

HOUSTON LIVESTOCK SHOW AND

RODEOTM

2023 Impact Report





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CHAIRMAN'S LETTER

Brady Carruth

Serving as chairman of the board of the Houston Livestock Show and Rodeo™ has been one of my most treasured experiences, of which would not have been as fulfilling without your sincere support and dedication.

While I started my tenure during unprecedented times, the 2023 show was a celebration akin to years past. We welcomed more than 2.4 million guests this year, broke 10 auction records and committed more than \$22.5 million to Texas youth – all of which are huge accomplishments that I'm proud to celebrate alongside you.

I come from a family with strong ties to the show—as I served as chairman of the board for the 90th anniversary, my father, Allen "Buddy" Carruth, also served as chair during the Rodeo's 50th anniversary. My mother, Ethel Carruth, was a former chairman of the School Art Committee and part of creating the school art auction program, which is still one of our most favorite events. It is one of my life's greatest honors to have followed in their footsteps and continue their legacy these past three years.

As a longtime volunteer, I know intimately how each one of our 35,000 volunteers are the heart and soul of the Houston Livestock Show and Rodeo. It has been deeply meaningful to serve alongside you, dedicating countless hours to ensuring the Show's success year after year. Our volunteers reflect this great city, and to see such a diverse group of individuals who all share such a passion for Rodeo is something truly special.

I want to thank Dr. Chris Boleman for his steadfast partnership and leadership as we've worked alongside one another for the past three years. I also want to congratulate our new chairman of the board, Pat Mann Phillips, who I both admire and appreciate for her unwavering passion and dedication to our cause. I would also like to recognize and thank my wonderful wife, Zane, for all her help and support during our years as Chairman.

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



PRESIDENT'S LETTER

Chris Boleman

Wow, what an absolutely remarkable year for the Houston Livestock Show and Rodeo™! 2023 was truly one for the books, and I can't help but feel incredibly thankful for all the incredible moments we shared together.

First and foremost, Mother Nature seemed to be on our side, providing the perfect backdrop for all the unbeatable family-fun and unforgettable experiences. From the one-of-a-kind educational exhibits to witnessing elite athletes showcasing their talents, every aspect of the Rodeo was a true delight. Of course, none of this would have been possible without the dedication and hard work of our incredible 35,000 volunteers and staff members. The way our volunteers selflessly stepped up without hesitation is truly heartwarming, and they played a pivotal role in making the Show a resounding success.

I want to extend my deepest gratitude to our generous donors, sponsors, and community partners. Your unwavering support showcased the strength and spirit of our Western heritage celebration. You made it possible for us to continue our mission and share the beauty of our traditions with the world and continue to provide financial support for thousands of students here in Texas.

A special shout-out goes to Brady Carruth, our past chairman of the board. Your dedication and support over the past few years, especially during some of our most challenging times, have been nothing short of remarkable. Thank you for everything you've done for the Show. And let's give a warm welcome to our new chairman of the board, Pat Mann Phillips! We are thrilled to have her on board, and we know she will be an incredible asset in the years to come. Her passion for our mission and commitment to making a difference are truly inspiring.

Furthermore, the induction of our dear friend and long-time supporter, Brad Paisley, into the Star Trail of Fame, at NRG Center was a truly special moment. He has left an indelible mark on our hearts, and we are honored to have him as a permanent part of our cherished tradition. In addition to Brad's induction into the Star Trail of Fame we had so many unforgettable moments at our 2023 Show. For the first time ever, we had a drone show that lit up the sky every Saturday night for our guests. About 200 drones soared over NRG Park showcasing Rodeo mascot Howdy, a bull rider, cowboys, carnival rides and more.

I am so proud of our sponsorship team for shattering our previous sponsorship numbers. There was an incredible 15 percent increase from 2022. Not only did we see sponsorship grow, but our overall ticket sales were also up 4.1 percent from the previous year. These numbers are a testament to the hard work and dedication of our volunteers and staff.

Looking back on this incredible Show, it's important to remember that our mission is what drives us to do what we do. I'm excited about the possibilities that await us in 2024 and beyond. With your continued support, we can reach even more people, share our purpose, change lives, educate, and continue to put on the best Show in the great state of Texas. Once again, thank you all for being a part of this amazing journey. Together, we can keep the spirit of the Houston Livestock Show and Rodeo alive and thriving. Here's to an even more fantastic year ahead!



Let's Rodeo!





