



## 2024 CALIFORNIA MID-WINTER FAIR WRAP SHEET

<b>Weather</b>	6 days of fairly breezy/windy days which certainly had an effect on overall attendance. 4 days of decent weather, including the final weekend.
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>☆ 5 new sponsors</li> <li>☆ Sponsorship was up 13%</li> <li>☆ Energy Source Minerals was our new presenting sponsor</li> </ul>
<b>Admissions</b>	<ul style="list-style-type: none"> <li>★ Paid Admissions were up 13 %</li> <li>★ 340 Seniors were admitted on Senior Citizen Day at no cost</li> <li>★ 303 Military and guests were admitted at no cost on Military Appreciation Day</li> <li>★ School Tours &amp; Special Citizens day returned. Helm &amp; Sons provided carnival rides at no cost from 11:00-1:00 for Special Citizens day.</li> </ul>
<b>Food Concessions</b>	<ul style="list-style-type: none"> <li>☆ Food concessions were up 16%</li> <li>☆ Spiral fries and BBQ Village were top concession stands</li> </ul>
<b>Carnival</b>	<ul style="list-style-type: none"> <li>★ Total sales were up 5% with a decreased price from 2023</li> <li>★ The Black Out ride made its world premiere here along with other rides which were making their California Mid-Winter Fair debut such as the Medusa.</li> <li>★ 40 rides total</li> </ul>
<b>Livestock</b>	<ul style="list-style-type: none"> <li>☆ 2,523 livestock exhibits</li> <li>☆ 688 animals were sold at auction, an 8% increase over 2023</li> <li>☆ Average price per animal was \$3,633</li> <li>☆ Auction totaled \$2.5 million</li> <li>☆ \$33,400 highest price paid for an animal (Feeder Calf)</li> <li>☆ \$100 highest per pound paid for animal (Feeder Calf &amp; Market Goat)</li> </ul>
<b>Adult Exhibits</b>	★ 597 adult exhibits were judged and displayed in the Plaza Building.
<b>Youth Exhibits</b>	☆ 1,076 youth exhibits were judged and displayed in the Inspiration Gallery.
<b>General Highlights</b>	<ul style="list-style-type: none"> <li>★ Grandstands held 6 motorsport events and High School Madness</li> <li>★ Tribute acts for the Beatles, Carrie Underwood, Jason Aldean, Taylor Swift &amp; Jimmy Buffet, along with a number of other musical acts</li> <li>★ New promotion, Twisted Tuesday, where fair goers paid \$20 for entry and carnival rides. Promotion was very successful.</li> <li>★ Preble Building highlighted our theme with focus on community involved art. There were 9 "Art Cows" painted by various community organizations, along with 11 new "Mini-Mural" projects painted by local artists.</li> <li>★ 2nd Annual Window Decorating Contest for IV businesses, 1st place: Discount Tire, 2nd place: United Nissan, 3rd Place: Heart and Hand</li> </ul>
<b>2025 Dates</b>	<ul style="list-style-type: none"> <li>☆ New expanded dates, with closures on Mondays and Tuesdays</li> <li>☆ Feb 28-March 16, 2025</li> </ul>