



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2023.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Henry County, VA

Program Title: Henry County Fair

Program Category: Parks and Recreation

CONTACT INFORMATION

Name: Roger G. Adams

Title: Director

Department: Parks and Recreation

Telephone: (276) 634-4640 Website: www.henrycountyva.gov

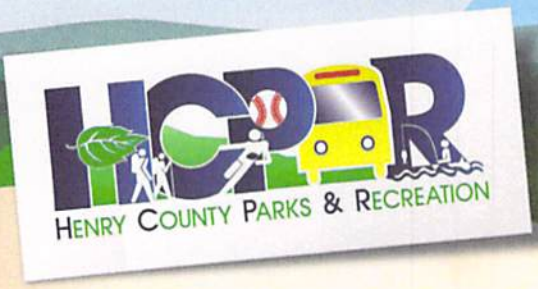
Email: radams@co.henry.va.us

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Roger G. Adams

Title: Director Henry County Parks and Recreation

Signature: *Roger Adams*



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Brief Overview

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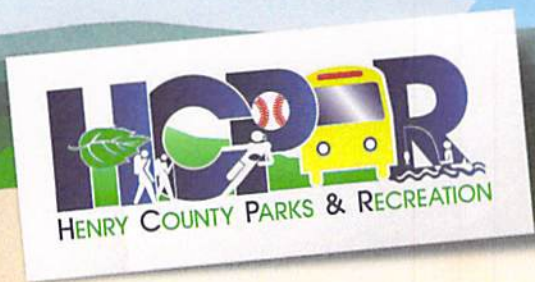
The Board of Supervisors for Henry County were interested in reviving the Henry County Fair which had not been held for over 60 years. They tasked Henry County Parks and Recreation with the job of investigating if this was possible and how to make it happen. Parks and Recreation decided to embark on the journey of making the fair a reality again. Staff visited numerous other fairs in the state to gather ideas and information and put in place a year and half planning process.

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The Martinsville Speedway volunteered space to have the fair and parks and recreation partnered with them to make this happen the same week as the speedway was holding their late model race. After much hard work and a lot of staff hours, the fair was a smashing success the first two years having about 8,000 people in attendance each of the first two years.





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Executive Summary

The Henry County Board of Supervisors had an idea to revive the long dormant Henry County Fair. The motivation was to provide our citizens with a fun multi-day event with attractions for children and adults. There was also desire to use this as a tourism opportunity to attract out of town guests and to encourage the NASCAR fans to stay in town longer as they would be coming for the Late Model Race at Martinsville Speedway and could enjoy the fair while staying longer in Henry County.

Henry County Parks and Recreation was tasked with the job on investigating what was necessary to put on the fair after it was dormant over 60 years. Staff visited other fairs in our region and embarked on a year and half long planning process. The first thing that was needed was a place to have the fair and a partnership with the Martinsville Speedway quickly developed. The speedway offered space for the fair directly adjacent to the track and this provided extra things for the race fans to do when they came to the race.



The county provided startup funds to purchase necessary items for the fair. The majority of labor was done in house with park maintenance staff including, building ticket booths, constructing stage items, erecting a perimeter fence, setting up, working and packing up.



People in the fair business have stated that it can take years to build up a fan base and get word out about your fair but the Henry County Fair had over 8,000 people in attendance each of the first two years. Many exciting things are planned for this year and in the future and we are confident that the fair will continue to grow.





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Henry County Fair Award Application

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Henry County has slowly developed into a hub of outdoor recreation in Southern Virginia with its award winning Philpott Marina, Dick and Willie Trail, Smith River Blueway, Smith

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River Fest and a plethora of parks and outdoor amenities. Park facilities have grown in Henry County from 7 in 2000 to 28 currently and more being planned. The Board of Supervisors had

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a desire to keep this momentum going and had an idea to revive the long dormant Henry County Fair.



The parks and recreation department was tasked with the job of investigating if it was possible to revive the fair and hopefully set that plan in motion. Staff embarked on a year and half adventure of visiting other fairs, ascertaining what all was needed to put on the fair and make this a reality. The first step was to find a location for the fair. A partnership with Martinsville Speedway quickly developed. The speedway offered use of space directly



adjacent to the track and the fair was planned to coincide the same week as the Late Model Race was being held at the speedway.



