



Blue Ribbon Evaluation Program

Purpose

“To Establish Blue Ribbon Standards for Florida Fairs, using Best Practices”

Instructions for the following pages:

- Evaluate specifics in each area of the fair on a scale of 1 to 5.
- Review the “Best Practices” at the top of each page to assist in the evaluation.
- A non-applicable (N/A) column is available for areas that do not apply.
- Add specific comments pertaining to the specific area.
- Use the Suggestions/Summary sheet for overall fair comments and evaluation score.
- Attach pictures with comments if needed.

Areas to be evaluated:

Parking	Admissions/Gate Operations
Grounds and Facilities	Concessions
Guest Services	Competitive Exhibits
Entertainment	Livestock & Agricultural Exhibits
Midway/Carnival	Other Areas....Historical Villages

Evaluation Certification Information:

Evaluation conducted by _____
Print Name of person conducting evaluation

Date of evaluation _____ Time of evaluation _____

Weather conditions during evaluation _____

Fair Manager or Fair Official contacted during evaluation _____

Completed forms instructions:

Please return the completed form to the Merit Committee co-chair person as follows:

Fall Fairs (August – December)

Pete Sutton
Clay County Agricultural Fair
P.O. Box 1066
Green Cove Springs, Fl. 32043

Spring Fairs (January – April)

Gayle Hart
Greater Jacksonville Agricultural Fair
510 Fairgrounds Place
Jacksonville, Fl. 32202

Florida Federation of Fairs & Livestock Shows, Inc.
Blue Ribbon Fair Evaluation

Parking

Best Practices & Guidelines:

1. Parking area should be visible with directional signage as guests approach fairgrounds area.
2. Signs should be used to identify parking price.
3. Parking layout should be guest friendly.
4. Parking attendants should be easily identifiable and project proper professional image.
5. Parking attendants' attitude should be guest friendly.
6. Handicap parking spaces should be available and identified with proper signage. (Ratio guidelines are one H/C spot per 25 up to 100 spaces, then 1 per 100; Van spots should be 1 per 5 H/C spots; need 5 foot aisle on each side for van accessibility)
7. Entrances and exits should be clearly marked.
8. Lot should be well lighted for guests' safety.
9. Shuttle services should be provided if distance to ticket gate is a long way.
10. Parking lot conditions should be clean and in firm condition.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Directional Signage	1 2 3 4 5		
Parking Price Signage	1 2 3 4 5		
Layout	1 2 3 4 5		
Attendants Appearance	1 2 3 4 5		
Attendants Attitude	1 2 3 4 5		
Handicap space and signage	1 2 3 4 5		
Entrance/exits signage	1 2 3 4 5		
Lighting	1 2 3 4 5		
Shuttle Service	1 2 3 4 5		
Parking lot conditions	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

Florida Federation of Fairs & Livestock Shows, Inc.
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Admissions/Gate Operations

Best Practices & Guidelines:

1. Admission gate area should be easily identified, clean, and have trash cans available.
2. An appropriate number of windows should be available to serve guests; if long lines are observed, did the fair provide entertainment and/or extra staff to minimize the complaints and wait.
3. Admission prices should be posted.
4. Fair hours should be posted.
5. "Will Call" window should be identified, if appropriate.
6. Ticket sellers and takers should project a good appearance with a guest friendly attitude.
7. Fair program should be available.
8. Fair should have a good system to accurately count guests.
9. Entrance and exit gates should be clearly identified.
10. Exit signage should encourage Thanks for attending and encourage a return with next year's dates.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Admission/Gate area	1 2 3 4 5		
Adequate windows open & service	1 2 3 4 5		
Admission prices	1 2 3 4 5		
Fair hours	1 2 3 4 5		
Will Call	1 2 3 4 5		
Attendants appearance & attitude	1 2 3 4 5		
Fair program	1 2 3 4 5		
Accurate counts	1 2 3 4 5		
Entrances & exits	1 2 3 4 5		
Exit signage	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Grounds & Facilities

Best Practices & Guidelines:

1. All facilities should be handicap accessible with proper signage.
2. Trash receptacles should be placed at least every 100 feet; they should be covered or painted to project a clean image; receptacles should also be available in the barn and exhibit building areas as needed. Be sure to provide a receptacle beside each hand washing sink.
3. If fair recycles, receptacles should be placed by all trash receptacles for easy separation by guests.
4. Layout of grounds should be guest friendly with all assets used.
5. Directional signs should be used to provide a smooth traffic pattern which provides easy access to all facilities.
6. Moving vehicles and golf carts should be used in guest restricted areas only, not on pedestrian walkways.
7. Hand sanitation and/or hand washing stations should be provided near food concessions and midway area.
8. Landscape should be guest friendly with shade and sitting areas provided.
9. The Fair's theme should be recognizable to guests.
10. The Fair should have a program to keep the grounds and facilities clean at all times.

