

2011 YEAR-END REPORT

>> TOP 50 FAIRS IN NORTH AMERICA IN 2011 <<

State Fair of Texas Dallas 2011 Dates: Sept. 30-Oct. 23 2012 Dates: Sept. 28-Oct. 21	2011 RANK : 1	2010 RANK : 1	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 3,000,000 (estimate)		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 3,000,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$16	
	COMMENTS : Followed up a record year in 2010 of food and ride sales (\$37 million) with \$35 million sales in 2011. The State Fair of Texas was also the location for some scenes of the updated version of the hit TV show "Dallas," which features some of the old cast members. Great weather, stellar entertainment, four new rides and amazing food also contributed to strong sales.			
Houston Livestock Show & Rodeo 2011 Dates: March 1-20 2012 Dates: Feb. 28 - March 18	2011 RANK : 2	2010 RANK : 2	PERCENTAGE CHANGE : +5.5%	YEAR-ROUND BUDGET : \$80.7 million
	2011 ATTENDANCE : 2,262,834		2011 RODEO HOUSTON : 1,225,323	2010 ATTENDANCE : 2,144,077
	GATE REVENUE : \$44,140,322		ADULT ADMISSION PRICE : \$7	
	COMMENTS : The 2011 Houston Livestock Show & Rodeo enjoyed a record general attendance. For the first time in its history, annual operating revenues exceeded \$100 million. The livestock show was marred by an accident in which a 47-year-old Houston man fell out of his car while riding the Hi-Miler rollercoaster, dropping 28 feet to the pavement. He did not survive.			
Minnesota State Fair St. Paul 2011 Dates: Aug. 25-Sept. 5 2012 Dates: Aug. 23-Sept. 3	2011 RANK : 3	2010 RANK : 3	PERCENTAGE CHANGE : -1.1%	YEAR-ROUND BUDGET : \$38 million
	2011 ATTENDANCE : 1,769,872		2011 PAID ATTENDANCE : 1,769,872	2010 ATTENDANCE : 1,776,211
	GATE REVENUE : \$17 million		ADULT ADMISSION PRICE : \$12	
	COMMENTS : The 2011 Minnesota State Fair launched an app this year for iPhone and Android. As of the last day of the fair, iPhone downloads totaled 50,195 and Android 46,888. This was the third year in a row that attendance at the fair exceeded 1.75 million.			
Los Angeles County Fair Pomona, Calif. 2011 Dates: Sept. 3-Oct. 2 2012 Dates: Sept. 1-30	2011 RANK : 4	2010 RANK : 4	PERCENTAGE CHANGE : +8.6%	YEAR-ROUND BUDGET : \$67 million
	2011 ATTENDANCE : 1,492,762		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,374,673
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12-\$17	
	COMMENTS : The L.A. County Fair welcomed 92,000 visitors opening day before facing 100-degree weather, slowing attendance. The most successful promotions were \$10 tickets valid any day of the week when bought at Ralphs grocery stores and season passes.			
San Antonio Stock Show & Rodeo 2011 Dates: Feb. 3-20 2012 Dates: Feb. 9-26	2011 RANK : 5	2010 RANK : 5	PERCENTAGE CHANGE : +6.1%	YEAR-ROUND BUDGET : \$25 million
	2011 ATTENDANCE : 1,437,316		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,354,186
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7 (grounds) \$10-\$200 (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. 2011 Dates: June 10-July 4 2012 Dates: June 8-July 4	2011 RANK : 6	2010 RANK : 6	PERCENTAGE CHANGE : +5.5%	YEAR-ROUND BUDGET : \$61 million
	2011 ATTENDANCE : 1,412,113		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,338,500
	GATE REVENUE : \$7.9 million		ADULT ADMISSION PRICE : \$13	
	COMMENTS : The San Diego County Fair wrapped up the 22-day event with an attendance record. The "Race to the Fair" theme focused on cars and included an extensive car exhibit, which changed four separate times in honor of Southern California's car culture. Food and beverage grosses were up 14 percent to about \$14.1 million.			
