

2010 YEAR-END REPORT

>> TOP 50 FAIRS IN NORTH AMERICA IN 2010 <<

State Fair of Texas Dallas 2010 Dates: Sept. 24-Oct. 17 2011 Dates: Sept. 30-Oct. 23	2010 RANK : 1	2009 RANK : 1	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 3,000,000 (estimate)		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 3,000,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15	
	COMMENTS : Record year in food and ride sales at \$37 million. The previous record was \$29 million. Last year's episodes of the Oprah Winfrey show taped at the 2009 State Fair of Texas re-aired right before this year's event, which helped boost attendance numbers. Great weather, stellar entertainment, and amazing food also attributed to record-setting year.			
Houston Livestock Show & Rodeo 2010 Dates: March 2-21 2011 Dates: March 1-20	2010 RANK : 2	2009 RANK : 2	PERCENTAGE CHANGE : +13.4%	YEAR-ROUND BUDGET : \$83 million
	2010 ATTENDANCE : 2,144,077		2010 PAID ATTENDANCE : 1,264,074	2009 ATTENDANCE : 1,890,332
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : The 2010 Houston Livestock Show & Rodeo entertained a record 2,144,077 visitors for general attendance (for all activities on the grounds). The previous general attendance record was set in 2009 with a total of 1,890,332 visitors. This is the first time the show has reached the 2 million mark for general attendance.			
Minnesota State Fair St. Paul 2010 Dates: Aug. 26-Sept. 6 2011 Dates: Aug. 25-Sept. 5	2010 RANK : 3	2009 RANK : 3	PERCENTAGE CHANGE : -0.7%	YEAR-ROUND BUDGET : \$36 million
	2010 ATTENDANCE : 1,776,211		2010 PAID ATTENDANCE : 1,776,211	2009 ATTENDANCE : 1,790,497
	GATE REVENUE : \$16 million		ADULT ADMISSION PRICE : \$11	
	COMMENTS : The 2010 Minnesota State Fair featured dozens of new exhibits, rides and food items. Foods on a stick were popular and several new additions included: deep-fried bacon cheddar mashed potatoes on-a-stick; deep-fried bologna on-a-stick; rainbow trout on-a-stick; and chicken chipotle pizza on-a-stick.			
Los Angeles County Fair Pomona, Calif. 2010 Dates: Sept. 4-Oct. 3 2011 Dates: Sept. 3-Oct. 2	2010 RANK : 4	2009 RANK : 4	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : \$30 million
	2010 ATTENDANCE : 1,374,673		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,372,383
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12-\$17	
	COMMENTS : More than 30 promotions for guests and season passes for 23 days were just \$24.95. The 2010 concert series was the strongest ever in the End of Summer Concert series history, with acts like Selena Gomez and Bad Company selling out.			
San Antonio Stock Show & Rodeo 2010 Dates: Feb. 4-21 2011 Dates: Feb. 3-20	2010 RANK : 5	2009 RANK : 6	PERCENTAGE CHANGE : +3%	YEAR-ROUND BUDGET : \$25 million
	2010 ATTENDANCE : 1,354,186		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,313,785
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7 (grounds) \$10-\$25 (rodeo)	
	COMMENTS : The slow economy has kept people closer to home and event managers think this helped boost numbers.			
San Diego County Fair Del Mar, Calif. 2010 Dates: June 11-July 5 2011 Dates: June 10-July 4	2010 RANK : 6	2009 RANK : 7	PERCENTAGE CHANGE : +5%	YEAR-ROUND BUDGET : \$56 million
	2010 ATTENDANCE : 1,338,500		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,274,442
	GATE REVENUE : \$6.5 million		ADULT ADMISSION PRICE : \$13	
	COMMENTS : The San Diego County Fair wrapped up the 22-day event with an all-time attendance record. The "Taste the Fun" theme focused on food concessions and included special discounts to move product. The previous attendance record was 1,274,442, set in 2009. The fair also set a record for highest average daily attendance at 60,841.			
