



2025 AMERICAN ROYAL
ANNUAL REPORT

OUR PURPOSE

We exist to champion food and agriculture.

Since 1899, we have been dedicated to leading food and agriculture education, events, and engagement as a 501(c)(3) nonprofit. We host nationally competitive livestock shows, the world's largest barbecue competition, equine events, rodeos, and educational outreach, impacting nearly half a million people each year. With the support of our partners, members, and volunteers, we strive to create a future where food and agriculture are celebrated for generations to come.



OUR MISSION

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

OUR VISION

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



LETTER FROM THE **CHAIRMAN OF THE BOARD**

The American Royal has finished a busy year that can best be summed up as record breaking and foundational to the bright future ahead. We were able to ‘beef’ up (pun intended) our leadership team with the addition of Pat Macy, who assumed the role of Managing Director. Pat has been a member of the American Royal Board for many years and has played a major leadership role in the annual BBQ and other American Royal events.

Our spring and fall livestock shows were record setters in both attendance and participants. We drew contestants from across the country and our Junior Premium Livestock Show was a highlight of the fall event. We held several Equine events and of course our annual rodeo. This year’s rodeo saw standing room only on Friday and Saturday night and the outdoor parties were blessed with pleasant weather. Lastly our affiliates; BOTAR, Saddle and Sirloin, and the Chairman’s Club hosted several events, and we are

forever grateful for all they do for the American Royal.

The new campus project gained steam at the end of the year with final approvals on the Development Agreement and our first tranche of STAR Bonds. Construction will resume during the first quarter of 2026 with the hope of hosting events in early fall. It is a new chapter in the 126 years of the American Royal.

Thank you to everyone who continues to play a role in making the American Royal the jewel of Kansas City and the epicenter for Food and Agriculture.



WALT GEORGE
BOARD CHAIRMAN

2025 HIGHLIGHTS



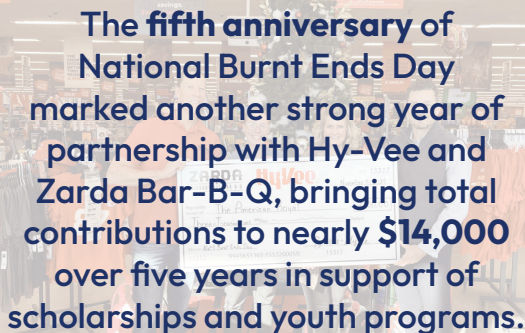
The American Royal Sporting Clays Challenge celebrated its **10th anniversary**, marking a decade of camaraderie, competition, and meaningful support for youth and education initiatives that advance our mission.

SPORTING CLAYS



The American Royal continued its **partnership with Make-A-Wish**, collaborating with John Deere to grant Remi's wish, helping present Lizzie's wish at the Rodeo, and being honored with the The Power of One – Financial Assistance Award.

MAKE-A-WISH



The **fifth anniversary** of National Burnt Ends Day marked another strong year of partnership with Hy-Vee and Zarda Bar-B-Q, bringing total contributions to nearly **\$14,000** over five years in support of scholarships and youth programs.

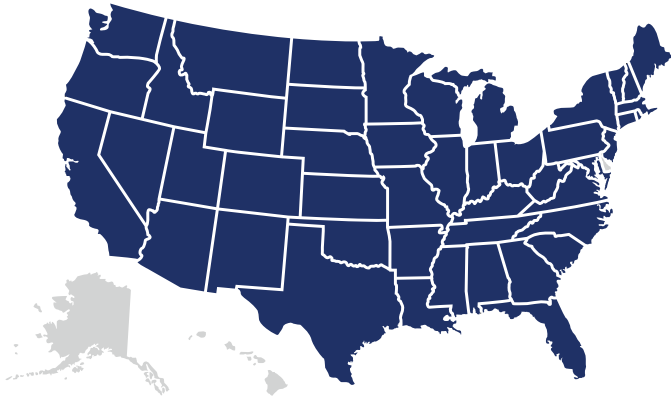
NATIONAL BURNT ENDS DAY



The American Royal/UPHA National Championship Horse Show crowned **73 National Champions**, continuing its longstanding tradition as one of the nation's most prestigious equine competitions for exhibitors from across the country.

