

Please help us document the economic importance of Pennsylvania's fair industry by checking the appropriate box or by writing in the answer. All information is strictly confidential. Please do not use symbols such as "\$" or "%" when you enter any numbers. Also, please do not use commas, decimal points or quotation marks. To answer \$10,000 simply type 10000.

1. Name of fair:

2. Principal county where located:

3. Address:

Street 1:

Street 2:

City:

Zip Code:

E-Mail:

Telephone:

Fax:

Website:

4. How long has your fair existed?

Number of years:

5. How many acres of land does your fair facility occupy?

Number of acres:

6. What activities, attractions and events do you offer during the fair period? Please check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> Agricultural sales | <input type="checkbox"/> Craft exhibits, fairs, sales or competitions | <input type="checkbox"/> Games |
| <input type="checkbox"/> Agricultural shows/displays | <input type="checkbox"/> Cultural exhibits | <input type="checkbox"/> Harvest festivals |
| <input type="checkbox"/> Auctions | <input type="checkbox"/> Educational events | <input type="checkbox"/> Home and garden shows |
| <input type="checkbox"/> Automobile competitions, shows or motorized racing | <input type="checkbox"/> Equine or horse racing events | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Boat and RV parking, camping | <input type="checkbox"/> Equipment shows | <input type="checkbox"/> Private parties, banquets, dinners, weddings, etc. |
| <input type="checkbox"/> Carnival/rides | <input type="checkbox"/> Farmers' markets | <input type="checkbox"/> Recreation/sports competitions |
| <input type="checkbox"/> Commercial sales | <input type="checkbox"/> Food and beverages | <input type="checkbox"/> Social group activities, displays or events |
| <input type="checkbox"/> Concerts and other entertainment | <input type="checkbox"/> Food and wine expos or tasting events | |
| <input type="checkbox"/> Other (please specify) | | |

7. What activities, attractions and events do you offer outside the period when your fair is taking place? Please check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> Agricultural sales | <input type="checkbox"/> Craft exhibits, fairs, sales or competitions | <input type="checkbox"/> Games |
| <input type="checkbox"/> Agricultural shows/displays | <input type="checkbox"/> Cultural exhibits | <input type="checkbox"/> Harvest festivals |
| <input type="checkbox"/> Auctions | <input type="checkbox"/> Educational events | <input type="checkbox"/> Home and garden shows |
| <input type="checkbox"/> Automobile competitions, shows or motorized racing | <input type="checkbox"/> Equine or horse racing events | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Boat and RV parking, camping | <input type="checkbox"/> Equipment shows | <input type="checkbox"/> Private parties, banquets, dinners, weddings, etc. |
| <input type="checkbox"/> Carnival/rides | <input type="checkbox"/> Farmers' markets | <input type="checkbox"/> Recreation/sports competitions |
| <input type="checkbox"/> Commercial sales | <input type="checkbox"/> Food and beverages | <input type="checkbox"/> Social group activities, displays or events |
| <input type="checkbox"/> Concerts and other entertainment | <input type="checkbox"/> Food and wine expos or tasting events | |
| <input type="checkbox"/> Other or None (please specify) | | |

8. Over the last five years, what were your AVERAGE annual revenues or sales for each of the following categories (in dollars, but please don't use dollar symbols)?

Admission fees	<input type="text"/>
Advertising revenue	<input type="text"/>
Concession fees	<input type="text"/>
Donations	<input type="text"/>
Entry fees	<input type="text"/>
Other real estate revenue	<input type="text"/>
Parking fees	<input type="text"/>
Rent	<input type="text"/>
Service charges	<input type="text"/>

9. What were your total revenues per year for the last 5 years (in dollars)? Your answer for 2011 should equal the total for all answers to the two previous questions combined. This information is extremely important to our survey, so please share it with the understanding it is strictly confidential. Your answers will only be known to our consultant. The data will only be used in collected format such that no individual data is ever disclosed. Once collected, the individual answers will be destroyed.

2007	<input type="text"/>
2008	<input type="text"/>
2009	<input type="text"/>
2010	<input type="text"/>
2011	<input type="text"/>

10. What are your projected revenues per year for the next 5 years (in dollars, but please don't use dollar symbols)?

2012	<input type="text"/>
2013	<input type="text"/>
2014	<input type="text"/>
2015	<input type="text"/>
2016	<input type="text"/>

11. Please estimate your operating expenses this year on each of the following items (in dollars, but please don't use dollar symbols)? If they are capital expenses, however, please record them in answer to the next question and NOT here.

