



For Immediate Release

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NEBRASKA STATE FAIR RELEASES AUDITED 2018 TALLIES

Grand Island, NE – Nebraska State Fair today announced audited results for the recent 2018 Fair held in Grand Island, NE August 24-September 3.

Lori Cox, executive director for the State Fair, said: “Although it takes a bit of additional time to get the Fair’s results tallied and verified by an independent, third-party auditor, we are pleased to share this information with Nebraska because, quite frankly, it’s their Fair.” Cox added that the State Fair team is committed to transparency and accountability.

“We also want to thank the community, Grand Island Chamber of Commerce, and the city of Grand Island for their tremendous support,” she said. “It has helped make the Fair successful over the years, and it’s what will help us thrive moving forward.” Cox noted that the strong working relationship with Fonner Park proved to be invaluable during the multitude of weather challenges this year.

While overall attendance was lower than in 2017, other key measures of success, were higher.

Cox continued, “As we anticipated the close of this year’s Fair, attendance was down a bit, given the record rainfall we experienced for the first time since moving to Grand Island in 2010. Despite this, other key measures of success made important gains. We plan to build upon all of these factors moving forward.”

Chris Kircher, chairman of the Nebraska State Fair Board, said, “The Board is excited about the growth we saw in other measurable areas. For example, in a year when we were forced to move or cancel events because of weather conditions, it’s generally counterintuitive to see customer satisfaction continue to grow – yet it did. Lori

Cox and her team responded professionally with public safety in mind, took care of our exhibitors, guests and partners, and showed us that they're the right folks to build on the Fair's momentum well into the future."

Following are the audited results of the 2018 Nebraska State Fair:

	2018	2017
Total Attendance	314,805	379,108
Tickets Sold at Gate	257,615	295,774
Highest Attended Day: Sat. Aug.25	43,992	62,954 Sat. Aug.26
Tickets Sold at Pump & Pantry	6,325	NA
Average Number of Days Attended	2.97	2.10
Overall Guest Experience (Scale 1-5, 5 Tops)	4.34	4.25
Attendees Traveling More than 75 miles	41%	36%
Advance Carnival Sales Increase over 2017.....	86%	
Nebraska's Largest Classroom	3,167	3,408
Marching Bands	4,021	4,030
4-H & FFA Youth.....	2,796	2,704
Volunteers.....	670	750
Draft Horse Shows	4,389	3,402
Livestock Entries Open Class.....	4,968	4,797
4-H Livestock Entries	2,695	2,624
FFA Livestock Entries	1,536	1,502
4-H Static Exhibits	717	356
Sponsorship Revenue Increase over 2017	16%	
 <i>Concerts</i>		
Kelly Clarkson.....	3,500	6,000 Brad Paisley
Sugarland.....	3,300	12,800 Pentatonix
Righteous Brothers	5,100	5,000 Ronnie Milsap
Francesca Battistelli	3,000	4,100 For King and Country
Old Dominion	4,100	3,400 Lynyrd Skynyrd
Up With People.....	1,100	3,300 Joan Jett & The Blackhearts
Night Ranger.....	1,200	4,400 Cole Swindell

Results were audited by BKD in Lincoln, NE.

The 2018 Nebraska State Fair ran from August 24 through September 3 in Grand Island. The 2019 Nebraska State Fair marks its 150th anniversary and will run from August 23 through September 2.

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