

**Kansas State Fair:  
Visitor Attributes, Demographics, and Economic Impact Analysis**

Prepared by

Patricia C. Oslund, Principal Investigator  
Shannon Portillo, Co-Investigator

Institute for Policy & Social Research  
University of Kansas

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## Introduction

The Kansas State Fairgrounds in Hutchinson, Reno County, Kansas is a busy place. The annual State Fair attracts more than 300,000 visitors, almost 700 concessionaires and exhibitors, and over 850 livestock exhibitors, close to 5000 4-H and FFA participants, about 3000 children in school-sponsored groups, and numerous other participants. In the off-season, the Kansas Mennonite Relief Sale, the Hutchinson National Auto Races, the Good Sam Camper Club Samboree, and over 300 smaller events make use of the Fairgrounds facilities and generate income for the Fair organization.

In 2008, The Kansas State Fair contracted with the University of Kansas, Institute for Policy & Social Research, to conduct a multifaceted study. Research questions included:

- What are the attitudes of visitors to and participants in the Fair and selected Non-Fair events?
- What are the demographics of visitors and participants?
- What attitudes and opinions are held by people who have *not* attended the Fair?
- What are the economic impacts of the “tourism” expenditures of Fair and Non-Fair event visitors?
- What is the economic impact of the Fair organization itself?

To these ends, the Institute undertook several data collection activities:

- On-site surveys of State Fair 2008 visitors and participants.
- Focus groups with people who had not attended the Fair in the last five years. Two of the focus groups were held in Northeast Kansas, an area that currently draws few Fair attendees. Two focus groups targeted the Hispanic/Latino population, a group that also is underrepresented among Fair attendees.
- On-site surveys of visitors to and participants in three large Non-Fair events at the Fairgrounds: the Mennonite Relief Sale, the American Truck Historical Society Convention and Show, and the Crossroads of America Bike Rally.

- Mail-back surveys at two other Non-Fair events: the Hutchinson National Auto Races and the Good Sam Camper Club Samboree.
- Mail-back surveys at several small livestock shows (as it turns out, the number of responses was too small for us to conduct an analysis of these shows).
- Mail-back surveys of State Fair exhibitors and concessionaires.
- Budgetary analysis of State Fair income and expenditures.

The survey data present an overview of what visitors like and don't like about the Fairgrounds and its events. The focus groups add insight into how the Fair might attract groups that currently who currently do not attend. Budget data along with survey data on expenditures provide inputs for an economic impact analysis.

The study employs two main analysis techniques. The first technique is statistical description. We calculate simple descriptive statistics such as averages and percentages for survey questions on attitudes and demographics. On selected tables, we compute confidence intervals, which estimate the reliability of the survey results. Suppose, for example, we want to know the percentage of Fair attendees ages 18-24. The true value of this statistic is unknown because we don't have data on every single attendee. What we do have is an estimate of the value from our survey sample. If our survey sample is constructed carefully (the ideal is a random selection of Fairgoers) the results from the sample will be a good approximation of the true value. The confidence interval tells us about the accuracy of the survey results. Confidence intervals reported for most survey samples will contain the true value of the statistic in which we are interested.

The second technique is economic impact analysis. An economic impact analysis looks at the effect of an event (such as the State Fair) on income and employment in a given geographic area. The model starts with an initial impact (such as spending on motels by a Fair visitor). The model then traces the repercussions of the initial impact as the motel pays employees, employees purchase groceries and other

items, grocery stores in turn pay their employees, and so forth. These secondary impacts are sometimes called “multiplier effects.” We make use of a well known commercial model, IMPLAN. Using the model, multipliers for any group of counties can be constructed and total impacts calculated.

Economic impact modeling requires more than just data on expenditures. It also requires a reasonable set of assumptions about what would happen in the absence of an event. This is called the “counterfactual.” Not all dollars spent in Reno County at the Fair would disappear if the Fair did not take place. Some of the money people would have spent at the Fair would alternatively be spent on groceries, movies, gasoline, and other goods and services in the area. In other words, there are some offsets to the total impact of the Fair—the spending that would have taken place anyhow. Modeling the counterfactual is usually more difficult than modeling the direct effects of an event. But the impact of an event will be overstated unless the counterfactual is taken into account.

In the chapters that follow, we analyze five Non-Fair events in addition to the State Fair itself. Each event – some events, such as the American Truck Historical Society Convention and Show, are national in scope while others such as the Mennonite Relief Sale draw visitors primarily from South Central Kansas. Each event also presents its own challenges for economic impact analysis. The counterfactual assumptions depend on the type of event and the type of visitor or participant.

## Chapter 1

### The Mennonite Relief Sale

#### Introduction

The Kansas Mennonite Relief sale is an annual charity event dating back more than 40 years. The event has been held at the Kansas State Fairgrounds in Hutchinson every April for many years. The event operates with a volunteer staff. Mennonite, Brethren in Christ, and Amish congregations in Kansas donate food, crafts, and services. Highlights of the event include a traditional German buffet, an auction that includes hand-crafted items, a quilt auction, and many food and crafts booths. Proceeds from the event help to support charitable projects throughout the world.

Despite some cold and blustery weather, the 2008 sale drew a large crowd of visitors eager to sample ethnic German food and to view quilts and hand-crafted items. According to the Hutchinson News, attendance at the 2008 event was estimated at 12,000 over two days.<sup>1</sup>

Staff members from the University of Kansas, Institute for Policy & Social Research, conducted on-site surveys over the two days of the sale to find out about visitor demographics, visitor satisfaction, and visitor spending patterns.

#### Data Collection

Information about the demographics and spending patterns of visitors to the Kansas Mennonite Relief Sale comes from on-site surveys conducted in April, 2008. We administered surveys to visitors as they waited in buffet lines, as they walked between events, and as they gathered in buildings prior to events such as the quilt auction. In addition, we made survey copies available at tables throughout the Fairgrounds for “self-administration.”

Clearly we could not collect data from every visitor to the sale. Instead, as is usual for survey work, we

attempted to reach a smaller *random* sample of visitors. Survey sampling is often compared with stirring a pot of soup.<sup>2</sup> If the cook stirs the soup thoroughly, she can get a good idea of what the entire pot tastes like from just a spoonful. But if she fails to stir (to randomize), she may think the soup is too bland when in fact all the spices have settled to the bottom. It is important to choose the survey respondents randomly if we want to generalize our conclusions to the entire population of visitors.

So how did we go about “stirring” our visitors? First, we conducted surveys at a variety of spot locations over the course of two days. Thus, people who came only for the auctions were included, as were people who came only for the buffet, as were people who came for multiple events. Second, we approached people directly, so that people understood what the survey was about and so they understood that we were not “selling” anything. Third, we made sure that we did not pick out only “easy targets” to survey. We approached people regardless of their age, gender, or family size. We estimate that that about 70 percent of the people who were approached actually went on to answer the survey. Finally, we left surveys for self-administration at several locations around the Fairgrounds. We observed people as they filled out surveys at some of the self-administration locations, and their outward characteristics appeared similar to those of people we approached directly.

There is no guarantee that the people who filled out the survey actually represented the overall population of attendees. However, we did the best we could within the constraints of limited survey resources and events dispersed in time and physical space to achieve a sample that is likely to be typical of visitors on the whole.

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<sup>1</sup> Green, J. (2009, April 21). Relief Sale tops last year, defies sour economy. Hutchinson News, The. Retrieved from <http://www.hutchnews.com>

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<sup>2</sup> Gilbert, D. A. (2009, October 12). Polling the Nations. <http://www.orspub.com/straw%20polls.html>

## Interpreting the Survey Results

All of the tables below were compiled using data collected on-site at the Kansas Mennonite Relief Sale. In general, we report descriptive statistics (such as means and percentages). On selected tables, we also include reliability statistics. As discussed earlier, results are based on a sample of visitors rather than on the entire group. If we had selected a different (but still random) sample of visitors it is possible that the survey outcomes would have differed. When we report a “95% confidence interval” for a question, we mean that if we chose 100 different samples of visitors, approximately 95 of those samples would have results within the reported interval of our actual results. The confidence interval estimates the range of values that are likely for the underlying population of visitors. It estimates the accuracy of the survey.

## Demographics of Attendees

Volunteers and their families and friends comprise a significant percentage of people attending the Relief Sale. When the volunteers are not on duty, they purchase food and crafts and view exhibits like any other visitor. Approximately one-third of the people whom we interviewed identified themselves as volunteers or friends and family, with the remaining two-thirds identified as “visitors.”

**Table 1.1: Attendees by Type**

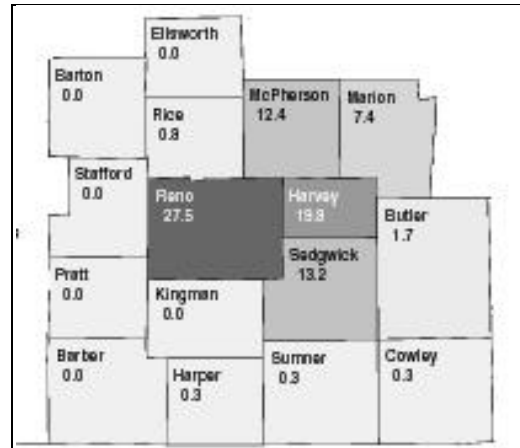
<i>Attendee Type</i>	<i>Number Responding</i>	<i>Percent</i>	<i>95% CI (+ or -) %</i>
Visitor	243	66.0	4.8
Volunteer/ friends/family	125	34.0	4.8
Total responses	368	100.0	
Missing	1		

Source: 2008 Mennonite Relief Sale Survey

Most of the 2008 attendees live in the South Central Kansas region, defined by the counties on the map below. Communities with large Mennonite populations such as Hesston, Hillsboro, and Goessel are home to many volunteers and visitors. While most attendees live in Kansas, some drive from bordering states specifically to attend the event. And

some tourists who are visiting Kansas for other reasons make time in their schedules to attend.

**Figure 1.1: Percentage of Attendees from South Central Kansas Counties**



Roughly 28 percent of 2008 attendees live within the Hutchinson/Reno County area. Of the people who live outside Reno county, half travel more than 45 miles to attend the event and ten percent travel more than 200 miles.

**Table 1.2: Home County/State of Attendees**

<i>Location</i>	<i>Number Responding</i>	<i>Percent</i>
Reno County, KS	100	27.5
South Central Kansas (not including Reno)	203	55.9
Remainder of Kansas	34	9.4
States bordering KS	14	3.9
Other states, Canada	12	3.3
Total responses	363	100.0
Missing	6	

Source: 2008 Mennonite Relief Sale Survey

The Relief Sale attracts people of all ages. However, the 2008 attendees were disproportionately female and over age 55. Females comprised 61.5 percent of attendees, and people over age 55 comprised over 50 percent of attendees. In contrast, the females comprised 50.8 percent of the entire adult Kansas population, while people ages 55 and above comprised 32 percent.

**Table 1.3: Attendees by Gender**

<i>Gender</i>	<i>Number Responding</i>	<i>Percent</i>	<i>95% CI (+ or -) %</i>	<i>Kansas Adult Pop. (%)</i>
Male	141	38.5	5.0	49.2
Female	225	61.5	5.0	50.8
Total responses	366	100.0		100.0
Missing	3			

Source: 2008 Mennonite Relief Sale Survey

People generally attended the Relief Sale with a group of friends and family. In 2008, the group size averaged 3.29 people, of whom 2.75 were adults and 0.53 were children. Fewer than one in 6 attendees were children, and only about 28 percent of visiting groups included children. Although the Relief Sale included a Children's Activities Center and a Children's Auction, most of the events such as the quilt Auction targeted adults.

**Table 1.4: Respondent's Age**

<i>Category</i>	<i>Number Responding</i>	<i>Per-cent</i>	<i>95% CI (+ or -) %</i>	<i>Kansas Adult Pop. (%)</i>
18 - 24	24	6.5	2.5	13.9
25 - 44	72	19.5	4.0	34.6
45 - 54	76	20.6	4.1	19.4
55 - 64	65	17.6	3.9	14.5
65 and over	132	35.8	4.9	17.4
Total Responses	369	100.0		100.0

Source: 2008 Mennonite Relief Sale Survey and US Census Bureau (for Kansas population)

**Table 1.5: Size of Groups Attending Sale**

<i>Category</i>	<i># People</i>	<i>95% CI (+ or -)</i>
Average group size	3.29	0.11
Average number adults	2.76	0.08
Average number children	0.53	0.06
Percent groups with children	27.9%	2.3%
Number of respondents	359	

Source: 2008 Mennonite Relief Sale Survey

In summary, the Mennonite Relief Sale attracts a diverse group of visitors from the state and region, and holds particular appeal for older adults.

### **Appraisal of the Fairgrounds Facility**

In order for the Kansas State Fairgrounds to continue to attract events in the off-season, the facility must meet the needs of the event sponsors and their attendees. As part of our survey process, we asked attendees to rate the Fair facilities and to make additional comments.

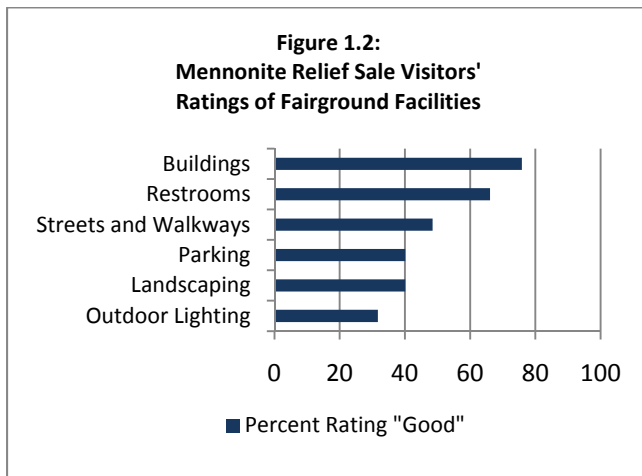
Visitors to the Mennonite Relief Sales rated the Fairground buildings very positively. Other facilities such as parking, landscaping, and restrooms were often rated as only "adequate" rather than good. Lighting was often rated as "don't know" because the visitor attended during daylight hours only. Visitors noted that the buildings were "100% improved" and that that they "really enjoyed the Domestic Arts building now that it is fixed up." On the down side, a few visitors commented that the parking was muddy and that there was not enough handicapped parking.



**Table 1.6: Ratings of Fairgrounds Facilities**

	<i>Good %</i>	<i>Adequate %</i>	<i>Needs Improvement %</i>	<i>Missing or Don't Know %</i>
Landscaping	40.11	47.43	2.44	10.03
Buildings	75.88	20.33	0.54	3.25
Parking	40.11	48.24	6.50	5.15
Restrooms	66.12	26.83	0.81	6.24
Streets and Walkways	48.51	41.46	2.44	7.59
Outdoor Lighting	31.71	32.25	1.90	34.15

Source: 2008 Mennonite Relief Sale Survey



### Economic Impacts

An economic impact analysis translates information about expenditures into information about the creation or sustenance of jobs and income in the community. Although expenditures can be measured directly, the resulting jobs and income are usually estimated by means of an economic impact model. For this analysis, we use the well known IMPLAN model. The model not only estimates the jobs and income due to the initial tourism-based expenditures in the community. It also looks at secondary effects that result when the first round of income gets re-spent within the community. The additional income that results from re-spending is often referred to as a “multiplier effect.”

Unfortunately, estimating economic impacts is not quite as easy as adding up expenditures and then applying a multiplier. We need to consider a key concept called a “counterfactual.” When consumers decide to go to the Relief Sale, they implicitly decide NOT to do something else with their money.

We make some reasonable assumptions about spending alternatives for the Mennonite Relief sale:

- The amount of money that people spend **onsite** would have been donated to charitable causes even in the absence of the sale.
- The amount of money that people spend **offsite** would otherwise have been spent in their home counties.
- Expenditures made onsite at the sale itself (for food, hand-crafted items, quilts, etc.) ultimately are donated to relief causes mainly outside Kansas. Thus this portion of spending has little or no stimulus effect on Kansas employment and income.
- Off-site expenditures for hotels, gasoline, restaurants, and the like create employment and income impacts for Reno County, South Central Kansas, and the state as a whole.
- Rental fees paid for the Fairgrounds facilities are mingled with other Fair funds and analyzed in Chapter 9.

We tabulate expenditures by type from our survey data (Table 1.7). As noted earlier, attendance at the event was estimated at 12,000. Reported gross income to the Mennonite Central Committee topped \$453,000. (source: Hutchinson News). Our survey estimates of gross income are somewhat higher than the official figure. Discrepancies such as these are to be expected, given that the survey was filled out by only a sample of visitors.

**Table 1.7: Average Spending per Capita per Day and Estimated Totals**

	Daily Spending per Cap. (\$)	Estimated total (\$)
Onsite Spending (Official Total \$453,000)	42.17	505,985
Offsite Spending in Hutchinson	10.26	123,154
Motels	1.89	22,672
Tourist attractions	0.34	4,134
Gasoline	2.55	30,611
Restaurants and food offsite	2.01	24,145
Retail shopping	3.39	40,645
Other	0.08	947

Sources: 2008 Mennonite Relief Sale Survey and Hutchinson News. Estimated Attendance: 12,000.

Given out counterfactual assumptions, only the offsite expenditures of visitors and volunteers enter into our economic impact tabulations. We calculate the stimulus effect of spending on motels, gasoline, shopping, and other goods and services. Then we subtract off the impact of “relocating” expenditures from the home counties of the visitors and volunteers to the Hutchinson area.

**Table 1.8: Data for Economic Impact Analysis**

	Amount \$
Economic Stimulus: Offsite spending	123,154
Offsetting spending for Reno County Analysis	12,253
Offsetting spending in South Central Kansas analysis	71,651
Offsetting spending for State of Kansas analysis	84,143

Source: Calculations based on survey data.

We use the above data as inputs into the IMPLAN economic impact model. We run the model for three different geographic regions: Reno County, all of South Central Kansas, and the state of Kansas as a whole. Overall we find that the Mennonite Relief sales generates about 224 weeks of employment in Reno county, supporting staff at local motels,

merchants, and restaurants and other businesses. The event adds almost \$80,000 to labor income, and generates about \$37,000 in other income such as profits. The estimated impact on South Central Kansas and on the state as a whole are smaller because the expenditure offsets are larger. For the state as a whole, the event adds about \$59,000 in labor income.

**Table 1.9: Net Economic Impacts**

	Reno County	South Central Kansas	Entire Kansas
Employment (weeks)	224	182	177
Labor income	79,700	62,400	58,900
Other income (profits, rents, etc.)	37,000	29,000	27,000

Source: Calculations from IMPLAN model.

## Summary

The Mennonite Relief Sale attracts people from throughout Kansas and from several other states who come to purchase food and handcrafted goods such as quilts. In 2008, the event drew 12,000 visitors who not only spent money at the Sale but also stimulated the local economy through tourism expenditures at Hutchinson businesses such as motels, restaurants, and retailers. Based on data collected from a survey of visitors, we estimate that the event added about \$80,000 in labor income and about \$37,000 in other income to the Reno County economy.

Started over 40 years ago, the Kansas Mennonite Relief Sale has been an annual event of the [Mennonite Central Committee](#) (MCC), a relief organization formed in 1920. Some 70 [Mennonite](#), [Brethren in Christ](#), and [Amish](#) congregations in Kansas, and their friends, donate their gifts and services for this annual festival and benefit auction. All proceeds from the sale are used to provide for material needs and community development in North America and across the world in the name of Christ. The Kansas Sale is but one of [around 45 Relief Sales](#) that take place annually all across the USA and Canada.

## Chapter 2 Hutchinson National Auto Races

### Introduction

Every July the Hutchinson National Auto Races rock the Kansas State Fairgrounds. The Hutchinson Nationals attract race teams and spectators from throughout Kansas and nearby states. During 2008, the event attracted 178 racing teams. Because of rain, attendance at the 2008 event was lower than usual. In fact, the event ended early and had to be continued into September.

### Data Collection

The University of Kansas, Institute for Policy & Social Research developed a survey instrument to collect information on the attitudes and economic impacts of drivers and other participants in the event. Resources were not available to conduct a more general survey of spectators. However, it is drivers and their teams who are likely to have a large economic impact on Hutchinson and the surrounding area. Drivers and their teams stay in motels, eat in local restaurants, and purchase racing fuel and supplies. Spectators, on the other hand, are more likely to come for the day only.

Survey forms were distributed to drivers during their registration process. Completed surveys were collected by staff member of the State Fair and were returned to the University of Kansas for processing. A few surveys also were returned individually by mail.

The goal of our survey was for every driver and team to respond. We actually received responses from 70 drivers, about 39% of the participants. We treat the results as if they are a random sample from a known and fairly small population of drivers. We can't be completely sure that the responses that we received are representative of all drivers (that the decision to respond was random like a flip of a coin) but for our analysis, we treat the responses as if they were representative.

### Interpreting the Survey Results

All of the tables below make use of data collected by the Hutchinson Nationals survey. In general, we report descriptive statistics (such as means and percentages). On selected tables, we also include reliability statistics. If a different set of drivers had responded to our survey, it is possible that the survey outcomes would have differed. When we report a "95% confidence interval" for a question, we mean that if we chose 100 different samples of drivers, approximately 95 of those samples would have results within the reported interval of our actual results. The confidence interval estimates the range of values that are likely for the underlying population of drivers. Technically, we use what is called a finite population correction in calculating the confidence intervals. We point out that there are other potential sources of error besides those that result from sampling: it may be that only happy drivers responded to the survey (skewing the results), or it may be that drivers remember their expenditures incorrectly. This is not unusual—almost all surveys suffer from these concerns.

### Demographics of Respondents

The drivers (or possibly team members) who responded to our survey were almost exclusively male: 68 of 70 respondents. The respondents ranged in age from their late teens to their early 60s, with the majority under age 45.

**Table 2.1: Respondent's Age**

<i>Category</i>	<i>Number Responding</i>	<i>Percent</i>	<i>95% CI (+ or -) %</i>
18 - 24	8	11.4	6.0
25 - 34	19	27.1	8.3
35 - 44	27	38.6	9.1
45 - 54	11	15.7	6.8
55-64	5	7.1	4.8
Total Responses	70	100.0	

Source: 2008 Hutchinson National Survey

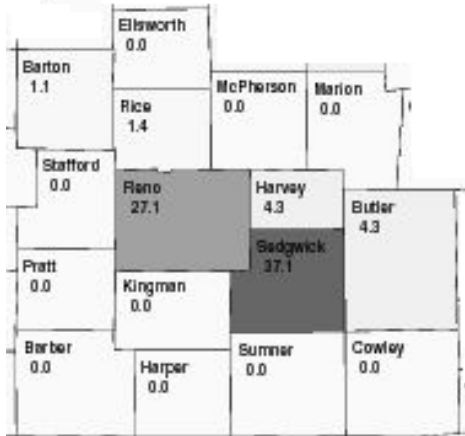
About 90% of respondents reside in Kansas, while the remaining drivers live in nearby states. The majority of respondents live in Reno, Sedgwick, or other counties of South Central Kansas.

**Table 2.2: Home Counties of Participants**

<i>Location</i>	<i>Number Responding</i>	<i>Percent</i>
Reno County, KS	19	27.1
South Central Kansas (excl. Reno)	34	48.6
Remainder of Kansas	10	14.3
Other States	7	10.0
Total	70	100.0

Source: 2008 Hutchinson Nationals Survey

**Figure 2.1: Home Counties of Participants**



**Racetrack Preferences and Opinions**

The majority of the drivers call one of the tracks in South Central Kansas “home.” Most of the drivers race several times per year: with two exceptions, the drivers race 10 or more times per year, with several drivers indicating that they race weekly. Clearly this is an experienced group of drivers who know their tracks and have strong opinions about the track conditions that they prefer.

