

the Heartbeat

HEART O' TEXAS FAIRGROUNDS EXPANSION ON THE HORIZON



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FAIR & RODEO

2017 **HEART O' TEXAS FAIR & RODEO**
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Heart O' Texas Fairgrounds **EXPANSION ON THE HORIZON**

In a special election on May 6, McLennan County voters will decide whether to approve an increase in hotel-motel and car rental taxes to pay for a \$34.4 million expansion of the Heart O' Texas Fairgrounds.

The venue tax which consists of a two percent hotel-motel occupancy tax and five percent rental car tax

will be paid for by out-of-towners staying in hotels or renting vehicles in the county and will fund the project aimed at attracting larger tournaments and exhibits to the Fairgrounds.

"The neat thing about this for me is this does not cost the citizens of McLennan County a penny. It's something that will fund itself,"

said Wes Allison, president and CEO of the Heart O' Texas Fair & Rodeo.

The property off Bosque Boulevard includes the coliseum, a climate-controlled show pavilion and adjacent 700-stall barn, a general exhibits building and a creative arts building. The center is mostly known for horse shows and

fair and rodeo, but the goal is to add facilities for sports and other activities.

Under the proposed plan, the creative arts and general exhibits buildings will be removed and replaced with a multipurpose building that will connect to the existing coliseum. The 80,000-square-foot, state-of-the-art multipurpose center will have about 53,000 square feet of rental floor, or exhibit space for hosting tournaments for volleyball, basketball, gymnastics, cheer and more. This facility will be shared with Waco ISD and the city of Waco.

The proposed equestrian and livestock facility additions would add about 300 stalls to the campus, bringing the total to more than 1,000 stalls.

The coliseum remains untouched in the proposal, but a new arena will be added on to the property where Paul Tyson Field sits. And a new stadium will be built on the north side of the school.

The plan also calls for new Little League baseball and softball fields to replace Lake Air Little League's existing facilities between Waco High and Cobbs Drive, which will also include a field for the Challenger League.

Of the total proposed project, more than \$25.4 million would go toward the event facilities, \$4.5 million

toward recreation facilities and \$4.3 million toward the rest of the site, including street improvements, landscape and lighting.

In 2015, there were 79 events at the Heart O' Texas Fairgrounds, and the expansion could help organizers push that to an estimated 162 events a year drawing a possible 200,000 or more nonlocals to the Fairgrounds. And it's anticipated that the number of hotel rooms rented will increase by nearly 20,000 annually. All of these numbers work together to show an overall increase in economic impact from \$47 million to \$60 million per year with the proposal fully built out and booked.

The city, county and school district will work to determine a course of action to handle the projects and outline how many phases are needed to complete the work.

This project will put the Heart O' Texas Fairgrounds at a competitive advantage over like-size cities in Texas, allowing multiple venues to operate at the same time.

For more information on the project, visit **ExtracoEventsCenter.com**.



SCHOLARSHIP WINNER *highlight*

Congratulations to Jacqueline Brem, a 2012 Heart O' Texas Fair & Rodeo scholarship recipient and West High School graduate, on her recent graduation from Texas A&M University.

On December 16, 2016, Jacqueline received her Bachelor of Science degree in Chemical Engineering with a minor in Chemistry. She did so with a 3.46 GPA and while upholding several leadership positions within her sorority and professional organizations. She has accepted a full time position as a Refining Engineer with Marathon Petroleum Company at their Galveston Bay refining facility.

"The realization of these dreams would have never been possible without your encouragement and financial support. I will remain forever grateful," stated Jacqueline.

The Scholarship Program is part of the Heart O' Texas Fair & Rodeo's annual commitment to Central Texas students which is made possible thanks to our sponsors and volunteers. Since its beginning, the Heart O' Texas Fair & Rodeo has committed more than \$2.5 million to the youth of Central Texas.



HEART O' TEXAS FAIR & RODEO *SCHOLARSHIP FUND*

Students in the Central Texas area looking to bolster their financial assistance for college can apply to the Heart O' Texas Fair & Rodeo Scholarship Program at the start of the new year.

The 2017 Heart O' Texas Fair & Rodeo scholarship application is made available starting in January every year online at hotfair.com, from high school counselors and at the Heart O' Texas Fair & Rodeo Office. Applications are evaluated on leadership, citizenship, financial need and academic performance for area high school seniors.

The 2017 recipients will be awarded their scholarships at the Scholarship Banquet on May 17, 2017 at The Pavilion in Woodway.

"The Scholarship Program is a way for our organization to both thank and give back to the Central Texas community by helping outstanding seniors go to college and pursue their dreams," said John Embry, chairman of the Heart O' Texas Fair & Rodeo Board. "Higher education can provide the foundation for greater opportunity and making a difference in our local community."

In 2016, the Heart O' Texas Fair & Rodeo awarded 27 high school seniors with scholarships totaling \$71,000! For more information about the scholarship application, contact Melinda Moss at melinda@hotfair.com.

2017 Miss Heart O' Texas FAIR & RODEO



Congratulations to Mia Levi for being named the 2017 Miss Heart O' Texas Fair & Rodeo!

Mia will lead the group of Sweethearts this year as they volunteer in the community to promote the Heart O' Texas Fair & Rodeo.

Mia is the daughter of Adrian and Renae Green and is currently a Junior at Midway High School. She is very active on the Student Council and in the PALS organization. She is also in the AVID organization and member of the Greater Love Community Church Youth Group. After high school graduation, Mia plans to study law at Baylor University.

We look forward to having Mia represent the title of Miss Heart O' Texas Fair & Rodeo.



