

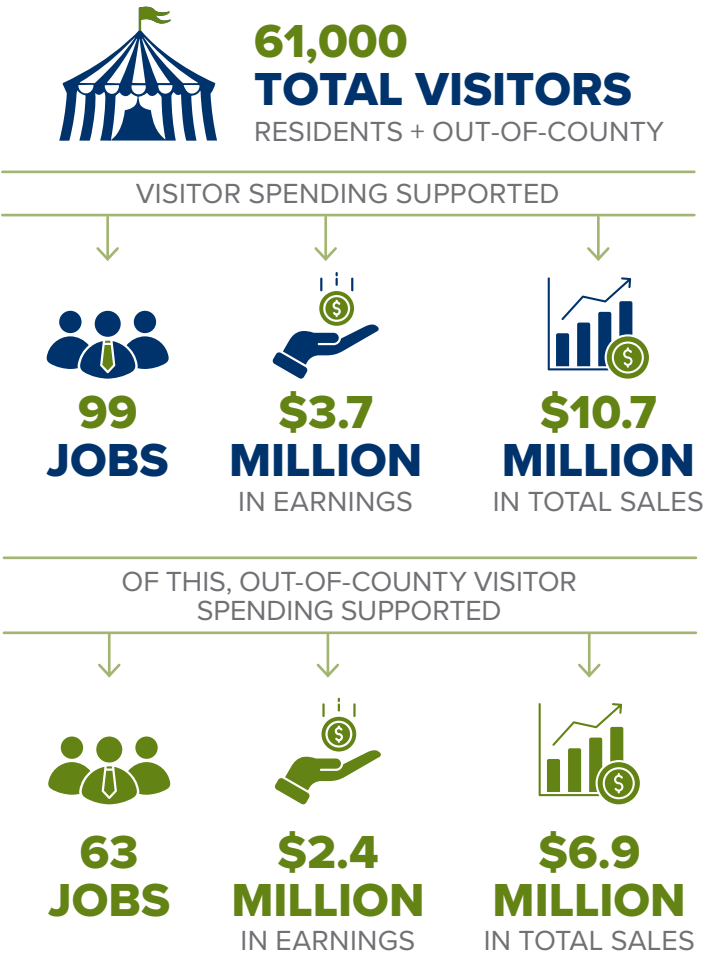
EXECUTIVE SUMMARY

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.



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.

