2024
High-Level Estimated Economic & Fiscal Impact

WISCONSIN

Statewide

JOHNSON CONSULTING

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2024 | Annual Fairs

High-Level AVERAGE Estimated Economic and Fiscal Impact by IAFE Size Category (Attendance Range)

	<25K	25K-100K	100K-200K	1M+
Activity Volume				
Number of Fairs:	44	24	5	1
Fairs Attendance:	10,709	43,333	124,698	1,136,800
Out-of-Town Visitors:	3,844	5,114	17,248	194,564
Overnight Visitors:	1,136	314	1,256	17,799
Hotel Room Nights:	**669**	**185**	**739**	**10,470**
Estimated Spending Volume				
Spending at Fairs:	$267,714	$2,166,627	$6,234,880	$102,312,000
Spending Outside Fairs:	$536,193	$484,505	$1,671,599	$19,549,409
Fair Operational Spending:	$498,304	$1,287,863	$3,191,876	$46,195,826
Total Direct Spending:	**$1,302,211**	**$3,938,996**	**$11,098,355**	**$168,057,235**
Economic Impact				
Total Economic Impact:	**$2,881,265**	**$8,715,155**	**$24,540,120**	**$371,030,289**
Wages Created:	$947,707	$2,991,901	$8,386,722	$127,871,897
Ongoing Jobs Sustained:	21	66	187	2,864
Fiscal Impact				
State Sales Tax Revenues*:	$65,111	$196,950	$554,918	$8,402,862
State Hotel Tax Revenues:	-	-	-	-
Total Fiscal Impact:	**$65,111**	**$196,950**	**$554,918**	**$8,402,862**

**Includes General Sales Tax on lodging*

Source: BEA (RIMS II), Johnson Consulting

WISCONSIN
2024 | Annual Fair & Non-Fair Activities
High-Level AVERAGE Estimated Economic and Fiscal Impact

by IAFE Size Category (Attendance Range)

	<25K	25K-100K	100K-200K	1M+
Activity Volume				
Number of Fairs/ Fairgrounds:	44	24	5	1
Fair & Non-Fair Attendance:	19,519	94,894	169,998	1,435,327
Out-of-Town Visitors:	5,800	13,969	26,601	259,581
Overnight Visitors:	1,367	1,204	2,511	25,971
Hotel Room Nights:	**804**	**708**	**1,477**	**15,277**
Estimated Spending Volume				
Spending at Fairgrounds:	$487,985	$3,455,666	$7,367,380	$109,775,175
Spending Outside Fairgrounds:	$738,042	$1,372,091	$2,663,246	$26,348,571
Operational Spending:	$646,087	$2,180,799	$4,104,717	$56,619,681
Total Direct Spending:	**$1,872,114**	**$7,008,555**	**$14,135,343**	**$192,743,427**
Economic Impact				
Total Economic Impact:	**$4,142,228**	**$15,506,655**	**$31,255,355**	**$425,531,512**
Wages Created:	$1,362,463	$5,323,414	$10,681,691	$146,655,201
Ongoing Jobs Sustained:	31	118	239	3,285
Fiscal Impact				
State Sales Tax Revenues*:	$1,858,386	$5,176,448	$1,554,424	$9,970,420
State Hotel Tax Revenues:	-	-	-	-
Total Fiscal Impact:	**$1,858,386**	**$5,176,448**	**$1,554,424**	**$9,970,420**

**Includes General Sales Tax on lodging*

Source: BEA (RIMS II), Johnson Consulting

NOTES

Activity Volume

1 Attendance

- Fair: Sourced from IAFE Survey, IAFE database or estimated using Placer.ai, which is an analytics platform that provides aggregated location data based upon visit trends, trade areas, and demographics.
- Total: Year-round, including the annual Fair.

2 Out-of-Town Visitors

- Fair: Estimated using Placer.ai, reflecting visitors who originated from 50+ miles away from the location of the Fair, during the 2024 Fair period, and known data sources for individual Fairs, where available; Aggregated to national level, based on IAFE attendance categories (see Data Verification).
- Total: Year-round, including the annual Fair; Aggregated to national level, based on IAFE attendance categories (see Data Verification).

