



2023

WILLIAMSON COUNTY FAIR FAIR OVERVIEW



2023

BY THE NUMBERS

201,847

FAIRGOERS

33,903

ONLINE TICKETS &
PACKAGES SOLD

1,360

VOLUNTEERS

\$51,300

AMOUNT AWARDED
IN SCHOLARSHIPS
SINCE 2013

5,104

COMPETITIVE
EVENT ENTRIES

128

VENDORS &
EXHIBITORS

\$67,096

AMOUNT AWARDED IN
PREMIUMS IN 2023

COMPETITIVE EVENTS BY THE NUMBERS

5,104

Total Competitive
Event Entries

637

Total Agriculture Entries
(Field Crops, Farm Eggs, Honey
& Bees and Horticulture)

278

Total Creative Arts Entries (Handicrafts,
Fairy Gardens, Needlework, Quilts,
Textiles & Floriculture)

333

Total Culinary Arts Entries (Canned
Goods, Breads, Cakes, Candy,
Cookies, Pies & Specialty Contests)

406

Total Cultural Arts Entries
(Fine Arts, Sustainable Art &
Photography)

1,754

Total Livestock Entries

1,524

Total Youth Entries

78

Total Pageant Entries

77

Total Vocal
Competition Entries

New this year - FFA Land Judging Contest - 17 entries throughout TN counties



4-H LIVESTOCK PROGRAM BY THE NUMBERS

37 Exhibitors showed **75** Head of Cattle
(Heifers, Steers, and Prospect Steers)

22 Exhibitors showed **66** Head of Goats
(Does, Market Goats and Doelings)

10 Exhibitors showed **22** Head of Sheep
(Market Lambs and Ewes)

9 Exhibitors showed **82** Laying Pullets

78 Chick Chain participants completed the projects & exhibited **390** Birds

Chick Chain Sale & Auction raised: **\$12,300**

4-H LIVESTOCK EXPO & SALE



\$321,664.75

9

Total Amount Raised from 2023
Livestock Expo to Support
Student Scholarships

Nine steers that were purchased at the auction (11,800 lbs. of beef) by local businesses & individuals were donated to charities including: *Nashville Rescue Mission, Room in the Inn, Samaritans Ministries, and Welcome Home Ministries.* One steer provides approximately 1,500 protein servings, feeding 13,500 people quality protein.

79

Animals sold at
the 2023
Livestock Expo

\$16,060

Top selling Steer
in 2023

\$2,397

Top selling Market
Lamb in 2023

\$1,659

Top selling
Market Goat in
2023



Sold at the 2023
4-H Livestock Auction

41

Market Steers

9

Market Lambs

29

Market Goats

45

Exhibitors showed
animals in the
Livestock Expo &
Auction in 2023

ECONOMIC IMPACT

2023 Economic
Impact Total

\$5,154,771

Cumulative Economic Impact
for the past 19 years

\$83.9 MILLION

COMMUNITY IMPACT

\$9,200

raised at the Cake Auction to support
Williamson County 4-H Clubs

Food Collected on
"Pay it Forward" Monday
benefitting GraceWorks Ministries

14,548 LBS.

Food Collected and
Donated since 2013

84,531 LBS

Valued at:

\$150,167

Amount Donated to
Centennial Band
Boosters over 19 years

\$270,229

Amount Donated to
Page High Band
Boosters over 8 years

\$91,700

Total Amount put back
into the Williamson
County AgExpo Park for
facility improvements

