

Washington State Fairs and other Fairground Activities Economic Impact Analysis



northerneconomics inc.

in association with
Landman-Moore Associates

Prepared for the

**Washington State
Department of Agriculture**

June 2007

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Abbreviations

FFA	Future Farmers of America
LMA	Landerman-Moore Associates
NEI	Northern Economics, Inc.
WSDA	Washington State Department of Agriculture

Executive Summary

In addition to providing educational opportunities and entertainment for attendees and participants alike, county fairs, area fairs, youth fairs and community fairs, and the other activities held on the fairgrounds contribute to the economy of Washington State. In 2006, the Washington State Legislature provided funds for the Washington State Department of Agriculture (WSDA) to estimate the economic impacts of fairs and other fairground activities on the state economy in 2005. Findings of the study include:



Photo Courtesy Puyallup Fair

- In 2005 **7.8 million people attended events** held at fairgrounds throughout Washington State, **more than the state population** of 6.3 million people (Washington State Office of Financial Management, 2006). By comparison, 4.6 million people visited Seattle Center and approximately 1.2 million attended events at Key Arena in 2005 (Beyers, 2006).



Photo Courtesy Puyallup Fair

- Gross economic impacts from Washington State fairs and other fairground activities were between **\$350 million and \$385 million** in 2005.
 - Fairs and fairground activities supported between an estimated **5,630 to 5,807 temporary jobs** in 2005 with numerous more volunteer opportunities.
 - Estimated **labor income** for all jobs related to the fairs is between **\$48 million and \$51 million** in 2005.
- **Estimated tax revenues** generated by fair and non-fair gross economic activity range between **\$22.7 million and \$25.0 million** in 2005.
 - Fairs and other fairground activities played a **vital role in fund raising** for many non-profit groups throughout the state.
 - In addition to the economic contribution that fairgrounds provide to the state, they can also **provide a space for emergency services** (The Daily Herald, 2006).

Historically, the fairground is a place where science, industry, technology, animals, art, and food combine in a unique environment. The first Washington State agricultural fair was held in 1892.¹ Now, well over 100 years later, over 72 fair and other fairground activities are spread across the state, contributing to the economic vitality and culture inherent to Washington State. Currently, the WSDA provides some financial support to 68 of the 72 fairs included in this report.

¹ <http://www.fairfun.com/aboutus/history.html>

In recent years the fairground has become a place where products are tested, commodities are purchased, competitions are held, state and local governmental agencies inform the public of the services they provide, and educational and medical institutions provide valuable information on a wide array of subjects. More recently, fairs and other fairground events have become an important resource for industry expositions, community and cultural events, meetings, symposiums and a host of other public service and commercial activities that facilitate economic development and serve cultural needs.

1 Introduction

The tradition of fairs in Washington State began with the King County Fair in 1863. Over the past century and a half, agricultural-based fairs have grown from a handful of fairs to 72 fairs accessible to urban and rural populations throughout Washington State (see Appendix A for a list of fairs, including State funding status). Managed by a network of independent fair organizations and/or county government throughout the state, today's fairground facilities continue to find ways to serve their communities.

Historically, the fairground is a place where science, industry, technology, animals, art, and food combine in a unique environment. Fairgrounds have expanded to become a place where products are tested, commodities are purchased, competitions are held, state and local governmental agencies inform the public of the services they provide, and educational and medical institutions provide valuable information on a wide array of subjects. The cornerstone of the fair has been to involve the community in many ways: volunteers are often involved with coordinating fair and other fairground (or non-fair) activities, service clubs participate and youth groups are engaged. People of all walks of life find memories through quality experiences at fairs and other fairground events. More recently, fairs and other fairground events have become an important resource for consumer shows, industry expositions, community and cultural events, meetings, symposiums and a host of other public service and commercial activities that facilitate economic development and serve cultural needs.

What follows is a description of the Purpose and Need for this study along with an explanation of the approach used to estimate the economic impacts of fairs and fair-related activities on the Washington State economy. The second section describes the network of fair organizations. The third section describes the results of the study. The final section of the report provides lessons learned during the impact analysis study and suggestions for improving the study the next time it is completed.

1.1 Purpose and Need

The purpose of this report is to estimate the economic impacts that accrued to the state in 2005 from the network of agricultural-based fairs and other fairground events that crisscross the Washington State landscape. The report provides the following information:

- Gross economic impacts, including direct, indirect and induced economic impacts on all goods and services produced within the economy as a result of fair and other fairground activities
- Net economic impacts, including direct, indirect, and induced economic impacts on all goods and services produced by visitors traveling outside their local area to attend a fair or other fairground event
- Estimates of jobs created as a result of fair and fair-related activities
- Gross and net state tax revenue impacts

The Washington State Department of Agriculture (WSDA) provides approximately \$2 million in financial assistance to agricultural fairs and youth shows each year (WSDA, 2006). The Washington State Fairs Association was created for the mutual benefit of agricultural and youth agricultural fairs in the State of Washington and serves its members by promoting fairs across Washington State.

In 2005, the Washington State Legislature provided funds to the WSDA for the purpose of determining the economic impact of fairs and other fairground activities on the Washington State

economy. The Washington State Fairs Association was instrumental in working with the legislature to obtain this funding, and both the WSDA and the Washington State Fairs Association have a vested interest in better understanding the economic impacts and related tax revenue impacts of fair and non-fair activities in the Washington State economy.

1.2 Approach

Identifying the economic impacts and tax revenue generated from fairs and non-fair activities in Washington State involved collecting information from fair organizations about attendance, estimates of per-patron spending, number of jobs created, and similar data. The study approach involved survey development, data collection, and data analysis. Each of these is discussed below in turn.

1.2.1 Survey Development

A mail-out survey form was developed to collect specific information about fair and non-fair activities from fair organizations. The goal of the survey was to collect specific information on attendance, workers, exhibitors, and expenditures related to fair and non-fair activities. Topics addressed include:

- Fair and non-fair patrons
- Fair and non-fair employees
- Fair and non-fair expenditures by patrons
- On-site and off-site business expenditures²
- Non-profit fundraising revenues
- Animal/livestock sales and associated revenues

1.2.2 Data Collection

Before data collection began, sub-consultant Norman Landerman-Moore of Landerman-Moore Associates (LMA) attended the East and West Fair Super School. The Eastern Washington Fair Super School was held on February 18, 2006 and the Western Washington Fair Super School was held on March 25, 2006. Mr. Landerman-Moore presented background information on the survey, describing the purpose of the survey and the information that the survey would request.

After the presentations, the study team collected survey data in two phases. For the first phase, a mail-out survey, the WSDA provided a list of agricultural fair organizations to Northern Economics, Inc., (NEI) and LMA. The survey requested fairs to respond within a given amount of time and provided contact information in case there were any questions regarding the survey. Second, the team mailed a survey reminder postcard to all fair organizations that had not responded by the survey due date, and followed up this mailing with reminder emails and phone calls.

² This refers to business expenditures “on-site” or on the fairgrounds and “off-site” or off of the fairgrounds and in the local communities

1.2.3 Data Analysis

Once survey responses were received, the study team input data into an Excel database. Data analysis began with a review of the answers to the survey questions and the number of fairs that responded to each question. The study team tabulated and organized the survey responses in a manner that allowed analysis through a computer-based economic impact analysis program known as IMPLAN (MIG, 2006). The IMPLAN program is an input-output model that develops multipliers to estimate secondary economic impacts from direct spending and business activity. IMPLAN estimates the jobs, sales (output), value-added (e.g., rents and interest), and labor income that are likely to occur as an effect of the direct spending. When these estimates are added to the direct spending, the result is a projection of the total impacts (including direct, indirect, and induced impacts). More information regarding impacts, data analysis and results are provided in Section 3. The following section of the report (Section 2) describes the network of fairs across Washington State and fair survey respondents.

2 Network of Fair and Other Fairground Activities

There are a variety of agricultural fairs and non-fair events held at fairgrounds throughout Washington State each year. Fairs, such as county fairs, are categorized by location, and other activities (non-fair events) are categorized by the type of fair with which they share fairground facilities.³ Agricultural fairs include area fairs, county fairs, community fairs, and youth fairs. Each represents an economic engine of varying power which, when combined, generate a substantial contribution to the gross product of Washington State. The fair categories are defined in the Revised Code of Washington (RCW) as follows:

- **Area fairs** are regional fairs that serve an area larger than one county. Area fairs have both open and junior participation, and offer a variety of classes, displays and exhibits (RCW 15.76.120).
- **County fairs** are organized for a single county other than those counties that host an area fair. County fairs in Washington are organized under the supervision of the county commissioner of the respective county. County fairs have both open and junior participation. Two counties can jointly sponsor a county fair (RCW 15.76.120).
- **Community fairs** are organized to serve an area smaller than a county or area fair, and may have open or junior classes, displays, or exhibits. There may be more than one community fair in a single county (RCW 15.76.120).
- **Youth shows and fairs** are approved by Washington State University or the Office of Superintendent of Public Instruction. The purpose of youth fairs is for the education and training of rural youth in matters of rural living (RCW 15.76.120). Youth fairs are often associated with youth organizations like the Future Farmers of America (FFA) or 4-H.

