



ROCK COUNTY 4-H FAIR

MAKING A DIFFERENCE IN THE LOCAL COMMUNITY

ROCK COUNTY 4-H FAIR HAS AN ANNUAL

\$16.2 MILLION

impact on the local economy

WITH

66,150

visitors

Janesville, WI



LOCAL FAIR FACTS



300 HOTEL ROOM NIGHTS GENERATED



120 ONGOING JOBS SUSTAINED



\$5.6 MILLION WAGES CREATED



12% OF VISITORS

ORIGINATED FROM OUTSIDE OF A 50 MILE RADIUS

\$810 THOUSAND

FISCAL IMPACT (SALES AND HOTEL TAX REVENUES)

In 2025, the International Association of Fairs and Expositions (IAFE) partnered with Johnson Consulting to measure the economic impact of agricultural fairs and expositions in the United States of America at both national and regional levels. All 74 Wisconsin fairs participated in this study. The numbers found on these pages are from the study.

Want to learn more about Rock County 4-H Fair?

VISIT ROCKCOUNTY4HFAIR.COM