

TRANSCRIPT PREPARED BY THE CLERK OF THE LEGISLATURE  
Transcriber's Office  
FLOOR DEBATE

March 8, 2004

LR 209

document here is something that was produced just this year with regard to several different scenarios that were studied through this summer by a group that included primarily the State Fair management, but also citizens from around the community trying to determine what it is, what the options were, what could be done, how it should be done, how much it would cost. And this bill and the funding suggestion from the bill is a result of some very, as I've watched studies go, some very careful studies. And one of the things that they have determined is that programming needs revision. Programming needs to be thought through again. The need for attractive programming, attractive exhibitions, a total updating and looking at the fair through a multiplicity of different eyes, the eyes of the people who would be the people who would go to the State Fair, people from Omaha as well as people from all around the countryside, and trying to attract again the people from the Panhandle. Senator Erdman, I think, suggested the other day that they weren't adequately marketing this in the Panhandle, and that's a shame. It should be marketed. That marketing plan is a part of what Pat Lloyd has been studying. But then in the study they specifically identified a need for a new livestock/horse area, the need for a multipurpose facility, and I might stop there just a minute to explain what people seem to think is one of the prerequisites for success out in the State Fair, and that is finding a use for the facilities and gaining additional revenue for the use of the facilities while the State Fair is not actually on; that is, building the kind of multipurpose facility that not only would serve well for the period of the State Fair, but without additional expense can be used to attract other kinds of exhibits during the year, to attract educational institutions to some programming there, to attract certain kinds of public events. It has to make some money when the fair is not going on in order to be successful, and to do that, you really need to reinvent the...and realign the facilities out there. And hopefully, as part of this ultimately, there would be some rejuvenation of the racetrack along, and assuming, in that case, that there would be private help from the racetrack people. I might mention to you that a new 14th Street front door is going to be a part of this and, by the way, that plays into the Antelope Valley project.