



HOUSTON LIVESTOCK SHOW AND RODEO™

SINCE
1932



1932  **2022**

IMPACT REPORT



HOUSTON LIVESTOCK SHOW AND RODEO™

2022

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My tenure as chairman of the board of the Houston Livestock Show and Rodeo™ has been unlike any other experience, and as I look forward to my third and final year, I want to thank you for your continued support.

2022 was a historic year for all of us at the Rodeo, as we celebrated our 90th anniversary, together. What began as a livestock exposition in 1932 has become a beloved piece of the Houston community, and we are so proud to be a part of this incredible city. Celebrating 90 years of Rodeo was a remarkable moment, and it is all thanks to the unwavering support we receive from our community, and from our dedicated volunteers.

Our 35,000 volunteers are the heart and soul of the Houston Livestock Show and Rodeo. As a longtime volunteer myself, and someone who has deep family ties to the Rodeo, it was especially meaningful to see the Rodeo family come together to celebrate our 90th anniversary. Our volunteers reflect our great city, and to see such a diverse group of individuals who all share such a passion for Rodeo is something truly special.

It has been an honor to serve as the chairman of the board of the Houston Livestock Show and Rodeo. Working alongside our volunteers and staff has been a privilege, and I look forward to working with our Chairman of the Board Elect, Pat Mann Phillips, for the 2023 Rodeo. Her passion for the Houston Livestock Show and Rodeo is an inspiration, and I know she will bring that passion with her every day.

Thank you for everything you do for the Houston Livestock Show and Rodeo.

Let's Rodeo!



CHAIRMAN'S LETTER

BRADY F. CARRUTH

2022 was a special year for the Houston Livestock Show and Rodeo™ — celebrating our 90th anniversary after two challenging years made this historic milestone especially memorable. We all have persevered through unprecedented challenges, and it was an honor to work alongside every member of the Rodeo family as we welcomed more than 2.4 million visitors back to the 2022 Rodeo.

I am incredibly proud of our volunteers, and especially grateful for our donors, sponsors and community partners who showed unwavering support to our annual celebration of Western heritage. More than 34,000 participants entered our livestock and horse show competitions, and our generous auction donors gave more than \$20 million in support of Texas youth and education, including a record-setting \$1 million dollar purchase of our 2022 Grand Champion Junior Market Steer. I would like to give a special thank you to longtime Rodeo supporter and Executive Committee member Mr. Don D. Jordan, and his family, for their generosity and continued support of the Rodeo and its charitable mission.

The mission of the Rodeo remains at the core of everything we do, and as we work toward 2023, I am reminded of the importance of a shared vision and purpose. In 2021, Rodeo leadership developed a strategic plan to help us navigate through the challenges of 2021 and the opportunities of 2022. Having a strategic plan in place helps to align our organization through specific goals and defined targets that connect with our mission, and I look forward to seeing how this strategic plan will evolve for 2023.

Thank you for your continued support of the Houston Livestock Show and Rodeo.

Let's Rodeo!

PRESIDENT'S LETTER

DR. CHRIS BOLEMAN



Brady F. Carruth *Chairman of the Board*

Brady Carruth serves as chairman of the board at the Houston Livestock Show and Rodeo™. His father was a Rodeo president and served as chairman of the board from 1979 to 1981, and his mother was a past chairman and passionate supporter of the Rodeo's School Art Committee. Carruth first became a member of the Rodeo in 1970, and joined the Lamb Auction Committee in 1982, working his way through the volunteer ranks to become chairman of the committee in 1996. He was elected to the board of directors in 1991. In 1998, he was elected a Rodeo vice president, and has been a member of the Rodeo's Executive Committee since 2013. Carruth currently serves as the president of Gulf Coast Capital Corp.



Pat Mann Phillips *Chairman of the Board Elect*

Pat Mann Phillips was elected as the chairman of the board elect for 2023 and will work closely with Carruth. She will become eligible for chairman of the board for the 2024 Rodeo. She first joined the Rodeo in 2001, and has volunteered with the Corral Club – Suites, Directions & Assistance, Jr. Rodeo, and Special Children's committees. In 2009, she was the founding chair of the Tours Committee and was integral in laying the groundwork for the committee's continued success today. Phillips was elected to the board of directors in 2012 and served as a Rodeo vice president from 2016 to 2018. In 2018, she was elected to serve on the Executive Committee.



Chris Boleman, Ph.D. *President & CEO*

Chris Boleman serves as the president and chief executive officer of the Rodeo, where he is responsible for the efforts of 35,000 volunteers and more than 135 full-time staff in conducting a 23-day event that draws nearly 34,000 livestock and horse entries and more than 2.4 million in attendance. Boleman joined the Rodeo in 2017 as the executive director of the Agricultural Competitions and Exhibits Division. In 2019, he was promoted to chief mission officer, and, in 2020, he was named president and CEO.

MEMBERS



Brady F. Carruth
Chairman of the Board



Jim Bloodworth



Warner Ervin



Ray Hinsley



**J.P. "Hap"
Hunnicutt**



Parker Johnson



Don D. Jordan



Kelly J. Larkin, M.D.



Jack A. Lyons



Pat Mann Phillips



Wesley Sinor



Robbie Smith



R.H. "Steve" Stevens



Joe Van Matre



Jim Winne

LIFETIME MEMBERS



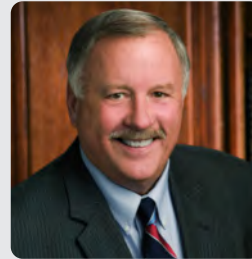
Don A. Buckalew



Tilman J. Fertitta



Wayne Hollis



Ed McMahon



Chris Richardson



**Charles R. "Butch"
Robinson**



John O. Smith



Paul G. Somerville



Keith A. Steffek



**James M. "Jim"
Windham**

EXECUTIVE COMMITTEE

STAFF OFFICIALS



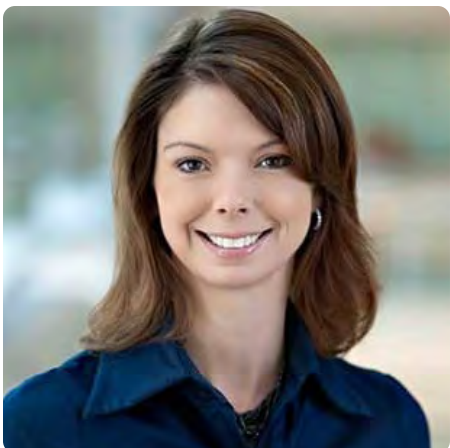
Chris Boleman
President & CEO



Sherry Hibbert
General Counsel



Katie Grahmann
Chief Financial Officer



Lisa Gagnon
Chief Marketing Officer



Julie Bass
Chief Mission Officer



Mike DeMarco
Chief Show Operations Officer



Peter McStravick
Chief Strategic Planning Officer



Wayne Crane
Chief Technology Officer



Melinda "Mel" Reeves
Chief Volunteer & HR Officer



Thomas J. Baker III



Larry Biediger



Bryan J. Blonder, D.O.