Orange County Fair Costa Mesa, Calif. 2011 Dates: July 15-Aug. 14 2012 Dates: July 13- Aug. 12	2011 RANK : 7	2010 RANK : 9	PERCENTAGE CHANGE : +21.2%	YEAR-ROUND BUDGET : \$30.1 million
	2011 ATTENDANCE : 1,400,280		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,154,969
	GATE REVENUE : \$9.2 million		ADULT ADMISSION PRICE : \$11	
	COMMENTS : The OC Fair boasted record-breaking attendance with more than 1.4 million visitors for the first time. Sale of the fairgrounds to Facilities Management West for \$100 million did not go through. Renovations of the Main Mall have started and will cost an estimated \$2 million, to be completed April 2012.			
Canadian National Exhibition (CNE) Toronto 2011 Dates: Aug. 19-Sept. 5 2012 Dates: Aug. 17-Sept. 3	2011 RANK : 8	2010 RANK : 7	PERCENTAGE CHANGE : +0.8%	YEAR-ROUND BUDGET : \$24.6 million
	2011 ATTENDANCE : 1,310,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,300,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$16 (Canadian)	
	COMMENTS : The air show at the end of the fair usually means attendance for the last half of the fair exceeds the first half. However, this year's CNE saw an increase of attendees earlier in the run. Research showed that they had many first-time visitors in 2011.			
Eastern States Exposition (The Big E) West Springfield, Mass. 2011 Dates: Sept. 16-Oct. 2 2012 Dates: Sept. 14-30	2011 RANK : 9	2010 RANK : 8	PERCENTAGE CHANGE : -2.2%	YEAR-ROUND BUDGET : \$18.4 million
	2011 ATTENDANCE : 1,201,428		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,228,418
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15 (weekends)	
	COMMENTS : This year marked the 95th edition of The Big E. Food and beverage were down two percent, in line with attendance, but the carnival gross for North American Midway Entertainment was up four percent over last year. The entertainment highlight this year was Blake Shelton, who sold out the 6,700-seat Comcast Arena.			
Calgary (Alberta) Stampede 2011 Dates: July 8-17 2012 Dates: July 6-15	2011 RANK : 10	2010 RANK : 10	PERCENTAGE CHANGE : +2.5%	YEAR-ROUND BUDGET : \$127 million
	2011 ATTENDANCE : 1,174,697		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,145,394
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15 (Canadian)	
	COMMENTS : 2012 will mark the 100th year of the Calgary Stampede. Stampede Park welcomes about 3.6 million visitors year round.			
Tulsa (Okla.) State Fair 2011 Dates: Sept. 29-Oct. 9 2012 Dates: Sept. 27-Oct. 7	2011 RANK : 11	2010 RANK : 12	PERCENTAGE CHANGE : +3.1%	YEAR-ROUND BUDGET : \$22 million
	2011 ATTENDANCE : 1,131,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,097,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8 weekdays, \$10 weekends	
	COMMENTS : Celebrated the 200th anniversary of Modern Agricultural Fairs in the United States with interactive exhibits by Southwest Dairy Farmers, Thank a Farmer, the Oklahoma Steam Engine & Gas Engine Association, John Deere Combine Simulation and more.			
Iowa State Fair Des Moines 2011 Dates: Aug. 11-21 2012 Dates: Aug. 9-19	2011 RANK : 12	2010 RANK : 18	PERCENTAGE CHANGE : +11.7%	YEAR-ROUND BUDGET : \$18 million
	2011 ATTENDANCE : 1,080,959		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 967,381
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 at gate; \$7 advance	
	COMMENTS : The fair was challenged with hot weather and the last-minute cancellation of a sellout concert by Sugarland, but rose above with a near 12-percent attendance increase. Omaha, added last year as a target audience, was marketed to again this year.			

