



# 2022 DESCHUTES COUNTY FAIR & RODEO

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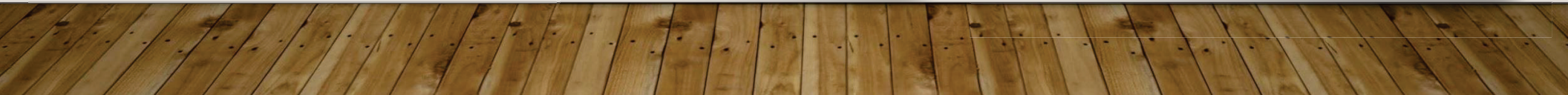
OVERVIEW





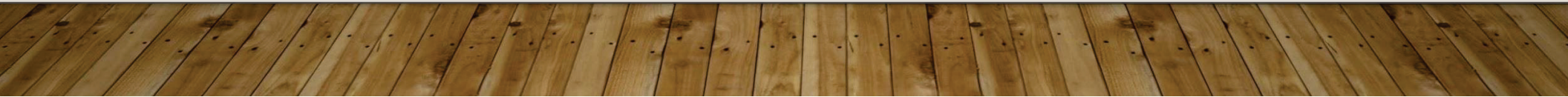
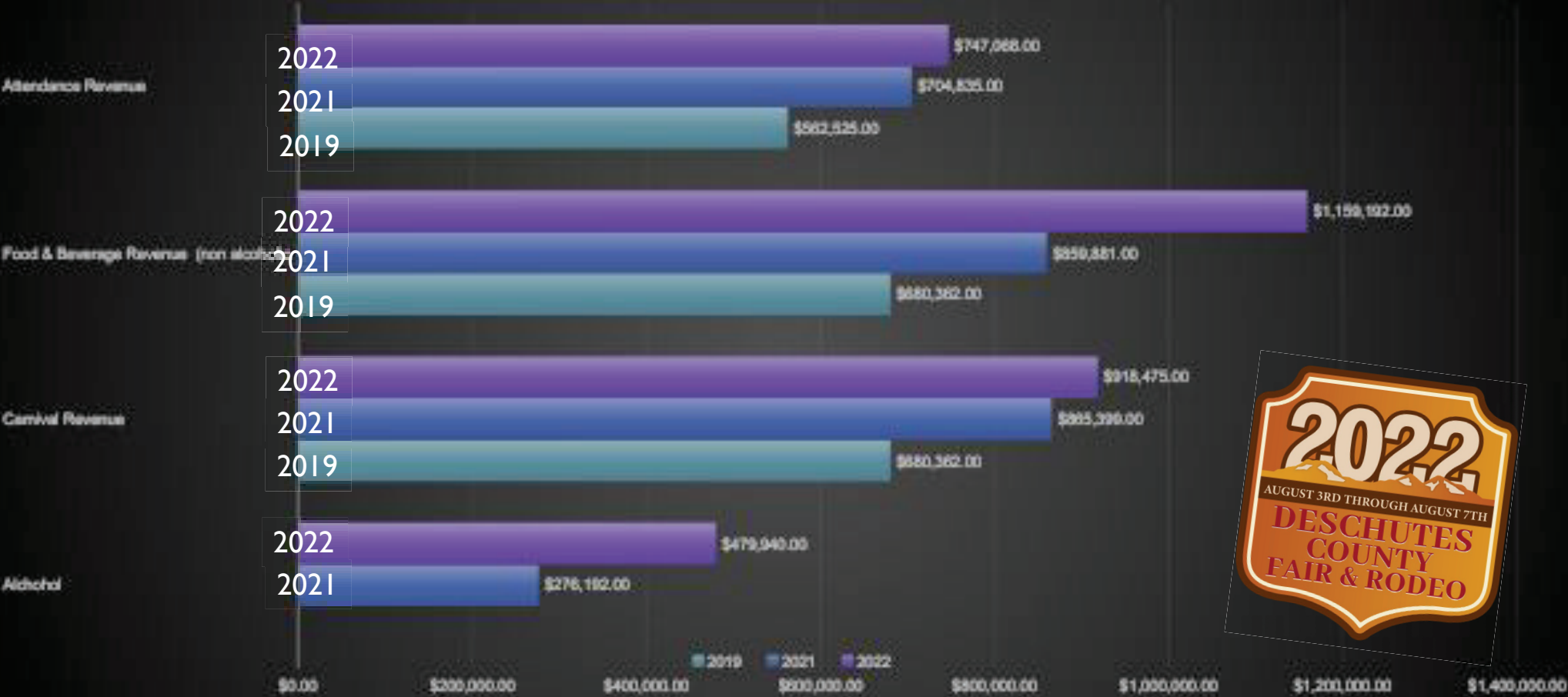


**2022**  
AUGUST 3RD THROUGH AUGUST 7TH  
**DESCHUTES  
COUNTY  
FAIR & RODEO**





# Revenue Comparison





## Property Overview

Aug 3 - Aug 7, 2022

2022

### Metrics

- Deschutes County Fair & Ex...  
3800 SE Airport Way, Redmond, OR 97

Visits	164.8K	Visit Frequency	1.54
Visits / sq ft	N/A	Avg. Dwell Time	239 min
Visitors	107.1K	Panel Visits	4.9K

Aug 3rd, 2022 - Aug 7th, 2022  
Data provided by Placer Labs Inc. (www.placer.ai)



### Metrics

Jul 28 - Aug 1, 2021

2021

#### Metrics

Customize

- Deschutes County Fair & E...  
3800 SE Airport Way, Redmond, OR ...

