

THE HISTORY AND IMPACT OF THE HOUSTON LIVESTOCK SHOW AND RODEO™

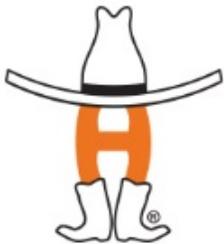
City of Houston Investor Conference
April 25, 2019



Joel Cowley
President and CEO

MISSION STATEMENT

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.



The Beginning...

- Through the 1920s, the cattle industry began to grow along the Texas Gulf Coast
- Despite two million cattle in the region, Houston ranked 37th among livestock markets
- In 1930, business leaders and cattlemen began discussing ways to capitalize on the tremendous potential of the region
- They learned that no large cattle market or packing center had ever been developed in a city that didn't have a well-known livestock show
- In January of 1931, seven men met for lunch at the Texas State Hotel and the Houston Fat Stock Show and Livestock Exposition was born!



1932 - The First Show

- Held at the Sam Houston Hall
- Offered free BBQ and impromptu rodeos
- Champion Steer, exhibited by Texas A&M College, brought \$504
- Attracted 2,000 attendees.....and lost \$2,800



Auditorium for 1928 Democratic National Convention.



1937 – No Show

- Fire damaged the Sam Houston Hall following the 1936 Show
- Organizers utilized the year off to explore new ideas for the 1938 Show
- President James Sartwelle proclaimed that 1938 would be the “Show of Shows”



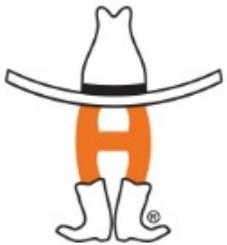
1938 – Setting the Mold

- Sam Houston Coliseum was completed in time for the Show
- Volunteer committees were added to sell tickets and exhibits
- The first downtown parade was held
- Carnival and midway added
- First Souvenir Program
- Horse show added
- First organized rodeo (reserved seats \$1.10)



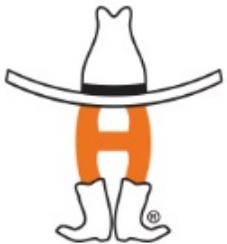
A Goal Realized

- By 1939, Houston ranked 7th nationally as a cattle market



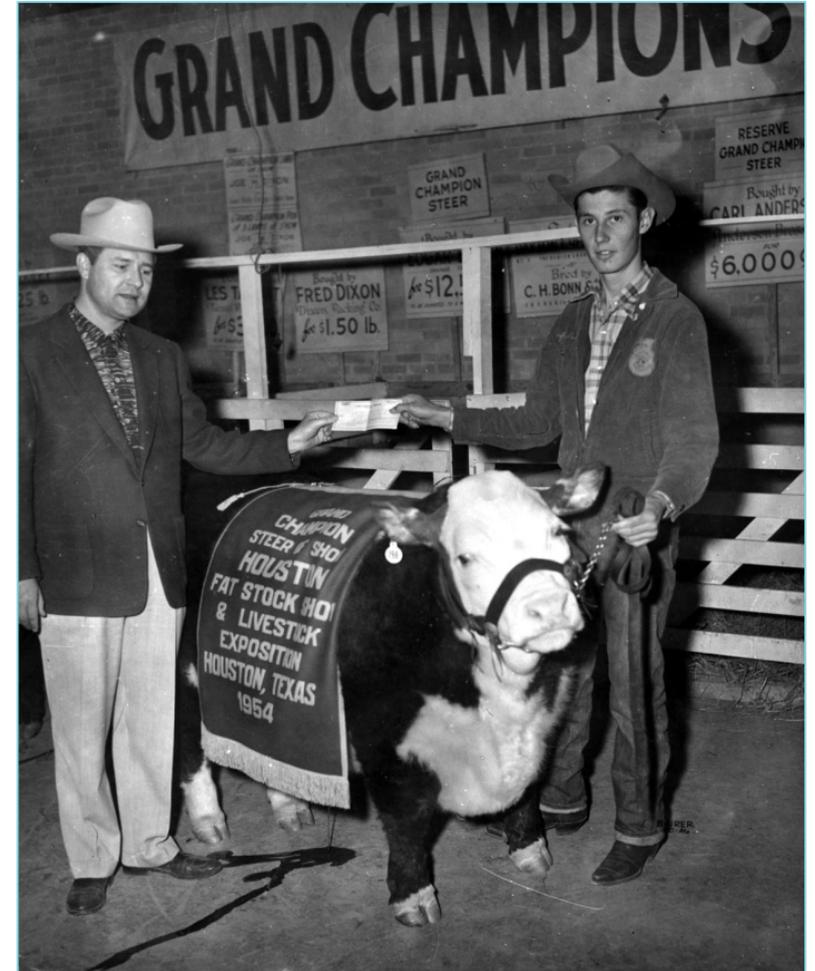
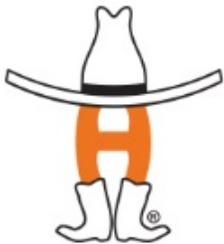
The War Years

