



BOARD OF DIRECTORS MEETING

NOVEMBER 13TH 2025



State Fair Park Authority
November 13, 2025
Board of Directors Meeting
Agenda

- 9:00am Roll Call**
- 9:05am Approve October 16, 2025 Board meeting minutes**
- 9:10am September & October Financial Review**
- Allan Kitterman
- 9:20am 2025 Fair Financial Review**
- Allan Kitterman
 - Larry Mullenax
- 09:30am Staff Incentive 2nd installment**
- Larry Mullenax
- 09:45am Call to enter a closed session pursuant to Section 52-4-205(c)**
- Dave Lewis
- 10:15am Committee "FAIR" reports**
- Legislative: Steve Lund
 - Education Committee: Steve Lund
 - Fair: Lillian Bayles
 - Rodeo: Wade Garrett
 - Livestock: Jim Webb
 - Safety & Security: Ted Lewis
- 10:25am Additional Business**
- 10:30am Meeting Adjourned**

Utah State Fairpark Authority Board Meeting

October 16, 2025

Teams

Wade Garrett
Jennifer Seelig
Ted Lewis
Jim Webb
Paul Morris
Steve Lund
Kip Paul
Senator Sandall
Kelly Pehrson (Dept of AG)

In Person

Lillian Bayles
Dave Lewis
Darrell Hunting (DFCM)

Staff

Larry Mullenax
Becky Knight
Allan Kitterman

Absent

Excused

Public

Bobby (unidentified)
Bennie Cifuentes
Sadie Cifuentes

Meeting was called to order roll call was taken as stated above. October 16, 2025, 9:00am

Approval August & Septembers Board Meeting Minutes:

Darrell made a motion to approve, Lillian seconded seeing no discussion all are in favor motion passes.

August Financial Review:

Revenues were up. The Jaripeo was our largest Jaripeo to date over 10K in attendance. Expenses were up just as a note 42K of that increase is the water bill alone. Overall, we are doing very well on expenses. Year-to-date expenses as you may recall were a record year last year and we are up slightly over last year. This year's numbers reflect even better than that.

Senator Sandall asked the question if the water bill increase was outdoor irrigation? Larry responded to the question. He explained that the water company increased the fees associated with sewer water that increase was 243%. There was a slight increase in consumption of about 18% but the actual bill went up 243%. The Issue we have is that a lot of the water that is used as the Fairpark is labeled as culinary water in their system and is being used for irrigation. We have asked Salt Lake City to come down and tour the park during an event setup so they can see how that water is being used and to see if we can add a meter so we can start tracking the water that as of now is tracked as culinary water that is in fact used for irrigation. Hopefully we have some type of closure soon.

Year to date expenses are up over last year and we are up over budget as well but again that is mostly due to the increasing cost of water. Our net ordinary income is up over last year. Going into the Fair that puts us in a really good position. Our cash position is up over last year.

2025 Fair Financial Review:

Reconciliations are going very well. We should be able to have a good number for management discussion with Larry by the end of the month and plan to have Fair numbers and September numbers by the next meeting.

Next meeting will be November 13

Staff Incentive Discussion:

Wade made a motion of \$50K for a bonus to distribute now to the staff. Ted seconded the motion was approved for \$50K. Larry will allocate as he sees appropriate.

Call to enter closed Session:

Lillian made motion to go into closed session for the purpose of discussing a proposed development pursuant to section 52-4-205c Darrell seconded the motion. All were in favor motion passed. October 16, 2025 @ 9:27 am @ 155 N 1000 W Salt Lake City Utah 84116

Fair Reserve Lamb Disqualification Appeal:

On September 11th, Thursday following our market lamb show, the exhibitor Sadie was recognized as a reserve champion market lamb. Immediately following that champion drive, we did the blood draw. We had a board member, the mother and the exhibitor present. Following that, the blood test came back, and we were notified by the lab that the test was positive on both the 1st and 2nd test they draw to. It tested positive for cannabinoid, so CBD in the blood. That's against the state rule, State Fair policy because it is not approved by the FDA for animal consumption and to go into the food chain. We immediately Notified Bennie, who is Sadie's mother, and informed them with a certified letter later that day with all the details.

Sadie's lamb started limbing after returning home from Ag Expo in Logan. She was concerned about her lamb health and that was the most important thing to her. After talking to a lot of people that she trusted and doing research, they all concluded that snake oil would be the best option to give the lamb to make it feel better. The website for the snake oil said it was safe for market animals, and it said all in supplements have never tested and will never test. So, they trusted them and used it on her lamb, and it did help. If Sadie knew it contain CBD, she would have never given it to her lamb. The lamb means more to her than anything else. They felt that it wasn't their fault because they trusted what the company's website stated. All that is wanted is to get the lamb back. She realizes that she will forfeit the winnings from the show and may not be able to show at the Utah State Fair again. But most of all she would like the lamb returned. Sadie will be allowed to show next year. The animal cannot be returned. Ted made a motion to approve the disqualification of the lamb Lillian seconded. Ted made a comment that we put these policies in place to generate fairness and to keep improper substances out of the food chain and we've made our policies clear in advance. The motion passed to disqualify the Lamb and will make sure in the follow up letter that it states that Sadie will be able to show in the upcoming Fair's shows.

Red West Recap:

Friday the event was launched it was a fantastic and magical night. We were aware of the storm coming in that was communicated to everyone we had numerous meetings with emergency management teams and others. The weather started to move in around 5:00 on Saturday the decision was made by the EOC (emergency operations command) to evacuate the park it rained really hard. The river swelled up to the point that it almost came up over the banks. The event went into a paused position the team did everything that could be done to keep people safe. 5 UTA buses were brought in to get people out of the weather. People were put into buildings everywhere we possibly could. The pause continued till about 10:00pm when it was decided it was too wet to move forward it was unsafe to turn the power back on to continue the event. The crew did a remarkable job they convened early Sunday morning they identified all the problems. The doors opened on time Sunday morning. Unfortunately, there was an incident that occurred across the street that got linked back to this event with a lot of misinformation. One of the attendees evacuated out of her own free will before the event had decided to evacuate. She was parked at the 801 Event Center which is on the south side of North Temple. She paid to park there which is directly adjacent to the new building that's being constructed. She was in and out of her car. She stepped out of her vehicle a friend was holding the door because the wind was blowing so hard. Keeping the door from shutting on her and at that point in time a wood plank from the scaffolding was dislodged and landed on her. Causing her brain damage that she never recovered from. In the end the event was extremely successful. There's a lot of other moving elements that took place, but in the end the fire Marshall and others complimented the team on the evacuation process that they safely evacuated. The team did a fantastic job. We lost some revenue share on that Saturday parking and beer. About 33% of the show took place on Saturday.

NFR & IAFE

IAFE Sunday after Thanksgiving if any Board Members would like to attend, please let us know this week so arrangements can be made. Also we have the NFR meeting coming up the first week of December and we also encourage Board Members to attend the Rodeo meeting as well to learn a bit more about Rodeo production to help us put on a better Rodeo.

Committee "Fair" Reports

- Legislative-Steve Lund: Not much to report on the Legislative side as of right now.
- Education-Steve Lund:
The presentation went well. A lot of good responses from folks from Utah State and from the Cattlemen's Association they would like to continue to move forward and to continue to build on it like a coalition between the cattlemen, the wool growers and the Dairy Association on the like stock side and also on the crop side building that coalition so that we can actually speak with one voice rather than 10-12 different voices.
- Fair-Lillian Bayles: We had 694 more entries this year than last year. The largest increase was in the fiber arts, but all the departments were up. We also had 213 more exhibitors than last year. The fair was so good this year and the staff was amazing. We did increase the premiums this year and it was a very successful year.
- Rodeo- Wade Garrett: Attendance was up over last year the Rodeo went well we will be working on things to continue to improve the attendance moving forward. IDrive logistics was a Rodeo sponsor Wade will be meeting with them before the NFR to get ideas they have for some different advertising and things they think might help with driving more attendance. Darrell made the comment that a lot of the Rodeo help is volunteer and do we do anything to thank them for their support. Wade thought that was a good idea and will work on doing something like that moving forward.

