

2009 YEAR-END REPORT

>> TOP 50 FAIRS IN NORTH AMERICA IN 2009 <<

State Fair of Texas Dallas 2009 Dates: Sept. 25–Oct. 18 2010 Dates: Sept. 24–Oct. 17	2009 RANK : 1	2008 RANK : 1	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 3,000,000 (estimate)		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 3,000,000+
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15	
	COMMENTS : First time State Fair of Texas visitor, Oprah Winfrey, taped segments for her show. Fair visitors spent approximately \$25.7 million on food and amusement rides during the 24-day event, which was roughly 10 percent less than 2008 due to 14 days of rain.			
Houston Livestock Show & Rodeo 2009 Dates: March 3–22 2010 Dates: March 2–21	2009 RANK : 2	2008 RANK : 2	PERCENTAGE CHANGE : +4.8%	YEAR-ROUND BUDGET : \$83 million
	2009 ATTENDANCE : 1,890,332		2009 PAID ATTENDANCE : 1,890,332	2008 ATTENDANCE : 1,802,158
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Four of the 2009 Rodeo Houston performances landed in the show's all-time top 20 paid attendance records, with the Go Tejano Day performance taking the number one spot with 74,147 in paid attendance.			
Minnesota State Fair St. Paul 2009 Dates: Aug. 27–Sept. 7 2010 Dates: Aug. 26–Sept. 6	2009 RANK : 3	2008 RANK : 3	PERCENTAGE CHANGE : +5.7%	YEAR-ROUND BUDGET : \$36 million
	2009 ATTENDANCE : 1,790,497		2009 PAID ATTENDANCE : 1,790,497	2008 ATTENDANCE : 1,693,533
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$11	
	COMMENTS : Best-attended Great Minnesota Get-Together in history, surpassing the previous record set in 2001 by 27,521 attendees. Weather was exceptional and the 2009 Grandstand Concert Series was the second best-attended series ever with 90,807 attendees throughout 11 shows.			
Los Angeles County Fair Pomona, Calif. 2009 Dates: Sept. 5–Oct. 4 2010 Dates: Sept. 4–Oct. 3	2009 RANK : 4	2008 RANK : 6	PERCENTAGE CHANGE : +5.3%	YEAR-ROUND BUDGET : \$30 million (fair)
	2009 ATTENDANCE : 1,372,383		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,303,655
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12-\$17	
	COMMENTS : The fair expanded its run one week. More than 30 promotions and discounts including a Season Pass for \$24.95—23 days of fair for just over \$1 a day. Additional promotions included College Thursdays, McDonald's Wednesdays, Ralphs Fun Packs, Ralphs Food Drive Fridays, Red Cross and USC blood drives, Dodger Day, \$5 after 5 p.m. More than 108,000 Southern California school children visited as part of FairKids Discovery Club Field Trips (an increase of more than 5,000 over 2008).			
Canadian National Exhibition (CNE) Toronto 2009 Dates: Aug. 21–Sept. 7 2010 Dates: Aug. 20–Sept. 6	2009 RANK : 5	2008 RANK : 5	PERCENTAGE CHANGE : +0.1%	YEAR-ROUND BUDGET : \$19 million
	2009 ATTENDANCE : 1,320,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,310,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15 (Canadian)	
	COMMENTS : Marquee Tourism Events Program (MTEP) helped boost attendance numbers slightly as they were able to bring new events and event enhancements. MTEP is a stimulus program established by the Canadian government to provide targeted, time-limited support to assist existing marquee tourism events to deliver world-class programs and experiences.			
San Antonio Stock Show & Rodeo 2009 Dates: Feb. 5–22 2010 Dates: Feb. 4–21	2009 RANK : 6	2008 RANK : 4	PERCENTAGE CHANGE : +1%	YEAR-ROUND BUDGET : \$25 million
	2009 ATTENDANCE : 1,313,785		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,300,514
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : For the second year in a row, the San Antonio Stock Show & Rodeo won the San Antonio American Marketing Association Marketing Excellence Award for outstanding achievement in the non-profit category. In 2009, the event's parent group committed \$8.1 million to education.			
