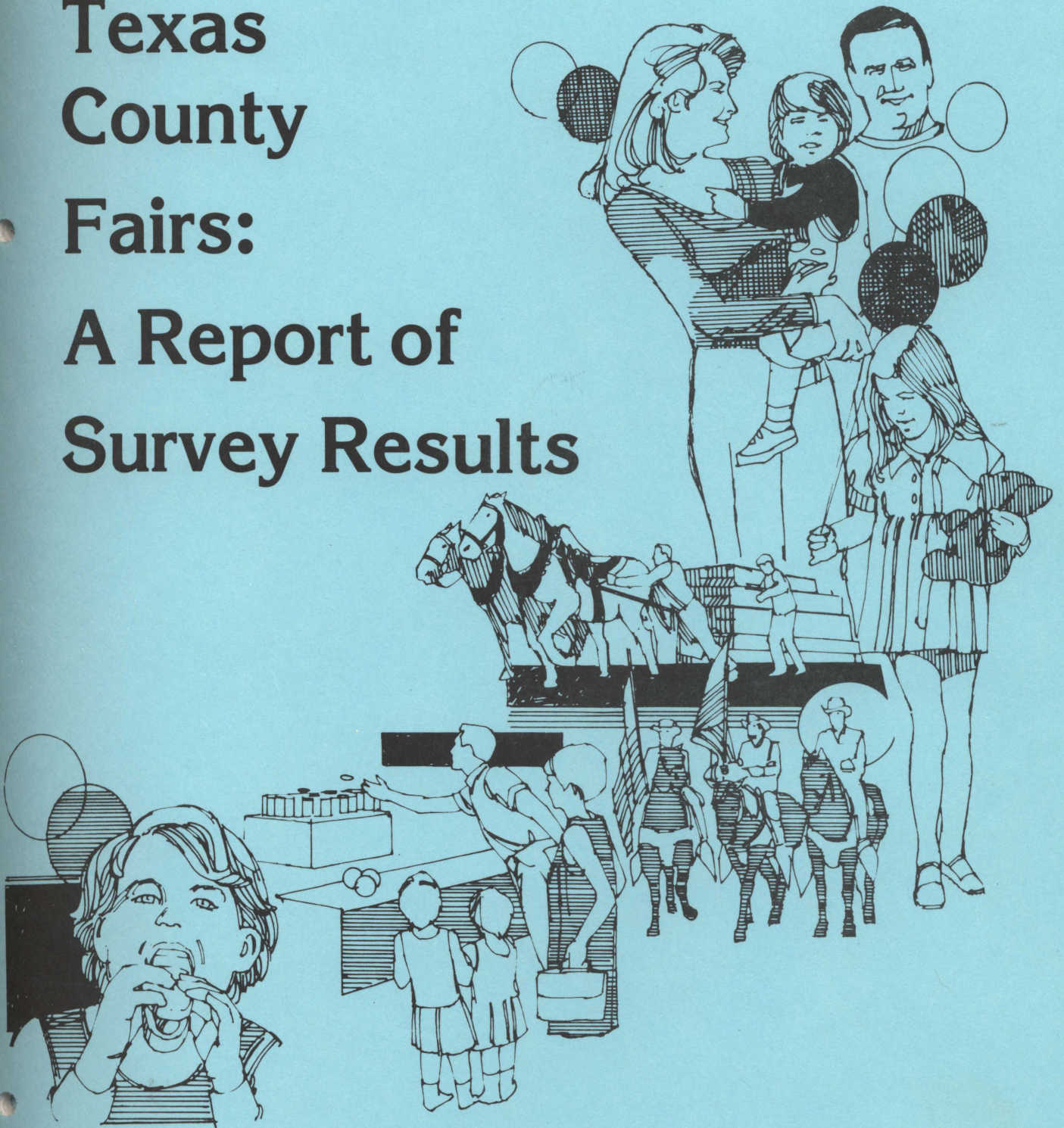


# Texas County Fairs: A Report of Survey Results



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TEXAS COUNTY FAIRS:  
 A REPORT OF SURVEY RESULTS

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## INTRODUCTION

"What makes a successful county fair?" "How can our fair be made better?" "Why does one county have a fair whereas a neighboring county does not?" Fair operators, county Extension agents and community leaders have expressed a growing interest in these and other fair-related issues. This interest and concern for the future of county fairs gave rise to the need for a survey of these Texas events. County fairs play an important role in the affairs of local communities. Benefits to communities include:

- \* Fostering an increased awareness and camaraderie among members of the local agricultural community,
- \* Promoting agricultural values among youth groups,
- \* Enhancing regional and community identity,
- \* Preserving and strengthening cultural traditions,
- \* Providing wholesome recreational opportunities for area residents,
- \* Generating local revenues vis-a-vis in-state tourism.

The contribution county fairs have made to reaching these goals is demonstrated by their longevity and continued community support. In a 1974 study of special events in Texas, Curtis Shirer concluded that many county fairs have positive social and economic impact on the communities. The number of county fairs doubled between 1960 and 1973. Despite the success of some and their numerical growth in general, many have languished and some have ceased to exist. Questions regarding fair success or the lack thereof have emerged as managers experience varying levels of success. The need for fair management information evolved from the lack of data to respond to these questions.

The objective of this survey was to collect data that would:

- \* identify managerial issues facing those charged with conducting county fairs in Texas;
- \* provide baseline data concerning the operation, finance, management and planning of fairs.

With this information, materials can be prepared to assist those involved with the operation of county fairs in Texas.

A review of literature and research revealed little specifically written about county fairs. More has been written concerning festivals and special events, and some of this information applies to county fair operation. For example, Shirer concludes from his research that, "the major problems in initiating and operating special events arise from lack of planning and forethought," (1974:93). Such findings underscore the need to provide training and management information for those conducting fairs.

Another survey was conducted under the auspices of the International Association of Fairs and Expositions (IAFE). However, the statewide population surveyed in the Texas county fairs study was different from the nationwide IAFE membership survey. The IAFE survey represented much larger fairs than are typically found in Texas counties. In its sample, 17% of the fairs responding reported attendance levels under 50,000, whereas in the Texas county fair sample, 93% had fewer than 50,000 visitors. The mean attendance for the nationwide survey was twelve times greater than that for this survey. A similar difference was reported in mean fair revenues for the two groups.

Even though dissimilarities of the two sample populations precludes extensive comparisons between the groups, some of the national survey findings can be referenced and discussed. The purposes of the IAFE study were quite similar to those of the Texas study to collect fair descriptive data, to identify problem areas and to provide an evaluation tool for fair managers.

#### METHODOLOGY

An official list of county fair representatives to receive the survey was developed through assistance from the Texas Association of Fairs and Expositions (TAFE) and county administrators of the Texas Agricultural Extension Service (TAEX). TAFE endorsed the study from its beginning by including a letter signed by the president to accompany the survey instrument.

The beginning list was provided by TAFE. TAEX county administrators were then contacted to supplement the list with the name of their county fair and the appropriate contact person to receive the survey. A total of 131 "county fairs" were identified through this process. Fifty-seven reported no county fairs, and an additional 66 counties did not respond. A total of 197 surveys was mailed August 2, 1982. On September 1, a second

mailing was made to the 109 nonrespondents to the first mailing. Follow-up telephone calls were made to counties known to have county fairs but did not respond to the second mailing. A total of 106 surveys was returned. Eight were not usable for analysis.

It is important to note that the purpose of this study was not to define county fairs. Nevertheless, some of the eight surveys were eliminated because they were judged to represent regional or state events instead of county fairs. This was purely arbitrary and would not have affected results appreciably since data is reported by attendance categories.

Also, there may be some counties not included due to non-response or other reasons. Even with this possibility, it is estimated that these results reflect a response rate of 70 to 80 percent of counties with county fairs.

## FINDINGS

### Time, Duration and Attendance

Most county fairs in Texas are either conducted in midwinter (January) through early spring (March) or in the fall of each year (mid-September -- mid-November) (Figure 1, pg. 4). Few fairs are conducted in the hot summer months (May, June, July, August), and the winter/holiday season is also particularly devoid of fairs. However, the bimodal pattern of fair operation is somewhat skewed towards a greater frequency in the fall months (54.5%) compared with the winter/spring season (34.3%).

