



Marlene Pierson-Jolliffe, CEO

COMMUNITY CAPACITY CONSUMER

The mission of the State Fair of West Virginia is to produce a **quality** fair committed to the traditions of **agriculture, family entertainment, and education**, and to develop **non-fair events that utilize the existing facilities, that create opportunities for growth, and that benefit the community served by the facility.**

*Private 501 – (c) 3 nonprofit corporation
89th annual State Fair will be August 9-17, 2013.*

FAST FACTS

- > 200 ACRE FACILITY
- > 51 structures
- > Attendance averages 200,000
- > Largest Multi-Day Event in the State of West Virginia
- > American Bus Association top 100 events 2011&Southeast Tourism Society Top 20
- > 501 c 3 Nonprofit Corporation
- > Granted State Fair status in 1941 by the WV Legislature
- > 63% of Fairgoers attend the fair annually & core age group is 25-44.
- > 91% of fairgoers would recommend the event to out of town friends and relatives.
- > Families (parents with children) comprise almost 3/4ths of fairgoer groups.
- > Fairgoers can be categorized as primarily West Virginian (80%), Virginian (15%) with a mix of other border states comprising the additional 5%.



• QUALITY

The only way to gauge success is to measure success.

• AGRICULTURE, EDUCATION, FAMILY ENTERTAINMENT

Our State Fair has committed to these core principles as guiding lights for our organization.

• FACILITY DEVELOPMENT

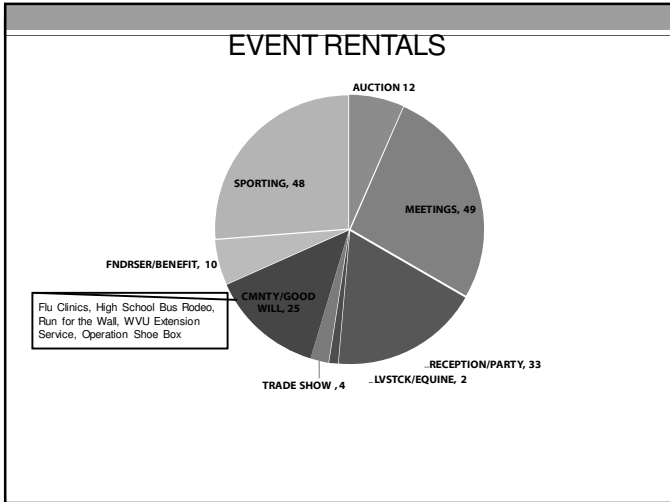
non-fair events that utilize the existing facilities, that create opportunities for growth, and that benefit the community served by the facility. The State Fair of West Virginia is successful because we are using our facility as an economic engine for the community.

ECONOMIC IMPACT

ECONOMIC IMPACT	Greenbrier County	West Virginia
Initial expenditures	\$8.9M	\$9.7M
Spending by non-local attendees	\$7.0M	\$7.0M
Event operations	\$2.0M	\$2.7M
ECONOMIC IMPACT	\$10.9M	\$12.4M
ECONOMIC IMPACT (Industry Output)	\$10.9M	\$12.4M
Food and Beverage	\$6.7M	\$11.0M
Travel	\$2.0M	\$2.0M
EMPLOYMENT SUPPORTED	99	147
TAXES GENERATED	\$1.0M	\$1.0M
Federal	\$0.7M	\$0.7M
State	\$0.3M	\$0.3M
Municipal	\$0.2M	\$0.2M



• *The economic impact of the State Fair of West Virginia is **\$8.9 million** on **Greenbrier County** and **\$9.7 million** for the **State of West Virginia.***



CRITICAL QUESTIONS

COMMUNITY RELEVANCE
 Are we important to our surrounding community, region and state. Activities that support relevance don't always generate revenue!

QUALITY OF LIFE
 Do we improve our community's quality of life? Quality of life is defined as the shared characteristics residents experience in places: (air, water quality, traffic, entertainment, education, recreation, job opportunities, health care, housing, crime) and the subjective evaluations residents make of those conditions. It can be described as the livability of a community.

ARE WE SOLVING CRITICAL SOCIAL PROBLEMS?
 Is positive youth development a critical social issue?
 Is Agriculture Education and promoting a broader knowledge of our food supply a critical social issue?
 Is the celebration of family and community a critical social issue?

YES, WE ARE SOLVING CRITICAL SOCIAL ISSUES.

FUTURE SUCCESS

1. Consumer Focused – know everything you can about the consumer who purchases your product and deliver what that consumer wants.
2. A "for profit" business approach to running a mission based nonprofit with an unwavering commitment to the mission.
3. A governance model that is respected and provides for accountability
4. Capacity building on a local, state and comm level.

WVU Extension Service