San Diego County Fair Del Mar, Calif. 2009 Dates: June 12–July 5 2010 Dates: June 11–July 5	2009 RANK : 7	2008 RANK : 8	PERCENTAGE CHANGE : +3.1%	YEAR-ROUND BUDGET : \$56 million
	2009 ATTENDANCE : 1,274,442		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,235,698
	GATE REVENUE : \$6.5 million		ADULT ADMISSION PRICE : \$13	
	COMMENTS : Admission up \$1 from 2008. Discounts included the "Best Pass Ever" (22 Days for \$22), \$2 Tuesday, Taste of the Fair on Tuesdays (fairgoers could go to any food concessions and eat for \$2). Sold out shows included The Michael Jackson Tribute, American Idol stars Kelly Clarkson, David Cook, and David Archuleta, Melissa Etheridge and Smokey Robinson.			
Eastern States Exposition (The Big E) West Springfield, Mass. 2009 Dates: Sept. 18–Oct. 4 2010 Dates: Sept. 17–Oct. 3	2009 RANK : 8	2008 RANK : 12	PERCENTAGE CHANGE : +20%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 1,260,487		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,050,624
	GATE REVENUE : \$18 million		ADULT ADMISSION PRICE : \$15-\$12	
	COMMENTS : Promotions included \$5 after 5 p.m. Mon-Thurs. and Opening Day: "Be a Kid for a Day" (everyone pays the child's price of \$8). Record attendance despite two days of rain on weekends. Craze Burger (bacon cheeseburger served between two halves of a glazed donut) was a much talked about sensation and created international media buzz. Sugarland concert sold out.			
Calgary (Alberta) Stampede 2009 Dates: July 3–12 2010 Dates: July 9–18	2009 RANK : 9	2008 RANK : 7	PERCENTAGE CHANGE : -4.1%	YEAR-ROUND BUDGET : \$127 million
	2009 ATTENDANCE : 1,186,636		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,236,351
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12.25	
	COMMENTS : Volunteers passed out over 10,000 free cowboy hats along busy Stephen Avenue in Calgary to promote fair. Launched first year of community service program to encourage local businesses to decorate and dress in traditional western motif to help promote the fair.			
Western Washington Fair Puyallup 2009 Dates: Sept. 11–27 2010 Dates: Sept. 10–26	2009 RANK : 10	2008 RANK : 9	PERCENTAGE CHANGE : +1.6%	YEAR-ROUND BUDGET : \$22.5 million
	2009 ATTENDANCE : 1,183,035		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,163,969
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$11	
	COMMENTS : Admission price up \$1. This year marked the biggest opening Friday in history, totaling 86,332 guests. Themed "The BIG Fantastic," the fair featured the Al's Brain exhibit, with 10,000+ people submitting entries in hopes of meeting "Weird Al" Yankovic. Jason Aldean, James Taylor, and Heart all had sold-out concerts. Tempting new food options ranged from alligator tail to chocolate covered bacon.			
Orange County Fair Costa Mesa, Calif. 2009 Dates: July 10–Aug. 9 2010 Dates: July 16–Aug. 15	2009 RANK : 11	2008 RANK : 13	PERCENTAGE CHANGE : +0.9%	YEAR-ROUND BUDGET : \$30.4 million
	2009 ATTENDANCE : 1,072,018		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,062,673
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Extended the fair to 23 days. Offered new season pass (Super Pass), valid for 23 days of admission plus a variety of discounts and special access. Produced and introduced Al's Brain exhibit.			

SOURCE: Venues Today Research

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Iowa State Fair Des Moines 2009 Dates: Aug. 13-23 2010 Dates: Aug. 12-22	2009 RANK : 12	2008 RANK : 10	PERCENTAGE CHANGE : -10.3%	YEAR-ROUND BUDGET : \$16 million
	2009 ATTENDANCE : 1,006,501		2009 PAID ATTENDANCE : 817,270	2008 ATTENDANCE : 1,109,150
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10-\$7	
	COMMENTS : Due to the economic downturn, a few of the fair's corporate clients did not buy tickets (more than 20,000+) for their employees, most notably Wells Fargo. The Fair welcomed Belle City Amusements as its new midway operator.			
