



2012 Summary



ROOTS N' BOOTS QUEEN CREEK GULF COAST





BOTTOM LINE . . . TO START

- **Goal 1: Break Even**
 - Event Cash Deficit of **\$475**
 - \$101,658 costs (increase of \$13,804)
 - \$100,913 revenue (increase of \$39,723)
 - \$1220 credit (stall & RV rentals)
 - Reserve **\$2500**
 - Of \$20,000 loan, **\$17,975 target repayment.**
 - 27hrs under budget in-kind staff hours
- **Goal 2: Successful Community Event**
 - Exit, sponsor & vendor surveys all very positive
 - Sold Out **AGAIN** the Saturday night PRCA performance
 - Family Rodeo well attended in spite of hot weather





KEY FINDINGS

- Successes

- PRCA Rodeo is a proven attraction

- Three days works

- Family Rodeo is a definite hit

- Alcohol ROI ~\$8000

- alcohol profit – additional security cost

- Happy vendors

- Smooth event

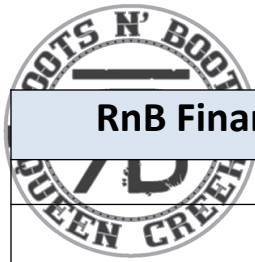




KEY FINDINGS (CONT)

- Ponderings
 - Carnival sales down 40%
 - Total attendance estimated at 7400
 - Paid parking decreased ~200 cars
 - Arena 1 seating capacity





FINANCIAL SUMMARY

RnB Financial Summary	2011 Actuals	2012 Actuals	Delta
EXPENSES			
Misc	\$ 30,232	\$ 18,592	\$ (11,640)
Marketing	\$ 12,322	\$ 15,513	\$ 3,191
Rodeo	\$ 35,633	\$ 55,958	\$ 20,325
Security/Alcohol	\$ 9,667	\$ 11,595	\$ 1,928
TOTAL EXPENSES	\$ 87,854	\$ 101,658	\$ 13,804
REVENUES			
Ticket Sales	\$ 26,869	\$ 48,578	\$ 21,709
Cash Sponsorships	\$ 12,550	\$ 23,190	\$ 10,640
Vendor fees	\$ 3,275	\$ 5,900	\$ 2,625
Food Vendor %	\$ 2,128	\$ 1,930	\$ (198)
Beverage Sales	\$ 2,227	\$ 11,104	\$ 8,877
Parking	\$ 9,013	\$ 8,018	\$ (994)
Carnival	\$ 2,200	\$ 651	\$ (1,549)
Misc Totals	\$ 2,928	\$ 1,542	\$ (1,386)
TOTAL REVENUE	\$ 61,189	\$ 100,913	\$ 39,723
Total Net (cash)	\$ (26,664)	\$ (745)	\$ 26,794

HPEC Credit	\$ 1,220
Final Net Reserve	\$ (2,500)
Current Balance	\$ (2,975)

\$2125
Revenue
Pending



SPONSORS

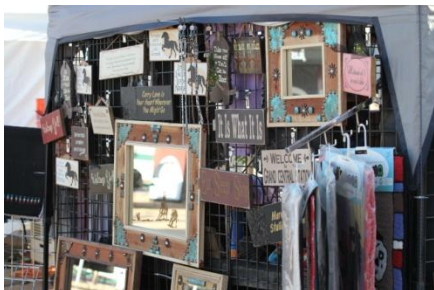
- 51 Total Sponsors
 - Saba's was the Presenting Sponsor
 - Color coupon on tickets, Billboard, ticket sales
 - QC Marketplace sponsored the Queens
- Lots of in-kind awards for Family Rodeo
- Several have spoken about increased involvement next year





VENDORS

- 31 Total:
 - 9 Food & 21 merchandise
 - 1 Local non-profit booth
- Vendor survey results very positive
- Clothing
 - Camo t-shirts with logo sold the best.
 - Any black shirt with rhinestones sold.
 - Ladies cadet caps with bling sold; men's did not
 - Next year:
 - Ladies tank tops, more black with bling and black shirts with the RnB logo,
 - more bling in general and more cadet caps.





VOLUNTEERS

- Total Volunteers: 140
- Volunteer Slots filled: 228
- Number of spontaneous volunteers: 3-4 per day
 - Volunteered one day but came back for more, or brought a friend
- Video cameras operated by High School A/V students
- FFA again led Family Rodeo
- QC4H provided ushers & ticket takers
- Committee Hrs
 - Planning ~ 1000 hrs
 - Execution (week of) ~ 850 hrs





MARKETING

- Flyers to all QCUSD schools, some Combs, Higley and Chandler
- KNIX and La Voz (Spanish)
- Many newspaper & online articles
- Cory McCloskey (Fox 10) live remote Friday morning
- Craig Fouhy (ABC15) interviews and sports live on Friday evening.
- Banners, signs, clothing
- KQCK live interview
- Email, Facebook, websites
- ToQC website, facebook & water bill





FAMILY RODEO

- 9 Events, including Ranch Dressing
- 350 Youth Participants
- 1500 Attendees
- Roughly equivalent to last year



ROOTS N' BOOTS QUEEN CREEK 2012 CLOSEOUT



RANCH DRESSING

- Pictures tell the story





PRCA RODEO

Ticket Sales	Friday	Saturday	Sunday	Total
Box Total	160	177	154	491
Adult GA	649	1522	470	2641
Child GA	177	487	150	814
Unmarked	17	84	43	144
GA Total	843	2093	663	3599
Competitor /Other	50	80	30	160
VIP (reserved)	200	200	200	600
Total Seats	1253	2550	1047	4850



Saturday night was another sell out!

