

# 2012 YEAR-END REPORT

## >> TOP 50 FAIRS IN NORTH AMERICA IN 2012 <<

<b>State Fair of Texas</b> Dallas 2012 Dates: Sept. 28-Oct. 21 2013 Dates: Sept. 27-Oct. 20	<b>2012 RANK : 1</b>	<b>2011 RANK : 1</b>	<b>PERCENTAGE CHANGE : None</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 3 million (estimate)</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 3 million (estimate)</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$16</b>	
	<b>COMMENTS :</b> A fire that destroyed the iconic, 52-foot-tall Big Tex mascot put a damper on an otherwise financially successful fair, with the gross from ride and food coupons ending up at \$36.6 million, about \$2 million more than 2011 and just shy of the record-setting \$37.3 million from 2010. A new Big Tex will be unveiled to open the 2013 event.			
<b>Houston Livestock Show &amp; Rodeo</b> 2012 Dates: Feb. 27-March 19 2013 Dates: Feb. 25-March 17	<b>2012 RANK : 2</b>	<b>2011 RANK : 2</b>	<b>PERCENTAGE CHANGE : -0.2</b>	<b>YEAR-ROUND BUDGET : \$85.4 million</b>
	<b>2012 ATTENDANCE : 2,257,970</b>		<b>2012 PAID ATTENDANCE : 1,283,419</b>	<b>2011 ATTENDANCE : 2,262,834</b>
	<b>GATE REVENUE : \$45,789,518</b>		<b>ADULT ADMISSION PRICE : \$7</b>	
	<b>COMMENTS :</b> Even though attendance was statistically nearly even with last year's, the event had not one but three concerts that set all-time records in terms of audience members, with shows by Jason Aldean, the Go Tejano Day performers of La Original Band El Limon and Duelo and The Band Perry.			
<b>Minnesota State Fair</b> St. Paul 2012 Dates: Aug. 23-Sept. 3 2013 Dates: Aug. 22-Sept. 2	<b>2012 RANK : 3</b>	<b>2011 RANK : 3</b>	<b>PERCENTAGE CHANGE : +1.05</b>	<b>YEAR-ROUND BUDGET : \$39 million</b>
	<b>2012 ATTENDANCE : 1,788,517</b>		<b>2012 PAID ATTENDANCE : 1,788,517</b>	<b>2011 ATTENDANCE : 1,769,872</b>
	<b>GATE REVENUE : \$15.8 million</b>		<b>ADULT ADMISSION PRICE : \$12</b>	
	<b>COMMENTS :</b> Hot weather did not deter people from turning out, besting last year's attendance by 18,645. The ride gross on the independent midway was down slightly but food and beverage revenues were up about 12 percent. Total revenue generated was \$41 million.			
<b>San Diego County Fair</b> Del Mar, Calif. 2012 Dates: June 10-July 4 2013 Dates: June 8-July 4	<b>2012 RANK : 4</b>	<b>2011 RANK : 6</b>	<b>PERCENTAGE CHANGE : +7.46</b>	<b>YEAR-ROUND BUDGET : \$61 million</b>
	<b>2012 ATTENDANCE : 1,517,508</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,412,113</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$13</b>	
	<b>COMMENTS :</b> The fourth record-breaking year in a row was aided in part by the \$24 Best Pass Ever, which allows fairgoers into the 24-day event for \$1 a day.			
<b>San Antonio Stock Show &amp; Rodeo</b> 2012 Dates: Feb. 9-26 2013 Dates: Feb. 7-24	<b>2012 RANK : 5</b>	<b>2011 RANK : 5</b>	<b>PERCENTAGE CHANGE : +5.08</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 1,510,456</b>		<b>2012 PAID ATTENDANCE : 1,510,456</b>	<b>2011 ATTENDANCE : 1,437,316</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$7</b>	
	<b>COMMENTS :</b> A brand-new food court area and wine garden were highly successful in 2012 and weather was good for most of the event, contributing to a 5-percent increase.			
<b>Los Angeles County Fair</b> Pomona, Calif. 2012 Dates: Aug. 31-Sept. 30 2013 Dates: Aug. 30-Sept. 29 (tentative)	<b>2012 RANK : 6</b>	<b>2011 RANK : 4</b>	<b>PERCENTAGE CHANGE : -1.92</b>	<b>YEAR-ROUND BUDGET : \$30 million</b>
	<b>2012 ATTENDANCE : 1,473,371</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,492,762</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$12</b>	
	<b>COMMENTS :</b> Heat that reached into triple digits during the days impacted the attendance slightly but had the opposite effect on revenue for carnival provider Ray Cammack Shows, which was up 1 percent.			
<b>Calgary (Alberta) Stampede</b> 2012 Dates: July 6-15 2013 Dates: July 4-14	<b>2012 RANK : 7</b>	<b>2011 RANK : 10</b>	<b>PERCENTAGE CHANGE : +19.97</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 1,409,371</b>		<b>2012 PAID ATTENDANCE : 1,409,371</b>	<b>2011 ATTENDANCE : 1,174,697</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$15</b>	
	<b>COMMENTS :</b> Attendance set a record in the Stampede's centennial year, which included an equine production called "Tails" and North America's longest zip line that went 950 feet across Stampede Park.			
<b>Canadian National Exhibition (CNE)</b> Toronto 2012 Dates: Aug. 17-Sept. 3 2013 Dates: Aug. 16-Sept. 2	<b>2012 RANK : 8</b>	<b>2011 RANK : 8</b>	<b>PERCENTAGE CHANGE : +6.1</b>	<b>YEAR-ROUND BUDGET : \$24.3 million USD</b>
	<b>2012 ATTENDANCE : 1,390,000</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,310,000</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$16.20</b>	
	<b>COMMENTS :</b> A new 1,600-foot long and 42-foot high Sky Ride created additional revenue and helped the fair exceed last year's attendance and had fairgoers lined up for an hour.			
<b>Eastern States Exposition (The Big E)</b> West Springfield, Mass. 2012 Dates: Sept. 14-30 2013 Dates: Sept. 13-29	<b>2012 RANK : 9</b>	<b>2011 RANK : 9</b>	<b>PERCENTAGE CHANGE : +13.68</b>	<b>YEAR-ROUND BUDGET : \$16 million</b>
	<b>2012 ATTENDANCE : 1,365,896</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,201,428</b>
	<b>GATE REVENUE : \$5-\$6 million</b>		<b>ADULT ADMISSION PRICE : \$15</b>	
	<b>COMMENTS :</b> The fair shattered the all-time attendance record set in 2009 by 9 percent. First-year president and CEO Gene Cassidy boosted interest in the event by inviting the area's three local network affiliates to broadcast the news from the grounds.			
<b>Orange County Fair</b> Costa Mesa, Calif. 2012 Dates: July 13-Aug. 12 2013 Dates: July 12-Aug. 11	<b>2012 RANK : 10</b>	<b>2011 RANK : 7</b>	<b>PERCENTAGE CHANGE : -3.13</b>	<b>YEAR-ROUND BUDGET : \$30.9 million</b>
	<b>2012 ATTENDANCE : 1,357,335</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,401,267</b>
	<b>GATE REVENUE : \$8.9 million</b>		<b>ADULT ADMISSION PRICE : \$11</b>	
	<b>COMMENTS :</b> After a record attendance and revenue in 2011, this year was on the same path until a week of very hot weather kicked in. Spending remained on par.			
<b>Fort Worth (Texas) Stock Show &amp; Rodeo</b> 2012 Dates: Jan. 13-Feb. 4 2013 Dates: Jan. 18-Feb. 9	<b>2012 RANK : 11</b>	<b>2011 RANK : 17</b>	<b>PERCENTAGE CHANGE : +25.3</b>	<b>YEAR-ROUND BUDGET : \$17 million</b>
	<b>2012 ATTENDANCE : 1,166,000</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 930,000</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS :</b> After a down year the livestock show and rodeo rebounded, cracking the million-mark wide open thanks to good weather and programming.			
<b>Arizona State Fair</b> Phoenix 2012 Dates: Oct. 12-Nov. 4 2013 Dates: Oct. 11-Nov. 3	<b>2012 RANK : 12</b>	<b>2011 RANK : 13</b>	<b>PERCENTAGE CHANGE : +7.08</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 1,154,271</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,077,891</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS :</b> Great weather and an improving economy helped boost attendance by 7 percent.			

