

# FLORIDA FEDERATION OF FAIRS AND LIVESTOCK SHOWS, INC.

## *BLUE RIBBON FAIR IMPROVEMENT PROGRAM*

The Florida Federation of Fairs is pleased to sponsor the **Blue Ribbon Fair Improvement Program**. This program is designed to provide Fairs with important feedback regarding their Fair, highlight improvements and upgrades Fairs have made, reward excellence in the Fair industry within the State of Florida, and promote the exchange of information and knowledge between Fairs. It is also the hope of the Merit Awards Committee that this program will encourage all Fair management and staff to visit as many Fairs as possible.

### **The Program**

**AGAIN THIS YEAR! The Federation will provide official visitors to ALL FLORIDA FAIRS for an evaluation and scoring unless a Fair opts not to participate. PLEASE NOTE: Fairs that received the Blue Ribbon status for 2008-09 will automatically be deemed Blue Ribbon Fairs for the next three years and will not be evaluated this year.**

Regardless of Fair size, all Fairs are eligible to be recognized as a **Blue Ribbon Fair**. You are not competing against any other Fair. The results of the completed visitation forms, and subsequent scoring, take into account only those items at *your Fair* that apply to *your Fair*. In order to facilitate this, we have added a non-applicable (NA) column to every item on this form. You will be scored accordingly. This scenario provides your Fair with important feedback on those areas where you excel, and suggestions for improvement. The FFF members that visit your Fair also gain important knowledge and broader views about Fairs.

### **Scoring**

The program will utilize a scoring system that is designed only to rate you on those items at *Your Fair*. You will not be competing against any other Fair. Whether or not you become a **Blue Ribbon Fair** is dependent only upon those items that apply to *Your Fair*, and any other highlights or improvements you note on the back page of this packet. Members of the Visitation Team will provide scores for all applicable items. On the final page, all the individual page scores will be averaged together, and all Fairs that score over 4.0 will be eligible to be a **Blue Ribbon Fair**. An example page is provided for you to highlight how the scoring system works.

### **Visitors**

The Merit Awards Committee will create a Visitation Team, which is a pool of Fair industry people who have had training on this specific program. County Fairs will receive two Visitors, and Regional Fairs will receive three Visitors. Visitors will make appointments with, and identify themselves to the Fair Manager upon arrival at the Fair.

### **Eligibility**

All Florida Federation of Fairs Member Fairs will be visited unless they opt not to participate. PLEASE NOTE: Fairs that received the Blue Ribbon status for 2008-09 will automatically be deemed Blue Ribbon Fairs for the next three years and will not be evaluated this year. A Fair must “opt out” of this program by informing David Viers by September 15<sup>th</sup> (for Fall Fairs) and by December 15<sup>th</sup> (for Spring Fairs). David’s contact info is: 386-734-9514 or [david@volusiacountyfair.com](mailto:david@volusiacountyfair.com). The Federation office will confirm your participation and match your Fair up with 2-3 people from the Visitation Team. ***ALL Fairs are strongly encouraged to participate!***

### **Blue Ribbon Fair**

As indicated above, All **Blue Ribbon Fairs** will be recognized at the Florida Federation of Fairs Annual Banquet, and will receive a **Blue Ribbon** plaque. ***Most importantly, every participating Fair can be a Blue Ribbon Fair!***

# FLORIDA FEDERATION OF FAIRS AND LIVESTOCK SHOWS, INC. BLUE RIBBON FAIR IMPROVEMENT PROGRAM

## APPLICATION

***This page to be completed by Fair and ready for the Judges that come to your Fair.***

Name of Fair: \_\_\_\_\_

This year's Fair Dates: \_\_\_\_\_

Physical Address of Fair: \_\_\_\_\_

One Major Intersection Nearby: \_\_\_\_\_

Name of Fair Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ownership of Grounds: \_\_\_\_\_ Size of Grounds: \_\_\_\_\_

Name of Carnival: \_\_\_\_\_

Age of Fair: \_\_\_\_\_ Years on Existing Grounds: \_\_\_\_\_

Hours of operation: Weekdays \_\_\_\_\_ Weekends \_\_\_\_\_

Certification: We hereby certify that information in this application is true and accurate and we agree to accept the decision of the Merit Awards Committee.

