

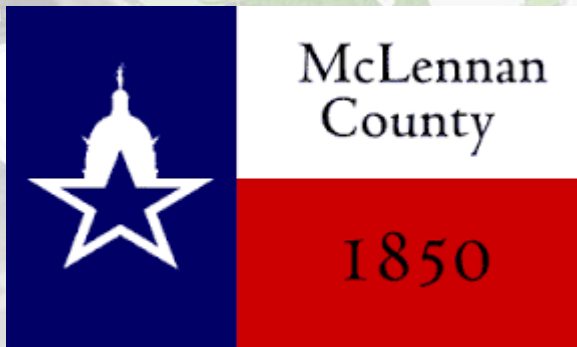
## Heart O' Texas Fair Grounds Proposed Expansion

History of The Project

Overview of the Expansion Plan

Overview of the Feasibility Study

Financing The Project





# 2010 Heart O' Texas Fair Grounds Master Plan

2014 WISD/McLennan County Land  
Swap

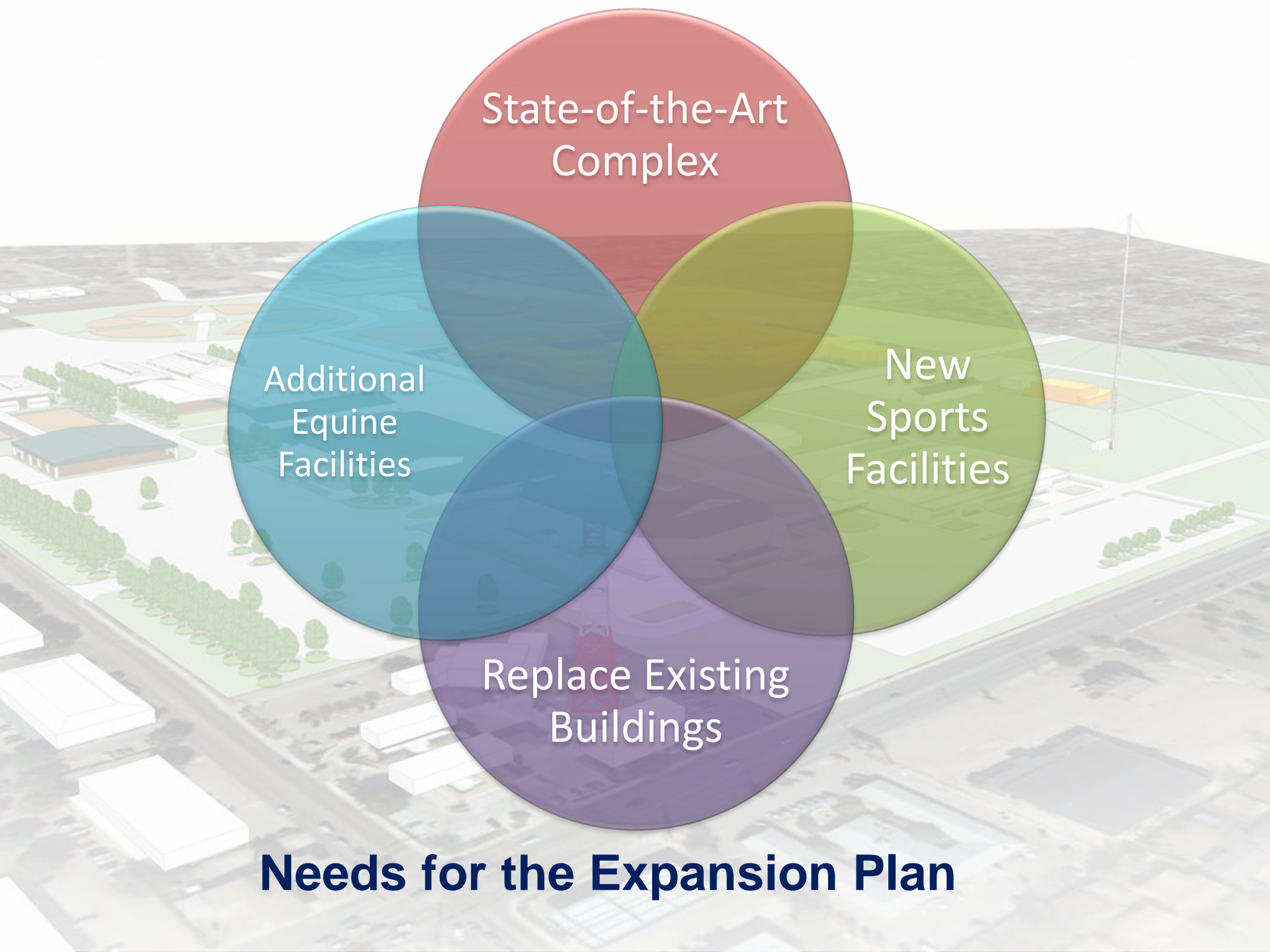
Planning Group

New Master Plan

**POPULOUS**<sup>®</sup>



## History of The Project

An aerial photograph of a sports complex, including baseball fields, tennis courts, and various buildings, is shown in a light, semi-transparent style. Overlaid on this image is a Venn diagram consisting of four overlapping circles. The top circle is red and labeled 'State-of-the-Art Complex'. The left circle is blue and labeled 'Additional Equine Facilities'. The right circle is green and labeled 'New Sports Facilities'. The bottom circle is purple and labeled 'Replace Existing Buildings'. The background image shows a large open area with several baseball diamonds, tennis courts, and various buildings, including a large white building and a tall antenna tower.

