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TOURISM CENTER

Pine County Fair: Attendee and participant assessment and economic value

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EXECUTIVE SUMMARY

Like many county fairs, the Pine County Fair features 4-H exhibits, talent shows, open class exhibits, live music, and kid's activities. However, the Pine County Fair's biggest draw is the Demolition Derby. Considered by some the "hardest hitting demolition derby in the Midwest", the derby draws around 100 registrants each year and sells thousands of tickets.

In 2017, the University of Minnesota Extension was contracted to profile attendees and Demolition Derby participants at Pine County Fair and to estimate the Fair's economic value in the community. The project aimed to assist management decisions, enhance the Fair, and maximize benefits to the community.

METHODS

Extension surveyed Fair attendees, Demolition Derby participants, Pine City businesses, and Fair vendors. Extension tailored its survey approach to each of the groups.

An on-site questionnaire was administered to attendees between Wednesday, Aug 2nd and Sunday, Aug 6th, 2017. An on-site questionnaire was administered to Derby participants between Friday, Aug 4th and Sunday, Aug 6th, 2017. A convenience sample was used for both surveys to ensure coverage across activities and locations during the Fair. For the attendee survey, a total of 1,081 surveys were collected, and 1,065 were qualified for data analysis. For the Derby participant survey, a total of 58 questionnaires were collected and used for data analysis. Data from completed questionnaires were entered, cleaned, and checked using Excel and analyzed using SPSS (version 24.0).

An on-site questionnaire was also administered to Fair vendors using a convenience sample. In total, 33 vendors completed the survey. For the business survey, the sampling plan included targeting businesses in Pine City, with an emphasis on businesses most likely to experience Fair traffic. In the end, the online survey received 24 completed responses. Finally, for the non-profit vendors (primarily food vendors), the plan called for surveying all vendors. In total, the survey received 7 online responses from a list of 8 vendors.

ATTENDEE SURVEY RESULTS

Respondents

Most often, respondents were female (59 percent). Respondents' average age was 48 years old, and the most frequently cited income category was \$50,000-\$99,999. More than half (56 percent) of respondents lived in Pine County and 40 percent in Pine City. Over one third of respondents (37 percent) attended the Fair with children younger than 13 years old and 18 percent with teenagers aged 13-17 years.

Information sources

The most frequently identified information source was word of mouth (50 percent). At least 13 percent of respondents heard about the Fair through newspaper (18 percent), Facebook (15 percent), poster/flyer (15 percent), or Pine County Fair website (13 percent).

Fair experience

Respondents were overwhelmingly repeat attendees (91 percent). Respondents reported they would attend the Fair for an average of 2.37 days, and 46 percent either did or planned to attend a Grandstand event on the day of the survey. Eighteen percent competed in or volunteered for Demolition Derby. The most enjoyable aspect of the Fair was food and beverages on Fairgrounds (63

percent). Respondents also enjoyed animals (47 percent), Demolition Derby (42 percent) and the beer garden (39 percent). Over 90 percent of respondents were satisfied or very satisfied with the Fair.

Fair expenditures

Respondents spent money in a variety of categories when attending Pine County Fair. The total average per person per day spending reported was \$35.1. The average per person per day spending was \$13.6 on food and beverages on fairgrounds, \$6.5 on Grandstand events, and \$3.2 on the carnival. Respondents also spent an average of \$2.8 on food and beverages off fairgrounds per person per day, and \$2.2 on transportation.

BUSINESS AND VENDOR SURVEY RESULTS

Overall satisfaction with the Pine County Fair

Businesses and vendors all agree the Pine County Fair is a positive event for the county. In addition, 96 percent are satisfied with the Fair. The highest levels of satisfaction are with the Fair Board's respect for businesses (89 percent) and the Fair Board's communication with them (68 percent). Lowest levels of satisfaction are with sales volume and foot traffic. The Demolition Derby is the event that most affects businesses and vendors (7 responses), followed by the exhibit and commercial booths (5 responses), and the grandstand entertainment (2 responses).

Sales and revenues related to the Fair

Non-profit vendors reported average sales of \$12,300 per vendor. The Fair is critical to their organizational success, as one-third of the non-profit vendors reported the Fair provided nearly all of their organization's annual revenue.

For-profit vendors reported average sales of \$220 per vendor during the fair. That figure covers vendors selling a product and has a noticeable range. One-quarter had sales of less than \$500, while 7 percent reported sales between \$2,000 and \$5,000. One-quarter of the non-profit vendors at the Fair were providing "information-only" and not selling a product. Of those selling, 14 were selling novelties, eight professional services, and three food or beverage.

Businesses reported average revenue increases of \$800 per businesses, as a result of the Fair. This includes businesses with revenue increases and those who reported no revenue increases. A mix of businesses responded to the survey, including those, such as insurance agencies, who might not have direct business from the Fair.

Economic value

Based on reported spending by Pine County Fair attendees and Demolition Derby participants, Extension estimates \$926,610 of total spending due to the Pine County Fair. This includes spending both on the fairgrounds (Derby, carnival, food and beverage, etc.) and off the fairgrounds (gasoline stations, restaurants, grocery stores, etc.). The majority of this (72 percent) is on the fairgrounds.

The Pine County Fair Board spends \$312,200 to put on the Fair. Total spending in Pine County, due to the Fair, is \$926,610. Thus, for every dollar invested by the Fair Board, \$3 of additional spending is generated in the county.

DISCUSSION

Attendees

Overall, respondents were satisfied with the Fair. The most enjoyable aspect of the Fair was food and beverages. Therefore, it is important for the Fair Board to maintain the quality and diversity of food and beverage offerings at the Fair. Respondents also enjoyed animals, Demolition Derby, and the beer garden. This finding is reassuring, as these are three significant aspects of the Fair.

The average per person per day spending was \$35. This is not a small amount of mostly discretionary spending in a day, and it reflects the contribution attendees made to the Fair.

Given over 90 percent of respondents were repeat attendees, it is not surprising that many respondents cited being a local resident, native to the county, or personal/family tradition as the way in which they found information about the Fair. For this particular audience, newspaper, mainly the Pine Pioneer, and Facebook are equally important as information sources.

About 40 percent of respondents would attend the Fair for three or more days. This is significant, as it shows attendees' enthusiasm towards the Fair. Meanwhile, fewer than half of respondents did or planned to attend a Grandstand event. It is possible that members in a respondent's travel group would attend a Grandstand event while the respondent him/herself would not. However, it would still be worthwhile for the Fair Board to review ticket sales of various Grandstand events, to find out if there is room for further growth.

Among the many suggestions offered by respondents, some are related to infrastructure, including being wheelchair friendly, better and safer parking, having more places to sit (both generally at the Fair and specifically at Midway), having more bathroom/wash facilities, and having cleaner garbage cans. The quality of acoustics in various parts of the Fair also has room for improvement. Additionally, it is clear that respondents would like to have more children's activities and rides. It is worth noting not every activity or event is offered every year at the Fair, so some activities respondents wished for the Fair may not have happened in 2017, but have been offered in the past.

Demolition Derby participants

The Demolition Derby participants were young, which is significant, as a group of relatively young participants signal the potential longevity of the event. Over 30 percent of Demolition Derby participants came from either Chisago or Isanti counties, indicating the appeal of the activity beyond Pine County.

Demolition Derby participants most frequently used Facebook, the Pine County Fair website, and the Chamber of Commerce website as information sources. All three information sources are Internet-based, and two are institutional websites. Therefore, maintaining updated information about the Fair and Demolition Derby on these websites along with Facebook, one of the most mature social media platforms, is important.

Over 80 percent of respondents would attend the Fair for three or more days. This finding shows the deep engagements that Demolition Derby participants tend to have with the Fair. It also indicates the potential economic value these participants generate by attending the Fair on multiple days.

Besides Demolition Derby, respondents also enjoyed beer garden and food and beverages on Fairgrounds. In other words, the food aspects of the Fair are important to Derby participants. This is not surprising, given the amount of time they tended to spend on fairgrounds and their tendency to attend the Fair for multiple days.

Businesses and Vendors

Overwhelmingly, businesses and vendors are supportive of the Pine County Fair. All agree the event is a positive for Pine County. Importantly, businesses and vendors had positive feelings related to the Fair Board. They rated the respect for businesses by the Fair Board and communication from the Fair Board highly. Further, the Pine County Fair is an important source of revenue for Pine City non-profits, which is reinvested in the county. The Fair Board and carnival also make significant local purchases.

The results of the business and vendor survey indicate two opportunities. First, there are opportunities enhance the connections between Fair attendees and Pine City businesses. Foot traffic near and through businesses received some of the lowest ratings. The Pine County Fair Board and the Pine City Area Chamber might explore ways to increase awareness of businesses among Fair attendees. For example, local businesses might offer “Fair specials” to draw in visitors. Or, do a “bingo” card where after visiting several businesses, Fair attendees could redeem for a milk shake at the Fair. Another suggestion is to offer coupons or specials on the fairgrounds to be redeemed at local businesses. There are many creative ideas to help drive traffic both to the Fair and to the Pine City businesses.

A second opportunity is for outreach to vendors. Vendors have a few minor concerns, which are easy to address. Building strong relationships with the vendors might also help drive their revenues. The Fair Board, or representatives, might want to spend an hour during the Fair visiting with the vendors and assisting with any issues.

Finally, the Pine County Fair has a substantial effect on the county’s economy. Spending by attendees and event participants totals \$926,610. The Demolition Derby directly contributes more than one-quarter of the spending. However, the demolition derby indirectly contributes even more, as it is a driver of Fair attendance. The Pine County Fair should continue to support its derby. Finally, the impact of the local spending is magnified, as much of revenue generated is spent locally. Non-profit vendors, the carnival, and the Fair Board all spend a major portion of Fair revenues in Pine County.

Introduction

Festivals and events have a direct impact on residents' sense of community, pride for local culture, and enjoyment of local entertainment (Hall, 1992; Nicholson & Pearce, 2001). In Minnesota, there are over 90 county fairs (Explore Minnesota Tourism, 2017), each with its own characteristics and flavor.

One of them is the Pine County Fair, which celebrated its 125th anniversary in 2017. The Pine County Fair is held the first weekend of August in Pine City. Like many county fairs, the Pine County Fair features 4-H exhibits, talent shows, open class exhibits, live music, and kid's activities. As part of the 125th Fair, the Pine County Fair opened a new beer garden and event center.

The Pine County Fair's biggest draw is the Demolition Derby. Considered by some the "hardest hitting demolition derby in the Midwest", the derby draws around 100 registrants each year and sells thousands of tickets. Derby crews work year-round to prepare their vehicles for the event. The derby has quite a reputation; the movie "Derby Fever" was based on and filmed at the Pine County Fair.¹ In addition to the Demolition Derby, the Pine County Fair also hosts truck and tractor pulls.

The Pine County Fair has additional events that set it apart from other fairs. One of those is the Saturday parade. While a part of the Pine County Fair, the parade winds through downtown Pine City. Another is the carnival. A Pine County businessperson owns and operates the carnival, which travels the state during the summer months.

The Pine County Fair has been a successful event. The Pine County Agricultural Society (Fair Board) estimates annual attendance of around 40,000 people. To keep the Fair successful, the Fair Board decided to assess and evaluate the 2017 Fair.

The Pine County Fair Board hired University of Minnesota Extension (Extension) to profile attendees and Demolition Derby participants at Pine County Fair and to estimate the Fair's economic value in the community. The project's goals were to assist management decisions, enhance the Fair, and maximize benefits to the community.

Methodology

To accomplish the project goals, Extension surveyed Fair attendees, Demolition Derby participants, Pine City businesses, and Fair vendors. Extension tailored its survey approach to each of the groups.

STUDY SETTING

The 2017 Pine County Fair was held Wednesday, August 2nd to Sunday, August 6th on the county fairgrounds in Pine City. As highlighted, activities offered at the Fair included Grandstand live performances, 4-H events, Demolition Derby, truck pull, carnival, parade, a beer garden, among others. Due to rainy weather, the 2017 tractor pull was cancelled.

QUESTIONNAIRES

Due to the different audiences, Extension developed multiple questionnaires for this project. The surveys were divided into two main groups. The first set of surveys targeted participants – Fair attendees and Demolition Derby registrants. Results from these surveys establish an attendee visitor

¹ <http://www.tpt.org/derby-fever-the-movie/>

profile. The second set of surveys targeted businesses, vendors, and others with a business-related connection to the Fair. Results from these surveys help quantify the economic value of the Fair.

To profile attendees and Demolition Derby participants, two onsite questionnaires were developed based on discussions with the Fair Board, the county Board of Commissioners, the county economic developer, the Pine City Chamber of Commerce, and project local coordinator. Previous attendee profile projects the Tourism Center conducted for other festivals and events also informed questionnaire development. Questionnaire sections included Fair participation, information sources, enjoyable attributes of the Fair, expenditures, group composition, satisfaction with the Fair, suggestions for the Fair, and basic demographic information (Appendix A and B).

To profile businesses and vendors, Extension surveyed three groups – Pine City businesses, Fair for-profit vendors, and Fair non-profit vendors. A custom survey was designed for each group. The questionnaires were based on previous economic projects done by Extension. As with the attendee and derby questionnaires, the instruments were reviewed by local project partners. Questionnaire sections included satisfaction with the Fair, revenues related to the Fair, and select operational-related questions (Appendix C, D, E).

Extension also conducted an in-person interview with the carnival operator. Finally, the Pine County Agricultural Society provided Extension with a copy of their annual financial report, with revenue and expenditure data for 2017.

DATA COLLECTION

For the attendee survey, a sampling plan was created with both spatial and time consideration to: (1) ensure coverage of various activities and areas throughout the Fair, and (2) reach the range of Fair attendees. A convenience sampling approach was implemented, as surveyors randomly asked passing attendees to complete the questionnaire. The project local coordinator trained and coordinated surveyors who administered the questionnaire.

For the Demolition Derby participant survey, a convenience sampling approach was also implemented, as surveyors intercepted Demolition Derby participants and asked them to complete the questionnaire on Friday and Saturday. Each day, the survey was implemented before the race started. Each respondent received a coupon for a beer in the fairgrounds' beer garden as an incentive for completing the survey. The project local coordinator trained and coordinated the surveyor who administered the questionnaire.

In this project, each attendee or Demolition Derby participant completed the respective questionnaire once. Additionally, all survey respondents were adults aged 18 or older. Teenage attendees were not surveyed, because parent permission would have been needed, which is a University of Minnesota policy with the purpose of protecting minors. As such, 4-H members (who are usually teenagers) without an adult chaperon were not surveyed, and hence, were under-represented.

