





2024 PROGRAM SERVICE ACCOMPLISHMENTS

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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.

2024 STATE FAIR OF VIRGINIA®



In our 2024 guest survey, 75% of fairgoers stated that the State Fair of Virginia® was an important family tradition. Thank you for your role in keeping this tradition alive! We are grateful for the 225,000 guests and partners who joined us September 26-October 5, 2024, to celebrate – “Where Home Grown Happens!”

Participation in our Ed Expo program increased. We celebrated a new partnership with Maola Milk, redesigned the layout for home arts competitions to make the space more visually welcoming, and continued the enhancement of the Natural Resources educational display area! Twelve new Ag Superheroes were named, and Gov. Glenn Youngkin visited the fair and thoroughly enjoyed participating in the Sale of Champions!

Our board, staff and partners dedicated a tremendous amount of time to a study of Sale of Champions structure. The study came at the request of junior livestock show constituents, and the main goal was to increase the percentage of sale funds that were directly allocated to youth livestock exhibitors. The efforts resulted in percentages being restructured prior to the 2024 event. We added a video interview segment to the scholarship evaluation process, and it further highlighted the incredible skills and passion of our youth participants. Our focus continues to be on increasing engagement and securing permanent infrastructure to house educational programming.

We will continue to measure success as follows:

- **Community** - What can we do personally and professionally to serve our community?
- **Customer Service** – How did we respond both internally and externally?
- **Education** – How can we best tell our story to internal and external partners?
- **Fiscal Responsibility** – How will we maintain strong business operations aligned with solid fiscal processes?
- **Safety** – How do we ensure a safe experience for our visitors, partners and employees?
- **Technology** – How can we continue to improve the ways we communicate and operate?
- **Virginia Farm Bureau** – Did we provide a strong ROI for Virginia Farm Bureau, both fiscally and in terms of brand image and company mission?

A handwritten signature in blue ink, reading "Marlene Jelliffe". The signature is fluid and cursive, with a horizontal line underneath the name.

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.



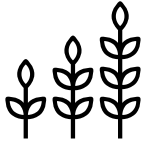
“Showing livestock at the State Fair of Virginia has been instrumental in helping me reach my goals. For the last 7 years, it has provided me with a platform to showcase my hard work and dedication, boosting my confidence and opening doors to new opportunities in the agricultural field. The State Fair of Virginia Scholarship program's support has significantly impacted my life, allowing me to pursue my passion for agriculture and livestock management while continuing to be an advocate for the industry”

**~Grayson Long, Rockingham County, Va.
Scholarship Recipient, Virginia FFA President**

STATE FAIR OF VIRGINIA

YOUTH DEVELOPMENT BOARD

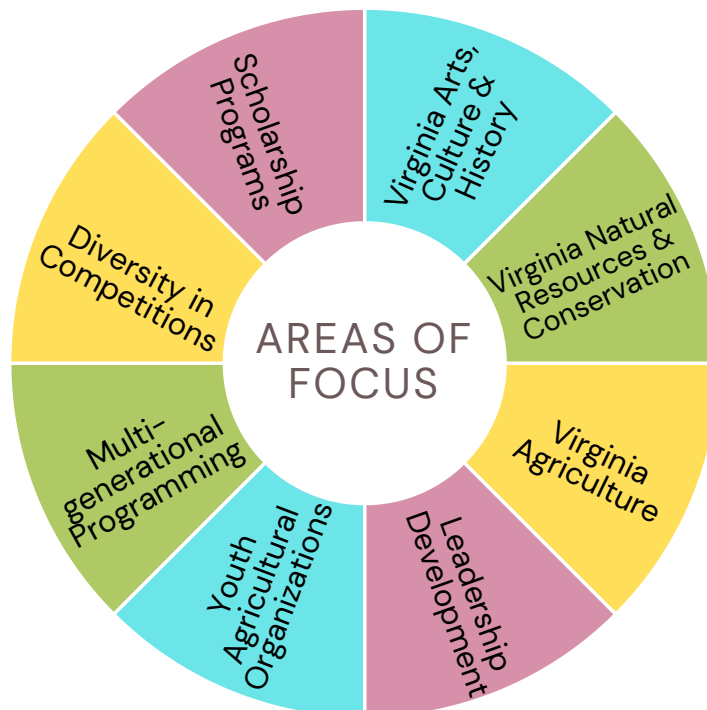
The focus of the State Fair Youth Development Board is to:



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.

