

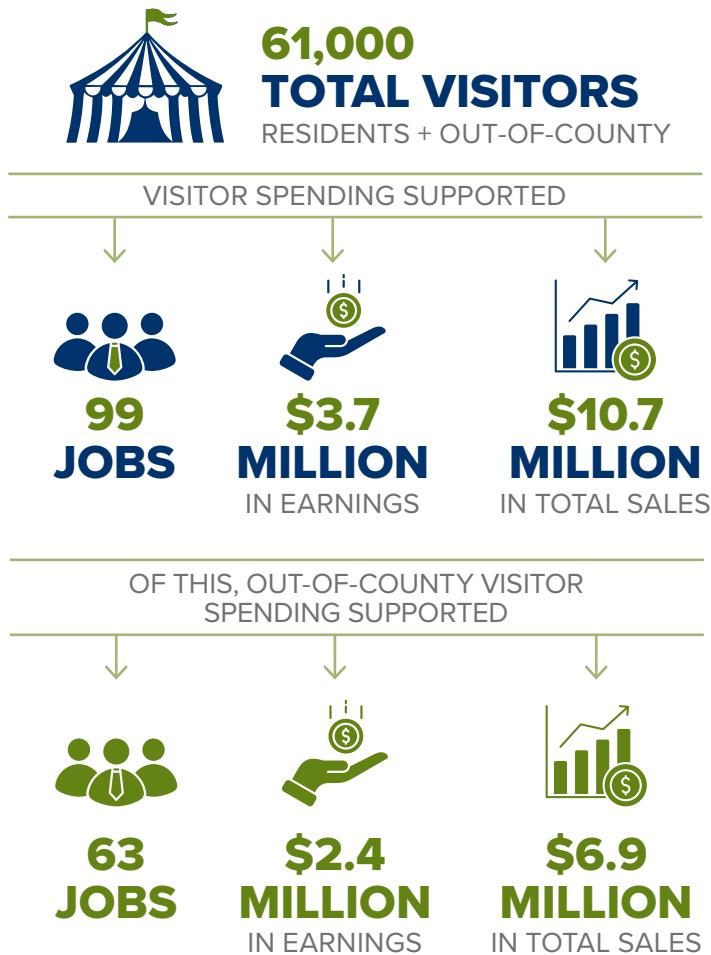
# EXECUTIVE SUMMARY

Each July, the Saratoga County Fair celebrates the county's farming traditions through livestock competitions, equestrian shows, and 4-H exhibits while drawing tens of thousands of visitors who contribute to the local economy. Beyond the fair itself, the fairgrounds host off-season events that sustain year-round economic activity and support local businesses across Saratoga County.

## SARATOGA COUNTY FAIR IMPACT

In 2024, the Saratoga County Fair attracted approximately **61,000** visitors, generating an estimated **\$6.8 million** in direct spending on food, retail, lodging, entertainment, and other local goods and services. This spending supported about **99** jobs, **\$3.7 million** in labor income, and **\$10.7 million** in total sales countywide.

Of this total, out-of-county visitors brought an estimated **\$4.4 million** in new spending to Saratoga County, supporting **63** jobs, **\$2.4 million** in earnings, and **\$6.9 million** in total sales across local industries such as accommodations, restaurants, and retail.



## OFF-SEASON IMPACT

Activity at the fairgrounds extends well beyond fair week. In 2024, the site hosted **off-season events on 24 days**, drawing approximately **11,600** additional attendees and producing nearly **\$1.0 million** in direct spending. These events supported **15** jobs, **\$570,000** in earnings, and **\$1.6 million** in total sales, including about **\$634,000** in new spending from visitors residing outside Saratoga County.



**24 EVENTS & 11,600 TOTAL VISITORS**

### OFF-SEASON OPERATIONS SUPPORTED



**15 JOBS**



**\$570,000**  
IN EARNINGS



**\$1.6 MILLION**  
IN TOTAL SALES

## FISCAL IMPACT

The fairgrounds also generate meaningful fiscal benefits. In 2024, visitor spending and related earnings produced an estimated **\$570,475** in combined state and local sales tax revenue, including nearly **\$250,000** retained by Saratoga County. More than **\$150,000** of this amount stemmed directly from out-of-county visitors, representing new tax revenue for local governments.



**\$570,475**  
**COMBINED STATE AND LOCAL SALES TAX REVENUE**

INCLUDING MORE THAN  
**\$250,000 RETAINED BY THE COUNTY**