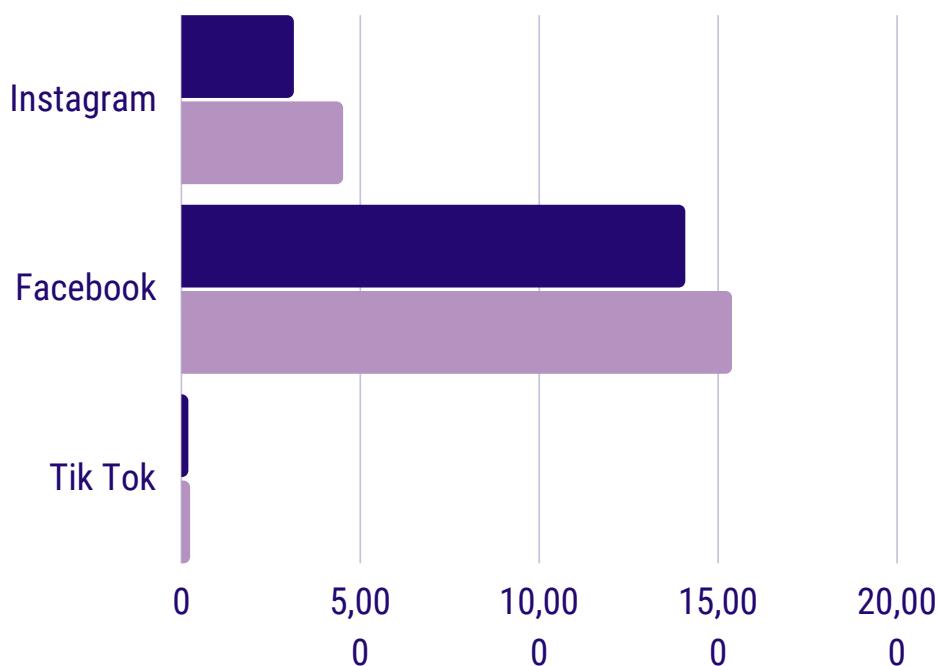
\$229,544

2023

DIGITAL MARKETING METRICS



Total Number of Followers in 2022 vs Followers in 2023



1.8M

Total Impressions
Across All Platforms

430,329

Total Number of Unique
Users that Viewed Our Ads

22,137

Total Number of Followers
Across All Platforms

INSTAGRAM

33,903

REACH

1,360

PROFILE VISITS

51,300

LINK CLICKS

FACEBOOK

622,560

REACH

62,163

PROFILE VISITS

14,579

LIKES

TIK TOK

95,144

IMPRESSIONS

220

FOLLOWERS

1,091

LIKES

2023 DIGITAL & PRINTED MATERIALS

MAGAZINE PAGE ADS

Featured in Southern Exposure, Williamson Herald & Your Williamson



PRINT ADS

Featured in Nashville Parent, Williamson Herald & Williamson Source



MTE BILL INSERT



SOAR MINI GOLF SCORECARD



EMAIL BLAST BANNERS

Featured in Nashville Lifestyles, Williamson Herald & Your Williamson



WILLIAMSON FAIR APP BY THE NUMBERS

NEW IN
2023!



1.3K

Total Users Each Day

877

Total Downloads (Apple
& Android Users)

1.6K

Times the App was
Viewed on the App Store

33.9K

Total
App
Page
Views

TOP VIEWED PAGES

1. Schedule/Calendar
2. List of Events
3. Fairgrounds Map
4. Photo Booth

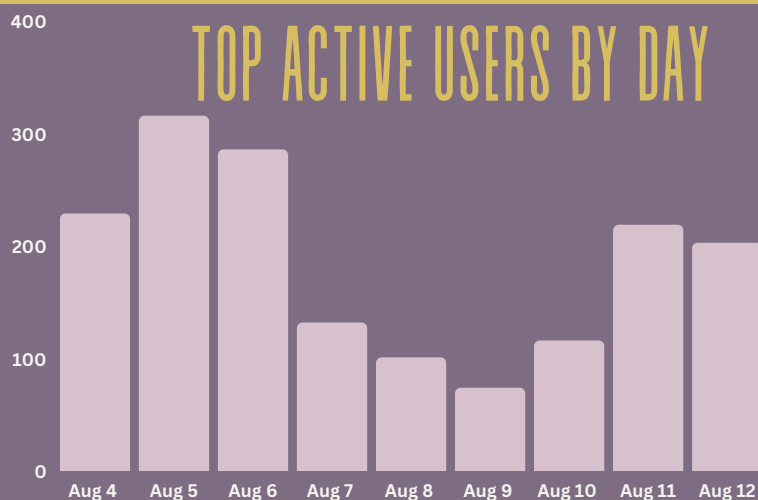
TOP VIEWED EVENTS

1. Sea Lion Splash
2. BMX Trickstars
3. Ninja Experience
4. Kardenni Magic Show

TOP ACTIVE USERS BY CITY

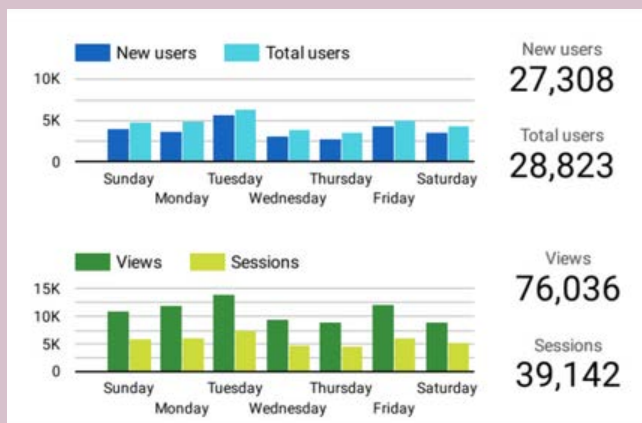
	City	Total users ▼
1.	Nashville	674
2.	Franklin	230
3.	Spring Hill	76
4.	Brentwood	67
5.	Atlanta	66

