



Presenting Sponsor



Annual Report 2023

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Board of Directors 2022-2023

September 2023 - Annual Membership Meeting & Election of Board Members

Officers

Sharon Chidsey
President, Dir of Arts & Crafts Vendors

Bob Flanagan
Vice President, Dir of Kids Zone

Dani Stockwell
Treasurer, Co-Dir of Food Vendors

Susan (Suz) Morrison

Consultant

Lorie Foley
Administration
Business/Gov't Services

Directors

Kevin Damian
Dir of Stage Entertainment

Dan Dicandilo
Dir of Volunteers, Ashland Kiwanis

Bill Gatewood
Dir of Security & Safety

Betty LaPlace

P.J. Edmonds
Dir of Grants-for-Work, Ashland Kiwanis

Judy McKinney
Dir of Procurement

Leon Stockwell
Dir of Grounds, Co-Dir of Food Vendors



Sharon Chidsey, long-time volunteer, 2023 "Spirit of the Faire." Photo credit Lorie Foley.

Ashland Strawberry Faire by the Numbers

Vendor Count by Year

% Diff

	2018	2019	2022	2023	(2022-2023)
Ashland / Hanover County Businesses	59	61	47	41	87%
Arts & Crafts Vendors	138	137	111	131	118%
Food (agricultural and non-cooking)	-	-	16	25	156%
Political Groups	2	2	2	5	250%
Government Services	5	4	11	11	100%
Commercial Food Vendors	19	21	14	9	64%
Non-Profit Groups	38	45	27	30	111%
Total Vendors	261	270	228	252	111%

Booth Fees by Year

10x10 ONLY

	2019	no faire	2022	2023	(2022-2023)
Ashland / Hanover Co Businesses (sell)	\$125	--	\$155	\$165	106%
Arts & Crafts Vendors	\$100	--	\$130	\$140	108%
Food (agricultural and non-cooking)	\$100	--	\$130	\$140	108%
Political Groups	\$125	--	\$155	\$200	129%
Government Services	\$0	--	\$0	\$0	--
Commercial Food Vendors	\$175	--	\$180	\$190	106%
Non-Profit Groups	\$25	--	\$55	\$65	118%

2023 - Change in Financial Position (Jan 1 - Dec 31, 2023)

	Beg Balance Jan 1 2023	End Balance Dec 31 2023	Change
PayPal	\$289	\$1,391	\$1,102
PRIMIS (Checking)	\$4,381	\$21,272	\$16,891
PRIMIS (CDs)	\$10,274	\$10,513	\$239
Ending Balance	\$14,944	\$33,176	\$18,232

2023 - Operating Statement

	2022	2023	Change
Revenue - Vendors	\$27,160	\$43,198	\$16,038
-Reimburse Vendors	(\$2,020)	(\$2,445)	(\$425)
Revenue - Sponsorships	\$9,800	\$15,900	
-Reimburse Sponsorships	(\$130)	(\$220)	(\$90)
Revenue - Non Vendors	\$25	\$68	\$43
Revenue - Donations (Dunk, KZ, Info)	\$2,224	\$2,078	(\$146)
Revenue - Donations (Merchandise)	\$399	\$783	\$384
Revenue - Donations (Scholarships)	\$100	\$4,200	\$4,100
Total Revenue	\$37,557	\$63,562	\$19,905
Expenses - Operations	\$9,771	\$9,884	\$113
Expenses - Operations (storage)	\$1,000	\$1,000	\$0
Expenses - Operations (Grants-for-Work)	\$4,650	\$5,700	\$1,050
Expenses - Admin - Salary / 15% Fundraising	\$11,500	\$10,000	(\$1,500)
Expenses - Admin	\$262	\$1,018	\$756
Expenses - Entertainment	\$3,912	\$3,842	(\$69)
Expenses - Security Operations	\$2,574	\$1,835	(\$740)
Expenses - PayPal Fees	\$697	\$1,116	\$419
Expenses - Adjustment	(\$24)	\$41	\$65
Subtotal Expenses	\$34,342	\$34,436	\$94
Expenses - Donations to Non-Profits (Dunk)	\$808	\$894	\$86
Expenses - Scholarship - HC Students/Kiwanis	\$6,000	\$10,000	\$4,000
Subtotal Donations/Scholarships	\$6,808	\$10,894	\$4,086
Total Expenses	\$41,150	\$45,330	\$4,180
Net Change for Year	(\$3,593)	\$18,232	

Breakdown of Non-Profit Support 2023

	#	\$ Value
Non-Profits that paid reduced Booth Fee	17	\$1,725
Non-Profits that received donations from Comm Food Vendors	11	\$3,600
Non-Profits that volunteered 2 hours for Booth Space	5	\$325
Non-Profit Animal Groups - No Charge for Booth Space	4	\$260
Donations to Charities (Dunk Booth)	7	\$894
Total	44	\$6,804



Meadowbridge Seventh Day Adventist booth at the 2023 Faire. Photo by Summie Bledsoe.