***Must be signed by at least (1) official.***

\_\_\_\_\_  
Fair President (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Fair Secretary (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Fair Manager (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Person Filling Out Application (Print)

# **BLUE RIBBON FAIR IMPROVEMENT PROGRAM**

## **Instructions for Fairs**

- 1. Review the attached Chapter 616 checklist, and ensure that your Fair meets the criteria set forth in the “Minimum Standards” section.**
- 2. Complete the application form and have it ready for the Judges that come to your Fair.**
- 3. Review the entire packet, and put an ‘X’ in the box by any items that are NA (non- applicable) to your Fair. Give an explanation in the Comment section. This year you will not be required to fill out any other comments in each section. The Visitor will complete the rest of these forms.**
- 4. Complete the summary form at the end of this packet.**
- 5. Make 2 copies (3 for regional fairs) of the completed packet. Provide a premium book for each copy and place these packets in a secure location to be picked up by the assigned visitors. Visitors will check in at the office upon arrival and will request this packet. You will not be required to return the packet to the FFF office this year. Simply provide copies for your visitors.**

***Thank you for participating and GOOD LUCK!***

# The 2002 Florida Statutes

## Chapter 616

### Title XXXVI

#### BUSINESS ORGANIZATIONS

#### PUBLIC FAIRS AND EXPOSITIONS

### 616.17 Minimum Exhibits

- (1) No public fair or exposition conducted by a fair association may be approved by the department for a tax exemption certificate unless the fair or exposition displays the following minimum exhibits, but this requirement may not be construed as a limitation on the number of exhibits which the fair or exposition may have:
  - (a) Three exhibits from 4-H Clubs or Future Farmers of America chapters which are officially approved by those clubs or chapters.
  - (b) Three exhibits of community, individual, or county farm displays.
  - (c) Three exhibits of field crops in at least three different crops.
  - (d) Three exhibits of horticultural products.
  - (e) Three culinary exhibits such as canned fruits, canned vegetables, canned pickles or juices, jams, jellies, cakes, bread, candies, or eggs.
  - (f) Three exhibits of household arts such as homemade spreads, towels, luncheon sets, rugs, clothing, or baby apparel.
  - (g) Three exhibits of fruit or vegetable crops in at least three different crops.
  - (h) Three exhibits of arts, crafts, photography, or antiques or of scout handiwork.
  - (i) Three exhibits from home demonstration, home economics, educational, religious, or civic groups.
  - (j) Three exhibits of livestock such as dairy cows, beef cattle, hogs, sheep, poultry, horses, or mules.
- (2) The provisions of subsection (1) do not apply to specialized livestock shows or fruit or vegetable festivals, the minimum exhibits of which shall be as follows:
  - (a) Each specialized livestock show shall consist of at least 50 head of animals or 300 head of poultry.
  - (b) Each specialized fruit, vegetable, or crop festival or exposition shall consist of at least 50 entries in the specialty, which shall occupy at least 1,000 square feet of display area.
- (3) The department may provide a waiver to the minimum exhibit requirements of this section to any fair association that submits an application for the waiver to the department, at least 60 days prior to the annual public fair or exposition in need of the waiver, and shows good cause why the requirements of this section cannot be met.

# EXAMPLE PARKING

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Directional Signage	1 2 3 4 5		
Parking Price Signage	1 2 3 4 5	X	Parking is free so there are no signs
Street Access	1 2 3 4 5		
Parking availability	1 2 3 4 5		
Parking layout	1 2 3 4 5		
Parking Staff Appearance	1 2 3 4 5		
Parking Staff Attitude	1 2 3 4 5		

**Review all columns and mark any items you feel are not applicappable to your fair. The Visitor will fill in the rest of the items and calculate the points. All NA items will not be factored into the score. After you have reviewed the rest of these pages, complete the summary form at the end of the packet.**

**CONSIDERATIONS:** Paved or dirt lots; onsite or offsite parking; parking fees; shuttle service or mass transit; disability accommodation; staff t-shirts or uniforms; staff performance observations and/or anecdotes.