Fair and other fairground activities draw large crowds of people every year. As shown in Table 1, in 2005 total fair attendance was almost 4.3 million people, with county fairs drawing almost 2.3 million people, or 53 percent of total fair patrons. Other fairground activities also draw large crowds, as over 3.5 million people attended non-fair events held on fairgrounds in 2005. Over 2.5 million, or 73 percent, of these activities were held on county fairgrounds.

The following subsections describe other fairground activities and are followed by a section describing the location of fairs and attendance by fair organization category and type of activity (fair and non-fair).

³ Four fairs in the state are not funded by WSDA and therefore are not officially categorized per the RCW. Those four fairs are Western Washington Fair, Puyallup Spring Fair, Columbia Basin JR Livestock Show and the Key Peninsula Community Fair. Despite this, information about the economic impact of those four fairs is included in this report for completeness. For ease of exposition information regarding those fairs has been categorized in this report as follows: Western Washington Fair is included in the information for Area fairs; Puyallup Spring Fair and Key Peninsula Community Fair are included in the information for Community fairs; Columbia Basin JR Livestock Show is included in the information for Youth fairs.

Table 1. Total Attendance by Fair Category, 2005

Category	Fair		Non-Fair Event	
	Total Attendance	Percent of Total	Total Attendance	Percent of Total
Area	1,803,785	42	957,555	27
Community	182,613	4	11,050	0
Youth	22,804	1	na	na
County	2,290,162	53	2,554,055	73
Total	4,299,364	100	3,522,660	100

Source: Northern Economics, Inc estimates based on Washington State Fair Survey, 2006.

Note: na indicates that the information was unavailable, or in the case of Youth Fairs, no non-fair activities are held.

2.1 Other Fairground Activities

Fairgrounds are used for other activities in addition to fairs. Information was collected and impacts are analyzed for a wide variety of competitions, expositions, entertainment venues, and even fundraising activities. For example, Table 2 provides a list of “other” activities that happened on the Benton-Franklin Fairgrounds during 2005.

Table 2. Non-Fair Events Held at the Benton-Franklin Fairgrounds, 2005

Bead Stampede	Ye Old Car Club Show & Swap Meet
Spiritual Expo	Tri-City Woodcarvers
Columbia River Cowboy Gathering	Boy Scouts Camp
Gem and Mineral Show	Nitro Monster Truck Show
Horse Racing	Demolition Derby
Tri-City Barrel Racing Association	Posse Play Day
Dog Training Classes	Fiesta De La Independencia Community Festival
Mega Liquidators	Pygmy Goat Show
Tri-Cities Antique Show	Columbia Basin Dog Training Classes
Tri-City Rabbit Show	Gun & Collectible Show
FFA/4H Horse Judging Clinic	Tri-City Rabbit Assoc Rabbit Show
Toy and Collectible Show	Columbia Basin Pigeon Show
Mid Columbia Doll Show	Desert Ski Club Ski Swap

Source: Benton County Fairgrounds. Events Calendar. Available at: <http://www.bcfairgrounds.com/calendar.cfm>. Accessed October, 2006.

2.2 Fair Location and Attendance

Across Washington State there are 72 fairs. Broken down by fair category, this total includes 4 area fairs, 35 county fairs, 20 community fairs, and 13 youth fairs. Of those 72 fairs 68 are funded by WSDA. The WSDA-funded fairs broken down by category include 3 area fairs, 35 county fairs, 18 community fairs, and 12 youth fairs.

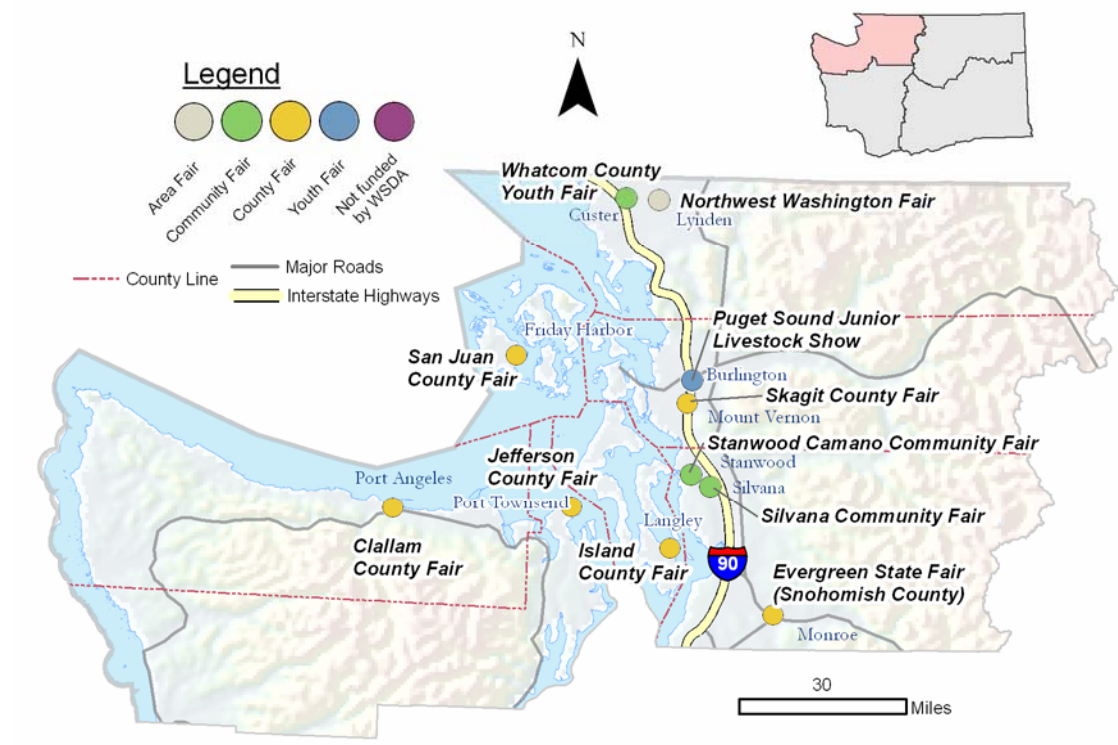
Fairs are important to communities across the state, as evidenced by the large numbers of people who attend and the geographic extent of fairs across the state. This section of the report provides maps of agricultural fairs' locations. The state is presented by region: Northwest, Southwest, Northeast, and Southeast Washington. The maps indicate the location of Washington fairs and the fair organization

type. Following each map is a table showing the 2005 attendance at each fair. Attendance is reported by paid and non-paid fair attendees. The category of non-paid attendees is generally comprised of invited dignitaries, invited judges, and volunteers.

Northwest Washington

Eleven fairs are located in Northwest Washington (Figure 1).

Figure 1. Northwest Washington Agricultural Fairs



Source: Survey of Washington State Fairs, 2006.

Table 3 shows the Northwest Washington fair and non-fair attendance in 2005. Fair events in Northwest Washington drew over 1.2 million people in 2005, while non-fair events held at fairgrounds had an attendance of almost 400,000.

Table 3. Northwest Washington Fair and Non-Fair Attendance, 2005

	Fair		Non-Fair	
	Paid Attendance	Total Attendance	Paid Attendance	Total Attendance
Clallam County Fair	27,314	30,688	na	na
Evergreen State Fair (Snohomish County)	172,799	837,550	168,650	303,547
Island County Fair ¹	21,071	23,029	2,417	5,100
Jefferson County Fair	13,230	16,413	12,653	30,848
Northwest Washington Fair (Lynden)	176,400	196,150	36,698	37,555
Puget Sound Junior Livestock Show ³	na	1,500	na	na
San Juan County Fair ¹	18,236	20,665	10,665	22,500
Silvana Community Fair	1,793	2,500	0	0
Skagit County Fair ²	26,145	35,000	na	na
Stanwood Camano Community Fair ^{2,3}	28,680	40,000	0	0
Whatcom County Youth Fair	na	750	na	na
Total	485,668	1,204,245	231,083	399,550

Source: Northern Economics, Inc estimates based on Washington State Fair Survey, 2006. See exceptions in notes below.

