

October 25, 1968

TO: Washington County Fair Board

FROM: Washington County Fair Rodeo Committee

The rodeo committee met on October 23rd. The prime purpose of this meeting was to discuss the possible dates for the rodeo in 1969, and to decide upon the best date for the show. It was understood that the Fair Board has discussed the possibility of tying the rodeo in with the Happy Day's celebration over the 4th of July, and having a three-day show at that time. It was also understood that the Fair Board has set the dates for a Land Products Fair for August 14th, 15th, and 16th of 1969.

The committee agreed that the following three things are the basic requirements for a good, money-making rodeo, that will continue to grow over the years:

1. Audience
2. Livestock
3. Contestants

The audience factor can be highly variable, and since this is where the income is derived, much thought and discussion was devoted to this subject. The attendance at the Happy Days carnival and the fireworks display is excellent. The question was brought up as to whether or not this is a "rodeo crowd", and a large proportion of the crowd could be counted on to attend the rodeo, and pay the necessary admission charge. It was discussed that attendance during the afternoon of the 4th was not large, the great majority of the crowd arriving in the evening for the fireworks display. It was also understood that the Junior Rodeo took in less than \$1,000.00. There would be very definite audience competition with the St. Paul Rodeo over the 4th. St. Paul is looked forward to year after year by rodeo fans, and could be considered the Pendleton Roundup of this area. The distance is not great, and many spectators go to all performances. The Mollala Buckaroo possibly draws from a different area, and so far as audience is concerned, might not be too large a competitor.

The livestock factor is naturally extremely important. Good stock pleases the audience, and word travels as to the quality of the stock at a given show. An experienced stock contractor is of tremendous value behind the scenes, as he is fully aware of what makes a good show, and will work very hard toward this end. The contractor we had in 1967 is in the process of selling his stock, and who these animals will end up with is completely up in the air at present. The contractor we had in 1968 is committed to furnishing the stock for Mollala over the 4th of July. The only other con-

tractor is primarily interested in putting on a few rodeos in the central Oregon area, and has a Junior Rodeo on the 4th of July. He would have to lease most of the animals, if they could be found for that date, and contract with a trucking firm to transport them. There are approximately six to eight rodeos over the 4th, and this spreads the livestock out pretty thin.

The contestants, along with the stock, are the performers in the show, and good contestants are essential to hold an audience and keep it coming back in future years. As mentioned above, there are several rodeos over the 4th. Vale and Mollala are both NRA shows, and there are other shows in Washington which draw the NRA contestants, in spite of travel distances involved. The reason for this is that the purses at the 4th of July shows are large, and this is what attracts the best contestants.

A seemingly small, but very important item, concerns the availability of a good announcer and clown, and qualified judges and timers. All of these are in the same demand as livestock and contestants.

The budget required to put on a three-day show over the 4th would amount to approximately \$8200.00. This figure was arrived at after much discussion and careful weighing of all factors by the committee, and covers the following:

Stock and related costs:	\$4000.00
Advertising:	1200.00
Purse (8 events @ \$250.00)	2000.00
Misc. costs:	<u>1000.00</u>
	\$8200.00

The large increase in expenses over 1967 and 1968 would be due to an attempt to overcome the obstacles previously outlined, as well as to cover the costs of an additional show.

Anticipated revenue would amount to \$6,6000.00. This is based on a seating capacity and prices as follows:

1000 seats @ \$1.75	=	\$1750.00
765 seats @ 2.50	=	<u>1912.00</u>
		\$3662.00 x 3 = \$10,986.00

Estimated audience attendance is 60% of capacity, which amounts to a total gate receipt of \$6,600.00

The rodeo committee recommends that a two-day rodeo be held on the evenings of August 5th and 9th, 1969, which is the second weekend in August. This would schedule it at the same time as in 1968, and would eliminate the conflicts that would occur over the 4th of July. The rodeo would be over before the Land Products Fair started, and therefore overlapping use of the arena with the 4-H, Horse Show, etc., would be eliminated. Policing and crowd control would

be greatly simplified by having it on these dates.

The concensus of opinion was to aim toward settling on a date that can be maintained, and staying with it year after year, with the hopes of building up an audience that would look forward to and attend the local rodeo every year, hopefully in increasing numbers. As for gaining more county-wide support and interest, it was definitely felt that this is more apt to be attained through a Washington County rodeo, rather than a Hillsboro Happy Days Rodeo.