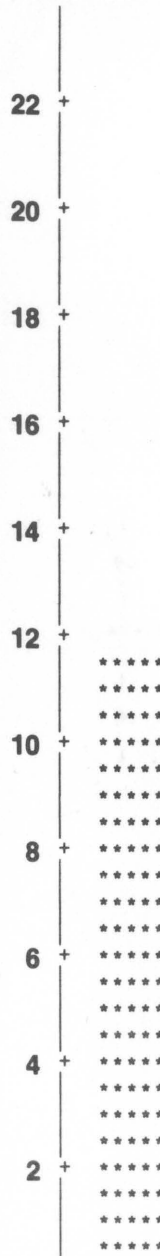
The mean duration of the fairs surveyed was 3.6 days, and 66% of those responding lasted three days or less. Only 7% of fairs were conducted for a single day whereas 6% lasted for over a week. Twelve days was the maximum length reported. There was no apparent correlation between season and length of fair as long- and short-term fairs were found in both spring and fall seasons, as were fairs with large and small attendance levels.

There is a great variety in the size of county fairs in this state. The reported attendance varied from 200 at the Cochran County Fair (West Texas on the New Mexico border) to 210,348 at the West Texas Fair. Although the mean attendance was almost 21,000, this figure was inflated by a few large fairs such as the West Texas Fair. The median value of 3,350 is therefore a more appropriate measure and clearly shows the predominance of small sized county fairs.

When the data were sorted by attendance levels, six size groupings emerged (Table 1).

# Figure 1 Percentage Of County Fairs By Month

Percentage



1                      2                      3                      4                      5                      6                      7                      8                      9                      10                      11

Month Fair Is Held

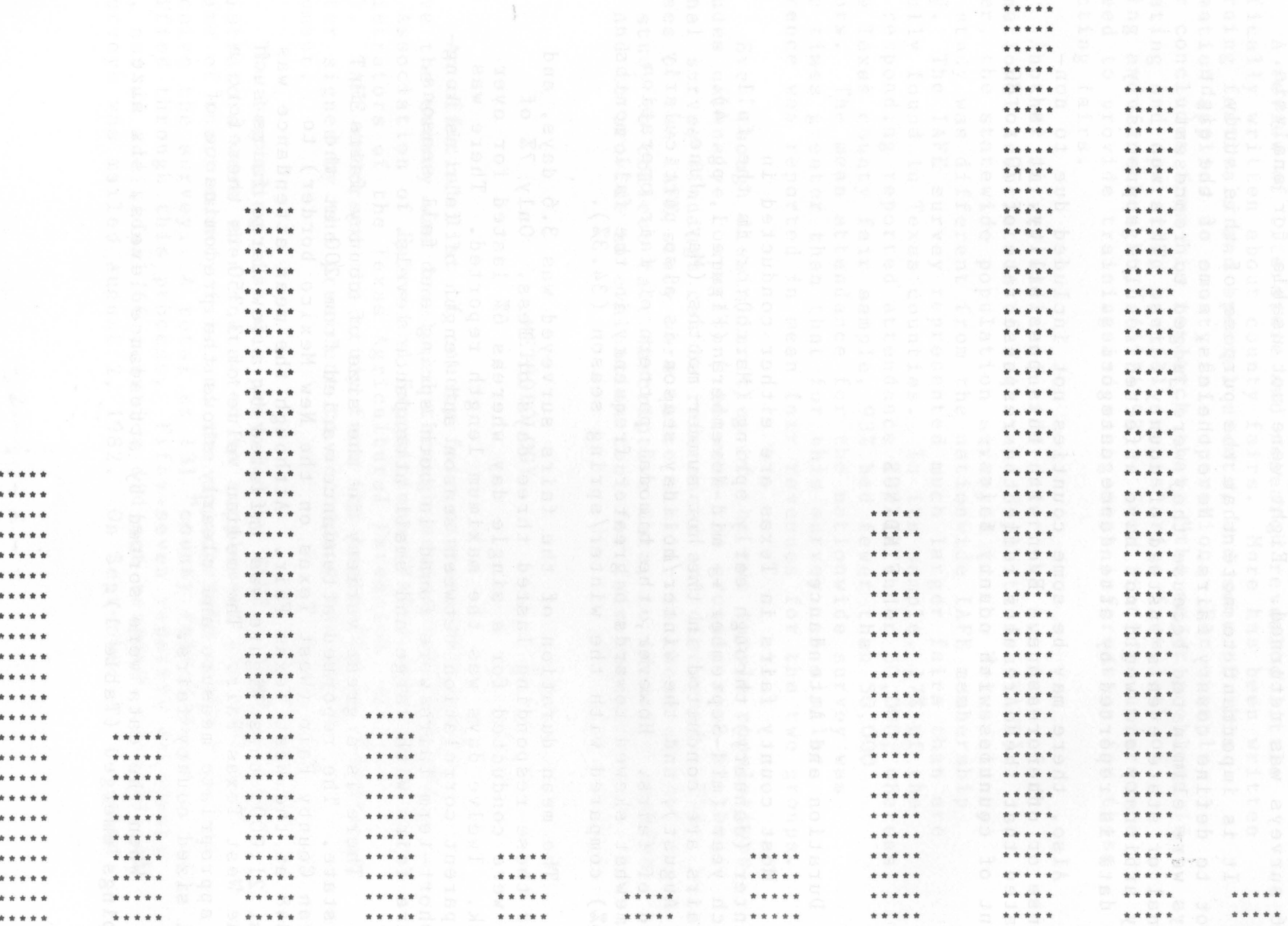




Table 1

1982 TEXAS COUNTY FAIR ATTENDANCE

Number of Attendees	Number of Fairs Reporting (n=98)	% of Total
1,000 and under	28	28.6
1,001 - 4,999	24	24.5
5,000 - 9,999	12	12.2
10,000 - 25,000	16	16.3
25,001 - 100,000	12	12.2
Over 100,00	6	6.1

Although it is difficult to make generalities, an inspection of Figure 2 (pg.6) appears to indicate that the larger fairs are predominantly found in the more populous coastal counties. This region also has the highest number of counties that reported having a county fair. It should be recognized that the scarcity of fairs in the panhandle region is probably due to its sparse population and Lubbock's Panhandle Fair's draw from those counties. Its drawing power from neighboring counties in the region was supported by the fair's report that 40% of visitors were not from Lubbock County.

The catchment area, or region from which a fair draws participants, increases with the size of the event. However, most county fairs (84%) reported drawing more than three quarters of their visitors from their own county. The data supports the notion that local fairs are primarily managed and attended by county residents. This may or may not be the desire of local organizers and planners.

County Fair Growth

The increase or decline of attendance levels is a useful barometer of a fair's success. To be valid as a measure it is important to collect this baseline data from which to make future comparisons. Fair representatives were asked whether