TOP ACTIVE USERS BY DAY



WCF WEBSITE BY THE NUMBERS

JULY 2023

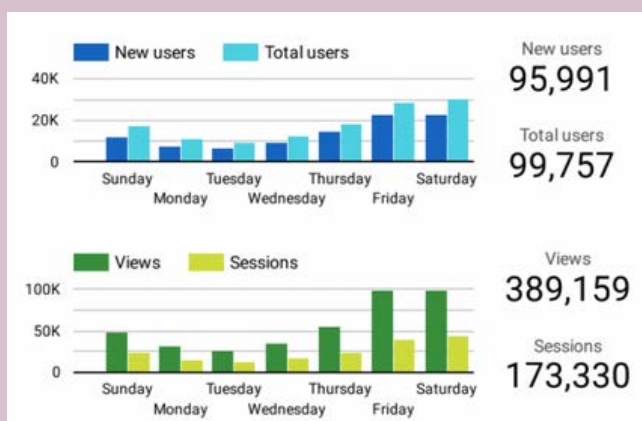


Top Pages	Sessions ▾
Get Tickets	22,101
Williamson County Fair	13,420
General Info	2,179
Directions	1,839
Cart	1,294
Competitive Events	1,266
Midway Rides & Games	1,177
Special Event Days	1,131
Competitions/Contests	1,033
Youth Competitions	1,025

City	Sessions ▾
Nashville	6,154
Franklin	4,566
Chicago	3,806
(not set)	2,579
Spring Hill	1,796
Brentwood	1,295
Murfreesboro	1,109
Atlanta	769
Columbia	769
Nolensville	530



AUGUST 2023



Top Pages	Sessions ▾
Get Tickets	81,653
Williamson County Fair	67,664
Directions	27,141
General Info	21,154
Order Tickets Transfer	19,965
Cart	14,843
Midway Rides & Games	7,138
Special Event Days	5,308
Know Before You Go	4,553
New This Year	3,773

City	Sessions ▾
Nashville	27,427
Chicago	27,086
Franklin	11,225
(not set)	8,459
Spring Hill	4,187
Brentwood	3,731
Murfreesboro	3,295
Atlanta	2,857
Columbia	1,881
Dallas	1,537



AWARDS & RECOGNITIONS



2022 Tennessee Association of Fairs

1ST RUNNER-UP

Merit Award Competition -
"AAA" Division

1ST PLACE

Fair Promotional
Merchandise - Lunch Bag

1ST PLACE

Scrapbook - Digital -
All Divisions

3RD PLACE

Fair Website

3RD PLACE

Creative Fair Idea - Agriculture -
"There's a Cow in My Truck"
presented by Mid TN Ford

2022 International Association of Fairs & Expos

1ST PLACE & DIVISION CHAMPION

Agriculture Awards -
Any Other Agriculture Program/Exhibit
- "There's a Cow in My Truck"
presented by Mid TN Ford

1ST PLACE

Sponsorship Innovation -
"MTE Stand & Eat Spools"

1ST PLACE

Sponsorship Continuity -
"TSC AgVenture Village Rebranding"

2ND PLACE

Communication Awards - Online
Advertisement - "WKRN website ad"

2ND PLACE

Agriculture Awards - Competitive
Exhibit Display - Photo Series - "Hen
House & Farm Egg Display"

2ND PLACE

First Time Sponsorship -
"Nashville Predators - Preds
Night/Ticket Sales Promo"

2ND PLACE

Sponsor Exposure - "Republic Bank -
P.O. Letters to Soldiers"

3RD PLACE

Sponsorship Innovation - "The Straw
Barn - Straw Maze"

3RD PLACE

Agriculture Awards - Agriculture Individual
Photo - Horticulture/Crops - "Best of Show
Fruit & Vegetable Arrangement"

3RD PLACE

Communication Awards -
Social Media - "Ticket Sales
Promos"