ROOTS N' BOOTS QUEEN CREEK 2012 CLOSEOUT



AREAS TO CHANGE IN 2013

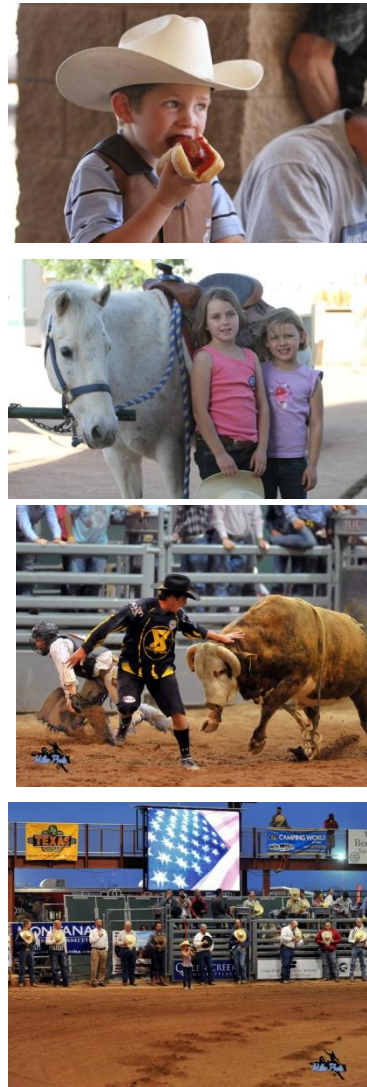
- Expand Family Rodeo
- Improved ticketing
- More spectator events
- Reduce available PRCA seats
- Increase revenue without increasing attendee costs





RNB 2013

- Non-Profit funding request for RnB2013 remains unchanged
 - FOHP is committed to RnB
 - While a viable event, still too many variables to take on without help from ToQC
 - March 8-10 (second weekend in March)
 - Majority of committee will return





SUMMARY

- RnB2012 was a success
 - Improved the event bottom line by ~\$25,000
- FOHP is committed to
 - Partnering with ToQC for RnB2013
 - Growing RnB into a major Queen Creek draw as well as showcasing QC heritage.