Based on estimated attendance from previous years, 383 completed questionnaires were set as the sampling target for the attendee survey.² Data collection took place on all five days of the Fair. A total of 1,081 surveys were collected, and 1,065 were qualified and usable for data analysis. Surveys completed by attendees younger than 18 years old or with more than half of questions unanswered

² The sampling target would yield a 95 percent confidence interval; ±5 percent sampling error rate.

were not used for data analysis. For the Demolition Derby participant survey, a total of 58 questionnaires were collected and usable for data analysis.

For the business survey, the sampling plan included targeting businesses in Pine City, with an emphasis on businesses most likely to experience Fair traffic. The survey launched on August 9th. The Pine City Area Chamber of Commerce sent an email invitation to its comprehensive email list, alerting businesses of the survey opportunity. Multiple reminders were emailed at regular intervals. Postcards were mailed to targeted Main Street businesses. In the end, the survey received 24 completed responses.

For the Fair for-profit vendors, a convenience sampling plan was developed. Fair vendors were surveyed during the Fair by paid surveyors. The surveyors collected 27 surveys. Vendors were also surveyed during the Craft Beer Fest. Six surveys were collected then. In total, 33 vendors completed the survey.

Finally, for the non-profit vendors (primarily food vendors), the plan called for surveying all vendors. A survey notification was mailed to non-profit vendors who provided food at the Fair. Following established surveying techniques, Extension mailed a notification postcard on October 2nd. Extension mailed paper copies of the survey on October 9th. A final reminder postcard mailed on October 24th. In total, the survey received 7 responses from a list of 8 vendors.

DATA ANALYSIS

Completed attendee and Demolition Derby questionnaires were entered, cleaned and checked in SPSS (version 24.0), a social science statistical analysis software program. Analysis provided frequencies to describe the sample of Fair attendees and to provide information on variables of interests. Means³, medians⁴, and standard deviations⁵ were also provided where applicable.

Completed business and vendor questionnaires were also entered, cleaned, and checked. This means any outliers (results considered to be outside of normal parameters) were removed from the data.⁶

Attendee Survey Results

This section of the report presents the results from the Pine County Fair attendee survey.

RESPONDENTS

Demographics

The average age of Pine County Fair attendees was close to 48 (*Mean=47.6, Median=47, Standard deviation=15.7*). Specifically, a quarter of the respondents were between 18 and 35 years old, 34 percent between 36 and 52 years old, and one third between 53 and 71 years old (Figure 1). Close to 60 percent (59 percent) of respondents were females (Figure 2).

³ Mean is the average of the data.

⁴ Median is the middle point in value that separates the lower half of the data from the higher half.

⁵ Standard deviation indicates how close data points are to the mean. A smaller standard deviation indicates most of the responses are close to the average, while a higher standard deviation indicates greater variability among the responses.

⁶ In this case, a response was deemed an outlier if it was plus or minus three times the standard deviation.

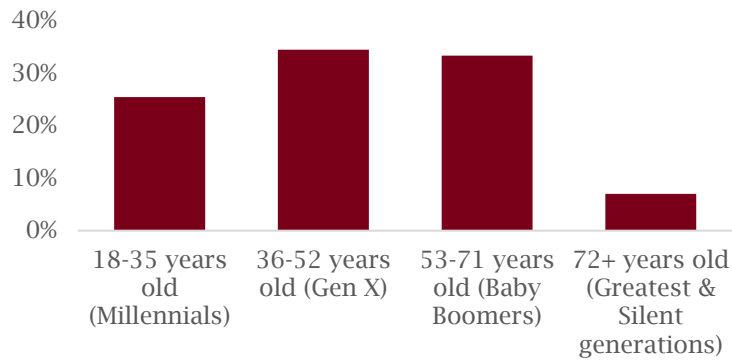


Fig. 1: Age of Pine County Fair attendee survey respondents (n⁷=962)

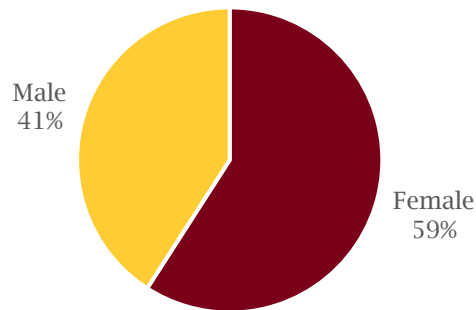


Fig. 2: Gender of Pine County Fair attendee survey respondents (n=990)

One third of respondents had a pre-tax household income less than \$50,000 (Figure 3). Forty percent of respondents has a household income between \$50,000 and \$99,999, and 26 percent had a household income of \$100,000 or more. Pine County’s median household income is \$45,400.⁸

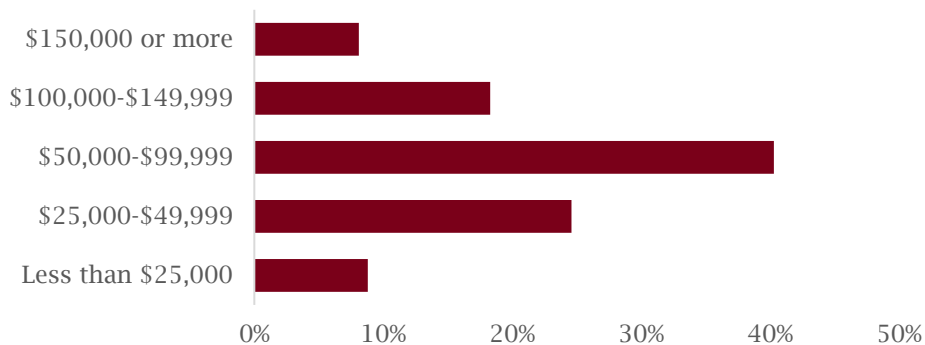


Fig. 3: Household income of Pine County Fair attendee survey respondents (n=854)

⁷ n=number of responses

⁸ United States Census Bureau’s Quick Facts, median household income over the 2012-2016 period, listed in 2016 dollars. Retrieved from <https://www.census.gov/quickfacts/fact/table/pinecountyminnesota/PST045216>.

We also compared household income of respondents from Pine City, other parts of Pine County than Pine City, and from outside of Pine County. Respondents with zip code 55063 were classified as from Pine City. Respondents were classified as from other parts of Pine County if they have one of the following zip codes: 55007, 55030, 55036, 55037, 55072, 55704, 55712, 55735, 55783, and 55795. Respondents with all other zip codes were classified as from outside of Pine County.

There is no statistically significant difference in the percentages of respondents in various income brackets by the geographical location of their home residences (*Chi-square*=5.78, *df*=8, *p*=0.672). In other words, incomes did not vary much based on where attendees live. Across the three categories of geographical location, 32 to 38 percent of respondents had a household income less than \$50,000 (Figure 4); 36 to 42 percent were in the \$50,000-\$99,999 income bracket and about 18 percent in the \$100,000-\$149,999 bracket; seven to nine percent had a household income higher than \$150,000.

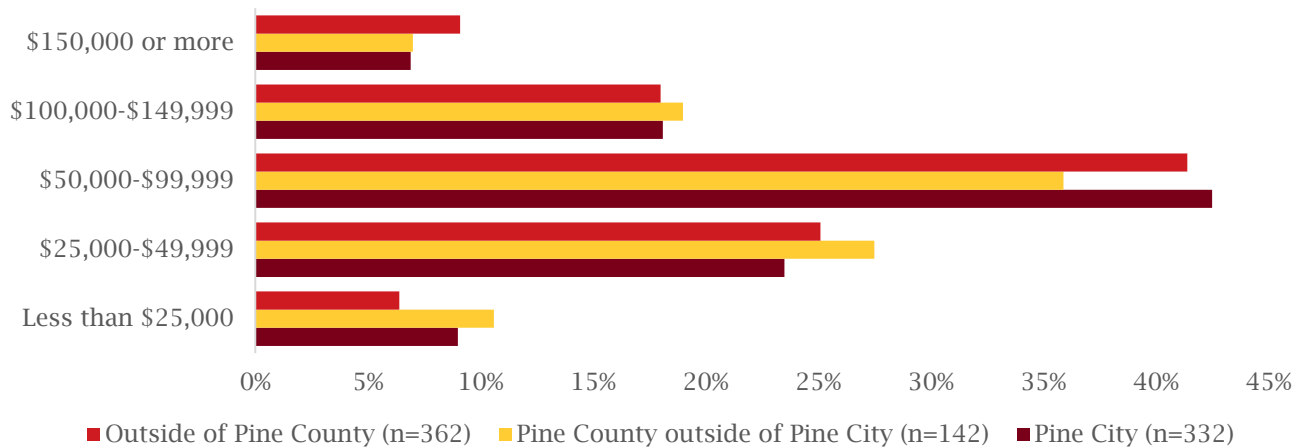


Fig. 4: Comparison of household income among Pine County Fair attendee survey respondents (n=854)

Primary residence

Over 75 percent of respondents resided in five counties (Table 1). Over half (56 percent) came from Pine County and seven percent from Chisago County (Table 1; Figure 5). Five percent came from Isanti County, and another five percent from Anoka County.

Over half of respondents (55 percent) resided in five zip codes (Table 1). Close to 40 percent of respondents (39 percent) resided in Pine City, and another five percent lived in Hinckley.

Table 1: Primary place of residence of Pine County Fair attendee survey respondents (n=996)

Top 5 counties		Top 5 zip codes	
County	Percent (%)	Zip code	Percent (%)
Pine	56	55063 (Pine City)	39
Chisago	7	55037 (Hinckley)	5
Isanti	5	55007 (Brook Park)	4
Anoka	5	55069 (Rush City)	3
Kanabec	4	55051 (Mora)	3

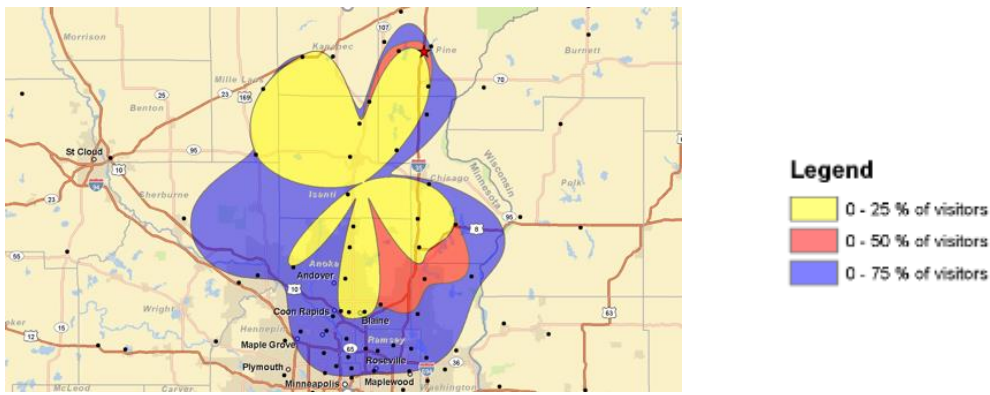


Fig. 5: Regional map illustrating Pine County Fair attendee survey respondents' primary residences (n=996).

REPEAT AND FIRST-TIME ATTENDEES

Most respondents (91 percent) were repeat attendees of Pine County Fair (Figure 6). Only nine percent attended the Fair for the first time in 2017.

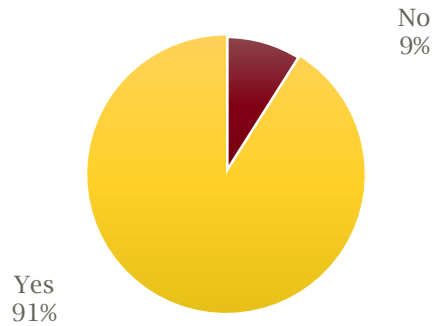


Fig. 6: Percentage of Pine County Fair attendee survey respondents (n=1058) who were first time and repeat attendees

INFORMATION SOURCES

Respondents were most likely to hear about the Pine County Fair through word of mouth (50 percent; Figure 7), followed by “other” (34 percent). At least 13 percent of respondents heard about the Fair through newspaper (18 percent), Facebook (15 percent), poster/flyer (15 percent), or Pine County Fair website (13 percent). Only seven percent received their information about the Fair on radio, and 4 percent from the Chamber of Commerce website.

Among those who received information about the Fair through newspaper, 77 percent identified Pine Pioneer as the newspaper (Table 2).

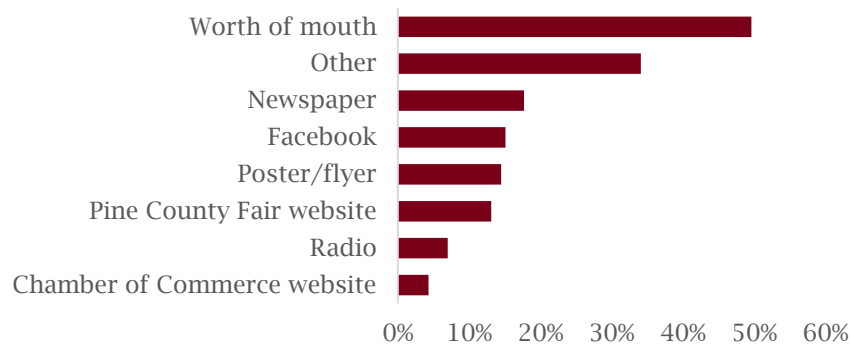


Fig. 7: Percentage of Pine County Fair attendee survey respondents using various information sources (n=1058)

Table 2: Newspaper that served as Pine County Fair attendee survey respondents' information source

Newspaper	Count
Pine Pioneer / Pioneer / "Pine City" / Pine City paper / "Poker"	54
Scotsman	7
Advertiser / Mora Advertiser	6
"Pine County" / Pine County paper	2
"Advertisement"	1

Among the respondents who specified what "other" information sources they used to hear about the Fair, 88 wrote "I live here" or equivalent (Table 3); 42 wrote "born / grew up here" or equivalent; 40 identified family or family members as the information source; 32 identified their past experience of the Fair. Twenty-eight respondents wrote they "always" or "just" knew the Fair, and 21 were 4-H families. Another 11 identified friends as the information source. A variety of other information sources were each identified by fewer than ten respondents.

Table 3: Other information sources used by Pine County Fair attendee survey respondents

Information sources	Count
"I live here"/Live here for a long time/resident/"Local"	88
Born here / grew up here / from here / live here all my life / "whole life"	42
Family/family goes every year/family tradition/daughter/husband/kids/dad / sister / son / wife / in-laws	40
"been coming for years"/come every year/always gone/past experience	32
Always know of it / Just know / Already knew / Everybody knows the Fair	28
4-H/family member is 4-H	21
Friends/Friends told me/Friends live here	11
Demo Derby/Derby/Grandpa used to Derby here	7
Cabin here/on lake	4
Drive by	4
Advertiser	3
Fair Board	3
"History"/It's been here 125 years	3
Internet/Google	3
PLA	3
Used to live here	3
Work / work here	3
"Annual event"	2
Bumper stickers	2
Boyfriend / Girlfriend	2
"LEE"	2
"my town" / "part of town"	2

Parade/march in parade	2
Relatives	2
Road signs	2
Signs on Fairgrounds	2
Band playing	1
beer industry	1
church	1
Family member is a Lion	1
helped with exhibit building	1
local ads	1
MN Fair Website	1
music venue	1
Pine County Fun Run	1
Star Tribune	1
wecrash.com	1

Among the 95 first-time attendees, 53 of them heard about the Fair through word of mouth (Figure 8). Twenty four heard about the Fair in “other” ways, 13 via Facebook, and 11 via poster/flyer.