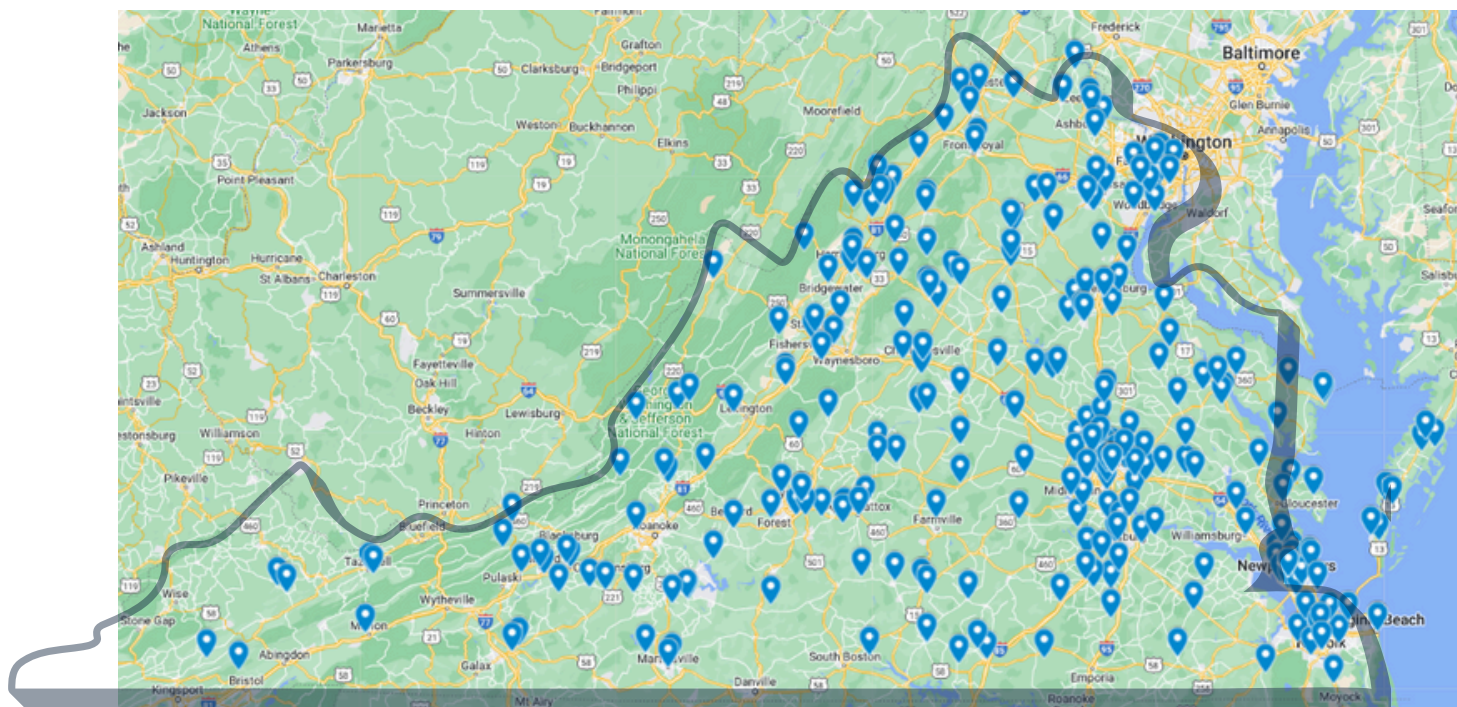


Three key areas of programming are: Natural Resources; Agriculture; and Arts, Culture and History. Agencies that partnered with programming included:

Virginia Association of Soil & Water Conservation Districts; Virginia Department of Conservation & Recreation; Virginia State Parks; Virginia Marine Resources Commissions; Virginia Department of Wildlife Resources; Natural Resources Conservation Service.

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.



2024 Ed Expo Ticket Buyers

SOCIAL MEDIA PROMOTION HIGHLIGHTS

6.5M Facebook Impressions

839K Instagram Impressions

1.2M Facebook Page Reach during the month of the fair

159.5K Instagram Reach during the month of the fair

27,087 Facebook Interactions

17,499 Instagram Interactions

117,596+ likes/followers on State Fair Facebook page

18,600+ likes on The Meadow Event Park Facebook page

15,622+ followers on State Fair Instagram

SURVEY RESULTS

Age

Age 18-24	4.3%
Age 25-32	15.6%
Age 33-50	40.1%
Age 51-69	32.4%
Age 70-86	7.6%

Gender

Female	77%
Male	23%

Time Spent at Fair

1-2 Hours	8.57%
3-4 Hours	45.59%
5-8 Hours	32.82%
All Day	13.02%

76.6% of fairgoers said the State Fair of Virginia
is an important family tradition.

2024 SCHOLARSHIP AWARDS

Since 2013, the State Fair of Virginia Scholarship Program has awarded **\$1,015,936 via 2,609** 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

2024

Earned/Awarded Scholarships

251 individual scholarships totaling \$93,605

*Includes Sale of Champions Grand and Reserve Champion animals, 8 individual awards representing **\$28,105***

Applied Scholarships

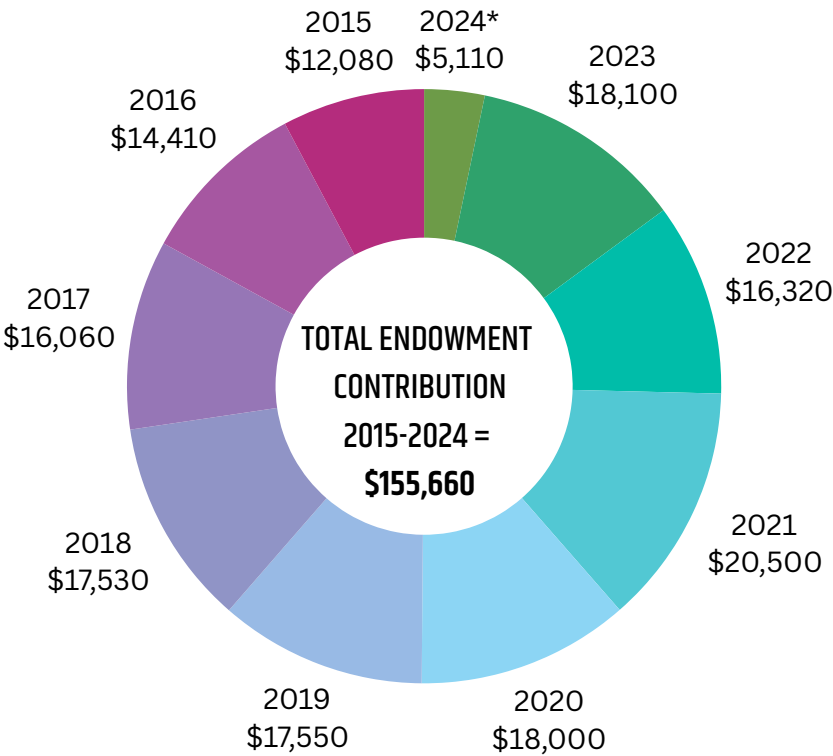
25 individual scholarships totaling \$36,340

