

CALIFORNIA'S FAIRS:
STRIKING GOLD
AT THE
VENTURA COUNTY FAIR

Governor Gray Davis, State of California
California Department of Food and Agriculture
Division of Fairs and Expositions

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ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

Overall impact on the county of spending by all participants at fairtime and interim events resulted in \$51,815,612, created 655 jobs and generated \$16,489,719 in personal income for residents of Ventura County, California.ⁱ

Economic impacts presented in this report are local in nature and are for Ventura County only. Economic impacts presented in *Fairs: Exploring a California Gold Mine* are for the state of California. Since the impact areas of the two studies are different, the results are not directly comparable.

Fair organizational impacts are summarized in Table 1, which includes ripple effects but excludes direct spending by attendees.ⁱⁱ Direct attendee spending is excluded so that economic impacts produced solely by the fair organization can be examined.

Table 1

Total Economic Impacts – Ventura County Fair

Spending by Fair Organization	\$13,179,401
Personal Income Generated	\$6,722,635
Local Taxes Generated	\$38,341
Employment (FTE Jobs) Created	189

Interim Events

Fairground facilities are extensively used on a year-round basis. Annually, 429,021 visitors come to the fairgrounds for interim events. Table 2 highlights how well-planned and creative interim events can generate community involvement and local revenues.

Table 2

Interim Events at Seaside Park

Event Category	Estimated Attendance	Fairground Rental Revenue	Estimated Attendee Spending/1
Camping/RV Groups	1,504	\$27,245	0
Concerts/Theatre/Entertainment	32,356	\$50,910	\$163,270
Consumer/Craft Shows	109,142	\$183,420	\$5,315,161
Horse Shows	10,400	\$13,457	\$20,380
Live Horse Racing	0	\$0	\$0
Motorized Racing Events	25,450	\$66,800	\$127,597
Parties/Dinners/Weddings	11,602	\$25,730	\$61,904
Satellite Wagering	124,117	0	\$620,585
Swap Meets/Flea Markets	40,000	31,328	265,000
Other Animal Shows	21,950	\$33,600	\$135,899
Other	52,500	\$44,460	\$133,368
Totals	429,021	\$476,950	\$6,843,164

1/ Interim events generate rental revenue, but not all events produce attendee spending. Private usage of the fairgrounds may represent a rental of the facility only.

AGRICULTURE: THE GOLD NUGGET OF THE FAIR

Junior Livestock Program

The fair's junior livestock auctions grossed \$537,450, with 398 animals purchased by 797 buyers in 2002. Approximately 95 percent of auction proceeds go directly to the students. They typically save this money for college, or reinvest in agriculture by purchasing additional animals. Thus, the junior livestock program provides young community members with a valuable business lesson and funding for future goals.

Judged Exhibits

During the 2002 season, the fair judged 5,713 exhibits, resulting in \$134,855 in premiums paid to fair participants. Of this total, the fair judged 35,060 agricultural exhibits, including 1,799 FFA and 4-H exhibits, 1,414 floricultural exhibits, and 2,500 horticultural exhibits. This variety of exhibits demonstrates the fair's success in providing agricultural programming that both entertains and educates the public.

PROVIDING SERVICES TO A GOLDEN INDUSTRY

Carnival Economic Impacts

Total economic impacts on the county associated with the midway are summarized in Table 3. Impacts in this table include carnival spending ripple effects.ⁱⁱⁱ The carnival spent \$201,514 in the county, and attendees at the fair spent \$1,405,598 on carnival rides and games.

Table 3

Total Economic Impacts – Carnival

Spending	\$201,514
Personal Income Generated	\$56,660
Local Taxes Generated	\$13,905
Employment (FTE Jobs) Created	2

Concessionaire Economic Impacts

The fairgrounds are served by a variety of food and beverage concessionaires during the fair and interim events. Table 4 presents a summary of economic impacts on the county from these food and beverage concessionaires. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

Table 4

Total Economic Impacts – Food and Beverage Concessionaires

Attendee Food and Beverage Direct Spending	\$3,286,934
Spending by Fairtime and Master Concessionaires	\$2,350,520
Personal Income Generated	\$1,120,572
Local Taxes Generated by Attendee Spending	\$41,087
Local Taxes Generated by Concessionaire Spending	\$46,214
Employment (FTE Jobs) Created	28