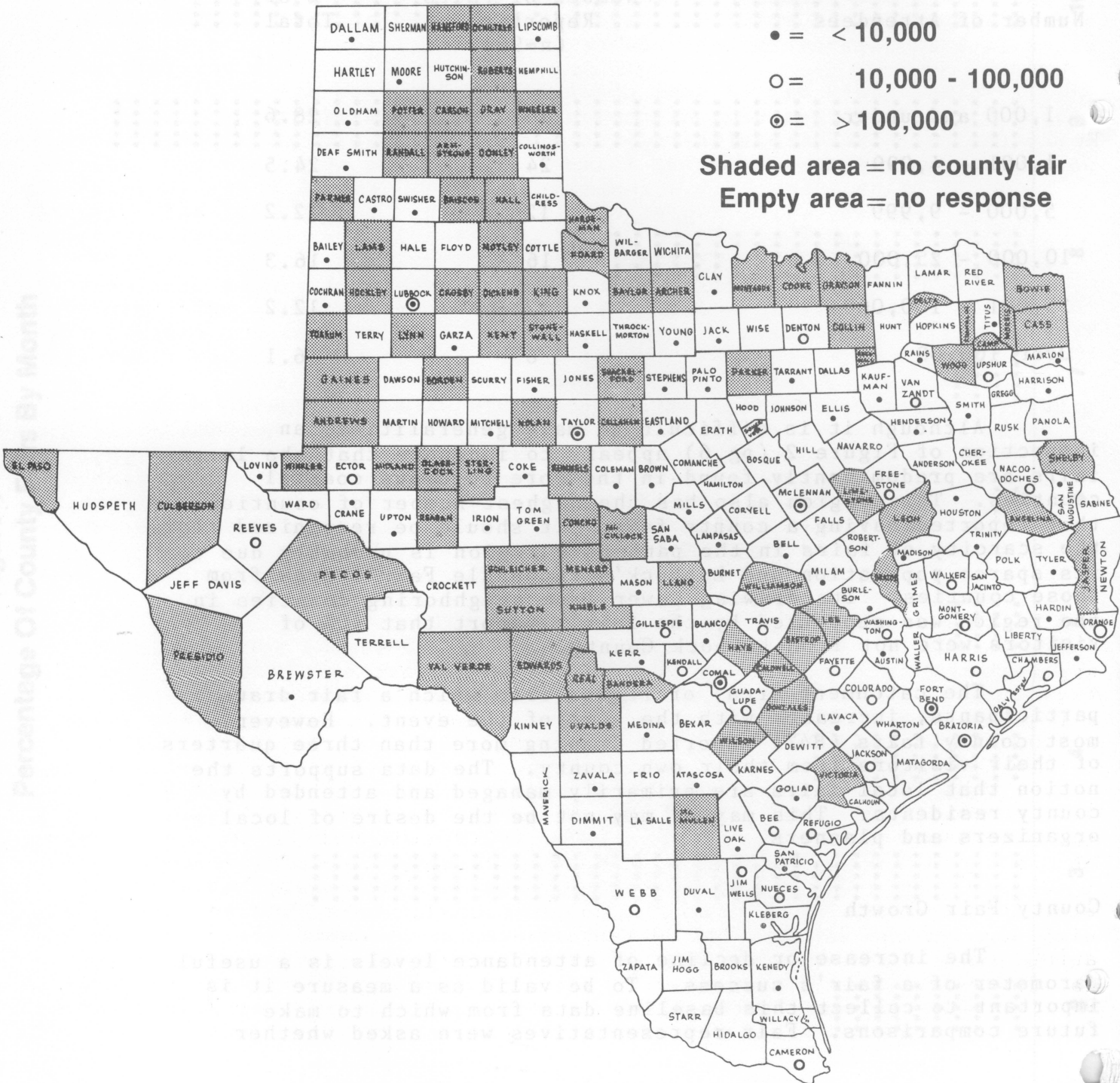
Figure 2

Size and Distribution of County Fairs in Texas in 1981

Fair Attendance

- = < 10,000
- = 10,000 - 100,000
- ⊙ = > 100,000

Shaded area = no county fair  
 Empty area = no response



attendance increased, remained the same or decreased from 1980 to 1981 and 1981 to 1982. The following table shows attendance trends for 1980-1981 and 1981-1982.

Table 2

TRENDS IN COUNTY FAIR GROWTH

Attendance Trends	Numbers of Fairs Reporting	% of Total
From - To		
1980-1981		
Increase	66	65
Remains the Same	33	32
Decrease	3	3
-----		
From - To		
1981-1982		
Increase	70	68
Remain the Same	28	27
Decrease	5	5

For the last two years, over two-thirds of the counties responding had or expected increased attendance. Only a small number had or anticipated a decline in participation. Because the number of fairs with declining attendance levels is so small, it is difficult to suggest an explanation based on the data collected. However, those with declining attendance do appear to be either very small or very large fairs. In this regard, the operators of smaller fairs may see this phenomenon as a threatening condition while larger events may view it merely as a temporary occurrence produced by general economic conditions or inclement weather.

Smaller fairs, under 5,000 attendees, are more likely not to be growing in size than the larger fairs (Table 3). One half of the under 1,000 group reported no growth, and one-third of the 1,001-5,000 group also indicated stagnant attendance. As fair size increases, the proportion of no-growth attendance decreases, with none in the 25,000-100,000 range reporting stagnant attendance. The exception to this trend is for the group of largest fairs where two of the six reporting indicated stable visitation.

Table 3

COMPARISONS OF FAIR SIZE AND STAGNANT ATTENDANCE TREND

	All Fairs		Fairs with Stagnant (1980-81) Attendance	
	(N)	(%)	(N)	(%)
1,000 and under	28	28.6	14	50
1,001 - 4,999	24	24.5	8	33
5,000 - 9,999	12	12.2	3	25
10,000 - 25,000	16	16.3	4	25
25,001 - 100,000	12	12.0	0	0
over 100,000	6	6.0	2	33

The trends in revenue collection (Table 4) are quite similar to attendance levels with roughly two-thirds of those responding indicating a profit being made at the fair. The data collected suggests that smaller fairs are more likely to operate at a loss than are large ones. Open-ended survey responses indicate that losses for small fairs may not significantly effect their operation due to the inappreciable sums of money involved. Such shortfalls may often be recouped by contributions or loans after the fair has concluded.

Table 4

REVENUE COLLECTION TRENDS

	Number of Fairs Reporting	% of Total
1979-1980 Made a Profit	70	69
Broke Even	21	21
Had a Loss	10	10

1980-1981	Made a Profit	61	63
	Broke Even	26	27
	Had a Loss	10	10

#### Revenue Generation

Although county fairs are not profit-motivated per se, they often resemble private sector enterprises. Nevertheless, generating revenues is very important to solve cash flow problems in fair operations and may frequently be relied upon as a source of funds to amortize capital debts and fund start-up costs for the upcoming year. The importance of fair-generated revenues for physical improvements is shown in Table 5.

Table 5

#### SOURCES OF FUNDS FOR PHYSICAL IMPROVEMENTS

		Number of Fairs Reporting	% of Total
1) Revenues From Fair	Yes	(31)	51
	No	(30)	49
2) Donations	Yes	(24)	41
	No	(59)	59
3) Loans	Yes	(23)	37
	No	(62)	63
4) Governmental General Revenue	Yes	(17)	27
	No	(64)	73
5) Revenues for Non- Fair Use	Yes	(12)	20
	No	(60)	80
6) General Obligation Bonds	Yes	( 1)	2
	No	(59)	98
7) Revenue Bonds	Yes	( 1)	2
	No	(58)	98

Respondents indicated that fair revenues were the most frequently relied upon source of funds for physical improvements.

Although there are no previous data to indicate trends, it might be suspected that the relatively small contributions now

made by local governments (Table 6) will probably not significantly increase in the future. Given the current economic outlook for local governments, one might expect financial support to continue to recede further as it has for the other municipal services (Howard & Crompton 1980).

If fairgrounds are going to expand with growing populations, and have well-maintained and modernized facilities to meet the rising expectations of visitors, clearly many such improvements will be made from income generated by the fair. As revenues become more important, operators increasingly need to know about techniques to raise money. Table 6 shows the most frequently reported sources of fair revenues. Over three-quarters of the respondents had food and drink concessions, two-thirds rented exhibit space and over half generated revenues from the operation of a midway and nonfood concessions.

Table 6

SOURCES OF FAIR REVENUES  
PERCENTAGE OF YES RESPONSES

	% Responding
1) Food and Drink Concessions	77
2) Exhibit Space Rental	65
3) Midway	54
4) Novelty and Craft Concessions	51
5) Feature Entertainment	43
6) Adult Admission Fee	37
7) Child Admission Fee	34
8) Parking Fee	10
# % add to more than 100 due to multiple responses	

The use of admission fees (gate and parking) were not heavily relied upon by Texas county fairs, with only 37% of the respondents indicating that an adult admission fee was charged. One in ten fairs charged for parking. These data are quite different from IAFE study which reported that only, "a few of the smaller fairs had no admission fee," and only one-third of that survey's respondents reported having no parking fee (IAFE 1981).

When the Texas county data was compared by fair size and fees charged, the findings began to approximate the IAFE data which indicated that larger fairs are more likely to charge and have higher fees. That is, the larger the fair the greater use of admission fees.

For those Texas county fairs that had an adult admission fee, the mean charge was slightly under \$2.00. Over 40% of the fairs that had a fee policy charged adults a dollar or less.

A number of differences between most frequently used revenue sources and most important revenue sources may be seen by comparing Tables 6 and 7. Concessions are an important fair revenue source and are virtually equal to the midways and carnivals. Booth or exhibit rental space is shown to be frequently used, but is not as important a revenue source as carnivals, concessions or admissions.

Table 7

MOST IMPORTANT SOURCES OF PROFIT (OF 23)

	Weighted Value
1) Carnival/Midway	(87)
2) Food/Beverage Concession	(86)
3) Tickets/Gate	(62)
4) Booth Rental	(49)
5) Catalog Ad Sales	(31)

The tickets/gate revenue category indicates that those fairs which charge admission must rely on this revenue source for their success. A similar phenomenon occurred for catalog ad sales which were not frequently used but have been shown, through ranking procedures, to be an important revenue source for the fairs using it.

Distribution of Free Fair Admission (Passes)

The distribution of free admission passes has been of growing concern to some fair operators who view this tradition as practice that has continually grown and may siphon off needed revenues. Table 8 shows how those surveyed responded to the question of "are passes given out?"