*Includes livestock applied scholarships at **\$21,340** from sale, and 10 general applied scholarships at **\$15,000**, including the Gatewood Holland Stoneman Endowment and Farm Credit Scholarship*



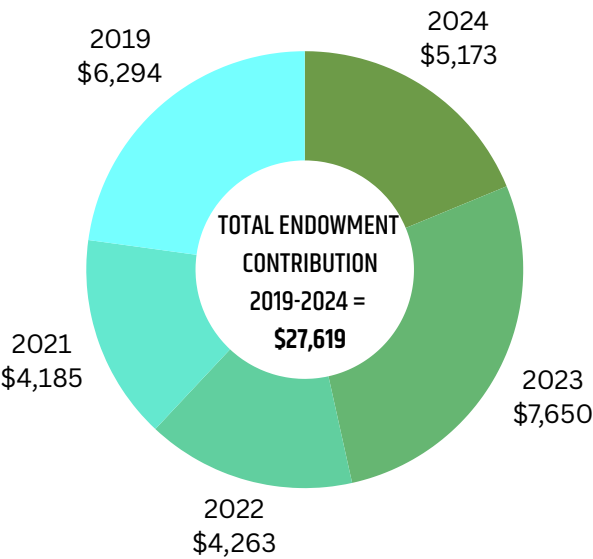
2024 SCHOLARSHIP AWARDS

Annual Contribution to the Endowment Fund from Sale of Champions*:



*The breakdown of Sale of Champion contributions changed in 2024 following discussions with stakeholders and board members. This change decreased the endowment fund contribution from 20% to 5%.

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.

2024 SCHOLARSHIP AWARDS

Livestock Competitions

- Beef
- Dairy Cattle
- Dairy Goats
- Master Showmanship
- Meat Goats
- Poultry
- Sale of Champions
- Sheep
- Swine

4-H & FFA Competitions

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

Other Competitions

- Culinary Arts
- Two-Dimensional Fine Arts
- Three-Dimensional Fine Arts
- Virginia Outdoors: Natural Resources Graphic Design
- High School Rodeo

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 Fashion Look
- Criminal Justice
- Drafting
- Drone Competition
- Electricity
- First Aid / CPR
- Heavy Equipment
- HVACR - Team
- Job Demonstration
- Masonry - Team
- Photography
- Plumbing
- Promotional Bulletin Board
- TV Production
- Welding

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.

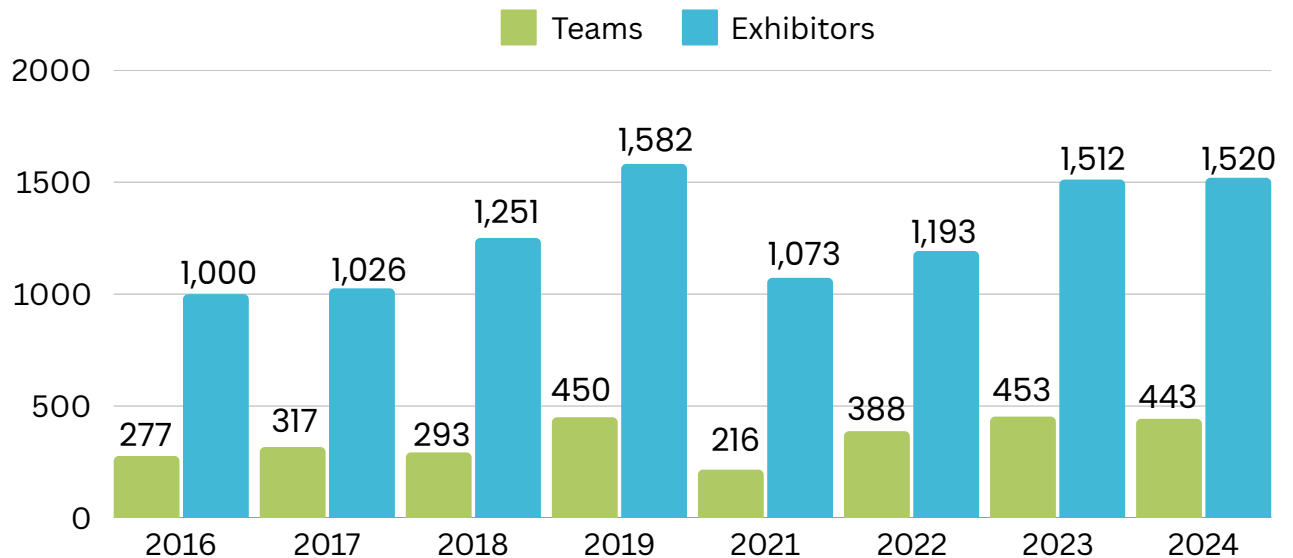
Judging is based on applicants' State Fair participation, as well as on leadership and community service activities and an essay. Funds allocated for the scholarships represent a portion of proceeds from the current year's Sale of Champions benefit auction.

Deadline: Applications are due January 22, 2025 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.