3 Overnight Visitors

Defined as visitors who stay overnight at area hotels, excluding those who stay on-site, at area campgrounds/ RV parks, or with family/ friends (which are not subject to lodging taxes):

- Fair: Estimated using Placer.ai, reflecting visitors who originated from 100+ miles away from the location of the Fair, during the 2024 Fair period, and known data sources for individual Fairs, where available; Aggregated to national level, based on IAFE attendance categories (see Data Verification).
- Total: Year-round, including the annual Fair; Aggregated to national level, based on IAFE attendance categories (see Data Verification).

4 Room Nights

- Fair: Assumes an average occupancy of 1.7 visitors per hotel room, reflecting family-oriented nature of Fairs.
- Total: Year-round, including annual Fair.

Estimated Spending Volume

1 Spending at Fair/ Fairgrounds

- Fair: Reflects varying average on-site spending by IAFE Zone and size category, adjusted to reflect Fair income and proportion of on-site spending that is retained by the Fair, based on known sources of information, where available.
- Total: Year-round, including the annual Fair; Reflects varying levels of non-Fair on-site spending by IAFE Zone and size category.

2 Spending Outside Fair/ Fairgrounds

Reflects published 2024 rates specific to subject State/ IAFE Zone, sourced from the U.S. General Services Administration; Adjusted to reflect published peak and non-peak Average Daily Rates, reflecting published data from CoStar, which is a which maintains a database of commercial real estate information:

- Fair: Assumes only Overnight Visitors spend on lodging and Out-of-Town Visitors spend on meals, incidentals and other categories of spend.
- Total: Year-round, including the annual Fair.

3 Operational Spending

- Fair: Sourced from IAFE Survey, data reported directly by relevant State associations or published not-for-profit sources of 990 forms (GuideStar and ProPublica).
- Total: Year-round, including the annual Fair, sourced from IAFE Survey, data reported directly by relevant State association or published not-for-profit sources of 990 forms (GuideStar and ProPublica).

4 Total Direct Spending

- Fair: Sum of Spending at Fair, Spending Outside Fair and Fair Operational Spending.
- Total: Sum of Total Spending.

NOTES

Economic Impact

Reflects multipliers specific to IAFE Zone and IAFE Size Category, sourced from Bureau of Economic Analysis (RIMS II):

1 Wages Created

- Fair: Reflects Fair Total Direct Spending and Increased Earnings multiplier per above.
- Total: Year-round, including annual Fair.

2 Ongoing Jobs Sustained

- Fair: Reflects Fair Total Direct Spending and Employment multiplier per above.
- Total: Year-round, including annual Fair.

3 Total Economic Impact

- Fair: Sum of Direct, Indirect and Induced Fair Spending per multipliers above.
- Total: Year-round, including annual Fair.

Fiscal Impact

Reflects State-specific 2024 tax rates for IAFE Zones, based on published sources:

1 State Sales Tax Revenue

- Fair: Reflects Fair Total Direct Spending, net of Spending on Lodging, multiplied by State Sales Tax rate; Includes State Sales Tax payable on lodging, where applicable.
- Total: Year-round, including annual Fair.

2 State Hotel Tax Revenue

- Fair: Reflects Fair Spending on Lodging, multiplied by State Lodging Tax rate.
- Total: Year-round, including annual Fair.

3 Total Fiscal Impact

- Fair: Sum of Fair State Sales and State Lodging Tax Revenues.
- Total: Sum of Total State Sales and State Lodging Tax Revenues.

DEFINITIONS

Economic Impact

Various transactions occurring at a Fairgrounds (during Fair and non-Fair periods) generate ongoing, annual economic and fiscal impacts to the local and regional economies. Initial transactions occurring at the Fairgrounds 'ripple out' and generate indirect spending, induced spending, increased earnings, and employment, as well as various tax revenues for the local economy.