Table 8

NUMBER OF FAIRS GIVING FREE PASSES

	Number of Fairs Reporting
1) Yes	46
2) No	6
3) No Fees Charged	52
4) No Answer	2

Half of those responding indicated that their fair does not have fees or charges for which passes could be given. Of those changing entrance fees, 88% give some form of free admissions. The largest single groups receiving passes are judges (20%), followed by elected officials (12%), and exhibitors with 11%. Of the twenty-six pass categories identified, four generic recipient groups emerge:

- 1) Volunteers, i.e. judges, committee personnel and fair workers;
- 2) Paid personnel and paying exhibitors/concessionnaires;
- 3) Others contributing to the fair's success, i.e. elected officials, association members, special guests and donors,
- 4) Groups who are perceived to have a financial need, i.e. youths and senior citizens.

Group 1, volunteers, had the highest frequency of receiving passes (49), followed by paid personnel (34), other contributors (28), and the needy (13).

Insurance Coverage

As the cost of liability and other insurance premiums rises and Americans become more lawsuit conscious, the need for county fair operations to assess the limits of their insurance coverage increases. Despite the growing awareness of such needs only 63% (n=65) of those surveyed reported that they subscribed to any insurance coverage for their fair and 37% (n=35) reported having no insurance. For those fairs that carry insurance



Table 9 indicates the type of insurance and percentage that subscribed. Percentages do not total 100 due to multiple responses.

Table 9

FAIRS WITH INSURANCE COVERAGE  
TYPES, FREQUENCIES AND PERCENTS (n=65)

Type of Insurance		% of Total
1) Liability	(n=60)	92
2) Fire	(n=28)	43
3) Special Events	(n=14)	22
4) Workman's Compensation	(n=10)	15
5) Vehicle	(n= 8)	12
6) Rain	(n= 2)	2
7) Other	(n= 9)	14

Volunteers and Staffing Levels

Only 22% of those fairs surveyed had full-time staff, and over half of the 22% had only one or two staff members. One fair reported seven full-time employees, the greatest number reported.

Part-time staff levels are also quite low, reflecting the small size of most Texas county fairs.

The situation for volunteers was quite different however; all fairs indicated using volunteers. The median number of volunteers was 46, and the range varied from 4 to 1,000. These data clearly show the important contribution made by volunteer help in conducting county fairs. As will be shown, managers have begun to recognize the need to better manage volunteer labor. Although such an awareness is present, only one fair reported having a committee specifically dealing with volunteer management.

Marketing and Promotion

Few fairs report the use of systematic mechanisms to collect feedback from those attending the fair. Only 14% (n=14) of those responding indicated that they surveyed or conducted

interviews with fair visitors, and a scant 6% said they attempted to test the effectiveness of their advertising/promotion. Those fairs that did assess the opinions of attendees were most likely to fall into the 25,000-100,000 range of total attendance, although some very small fairs did report using such marketing procedures. Although the number of respondents in this group was low (n=14), there appears to be no relationship between surveying participants and the length of the fair, the promotional techniques used or the length of planning horizons. No fairs in this group reported a loss of revenue from the last year's fair.

The county fairs surveyed relied predominantly on traditional means of promotion. Only one fair indicated that no promotion was used. Table 10 indicates the percentages in decreasing order of six promotional techniques.

Table 10

PERCENTAGE OF FAIRS USING SELECTED PROMOTIONAL TECHNIQUES (N=104)

Method	(N)	% Using
1) Newspaper	(103)	99
2) Radio	( 95)	91
3) Posters	( 62)	60
4) Brochures	( 49)	47
5) Television	( 41)	39
6) Billboard	( 25)	24

The open-ended question "other promotional methods used" elicited twenty-four different responses, none of which showed widespread use. The five most frequently reported "other techniques" in decreasing order are 1) personal contact (n=6), 2) street banners (n=6), 3) agricultural newsletters (n=5), 4) personal letter (n=5), and 5) fair catalog (n=4).

Newspapers and radio were the most frequently used promotional methods and were felt to be the most important by fair managers although such opinions are subjective, as was pointed out above. As might be predicted, the television medium was most prevalently used for larger fairs.

## Other Uses of Fairgrounds

Multiple use of public or nonprofit facilities has long been recognized as an effective means to receive an optimal level of benefits from one capital expenditure. Fairgrounds are no exception to this management policy and often serve as activity hubs in smaller rural communities. The following table shows the eight most frequent "other" uses of Texas county fairgrounds.

Table 11

### OTHER USES OF FAIRGROUNDS

Activity	Number
1) Stock Shows	40
2) Community/Civic Activities	38
3) Rodeo	28
4) Dances and Concerts	21
5) Stock Sales	16
6) Family Reunions & Private Parties	15
7) Too Many To List	11
8) 4H	9

Over two-thirds of those responding said that other uses of the fairgrounds took place over at least six months of the year. Uses were predominantly agriculturally oriented, but private parties, dances and other community activities were frequently held at the fairgrounds. Such varied use shows how important these facilities can be to community residents, in addition to serving as the site for the annual fair.

### Innovations in Fair Management

In answer to the question of what innovative things fair managers were doing or considering doing to improve the operation of the fair, sixty-one different responses were given. Most responses related to new program(s) that might be used to attract a wider group of participants or to implement new promotional schemes. Some innovations were being done to improve the

facility or its management, but programming and promotion were most frequently cited.

Examples of innovative programs that were cited are: big name entertainment, pet shows, queen contests, motorcycle stunts, old car displays, lumber jack festivals, etc. Examples of promotional innovations include: giving away free passes, selling sponsorships, providing incentives for special population groups, selling advanced tickets and advertising more.

One significant innovation that has been reported which is both managerial and programatic, is to include more young people on the fair board. This technique might be expanded to include other groups that are not now being fully served.

#### Agency Responsible for Planning and Conducting County Fair

Over three-quarters of the survey respondents questioned indicated that a fair association was the organization responsible for planning and conducting county fairs. Table 12 shows that chambers of commerce were the next most frequently responsible for fair planning, then the Extension service, livestock associations, multiple agencies and other organizations, such as historical societies.

Table 12

#### PERCENT OF AGENCIES THAT PLAN AND CONDUCT COUNTY FAIRS (N=99)

	Number of Fairs Reporting	% of Total
1) Fair Association	70	70
2) Chamber of Commerce	11	11
3) Extension Service	3	3
4) Livestock Association	3	3
5) Multiple Agencies	5	5
6) Other	7	7

Because sound planning is so important to the success of a fair, it is important to know the time frame of the planning horizon, the planning techniques used and who participates in the process.

Reported planning periods for Texas county fairs had a wide range, from 1 month to 24 months with an average or mean of .5 months. As might have been predicted, fairs with short planning horizons tended to be smaller in size. However, many of the small fairs did have long-term (9-month or longer) planning cycles. Those fairs which were conducted for longer periods of time (a week or longer) had planning horizons of nine months or greater.

#### Agency Owning Fairgrounds

That data shown in Table 13 indicates that those organizations which own the grounds and buildings where county fairs are held are most likely not to be the same organizations that plan and conduct the fair. Whereas 76% of county fairs are conducted by fair associations, only 18% of fair associations own the fairgrounds. For over one-quarter of fairs responding, the facilities were owned by multiple organizations other than the fair association.

Table 13

#### OWNERSHIP OF FAIRGROUNDS

	Number of Fairs Reporting	% of Total
1. County	41	38.7
2. City	11	10.4
3. City and County	12	11.3
4. Fair Association	19	17.9
5. Nonprofit Organization	6	5.7
6. Other and Multiple	17	16.0

#### County Fair Problems

One means to assess fair management for both planning and operations is to examine the problems associated with running a fair. Respondents were asked to list and rank by order of importance up to five problems encountered in conducting their county fairs. Sixty-nine different answers were given to this open-ended question.

To determine the relative importance of each problem those being listed as the most severe were given a value of 5; those second most important a value of 4 and so on down to the fifth most important receiving a value of 1. Table 14 shows the 15 most important problems based upon summed weighted values of each problem listed by all respondents.

Table 14

TOP PROBLEMS [of 69] WEIGHTED BY RANK

	Weighted Value
1) Funding	( 113)
2) Managing Volunteer Program	( 93)
3) Limited Facilities	( 67)
4) Parking	( 64)
5) Management/Leadership	( 52)
6) Citizen Support	( 52)
7) Weather	( 48)
8) Facilities	( 45)
9) Maintenance	( 40)
10) Public Support	( 31)
11) Traffic Flow	( 30)
12) Cooperation from City & County	( 27)
13) Maintaining Strong Committees	( 26)
14) Publicity	( 25)
15) Funding New Facilities	( 20)

The data clearly shows that generating fair revenues and managing volunteer help, so necessary for most fairs, were the dominant problems. If number six, "citizen support," and number ten, "public support" are combined, the importance of community

involvement may be seen to have great weight. The top three difficulties represent what economists refer to as factors of production; these are, land (#3 facilities) labor (#2 volunteers) and money (#1 capital).

