



Fan Fair

StateFair.org

August 24 - September 3, 2012 Grand Island, Nebraska

The Survey Says... Fairgoers loved the State Fair

Nebraska State Fair

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Each year, the Nebraska State Fair conducts electronic surveys throughout the fairgrounds for the 11-day event. 2011 was no exception with a total of 10,786 of the 333,043 in attendance completing the survey.



A photo of the fairgrounds on Sunday, September 4th when 68,000 people attended—The fair's third largest one-day attendance ever.

According to State Fair Executive Director Joseph McDermott, "2011 was a particularly notable year since 94% of those responding said that they would recommend attending the Nebraska State Fair to others. This is the highest compliment. If fairgoers feel strongly enough to tell friends and neighbors that the State Fair is a must see event, we know we're moving in the right direction."

Other results from the survey show that 72% believe that the 2011 Nebraska State Fair was better or much better than 2010. Strolling and stage entertainment, Ag Exhibits and Livestock Exhibits also received high marks of 81% or above. 91.4% said the Nebraska State Fair was family friendly.*

"We strive each year to improve on our performance from previous years. It's clear that the Nebraska State Fair's move to Grand Island allows us to showcase our great state in a way that was not possible before." McDermott said.



The Top Reasons we attend the Fair*

1. Overall Experience
2. Eating & Food
3. Vendor Shopping
4. Special Events
5. 4-H, FFA & Open Class Competition
6. Music
7. Concerts
8. Midway Rides and Games

*Survey information based on 10,786 surveys conducted by EventCorp with a margin of error of 2.7%.

Our Volunteers

This year, the Nebraska State Fair had a total of 893 volunteers donate over 11,000 hours to make the fair the absolute best.

According to Nebraska State Fair board President Jana Kruger, "Our volunteers are the front line for everything we do. They greet visitors, give directions, watch over specific areas and do so much to bring hospitality to a whole new level."

"91.6% of fairgoers* agree that our volunteers are good to excellent, and we couldn't agree more," Kruger said.

To say thank you, the Nebraska State Fair board of directors allocated \$100-thousand to be given to the City of Grand Island, in the name of our volunteers.



State Fair Board President Jana Kruger presents a check for \$100,000 to Former Mayor Margaret Hornady-David and Mayor Jay Vavricek .

The money will be used for the Veterans Athletic Field Complex on North Broadwell in Grand Island. A special presentation ceremony to honor the State Fair volunteers was held on October 14th. On hand for the event were State Fair board members, staff, city dignitaries and a number of volunteers.

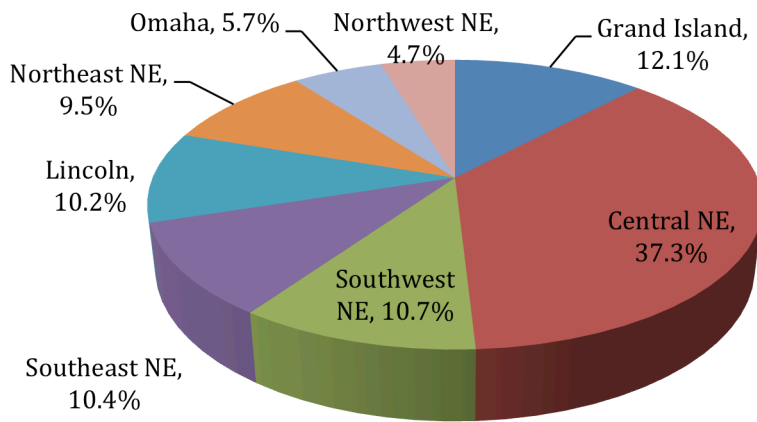
Kruger said, "A very special thank you goes to Rhonda Veleba and Denise Baker for their coordination of the volunteer program."

Around the Grounds

There are many components that make up the Nebraska State Fair. For instance, there were 61 marching bands totaling 2,681 students. CaseIH gave 3,750 free combine rides. On the livestock side, FFA brought in 1,302 animals, 4-H brought in 2,785 and Open Class 4,369. There were livestock entries from a total of 14 states and Canada represented.

