

INDIANA STATE FAIR COMMISSION BUDGET REQUEST

October 11, 2012

Mr. Adam Horst
Budget Director
Indiana State Budget Agency
200 West Washington Street, Room 212
Indianapolis, IN 46204

Dear Mr. Horst:

The Indiana State Fair Commission ("ISFC") appreciates the opportunity to submit its \$600,000 annual budget request. Additionally, the ISFC requests that a portion of its previous funding for staffing and benefits be restored in the amount of \$500,000 annually, for a total annual request of \$1.1 million in the 2014/2015 State's General Fund Biennium Budget.

Since the 1940s, the Governor and General Assembly funded the State Fair and Fairgrounds' operational functions and maintenance (approximately \$2.6 million annually in recent years) through a dedicated portion of the property tax. In recent years, the ISFC's annual appropriation was reduced to \$600,000.

After the 2011 Fair, operational and procedural gaps were identified, which were unable to be addressed without dedicated full-time staff. The addition of a Chief Operating Officer, General Counsel, and Emergency Management Officer has enabled the ISFC to mitigate risk, implement a safety culture, streamline operations, improve transparency and provide accountability. These additions have allowed the ISFC to identify new risk, strategically plan for the future and to further strive to meet the mission of becoming a leader within the fair industry.

The ISFC requests the partial restoration of its past appropriation in order to support two strategic goals of the operation.

1. Provide adequate staff support to the all-volunteer Indiana State Fair Board.
 - a. Fair Board Assistant. This function will be in tandem with the new Administrator and will have the ultimate responsibility to manage a 14 member "working" volunteer board of directors. With the level of accountability, it is no longer feasible to rely on volunteers to budget, hire, manage departments, and run the business units without extensive professional staff support.
 - b. Livestock Manager. Will handle all the aspects of over 15,000 animals on the Fairgrounds during the Fair. Additionally, will be accountable for handling all drug testing and compliance with the Terms and Conditions and the Animal Wellness and Care Committee.
 - c. Education Specialist. Serves a vital role in agriculture education to our year-round State's Largest Classroom school fieldtrip program. To mitigate schools overlapping with the State Fair dates, it's incumbent on our staff to provide curriculum and resources for education while families and schools are at the State Fair.
2. Prepare for a newly renovated Coliseum.
 - a. Digital Marketing Specialist will be a new addition to the Marketing Team. With the Coliseum and New Arena coming on board in 2013 and 2014, we will be driven to generate revenue to pay the debt service and fill our rental space.

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The Office of Management and Budget, State Budget Committee, Indiana Finance Authority and, most importantly, the Governor have been tremendously supportive of the Coliseum complex renovation, which accounts for 40% of the ISFC's revenue. This commitment, along with the General Fund appropriation, provides the requisite investment for the ISFC to generate additional revenue, reduce expenses, and continue to become more financially self-sufficient.

Please find enclosed additional information on the ISFC, including its mission, recent accomplishments, current challenges, and organizational chart.

We are extremely grateful for your unprecedented support this past year on multiple levels and appreciate you considering restoring some funding. Please contact us if we can provide additional information or answer any questions.

Cynthia C. Hoye, CFE
Indiana State Fair Commission

Cc: Chairman State Fair Commission Andre B. Lacy

Enclosures