Notes:

¹Non-fair paid patrons estimated based upon relationship developed from other survey data

²Fair paid attendance estimated based upon relationship developed from other survey data

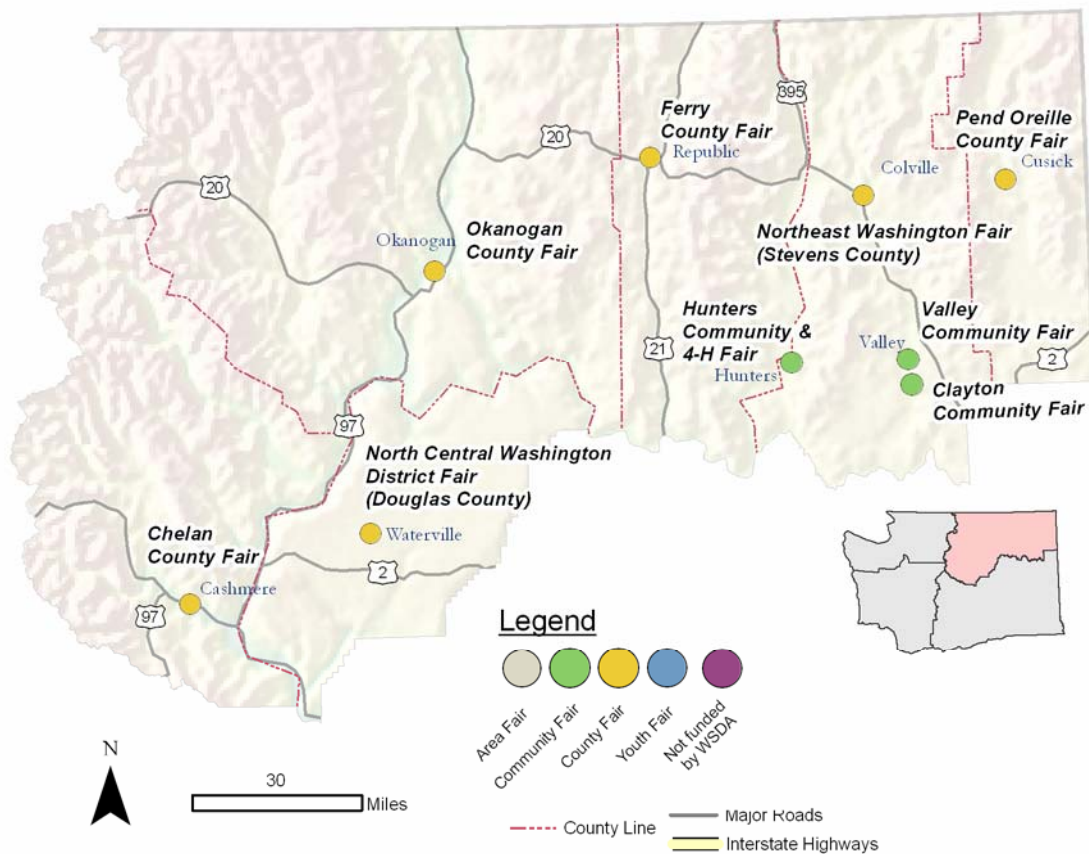
³Fair total attendance numbers from 2005 Washington State Member Roster & Fair Dates (Washington State Fairs Association, 2005)

na indicates that the information was unavailable, or in the case of Youth Fairs, no non-fair activities are held

Northeast Washington

As shown in Figure 2, nine fairs are located in the northeast region of the state. There are no area or youth fairs but several community and county fairs are held in this region.

Figure 2. Northeast Washington Agricultural Fairs



Source: Survey of Washington State Fairs, 2006.

Table 4 shows the Northeast Washington fair and non-fair attendance in 2005. Fairs in Northeast Washington drew over 102,000 people, and almost 86,000 people attended non-fair events.

Table 4. Northeast Washington Fair and Non-Fair Attendance, 2005

	Fair		Non-Fair	
	Paid Attendance	Total Attendance	Paid Attendance	Total Attendance
Chelan County Fair ¹	20,575	26,417	14,220	30,000
Clayton Community Fair ³	1,227	10,000	na	na
Ferry County Fair	4,891	5,630	6,200	7,200
Hunters Community & 4-H Fair ²	na	700	na	na
North Central Washington District Fair (Douglas County) ⁴	18,617	20,062	11,350	19,590
Northeast Washington Fair (Stevens County)	7,345	16,528	na	na
Okanogan County Fair ¹	11,780	16,786	12,798	27,000
Pend Oreille County Fair ¹	3,810	4,888	948	2,000
Valley Community Fair	1,000	1,000	0	200
Total	69,245	102,011	45,516	85,990

Source: Northern Economics, Inc estimates based on Washington State Fair Survey, 2006. See exceptions in notes below.

Notes:

¹Non-fair paid patrons estimated based upon relationship developed from other survey data.

²Fair total attendance numbers from 2005 Washington State Member Roster & Fair Dates (Washington State Fairs Association, 2005)

³Personal communication with Landerman-Moore Associates, 2006

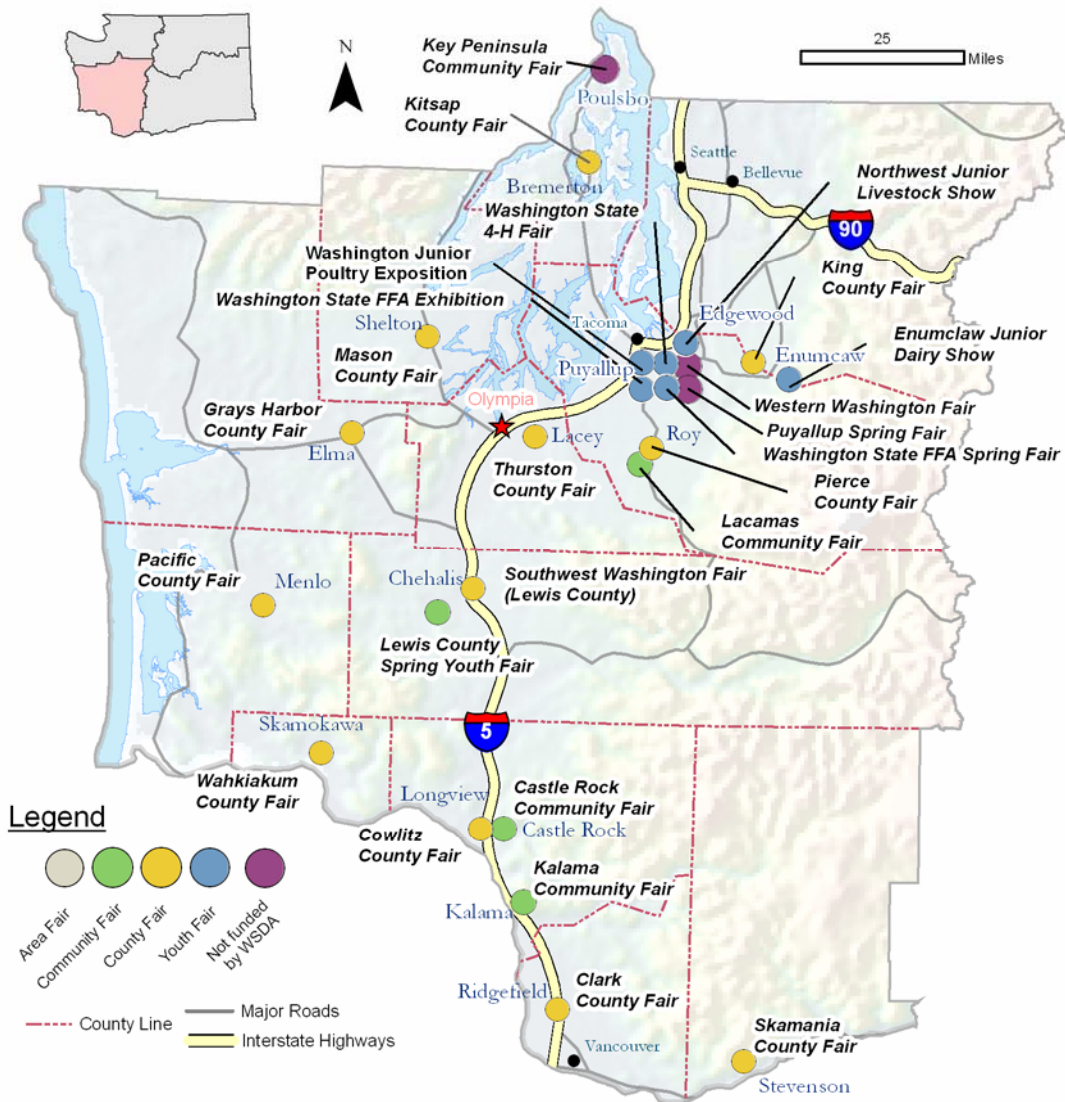
⁴Personal communication with Northern Economics, Inc., 2007

na: indicates that the information was unavailable, or in the case of Youth Fairs, no non-fair activities are held

Southwest Washington

There are 25 fairs in Southwest Washington as shown in Figure 3, 22 of those are funded by WSDA. Several events and associated organizations are located at the Puyallup fairgrounds, including the Washington Junior Poultry Exposition, Washington State FFA events, and the Western Washington Fair.