Canadian National Exhibition (CNE) Toronto 2010 Dates: Aug. 20-Sept. 6 2011 Dates: Aug. 19-Sept. 5	2010 RANK : 7	2009 RANK : 5	PERCENTAGE CHANGE : -1.5%	YEAR-ROUND BUDGET : \$19 million
	2010 ATTENDANCE : 1,300,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,320,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15 (Canadian)	
	COMMENTS : Last five days were rainy, which negatively affected numbers.			
Eastern States Exposition (The Big E) West Springfield, Mass. 2010 Dates: Sept. 17-Oct. 3 2011 Dates: Sept. 16-Oct. 2	2010 RANK : 8	2009 RANK : 8	PERCENTAGE CHANGE : -2.5%	YEAR-ROUND BUDGET : \$15.9 million
	2010 ATTENDANCE : 1,228,418		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,260,487
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15 (weekends)	
	COMMENTS : The Big E experienced four days of rain on weekdays, but the weekday evening business remained strong with the \$6 after 5 p.m. promotion. Entertainment highlights included concerts by Miranda Lambert, Owl City, Boys Like Girls, and ventriloquist Terry Fator. New foods included Fried Jelly Beans, Fried Butter, and Deep Fried Peanut Butter and Banana sandwiches.			
Orange County Fair Costa Mesa, Calif. 2010 Dates: July 16-Aug. 15 2011 Dates: July 15-Aug. 14	2010 RANK : 9	2009 RANK : 11	PERCENTAGE CHANGE : +7.7%	YEAR-ROUND BUDGET : \$30.4 million
	2010 ATTENDANCE : 1,154,969		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,072,018
	GATE REVENUE : \$7.8 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : The OC Fair celebrated its 120th anniversary in 2010 and boasted record-breaking attendance with more than one million visitors for the fifth time in the past six years. Sale of the fairgrounds to Facilities Management West for \$100 million was still a possibility, with appeals to be filed Jan. 10, 2011.			
Calgary (Alberta) Stampede 2010 Dates: July 9-18 2011 Dates: July 8-17	2010 RANK : 10	2009 RANK : 9	PERCENTAGE CHANGE : -3.5%	YEAR-ROUND BUDGET : \$127 million
	2010 ATTENDANCE : 1,145,394		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,186,636
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$14	
	COMMENTS : Some events were cancelled due to heavy wind and rains, which negatively impacted attendance numbers.			
Oklahoma State Fair Oklahoma City 2010 Dates: Sept. 16-26 2011 Dates: Sept. 15-25	2010 RANK : 11	2009 RANK : 13	PERCENTAGE CHANGE : +10%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 1,100,000 (estimate)		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,000,000 (estimate)
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8 gate, \$7 advance	
	COMMENTS : This year's fair did \$5 million in concessions sales and \$2.8 million in ride revenue. Weather was nice throughout the run with the exception of the second Thursday evening when it drizzled between 6 and 10 p.m.			
Tulsa (Okla.) State Fair 2010 Dates: Sept. 30-Oct. 10 2011 Dates: Sept. 29-Oct. 9	2010 RANK : 12	2009 RANK : 21	PERCENTAGE CHANGE : +31.4%	YEAR-ROUND BUDGET : \$22 million
	2010 ATTENDANCE : 1,097,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 835,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8 weekdays, \$10 weekends	
	COMMENTS : Record-setting attendance. Perfect weather, strong entertainment, and several promotions all contributed to increase.			

SOURCE: Venues Today Research

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North Carolina State Fair Raleigh 2010 Dates: Oct. 14-24 2011 Dates: Oct. 13-23	2010 RANK : 13	2009 RANK : 18	PERCENTAGE CHANGE : +24.4%	YEAR-ROUND BUDGET : \$16 million
	2010 ATTENDANCE : 1,091,887		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 877,939
	GATE REVENUE : \$4.7 million		ADULT ADMISSION PRICE : \$7	
	COMMENTS : New iPhone and Android applications were heavily promoted during the fair. The number of Facebook fans has increased from around 2,000 in July to more than 30,000 since the fair ended.			