AMERICAN ROYAL/UPHA NATIONAL CHAMPIONSHIP

OUR YEAR AT A GLANCE



EVENT PARTICIPANTS

We attract participants from across the globe to compete in high-quality agricultural events and experiences.

47

STATES

26

COUNTRIES

57%

EVENTS WITH STATES IN ADDITION TO MO AND KS REPRESENTED

MEDIA STATISTICS

8.6
MILLION

SOCIAL MEDIA
VIEWS

140
MILLION

TOTAL POTENTIAL
REACH THROUGH
MEDIA COVERAGE

8.2
PERCENT

GROWTH IN
FOLLOWERS
ACROSS SOCIAL



ATTENDEE DAYS

Attendee days are the total number of attendees at our events. Through **311** event days, **383,866 in-person** and **648,824 virtual** attendees were impacted.



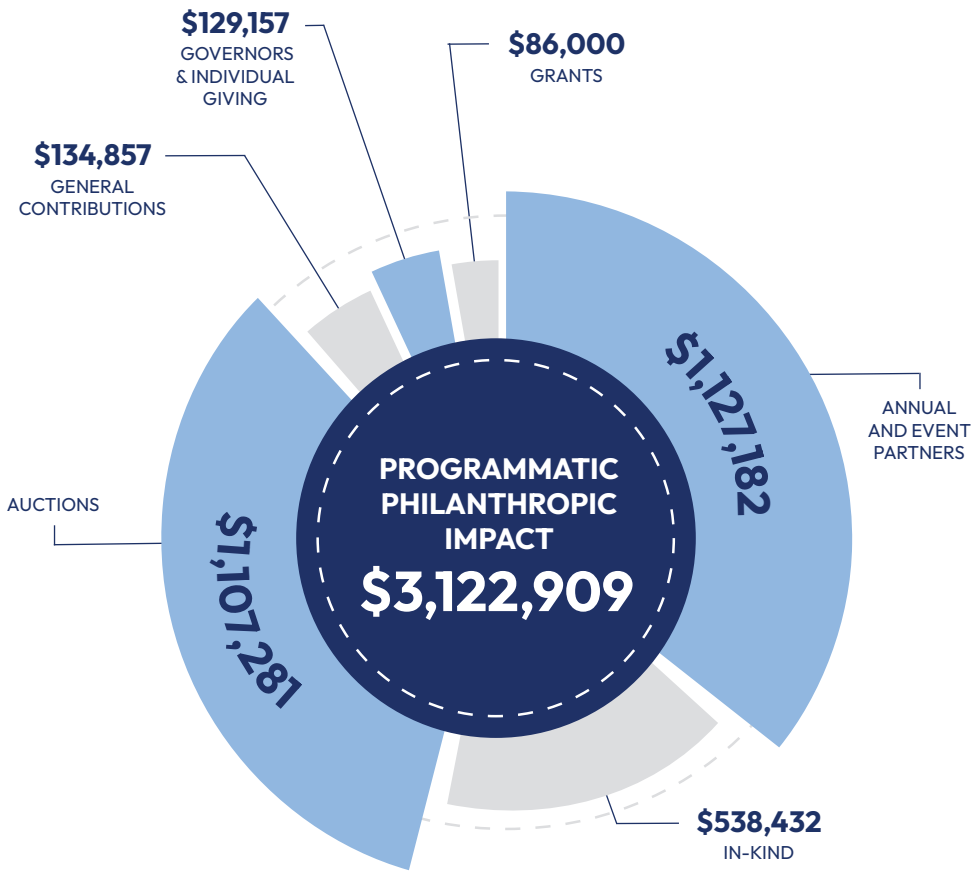
1,032,665

TOTAL ATTENDEES



185

GOVERNORS



ECONOMIC IMPACT

NEARLY
\$92

MILLION
ESTIMATED ECONOMIC
IMPACT IN 2025

OVER
\$48

MILLION
ESTIMATED DIRECT
ECONOMIC OUTPUT IN 2025



350

UNIQUE EVENT
VOLUNTEERS



6,008

EVENT VOLUNTEER
HOURS

\$619,900

AWARDED IN SCHOLARSHIPS

We offer nearly 100 scholarships for outstanding leadership and academic excellence. Scholarships are awarded through applications or in the show arena.





