

**CALIFORNIA'S FAIRS:**  
STRIKING GOLD  
AT THE  
SONOMA-MARIN FAIR

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

KPMG LLP  
Economic Consulting Services  
2003

## ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

Overall impact on the county of spending by all participants at fairtime and interim events resulted in \$10,355,210, created 197 jobs and generated \$3,430,913 in personal income for residents of Sonoma County, California.<sup>i</sup>

Economic impacts presented in this report are local in nature and are for Sonoma 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.<sup>ii</sup> Direct attendee spending is excluded so that economic impacts produced solely by the fair organization can be examined.

**Table 1**

### Total Economic Impacts – Sonoma-Marin Fair

Spending by Fair Organization	\$2,128,293
Personal Income Generated	\$1,007,796
Local Taxes Generated	\$6,178
Employment (FTE Jobs) Created	29

### Interim Events

Fairground facilities are extensively used on a year-round basis. Annually, 627,191 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 the Sonoma-Marin Fairgrounds in Petaluma

Event Category	Estimated Attendance	Fairground Rental Revenue	Estimated Attendee Spending/1
Camping/RV Groups	265	\$2,887	0
Concerts/Theatre/Entertainment	13,500	\$7,335	\$108,000
Consumer/Craft Shows	3,000	\$2,065	\$137,100
Horse Shows	260	\$150	\$260
Live Horse Racing	0	\$0	\$0
Motorized Racing Events	17,157	\$62,519	\$128,116
Parties/Dinners/Weddings	84,799	\$149,103	\$0
Satellite Wagering	0	0	\$0
Swap Meets/Flea Markets	2,500	3,400	105,000
Other Animal Shows	6,500	\$16,236	\$6,500
Other	499,210	\$337,871	\$0
<b>Totals</b>	<b>627,191</b>	<b>\$581,566</b>	<b>\$484,976</b>

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 exhibit program is a learning laboratory that makes agricultural education come to life. The program gives young people an opportunity to demonstrate new knowledge, compete and be rewarded by ribbons and prize money.

### **Judged Exhibits**

During the 2002 season, the fair judged 7,356 exhibits, resulting in \$35,266 in premiums paid to fair participants. Of this total, the fair judged 3,752 agricultural exhibits, including 3,366 FFA and 4-H exhibits, 112 floricultural exhibits, and 274 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.<sup>iii</sup> The carnival spent \$31,010 in the county, and attendees at the fair spent \$209,339 on carnival rides and games.

**Table 3**

#### Total Economic Impacts – Carnival

Spending	\$31,010
Personal Income Generated	\$9,183
Local Taxes Generated	\$338
Employment (FTE Jobs) Created	0

### 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	\$593,964
Spending by Fairtime and Master Concessionaires	\$454,978
Personal Income Generated	\$224,099
Local Taxes Generated by Attendee Spending	\$8,909
Local Taxes Generated by Concessionaire Spending	\$3,486
Employment (FTE Jobs) Created	5

### 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	\$589,970
Spending by Commercial Exhibitors	\$314,170
Personal Income Generated	\$106,353
Local Taxes Generated by Attendee Spending	\$8,850
Local Taxes Generated by Commercial Exhibitor Spending	\$3,411
Employment (FTE Jobs) Created	3

Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and interim events generated \$904,140. It represents 9 percent of total economic impact in the county of \$10,355,210.

**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	\$86,087
Personal Income Generated	\$68,557
Local Taxes Generated	\$795
Employment (FTE Jobs) Created	1

**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 the Sonoma-Marin Fairgrounds in Petaluma, 2002**

	<b>Net Amount Raised for Community Benefits</b>
Total	\$298,000

## 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 148 percent of the county population.

**Table 8**

### Comparison of Attendance to Population

	<b>County Population/1</b>	<b>Annual Fairground Attendance</b>
Sonoma-Marín Fair	468,800	694,292

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

<b>Household Income</b>	<b>Fair Attendee Percentage</b>	<b>California Household Percentage/1</b>
Under \$25,000	12.0%	24.6%
\$25,000 to \$50,000	28.6%	26.4%
\$50,000 to \$75,000	28.0%	18.8%
Over \$75,000	23.4%	30.2%
No Response	8.0%	--

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 2.1 times per year and lives within 100 miles.

