



CITY of NOVI CITY COUNCIL

Agenda Item 1
July 13, 2015

SUBJECT: Approval of Resolution Authorizing "2015 Michigan State Fair" to occur on the Suburban Collection Showplace property at 46100 Grand River Avenue.

SUBMITTING DEPARTMENT: City Manager's

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

The owner of the Suburban Collection Showplace is organizing the Michigan State Fair, for the fourth straight year on the exposition property, with certain adjacent property being used for fair activities, overflow parking and camping area for exhibitors at the fair.

"Outside exhibits, fairs, entertainment and festivals" are permitted uses under Section 1002A.2.h of the EXO District regulations. Section also 1003A.9 discusses Council's authority to impose "reasonable conditions" in order to ensure "that an outdoor recreation use is compatible with the surrounding area, including site improvements and features such as additional screening, landscaping and increased setbacks."

The attached resolution proposes a set of conditions for the applicant to meet for the activities proposed to take place on the Suburban Collection Showplace property. It is primarily a description of public health, safety, and welfare inspections that the City would undertake as the items are being placed or constructed to accommodate the fair use.

As an additional step, the City has reviewed and will be issuing an Outdoor Gathering Permit for fair related displays, amusements, overflow parking and possible camping use on the adjacent properties to the west of the Suburban Collection Showplace site.

RECOMMENDED ACTION Approval of Resolution Authorizing "2015 Michigan State Fair" to occur on the Suburban Collection Showplace property at 46100 Grand River Avenue.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Markham				

	1	2	Y	N
Council Member Mutch				
Council Member Poupard				
Council Member Wrobel				

CITY OF NOVI
COUNTY OF OAKLAND, MICHIGAN

RESOLUTION AUTHORIZING 2015 MICHIGAN STATE FAIR

Minutes of a Meeting of the City Council of the City of Novi, County of Oakland, Michigan, held in the City Hall of said City on July 13, 2015, at 7:00 o'clock P.M. Prevailing Eastern Time.

PRESENT:

ABSENT:

The following preamble and Resolution were offered by Councilmember _____ and supported by Councilmember _____.

WHEREAS, the first official Michigan State Fair was held in 1849 in Detroit, Michigan and thereafter the Fair was held continuously for 150 years, until 2009; and

WHEREAS, after a lapse related generally to the recent economic conditions in the state, a coalition of public and private individuals and entities restarted the Fair under the designation "Great Lakes Agricultural Fair" in 2012 as a statewide event at the Suburban Collection Showplace here in Novi; and

WHEREAS, for this year, 2015, the event continues with the official designation as the Michigan State Fair; and

WHEREAS, the event will begin September 4th, 2015 and run through September 7th, 2015; and

WHEREAS, the proposal for the event has been jointly submitted by the Michigan State Fair, a private-entity LLC, and the Suburban Collection Showplace (with the Showplace

as the formal "applicant" for the event), with the majority of the activities contemplated to be concentrated on the grounds of the Suburban Collection Showplace exposition facility, and with additional parking and camping to be available on adjacent properties; and

WHEREAS, the City wants to see the Fair succeed, as it will both continue a positive tradition within the state and positively influence the surrounding areas in the City; and

WHEREAS, the City Council has determined that the City Council's approval is required under the City's zoning ordinance for that portion of the event located on the Suburban Collection Showplace and that the approval of the Public Safety and Community Development Departments is required as well for use of the adjacent property.

NOW, THEREFORE, BE IT RESOLVED as follows:

The proposed State Fair use on the Suburban Collection Showplace property (parcel number 50-22-16-251-021) is hereby approved by the City Council pursuant to Section 1002A.2.H of the City of Novi zoning ordinance, subject to the following conditions under Section 1003A.9, "Conditions for Outdoor Recreation Uses":

1. The applicant shall have in place, and shall provide to all of its appropriate agents and employees, an emergency evacuation plan to be reviewed and approved for the event by the City of Novi Department of Public Safety.

2. With regard to the beer tent/alcohol service, the location of such area shall be only as shown on the attached Exhibit A, except as may be otherwise approved by the Department of Community Development and the Department of Public Safety. The serving area shall be fenced or otherwise enclosed. All appropriate licenses from the State of Michigan in connection with alcohol service shall be obtained by the applicant.

3. All tents, rides, midway facilities, circus areas, and the like shall be subject to permit application and inspection by the Department of Community Development and Department of Public Safety prior to commencement of the event. Use of Parcels 50-22-16-176-22, 50-22-16-176-021, and 50-22-176-020 shall be in accordance with the Outdoor Gathering Permit issued by the Novi City Clerk's office. All tents and temporary structures shall comply with Chapter 24 of the 2006 International Fire Code. Code requirements for separation of tents and other structures shall be observed.

4. A temporary access drive to the adjacent property (parcel numbers 22-16-176-020, -021, and -022) shall be as shown on the attached Exhibit A. Any improvements to the area for purposes of pedestrian or vehicular traffic shall be temporary, shall be approved by the Department of Community Development and Department of Public Safety and subject to the conditions noted in the Outdoor Gathering Permit. The access shall be improved such that emergency vehicles can enter and exit without restriction.

5. All temporary power hook ups or connections, including generators and connections to the Suburban Collection Showplace exposition building, shall be approved by the Department of Community Development and Department of Public Safety.

6. The applicant shall have a sufficient number of restrooms/portable toilet facilities, in locations that comply with barrier free requirements. All portable toilet facilities shall be regularly cleaned, and shall remain in a sanitary condition throughout the entire event, with additional cleanings required depending on attendance at the event. Temporary water supplies shall be in accordance with Oakland County Health Department standards.

7. Placement of any temporary signs shall be approved by the Department of Community Development. There shall be no more than (8) temporary signs, which shall not exceed 4 feet x 4 feet.

8. Emergency access to all areas of the property shall be maintained throughout the entire event, including access to the midway, once the rides and booths are assembled.

9. The applicant shall secure from the Department of Community Development and Department of Public Safety the appropriate occupant load for the Suburban Collection Showplace exposition facility, as well as any temporary tent and/or seating areas. Such occupancy load shall not be exceeded during the event.

AYES:

NAYS:

RESOLUTION DECLARED ADOPTED.

Maryanne Cornelius, City Clerk

CERTIFICATION

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council of the City of Novi, County of Oakland, and State of Michigan, at a regular meeting held this 13th day of July, 2015, and that public notice of said meeting was given pursuant to and in full compliance with Act No. 267, Public Acts of Michigan, 1976, and that the minutes of said meeting have been kept and made available to the public as required by said Act.

Maryanne Cornelius, City Clerk
City of Novi

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ONE PRICE!**

MICHIGAN'S #1 FAMILY EVENT!