2023 Dunk Tank Donations to Charities

ACES	\$	158.00
Hanover Arts & Activities Center	\$	120.00
CJ's Thumbs Up	\$	152.00
Circles Ashland	\$	102.00
Humane Society	\$	228.00
Hanover Safe Place	\$	67.00
Ashland Kiwanis	\$	67.00
Total	\$	894.00

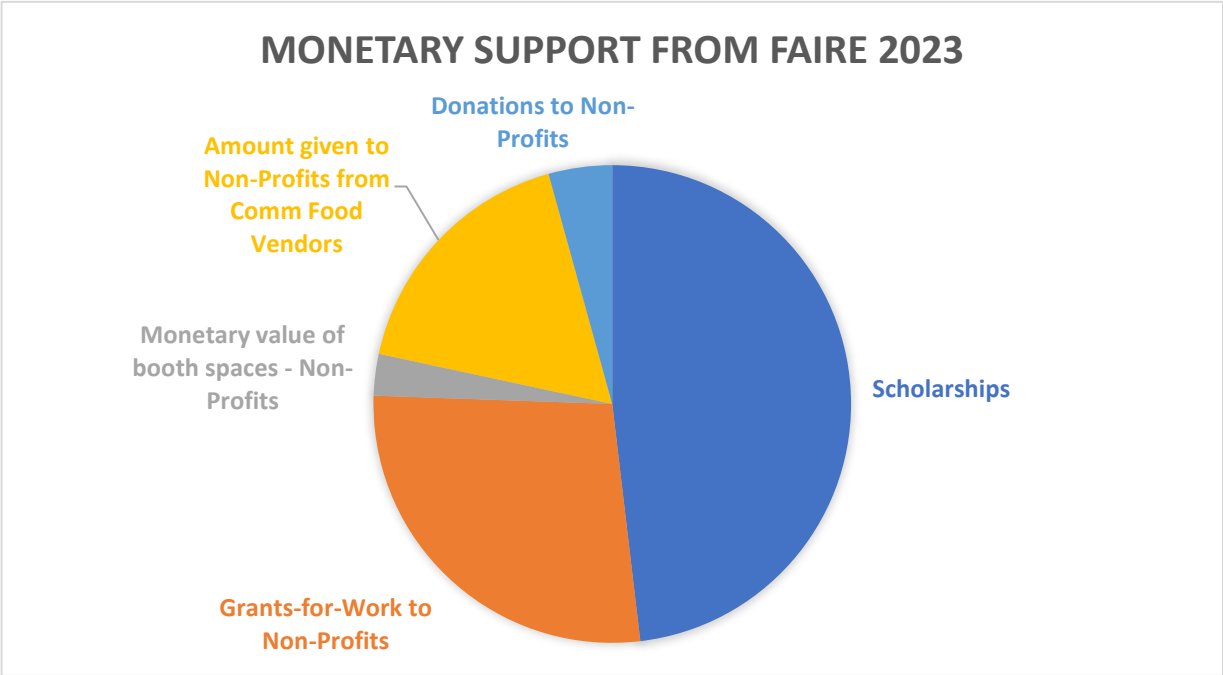


Ashland Police Chief Troy Aronhalt raised \$158 for ACES at the Dunk Tank.
 Photo credit Summie Bledsoe.

Total Monetary Support From Faire 2023

Scholarships, Grants-for-Work, Donations, Booth Spaces

Scholarships	\$10,000
Grants-for-Work to Non-Profits	\$5,700
Monetary value of booth spaces - Non-Profits	\$585
Amount given to Non-Profits from Comm Food Vendors	\$3,600
Donations to Non-Profits	\$894
Total	\$20,779



2023 Grants-for-Work

Non-Profit Groups who Received Grants-For-Work

Kiwanis Club of Ashland	\$	1,300.00
Knights of Columbus	\$	1,500.00
Comfort Zone (Kid Zone/Street Parties)	\$	600.00
Hanover ARC	\$	400.00
Ashland Volunteer Fire Dept	\$	400.00
Boy Scout Troop 706	\$	600.00
YMCA	\$	400.00
Patrick Henry Band Boosters	\$	100.00
Ashland Vol Rescue Squad	\$	400.00
Total Amount Given in Grants-for-Work:	\$	5,700.00



Patrick Henry HS Drum Line prepares for Strawberry Kids Parade. Photo by Diane Stoakley.