**Table 10**

### Attendee Survey, Visit Characteristics

#### Number of Times Attended Fair

1-3 times	83.4%
More than 3 times	16.6%
Average Attendance Frequency	2.1 Visits

#### Round Trip Mileage of Trip to Fair

Under 100 miles	88.9%
Over 100 miles	11.1%
Median mileage	51.8 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 6.5 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	\$378,619	29.5%
Compensation – Temporary Employees	\$63,606	5.0%
Non-labor Administration	\$82,156	6.4%
Non-labor Maintenance	\$137,710	10.7%
Capital Expenditures	\$181,088	14.1%
Entertainers	\$135,335	10.6%
Exhibits	\$42,208	3.3%
Premiums	\$42,824	3.3%
Publicity	\$90,080	7.0%
Other	\$128,801	10.1%
<b>Total</b>	<b>\$1,282,427</b>	<b>100.0%</b>

**Table 12**

### Fair Organization Direct Employment

Category	Annual	Percent of Total
Temporary Employees	72	93.5%
Permanent Employees	5	6.5%
<b>Total</b>	<b>77</b>	<b>100.0%</b>

### *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**

<b>Category</b>	<b>Fairtime</b>	<b>Interim Events</b>	<b>Total</b>
Commercial Exhibitors	\$463,970	\$126,000	\$589,970
Concessions	\$339,988	\$253,976	\$593,964
Admissions	\$504,726	\$335,699	\$840,425
Offsite Dining and Hotel	\$99,768	\$0	\$99,768
Carnival	\$209,339	--	\$209,339
Exhibit Preparation and Other Retail	\$125,517	\$5,300	\$130,817
Parking	\$29,508	--	\$29,508
Junior Livestock Auction	\$0	--	\$0
<b>Total</b>	<b>\$1,772,816</b>	<b>\$720,975</b>	<b>\$2,493,791</b>

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 41 percent of fairtime spending. Second, attendee spending on commercial exhibitors is 3.7 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**

<b>Category</b>	<b>Annual</b>	<b>Percent of Total</b>
Compensation – Permanent	\$4,056	20.0%
Compensation – Temporary	\$130	0.6%
Misc. Materials and Supplies	\$5,120	25.3%
Motor Fuel	\$2,557	12.6%
Offsite Dining and Hotel	\$119	0.6%
Taxes and Fees	\$88	0.4%
Other	\$8,161	40.5%
<b>Total</b>	<b>\$20,231</b>	<b>100.0%</b>

**Table 15**  
**Concessionaire Direct Spending**

<b>Category</b>	<b>Fairtime</b>	<b>Interim Events</b>	<b>Total</b>	<b>Percent of Total</b>
Compensation – Permanent	\$58,819	\$43,939	\$102,758	33.0%
Compensation – Temporary	\$20,966	\$15,662	\$36,628	11.8%
Cost of Goods Sold	\$79,975	\$59,743	\$139,718	44.8%
Offsite Dining and Hotel	\$6,973	\$5,209	\$12,182	3.9%
Taxes and Fees	\$1,310	\$978	\$2,288	0.7%
Other	\$10,315	\$7,705	\$18,020	5.8%
<b>Total</b>	<b>\$178,358</b>	<b>\$133,236</b>	<b>\$311,594</b>	<b>100.0%</b>

**Table 16****Commercial Exhibitor Direct Spending**

<b>Category</b>	<b>Fairtime</b>	<b>Interim Events</b>	<b>Total</b>	<b>Percent of Total</b>
Compensation – Permanent	\$10,248	\$2,826	\$13,074	6.4%
Compensation – Temporary	\$31,035	\$8,557	\$39,592	19.2%
Cost of Goods Sold	\$63,178	\$17,419	\$80,597	39.2%
Misc. Materials and Supplies	\$2,777	\$766	\$3,543	1.7%
Motor Fuel	\$2,374	\$654	\$3,028	1.5%
Offsite Dining and Hotel	\$32,202	\$8,879	\$41,081	20.0%
Taxes and Fees	\$401	\$110	\$511	0.2%
Other	\$19,141	\$5,279	\$24,420	11.8%
<b>Total</b>	<b>\$161,356</b>	<b>\$44,490</b>	<b>\$205,846</b>	<b>100.0%</b>

**Table 17****Entertainer Direct Spending**

<b>Category</b>	<b>Annual</b>	<b>Percent of Total</b>
Compensation – Permanent	\$33,429	52.9%
Compensation – Temporary	\$16,433	26.0%
Misc. Materials and Supplies	\$983	1.6%
Motor Fuel	\$1,621	2.6%
Offsite Dining and Hotel	\$7,889	12.5%
Other	\$2,877	4.4%
<b>Total</b>	<b>\$63,232</b>	<b>100.0%</b>

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

<b>Category</b>	<b>Annual (FTE Jobs)</b>	<b>Percent of Total</b>
Commercial Exhibitors	2	31.1%
Concessionaire	3	51.0%
Carnival	0	6.0%
Entertainers	1	11.9%
<b>Total</b>	<b>6</b>	<b>100.0%</b>

**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 \$10,355,210 in 2002. Estimated total economic impacts from fairtime activities are \$4,710,642 and interim events are \$5,644,568. The fairtime spending impact of the fair organization totals \$2,662,528. Fairtime

spending impact of commercial exhibitors and food and beverage concessionaires totals \$711,042 and \$600,419, respectively.

