

# “FAIR facts” For Indian River County

- The Firefighters’ Indian River County Fair held March 10-19, 2006 was themed “Touching Lives, Creating Memories”.
- Total attendance at the event was 50,095 people, up from 2005.
- There was excellent weather during our 10 day run. This was the first season without rain in 16 years.
- The fair’s website [www.firefightersfair.org](http://www.firefightersfair.org) had over 3,500 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 \$5 at the gate or \$4 in advance for adults. \$3 for senior citizens 55 and up and youth’s ages 6-12. Free for children ages 5 and younger. The advance purchase of gate admission tickets were down 18% and advance ride ticket book sales were also down by 33% compared to 2005. We always wonder why patrons would not want to save time and money by purchasing their tickets ahead of time at over 200 locations in our community. However, that’s OK with us because we collected more money at the main gate and had a terrific season. We have always offered free parking.
- Strates Shows provided the midway, where the carnival gross was up 17.5% compared with 2005. Ride specials included; Opening day fireworks and ride special presented by **KB Home** March 10<sup>th</sup> where unlimited rides were \$15. The **Sam’s Club** Family Fun weekend held March 11<sup>th</sup> and 12<sup>th</sup> gave all kids under the age of 11 wristbands for “Kiddie Land”. Here all rides were \$8 from 1:00pm until 6:00pm; **Firehouse Garage** provided a March 13<sup>th</sup> wristband special where all municipal employees who purchased that date’s ticket earlier by mail, saved \$7; A **National Food Mart** coupon special was offered March 14<sup>th</sup> and 16<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 18<sup>th</sup> gave unlimited rides until closing for \$15 if purchased between 1:00pm and 6:00pm. And on the final day, March 19<sup>th</sup>, **EZ Pay Day** offered a \$15 wristband special from 1:00pm till closing.

- Ongoing fair attractions included Tall Tex, Scarecrow and Tobar. Durty Dingus a rodeo walk around clown entertained, the Recreation Department Aerial Antics Circus performed, the Red Barron Pizza Flight Club provided three Bi-planes for flyovers on March 14<sup>th</sup> and 15<sup>th</sup>, there was a rooster crowing contest, a motorcycle display hosted by **Treasurer Coast Motorcycles and Fishbone tattoos**, also the Little Mr. & Miss Firefighter Pageant was reinstated with 13 entries and it was held on March 11<sup>th</sup>. A limited number of competitive exhibits were baked goods, creative crafts and canning. A Karaoke contest along with a Barn Dance was held on March 17<sup>th</sup> at the **Florida Farm Bureau** livestock pavilion.
- Two grounds attractions for fairgoers were “Gold Rush” a comedy high dive show sponsored by **Riverside National Bank**. And “All the Kings Horses” show sponsored by **Comcast Cable**. A packed house was present for “Simon Sez” a comedy hypnosis show March 18<sup>th</sup>. Also, plenty of local entertainment performed daily on our stage sponsored by the **Press Journal Newspaper**.
- This year with our partner **Touch of Class Cleaners**, we provided “Lost Kid Tags” at our information gazebo. Here, parents filled out a neon colored tag with the child’s name, age and the guardian’s cell phone number. This was then tied to the child’s belt loop or another part on their clothing. If the child was to get separated from the guardian, security or other staff members could assist in locating that guardian.
- Our Exhibit building was unusable again this season due to the fact that the Indian River County Sheriffs Department was using this facility as a county jail. And we are not sure if the new jail wing presently under construction will be completed by our next season. **Storage Solutions** of Vero was our front gate sponsor.
- Livestock sale prices were at an all time high, up from 2005. Entries were also up for Breedstock and Swine, entries were the same as last season for Steers and Rabbits, but down for blueberry bushes. Citrus trees were not available to show due to the citrus canker infecting our area.

- All proceeds from this event benefit the Indian River County Burn Fund, Local High School Scholarships, Fair Ground improvements, other Various Charitable organizations, and for the benefit of Public Safety.
- Next seasons dates are scheduled for March 9<sup>th</sup> – 18<sup>th</sup>, 2007 and is themed “The Fair, Be Seen There”.

The Vero Beach Firefighters Association in cooperation with the Indian River County Fair Association has sponsored this event since 1980 wishes to THANK all our corporate partners, fair volunteers, committee heads, the Youth Livestock Association, our 4-H and F.F.A. members as well our visitors for making “Their” fair a success.

Toby D. Turner  
**General Manager**