



2021

## Program Service Accomplishments





# 2021

Following a challenging 2020, the State Fair of Virginia returned in 2021 with a solid attendance of 215,000. The impact of the pandemic was felt throughout the operation, including school trips, availability of vendors and supplies, and lack of staffing. We pivoted frequently, learned to make swift decisions and focused on the basics.

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.

AREAS OF FOCUS include: Virginia agriculture, Virginia natural resources and conservation, Virginia arts, culture and history, scholarship programs, diversity in competitions, fostering programming that bridges gaps across generations and investing in youth and youth-focused agricultural organizations (e.g., 4-H and FFA) in order to cultivate future leaders in agriculture.

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

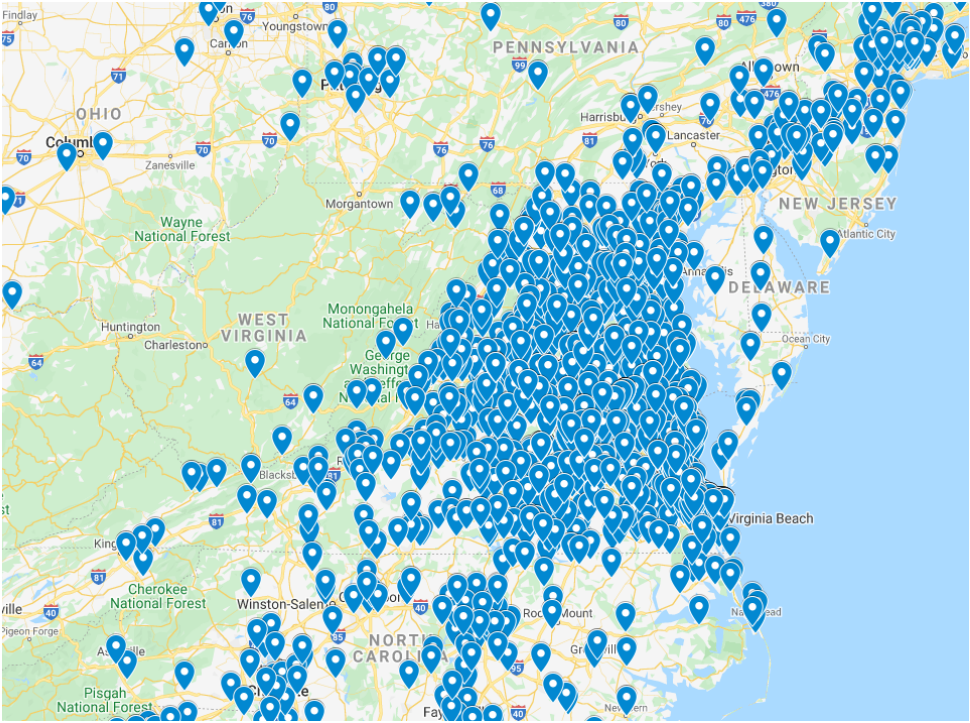
*Department Historic Resources; Virginia Association of Soil & Water Conservation Districts; Department of Conservation & Recreation; National Park Services; Virginia Marine Resources Commissions; Department of Game & Island Fisheries; Department of Mines, Minerals & Recreation; Department of Forestry; Wildlife Center of VA*

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

*Virginia Soybean Association, Virginia Peanut Growers Association, Virginia Grain Producers Association, Virginia Biosolids Council*



# The Reach



## Social Media Promotion Highlights

- 108,759 likes/followers on State Fair Facebook page
- 11,556+ likes on The Meadow Event Park Facebook page
- 11,446+ followers on State Fair Instagram
- 3,823+ followers on State Fair Twitter

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

67% Women   33% Men -- Engaged	Age 18-24	9%
79% Women   20 % Men -- Followers	Age 25-34	32%
	Age 35-44	37%
	Age 45-64	15%

### Highest numbers geographically from:

- Richmond
- Mechanicsville
- Fredericksburg
- Virginia Beach
- Newport News
- Midlothian

StateFairVa.org - Website Analytics  
3,160,873 page views  
96.7% increase from 2019

# 2021 Scholarship Awards

Since 2013, the State Fair of Virginia Scholarship Program has awarded \$640,000 via 1,854 individual scholarships.

