

WELCOME



2023 PRCA NATIONAL CONVENTION

TOM GLAUSE
PRCA CEO

A decorative graphic in the bottom-left corner consisting of a multi-pointed star shape with a glowing, dotted outline. The text "PRCA 2024 FOCUS" is centered within the star.

PRCA
2024 FOCUS



2024 PRCA FOCUS

DECEMBER 6, 2023



PRCA
2024 FOCUS

RODEO ADMINISTRATION



PRCA
2024 FOCUS

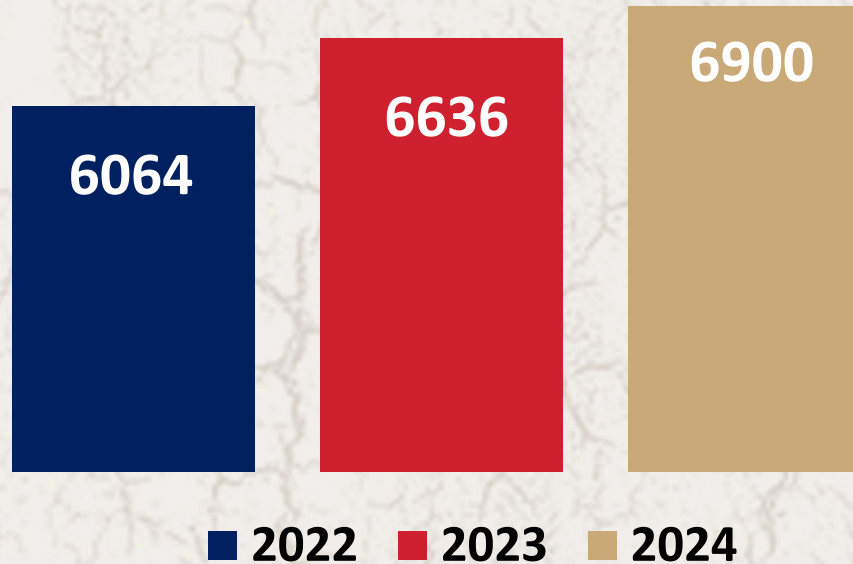
2023 SUMMARY

- Increased Membership by 9.4%
- Increased Approved Events by 2.5%
- Increased Entries by 6.5%
- Increased Permits by 9.5%
- Increased Total Payout by 13.4%



2024 FOCUS

- Continued Focus on Expanding Membership
- Create More Membership Opportunities
- Enhance Opportunities for Permits and Rookies



2024 FOCUS

CINCH PLAYOFFS



- Wildcard Round
Puyallup, WA | September 5-8
- Governor's Cup
Sioux Falls, SD | September 24-26
- Over \$1.75 Million Payout



2024 FOCUS

PLAYOFF SERIES LIST



Presented by:
PENDLETON
WHISKY

Odessa, TX
Denver, CO
Fort Worth, TX
San Antonio, TX
Jackson, MS
Tucson, AZ
Houston, TX
Austin, TX
Mercedes, TX
San Angelo, TX
Redmond, OR
Logandale, NV
Red Bluff, CA
Clovis, CA
Guymon, OK
Redding, CA

Woodward, OK
Sisters, OR
Reno, NV
Pecos, TX
Prineville, OR
Greeley, CO
Prescott, AZ
St. Paul, OR
Oakley City, UT
Cody, WY
Belle Fourche, SD
Livingston, MT
Red Lodge, MT
Basin City, WA
Vernal, UT
Calgary, AB

Casper, WY
Sheridan, WY
Elko, NV
Nampa, ID
Salt Lake City, UT
Spanish Fork, UT
Ogden, UT
Salinas, CA
Cheyenne, WY
Deadwood, SD
Dodge City, KS
Castle Rock, CO
Hermiston, OR
Lovington, NM
Logan, UT
Caldwell, ID

Canby, OR
Gooding, ID
Moses Lake, WA
Kennewick, WA
Bremerton, WA
Tremonton, UT
Filer, ID
Ellensburg, WA
Walla Walla, WA
Abilene, TX
Pendleton, OR
Albuquerque, NM

CINCH PLAYOFFS:
Puyallup, WA
Sioux Falls, SD



2024 FOCUS

ANIMAL WELFARE

- Support Western Sports Industry Coalition
- Oppose LA City Rodeo Ban
- Compile Multi-year Specific Injury Report
- Work with California Lobbyist at State Level
- Work with Lobbyist at Federal Level
- Work Closely with Rodeo Caucus in U.S. House of Representatives
- Monitor Local and State Animal Welfare Legislation



FIVE-YEAR PROJECTION

- 8,000 Members
- Increase Season Total Payout to \$80 Million
- Reduce Turnouts by Half
- Increase Entries to 180,000

“The recognized leader in professional rodeo, the PRCA is committed to maintaining the highest standards in the industry in every area...”