Although the first and last problems listed are related, funding of new facilities was singled out because some respondents specifically referred to financing capital improvements.

Due to a similarity within groups among the 69 specific problem areas, the groups were further evaluated by content and then categorized and reduced into six general problem or subject areas: 1) operational skills, 2) physical facilities, 3) clientele groups, 4) financing, 5) programming and 6) miscellaneous. Table 15 shows the summed weighted totals for each group. This was obtained by adding the 69 individual weighted problem values obtained earlier.

Although funding was previously shown to be the single most important difficulty, problems related to operational skills, as a group, were the most significant problems (Table 15).

Table 15

SUMMED RANKING WEIGHTS FOR PROBLEM GROUPS

Problem Group	Weighted Value
1) Operational Skills	312
2) Physical Facilities	229
3) Public Relations	177
4) Financial	164
5) Programming	114
6) Miscellaneous	67

The problem group "operational skills" is defined as skills needed to plan and conduct a fair. Examples include volunteer management work with committees, securing and dealing with vendors, contractors and other factors of operation. Problems with physical facilities include insufficient space and a lack of parking, whereas public relations group problems are characterized by a lack of community recognition and support. Problems which are explicitly monetary are labeled financial. Those concerning the scheduling and planning of events are labeled programming. The miscellaneous group includes problems

largely beyond the control of the fair operator, such as inclement weather.

Constraints on successful fair management were compared with other fair characteristics. For example, did those with high physical problem scores have a decrease in attendance or have short planning horizons? Similar comparisons were made with attendance, profit levels and planning times. Contingency tables were developed to control for other variables and Chi Square statistical tests were conducted to determine the probabilities of the data patterns occurring by chance.

As a group, fair operators who indicated that physical problems (facilities) are important (defined as a weighted score of 4 or above) had a greater percentage of fairs with declining attendance levels than did the groups who did not have physical development problems (probability level of .027). Therefore, fairs with facility constraints are more likely to experience declining attendance levels.

Table 16

COMPARISON OF PHYSICAL PROBLEMS TO 1982 ATTENDANCE TRENDS

	1982 Attendance Trends			Total
	Increased	Remained the Same	Decreased	
Physical Problems Are Important	27 (Freq) 61.36 (Row %) 38.57 (Col %)	12 27.27 42.86	5 11.36 100.00	44 42.70%
Physical Problems Are Not Important	43 72.88 61.43	16 27.12 57.14	0 00.00 00.00	59 57.30%
TOTAL	70 67.96%	28 27.18%	5 4.85%	103 100.00%

Significant at the .03 level

A weak relationship between fairground ownership and the



importance of facility problems also emerged. Fairs having the greatest problem with inadequate facilities had a greater incidence of "other" or multiple agencies owning the fairgrounds. Those who did not have facility problems reported a higher percentage of fair association or self-ownership of the grounds. This suggests that it may be advantageous to limit fragmented decision making in fair management, especially with regard to planning, financing and ownership of capital facilities.

Programming refers to the selection and staging of activities that will comprise the fair's offering to clientele. Fair operators who viewed programming as an important problem tended not to lose money on their last fair, whereas those reporting that programming considerations were not important were more likely to report a loss (Table 17). These findings held true for different sized fairs and even for those with short or long planning horizons. The former group which was more reticent of the importance of good event programming was also less likely to have stagnant or declining attendance levels (Table 18). This indicates that programming, e.g. updating or adding new events to satisfy the expectation of clientele desires, is of great importance if the fair is to grow and prosper. These findings indicate that there may be a relationship between the need to continually provide a relevant mix of activities or programs and the fair's success (as measured by attendance and revenues).

Table 17

COMPARISON OF PROGRAMMING PROBLEMS TO 1981 PROFITS

	Made a Profit	Broke Even	Lost Money	Total
Programming Problems Are Important	22 (Freq) 91.78 (Row %) 31.43 (Col %)	2 8.33 9.52	0 0.00 0.00	24 23.76%
Programming Problems Are Not Important	48 62.34 68.57	19 24.68 90.48	10 12.99 100.00	77 76.24%
TOTAL	70 69.31%	21 20.79%	10 9.90%	101 100.00%

Significant at the .02 level

Table 18

COMPARISON OF PROGRAMMING PROBLEMS TO 1982 ATTENDANCE TRENDS

	1982 Attendance Trends			
	Increased	Remained The Same	Decreased	Total
Programming Problems Are Important	20 (Freq)	2	2	24
	83.33 (Row %)	8.33	8.33	23.30%
	28.57 (Col %)	7.14	40.00	
Programming Problems Are Not Important	50	26	3	79
	63.29	32.91	3.80	76.70%
	71.43	92.86	60.00	
<b>TOTAL</b>	<b>70</b>	<b>28</b>	<b>5</b>	<b>103</b>
	67.96%	27.18%	4.85%	100.00%

Significant at the .05 level.

Poor cooperation between community leaders and fair operators was found to have some relationship to lack of fair growth. This was concluded from the significant differences that were found between those reporting a high or low importance of problems dealing with clientele groups. Fair operators who identified community relation problems as important reported a much higher incidence of stagnant attendance levels and also had less of a rate of attendance growth than did those not having or not identifying such problems as important.

Table 19

1982 Attendance Trends

	Increased	Remained The Same	Decreased	Total
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Clientele	15 (Freq)	14	1	30
Problems Are	50.00 (Row %)	46.67	3.33	29.13%
Important	21.43 (Col %)	50.00	20.00	

Clientele	55	14	4	73
Problems	75.34	19.18	5.48	70.87%
Are Not	78.57	50.00	80.00	
Important				

TOTAL	70	28	5	103
	67.96%	27.18%	4.85%	100.00%

Significant at the .02 level.

Table 20

COMPARISON OF COMMUNITY RELATIONS PROBLEMS TO PLANNING TIME

	Planning Time		Total
	Short	Long	
Clientele	20 (Freq)	11	31
Problems Are	64.52 (Row %)	35.48	29.25%
Important	38.46 (Col %)	20.37	
Clientele	32	43	75
Problems	42.67	57.33	70.75%
Are Not	61.54	79.63	
Important			
TOTAL	52	54	106
	49.06%	50.94%	100.00%

Significant at the .04 level.

## CONCLUSIONS

County fairs continue to be important events in many small and large Texas communities. While the median attendance for these events is 3,350, many have grown to large regional attractions. The larger fairs are predominantly found in eastern and coastal counties which have also experienced the state's largest population growth. Although few of these events expect a decrease in future attendance, the smaller fairs (less than 5000 attendance) reported a higher tendency for a leveling in attendance or no growth. The findings of this study may be useful in helping increase fair attendance and revenues. These may not be the real objectives of the fair, but respondents affirm their importance in contributing to continued fair production.

Organizers reported fair revenues as the most important financial resource for making site and facility improvements. When respondents were asked about financial problems, funding concerns emerged frequently. These concerns included start-up and pre-fair costs in addition to capital improvements. Those surveyed frequently report that the most profitable revenue sources for fairs are midways and food and beverage concessions, respectively.

For the few fairs using them, gate admissions and catalog sales were the most profitable revenue generators. The income producing potential of these methods may provide impetus for other fairs to tap various new revenue sources. For example, catalog sales can generate needed pre-fair revenues. Gate admissions were the most widely used and important revenue source in the national study referred to earlier. Despite the conventional wisdom expressed by survey respondents that people will not pay a gate admission, research and practice has proven otherwise. People are willing to pay entrance fees for quality events. It is important, however, to develop a total pricing and revenue control strategy to minimize problems and cash leakage.

Gate admissions may not always be physically or economically feasible. They require site access control and the cost of temporary or permanent fencing may be beyond the revenues that could be generated. Many operators of special events which are staged once per year do find such techniques economical as a long-term investment. Additional benefits, such as security and crowd control, may accrue to the fair manager when fencing is installed.

Unlike other special events, fairs often have grounds which can be used for other activities during the year.

Therefore, capital improvements and the use of valuable land for fairgrounds can be more easily justified when spread across a number of uses throughout the year. Even with other activities to support fairground facilities and services, annual events require other human and community resources to succeed.

Organizers reported that for the average 3 or 4 day event, 8 to 12 months of planning were required. Only 22% of the fairs had full-time staff, and all were heavily dependent on volunteer labor. Despite the heavy dependence on volunteer labor, only one fair had a committee to manage this valuable labor source. The importance of volunteer management was underscored by the majority of survey respondents who ranked this aspect of fair operation as their top management problem.

Sustaining a viable 8 to 12 month volunteer planning effort year after year is a demanding task and requires considerable commitment by leadership and volunteers alike. In smaller communities, the cadre of leaders and volunteers is more vulnerable to the stress and fatigue brought about by perennial involvement in fair planning and management. This may be the reason smaller fairs tended toward declining or no growth in attendance.