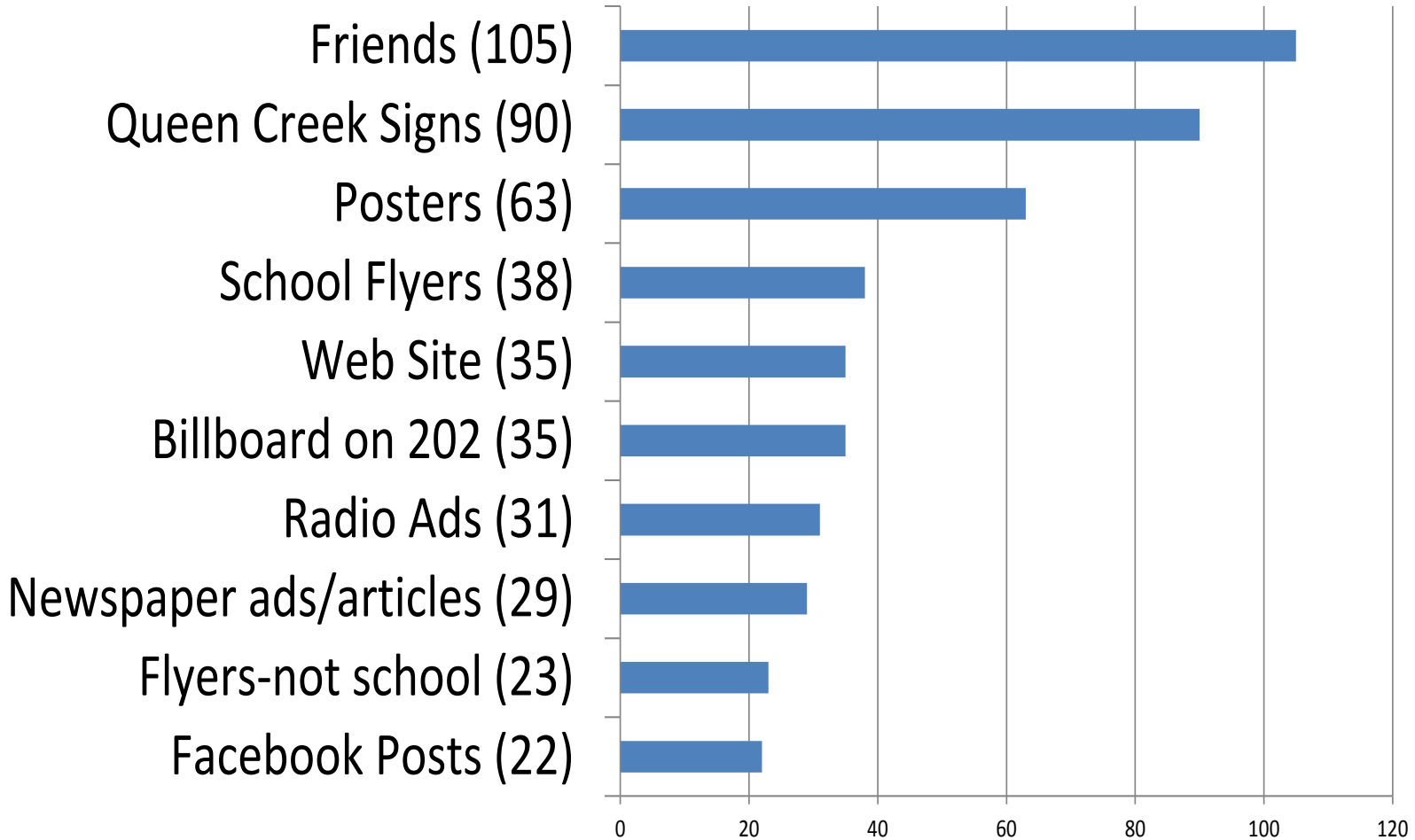
Survey Data





HOW DID YOU HEAR ABOUT

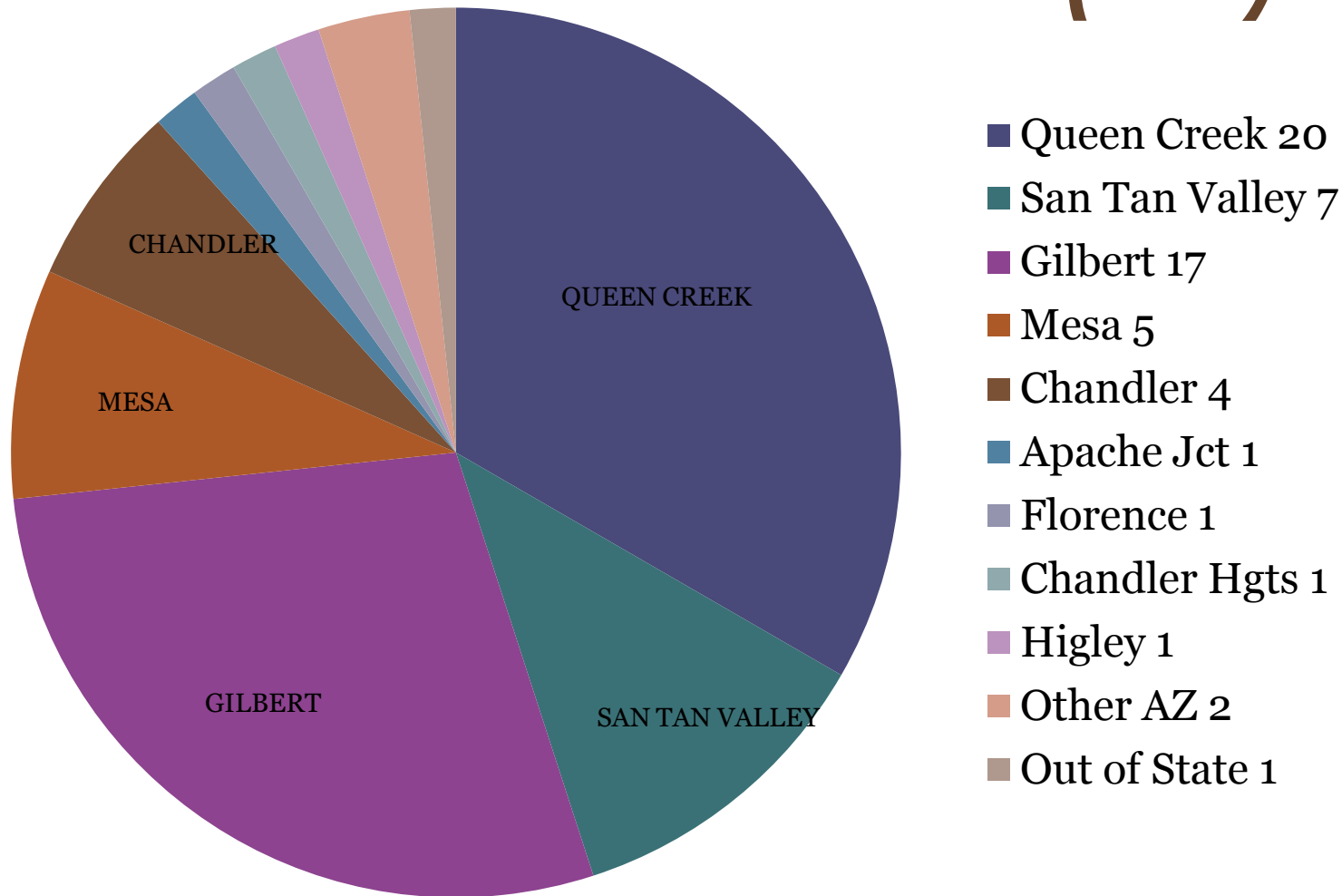
ROOTS N' BOOTS? (471)



ROOTS N' BOOTS QUEEN CREEK 2012 CLOSEOUT

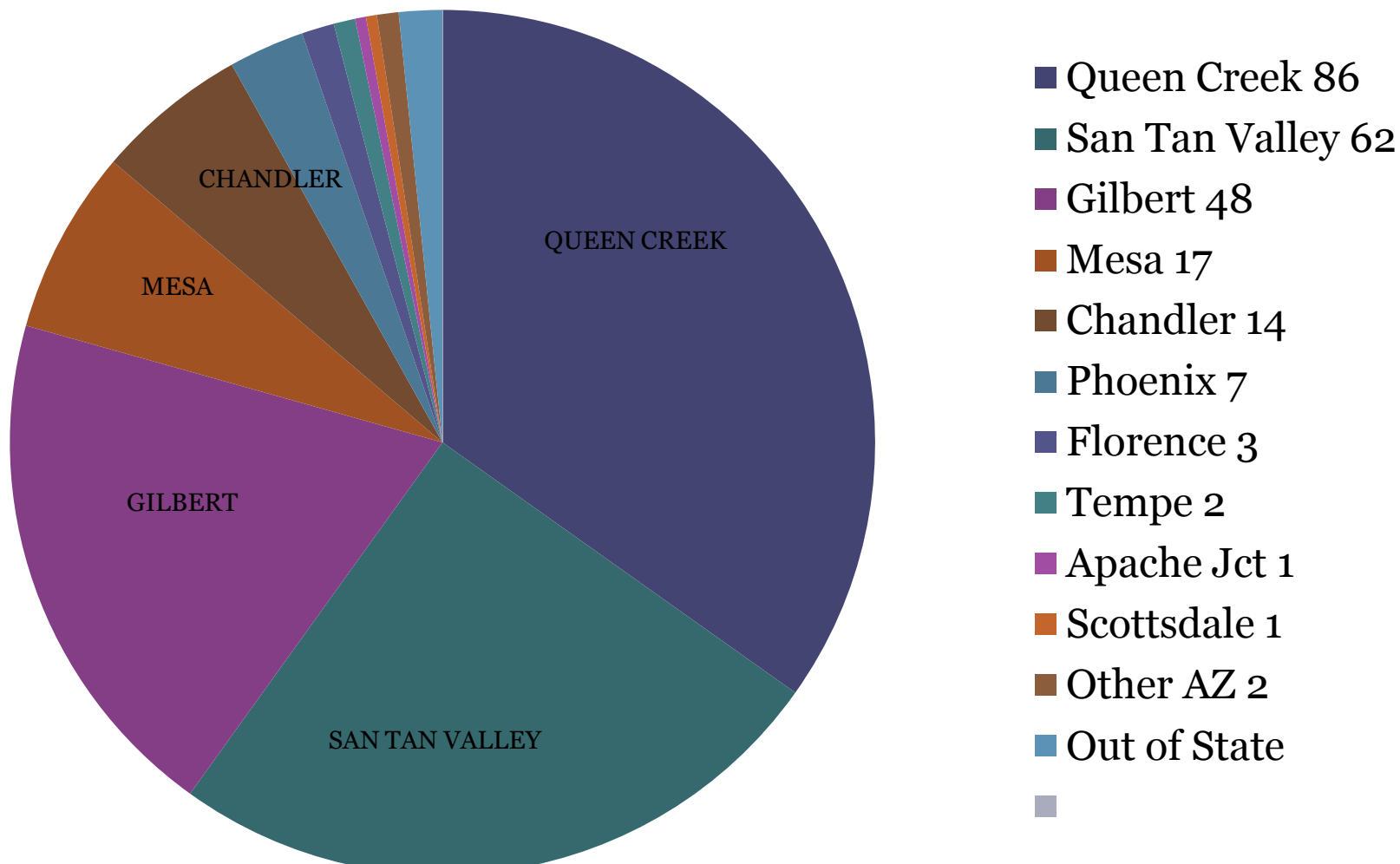


FRIDAY - WHERE DO FOLKS LIVE? (57)