**Formula to calculate points:**

$$\begin{aligned}
 &\text{Total of ranking scores} &&= \underline{\hspace{2cm}} \\
 &\text{Divided by \# of applicable items} &&/ \underline{\hspace{2cm}} \\
 &\text{Equals total average score for page} &&= \underline{\hspace{2cm}} \text{ (Transfer to page 18)}
 \end{aligned}$$

# EXAMPLE

**FLORIDA FEDERATION OF FAIRS &  
LIVESTOCK SHOWS, INC.**  
*BLUE RIBBON FAIR IMPROVEMENT PROGRAM*

**VISITATION REPORT**

*This page to be printed by the Fair and held for the Visitor. Form to be completed by Visitor*

Visit conducted by (name): \_\_\_\_\_

Date & Time of Assessment Visit: \_\_\_\_\_

Weather Conditions: \_\_\_\_\_

Fair Manager or Official you made contact with: \_\_\_\_\_

**INSTRUCTIONS**

On the following pages, you will be scoring the quality of specific aspects of fairtime operations within 10 broad categories. A 1-5 point scale will be used for the scoring, and space for comments is provided to elaborate on your scoring. There is also a non applicable (N/A) column for those areas that do not apply. Additional space is also provided on the back page of this packet for additional comments, and/or recommendations. The categories are:

- |                                 |  |
|---------------------------------|--|
| * <b>Parking</b>                | * <b>Admission and Gates</b>               |
| * <b>Grounds and Facilities</b> | * <b>Food Concessions</b>                  |
| * <b>Non Food Concessions</b>   | * <b>Competitive Exhibits</b>              |
| * <b>Entertainment</b>          | * <b>Guest Services</b>                    |
| * <b>Carnival – Main Midway</b> | * <b>Livestock Barns &amp; Ag Exhibits</b> |

**Additional Instructions/Guidelines provided on attached sheet.**

CERTIFICATION OF VISIT: I hereby certify that I visited the \_\_\_\_\_ Fair in an official capacity on \_\_\_\_\_, 20\_\_.

Signed: \_\_\_\_\_

Following pages to be filled out by the Fair with NA or Comments and copies printed out and held for each visitor upon their arrival.

# PARKING

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Directional Signage	1   2   3   4   5		
Parking Price Signage	1   2   3   4   5		
Street Access	1   2   3   4   5		
Parking availability	1   2   3   4   5		
Parking layout	1   2   3   4   5		
Parking Staff Appearance	1   2   3   4   5		
Parking Staff Attitude	1   2   3   4   5		

**CONSIDERATIONS:** Paved or dirt lots; onsite or offsite parking; parking fees; shuttle service or mass transit; disability accommodation; staff t-shirts or uniforms; staff performance observations and/or anecdotes.

**Formula to calculate points:**

Total of ranking scores	= _____
Divided by # of applicable items	/ _____
Equals total average score for page	= _____ (Transfer to page 18)

# ADMISSIONS AND GATES

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Admissions Access/Placement	1   2   3   4   5		
Adm. Appearance/Cleanliness	1   2   3   4   5		
Fair Pricing Signage	1   2   3   4   5		
Fair Hours & Info Signage	1   2   3   4   5		
Program/Schedule availability	1   2   3   4   5		
Adm. Staff Efficiency & Attitude	1   2   3   4   5		
Admissions Staff Appearance	1   2   3   4   5		
Ability/Method to Count Attendees	1   2   3   4   5		

**CONSIDERATIONS:** Service for lines; prominence of display of fair dates and opening/closing times; presence or prominence of commercial signage/sponsorship at main gate; staff performance observations or anecdotes; well-used and/or missed opportunities for maximizing fairgoers' early impressions of fair; method of fairgoer counting (e.g., turnstiles?).

**Formula to calculate points:**

Total of ranking scores		= _____
Divided by # of applicable items		/ _____
Equals total average score for page		= _____(Transfer to page 18)

# GROUNDS AND FACILITIES

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Cleanliness	1   2   3   4   5		
Decorations/Theming	1   2   3   4   5		
Landscaping	1   2   3   4   5		
Layout/Use of Grounds	1   2   3   4   5		
Patron Traffic Flow	1   2   3   4   5		
Guest Services/Info Booth	1   2   3   4   5		
Signage (directional)	1   2   3   4   5		
Trash Cans: Appearance	1   2   3   4   5		
Trash Cans: Placement	1   2   3   4   5		
Pedestrian Safety, Limited Vehicle Traffic/Parking	1   2   3   4   5		

**CONSIDERATIONS:** Ease or difficulty of crowd flow; observations regarding vehicles in crowd flow areas; map; cleanliness; disability accommodation; public access to information booth and fair office; staff performance observations or anecdotes.

**Formula to calculate points:**

Total of ranking scores		= _____
Divided by # of applicable items		/ _____
Equals total average score for page		= _____ (Transfer to page 18)

# FOOD CONCESSIONS

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Appearance of Booth(s)	1   2   3   4   5		
Seating Capacity/Shade	1   2   3   4   5		
Cleanliness of Food Areas	1   2   3   4   5		
Food Quality	1   2   3   4   5		
Food Variety	1   2   3   4   5		

**CONSIDERATIONS:** Permanent vs. trailer concessions; picnic and/or other shaded seating areas; vendor observations, conversations, or anecdotes; number of stands in each concessions area; lines for service at mealtime and other times; representation of local or regional specialties.

