



2025 ANNUAL KILLEEN RODEO UPDATE

PR-25-014

July 1, 2025



Background

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- ❑ The 78th Annual Rodeo Killeen brought the excitement of professional rodeo sports to the heart of Central Texas.
- ❑ Held at the Killeen Rodeo Grounds for the past 50 years, this long-standing tradition featured thrilling events including bull riding, barrel racing, saddle bronc, and the fan-favorite mutton bustin'.
- ❑ Rodeo Killeen serves as a celebration of Western heritage, family fun, and community pride — drawing visitors from across the state and beyond.

Event Overview

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- Event Dates: May 15–17, 2025
 - ▣ Total Visits: 13,200
 - ▣ Visitors: 11,700
 - ▣ Visitor Origin: 40+ U.S. cities, plus Guatemala, Brazil, & Australia
 - ▣ Year-over-Year Growth: +154%

Event Overview

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- ❑ 563 rodeo contestants participated.
 - ❑ Extended stays, travel crews, and gear-related needs made them a high-value tourism group that further enhances the economic impact of the event.
- ❑ Airport Arrivals
 - ❑ 56 mobile devices were traced to Texas airports (AUS, DFW, GRK, IAH).
 - ❑ GRK had 38 visits.
 - ❑ Estimated 75–100 visitors arrived by air.

Community Impact

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- ❑ Over 5,000 pounds of food donated during the rodeo, directly benefiting families in Killeen.
- ❑ Global talent brought in with the help of City of Killeen's sponsorship – featuring over 18 world champions from the United States, Australia, Canada, Brazil and more.
- ❑ \$1,500 scholarship awarded to support youth pursuing education.

Special Hearts Rodeo

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- Hosted by Maxdale Cowboy Church and Rodeo Killeen
 - ▣ Held Saturday morning May 17, 2025, from 10 am-12 pm.
 - ▣ Staffed by volunteers and supported by the local community and businesses.
- Provided 88 individuals with special needs a chance to enjoy a real rodeo experience.
- Stations included barrel racing, roping, face painting, and petting zoo.

Special Recognition Nights

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- Thursday: Active military and dependents honored with free admission.
 - ▣ Big Hoss BBQ and AUSA hosted free BBQ dinner for soldiers and family.
- Friday: City of Killeen employees received free entry.
- Saturday: Educators (KISD, CTC, TAMUCT) received free entry.
- **Every night veterans with proof honored with free entry courtesy of Dominion Energy.**

Estimated Visitor Spending

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Category	Estimated Economic
Day Visitors 70% of visitors (8,190 X \$50)	\$409,500
Out of Town Visitors 30 % of visitors (3,510 X \$250)	\$877,500
Alcohol Sales (3 nights)	\$25,344
Hotel Revenue (133 rooms × \$110)	\$14,630
Estimated Economic Impact Total	\$1,326,974

Cowboy Channel Streaming Stats

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- ❑ 1,300 total playbacks
 - ▣ Rodeo video or broadcast was started.
- ❑ 1,500+ Hours Streamed
 - ▣ Online and Cowboy Channel App.
 - ▣ Significant online exposure nationwide via Western Sports Network.
- ❑ Reinforced Rodeo Killeen's regional and national visibility.

KCVB KWTX Digital Campaign

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- ❑ Killeen Convention and Visitors Bureau (KCVB) partnered with KWTX.
- ❑ Over 1 million people saw rodeo ads on their website, in news articles, and video content.
- ❑ The ads were targeted to people in nearby cities including Temple, Harker Heights, Belton, Salado, Lampasas, Waco, & Austin.
- ❑ KWTX featured Rodeo Killeen & Special Hearts Rodeo on air.
 - ▣ 6-minute news interview aired the day before opening night.

Expanded Media Coverage Highlights

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- ❑ 265 TV commercials aired across regional networks.
- ❑ 100 Radio commercials aired.
- ❑ 6 Print stories and 4 Video interviews featured in the Killeen Daily Herald.
- ❑ 30 Outdoor digital billboard placements.
- ❑ 9 Live news interviews. (studio + arena)
- ❑ Coverage included: KWTX, KCEN, KXXV.
- ❑ Broadened exposure for Rodeo Killeen across Central Texas.

Facility Improvements

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- ❑ Arena sand/footing improvements.
- ❑ Overhead covers above VIP sections/bucking chutes.
- ❑ Overhead covers for cooking area.
- ❑ Overhead covers for stock pens.
- ❑ Added water lines and stock tanks.
- ❑ Concession stand screens.

Planned Facility Improvements

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- ❑ Remove millings and possible pavement to improve ADA access.
- ❑ Additional pens.
- ❑ Remove obsolete equipment/material.
- ❑ Repaint concession stand buildings.

Expanding Use & City Partnership

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- Increased Use of Rodeo Grounds
 - ▣ Quarterly Barrel Races.
 - ▣ Bull and Bronc Riding events.
- City & Rodeo Committee Partnership
 - ▣ Improvements funded by both City of Killeen and the Rodeo Committee.
 - ▣ Numerous volunteer hours and free labor contributed by committee members and community.
 - ▣ Shared goal: Long-term investment in the Rodeo Grounds as a tourism and community venue.

Summary

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- The Killeen Rodeo drew thousands of attendees from Texas and beyond, filling local hotels, generating alcohol and hospitality revenue, and showcasing Killeen as a tourism destination.
- With an estimated \$1.3 million in economic impact, the event directly aligns with the goals and justified use of Hotel Occupancy Tax (HOT) funds.