SOURCE: Venues Today Research and the Venues Today Fairs & Festivals Resource Guide

# A BRAND IN DEMAND

Stay-at-home vacationers have become loyal customers for fairs in the wake of the recession

by MARY WADE BURNSIDE



The North Carolina State Fair in Raleigh creates its own clever internet memes to market the 2012 fair.

If fairs are any indication, the United States economy seems to be rebounding as the Top 50 fairs posted a higher attendance than in the previous three years, since the Great Recession started in the fall of 2008.

Attendance at the Top 50 fairs in North America totaled 43,829,418, a 1.76 percent increase over the 2011 Top 50 fair attendance of 43,069,663.

That figure also bests the overall number posted in 2010, 43,087,296, as well as 2009 at 41,625,207, the first full year after the recession hit, which was marked by higher unemployment and the bottoming of the housing market in many areas.

Some fairs also reported robust spending, such as the perennial chart-topping State Fair of Texas where ride and food coupon grosses reached \$36.6 million, nearly \$2 million more than last year and just shy of the all-time record of \$37.3 million set in 2010.

"Officials attribute an improving economy and milestone events held during the fair as contributors to the success of this year's fair,"

said Sue Gooding, president of public relations at the State Fair of Texas, where the fair's success was offset by a fire that destroyed the Big Tex mascot during his 60th anniversary year.

Jim Tucker, president and CEO of the International Association of Fairs and Expositions, said surveys filled out by member fairs at the annual Las Vegas convention recently showed that 49 percent of events gained in attendance while 28 percent held steady.

Also, he said, anecdotal evidence indicated fairgoers were more likely to pull out their wallets for admission tickets, rides and food.

"We don't capture any information about how much was spent, but we kept hearing that the spend was good," Tucker said. "Some of the fairs were on pace to have record attendance and they got hit with rain, but they had independent days with record attendance and good spends. So I think it was a good summer for fairs."

## HUNGRY FOR MORE

One such fair was the Miami-Dade County

Fair & Exposition, which had a nearly five percent attendance drop but still saw an eight percent increase in food grosses and a five percent increase in overall per caps.

"So while we were down five percent in attendance, food grosses were up eight percent," Chief Operating Officer Bob Hohenstein said. "The per caps this year were very strong. We were very pleased with that. Guests that came to the fair came to spend."

The Houston Livestock Show & Rodeo, consistently No. 2 on the chart, also had successes in spite of a slight attendance dip from 2,262,834 in 2011 to 2,257,970 in 2012.

Three concerts — Jason Aldean, the Go Tejano Day performers of La Original Band El Limon and Duelo, plus The Band Perry — set all-time records at the 72,000-seat Reliant Stadium, while the venue had seven sellouts during the Feb. 27-March 19 event.