Figure 3. Southwest Washington Agricultural Fairs



Source: Survey of Washington State Fairs, 2006.

Table 5 shows the Southwest Washington fair and non-fair attendance in 2005. Most overall attendance is at the Southwest Washington Fair (Lewis County) and the Western Washington Fair. Southwest Washington non-fair events gathered over 1.9 million attendees while fair events drew over 2 million attendees.

Table 5. Southwest Washington Fair and Non-Fair Attendance, 2005

	Fair		Non-Fair	
	Paid Attendance	Total Attendance	Paid Attendance	Total Attendance
Castle Rock Community Fair	2,147	2,995	500	4,250
Clark County Fair	153,362	269,056	33,150	100,200
Cowlitz County Fair	13,173	27,631	34,500	79,135
Enumclaw Junior Dairy Show ²	na	500	na	na
Grays Harbor County Fair	29,349	58,205	40,767	86,006
Kalama Community Fair	1,300	1,300	1,800	1,800
Key Peninsula Community Fair ^{5, 6}	3,800	3,800	na	na
King County Fair ^{1, 2, 3, 4}	45,482	60,886	39,645	83,639
Kitsap County Fair ^{1, 2, 3, 4}	66,483	89,000	94,800	200,000
Lacamas Community Fair	2,000	2,000	0	3,000
Lewis County Spring Youth Fair ²	na	8,500	na	na
Mason County Fair ^{1, 2, 3, 4}	18,675	25,000	59,250	125,000
Northwest Junior Livestock Show (Puyallup) ¹	na	na	na	na
Pacific County Fair ^{1, 2, 4}	12,565	16,821	71	150
Pierce County Fair	14,884	22,541	na	na
Puyallup Spring Fair ⁶ & Washington State FFA Spring Fair ^{1, 2}	75,834	101,518	na	na
Skamania County Fair ^{1, 2}	13,446	18,000	na	na
Southwest Washington Fair (Lewis County)	59,605	95,410	130,000	650,000
Thurston County Fair	25,495	34,529	15,000	40,000
Wahkiakum County Fair ^{1, 4}	4,482	6,000	66	140
Washington Junior Poultry Exposition (Puyallup)	na	na	na	na
Washington State FFA Exhibition (Puyallup)	na	na	na	na
Washington State 4-H Fair (Puyallup)	na	na	na	na
Western Washington Fair ⁶	600,000	1,191,888	300,000	600,000
Total	1,142,082	2,035,580	749,549	1,973,320

Northern Economics, Inc estimates based on Washington State Fair Survey, 2006. See exceptions in notes below.

¹Fair paid patrons estimated based upon relationship developed from other survey data

²Fair total attendance numbers from 2005 Washington State Member Roster & Fair Dates (Washington State Fairs Association, 2005)

³Non-fair total attendance numbers from 2005 Washington State Member Roster & Fair Dates (Washington State Fairs Association, 2005)

⁴Non-fair paid patrons estimated based upon relationship developed from other survey data

na: indicates that the information was unavailable, or in the case of Youth Fairs, no non-fair activities are held

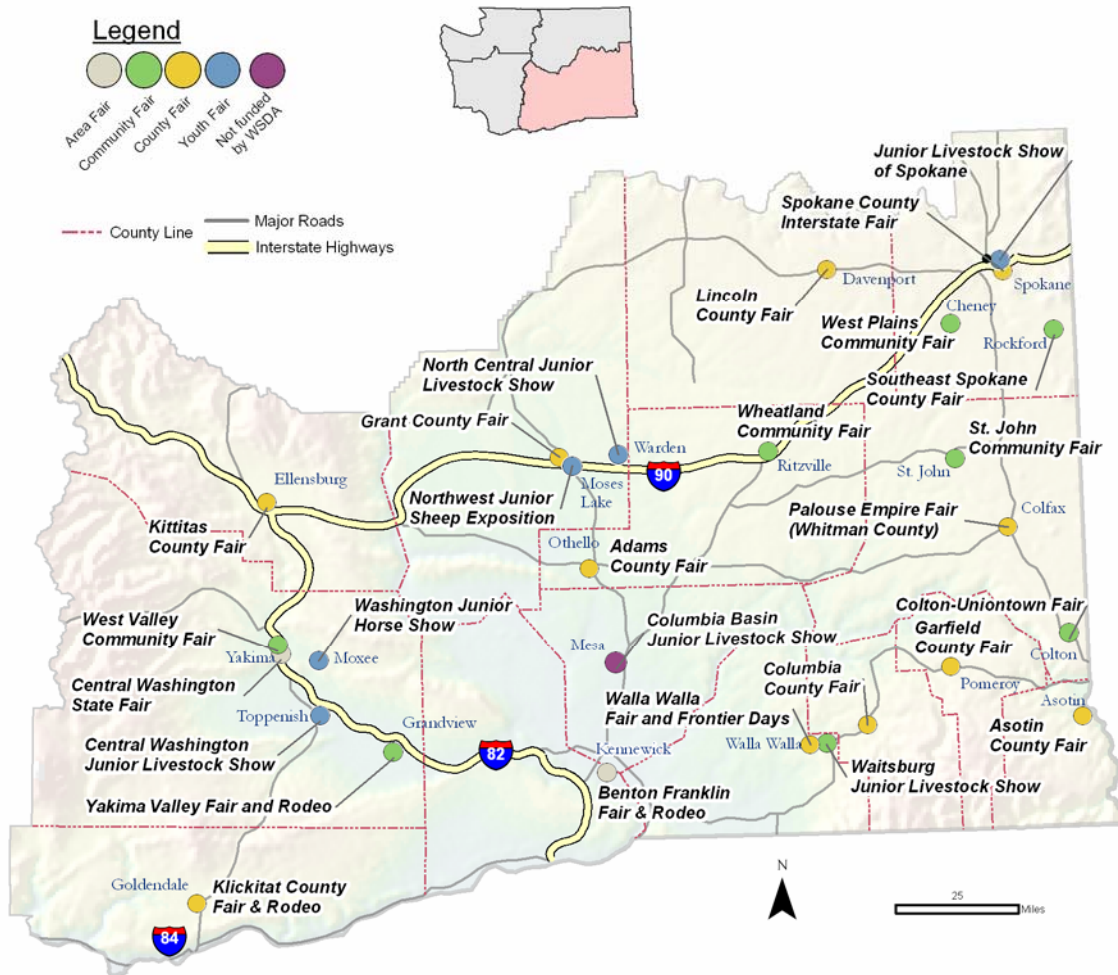
⁵ Not an Agricultural Fair

⁶ Agricultural Fair but does not receive funds from WSDA.

Southeast Washington

Figure 4 is a map of Southeast Washington agricultural fairs. There are 26 fairs in the Southeast region of the state, 25 of those are funded by WSDA.

Figure 4. Southeast Washington Agricultural Fairs



Source: Survey of Washington State Fairs, 2006.

Table 6 shows the Southeast Washington fair and non-fair attendance in 2005. Largest attendance is at the Central Washington State Fair and the Spokane County Interstate Fair. Over one million people attended non-fair activities held on fairgrounds in Southeast Washington.