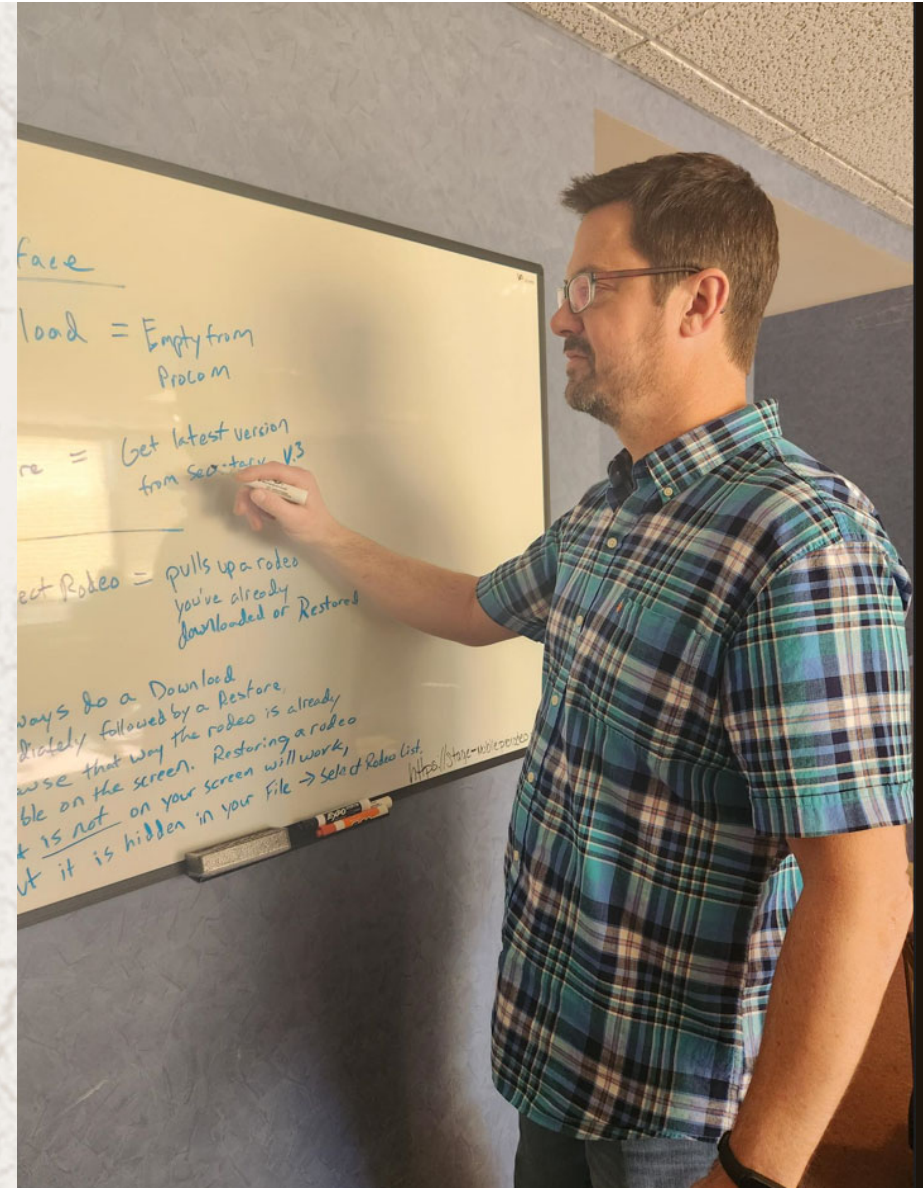
INFORMATION TECHNOLOGY



PRCA
2024 FOCUS

2024 FOCUS

- Reinforce Cyber Security Protection
- Launch Secretary System V3
- System Modernization



2024 FOCUS

REINFORCE CYBER SECURITY

- Monthly Mandatory Cyber Security Training for PRCA Staff
- Expanding Data Encryption
- Cyber Security System Assessment