Commercial Exhibitor Economic Impacts

Economic impacts of commercial exhibitors are sizeable. Commercial exhibitors purchase goods for resale, exhibit materials, hire local labor, stay in hotels, and eat in restaurants. Table 5 summarizes the total economic impacts of both fairtime and interim event exhibitors on the county. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

Table 5

Total Economic Impacts – Commercial Exhibitors

Attendee Direct Spending on Commercial Merchandise	\$6,107,361
Spending by Commercial Exhibitors	\$3,095,761
Personal Income Generated	\$1,000,201
Local Taxes Generated by Attendee Spending	\$76,342
Local Taxes Generated by Commercial Exhibitor Spending	\$18,731
Employment (FTE Jobs) Created	33

Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and interim events generated \$9,203,122. It represents 18 percent of total economic impact in the county of \$51,815,612.

Entertainer Economic Impacts

Entertainers purchase costumes and materials, sound and lighting equipment, hire local labor, stay in hotels, and eat in restaurants. Economic impacts of entertainers on the county are summarized in Table 6. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

Table 6

Total Economic Impacts – Entertainers

Spending by Entertainers	\$172,716
Personal Income Generated	\$137,800
Local Taxes Generated	\$1,517
Employment (FTE Jobs) Created	3

COMMUNITY GROUPS: MINING FOR GOLD AT THE FAIR

Nonprofit Fundraising

Numerous groups engage in socially beneficial fundraising activities at the fair and interim events. Table 7 provides estimates of funds raised by nonprofit groups through concessions and other year-round activities.

Table 7

Fundraising Activities at the Seaside Park, 2002

Type of Activity	Net Amount Raised for Community Benefits
Nonprofit	\$69,600
Junior Livestock Auction	\$537,450
Total	\$607,050

ATTENDEES: A GOLDEN TREASURE FOR THE FAIR

The fair draws people and the various communities comprising the county together. Table 8 provides a comparison, in terms of county population and annual fairground attendance. This table demonstrates the importance of the fair within the county – with attendance at roughly 93 percent of the county population.

Table 8

Comparison of Attendance to Population

	County Population/1	Annual Fairground Attendance
Ventura County Fair	773,500	721,415

1/ California Department of Finance, *California County Profiles*.

Attendee Demographics and Visit Characteristics

Table 9 compares the household income of fairgoers, based on a random survey of attendees, to that of Californians as a whole. This data demonstrates the economically diverse population served by the fair.

Table 9

Household Income of Fair Attendees

Household Income	Fair Attendee Percentage	California Household Percentage/1
Under \$25,000	17.0%	24.6%
\$25,000 to \$50,000	24.5%	26.4%
\$50,000 to \$75,000	24.5%	18.8%
Over \$75,000	26.4%	30.2%
No Response	7.6%	--

1/ U.S. Census Bureau, *2001 Supplementary Survey Profile, California*.

Table 10 presents additional demographic information on fair attendees. The average visitor attends the fair 2.6 times per year and lives within 100 miles.

Table 10

Attendee Survey, Visit Characteristics

Number of Times Attended Fair

1-3 times	77.4%
More than 3 times	22.6%
Average Attendance Frequency	2.6 Visits

Round Trip Mileage of Trip to Fair

Under 100 miles	95.7%
Over 100 miles	4.3%
Median mileage	95.1 Miles

ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

Direct Spending and Employment

KPMG engaged in an extensive data collection effort to acquire information on direct spending and employment of the various economic actors in the fair industry and at the fairgrounds. Details on concepts, data sources, data limitations, and methods and assumptions appear in the statewide impact study titled *Fairs: Exploring a California Gold Mine*.

Fair Organization

The fair organization pays both year-round and temporary employees, and spends on capital improvements, maintenance, exhibits, entertainers and publicity. Table 11 provides annual totals and percentages for the fair organization by type of spending. It should be noted that the table solely reflects direct spending.

Table 12 shows direct employment (headcount) of permanent and temporary workers of the fair organization on an annual basis. The striking feature of the fair employment profile is a heavy reliance on temporary workers. Only 4.0 percent of fair organization direct employment is comprised of permanent employees, which makes sense given that the fair and majority of interim events are less than three weeks in duration.

