



November 2, 2010

To: All Fair CEOs

Subject: Economic Impact Update

The Division of Fairs and Expositions is pleased to provide you with an updated report of economic impacts for your fair. With this printed package is a fair-specific CD with electronic files including a template for you to annually update your fair's economic impact report. We trust you'll find this information useful in promoting your fair's economic importance to the local community and others.

Your updated report covers the years 2003-2009 and is derived from information provided with your statement of operations (STOP) adjusted for inflation. While you've been able to calculate your fair's economic impacts for spending, income and jobs from formulas provided in the 2002 original report, you'll find we've provided a formula for estimating tax impacts as well.

Your fair's updated report of economic impacts is provided based primarily on your annual attendance and operating expenditures as reported in your annual STOP. In addition, each fair has unique factors for calculating its economic impacts. Meaning, we use the same formulas for each fair but with unique factors within those formulas that are specific to your fair. The factors were developed based on findings from the 2002 original report but the tax impacts factor was developed this year.

We hope this information will support your continued confidence in speaking to the strong economic contributions made by the fair. As always, we welcome your comments and questions and look forward to working closely with you in promoting fairs for the benefit of our communities.

Sincerely,

Michael F. Treacy
Director