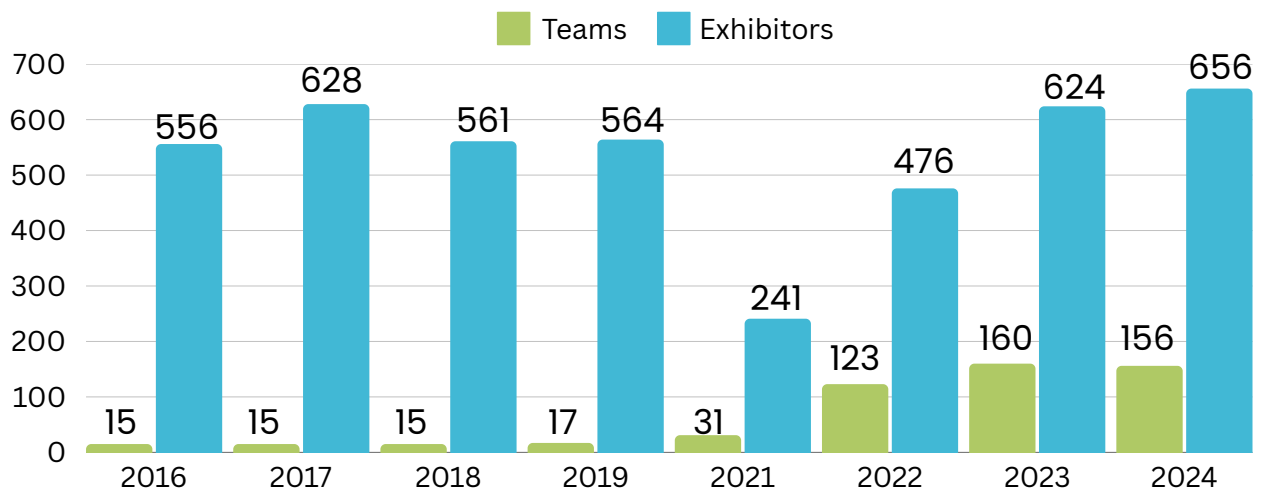


STUDENT COMPETITIONS

4-H AND FFA NON-LIVESTOCK COMPETITIONS 2016-2024



SKILLS USA COMPETITIONS 2016-2024

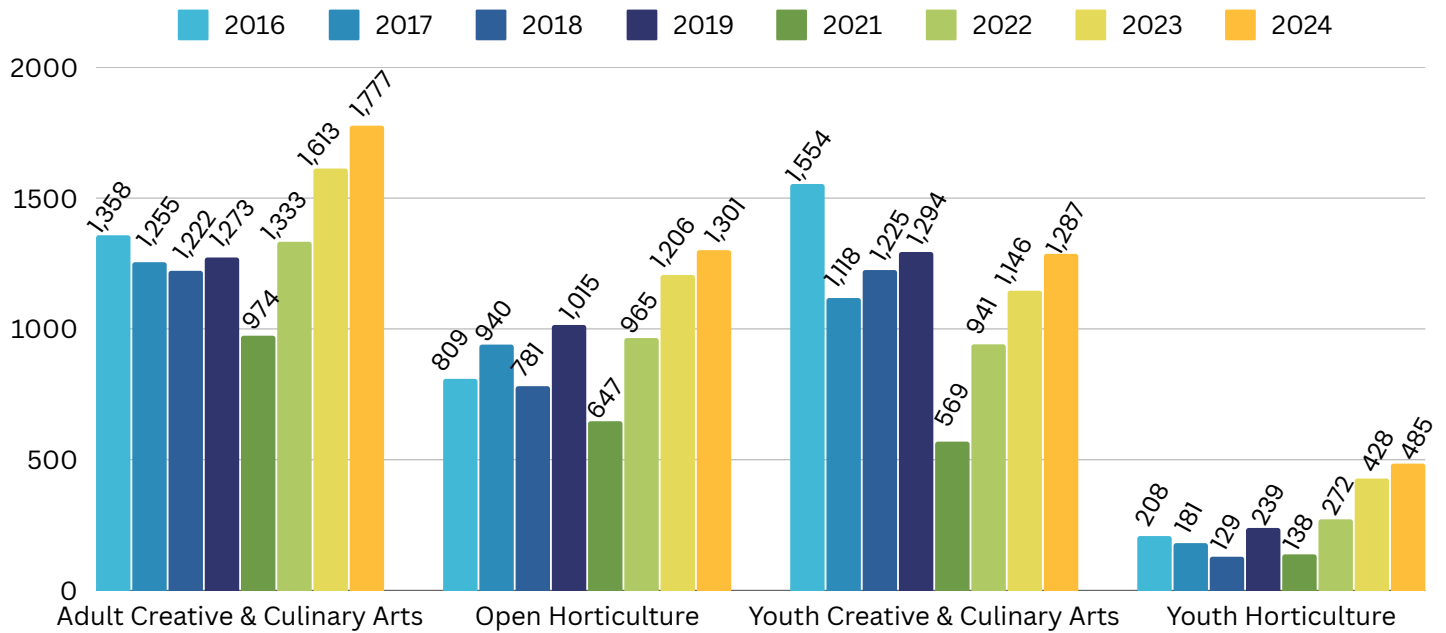


*Student numbers were impacted in 2024 due to the impact of Hurricane Helene which prevented several Southwest Virginia schools and competitors from attending.