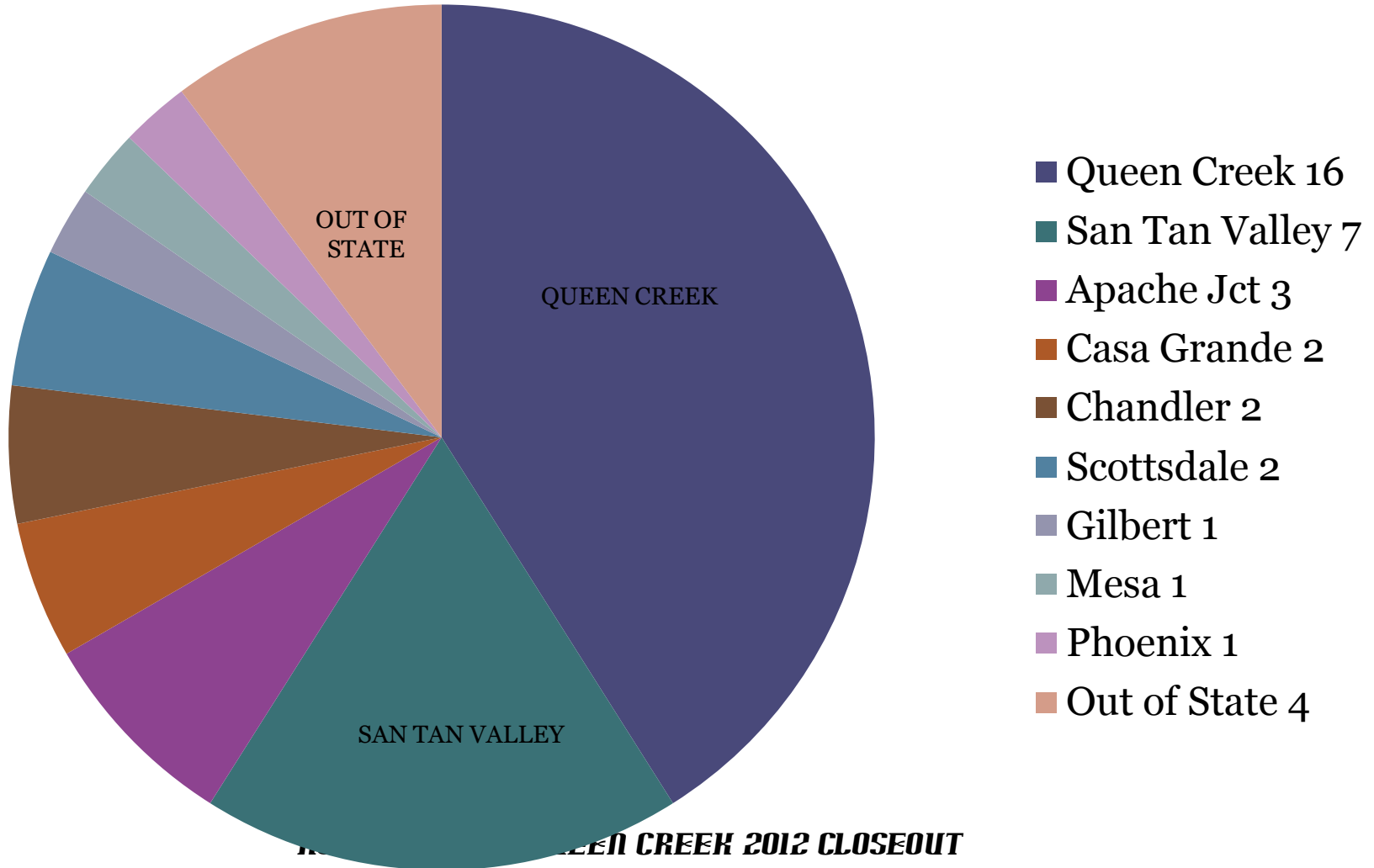
SATURDAY - WHERE DO FOLKS LIVE? (250)



ROOTS N' BOOTS QUEEN CREEK 2012 CLOSEOUT



SUNDAY - WHERE DO FOLKS LIVE? (40)