OFFICIALS



BRADY F. CARRUTH | CHAIRMAN OF THE BOARD

Brady Carruth served as chairman of the board at the Houston Livestock Show and Rodeo™ from 2021-2023. 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 to serve as 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 for the 2024 Rodeo and will serve through 2026. 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 people 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 before being named president and CEO in 2020.

EXECUTIVE COMMITTEE



BRADY F. CARRUTH
CHAIRMAN OF THE BOARD



JIM BLOODWORTH



WARNER D. ERVIN



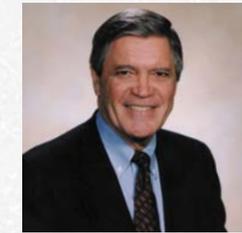
RAY HINSLEY



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



DON A. BUCKALEW



TILMAN J. FERTITTA



WAYNE HOLLIS JR.



ED MCMAHON



CHRIS RICHARDSON



CHARLES R. "BUTCH" ROBINSON



JOHN O. SMITH



PAUL G. SOMERVILLE



KEITH A. STEFFECK



JAMES M. "JIM" WINDHAM

MEMBERS

LIFETIME MEMBERS

STAFF OFFICIALS

VICE PRESIDENTS



CHRIS BOLEMAN
President & CEO



JEFFREY DOWNING
General Counsel



KATIE GRAHMANN
Chief Financial Officer



LISA GAGNON
Chief Marketing Officer



JULIE BASS
Chief Mission Officer



AMBER BURDA
Chief Revenue 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



WENDY LEWIS ARMSTRONG



LARRY BIEDIGER



DR. BRYAN J. BLONDER



GINGER BROWN



MIKE CURLEY*



ALAN FOLGER



JUAN C. GARCIA



JOHN A. GRIMES



JEFFREY S. HAYES*



ROBERT HODGE



ALICIA JIMERSON



RICK JONES



ALAN KENT*



MICHELLE LILIE



JAMES MORA



D. SCOTT SULLIVAN



WENDY VANDEVENTER*



SHARLEEN WALKOVIAK*

**Lifetime Vice President appointed as Officer in Charge*

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
Robert "Bill" Aldridge
Jake W. Allee
Gary Dean Allen
Jimmie Allen
Russell Allen
Linda Alonzo-Saenz
Scott Anderson
Stacy Stidham Anderson
Marie D. Arcos
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
Roger Bethune*
Larry Biediger Jr.
Jim Billings
Annette Bisby
Lisa Blackwood
Mike Blasingame*
Jim Bloodworth*
Bryan J. Blonder, D.O.
Fred Boas
Danny Boatman*
Shane Boatman
Terry Bodkin-Agris
Randi Boleman
Bill Booher*
David Boothe*
Doug Bosch
Dwight Boykins
Barclay Branch
John R. Braniff*
John R. Braniff Jr.
Scott F. Brast
Mike Brem
Curtis Brenner*
Michelle Bridges
Brandon Bridwell*
Jim Brock*
Pam Brooks
Ginger Brown
Terry Mack Brown

Don A. Buckalew*
Jane Burnap
Larry Burns
Tony Burt Jr.
George A. Buschardt*
George Buschardt Jr.
J. L. "Bubba" Butera*

C

Kevin E. Cagle
Robert Cain
Roger Camp*
Walter Campbell
John Cangelosi, MD
Rudy Cano*
Andrew Cantu*
Naph Carlson
Larry L. Carroll*
Brady F. Carruth*
January Carter
Victor Castaneda
Johnny Causey
Martha Caballos
Mary Chamberlain
Charlie M. Christ
Chad J. Clay
Robert Clay*
Jill Clement
Mike Clepper
Curtis W. Clerkley Jr.*

Matthew T. Cone
Sean Congdon
Howard T. Cordell*
Jerry Crews*
Jay Crocker
Sandra L. Crook
Chris Cunningham
Michael C. Curley*

D

Dan D'Armond
Clayton Dallas
J W Daubert III*
Bob N. Davis
Robert N. Davis
Tom C. Davis*
Carl "Bo" Dawson
Gary "Doc" DeBakey
Ed DeCora*
Yonny Demeris
George A. DeMontrond*
Carl Detering
C.R. "Bob" Devine*
Michael Diezi
Tom E. Dompier*
Rodney E. Doutel
Andrew Dow*
Doug L. Doyle*
Kevin D. Duke
Kelly Dunnivant