**BIGGER, BETTER
AND MORE FAMILY FUN!!!!
LABOR DAY WEEKEND 2015!**



INSIDE

- Home Arts & Agriculture!
- Commercial Vendors
- Kroger Michigan Made Pavilion
- Detroit Free Press Feast Farmer's Market!
- CF Burger Creamery Butter Cow!
- Dog Entertainment
- Guernsey's Endless Cup of Chocolate Milk!
- Farmer for a Day and Beginning of Life Exhibits
- Explore our Fifth Third Bank Curious Zones

MAP LEGEND

- Cows
- Sheep
- Goats
- Horses
- Pigs
- Chickens
- Rabbits
- Crossover

OUTSIDE

- Arnold's Carnival Midway
- Beer Pavilion
- St. John's Providence Main Stage
- Bright House Networks Detroit Shrine Circus
- Sunglo Racing PIGS!
- Agriculture/Livestock Marshalling Area
- Food Vendors and Sponsor Exhibits!

MARSHALLING LIVESTOCK AUX TRAILER PARKING
Community Garden

**FIFTH THIRD BANK
MICHIGAN
STATE FAIR**



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FIFTH THIRD BANK
**MICHIGAN
STATE FAIR**



PHOTO CREDIT: DEN KINCHELOE

MICHIGAN STATE FAIR
A PRIVATE ENTITY, LLC

**2014 ANNUAL
REPORT**



PREPARED BY THE MICHIGAN STATE FAIR A PRIVATE ENTITY, LLC
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Your trip begins at michigan.org

VALUE FOR STRONG FOUNDATION



VALUE THROUGH PARTNERSHIP

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Contact us:

248.348.6942

info@MichiganStateFairLLC.com



Photo credit Marisa Jonna



VALUE THROUGH PEOPLE



Photo Credit Jack and Jane Purslow

VALUE THROUGH AGRICULTURE

OUR MISSION

The Fifth Third Bank Michigan State Fair, now a private enterprise, continues to build and evolve based on the legacy of the original Michigan State Fair, which debuted in Detroit in 1849.



It was one of the first statewide fair events to take place in the United States. The Fair moved permanently to its home at the Michigan State Fairgrounds on Woodward Avenue in 1905 and was staged there until 2009, when it was discontinued by a resolution of the state government, due to ongoing budget issues. The 2013 Michigan State Fair was produced by a private entity, and presented with Fifth Third Bank as the Title Sponsor. The 2014 Fifth Third Bank Michigan State Fair continued the Fair's deep commitment to the ongoing development and support of agriculture, small business and family entertainment, while preserving the legacy and beloved traditions of the original State Fair. This privately produced event carries forward all of the positive aspects of past Fairs, including substantial positive economic impact, with major charitable and community benefits --with no support from the tax-payer.

This report is a review of highlights from the 2014 Fifth Third Bank Michigan State Fair, Produced by The Michigan State Fair, A Private Entity LLC.

Mission/ Vision / Core Values



Photo Credit: Nancy Phares



QUILTING/SEWING

The Michigan State Fair, A Private Entity, LLC is now independently underwriting the production costs to stage the State Fair, and offering this important community event without any cost to tax payers! The total charitable contribution to community organizations and worthy causes from the 2014 Fifth Third Bank Michigan State Fair topped \$300,000!

Jack and Ann Purslow – LMD Photography- Nikita Cargins- Don Kincheloe – Nancy Phares

MESSAGE FROM THE MANAGER

MESSAGE FROM BLAIR BOWMAN, OWNER, SUBURBAN COLLECTION SHOWPLACE AND MICHIGAN STATE FAIR, LLC:

Our shared vision for a revived, modern version of the venerable Michigan State Fair took even greater form and shape this year, as the fairgrounds at the Suburban Collection Showplace expanded by an additional 20 acres, the Fair made a huge leap forward in participation by Livestock and Home Arts Exhibitors, and through the generous support of our partners, the Urban and Rural Scholarship programs expanded by a 30% margin. Despite the threat of severe weather on two of the four days of the Fair, the event still posted a significant gain in attendance, up 15% from 2013 to 92,000 attendees, with Sunday August 31 setting a new single-day Fifth Third Bank Michigan State Fair attendance record of 30,000 people. The Fair also re-invested more in its charitable giving program in 2014, returning more than \$300,000 to community partners.

Perhaps the most important addition to the Fifth Third Bank Michigan State Fair for 2014 was our new Executive Director, Steve Masters. Steve's deep experience in Fair management and visitor experience was evident throughout the event this summer. His ability to network and establish community partnerships will allow the Michigan State Fair, LLC to join the broader statewide dialogue about agriculture, Michigan-Made food and beverage products and nutritional literacy, throughout this year, and beyond.



Photo Credit Nancy Phares

My deepest gratitude to all the stakeholders, partners, steering committee members, supporters and volunteers that make this enormous endeavor possible. The laughter and sheer delight of the children who attended the State Fair this year make the importance of our work crystal clear.

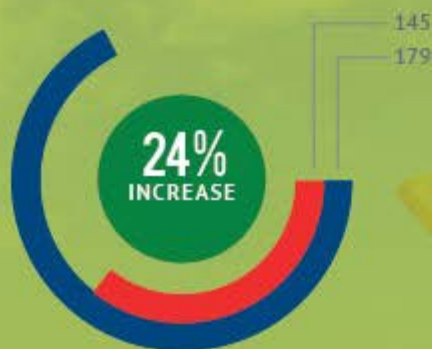
As one long-time Michigan State Fair exhibitor who attended this year observed, after thanking us for the effort, "Just think, there is a whole new generation creating new State Fair memories right now, many of them are seeing the animals for the first time. They won't have any memories of the old State Fairgrounds, it all starts fresh for them here, in Novi at the Suburban Collection Showplace...these are the Michigan State Fair memories they will pass along for years to come."



Photo credit Denise Balon

SUCCESS BY THE NUMBERS

COMMERCIAL VENDORS



CHARITABLE CONTRIBUTIONS



● 2013 FTBMSF

● 2014 FTBMSF

IN 2014:

18%
INCREASE IN NUMBER OF SPONSORS
compared to 2013 State Fair

SCHOLARSHIPS

NEWLY ESTABLISHED IN 2013
WITH AN INCREASE FROM \$20,000 TO \$30,000 IN 2014

\$15,000 YOUTH URBAN AGRICULTURE SCHOLARSHIPS +

^ 30% INCREASE IN NUMBER OF
VOLUNTEERS
compared to 2013 Fair Event

^ 100% INCREASE IN NUMBER OF
AGRICULTURAL/HOME ARTS EXHIBITS
compared to 2013 Fair Event

^ 82% INCREASE IN NUMBER OF
LIVESTOCK EXHIBITS
compared to 2013 Fair Event

No picture is more revealing about our demographic and attendance success than the aerial photographs on the cover of our annual report, showing that we have huge crowds with ample parking.

However, we have a stroller parking problem, which is in the image to the right (strollers around the Shrine Circus tent). We are committed to becoming Michigan's #1 Favorite Family event!

^ OVER 15%
ATTENDANCE
INCREASE COMPARED TO 2013 FAIR EVENT

\$15,000 YOUTH GOLD RIBBON AND
LIVESTOCK SCHOLARSHIPS

Photo credit Marisa Jenna



MESSAGE FROM THE DIRECTOR

MESSAGE FROM STEVE

What an action-packed few months it has been, from the time I joined the Fifth Third Bank Michigan State Fair in March through the Fair at the end of August. My transition from the Upper Peninsula of Michigan has been an enormously educational, fun, rewarding and occasionally hilarious time as I absorbed everything about the Fair, Metro Detroit community and life in Southeast Michigan simultaneously this summer. My deep thanks to all who had a hand in contributing to my Fifth Third Bank Michigan State Fair and Lower Michigan education!