Table 6. Southeast Washington Fair and Non-Fair Attendance, 2005

	Fair		Non-Fair	
	Paid Attendance	Total Attendance	Paid Attendance	Total Attendance
Adams County	22,037	29,500	4,740	10,000
Asotin County ^{1, 2}	5,522	7,392	na	na
Benton Franklin Fair & Rodeo	75,448	125,747	na	na
Central Washington Jr. Livestock Show	na	854	na	na
Central Washington State Fair (Yakima)	126,000	290,000	230,000	320,000
Columbia Basin Junior Livestock Show ^{2, 6}	na	6,000	na	na
Columbia County Fair ^{1, 2}	4,482	6,000	na	na
Colton-Uniontown Community Fair	na	na	na	na
Garfield County Fair ^{1, 2}	3,735	5,000	na	na
Grant County Fair ^{1, 2}	56,025	75,000	74,418	157,000
Junior Livestock Show of Spokane ²	na	2,500	na	na
Kittitas County Fair ^{2, 3}	67,609	71,514	14,220	30,000
Klickitat County Fair ^{2, 3}	7,347	8,178	1,185	2,500
Lincoln County Fair ^{2, 3}	3,615	5,042	4,029	8,500
North Central Washington Junior Livestock Show ²	na	1,000	na	na
Northwest Junior Sheep Exposition	na	na	na	na
Southeast Spokane County Fair (Community fair)	na	4,500	na	na
Spokane County Interstate Fair	141,410	193,301	476,811	482,000
St. John Community Fair ²	na	1,000	na	na
West Plains Community Fair ²	na	1,500	na	na
West Valley Community Fair ²	na	800	na	1,000
Yakima Valley Fair and Rodeo	4,000	4,000	na	na
Walla Walla Fair and Frontier Days ^{2, 3}	67,230	90,000	948	2,000
Waitsburg Junior Livestock Show	na	1,000	na	na
Washington State Jr Horse Show (Yakima)	na	200	na	na
Wheatland Community Fair ^{2, 3}	5,000	5,000	500	800
Palouse Empire Fair (Whitman County) ^{2, 4}	16,808	22,500	23,700	50,000
Total	606,268	957,528	830,551	1,063,800

Northern Economics, Inc estimates based on Washington State Fair Survey, 2006, exceptions are in notes below.

¹Fair paid patrons estimate based upon relationship developed from other survey data

²Fair total attendance numbers from 2005 Washington State Fairs Association, Member Roster & Fair Dates

³Non-fair total attendance numbers from 2005 Washington State Fairs Association, Member Roster & Fair Dates

⁴Non-fair paid patrons estimate based upon relationship developed from other survey data.

na: indicates that the information was unavailable, or in the case of Youth Fairs, no non-fair activities are held, or no gate fee charged.

⁵ Not an Agricultural Fair

⁶ Agricultural Fair but does not receive funds from WSDA.

3 Economic Activity and Impact of Washington Fairs and Other Fairground Activities

The Washington State Department of Agriculture (WSDA) provides approximately \$2 million in financial assistance to agricultural fairs and youth shows each year (WSDA, 2006). In 2005, the Washington State Legislature provided funds to the WSDA for the purpose of determining the economic impact of fairs and other, non-fair activities held on fairgrounds in the state. The Washington State Fairs Association was instrumental in working with the legislature to obtain this funding, and has a vested interest, along with WSDA, in identifying the economic impact of fair and other non-fair activities on the Washington State economy.

The expressions gross economic impacts and net economic impacts are used to describe the impact of Washington State fairs to the Washington economy. The definitions of each are described below. In addition to the economic impacts, non-profit organizations throughout the state are involved in fairs and other fairground activities for fundraising and other revenue generating activities which are critical to non-profit organizations.

This section is divided into three sub-sections: the first sub-section describes the gross economic impacts of fair and fairground activities in Washington State, the second sub-section presents the net economic impacts in Washington State, and the third sub-section describes the tax impacts associated with fairground activities.

High and low estimates for each category of impacts are provided below. The high estimate assumes that both paid and non-paid attendees spend approximately the same amount of money when visiting a fair, despite the fact that the non-paid attendees do not pay to enter. This estimate assumes that invited attendees, such as dignitaries and judges spend more money in support of the fair, offsetting the fact that they did not pay admission fees. The low estimate assumes that the non-paid attendees spend the same amount as paid attendees less the admission fees.

3.1 Gross Economic Impacts

Gross economic impacts measure all the money injected in to the economy from agricultural fair and non-fair events across Washington State. Gross economic impacts include direct, indirect, and induced impacts on all goods and services produced within the economy. The definitions of each type of impact are as follows.

- Direct impacts are the initial injection of money into an economy through purchases made by fair and non-fair patrons.
- Indirect impacts are the business-to-business effects associated with the purchase of goods or services required to support the direct impact.
- Induced impacts include the sum of the household expenditures made by: 1) employees of the fair organizations, 2) fair and non-fair businesses, and 3) other local businesses that have experienced an increase in sales due to fair and non-fair activities. Government expenditures related to taxes generated by fair-related direct and indirect spending are also included in induced impacts.

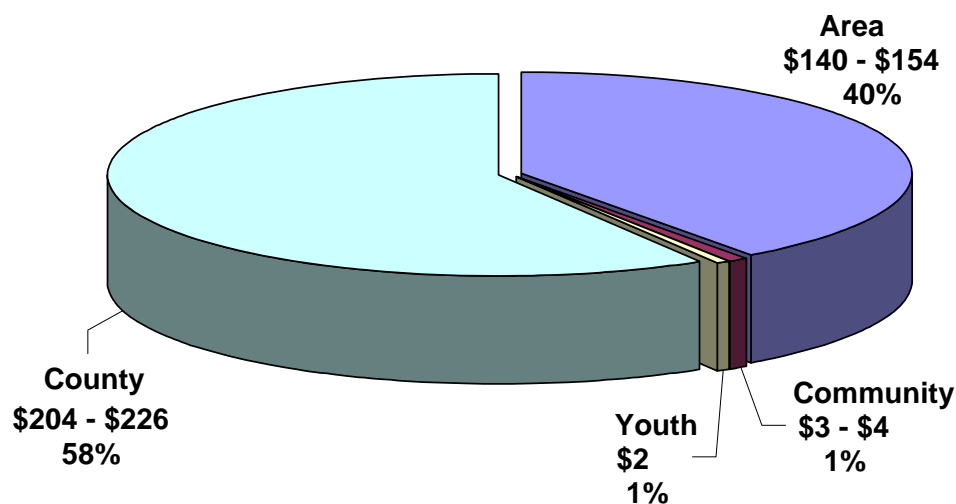
In total, these impacts represent the **multiplier effect** on the Washington economy of moneys spent related to fair and non-fair fairground activities.

Total state gross economic impacts attributable to fair and non-fair events in 2005 are estimated at between \$350 million and \$385 million. Gross economic impacts by type of fair or non-fair activities are presented in Figure 5. County fairs generate 58 percent of the gross economic impact of all fairs in the state. Area fairs contribute approximately 40 percent of the gross economic impact. Youth and Community fairs comprise the remaining 2 percent of gross economic impact.

Despite the relatively small contribution of youth and community fairs to the measure of gross economic impact in the state, these two types of fairs contribute in ways that are difficult to measure. These fairs contribute to the overall well-being of the state in the following ways, just to name a few.

- Youth fairs provide a venue for young people to demonstrate responsibility and leadership training
- Youth fairs provide a venue for young people to earn money by selling livestock ⁴
- Community fairs provide a venue for local charity organizations and other not-for-profit organizations to hold fund raising events ⁵

Figure 5. Gross Economic Impacts by Type of Fair Organization, 2005 (in \$millions)



Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

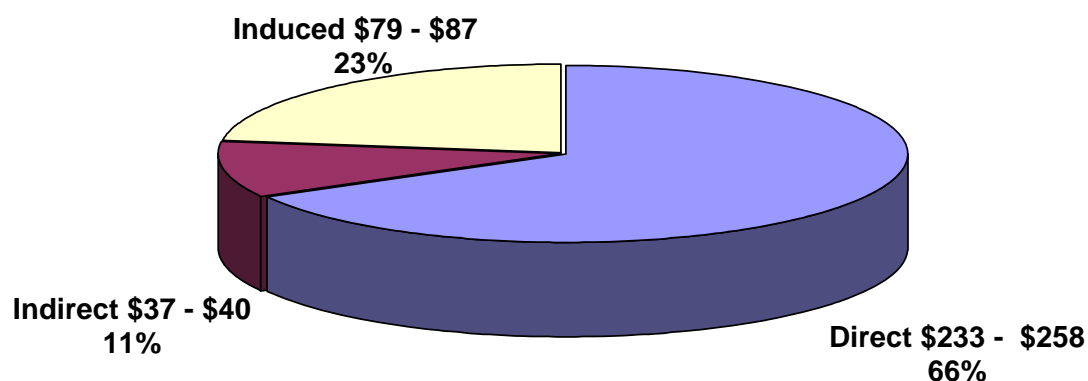
Notes: Estimates by type of fair may not add to totals due to rounding.

Figure 6 presents the economic impacts by type of impact (direct, indirect, and induced). Direct impacts account for approximately 66 percent of total impacts while induced impacts comprise 23 percent. The remaining 11 percent is accounted for by indirect impacts.

⁴ The amount of money young people earn by selling livestock is not recorded by many of the fair organizers, and therefore is not available for this report.

⁵ Similar to youth fairs, the amount of funds raised at Community fairs is not recorded by fair organizers and therefore is not available for this report.

