



2023 California Mid-Winter Fair Wrap Sheet

Weather	Decent weather for the 10-day run, a few breezy days and some cool nights but overall good weather.
Sponsorship	<ul style="list-style-type: none"> ☆ 6 new sponsors ☆ Sponsorship was up 28% ☆ One World Beef announced they will return in 2024 as the presenting sponsor
Admissions	<ul style="list-style-type: none"> ★ Paid Admissions were up 12% ★ 355 Seniors were admitted on Senior Citizen Day at no cost ★ 207 Military and guests were admitted at no cost on Military Appreciation Day ★ School Tours & Special Citizens day returned to the grounds after a pandemic hiatus. Helm & Sons provided carnival rides at no cost from 11:00-1:00 for Special Citizens day.
Food Concessions	<ul style="list-style-type: none"> ☆ Food concessions were up 17% ☆ Spiral fries and BBQ Village were top concession stands
Carnival	<ul style="list-style-type: none"> ★ Total sales were up 11% ★ The PLUR (Peace, Love, Unity & Respect), a new roller coaster with spinning cars, made its debut here. ★ 35 rides total
Livestock	<ul style="list-style-type: none"> ☆ 1,433 livestock exhibits a 13% increase ☆ 638 animals were sold at auction, an 18% increase over 2022 ☆ Average price per animal was down \$49 ☆ Auction totaled \$1,796,760 without add-ons, which continue to be collected and will put the total over \$2 million ☆ \$15,720.50 highest price paid for an animal (Steer) ☆ \$95 highest per pound paid for animal (Goat)
Adult Exhibits	★ 346 adult exhibits were judged and displayed in the Hulsienda Building.
Youth Exhibits	☆ 431 youth exhibits were judged and displayed in the Inspiration Gallery.
General Highlights	<ul style="list-style-type: none"> ★ Grandstands held 7 motorsport events and High School Madness ★ Tribute acts for Elvis, Steve Miller Band, Abba, along with a number of other musical acts ★ Sprint car races were held during fair for first time in over 20 years ★ Preble Building highlighted our theme with the an old Bob's Big Boy car side display, Abbey Road, Groovy Selfie Stations ★ Increased number of grounds act entertainment, including new Stolling Piano, The Wilder Show, Stilt Circus Stilters, and new hypnotist. ★ Inaugural Window Decorating Contest for IV businesses, 1st place: IV Volkswagen, 2nd place: Gordon's Carpet, 3rd Place: Discount Tire
2024 Dates	☆ March 1-March 10, 2024