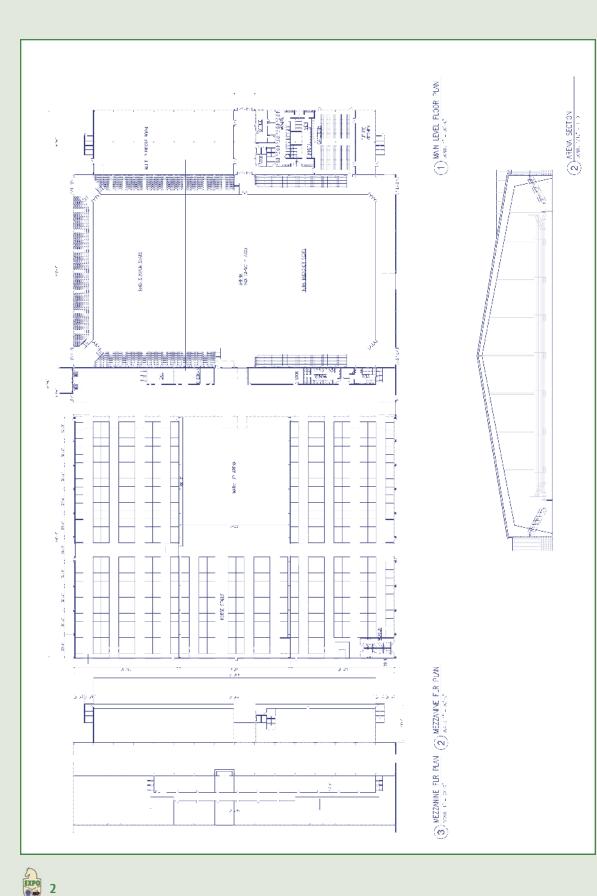


THE EXPO ARENA AT THE BERRIEN COUNTY YOUTH FAIR

Completion Date: Spring, 2012





OUR MISSION STATEMENT

"Building to encourage economic growth and development by investing in the future of our children, allowing them to develop pride in their accomplishments, enhance their leadership skills, exercise their competitive spirit and interest in their community, while honoring the achievements of the past."

THE BERRIEN COUNTY YOUTH FAIR

The Berrien County Youth Fair is more than just a week of fun and frolic on the Midway once a year when summer is turning into fall. Today it is a youth-oriented showcase for the fruit from our trees and the grapes from our vineyards, the vegetables from our soil, the grains from our fields, the meat and dairy products from our livestock, the game from our woods and the fish from our lakes, rivers and streams.

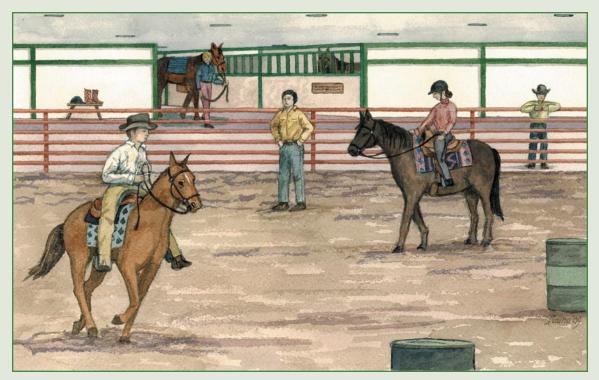
The Fair is part of an institution, born in America during the 19th century that reaches into the very core of what makes our society great.

In an earlier, more agriculturally-based society, the Fair grew up representing the capstone location and event for the activities of numerous organizations, societies, and interest groups within the county carried out throughout the year.

The bounty from the farms and fields, the latest techniques in agriculture, business and commerce, along with the best of the skills from the home, were brought together in a spirit of community and friendly competition. Whether it is a child showing a farm animal, Grandma's best apple pie, that new fishing boat like the pros use on TV, blood pressure screening by the County Health Department, or the excitement of the Midway and the Grandstand, the Fair has always been about entertaining, educating, informing, and bonding together the community that is Southwestern Michigan, while passing on the skills and ideals that make up the fabric of our society from each generation to the next.

Times have changed. Our new 21st century is bigger, faster, more complex and more diverse than it was in the past. Certainly the Fair is still that week of fun and frolic on the Midway every August, but what about the role of the Fair as an Institution? The Expo Arena at the Berrien County Youth Fair is about entertaining, educating, informing, and bonding together the fabric of our Community in Southwestern Michigan. The Expo Arena seeks to provide a capstone location, a beacon shining out to Berrien County and the Midwest, passing on the highest ideals and skills of our society. That is the future of the Fair as an Institution.

THE STABLES & STALLING AREA



The Berrien County Youth Fair in Berrien Springs, Michigan is renowned nationally and internationally as the host of some of the best outdoor equestrian shows and expositions in the United States. Berrien County is also rated one of the top counties in the country for per capita ownership of show horses.