SOURCE: Venues Today Research

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Arizona State Fair Phoenix 2011 Dates: Oct. 14-Nov. 6 2012 Dates: Oct. 12-Nov. 4	2011 RANK : 13	2010 RANK : 15	PERCENTAGE CHANGE : +3.5%	YEAR-ROUND BUDGET : \$12 million
	2011 ATTENDANCE : 1,077,891		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,041,329
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Arizona State Fair is closed both Mondays and Tuesdays. The Monday closure has been going on for some time, but this was the second year of the Tuesday closures, which are planned again for 2012.			
Western Washington Fair Puyallup 2011 Dates: Sept. 9-25 2012 Dates: Sept. 7-23	2011 RANK : 14	2010 RANK : 14	PERCENTAGE CHANGE : -0.6%	YEAR-ROUND BUDGET : \$23 million
	2011 ATTENDANCE : 1,059,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,065,208
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$11	
	COMMENTS : Portland, Ore.-based Funtastic Shows placed 72 rides on the midway. It was the second year of the 'Fun Card' system, which is like a carnival ticket debit card, and contributed to increased carnival revenues. A half-off rides and games promotion helped give the fair's first Monday its highest attendance since 1997.			
Erie County Fair Hamburg, N.Y. 2011 Dates: Aug. 10-21 2012 Dates: Aug. 8-19	2011 RANK : 15	2010 RANK : 16	PERCENTAGE CHANGE : +3%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 1,053,150		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,022,164
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : This was a record year for the Erie County Fair, which has just launched a new mobile app for Apple and Android phones. The fairgrounds sit on 275 acres.			
North Carolina State Fair Raleigh 2011 Dates: Oct. 13-23 2012 Dates: Oct. 11-21	2011 RANK : 16	2010 RANK : 13	PERCENTAGE CHANGE : -7.6%	YEAR-ROUND BUDGET : \$16 million
	2011 ATTENDANCE : 1,009,173		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,091,887
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : The N.C. State Fair reached 1 million attendees for the second year in a row. Great weather and a particularly strong closing weekend led to the second-highest attendance in fair history.			
Fort Worth (Texas) Stock Show & Rodeo 2011 Dates: Jan. 14-Feb. 5 2012 Dates: Jan. 13-Feb. 4	2011 RANK : 17	2010 RANK : 21	PERCENTAGE CHANGE : +0.4%	YEAR-ROUND BUDGET : \$17 million
	2011 ATTENDANCE : 930,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 926,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 general admission; \$16-\$22 rodeo	
	COMMENTS : The event had a slight increase in attendance, but was affected by icy and cold weather the last few days of the show. The Super Bowl also came into Dallas, which contributed to decreased attendance.			
New York State Fair Syracuse 2011 Dates: Aug. 25-Sept. 5 2012 Dates: Aug. 23-Sept. 3	2011 RANK : 18	2010 RANK : 17	PERCENTAGE CHANGE : -8.9%	YEAR-ROUND BUDGET : \$19 million
	2011 ATTENDANCE : 917,464		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 999,845
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Two very heavy days of rain, brought by Hurricanes Irene and Lee, caused this year's attendance to suffer. Grandstand concert attendance was down over 10,000 this year to 63,518. The marketing budget was cut by \$900,000 to \$600,000 due to state budget cuts.			
Wisconsin State Fair West Allis 2011 Dates: Aug. 4-15 2012 Dates: Aug. 2-12	2011 RANK : 19	2010 RANK : 22	PERCENTAGE CHANGE : +4%	FAIR-TIME BUDGET : \$17.8 million
	2011 ATTENDANCE : 911,231		2011 PAID ATTENDANCE : 627,395	2010 ATTENDANCE : 876,020
	GATE REVENUE : \$5.4 million		ADULT ADMISSION PRICE : \$9	
	COMMENTS : Great weather and a message emphasizing affordability drove attendance up. Fairgoers 18 and younger could not enter the fair after 5 p.m. unless accompanied by an adult 21 years or older, a policy instituted after violence broke out on the midway the first evening of the fair.			