Economic impact is defined as incremental new spending in an economy that is the direct result of certain activities, facilities, or events. The levels of impacts are described as follows:

Direct Spending is an expression of the spending that occurs as a direct result of the events and activities that occur at the Fairgrounds. For example, an event attendee's expenditures on event tickets, hotel rooms, shopping, and meals are direct spending.

Indirect Spending consists of re-spending of the initial or direct expenditures, or the supply of goods and services resulting from the initial direct spending at the Fairgrounds. For example, an event attendee's direct expenditure on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of these restaurant purchases that are within the local, regional, or State economies is counted as an indirect spending.

Induced Spending represent changes in local consumption due to the personal spending by employees whose incomes are affected by direct and indirect spending. For example, a waiter at the restaurant may have more personal income as a result of a patron's visit. The amount of the increased income the waiter spends in the local economy is called an induced spending.

Total Spending is the sum of direct spending, indirect spending, and induced spending.

Increased Earnings measures increased employee and worker compensation related to the project being analyzed. This figure represents increased payroll expenditures, including benefits paid to workers locally. It also expresses how the employees of local businesses share in the increased outputs.

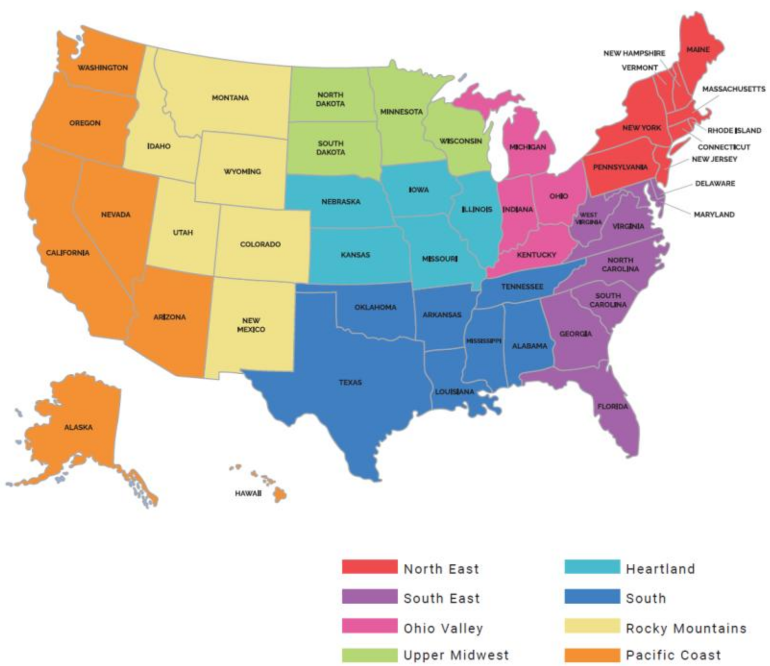
Employment measures the number of jobs supported in the study area related to the spending generated as a result of the events occurring at the Fairgrounds. Employment impact is stated in the number of ongoing jobs.

Indirect spending, induced spending, increased earnings, and employment are estimated using a set of multiplier rates that are applied to the amount of direct spending. These figures are derived from an input-output model specifically purchased from the Bureau of Economic Analysis (RIMS II). An input-output model analyzes the commodities and income that normally flow through various sectors of the economy.