E

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

F

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

G

Debi Gan
Steve Ganey
Juan Garcia
Rich Garcia
Robert "Dallas" Garrison

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

H

Dallas Hall
Preston Hall
Joe Bruce Hancock*
William D. "Bill" Hanna*
John S. Hantak
Jeff Harris*
Tom Harrison
Darrell N. Hartman*
Mike Hartwig
Jason T. Hawthorne

Jeffrey S. "Jeff" Hayes*
Lance Heacock
Ruthie Hebert
Linda Renee Henson
Kathleen "Kaki" Herd
Angela Hernandez
Jerry H. Hickman*
Toby Hicks
Brad Hildebrand
Jeff Hildebrand
D. Scott Hinsley
Ray Hinsley*
Wayne Hinton
Jennifer Hirsch
Robert Hodge
Jackie Hodges
Jennifer Harmel Hoff
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

Tommy Jacobs
Jim Janke*
Kirby Janke
Kyle Janke
Michelle Iversen Jeffery
Jessie Jewell
Alicia Jimerson*
Carson Joachim
David Johnson
Diane Johnson
Parker Johnson*
Curtis Jones
Jeff M. Jones*
Rick Jones
Russell Jones
Don D. Jordan*
Bill Jordan
J. Kelly Joy

K

Regan Katz
J. Grover Kelley*
Mark Kelly
Tyson Kennedy

G.W. "Jerry" Kent
J. Alan Kent*
Larry Kerbow Sr.*
Michael Khushf
Robert Kneppler*
Tucker Knight
Tricia Koch
Kenneth Kolakowski
David Koonce

L

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

M

Russell Machann
Stephen Mahalitic
Kristie L. Manning
Michelle Maresh
Brad Marks
Roy Marsh
Dawne Martin
Mike Martin
Philip Martin
Gigi Mayorga-Wark
John McAleer III
James McCann
Ken McGuyer*
Caroline McIntosh
Mike McKinney*
Andy McLeod
Ed McMahan*
Gary McMullen
Micheal McWilliams
Pete A. Medina

Mark Melton*
Shirley Meyer
Donald Middleton
Amy Pinkham Miller
Bradley Miller
Greg Miller*
Harry E. Miller
John J. Montalbano*
Yance S. Montalbano*
Aimee Coates Monteverde
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
Orlando "Bob" Nelson
Gary R. Nesloney*
Lisa C. Nguyen
Scott Nichols
Katherine Norris
Lynn Nunez*

O

Mike O'Kelley*
Kelly O'Shieles
R.L. "Bud" O'Shieles*
Craig O'Sullivan
Clint Orms
W. Allen Owen*

P

Ann Page
William "Billy" Parker
Gary E. Parks*
Pat Pennington
Harry A. Perrin*
Pat Perry
Gerald K. Peyton
Pat Mann Phillips*
Trisha Hilman Phillip
Garry Pigg
Robert Pike Jr.
Mike Pillow
Tim Ping*
Bob Porter
Rodney Porter

Keith Powell
Terry R. Pruitt
Milton B. Purvis

R

W.L. "Red" Ramsey
Steve Ranson
Jen Marie Rau
Dudley Ray
Kevin K. Rech
Todd Regalado
Kyle Reppond
Donna Rhoades
Tony Rich*
Chris Richardson*
Gordon Richardson
Todd Riddle
Cyndy Roberts
Carey "Andy" Robertson
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
Michael Sachs
John A. Sandling*
Elise Sartwelle
James D. "Jim" Sartwelle III
Brett Sarver
Ralph L. Savage
Vanessa R. Schillaci
Joe L. Schindler
Greg A. Schroder*
Darryl Schroeder*
Ed Schulz*
Lisa Schutzenhofer
Dick Scott
Julie Shannon
Linda Shartzer
Ken Shaw*
Shane Shepperd
Jeanne Shirey-Lord
Sharon Simmons
Taryn Sims
Wesley Sinor*

Alicia Smith
David Smith
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*
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
D. Scott Sullivan
Adam Suhr
Roger Sumicek

T

Justin Tankersley
Kenneth Tann
Jim Bob Taylor*
Laurie Tarver
Andy Thomas
Archie R. Thompson*
Scott Townsend
Randy Trahan
Tracy Ray Troup
Rich Tyler