Oklahoma State Fair Oklahoma City 2009 Dates: Sept. 17-27 2010 Dates: Sept. 16-26	2009 RANK : 13	2008 RANK : 14	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 1,000,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,000,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Ten performances of Disney on Ice presents Worlds of Fantasy was very successful and brought in the highest gross ever in 16 years of Disney shows at the fair. Food and drink grossed \$5 million; parking, \$320,000; and Wade Shows, \$2.8 million.			
Indiana State Fair Indianapolis 2009 Dates: Aug. 7-23 2010 Dates: Aug. 6-22	2009 RANK : 14	2008 RANK : 20	PERCENTAGE CHANGE : +13%	YEAR-ROUND BUDGET : \$23 million
	2009 ATTENDANCE : 973,902		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 859,619
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Added five days to the fair this year. Daily average was down, but it was the largest crowd ever.			
New York State Fair Syracuse 2009 Dates: Aug. 27-Sept. 7 2010 Dates: Aug. 26-Sept. 6	2009 RANK : 15	2008 RANK : 15	PERCENTAGE CHANGE : +4.7%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 971,273		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 927,871
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Paid attendance hit its highest level in at least a quarter of a century.			
Arizona State Fair Phoenix 2009 Dates: Oct. 16-Nov. 8 2010 Dates: Oct. 15-Nov. 7	2009 RANK : 16	2008 RANK : 11	PERCENTAGE CHANGE : -12.8%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 961,436		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 1,095,426
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Unseasonably high temperatures as well as a couple of windy days negatively affected attendance. Fair organizers anticipated a drop and lowered admission this year and offered a record number of discounts.			
Southwestern Expo & Livestock Show , Fort Worth, Texas 2009 Dates: Jan. 16-Feb. 8 2010 Dates: Jan. 15-Feb. 7	2009 RANK : 17	2008 RANK : 18	PERCENTAGE CHANGE : +3%	YEAR-ROUND BUDGET : \$13 million
	2009 ATTENDANCE : 926,200		2009 PAID ATTENDANCE : 268,536	2008 ATTENDANCE : 899,200
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8-\$22	
	COMMENTS : Livestock show and rodeo featured over 22,000 head of livestock on exhibit during the 24-day show.			
North Carolina State Fair Raleigh 2009 Dates: Oct. 15-25 2010 Dates: Oct. 14-24	2009 RANK : 18	2008 RANK : 24	PERCENTAGE CHANGE : +14.8%	YEAR-ROUND BUDGET : \$15 million
	2009 ATTENDANCE : 877,939		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 765,067
	GATE REVENUE : \$3.2 million		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Organizers effectively used social media to promote the fair. Food Lion Hunger Relief Day drew a record crowd at 108,929 and a record 237,534 pounds of food were collected to be distributed to the 34-county area.			
Erie County Fair Hamburg, N.Y. 2009 Dates: Aug. 12-23 2010 Dates: Aug. 11-22	2009 RANK : 19	2008 RANK : 17	PERCENTAGE CHANGE : -3.5%	YEAR-ROUND BUDGET : \$8 million
	2009 ATTENDANCE : 876,420		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 908,241
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Admission up \$1. Exceptionally hot weather during last two days of fair attributed to decrease in attendance.			
Pacific National Exhibition Vancouver, B.C. 2009 Dates: Aug. 22-Sept. 7 2010 Dates: Aug. 21-Sept. 6	2009 RANK : 20	2008 RANK : 26	PERCENTAGE CHANGE : +13.5%	YEAR-ROUND BUDGET : \$44 million
	2009 ATTENDANCE : 855,137		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 753,298
	GATE REVENUE : \$25 million		ADULT ADMISSION PRICE : \$15 (Canadian)	
	COMMENTS : PNE will celebrate its 100th anniversary in 2010. The fair featured the strongest free-with-admission entertainment line up in its history, including Gipsy Kings, Chris Isaak and rock-legend Randy Bachman. In total, over \$6 million was spent on programming, including the Fair's nightly live cast, video wall, pyro-musical spectacular finale show, and KABOOM! which was a tribute to the PNE's 99 years at Hastings Park and a kick-off to the 100th anniversary celebration in 2010.			
