



News Release

For Immediate Release

July 18, 2015

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Santa Barbara County Fair wraps up a successful 125th season

SANTA MARIA – Warm, cloudless skies combined with an expanded carnival, and big-name entertainment worked to create a successful season for the 125th Santa Barbara County Fair, which ran July 13-17. Fair officials were still tabulating various numbers, but reported that fair gate admission revenues were up 11.7%, with nearly 145,000 total people admitted.

Carnival revenues were reported as up slightly, and food and beverage revenues—while still being tabulated—were also trending slightly upward. Total competitive entries in the fair and total livestock auction sales were both flat with 2015. The auction totals were just over \$2.9 million.

Santa Maria Fairpark CEO Richard Persons said that he believes this year’s Fair lived up to its theme, “A Fair to Remember.”

“We implemented some layout changes, brought in some unique exhibits and top-notch entertainment, and just really tried to give the fair a fresh feel, while holding on to those aspects that the community has come to look forward to each year,” Persons said.

Two additional discount days, a \$3 before 3 p.m. admission promotion on Thursday and Friday, was well-received by attendees. The promotion on Friday, coupled with that night’s Dwight Yoakam concert drew attendees from well out of the area. Organizers received comments from attendees who had traveled from as far away as the L.A. area because “nowhere else could they catch Yoakam in concert for just \$3.”

Fairgoers enjoyed a more convenient ride layout and an expanded carnival operated by Helms and Sons Amusements, with more rides, including six rides that have never been to the Santa Barbara County Fair.

Organizers did face a few challenges, with a last-minute cancellation by one of the headline performers scheduled for Thursday, July 14, but with some quick work they were able to secure three-time GRAMMY winning artists the Pointer Sisters for that spot.

For more information, visit www.santamariafairpark.com or Like us on [Facebook](#).

About the Santa Maria Fairpark

The Santa Maria Fairpark serves as the hub for major events and community activities on California's Central Coast. The state-owned facility hosts the annual Santa Maria Valley Strawberry Festival, which attracts more than 60,000 people, and is home to its headlining event the Santa Barbara County Fair, which is attended by more than 140,000 people.