Oklahoma State Fair Oklahoma City 2011 Dates: Sept. 15-25 2012 Dates: Sept. 13-23	2011 RANK : 20	2010 RANK : 11	PERCENTAGE CHANGE : -18.2%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 900,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 1,100,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$9 gate, \$7 advance	
	COMMENTS : The admission price was raised \$1 this year, with advance deals for the same price as last year.			
Indiana State Fair Indianapolis 2011 Dates: Aug. 5-21 2012 Dates: Aug. 3-19	2011 RANK : 21	2010 RANK : 19	PERCENTAGE CHANGE : -8.4%	YEAR-ROUND BUDGET : \$23 million
	2011 ATTENDANCE : 872,312		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 952,020
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : During its third year as a 17-day fair, the event closed its doors for the day Aug. 14 in reaction to the devastating grandstand stage collapse that killed five and injured dozens more. The stage collapse marked the second tragic incident at the fairgrounds. In January, a 20-year-old man was shot and killed at a dance organized by a local promoter.			
Ohio State Fair Columbus 2011 Dates: July 25-Aug. 5 2012 Dates: July 25-Aug. 5	2011 RANK : 22	2010 RANK : 23	PERCENTAGE CHANGE : +2.6%	YEAR-ROUND BUDGET : \$13 million
	2011 ATTENDANCE : 833,304		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 812,237
	GATE REVENUE : \$2.2 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Though attendance was up this year, concessions were down 3.5 percent. Big Time Rush sold out the 10,000-seat WCOL Celeste Center. Beer and wine were available at select locations for the first time.			
Illinois State Fair Springfield 2011 Dates: Aug. 12-21 2012 Dates: Aug. 9-19	2011 RANK : 23	2010 RANK : 24	PERCENTAGE CHANGE : +7%	YEAR-ROUND BUDGET : \$12.1 million
	2011 ATTENDANCE : 817,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 763,000
	GATE REVENUE : \$787,846		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Jason Aldean, with Chris Young and Thompson Square, drew the largest grandstand audience ever at Illinois State Fair with 15,329 attendees.			
Pacific National Exhibition Vancouver, B.C. 2011 Dates: Aug. 20-Sept. 5 2012 Dates: Aug. 18-Sept. 3	2011 RANK : 24	2010 RANK : 20	PERCENTAGE CHANGE : -14.3%	YEAR-ROUND BUDGET : \$42 million
	2011 ATTENDANCE : 803,598		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 937,485
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$20 (Canadian)	
	COMMENTS : This year PNE offered over \$3 million in free entertainment with admission. Attendance was down from last year's centennial celebration. The new AtmosFEAR ride scared over 51,000 guests during its first fair.			

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California State Fair Sacramento 2011 Dates: July 14-31 2012 Dates: July 12-29	2011 RANK : 25	2010 RANK : 27	PERCENTAGE CHANGE : -0.8%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 736,355		2011 PAID ATTENDANCE : 521,083	2010 ATTENDANCE : 742,352
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12	
	COMMENTS : This was the second year the fair moved from its traditional August dates to July. Running one day shorter than 2010, average daily attendance was up 5%. More than 11,000 '100 Golden Deals!' the Ultimate Coupon Book were sold.			
Edmonton's Capital EX Edmonton, Alberta 2011 Dates: July 22-31 2012 Dates: July 20-29	2011 RANK : 26	2010 RANK : 26	PERCENTAGE CHANGE : -4.6%	YEAR-ROUND BUDGET : \$22 million
	2011 ATTENDANCE : 713,546		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 747,660
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12 (Canadian)	
	COMMENTS : This was the second year of increased admission prices for Edmonton's Capital EX. The admission price included all entertainment at the TELUS Stage.			
Mississippi State Fair Jackson 2011 Dates: Oct. 5-16 2012 Dates: Oct. 3-14	2011 RANK : 27	2010 RANK : 28	PERCENTAGE CHANGE : +3.3%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 694,892		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 673,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$5	
	COMMENTS : Continuing \$5 admission and \$5 parking helped contribute to an attendance increase at the Mississippi State Fair. It has a mile-long midway and free entertainment.			