U

Chris Underbrink*
Duncan Underwood*

V

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

W

Pat Walker*
Robert Walker
Scott Walker
Tommy Walker
Sharleen Walkoviak*
Wesley Ward
Ryan Wasaff
Jill Watson
Donna Webster
Richard Weiman
Lance P. Welch
Tommy Wells
Mike Wells Jr.*
Taylor Whitaker*
Constance White
Robby White
Jamie Whitfill
Samm Wiggins
Greg Willbanks*
Jason Price Williams
Rodney "Rod" Williams
Kirk E. "Ernie" Williamson
Kenneth Willis
James M. "Jim" Windham*
Griffin D. Winn*
Jim Winne*
Brian J. Wischnewsky
Ken Wise
Randy "Blake" Wise
Betty Wiseman
Dennis Wolford
Michael Wollam
Kathleen Wright
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™
2023 SPONSORS

HERITAGE PARTNERS



2023 TITLE SPONSORS



2023 OFFICIAL PROVIDERS & SUPPLIERS





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.



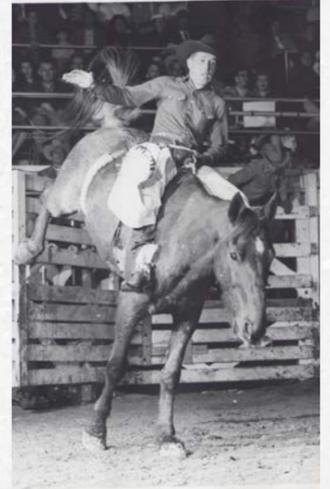
WESTERN HERITAGE

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.

#SINCE1932

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.



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

1938

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

1932



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

1936

Sam Houston Hall is home of the Houston Fat Stock Show and Livestock Exposition until 1936, and the event moves to a new venue, the Sam Houston Coliseum, in 1938.



1930s

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

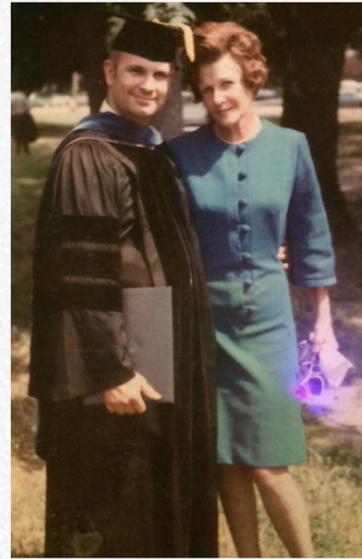


1942

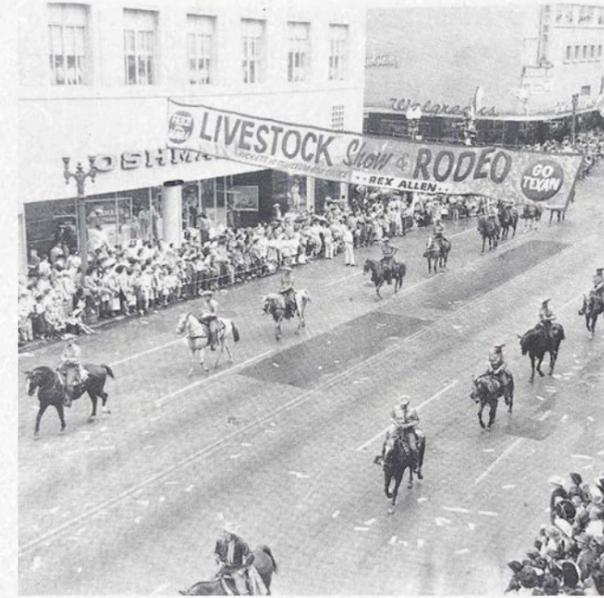


The first Calf Scramble is held in 1942.

1957



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



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



In 1952, four men ride to the Houston Fat Stock Show on horseback to bring awareness to the event.

1952



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



1940s & 1950s

1960s



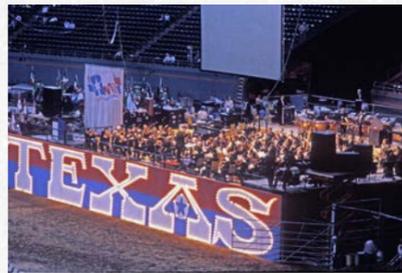
The first World's Championship Bar-B-Que Contest is held in 1974.



1970

Elvis Presley makes his first RODEOHOUSTON appearance in 1970.

1974



In 1982, total attendance reaches 1 million.

1982



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.

1990



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

1993

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.