The interim spending impact of commercial exhibitors totals \$193,098, while the interim spending impact of food and beverage concessionaires totals \$448,522. Considering the sum of spending impacts from both fairtime and interim events, the total economic impact (including ripple effects) of commercial exhibitors is \$904,140 and the total impact of food and beverage concessionaires is \$1,048,942.

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 \$3,430,913, with \$1,933,194 in direct income and another \$1,497,718 in ripple effect. The fair organization is an important contributor of income creation, accounting for 29.3 percent of total income impact. Income creation of interim events is also important, accounting for 60.1 percent.

The estimated creation of jobs, including direct and ripple effects appears in Table 21. The fair created 15.1 percent of all jobs, while interim events created 80.4 percent. Fairtime commercial exhibitors and fairtime food and beverage concessionaires created 1.0 percent and 1.5 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 \$28,539. In combination with ripple effect tax impacts of an additional \$22,475, local governments collected an estimated \$51,014 in tax revenues in 2002.

Local sales taxes collections totaled \$42,555, transient occupancy tax collections totaled \$6,530 and possessory interest and other tax collections totaled \$1,929. 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**

<b>Category</b>	<b>Attendee Direct Spending</b>	<b>Business Direct Spending Impacts/2</b>	<b>Indirect and Induced</b>	<b>Total/3</b>
<b><u>Fairtime Spending</u></b>				
Fair Organization	\$534,234	\$1,367,928	\$760,366	\$2,662,528
Commercial Exhibitors	\$463,970	\$161,356	\$85,716	\$711,042
Food and Beverage	\$339,988	\$178,358	\$82,073	\$600,419
Carnival	\$209,339	\$20,231	\$10,779	\$240,349
Entertainers	0	\$63,232	\$22,855	\$86,087
Nonprofit	0	\$30,000	\$26,158	\$56,158
Offsite Hotel and Dining	\$99,768	0	\$63,931	\$163,699
Offsite Retail	\$125,517	0	\$64,843	\$190,360
<b>Total Fairtime</b>	<b>\$1,772,816</b>	<b>\$1,821,105</b>	<b>\$1,116,721</b>	<b>\$4,710,642</b>
<b><u>Interim Spending</u></b>				
Commercial Exhibitors	\$126,000	\$44,490	\$22,608	\$193,098
Food and Beverage	\$253,976	\$132,258	\$62,288	\$448,522
Event Admissions	\$335,699	\$2,912,719	\$1,746,492	\$4,994,910
Offsite Hotel and Dining	\$0	0	\$0	\$0
Offsite Recreation	\$0	0	\$0	\$0
Offsite Retail	\$5,300	0	\$2,738	\$8,038
<b>Total Interim</b>	<b>\$720,975</b>	<b>\$3,089,467</b>	<b>\$1,834,126</b>	<b>\$5,644,568</b>
<b>Total Fairtime and Interim</b>	<b>\$2,493,791</b>	<b>\$4,910,572</b>	<b>\$2,950,847</b>	<b>\$10,355,210</b>

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**

<b>Category</b>	<b>Direct Income</b>	<b>Indirect and Induced Impacts</b>	<b>Total</b>	<b>Percent of Total</b>
Fair Organization	\$442,225	\$565,570	\$1,007,796	29.3%
Commercial Exhibitors/1	\$41,283	\$42,357	\$83,640	2.4%
Food and Beverage/1	\$79,785	\$48,490	\$128,275	3.7%
Carnival	\$4,186	\$4,997	\$9,183	0.3%
Entertainers	\$49,861	\$18,696	\$68,557	2.0%
Nonprofit	0	\$23,076	\$23,076	0.7%
Interim	\$1,315,854	\$744,499	\$2,060,353	60.1%
Offsite Hotel, Dining, Retail	0	\$50,033	\$50,033	1.5%
<b>Total</b>	<b>\$1,933,194</b>	<b>\$1,497,718</b>	<b>\$3,430,913</b>	<b>100.0%</b>

