



 INTERNATIONAL AGRI-CENTER

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AgVentures!
LEARNING CENTER & MUSEUM

International Agri-Center

Economic, Fiscal, and Social Impact





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Executive Summary

This study, prepared by Beacon Economics, measures the economic, fiscal, and social impacts of the International Agri-Center® (IAC) and the World Ag Expo® (WAE) on the City of Tulare, Tulare County, and the rest of California. The analysis draws on operational and financial records from the IAC's fiscal year 2024–2025, as well as spending data from the 2025 edition of the WAE, held in February 2025.

The IAC and the WAE play a central role in Tulare County's agricultural economy and its community life. Each year, they bring together thousands of producers, businesses, and educators from around the world, driving local employment, visitor spending, and public revenues. Established in 1976, the IAC has become a year-round anchor for agricultural activity and learning, while the WAE remains the largest annual agricultural exposition in the United States.

The analysis quantifies how spending by attendees, exhibitors, and the IAC itself circulates through the regional economy, highlighting the broader community value created through education, emergency response support, and philanthropic partnerships.

Direct Spending

The IAC and the WAE generate new economic activity through three main channels:

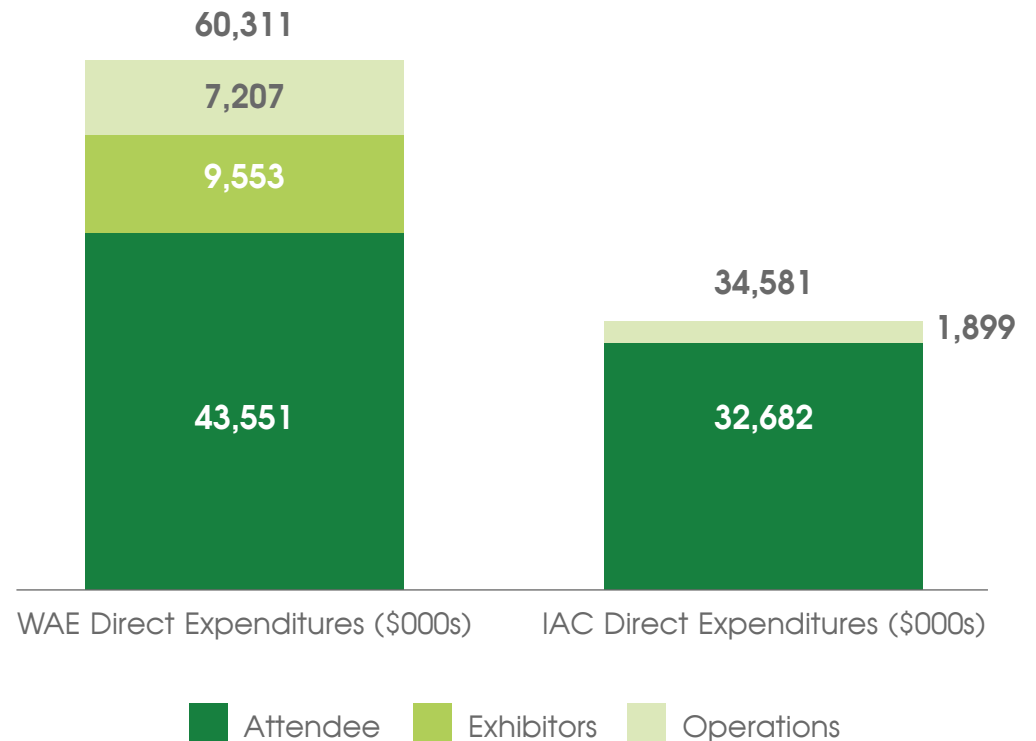
1. Spending by attendees.
2. Spending by exhibitors.
3. Operational expenditures by the IAC, including the costs of hosting the WAE and year-round events.

In the study period:

- **WAE (2025 edition)** generated **\$60.3 million** in direct spending by attendees, exhibitors, and event operations.
- In FY 2024–2025, the **IAC** generated **\$34.6 million** in direct spending by attendees at year-round events and through its facility operations.

Together, these activities injected **nearly \$95 million** in new expenditures into the regional economy, most of it going to hospitality, food services, retail, transportation, and other locally based services that support visitors and events.

Direct Spending
Figure 1

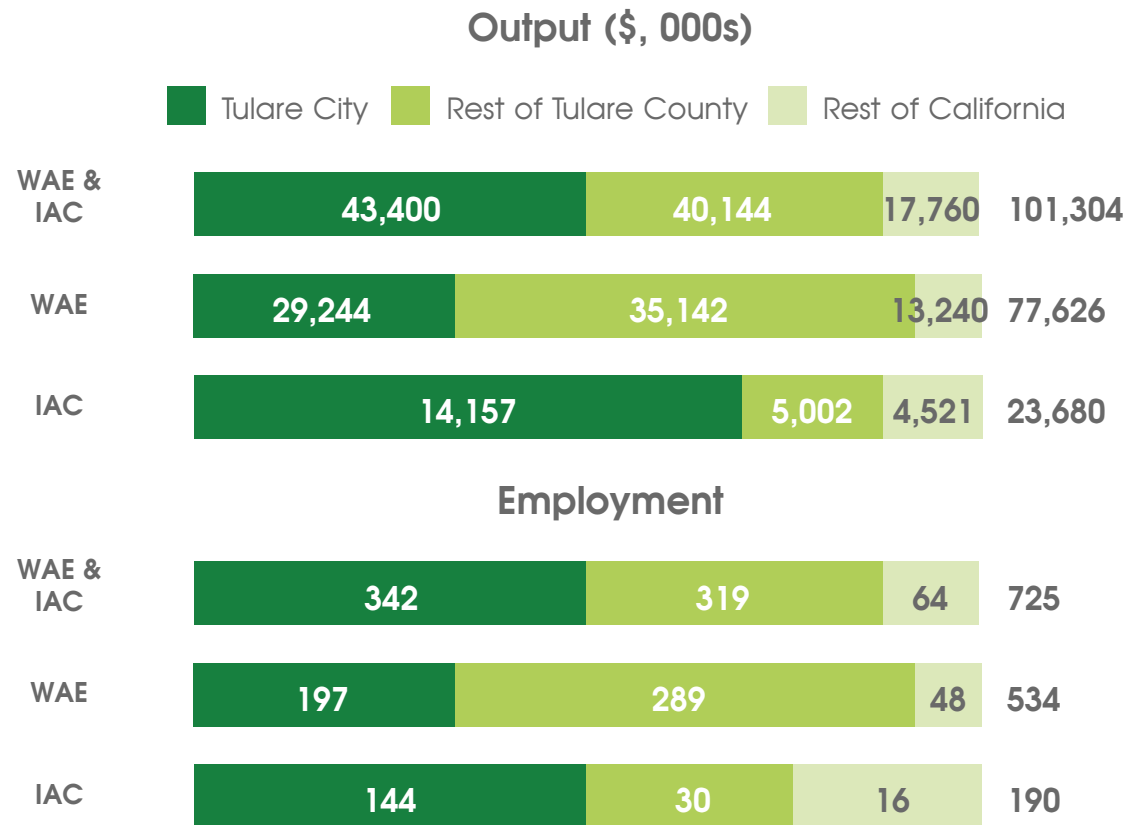


Economic and Fiscal Impact

The economic contributions of the IAC and the WAE extend beyond the dollars spent by attendees, exhibitors, and the Agri-Center itself. Through indirect and induced effects, this activity circulates through local supply chains and household spending, producing broader gains in jobs, incomes, and business activity across the region.

Economic and Fiscal Impacts by Region

Figure 2



Note: All impacts include the direct spending associated with IAC operations and WAE activities, as well as the indirect supply-chain and induced household-spending effects captured across the City of Tulare, Tulare County, and the rest of California.

Economic and Fiscal Impact

- **Total Economic Output:** Activities at the IAC and the WAE generated **\$101.3 million** in economic output across California, including **\$83.5 million in Tulare County** and **\$43.4 million in the City of Tulare**.
- **Employment Supported:** Combined activities supported **725 jobs statewide**, with **661 jobs in Tulare County** and **342 jobs in the City of Tulare**.

World Ag Expo Impact

- **Economic Output:** The WAE generated **\$77.6 million** in total economic output across California. Of this, **\$64.4 million occurred in Tulare County**, including **\$29.2 million in the City of Tulare**.
- **Employment Supported:** WAE activity supported **534 jobs statewide**, **486 in Tulare County**, and **197 in the City of Tulare**.
- **These impacts** reflect large-scale visitor, exhibitor, and vendor spending concentrated over the WAE week.

International Agri-Center (Year-Round Activities) Impact

- **Economic Output:** Year-round events and operations at the IAC generated **\$23.7 million** in statewide economic output, with **\$19.2 million in Tulare County** and **\$14.2 million within the City of Tulare**.
- **Employment Supported:** IAC operations supported **190 jobs statewide**, **174 in Tulare County**, and **144 in the City of Tulare**.
- **These impacts** are driven by year-round facility operations, event hosting, and community programming.



Together, the IAC and WAE continue to anchor Tulare County's agricultural economy by creating jobs, supporting local businesses, and generating revenues that sustain public services and infrastructure. The IAC and WAE also make a significant contribution to public finances. Combined, they generate an estimated **\$15.4 million** in tax revenues at all levels of government:

- **\$6.4 million generated within the City of Tulare, including \$1.2 million retained by the city and \$0.5 million by Tulare County.**
- **\$6.6 million generated in the rest of Tulare County, with \$0.9 million allocated to county cities such as Visalia and Porterville, and \$0.4 million to the county government.**

These revenues reflect sales, income, property, and business taxes that would not have occurred in the absence of the IAC and the WAE.

Social and Community Impact

Beyond its economic contributions, the IAC creates lasting social value through education, community engagement, and philanthropy.

- **Education:** The IAC provides hands-on learning and workforce exposure through AgVentures!, the Antique Farm Equipment Museum, school partnerships, and diverse programs. The We Believe in Growing scholarships award two \$10,000 grants each year to Central Valley high school seniors pursuing careers in agriculture.
- **Global Connections and Networking:** By hosting the WAE—the largest annual outdoor agricultural trade show in the world—the IAC connects California’s Central Valley to global markets, technology, and supply chains. The 2025 Expo drew over 100,000 attendees and 1,200 exhibitors from 49 states and more than 80 countries, creating a platform for research, innovation, and business development across the agricultural industry.
- **Community Engagement:** The IAC hosts over 150 community and civic events annually, supports regional infrastructure and sustainability projects, including a \$500,000 contribution to the Highway 99 interchange and a \$900,000 solar installation. It also serves as an emergency operations and evacuation site for regional schools, fire agencies, and Cal OES.
- **Philanthropy:** The IAC sustains a broad network of local nonprofits, schools, and health organizations. In recent years, community groups participating in WAE concession partnerships have collectively raised more than \$1.1 million. The annual Toyota Tundra Giveaway has contributed nearly \$900,000 to Valley Children’s Healthcare. Additional support includes scholarships, sponsorships, in-kind donations, and partnerships that expand education, youth programs, and health and wellness across Tulare County.

The IAC and WAE generate substantial economic and fiscal benefits while serving as key community institutions for Tulare County. Together, they sustain local employment, support public revenues, and create opportunities for learning, collaboration, and growth. Their ongoing investments in education and sustainability ensure that the value they create—both economic and social—continues to strengthen the region and the agricultural industries that define it.



Introduction

The **International Agri-Center** and the **World Ag Expo** form one of the Central Valley's most significant economic and agricultural institutions. Since its establishment in 1976, the IAC has served as a global meeting point for producers, innovators, and policymakers shaping the future of food and farming.

- Each February, the WAE transforms Tulare into a hub of international exchange, drawing more than 100,000 visitors and 1,200 exhibitors who showcase new technologies, equipment, and sustainable practices that drive modern agriculture forward.