**Formula to calculate points:**

Total of ranking scores	= _____
Divided by # of applicable items	/ _____
Equals total average score for page	= _____ (Transfer to page 18)

# NON-FOOD CONCESSIONS

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Identification of Booth(s)	1   2   3   4   5		
Appearance of Booth(s)	1   2   3   4   5		
Vendor Variety	1   2   3   4   5		
Vendor Quality	1   2   3   4   5		

**CONSIDERATIONS:** Balance between local business and Fair industry vendors; sightlines and traffic flow; cleanliness of booths (no visible packing boxes, etc); ample aisle widths/ disability accommodation; unusual displays/exhibitors; local participation of utility companies, service industries, schools, etc.; vendor/exhibitor performance observations or anecdotes.

**Formula to calculate points:**

Total of ranking scores		= _____
Divided by # of applicable items		/ _____
Equals total average score for page		= _____(Transfer to page 18)

# COMPETITIVE EXHIBITS (Excluding Livestock)

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Exterior Structure Signage	1   2   3   4   5		
Quality of Presentation	1   2   3   4   5		
Layout/Traffic Flow	1   2   3   4   5		
Variety, Quality of Entries	1   2   3   4   5		
Signage/Tagging of Entries/Exhibits	1   2   3   4   5		
Interior Lighting	1   2   3   4   5		
Demonstrations	1   2   3   4   5		
Use of Creative Props/Theme/Decor	1   2   3   4   5		

**CONSIDERATIONS:** Exhibit docents; entry promotions materials; overall ambiance; special attractions or elements; unusual displays/exhibits; staff performance observations or anecdotes.

**Formula to calculate points:**

Total of ranking scores	= _____
Divided by # of applicable items	/ _____
Equals total average score for page	= _____(Transfer to page 18)

# ENTERTAINMENT

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Venue(s) Presentation/Setting	1   2   3   4   5		
Observable Schedule Signage	1   2   3   4   5		
Act on Schedule/Timeliness	1   2   3   4   5		
Sound Quality	1   2   3   4   5		
Access to Concessions	1   2   3   4   5		
Diversity of Entertainment	1   2   3   4   5		
Appealing Contests/Activities	1   2   3   4   5		
Special Attractions	1   2   3   4   5		
Strolling Acts	1   2   3   4   5		

**CONSIDERATIONS:** Continuity of performances on stage; stage appearance; backdrops or other decor/theming; bleacher or festival seating; ample space for crowds; balance of local community and paid entertainers; variations in types of acts and demographic appeal (type of music or show, targeted day/time for different audiences, etc.); attendance at show and popularity of act.

**Formula to calculate points:**

Total of ranking scores	= _____
Divided by # of applicable items	/ _____
Equals total average score for page	= _____(Transfer to page 18)

# GUEST SERVICES

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Shaded/Rest Areas	1   2   3   4   5		
Diaper Changing Stations	1   2   3   4   5		
Centrally Located First Aid, Lost Kids Area, Security	1   2   3   4   5		
Stroller/Wheelchair Rental	1   2   3   4   5		
Services Located/Noted in Daily Program and Grounds Map	1   2   3   4   5		
Rest Rooms Location/Availability	1   2   3   4   5		
Rest Rooms Cleanliness	1   2   3   4   5		
ATM Access/Location	1   2   3   4   5		

**Considerations:** Based on observation or documented in program schedule; amenities for fairgoer safety and comfort (rest rooms, first aid, security, benches (especially in shady areas), water fountains, phones, ATM, etc.)

