

Washington County Expo

Location: Brenham, TX

Opened: 1946

Owner/Operator: Washington County, TX

Facility Features:

- Uncovered Rodeo Arena (seats 2,500)
- Event Center and VIP Room Venue
- Three Livestock/Equine Stall Barns & Sales Facility
- Entertainment Center Stage

Notes:

The Washington County Expo is an award-winning venue that offers one of the premier livestock and equestrian event locations in South Central Texas. In addition to the livestock and equestrian event capabilities, the facility has multiple small meeting space venues for many event types.

The Washington County Expo is the home of the Washington County Fair which is the oldest county fair in the state of Texas. This event runs for nine days every September.





Washington County Expo – History & Heritage

Washington County, Texas, boasts a compelling history and rich heritage, embodying the pioneering spirit of Texan innovation. Established in 1836 as one of the original counties of the Republic of Texas and named after George Washington, it became a nexus of agricultural excellence, particularly renowned for its cotton production in the early years.

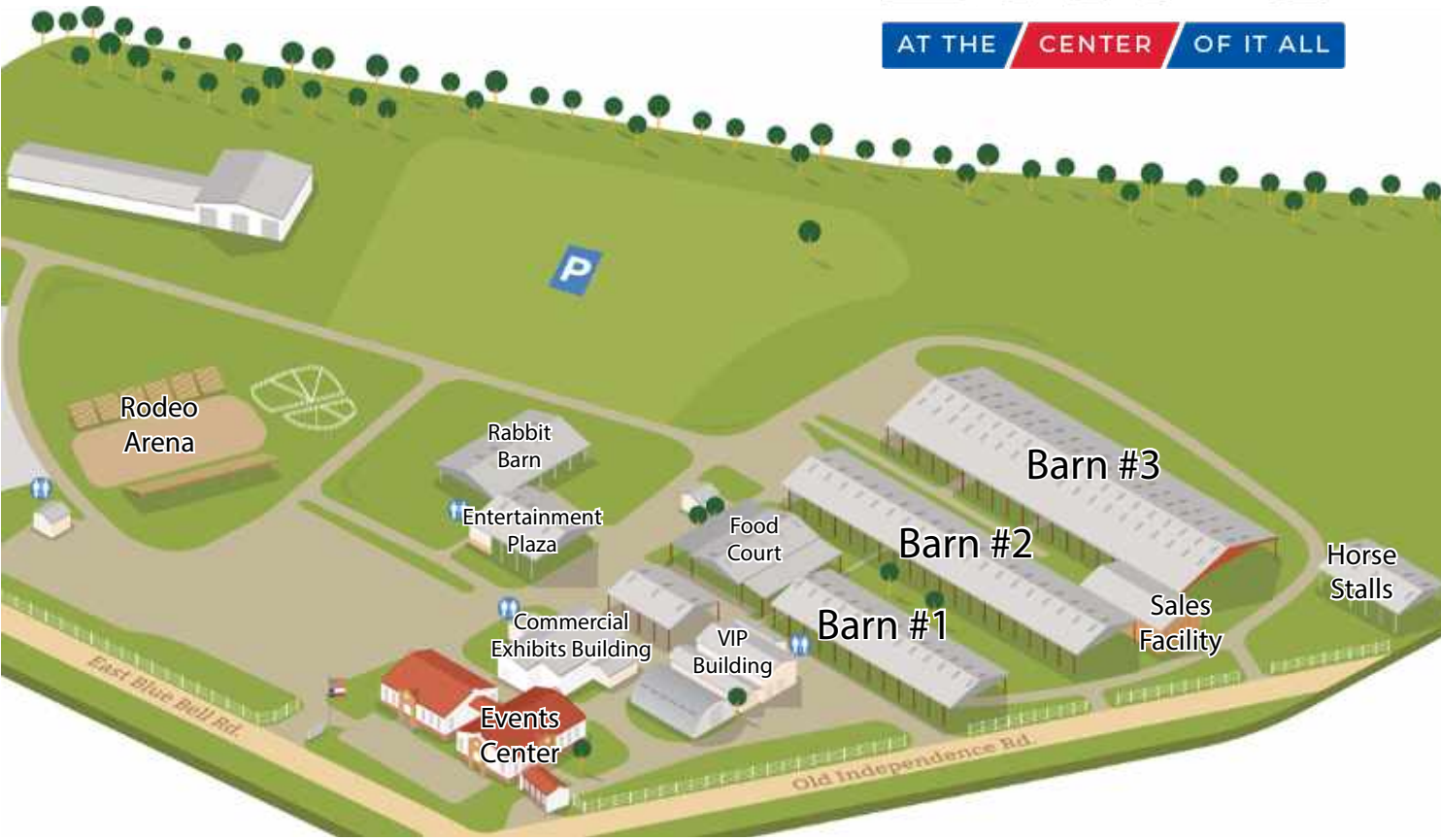
The first school district in Texas was established in the county, which demonstrates its commitment to education from its earliest days. Additionally, the Washington County Fair, a cherished annual event since 1868, stands as a testament to the community's enduring spirit and agricultural heritage, showcasing livestock exhibitions, carnival rides, and cultural festivities.