It will soon be home to the Expo Arena at the Berrien County Youth Fair, a 6.1 acre complex that includes the Stable and Stalling Area, the Main Arena, and the Hospitality Center.

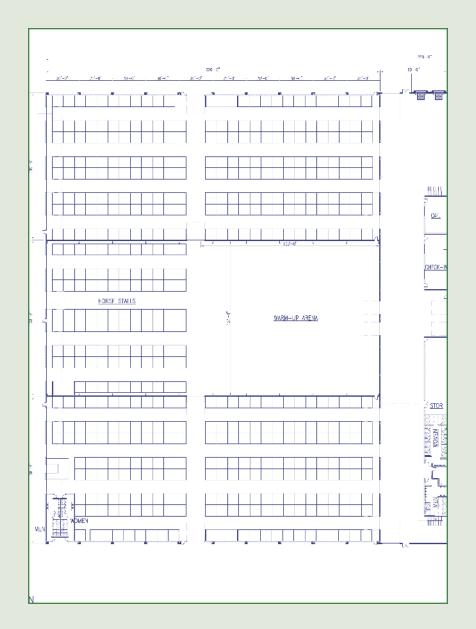
The Stables and Stalling Area of the Expo Arena at the Berrien County Youth Fair will accommodate more than 500 horses under one roof.

Horse owners and riders will be able to expect dry conditions year round inside the stable and stalling area that includes a 140' x 160' indoor warm-up ring. They will still have access to the six existing outdoor riding arenas and the covered Berrien County Youth Fair grandstand.

When completed, the Expo Arena at the Berrien County Youth Fair will be able to host equine events for over 1,000 horses.

By utilizing removable stalls and climate controls, the Stables and Stalling Area will create a year-round venue for not only equestrian events, but livestock shows, boat shows, farm implement shows, RV shows, home and garden shows and other trade events.

THE STABLES & STALLING AREA



- 300' x 400' stable & stalling area (120,000 square feet)
- 504 stalls (removable for multi-purpose exhibit use)
- 140' x 160' indoor warm-up ring
- 3 wash bays
- Veterinarian Office
- Judges' quarters
- 400' x 60' connecting corridor with loading docks, restrooms, event office, café, announcer's office and 20' x 40' storage room

THE MAIN ARENA



The centerpiece of the Expo Arena at the **Berrien County Youth Fair** is the Main Arena. Measuring 240' by 400', the Arena will include comfortable stadium seating for over 1,866 along with an additional 1,010 bleacher seats.

The upper deck area of the Main Arena will include 12 skyboxes measuring 25' x 40' and 6 skyboxes measuring 25' x 20'.

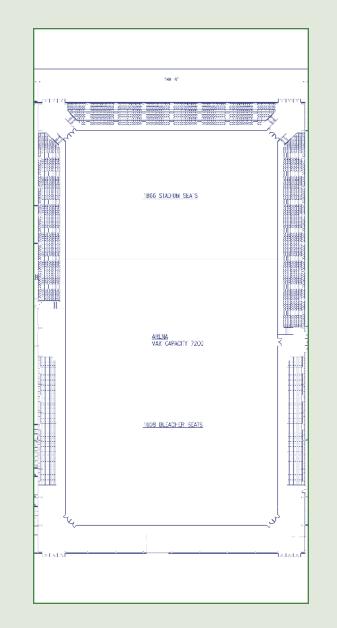
The 190' x 350' riding area in the arena (66,500 square feet) will meet the requirements for all equine and nearly all rodeo events.

The Main Arena will also be used for tractor-pull events, truck events and competitions, circuses, livestock shows, boat shows, farm implement shows, RV shows, home and garden shows and other trade events.