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

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

<b>Category</b>	<b>Direct Employment</b>	<b>Indirect and Induced Impacts</b>	<b>Total</b>	<b>Percent of Total</b>
Fair Organization	9	21	30	15.1%
Commercial Exhibitors/1	1	1	2	1.0%
Food and Beverage/1	2	1	3	1.5%
Carnival	0	0	0	0.0%
Entertainers	1	1	2	1.0%
Nonprofit	0	1	1	0.5%
Interim	2	156	158	80.4%
Offsite Hotel, Dining, Retail	0	1	1	0.5%
<b>Total</b>	<b>15</b>	<b>182</b>	<b>197</b>	<b>100.0%</b>

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

**Table 22****Annual Estimated Tax Impacts**

<b>Category</b>	<b>Direct Taxes</b>	<b>Indirect and Induced Tax Impacts</b>	<b>Total</b>
Local Sales Tax	\$20,080	\$22,475	\$42,555
Transient Occupancy	\$6,530	0	\$6,530
Possessory and Other	\$1,929	0	\$1,929
<b>Total</b>	<b>\$28,539</b>	<b>\$22,475</b>	<b>\$51,014</b>

## Future Impacts

Impact of the Sonoma-Marín 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 \$7.46 plus total fair organization operating expenditures times \$4.15.
- **Income** – Fair plus interim attendance times \$2.47 plus total fair organization operating expenditures times \$1.38.
- **Employment** – Fair plus interim attendance times 0.00014 plus total fair organization operating expenditures times 0.00008.

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 Sonoma-Marín 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 1,200,000 and total operating expenditures were \$2,000,000.

**Table 23**

### Impact Calculation – Illustrative Example 2002

	<b>Fair and Interim Attendance</b>	<b>Operating Expenditures</b>	<b>Total Impact Estimate</b>
2002 Value	694,292 (A)	\$1,246,373 (B)	
Spending Factor	\$7.46 (C)	\$4.15 (D)	
<b>Spending Impact</b>	<b>\$5,177,605 (AxC)</b>	<b>\$5,177,605 (BxD)</b>	<b>\$10,355,210</b>
Income Factor	\$2.47 (E)	\$1.38 (F)	
<b>Income Impact</b>	<b>\$1,715,456 (AxE)</b>	<b>\$1,715,456 (BxF)</b>	<b>\$3,430,913</b>
Employment Factor	0.00014 (G)	0.00008 (H)	
<b>Employment Impact</b>	<b>98 (AxG)</b>	<b>98 (BxH)</b>	<b>197</b>

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

	<b>Fair and Interim Attendance</b>	<b>Operating Expenditures</b>	<b>Total Impact Estimate/1</b>
Future Value	1,200,000 (A)	\$2,000,000 (B)	
Spending Factor	\$7.46 (C)	\$4.15 (D)	
<b>Spending Impact</b>	<b>\$8,948,866 (AxC)</b>	<b>\$8,308,276 (BxD)</b>	<b>\$17,257,142</b>
Income Factor	\$2.47 (E)	\$1.3812 (F)	
<b>Income Impact</b>	<b>\$2,964,959 (AxE)</b>	<b>\$2,752,717 (BxF)</b>	<b>\$5,717,677</b>
Employment Factor	0.00014 (G)	0.00008 (H)	
<b>Employment Impact</b>	<b>170 (AxG)</b>	<b>158 (BxH)</b>	<b>328</b>

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 (\$7.46 and 2.47, respectively) should be adjusted upward proportionally by the percentage increase in the consumer price index. The employment factor applied to operating expenditures (0.00008) should be adjusted downward proportionally by the same percentage.

## **SOCIAL AND CULTURAL IMPACTS: GIVING BACK**

Nonprofit fundraising activities at the fairgrounds raised \$298,000 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, 95 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**

<b>Attended Worthwhile Exhibits That...</b>	<b>Yes</b>	<b>No</b>	<b>Uncertain</b>
Provided a venue for getting together with family and friends?	88.0%	10.2%	1.8%
Provided other instructional or educational value?	70.2%	22.5%	7.3%
Displayed artwork?	82.9%	12.3%	4.8%
Increased awareness of cultural activities in community?	59.2%	32.1%	8.7%
Provided information about public or community services?	71.3%	21.4%	7.3%
Increased awareness of charitable organizations?	54.1%	35.5%	10.4%

### **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 \$298,000 for community programs and services.
- Nonprofit organizations used the money to fund scholarships, educational programs and club activities.

### **Conclusion**

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

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<sup>i</sup> 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.

<sup>ii</sup> 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.

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