



It's About  
Being  
the **BEST**



# Putting Our Stake In The Ground

**It's about being the best. The best facility, in the best location, that is best for our community. This is our stake in the ground.**

**A multi-purpose facility that will generate a positive economic impact, be a tourism driver, and will champion the profile and strength of the agricultural lifestyle in our area.**



**Now is the time to be the best. We are ready.**

# A Gamechanger

Local businesses will benefit from the increased patrons through the trade shows, community, and equine events. Everything from hotels to restaurants will see an increase in revenue. Just what we all need.

This facility will be a gamechanger and without a doubt, a **fiscal benefit to the area.**

Agricultural activities remain an important part of the local economic, cultural, and social fabric. This is a multi-purpose facility that will provide year-round usage for recreational, entertainment and educational activities for the local, provincial, national, and international events.



**We are already creating a buzz. This new facility has generated advanced bookings for the next 5 years, with a waiting list for equine, agricultural, livestock, tradeshow, and cultural events.**

**Dedicated to providing the BEST facility.**

- heated for year-round use
- large show ring (120 ft by 285 ft)
- equine quality arena footing
- 160 stalls onsite
- indoor wash racks
- oversized doors for easy access
- exhibit space
- kitchen area
- mezzanine for viewing
- sound system

## ECONOMIC IMPACT



**25%** increase in attendees



**335,000** horse & livestock show attendees



**260,000** trade show & event attendees



**55,000** fair attendees

# It's All About Boosting the Economy

Let's face it, it has been a tough year. Now, more than ever is the time to kickstart our economy. This facility will attract a wide-spectrum of users and secure multiple sources of revenue. Designed to integrate both indoor and outdoor activities that will capitalize on operational efficiencies and maximize land use.

It will generate substantial interest resulting in a predicted 25% increase in facility usage with over 650,000 visitors annually. It will be a multi-purpose building that will meet the needs of a vast array of stakeholders.



Providing facilities for agricultural groups including equine, livestock, 4-H clubs, as well as space for tradeshow, commercial, and recreation activities.

# The Right Location

Accessibility to major transportation routes and an airport, along with the close proximity to accommodations, restaurants, retail, and urban centres is our strength.

There are over 63 hotels and over 30 restaurants within 16 kms of the grounds, as well as 3 major shopping centres.

Only 15 minutes from Hamilton and Brantford and only 1 hour from the U.S. border, we are an ideal location with parking for up to 5,700 vehicles.

**We continue to champion the advancement of a diverse agri-recreation space. This is what sets us apart.**



# Maximizing Economic Benefits

**Generating new growth for the municipality and being adaptable. This is important to us, and it is a must for everyone's future.**

Our value-added boost is the integration of our indoor and outdoor spaces that will support year-round usage of the grounds. This design ensures that it is easily re-configured and can adapt for multiple layout options that will offer a multitude of activities.

**We have listened to our community and are addressing the demand for more show space.**



# The Time is NOW

Preserving our agricultural heritage, investing in infrastructure, and providing a premier facility is our #1 priority. We are the ideal location for regional, provincial, national, and international events. Accessible to major transportation routes, airports, accommodations, amenities, and urban centres.

Our goal is **\$2 million**. Your investment in this facility will bring long-term solutions that **benefit us all**.

Be a part of strengthening our economy and investing in your future. Our collective action will generate a positive impact.



Join us and put your stake in the ground.  
**Together, let's be the best.**



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