National Western Stock Show Denver 2011 Dates: Jan. 8-23 2012 Dates: Jan. 7-22	2011 RANK : 28	2010 RANK : 29	PERCENTAGE CHANGE : +1.9%	YEAR-ROUND BUDGET : \$15 million
	2011 ATTENDANCE : 644,818		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 633,033
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7-\$12	
	COMMENTS : Celebrating its 105th year, the show features livestock and horse shows and sales and 43 performances, including 23 PRCA Rodeos, 3 PBR Denver Chute Outs, Mexican Rodeo Extravaganza, Martin Luther King, Jr. African-American Heritage Rodeo.			
Kentucky State Fair Louisville 2011 Dates: Aug. 18-28 2012 Dates: Aug. 16-26	2011 RANK : 29	2010 RANK : 31	PERCENTAGE CHANGE : +0.4%	YEAR-ROUND BUDGET : \$10 million
	2011 ATTENDANCE : 605,565		2011 PAID ATTENDANCE : 605,565	2010 ATTENDANCE : 602,897
	GATE REVENUE : \$9 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Train, Maroon 5, Lady Antebellum, Luke Bryan, Jason Aldean and Boyz II Men, among others, played the 2011 Kentucky State Fair. Balloon Masters used over 3,000 balloons to construct a pop-able rainforest.			
Miami-Dade County Fair & Exposition Miami 2011 Dates: March 17-April 3 2012 Dates: March 15-April 1	2011 RANK : 30	2010 RANK : 38	PERCENTAGE CHANGE : +16.2%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 586,100		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 504,600
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Raising admission prices \$1 didn't hurt attendance at the 60th fair. Continuation of last year's \$5 before 5 p.m. promotion, with admission, food and rides deals, was a success.			
York (Pa.) Fair 2011 Dates: Sept. 9-18 2012 Dates: Sept. 7-16	2011 RANK : 31	2010 : 30	PERCENTAGE CHANGE : -6.9%	YEAR-ROUND BUDGET : \$6.5 million
	2011 ATTENDANCE : 567,052		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 609,319
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$6	
	COMMENTS : A week of tropical rains right before opening proved challenging for the York Fair as some roads were still closed due to flooding. Stormy weather continued throughout the fair. Big Time Rush was the most successful grandstand concert.			
South Florida Fair West Palm Beach 2011 Dates: Jan. 14-30 2012 Dates: Jan. 13-29	2011 RANK : 32	2010 RANK : 33	PERCENTAGE CHANGE : +3.5%	YEAR-ROUND BUDGET : \$10 million
	2011 ATTENDANCE : 564,655		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 545,561
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$15	
	COMMENTS : The fair will give out unlimited admission passes to centenarians to celebrate its own centennial in 2012.			
Big Fresno (Calif.) Fair 2011 Dates: Oct. 5-16 2012 Dates: Oct. 3-14	2011 RANK : 33	2010 RANK : 34	PERCENTAGE CHANGE : +1.2%	YEAR-ROUND BUDGET : \$9.9 million
	2011 ATTENDANCE : 549,155		2011 PAID ATTENDANCE : 271,601	2010 ATTENDANCE : 542,537
	GATE REVENUE : \$1.4 million		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Introduced the 4.0 & Above Program, in which Fresno County High School students who had GPAs of 4.0 or better received free admission to the fair. Concession numbers were up 5.1 percent from 2010.			
Wilson County Fair Lebanon, Tenn. 2011 Dates: Aug. 12-20 2012 Dates: Aug. 17-25	2011 RANK : 34	2010 RANK : 49	PERCENTAGE CHANGE : +37.5%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 545,945		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 397,075
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$7	
	COMMENTS : After having to close for a full day last year for the first time in history, Wilson County Fair came back to break attendance records in 2011. Attendance was up over 40,000 more than the previous record, set in 2009.			
Florida Strawberry Festival Plant City 2011 Dates: March 3-13 2012 Dates: March 1-11	2011 RANK : 35	2010 RANK : 36	PERCENTAGE CHANGE : +0.8%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 524,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 520,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : The 2012 theme will be "Growing Sweet Memories."			