Aldean also did well at the Great Allentown (Pa.) Fair, where he set a box office record with 14,549 in attendance and a gross of \$839,938 in spite of a 16 percent attendance drop, said Marketing Director Bonnie Brosious.

## GOOD TIMES DURING BAD TIMES

Of course, some fair officials believe a bad economy can lead to a staycation effect that benefits fairs, which Leroy Shafer, Houston's chief operating officer, said just after the rodeo ended.

Tucker, however, expressed that, at this point, fairs have been experiencing something beyond a staycation effect that he believes now invigorates the events.

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<b>Western Washington Fair</b> Puyallup 2012 Dates: Sept. 7-23 2013 Dates: Sept. 6-22	<b>2012 RANK : 13</b>	<b>2011 RANK : 14</b>	<b>PERCENTAGE CHANGE : +5.48</b>	<b>YEAR-ROUND BUDGET : \$25 million</b>
	<b>2012 ATTENDANCE : 1,117,323</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,059,182</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$12.50</b>	
	<b>COMMENTS : On the heels of a successful fair that saw a spike in attendance and carnival grosses, officials at the Puyallup, announced that in 2013, the event will have a new name: Washington State Fair.</b>			
<b>Iowa State Fair</b> Des Moines 2012 Dates: Aug. 9-19 2013 Dates: Aug. 8-18	<b>2012 RANK : 14</b>	<b>2011 RANK : 12</b>	<b>PERCENTAGE CHANGE : +9.14</b>	<b>YEAR-ROUND BUDGET : \$18 million</b>
	<b>2012 ATTENDANCE : 1,097,142</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,080,959</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS : Good weather boosted attendance in a year that saw visits from presidential candidates, while the grandstand had two sellouts with Journey featuring Pat Benatar and Loverboy and Rascal Flatts with Little Big Town, the Eli Young Band and Edens Edge.</b>			
<b>Erie County Fair</b> Hamburg, N.Y. 2012 Dates: Aug. 8-19 2013 Dates: Aug. 7-18	<b>2012 RANK : 15</b>	<b>2011 RANK : 15</b>	<b>PERCENTAGE CHANGE : -2.07</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 1,031,275</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,053,150</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS : Attendance was down slightly because of two days of rain.</b>			
<b>Tulsa (Okla.) State Fair</b> 2012 Dates: Sept. 27-Oct. 7 2013 Dates: Sept. 26-Oct. 6	<b>2012 RANK : 16</b>	<b>2011 RANK : 11</b>	<b>PERCENTAGE CHANGE : -8.99</b>	<b>YEAR-ROUND BUDGET : \$20 million</b>
	<b>2012 ATTENDANCE : 1,022,000</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 1,123,000</b>
	<b>GATE REVENUE : \$1.8 million</b>		<b>ADULT ADMISSION PRICE : \$8 weekdays, \$10 weekends</b>	
	<b>COMMENTS : The threat of bad weather prompted a nearly 9 percent decrease in attendance.</b>			
<b>North Carolina State Fair</b> Raleigh 2012 Dates: Oct. 11-21 2013 Dates: Oct. 17-27	<b>2012 RANK : 17</b>	<b>2011 RANK : 16</b>	<b>PERCENTAGE CHANGE : -4.34</b>	<b>YEAR-ROUND BUDGET : \$13 million</b>
	<b>2012 ATTENDANCE : 965,297</b>		<b>2012 PAID ATTENDANCE : 681,853</b>	<b>2011 ATTENDANCE : 1,009,173</b>
	<b>GATE REVENUE : \$4,346,034</b>		<b>ADULT ADMISSION PRICE : \$8</b>	
	<b>COMMENTS : GM Wesley Wyatt blamed the drop in attendance on political ads that prevented the fair's message from getting through. The 5,000-seat Dorton Arena had three sellouts, including two by Raleigh-area native and "American Idol" winner Scotty McCreery and one by Jake Owen.</b>			
<b>Wisconsin State Fair</b> West Allis 2012 Dates: Aug. 2-12 2013 Dates: Aug. 1-11	<b>2012 RANK : 18</b>	<b>2011 RANK : 19</b>	<b>PERCENTAGE CHANGE : +1.06</b>	<b>FAIR-TIME BUDGET : \$17.8 million</b>
	<b>2012 ATTENDANCE : 920,962</b>		<b>2012 PAID ATTENDANCE : 677,385</b>	<b>2011 ATTENDANCE : 911,231</b>
	<b>GATE REVENUE : \$5.6 million</b>		<b>ADULT ADMISSION PRICE : \$9</b>	
