

MICHIGAN STATE FAIR, A PRIVATE ENTITY, LLC



2023



ANNUAL
REPORT

S SUBURBAN COLLECTION
SHOWPLACE

www.MichiganStateFairLLC.com





CONTENTS:

Table of Contents	03	Superintendents	21
Mission & Community Partners	04	Senior Day Program	22
Message from the Bowman Family	05	Michigan State Fair Youth Council	23
Charitable & Community Organization	06	MI State Fair Features	24
Detroit Shriners	07	Spotlight Activations	26
Success by the Numbers	08	Showcasing Michigan Talent	27
Demographics	10	Social Media	28
Steering Committee	12	Traditional Media	29
Intern Spotlight	13	Distinguished Service & Volunteers	30
Major Partners and Sponsors	14	In Memoriam	31
Scholarship Program	16	Volunteer Photographers	32
Charity Preview Night	18	Map	34
Community Contributions	19	Sponsor Splash	36
Livestock & Showmanship	20		

OUR MISSION



The Michigan State Fair, LLC, is a private enterprise that continues to grow and evolve, based on the legacy of the original Michigan State Fair, which debuted in 1849. The original event was one of the first statewide Fairs to emerge in the continental USA. The State Fair moved to the Fairgrounds at Eight Mile Road and 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.

Following several years of exploratory discussions amongst local leaders and elders in the state agriculture industry, a new Michigan State Fair business model began to emerge; the only one of its kind in North America. The 2013 Michigan State Fair was produced as a private entity at the Suburban Collection Showplace in Novi, with zero taxpayer funding, and Fifth Third Bank as a title sponsor. Since that time, the Michigan State Fair, A Private Entity, LLC, has continued to grow, year after year, increasing the acreage of the Michigan State Fairgrounds to accommodate continued expansion. The event has become a highly anticipated annual celebration of the state's grand farming heritage and burgeoning agricultural economy.

The Michigan State Fair, LLC is devoted to the ongoing development and support of agriculture, business entrepreneurship, 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, all with no burden to the taxpayer.

OUR COMMUNITY PARTNERS

SPECIAL THANK YOU

NOVI POLICE, NOVI FIRE DEPARTMENT,
OAKLAND COUNTY SHERIFF'S DEPARTMENT,
MICHIGAN STATE POLICE, SUPERIOR
AMBULANCE, STAR EMS, AND ASCENSION
ST. JOHN PROVIDENCE HOSPITAL



GRETCHEN WHITMER
GOVERNOR



DAVE COULTER
OAKLAND COUNTY EXECUTIVE



TIM BORING
DIRECTOR, MDARD



BOB GATT
MAYOR, CITY OF NOVI





Michigan State Fair,
A Private Entity, LLC

Managers McKenzie Bowman,
Blair Bowman Sr., and Blair
Bowman Jr. presenting Mayor
Bob Gatt with a Distinguished
Service Award



A Message FROM THE BOWMAN FAMILY

The 2023 Michigan State Fair was an amazing year! We are so proud of and thankful for all of our dedicated team members and partners who make this wonderful event possible. It is such an honor to be able to continue the great tradition of the Michigan State Fair and it keeps getting better each year! For 2023 we welcomed a record number of exhibitors, food vendors, and rides. The crowds were thoroughly enjoying all of the additions and our attendance grew once again as a result!

With this success, we were able to continue our key focus of giving back to the community with \$1,110,000.

Most importantly we were able to continue to highlight and showcase Michigan Agriculture and Livestock. This

year we introduced a new exciting and educational feature, My MI Farmland. This activation allowed children to learn about Michigan Agriculture in a hands on and fun way, showing them where their food comes from and giving them an inside look at Farming in our state! It was such a success and will be a staple at the State Fair for years to come.

We are honored to share the 2023 Annual Report with you and look forward to many more years to come!

Blair Bowman

Blair Bowman Jr.

McKenzie Bowman



2023 GIVEBACK

\$1,110,000



Giving back has always been at the center of the organization since our inception in 2013. In the eleven years that we have been in existence, the Michigan State Fair, LLC has returned \$6,503,000 back to Michigan residents through charitable, financial, and in-kind contributions to communities, organizations, scholarship recipients, and the Charity Preview Night event.





DETROIT

Shriners at the Ribbon Cutting Ceremony

www.detroitshriners.com

SHRINERS ORGANIZATION



This year was a phenomenal Michigan State Fair. We enjoyed great attendance; a tremendous Shrine Circus and the carnival was outstanding!! We hosted a first-class event in all aspects that was enjoyed by all of our guests. To our guests, I say thank you for your continued support as you made our Michigan State Fair what it is today: GREAT!!!

This year, as we continue to celebrate a tremendous Michigan State Fair, our Nobles, ladies, and friends continue to support our amazing Shrine by volunteering at the Michigan State Fair, this reflects tremendous support by our volunteers on behalf of our Moslem Shrine Temple. This event raises funds to support our local Shrine and our local community. These funds are utilized to support our Temple and our programs for our kids. We are indebted to Blair Bowman for his support and his generosity in allowing us to participate in the Michigan State Fair.

Our Shrine is committed to 2 separate goals: our philanthropy, and our fraternity. Our fraternity supports our philanthropy which is Shriners Hospitals for Children. Most people do not realize that each week we transport children and their families to one of the 3 hospitals that we support directly: Chicago, Dayton, our burn center, and Erie.

At these locations we provide outstanding care for our kids for a host of childhood diseases or deformities like spine defects, leg or arm defects, burns, and a host of other life-threatening illnesses, and the Shrine does it all for free.

What began in 1922 as one hospital in Shreveport, Louisiana, is now a unique healthcare system with a worldwide reputation for

finding answers and giving families hope. We have made bold changes throughout our Shrine Hospitals for Children history to ensure continued innovative pediatric specialty care, world-class research, and outstanding medical education. We have changed the lives of more than 1.5 million families, and this success is a testament to the selflessness of all those who came before us and to each of you. We hope you find time today to celebrate and are proud to say you are part of 100 years of care.

Even as we pause to celebrate our past, we are firmly focused on an even brighter future. As we look forward to a new century of caring for kids, Shriners Children's will continue to share our wealth of compassion and expertise by helping more kids in more places. Many exciting things are on the horizon, although we will always stay committed to our foundation of putting our patients first. Our family-centered care creates an atmosphere of hope and healing, and will continue to elevate our mission to new heights as we move into the next 100 years.

My thanks to each and every Shrine volunteer that makes our Michigan State Fair what it is today. Our Michigan State Fair is our largest fund-raiser and it is our best opportunity to make people aware of what we do for our kids. Please continue your support for our fraternity and our Shrine Hospitals for Children as they continue on their mission in making this world a better place for all of us.

My sincerest thanks to Mr. Blair Bowman, Suburban Collection Showplace, the staff at Suburban, all of our wonderful volunteers who gave freely of their time, and last of all to all the great people who joined us and attended the Michigan State Fair.

Thank you one and all.

