

Santa Cruz County Fair

Day #6

Daily Report Form

Sunday

16-Sep-12

Entertainment
last year
this year

Weather
last year
this year

91/58
94/60

		-DAILY-		-CUMULATIVE-	
		LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR
PAID ADMISSIONS					
West Gate	General	4732	5655	7076	8032
	Youth	1633	1,529	4462	5317
	Seniors	335	361	690	361
	Disable/Veterans	69	0	69	0
Main Gate	General	1817	1042	9373	5104
	Youth	691	356	1851	1213
	Seniors	106	125	338	125
	Disabled/Veterans	47	0	47	0
Service Gate	General	87	140	154	240
	Youth	26	14	104	131
	Senior	12	9	21	9
	Disabled/V eteran	2	0	2	0
Pit Gate	General	0	0	0	33
	Youth	0	0	0	50
	Senior	0	0	0	0
Pre-Sales		938	835	2274	2088
E-Tix	General	241	463	628	722
	Youth	61	194	287	403
	Senior	34	130	240	130
	Disabled/Veterans	15	0	15	0
TOTAL PAID ADMISSIONS		10797	10853	45911	45510
%CHANGE		0.52%		-0.87%	
Credentials		1460	989	9123	6178
Education Day		0	0	5000	4400
Button and I.D. Admissions		0	0	0	0
Free Kids		0	1953	1161	8011
Other		0	211	0	917
Total Non-Paid Attendance		1460	3153	15284	19506
% Change		116.01%		27.63%	
Total Attendance		12257	14006	62094	65016
		14.27%		4.71%	
PARKING:					
\$5.00 Front--Paid		2880	3052	12899	14112
\$5.00 Back--Paid		0	0	0	0
Parking Coupons		0	0	0	0
Total Cars Parked		2880	3052	12899	14112
% Changed		5.97%		9.40%	

2012 Santa Cruz County Fair Food Concession Comparison

2010/2011 2009/2010
% Diff % Diff

1 Tornado Concessions	10,012.96	2,302.98	\$11,245.41	\$2,566.44	\$0.00	\$0.00																								
4 Aroma Concessions	62,190.28	14,303.76	\$56,055.96	\$12,892.87	\$56,432.11	\$12,749.39	1%	\$ 56,769.86	\$ 13,057.07															-2%						
5 R&S Concessions	17,155.09	3,945.67	\$17,136.30	\$3,941.35	\$13,662.11	\$3,146.89	25%	\$ 12,300.46	\$ 2,829.11																11%					
3 Pons Chinese Food	14,257.18	3,279.15	\$15,375.92	\$3,536.46	\$16,564.28	\$3,809.78	-7%	\$ 14,811.47	\$ 3,406.64																12%					
7 Event Food Services			\$5,798.85	\$1,333.74	\$5,943.58	\$1,367.02	-2%	\$ 7,516.51	\$ 1,728.80																	-21%				
8 Rawlings #1 - Floss	12,852.31	2,956.03	\$12,099.54	\$2,782.89	\$12,863.21	\$2,956.24	-6%	\$ 9,356.88	\$ 2,152.08																	37%				
3 Rawlings #2 - Corn Dog	10,264.12	2,360.75	\$13,100.46	\$3,013.11	\$14,474.77	\$3,329.20	-9%	\$ 10,692.89	\$ 2,459.36																	35%				
11 Rawlings #3 - Pizza	7,963.89	1,831.69	\$9,968.35	\$2,292.72	\$9,603.44	\$2,208.79	4%	\$ 9,292.12	\$ 2,137.19																	3%				
1 Sani's Ice Cream (Race Track)	11,502.96	2,645.68	\$10,730.96	\$2,468.12	\$13,086.65	\$3,009.93	-18%	\$ 12,749.31	\$ 2,932.34																	3%				
2 Sani's Ice Cream	11,250.93	2,587.71	\$11,817.43	\$2,718.01	\$13,862.06	\$3,192.87	-15%	\$ 13,356.35	\$ 3,071.96																	4%				
3 Grandpa's Fudge	18,003.50	4,140.81	\$15,558.25	\$3,578.40	\$17,181.07	\$3,951.65	-9%	\$ 13,770.52	\$ 3,167.22																		25%			
4 Whiting Food Concessions	17,845.83	4,104.54	\$18,842.66	\$4,333.81	\$12,728.90	\$2,927.65	48%																							
5 McClendon Concessions			\$8,551.32	\$1,966.80	\$8,391.79	\$1,930.11	2%	\$ 7,673.64	\$ 1,764.94																		9%			
7 Conkle's Concessions			\$3,258.26	\$749.40	\$4,221.56	\$970.96	-23%	\$ 3,770.18	\$ 867.14																		12%			
9 3-B's Concessions	14,625.46	3,363.86	\$12,169.72	\$2,799.04	\$11,682.11	\$2,686.89	4%	\$ 9,236.70	\$ 2,124.44																		26%			
10 Corralitos Padres	17,919.69	4,121.53	\$19,243.43	\$4,425.99	\$18,132.81	\$4,170.55	6%	\$ 14,541.68	\$ 3,344.59																		25%			
1 Papa Magdaleno's Coffee	6,943.52	1,597.01	\$7,324.31	\$1,684.59	\$5,276.21	\$1,213.53	39%	\$ 5,033.49	\$ 1,157.70																		5%			
2 KG Enterprises	17,271.66	3,972.48	\$16,625.52	\$3,823.87	\$19,938.63	\$4,585.88	-17%	\$ 14,496.93	\$ 3,334.29																		38%			
3 Big Jim's Concessions	65,681.48	15,106.74	\$73,053.64	\$16,802.34	\$73,979.42	\$17,015.27	-1%	\$ 43,876.04	\$ 10,091.49																		69%			
4 Rotary Hamburgers	16,231.52	3,733.25	\$14,141.28	\$3,252.50	\$12,374.46	\$2,846.13	14%	\$ 12,965.38	\$ 2,982.04																		-5%			
5 Frasers Concessions	35,142.13	8,082.69	\$35,004.59	\$8,051.06	\$31,417.62	\$7,226.05	11%	\$ 29,357.66	\$ 6,752.26																		7%			
3 Noel's Foods	19,290.10	4,436.72	\$21,452.98	\$4,934.19	\$21,559.63	\$4,958.71	0%	\$ 14,918.58	\$ 3,431.27																		45%			
7 Country Cinn. Roll	45,273.38	10,412.88	\$42,469.17	\$9,767.91	\$36,582.12	\$8,413.89	16%	\$ 31,939.68	\$ 7,346.13																		15%			
3 Clover Deli	9,768.88	2,246.84	\$11,429.16	\$2,628.71	\$9,534.94	\$2,193.04	20%	\$ 9,883.24	\$ 2,273.15																		-4%			
11 JLT Concessions	19,477.96	4,479.93	\$17,835.78	\$4,102.23	\$14,476.83	\$3,329.67	23%	\$ 13,448.39	\$ 3,093.13																		8%			
1 PHD & ME	13,176.39	3,030.57	\$11,070.18	\$2,546.14	\$12,340.83	\$2,838.39	-10%	\$ 6,092.25	\$ 1,401.22																		103%			
2 Horse Show	6,878.94	687.89	\$4,792.37	\$1,102.24																										
Wendy's Hit & Miss Ice Cream	7,863.43	1,808.59																												
Cool Corn	10,257.87	2,359.31																												
Chandler - Pizza	9,276.16	2,133.52																												
It's a Grind Coffee	4,073.05	936.80																												
	\$512,450.67	\$116,969.38	\$496,151.83	\$114,114.92	\$465,341.14	\$107,028.46		\$ 377,850.21	\$ 86,905.55																					
Mechanical Bull	6,248.04	1,437.05																												
Golf & Gold	1,361.11	680.56																												
			\$30,810.69		\$87,490.93																									
																														23%