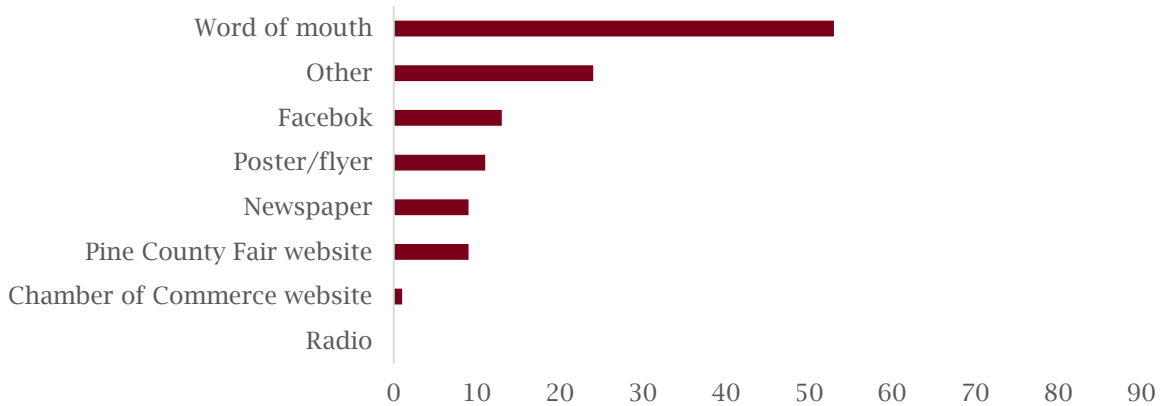


Fig. 8: First time Pine County Fair attendee survey respondents using various information sources (n=95)

PINE COUNTY FAIR EXPERIENCE

Respondents reported they would attend the Fair for an average of 2.4 days (*Mean*=2.4, *Median*=2, *Standard deviation*=1.3). One third of respondents would attend the Fair for one day (Figure 9), 27 percent for two days, and 19 percent for three days. Another nine percent would attend the Fair for four days, and 11 percent for five days.

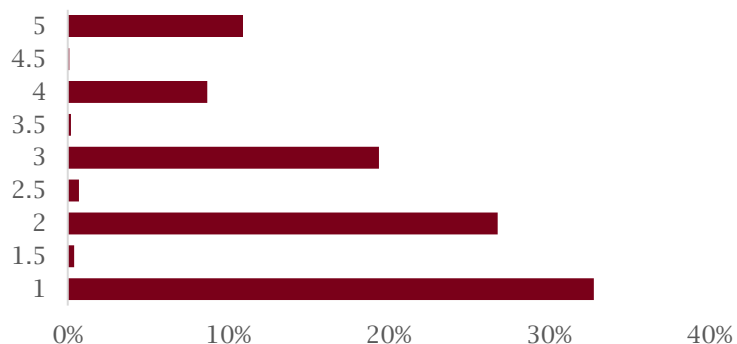


Fig. 9: Number of days Pine County Fair attendee survey respondents (n=1036) planned to attend the Fair

Close to half of respondents (46 percent) either did or planned to attend a Grandstand event on the day of the survey (Figure 10). Among those who did, the average group size of Grandstand attendance was close to five people (*Mean*=4.95, *Median*=4, *Standard deviation*=4.2).

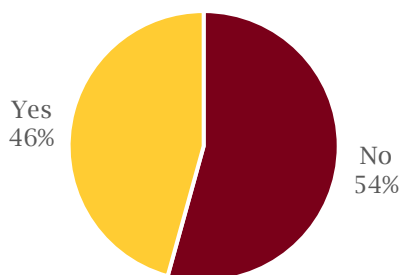


Fig. 10: Percentage of Pine County Fair attendee survey respondents (n=1012) who did or planned to attend a Grandstand event

Respondents and members in their travel group volunteered for and competed in a variety of activities on the day of the survey. It was possible that one person volunteered for or competed in more than one activity. Eighteen percent of respondents competed in or volunteered for Demolition Derby (Figure 11), eight percent for parade, eight percent for “other” activities, seven percent for 4-H contests, and six percent for food booths.

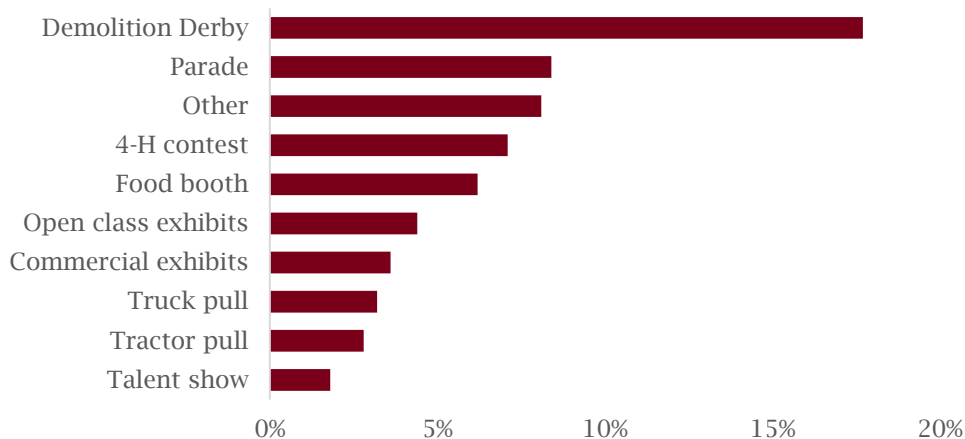


Fig. 11: Percentage of Pine County Fair attendee survey respondents (n=1058) who were a contestant or volunteer in various activities, themselves or other group members

Respondents identified a variety of other activities they or members in their travel groups volunteered for or competed in (Table 4). Ten respondents identified beer garden, six identified pedal pull, and five identified band/band shell. No “other” activity was identified by more than five respondents.

Table 4: Other activities at Pine County Fair for which attendee survey respondents or their group members were a contestant or volunteer

Activities	Count
Beer/beer garden/Microbrew	10
Pedal pull	6
Band/band shell	5
Master Gardener	4
Bingo (VFW)	3
Clean up	3
Fire department	2
Lions Club	2
Children's Truck Pull	1
Contest judge	1
CR booth	1
DFL Booth	1
First Light Health System	1
Fun run	1
Kids derby	1
“ Miss Minnesota American cord.”	1
Outdoor Vendor	1
Youth wrestling booth	1

Respondents enjoyed a variety of activities at the Fair (Figure 12).⁹ Two-thirds enjoyed food and beverages on Fairgrounds and 47 percent enjoyed animals. About 40 percent enjoyed Demolition Derby (42 percent) and the beer garden (39 percent). Around 30 percent of respondents enjoyed people watching (34 percent) and seeing friends (30 percent). Over 20 percent enjoyed parade (22 percent) and the midway/rides (21 percent). At least 15 percent enjoyed the atmosphere of the Fair (16 percent), 4-H events (16 percent), and commercial booths (16 percent). Approximately ten

⁹ Respondents could select multiple activities, see questionnaire in appendix.

percent of respondents enjoyed music (13 percent), chainsaw artist (12 percent), and truck pull (10 percent). No other activities were enjoyed by more than ten percent.

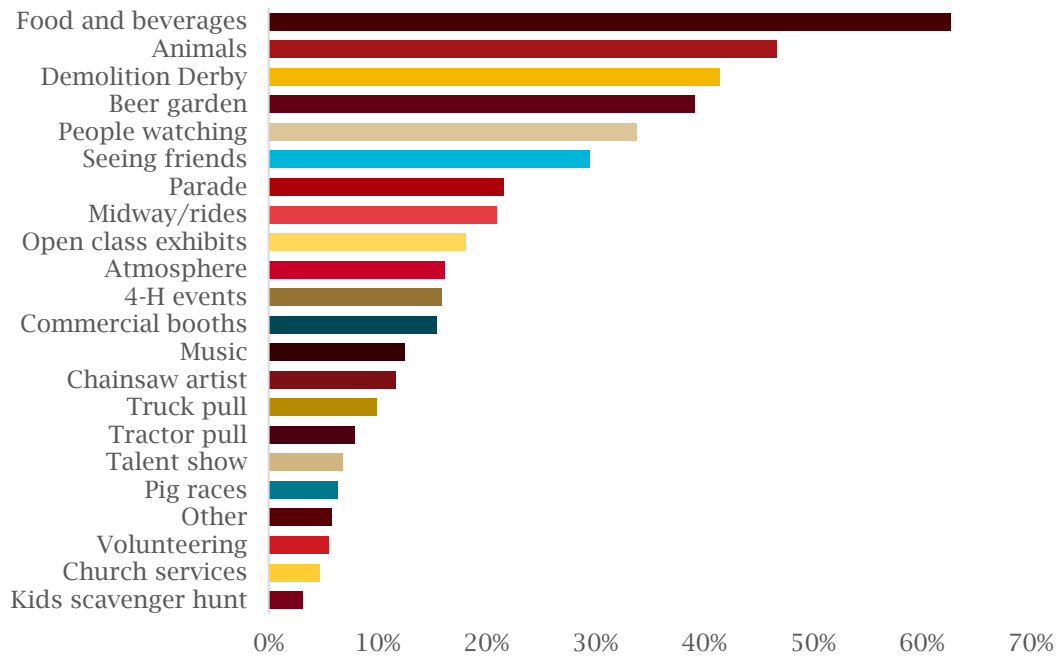


Fig. 12: Percentage of Pine County Fair attendee survey respondents (n=1058) who liked various aspects of the Fair

Respondents also named several other activities they enjoyed (Table 5). Seven respondents identified beer tasting, and another five wrote down “beer,” “beer fest,” or “beer garden.” Six respondents named the White Sidewalls as what they enjoyed at the Fair.

Table 5: Other aspects of Pine County Fair attendee survey respondents liked

Other aspects of Pine County Fair attendees liked	Count
Beer tasting	7
White Sidewalls	6
Beer/beer fest/beer garden	5
Bingo	4
Craft beer event	3
"Haven't been there yet"/Just arrived	3
Wedding/friend's wedding/wedding at Grandstand	3
Al Godage	2
Music-Polka music	2
Pedal pull	2
Animal barn/competition	2
Music-gospel group	1
Band Shell	1
Conversation	1
Event center	1
Food	1
Games	1
Horse dancing	1
Less people/cooler weather	1
New visitor building	1
Pork chop	1
Public Health - Info on pregnancy	1

Rides	1
The mascot	1
The trampoline exhibit is great	1

Overall, respondents were satisfied with Pine County Fair (Mean=4.4, Median=4, *Standard Deviation*=0.7). Half were very satisfied (Figure 13), and another 44 percent were satisfied. Only two percent were either dissatisfied or very dissatisfied with the Fair.

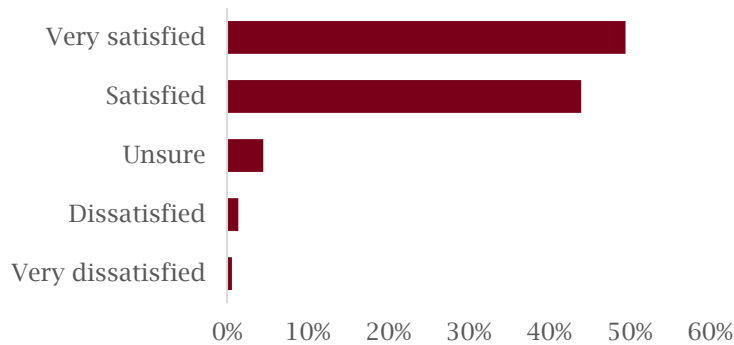


Fig. 13: Satisfaction with Pine County Fair among attendee survey respondents (n=1039)

GROUP COMPOSITION

Over one third of respondents (37 percent) attended the Fair with children younger than 13 years old and 18 percent with teenagers aged 13-17 years (Figure 14). Over 40 percent of respondents had at least one adult aged 18-35 years (45 percent), or/and 36-52 years (48 percent) or/and 53-71 years (40 percent) in their groups. Only 9 percent attended the Fair with at least one person older than 71.

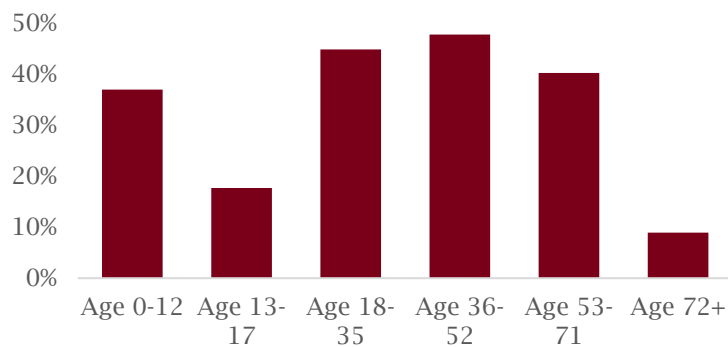


Fig. 14: Percentage of Pine County Fair attendee survey respondents (n=1058) with group members in various age categories

EXPENDITURES

Respondents spent money in a variety of categories when attending Pine County Fair (Table 6). The total average per person per day spending was \$35.10. For a family of four, that led to a total daily spending of \$140.4.

The average per person per day spending was \$13.6 on food and beverages on Fairgrounds, \$6.5 on Grandstand events, and \$3.2 on Carnival. Respondents also spent an average of \$2.8 on food and beverages off Fairgrounds per person per day, and \$2.2 on transportation.

Table 6: Pine County Fair attendee average spending per person per day

Spending categories	Mean (\$)
Food and beverages on Fairgrounds	13.60
Grandstand events	6.50
Carnival	3.20
Food and beverages off Fairgrounds	2.80
Transportation	2.20
Merchandise on Fairgrounds	1.90
Lodging	1.80
Retail purchases off Fairgrounds	1.70
Other	1.40
Total	35.10

SUGGESTIONS ATTENDEES HAVE FOR IMPROVING PINE COUNTY FAIR

Respondents offered an incredibly wide array of suggestions for improving the Fair. They can be divided into 21 primary categories (Figure 15; Table 7). Figure 14 highlights the primary categories and the number of responses. Table 7 shows the detailed suggestions. Note Table 7 only contains suggestions mentioned by more than one respondent. Suggestions mentioned by only respondent are in the appendix.¹⁰

On the positive side, there were 109 positive comments about the Fair (Table 7). The majority indicated no improvements were needed and multiple people cited how enjoyable the Fair was.

