

Produced by:



California Department of Food and Agriculture
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NOTES

¹ "Fairs: Exploring a California Gold Mine" prepared by KPMG LLP, 2003 and California Fairs Statewide Economic Impacts, 2009 report.

² Same formula as prepared by KPMG LLP, 2003 and California Fairs Statewide Economic Impacts, 2009 report.

³ The Consumer Price Index (CPI)-adjusted 2012 formula that is used to estimate the overall spending impact for the Sonoma County Fair is: fair and event attendance multiplied by 49.18, plus fair operating expenditures multiplied by 3.69, rounded to the nearest thousand. Link: www.dof.ca.gov/html/fs_data/latestecondata/fs_price.htm

⁴ The CPI-adjusted 2012 formula that is used to estimate the number of jobs created, directly and indirectly, for the Sonoma County Fair is: fair and event attendance multiplied by 0.00046, plus fair operating expenditures multiplied by 0.000031.

⁵ The CPI-adjusted 2012 formula to estimate the overall income earned by workers, directly and indirectly, for the Sonoma County Fair is: fair and event attendance multiplied by 15.52, plus fair operating expenditures multiplied by 1.16, rounded to the nearest thousand.

⁶ The tax impacts estimating methodology was developed from the 2003 economic impact study and is unique for each fair – F&E estimates that the total tax revenue generated by the Sonoma County Fair for a given year is 1.30% of the total spending created for that year, rounded to the nearest hundred.



ECONOMIC IMPACT OF CALIFORNIA

SONOMA COUNTY FAIR

LOCAL FAIR AND ATTENDEES' SPENDING SNAPSHOT – BY THE DOLLAR

The **Sonoma County Fair** is an economic engine generating tangible benefits beyond the educational, cultural and agricultural tradition.

- The **Sonoma County Fair** generated approximately **\$73,786,000** in spending activity alone in 2012 – benefiting the local economy and creating a ripple effect of economic benefit for the state.
- In 2012, the network of California fairs generated upwards of \$3.1 billion in economic activity benefiting the local, state and global economy.¹

The **Sonoma County Fair** creates California jobs through an economic ripple effect of fair patron spending and the business activity required in support of the fair's traditional agricultural educational activities.

- In 2012, the equivalent of **657** jobs were created as a result of spending by the **Sonoma County Fair**, its support businesses and its attendees.
- In 2012, the labor income generated by these additional jobs was approximately **\$23,243,000**.

The **Sonoma County Fair** generates business tax revenue through the collection of state and local sales taxes, transient occupancy taxes, possessory interest taxes and other taxes and fees. These revenues further generate economic activity by providing for programs to benefit the local community.



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ECONOMIC IMPACT OF CALIFORNIA FAIRS

ECONOMIC IMPACTS

The **Sonoma County Fair**, as part of the network of California fairs, provides an enormous return on investment in economic and other terms. Fairs celebrate our history and heritage. Fairs are an educational opportunity for youth, and provide wholesome entertainment for families. Livestock and 4-H programs celebrate and support California's vibrant agriculture sector. Children and people of all ages enter their artwork, baked goods, photography and other homemade products in pursuit of coveted blue ribbons. Many non-profit and charity-based organizations raise substantial portions of their annual budgets through fundraising booths and activities at fairs. Fairgrounds are even used as staging sites and rescue locations during forest fires, floods, earthquakes and other emergencies.

In 2012, the network of California fairs generated upwards of \$3.1 billion in economic activity benefiting the local, state and global economy.²



SPENDING

In 2012, 795,436 people attended fairs and events at the **Sonoma County Fair**. Fairgoers spent money on tickets, food, carnivals and other fair products and services. As well, fair organizers, concessionaires and commercial exhibitors spent money on supplies, lodging and meals. These purchases have a ripple effect on the local economy by infusing dollars that are spent again by others. Together, direct spending and indirect ripple effect spending represent a significant economic impact. For the **Sonoma County Fair**, events created a total spending impact of approximately \$73,786,000 on the local economy.³



JOBS

Jobs are created directly by fair organizations, exhibitors, carnivals and commercial businesses. Jobs are also created by the ripple effect of fair spending, causing additional employment by vendors, suppliers and businesses where goods and services are purchased in the community. Events at the **Sonoma County Fairgrounds** created the equivalent of 657 jobs in 2012.⁴

SONOMA COUNTY FAIR

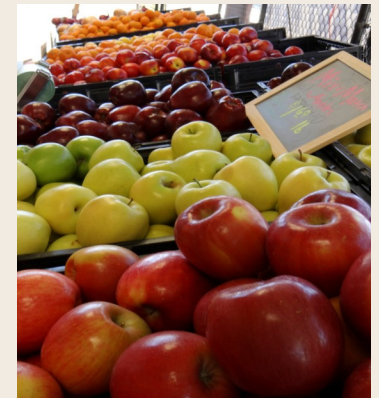
PERSONAL INCOME

Income earned by fair and event workers also has a ripple effect on the economy – dollars they spend become income for other workers in the local area. Fair and other events held at the **Sonoma County Fairgrounds** in 2012 created approximately \$23,243,000 in overall salary and benefits for employees.⁵



TAX REVENUE

The direct and indirect economic activity created by fair events leads to revenues for state and local governments. Sales tax, possessory interest tax for the use of government property, transient occupancy taxes and business license taxes are paid as a result of fair event activities. Tax revenues to state and local governments generated by fairs and events held at the **Sonoma County Fair** in 2012 are estimated at approximately \$959,000.⁶



SUMMARY

The formulas for estimating a fair's economic impacts for a given year were developed from the 2003 economic impact study, adjusted by the consumer price index (CPI) and factoring that year's overall event attendance and operating expenditures. As such, they are estimates; however, they are also a clear indication of the importance of the impact of fair events on state and local economies.

The California Department of Food and Agriculture, Division of Fairs and Expositions will continue to assess and monitor the economic impact of fair events in order to provide relevant information to fair organizers, elected officials and interested community representatives.

