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**PRESS RELEASE**

## **MCLENNAN COUNTY COMMISSIONERS ADOPT MASTER PLAN FOR THE HEART O' TEXAS FAIR COMPLEX**

**The Newly Adopted Master Plan Will Move the Venue Forward to Make  
Improvements With Benefits for Major Events at the Facility**

**Waco, TX (June 22, 2010)** – The McLennan County Commissioners adopted the Master Plan proposal for the Heart O' Texas Fair Complex today. Increased capacity and facilities will enhance the opportunity for the Fair Complex to grow its positive economic impact on McLennan County. Additionally, the master plan will provide an enhanced public facility for all citizens to enjoy.

The Heart O' Texas Fair Complex Board funded the Master Plan project. "Continued demand for improving the facility has led the Board to believe that this is an investment in the future of the Complex. Using Fair funds to establish the Master Plan shows the board's commitment to improve the Complex and being good stewards of the public resources we manage," said Matt Fatheree, Chairman of the Fair Complex Board of Directors.

"The Master Plan will ensure the continued success and economic impact of the Heart O' Texas Fair Complex," said Wes Allison, President/CEO of the Complex. "With the Master Plan in hand we can work with both public and private funding sources to make the necessary improvements to the facility." The Fair Complex has an economic impact of more than \$40 million annually according to a study conducted by Dr. Tom Kelly, economist at Baylor University. Annually the complex hosts more than 225 events and has an attendance of more than 420,000.

The Heart O' Texas Fair Complex Board of Directors contracted with Populous to develop the Master Plan for the Complex. "Improvements and additions such as the renovation of the coliseum and the construction of the equestrian facility has made the Fair complex one of the premier facilities in the country. The Master Plan will build on these strengths and recommend improvements, enhancements and facilities to ensure the Heart O' Texas Fair Complex maintains this position," said David L. Forkner, Principal, Populous. David will lead the Master Plan project for Populous. The plan includes expanding the Show Pavilion Facility including 2 new barns with 288 stalls, a new show arena and a new outdoor warm-up pen. In addition, the Master Plan includes expanded hard surface parking lots, a new larger Exposition Hall to replace the General Exhibits and Creative Arts Buildings and a hotel site. The Exposition Hall will be located facing Bosque Blvd. and will connect to the Heart O' Texas Coliseum.

The goal of the Heart O' Texas Fair Complex is to educate through entertainment and agricultural experiences as well as to become the center of entertainment in Central Texas. Held at the Heart O' Texas Fair Complex in Waco, TX, the Heart O' Texas Fair & Rodeo is held annually with over 200,000 in attendance in 2009. For more information about the Heart O' Texas Fair Complex, visit [www.hotfair.com](http://www.hotfair.com).

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