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Longtime North Florida Fair Manager Mark Harvey Announces Retirement; Miranda Muir Appointed as New General Manager

TALLAHASSEE, FL – August 4, 2025 – After more than two decades of dedicated service to the North Florida Fair, General Manager **Mark Harvey** has announced his retirement, marking the end of an era for one of the region’s most beloved annual traditions. Stepping into his role is **Miranda Muir**, an experienced fair and event professional who brings a fresh vision to the Fair’s future while honoring its strong legacy.

Harvey has been a cornerstone of the North Florida Fair since 2005, guiding its growth, expanding community involvement, and enhancing the fairgoing experience for thousands each year. Under his leadership, the Fair became a standout regional event, known for its family-friendly atmosphere, educational programming, and celebration of North Florida’s agricultural heritage.

“It’s been a privilege to serve this community and work with such an incredible team,” said Harvey. “I’m proud of what we’ve accomplished together and confident that the Fair is in great hands with Miranda.”

Muir, who officially assumes the position this month, brings with her over 15 years of experience in fair management and public event planning, including leadership roles with other state and county fairs. Her passion for community engagement, innovation, and youth development aligns closely with the mission and values of the North Florida Fair.

“I’m honored to be joining the North Florida Fair and building on the strong foundation Mark has laid,” said Muir. “This Fair is more than just an event — it’s a tradition that brings people together. I’m excited to listen, learn, and lead the Fair into its next chapter.”



Miranda Muir and Mark Harvey

The North Florida Fair Board of Directors expressed deep gratitude to Harvey for his years of outstanding service and welcomed Muir with enthusiasm and confidence.

The 2025 North Florida Fair will take place November 6–16 in Tallahassee. Planning is already underway, and fairgoers can expect a dynamic blend of new attractions and beloved traditions.

For more information, please contact:

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