



2023 PROGRAM SERVICE ACCOMPLISHMENTS



INDEX

1. Governance
2. Letter from Marlene Pierson-Jolliffe, Executive Director
3. Vision and Mission
4. State Fair of Virginia Youth Development Board
5. Social Media Highlights
6. Scholarship Awards
7. Scholarship Awards - Endowed Fund Contributions
8. Scholarship Awards - Listed
9. Youth Livestock Awarded Scholarships
10. Student Competitions
11. General Competitions
12. Arts, Culinary and Horticulture Competitions
13. Livestock Competitions
14. Black Tie & Boots
15. Sale of Champions
16. Educational Exposition
17. Program Mission Projects
20. IAFE Awards
21. State Fair of Virginia Youth Development Board Members
22. State Fair of Virginia Youth Development Committees

GOVERNANCE

The State Fair of Virginia and The Meadow Event Park are owned by Virginia Farm Bureau Federation, with the entities falling under the governance of an Oversight Committee (subgroup of the Farm Bureau board) and the Virginia Farm Bureau Board of Directors. The fair's Youth Development Board is a nonprofit organization focused on educational initiatives and youth programs. All other operational activities that are part of the State Fair, and the year-round Meadow Event Park operations, are functions of the Virginia Farm Bureau Holding Corporation.

2023 STATE FAIR OF VIRGINIA®



In 2023 we celebrated our beloved “State Fair of Virginia ”® by focusing on the unique attributes that each individual participant or fairgoer loves about the fair. As an organization, we embraced the slogan, “Your Fair. Your Way”. It is tradition to have a weather event attempt to dampen our spirit, and Tropical Storm Ophelia made for a very challenging opening Saturday! Despite this, our organization showed our resilience once again and dug deep to achieve our mission! Overall, **210,000** fairgoers visited the State Fair of Virginia during its 10-day run.

Highlights included the new Natural Resource educational display initiative, Superhero trading cards featuring ag and forestry leaders from across the commonwealth, new food products and overall increased engagement in both the commercial and exhibitor aspects of the fair.

Scholarship fundraisers saw success, and ultimately, this youth development initiative is at the very heart of our mission. Board members invested time and energy into a very streamlined strategic plan, and the results of this effort will guide us over the next few years. The outcome of the strategic planning discussions clearly highlighted the need for a permanent facility in our Harvest Landing area which can house educational activities on a year-round basis.

Success can be measured by the following:

- **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

Thank you for believing in the importance of keeping the State Fair traditions alive. Join us September 27 through October 2 for our 2024 State Fair of Virginia: “Where Home Grown Happens”

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.



"I have participated at the State Fair of Virginia since I was an 8 years old using my sister's lamb for the costume class. As I have grown, my goals have also grown, and I have been fortunate enough to be very successful both in and outside of the ring at the State Fair. The State Fair scholarship program has allowed me to earn scholarships doing something I love, to hopefully help me pursue my passion for this industry in the future."

**~Josie Caldwell, Lexington, 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.

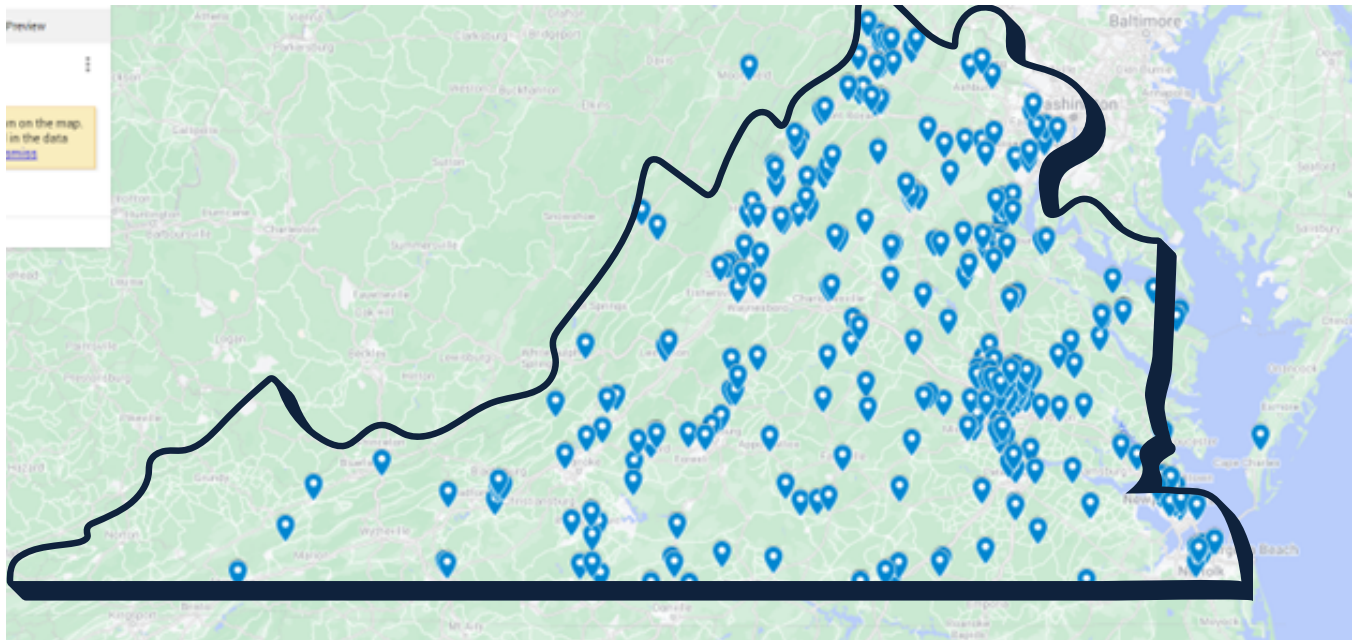


Three key areas of programming are: Natural Resources; Agriculture; and Arts, Culture and History. Agencies that partnered with programming included:

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

Virginia Beef Council; Virginia Cooperative Extension; 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.