- Beyond the WAE, the IAC operates as a year-round driver of economic and community activity. Its facilities host hundreds of events per year—from livestock and equestrian competitions to training programs, trade gatherings, and educational forums—that bring more than 100,000 attendees annually.
- These activities sustain jobs, generate local business revenue, and reinforce the region’s position as a leader in agricultural innovation and rural enterprise.

This report evaluates the economic, fiscal, and social impacts of the IAC and the WAE on three geographies:

- The City of Tulare
- Tulare County
- The rest of California
- The analysis quantifies how spending by attendees, exhibitors, and the International Agri-Center’s operations circulates through the regional economy and assesses the broader community value generated through education, youth development, and community partnerships that cultivate knowledge, opportunity, and innovation across generations.¹

¹ All economic and fiscal results are presented in 2025 dollars.

Organizational Overview and Background

About the International Agri-Center

The IAC is a nonprofit established in 1976 in the City of Tulare to support agricultural education, industry development, and community engagement. It is the permanent home of the WAE and operates as a year-round venue for agricultural, educational, and community events.

Beyond the WAE, the IAC manages a structured calendar of Tier 1, Tier 2, and Tier 3 events that collectively attract well over 100,000 attendees each year:

- **Tier 1** events include large regional and national gatherings such as the *Cal Youth Ag Expo*, *California Reined Cow Horse Association*, *Western Classic Junior Holstein Show*, *C-N Futurity*, and the *Reawaken America Tour*.
- **Tier 2** encompasses mid-sized events, including *Tulare Reptile Show*, *All Breed Dog Show*, *Train, Toy and Model Show*, *Gun Shows*, and *Monster Truck Shows*.
- **Tier 3** covers smaller community activities such as *banquets*, *church services*, *board meetings*, *training sessions*, and *local fundraisers*.



These gatherings generate consistent visitor spending and business activity across Tulare’s Hospitality, Retail, and Service sectors. In addition, the IAC reinvests locally through scholarships, youth programs, and partnerships with schools and nonprofit organizations. Together, these functions position the IAC as a year-round economic and social asset for the City of Tulare and the broader Tulare County economy.

About the World Ag Expo

The WAE is held annually each February at the International Agri-Center in Tulare, California, and spans three days of exhibits, demonstrations, and educational activities. The 58th edition, held from February 11–13, 2025, featured more than 1,200 exhibitors across 2.6 million square feet of exhibit space and drew over 100,000 attendees from 49 states and approximately 80 countries. The event is one of the largest outdoor agricultural trade shows in the World, bringing together producers, equipment manufacturers, educators, and policymakers to share knowledge and showcase agricultural innovation.^{2,3}

The WAE began in 1968 as the California Field and Row Crop Equipment Show in the world at the Tulare County Fairgrounds. As participation grew, it was renamed in 1979 to reflect its international reach and permanently relocated to the IAC in 1982 to accommodate expansion. The event officially adopted the name World Ag Expo in 2001, underscoring its global orientation.^{4,5} Today, the WAE functions as a central meeting point for agricultural professionals worldwide, reflecting and reinforcing Tulare County’s leadership in global agriculture, trade, and innovation.



² International Agri-Center. (2025, February 15). 58th World Ag Expo comes to a close. International Agri-Center. <https://www.internationalagricenter.com/58th-world-ag-expo-comes-to-a-close/>

³ ABC30 News. (2025, February 12). 2025 World Ag Expo continues to expand events and reach. ABC30. <https://abc30.com/post/2025-world-ag-expo-continues-expand-events-reach/15960359/>

⁴ International Agri-Center. (n.d.). About us. International Agri-Center. <https://www.internationalagricenter.com/about-us>

⁵ Tulare County Economic Development Office. (2024, February 1). Coming soon: World Ag Expo 2024! Grow Tulare County. <https://www.growtularecounty.org/news-and-media/p/item/55478/coming-soon-world-ag-expo-2024%21?>



Glossary of Terms:

- **Attendee Spending:** Total expenditures made by event attendees, both at the venue and in the surrounding region. This includes spending at the venue on food and beverage and retail purchases, as well as spending outside the venue on accommodation, local transportation, and recreation and entertainment.
- **Expenditures:** The money paid to sellers in exchange for goods or services.
- **Direct Effects/Impacts:** Expenditures made by the producers and/or consumers of an event, activity, or policy. These expenditures are applied to the industry multipliers in an IMPLAN model, resulting in further secondary expenditures (known as the indirect and induced effects).
- **Indirect Effects/Impacts:** Expenditures made by local industries on goods and services from other local industries as a result of the direct effects. This cycle of spending works its way backwards through the supply chain until all money 'leaks' from the local economy.
- **Induced Effects/Impacts:** Expenditures made by local households on local goods and services as a result of increased labor income generated by the direct and indirect effects.

- **Input-Output Analysis:** A type of applied economic analysis that tracks the interdependence among various producing and consuming sectors of an economy.
- **Jobs (Employment):** A job in IMPLAN is equal to the annual average of monthly jobs in that industry. A job can be either full-time, part-time, or seasonal. Thus, one job lasting 12 months is equal to two jobs lasting six months each, which is equal to three jobs lasting four months each.
- **Labor Income:** All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- **Multiplier Effect:** In simple terms, the phenomenon of final increased spending resulting from some initial amount of spending.
- **Output:** The value of industry production. In IMPLAN, these are annual production estimates for the year of the data set and are in producer prices. For manufacturers, this is sales plus/minus changes in inventory. For service sectors, production is equal to sales. For retail and wholesale trade, output is equal to gross margin (not gross sales).
- **Secondary Impacts:** Indirect Effects + Induced Effects
- **Total Effect/Impact:** Direct + Indirect + Induced. The entire economic impact of an event, activity, or policy is found by combining the direct, indirect, and induced impacts.
- **Fiscal Impact:** Tax revenues generated at the federal, state, and local levels. These expenditures are included in the total impact as government expenditures.



Methodology

This study evaluates the WAE and year-round events hosted at the IAC across three dimensions of impact:

- **Economic Impact:** Measures the total business activity generated by WAE and IAC operations, exhibitor and contractor spending, visitor expenditures, and capital investments throughout the **City of Tulare and Tulare County**.
- **Fiscal Impact:** Quantifies the public revenues derived from sales, lodging, and business taxes that support local and state government services.
- **Social and Community Impact:** Assesses the IAC's and WAE's roles in advancing agricultural innovation, workforce development, and community engagement, highlighting their role in advancing the region's agricultural identity and supporting education, training, charitable initiatives, and partnerships with schools, nonprofits, and agricultural associations.

The analysis focuses on **both the City of Tulare and Tulare County**. The study period spans **July 1, 2024, through June 30, 2025**, with the Social Impact section incorporating historical data where relevant.

To reflect the diversity of operations and event types, the study also evaluates a **tiered sample of additional events**—five per category (Tier 1 through Tier 3)—capturing differences in visitor origin, scale, and local economic reach.

Key Impact Metrics

To evaluate these dimensions, Beacon Economics applies a set of standardized metrics that capture both economic and fiscal performance as well as community value:

- **Employment:** The total number of jobs supported, including full-time, part-time, and seasonal positions, measured on an annualized basis.
- **Labor Income:** The combined value of wages, salaries, and proprietor earnings generated by supported employment.
- **Output:** The total value of goods and services produced as a result of IAC- and WAE-related spending.
- **Tax Revenues:** The fiscal contributions to local, state, and federal governments through sales, lodging, and other tax channels.
- **Community Impact:** Financial and in-kind support directed toward local nonprofits, youth programs, scholarships, and civic initiatives that strengthen community well-being and promote agricultural literacy.

Modeling Framework

Economic and fiscal impacts were estimated using IMPLAN (Impact Analysis for Planning), a widely used regional input-output modeling system that measures how spending circulates through a local economy. All results are based on the 2023 IMPLAN regional data year for the City of Tulare, Tulare County, and the rest of California, reflecting the most recent datasets available for modeling during the study period. All economic results are presented in 2025 dollars.

The model captures three levels of impact—direct, indirect, and induced—and applies a multi-regional input-output (MRIO) approach to account for economic activity that flows between the study regions.

- **Direct effects:** Representing the immediate spending associated with WAE and IAC operations, exhibitor activity, and visitor spending.
- **Indirect effects:** Reflecting business-to-business purchases along the agricultural and service supply chains.
- **Induced effects:** Representing household spending supported by the earnings of workers employed directly and indirectly.

The analysis applies a **multi-regional input-output (MRIO)** framework to capture how economic activity in the **City of Tulare and Tulare County** connects to and influences other parts of California.

Together, these effects quantify total changes in employment, labor income, value added (contributions to gross regional product), and total output within the study regions.

For non-Expo events, Beacon analyzed data from representative events per tier, selected in coordination with the IAC team to reflect the full range of event scales and visitor profiles.

Data Sources and Collection

The analysis draws on multiple data sources:

- **Financial and Operational Data:** The IAC's CFO provided detailed P&L statements, including revenues by source (ticket sales, exhibitor fees, concessions, etc.), operational and capital expenditures, and the share of vendor spending occurring within the **City of Tulare** and **Tulare County**.
- **Employment and Payroll Data:** Information on staffing levels and payroll costs was used to estimate direct labor income.
- **Survey Data:** Beacon Economics distributed online surveys via **SurveyMonkey**, targeting Expo attendees, exhibitors, and contractors. For additional facility events, surveys were distributed by event renters to their attendees.
- **Social and Community Data:** The IAC shared details on donations, scholarships, educational partnerships, and volunteer programs to quantify community reinvestment and highlight the IAC's role in promoting agricultural education and engagement.

These data collectively serve as the foundation for estimating direct spending and modeling the resulting secondary impacts for both the City of Tulare and Tulare County through IMPLAN.





Scope of Analysis

To capture how economic activity disperses across different areas, the analysis separates impacts into three geographic regions:

- **City of Tulare:** Represents the area immediately surrounding the IAC, where most WAE operations, attendees, and local spending occur.
- **Rest of Tulare County:** Includes all other cities and unincorporated areas within the county that benefit from direct and secondary business activity, supply chain linkages, and household spending.
- **Rest of California:** Captures the statewide ripple effects that extend beyond Tulare County through purchases from California-based suppliers and spending by workers whose incomes are supported by WAE and IAC operations.

The analysis reflects the following time period:

- **WAE (2025 edition):** Event-week spending and activity associated with the February 2025 exposition.
- **IAC (FY 2024–2025):** Year-round operational expenditures and events recorded between **April 1, 2024, and March 31, 2025.**

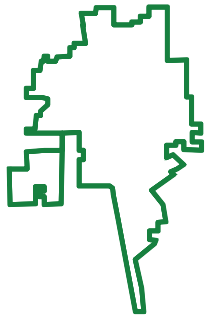
This regional and temporal framework provides a clear picture of how the IAC and WAE contribute to local economic activity in the City of Tulare, the broader county, and the state economy throughout the fiscal year.



Tulare County

Tulare County is one of the nation's most productive agricultural regions, generating \$8.34 billion in gross production value in 2024, a 6% increase from the previous year.⁶ The county's agricultural economy is driven by large-scale dairy and livestock operations, citrus and nut production, and a network of food processing and logistics firms that support California's agricultural exports.

With its strategic position along Highway 99 and proximity to other key transportation routes, Tulare County connects regional producers to national and international markets. This strong agricultural base and logistical connectivity make it a natural home for the IAC and the WAE, which extend the county's reach by bringing together producers, innovators, and policymakers from across the world.



City of Tulare

Located in the heart of California's Central Valley, the City of Tulare plays a vital role in the regional agricultural economy. With a population of roughly 70,000 residents, Tulare supports a mix of farming, food processing, and agricultural equipment manufacturing.

The IAC, located within the city, contributes significantly to local economic activity. Through the WAE and year-round events, it attracts thousands of visitors, exhibitors, and industry professionals, generating spending that supports Tulare's hotels, restaurants, and retail businesses.