Visits	139.1K	Visit Frequency	1.51
Visits / sq ft	N/A	Avg. Dwell Time	256 min
Visitors	92.1K	Panel Visits	2.6K

Jul 28th, 2021 - Aug 1st, 2021  
Data provided by Placer Labs Inc. (www.placer.ai)



### Metrics

2019

- Deschutes County Fair & E...  
3800 SE Airport Way, Redmond, OR ...

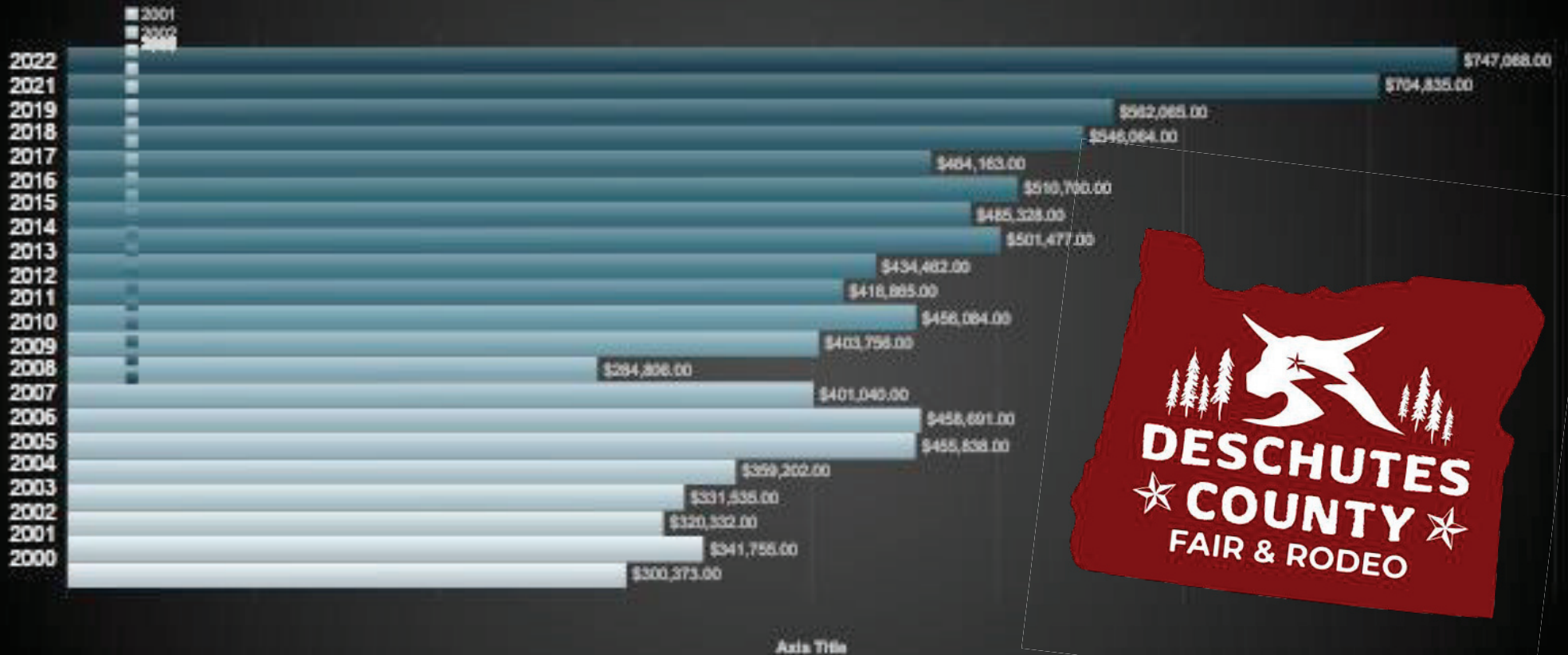
Visits	135.7K	Visit Frequency	1.55
Visits / sq ft	N/A	Avg. Dwell Time	275 min
Visitors	87.3K	Panel Visits	3.2K

Jul 31st, 2019 - Aug 4th, 2019  
Data provided by Placer Labs Inc. (www.placer.ai)





## 21 Year Admission Trend





## Deschutes County Fair & Rodeo August 3<sup>rd</sup> – 7<sup>th</sup> 2022



- **SUCCESES:**
- Largest admissions revenue in Fair history
  - (+\$43,175 over 2021)
- Saturday: Largest Attendance and Admissions revenue in Fair history
  - Almost 50,000 attendee's
- Deschutes County Youth Livestock Auction; highest in history
  - \$1.5 million to date
- Food & Beverage breaks \$1 million mark for first time ever
  - \$1,159,192.55
- Carnival: Highest gross in history
  - (+\$53,076 over 2021 total)
- Almost 30,000 attendee's to Indian Head Casino Rodeo over 4 nights
  - 5,900 on Saturday Night
- NPRA (Northwest Professional Rodeo Association) named Deschutes County Fair & Rodeo, the 2022 Large Rodeo of the year
  - **CONCERNS/CHALLENGE AREAS**
- Despite improvements Ingress/Egress remains a challenge
- Vendor Oversight
- Electrical/Layout
- Hours of Operation
- Staffing/Labor
  - Janitorial







## Deschutes County Youth Livestock Auction Saturday August 6<sup>th</sup> 2022

- 323 Unique Sale lots
- Proceeds recorded to date:
  - approx. \$1,750,000 (sales + add-ons)