Western Washington Fair Puyallup 2010 Dates: Sept. 10-26 2011 Dates: Sept. 9-25	2010 RANK : 14	2009 RANK : 10	PERCENTAGE CHANGE : -10%	YEAR-ROUND BUDGET : \$22.5 million
	2010 ATTENDANCE : 1,065,208		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,183,035
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$11	
	COMMENTS : Unprecedented rain caused a decrease in attendance. Sold-out concerts included Willie Nelson and Heart, and closing night Kid Rock show was close to selling out. The fair partnered with KOMO TV and radio for an opening day food drive, which collected more than 90,000 pounds of food.			
Arizona State Fair Phoenix 2010 Dates: Oct. 15-Nov. 7 2011 Dates: Oct. 14-Nov. 6	2010 RANK : 15	2009 RANK : 16	PERCENTAGE CHANGE : +8.3%	YEAR-ROUND BUDGET : \$12 million
	2010 ATTENDANCE : 1,041,329		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 961,436
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Beautiful weather, more promotions, and higher quality entertainment attributed to an increase in attendance over 2009. Concert series included Selena Gomez, Godsmack with Five Finger Death Punch, and Snoop Dogg. New food items included donut hamburgers, deep fried butter, candy apple bacon, Rocky Mountain oysters, frog legs, and larvae.			
Erie County Fair Hamburg, N.Y. 2010 Dates: Aug. 11-22 2011 Dates: Aug. 10-21	2009 RANK : 16	2008 RANK : 19	PERCENTAGE CHANGE : +16.6%	YEAR-ROUND BUDGET : \$8 million
	2009 ATTENDANCE : 1,022,164		2009 PAID ATTENDANCE : N/A	2008 ATTENDANCE : 876,420
	GATE REVENUE : \$1.5 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Perfect fair weather. Promotions like pulled pork sandwich eating contest and appearance by NASCAR Driver Mike Wallace boosted overall attendance.			
New York State Fair Syracuse 2010 Dates: Aug. 26-Sept. 6 2011 Dates: Aug. 25-Sept. 5	2010 RANK : 17	2009 RANK : 15	PERCENTAGE CHANGE : +3%	YEAR-ROUND BUDGET : \$22.6 million
	2010 ATTENDANCE : 999,845		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 971,273
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Third highest attendance in fair's 164-year history. Promotions included midway wristbands where attendees could ride-all-day for \$25 on six of Fair's 12 days. Grandstand concert attendance was 76,508 and featured top-notch artists Aerosmith, Rihanna, Justin Bieber, Jeff Dunham, Tim McGraw, and Rascal Flatts.			
Iowa State Fair Des Moines 2009 Dates: Aug. 13-23 2010 Dates: Aug. 12-22	2010 RANK : 18	2009 RANK : 12	PERCENTAGE CHANGE : -3.9%	YEAR-ROUND BUDGET : \$16 million
	2010 ATTENDANCE : 967,381		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 1,006,501
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 at gate; \$7 advance	
	COMMENTS : The fair was challenged with statewide flooding just days prior to opening day, as well as high temperatures, high humidity and three days of rain.			
Indiana State Fair Indianapolis 2010 Dates: Aug. 6-22 2011 Dates: Aug. 5-21	2010 RANK : 19	2009 RANK : 14	PERCENTAGE CHANGE : -2.2%	YEAR-ROUND BUDGET : \$21 million
	2010 ATTENDANCE : 952,020		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 973,902
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Second year of 17-day fair (was 12 days until five days were added in 2009). Extreme heat — 10 days of 95-degree plus temperatures — hurt attendance. Sold-out Selena Gomez and KISS concerts helped overall numbers.			
