

**D5NR Auxiliary Public Affairs Booth
2014 Delaware State Fair
After Action Report**

Prepared by: ADSO-PA(C) Cindi Chaimowitz Date: August 10, 2014

Event Synopsis:

The Delaware State Fair is an annual event and 2014 marked its 95th year located in Harrington, Delaware. The fair is a 10 day event; opening day was Thursday, July 17th and continued through Saturday, July 26th. Attendance at the 2014 fair was recorded with almost 282,000 fairgoers up over 25% from last year.

D5NR, Division 12, applied to the Division of Fish & Wildlife in late April to set up a booth in their secured area for the span of 10 days. Originally, we were told “Due to budget constraints, the Division of Fish & Wildlife will not be opening the wildlife room in the Delaware Department of Natural Resources and Environmental Control (DNREC) building this year. We will instead be allocating those funds toward other wildlife and habitat restoration projects.” Six weeks before the fair started we were told that the space was ours if we still wanted to use it. This is the 41st year members of the Division have manned a public affairs booth at the fair.

13 Auxiliarists from 4 Divisions in the 5NR area contributed a total of 160 hours during this 10 day event. This is an increase in members and hours from last year. Materials including stickers, coloring books, federal requirements and State boating laws from Delaware, Maryland and Pennsylvania were available to the 16,166 individuals that walked thru the DNREC pavilion. DNREC supplied the Auxiliary this year with 11 tickets, 2 cases of rulers, 350 boating laws and 1,000 fishing guides. Over 2,000 paddling pamphlets alone were distributed to the public, because of the event's proximity to popular canoeing and kayaking waterways as well as to the Delaware River commercial navigation channels, our Paddle Craft Safety and "Operation Clear Channel" programs were highlighted along with our traditional RBS messages.

The Auxiliary booth consisted of a table displaying literature/pamphlets, children's life jackets for try-on purposes were available in assorted sizes, whistles and a computer was used the first day that provided pictures of the Auxiliary in action. A kayak was recommended last year to be set up (including safety gear) for view to entertain questions in regards to the Paddle Craft program and paddling safety. Unfortunately, due to the lack of space we decided to table the idea until next year. Additionally, our Vessel Safety Banner was also displayed based on recommendations from last year. Many boaters requested and have received vessel safety checks this season due to the use of the banner.

Auxiliary mission forms (7030) were made available to be filled out daily. They were collected at the end of the 10 days and submitted into AUXDATA. Requests for boat safety checks, membership information requests and boat education classes have been forwarded to the appropriate Flotillas for follow up.

ADSO-PA (C) Cindi Chaimowitz distributed a sign-up sheet and map 11 weeks prior to the start of the event and made mention of the event 2 months prior at the Division 1 and Division 12 meetings. Although the heat and age of our Auxilarists does make it difficult for members in both Division 1 and 12 to man the PA booth, I am happy to report that there was an increase in members signing up in both Delaware Divisions. For those of us that manned the booth the first 6 days of the fair enjoyed the cooler weather (for once). The last day of the fair our exhibit was closed due to flooding. An hour before opening the wildlife exhibit, a storm came through and literally flooded the pavilion with 6 inches of water. As hard as the Wildlife staff tried to sweep the water out, it was impossible to open the exhibit which would explain the decrease of visitors to the pavilion. Auxilarists from Northern Delaware, Central Delaware, New Jersey and Pennsylvania responded this year for assistance at the public affairs booth. A suggestion was made to use The Everbridge System next year to advertise an appeal to the members in the Divisions of 1, 2, 3, 4 and 8 for staffing as we had in 2013.

Media Releases were sent out to nine publications and websites in May.

Our many thanks to DNREC for the use of the Wildlife Pavilion and materials they supplied the Auxiliary for the fairgoers.

Staffing & Hours by Division		
Divisions	# Members	# Hours
1	5	36.5
8	1	8
12	6	91.5
16	1	24
total # of Divisions	total # of Members	total # of hours
4	13	160

Material Quantity	
Item	Quantity
coloring books/stickers	1000
paddling checklist/safety info	1000
decals- VHF, AWW, NAV	1000
federal requirements	600
whistles, pens	1215
DE boating laws	350
DE fishing guide	1000
various other pamphlets	2000
Fishing rulers	1750