

CALIFORNIA'S FAIRS:
STRIKING GOLD
AT THE
ALAMEDA COUNTY 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 \$195,660,637, created 1,854 jobs and generated \$48,669,616 in personal income for residents of Alameda County, California.ⁱ

Economic impacts presented in this report are local in nature and are for Alameda 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 – Alameda County Fair

Spending by Fair Organization	\$24,374,081
Personal Income Generated	\$11,899,813
Local Taxes Generated	\$173,195
Employment (FTE Jobs) Created	287

Interim Events

Fairground facilities are extensively used on a year-round basis. Annually, 2,068,636 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 Alameda County Fairgrounds

Event Category	Estimated Attendance	Fairground Rental Revenue	Estimated Attendee Spending/1
Camping/RV Groups	75,000	\$80,000	0
Concerts/Theatre/Entertainment	48,000	\$0	\$520,000
Consumer/Craft Shows	1,250,000	\$1,000,000	\$52,900,000
Horse Shows	1,500	\$80,000	\$5,000
Live Horse Racing	44,000	\$0	\$80,000
Motorized Racing Events	0	\$0	\$0
Parties/Dinners/Weddings	53,500	\$65,000	\$50,000
Satellite Wagering	146,636	0	\$130,000
Swap Meets/Flea Markets	0	0	0
Other Animal Shows	50,000	\$75,000	\$20,000
Other	400,000	\$200,000	\$2,000,000
Totals	2,068,636	\$1,500,000	\$55,705,000

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 \$455,127, with 436 animals purchased by 258 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 14,593 exhibits, resulting in \$222,347 in premiums paid to fair participants. Of this total, the fair judged 4,175 agricultural exhibits, including 2,128 FFA and 4-H exhibits, 154 floricultural exhibits, and 1,893 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 \$588,981 in the county, and attendees at the fair spent \$3,963,089 on carnival rides and games.

Table 3

Total Economic Impacts – Carnival

Spending	\$588,981
Personal Income Generated	\$177,186
Local Taxes Generated	\$3,885
Employment (FTE Jobs) Created	4

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	\$5,587,000
Spending by Fairtime and Master Concessionaires	\$4,388,602
Personal Income Generated	\$2,165,482
Local Taxes Generated by Attendee Spending	\$125,708
Local Taxes Generated by Concessionaire Spending	\$38,925
Employment (FTE Jobs) Created	50

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	\$56,718,215
Spending by Commercial Exhibitors	\$30,867,305
Personal Income Generated	\$10,548,627
Local Taxes Generated by Attendee Spending	\$1,276,160
Local Taxes Generated by Commercial Exhibitor Spending	\$279,762
Employment (FTE Jobs) Created	315

Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and interim events generated \$87,585,519. It represents 45 percent of total economic impact in the county of \$195,660,637.

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	\$470,117
Personal Income Generated	\$374,157
Local Taxes Generated	\$5,294
Employment (FTE Jobs) Created	6

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 Alameda County Fairgrounds, 2002

Type of Activity	Net Amount Raised for Community Benefits
Nonprofit	\$282,876
Junior Livestock Auction	\$455,127
Total	\$738,003

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 165 percent of the county population.

Table 8

Comparison of Attendance to Population

	County Population/1	Annual Fairground Attendance
Alameda County Fair	1,479,100	2,446,427

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	7.8%	24.6%
\$25,000 to \$50,000	16.5%	26.4%
\$50,000 to \$75,000	25.2%	18.8%
Over \$75,000	37.4%	30.2%
No Response	13.1%	--

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 1.7 times per year and lives within 100 miles.

Table 10

Attendee Survey, Visit Characteristics

Number of Times Attended Fair

1-3 times	95.7%
More than 3 times	4.3%
Average Attendance Frequency	1.7 Visits

Round Trip Mileage of Trip to Fair

Under 100 miles	93.9%
Over 100 miles	6.1%
Median mileage	41.6 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 10.9 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	\$3,699,614	25.6%
Compensation – Temporary Employees	\$1,577,414	10.9%
Non-labor Administration	\$709,740	4.9%
Non-labor Maintenance	\$461,843	3.2%
Capital Expenditures	\$1,961,549	13.6%
Entertainers	\$944,022	6.5%
Exhibits	\$543,429	3.8%
Premiums	\$255,298	1.8%
Publicity	\$573,975	4.0%
Other	\$3,715,051	25.7%
Total	\$14,441,935	100.0%

