

Alameda County Fair & Event Center

FAIR & YEAR-ROUND

Economic Impact

Johnson Consulting, a nationally recognized firm specializing in feasibility studies and economic impact assessments, conducted a comprehensive review of fairgrounds across the country to evaluate operational models, facility utilization and economic performance. As part of this effort, the firm prepared a detailed Economic Impact Study analyzing Alameda County Fair's direct, indirect and induced effects on the regional economy. The findings provide an objective assessment of the Fair's economic contribution, market position and long term sustainability within the broader industry landscape.

Sales Tax Revenues

\$14.3 M

Hotel Tax Revenues

\$186,000

Fiscal Impact

\$14.5 M

Ongoing Jobs

1,980



Wages Created

\$104.6 M



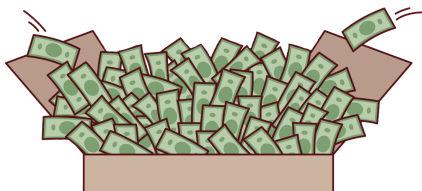
Hotel Room Nights Generated

16,800



Total Impact on Local Economy

\$312 M



Total Visits

1.44 M



The Alameda County Fairgrounds & Event Center serves as the venue for hundreds of events every year, in addition to producing the annual summer Alameda County Fair. The 267-acre property in Pleasanton, California includes space for indoor or outdoor events, including concerts, corporate events, celebrations, competitions, full ground festivals, celebrations and more.

*Subject to change. Study completed in 2025.