



# 2022 PROGRAM SERVICE ACCOMPLISHMENTS



# 2022 STATE FAIR OF VIRGINIA®



We are pleased that 2022 brought more normalcy to The Meadow Event Park events, and especially the State Fair of Virginia®. The impact of Hurricane Ian may have dampened the closing weekend, but many, many great things were achieved during the 10 days!

In the event industry, success often is measured by attendance. Focusing on this one metric is a critical mistake. I like to measure success based on the following pillars:

- **Community** - what can we do personally and professionally to be good community servants?
- **Customer Service** - internal and external
- **Education** - internal and external partners, guests and employees
- **Fiscal Responsibility** - are business operations aligned with solid fiscal processes?
- **Safety** - for our visitors and for our employees
- **Technology** - continue improvement of how we communicate and operate efficiently
- **Virginia Farm Bureau** - strong ROI for Virginia Farm Bureau, both fiscally, brand image and company mission

On behalf of our board of directors, committees, volunteers and staff, we thank our partners for supporting the mission and activities of the State Fair of Virginia Youth Development Board. There is great joy in providing opportunities for youth to excel and compete on the “big stage” known as the State Fair of Virginia. We know this experience can be a once in a lifetime opportunity and a “game changer” for our participants.

*Marlene Pierson-Jolliffe*

Executive Director, State Fair of Virginia



# VISION & MISSION

## Vision

To bring the best of Virginia together in celebration, every year.

## Mission

To nurture, preserve and celebrate the best of Virginia's culture, past, present and future.



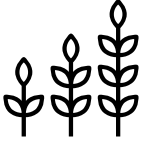
**"Being privileged enough to be awarded scholarships from the State Fair of Virginia program has provided me with a sense of accomplishment and recognition for the various activities and projects I have been involved in. The monetary awards have lessened the gap in paying for my education, especially knowing that my career path to become a large animal veterinarian is lengthy. The awards have been one of many contributing factors in my college success thus far and I look forward to the day that I can give back to the future leaders in agriculture."**

**~Ryan Borer, Buchanan, Va.  
Scholarship Recipient**

# STATE FAIR OF VIRGINIA

## YOUTH DEVELOPMENT BOARD

The focus of the State Fair Youth Development Board is to:



Expand leadership capacity and educational opportunities for youth participants in the annual State Fair of Virginia and other programs at The Meadow Event Park.



Connect producers, teachers, leaders, industry and business in an effort to offer encouragement and recognition to Virginia's youth as they participate in competitions and educational programs.



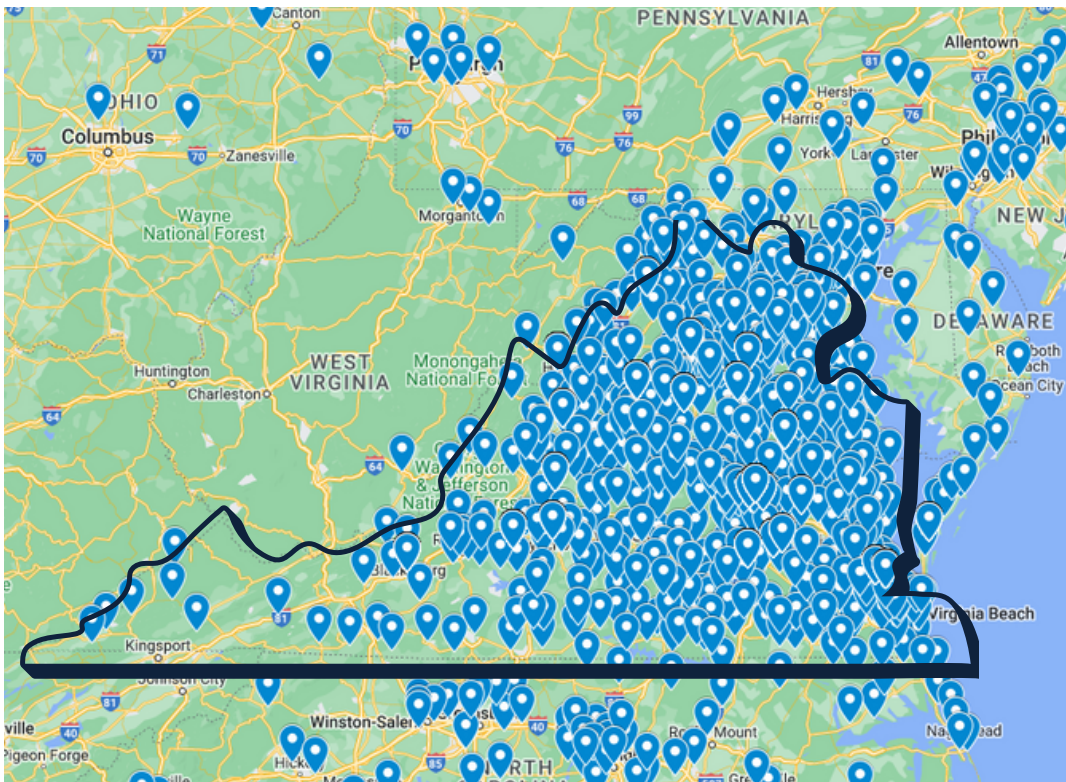
*Three key areas of programming are Natural Resources, Agriculture, and Arts, Culture and History. Agencies that partnered with programming included:*

*Virginia Department Historic Resources; Virginia Association of Soil & Water Conservation Districts; Virginia Department of Conservation & Recreation; Virginia State Parks; Virginia Marine Resources Commissions; Virginia Department of Wildlife Resources; Virginia Department of Forestry.*

*Virginia Beef Council; Virginia Pork Council; Virginia Soybean Association; Virginia Peanut Growers Association; Virginia Grain Producers Association; Virginia Biosolids Council; Virginia Beekeepers; Virginia State University; and Virginia Farm Bureau.*

*A key partnership with The Crooked Road project from Southwest Virginia has supported Virginia heritage music in Heritage Village and on the Main Stage.*





