



American Royal Strategic Framework 2022-2026

Updated January 12, 2023

Purpose, Mission, Vision, Principles & Strategic Objectives





Purpose

We **exist to champion food and agriculture.**

Mission

Our mission is **to be the Nation's leader for food and agriculture education, events, and engagement.**

Vision

Our vision is a world where **food and agriculture are celebrated, and all generations are committed to its future.**



Guiding Principles

We Believe In...

- ... Agrarian Values
- ... Inspiring Leaders
- ... The Impact of Agriculture
- ... Personal Growth through Competition
- ... Fun and Celebration

We Are...

- ... Food and Agriculture Leaders
- ... A Catalyst for Innovation
- ... A Trusted Resource
- ... Conveners and Collaborators
- ... A Valued Partner



Strategic Objectives



**Produce
High-Quality
Agricultural
Events and
Experiences**



**Deliver
Agricultural
Discovery,
Learning and
Engagement**



**Inspire and
Develop Talent
for Food and
Agriculture**



**Build the Nation's
Premier
Agriculture Event,
Entertainment and
Engagement
Campus**



**Lead and
Influence Food
and Agriculture**



**Be a High-
Performance
Organization**



Produce High-Quality Agricultural Events and Experiences

The American Royal will be America's destination of choice for livestock shows, BBQ competitions, equine events, rodeos, and other high-quality competitive food and agriculture events and experiences.



Deliver Agricultural Discovery, Learning and Engagement

The American Royal will create a learning experience for all ages that will tell the agriculture story and create pride in the agricultural heritage of our region and nation. The Royal will help consumers make meaningful connections with those who grow and raise their food and instill a heightened understanding and trust in agriculture.



Inspire and Develop Talent for Food and Agriculture

The American Royal will help develop the next generation of leaders for the food, agriculture and natural resource industry. The Royal will spotlight the opportunity for careers in agriculture, help young people build potential for career success, and encourage personal and professional growth.



Build the Nation's Premier Agriculture Event, Entertainment and Engagement Campus

The American Royal will build an agriculture showcase, competition venue and learning environment unmatched in the nation. The Royal will be the intersection of agriculture and innovation, a hub where food and agriculture connect and call home, and a place where people of all ages, backgrounds and cultures gather, discover and celebrate agriculture.



Lead and Influence Food and Agriculture

The American Royal will be a trusted convener, meaningful partner, respected resource, and influential leader for food, natural resources, and agriculture.



Be a High- Performance Organization

The American Royal will be an authentic and high-performance non-profit organization that provides exceptional stakeholder experiences, engages and adds value to the community, stewards the resources entrusted to it, and is committed to operational excellence that leads to short-term acceleration and long-term, sustainable growth of the organization.

Strategic Objectives *with Initiatives*





Produce High-Quality Agricultural Events and Experiences

The American Royal will be America's destination of choice for livestock shows, BBQ competitions, equine events, rodeos, and other high-quality competitive food and agriculture events and experiences.

- Build the livestock show into the premier and most respected youth and open show in the country
- Increase the relevance and prominence of rodeo events
- Host the premier global BBQ competitions and entertainment events
- Reach regional or national prominence in branded and hosted equine shows and events
- Expand the overall event season to be year-round



Deliver Agricultural Discovery, Learning and Engagement

The American Royal will create a learning experience for all ages that will tell the agriculture story and create pride in the agricultural heritage of our region and nation. The Royal will help consumers make meaningful connections with those who grow and raise their food and instill a heightened understanding and trust in agriculture.

- Create and implement a continuum of agricultural education resources, experiences and programming for elementary and middle school students and teachers to be delivered both locally and virtually
- Create and implement a continuum of agricultural education resources, experiences and programming for secondary students and teachers to be delivered both locally and virtually
- Create and implement food and agriculture experiences and programming for consumers and adult learners
- Design and execute educational programming and experiential opportunities to tell the agricultural story to intentional and unintentional learners



Inspire and Develop Talent for Food and Agriculture

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- Design and initiate execution of an inspiring and engaging in-person and virtual career experience continuum
 - Expand the scholarship program and establish a scholarship endowment
 - Facilitate professional development opportunities for industry leaders
 - improve and expand competition-based educational experiences
 - Engage high school and collegiate students in unique food and agriculture leadership experiences
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Build the Nation's Premier Agriculture Event, Entertainment and Engagement Campus

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- Design and build a new complex that will be a destination of choice with the operational capability to host events and programming year-round
- Develop and execute financing plan to allow the campus project to be completed in timely fashion
- Build an innovative learning center and integrate food and agriculture education through the entire facility
- Develop a comprehensive operational model that lays the blueprint for financial success
- Design and develop the plan for the festival grounds as a future home for the BBQ and additional outdoor events
- Collaborate with landowners within the STAR Bond district to design complementary plans for land use within the district
- Collaborate with industry partners and campus developers to create an American Royal campus and ecosystem
- Build public understanding, support and engagement in the new campus plan



Lead and Influence Food and Agriculture

The American Royal will be a trusted convener, meaningful partner, respected resource, and influential leader for food, natural resources, and agriculture.

- Build on the American Royal's recognized legacy and reputation to create credibility and respect as an agricultural leader
 - Partner with the National Agricultural Center and Hall of Fame (NACHoF)
 - Establish collaborative partnerships to promote and support agriculture
 - Establish a national/global network of food, agriculture, and natural resource leaders and resources to enhance organizational credibility and steer industry leadership efforts
 - Convene constituents by hosting events (forums, conferences, and/or summits) with purposeful discussions, conversations and collaboration on the issues and opportunities facing food and agriculture
 - Explore potential for a complementary entity/endowment/foundation with focus on science and research
 - Actively engage in the food and agriculture industry and the fairs and events world through participation, event attendance and leadership
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Be a High-Performance Organization

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- Reimagine and reorganize the governance, membership and volunteer structures to be more engaging and effective
- Build operational capacity to own and operate a year-round food and agriculture event, education and entertainment venue
- Develop and implement a comprehensive financial strategy with multi-year targets for sponsorships, grants, and financial contributions
- Develop and implement a comprehensive marketing and communications plan that supports all aspects of the American Royal
- Strengthen relationship with affiliates (BOTAR and Saddle & Sirloin) and subsidiary organizations (Chairman's Club) by optimizing mutual benefit with year-round engagement
- Drive significant economic impact in the greater Kansas City region
- Enhance the American Royal's position as an asset to the Kansas City community by strengthening and establishing relationships with major Kansas City programs and events

