

At a news conference, Nebraska State Fair Executive Director Joseph McDermott announced attendance figures for the 2011 Nebraska State Fair in Grand Island.

“Total 2011 attendance was 333,043 which is nearly an eight percent increase over the 309,400 from 2010,” McDermott said. “The State Fair’s busiest day on Sunday, Sept. 4, totaled 67,929 which is a 26 percent increase over 2010 and is not only the largest recorded crowd for the fair in Grand Island, but the third largest single day recorded crowd in the history of the fair.”

A report was given with regard to daily survey information garnered through electronic polling of fairgoers on a number of issues. Ratings are based on a scale of 1 to 5, with 5 as the highest or excellent rating.

- Cleanliness and appeal – 4.6 out of 5
- Family Friendliness – 4.25 out of 5
- Overall enjoyment – 4.4 out of 5

How well the Nebraska State Fair is doing with relationship to the following:

- To Educate: 4.46 out of 5
- To Inform: 4.47 out of 5
- To Entertain: 4.57 out of 5

“One of the daily numbers we keep a watchful eye on is how likely are fairgoers to recommend the Nebraska State Fair to family and friends. Almost 67 percent said they would be very likely with 29 percent saying they are likely to recommend the Nebraska State Fair to family and friends,” McDermott said. “We feel with 96 percent of respondents recommending the state fair is a true testament of how well we do from year to year in producing the state’s largest entertainment event.”

Jana Kruger, president of the Nebraska State Fair Board of Directors said, “Our volunteers scored very high again with a 4.4 out of 5 possible points.”

Kruger said, “Under the guidance of Rhonda Veleba we are again humbled by the tireless work of our 893 volunteers who have scored high marks throughout the week in making sure fairgoers receive a warm welcome as they entered the fairgrounds.”

Kruger went on to say, “It is because of their unequalled support, and the Nebraska State Fair board of directors will be making a gift of \$100-thousand to the new Veterans Athletic Complex in Grand Island in the Fair Volunteers. Our volunteers, who so graciously give of their time to make the experience at the Nebraska State Fair one-of-a-kind.

“We hope to honor our volunteers with this type of contribution as an annual event to highlight those groups and individuals who perform above and beyond the call of duty,” Kruger said.

The Nebraska State Fair Volunteer Program is sponsored by the Nebraska State Fair, 1868 Foundation, Principal Financial Group and the Grand Island Chamber of Commerce.

The Nebraska State Fair dates for 2012 are Aug. 24 through Sept. 3.