¹⁰ The questionnaire had a series of open-ended questions. At times, respondents commented on one question in a manner that may seem more appropriate for another question. In keeping with the intent of respondents, Extension left responses with the question the respondent answered.

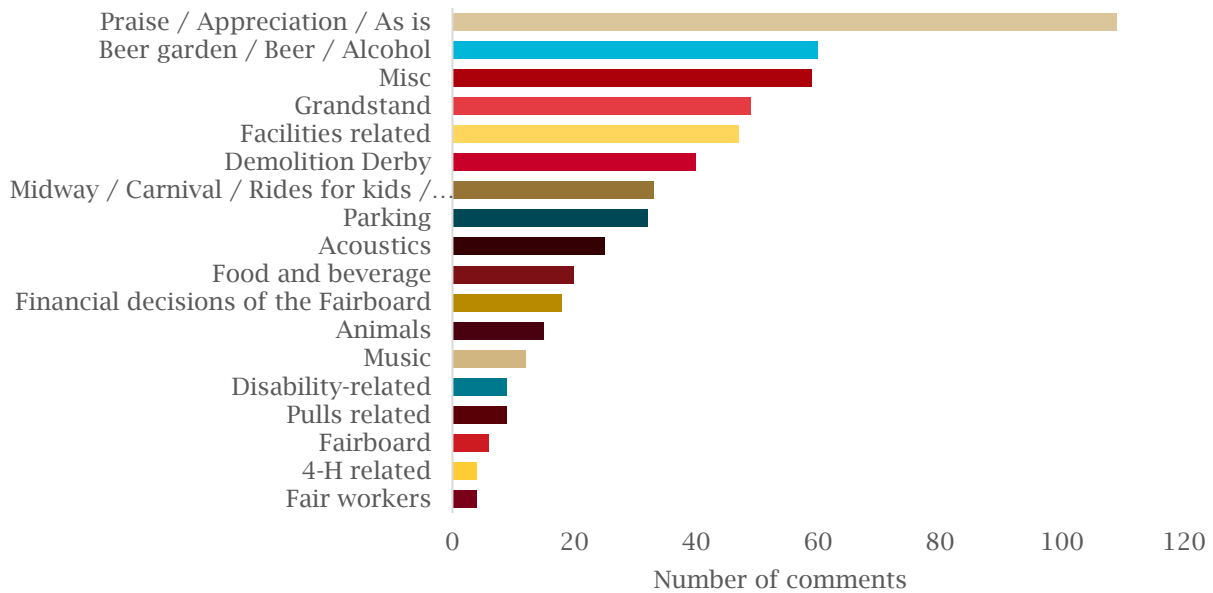


Fig. 15: Categories of suggestions attendee survey respondents had for improving Pine County Fair

There were nine disability-related comments: six respondents thought the Fair should be smoking free, two would like the Fair to be more wheelchair friendly, and one would like more handicap parking.

When it comes to the Grandstand, 19 respondents suggested having more seats or bleachers in the Grandstand, and eight would like grandstand tickets to be cheaper. Twelve respondents wanted better or more seating at the Demolition Derby. In terms of beer, twelve respondents would like the beer to be cheaper, and eight wanted more variety of beer choices.

Respondents also offered various suggestions for facilities. Twelve respondents would like to have more places to sit, 11 wished there could be more bathroom/wash facilities, and seven suggested cleaner and more garbage cans.

Nine respondents hoped the parking situation could be “better”, and the other parking-related suggestions provide more concrete ideas for areas of potential improvement. Sixteen respondents thought the Fair was too expensive to attend, and nine would like activities and buildings to start earlier. Moreover, seven respondents suggested having more children’s activities or rides, seven suggested having more places for parents to sit close to children’s rides, and another seven wished the carnival rides could be cheaper. Additionally, it seems acoustics in various parts of the Fair can use some improvements.

Table 7: Suggestions attendee survey respondents had for improving Pine County Fair (suggestions receiving more than one mention)

	Praise / Appreciation / As is	Count
None / No / n/a		64
Best Fair ever / one of the best / great job / keep up the good work / fun time / love it		24
As is / no need to change / keep it going		8
Like the new event center		4
Like the new beer garden		4
Keep it small town		2

Disability-related	
No smoking / smoking free	6
More wheelchair friendly	2
Grandstand	
Bigger grandstand / more seating / more bleachers	19
Cheaper grandstand tickets	8
Open grandstand earlier	6
No ticket sale after full / don't oversell	3
No seat saving	3
Grandstand needs walkways	2
More shade in grandstand	2
Beer garden / Beer / Alcohol	
Bring beer price down / cheaper beer	12
More variety / choice	8
More tables / chairs	6
No beer tickets	4
Keep alcohol in the bar area / beer garden	4
Have a beer that isn't light and not IPA. Regular miller, not light	3
Bush light / Bud light	2
Bigger/longer brewing fest	2
Keep the brew/craft beer tasting	2
Too loud/keep beer garden contained	2
Extend west side of beer garden pavement	2
Facilities	
More benches / places to sit	12
Better and more bathroom / wash facilities	11
Tar the grounds / rock on grounds	3
Shelter over band shell	2
Empty all garbage cans / keep fairgrounds clean / more garbage cans	7
Demolition Derby	
Better/more seating at the demo derby	12
Bigger Derby ring / arena / pit	6
Don't oversell Derby tickets	5
Demo rules should be the same for everyone / get judges who are not biased / make rules clearer	4
Lower Derby ticket price	4
Don't let people hold seats before Derby starts	3
Midway / Carnival / Rides for kids / activities for kids	
More kids activities / rides (0-5)	7
More places for parents to sit by kids rides	7
Safer midway rides / ride operators need to have more safety awareness	5
Newer rides	4
Cheaper carnival / rides	7
Parking	
Parking-better	9
Better crosswalk / help with people crossing roads	6
Parking-more	5
Parking-closer to fairgrounds / provide shuttle from parking to Fairgrounds	3
Traffic control / sheriff	3
Misc.	
Too expensive to attend / lower prices / quit raising prices	16
Earlier start time for buildings / rides / food / exhibits / on Wed	9
Nicer / better weather	8
More booths selling merchandise/more vendors	3
More free events	2
More seating in the event center	2
More commercial vendors	2
Re-route parade so it doesn't end walking uphill/Reverse direction	2
More "local" organizations that would benefit from revenue!	2
Acoustics	

Acoustics in beer garden too loud/bad	7
Better sound / sound barrier in grandstand	6
Acoustics are very bad in new building	4
Acoustics in the Event Center / better sound proofing in event center	3
acoustics / better PA system	2
Announcements too loud in commercial building	2
Food and beverage	
Food too expensive / need to be cheaper	7
More food / food variety / food vendors	5
Food unimpressive / better food	2
Financial decisions of the Fair Board	
A more transparent Fair Board: who do they report to/make financial public	5
Fair board is too greedy / take too much % from beer garden	4
Give the beer garden back to VFW & Lions	2
Bring back Rock Creek Lions	2
Fair Board	
No smoking / smoking free	6
More wheelchair friendly	2
Animals	
More animals	4
Bigger horse barn / more tracks in horse barn	3
Music	
More music / bands playing	4
Big Name musical acts	2
Get rid of Elvis and Blues Bros.	2
Pulls related	
Bring back tractor pull	2
4-H related	
Expanding 4H facilities to allow more animals	2

ATTRACTIONS/EVENTS ATTENDEES WISH TO HAVE AT PINE COUNTY FAIR

Respondents wrote down a large variety of attractions or events they wished the Fair would have (Table 8), however, none of the items were mentioned by more than ten respondents. Seven respondents would like to have more rides for children, and five wanted big name music acts. Four items were each named by four respondents: tractor pull, motocross, pie eating contest, and more vendors. There were also 11 respondents who expressed their appreciation of the Fair by writing “nice,” “has everything it needs,” or equivalent. As with the previous question, the table only shows suggestions mentioned by more than one respondent. Suggestions made by only one respondent are in the appendix.

Table 8: Attractions/events attendee survey respondents would like Pine County Fair to have but it currently does not offer (suggestions receiving more than one mention)

	Count
Demolition Derby related	
"Demo" / "Demo Derby" / "Derby"	5
Kids big-wheel derby/youth derby	3
Keep Demo Derby / Don't take away Derby	2
Compact cars back to Derby	2
One less derby day (Sun)	2
"Pull-related"	
Tractor pull	4
Motorcycle pull	2
Truck pull	2
Auto & Bike related	
Motocross	4
Bumper cars	2

Dirt bike	2
Truck-Mud	2
Race related	
Motorcycle race	2
Wrestling related	
Wrestling-pro	2
Horse related	
Western heritage instead of open class horse arena & show	3
Rodeo	2
Beer related	
More options	2
Beer tasting	2
Wine related	
(Local) wine tasting (booth)	2
Food related	
Food on a stick	3
Food-more options	3
Food-healthy choices	2
Food-ice cream (booth)	2
Rides related	
Rides-more (for kids)	7
Rides-bigger	2
Music related	
Music-big name acts	5
"Music"	2
Music-Live	2
Music-more	2
Music-keep it classic country	2
Multi-counts items not included in earlier categories	
N/A / None / No / Nothing / Can't think of any / not sure	56
Nice / like it / love it / has everything it needs / (all is) good / perfect	11
Pie eating contest	4
Vendors-more	4
Horse barn-more	3
Demonstrations (Bee hive, Science crafts, cooking, baking, gardening)	3
Bathroom-more	2
"Dance"	2
Keep small town atmosphere	2
Rock wall	2

Demolition Derby Survey Results

This section of the report presents the results from the Demolition Derby participant survey.

RESPONDENTS

Demographics

The average age of Demolition Derby participants was 34 (*Mean*=34.2, *Median*=31, *Standard deviation*=11.6). Specifically, 60 percent of Derby participants were between 18 and 35 years old (Figure 16), and 34 percent were between 36 and 52 years old. Only four percent were between 53 and 71 years old, and two percent older than 71 years. Additionally, 91 percent of respondents were males (Figure 17).

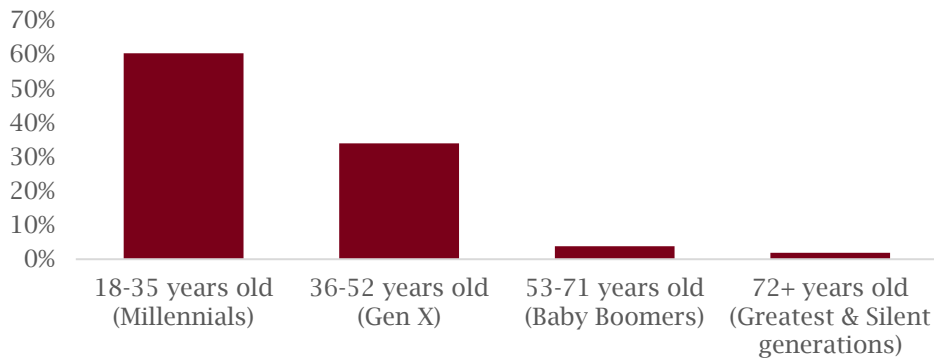


Fig. 16: Age of Pine County Fair Demolition Derby participant survey respondents (n=53)

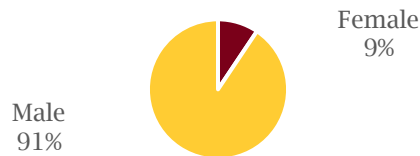


Fig. 17: Gender of Pine County Fair Demolition Derby participant survey respondents (n=53)

Close to 30 percent of respondents (28 percent) had a pre-tax household income less than \$50,000 (Figure 18). Over 35 percent of respondents (36 percent) had a household income between \$50,000 and \$99,999, and another 28 percent had a household income between \$100,000 and \$149,999. Over seven percent of respondents (eight percent) had a household income of \$150,000 or more.

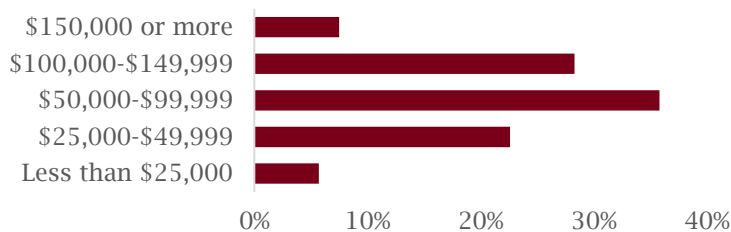


Fig. 18: Household income of Pine County Fair Demolition Derby participant survey respondents (n=53)

Primary residence

Over 90 percent of respondents resided in five counties (Table 9). Specifically, 53 percent came from Pine County and 20 percent from Chisago County (Figure 19). Over 10 percent (11 percent) came from Isanti County, and another 5 percent from Dakota County.

Close to 80 percent of respondents resided in five zip codes (Table 9). Forty-five percent of respondents came from Pine City, 16 percent from Rush City, and 9 from Cambridge.

Table 9: Primary place of residence of Pine County Fair Demolition Derby participant survey respondents (n=55)

Top 5 counties		Top 5 zip codes	
County	Percent (%)	Zip code	Percent (%)
Pine	52.73	55063 (Pine City)	45.45
Chisago	20.00	55069 (Rush City)	16.36
Isanti	10.91	55008 (Cambridge)	9.09
Dakota	5.45	55065 (Randolph)	3.64
Otter Tail	3.64	55007 (Brook Park)	3.64

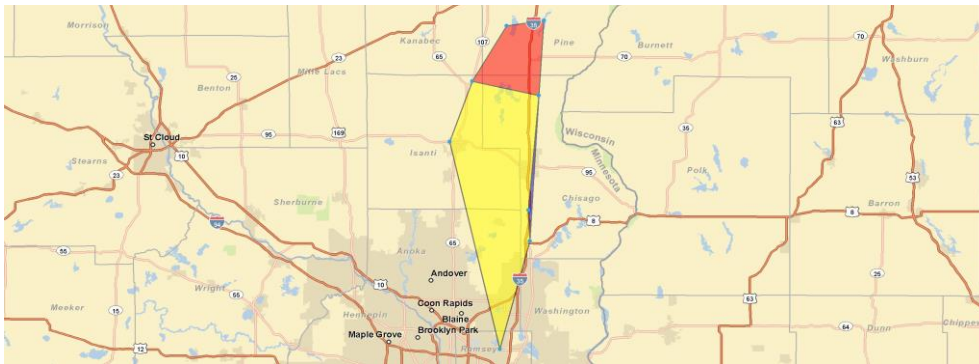


Fig. 19: Regional map illustrating Pine County Fair Demolition Derby participant survey respondents’ primary residences (n=55).

REPEAT AND FIRST-TIME ATTENDEES

Most respondents (86 percent) were repeat attendees of Pine County Fair (Figure 20). Only 14 percent attended the Fair for the first time in 2017.