2022 Advanced Sale Ticket Holder Zip Codes from Etix

## SOCIAL MEDIA PROMOTION HIGHLIGHTS

**6.9M** Facebook Impressions  
**115K** Instagram Impressions

**822,623** Facebook Page Reach during the month of the fair  
**115,886** Instagram Reach during the month of the fair

**110,244+** likes/followers on State Fair Facebook page  
**13,772+** likes on The Meadow Event Park Facebook page  
**12,565+** followers on State Fair Instagram  
**3,823+** followers on State Fair Twitter  
**4,167** new followers

### Reach the family decision-makers with spending ability:

67% Women | 33% Men -- Engaged  
 80% Women | 20 % Men -- Followers

#### Facebook Breakdown

Age 18-24	4%
Age 25-34	24%
Age 35-44	29%
Age 45-54	21%
Age 55-64	14%

#### Instagram Breakdown

Age 18-24	12%
Age 25-34	33%
Age 35-44	31%
Age 45-54	15%
Age 55-64	7%

#### Highest numbers geographically from:

Richmond  
 Mechanicsville  
 Fredericksburg  
 Virginia Beach  
 Newport News  
 Midlothian

#### StateFairVa.org - Website Analytics

3,223,658 page views  
 2% increase from 2021

# 2022 SCHOLARSHIP AWARDS

Since 2013, the State Fair of Virginia Scholarship Program has awarded **\$732,570 via 2,069** individual scholarships.

Scholarship winners may use their scholarship earnings to attend any accredited post-secondary educational institution.

Scholarship categories include:

- Earned scholarships won in State Fair competitions & Sale of Champions
- Applied scholarships won through an application process



## 2022

### Earned/Awarded Scholarships

**196 individual scholarships totaling \$65,450**

*Includes Sale of Champions Grand and Reserve Champion animals, 8 individual awards representing **\$5,200***

### Applied Scholarships

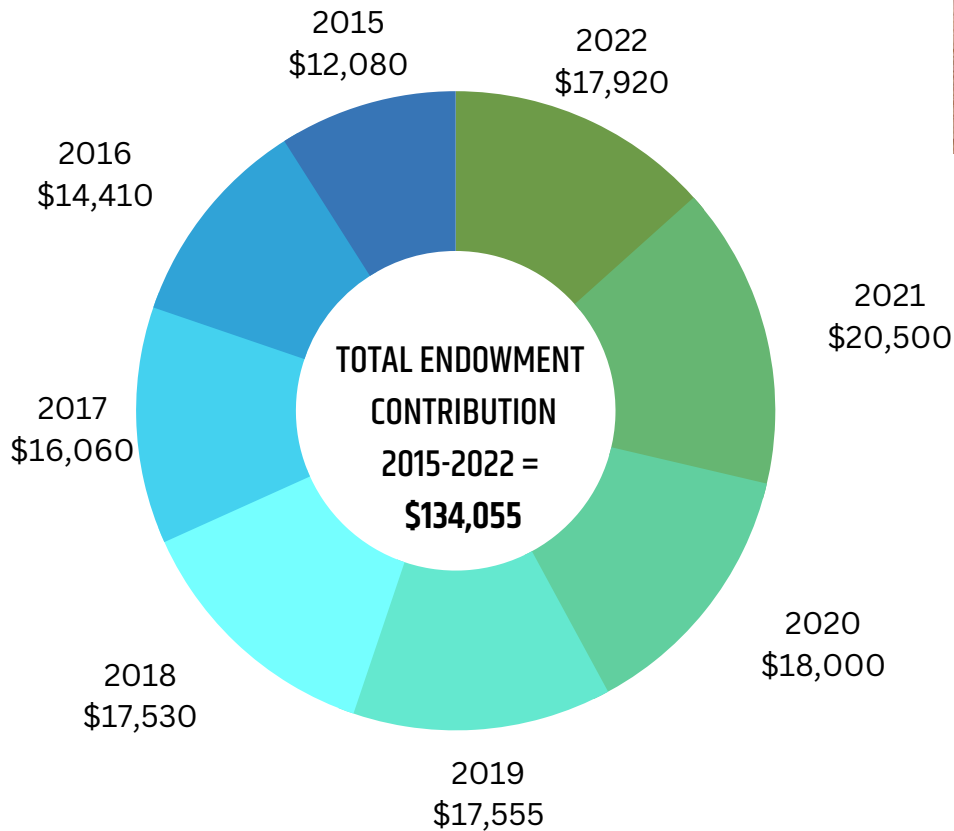
**20 individual scholarships totaling \$27,120**

*Includes livestock applied scholarships at **\$23,000** from sale, and 4 general applied scholarships at **\$6,000**, including the Gatewood Holland Stoneman Endowment and Farm Credit Scholarship*

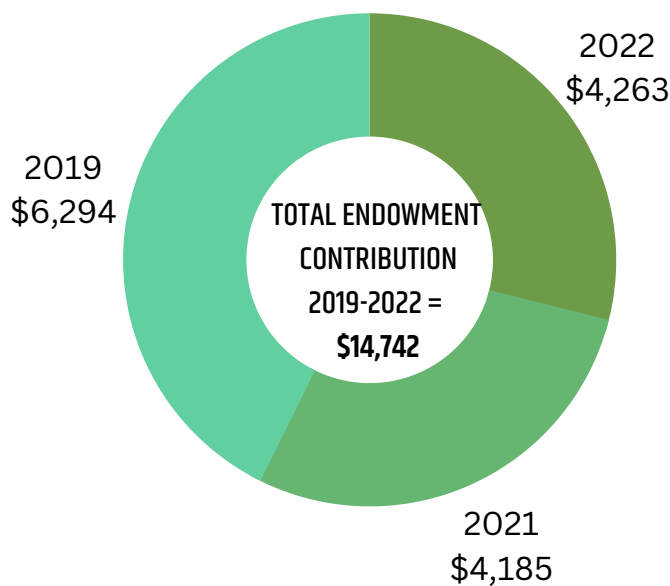


# 2022 SCHOLARSHIP AWARDS

Annual Contribution to the Endowment Fund from Sale of Champions (20% of the total sale proceeds):



In 2019, the Youth Development Board voted to specifically designate 20% of total Black Tie & Boots proceeds directly to the Endowment Fund for scholarships:



In 2022, the State Fair of Virginia Scholarship Program rewarded youth for their hard work and achievement in 44 sanctioned State Fair competitions areas.



