

## Report of the World Gay Rodeo Finals to the 29<sup>th</sup> IGRA Annual Convention

Meeting was attended by 25 members with 12 of them present being voting members from their respective associations. Meeting was called to order at 2:45 pm.

The Profit & Loss from the 2013 World Gay Rodeo Finals (WGRF) was presented to the committee showing a financial loss of \$6,129.33. The gate sales showed that there was a decrease in ticket sales for both Saturday and Sunday performances which accounted for a \$6,900 loss in projected revenue. There was significant discussion on the reason for this and the 2014 WGRF Committee has been tasked with looking at the possibility of moving the rodeo venue to another location within the DFW area. The 2014 WGRF was approved by the IGRA Board of Directors at the board meeting held in St. Louis in January 2013. We are currently in a 2-year contract with the host hotel but have not yet signed any contracts with the Will Rogers Center. It was noted that our projected expenses were less than \$1,000.00 over our projected budget.

Round Table Discussions by various 2013 Rodeo Committee Members:

- Royalty – It was felt that the Royalty contest went well and it was appreciated that there was a Rodeo Director assigned to the Royalty team for the entire year. There was discussion on whether to continue to have the crowning and sashing of the black sash winners on Sunday night or move it back to Saturday.
- Travel & Hotel – Air fares and hotel costs continue to rise and the committee will look at putting a cap on the air fare reimbursement to officials. We will investigate promoting Love Field in Dallas over DFW to help with cost savings.
- Sponsorship – Was a more difficult struggle to obtain sponsorships but it was not felt that this will be a problem for 2014. There was discussion about gate tickets that are given to sponsors but never claimed and how to use them to encourage other community groups to attend.
- Grand Entry – Ran very smoothly but still perceived to be too long and boring. This is an area that is a struggle for not only WGRF but most associations as well.
- Registration – Went well with the exception of technical difficulties with our credit card machine.
- Volunteers/Security – Was significantly improved over previous years. The suggestion was put forward to have volunteer badges not available until the person shows up for their shift and the badge must be returned at the end of the shift.
- Vendors – The moving of the vendors to the inside of the arena area was well received and the comments were all positive.
- Finance & Ticketing – We will be looking at an online purchase system for 2014.
- Program Advertising Sales – Was significantly up this year and showed a profit of approximately \$2,300.
- Advertising/Marketing – There needs to be a strong marketing plan in place for 2014 to work on growing our attendance.

Nevada would like to propose a move of WGRF 2015 to the South Point facility in Las Vegas.

The next meeting of the Rodeo Committee will be in St. Louis in January 2014.

Respectfully submitted,  
Janie Van Santen, Chairperson  
2013 World Gay Rodeo Finals