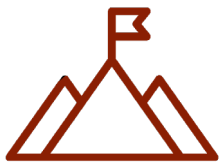




THE AMERICAN ROYAL



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.



PURPOSE

We exist to champion food and agriculture.

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

STRATEGIC INITIATIVES

Produce High-Quality Agricultural 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

- 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

- 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

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

- 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

- 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

Be a High-Performance Organization

- 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