**Table 2.3: Home Track of Hutchinson National Races Participants**

<i>Track</i>	<i>Number</i>	<i>Percent</i>
81 Speedway, Park City (Wichita), KS	33	47.1
Hutchinson Raceway Park, Hutchinson, KS	14	20.0
Dirtona Raceway, Hugoton, KS	3	4.3
Enid Speedway Park, Enid, OK	3	4.3
Other	10	14.3
Missing	7	10.0
Total	70	100.0

Source: 2008 Hutchinson Nationals Survey

Drivers were asked whether the Kansas State Fairgrounds Racetrack should stay at its current ½ mile length or be shortened to 3/8 miles. A small majority prefers keeping the track as is.

**Table 2.4: Race Track Preferences of Hutchinson Nationals Participants**

<i>Preference</i>	<i>Number</i>	<i>Percent</i>
keep current half mile track	35	56.5
create 3/8 mile track	27	43.5
Total	62	100.0

(8 people did not answer)

Source: 2008 Hutchinson Nationals Survey

More telling are the comments that the drivers made about track length. Several of those in favor of keeping the track at its current length felt that there were too many 3/8 mile tracks already, and that the Fairgrounds track was, in fact, a historical landmark. Those in favor of a shorter track commented that shorter tracks were easier on equipment and would attract more drivers.

Drivers indicated that the current track does need improvement. Only about 12% (confidence interval +-6%) rated the track as excellent, while over 25% rated it as poor. Several drivers commented that the track could not be excellent unless it was used more—more than 2-3 times per year.

## Economic Impacts

The drivers and teams who participate in the Hutchinson National Auto Races have a significant economic impact on Reno County and on South Central Kansas. To quantify this effect, we make use of the well known IMPLAN model. The model not only estimates the jobs and income due to the initial expenditures of the drivers for motels, food, and supplies; it also looks at secondary effects the result when the first round of income gets re-spent within the community. The additional income that results from re-spending is often referred to as a “multiplier effect.”

Unfortunately, estimating economic impacts is not quite as easy as adding up expenditures and then applying a multiplier. We need to consider a key concept called a “counterfactual.” When drivers decide to go to the Hutchinson Nationals, they implicitly decide NOT to do something else with their money.

We make some reasonable assumptions about spending alternatives for the Hutchinson Nationals:

- The amount of money that drivers spend onsite on concessions would have been spent in their home counties on items such as food and entertainment in the absence of the races.
- The amount of money that drivers spend *offsite* would otherwise have been spent in their home counties on auto-related goods on services.
- Off-site expenditures for hotels, gasoline, restaurants, and the like create employment and income impacts for Reno County, South Central Kansas, and the state as a whole.
- Rental fees paid for the Fairgrounds facilities are mingled with other Fair funds and analyzed in Chapter 9.

We tabulate expenditures by type from our survey data (Table 2.5). As noted earlier, 178 drivers participated in 2008, so we project total spending from our sample data. We also estimate counterfactual spending—the amount that would have been spent by drivers in their home counties if, for example, the Hutchinson Nationals were to be cancelled.

**Table 2.5: Data for Economic Impact Analysis**

<i>Spending category</i>	<i>\$ per Driver-team</i>	<i>Estimated Total</i>
Onsite (concessions etc.)	125.93	22,415
Offsite	549.09	97,737
Motels	48.14	8,569
Tourist Attractions	5.00	890
Gasoline	83.00	14,774
Racecar Expenses	263.44	46,893
Food and Restaurants	96.93	17,253
Retail Shopping	38.29	6,815
Other	14.29	2,543
Offsetting expenditures (based on counterfactual)		
Reno County	169.57	30,184
South Central Kansas	378.23	67,325
Entire Kansas	454.66	80,929

Source: 2008 Hutchinson Nationals Survey.  
Number of Drivers is 178.

We use the above data as inputs into the IMPLAN economic impact model. We run the model for three different geographic regions: Reno County, all of South Central Kansas, and the state of Kansas as a whole. Overall we find that the drivers/participants in the Hutchinson Nationals generate about 47 weeks of employment, supporting staff at local motels, merchants, auto suppliers, restaurants, and other businesses. The event adds more than \$16,000 to labor income, and generates about \$7,500 in other income such as profits. The estimated impacts on South Central Kansas and on the state as a whole are smaller because the expenditure offsets are larger. For the state as a whole, the event adds about \$10,000 in labor income, mostly due to the expenditures of out-of-state participants. We point out that our analysis is limited to the impacts of the drivers and their teams: spectators at the races have an additional (but unquantified) impact on employment and income.

**Table 2.6: Net Economic Impacts**

<i>Impact</i>	<i>Reno County</i>	<i>South Central Kansas</i>	<i>Entire Kansas</i>
Employment (weeks)	47	42	39
Labor income	16400	11900	10200
Other income (profits, etc.)	7500	6500	6100

Source: Calculations from IMPLAN Model

### **Summary**

The Hutchinson National Auto Races are an annual event that brings racecar drivers and their teams into the Hutchinson area. Although the number of drivers is generally under 200, the community expenditures of the drivers and teams are fairly large, averaging about \$550 per team, about half of which is spent on fuel and other racecar expenses. For every four teams who participate, approximately one week of employment is generated at businesses in the area. Spectators add additional economic impacts, but those impacts were not quantified in this study. Drivers are generally **not** satisfied with track conditions. About 40% of drivers believe that the track should be shortened, while the remainder favor keeping the current half-mile length. Almost 30% of drivers rate the current track as “poor”, while only a few drivers call it excellent. Track improvements may be needed to keep this event viable.

## Chapter 3

# The American Truck Historical Society National Convention and Antique Truck Show

### Introduction

*“Fairgrounds show brings in fans, profit by the truckload-About 15,000 spectators attended antique truck show, swamping local restaurants.”<sup>1</sup>*

So ran the headline in the Hutchinson News in May, 2008. The American Truck Historical Society (ATHS) chose Hutchinson as the location for its National Convention and Truck Show. About 1,500 ATHS members from around the country descended on Hutchinson, and an additional 15,000 spectators from the local region came to see the almost 600 antique trucks on display. The spectators and especially the conventioners flocked to area restaurants, shopping locations, and tourist attractions, creating a significant economic impact on the Hutchinson economy.

### Data Collection

Two staff members from the University of Kansas, Institute for Policy & Social Research distributed printed survey forms for two days during the event. The staff approached people at concessions areas, on walkways, and as they entered and exited Fairgrounds buildings. The survey was intended to gather information about the attitudes, demographics, and spending patterns of the visitors to the event. Approximately 140 surveys were collected over the two day period.

There is no guarantee that the people who filled out the survey actually represented the overall population of spectators and conventioners. The best that we can say is that we approached people at

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<sup>1</sup> Williamson, W. (2008, May 29). Fairgrounds show brings in fans, profit by the truckload - About 15,000 spectators attended antique truck show, swamping local restaurants. Hutchinson News, The. Retrieved from <http://www.hutchnews.com>

random to complete the survey, and everyone received equal encouragement to participate. About two-thirds of the people who were asked to complete the survey did indeed take the time to fill out the form.

About 70 percent of the survey respondents were conventioners, while the remaining third came from spectators. We believe that the conventioners were more likely to spend time in buildings and in seating areas, and that they simply spent more time in the areas where surveys were being conducted. This made them more likely to be asked to complete the survey form. In much of the analysis below, we tabulate results for conventioners and spectators separately.

### Interpreting the Survey Results

All of the tables below make use of data collected by the ATHS survey. In general, we report descriptive statistics (such as means and percentages). On selected tables, we also include reliability statistics. If a different subset of spectators and conventioners had responded to our survey, it is possible that the survey outcomes would have differed. When we report a “95% confidence interval” for a question, we mean that if we chose 100 different samples of visitors, approximately 95 of those samples would have results within the reported interval of our actual results. The confidence interval estimates the range of values that are likely for the underlying population of visitors.

We point out that there are other potential sources of error besides those that result from sampling: it may be that only happy visitors responded to the survey (skewing the results), or it may be that visitors remember their expenditures incorrectly. This is not unusual—almost all surveys suffer from these concerns.

However, we did the best we could within the constraints of limited survey resources to achieve a sample that is likely to be typical of visitors as a whole.

## Demographics of Attendees

The ATHS National Convention and Antique Truck Show was really two events wrapped in a single package. The conventioners traveled from throughout the county to attend, many of them showing their prized antique trucks. Individuals and families from the local region also took the opportunity to see vintage trucks on display and to learn about trucking history. The “truck show” side of the event was free to the public, adding to its family appeal.

Spectators at the event tended to be a younger crowd than were the conventioners, but in general the event appealed to older adults, spectators and conventioners alike. About 50 percent of the spectators who responded were age 55 and older, as were 70 percent of the conventioners. About 34 percent of spectators attended the event with children under 18, compared with only 17 percent of the conventioners.

**Table 3.1: Age of Respondents**

<i>Age Range</i>	<i>Convention Goers</i>	<i>Spectators</i>
18-24	3.1	2.4
25-44	8.3	19.5
45-54	18.8	29.3
55-64	36.5	31.7
65 +	33.3	17.1
Total	100.0	100.0

Note: 96 convention goers and 41 spectators answered the survey.

Source: 2008 ATHS Survey

Conventioners traveled to the event from throughout the US and in a few cases from Canada. Spectators were primarily local, with most coming from Hutchinson or from one of the counties of South Central Kansas (Barber, Barton, Butler, Cowley, Ellsworth, Harper, Harvey, Kingman, Marion, McPherson, Pratt, Rice, Sedgwick, Stafford).

Conventioners traveled an average 775 miles to attend the event, while spectators traveled an average 47 miles.

**Table 3.2: Residence of Samboree Attendees**

<i>Location</i>	<i>Number Responding</i>	<i>Percent</i>	<i>95% CI (+ or -) %</i>
<b>Conventioners</b>			
Reno County	4	4.2	4.1
SC Kansas excl. Reno	1	1.0	2.1
Other Kansas	7	7.3	5.3
Out of State	84	87.5	6.7
Total	96	100.0	
<b>Spectators</b>			
Reno County	15	36.6	15.4
SC Kansas excl. Reno	14	34.1	15.2
Other Kansas	12	29.3	14.5
Out of State	0	0.0	0.0
Total	41	100.0	

Source: 2008 ATHS Survey

## Appraisal of the Fairgrounds Facility and the Community

In order for the Kansas State Fairgrounds to continue to attract events in the off-season, the facility must meet the needs of the event sponsors and their attendees. Events such as the ATHS Convention choose their location in a national marketplace. If the Fairgrounds is to compete for national events, the Fairgrounds must make a positive impression on visitors and sponsoring organizations. How satisfied were ATHS conventioners and spectators?

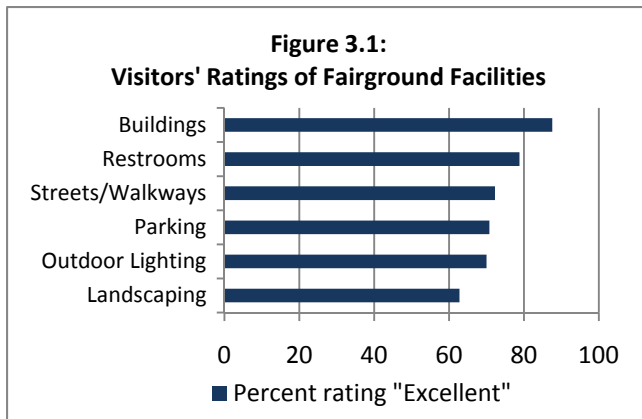
As part of our survey process, we asked attendees to rate the Fair facilities and to make additional comments. For the most part, conventioners and spectators were highly satisfied with the Fairgrounds facilities. More than 87% of visitors gave the Fairgrounds buildings a rating of excellent. Landscaping was the only Fairgrounds area to receive less than a 70% rating of excellent.



**Table 3.3: Ratings of Fairgrounds Facilities**

Facility	Excellent	Adequate	Poor	N/A or Missing	CI (+ or -) for % Excellent
Landscaping	62.8	32.8	0.7	3.6	8.2
Buildings	87.6	10.9	0.0	1.5	5.6
Parking	70.8	24.8	0.7	3.6	7.7
Restrooms	78.8	18.2	1.5	1.5	6.9
Streets and Walkways	72.3	26.3	0.0	1.5	7.6
Outdoor Lighting	70.0	24.1	0.0	24.8	8.5

Source: 2008 ATHS Survey



On the positive side, attendees commented that:

- “(The Fairgrounds) has wonderful facilities. Well kept. Clean restrooms and grounds.”
- (from a spectator) “This is the best show I've ever been to @ the Fairgrounds and I've been to the State Fair and other events a lot.”
- “We liked the RV facilities.”

But on the negative side:

- “Too many golf carts made walkways dangerous.”
- “The Fair needs to have the emergency tornado shelter open at all times when people are on the grounds.”

Out-of-towners liked the Hutchinson community—its people and its attractions. This, in spite of a tornado

scare on the Friday evening of the event. Events such as the ATHS Convention showcase Hutchinson’s attractions. To summarize:

- “It was a great show, very nice facilities-- lightning, storms, and friendly people.”
- “Hutch is ideal area, people friendly.”
- “I was totally surprised that this was a larger town than I expected- my wife liked to shop!
- “Great town. We enjoyed the Fox Theatres. Brook Rest on Main St., museums, and antique stores.”

### Economic Impacts

An economic impact analysis translates information about expenditures into information about the creation or sustenance of jobs and income in the community. Although expenditures can be measured directly, the resulting jobs and income are usually estimated by means of an economic impact model. For this analysis, we use the well known IMPLAN model. The model not only estimates the jobs and income due to the initial tourism-based expenditures in the community. It also looks at secondary effects the result when the first round of income gets re-spent within the community. The additional income that results from re-spending is often referred to as a “multiplier effect.”

Unfortunately, estimating economic impacts is not quite as easy as adding up expenditures and then applying a multiplier. We need to consider a key concept called a “counterfactual.” When consumers decide to go to the ATHS Convention and Antique Truck Show, they implicitly decide NOT to do something else with their money.

We make some reasonable assumptions about spending alternatives for the ATHS event:

- The amount of money that people spend at the ATHS Show would have been spent in their home counties if the event did not take place.
- Off-site expenditures for hotels, gasoline, restaurants, and the like create employment and income impacts for Reno County, South Central Kansas, and the state as a whole.

- Rental and other fees paid for the Fairgrounds facilities are mingled with other Fair funds and analyzed in Chapter 9.

We tabulate expenditures by type from our survey data (Table 3.4), extrapolating from the survey data to the entire population of approximately 1,500 Conventioneers and 15,000 spectators. We calculate the stimulus effect of spending on motels, gasoline, shopping, and other goods and services. Then we subtract off the impact of “relocating” expenditures from the home counties of the visitors.

**Table 3.4: Data for Economic Impact Analysis**

<i>Spending category</i>	<i>\$ per person</i>	<i>Estimated Total</i>
Conventioneers (n = 1500)		
Onsite (concessions etc.)	65.22	97,823
Offsite	206.33	309,489
Motels	105.09	157,634
Tourist Attractions	8.48	12,719
Gasoline	29.02	43,535
Food and Restaurants	40.12	60,177
Retail Shopping	12.71	19,071
Other	10.90	16,354
Offsetting expenditures (based on counterfactual)		
Reno County	0.94	1,406
South Central Kansas	0.99	1,484
Entire Kansas	8.44	12,663
Spectators (n = 15,000)		
Onsite (concessions etc.)	16.71	250,640
Offsite	14.32	214,848
Motels	2.29	34,299
Tourist Attractions	0.37	5,488
Gasoline	4.34	65,152
Food and Restaurants	2.51	37,652
Retail Shopping	4.82	72,256
Other	0.00	0
Offsetting expenditures (based on counterfactual)		
Reno County	2.77	41,524
South Central Kansas	7.92	118,811
Entire Kansas	14.32	214,848

Source: 2008 ATHS Survey

We use the above data as inputs into the IMPLAN economic impact model. We run the model for three different geographic regions: Reno County, all of South Central Kansas, and the state of Kansas as a whole.

Overall we find that the ATHS Convention had a large economic impact on the Hutchinson area. Much of the spending came from out-of-state sources, so the “offsets” due to relocating expenditures are small relative to overall spending. Thus the benefits to Hutchinson did not come at the expense of another community in Kansas.

**Table 3.5: Net Economic Impacts**

	<i>Reno County</i>	<i>South Central Kansas</i>	<i>Entire Kansas</i>
Employment (weeks)	463	426	380
Labor income (\$)	163,200	144,300	118,100
Other income (profits, rents, etc.)	69,400	57,700	41,400

Source: Calculations from IMPLAN model.

The event supported over 460 weeks of employment in Reno county, mostly in the form of staff at local motels, merchants, and restaurants. The event added about \$163,000 in labor income and another \$69,000 in profits and other income to the Reno County economy. The estimated impacts on South Central Kansas and on the state as a whole are smaller because of expenditure offsets. For the state as a whole, the event added about 380 weeks of employment.

### Summary

The American Truck Historical Society Convention and Antique truck show pulled 1,500 conventioneers from around the country to the Fairgrounds in Hutchinson. Another 15,000 spectators, mostly from the South Central Kansas region, viewed the trucks on display. Based on our survey results, the conventioneers and spectators alike rated the Fairgrounds facilities highly. The conventioneers and spectators together spent more than \$500,000 in the local economy. This spending supported jobs and income in tourism-related industries. Additional jobs and income were generated as the initial injection of income was recycled through the local economy.

## Chapter 4 Crossroads of America Bike Rally

### Introduction

In 2008, the Kansas State Fairgrounds hosted the second annual Crossroads of America Bike Rally. Motorcycle enthusiasts from Kansas and several other states gathered at the Fairgrounds on the second weekend of July to enjoy the camaraderie of other bikers, to enjoy the sponsored entertainment, and to buy and trade bike parts and accessories. While the 2007 Rally drew over 2000 participants, persistent rain and unseasonably cold weather greatly reduced attendance at the 2008 event. Nevertheless, those who braved the elements to attend stimulated the local economy through their spending at hotels, restaurants, and local merchants. We estimate that about 700 people—one-third of the 2007 crowd, participated in 2008.

### Data Collection

Two staff members from the University of Kansas, Institute for Policy & Social Research distributed printed survey forms for two days during the event. The staff approached people at concessions areas, on walkways, and as they entered and exited Fairgrounds buildings. The survey was intended to gather information about the attitudes, demographics, and spending patterns of the visitors to the event. Approximately 140 surveys were collected over the two day period.

There is no guarantee that the people who filled out the survey actually represented the overall population of spectators and conventioners. The best that we can say is that we approached people at random to complete the survey, and everyone received equal encouragement to participate. About two-thirds of the people who were asked to complete the survey did indeed take the time to fill out the form.

### Interpreting the Survey Results.

All of the tables below make use of data collected by the AHS survey. In general, we report descriptive

statistics (such as means and percentages). On selected tables, we also include reliability statistics. If a different subset of bikers had responded to our survey, it is possible that the survey outcomes would have differed. When we report a “95 percent confidence interval” for a question, we mean that if we chose 100 different samples of the attending bikers, approximately 95 of those samples would have results within the reported interval of our actual results. The confidence interval estimates the range of values that are likely for the underlying population of bike rally attendees.

We point out that there are other potential sources of error besides those that result from sampling: it may be that only happy bikers responded to the survey (skewing the results), or it may be that bikers remembered their expenditures incorrectly. This is not unusual—almost all surveys suffer from these concerns.

However, we did the best we could within the constraints of limited survey resources to achieve a sample that is likely to be typical of visitors as a whole.

### Demographics of Attendees

Participants in the bike rally spanned a wide ranges of ages, from people in their late teens to those well into their 70s. The crowd was split almost evenly between males and females.

**Table 4.1: Age and Gender of Respondents**

<i>Age Range</i>	<i>Number</i>	<i>Percent</i>
18-24	1	0.7
25-44	36	25.5
45-54	65	46.1
55-64	35	24.8
65 +	4	2.8
Total	141	100.0
<i>Gender</i>		
Male	69	49.3
Female	71	50.7

Note: One response missing for gender.

Source: 2008 Bike Rally Survey

Bikers traveled to the event from throughout the Kansas and from nearby States. Most participants were local, coming from Hutchinson or from one of the counties of South Central Kansas (Barber, Barton, Butler, Cowley, Ellsworth, Harper, Harvey, Kingman, Marion, McPherson, Pratt, Rice, Sedgwick, Stafford). However, about 15 percent were drawn in from out-of-state locations. On average, participants traveled 74miles to attend.

**Table 4.2: Residence of Bike Rally Attendees**

<i>Location</i>	<i>Number Responding</i>	<i>Percent</i>	<i>95% CI (+ or -) %</i>
Reno County	58	41.1	8.2
SC Kansas excl Reno	40	28.4	7.5
Other Kansas	21	14.9	5.9
Out of State	22	15.6	6.1
Total	141	100.0	

Source: 2008 Bike Rally Survey

**Appraisal of the Fairgrounds Facility**

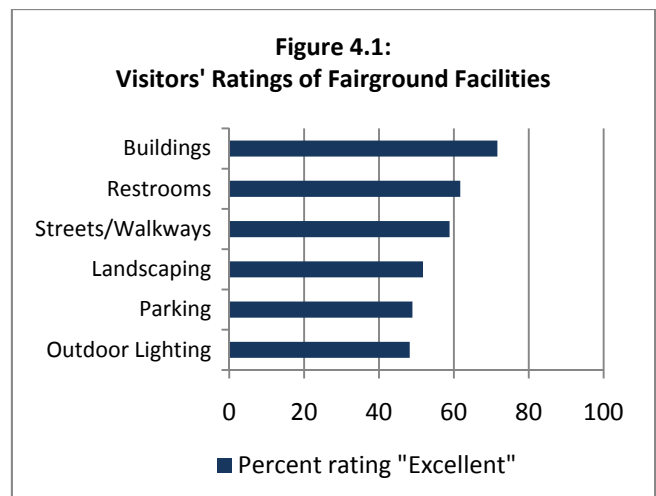
In order for the Kansas State Fairgrounds to continue to attract events in the off-season, the facility must meet the needs of the event sponsors and their attendees.

As part of our survey process, we asked attendees to rate the Fair facilities and to make additional comments. For the most part, bike rally attendees spectators were satisfied with the Fairgrounds Facilities. More than 70 percent of visitors gave the Fairgrounds buildings a rating of excellent. Landscaping was the only Fairgrounds area to receive less than a 50 percent rating of excellent.

**Table 4.3: Ratings of Fairgrounds Facilities**

<i>Facility</i>	<i>Excellent</i>	<i>Adequate</i>	<i>Poor</i>	<i>N/A or Missing</i>	<i>CI (+ or -) % Excellent</i>
Landscaping	51.8	47.5	0.7	0.0	8.3
Buildings	71.6	25.5	0.0	2.8	7.5
Parking	48.9	48.2	1.4	1.4	8.4
Restrooms	61.7	36.2	0.0	2.1	8.1
Streets and Walkways	58.9	37.6	1.4	2.1	8.2
Outdoor Lighting	48.2	41.1	0.7	9.9	8.3

Source: 2008 Bike Rally Survey



On the positive side, attendees commented:

- “Very clean, nice to have indoor, air conditioned exhibits.”
- “Great sound on the stage.”

On the negative side, most comments were about the weather (cold and rainy) rather than about the Fair facilities.

Attendees liked the Hutchinson community, with several commenting about Hutchinson’s friendly people. Attendees also had comments about the organization and advertising of the event. One person

summed up the potential of the event, a potential that probably will not be realized any time soon:

- “Great rally. It could really grow if the City and the Chamber of Commerce got involved. In Austin, TX, the Republic of Texas Biker Rally brings in over \$50,000,000 to the economy. Ya’ll are sitting on a gold mine.”

