



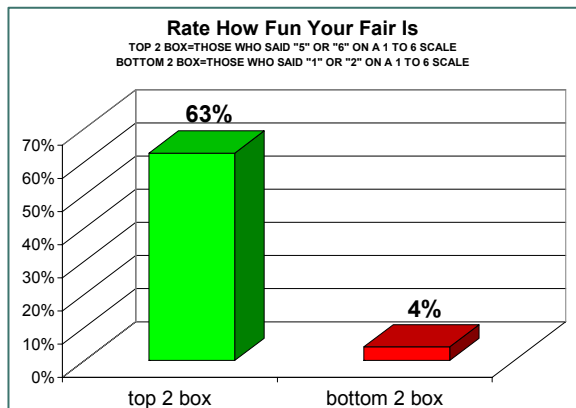
2007
AFA
ARIZONA FAIRS ASSOCIATION
SOCIO-ECONOMIC
IMPACT STUDY



REPORT SUMMARY

A 2007 study commissioned by the Arizona Fairs Association to determine the socio-economic impact of member fairs on the state of Arizona found:

- ✓ 2.1 million people visit one of the member AFA fairs; 33 percent of the population of Arizona.
- ✓ Nearly 7 out of every 10 visitors we asked indicated that they would miss the fair very much if it were gone.
- ✓ The average number of organizations that participate in AFA member fairs is 100. In many cases *well over* 100 clubs or groups participate with one member fair reporting over 250 such organizations that engage in activities during the run of the fair.



- ✓ 63% of fair visitors rate their fair a "5" or a "6" on a 1 to 6 scale where 6 equals "very fun".
- ✓ Agriculture-livestock club participation has a strong educational component for Arizona youth with approximately 50% of 4H and FFA exhibiting at AFA member fairs with over \$5 Million paid out from the livestock auctions fairs conduct.
- ✓ Youth exhibitors range from less than 100 to more than 3000 with the average just under 800 per fair.

- ✓ Member AFA fairs have been funded in part by portions of the Governors Fund for over 30 years as the fair is a community standard. The smaller the fair, the more it is recognized as that standard. Socio-Economic impact and community importance is not judged by fair size or profit-loss. 85% (blue) of AFA fairs operate in critical balance with the remaining 15% (yellow). The average annual net profit or loss without those 3 fairs is about a thousand dollars.