Tulsa (Okla.) State Fair 2009 Dates: Oct. 1-11 2010 Dates: Sept. 30-Oct. 10	2009 RANK : 21	2008 RANK : 16	PERCENTAGE CHANGE : -8.7%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 835,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 915,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8 weekdays, \$10 weekends	
	COMMENTS : Inclement weather 8 out of 11 days affected numbers.			
Wisconsin State Fair West Allis 2009 Dates: Aug. 6-16 2010 Dates: Aug. 5-15	2009 RANK : 22	2008 RANK : 19	PERCENTAGE CHANGE : -4.4%	FAIR-TIME BUDGET : \$12.6 million
	2009 ATTENDANCE : 833,285		2009 PAID ATTENDANCE : 627,395	2008 ATTENDANCE : 872,458
	GATE REVENUE : \$4.1 million		ADULT ADMISSION PRICE : \$9	
	COMMENTS : Rained first Friday, Saturday and Sunday with severe weather on Sunday. Ticket revenue includes all revenue from ticket programs (advance & gate).			
Ohio State Fair Columbus 2009 Dates: July 29-Aug. 9 2010 Dates: July 28-Aug. 8	2009 RANK : 23	2008 RANK : 22	PERCENTAGE CHANGE : +2%	YEAR-ROUND BUDGET : \$13 million
	2009 ATTENDANCE : 826,037		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 809,321
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Highest attendance in five years. Anticipating that the fair could benefit from the recession, fair marketing was geared toward families who wanted an inexpensive vacation.			
Illinois State Fair Springfield 2009 Dates: Aug. 14-23 2010 Dates: Aug. 13-22	2009 RANK : 24	2008 RANK : 21	PERCENTAGE CHANGE : -10.1%	YEAR-ROUND BUDGET : \$12.1 million
	2009 ATTENDANCE : 729,794		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 812,052
	GATE REVENUE : \$787,846		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Admission up \$2.			

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Edmonton's Capital EX Edmonton, Alberta 2009 Dates: July 17-26 2010 Dates: July 23-Aug. 1	2009 RANK : 25	2008 RANK : 27	PERCENTAGE CHANGE : -3.4%	YEAR-ROUND BUDGET : \$22 million
	2009 ATTENDANCE : 717,966		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 743,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 (Canadian)	
	COMMENTS : New programs included Cirque Shanghai Bai Xi, Wild World of Lions, and the FlowRider Mobile Surf Party. In its fourth year, Sip! – the wine and food experience – achieved record numbers with more than 20,893 people sampling culinary delights.			
Evergreen State Fair Monroe, Wash. 2009 Dates: Aug. 27-Sept. 7 2010 Dates: Aug. 26-Sept. 6	2009 RANK : 26	2008 RANK : 25	PERCENTAGE CHANGE : -6.2%	YEAR-ROUND BUDGET : \$6.4 million
	2009 ATTENDANCE : 714,756		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 761,867
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Admission up \$1. Switched from four-day rodeo program to three days, which was well received but may have also affected attendance numbers. Introduced some new foods, including the Krispy Kreme chicken sandwich and chocolate-dipped bacon.			
California State Fair Sacramento 2009 Dates: Aug. 21-Sept. 7 2010 Dates: July 14-Aug. 1	2009 RANK : 27	2008 RANK : 23	PERCENTAGE CHANGE : -15%	YEAR-ROUND BUDGET : \$30 million
	2009 ATTENDANCE : 676,000		2009 PAID ATTENDANCE : 461,477	2008 ATTENDANCE : 795,624
	GATE REVENUE : \$4.3 million		ADULT ADMISSION PRICE : \$12	
	COMMENTS : State employee furloughs and the earlier back-to-school schedule had the most significant impact on attendance. For that reason, 2010 fair will be moved to July. Butler Amusements provided the midway, replacing Ray Cammack Shows.			
