

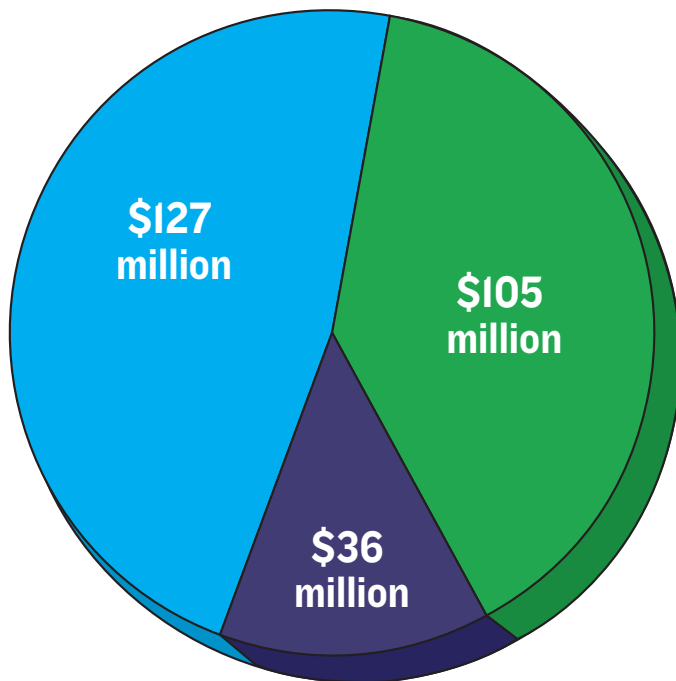
MINNESOTA STATE FAIR

State Fair's Twin Cities economic impact is \$268 million




The year-round operations of the 2018 Minnesota State Fair generated \$268 million in economic impact for the Twin Cities, plus additional unmeasured impact throughout the Midwest. The economic impact study, conducted by Markin Consulting of Maple Grove, shows that the State Fair supports more than 12,000 full-time, seasonal and part-time jobs with \$76.9 million in direct earnings for Twin Cities residents. In addition, the State Fair's annual operation generates \$9.9 million in state and local taxes.

The economic impact study was produced using data from the 2018 operations of the Minnesota State Agricultural Society, the governing body of the State Fair. The Society is responsible for the production of the annual State Fair and the year-round operations and maintenance of the 322-acre State Fairgrounds and does not receive any government funding. In 2018, the State Fair attracted more than 2 million visitors during its 12-day run, plus the fairgrounds hosted a busy schedule of 150 non-fair events throughout the year. Following are details of the study.

\$268 million in economic benefit



The Minnesota State Agricultural Society generates economic impact from three distinct sources:

-  Operating revenues and resulting local expenditures of the 12-day Minnesota State Fair (\$127 million)
-  Activities and expenditures of concessionaires, ride & game operators, commercial exhibitors and livestock and horse show exhibitors at the annual Minnesota State Fair (\$105 million)
-  Activities and expenditures of promoters, participants and exhibitors of non-fair events held at the State Fairgrounds throughout the year (\$36 million)



\$76.9 million in wages and 12,390 jobs

Of the \$268 million in total economic benefit to the Twin Cities area, \$76.9 million represents wage earnings paid to Twin Cities employees directly, as well as through local businesses and their employees in support of State Fair activities and its users. This supported 12,390 full-time, seasonal and part-time jobs.



\$9.9 million in tax revenue

Operations of the State Fair and the fairgrounds, as well as events held at the fairgrounds, generated state and local sales taxes and fuel and lodging taxes of \$9.9 million.

The Report on the Economic Impacts of the Minnesota State Agricultural Society was produced by Markin Consulting using data from the State Fair's fiscal year Nov. 1, 2017, to Oct. 31, 2018. For a copy of the summary report, email: fairinfo@mnstatefair.org