	<b>COMMENTS : Attendance was up slightly with good weather, and fair officials thought the first year with an independent midway went well with room for improvement.</b>			
<b>Illinois State Fair</b> Springfield 2012 Dates: Aug. 9-19 2013 Dates: Aug. 8-18	<b>2012 RANK : 19</b>	<b>2011 RANK : 23</b>	<b>PERCENTAGE CHANGE : +12.6</b>	<b>YEAR-ROUND BUDGET : \$5.5 million</b>
	<b>2012 ATTENDANCE : 918,000</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 815,000</b>
	<b>GATE REVENUE : \$1.5 million</b>		<b>ADULT ADMISSION PRICE : \$7</b>	
	<b>COMMENTS : Good weather and popular concerts by Eric Church and Miranda Lambert helped boost attendance by double digits.</b>			
<b>Oklahoma State Fair</b> Oklahoma City 2012 Dates: Sept. 13-23 2013 Dates: Sept. 12-22	<b>2012 RANK : 20</b>	<b>2011 RANK : 20</b>	<b>PERCENTAGE CHANGE : None</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 900,000 (estimated)</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 900,000 (estimated)</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$9</b>	
	<b>COMMENTS : Rainy weather meant a fair on par with last year's. Gary Allan sold out the Jim Norick Arena and Jake Owen also did well.</b>			
<b>Indiana State Fair</b> Indianapolis 2012 Dates: Aug. 3-19 2013 Dates: Aug. 2-18	<b>2012 RANK : 21</b>	<b>2011 RANK : 21</b>	<b>PERCENTAGE CHANGE : -2.15</b>	<b>YEAR-ROUND BUDGET : \$10.4 million</b>
	<b>2012 ATTENDANCE : 853,941</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 872,776</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS : Attendance dipped slightly after a newly-hired meteorologist forecast bad weather. The fair is still recovering from a stage collapse accident in 2011 that left seven people dead.</b>			
<b>New York State Fair</b> Syracuse 2012 Dates: Aug. 23-Sept. 3 2013 Dates: Aug. 22-Sept. 2	<b>2012 RANK : 22</b>	<b>2011 RANK : 18</b>	<b>PERCENTAGE CHANGE : -7.83</b>	<b>YEAR-ROUND BUDGET : \$17 million</b>
	<b>2012 ATTENDANCE : 845,595</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 917,464</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS : Director Dan O'Hara attributed the attendance drop to better accounting practices in which vendors, exhibitors and guests were counted when they actually passed through the gate and not based on how many days each pass was good for.</b>			
<b>Ohio State Fair</b> Columbus 2012 Dates: July 25-Aug. 5 2013 Dates: July 24-Aug. 4	<b>2012 RANK : 23</b>	<b>2011 RANK : 22</b>	<b>PERCENTAGE CHANGE : +0.84</b>	<b>YEAR-ROUND BUDGET : \$7.6 million</b>
	<b>2012 ATTENDANCE : 840,306</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 833,304</b>
	<b>GATE REVENUE : \$2.2 million</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS : Attendance and carnival grosses were up slightly and Jason Aldean with Luke Bryan sold out Columbus Crew Stadium.</b>			
<b>Pacific National Exhibition</b> Vancouver, B.C. 2012 Dates: Aug. 18-Sept. 3 2013 Dates: Aug. 17-Sept. 2	<b>2012 RANK : 24</b>	<b>2011 RANK : 24</b>	<b>PERCENTAGE CHANGE : -4.96</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 763,689</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 803,598</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$20</b>	
	<b>COMMENTS : Economic pressures helped account for a nearly five percent decrease in attendance. Gate admission will be reduced to \$16 in 2013.</b>			
<b>Edmonton's Capital EX</b> Edmonton, Alberta 2012 Dates: July 20-29 2013 Dates: July 19-28	<b>2012 RANK : 25</b>	<b>2010 RANK : 26</b>	<b>PERCENTAGE CHANGE : +3.75</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 740,399</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 713,546</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$14</b>	
	<b>COMMENTS : After receiving suggestions and votes from the public, the event, formerly known as Klondike Days, will be rebranded next year as K-Days.</b>			

