



Evergreen State Fair

Snohomish County Council Presentation
October 2025

Fair at a glance

- Attendance was down 3.4 %, 224,136
- Revenue from Fair was down .12%
- Carnival revenue was up 1.59%
- Parking revenue was up 25.64% (increased weekday prices)
- Concert revenues were up 9.25% (increased prices & attendance)
- Cost to put on the Fair \$3,480,101 (2024)



Wins

- Team (Admin, Maintenance, Sheriff, SRFR, Monroe Police, Speedway, Fair Board, Private Security, Fire Marshal, Superintendents, Butler)
- Event safety
- Healthy Communities Day
- Morning of Dreams
- Pony Rides
- Weather
- Dinosaur Exhibit
- Butterfly Exhibit
- Concerts
- Rodeos- 2 nearly sold-out shows
- Duck Races
- BMX Show
- Lumberjack Show
- Thursday Night Garage- car display (90+ cars)
- Media coverage & social media
- Evergreen Youth Livestock Auction



Vendors

2025

- 118 commercial vendors that filled 124 spaces*
- 37 food vendors that filled 59 spaces

2024

- 117 commercial vendors that filled 125 spaces*
- 37 food vendors that filled 60 spaces

*(does not include 11 non-profits)



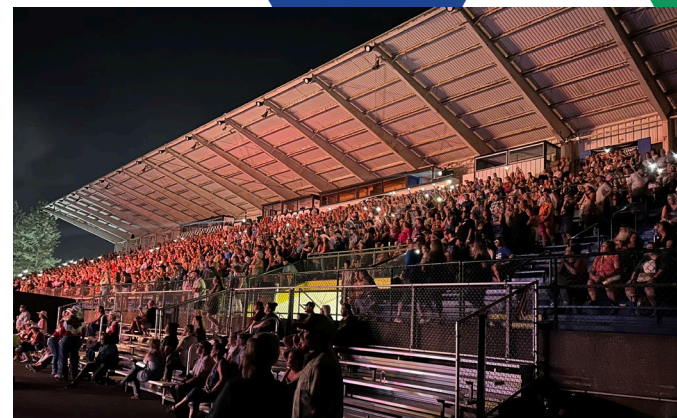
Concerts

Wynonna Judd- Monday- 3,525

Tommy James & The Shondells- Tuesday- 957

Evergreen Boot Scootin' Bash- Thursday-Free

Stone Temple Pilots- Friday-2,472



New Attractions

- Pony Rides
- Dino Encounters
- Butterfly Exhibit
- BMX Show
- Boot Scootin' Bash