Table 11

Fair Organization Direct Spending

Category	Annual	Percent of Total
Compensation – Permanent Employees	\$1,623,656	18.4%
Compensation – Temporary Employees	\$1,058,781	12.0%
Non-labor Administration	\$244,573	2.8%
Non-labor Maintenance	\$738,381	8.4%
Capital Expenditures	\$3,519,516	40.0%
Entertainers	\$280,426	3.2%
Exhibits	\$140,147	1.6%
Premiums	\$127,464	1.4%
Publicity	\$252,258	2.9%
Other	\$823,112	9.3%
Total	\$8,808,313	100.0%

Table 12

Fair Organization Direct Employment

Category	Annual	Percent of Total
Temporary Employees	619	96.0%
Permanent Employees	26	4.0%
Total	645	100.0%

Attendees

Fair attendees pay for admissions and parking, carnival rides and games, and food and beverage concessions. They make purchases from commercial exhibitors, pay for outside meals and hotels, and also spend on exhibit preparation and costumes when participating in judged activities. Table 13 provides estimates of direct attendee spending by category, distinguishing between fairtime and interim events.

Table 13

Attendee Direct Spending

Category	Fairtime	Interim Events	Total
Commercial Exhibitors	\$683,957	\$5,423,404	\$6,107,361
Concessions	\$2,194,078	\$1,092,856	\$3,286,934
Admissions	\$1,000,942	\$2,243,302	\$3,244,244
Offsite Dining and Hotel	\$76,677	\$6,343,669	\$6,420,346
Carnival	\$1,405,598	--	\$1,405,598
Exhibit Preparation and Other Retail	\$0	\$2,748,795	\$2,748,795
Parking	\$176,754	--	\$176,754
Junior Livestock Auction	\$537,450	--	\$537,450
Total	\$6,075,456	\$17,852,026	\$23,927,482

Considering the difference between fairtime and interim event spending, Table 13 reveals a number of interesting facts. First, total attendee spending at interim events is roughly 294 percent of fairtime spending. Second, attendee spending on commercial exhibitors is 0.1 times as high at fairtime as at interim events. Thus, the fair and its interim events are a powerful economic engine harnessed by the fair organization.

Fair-Related Businesses

Fair-related businesses pay employee compensation as well as employee food and lodging. They rent fair space; pay taxes; buy insurance, permits, motor fuel and a wide variety of other materials and supplies. The following tables display estimated spending by category for carnivals, concessionaires, commercial exhibitors and entertainers.

It should be noted that these tables display estimated direct spending by fair-related businesses in the county only. Also, this report treats fair organization and allied businesses as one industry, therefore any commission or fee paid to the fair is excluded from these tables to avoid double counting.

Table 14 details overall direct carnival spending within the county. This number is not higher because the majority of the carnival's expenditures occur outside the county. An insurance policy purchased in Los Angeles, for example, would not be included. This is also true for capital expenditures on trucks and rides. Employee expenditures by the carnival are predominantly on permanent employees that travel with the carnival and do not reside in the county. Only the wages and salaries on local, temporary labor are included here as these hires have net new economic impact on the county.

Concessionaire and commercial exhibitor direct spending is detailed in Table 15 and Table 16. Direct spending of entertainers is detailed in Table 17. Permanent and temporary employee hiring by fair-related businesses then follows. As the tables in this section demonstrate, the common thread of expenditure patterns for fair-related businesses is the high percentage of labor costs.

Table 14
Carnival Direct Spending

Category	Annual	Percent of Total
Compensation – Permanent	\$27,232	20.0%
Compensation – Temporary	\$873	0.6%
Misc. Materials and Supplies	\$34,378	25.3%
Motor Fuel	\$17,171	12.6%
Offsite Dining and Hotel	\$799	0.6%
Taxes and Fees	\$588	0.4%
Other	\$54,802	40.5%
Total	\$135,843	100.0%

Table 15
Concessionaire Direct Spending

Category	Fairtime	Interim Events	Total	Percent of Total
Compensation – Permanent	\$379,584	\$189,068	\$568,652	33.0%
Compensation – Temporary	\$135,303	\$67,393	\$202,696	11.8%
Cost of Goods Sold	\$516,113	\$257,073	\$773,186	44.8%
Offsite Dining and Hotel	\$45,002	\$22,415	\$67,417	3.9%
Taxes and Fees	\$8,453	\$4,210	\$12,663	0.7%
Other	\$66,563	\$33,156	\$99,719	5.8%
Total	\$1,151,018	\$573,315	\$1,724,333	100.0%