SOURCE: Venues Today Research and the Venues Today Fairs & Festivals Resource Guide



# RAY CAMMACK SHOWS

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<b>California State Fair</b> Sacramento 2011 Dates: July 14-31 2012 Dates: July 12-29	<b>2012 RANK : 26</b>	2011 RANK : 25	PERCENTAGE CHANGE : -6.2	YEAR-ROUND BUDGET : \$13.8 million
	2012 ATTENDANCE : 691,822		2012 PAID ATTENDANCE : 523,838	2011 ATTENDANCE : 737,647
	GATE REVENUE : \$4.4 million		ADULT ADMISSION PRICE : \$12	
	COMMENTS : Attendance was down but paid attendance was up slightly after fair officials tightened up on vendor and guest passes. The fair has an almost 80-percent paid gate and the daily paid attendance went from 25,638 to 29,102.			
<b>Mississippi State Fair</b> Jackson 2012 Dates: Oct. 3-14 2013 Dates: Oct. 2-13	<b>2012 RANK : 27</b>	2011 RANK : 27	PERCENTAGE CHANGE : -2.87	YEAR-ROUND BUDGET : \$2 million
	2012 ATTENDANCE : 675,000		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 695,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Bad weather and following up a record year equaled a drop in attendance for the fair.			
<b>York (Pa.) Fair</b> 2012 Dates: Sept. 7-16 2013 Dates: Sept. 6-15	<b>2012 RANK : 28</b>	2011 : 31	PERCENTAGE CHANGE : +13.2	YEAR-ROUND BUDGET : \$6 million
	2012 ATTENDANCE : 642,263		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 567,052
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : Attendance was back up with only one day of rain compared to last year's tropical storm. Deggeller Attractions was up 17.3 percent.			
<b>National Western Stock Show</b> Denver 2012 Dates: Jan. 7-22 2013 Dates: Jan. 12-27	<b>2012 RANK : 29</b>	2011 RANK : 28	PERCENTAGE CHANGE : -1.26	YEAR-ROUND BUDGET : N/A
	2012 ATTENDANCE : 636,663		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 644,818
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Attendance was on par with last year's, with new event Colorado Vs. The World rodeo selling nearly 20,000 tickets for three events on opening day. A record was set at the junior livestock auction with 608,000 paid.			
<b>Kentucky State Fair</b> Louisville 2012 Dates: Aug. 16-26 2013 Dates: Aug. 15-25	<b>2012 RANK : 30</b>	2011 RANK : 29	PERCENTAGE CHANGE : -0.96	YEAR-ROUND BUDGET : N/A
	2012 ATTENDANCE : 599,854		2012 PAID ATTENDANCE : 599,854	2011 ATTENDANCE : 605,656
	GATE REVENUE : \$3 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Poor attendance at some free and paid concerts contributed to overall decline in numbers; Journey, one of four paid concerts, sold out.			
<b>South Florida Fair</b> West Palm Beach 2012 Dates: Jan. 13-29 2013 Dates: Jan. 18-Feb. 3	<b>2012 RANK : 31</b>	2011 RANK : 32	PERCENTAGE CHANGE : +4.1	YEAR-ROUND BUDGET : \$8 million
	2012 ATTENDANCE : 588,370		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 564,655
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15	
	COMMENTS : Good weather and a 100th birthday meant higher attendance numbers and ride gross.			
<b>Big Fresno (Calif.) Fair</b> 2012 Dates: Oct. 3-14 2013 Dates: Oct. 2-14	<b>2012 RANK : 32</b>	2011 RANK : 33	PERCENTAGE CHANGE : +5.15	YEAR-ROUND BUDGET : \$10 million
	2012 ATTENDANCE : 577,480		2012 PAID ATTENDANCE : 335,434	2011 ATTENDANCE : 549,201
	GATE REVENUE : \$1,641,668		ADULT ADMISSION PRICE : \$10	
	COMMENTS : A \$1 gate admission on opening day increased attendance from an average of 16,000-22,000 to 57,700. Concessions were up three percent.			
<b>Alameda County Fair</b> Pleasanton, Calif. 2012 Dates: June 20-July 8 2013 Dates: June 19-July 7	<b>2011 RANK : 33</b>	2010 RANK : 40	PERCENTAGE CHANGE : +18	YEAR-ROUND BUDGET : \$21 million
	2011 ATTENDANCE : 534,577		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 452,747
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Perfect weather for the 100th fair, plus a number of unique 100th fair promotions helped boost attendance.			
<b>Wilson County Fair</b> Lebanon, Tenn. 2012 Dates: Aug. 17-25 2013 Dates: Aug. 16-24	<b>2012 RANK : 34</b>	2011 RANK : 34	PERCENTAGE CHANGE : -3.2	YEAR-ROUND BUDGET : \$1.35 million
	2012 ATTENDANCE : 528,432		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 545,945
	GATE REVENUE : \$896,400		ADULT ADMISSION PRICE : \$7	
	COMMENTS : The attendance decrease was due to rain at the fairgrounds on the first Friday night and in the area on the last Saturday, but the fair posted record attendance on the first Saturday and on Wednesday night.			
<b>Florida Strawberry Festival</b> Plant City 2012 Dates: March 1-11 2013 Dates: Feb. 28-March 10	<b>2012 RANK : 35</b>	2011 RANK : 35	PERCENTAGE CHANGE : -.248	YEAR-ROUND BUDGET : N/A
	2012 ATTENDANCE : 525,300		2012 PAID ATTENDANCE : 525,300	2011 ATTENDANCE : 524,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Attendance was statistically even with that of the previous fair but officials said spending was up and credited an improving economy.			
<b>Miami-Dade County Fair &amp; Exposition</b> Miami 2012 Dates: March 15-April 1 2013 Dates: March 14-31	<b>2012 RANK : 36</b>	2011 RANK : 30	PERCENTAGE CHANGE : -4.67	YEAR-ROUND BUDGET : N/A
	2012 ATTENDANCE : 501,500		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 526,100
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Rain prompted a decline in attendance but fair officials were encouraged by an 8-percent increase in food grosses and a 4-percent increase in overall per caps.			
<b>Colorado State Fair</b> Pueblo 2012 Dates: Aug. 24-Sept. 3 2013 Dates: Aug. 23-Sept. 2	<b>2012 RANK : 37</b>	2011 RANK : 36	PERCENTAGE CHANGE : -7.96	YEAR-ROUND BUDGET : \$7.8 million
	2012 ATTENDANCE : 474,000		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 515,000
	GATE REVENUE : \$996,000		ADULT ADMISSION PRICE : \$7 weekday, \$10 weekends	
	COMMENTS : Attendance dropped 7.9 percent in part because of overlap with area school sporting events, but gate revenue was up \$33,000 thanks to reconfiguring concert revenue with gate admission.			
<b>Florida State Fair</b> Tampa 2012 Dates: Feb. 9-20 2013 Dates: Feb. 7-18	<b>2012 RANK : 38</b>	2011 RANK : 38	PERCENTAGE CHANGE : -6.03	YEAR-ROUND BUDGET : \$17-18 million
	2012 ATTENDANCE : 457,280		2012 PAID ATTENDANCE : N/A	2011 ATTENDANCE : 486,641
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 weekdays, \$12 weekends	
	COMMENTS : Rain on weekend days caused attendance to drop, but set a record with the first Friday's midway gross of \$1,012,307.			

SOURCE: Venues Today Research and the Venues Today Fairs & Festivals Resource Guide

**A BRAND IN DEMAND CONTINUED FROM PAGE 9**

“We had the biggest economic downturn since the Great Depression that drew people to fairs because they stayed home,” he said. “I think the quality of the fairs stuck in people’s memory the last two or three years and it served to be a stimulus for attendance.”