Robert Clay



Ed DeCora



Alan Folger



Juan C. Garcia



John Giannukos



John Glithero



E.R. "Butch" Guerrero



Bill Hanna



Alicia Jimerson



Michelle Lilie



Emmett O. Story Jr.



D. Scott Sullivan



Chris Underbrink



Duncan Underwood



Tonya Yurgensen-Jacks

VICE PRESIDENTS

BOARD OF DIRECTORS

The **Houston Livestock Show and Rodeo™ board of directors** is primarily responsible for the performance and operations of the Rodeo. The board also elects members of the Executive Committee and officers.

The board of directors shall consist of such number of directors as shall be nominated each year by the Nominating Committee at the Election Meeting and elected at such Election Meeting, being not more than 350 and not less than 190 directors. In addition, the chairman of the board, chairman-elect of the board, past chairmen of the board, vice presidents and lifetime vice presidents shall each be a member of the board of directors and shall each be entitled to vote, so long as such member is in good standing with the corporation and in compliance with Show policies. The members of the board of directors shall be volunteers and not employees of the corporation. All directors shall abide by the rules, regulations and policies of the Show.

*Lifetime Vice Presidents are denoted with **

A

Courtney Adame
Joseph "Jody" Adamek
Jake W. Allee
Gary Dean Allen
Jimmie Allen
Russell Allen
Linda Alonzo-Saenz
Scott Anderson
Stacy Stidham
Anderson
Marie D. Arcos
Wendy
Lewis Armstrong
Jeffrey D. Aronoff
Skip Avara
Samuel R. "Sam" Ayers

B

Stephanie Baird
David Baker
Thomas J. Baker III
Connard Barker
Frank T. Barnett
Charles "Mitchell"
Barrier
Louis Bart*
Jason Beal
C.A. "Bubba" Beasley*
Robert L. Becker
Stuart Beken
Mickey Bell
Justin Bennett
May Bentley
Justin Bennett

May Bentley
Roger Bethune*
Larry Biediger Jr.
Jim Billings
Mike Blasingame*
Jim Bloodworth*
Bryan J. Blonder, M.D.
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Bill Booher*
David Boothe*
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Dwight Boykins
Barclay Branch
Clair Branch*
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John R. Braniff Jr.
Scott F. Brast
Mike Brem
Curtis Brenner*
Michelle Bridges
Brandon Bridwell*
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Tim Burns
Tony Burt Jr.
George A. Buschardt*
George Buschardt Jr.
J.L. "Bubba" Butera*
Richard B. Butler

C

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Robert "Bob" Cain
Roger Camp*
Roxie R. Campbell
John Cangelosi, MD
Rudy Cano*
Andrew Cantu*
Naph Carlson
Larry L. Carroll*
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Victor Castaneda
Johnny Causey
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Mike Chambers
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Mike Clepper
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Howard T. Cordell*
Jerry Crews*
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Chris Cunningham
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D

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Clayton Dallas
J W Daubert III*
Chuck Davis

Robert N. Davis
Tom C. Davis*
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Ed DeCora
Gary "Doc"
DeBakey, M.D.
Gary Deitcher
Yonny Demeris
George A.
DeMontrond
Carl Detering
C.R. "Bob" Devine*
Tom E. Dompier*
Rodney E. Doutel
Andrew Dow*
Doug L. Doyle*
Kevin D. Duke
Kelly Dunnavant

E

John L. Ebeling*
Landon Ehlinger
Steve B. Ehrig
Jamie Ehrman*
Christopher B. Ennis
Jim Epps III*
Suzanne H. Epps*
Warner D. Ervin*
Stephen Estes
Ronnie Eubanks*

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Carolyn Faulk*
Tilman J. Fertitta*
Charles Fisher
Thomas G. Fleissner

Rigo Flores Jr.
Charlene Floyd*
Alan Folger
Terence H.
Fontaine, Ed.D.*
Michael S. Francisco
Lloyd R. French IV
Matt Fuqua
A.L. Furnace*

G

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Juan Garcia
Richard T. Garcia
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Diane Gautreaux
Ted Gaylord
George B. Georgiades
Greg N. Gerhart
John Giannukos
Gretchen Gilliam
Ray M. Gilliam
John Glithero
Gary Glover
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Steven H.
"Steve" Gordon
Randy Goshorn
Rick Greene*
John A. Grimes
E.R. "Butch" Guerrero
Ronnie Gulihur*
Robert "Bob"
Gulledge
Freda J. Guzman

H

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"Bill" Hanna
John S. Hantak
Jennifer Lynn Harmel
Jeff Harris*
Kevin H. Harris
Tom Harrison
Darrell N. Hartman*
Michael Hartwig
Jason T. Hawthorne
Jeffrey S.
"Jeff" Hayes*
Lance Heacock
Linda Renee Henson
Kathleen "Kaki" Herd
Angela Hernandez
Jerry H. Hickman*
Toby Hicks
Brad Hildebrand
Jeffery D. Hildebrand
D.Scott Hinsley
Ray Hinsley*
Wayne Hinton
Jennifer Hirsch
Robert Hodge
Jackie Hodges
John E. Hollis
Wayne Hollis*
Lindsay S. Holmes
Stan Horton
Dick Hudgins*
Eric Huegele
J.P. "Hap" Hunnicutt*
Mason Hunt
R. E. "Bob" Hunter
John A. Hutchison*
Robert "Bob" Hux*

J

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Kirby Janke
Kyle Janke
Michelle Iversen
Jeffery
Jessie Jewell
Alicia Jimerson
David Johnson
Diane Johnson
Parker Johnson*

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Jeff M. Jones*
Monte Jones
Rick Jones
Russell Jones
Don D. Jordan*
Bill Jordan
J.Kelly Joy

K

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J. Grover Kelley*
Mark Kelly
G.W. "Jerry" Kent
James Alan Kent*
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Robert Kneppler*
Tucker Knight
Tricia Koch
David Koonce
Gary Kramer

