Please provide the following information, adding space as necessary:

State: Pennsylvania

Assign Program Category (applicant): Infrastructure and Economic Development

Program Name: Pennsylvania Farm Show Complex and Expo Center: Utilizing Naming Rights, Sponsorships and Advertising within the Complex to Generate Additional Revenue

Administering Agency: Pennsylvania Department of Agriculture

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1. How long has this program operated?
   • Contract was signed between Market Street Sports Group LLC and the Pennsylvania Farm Show Complex & Expo Center on December 9, 2009. The contract was awarded via the commonwealth’s competitive bidding process.

2. Describe the program:
   The Market Street Sports Group solicits organizations to purchase the Naming Rights for major halls or venues within the Complex and also solicits sponsorships and advertising opportunities.

   • Why was it created?
     a. The program was created to provide an additional revenue stream for the Complex, to help offset it’s steadily increasing operating costs.

   • Why is it a new and creative approach or method?
     a. The Pennsylvania Farm Show Complex & Expo Center is owned and operated by the Commonwealth of Pennsylvania under the auspices of the Department of Agriculture. The facility was built for the purpose of hosting the annual Pennsylvania Farm Show, to promote Pennsylvania and the economic interest of Pennsylvania and the region. Like most large convention and exposition centers, the Complex requires some outside
financial support in addition to the revenue it generates through rental fees, parking, food and beverage sales, etc. While such outside financial support is typically funded via local hotel taxes, the Complex does not participate in that type of funding stream, but does receive some funding from the State Legislature via an individual line item in the State budget. Over the past several years, that Legislative allocation to the Complex has been declining due to the difficult economy. The Complex is a unique state owned facility in that it operates similar to a private business. It hosts approximately 80 major events per year and hundreds of smaller meetings, sporting events, social events, etc. Similar facilities sell naming rights, sponsorships and advertising opportunities; however our facility is different in that it is state owned.

- What are the specific activities and operations of the program in chronological order?
  a. The Market Street Sports Group promotes and sells naming rights, sponsorships and advertising opportunities on a commission basis. Neither the Commonwealth nor the Complex has invested any dollars in this program, except for staff time in setting up the program.

- Is it effective?
  a. While the program began with a moderately slow start for a number of reasons; it is now producing tangible results. Current contracts in place are generating $223,000.00 in annual gross revenue with additional revenue being anticipated.

3. Did this program originate in your state?
  a. This concept has been in place in private industry and in some municipally owned or authority owned and managed facilities in Pennsylvania. We are unaware of where the concept of selling naming rights, advertising, and sponsorships originated.

4. Are you aware of similar programs in other states?
  a. We are not aware of similar programs in state owned buildings in Pennsylvania or in other states. Other comparable privately facilities have explored similar opportunities to increase revenue through advertising, naming rights, and sponsorships.

5. What limitations or obstacles might other states expect to encounter when attempting to adopt this program?
  a. It was somewhat difficult to begin this initiative and complete the initial sale. The climax of the economic down-turn happened approximately the same time the contract was signed, and it is believed there was some early reluctance to contract with a state owned facility. In creating this program, it was determined that the selection of a third party to handle the sales of these opportunities was the most effective and efficient way to establish such a program for a state owned facility. The Department of Agriculture has a large regulatory function and it was determined that to avoid any questions of possible conflicts of interests, a third party sales agent was appropriate.

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