

“FAIR facts” For Indian River County

The Firefighters’ Indian River County Fair held March 12-20, 2004 was themed “Pride in our Past, Faith in our Future.”

Total attendance at the event was 43,300 people, up from 2003.

There was excellent weather all week; however, some rain fell on Tuesday March 16th around 5:00pm until 7:00pm. Of course, this is at dinnertime when people are trying to make decisions about their evening. Like “What should we do now”? “Is it also raining at the Fair”? So, attendance was about 50% less on this day.

The fair had started a website www.firefightersfair.org in November. For a new site and small event there were over 1,500 hits on the site during March alone. We believe this assisted in increasing our fair traffic.

Admission was \$5 at the gate or \$4 in advance for adults, \$3 for senior citizens and youth’s ages 6-12. Free for children ages 5 and younger. The first 100 patrons each day received a free fair tee-shirt compliments of Comcast Cable. Advance gate admission and ride ticket book sales were up by 5% compared to 2003. Always free parking.

Strates Shows provided the midway, where the carnival gross was up 27% compared with 2003. Ride specials included; The Coca-Cola Family Fun weekend held March 13th and 14th. Here all Kiddie Land rides were \$8 from 1:00pm until 6:00pm; A National Food Mart coupon special was offered March 16th and 18th. This coupon allowed visitors unlimited rides with a \$3 savings; and the “Peters, Cook and Company” Real Estate early bird ride special March 20th gave unlimited rides until closing for \$15 if purchased between 1:00pm and 6:00pm.

Ongoing fair attractions included the Worlds largest log home exhibit, Dirty Dingus a walk around clown, the Aerial Antics Circus, helicopter rides, strolling music by the River Rats Band, a Rooster Crowing contest, A Classic Car Show and Competitive Exhibits on display were Baked goods,

Photography, Creative Crafts and Canning. Also, a Karaoke contest along with a Barn Dance was held on the final evening of the fair.

Two grounds attractions for fairgoers were the Sheer's Lumberjack Show sponsored by Riverside National Bank. And the Nerveless Nocks stunt show sponsored by Comcast Cable. The Firefighter's Association with support of radio station WAVW 92.7FM sponsored a concert by Scotty Emerick. Scotty is a local songwriter who now lives in Nashville. Scotty performed to a record crowd of 2,500 visitors. Also, plenty of local entertainment performed daily on the stage sponsored by the Community Asphalt Corporation.

Our Exhibit building sponsored by Storage Solutions of Vero had 48 vendors and exhibitors from the local community.

Livestock sale prices, as well as entries were up for steers and swine. Other exhibit entries were rabbits and citrus trees all these were up compared with 2003.

All proceeds from this event benefit the Indian River County Burn Fund, the Muscular Dystrophy Association, Local High School Scholarships, Fair Ground improvements, other Various Charitable organizations, and for the benefit of Public Safety.

The Vero Beach Firefighters Association who have sponsored this event since 1980 wish to THANK all our sponsors, volunteers, 4-H and F.F.A. members as well our visitors for making "Their" fair a success.

Toby D. Turner
General Manager