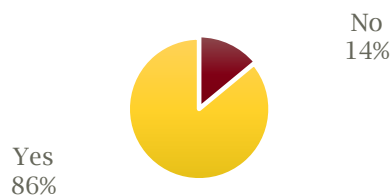


Fig. 20: Percentage of Pine County Fair Demolition Derby participant survey respondents (n=57) who were first time and repeat attendees

INFORMATION SOURCES

Respondents were most likely to hear about the Pine County Fair through Facebook (41 percent; Figure 21), followed closely by Pine County Fair website (40 percent), Chamber of Commerce website

(38 percent), and word of mouth (36 percent). Thirty-five percent heard about the Fair through “other” sources, 29 percent via poster/flyer, and 24 percent on radio.

Among the 13 respondents who specified what “other” information sources they used to hear about the Fair, ten wrote “I live here” or equivalent (Table 10).

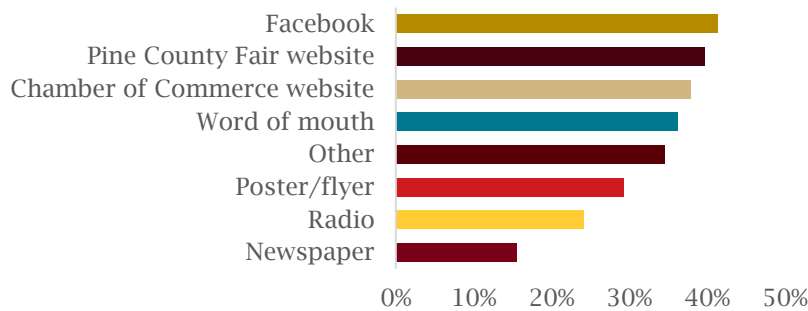


Fig. 21: Percentage of Pine County Fair Demolition Derby participant survey respondents using various information sources (n=58)

Table 10: Other information sources used by Pine County Fair Demolition Derby participant survey respondents

Information sources	Count
Grew up here/Live here/Come every year	10
Family member of Fair Board	1
Phone	1
YouTube	1

PINE COUNTY FAIR EXPERIENCE

Respondents reported they would attend the Fair for an average of 3.6 days (*Mean*=3.6, *Median*=4, *Standard deviation*=1.2). Close to one third of respondents (32 percent) would attend the Fair for five days (Figure 22), 22 percent for four days, and 28 percent for three days. Another 13 percent would attend the Fair for two days, and only six percent for one day.

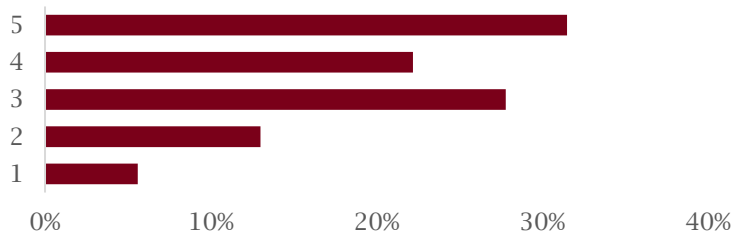


Fig. 22: Number of days Demolition Derby participant survey respondents (n=54) planned to attend the Fair

Respondents enjoyed a variety of activities at the Fair (Figure 23). Over 75 percent (76 percent) enjoyed Demolition Derby. About half of respondents enjoyed the beer garden (55 percent) and food and beverages (48 percent). Forty percent enjoyed animals, 33 percent liked truck pull, and 31 percent liked 4-H events. Over 20 percent of respondents enjoyed the parade (26 percent), pig races (22 percent), and midway/rides (21 percent). Close to 20 percent enjoyed seeing friends (19 percent) and tractor pull (19 percent). At least 10 percent liked people watching (12 percent), the atmosphere

at the Fair (10 percent), and the chainsaw artist (10 percent). No other activities were enjoyed by more than ten percent of respondents.

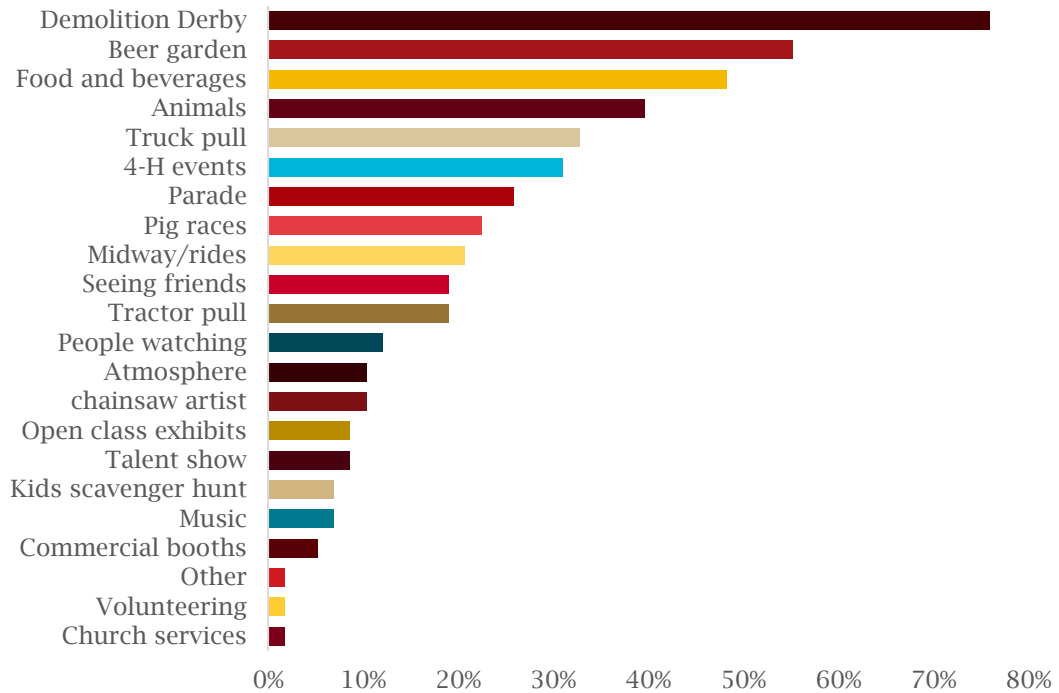


Fig. 23: Percentage of Pine County Fair Demolition Derby participant survey respondents (n=58) who liked various aspects of the Fair

Overall, respondents were satisfied with Pine County Fair (Mean=4.3, Median=4, *Standard Deviation*=0.9). Close to half (47 percent) were very satisfied (Figure 24), and another 39 percent were satisfied. Seven percent were unsure, and five percent were dissatisfied with the Fair. Two percent were very dissatisfied with the Fair.

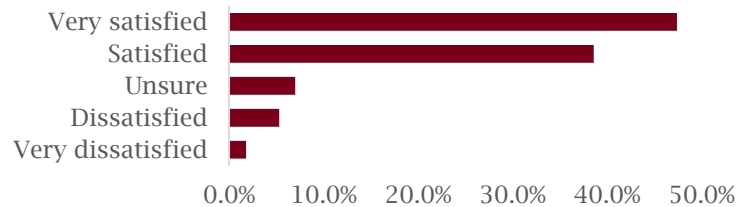


Fig. 24: Satisfaction with Pine County Fair among Demolition Derby participant survey respondents (n=57)

GROUP COMPOSITION

Twelve percent of respondents attended the Fair with children younger than 13 years old and 12 percent with teenagers aged 13-17 years (Figure 25). About half of respondents had at least one adult aged 18-35 years (55 percent), or/and 36-52 years (48 percent). Over 15 percent of respondents (17 percent) attended the Fair with adults between 53 and 71 years old, and only three percent attended the Fair with at least one person older than 71 years old.

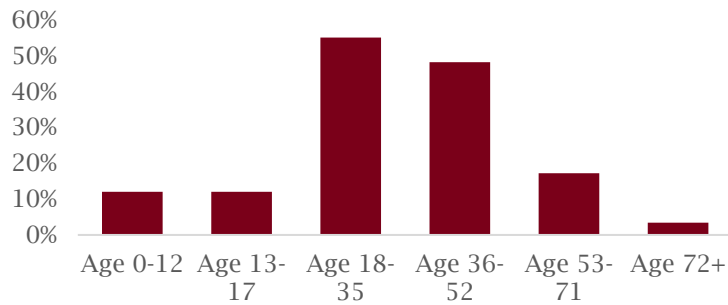


Fig. 25: Percentage of Pine County Fair Demolition Derby participant survey respondents (n=58) with group members in various age categories

EXPENDITURES

Respondents spent money on a variety of items in Pine County to prepare for Demolition Derby (Table 11). The average spending was \$1,160 on car purchase, \$342 on auto parts, and \$227 on new metal. Respondents also spent \$187 on food/beverage before the Fair, \$155 on food and beverage at the Fair, and \$147 on scrap metal. They further spent \$69 on paint, \$62 on sticker signs, and \$50 on t-shirts. Respondents spent \$37 at junkyards and another \$37 at paint shops. The total spending by a Demolition Derby participant to prepare for the event was \$2,473.

Table 11: Pine County Fair Demolition Derby participant average spending

Spending categories	Mean (\$)
Car purchase	\$1,160.10
Auto parts	\$341.90
New metal	\$226.70
Food/beverage pre-Fair	\$187.20
Food/beverage at Fair	\$154.80
Scrap metal	\$147.40
Paint	\$68.80
Sticker signs	\$62.50
T-shirts	\$50.10
Junkyards	\$37.00
Paint shops	\$36.60
Total	\$2,473.10

SUGGESTIONS DEMOLITION DERBY PARTICIPANTS HAVE FOR IMPROVING PINE COUNTY FAIR

Demolition Derby participants offered an array of suggestions for improving Pine County Fair (Table 12). The most frequently suggested was having more beer, mentioned by six respondents, followed by more payout and bigger ring/pit/area/stands, each mentioned by four respondents.

Table 12: Suggestions Demolition Derby participant survey respondents had for improving Pine County Fair

Suggestions	Count
More beer	6
More payout	4
Bigger ring/pit/arena/stands	4

Keep doing a great job/love it	2
NO antique tractors	2
NO beer tickets	2
Antique tractors	1
BBQ Joint	1
Better shows	1
Dryer ring	1
"Hamm's beer"	1
"Judges to judge; don't be chicken"	1
Less slutty dressed minor	1
More seating for derby	1
Stick to the rules	1
Treat people better that make the money for the Fair	1
Truck Pull on Sunday	1

ATTRACTIONS/EVENTS DEMOLITION DERBY PARTICIPANTS WISH TO HAVE AT PINE COUNTY FAIR

Demolition Derby participants wrote down a few attractions or events they wished the Fair would have (Table 13). Motocross was the only item identified by more than one respondent. All the other items were each mentioned by only one respondents.

Table 13: Attractions/events Demolition Derby participant survey respondents would like Pine County Fair to have but it currently does not offer

Suggestions	Count
Motocross	6
Antique tractor	1
BBQ stand	1
Car stunts	1
Drinking cart	1
More "karaoke"	1
Oval track	1
Rules	1
"Tattoo"	1
Tractor pull	1

Business and Vendor Survey Results

This section presents the results related to the business, vendor, and non-profit surveys. The surveys contained core questions that were the same for all three groups. For those core questions, the results here are summarized and contain answers from all the groups. Then results specific to individual groups are shared. The sections are clearly identified.

SHARED BUSINESS, VENDOR, AND NON-PROFIT RESULTS

Overall, business and vendors feel the Pine County Fair is a positive event for the county (Figure 26). All respondents agreed on this point. The clear majority (81 percent) strongly agreed.

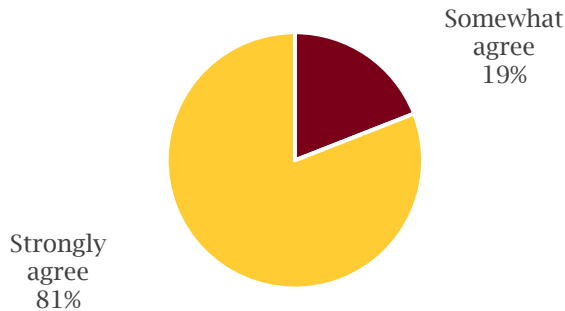


Fig. 26: The Pine County Fair is a positive event for Pine County (n=63)

In addition, businesses and vendors are primarily satisfied with the Pine County Fair (Figure 27). Ninety-six percent of businesses and vendors indicated being somewhat or extremely satisfied.

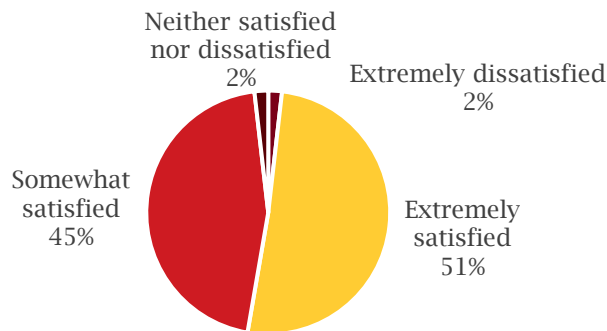


Fig. 27: Satisfaction with Pine County Fair (n=62)

Businesses and vendors rated their satisfaction with a variety of Fair aspects. Overall, they appear to be satisfied with the Pine County Fair Board (Figure 28). Eighty-nine percent were satisfied with the Fair Board's respect for businesses and 68 percent were satisfied with Fair Board communication. Vendors and businesses were less satisfied with sales volume and foot traffic. Over one-third (34 percent) of respondents indicated they were "neither satisfied nor dissatisfied" with sales volume and foot traffic near them.

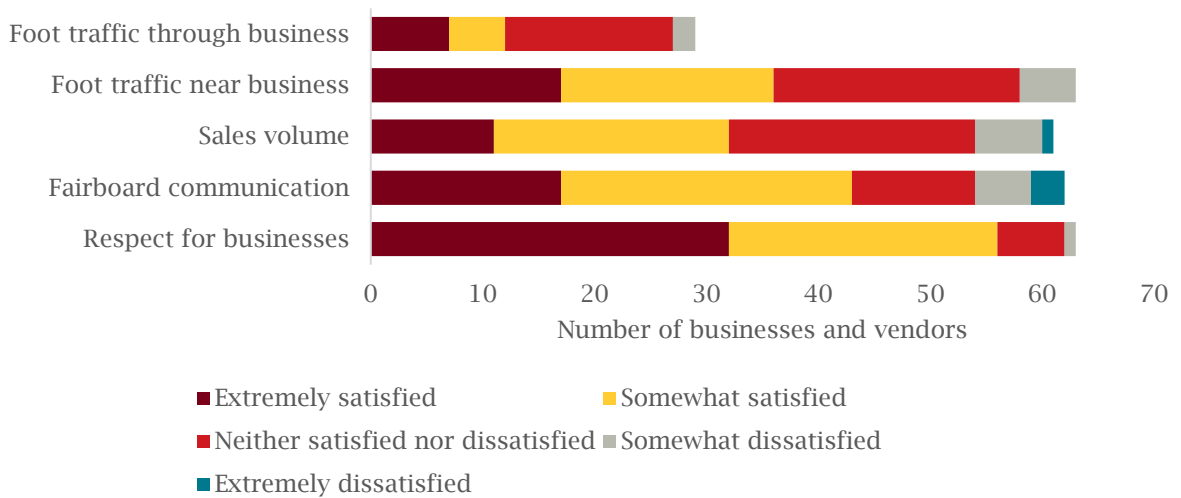


Fig. 28: Satisfaction with selected aspects of Pine County Fair (n=63)

Vendors and businesses indicate the Demolition Derby is the event that most affects their business (Figure 29). Other cited aspects include the exhibit and commercial booths and grandstand/entertainment. Three respondents indicated the Fair did not affect them. The business surveys went to the entire business community. Extension received responses from non-profits and service businesses not open during the Fair.