Figure 6. Type of Gross Economic Impact (in \$millions)



Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

Notes: Estimates by type of fair may not add to totals due to rounding.

The details of the gross economic impacts are provided in Table 7.

Fair events contribute approximately \$196 million to \$214 million (approximately 56 percent) of the total gross economic impacts. Non-fair activities comprise \$154 million to \$170 million or 44 percent of total gross impacts associated with fairgrounds.

Table 7. Gross Economic Impacts, 2005 (in \$ millions)

High Range				
	Direct	Indirect	Induced	Total
Combined Total	\$257.64	\$40.24	\$87.24	\$385.12
<i>Fair</i>	\$144.65	\$21.68	\$48.06	\$214.39
<i>Non-Fair</i>	\$112.99	\$18.56	\$39.18	\$170.73
Area Total	\$102.27	\$16.51	\$35.18	\$153.95
<i>Fair</i>	\$62.81	\$9.37	\$20.83	\$93.01
<i>Non-Fair</i>	\$39.46	\$7.14	\$14.35	\$60.95
Community Total	\$2.47	\$0.35	\$0.80	\$3.63
<i>Fair</i>	\$2.18	\$0.30	\$0.70	\$3.18
<i>Non-Fair</i>	\$0.30	\$0.05	\$0.10	\$0.45
Youth Total	\$1.27	\$0.27	\$0.49	\$2.04
<i>Fair</i>	\$1.27	\$0.27	\$0.49	\$2.04
<i>Non-Fair</i>	na	na	na	na
County Total	\$151.62	\$23.10	\$50.77	\$225.50
<i>Fair</i>	\$78.39	\$11.73	\$26.04	\$116.17
<i>Non-Fair</i>	\$73.23	\$11.37	\$24.73	\$109.33
Low Range				
	Direct	Indirect	Induced	Total
Combined Total	\$233.12	\$36.95	\$79.48	\$349.55
<i>Fair</i>	\$131.98	\$19.98	\$44.05	\$196.00
<i>Non-Fair</i>	\$101.15	\$16.97	\$35.43	\$153.55
Area Total	\$92.94	\$15.26	\$32.22	\$140.43
<i>Fair</i>	\$56.05	\$8.46	\$18.69	\$83.21
<i>Non-Fair</i>	\$36.89	\$6.80	\$13.53	\$57.22
Community Total	\$2.34	\$0.34	\$0.76	\$3.44
<i>Fair</i>	\$2.06	\$0.29	\$0.66	\$3.01
<i>Non-Fair</i>	\$0.28	\$0.05	\$0.10	\$0.43
Youth Total	\$1.27	\$0.27	\$0.49	\$2.04
<i>Fair</i>	\$1.27	\$0.27	\$0.49	\$2.04
<i>Non-Fair</i>	na	na	na	na
County Total	\$136.56	\$21.08	\$46.00	\$203.65
<i>Fair</i>	\$72.59	\$10.96	\$24.20	\$107.74
<i>Non-Fair</i>	\$63.98	\$10.13	\$21.80	\$95.91

Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

Note: na indicates that youth organizations do not have non-fair events.

3.1.1 Jobs and Income Effects

Table 8 shows the job effects associated with fair and non-fair economic activity. The estimate of jobs created as a result of the gross economic impacts of fairs and non-fair events lies between 5,630 and 5,807. These jobs represent a mix of full and part-time, and/or seasonal positions, as well as a mix of types of occupations and pay rates.

Direct effects include the number of jobs reported by fair associations needed to run the fair organization and fair and non-fair events. Included in direct employment effect are the jobs supported by direct expenditure by fair and non-fair patrons on local goods and services, such as accommodations, food, and transportation. These direct jobs were estimated using IMPLAN. Additionally, IMPLAN was used to estimate the jobs associated with indirect and induced spending.

The jobs reported in Table 7 do not reflect the high number of volunteers that work at fairgrounds. The number of volunteers is not collected by all fair organizations and therefore is not reported here.

Table 8. Jobs Supported by Gross Economic Impacts, 2005

High Range				
	Direct	Indirect	Induced	Total
Combined Total	4,507	376	924	5,807
<i>Fair</i>	2,215	219	509	2,943
<i>Non-Fair</i>	2,292	157	415	2,864
Area Total	1,671	128	373	2,172
<i>Fair</i>	337	70	221	629
<i>Non-Fair</i>	1,334	58	151	1,543
Community Total	12	191	9	212
<i>Fair</i>	9	128	7	144
<i>Non-Fair</i>	3	64	1	68
Youth Total	12	0	3	16
<i>Fair</i>	12	0	3	16
<i>Non-Fair</i>	na	na	na	na
County Total	2,812	56	539	3,407
<i>Fair</i>	1,857	21	277	2,155
<i>Non-Fair</i>	955	35	262	1,252
Low Range				
	Direct	Indirect	Induced	Total
Combined Total	4,507	342	780	5,630
<i>Fair</i>	2,215	196	406	2,817
<i>Non-Fair</i>	2,292	146	375	2,813
Area Total	1,671	118	316	2,105
<i>Fair</i>	337	62	174	573
<i>Non-Fair</i>	1,334	55	143	1,532
Community Total	12	172	8	192
<i>Fair</i>	9	113	7	129
<i>Non-Fair</i>	3	58	1	63
Youth Total	12	0	0	13
<i>Fair</i>	12	0	0	13
<i>Non-Fair</i>	na	na	na	na
County Total	2,812	52	456	3,321
<i>Fair</i>	1,857	20	225	2,102
<i>Non-Fair</i>	955	33	231	1,219

Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

Note: na indicates that youth organizations do not have non-fair events

The combined income to labor (e.g., wages and salaries) from fair and non-fair events is estimated between \$154 million to \$172 million. Labor income is shown in Table 9.

Table 9. Labor Income Supported by Gross Economic Impacts (in \$ millions), 2005

High Range				
	Direct	Indirect	Induced	Total
Combined Total	\$11.86	\$14.15	\$25.10	\$51.12
<i>Fair</i>	na	\$7.67	\$14.65	na
<i>Non-Fair</i>	na	\$6.49	\$10.45	na
Area Total	\$4.94	\$5.78	\$9.67	\$20.39
<i>Fair</i>	na	\$3.32	\$6.33	na
<i>Non-Fair</i>	na	\$2.47	\$3.34	na
Community Total	\$0.11	\$0.13	\$0.94	\$1.18
<i>Fair</i>	na	\$0.11	\$0.21	na
<i>Non-Fair</i>	na	\$0.02	\$0.74	na
Youth Total	\$0.18	\$0.09	\$0.25	\$0.52
<i>Fair</i>	na	\$0.09	\$0.19	na
<i>Non-Fair</i>	na	\$0.00	\$0.06	na
County Total	\$6.63	\$8.15	\$14.24	\$29.03
<i>Fair</i>	na	\$4.15	\$7.92	na
<i>Non-Fair</i>	na	\$4.00	\$6.32	na
Low Range				
	Direct	Indirect	Induced	Total
Combined Total	\$12.14	\$12.97	\$22.86	\$47.98
<i>Fair</i>	na	\$7.05	\$13.49	na
<i>Non-Fair</i>	na	\$5.92	\$9.37	na
Area Total	\$4.62	\$5.33	\$8.82	\$18.77
<i>Fair</i>	na	\$2.99	\$5.71	na
<i>Non-Fair</i>	na	\$2.34	\$3.11	na
Community Total	\$0.11	\$0.12	\$0.93	\$1.16
<i>Fair</i>	na	\$0.10	\$0.19	na
<i>Non-Fair</i>	na	\$0.02	\$0.74	na
Youth Total	\$0.13	\$0.09	\$0.25	\$0.46
<i>Fair</i>	na	\$0.09	\$0.19	na
<i>Non-Fair</i>	na	\$0.00	\$0.06	na
County Total	\$7.29	\$7.43	\$12.87	\$27.59
<i>Fair</i>	na	\$3.87	\$7.39	na
<i>Non-Fair</i>	na	\$3.56	\$5.47	na

Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

Note: na indicates that youth organizations do not have non-fair events.

3.1.2 Tax Impact Associated with Gross Economic Impacts

Agricultural fairs in Washington State are a substantial tax resource for local communities, counties, and the state. Tax impacts are generated by both on and off-site transactions associated with direct,

indirect, and induced sales activity. Table 10 shows the tax impacts for gross economic impacts of fair and non-fair activities in 2005.

Tax revenues were calculated based on the state sales tax rate of 6.5 percent times gross economic impacts. Gross economic impacts generated between approximately \$23 million and \$25 million in tax revenue in 2005.

