

 Banner Ironwood  
Medical Center  
Presents

HORSESHOE PARK & EQUESTRIAN CENTRE

QUEEN CREEK, ARIZONA

# ROOTS N' BOOTS QUEEN CREEK

## MARCH 8-10 2013



PRCA Pro Rodeo

Carnival Rides & Midway

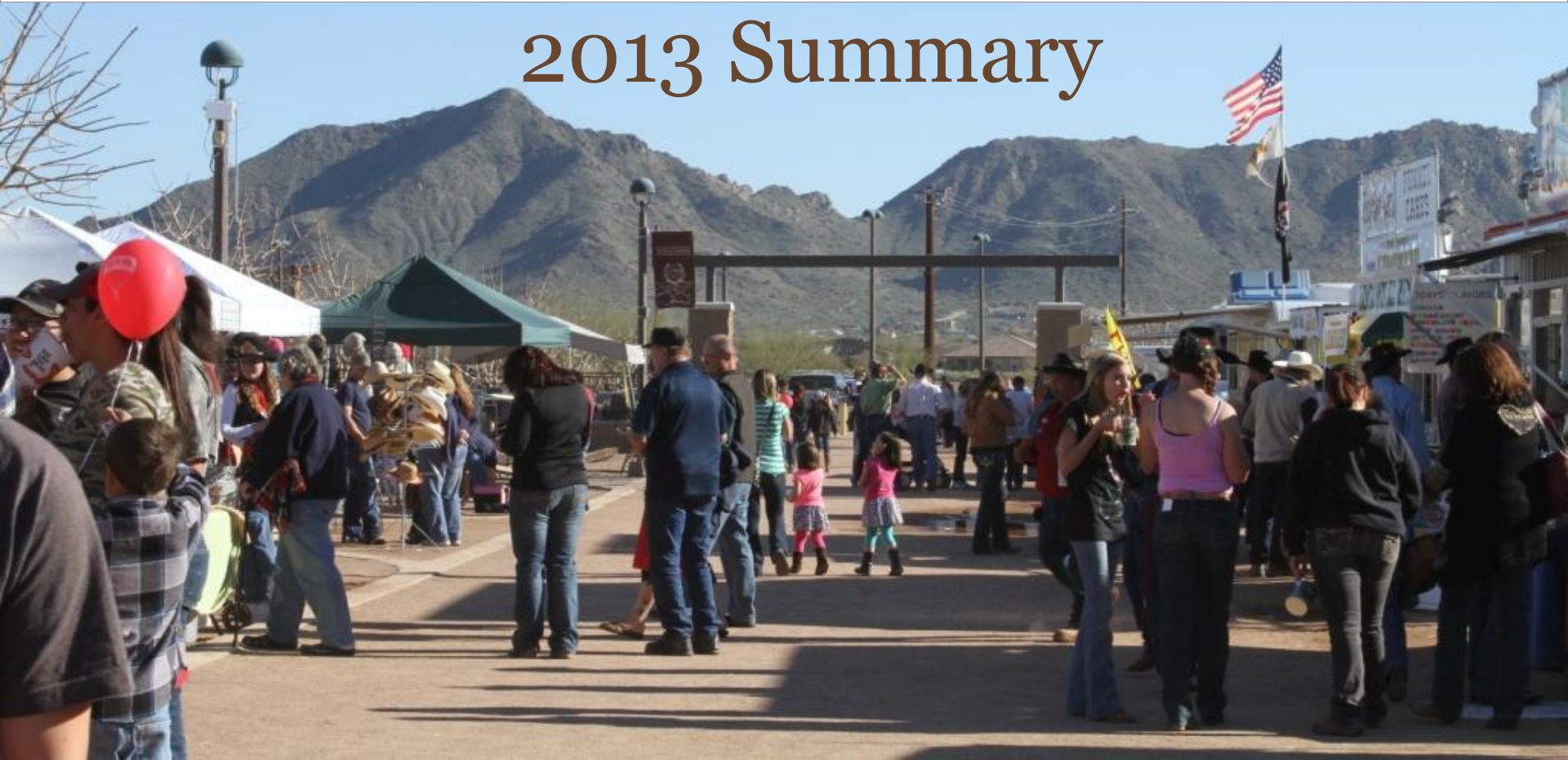
Dining & Shopping Emporium

Free Activities For All Ages

[www.RootsNBoots.org](http://www.RootsNBoots.org)