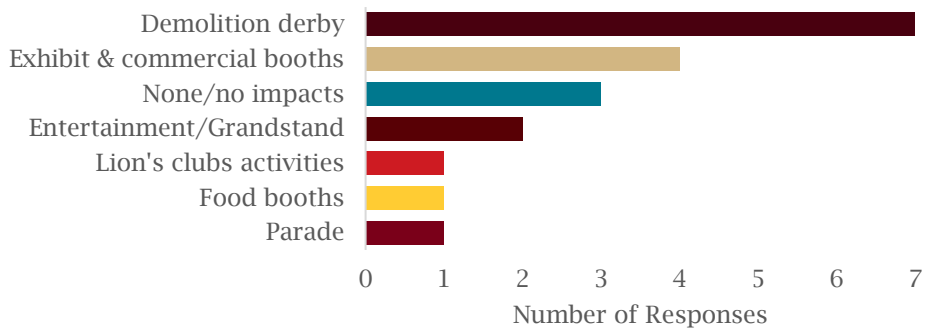


Fig. 29: Pine County Fair activity most affecting business or vendor (open-ended answer)

Businesses and vendors expressed multiple ideas for activities to potentially add to the Fair (Table 14). Two expressed that the Fair already had a good variety. There appears to be some interest for a concert with a larger name, along with stronger activities and programming on Sunday afternoon/evening. Other comments included additional vendors, a senior/kids day, motorized event, and a Fireman's' activity.

Table 14: Fair activity to add to Pine County Fair (open-ended answer)

Suggestions	Count
Already good variety	2
Live music, larger act on Sunday	2
Big named concert	2
Additional vendors	2
Senior day/kids day	2
Motorized event/team derby	2
Fireman's activity	2
Expand on fresh foods at flea market on Wednesday	1
Education around agriculture	1
Stronger activity on Sunday	1
Outdoor seating	1
Cheese curd festival	1
Fans in barns	1
Tractor pull	1
Mud wrestling	1
Rodeo	1
Educational activities	1
Rides/entertainment, ages 8-13	1

NON-PROFIT SPECIFIC RESULTS

Non-profit vendors reported average sales of \$12,300. Half of the non-profit vendors reported sales of over \$10,000 in 2017 (Figure 30).

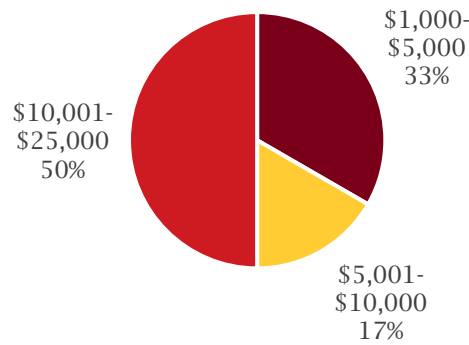


Fig. 30: Non-profit vendor Pine County Fair sales (n=7)

The Pine County Fair is a critical source of income for Pine County non-profits. One-third of non-profit vendors reported the Fair provides nearly all their organization's annual revenues (Figure 31).

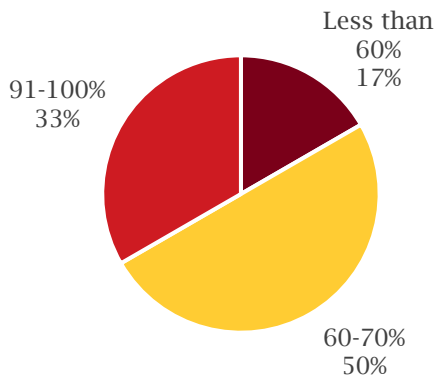


Fig. 31: Non-profit vendor, percent of revenues from Pine County Fair (n=7)

Non-profit vendors, in turn, invest their income in Pine County. Over half of the vendors reported donating profits to Pine County organizations (Figure 32). Other common answers include hosting a community or promotion event or investing in scholarships for local youth.

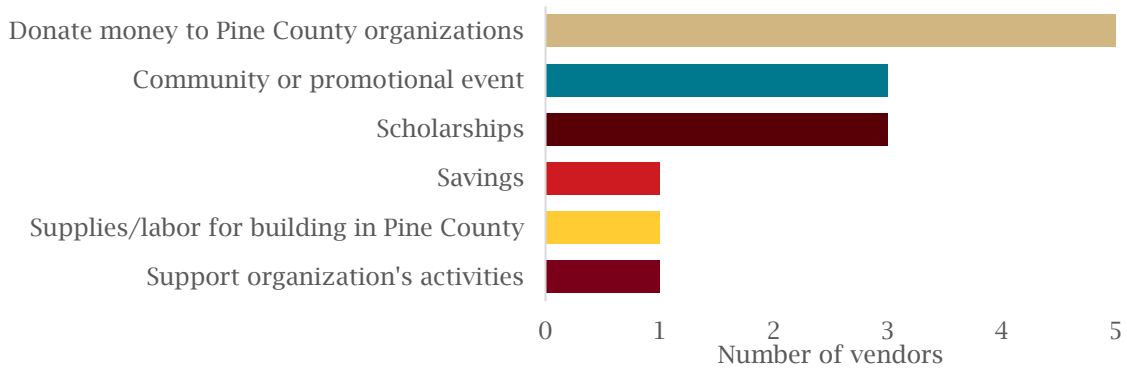


Fig. 32: Non-profit vendor, activities supported with Pine County Fair profits (n=7)

VENDOR SPECIFIC RESULTS

Vendors with sales report average sales of \$220. Nearly one-third reported sales of \$0 to \$500 (Figure 33). One quarter were in the \$501 to \$1,000 range. Nearly 30 percent of the vendors surveyed did not make sales in 2017, either because they were not a vendor or they were information only. On a per vendor basis, sales were \$160 per vendor.¹¹

¹¹ Sales per vendor include vendors with no sales.

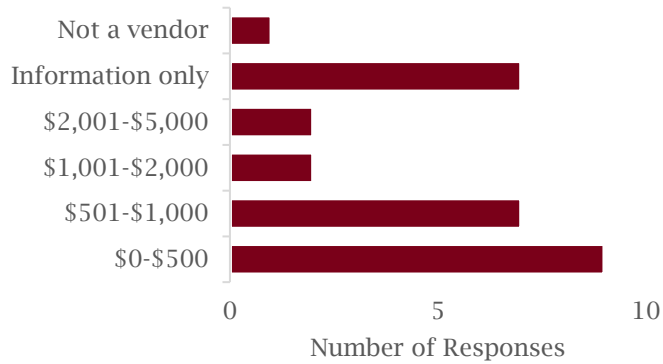


Fig. 33: Pine County Fair vendor revenues (n=28)

Vendors at the Fair focus primarily on novelties and professional services (Figure 34).

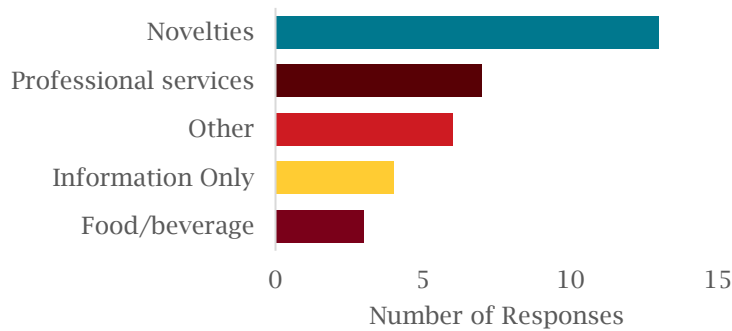


Fig. 34: Vendor activity at Pine County Fair (n=33)

BUSINESS SPECIFIC RESULTS

Businesses reported the Pine County Fair had mixed effects on their revenues (Figure 35). Eight reported sales during the weekend of the Pine County Fair were about the same as a typical weekend. Eight reported increased revenues from the Fair. Two reported decreased sales. Again, the mix of businesses completing the survey certainly factored into the results. Several businesses, such as a health care facility and insurance company, completed the surveys. These businesses would not necessarily see an increase in activity due to the Fair.

On average, businesses reported revenue increases of \$800 per businesses as a result of the Pine County Fair. This includes businesses with revenue increases, those who reported no revenue, and those with losses as a result of the Fair.

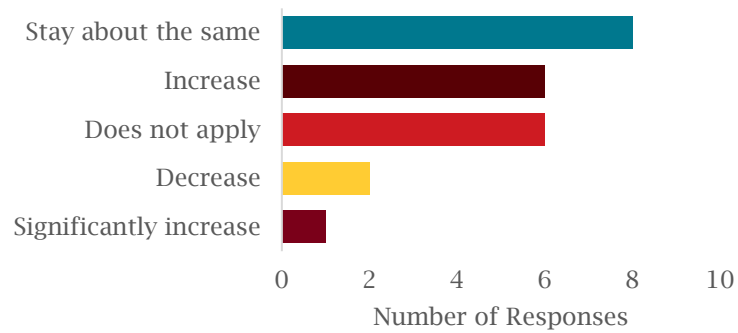


Fig. 35: Pine County Fair effect on Pine City business revenues (n=23)

The Pine County Fair factored into nearly 1 in 5 (19 percent) businesses decisions to operate in Pine County (Figure 36).

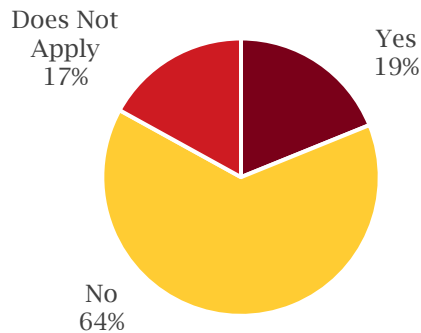


Fig. 36: Pine County factor into decision to operate in Pine County (n=53)

PINE COUNTY AGRICULTURAL SOCIETY AND CARNIVAL RESULTS

Extension interviewed both the Fair Board and the carnival operator. A major finding from those interviews was the amount of local spending by both. The carnival operator is locally-owned. Although the carnival itself travels to events across Minnesota, the home-base for the business is Pine County. Thus, Pine County benefits more directly from the carnival than other counties. For example, the carnival buys fuel, ice, truck parts, and other supplies within the county. The carnival also employs local residents – especially during its run in Pine County. Finally, the carnival contributes for advertising and buildings at the Fair.

The Pine County Agricultural Society (Fair Board) also makes local expenditures. For the 2017 Fair, the Fair Board spent \$312,200 to host the Fair (Table 15). Roughly half (\$180,900) is “cost of goods sold”. These are direct expenses for items sold or marketed at the Fair – such as beverages for the beer garden, awards for the Demolition Derby, and hiring entertainment. The other half (\$131,300) is for overhead expenses. This includes items like administration, advertising, maintenance, and utilities.

Primarily, this spending is with local Pine County businesses and suppliers.

Table 15: Pine County Agricultural Society spending, 2017 Pine County Fair

Expense	Value
Cost of Goods Sold (direct expenses for Fair)	\$180,900
Overhead expenses (for operations)	\$131,300
Total Expenses	\$312,200

Source: Pine County Agricultural Society Annual Report

ECONOMIC VALUE

The 2017 Pine County Fair generated economic activity. Visitors and demolition derby participants spent money, both on and off the fairgrounds, to attend the Fair. Vendors, businesses, the carnival, and the Pine County Agricultural Society earned revenue from the spending.

Extension collected data from six sources to measure total spending associated with the Fair. They include

- Fair attendees (spending profile)
- Demolition Derby participants (spending profile)
- Pine City businesses (revenues due to the Fair)
- Vendors, both for and non-profit (revenues during Fair)
- Carnival (revenues from the Fair)
- Fair Board-related (revenues for Fair Board-managed activities).

Spending by Fair attendees and demolition derby participants should equal revenues earned by vendors, businesses, the carnival, and the Fair Board (Figure 37). Collecting data from all sources allows us to compare data points.

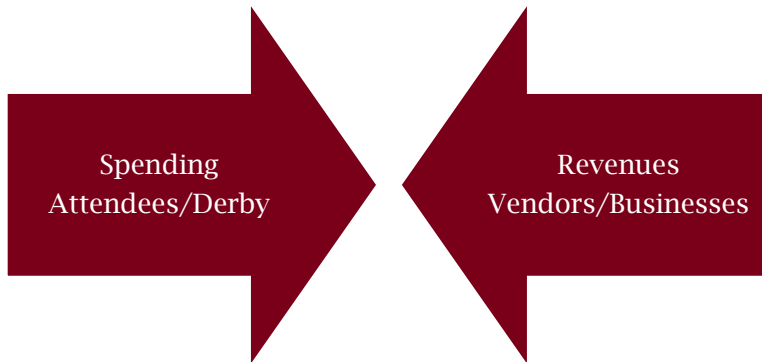


Fig. 37: Relationship between spending at Fair and revenues generated at Fair

Spending by Fair Attendees and Demolition Derby Participants

As mentioned earlier in this report, on average, each Pine County Fair attendee reported spending \$35.10. The highest expenditures per person are for food and beverage at the Fair (\$13.60) and grandstand events (\$6.50). On average, each Pine County Demolition Derby participant reported

spending \$2,473.10 during their preparation for and participation in the event. Major expenditures include car purchases (\$1,160.10) and auto parts (\$341.90).

Based on reported spending by Pine County Fair attendees and demolition derby participants, Extension estimates \$926,610 of total spending due to the Pine County Fair (Table 16).

Table 16: Total spending generated by the Pine County Fair (reported by attendees and Demolition Derby participants)

Source	Total Spending
Fair attendees	\$679,300
Demolition derby participants	\$247,310
Total	\$926,610

University of Minnesota Extension estimates

Revenues for Businesses and Vendors

Since Fair attendees and Demolition Derby participants are spending money on the fairgrounds and with local businesses, total spending from them should roughly equal total revenues reported by businesses, vendors, and Fair-related operations.