Larry made a comment that a few years back the chairman created a group of individuals that were going to look into hosting a appreciation banquet for all of the supervisors that help us out with the Fair. Larry believes that would be

beneficial for not only the Rodeo but for all the individuals that support us putting on the best Fair we can. He suggests that we revisit that idea.

- **Livestock-Jim Webb:** Highest auction we have ever had. Most people were appreciative of the money that the board contributed to the show. There was some confusion over where the money came from, but we quickly explained how that came about. It was a good auction. Jacee did a fantastic job. There were 403 animals at the auction which was second to 2023 which sold 406 animals. In 2018 we were selling 277 animals. The total money spent during the auction was \$674,700.00. That is an increase of about \$140,000.00 over last year.
- **Safety & Security-Ted Lewis:** Ted deferred to Aly's report in the packet. We had no major incidents and overall, the public safety plans were in fact executed well and were a success.

Ted complimented Larry and his team and the entire staff for the successful Fair for the amazing job they did at the Red West event and for all they do the entire year. All were handled exceptionally well. And the Board would like to reflect on their genuine appreciation and support for the staff's efforts.

Jim made a motion to adjourn the meeting Ted seconded meeting adjourned at 10:04

**UTAH STATE FAIR CORPORATION
NOTES TO THE BOARD REPORT
FOR THE MONTH ENDED SEPTEMBER 30, 2025**

SUMMARY:

Another great Fair.

MONTH-TO-DATE (MTD) ANALYSIS:

Revenues: Revenues are down \$585k to last year and down \$498k against the budget. Fair concerts were not as strong as last year.

Expenses: Our expenses are down \$465k to last year and down \$236k to budget. Save big dollars with one less concert.

Ordinary income is down \$120k on last year and down \$262k on budget.

Other Income is down \$11k on last year. Interest income was \$38k.

YEAR-TO-DATE (YTD) ANALYSIS:

Revenues: Revenues are down \$249k to last year and down \$252k against the budget.

Expenses: Our expenses are down \$308k to last year and down \$148k to budget.

Ordinary income is up \$59k on last year and down \$104k on budget.

Other Income is down \$72k on last year.

FAIR ANALYSIS:

Revenues: Revenues are down \$616k to last year and down \$312k against the budget.

Expenses: Our expenses are down \$647k to last year and down \$352k to budget.

Ordinary income is up \$31k on last year and down \$40k on budget.

INVESTMENTS AND CASH ACCOUNT BALANCES:

Cash in bank is down on last year, \$42k. Accounts Recievable is up \$202k on last year while Accounts Payable is down \$647k compared to last year. We are also overpaid on the arena upgrades by \$450k. This puts are cash position up on last year by \$1.25 mil. The change in our financial position is up on last year \$11k. Our financial position continues to be very strong.

Please keep in mind that the numbers on the following reports have not been audited and are subject to change.

UTAH STATE FAIR CORPORATION
Profit & Loss
September 30, 2025

	Sep 30, 25	Jan - Sep 25
Ordinary Income/Expense		
Income		
Contributions / Sponsorships	259,567.51	259,567.51
Event Revenue	1,500.00	2,933,105.42
Fair Revenue	615,076.39	5,556,066.99
Jr Livestock Auction	44,349.99	44,349.99
Miscellaneous Incomes	10,368.22	172,290.38
Monthly Rental/ Storage	0.00	188,924.06
Stall Rental	0.00	298.00
Total Income	930,862.11	9,154,602.35
Gross Profit	930,862.11	9,154,602.35
Expense		
Advertising & Legal	21,820.30	269,599.68
Awards & Premiums	14,724.87	201,046.26
Board Member Expenses	2,193.14	35,378.51
Computer & Professional Service	103,707.19	2,993,322.39
Data Processing	9,266.37	55,442.02
Depreciation Expense	39,248.50	342,956.88
Equipment Rental	95,237.23	401,378.33
Insurance	154,635.84	223,506.23
Maintenance Expenses	86,400.16	523,180.03
Miscellaneous Expense	27,538.14	88,657.33
Office Equipment/ Furnishings	0.00	3,369.76
Office Expense	20,931.19	37,186.71
Payroll Expenses	71,061.92	2,143,320.41
Processing Fees	48,930.59	117,278.97
Public Relations Expenses	41.88	1,341.96
Sponsorships/ Donations	21,585.48	24,181.85
Travel Expenses	0.00	36,433.11
Utilities	54,243.16	568,259.80
Total Expense	771,565.96	8,065,840.23
Net Ordinary Income	159,296.15	1,088,762.12
Other Income/Expense		
Other Income	38,208.50	346,742.28
Net Other Income	38,208.50	346,742.28
Net Income	197,504.65	1,435,504.40

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Accrual Basis

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Month
September 2025

	Sep 25	Sep 24	\$ Change
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	259,567.51	342,920.15	-83,352.64
Event Revenue	30,368.55	33,236.10	-2,867.55
Fair Revenue	5,406,143.09	5,915,025.63	-508,882.54
Jr Livestock Auction	44,349.99	33,984.79	10,365.20
Miscellaneous Incomes	74,788.80	75,878.79	-1,089.99
Monthly Rental/ Storage	12,670.64	14,927.57	-2,256.93
Stall Rental	0.00	20.00	-20.00
Total Income	5,827,888.58	6,415,993.03	-588,104.45
Gross Profit	5,827,888.58	6,415,993.03	-588,104.45
Expense			
Advertising & Legal	255,601.58	225,444.51	30,157.07
Awards & Premiums	200,671.26	153,178.33	47,492.93
Board Member Expenses	13,739.04	13,008.98	730.06
Computer & Professional Service	2,434,840.40	3,164,310.93	-729,470.53
Data Processing	10,350.05	14,901.44	-4,551.39
Depreciation Expense	39,248.50	36,442.32	2,806.18
Equipment Rental	345,479.60	291,296.78	54,182.82
Insurance	154,635.84	8,898.06	145,737.78
Maintenance Expenses	209,243.93	177,516.48	31,727.45
Miscellaneous Expense	63,283.07	52,426.70	10,856.37
Office Equipment/ Furnishings	0.00	3,439.36	-3,439.36
Office Expense	28,891.26	33,329.03	-4,437.77
Payroll Expenses	687,605.43	659,627.10	27,978.33
Processing Fees	59,658.89	83,056.08	-23,397.19
Public Relations Expenses	304.44	1,296.26	-991.82
Sponsorships/ Donations	23,346.85	96,524.04	-73,177.19
Travel Expenses	32,009.17	29,314.73	2,694.44
Utilities	105,423.26	85,690.62	19,732.64
Total Expense	4,664,332.57	5,129,701.75	-465,369.18
Net Ordinary Income	1,163,556.01	1,286,291.28	-122,735.27
Other Income/Expense			
Other Income	38,208.50	49,371.97	-11,163.47
Net Other Income	38,208.50	49,371.97	-11,163.47
Net Income	1,201,764.51	1,335,663.25	-133,898.74