Exhibits

2024

- 18,479 exhibits
- 1,712 exhibitors
- 146 EYLS exhibitors

2025

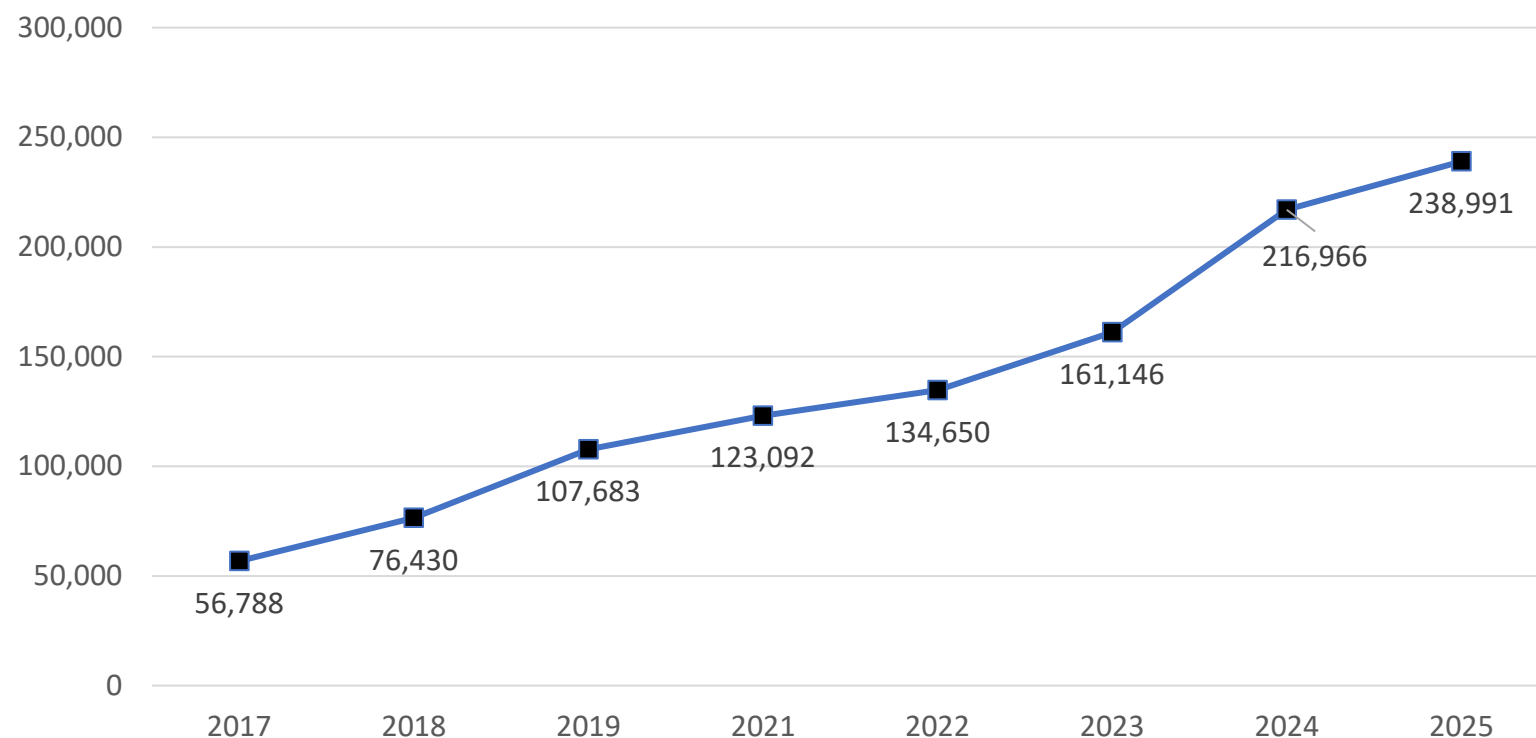
- 19,783 exhibits * does not include 4H horse program
- 1,727 exhibitors
- 184 EYLS exhibitors

Staff exhibitor challenge



Evergreen Youth Livestock Auction (EYLS)

EYLS is dedicated to encouraging local youth to consider a career in agriculture and to increase public awareness of our local farms.



Media/Social

- 8 press releases sent
- 71 media hits
- 9 media requests
- Social media audience grew by 8%
- Communications Team received 3,465 message and responded to 1,424
- Video views grew by 76%



Megan Dunn
Commented on Evergreen State Fair Wall Post "Do th

Your social media game is lit!



Trends

Lower attendance/event saturation

- Special admission days
- New and exciting attractions

Reduced consumer spending

- Fair on a budget
- Free attractions
- Exploring a value meal
- Exploring reduced parking fees

Higher entertainment costs

- Look for sponsorship opportunities

Fewer vendors, more competition

- Exploring artisans fair/makers market (70+ vendors)

Increase in exhibitor participation

Carnival remains a top draw



Join us for...

Holiday Spark

at the

Evergreen Fair Park

DECEMBER 4 & 5 • 5-8pm

DECEMBER 6 • 10am-8pm

DECEMBER 7 • 11am-3pm

Evergreen State Fair Park, Monroe, WA

Free Admission*

Parking \$5

Celebrate the holiday season with us!**

- Holiday Bazaar • Music • Firepits • S'more Roasting
- Costume Characters • Visit with Mr. & Mrs. Claus • Pony Rides
- Food Vendors • Private Igloos for Rent • Food Drive
- Inflatable Display • Bingo • and more!

Want more of a VIP experience?

Rent one of three Igloos for up to 6 people!

More Info at Evergreenfair.org

★ THE ★
Evergreen
STATE FAIR PARK
MONROE WA

*Some activities require an extra cost. **All events subject to change.

An aerial night photograph of a fairground. A large, mostly empty parking lot filled with cars is in the center. To the left is a large Ferris wheel with purple lights. In the foreground, there are various rides, including a roller coaster with green tracks and a carousel. A large stadium with a blue roof is on the right, filled with spectators. The sky is dark with a colorful sunset or sunrise glow in shades of orange, red, and purple.

Thank You!

See you at Fair 2026
Barn in the USA!