Table 16**Commercial Exhibitor Direct Spending**

Category	Fairtime	Interim Events	Total	Percent of Total
Compensation – Permanent	\$15,107	\$121,623	\$136,730	6.4%
Compensation – Temporary	\$45,749	\$368,316	\$414,065	19.2%
Cost of Goods Sold	\$93,133	\$749,784	\$842,917	39.2%
Misc. Materials and Supplies	\$4,094	\$32,962	\$37,056	1.7%
Motor Fuel	\$3,499	\$28,169	\$31,668	1.5%
Offsite Dining and Hotel	\$47,470	\$382,164	\$429,634	20.0%
Taxes and Fees	\$591	\$4,755	\$5,346	0.2%
Other	\$28,219	\$227,186	\$255,405	11.8%
Total	\$237,862	\$1,914,959	\$2,152,821	100.0%

Table 17**Entertainer Direct Spending**

Category	Annual	Percent of Total
Compensation – Permanent	\$74,636	52.9%
Compensation – Temporary	\$36,689	26.0%
Misc. Materials and Supplies	\$2,195	1.6%
Motor Fuel	\$3,619	2.6%
Offsite Dining and Hotel	\$17,614	12.5%
Other	\$6,422	4.4%
Total	\$141,175	100.0%

Table 18**Fair-Related Business Direct Employment**

Category	Annual (FTE Jobs)	Percent of Total
Commercial Exhibitors	18	49.0%
Concessionaire	16	43.0%
Carnival	2	4.0%
Entertainers	2	4.0%
Total	38	100.0%

Economic Impacts

Table 19 presents the overall economic impact of spending by all participants at fairtime and interim events, which equals the total economic impact on the county of \$51,815,612 in 2002. Estimated total economic impacts from fairtime activities are \$21,586,851 and interim events are \$30,228,761. The fairtime spending impact of the fair organization totals \$14,894,548. Fairtime

spending impact of commercial exhibitors and food and beverage concessionaires totals \$1,030,648 and \$3,763,085, respectively.

The interim spending impact of commercial exhibitors totals \$8,172,474, while the interim spending impact of food and beverage concessionaires totals \$1,874,368. Considering the sum of spending impacts from both fairtime and interim events, the total economic impact (including ripple effects) of commercial exhibitors is \$9,203,122 and the total impact of food and beverage concessionaires is \$5,637,454.

Table 20 shows total impact on the income of county residents. Estimated total income generated by attendee, fair organization and fair-related business spending totaled \$16,489,719, with \$5,704,966 in direct income and another \$10,784,753 in ripple effect. The fair organization is an important contributor of income creation, accounting for 40.9 percent of total income impact. Income creation of interim events is also important, accounting for 52.7 percent.

The estimated creation of jobs, including direct and ripple effects appears in Table 21. The fair created 28.5 percent of all jobs, while interim events created 67.0 percent. Fairtime commercial exhibitors and fairtime food and beverage concessionaires created 0.6 percent and 2.9 percent of all jobs, respectively.

Spending, income and jobs created by the fair organization also created tax revenues for local governments. Table 22 details total tax collections by the economic participants. Total direct taxes collected by local governments from the fair were \$788,665. In combination with ripple effect tax impacts of an additional \$94,960, local governments collected an estimated \$883,625 in tax revenues in 2002.

Local sales taxes collections totaled \$415,497, transient occupancy tax collections totaled \$414,566 and possessory interest and other tax collections totaled \$53,562. These tax collections demonstrate the importance of the fair and interim events as a strong and reliable tax base.

Table 19**Estimated Economic Impacts – Fairtime and Interim Spending/1**

Category	Attendee Direct Spending	Business Direct Spending Impacts/2	Indirect and Induced	Total/3
<u>Fairtime Spending</u>				
Fair Organization	\$1,715,146	\$9,091,214	\$4,088,188	\$14,894,548
Commercial Exhibitors	\$683,957	\$237,862	\$108,829	\$1,030,648
Food and Beverage	\$2,194,078	\$1,151,018	\$417,989	\$3,763,085
Carnival	\$1,405,598	\$135,843	\$65,671	\$1,607,112
Entertainers	0	\$141,175	\$31,540	\$172,715
Nonprofit	0	\$0	\$0	\$0
Offsite Hotel and Dining	\$76,677	0	\$42,066	\$118,743
Offsite Retail	\$0	0	\$0	\$0
Total Fairtime	\$6,075,456	\$10,757,112	\$4,754,283	\$21,586,851
<u>Interim Spending</u>				
Commercial Exhibitors	\$5,423,404	\$1,914,959	\$834,111	\$8,172,474
Food and Beverage	\$1,092,856	\$569,104	\$212,408	\$1,874,368
Event Admissions	\$2,243,302	\$2,455,481	\$1,342,810	\$6,041,593
Offsite Hotel and Dining	\$6,343,669	0	\$3,695,154	\$10,038,823
Offsite Recreation	\$906,238	0	\$495,587	\$1,401,825
Offsite Retail	\$1,842,557	0	\$857,121	\$2,699,678
Total Interim	\$17,852,026	\$4,939,544	\$7,437,191	\$30,228,761
Total Fairtime and Interim	\$23,927,482	\$15,696,656	\$12,191,474	\$51,815,612