## 2013 Summary





# GOAL 1: BREAK EVEN

- Status - Missed
- Of \$20,000 loan, \$17,101 target repayment (17,975 in 2012)
  - Event Cash Deficit of \$349
    - \$107,487 costs (increase of \$ 5,829)
    - \$107,138 revenue (increase of \$6,225)
  - \$450 credit for carnival ticket sales at Library Recreation Annex
  - Outstanding Debts \$~3000







# DETAILED FINANCES

RnB Financial Summary

2012 Actuals

2013 Actuals

Delta

## EXPENSES

Misc	\$18,592	\$	19,722	\$1,130
Marketing	\$15,513	\$	12,358	(\$3,155)
Rodeo	\$55,958	\$	60,693	\$4,735
Security/Alcohol	\$11,595	\$	14,715	\$3,120
<b>TOTAL EXPENSES</b>	<b>\$101,658</b>	<b>\$</b>	<b>107,487</b>	<b>\$5,829</b>

## REVENUES

Ticket Sales	\$48,578	\$	41,193	(\$7,385)
Cash Sponsorships	\$23,190	\$	36,335	\$13,145
Vendor fees	\$5,900	\$	8,400	\$2,500
Food Vendor %	\$1,930	\$	192	(\$1,738)
Beverage Sales	\$11,104	\$	9,316	(\$1,788)
Parking	\$8,018	\$	5,601	(\$2,417)
Carnival	\$651	\$	1,044	\$393
Misc Totals	\$1,542	\$	5,057	\$3,515
<b>TOTAL REVENUE</b>	<b>\$100,913</b>	<b>\$</b>	<b>107,138</b>	<b>\$6,225</b>
<b>Total Net (cash)</b>	<b>(\$745)</b>	<b>\$</b>	<b>(349)</b>	

Carnival Ticket Credit (TOQC)

\$450

Est Outstanding Invoices (Coke, Coors)

(\$3000)

Expected Final NET

(\$2,899)

**Target Repayment**

**\$17,101**

**ROOTS N' BOOTS QUEEN CREEK 2013 CLOSEOUT**



# TOWN SPONSORSHIP



Category	Agreement	Actual
In-Kind Staff	NTE 60 hrs	17h
Services	NTE \$8000	\$6000 Staff <u>\$1058 Equipment</u> \$7058 Total
Site Rental	NA	\$25,223
<b>Total</b>	<b>NA</b>	<b>\$35,499</b>

## NOTES:

- Staff costs are not just OT
- Give Back: Parking lot line sprayer, new lock in trailer offices, use of 65' man lift
- Site costs include arenas, stalls, offices, RV spaces, rodeo setup and conference room rental



# ***GOAL 2: SUCCESSFUL COMMUNITY EVENT***

- Status – Met  
– Here's why ....







# OVERALL EVENT RATING

Attendees were asked to rate Roots N' Boots as Excellent (5), Good (4), Fair (3), OK (2), or No Fun At All (1).



In 2012 the weekend rating was 4.50%

In 2013 the weekend rating was 4.61%

Of the 433 respondents:

- 297 rated the event Excellent
- 116 rated the event Good
- 20 rated the event OK
- 1 rated the event Fair
- 1 rated the event Not Fun At All

