



THE GREAT NEW YORK STATE FAIR

- GATES
- BUILDINGS
- TRAY STOPS
- HANDICAPPED TRAM STOPS
- + INFIRMARY / FIRST AID
- + ACCESSIBLE REST ROOMS
- + NON-ACCESSIBLE REST ROOMS
- + PARKING / HANDICAPPED REST ROOMS
- + ACCESSIBLE FOOD STANDS
- + GUEST RELATIONS
- + STATE POLICE / LOST & FOUND
- + LOST PERSONS
- + SQUAD BANK ATTY
- + STROLLER, WHEELCHAIR & ELECTRIC HANDICAPPED SCOOTERS
- + INFED ACCESS ROUTES
- + PARADE ROUTE
- + SPECIALTY ACTS (See schedule for times)

- 1 Main Exhibition Office
- 2 Administration Building
- 3 Agriculture Office
- 4 Plaza of New York Manufacturers
- 5 Chevy Chase
- 6 Dairy of Progress Building
- 7 State Village
- 8 Fair Museum
- 9 K11 of Home Center
- 10 Department of New York
- 11 New York Theater
- 12 Children's and Art Exhibits
- 13 State Park at the Fair
- 14 Veterans & 9-11 Memorial
- 15 Horticulture Building
- 16 Horticulture Plaza
- 17 2000s Plaza and Agri-Exhibits
- 18 New York Motor Center
- 19 Honey
- 20 Market Design
- 21 Christmas Tree Growers Exhibit
- 22 Lion Dishes
- 23 International Building
- 24 Entertainment
- 25 N. Sea Kitchen Pub
- 26 State Police Exhibit
- 27 Times Square Tower
- 28 Dairy Products Building
- 29 Baker Supplies
- 30 Hoot's Place
- 31 Restaurant with Bar
- 32 Chatterbox
- 33 Science & Industry Building
- 34 Youth and Inland Schools
- 35 Safety Town

- 36 Dairy Cattle Barn
- 37 Goat Dairy
- 38 Meoni Paddy
- 39 Orange Building
- 40 Poultry Barn
- 41 Fair, Sports, Cakes, Piques
- 42 Toyota Outdoors
- 43 International Horse Show
- 44 Hudson Day Camp Show
- 45 Youth Dog Show
- 46 Sports Activity Center
- 47 Animal Farming
- 48 State of New York
- 49 Sports Activity Center Mini Tent
- 50 Inland Amusement Area
- 51 NY Lottery Players Pavilion
- 52 Midway
- 53 Youth Activity Center
- 54 Kids' Place
- 55 Talent Showcase
- 56 Adventure Zone
- 57 Historic Train Exhibit
- 58 State Fair Grandstand
- 59 Special Events Stage

- 60 Artisan Treadle Exhibit
- 61 Contemporary Manufacture
- 62 Restaurant Row
- 63 Youth Agricultural Museum
- 64 Waggon Carriage Museum
- 65 Ball, Llama & Sheep Barn
- 66 Dairy Cattle Show Tent
- 67 Sheep Barn
- 68 Youth Center
- 69 Country Horse Barns
- 70 Horse Shows
- 71 State of Veterinary Health
- 72 Horse Shows
- 73 Inland Amusement Area
- 74 Adventure Zone
- 75 Historic Train Exhibit
- 76 State Fair Grandstand
- 77 Special Events Stage

