premier new inventions and innovations
- Showcase the best of California



Conclusion: A Golden Legacy

Fairs entertain and educate, but they also have immense economic and social impacts.

- Economic impacts range from spending by attendees to businesses to nonprofit fundraising to job creation and to state and local tax revenues.
- From people's paychecks to community services, the return on investment from fairs is widespread.



Conclusion: A Golden Legacy

- Fairs serve as tools for educating Californians about the importance of agriculture and introducing young people to interesting aspects of life on the farm.
- Fairs reach beyond their traditional agrarian roots and encourage industries and individuals to strive for excellence through competitions.
- Winning the blue ribbon is great incentive to showcase the best of the best.



Conclusion: A Golden Legacy

- Fairs embody the entrepreneurial excellence, innovative drive and community spirit that is the Golden State.
- Just as gold is minted into precious coins, so too do California's fairs help to define the character and uniqueness of their communities.