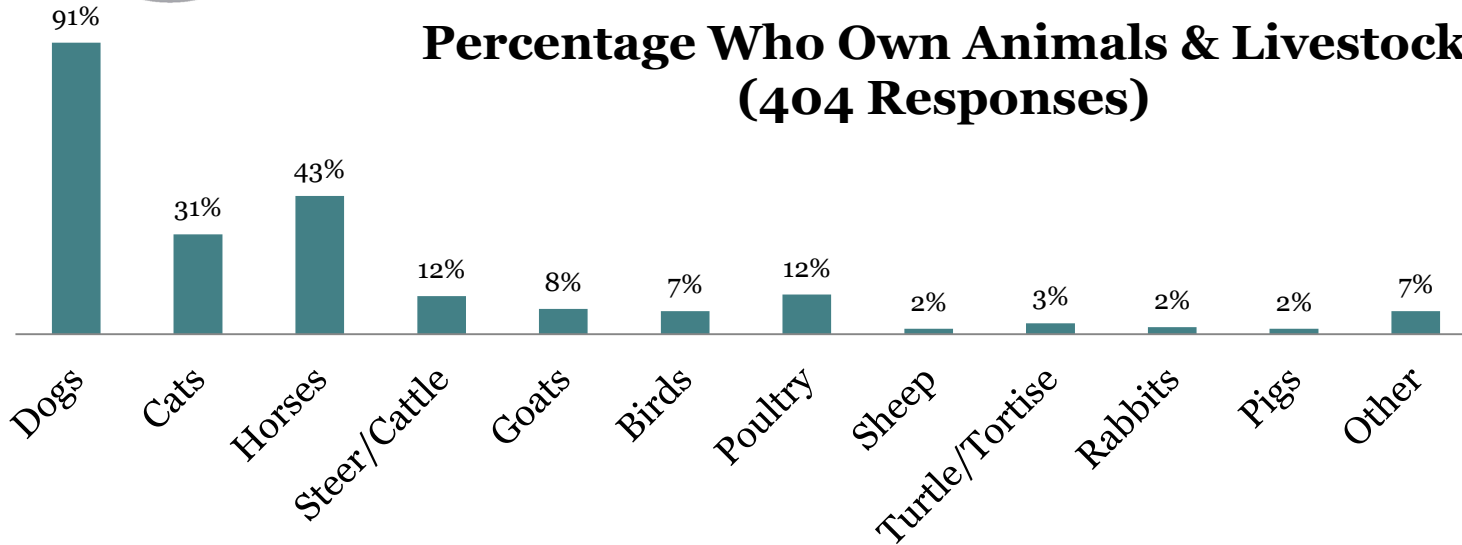
95% rated their experience as Excellent or Good.





# DO YOU OWN ANIMALS?

Percentage Who Own Animals & Livestock  
(404 Responses)