Colorado State Fair Pueblo 2011 Dates: Aug. 26-Sept. 5 2012 Dates: Aug. 24-Sept. 3	2011 RANK : 36	2010 RANK : 37	PERCENTAGE CHANGE : -0.2%	YEAR-ROUND BUDGET : \$7.5 million
	2011 ATTENDANCE : 515,995		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 517,140
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 Fri.-Sun., \$7 Mon.-Thurs.	
	COMMENTS : There were several discount days and promotions in order to offset price increases.			
Great Allentown (Pa.) Fair 2011 Dates: Aug. 30-Sept. 5 2012 Dates: Aug. 28-Sept. 3	2011 RANK : 37	2010 RANK : 32	PERCENTAGE CHANGE : -11.5%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 492,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 556,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$6	
	COMMENTS : Reduced operating hours last year by opening at 1 p.m., but went back to the noon opening this year.			

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Florida State Fair Tampa 2011 Dates: Feb. 10-21 2012 Dates: Feb. 9-20	2011 RANK : 38	2010 RANK : N/A	PERCENTAGE CHANGE : +37.5%	YEAR-ROUND BUDGET : \$17 million
	2011 ATTENDANCE : 486,681		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 354,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10 weekdays, \$12 weekends	
	COMMENTS : After dipping out of the top 50 fairs last year, Florida State Fair is coming back strong. Various promotions, including a \$5 before 5 p.m. deal, helped the fair increase attendance.			
Topsfield (Mass.) Fair 2011 Dates: Sept. 30-Oct. 10 2012 Dates: Sept. 28-Oct. 8	2011 RANK : 39	2010 RANK : 43	PERCENTAGE CHANGE : +13.6%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 486,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 428,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$12 weekends, \$10 weekdays	
	COMMENTS : Despite having to close early on Oct. 4 due to inclement weather, the fair saw a big jump in attendance this year. Free performances, including Sean Kingston and several local bands, helped.			
Alameda County Fair Pleasanton, Calif. 2011 Dates: June 22-July 10 2012 Dates: June 20-July 8	2011 RANK : 40	2010 RANK : 44	PERCENTAGE CHANGE : +8.2%	YEAR-ROUND BUDGET : N/A
	2011 ATTENDANCE : 452,746		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 418,499
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : This year, the creation of the world's largest burger by concessionaires Ovations and Juicy's Outlaw BBQ Grill brought lots of attention to Alameda County Fair. Next year is the fair's centennial.			
Arkansas State Fair Little Rock 2011 Dates: Oct. 14-23 2012 Dates: Oct. 12-21	2011 RANK : 41	2010 RANK : 40	PERCENTAGE CHANGE : -5.4%	YEAR-ROUND BUDGET : \$5 million
	2011 ATTENDANCE : 446,573		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 472,194
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Rain dampened attendance in 2011. For the third year in a row, free parking and admission were offered for those who wanted to "Lunch at the Fair," Monday through Friday from 11 a.m. to 1 p.m.			
South Carolina State Fair Columbia 2011 Dates: Oct. 12-23 2012 Dates: Oct. 10-21	2011 RANK : 42	2010 RANK : 39	PERCENTAGE CHANGE : -10.2%	YEAR-ROUND BUDGET : \$7 million
	2011 ATTENDANCE : 442,350		2011 PAID ATTENDANCE : 302,623	2010 ATTENDANCE : 492,395
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Rain on four of the 12 fair days hurt attendance. A 'chef-showdown' helped entice visitors.			
Georgia National Fair Perry 2011 Dates: Oct. 6-16 2012 Dates: Oct. 4-14	2011 RANK : 43	2010 RANK : 41	PERCENTAGE CHANGE : -5.4%	YEAR-ROUND BUDGET : \$8.6 million
	2011 ATTENDANCE : 439,931		2011 PAID ATTENDANCE : 227,563	2010 ATTENDANCE : 465,053
	GATE REVENUE : \$1.7 million		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Four days of rain hurt attendance. Blake Shelton played a sold-out concert.			