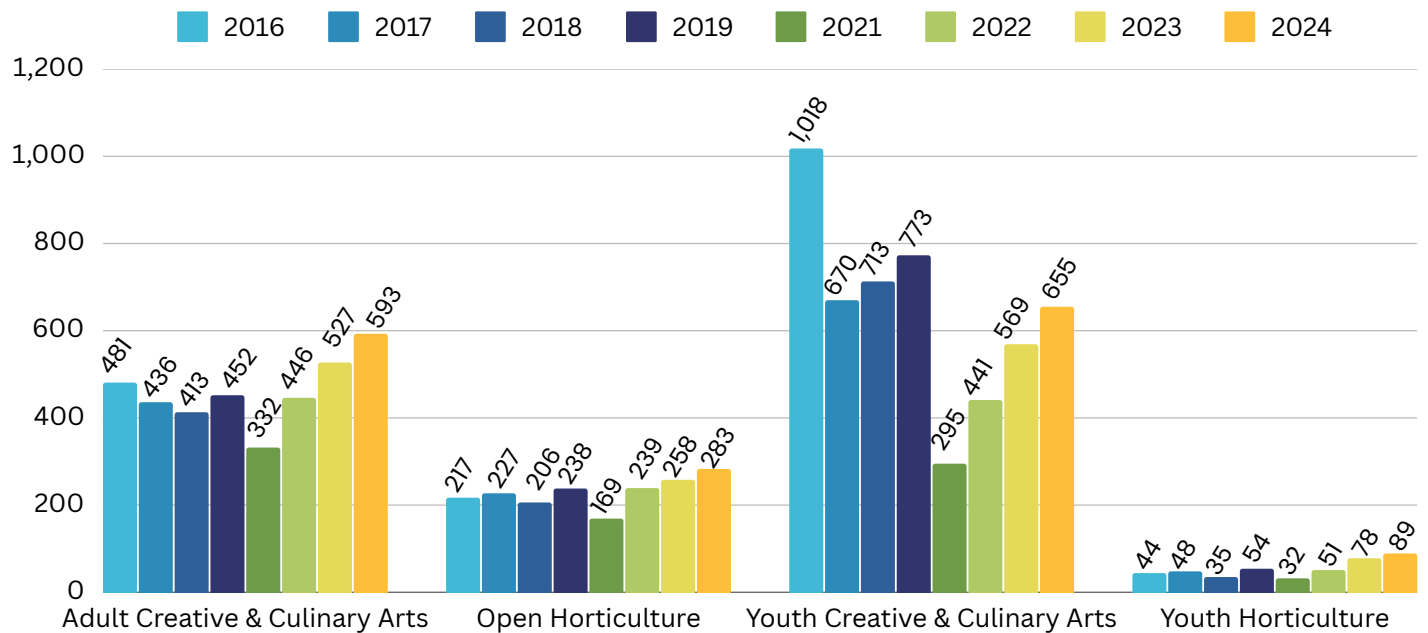
GENERAL COMPETITIONS

ENTRIES 2016-2024



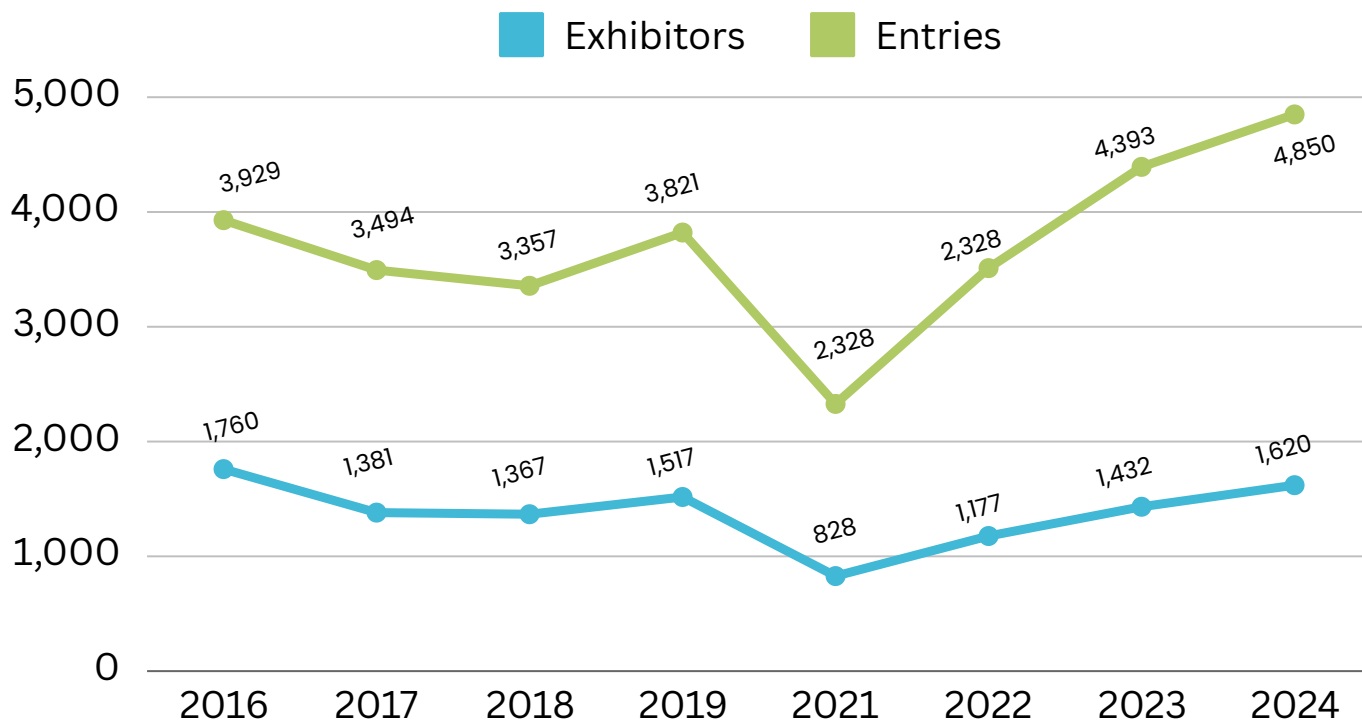
***Over 139 divisions and over 863 classes of competition**