2023 Ed Expo Ticket Buyers - Counties

SOCIAL MEDIA PROMOTION HIGHLIGHTS

12.1M Facebook Impressions

715K Instagram Impressions

8,659,201 Facebook Page Reach during the month of the fair

478,799 Instagram Reach during the month of the fair

7,571 TikTok Reach during the month of the fair

115,051+ likes/followers on State Fair Facebook page

16,820+ likes on The Meadow Event Park Facebook page

14,078+ followers on State Fair Instagram

8,652 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

1,374,667 page views

2023 SCHOLARSHIP AWARDS

Since 2013, the State Fair of Virginia Scholarship Program has awarded **\$870,273 via 2,333** 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

2023

Earned/Awarded Scholarships

219 individual scholarships totaling \$72,356

*Includes Sale of Champions Grand and Reserve Champion animals, 8 individual awards representing **\$5,656***

Applied Scholarships

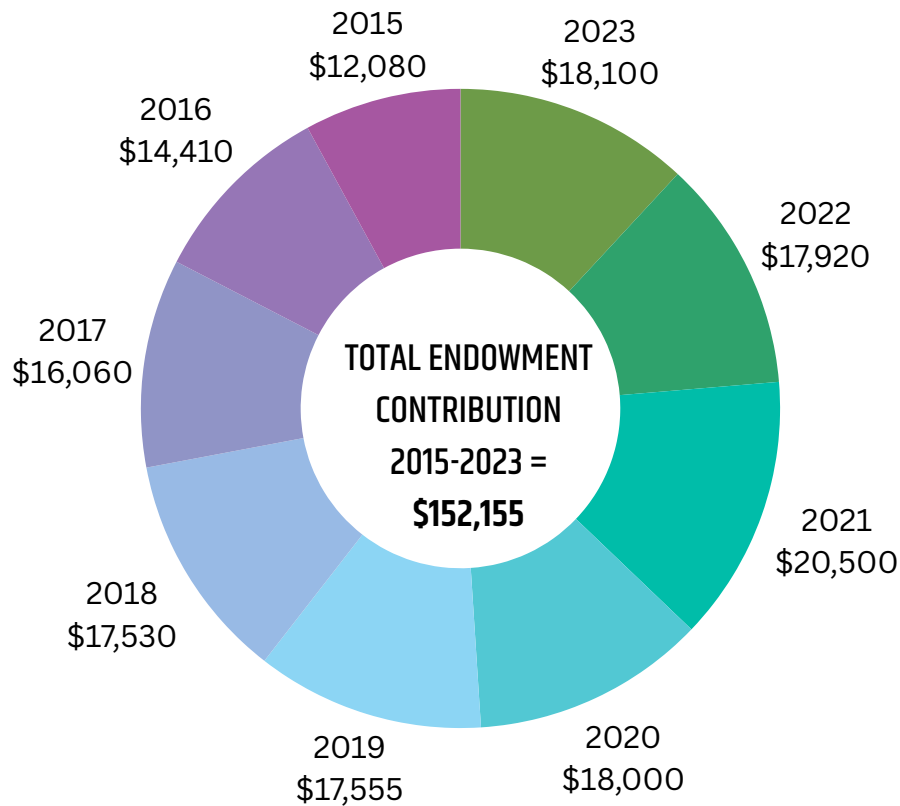
22 individual scholarships totaling \$36,090

*Includes livestock applied scholarships at **\$24,090** from sale, and 7 general applied scholarships at **\$12,000**, including the Gatewood Holland Stoneman Endowment and Farm Credit Scholarship*

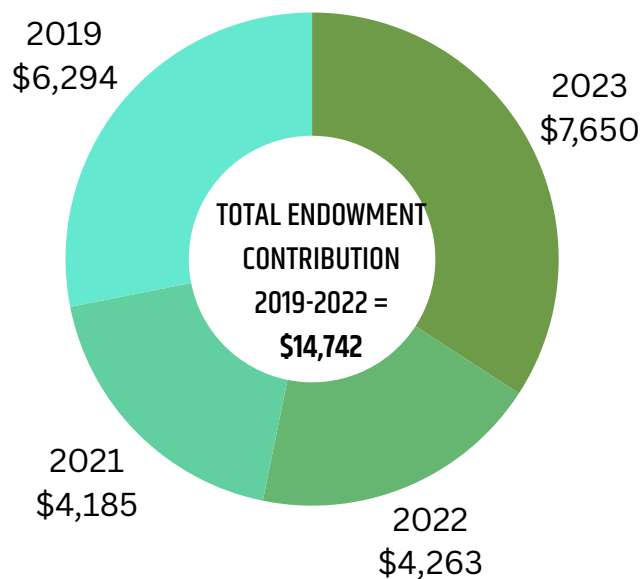


2023 SCHOLARSHIP AWARDS

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.

2023 SCHOLARSHIP AWARDS

Livestock Competitions

- Beef
- Dairy Cattle
- Dairy Goats
- Master Showmanship
- Meat Goats
- Poultry
- 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. Dairyman's
- Hippology
- Horticulture Demonstrations
- Jr. Forester's
- Lawn Tractor Operator Safety
- Middle School Ag
- 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

- Culinary Arts
- Two-Dimensional Fine Arts
- Three-Dimensional Fine Arts
- Virginia Outdoors: Natural Resources

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.