2024 FOCUS

SECRETARY SYSTEM V3

- March 1, 2024: 1 Go Rodeos
- May 1, 2024: 90% of Rodeos
- September 30, 2024: Retire Secretary System V2
- 2024 NFR on Secretary System V3

Secretary System



Version: 3.0.8714.40800

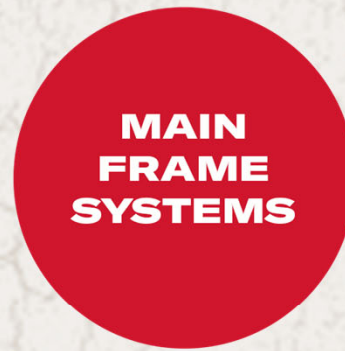
Build Date: 11/10/2023



2024 FOCUS

SYSTEM MODERNIZATION

- Migrate to Modern Member Services AR
- Design Future PRCA Systems to Replace Legacy AS/400



**RIGID
HARD CODED
INFLEXIBLE**

**ADAPTABLE
AGILE
CONFIGURABLE
EFFICIENT**

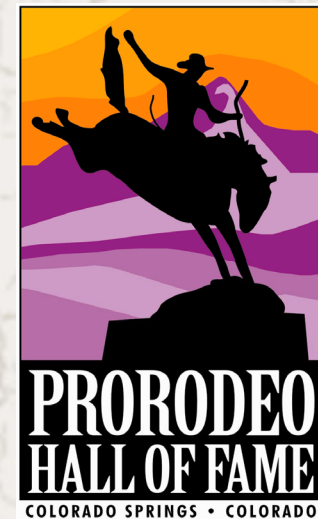
PRORODEO HALL OF FAME



PRCA
2024 FOCUS

2023 SUMMARY

- Triple Digit Increase in Social Media Engagement
- Increased All Museum Revenue Sources
- New Event Revenue Netted \$45K+
- Received Largest Individual Donation
- Recognized by Industry Leaders
- Increased Community Involvement and Outreach



2024 FOCUS

- 45th Anniversary Event and Exhibits
- Engage HOF Inductees
- Enhance Community Outreach
- Secure Grant and LART Funding
- Grow Local Membership and Engagement
- Revise Rodeo Committee Membership Program
- Assess Museum Exhibit Upgrades and Improvements