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Accrual Basis

UTAH STATE FAIR CORPORATION
Budget vs. Actual - Month
September 2025

	Sep 25	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	259,567.51	282,828.00	-23,260.49
Event Revenue	30,368.55	35,007.00	-4,638.45
Fair Revenue	5,406,143.09	5,871,829.00	-465,685.91
Jr Livestock Auction	44,349.99	41,662.00	2,687.99
Miscellaneous Incomes	74,788.80	82,772.00	-7,983.20
Monthly Rental/ Storage	12,670.64	14,761.00	-2,090.36
Stall Rental	0.00	20.00	-20.00
Total Income	5,827,888.58	6,328,879.00	-500,990.42
Gross Profit	5,827,888.58	6,328,879.00	-500,990.42
Expense			
Advertising & Legal	255,601.58	261,814.00	-6,212.42
Awards & Premiums	200,671.26	192,740.00	7,931.26
Board Member Expenses	13,739.04	10,138.00	3,601.04
Computer & Professional Service	2,434,840.40	2,808,652.00	-373,811.60
Data Processing	10,350.05	15,168.00	-4,817.95
Depreciation Expense	39,248.50	41,877.00	-2,628.50
Equipment Rental	345,479.60	275,058.00	70,421.60
Insurance	154,635.84	8,898.00	145,737.84
Maintenance Expenses	209,243.93	187,878.00	21,365.93
Miscellaneous Expense	63,283.07	68,022.00	-4,738.93
Office Equipment/ Furnishings	0.00	0.00	0.00
Office Expense	28,891.26	37,073.00	-8,181.74
Payroll Expenses	687,605.43	711,544.00	-23,938.57
Processing Fees	59,658.89	89,314.00	-29,655.11
Public Relations Expenses	304.44	1,283.00	-978.56
Sponsorships/ Donations	23,346.85	96,500.00	-73,153.15
Travel Expenses	32,009.17	10,247.00	21,762.17
Utilities	105,423.26	84,083.00	21,340.26
Total Expense	4,664,332.57	4,900,289.00	-235,956.43
Net Ordinary Income	1,163,556.01	1,428,590.00	-265,033.99
Other Income/Expense			
Other Income	38,208.50	40,000.00	-1,791.50
Net Other Income	38,208.50	40,000.00	-1,791.50
Net Income	1,201,764.51	1,468,590.00	-266,825.49

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Accrual Basis

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison
January through September 2025

	Jan - Sep 25	Jan - Sep 24	\$ Change
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	259,567.51	367,920.15	-108,352.64
Event Revenue	2,933,105.42	2,562,300.65	370,804.77
Fair Revenue	5,553,066.99	6,073,130.88	-520,063.89
Jr Livestock Auction	44,349.99	33,984.79	10,365.20
Miscellaneous Incomes	172,290.38	172,809.98	-519.60
Monthly Rental/ Storage	188,924.06	189,296.05	-371.99
Stall Rental	298.00	3,720.00	-3,422.00
Total Income	9,151,602.35	9,403,162.50	-251,560.15
Gross Profit	9,151,602.35	9,403,162.50	-251,560.15
Expense			
Advertising & Legal	269,599.68	245,356.40	24,243.28
Awards & Premiums	201,046.26	158,416.33	42,629.93
Board Member Expenses	35,378.51	21,935.08	13,443.43
Computer & Professional Service	2,993,322.39	3,808,447.65	-815,125.26
Data Processing	55,442.02	50,913.41	4,528.61
Depreciation Expense	342,956.88	304,175.06	38,781.82
Equipment Rental	401,378.33	356,423.58	44,954.75
Insurance	223,506.23	72,985.64	150,520.59
Maintenance Expenses	523,180.03	473,552.67	49,627.36
Miscellaneous Expense	88,657.33	80,933.33	7,724.00
Office Equipment/ Furnishings	3,369.76	9,152.13	-5,782.37
Office Expense	37,186.71	42,833.26	-5,646.55
Payroll Expenses	2,143,320.41	2,011,855.74	131,464.67
Processing Fees	117,278.97	126,254.64	-8,975.67
Public Relations Expenses	1,341.96	5,709.29	-4,367.33
Sponsorships/ Donations	24,181.85	96,524.04	-72,342.19
Travel Expenses	36,433.11	32,706.85	3,726.26
Utilities	568,259.80	475,456.36	92,803.44
Total Expense	8,065,840.23	8,373,631.46	-307,791.23
Net Ordinary Income	1,085,762.12	1,029,531.04	56,231.08
Other Income/Expense			
Other Income	346,742.28	419,104.46	-72,362.18
Net Other Income	346,742.28	419,104.46	-72,362.18
Net Income	1,432,504.40	1,448,635.50	-16,131.10

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Accrual Basis

UTAH STATE FAIR CORPORATION

Budget vs. Actual - YTD

January through September 2025

	Jan - Sep 25	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Contributions / Sponsorships	259,567.51	307,828.00	-48,260.49
Event Revenue	2,933,105.42	2,657,693.00	275,412.42
Fair Revenue	5,553,066.99	6,029,933.00	-476,866.01
Jr Livestock Auction	44,349.99	41,662.00	2,687.99
Miscellaneous Incomes	172,290.38	179,588.00	-7,297.62
Monthly Rental/ Storage	188,924.06	189,075.00	-150.94
Stall Rental	298.00	575.00	-277.00
Total Income	9,151,602.35	9,406,354.00	-254,751.65
Gross Profit	9,151,602.35	9,406,354.00	-254,751.65
Expense			
Advertising & Legal	269,599.68	297,909.00	-28,309.32
Awards & Premiums	201,046.26	192,740.00	8,306.26
Board Member Expenses	35,378.51	19,034.00	16,344.51
Computer & Professional Service	2,993,322.39	3,469,362.00	-476,039.61
Data Processing	55,442.02	54,085.00	1,357.02
Depreciation Expense	342,956.88	361,893.00	-18,936.12
Equipment Rental	401,378.33	310,576.00	90,802.33
Insurance	223,506.23	73,143.00	150,363.23
Maintenance Expenses	523,180.03	472,666.00	50,514.03
Miscellaneous Expense	88,657.33	101,242.00	-12,584.67
Office Equipment/ Furnishings	3,369.76	2,550.00	819.76
Office Expense	37,186.71	46,168.00	-8,981.29
Payroll Expenses	2,143,320.41	2,073,239.80	70,080.61
Processing Fees	117,278.97	141,462.00	-24,183.03
Public Relations Expenses	1,341.96	5,299.00	-3,957.04
Sponsorships/ Donations	24,181.85	96,500.00	-72,318.15
Travel Expenses	36,433.11	17,085.00	19,348.11
Utilities	568,259.80	478,524.00	89,735.80
Total Expense	8,065,840.23	8,213,477.80	-147,637.57
Net Ordinary Income	1,085,762.12	1,192,876.20	-107,114.08
Other Income/Expense			
Other Income	346,742.28	360,000.00	-13,257.72
Net Other Income	346,742.28	360,000.00	-13,257.72
Net Income	1,432,504.40	1,552,876.20	-120,371.80

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11/11/25
Accrual Basis

UTAH STATE FAIR CORPORATION
Statement of Financial Position
As of September 30, 2025

