



Ohio Expo Center & State Fair

Expo 2050 Master Plan

Our Consultants

- Wellogy
- Edge
- Populous
- CSL

250+

facility designs and
master plans for
fairgrounds

115+

projects completed
on the Ohio Expo
fairgrounds

200+

agriculture-related
event venue projects

State Fair Planning Experience



Master Plan Process


Stakeholder Engagement - Interviews and surveys of **more than 90 stakeholders** from approximately 40 different organizations:

- Event holders
- Agency partners
- Agricultural commodity groups
- Ohio Farm Bureau Federation
- Youth organizations including 4-H
- Expo 2050 Task Force members
- Legislative and community partners
- Ohio Expositions Commission members and staff
- Vendors
- Sponsors
- Staff
- The Ohio State University
- Haslam Sports Group and Columbus Crew SC
- Ohio History Connection
- City of Columbus
- Safety and security partners.

Master Plan Process


Facility condition and assessment of each building with each resulting in a letter grade:

- Structure
- Utilities
- Infrastructure
- Identify necessary renovations
- Suitability for current/future events
- Cost to renovate vs. cost to replace



More than
1,800,000
square feet
assessed

Average “C”
grade for the
35 buildings
assessed

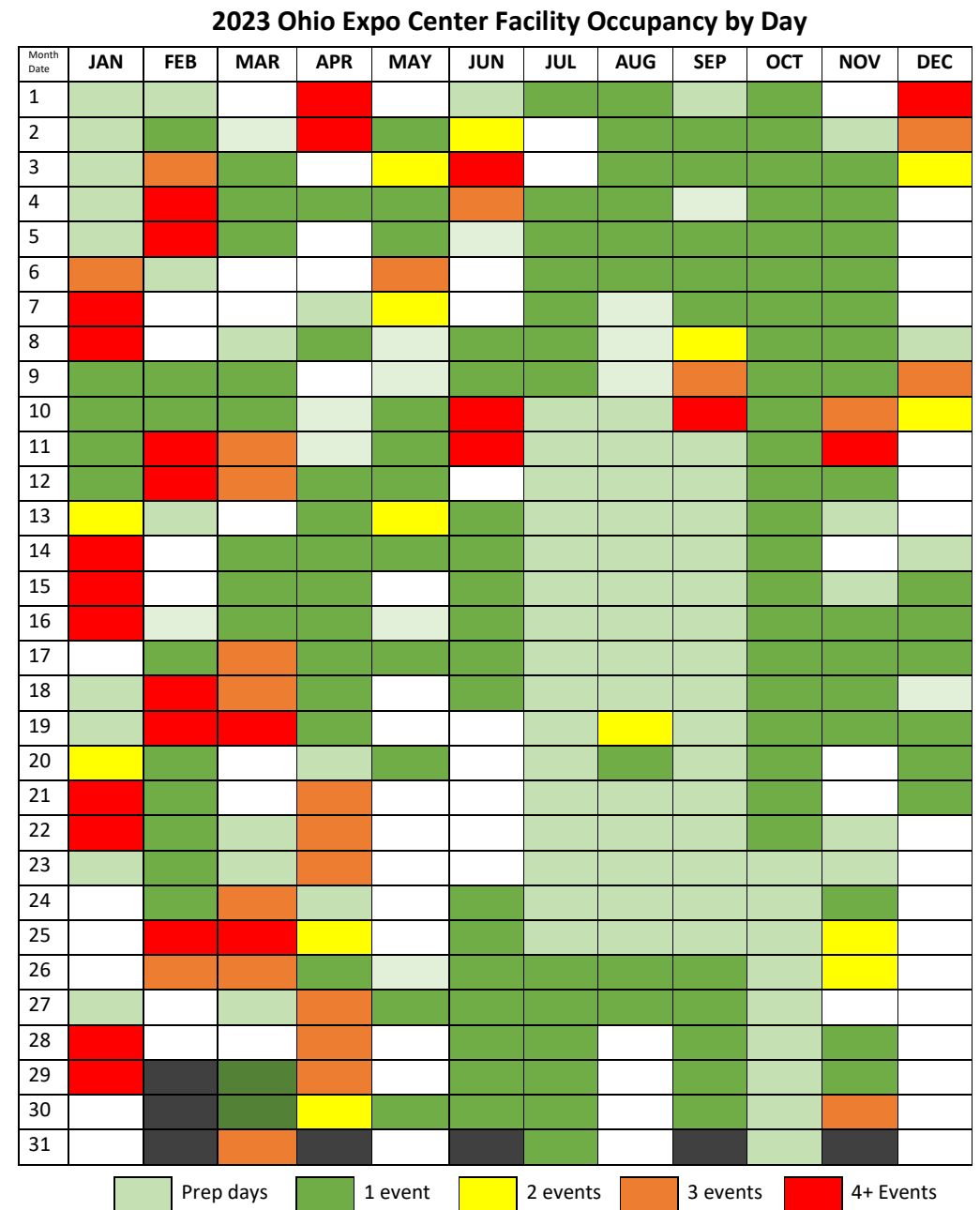


Grade	Quantity of Buildings
A	6
B	12
C	12
D	2
F	3

Master Plan Process

Site Utilization

- Current frequency that many buildings are in use for set-up, tear-down, or event days.
- Rental/occupancy rates of individual buildings
- Pictured at right, a graphic showing that the Ohio Expo Center is set to be occupied 293 days of 2023.



Taking into consideration contractual event set-up and departure days, the Ohio Expo Center is slated to be occupied **293 days of 2023**. Of these 293 days, there are 63 days where the grounds are occupied by multiple events held concurrently in separate buildings.

Master Plan Process

Benchmarking research on markets, facilities, and **every state fair across the nation.**



The Ohio Expo Center and State Fair Should Remain in Columbus.

The greater Columbus market is well positioned in terms of its demographic and socioeconomic profile to support operations of a state fair and year-round multipurpose event facility.

Ohio Expo Center Should Remain in Columbus.

Benchmarking research on markets and facilities across the country showed the ideal location for the Ohio Expo Center and the Ohio State Fair is in Columbus.



“The greater Columbus market is well positioned in terms of its demographic and socioeconomic profile to support operations of a state fair and year-round multipurpose event facility.”

- Importance of convention/event and space in the Columbus market
- Provides a top entertainment venue space
- Socioeconomic makeup of the Columbus market
- Population within 30 minutes: 1.7 million
- Nearby Hotel Inventory



