



# 2024 YEAR IN REVIEW

## MAJOR EVENT ATTENDANCE

- 9,764** Big Week Kick-Off Concert: July 12
  - 8,582** Concierto Baile de Salinas: July 13
  - 12,500** Rodeo Carnival: July 12-21
  - 8,503** Rodeo & Bull Riding Sponsor VIP
  - 808** Rodeo Contestants: July 18-21
  - 10,338** Big Week Bull Riding: July 17
  - 62,356\*** California Rodeo Salinas: July 18-21
- \*Includes complimentary tickets*

**100,351 IN TOTAL ATTENDANCE**

## ESTIMATED ECONOMIC IMPACT

	2014*	2024**
NET DIRECT NEW ECONOMIC ACTIVITY IN CITY & COUNTY	\$7,648,500	\$10,372,294
DIRECT ECONOMIC IMPACT OF CA RODEO & BULL RIDING	\$6,214,000	\$8,426,938
DIRECT & INDUCED ECONOMIC ACTIVITY	\$18,290,000	\$24,803,460
TRANSIENT OCCUPANCY TAX FROM RODEO & BULL RIDING	\$150,150	\$203,622
SALES TAX REVENUES TO LOCAL & STATE GOVERNMENTS	\$91,406	\$123,958

*\*2014 information provided from an economic impact study done by CSUMB. These numbers have been adjusted to show estimated inflation over the years between 2014 - 2024.*

*\*\*Adjusted using the cumulative inflation factor of 1.3561 as suggested by claude.ai*

## COMMUNITY IMPACT

In 2024, non-profit organizations that partnered with the California Rodeo Association were able to generate **almost \$800,000 from the California Rodeo Association** by performing event-related duties.

### SCHOLARSHIPS

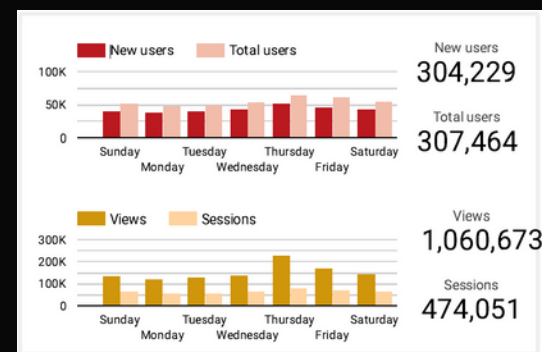
Record Breaking **\$44,500**  
Scholarships Given **11**

### SALINAS SPORTS COMPLEX FACILITY USAGE

**83** Complex Rentals  
**112+** Banquet Hall Rentals  
**333+** Sporting Event Rentals



## WEBSITE VISITS IN 2024



## FOLLOWERS BY PLATFORM

**Facebook**  
**47,500**  
**Instagram**  
**24,000**  
**X (Twitter)**  
**7,884**



**Facebook**  
Likes  
Up 3.6%



**Instagram**  
Followers  
Up 23.4%

*\*Like percentages show July 2023 vs. July 2024*