Craig Stigleman

Detroit Shrine Circus Chairman



Children posing with the Shriner's Inflatables



DETROIT SHRINERS
EST. 1880

SUCCESS BY THE NUMBERS

2023 GIVEBACK

\$1,110,000

GIVEBACK TO DATE

\$6,503,000



71



2023 YOUTH SCHOLARSHIPS

632



SCHOLARSHIPS TO DATE

SCHOLARSHIPS



220,859



TOTAL ATTENDANCE

2.5



PERCENT
INCREASE IN ATTENDANCE
FROM 2022

162



TOTAL
VENDORS

384



VOLUNTEERS



397^{WITH}

EXHIBITORS

3860

TOTAL ENTRIES



WHERE OUR GUESTS ARE FROM

People from 281 cities, villages, and townships in Michigan visited the 2023 Michigan State Fair, along with residents from 42 states and 6 countries.

PEOPLE FROM

42 STATES WERE OUR GUESTS

PEOPLE FROM

281 CITIES, VILLAGES, & TOWNSHIPS IN MICHIGAN

PEOPLE FROM

CANADA
CHINA
PUERTO RICO
UNITED KINGDOM
UKRAINE
TURKEY
BOSNIA & HERZEGOVINA
JAPAN

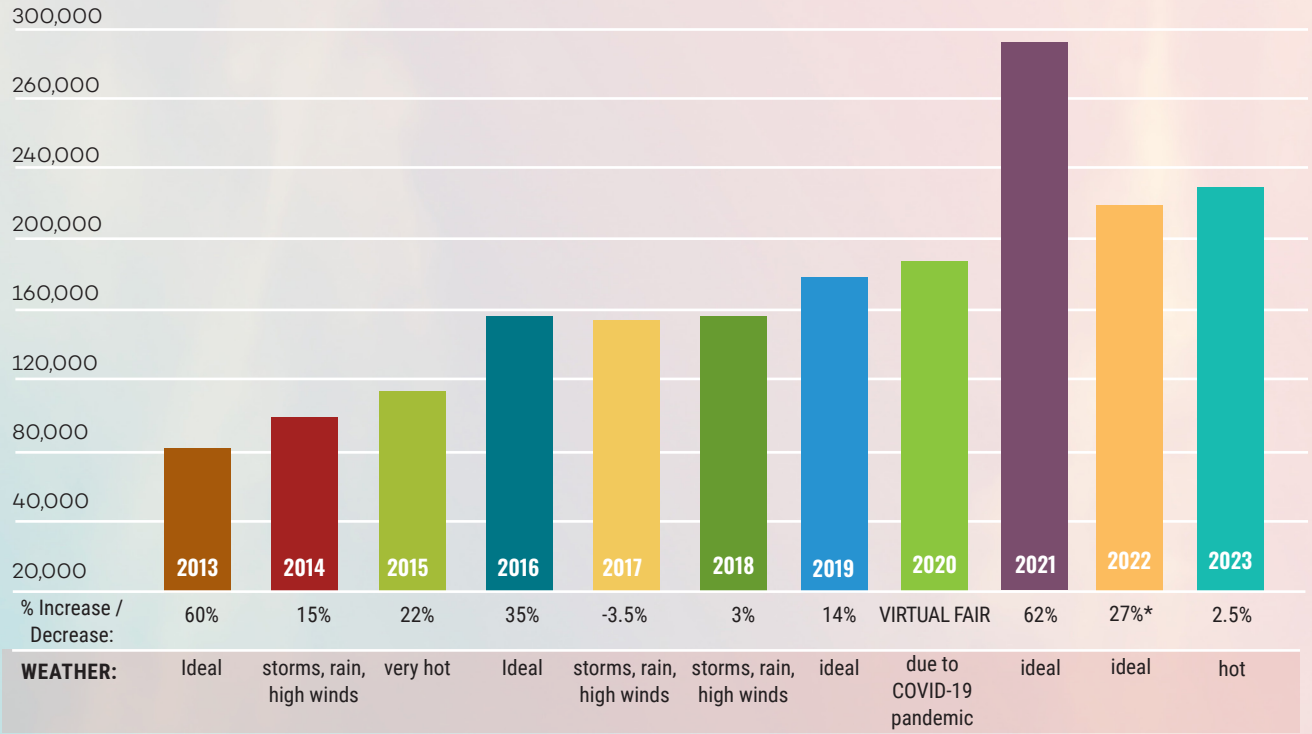
8 COUNTRIES VISITED



- ALABAMA
- ARIZONA
- ARKANSAS
- ALASKA
- CALIFORNIA
- COLORADO
- CONNECTICUT
- DC
- FLORIDA
- GEORGIA
- IDAHO
- IOWA
- ILLINOIS
- INDIANA
- KANSAS
- KENTUCKY
- MICHIGAN
- MAINE
- MARYLAND
- MASSACHUSETTS
- MINNESOTA
- MONTANA
- NORTH CAROLINA
- NEW HAMPSHIRE
- NEBRASKA
- NEW JERSEY
- NEW MEXICO
- NEVADA
- NEW YORK
- OHIO
- OKLAHOMA
- OREGON
- PENNSYLVANIA
- SOUTH CAROLINA
- TENNESSEE
- TEXAS
- UTAH
- VIRGINIA
- WASHINGTON
- WISCONSIN
- WEST VIRGINIA
- VERMONT



YEARLY ATTENDANCE INCREASES



* from 2019, last in-person fair not inflated due to the pandemic effect



A Family Enjoying a Ride on the Carousel



OUR STEERING COMMITTEE

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 2023 Michigan State Fair, as the Steering Committee.

John Almstadt

Oakland County

Dean Angott

CF Burger Creamery

Tom Arnold Arnold

Amusements

Pete Auger

City of Novi

Dr. Mike Balon

Entertainment Committee - Studio B

Scott Berkseth

Novi Emergency Manager

McKenzie Bowman

Manager

Kimberle Bowman

Volunteer

Blair Bowman Jr.

Manager

Blair Bowman Sr.

Manager

Deb Chapman

Chapman Sheep Farm

Mark Chapman

Superintendents Sheep

Linda & Dave Coon

Superintendents Goat

Beth Correa

Flagstar Bank

Hugh & Kathy Crawford

Senior Citizens' Program Committee

Bob Cummings

State Fair Historian

Arlene DeForest

Milking Cow

Carrie DeLong

Dairy Superintendent

Sandy Dorey

Oakland County Parks & Rec

Elise Duff

Blue Care Network

Charmaine Dyson

Volunteer

Debbie Ellsworth

Military Families United

John Ellsworth

Military Families United

Joey Evans

Arnold Amusements

Julie Farkas

City of Novi

Elisa Fixler

Studio B; Entertainment Committee

Scott Fleming

Beef Superintendent

Julie Fleming

Beef Superintendent

Jennifer Frohriep

Pepsi

Bob Gatt

City of Novi

Aaron Germaine

ArtCraft Display

Michelle Geske

Detroit Shriners

Jeff Geske

Detroit Shriners

Jim Gotts

Detroit Shriners

Sue Grover

Livestock Office & Entries

Marsha Harwood

Home Arts Director

Kreg Hasse

Leisure Works

Jerry Ann Hebron

Oakland Avenue Farm; Urban
Scholarship Committee

Paul Hess

Epoch Hospitality Group

Shendy Hopkins

Flagstar Bank

Rachel Hurst

Kroger

Jessica Iloff

Blue Care Network

Jill Jack

Dream Big Inc.; Superstar Mentor

Ruth Ann

Jirasek Entertainment
Committee

Steve Karakula

Art Craft Display

Gary Kirsh

ITC

Kristine Konesco

Superintendent Poultry

Mike Kowall

Senator

Ed Kramer

Lions Club

Kevin Lawrence

Volunteer

John Martin

Novi Fire Department

Ed Masters

Masters Family

Sue Masters

Masters Family

Greg McGuire

Guernsey Farms Dairy

Kimberle McGuire

Guernsey Farms Dairy

Marty McGuire

Guernsey Farms Dairy

Colleen McGuire

Guernsey Farms Dairy

Jackie McMahan

Operations & Vendor Manager

Tierra Modock

Ag Ambassador

Judy Moore

Home Arts Director

Sue Moore

Suburban Collection Showplace

Deb Morgan

MSU Extension

Mike Murray

Carrot Pass App

John Nagoda

Detroit Shriners

John Nelson

Novi Police Department

Chelsea O'Brien

Clarkston Family Farm

Lynn O'Brien

"Lynn O'Brien Commissioner
Veterans' Memorial Park
Commission"

