

# media release

*Colorado State Fair*  
*Colorado Department of Agriculture*  
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## FOR IMMEDIATE RELEASE

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### ***Increased Revenue for Colorado State Fair***

PUEBLO, Colo. – The 142<sup>nd</sup> annual Colorado State Fair increases its revenue and attendance while staying true to its mission.

“Our mission is to support youth and agriculture and we are dedicated to that important task. But it is also a goal to make the fairgrounds a viable, economically sound division of the Colorado Department of Agriculture,” said General Manager, Chris Wiseman. “This year, we saw increased attendance and increases in three of our primary revenue-generating sectors including the highest food and beverage sales we’ve had in five years.”

Gross Revenue Comparison			
Item	2014	2013	Difference
Food/Beverage	\$2,287,324	\$2,152,992	increase of \$134,332 (6%)

Gate	\$925,256	\$861,015	increase of \$64,241 (7%)
Carnival	\$902,415	\$766,181	increase of \$136,234 (17%)

Additional highlights from the Colorado State Fair:

- Attendance increased 5% to 498,720.
- The Fairgrounds provides nearly \$34 million in economic activity to Colorado throughout the year; \$29 million of that activity is driven by the annual State Fair event.
- The 2014 Colorado's Touchstone Energy Cooperatives Junior Livestock Sale celebrated a record-breaking year. According to preliminary totals, the 2014 sale accumulated approximately \$480,950 from the state's most dedicated bidders. Last year's sale totaled \$452,424. Preliminary results are available at <http://www.coloradostatefair.com/p/events/244>.
- The Fair provides \$340,000 of its annual budget and facilities for the FFA and 4-H youth.
- The jobs provided by the Colorado State Fair equates to 371 year-around positions.

For more on the Colorado State Fair, visit [www.coloradostatefair.com](http://www.coloradostatefair.com).

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