



## Economic Impact of California Fairs



# Exploring a California Goldmine

- Extensive analysis and report
  - Fair and partner financials / custom surveys
  - Direct impacts / indirect and induced
  - Implan input-output modeling



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- CA Fairs contribute \$2.55B in economic impacts
  - Spending \$963M
  - Income exceeds \$791M
  - Jobs 28,000
  - Tax Revenues \$136M



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# Exploring a California Goldmine

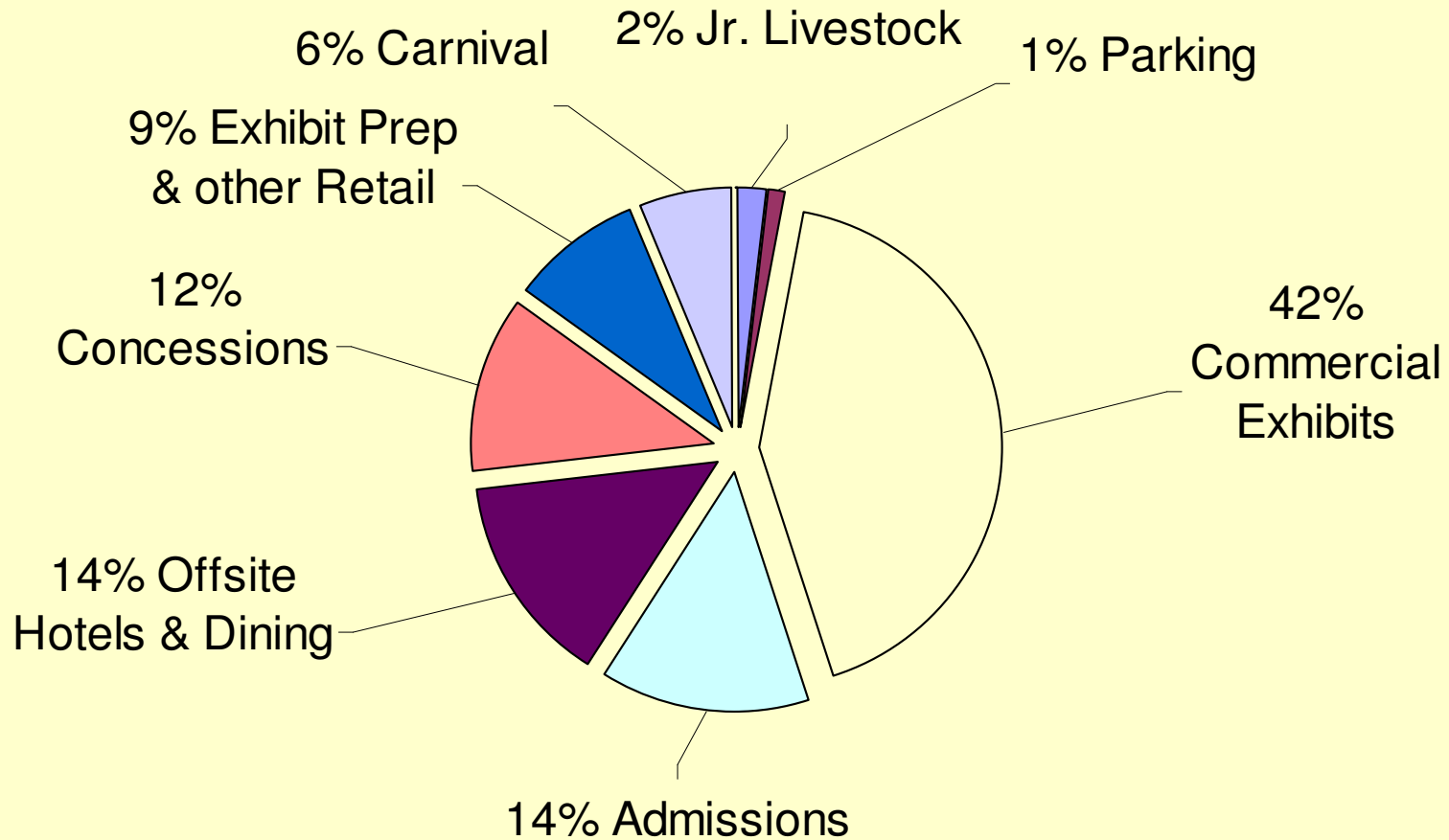
- Full Report Limitations
  - Horse racing and satellite wagering
  - Non-profits' fund raising
  - Substituted case studies



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## Attendee Spending Categories





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# Economic Impact Update

- Fair specific and based on:
  - Attendance fairtime and interim
  - Operating expenditures



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# Economic Impact Update

- For the period 2003-2009
  - Trendline
  - Template in MS Excel
  - Fair brochure



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# Economic Impact Update

- Formulas, Factors and CPI
  - Including tax impacts
  - Leakages and substitutions



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# Economic Impact Update

- Fairs as compared to others:
  - CA GDP is \$1.85 trillion (2008)
  - CA agriculture
    - \$36.6B industry with at least \$100B in econ output
    - 88,000 farms and ranches
  - CA new housing construction
    - \$13.8B and 77,000 jobs (0.4% CA output)



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# Economic Impact Update

- Be conversant
  - The reality is perception drives “facts”
  - Tools to “close the gap” or put in context
  - Now is the new “normal”