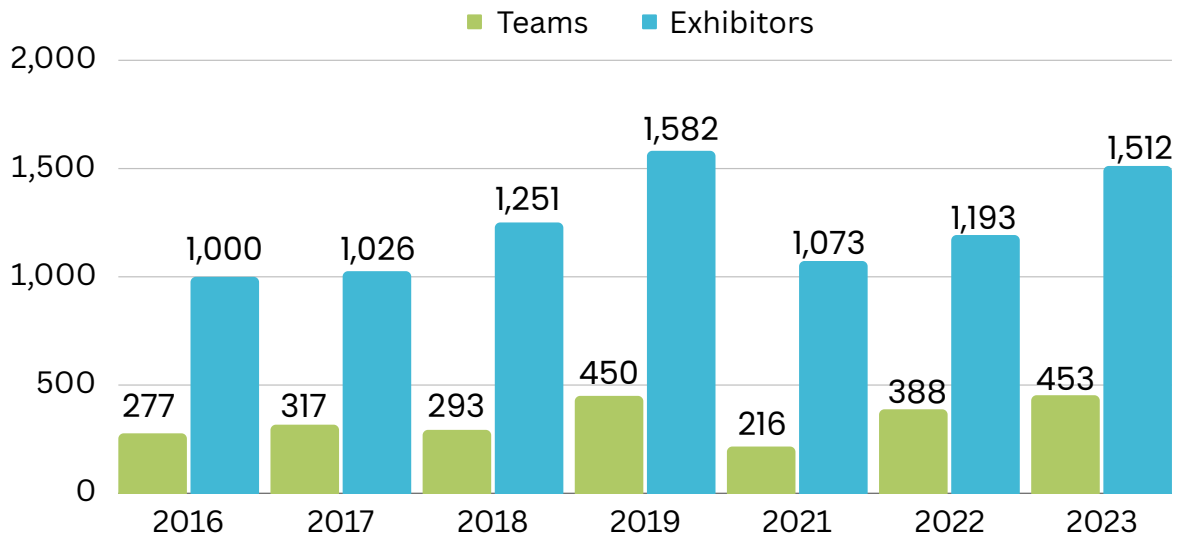
Judging is based on applicants' State Fair participation, as well as on leadership and community service activities and an essay. Funds allocated for the scholarships represent a portion of proceeds from the current year's Sale of Champions benefit auction.

Deadline: Applications are due January 24 and reviewed by the Scholarship Committee in February. Special recognition of winners is listed on the fair's website and made at the upcoming State Fair.