⁶ Tulare County Agricultural Commissioner's Office. (2025). Tulare County Crop & Livestock Report, 2024. County of Tulare. https://tc-web.widen.net/s/tg92lp-c5mc/crop-report-layout-2024_convertedfinal3

Economic Impact

Overview: International Agri-Center and World Ag Expo

The economic activity generated by the IAC and the WAE reflects the combined effect of spending by attendees, exhibitors, and IAC operations. In 2025, this activity produced an estimated \$101.3 million in total output across the City of Tulare and Tulare County, supporting roughly 725 jobs and \$34.1 million in labor income.

Most economic activity was concentrated in hospitality, retail, food services, and related local businesses that saw increases in demand during the World Ag Expo and steady traffic from year-round events.

- Every dollar in direct spending generated an additional **\$0.59 in indirect and induced output**, underscoring local supply-chain linkages and household spending effects.

The scale of the WAE is particularly important: it accounts for about 80% of the annual impact, while ongoing year-round programming at the IAC provides a stable source of local spending, contributing a steady baseline of local business activity and employment.

WAE and the IAC: Total Economic Impacts
Table 1

Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Direct	542	22,126	38,485	63,574
Indirect	115	8,087	13,484	24,740
Induced	68	3,892	8,570	12,989
Total	725	34,106	60,540	101,304

Source: IAC and IMPLAN (2023 regional model).

Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the IAC and WAE. Components may not sum to totals due to rounding.





Economic Impacts of the WAE and the IAC - City of Tulare

Within the **City of Tulare**, activities associated with the WAE and IAC generated approximately **\$43.4 million in total economic output** in 2025. This activity supported an estimated **342 jobs** and **\$14.8 million in labor income**, representing the combined effects of direct, indirect, and induced spending within city boundaries.

- Direct effects—including operational spending by the IAC and expenditures by exhibitors and attendees—accounted for the majority of economic activity, totaling **\$42 million** in output and **336 jobs**.
- Indirect effects, driven by business-to-business purchases across local supply chains, added another **\$0.7 million** in output, while induced effects—household spending supported by employee earnings—contributed roughly the same amount.

Altogether, these activities generated **\$26.1 million in value added**, or the local GDP contribution. The distribution of impacts reflects Tulare’s concentration of service industries—particularly accommodation, food service, and retail trade—which capture much of the direct spending associated with the WAE and year-round events at the IAC.

WAE and the IAC: Total Economic Impact – City of Tulare

Table 2

Impact Type	Employment	Labor Income (\$000s)	Value Added (\$000s)	Output (\$000s)
Direct	336	14,478	25,156	41,985
Indirect	4	233	380	717
Induced	2	85	556	698
Total	342	14,796	26,092	43,400

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the IAC and the WAE. Components may not sum to totals due to rounding.



Economic Impacts of the WAE and the IAC – Rest of Tulare County

Across the rest of **Tulare County** (excluding the City of Tulare), activities related to the **WAE** and the **IAC** generated an estimated **\$40.1 million in total economic output** in 2025. These activities supported approximately **319 jobs** and **\$13.3 million in labor income**, reflecting operational activity and both the local spending of attendees and exhibitors and the broader supply-chain activity that extends throughout the county.

- Direct effects accounted for roughly **\$21.6 million** in output and **206 jobs**.
- Indirect effects, arising from business-to-business transactions within Tulare County, contributed another **\$11.9 million** in output and **73 jobs**, while induced effects—household spending supported by employee earnings—added **\$6.7 million** and **40 jobs**.

Altogether, the WAE and the IAC generated an estimated **\$23.6 million in value added**. While the City of Tulare captures much of the impacts, surrounding areas benefit through hospitality and retail activity, logistics, manufacturing, and service linkages that support large-scale event operations.

WAE and the IAC: Total Economic Impact – Rest of Tulare County

Table 3

Impact Type	Employment	Labor Income (\$000s)	Value Added (\$000s)	Output (\$000s)
Direct	206	7,649	13,330	21,589
Indirect	73	3,750	5,861	11,851
Induced	40	1,892	4,368	6,704
Total	319	13,290	23,559	40,144

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the IAC and the WAE. Components may not sum to totals due to rounding.



Economic Impacts of the WAE and the IAC – Rest of California

Outside Tulare County, activities related to the **WAE** and the **IAC** generated approximately **\$17.8 million in total output** in 2025. These spillover effects supported **64 jobs**, **\$6.0 million in labor income**, and **\$10.9 million in value added** across the rest of California.

These impacts stem from **indirect and induced activity**, including purchases from suppliers elsewhere in the state and household spending by California workers supported through the events. While smaller than local impacts, these linkages highlight how the WAE and the IAC contribute to statewide business and income generation beyond Tulare County.

WAE and the IAC: Total Economic Impact – Rest of California
Table 4

Impact Type	Employment	Labor Income (\$000s)	Value Added (\$000s)	Output (\$000s)
Indirect	38	4,104	7,242	12,172
Induced	26	1,915	3,647	5,588
Total	64	6,020	10,889	17,760

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the IAC and the WAE.



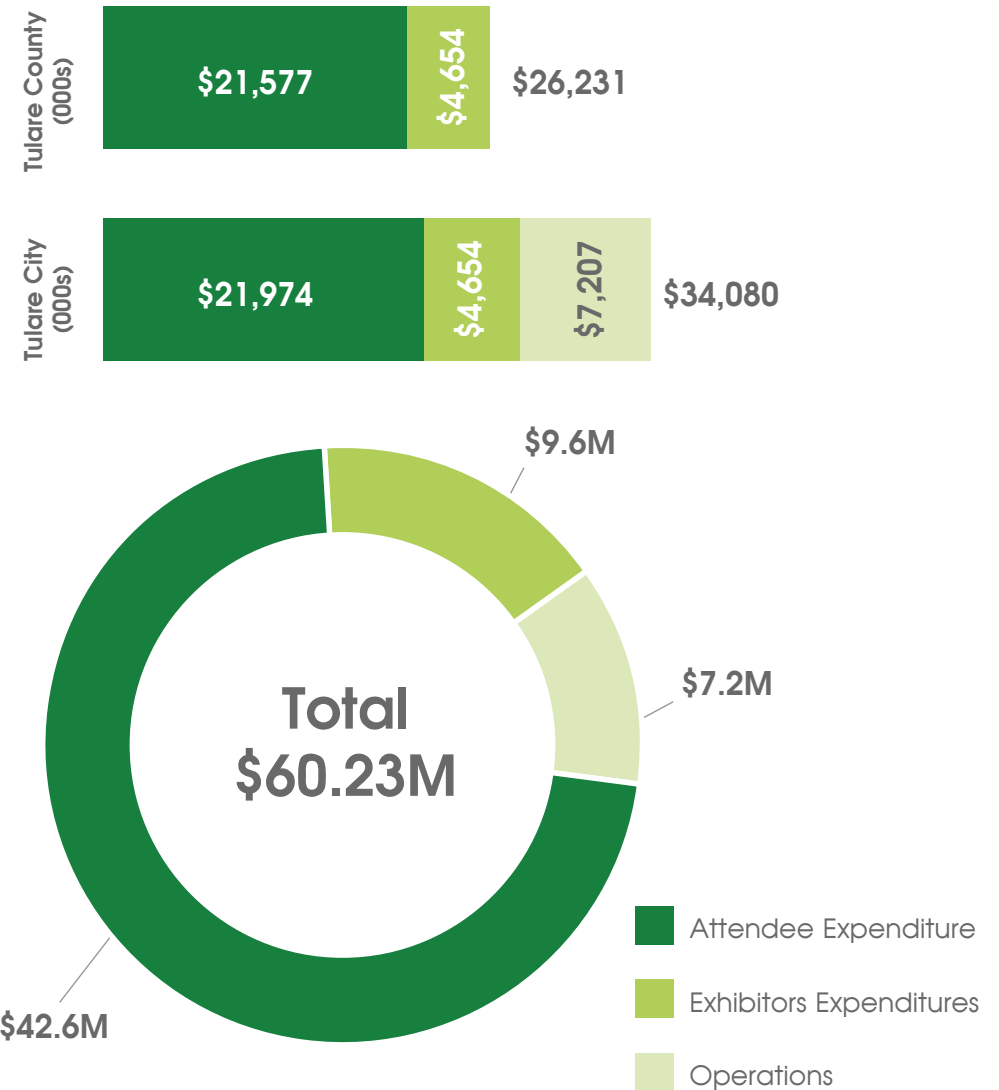
World Ag Expo

Spending at the WAE

Attendee and exhibitor activity generated more than **\$60 million** in direct spending in 2025, supporting the WAE’s role as a significant driver of economic activity across hospitality, retail, transportation, and business services.

- Attendees spent an estimated \$43.6 million.
- Exhibitors generated \$9.6 million in additional local spending, largely on lodgings, food, and services related to event setup and participation.
- Operational expenditures—those required to plan and execute the WAE by the IAC—totaled \$7.2 million, supporting local contractors and service providers.

WAE: Direct Expenditures
Figure 3





Attendee Spending Profile

Attendee spending accounted for the largest share of total economic activity generated by the WAE, where a significant percentage of attendees were non-local visitors, most traveling from other parts of California or out of state.

On average, these visitors spent approximately \$236 per day in Tulare City and a similar \$235 per day across Tulare County, covering lodgings, food, retail, and local transportation.

Local attendees spent around \$128 in the city and \$110 in the county and contributed to food, retail, and recreation-related activities. Total attendee spending reached \$43.6 million across the City of Tulare and the rest of Tulare County.

WAE: Attendee Origin and Spending Profile
Table 5

Visitor Type	Average Spending per Attendee Tulare City (\$)	Average Spending per Attendee Tulare County (\$)
Locals	\$127.61	\$109.59
Visitors	\$236.00	\$234.51

Source: IAC and attendee and exhibitor surveys conducted by Beacon Economics via SurveyMonkey.

Spending patterns show that accommodations, food, and local transportation accounted for roughly two-thirds (about 65%) of all attendee expenditures. Visitors spent the most on lodging (\$10.2 million) and food and beverages (\$10.8 million), reflecting multi-day stays and strong demand across Tulare’s Hospitality sector. Retail purchases represented about 19% of total attendee spending, while recreation and entertainment accounted for approximately 15%, highlighting secondary economic activity tied to tourism and leisure.

