



Impact of the Fair!

Fair-Related Businesses:

Fair-related businesses provide many goods and services that are essential to the fair experience. Commercial exhibitors generate millions in local spending, personal income, local jobs and local taxes. Attendees spending money on commercial exhibitor merchandise generated additional revenue which has a tremendous effect on local tax revenue.

Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and year-round events totaled in the millions.

Studies on the economic impact of Fairs suggest that for each dollar spent by the fair organization and event participants generates an estimated 29 cents of additional spending in the county, for a total impact of \$1.29 per dollar spent.



Agriculture:

A central feature of the fair is to educate people about the importance of agriculture in Tennessee.

Studies show fifty-eight percent of fairgoers felt that they knew more about agriculture after going to the fair.

The fair is a critical part of the local 4H / junior livestock program, which educates young people about the breeding, raising and grooming of farm animals.



Community Groups:

The fair is a major venue for local community groups and nonprofit organizations to raise money and awareness of their programs.

In 2005, nonprofit groups raised hundreds of thousands of dollars for community programs and services.

Social and Cultural Impacts: Giving Back

While the economic impact of the fair is remarkable, it is the social and cultural impacts that may leave the most lasting impression on Tennesseans.



Conclusion:

As this profile of the Williamson County Fair Presented by Tractor Supply Company illustrates, fairs entertain and educate, but they also have immense economic, educational, social and cultural impacts. Economic impacts range from spending by attendees and businesses to nonprofit fundraising to job creation and to tax revenues. From people's paychecks to community services, the return on investment from fairs is widespread. Fairs, however, represent much more than dollars-and-cents. Fairs offer a link between urban and rural Tennessee. They serve as tools for educating Tennesseans about the importance of agriculture and introducing young people to both traditional and innovative aspects of life on the farm. Fairs reach far beyond their agrarian roots and encourage industries and individuals to strive for excellence through competitions. Winning the blue ribbon at a fair competition is a great incentive to showcase the best of Tennessee. Finally, through their social and cultural impacts, fairs embody the community spirit and highlight the diversity of Williamson County and Tennessee.



Impact!



**FOR MORE INFORMATION
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