



BUILDING TODAY FOR A BETTER TOMORROW

THE *NEW* NEW YORK STATE FAIR



Carriage Entrance
c. 1900



The Great New York State Fair was established on a 113-acre plot in Onondaga County in 1890 and was the first state fair in the nation.



Midway
c. 1910

Over the next century, the Fair
put New Yorkers on a world stage
to promote our agricultural leadership.

c. 1890



But the Fairgrounds were seasonal –
attracting visitors and employing local
talent for only a handful of summer days.



And over time,
investment into the Fairgrounds stalled
even as the Fair began to grow.



**Since 2011,
Governor Cuomo has made it a central priority
to bring new life into Upstate New York's economy.**

A construction worker in an orange safety vest and white hard hat is working on a steel structure. The worker is positioned on a lift or scaffolding, and the background shows a large industrial building with a corrugated metal facade.

\$27 BILLION

UPSTATE INVESTMENT SINCE 2012

The State has made unprecedented investments to rebuild the economy of yesterday into an international business destination of tomorrow.



Here in Central New York,
the State has invested \$3 billion since 2012...

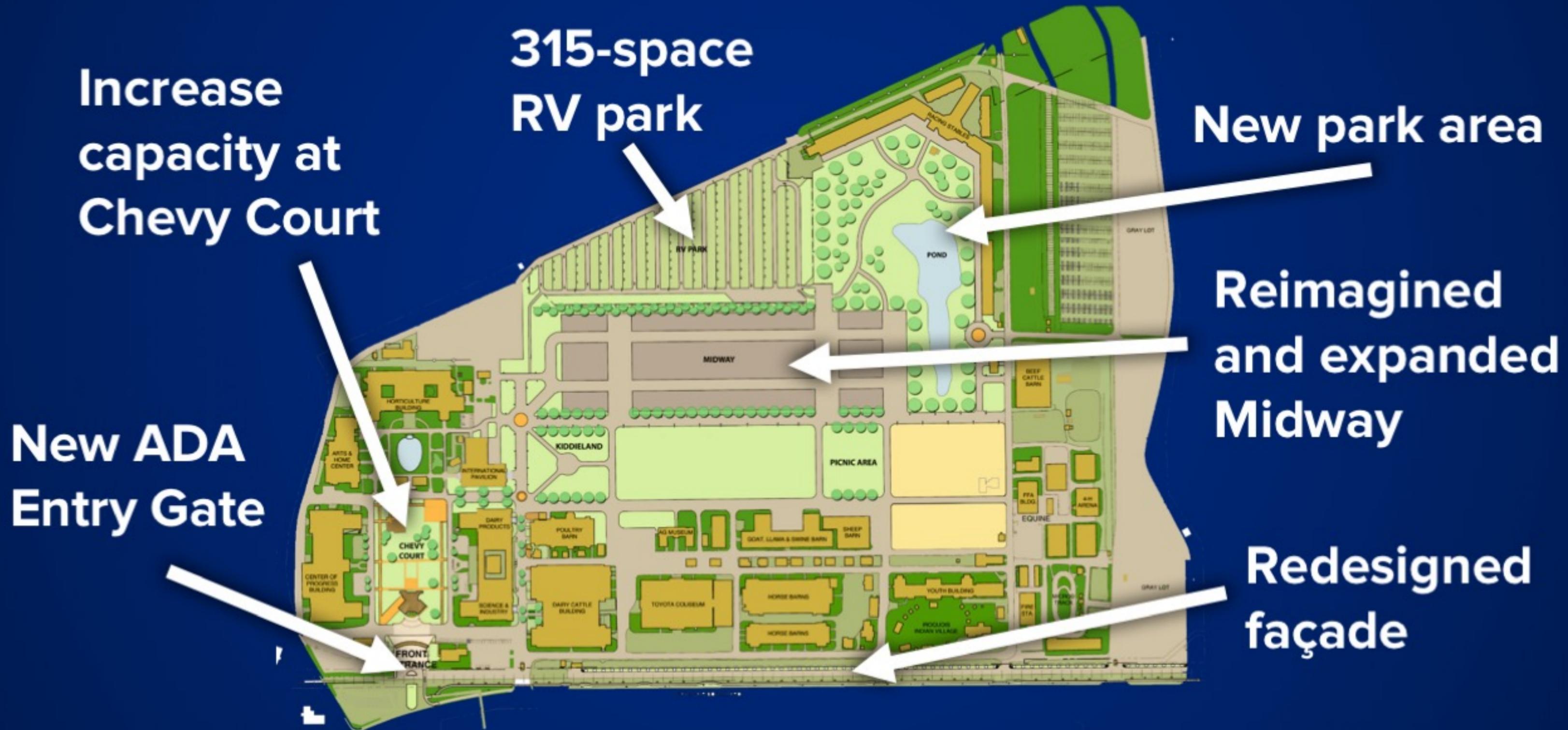


And last year,

Governor Cuomo announced a sweeping

\$50 million reimagination of the State Fairgrounds.

The New New York State Fairgrounds



Increase capacity at Chevy Court

315-space RV park

New park area

New ADA Entry Gate

Reimagined and expanded Midway

Redesigned façade

The background of the image is a blue-tinted photograph of the New York State Fair building. The words "NEW YORK STATE FAIR" are visible in large, raised letters across the top of the facade. Below this, there are arches and a date "2016" is visible on the wall. The overall scene is dimly lit, with a strong blue color cast.