State-of-the-Art  
Complex

Additional  
Equine  
Facilities

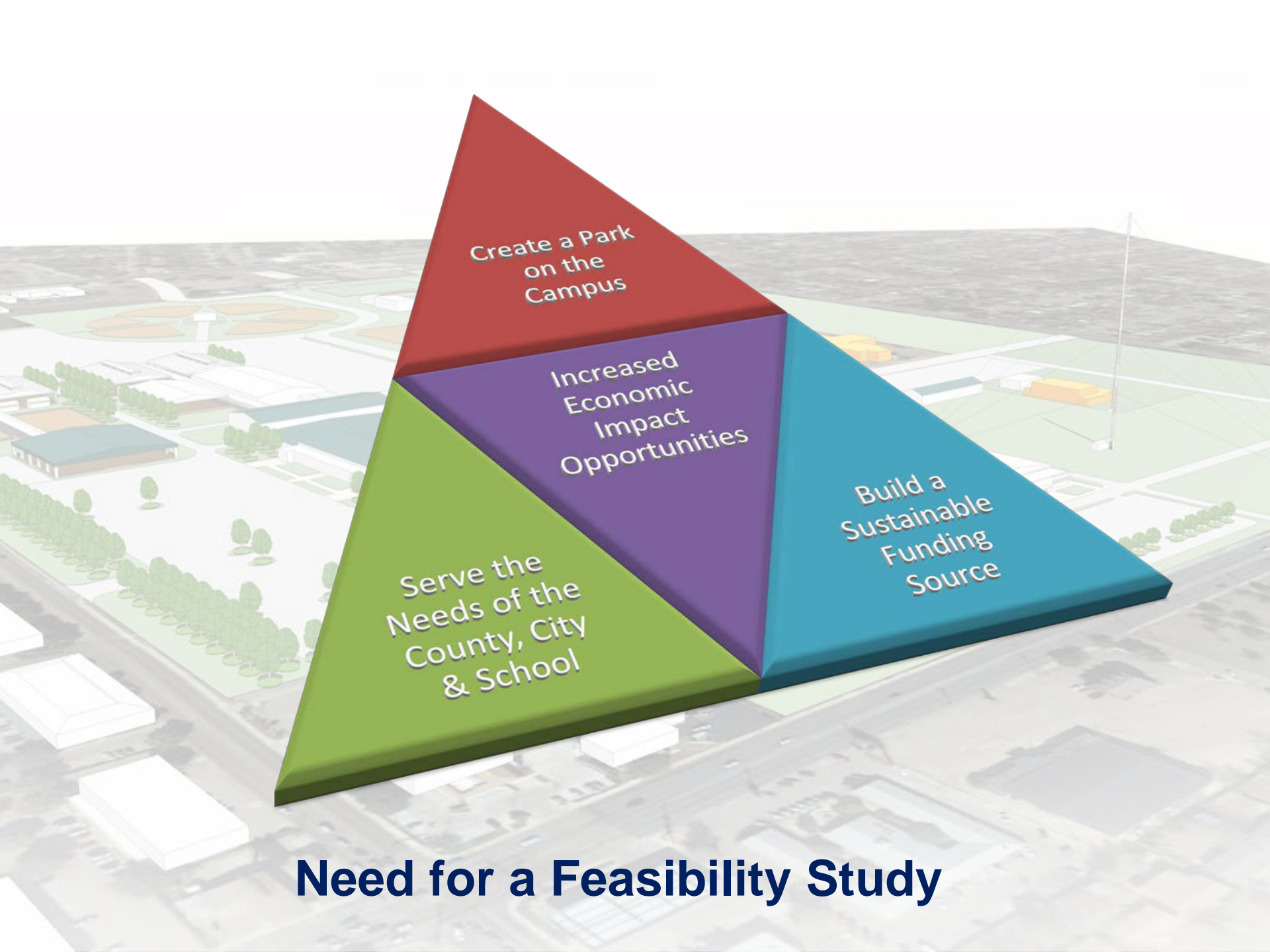
New  
Sports  
Facilities

Replace Existing  
Buildings

**Needs for the Expansion Plan**







Create a Park  
on the  
Campus

Increased  
Economic  
Impact  
Opportunities

Serve the  