# 2022 SCHOLARSHIP AWARDS

## Livestock Competitions

- Beef
- Dairy Cattle
- Dairy Goats
- Meat Goats
- Sale of Champions
- Sheep
- Swine

## SkillsUSA Competitions

- Auto Body - Team
- Auto Service - Team
- Cabinetmaking
- Carpentry - Team
- Cosmetology: Fantasy Mannequin Comb-out
- Cosmetology: Mannequin Comb-out
- Cosmetology: Nail Care
- Cosmetology: Total Fantasy Look
- Cosmetology: Total Fashion Look
- Criminal Justice
- Drone Competition

## Equine Competitions

- Draft Horse and Mule Show & Pull
- Dressage
- Miniature Horse Show
- Virginia High School Rodeo
- Youth Barrel Race

## 4-H & FFA Competitions

- AgriScience - Demo
- AgriScience - Poster
- Crop Judging
- Jr. Dairymen's
- Hippology
- Horticulture Demonstrations
- Jr. Forester's
- Lawn Tractor Operator Safety
- Small Engines Troubleshooting
- Student Gardens
- Tractor Troubleshooting

- Electricity
- First Aid / CPR
- Heavy Equipment
- HVACR - Team
- Job Demonstration
- Masonry - Team
- Photography
- Plumbing
- Promotional Bulletin Board
- TV Production
- Welding

## Other Competitions

- Two-Dimensional Fine Arts
- Three-Dimensional Fine Arts
- Culinary Arts
- 4-H Dog Show

# YOUTH LIVESTOCK AWARDED SCHOLARSHIPS

Any youth who participate in the youth livestock shows at the current year's fair are eligible. These include: youth beef, youth sheep, youth meat goat and youth swine shows. Application categories are broken out by age Juniors (9-12); Intermediate (13-15); and Seniors (16 and older) with four scholarships being awarded in each category.

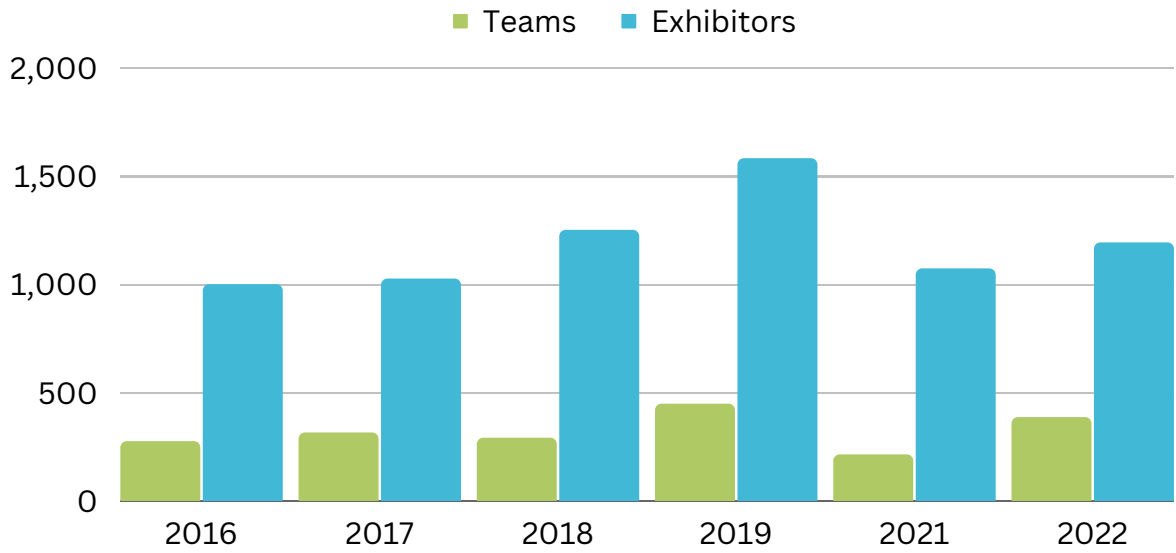
Judging is based on applicants' State Fair participation, as well as on leadership and community service activities and an essay. Funds allocated for the scholarships represent a portion of proceeds from the current year's Sale of Champions benefit auction.

Deadline: Applications are due January 23 and reviewed by the Scholarship Committee in February. Special recognition of winners is listed on the Fair website and made at the upcoming State Fair.