The county budgeted some startup funds and staff went about putting the wheels in motion. A lot of work that involved building necessary items, setting up and working the fair was done in house with parks maintenance staff. They built four beautiful tickets booths, items for the music stage, installed a perimeter fence and much more. The parks and recreation director took on the role of fair director and handled all of the administrative tasks including





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marketing, booking bands and shows, obtaining a midway provider and much more. Office staff and other county employees worked in the ticket booths.

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The relaunch of the Henry County Fair happened in September 2021. The fair had an awesome midway with thrilling rides, challenging prize games and delicious fair food. The ground attractions included the Great Lakes Timber Show and Rock N Circus Show. There

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was an interactive animal exhibit with many exotic animals. Concerts featured a local band, Plastic Musik and Mountain Heart.



Our plan was to come out of the gate with as big of fair that we could have to make people want to come back again the second year. We immediately stepped up our game for the second fair and booked The Pompeyo Family Amazing Dog Show that was on America's Got Talent. The Rock N Circus Show was a hit the first year so we had them back for an encore the second year. We had a local band the first night of the fair and then secured two radio



stations as sponsors for the second and third night. We had Spirit FM Night and welcomed We Are Messengers and had a country night with Celeste Kellogg playing for B99 Night.



For this year, we have some even bigger things planned. The Pompeyo Family Amazing Dog Show was a huge draw so they will be returning. We booked a brand new Space Adventure Show for the other ground attraction. We went even bigger on the concerts. The first night this year will be country night with B99 and we will welcome Carrie Brockwell from the last





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season of American Idol. The second night will be tribute band night as The Ultimate Eagles Tribute Band will take the stage. Friday night will be Spirit FM night as we will welcome Colton Dixon.

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Over 8,000 people attended each of the first two years. We sold all of our sponsor slots and continue to build on the partnership with the Martinsville Speedway. Our fair has come close

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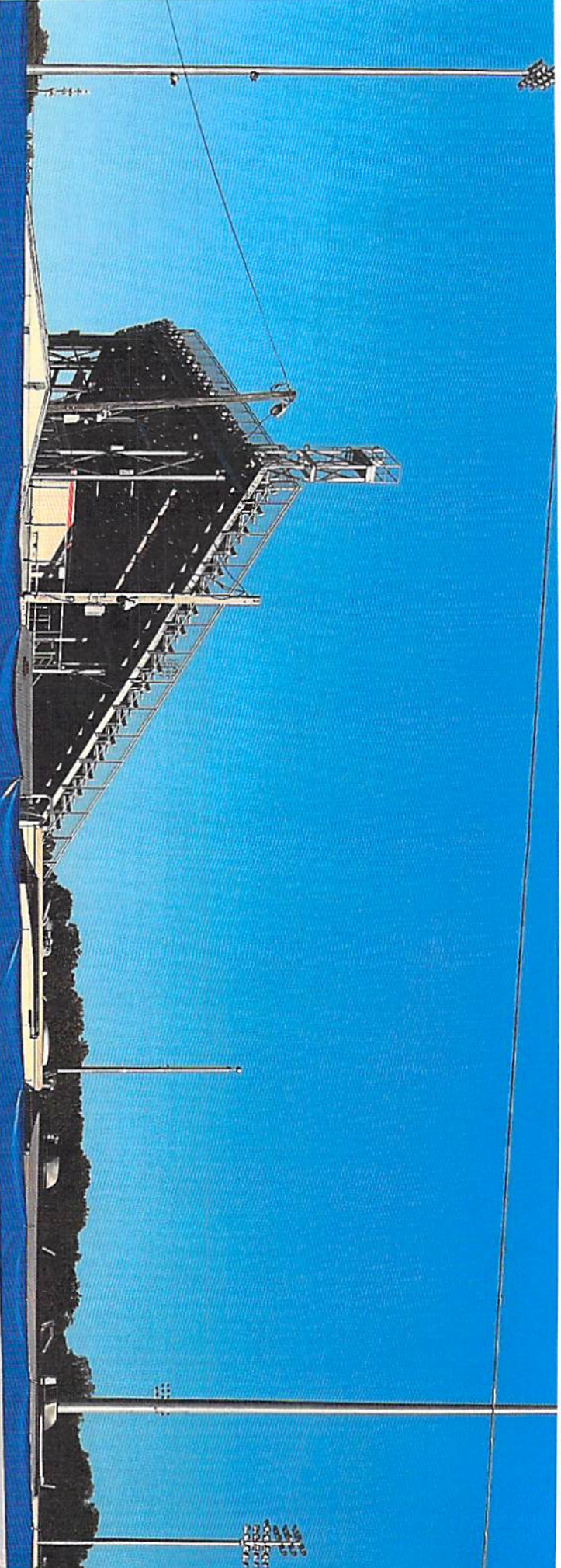
to breaking even and most fair experts say that it takes some time to accomplish that and to draw the crowds that we have been attracting. The fair has been a great success and special event for our citizens and visitors alike.

