



Membership Newsletter

November 2017 Inside this issue:

- Marshall's Merry Mile Lights! 1
- Note to Superintendents 1
- 2017 Annual Meeting 2
- Master Plan Update 2
- Recent Events at the Fairgrounds 2
- Megan Harvey – at International Fairs and Expos Convention 2
- Events Online 2
- Holiday Office Hours 2
- Direct Your Dollars 2

2017 Marshall's Merry Mile

The Marshall's Merry Mile Drive through Light Display is open for the season! Last year was a great success for a first year and we have taken ideas and suggestions from 2016 to build this year bigger and better.

This year we have incorporated a Community Tree Lighting Ceremony with caroling and hot cocoa to kick off the Christmas Season and were pleased with the turnout. Thank you to everyone who came out to help us light up the tree and enjoy the evening.

We have evenings with Santa on December 10th and 21st from 6pm-8pm, a Merry Mile Market December 9th-10th from 10am-4pm, the Snow Dash 5K Run on December 10th beginning at 5pm at the Fountain in downtown Marshall. We also have Floral

Hall open with items to purchase when driving through the Merry Mile at various times, and a Live Nativity on December 15th– 17th with various performances beginning at 6pm each night. We are so excited to be utilizing the fairgrounds with such a positive event for the community in an otherwise slower season. This year we have added new displays to our Merry Mile totaling an additional \$40,000 investment, be sure to come see them!

If you are interested in sponsoring a display or making a light donation to the fairgrounds, please contact the fair office at (269) 781-8161 or email ccaioffice@gmail.com for more information.

We would love to see any photos you take while driving through the display! Upload them to our app on the playstore or our facebook with #calhouncountyfairgrounds or #merrymile.



Note to Superintendents:

Please turn in any changes you may have for the 2018 fair book **by JANUARY 1st, 2018** so they can be addressed and adjusted as efficiently as possible. Thank you for all your hard work!

Master Plan Update

We are working with a company called C2AE who is assisting in the development of our master plan. They presented at the Annual Meeting where the project currently stands. If you are interested in the information they presented, please contact us at: ccaaisoffice@gmail.com and we can email you the documents.

Holiday Office Hours

In observance of the Christmas Holiday, our office will be closed from December 20th and will reopen January 3rd.

Events Online

Check out Calhoun County Fairgrounds on Facebook for each Event! Then share it with your Friends!

Annual Meeting

The Annual Membership meeting for CCAIS took place on November 16, 2017 at 7:00 pm at Marshall Township Hall. There were three seats up for election this year for Board positions. After voting was tallied, the results of the three open positions will be filled by Doug Wildt, Amanda Shreve, and Steve Swafford.

We want to congratulate them as part of our board and we are looking forward to a good year ahead. If you are not a member, please don't hesitate to still sign up! Although voting has passed for 2018, we still appreciate your involvement and would love your support on our membership.

Your membership will include a season pass to the 2018 Calhoun County Fair.

Please note – There will be no board meeting in December. On behalf of the CCAIS, we wish you a very wonderful Christmas Season and a safe New Years!

Recent Events at the Fairgrounds

In the last few months, we have had several events. Our 1st Annual Pumpkin Festival was held during a torrential rain storm and still managed to be a success! We were fortunate to organize the event so that everything was under cover including the straw castle and pony rides and were pleased to see such a large attendance for our first year and in the rain. We have received some great ideas for our 2018 Pumpkin Festival and hope to incorporate some of them to make the event more inclusive for a wider range of ages.

Our 3rd Annual Halloween Camping Extravaganza was even more popular this year! We had beautiful weather and an amazing turnout for the weekend. We are excited how much this event has grown in just a few short years. We utilized the CCAIS app from the playstore to judge the costume contest. Pictures of the contestants are posted in our app and the ones with the most likes won their category. This year our group came from as far away as Detroit to enjoy the event. We are excited to be reaching

new and farther areas with our events and marketing.

Winter Storage Put-In went smoothly at the end of October. If you are storing with us, don't forget that take out is March 24th, 2018.

We create a Facebook event for each event coordinated and run on the fairgrounds by the CCAIS. Be sure to check out and like our facebook page for information about the upcoming year and details about each event.

Megan Harvey - Nominated to Convention!

Megan Harvey, CCAIS Executive Director, has been selected by Michigan Association of Fairs and Expositions to attend the International Association of Fairs and Expositions Convention in Las Vegas, NV

at the end of November. She is recognized as one of the top young fair and exhibition professionals in Michigan. While attending the convention, she is hoping to gain further knowledge and perspective of

fair policies, trends, and developments. Megan particularly hopes to gain access to information on funding grounds, maintenance, and building developments as well as year round event planning and long term planning.

Direct Your Dollars

WE ARE OVER HALF WAY THERE! For every \$100,000 in Family Fare receipts we collect, the Calhoun County Fairground will earn \$1,000 check from SpartanNash. With your support - and your

receipts - we will be raising money to fund the King and Queen Scholarships! Please turn your receipts into the Fair Office at any time so we can add them to our count!