**Economic Impacts**

An economic impact analysis translates information about expenditures into information about the creation or sustenance of jobs and income in the community. Although expenditures can be measured directly, the resulting jobs and income are usually estimated by means of an economic impact model. For this analysis, we use the well known IMPLAN model. The model not only estimates the jobs and income due to the initial tourism-based expenditures in the community. It also looks at secondary effects the result when the first round of income gets re-spent within the community. The additional income that results from re-spending is often referred to as a “multiplier effect.”

Unfortunately, estimating economic impacts is not quite as easy as adding up expenditures and then applying a multiplier. We need to consider a key concept called a “counterfactual.” When people decide to go to the Biker Rally, they implicitly decide NOT to do something else with their money.

We make some reasonable assumptions about spending alternatives for the Rally event:

- The amount of money that people spend at the Rally would have been spent in their home counties if the event did not take place.
- Off-site expenditures for hotels, gasoline, restaurants, and the like create employment and income impacts for Reno County, South Central Kansas, and the state as a whole.
- Rental and other fees paid for the Fairgrounds facilities are mingled with other Fair funds and analyzed in Chapter 9.

We tabulate expenditures by type from our survey data (Table 4.4), extrapolating from the survey data to the entire population of approximately 700

attendees. We calculate the stimulus effect of spending on motels, gasoline, shopping, and other goods and services. Then we subtract off the impact of “relocating” expenditures from the home counties of the visitors.

We use the above data as inputs into the IMPLAN economic impact model. We run the model for three different geographic regions: Reno County, all of South Central Kansas, and the state of Kansas as a whole.

**Table 4.4: Data for Economic Impact Analysis**

<i>Spending category</i>	<i>\$ per person</i>	<i>Estimated Total</i>
Conventioneers (n=700)		
Onsite (concessions etc.)	43.76	30,630
Offsite	47.35	33,142
Motels	9.68	6,775
Tourist Attractions	0.30	207
Gasoline	11.07	7,749
Food and Restaurants	11.51	8,059
Retail Shopping	9.88	6,915
Other	4.91	3,437
Offsetting expenditures (based on counterfactual)		
Reno County	7.91	5,540
South Central Kansas	18.76	13,129
Entire Kansas	32.92	23,046

Source: 2008 Bike Rally Survey

Overall we find that the Bike Rally had a small economic impact on the Hutchinson economy, adding about \$8,000 in labor income, \$3,000 in other income such as profits, and 21 weeks of employment. Because of offsetting spending effects, the overall effect on the Kansas economy is smaller: about \$3,500 in added labor income and about 16 weeks of employment. Overall, per capita spending by Rally participants was small and the number of participants was much smaller than expected.

**Table 4.5: Net Economic Impacts**

	<i>Reno County</i>	<i>South Central Kansas</i>	<i>Entire Kansas</i>
Employment (weeks)	20.8	17.2	15.6
Labor income (\$)	7,800	5,900	3,500
Other income (profits, rents, etc.)	2,990	1,800	300

Source: Calculations from IMPLAN model.

### **Summary**

People who attended the Crossroads of America Bike Rally enjoyed the event and the Fairgrounds facility. However, bad weather limited the number of people who participated. The small number of attendees, along with small per capita expenditures keep the economic impact of the event low.

## Chapter 5

### The Good Sam Club Samboree

#### Introduction

The Good Sam Club is the country's largest association of RV owners. The Club organizes tours and get-togethers throughout the county. In what has become an annual spring event, RVers from throughout Kansas and other states – some 271 rigs in all—rolled into the Kansas State Fairgrounds RV Park for the 2008 Good Sam Samboree. The campers socialized, visited area attractions and restaurants, and participated in sponsored events.

#### Data Collection

The Kansas State Fair staff distributed printed survey forms to each registered RV. The survey was intended to gather information about the attitudes, demographics, and spending patterns of the visitors to the RV grounds. More than half of the survey forms were returned completed. The forms were then mailed to the University of Kansas for data entry and analysis.

There is no guarantee that the people who filled out the survey actually represented the overall population of RV campers. The best that we can say is that everyone had the opportunity to complete the survey, and that everyone received equal encouragement to participate. The high overall response rate makes it more likely that the survey results are indeed representative.

#### Interpreting the Survey Results

All of the tables below make use of data collected by the Good Sam Samboree. In general, we report descriptive statistics (such as means and percentages). On selected tables, we also include reliability statistics. If a different subset of RVers had responded to our survey, it is possible that the survey outcomes would have differed. When we report a “95 percent confidence interval” for a question, we mean that if we chose 100 different samples of RVers, approximately 95 of those samples would have results within the reported interval of our actual

results. The confidence interval estimates the range of values that are likely for the underlying population of RVers. Technically, we use what is called a finite population correction in calculating the confidence intervals.

We point out that there are other potential sources of error besides those that result from sampling: it may be that only happy RVers responded to the survey (skewing the results), or it may be that RVers remember their expenditures incorrectly. This is not unusual—almost all surveys suffer from these concerns.

However, we did the best we could within the constraints of limited survey resources to achieve a sample that is likely to be typical of visitors as a whole.

#### Demographics of Attendees

The Good Sam Samboree draws an older crowd. Almost 80 percent of survey respondents were age 65 or older. The event clearly appeals to retired people who have enough income to own and maintain an RV.

**Table 5.1: Age of Attendees**

<i>Age Range</i>	<i>Number of Respondents</i>	<i>Percent</i>
45-54	4	2.6
55-64	27	17.6
65 +	122	79.7
Total	153	100.0

Source: 2008 Samboree Survey

Most of the 2008 attendees live in Kansas. About 6 percent live in Reno County, and about 28 percent live in other South Central Kansas counties (Barber, Barton, Butler, Cowley, Ellsworth, Harper, Harvey, Kingman, Marion, McPherson, Pratt, Rice, Sedgwick, Stafford). The event also draws about 10 percent of its attendees from the urban areas of North East Kansas. About 18 percent of attendees travel from out of state—mostly from the Midwest, but a few from as far as Louisiana and New Hampshire. About half of the attendees travel more than 120 miles to

the event, and one-fourth travel more than 200 miles.

**Table 5.2: Residence of Samboree Attendees**

Location	Number Responding	Percent	95% CI (+ or -) %
Reno County	10	6.5	2.6
SC Kansas excl. Reno	43	28.1	4.8
Other Kansas	72	47.1	5.3
Out of State	28	18.3	4.1
Total	125	81.7	

Source: 2008 Samboree Survey

**Appraisal of the Fairgrounds Facility and the Community**

In order for the Kansas State Fairgrounds to continue to attract events in the off-season, the facility must meet the needs of the event sponsors and their attendees. As part of our survey process, we asked attendees to rate the Fair facilities and to make additional comments. The ratings in the table and chart below apply primarily to the facilities that actually were used by the Samboree: the RV Park, the Encampment Building, the 4-H Centennial Building, and the Bison Arena.

For the most part, RVers attending the Good Sam Samboree have a positive impression of the Fairground facilities. Parking and buildings receive the highest ratings. On the positive side, RVers commented that:

- “The RV parking area is well planned and well maintained.”
- “The Fair did a good job upgrading the buildings.”
- “The east gate 7 road is much improved over previous years.”

On the negative side, RVers commented that

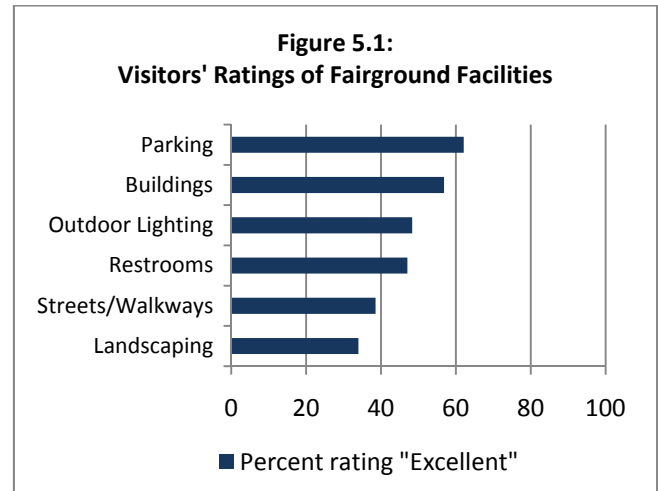
- More showers are needed.
- Pathways between the full hook-up area and the main RV area needs to be improved.
- Walkways in general need to be more “rain-resistant.”
- The number of full hook-up sites should be increased.

- The cost of full hook-up sites is too high.

**Table 5.3: Ratings of Fairgrounds Facilities**

Facility	Excellent	Adequate	Poor	N/A or Missing	CI (+ or -) for % Excellent
Landscaping	34.0	53.6	6.5	5.9	5.0
Buildings	56.9	39.2	2.6	1.3	5.2
Parking	62.1	30.7	5.2	2.0	5.1
Restrooms	47.1	45.8	2.0	5.2	5.3
Streets and Walkways	38.6	49.7	9.2	2.6	5.2
Outdoor Lighting	48.4	44.4	5.9	1.3	5.3

Source: 2008 Samboree Survey



Attendees also had many comments –universally positive—about the Hutchinson community. To summarize:

- “We love the friendliness of Midwest people and especially those in Hutchinson.”
- “We love to come to Hutchinson. We know the city and it's easy to get around.”
- “It's always a treat to come to Hutchinson and enjoy the fairgrounds.”

**Economic Impacts**

An economic impact analysis translates information about expenditures into information about the creation or sustenance of jobs and income in the



community. Although expenditures can be measured directly, the resulting jobs and income are usually estimated by means of an economic impact model. For this analysis, we use the well known IMPLAN model. The model not only estimates the jobs and income due to the initial tourism-based expenditures in the community. It also looks at secondary effects the result when the first round of income gets re-spent within the community. The additional income that results from re-spending is often referred to as a “multiplier effect.”

Unfortunately, estimating economic impacts is not quite as easy as adding up expenditures and then applying a multiplier. We need to consider a key concept called a “counterfactual.” When consumers decide to go to the Good Sam Samboree, they implicitly decide NOT to do something else with their money.

We make some reasonable assumptions about spending alternatives for the Mennonite Relief sale:

- The amount of money that people spend at the Samboree would have been spent in their home counties if the Samboree did not take place.
- Off-site expenditures for hotels, gasoline, restaurants, and the like create employment and income impacts for Reno County, South Central Kansas, and the state as a whole.
- Rental and other fees paid for the Fairgrounds facilities are mingled with other Fair funds and analyzed in Chapter 9.

We tabulate expenditures by type from our survey data (Table 5.4), extrapolating from the survey data to the entire population of 271 RVs registered for the event.

We calculate the stimulus effect of spending on motels (a few had motel expenses), gasoline, shopping, and other goods and services. Then we subtract off the impact of “relocating” expenditures from the home counties of the visitors and volunteers to the Hutchinson area.

**Table 5.4: Data for Economic Impact Analysis  
RV's (n = 271)**

<i>Spending category</i>	<i>\$ per RV</i>	<i>Estimated Total</i>
Onsite (Hook-ups stc.)	123.45	33,454
Offsite	221.51	60,029
Motels	43.38	11,755
Tourist Attractions	9.97	2,703
Gasoline	49.06	13,296
Food and Restaurants	68.10	18,456
Retail Shopping	48.66	13,188
Other	2.33	631
Offsetting expenditures (based on counterfactual)		
Reno County	3.13	847
South Central Kansas	66.32	17,972
Entire Kansas	156.68	42,461

Source: 2008 Samboree Survey.

We use the above data as inputs into the IMPLAN economic impact model. We run the model for three different geographic regions: Reno County, all of South Central Kansas, and the state of Kansas as a whole. Overall we find that the Good Sam Samboree generates about 52 weeks of employment in Reno county, supporting staff at local merchants, and restaurants and other businesses. The event adds about \$14,000 to labor income, and generates about \$7,000 in other income such as profits. The estimated impacts on South Central Kansas and on the state as a whole are smaller because the expenditure offsets are larger. For the state as a whole, the event adds about \$8,000 in labor income.

**Table 5.5: Net Economic Impacts**

	<i>Reno County</i>	<i>South Central Kansas</i>	<i>Entire Kansas</i>
Employment (weeks)	52	47	31
Labor income (\$)	18,400	14,200	8,200
Other income (profits, rents, etc.)	7,200	4,600	960

Source: Calculations from IMPLAN model.

### **Summary**

The Good Sam Samboree attracts RV campers from throughout Kansas and from several other states. The typical camper is an older adult who travels as part of a couple. Comments made by the RV campers indicate that they like the Fairgrounds facility and that they especially enjoy visiting the Hutchinson community. The RV campers spend significant sums in the local area on tourism attractions, food, retail shopping, and the like, averaging about \$220 per registered RV. Based on data collected from a survey of visitors, we estimate that the event added about \$14,000 in labor income and about \$7,000 in other income to the Reno County economy. Impacts for the state as a whole are smaller, because some of the spending of the RV campers simply is shifted from their home counties. For the state as a whole, the event adds about \$8,000 in labor income and about 31 weeks of employment.

## Chapter 6

# The 2008 Kansas State Fair: Fairgoer Demographics, Attitudes, and Expenditures

### Introduction

The Kansas State Fair is many things to many people. This chapter of our report examines the characteristics of Fair visitors and discusses their economic impact on economies of Hutchinson (Reno County, South Central Kansas, and the entire state.

During the 2008 Fair, the Institute for Policy & Social Research, University of Kansas conducted on-site surveys of Fair attendees. The purpose of the survey was to gather information about Fairgoer demographics, Fairgoer satisfaction with facilities and entertainment, and Fairgoer expenditure patterns. This chapter of our report is based on the results from the completed surveys.

### Survey procedures and sampling

We conducted most surveys at the main Fair gates as visitors exited the Fairgrounds between 2 pm and 9 pm. At each gate, surveyors asked Fairgoers to participate and directed them to tables and chairs where the survey could be filled out. Signage also directed people to the survey stations. We offered respondents a soft drink to enjoy while they filled out the survey forms. We also conducted a few surveys at other random sites throughout the Fair. Surveys were conducted on 9 of the 10 days that the Fair was in operation. Altogether, we collected 1251 survey forms. We gave each potential respondent an information sheet explaining the purposes of the survey and indicating that the survey was completely voluntary and confidential. The information sheet also indicated that all participants were required to be age 18 or older. We reminded people of the age requirement when we had doubts about age. Nevertheless, 73 of the forms were filled out by people who indicated they were under age 18, and hence were not eligible to take the survey. We discarded those surveys without further analysis, leaving us with **1178 usable survey forms**.

The ideal for survey research is to select a *random sample* of participants. In a random sample, any attendee is equally likely to fill out a survey, and the characteristics of the sample (for example, average age and percentages male and female) are likely to be very close to the characteristics of the entire population of attendees. If, for example, people were seated in an auditorium, a random sample probably could be achieved by putting each seat number on a ticket, mixing up the tickets in a barrel, and drawing out a specified number of tickets.

We can't interview every person who attends the Fair, but if our sample is random, the results of the survey will be a good representation of what we would get if indeed we could interview everyone. Furthermore, the amount of error that is introduced by sampling rather than interviewing everyone can be computed by standard statistical techniques. On selected tables we report "**confidence intervals**" to indicate the estimated range of values within which the unknown true value (for example, % male) is likely to fall. When we report a "95 percent confidence interval" we mean that for 100 different random samples of Fairgoers, about 95 percent of similarly constructed intervals for these samples will contain the true value. It suffices to say that the confidence gives an indication of how reliable the estimates might be.

Unfortunately, the logistics of the State Fair make it infeasible to select a scientifically random sample. People at the Fair are mobile and they are busy enjoying themselves. Even if we stopped people randomly as they moved about the Fairgrounds, most people would find it too inconvenient to stop and take a survey. The voluntary nature of the survey would "defeat" any attempt at random selection. We actually tried such an approach in an earlier study in 1996, and we quickly concluded that we would need to station ourselves near exits in order to get a good participation rate. So for 2008, we purposely chose to do an exit survey.

Our thoughts were that almost all Fairgoers funnel through the major exits, and therefore most Fairgoers would have the opportunity to participate

in the survey. We also thought that by providing shaded seating and refreshments, survey respondents would be more willing to take the time to respond carefully to our written questions. And indeed very few respondents quit the survey before they had finished.

Most Fair attendees had the opportunity to participate. When we approached people at the exits we did not differentiate on age, family size, or any other characteristics. Survey forms were printed in Spanish as well as in English. Some of our survey staff had studied Spanish, and those staff members made announcements of the survey’s availability in Spanish as well as English. By providing refreshments, we were able to reach busy families who needed a rest before the long hike out to the parking lots as well as people whose time was less structured.

As a consequence of non-randomness, additional error above and beyond the sampling error described above may have crept into our survey. We do not know the exact size of this potential error, but we made every effort to make the error as small as possible.

**Fairgoer Demographics: How many attend?**

The Kansas State Fair reports attendance of 319,104 in 2008. Actual attendance may be somewhat higher than that because some people enter the Fairgrounds after 9 PM when the gate attendants leave. Our survey stations closed down at approximately 9 PM and it took us about half an hour to clean up afterwards. During that time, we observed many people entering the Fairgrounds. Most were young people, probably from the Hutchinson area. Almost all of the people we saw entering after hours came through gates 8 and 9, the gates near the Midway.

A person who attends the Fair twice is counted twice in the official admission statistics. Many people attend more than one day, and some attend every day the Fair operates. We asked people to check off their actual and anticipated attendance days. The majority of attendees from within Reno County attended three or more days in 2008; only 19 percent reported that they attended a single day only. Clearly

the Fair is a big local event, and Hutchinson residents take advantage of their proximity to the Fairgrounds. In contrast, over 63 percent of attendees from outside Reno County attend for a single day only. Attendees from outside Reno County averaged 1.9 days at the Fair.

**Table 6.1: Number of Days that Respondents Attend the Fair**

Days Attend	Respondent Residence					
	Reno County		Outside Reno County		Combined	
	#	%	#	%	#	%
1	40	19.0	557	63.4	597	54.8
2	63	30.0	182	20.7	245	22.5
3 or more	107	51.0	140	15.9	247	22.7
Total	210		879		1089	

Note: 89 Missing Respondents. Source: 2008 State Fair Survey.

**Fairgoer Demographics: Age and Gender**

A major focus of this study is Fairgoer demographic characteristics. We want to know who attends the Fair so that marketing can be designed appropriately. And we also want to know who does **not** attend the Fair. In some cases, targeted marketing and targeted events may be able to attract missing segments of the population.

Respondents were asked to report the ages and genders of all the people in their group of attendees. We were not able to survey groups of attendees where all attendees were under 18, but we found that many groups of younger people had at least one member who was 18+ and hence eligible to answer. We do not believe that our survey restrictions distorted our results significantly.

The age and gender characteristics of Fairgoers are quite similar to those of the population at large, with a few exceptions. Fair attendance is concentrated slightly in the 13-24 year old categories. The Fair encourages the attendance of high school students through 4H, band day, and other sponsored events. Additionally, the Midway is a special attraction for

teens and young adults. Middle-aged Kansans are slightly underrepresented. Attendance among those ages 55-74 parallels the population closely. Age is **not** a barrier to Fair attendance, at least for people under 75. Overall, the Fair provides an experience with appeal to all ages and genders.

**Table 6.2: Fairgoers by Age and Gender**

Age	Fairgoers		Kansas Population	
	male	female	male	female
0-12	8.1%	8.1%	9.1%	9.1%
13-17	8.1%	7.1%	4.1%	3.1%
18-24	6.1%	7.1%	5.1%	5.1%
25-34	5.1%	6.1%	7.1%	6.1%
35-44	5.1%	6.1%	6.1%	6.1%
45-54	6.1%	7.1%	7.1%	7.1%
55-64	5.1%	6.1%	5.1%	6.1%
65-74	3.1%	4.1%	3.1%	3.1%
75+	1.1%	1.1%	3.1%	4.1%
Total	47.1%	53.1%	50.1%	50.1%

Source: 2008 State Fair Survey. Kansas comparison data from U.S. Census Bureau, *State Single Year of Age and Sex Population Estimates: April 1, 2000 to July 1, 2008 - Resident*.

Most Fairgoers attend the Fair with a group of other people. The survey respondent gave us information on the ages and genders of everyone in her or his attendance group. We analyzed the composition of these attendance groups to determine whether the group contained (for example) children or older adults. We were able to categorize over half of the respondents into three distinct group types:

- Families with children under 13 (26.5 percent of groups) including multigenerational groups (families with children under 13 and an adult 55 or older, 8.1 percent);
- Groups consisting of adults 55 and over only (21.3 percent of groups);
- Groups consisting of young people age 13-24 only (8.2 percent).

It is likely that different advertising approaches will be effective for these different group types and different events will appeal to them.

### Fairgoer demographics: Income

Fairgoers were asked to report their household income in broad categories. Most Fairgoers reported household income in the middle ranges of \$30,000 – \$75,000. Over 20 percent of Fairgoers reported income of over \$75,000. This group is likely to have substantial discretionary income for spending on some of the higher end items offered by commercial exhibitors. A substantial number of people in the “under \$15,000” bracket were young adults under age 25 (about 40 percent). Overall, the Fair appeals to people from all income brackets.

**Table 6.3: Fairgoer Household Income**

Income Category	Number	Percent	95% CI (+ or -) %
under \$15,000	97	9.4	1.8
\$15,001-\$30,000	193	18.8	2.4
\$30,001-\$50,000	265	25.8	2.7
\$50,001-\$75,000	255	24.8	2.6
\$75,001-\$100,000	150	14.6	2.2
Over \$100,000	68	6.6	1.5
Total	1028		

Frequency Missing = 150

Source: 2008 State Fair Survey.

### Fairgoer demographics: Race and ethnicity

Although the age and gender characteristics of Fairgoers are similar to those of the Kansas population, the same cannot be said for race and ethnicity. People who identify themselves as Black-African American or Hispanic are seriously underrepresented in our sample of Fairgoers. Almost 6 percent of the Kansas population describes itself as Black, but only 3 percent of Fairgoers. And the 6 percent Kansas figure is outside the confidence interval of 3 percent plus or minus 1 percent, so the difference is unlikely to be just a sampling error. Similarly, 7.5 percent of Kansans describe themselves as Hispanic, but only 4.5 percent of Fairgoers.

It is unlikely that our survey process is responsible for this discrepancy. Several of our survey staff members were Black-African American, and several spoke at



**Table 6.5: Residence Location of 2008 Kansas Fairgoers**

<i>State and County</i>	<i>Number Responding</i>	<i>Percent of Total</i>
South Central Kansas		
Barber	1	0.09
Barton	18	1.69
Butler	50	4.69
Cowley	12	1.13
Ellsworth	6	0.56
Harper	0	0
Harvey	35	3.29
Kingman	3	0.28
Marion	15	1.41
McPherson	54	5.07
Pratt	7	0.66
Reno	209	19.62
Rice	31	2.91
Sedgwick	239	22.44
Stafford	14	1.31
Sumner	18	1.69
Subtotal SC Kansas	712	66.85
Other Kansas Counties	318	29.8
Other States	37	3.47
<b>Total</b>	<b>1067</b>	

Note: 111 Missing. Source: 2008 State Fair Survey.

### **Fairgoer experiences and attitudes: How do people find out about the Fair, and why do they attend?**

We turn now to an examination of the experiences and attitudes of those people who choose to attend the Fair. Taking first thing first, people need information about dates, times, and events so that they can plan their visits. We asked respondents to cite their major information sources. We allowed people to give more than one answer to this question, so responses do not add up to the 1178 respondent total.