I continue to be amazed by the rich abundance our magnificent state has to offer those who reside here, north and south, and am honored, as well as challenged, by the responsibility to re-ignite this beloved, grand old event for all Michiganders to truly celebrate Michigan, moving into the future.

There is enormous work yet to do, of course, but we made huge strides in this second annual presentation of the Fifth Third Bank Michigan State Fair. Broad and significant increases in participation from livestock breeders and Home Art enthusiasts, more than double the number of overall exhibitors, plus the invaluable addition of dedicated new partners involved in Urban and Rural Agricultural and sponsors who share the vision of what this new, 21st century Michigan State Fair, A Private Entity, LLC can be, moving forward.

There is also an increased community understanding of the mission of this new version of The Michigan State Fair, to preserve the best and most favorite traditions of the original State Fair, while streamlining the Fair model and creating a future vision for the role we play in the broader community.

I am truly invigorated by all the opportunity that awaits us, as we begin the process of outlining what the 2015 Fifth Third Bank Michigan State Fair will become...

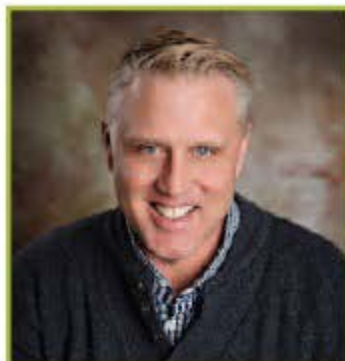


Photo credit Marisa Jonna

THE DETROIT SHRINERS ORGANIZATION

140 Years of Fellowship, 90 Years of Changing Lives - Shriner's with Love to the Rescue

The Detroit Shriners are thrilled to be a part of the all new Michigan State Fair. We are proud to be one of the founding members of the Fair in 2012 and take great pride in returning this great event to the State of Michigan. Members of the Shriners serve on the Executive Committee responsible for the oversight and operations of the Fair. We do so with the thought of improving the State Fair each and every year to provide a family fun atmosphere and a great value to attendees.

This year it was our privilege to invite Shrine hospital kids, veterans and families to attend our VIP night as our guests. It was with great pride the Shrine was a sponsor of the Urban and Rural Scholarship program by donating \$5,000 in scholarship funds to assist our local youth and a contributor to a donation made to the City of Novi from our Executive Board.

Who are the Detroit Shriners?

We are a fraternity of 3,000 local members dedicated to helping kids through our Shriner's Hospitals for children. What kind of organization attracts physicians, lawyers, truck

drivers, dentists, contractors, heads of state, movie stars, generals, clergymen and accountants? Someone might answer: "Shriners are those guys who have those parades with the wild costumes and funny little cars." Another might think of circuses and clowns. The fellow next to him might interject, "No, Shriners are the guys who wear those funny hats – like flowerpots – and have those big conventions." Another adds "I do know my little girl was born with clubfeet and now they are straight, and she can walk, thanks to Shriners Hospitals for Children." "She can walk?" questions still another. "I thought the Shriners ran those fantastic burn hospitals. I've read stories about them saving kids with burns on 90 percent of their bodies." All those people are right. Each has experienced an aspect of Shrinedom. What they cannot experience, unless they are Shriners, is the camaraderie, deep friendships, good fellowship and great times shared by all Shriners. What they may not know is that all Shriners share a Masonic heritage: Each is a Master Mason in the Freemasonry Fraternity. There are approximately 400,000 Shriners now. They gather in temples, or chapters, throughout the United States, Canada, Mexico and the Republic of Panama.



There are 22 Shriners Hospitals for Children providing care for orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate. These hospitals have helped approximately 835,000 children – at no cost to parent or child – since the first Shriners Hospital opened in 1922. Our Detroit Shriner's directly support hospitals in Erie, Chicago and Cincinnati. We provide transportation weekly for Detroit area patients and families to each of these hospitals. The funds raised through events like the State Fair provide resources to our Temple that enable us to carry out our mission of helping children overcome terrible and disabling injuries and deformities, allowing them to lead productive lives. It is with great pride and pleasure that we are part of the resurrection of this great event at Suburban Collection Showplace. We, along with all Executive Committee members, strive to provide a great event for the entire family to enjoy while supporting our local communities. It is our mission to see this Fair thrive and grow for future generations to enjoy.

CRAIG STIGELMAN
Detroit Shrine Circus Chairman



Photo credit Jane & Jack Purslow

**bright
house**
NETWORKS



OUR STEERING COMMITTEE

DEAN ANGOTT
C.F Burger Creamery

TOM ARNOLD
Arnold Amusements

ANDREA AYRES
Make-A-Wish

DR. MIKE BALON
Daytime Entertainment

JIM BETTS
Paragon Display Group

SUE BILA
Michigan Festival and Events
Association

BARBARA BOWMAN
The Michigan State Fair,
A Private Entity, LLC

BLAIR BOWMAN
Suburban Collection Showplace

KIMBERLE BOWMAN
The Michigan State Fair,
A Private Entity, LLC

JEFF BRIGHT
Powers Distributing

DAN BRYANT
Powers Distributing

BRYAN BULGARELLI
Powers Distributing

LEIGH BYRD
Bright House Networks

NIKITA CARGINS
Suburban Collection Showplace

DEB CHAPMAN
Chapman Sheep Farm

MARK CHAPMAN
Chapman Sheep Farm

KELLIE CISLO
Providence Park Hospital

SHELBY COLLINS
Suburban Collection Showplace

HUGH D. CRAWFORD
Representative,
State of Michigan

KATHY CRAWFORD
Oakland County Commissioner

BOB CUMMINGS
Fair Historian

DANIEL DINSMORE
Bright House Networks

ELISA FIXLER
Daytime Entertainment

LAURA FRANZECA
Guernsey Farms Dairy

BOB GATT
Mayor, City of Novi

DAVE GIRODAT
Fifth Third Bank

JAMES (JIM) GOTTS
Detroit Shriners Co-Chairman

MARSHA HARWOOD
Director of Home Arts

TIM JENKINS
Past MI State Fair Assistant
Acting Manager

RUTH ANN JIRASEK
Legislative Aide to Hugh D. Crawford

MARISA JONA
Suburban Collection Showplace

PETER KARADJOFF
Providence Park Hospital

STEVE KARAKULA
Art Craft Display, Inc.