Based on reported spending by businesses, vendors, the Fair Board, and carnival, Extension estimates \$762,710 of total revenue due to the Pine County Fair (Table 17). This represents a 19 percent difference from the attendee and demo derby participant results.

Extension suspects this figure is low. Particularly, the low figure stems from reporting from Pine City businesses. It may be hard for Pine City businesses to reliably estimate revenues from the Fair. For example, fair attendees may buy gas or groceries while in town for the Fair, but the business owner may not be able to identify them as fair attendees. Therefore, Extension feels the participant spending value is more accurate.

Table 17: Total revenue for Pine City businesses, Pine County Fair vendors, the carnival, and the Pine County Fair board

Category	Total Revenue
On Fair spending (food, beverage, carnival, grandstand, vendors)	\$629,400
Off Fair spending	\$133,310
Total	\$762,710

University of Minnesota Extension estimates

As highlighted above, the Pine County Fair Board spends \$312,200 to put on the Fair. Total spending in Pine County, as a result of the Fair, is \$926,610. Thus, for every dollar invested by the Fair Board, \$2.97 of additional spending is generated in the county.

Discussion

ATTENDEES

Overall, respondents were satisfied with the Fair. The most enjoyable aspect of the Fair was food and beverages. Therefore, it is important for the Fair Board to maintain the quality and diversity of food and beverage offerings at the Fair. Respondents also enjoyed animals, Demolition Derby, and the beer garden. This finding is reassuring, as these are three significant aspects of the Fair. The social aspect of the Fair, namely, people watching and seeing friends, was also enjoyable to respondents. In other words, creating and maintaining a welcoming and vibrant atmosphere is important to attendees.

The average per person per day spending was \$35. This is not a small amount of mostly discretionary spending for one person in a day, and it reflects the economic contribution attendees made to the local economy via attending the Fair. The majority of attendee spending (72 percent) is at the fairgrounds. This is a strength, as it indicates the Fair is providing experiences, activities, food, and beverages of interest to attendees. However, it does open up the possibility to drive additional activity into Pine City. The Fair Board may want to explore opportunities to collaborate with local businesses to encourage people to visit them during their Fair trip.

Attendees were mainly middle age and attended the Fair with both adults and children. The relatively low percentage of teenagers (13-17 years old) within respondents' travel group may be due to the fact that the teenage age range, covering five years, was the smallest among the six. All the other five age ranges cover a span of 12 years or more. Additionally, only adults were qualified to complete the attendee survey, because researchers are required to obtain parents' permission before surveying minors, in order to protect minors in research studies. Therefore, it is not feasible for an intercept survey study to seek minors' responses to the survey. As such, teenagers who attended the Fair as a group but without an adult chaperon did not get to complete the survey.

Many respondents came from families with medium to high income, whether they resided in Pine City, other parts of the county, or outside of Pine County. A sizable portion of respondents came from other counties, mostly from two neighboring counties (Chisago and Kanabec) and two counties to its southwest (Isanti and Anoka).

Given over 90 percent of respondents were repeat attendees, it is not surprising that many respondents cited being a local resident, native to the county, or personal/family tradition as the way in which they found information about the Fair. For this particular audience, newspaper, mainly the Pine Pioneer, and Facebook are equally important as information sources.

Given that some attendees lived in the northern part of the Twin Cities Metro Area and the extremely high percentage of repeat attendees, to drive growth in attendance, especially first-time attendees, the Fair Board may consider advertising opportunities in the north Metro Area.

About 40 percent of respondents would attend the Fair for three or more days. This is significant, as it shows attendees' enthusiasm towards the Fair. Meanwhile, fewer than half of respondents did or planned to attend a Grandstand event. It is possible that members in a respondent's travel group would attend a Grandstand event while the respondent him/herself would not. However, it would still be worthwhile for the Fair Board to review ticket sales of various Grandstand events, to find out if there is room for further growth.

Respondents volunteered for a variety of activities at the Fair. It is possible to juxtapose our findings with the number of volunteers each activity needs, so the Fair Board can identify those activities for which volunteering needs may not have been fulfilled.

Among the many suggestions offered by respondents, some are related to infrastructure, including being wheelchair friendly, better and safer parking, having more places to sit (both generally at the Fair and specifically at Midway), having more bathroom/wash facilities, and having cleaner garbage cans. With an estimated 15-20% of the U.S. population having some type of disability, these comments are worth consideration by the Fair Board. The quality of acoustics in various parts of the Fair also has room for improvement.

Additionally, it is clear that respondents would like to have more children's activities and rides. It is worth noting not every activity or event is offered every year at the Fair, so some activities respondents wished the Fair could have happened to not be offered in 2017.

DEMOLITION DERBY PARTICIPANTS

The Demolition Derby participants were young, as 60 percent were between 18 and 35 years old—generally categorized as millennials. This is significant, as a group of relatively young participants signal the potential longevity of the event. Most Derby participants attended the Fair with adults between 18 and 52 years old, that is, people of similar age or a generation older than they are. Over 30 percent of Demolition Derby participants came from either Chisago or Isanti counties, indicating the appeal of the activity beyond Pine County.

To Demolition Derby participants, Facebook, Pine County Fair website, and Chamber of Commerce website were similarly important as information sources. All three information sources are Internet-based, and two are institutional websites. Therefore, maintaining updated information about the Fair and Demolition Derby on these websites along with Facebook, one of the most mature social media platforms, is important.

Over 80 percent of respondents would attend the Fair for three or more days. This finding shows the deep engagements that Demolition Derby participants tend to have with the Fair. It also indicates the potential economic value these participants generate by attending the Fair on multiple days. Demolition Derby participants also spent large amounts of money to prepare for the event, and most of the spending took place off the Fairgrounds, when Derby participants purchased cars, auto parts, new and scrap metal, paint, etc.

Besides the Demolition Derby, respondents also enjoyed beer garden and food and beverages on fairgrounds. In other words, the food aspects of the Fair is important to Derby participants. In fact, the most frequently offered suggestions by Derby participants to improve the Fair is having more beer. This is not surprising, given the amount of time they tended to spend on Fairgrounds and their tendency to attend the Fair for multiple days.

BUSINESSES AND VENDORS

Overwhelmingly, businesses and vendors are supportive of the Pine County Fair. All agree the event is a positive for Pine County. Importantly, businesses and vendors had positive feelings related to the Fair Board. They rated the respect for businesses by the Fair Board and communication from the Fair Board highly. Further, the Pine County Fair is an important source of revenue for Pine City non-profits, which is reinvested in the county. The Fair Board and carnival also make significant local purchases.

The results of the business and vendor survey indicate two opportunities. First, there are opportunities enhance the connections between Fair attendees and Pine City businesses. Foot traffic near and through businesses received some of the lowest ratings. The Pine County Fair Board and the Pine City Area Chamber might explore ways to increase awareness of businesses among Fair attendees. For example, local businesses might offer “Fair specials” to draw in visitors. Or, do a “bingo” card where after visiting several businesses, Fair attendees could redeem for a milk shake at the Fair. Another suggestion is to offer coupons or specials on the fairgrounds to be redeemed at local businesses. There are many creative ideas to help drive traffic both to the Fair and to the Pine City businesses.

A second opportunity is for outreach to vendors. Vendors have a few minor concerns, which are easy to address. Building strong relationships with the vendors might also help drive their revenues. The Fair Board, or representatives, might want to spend an hour during the Fair visiting with the vendors and assisting with any issues.

Finally, the Pine County Fair has a substantial effect on the county’s economy. Spending by attendees and event participants totals \$926,610. The Demolition Derby directly contributes more than one-quarter of the spending. However, the Demolition Derby indirectly contributes even more, as it is a driver of Fair attendance. The Pine County Fair should continue to support its derby. Finally, the impact of the local spending is magnified, as much of revenue generated is spent locally. Non-profit vendors, the carnival, and the Fair Board all spend a major portion of their Fair revenues in Pine County.

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APPENDIX A

2017 Pine County Fair Goer Questionnaire

Have you gone to the Pine County Fair before this year? Yes No

How many days will you go to the Pine County Fair this year (including today)? ____ days

Where did you hear about this year's Pine County Fair? (Check all that apply)

- Word of mouth
- Poster/flyer
- Pine County Fair website
- Chamber of Commerce website
- Facebook
- Radio
- Newspaper (which ones?) _____
- Other: _____

Did you attend or plan to attend a Grandstand event today? No Yes, how many people (including you): _____

Is anyone in your group a contestant or volunteer TODAY in these activities (check all that apply)?

- 4- H contest
- Demolition Derby
- Talent show
- Tractor Pull
- Truck Pull
- Parade
- Food booth volunteer
- Open class exhibitor
- Commercial exhibitor
- Other: _____

How many people in your group are the following ages (please include yourself):

___0- 12 years ___13- 17 years ___18- 35 years ___ 36- 52 years ___53- 71 years ___72+ years

How much did you or your HOUSEHOLD (including you) spend or plan to spend TODAY?

Grandstand events TODAY \$_____ Carnival \$_____ Food and beverages on Fairgrounds \$_____

Merchandise on Fairgrounds \$_____ Transportation (including gas) \$_____

Food and beverages off Fairgrounds \$_____ Retail purchases off Fairgrounds (Walmart, grocery, etc.) \$_____

Lodging \$_____ Other \$_____

How many people (including you) are included in your spending estimate? _____

What did your group like today at the Fair? (Check all that apply)

- Animals
- Food and beverages
- Beer garden
- Midway / rides
- Music
- Demolition Derby
- Truck pull
- Tractor pull
- Talent show
- Parade
- Pig Races
- Chainsaw Artist
- Kids Scavenger Hunt
- 4- H events
- Church services
- Open class exhibits
- Commercial booths
- People watching
- Seeing friends
- Atmosphere
- Volunteering
- Other: _____

Overall, how satisfied are you with the Pine County Fair today? (Check ONE)

- Very Satisfied
- Satisfied
- Unsure
- Dissatisfied
- Very dissatisfied

What suggestions do you have, if any, for improving the Pine County Fair?

What attractions and/or events would you like the County Fair to have but it currently does not offer?

Finally, a few questions about you.

What is your zip code? _____ In what year were you born? 19____ What is your gender? Female Male

What is your annual household income (before taxes)?

- Less than \$25,000
- \$25,000- 49,999
- \$50,000- 99,999
- \$100,000- 149,999
- \$150,000 or more

APPENDIX B

2017 Pine County Fair Demolition Derby Participant Questionnaire

Have you gone to the Pine County Fair before this year? Yes No

How many days will you go to the Pine County Fair this year (including today)? _____ days

Where did you hear about this year’s Pine County Fair? (Check all that apply)

- Word of mouth Poster/flyer Pine County Fair website Chamber of Commerce website Facebook
- Radio Newspaper (which ones?) _____ Other: _____

How much did you spend in Pine County to prepare for Demolition Derby?

Purchase of car \$_____ Auto part stores \$_____ Scrap metal suppliers \$_____ New metal suppliers \$_____

Junkyards \$_____ Signs for sponsor stickers \$_____ Paint \$_____ Paint shops \$_____

T- shirts for teams \$_____ Food/snacks/beverage pre- Fair \$_____ Food/snacks/beverage at Fair \$_____

How many people in your group are the following ages (please include yourself):

___0- 12 years ___13- 17 years ___18- 35 years ___ 36- 52 years ___53- 71 years ___72+ years

What did your group like today at the Fair? (Check all that apply)

- Animals Food and beverages Beer garden Midway / rides Music
- Demolition Derby Truck pull Tractor pull Talent show Parade
- Pig Races Chainsaw Artist Kids Scavenger Hunt 4- H events Church services
- Open class exhibits Commercial booths People watching Seeing friends Atmosphere
- Volunteering Other: _____

Overall, how satisfied are you with the Pine County Fair today? (Check ONE)

- Very Satisfied Satisfied Unsure Dissatisfied Very dissatisfied

What suggestions do you have, if any, for improving the Pine County Fair?

What attractions and/or events would you like the County Fair to have but it currently does not offer?

Finally, a few questions about you.

What is your zip code? _____ In what year were you born? 19____ What is your gender? Female Male

What is your annual household income (before taxes)?

- Less than \$25,000 \$25- 49,999 \$50,000- 99,000 \$100,000- 149,000 \$150,000 or more

APPENDIX C

Pine County Fair Business Questionnaire (Online)

Greetings! As a Pine County business or a Pine County Fair vendor, you are critical to the success of the Pine County Fair. The Pine County Fair Board appreciates your continued support. Now the board needs to hear from you!

The Pine County Fair Board is working with University of Minnesota Extension (Extension) to conduct a study. The Fair Board is looking to better understand how to keep the event highly successful, sustainable, meet budget needs, continue to build community support and provide an enjoyable experience for everyone. The Fair Board sees value in understanding who attends the event and the economic value the Fair contributes to Pine County.

To accomplish these goals, Extension is surveying two groups. First, Extension will survey people attending the Pine County Fair.

Second, Extension is surveying business owners and food vendors. You are being asked to complete this survey in your role as a business owner.

This survey is voluntary. **Your answers will be confidential and anonymous.** There will be no method for tying an individual response to an individual person or business. Only Extension will have access to the full responses. Published reports will only contain summary information.

If you have any questions, feel free to contact the project manager, Brigid Tuck, Extension Economist, at 507-389-6979 or tuckb@umn.edu. You may also contact ****local name here****

Results are expected in late spring/early summer 2018. We will be sharing with the Pine County community.

The Pine County Fair is a positive event for Pine County.

Strongly Agree Agree Unsure Disagree Strongly Disagree

Overall, how satisfied are you with the Pine County Fair? (Check ONE)

Very Satisfied Satisfied Unsure Dissatisfied Very dissatisfied

Rate your satisfaction with the following based on your experiences:	Extremely Satisfied	Satisfied	Unsure	Unsatisfied	Very Unsatisfied
Respect for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Board communication with businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales volume during this year's Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic near your business during the Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic through your business during the Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any comments on your satisfaction with the Pine County Fair?

How does the Pine County Fair affect your business revenues? Revenues.....

Significantly increase Increase Stay about the same Decrease Significantly decrease

This question is not applicable to me (please explain.....)

If Select Increase or Significantly Increase: How much did your total revenues **increase due** to the 2017 Pine County Fair?

\$0-\$500 \$501-\$1,000 \$1,001-\$2,000 \$2,001-\$5,000 More than \$5,001

I was not in business in 2017 I was closed during the Pine County Fair

If Select Decreases or Significantly Decreases: How much did your total revenues **decrease due** to the 2017 Pine County Fair?

\$0-\$500 \$501-\$1,000 \$1,001-\$2,000 \$2,001-\$5,000 More than \$5,001

I was not in business in 2017 I was closed during the Pine County Fair

Does the Pine County Fair factor into your decision to operate your business in Pine County?

