

# 2015 Achievement Awards Virginia Association of Counties

## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2015.** Please include this application form with electronic entry.

### PROGRAM INFORMATION

Locality: Fluvanna County

Program Title: Fluvanna County Fair

Program Category: Parks and Recreation

### CONTACT INFORMATION

Name: Jason Smith

Title: Director

Department: Parks and Recreation

Complete Mailing Address: 271 Pleasant Grove Drive, PO Box 70, Palmyra, VA 22963


Telephone # 434-589-2016 Fax # 434-589-1875

E-mail: jsmith@fluvannacounty.org

### SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: Steve Nichols

Title: County Administrator

Signature: 



## ***"Down on the Farm"***

Fluvanna County's Parks and Recreation department had contracted to bring in a carnival enterprise for many years until we noticed participation began to decrease in 2012. After some discussion and research, we decided to bring back the Fluvanna County Fair, which hadn't taken place since the late 1970's, to increase the "fun factor" to make our carnival experience more than just rides. We knew we could not host a fair like event unless we partnered with groups in the community who have more resources and connections to make something great happen so we began to strategize on who we could partner with in the community.

In September of 2013, we began planning the following year's event and decided to connect with Fluvanna High Schools Future Farmers of America (FFA) as well as their Sports, Arts and Communication departments, our local Virginia Cooperative Extension (VCE) office and their 4-H activity clubs, Fluvanna County's Farm Bureau agency, and also recruited several local farmers to join our planning team to begin developing Fluvanna's 1<sup>st</sup> County Fair in over 30 years.

Our team approach of "work smarter, not harder" consisted of implementing several current community activities blended into one larger event, which also created more opportunities to enhance as well as increase activities that these groups had offered throughout the year. We essentially consolidated our efforts and combined our energy to host the event.

The Fluvanna County Fair took place on August 21, 22, and 23 in 2014 and our total estimated attendance was around 7,000 folks for this 3 day event. Our parks and recreation budget of \$4,500 covered all of the essentials for the fair, e.g. lights, security, Porta Potties along with half of the attractions we needed to obtain. Our staff team reached out and connected with community sponsors and we were able to raise the additional budget related to several other attractions desired, e.g. music entertainment (\$2,500), additional funds for the Fun Zone (2 bounce houses, dunk tank, petting zoo, balloon artist, magician, juggler, and a kids train ride: \$2,000). Through partnering with our local FFA, the high schools arts, sports, and communication departments, VCE, local 4-H clubs,

and our Farm Bureau agency, they were able to budget for and utilize their own funds to financially manage their own areas. Each community partner was given areas of the fair to manage and monitor throughout the event and with their commitment and assistance, we helped bring back and instill this community affair for the decades to come.

From our local FFA and VCE taking care of several attractions related to agricultural education, farm animal showcasing's, our local Farm Bureau Women's Club coordinating a home arts and crafts competition, and Fluvanna Parks and Recreation increasing the fun factor even more in adding supplementary interactive games that included a dunk tank, helicopter rides, live music, food and carnival sweets, a juggler and magician engaging with the crowd, a dog agility show, and a handful more attractions throughout this 3 day community event, there was certainly something for everyone! We also had 10 food vendors and an average of 30 arts, crafts, and educational booths at the fair to keep folks busy when not bouncing, riding, or enjoying another attraction.

2015 promises to be even better and more community engaging with more live music, animals, carnival rides, and mouthwatering carnival sweets to keep this tradition going.



## Fluvanna County Fair Overview

- P&R Carnival and Fun Zone → FFA, 4-H, Farm Bureau, and Virginia Cooperative Extension  
Animals and agricultural education = Fluvanna County Fair
  - Budget and staffing
    - P&R, Farm Bureau, 4-H, Virginia Cooperative Extension, and Sponsorships
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### Schedule at a glance...

#### Thursday (4 - 9pm)

- Home Arts and Crafts Intake and viewing
- Parade of Animals & obstacle course (4-H Clubs)
- Fun Zone
- Fluvanna High School Pep Rally
- Fluvanna Talent Show (Main Stage)

#### Friday (4 - 9pm)

- Home Arts and Crafts Showcase
- Parade of Animals (4-H Clubs)
- 4-H Horse Show
- Fun Zone
- Music @ the Park
- County Celeb Dunk Tank

#### Saturday (9am - 9pm)

- Music @ the Park
  - Fun Zone
  - Car show
  - Tractor Judging
  - Fluvanna County High Schools Strength team "Strong Man" contest
  - Jalapeno and Pie Eating Contests
  - Parade of Animals, costume and animal call contests (4-H Clubs)
  - Helicopter rides
  - FFA Cross Cut/Tractor Back Up contest
  - Arts in the Park (Fluvanna Arts Assoc.)
  - Home Arts and Crafts Showcase
  - County Celeb Dunk Tank
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### Community Partnerships