WAE: Attendee Spending Patterns by Category

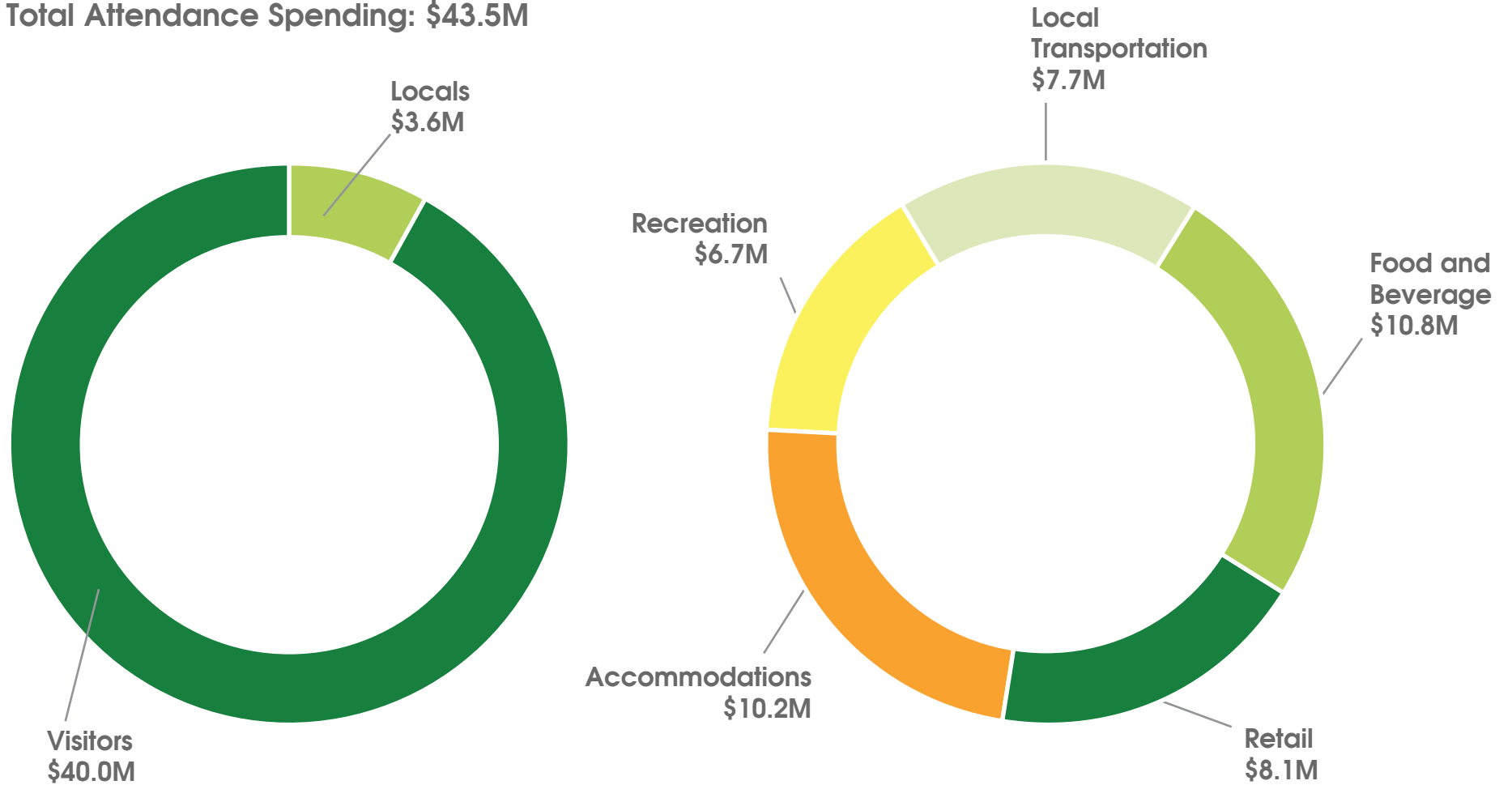
Table 6

Category	Tulare City		Tulare County	
	Locals	Visitors	Locals	Visitors
	Average Spending Per Capita (\$)		Average Spending Per Capita (\$)	
Food and Beverage	49.40	57.67	45.12	52.68
Retail	47.08	49.55	30.63	32.24
Accommodations	-	52.67	-	67.12
Recreation	14.83	37.43	14.41	36.38
Local Transportation	16.30	38.68	19.43	46.10
Total	\$127.61	\$236.00	\$109.59	\$234.52

Source: IAC and attendee and exhibitor surveys conducted by Beacon Economics via SurveyMonkey.

Total Spending by Visitor Type and Category
Figure 4

Total Attendance Spending: \$43.5M



Source: IAC and attendee and exhibitor surveys conducted by Beacon Economics via SurveyMonkey.

Exhibitors' Spending

Exhibitor groups contribute meaningfully to local demand through hotel stays, meals, equipment transport, and event services.

An estimated **1,274 exhibitors** participated in the 2025 WAE. Exhibitors generated an estimated **\$9.6 million** in direct spending related to the WAE, reflecting outlays on travel, accommodation, food, and event preparation. On average, each exhibitor group spent between **\$1,240 in the County** and **\$1,307 in the city** over the course of the event. These expenditures include costs for setup, lodging, transportation, and local services required to participate in the WAE.

Spending composition indicates that accommodations and food services together accounted for nearly 70% of total exhibitor expenditures, followed by transportation and recreation, which made up around 25%. These outlays primarily benefited local hotels, restaurants, and transport operators, as well as service providers supporting event logistics and setup.

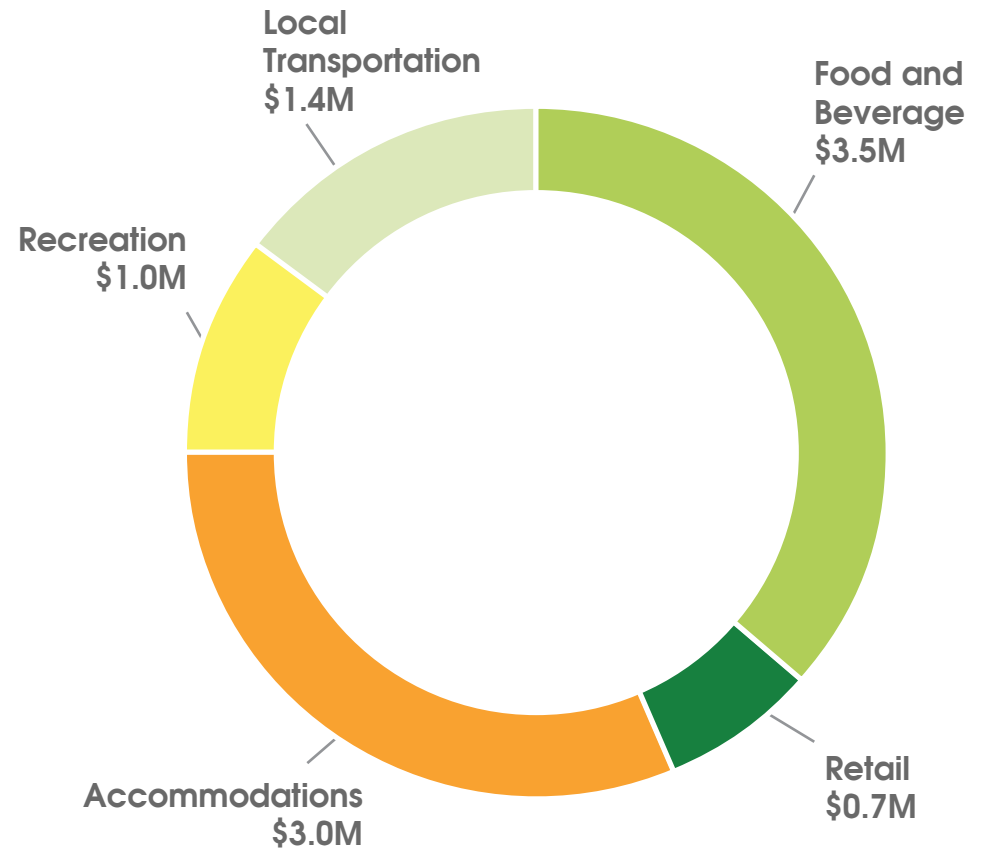
While attendees drive much of the visitor economy during the WAE, exhibitor activity significantly amplifies local impacts through multi-day stays, vendor procurement, and early-stage event preparation, reinforcing the WAE's importance to Tulare County's Hospitality and Service industries year-round.



WAE: Exhibitors' Spending Patterns by Category
Figure 5

Category	Average Spending Per Capita (Entire Event, \$)	
	City	County
Food and Beverage	\$ 239.51	\$ 192.76
Retail	\$41.10	\$45.57
Accommodations	\$ 886.82	\$ 840.44
Recreation	\$58.04	\$67.57
Local Transportation	\$81.33	\$93.47
Total	\$ 1,306.80	\$ 1,239.80

Total Attendance Spending (\$9.6M)



Source: IAC and attendee and exhibitor surveys conducted by Beacon Economics via SurveyMonkey.

Note: Estimates are based on 1,274 exhibitors. Calculations based on an average group size of 6.31 people and an average stay of 4.2 nights to prepare and participate in the event, distinguishing between local and visiting exhibitors where applicable. Total spending reflects all expenditures incurred to exhibit at the event, including lodging, food, retail purchases, and local transportation.

Total Economic Impacts of the WAE

In 2025, the WAE generated an estimated **\$77.6 million in total output**, **\$47.6 million in value added**, and supported **533 jobs** across Tulare County and the City of Tulare.

Most of the total impact—roughly two-thirds of all output and employment—came from direct spending. Indirect effects, reflecting business-to-business purchases across local supply chains, accounted for about 24% of total output, while induced effects from household spending contributed the remaining 12%.

- The employment multiplier of 1.3 indicates that for every 10 direct jobs supported by the WAE, another three were generated through business-to-business transactions and local household spending.
- The output multiplier of 1.56 shows that every dollar in direct economic activity generated an additional \$0.56 in the broader county economy.

WAE: Total Economic Impacts

Table 7

Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Direct	400	15,534	31,381	49,921
Indirect	85	6,008	9,999	18,313
Induced	49	2,822	6,191	9,391
Total	533	24,364	47,571	77,625

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including spending on operations, exhibitors, and attendees associated with the WAE. Components may not sum to totals due to rounding.



Economic Impact of the WAE by Activity

Attendee spending generated the largest share of the WAE's total economic impact, accounting for nearly **75% of total output** and supporting the majority of jobs across Tulare County and the City of Tulare. Exhibitor spending contributed another **\$12.7 million in output** and **94 jobs**, reflecting travel, accommodations, and event setup activity leading up to and during the WAE.

In addition, the **IAC's operational expenditures related to hosting the WAE** produced **\$10.6 million in total output** and **22 jobs**, driven by spending on logistics, facilities, and event coordination.

WAE: Total Economic Impacts by Activity
Table 8

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Direct	322	12,360	21,892	34,588
	Indirect	57	4,175	6,928	12,632
	Induced	37	2,138	4,706	7,136
	Total	417	18,673	33,527	54,357
Exhibitor Spending	Direct	73	2,891	5,104	8,126
	Indirect	13	961	1,609	2,928
	Induced	9	495	1,091	1,654
	Total	94	4,347	7,804	12,708
Operations	Direct	4	283	4,385	7,207
	Indirect	14	871	1,462	2,752
	Induced	3	189	394	601
	Total	22	1,344	6,241	10,560
All Activities	Total	533	24,364	47,571	77,625

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the WAE. Components may not sum to totals due to rounding.

To clearly show how activity flows across the region, economic impacts are reported for three geographies:

- City of Tulare,
- Rest of Tulare County
- Rest of California.

This structure captures the full footprint of the WAE, from activity concentrated around the event grounds to surrounding communities and statewide supply-chain and household-spending spillovers.

Economic Impact of the WAE by Activity – City of Tulare

As the WAE is hosted within the City of Tulare, the city captures a substantial share of on-site economic activity and impacts. The activities related to the WAE generated an estimated **\$29.2 million in total economic output**, supporting **197 jobs** and **\$8 million in labor income**. The results reflect both the direct spending of attendees, exhibitors, and event operations, as well as the secondary activity generated through local supply chains and household spending.

WAE: Total Economic Impacts – City of Tulare

Table 9

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Direct	153	6,115	11,008	16,955
	Indirect	1	78	127	240
	Induced	1	45	293	368
	Total	155	6,238	11,427	17,563
Exhibitor Spending	Direct	36	1,487	2,659	4,169
	Indirect	0	20	33	63
	Induced	0	11	70	88
	Total	37	1,518	2,762	4,320
Operations	Direct	4	283	4,385	7,207
	Indirect	1	46	74	139
	Induced	0	2	11	14
	Total	5	330	4,471	7,361
All Activities	Total	197	8,086	18,660	29,244

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the WAE. Components may not sum to totals due to rounding.

Economic Impact of the WAE by Activity – Rest of Tulare County

Areas outside the city also benefit from event-related activity.

Surrounding communities capture additional visitor spending, as well as supply-chain purchases and household income effects tied to Tulare County’s broader service, logistics, and agricultural sectors. In total, the event generated in the rest of Tulare County (excluding the City of Tulare) **\$35.1 million in total output**, supporting **289 jobs** and **\$11.8 million in labor income**.

These impacts capture the broad spillover effects of spending throughout the region.

- Overall, the **output multiplier of 1.6** indicates that for every **\$1 in direct economic activity**, an additional **\$0.60** was generated in the wider county economy through supply chain and household spending linkages.