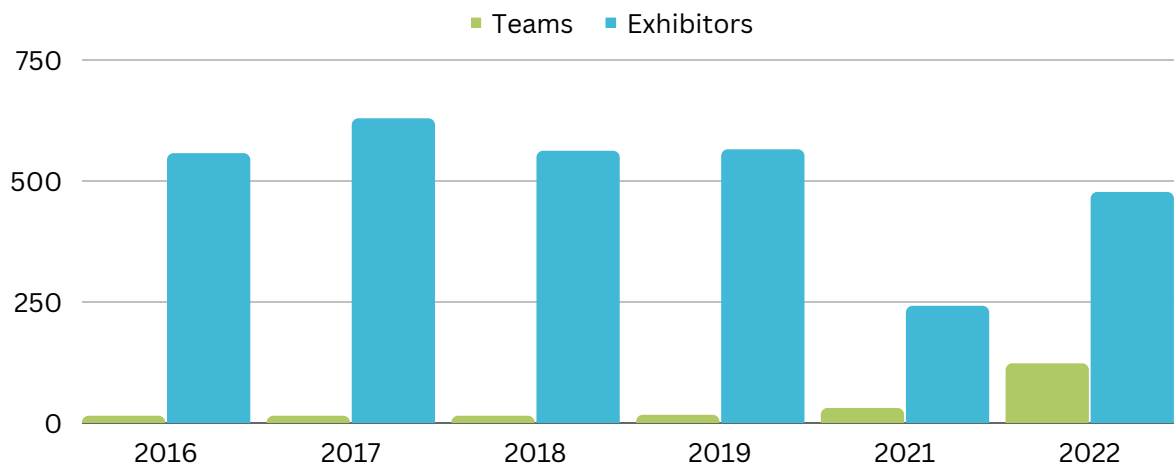


# STUDENT COMPETITIONS

## 4-H AND FFA NON-LIVESTOCK COMPETITIONS 2016-2022



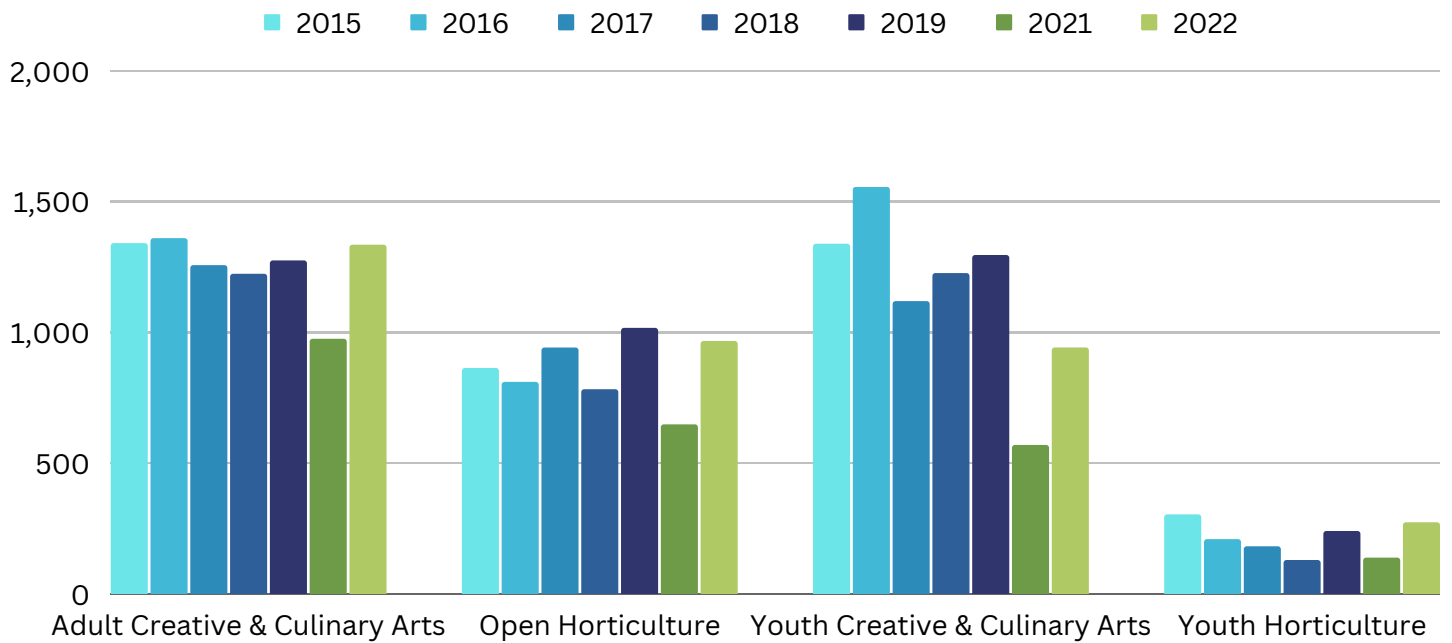
## SKILLS USA COMPETITIONS 2016-2022