Mark Partogian

5K Committee

Willis Plank

Superintendent Rabbits and
Wool

Allie Purves

Ag Ambassador

Rob Reid

Livestock Committee Member

Sara Ressler

Oakland County Fair

Jack Riley

Friends of the Fair Committee
Member/Volunteer

Kent Roberts

Urban Scholarship Committee

Ken Roberts

Camping

Laura Rochow

Suburban Collection Showplace

Elise Duff

Blue Care Network

Shamin Sanders

Hyatt Detroit Novi

Mav Sanghvi

Entertainment Committee

LC & Jackie Scramlin

Directors Agriculture Livestock
& Home Arts

Matt Scramlin

Livestock Director

Walter Slan

Michigan State Fair Volunteer

Riley Stechschulte

Operations Coordinator

Craig Stigleman

Detroit Shriners

Cal & Whitney Stone

2 Stones Events; Entertainment
Committee

Cynthia Stump

ITC

Aaron Taylor

Hyatt

Jim Tesen

Senior Citizens' Program
Committee

Mark Theisen

Novi Fire Department - Captain

Molly Ward

Michigan FEA

Steve Williams

Livingston County Farm Bureau

Christa Williams

Ascension Foundation

Debbie Wrobel

Volunteer

LT Keith Wuotinen

Novi PD

Tarzan Zerbini

Shrine Circus

OUR DEEPEST GRATITUDE

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.

Intern SPOTLIGHT

The Michigan State Fair Internship Program is designed to assist both students and individuals with gaining experience and growing their knowledge in the fair and event industry. Since 2013, the Michigan State Fair has welcomed over 25 interns who have played an integral role in the planning and execution of each Fair.



A Crowd Watching the Contests on the Pepsi Contest Central Stage

Each intern is assigned the task of planning one or more events within the fair. These events are: Friends of the Fair Reception, Ribbon Cutting Ceremony, Senior Citizens' Program, Exhibitor Breakfast, Friday Night Flights, Moovin' thru the Midway 5K, Demo Stage, Scholarship Banquet, and Contest Central Stage Presented by Pepsi. We are so thankful to Abby, Tess, Maci, and Corey for all of the hard work that they put into the 2023 Michigan State Fair!



Demo Stage Organized by Intern Corey

2023 State Fair Interns

Corey Bailey Abby Asel
Tess Burnash Maci Best



The 2023 Michigan State Fair Interns with Supervisors Jackie McMahon and Riley Stechsulte

MAJOR SPONSORS



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association



C.F. Burger Creamery
Butter Cow Display



DetroitShriners.com





Live Music on the Ascension Main Stage



Corn on the Cob Eating Contest on the Pepsi Contest Central Stage



THANK YOU!

The Michigan State Fair symbolizes what it means to be a community. We are so thankful for all of our partners who have risen to the call and enable us to continue the legacy of one of the most historical State Fairs. An event like the Michigan State Fair would not be possible without the support of the community and amazing partners. We are very lucky to have formed these relationships with so many wonderful organizations. We want to extend our most sincere thanks and gratitude to our sponsors. This event is so important to so many people across our great state and you make it possible!



Flagstar Bank Farmers Market with Produce Provided by Oakland Avenue Urban Farm



Michigan State Fair

SCHOLARSHIP PROGRAMS



The scholarship program serves as a bridge and connector between our urban and rural communities. These urban farming initiatives are relatively new compared to the more traditional areas within our rural communities. Urban farming initiatives are now serving as important cornerstones in helping many urban areas begin to thrive. 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, and represent the desires of their generation of young people. As 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 28 different counties and 8 Urban Gardens/Farms within Michigan.

2023 Michigan State Fair Scholarship Winners



2023 URBAN SCHOLARSHIP WINNERS

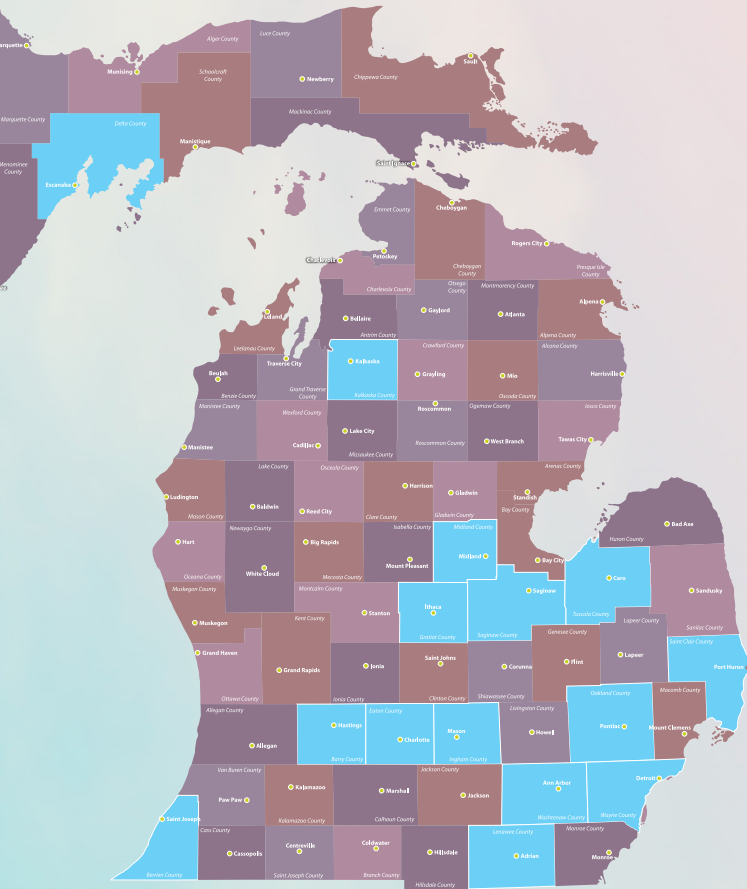
- | | | | |
|-----------------|--------------------------|------------------|-----------------|
| Monica Zamudio | Yahir Hernandez | Bryce Danzy | Tanya Overbeek |
| Eli Measom | Rachel Siporin | Blair Danzy | Jeffrey Bridges |
| Hannah Measom | Angelin Lin | Aiden Sundquist | Iva Aleexander |
| Evan Gabrys | Shelby Hernandez- Olguin | Nykeirha Patrick | Dilynn Jackson |
| Rachel Seeley | Destiny Hence | London Garrett | David Estrada |
| Camila Mendez | Julian Danzy | Paris Garrett | Amy Estrada |
| Mariella Gabrys | Elaine Cleague | Jamiee Blade | Marlo Cleague |
| Cliffton Massey | Yuna Hahm | Zaina Mwendwa | |
| Jairo Gonzalez | | Dorothy Brigham | |

2023 VIRTUAL SCHOLARSHIP WINNERS

- | | |
|-------------------|----------------|
| Evie Clare | Lowell Stoller |
| Alex Fisher | Oliver Stoller |
| Gavin Bunning | Gabriel Grigar |
| Makenna Beckett | |
| Travis Ray Liford | |
| Morgan Childers | |
| Bryant Janetzke | |

Thank You!