**The hallmark of our administration
is not to make plans.**

It is to make progress.



**This summer, we
cut the ribbon on the New NYS Fairgrounds...**



**Which now features
a new Main Gate...**



A reimagined Chevy Court

**with more space and more seating for larger crowds,
welcoming some of our biggest audiences in history...**



**RECORD
1.3 MILLION
RIDES**

ADMIT ONE

**RECORD
\$3 MILLION
IN SALES**

**And an expanded Midway,
increasing capacity from 63 to 75 rides.**



We debuted the
new, free State Fair Tram
seamlessly connecting the entire Fairground...



And sold out of available spaces at
the new, 313-space Empire RV Park.



Under the leadership of Governor Cuomo, the State Fair is working to include all of the communities of New York...

- **Only state fair in nation with official Pride Day**
- **Hosted Little League World Champs and their entire Southern Tier community – free admission**
- **Investing \$750,000 in the Indian Village, in partnership with the Six Nations Agricultural Society**



Our investment is
already paying off – this year we
shattered attendance records.

A large crowd of people at a fair, with a blue semi-transparent overlay containing text. The background shows a dense crowd of people of various ages and ethnicities, many wearing hats and sunglasses, suggesting a sunny day. The crowd is spread across a wide area, with trees and buildings visible in the background. The blue overlay is a solid color, providing a clear background for the yellow and white text.

1,117,630

VISITORS – 2016 STATE FAIR

**This is the most visitors ever in the Fair's
175-year history – and a 23% increase over last year.**



Fairgoers came to Central New York from more than 41 U.S. states, Canada and England.