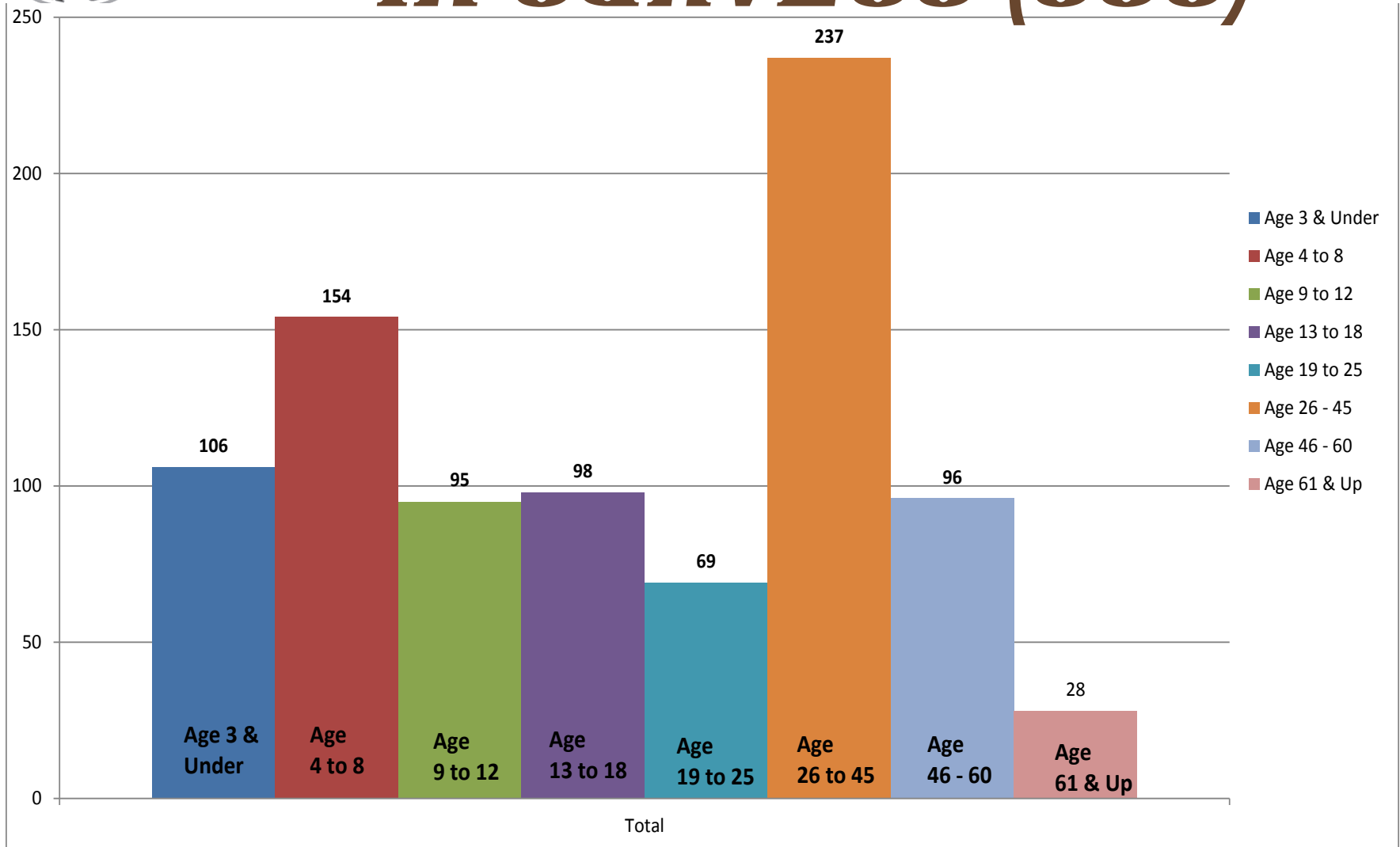


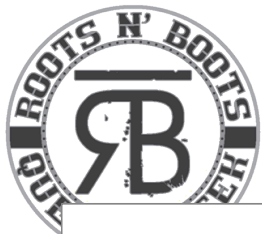
WEEKEND ATTENDANCE - TOP CITIES

1. Queen Creek 35%
2. San Tan Valley 22%
3. Gilbert 19%

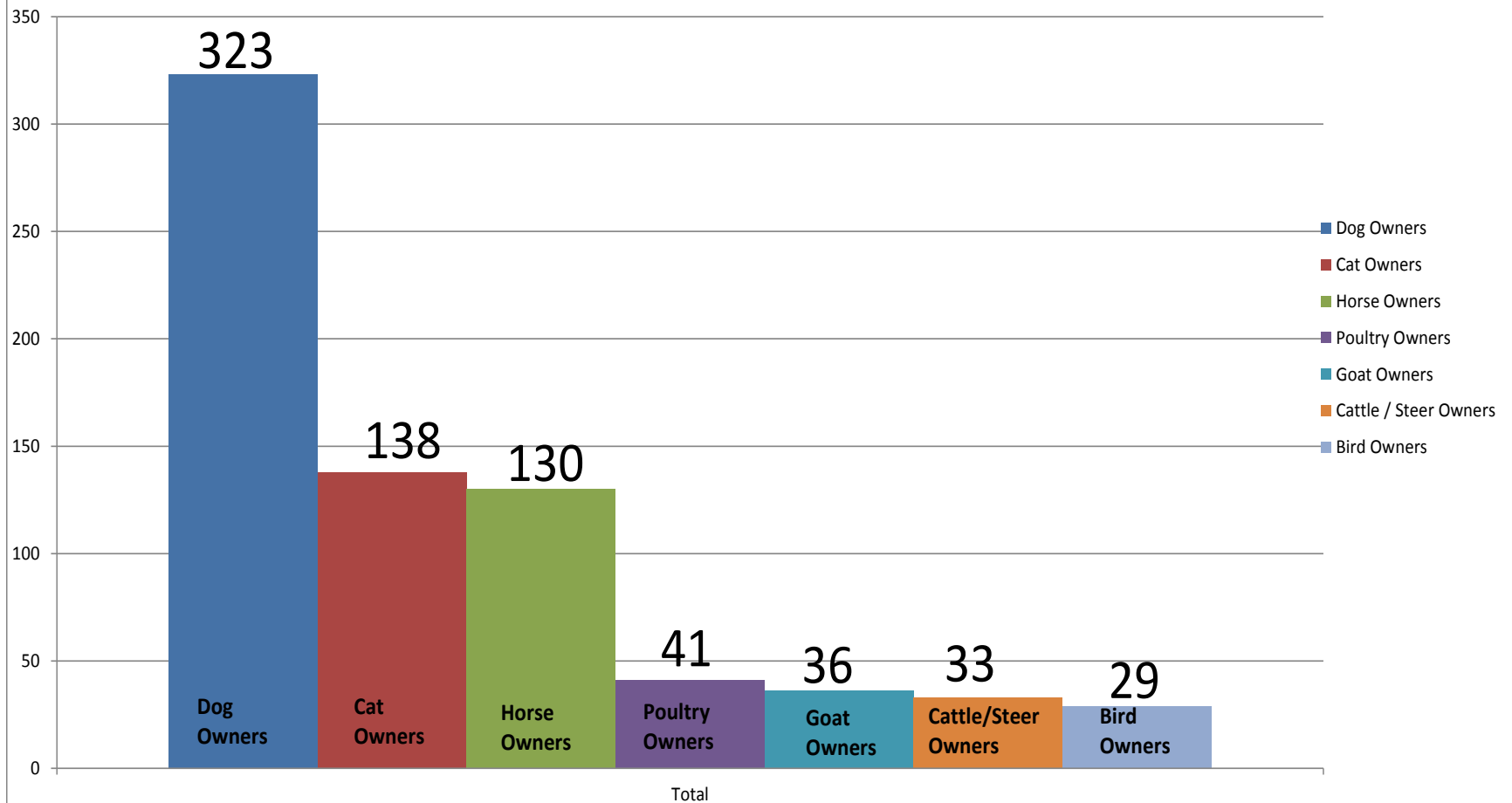


AGES REPRESENTED IN SURVEYS (855)