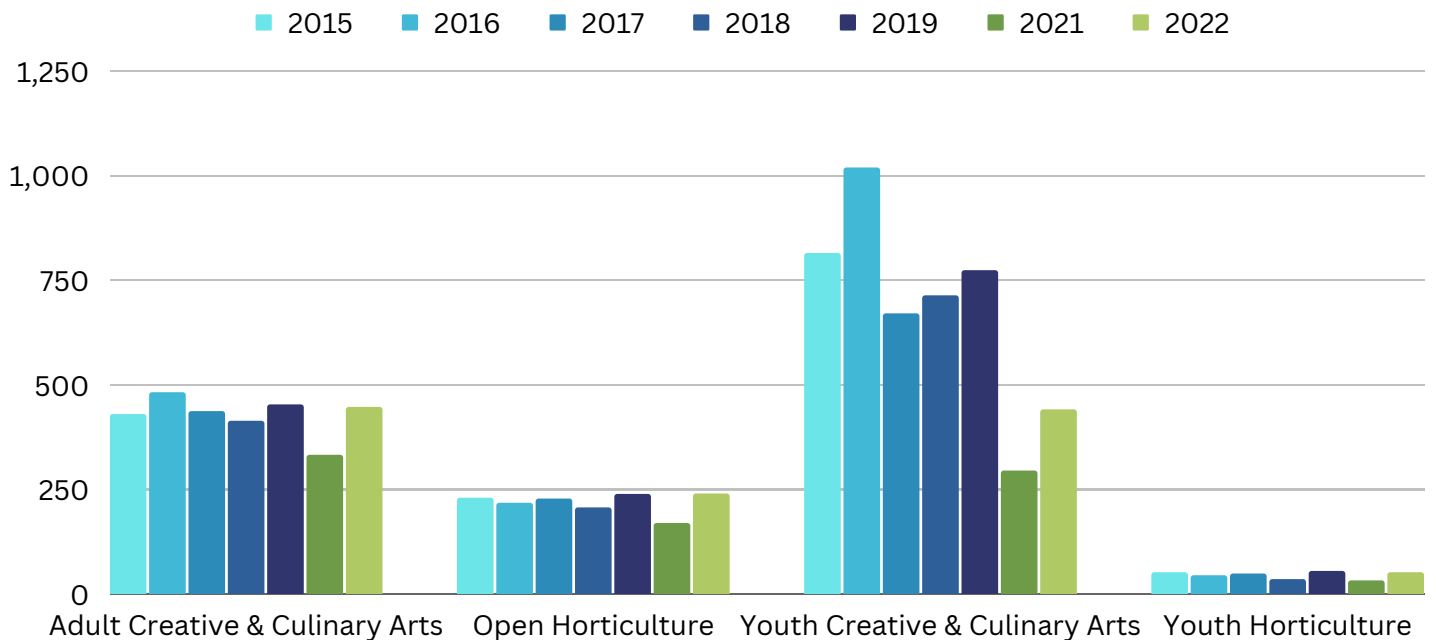
# GENERAL COMPETITIONS

## ENTRIES 2015-2022



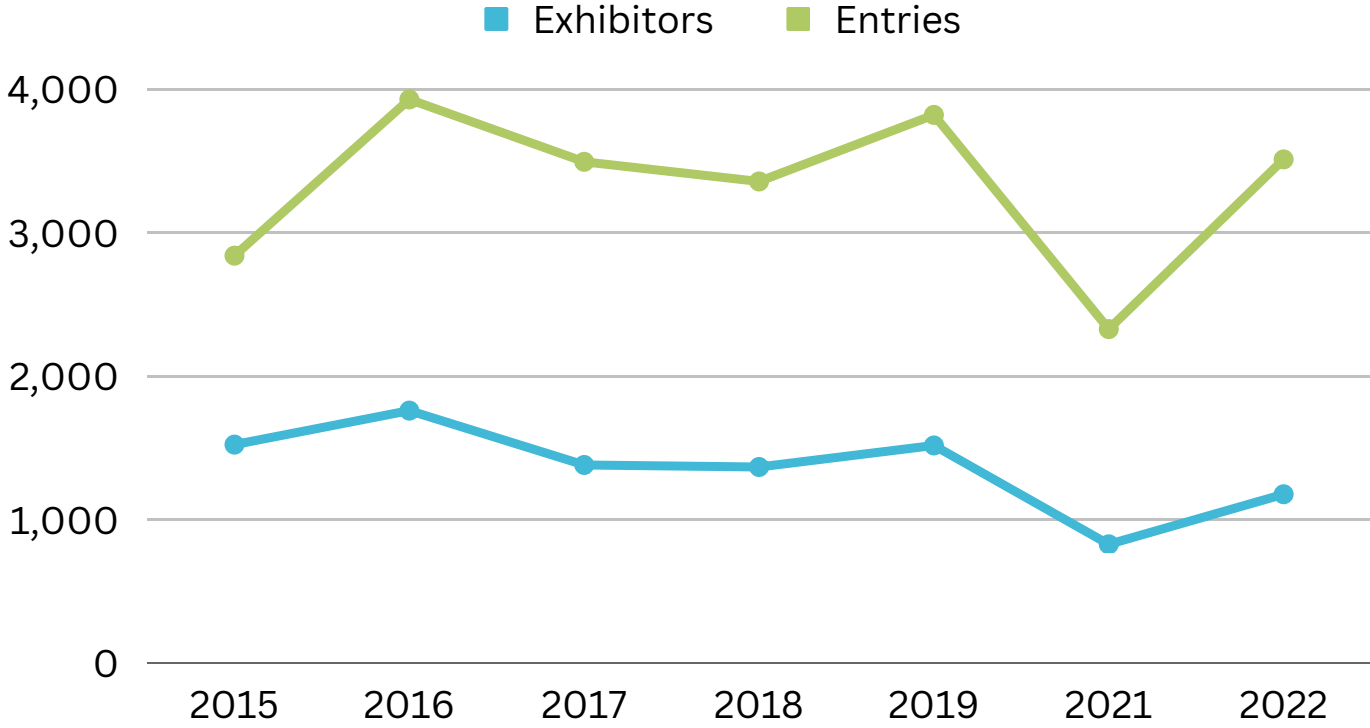
**\*Over 139 divisions and over 863 classes of competition**