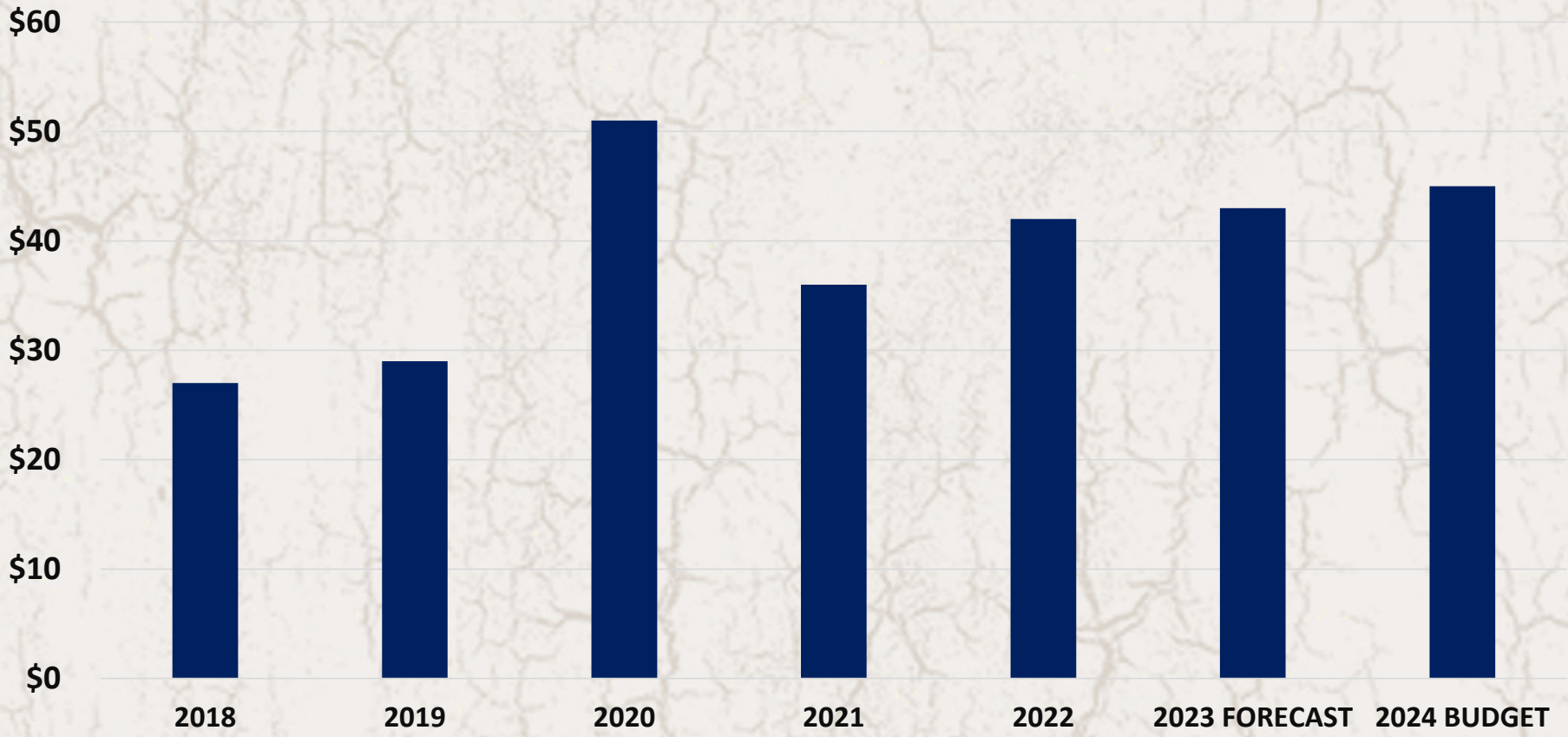
FINANCE



PRCA
2024 FOCUS

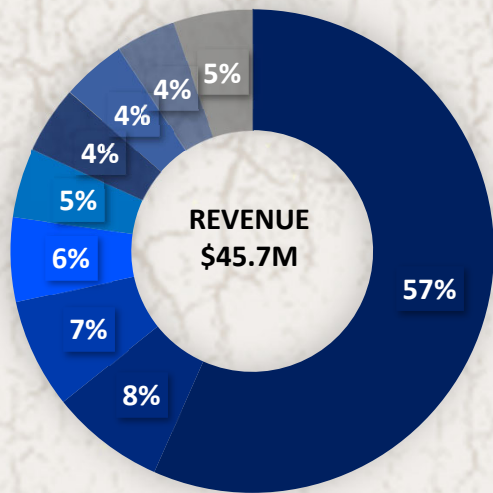
2023 FOCUS

CONSOLIDATED REVENUE TREND (\$ MILLIONS)