CATHERINE KELLEY
Suburban Collection Showplace

MARKUS KELLY
Mackinaw Island Travel Bureau

JOE KISH
Detroit Shrine Circus

MIKE KOWALL
Senator, State of Michigan

ALEXIS LAWRENCE
Farmer's Market Manager /
Michigan Farm to School

KEVIN LAWRENCE
Farmer's Market Manager /
Michigan Farm to School

STEVE MASTERS
The Michigan State Fair, A
Private Entity, LLC

APRIL MAUNU
Suburban Collection Showplace

BOB MCCANN
Bright House Networks

KEN MCCLURE
The Kroger Company of
Michigan

MARTY MCGUIRE
Guernsey Farms Dairy

JACKIE MCMAHON
Suburban Collection Showplace

PATRICK MEANS
Volunteer

AL MILLER
Detroit Shrine Circus

JOHN MINNIS
Volunteer

JUDY MOORE
Home Arts

MARY JANE NOWAK
Fifth Third Bank

LYNN O'BRIEN
Director of District Affairs for
Senator Kowall

SHARI PETERS
Northville Community Foundation
Mayberry Farm

NANCY PHARES
Media Alchemy, LLC



ROB REID

Agriculture, Livestock
Committee Member

LEAH RICE

Suburban Collection Showplace

JACK RILEY

Fifth Third Bank

KENT ROBERTS

Urban Youth Agriculture
Scholarship Program Director

LAURA ROCHOW

Suburban Collection Showplace

DR. MAV SANGHVI

Providence Hospital/Rotary/ZBA

LC SCRAMLIN

Agriculture, Livestock & Home
Arts Director

LISA REIFF

Michigan Association of Fairs &
Exhibitions

JACKIE SCRAMLIN

Agriculture, Livestock & Home
Arts Director

WALTER SLAN

Volunteer

CRAIG STIGLEMAN

Detroit Shrine Circus

CAL & WHITNEY STONE

2 Stone Events

TIM SULLIVAN

Pepsi

ED SWEET

Hyatt Place Detroit/Novi

WAYNE WROBEL

City of Novi

LIEUTENANT ERICK ZINSER

Novi Police Department

Establishing the vision and direction of an important community event, such as The Michigan State Fair, could never be accomplished without the support and participation of many valued volunteers. A dedicated and talented core group of individuals provided the heart and guidance for the 2014 Fifth Third Bank Michigan State Fair, as the Steering Committee. Our deepest gratitude and thanks go out to them for their efforts to help make the Fair a multi-faceted event that effectively serves many broad community objectives.

OUR TITLE SPONSOR FIFTH THIRD BANK

Jack Riley,
Senior Vice President/Affiliate Marketing Director
Fifth Third Bank



We were also gratified by the thousands of fairgoers who demonstrated compassion for others when they stopped by our eBus to sign our tribute banners to support a loved one who has or is currently battling cancer. Additionally, visitors helped us raise money for SU2C by engaging in our social media fundraiser or inquiring about special checking accounts, which have helped Fifth Third Bank donate more than \$2.7 million to date.

The Fifth Third Michigan State Fair was one of the most gratifying sponsorships I have participated in over my career at the Bank.

It gave us a tremendous amount of pleasure and pride to once again serve as the presenting sponsor of the Fifth Third Bank Michigan State Fair. Now in its second year, the Fifth Third Bank Michigan State Fair is clearly a renewed tradition as this year's event enjoyed a 15 percent increase in attendance, which exceeded our expectations. This spike is remarkable because the weather forecast called for an entire weekend of rain. However, cloudy skies and the constant threat of thunder and lightning were not enough of a deterrent to keep families from coming out to enjoy a full carnival, the world famous Shrine Circus and the vast array of agriculture and livestock exhibits.

The 2014 Fifth Third Bank Michigan State Fair coincided with our Stand Up To Cancer (SU2C) campaign and we were thankful for the opportunity to spread our message to the nearly 100,000 attendees.

Southeast Michigan has more than its share of events during Labor Day Weekend but we believe the Fifth Third Bank Michigan State Fair is truly the #1 event for families. Not only was it a fun weekend, it was educational as children learned the vital role agriculture and farming play in our economy. It's just a shame we have to wait a year to do it again.

- Jack Riley, Senior VP of Marketing, Fifth Third Bank



MAJOR SPONSORS



Friends and returning Fair Partners Bright House Networks of Southeast Michigan, were proud presenting sponsors of the Shrine Circus at the 2014 Fifth Third Bank Michigan State Fair. The management of the Michigan State Fair LLC is tremendously grateful for the devoted and longtime support of this great community partnership—Bright House Networks has made enormous contributions on many levels to the success of this event!



New Sponsor and dedicated partner Kroger of Michigan is an enormously valuable addition to the Michigan-Made Product Pavilion at the Fifth Third Bank Michigan State Fair, offering exhibiting, sampling and vending opportunities to a broad array of food, beverage and other products manufactured in the state. Kroger also offered State Fair tickets for sale at the check out of more than 130 South East Michigan stores, accompanied by Fair promotional signage hanging in the stores above the registers near the exits.



Our great State is home to many excellent made in Michigan Products, entertainers included. St. John Providence Health Systems partnered with us to sponsor a larger Main Entertainment Stage and extend our celebration of all things Michigan. Through their involvement in 2014 in the Main Stage we showcased entertainers from Michigan, the Michigan State Fair Choir, Michigan State Fair Gospel Fest, and the State Fair Superstar Competition.

Believe in better



The new State Fair partnership with the Detroit Free Press that was forged this year included their sponsorship of the Feast Farmers Market, a section of the Fair devoted to celebrating and educating fair goers about Michigan's rich food culture. The Free Press Feast Kitchen stage, also new this year, hosted Free Press Test Kitchen Chefs, popular local restaurant chefs and also exhibitors and vendors who shared recipes and kitchen tips using Michigan Agricultural Products throughout the weekend.



REVIVING A MICHIGAN TRADITION

Past Michigan State Fair Ribbon Cutting Ceremony



Aerial View of 2014 Fifth Third Bank Michigan State Fair

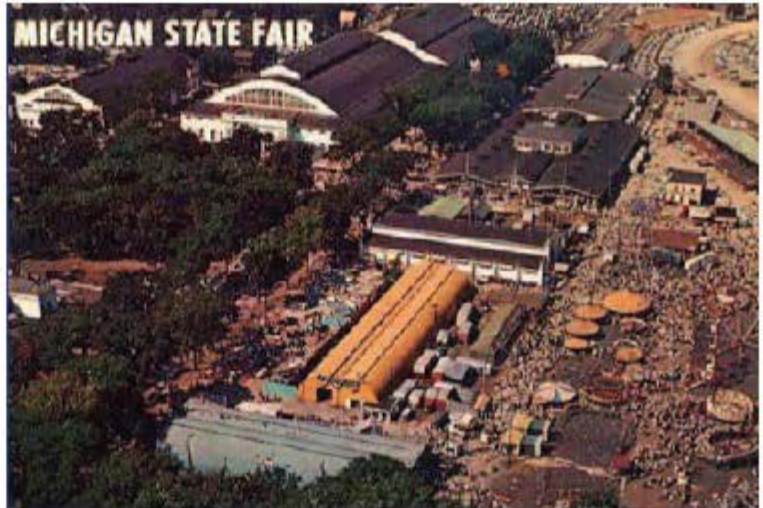


Photo Credit: LMD Photography



2014 Fifth Third Bank Michigan State Fair Ribbon Cutting Ceremony

Aerial View of Past Michigan State Fair



Past State Fair Butter Cow Sculpture



Photo Credit Marisa Jonna



2014 Fifth Third Bank Michigan State Fair Butter Cow Sculpture

Butter Cow Sponsored by:



Butter Cow Exhibit Main Sponsor

FOCUSED ON

YOUTH INVOLVEMENT AND EDUCATION



Photo Credit Nancy Phares



Photo Credit Nikita Cargins

Michigan State Fair Gold Ribbon Scholarship Program for Urban and Rural Agriculture awards increased from \$20,000 in 2013 to \$30,000 for 2014, with a total of 34 recipients, these scholarship programs are made possible through the dedicated support of State Fair sponsors Bright House Networks, C.F. Burger Creamery, Fifth Third Bank, the Detroit Shriners, Kroger of Michigan and Guernsey Farms Dairy. Michigan State Fair Gold Ribbon Scholarship Recipients all received at least one gold ribbon from their local County Fair, and were also reviewed on the basis of their academic and community involvement. Urban Scholars were considered based on their contribution to Agriculture and food education in cities with populations greater than 30,000. Thanks to Brighthouse Networks for spearheading the financial increase in the program this year so that we could increase the number of Scholarships awarded in 2014.





The eventual competition winners were each very deserving of these awards for their dedication and commitment in their efforts toward these farming initiatives. This scholarship program serves as a bridge and connector between our urban and rural communities. The grand "Law of the Harvest" is a wonderful teacher, and is unbending in creating a product of value. The discipline required, whether in maintaining a garden or other related work, is undeniable.

These urban farming initiatives are relatively new compared to the more traditional areas within our rural communities. Urban farming initiatives are serving as important cornerstones in helping many urban areas begin to thrive. Beyond growing fresh food for neighborhoods, they are also assisting by growing the capacity of the

Kent Roberts,
Urban Youth Agriculture
Scholarship Program
Director

individuals involved. All of the winners reported the great residual lessons gleaned from their efforts. The scholarship program has given students an opportunity to be rewarded for their work-- and highlights the positive impact these initiatives have upon them, as well as the communities they serve!

The rural winners carry forward the rich Michigan farming traditions that have made our State a national leader in agriculture for more than a century. These scholarship winners clearly demonstrate their passion and commitment, in representing the desires of their generation of young people. As young ambassadors of of Michigan's second leading industry, these students are real life examples that the agricultural legacy is strong and will continue.

This year's winners represent 11 different counties within Michigan. As this recognition program grows and evolves, we expect more counties to be included. Our winners are diverse and represent the ever-changing culture of our great State. With the generosity of Fifth Third Bank, the Detroit Shriners and the Detroit Metro Convention and Visitors Bureau we were able to recognize these deserving young people. Their investment of time and energy, plus pride in their work, will deliver a strong dividend for not only the scholarship winners but also to the State of Michigan.

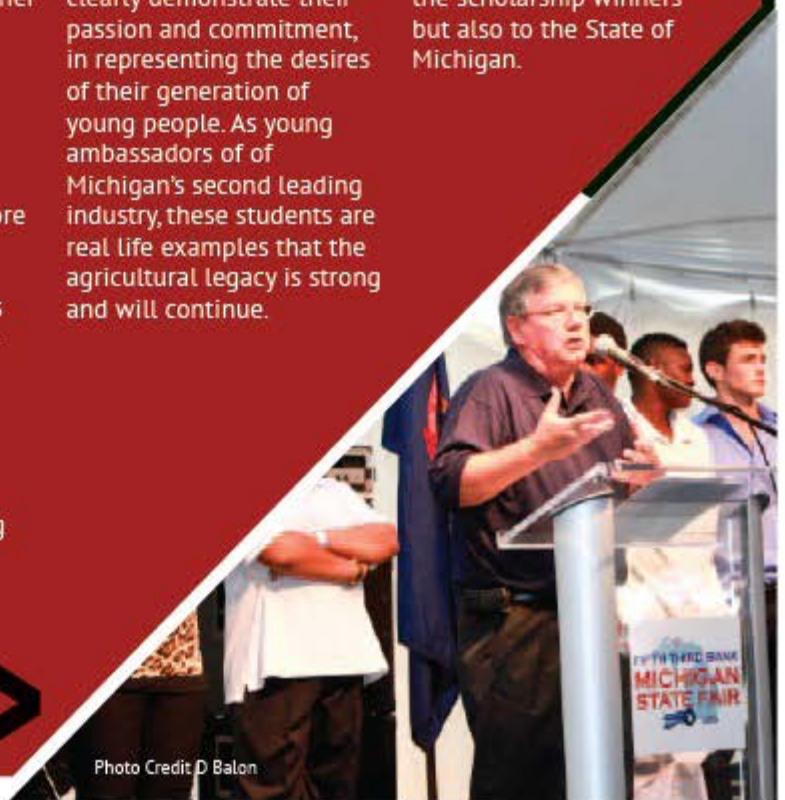


Photo Credit: D. Balon

FOCUSED ON
MICHIGAN TALENT

STATE FAIR SUPERSTAR CONTEST

ALISON ALBRECHT



Congratulations 2014 Winner!
Alison Albrecht



Photo Credit D Balon

The new Michigan Made talent-mentoring contest launched by the Entertainment Committee for 2014 was a resounding success! The Superstar search attracted more than 70 applicants from across Michigan, through a potent combination of social media outreach and Fox 2 promotion. The prize package was exciting and enticing, encompassing both cash and mentoring from some of the most respected music professionals the state has to offer; Songwriting and A&R coaching with Nadir Omowale, voice lessons from WSU Professor and Masters of Music Conservatory Instructor Gordon Finlay, and a three song EP produced by renowned producer and engineer Chuck Alkazian of Pearl Sound Studios in Canton, proved to be an inspiring combination that attracted a very talented group of contestants. Superstar Contest Winner Alison Albrecht, 14, of Novi, is a shining example of the amazing musical talent that abounds all across the state of Michigan.

COMMUNITY AND CULTURAL STAGE

Another new feature of the Fifth Third Bank Michigan State Fair was the Community and Cultural Stage. The state of Michigan is historically a rich melting pot of diverse cultures, the state we know and love today was built by centuries of immigrants from all corners of the world, with all of their myriad ethnicities and traditions.

The mission of this new stage is to celebrate the wealth of our diversity with a broad audience. Dr. Mav Sanghvi and the Entertainment Committee reached out to all the various international embassies in the Metro Detroit area, with an invitation to showcase and celebrate their heritage and culture at the Fifth Third Bank Michigan State Fair.

