

RESOLUTION NO. 110807

Declaring October 21, 2011, as the American Royal "Saddle Up Kansas City" Day.

WHEREAS, founded in 1899, the American Royal is dedicated to promoting the region's agricultural heritage and values by serving as a national stage for a series of competitive events, including one of the country's largest barbecue contests and one of the country's largest combined livestock, horse show, and rodeo competitions; and

WHEREAS, each year, the American Royal contributes some \$70 million to the local economy and generates almost \$2 million towards the purpose of providing scholarship monies and programs to support careers in agriculture, in addition to reaching more than 55,000 children through educational programming in the community; and

WHEREAS, this year is American Royal's 112th year and will be only one of nine "Gold Tour" rodeos sanctioned by the Pro Rodeo Cowboy Association with events being held on October 27-29 at Sprint Center; and

WHEREAS, these events are championship-caliber events, attracting the world's best cowboys and cowgirls riding the sport's most athletic animals and competing for the most prize money in Kansas City rodeo history; and

WHEREAS, in recognizing the contributions of the American Royal, on October 21, 2011, the American Royal will place cowboys, cowgirls, and horses at key locations around town, run special ads in the Kansas City Star, feature special lighting on the side of the Marriott Hotel Downtown, create online "buzz" with bloggers and online news sources, and collaborate with local retailers; NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF KANSAS CITY:

That the Mayor and Council hereby declare October 21, 2011, as the American Royal "Saddle Up Kansas City" Day; and

BE IT FURTHER RESOLVED that this Resolution be spread upon the Minutes of the Council in testimony thereof and that a copy hereof be presented to Dave Fowler and Brant Laue, current and incoming Chair of the American Royal Board, with the appreciation of the Mayor, Council and citizens of Kansas City for this outstanding event being held in Kansas City.
