

2016 King County Fair Highlights

- **Attendance : 20,749 up 5049 from 2015 or +32%**
- **Some of the economic indicators:**
 - **Rides revenue +\$14,143 or +80%**
 - **ATM Transactions + \$27,000 or +81%**
 - **Returning Food vendors revenue + \$35,483 or 55%**
 - **Truck Pull 1500 in attendance at \$20 per ticket = \$30,000 increase revenue.**
 - **Presale tickets through Safeway doubled to 2734 sold.**
- **We conducted a Survey Monkey set of questions following the Fair. These are the results from 103 people who submitted,**
 - **80% of submissions were from females**
 - **73% were between the ages of 25 to 64**
 - **72% were returning fair goers**
- **The following are the percentages people giving an Excellent or good review for the following categories**
 - **Entertainment 67.6%**
 - **Food and Beverage 57.8%**
 - **Advertising 66.3%**
 - **Very likely to attend future events 66.3%**
 - **Extremely or Very Organized 70.5%**
 - **Extremely or Very Safe 91.0%**
 - **Overall event rating, Excellent or Very good 67.0%**
- **King County Library System numbers:**
 - **213 actual free admittance**
 - **426 when at least 1 parent added**
 - **Sunday attendance 3412**
 - **KLSY 12.4 % of total day**

- **Media Highlights**
 - **Dollar spend up from \$16,000 to \$60,000**
 - **Top Country Radio stations brought events to us**
 - **Soft opening Wednesday night The WOLF**
 - **Drake White entertainment – free**
 - **145 tickets sold as package**
 - **289 Mutual of Enumclaw employees and families attended.**
 - **KMPS dollar Kids Day Thursday**
 - **Discount on Entertainment**
 - **Remote call in from grounds**