Needs of the  
County, City  
& School

Build a  
Sustainable  
Funding  
Source

**Need for a Feasibility Study**



What is the Demand?

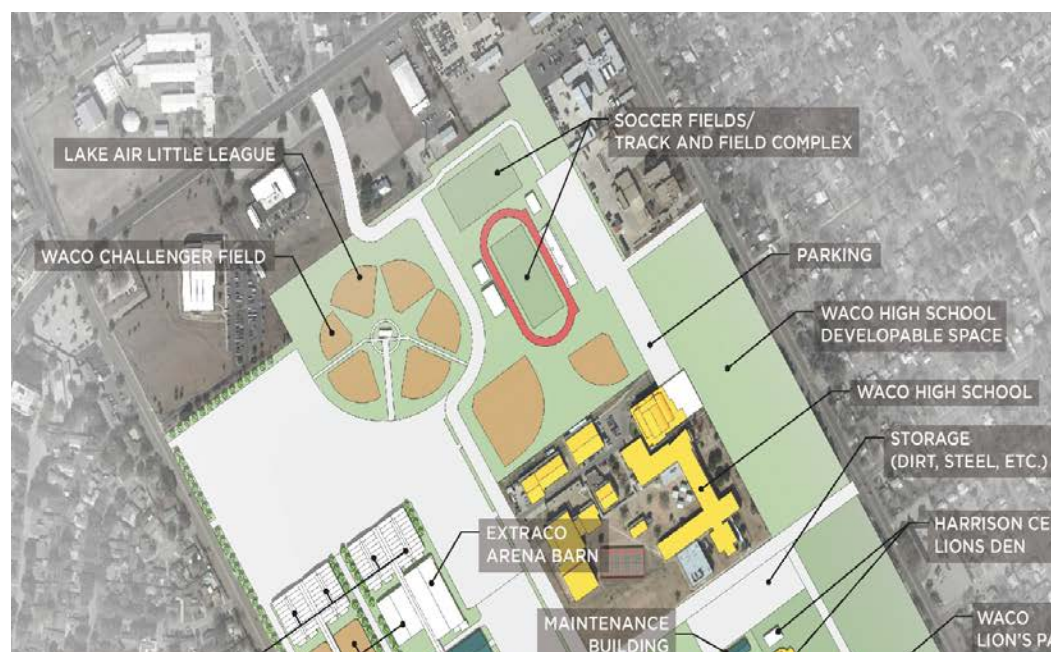
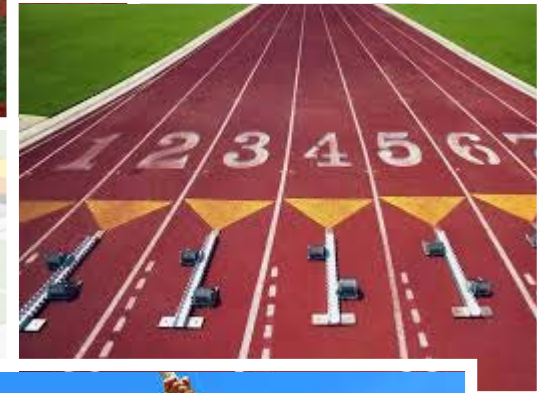
Who will come?

What should we build?

Will it pay for itself?