2023 Scholarships

10 Scholarships

Atlee High School - 2 Scholarships	\$	2,000.00
Hanover High School - 2 Scholarships	\$	2,000.00
Lee Davis High School - 2 Scholarships	\$	2,000.00
Patrick Henry High School - 2 Scholarships	\$	2,000.00
Randolph-Macon College - 1 Scholarship	\$	1,000.00
Hanover Center for Trades & Technology - 1 Scholarship	\$	1,000.00
Total Amount Given in Scholarships:	\$	10,000.00

Thanks to a generous donation from RCI/Hometown Realty in 2023, the Faire was able to increase each scholarship amount to \$1,000. Thank you, Todd Rogers!



**Scholarship Winners - celebration event on
May 3, 2023
Hanover Arts & Activities Center**

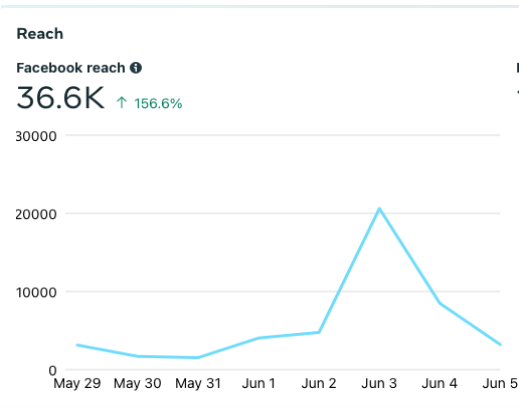
- Atlee High School:**
Jay Pace Scholarship – Erika Kengni
Tafi Yourtee Scholarship – Barbara Johnson
- Hanover High School:**
Jay Pace Scholarship – Kaylie McCorkle
Tafi Yourtee Scholarship – Ainsley Lawhorn
- Mechanicsville High School:**
Jay Pace Scholarship – Alex Emerson
Tafi Yourtee Scholarship – Garrison Cornwell
- Patrick Henry High School:**
Jay Pace Scholarship – Kaleigh Buckalew
Tafi Yourtee Scholarship – Isaac Weakland

Facebook

	2019	2022	2023
Followers	3,584	4,754	5,190
Likes	3,467	4,460	4,700

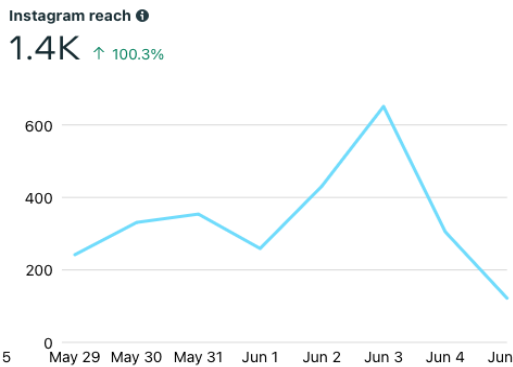
Facebook Insights

20,619 Facebook Reach on June 3, 2023. 8,556 Facebook visits on June 3, 2023.



Instagram Insights

651 Instagram Reach on June 3, 2023. 313 Instagram visits on June 3, 2023.



Google Insights

Overall Rating: 4.7 out of 5 stars

42 Google Reviews

2023 Sponsorships

Presenting Sponsor - Village Bank	\$	5,000.00
"Berry" Good Friend of the Faire (RCI/Hometown)	\$	1,000.00
Trolleys (sponsored by Town of Ashland and Cascades Holdings)	\$	2,000.00
Blackwell Stage (sponsored by ACE Hardware & Equipment)	\$	1,500.00
"Hanover in Action" Pavilion (sponsored by Cool Spring Rec Center)	\$	1,200.00
Food Court (sponsored by Edward Jones)	\$	500.00
Motor Mile (sponsored by Ferbers Tire & Auto)	\$	1,000.00
BARKing Lot (sponsored by Fin & Feather Pet Center of Ashland)	\$	300.00
Kid Zone (sponsored by FURR)	\$	1,000.00
Strawberry Faire Pageant (sponsored by McCardle Insurance)	\$	200.00
Total Amount in Sponsorships:	\$	13,700.00



Presenting Sponsor - Village Bank. Photo credit Summie Bledsoe.