Evaluation Area	Circle grade 1 = Poor 5 = Excellent	N/A	Comments
Trash/Recycling Receptacle's	1 2 3 4 5		
Recycling	1 2 3 4 5		
Traffic Flow	1 2 3 4 5		
Handicap accessibility	1 2 3 4 5		
Directional Signage For traffic flow	1 2 3 4 5		
Hand-washing and/or sanitation provided	1 2 3 4 5		
Fair Theme Recognition	1 2 3 4 5		
Landscape	1 2 3 4 5		
Vehicle & Golf Cart Usage	1 2 3 4 5		
Grounds Cleanliness	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Concessions

Best Practices & Guidelines:

1. Food concessions should offer variety vs. duplication.
2. Professional menu boards with prices should be visible at each concession.
3. Service should be prompt and provide a positive guest experience.
4. Seating should be available near food concessions.
5. Food concessions should be integrated in layout for guest convenience; food should not be near animal areas.
6. Hand washing and/or sanitizers should be available near food concessions with signage for proper hand washing.
7. Commercial exhibits/concessions should be balanced with local businesses and fair industry vendors.
8. Concessions vendor space should:
 - a. Have a sign to identify company.
 - b. Be staffed for interaction with guests.
 - c. Appearance should be guest friendly with no boxed supplies visible to guests.
9. Outside tents should be flame retardant and free of any trip hazards.
10. Screening and/or fencing should be used to hide trailer tongues, propane tanks etc.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Variety	1 2 3 4 5		
Menu boards/pricing	1 2 3 4 5		
Service	1 2 3 4 5		
Seating	1 2 3 4 5		
Food concession integration	1 2 3 4 5		
Hand washing and/or sanitizing	1 2 3 4 5		
Local/Industry balance	1 2 3 4 5		
Booths	1 2 3 4 5		
Tents	1 2 3 4 5		
Screening/fencing	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Guest Services

Best Practices & Guidelines:

1. Guest Services/Information Booth (s) should be available for guests near the entrance and/or in a central location inside the grounds.
2. First Aid station and Lost & Found should be available and clearly marked for guests.
3. ATM's should be available for guest convenience and strategically located.
4. Strollers, kiddy wagons, and wheel chairs should be available for rental, if possible.
5. Shaded areas with benches and tables should be provided for guests.
6. Fair and/or daily program of events should be provided.
7. Adequate number of rest rooms should be available and have a program in place to maintain cleanliness.
8. Restrooms should provide diaper changing stations.
9. Rest rooms should be handicap accessible and signed properly.
10. Guest should have access to a map of the fairgrounds with basic services identified (entrance, exit, ATM, lost/found, first aid, rest rooms, H/C rest rooms).

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Guest Services booth	1 2 3 4 5		
First Aid Lost & Found	1 2 3 4 5		
ATM's	1 2 3 4 5		
Stroller, wheelchair rental availability	1 2 3 4 5		
Shaded area with benches and tables	1 2 3 4 5		
Fair/Daily Program	1 2 3 4 5		
Rest room availability & cleanliness	1 2 3 4 5		
Diaper changing stations	1 2 3 4 5		
Rest room handicap Accessibility	1 2 3 4 5		
Fairgrounds map	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Competitive Exhibits

Best Practices & Guidelines:

1. Exhibit buildings should have outside signage to identify the type of exhibits inside.
2. Competitive exhibits should be grouped by competition categories.
3. Inside signage should identify the categories of competition.
4. Demonstrators should be used to create excitement and guest education for the various categories.
5. Fair theme should be evident throughout the competitive exhibit area.
6. Volunteers/staff should be on-hand to provide security and answer questions.
7. Layout and traffic flow should be guest friendly.
8. Proper lighting is critical to exhibit presentation.
9. Trash cans should be provided to keep the area clean.
10. Floors should be clean and free of trash.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Building signage	1 2 3 4 5		
Grouping	1 2 3 4 5		
Inside signage	1 2 3 4 5		
Demonstrators	1 2 3 4 5		
Fair theme	1 2 3 4 5		
Volunteers	1 2 3 4 5		
Layout & traffic flow	1 2 3 4 5		
Lighting	1 2 3 4 5		
Trash cans	1 2 3 4 5		
Floors	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Entertainment

Best Practices & Guidelines:

1. Strolling acts should be included in entertainment package to engage the guests.
2. Acts should be diverse to provide entertainment for all ages.
3. Acts should be balanced throughout the fair to create value each day.
4. Signs should be used to promote next show times for ground and/or stage acts; times should also be listed on website and program.
5. Acts should be integrated in layout to provide easy guest access for refreshments.
6. Local community acts should have a place to perform and/or be a part of the entertainment package.
7. Sound quality is very important aspect for all acts.
8. Appealing contests and activities should be scheduled.
9. All entertainment acts should start on-time.
10. Special attractions should be considered for daily themes.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Strolling acts	1 2 3 4 5		
Diversity for all ages	1 2 3 4 5		
Daily balance	1 2 3 4 5		
Signage	1 2 3 4 5		
Access to concessions	1 2 3 4 5		
Local acts	1 2 3 4 5		
Sound quality	1 2 3 4 5		
Appealing contests	1 2 3 4 5		
Special attractions	1 2 3 4 5		
	1 2 3 4 5		

Total of evaluation scores above	
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Equals total average score	

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Livestock & Agricultural Exhibits

Best Practices & Guidelines:

1. Presentation and layout of the Livestock Barn should be Guest-friendly with Guest safety in mind.
2. No food, drink, or smoking should be allowed in the animal areas.
3. The pens, cages, and stalls should be sanitary and clean at all times.
4. Staff/Volunteers should be available for any Guest questions.
5. Signs should be used to promote traffic flow and identify restricted areas.
6. Hand washing sinks with proper techniques & reminder signage should be provided at all Livestock Barn exits.
7. Signs should be used to educate guests on risks in animal areas.
8. Non-animal agricultural exhibits should be available to promote related interests.
9. Educational exhibits should be used to promote agriculture education to Guests.
10. Show times should be posted for Guests and included on the website and daily programs.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Presentation and Layout of Barn (s)	1 2 3 4 5		
Cleanliness of Barn for animals and guests	1 2 3 4 5		
Educational Exhibits	1 2 3 4 5		
Non- Ag Exhibits	1 2 3 4 5		
Signage	1 2 3 4 5		
Staff/Volunteer Availability	1 2 3 4 5		
Hand-washing sinks	1 2 3 4 5		
Guest safety	1 2 3 4 5		
Food/drink/smoking Restrictions	1 2 3 4 5		
Traffic flow and restricted areas properly signed	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Midway/Carnival

Best Practices & Guidelines:

1. Access to the midway should be distinctively marked.
2. Ticket booths should be available with prices, promotions, and ride restrictions posted.
3. Layout should be guest-friendly with benches provided.
4. A midway office area for guests should be available and identified for questions, suggestions, and/or complaints.
5. A separate area should be provided for the kids carnival rides.
6. The midway attendants should be in uniform or dressed neatly, demonstrate a guest-friendly attitude, and refrain from off-color language.
7. Carnival rides should be clean; have signs posted for tickets required and height restrictions, if applicable; no cables should be across pedestrian walkways unless properly covered with rubber ramps.
8. Restroom facilities, hand washing sinks and/or sanitation stations should be provided in the midway area.
9. Food concessions in the midway area should have prices posted and be compatible with Best Practices listed under "Concessions".
10. Games should have rules and prices clearly posted.

Evaluation Area	Circle Grade 1 = Poor 5 = Excellent	N/A	Comments
Midway access	1 2 3 4 5		
Ticket booths	1 2 3 4 5		
Layout	1 2 3 4 5		
Midway office	1 2 3 4 5		
Kiddy area	1 2 3 4 5		
Midway attendants	1 2 3 4 5		
Carnival rides	1 2 3 4 5		
Restroom & Hand washing /sanitizing	1 2 3 4 5		
Food concessions	1 2 3 4 5		
Games	1 2 3 4 5		

Total of evaluation scores above	
Divided by number of applicable items	
Equals total average score	

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Suggestions/Summary

Suggestions for the Fair (Attach additional sheets and pictures if needed):

Summary of Evaluation:

<u>Evaluation Area</u>	<u>Evaluation Score</u>
Parking	
Admissions/Gate Operations	
Grounds and Facilities	
Concessions	
Guest Services	
Competitive Exhibits	
Entertainment	
Livestock & Agricultural Exhibits	
Midway/Carnival	
Special Areas/Historical Villages	
Total points scored	
Divide the total points scored by number of evaluated areas	
Fair Evaluation Score	

Please return the completed form to the Merit Committee co-chair person as follows:

Fall Fairs (August – December)

Pete Sutton
 Clay County Agricultural Fair
 P.O. Box 1066
 Green Cove Springs, Fl. 32043

Spring Fairs (January – April)

Gayle Hart
 Greater Jacksonville Agricultural Fair
 510 Fairgrounds Place
 Jacksonville, Fl. 32202