COUNTIES of scholarship winners

Our winners are diverse and represent the various communities and cultures of our great State. Education is empowering and it is our hope that our investment in youth will deliver a strong dividend for the State of Michigan, our fellow Michiganders, along with the business and industry that call our great State home.



STEVE MASTERS SCHOLARSHIP

In 2020, the Michigan State Fair and the Masters Family established the Steve Masters Scholarship Fund, and were able to award \$2,000 each to two well-deserving youth in Steve's honor. This scholarship is one of many ways Steve and his legacy will live on through the Michigan State Fair and continue to have an everlasting impact on the youth and in the community. This year's winners were Sarah Russell and Eli Measom.

Steve Masters was so passionate about the fair and all of the causes supported by the event. He leaves behind an amazing legacy and an immeasurable influence on everyone and everything he touched. Steve is so deeply missed and always remembered. He was our Greatest Showman and goes down in history for his part in revitalizing the Michigan State Fair.

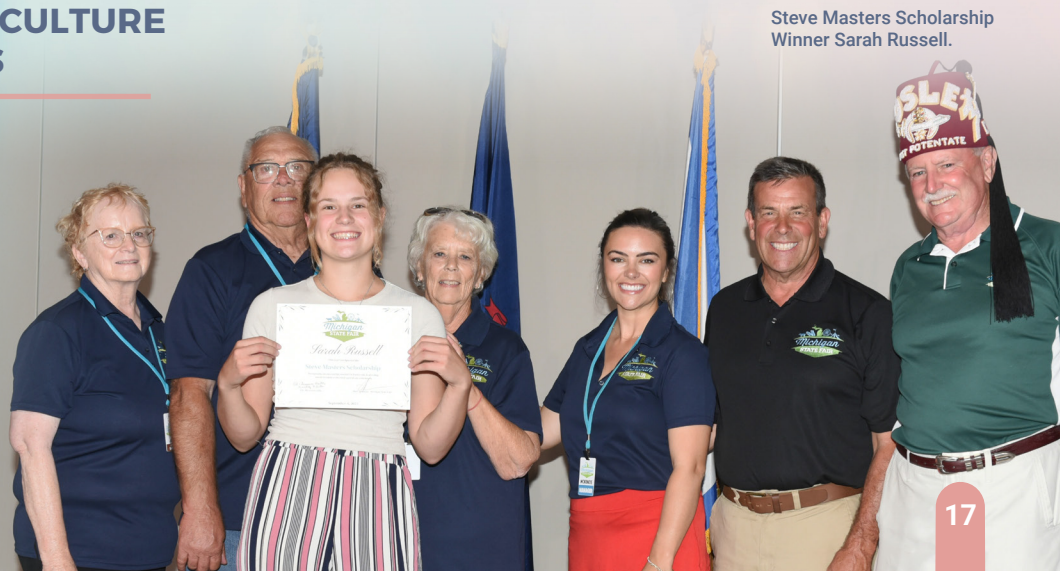
2023 LIVESTOCK SCHOLARSHIP WINNERS

- Kaitlyn Keen - Rabbits
- Natalie Keen - Rabbits
- Sarah Russell - Poultry
- Chloe Moore - Poultry
- Drew George - Sheep
- Sophia Barnum - Sheep
- Myra Russell - Dairy
- Fern Russell - Dairy
- Charlee Klink - Beef
- Andi Dillon - Beef
- Allie Bottiglia - Goats

2023 HOME ARTS & AGRICULTURE SCHOLARSHIP WINNERS

- Lena Velliquette
- Leah Lafferty
- Thela Priesman
- Ivy Davenport
- Lyla Lapugh
- Clara Hughes
- Jonathan Sinclair
- Alice Long
- Ben Cary
- Jase Klink
- Marissa Manchester
- Mariska Vedder
- Grace Roberts

Steve Masters Scholarship Winner Sarah Russell.



CHARITY PREVIEW



Charity Preview Night was on Wednesday, August 30th, and provided a more relaxed and personal evening for fair goers. The entire evening was revamped and slowed down so that our guests, many with special needs, can enjoy the evening in a less crowded atmosphere. An estimated 8,000 Michigan family members involved with local non-profit organizations, as well as active military and veterans, were led into the fair by the Plymouth-Canton Educational Park Marching Band and participated in the invite-only Charity Preview event.

FRIENDS OF THE FAIR RECEPTION

During our Friends of the Fair portion of the evening, guests were invited to enjoy the ambiance of our Entertainment Pavilion. Restaurants including Guernsey Farms Dairy, M Street Baking, Outback Steakhouse, Mission BBQ, Olga's Kitchen, On the Border, Sedona Taphouse, A Serendipity Cakery, Texas Roadhouse, Buffalo Wild Wings, Bahama Breeze, Applebee's Canton, EPOCH Catering, and Fireside Bar & Grill served various appetizers to our guests, and Local Heros joined us again on the Ascension Main Stage to provide live music and entertainment.

ATTENDING PARTICIPANTS:



P-CEP Marching Band
Leading Fairgoers into the
Fair on Opening Night



Blood Drive Donor
Giving Blood



 **versiti**[™]
Blood Center
of Michigan

**291
LIVES SAVED**

**WITH 87 NEW
DONORS**

 **Kroger**[®]

COMMUNITY CONTRIBUTIONS

GLEANERS
EST. 1977
FEEDING PEOPLE. NOURISHING LIVES.

Throughout the week of the Michigan State Fair on Thursday, August 31st through Monday, September 4th, Fairgoers could enjoy reduced admission with a contribution of canned or non-perishable food items. In total, this effort collected 863 pounds of assorted foods. The food items were donated to Gleaners Food Bank of Southeastern Michigan and will provide more than 647 meals to hungry neighbors in need! Tickets were on sale at southeast Michigan Kroger locations with \$2.00 off every ticket sale going towards feeding hungry families. This year, 93,190 meals were provided. In addition to feeding Michigan Hungry Families, we are also saving lives through Versiti Blood Center of Michigan. For the 2023 blood drive, 291 lives will be saved, and we welcomed 87 new donors.