L

Tom Laird
Danny Lang Jr.
Kelly J. Larkin, M.D.*
Kevin Leck
Philip L. Leggett, M.D.
Sean Lehane
Paul Lehnhoff*
E.D. Lester*
Lawrence S Levy
Jeff Lewis, D.D.S.*
Jim Lightfoot*
Glenn T. Lilie*
Michelle Lilie
Tom Lippincott*
Pamela M. Logsdon
Lucky Long*
F. Allen Lyons
Jack A. Lyons*
Robert "Ted" Lyons

M

Tom Mach
Stephen Mahalitc
Kristie L. Manning
Richard Marburger
Brad Marks
Roy Marsh
Dawne Martin
Mike Martin
Philip Martin

Gigi Mayorga-Wark
John McAleer III
Ken McGuyer*
Caroline McIntosh
Mike McKinney*
Andy McLeod
Ed McMahon*
Gary McMullen
Pete A. Medina
Mark Melton*
Donald Middleton
Amy Pinkham Miller
Bradley Miller
Greg Miller*
Harry E. Miller
John J. Montalbano*
Yance S. Montalbano*
James R. Mora
Curtis Morgan
John R. Morton*
Mike Moss*
Nancy Motley
Ken C. Moursund Sr.*
Kenneth C.
Moursund Jr.
David E.
Mouton, M.D.*
Shelly
Dompier Mulanax
James Mushinski*

N

Demetrius
"Deme" Navarro
Rob K. Neblett
Gary R. Nesloney*
Lisa C. Nguyen
Scott Nichols
Lynn Nunez*

O

Mike O'Kelley*
Kelly O'Shieles
R.L. "Bud" O'Shieles*
W. Allen Owen*

P

Ann Page
Robert E. Paine
William "Billy" Parker
Gary E. Parks*
Pat Pennington

Harry A. Perrin*
Pat Perry
Gerald K. Peyton
Trisha Hillman Philipp
Pat Mann Phillips*
Garry Pigg
Mike Pillow
Tim Ping*
Bob Porter
Rodney Porter
Ozell Price
Terry R. Pruitt
Milton B. Purvis

R

W.L. "Red" Ramsey
Steve Ranson
Jen Marie Rau
Dudley Ray
Kevin K. Rech
Kyle Reppond
Tony Rich*
Chris Richardson*
Gordon Richardson
Todd Riddle
Cynthia
"Cyndy" Roberts
C.A. "Andy" Robinson
C.R. "Butch"
Robinson*
Steve Roe*
Darrell Rogers
Lee Rountree
Mac Ruffeno
Pete A. Ruman*
Gina Rumore
Randy D. Russell
Mike G. Rutherford Jr.

S

Dwayne Sablatura
Julie Sacco
John A. Sandling*
Elise Sartwelle
James D. Sartwelle Jr.*
James D.
"Jim" Sartwelle III
Brett Sarver
Ralph L. Savage
Vanessa R. Schillaci
Joe L. Schindler
Greg A. Schroder*

Darryl Schroeder*
Ed Schulz*
Richard "Dick" Scott
Julie Shannon
Linda Shartzter
Ken Shaw*
Jeanne Shirey-Lord
Sharon Simmons
Wesley Sinor*
David "Lee" Smith
John O. Smith*
Marshall R. Smith*
Naomi Smith
Pat Smith
Robbie Smith*
Ryan O. Smith
Paul G. Somerville*
Jamie Spring
Pam Springer*
Lodie Stapleton*
Robert Steele
Keith A. Steffek*
Gregg E. Steffen
Dennis Steger*
R.H. "Steve" Stevens*
Jay Stewart
David Stone Jr.
Emmett Story Jr.
David Stratton
Vanessa Kent
Stroberg
Brenda Baker Stubbs
Claire Eaton Stuewer
Adam Suhr
D. Scott Sullivan
Berry Summerour

T

Justin Tankersley
Jim Bob Taylor*
Laurie Tarver
Archie R. Thompson*
Randy Trahan
Tracy Ray Troup
Rich Tyler

U

Chris Underbrink
Duncan Underwood
Michael J. Upchurch

V

Wendy Vandeventer*
Jim VanHoozer*
Joe Van Matre*
Joe Vara
James "Jimmy"
Verbois
Michelle Verbois

W

Pat Walker*
Scott Walker
Tommy Walker
Sharleen Walkoviak*
Wesley Ward
Donna Webster
Richard Weiman
Lance P. Welch
Tommy Wells
Mike Wells Jr.*
Taylor Whitaker*
Constance White
Justin C. White*
Robby White
Jamie Whitfill
Samm Wiggins
Greg Willbanks*
Jason Price Williams
Rodney
"Rod" Williams
Kirk E. "Ernie"
Williamson
James M. "Jim"
Windham*
Griffin D. Winn*
Jim Winne*
Brian J. Wischnewsky
Ken Wise
Betty Wiseman
Dennis Wolford
Michael Wollam
Mel Wright

Y

David Yates*
William A. "Bill" Yates*
Neil O. Yelderman
Robin Young-Ellis
Tonya Yurgenson-Jacks

Z

Todd Zucker



Thank You

TO OUR

HOUSTON LIVESTOCK SHOW AND RODEO™

2022 SPONSORS

HERITAGE PARTNERS



TITLE SPONSORS



OFFICIAL PROVIDERS & SUPPLIERS





OUR MISSION The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

AGRICULTURE



OUR MISSION The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly **experience that educates** and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

EDUCATION



OUR MISSION The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and **entertains the public**, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

ENTERTAINMENT



OUR MISSION The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, **showcases Western heritage** and provides year-round educational support within the community.

WESTERN HERITAGE



HOUSTON LIVESTOCK SHOW AND RODEO™

SINCE
1932



1932  **2022**

Since the **Houston Fat Stock Show and Livestock Exposition**

was established in 1931, it has made an impressive footprint on the livestock and entertainment industries and in the sport of rodeo. It also has played a notable role in **enhancing the lives of thousands of young Texans**. The many milestones celebrated throughout the years have all contributed to Houston's most popular event.

#SINCE
1932

The first Show is held in 1932 at the Democratic Convention Hall.



1932

A total of 2,000 people visited the first year in 1932.

The first-ever Downtown Rodeo Parade is held in 1938, along with the first Horse Show and the first Rodeo competition.