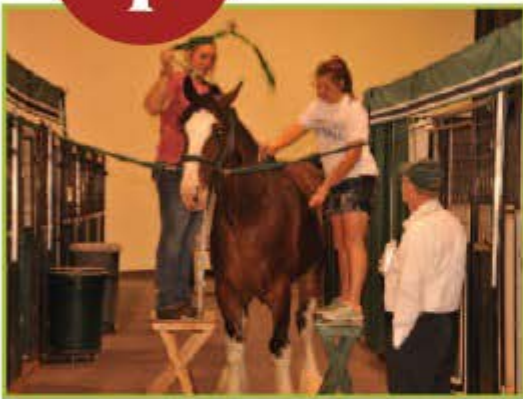


Photo Credit Nikita Cargins



Photo Credit Nancy Phares

LIVESTOCK AND SHOWMANSHIP SWEEPSTAKES



For 2014, Livestock Co-Superintendents L.C. and Jackie Scramlin continue to focus on youth and junior shows in all departments and they report that this year we had a substantial increase of 30% in beef cattle shown, plus a 25% increase in goats and sheep, with exhibitors from across Michigan along with Ohio, Indiana, and Illinois participating this year. Pygmy ducks were added to the Poultry department, and in total, 18 breeds of sheep were shown including (new this year) Shetlands, Lincolns, Border Leicesters, Merinos, and Montadales. In addition, the Fair also hosted the Regional Romney Sheep show. In the equine area there were new in-hand demonstrations of Paso Finos and driving Mules, plus the Clydesdales, Morgans and Saddlebreds all returned. Total livestock entries rose from 1057 in 2013 to 1921 for the 2014 Fair an overall increase of 82%.

Also new for this year were the Showmanship Sweepstakes, where the champion showmen from each of the large species of livestock competed for overall Grand Champion and Reserve showman. The five winners all hailed from different counties across the state.

The Fair also brought back also the Youth Livestock Judging Contest, where 41 youth from 19 counties placed classes of beef, sheep and swine.

Several of these youth were preparing for national 4-H Judging contests. The top 20 youth winners were from 13 different counties.

In the Rural Scholarship area, showcasing Youth Home Arts, Agriculture and Livestock, there were 17 award recipients from 11 counties. Plus of course, the addition of the new Pony Pull on Labor Day Monday!

DEPARTMENT

- BEEF
- DAIRY/OFFICE
- SHEEP
- GOATS
- SWINE
- POULTRY
- RABBITS
- HOME ARTS
- AGRICULTURE
- HORSES/EQUESTRIAN

SUPERINTENDENT

- TOM KLINK
- SUE GROVER
- MARK AND DEB CHAPMAN
- KAREN OLSEN
- RAY AND JUDY SMITH
- CHRIS PLANK
- WILLIS PLANK
- MARSHA HARWOOD
- JUDY MOORE
- SARA RESSLER



Photo credit Jane & Jack Purslow

Photo Credit Marisa Jonna





FRIENDS OF THE FAIR— OUR VOLUNTEERS

A GIFT OF THANKS TO OUR 2014 FIFTH THIRD BANK MICHIGAN STATE FAIR VOLUNTEERS!

Volunteers came from near and far throughout our great State of Michigan. We were honored with the participation and experience from many volunteers who were involved with the original Michigan State Fair, and even had a husband and wife team from Florida!

With volunteer participation up over 30% from 2013, the Suburban Collection Showplace was filled with blinding fluorescent orange t-shirts bustling around, performing every imaginable function, from wristbanding Fair visitors, to waving a crowd over to enjoy a contest at the Contest Central area, to answering questions at the State Fair historical booth-- and providing assistance at multiple general information booths. Our volunteers were truly the shining face of the Fair and their smiles were mirrored by the smiles of our fairgoers, as they graciously thanked Fifth Third Bank Michigan State Fair staff and volunteers for working so hard to keep a Michigan tradition alive.

When you volunteer, it means you give of yourself without condition and with heartfelt devotion. Our devoted volunteers were a reflection of compassion and unselfish caring, working tirelessly throughout the Fair weekend to help bring back an event that Michigan so well deserves. We are so grateful for our new family of volunteers and look forward to growing participation in years to come. Please continue to follow our website (michiganstatefairllc.com) for updates pertaining to 2014 volunteer registration and participation. There is no "I" in Team, but we are so thankful there is a "u" in Volunteer!

KIMBERLE BOWMAN
DIRECTOR OF VOLUNTEER SERVICES

OVER 400 VOLUNTEERS

Live warm human investment of time, energy, smiles and hugs was one of the essential ingredients to the success of the 2014 Fifth Third Bank Michigan State Fair!

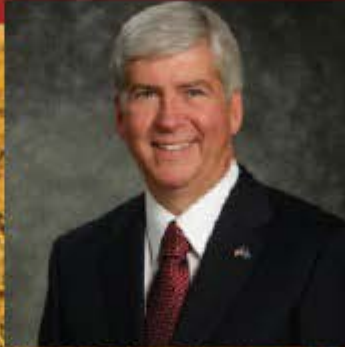
VOLUNTEERS WHO ARE INTERESTED IN WORKING AT THE STATE FAIR, PLEASE CONTACT US AT INFO@MICHIGANSTATEFAIRLLC.COM

OUR COMMUNITY PARTNERS

Rick Snyder
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Executive



Jamie Clover Adams
Director, MDARD



STATE OF MICHIGAN
EXECUTIVE OFFICE
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Bob Gatt
Mayor, City of Novi



Special Thank You to:
Novi Police Department, Novi
Fire Department, and St. Johns
Providence Health System



GIVING BACK TO THE COMMUNITY / CHARITY PREVIEW NIGHT CELEBRATION

Photo Credit LMD Photography



A commitment to community and charitable giving has been a corner stone of the State Fair since our re-birth. Each year we donate time, talent, and money to various organizations throughout the State. We are invested in doing our part to help those organizations and individuals who are making Michigan a better place for all Michiganders. As Michigan's #1 Family Event, we realize that for various reasons whether financial, medical, or special circumstances, not all members of our Michigan Family can attend the State Fair. With that in mind we host our marquee event each year, The Fifth Third Bank Michigan State Fair VIP Reception and Charity Preview.

This year's event drew an estimated 4,500 family who are involved in organizations such as the Rainbow Connection, Make-A-Wish Foundation, Special Olympics and Shriners Hospitals for Children, Operation Military Kids, as well as military members and veterans from our

armed services. This year the State Fair made a broader community outreach for this very special, invitation-only, free event, and welcomed nearly double the attendance from last year. The night was filled with fun, thrills, happiness, and an attempt for everyone to work together to set a world record.

During this special night the Brighthouse Shrine Circus Big Top was temporarily converted to host the "World's Largest Desert Party." The Fair in collaboration with iconic Michigan brands Guernsey Farms Dairy and Sanders Fine Chocolatiers and over 100 volunteers a new Guinness World Record was attempted for the "World's Largest Dessert Party." More than 1,000 desert lovers were served Guernsey Farms Dairy Ice Cream and Sanders Bumpy Cake simultaneously and enjoyed the desert feast laughing and smiling for the required 15 minutes. The record is now pending official certification by the Guinness World Records



Photo Credit D. Balon



DISTINGUISHED SERVICE AWARDS

MIKE & ELISA BALON

A NEW FAIR MEANS NEW TRADITIONS. EACH YEAR WE HONOR ONE OR TWO INDIVIDUALS THAT HAVE SHOWN IMPACTFUL DEDICATION AND INVESTED THEIR TIME AND ENERGY TO HELP REVIVE THE ANNUAL TRADITION OF A MICHIGAN STATE FAIR. IN 2014 IT WAS ABUNDANTLY CLEAR THAT TWO INDIVIDUALS INVESTED TIME, TALENT, HEART AND SOUL IN WORKING HARD TO SHOWCASE MICHIGAN TALENT AND

HELPING US REESTABLISH THE GREAT MICHIGAN STATE FAIR TRADITION. THE FATHER DAUGHTER DUO OF MIKE AND ELISA BALON ARE A SHINING EXAMPLE OF WHY THE FIFTH THIRD BANK MICHIGAN STATE FAIR IS MICHIGAN'S #1 FAMILY EVENT.