WAE: Total Economic Impacts – Rest of Tulare County
Table 10

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Direct	170	6,245	10,884	17,633
	Indirect	36	1,880	2,894	5,824
	Induced	22	1,058	2,443	3,749
	Total	228	9,183	16,221	27,207
Exhibitor Spending	Direct	37	1,404	2,445	3,956
	Indirect	8	425	660	1,316
	Induced	5	244	563	864
	Total	50	2,073	3,668	6,136
Operations	Indirect	10	465	761	1,577
	Induced	1	63	145	222
	Total	11	528	906	1,799
All Activities	Total	289	11,784	20,795	35,142

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the WAE. Components may not sum to totals due to rounding.

Economic Impact of the WAE by Activity – Rest of California

Because many exhibitors, suppliers, and service providers are based outside Tulare County, the event also produces spillover benefits elsewhere in the state. These upstream linkages supported an additional **\$13.2 million in total economic output**, supporting **48 jobs** and **\$4.4 million in labor income** across the rest of California. Most of this spillover activity occurred through **indirect and induced channels**, as exhibitors and suppliers sourced materials, logistics, and services from outside the region. The results highlight the WAE’s broader statewide reach, extending economic benefits beyond Tulare through supply chain and professional service linkages.

WAE: Total Economic Impacts – Rest of California
Table 11

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Indirect	20	2,217	3,908	6,568
	Induced	14	1,035	1,970	3,019
	Total	34	3,252	5,879	9,587
Exhibitor Spending	Indirect	5	516	915	1,549
	Induced	3	241	458	702
	Total	8	757	1,374	2,251
Operations	Indirect	4	360	626	1,036
	Induced	2	125	238	365
	Total	5	485	864	1,401
All Activities	Total	48	4,494	8,116	13,240

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.
Note: The figures reflect both direct and secondary economic impacts, including attendee, exhibitor, and operational spending associated with the WAE.



International Agri-Center

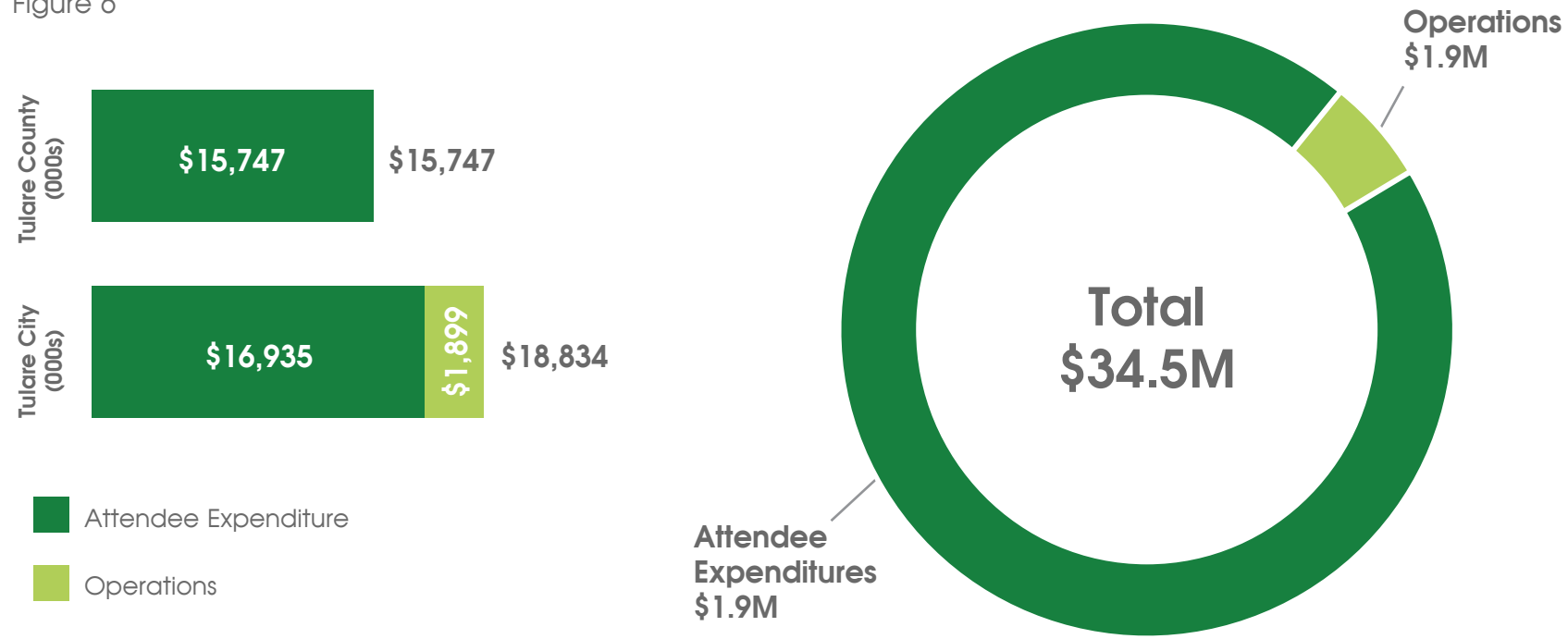
Spending at the IAC

The IAC hosted more than 100,000 attendees across its Tier 1, 2, and 3 events, which include major livestock and equestrian events, trade shows, and community gatherings. Combined, these activities generated an estimated **\$34.5 million in direct spending** across Tulare City and the wider county.

Attendee spending represented the largest share, totaling approximately **\$32.7 million**, while operational expenditures contributed another **\$1.9 million**. Most spending occurred within hospitality, retail, and local services, driven by the influx of visitors attending high-profile Tier 1 and 2 events and steady participation in Tier 3 community programs.

IAC: Direct Expenditures

Figure 6



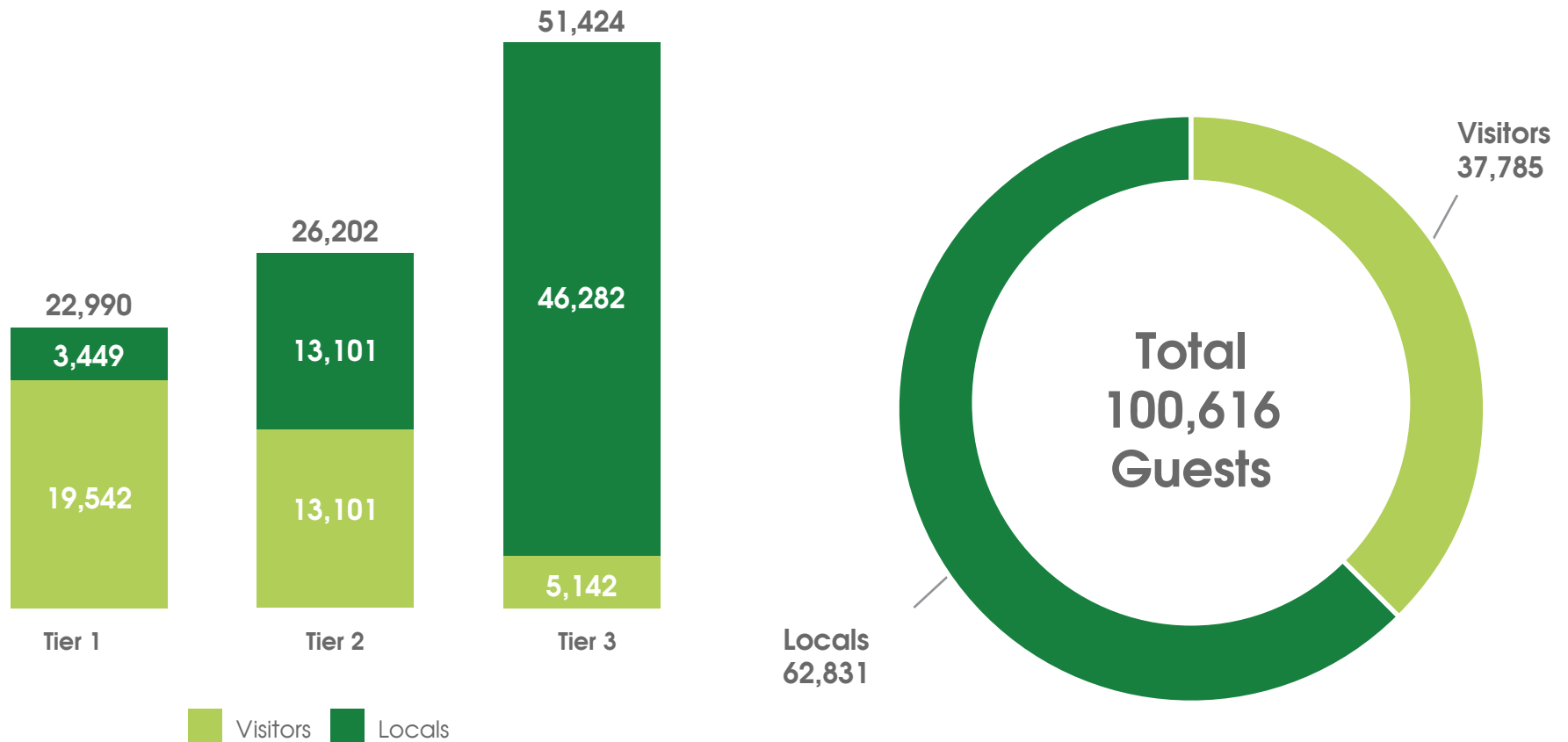
Source: IAC and attendee and exhibitor surveys conducted by Beacon Economics via SurveyMonkey.

Note: Figures reflect total direct spending associated with the IAC, based on reported operational expenditures and primary survey responses from attendees and exhibitors.

Attendance and Attendee Origin

Attendance across all events totaled roughly **100,600**, with nearly **38%** traveling from outside the area. Tier 1 events attracted the largest share of visitors (85%) from outside the county, followed by Tier 2 events (50%), while Tier 3 gatherings were primarily local.

IAC: Other Events, Attendee by Event Category
Figure 7

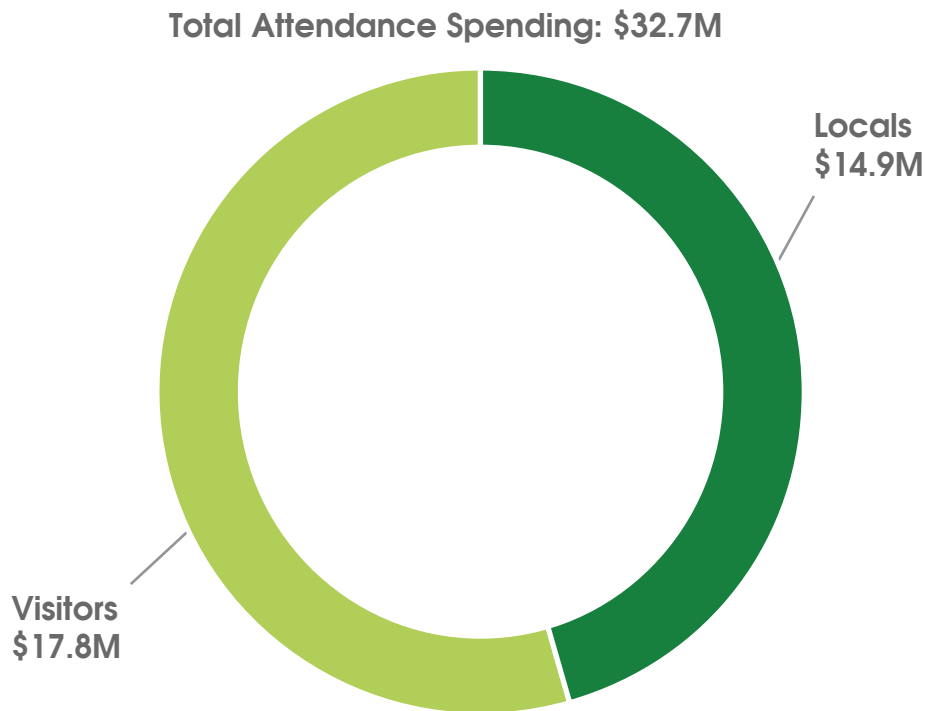


Source: IAC and attendee and exhibitor surveys conducted by Beacon Economics via SurveyMonkey.
Note: Components may not sum to totals due to rounding.