	Sep 30, 25	Sep 30, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings	14,232,793.20	14,274,831.42	-42,038.22
Accounts Receivable	1,381,280.53	1,179,573.50	201,707.03
Other Current Assets	135,037.87	173,890.20	-38,852.33
Total Current Assets	15,749,111.60	15,628,295.12	120,816.48
Other Assets	4,555,122.28	4,665,103.17	-109,980.89
TOTAL ASSETS	20,304,233.88	20,293,398.29	10,835.59
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	1,625,496.03	2,272,702.11	-647,206.08
Credit Cards	-999.50	2,522.23	-3,521.73
Other Current Liabilities	2,163,605.59	2,801,391.88	-637,786.29
Total Current Liabilities	3,788,102.12	5,076,616.22	-1,288,514.10
Long Term Liabilities	0.00	0.00	0.00
Total Liabilities	3,788,102.12	5,076,616.22	-1,288,514.10
Equity	16,516,131.76	15,216,782.07	1,299,349.69
TOTAL LIABILITIES & EQUITY	20,304,233.88	20,293,398.29	10,835.59

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Accrual Basis

UTAH STATE FAIR CORPORATION
Profit & Loss Prev Year Comparison - Fair
January through September 2025

	Jan - Sep 25	Jan - Sep 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Contributions / Sponsorships	259,567.51	342,920.15	-83,352.64	-24.3%
Event Revenue	100.00	0.00	100.00	100.0%
Fair Revenue	5,556,066.99	6,073,130.88	-517,063.89	-8.5%
Jr Livestock Auction	44,349.99	33,984.79	10,365.20	30.5%
Miscellaneous Incomes	106,550.22	132,532.05	-25,981.83	-19.6%
Total Income	5,966,634.71	6,582,567.87	-615,933.16	-9.4%
Gross Profit	5,966,634.71	6,582,567.87	-615,933.16	-9.4%
Expense				
Advertising & Legal	163,222.55	225,248.54	-62,025.99	-27.5%
Awards & Premiums	201,046.26	158,084.93	42,961.33	27.2%
Board Member Expenses	8,742.24	5,541.98	3,200.26	57.8%
Computer & Professional Service	2,401,175.72	3,148,902.34	-747,726.62	-23.8%
Data Processing	19,661.42	25,336.45	-5,675.03	-22.4%
Equipment Rental	330,941.85	290,420.80	40,521.05	14.0%
Insurance	149,580.00	0.00	149,580.00	100.0%
Maintenance Expenses	126,974.63	148,412.36	-21,437.73	-14.4%
Miscellaneous Expense	62,666.38	57,137.90	5,528.48	9.7%
Office Equipment/ Furnishings	437.10	0.00	437.10	100.0%
Office Expense	28,456.72	32,231.27	-3,774.55	-11.7%
Payroll Expenses	584,460.14	554,057.66	30,402.48	5.5%
Processing Fees	84,870.51	92,408.61	-7,538.10	-8.2%
Public Relations Expenses	575.77	2,302.69	-1,726.92	-75.0%
Sponsorships/ Donations	24,181.85	96,524.04	-72,342.19	-75.0%
Travel Expenses	32,009.17	29,050.93	2,958.24	10.2%
Utilities	723.00	1,438.99	-715.99	-49.8%
Total Expense	4,219,725.31	4,867,099.49	-647,374.18	-13.3%
Net Ordinary Income	1,746,909.40	1,715,468.38	31,441.02	1.8%
Net Income	1,746,909.40	1,715,468.38	31,441.02	1.8%

1:53 PM

11/11/25

Accrual Basis

UTAH STATE FAIR CORPORATION
Profit & Loss Budget vs. Actual - Fair
January through September 2025

	Jan - Sep 25	Budget	\$ Over Bud...	% of Budget
Ordinary Income/Expense				
Income				
Contributions / Sponsorships	259,567.51	282,828.00	-23,260.49	91.8%
Event Revenue	100.00			
Fair Revenue	5,556,066.99	5,871,829.00	-315,762.01	94.6%
Jr Livestock Auction	44,349.99	41,662.00	2,687.99	106.5%
Miscellaneous Incomes	106,550.22	82,772.00	23,778.22	128.7%
Total Income	5,966,634.71	6,279,091.00	-312,456.29	95.0%
Gross Profit	5,966,634.71	6,279,091.00	-312,456.29	95.0%
Expense				
Advertising & Legal	163,222.55	260,500.00	-97,277.45	62.7%
Awards & Premiums	201,046.26	192,740.00	8,306.26	104.3%
Board Member Expenses	8,742.24	5,508.00	3,234.24	158.7%
Computer & Professional Service	2,401,175.72	2,789,692.00	-388,516.28	86.1%
Data Processing	19,661.42	11,640.00	8,021.42	168.9%
Equipment Rental	330,941.85	273,188.00	57,753.85	121.1%
Insurance	149,580.00			
Maintenance Expenses	126,974.63	169,580.00	-42,605.37	74.9%
Miscellaneous Expense	62,666.38	65,145.00	-2,478.62	96.2%
Office Equipment/ Furnishings	437.10			
Office Expense	28,456.72	36,130.00	-7,673.28	78.8%
Payroll Expenses	584,460.14	587,108.00	-2,647.86	99.5%
Processing Fees	84,870.51	74,339.00	10,531.51	114.2%
Public Relations Expenses	575.77	1,195.00	-619.23	48.2%
Sponsorships/ Donations	24,181.85	96,500.00	-72,318.15	25.1%
Travel Expenses	32,009.17	8,922.00	23,087.17	358.8%
Utilities	723.00			
Total Expense	4,219,725.31	4,572,187.00	-352,461.69	92.3%
Net Ordinary Income	1,746,909.40	1,706,904.00	40,005.40	102.3%
Net Income	1,746,909.40	1,706,904.00	40,005.40	102.3%



State Fair Park Authority
Executive Directors Monthly Review
November 13, 2025

Executive Summary

- **Fair Financial Performance**

Fair revenues were down primarily a result of one less arena event combined with lower than forecasted attendance at the Jaripeo.

We suspected that our decline in gross revenue would be offset by a reduction in our expenses. Which was clearly the case. Expenses were down 647K vs last year and as a result a negative impact on our net earnings was not realized. Net Fair earnings were up 31k on last year

The outcome confirms our decision that “financially” we would do better with one fewer arena act versus overpaying for an artist that would struggle to sell tickets.

Concessions sales were down, we believe this was due to the high cost of meals. We are working hard to lower food prices for the 2026 fair!

*Noteworthy, the Texas State Fair attendance was down over 400K visitors this year. Organizers point out the high cost of food as one of the driving forces behind the decline in attendance.

- **Irrigation water update**

We are working with representatives with Delco Western to secure a quote for the design and installation of a pumping and filtration system for Jordan River Irrigation water. Delco Western possesses decades of experience navigating water rights and the design and installation of pumping systems.

Based on our demand we determined that the system needs to be capable of delivering 150 Gallons per minute 66 to 90 psi.

Our plan is to present their recommendations to the board for review at our January board meeting.

- **Kilby Block Party**

The event announced the 2026 event dates and immediately placed their "Early Bird" tickets for purchase on sale last week. This allotment of tickets sold out immediately.

Organizers haven't shared with us when tickets will go on sale to the public.

- **Red West**

We successfully completed the settlement process for the event and received the payment in full.

- **October Financials**

Due to the decision to move up the November board meeting, we were unable to close the month in time for us to prepare financials.