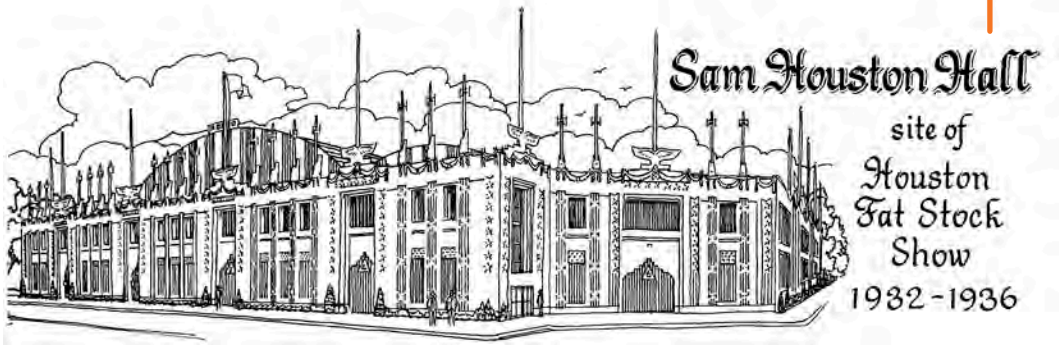
1938



The event moves to a new venue, the Sam Houston Coliseum, in 1938.

1936

Sam Houston Hall is home of the Houston Fat Stock Show and Livestock Exposition until 1936.



1939



1930's

The Rodeo welcomed its first star entertainer, Gene Autry, "the Singing Cowboy," in 1942.



1942

The first Calf Scramble is held in 1942. Today, each student who catches a calf is awarded a \$1,750 certificate to purchase a registered beef heifer or market steer to show at the Houston Livestock Show and Rodeo the following year.



1957

In 1957, Houston native Ben Dickerson is awarded the first major educational scholarship, a \$2,000 award.



1952

In 1952, four men rode to the Houston Fat Stock Show on horseback to bring awareness to the event. Today, more than 2,000 participants in 12 trail rides hit the road to celebrate Rodeo season every year.



1959



In 1959, the Downtown Rodeo Parade featured 31 bands, 54 special vehicles, 1,800 Salt Grass Trail riders and 1,200 riders from the Sam Houston Trail Ride.

1940's & 1950's



1961

In 1961, the organization's name officially changes to the Houston Livestock Show and Rodeo.



Chuck wagon races are introduced in 1969.

1969

1965

The Houston Livestock Show and Rodeo moves from the Sam Houston Coliseum to the Astrodome complex in 1965.



1960's

1970



Elvis Presley makes his first RODEOHOUSTON® appearance in 1970.

Also in 1970, Charley Pride makes his first appearance, making history as the Rodeo's first black star entertainer. He performed three consecutive evenings that year for nearly 60,000 fans.



1974



The first World's Championship Bar-B-Que Contest is held in 1974.



1973



The Jackson 5 make their RODEOHOUSTON debut in 1973.



1970's

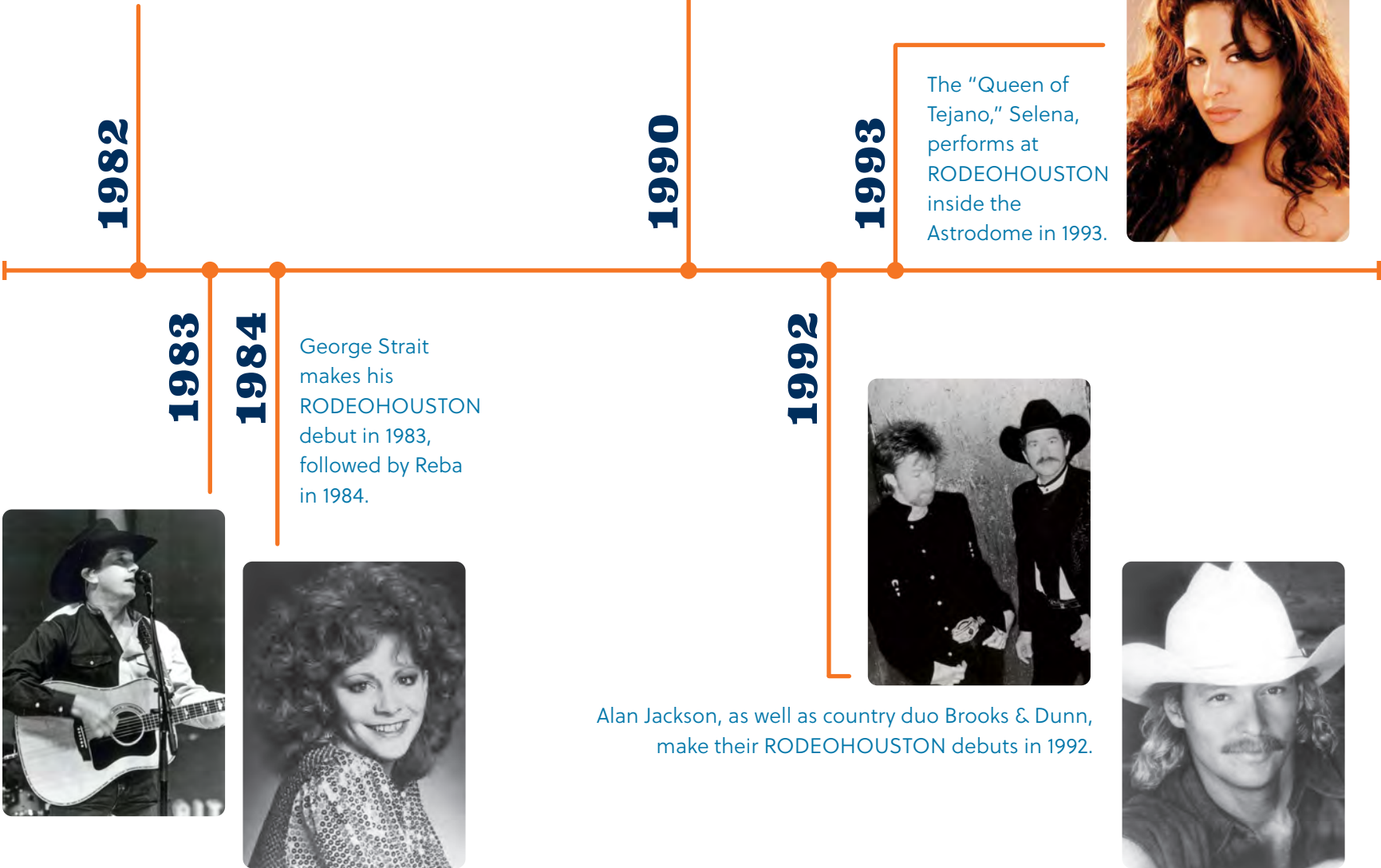
In 1982, total attendance reaches 1 million.



Houston is selected as the host city for the 1990 Economic Summit of Industrialized Nation, with representatives from Great Britain, Canada, France, Italy, Japan, West Germany and the European Commission making the trip to America for the event.



The "Queen of Tejano," Selena, performs at RODEOHOUSTON inside the Astrodome in 1993.