Washington County's legacy of Texan innovation continues to thrive, honoring its past while embracing progress and mindful growth.



Current Project Site

Washington County – Aerial Map



Washington County Expo Space Breakdown				
Feature	Size (SF)	Arena Dimensions	Capacity	Build Type
<i>Show Arenas</i>				
Rodeo Arena	27,600	120' x 230'	5,000	Uncovered
Barn 3 Arena	20,000*	100' x 200*	250*	Covered & Open Air Concept
Barn 1 Arena	10,000	100' x 100'	250*	Covered & Open Air Concept
Total	57,600	-	5,000	-
Feature	Count	Dimensions		
<i>Animal Stalls</i>				
Designated Horse Stalls	40	12' x 12'		
Large Animal Pens	116	12' x 12'		
Small Animal Pens	169	6' x 6'		
Cattle Tie Stalls	425	-		
Total	750	-		
Feature	Size (SF)	Build Type		
<i>Function Space</i>				
Sales Facility	3,000	Concrete Floor		
Event Center	6,072	Concrete Floor		
VIP Room	3,200	Concrete Floor		
Commercial Building	5,000	Concrete Floor		
Total	17,272	-		
Feature	Size (SF)	Dimensions	Capacity	Build Type
<i>Event Spaces</i>				
Food Court Structure	9,000	75' x 120'	-	Covered & Open Air Concept
Entertainment Plaza	8,640	90' x 96'	-	Covered & Open Air Concept
Total	17,640	-	-	-

* indicates estimations
Source: Hunden Partners

Washington County Expo - Facilities

Barns 1, 2, and 3



Barn #1

This barn is ideal for swine, lamb, goat, mini horse, dog or other small animal shows and sales.

- **169** Small Animal Pens (6'x6')
- 10,000 square feet of open dirt area



Barn #2

This barn is the premier venue of the expo for regional cattle shows throughout South-Central Texas. The barn can be arranged to suit many needs.

- **116** Cattle Pens (12'x12')



Barn #3

This barn specializes in equine events like cuttings, calf roping's, and barrel races.

- Total space for **1,187** cattle on tie racks
- Functionally, space for **425** cattle on tie racks with show arena use

Washington County Expo - Facilities

Equestrian and Livestock Venues



Rodeo Arena

This open-air arena is just over 500 feet from any of the three barns.

- Arena size: **27,600 SF (120'x230')**
- Bleacher Capacity: **2,500**
- Restrooms



Sales Facility

The Sales facility is an indoor venue for livestock or other auction sales.

- Upstairs: **1,800 SF (30'x60')**
- Floor size: **3,000 SF (60'x50')**
- Bleacher Capacity: **150-400**



Entertainment Center

The Entertainment Center is a covered structure made for small concerts, flea markets, and other outdoor entertainment.

- Stage: **1,200 SF (20'x60')**
- Arena size: **8,640 SF (90'x96')**

Washington County Expo - Facilities

Event Venues



Event Center

This event center is a covered and air-conditioned facility that provides space for wedding receptions and social events.

- Building size: **6,072 SF (69'x88')**
- Venue Capacity: **350 (seating)**
- Kitchen, Bar & Restrooms



VIP Room

The VIP Room is the newest building on the fairgrounds that can hold smaller receptions and social events.

- Building size: **3,200 SF (80'x40')**
- Venue Capacity: **250**
- Small Kitchen & Bar Top



Commercial Building

The Commercial Building is a historic building on the fairgrounds that is known for commercial exhibits.

