

COVID-19 COMMUNITY SPIRIT

COVID-19 CAN'T TAKE AWAY COMMUNITY SPIRIT

The past year and a half has been a challenge for everyone and with the events industry suffering a massive blow, the California Rodeo Association was unable to host any community events during the worst part of the COVID-19 Pandemic. The California Rodeo Association is a not-for-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. We support the community and other non-profit organizations through the staging of the annual California Rodeo Salinas and other year round operations of the Salinas Sports Complex. Through donation of our facility, vending and fundraising opportunities during Rodeo and other events, the California Rodeo Association returns over \$500,000 annually to local non-profits.

Needless to say, none of that happened in 2020 and only a fraction of the events usually hosted will happen in 2021. As the country was locked down and California continued to be locked down the longest, the Rodeo Association found a couple ways to connect with our community. First, in October of 2021 Dude, our mascot, and Miss California Rodeo Salinas 2019, Kelsee French, helped with a bumper sticker drive through event at the Salinas Sports Complex. The California Rodeo Salinas is typically held in July, but had been postponed to October (and eventually cancelled) so the drive through was held during the postponed dates to

remind people that we were still here, we still love our community and to spread some cheer. Kelsee passed out Pendleton Whisky pins along with the July and October 2020 bumper stickers-which might become a collector's item!

After the holidays and postponing the 2021 show from July to September, some staff members and volunteers rallied to host a drive through chicken barbecue dinner in March and drive through tri tip barbecue in April. The food was not only delicious, but these events gave some of the Rodeo's supporters the chance to say hi and get the newest Rodeo bumper sticker, to see Miss California Rodeo again, and to feel a bit of normalcy since barbecue goes so well with rodeo. The income from the barbecues also helped the Rodeo Association to stay afloat during the challenging times with no events to provide revenue.

Thank you to everyone who supported these endeavors and have supported the organization through these challenging times. The California Rodeo Association is looking forward to hosting events again and bringing our community together.