Yes No

What Fair activity would most affect your business (either positively or negatively), if it were stopped?

If you could add one activity to the Pine County Fair, what would it be?

APPENDIX D

Pine County For-Profit Vendor Questionnaire

Greetings! As a Pine County Fair vendor, you are critical to the success of the Fair. The Pine County Fair Board appreciates your continued support. Now the board needs to hear from you!

The Pine County Fair Board is working with University of Minnesota Extension (Extension) to conduct a study. The Fair board is looking to better understand how to keep the event highly successful, sustainable, meet budget needs, continue to build community support and provide an enjoyable experience for everyone. The Fair Board sees value in understanding who attends the event and the economic value the Fair contributes to Pine County.

To accomplish these goals, Extension is surveying two groups. First, Extension will survey people attending the Pine County Fair.

Second, Extension is surveying business owners and vendors. You are being asked to complete this survey in your role as a vendor.

This survey is voluntary. **Your answers will be confidential and anonymous.** There will be no method for tying an individual response to an individual person or business. Only Extension will have access to the full responses. Published reports will only contain summary information.

If you have any questions, feel free to contact the project manager, Brigid Tuck, Extension Economist, at 507-389-6979 or tuckb@umn.edu.

Results are expected in late spring/early summer 2018. We will be sharing with the Pine County community.

The Pine County Fair is a positive event for Pine County.

Strongly Agree Agree Unsure Disagree Strongly Disagree

Overall, how satisfied are you with the Pine County Fair? (Check ONE)

Very Satisfied Satisfied Unsure Dissatisfied Very dissatisfied

Rate your satisfaction with the following based **on your experiences**:

	Extremely Satisfied	Satisfied	Unsure	Unsatisfied	Very Unsatisfied
Respect for vendors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Board communication with vendors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales volume at this year's Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic near your booth/area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which category most describes your activities at the Pine County Fair?

- I sold food and beverages
- I sold novelties (ex: Mary Kay, 31 bags, handmade items, etc.)
- I marketed or sold professional services (ex: massages, window installations, etc.)
- I provided information only (ex: library services, etc.)
- Other (please describe)
- I was not a vendor in 2017

In 2017, what were your estimated **total** revenues resulting from the Pine County Fair?

- \$0-\$500 \$501-\$1,000 \$1,001-\$2,000
- \$2,001-\$5,000 More than \$5,001
- N/A information only booth I was not a vendor in 2017

Does the Pine County Fair factor into your decision to operate your business in Pine County?

- Yes No My business is not operated in Pine County I am not a commercial business

What Fair activity would most affect your experience at the Fair (positively or negatively), if it were stopped?

If you could add one activity to the Pine County Fair, what would it be?

What suggestions, if any, do you have for improving the Pine County Fair?

APPENDIX E

Pine County Non-Profit Food Booth Questionnaire

Greetings! As a Pine County Fair booth, you are critical to the success of the Pine County Fair. The Pine County Fair Board appreciates your continued support. Now the board needs to hear from you!

The Pine County Fair Board is working with University of Minnesota Extension (Extension) to conduct a study. The Fair Board sees value in understanding who attends the Fair and the economic value that the Fair contributes to Pine County. To accomplish these goals, Extension is surveying three groups. First, Extension surveyed people attending the 2017 Pine County Fair. Over 1,000 Fair attendees completed the survey! Second, Extension surveyed downtown Pine City businesses.

Finally, Extension is surveying organizations that had booths at the Fair. You are being asked to complete this survey in your role as a **non-profit food booth**.

This survey is voluntary. **Your answers will be confidential and anonymous.** There will be no method for tying an individual response to an individual person or organization. Only Extension will have access to the full responses. Published reports will only contain summary information.

If you have any questions, feel free to contact the project manager, Brigid Tuck, Extension Economist, at 507-389-6979 or tuckb@umn.edu. Results are expected in early 2018. We will be sharing with the Pine County community.

The Pine County Fair is a positive event for Pine County.

Strongly Agree Agree Unsure Disagree Strongly Disagree

Overall, how satisfied are you with the Pine County Fair? (Check ONE)

Very Satisfied Satisfied Unsure Dissatisfied Very dissatisfied

Rate your satisfaction with the following based **on your experiences**:

	Extremely Satisfied	Satisfied	Unsure	Unsatisfied	Very Unsatisfied
Respect for non-profit booths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Board communication with non-profit booths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales volume at this year's Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic near your Fairground location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic to your Fairground booth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any comments on your satisfaction with the Pine County Fair?

In 2017, what were your estimated total **SALES** during the Pine County Fair?

If you feel comfortable, please list your exact sales figure here: \$_____ **OVER FOR MORE**

Or, if you prefer, indicate the range of your sales below.

\$0-\$1,000 \$1,001-\$5,000 \$5,001-\$10,000 \$10,001-\$25,000 \$25,001-\$50,000 More than \$50,000 Our organization did not operate a booth in 2017.

In 2017, what was your estimated total **PROFIT** from the Pine County Fair?

If you feel comfortable, please list your exact profit figure here: \$_____

Or, if you prefer, indicate the range of your profits below.

\$0-\$1,000 \$1,001-\$5,000 \$5,001-\$10,000 \$10,001-\$25,000 \$25,001-\$50,000 More than \$50,000 Our organization did not operate a booth in 2017.

What percent of purchases for this year's booth operation (food, equipment, supplies, etc.) are made in Pine County? _____% (Give us your best guess)

What percent of your organization's annual revenues come from the Fair? _____%

What activities does your organization support with funds raised during the Fair? (Check all that apply and add others that are not listed)

- Scholarships (school, camp, etc.) for Pine County residents
- Host community event in Pine County (egg hunt, Halloween carnival, etc.)
- Purchase supplies and/or skilled labor to build something in Pine County (picnic tables, playground equipment, etc.)
- Donate money to Pine County organizations for supplies or operating budgets (ex. buy books for library summer reading program, donate to food shelf)
- Pay state or national dues for your organization
- Support our organization's activities (ex. meeting room rent, postage)
- Put aside for savings
- Other (please describe) _____

What percent of the profits from your booth are spent in Pine County? _____% (Give us your best guess)

What Fair activity would most affect your non-profit vending operation (either positively or negatively), if it were stopped?

If you could add one activity to the Pine County Fair, what would it be?

What suggestions, if any, do you have for improving the Pine County Fair?

APPENDIX F

Survey Responses with Suggestions Receiving Only One Mention

Table F1: Suggestions attendee survey respondents had for improving Pine County Fair (suggestions receiving only one mention)

Praise / Appreciation / As is	Count
Big thank you to the Fair board for feeding the guys from teen challenge. Very much appreciated	1
The jumpy ride is nice	1
Continued improvements & maintenance are appreciated for future generations to continue enjoying all shows/activities	1
Disability-related	
More handicap parking	1
Grandstand	
Better lighting	1
Don't cancel Grandstand event	1
Grandstands cleaned and repainted. Wash out the dumpsters; relocated dumpsters away from grandstand entrance	1
Those that have already bought pre-tickets should have separate line-Saturday was terrible	1
Go back to cash for beer at grandstand events. The ticket thing sucks	1
make getting seats easier for people who buy unlimited grandstand events	1
more food and beverages sold in the Grand Stand	1
discount for multiple grandstand purchases	1
Beer garden / Beer / Alcohol	
Better beer	1
Bring back \$2 beer	1
Colder beer	1
Beer Garden all night long!	1
Umbrellas at all outdoor beer garden tables	1
Half priced beer on Sunday	1
Move the beer garden ticket sales inside the building	1
New beer stand is big and beautiful but impossible to visit	1
Open top trash cans in Beer Garden	1
I'm glad we can now grab beer & walk around	1
Less drunk people	1
Less beer	1
People prepping track for pulls shouldn't be drinking. Bad influence on youth of community.	1
Facilities	
Move pork chop stand (or another) next to beer garden	1
More hand sanitizer stations	1
get some buckets for cig butts	1
Phone charging booths	1
Picnic tables by pork chop stand	1
Update more buildings	1
Bigger Fairgrounds	1
Better ways to display photos	1
Exhibits bigger i.e. DNR, conservation	1
Replace the oldest stock barn with a new barn that can be used for events with bathrooms and other facilities	1
To get from one end to the other you must go through the midway, barns feel closed off.	1
Demolition Derby	
a number system for the gate at demo derby	1
Pre-buy Demo tickets	1
Driver 6 pit crew section for seating	1
Let us pay for our wristbands for derby and let us go in and sit in grandstands. Hard for some fans to stand in line from noon on.	1
Music after Derby	1

"Combine Derby"	1
Midway / Carnival / Rides for kids / activities for kids	
Larger midway	1
Tough for the carnival to make money with all the free armbands	1
No alcohol on midway	1
Parking	
Don't allow parking around houses blocking mail boxes	1
Better signs of where to park	1
Rows too close to each other for long trucks	1
Parking only on one side of the road on 1st Ave NW PC	1
Cab services	1
Misc.	
Better arcade games	1
More interactive activities	1
More local fun, e.g., pine tree drawing contest	1
Bring back pro wrestling & the Girlie Shows	1
card people	1
Don't let the kids tie; we need to be able to bet on the kids, everyone thinks so.	1
free spa/massage	1
Give rosette ribbons to flower exhibits and every exhibit winner! Take photos of people and prizes to list in the paper.	1
In regards to spending off Fairgrounds(Walmart), this is one of the problems in this community, drives out opportunities for small businesses	1
include more businesses in parade and add candy for children	1
kids love the zipper	1
more days of the Fair	1
more steel wheels	1
motel/hotel	1
mutton busting	1
Acoustics	
Rides farther from music hard to hear over the rides and children	1
Food and beverage	
better selection of beverages in the event center	1
Food at parade	1
Food staying open later on Sunday	1
More healthy food options	1
More LOCAL food choices	1
Shorten the Pork Chop Line	1
Financial decisions of the Fair Board	
Don't let the Fair board decide the prices of food, beverages, etc.	1
For the Fair board to put more \$ toward 4-H and the kids animals, barns, shows, etc.	1
Spend more money on the barns and less on beer	1
Please do no "bite" the hands (VFW, Lions, Hockey etc.) that put 100% of Fair proceeds back into community	1
Less for the entry fee for attending multiple days	1
Fair Board	
More handicap parking	1
Animals	
1 day open class beef show	1
Better fish in the conservation club tank	1
Doing all the cattle showing together	1
Wash rack upgrade for livestock	1
Let the animal exhibitors camp close to their animals!	1
Information above animal pens, breed, DOB	1
Horse pull	1
To get from one end to the other you must go through the midway, barns feel closed off.	1
Music	
More music like jolly zuks	1
Better band	1

More relevant band	1
Get rid of sand in front of music stage and have concrete, smooth dance area	1
Pulls related	
Tractor pull Sat/Fri	1
Tractor pull on Sun	1
Have a tractor pull after Fair	1
Truck pull on Sunday	1
Move truck/tractor pull to weekends	1
Truck pull runs too long	1
BMX track instead of truck pull or skate half pipe	1
4-H related	
4H parents should not be grooming the animals!!	1
More attention to 4-H	1
Fair workers	
Do not let staff drink beer at demo derby	1
Drug test the Fair workers	1
More people helping with auction	1
More people knowing what's going on	1

Table F2: Attractions/events attendee survey respondents would like Pine County Fair to have but it currently does not offer (suggestions receiving only one mention)

	Count
Disability-related	
Designated handicap access drop-off spot (emphasis by respondent)	1
County is not meeting the Americans with Disabilities Act for a wheelchair to be able to utilize the whole Fair.	1
Demolition Derby related	
Stop playing favorites in derbies-it is all in who you know in this place and it sucks	1
"Combine Derby"	1
"Pull-related"	
Horse pull	1
ATV pull	1
Four wheeler pull	1
Snowmobile pull	1
Auto & Bike related	
Old tractors back, hoodies	1
Tractor barn	1
Truck-Monster	1
Race related	
Racing events	1
Car races	1
Lawnmower races	1
Extreme truck race	1
UTS racing	1
Wrestling related	
Wrestling-Midget	1
Wrestling-mud	1
Wrestling-pudding	1
Animal (other than horse) related	
"Animals"	1
Animal-exotic	1
Animals-more	1
more northern animals: moose, elk, owls (live)	1
more stuff with dogs	1
One day open class cattle show	1
One day open livestock show	1
Pig race	1
Puppet show	1
Horse related	
Bigger horse barn	1

Pony rides	1
Draft horses	1
Horse shoe tournament	1
Horseback riding	1
Beer related	
\$1 beer on Sundays how rock creek lions did and get them back into the beer sellers not these guys who just complains	1
Price-reasonable	1
Better selection	1
Cheaper beer	1
Expand craft beer event	1
Beer garden-better lighting	1
Beer garden-more tables	1
Three twenty brewing co stand next year!!!	1
Busch light on tap	1
Wine related	
Wine judges at Fair - Good ones - Contact "Purple Foot Club", they judge at State Fair and would only charge mileage to judge	1
4-H related	
"4-H"	1
4-Hers showing/demonstrating indoor projects	1
Maybe more 4-H kids in their building talking about their projects	1
Food related	
Food-BBQ food truck	1
Food-coffee	1
Food-cookie dough booth	1
Food-deep fried	1
Food-farm to table booth (PC farmers market could partner)	1
Food-new options	1
Food-vegan choices	1
Food-More food vendors	1
Rides related	
Rides-double Ferris wheel	1
Rides-more staff, esp. ticket booth	1
Ride-swing ride	1
Music related	
Music-more current cover bands	1
Music-keep polka music here-no racecar driving during polka time	1
Music-liked the gospel last year	1
Grandstand related	
Grandstand-better PA system	1
Grandstand-people not saving seats	1
Marketing-related	
Advertise events more, sometimes it's hard to know what's going on	1
Facebook event before it happens, flyers, banners by holiday	1
Financial decisions of the Fair Board	
Where does all the Fair board money go -disclose income and spending	1
Keep the VFW, Legion, Lions etc. \$ a Fair share as they put 100% back to the community, do not cheat them, please!	1
Items mentioned only once (not included in earlier categories)	
7-day Fair	1
A place to nap	1
Better opening	1
Boating/Camping	1
Bungee jump	1
Dock space-more	1
Fireworks	1
Freakshow	1
Haunted house	1
I used to love going through the model homes	1
Immunizations, Adult TD	1
Karaoke	1
Keep prayer in all events	1
Mini info courses on cooking, baking and gardening	1

More crafters	1
More exhibits	1
More nature things	1
More outside shade	1
Mud rhythm	1
Never charge for parking	1
Nursing Areas	1
Photo booth	1
Poker	1
Put some effort into attractions you already have besides the Derby & beer garden!	1
Singing contest	1
Talent Shows	1
Water slides (for kids)	1
Wildlife Display	1