This year, he added, “I think the economy was doing better and people came with more money to spend. But they came to the fair the last two or three years and said, ‘This is something I want to do.’”

Still, the economy remained a factor at some locations, including the State Fair of Louisiana in Shreveport. In spite of an attendance increase of 2.86 percent, spending was flat, reported GM Chris Giordano.

“The carnival gross was only up by 1 percent or so and many of the concessionaires said that they were about the same as the previous year,” Giordano said.

Fairgoers seemed happy to take advantage of deals, such as the free admission between 10 a.m. and 3 p.m., Giordano added.

“We are grateful that attendance has held up well but we do need increased spending at the fair,” he said. “I do believe the economy has affected spending to some degree. I had many

people comment that they did not have much extra money for entertainment this year.”

**BREAKING DOWN THE NUMBERS**

On the chart, none of the Top 10 fairs fell out of that position but some did change places. Overall, however, attendance at the Top 10 fairs increased by 3.69 percent, more than twice as much as all 50 fairs.

Six of the top 10 fairs gained attendance, three dropped – with the Orange County Fair seeing the biggest decline at 3.13 percent – and the State Fair of Texas remained even with an estimated 3 million attendees. Fair officials at the Dallas event only release the combined gross of ride and food coupons.

Altogether, 24 fairs posted an increase in attendance, 22 posted a decline, and three with estimated attendance remained even, although one of those is the State Fair of Texas, which does not estimate its own attendance; and another is the Pennsylvania Farm Show, which posted an attendance of 400,000 last year and an increase of 400,000-plus this year. The Oklahoma State Fair also released the same attendance as last year at 900,000.

That only adds up to 49; the Bloomsburg (Pa.) Fair was canceled in 2011 due to flooding.

The event came back successfully this year with attendance of 416,613; that figure is 3.8 percent higher than the fair’s 2010 attendance of 401,290.

In addition to Bloomsburg, another fair making this year’s chart after not appearing last year is the Dutchess County Fair in Rhinebeck, N.Y., with an attendance increase of 348 percent. Attendance in 2012 reached 407,786, up from last year’s 91,001.

“We had to shut down two days early last year, our only Saturday and Sunday, because of Hurricane Irene,” said Vicki Imperati, in charge of Events and Marketing for Dutchess County Fair.

Fairs that dropped off the chart from 2011 included last year’s No. 50, the Evergreen State Fair in Monroe, Wash., which did not make the cut with a figure of 338,979, 3.35 percent higher than its 2011 attendance of 327,974; and last year’s No. 49, the Pensacola (Fla.) Interstate Fair, which had a low attendance of 252,000 that officials blamed on weather and the economy.

The Alameda County Fair, Pleasanton, Calif., moved up more than any other returning fair on the 2012 chart, climbing seven spots