2025 EVENTS BY THE NUMBERS

LIVESTOCK SHOWS

9,610

TOTAL SHOW ENTRIES



TOTAL NUMBER
OF EXHIBITORS
IN THE SPRING &
FALL SHOWS

2,796

TOTAL LIVESTOCK WEBCAST VIEWS

409,000



\$805,100

JPLA ROYAL ELITE AUCTION
SALE GROSS ACROSS 61 LOTS

BARBECUE COMPETITIONS

387

SAUCES FROM
37 STATES AND
8 COUNTRIES



RUBS FROM 30
STATES AND
7 COUNTRIES

333

401

TEAMS ENTERED IN
THE WORLD SERIES
OF BARBECUE®
FROM 37 STATES
AND 8 COUNTRIES



622

JUDGES AT THE WORLD
SERIES OF BARBECUE®

TEAMS FROM 10 STATES
COMPETING IN THE
BACKYARD BBQ

35

YOUTH AND PRORODEO

390

YOUTH RODEO ENTRIES
FROM 10 STATES



519

PRORODEO ENTRIES



RODEO CONTESTANTS
COMPETED FOR A TOTAL
PRIZE PURSE OF

\$119,451

ACROSS 8 RODEO
EVENTS DURING THE
3-DAY COMPETITION

EVENT ATTENDANCE

7,284

EDUCATIONAL EVENTS

NUMBER OF STUDENTS
ATTENDING FIELD TRIP

4,440



NUMBER OF
SCHOOLS
ATTENDING
FIELD TRIP

74

COMPETITIVE
EDUCATIONAL
CONTEST
PARTICIPANTS

525



647

CONTESTANTS
COMPETED IN FIVE
JUDGING CONTESTS

PERSONAL GROWTH THROUGH COMPETITION

Competition is a powerful catalyst for personal growth and a guiding principle of our strategic plan. As we continue our work to be the nation's leader in food and agriculture education, we have intentionally expanded competitive educational opportunities that reinforce learning, build confidence, and prepare participants for success beyond the arena.

In recent years, we have added new competitive educational components to many of our signature events, resulting in strong participation and growing national reach. Programs such as the **Farm Equipment Career Development Event** welcomed **58 participants** representing **16 teams** in just its third year, while the **Livestock Judging Clinic** engaged **81 participants** from **17 states** in its second year. Other educational contests, including the **Hippology Contest**, **Equine Judging Clinic**, and **Livestock Educational Contests** in ag sales, interviews, photography, and marketing, drew more than **300 combined participants** from across the country, highlighting the demand for hands-on agricultural learning.

Youth-focused programming also continued to expand. Newer initiatives such as **Junior Judging** attracted **53 participants** from **six states** in its inaugural year, while the **Youth Rodeo Education Program** welcomed

participants from **five states** in its first year. Longstanding programs like **KidsQue** continued to introduce younger audiences to food and agriculture education, engaging **80 participants** from **14 states**.

Our commitment to education extended beyond competition through the **High School Animal Science Program**, which reached **355 students** from **nine schools** over three months. Students had the opportunity to connect directly with professionals from leading agricultural and animal health organizations, veterinary programs, and academic institutions, providing meaningful insight into career pathways within the industry.

At the collegiate and national level, participation remained strong across livestock, meat, and crops judging contests. Events such as **Intercollegiate Livestock Judging**, **Intercollegiate Meat Judging**, and **National 4-H** contests collectively engaged more than **600 students** from over **20 states**.

Together, these programs demonstrate how competition fuels growth, learning, and leadership. By continuing to invest in competitive educational experiences, we are equipping participants with the skills, knowledge, and confidence needed to succeed.



MOMENTUM BUILDS ON OUR NEW HOME

Momentum continues to build around the new American Royal campus as strategic financing milestones and site progress position the project for its next phase. In 2025, organizational efforts centered on strengthening public-private partnerships and obtaining the public funding approvals required to sustain progress through the remainder of the year, enable continued construction in 2026, and ensure long-term success. With these financing milestones now successfully achieved and strong stakeholder engagement in place, the project is well positioned to advance toward phased completion and the realization of a world-class campus.