UTAH STATE FAIRPARK BOARD REPORT

Sales and Event Department 30

November Board Report | October Notes

Sales & Event Department 30

Aly Garcia: Events Director | Public Safety and Security

Corey Burns: Sales Manager | Group Sales

Kelli McCaffery: Event Coordinator | Community Outreach | Commercial Vendor Sales

Fred Acebo: Food and Beverage Manager

Nicholas Schwengels: Seasonal Event Lead

October 2025 Events

- Wasatch Reptile Show
- Fire Station 7 Community Event
- Health & Heritage Policy Project
- Jaripeo
- Redwest
- Frito Lay Casino Night
- Salt Lake Ski Swap
- Samhain Pagan Festival
- Fairpark Community Council
- Upstage Customer Appreciation Party
- Get Freaky

Sales Report – Corey Burns

October was potentially the fastest moving month of my life. The entire month felt like one long blink. We had fully loaded event weekends and two weekends of music festivals. Overall, bookings were strong, each event was a success, the whole events team put in a ton of hours, and while we are still waiting on accurate numbers for the month, I believe revenue will surpass October 2024. As it stands at the end of September, the events department is on a budget projection beat of roughly \$740k which is fantastic considering how many hours everyone has worked through the entire summer, the fair, and October. With almost all of November and Decembers events set in stone, we are looking forward at 2026 hoping to continue the progress that we have shown during 2025.

Department 30 Report – Aly Garcia

The month of October will end up being a huge month for us. We successfully hosted one of the largest music festivals in the state of Utah, Redwest Music Festival. Between the 3 days we had over 128k people in attendance. This event was in-between a few smaller festivals, a Jaripeo and the end of the month Halloween

event Get Freaky. This was a great month to show exactly what the Utah State Fairpark venue and team are able to accomplish.

October was unfortunately a rainy month and the teams had to pivot to make sure the events were still successful, moving stages from the Arena to the asphalt overnight for the Jaripeo, getting the grounds ready after Redwest rained out Saturday night so they could re open with no problems on Sunday, and doing what we could to help salvage the Utah Health and Heritage event during their rainstorm.

Get Freaky as far as the neighborhood was concerned, was our largest challenge to overcome and with the efforts of the Utah State Fairpark team and V2 Presents, we managed to mitigate the sound and only had 1 complaint the entire weekend, which even the same individual responded again telling us how grateful they were for our efforts.

Our goal is to do whatever we can to make sure the Utah State Fairpark is here for years to come, and time and time again we've shown we can be a powerhouse.

Event Coordination Report – Kelli McCaffery

We encountered several challenges this month, most of which are unsurprising given the unpredictability of Utah weather in October, paired with several exclusively outdoor festivals. While we can't control the weather, I believe we were able to learn from events like health and heritage and will be able to plan for next year with better weather contingency plans in place. Some Bright spots this month were our annual single building rental events with Frito lay and Wasatch Reptile Show back for another year, and the Utah pagan festival renting the Grand building and Pavilion for the second time in 2025.

I was also incredibly impressed with the collaborative sound mitigation efforts put in place by the Fairpark staff and V2 production team during this year's Get Freaky music festival. Over the course of the 3 days, my colleagues and I documented consistently low decibel readings, which resulted in little to no complaints from the neighborhood.

Food & Beverage Report – Fred Acebo

When I first started, the fair was supposed to be the light at the end of the tunnel. Turns out, that tunnel was a bit longer than expected.

October was quite busy. Thee standout event was the Redwest Festival. Despite the storm on Saturday evening, our concessionaires performed exceptionally well, generating just over \$1 million in gross sales. Had the weather held, we likely would have seen an additional \$300K. Feedback on our food lineup was overwhelmingly positive, with a diverse mix of savory and sweet options, catering to all tastes and appetites.

During Redwest, we were able to deepen relationships with several top-performing concessionaires. Their excellence in both product and sales has us excited to explore new collaborations for the fair—especially as we look to break up the usual “fair food” routine with fresh offerings.

Unfortunately, Health Heritage didn't go as planned. The outdoor event, which anticipated around 7,000 attendees, was completely rained out. Still, our team showed incredible adaptability, quickly pivoting to offer alternative solutions for the client and their guests.

The final Jaripeo event drew a crowd of about 10,000. Due to the rain that impacted Health Heritage, we relocated the event to the asphalt area south of the arena. It turned out to be a strong close to the Jaripeo season. While concession sales were lower—likely due to the younger demographic—attendance was solid.

Lastly, Get Freaky wrapped up our multi-concessionaire events. While not expected to be a major dining occasion, sales were still respectable.

Public Safety & Security – Aly Garcia

During the Redwest music festival on Saturday the 11th we experienced a venue shelter in place, a full evacuation and eventual discontinuation of show. This is something the team has experienced before with other large shows such as Kilby Block Party, but as always there are things we take away from each experience:

1. The need for a venue wide PA system that can loop messages on it. There is too much potential for mis information when we leave it up to staff and guards to pass along a message. Having consistent messaging will leave attendees feeling less confused about what is expected of them.
2. The Venue (Us) Need to be more involved in the decision making to shelter in place, evacuate the venue, and or discontinue the show. There is a lot of support and knowledge we can provide as the venue and unfortunately the events Security Director or upper leadership did not lean on us as much as they could have to assist in the show being able to continue.
3. More handheld radios available to our teams and partners. Only a few key people had radios and there were so many phones on the grounds cell service was ultimately jammed up leaving most in the dark and unable to access information.

I think these are a couple of attainable goals we can obtain and implement in the 2026 season to continue to improve the safety of our team, partners and guest that attend events here.

Board Report - Nicki Claeys
Marketing,/Sponsorship, Entertainment, & Admin Departments
November 2025

Over the past two weeks, I've been focused on preparing several Requests for Proposals that will be released in the coming weeks. These cover some key service areas for both the Fair and year-round operations, and the goal is to make sure we have the right partners and systems in place as we continue to grow.

We're also heading into convention season. I'll be attending a few industry conferences to stay current on trends, shop for new entertainment grounds, and gather ideas and inspiration for next year. These events are also valuable opportunities to build relationships with potential partners, vendors, and performers.

I've also been asked to present at two upcoming conventions:

- Rocky Mountain Association of Fairs (RMAF): I'll be part of a panel discussing *"Marketing Outside of Fair."* I plan to talk about how much of our success has come from strong word-of-mouth within the event and festival community. The improvements made to the Fairpark — both physical upgrades and the attention to the promoter and guest experience — have helped raise our reputation, which in turn has led to higher-quality events and stronger relationships with producers.
- International Association of Fairs & Expositions (IAFE): I will be moderating a panel on *"Naming Rights and Engaging National Brands."*

I am also assisting the Utah Association of Fairs with planning for their February convention.

I met recently with the state's America 250 planning group to discuss how the Fair might participate in the 250th anniversary celebration. While our Fair falls after the main celebration window, I suggested the idea of the Fair serving as a culminating showcase, with displays highlighting the statewide events and activities that occur throughout the year. They liked the direction and we'll continue those conversations to see what might be possible.

On the sponsorship side, I've been distributing sponsor fulfillment reports. I'm pleased to report that four of our major sponsors have already confirmed interest in renewing their multi-year agreements, which is a strong sign of continued support and satisfaction.

November 2025 Utah State Fair Board Meeting Information
Competitive Arts and Ag Education: Sakura Gallegos

General:

- Attending Rocky Mountain, I'll be on a Panel discussion Fair Volunteers
- Starting to Plan Fairly Merry Christmas Party
- Attending the Spinners Guild meeting on 11/17
- Attending IAFE at the end of November

Fair Bldgs. and Staff:

- Working with Larry on storage for the Panels.