EXHIBITORS 2016-2024



ARTS, CULINARY & HORTICULTURE COMPETITIONS

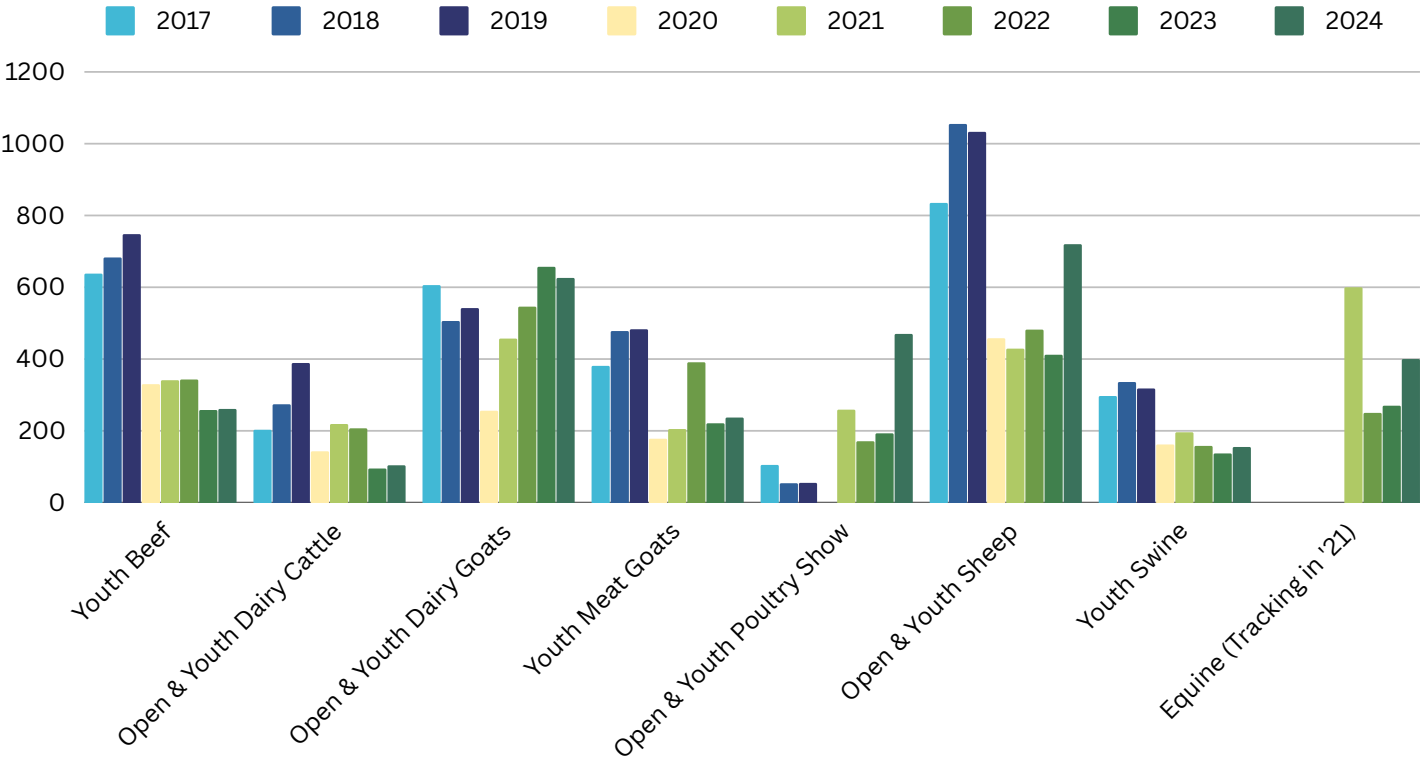
EXHIBITOR AND ENTRY TRENDS 2016-2024



*Individual exhibitor participation has continued to rise with exhibitors entering more competitions across divisions and departments. Youth arts is returning to pre-covid numbers, but school entries have been down.



