
New Hampshire
*Department of Agriculture,
Markets & Food*

The New Hampshire Building at the Big E

The New Hampshire Building at the Eastern States Exposition (Big E) is a replica of the Granite State's original State House, which was located in Portsmouth from 1769 until 1809. The New Hampshire Building was built in 1930 on the Exposition's Avenue of States. It was built to showcase New Hampshire's agriculture and commerce to New England fairgoers. Today, all aspects of New Hampshire are featured: agriculture, commerce, tourism, food, culture and the arts. Each of the New England states has its own building along the Big E Avenue of States, offering a unique opportunity to fairgoers to visit all six New England states in a day.

The New Hampshire Building and its immediate property are owned and maintained by the State of New Hampshire. There are three floors in the New Hampshire Building. The ground floor is the public space where exhibits and concessions are located. The second floor holds the building operations office, meeting room and exhibitor only area. The third floor houses sleeping dormitories for exhibitors and staff.

The Big E draws over 1.5 million people each year during its 17-day run. It is estimated that at least 85-90% of all Big E fairgoers visit the state buildings on the Avenue of States each year.

Approximately \$50,000 of revenue is generated every year for New Hampshire from rental fees charged to exhibitors. Most of this income covers building operation expenses generated annually for staff, security, entertainment, general maintenance (lawn maintenance, minor repairs, etc.), equipment purchases (picnic tables, door mats, etc.) and special displays.

The department is committed to encouraging small businesses in New Hampshire, which comprise the majority of New Hampshire Building exhibitors. Surveys have shown that income generated from the Big E represents 25-80% of these exhibitors' annual income. Several exhibitors have grown from their participation at the Big E and "graduated" to bigger opportunities. Another 30 or so New Hampshire businesses are presented in the consignment shop that operates in building every year. This gives more NH businesses sales opportunity and exposure.

The New Hampshire Building operates with four contracted workers and the oversight of the Director of the Division of Agricultural Development. In addition, there are over 150 individuals that volunteer at the New Hampshire Building every year, working for various NH organizations.