

# "FAIR facts" For Indian River County

- The Firefighters' Indian River County Fair held March 12-21, 2010 was themed "**Fun In Your Own Backyard**". Total attendance at the event was 51,000 people, up from 2009.
- Lots and lots of rain fell on "Opening Day" Friday and the fair did not open as scheduled. Saturday the 13<sup>th</sup> showed the best attendance in the fairs history over 7,000 visitors attended the event. The fairs official website [www.firefightersfair.org](http://www.firefightersfair.org) had over 8,000 hits on the site during March alone. We believe this assisted in getting information to the public. Visitors were welcomed at the main entrance to the fair grounds as well as the outdoor food court area with landscape designs and waterfalls donated by **Coast to Coast landscaping**.
- Admission prices have held steady for the last 16 years: \$5 at the gate or \$4 if purchased 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 up compared to 2009 however, advance sale of ride ticket books were down compared to 2009. A FREE gate night was offered on Wednesday March 17<sup>th</sup>. Attendance on this evening was monitored at 1,600 visitors. We have always offered free parking.
- Strates Shows provided the midway, where the carnival gross was up 6.8% compared with 2009. The **SpringHill Suites** opening day ride special March 12<sup>th</sup> had unlimited rides scheduled for \$17. However, the fair did not open on this date. Other ride specials included; The **Harvest Food & Outreach** weekend held March 13<sup>th</sup> and 14<sup>th</sup> gave all visitors a \$3 savings on their ride wristband when they brought a boxed or canned food donation per person. If no food donation was brought the price was \$20. More than 2,000 pounds of food was collected this weekend. **Dyer Chevrolet** "Carload Night" was March 15<sup>th</sup> which offered up to 7 persons seat belted in a vehicle gate admission and wristbands for \$60. The **Treasure Coast Community Health** special for \$17 was offered March 16<sup>th</sup> and 18<sup>th</sup> which allowed a visitor unlimited rides. Saturday March 20<sup>th</sup> and Sunday March 21<sup>st</sup> visitors purchased a wristband special for \$22 from 1:00pm until closing sponsored by **The Indian River Mall**.

- Ongoing fair attractions included a demolition derby on March 13<sup>th</sup> and 14<sup>th</sup> hosted by **Firehouse Garage & Mike's Towing**, as well as Flat Track Quad races on March 14<sup>th</sup>. **Tall Tex, Scarecrow and Tobar** greeted guests as they entered the grounds and **Pickles Da Clown** twisted balloons for the kid's all day, every day. A baked goods auction and bull whip cracking contest kept patrons busy as well as bingo hosted by **97.1 Ocean FM** was played each Sunday on the main stage. **The Vero Beach Recreation Department** Aerial Antics Circus performed, there was a rooster crowing contest, a motorcycle show hosted by **Treasure Coast Motorcycles**, the Little Mr. & Miss Firefighter Pageant was held March 13<sup>th</sup> at 6:00pm. The **Boy Scouts of America Order of the Arrow** "Hitchiti Indian Dancers" performed. Andrey Plata and his steel drum music along with Michael Hyde with his bagpipes greeted patrons on their visit. **A.A.R.P. and Walgreen's** provided free health screenings at the open-air pavilion while **Off the Chain** wood carving provided a demonstration and display for visitors.
- An increase this season in the number of entries for competitive exhibits were; photography, baked goods, creative crafts and canning. A new and exciting competitive exhibit introduced this season was a **Hay Bail** decoration contest. Five 4-H clubs decorated the large round bails which were placed around the midway. This way we could bring "Agriculture to the midway". A Karaoke contest along with a Barn Dance was held on March 19<sup>th</sup> at the 4-H livestock pavilion.
- Three grounds attractions entertained fairgoers; the "Marcus Magic" Comedy & Illusion Show presented by **Inside Track Almanac**. The "Firefighter Training Show" was sponsored by **Wachovia Bank** and the Interactive Gaming Experience was partnered by the **Press Journal Newspaper**. The "Simon Sez" Comedy Hypnosis Show had the crowd laughing each evening. Also, plenty of local entertainment performed daily on our stage sponsored by **93.7 FM the Breeze**.
- Once again this year, our partner **Touch of Class Cleaners**, provided "Lost Kid Tags". Here, parents filled out 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 indoor exhibit building housed 51 local and regional vendor spaces that were available for the public as they strolled through this air conditioned facility.
- 4-H entries for Rabbits, Swine, Breedstock and Goats were up from 2009. Citrus trees were down and Steer entries were the same. Total livestock sale prices were down from 2009.
- 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 10 day event is scheduled for March 11<sup>th</sup> – 20<sup>th</sup>, 2011 and is themed **“Our Fun, Is A Family Tradition”**. This time frame is on schedule with the proposed Indian River County School systems “Spring Break” so we believe the overall fair attendance will be enhanced for 2011.

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

Toby D. Turner  
**General Manager**