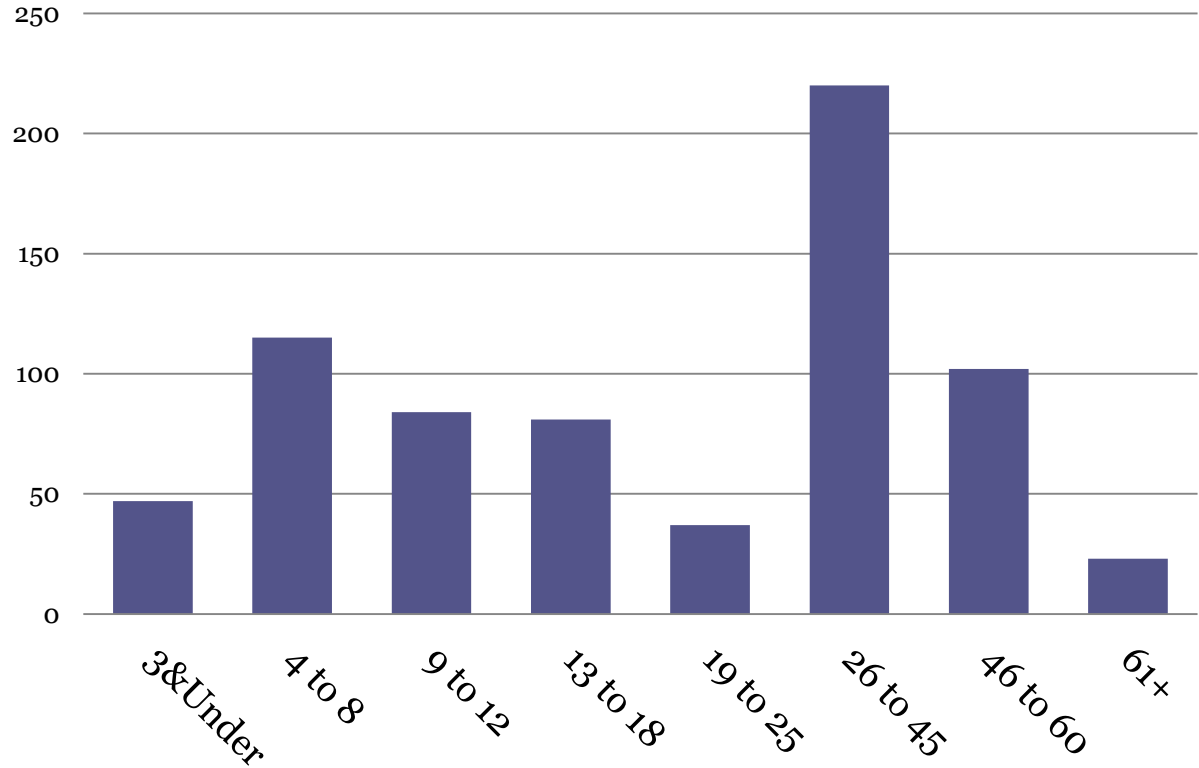


**53% of all attendees owned only domesticated household pets like dogs & cats.**

**Almost all attendees (91%) owned dogs, with horse owners coming in at 43% and cat owners at 31%.**



# ATTENDEE AGES



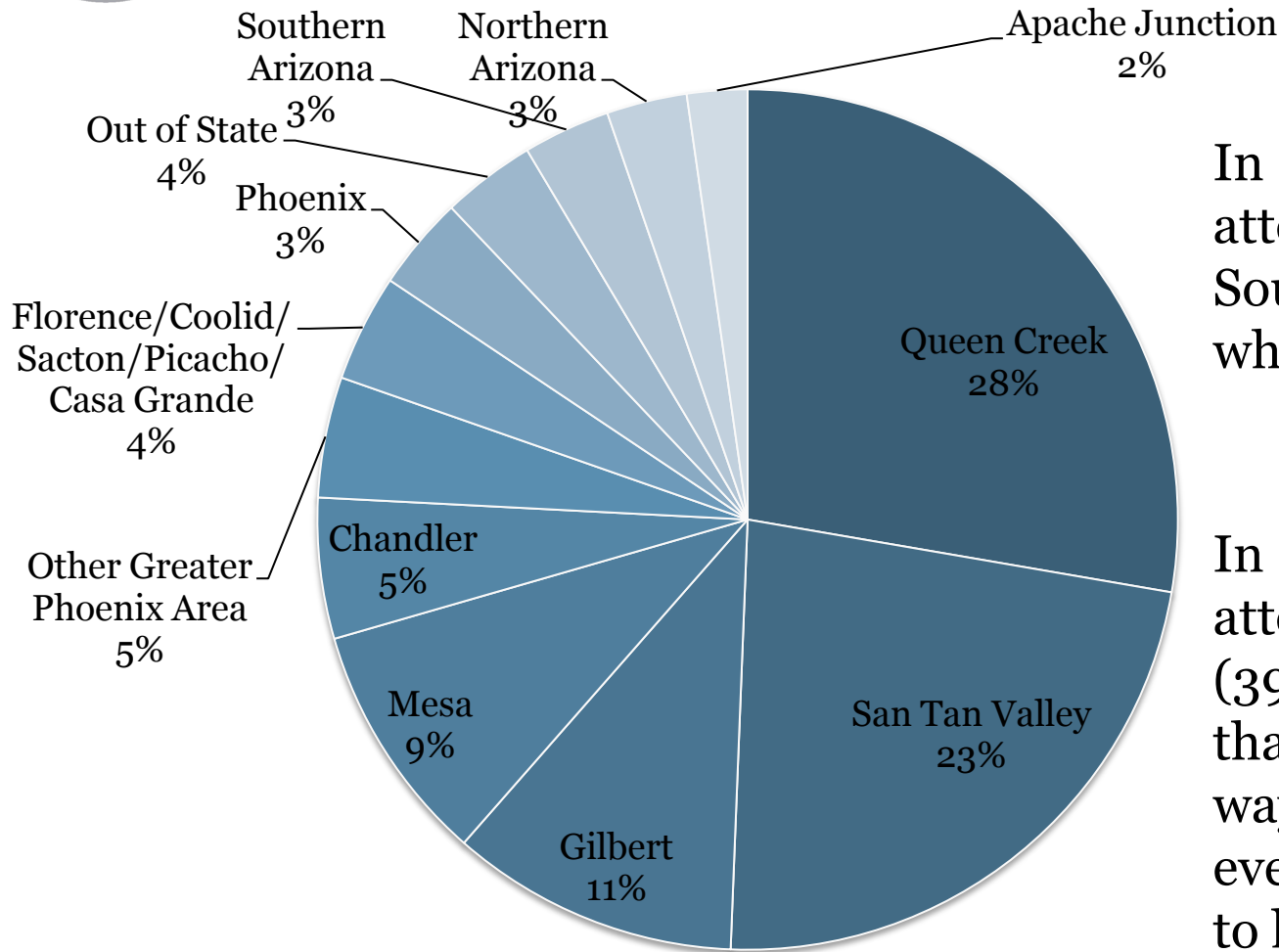
As in previous years the survey indicates that 26 to 45 year olds made up the largest group in attendance.