Table 12

Fair Organization Direct Employment

Category	Annual	Percent of Total
Temporary Employees	670	89.1%
Permanent Employees	82	10.9%
Total	752	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	\$3,738,215	\$52,980,000	\$56,718,215
Concessions	\$2,912,000	\$2,675,000	\$5,587,000
Admissions	\$1,367,409	\$9,215,093	\$10,582,502
Offsite Dining and Hotel	\$753,392	\$11,828,600	\$12,581,992
Carnival	\$3,963,089	--	\$3,963,089
Exhibit Preparation and Other Retail	\$116,386	\$6,569,400	\$6,685,786
Parking	\$483,091	--	\$483,091
Junior Livestock Auction	\$455,127	--	\$455,127
Total	\$13,788,709	\$83,268,093	\$97,056,802

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 604 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	\$76,781	20.0%
Compensation – Temporary	\$2,462	0.6%
Misc. Materials and Supplies	\$96,929	25.3%
Motor Fuel	\$48,413	12.6%
Offsite Dining and Hotel	\$2,252	0.6%
Taxes and Fees	\$1,658	0.4%
Other	\$154,514	40.5%
Total	\$383,009	100.0%

Table 15
Concessionaire Direct Spending

Category	Fairtime	Interim Events	Total	Percent of Total
Compensation – Permanent	\$503,787	\$462,785	\$966,572	33.0%
Compensation – Temporary	\$179,575	\$164,960	\$344,535	11.8%
Cost of Goods Sold	\$684,990	\$629,240	\$1,314,230	44.8%
Offsite Dining and Hotel	\$59,728	\$54,866	\$114,594	3.9%
Taxes and Fees	\$11,219	\$10,306	\$21,525	0.7%
Other	\$88,343	\$81,154	\$169,497	5.8%
Total	\$1,527,642	\$1,403,311	\$2,930,953	100.0%

Table 16**Commercial Exhibitor Direct Spending**

Category	Fairtime	Interim Events	Total	Percent of Total
Compensation – Permanent	\$82,569	\$1,188,112	\$1,270,681	6.4%
Compensation – Temporary	\$250,047	\$3,597,992	\$3,848,039	19.2%
Cost of Goods Sold	\$509,023	\$7,324,470	\$7,833,493	39.2%
Misc. Materials and Supplies	\$22,378	\$321,996	\$344,374	1.7%
Motor Fuel	\$19,124	\$275,176	\$294,300	1.5%
Offsite Dining and Hotel	\$259,449	\$3,733,274	\$3,992,723	20.0%
Taxes and Fees	\$3,228	\$46,447	\$49,675	0.2%
Other	\$154,234	\$2,219,333	\$2,373,567	11.8%
Total	\$1,300,052	\$18,706,800	\$20,006,852	100.0%

Table 17**Entertainer Direct Spending**

Category	Annual	Percent of Total
Compensation – Permanent	\$179,401	52.9%
Compensation – Temporary	\$88,188	26.0%
Misc. Materials and Supplies	\$5,276	1.6%
Motor Fuel	\$8,699	2.6%
Offsite Dining and Hotel	\$42,340	12.5%
Other	\$15,438	4.4%
Total	\$339,342	100.0%

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

Category	Annual (FTE Jobs)	Percent of Total
Commercial Exhibitors	172	83.8%
Concessionaire	28	13.5%
Carnival	2	1.0%
Entertainers	4	1.7%
Total	205	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 \$195,660,637 in 2002. Estimated total economic impacts from fairtime activities are \$44,171,001 and interim events are \$151,489,635. The fairtime spending impact of the fair organization totals \$26,679,707. Fairtime

spending impact of commercial exhibitors and food and beverage concessionaires totals \$5,772,634 and \$5,199,383, respectively.

The interim spending impact of commercial exhibitors totals \$81,812,886, while the interim spending impact of food and beverage concessionaires totals \$4,776,219. Considering the sum of spending impacts from both fairtime and interim events, the total economic impact (including ripple effects) of commercial exhibitors is \$87,585,519 and the total impact of food and beverage concessionaires is \$9,975,602.

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 \$48,669,616, with \$19,068,243 in direct income and another \$29,601,373 in ripple effect. The fair organization is an important contributor of income creation, accounting for 24.5 percent of total income impact. Income creation of interim events is also important, accounting for 70.2 percent.

The estimated creation of jobs, including direct and ripple effects appears in Table 21. The fair created 15.3 percent of all jobs, while interim events created 81.1 percent. Fairtime commercial exhibitors and fairtime food and beverage concessionaires created 1.1 percent and 1.4 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 \$2,562,909. In combination with ripple effect tax impacts of an additional \$603,808, local governments collected an estimated \$3,166,717 in tax revenues in 2002.