Spending at the IAC

Overall, total attendee spending reached **\$32.7 million**, with visitors accounting for **nearly 55% of total expenditures**. This mix of local and visitor activity highlights the IAC's dual economic role: supporting consistent local commerce while attracting new spending from outside the region.

IAC: Total Attendee Spending by Origin
Figure 8



Source: IAC and attendee survey conducted by Beacon Economics via SurveyMonkey.







California Youth Ag Expo

Although the IAC is best known for hosting the WAE, it also serves as a venue for a wide range of events that provide education and entertainment for diverse audiences. From these, the California Youth Ag Expo has emerged as an important program dedicated to the next generation of agricultural leaders.

First held in 2020, the California Youth Ag Expo is an annual event in which 4-H and FFA youth from across California compete by showcasing livestock, demonstrating agricultural skills, and participating in educational activities.⁷ In addition to cattle, sheep, goats, hogs, and dairy shows, the program includes contests in ag mechanics, fabrication, public speaking, skillathons, and showmanship.⁸ These opportunities provide hands-on experience in animal care, technical training, and leadership development, reflecting the mission of 4-H to engage youth in practical learning that supports future careers in agriculture, science, and civic life.⁹

By hosting the California Youth Ag Expo, the IAC directly supports its mission by providing students with a platform to learn, compete, and grow. Through this event and other youth-oriented agricultural programs, the Center contributes to the future of California agriculture by encouraging young people to remain connected to the industry and preparing them for leadership roles. Given California's position as the nation's leading agricultural producer, these efforts not only strengthen the state's agricultural future but also hold broader implications for the U.S. food system, which relies heavily on California's workforce and innovation.

⁷ <https://calyouthexpo.com/about/>

⁸ <https://calyouthexpo.com/schedule/>

⁹ <https://4-h.org/about/>



Total Economic Impact of the IAC

The IAC’s year-round programming generated an estimated **\$23.7 million in total economic output**, supporting **191 jobs** and **\$9.7 million in labor income** across Tulare County and the City of Tulare.

These impacts are driven primarily by Tier 1 events, which generate the largest share of visitor spending. Tier 2 and Tier 3 events, though smaller in scale, contribute steady activity that benefits local businesses, vendors, and community organizations.

The employment multiplier for IAC activities is **1.35**, similar to the WAE’s, indicating that for every 10 direct jobs supported by the IAC events, an additional three to four jobs are created through supply-chain purchases and household spending.

WAE: Total Economic Impacts
Table 12

Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Direct	142	6,593	7,104	13,653
Indirect	30	2,079	3,485	6,428
Induced	19	1,070	2,379	3,598
Total	191	9,742	12,968	23,679

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee and operational spending associated with the IAC Components may not sum to totals due to rounding.

Economic Impact of the IAC by Activity

The IAC's total annual impact is primarily driven by attendee spending, which accounts for more than three-quarters of the overall economic effect. Attendee expenditures generated **134 jobs**, **\$6 million in labor income**, and **\$18.2 million in total output** across California.

Operational spending, while smaller in scale, added another **57 jobs** and **\$5.4 million in output**, reflecting the ongoing staffing, maintenance, and vendor activity required to host year-round events.



IAC: Total Economic Impacts by Activity

Table 13

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Direct	104	4,153	7,473	11,754
	Indirect	19	1,379	2,311	4,217
	Induced	12	673	1,507	2,272
	Total	134	6,205	11,291	18,244
Operations	Direct	38	2,440	(368)	1,899
	Indirect	12	700	1,174	2,210
	Induced	7	397	872	1,326
	Total	57	3,537	1,678	5,436
All Activities	Total	191	9,742	12,968	23,679

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee and operational spending associated with the IAC and the WAE. The negative value added shown under the Operations category reflects the IAC's expenditures exceeding its operating revenues during the study period. This outcome is typical for nonprofit organizations. Components may not sum to totals due to rounding.

To clearly show how activity flows across the region, economic impacts are reported for three geographies:

- City of Tulare,
- Rest of Tulare County
- Rest of California.

This captures the full footprint of IAC-hosted events, from activity concentrated around the event grounds to surrounding communities and statewide supply-chain spillovers.

Economic Impact – City of Tulare

Because the IAC is located in the City of Tulare, most of the direct economic activity generated by its year-round events occurs locally, as do most of the economic impacts. IAC activities generated an estimated **\$14.2 million in total economic output** in the City of Tulare, supporting approximately **144 jobs** and **\$6.7 million in labor income**.

Most of the economic activity was concentrated in the city’s hospitality, food services, and retail sectors, reflecting the steady flow of attendees and vendors participating in the IAC’s events. Direct impacts represented the majority of the total, while indirect and induced effects—arising from supply-chain purchases and local household spending—added modest but meaningful gains.

WAE: Total Economic Impacts – City of Tulare

Table 14

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Direct	104	4,153	7,473	11,754
	Indirect	1	53	86	164
	Induced	0	21	140	176
	Total	105	4,227	7,699	12,094
Operations	Direct	38	2,440	(368)	1,899
	Indirect	1	37	60	112
	Induced	0	6	41	51
	Total	39	2,483	(268)	2,063
All Activities	Total	144	6,710	7,432	14,157

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee and operational spending associated with the IAC. The negative value added shown under the Operations category reflects the IAC’s expenditures exceeding its operating revenues during the study period. This outcome is typical for nonprofit organizations. Components may not sum to totals due to rounding.

Economic Impact – Rest of the County

Outside the city limits, surrounding areas capture a meaningful share of visitor spending, together with supply-chain and household-spending effects that extend across the county.

IAC activities generated an estimated **\$5 million in total economic output** across the rest of Tulare County, supporting approximately **30 jobs** and **\$1.5 million in labor income**.

These impacts stem primarily from indirect and induced activity, as local vendors, suppliers, and service providers outside the city benefit from contracts, purchases, and visitor spending tied to IAC events. While smaller in scale than city-level impacts, this additional activity reinforces the interconnected nature of Tulare County’s economy, particularly in transportation, wholesale trade, and household services.

IAC: Total Economic Impacts by Activity – Rest of Tulare County
Table 15

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Indirect	11	605	934	1,867
	Induced	7	312	721	1,106
	Total	18	917	1,655	2,973
Operations	Indirect	8	374	612	1,267
	Induced	5	215	497	762
	Total	12	589	1,109	2,029
All Activities	Total	30	1,506	2,764	5,002

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee and operational spending associated with the IAC. The negative value added shown under the Operations category reflects the IAC’s expenditures exceeding its operating revenues during the study period. This outcome is typical for nonprofit organizations. Components may not sum to totals due to rounding.

Economic Impact – Rest of California

IAC-hosted events also generate spillover activity beyond Tulare County. The activities associated with the IAC generated an estimated **\$4.4 million in total economic output**, supporting **16 jobs** and **\$1.5 million in labor income** across the rest of California.

These impacts reflect spending that extended beyond the county’s borders, particularly through contracts with statewide vendors, business-to-business transactions, and supply-chain purchases related to event logistics, marketing, and professional services. Induced impacts were also observed as employees and contractors outside the region re-spent earnings within their local economies. While smaller in scale than Tulare County impacts, these leakages highlight the IAC’s reach across California’s broader agricultural and service industries.

IAC: Total Economic Impacts by Activity – Rest of California

Table 16

Economic Activity	Impact Type	Employment	Labor Income (\$ 000s)	Value Added (\$ 000s)	Output (\$ 000s)
Attendee Spending	Indirect	7	722	1,290	2,187
	Induced	5	339	646	990
	Total	11	1,061	1,936	3,177
Operations	Indirect	3	289	503	832
	Induced	2	176	334	512
	Total	5	465	837	1,344
All Activities	Total	16	1,526	2,773	4,521

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: The figures reflect both direct and secondary economic impacts, including attendee and operational spending associated with the IAC. Components may not sum to totals due to rounding.



Fiscal Impact

Overview

The fiscal impacts generated by the International Agri-Center and the World Ag Expo arise from taxable activity associated with WAE-related spending and the IAC annual operations.

The fiscal contributions extend beyond Tulare, with revenues accruing to the City of Tulare, Tulare County, the State of California, and federal government entities.

Overall, the WAE and the IAC support a total of nearly \$15.4 million in tax revenues across all levels of government:

- \$3.4 million in tax revenues for local governments throughout California. These totals include direct, indirect, and induced revenues tied to local economic activity.
- \$4.6 million to the state of California and \$7.4 million to the federal government.
- Tax revenues were primarily driven by property taxes, income taxes, sales taxes, and other state and local revenues generated from visitor spending on goods and services, and local accommodation, and from businesses and workers earning income connected to WAE and IAC-related activity.

Overall Fiscal Impact, FY 2024-25
Table 17

Government Level	Direct (\$000s)	Indirect (\$000s)	Induced (\$000s)	Total (\$000s)
City	1,781	303	347	2,431
County	752	123	142	1,017
State	3,218	726	636	4,580
Federal	4,378	1,950	1,034	7,362
Total	10,129	3,103	2,159	15,391

Overall, the IAC plays a major role in supporting public services through tax revenues generated by its daily operations, purchases of goods and services in the local area, spending by visitors attending the WAE and other IAC-hosted events, as well as spending by exhibitors that attend the WAE. Without the IAC's presence, many of these purchases—and the resulting tax revenues—would not have taken place in the City of Tulare, Tulare County, or across California.

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.
 Note: Components may not sum to totals due to rounding.



City of Tulare

In fiscal year 2024–25, direct spending related to the WAE, operations related to hosting other events at the IAC, and WAE and IAC-related tourism in the City of Tulare **generated a total of \$6.4 million in tax revenue across all levels of government.** This substantial economic activity benefits the city, the county, the state, and the federal government, highlighting the IAC's vital role in supporting public revenues.

City of Tulare Fiscal Impact, FY 2024-25

Table 18

Government Level	Direct (\$000s)	Indirect (\$000s)	Induced (\$000s)	Total (\$000s)
City	1,165	14	26	1,205
County	488	6	11	505
State	2,028	25	45	2,098
Federal	2,488	39	31	2,559
Total	6,169	84	114	6,367

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

IAC-related expenditures in the City of Tulare during the 2024–25 fiscal year generated the following:

- The City of Tulare saw a gain of \$1.2 million in tax revenue, with \$1.16 million from direct contributions and \$40,000 from secondary impacts. This included \$557,000 in property taxes, \$417,000 in sales taxes, and \$210,000 in other taxes.
- State taxes totaled \$2.1 million, with \$2.03 million from direct sources and \$70,000 from secondary effects. Of this, \$1.5 million came from sales taxes, \$123,000 from income taxes, \$153,000 from corporate profits taxes, \$59,000 from social insurance taxes, and \$118,000 from other taxes, such as motor vehicle license fees.
- Federal taxes amounted to \$2.6 million, including \$2.5 million from direct sources and \$70,000 from secondary impacts. This included \$1.5 million in social insurance taxes, \$532,000 in income taxes, \$296 million in corporate profits taxes, and \$212,000 in other taxes such as excise taxes.



Rest of Tulare County

From farm shows to out-of-town visitors, the IAC delivered more than just crowds in fiscal year 2024–25. The total tax revenue generated reached \$6.6 million, with Tulare County receiving over \$400,000. These returns reflect the IAC’s role in boosting local government revenues through year-round activity.

