



# *Parish of Ascension*

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## **Ascension Parish begins in-house operation of Lamar-Dixon Expo Center**

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GONZALES – Ascension Parish has begun in-house operations of the Lamar-Dixon Expo Center, Parish President Tommy Martinez has announced.

The Parish, which purchased the 247-acre multipurpose facility in August, assumed full control of Lamar-Dixon on Nov. 1. Ascension Parish takes over management from SMG, a professional management firm, which previously ran the facility on behalf of the Lamar-Dixon Foundation the past four years.

“It was a smooth transition with SMG, and we thank them for their four years of service at Lamar-Dixon,” Martinez said. “Now we’re looking forward to the challenges and opportunities of the future. We have set a very conservative budget for the operation of Lamar-Dixon, and we are confident that we will be in a position to break even financially, or come close to doing so, in the coming year.”

Ascension Parish purchased Lamar-Dixon in August for \$7.5 million. The facility has been valued at approximately \$54 million.

Carla Bourgeois of the Parish President’s Office has been appointed acting manager at Lamar-Dixon until a permanent manager or management firm is secured.

Meanwhile, most of the existing personnel at Lamar-Dixon have been transitioned from being SMG employees to the Parish payroll, ensuring uninterrupted operation of the facility.

Martinez said the Parish will soon announce improvements to the Lamar-Dixon property and will continue to actively seek new bookings for the facility, including the creation of a new event. Called the Festival of Festivals, it will showcase festivals and musical acts from across Louisiana.

The Festival of Festivals is scheduled for Oct. 28-31, 2010.

For more information, visit the facility’s Web site at [www.lamardixonexpoctr.com](http://www.lamardixonexpoctr.com).