California Mid-State Fair Paso Robles 2011 Dates: July 20-31 2012 Dates: July 18-29	2011 RANK : 44	2010 RANK : N/A	PERCENTAGE CHANGE : +8.8%	YEAR-ROUND BUDGET : \$7 million
	2011 ATTENDANCE : 434,250		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 399,122
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : A wide variety of entertainment choices helped post a 25-percent increase in concert attendance over last year, with 83,772 attending shows. Concessions were up over 20 percent. Next years theme will be "The Great American Road Trip." Alabama is confirmed to play for 2012.			
State Fair of Louisiana Shreveport 2011 Dates: Oct. 27-Nov. 13 2012 Dates: Oct. 25-Nov. 11	2011 RANK : 45	2010 RANK : 42	PERCENTAGE CHANGE : -7%	YEAR-ROUND BUDGET : \$3 million
	2011 ATTENDANCE : 419,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 450,630
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Heavy rain on opening day softened attendance. Offered free admission weekdays 10 a.m. to 3 p.m. and had one Friday where admission was a dollar all day. Considering raising admission prices by \$2 next year.			
Pennsylvania Farm Show Harrisburg 2011 Dates: Jan. 8-15 2012 Dates: Jan. 7-14	2011 RANK : 46	2010 RANK : 48	PERCENTAGE CHANGE : None	YEAR-ROUND BUDGET : \$9.5 million
	2011 ATTENDANCE : 400,000		2011 PAID ATTENDANCE : Free gate	2010 ATTENDANCE : 400,000+
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : Free	
	COMMENTS : 2011 date included new family living classes, horse-pulling contests and a return appearance by country singer Glen Shelton.			
New Mexico State Fair Albuquerque 2011 Dates: Sept. 9-25 2012 Dates: N/A	2011 RANK : 47	2010 RANK : 35	PERCENTAGE CHANGE : -25.4%	YEAR-ROUND BUDGET : \$14 million
	2011 ATTENDANCE : 399,529		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 535,567
	GATE REVENUE : \$6.1 million		ADULT ADMISSION PRICE : \$7	
	COMMENTS : The fair shortened the run from 17 to 14 days last year. The grounds were kept mostly dark on Mondays and Tuesdays, with only 4-H, horse and livestock events taking place.			
Kern County Fair Bakersfield, Calif. 2011 Dates: Sept. 21- Oct. 2 2012 Dates: Sept. 19-30	2011 RANK : 48	2010 RANK : N/A	PERCENTAGE CHANGE : +4%	YEAR-ROUND BUDGET : \$5 million
	2011 ATTENDANCE : 385,167		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 370,187
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$8	
	COMMENTS : Mild weather helped the fair increase its attendance by four percent. The 2012 theme will be "Let's Bust a Moo!"			
Pensacola (Fla.) Interstate Fair 2011 Dates: Oct. 20-30 2012 Dates: Oct. 18-28	2011 RANK : 49	2010 RANK : N/A	PERCENTAGE CHANGE : +3.4%	YEAR-ROUND BUDGET : \$2.5 million
	2011 ATTENDANCE : 352,000		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 330,000
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Pensacola Interstate Fair had beautiful weather this year.			
Evergreen State Fair Monroe, Wash. 2011 Dates: Aug. 25-Sept. 5 2012 Dates: Aug. 23-Sept. 3	2011 RANK : 50	2010 RANK : 25	PERCENTAGE CHANGE : -56.5%	YEAR-ROUND BUDGET : \$6.4 million
	2011 ATTENDANCE : 327,974		2011 PAID ATTENDANCE : N/A	2010 ATTENDANCE : 754,805
	GATE REVENUE : N/A		ADULT ADMISSION PRICE : \$10	
	COMMENTS : Went to electronic ticketing for accurate counts. This was the best year in revenue ever.			

SOURCE: Venues Today Research