Table 10. Tax Impacts Associated with Gross Economic Impacts, 2005 (in \$ millions)

High Range				
Total Attendees	Direct	Indirect	Induced	Total
Combined Total	\$16.75	\$2.62	\$5.67	\$25.03
<i>Fair</i>	\$9.40	\$1.41	\$3.12	\$13.94
<i>Non-Fair</i>	\$7.34	\$1.21	\$2.55	\$11.10
Area Total	\$6.65	\$1.07	\$2.29	\$10.01
<i>Fair</i>	\$4.08	\$0.61	\$1.35	\$6.05
<i>Non-Fair</i>	\$2.56	\$0.46	\$0.93	\$3.96
Community Total	\$0.16	\$0.02	\$0.05	\$0.24
<i>Fair</i>	\$0.14	\$0.02	\$0.05	\$0.21
<i>Non-Fair</i>	\$0.02	\$0.00	\$0.01	\$0.03
Youth Total	\$0.08	\$0.02	\$0.03	\$0.13
<i>Fair</i>	\$0.08	\$0.02	\$0.03	\$0.13
<i>Non-Fair</i>	na	na	na	na
County Total	\$9.86	\$1.50	\$3.30	\$14.66
<i>Fair</i>	\$5.10	\$0.76	\$1.69	\$7.55
<i>Non-Fair</i>	\$4.76	\$0.74	\$1.61	\$7.11
Low Range				
Paid Attendees	Direct	Indirect	Induced	Total
Combined Total	\$15.15	\$2.40	\$5.17	\$22.72
<i>Fair</i>	\$8.58	\$1.30	\$2.86	\$12.74
<i>Non-Fair</i>	\$6.57	\$1.10	\$2.30	\$9.98
Area Total	\$6.04	\$0.99	\$2.09	\$9.13
<i>Fair</i>	\$3.64	\$0.55	\$1.21	\$5.41
<i>Non-Fair</i>	\$2.40	\$0.44	\$0.88	\$3.72
Community Total	\$0.15	\$0.02	\$0.05	\$0.22
<i>Fair</i>	\$0.13	\$0.02	\$0.04	\$0.20
<i>Non-Fair</i>	\$0.02	\$0.00	\$0.01	\$0.03
Youth Total	\$0.08	\$0.02	\$0.03	\$0.13
<i>Fair</i>	\$0.08	\$0.02	\$0.03	\$0.13
<i>Non-Fair</i>	\$0.00	\$0.00	\$0.00	\$0.00
County Total	\$8.88	\$1.37	\$2.99	\$13.24
<i>Fair</i>	\$4.72	\$0.71	\$1.57	\$7.00
<i>Non-Fair</i>	\$4.16	\$0.66	\$1.42	\$6.23

Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

Note: na indicates that youth organizations do not have non-fair events.

3.2 Net Economic Impacts

Economic impacts from non-local attendees and workers to Washington State fairs and other fair activities held on the fairground are estimated to be between approximately \$77 million and \$80 million. Net economic impacts are assumed to be from spending by non-local patrons. These net impacts represent new dollars to the Washington State or county economies associated with fair and non-fair events. Non-local impacts are defined as impacts associated with visitors and workers at fair and non-fair events that would require overnight accommodations (see Table 11). More patrons to non-fair events require overnight accommodations than the patrons that attend fair events.

Table 11. Patrons and Workers Requiring Overnight Accommodations, 2005

	Percent of Fair Patrons and Workers	Percent of Non-Fair Patrons and Workers
Area Fairs	6%	22%
Community Fairs	1%	10%
Youth Fairs	60%	na
Agricultural County Fairs	6%	7%

Source: Northern Economics, Inc. estimates based on Washington State Fairs Survey, 2006.

Note: na indicates that youth organizations do not have non-fair events

As shown in Table 12, the total net economic impact of non-fair activities is estimated to be approximately \$77 million, while the impact of fair activities is approximately \$80 million. Non-fair activities account for a larger percentage of total net economic impacts (59 percent) than they do of gross economic impacts (44 percent).

Table 12. Net Economic Impacts, 2005 (in \$ millions)

High Range				
Total Attendees	Direct	Indirect	Induced	Total
Combined Total	\$47.53	\$12.05	\$20.73	\$80.32
<i>Fair</i>	\$19.54	\$4.89	\$8.46	\$32.90
<i>Non-Fairs</i>	\$27.99	\$7.15	\$12.27	\$47.42
Area Total	\$23.90	\$5.99	\$10.37	\$40.26
<i>Fair</i>	\$8.10	\$2.03	\$3.51	\$13.64
<i>Non-Fairs</i>	\$15.80	\$3.97	\$6.86	\$26.62
Community Total	\$0.14	\$0.04	\$0.07	\$0.25
<i>Fair</i>	\$0.07	\$0.02	\$0.03	\$0.12
<i>Non-Fairs</i>	\$0.08	\$0.02	\$0.03	\$0.13
Youth Total	\$1.00	\$0.24	\$0.42	\$1.66
<i>Fair</i>	\$1.00	\$0.24	\$0.42	\$1.66
<i>Non-Fairs</i>	na	na	na	na
County Total	\$22.49	\$5.77	\$9.88	\$38.14
<i>Fair</i>	\$10.37	\$2.61	\$4.50	\$17.48
<i>Non-Fairs</i>	\$12.12	\$3.17	\$5.38	\$20.67
Low Range				
Paid Attendees	Direct	Indirect	Induced	Total
Combined Total	\$45.57	\$11.78	\$20.11	\$77.47
<i>Fair</i>	\$18.79	\$4.79	\$8.22	\$31.80
<i>Non-Fairs</i>	\$26.79	\$6.99	\$11.89	\$45.67
Area Total	\$22.93	\$5.86	\$10.06	\$38.86
<i>Fair</i>	\$7.70	\$1.97	\$3.38	\$13.06
<i>Non-Fairs</i>	\$15.23	\$3.89	\$6.68	\$25.80
Community Total	\$0.14	\$0.04	\$0.06	\$0.24
<i>Fair</i>	\$0.07	\$0.02	\$0.03	\$0.12
<i>Non-Fairs</i>	\$0.07	\$0.02	\$0.03	\$0.13
Youth Total	\$1.00	\$0.24	\$0.42	\$1.66
<i>Fair</i>	\$1.00	\$0.24	\$0.42	\$1.66
<i>Non-Fairs</i>	na	na	na	na
County Total	\$21.50	\$5.64	\$9.57	\$36.71
<i>Fair</i>	\$10.02	\$2.56	\$4.39	\$16.97
<i>Non-Fairs</i>	\$11.48	\$3.08	\$5.18	\$19.74

Source: Northern Economics, Inc. estimates based on IMPLAN input-output model for Washington.

Note: na indicates that youth organizations do not have non-fair events.

3.3 Analytical Background

Economic impact analysis and its primary tool, input-output analysis, are very simple in concept, but very technical in their application. Essentially, economic impact analysis provides a reasonable answer to the question: Beyond the actual event being studied, what are the additional impacts of that event on a regional economy?

3.3.1 Input-Output Analysis Explained

In order to answer the question above, **a region must first be defined**. Regions can range from as small as a zip code to as large as a nation, or larger. The economic activity is only that which occurs within the region.

Next, the money spent in the event or activity being studied needs to be understood. This transaction is known as **'direct spending'** and is the initial injection of money into an economy. This study began with a survey to understand what happens at fairs in terms of how much money is spent, who spends it and where it is spent.

Economic impact analysis then uses a 'picture of the economy' to determine the effect of that direct spending. This picture of the economy is created from information gathered by government agencies and it describes the linkages within the economy. For example, it would tell us that a bakery is likely to purchase flour and other supplies, and from whom those supplies are purchased. So the picture of the economy shows that direct spending at a bakery **results in indirect spending** at a flour producer. It also tells us where bakeries in a region tend to buy their flour and whether those suppliers are in the region of study.

To summarize, economic impact analysis begins with looking at the direct spending within a region and then the indirect effect of that spending on the region (a portion of indirect spending will leave a region when goods or services are purchased from outside the region of study). There is one more component called **induced spending** that needs to be addressed.

Induced spending is generated when the employees of the suppliers, in our example above the flour purchases, spend their wage earnings. Induced spending is determined by using the 'picture of the economy' similar to indirect spending. Spending by local and state governments is also included in induced spending.

The **sum of the direct spending, indirect spending and induced spending** within the **region** is the total gross economic activity. Taken together, they give a reasonable estimate of the amount of economic activity that an event will generate within the region being studied.

3.3.2 Gross Economic Impacts and Net Economic Impacts Explained

When examining an event, the economic impacts can be further delineated and summarized into gross economic impacts and net economic impacts. Gross economic impacts are attributed to total direct, indirect and induced spending within the regional economy that is associated with the event. The net economic impacts are those that result from new spending in the regional economy that is associated with the event.