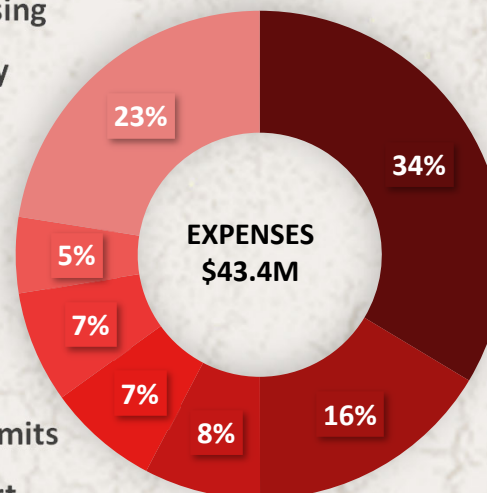


2024 FOCUS

2024 BUDGET



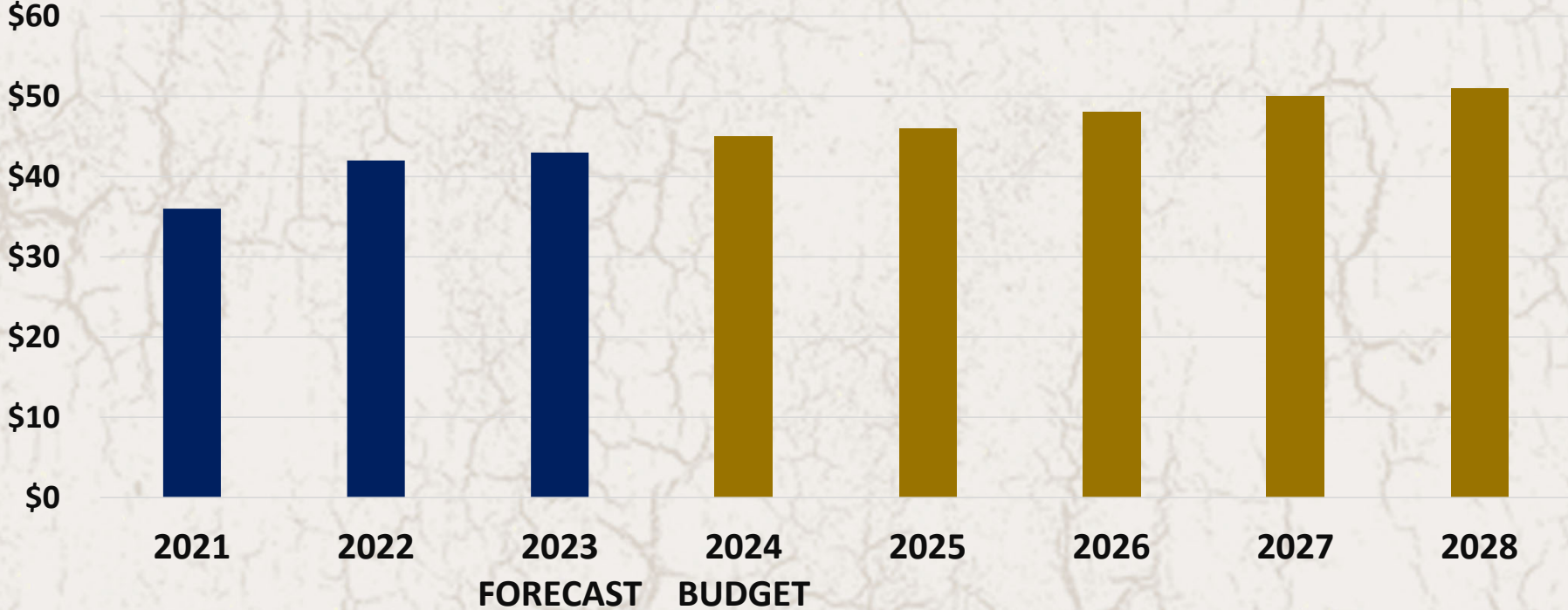
- Sponsorship, TV and Licensing
- Approvals and Prize Money
- Fines and Fees
- NFR and Convention
- Royalties
- Insurance
- Judging
- Membership Dues and Permits
- Other Revenue and Support



- Sponsorship & Promotions
- Salaries and Benefits
- NFR and Convention
- Judging
- Rodeo, NSRCF, Circuits, JR and Tour
- Insurance: Members & Company
- Other Operating Expenses

FIVE-YEAR PROJECTION

CONSOLIDATED REVENUE TREND (\$ MILLIONS)