- Building size: **5,000 SF (50'x100')**
- Venue Capacity: **250**
- Singular Restroom

Regional Supply Summary

To better understand how the Washington County Expo lines up in comparison to other regional facilities, Hunden compiled a list of regional facilities that specialize in equestrian, rodeo, and livestock events.

An analysis of the comparative facilities sheds light on how the Washington County Expo can expand its current offerings to better compete regionally and further cater to local residents.

Regional Equestrian and Rodeo Expo Facilities							
Facility Name	Location	Owner/Operator	Arenas	Largest Arena		Permanent Stalls	Acreage
				Seating	Arena Size (SF)		
Travis County Expo Center	Austin, TX	County Rented from City	2	6,400	25,000	300	128
Extraco Events Center	Waco, TX	McLennan County owned	3	6,000	38,750	710	50
Cadence Bank Center	Belton, TX	Bell County owned	3	5,979	29,400	356	50
Expo Center of Taylor County	Abilene, TX	Non-Profit Rented from County	3	5,200	30,000	130	117
The Lone Star Convention & Expo Center	Conroe, TX	Montgomery County owned	4	5,000	31,250	200	178
Henderson County Fairpark Complex	Athens, TX	Henderson County owned	3	4,500	30,000	318	68
Great Southwest Equestrian Center	Katy, TX	Privately owned	7	4,000	45,000	1,150	80
Lone Star Arena	Stephenville, TX	Privately owned	3	4,000	26,320	478	40
Brazos County Expo	Bryan, TX	Non-Profit Rented from County	3	3,000	43,400	956	150
Texas Rose Horse Park	Tyler, TX	Privately owned	7	2,200	54,000	350	485
Somervell County Expo Center	Glen Rose, TX	Somervell County owned	2	2,100	33,020	298	17
San Antonio Rose Palace	San Antonio, TX	Privately owned	2	2,000	31,800	537	72
Waller County Fair & Rodeo	Hempstead, TX	Non-Profit Rented from County	1	2,000	27,500	510	83
Circle T Arena	Hamilton, TX	Privately owned	5	1,600	43,500	480	32
Myers Park & Event Center	McKinney, TX	Collin County owned	3	1,200	16,200	150	158
Dripping Springs Ranch Park & Event Center	Dripping Springs, TX	City-owned	3	750	39,600	202	130
Average	16 Facilities	-	3	3,496	34,046	445	115
Washington County Expo	Brenham, TX	Washington County	2	2,500	27,600	226	42
Difference from Average	-		(1)	(996)	(6,446)	(219)	(73)

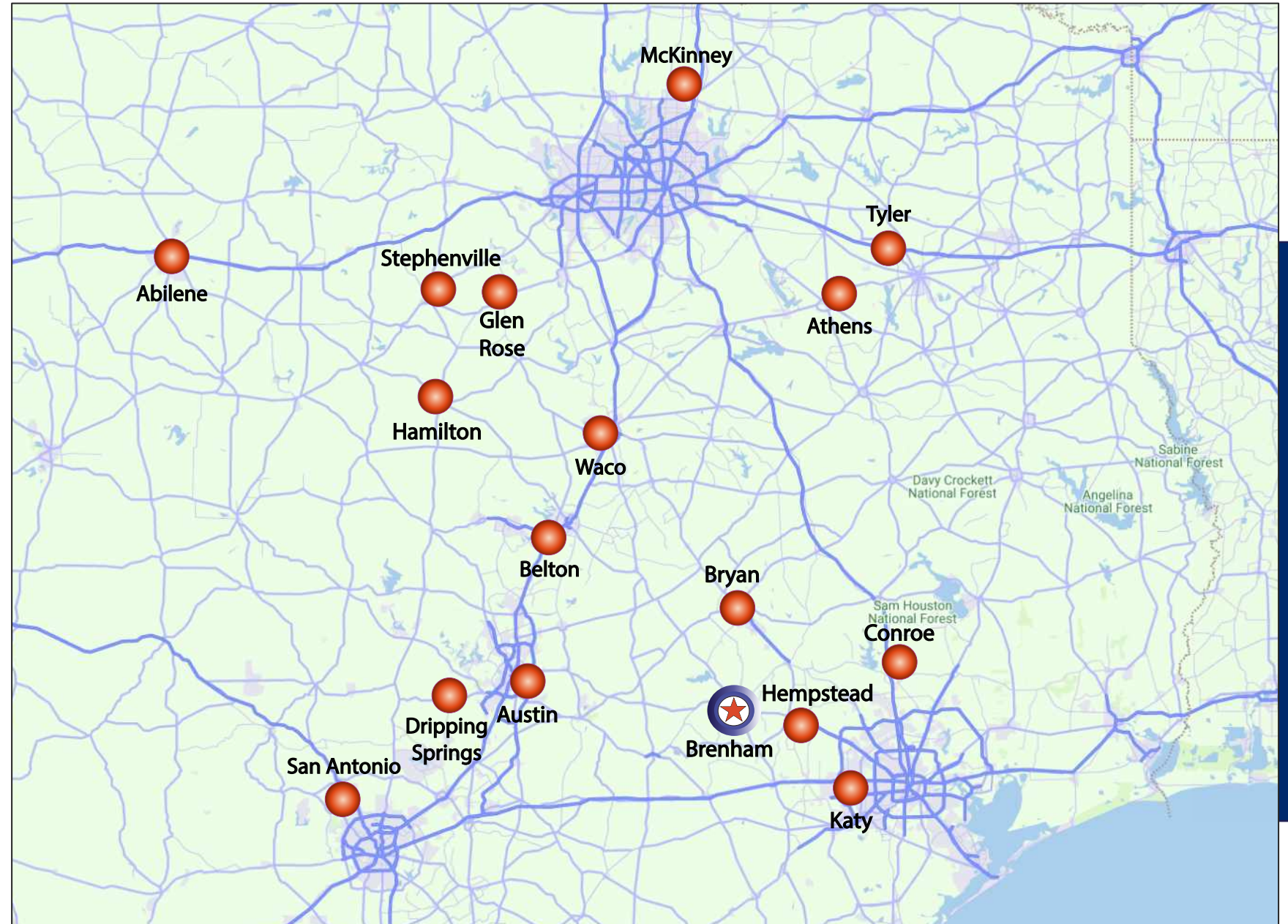
Source: Various facilities, Hunden Partners

