

FINALS RODEO COMMITTEE REPORT

Called to order at 2:25 pm.

Tommy presented a recap of the 2011 World Gay Rodeo Finals along with comparisons from the last 3 years as follows:

- Net Profit 2008: \$ 624.78
- Net Profit 2009: \$1,074.29
- Net Profit 2010: \$ 476.87
- Net Profit 2011: \$6,608.60

Janie Van Santen was introduced as the Rodeo Director for the 2012 World Gay Rodeo Finals.

A roundtable discussion was held on the following areas of the 2011 event which identified opportunities and/or challenges.

- Host Hotel. The Finals Committee has been asked to research other possibilities for the host hotel and if possible to determine the number of contestants that reserved rooms at the host hotel in 2011.
- Merchandise. Sales of finals rodeo merchandise totaled \$4,657 in 2011.
- Vendors. Discussion was held with regards to the charge for vendor space and this will be reviewed for 2012.
- Rodeo Program. The 2011 program was produced as a “commemorative program” and it was decided that the finals program for 2012 will return to a regular format.
- Saturday Evening Event. The Finals Committee has been asked to research other sites as a possible venue for this event.
- Registration. Contestant registration will return to a 3-hour duration. Ways to streamline the payment process will be explored.
- Marketing and Public Relations. The Finals Committee will consider the Texas market to be their primary focus. There was discussion on how to build on IML and the New York show. The Finals Committee will explore ways to “spruce up and add more glamour” to the hotel lobby as well as the Awards Ceremony.
- Sponsorship. An RFP will be going out in the next 2 weeks to possible corporate malt sponsors.

2012 Production Plan

- Budget. A budget showing an expected net profit of approximately \$9,000 was presented (this was previously approved by the Executive Board).
- Location. The 2012 World Gay Rodeo Finals will be held at the Watt Arena, Fort Worth, Texas.
- Date. The dates of October 11-15, 2012 have been tentatively booked and a contract will be in place prior to the first board meeting of 2012.
- Selection of Rodeo Officials. This is being deferred until the first Finals Committee meeting of 2012.
- Meeting Schedule for 2012. The Finals Committee will meet four (4) times in 2012 and these meetings will be in conjunction with IGRA board meetings.

Adjourned at 5:15 pm.

Respectfully submitted,
Tommy Channel
Finals Rodeo Committee Chairperson