

**2024**

# **High-Level Estimated Economic & Fiscal Impact**

**WISCONSIN**

Statewide



**JOHNSON  
CONSULTING**

# WISCONSIN | ANNUAL FAIRS

## High-Level Estimated Economic & Fiscal Impact

2024



**3.3**  
MILLION VISITORS

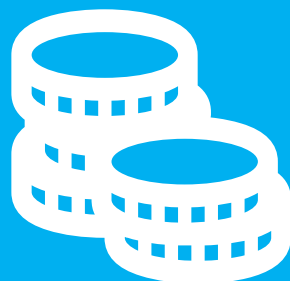


**74** FAIRS

**55%** of the population attended a Fair

**\$1.0**  
BILLION

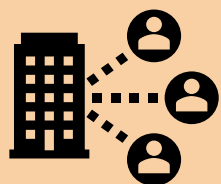
Economic impact on the local economy



**7,500** Ongoing jobs sustained



**\$336.0** MILLION Wages created



**48,000** hotel room nights generated



**\$22.3**  
MILLION

State fiscal impact (sales tax revenues)

**18%** of visitors originated from out-of-town



# WISCONSIN | YEAR-ROUND ACTIVITIES (FAIR & NON-FAIR)

2024

## High-Level Estimated Economic & Fiscal Impact



**5.4**  
MILLION VISITORS

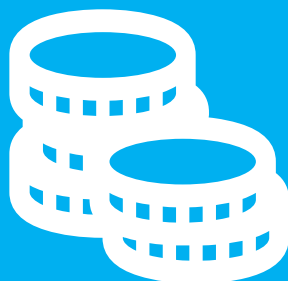


**74** FAIRS

**91%** of the population attended a Fair or Fairgrounds

**\$1.4**  
BILLION

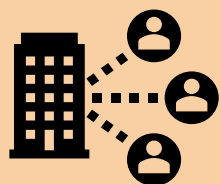
Economic impact on the local economy



**10,600** Ongoing jobs sustained



**\$476.8** MILLION Wages created



**76,200** hotel room nights generated



**\$31.6**  
MILLION

State fiscal impact (sales tax revenues)





**18%** of visitors originated from out-of-town



WISCONSIN



2024 | Annual Fairs  
 High-Level Estimated Economic and Fiscal Impact  
 by IAFE Size Category (Attendance Range)

	<25K	25K-100K	100K-200K	1M+	TOTAL	
<b>Activity Volume</b>						
	Number of Fairs:	44	24	5	1	74
	Fairs Attendance:	471,177	1.0 M	623,488	1.1 M	3.3 M
	Out-of-Town Visitors:	169,100	122,700	86,200	194,600	572,700
	Overnight Visitors:	50,000	7,500	6,300	17,800	81,600
	<b>Hotel Room Nights:</b>	<b>29,400</b>	<b>4,400</b>	<b>3,700</b>	<b>10,500</b>	<b>48,000</b>
<b>Estimated Spending Volume</b>						
	Spending at Fairs:	\$11.8 M	\$52.0 M	\$31.2 M	\$102.3 M	\$197.3 M
	Spending Outside Fairs:	\$35.3 M	\$32.3 M	\$21.2 M	\$44.3 M	\$133.1 M
	Fair Operational Spending:	\$21.9 M	\$30.9 M	\$16.0 M	\$46.2 M	\$115.0 M
	<b>Total Direct Spending:</b>	<b>\$69.0 M</b>	<b>\$115.2 M</b>	<b>\$68.3 M</b>	<b>\$192.8 M</b>	<b>\$445.3 M</b>
<b>Economic Impact</b>						
	<b>Total Economic Impact:</b>	<b>\$152.6 M</b>	<b>\$254.9 M</b>	<b>\$151.1 M</b>	<b>\$425.6 M</b>	<b>\$1.0 B</b>
	Wages Created:	\$50.2 M	\$87.5 M	\$51.6 M	\$146.7 M	\$336.0 M
	Ongoing Jobs Sustained:	1,100	1,900	1,200	3,300	7,500
<b>Fiscal Impact</b>						
	State Sales Tax Revenues*:	\$3.4 M	\$5.8 M	\$3.4 M	\$9.6 M	\$22.3 M
	State Hotel Tax Revenues:	-	-	-	-	-
	<b>Total Fiscal Impact:</b>	<b>\$3.4 M</b>	<b>\$5.8 M</b>	<b>\$3.4 M</b>	<b>\$9.6 M</b>	<b>\$22.3 M</b>

