

[Click here](#) to unsubscribe

Having trouble viewing this e-mail? [View it in your browser](#)



Western Fairs Association
1776 Tribute Rd. Ste. 210
Sacramento, CA 95815

FOR IMMEDIATE RELEASE

Media Contact: Stephen Chambers (916) 952-6362
stephenc@fairsnet.org
www.westernfairs.org/cfa-news

Budget Proposal Puts 29 California Fairs At Risk of Closure

Plan Also Threatens \$126 Million in Annual Tax Revenue to State's General Fund

SACRAMENTO, Calif. (Feb. 3, 2011) – The Brown Administration's plan to eliminate annual funding for California statewide network of fairs is expected to put 29 of them at risk of closure and could end up costing the General Fund \$57.4 million in lost annual income, the California Fairs Alliance warned today.

"The fair network generates more than \$126 million in direct tax income for the state every year," said Stephen Chambers of the California Fairs Alliance (CFA). "That represents nearly a four-to-one return on the state's overall \$32 million investment. In this light, the budget plan actually dries up an income stream that flows to the state from California fairs."

Along with a potential net income loss, the proposal could drive 29 fairs - including dozens of primarily rural fairs - completely out of business. This would result in a major economic ripple effect by killing jobs and related economic activities, according to CFA, which today also released the list of the 29 at-risk fairs and the formula for determining their status.

"Fair funding is seed money that creates a foundation from which the fairs are able to build up their true economic impact. While larger fairs may no longer need the platform provided by the funding, the majority of small and medium fairs do," said Chambers. "If you destroy this foundation, the whole network is disrupted. If the 'fair return' to the state in tax revenue is reduced by just 30 percent, this aspect of the Governor's budget proposal will bleed red ink from the General Fund."

CFA noted that the financial impact of California fairgrounds is well documented by the state of California, which recently issued a report, California Fairs: Statewide Economic Impacts, which found its economic contributions to be significant, including: \$2.8 billion in consumer spending, \$855 million in income, 25,000 full-time jobs and \$126 million in state and local taxes.

Absent proposed budget cuts, the fair network appears healthy. The fair network experienced a strong 2010 season with an overall growth in attendance and revenue. Budgets for the 2011 season are approved and funded and industry leaders expect another successful fair season as fairs continue to provide affordable, local, family recreational and educational experiences.

"We anticipate the state's direct return on its investment to fairs to top \$150 million in 2011 plus the added benefit of more than 30,000 full-time job equivalents," said Chambers. "That income, those jobs and the future of 29 fairgrounds will be in serious jeopardy in 2012 unless we find alternatives to the Governor's proposal."

For these reasons, California fair officials have contacted Governor Brown's office and legislators, said Chambers, to explore ways to trim fair funding and provide alternative funding mechanisms that won't compromise the ability of fairgrounds to generate revenue for state and local governments.

"We are hopeful that with a more strategic combination of budget reductions, as well as greater local control and flexibility, we will be able to protect the fair network and increase income to state and local governments," Chambers said. "Furthermore, a more thoughtful plan will ensure the survival of the thousands of small businesses and nonprofits that rely on fairs and fairgrounds in California."

The California Fairs Alliance will be presenting their concerns and proposing alternative solutions during the legislative budget hearings next week.

The California Fairs Alliance (CFA) is a subsidiary of the Western Fairs Association, a Sacramento-based nonprofit trade association representing fairs and fair-related businesses in

the western United States and Canada. The CFA consists of 76 California fairs divided into seven geographic areas. The Alliance provides training and information to the California fair network as well as legislative advocacy on behalf of California fairs.

California Fairs At-Risk

In order to measure the impact of Governor Brown's proposed 100 percent cut of state funding for California's fairs, the California Fairs Alliance developed a list of fairs that will be most at-risk for temporary or permanent closure.

The basic formula for selecting the listed fairs relied on their 2009 year-end fiscal statements (latest available). Those fairs whose operating income showed a 20 percent or greater reliance on state support were considered at risk as well as those fairs that experienced a net loss in 2009 and have an operating reserve of less than five percent.

This list is not meant to suggest that the remaining 49 fairs are not also "at-risk" as a result of the elimination of state funding. Fairs that had a difficult 2010 season and/or other factors could easily be added to the most at-risk list. The 2010-11 budget numbers are just now becoming available and we expect this list to grow. CFA will release an updated list next week.

Fairs operate on a calendar year and funding for 2011 is secure. These impacts are projected for 2012.

Most At-Risk List

1. Butte County Fair
2. Colorado River County Fair
3. Colusa County Fair
4. Glenn County Fair
5. Humboldt County Fair
6. Inter-Mountain Fair of Shasta County
7. Kings Fair
8. Lake County Fair
9. Lassen County Fair
10. Mariposa County Fair
11. Mendocino County Fair
12. Merced County Spring Fair
13. Modoc District Fair
14. Monterey County Fair
15. Mother Lode Fair
16. Placer County Fair
17. Plumas-Sierra County Fair
18. Sacramento County Fair
19. San Benito County Fair
20. San Joaquin County Fair
21. Santa Clara County Youth Fair
22. Schools Agriculture and Nutrition Fair
23. Shasta District Fair
24. Southern California Fair
25. Tehama District Fair
26. Trinity County Fair
27. Tulare County Fair
28. Tulelake-Butte Valley Fair
29. The Valley Fair

4501 Pleasanton Ave, Pleasanton, Ca, 94566
www.AlamedaCountyFair.com | email@AlamedaCountyFair.com
Sales and Support: +1 (555) 555-5555