Regional Supply Map

The regional supply set covers a larger majority of Central Texas including major cities like Dallas, Houston, San Antonio, Austin, Waco, and Bryan.

The majority of facilities are located along Interstate highways to provide the easy accessibility.

The closest facilities to the Washington County Expo include Waller County Fairgrounds in Hempstead, Brazos County Expo in Bryan, and the Great Southwest Equestrian Center in Katy.



Competitive Facility Summary

In order to determine how the the Washington County Expo performs currently, Hunden reviewed six competitive facilities. The facilities are listed in the table below and are profiled in the following slides. In addition to the current breakdown of the Project, the table displays the recommended breakdown of the facility.

Washington County Expo Competitive Facilities											
Facility	City/State	Miles from Washington Co.	Number of Arenas	Main Arena Seating	Main Arena Area	Total Arena Capacity	Total Arena Area	Livestock / Equine Stalls	Exhibit Space	Ballroom Space	Meeting Room Space
Waller County Fairgrounds	Hempstead, TX	25.1	2	2,500	27,500	2,500*	47,500*	510	0*	25,000*	10,000*
Brazos County Expo	Bryan, TX	37.6	2	3,000	31,300	3,720	74,700	956	48,000	26,000	13,600
Great Southwest Equestrian Center	Katy, TX	61.2	7	4,000	45,000	4,000	263,475	1,150	0*	15,000*	10,000*
The Lone Star Convention & Expo Center	Conroe, TX	67.9	4	5,000	31,250	5,000	47,750	200	45,000	56,000	13,700
Cadence Bank Center	Belton, TX	98.8	3	5,979	29,400	6,979	88,400	356	0	16,500	6,900
Extraco Events Center	Waco, TX	115.0	4	6,000	38,750	6,550	123,900	710	52,818	0	5,542
Average	-	67.6	4	4,413	33,867	4,792	107,621	647	24,303	23,083	9,957
Washington County Expo	Brenham, TX	-	2	2,500	27,600	2,500	27,600	226	0	0	16,072
Difference from Average	-	-	(2)	(1,913)	(6,267)	(2,292)	(80,021)	(421)	(24,303)	(23,083)	6,115
Washington County Expo Recommendation	Brenham, TX	-	2	5,000	38,500	5,500	70,000	600	30,000	20,000	10,000
Difference from Average	-	-	(2)	587	4,633	709	(37,621)	(47)	5,697	(3,083)	43