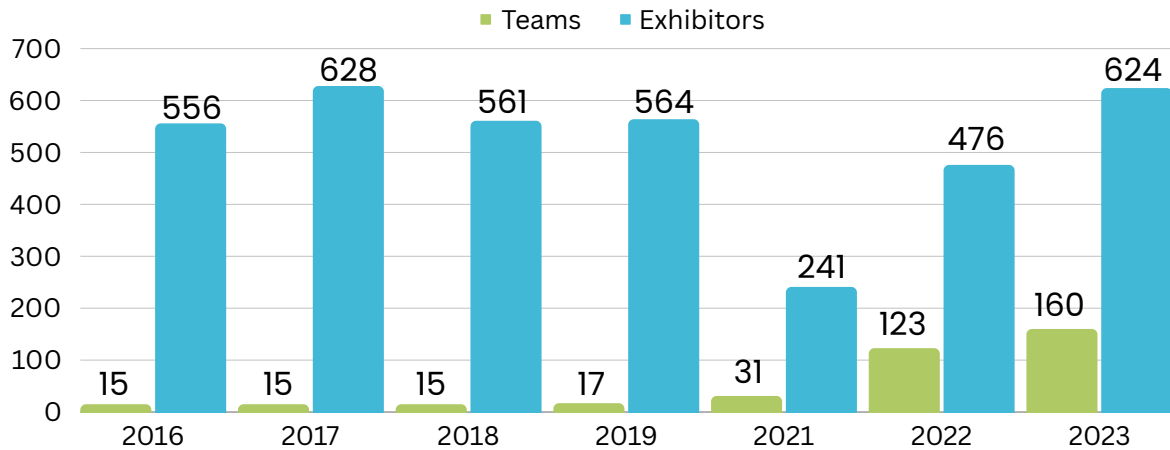


STUDENT COMPETITIONS

4-H AND FFA NON-LIVESTOCK COMPETITIONS 2016-2023

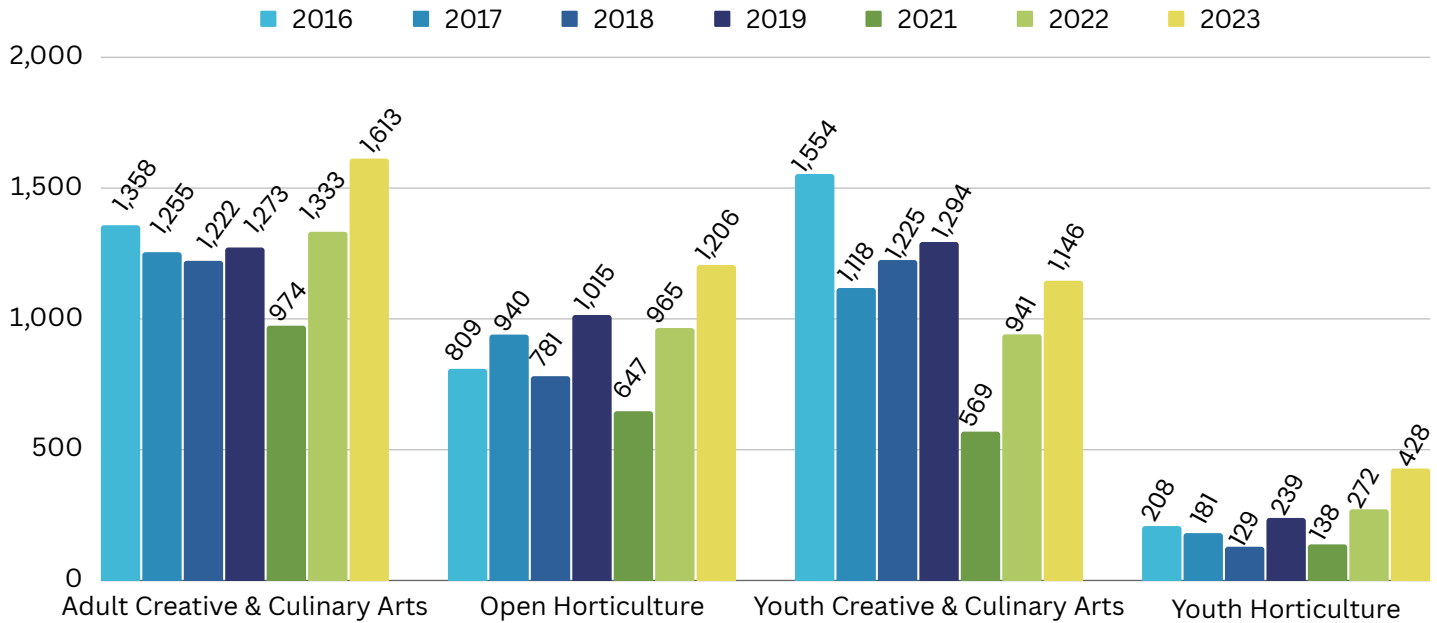


SKILLS USA COMPETITIONS 2016-2023



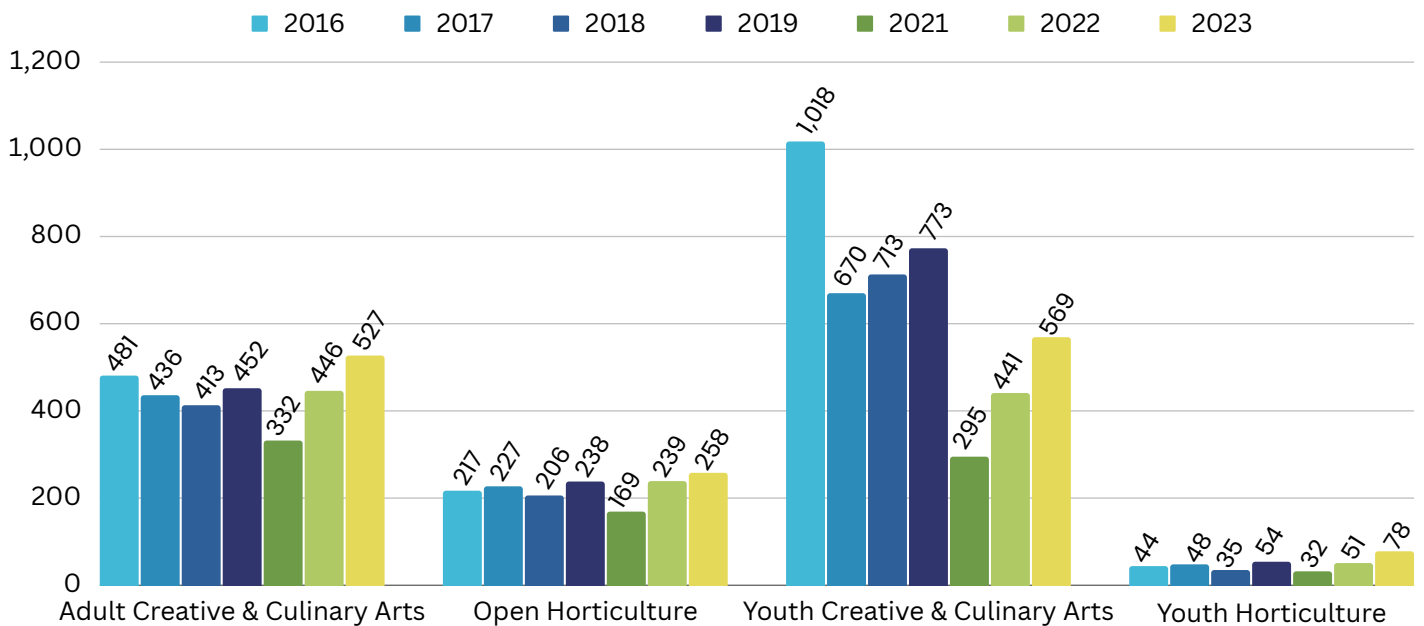
GENERAL COMPETITIONS

ENTRIES 2016-2023



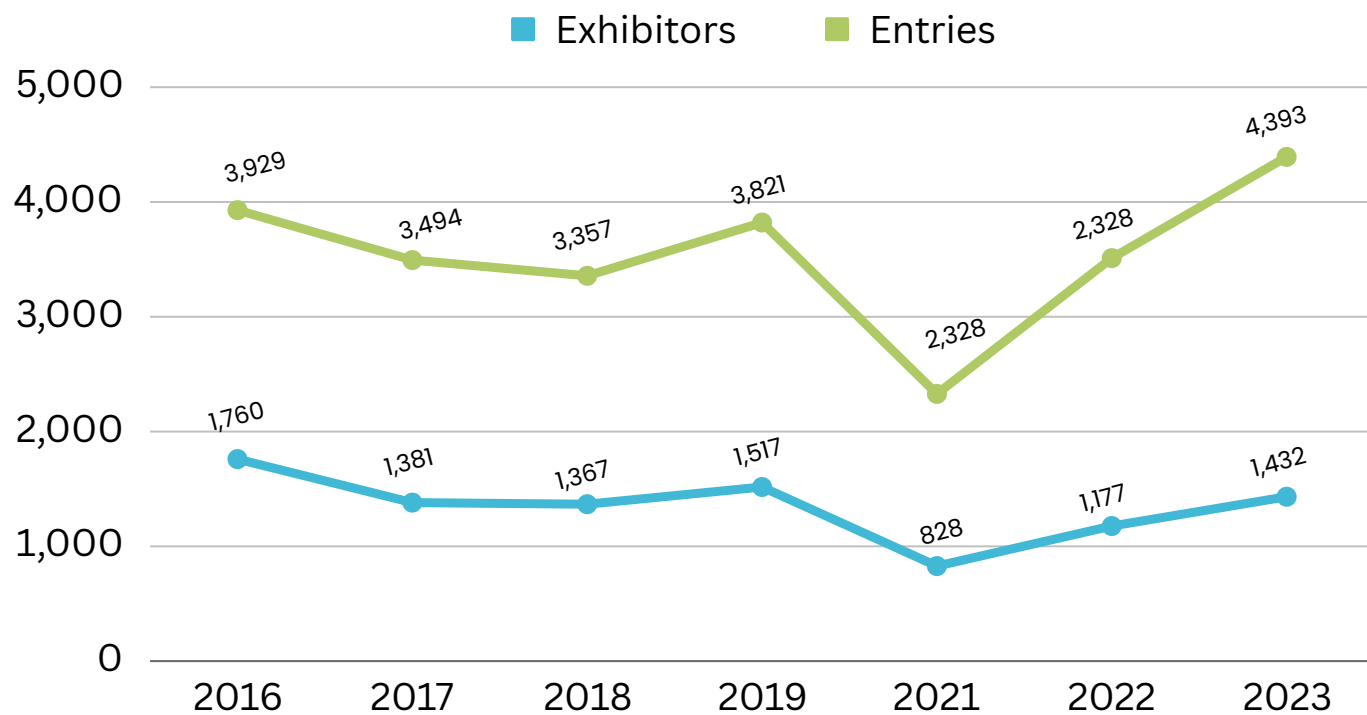
***Over 139 divisions and over 863 classes of competition**