CONTINUED ON **PAGE 15** →



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# 2012 YEAR-END REPORT

## >> TOP 50 FAIRS IN NORTH AMERICA IN 2012 <<

<b>South Carolina State Fair</b> Columbia 2012 Dates: Oct. 10-21 2013 Dates: Oct. 9-20	<b>2012 RANK : 39</b>	<b>2011 RANK : 42</b>	<b>PERCENTAGE CHANGE : +2.27</b>	<b>YEAR-ROUND BUDGET : \$11 million</b>
	<b>2012 ATTENDANCE : 452,576</b>		<b>2012 PAID ATTENDANCE : 286,711</b>	<b>2011 ATTENDANCE : 442,494</b>
	<b>GATE REVENUE : \$1,726,982</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS :</b> Attendance was up slightly but advanced sales were down significantly, leading fair officials to believe people held on to their money until the last minute. Jake Owen sold out the 5,000-seat Pepsi Grandstand.			
<b>Arkansas State Fair</b> Little Rock 2012 Dates: Oct. 12-21 2013 Dates: Oct. 11-20	<b>2012 RANK : 40</b>	<b>2011 RANK : 41</b>	<b>PERCENTAGE CHANGE : +0.25</b>	<b>YEAR-ROUND BUDGET : \$4.5 million</b>
	<b>2012 ATTENDANCE : 447,710</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 446,573</b>
	<b>GATE REVENUE : \$472,861</b>		<b>ADULT ADMISSION PRICE : \$8</b>	
	<b>COMMENTS :</b> Attendance ended up on par with the previous year after an opening day that was 74-percent down because of rain. Carnival wristband prices were raised \$1 and the Deggeller Attractions midway was up 9 percent.			
<b>Georgia National Fair</b> Perry 2012 Dates: Oct. 4-14 2013 Dates: Oct. 3-13	<b>2012 RANK : 41</b>	<b>2011 RANK : 43</b>	<b>PERCENTAGE CHANGE : +1.2</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 445,395</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 439,931</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$8</b>	
	<b>COMMENTS :</b> The fair had 11 days of sunny weather and Reithoffer Shows set a record.			
<b>State Fair of Louisiana</b> Shreveport 2012 Dates: Oct. 25-Nov. 11 2013 Dates: Oct. 24-Nov. 10	<b>2012 RANK : 42</b>	<b>2011 RANK : 45</b>	<b>PERCENTAGE CHANGE : +2.86</b>	<b>YEAR-ROUND BUDGET : \$2.5 million</b>
	<b>2012 ATTENDANCE : 431,000</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 419,000</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS :</b> Good weather prompted the second attendance increase in a row at the fair, which also experienced a ride accident for the second year in a row.			
<b>Bloomsburg (Pa.) Fair</b> 2012 Dates: Sept. 22-29 2013 Dates: Sept. 21-28	<b>2012 RANK : 43</b>	<b>2011 RANK : N/A</b>	<b>PERCENTAGE CHANGE : N/A</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 416,613</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : Canceled</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$8</b>	
	<b>COMMENTS :</b> After canceling the 2011 fair because of flooding, the fair rebounded nicely, with attendance up 3.8 percent over the 2010 figure of 401,290.			
<b>Great Allentown (Pa.) Fair</b> 2012 Dates: Aug. 28-Sept. 3 2013 Dates: Aug. 27-Sept. 2	<b>2012 RANK : 44</b>	<b>2011 RANK : 37</b>	<b>PERCENTAGE CHANGE : -16</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 413,000</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 492,000</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$6</b>	
	<b>COMMENTS :</b> In spite of a decline in attendance attributed at least in part to early back-to-school, the fair set a concert box office record with attendance of 14,549 and grosses of \$839,938 with acts that included Jason Aldean, Victoria Justice, Blake Shelton, The Band Perry and J. Geils Band.			
<b>California Mid-State Fair</b> Paso Robles 2012 Dates: July 18- 29 2013 Dates: July 17-28	<b>2012 RANK : 45</b>	<b>2011 RANK : 44</b>	<b>PERCENTAGE CHANGE : -4.69</b>	<b>YEAR-ROUND BUDGET : \$11 million</b>
	<b>2012 ATTENDANCE : 410,784</b>		<b>2012 PAID ATTENDANCE : 268,008</b>	<b>2011 ATTENDANCE : 431,004</b>
	<b>GATE REVENUE : \$1,435,206</b>		<b>ADULT ADMISSION PRICE : \$8</b>	
	<b>COMMENTS :</b> Attendance was down nearly 5 percent in spite of good weather and an entertainment lineup that included Brad Paisley, Zac Brown Band, Alabama, Journey and Joan Jett & the Blackhearts.			
<b>Dutchess County Fair</b> Rhinebeck, N.Y. 2012 Dates: Aug. 21-26 2013 Dates: Aug. 20-25	<b>2012 RANK : 46</b>	<b>2011 RANK : N/A</b>	<b>PERCENTAGE CHANGE : +348</b>	<b>YEAR-ROUND BUDGET : \$3,591,650</b>
	<b>2012 ATTENDANCE : 407,786</b>		<b>2012 PAID ATTENDANCE : 175,666</b>	<b>2011 ATTENDANCE : 91,001</b>
	<b>GATE REVENUE : \$1,729,472</b>		<b>ADULT ADMISSION PRICE : \$15</b>	
	<b>COMMENTS :</b> The grandstand's diverse lineup, including Chubby Checker, Justin Moore, and Championship Bull Riding, drew strong attendance. Fairgoers came back in big numbers after last year's early cancellation due to weather.			
<b>New Mexico State Fair</b> Albuquerque 2012 Dates: Sept. 12-23 2013 Dates: Sept. 11-22 (unofficial)	<b>2012 RANK : 47</b>	<b>2011 RANK : 47</b>	<b>PERCENTAGE CHANGE : +1.93</b>	<b>YEAR-ROUND BUDGET : \$15 million</b>
	<b>2012 ATTENDANCE : 407,265</b>		<b>2012 PAID ATTENDANCE : 377,123</b>	<b>2011 ATTENDANCE : 399,529</b>
	<b>GATE REVENUE : \$1,932,346</b>		<b>ADULT ADMISSION PRICE : \$10</b>	
	<b>COMMENTS :</b> A fair shorter by one day contributed to an attendance boost and similar revenues to last year. The fair turned a profit for the first time since 2006.			
<b>Pennsylvania Farm Show</b> Harrisburg 2012 Dates: Jan. 7-14 2013 Dates: Jan. 5-12	<b>2012 RANK : 48</b>	<b>2011 RANK : 46</b>	<b>PERCENTAGE CHANGE : None</b>	<b>YEAR-ROUND BUDGET : \$9.5 million</b>
	<b>2012 ATTENDANCE : 400,000+</b>		<b>2012 PAID ATTENDANCE : Free gate</b>	<b>2011 ATTENDANCE : 400,000</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : Free</b>	
	<b>COMMENTS :</b> Great weather meant more people coming to the fair; a new exhibit, "Today's Agriculture," focused on how animals are raised in a natural environment.			
<b>Kern County Fair</b> Bakersfield, Calif. 2012 Dates: Sept. 19-30 2013 Dates: Sept. 18-29	<b>2012 RANK : 49</b>	<b>2011 RANK : 48</b>	<b>PERCENTAGE CHANGE : -1.52</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 379,284</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 385,167</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$8</b>	
	<b>COMMENTS :</b> Attendance was on par with last year even though temperatures were higher. A "Feed the Need" gate promotion gathered 29,539 pounds of food			
<b>Topsfield (Mass.) Fair</b> 2012 Dates: Sept. 28-Oct. 8 2013 Dates: Oct. 4-14	<b>2012 RANK : 50</b>	<b>2011 RANK : 39</b>	<b>PERCENTAGE CHANGE : -22</b>	<b>YEAR-ROUND BUDGET : N/A</b>
	<b>2012 ATTENDANCE : 378,840</b>		<b>2012 PAID ATTENDANCE : N/A</b>	<b>2011 ATTENDANCE : 486,000</b>
	<b>GATE REVENUE : N/A</b>		<b>ADULT ADMISSION PRICE : \$11</b>	
	<b>COMMENTS :</b> The decline in attendance was the result of seven days of rain at the 11-day fair; carnival Fiesta Shows also was down.			