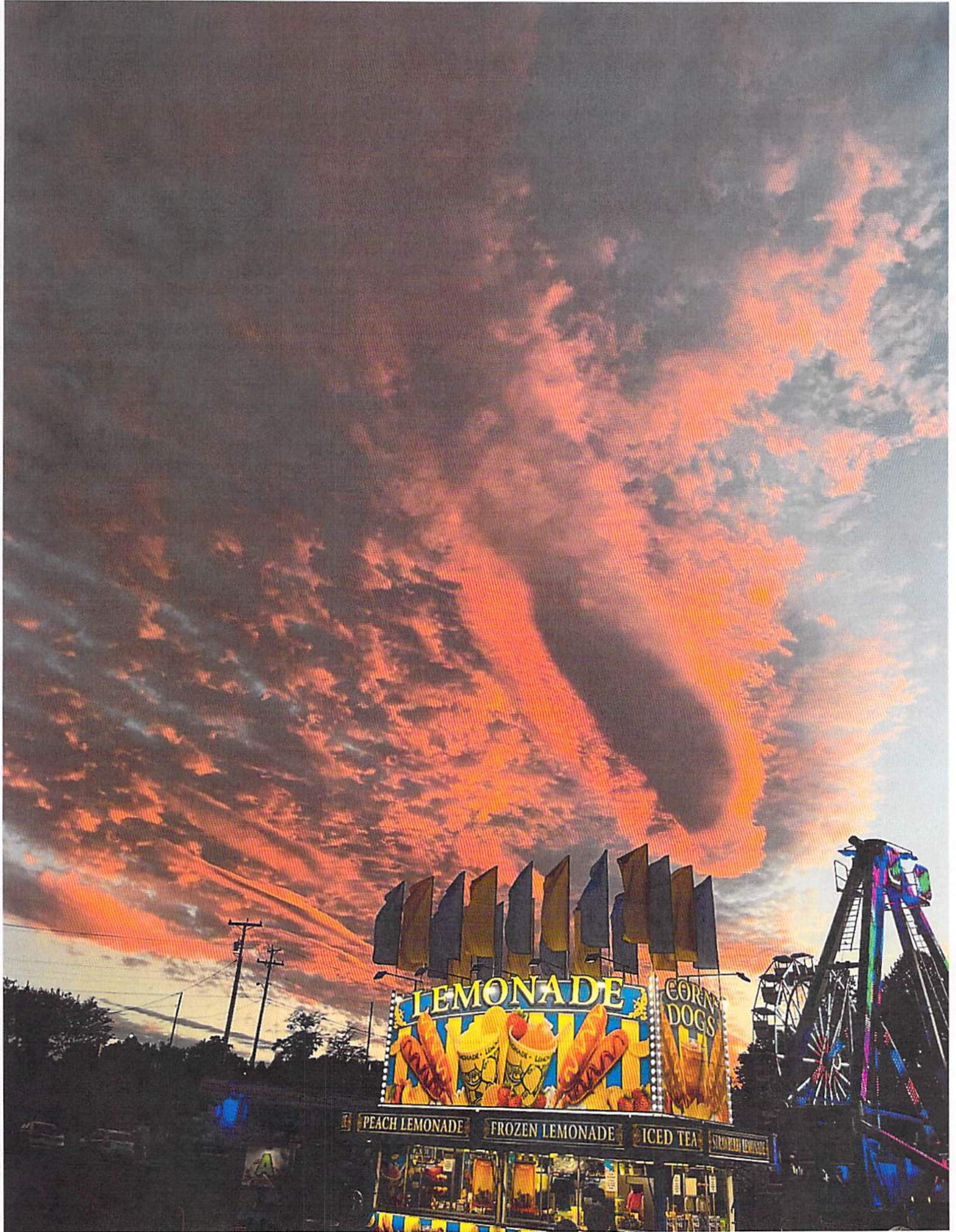




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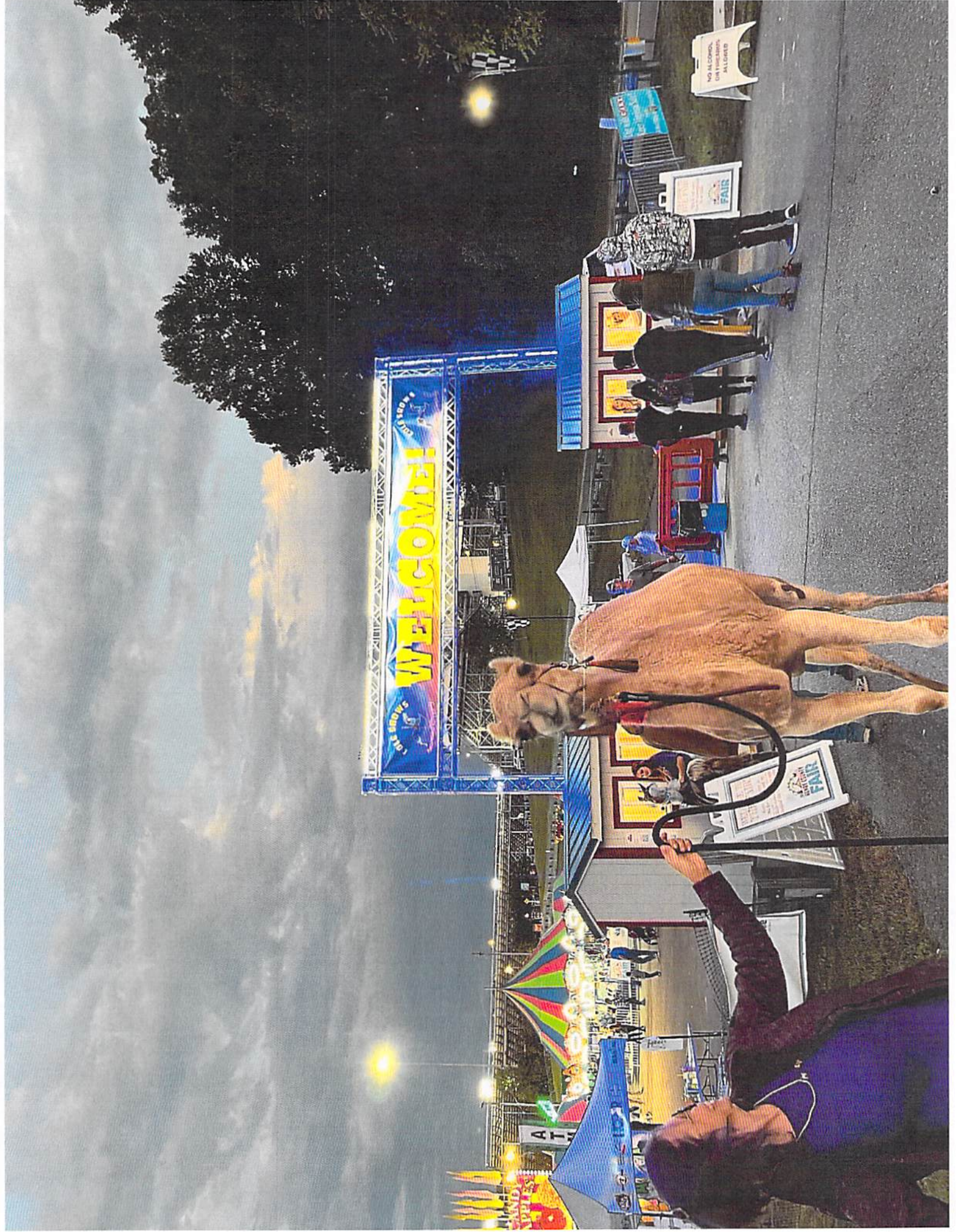
FROZEN LEMONADE

ICED TEA

STRAWBERRY LEMONADE







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THE SHOWS

NO ALCOHOL,
DRUGS,
OR FIREARMS
ALLOWED

THE FAIR

AT

THE FAIR