Pacific National Exhibition Vancouver, B.C. 2010 Dates: Aug. 21-Sept. 6 2011 Dates: Aug. 20-Sept. 5	2010 RANK : 20	2009 RANK : 20	PERCENTAGE CHANGE : +9.6%	YEAR-ROUND BUDGET : \$44 million
	2010 ATTENDANCE : 937,485		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 855,137
	GATE REVENUE : \$25 million		ADULT ADMISSION PRICE : \$20 (Canadian)	
	COMMENTS : Celebrating its 100th anniversary in 2010, the PNE offered \$6 million dollars in entertainment programming including the one-time return of the downtown parade and Summer Night Concerts with Cyndi Lauper, Joan Jett, Kevin Costner & Modern West, Loverboy and Huey Lewis and the News. The fair received \$2.9 million in federal funding from MTEP.			
Southwestern Expo & Livestock Show , Fort Worth, Texas 2010 Dates: Jan. 15-Feb. 7 2011 Dates: Jan. 14-Feb. 5	2010 RANK : 21	2009 RANK : 17	PERCENTAGE CHANGE : -2.5%	YEAR-ROUND BUDGET : \$17 million
	2010 ATTENDANCE : 926,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 950,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 general admission; \$22 rodeo	
	COMMENTS : Number of parking spaces will increase 30% for 2011.			
Wisconsin State Fair West Allis 2010 Dates: Aug. 5-15 2011 Dates: Aug. 4-15	2010 RANK : 22	2009 RANK : 22	PERCENTAGE CHANGE : +5.1%	FAIR-TIME BUDGET : \$12.6 million
	2010 ATTENDANCE : 833,285		2010 PAID ATTENDANCE : 627,395	2009 ATTENDANCE : 872,458
	GATE REVENUE : \$4.1 million		ADULT ADMISSION PRICE : \$9	
	COMMENTS : New attractions included Days of the Dinosaurs, two new equestrian champions challenges, a grand champion floral challenge, Rockin' Remodel with a \$20,000 custom remodel winner, dog grooming and dog diving contests. Great weather for most of the fair's run.			
Ohio State Fair Columbus 2010 Dates: July 28-Aug. 8 2011 Dates: July 25-Aug. 5	2010 RANK : 23	2009 RANK : 23	PERCENTAGE CHANGE : -1.7%	YEAR-ROUND BUDGET : \$13 million
	2010 ATTENDANCE : 812,237		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 826,037
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Numbers were slightly down. The Selena Gomez concert was cancelled, which may have affected numbers by 10,000 or more. Both Rascal Flatts and Jeff Dunham were nearly sold out.			
Illinois State Fair Springfield 2010 Dates: Aug. 13-22 2011 Dates: Aug. 12-21	2010 RANK : 24	2009 RANK : 24	PERCENTAGE CHANGE : +4.5%	YEAR-ROUND BUDGET : \$12.1 million
	2010 ATTENDANCE : 763,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 729,794
	GATE REVENUE : \$787,846		ADULT ADMISSION PRICE : \$5	
	COMMENTS : The fair returned to 10 full nights of grandstand entertainment.			

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Evergreen State Fair Monroe, Wash. 2010 Dates: Aug. 26–Sept. 6 2011 Dates: Aug. 25–Sept. 5	2010 RANK : 25	2009 RANK : 26	PERCENTAGE CHANGE : +5.5%	YEAR-ROUND BUDGET : \$6.4 million
	2010 ATTENDANCE : 754,805		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 714,756
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Attendance slightly up from last year. This year saw three days of rain during the fair, in comparison to last year's six days of rain. This year's promotion worked well: free gate admission for everyone until 1 p.m. opening day.			
Edmonton's Capital EX Edmonton, Alberta 2010 Dates: July 23–Aug. 1 2011 Dates: July 22–31	2010 RANK : 26	2009 RANK : 25	PERCENTAGE CHANGE : +4.1%	YEAR-ROUND BUDGET : \$22 million
	2010 ATTENDANCE : 747,660		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 717,966
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12 (Canadian)	
	COMMENTS : Admission up \$2 from 2009. Ten days of favorable weather contributed to increase in attendance. With the construction of the Edmonton Expo Centre complete, guests enjoyed a more permanent layout and increased parking.			