Board Report – Nov 2025
Department 80/90

Rodeo:

- Attending rodeo convention in Las Vegas December 2-4th.
- Working on 2026 contracts

Livestock:

- 18 outstanding invoices
 - \$56,441 due

UTAH STATE FAIR CORPORATION

9:28 AM

Fair Rodeo Profit & Loss

11/07/2025

2025 vs 2024 vs 2023

Accrual Basis

	2025	2024	2023
Ordinary Income/Expense			
Income			
Fair Revenue			
49872 · Entertainment Rodeo	151,337.62	157,279.89	143,502.47
Total Fair Revenue	151,337.62	157,279.89	143,502.47
Total Income	151,337.62	157,279.89	143,502.47
Gross Profit	151,337.62	157,279.89	143,502.47
Expense			
Computer & Professional Service			
62714 · Prof Ent. Arena - Rodeo	117,833.00	112,430.00	99,725.00
62715 · Prof Ent. Arena - Rodeo Exps	130,655.13	94,719.01	123,334.88
62731 · Prof Ent. Arena - Rodeo Adv	7,901.66	7,753.27	12,907.87
Total Computer & Professional Service	256,389.79	214,902.28	235,967.75
Payroll Expenses			
Salaries & Wages			
51011 · PT/Seasonal Wages	10,000.00	10,000.00	10,000.00
Total Salaries & Wages	10,000.00	10,000.00	10,000.00
Payroll Taxes			
51550 · Workers Compensation Prem	104.07	108.92	114.78
51700 · Payroll Tax Expense	795.00	805.00	795.00
Total Payroll Taxes	899.07	913.92	909.78
Total Payroll Expenses	10,899.07	10,913.92	10,909.78
Total Expense	267,288.86	225,816.20	246,877.53
Net Ordinary Income	-115,951.24	-68,536.31	-103,375.06

Attendance	
FRIDAY	4011
SATURDAY	7598
SUNDAY	3079
Total Attendance	14688

Fair Admission	\$12.00
Fair Gate Revenue	\$176,256.00

Total Revenue \$60,304.76

UTAH STATE FAIR CORPORATION
Fair Rodeo Profit & Loss
2025 vs 2024 vs 2023

Ordinary Income/Expense	
Income	
Fair Revenue	
49872 · Entertainment Rodeo	
Total Fair Revenue	
Total Income	
Gross Profit	
Expense	
Computer & Professional Service	
62714 · Prof Ent. Arena - Rodeo	
62715 · Prof Ent. Arena - Rodeo Exps	
62731 · Prof Ent. Arena - Rodeo Adv	
Total Computer & Professional Service	41,487.51
Payroll Expenses	
Salaries & Wages	
51011 · PT/Seasonal Wages	
Total Salaries & Wages	
Payroll Taxes	
51550 · Workers Compensation Prem	
51700 · Payroll Tax Expense	
Total Payroll Taxes	
Total Payroll Expenses	
Total Expense	
Net Ordinary Income	
Attendance	
FRIDAY	
SATURDAY	
SUNDAY	
Total Attendance	
Fair Admission	
Fair Gate Revenue	
Total Revenue	

UTAH STATE FAIR CORPORATION
Sunday Jaripeo Profit & Loss
September 7, 2025

11:28 AM

11/07/2025

Accrual Basis

2025

Ordinary Income/Expense

Income

Fair Revenue

49875 · Entertainment Concerts

192,127.84

Total Fair Revenue

192,127.84

Total Income

192,127.84

Gross Profit

192,127.84

Expense

Computer & Professional Service

62738 · 1st Sunday Arena Expenses

157,495.50

62739 · 1st Sunday Arena Adv

1,995.87

Total Computer & Professional Service

159,491.37

Payroll Expenses

Salaries & Wages

51011 · PT/Seasonal Wages

6,408.67

Total Salaries & Wages

6,408.67

Fringe Benefits

51600 · Employers Retirement Contri

95.79

Total Fringe Benefits

95.79

Payroll Taxes

51550 · Workers Compensation Prerr

66.71

51700 · Payroll Tax Expense

509.48

Total Payroll Taxes

576.19

Total Payroll Expenses

7,080.65

Total Expense

166,572.02

Net Ordinary Income

25,555.82

Attendance

3210

Fair admission

\$15.00

Fair Gate Revenue

\$48,150.00

Total Revenue

\$73,705.82

UTAH STATE FAIR CORPORATION
Third Eye Blind - Profit & Loss
September 10, 2025

11:28 AM

11/07/2025

Accrual Basis

2025

Ordinary Income/Expense	
Fair Revenue	
49875 · Entertainment Concerts	92,963.89
Total Fair Revenue	92,963.89
Total Income	92,963.89
Gross Profit	92,963.89
Expense	
Computer & Professional Service	
62712 · Prof Ent. Arena - Concerts	210,000.00
62713 · Prof Ent. Arena - Concerts Exps	101,946.63
62730 · Prof Ent. Arena - Concerts Adv	29,096.52
Total Computer & Professional Service	341,043.15
Payroll Expenses	
Salaries & Wages	
51011 · PT/Seasonal Wages	1,648.32
Total Salaries & Wages	1,648.32
Payroll Taxes	
51550 · Workers Compensation Prem	17.14
51700 · Payroll Tax Expense	131.04
Total Payroll Taxes	148.18
Total Payroll Expenses	1,796.50
Total Expense	342,839.65
Net Ordinary Income	-249,875.76

Attendance	2141
Fair Admission	\$12.00
Fair Gate Revenue	\$25,692.00
Total Revenue	-\$224,183.76

UTAH STATE FAIR CORPORATION

Fluffy - Profit & Loss

September 11, 2025

11:28 AM

11/07/2025

Accrual Basis

2025

Ordinary Income/Expense	
Fair Revenue	
49875 · Entertainment Concerts	229,737.58
Total Fair Revenue	229,737.58
Total Income	229,737.58
Gross Profit	229,737.58
Expense	
Computer & Professional Service	
62712 · Prof Ent. Arena - Concerts	285,000.00
62713 · Prof Ent. Arena - Concerts Exps	101,304.25
62730 · Prof Ent. Arena - Concerts Adv	30,606.52
Total Computer & Professional Service	416,910.77
Payroll Expenses	
Salaries & Wages	
51011 · PT/Seasonal Wages	1,735.25
Total Salaries & Wages	1,735.25
Payroll Taxes	
51550 · Workers Compensation Prem	18.05
51700 · Payroll Tax Expense	137.95
Total Payroll Taxes	156.00
Total Payroll Expenses	1,891.25
Total Expense	418,802.02
Net Ordinary Income	-189,064.44

Attendance	4669
Fair Admission	\$12.00
Fair Gate Revenue	\$56,028.00
Total Revenue	-\$133,036.44

UTAH STATE FAIR CORPORATION
Monster Truck - Profit & Loss
September 12, 2025

11:28 AM

11/07/2025

Accrual Basis

2025

Ordinary Income/Expense

Income

49874 · Entertainment Monster Truck 39,429.30

Total Fair Revenue 39,429.30

Total Income 39,429.30

Gross Profit 39,429.30

Expense

Computer & Professional Service

62724 · Prof Ent. Arena - Monster Truck 25,994.84

62725 · Prof Ent. Arena - Monst Trk Exp 5,134.43

62734 · Prof Ent. Arena - Monst Trk Adv 7,901.57

Total Computer & Professional Service 39,030.84

Payroll Expenses

Salaries & Wages

51011 · PT/Seasonal Wages 2,379.88

Total Salaries & Wages 2,379.88

Payroll Taxes

51550 · Workers Compensation Prem 24.75

51700 · Payroll Tax Expense 189.20

Total Payroll Taxes 213.95

Total Payroll Expenses 2,593.83

Total Expense 41,624.67

Net Ordinary Income -2,195.37

Attendance 3633

Fair Admission \$12.00

Fair Gate Revenue \$43,596.00

Total Revenue \$41,400.63



PRESENTED BY IAFE

FAIRS ECONOMIC IMPACT NATIONAL REPORT SUMMARY

SEPTEMBER 2025

COMPILED BY JOHNSON CONSULTING



These fairs tend to be government entities, independent nonprofit organizations, or a hybrid of the two. Budgets range from a few thousand dollars to millions. Volunteer boards run most fairs in the United States, while some employ full-time staff numbering over 100 individuals. All fairs rely upon volunteers and temporary staff to achieve their mission.

