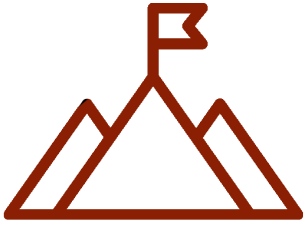


A photograph of a woman in a yellow shirt and suspenders shaking hands with a man in a suit and cowboy hat at a rodeo. The woman is smiling and holding a lead rope attached to a dark horse. The background shows a rodeo arena with other people and horses. The entire image is overlaid with a semi-transparent reddish-brown filter.

# 2022 ANNUAL REPORT



## MISSION

To be the Nation's leader for food and agriculture education, events and engagement.



## VISION

A world where food and agriculture are celebrated, and all generations are committed to its future.



## PURPOSE

We exist to champion food and agriculture.

## GUIDING PRINCIPLES

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### WE BELIEVE IN

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

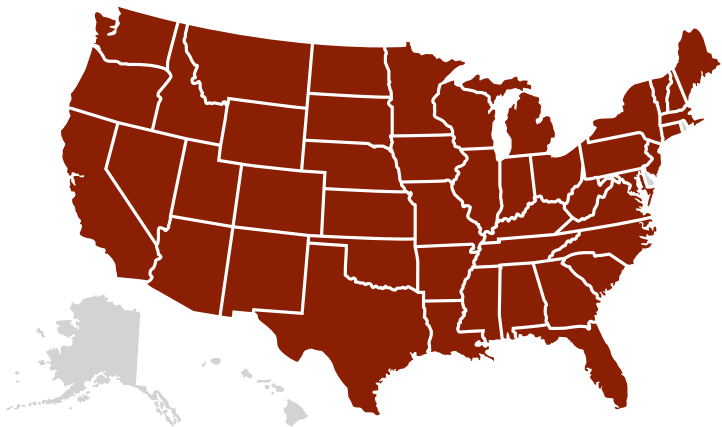
### WE ARE

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

## STRATEGIC OBJECTIVES

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- 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



## EVENT PARTICIPANTS

The American Royal attracts participants from across the globe to compete in high-quality agricultural events and experiences.

# 46

STATES

# 14

COUNTRIES



## ECONOMIC IMPACT

American Royal events drive a significant impact in the local economy.

OVER  
**\$55,000,000**

ESTIMATED  
ECONOMIC IMPACT



## ATTENDEE DAYS

Attendee days are the total number of attendees at an American Royal event. Through 506 event days, 564,619 attendees were impacted.

# 390,910

IN-PERSON

# 173,709

VIRTUAL



# SPRING AND FALL FIELD TRIPS

Field Trip was held twice, coinciding with the Youth Rodeo in the spring and the Livestock show in the fall.



 **1,222** STUDENTS

# WORLD SERIES OF BARBECUE

The World Series of Barbecue® boasted a record number of teams at the Kansas Speedway.



 **505** BBQ TEAMS

# LIVESTOCK SHOW

The 123<sup>rd</sup> American Royal Livestock Show featured a new division in the cattle show, as well as a revised schedule to host the Royal Elite Drive and the Junior Premium Livestock Auction back-to-back. The American Royal is the only national show to do this.



**4,122**  
LIVESTOCK ENTRIES



**122**  
JUDGING TEAMS





## SCHOLARSHIPS

The American Royal offers nearly 100 scholarships for outstanding leadership and academic excellence. Scholarships are awarded through applications or in the show arena.

# \$156,800

AWARDED

## EQUINE SHOWS

The American Royal hosted four regionally and nationally prominent equine shows.

# U 3028

EQUINE ENTRIES



## ORGANIZATION STATS



# 49.6 MILLION

MEDIA IMPRESSIONS



# 5,425

VOLUNTEER HOURS



# BOARD OF DIRECTORS

**Gordon Lansford**

Chairman  
JE Dunn

**Brad Bendle**

Treasurer  
Next-Level Growth Strategies

**Lindsey Smith**

Corporate Secretary  
Excolo, LLC

**Bret Borota**

Amazon Web Services

**Carol Carlson**

Community Volunteer

**Tim Congrove**

Shook, Hardy & Bacon

**Andrew Fahey**

JM Fahey Construction

**John Fuchs**

Edward Jones

**Walt George**

G3 Consulting, LLC

**Evan Howe**

Saddle and Sirloin Club  
Representative

**Brian Illig**

TIFEC

**Cliff Illig**

TIFEC

**Mark Kolkhorst**

Retired, ADM

**Ann Konecny**

Foley Equipment

**John Lagemann**

Retired, John Deere

**Missy Love**

BioStar Renewables

**Alex Lowe**

Go Chicken Go

**Pat Macy**

Oracle Cerner

**Ford Maurer**

Foxx Equipment

**Julie McCann**

BOTAR Representative

**Russ Meinhardt**

Old World Spices & Seasonings

**John Moncke**

Kansas City Power  
& Light District

**Blake Nelson**

American Maine-Anjou Association

**Ben Nichols**

Compass Minerals

**Jeanette Prenger**

ECCO Select

**Mike Roos**

KPMG

**Duke Sand**

Seaboard Foods

**Jara Settles**

Livestock Marketing Association

**Mark Stewart**

Agriculture Future of America

**David Stofer**

Mariner Wealth Advisors

**Sarah Tate**

University of Kansas  
Health System

**Charlie Tetrick**

Walz Tetrick

**Ken Wagner**

Heritage Tractor

**Jack Ward**

American Hereford  
Association

**Ryan Wilkerson**

Haas & Wilkerson

**Jeff Yowell**

Getter Farms, LLC

# LIFETIME DIRECTORS

**Malcom Aslin**

Entrepreneur

**Bryan Beaver**

Flat Tail Ranch

**Harry Cleberg**

Retired

**John Dillingham**

Dillingham Enterprises

**David Fowler**

Retired

**Mary Hunkeler**

Community Volunteer

**Mariner Kemper**

UMB

**Brant Laue**

Laue Ranch

**Pete Lemke**

Retired

**Fred Lyons**

Five Creek Ranch

**Greg Maday**

SpecChem

**John Mitchell, Jr.**

Mission Drive Capital

**Robert Petersen**

Kansas City Agribusiness  
Council

**Cynthia Savage**

Raphael Hotel Group

**Angie Stanland**

TIFEC

**American Royal Association**

1701 American Royal Court  
Kansas City, MO 64102