**869 LBS
OF FOOD**

**93,190
MEALS**

**KROGER ZERO
HUNGER
PARTNERSHIP**



LIVESTOCK AND SHOWMANSHIP

2023 was an incredible year for our Livestock and Agriculture departments. We saw 3860 total entries from 397 exhibitors representing 44 Michigan counties, and 5 additional states. This diverse display of Michigan's Agriculture Industry provided guests with the opportunity to learn about the rich history of our state. In the Urban & Rural Youth Scholarship area, over 140 youths vied for \$50,000 in Scholarships. As 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 15 different counties and 8 Urban Gardens/Farms within Michigan. Daily demonstrations of sheep shearing, spinning, and weaving were well received by visitors, and Dr. Stacy Zuelly did daily cooking classes for patrons to see how to prepare different cuts of meat. Lastly, we continued the tradition of honoring our late Executive Director Steve Masters, with the Steve Masters Showman award (formally showmanship sweepstakes).



A Showman with his Beef Cattle



A First Place Cornucopia Bushel Basket Display in the Home Arts Department.

2023 WINNER THE BILL BOWMAN SR SUPREME OF SUPREMES TAYLOR SMITH - SWINE

The 4th Bill Bowman Sr Supreme of Supremes was shown with Taylor Smith winning this year with her Swine. The contest has the Supreme of the 5 large species compete against each other for a \$1000 prize. Judging is done by a committee of exhibitors to choose the winner.

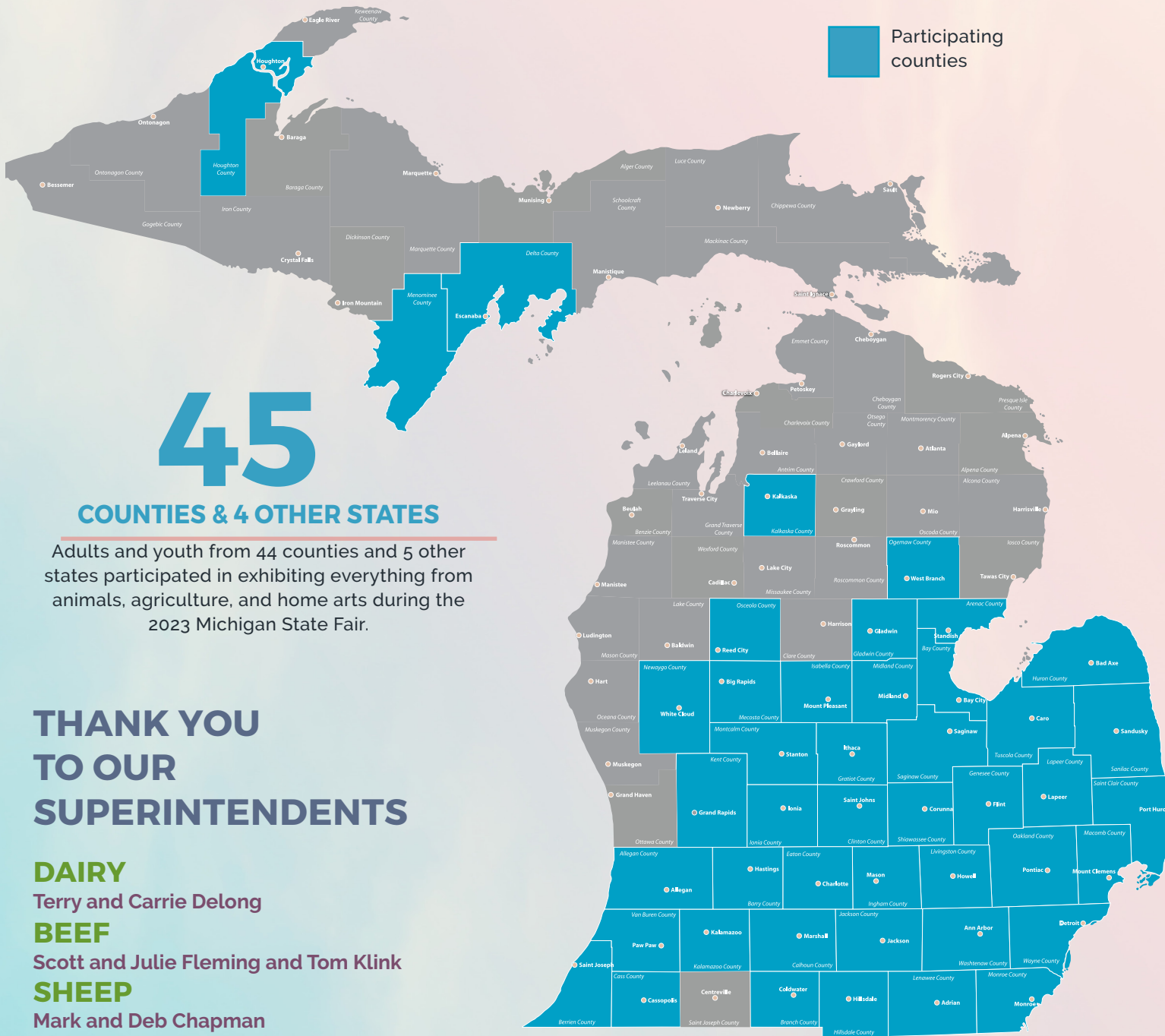
Past Winners: 2019: Maggie Reid - Angus Heifer, 2020: N/A due to COVID-19 Pandemic, 2021: Drew George - Southdown Ewe, 2022: Brendan Parks, Swine



Supreme of Supremes Winner Taylor Smith.

MICHIGAN STATE UNIVERSITY | Extension





45

COUNTIES & 4 OTHER STATES

Adults and youth from 44 counties and 5 other states participated in exhibiting everything from animals, agriculture, and home arts during the 2023 Michigan State Fair.

THANK YOU TO OUR SUPERINTENDENTS

DAIRY

Terry and Carrie Delong

BEEF

Scott and Julie Fleming and Tom Klink

SHEEP

Mark and Deb Chapman

GOATS

Linda and Dave Coon

SWINE

Ron and Julie Ellison

POULTRY

Kristine Konesko

RABBITS

Chris and Willis Plank

HOME ARTS/AGRICULTURE

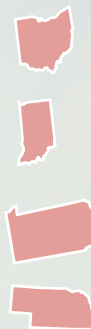
Judy Moore

URBAN AGRICULTURE

Jerry Hebron

OFFICE MANAGER

Sara Ressler



OHIO

ILLINOIS

SOUTH DAKOTA

NORTH DAKOTA

NEBRASKA



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association



Attendees Enjoying
Time with the Clowns
at the Senior Citizens'
Program

Senior Citizens PROGRAM

Honoring the elders of our great state on the first day of the State Fair is one of the most rewarding and heart-warming times of the weekend for all of us. The Senior Program has become a popular offering, and even after expanding registration for 2023, advance reservations were completely full by August!!! We offer our deep gratitude to all of the sponsors and committee members who contributed time, energy, catering, door prizes and other offerings for our cherished State Fair Senior Citizens.

Blue Care Network at the Senior Citizens' Program



Special Thanks to Blue Cross Blue Shield of Michigan and Blue Care Network for sponsoring Free Admission for all seniors on opening day of the fair, as well as 900 tote bags and prizes; US Foods, Gordon's and Kroger for providing the Continental Breakfast; and Epoch Catering and US Foods for boxed lunches. Thanks to our entertainment partners, Joe Jarvis – 2022 State Fair Superstar, and the Silver Sneakers.