EXHIBITORS 2016-2023

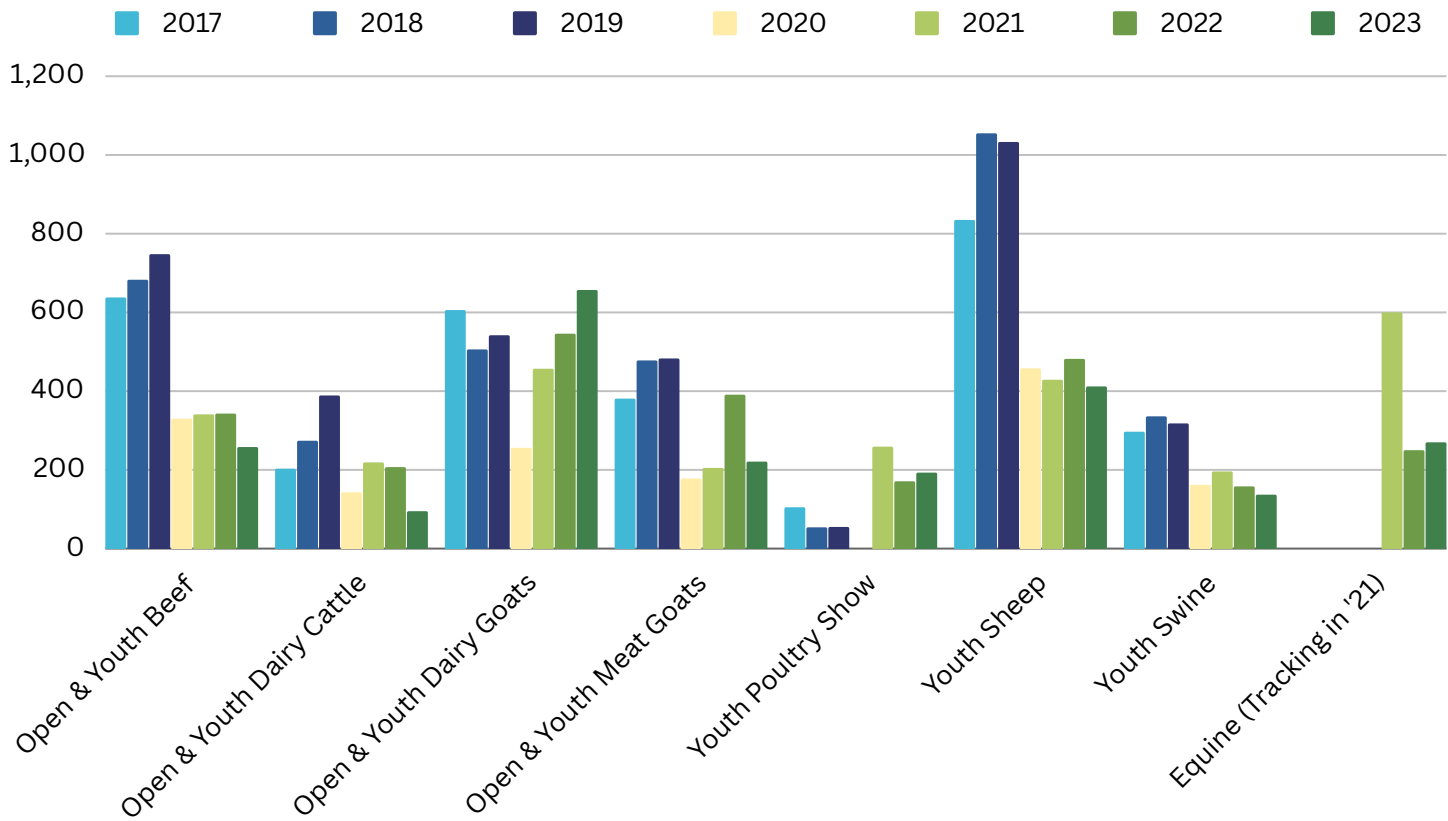


ARTS, CULINARY & HORTICULTURE COMPETITIONS

EXHIBITOR AND ENTRY TRENDS 2016-2023



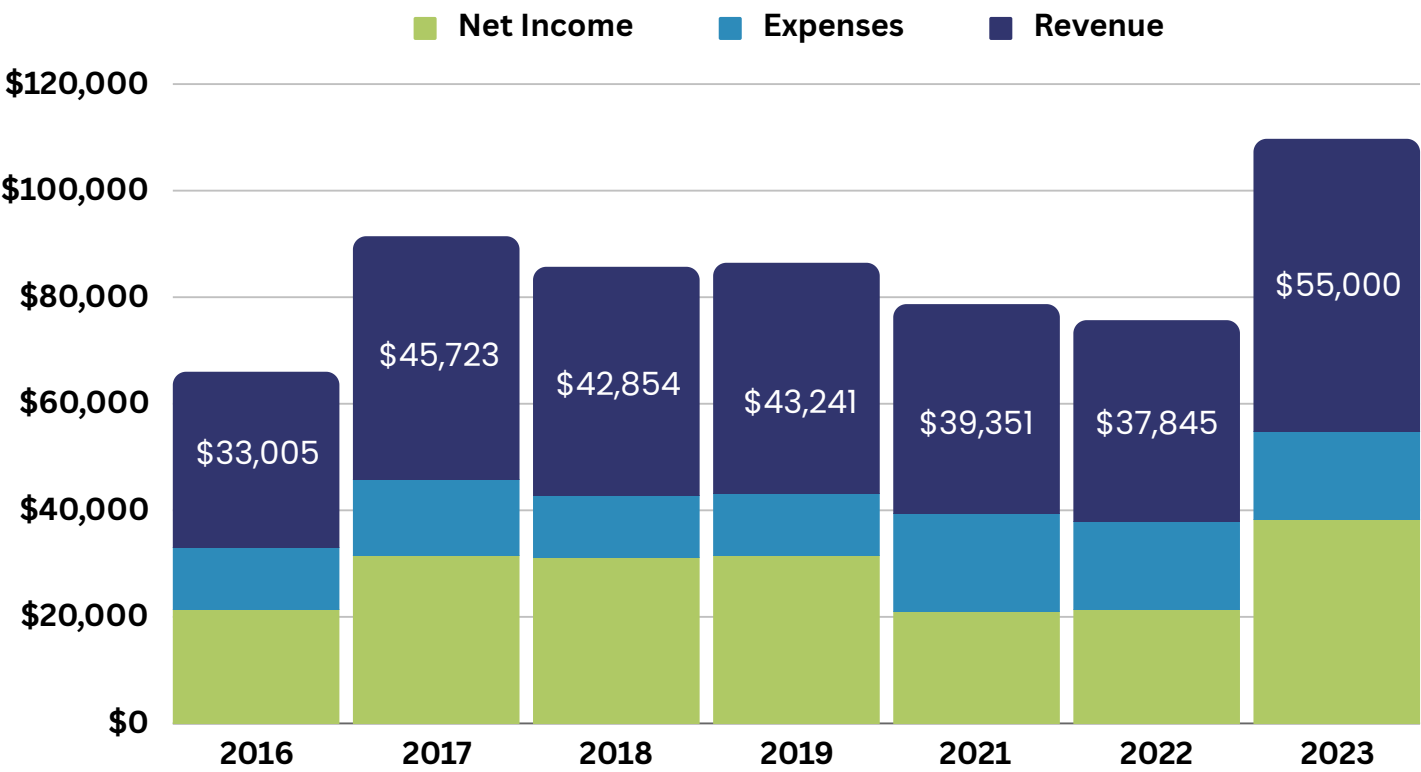
LIVESTOCK COMPETITIONS



	2017	2018	2019	2020	2021	2022	2023
Open & Youth Beef	638	683	748	330	341	343	258
Open & Youth Dairy Cattle	203	274	389	143	219	207	95
Open & Youth Dairy Goats	606	506	542	256	457	546	657
Open & Youth Meat Goats	381	478	483	178	205	391	221
Youth Poultry Show	105	54	55	N/A	259	171	193