Overview of the Feasibility Study

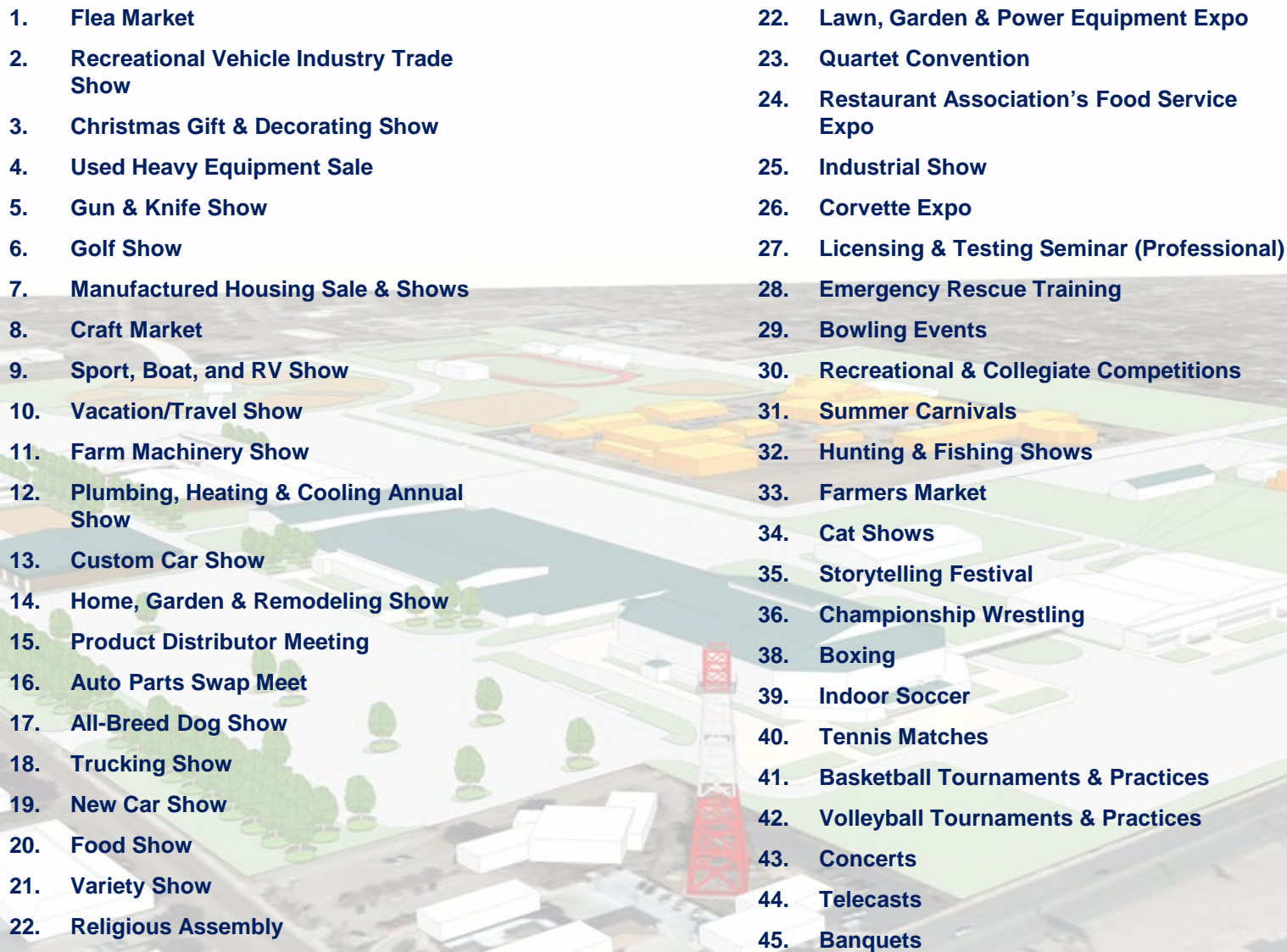


# Waco ISD & City of Waco Facilities



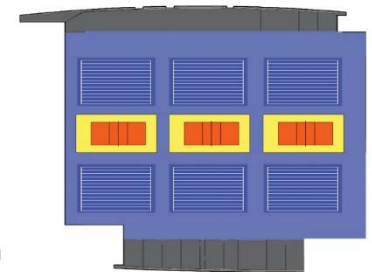