Attachment B
2011 New York State Fair
Daily Attendance

	8/25/11	8/26/11	8/27/11	8/28/11	8/29/11	8/30/11	8/31/11	9/1/11	9/2/11	9/3/11	9/4/11	9/5/11	Total
PAID ADMISSIONS													
\$10 General Adm.	5,191	13,410	25,104	2,544	12,743	9,059	21,301	13,432	17,025	27,015	20,499	3,266	170,589
\$6 Advance Sale	13,564	31,056	37,044	4,625	22,127	14,065	29,333	17,448	22,403	30,903	27,346	17,225	267,139
Group Discount	565	1,294	1,544	193	922	586	1,222	727	933	1,288	1,139	718	11,131
\$7 Coupons	0	6	92	14	67	60	118	97	132	155	91	21	853
\$6 Coupons	0	0	0	13	1	0	2	0	0	1,112	803	0	1,931
\$5 Coupons	0	0	0	0	0	0	0	0	0	0	0	0	0
Sponsor \$3	600	858	1,152	476	1,000	778	1,254	964	1,010	1,676	1,704	1,091	12,563
Grandstand Entertainment	9,360	2,017	7,537	2,420	54	8,796	0	0	7,346	10,511	1,348	826	50,215
Paid Vendor \$3	2,413	2,668	2,945	1,704	2,443	2,484	2,981	2,628	2,686	3,240	3,145	2,707	32,044
Paid 6 Day Pass	1,579	1,579	1,579	1,579	1,579	1,579	0	0	0	0	0	0	9,474
TOTAL	33,272	52,888	76,997	13,568	40,936	37,407	56,211	35,296	51,535	75,900	56,075	25,854	555,939
Nonpaid Admissions													
Special Service	2,684	5,627	3,832	1,974	3,735	2,842	5,049	5,186	4,907	5,126	5,006	10,300	56,268
Children	7,293	13,989	15,472	2,431	12,316	9,584	20,188	18,804	20,068	17,558	10,973	6,051	154,727
Seniors	0	0	0	0	18,920	16,560	0	0	0	0	0	0	35,480
Honor Guest	25	51	42	13	37	26	68	43	70	55	64	71	565
Exhibitors	4,583	4,886	4,688	5,021	5,212	5,344	5,344	5,344	5,344	5,344	5,344	5,344	61,798
Veterans	0	0	0	0	0	0	0	3,417	0	0	0	0	3,417
Other	4,039	4,107	4,106	4,195	4,555	4,068	4,005	4,018	4,041	4,033	4,116	3,987	49,270
TOTAL	18,624	28,660	28,140	13,634	44,775	38,424	34,654	36,812	34,430	32,116	25,503	25,753	361,525
GRAND TOTAL	51,896	81,548	105,137	27,202	85,711	75,831	90,865	72,108	85,965	108,016	81,578	51,607	917,464
Paid % to total	64.1%	64.9%	73.2%	49.9%	47.8%	49.3%	61.9%	48.9%	59.9%	70.3%	68.7%	50.1%	60.6%
Nonpaid % to total	35.9%	35.1%	26.8%	50.1%	52.2%	50.7%	38.1%	51.1%	40.1%	29.7%	31.3%	49.9%	39.4%

Special Service Ticket Summary 2011

	8/25/11	8/26/11	8/27/11	8/28/11	8/29/11	8/30/11	8/31/11	9/1/11	9/2/11	9/3/11	9/4/11	9/5/11	Total
Regular Special Service	2,369	3,276	3,808	1,972	2,825	2,316	4,205	3,737	3,825	5,108	4,990	3,683	42,114
Weekdays Only	315	581	15	2	486	526	843	775	1,079	17	13	5	4,657
Law Enforcement	0	1,769	5	0	0	0	0	0	0	0	0	0	1,774
Dairy Day	0	0	4	0	423	0	0	0	0	0	0	0	427
Fire Rescue	0	0	0	0	0	0	0	674	1	1	0	2	678
Labor Day	0	1	0	0	1	0	1	0	2	0	3	6,610	6,618
Grand Total	2,684	5,627	3,832	1,974	3,735	2,842	5,049	5,186	4,907	5,126	5,006	10,300	56,268

Regular Special Service	42,114
Weekdays Only	4,657
Law Enforcement	1,774
Dairy Day	427
Fire Rescue	678
Labor Day	6,618
Grand Total	56,268

**2011 New York State Fair
Attendance By Time**

Date	Open to	11:01 AM to	2:01 PM to	5:01 PM to	Daily	DAILY TOTAL
	11:00 AM	2:00 PM	5:00 PM	Close	Constants	
Thursday, August 25, 2011	9,724	10,925	9,339	11,707	10,201	51,896
Friday, August 26, 2011	17,684	20,768	13,865	18,659	10,572	81,548
Saturday, August 27, 2011	18,105	29,046	25,454	22,159	10,373	105,137
Sunday, August 28, 2011	4,911	4,571	3,569	3,356	10,795	27,202
Monday, August 29, 2011	19,702	21,575	15,233	17,855	11,346	85,711
Tuesday, August 30, 2011	17,785	17,574	13,737	15,744	10,991	75,831
Wednesday, August 31, 2011	15,794	23,219	17,808	24,697	9,347	90,865
Thursday, September 01, 2011	13,796	16,815	14,634	17,501	9,362	72,108
Friday, September 02, 2011	20,892	31,419	25,645	20,683	9,377	108,016
Saturday, September 03, 2011	18,763	25,593	15,902	11,860	9,460	81,578
Sunday, September 04, 2011	14,598	20,334	18,259	23,404	9,370	85,965
Monday, September 05, 2011	9,011	16,937	10,740	5,588	9,331	51,607
Total	180,765	238,776	184,185	193,213	120,525	917,464
Percent of Total	19.7%	26.0%	20.1%	21.1%	13.1%	100.0%