CRITTER OWNERS (428)

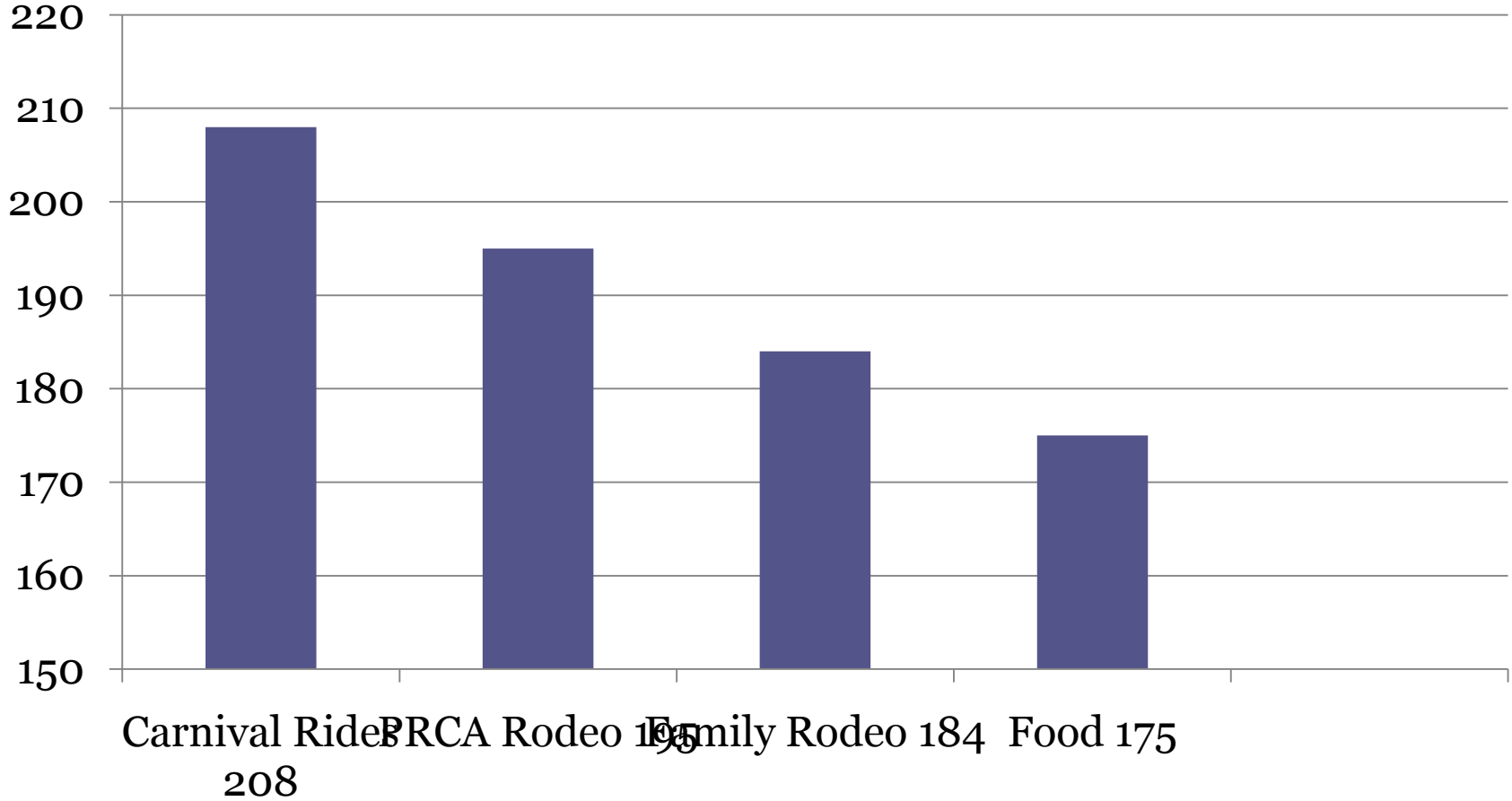


ROOTS N' BOOTS QUEEN CREEK 2012 CLOSEOUT



ATTRACTION RATINGS

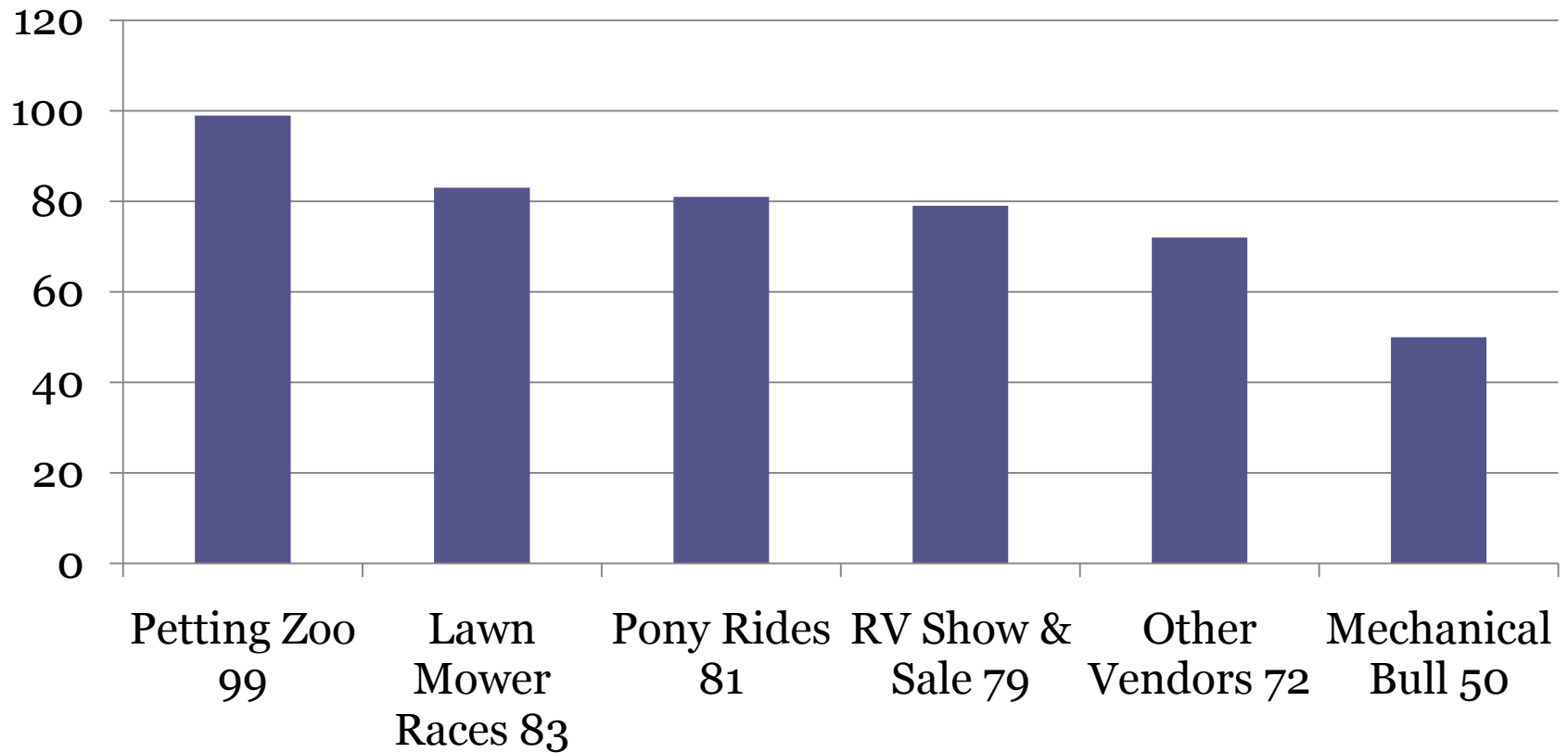
