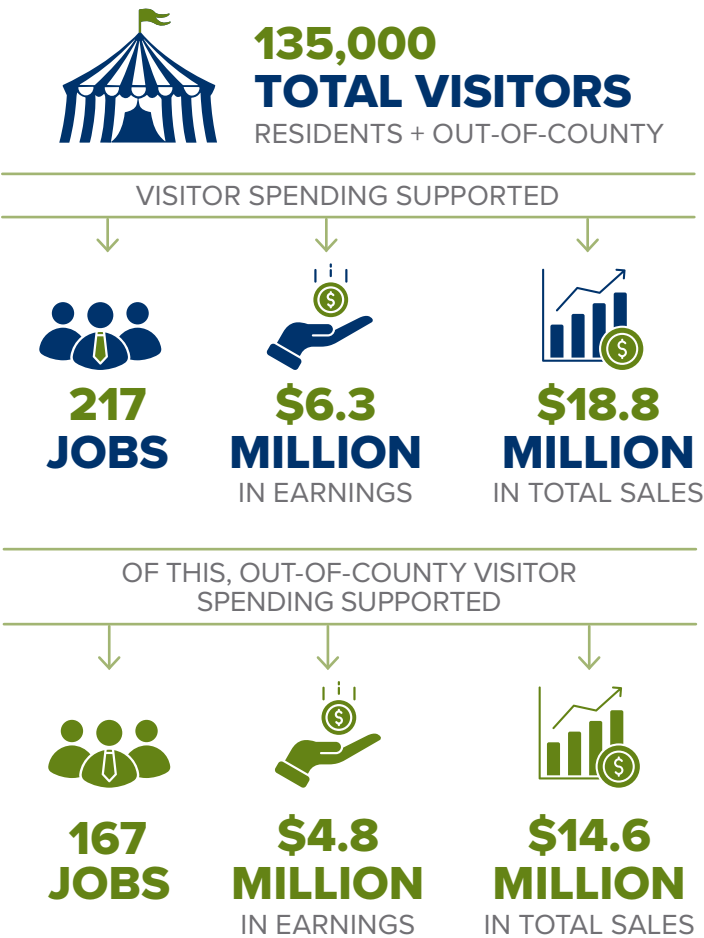# EXECUTIVE SUMMARY

Each August, the Washington County Fair brings together residents and visitors to celebrate farming, youth education, and rural traditions, while generating millions of dollars in economic benefits. Beyond the fair itself, the fairgrounds host a variety of off-season events that sustain year-round business activity, support local employment, and reinforce the county's identity as a hub of agricultural and community life.

WASHINGTON COUNTY FAIR IMPACT

In 2024, the **Washington County Fair** welcomed approximately **135,000 visitors**, generating an estimated **$15.0 million in direct spending** on food, retail, lodging, entertainment, and related goods and services. This spending supported roughly **217 jobs**, **$6.3 million in labor income**, and **$18.8 million** in total sales across local industries.

Of this total, spending by out-of-county visitors—representing new dollars entering the local economy—accounted for approximately **$11.7 million**, supporting **167 jobs**, **$4.8 million in earnings**, and **$14.6 million in sales**.

135,000
TOTAL VISITORS
RESIDENTS + OUT-OF-COUNTY

VISITOR SPENDING SUPPORTED

217 JOBS

$6.3 MILLION IN EARNINGS

$18.8 MILLION IN TOTAL SALES

OF THIS, OUT-OF-COUNTY VISITOR SPENDING SUPPORTED

167 JOBS

$4.8 MILLION IN EARNINGS

$14.6 MILLION IN TOTAL SALES

OFF-SEASON IMPACT

Activity at the fairgrounds extends well beyond fair week. In 2024, the site hosted **off-season events on 52 days**, drawing about **40,000 additional attendees** and producing $3.7 million **in direct spending**. These events supported approximately **50 jobs**, **$1.5 million in labor earnings**, and **$4.6 million in sales**.

52 EVENTS & 40,000 TOTAL VISITORS

OFF-SEASON OPERATIONS SUPPORTED

50 JOBS

$1.5 MILLION IN EARNINGS

$4.6 MILLION IN TOTAL SALES

FISCAL IMPACT

The fairgrounds also generate significant fiscal benefits for both the county and the state. In total, fair-related activity produced nearly **$1.3 million in combined state and local sales tax revenue** in 2024, including nearly **$600,000 retained by Washington County**. More than **$450,000** of this amount stemmed directly from spending by out-of-county visitors—representing new revenue for local governments.

$1.3 MILLION IN COMBINED STATE AND LOCAL SALES TAX REVENUE

INCLUDING NEARLY
$600,000 RETAINED BY THE COUNTY