1/ This table incorporates direct expenditures as detailed in Table 11 through Table 18, along with estimated additional indirect and induced expenditures from the economic impact model.

2/ Indirect impacts are those second and later rounds of business spending that occur throughout the supply chain. Induced impacts are a result of personal consumption expenditures by employees of the fair organization and suppliers.

3/ Total impacts are the sum of direct, indirect and induced impacts.

Table 20**Annual Estimated Income Impacts**

Category	Direct Income	Indirect and Induced Impacts	Total	Percent of Total
Fair Organization	\$3,200,887	\$3,521,749	\$6,722,636	40.9%
Commercial Exhibitors/1	\$60,857	\$51,155	\$112,012	0.7%
Food and Beverage/1	\$514,887	\$233,112	\$747,999	4.5%
Carnival	\$28,105	\$28,554	\$56,659	0.3%
Entertainers	\$111,324	\$26,475	\$137,799	0.8%
Nonprofit	0	\$0	\$0	0.0%
Interim	\$1,788,906	\$6,907,576	\$8,696,482	52.7%
Offsite Hotel, Dining, Retail	0	\$16,132	\$16,132	0.1%
Total	\$5,704,966	\$10,784,753	\$16,489,719	100.0%

1/ Refers to fairtime income only. Interim event income is captured separately in the Interim category.

Table 21**Annual Estimated Employment Impacts (FTE Jobs)**

Category	Direct Employment	Indirect and Induced Impacts	Total	Percent of Total
Fair Organization	85	103	188	28.5%
Commercial Exhibitors/1	2	2	4	0.6%
Food and Beverage/1	11	8	19	2.9%
Carnival	2	1	3	0.5%
Entertainers	2	1	3	0.5%
Nonprofit	0	0	0	0.0%
Interim	22	417	439	67.0%
Offsite Hotel, Dining, Retail	0	0	0	0.0%
Total	124	532	655	100.0%

1/ Refers to fairtime employment only. Interim event employment is captured separately in the Interim category.

Table 22**Annual Estimated Tax Impacts**

Category	Direct Taxes	Indirect and Induced Tax Impacts	Total
Local Sales Tax	\$320,537	\$94,960	\$415,497
Transient Occupancy	\$414,566	0	\$414,566
Possessory and Other	\$53,562	0	\$53,562
Total	\$788,665	\$94,960	\$883,625

Future Impacts

Impact of the Ventura County Fair in future years is ultimately tied to the scale of the fair and interim events. With the primary impacts being generated by attendee and fair organization spending, impacts for future years may be estimated from values based on these indicators. Two reliable measures are total attendance and total operating expenditures.

Based on this analysis, and giving these two factors equal weight, the formulas for estimating impacts of the fair organization in future years are as follows:

- **Spending** – Fair plus interim attendance times \$35.91 plus total fair organization operating expenditures times \$4.38.
- **Income** – Fair plus interim attendance times \$11.43 plus total fair organization operating expenditures times \$1.39.
- **Employment** – Fair plus interim attendance times 0.00045 plus total fair organization operating expenditures times 0.00006.

The following two tables present examples for calculating future impacts. Formulas presented in this section may be used to estimate future economic impacts of the Ventura County Fair by substituting estimates of fair and interim attendance and fair organization operating expenditures. Note that total economic impacts presented in Table 19 are replicated by applying the formulas below.

Table 24 shows a hypothetical example if total attendance were 1,300,000 and total operating expenditures were \$8,000,000.