Advertising, marketing and public relations	<input type="text"/>
Entertainment and exhibit expenses	<input type="text"/>
Insurance	<input type="text"/>
Labor expenses	<input type="text"/>
Maintenance and repairs	<input type="text"/>
Premiums and prizes	<input type="text"/>
Retail goods for resale	<input type="text"/>
Taxes (sales & other)	<input type="text"/>
Utility expenses	<input type="text"/>
Transportation/vehicular expenses	<input type="text"/>
Other and miscellaneous	<input type="text"/>

12. How much capital have you invested in your facilities over the LAST 5 years combined (in dollars, but please don't use dollar symbols)? Please include all land purchases and investments in depreciable assets. Do not include operating expenses.

Buildings	<input type="text"/>
Equipment	<input type="text"/>
Land	<input type="text"/>
Other and miscellaneous	<input type="text"/>

13. How much capital do you plan to invest in your facilities over the NEXT 5 years combined (in dollars, but please don't use dollar symbols)? Please include all land purchases and investments in depreciable assets. Do not include operating expenses.

Buildings	<input type="text"/>
Equipment	<input type="text"/>
Land	<input type="text"/>
Other and miscellaneous	<input type="text"/>

14. What percentage of your purchases do you estimate are made within Pennsylvania, as opposed to other states (please do not use percentage symbols)?

Operating expenditures

Capital expenditures

15. How many individuals are directly employed by your fair (as opposed to other organizations using your facilities)?

Full-time

Part-time

16. How many individuals provide volunteer support to your fair (as opposed to other organizations using your facilities)?

Administrative help (including board and committee members)

Other fair support activities

17. How do you promote your fair and associated activities? Please check all that apply.

- Billboards
 - Direct mail
 - E-mail list
 - Internet website
 - Other (please specify)
 - Magazines
 - Newsletters
 - Newspapers
 - Posters
 - Radio
 - Television
-

18. What is your normal annual fair attendance (as opposed to other activities on site)?

- < 15,000
- 15,000 - 30,000
- 30,000 - 45,000
- 45,000 - 60,000
- 60,000 - 75,000
- 75,000 - 100,000
- 100,000 - 125,000
- 125,000 - 150,000
- 150,000 +

19. What is your estimated annual attendance at other events held on your fairgrounds over the course of a year?

- < 15,000
- 15,000 - 30,000
- 30,000 - 45,000
- 45,000 - 60,000
- 60,000 - 75,000
- 75,000 - 100,000
- 100,000 - 125,000
- 125,000 - 150,000
- 150,000 +

20. How many days per year is your annual fair open?

Number of days:

21. How many days per year are your facilities used for other non-fair events?

Number of days:

22. Where do your fair attendees come from (to the best of your knowledge)? Please indicate the percentage that comes from each location and make sure the total is 100% (but please do not use percentage symbols).

Home county	<input type="text"/>
Adjoining counties	<input type="text"/>
Elsewhere in Pennsylvania	<input type="text"/>
Ohio	<input type="text"/>
West Virginia	<input type="text"/>
Maryland	<input type="text"/>
New York	<input type="text"/>
New Jersey	<input type="text"/>
Washington, DC	<input type="text"/>
Virginia	<input type="text"/>
Other states	<input type="text"/>
Other countries	<input type="text"/>

23. Do you make your facilities available for other non-profit community activities or events outside of fair week? Check all that apply.

- Youth educational events such as 4-H, Scouts or school classes and trips
- Seminars, education and training for adults
- Livestock shows, horse shows or other farm-related events
- Entertainment events
- Equipment shows
- Recreational competitions
- Other events or fund-raising:

Other (please specify)

24. How do you rate the potential for growing your fair in the foreseeable future?

	Little or no potential	Moderate potential	Excellent potential	N/A
Increasing attendance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving revenues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanding days of fair operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanding days of use for other activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanding employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding exhibitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding entertainment and other shows and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

25. Is there anything else you would like to tell us about the contributions of your fair to the community in which operate?