California State Fair Sacramento 2010 Dates: July 14–Aug. 1 2011 Dates: July 14–31	2010 RANK : 27	2009 RANK : 27	PERCENTAGE CHANGE : +9.8%	YEAR-ROUND BUDGET : \$29 million
	2010 ATTENDANCE : 742,352		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 676,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12	
	COMMENTS : Change in fair dates (one month earlier); outstanding featured attractions; 25 percent food discount; successful promotions; unseasonably cool weather; teen texting campaign; Brewfest; Sacramento Kings Dance Team Auditions; Demo Derby and Tractor Pull; and California Karaoke Competition all contributed to a 10 percent increase in attendance.			
Mississippi State Fair Jackson 2010 Dates: Oct. 6–17 2011 Dates: Oct. 5–16	2010 RANK : 28	2009 RANK : 39	PERCENTAGE CHANGE : +35.7%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 673,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 496,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Record year. \$5 parking and \$5 admission, free circus and other free entertainment, and perfect weather all helped in record-setting year. Attendance spiked 35.7% after last year's fair suffered from extreme rains.			
National Western Stock Show Denver 2010 Dates: Jan. 9–24 2011 Dates: Jan. 8–23	2010 RANK : 29	2009 RANK : 28	PERCENTAGE CHANGE : -1.6%	YEAR-ROUND BUDGET : \$15 million
	2010 ATTENDANCE : 633,033		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 643,100
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8–\$12	
	COMMENTS : NWSS will be celebrating its 105th year in 2011. The show features livestock and horse shows and sales, 43 performances and the region's largest trade show.			
York (Pa.) Fair 2010 Dates: Sept. 10–19 2011 Dates: Sept. 9–18	2010 RANK : 30	2009 RANK : 33	PERCENTAGE CHANGE : +8.8%	YEAR-ROUND BUDGET : \$6.5 million
	2010 ATTENDANCE : 609,319		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 559,965
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$6	
	COMMENTS : Near perfect weather (rain first Sunday morning and Thursday afternoon showers). Numerous gate promotions.			
Kentucky State Fair Louisville 2010 Dates: Aug. 19–29 2011 Dates: Aug. 18–28	2010 RANK : 31	2009 RANK : 29	PERCENTAGE CHANGE : -3%	YEAR-ROUND BUDGET : \$9.7 million
	2010 ATTENDANCE : 602,897		2010 PAID ATTENDANCE : 602,897	2009 ATTENDANCE : 621,795
	GATE REVENUE : \$9 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : None of the Main Stage Concert Series shows in Freedom Hall sold out.			
Great Allentown (Pa.) Fair 2010 Dates: Aug. 31–Sept. 6 2011 Dates: Aug. 30–Sept. 5	2010 RANK : 32	2009 RANK : 31	PERCENTAGE CHANGE : -3.5%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 556,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 576,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$6	
	COMMENTS : 2010 was a great run with superlative Grandstand Shows and a record number of exhibit entries. The carnival company, Powers Great American Midways, wowed fairgoers with its refitted Gondola Wheel light show of 40,000 LED luminaries.			
South Florida Fair West Palm Beach 2010 Dates: Jan. 15–31 2011 Dates: Jan. 14–30	2010 RANK : 33	2009 RANK : 35	PERCENTAGE CHANGE : +5.5%	YEAR-ROUND BUDGET : \$10 million
	2010 ATTENDANCE : 545,561		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 534,864
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15	
	COMMENTS : The new party pavilion was successful in boosting corporate and group sales and will return in 2011.			
Big Fresno (Calif.) Fair 2010 Dates: Oct. 6–17 2011 Dates: Oct. 5–16	2010 RANK : 34	2009 RANK : 36	PERCENTAGE CHANGE : +2.7%	YEAR-ROUND BUDGET : \$9.9 million
	2010 ATTENDANCE : 542,537		2010 PAID ATTENDANCE : 271,601	2009 ATTENDANCE : 514,031
	GATE REVENUE : \$1.4 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Second annual Feed the Need food drive raised 51.7 tons of food, up from 28 tons in 2009.			