Local sales taxes collections totaled \$2,461,833, transient occupancy tax collections totaled \$625,929 and possessory interest and other tax collections totaled \$78,955. 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	\$2,305,627	\$15,380,534	\$8,993,546	\$26,679,707
Commercial Exhibitors	\$3,738,215	\$1,300,052	\$734,367	\$5,772,634
Food and Beverage	\$2,912,000	\$1,527,642	\$759,741	\$5,199,383
Carnival	\$3,963,089	\$383,009	\$205,972	\$4,552,070
Entertainers	0	\$339,342	\$130,775	\$470,117
Nonprofit	0	\$25,876	\$22,888	\$48,764
Offsite Hotel and Dining	\$753,392	0	\$514,981	\$1,268,373
Offsite Retail	\$116,386	0	\$63,567	\$179,953
Total Fairtime	\$13,788,709	\$18,956,455	\$11,425,837	\$44,171,001
<u>Interim Spending</u>				
Commercial Exhibitors	\$52,980,000	\$18,706,800	\$10,126,086	\$81,812,886
Food and Beverage	\$2,675,000	\$1,393,005	\$708,214	\$4,776,219
Event Admissions	\$9,215,093	\$15,495,000	\$10,012,753	\$34,722,846
Offsite Hotel and Dining	\$11,828,600	0	\$8,022,652	\$19,851,252
Offsite Recreation	\$1,689,800	0	\$1,091,936	\$2,781,736
Offsite Retail	\$4,879,600	0	\$2,665,096	\$7,544,696
Total Interim	\$83,268,093	\$35,594,805	\$32,626,737	\$151,489,635
Total Fairtime and Interim	\$97,056,802	\$54,551,260	\$44,052,574	\$195,660,637

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	\$5,732,156	\$6,167,658	\$11,899,814	24.5%
Commercial Exhibitors/1	\$332,616	\$362,628	\$695,244	1.4%
Food and Beverage/1	\$683,362	\$445,308	\$1,128,670	2.3%
Carnival	\$79,243	\$97,943	\$177,186	0.4%
Entertainers	\$267,589	\$106,568	\$374,157	0.8%
Nonprofit	0	\$21,802	\$21,802	0.0%
Interim	\$11,973,277	\$22,180,586	\$34,153,863	70.2%
Offsite Hotel, Dining, Retail	0	\$218,880	\$218,880	0.4%
Total	\$19,068,243	\$29,601,373	\$48,669,616	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	122	164	286	15.3%
Commercial Exhibitors/1	11	9	20	1.1%
Food and Beverage/1	14	12	26	1.4%
Carnival	2	3	5	0.3%
Entertainers	4	3	7	0.4%
Nonprofit	0	1	1	0.1%
Interim	174	1,329	1,503	81.1%
Offsite Hotel, Dining, Retail	0	6	6	0.3%
Total	327	1,527	1,854	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	\$1,858,025	\$603,808	\$2,461,833
Transient Occupancy	\$625,929	0	\$625,929
Possessory and Other	\$78,955	0	\$78,955
Total	\$2,562,909	\$603,808	\$3,166,717

Future Impacts

Impact of the Alameda 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 \$39.99 plus total fair organization operating expenditures times \$6.55.
- **Income** – Fair plus interim attendance times \$9.95 plus total fair organization operating expenditures times \$1.63.
- **Employment** – Fair plus interim attendance times 0.00038 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 Alameda 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 4,300,000 and total operating expenditures were \$20,000,000.

Table 23

Impact Calculation – Illustrative Example 2002

	Fair and Interim Attendance	Operating Expenditures	Total Impact Estimate
2002 Value	2,446,427 (A)	\$14,935,817 (B)	
Spending Factor	\$39.99 (C)	\$6.55 (D)	
Spending Impact	\$97,830,319 (AxC)	\$97,830,319 (BxD)	\$195,660,637
Income Factor	\$9.95 (E)	\$1.63 (F)	
Income Impact	\$24,334,808 (AxE)	\$24,334,808 (BxF)	\$48,669,616
Employment Factor	0.00038 (G)	0.00006 (H)	
Employment Impact	927 (AxG)	927 (BxH)	1,854

Table 24

Impact Calculation – Illustrative Example, Hypothetical Future Year

	Fair and Interim Attendance	Operating Expenditures	Total Impact Estimate/1
Future Value	4,300,000 (A)	\$20,000,000 (B)	
Spending Factor	\$39.99 (C)	\$6.55 (D)	
Spending Impact	\$171,952,962 (AxC)	\$131,000,961 (BxD)	\$302,953,923
Income Factor	\$9.95 (E)	\$1.6312 (F)	
Income Impact	\$42,772,449 (AxE)	\$32,585,841 (BxF)	\$75,358,290
Employment Factor	0.00038 (G)	0.00006 (H)	
Employment Impact	1,629 (AxG)	1,241 (BxH)	2,870

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 (\$39.99 and 9.95, 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 \$738,003 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?	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 \$282,876 for community programs and services.
- Combine this figure with the \$455,127 raised at junior livestock auctions, and charitable funds exceeded \$738,003.

Conclusion

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