7% 23%

2012 Santa Cruz County Fair Entry Counts

DEPARTMENT	06 ENTRIES	07 ENTRIES	08 ENTRIES	09 ENTRIES	10 ENTRIES	11 ENTRIES	12 ENTRIES	% +/-
Youth #100	545	501	418	463	533	304	375	19%
Youth Dog Show #101	16	16	26	16	19	3	1	-200%
Scouts #103	31	53	32	8	9	8	16	50%
Girl Scouts #104			5	3	4	3	2	-50%
Other Youth #105			152	3	13	41	5	-720%
Education #365	61	181	41	359	48			#DIV/0!
Ag. Hort - Junior #110	242	133	110	143	168	117	68	-72%
Ag. Hort - Sr. #120	188	123	173	114	149	113	119	5%
Ag. Hort - Organic #130	94	204	132	98	162	146	213	31%
Ag. Hort - Comm. #140	8	22	14	73	40	57	44	-30%
Ag. Hort - Comm. Organizational #150	0	0	0	23	3	56	133	58%
Ag. Hort - Contest #150	316	287	249	181	210	244	215	-13%
Apple Pie Contest #161	53	55	70	70	50	64	59	-8%
Legos Contest #160	61	93	114	177	173	179	200	11%
FFA #106	115	168	50	58	119	26	45	42%
Fine Arts - Jr. #190	305	346	310	312	333	336	318	-6%
Fine Arts - Sr. #195	274	635	325	351	292	159	213	25%
Floriculture #240	862	886	617	675	606	543	638	15%
Hobbies #215	138	194	188	183	147	133	141	6%
Home Arts - Sr. #220	1150	1315	1012	1080	893	722	671	-8%
Home Arts - Jr. #230	334	366	267	318	322	280	244	-15%
Handspun #221	163	97	104	111	66	82	66	-24%
Home Brew #170	44	47	89	103	132	127	171	26%
Livestock - Breeding	217	212	248	84	180	89	82	-9%
Livestock - Market	232	366	367	353	256	181	144	-26%
Livestock - Carcass	43	57	60	102	37	28	36	22%
Livestock - Ed. Display	40	46	26	24	23	35	24	-46%
Livestock - Showmanship	203	252	370	308	304	248	202	-23%
Photography #210	699	798	837	695	529	531	551	4%
Poultry #250	221	160	219	178	293		196	100%
Poetry #200	54	16	75	60	48	48	30	-60%
Rabbits	183	151	176	180	163	122	154	21%
Rabbits - Meat Pens	4	2	8	11	4	4	3	-33%
Winemaking #175	112	149	123	132	156	125	129	3%
Horse Show	n/a	n/a	n/a	n/a	126			#DIV/0!
TOTAL	7008	7931	7007	7049	6610	5154	5508	6%