

226,440
FAIRGOERS

\$27,800

AWARDED IN
SCHOLARSHIPS
SINCE 2013

\$83,000

AWARDED IN
PREMIUMS
IN 2018

7,386

COMPETITIVE
EVENT
ENTRIES

2 0 1 8



6,190
ADVANCED TIX
PACKAGES SOLD

9 DAYS
OF FUN

38,718

LBS OF FOOD
DONATED TO
GRACEWORKS MINISTRIES

12,416

SOCIAL MEDIA FOLLOWERS

2,237
VOLUNTEERS

110
MEDIA MENTIONS

73 VENDORS AND
EXHIBITORS

15TH ANNUAL WILLIAMSON COUNTY FAIR
AUGUST 2 - 10, 2019



SOCIAL MEDIA + WEB ANALYTICS

FACEBOOK

- 9,273 likes (10% increase from 2017)
- 78% women and 21% men
- 28% of followers are ages 35-44; 24% are ages 25-34
- Highest page reach was 90,241 people during the week of the Fair

Reach = The number of people who had any content from your Page or about your Page enter their screen.

INSTAGRAM

- 1,180 followers (36% increase from 2017)

TWITTER

- 1,963 followers (3% increase from 2017)

WWW.WILLIAMSONCOUNTYFAIR.ORG (August 3-11, 2018)

- 58,013 unique visitors (38% increase from 2017)
- 52,120 new visitors, or 71% of total visitors (39% increase from 2017)
- 307,607 page views (26% increase from 2017)
- Average session: 05:01 (41% increase from 2017)

Top cities

Nashville 39,326

Franklin 19,433

Brentwood 7,257

Spring Hill 6,687



COMPETITIVE EVENTS BY THE NUMBERS

COMPETITIVE EVENTS ENTRIES

- 7,376 total Competitive Events entries
- 597 total Agriculture entries (includes country hams, field crops, farm eggs, honey & bees and horticulture)
- 2,956 total Livestock entries
- 1,979 total 4-H & Youth entries
- 742 total Creative Arts entries (includes handicrafts, fairy gardens, needlework, quilts, textiles, and floriculture)
- 537 total Culinary Arts entries (includes canned goods, breads, cakes, candy, cookies, pies, Kids in the Kitchen and specialty baking contests)
- 396 total Cultural Arts entries (includes fine arts, photography, film, and songwriting)
- 85 total Pageant entries
- 83 total Vocal Competition entries

2018 4-H LIVESTOCK EXPO & SALE

- \$144,244 total sales at the 2018 Livestock Expo (8% increase from 2017)
- Total raised from 2018 Livestock Expo to support student scholarships: \$136,250
- Top selling steer in 2018: \$12,367.50 (All-time record for Williamson County and an 8% increase from 2017)
- Top selling Market Lamb in 2018: \$2,133
- Top Selling Market Goat in 2018: \$1,757 (All-time record and a 17% increase from 2017)
- 28 Market Steers, 23 Market Lambs and 38 Market Goats sold at the 2018 4-H Livestock Auction
- 47 exhibitors showed animals in the Livestock Expo & Auction in 2018



ECONOMIC & COMMUNITY IMPACT

TOTAL ECONOMIC IMPACT

- 2018 economic impact: \$5.578 million
- Cumulative economic impact for past 14 years: \$63.2 million

COMMUNITY IMPACT: GRACEWORKS MINISTRIES

- 38,718 lbs. of food (32,265 meals) collected at the Williamson County Fair and donated to GraceWorks Ministries since 2013
- 10,862 lbs. of food (9,051 meals) collected for GraceWorks Ministries at the 2018 Williamson County Fair (46% increase from 2017)

COMMUNITY IMPACT: 2018 4-H LIVESTOCK PROGRAM

- Approx. 2,000 Williamson County 4-H participants, with over 600 actively involved
- 36 exhibitors showed 84 head of cattle (Heifers, Steers, Prospect Steers)
- 21 exhibitors showed 79 head of goats (Does, Market Goats, Doelings)
- 13 exhibitors showed 59 head of sheep (Market Lambs and Ewes)
- 74 exhibitors showed 370 laying pullets
- 74 Chick Chain participants completed the project and showed their birds

COMMUNITY IMPACT: VOLUNTEERS & INFRASTRUCTURE

- \$193,229 donated to Centennial Band Boosters over 14 years
- \$33,000 donated to Page High Band boosters over 3 years
- \$179,720 of updates and improvements put back into the Williamson County AgExpo Park

AWARDS & ACCOLADES

- Best Family Fair/Festival in Williamson County, *Nashville Parent* (2018)
- Best Family Friendly Festival, Macaroni Kid Gold Daisy Awards (2018)
- Best Field Trip, Williamson County Sizzle Awards (2018)