

# “FAIR facts” For Indian River County

- The Firefighters’ Indian River County Fair held March 11-20, 2005 was themed “Colors of America, Celebrating our 25<sup>th</sup> season”.
- Total attendance at the event was 46,077 people, up from 2004.
- There was excellent weather during our first ever 10 day run; however, heavy rain fell all day and into the night on Thursday March 17<sup>th</sup> and the fair was unable to open on this date. The wristband ride special for this evening was carried over to March 18<sup>th</sup>.
- The fair’s website [www.firefightersfair.org](http://www.firefightersfair.org) had over 2,100 hits on the site during March alone. We believe this assisted in increasing our fair traffic and getting information to the public.
- Admission prices were lowered from \$5 to \$4 at the gate or \$3 in advance for adults. \$2 for senior citizens and youth’s ages 6-12. And free for children ages 5 and younger. This price special was offered as a hurricane relief effort by the firefighters. Many of our county residents were still displaced from their homes, insurance companies as well as FEMA have yet to settle some claims and we wanted to show our support to this community. Advance gate admission and ride ticket book sales were up by 9.5% compared to 2004. We always offer free parking.
- Strates Shows provided the midway, where the carnival gross was up 11% compared with 2004. Ride specials included; The **Sam’s Club** Family Fun weekend held March 12<sup>th</sup> and 13<sup>th</sup>. Here all Kiddie Land rides were \$8 from 1:00pm until 6:00pm; A **National Food Mart** coupon special was offered March 15<sup>th</sup> and 17<sup>th</sup>. This coupon allowed visitors unlimited rides with a \$3 savings; The “**Peters, Cook and Company**” Real Estate early bird ride special March 19<sup>th</sup> gave unlimited rides until closing for \$15 if purchased between 1:00pm and 6:00pm. And on the final day, March 20<sup>th</sup>, **Strates Shows** offered a \$15 wristband special from 1:00pm till closing.

- Ongoing fair attractions included the Worlds largest log home exhibit, Durty Dingus a rodeo walk around clown, Brad Bodary the Human mannequin, the Recreation Department Aerial Antics Circus, a Rooster Crowing contest, a Corvette Car Show, a motorcycle display and Competitive Exhibits were Baked goods, Creative Crafts and Canning. Also, a Karaoke contest along with a Barn Dance was held on March 18<sup>th</sup>.
- Two grounds attractions for fairgoers were “Shenan-i-guns” Wild West 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 **WSCF 91.9 Christian FM** sponsored the “All God’s Children Tour” a concert featuring Building 429, Paul Colman, Tree 63 and Class Jambor. Also, plenty of local entertainment performed daily on the stage sponsored by the **Press Journal Newspaper**.
- Our Exhibit building was unusable due to the fact that the Indian River County Sheriffs Department was using this facility. Their building was destroyed during the September hurricanes so the county allowed them the use of this building. **Storage Solutions** of Vero was our front gate sponsor.
- Livestock sale prices were up from 2004 by 100%. However, entries were down for steers, breed stock, swine’s, rabbits and citrus trees.
- 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**