1980's & 1990's

The 71st Rodeo is held in its new home in 2003: Reliant Stadium and Reliant Center (now NRG Stadium and NRG Center).



2003



George Strait welcomes the Rodeo to its new home as the first entertainer in 2003.



Reba is inducted into the Star Trail of Fame in 2007, followed by Brooks & Dunn in 2008.

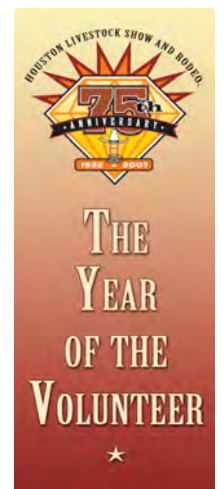


2008

2007

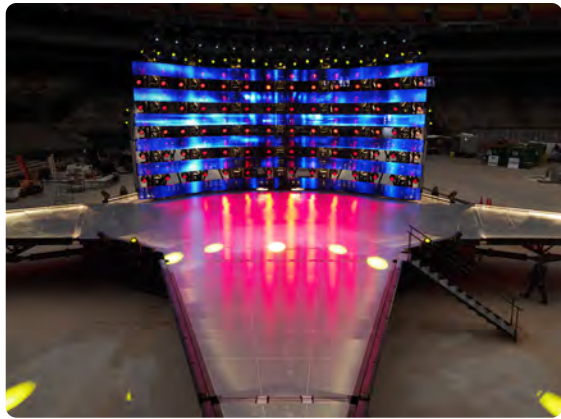


George Strait kicks off the 75th annual celebration of Western heritage in 2007, with more than 70,000 fans in attendance.



17,000 dedicated volunteers serving on more than 90 committees help host the 2007 Rodeo.

2000's



For the first time in more than 30 years, RODEOHOUSTON unveils a new, state-of-the-art, star-shaped concert stage in 2018.

Selena becomes the first Latina to be inducted into the Star Trail of Fame in 2020.



In 2022, Rodeo commits more than \$22 million in support of Texas youth and education, pushing its total educational commitment to more than \$550 million.

The Houston Livestock Show and Rodeo celebrates its 90th anniversary milestone in 2022, welcoming more than 2.4 million guests.

2010

Total attendance reaches 2 million in 2010.

2018

2020

2022

2019

2021



In 2019, Rodeo announces a milestone in its total educational commitment since 1932, surpassing more than \$500 million in support of Texas youth and education.

In 2021, the Rodeo cancels its public events, focusing on mission-driven events, including the junior livestock and horse show competitions, calf scramble and auctions, as private events, and upholds its yearly educational commitment to Texas youth and education.

2010's & 2020's

“90
DAYS
'til
90
YEARS”

NOV. 30, 2021



With just 90 days out, the Houston Livestock Show and Rodeo officially kicked off its “90 Days ‘til 90 Years” celebration Nov. 30, 2021, marking the official countdown to the Rodeo’s 90th anniversary celebration, Feb. 28 – March 20, 2022.



RODEO-THEMED DOWNTOWN MURAL

Houstonians got a sneak peek of the Rodeo-themed mural in its beginning stages, located in Downtown Houston.

#90

REASONS TO RODEO

were shared on RODEOHOUSTON's social media channels.



90TH ANNIVERSARY-THEMED ADVERTISING

90th anniversary-themed advertising rolled out across different mediums, which included billboards across the city of Houston, print and digital ads.



HOWDY VISITS LOCAL SCHOOLS AND COMMUNITY

Howdy, the Rodeo's official mascot, visited area schools, spurring excitement for the upcoming Rodeo among some of its youngest fans.



ANNUAL BUCKLE



ANNUAL JACKET



ANNUAL VEST



ANNUAL PIN



ANNUAL BELL PIN



ANNUAL PIN SET



90TH ANNIVERSARY MERCHANDISE

90th anniversary merchandise dropped at rodeohouston.com, featuring an exclusive line of commemorative Rodeo-inspired threads and limited-edition collectibles, from jackets and pins to tote bags and buckles.

FINANCIAL

Highlights

The Houston Livestock Show and Rodeo and the Houston Livestock Show and Rodeo Educational Fund for the year ended August 31, 2022

OPERATING REVENUES\$189,416,610

PROGRAM EXPENSES

Livestock Show and Rodeo\$108,533,382

Scholarships and Grants\$17,532,370

● **TOTAL PROGRAM EXPENSES**\$126,065,752

● **FUNDRAISING EXPENSES**\$11,578,341

● **GENERAL & ADMINISTRATIVE EXPENSES**\$17,222,746

TOTAL OPERATING EXPENSES\$154,866,839

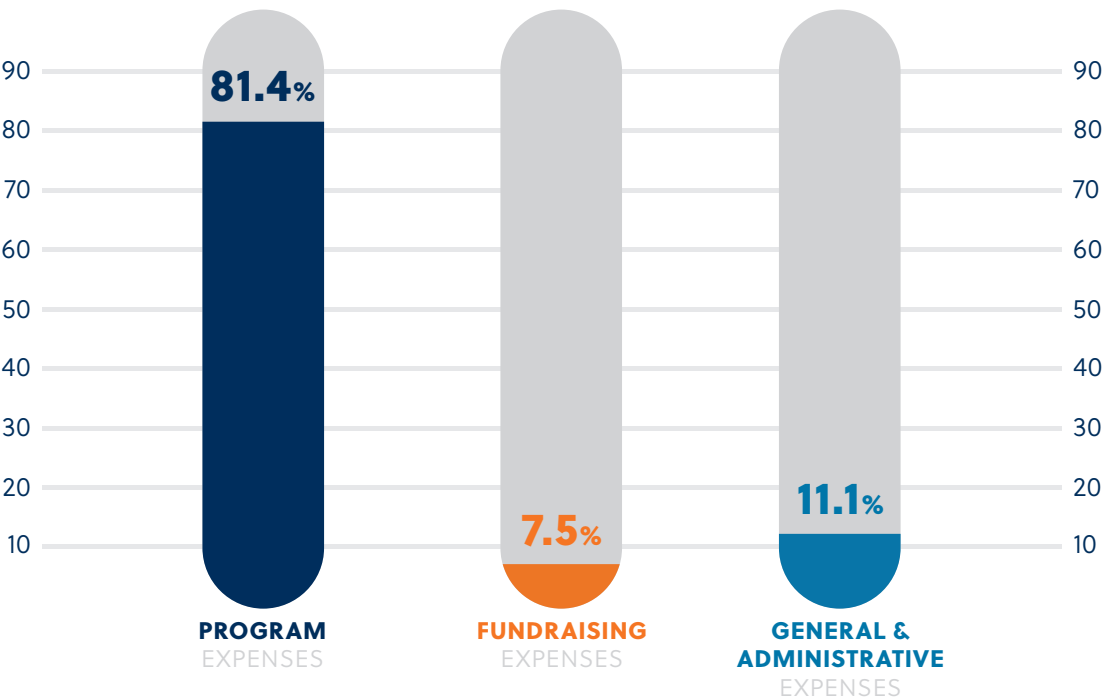
CHANGE IN NET ASSETS FROM OPERATIONS\$34,549,771