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

Scholarship categories include:

1. Earned scholarships won in State Fair competitions & Sale of Champions
2. Applied Scholarships won via an application process

## 2021

### Earned/Awarded Scholarships

208 individual scholarships totaling \$70,256

*Includes Sale of Champions Grand and Reserve Champion animals, 8 individual awards representing \$6,406*

### Applied Scholarships

19 individual scholarships totaling \$29,000

*Includes livestock applied scholarships at \$26,000 from sale, and 4 general applied scholarships at \$6,000, including the Gatewood Holland Stoneman Endowment and Farm Credit Scholarship*





# 2021 Scholarship Awards

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

\$20,500 (2021)

\$18,000 (2020)

\$17,555 (2019)

\$17,530 (2018)

\$16,060 (2017)

\$14,410 (2016)

## Scholarships Earned Through Competition

In 2021, the State Fair of Virginia Scholarship Program rewarded young people for their hard work and achievement in 39 sanctioned State Fair competition areas.



# 2021 Scholarship Awards

## Livestock Competitions

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

## 4-H & FFA Competition

- 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

## 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
- 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 Horse Show
- 4-H Dog Show
- High School Rodeo



## Youth Livestock Awarded Scholarships

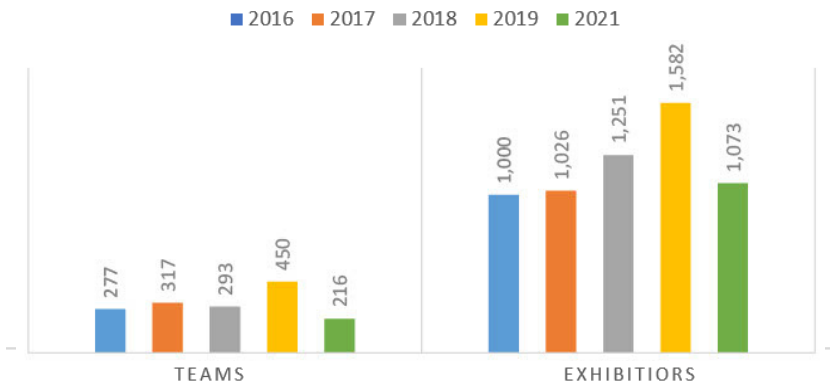
Any youth that participate in market shows at the current year's Fair are eligible. These include: youth market goat, youth market beef, youth market hog and youth market lamb shows. Application categories are broken out by age Juniors (9-12), Intermediate (13-15) and Seniors (16 and older) with four scholarships being awarded to 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 26 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.