The most frequently cited information source was TV ads. More than 40 percent of respondents reported that they got information from a TV ad

Traditional media such as TV, radio, and newspapers still provide information to large numbers of Fairgoers. The State Fair website is a significant information source for more than 25 percent of Fairgoers. However, comments from a few respondents indicated the need for more detailed information on the Website. New information channels such as Facebook are just starting to catch on with Fairgoers. About 36 percent of respondents got information through informal “word of mouth.” This was true especially of people who live in Hutchinson or nearby. Some people said that they found out about the Fair “just by living here.”

**Table 6.6: How did respondents get information about the Fair?**

<i>Information Source</i>	<i>#</i>	<i>%</i>
TV ad	489	41.5
Word of mouth	428	36.3
Ad in newspaper	365	31.0
Kansas State Fair website	311	26.4
Radio or TV story	302	25.6
Article in newspaper	279	23.7
Radio ad	204	17.3
From past attendance or from living in area	148	12.6
Outside sign or billboard	132	11.2
Mailing	77	6.5
E-mail newsletter	37	3.1
Facebook, YouTube, etc.	32	2.7
From 4H or FFA	14	1.2
Other	99	8.4

Source: Source: 2008 State Fair Survey.

What was the major reason that people attended the Fair? About 80 percent of the people whom we interviewed described themselves as typical Fair visitors, here to enjoy entertainment and exhibits. 4H/FFA attendees and exhibitors and their employees also comprised significant groups of respondents. Livestock exhibitors comprised only 1.4 percent of the sample.

The small number of livestock exhibitors in our sample is expected. According to State Fair records, 873 people exhibited livestock in 2008. Even if each exhibitor brought another family member and they both stayed for three days, exhibitors would comprise only 1.6 percent of visitor-days (878 exhibitors \* 2 people per group\* 3 days / 319,104 total admissions) But livestock exhibitors are important to the Fair in ways beyond their numbers. The State Fair has a long agricultural history, and viewing livestock and other agricultural exhibits is important even for people who have little connection to agriculture in their daily lives. In order to get a better assessment of the attitudes and opinions of livestock exhibitors, we distributed additional surveys at the 2009 State Fair. The surveys included a pre-paid return envelop. We received 39 supplemental surveys, which we analyze in selected tables.

attend. The most important activity for respondents was to visit booths and exhibits, with almost 46 percent rating the offering as very important. Only about 6 percent of respondents said that the exhibits were unimportant to their attendance. Similarly, arts and food exhibits ranked highly with respondents. Notably, many of these offerings make use of the new Fairgrounds buildings, further enhancing the Fairgoers experience.

The Fair offers a wide range of “Fair Food” options. About 40 percent of Fairgoers rate food as an important attraction, and only 15 percent consider it unimportant. 4H and livestock events are very important to about 30 percent of Fairgoers and somewhat important to another large segment of the fair-going population. About 25 percent of the fair-going population rates the Midway as very important. However, more than 40 percent of Fairgoers concentrate their experience elsewhere, rating the Midway as “not important.”

**Table 6.7: Main Reason that Respondents Attended Fair**

	#	%
Typical visitor, here for entertainment and exhibits	947	80.4
4H or FFA participant (or family)	63	5.3
Exhibitor or concessionaire	37	3.1
Employee of exhibitor or concessionaire	33	2.8
Employee of the State Fair itself	20	1.7
Livestock exhibitor (or family)	16	1.4
School trip or band day	15	1.3
Here only to see the Grandstand event	12	1
Here to see one of my entries judged	7	0.6
Other	12	1
Missing	16	1.4
<b>TOTAL</b>	<b>1178</b>	

Source: Source: 2008 State Fair Survey.

The Fair provides visitors with an enormous number of entertainment events, exhibits, and concessions. We asked the 2008 visitors to rate the importance of various types of Fair offerings in their decision to



**Table 6.8: Importance of Various Events and Exhibits in Decision to Attend Fair**

<i>Type of Fair Offering</i>	<i>Very Important %</i>	<i>Somewhat Important %</i>	<i>Not Important %</i>	<i>Not Answered %</i>
To see livestock and agricultural exhibits	28.9	42	23	6.1
To visit booths and see items being displayed and/or sold	45.7	44.1	6.3	4
To see fine arts, quilts, food, and other exhibits	38.9	39.7	15.6	5.8
To visit the midway, rides, and games	24.5	23.9	43	8.5
To attend a concert or motor sport event in the Grandstand	17.5	20.8	50.5	11.2
To visit free entertainment events (such as music)	33.4	36.4	21.8	8.3
To see or participate in youth activities such as 4H and FFA	22.4	25	41.3	11.2
To bring children who wanted to attend	38.2	14.7	35.1	12.1
Because job requires attendance at the Fair	14.3	9.9	62	13.8
To enjoy Fair food	41.4	30.9	14.8	12.9

Source: 2008 State Fair Survey.

Fairgoers were asked about the kind of entertainment that would attract them to the Grandstand. Over one-third of the respondents offered suggestions. By far the greatest number of respondents expressed interest in having more county music events. Several respondents mentioned that they would like to attend concerts by Taylor Swift or Carrie Underwood. Respondents also expressed interest in rock music of various types and in Christian music and gospel-- one respondent suggested that gospel music be presented during the day on Sundays. Many respondents hoped that racing and tractor pulls would return to the Grandstand venue (see table below).

**Table 6.9: Suggestions for Entertainment at Future Fairs**

<i>Type of Entertainment</i>	<i>Number Mentioning</i>	<i>Type of Entertainment</i>	<i>Number Mentioning</i>
<b>Grandstand Motor Events</b>		<b>Grandstand Music Concerts cont.</b>	
Races	24	Rock- Pop, Young Audience	9
Tractor pull	14	<i>Jonas Brothers</i>	5
Demolition derby	8	<i>Hannah Montana</i>	3
Motocross	4	<i>Corbin Bleu</i>	1
<b>Grandstand Music Concerts</b>		Rock- Other Categories	51
Christian and gospel	39	<i>Nickelback</i>	3
<i>Jeremy Camp</i>	2	<i>Chicago</i>	3
<i>Other or unspecified</i>	37		
Country	112	<i>Green Day</i>	2
<i>Carrie Underwood</i>	8	<i>Counting Crows</i>	2
<i>Taylor Swift</i>	8	<i>Eagles</i>	2
<i>Garth Brooks</i>	6	<i>Three Days Grace</i>	2
<i>Alan Jackson</i>	6	<i>Meatloaf</i>	2
<i>George Strait</i>	5	<i>Other named artists</i>	8
<i>Reba McEntyre</i>	5	<i>Other- Classic Rock</i>	15
<i>Rascal Flatts</i>	4	<i>Other-Unspecified</i>	12
<i>Wynonna Judd</i>	3	Rap and Hip Hop	8
<i>Tim McGraw</i>	3	<i>three 6 mafia</i>	2
<i>Oak Ridge Boys</i>	3	<i>50 Cent</i>	2
<i>Kenny Chesney</i>	3	<i>Lil' Wayne</i>	1
<i>Willie Nelson</i>	2	<i>Tech N9ne</i>	1
<i>Sugarland</i>	2	<i>Other</i>	2
<i>Faith Hill</i>	2	Other Music	12
<i>Gary Allan</i>	2	<i>Latino</i>	3
<i>Alabama</i>	2	<i>R&amp;B</i>	3
<i>Willie Nelson</i>	2	<i>Folk</i>	3
<i>Other or unspecified</i>	46	<i>Bluegrass</i>	3
Rock-Heavy Metal	20	<b>Comedy and Magic</b>	26
<i>Metallica</i>	4	<i>Ron Diamond, Hypnotist</i>	18
<i>Poison</i>	3	<i>Big Name Comedians</i>	6
<i>Slipknot</i>	2	<i>Magic Show</i>	2
<i>Guns and Roses</i>	2	<b>Other Entertainment</b>	13
<i>Def Leppard</i>	2	<i>Children's events</i>	7
<i>Aerosmith</i>	2	<i>More free music</i>	2
<i>Other or unspecified</i>	5	<i>Lawnmower races</i>	4

Source: 2008 State Fair Survey.

### **Fairgoer experiences and attitudes: How do attendees rate the Fair's facilities and attractions?**

Because our surveys were conducted as people exited the Fairgrounds, we were able to ask respondents to assess their experience. We directed one group of questions towards the Fair's physical facilities, especially since these facilities have undergone substantial expansion and renovation in recent years. Another group of questions asked the respondent whether she or he agreed with some statements about typical Fair experiences and attractions.

#### ***Facilities***

How do Fairgoers rate the Fairground facilities? We asked respondents to rate buildings, parking, restrooms, streets and walkways, and outdoor lighting. Respondents had an overwhelmingly favorable opinion of the Fairgrounds buildings; although a few mentioned that air conditioning needed to be improved and that the Grandstand needed upgrading. The 2008 State Fair experienced several days of heavy rain, and for that reason parking lots and, to a lesser extent, streets and walkways were wet and muddy. Many Fairgoers expressed dismay that the parking lots were not paved or covered with gravel or rock. Others suggested the lower cost solution of grading the lots more often and providing more direction to dryer parking areas. Several respondents mentioned a shortage of handicapped parking spaces. Respondents were generally satisfied with the condition of restrooms, finding them in good shape with adequate supplies. However some respondents commented that restrooms were dirty and that some of the faucets did not work properly. A few people commented that more restrooms near the parking areas were needed. Respondents had an overall favorable view of streets and walkways, except on days where rain caused the passageways to be muddy. Outdoor lighting was viewed favorably, but some respondents hoped that lighting in the parking lots could be improved. Respondents who attended during the day only left this question blank.

With the exception of parking, Fairgoers expressed a high level of satisfaction with the Fair facilities. As one respondent put it "the Fair should be commended for keeping up the grounds and for the improvements that have been made."

Livestock exhibitors (in the 2009 survey supplement) were asked to rate and comment on the barn facilities. Barns were rated as good by three-fourths of the 39 exhibitors who responded. A few highlighted their appreciation of the Expo II building. But the parking areas adjacent to the barns were considered very inadequate, as were some of the other amenities in and near the livestock area. Comments and suggestions from the livestock exhibitors include:

- Most livestock barns are good- however, the Bison Bldg could use some improvements.
- Shower facilities in the barn areas are inadequate, especially in the horse area.
- All older livestock barns need to be remodeled.
- Hookups for trailers are too far apart, there are not enough of them, and many are inoperable. Electrical hook-ups are needed in the horse trailer area.
- The parking areas near the barns are a "muddy mess." They are filled with potholes and need rock or pavement.
- Exhibitors pay high prices for parking permits, only to find that parking was unavailable when needed.

**Table 6.10: Ratings of Fairgrounds Facilities**

	<i>Good %</i>	<i>Adequate %</i>	<i>Needs Improvement %</i>	<i>Not Answered %</i>
Buildings	81.7	13	1.2	1.2
Parking	37	29.5	28.7	4.8
Restrooms	55.7	30.1	8.6	5.7
Streets and Walkways	54.1	33.1	8.1	4.7
Outdoor Lighting	47.5	27.3	3.2	21.9
Barns	76.9	10.3	7.7	5.1

Source: 2008 State Fair Survey.

**Attractions**

Clearly it takes a lot more than good facilities to make a good Fair. Attractions and events are the core of the Fair experience. To understand more about the Fairgoer experience, we asked respondents whether they agreed or disagreed with a set of statements about attractions, events, and facilities. The statements reflect the kind of experience that the Fair would like to provide for attendees. The ratings reflect the extent to which these goals are met.

Most attendees agree or strongly agree that the Fair is providing the kinds of facilities and experiences that the Fair staff aims for. “Fair Food” leads the indicators of Fairgoer satisfaction, with over 80 percent of respondents saying that they agree or strongly agree that they can find food that they like. Most people agree or strongly agree that the Fairgrounds are clean, that rest spots are available, that admission is reasonable, that staff is available, that children’s and educational events are plentiful, and that the Fairgrounds are accessible.

But although the responses indicate a high level of satisfaction, there are areas of where a significant minority of respondents indicate concerns. About 23 percent of respondents (especially older visitors) have trouble finding enough places to sit down and rest. About 18 percent think that admission costs are too high. And almost 35 percent of respondents think that food and drink costs are too high, even though they like the variety of food and drink offered. The concerns of Fairgoers are discussed in more detail in the section on “general comments” later in this report.

It is clear that the Fair met the expectations of most of the respondents. **As proof of Fairgoer satisfaction, more than 80 percent of respondents indicate that they will be back next year.**

**Table 6.11: Reaction of Fairgoers to Attractions, Events, and Facilities  
( percent of Respondents)**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know/ Missing</i>
The Fairgrounds has enough places to sit down and rest	18.4	40.1	14.3	18.0	4.9	4.3
The Fairgrounds are clean	22.8	54.8	14.6	2.1	0.7	5.0
I can find Fair staff to ask if I need assistance	18.4	38.6	24.3	8.3	1.7	8.7
The admission cost is reasonable	16.3	41.0	19.5	11.7	5.9	5.6
The Fair has plenty of events for children	22.8	44.6	16.6	2.8	0.9	12.5
I will come back next year	47.6	35.1	6.7	0.9	0.2	9.6
I can find many varieties of food that I like at the Fair	44.1	39.6	8.1	2.0	0.4	5.8
Food and drink costs are reasonable	12.7	24.1	22.9	24.5	9.9	5.9
The Fair appeals to people of many different ethnicities	28.4	41.3	17.0	3.3	0.9	9.3
It is easy to find the events and exhibits that I am looking for	23.7	51.3	14.2	4.8	0.5	5.5
The Fair provides many educational opportunities	34.9	47.7	10.2	0.9	0.3	5.9
It is easy for people of all ages and physical abilities to get around the Fairgrounds	28.9	45.2	13.1	4.2	1.2	7.5

Source: 2008 State Fair Survey.

More detailed information about the Fairgoer experience was gleaned from answers to an open ended question at the end of the survey. Almost 500 respondents took the time and effort to reply in the “comments” section. The open comments at the end of the survey generally lend support to the answers to the structured questions above. However we did find that those people who were dissatisfied with some specific aspect of their Fair experience were more likely to write about it than were those who were satisfied. For example, no one commented “food and drink costs are reasonable” and yet over 30 percent of people responded that they were in the structured section of the survey.

Over 200 comments indicated that the Fairgoer had a positive experience (fun, great, enjoyable); while only 3 people commented that they were very dissatisfied. It appears that the high level of

dissatisfaction with parking (21 negative comments) was not so serious that it ruined the overall experience for most people. Except for parking, only a few people commented on facilities, and those comments generally were positive. Several respondents commented that they wanted to see races in the Grandstand; this same sentiment was expressed in the entertainment question earlier. Several people commented on agricultural and animal exhibits. Agriculture attracts a significant number of people attracted people to the Fair, and the wanted to see more of it. In particular, respondents wanted to see more animal exhibits and wanted to be able to witness animal births at the K-State exhibit.

High costs were mentioned by 53 of the respondents. Some felt that gate prices were too high, while others complained of high food and

other concession prices. A few respondents commented that motel prices were out of reach. Although the majority of respondents felt that prices were at least tolerable (see earlier question),

a substantial number indicated unhappiness with prices.

**Table 6.12: General Comments About the Fair**

<i>Category</i>	<i>Number of Comments</i>	<i>Examples</i>
Total Fairgoer Comments	490	
The Fair Experience		
Positive	209	<p>Always fun and worth the drive.</p> <p>Always improving, now much better now than in the past.</p> <p>Great fair- too bad the weather was bad.</p> <p>Good job, keep up the good work on improving.</p> <p>Have enjoyed the fair for probably near 70 years. Fair Comm. Need to be commended for their keeping up the grounds and improvements.</p> <p>It's a wonderful place to visit and very educational. Liked all the animals, some my grandchildren would never see.</p> <p>Enjoyed the day. Enjoyed the exhibits. Will probably return next year. Safe and enjoyable for family.</p>
Negative	3	<p>Went down hill all the way so that not we're coming back.</p>
The Fairground Facilities		
Cleanliness: positive	7	<p>I was impressed with how clean it is. There are trash cans everywhere and hand sanitizer. That's awesome.</p>
Cleanliness: negative	3	<p>Do not allow smoking right outside buildings. Set up smoking stations and request that people step outside. Stinks from the cigarettes</p>
Buildings: positive	10	<p>The new buildings &amp; all the improvements are an asset to the Fair, makes the Fair more attractive to everyone.</p>
Buildings: negative	1	<p>Some doorways of buildings are almost too narrow for my wheelchair.</p>
Walkways: negative	3	<p>Need wider streets so people can get through.</p> <p>Don't like all cars and carts riding around.</p>
Landscaping: negative	3	<p>Attended Nebraska State Fair this summer. Thought KS fair had more variety but Nebraska grounds were much more attractive- flowers, shrubbery, trees</p>
Parking: positive	2	<p>like the shuttles</p> <p>Really liked NOT being charged to park!</p>
Parking: negative	21	<p>My wife and I have been coming to the fair for the last three year; we won't be back next year unless they do something to the muddy parking lots.</p>
Fair Events		
Bring the races back	11	<p>If motor sports do not get added back to the State Fair schedule, we &amp; many others from Topeka area will be attending MO or OK State Fair instead of KS.</p>

**Table 6.12: General Comments About the Fair**

<i>Category</i>	<i>Number of Comments</i>	<i>Examples</i>
Entertainment suggestions	10	Need more major attractions during the day  Need more educational booths for kids.
Agriculture and Animals		
Retain ag. emphasis	2	Keep it an ag. fair. Not like many state fairs trying to be a mall.
Promote 4H	3	It was a great experience to learn about all the different things that can be done and it made my last year of 4-H fun.
Need more exhibits/ info	18	VERY upset at KState Birthing Center-no cow/calf no baby pigs!  Please put signs on animal pens so we know what breed they are. Need more animals!
Improve exhibit space	2	Difficult for livestock/horse exhibitors to show. Not exhibitor friendly.
Cost of the Fair		
Cost OK	3	\$1 admission is a great idea. Would like to see other discount offers.  It is a very inexpensive way to entertain your family.
Cost too high	53	I think the gate admission is crazy. We could spend a lot more money inside if not for the prices to just get in.  Ticket prices for admission are way too high! Lower admission price will get more to attend. Gas prices + adm = :(  Food & Drink prices are WAY TOO HIGH!  The prices are very steep for the concerts & ride tickets.  The hotels in Hutch have too much monopoly on the market and are way over priced for the QUALITY of the hotels.
Fair Ads and Info		
Need better information	8	Website needs improvement on everything. Many pages don't have info they should & colors are awful.  need to have out maps when you purchase your 8:00 gate ticket(can't find certain things)

Source: 2008 Fair Visitors Survey. The number of individual comments does not add up to the total because some comments could not be categorized and other comments applied to more than one category.



Additional comments were gathered from the 2009 supplementary Livestock Exhibitor survey. The exhibitors were outspoken about changes they would like to see.

**Table 6.13: Comments from Livestock Exhibitors**

<i>Topic</i>	<i>Comment</i>
Livestock Events	
Judging	There is a large pool of qualified judges and you keep hiring the same (old) ones almost yr after yr. Let the people who run the breed hire the judges. It is not good to use the same judge 4 days in a row!!!
Scheduling	The State Fair needs to move the 4-H and FFA Jr. mkt. goat show to the 1st weekend and include it in the Grand Drive. The mkt. meat goat project in most counties is larger than the lamb and steer projects.  I wish the goats could show the same weekend the cattle, hogs, and sheep are shown (4-H - FFA)
Staff	I felt that the men that worked on horse back on gate 11 were very rude! Very hard to unload and pack up when time to leave.  Rude staff in goat area.  I'm an Equine Exhibitor. Your check-in, front gate, and stall staff were extremely friendly and helpful. It made for a pleasant experience.
Info and Registration	
Information	A map of booths would be helpful. For example- where is the KSU booth?  Need better signage for entering livestock area where the barns are. Even the gate people didn't know.
Registration	The online registration process is very complicated. There has to be some way to make it "user friendly."
Facilities	
Parking	Parking stinks. Put some gravel or pavement down so we don't have to fight mud!
Showers	Showering while at the fairgrounds is terrible. Why not put in a nice bath house so we can all take showers in privacy!
Hook-ups	We need electrical hookups along the entire parking area.

Source: 2008 State Fair Survey.

### Fairgoer Economic Impacts: Expenditures

So far we have been looking at the Fair from the marketing point of view of the consumer—who is the consumer, where does he come from, and what is his experience like? But like any business, the Fair also has wide economic impacts (in terms of income and employment) on the community where it is located, on the region, and the state. This section of our study details Fairgoer expenditures and their broader implications.

The starting point for any economic impact analysis is a detailed list of expenditures. Fairgoers spend substantial amounts of money on admissions, food and drink, and other concessions at the Fairgrounds itself. In addition, people from outside Reno County make expenditures for motels, gasoline, restaurants, and other items as a result of their visit to the area. We use two data sources to estimate expenditure items. The first data source is the official *2008 Kansas State Fair Department Statistics*, which contains information on spending and attendance. The second data source is our visitor survey. Overall, Fair attendees spent about \$5.4 million at the Fairgrounds and added another \$2.9 million to the Reno County economy through spending on tourism-related goods and services. The largest tourism expenditure was gasoline, followed by restaurants and motels.

**Table 6.14: Spending Estimates for 2008 State Fair Attendees, Total Attendance (n = 319,104)**

	<i>Spending per person per day</i>	<i>Expenditure Total</i>
From Kansas State Fair Statistics		
Admissions	\$3.73	\$1,190,466
Concessions	\$7.76	\$2,475,761
Carnival	\$3.38	\$1,077,096
Grandstand	\$2.12	\$674,928
Onsite Total		\$5,418,251
From Survey Results		
Tourism Attractions	\$0.62	\$196,744
Motels	\$2.19	\$697,340
Gasoline	\$2.60	\$831,047
Food and Beverage (off site)	\$2.27	\$725,111
Retail shopping	\$1.17	\$372,240
Other	\$0.20	\$64,838
Offsite total		\$2,887,320

Sources: 2008 State Fair Survey and Kansas State Fair, 2008 Kansas State Fair Department Statistics.

### Fairgoer Economic Impacts: Impact Analysis and Multiplier Effects

An economic impact analysis translates information about expenditures into information about the creation or sustenance of jobs and income in the community. Although expenditures can be measured directly, the resulting jobs and income are usually estimated by means of an economic impact model. For this analysis, we use the well known IMPLAN model. The model not only estimates the jobs and income due to the initial tourism-based expenditures in the community. It also looks at secondary effects the result when the first round of income gets re-spent within the community. The additional income that results from re-spending is often referred to as a “multiplier effect.”

Unfortunately, estimating economic impacts is not quite as easy as adding up expenditures and then applying a multiplier. We need to consider a key concept called a “counterfactual.” When consumers decide to go to the Fair, they implicitly decide NOT to do something else with their money. If the consumer would have spent the money elsewhere (say out of state) or if the consumer would not have spent the money at all, then the additional spending is “new” to the community and there are no offsetting reductions in expenditures elsewhere in the community. But if the consumer simply shifts expenditures from one entertainment category to another, the overall impact on employment and income in the community is likely to be zero.

To get at the counterfactual, we explicitly asked consumers what alternative uses they had for the money they spent at the Fair. People don’t always know exactly what they would do with their money, but we asked for their best guesses. As a first step, we tabulated the stated counterfactuals of the survey respondents.

**Table 6.15: Spending Alternatives of State Fair Visitors**

	<i>Number Responding</i>	<i>Percent</i>
Money would have been.....		
Spent in Reno County	187	16.28
Spent elsewhere in KS	501	43.6
Spent outside Kansas	56	4.87
Saved	393	34.2
Used in some other way	12	1.04

Note: Usable data from 1076 respondents.  
Source: 2008 State Fair Survey.