NONOPERATING EXPENSES(\$26,102,397)

CHANGE IN NET ASSETS\$8,447,374

NET ASSETS, BEGINNING OF PERIOD\$323,529,741

NET ASSETS, END OF PERIOD\$331,977,115



EDUCATIONAL COMMITMENT

MORE THAN
\$22 MILLION

2022

SCHOLARSHIPS 🍷 \$14.1M+

JUNIOR SHOW EXHIBITORS 🍷 \$5M+

EDUCATIONAL PROGRAM GRANTS 🍷 \$2.4M

GRADUATE ASSISTANTSHIPS 🍷 \$472K+

2022 SCHOLARSHIP
CELEBRATION & PICNIC



The Rodeo celebrated its 2022 scholars during a special Scholar Celebration & Picnic event at NRG Park. The event concept was a first for the Rodeo, featuring various activities and games, as well as a barbecue lunch prepared by the Rodeo's World's Championship Bar-B-Que Committee.

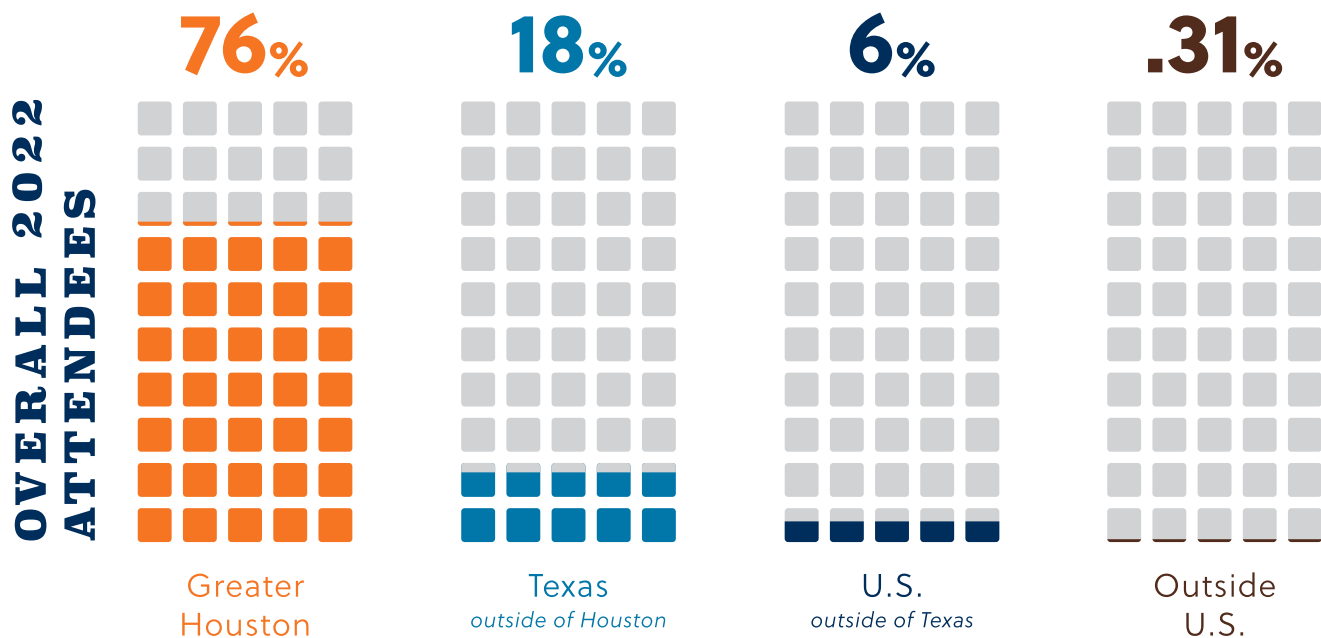
More than 475 Texas students from the Rodeo's scholarship programs, including Area Go Texan, Exhibitor, Hildebrand Family, Houston Area, Military and School Art, were invited, along with their families, to attend the come-and-go event.

Scholars were able to interact with donors, Rodeo volunteers and employees, and celebrate their scholarship with their fellow recipients.



BY THE NUMBERS

2.4+ MILLION guests over 24 days



11 AUCTION LOTS SET RODEO RECORDS, including a historic \$1 million junior market steer auction purchase.



FUN FACTS



Approximately 67,000 people participated in a scheduled school tour or field trip.



Nearly 16,000 little cowboys and cowgirls rode the pony rides.



More than 760 chicks hatched in the Poultry Exhibit.



32 piglets, 17 lambs and 15 calves were born at the Birthing Center.



More than 90,000 little farmers visited Fun on the Farm.



More than 200,000 individual items of Rodeo and entertainer merchandise went home with fans, including **130,000 caps and T-shirts, 10,000 mugs and tumblers, and 12,000 lapel pins.**



RCS, the Rodeo's carnival provider, drove **nearly 435,000 miles** to deliver the carnival to Houston, which is the distance to the Moon and back.



Approximately 2.9 million rides were taken at the carnival. The most popular rides were La Grande XL, Sky Ride and the Titan.



100 trailers full of carnival prizes were brought to the 2022 Rodeo.



Approximately 675,000 prizes were won at the games. The most popular prizes were Squishmallows, basketballs and teddy bears.



The most popular food items were turkey legs, corn dogs, fried Oreos and funnel cakes.



The Cookie Stand baked **more than a quarter million cookies.**

RODEOHOUSTON FUN FACTS

After the Rodeo's early closure in 2020 due to the COVID-19 pandemic, the Rodeo wanted to welcome its 2020 entertainers who were set to perform, back to perform at RODEOHOUSTON in 2022.

Although schedules did not align with all the 2020 artists, the Rodeo was excited to welcome back Cody Johnson, Keith Urban, Jon Pardi, Luke Bryan, Maren Morris, Kane Brown, Dierks Bentley, Gwen Stefani, Khalid, Chris Stapleton, Marshmello and Brad Paisley.

The Rodeo kicked off its 90th anniversary celebration with Texas native, RODEOHOUSTON fan-favorite and 2022 Parade Grand Marshal Cody Johnson, and closed with a special, concert-only performance with George Strait, and special guest Ashley McBryde.