SOURCE: Venues Today Research and the Venues Today Fairs & Festivals Resource Guide

**A BRAND IN DEMAND** CONTINUED FROM PAGE 13

from 40 last year to 33 this year. Attendance shot up 18 percent, from 452,747 in 2011 to 534,577 this year.

Rick Pickering, Alameda's outgoing CEO, said good weather and programming to celebrate the 100th anniversary aided in boosting attendance. But another factor also helped, the fair's change to a "one show" concert format instead of two shows each night.

"This allowed us to draw bigger acts to the fair," said Pickering, who recently was selected to take over as CEO of the California State Fair, Sacramento, for a retiring Norb Bartosik. "Many acts would not agree to perform two shows any longer."

Other fairs that moved several spaces up the chart included the Fort Worth (Texas) Livestock Show & Expo, moving from No. 17 to No. 11; and three events that all moved up four spaces: the Illinois State Fair in Springfield, the South Carolina State Fair in Columbia and the State Fair of Louisiana in Shreveport, the latter of which posted its second attendance increase in a row to land at No. 41 on the chart.

The South Carolina Fair was one of the events where attendees did not mind pulling out their wallets. Although the fair saw a modest, 2.27 percent increase in attendance, "the spending per caps were way up, which was rather unusual," said GM Gary Goodman.

The event posted all-time food and carnival grosses, Goodman added. This year's food gross was 3.8 percent up over those in 2010 at \$3,883,340 compared to \$3,740,922.

Ironically, advance gate sales were down, so fairgoers also chose to pay full price when they did show up.

"That's just a product of the soft economy," Goodman said. "People were holding on to their money until the end. What tracking we could do, they weren't spending money until they got here."

**WEATHER - FRIEND AND FOE**

For fairs that did have attendance declines, weather often was cited as the reason. That said, Tucker noted that the drought that plagued the Midwest seemed to ease in time

for fairs and that big weather events such as Superstorm Sandy that devastated parts of New York and New Jersey did not coincide with any large fairs.

But everyday bad weather always can take a toll on fairs. That goes for the fair that dropped the most but still remained on the chart - Topsfield (Mass.) Fair, which descended nine points in rank from 39 to 48.

Fair officials at Topsfield said rain on seven of the event's 11 days prompted a 22 percent decrease.

Also, Tulsa (Okla.) State Fair registered a nearly 9 percent attendance drop and went from 11 last year to 16 this year, and the threat of bad weather was cited by GM Amanda Blair, who noted that gate and concession revenues of 12 percent less were pretty much in line with the decrease. However, the annual PRCA Rodeo ticket sales were up 23 percent, she noted.

The Great Allentown (Pa.) Fair also dropped six points in the rankings, from 37 to 43, and Brosious blamed the rain.

"With only a seven-day fair, it's tough to have inclement weather on the final two days of our only weekend," she added.

**CROWDED BY CANDIDATES**

Although the 2008 presidential election took place in all 50 states, managers of fairs in some of the early caucus or battleground states also mentioned having to sometimes compete with the advertising and the negativity that can bring.

"This was the first time in many national elections that Pennsylvania wasn't a battleground state slammed with the negative advertising that shakes consumer confidence, so I was hoping for a more positive feeling this year," Brosious added. "We'll see what 2013 brings."

Wesley Wyatt, GM of the North Carolina State Fair, did believe that political ads hurt the fair's advertising effort and contributed to a 4.34 percent decline in attendance.

The PR department at the North Carolina State Fair tried some new tactics this year, including Internet memes that created a lot of buzz, according to Sarah Ray, the fair's

public information officer.

"We'll be expanding that next year," she said.


The memes are postcard-like messages that can be posted on Facebook or Twitter. One popular meme featured a pig with the quote, "Is it me or does it smell like bacon," and another, a man tells a porcupine, "You're about the only thing that we haven't deep-fried."

And the Wisconsin State Fair, which moved up a notch in the rankings from 19 to 18 with a 1 percent increase, has figured out a way to deal with competition from area casinos, in the form of a ticket bounceback between the fair and the nearby Potawatomi Bingo Casino.

The bounceback on the back of the ticket can be exchanged at the casino for a \$10 play, said Kristin Chuckel, the fair's Marketing and media relations manager.

At the Minnesota State Fair, officials tweaked the marketing campaign in the way that announcements were made, said Brienna Schuette, the fair's Marketing and Communications manager.

Announcements such as new foods were done through every platform used, including Facebook, Twitter, the fair's website, new releases and emailed statements, tying it all back to a photo gallery on the website that showed items such as bacon ice cream, camel burger sliders, eggplant fries and gluten-free risotto poppers.

"We tried to create much more excitement surrounding these announcements and succeeded by holding the announcement until a specific date, teasing up to it on those platforms and then announcing across the multiple channels with visuals," Schuette said. 

Interviewed for this story: **Amanda Blair**, (918) 744-1113; **Bonnie Brosious**, (610) 433-7541; **Kristin Chuckel**, (414) 266-7000; **Chris Giordano**, (318) 635 1361; **Sue Gooding**, (214) 565-9931; **Gary Goodman**, (803) 799-3387; **Bob Hohenstein**, (305) 223-7060; **Vicki Imperati**, (845) 876-4000; **Brienna Schuette**, (651) 288-4400; **Leroy Shafer**, (832) 667-1000; **Jim Tucker**, (417) 862-5771; **Wesley Wyatt** and **Sarah Ray**, (919) 821 7400