Youth Sheep	835	1055	1033	458	429	482	412
Youth Swine	297	336	318	162	196	158	137
Equine (Tracking in '21)					600	250	270

BLACK TIE & BOOTS

NET INCOME, EXPENSES & REVENUE
2016-2023



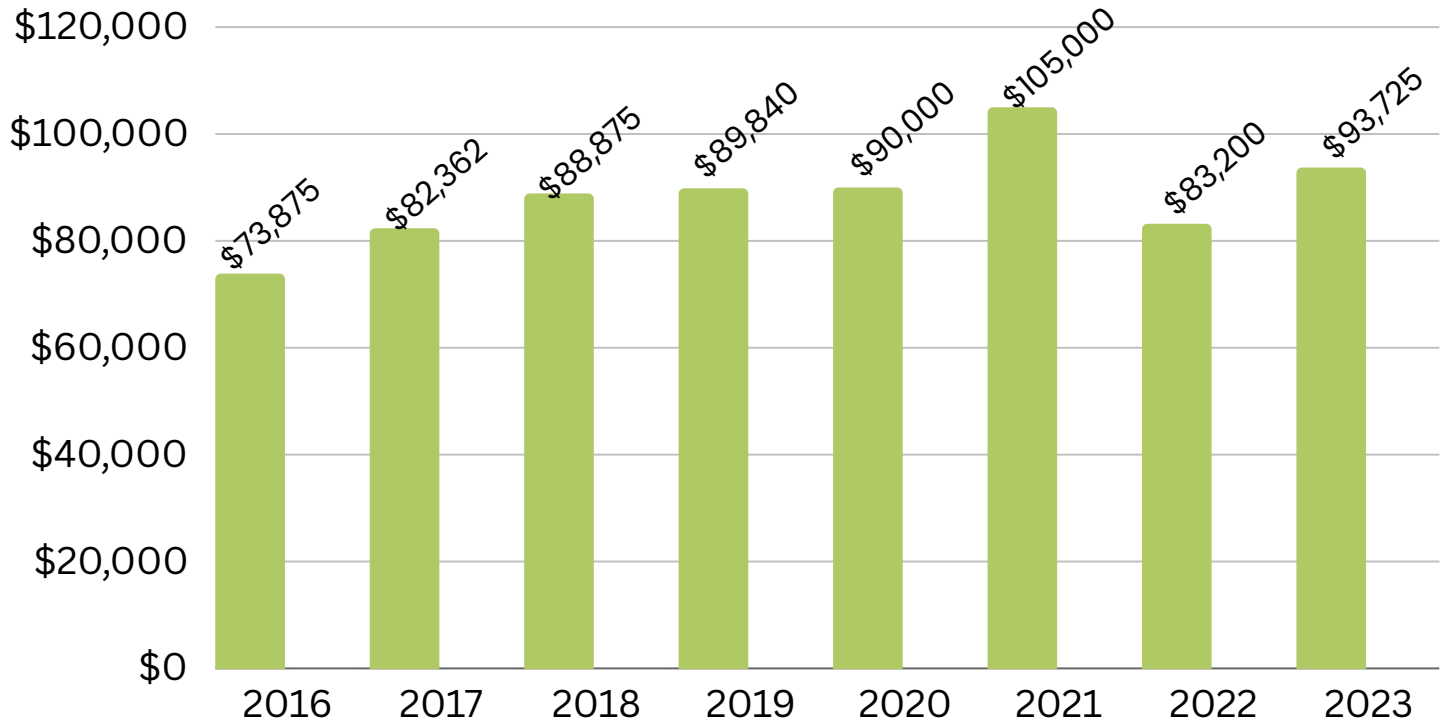
The **Black Tie & Boots Gala** is a night dedicated to raising money for the State Fair of Virginia Youth Scholarship Program. All proceeds from the event go toward youth as a primary source of funding for the Youth Development Board.