LIVESTOCK COMPETITIONS

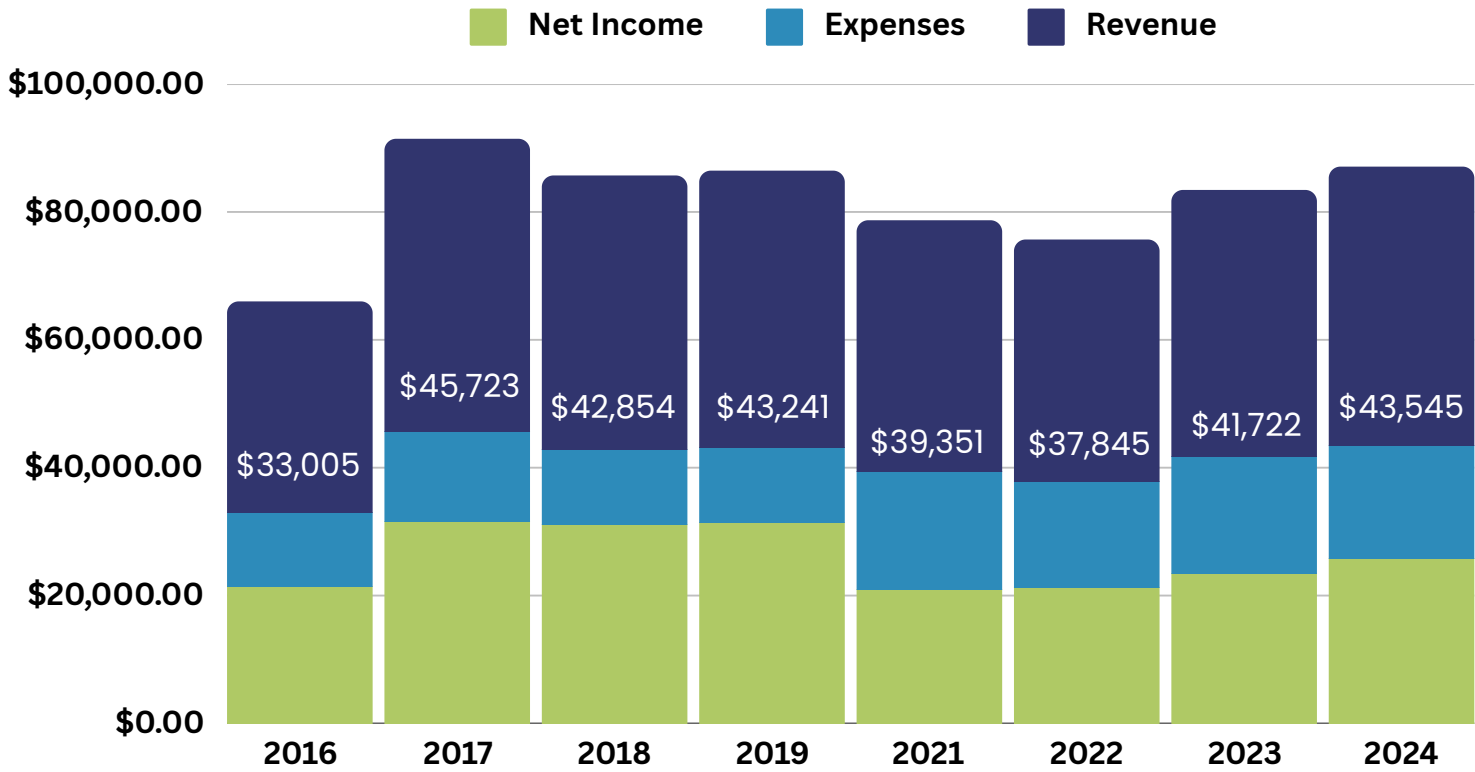


	2017	2018	2019	2020	2021	2022	2023	2024
Youth Beef	638	683	748	330	341	343	258	261
Open & Youth Dairy Cattle	203	274	389	143	219	207	95	104
Open & Youth Dairy Goats	606	506	542	256	457	546	657	626
Youth Meat Goats	381	478	483	178	205	391	221	237
Open & Youth Poultry	105	54	55	N/A	259	171	193	470
Open & Youth Sheep	835	1055	1033	458	429	482	412	720
Youth Swine	297	336	318	162	196	158	137	155
Equine (Tracking in '21)					600	250	270	400

*Open shows were added to sheep and poultry in 2024. Open beef and open meat goats divisions were removed starting in 2020/2021. Only youth livestock shows occurred in 2020.

BLACK TIE & BOOTS

NET INCOME, EXPENSES & REVENUE 2016-2024

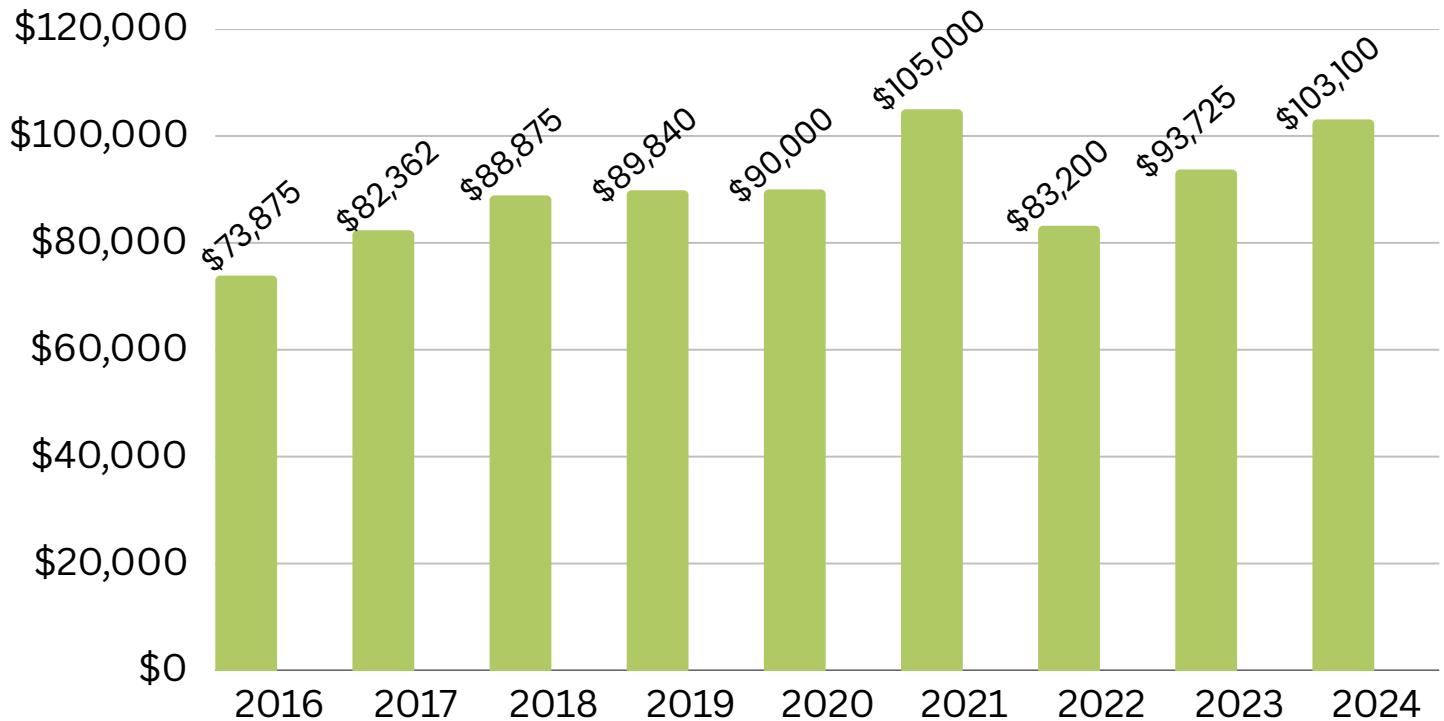


The Black Tie & Boots Gala is a night dedicated to raising money for the State Fair of Virginia Youth Scholarship Program. All proceeds from the event go toward youth as a primary source of funding for the Youth Development Board.