New Mexico State Fair Albuquerque 2010 Dates: Sept. 10–26 2011 Dates: Jan. 9–25	2010 RANK : 35	2009 RANK : 30	PERCENTAGE CHANGE : -12.4%	YEAR-ROUND BUDGET : \$14 million
	2010 ATTENDANCE : 535,567		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 611,231
	GATE REVENUE : \$6.1 million		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Changed from 17-day fair to 14 days to soften the impact of budget cuts, which led to a 14% revenue increase.			
Florida Strawberry Festival & Fair Plant City 2010 Dates: March 4–14 2011 Dates: March 3–13	2010 RANK : 36	2009 RANK : 34	PERCENTAGE CHANGE : -6.6%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 520,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 557,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : The 2011 Theme will be "Taste the Flavor of Fun."			
Colorado State Fair Pueblo 2010 Dates: Aug. 27–Sept. 6 2011 Dates: Aug. 26–Sept. 5	2010 RANK : 37	2009 RANK : 38	PERCENTAGE CHANGE : +4.1%	YEAR-ROUND BUDGET : \$7.5 million
	2010 ATTENDANCE : 517,140		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 496,651
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8 weekends, \$5 weekdays	
	COMMENTS : Excellent weather, free on-grounds entertainment contributed to strong numbers this year.			

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Miami-Dade County Fair & Exposition Miami 2010 Dates: March 25–April 11 2011 Dates: March 17–April 3	2010 RANK : 38	2009 RANK : 32	PERCENTAGE CHANGE : -2.8%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 504,600		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 519,089
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$9	
	COMMENTS : Krispy Kreme burger won award for best new food and best new ride was the G-Force. "5-before-5" promotion was popular, lowering admission price to \$5 on weekdays before 5 p.m.			
South Carolina State Fair Columbia 2010 Dates: Oct. 13–24 2011 Dates: Oct. 12–23	2010 RANK : 39	2009 RANK : 45	PERCENTAGE CHANGE : +20.2%	YEAR-ROUND BUDGET : \$7 million
	2010 ATTENDANCE : 492,395		2010 PAID ATTENDANCE : 302,623	2009 ATTENDANCE : 409,541
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : 12 beautiful days of "fair perfect weather," along with a good grandstand lineup, including two sold out acts.			
Arkansas State Fair Little Rock 2010 Dates: Oct. 8–17 2011 Dates: Oct. 14–23	2010 RANK : 40	2009 RANK : 49	PERCENTAGE CHANGE : +22.8%	YEAR-ROUND BUDGET : \$4.5 million
	2010 ATTENDANCE : 472,194		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 384,621
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : All-time record. Gate admissions were up five percent. Food was up five percent and carnival gross was up 12 percent. The fair had 10 days of perfect weather.			
Georgia National Fair Perry 2010 Dates: Oct. 7–17 2011 Dates: Oct. 6–16	2010 RANK : 41	2009 RANK : 42	PERCENTAGE CHANGE : +11.6%	YEAR-ROUND BUDGET : \$8.6 million
	2010 ATTENDANCE : 465,053		2010 PAID ATTENDANCE : 227,563	2009 ATTENDANCE : 416,709
	GATE REVENUE : \$1.7 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Attendance was up 11.6 percent. The weather was perfect for the entire 11 days of the fair. Miranda Lambert concert was a sell-out.			
State Fair of Louisiana Shreveport 2010 Dates: Oct. 21–Nov. 7 2011 Dates: Oct. 27–Nov. 13	2010 RANK : 42	2009 RANK : 44	PERCENTAGE CHANGE : +12.4%	YEAR-ROUND BUDGET : \$3 million
	2010 ATTENDANCE : 450,630		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 409,664
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Beautiful, sunny weather (with the exception of one day of rain) contributed to increase in attendance. The dollar day promotion on opening day was the largest opening day in the fair's recent history. Many concessionaires reported their best year ever and Saturday, Oct. 30, was a record.			