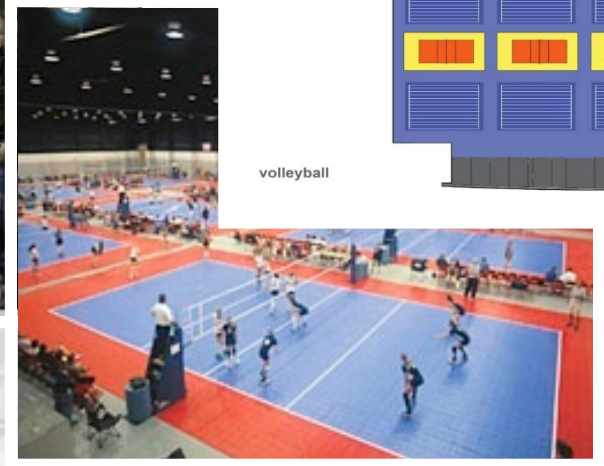
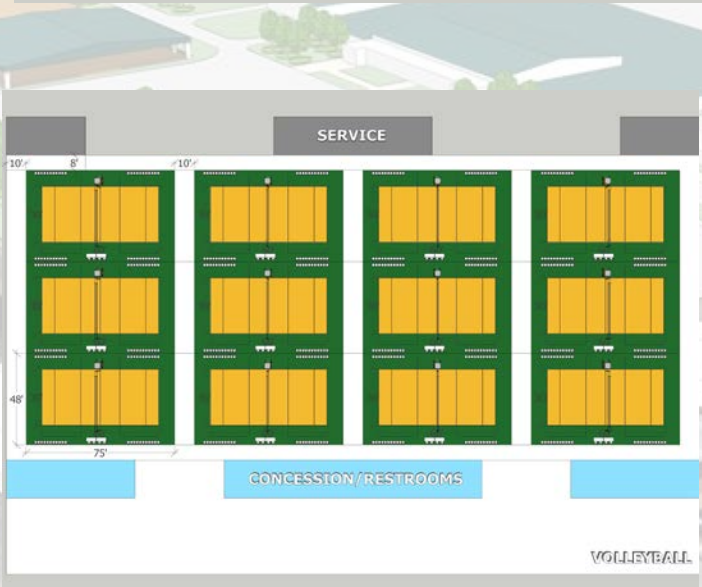
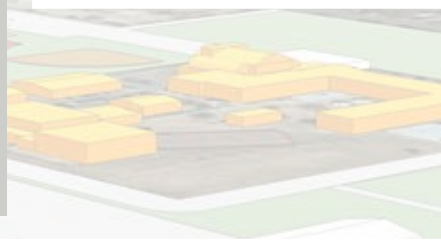
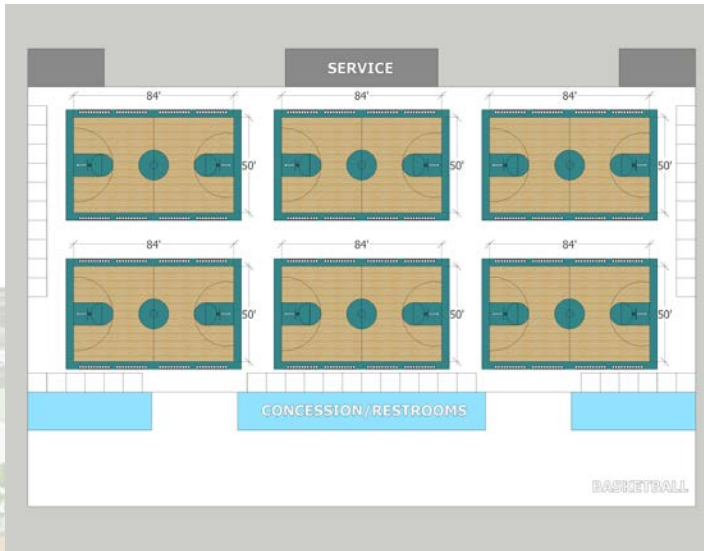


