

Giving Back and Looking Forward

News and Information about The Big E and Your Community

To Our Host Community

Dear West Springfield Neighbor,

I'm writing with gratitude and a look back as our organization charts a path into the next decade. I wonder if our founder, Joshua L. Brooks, could have fathomed that the agricultural and industrial exposition he founded more than a century ago would evolve to become the epicenter of agriculture, education, industry and year-long family entertainment that it is today.

It has been an honor and a privilege to lead the Exposition for the past eight fairs, a time of significant growth and great opportunity. We are proud to be located in the best town in America—West Springfield. Our neighbors are our stakeholders and since 1995 have shared in our success. This is your Big E; your Exposition. Please join me in celebrating the fifth largest fair in North America and our year-round program by reading this mailer, sent exclusively to you, our neighbor.

While most fairs in North America are funded, at least in part, by government subsidies or tax dollars, we operate as a not-for-profit, growing only with the support of our guests and our community. In turn, and in thanksgiving, we are proud to give back to the Town of West Springfield.

Since the inception of The Big E/West Springfield Trust, our monetary contributions have totaled more than \$4.2 million, benefiting youth, elderly and educational programs. Last year, ESE donated \$236,423 to the fund for future disbursements.

As we embark on our 104th year, we do so with a renewed commitment to attracting unique, high-quality exhibits that both entertain and educate; booking well-known celebrity talent to delight; and improving our facilities for the safety and comfort of our guests. This is all done with the underlying goal of continuing to deliver a caliber of attractions that will not only spark joy, but further weave our organization into the tapestry—or should I say Tartan—of the Town of West Springfield.

I thank you for your support and warmly welcome you to visit us in the coming year.

With every good wish,



Gene Cassidy



Payments and Contributions
to the Town of West Springfield

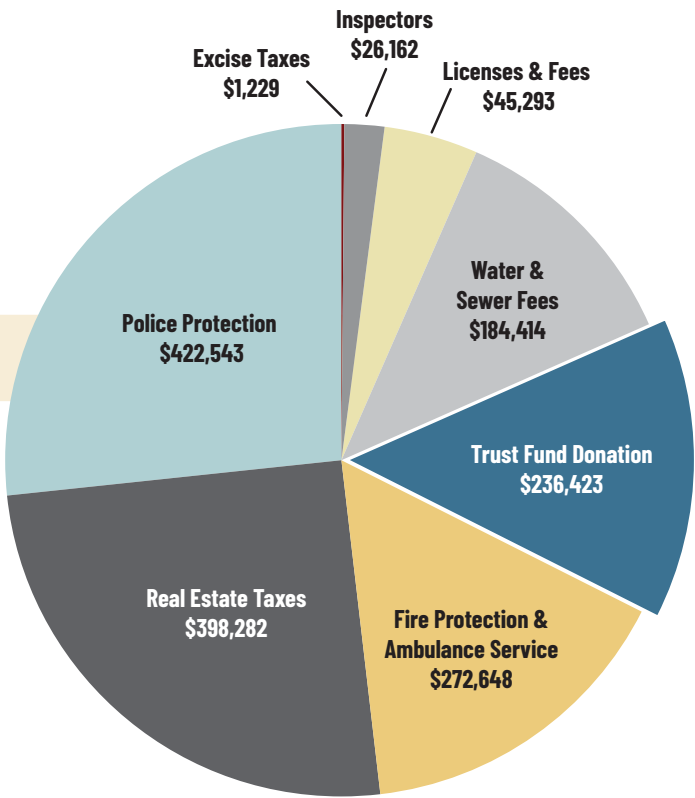
The cost of entertainment and programming continues to rise, as do operating expenses, which this year totaled more than \$20 million. Of that, \$1,586,994 was paid to the town in 2019.

\$1,586,994

A History of Giving Back

The support of youth, elderly and education in our hometown is of great importance and the Exposition is pleased to have continued the tradition of donating to The Big E/West Springfield Trust Fund annually for nearly three decades.

Growing as an organization with the support of our community, our contributions to the Trust Fund have likewise shown growth.



2019 Big E/West Springfield Trust Fund Grant Recipients

1. **Boys & Girls Club** for the purchase of a security camera system

2. **Council on Aging** to fund Intergenerational Art Projects

3. **Ecumenical Outreach** for monthly and holiday meals and care packages for the elderly, homeless and families in need

4. **Environmental Committee** for environmental education trips for Grades 3–5

5. **West Springfield Lions Club** for Park of Heroes flags / supplies on the Town Common in remembrance and recognition of Town heroes

6. **Park & Recreation** Family Concert Series entertainment and athletic fee waivers for those in need

7. **Sister City Program** for cultural education

8. **Special Olympics** for the purchase of softball, football and basketball T-shirts, and to provide athlete transportation to state events

9. **Springfield Symphony Orchestra** for youth concert admission / transportation for West Springfield students
10. **Tatham Playground Committee** for the purchase of playground equipment

11. **West Side Academy** for an educational field trip to Mystic

12. **West Springfield High School Baseball** for new dugouts

13. **West Springfield High School Hockey Team** for equipment purchases

14. **West Springfield High School Irish Club** for a Sister City trip to Dingle, Ireland

15. **West Springfield High School Girls Lacrosse** for the purchase of team uniforms

16. **West Springfield High School Girls Track & Field** for equipment purchases

17. **YMCA of Greater Springfield** for Birch Park Outreach Center activities



Past grant recipients have included the West Springfield Public Schools and Town Departments including the Council on Aging, DPW, Fire and Police. **Notably, \$100,000 was donated to The West Springfield Public Library Building Fund.** In addition, local organizations like historical groups, veteran organizations and countless sports teams have also been beneficiaries.