**Formula to calculate points:**

Total of ranking scores	= _____
Divided by # of applicable items	/ _____
Equals total average score for page	= _____ (Transfer to page 18)

# CARNIVAL -- MAIN MIDWAY

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
<b>Carnival Access</b>	1   2   3   4   5		
<b>Cleanliness, Maintenance</b>	1   2   3   4   5		
<b>Layout and Traffic Flow</b>	1   2   3   4   5		
<b>Benches, Shade, Comfort</b>	1   2   3   4   5		
<b>Rides Condition/Variety</b>	1   2   3   4   5		
<b>Games Condition/Variety</b>	1   2   3   4   5		
<b>Concessions Variety and Quality</b>	1   2   3   4   5		
<b>Separate Kids Carnival</b>	1   2   3   4   5		
<b>Carnival Staff Appearance</b>	1   2   3   4   5		
<b>Carnival Staff Attitudes/Service</b>	1   2   3   4   5		
<b>Carnival Guest Services</b>	1   2   3   4   5		

*Continued on next page*

## CARNIVAL -- MAIN MIDWAY (CONTINUED)

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
<b>Hazard Barriers &amp; Signage</b>	1   2   3   4   5		
<b>Carnival Ticket Booths, # &amp; Access</b>	1   2   3   4   5		
<b>Rider Responsibility and Safety Signage</b>	1   2   3   4   5		

**CONSIDERATIONS:** Condition of rides (well-maintained appearance); condition of awnings, fencing, and signage; condition of carnival lot; evidence of concern for safety (fencing, signage); game prize condition and accurate signage for win levels; clean uniforms and appearances; special features or attractions; accessible, attractive, and visible ticket booths; pricing signage; family-appropriate ambiance.

**Formula to calculate points:**

Total of ranking scores	= _____
Divided by # of applicable items	/ _____
Equals total average score for page	= _____ (Transfer to page 18)

# LIVESTOCK BARNs & AGRICULTURAL EXHIBITS

Circle # ranking in column	1=poor; 5=excellent	NA	COMMENTS
Presentation and Appeal of Barn(s)	1 2 3 4 5		
Exhibit Signage on Barn(s)	1 2 3 4 5		
Condition of Barn(s)	1 2 3 4 5		
Cleanliness, Maintenance of Barn(s)	1 2 3 4 5		
Level of Exhibitor Activity	1 2 3 4 5		
Condition of Pens, Cages	1 2 3 4 5		
Educational Exhibits and Explanatory Signage	1 2 3 4 5		
Variety of Non-animal Ag Exhibits	1 2 3 4 5		
Quality of Non-animal Ag Exhibits	1 2 3 4 5		
Availability of Informational Personnel	1 2 3 4 5		

**CONSIDERATIONS:** Exhibitor attitudes; level of family activity; disability accommodation; special attractions (nursery, birthing area, milking demonstrations, petting barn); barn tours or other patron education; variety/quality of non-animal exhibits (e.g. FFF traveling exhibits)

**Formula to calculate points:**

Total of ranking scores  
 Divided by # of applicable items  
 Equals total average score for page

$$= \frac{\text{Total of ranking scores}}{\text{\# of applicable items}}$$

= \_\_\_\_\_ (Transfer to page 18)



## SCORING SUMMARY SHEET

To be filled in by Visitor

**INSTRUCTIONS:** Please transfer the total score from each separate sheet to the spaces indicated below. Add each column together. If a category is not applicable (such as a livestock show that does not have a carnival), score that category as a NA (non applicable) and provide comment. In final calculation of formula, add up total number of Applicable category scores, and then add the total number of NA categories. Input numbers into formula (below) to arrive at Total Individual Fair Score.

CATEGORY	Total score from previous pages	NA	COMMENTS
Parking			
Admissions and Gates			
Grounds and Facilities			
Food Concessions			
Non Food Concessions			
Competitive Exhibits			
Entertainment			
Guest Services			
Carnival: Main Midway			
Livestock/Agricultural Exhibits			
<b>Total points scored</b>			

**Formula to calculate total points scored:**

$$\begin{array}{rcl}
 \text{Total Points Scored} & = & \underline{\hspace{2cm}} \\
 \text{Number of Applicable Categories (Max. 10)} & & / \underline{\hspace{2cm}} \\
 \hline
 \text{Total Individual Fair Score} & = & \underline{\hspace{2cm}}
 \end{array}$$

### SCORING RANGE

Average Fair score of 4.0 and higher (factoring all Visitor's scores for same Fair) will receive Blue Ribbon Fair Recognition.

### EVALUATION OF SCORES

This visitation form is meant to be used as an evaluation tool for Fair management. The form is intended to provide an inside-out evaluation: both operational issues and service aspects of a Fair are addressed.

### SUMMARY

Please take a few minutes to complete the final (next) page of this Visitation form. Your comments can be very beneficial to the Fair, and would be greatly appreciated.

### REPORTING SCORES

All official visitors must complete this form and return it as soon as possible after the visitation to:  
David Viers, Volusia County Fair, 3150 E. New York Ave., Deland, FL 32724 OR Fax to: (386) 734-7176