# Multipurpose Exposition Center

- 
- An aerial rendering of a large, modern expo center. The center features several large, white, rectangular buildings with flat roofs, arranged in a grid-like pattern. A prominent red tower with a white top section stands in the center. The surrounding area includes green lawns, parking lots, and a road. The background shows a cityscape with various buildings and a tall antenna tower.
1. Flea Market
  2. Recreational Vehicle Industry Trade Show
  3. Christmas Gift & Decorating Show
  4. Used Heavy Equipment Sale
  5. Gun & Knife Show
  6. Golf Show
  7. Manufactured Housing Sale & Shows
  8. Craft Market
  9. Sport, Boat, and RV Show
  10. Vacation/Travel Show
  11. Farm Machinery Show
  12. Plumbing, Heating & Cooling Annual Show
  13. Custom Car Show
  14. Home, Garden & Remodeling Show
  15. Product Distributor Meeting
  16. Auto Parts Swap Meet
  17. All-Breed Dog Show
  18. Trucking Show
  19. New Car Show
  20. Food Show
  21. Variety Show
  22. Religious Assembly
  22. Lawn, Garden & Power Equipment Expo
  23. Quartet Convention
  24. Restaurant Association's Food Service Expo
  25. Industrial Show
  26. Corvette Expo
  27. Licensing & Testing Seminar (Professional)
  28. Emergency Rescue Training
  29. Bowling Events
  30. Recreational & Collegiate Competitions
  31. Summer Carnivals
  32. Hunting & Fishing Shows
  33. Farmers Market
  34. Cat Shows
  35. Storytelling Festival
  36. Championship Wrestling
  38. Boxing
  39. Indoor Soccer
  40. Tennis Matches
  41. Basketball Tournaments & Practices
  42. Volleyball Tournaments & Practices
  43. Concerts
  44. Telecasts
  45. Banquets

# Typical Uses for Multipurpose Expo Center



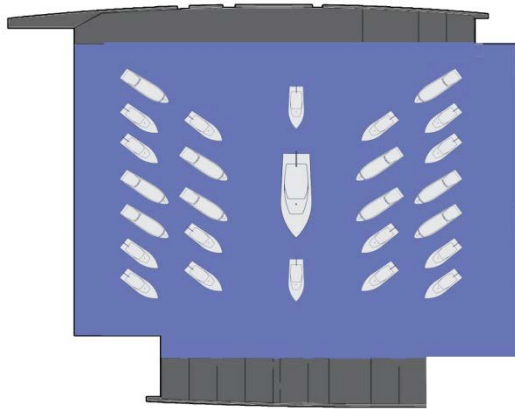


volleyball

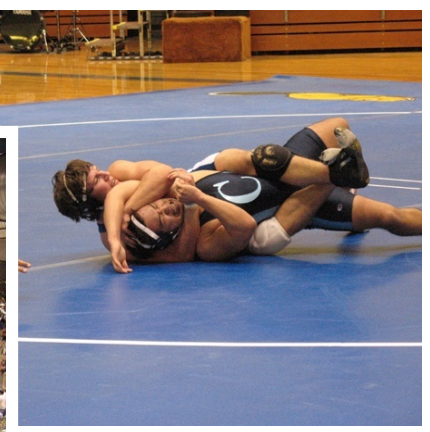
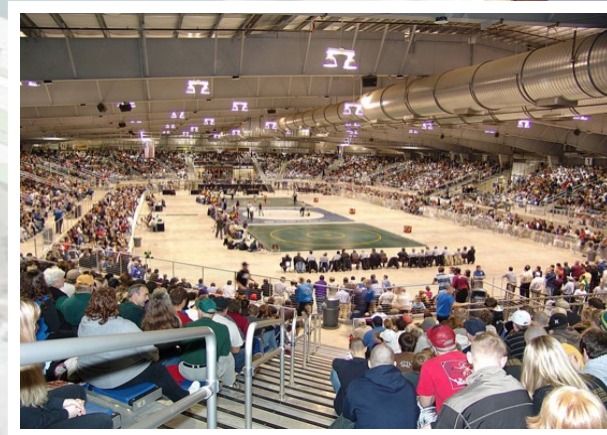
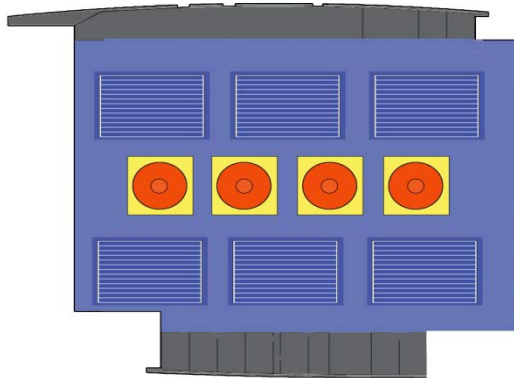
## Multipurpose Expo Center Uses Basketball & Volleyball