Similarly, fairgrounds across the United States are a mix of public and private facilities. These may include racetracks, gaming venues, and year-round animal care and feeding facilities. Other fairs in this study operate in city parks, parking lots, or rented properties solely for the duration of their event.

These varied models show that the fair industry does not have a one-size-fits-all definition. It proves the adage that "Once you've been to one fair, you've been to one fair."

At the same time, each of these has a common mission. Starting in the 1700s in the United States, fairs were organized to showcase innovation in agriculture and highlight the work of local people in agriculture, fine arts, culinary arts, and more. They showcased innovation and helped the community bond and learn from one another.

Today, with less than 2% of the population involved in agriculture, fairs have become the place where people connect with the source of their food. Regardless of differences in culture, religion, politics, or other factors, all humans are linked to agriculture because we all must eat the results of the farmer's labor. Educating the public about the source of their food and the effort needed to produce it has become a key part of the mission of fairs and expositions.

While focused on the mission, these events act as economic engines in their communities. They

provide commercial businesses with a location to showcase their products and connect with new customers. Food vendors and others sell their items and generate new business. Livestock are auctioned, and business deals are made at the fair. Driving economic activity in the community, fairs are more than they appear on the surface, as shown in this study.

Across the United States, fairs of all sizes are impacting their communities. Mostly run by dedicated volunteers, this influence is in addition to the collective millions of dollars in scholarships awarded annually by fairs, supporting the education and training of people in their communities.

REGIONAL AND NATIONAL DATA

The study breaks the United States into eight regions:

- Northeast (Maine, Vermont, New Hampshire, Massachusetts, New York, New Jersey, Pennsylvania, Connecticut, Rhode Island, Vermont)
- Southeast (West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, Delaware, Maryland)
- Ohio Valley (Ohio, Indiana, Kentucky, Michigan)
- Upper Midwest (North Dakota, South Dakota, Minnesota, Wisconsin)
- Heartland (Iowa, Illinois, Missouri, Nebraska, Kansas)
- South (Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas)
- Rocky Mountains (Montana, Idaho, Wyoming, Colorado, Utah, New Mexico)
- Pacific Coast (Washington, Oregon, Nevada, California, Arizona, Alaska, Hawaii)

These regions have fairs of similar cultural heritage. The number of fairs in each region

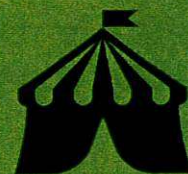
ANNUAL FAIRS

2024

High-Level Estimated Economic & Fiscal Impact



97.9
MILLION VISITORS



1,392
Fairs

28.8% of the population attended a Fair

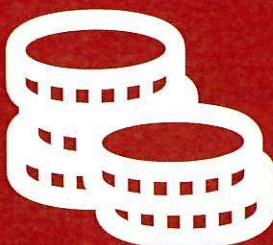
1.2

MILLION
hotel room nights
generated



\$30.0

BILLION
economic impact
on the local
economy

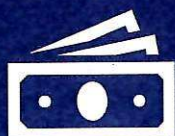


230,000

Ongoing jobs sustained



\$10.2
BILLION
Wages created



\$754.8

MILLION
State sales tax revenues generated



\$6.1

MILLION
State hotel tax revenues generated



\$760.9

MILLION

State fiscal impact
(sales & hotel tax revenues)



**JOHNSON
CONSULTING**

2024 | Annual Fairs

High-Level Estimated Economic and Fiscal Impact.

TOTAL

Activity Volume



Number of Fairs:
Fairs Attendance:
Out-of-Town Visitors:
Overnight Visitors:
Hotel Room Nights:

1,392
97.9 M
17.3 M
2.0 M
1.2 M

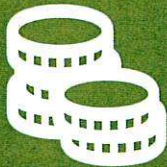
Estimated Spending Volume



Spending at Fairs:
Spending Outside Fairs:
Fair Operational Spending:
Total Direct Spending:

\$6.0 B
\$4.0 B
\$3.3 B
\$13.4 B

Economic Impact



Total Economic Impact:
Wages Created:
Ongoing Jobs Sustained:

\$30.0 B
\$10.2 B
230,000

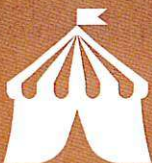
Fiscal Impact



State Sales Tax Revenues*:
State Hotel Tax Revenues:
Total Fiscal Impact:

\$754.8 M
\$6.1 M
\$760.9 M

Activity Volume per Fair



Number of Fairs:
Average Duration of Fairs (Days):
Combined Duration of Fairs (Days):
Economic Impact per Fair Day:
Fiscal Impact per Fair Day:

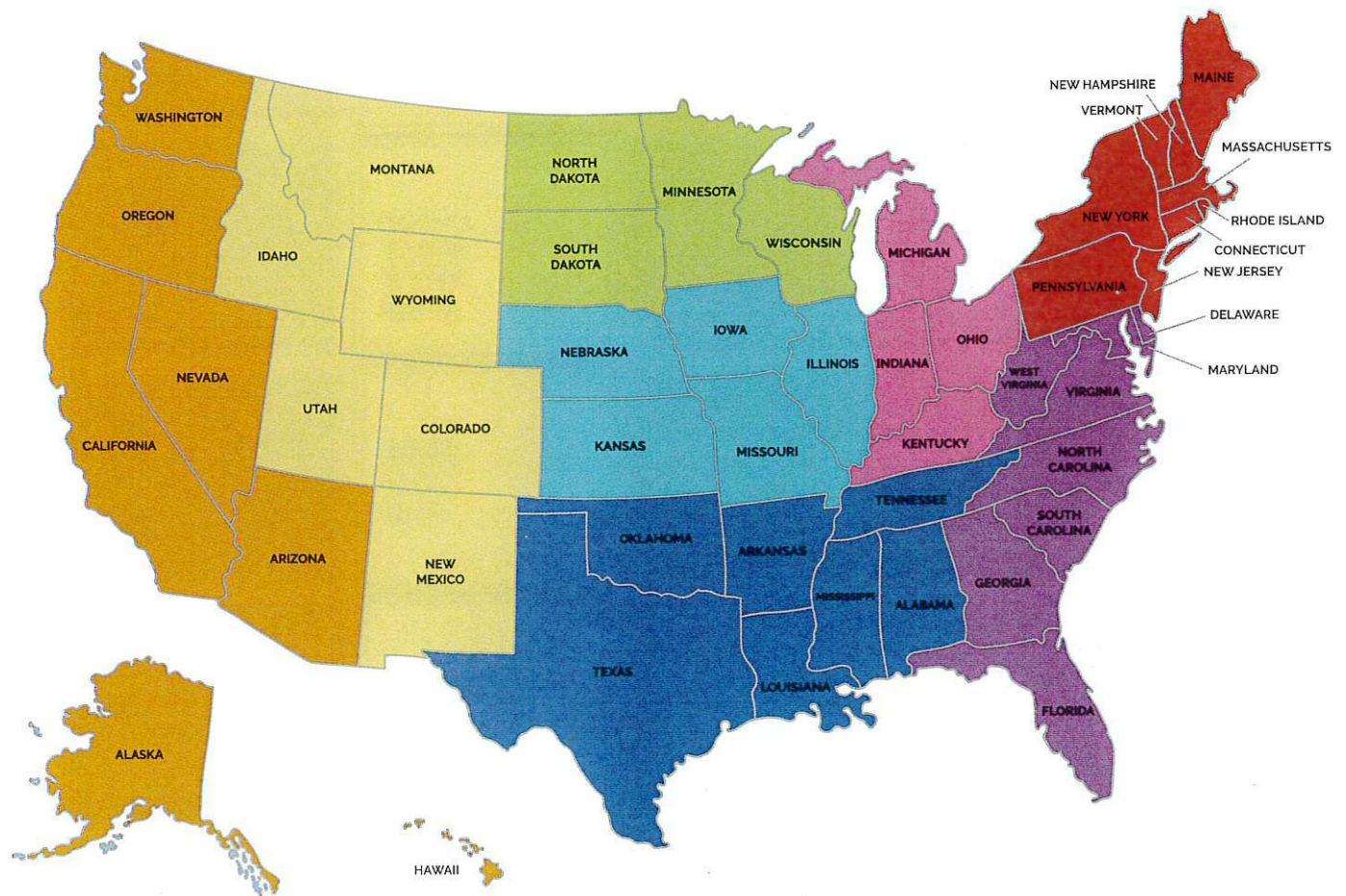
1,392
6.63 (Average)
8,813
\$3.4 M
\$86,300