## EXHIBITORS 2015-2022

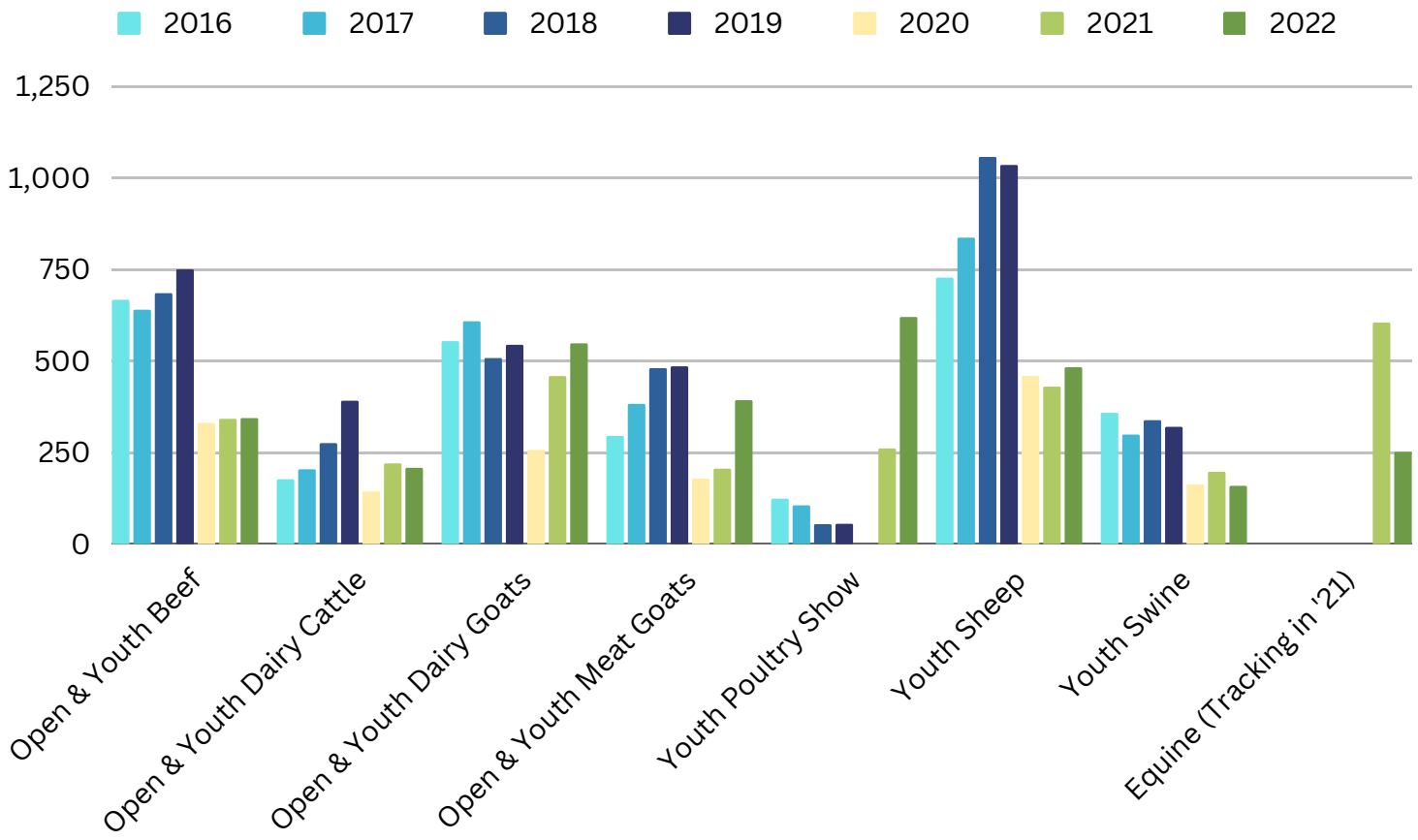


# ARTS, CULINARY & HORTICULTURE COMPETITIONS

## EXHIBITOR AND ENTRY TRENDS 2015-2022



# LIVESTOCK COMPETITIONS

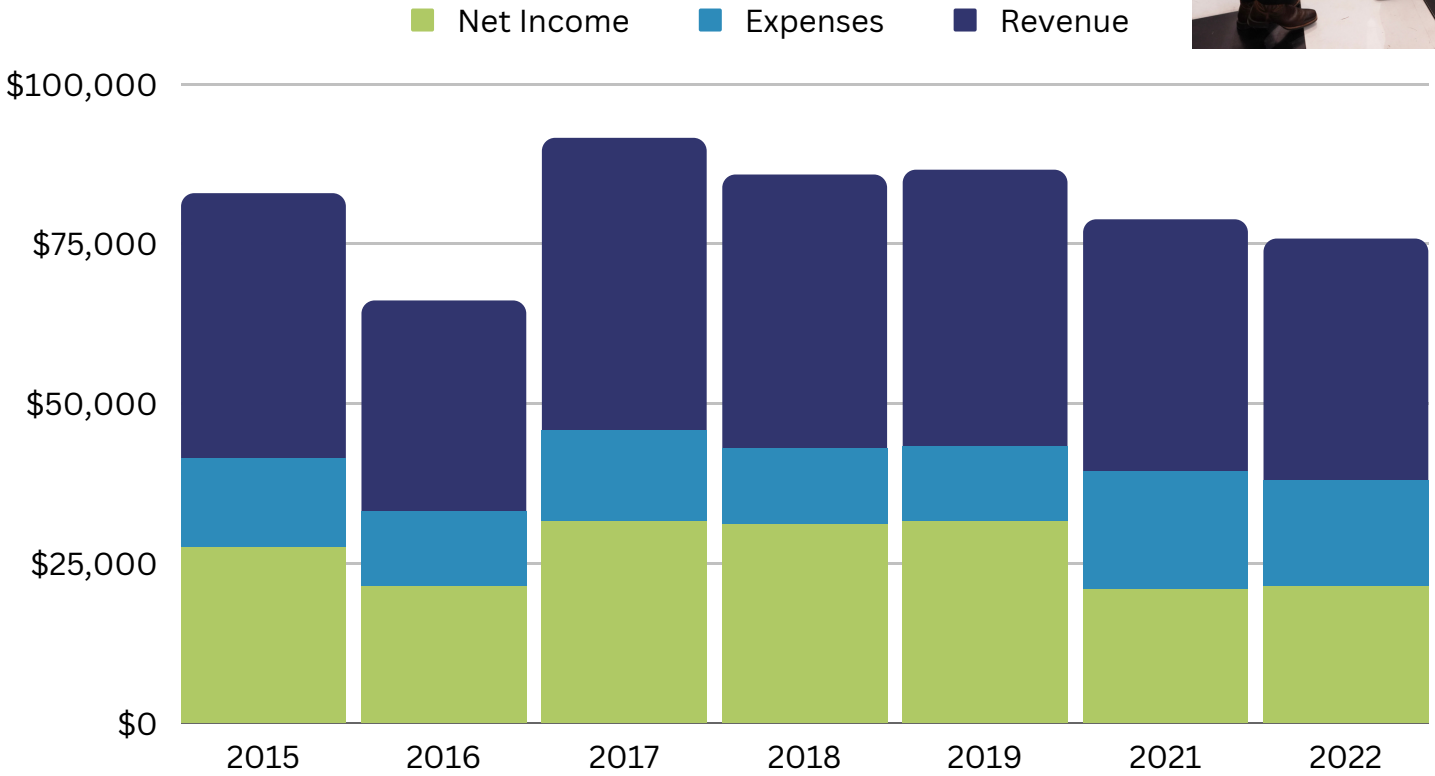




# BLACK TIE & BOOTS



## NET INCOME, EXPENSES & REVENUE 2015-2022



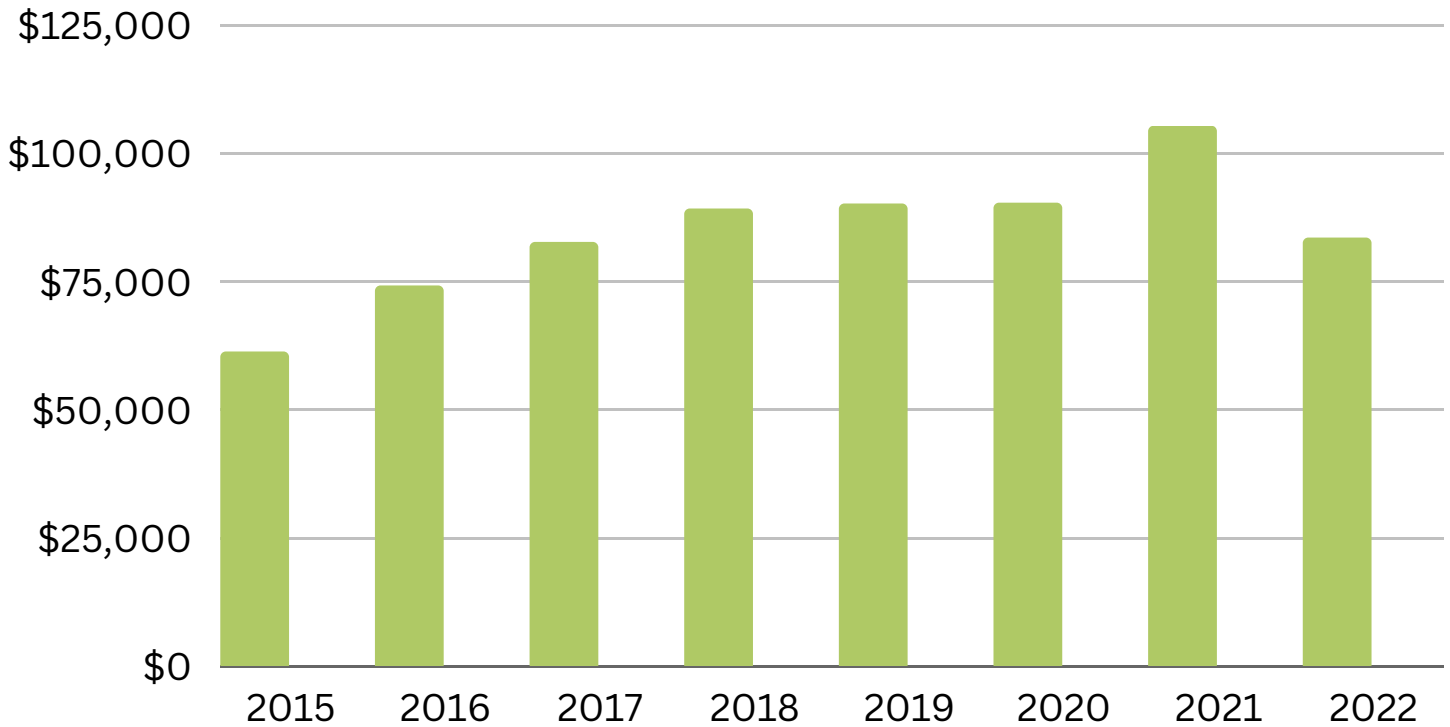
**The Black Tie and Boots Gala** is a night dedicated to raising money for the State Fair of Virginia Youth Scholarship Program. All proceeds from the event go toward youth as a primary source of funding for the Youth Development Board.