Table 23

Impact Calculation – Illustrative Example 2002

	Fair and Interim Attendance	Operating Expenditures	Total Impact Estimate
2002 Value	721,415 (A)	\$5,910,949 (B)	
Spending Factor	\$35.91 (C)	\$4.38 (D)	
Spending Impact	\$25,907,806 (AxC)	\$25,907,806 (BxD)	\$51,815,612
Income Factor	\$11.43 (E)	\$1.39 (F)	
Income Impact	\$8,244,859 (AxE)	\$8,244,859 (BxF)	\$16,489,719
Employment Factor	0.00045 (G)	0.00006 (H)	
Employment Impact	328 (AxG)	328 (BxH)	655

Table 24**Impact Calculation – Illustrative Example, Hypothetical Future Year**

	Fair and Interim Attendance	Operating Expenditures	Total Impact Estimate/1
Future Value	1,300,000 (A)	\$8,000,000 (B)	
Spending Factor	\$35.91 (C)	\$4.38 (D)	
Spending Impact	\$46,686,231 (AxC)	\$35,064,158 (BxD)	\$81,750,389
Income Factor	\$11.43 (E)	\$1.3912 (F)	
Income Impact	\$14,857,353 (AxE)	\$11,158,762 (BxF)	\$26,016,115
Employment Factor	0.00045 (G)	0.00006 (H)	
Employment Impact	590 (AxG)	443 (BxH)	1,034

1/ If impacts are estimated over a future period in which inflation has been a significant factor relative to 2002, the spending factor and income factors applied to attendance (\$35.91 and 11.43, respectively) should be adjusted upward proportionally by the percentage increase in the consumer price index. The employment factor applied to operating expenditures (0.00006) should be adjusted downward proportionally by the same percentage.

SOCIAL AND CULTURAL IMPACTS: GIVING BACK

Nonprofit fundraising activities at the fairgrounds raised \$607,050 in 2002. Beyond the economic impacts, this section highlights quantitative social benefits of the fair through funds raised for charities and nonprofit organizations.

Social and Cultural Exhibits

In a random survey of attendees, guests were asked whether or not they saw worthwhile exhibits and if they attended exhibits that informed them about valuable public or community services. Notably, 96 percent of those surveyed agreed that the fair provided worthwhile community benefits.

Attendees were also asked about their viewpoints regarding the social and cultural desirability of fair exhibits. Views on the most worthwhile attractions were fairly evenly distributed across various types of exhibits, as shown in Table 25.

Table 25

Attendee Viewpoints Regarding Exhibits

Attended Worthwhile Exhibits That...	Yes	No	Uncertain
Provided a venue for getting together with family and friends?	98.1%	1.9%	0.0%
Provided other instructional or educational value?	37.7%	60.4%	1.9%
Displayed artwork?	73.6%	24.5%	1.9%
Increased awareness of cultural activities in community?	62.3%	30.2%	7.5%
Provided information about public or community services?	62.3%	28.3%	9.4%
Increased awareness of charitable organizations?	41.5%	54.7%	3.8%

Nonprofit Fundraising

The fair is a major venue for local community groups and nonprofit organizations to raise money and awareness of their programs. The community groups and nonprofit organizations groups then direct this money back into the local community by funding scholarships, educational programs and club activities.

- In 2002, nonprofit groups at the fairgrounds raised a total of \$67,600 for community programs and services.
- Combine this figure with the \$537,450 raised at junior livestock auctions, and charitable funds equaled \$607,050.

Conclusion

The economic and social impacts presented in this report demonstrate that the Ventura County Fair is an economic and social gold mine for residents of Ventura County.

ⁱ For a detailed discussion of the methodology employed in this study, refer to Appendix B of *Fairs: Exploring a California Gold Mine*. One specific analytical limitation should be recognized from the start. Only those portions of horse racing, satellite wagering, and businesses that operate on the fairgrounds that could be traced through the fair organization's budget were quantified. Had these special characteristics of the fair industry been within the scope of the study, the overall impact of the fair would have been greater.

ⁱⁱ The term "ripple effects," as used throughout this report, refers to direct spending of fair industry participants along with estimated additional indirect and induced spending using the economic impact model. Indirect impacts are those second and later rounds of business spending that occur throughout the supply chain. Induced impacts are a result of personal consumption expenditures by employees of fair organizations and suppliers. Total impacts are the sum of direct, indirect and induced impacts.

ⁱⁱⁱ Additional details relating to total economic impacts of fair-related businesses are presented under *Economic Impacts: At the Assayer's Office*.