2017 HEART O' TEXAS FAIR & RODEO *Sweethearts* READY TO SERVE

The 2017 Heart O' Texas Fair & Rodeo Sweethearts were selected on Wednesday, February 22nd, and are ready to help promote and represent the Heart O' Texas Fair & Rodeo at various community events throughout the year. In addition to serving as public

relations ambassadors for the Fair & Rodeo, each girl volunteers a minimum of 100 hours of community service.

The selection of the Sweethearts is based on personal interviews, personality, congeniality, poise and

communications skills.

"We are very excited about these 54 young ladies that have been selected to represent our organization," commented Heart O' Texas Fair & Rodeo President/CEO Wes Allison. "These exceptionally qualified young ladies provide support to not only our organization but others in the area as well. Last year they worked 112 events for a combined total of 6,148 hours served in the community."

Additionally in 2016, the Sweethearts sold over \$70,000 in pre-sale tickets and sponsorships.

For a complete list of the 2017 Heart O' Texas Fair & Rodeo Sweethearts, visit www.hotfair.com/p/get-involved/sweethearts



FIRST NATIONAL BANK OF CENTRAL TEXAS HANDS OUT VOUCHERS AT LOCAL FOOD MARKET

The First National Bank of Central Texas exemplified support for local businesses when it hosted its third First Cash Mob on Saturday, February 4th at the Jubilee Food Market. Representatives from the bank were on site to hand out \$10 vouchers, paid for by the bank, to the first 100 customers to use at the Market.

The First Cash Mob was set to happen at the Market at noon; however, shoppers began lining up as early as 11 a.m. in anticipation of the Saturday-only voucher.

“To get there early and to see people already lined up because there was a buzz about it, as a marketer, that made me excited,” commented Dan Ingham, vice president of the First National Bank of Central Texas.

First National Bank of Central Texas has done a few cash mobs already. The bank picks a local business in the community that it wants to support with cash, then picks a time to come and hand out vouchers.

Jubilee Food Market is a grocery store on 15th Street and is known for having fresh produce at an affordable price, and was a much needed establishment in this particular area in the Waco community.

First National Bank of Central Texas is a locally-owned business, that strives to keep businesses in kind alive and well and that is their reasoning behind this First Cash Mob campaign. Keep on the lookout for the next cash mob take over and keep our locally-owned businesses flourishing.

T-BONE CORRAL CLUB CORNER



Howdy Kids! T-Bone loves to meet new friends at his favorite place, the Heart O' Texas Fair & Rodeo! Any kids ages 12 and under, with your parents' permission, can become friends with T-Bone by joining T-Bone's Corral Club.

CORRAL CLUB MEMBERS RECEIVE THE FOLLOWING:

- Monthly updates with fun activities
- Information about special promotions
- A Special Birthday Card from T-Bone
- An invitation from T-Bone to be his special guest at a party during the Fair & Rodeo

And best of all it's **FREE!** For more information, check out our website at hotfair.com to submit an online application **TODAY!**

VOLUNTEERING & *Its Surprising Benefits!*

Volunteering can be a benefit to both your community and yourself. Believe it or not, volunteering can be good for your health. It connects you to others, brings fun and fulfillment to your life, is good for your mind and body, and can advance your career. Want to become a VOLUNTEER?

If so, the Heart O' Texas Fair & Rodeo is currently accepting applications! You can join any of our 22 committees and help impact our community as well as create buzz about the largest event in Central Texas.

Becoming a volunteer also provides certain perks. As a committee member, you will receive a benefit package valued at more than \$500!

TO BECOME A VOLUNTEER

Please visit hotfair.com and complete the online application.

BENEFITS INCLUDE

- Credentials which allow you and a guest to come to the Fair for **FREE** for the entire 10 days of the Fair.
- **FREE** Parking in a designated parking area during the Fair & Rodeo and for the entire year at all events held at the Extraco Events Center.
- **Committeeman Appreciation Party**



APRIL

7-9TH

Paint Horse Show

Extraco Show Pavilion
FREE Event

8TH

Hooray for Family

Extraco Exhibits Building
FREE Event



8TH

Cody Johnson & Roger Creager Concert

Extraco Coliseum
Ticketed Event

13-15TH

NCEA National Championship

Extraco Coliseum & Show Pavilion
FREE Event

14-30TH

Texas Amateur Quarter Horse Assoc.

Extraco Coliseum & Show Pavilion
FREE Event

29-30TH

Waco Gem & Mineral Show

Extraco Exhibits Building
Paid Admission Required

MAY

4-7TH

Heart Of Texas Quarter Horse Show

Extraco Show Pavilion
FREE Event

19-21ST

Warm Up Series 2

Extraco Show Pavilion
FREE Event

19TH

Rodney Carrington

Extraco Coliseum
Ticketed Event

26-28TH

Paint Horse Show

Extraco Show Pavilion
FREE Event

For more information visit
extracoeventscenter.com
or call 254-776-1660

JUNE

1-4TH

Disney On Ice

Extraco Coliseum
Ticketed Event

12-24TH



29-30TH

Blue Ribbon Hunter Jumper Show

Extraco Coliseum
FREE Event

JULY

1-2ND

Belt Buckle Bonanza

Extraco Coliseum
FREE Event





EXTRACO EVENTS CENTER

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CARRINGTON**

FRIDAY, MAY 19, 2017
EXTRACO EVENTS CENTER

CODY JOHNSON & ROGER CREAGER
WITH SPECIAL GUESTS MO PITNEY & JOSH WARD

SATURDAY, APRIL 8TH • EXTRACO EVENTS CENTER • WACO, TEXAS
5:30PM DOORS • \$20 IN ADVANCE • \$50 VIP TICKETS
TICKETS AT CODYJOHNSONMUSIC.COM



AUG. 26, 2017



OCT. 5-14, 2017