boat show

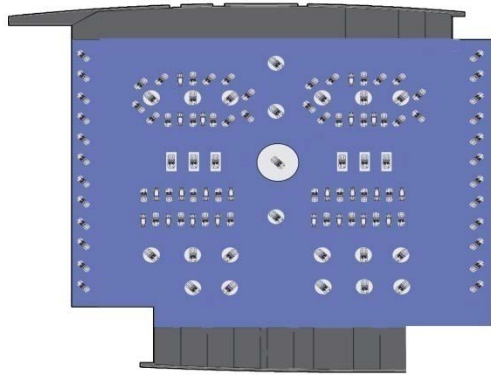


wrestling

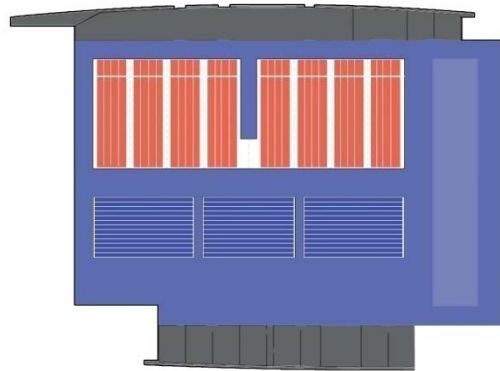


## Multipurpose Expo Center Uses Boat Shows & Wrestling





car show

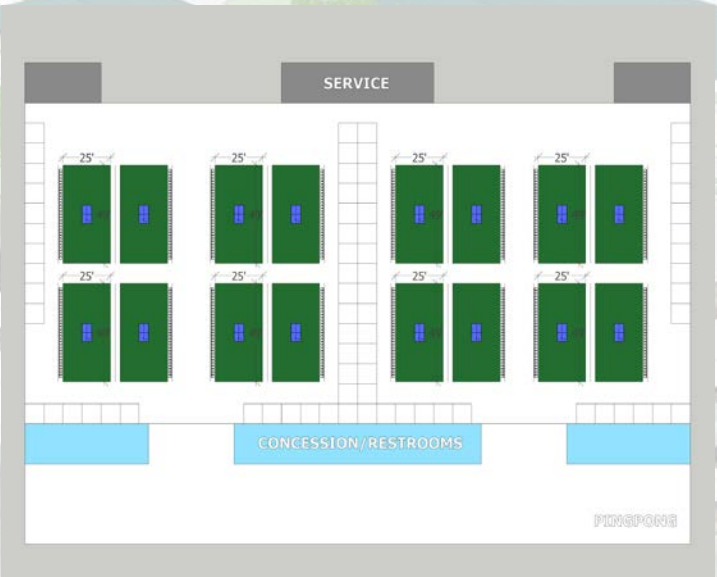
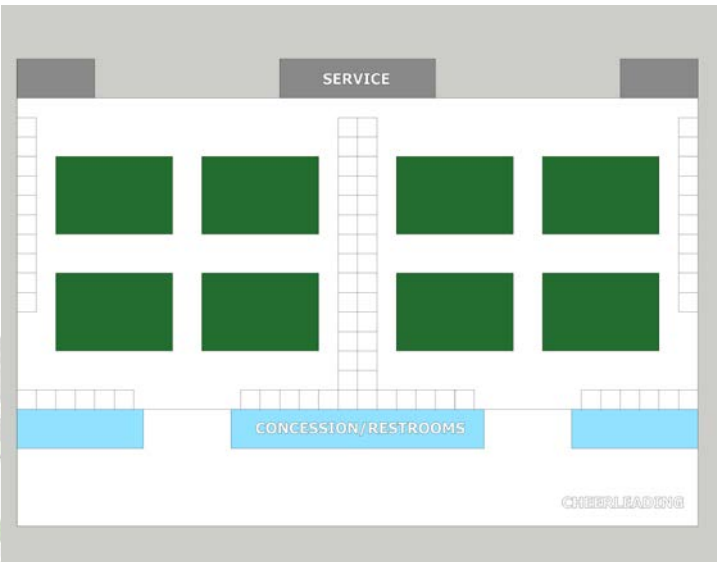