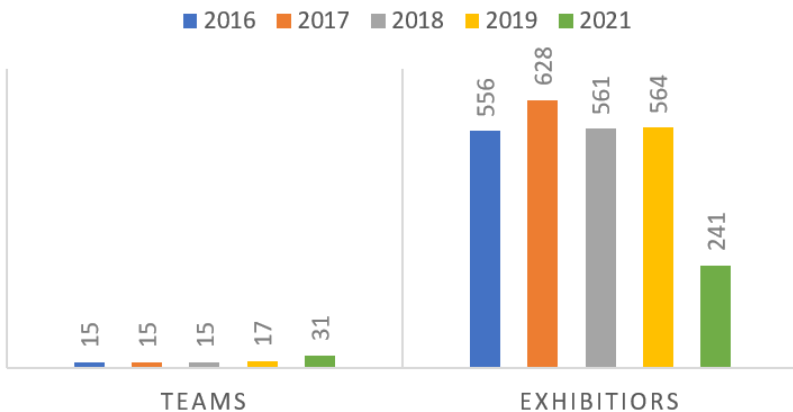


# Student Competitions

## 4-H & FFA Non-Livestock Competitions



## SkillsUSA Competitions

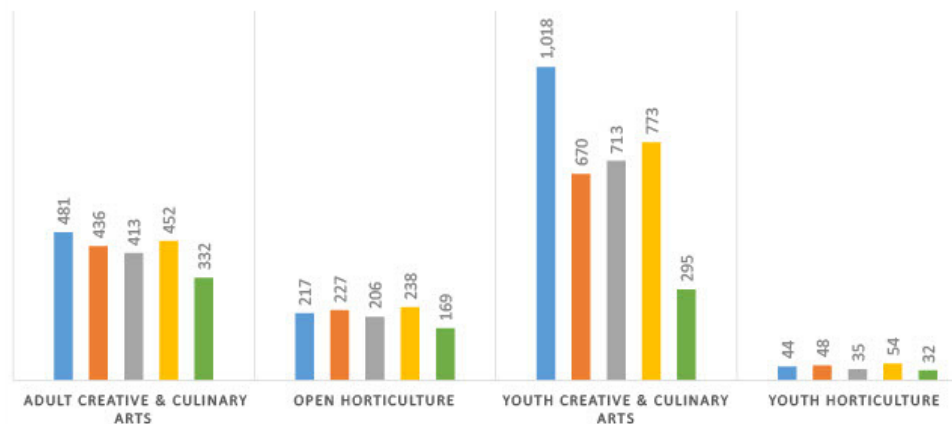




# General Competitions

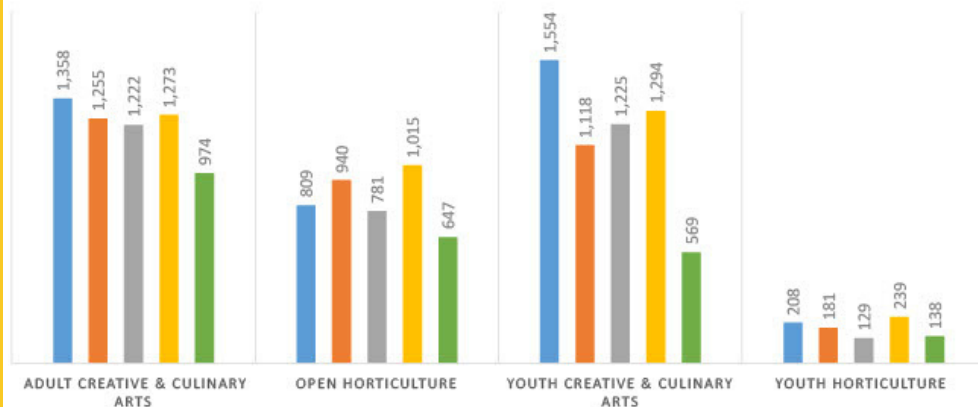
## Exhibitors 2016-2021

■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2021



## Entries 2016-2021

■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2021





# Arts, Culinary, Horticulture

## Exhibitors and Entry Trends 2015-2021

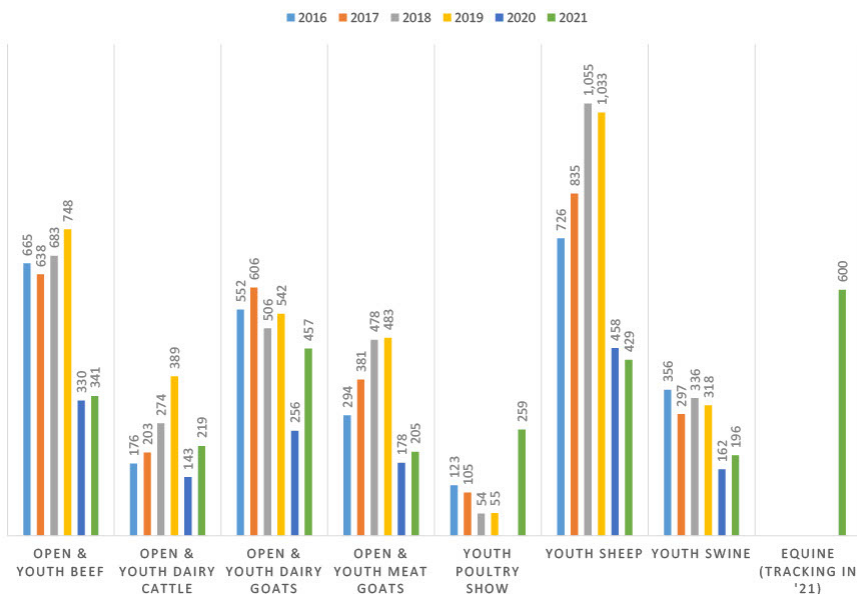






# Livestock Competitions

## Livestock Entries 2016-2021



# Equine Programs 2021

4-H Horse Show

Cowboy Mounted Shooting

Draft Horse and Mule Show & Pull

Dressage

Open Miniature Horse Show

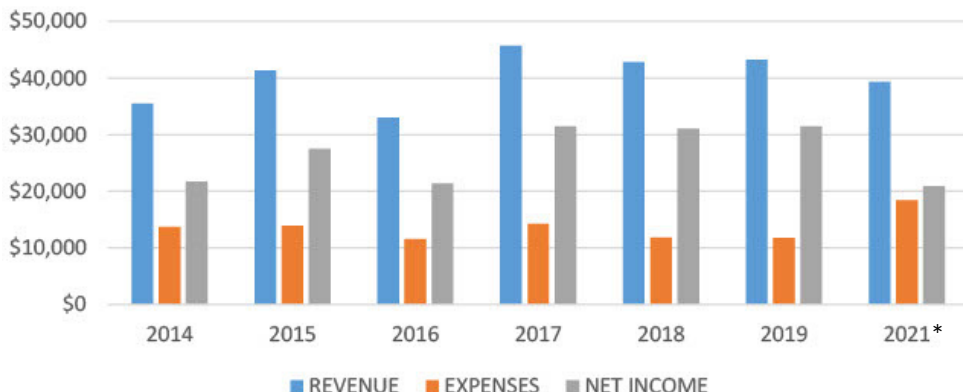
Virginia High School Rodeo

Youth Barrel Race



# Black Tie & Boots

## Revenue, Expenses & Net Income 2014-2021



- \*There were still COVID-19 restrictions and challenges at the time of our 2021 Black Tie & Boots.
- Our attendance was lower, but we did introduce a dual indoor and outdoor event space, which was a huge success.
- 2021 was also the first year when the event was held 2 weeks prior to fair due to the After Hours Concert Series.