Rest of Tulare County Fiscal Impact, FY 2024-25

Table 19

Government Level	Direct (\$000s)	Indirect (\$000s)	Induced (\$000s)	Total (\$000s)
City	616	155	188	959
County	264	67	80	410
State	1,190	370	366	1,926
Federal	1,890	895	520	3,304
Total	3,960	1,486	1,154	6,600

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

IAC-related expenditures in the Rest of Tulare County during the 2024–25 fiscal year generated the following:

- City tax revenues—for local cities such as Visalia, Tulare, and Porterville—totaled \$959,000, with \$616,000 from direct sources and \$343,000 from secondary effects. This included \$474,000 in property taxes, \$322,000 in sales taxes, and \$97,000 in other taxes.
- State tax revenues reached \$1.93 million, with nearly \$1.2 million in direct contributions and \$736,000 from indirect and induced effects. This total includes \$1.2 million in sales taxes, \$322,000 in personal income taxes, \$175,000 in corporate taxes, and \$254,000 in other state-level revenues such as payroll taxes and vehicle registration fees.
- Federal tax revenues amounted to \$3.3 million, including \$1.89 million in direct revenues and \$1.42 million from secondary impacts. These include \$1.4 million in social insurance taxes, \$1.4 million in federal income taxes, \$340,000 in corporate profits taxes, and \$164,000 in excise or other miscellaneous taxes.

Rest of California

Beyond Tulare, the broader impact of the IAC ripples across the state and nation. In fiscal year 2024–25, total tax revenues generated outside the county due to upstream purchases on the supply chain and household spending reached \$2.4 million, underscoring the IAC’s role as a regional source of public funds. The largest share flowed to the federal government, followed by notable gains for the State of California and local jurisdictions in the rest of California.

Rest of California Fiscal Impact, FY 2024-25

Table 20

Government Level	Indirect (\$000s)	Induced (\$000s)	Total (\$000s)
City	134	133	267
County	51	50	101
State	332	224	556
Federal	1,016	483	1,499
Total	1,532	891	2,423

Source: IAC and IMPLAN (2023 regional model). Analysis by Beacon Economics.

Note: Components may not sum to totals due to rounding.

IAC-related expenditures across the rest of California during the 2024–25 fiscal year generated the following statewide tax impacts:

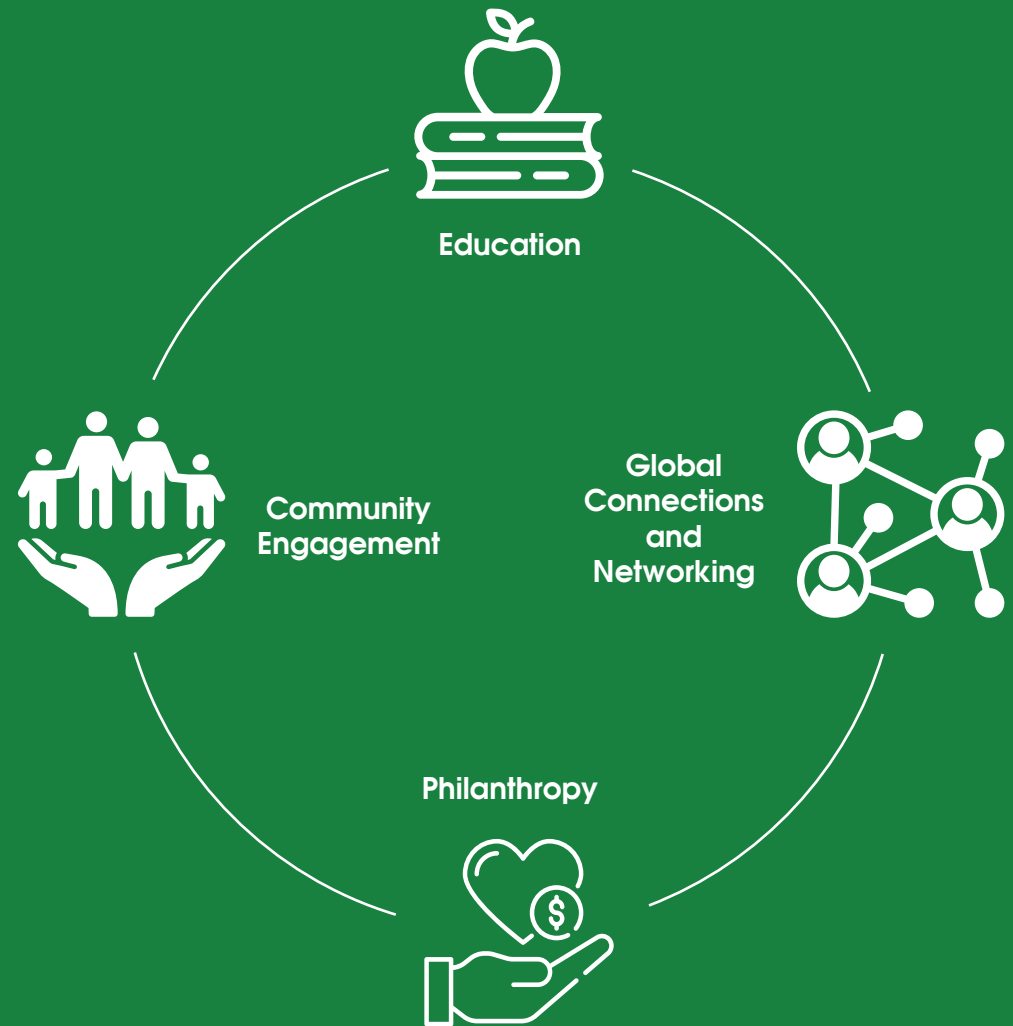
- Local tax revenues for cities and counties in the rest of California totaled \$368,000, with \$185,000 from indirect sources and \$183,000 from induced impacts. This includes \$256,000 in property taxes, \$70,000 in sales taxes, and \$42,000 in other local taxes and fees collected across California cities and counties outside of Tulare County.
- State tax revenues reached \$556,000, including \$332,000 from indirect effects and \$224,000 from induced activity. This includes \$215,000 in sales taxes, \$167,000 in personal income taxes, \$99,000 in corporate taxes, and \$74,000 in other tax revenues.
- Federal tax revenues totaled nearly \$1.5 million, with \$1.02 million from indirect sources and \$483,000 from induced activity. These revenues include \$632,000 in social insurance taxes, \$647,000 in federal income taxes, \$193,000 in corporate profits taxes, and \$27,000 in excise and miscellaneous federal taxes.



Social Impact

Beyond its economic contributions, the IAC generates lasting social value through education, networking, community engagement, and philanthropy. While the WAE—the world’s largest outdoor agricultural trade show—serves as a central forum for agricultural learning and professional exchange, the IAC’s impact extends far beyond the annual three-day event.

As a nonprofit, the IAC supports educational and workforce programs such as AgVentures!, the Antique Farm Equipment Museum, and the We Believe in Growing scholarship, providing opportunities for students and residents to engage with agriculture's history and evolving role in the economy. It also strengthens local capacity by hosting civic events, supporting emergency response operations, and partnering with nonprofits and health care organizations. Together, these efforts demonstrate the IAC's ongoing contribution to the social and educational life of the City of Tulare and Tulare County.



Education

As a nonprofit rooted in agriculture, education, and events, the IAC plays a central role in the Tulare community by supporting learning opportunities, workforce development, and public access to agricultural knowledge.

A key element of the IAC's mission is to educate the community on agriculture and raise awareness of its impact both locally and further afield. Each year, **The AgVentures! Learning Center provides hands-on learning experiences to approximately 4,500 students** through interactive exhibits that explore the science and technology of modern agriculture.¹⁰ The Antique Farm Equipment Museum complements this effort by preserving the region's farming history with displays of historic vehicles, machinery, and implements, attracting thousands of visitors annually, many of them families.¹¹ Together, these programs offer meaningful educational experiences that connect people to the past, present, and future of the agricultural sector.

The IAC also promotes ongoing education for agricultural professionals by hosting the WAE, the largest annual outdoor agricultural event of its kind. **More than 90 educational seminars are offered throughout the duration of the WAE**, covering topics such as ag tech, water management, sustainability, and farm policy. All seminars are included in the price of admission, giving producers, innovators, and community members access to high-quality, industry-relevant content at no additional cost. In addition to serving industry professionals, the WAE also welcomes student groups. **An average of 150 schools attend each year**, with discounted admission offered to encourage early engagement with agricultural education. Beyond its role in hosting educational events, the IAC invests in programs that equip students with practical skills and work experience.

¹⁰ IAC. (n.d.). AgVentures! Learning Center. IAC. <https://iacagventures.org/>

¹¹ IAC. (n.d.). Ag Museum. AgVentures! Learning Center. <https://iacagventures.org/ag-museum/>

¹² IAC. (n.d.). Seminars. WAE. <https://www.worldagexpo.com/attendees/seminars/>

In addition to its on-site and events-based programs, the **IAC supports the advancement of agricultural education through direct financial assistance**. In partnership with E.M. Tharp, Inc., now Coast Counties Peterbilt, its We Believe in Growing scholarship program offers funding to students pursuing careers in agriculture and related fields. Each year, two scholarships of \$10,000 are awarded to eligible high school seniors from the Central Valley, including Madera, Fresno, Tulare, Kings, and Kern counties.¹³ **Since the program’s launch in 2007, more than 30 students have received scholarships**, a tribute to the IAC’s long-term commitment to workforce development and educational opportunity.¹⁴ By investing in future professionals, the IAC helps strengthen the region’s agricultural workforce and reinforces its broader mission of industry support.

We Believe in Growing Scholarship Winners, 2025

Funded through a partnership between the IAC and E.M. Tharp, now operating under Coast Counties Peterbilt, the We Believe in Growing scholarship supports Central Valley students pursuing higher education in agriculture-related fields (Hanford Sentinel, 2025). In 2025, the awards went to Ryan Ashford of Mission Oak High School and Brayk Aguiar of Tulare Union High School. Ryan plans to study BioResource Agricultural Engineering at Cal Poly San Luis Obispo, building on his FFA, 4-H, and engineering academy experience, with the goal of developing innovative solutions that enhance agricultural processing, improve factory operations, and reduce waste.

Brayk will attend Fresno State to pursue a degree in agricultural education, aiming to return to the Central Valley as a teacher. With a strong foundation in 4-H, FFA, and hands-on agricultural work, the scholarship will allow him to focus on preparing to inspire future students and contribute to the region’s agricultural workforce.

¹³ IAC. (2024, December 19). 2025 “We Believe in Growing” scholarship application opens. IAC. <https://www.internationalagricenter.com/2025-we-believe-in-growing-scholarship-application-opens/>

¹⁴ Hanford Sentinel. (2025, February 11). E.M. Tharp and WAE ‘We Believe in Growing’ scholarship winners announced. Hanford Sentinel. https://hanfordsentinel.com/business/agriculture/e-m-tharp-and-world-ag-expo-we-believe-in-growing-scholarship-winners-announced/article_1c6bc8de-e8ba-11ef-b6fd-0b7acefbf652.html



Global Connections and Networking

By hosting the WAE, the **largest annual outdoor agricultural trade show in the world**, the IAC places California's Central Valley on the international stage. Each year, the event draws over 100,000 attendees and more than 1,200 exhibitors representing 49 states and more than 80 countries, making it one of the most diverse and far-reaching gatherings in the industry. With half of the attendees holding purchasing authority and many focused on research, networking, and business development, **the WAE provides exhibitors direct access to decision-makers and buyers**, creating an environment where deals are made and partnerships are built. Exhibitors span nearly every sector, with **strong representation in dairy and livestock (16%), vines and trees (12%), and machinery and implements (10%)**, illustrating the breadth of expertise on display.¹⁵

¹⁵ World Ag Expo. (2025, February). World Ag Expo 2025 demographics (Infographic). International Agri-Center. <https://www.worldagexpo.com/wp-content/uploads/sites/2/2025/02/WAE-2025-Demographics.png>

This reach is evident in the mix of exhibitors.¹⁶ AGCO Corporation, one of the world’s largest agricultural machinery manufacturers with operations in more than 140 countries and a network of over 9,200 dealers, represents the scale and technological reach of global agribusiness.¹⁷ In contrast, Afrikelp USA highlights the role of specialized innovators, providing a seaweed-based bio stimulant sourced from South Africa and used by farmers in more than 55 countries to improve crop growth and resilience.¹⁸ Together, these companies show the **diversity of exhibitors at the WAE, bringing both multinational corporations and niche solution providers into the same space**. Beyond the WAE itself, the IAC also serves the broader community by hosting cultural festivals, faith-based gatherings, educational programs, and local events, reinforcing its role as a space that serves diverse interests.

