



# Mohave County Fairgrounds 2024 Mohave County Fair

## Performance Summary

### Fair Overview

The 2024 Mohave County Fair took place over 4 days from September 12th through the 15th. Over 23,000 visitors took advantage of the great weather and did their best to grow fun memories.

This year's Fair included: livestock show and auctions, public education, live entertainment, vendor markets, food court, carnival, community theatre, and the timeless Fair Exhibition.

Overall, Fair feedback was very good for a second year in a row. SurveyMonkey results indicate positive marks for parking, customer service, wait times and entertainment offerings. The only area of dissatisfied feedback centered around the Carnival and pricing which is set by the vendor.



### Fair At A Glance

Revenue .....	\$261,127
Expenses .....	\$143,559
Net .....	\$117,568
Attendance .....	23,112

### Revenue Breakdown\*

Admission	\$137,296
Alcohol Sales	\$17,370
Carnival	\$63,013
Camp & RV	\$2,360
Vendors	\$38,052
Misc	\$3,036
<b>Total</b>	<b>\$261,127</b>

\* Staff is anticipating \$221,000 in Governor's Fund Appropriations for the 2024 Fair which is expected upon completion of the State Audit.

### Expense Breakdown

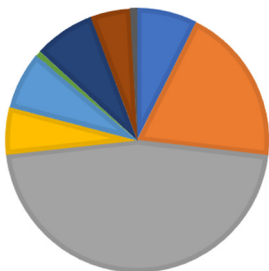
Personnel Costs	\$49,650
Supplies/Equipment	\$9,424
Utilities/Services (entertainment, rentals, etc.)	\$77,117
Alcohol	\$5,442
Credit Card Fees	\$1,926
<b>Total</b>	<b>\$143,559</b>

### Fair Attendance Totals

General Admission	18,265
Exhibitors	1,793
4H / MCYLA	1,732
Schools	1,132
Promotional	190

**Total** 23,112

#### Attendance Breakdown



Thursday General	7%
Friday General	19%
Saturday General	46%
Sunday General	6%
Youth Exhibitors	7%
Adult Exhibitors	1%
MCYLA / 4H	8%
School Field Trips	5%
Promotional	1%

### Program

A ranking of program elements was compiled based on survey data. Visitors ranked which attractions & events brought them to the Fair.

1. Livestock (64%)
2. Exhibition (34%)
3. Love All Fair (29%)
4. Carnival (28%)
5. Fair Food (26%)
6. Vendors (21%)
7. Entertainment (15%)

### Looking ahead...

Staff has completed a series of after-action meetings to gather feedback from various Fair stakeholders, and we are already working on improvements for next year. Improvements include:

- A new Fair management team
- Working with our Fair Partners to expand Fair programming and increase volunteers.
- Fee Schedule proposal to reduce entry prices making attendance accessible for everyone-including a \$5 "Sunday Funday".
- Fair Book layout and design will be elevated and the deadline will be moved up.