YOUTH COUNCIL & Ag Ambassador

This summer, our Agricultural Ambassadors traveled all across the great state of Michigan, including Oakland, Livingston, Monroe, Wayne, Shiawassee, Muskegon, and Saginaw counties. During this time, they were able to interact with many outstanding youth and see their hard work and commitment to their projects. At each county fair they distributed gold ribbons to exceptional projects. These ribbons granted youth entry to the Michigan State Fair free of charge and extended an invitation to apply for our amazing scholarship program as well as join the Michigan State Fair Youth Council. Some youth at the county fairs they visited had attended the Michigan State Fair in the past and were excited to return, but many were coming in 2023 as first time exhibitors. They were so excited to have this opportunity to attend the Michigan State Fair and were eager to learn more about our fair and show off their hard work.

In addition to the fair visits, they were able to connect with urban farms and provide information, resources, and support to help them achieve their goals and connect with their communities. These farms work very hard to provide their communities with an educational environment to grow healthy foods, experience working with livestock, and build healthy relationships with their peers. These farms also have youth development programs that teach about agriculture and provide hands-on learning so they can grow their skills. Many of these youth also exhibited at the Michigan State Fair and applied to the scholarship program so they can further their education and invest in their farm projects. Overall, it was an incredible summer and we are excited to continue this program in the future!

Flagstar Bank Gold Ribbon Outreach Program

Flagstar Bank became Presenting Sponsor of the fair's Agricultural Ambassador and Gold Ribbon Scholarship Programs in 2018. The Ambassador Program fosters relationships between young agriculturalists from rural and urban backgrounds, while the Gold Ribbon Program awards \$500 scholarships to select youth exhibitors. The sponsorship has continued since then—even during COVID with a virtual Moovin' Thru the Midway 5K race—and has included hosting a farmers market at bank branches, partnering with agricultural ambassadors at Oakland Avenue Farms in Detroit, and assistance in building a chicken coop at the Farms, courtesy of Flagstar volunteers. Beth Correa, director of corporate responsibility at Flagstar, said

the sponsorship offers the opportunity to build bridges between young people with a shared interest in farming. "It's really about things like apprenticeship, workforce readiness, and new career possibilities—all areas that Flagstar focuses on through its foundation and community reinvestment," Correa said. "And of course, the fair is a cherished tradition, a hugely popular favorite family event, and another reason to make Michigan and metro Detroit home."



Gold Ribbon Winning Watermelon

Michigan State Fair **FEATURES**



CONTEST CENTRAL

This year's contest central stage, sponsored by Pepsi, was full of exciting games and competitions for all ages. Contestants competed in front of crowds filled with friends, family, and curious onlookers. From Sweet Potato Races to Hot Wing Eating contests, fun was had by all!

Author Natcole Staskiewicz with Her Books at the Demo Stage

DEMO STAGE

Throughout the weekend, the Demo Stage hosted chefs, farmers, and libraries, who provided engaging demonstrations to our fairgoers! We were excited to continue our Read and Win program which offers local libraries general admission tickets for summer reading program participants to attend the event. Eleven authors participated in our Literacy Day by bringing their stories to the fair, engaging with guests both young and old, and giving out signed copies of their books.



BUTTER COW

The State of Michigan Butter Cow tradition dates back decades and is a wonderful merger of art, agriculture, and butter... lots and lots of butter. Sponsored by the C.F. Burger Creamery & Guernsey Farms Dairy, sculptor Rachel Wolski who was mentored by long term lead sculptor Tom Paul Fitzgerald transformed hundreds of pounds of butter into a beautiful work of art.

ENDLESS CHOCOLATE MILK

There is nothing more refreshing than a nice cold sip of chocolate milk from Guernsey Farms Dairy. At the Michigan State Fair, you can drink as much chocolate milk as you want after donating one dollar. All donations are given back to the Michigan State Fair Scholarship Program. This program benefits Rural and Urban Youth who exhibit their projects and apply for scholarships. Who doesn't love endless milk?!



Guernsey Volunteer Serving Up Fresh Guernsey Ice Cream and Chocolate Milk



FRIDAY NIGHT FLIGHTS

A fan favorite tradition, Friday Night Flights, returned this year on Friday, September 1st in the Michigan State Fair Beer Garden. Fairgoers enjoyed flights from local breweries and organizations, with live music entertainment on our Ascension Main Stage.

Michigan State Fair Homebrew Competition Medals

HOMEBREW COMPETITION

An exciting continuation of an original Michigan State Fair tradition in the Homebrew Competition. Since 2019, homebrewers from all over the state have participated, with a total of 225 entries judged at the Suburban Collection Showplace in 2023. Congratulations to Matt Hunsworth who received the Best of Show award at Friday Night Flights for his American Pale Ale, Hipster Skull.



Odd Brothers Craft Cider at Friday Night Flights

GIANT PUMPKIN CONTEST

For the sixth year, the Michigan State Fair hosted a Giant Pumpkin Contest, this year with 19 participating entries. The pumpkins made it to the scales and the winner tipped in at 1,844 pounds! Congratulations to Don Barron of Lasalle, MI who grew the winning pumpkin. A huge thank you goes to Oakland County Farm Bureau for sponsoring the exhibitors for this contest. It will surely be back for the 2024 fair!

STATE RECORD FIELD PUMPKIN

In addition to Giant Pumpkins, people from all across the state travel to the Michigan State Fair with other large produce. This year, Tom Trombley from Standshish, MI broke the Michigan record for Field Pumpkins, with his gourd weighing in at 164lbs! Congratulations!



MOOVIN' THRU THE MIDWAY 5K

The Moovin' thru the Midway 5K run presented by Wells Fargo was on Saturday, September 2nd. Nearly 380 runners ran both virtually and in-person in our fifth ever race. The race took place on the fairgrounds, and during their 3.1 mile flat run, runners took a journey through the big-top tent, by the amusement rides, past the vendors, and even said a quick hello to the animals getting ready for the day!



First Place Giant Pumpkin



Field Pumpkins at the Weigh-In



Lisa Reiff and Blair Bowman Cutting the Ribbon at the My MI Farmland Booth.



MY MI FARMLAND

My MI Farmland was a great success at the fair this year. This new exhibit attracted tens of thousands of families to pet baby animals, answer agriculture trivia questions, milk a faux cow, or ride in the tractor simulator. Farmland was a big hit with attendees young and old, including journalists wanting to get some hands-on agriculture experience at the fair. Dozens of volunteers pitched in to help answer questions from guests about Michigan agriculture and food production, and made the first year of My MI Farmland better than we could have imagined!



SPOTLIGHT ACTIVATIONS



Aquatic
Acrobat Show

AQUATIC ACROBAT SHOW

Five generations of the most talented absolutely amazed our guests. The show featured world class acts, springboard maneuver, living mermaids, aqua bola feats, even a jetski!



Rock N Roll K9
Performance

ROCK-N-ROLL K-9'S

Back again for another great year was the Rock-N-Roll K-9's, who have been providing family fun for fairgoers for many years. Grand Prix racing, high jumping, flyball, musical mats, tricks, team relay racing, limbo competition, choreographed obedience routines, Scooby Says, and barrel racing are just a handful of tricks that these pups brought to the 2023 Michigan State Fair!