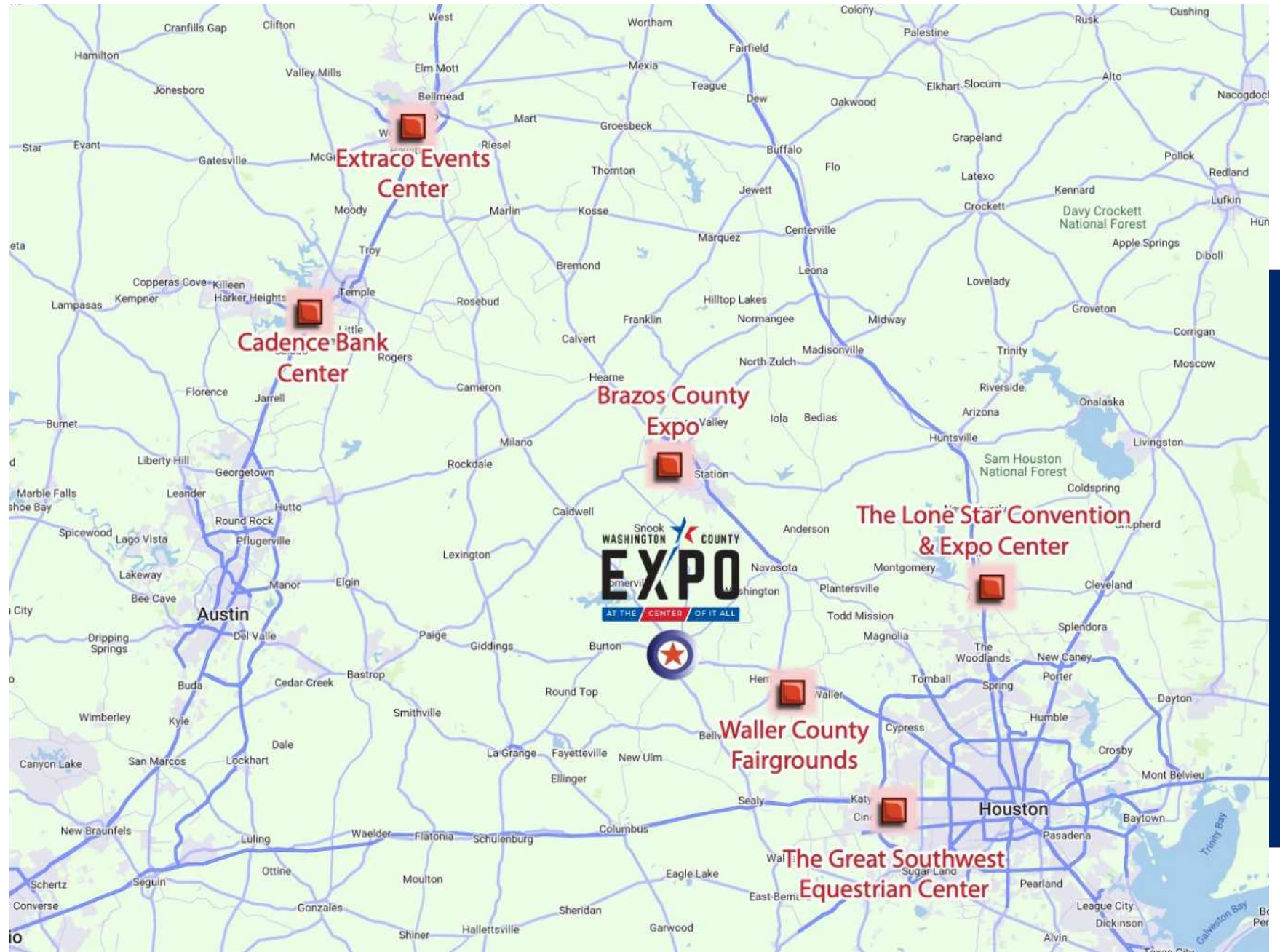
* indicates estimations
Source: Hunden Partners

Competitive Supply Map

The competitive set consists of six facilities within 120 miles of Washington County.

All of the facilities in this set are located along major highways and state routes to provide easy accessibility.

The closest facilities to the Washington County Expo include Waller County Fairgrounds in Hempstead, Brazos County Expo in Bryan, and the Great Southwest Equestrian Center in Katy.