- FCHS Athletics, Chorus, and SGA, Lazy S Ranch farm, Farm Bureau, Fluvanna Extension team, Charlottesville's Westminster Canterbury of the Blue Ridge, El Vaquero restaurant, Central VA Sporting Clays, Tenaska Virginia Generation, Hi-Tech Sports, Tractor Hill, Kenny's Auto & Quality Muffler, Monticello Mulch and Landscaping, Campbell Equipment, Luck Stone, Colonial Farm Credit, AQUA VA, Red Rocker Candy,
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### 2014 Fair Committee

- Jonathan Pace and Jason Smith/Fluvanna Parks and Recreation, George Goin/Modesto Farms Greenhouse, Greg Sclater/Layz S Ranch, Wade Parrish/Fluvanna Farm Bureau, Tee White and Joan Talley /Fluvanna Farm Bureau Women's Committee, John Thompson and Kim Mayo/Virginia Cooperative Extension.
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### Publicity

- Wendy Edwards (Social Media/1070 AM and 97.5) – Volunteered to stage and manage Fluvanna County Fair's Facebook page while promoting the event on her show.
- Greg Breeden (105.3) - Interviewed fair staff before the event, DJ'ed the talent show and incorporated live shows at the fair throughout Saturday; the last day of the fair.
- Larry Armes (92.9) - Interviewed fair staff before the event as well as ran several other free ads to promote the event.



## 2014 Sponsors and Contributors

### Platinum Sponsors

- Westminister-Canterbury of the Blue Ridge

### Gold Sponsors

- A.G. Dillard, Inc
- Layz S Ranch
- Fluvanna Farm Bureau
- T&N Printing
- Byler Barns & Backyards
- Hi-Tech Sports

### Silver Sponsor

- Tractor Hill Equipment- Kioti Tractors
- E. W. Thomas, Inc.
- Sunbelt
- Big Country 105.3 & 99.1
- Fork Union Military Academy
- Conversations with Wendy (Hopper Media, LLC)
- Fluvanna Ace Hardware
- Van Der Linde Recycling & Container Rentals
- Modesto Farms Greenhouse

### Bronze Sponsor

- Monticello Mulch & Landscaping
- Red Rocker Candy
- Luck Stone
- Strong Team Realtors
- Colonial Farm Credit
- Lowes
- Snoddy's Electrical Service, Inc.
- Liesman Construction, Inc.

### Parking Barrels

- Mulch Monkeys, Inc.

### Sponsor Row

- Kenny's Auto & Quality Muffler
- Campbell Equipment Inc.
- Tenaska Virginia Partners L.P.
- Virginia Community Bank
- Bowles & Associates. Inc.
- Priority Insurance Services
- Jutta's Flowers & Things
- E. W. Thomas, Inc.
- Orange Madison Coop

### Friends of the Fair

- Colonial Farm Credit
- Winget-Hernandez, P.C.
- AQUA Virginia, Inc.
- Old Dominion National Bank
- Jefferson Pharmacy
- Fluvanna County High School Choral Department
- Papa Johns
- Dominoes
- Brookside Farm Sawmill Service
- Jerry Haislip and Family
- Empire Iron Blacksmith
- Fluvanna Review

### People Movers

- Piedmont Power Sports, Inc.
- Tractor Hill Equipment-Kioti Tractors

### Layz S Ranch Hayride Stops

- AQUA Virginia, Inc.
- Colonial Farm Credit
- Winget-Hernandez, P.C.

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**Additional 2014 volunteers, staff and vendors** that helped make the fair run smooth: Fluvanna Ruritan Club and the following Masonic Lodges: Fork Union in Fluvanna County, Taylor in Buckingham County, and Scottsville in Albemarle County; Fluvanna County High School Arts, SGA, FFA, Power Team, and Athletic departments, Fluvanna 4-H, Ruff Agility Run for Fun and the Fluvanna County Arts Association.



The Fluvanna County Fair takes place every August with carnival rides, home arts and crafts competitions, horse shows, farm animal parades, local art showcases, live music, great food and craft vendors and so much more! This 4 day event has something for everyone!

Our Home Arts exhibit is sure to be a hit with “Fluvanna’s own grown and made.” You’ll have a chance to win prizes like ribbons, certificates and cash in six different categories: canned foods, produce, grains, baked goods, handmade, and crafts. Come out any day and enjoy some of the county’s top talents, whether it’s enjoying our talent showcase or stopping by to enjoy some local BBQ while listening to some of Fluvanna’s up and coming musicians. With over 10 food vendors, 40 arts, crafts, and local commercial and non-profit booths, carnival rides, FREE Clydesdale carriage rides, and ongoing attractions for the whole family to enjoy, you’re sure to keep coming back for more fun!

There is also a tractor and car show, our always interesting Jalapeno eating contest and some deep fried treats you’re certain to enjoy. One of the more exciting attractions of all will be our helicopter rides available on Saturday. And kids as well as adults alike will be sure to love the Fun Zone, which runs all throughout the fair and includes activities such as a moon bounce, a County Celeb dunk tank, and plenty of yard games for the entire family to enjoy.

For any questions about the event, contests or to find out how to participate in the fair, contact Jonathan Pace at 434-842-3150 or e-mail him at [jonathanpace@fluvannacounty.org](mailto:jonathanpace@fluvannacounty.org).



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