bowling



## Multipurpose Expo Center Uses Car Shows & Bowling

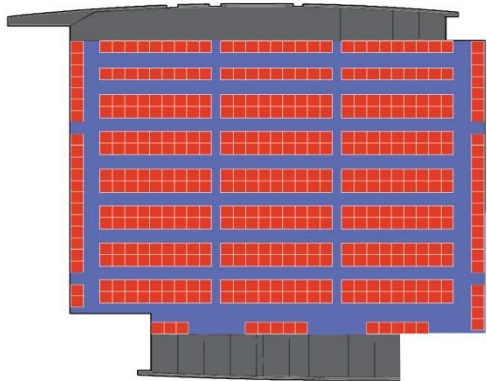




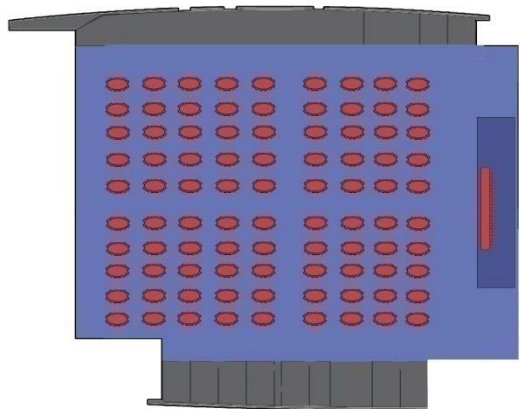
**Multipurpose Expo Center Uses  
Cheerleading/Gymnastics & Table Tennis**



trade show

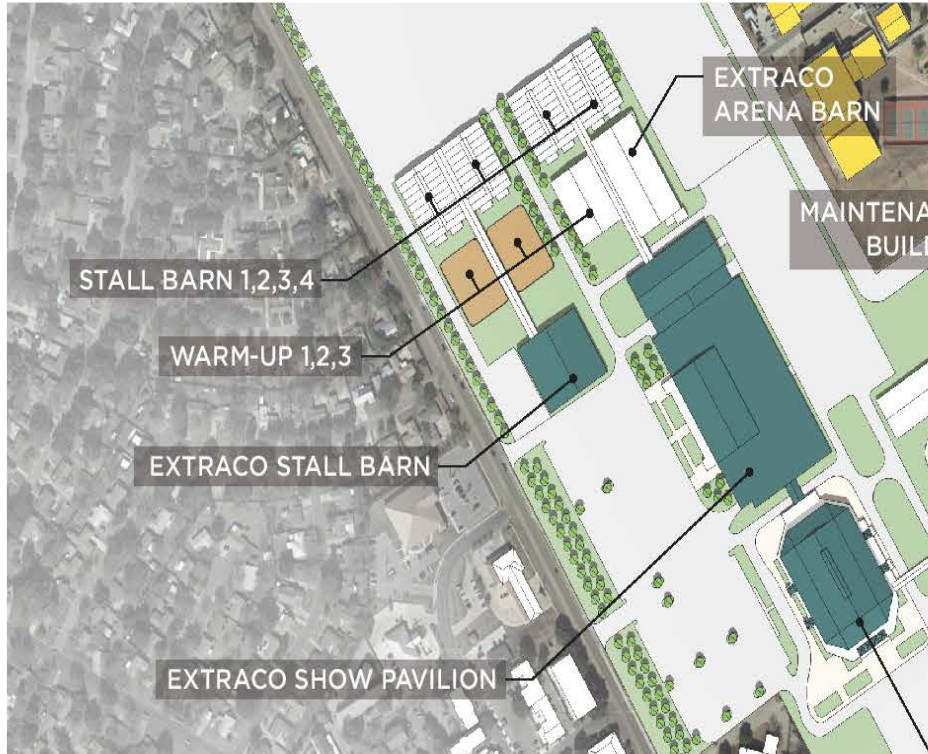


banquet



## Multipurpose Expo Center Uses Trade Shows & Banquet





## Equine & Livestock Facilities Arena Barn





## Project Cost

- First Phase \$34.37 Mil
- Future Phase \$6.88 Mil



## Economic Impact

- Increase Total Economic Impact to \$60 Mil+
- Increase Hotel Occupancy Rates by 57%



## Community & Sports Venue Tax

- 2% Hotel Occupancy Tax County Wide
- 5% Short Term Motor Vehicle Rentals



## Operations

- No Ongoing Cost to County Residence
- Heart O' Texas Fair Board Responsible for Operational Cost

**The Expansion by the Numbers**