(762)



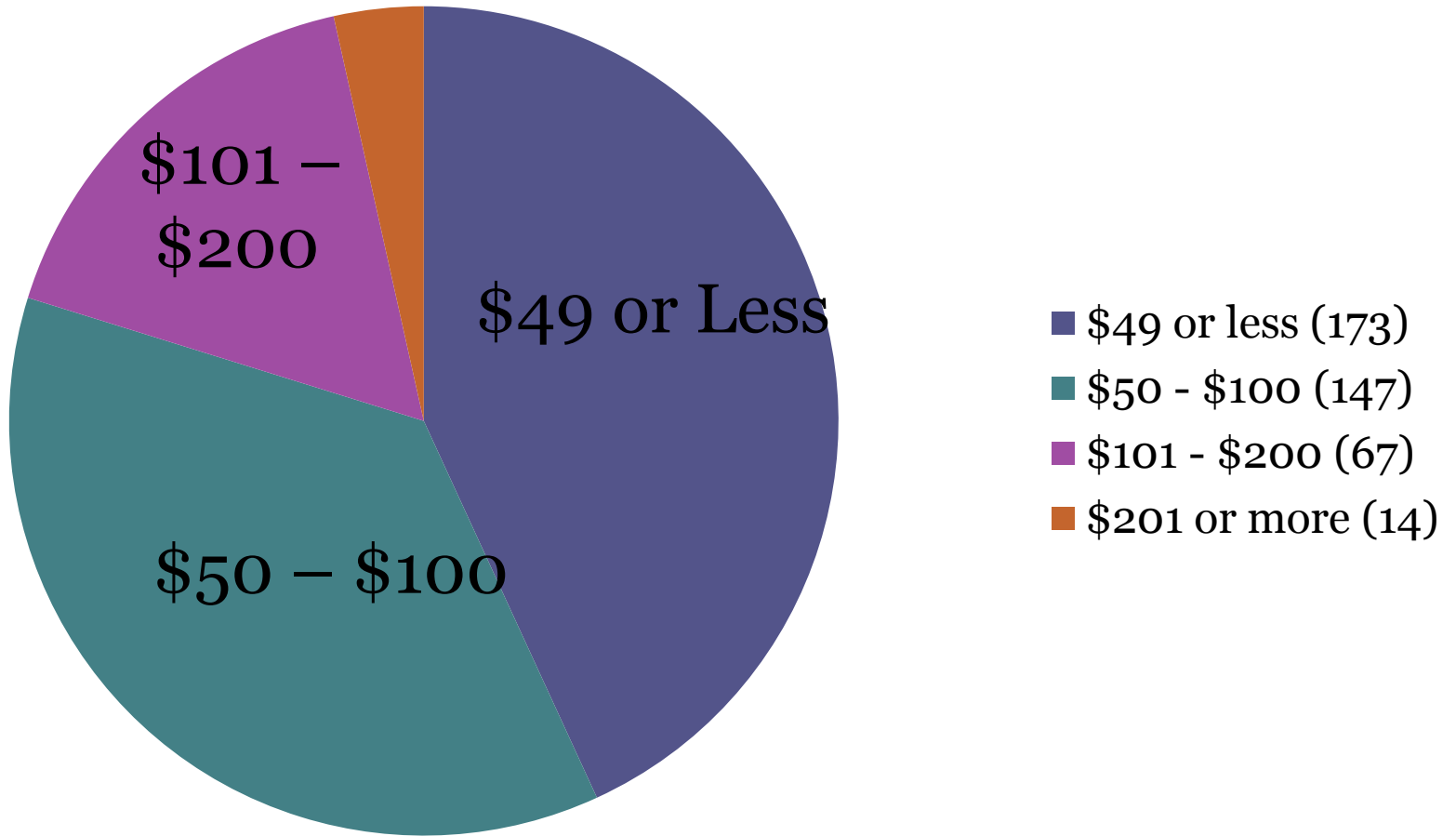
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ATTRACTION RATINGS (CONT)