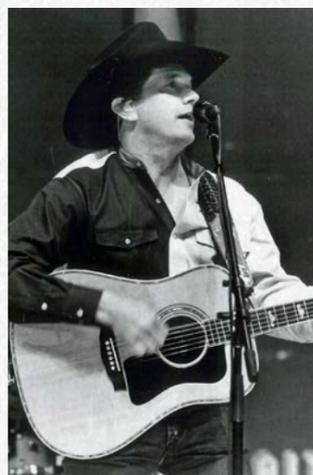


1973

The Jackson 5 make their RODEOHOUSTON debut in 1973.



1983



George Strait makes his RODEOHOUSTON debut in 1983, followed by Reba in 1984.

1984



1992

Alan Jackson, as well as country duo Brooks & Dunn, make their RODEOHOUSTON debuts in 1992.

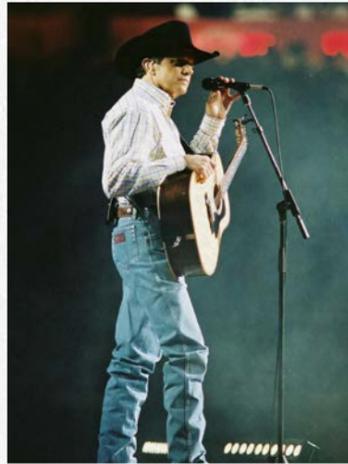


1970s

1980s & 1990s



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



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



Brooks & Dunn is inducted into the Star Trail of Fame in 2008

Total attendance reaches 2 million in 2010.



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.



In 2023, Rodeo commits more than \$22 million in support of Texas youth and education, pushing its total educational commitment to more than \$575 million.



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



2000s

2007



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

2008

Reba is inducted into the Star Trail of Fame in 2007



2010

2018

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



2019

2020

After eight days of Rodeo, the 2020 event faces an unprecedented early closure on March 11, due to the COVID-19 pandemic.



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

2021

2022

Eleven auction lots set Rodeo records in 2022, including a historic \$1 million junior market steer auction purchase.

2023

2010s & 2020s

Financial HIGHLIGHTS



PROGRAM EXPENSES 78%

GENERAL AND ADMINISTRATIVE 14%

FUNDRAISING 8%

Houston Livestock Show and Rodeo & Educational Fund for the fiscal years ended August 31, 2023

OPERATING REVENUES: **\$192,758,594**

PROGRAM EXPENSES
LIVESTOCK SHOW AND RODEO \$112,587,866
SCHOLARSHIPS AND GRANTS \$17,541,887

TOTAL PROGRAM EXPENSES **\$130,129,753**

GENERAL AND ADMINISTRATIVE \$22,401,033
FUNDRAISING \$13,217,668

TOTAL OPERATING EXPENSES **\$165,748,454**

CHANGE IN NET ASSETS FROM OPERATIONS **\$27,010,140**

OTHER INCOME \$17,779,093

CHANGE IN NET ASSETS **\$44,789,233**

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

NET ASSETS, END OF PERIOD **\$376,766,348**



Educational COMMITMENT

MORE THAN \$22 MILLION

- ★ Scholarships: \$14.1M+
- ★ Junior Show Exhibitors: \$5M+
- ★ Educational Program Grants: \$2.5M
- ★ Graduate Assistantships: \$464K+

2023 SCHOLARSHIP CELEBRATION & PICNIC

The Rodeo celebrated its 2023 scholars at a come-and-go event that offered an opportunity for our scholars to engage with inspiring individuals, forge new connections, and celebrate with fellow recipients and family. Everyone also enjoyed a delicious lunch prepared by the World's Championship Bar-B-Que Committee.



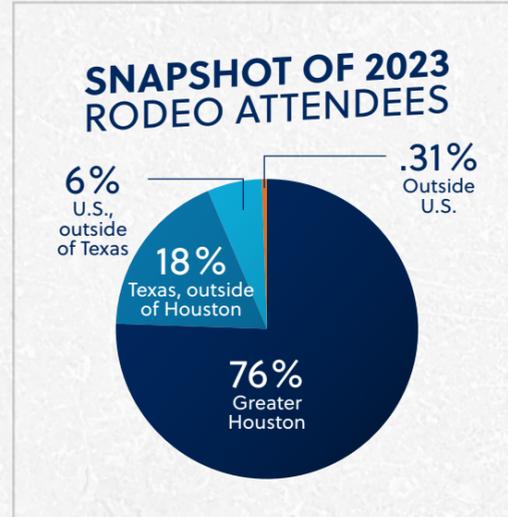
More than **475 Texas students** from the Rodeo's scholarship programs, including Area Go Texan, Exhibitor, Hildebrand Family, Houston Area, Military and School Art, were invited, along with their families, to attend.