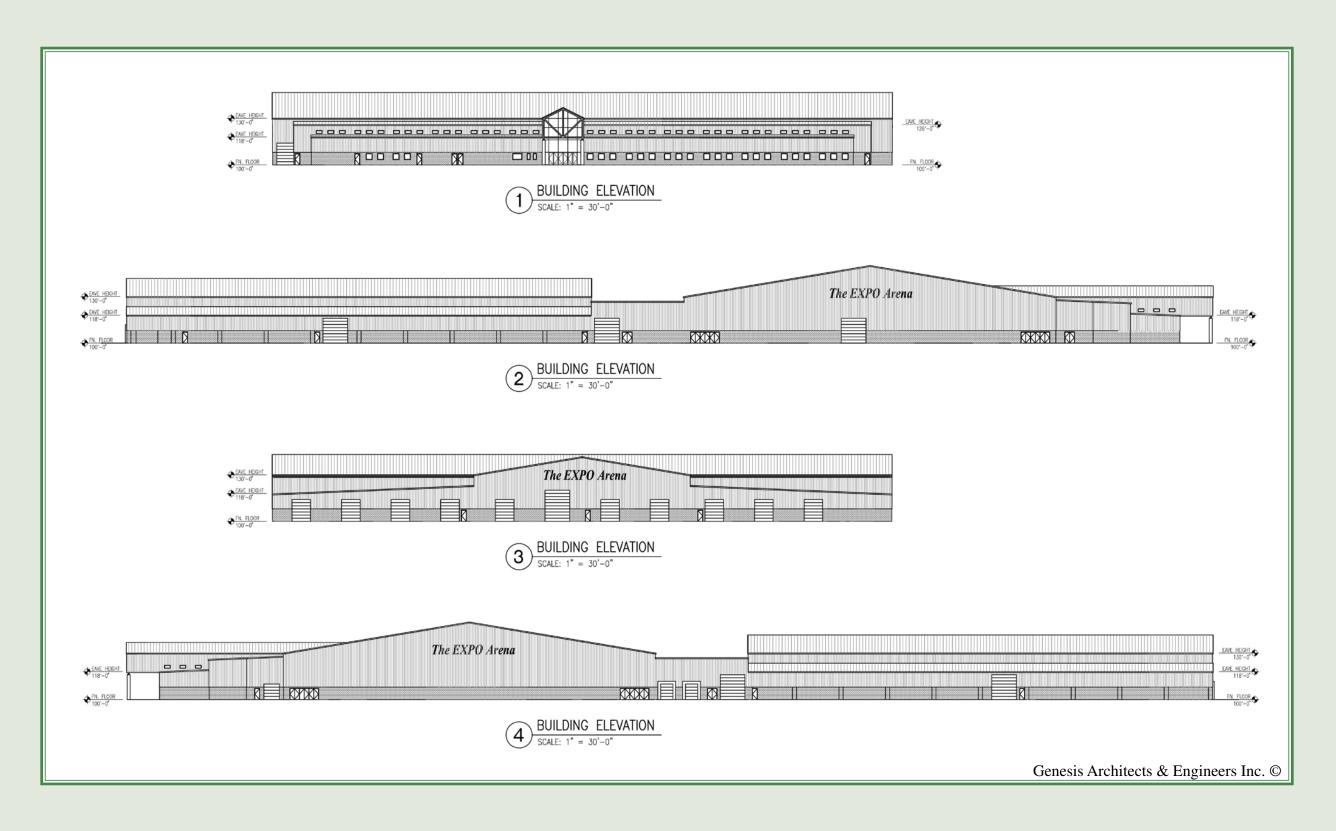
Combining the Main Arena floor space with the available floor space in the Stables and Stalling Area, the Expo Arena at the Berrien County Youth Fair can house events in excess of 186,500 square feet.

With floor seating for concerts and other large events, the entire Main Arena can seat over 7,200 people.

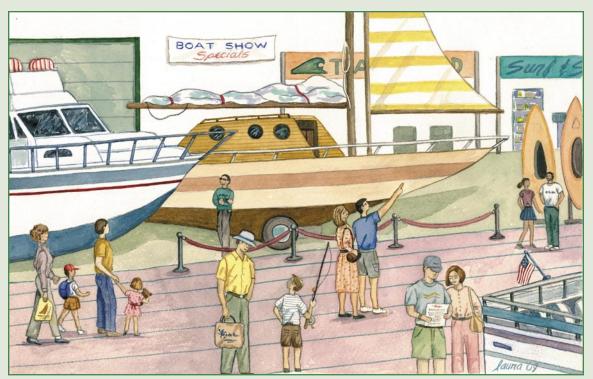
THE MAIN ARENA



- 240' by 400' Main Arena
- 190' by 350' floor space (66,500 square feet)
- 1,866 stadium seats
- 1,010 bleacher seats
- (12) 25'x40' skyboxes
- (6) 25'X20' skyboxes
- restrooms
- concession stands
- advertising signage



HOSPITALITY CENTER



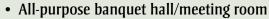
The Hospitality Center at the Expo Arena at the Berrien County Youth Fair will include an all-purpose banquet room measuring 175'x80'. This room can accommodate seating for 1,080 people or 750 for sit-down banquets. It will include a cafeteria, and large banquet-sized kitchen facilities.

The versatility of this room lends itself perfectly for mid range to large capacity events. Boat Shows, weddings, corporate receptions, meetings, small trade shows, school events such as proms, and graduation ceremonies, civic presentations, service clubs and youth groups all would work well in this beautifully appointed room.

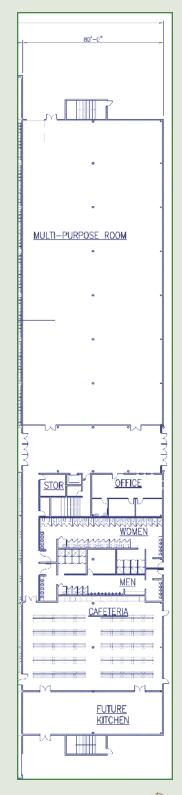
The Expo Arena main box office will be located within the Hospitality Center and will include a Grand Foyer and a covered entrance.