# Sale of Champions

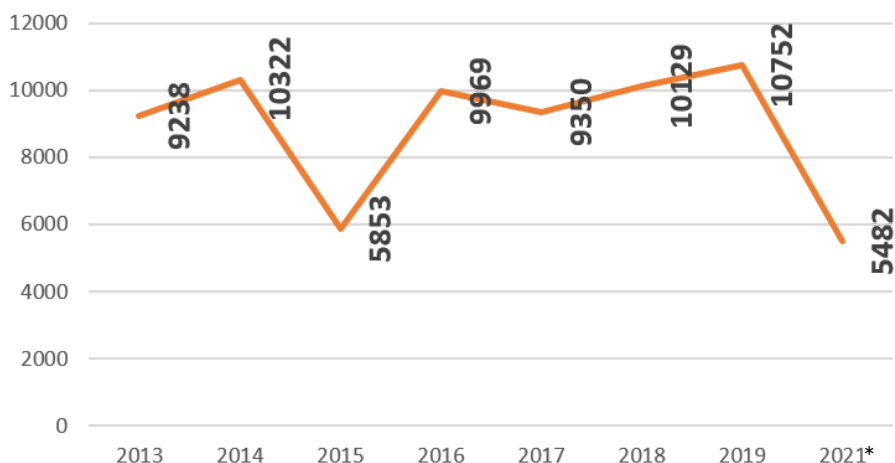
## Sale of Champions Annual Support, 2015-2021





# Educational Exposition - "Ed Expo"

## Ed Expo Participation, 2013-2021



\*Several Virginia school systems were still operating under various COVID-19 restrictions, limiting travel and field trips, impacting numbers in 2021.



# Meadow Event Park Staff & Board

## Full-Time 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
- **Dean Smith**, Director of Buildings & Grounds
- **Doug Creekmore**, Maintenance & Event Operations Assistant II
- **Jamie Worsham**, Maintenance Technician
- **Kent Winter**, Manager of Sponsorships & Commercial Sales

## Charter Directors

- Mr. William F. Osl, Jr.
- Mr. M.L. Everett, Jr.
- Mr. Thomas Graves
- Mr. Wayne Pryor

## Board of Directors

- Mr. Lynwood Broaddus
- Dr. Dixie Watts Dalton
- Mr. Matt Faulconer
- Mrs. Katie Frazier
- Mr. Addison Gills
- Mr. Thomas Graves
- Mrs. Rachel Henley
- Mr. Donald H. Horsley
- Mr. Shane Horsley
- Dr. Edwin J. Jones
- Mr. Ray Leonard
- Dr. M. Ray McKinnie
- Honorable Robert D. Orrock, Sr.
- Mr. Leo Satterwhite
- Mr. Andy Seibel

