

**Press Release**  
**For Immediate Release**

Media Contact:  
Anthony Fasone  
Press Relations  
916-235-9293  
[Anthony@FasoneWest.com](mailto:Anthony@FasoneWest.com)



## **ANOTHER RECORD-SETTING YEAR FOR THE SACRAMENTO COUNTY FAIR**

Sacramento, CA - The 2023 Sacramento County Fair was a huge success! A record-breaking livestock auction, fantastic weather and a safe and exciting family atmosphere once again provided amazing experiences for thousands of Sacramento area families and visitors. Fairgoers came out in full force over the Memorial Day holiday to support local businesses and enjoy all the fair had to offer.

The Midway of Fun carnival had two record setting days, with total gross sales of \$365,700, a 7% increase from 2022.

Food sales were also up by an impressive 32%, totaling \$770,632. This means that per capita spending for attendees on food was \$10.82 in 2023, which is \$3.40 higher than last year.

There was a modest single digit decline in paid attendance compared with 2022, with a total of 71,258 attendees. Despite the decrease in attendance, fairgoers came out and spent more money in their local community than ever before.

When asked, one fair attendee, giant stuffed sloth over his shoulder, gushed, "The Fair is a blast this year. We came to the rodeo on Saturday night with my in-laws, met another family here for the day on Sunday and I'm chaperoning my son and several friends here at the Carnival today (Monday). And I just blew them all away when I made the impossible free throw to win this big guy!"

The Junior Livestock and Ag Mechanic Auction was another highlight of the fair, topping out at well over \$1.5 million including add-ons. This incredible sum represents the highest revenue year ever for this once-a-year sale that is so critical to the success of these young agricultural entrepreneurs.

Fair CEO, Matt Cranford, had this to say about the success of the Sacramento County Fair 2023: "I am extremely excited to have completed another successful Sacramento County Fair. With some great numbers for the carnival and the concessions this year, you can really see how

everyone came out and really enjoyed themselves. With fantastic weather, a slightly bigger space and relatively flat attendance compared to last year, people enjoyed shorter lines and stayed longer. We are already looking at making next year's fair even better and anticipate an even bigger celebration for the community, and most importantly, for all the young men and women who bring their animals to auction." The 2023 fair truly brought the community together and we can't wait to see everyone again in 2024!