COOL ZOO

Returning to the 2023 Michigan State Fair was the Cool Zoo exhibit. Cool Zoo is a family-owned-and-operated wildlife experience with the mission of curating fundraisers, conservation, education, recreation, and research with animal ambassadors for all to enjoy. Fairgoers cheered on crab races, learned about animal habitats, and even met some exotic animals like a sloth and a baby kangaroo.



State Fair Superstar™

MICHIGAN TALENT on the Ascension Main Stage

Winner: McKayla Prew

McKayla Prew is a singer-songwriter from White Lake, Michigan. She started performing when she was four and writing songs at only ten years old and has never looked back. Country-pop driven, McKayla is a versatile songwriter and performer. Former 2022 Miss Oakland County USA, McKayla is a featured vocalist on Disney's Dream Big Princess Campaign on multi-media broadcasts and commercials across the world. She has built a strong following through social media with thousands of followers worldwide.

McKayla has taken part in local theater productions and held lead roles such as Elsa in Frozen Jr., Annie in Annie, and Sharpay Evans in High School Musical Jr. McKayla has also used her talents for charity as she has raised \$3,000 for Beaumont's Children's Miracle Network and has sang at cancer walks across Michigan. McKayla is a host of an internet livestream show called "Hyped Up Live Sessions: Next Generation" with T-Money Green. On this show, McKayla highlights young talent from the Metro-Detroit area to give them a platform to showcase their music. The show also partners with local nonprofits and music therapy programs to showcase patients and their music.

Runner up: Izzy Joy

Izzy Joy is a singer/songwriter from a small town in Michigan. Because the music scene isn't as prominent there, she hopes to someday move her work to a bigger city with more opportunities! She has been singing and writing music for as long as she can remember, but Izzy started really getting into the craft when her parents bought her very first songwriting journal at the age of 10. Piano is her main instrument, and she has been playing for about 16 years.

Izzy Joy's genre is a mix of pop, soul, and R&B, though she draws inspiration from many different styles including jazz, rock, indie, and country. She is influenced by so many artists, some of the most noteworthy including Amy Winehouse, Adele, The Beatles, Aretha Franklin, and Stevie Wonder! Currently, Izzy Joy has released an EP on all platforms, but plans to release more over the next year!

Honorable Mention: Christopher Mills

Husband, Father and Musician. 3 words that sum up Christopher Mills pretty well. This recently transplanted Michigander comes from Dallas, TX where he spent the last 20+ years as part of the local music scene, taking the stage with such artists as Grace Tyler, Gayle, Jarrett Reddick and JD Beck and playing some of the largest venues in DFW, including the House of Blues and Lava Cantina.

His distinctive sound has been described as a marriage between Texas country and 90's alternative rock with such songs as Heaven and Lighter Shade of Gray. Recently he has begun to incorporate more elements of pop music to his portfolio with tunes like Take Me Home Tonight and Rodeo Drive, but the live shows are not something you'll want to miss with his big personality and even bigger voice.

MICHIGAN MEGA JAM

The Michigan State Fair Mega Jam 2023 was filled with amazing talent. Thank you to Joe Jarvis, James Wailin, Laura Mendoza, George Montrell, Kathleen Murray, Mike Ward, and Barelyon for an incredible performance. The show went without a hitch thanks to all the volunteers, sound company and house band, and the professionalism of the artists. Everyone had a great time!



Superstar Winner
McKayla Prew



Superstar Runner-Up
Izzy Joy



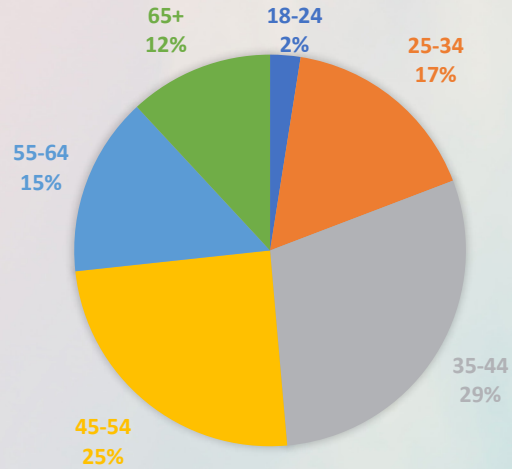
Superstar
Honorable
Mention
Christopher
Mills



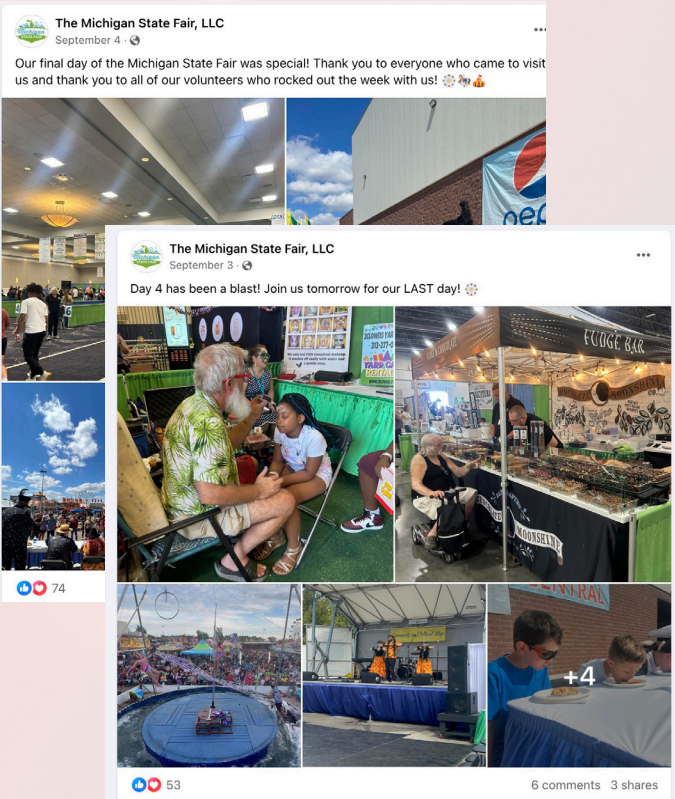
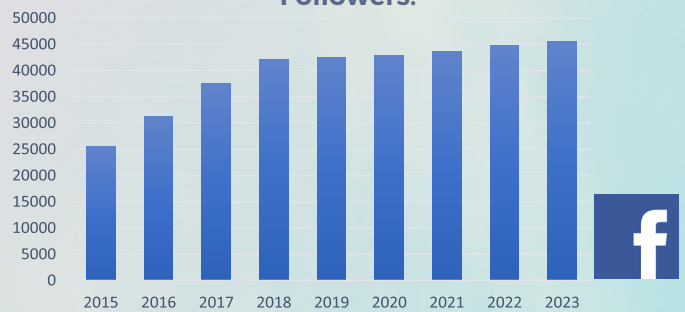
SOCIAL MEDIA

The Michigan State Fair social media community expanded significantly in 2023, now topping 51,000 fans as of Labor Day Weekend. The social media following for the fair continues to be active and highly engaged, centered upon the demographic of young women aged 25-49, and parents of young children. In 2023 we also engaged in partnerships with 12 unique Michigan influencers to connect with broader communities and foster relationships with new forms of media.