	2022 NON-PROFITS	DESCRIPTION	
			\$65-Admin Fee OR
*	VENUE FOR NON-PROFITS	Community information/donations	2 Hrs Voluntering
1	American Legion Post 206	Provide information	Info
2	Ashland Congregation of Jehovah's Witnesses	Positive messages	Info
3	Ashland Moose Family Center #2099	Information about the mission	Info
4	Bikers Against Child Abuse	Awareness	Info
5	Calvary Chapel Mechanicsville	Informational material	Info
6	Circles Ashland	Informaton, lollipops, in front of Duncan Memorial Church	Info
7	Cross Reference Radio	Church radio ministry	Info
8	enCircle	Foster care program information	Info
9	Falun Dafa Association of Washington DC Inc	Shen Yun is classic Chinese dance and music	Performance
10	Hanover & King William Habitat for Humanity	Promoting the organization's work	Info
11	Hanover Baptist Church	Games, crafts for families, raise awareness for HBC	Info
12	Hanover Farm Bureau	Promoting agriculture	Info
14	Kenwood United Methodist Church	Information booth giving out crocheted strawberries	Info
15	Lynnhaven School	Informational booth with mini golf	Info
16	Market Ashland Partnership	MAP grocery bags	Info
17	Meadowbridge Seventh-day Adventist Church	Children's games, free water bottles, prayer	Info
18	Mechanicsville AARP Chapter 5407	Information about our Chapter and AARP	Info
19	Operation Christmas Child	Provide information on the mission of OCC	Info
20	Patrick Henry's Scotchtown	Information about Patrick Henry's Scotchtown	Info
21	R-MC Bookstore	Randolph-Macon bookstore	Info
21	Richmond Region Tourism	Brochures and games	Info
22	St. Pauls Episcopal Church	Hand out pamphlets, highlight church ministries	Info

23	The Carmel School	Lego; magnet blocks for kids	Info
24	Trinity Lutheran Church	Children's games, giveaways, literature	Info
25	VCU ATHLETICS - Virginia Commonwealth University	Rodney Ram, Prizes, info; mini soccer	Info
26	Vets on Track Foundation	Increase awareness about homelessness, T-shirts	Info
27	Operation Paws for Homes	Raffle basket, adoptable foster dogs	Animal
28	Richmond Ruff House	Fundraiser items and adoptable dogs	Animal
*	VENUE FOR NON-PROFITS	Community fundraising and sales	Booth fee
1	Clay Springs Ruritan Club	Hamburgers, hot dogs, corn dogs, cotton candy	100% profit
2	Boy Scout Troop 793	Lemonade	100% profit

*	NON-PROFIT SUPPORT	% of Profit from Commercial Food Vendors	Amount
1		Funcakes	
2		Johnson Family Funnel Cakes	
	Goochland Cares	Leisure Time Cncessions (Kona)	\$250
3		Miami Fusion	
4		Mimi's Ice N' Custard	
5		PJ Cheese (aka Papa Johns Pizza)	
6	American Cancer Society	Sherri's Crab Cakes	\$642
7		Simply Street Food	
8		Speedy Pops Concession	
9		Totally Nutz RVA	
10		Turkish Grill NC, Inc	

Total \$892

2023 Presenting Sponsor



The Faire is made possible through a partnership with the Kiwanis Club of Ashland.



Hometown Partners



Faire Photographers: Diane Stoakley and Summie Bledsoe

About the Ashland Strawberry Faire, Inc.

The 41st Ashland Strawberry Faire was held on the streets of Randolph-Macon College in historic Ashland, Virginia on June 3, 2023. The Faire is a traditional celebration to promote the community and celebrate the strawberry harvest. The Faire is held in June, on the campus of Randolph-Macon College campus.

The Faire is a free, community and family-oriented event during which non-profit groups and churches raise funds and offer something for everyone.

There are vendors selling arts, crafts, plants, and antiques to the thousands who attend. There are local businesses featured from Ashland and Hanover. The proceeds from the Faire provide scholarships and grants to local non-profit groups.



Poster design: Mike Cody