There were a total of 333,043 visitors in 2011 with the third highest daily count on record with 68,000 on Sunday September 4th. The total attendance surpassed the yearly attendance of the last decade with the exception of 2009 for the last State Fair in Lincoln.

The following graph shows where the bulk of our attendance was from:



45 states and the District of Columbia were represented. Visitors from outside the United States accounted for 3% of the 2011 attendance.

Women outnumbered men 56% to 44% with 69% of those responding saying they were married or common law. The median age was 46.5 and the median household annual income was \$56,058.



With ballet like movement the Living Vines were a huge crowd pleaser at the Nebraska State Fair.



*Survey information based on 10,786 surveys conducted by EventCorp with a margin of error of 2.7%.

Tidbits



Like us on Facebook because it's there you'll get all the news first. Concerts, entertainment and other State Fair special events appear on Facebook before you'll see it anywhere else.



With the holiday's fast approaching, be watching and listening for more information about how you can get Nebraska State Fair tickets for the Holidays. The perfect gift for the fairgoer in your home.



If you have information you'd like to know, or if you have a comment you'd like to share, email your thoughts to JRobinson@StateFair.org

By doing so, keep in mind that we may use your name and information in future Fan Fair Newsletters.



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What Makes the State Fair Go?

Like most businesses, it's the people. A staff of ten individuals work year-round in preparing for and presenting the Nebraska State Fair each year. Everything that you see at the fair has been touched, organized or implemented by one or more staff members to create the largest entertainment event in the State of Nebraska. Here's a listing of Nebraska State Fair staff and what they do:

Chelsey Jungck, Events Coordinator is charged with the entertainment and events that you enjoy each year. From concerts to grounds entertainment, stage to strolling acts, Chelsey and her assistant Valerie Brewer are responsible for the lion's share of the entertainment you experience at the Nebraska State Fair. cjungck@statefair.org

Jaime Parr, Facilities Director makes sure fairgoers have plenty of food-on-a-stick to enjoy while at the fair. Jaime is also responsible for exhibitor space, the Marketplace and Ag Marketplace. Exhibitor space, food and merchandise vendors are one of the major fund raising arms of the Nebraska State Fair. jparr@statefair.org

Bill Angell, Livestock Superintendent handles shows and events in the Livestock Arena, cattle, sheep and swine barns. From 4-H to FFA and open class exhibitors, Bill and livestock assistant Kelly O'Brien work feverishly to make way for the thousands of head of livestock seen at the fair. bangell@statefair.org

Scott Yound, Maintenance Director is in charge of the fairgrounds. Scott makes sure that everything is in tip-top shape for fairgoers. From installing the various equipment and stalling in the livestock barns, to putting out signage and planters throughout the fairgrounds, Scott handles preparation, set up and tear down of the Nebraska State Fair. syound@statefair.org

Shaun Schleif, Marketing and Sponsorship Director handles all advertising and promotion for the Nebraska State Fair. Shaun is also responsible for securing sponsors for the fair—helping the state fair realize its financial goals. Shaun and assistant Jace Robinson also handle all media with inquiries, news conferences and other notable events. sschleif@statefair.org

Joseph McDermott, Executive Director oversees the entire operation making sure that all i's are dotted and t's are crossed in getting ready for opening day. Joseph also works with various groups and agencies for parking, traffic and other crucial elements to make sure the state fair runs smoothly for visitors. jmcdermott@statefair.org

Jessica Karr, Administrative Assistant works with all staff in the coordination of matters related to the state fair. jkarr@statefair.org

In August each year, the Nebraska State Fair staff grows to hundreds with the addition of ticket staff, cleaning staff and additional help where needed throughout the fairgrounds. Everyone who works for the Nebraska State Fair has but one goal in mind—to make your experience—one-of-a-kind.