The smallest group was the 61+ demographic.





# WHERE DO YOU LIVE?

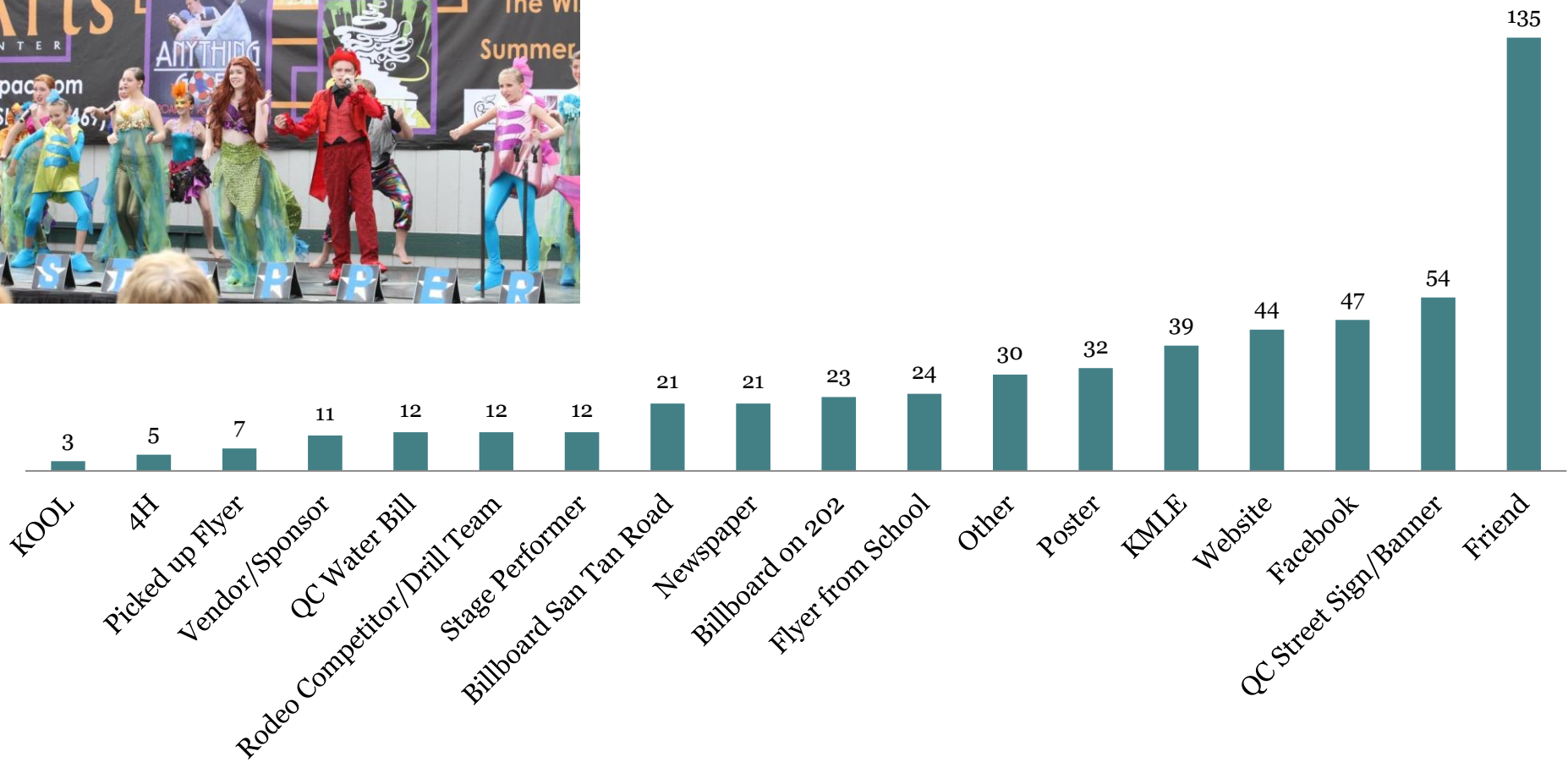


In 2013  $\frac{3}{4}$  of the attendees came from the Southeast Valley, whereas 2012 was ~90%