Formally held on the eve of opening day, Black Tie & Boots rescheduled the event for two Fridays prior to the fair's opening in 2021 coming out of the pandemic. While the 2022 schedule did not accommodate this earlier date, the event will be held two weeks prior to the fair in the future to best meet the needs of The Meadow.



# SALE OF CHAMPIONS

## SALE OF CHAMPIONS ANNUAL SUPPORT 2015-2022



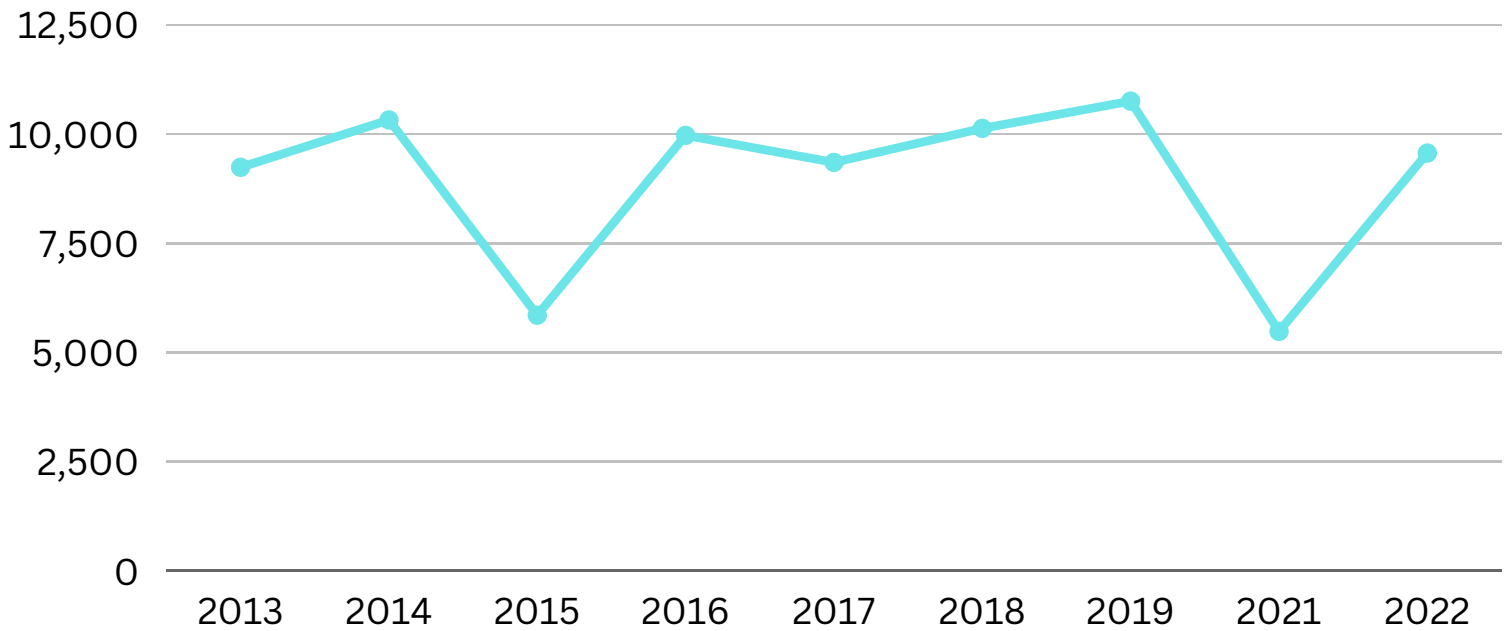
Established in 2015, the Sale of Champions is held annually on the second Saturday of the fair. Our market animal champions are "auctioned off" for individuals and businesses to support the youth premiums and our scholarships offered annually to our fair exhibitors.