**Includes general Sales Tax on lodging, where applicable*

Source: BEA (RIMS II), Johnson Consulting



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2024 | Southeast

High-Level Estimated Economic and Fiscal Impact

	Fair	TOTAL (Year-Round)
Activity Volume  Number of Fairs/ Fairgrounds: Attendance: Out-of-Town Visitors: Overnight Visitors: Hotel Room Nights:	131 12.2 M 2.2 M 165,700 97,450	131 29.3 M 6.1 M 474,700 279,240
Estimated Spending Volume  Spending at Fair/ Fairgrounds: Spending Outside Fair/ Fairgrounds: Operational Spending: Total Direct Spending:	\$704.1 M \$484.2 M \$356.9 M \$1.5 B	\$791.5 M \$1.3 B \$588.1 M \$2.7 B
Economic Impact  Total Economic Impact: Wages Created: Ongoing Jobs Sustained:	\$3.5 B \$1.2 B 29,400	\$6.1 B \$2.1 B 50,600
Fiscal Impact  State Sales Tax Revenues*: State Hotel Tax Revenues: Total Fiscal Impact:	\$81.6 M \$110,740 \$81.7 M	\$139.0 M \$251,420 \$139.3 M
Activity Volume per Fair  Number of Fairs: Average Duration of Fairs (Days): Combined Duration of Fairs (Days): Economic Impact per Fair Day: Fiscal Impact per Fair Day:	131 8.21 1,060 \$3.3 M \$77,100	

*Includes general Sales Tax on lodging, where applicable
Source: BEA (RIMS II), Johnson Consulting



2024 | Upper Midwest

High-Level Estimated Economic and Fiscal Impact

	Fair	TOTAL (Year-Round)
Activity Volume  Number of Fairs/ Fairgrounds: 156 Attendance: 9.5 M Out-of-Town Visitors: 1.8 M Overnight Visitors: 243,600 Hotel Room Nights: 143,300		156 16.3 M 3.2 M 417,300 245,460
Estimated Spending Volume  Spending at Fair/ Fairgrounds: \$585.3 M Spending Outside Fair/ Fairgrounds: \$402.5 M Operational Spending: \$298.3 M Total Direct Spending: \$1.3 B		\$756.3 M \$702.1 M \$429.8 M \$1.9 B
Economic Impact  Total Economic Impact: \$2.8 B Wages Created: \$1.0 B Ongoing Jobs Sustained: 21,800		\$4.2 B \$1.4 B 31,900
Fiscal Impact  State Sales Tax Revenues*: \$74.6 M State Hotel Tax Revenues: \$33,330 Total Fiscal Impact: \$74.7 M		\$109.2 M \$45,590 \$109.3 M
Activity Volume per Fair  Number of Fairs: 156 Average Duration of Fairs (Days): 4.97 Combined Duration of Fairs (Days): 775 Economic Impact per Fair Day: \$3.7 M Fiscal Impact per Fair Day: \$96,400		

*Includes general Sales Tax on lodging, where applicable
Source: BEA (RIMS II), Johnson Consulting



2024 | South

High-Level Estimated Economic and Fiscal Impact

	Fair	TOTAL (Year-Round)
Activity Volume  Number of Fairs/ Fairgrounds: 122 Attendance: 18.8 M Out-of-Town Visitors: 3.4 M Overnight Visitors: 585,700 Hotel Room Nights: 344,560		122 36.2 M 7.5 M 1.2 M 721,170
Estimated Spending Volume  Spending at Fair/ Fairgrounds: \$1.4 B Spending Outside Fair/ Fairgrounds: \$796.2 M Operational Spending: \$776.3 M Total Direct Spending: \$3.0 B		\$1.6 B \$1.7 B \$1.0 B \$4.3 B
Economic Impact  Total Economic Impact: Wages Created: \$2.4 B Ongoing Jobs Sustained: 56,300	\$7.1 B \$2.4 B 56,300	\$10.1 B \$3.4 B 79,500
Fiscal Impact  State Sales Tax Revenues*: \$178.8 M State Hotel Tax Revenues: \$2.5 M Total Fiscal Impact: \$181.3 M		\$254.7 M \$4.4 M \$259.1 M
Activity Volume per Fair  Number of Fairs: 122 Average Duration of Fairs (Days): 8.21 Combined Duration of Fairs (Days): 994 Economic Impact per Fair Day: \$7.1 M Fiscal Impact per Fair Day: \$182,300		

*Includes general Sales Tax on lodging, where applicable
Source: BEA (RIMS II), Johnson Consulting



2024 | Pacific Coast

High-Level Estimated Economic and Fiscal Impact

	Fair	TOTAL (Year-Round)
Activity Volume  Number of Fairs/ Fairgrounds: Attendance: Out-of-Town Visitors: Overnight Visitors: Hotel Room Nights:	168 15.1 M 2.6 M 251,400 147,880	168 44.7 M 9.1 M 856,100 503,600
Estimated Spending Volume  Spending at Fair/ Fairgrounds: Spending Outside Fair/ Fairgrounds: Operational Spending: Total Direct Spending:	\$941.7 M \$586.1 M \$482.7 M \$2.0 B	\$1.3 B \$2.2 B \$939.8 M \$4.4 B
Economic Impact  Total Economic Impact: Wages Created: Ongoing Jobs Sustained:	\$4.4 B \$1.5 B 28,700	\$9.7 B \$3.2 B 62,800
Fiscal Impact  State Sales Tax Revenues*: State Hotel Tax Revenues: Total Fiscal Impact:	\$120.1 M \$348,670 \$120.5 M	\$249.5 M \$876,590 \$250.3 M
Activity Volume per Fair  Number of Fairs: Average Duration of Fairs (Days): Combined Duration of Fairs (Days): Economic Impact per Fair Day: Fiscal Impact per Fair Day:	168 6.24 1,030 \$4.3 M \$116,900	

*Includes general Sales Tax on lodging, where applicable
Source: BEA (RIMS II), Johnson Consulting



**Average Annual Impact of Fairgrounds That
See Fewer Than 25K Visitors at the Fair**

Northeast	\$5.8 Million
Southeast	\$5.6 Million
Ohio Valley	\$4.6 Million
Upper Midwest	\$6.8 Million
Heartland	\$4.3 Million
South	\$18 Million
Rocky Mountain	\$15 Million
Pacific Coast	\$11.2 Million