\*Includes General Sales Tax on lodging





Note: There are no Fairs with attendance of between 200K and 1M in the State of Wisconsin

Source: BEA (RIMS II), Johnson Consulting

WISCONSIN



2024 | Year-Round Activities (Fair & Non-Fair)  
High-Level Estimated Economic and Fiscal Impact  
by IAFE Size Category (Attendance Range)

	<25K	25K-100K	100K-200K	1M+	TOTAL
<b>Activity Volume</b>  <p>Number of Fairs/ Fairgrounds: 44                      Fair &amp; Non-Fair Attendance: 858,853                      Out-of-Town Visitors: 255,200                      Overnight Visitors: 75,400  <b>Hotel Room Nights: 44,400</b></p>	<p>24                      2.3 M                      335,200                      20,600  <b>12,100</b></p>	<p>5                      0.8 M                      133,000                      9,700  <b>5,700</b></p>	<p>1                      1.4 M                      259,600                      23,700  <b>14,000</b></p>	<p>74                      5.4 M                      1.0 M                      129,500  <b>76,200</b></p>	
<b>Estimated Spending Volume</b>  <p>Spending at Fairgrounds: \$21.5 M                      Spending Outside Fairgrounds: \$54.9 M                      Operational Spending: \$28.4 M  <b>Total Direct Spending: \$104.8 M</b></p>	<p>\$82.9 M                      \$79.5 M                      \$52.3 M  <b>\$214.8 M</b></p>	<p>\$36.8 M                      \$31.0 M                      \$20.5 M  <b>\$88.3 M</b></p>	<p>\$109.8 M                      \$57.8 M                      \$56.6 M  <b>\$224.1 M</b></p>	<p>\$251.0 M                      \$223.2 M                      \$157.9 M  <b>\$632.1 M</b></p>	
<b>Economic Impact</b>  <p><b>Total Economic Impact: \$232.0 M</b>                      Wages Created: \$76.3 M                      Ongoing Jobs Sustained: 1,700</p>	<p><b>\$475.2 M</b>                      \$163.2 M                      3,600</p>	<p><b>\$195.3 M</b>                      \$66.8 M                      1,500</p>	<p><b>\$494.9 M</b>                      \$170.6 M                      3,800</p>	<p><b>\$1.4 B</b>                      \$476.8 M                      10,600</p>	
<b>Fiscal Impact</b>  <p>State Sales Tax Revenues*: \$5.2 M                      State Hotel Tax Revenues: -  <b>Total Fiscal Impact: \$5.2 M</b></p>	<p>\$10.7 M                      -  <b>\$10.7 M</b></p>	<p>\$4.4 M                      -  <b>\$4.4 M</b></p>	<p>\$11.2 M                      -  <b>\$11.2 M</b></p>	<p>\$31.6 M                      -  <b>\$31.6 M</b></p>	

\*Includes General Sales Tax on lodging

Note: There are no Fairs with attendance of between 200K and 1M in the State of Wisconsin

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.

**DISCLAIMER:** Johnson Consulting has no responsibility to update this report for events and circumstances occurring after the date of this report. Johnson Consulting used sources deemed to be reliable but cannot guarantee their accuracy. Moreover, some of the estimates and analyses presented in this study are based on trends and assumptions, and are intended to be high-level using IAFE Zone and national assumptions, which can result in differences between projected results and actual results. Because events and circumstances frequently do not occur as expected, those differences may be material. This report is intended for the Clients' internal use and cannot be used for project underwriting purposes without Johnson Consulting's written consent.

