



2009 Alameda County Fair

July 1 - July 19

Press Release



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NEWS RELEASE through May 31, 2009

97th Annual Alameda County Fair Creates Local Economic Stimulus with Cost-Friendly Family Fun

Increased Tourism, Summer Employment and Local Business Revenues are Projected

Pleasanton, CA -- Organizers of The Alameda County Fair, today announced that their mission for the 97th annual event is twofold: to continue its historic tradition of offering cost-effective family fun while, simultaneously, creating a much-needed economic stimulus for residents of Alameda County.

The Alameda County Fair will take place from **July 1 – July 19** (closed on Mondays) at the Alameda County Fairgrounds in Pleasanton, CA. Designed to offer, “something for everyone,” the fair boasts a number of amenities and attractions, including: animal husbandry education, livestock shows and judging, horse racing, food-eating contests, petting zoo, roller derby, cultural activities and more. Music A-listers such as the Charlie Daniels Band, En Vogue, Night Ranger, Bowling for Soup, BJ Thomas, Solange Knowles and others will also be performing as part of the fair’s ever-popular free concert-series. Fairgoers will also enjoy the benefit of special pricing incentives, including: Kids-Free Fridays, \$2 Tuesdays, Military Appreciation Weekend (free with valid identification) and Seniors-Free Wednesdays. New for 2009, the Fair will offer a \$30 Season Pass for admission to the fair all 17 days to be purchased online only in advance of opening day.

Fair enthusiasts will enjoy a cornucopia of culinary delights, from on-the-go favorites, such as corn dogs, cheese and sausage on a stick, funnel cakes and deep fried Twinkies, to international fare celebrating the traditions of India, New Orleans and Mexico. Fair organizers estimate that substantial revenues will be generated from the sales tax garnered from this year’s food and commercial vendors. Additionally, the Fair’s partners such as the carnival, food and commercial vendors hire a substantial number of employees, and as such, the Alameda County Fair is meeting a critical need in the community through the creation of summer employment opportunities.

As hundreds of thousands of fairgoers descend upon the Tri-Valley region during the annual seventeen-day event, area hotel operators and local businesses are poised to experience a surge in revenues during the summer months. In addition to a projected uptick in hotel reservations, local businesses—from banks to restaurants—are hopeful that a vast number of fair attendees will translate into increased patronage and sales growth.

Bay Area officials and industry experts comment on the Fair’s immediate and residual influence --

“The Annual Fair is one of the most exciting times of the year in Alameda County. Each year, they provide numerous activities and one-of-a-kind programs that families can enjoy while spending quality time together at the beautiful fairgrounds in Pleasanton. In light of the economic challenges facing our economy, it is encouraging to know that the Fair provides not only food, fun and excitement, but also contributes to our local economy through jobs and support of community based organizations. We are very proud of their efforts.”

Scott Haggerty
Alameda County Board Supervisor
District 1

“The Alameda County Fair in Pleasanton is a spectacular hybrid of the best of California’s urban and rural fairs. It draws thousands of visitors and local residents to its stellar entertainment lineup, colorful fairway, traditional exhibits of farm animals, and so much more; it’s a wonderful kick off to the summer season in the San Francisco East Bay. The Alameda County Fair has distinguished itself as a top venue for tourists and local businesses and as such has a profound effect on the local economy.”

Jennifer Hosterman
Mayor
City of Pleasanton

“The Alameda County Fair attracts attendees from far and wide, which translates into direct spending in our community,” says Amy Blaschka, President and CEO of the Tri-Valley, California Convention & Visitors Bureau. “A large, multi-day event such as the Fair greatly benefits both the City of Pleasanton and the Tri-Valley region with its economic impact potential. The influx of visitors means more business to our area restaurants, hotels, and retail establishments and more dollars in local coffers.”

Amy R. Blaschka
President & CEO
Tri-Valley, California
Convention & Visitors Bureau

“California’s 76 fairgrounds are a statewide economic engine and the award winning Alameda County Fair is one of the Crown Jewels of the fair network. Fairs collectively generate over 200 million dollars in direct tax income for the State

while supporting countless small businesses and employing over 51,000 people. The Pleasanton based Alameda County Fair operates on a year round basis in a beautiful park like setting. The Fair hosts hundreds of events culminating with the annual County Fair in July. "Fairtime" will have a huge economic impact on the region as hundreds of businesses, non-profit groups, and a wide range of animals from chickens to race horses, collide with thousands of guests to create the always fantastic Alameda County Fair. "

Stephen Chambers
Executive Director
Western Fairs Association

An Overview of the Fair's Economic Impact --

In 2002, KPMG performed an "Economic Impact Study," and found that the Alameda County Fairgrounds generates **more than \$300 million of annual economic benefit to the regional community, much of which is generated by the Annual Fair.** The non-profit Fair Association continues to provide positive recognition to the region, and has received more industry awards over the past several years than any other fair facility in the Western United States, including International Awards. In 2009, the Alameda County Fair won the Western Fair Association's prestigious "Merrill Award," given for "outstanding leadership and vision."

Key Economic Drivers of the 97th Annual Alameda County Fair:

- The Annual 17 day Alameda County Fair draws roughly 400,000 patrons
- The Fair and its partners employ more than 2,000 summer workers/hires
- The 15 day Live Horse Race Meet generates upwards of \$40 million in wagers with approximately \$8 million wagered onsite
- As the "largest nonprofit generator of solar energy in the nation" the Fairgrounds operates a 1-megawatt solar energy system that exceeds the power needs of the 17 day fair including the carnival rides
- The Junior Livestock Auction held during Fair has raised more than \$6M over the past 10 years for 4-H and FFA youth, many of whom fund their college educations with the monies raised by selling their animals at the auction

More about the Fair Association

The non-profit Fair Association continues to provide a significant public benefit without receiving any tax support. The Fair Association's nonprofit Board of Directors seeks to operate the Fairgrounds in a professional business manner & maintain prudent cash reserves in the event of an emergency. In addition to maintaining & enhancing the existing facilities, the Fair Association originally purchased the 268-acre fairgrounds in the 1930's and deeded the property to the County of Alameda in the 1940's.

With the "Oldest One-mile Race Track in America," the Fair Association hopes to continually enhance its horse training and racing program in Pleasanton.

The Fair Association remains committed to providing the highest quality Fairgrounds in Northern California & providing events at the lowest possible cost to the public.

For more information, please visit www.AlamedaCountyFair.com, or call (925) 426-7600.

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