National Western Stock Show Denver 2009 Dates: Jan. 10-25 2010 Dates: Jan. 9-24	2009 RANK : 28	2008 RANK : 28	PERCENTAGE CHANGE : -4.5%	YEAR-ROUND BUDGET : \$15 million
	2009 ATTENDANCE : 643,100		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 673,449
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 weekends, \$7 weekdays	
	COMMENTS : This marks the 12th consecutive year the National Western has reported attendance of more than 600,000 spectators, making the Stock Show Denver's largest convention annually.			
Kentucky State Fair Louisville 2009 Dates: Aug. 20-30 2010 Dates: Aug. 19-29	2009 RANK : 29	2008 RANK : 33	PERCENTAGE CHANGE : +6%	YEAR-ROUND BUDGET : \$9.7 million
	2009 ATTENDANCE : 621,795		2009 PAID ATTENDANCE : 621,795	2008 ATTENDANCE : 586,106
	GATE REVENUE : \$2.6 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Ran wristband promotion with nearby Six Flags Theme Park, priced \$24 all day during weekdays for rides at both.			
New Mexico State Fair Albuquerque 2009 Dates: Sept. 11-27 2010 Dates: Sept. 10-26	2009 RANK : 30	2008 RANK : 30	PERCENTAGE CHANGE : +1.4%	YEAR-ROUND BUDGET : \$15 million
	2009 ATTENDANCE : 611,231		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 602,504
	GATE REVENUE : \$5.1 million		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Three days of inclement weather during the fair's 17-day run adversely affected attendance by an estimated 70,000-90,000.			
Great Allentown (Pa.) Fair 2009 Dates: Sept. 1-7 2010 Dates: Aug. 31-Sept. 6	2009 RANK : 31	2008 RANK : 34	PERCENTAGE CHANGE : +1%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 576,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 570,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$6	
	COMMENTS : Despite the recession, 7,000 more people attended grandstand shows than in 2008. Comedian Jeff Dunham sold out his first show (10,500 tickets) and nearly sold out the second (8,500 tickets). Offered \$15 all-day ride pass.			
Miami-Dade County Fair & Exposition Miami 2009 Dates: March 26-April 12 2010 Dates: March 25-April 11	2009 RANK : 32	2008 RANK : 31	PERCENTAGE CHANGE : -7.7%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 560,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 600,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$9	
	COMMENTS : Attendance decrease attributed to recession.			
York (Pa.) Fair 2009 Dates: Sept. 11-20 2010 Dates: Sept. 10-19	2009 RANK : 33	2008 RANK : 37	PERCENTAGE CHANGE : +10%	YEAR-ROUND BUDGET : \$6.5 million
	2009 ATTENDANCE : 559,965		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 508,887
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$6	
	COMMENTS : Offered a lot of promotions and ride discount programs to help maintain attendance in slow economy.			
Florida Strawberry Festival & Fair Plant City 2009 Dates: Feb. 26-March 8 2010 Dates: March 4-14	2009 RANK : 34	2008 RANK : 35	PERCENTAGE CHANGE : +1.3%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 557,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 550,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Visitors were invited to witness the first ever Strawberry Wedding on Feb. 28. March 4 was a special Military Day (presented by Winn Dixie) during which active, reserve and retired military were admitted free all day.			
South Florida Fair West Palm Beach 2009 Dates: Jan. 16-Feb. 1 2010 Dates: Jan. 15-31	2009 RANK : 35	2008 RANK : 32	PERCENTAGE CHANGE : -11.6%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 534,864		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 598,281
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15-\$10	
	COMMENTS : Cold weather negatively affected attendance, but the fair generated significant new gate and ride records. Saturday, Jan. 24, produced a record for daily ride revenue. Sunday, Jan. 25, set individual day records for both admission and ride revenues.			