**New York State Fair
Attendance 2006-2011**

PAID GATE	2011	2010	2009	2008	2007	2006
General Admission	170,589	183,472	175,939	148,235	132,602	102,476
Advance Sale	267,139	274,153	254,319	209,374	215,195	221,606
Group Discount	11,131	12,784	9,026	11,826	14,673	11,514
Grandstand Entertainment ***	50,215	68,740	60,846	81,518	65,961	74,226
Coupons	2,784	11,743	13,565	27,403	41,770	38,309
Vendors \$3/\$2	32,044	36,964	40,852	40,623	44,098	42,788
Vendors \$4	0	0	0	0	0	0
Sponsors	12,563	16,472	0	0	0	0
Preview	0	0	0	0	0	0
Salty Dog \$-0-	0	0	0	0	0	0
Frequent Passes	9,474	5,214	3,720	2,970	4,116	3,198
\$3 Advance Promo	0	0	0	0	0	0
TOTAL	555,939	609,542	558,267	521,949	518,415	494,117
NON-PAID GATE						
Exhibitor Pass	61,798	61,680	63,061	62,444	57,329	70,706
Press#	0	0	0	0	11,706	12,354
Special Service	56,268	64,114	89,899	88,620	96,326	98,318
Seniors	38,914	35,256	44,502	38,995	38,787	33,292
Honor Guest/Official	565	1,401	1,675	1,724	2,749	7,812
Children	154,727	173,081	160,553	155,905	158,736	155,892
Other	49,253	54,771	53,316	58,234	52,351	59,896
Total	361,525	390,303	413,006	405,922	417,984	438,270
GRAND TOTAL	917,464	999,845	971,273	927,871	936,399	932,387
Ranking by attendance	#13	#3	#7	#12	#10	#11
Paid to Non-paid %	61%	61%	57%	56%	55%	53%

Press combined with exhibitor in 2008

*** Number of grandstand events were reduced starting in 2009

Sponsor tickets for 2010 should not be under paid as there was no revenue received for them. This was corrected on the attendance audit, however the number for paid was given out to the Governor's Office and the correction had to be reversed to match the number given out.

9/23/2010

Attachment C

New York State Arts and Cultural Affairs Law

* § 25.30. Operator prohibitions. 1. A ticket is a license, issued by the operator of a place of entertainment, for admission to the place of entertainment at the date and time specified on the ticket, subject to the terms and conditions as specified by the operator. Notwithstanding any other provision of law to the contrary, it shall be prohibited for any operator of a place of entertainment, or operator's agent, to:

(a) restrict by any means the resale of any tickets included in a subscription or season ticket package as a condition of purchase, as a condition to retain such tickets for the duration of the subscription or season ticket package agreement, or as a condition to retain any contractually agreed upon rights to purchase future subscription or season ticket packages that are otherwise conferred in the subscription or season ticket agreement;

(b) deny access to a ticket holder who possesses a resold subscription or season ticket to a performance based solely on the grounds that such ticket has been resold; or

(c) employ a paperless ticketing system unless the consumer is given an option to purchase paperless tickets that the consumer can transfer at any price, and at any time, and without additional fees, independent of the operator or operator's agent. Notwithstanding the foregoing, an operator or operator's agent may employ a paperless ticketing system that does not allow for independent transferability of paperless tickets only if the consumer is offered an option at the time of initial sale to purchase the same tickets in some other form that is transferrable independent of the operator or operator's agent including, but not limited to, paper tickets or e-tickets. The established price for any given ticket shall be the same regardless of the form or transferability of such ticket. The ability for a ticket to be transferred independent of the operator or operator's agent shall not constitute a special service for the purpose of imposing a service charge pursuant to section 25.29 of this article.

2. Additionally, nothing in this article shall be construed to prohibit an operator of a place of entertainment from maintaining and enforcing any policies regarding conduct or behavior at or in connection with their venue. Further, nothing in this article shall be construed to prohibit an operator of a place of entertainment or such operator's agent, from restricting the resale of tickets that are offered as part of a targeted promotion, at a discounted price, or for free, to specific individuals or groups of individuals because of their status as, or membership in, a specific community or group, including, but not limited to, persons with disabilities, students, religious or civic organizations, or persons demonstrating economic hardship; provided, however that tickets offered promotionally to the general public shall not be considered as tickets offered to specific individuals or groups of individuals. Any promotional discounted or free tickets for which the operator or operator's agent restricts resale must be clearly marked as such. An operator shall be permitted to revoke or restrict season tickets for reasons relating to violations of venue policies, including but not limited to, attempts by two or more persons to gain admission to a single event with both the cancelled tickets originally issued to a season ticket holder and those tickets re-issued as part of a resale transaction, and to the extent the operator may deem necessary for the protection of the safety of patrons or to address fraud or misconduct.

3. No operator or operator's agent shall sell or convey tickets to any secondary ticket reseller owned or controlled by the operator or operator's agent.

4. The operator or the promoter shall determine whether a seat for which a ticket is for sale has an obstructed view, and shall disclose

such obstruction. If the operator or promoter discloses that a seat for which a ticket is for sale has an obstructed view, it shall be the responsibility of the secondary ticket reseller to disclose such obstruction upon the resale of such ticket. Such obstruction shall not include an obstruction of view caused by a person, or persons, seated in an adjacent seat, or seats, or occupying an aisle; or an obstruction of view caused by an object or objects placed upon an adjacent seat or seats, or in an aisle; or an obstruction of view that is de minimus or transitory in nature.

* NB Repealed May 15, 2012