



Press Release

For Immediate Release

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Contact: Casey Douglass 805-925-8824, Ext 104

casey@santamariafairpark.com

Santa Barbara County Fair has Wrapped It's 5 Best Days of Summer!

The 2024 Santa Barbara County Fair is officially in the books! Fair officials have deemed the 5 Best Days of Summer a success!

New for this year at the Fair – Name Entertainment was showcased in the improved Clarence & Rosalie Minetti Arena and resulted in two “Sell Out” concerts: Friday night’s The Fray Concert and Sunday’s Jaripeo Quebradita sold out at maximum capacity! For the first time, the fair offered reserved paid seating on the arena floor but maintained the tradition of free bleacher access to our community. Entertainment was offered each night of the fair within the much-improved venue. Other acts included Lonestar, 38 Special and Summer Jam. The JF Will Company donated countless hours to arena improvements.

Beverage sales were up a whopping 18% overall for the 5 days this year due in part to the new Concert Series and other ground’s improvements.

Overall, competition entries were up at the Fair! “We saw 1,023 total exhibitors this year, and collectively they brought 1,000 more entries this year than in 2023,” said Caitlin Miller, Santa Maria Fairpark CEO.

Our youth livestock and small animal programs, along with the Ag Mechanics competition, are community favorites. This year, the annual auctions attracted many of our past buyers along with several new participants; and they all meant business. The generosity of the auction buyers produced total results exceeding last year, as all auctions generated a total of \$2.2 million in proceeds before add-ons, to benefit young people and recognize their hard work.

Anyone interested in supporting youth livestock exhibitors can add-on additional funds by visiting <https://stbarb.fairwire.com/addon.aspx>. Add-ons are open now through Sunday, July 21st at 11:59 pm.

There was a wide range of exhibits showcasing local talent in Horticulture, Floriculture,

Photography, Home Arts, Collections and Fine Arts presented for fairgoers to enjoy.

The Santa Maria Valley Quilt Guild displayed forty-two quilts, and their fundraiser successfully generated 25% more revenue than 2023.

Helm and Sons Amusement showed up and showed off with thirty-two Carnival rides and twenty games. Thousands of carnival fans came out this year to take part in all the spills and thrills of the carnival and many more participated in the games!

Thirty-three food vendors provided a wide range of favorites: funnel cakes, street tacos, kettle corn, ice cream, corndogs, and so much more. This year, food sales were up 8% over 2023!

Each year, the Santa Barbara County Fair hosts special days for reduced or free admission to the fair. On Thursday, seniors visited the fair at a discounted rate. Children ages 6-11 enjoyed free admission to the fair on Friday. Saturday saw over two hundred military personnel or law enforcement officers honored with free admission. Every day at the fair children five and under enjoyed free admission.

An expanded offering of children's programming was offered this year including Wild Science, Pig Races, Pony Rides, Petting Zoo, The Magic Bean Show, Dino's and Dragons, and Adam the Great Magician Show.

The newly added La Placita area was definitely a place to be during the fair. La Placita boasted free entertainment on the La Placita Stage, amazing food, and a place for fairgoers to rest and enjoy the center lawn. Grammy Award winning Mariachi Divas were featured on the free La Placita Stage, as well as the Outlaw Mariachis, The Great Pinata Drop, and so much more!

Overall, it was a very magical time at the 2024 Santa Barbara County Fair!

Join us July 9 – 13 for the 2025 version of the Santa Barbara County Fair in Santa Maria.





[Santa Maria Fairpark](#)



Santa Maria Fair Park | 937 South Thornburg Street | Santa Maria, CA 93458 US

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