

# “FAIR facts” For Indian River County

- The Firefighters’ Indian River County Fair held March 13-22, 2009 was themed “**Fully Involved-with the community**”. Total attendance at the event was 36,315 people, down from 2008 which we felt was do to the economic conditions of the area.
- Rain fell on Saturday the 21<sup>st</sup> from dawn until opening time but cleared by 4:30pm. The fairs website [www.firefightersfair.org](http://www.firefightersfair.org) had over 6,200 hits on the site during March alone. We believe this assisted in getting information to the public.
- Admission prices were \$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 about the same compared to 2008 even though when you purchased your gate admission ticket early and then visited the fair on any date, you were eligible for hourly prize give-a-ways. These prizes included; fair food, ride wristbands, additional gate passes as well as vendor and sponsor merchandise. Advance sale of ride ticket books were down 4% compared to 2008. A \$3 gate night was offered on Wednesday March 18<sup>th</sup>. We have always offered free parking.
- Strates Shows provided the midway, where the carnival gross was up 5.5% compared with 2008. The **McDonalds** opening day ride special March 13<sup>th</sup> had unlimited rides for \$17. Other ride specials included; A Kid’s Fun Day weekend held March 14<sup>th</sup> and 15<sup>th</sup> gave all kids under the height of 48” unlimited wristbands for “Kiddie Land”. Here all rides were \$12 from 1:00pm until 6:00pm, **Dyer Chevrolet** “Carload Night” was March 16<sup>th</sup> which offered up to 7 persons seat belted in a vehicle gate admission and wristbands for \$60. A **Snyder Plumbing** special for \$17 was offered March 17<sup>th</sup> and 19<sup>th</sup> which allowed a visitor unlimited rides. Saturday March 21<sup>st</sup> and Sunday March 22<sup>nd</sup> visitors purchased a wristband special for \$22 from 1:00pm until closing sponsored by **Comcast Spotlight**.

- 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 15<sup>th</sup>. Tall Tex, Scarecrow and Tobar greeted guests as they entered the grounds. A kid's bull whip cracking contest and a grits cooking contest kept patrons busy. Bingo hosted by **97.1 Ocean FM** was played each Sunday on the main stage. **The Vero Beach Recreation Department Aerial Antics Circus** as well as the **Sebastian Elementary Sensation**, along with **Dance Space** performed, there was a rooster crowing contest, a motorcycle display and contest hosted by **Treasurer Coast Motorcycles**, there was the Little Mr. & Miss Firefighter Pageant held March 14<sup>th</sup> at 6:00pm. Andrey Plata and his steel drum music along with Michael Hyde with his bagpipes greeted patrons on their visit. An increase this season in the number of entries for competitive exhibits were; photography, baked goods, creative crafts and canning. A Karaoke contest along with a Barn Dance was held on March 20<sup>th</sup> at the 4-H livestock pavilion.
- Three grounds attractions entertained fairgoers; the "Marcus Magic" Comedy & Illusion Show. The "Firefighter Training Show" was sponsored by **Wachovia Bank** and "CowTown" in the livestock pavilion 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" at our information gazebo. 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 44 local and regional vendor spaces that were available for the public as they strolled through this air conditioned facility. **Storage Solutions** of Vero was our front gate sponsor.
- 4-H entries for rabbits and citrus trees were up from 2008 however, steer and swine entries were down. Livestock sale prices were up slightly from 2008.

- 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 12<sup>th</sup> – 21<sup>st</sup>, 2010 and is themed “**Fun In Your Own Backyard**”. An outdoor eating court and relocation of the entertainment stage is being planned for the 2010 fairgrounds layout.

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**