The FTB-MSF is aptly called Michigan's #1 Family Event for our state, not only because you can count on a wonderful experience for the whole family, but also in that you will find families providing their volunteer services to those attending this event. This is perfectly exemplified by the recipients of this year's FTB-MSF Distinguished Service Award, a father-daughter team who have provided countless hours of service as leaders of the FTB-MSF Entertainment Committee.

Dr. Michael Balon brought his considerable leadership skills to the task of chairing this year's Entertainment Committee. His career of leadership

and service includes; serving as Vice-President of the Medical Staff at Providence Park Hospital in Novi, as Medical Director of the Providence Medical Group, leading humanitarian medical teams to Mali, West Africa, volunteering at a free Medical Clinic in South Lyon, serving on Novi's Community Emergency Response Team (CERT) as well as its oversight committee, serving as an Elder at his church, and along with his daughter, Elisa, establishing Studio B (located at Providence Park), which is essentially an arts & community co-op whose goal is to promote and motivate local musicians and other artists.

The other half of this dynamic duo is Elisa (Balon) Fixler, who acts as the Artistic Director for the committee. She was the creative force behind starting the FTB-MSF choir, schedules the Daytime Entertainment using local volunteer entertainers, oversees the entertainment operation during the days of the Fair, and developed and oversaw the institution of the FTB-MSF State Fair Superstar competition in 2014. Elisa's full-time day job is that of music teacher at Southfield Christian School but her passion for service and music is exemplified by her past involvement with the Metropolitan Youth Symphony, participation in medical humanitarian and music education teams in Mali, West Africa, direction of the Providence Park Choir, work with the Detroit Children's Choir, creation of the FTB-MSF choir, and overall serving as the Artistic Director for Studio B.

This father-daughter team is only half of a service-minded family. Denise Balon, M.D., Elisa's mother and wife of 37 years to Mike, has provided exceptional photography during the Fair since its inception. Heather Balon, AuD, provided the necessary technical advice and service in the Superstar Competition and oversaw technical setup for all performers of the Cultural and Community stage. The entire family would like to note, however, that their part in overseeing much of the entertainment for the Fair would not have been at all possible without the hard work and enthusiasm of the other members of the Entertainment sub-committee, who are to be commended for their dedication over the past several months.

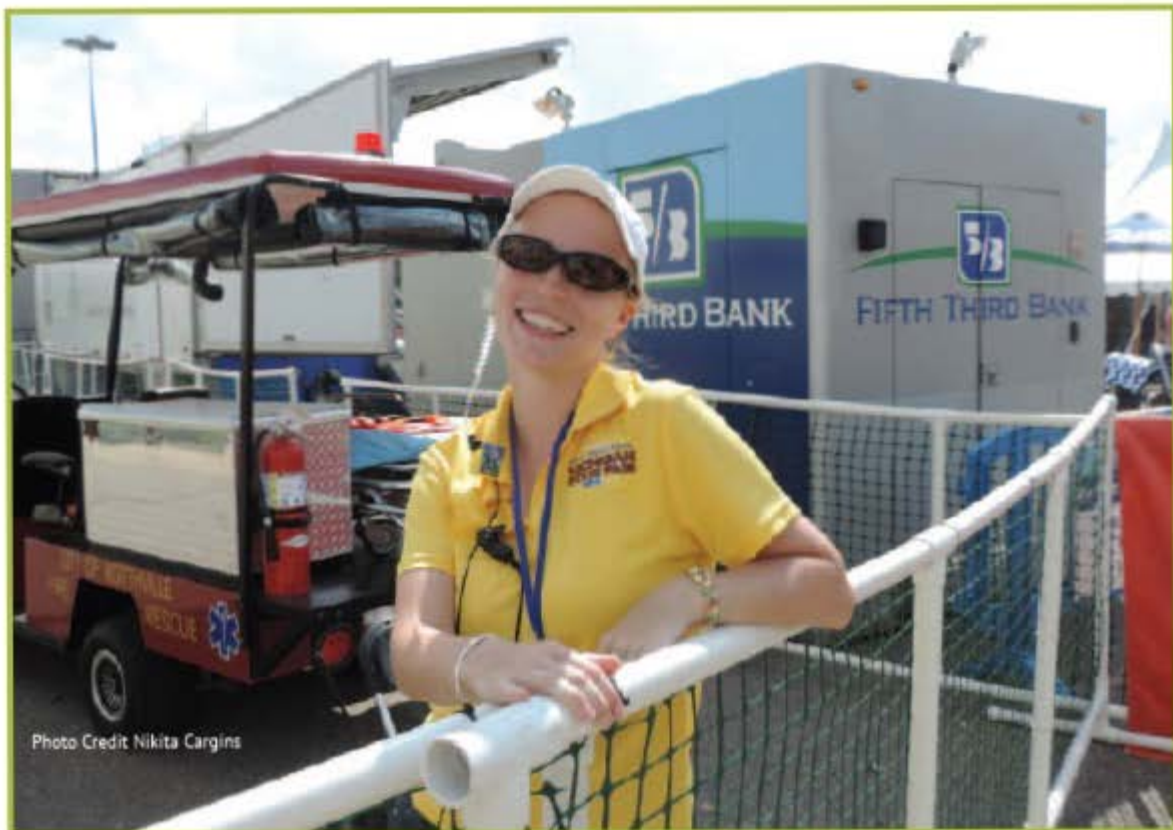


Photo Credit Nikita Cargins

FAIR FUN AND A LITTLE EDUTAINMENT

Demonstration Education Stage



Photo Credit Marisa Jonna



Dressed up for the Show





Photo Credit Nancy Phares



Cooking up Michigan Products on the Detroit Free Press Feast Demonstration Education Stage



Back in "The Day", some of the major highlights and most anticipated and discussed Fair features were those that entertained, educated, and celebrated all the great things about Michigan. The 2014 Fifth Third Bank Michigan State Fair carries forth that tradition with Contest Central, livestock shows, and demonstrations by organizations, Art Pieces celebrating Michigan Agricultural Commodities, Demonstrations and Education on cooking utilizing Michigan Products from Michigan Business, and engaging Michiganders through song celebrating Michigan with our very own Fifth Third Bank Michigan State Fair Choir



Photo Credit Marisa Jonna

OUR SOCIAL MEDIA



The newly launched Fifth Third Bank Michigan State Fair facebook page, which debuted at the end of January 2013, garnered 2400 fans and was generating in the range of 80,000 weekly impressions by Labor Day Weekend 2013. Since last year, the facebook community has more than quintupled, cresting at 15,200 likes following the 2014 Michigan State Fair, and generating an estimated 1.5 million impressions during State Fair Week 2014.