SALE OF CHAMPIONS

SALE OF CHAMPIONS ANNUAL SUPPORT 2016-2024

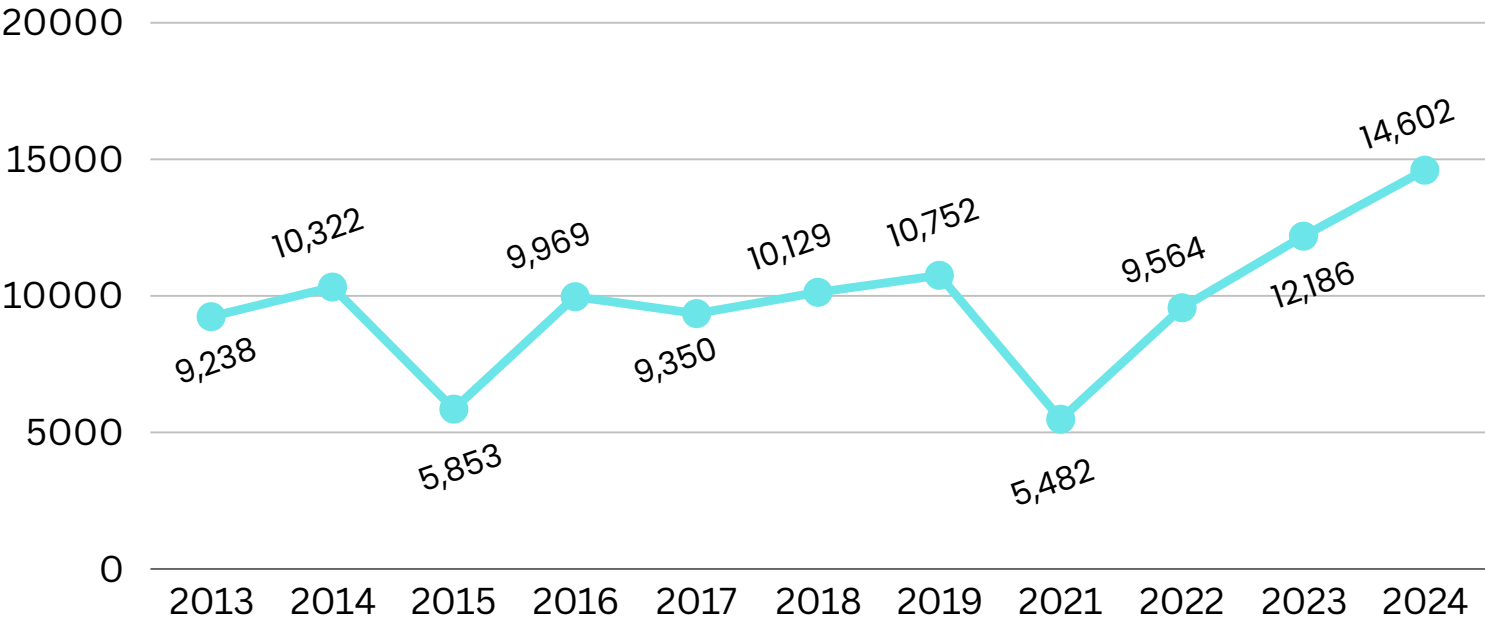


Established in 2015, the Sale of Champions is held annually on the second Saturday of the fair. The market animal champions are "auctioned off" for individuals and businesses to support the youth premiums and scholarships offered annually to fair exhibitors.



EDUCATIONAL EXPOSITION - "ED EXPO"

ED EXPO STUDENT PARTICIPATION
2013-2024



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." Despite several cancellations due to Hurricane Helene, 2024 brought peak student numbers, representing 78 counties and 30 independent cities.



2024 STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD

Charter Directors

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

***Mr. Scott Sink** was elected as VFBF President in December 2024 and now holds this position.

Board of Directors

- **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. M.L. Everett, Jr.**, CEO, Everett Farms
- **Mrs. Katie Frazier**, Director, Farm Credit of the Virginias
- **Mr. Addison Gills**, Operations Manager, Center for Sustainable Energy
- **Mr. Thomas Graves**, VFBF District 7, Spring Forest Farm
- **Mrs. Rachel Gross Henley**, Advocacy Specialist, Virginia Farm Bureau
- **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. Andy Seibel**, Executive Secretary, Virginia FFA
- **Mrs. Susan Upshaw**, Vice President, Ag & Commercial Lending, First Bank & Trust
- **Mr. Andrew Vehorn**, Old Dominion Electric Cooperative

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
- **Jamie Worsham**, Assistant Manager of Livestock & Equine Operations
- **Sarah Jane Thomsen**, Manager of Agriculture Education & Strategic Partnerships Programming
- **Stacy Longest (Davis)**, Manager of Business Operations & Special Projects
- **Melody Hill**, Manager of Vendor Sales & Rental Services Assistant
- **Alexis Boyd**, Event Planning and Marketing Assistant
- **Tim Meadows**, Manager of Facility Operations & Logistics
- **Daniel Kirby**, Maintenance & Event Operations Assistant
- **Chad Longest**, Maintenance & Event Operations Assistant

Virginia Farm Bureau Staff

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

2024 STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD COMMITTEES

Finance & Audit Committee

- Mr. M.L. Everett Jr.
- Mr. Thomas Graves
- Mr. Ray Leonard*
- Mr. William F. Osl Jr.
- Mrs. Susan Upshaw

Programs Committee - Livestock

- Mr. Lynwood Broaddus
- Ms. Katherine Carter
- Mr. Frank Graves
- Mr. Thomas Graves
- Mr. Don Horsley
- Mr. Shane Horsley*
- Mr. Leigh Pemberton
- Mr. Andy Seibel

Programs Committee - General

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

Scholarship Committee

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

*denotes committee charman