Consider, for example, a person who lives in Reno or a nearby Kansas county. That person might have spent her or his money in Reno County even in the absence of the Fair. For those people, Fair expenditures do **not** count as new dollar flows to Reno County. There will be offsetting reductions in expenditures somewhere else in the community or at some future time (for instance, when credit card bills are paid).

However we still had some adjustments to make before we can fully get a handle on spending

alternatives. First we needed to deal with the savings category. Many people said that they would have saved their money in the absence of the Fair. However it is unlikely that the money would really have been saved in the long run. Savings rates in the U.S. as a whole are very low, averaging under 3 percent this decade, and much of that is savings through employer plans. People simply don't save much and it is not plausible that a short term event such as the Fair would make a long term impact on the savings behavior of Kansans. With this in mind, we assume that those people who said that they would save their money would eventually have spent it in their home counties. We make the same "home county" assignment to people who responded "other."

Second, we needed to add an additional breakout to the response "spent elsewhere in Kansas." In particular, we needed to make an assumption about whether an alternative expenditure in the "elsewhere in Kansas" category should be assigned to South Central Kansas or to the remainder of Kansas. We made that assignment based on county of residence.

Using the above combination of data and rules, we went back to our data and assigned each respondent three codes indicating whether the person's actual Fair expenditure had: 1) an offsetting expenditure in Reno County; 2) an offsetting expenditure somewhere in South Central Kansas; and 3) an offsetting expenditure somewhere in Kansas. Consider, for example, a Fair attendee from Wichita who says she otherwise would have spent in money in Kansas. Her expenditure is "new" to Reno County and has no offset. But we assume that she otherwise would have spent her money in Wichita, so there is an offset for the South Central Kansas region of which Wichita is part. Finally, since the alternative expenditure would have taken place in Kansas, there is an offset for the state as a whole. Now consider a Reno County visitor to the Fair who otherwise would have spent his money shopping in Reno County. That person would have an offset in Reno County—his expenditures are not new to the county.

**Table 6.16: Spending Offsets to Fair Expenditures**

	<i>Number Responding</i>	<i>Percent</i>
Is there a spending offset for...?		
Reno County?	236	16.28
South Central Kansas (inc. Reno)?	707	65.71
Entire Kansas (inc. South Central)?	1017	94.52
No offset	59	5.48

Note: usable data from 1076 respondents.

Source: 2008 Kansas State Fair Survey

Only about 16 percent of visitors have spending offsets in Reno County, so the overall impact of the Fair on Reno County is likely to be large. On the other hand, about 95 percent of visitors have spending offsets somewhere in Kansas. Only the remaining 5 percent have a true stimulus effect on the economy of the state as a whole.

We calculate economic impacts for three different geographic areas:

- Reno County
- South Central Kansas including Reno County
- Entire state of Kansas.

In general, the economic impact of a tourism event like the Fair will be smaller for larger geographic areas. The reasoning behind this is simple. For a small economic area like Reno County, most of the expenditures made are new dollar flows to the community because dollars are brought in from other parts of the state. There may be expenditure **reductions** in other parts of the state as people bring their dollars to Hutchinson, but those potential reductions don't enter into the calculations for the small economic area. However, for a large economic area such as the entire state of Kansas, expenditure offsets do enter into the calculations. A dollar flow that is new to Reno County may not be new to the state—it may simply be shifted from one location to another.

**Table 6.17: Spending Offsets based on Counterfactual Assumptions, Total Attendance (n = 319,104)**

	<i>Spending per person per day</i>	<i>Expenditure Total</i>
Reno County	\$0.50	\$160,929
South Central Kansas	\$3.05	\$972,381
Entire Kansas	\$7.36	\$2,348,001

Source: 2008 Kansas State Fair Survey

We conducted an economic impact analysis using the numbers in the expenditures table (table 6.16) and the spending offsets table (6.17). We confined our analysis to tourism-type expenditures in the community. Expenditures that take on the Fairgrounds itself are analyzed in Chapter 9 (State Fair Budget and Administration) and Chapter 7 (Exhibitors and Concessionaires).

We used the aforementioned IMPLAN model to generate results for the three demographic areas, as can be seen below. “Direct Effects” refer to the impact of the initial spending on tourism goods and services. “Multiplier Effects” refer to additional impacts as money recycles in the community. Employment is reported in full time weeks. Labor Income includes wages and benefits, social security taxes, and other payments made on behalf of the employee. Other income includes profits and rents.

Overall, tourism expenditures due to the Fair generate about 2500 weeks of employment within Reno County and add more than one million dollars to the community. Because of offsetting factors, the impact on the state is much less—about 1500 weeks of employment and about \$350,000 in all forms of income.

**Table 6.18: Economic Impacts of 2008 State Fair**

<i>Type of Impact</i>	<i>Direct effects</i>	<i>Multiplier Effects</i>	<i>Total</i>
<b>Reno County</b>			
Weeks of Employment	2007	468	2475
Labor Income	617,768	265,097	882,865
Other income	191,583	152,586	344,169
<b>South Central Kansas</b>			
Weeks of Employment	1747	666	2413
Labor Income	476,565	208,019	684,584
Other income	101,147	120,082	221,229
<b>Entire Kansas</b>			
Weeks of Employment	1305.2	198	1502.8
Labor Income	237,189	111,258	348,447
Other income	-52,165	64,979	12,814

Source: 2008 Kansas State Fair Survey.

In addition impacts of the Fair that exceed what can be measured in income and employment. When people decide to attend the Fair, they indicate that the Fair is likely to give them more satisfaction than the alternative uses of their money. The Fair expands consumer choices. Consumer satisfaction increases as their choices expand.

### Summary

The Kansas State Fair attracts a group of visitors from throughout the state who are diverse in age and interests. Unfortunately, the Fair is less successful at attracting Blacks-African Americans and Hispanics than other Kansans, and additional events and marketing may be needed for these groups to attend the Fair in greater numbers. Most attendees are very satisfied with their Fair experience, but they cite costs and parking issues as factors that detract from their enjoyment. The Fair is also a successful tourism event, bringing over \$2.5 million in new expenditures to Reno County, adding about 2500 weeks of employment to the community, and generating more than one million

dollars in income. These tourism impacts are over and above those generated by spending within the Fairground itself, which will be addressed in later chapters.

## Chapter 7

### State Fair Focus Group Report

#### Introduction

The previous chapter discussed the attitudes and motivations of people who attend the Kansas State Fair. An open question is how the Fair is perceived by those who **do not** attend. In July, 2008, six focus groups were held in five Kansas communities on behalf of the Fair. The focus groups provided insight on the characteristics and motivations of non-attendees of the Kansas State Fair. The goal of the focus groups was to provide information on factors that deter Fair attendance and on how to “market” the Fair to new audiences. In pursuit of this goal the discussions during the focus groups were concentrated on what the participants do for entertainment and their current perceptions of the Kansas State Fair.

The population of Kansas is diversifying, and there is a rapidly increasing Latina/o population in the state. In an effort to be inclusive of the changing population of the state, two of the focus groups were conducted in Spanish with members of the Latina/o community. Additionally, the focus groups held in the eastern and western parts of the state, which have large Latino/a populations focused on how to draw these populations to the Kansas State Fair.

All of the focus groups used the same general format. The protocol used to conduct the focus groups is attached as Appendix A to this report. As with most focus group research, the protocol was not strictly followed, but rather used as a jumping off point for conversations. The four focus groups conducted in English were facilitated by Shannon Portillo and Sarah Frazelle. The two focus groups conducted in Spanish were facilitated by Carol Rose. Brief bios of the focus group facilitators are located in Appendix B to this report.

#### Groups and Participants

The tables below present information about the participants for each of the six focus groups. There were a total of 39 focus group participants. All participants were non-fair goers (have not been in the last five years) and between the ages of 18 and 65. Twenty-seven people participated in the English speaking groups and 12 in the Spanish speaking group. Seventeen participants, however, self-identified as Latino/a. The groups represented a cross section of Kansas with participants from all age groups (between 18 and 65), both sexes, married and single. The tables below provide some specifics; names have been altered for confidentiality. The finding section aggregates the discussions from all groups, but if specific quotes are used I list the city where the group took place.

**Table 7.1: Group 1 - Johnson County**

<i>Participant</i>	<i>Age Group</i>	<i>Race/ Ethnicity</i>	<i>Single/ Partnered</i>	<i>Children</i>	<i>Notes</i>
Scott	Early 30s	White	Married	1 infant	Grew up in Hutchinson, KS and went to the State Fair every year, but hasn't been back since he left for college
Nicole	Early 20s	White	In a serious relationship	No children	Recent college grad
Pedro	Early 20s	Latino	In a serious relationship	No children	Recent college grad, works as a journalist
Akveed	Mid 20s	Asian	Engaged	No children	Recent college grad, works as an Engineer
Becky	Mid 20s	White	Engaged	No children	Current college student, grew up in Iowa attending the state fair there, but has never been to the Kansas state fair

**Table 7.2: Group 2 - Topeka**

<i>Participant</i>	<i>Age Group</i>	<i>Race/ Ethnicity</i>	<i>Single/ Partnered</i>	<i>Children</i>	<i>Notes</i>
Diego	Middle aged	White	Single	No children	Current PhD student in Spanish at KU, has lived mostly on the west coast and abroad, currently lives in Lawrence
Sandy	Middle aged	White	Married	One teenage daughter	Works full time and is going to school part time for graduate work
Dorrie	Middle aged	Latina	Single	6 year-old daughter	Works full time and is going to school part time
Cindy	Middle aged	White	Single	No children	Works full time and is going to school part time
Susie	Early 20s	Asian	Single	No children	Recent college grad, lives in Lawrence
Laura	Early 20s	White	Single	No children	Recent college grad, going back for graduate school in the fall, lives in Lawrence

**Table 7.3: Group 3 - Lawrence (Spanish Speaking)**

<i>Participant</i>	<i>Age Group</i>	<i>Race/ Ethnicity</i>	<i>Single/ Partnered</i>	<i>Children</i>	<i>Notes</i>
Danea	Early 20s	Latina	Single	No children	Never been to a state fair
Yvette	Middle aged	Latina	Married	Three; aged 3, 11, and 6	Never been to a state fair
Grenorio	Early 20s	Latino	Single	No children	Never been to a state fair
Dorette	Late 20s	Latina	Married	2 year old	Never been to a state fair
Steve	Middle aged	Latino	Married	Two; aged 12 and 15	Went to the KS State Fair in 1975

**Table 7.4: Group 4 - Wichita**

<i>Participant</i>	<i>Age Group</i>	<i>Race/ Ethnicity</i>	<i>Single/ Partnered</i>	<i>Children</i>	<i>Notes</i>
Jen	Early 20s	White	Single	No children	Recent college grad, grew up going to the state fair, but hasn't been since her 13 <sup>th</sup> birthday
Jay	Early 20s	White	Single	No children	Went to the state fair a couple of times, but nothing recent
Ben	Early 20s	White	Single	No children	Current college student, went to the state fair a couple of times, but not recently
Becky	Middle aged	White	Married	Three; all out of the house	Went to the Oklahoma State Fair as a child, but never went to the KS State Fair
Greg	Middle aged	White	Married	Three; all out of the house	Took his children to the fair a couple of times when they were younger, but hasn't been back since the youngest one was in middle school
Sherry	Middle aged	White	Married	Two grown children	Went to the KS state fair every year as a child (through high school and college) but has never taken her children
Alissa	Early 30s	White	Single	10 year-old	Went for field trips when she was in elementary school, but hasn't gone as an adult
Krista	Middle aged	White	Married	Two; aged 12 and 15	Went to the KY and VA state fairs as a child, but has never been to the KS state fair
Sherry	Early 30s	White	Single	Two; aged 2 and 10	Went as a child, but has not been in at least 10 years – sends children with their grandparents
Stephanie	Mid 30s	White	Single	Two	Went as a child, but has not been as an adult



**Table 7.5: Group 5 - Garden City**

<i>Participant</i>	<i>Age Group</i>	<i>Race/ Ethnicity</i>	<i>Single/ Partnered</i>	<i>Children</i>	<i>Notes</i>
Claudia	Middle aged	Latina	Married	Two; 12 and 5	Teaches High School Spanish and migrant summer school
Roberta	Middle aged	Latina	Married	Four; grown, Twelve grandchildren	Grew up in Pueblo, CO going to the State Fair there, Disabled
Olivia	60s	Latina	Married	Five; grown	Disabled, has gone to the KS and CO state fairs, but not since her children were living at home
Gloria	Middle aged	Latina	Married	One; grown	Works as a parent coordinator in the elementary school and teaches Spanish at the YMCA, heavily involved in the community
Megan	Early 20s	White	Single	No children	Current student at Kansas State University, never been to a state fair
Becky	40s	White	Married	One; out of the house	Used to go to the state fair a lot as a child, hasn't been since getting married

**Table 7.6: Group 6 - Garden City (Spanish Speaking)<sup>1</sup>**

<i>Participant</i>	<i>Age Group</i>	<i>Race/ Ethnicity</i>	<i>Single/ Partnered</i>	<i>Children</i>	<i>Notes</i>
Female 1 <sup>2</sup>	Middle aged	Mexican	Married	2 grown, 2 at home	Part of a couple who participated
Male 2	Middle aged	Mexican	Married	2 grown, 2 at home	Part of a couple who participated
Female 3	Middle aged	Mexican	Married	None	From OK, nephew participating in program, also part of a couple
Male 4	Middle aged	Mexican	Married	None	From OK, nephew participating in program, also part of a couple
Male 5	Middle aged	Mexican	Married	Two; aged 21 and 13	
Female 6	Middle aged	Mexican	Married	Two; aged 18 and 13	
Female 7	Middle aged	Mexican	Married	Two; aged 18 and 2	

Participants in this group did not share their names, so they are indicated by number only.

<sup>1</sup> This group took place in Lawrence, KS with parents of participants in the Harvest of Hope Project. Harvest of Hope is a program at the University of Kansas that encourages the children of undocumented workers to pursue higher education. The students were completing a one month program at the University of Kansas designed to develop their skills and prepare them to apply to college. The parents were all current residents of Garden City, KS and were in town for the end of the program banquet. The focus group took place with parents before the banquet activities.

<sup>2</sup> Participants in this group did not share their names; they are indicated by number only.

## Findings

The focus groups were designed to elicit information about why the participants are currently not attending the Kansas State Fair, as well as, possible changes to the Kansas State Fair that may spur their attendance. The groups were informative, and we found that perceptions varied by demographics. The findings are presented in three major sections. First: a discussion of the participants' current preconceptions about the Kansas State Fair and barriers to their attending the Kansas State Fair. Second, a discussion of what participants would like to see at the Kansas State Fair. Third: a discussion about how participants would like to receive information about the Kansas State Fair.

### Current Preconceptions About and Barriers to Fair Attendance

Cost and distance were brought up as the two biggest obstacles to state fair attendance for the majority of focus group participants. This was an expected finding in the Eastern and Western areas of the state, but our expectation was not completely accurate. Participants on the Eastern half of the state did discuss cost and distance as the biggest barriers to their attendance, but so did participants in the middle of the state (less than 45 minutes away from the fairgrounds). What truly surprised us was that participants in the Western area of the state said that cost and distance were not really worries, if they felt welcome and that there were interesting things to see and do they would travel to the Kansas State Fair. Many of the participants from the western part of the state already make trips to the Colorado State fair, and some go as far as Mexico for the national fair annually.

The following quote was typical from participants in the Eastern half of the state. The quote demonstrates an unwillingness to participate that is based on assumptions about cost that the speaker admits they are not actually knowledgeable about:

- Because of the distance, I wouldn't even think about going, really – I've never gone. I don't even have the prices. Maybe if it was more – like,

if I had information about the cost to go and I have no idea how much it is, then, basically I think the distance and the cost of going, and then fees – so, forget it (Middle-aged female participant from Topeka).

Surprisingly, a similar quote from the group held in Wichita demonstrates that distance and costs are not barriers that are overcome by proximity or knowledge about the costs:

- The distance is one thing, but also, in August, you have all of these school bills you have to pay to get your children enrolled, getting back to school is expensive, then the state fair is in September – you know, financially sometimes it's hardly feasible to gather that much money to take a group of five and really have a pleasant time at the fair, and make it a memorable experience. You know, if you're on a tight budget (Middle-aged female from Wichita).

Much of the discussion in Wichita focused on the strains of the 45 minute one way drive to the fairgrounds. Participants also lamented the cost of food and rides once they arrived at the State Fair.

Cost and distance, however, did not always go hand and hand. Sometimes distance contributed to an unwillingness to organize a trip because of competition with events taking place closer to home. Unwillingness to organize travel to the state fair was expressed in all of the groups that were located in or near cities. This was the typical sentiment expressed by participants living in more urban environments, "It's hard to be motivated to drive a long ways, sometimes, when there are plenty of things to see around here" (Early 20s Johnson County).

Some participants went to the Kansas State Fair almost every year of their childhood. We thought this would put them in a unique position of wanting to travel back to the fair to share those memories with their children. Unfortunately this wasn't really the case, many of the participants who had gone as children did not feel a connection to the state fair that made them want to return:

- Truly, I mean, I have fond memories, 'cause, you know, -- but, it's the childhood memories, so that's what I think. You know, I think it's for a child, not for me (Middle-aged Female participant from Topeka).
- Well, Hutchinson's my home town, so I started going to the fair when I was very, very young -- like, five years old. And then, of course, I went every year and so, you know, to me, the fair was part of growing up. It's what you did every September, once, at least -- maybe a couple of times, go to the night when they ride all the rides you want for one price. So, again, very fond memories of that, but when I left to go to college in 1997, it was never on my radar screen to go back (Middle-aged Male participant from Johnson County).
- I went every year as a child because we met family from all over the state there. But I never thought to bring my daughter, she's 18 and I haven't been back in 20 years, so I guess it wasn't a priority (Middle-aged participant from Garden City).

Participants who had never been to the state fair said they felt they were not welcome to participate. There were two distinct groups that expressed this sentiment -- residents from more urban areas in Eastern Kansas and new Hispanic residents in Western Kansas. Residents in Eastern Kansas expressed feelings that the rural residents of Western Kansas, who they assume are the main fair participants, don't like them and don't want to have them come to the fair. They said that there was no reason to go where they would be unwelcome, especially if there was not a lot that drew them to the fair in the first place.

The feelings expressed by the Hispanic residents of Western Kansas were more complicated. There was the general feeling of being unwelcome at the fair, but there were also questions about if they were "allowed" to attend the Kansas State Fair:

- Because we don't know about it; we don't feel invited. We don't have time. Sometimes we can't get time off. But, we don't feel invited as a member of something.

- We don't feel -- it's just something we see, when they know how they're doing it, but as a member of the community, maybe they should send me a bulleting about it, saying "do you want to go? If you can go," -- I've been here for three years, but I don't know what I can participate in. I figure everything's already arranged.

Feelings were not the same with all Latino/as in the state. One middle-aged Latina from Eastern Kansas commented:

- Obviously, we're very diverse, but you have third, fourth generation Latinos, whose parents and families have been here and I think they are more likely to know about the regular American events more than an immigrant family would. But, for the immigrant family, I think they look a lot towards radio and newspapers, because, for them, they watch the 5:00 news and, excuse me, they don't watch the regular 5:00 news, and they won't know, so it's important to distinguish between those two types of groups. Myself, I can fall in either group. I do read the Spanish language newspaper, and I also read the Kansas City Star, Journal World, and so forth. And so you have, essentially, three types of groups. You have either one, or in with both, so that would be my own case.

There is also a lot of competition for participation from the Hispanic community. Members of the Hispanic community in Western Kansas discussed attending the Colorado State Fair, which has specific Hispanic heritage days that they advertise in Spanish. They also discussed attending the Topeka fiesta and Kansas City Wizards games, both of which advertise specifically to the Hispanic community. For the Hispanic community of Western Kansas distance isn't the issue:

- One thing about Hispanic people; I think they'll go anywhere if there is something worth it (Middle-aged Hispanic Participant from Garden City).
- The Kansas State Fair probably doesn't do well here because they don't have any of those types of activities (activities geared toward the Hispanic

community) in the fair here, that I've seen. I've been here six years. I think Hispanic-type activities and cultural, and I think that might be a deterrent for a lot of these people and they'll go – like she said – they will go to other states, and even back home to Mexico just to enjoy those types of things. If they could enjoy them here.....well that would be nice (older Hispanic Female participant from Garden City).

Competition from other events was also discussed by Non-Latino/a participants. But, their discussion of competition was not necessarily related to other state fairs or national fairs. White participants in the Eastern half of the state discussed competition from local events. Participants from Johnson County said that there was so much to do in the Kansas City Metro area that they didn't feel the need to travel to a State Fair for entertainment. Similarly participants from Topeka said that with so much going on their city and surrounding cities they did not have to travel as Hutchinson for entertainment. Participants in Wichita took an interesting position saying that if they were going to leave their city for entertainment they would rather travel to something more exciting, such as Disney world:

- Well, I think that it's [the Kansas State Fair] important, it's just it could be a little more exciting. I don't that that there's enough – and it's really expensive and all the way out there, and everything they have out there is not very interactive.....If I'm going to spend money like that I'd rather just got to Disney world or Epcot. You can get round trip tickets for like \$140 and its not that much more expensive" (Middle-aged female participant from Wichita).

### **What People Would Like to See at the Kansas State Fair**

The main change that all participants wanted was more exciting attractions at the State Fair. Suggested changes included more multicultural events, more events and attractions focused specifically on families with small children and events that took advantage of the changing tastes of Kansas residents. Logistic changes were also suggested. Participants discussed

the need for a more accessible State Fair. More accessible to persons with disabilities and more accessible to communities traveling long distances. Latino/a participants wanted to see more multicultural attractions. The Colorado State Fair has Hispanic Heritage Days where all of the entertainment acts are in Spanish. Participants said that they would be willing to travel any distance to see good Latino/a entertainment acts. Incorporating more traditional Hispanic entertainment, such as a soccer match was also suggested. Rodeos are big draws at the Mexican national fair, and Latino/a participants said they would be delighted to see a rodeo in Kansas. The Kansas State Fair currently takes place in September, which is National Hispanic Heritage Month, but participants said they did not know of any way that this was currently acknowledged or celebrated by the Kansas State Fair.

Hispanic participants, however, not only wanted to see more events aimed at their culturally heritage specifically, more Spanish speaking entertainment acts, but also more events that celebrated all of the cultures represented in Kansas:

- Americans are not seen as a very friendly-type people. You know – and, make it more American-friendly – all this, with the immigration and all that going on, you know, let the world know that we're not the way – that stereotype that people think about us. And, 'cause we're not all one-type people. There's all these people that live here in harmony; they will help you; that's what makes the country great, and so, I just think that that needs to be out there, you know (Middle-aged Female participant Garden City).

Participants from Garden City mentioned how there are many different cultures represented in their city, including Somalian and Vietnamese. They would like to see the food and culture of these groups represented in what the Kansas State Fair has to offer. Food was one of the main areas that participants discussed a need for more of a multicultural influence. Many participants suggested incorporating the traditional fair food from Mexico into the Kansas State Fair, such as tamales, pineapple water and mangos.

Families with small children expressed a concern for safety. Suggesting that it would be nice to have a family night where only families with small children could enjoy the fairgrounds. Families with small children also discussed a desire to have take away items for their children. They said that small items such as stickers or small trinkets or toys made a big difference to children. Some mentioned that if they were going to travel all the way out to the Kansas State Fair they needed to be sure that their children would have something small to remind them of the experience.

Grownups also wanted the ability to have take away items. The idea of a farmers market at the Kansas State Fair was discussed favorably by most participants. The idea plays off of the currently popular trend of eating only locally grown produce. It also connects the increasingly urban population of Kansas back to the rural roots of the state.

