

2021 CLAY COUNTY FAIR



FAIRGOER SPENDING

\$2,676,516.97

SPENT ON FOOD, BEVERAGE, SPECIALTY CONCESSIONS, AND CARNIVAL RIDES

This breaks an all-time record set in 2017

EDUCATION

1,300 3RD & 4TH GRADE STUDENTS

from 16 regional schools visited the Fair as part of the AgCiting and SciCiting field trip programs coordinated by ISU Extension Clay County.



ATTENDANCE

The Sleep Number Grandstand attracted **18,585 FAIRGOERS** to multiple stage performances and dirt events.

TOP ATTENDED EVENT: SKILLET WITH SPECIAL GUEST LEDGER (2,763)

OVERALL FAIR ATTENDANCE: **277,389**



MEDIA & MARKETING

CLAYCOUNTYFAIR.COM

333,919
PAST YEAR WEBSITE VISITS

81,726
FAIR WEEK WEBSITE VISITS

27 RADIO STATIONS played
2,715 RADIO SPOTS
promoting the Fair



49,577
FACEBOOK, INSTAGRAM
& TWITTER FOLLOWERS

1,309,554 IMPRESSIONS
(# of people that saw the social media ads throughout the campaign)

COMPETITION
767

4-H and FFA exhibitors from 42 COUNTIES IN IOWA, MINNESOTA, AND NEBRASKA participated in livestock and human sciences events at the Fair.

1,376

exhibitors participated in various open class livestock and non-livestock competitions.



31 NEW FOODS

'PIGTAIL SUNDAE'
WINNER OF THE WORLD'S GREATEST COUNTY FAIR FOOD CONTEST

456

COMMERCIAL EXHIBITORS
CONCESSIONAIRES & VENDORS

with 150 AG-SPECIFIC EXHIBITORS, the Fair again hosted the largest farm machinery and ag equipment show at any fair in the United States.



NON-FAIR EVENTS

211
NON-FAIR EVENTS

16
WEDDING RECEPTIONS

19
COVID-19 VACCINATION CLINICS

11
LIVESTOCK SHOWS

SIX RACES

(including 2 at the Fair) averaged 120 CARS and 1,425 FANS each night.

THE NATIONAL TRAPPERS CONVENTION, held July 22-24, attracted 8,000 ATTENDEES