Big Fresno (Calif.) Fair 2009 Dates: Oct. 7-18 2010 Dates: Oct. 6-17	2009 RANK : 36	2008 RANK : 36	PERCENTAGE CHANGE : +2.7%	YEAR-ROUND BUDGET : \$12.6 million
	2009 ATTENDANCE : 514,030		2009 PAID ATTENDANCE : 271,601	2008 ATTENDANCE : 500,590
	GATE REVENUE : \$1.4 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Featured more discounts than in previous years, including a coupon with Budweiser distributor offering 50% off the gate with purchase of a 12-pack or larger. Promotions included \$2 Tuesday and \$3 Wednesday.			
Wilson County Fair Lebanon, Tenn. 2009 Dates: Aug. 21-29 2010 Dates: Aug. 13-21	2009 RANK : 37	2008 RANK : None	PERCENTAGE CHANGE : +8.4%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 505,434		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 466,119
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Economy also played a role in many local and regional visitors attending an event close to home.			

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Colorado State Fair Pueblo 2009 Dates: Aug. 28–Sept. 7 2010 Dates: Aug. 27–Sept. 6	2009 RANK : 38	2008 RANK : 39	PERCENTAGE CHANGE : +2%	YEAR-ROUND BUDGET : \$7.5 million
	2009 ATTENDANCE : 496,651		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 486,659
	GATE REVENUE : \$1 million		ADULT ADMISSION PRICE : \$8 weekends, \$5 weekdays	
	COMMENTS : Colorado's Touchstone Energy Cooperatives Junior Livestock Sale at the Colorado State Fair totalled \$350,500 for Colorado's 4-H and FFA youth. Profits went from \$474,000 in 2008 to \$816,000 in 2009 due to a \$540,000 reduction in expenses for a shortened fair.			
Mississippi State Fair Jackson 2009 Dates: Oct. 7–19 2010 Dates: Oct. 6–17	2009 RANK : 39	2008 RANK : 29	PERCENTAGE CHANGE : -18.5%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 496,000		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 608,610
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Fair extended one day longer due to heavy rains throughout fair's run. Extended day was \$2 Monday, offering fairgoers discounted prices. Attendance drop was mainly attributed to very poor weather and excessive rain.			
Florida State Fair Tampa 2009 Dates: Feb. 5–16 2010 Dates: Feb. 4–15	2009 RANK : 40	2008 RANK : 38	PERCENTAGE CHANGE : -4.9%	YEAR-ROUND BUDGET : \$17 million
	2009 ATTENDANCE : 466,733		2009 PAID ATTENDANCE : 320,208	2008 ATTENDANCE : 490,513
	GATE REVENUE : \$3.1 million		ADULT ADMISSION PRICE : \$10 weekdays, \$12 weekends	
	COMMENTS : Honored veterans with a special night of entertainment and free admission after 4 p.m. Gate revenue remained strong due to a small price increase. Adding a coupon value book, Fair Squares (special Florida State Fair treat) and helicopter ride to the 2010 Fair.			
SuperEX Ottawa, Ont. 2009 Dates: Aug. 20–30 2010 Dates: Aug. 19–29	2009 RANK : 41	2008 RANK : 44	PERCENTAGE CHANGE : +3%	YEAR-ROUND BUDGET : \$1.7 million
	2009 ATTENDANCE : 422,095		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 409,823
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 (Canadian)	
	COMMENTS : SuperEX lowered its prices and had five days of free or discounted admission. Gate general admission was lowered \$2.			
Georgia National Fair Perry 2009 Dates: Oct. 2–12 2010 Dates: Oct. 7–17	2009 RANK : 42	2008 RANK : 45	PERCENTAGE CHANGE : +2.4%	YEAR-ROUND BUDGET : \$8.6 million
	2009 ATTENDANCE : 416,709		2009 PAID ATTENDANCE : 227,563	2008 ATTENDANCE : 407,136
	GATE REVENUE : \$1.7 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Fair partnered with an Atlanta radio station for a David Cook Idol video contest and also partnered with Cox Media (middle Georgia) for a mobile text campaign.			
Topsfield (Mass.) Fair 2009 Dates: Oct. 3–13 2010 Dates: Oct. 1–11	2009 RANK : 43	2008 RANK : None	PERCENTAGE CHANGE : -14.3%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 415,865		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 485,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12-\$10	
	COMMENTS : Five days of rain caused numbers to go down. LeAnn Rimes and Jeff Corwin shows drew large crowds.			