Ohio Expo Center & State Fair

Master Plan: Key Views



1



2



3

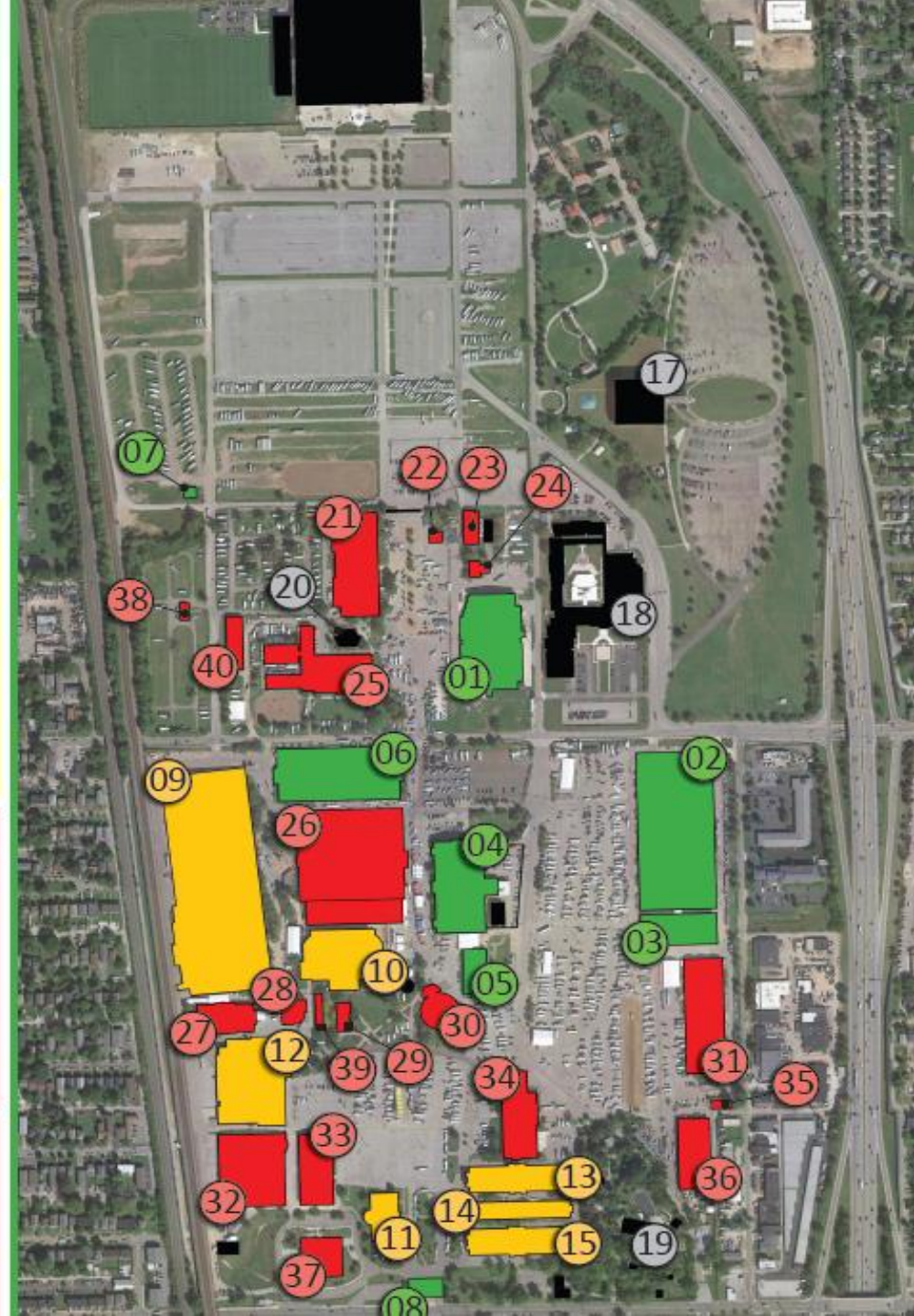


4



5





Master Plan: Existing Site

Minimal Work

- A 01 Kasich Hall
- A 02 Buckeye Ag Complex
- A 03 Buckeye Pavilion
- A 04 Celeste Center
- C 05 Congress Pavilion
- B 06 Brown Arena (Sheep Barn)
- B 07 Korbel Showers
- B 08 Gate 8 Ticket Booths

Renovations

- C 09 Gilligan Complex
- B 10 Taft Coliseum
- C 11 Cox Fine Arts Center
- B 12 Voinovich Livestock & Trade Center
- C 13 N. Commercial Bldg.
- C 14 S. Commercial Bldg.
- C 15 Rabbit & Poultry Bldg.

Maintain

- 16 Historic Crew Stadium
- 17 Ohio History Center
- 18 State Highway Patrol

Demolition

- C 21 Lausche Building
- C 22 Cardinal Restroom
- B 23 Cardinal Storage
- B 24 Solar Home
- C 25 Rhodes Center
- C 26 Bricker Building
- D 27 Cooper Arena
- B 28 Dairy Building
- B 29 Admin. Office
- C 30 Ohio Building
- F 31 Buckeye Building
- B 32 O'Neill Building
- A 33 Denny Hales Arena
- D 34 Ag-Hort Building
- B 35 Maint. Office
- F 36 Maint. Complex
- C 37 Janis Center
- F 38 Korbel Storage
- A 39 Wick Building
- B 40 North Riding Arena

Facility Assessment Grades

Proposed Initial Phase
Focus on areas most impactful to majority of fairgoers.



Proposed Initial Phase

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New "Town Square" ↘

↓ New Pathway (tan) to improve navigation through grounds + underground infrastructure work

← New Entry Gate

↖ New Ohio Showcase Building

← New Ag & Hort Bldg.



Current Ag & Hort. Building



Proposed Rendering – Town Square / New Ag & Hort. Building

- “Farm to Fork” experience combining Ohio Farm Bureau and Taste of Ohio Café experiences
- On-site classroom, built-in kitchens, dining space, meeting/convention space
- *Not pictured: enhanced Town Square with splash pad/fountain for children, comfort seating rest areas, and more.*



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Current Taste of Ohio Café





Proposed Rendering

- Three-story showcase of Ohio and its history
- Market with built-in kitchens and multi-level dining areas to potentially feature regional Ohio foods
- New iconic anchor of the forthcoming “Town Square” area

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← New Entry Gate

↖ New "Silo" Building

← New Ag & Hort Bldg.



Current Main Entry Gate



YOU ARE NOW ENTERING THE
ohio state fair
@ohiostatefair #ohiostatefair

Proposed Rendering – New Entry Gate

- Entry near parking area
- Approximately 80% of fairgoers enter
- Pedestrian and vehicular access for non-fair
- Iconic 11th Avenue Gate to remain



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