## 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.

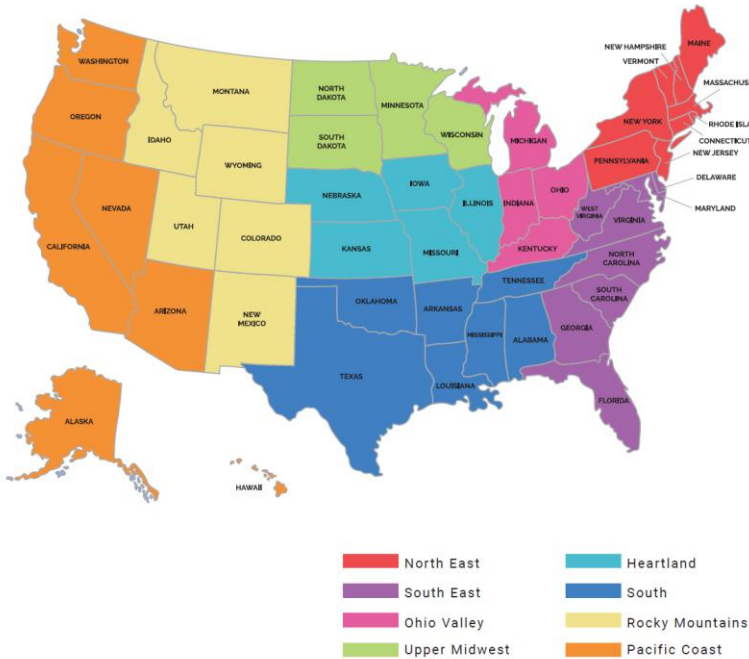
**Employment** measures the number of jobs supported in the study area related to the spending generated as a result of the events occurring at the Fairgrounds. Employment impact is stated in the number of ongoing jobs.

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.

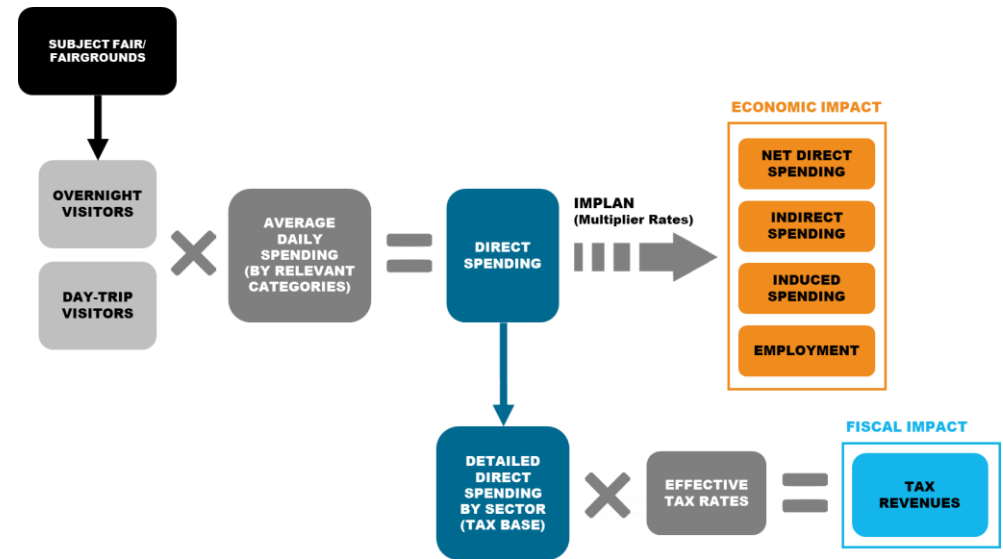
### Fiscal Impact

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
<b>Total</b>		<b>230</b>	<b>131</b>	<b>204</b>	<b>156</b>	<b>291</b>	<b>122</b>	<b>90</b>	<b>168</b>	<b>1,392</b>

\* 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%	
<b>Total</b>		<b>91.3%</b>	<b>77.1%</b>	<b>88.2%</b>	<b>73.7%</b>	<b>80.4%</b>	<b>75.4%</b>	<b>80.5%</b>	<b>91.1%</b>	

\* 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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