Black Tie & Boots was officially set on opening night in 2023 due to scheduling. It was met with great feedback as it properly showcased what the fair and the youth program are all about. Even the governor made an appearance for this auspicious event to celebrate youth, agriculture and the fair.



SALE OF CHAMPIONS

SALE OF CHAMPIONS ANNUAL SUPPORT 2016-2023

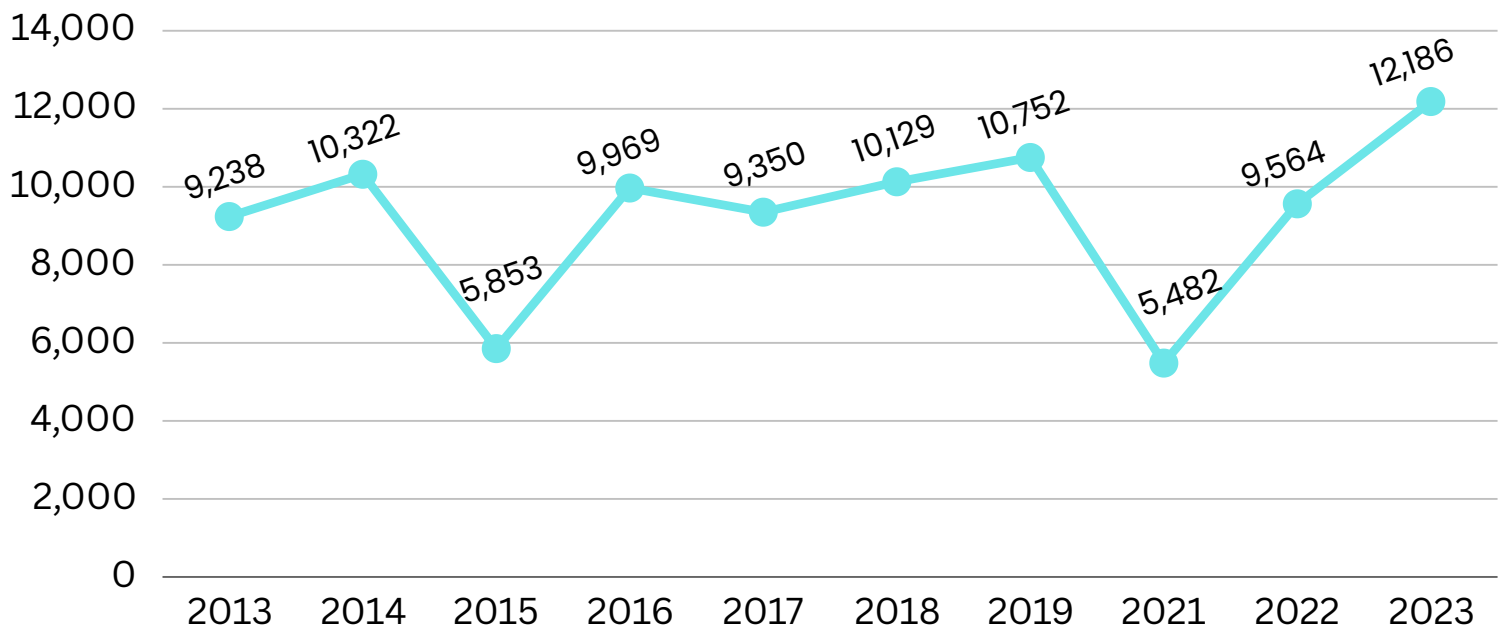


Established in 2015, the Sale of Champions is held annually on the second Saturday of the fair. Our market animal champions are "auctioned off" for individuals and businesses to support the youth premiums and our scholarships offered annually to our fair exhibitors.



EDUCATIONAL EXPOSITION - "ED EXPO"

ED EXPO STUDENT PARTICIPATION 2013-2023



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." 2023 brought peak numbers with students from 79 counties and 18 independent cities.