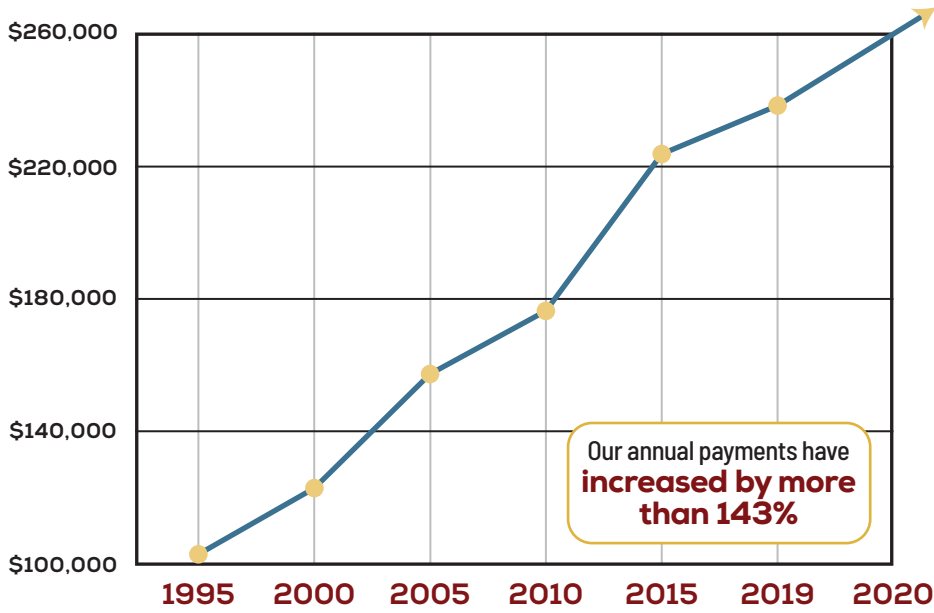
To apply for a grant, visit TownofWestSpringfield.org, or the Mayor’s Office, 26 Central Street, Second Floor, West Springfield.

Attendance
1,629,527

**BIGGEST.
DONATION.
EVER.**

Total Contributions to the Trust Fund
\$4,236,423

1995 **\$107,984** 2020 projection
more than \$260,000



Additional Contributions — more than \$165K

- Our Coliseum hosts the **West Springfield High School graduation** each year, free of charge to the Town.
- Three West Springfield High School seniors are the recipients of \$1,000 **Big E** scholarships.
- **The West Springfield Boys & Girls Club** receives an annual donation of \$4,500 from ESE. Area Boys and Girls Clubs have been deemed the philanthropic partner of Hooplandia.
- We play host to four Family Concerts **on the Village green**, providing necessary staffing, insurance, security, power and trash removal.
- **Free Parking** to all Town residents for non-Fair shows.
- ESE supports the **West Springfield St. Patrick's Day committee** and offers its Coliseum, rent-free, to build the Town's float.
- Students enjoy **free admission to The Big E** each year on West Springfield Day.
- **The Parish Cupboard** was the recipient of more than 1,000 pounds of premium beef which fed hundreds of our region's homeless and those in need throughout the year. ESE purchased the steer at the 4-H Beef Auction at The Big E.
- **Ireland's Dingle Peninsula Showcase** — Sister City engagement

Hooplandia,
a family-friendly weekend
basketball tournament hosted by
ESE and the Naismith Memorial
Basketball Hall of Fame June 26–28
on The Big E fairgrounds.
Hooplandia.com



ESE invested in the research, design, development and production of the official Eastern States Exposition-West Springfield Tartan, introduced in 2016. It portrays the blended colors of the Exposition, the Town and each New England state flag.

"Please wear your Tartan in good health and be proud of its origins. It represents all that is good about West Springfield, Eastern States Exposition and New England."

— Gene Cassidy

Visit
TheBigE.com/WestSide
For more info

Entertain. Educate.
Earmark. Endow.

We make it our mission to be a world-class fair that gives back its “fair share” and more.

In April 2019, Gene Cassidy presented a check on behalf of Eastern States Exposition (ESE) in the amount of \$236,423 to West Springfield Mayor William Reichelt and Attorney Mary Paier Powers. This money represents 1% of the total annual gross revenues of Eastern States Exposition and is held in a Trust to benefit the Town.



Making
an Impact

Since 1995

\$4,236,423

Total contributions to the Trust Fund through 2019

When we grow, the Trust grows.

Learn more about the many ways Eastern States Exposition is giving back to the Town of West Springfield.

1305 Memorial Avenue
West Springfield, MA 01089