Two logistical suggestions were continuously raised in the groups. The first was questions about how accessible the fair currently is to persons with disabilities. Participants said that there was no easily accessible information about the number of benches in the fairgrounds and how easy it was to get around in the fairgrounds for people with physical limitations. Parking long ways away from the fairgrounds and having to walk long distances was brought up as a concern.

One suggestion that was brought up a lot in groups in Eastern Kansas was organized local community transportation to the Kansas State Fair. Participants suggested that trains or buses could be organized from local communities so that participants could rely on more public forms of transportation. One participant from Topeka mentioned that once a month the Parks and Recreation Department in Topeka organizes shopping trips into Kansas City. For a small fee participants can load a bus to the plaza or mall. They don't have to worry about driving to or from the shopping destination. Participants suggested that something similar could be organized for the Kansas State Fair. It would keep costs down for participants who had to travel longer distances.

Since participants would not have to drive themselves they could make it into a day trip, rather than having to spend the night and spend more money on lodging. It would also bring more advertising from the local community – whether it was organized by the local parks and rec department or the county fair organizers. Local group travel may also make group discounts possible.

### **Disseminating Information**

One of the biggest challenges facing the organizers of the Kansas State Fair is distributing information about what is currently happening at the State Fair and possible future changes to the Kansas State Fair. The biggest challenge is reaching new populations – namely younger people and the growing Hispanic population. An additional challenge is know what types of information people want, once you figure out how to contact them.

Younger people from the Eastern half of the state were very direct in their appeal of increased proactive electronic advertising that included more information:

- Email. You can sign up, letters, or something – for example, if you go to the Brookside website, you sign up for some of their offers that's going around. They inform you through email. Mostly email, at least for me (Early 20s participant from Johnson County).
- Yeah, it has to be web-related for me, usually – something, on line, advertisement or something. Very rarely it will be something on – like some advertisement on television, or on the radio. But, it's mostly web-related (Early 30s participant from Johnson County).
- Maybe on their website do stuff, 'cause – I mean, I looked at their website last year and all I saw was stuff about the big shows, the grandstand shows, but, well, where's the schedule of stuff going on, and what else is there going? (Early 20s participant from Johnson County).

Reaching the growing Hispanic population of the state is different. Members of the Hispanic

community also need more proactive advertising, but it must be lower tech:

- I would say the most important thing is the Latino is a spreading population, because it's like you've physically got – literally have to give them an engraved invitation to hear this, because Mexicans feel like they're not welcome. So, by providing some Latino entertainment and then advertising about that Latino entertainment, along with – I mean, it's going to be crucial. Because you can advertise, or you can have as many acts as you want and, you know, and speak in Spanish, but if you don't advertise and they don't know it's going to be there, they're not going to go (Middle-aged participant from Lawrence).
- One of the ways you could attract more people would be to put flyers up in the stores, because many of us are afraid to get out of our circle. We don't know the language, and if I knew there was going to be a fair, then that would be helpful to me to see it in Spanish and in English all posted around at places that I go. There should be people willing to help, because if there's nobody to take food or to sell food, you know, you have to feed people and – but, food should not be very expensive. There should be different kinds of games, just like it is in Mexico (Middle-aged participant from Garden City).
- We only get information by radio. We go from our work, to our house, perhaps it's the lack of time; maybe a lack of time, but also I think television – there aren't those type of local Hispanic channels (Middle-aged participant from Garden City).

All of the participants, regardless of cultural background or geographic location said that they would enjoy more specific advertising that happened with more time before the event. Participants said that often they only heard about the fair after it was too late to plan on going. They would also like more specific information about what is happening in order to plan their trip, not just grandstand events, but all of the activities the fair as to offer.

### **Summary**

The population of Kansas is changing. For a while now the population of Kansas has been urbanizing and there has been less of a focus on rural life and agriculture. A more recent shift, however, is the growing diversity of the state. With the increasingly urban and multicultural population of Kansas, residents want different things out of the state fair.

Currently residents of Kansas see the cost and distance they have to travel to attend the state fair as barriers to attendance. They discuss the lack of multicultural and exciting events as reasons why they don't make the effort to travel to the Kansas State Fair. Members of the Hispanic community say that they don't feel welcome at the State Fair and that the organizers do not make an effort to include them.

Participants in these focus groups wanted to see a Kansas State Fair with more multicultural events. A more accessible fair that had items to take away that would interest both children and adults. People wanted to receive detailed information about what is happening at the Kansas State Fair through electronic media as well as personal advertising in their local community.

## Chapter 8 Exhibitors, Concessionaires, and the Carnival

### Introduction

Exhibitors, concessionaires, and the carnival play many different roles at the Kansas State Fair. First and perhaps most importantly, these groups together comprise a large part of what attracts visitors to the Fair. Second, the large pool of potential customers at the Fair attracts a diverse set of businesses, non-profits, and other organizations who participate in order to make sales, to establish sales leads, and to provide information and education to the public. Third, exhibitors, concessionaires, and the carnival provide major sources of revenue to the State Fair itself: the State Fair is the landlord to these businesses and non-profits. The ability of the Fair to attract these groups depends on providing them with the opportunity to meet their goals. Finally, exhibitors, concessionaires, and the carnival hire employees, purchase supplies, hire employees, and pay wages in Reno county and surrounding communities. This initial economic impact, in turn, has multiplier effects as income earned is in turn spent at additional local businesses.

This chapter of our report will examine in detail the roles of exhibitors, concessionaires, and the carnival. Some tables omit the carnival because information was not available.

### Attracting Visitors

Without a diverse group of exhibitors, concessionaires, and attractions, visitors would miss a large part to the Fair experience. Our survey of visitors (described in Chapter 6) reveals this convincingly; visitors rated “to visit booths and see items being displayed and/or sold” and “to enjoy Fair food” as the top two reasons to attend the Fair. A smaller number rated the midway was very important. However the midway is one of the dominant reasons for Fair attendance for young adults.

**Table 8.1: Top Rated Reasons to Attend the Fair**

<i>Type of Fair offering</i>	<i>Very Important %</i>	<i>Somewhat Important %</i>	<i>Not Important %</i>	<i>Not Answered %</i>
To visit booths and see items being displayed and/or sold	45.7	44.1	6.3	4.0
To enjoy Fair food	41.4	30.9	14.8	12.9
To see fine arts, quilts, food, and other exhibits	38.9	39.7	15.6	5.8
To bring children who wanted to attend	38.2	14.7	35.1	12.1
To visit free entertainment events (such as music)	33.4	36.4	21.8	8.3
To see livestock and agricultural exhibits	28.9	42.0	23.0	6.1
To visit the midway—rides and games	24.5	23.9	43	8.5

Note: listed in order of "% very important". Source: Exhibitor and Concessionaire Survey

A few of the attitudinal questions in the main Fair visitor’s survey indicate consumer satisfaction with the offerings of exhibitors and concessionaires. Visitors can find the food that they like and appreciate the number of educational opportunities.



**Table 8.2: Reaction of Fairgoers to Statements Related to Exhibitors and Concessionaires (% of Respondents)**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know/ Missing</i>
I can find many varieties of food that I like at the Fair	44.1	39.6	8.1	2	0.4	5.8
Food and drink costs are reasonable	12.7	24.1	22.9	24.5	9.9	5.9
The Fair provides many educational opportunities	34.9	47.7	10.2	0.9	0.3	5.9

Source: 2008 Exhibitor and Concessionaire Survey and data supplied by State Fair.

**Exhibitors and Concessionaires at the Fair: Who participates?**

For this analysis we draw on two data sources. First, we make use of statistics compiled by the State Fair itself gross sales of exhibitors, concessionaires, and the carnival. Second, we rely on a survey of exhibitors and concessionaires that we conducted during the State Fair in 2008 and 2009. During 2008, we distributed about 500 paper surveys with pre-paid envelopes to the exhibitor and concessionaire population: only about 20 surveys were mailed back. In order to get a better picture of the attitudes and economics of this group, we distributed about 500 additional surveys in 2009, receiving about 70 returns. According to Fair statistics, most of the 2008 group was back in 2009, and only about 10 percent of 2009 exhibitors and concessionaires were “newcomers.” Therefore, we felt that the information from the group would be similar in the two years.

Even with the addition of the 2009 surveys, our sample of exhibitors and concessionaires still is small. Therefore, the estimates based on the survey are

subject to a large amount of random variation. If a different group of organizations had chosen to respond, our statistical results could have looked quite different. Therefore, it is best to focus on general patterns of survey results rather than on specific percentages or amounts.

The State Fair distinguishes three types of exhibitors/concessionaires: food and beverage concessionaires, other vendors, and other commercial exhibitors and organizations. The first two groups pay a percentage of sales to the Fair itself, while the third group pays a rental rate on the space used. The carnival pays a percentage of sales in addition to a fixed fee.

According to official Fair statistics, approximately 17 percent of 2008 exhibitors and concessionaires fell into the food category, 4 percent into the “other vendor” category, and the remaining 79 percent into “exhibitors and organizations.” Our survey sample somewhat parallels the actual distribution of exhibitors/concessionaires, with the bulk of the sample in the “other exhibitor” category. Our survey also uses a finer breakdown of categories. Exhibitors include commercial enterprises, trade groups, government agencies, and a variety of non-profit organizations.

**Table 8.3: Exhibitors and Concessionaires by Type**

Type	2008 Fair Statistics		Survey Results	
	#	%	#	%
Food Concessionaire	119	17.3	11	13.1
Other Vendor	29	4.2	11	13.1
Other Exhibitor	540	78.5	62	73.8
Commercial exhibitor			32	38.1
Government agency			10	11.9
Social service organization			7	8.3
Educational institution			1	1.2
Trade or industry association			2	2.4
Religious organization			2	2.4
Other			8	9.5
Total	688		84	

Note: 2 observations missing in survey results. Source: 2008 Exhibitor and Concessionaire Survey and data supplied by State Fair.

### Exhibitors and Concessionaires at the Fair: Why do they participate?

We provided survey respondents with a list of reasons for participating in the Fair, asking them

whether the reason was “very important”, “somewhat important”, or “not important.” We also calculated a summary score for each respondent, giving one point to responses of “very important”, ½ point to responses of “somewhat important, and 0 points for responses of “not important “ or missing. Clearly, some participate to make direct sales, some participate to create sales leads, and some participate to provide information and education. But many organizations participate for multiple reasons. Even organizations that identify themselves as concessionaires or vendors may use the Fair for the secondary reasons of establishing name recognition and generating leads for future sales. For example, a food concession may be operated by a church or civic group. Not only does the organization raise money- it also gets its name in front of the public. Similarly, a restaurant may have a booth at the Fair and at the same time “recruit” future customers. For most exhibitors other than food concessionaires and vendors, providing information and education to the public and gaining name recognition are primary goals.

About 44 percent of exhibitors see the Fair as an opportunity for creating sales leads. The Fair provides an effective means for organizations to market their products and ideas to over 300,000 potential customers.

**Table 8.4: Exhibitors' and Vendors' Reasons for Participating in Kansas State Fair**

<i>Reason</i>	<i>Very Important (%)</i>	<i>Somewhat Important (%)</i>	<i>Not Important (%)</i>	<i>Missing (%)</i>	<i>Average Score</i>
<i>Food Concessionaires and Other Vendors</i>					
To provide public with information about firm or organization	22.73	27.27	27.27	22.73	0.36
To make sales at Fair itself	90.91	4.55	0.00	4.55	0.93
To generate leads for future sales	27.27	13.64	45.45	13.64	0.34
To educate the public	18.18	31.82	31.82	18.18	0.34
To enhance firm or organization's reputation	50.00	13.64	18.18	18.18	0.57
To create name recognition	45.45	13.64	13.64	27.27	0.52
<i>Other Exhibitors</i>					
To provide public with information about firm or organization	76.56	12.50	6.25	4.69	0.83
To make sales at Fair itself	32.81	4.69	51.56	10.94	0.35
To generate leads for future sales	43.75	14.06	31.25	10.94	0.51
To educate the public	62.50	15.63	17.19	4.69	0.70
To enhance firm or organization's reputation	59.38	29.69	7.81	3.13	0.74
To create name recognition	65.63	20.31	7.81	6.25	0.76
Note: average score calculated as 1 point for "very important" response, 1/2 point for "somewhat important" response, and 0 points otherwise. The maximum score for an organization is 1.					

**Attitudes and opinions of Exhibitors and Concessionaires**

How can the Fair to attract and continue to attract a diverse group of exhibitors and concessionaires? Clearly, exhibitors and concessionaires must have a positive Fair experience. They must feel that they are getting their money's worth for the fees they pay the Fair and for the expenses that they incur as participants. This section of the report examines the attitudes and opinions of exhibitors and concessionaires about the Fair facilities and the Fair environment.

Our survey asked respondents to rate a number of Fair facilities and to add additional comments. As seen in Table ?? Below, participants expressed almost universal satisfaction with the Fair's buildings, with over 90 percent rating them as good. Similarly, participants found restrooms and walkways to be in good condition. Respondents from the 2008 Fair found parking conditions inadequate; respondents from 2009 did not experience wet lots and hence found parking to be more satisfactory. Most respondents found outdoor lighting to be good, but a significant minority thought more lighting was needed.

**Table 8.5: Ratings of Fairgrounds Facilities**

	Good %	Adequate %	Needs Improvement %	Not Answered %
Buildings	94.2	4.7	0.0	1.2
Parking	47.7	18.6	31.4	2.3
Restrooms	87.2	4.7	5.8	2.3
Streets and Walkways	72.1	17.4	4.7	5.8
Outdoor Lighting	66.3	23.3	5.8	4.7

Source: 2008 Exhibitor and Concessionaire Survey and data supplied by State Fair.

Many respondents provided comments on the Fair facilities, and their comments provide further insight into exhibitor and concessionaire satisfaction. Some of the most informative comments: are listed below:

- “The restrooms are always clean. The rain made parking bad. I have been to other state fairs and this one is by far the cleanest and feels the safest.”
- “The vendors have complained about the parking lot south of the industrial building for years. This year's Fair certainly pointed up the reasons for revamping the parking with gravel, rock, or asphalt.”
- “I was pleasantly surprised how clean and well-maintained everything was. The staff members in the Pride of Kansas building were awesome.”

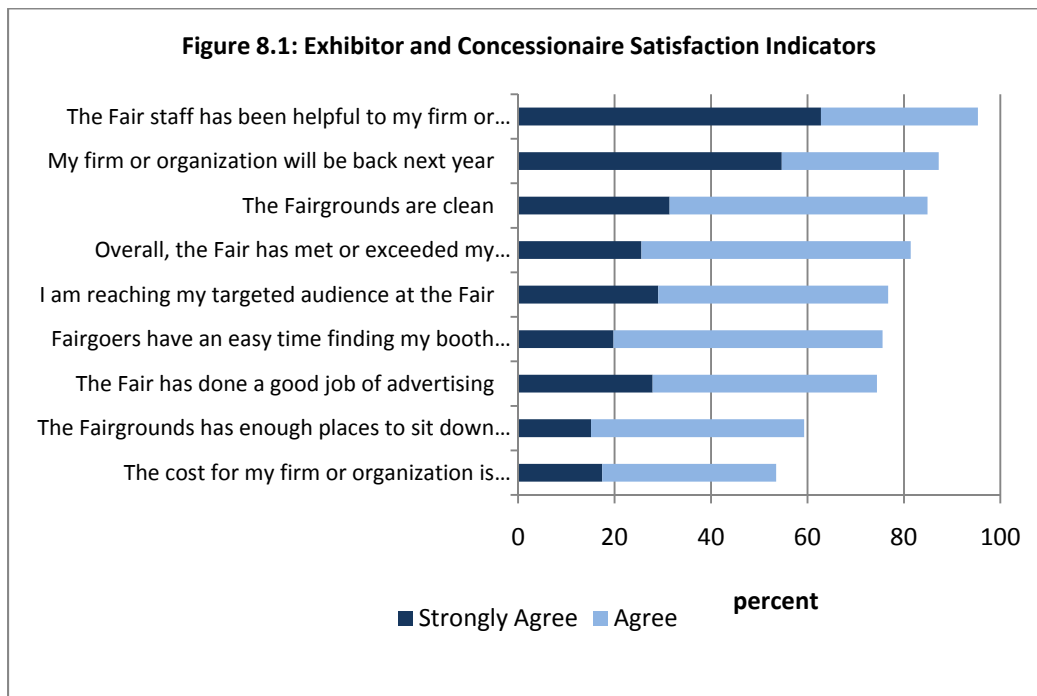
- “The Fair needs more lighting. Needs to pave streets and walkways. Parking should come with the price of booths. We need maps of vendor locations.”
- “The facilities that have up graded to air conditioning and added improved restrooms make the vendor experience much more enjoyable. We have been located in Meadowlark and Pride of Kansas which provide suitable work environments.”
- I'm pleased with everything except parking. When it rains we are in a hole.

Survey respondents also were asked the extent to which they agreed or disagreed with several statements. The statements were designed to indicate a respondent’s satisfaction with her or his Fair experience. An exceptionally large majority of respondents strongly agreed that the Fair staff was helpful to their firm or organization. Clearly the Fair staff is doing what it can to assist exhibitors and concessionaires. Combining the “strongly agree” and agree categories, we find that large majorities also found the fairgrounds clean, that Fairgoers could find the exhibits, that advertising was good, and that targeted audiences were reached. Overall, the Fair’s “tenants” are pleased with their experience; over 80 percent agree that the Fair met or exceeded their expectations. Some areas for concern include costs (only about 54 percent agree that costs are reasonable) and the availability of seating and rest areas for exhibitor and concessionaire customers. More than 85 percent of exhibitors and concessionaires plan to return to the Fair next year.

**Table 8.6: Exhibitor and Concessionaire Satisfaction Indicators (% of Respondents)**

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know/ Missing</i>
The Fairgrounds has enough places to sit down and rest	15.1	44.2	15.1	12.8	3.5	9.3
The Fairgrounds are clean	31.4	53.5	9.3	2.3	0.0	3.5
The Fair staff has been helpful to my firm or organization	62.8	32.6	2.3	1.2	0.0	1.2
The cost for my firm or organization is reasonable	17.4	36.0	29.1	11.6	1.2	4.7
My firm or organization will be back next year	54.7	32.6	5.8	0.0	0.0	7.0
Overall, the Fair has met or exceeded my expectations	25.6	55.8	12.8	3.5	0.0	2.3
Fairgoers have an easy time finding my booth or exhibit	19.8	55.8	12.8	7.0	1.2	3.5
The Fair has done a good job of advertising	27.9	46.5	12.8	5.8	1.2	5.8
I am reaching my targeted audience at the Fair	29.1	47.7	15.1	2.3	0.0	5.8

Source: 2008 Exhibitor and Concessionaire Survey and data supplied by State Fair.



## Economic Impacts of Exhibitors, Concessionaires, and Carnival

The relationship of the Fair to exhibitors, concessionaires, and the carnival is similar to that of a shopping mall to its occupants. The Fair provides an attraction that funnels over 300,000 visitors, mostly from throughout Kansas, past exhibitors' booths, concessionaires' stalls, and rides and games. In turn, the exhibitors, concessionaires, and the carnival pay rentals for their space, (and/or) distribute a percentage of their revenues to the Fair, and pay the Fair for other services provided. In the discussion that follows, we combine data on concessionaires with that of the carnival in order to protect confidentiality.

Some things about the economic s of exhibitors, concessionaires, and the carnival are known with certainty. During 2008, these businesses and organizations grossed \$3,552,842. Of this, about 19.5 percent was paid as fees to the Fair itself. Spending per visitor day on concessions and the carnival averaged \$11.14. Exhibitors paid rental fees to the Fair of \$607,447. Moneys received by the Fair itself are evaluated in Chapter 9 (Fair Budget).

Unfortunately, we need to know a more than gross sales and payments to the Fair in order to complete a full economic impact analysis. We also need to know about the expenses of the exhibitors, concessionaires, and carnival for supplies, advertising, wages, and other items. And not only do we need to know what they spent—we also need to know whether they made the expenditure in the local area.

Ideally we would gather information on various expenditure types from all of the participants. Unfortunately, we have data from only a small number of the group. Additionally, the "accounting information" for the respondents that we do have often is incomplete. Where we have missing data, we have no choice but to fill in with assumptions. We assume that exhibitors and others who **did** provide us with accounting information are similar to those who did not. Finally, many of the exhibitors and concessionaires have accounts that are unlike those

of a typical firm. For example, they may use volunteer employees and hence have no wages. Or they may attend the Fair to provide information or education, and hence have no revenue. Where we have missing data, we have no choice but to fill in with assumptions.

A further complication is thinking through the "counterfactual." The counterfactual is the analyst's best approximation of what would have happened if the Fair **did not** take place. We present details of the counterfactual for Fair visitors' onsite spending in Chapter 9, and we use the same counterfactual here. The positive effect of spending by the Fair's "businesses" is partially offset by the spending that is diverted from other potential uses: when people go to the Fair, they have less left over to spend on groceries, entertainment, utilities, gasoline, and other items.

We start the analysis by estimating gross expenditures by exhibitors, concessionaires, and the carnival for wages, motels, supplies, gas, and other items.

**Table 8.7: Business-Related Spending of Exhibitors, Concessionaires, and the Carnival**

<i>Spending item</i>	<i>Concessionaires and Carnival \$</i>	<i>Exhibitors \$</i>	<i>Total \$</i>
Total			
Spending	652,858	1,021,024	1,673,882
Wages of people hired for Fair	128,997	190,117	319,114
Estimated weeks of FTE employment	461	679	1,140
Supplies	271,823	237,773	509,596
Advertising	10,932	20,948	31,880
Motels	114,987	359,566	474,552
Restaurants-per diem	108,367	138,482	246,849
Gasoline and fuel	17,292	73,459	90,750

Note: Because of the small number of responses, the above number may be inaccurate. Source: Compiled from 2008 Exhibitor and Concessionaire Survey and data from State Fair.

We apply the IMPLAN economic impact model to estimate the repercussions of these spending streams. The counterfactual offsets discussed above are subtracted to get estimates of net economic impacts.

**Table 8.8: Net Economic Impacts of Exhibitor, Concessionaire, and Carnival Business-Related Expenditures**

<i>Impact</i>	<i>Reno County</i>	<i>South Central Kansas</i>	<i>Entire State</i>
Employment (weeks)	2,273	1,998	1,748
Labor Income \$	706,428	553,595	413,846
Other Income \$	138,560	43,660	-42,643

Source: Calculations using IMPLAN model.

The business-related expenditures of exhibitors, concessionaires, and the carnival have a large impact on Reno County and on South Central Kansas, and the state. For Reno County, these businesses and organizations supports almost 2,300 full time weeks

of employment, including both temporary employees hired at the Fairgrounds and employees at local businesses. The Exhibitors, concessionaires, and carnival add about \$700,000 in labor income in Reno County, and another \$140,000 in profits and other income. Impacts for South Central Kansas and for the state as a whole are smaller but still significant. For the State as a whole, there is some shifting from profit income to labor income (the model shows profit income to be negative). On the whole, the exhibitors, concessionaires, and carnival add about \$370,000 to the Kansas economy.

### Summary

Exhibitors, concessionaires, and the carnival attract customers to the Fairgrounds and comprise essential components of the Fair experience. Overall, the Fair’s “tenants” are pleased with their experience; over 80 percent agree that the Fair met or exceeded their expectations and 85 percent plan to return to the Fair next year. However, they do have concerns about the cost to operate at the Fair and about parking.

Exhibitors, concessionaires, and the carnival hire local employees, pay wages, rent motel space, and purchase supplies, thus creating an economic stimulus. For Reno County, these groups support the addition of almost \$850,000 in total income; for the state as a whole, the impact is about \$370,000.