Those fairs reporting declining and stagnant attendance were also more likely to have physical facility and public or community relation problems, respectively. Reconciling problems brought about by an apparent "lack of cooperation" by the community may signal the need to introduce programming and other strategies to increase the fair's appeal to a broader spectrum of the community. Although most fair operators report that their appeal is primarily to county residents, they may need to consider a larger market or catchment area to strengthen the support base for the event. In addition, there was some evidence that those fairs considering programming a major concern were more likely to make money.

Increasing the appeal of fairs to new markets can have implications beyond the production of the event itself. Informing community audiences of the availability of fairground facilities and of a commitment by the controlling agency to encourage other uses of the site can generate new support groups for needed capital improvements. Centralizing ownership may enhance the prospect of facility and site improvements. More fairs reporting fragmented ownership had physical facility problems.

Although the fair association was the most frequently used organization for fair planning and production, cities and counties were the most common entities owning the land. Public ownership of the grounds provides additional support for an increased multiple community use of the facilities. In this

regard, many fair respondents reported year-round use of their grounds by a wide variety of public and private groups.

Broadening the base of support for fair and fairground management requires communication with new potential clientele and target markets. The inclusion of a youth representative on the fair association board was one idea shared by a survey respondent. Other identified community groups may also be involved in the programming phase as a means of soliciting their support and involvement. These groups and community leaders are often in a better position to suggest programming alternatives that appeal to the segment of the population they represent.

"What makes a successful county fair?" "How can our fair be made better?" Answers to these questions remain in the hands of the individuals who plan and produce their county's fair. The results of this survey can be useful for comparing individual planning and production efforts to that of other fairs. Beyond this, fair managers and planners can enhance their skills through direct contact and interaction with other fair planners and through formalized training.

For those fair, festival or event managers who wish to communicate with others and build valuable professional networks, two appendices conclude this publication. Appendix I lists those professional organizations which may be of assistance to managers and Appendix II is a county by county list of fairs, festivals and events held in Texas that last 2 days or longer.

Training is available through various agencies and organizations. Texas Agricultural Extension Service annually conducts a festivals and events seminar in February. The Texas Association of Fairs and Exposition's annual meeting in January in Dallas is another potential source for training. In addition to educational sessions, both provide the opportunity to interact with fellow planners and managers and disseminate various publications.

To further assist managers conduct their annual fairs, a list of useful planning publications has been included in the reference section of this report.

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- U.S. Department of Housing and Urban Development. (undated). "The Urban Fair: How Cities Celebrate Themselves." Washington, D.C.: U.S. Department of Housing and Urban Development, Office of Public Affairs. p73.
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APPENDIX I

Professional Organizations for Fair, Festival and Events Managers

Texas Association of Fairs and Expositions  
Bob Murdoch, Secretary-Treasurer  
411 W. Front  
Tyler, TX 75702  
(214)597-2501

International Association of Fairs & Expositions  
M.P.O. Box 985  
Springfield, MO 65801

Discover Texas Festivals Association  
Jim Battersby, Executive Director  
8500 Village Drive, Suite 106  
San Antonio, TX 78217  
(512)653-2882

International Festivals Association  
Ken Walstad, Managing Director  
702 Wayzata Blvd.  
Minneapolis, Minn. 55403  
(612)377-4621

International Association of Amusement Parks & Attractions  
Robert Blundred, Executive V. P.  
7222 W. Cermak Rd., Ste. 303  
N. Riverside, ILL. 60546

Texas Tourist Development Agency  
Phil Davis, Chief of Community Relations  
P. O. Box 12008  
Austin, TX 78753  
(512)475-4326

Texas Agricultural Extension Service  
Carson E. Watt, Project Group Supervisor in  
Recreation and Parks  
Recreation and Parks Bldg.  
Texas A&M University  
College Station, TX 77843  
(409)845-5419

National Association of Concessionaires  
35E Wacker Drive, Suite 1849  
Chicago, ILL. 60601

Texas Sesquicentennial Commission  
Randy M. Lee, Executive Director  
P.O.Box 1986  
Austin, TX 78767  
(512)475-1986



APPENDIX II

FESTIVALS, FAIRS AND EVENTS IN TEXAS\*

Listed by County in Alphabetical Order

Anderson County  
Dogwood Trails Festival  
Chamber of Commerce  
Palestine, Texas 75801

Bexar County  
Fiesta San Antonio  
c/o Davis Burnett, Jr.  
306 N. Presa #8  
San Antonio, Texas 78205

Burleson County  
Burleson County Fair  
c/o Roy Norman  
Box 634  
Caldwell, Texas 77836

Anderson County  
Anderson County Fair  
c/o W. K. Spaith  
P. O. Box 228  
Palestine, Texas 75801

Bexar County  
St. Patrick's Day Celebrations  
San Antonio Convention and  
Visitors Bureau  
Box 2277  
San Antonio, Texas 78298

Burnet County  
Oatmeal Festival Association  
Box 70  
Bertram, Texas 78605

Austin County  
Austin County Fair  
c/o Mr. C. W. Brandes  
Route 3, Box 210  
Sealy, Texas 77474

Bexar County  
San Antonio Livestock Exposition  
c/o Thurman Barrett  
Box 20228  
San Antonio, Texas 78220

Caldwell County  
Watermelon Thump  
c/o Mrs. Ann Manford  
P. O. Box 710  
Luling, Texas 78648

Bastrop County  
Elgin Sausage Festival  
Elgin, Texas 78621

Bexar County  
Festival San Jacinto  
c/o Rey Andricks  
215 West Lynwood Boulevard  
San Antonio, Texas 78212

Calhoun County  
Calhoun County Fair  
c/o Charles Ward  
501 Sunnydale  
Port Lavaca, Texas 77979

Bee County  
Western Week Celebration  
c/o Chip Latchman  
Box 110  
Beeville, Texas 78102

Blanco County  
Blanco County Fair and Rodeo  
c/o Ms. Carol Haley  
P. O. Box 261  
Johnson City, Texas 78636

Cameron County  
Confederate Air Force Airshow  
c/o Alma Bassett  
CAF Officer's Club  
P. O. Box CAF  
Harlingen, Texas 78550

Bell County  
Belton Rodeo and Celebration  
c/o Mr. Clarence Griggs  
P. O. Box 659  
Belton, Texas 76513

Bowie County  
Four States Fair and Rodeo  
c/o Mr. Marian Reed  
P. O. Box 1915  
Texarkana, Texas 75501

Cameron County  
Texas International Fishing Tournament  
c/o Brad Crockett  
P. O. Box 2715  
South Padre Island 78597

Bell County  
Salado Art Fair  
Box 444  
Salado, Texas 76571

Brazoria County  
Brazoria County Fair  
c/o Mrs. Carol Weber  
P. O. Box 818  
Angleton, Texas 77515

Cameron County  
Charro Days  
Box 1904  
Brownsville, Texas 78520

Bell County  
Green J-C's Fair  
c/o John R. Cowsert  
P. O. Box 878  
Killeen, Texas 76541

Brazoria County  
Mosquito Festival  
c/o Linda Hill  
136 Canno  
Clute, Texas 77566

Cameron County  
Magic Valley Holidays  
c/o Anne H. Glenn  
P. O. Box 2691  
Harlingen, Texas 78551

\* This list is not inclusive of all events. Only those of two or more days are included. We solicit reader assistance in identifying others.

