



Ohio Sunset Review Committee  
Agency Questionnaire

Ohio Expositions Commission

Agency Name \_\_\_\_\_

Adam Heffron

Point of Contact \_\_\_\_\_

Agency's primary purpose and its various goals and objectives

The Ohio Expositions Commission was established in 1961 when the Ohio General Assembly passed legislation creating a new governing body to oversee the Ohio Exposition Center.

The Commissions primary purpose is to maintain and manage State of Ohio property reserved for the purpose of conducting an annual agricultural fair and exposition open to the public.

The Ohio Expo Center and State Fair ("Fair" or "OSF") has been a valued treasure of the state since 1850. As the State of Ohio has experienced significant growth and change over the last few decades, the Fair has also evolved. The Fairs dedication to its roots in agriculture to continued improvement has helped it to achieve financial sustainability and success.

The Commissioners mission is as follows: The vision of the Ohio Expo Center & State Fair is to be recognized as a unique, dynamic and profitable facility committed to creating a nationally recognized event venue; and to produce a premier agriculturally based fair showcasing the best of Ohio with a world class visitor experience.

The Commission has identified several goals that pertain to the achievement of the agency's mission:

1. To provide a facility that is safe, clean, versatile, comfortable, appealing, user-friendly and accessible.
2. To utilize assets efficiently to build a strong financial position
3. To efficiently produce a diverse, entertaining, well-attended and family-oriented annual state fair
4. To maintain a profitable schedule of Expo events, providing quality customer service to excel within the industry
5. To promote efficient management and effective administration of the Ohio Expo Center within legislative mandates.
6. How the Expo Benefits the State of Ohio:
  - Provides tax revenue;
  - Attracts tourism dollars;
  - Showcases the State of Ohio (agencies);
  - Educates people about Ohio agriculture and highlight industry;
  - Celebrates best of Ohio and promotes Ohio;
  - Supports economic development; and
  - Enhances quality of life for Ohioans.

Consistent with our mission and goals, the Commission has defined the following objectives:

- Master Plan implementation, transform grounds and venue;
- Modernize the Fair, refresh facilities and exhibitions;
- Enhance visitor experience, offer more interactive features;
- Showcase Ohio more - e.g., regions, products, industries, talent, assets;
- Increase marketing budget;
- Be financially sustainable;
- Ensure safety and security;
- Maintain agricultural roots;
- Engage more community and business leaders in Ohio;
- Have strong support of the Governor and State of Ohio;
- Boost attendance and attract visitors from outside region;
- Maintain traditions; and
- Secure major financial investments.

Agency's past and anticipated workload, number of staff required to complete workload, and total number of staff

The Commission operates the Ohio Expo Center, a year around multipurpose event venue hosting 200 or more events such as public consumer shows, conventions, graduations, civic activities, competitions, etc. The facility hosts a significant number of Central Ohio's largest annual events and is rented almost every day of the year. The events held on the Ohio Expo Center's property attract approximately 3.1 million visitors annually. These events created a substantial economic impact on the City of Columbus, Franklin County and the State of Ohio with total direct and indirect expenditure impact estimated at more than \$478 million. These expenditures generate approximately \$14.6 million in local, county and state tax revenues and support nearly 4,600 full and part-time jobs. To maintain the facility and produce these events, the Commission employs 53 full-time and 2 part-time employees, along with approximately 800 seasonal employees during the annual Ohio State Fair. Events include the All-American Quarter Horse Congress, Good Guys Car Show, Arnold Classic and of course the renowned Ohio State Fair These expenditures generate approximately \$14.6 million in local, county and state tax revenues and support nearly 4,600 full and part-time jobs. The Ohio State Fair is a 12-day event that attracts visitors from across the country. It is a showcase of Ohio and features more than 13,000 youth participants from all of Ohio's 88 counties.

Agency's past and anticipated budgets and its sources of funding

The current and recent past agency budgets have been approximately \$17.7 million per year, we receive \$380,000 from the General Fund (GRF). The remaining \$17.3 million is generated from facility rent, ticket sales and other revenue-producing contracts. The agency receives \$95 million from fund 5ZNO for the Expo 2050 expansion that includes additional exhibition space we hope to attract additional event and revenues from its rental.

Number of members of its governing board or other governing entity and their compensation, if any

The Commission is comprised of 15 members, six officials (nine of whom are appointed by the Governor) The Agricultural Chair of the Ohio Senate, the Agricultural and Natural Resources Chair of the Ohio House of Representatives, the Director of the Development Services Agency, the Director of Agricultural and the Director of Natural Resources, and the OSU VP for Agricultural Administrative/Dean of College of Food, Agricultural, Environmental Sciences. Each of the board members of the Commission appointed by the Governor is paid the rate established pursuant to division (j) Section 124.15 of the revised code. All members of the Commission are entitled to their actual and necessary expenses incurred. In the performance of their duties as such members, payable from the appropriations for the Commission.

Additional notes

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