



76TH ANNUAL PRCA RODEO AFTER ACTION

PR-23-015

May 18-20, 2023



- ❑ The Annual PRCA Rodeo was held May 18-20, 2023
- ❑ Nyle Maxwell of Killeen was the title sponsor
- ❑ New events – Mutton Busting and Women's Professional Breakaway Roping
- ❑ Estimated attendance: 14,200 patrons during the three (3) nights. (an increase of 2,000 over 2022)
- ❑ Estimated economic impact: \$1,065,000 (average \$75 per person x three nights (an increase of \$165,000 over 2022)
- ❑ Out-of-town contestants and support staff: 383 people (many of which spent dollars on food, gas, and lodging. An increase of 183 over 2022)
- ❑ Fed approximately 1,400 active-duty military soldiers and family members on Thursday for Military Appreciation Night
- ❑ City of Killeen employees had free entry on Friday night
- ❑ Educator Night included KISD, CTC, and TAMUCT employees with free entry
- ❑ Canned food collected for donation to the Killeen Food Care Center: 6,500 pounds valued at \$48,750 (500 lb. increase over 2022)

- A total of 76 sponsors contributed in funds and/or services in kind to support the event.

- Media coverage included: (\$39,250 Media Value)
 - ▣ TV commercials: 275
 - ▣ Radio commercials: 150
 - ▣ Killeen Daily Herald: 12 stories (8 print/4 video)
 - ▣ Outdoor Video Billboard: 30
 - ▣ Live Videos: 9 (KWTX, KCEN, KXXV, KWKT)

- ATM dispensed \$18,820 with 290 transactions.

- Beer sales: Total \$21,050.24 (\$8,868.01 for 2022)
 - ▣ Thursday, May 19 \$8,497.14 (\$3,042.39)
 - ▣ Friday, May 20 \$5,794.11 (\$3,409.63)
 - ▣ Saturday, May 21 \$6,758.99 (\$2,415.99)

2024 Rodeo Killeen Funds Request



- **Requirement:** Rodeo Killeen Requests \$30,000 for the 2024 Rodeo scheduled for May 16-18, 2024.
- **Purpose:** These funds will be used to add to the purse for the eight (8) rodeo events we host. The intent of the added purse is to attract top tier professional rodeo athletes to compete at Rodeo Killeen.

2024 Rodeo Killeen Funds Request



- Currently, Rodeo Killeen tries to compete with other regional rodeos to attract top tier athletes. A unique aspect of Rodeo Killeen is we try to make the rodeo free and more affordable, by offering free admittance to our three main forces: **Military, City Employees, and Educators.**
 - Additionally, we annually waive on average of \$35-\$45K in additional income to fill the Killeen Food Bank with canned food items. Most other rodeos do not offer this community-wide service.
- **Expected Outcome:** We anticipate a significant increase in spectator attendance, particularly with out-of-town spectators. This, in turn, will increase the amount of dollars spent on lodging, fuel, and dining for Killeen businesses.