Cameron County  
RioFest  
c/o Carol Shepard  
P. O. Box 1105  
Harlingen, Texas 78550

Cherokee County  
Rusk C-C Arts and Crafts Fair  
c/o Ed Van Zandt  
Box 67  
Rusk, Texas 75785

Colorado County  
Colorado County Fair  
c/o Mr. & Mrs. Tom Northrup  
Box 506  
Columbus, Texas 78934

Comal County  
Wurstfest  
Box 180  
New Braunfels, Texas 78130

Comal County  
Comal County Fair  
c/o Leroy Goodson  
P. O. Box 223  
New Braunfels, Texas 78130

Comal County  
New Braunfels Armadillo Association  
c/o Jim Schmidt  
489 Main Plaza  
New Braunfels, Texas 78130

Comanche County  
DeLeon Peach and Melon Festival  
c/o Mrs. Betty Terrills  
Box 44  
DeLeon, Texas 76444

Coryell County  
Rabbit Fest  
c/o Phillip C. Osborn  
Box 550  
Copperas Cove, Texas 76552

Culberson County  
Chili Cook-Off Championship  
c/o Glenn Pepper  
Box 807  
Van Horn, Texas 79855

Dallam & Hartley Counties  
XIT Rodeo and Reunion  
c/o A. S. Abdullah  
P. O. Box 967  
Dalhart, Texas 79022

Dallas & Tarrant Counties  
Indian Pow-Wow and International  
TeePee Competition  
Traders Village  
2602T Mayfield Road  
Grand Prairie, Texas 75051

Dallas County  
Cotton Bowl Parade and Football Classic  
Dallas Chamber of Commerce  
1507 Pacific Avenue  
Dallas, Texas 75201

Dallas County  
State Fair of Texas  
c/o Wayne Gallagher  
Box 26010  
Dallas, Texas 75226

Dallas County  
Budweiser Texas Ranch Roundup  
c/o Barbara Hyman  
Hopkins & Associates, Inc.  
3206 Southland Center  
Dallas, Texas 75201

Dawson County  
Dawson County Fair  
c/o John J. Hegi  
Drawer 301  
Lamesa, Texas 79331

Denton County  
North Texas State Fair  
c/o Jas. Roden  
2217 North Carroll  
Denton, Texas 76201

Dimmit County  
World Championship Slingshot Tournament  
c/o J. D. Moffett  
Box 157  
Carrizo Springs, Texas 78834

Duval County  
Freer Rattlesnake Roundup  
c/o Ms. Jessye Hammack  
P. O. Box 717  
Freer, Texas 78357

Ector County  
Permian Basin Fair and Exposition  
c/o Bill Martin  
P. O. Box 4812  
Odessa, Texas 79760

Ector County  
Shakespeare Festival  
c/o David Weaver, Jr.  
The Globe Theatre  
2308 Shakespeare Road  
Odessa, Texas 79761

El Paso County  
Southwestern International Livestock  
Show and Rodeo  
c/o W. W. Wilson  
Box 10239  
El Paso, Texas 79993

El Paso County  
Kermezaar  
c/o Mrs. Robert Lane, Jr.  
3310 Gabel  
El Paso, Texas 79904

Ellis County  
Polka Festival  
c/o Mrs. Betty Rogala  
203 North Clay  
Ennis, Texas 75110

Ellis County  
Scarborough Fair  
Box 538  
Waxahachie, Texas 75165

Ellis County  
Gingerbread Trail and Tour of Homes  
Box 11C  
Waxahachie, Texas 75165

Erath County  
Dublin Community Fall Fair  
c/o Jack L. Pratt  
213 East Blackjack  
Dublin, Texas 76446

Falls County  
Falls County Youth Fair  
c/o Kenneth G. Drews  
P. O. Box 660  
Marlin, Texas 76661

Fannin County  
Sam Rayburn Birthday Party  
c/o H. G. Dulaney  
Rayburn Library  
Bonham, Texas 75418

Galveston County  
Glow of Christmas  
Ashton Villa  
Box 1616  
Galveston, Texas 77553

Grimes County  
Grimes County Fair  
c/o Ms. Sue Carrell  
P. O. Box 272  
Anderson, Texas 77830

Fannin County  
Progressive Citizens Association Fair  
c/o Robert Yeager  
Box 685  
Bonham, Texas 75418

Gillespie County  
Gillespie County Fair and Festival  
c/o Mrs. Evelyn Tatum  
Box 526  
Fredericksburg, Texas 78624

Guadalupe County  
Guadalupe Agriculture and Livestock Fair  
c/o Ms. Darlene Seiler  
P. O. Box 334  
Seguin, Texas 78155

Fayette County  
Czhlispeil  
c/o Robert Mica  
Box 651  
Flatonia, Texas 78941

Gillespie County  
Armadillo Races  
Fair Association  
Box 526  
Fredericksburg, Texas 78624

Hamilton County  
Hico Old Settlers Reunion  
c/o Matt Ware  
P. O. Box 368  
Hico, Texas 76457

Fayette County  
Fayette County Fair  
c/o R. J. Edwards  
Route 3, Box 121  
LaGrange, Texas 78945

Gonzales County  
Nixon Diamond Jubilee  
P. O. Box 159  
Nixon, Texas 78140

Harris County  
Pin Oak Charity Horse Show  
c/o Neill T. Masterson, III  
5555 W. Loop South, Suite 424  
Bellaire, Texas 77401

Fayette County  
Schulenburg Festival  
c/o Ben J. Sustr  
P. O. Box 161  
Schulenburg, Texas 78956

Gray County  
Top O' Texas Rodeo  
c/o Tom Coffee  
Box 1942  
Pampa, Texas 79065

Harris County  
Pasadena Livestock Show and Rodeo  
c/o D. C. Trainer  
Box 565  
Pasadena, Texas 77501

Floyd County  
Floyd County Fair  
c/o Danny Lambert  
Route F  
Lockney, Texas 79241

Gregg County  
Longview Jaycees Gregg County Fair  
c/o Cecil Derrick  
P. O. Box 1124  
Longview, Texas 75601

Harris County  
River Oaks Azalea Trail  
c/o River Oaks Garden Club  
2503 Westheimer  
Houston, Texas 77098

Fort Bend County  
Fort Bend County Fair  
c/o Hal Husbands  
P. O. Box 428  
Rosenberg, Texas 77471

Gregg County  
Fall Fest  
Longview Museum and Arts Center  
102 West College  
Longview, Texas 75610

Harris County  
South Houston C-C Jamboree  
c/o Ms. Shirley Arnaud  
P. O. Box 75  
South Houston, Texas 77587

Galveston County  
Dickens Evening on the Strand  
Galveston Historical Foundation  
Drawer 539  
Galveston, Texas 77553

Gregg County  
Great Texas Balloon Race  
c/o Mary Le Tourneau  
3500 McCann Road  
Longview, Texas 75601

Harris County  
Greater Alief Festival  
c/o Lynne Chesnar  
P. O. Box 235  
Alief, Texas 77411

Galveston County  
Galveston County Fair and Rodeo  
c/o Mrs. Vivian Perason  
P. O. Box 516  
Arcadia, Texas 77517

Grimes County  
Texas Renaissance Festival  
Route 2, Box 650 T  
Plantersville, Texas 77363

Harris County  
Houston Harris County Fair  
c/o Buddy Chesser  
P. O. Box 3001  
Houston, Texas 77001

Harris County  
International Christmas Village  
5353 West Alabama #203  
Houston, Texas 77056

Hays County  
Republic of Texas Chilympiad  
Chamber of Commerce  
San Marcos, Texas 78666

Hill County  
Bonds Alley Art Fair  
c/o Fran Smith  
921 East Franklin  
Hillsboro, Texas 76645

Harris County  
Houston Livestock Show and Rodeo  
c/o E. C. Weekley  
P. O. Box 20070  
Houston, Texas 77025

Hays County  
Wimberly Gospel Music Festival  
c/o John Clayton  
Box 311  
Wimberley, Texas 78676

Hopkins County  
Hopkins County Fall Fest  
c/o Rebecca Anderson  
P. O. Box 518  
Sulphur Springs, Texas 75482

Harris County  
Strawberry Festival  
c/o Ms. D'Juana Oxford  
P. O. Box 1484  
Pasadena, Texas 77501

Henderson County  
Black-Eyed Pea Festival  
Chamber of Commerce  
Athens, Texas 75751

Howard County  
Howard County Fair  
c/o Ms. Ruth Mitchell  
P. O. Box 2356  
Big Spring, Texas 79720

Harris County  
Katy Lions Club Fair  
c/o Walter Shockey  
Box 900  
Katy, Texas 77450

Henderson County  
Old Fiddlers Reunion  
c/o Mary Branton  
110 East Corsicana Street  
Athens, Texas 75751

Hunt County  
Hunt County Fair  
c/o Joe Lytle  
Box 1037  
Greenville, Texas 75401

Harris County  
Azalea Trail  
c/o Mrs. Donald S. Huger  
3216 Alabama Center  
Houston, Texas 77027

Hidalgo County  
Rio Grande Valley Livestock Show  
c/o Mrs. Frances Cooper  
P. O. Box 867  
Mercedes, Texas 78570

Jackson County  
Jackson County Fair  
c/o Jim Gandy  
Box 788  
Edna, Texas 77957

Harris County  
The Houston Festival  
1950 West Gray, Suite 6  
Houston, Texas 77019

Hidalgo County  
South Texas Lamb and Sheep Exposition  
c/o Jas. C. McQueen  
P. O. Box 794  
Donna, Texas 78537

Jasper County  
Tex-La Days Neches Valley Singing  
Convention  
c/o Jes Harper  
255 Beechwood  
Jasper, Texas 75951

Harris County  
Yule Fest  
c/o Susan Silvano  
5353 Alabama  
Suite 203  
Houston, Texas 77056