- The 1942 Show was dedicated to the war effort and Gene Autry became the first star entertainer
- Calf Scramble added
- The carnival and midway were eliminated in 1943 due to blackout rules



The 1950s

- The International Committee, founded in 1949, hosted its first guests at the 1950 Show
- The first trail ride, from Brenham to Houston, was held in 1952
- In 1957, the Show presented its first scholarship in the amount of \$2,000



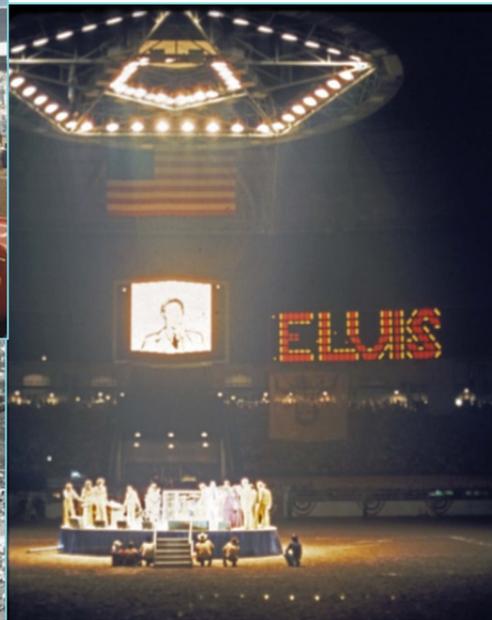
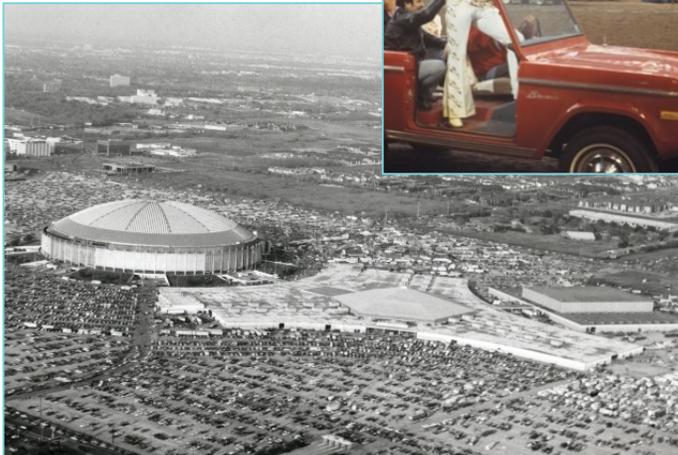
The 1960s

- The organization's name was changed to Houston Livestock Show and Rodeo in 1961
- In 1966, the Show moved into the Astrodome and Astrohall and the signature “bowlegged H” logo was created



The 1970s

- World's Championship Bar-B-Que Contest first held in 1974
- 6,000 seat Astroarena completed in 1975



The 1980s

- George Strait first performed in 1983
- Rotating stage introduced in 1986
- Reata Division of General Go Texan created in 1986 (became the Go Tejano Committee in 1990)



The 1990s

- Black Go Texan Committee established in 1993 (renamed Black Heritage Committee in 2003)
- AGVENTURE makes its debut in 1997



The 2000s

- The Show moves into NRG Stadium and NRG Center in 2003
- Wine Show introduced in 2004
- Star Stage introduced in 2018



2019 Show

- Over 35,000 volunteers on 108 committees
- General attendance of 2.5 million
- Rodeo paid attendance of 1.33 million
- Over 34,000 total livestock and horse show entries



2019 Educational Commitment

Scholarships	\$14,286,000
Junior Show Exhibitors	\$8,305,250
Educational Program Grants	\$3,969,720
Graduate Assistantships	\$613,640
TOTAL	\$27,174,610*

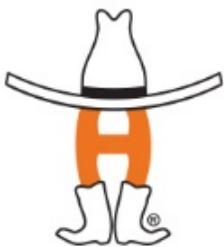
*Brings the total commitment since 1932 to over \$475 million.



Economic Impact (Being updated with the 2019 Show)

*2010 study by Dr. Barton Smith

- Direct spending of \$220 million
 - Metro Area: \$120 million
 - Outside Metro: \$100 million
- Gross regional sales increased by \$475 million
- Over 7,200 full-time equivalent jobs created
- Fiscal dividend to local governments of over \$27 million



*2010 General Attendance: 2.14 million

Relevance of the Agricultural Mission

- Food and fiber are basic physiological needs – our lives depend upon agriculture!
- Americans spend less than 10% of their disposable income on food - the lowest percentage of any country in the world
- The average age of a US farmer has increased from 50 to 58 over the past three decades
- Global population is projected to grow from our current 7.4 billion to approximately 9.5 billion by 2050
- We will need to produce more food with the same amount of land, which will require the use of technology



Accomplishing the Agricultural Mission

- Fostering the agricultural interests of our exhibitors and contestants
- Providing scholarships to those who will study agriculture and the related sciences
- Educating the general public on the importance of agriculture





HOUSTON LIVESTOCK SHOW AND

RODDEO™

March 3 – 22, 2020