## Chapter 9 State Fair Budget and Administration

### Introduction

The Kansas State Fair operates like any business, taking in funds and making expenditures. In the previous chapter, we compared the State Fair with a shopping mall that hosts other businesses, such as concessionaires and exhibitors. In this chapter, we focus in on the finances of the State Fair itself. We examine the impact of State Fair operations on the economies of Reno County, South Central Kansas, and the entire state.

### Budget Concepts

We use the Fiscal Year 2009 Kansas State Fair Budget as a basis for this chapter because the 2008 State Fair took place during the FY 2009 budget period. Overall, the Fair spends about \$6.3 per year on items such as salaries, utilities, office supplies, maintenance, performers, and capital improvements.

The Fair makes use of a mixture of self-generated income and state funding. The Fair pays for day-to-day operations and Fair-related expenses out of its own income (the Fair Fee Fund). In addition, the Fair Fee Fund transfers money (\$200,000 in FY 2009) into the Capital Improvements Fund.

State-source funding primarily is used for capital improvements and debt servicing. In 2001, the legislature authorized the issue of bonds for \$29 million in Fairgrounds improvements. Work began in FY 2002 and was finished in 2008. About \$1 million per year from state-source funding goes towards interest and principal on these bonds.

**Table 9.1: Kansas State Fair FY 2009 Budget Summary**

<i>Item</i>	<i>\$ Amount</i>
Total Funding	6,317,119
From Fee Fund (State Fair Revenue)	4,312,885
From State General Fund	1,128,980
From State Fair Capital Improvements Fund	809,713
From Economic Development Fund	65,541
Total Expenditures	6,317,119
Salaries and Wages	1,656,034
Contractual Services	2,378,159
Purchased Commodities	383,960
Durable capital goods	69,836
Debt Service	1,083,980
Other	150
Capital Improvements	745,000

Note: In addition, the Fair collected and remitted \$118,140 in sales taxes.

Source: Kansas Division of the Budget. Report generated 10/14/2009. Report numbers are preliminary.

### Economic Impacts

Previous chapters examined two sources of economic impacts:

- 1) tourism expenditures for the Fair and for Non-Fair events;
- 2) Operational expenditures of exhibitors and concessionaires.

This chapter adds a third source of economic impacts: the expenditures of the Fair itself for salaries, supplies, construction, and other goods and services.

We use the well-known IMPLAN model to conduct our economic impact analysis. The IMPLAN model calculates “multiplier” effects as spending of one person or organization becomes the income of another, which generates yet more spending.

As with any economic impact analysis, we need to start with expenditure information. The Kansas Division of the Budget supplied us with detailed expenditure information, which is summarized in Table 9.1 above. We took the budget information and



assigned each item an appropriate category in the IMPLAN model.

We also need to model the “counterfactual.” What would have happened if the State Fair were **not** in operation? Some of the funds spent by the State Fair would still have remained in the Hutchinson/Reno County community because they come from the spending of local residents on entrance fees and other Fair revenue items. Other funds would have vanished from Kansas altogether, for example, the revenues brought in by out-of-state visitors. The question is how much of the revenue would have remained where. State-supplied funds would probably have remained in the State, but not necessarily in Hutchinson or in South Central Kansas.

We can only make a crude estimate of the counterfactual. We make use of separate allocations for Fair-generated versus State-supplied funds.

**Fair-generated funds**

We have survey information from Fair visitors and from a sample of Non-Fair events. Some Non-Fair events are mostly local, while a few, like the American Truck Historical Society Convention are mostly national. We did not survey all non-Fair events, so we can’t really construct a reliable average.

For the purpose of this analysis, we are going to assume that on average, the counterfactual information for Fair visitors applies to all of the revenues that the Fair generates. Non-Fair revenues comprise less than 20 percent of total Fair income. So our assumption will not greatly affect our results. Table 9.2 below shows estimates how much expenditure would have taken place without the Fair. For every \$1 million that the Fair takes in, about \$228,000 (22.8 percent) is diverted from other Reno County spending opportunities. Similarly, about \$606,000 is diverted from in South Central Kansas (Barber, Barton, Butler, Cowley, Ellsworth, Harper, Harvey, Kingman, Marion, McPherson, Pratt, Reno, Rice, Sedgwick, Stafford, Sumner).

**Table 9.2: Counterfactual Adjustments for Fair Income**

<i>Geography</i>	<i>Offset %</i>
Reno County	22.8
South Central Kansas	60.6
State of Kansas	94.9

Source: 2008 State Fair Survey

**State-sourced funds**

We assume that funds from state sources would still have been spent by the State of Kansas, but not necessarily in Reno County. We assume that counterfactual spending by county is proportional to county population. Hence for every \$1,000,000 in state-sourced funds, we will calculate a 2.3 percent offset for Reno County and a 29.2 percent offset for South Central Kansas.

**Table 9.3: Counterfactual Adjustments for State-Sourced Funds**

<i>Geography</i>	<i>Population</i>	<i>% Kansas Population</i>
Reno County	63,427	2.3
South Central Kansas	818,352	29.2
State of Kansas	2,802,134	100.0

Source: U.S. Census Bureau, *Annual Estimates of the Resident Population for Counties of Kansas, March 19, 2008.*

**Economic impact results**

The Kansas State Fair’s expenditures have a large impact on Reno County and on South Central Kansas. For Reno County, the Fair supports almost 4000 full time weeks of employment, including 24 full time permanent Fair employees, 600 part time temporary employments during the Fair itself, and “indirect” employees who benefit as State Fair employees make purchases from local merchants and as the State Fair makes purchases from local businesses. The Fair adds about \$2.7 million in labor income in Reno County, and another \$600,000 in profits and other income. Impacts for South Central Kansas and for the state as a whole are smaller but still significant. For the State as a whole, there is some shifting from profit income to labor income (the model shows profit income to

be negative). On the whole, the Fair’s expenditures add about \$500,000 to the Kansas economy.

**Table 9.4: Net Economic Impacts of State Fair Expenditures and Income**

<i>Impact</i>	<i>Reno County \$</i>	<i>South Central Kansas \$</i>	<i>Entire State \$</i>
Employment (weeks)	3,923	2,794	1,182
Labor Income	2,692,623	1,948,750	769,572
Other Income	597,510	271,069	-141,053

Source: Calculations using IMPLAN model

## Conclusions

What did we learn from the surveys and analysis of the Fair and of Non-Fair events?

First of all, the Fair is many things to many different people, but very few people attend for a single purpose. Most are attracted by the **variety** of exhibits, foods, and entertainment that the Fair offers. This means that the Fair will need to maintain the variety of commercial exhibitors, livestock exhibitors, and concessionaires. For the most part, the current participants are satisfied with the Fair facilities (with the universal exception of parking!) and plan to continue to exhibit and do business at the Fair.

But Kansas is changing. In particular, the Hispanic/Latino population has become a growing force in Kansas labor markets and Kansas culture. The results of our focus groups indicate that the Hispanics would be more likely to attend the Fair if it featured the types of music and events favored by this population. Kansas is also aging. Older adults currently attend and appreciate the Fair, but they express concerns about the limited amount of accessible parking and the shortage of seating and rest areas. Also, Kansas growth is concentrated in the urban counties in the Northeast portion of the state. If the Fair is to continue to grow, it will need to reach out to potential visitors in the Northeast metro areas.

The Fair provides an opportunity for Kansans to connect with and learn about the agricultural base of the state. For many families from urban areas, visits to the livestock barns are a highlight of the Fair experience. Livestock shows and exhibits are important not just for ranchers, farmers, and breeders, but also for general population. Overall, the State Fair and various Non-Fair and the activities associated with it have a large economic impact on Reno County and a smaller but still significant impact on the state. The economic impact of the Fair and non-Fair events is enhanced when visitors come from out of state.

Non-Fair events come in all sizes and varieties. Events that have a high economic impact (such as the American Truck Historical Society Convention and Show) draw from a national marketplace. Upgrades to the Fair facilities have made the Kansas State Fairgrounds competitive in this marketplace. Visitors to the Truck Convention and Show thought that the Fair's buildings were excellent and, just as importantly, that the Hutchinson community had a lot to offer visitors from out-of-state.

## Survey Information Sheet

### **Kansas Mennonite Relief Sale April 11-12, 2008**

Welcome!

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. The results of this study will allow the Fair to target improvements to its facilities and to better serve visitors and event participants.

As part of this research, we are surveying people ages 18 and older who attend events such as the Kansas Mennonite Relief Sale. Your participation in this research is completely voluntary, your name will not be collected or used in any way, and your responses will be kept confidential. Even if you agree to participate, you are free to withdraw at any time without penalty.

The survey will take about 5-6 minutes of your time.

Completion of the survey indicates your willingness to participate in this project and that you are over the age of 18.

If you have any questions about the survey or about the study in general, please contact:

Denny Stoecklein, Manager Kansas State Fair 2000 N. Poplar St. Hutchinson, KS 67502 620-669-3600	Pat Oslund University of Kansas Institute for Policy & Social Research 1541 Lilac Lane, Room 607 Blake Lawrence, KS 66044-3177 785-864-9108
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If you have questions about your rights as a research participant, please contact:

Human Subjects Committee  
University of Kansas  
2385 Irving Hill Road  
Lawrence, KS 66045-7563  
(785) 864-7429

Thank you very much.

Please answer the questions in this box only if you live outside Hutchinson/Reno County.

15. How far did you travel to get to this event? \_\_\_\_\_ (miles)

16. How many days will you be in Hutchinson? \_\_\_\_\_ (# days)

17. In order to estimate the economic effect of this event, we would like to know a little bit more about how much you and your travel group will spend during your visit.

There are several possible categories of expenditures. Please estimate how much your entire travel group is likely to spend in each.

a) **Motels and other lodging for your travel group.**

How many nights? # \_\_\_\_\_

Dollar total for all nights. \$ \_\_\_\_\_

b) **Reno County tourist attractions, such as the Cosmosphere or the Salt Museum.** \$ \_\_\_\_\_

c) **Gas and other car expenses, just in the Hutchinson area.**  
\$ \_\_\_\_\_

d) **Restaurants and food for your group** (not including food purchased at the Mennonite Relief Sale). \$ \_\_\_\_\_

e) **Retail shopping at Hutchinson area businesses.**  
\$ \_\_\_\_\_

f) **Any other spending not yet listed.** \$ \_\_\_\_\_

(please describe) \_\_\_\_\_

18. Please enter any other comments below.



**Kansas Mennonite Relief Sale  
Visitor Survey  
April 11-12, 2008**



**Thanks for participating!  
Please put your survey in one of the collection boxes  
when you are finished.**

This survey is sponsored by the Kansas State Fair and is being conducted by the Institute for Policy & Social Research at the University of Kansas. More information can be found on the survey insert.

THANKS FOR COMPLETING OUR SURVEY

1. Which best describes the main reason you are attending the Mennonite Relief Sale? (please check one)

- I am a visitor to the event.
  - I am a volunteer.
  - I am here with family or friends who are volunteers.
  - Other (please describe).
- 

2. How would you rate the Fairgrounds facilities being used at this event?

- |                   |                                    |                                   |                               |                              |
|-------------------|------------------------------------|-----------------------------------|-------------------------------|------------------------------|
| Landscaping       | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Buildings         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Parking           | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Restrooms         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Walkways/ Streets | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Outdoor Lighting  | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |

Comments:

3. If the Mennonite Relief Sale were held at the State Fairgrounds next year, how likely would you be to attend?

- Very likely to attend .
- Might attend.
- NOT likely to attend .

4. Besides the Mennonite Relief Sale, do you plan to attend any other off-season events at the Fairgrounds in the next 12 months?

- Yes  No

5. Did you attend the Kansas State Fair in 2007?

- Yes  No

6. Do you plan to attend the Kansas State Fair in September, 2008?

- Yes  No

7. How would you describe yourself? You may check more than one.

- Black or African American
  - White
  - Hispanic or Latino
  - Asian
  - American Indian or Native American
  - Other (please describe)
- 

8. What is your gender?

- Male  Female

9. What is your age group?

- Under 18  18 to 24  25 to 44
- 45 to 54  55 to 64  65 and older

10. Many times people attend events at the Fairgrounds with a group of friends and family. How many people are in the group with which you are attending this event? Enter the total number of people in your group including yourself. Enter 1 if alone. \_\_\_\_\_

11. How many people in your group, including yourself, are volunteers at the Mennonite Relief Sale? \_\_\_\_\_

12. How many people in your group, including yourself, are adults age 18 and older? \_\_\_\_\_

13. How much do you think your entire group has spent or will spend during the Mennonite Relief Sale? Estimates for each category are fine.

- a) Entrance fees for the event \$ none
- b) Food and Concessions at the event \$ \_\_\_\_\_
- c) Other purchases on-site at the event \$ \_\_\_\_\_

14. In what city, county, and state do you live?

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_

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17. How many days will you be in Hutchinson for the Hutchinson Nationals? \_\_\_\_\_ (# days)

18. In order to estimate the economic effect of this event, we would like to know a little bit more about how much you and your travel group will spend during the Hutchinson Nationals.

There are several possible categories of expenditures. Please estimate how much your entire travel group is likely to spend in each.

a) **Motels and other lodging for your travel group.**

How many nights? # \_\_\_\_\_

Dollar total for all nights. \$ \_\_\_\_\_

b) **Reno County tourist attractions, such as the Cosmosphere or the Salt Museum.** \$ \_\_\_\_\_

c) **Gas and other transportation expenses, just in the Hutchinson area.**

\$ \_\_\_\_\_

d) **Racecar-related expenses during the Hutchinson Nationals**  
(please describe) \$ \_\_\_\_\_

e) **Restaurants and food for your group** (not inc. food purchased at the Hutchinson National Auto Races) \$ \_\_\_\_\_

f) **Retail shopping at Hutchinson area businesses.**  
\$ \_\_\_\_\_

g) **Any other spending not yet listed.** \$ \_\_\_\_\_  
(please describe) \_\_\_\_\_

19. Do you have Internet access at home?  Yes  No

20. Please enter any other comments below.



## 52nd Annual Hutchinson Grand National Auto Races

### Participant Survey July 25-26, 2008



**Thanks for participating!**  
**Please put your survey in one of the collection boxes when you are finished.**

This survey is sponsored by the Kansas State Fair and is being conducted by the Institute for Policy & Social Research at the University of Kansas. More information can be found on the survey insert.

THANKS FOR COMPLETING OUR SURVEY

1. Approximately how many miles did you travel to come to the Hutchinson Nationals? \_\_\_\_\_

2. How important is it to you for auto racing continued at the Kansas State Fairgrounds?  
 Very important  Somewhat  Not at all

3. Would you like to see the size of the race track remain at its current 1/2 mile or be shortened to 3/8 mile?  
 Remain as is  Shortened

Comments:

4. What race track do you consider to be your home track?

5. How many times per year do you attend races at your home track?

6. How would you rate the Fairgrounds facilities being used at this event?

Track	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A
Landscaping	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A
Buildings	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A
Parking	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A
Restrooms	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A
Walkways/ Streets	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A
Outdoor Lighting	<input type="checkbox"/> Excellent	<input type="checkbox"/> Adequate	<input type="checkbox"/> Poor	<input type="checkbox"/> N/A

Comments:

7. If the Hutchinson National Auto Races were held at the State Fairgrounds next year, how likely would you be to attend?  
 Very likely to attend.  Might attend.  NOT likely to attend

8. Did you attend the Kansas State Fair in 2007?  
 Yes  No

9. Do you plan to attend the Kansas State Fair in September, 2008?  
 Yes  No

10. How would you describe yourself? You may check more than one.

- Black or African American
- White
- Hispanic or Latino
- Asian
- American Indian or Native American
- Other (please describe)

\_\_\_\_\_

11. What is your gender?

- Male  Female

12. What is your age group?

- Under 18  18 to 24  25 to 34  35 to 44
- 45 to 54  55 to 64  65 and older

13. Many times people attend events at the Fairgrounds with a group of friends, family, and colleagues with whom they share travel and expenses. How many people are in the group with which you are attending this event? Enter the total number of people in your group including yourself. Just include the people with whom you are sharing expenses. Enter 1 if alone. \_\_\_\_\_

14. How many people in your travel group, including yourself, are adults age 18 and older? \_\_\_\_\_

15. How much do you think your entire travel group has spent or will spend during the Hutchinson National Auto Races? Estimates for each category are fine.

- a) Entrance fees for the event \$ \_\_\_\_\_
- b) Food and Concessions at the event \$ \_\_\_\_\_
- c) Other purchases on-site at the event \$ \_\_\_\_\_

16. In what city, county, and state do you live?

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_

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Please answer the questions in this box only if you live outside Hutchinson/Reno County.

15. How far did you travel to get to this event? \_\_\_\_\_ (miles)

16. How many days will you be in Hutchinson? \_\_\_\_\_ (# days)

17. In order to estimate the economic effect of this event, we would like to know a little bit more about how much you and your travel group will spend during your visit.

There are several possible categories of expenditures. Please estimate how much your entire travel group is likely to spend in each.

a) **Motels and other lodging for your travel group.**

How many nights? # \_\_\_\_\_

Dollar total for all nights. \$ \_\_\_\_\_

b) **Reno County tourist attractions, such as the Cosmosphere or the Salt Museum.** \$ \_\_\_\_\_

c) **Gas and other car expenses, just in the Hutchinson area.**  
\$ \_\_\_\_\_

d) **Restaurants and food for your group** (not inc. food purchased at the American Truck Historical Society Show) \$ \_\_\_\_\_

e) **Retail shopping at Hutchinson area businesses.**  
\$ \_\_\_\_\_

f) **Any other spending not yet listed.** \$ \_\_\_\_\_

(please describe) \_\_\_\_\_

18. Please enter any other comments below.



**American Truck Historical Society  
National Convention and Antique Truck Show  
Visitor Survey  
May 22-24, 2008**



**Thanks for participating!  
Please put your survey in one of the collection boxes  
when you are finished.**

This survey is sponsored by the Kansas State Fair and is being conducted by the Institute for Policy & Social Research at the University of Kansas. More information can be found on the survey insert.

THANKS FOR COMPLETING OUR SURVEY

1. Which best describes the main reason you are attending the American Truck Historical Society Show? (please check one)

- I am a participant at this event.
  - I am a commercial exhibitor, vendor, or concessionaire.
  - I am visiting with family or friends who are participants.
  - Other (please describe).
- 

2. How would you rate the Fairgrounds facilities being used at this event?

- |                   |                                    |                                   |                               |                              |
|-------------------|------------------------------------|-----------------------------------|-------------------------------|------------------------------|
| Landscaping       | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Buildings         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Parking           | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Restrooms         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Walkways/ Streets | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Outdoor Lighting  | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |

Comments:

3. If the American Truck Historical Society Show were held at the State Fairgrounds next year, how likely would you be to attend?

- Very likely to attend .
- Might attend.
- NOT likely to attend .

4. Besides the American Truck Historical Society Show, do you plan to attend any other off-season events at the Fairgrounds in the next 12 months?

- Yes  No

5. Did you attend the Kansas State Fair in 2007?

- Yes  No

6. Do you plan to attend the Kansas State Fair in September, 2008?

- Yes  No

7. How would you describe yourself? You may check more than one.

- Black or African American
  - White
  - Hispanic or Latino
  - Asian
  - American Indian or Native American
  - Other (please describe)
- 

8. What is your gender?

- Male  Female

9. What is your age group?

- Under 18  18 to 24  25 to 44
- 45 to 54  55 to 64  65 and older

10. Many times people attend events at the Fairgrounds with a group of friends and family. How many people are in the group with which you are attending this event? Enter the total number of people in your group including yourself. Enter 1 if alone. \_\_\_\_\_

12. How many people in your travel group, including yourself, are adults age 18 and older? \_\_\_\_\_

13. How much do you think your entire travel group has spent or will spend during the American Truck Historical Society Show? Estimates for each category are fine.

- a) Entrance fees for the event \$ \_\_\_\_\_
- b) Food and Concessions at the event \$ \_\_\_\_\_
- c) Other purchases on-site at the event \$ \_\_\_\_\_

14. In what city, county, and state do you live?

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_

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Please answer the questions in this box only if you live outside Hutchinson/Reno County.

16. How many days will you be in Hutchinson for this Horse Show?  
\_\_\_\_\_ (# days)

17. In order to estimate the economic effect of this event, we would like to know a little bit more about how much you and your travel group will spend during your visit.

There are several possible categories of expenditures. Please estimate how much your entire travel group is likely to spend in each.

a) **Motels and other lodging for your travel group.**

How many nights? # \_\_\_\_\_

Dollar total for all nights. \$ \_\_\_\_\_

Are you staying in the RV area at the Fairgrounds? \_\_\_\_\_

b) **Reno County tourist attractions, such as the Cosmosphere or the Salt Museum.** \$ \_\_\_\_\_

c) **Gas and other car expenses, just in the Hutchinson area.**  
\$ \_\_\_\_\_

d) **Restaurant, food, and drink for your group** (not inc. food purchased at the Horse Show) \$ \_\_\_\_\_

e) **Retail shopping at Hutchinson area businesses.**  
\$ \_\_\_\_\_

f) **Any other spending not yet listed.** \$ \_\_\_\_\_

(please describe) \_\_\_\_\_

18. Please enter any other comments about this Horse Show or the facilities below.

**Western Kansas Horse Management  
Horse Show  
Visitor and Participant Survey  
June 19-21, 2009**



**Thanks for participating!  
Please put your survey in one of the collection boxes  
when you are finished.**

This survey is sponsored by the Kansas State Fair and is being conducted by the Institute for Policy & Social Research at the University of Kansas. More information can be found on the survey insert.

1. Which best describes the main reason you are attending this Horse Show? (please check one)

- I am a participant at this event.
  - I am a commercial exhibitor, vendor, or concessionaire.
  - Other (please describe).
- 

2. How would you rate the Fairgrounds facilities being used at this event?

- |                   |                                    |                                   |                               |                              |
|-------------------|------------------------------------|-----------------------------------|-------------------------------|------------------------------|
| Landscaping       | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Buildings         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Parking           | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Restrooms         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Walkways/ Streets | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Outdoor Lighting  | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |

Comments:

3. If this Horse Show were held at the State Fairgrounds next year, how likely would you be to attend?

- Very likely to attend .
- Might attend.
- NOT likely to attend .

4. Besides this Horse Show, do you plan to attend any other off-season events at the Fairgrounds in the next 12 months?

- Yes  No

5. Did you attend the Kansas State Fair in 2008?

- Yes  No

6. Do you plan to attend the Kansas State Fair in September, 2009?

- Yes  No

7. How would you describe yourself? You may check more than one.

- Black or African American
  - White
  - Hispanic or Latino
  - Asian
  - American Indian or Native American
  - Other (please describe)
- 

8. What is your gender?

- Male  Female

9. What is your age group?

- Under 18  18 to 24  25 to 44
- 45 to 54  55 to 64  65 and older

10. Many times people attend events at the Fairgrounds with a group of friends and family. How many people are in the group with which you are attending this event? Just include the people with whom you are sharing travel, expenses, etc. Enter the total number of people in your group including yourself. Enter 1 if alone. \_\_\_\_\_

12. How many people in your travel group, including yourself, are adults age 18 and older? \_\_\_\_\_

13. How much do you think your travel group has spent or will spend during this Horse Show? Estimates for each category are fine.

- a) Entrance fees for the event \$ \_\_\_\_\_
- b) Food, drink, and concessions at the event \$ \_\_\_\_\_
- c) Other purchases on-site at the event \$ \_\_\_\_\_

14. In what city, county, and state do you live?

City \_\_\_\_\_ County \_\_\_\_\_ St \_\_\_\_\_

15. How far did you travel to get to this event? \_\_\_\_\_ (miles)

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Please answer the questions in this box only if you live outside Hutchinson/Reno County.