Demographics by Age:



Followers:



We reached over

77,000

Unique individuals per day with our posts during the event

47,735
Total Following

@MICHIGANSTATEFAIR



2,976
Followers

@MISTATEFAIR1



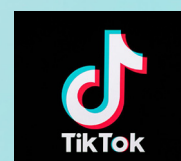
1,291
Followers

@THE MICHIGAN STATE FAIR, LLC



45,301
Total Likes

@MICHIGANSTATEFAIR



1,788
Total Likes

TRADITIONAL MEDIA

The 2023 Michigan State Fair took over the Media by storm! We continued our long-standing relationships with Channel 2, 4, and 7 and included streaming and digital advertisements with Comcast, USA Today, and more. Our radio partners at Cumulus and iHeart did an amazing job activating onsite as well as additional on-air giveaways and promotions. We had DJ's come to run the contest central stage, play games and try local beer at the Friday the Night Flights beer fest, and also encouraged listeners to sign up and run with them in the Moovin' through the midway 5K. Our daily Live segments featured the new My MI Farmland activation, as well as all the other entertainment like the Aquatic Acrobat Show, Live music at the Ascension Main Stage, and of course the continued traditions like the butter cow and endless chocolate milk. For the 2023

State Fair we added a few new approaches to reach a broader target market including Spotify podcast and streaming Ads, as well as local Social Media Influencers. We saw amazing success with these new approaches and will be expanding on them in future years!



Reporter Rob Wolchek Interviewing Sun Shine the Clown



VOLUNTEERS



Volunteers are critical to the success of the Michigan State Fair. Over 400 volunteers returned this year to help create Michigan's #1 Family Event. Our volunteers join us from all walks of life and are from a broad array of communities and organizations across the State of Michigan. We are grateful for the many volunteers who share their time and talents with us and we have been fortunate to have continued sponsorship and volunteer participation from Ascension St. John Hospital. Our long-standing partnership with the Detroit Moslem Shriners not only also expanded our volunteer base, but provided amazing entertainment with Shrine Circus performances throughout the Fair weekend. Volunteers assist in an array of areas throughout the fair, welcoming and directing crowds of visitors, assisting at the Shrine Circus, providing answers to questions at the information booth and working behind the scenes at the Community and Cultural and Main Stages. This year we added two new positions – strolling information and Guernsey Farms Dairy. With the strolling information, volunteers were given the ability to walk around the canvas of the fair while answering questions from fairgoers. At the Guernsey Farms Dairy booth, volunteers assisted in scooping ice cream, passing out pints of the famous Guernsey chocolate milk and overall assistance at the booth. Our volunteers are truly the shining face of the Fair and their smiles were mirrored by the smiles of our fairgoers, as they graciously thanked Michigan State Fair staff and volunteers for working so hard to keep a Michigan tradition alive.

384

TOTAL VOLUNTEERS

VOLUNTEER OF THE YEAR Charmaine Dyson



Charmaine is a dedicated volunteer of the Michigan State Fair and is a shining example of selflessness and commitment. With a heart full of compassion and a willingness to go the extra mile, Charmaine consistently devotes her time and energy to the fair. Her tireless efforts have had a profound impact, and her passion for our mission is truly inspiring. Charmaine's dedication not only strengthens our team but also serves as a beacon of hope and motivation for all of us. We are immensely grateful for her invaluable contributions and the positivity she brings to our community through her volunteer work and participation in our Steering Committee. Charmaine is a true asset to our cause, and we are fortunate to have her!



Michigan State Fair Volunteer at the My MI Farmland Booth



DetroitShriners.com

DISTINGUISHED SERVICE AWARDS

Bob Gatt (Right) with McKenzie Bowman



BOB GATT

Mayor Gatt has exhibited exceptional leadership and tireless devotion in spearheading our community's involvement in the Michigan State Fair, fostering camaraderie, and showcasing our community's unique identity to the wider world. Under his guidance, Novi has been a shining example of unity, collaboration, and community pride. We are so grateful for the many years that he has spent with us as the Mayor of Novi, and the Michigan State Fair Weatherman.



JACK RILEY

Jack Riley has been a steadfast supporter and a valuable member of the Michigan State Fair Executive Committee since 2016. He has used his time on the committee to transform and evolve our Moovin' thru the Midway 5K, as well as our Charity Preview and Friends of the Fair Reception into an evening that is beloved by so many in our community. Through his passions of helping others and documenting our great event, Jack has captured the identity of the Fair in his videography that we will cherish for many years to come.

Sara Ressler Receiving Her Distinguished Award



SARA RESSLER

Sara Ressler has been an integral part of the Michigan State Fair for many years. She is well versed in horse shows as a secretary and coordinator and initially worked in that area at the fair. She is also a whiz in the information technology aspect of the Fair and handles the online fairbook and entries. It doesn't stop there as she also inputs all the information from each show to record and compile the premiums for exhibitors.

Past distinguished service award recipients: Chris & Willis Plank, Mark Partogian & John Kolb, Jeff St. Pierre, Dave & Linda Coon, Dean Angott, Mike & Elisa Balon, Mike Mulligan, Mark & Deb Chapman, Craig Stigleman, Judy Moore, Jackie & LC Scramlin, Tom Klink, Nancy Phares

IN MEMORIAM



JOE KISH



AGNES ARNOLD

2023 MICHIGAN STATE FAIR IN PHOTOS



THANK YOU!

SPECIAL THANK YOU TO OUR PHOTOGRAPHERS

Special Thank You to our Photographer, Jackson Austin, and Volunteer Photographers Jacob Courter, Don Kincheloe, and Denise Hilliard-Balon for capturing the excitement of the 2023 Michigan State Fair!





2023 FAIR MAP

BROWN LOT

RED LOT

WEST ENTRANCE



FAMILY MEETING SPOT #5



FAMILY MEETING SPOT #4



BOX OFFICE

FOOD & GAMES

ACROBAT AQUATIC SHOW

FAMILY MEETING SPOT #6

RIDE & GAMES



FOOD & GAMES

FOOD & GAMES

FOOD

VENDORS

FOOD

ROCK N' ROLL K9'S DOG SHOW

RIDE

VEND

FAMILY MEETING SPOT #3



ENTRANCE

FOOD

ATM

FAMILY MEETING SPOT #2

STATE FAIR ARCH

FOOD

FOOD

COOL ZOO

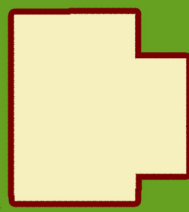
ENTERTAINMENT PAVILION

BEER TENT

MAIN STAGE

FOOD

VENDORS



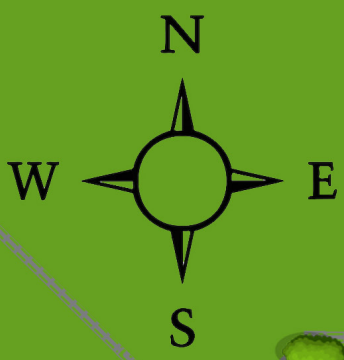
GATE 4

GRAND RIVER

NO PUBLIC ENTRY

GRAND RIVER

GATE 2



PARKING LOT MAP



GREEN LOT

**PINK LOT
BLUE LOT
GREY LOT
CORRIGAN LOT**

GATE 1

35

SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



THANK YOU TO OUR SPONSORS