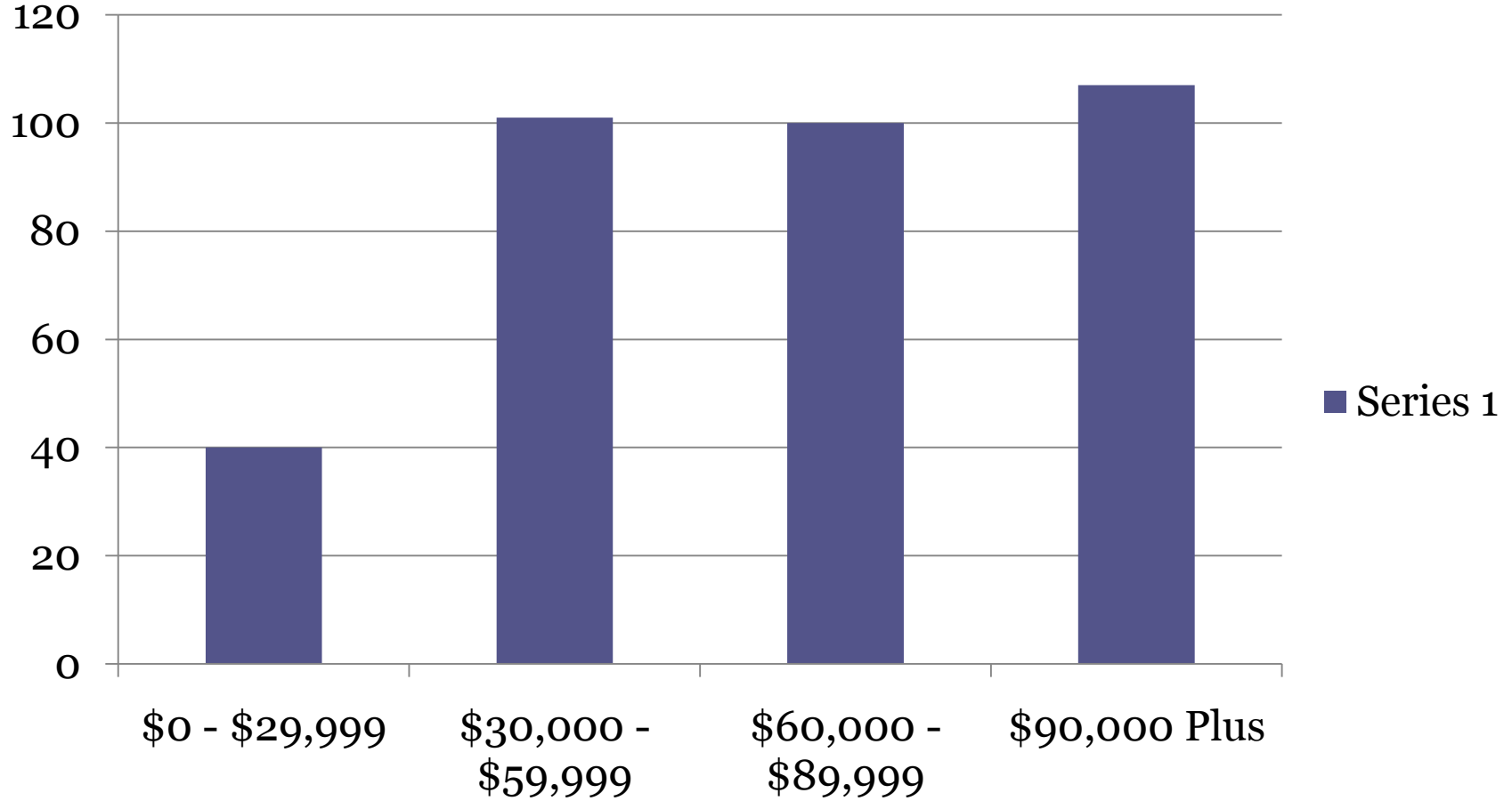
HOW MUCH DID YOU SPEND IN QUEEN CREEK? (401)





HOUSEHOLD INCOME

(348)





FAMILY RODEO - SATURDAY

- 70 People Listed Family Rodeo as their Favorite Activity with quotes such as:
 - “It was fun!”
 - “Loved watching my grandchildren”
 - “My brother tackled his sheep”
- 20 folks recommended improvements for the Family Rodeo including organization
- 13 others wished for cooler weather and/or more shade
- Interestingly only 25% of Family Rodeo goers on Saturday were horseowners, compared to 59% of Saturday’s PRCA Pro Rodeo that same day



CARNIVAL RIDES AND GAMES

- As previously mentioned, 208 people surveyed indicated they rode carnival rides
- Of those, 51 people stated the Carnival Rides and games were their favorite activities
 - “For the Kids” and “Fun” were some of the comments
 - Slide, Ferris Wheel, and games received specific mentions as favorites
- 19 folks felt that the event was either too expensive (with carnival rides getting more than a dozen specific price mentions), or they wanted more and/or bigger rides



PRCA PRO RODEO

- 195 respondents said they attended one of the three PRCA Pro Rodeo performances
- 131 said it was their favorite activity
 - “Entertaining family time” and “Family Friendly” were among the comments
 - As always, bull riding was a favorite
- 26 offered suggestions to improve
 - More seating / “no saving seats”
 - A number of people want a Rodeo Dance
 - More contestants and better bull riders were also top comments



ATTENDEES RATINGS

- Attendees were asked to rate Roots N' Boots as Excellent, Good, Fair, OK, or No Fun At All. On a five point scale, our average ratings were:
 - Friday – 4.58%
 - Saturday – 4.47%
 - Sunday – 4.58%
- Weekend average rating – 4.50%



2012
Roots N' Boots Rodeo
Queen Creek Arizona





QUICK COMPARISON

Topic	2012	2011
Event Attendance	1604*	8000
Rodeo Attendance	4850 (actual)	5000 (est)
Family Rodeo (part/spec)	350	
Volunteers		
Sponsors (cash/inkind)	\$84,634 (\$23,190/\$61,444)	\$12,550 (cash)
Vendors		