Each student was awarded a **\$20,000 scholarship** to apply toward a four-year undergraduate degree.

By the NUMBERS

2.4+
MILLION
GUESTS OVER
23 DAYS



10 AUCTION LOTS SET
RODEO RECORDS

JUNIOR AUCTION SALES TOTALED
\$22,617,879

35,000+
LIVESTOCK AND HORSE SHOW COMPETITION ENTRIES

\$2.178 MILLION
WAS COMMITTED TO RODEOHOUSTON CONTESTANTS

THE FUN FARM



Approximately **71,000** people participated in a scheduled school tour or field trip.



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



More than **700** chicks hatched in the Poultry Exhibit.



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



Nearly **132,000** little farmers visited Fun on the Farm.



More than **230,000** individual items of Rodeo and entertainer merchandise went home with fans, including **124,000** caps and T-shirts, **10,000** mugs and tumblers, **21,000** lapel pins and **42,000** reusable bags.



RCS, the Rodeo's carnival provider, drove nearly **420,000** miles to deliver the carnival to Houston, which is the distance of **14** times around the world.



Approximately **2.8 million** rides were taken at the carnival. The most popular rides were La Grande XL, Raptor Coaster and the Skyride.



125 semi-trucks full of carnival prizes were brought to the 2023 Rodeo.



Approximately **725,000** prizes were won at the games. The most popular prizes were Squishmallows, Ramen Pillow and Howdy H.



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



2023 Star ENTERTAINER LINEUP

The Rodeo kicked off the 2023 show with Texas native **Parker McCollum** and closed with RODEOHOUSTON® fan-favorite **Luke Bryan**.

The 2023 RODEOHOUSTON® lineup featured a diverse mix of genres, including country, hip hop, pop, rock and Christian.

Seven artists made their RODEOHOUSTON debut on the star stage, including Ashley McBryde (headlining for the first time), Cody Jinks, La Fiera de Ojinaga, Lauren Daigle, Machine Gun Kelly, New Kids on The Block and Walker Hayes.



ASHLEY
MCBRYDE



CODY
JINKS



LA FIERA DE
OJINAGA



LAUREN
DAIGLE



MACHINE GUN
KELLY



NEW KIDS
ON THE BLOCK



WALKER
HAYES

HIGHEST PAID RODEO/CONCERT ATTENDANCE:

- #1 LUKE BRYAN – 74,779
- #2 TURNPIKE TROUBADOURS – 74,657
- #3 BRAD PAISLEY – 74,577
- #4 BUN B'S SOUTHERN TAKEOVER – 74,573
- #5 CODY JOHNSON – 73,144



DRONE SHOW

- The Rodeo's first-ever drone show was performed three times, on March 4, 11 and 18.
- Lasting approximately 10 minutes and utilizing 200 drones, the show featured Rodeo mascot Howdy, a bull rider, cowboys, carnival rides and more.

Champion Wine Garden GLOW PARTY

Presented by Frost Bank

- Guests were asked to wear their favorite glow-in-the-dark accessories or pick up a giveaway item to glow crazy while sipping award-winning wines. They enjoyed music by The Powell Brothers on the Main Stage and Randy Burghardt on the Lone Star Stage.