People living in the study area would, in the absence of a fair, likely spend their money on recreation or other goods and services in the region and, as a result, these expenditures by residents are not new or additional spending in the region. Those attendees who travel to the fair from outside a county or outside of the state would not otherwise spend their money in the region, so these expenditures

represent new income to the region. The net economic impacts are attributed to fair attendees from outside the region.

4 Specific Fairground Activities

The survey asked fair organizations about revenues generated through specific fairground activities, such as non-profit fundraising and animal and livestock sales. The following subsections present the information obtained from the survey.

4.1 Non-Profit Fundraising

Fairgrounds are a popular location for fundraising events, aimed at raising funds for a variety of community and regional causes. In 2005 approximately \$6.6 million were raised by fundraising activities on fairgrounds.

Table 13. Non-Profit Fundraising Revenue Generated in 2005 (in \$ millions)

	Area	Youth	Community	County	Total
Non-profit fund-raising revenue	\$1.6	\$.06	\$.07	\$4.8	\$6.6

Source: Survey of Washington State Fairs, 2006

4.2 Animal and Livestock Sales

Animal and livestock sales are special events held on fairgrounds across the state. Often times, there are animal and livestock sales at the end of a fair event. For example, the Pend Oreille County Fair has a Market Animal Sale to support 4-H, FFA, and Open Youth events (Pend Oreille County Fair, 2007). The purpose of the sale is to offer businesses or individuals the opportunity to show support and recognition for youth's efforts to raise quality animals and to guarantee a market outlet for project animals.

The Survey of Washington Fairs asked fair organizations for the dollar value of animal and livestock sales. Based on the survey results, it appears that sale amounts are not commonly collected. The responses were received from 1 of 4 area fairs, 8 of 35 county fairs, 1 of 16 community fairs, and none of the 16 youth fairs. The values provided in Table 14 are based on the limited responses received.

According to the survey results, \$4.9 million was generated from animal and livestock sales held on fairgrounds in 2005.

Table 14. Animal and Livestock Sales in 2005 (in \$ millions)

	Area Fair	Youth	Community	County	Total
Animal and livestock sales	\$.08	n/a	\$.17	\$4.7	\$4.9

Source: Survey of Washington State Fairs, 2006

Note: There are animal and livestock sales associated with Youth fair events; however no information was available from survey respondents.

5 Lessons Learned

Conducting an economic impact analysis always reveals a great deal about the nature and the quality of the data that are available on the economics of the activity being studied. This study revealed that the records kept and maintained by fairs do not provide the detailed information necessary to conduct an economic impact analysis without using estimates based on professional knowledge and expert opinion. While estimates in this case provided a good understanding of the economic impact of fairs, direct data would have been ideal.

Should the WSDA and Washington Fairs Association want to continue to monitor the economic impacts of fairs through economic impact studies, addressing some of the lessons learned would improve the accuracy of future studies:

- First, the diversity of record keeping capabilities of the different fairs affected their ability to answer similar questions. Some fairs will need to be advised as much as a year in advance about the exact data that they will be asked to report. The Washington Fairs Association might consider training or other assistance to fairs for recordkeeping needed to address economic impact questions.
- Second, we learned that the differences in the structure of fair organizations mean that some will be better able than others to answer different questions. For example, youth fair organizers had difficulty answering questions about attendance because there is not a 'gate'.
- Third, future reports would be improved if the fair organizations could report the total amount of funds raised by local organizations, the dollar value of livestock sold at youth fairs, the number and age of volunteers working at fairgrounds, and similar data.
- Finally, the fullness of survey responses could be improved with more training for those responsible for responding to the survey. As mentioned earlier, an overview was presented to fair representatives attending the Fair Super Schools, and this training effort could be better utilized in the future by encouraging the use of workshops where people responsible for filling in the survey are invited to attend and learn about the survey instrument tool and study purpose.

Any data collection effort of this magnitude will always face challenges to getting complete and full responses. These lessons could help reduce the strain of responding on fair organizers and improve the quality of responses received.

6 Glossary of Terms

Direct effects	A measure of the economic effect of the initial expenditure within a community.
Gross economic activity	The sum of direct, indirect and induced effects.
Indirect effects	The inter-industry effects of input-output analysis. The impacts above and beyond the direct effects. Indirect effects measure the effect of local re-spending on jobs, household income, and revenue to local and state government. It is often referred to as secondary spending on the dollars “rippling” through a community. When funds are eventually spent non-locally, they are considered to have “leaked out” of the community and therefore cease to have a local economic impact. Indirect impact is the sum of the impact of all rounds of spending, when applied to the multipliers.
Indirect jobs	The part-time and full-time jobs generated in the sectors that supply goods and services to the directly impacted sector. Indirect jobs are created when there is an increase in economic activity in a particular sector and results in an increase in demand for goods and services that supply or support the sector.
Induced effects	The impacts of household expenditures in the input-output analysis.
Induced jobs	The part-time and full-time jobs generated in sectors that supply goods and services to households. Induced jobs are created by the additional household spending that result from the increase in direct and indirect income generated by the project.
Input-Output analysis	An economic model that allows assessment of change in overall economic activity as a result of some corresponding change in one or several activities.
Labor income	In general it represents all forms of employment income. In Input-Output analysis it is the sum of employee compensation and proprietor income.
Net economic activity	A measure of whether resources are merely shifted from an existing use to serve needs created by the new project. If the project does not bring in additional outside resources, then there are likely to be no net multiplier effects. For example, if a new hotel is built in a city the net economic activity would be the economic activity generated by people staying at the new hotel who would not have otherwise come to the city and stayed at an existing hotel.
Secondary effects	Sometimes referred to as multiplier effects, include both the indirect and induced effects of the project.

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Appendix A – List of Fairs

Agricultural Fairs

(Funded by WSDA) (68)

Area Fairs (3)

Benton-Franklin Fair & Rodeo
Central WA State Fair (Yakima)
NW Washington Fair (Lynden)

County Fairs (35)

Adams County Fair
Asotin County Fair
Chelan County Fair
Clallam County Fair
Clark County Fair
Columbia County Fair
Cowlitz County Fair
Evergreen State Fair (Snohomish County)
Ferry County Fair
Garfield County Fair
Grant County Fair
Grays Harbor County Fair
Island County Fair
Jefferson County Fair
King County Fair
Kitsap County Fair
Kittitas County Fair
Klickitat County Fair
Lincoln County Fair
Mason County Fair
North Central Washington District Fair (Douglas County)
NE Washington Fair (Stevens County)
Okanogan County Fair
Pacific County Fair
Palouse Empire Fair (Whitman County)
Pend Oreille County Fair
Pierce County Fair
San Juan County Fair
Skagit County Fair
Skamania County Fair
Spokane Interstate Fair
SW Washington Fair (Lewis County)
Thurston County Fair
Wahkiakum County Fair
Walla Walla County Fair

Agricultural Fairs

(Not Funded by WSDA) (3)

Western Washington Fair
Puyallup Spring Fair
Columbia Basin JR Livestock Show

Non-Agricultural Fair

(Not Funded by WSDA) (1)

Key Peninsula Community Fair

Community Fairs (18)

Castle Rock Community Fair
Colton-Uniontown Fair
Clayton Community Fair
Hunters Community Fair
Kalama Community Fair
Lacamas Community Fair
Lewis County Spring Youth Fair
Silvana Community Fair
Southeast Spokane Community Fair
St. John Community Fair
Stanwood-Camano Community Fair
Valley Community Fair
Waitsburg Jr. Livestock Show
West Plains Community Fair
West Valley Community Fair
Whatcom County Youth Fair
Wheat Land Community Fair
Yakima Valley Fair & Rodeo

Youth Fairs (12)

Central Washington Jr. Livestock Show
Enumclaw Jr. Dairy Show
Jr Livestock Show of Spokane
NW JR Livestock Show
N Central JR Livestock Show
NW JR Sheep Exposition
Puget Sound JR Livestock Show
Washington JR Poultry Exposition
Washington State 4-H Fair
Washington JR Horse Show
Washington State FFA Exhibition
Washington State FFA Spring Fair

72 Total Fairs in Washington State:

4 Area Fairs, 35 County Fairs, 20 Community Fairs, 13 Youth Fairs

71 Total Agricultural Fairs

4 Area Fairs, 35 County Fairs, 19 Community Fairs, 13 Youth Fairs

68 Agricultural Fairs Funded by WSDA

3 Area Fairs, 35 County Fairs, 18 Community Fairs, 12 Youth Fairs

1 Non-Agricultural Fair, Not Funded by WSDA

1 Community Fair