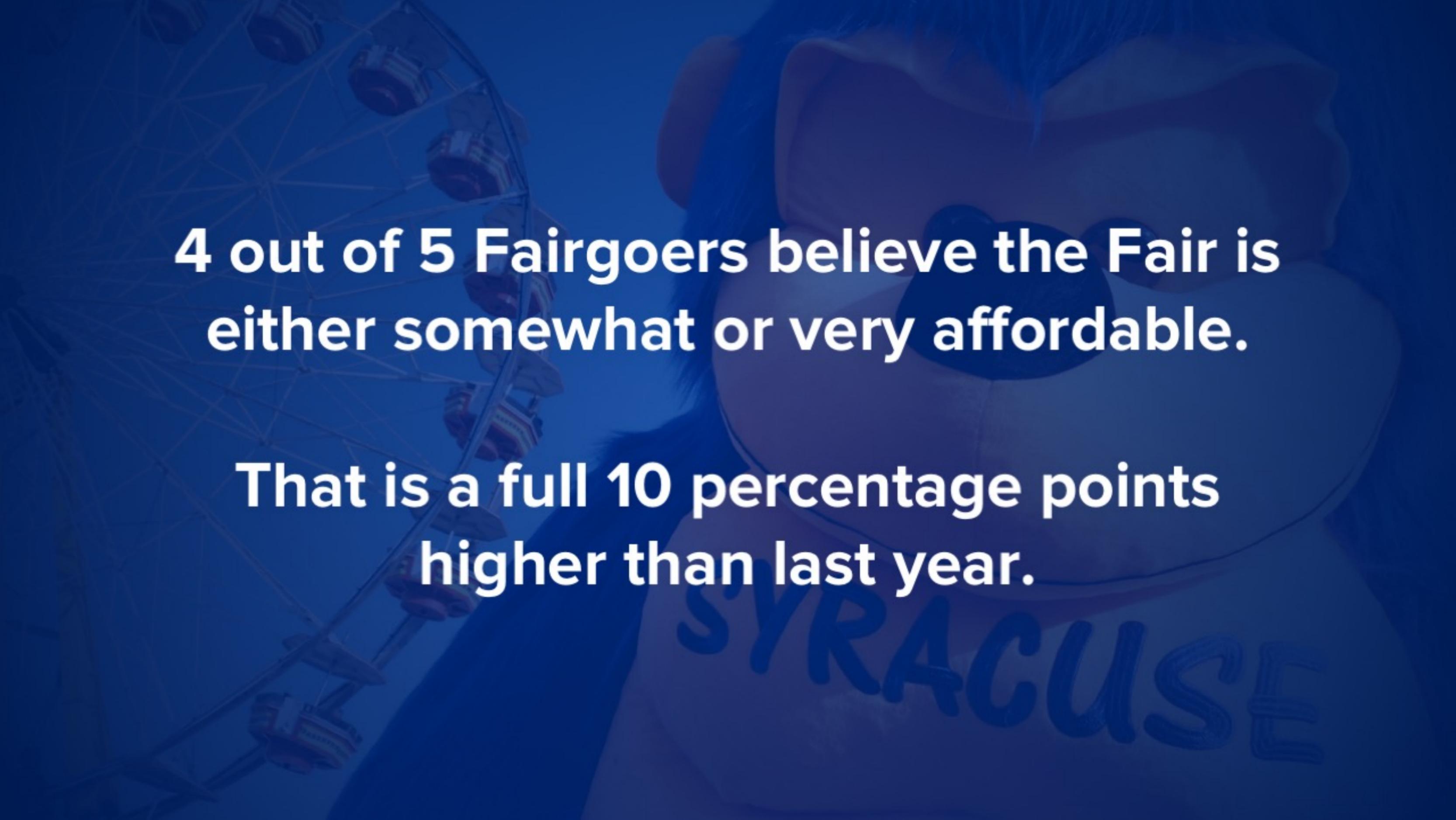
**We are proud of the success
of the New New York State Fair –
and Fairgoers agree...**

SYRACUSE

Today we are announcing that our survey of exiting Fairgoers found...

87% believe the new features of the Fair are positive – and 70% of those say very positive.

Those are the highest marks given since the survey began in 2008.

The background features a dark blue overlay with a faint image of a Ferris wheel on the left and a child in a white t-shirt with 'SYRACUSE' written on it on the right. The child is smiling and has their arms raised.

4 out of 5 Fairgoers believe the Fair is either somewhat or very affordable.

That is a full 10 percentage points higher than last year.



97% of Fairgoers had either a positive or very positive experience at the new Midway.

That is also the highest mark in our survey's history.



In addition to record attendance at the Fair,
this year the Syracuse Nationals Car Show
welcomed more visitors than ever before.



The Bassmaster Tournament
returned to the revitalized Onondaga Lake...



**And the
new Onondaga Lakeview Amphitheater celebrated
its first full year of programming to sold out crowds.**



**Today in Central New York you can
feel the momentum everywhere you go...**



It's our job now to
keep it going.



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