The 2022 star entertainer lineup featured a diverse mix of genres, including country, EDM, Latin pop, R&B/pop, Norteño, pop, rock and Christian.

NINE ARTISTS

made their RODEOHOUSTON debut on the star stage, including:



BUN B



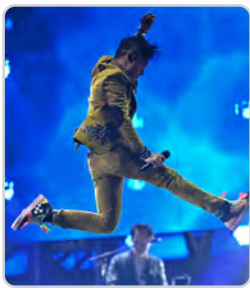
KING & COUNTRY



GWEN STEFANI



JON PARDI



JOURNEY



KHALID



MARSHMELLO



PARKER MCCOLLUM



RICKY MARTIN

Houston rap icon Bun B made his RODEOHOUSTON debut March 11 for Black Heritage Day, presented by Kroger, with Bun B making history as the first African American male Houstonian to headline RODEOHOUSTON. His performance, known as Bun B's H-Town Takeover, included some of Houston's most well-known rap icons, performing for a crowd of 73,259, marking the third highest paid rodeo/concert attendance in 2022.

George Strait made his 31st RODEOHOUSTON performance, with a paid concert attendance of 79,456. This was a concert-only performance that did not include a Rodeo, so additional seating was available on the floor of NRG Stadium.

Highest Paid

RODEO/ CONCERT ATTENDANCE



1

MARSHMELLO
73,866



2

CHRIS STAPLETON
73,757



3

BUN B'S H-TOWN TAKEOVER
73,259



4

PARKER MCCOLLUM
73,243



5

JON PARDI
72,857



NEW IN 2022

Downtown Rodeo-themed Mural

- » A mural representing the city-wide celebration of Western heritage that brings all Houstonians together
- » Located in downtown Houston at One Market Square Garage, at the intersection of Prairie St. and Travis St.
- » Nine stories tall
- » Designed by Houston native, self-taught multidisciplinary artist and creator of the nearby Houston is Inspired mural, GONZO247, along with other local artists



First-Ever Fine Dining Experience

- » The Ranch Saloon + Steakhouse, a restaurant concept from Berg Hospitality Group
- » Guests could enjoy a sit-down dining experience.
- » Featured two separate dining areas
- » The Saloon, a first-come, first-served casual dining experience with an upscale, yet approachable menu.
- » The Steakhouse, a fine dining experience featuring highlights from B&B Butchers & Restaurant, The Annie Café & Bar and B.B. Lemon.
- » Featured two full bars, live music, and a tequila bar on the outdoor patio



Women's Breakaway Roping

- » RODEOHOUSTON's second all-women's event
- » Held seven nights during the RODEOHOUSTON Super Series

IN
NEW 2022



Super Scramble

- » An extension of one of RODEOHOUSTON's fan-favorite events, Calf Scramble
- » Invited the 19 "First Catch" scramblers from each of the previous 19 Calf Scramble performances, to participate in the one-day event
- » 19 scramblers attempted to catch one of the nine calves
- » Each participant was awarded a cash prize based on their performance
- » Awarded up to \$42,000 in cash prizes for Texas youth



World's Championship Bar-B-Que Contest's Open Contest Competition

- » Featured a new category called "Open Contest"
- » Allowed barbecue teams to prepare anything they desired, except desserts





Rodeo Collection at Academy Sports + Outdoors

- » A Rodeo collection was available at Academy Sports + Outdoors, featuring an exclusive clothing and drinkware line celebrating Houston's long-lasting tradition of attending Rodeo activities in style.



#Since1932 Photo Opportunity

- » An 8-foot #1932 and "Bowlegged H" structure that signifies 90 years of the Houston Livestock Show and Rodeo

IN
NEW 2022



New Title Sponsor

- » Cotton Holdings Inc. ("Cotton"), a leading infrastructure support services company, is the new title sponsor of the World's Championship Bar-B-Que Contest. The title sponsorship includes a three-year agreement, which began in 2022.



New Barrel Racing Sponsor

- » S&B Engineers and Constructors, Ltd., a family of engineering, procurement and construction companies, was announced as the new sponsor of the Barrel Racing competitions, held nightly during RODEOHOUSTON®. The sponsorship includes a three-year agreement, which began in 2022.



New Breakaway Roping Sponsor

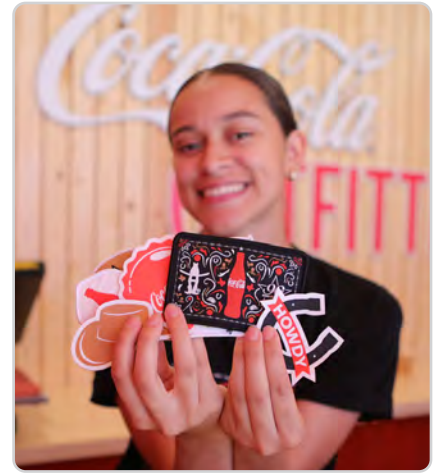
- » Oxy was announced as the new sponsor of Breakaway Roping, which was held seven nights during RODEOHOUSTON in 2022.

francesca's®

New Retail Partner

- » Francesca's was announced as a new retail partner in 2022, and held its first rodeo pop-up retail shop, Lasso Lounge, where shoppers could browse and purchase Western wear.





Coca-Cola Ice House

The Coca-Cola Ice House debuted at the 2022 Rodeo, a Texas-inspired destination located between the Astrodome and NRG Stadium, featuring the latest Coca-Cola flavors and innovations.



Miller Time Bar

Miller Time Bar, presented by Miller Lite, is a public beer garden that Rodeo guests can enjoy during the day, before and after daily RODEOHOUSTON performances. Guests enjoyed music, seated areas, yard games, giveaways and Instagram-worthy photo opportunities. Miller Time Bar is located on the north side of NRG Stadium, near the McNee entry.

SPONSOR HIGHLIGHTS



The Jim Beam® Backyard

Rodeo fans had the opportunity to visit Jim Beam Backyard — a welcoming backyard-inspired space, where you come as friends and leave as family. Guests enjoyed a complimentary Jim Beam Seltzer, giveaways, games and photo ops.



Crown Royal Ranch

Crown Royal Ranch's-own mixologist served up some of Crown Royal's latest beverage offerings and offered live entertainment to Rodeo guests at its pop-up destination located between the Astrodome and NRG Stadium March 11-13.

SPONSOR HIGHLIGHTS



RODEOHOUSTON® broadcast across three networks, including first-ever Spanish programming

- » RODEOHOUSTON was televised for 20 consecutive nights across three broadcast networks, Bally Sports Southwest, The Cowboy Channel and TeleXitos Houston, a sister station to Telemundo Houston.
- » The Cowboy Channel's RURAL RADIO, Channel 147 on Sirius XM, also included live coverage of RODEOHOUSTON.
- » The 20-day event was also livestreamed via Telemundo Houston, as well as online at rodeohouston.com.