Hidalgo County  
Texas Citrus Fiesta  
c/o Judy Kendrick  
Box 407T  
Mission, Texas 78572

Jefferson County  
South Texas State Fair  
c/o Mr. Joe Goetschius  
P. O. Box 3201  
Beaumont, Texas 77704

Harrison County  
Industrial Exposition and Horse Festival  
c/o Joe L. Mock  
P. O. Box BB  
Marshall, Texas 75670

Hidalgo County  
Sugar Cane Festival  
c/o Chamber of Commerce  
Box 995T  
Weslaco, Texas 78596

Jefferson County  
Spindletop Boom Days  
Beaumont Heritage Society  
Spindletop Museum, Lamar University  
2985 French Road  
Beaumont, Texas 77706

Harrison County  
Stagecoach Days  
Harrison County Historical Society  
303 North Columbus Street  
Marshall, Texas 75760

Hill County  
Bonds Alley Art Fair  
c/o Scotty Cason  
1303 Park Drive  
Hillsboro, Texas 76645

Jefferson County  
CavOILcade  
Box 2336  
Port Arthur, Texas 77640

Jim Wells County  
Fiesta Bandana  
c/o Joan Self  
1609  
ce, Texas 78332

Matagorda County  
Bay City Rice Festival  
c/o Sidney Schwartz  
P. O. Box 867  
Bay City, Texas 77414

Nacogdoches County  
Nacogdoches County Exposition  
Center Fair  
c/o Ms. Marsha Findeisen  
P. O. Box 368  
Nacogdoches, Texas 75961

Johnson County  
Pioneers and Old Settlers Reunion  
c/o Otis A. Lane  
P. O. Box 577  
Alvarado, Texas 76009

Maverick County  
International Friendship Festival  
c/o Jesus de la Graza  
Box 1188T  
Eagle Pass, Texas 78852

Nueces County  
BAYFEST  
P. O. Box 6683  
Corpus Christi, Texas 78411

Jones & Haskill Counties  
Texas Cowboy Reunion  
c/o E. C. Swenson  
P. O. Box 551  
Stamford, Texas 79553

McCulloch County  
Brady July Jubilee  
c/o J. D. Barley  
Box 228  
Brady, Texas 76825

Nueces County  
Deep Sea Roundup  
Box 501  
Port Aransas, Texas 78373

Kendall County  
Kendall County Fair  
c/o Mr. Fred L. Reisseg  
Box 954  
Boerne, Texas 78006

McLennan County  
Heart O' Texas Fair  
and Visitors Bureau  
c/o Leon Dollens, Jr.  
P. O. Box 7581  
Waco, Texas 76710

Nueces County  
Buccaneer Days  
c/o Richard Durham  
P. O. Box 1200  
Corpus Christi, Texas 78403

Kerr County  
Texas State Arts and Crafts Fair  
c/o Mrs. Audie Hamilton  
Box 1524  
Kerrville, Texas 78028

McLennan County  
The Great Texas Raft Race Convention  
and Visitors Bureau  
c/o Dave Ferguson  
Box 1370  
Waco, Texas 76703

Potter & Randall Counties  
Amarillo Tri-State Exposition  
c/o Mrs. Lynn Griffin  
P. O. Box 31084  
Amarillo, Texas 79120

Kleberg County  
Kingsville C-C Livestock Show  
c/o Bill Christoffel  
Box 1030  
Kingsville, Texas 78363

McLennan County  
Riesel Fair  
c/o Robert L. Gorgas  
P. O. Box 246  
Riesel, Texas 76682

Robertson County  
Robertson County Fair  
c/o Jas. S. Stovall  
Box 273  
Hearne, Texas 77859

Lamar County  
Red River Valley Exposition  
c/o Ray Spencer  
Route 1, Box 353A  
Paris, Texas 75460

McLennan County  
Central Texas State Fair  
c/o E. J. McDaniel  
809 Melrose  
Waco, Texas 76710

Robertson County  
Country Music Jamboree  
c/o Jessie Horan  
Box 126T  
Chamber of Commerce  
Franklin, Texas 77856

Lavernia County  
Lavernia Bluebonnet Fest  
c/o La Vernia Chamber of Commerce  
La Vernia, Texas 78121

Medina County  
Medina County Fair  
c/o Virgil Boehme  
P. O. Box 4  
Hondo, Texas 78861

Rockwall County  
Renaissance Festival  
One Commodore Plaza  
Rockwall, Texas 75087

Lubbock County  
Panhandle - South Plains Fair  
c/o Steve L. Lewis  
P. O. Box 208  
Lubbock, Texas 79408

Montgomery County  
Montgomery County Fair  
c/o Mrs. Martha Gustavsen  
Drawer 2230  
Conroe, Texas 77301

San Augustine County  
Arts & Crafts Show  
217 C Baxter  
San Augustine, Texas 75942

San Jacinto County  
San Jacinto County Fair  
c/o Ms. Charlene Everitt  
Box 99  
Coldspring, Texas 77331

San Patricio County  
Taft Boll Weevil Festival  
P. O. Box 33  
Taft, Texas 78390

San Patricio, Aransas & Nueces Counties  
Shrimporee  
c/o Chamber of Commerce  
452 Cleveland Boulevard  
Aransas Pass, Texas 78336

Smith County  
East Texas Fair  
c/o Bob Murdoch  
411 West Front  
Tyler, Texas 75702

Tarrant County  
Southwestern Exposition and Fat and  
Stock Show  
c/o W. R. Watt, Jr.  
Box 150  
Fort Worth, Texas 76101

Taylor & Jones Counties  
West Texas Fair & Rodeo  
c/o John M. Emmons  
Box 5524  
Abilene, Texas 79604

Taylor & Jones Counties  
The Texas Cowboy Reunion  
c/o James Hallmark  
4601 Hartford  
Abilene, Texas 79605

Tom Green County  
Roping Fiesta  
500 Rio Concho Drive  
San Angelo, Texas 76903

Tom Green County  
San Angelo Stock Show and Rodeo  
c/o Grady L. Elder  
500 Rio Concho Drive  
San Angelo, Texas 76903

Travis County  
Highland Lakes Art & Crafts Trails  
Box 1967  
Austin, Texas 78767

Travis County  
Laguna Gloria Fiesta  
c/o Laguna Gloria Art Museum  
P. O. Box 5568  
Austin, Texas 78763

Travis County  
Austin-Travis County Livestock Show  
c/o Mr. Kenneth Hees  
P. O. Box 1967  
Austin, Texas 78767

Travis County  
Austin Aqua Festival  
c/o Art Keller  
P. O. Box 1964  
Austin, Texas 78767

Travis County  
Highland Lakes Bluebonnet Trail  
Box 1967  
Austin, Texas 78767

Tyler County  
Tyler County Fair  
c/o B. D. Worthy  
Route 1, Box 1114  
Warren, Texas 77664

Tyler County  
Tyler County Dogwood Festival  
c/o James A. Clark  
104 North Ried Street  
Woodville, Texas 75979

Van Zandt County  
Van Zandt County Fair  
c/o Tommy Barker  
Box 712  
Canton, Texas 75103

Van Zandt County  
First Monday  
Box 245T  
Canton, Texas 75103

Victoria County  
Christmas In November Art Jamboree  
214 Pecos  
Victoria, Texas 77901

Walker County  
Texas Prison Rodeo  
Box 99  
Huntsville, Texas 77340

Walker County  
Walker County Fair  
c/o Ms. Jana C. Stutts  
P. O. Box 1817  
Huntsville, Texas 77340

Waller County  
Waller County Fair  
c/o Robert G. Williams  
Route 3, Box 110  
Hempstead, Texas 77445

Washington County  
Washington County Fair  
c/o Travis Boeker  
Courthouse  
Brenham, Texas 77833

Washington County  
Texas Independence Day Celebration  
c/o Joann Poppas  
Box 317  
Washington, Texas 77880

Webb County  
Washington's Birthday Celebration  
c/o Velia Uribe  
Box 816  
Laredo, Texas 78040

Wharton County  
Wharton County Youth Fair & Exposition  
c/o Ms. Paula Barker  
Route 2, Box 232  
Wharton, Texas 77488

Wilson County  
Floresville Peanut Festival Association  
c/o Karan Knight  
P. O. Box 847  
Floresville, Texas 78114

Wilson County  
Stockdale Watermelon Jubilee  
c/o Stockdale Chamber of Commerce  
P. O. Box 366  
Stockdale, Texas 78160

Wise County  
Wise County Old Settlers Reunion  
c/o Don Niblett  
1309 North Church  
Decatur, Texas 76234

*Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socioeconomic level, race, color, sex, religion, handicap or national origin.*

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