The WAE is more than a showcase of products and technology; it also serves as a marketplace of ideas. Each year, the seminar series brings together experts from both industry and academia to present panels on topics such as irrigation practices, sustainable farming, dairy innovation, export markets, and emerging agri-tech tools. For example, during the 2025 Expo, Doug Larson of Ag Water Chemical presented on the pros and cons of subsurface drip irrigation in alfalfa,¹⁹ highlighting its potential to improve water-use efficiency while also noting the management challenges involved.²⁰ These sessions attract growers, policymakers, and business leaders, keen to learn from recognized authorities and exchange best practices with peers worldwide. By drawing thousands of attendees, the seminar series reinforces the WAE’s role as a central forum where knowledge drives collaboration, idea-sharing, and innovation across the global agricultural community.

¹⁶ World Ag Expo. (2025, May). 2025 World Ag Expo exhibitors (PDF). International Agri-Center. <https://www.worldagexpo.com/wp-content/uploads/sites/2/2025/05/2025-WAE-Exhibitors-Final.pdf>

¹⁷ FundingUniverse. (n.d.). AGCO Corporation history. FundingUniverse. <https://www.fundinguniverse.com/company-histories/agco-corporation-history/>

¹⁸ Afrikelp USA. (n.d.). About Afrikelp USA. Afrikelp. <https://afrikelp.com/usa/#:~:text=For%20over%2025%20years%2C%20Afrikelp,OUR%20FACILITIES>

¹⁹ Internal survey of IAC seminar schedule

²⁰ Larson, D. (2021, November 16–18). Alfalfa on Subsurface Drip Irrigation (SDI) – Pros and Cons (Paper presented at the 50th Western Alfalfa & Forage Symposium, Reno, NV). In Proceedings: 2021 Western Alfalfa & Forage Symposium. University of California, Davis.



Community Engagement

The IAC contributes to strengthening regional infrastructure, public engagement, emergency preparedness, and economic opportunity across Tulare County and the surrounding area. The WAE is central to these contributions. The event attracts more than 100,000 attendees from across the United States and abroad, increasing Tulare's international presence. While highlighting innovation across the industry, it provides a significant economic boost to local businesses, supports community fundraising, and introduces students to career pathways in agriculture.

To support long-term transportation improvements, the **IAC contributed \$500,000 toward environmental review and permitting for the new interchange at International Agri-Center Way off Highway 99**, a critical project aimed at easing congestion and improving access for visitors, residents, and commercial traffic. Building on this commitment, the IAC **plans to invest an additional \$2.5 million in the extension of International Agri-Center Way** to

further strengthen local infrastructure and accommodate continued growth in event activity and economic development.

The IAC is also committed to sustainability through a major investment in renewable energy. In the past year, it **installed solar panels across its facilities at a cost of approximately \$900,000, reducing its environmental impact while lowering long-term energy costs.**

As a civic partner, the IAC serves as a venue for community events that promote dialogue between local government and residents. For instance, the IAC has hosted the Tulare Chamber of Commerce State of the City & County Luncheon, providing a platform for public officials to share updates and strategic goals with business and civic stakeholders.²¹

The IAC is also a designated emergency operations site for Tulare City Schools, the Tulare County Office of Emergency Services (OES), Cal Fire, and Cal OES. **Its facilities are routinely used to support evacuation efforts, incident command, and equipment staging.** In 2023, Cal OES selected the IAC to host the Tulare Regional Disaster Ready Summit, bringing together first responders and community leaders to strengthen local disaster coordination.²² During the COVID-19 pandemic, the IAC served as a mass vaccination center, administering approximately 65,000 vaccine doses to residents across the region.

As part of its role in supporting community resilience, the site has been a key resource in recent disaster response efforts. In March 2023, it **supported a regional flood operations briefing and served as a base for more than 2,000 emergency personnel,** providing space for equipment, support staff, and helicopter access.²³ It has been activated multiple times in recent years to **shelter evacuees and more than 200 animals during wildfire emergencies** and is designated as a backup location for statewide animal evacuations.

²¹ Tulare Chamber of Commerce. (n.d.). State of the City 2025 (Event details). Tulare Chamber of Commerce. <http://www.tularechamber.org/events/details/state-of-the-city-2025-7662>

²² California Governor's Office of Emergency Services. (2023, October 5). September 2023: Regional Disaster Ready Summits. Cal OES News. <https://news.caloes.ca.gov/september-2023-regional-disaster-ready-summits/>

²³ Henry, L. (2023, March 22). Flood operations meeting yields little good news as water continues to wreak havoc in the San Joaquin Valley. SJV Water. <https://sjvwater.org/flood-operations-meeting-yields-little-good-news-as-water-continues-to-wreak-havoc-in-the-san-joaquin-valley/>



Philanthropy

The IAC supports the Tulare community through initiatives that strengthen local nonprofits, expand access to health and wellness, and create opportunities for youth, education, and workforce development. The IAC demonstrates its commitment to the Tulare community by providing consistent charitable support to local organizations and events.

Local Nonprofit and Community Support

As a Diamond-tier member of the Tulare Chamber of Commerce, the IAC provides in-kind support valued at approximately \$10,000 annually, helping the Chamber host events, leadership programs, and initiatives that promote business development and civic engagement.²⁴ In addition, the IAC donates approximately \$1,000 in silent auction items each year to assist with the Chamber's fundraising efforts, and contributed \$2,500 in June 2025 to sponsor the Chamber's annual Salute to Dairy dinner and awards event, which celebrates the local dairy industry.²⁵

The IAC also supports other community traditions, including a \$1,000 sponsorship of the Noon Kiwanis Club of Tulare's annual fireworks show, a long-running Fourth of July celebration that brings residents together for an affordable, family-friendly event.

²⁴ Tulare Chamber of Commerce. (n.d.). What does the chamber do? Tulare Chamber of Commerce. <http://www.tularechamber.org/pages/WhatWeDo>

²⁵ Malcolm Media. (2025, May 13). Tulare Chamber to honor legacy, leadership & advocacy at Salute to Dairy event. California Dairy. <https://www.californiadairymagazine.com/2025/05/13/tulare-chamber-to-honor-legacy-leadership-advocacy-at-salute-to-dairy-event/>

More broadly, the IAC provides meaningful fundraising opportunities to local nonprofits through its management of WAE. By offering concession space to community-based organizations, the IAC helps generate critical support for a wide range of missions. In recent years, **participating nonprofits have collectively raised more than \$1 million through these concession partnerships.**²⁶

Health and Wellness Access

The IAC plays an active role in advancing health and wellness across the Central Valley through strategic partnerships and charitable contributions. Its annual Toyota Tundra Giveaway at WAE has **raised nearly \$900,000 over 11 years for Valley Children’s Healthcare, including more than \$91,000 in 2025 alone, with all proceeds supporting pediatric care and critical medical services.**²⁷

The IAC also supports local health care access as a Kind-Hearted sponsor of Adventist Health’s Heart to Heart Gala, contributing \$5,000 to expand cardiovascular and life-saving services.²⁸ During the Expo, Adventist Health provides a mobile health unit offering free vaccinations, health screenings, wellness education, and referrals to follow-up care.²⁹ Additional support includes a \$1,000 contribution to the Kaweah Health Foundation Golf Classic, which helps fund improvements to health care services in the Tulare region.

To assist families with hospitalized children, the IAC donated a WAE VIP Package valued at approximately \$1,500 to Ronald McDonald House Charities of the Central Valley, likely contributing to the organization’s fundraising efforts to support housing and services that keep families close during treatment.³⁰

²⁶ IAC, personal communication

²⁷ IAC. (2025, July 8). WAE® donates over \$91,000 to Valley Children’s Healthcare from Toyota Tundra giveaway. WAE® News. <https://www.worldagexpo.com/world-ag-expo-donates-over-91000-to-valley-childrens-healthcare-from-toyota-tundra-giveaway/>

²⁸ Adventist Health Central Valley Health Foundation. (n.d.). A Heart to Heart Gala (Event page). Adventist Health Central Valley Health Foundation. <https://centralvalley.give.adventisthealth.org/events-calendar/gala/>

²⁹ Adventist Health Central Valley Health Foundation. (n.d.). Bringing care to rural residents. Adventist Health Central Valley Health Foundation. <https://centralvalley.give.adventisthealth.org/stories/new-mobile-care-unit/>

³⁰ Ronald McDonald House Charities of the Central Valley. (n.d.). What we do. Ronald McDonald House Charities of the Central Valley. <https://rmhccv.org/what-we-do/>

Youth, Education, and Workforce Development

The IAC supports programs that expand access to education, engage youth in community service, and create pathways to employment across Tulare and the surrounding region.

To encourage interest in agriculture, the IAC sponsored Farm-Tastic 4, an annual program in partnership with 93.7 Kiss Country that awards \$500 scholarships to four local students pursuing agricultural careers.³¹ It also supports various local school and youth activities through sponsorships and volunteer-based partnerships, providing students opportunities to participate in community events while helping sustain extracurricular programs.

The IAC further promotes agricultural education and recognition by donating the use of its banqueting hall, valued at \$3,000, for the Noon Kiwanis Club’s annual Farmer of the Year luncheon.³² The event honors local agricultural leaders and brings together students, producers, and civic stakeholders to celebrate the region’s farming heritage.

In addition to educational support, the IAC invests in workforce development and job readiness. Its \$500 sponsorship of Teen Challenge’s annual run fundraiser supports recovery services that combine residential treatment with life skills training. Building on this focus, the IAC also partners with the Tulare Family Resource Center and Employment Connection to operate a recycling program at WAE, offering job training and experience in environmental services to individuals reentering the workforce.

To encourage careers in public safety, the IAC provides police explorer and volunteer programs with hands-on experience in traffic control and public safety operations during major events. Participants from Tulare, Dinuba, and Visalia receive practical training in law enforcement procedures, leadership, and public service.³³ **These programs benefit from an average annual contribution of \$7,000 from the IAC,** supporting their continued operation and providing youth with valuable exposure to future career paths.

³¹ 93.7 Kiss Country. (2025, August 1). Help us find the Farm-Tastic 4 young Agri-heroes! 93.7 Kiss Country. <https://www.ksks.com/2025/08/01/farmtastic4/>

³² Kiwanis Club of Tulare. (n.d.). Farmer of the Year. Kiwanis Club of Tulare. <https://tularenoonkiwanis.com/page/farmer-of-the-year>

³³ City of Tulare Police Department. (n.d.). Tulare Police Explorer Program. City of Tulare. <https://www.tulare.ca.gov/government/departments/police/tulare-police-explorer-program>

Conclusion

The IAC and the WAE remain economic and social pillars for Tulare County and California's Central Valley. Together, they generate more than \$100 million in annual economic output, support over 700 jobs, and contribute over \$15 million in tax revenues across all levels of government. The IAC's impacts extend beyond the WAE's three days each February, with year-round activities sustaining local businesses, creating steady employment, and strengthening Tulare's position as a hub for agricultural innovation.

The WAE alone draws more than 100,000 attendees and 1,200 exhibitors from 80 countries, fostering global exchange, business growth, and knowledge sharing that connect the region in the international agricultural economy.

As a nonprofit institution, the IAC continues to deliver far-reaching economic value while advancing education, community resilience, and global connectivity. By investing in people, innovation, and place, it ensures that the benefits it generates—for Tulare, the Central Valley, and the agricultural sector at large—will continue to grow in the years ahead.



ROW 3200

ROW 3300

ROW 3400

NO SMOKING



ROW 3100

ROW 3100

ROW 3200

ROW 3300

ROW 3400



NO VAPING



ROW 3500

ROW 3600

ROW 37

ROW 3500

ROW 3

ROW 3700

ROW 3800

Gopher & Squirrel
Organic Deterrent

NRG
Optimise plant health with:
Azomite
Mycorrhizal Fungi
Beneficial Soil Bacteria

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DART





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