



**MONTANA  
STATE FAIR**

*"It's All Good, in the 406"*

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Contact: Kim Lander - [klander@casadecountymt.gov](mailto:klander@casadecountymt.gov)

## 2019 Montana State Fair

GREAT FALLS - The 2019 Montana State Fair was all good, in the 406. This 9-day run proves to be one of Montana's premier hallmark celebrations. The towering, sleek design of the new grandstands was an immediate attention getter. Clean and contemporary. A welcome addition to Montana ExpoPark.

The 2019 Montana State Fair "It's All Good, in the 406" was a strong year with revenues in excess of \$1,670,000. Opening day was celebrated with the Great Falls Turf Club's Friday evening races with post time at 5pm and Rock-n-Ride with The Mighty Thomas Carnival and FOX Montana.

Fair goers were introduced to a few new delectable treats on Food Alley that tempted your taste buds including Acai Bowls, Waffles and Sushi. The traditional mouth-watering fair favorites included: Turkey legs, chicken skewers, shrimp on a stick, Vikings, pork chop sandwiches, Cowpies, mini donuts, cheese curds, ice cream, fry bread, baked potatoes, Chinese food, barbeque, bacon baskets, tacos, snow cones, pretzels, coffee and anything sweet you could desire. Top it all off with an ice-cold lemonade or Pepsi product and your fair experience is complete. The Food Concessionaires grossed \$725,788 a slight dip of 1.09% from 2018. The Food Concessionaires busiest day was the first Saturday of fair, grossing \$116,033.

The Mighty Thomas Carnival brought thrilling rides, fun games, and tasty carnival treats to the Montana State Fair for 26 straight years. The Mighty Thomas Carnival set a record on both Saturdays during the fair. Saturday, July 27 hitting triple digits with revenue at \$114,440 and \$95,919 on the last Saturday. Over the course of the nine-day event, The Mighty Thomas Carnival grossed \$645,468 which is up \$3,302 from 2018.

Total paid guests at the 2019 Montana State Fair was 76,077 compared to 74,580 in 2018. The total revenue was \$388,500. Fair Gate Admission was off by \$4,470 from the 2018 Fair which was \$392,970, demonstrating that many people took advantage of Central Montana Radio Network's generous sponsorship of discounted fair gate admission and concert ticket packages. Saturday, July 27, was the most visited day at the fair with 12,809 fairgoers that enjoyed a day at the race track, rides with The Mighty Thomas Carnival, a variety of foods on the midway, and the alternative rock concert, Collective Soul.

Competitive Exhibits displayed everything from quilting demonstrations to "Veggie 500 Races", Great Falls wood carvers to milking a goat, and everything in between. Competitive Exhibitors were awarded \$40,714 in premium monies. There were 5,223 exhibits to view brought to you by 700 exhibitors. The Junior Livestock Show and Sale continues to grow and this year the Junior Livestock Sale grossed \$31,860.

Commercial vendors came from near and far. There were 43 vendors from the state of Montana and a total of 43 vendors from out of state. Vendors came from New York, Texas, Tennessee, Oklahoma, Florida, California, Washington and several other states, as well as one vendor from Ontario, Canada. Total booth spaces filled by the vendors exceeded 179 booth spaces.

Rodeo enthusiasts enjoyed Patriot Night at the PRCA Big Sky Pro Rodeo produced by Sankey Pro Rodeo and Phenom Genetics. Attendance for the 4-night event was 6,673 which was up from the 2018 attendance of 6,504. The total payoff for the PRCA Big Sky Pro Rodeo was \$128,968. The PRCA Big Sky Pro Rodeo's largest attended evening occurred on Saturday, August 3. Pepsi Night brought together 1,764 rodeo fans for the final night of action-packed rodeo. In addition to this, The Perseverance, Character and Hope Buckle was presented in memory of Rocky Heckman, a founding member of the Big Sky Pro Rodeo Committee, to Doug Hall.

The Rodeo Committee provided 500 rodeo tickets and food coupons for military personnel and their families to enjoy Patriot Night at the PRCA Big Sky Pro Rodeo. Mutton Bustin', The Exceptional Rodeo, Big Sky Pro Rodeo Royalty Competition, Gold Buckle Club, and the Contestant Tent, are activities provided by the Rodeo Committee to enhance the PRCA Big Sky Pro Rodeo.

A combination of alternative rock, classic country, Motown, comedy, and the Saturday afternoon matinee with Darci Lynne proved to be a full-bodied mix for the night show lineup in the Pacific Steel & Recycling Arena. Night shows produced \$479,223. Collective Soul, the Multi-Platinum selling Georgia-bred rockers turned it up on Saturday, July 27. The Four Tops gave an exquisitely harmonized performance on Sunday, July 28. Tracy Byrd, American country music artist, took us back years ago with Watermelon Crawl and Keeper of the Stars. Monday, July 28. Hairball's Rock & Roll experience took the 80's rockers back down memory lane with their pyrotechnics, lights and sound. Nashville icon, Trace Adkins left his mark on Great Falls, on Wednesday evening with his new and past songs. He adores performing, creating, inspiring and is a strong supporter of our military members. On Friday, August 2, Larry the Cable Guy took the stage and had everyone in stitches with his Git-R-Done antics. Finally, America's sweetheart, singer/ventriloquist Darci Lynne, impressed the audience with her undeniable, show-stopping talent beyond her years with a matinee show on the last Saturday, August 3.

Leanne Hall, Montana ExpoPark Advisory Board Chairman summarizes what fair means to her and it applies to most of us, "It's the people I love the most, there are so many fun things to see and do, but I enjoy visiting with the people who have dedicated so many years to making the Montana State Fair successful."

The support of our fair guests, sponsors, business partners, and the community make the Montana State Fair successful. Montana State Fair is looking forward to the 2020 Montana State Fair "It's All Good, in the 406" which will open Friday, July 24 at noon and conclude Saturday, August 1 at midnight. Montana State Fair staff are already planning for next year .....See you soon.

Item	2019	2018	2017	2016	Variance	% +/-
<b>Total Fair Revenue</b>	\$1,670,049	\$1,650,443	\$1,758,463	\$1,551,364	\$19,606	+1.18%
<b>Fair Gate Admission (\$)</b>	\$388,500	\$392,970	\$393,741	\$361,561	\$(4,470)	-1.13%
<b>Fair Gate Attendance (#)</b>	76,077	74,580	71,388	65,906	1,497	+2.00%
<b>Food Concessionaires - Gross Sales</b>	\$725,788	\$733,819	\$721,119	\$665,771	\$(8,031)	-1.09%
<b>The Mighty Thomas Carnival - Gross Sales</b>	\$645,468	\$642,166	\$622,879	\$612,187	\$3,302	+0.51%