February 2025: Construction progress at the new campus, with the Barns & Exhibition Hall now upright and foundational work underway for the arenas, administrative offices, and the Learning & Engagement Center.

PROJECT MILESTONES:

- **April 2025:** The Unified Government approved an updated STAR Bond Financing Plan for the new American Royal campus, authorizing up to \$155 million in public financing to support continued development of the project.
- **Fall 2025:** With public financing approvals in place, construction sequencing and programmatic planning advanced to support a targeted 2026 opening of the Barns & Exhibition Hall, while work on the remaining campus components continues.
- **December 2025:** The Unified Government approved an updated STAR Bond Agreement, refining the phasing structure of the public financing to better align bond issuance with construction priorities and project milestones.

WHAT'S NEXT:

- **March 2026:** STAR Bond closing
- **Spring 2026:** Construction resumes on site, and the team begins contracting and confirming event rentals
- **Fall 2026:** Completion of the Barns & Exhibition Hall. American Royal events that align with the facility's scope will transition to the new campus, and rental events will begin to be hosted on site.
- **Late 2028:** Completion of the remaining campus components

2025 KEY NUMBERS:

| | | |
|------------|---------------|-------------------|
| 38 | 280 | 200+ |
| SITE TOURS | SITE VISITORS | INTERESTED EVENTS |

BOARD OF DIRECTORS

Chairman | Walt George, G3 Consulting, LLC
Vice Chairman & Chair Elect | Lindsey Smith, Excolo, LLC
Secretary | Jara Settles, Livestock Marketing Association
Treasurer | Brad Bendle, Next-Level Growth Strategies
Scott Bormann, Saddle and Sirlain
Bret Borota, Amazon Web Services
Megan Bubbs, Reece Nichols
Carol Carlson, Community Volunteer
Tim Congrove, Shook, Hardy & Bacon
Allen Dillingham, Dillingham Enterprises, Inc.
Andrew Fahey, JM Fahey Construction
Paul Friedrichs, United Mosquito & Fly Control
John Fuchs, Edward Jones
Jim Gamble, Keller Williams
Richard Green, U.S. Engineering
Alden Harris, Bartlett, a Savage Company
Kevin Heikes, Intent
Evan Howe, Kansas State Bank
Angela Hudson, Oracle
Carl Ice, Retired, BNSF
Mark Kolkhorst, Retired, ADM
Ann Konecny, Foley Equipment
John Lagemann, Retired, John Deere
Gordon Lansford, JE Dunn
Missy Love, BioStar Renewables

LIFETIME DIRECTORS

Malcolm Aslin, Entrepreneur
Bryan Beaver, Flat Tail Ranch
Harry Cleberg, Retired, Farmland
John Dillingham, Dillingham Enterprises
David Fowler, Retired, KPMG
Mary Hunkeler, Community Volunteer
Mariner Kemper, UMB Bank
Brant Laue, Laue Ranch

Alex Lowe, Go Chicken Go
Russ Meinhardt, Acumen
David Morris, University of Kansas School of Business
Blake Nelson, American Maine-Anjou Association
Ben Nichols, Compass Minerals
Molly Olson, Eli Lilly and Company
Amy Polen, UMB Bank
Jeanette Prenger, ECCO Select
Randy Reinhardt, Zephyr Products
Tony Rohr, Multistudio
Mike Roos, KPMG
Mark Stewart, Agriculture Future of America
David Stofer, Mariner Wealth Advisors
Scott Strickland, CommunityAmerica Insurance Agency
Sarah Tate, Sanofi
Charlie Tetrick, Walz Tetrick
Mark Thomas, Copaken Brooks
Trae Venerable, Kansas City National Security Campus
Ken Wagner, Retired, Heritage Tractor
Jack Ward, American Hereford Association
Natalie Welch, BOTAR
Nancy Wilkerson, Donnelly College
Ryan Wilkerson, Haas & Wilkerson
Jeff Yowell, Getter Farms, LLC

Pete Lemke, Retired, EFL Associates
Fred Lyons, Five Creek Ranch
Greg Maday, SpecChem
John Mitchell, Jr., Mission Drive Capital
Robert Petersen, Petersen Consulting
Cynthia Savage, Raphael Hotel Group
Angie Stanland, TIFEC



American Royal Association

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