Waller County Fairgrounds

Location: Hempstead, TX

Opened: 1945

Owner/Operator: Waller County Fair Association

Facility Features:

- Rodeo Arena (capacity of 2,500)
- Event Venue
- Indoor and Outdoor Pavilion



Notes:

The Waller County Fairgrounds facility is the closest competitive facility to Washington County. The rodeo arena recently just finished a renovation in November 2023, as a large roof was installed overhanging the rodeo arena.

The Fairgrounds attract a large amount of rodeo events as well as musical artists performing concerts in the rodeo arena. In addition to the arena, the Waller County Fairgrounds has extensive event and meeting facilities hosting gathering of 300 to 2,000 attendees.



Brazos County Expo

Location: Bryan, TX

Opened: 2007

Owner/Operator: Brazos County, TX

Facility Features:

- Two Rodeo Arenas (largest capacity of 3,500)
- Two Livestock/Equine Pavilions
- 50,000 SF Exhibit Hall connected to 26,000 SF Ballroom
- Additional Meeting Rooms and Catering Kitchen

Notes:

The next closest facility to Brenham is the Brazos County Expo. It is one of the newer facilities within the Central Texas area. The facility offers two large stadium arenas, multiple warm-up arenas and pavilions, as well as extensive function space.

Interviews indicate that the Expo is booked 50 weekends each year and 97 percent of clients are repeat users. Management staff at the facility hopes to expand in the next coming years, due to the constant influx of business.



Great Southwest Equestrian Center

Location: Katy, TX

Opened: 1985

Owner/Operator: Privately-owned

Facility Features:

- One large arena (capacity of 4,000)
 - Two other covered arenas and four outdoor arenas
- Six stall barns
 - 650 Permanent Stalls, 500 Temporary Stalls

Notes:

The Great Southwest Equestrian Center is a 65-acre facility in the Cinco Ranch area of Katy, TX. It is a premier equestrian center and host to some of the most prestigious horse shows in the country, with 70,000 class entries each year.

The Great Southwest Equestrian Center is the home of the Pin Oak Charity Horse Show, which is one of the oldest and most prestigious horse shows in the United States, raising upwards of \$7 million for charity annually.



The Lone Star Convention & Expo Center

Location: Conroe, TX

Opened: 2007

Owner/Operator: Montgomery County, TX

Facility Features:

- Rodeo Arena (capacity of 5,000)
- Equestrian Center (200 stalls)
- Convention Center (Ballroom & Meeting Space)
- Montgomery County Park (Exhibit Hall Space & Meeting Space)

Notes:

The Lone Star Convention & Expo Center is one of the largest convention and expo centers in Southern Texas, as it mainly serves the Houston metropolitan area. The entire complex sits on 128 acres of land just east of Interstate 45.

The large property has plentiful parking for all the buildings on-site including the semi-enclosed arena, the convention center and fairgrounds exhibit hall. The type of events hosted at the facility range from rodeo and roping events to galas and awards ceremonies.



Cadence Bank Center

Location: Belton, TX

Opened: 1987

Owner/Operator: Bell County, TX

Facility Features:

- Garth Arena (capacity of 5,979)
- Equine Livestock Complex
 - Two arena barns (one for show and one for warm-up)
 - 356 Stalls (136 Premium Stalls)
- Assembly Hall – (Exhibit Hall Space)

Notes:

The Cadence Bank Center hosts a wide variety of events, including fairs and carnivals, rodeos, concerts, local high school graduations, banquets, livestock shows, and various conventions.

As the facility grew larger, the Livestock/Equine Complex was constructed in 2021 and added to the venue's supply of spaces. The \$32 million complex has a 2-year waiting list and has drastically upgraded the shows offered.



Extraco Events Center

Location: Waco, TX

Opened: 1953

Owner/Operator: McLennan County, TX

Facility Features:

- The Coliseum (capacity of 6,000)
- BASE at Extraco (Sports-focused event center)
- Show Pavilion (710 Stalls)
 - One Indoor Arena, One Covered Arena, One Stall Barn

Notes:

The Extraco Events Center hosts a variety of events, including concerts, trade shows, rodeos, and sporting events. The venue is known for its versatility and has hosted a wide range of activities since 1953.

The Extraco Events Center's Coliseum was the original home of the Baylor University basketball team where games were held until 1988. The facility is the host of the Heart O' Texas Fair & Rodeo which accounts for 40 percent of facility revenues. Extraco Events Center grosses \$8.5 million in revenue annually.