PROPERTIES



PRCA
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2024 FOCUS

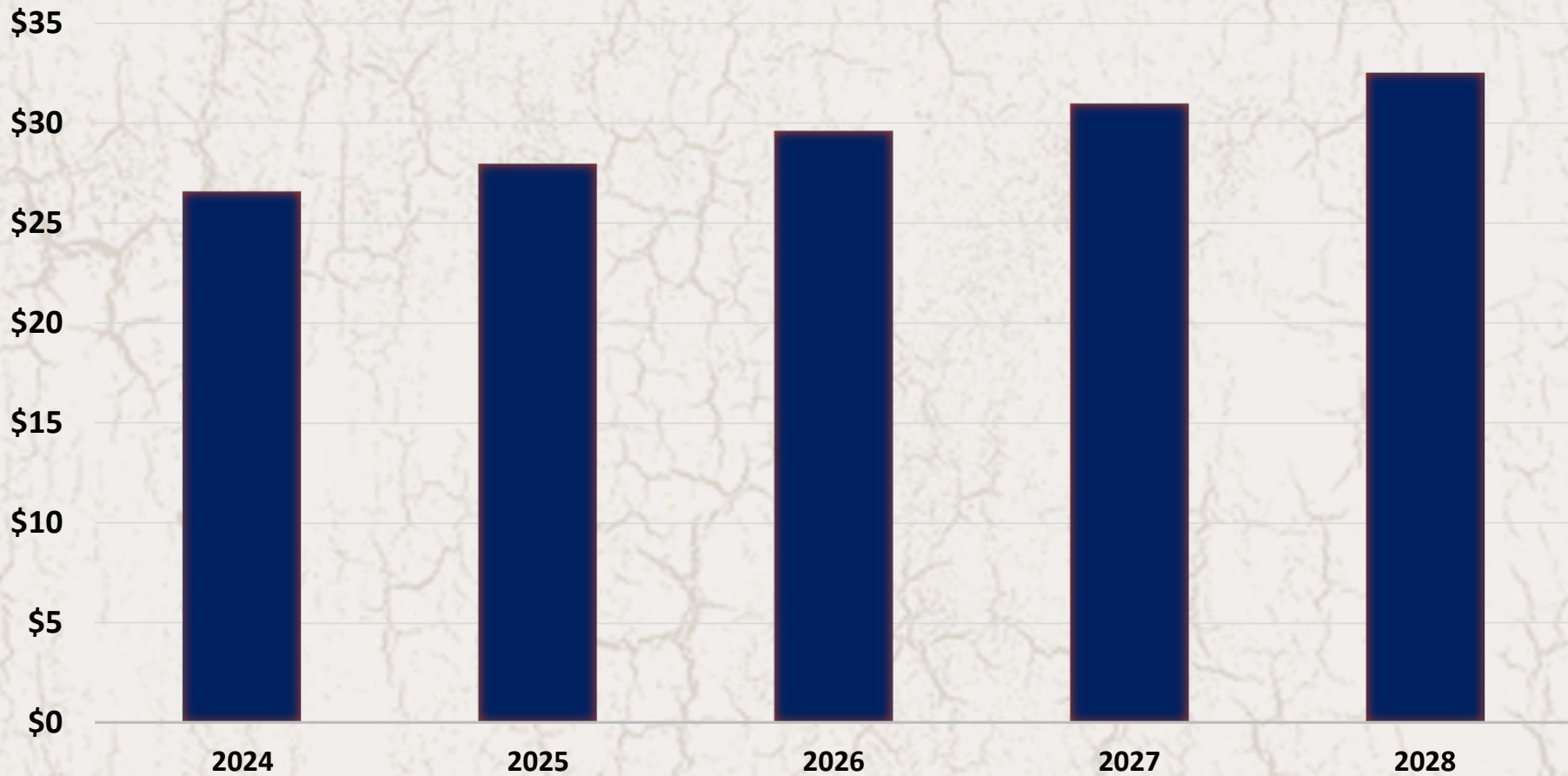
CORPORATE SPONSORSHIPS

- Engage, Renew and Expand the PRCA Family of Sponsors
- Value Our Longstanding Legacy Partners
- Continue to Develop Nonendemic Brands
- Grow Revenue by 5% in 2024



5 YEAR REVENUE

29% GROWTH PROJECTED OVER NEXT 5 YEARS (\$ MILLIONS)



2024 FOCUS

TOP PAYOUTS IN PRIMETIME

- Playoff Series Rodeos In Primetime - TV or Livestream Required for All Playoff Rodeos
- Primetime Rodeos have been Added to The Cowgirl Channel
- Work to Improve TV Production Quality with Local Rodeos
- Livestreams Include On-site Local Graphics



2024 FOCUS

PRCA YOUTH INITIATIVE GOALS



- Rodeo 101 – Goal is to Introduce Rodeo
- Skills Camp – More Advanced Training
- Top PRCA Athletes as Featured Instructors
- Both Roughstock & Timed Events
- Continue to Support Existing Youth Organizations



2024 FOCUS

EXPANDING THE PRCA BRAND

- Increase Licensing Revenue by 5%
- **DURANGO BOOTS** Launches the All-New “PRCA Collection” of Quality Western Boots
- **LEGENDS** is the New PRCA and NFR Merchandise Licensee
- **LEGENDS** is a Global Merchandiser and is Owned by the Dallas Cowboys and NY Yankees



LEGENDS.
GLOBAL MERCHANDISE



2024 TAKEAWAYS

CONTINUE TO DRIVE PRCA MOMENTUM

- Continue to Grow Membership and Payouts
- Migrate to New Member Management Systems
- Celebrate the 45th Anniversary of the PRORODEO Hall of Fame and Develop New Revenue Opportunities
- Maintain Positive Financial Trajectory
- 29% Revenue Growth in Properties over Next Five Years



WE ARE PRORODEO



UP NEXT...

PRCA BREAKOUT SESSIONS

A decorative star-shaped logo with a glowing, dotted border. The text "PRCA" is positioned above "2024 FOCUS" within the star's center.

PRCA
2024 FOCUS



KEYNOTE SPEAKER
CODY JOHNSON

PRCA
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