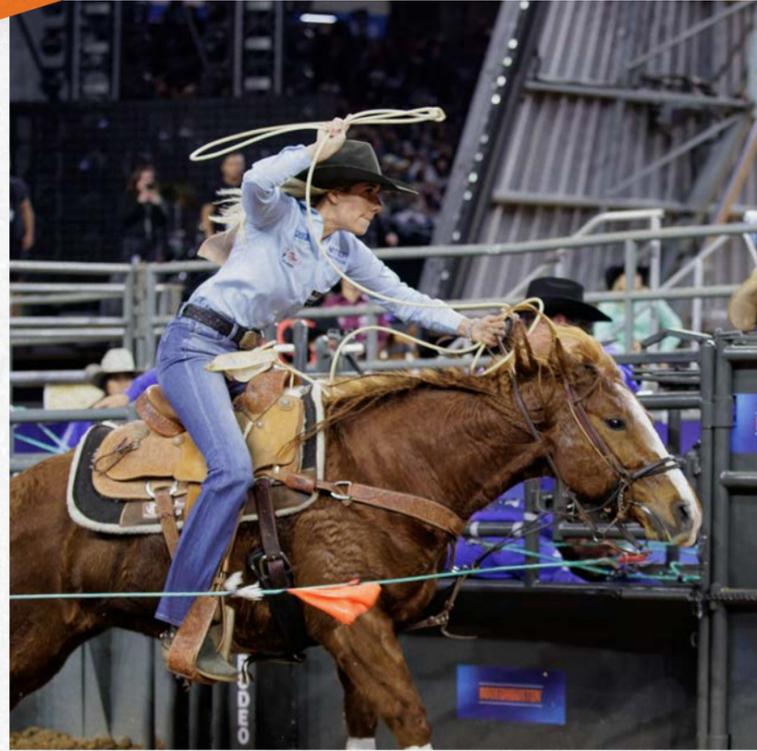


NEW IN
2023

NEW IN 2023

Women's Breakaway ROPING EXTENDED

- RODEOHOUSTON introduced its second women's-only event for seven days in 2022. For 2023, Breakaway Roping was included in all 20 performances.

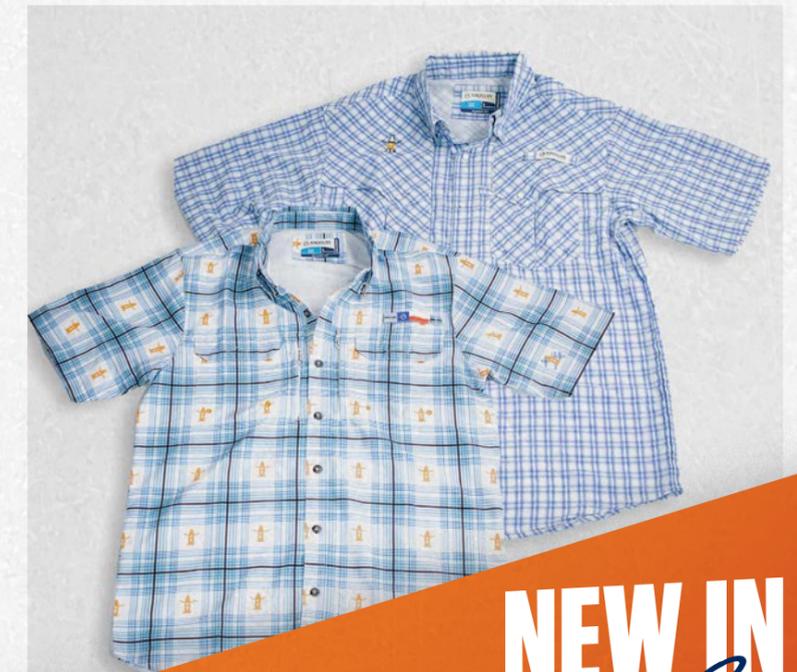


WILD CARD Round

- For 2023, RODEOHOUSTON split its Wild Card Round into a two-day event, eliminating the RODEOHOUSTON Super Shootout from the schedule.
- The money from RODEOHOUSTON's previous one-day Super Shootout event was redistributed towards the Super Series purse paying down to 5th and 6th places.

RODEO COLLECTION at Academy Sports + Outdoors

- For the second year, a Rodeo collection of exclusive clothing and drinkware was featured in over 30 local Academy locations.



NEW IN 2023

NEW IN 2023

COMMUNITY DAY SPONSOR



OPENING DAY SPONSOR



CARNIVAL SPONSOR



RETAIL SPONSORS

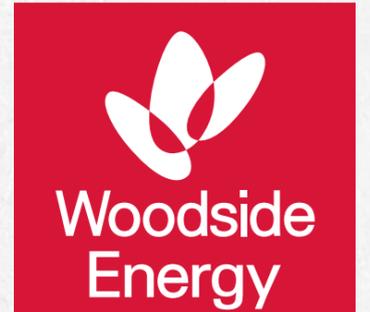
LUCCHESI
BOOTMAKER



OFFICIAL READY-TO-DRINK SPONSOR



COMMUNITY SPONSOR



DEFYIN' GRAVITY SPONSOR



COWBOY CAM SPONSOR



OFFICIAL COOLER AND TUMBLER SPONSOR



PROMOTIONAL SPONSOR

BERG
HOSPITALITY
GROUP.

WOMEN'S BREAKAWAY ROPING SPONSOR

Oxy was announced as the new sponsor of Women's Breakaway Roping, which was held all 20 nights during RODEOHOUSTON in 2023.