The Hospitality Center includes access to the Mezzanine Level and the skyboxes located there. All skyboxes will overlook the Main Arena. Each skybox will be privately owned, but when not in use for Expo Arena events, many of these skyboxes will be converted to meeting rooms that will be available to non-profit organizations, service clubs, youth and school groups, and Berrien County Youth Fair events.

HOSPITALITY CENTER



- Cafeteria
- Banquet-sized kitchen
- Grand Foyer
- Main Entrance
- Box office



EXTERIOR AMENTITIES

Loading docks accommodating large trucks and farming equipment will line the exterior walls of the stables and the arena.

Adjacent to the Expo Arena at the Berrien County Youth Fair will be a modern RV Park and Campground with water and electrical hook-ups and restroom facilities.

Parking lots around the 6.1 acre building will be paved and lighted.

Two large digital marquee signs will be erected at the Shawnee Road entrance to the Fair and at the entrance on Old U.S. 31.

NAMING RIGHTS FOR EXPO ARENA

Name on Building \$2,000,000
Foyer & Box Office \$ 500,000
12 Sky Boxes 25' x 40' @ \$250,000 \$3,000,000
6 Sky Boxes 25' x 20' @ \$175,000 \$1,050,000
All Purpose Room (banquet room)\$1,000,000
Dining Hall / Kitchen \$2,000,000
Main Arena \$3,000,000
Public Address/Lighting/Electronics \$ 500,000
Stadium Seats\$ 400,000
Bleacher Seats \$ 200,000
Mid-Cafeteria \$ 200,000
Check-in Office\$ 100,000
Storage Room / Store
Stables & Stalling Barn \$2,000,000
Warm-up Arena\$ 200,000
Veterinarian's Office\$ 300,000
Judges' Quarters\$ 100,000
RV/Camping Sites\$ 250,000
Loading Docks\$ 100,000
Parking lots\$ 100,000
2 Digital Marquee Signs @ \$100,000\$ 200,000
TOTAL:\$17,000,000

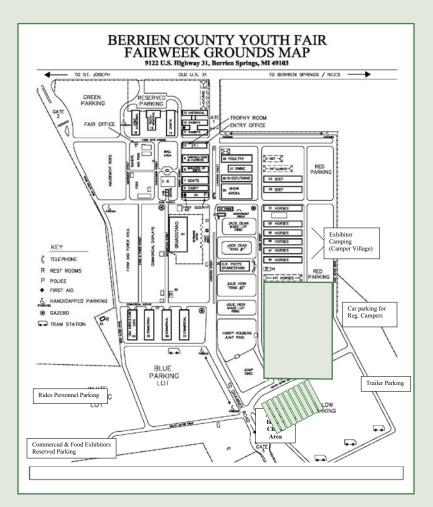
LOCATION AND DIRECTIONS

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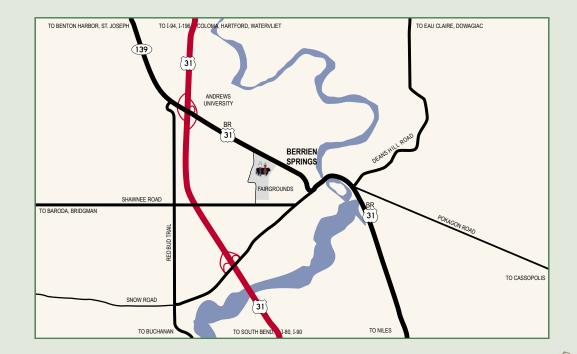
The Expo Arena at the Berrien County Youth Fair site is located in Berrien Springs, Michigan in the lower southwestern portion of the State of Michigan. Berrien Springs is bordered on the west by U.S. Highway 31. U.S. Highway 31 connects with I-94 at Benton Harbor 11 miles to the north, Niles, 7 miles to the south, and with South Bend, Indiana, 25 miles to the south of Berrien Springs.

Within a 150-mile radius of Berrien Springs are the cities of Grand Rapids, Kalamazoo, Battle Creek, and Holland, Michigan; Michigan City, LaPorte, Fort Wayne, Elkhart and all of northern Indiana, Indianapolis, Toledo, Milwaukee, and the Greater Chicago Area.

Communities adjacent to Berrien Springs include Niles, St. Joseph, Benton Harbor, Eau Claire, Sodus, Watervliet, Stevensville, Baroda, Buchanan, Dowagiac, and Cassopolis.







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For More Information Contact:

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The Berrien County Youth Fair Association Inc. is a 501 (c) (3) non-profit organization and a portion of your gift is tax deductible.