State Fair of Louisiana Shreveport 2009 Dates: Oct. 22–Nov. 8 2010 Dates: Oct. 21–Nov. 7	2009 RANK : 44	2008 RANK : 41	PERCENTAGE CHANGE : -4.7%	YEAR-ROUND BUDGET : \$3 million
	2009 ATTENDANCE : 409,664		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 430,093
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Heavily promoted free attractions including Circus Hollywood, Extreme Freestyle Motorcycle Show, The Ultimate Safari (zoo), Hollywood Racing Pigs, The African Acrobats, The Elephant Encounter Show, The Tiger Encounter Show and more.			
South Carolina State Fair Columbia 2009 Dates: Oct. 14–25 2010 Dates: Oct. 13–24	2009 RANK : 45	2008 RANK : 40	PERCENTAGE CHANGE : -3.8%	YEAR-ROUND BUDGET : \$6 million
	2009 ATTENDANCE : 409,541		2009 PAID ATTENDANCE : 302,623	2008 ATTENDANCE : 425,854
	GATE REVENUE : \$1.9 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Five days of rain (including both Saturdays) affected attendance numbers.			
Bloomsburg (Pa.) Fair 2009 Dates: Sept. 26–Oct. 3 2010 Dates: Sept. 25–Oct. 2	2009 RANK : 46	2008 RANK : 43	PERCENTAGE CHANGE : -2.8%	YEAR-ROUND BUDGET : N/A
	2009 ATTENDANCE : 401,290		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 412,839
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Admission up \$1.			
Pennsylvania Farm Show Harrisburg 2009 Dates: Jan. 10–17 2010 Dates: Jan. 9–16	2009 RANK : 47	2008 RANK : 46	PERCENTAGE CHANGE : -2.9%	YEAR-ROUND BUDGET : \$9.5 million
	2009 ATTENDANCE : 401,000		2009 PAID ATTENDANCE : Free gate	2008 ATTENDANCE : 412,839
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : Free	
	COMMENTS : Favorite events included a variety of celebrity contests where local celebrities competed against one another in activities such as cow milking, team cattle penning and cook-offs. Despite inclement weather forecasts for the first two days, attendance did not decrease much from 2008.			
Maryland State Fair Timonium 2009 Dates: Aug. 28–Sept. 7 2010: Aug. 27–Sept. 6	2009 RANK : 48	2008 RANK : 42	PERCENTAGE CHANGE : +1.3%	YEAR-ROUND BUDGET : \$7.75 million
	2009 ATTENDANCE : 392,958		2009 PAID ATTENDANCE : 319,913	2008 ATTENDANCE : 388,090
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Created Ridemania promotion on Aug. 27, with ride-all-night wristband for \$15.			
Arkansas State Fair Little Rock 2009 Dates: Oct. 9–18 2010 Dates: Oct. 8–17	2009 RANK : 49	2008 RANK : 40	PERCENTAGE CHANGE : -17.6%	YEAR-ROUND BUDGET : \$5 million
	2009 ATTENDANCE : 384,621		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 467,007
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Poor weather greatly impacted attendance numbers—only four days of sunshine throughout entire run. Managed to set an all-time single-day attendance record on the second Saturday, with nearly 84,000 in attendance. Offered free parking and gate from 11 a.m. to 1 p.m. during weekdays to encourage people to come and have lunch at the fair.			
Ionia (Mich.) Free Fair 2009 Dates: July 16–25 2010 Dates: July 22–31	2009 RANK : 50	2008 RANK : 50	PERCENTAGE CHANGE : +0.1%	YEAR-ROUND BUDGET : \$1 million
	2009 ATTENDANCE : 383,430		2009 PAID ATTENDANCE : Free gate	2008 ATTENDANCE : 382,452
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : Free	
	COMMENTS : Great weather 8 out of 10 days. Super Fun pass (all day ride passes) sales were way up from previous years.			

SOURCE: Venues Today Research