15. How far did you travel to get to this event? \_\_\_\_\_ (miles)

16. How many days will you be in Hutchinson? \_\_\_\_\_ (# days)

17. In order to estimate the economic effect of this event, we would like to know a little bit more about how much you and your travel group will spend during your visit.

There are several possible categories of expenditures. Please estimate how much your entire travel group is likely to spend in each.

a) **Motels and other lodging for your travel group.**

How many nights? # \_\_\_\_\_

Dollar total for all nights. \$ \_\_\_\_\_

b) **Reno County tourist attractions, such as the Cosmosphere or the Salt Museum.** \$ \_\_\_\_\_

c) **Gas and other car expenses, just in the Hutchinson area.**  
\$ \_\_\_\_\_

d) **Restaurants and food for your group** (not inc. food purchased at the Good Sam Camper Club Samboree) \$ \_\_\_\_\_

e) **Retail shopping at Hutchinson area businesses.**  
\$ \_\_\_\_\_

f) **Any other spending not yet listed.** \$ \_\_\_\_\_

(please describe) \_\_\_\_\_

18. Please enter any other comments below.



**Good Sam Camper Club Samboree  
Visitor Survey  
May 1-5, 2008**



**Thanks for participating!  
Please put your survey in one of the collection boxes  
when you are finished.**

This survey is sponsored by the Kansas State Fair and is being conducted by the Institute for Policy & Social Research at the University of Kansas. More information can be found on the survey insert.

THANKS FOR COMPLETING OUR SURVEY

1. Which best describes the main reason you are attending the Good Sam Camper Club Samboree? (please check one)

- I am a participant at this event.
  - I am a commercial exhibitor or concessionaire.
  - I am visiting with family or friends who are participants.
  - Other (please describe).
- 

2. How would you rate the Fairgrounds facilities being used at this event?

- |                   |                                    |                                   |                               |                              |
|-------------------|------------------------------------|-----------------------------------|-------------------------------|------------------------------|
| Landscaping       | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Buildings         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Parking           | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Restrooms         | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Walkways/ Streets | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |
| Outdoor Lighting  | <input type="checkbox"/> Excellent | <input type="checkbox"/> Adequate | <input type="checkbox"/> Poor | <input type="checkbox"/> N/A |

Comments:

3. If the Good Sam Camper Club Samboree were held at the State Fairgrounds next year, how likely would you be to attend?

- Very likely to attend .
- Might attend.
- NOT likely to attend .

4. Besides the Good Sam Camper Club Samboree, do you plan to attend any other off-season events at the Fairgrounds in the next 12 months?

- Yes  No

5. Did you attend the Kansas State Fair in 2007?

- Yes  No

6. Do you plan to attend the Kansas State Fair in September, 2008?

- Yes  No

7. How would you describe yourself? You may check more than one.

- Black or African American
  - White
  - Hispanic or Latino
  - Asian
  - American Indian or Native American
  - Other (please describe)
- 

8. What is your gender?

- Male  Female

9. What is your age group?

- Under 18  18 to 24  25 to 44
- 45 to 54  55 to 64  65 and older

10. Many times people attend events at the Fairgrounds with a group of friends and family. How many people are in the group with which you are attending this event? Enter the total number of people in your group including yourself. Enter 1 if alone. \_\_\_\_\_

12. How many people in your group, including yourself, are adults age 18 and older? \_\_\_\_\_

13. How much do you think your entire group has spent or will spend during the Good Sam Camper Club Samboree? Estimates for each category are fine.

- a) Entrance fees for the event \$ \_\_\_\_\_
- b) Food and Concessions at the event \$ \_\_\_\_\_
- c) Other purchases on-site at the event \$ \_\_\_\_\_

14. In what city, county, and state do you live?

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_

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**Survey Information Sheet  
Kansas State Fair  
September 5-14, 2008**



Welcome!

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of Fair visitors and is gathering opinions about Fair events and facilities. The results of this study will allow the Fair to target improvements to its facilities and to better serve visitors and event participants.

As part of this research, we are surveying people **ages 18 and older** who attend this year's Fair. Your participation in this research is completely voluntary, your name will not be collected or used in any way, and your responses will be kept confidential. Even if you agree to participate, you are free to stop at any time.

The survey will take about 5-6 minutes of your time.

A free beverage will be offered to you while you are completing the survey.

Completion of the survey indicates your willingness to participate in this project and that you are over the age of 18.

If you have any questions about the survey or about the study in general, please contact:

Denny Stoecklein, Manager  
Kansas State Fair  
2000 N. Poplar St.  
Hutchinson, KS 67502  
620-669-3600

Pat Oslund  
University of Kansas  
Institute for Policy & Social Research  
1541 Lilac Lane, Room 607 Blake  
Lawrence, KS 66044-3177  
785-864-9108

If you have questions about your rights as a research participant, please contact:

Human Subjects Committee  
University of Kansas  
2385 Irving Hill Road  
Lawrence, KS 66045-7563  
(785) 864-7429

Thank you very much.

**1. Which one of these best describes the reason you are at the Fair today?**

- typical Fair visitor, here for entertainment and to see the exhibits
- here only to see the Grandstand event
- 4H or FFA participant (or family)
- livestock exhibitor (or family)
- here to see one of my entries judged
- commercial exhibitor or concessionaire
- employee of a commercial exhibitor or concessionaire
- employee of the State Fair itself
- Other (please describe) \_\_\_\_\_

**2. People learn about the Fair in many different ways. Did you hear or see information about the Fair from any of the following sources? (please check all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Kansas State Fair website     | <input type="checkbox"/> article in newspaper    |
| <input type="checkbox"/> ad in newspaper               | <input type="checkbox"/> Facebook, YouTube, etc. |
| <input type="checkbox"/> outside sign or billboard     | <input type="checkbox"/> radio ad                |
| <input type="checkbox"/> TV ad                         | <input type="checkbox"/> mailing                 |
| <input type="checkbox"/> radio or TV story             | <input type="checkbox"/> word of mouth           |
| <input type="checkbox"/> e-mail newsletter             |  |
| <input type="checkbox"/> Other (please describe) _____ |  |

**3. Please look back at the list above and circle the one information source that was most important to you.**

**4. How important were each of the following factors in your decision to attend the Fair? Please use a check mark to indicate whether the factor was very important, somewhat important, or not important:**

	Very Important	Somewhat Important	Not Important
To see livestock and agricultural exhibits			
To visit booths and see items being displayed and/or sold			
To see fine arts, quilts, food, and other exhibits			
To visit the midway, rides, and games			
To attend a concert or motor sport event in the Grandstand			
To visit free entertainment events (such as music)			
To see or participate in youth activities such as 4H and FFA			
To bring children who wanted to attend			
Because job requires attendance at the Fair			
To enjoy Fair food			
Other reasons to attend (please describe)			

**5. Thinking about next year, are there particular performers or types of entertainment in the Grandstand that you would be interested in attending? Please describe.**



6. How would you rate the following Fair facilities? Are they good, adequate, or do they need improvement? Put a check in the correct column and enter comments in the space provided.

	Good	Adequate	Needs Improvement	Comments
Buildings				
Parking				
Restrooms				
Streets and Walkways				
Outdoor Lighting				

7. Please indicate whether you agree or disagree with each of the statements below. Please put a check in the correct column for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
The Fairgrounds has enough places to sit down and rest						
The Fairgrounds are clean						
I can find Fair staff to ask if I need assistance						
The admission cost is reasonable						
The Fair has plenty of events for children						
I will come back next year						
I can find many varieties of food that I like at the Fair						
Food and drink costs are reasonable						
The Fair appeals to people of many different ethnicities						
It is easy to find the events and exhibits that I am looking for						
The Fair provides many educational opportunities						
It is easy for people of all ages and physical abilities to get around the Fairgrounds						

8. Please put a check in the category that describes your age and gender.

- |   |   |
|---|---|
| <input type="checkbox"/> Male age 13-17 | <input type="checkbox"/> Female age 13 – 17 |
| <input type="checkbox"/> Male age 18-24 | <input type="checkbox"/> Female age 18 – 24 |
| <input type="checkbox"/> Male age 25-34 | <input type="checkbox"/> Female age 25 – 34 |
| <input type="checkbox"/> Male age 35-44 | <input type="checkbox"/> Female age 35 – 44 |
| <input type="checkbox"/> Male age 45-54 | <input type="checkbox"/> Female age 45 – 54 |
| <input type="checkbox"/> Male age 55-64 | <input type="checkbox"/> Female age 55 – 64 |
| <input type="checkbox"/> Male age 65-74 | <input type="checkbox"/> Female age 65 – 74 |
| <input type="checkbox"/> Male age 75 +  | <input type="checkbox"/> Female age 75 +    |

9. How would you describe your race and/or ethnicity? Please check all that apply.

- Black or African American
- White
- Hispanic or Latino/Latina
- Asian
- American Indian or Native American
- Other (please describe) \_\_\_\_\_

10. Some people visit the Fair by themselves, and others visit with family and friends. Which best describes your visit?

- At the Fair by myself
- At the Fair with other people

Please answer the questions 11 – 12 below ONLY if you are visiting with other people.

11. Excluding yourself, how many other people are in your group of friends and family?

\_\_\_\_\_ (# of people)

12. Excluding yourself, what are the ages and genders of the people in your group? Please fill in the NUMBER OF PEOPLE in each category.

- |                            |                              |
|----------------------------|------------------------------|
| # _____ Males 12 and under | # _____ Females 12 and under |
| # _____ Males ages 13-17   | # _____ Females ages 13 – 17 |
| # _____ Males ages 18-24   | # _____ Females ages 18 – 24 |
| # _____ Males ages 25-34   | # _____ Females ages 25 – 34 |
| # _____ Males ages 35-44   | # _____ Females ages 35 – 44 |
| # _____ Males ages 45-54   | # _____ Females ages 45 – 54 |
| # _____ Males ages 55-64   | # _____ Females ages 55 – 64 |
| # _____ Males ages 65-74   | # _____ Females ages 65 – 74 |
| # _____ Males ages 75 +    | # _____ Females ages 75 +    |

13. In what state, city (if any), and county do you live?

a) state \_\_\_\_\_ b) city \_\_\_\_\_ c) county \_\_\_\_\_

Please skip question 14 if you live in Hutchinson or Reno County.

14. How long is your planned visit to the Hutchinson, Reno County area? \_\_\_\_\_ days

Please skip question 15 if you live in Hutchinson or Reno County.

15. What is the main reason for your visit to the Hutchinson, Reno County area? Please check the best option.

- Fair is the main reason for visit
- visiting friends or relatives
- shopping
- business
- passing through on the way to another destination
- other tourist attractions
- other (please describe) \_\_\_\_\_

**16. We are trying to get an idea of how visitors to the fair affect the Hutchinson and Reno County economies. Please estimate how much you think your entire group will spend in the local area as a result of your visit or visits to the Fair.**

16a. \$ \_\_\_\_\_ admissions and entry fees at the Fair

16b. \$ \_\_\_\_\_ spending at the Fair for concessions, rides, food, souvenirs, etc.

*(You may skip questions 16c- 16i if you live in Hutchinson or Reno County.)*

16c. \$ \_\_\_\_\_ spending at attractions such as the Cosmosphere and Salt Museum

16d. \$ \_\_\_\_\_ motels or camping

\_\_\_\_\_ # of nights

16e. In what city is your lodging located? \_\_\_\_\_

16f. \$ \_\_\_\_\_ gas and other car expenses, just in the Hutchinson area

16g. \$ \_\_\_\_\_ restaurants and food (outside of the Fairgrounds)

16h. \$ \_\_\_\_\_ retail shopping in Hutchinson area

16i. \$ \_\_\_\_\_ any other spending (please describe)

**17. Suppose for a moment that you had NOT ATTENDED the Fair. Which of the following best describes the alternative way in which you would have used your money?**

spent it in the Hutchinson\Reno County area

spent it elsewhere in Kansas

spent it outside of Kansas

saved the money

something else (please describe) \_\_\_\_\_

**18. What other days have you attended (or will you attend) the 2008 Kansas State Fair?**

Friday, Sept 5

Monday, Sept 8

Thursday, Sept 11

Saturday, Sept 6

Tuesday, Sept 9

Friday, Sept 12

Sunday, Sept 7

Wednesday, Sept 10

Saturday, Sept 13

Sunday, Sept 14

**19. Do you have any other comments about the Fair?**

**20. For classification purposes only, which figure best describes your household income?**

under \$15,000

\$15,001-\$30,000

\$30,001-\$50,000

\$50,001-\$75,000

\$75,001-\$100,000

Over \$100,000

**THANK YOU FOR YOUR TIME. HAVE A SAFE TRIP HOME.**

## Focus Group Protocol

### State Fair Focus Group Protocol

These focus groups will provide insight on the characteristics and motivations of non-attendees of the State Fair through a set of six focus groups (about 8 people in each). They will provide information on factors that deter Fair attendance and on how to “market” the Fair to new audiences.

**Objectives:** The focus groups will elicit discussion of the types of activities that might increase participation in Fair and Non-fair events. The focus groups will also identify factors that might attract people to Fair and Non-Fair events and barriers that deter visits to the Fair facility.

**Description of the participants:** There will be 6 focus groups of approximately 8 people each. All participants will be non-fair goers (have not been in the last five years) and between the ages of 18 and 50. Two of the groups will be comprised of Kansans who self identify as Latina/o.

**Informed consent:** Read this to participants: I’m inviting you to participate in a focus group to learn more about non-attendance at the Kansas State Fair. We are conducting focus groups on behalf of the organizers of the Kansas State Fair. Our discussion today will take no longer than two hours, and everything you share with me will be kept confidential. When I report back to the organizers of the Kansas State Fair no individual names will be used. Your participation is completely voluntary and we will compensate you thirty dollars for your time. Completion of the funds received receipt indicates your willingness to participate in this project and that you are over the age of eighteen. If you have any additional questions about your rights as a research participant, you may call (785) 864-7429 or (785) 864-7385 or write the Human Subjects Committee Lawrence Campus (HSCL), University of Kansas, 2385 Irving Hill Road, Lawrence, Kansas 66045-7563, email [dhann@ku.edu](mailto:dhann@ku.edu) or [mdenning@ku.edu](mailto:mdenning@ku.edu). If you have any questions about the research project please feel free to contact me directly at [Shannon.k.portillo@gmail.com](mailto:Shannon.k.portillo@gmail.com) or 785.864.3515.

**Description of the focus group:** Focus groups will take place in a conference or community space. Two will take place in Garden City, two in Wichita, one at the Edwards Campus in Johnson County and one in Topeka. Participants will be compensated thirty dollars for their time. Each focus group will take a maximum of two hours time.

**Focus Group Discussion Guide:** The following questions will provide the framework for the focus group discussion. While questions that are not listed here may be asked in order to follow up on participant responses, the focus group discussion will center on these main questions. The introduction and debriefing statements will be read to participants.

### *Introduction*

Thank you all for coming today. We are here to talk about the State Fair. We have a limited amount of time, so I might have to interrupt from time-to-time to keep things moving.

*Opening question*

Could each of you tell me your first name and tell me if you have ever attended the Kansas state fair, and if so how long ago was that? Also, do you have any children in the home, and if so what ages are they?

*Introductory question*

What types of entertainment appeal to you, or what types of entertainment have you gone to see in the past year?

Who do you usually see entertainment acts with?

How do you receive information about the types of entertainment that you participate in?

How do you decide what to do with your free time?

What comes to mind when someone mentions the Kansas state fair?

*Key questions*

What are some entertainment acts would draw you to the Kansas state fair?

If you were to attend the Kansas state fair, who would to travel to the fair with?

What level of interest do you have in the events/rides and displays at the Kansas state fair?

If you were to attend the Kansas state fair how important would the agriculture, crafts and food displays be to you? What about the rides and grandstand events?

What are some current barriers to your attendance?

*Ending question*

Do you have any other thoughts about the Kansas State Fair?

*Follow-up questions* will be asked, when appropriate, to gather further information.

*Debriefing*

I would like to thank you for your participation. I also want to restate that what you have shared with me is confidential. No part of our discussion that includes names or other identifying information will be used in any reports, displays, or other publicly accessible media coming from this research. Finally, I want to provide you with a chance to ask any questions that you might have about this research. Do you have any questions for me?

## Focus Group Facilitator Bios

**Shannon Portillo, Ph.D.:** Shannon is an assistant professor in the Administration of Justice Department at George Mason University. She completed her Ph.D. in Public Administration with a specialization in Public Law and Gender and Ethnic Studies at the University of Kansas in 2008. Her research focuses on the increasing diversity of non-elected public officials and how that diversity affects the organizations they work within and the communities they serve. Her research and teaching focuses on using innovative qualitative methods (including, narrative analysis, focus groups, interviews, etc.).

**Sarah Frazelle, M.A.:** Sarah received her Masters in Economics from the University of Kansas. She is currently employed as a Research Assistant at the Institute for Policy & Social Research at the University of Kansas.

**Carol Rose, Ph.D.:** Carol has been at KU since 1987, when she became Director of Grant Development for the Institute for Public Policy and Business Research (now IPSR). From 1987-1999 she developed external funding for the Institute and also for faculty in the School of Business and Department of Economics. She was a researcher on several studies, and designed and conducted focus groups for studies of MAMTC, the Kansas library system, and a study on non-traditional agriculture. Rose is fluent in Spanish, having lived in Latin America for 17 years, where she worked as a simultaneous interpreter. She earned B.A.s in English and Spanish at KU; an MBA in Caracas, Venezuela; and her Ph.D. at KU in 1997. Her doctoral research focused on language problems in the immigrant work force, and included interviews with 40 Kansas companies and 25 Hispanic workers (in Spanish). She has also conducted survey and interview research in Venezuela and has taught and worked in Mexico on various occasions.

## STATEMENT OF INFORMED CONSENT

I hereby agree to participate in this research project being conducted by the Institute for Policy & Social Research at the University of Kansas on behalf of the Kansas State Fair Association.

This study will involve a focus group interview that lasts two hours or less and will be audiotaped. The audiotape will be used as a reference in preparing the written report about this research. Individual names & personal identifiers will be deleted in the research report to preserve anonymity. The recordings and transcripts will be destroyed upon completion of the research.

My participation in this study is entirely voluntary, and I understand that I may withdraw from the study or leave at any time. I agree to respect the privacy of the other members of the group by not disclosing information that they share during our discussion.

In exchange for my participation, I acknowledge I have received \$30.00. I also acknowledge that I have received a copy of this form.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

If you have any additional questions or concerns, please contact the Institute for Policy & Social Research at 785-864-3701.

Shannon K. Portillo, Facilitator

Steven Maynard-Moody, Director

Patricia Oslund, Principal Investigator

Institute for Policy & Social Research

Research Associate

Institute for Policy & Social Research

**Exhibitor and Concessionaire Survey Information Sheet  
Kansas State Fair  
September 11-20, 2009**



Welcome!

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of Fair participants and is gathering opinions about Fair events and facilities. The results of this study will allow the Fair to target improvements to its facilities and to better serve visitors and participants.

As part of this research, we are surveying concessionaires and exhibitors who are **ages 18 and older**. Your participation in this research is completely voluntary, your name will not be collected or used in any way, and your responses will be kept confidential. Your responses will be summed together with the responses of others, and the Fair staff will have no way to identify your individual responses.

The survey will take about 10 minutes of your time. Even if you agree to participate, you are free to stop at any time. The survey can be mailed back to us in the prepaid envelope provided.

Completion of the survey indicates your willingness to participate in this project and that you are over the age of 18. If you have any questions about the survey or about the study in general, please contact:

Denny Stoecklein, Manager  
Kansas State Fair  
2000 N. Poplar St.  
Hutchinson, KS 67502  
620-669-3600

Pat Oslund  
University of Kansas  
Institute for Policy & Social Research  
1541 Lilac Lane, Room 607 Blake  
Lawrence, KS 66044-3177  
785-864-9108

If you have questions about your rights as a research participant, please contact:

Human Subjects Committee  
University of Kansas  
2385 Irving Hill Road  
Lawrence, KS 66045-7563  
(785) 864-7429

Thank you very much.



**1. Which one of these best describes the role of your firm or organization at the Fair?**

- food and/or beverage vendor
- other vendor
- commercial exhibitor
- government organization
- educational institution
- social service organization
- trade or industrial organization
- religious organization
- other (please describe) \_\_\_\_\_

**2. How important were each of the following factors in your organization’s decision to participate in the Fair? Please use a check mark to indicate whether the factor was very important, somewhat important, or not important:**

	Very Important	Somewhat Important	Not Important
To provide the public with information about my firm or organization			
To make sales at the Fairgrounds itself			
To generate leads for future sales			
To educate the public			
To enhance my firm or organization’s reputation			
To create name recognition for my firm or organization			
Other reasons to participate (please describe)			

**3. How would you rate the following Fair facilities? Are they excellent, good, adequate, or do they need improvement? Put a check in the correct column and enter comments in the space provided.**

	Excellent	Good	Adequate	Needs Improvement	Comments
Buildings					
Parking					
Restrooms					
Streets and Walkways					
Outdoor Lighting					

4. Do you have any other comments about the facilities at the Kansas State Fairgrounds?

5. Please indicate whether you agree or disagree with each of the statements below. Please put a check in the correct column for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
The Fairgrounds has enough places to sit down and rest						
The Fairgrounds are clean						
The Fair staff has been helpful to my firm or organization						
The cost for my firm or organization is reasonable						
My firm or organization will be back next year						
Overall, the Fair has met or exceeded my expectations						
Fairgoers have an easy time finding my booth or exhibit						
The Fair has done a good job of advertising						
I am reaching my targeted audience at the Fair						

6. In what state, city, and county is your firm or organization located?

a) state \_\_\_\_\_ b) city \_\_\_\_\_ c) county \_\_\_\_\_

Please skip question 7 if you are located in Hutchinson or Reno County.

7. How long is your planned visit to the Hutchinson, Reno County area? \_\_\_\_\_ days

We are trying to get an idea of how vendors and exhibitors at the Fair affect the local and state economies. Therefore we would like to know about your sales, expenses, and employment. Your answers are confidential and will be summed together with the responses of others before anything is reported to the Fair administration.

8. SALES

Please give a rough estimate of your firm's gross sales during the entire Fair period.

\$ \_\_\_\_\_

Please give a rough estimate of how much you think your firm will sell in the next year due to sales leads generated at the Fair. \$ \_\_\_\_\_

**9. EXPENSES**

Please give rough dollar estimates for each of the categories below. For example, if a hot dog vendor spends \$4000 on meat in Wichita and \$1000 on buns in Hutchinson, she would fill in \$5000 for total dollars spent on food and beverage supplies and \$1000 in the Hutchinson spending column.

Spending Category	Total Dollars Spent	Dollars Spent in Hutchinson/Reno County
Wages		
Food and beverage supplies		
Other supplies/materials		
Advertising		
Promotional items for Fair visitors		
Fees paid to Fair		
Motels and other lodging		
Food and beverage for firm or organization's staff		
Gasoline		
Other fuel		
Other expenses (please describe)		

**10. EMPLOYMENT**

How many employees are working at your firm or organization's booth at the Fair?

# employees \_\_\_\_\_

How many of these employees were hired specifically to work during the Fair period?

# employees \_\_\_\_\_

How many of these employees are from Hutchinson or nearby communities?

# employees \_\_\_\_\_

**11. For classification purposes only, which best describes your firm or organization's total employment?**

- 1-4 people
- 5-9 people
- 10-19 people
- 20-49 people
- 50-100 people
- Over 100 people

**12. Do you have any other comments about the Fair?**

**THANK YOU FOR YOUR TIME. HAVE A SAFE TRIP HOME.**