Black Heritage Committee Honored Famed Bull Rider, Myrtis Dightman Sr. During Special Ceremony

- » Members of the Black Heritage Committee presented a RODEOHOUSTON belt buckle to living cowboy legend and former RODEOHOUSTON athlete, Myrtis Dightman Sr., during a special ceremony.
- » Dightman is widely known as the "Jackie Robinson of bull riding," and was the first African American cowboy to qualify for the National Finals Rodeo.

NOTABLE HIGHLIGHTS



New York Stock Exchange Closing Bell® Ceremony

- » The Rodeo virtually rang the New York Stock Exchange Closing Bell Feb. 23, 2022, in celebration of the Rodeo's 90th anniversary.



Historic \$1 Million Steer Auction Purchase

- » Houston Livestock Show and Rodeo Chairman of the Board and member Don D. Jordan, and family celebrated the 90th anniversary one for the historic \$1 million purchase of the Grand Champion Steer at the Junior Market Steer Auction.

"The Houston Livestock Show and Rodeo and I were born in the same year, 1932. I've spent a lot of birthdays together with Don D. Jordan, who celebrated his 90th birthday in 2022, marking a symbolic year for both Don D. Jordan and the Rodeo."

NOTABLE HIGHLIGHTS



2022

HOUSTON LIVESTOCK SHOW AND RODEO™

35,000

VOLUNTEERS

110

COMMITTEES



Annual H-E-B Thanksgiving Day Parade

Cancelled in 2021 due to weather conditions.

- » Annual segment sponsor of the "Houston is Tradition" segment
- » Two Rodeo-themed floats and new Howdy-themed balloon
- » Because of the H-E-B Thanksgiving Day Parade's cancellation, the floats debuted at the 2022 Downtown Rodeo Parade
- » **Participants included:** Volunteer Vice Presidents, Lamb & Goat Committee, Parade Committee, Howdy, and 4-H and FFA student representatives
- » In light of the Parade's "COVID Heroes" theme, the Rodeo invited members from the Health, Medical and Safety, and RODEOHOUSTON Sports Medicine committees to walk alongside the floats, in recognition of their contributions to the community during the COVID-19 pandemic.
- » Houston's famed rapper Bun B was invited to join Rodeo officials and perform on the Entertainment and Western Heritage-themed float.



Art of Soccer*

- » Campaign for local businesses to financially back the Houston 2026 World Cup™ Bid Committee
- » Each participating business was given a three-foot fiberglass soccer ball figure to artistically decorate and be displayed on the Art of Soccer tour.
- » Art for the Rodeo's soccer ball was designed and created by the Rodeo's Western Art Committee.



Black College Expo

- » Black Heritage Committee hosted a booth on behalf of the Rodeo.

**New this year*

COMMUNITY INVOLVEMENT



42nd Annual Chicano Festival

- » As an exhibitor level sponsor, the Go Tejano Committee hosted a booth on behalf of the Rodeo at the 42nd Annual Chicano Festival.



Downtown Rodeo Parade, Rodeo Run presented by ConocoPhillips and Trail Rides

- » The Downtown Rodeo Parade, one of the Rodeo's most cherished annual traditions in Houston, was led by Grand Marshal and RODEOHOUSTON opening day performer Cody Johnson.
- » Rodeo Run preceded the Downtown Rodeo Parade and kicked off with a wheelchair race, followed by the 5K and 10K elite, 10K timed and 5K timed events.
- » Horses and wagons from 10 trail rides made their way through the city streets to merge and camp one final night at Memorial Park before participating in the Downtown Rodeo Parade. This continues a 70-year-old tradition that keeps Western heritage alive in the nation's fourth largest city.



Expansion of Western Art at the Airport

- » Seasonal displays expanded into long-term exhibits at George Bush Intercontinental Airport and William P. Hobby Airport, a first for the Rodeo
- » Pieces included previous winners from the Rodeo's School Art Competition, 6-foot, 3-D fiberglass boots designed by Houston artists, custom painted cows and a chuckwagon that represented the Rodeo's annual trail rides.

COMMUNITY INVOLVEMENT



Friends of Riverside Park*

- » Provided goodies for young Rodeo fans, including Rodeo-branded bandanas and farm animal-shaped pens to support their mini-Rodeo experience hosted by Friends of Riverside Park



Houston Symphony

- » The Houston Symphony helped kickoff the Rodeo's 90th anniversary with a live performance of "The Star Spangled Banner" on opening night of the 2022 Rodeo.



Howdy Around Town

- » Howdy made more than 120 visits to local schools, community events and places around town, including George Bush Intercontinental Airport and William P. Hobby Airport.

**New this year*

COMMUNITY INVOLVEMENT

Cigna Sundays in the Park*

- » Speakers Committee Howdy Dancers, storytellers and ropers represented the Rodeo at two Cigna Sunday in the Park events, hosted by the Mayor's Office of Special Events.

National Finals Rodeo Sponsor

- » Sponsored the National Finals Rodeo, with RODEOHOUSTON logo inclusion in many of their printed and digital assets, including at the Thomas and Mack Stadium and Cowboy Christmas.

Houston Food Bank*

- » Donated 345 clipboards to the Houston Food Bank's Teacher's Aid Program

Rodeo Bowl

- » Event sponsor of the Rodeo Bowl, which is part of the Bowl Week activities benefitting DePelchin Children's Center, Houston's oldest children's charity and the Official Charity Partner of the TaxAct Texas Bowl

Lutheran Church Missouri Synod Youth Gathering*

- » Supported the Lutheran Church Missouri Synod's first annual youth conference in Houston
- » Provided Texas décor, including Boot Row boots, roping dummies, a step-and-repeat photo backdrop and Rodeo-branded bandanas and tote bags
- » Howdy dancers performed for conference-goers and taught attendees how to line dance during the three-day conference

Rodeo Night at the Houston Rockets Game*

- » Provided photo opportunities and displayed photos on the concourse
- » Booth presence for half-price carnival tickets
- » Speakers Committee Howdy dancers performed during halftime.
- » Attendees included Leon Coffee, Prairie View Trail Ride and Howdy

COMMUNITY INVOLVEMENT





Join us at the **2023 Houston Livestock Show and Rodeo™** for another celebration of Agriculture, Education, Entertainment and Western Heritage!

Let's Rodeo!

Feb. 28 – March 19, 2023

rodeohouston.com