In 2013 10% of the attendees surveyed (39) traveled more than 2-3 hours each way to attend the event. This compared to less than 3% for last year.



# HOW DID YOU LEARN ABOUT RNB?





# KEY FINDINGS

- Successes
  - The right changes were made for 2013
  - Great support by ToQC and QCUSD regarding weather recovery
  - We are hitting our target audience
- Ponderings
  - How to improve Rodeo sound quality
  - Better Contingency Planning
  - Attract more volunteers







# WEATHER IMPACTS



- Xtreme Teen Rodeo (was Friday Night)
  - Postponed to Sunday under cover
  - Reduced to 2 hrs and had to reduce events
- Family Rodeo
  - Moved under cover on Sat;
  - Reduced to 3 hrs
- Draft Horse Expo
  - Shortened to 2 hours
  - Moved under cover
- Mounted Shooting
  - Cancelled
- Carnival
  - Did not operate Friday night
- Parking
  - 14hrs of shuttle buses on Saturday
  - No Parking on the Landfill





# QUICK COMPARISON

Topic	2011	2012	2013
Event Attendance	8000	7400	8400
Rodeo Attendance	5000	5610	6260
Volunteers	135 ppl	140 ppl/228 slots	160 ppl/194 slots
Volunteer Hrs	1493	1850	3241
Sponsors (cash/in-kind)	\$12,550 (cash)	\$84,634 (\$23,190/\$61,444)	\$106,721 (\$34,925/\$71,796)
Vendors	TBD	31	49
Days	2	3	4
Direct Cost	\$~29000	\$~2000	~\$3000



# *SUMMARY*

- FOHP is committed to
  - Breaking Even financially on RnB
  - Partnering with ToQC for RnB2014 on March 7-9
  - Continuing to grow RnB into a major Queen Creek draw, as well as showcasing QC heritage.







# THAT'S ALL FOLKS . . .

- Photos Courtesy of
  - Miller Photo
  - Lisa Barnes
  - Chris Couture
  - Patricia Shoemaker
  - Gabriella Jaffee
  - Tom Stokes



© Chris Couture



- Backup



# SPONSORS

- 47 Total Sponsors (down from 51)
  - Banner Ironwood Medical Center was the Presenting Sponsor
  - QC Marketplace sponsored the Queens again
  - ~\$12,000 increase in total sponsorships



© Chris Couture



**ROOTS N' BOOTS QUEEN CREEK 2013 CLOSEOUT**





# VENDORS



- 49 Total (up from 31)
  - 30 paying (same as 2012)
  - 5 Local non-profit booths (up from 1)
  - 14 Sponsor booths
- Worked hard to include local craft vendors & non profits



# ***VOLUNTEERS***

- Prep hours about the same
  - 1121 compared to 1000 in 2012
- Execution hours way up
  - Slots were reduced
  - Slight increase in number of volunteers and hours per shift
  - 2115 hours RnB week (vs 850)
- Total of 3241 volunteer hours





# ***PARKING***

- Total Revenue: \$5601.00
  - roughly \$2500 less than 2012
    - 500 fewer cars
  - Shuttle Costs: \$2475

	Revenue	Paid Cars	Paid Spectators
Friday	\$812	162	648
Saturday	\$2314	462	1848
Sunday	\$2475	495	1980
Total	\$5601	1119	4476





# PRCA RODEO

## UPDATE

Ticket Sales	Friday	Saturday	Sunday	Total
Tickets sold	2003	2270	817	4090
Competitor /Other	50	80	30	160
VIP (reserved)	200	200	200	600
<b>Total Seats</b>	<b>1253</b>	<b>2550</b>	<b>1047</b>	<b>4850</b>

