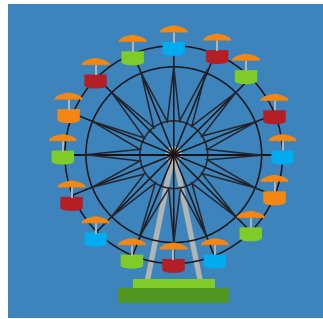
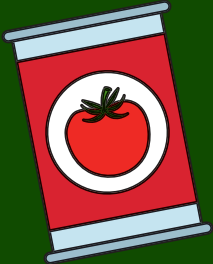


**217,000**  
FAIRGOERS



**1,889**  
VOLUNTEERS



**53,099**  
LBS OF FOOD DONATED TO  
GRACEWORKS MINISTRIES

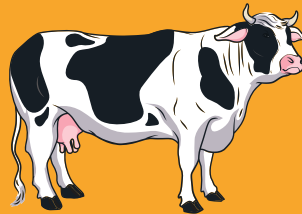
**85**  
MEDIA  
MENTIONS

**7,505**  
ONLINE TIX  
PACKAGES SOLD

**\$ 31,800**  
AWARDED IN  
SCHOLARSHIPS  
SINCE 2013



**5,496**  
COMPETITIVE  
EVENT ENTRIES



**14,000**  
SOCIAL MEDIA  
FOLLOWERS



**\$81,591**  
AWARDED IN  
PREMIUMS IN '19

**74**  
VENDORS &  
EXHIBITORS

★ **9 DAYS OF FUN** ★  
AUGUST 7 - 15, 2020





# SOCIAL MEDIA & WEB ANALYTICS

## FACEBOOK

- 10,915 Likes (18% increase from 2018)
- 79% women and 20% men (estimate based on available user data)
- 29% of followers are ages 35-44; 27% are ages 25-34
- Highest page reach was 100,706 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

- 1,442 followers
- (20% increase from 2018)
- 76% women and 24% men
- 34% of followers are ages 35-44
- 28% of followers are ages 25-34

## TWITTER

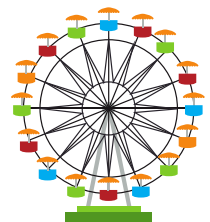
- 2,020 followers  
(3% increase from 2018)

## WEBSITE

- 386,893 page views in August 2019 (11% increase from 2018)
- 117,659 total sessions in August 2019
- 64,000 new website visitors in August 2019

### Top cities

- Nashville 40,733
- Franklin 14,402
- Brentwood 9,321
- Spring Hill 6,871





# COMPETITIVE EVENTS

## BY THE NUMBERS

- 5,496 total Competitive Events entries

### AGRICULTURE, LIVESTOCK, 4-H & YOUTH

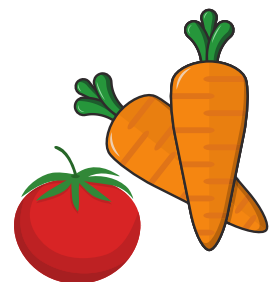
- 424 total Agriculture entries (includes country hams, field crops, farm eggs, honey & bees and horticulture)
- 2,166 total Livestock entries
- 1,419 total 4-H & Youth entries

### CREATIVE, CULINARY & CULTURAL ARTS

- 626 total Creative Arts entries (includes handicrafts, fairy gardens, needlework, quilts, textiles and floriculture)
- 421 total Culinary Arts entries (includes canned goods, breads, cakes, candy, cookies, pies, Kids in the Kitchen and specialty baking contests)
- 314 total Cultural Arts entries (includes fine arts, photography, film and songwriting)

### PAGEANTS & VOCAL COMPETITION

- 70 total Pageant entries
- 56 total Vocal Competition entries





# 4-H LIVESTOCK PROGRAM

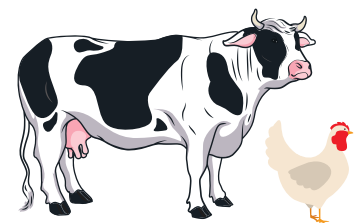
## BY THE NUMBERS

### 2019 4-H LIVESTOCK ENTRIES

- 33 exhibitors showed 80 head of cattle (Heifers, Steers, Prospect Steers)
- 22 exhibitors showed 82 head of goats (Does, Market Goats, Doelings)
- 12 exhibitors showed 45 head of sheep (Market Lambs and Ewes)
- 55 exhibitors showed 275 laying pullets
- 55 Chick Chain participants completed the projects and showed their birds

### 2019 4-H LIVESTOCK EXPO & SALE

- \$146,233 total sales at the 2019 Livestock Expo (best overall sale to date)
- Total raised from 2019 Livestock Expo to support student scholarships: \$141,000
- Top selling steer in 2019: \$5,940
- Top selling Market Lamb in 2019: \$2,352
- Top selling Market Goat in 2019: \$968
- 29 Market Steers, 19 Market Lambs and 32 Market Goats sold at the 2019 4-H Livestock Auction
- 44 exhibitors showed animals in the Livestock Expo & Auction in 2019





# ECONOMIC & COMMUNITY IMPACT

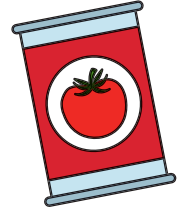
## TOTAL ECONOMIC IMPACT

- 2019 economic impact: \$5,355,474.00
- Cumulative economic impact for the past 15 years: \$68.4 million



## COMMUNITY IMPACT: GRACEWORKS MINISTRIES

- 53,099 lbs. of food (44,249 meals) collected at the Williamson County Fair and donated to GraceWorks Ministries since 2013, valued at \$91,861
- 14,227 lbs. of food (11,856 meals) collected for GraceWorks ministries at the 2019 Williamson County Fair (31% increase from 2018)



## COMMUNITY IMPACT: VOLUNTEERS & INFRASTRUCTURE

- \$211,729 donated to Centennial Band Boosters over 15 years
- \$45,000 donated to Page High Band boosters over 4 years
- \$179,720 of updates and improvements put back into the Williamson County AgExpo Park

## AWARDS & ACCOLADES

- Tennessee Department of Agriculture Merit Award Competition -- *2nd Runner-up "AAA Division"* (2018)
- Tennessee Association of Fairs (TAF) -- *1st Place Brochure and 3rd Place Letterhead* (2018)
- International Association of Fairs & Expositions (IAFE) -- *2nd Place Magazine Ad, Promotional/Advertising Poster, Mobile App, and Competitive Exhibits Awards "Edison Battle Bots and Races"; 3rd Place Website* (2018)