SPONSOR *Highlights*



COMMUNITY DAY

PRESENTED BY  TC Energy

For the first time, the Rodeo hosted Community Day, presented by TC Energy, providing additional discounts for guests coming to NRG Park on the middle Wednesday of Rodeo. The celebration included BOGO rides and games, discounted food and beverage offerings and community activations.



New Gear from COCA-COLA

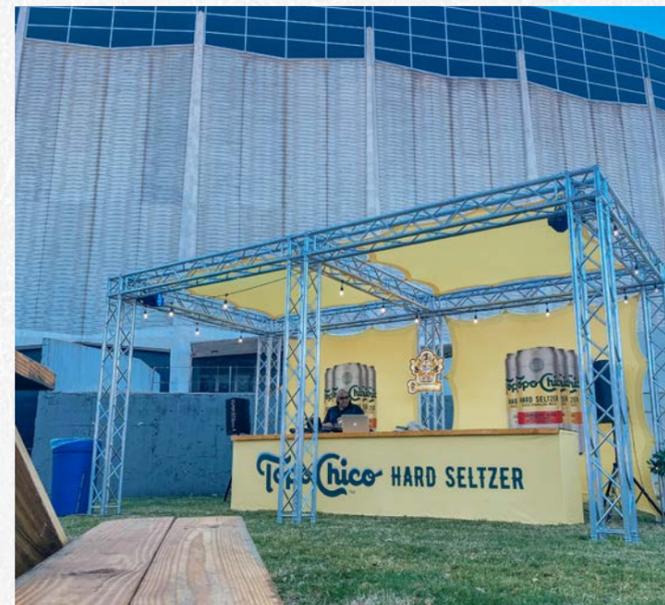
Guests had the chance to gear up with some limited-edition, Rodeo-themed merchandise at the Coca-Cola Ice House! All they had to do was save Coca-Cola bottle caps and visit the Coca-Cola Ice House to exchange them for some exclusive Rodeo swag.



Brunch at the Champion WINE GARDEN

PRESENTED BY  Frost

The Champion Wine Garden, presented by Frost Bank hosted a themed brunch each Sunday morning during the Show. The brunch was held from 10 a.m. – noon with special entertainment and culinary brunch-style delights from different food trucks each week. Bubble flights were also offered during the weekly brunch.



THE TOPO CHICO *Hard Seltzer Backyard*

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

STAR TRAIL OF FAME

Addition

- Legendary performer **Brad Paisley** was inducted to the Houston Livestock Show and Rodeo's prestigious Star Trail of Fame on **March 18, 2023**.
- Brad Paisley is the **10th star** honored with a gold plaque to commemorate his years of outstanding entertainment on the RODEOHOUSTON stage.
- Paisley has performed at RODEOHOUSTON every year since 2014, and this 2023 performance marks his **15th time overall**.



35,000

volunteers

110

committees

Community INVOLVEMENT

ANNUAL H-E-B THANKSGIVING DAY PARADE

- » Annual segment sponsor of the "Houston is Tradition" segment.
- » Two Rodeo-themed floats, the iconic Howdy-themed balloon and the Parade Committee carried a livestock-themed balloon.
- » Participants included: Volunteer vice presidents, Lamb & Goat Committee, Parade Committee, Howdy, and 4-H and FFA student representatives.
- » Houston's famed rapper Bun B was invited to join Rodeo officials and perform on the Entertainment and Western Heritage-themed float.

43RD ANNUAL CHICANO FESTIVAL

- » As an exhibitor level sponsor, the Go Tejano Committee hosted a booth on behalf of the Rodeo at the 43rd 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's Leon Coffee.
- » 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.

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 Mach Stadium and Cowboy Christmas.



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.

RODEO NIGHT AT THE HOUSTON ROCKETS GAME

- » Provided photo opportunities and displayed photos on the concourse.
- » Carnival Ticket Committee promoted and sold half-price carnival packs.
- » Rodeo Fan Favorite Coffey Anderson performed during half time.
- » More than 1,500 Houston Livestock Show and Rodeo™ volunteers attended the game.



HOWDY AROUND TOWN

- » Howdy made more than 130 visits to local schools, community events, video + photo shoots and places around town.







HOUSTON LIVESTOCK SHOW AND
RODDEOTM



Let's Rodeo!

JOIN US AT THE 2024 HOUSTON LIVESTOCK SHOW AND RODEO™ FOR ANOTHER CELEBRATION OF AGRICULTURE, EDUCATION, ENTERTAINMENT AND WESTERN HERITAGE.

FEB. 27 - MARCH 17, 2024

RODEOHOUSTON.COM