PROGRAM MISSION PROJECTS



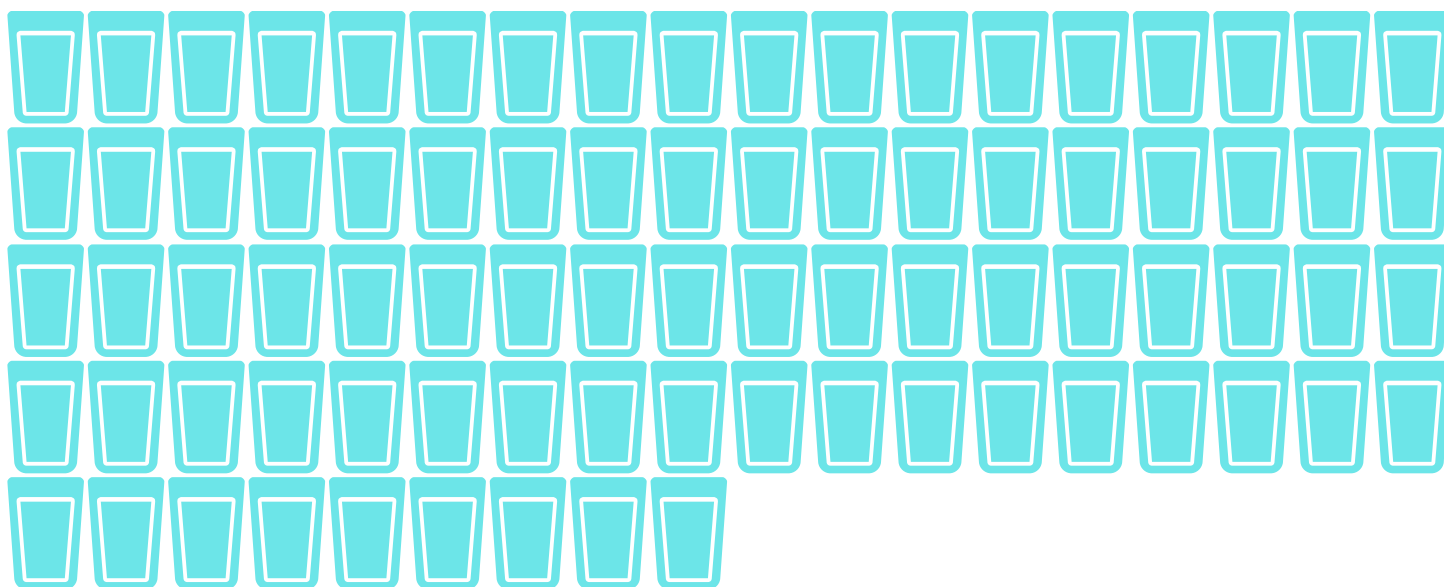
STATE FAIR CARES

Through the new initiative, State Fair Cares, The State Fair of Virginia further utilized its platform to offer fairgoers and crafters an opportunity to give back to local communities. The first-ever SFVA Crafters for Children allowed arts competitors to donate homemade items for an online auction benefiting Children's Hospital of Richmond at VCU. In 2023, \$1,100 was raised and donated to CHOR. Additionally, fairgoers received discounted admission during two fair weekdays by bringing donated food, school supplies and winter gloves. The resulting 1,418 pounds of canned food, 215 pounds of school supplies and 59 new pairs of winter gloves were donated to Caroline County food banks and schools.

DAIRY DAYS AT THE FAIR

The State Fair of Virginia partnered with the Federation of Virginia Food Banks to highlight their "Milk for Good" program in which milk from Virginia farmers is purchased and donated to families in need. This project would not have been possible without the partnership of Virginia Tech Dairy Science Club, The Virginia State Dairymen's Association, Dairy Alliance and Farmview Creamery. We also would like to thank Farm Credit for being our presenting sponsor the past two years and for Kroger's sponsorship this year.

Since 2022, over \$17,000 has been raised in the two-year partnership, supporting the donation of 8,100 half gallons of milk for Virginia families in need.



*Each cup represents 100 half-gallons provided as a result of Dairy Days at the State Fair of Virginia.

PROGRAM MISSION PROJECTS

NATURAL RESOURCES REVITALIZATION

In 2023, the State Fair of Virginia initiated a three-year design project to intentionally upgrade and revitalize its Natural Resources area with the support of state agencies. The goal of this project was to create an area to transport fairgoers into a creative, imaginative, enriching space to ignite an interest in Virginia's outdoors. The Office of the Secretary of Natural Resources and its state agencies supported this initiative which introduced new "Virginia Outdoors" creative arts competitions, more intentional programming and themed demonstrations. This effort was also supported by funds from the Virginia Farm Bureau Women's Leadership Committee. The committee also aided in a grant application with Corteva which will support the 2024 rendition of our beautification project.



VIRGINIA COOPERATIVE EXTENSION - HORTICULTURE COMPETITIONS

Noticing a decline in horticulture competition entries, SFVA met with key partners at Virginia Cooperative Extension to identify entry barriers and derive solutions to better support and encourage producer participation in horticulture competitions. Through the partnership with Extension to minimize transportation and fee barriers, the State Fair of Virginia saw a 20% increase in horticulture entries during the 2023 fair.



PROGRAM MISSION PROJECTS

SUPERHERO AG TRADING CARDS

"Superhero" trading cards featuring Virginia's super individuals in Ag and Natural Resources were launched as part of the 2023 State Fair of Virginia Ed Expo. We asked who Virginia's superheroes are, and you delivered with over 100 nominations! We turned 15 incredible individuals across Virginia into modern superheroes– because feeding the world and being a steward of the land is a superpower!

Lesson plans and classroom activities with correlated SOLs can be found on the State Fair website, and educational partners may request cards for their own lessons and activities. The second round of Ag Superheroes will be released during the 2024 State Fair of Virginia. Be sure to submit your nominations.





STATE FAIR OF VIRGINIA IAFE AWARDS

2023 Hall of Honor Communications Awards:

BEST OF SHOW



1ST SOCIAL MEDIA

Faces of the Fair Campaign



2ND SOUVENIRS AND COMMEMORATIVE ITEMS

Keychain



2ND DOUBLE-SIDED, MULTI-PAGE, OR FOLDED PROMO AD

Daily Thrill Guide

2023 Agricultural Awards:



1ST TECHNIQUE/PROCEDURE DEVELOPED TO CORRECT A CHALLENGE RELATED TO AN AGRICULTURAL ISSUE



2ND EVOLVED PROGRAM/EXHIBIT WHICH PROMOTES AG OR A CURRENT AG ISSUE TO THE FAIR-GOING PUBLIC



3RD PROGRAM/EVENT/EXHIBIT DESIGNED TO EDUCATE FAIR-GOING PUBLIC ON THE STORY OF FOOD

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, VFBB, 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
- **Dr. Robert Corley III**, Dean, College of Agriculture Virginia State University
- **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**, VFBB District 7, Spring Forest Farm
- **Mrs. Rachel Gross Henley**, Extension Agent, Virginia Cooperative Extension
- **Dr. Mike Gutter**, Director, Virginia Cooperative Extension; Associate Dean
- **Mr. Donald H. Horsley**, Land of Promise Farms Partnership
- **Mr. Shane Horsley**, Vice President, Smithfield Foods, Inc.
- **Mr. Ray Leonard**, Vice President, Sales, Virginia Farm Bureau Mutual Insurance Company
- **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
- **Melody Hill**, Manager of Vendor Sales & Rental Services Assistant
- **Stacy Longest (Davis)**, Manager of Business Operations & Special Projects
- **Alexis Boyd**, Event Planning and Marketing Assistant
- **Jamie Worsham**, Maintenance & Event Operations Assistant
- **Daniel Kirby**, Maintenance & Event Operations Assistant
- **Tim Meadows**, Maintenance & Event Operations Assistant

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. Brian Ball
- Mr. M.L. Everett Jr.
- Mr. Thomas Graves
- 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. Lynwood Broaddus
- Ms. Katherine Carter
- Mr. Frank Graves
- Mr. Thomas Graves
- Mr. Don Horsley
- Mr. Shane Horsley*
- Mr. Andy Seibel

Scholarship Committee

- Mr. Brian Ball
- Mr. Lynwood Broaddus*
- Dr. Robert Corley III
- Dr. Dixie Watts Dalton
- Mr. Addison Gills
- Mrs. Mary Howell
- Mr. Don Horsley
- Mr. Tim Marshall

*denotes committee charman