The State Fair Twitter page has also more than tripled its followers this year, from 200 to more than 600; with much more engaged activity, tags and retweets, as well.



EFFECTIVE FACEBOOK AD CAMPAIGN

1 YEAR CAMPAIGN

1.5 M IMPRESSIONS PER WEEK

15M

2014

MEDIA COVERAGE



Photo Credit Nancy Phares



The Fifth Third Bank Michigan State Fair welcomed several stalwart new media partners for 2014, Detroit's Fox 2, the Detroit Free Press and CBS Radio stations WOMC-FM 104.3, Amp Radio 98.7 FM and WWJ 950 AM. Other important media support came from event partner Bright House Networks, Comcast, WJR and its sister Cumulus Radio stations Nash 93.1 FM and WDVD 96.3 FM, plus Observer-Eccentric Newspapers, Hometown News Papers, and the Oakland Press Digital First division, which includes the Royal Oak Daily Tribune, Macomb Daily, and Dearborn Press and Guide, among several other online newspapers.

The Fox 2 partnership is deserving of special recognition, as their news planning editors and promotion and marketing department went above and beyond to support several important Fifth Third Bank Michigan State Fair initiatives, including the Superstar Contest, for which they ran a free recorded promo during July that helped boost applicants to more than 70, and also the Michigan Farm Favorite Cookbook launch, which they supported throughout the summer with a series of live cooking segments using Michigan Agricultural Products in the Fox 2 Cooking School. Fox 2 is also dedicated to supporting Urban Agriculture and education, and will provide enthusiastic support of any farming programs the Fair initiates to serve the metropolitan community.



Detroit Free Press

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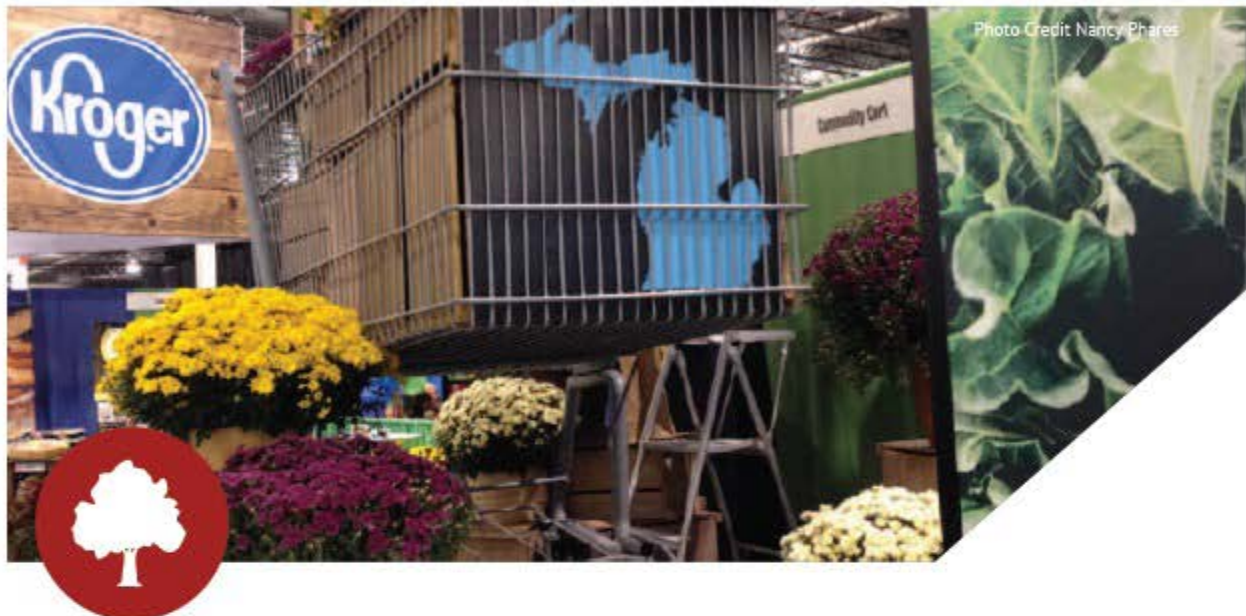
DETROIT FREE PRESS FEAST FARMERS MARKET

The new State Fair partnership with the Detroit Free Press that was forged this year included their sponsorship of the Feast Farmers Market, a section of the Fair devoted to celebrating and educating fair goers about Michigan's rich food culture.

The Free Press Feast Kitchen stage, also new this year, hosted Free Press Test Kitchen Chefs, popular local restaurant chefs and also exhibitors and vendors who shared recipes and kitchen tips using Michigan Agricultural Products throughout the weekend.

Photo Credit Nancy Phares





KROGER MICHIGAN - MADE PAVILION

New Sponsor and dedicated partner Kroger of Michigan is an enormously valuable addition to the Michigan-Made Product Pavilion at the Fifth Third Bank Michigan State Fair, offering exhibiting, sampling and vending opportunities to a broad array of food, beverage and other products manufactured in the state.

Kroger also offered State Fair tickets for sale at the check out of more than 130 South East Michigan stores, accompanied by Fair promotional signage hanging in the stores above the registers near the exits.



Photo Credit Nancy Phares



HOME ARTS AND AGRICULTURE

Exhibitor participation in the Home Arts and Agriculture section of the Fifth Third Bank Michigan State Fair soared in 2014, with an increase to 921 exhibitors from the 458 involved in the 2013 Fair a 100% increase. Many more growers of Michigan commodities more canned and preserved foods, more urban and rural youth agricultural displays, and along with more Home Arts and Craft projects filled the Home Arts Pavilion this year! The new Michigan Fair Favorites Cookbook also made its debut at the Fair, featuring more than 250 recipes gathered by Home Arts Superintendents Marsha Harwood and Judy Moore.



Photo Credit Nancy Phares





Photo Credit Nancy Phares



2014

**AUGUST 28, 29, 30
AND SEPTEMBER 1**

**PLANNED
EXPANSION AND
EVOLUTION OF
THE FIFTH THIRD
BANK MICHIGAN
STATE FAIR:**

**MICHIGAN'S #1
FAVORITE FAMILY
EVENTSM—BIGGER,
BETTER & MORE
FUN!**

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MAP LEGEND

-  Horses
-  Chickens
-  Sheep
-  Pigs
-  Rabbits
-  Goats
-  Cows

-  RELOCATED & EXPANDED Midway
-  Michigan Beer Garden
-  Even BIGGER Music/Entertainment
-  Two Shrine Circus Tents!
-  Even MORE Exhibitors
-  LARGER Michigan Made Pavilion
-  MORE FOOD & Commercial Exhibitors!
-  EVEN Bigger Farmer's Market!
-  Agriculture/Livestock Marshalling Area
-  Racing PIGS!
-  Butter Cow!

-96



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Your trip begins at michigan.org

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