# EDUCATIONAL EXPOSITION - "ED EXPO"

## ED EXPO STUDENT PARTICIPATION 2013-2022



The State Fair of Virginia continues to work with various educational partners, state agencies and agricultural commodity groups and organizations to offer unique and interactive programming for school field trips as part of the "Largest Outdoor Classroom." 2022 brought a return to normal numbers with students from over 80 counties, despite many groups having to cancel on the last Friday due to the hurricane. Seven interactive classrooms were offered during school days.



**"We had a really great time learning about the Virginia Tech program and what opportunities are available for students. It made the trip very worthwhile," ~Ms. Buschy on 2022's interactive classroom offerings**  
**High Tech Academy Engineering Teacher at  
The Advanced Career Education Center at Highland Springs**





# STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD

## Charter Directors

- **Mr. William F. Osl Jr.**, Chairman of the Board
- **Mr. M.L. Everett Jr.**, President
- **Mr. Thomas Graves**, Charter Director
- **Mr. Wayne Pryor**, President, VFBF, ex-officio

## Board of Directors

- **Hon. R. Brian Ball**, Williams Mullen; Former Secretary of Commerce & Trade
- **Mrs. Bette Brand**, CEO/Founder, Strategic Consulting, LLC
- **Mr. Lynwood Broaddus**, President, Caroline County Farm Bureau
- **Mr. Steve Criswell**, General Manager, Southern States Cooperative
- **Dr. Dixie Watts Dalton**, Associate Professor, Virginia Tech Dept. of Ag & Applied Economics
- **Mr. Matt Faulconer**, Former External Affairs Manager, Rappahannock Electric Cooperative
- **Mrs. Katie Frazier**, Director, Farm Credit of the Virginias
- **Mr. Addison Gills**, Operations Manager, Center for Sustainable Energy
- **Thomas Graves**, VFBF District 7, Spring Forest Farm
- **Mrs. Rachel Gross Henley**, Extension Agent, Virginia Cooperative Extension
- **Mr. Donald H. Horsley**, Land of Promise Farms Partnership
- **Mr. Shane Horsley**, Vice President, Smithfield Foods, Inc.
- **Dr. Edwin J. Jones**, Director, Virginia Cooperative Extension; Associate Dean (August 2022)
- **Mr. Ray Leonard**, Vice President, Sales, Virginia Farm Bureau Mutual Insurance Company
- **Dr. M. Ray McKinnie**, Dean, College of Agriculture Virginia State University (August 2022)
- **Hon. Robert D. Orrock Sr.**, Virginia House of Delegates
- **Mr. Leo Satterwhite**, President, Commercial Lending, First Bank & Trust
- **Mr. Andy Seibel**, Executive Secretary, Virginia FFA

## Officers

- **Marlene Pierson-Jolliffe**, Vice President of Operations & Executive Director, State Fair of Virginia
- **David Priddy**, Treasurer
- **Kathleen Early**, Secretary
- **Marc Follmer**, Assistant Secretary

## Meadow Event Park Staff

- **Marlene Pierson-Jolliffe**, Vice President of Operations & Executive Director, State Fair of Virginia
- **Glenn Martin**, Director of Livestock & Equine Events
- **Sarah Jane Thomsen**, Manager of Agriculture Education & Strategic Partnerships Programming
- **Stacy Longest (Davis)**, Manager of Business Operations & Special Projects
- **Alexis Boyd**, Event Planning and Marketing Assistant
- **Doug Creekmore**, Maintenance & Event Operations Assistant II
- **Jamie Worsham**, Maintenance Technician

## Virginia Farm Bureau Staff

- **Wilmer Stoneman**, Vice President, Agriculture, Development & Innovation
- **Pam Wiley**, Vice President, Communications

# STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD

## Finance & Audit Committee

- Mr. M.L. Everett Jr.
- Mr. Thomas Graves
- Mr. Ed Jones
- Mr. Ray Leonard
- Mr. William F. Osl Jr.
- Mr. Leo Satterwhite\*

## Programs Committee - General

- Mrs. Bette Brand
- Mr. M.L. Everett Jr.
- Mr. Matt Faulconer
- Mrs. Katie Frazier\*
- Mrs. Rachel Gross Henley
- Honorable Bobby Orrock

## Programs Committee - Livestock

- Mr. Thomas Graves
- Mr. Don Horsley
- Mr. Shane Horsley\*
- Dr. M. Ray McKinnie
- Mr. Andy Seibel

## Scholarship Committee

- Mr. Brian Ball
- Mr. Lynwood Broaddus\*
- Dr. Dixie Watts Dalton
- Mr. Addison Gills
- Mr. Don Horsley

\*denotes committee charman