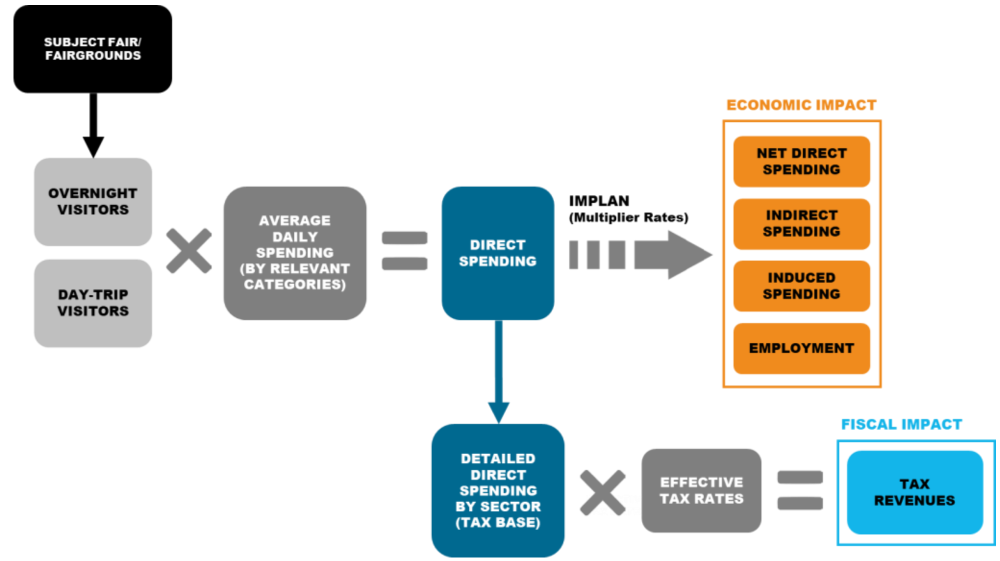
Fiscal Impact

Fiscal impact analysis measures the estimated tax revenues resulting from direct spending on certain activities, facilities, or events. For this analysis, fiscal impact estimates focus on major categories of tax revenues that are directly affected by a visitor's activity – general sales and use tax and hotel/ motel tax – for each individual State and IAFE Zone.

IAFE Zones



METHODOLOGY



DATA VERIFICATION

Inventory of Fairs

Total Number of Fairs by Category										
Category (IAFE)	Attendance Range	Northeast	Southeast	Ohio Valley	Upper Midwest	Heartland	South	Rocky Mountains*	Pacific Coast	TOTAL
0	<25K	124	48	94	88	218	52	47	72	**743**
1	25K-100K	81	51	74	48	52	40	31	65	**442**
2	100K-200K	13	14	25	13	11	12	5	13	**106**
3	200K-500K	8	13	7	5	8	9	6	12	**68**
4	500K-1M	2	5	4	0	1	4	1	5	**22**
5	1M+	2	0	0	2	1	5	0	1	**11**
Total		**230**	**131**	**204**	**156**	**291**	**122**	**90**	**168**	**1,392**

** Insufficient data; Sample adjusted based on known inputs*

Source: IAFE, Johnson Consulting

Sample Size

Sample Size									
Category (IAFE)	Attendance Range	Northeast	Southeast	Ohio Valley	Upper Midwest	Heartland	South	Rocky Mountains*	Pacific Coast
0	<25K	91.1%	75.0%	85.1%	77.3%	78.0%	78.8%	78.4%	84.7%
1	25K-100K	91.4%	68.6%	90.5%	64.6%	84.6%	72.5%	79.7%	95.4%
2	100K-200K	92.3%	92.9%	88.0%	84.6%	90.9%	83.3%	87.2%	100.0%
3	200K-500K	87.5%	92.3%	100.0%	60.0%	100.0%	55.6%	86.8%	100.0%
4	500K-1M	100.0%	100.0%	100.0%	-	100.0%	75.0%	100.0%	80.0%
5	1M+	100.0%	-	-	100.0%	100.0%	80.0%	-	100.0%
Total		**91.3%**	**77.1%**	**88.2%**	**73.7%**	**80.4%**	**75.4%**	**80.5%**	**91.1%**

** Insufficient data; Sample adjusted based on known inputs*

Source: IAFE, Johnson Consulting

JOHNSON CONSULTING MISSION STATEMENT

Johnson Consulting is committed to providing governments, developers, and not-for-profits with real estate market and financial analysis and project implementation support for urban and destination-oriented projects.

We guide our clients through organizational advancement by way of best-practice advisory services.

We promote the following values through our work: objectivity, independence, economic pragmatism, and social responsibility.

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