Topsfield (Mass.) Fair 2010 Dates: Oct. 1–11 2010 Dates: Sept. 30–Oct. 10	2010 RANK : 43	2009 RANK : 43	PERCENTAGE CHANGE : +2.9%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 428,000		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 415,865
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12 weekends, \$10 weekdays	
	COMMENTS : The fair endured four days of rain, yet had two record-breaking days on the weekend.			
Alameda County Fair Pleasanton, Calif. 2010 Dates: June 23–July 11 2011 Dates: June 22–July 10	2010 RANK : 44	2009 RANK : None	PERCENTAGE CHANGE : -3.8%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 418,499		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 434,919
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : A verdict involving an Oakland police officer killing an unarmed civilian was announced during the 2010 Alameda County Fair with predictions of civil unrest, which resulted in low attendance during this time period. The 2009 Alameda County Fair was the "Fastest Growing Fair in America" and saw a 22 percent increase, thus the three-percent decrease in 2010 provides a two-year average increase of 18 percent.			
Ionia (Mich.) Free Fair 2010 Dates: July 22–31 2011 Dates: July 21–30	2010 RANK : 45	2009 RANK : 50	PERCENTAGE CHANGE : +6.9%	YEAR-ROUND BUDGET : \$1 million
	2010 ATTENDANCE : 409,731		2010 PAID ATTENDANCE : Free gate	2009 ATTENDANCE : 383,430
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : Free	
	COMMENTS : There was a free entertainment stage and at least three free acts on the midway for the duration of the fair.			
Maryland State Fair Timonium 2010 Dates: Aug. 27–Sept. 6 2011 Dates: Aug. 26–Sept. 5	2010 RANK : 46	2009 RANK : 48	PERCENTAGE CHANGE : +3.4%	YEAR-ROUND BUDGET : \$7.75 million
	2010 ATTENDANCE : 406,448		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 392,958
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Great weather, a sold-out Justin Bieber concert, and new rides on the midway all contributed to attendance increase.			
Bloomsburg (Pa.) Fair 2010 Dates: Sept. 25–Oct. 2 2011 Dates: Sept. 24–Oct. 1	2010 RANK : 47	2009 RANK : 46	PERCENTAGE CHANGE : +0.2%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 401,290		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 412,839
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Numbers would have been better if it weren't for several rainy days during the fair. Jeff Dunham show cancelled due to rain, which negatively affected overall attendance.			
Pennsylvania Farm Show Harrisburg 2010 Dates: Jan. 9–16 2011 Dates: Jan. 8–15	2010 RANK : 48	2009 RANK : 47	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : \$9.5 million
	2010 ATTENDANCE : 400,000+		2010 PAID ATTENDANCE : Free gate	2009 ATTENDANCE : 401,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : Free	
	COMMENTS : 2011 date will include new family living classes, horse-pulling contests and an appearance by singer Glen Shelton.			
Wilson County Fair Lebanon, Tenn. 2010 Dates: Aug. 13–21 2011 Dates: Aug. 12–20	2010 RANK : 49	2009 RANK : 37	PERCENTAGE CHANGE : -21.4%	YEAR-ROUND BUDGET : N/A
	2010 ATTENDANCE : 397,075		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 505,434
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Almost every day was extremely hot or raining. The fair closed for a full day due to heavy rains and flooding.			
SuperEX Ottawa, Ont. 2010 Dates: Aug. 19–29 2011 Dates: TBA	2010 RANK : 50	2009 RANK : 41	PERCENTAGE CHANGE : -7%	YEAR-ROUND BUDGET : \$1.7 million
	2010 ATTENDANCE : 392,510		2010 PAID ATTENDANCE : N/A	2009 ATTENDANCE : 422,095
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12 [Canadian]	
	COMMENTS : Inclement weather was a factor in the size of crowds with rain or showers on the first seven days.			

SOURCE: Venues Today Research