



Where *They* Are Coming From:

Business Traveler:

Travel Segment	Total	Percentage of People 50 miles or greater	Average Night Stay
Cattle Buyers	678 Registered Buyers	92%	1 Nights Stay
Cattle Consignors	176 Consignors for 380 Head of Livestock	93%	2 Nights Stay
Horse Buyers	596 Registered Buyers	89%	1 Nights Stay
Horse Consignors	137	88%	2 Nights Stay
Vendor	264	73%	10 Nights Stay





Horse and Cattle Registered Buyers:

Registered buyers are the people who sign up for buyer numbers in Rushmore Hall at the Livestock Office. We estimate 2 people per number as the male is the typical buyer for a ranching operation; as the stock show is a family destination or vacation during the winter months prior to the ranching industries busiest time of year; calving season.

Buyer numbers all filled out according to ranches and not individuals.

A total of 1274 buyer numbers were completed. We estimate 2 people per buyer number, resulting in a total of 2,548 people. The the CVB uses a daily spending rate of \$125.

\$318,500 Total Daily Spending

Please Print # 337

Date: 2-9-13

Name: Rabe RS Cattle

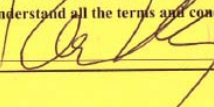
Address: 1097 Rt 44

City: Shugb house State: PA

Zip: 16748 Phone #: 320-212-9211

Email: _____

If I/We are successful bidders at this auction, I/We acknowledge that I/We agree to comply with the terms and conditions set forth on the reverse side of this card. I/We understand that the terms and conditions are also available in the sale catalog. By signing this buyer number you have read and understand all the terms and conditions of the sale.

Signature: 

Horse and Cattle Consignors

Horse and cattle consignors are required to stay a longer amount of time for livestock sales. All sales require a check-in day 2 days prior to the event. At this time, health inspections are completed to ensure the animal for sale is healthy and sound, therefore creating buyer confidence. The day prior to the sale animals are on displayed or previewed. In the cattle sales, these are the days that you will see cattle getting their "Hair Cuts" prior to competing in the shows.

For the Horse Sale, a new event called the "Stray Gathering" took place. The event was originally established in 2012 to showcase the horses for sale. The intent was to show how broke the horses were with all the commotion that goes on in the event. Four people are horses and have to rope and tie two steers. In 2013, the event grew to 71 teams (284 contestants). The event also lasted until 11:30 pm.





Our data indicates per consignor and not per head of livestock. We estimate each consignor has 3 people in their trailer when traveling to Rapid City. Typically this includes; the owner of the livestock, spouse and hired hand. Since the average age of a livestock rancher is 56.3 years of age, a hired hand is the third person in the vehicle and is typically the trainer for horses, or the showman for the cattle.

**939 total people; 3 event days;
\$352,125 total event spending**

Vendors

How many miles did you travel to participate? Local CA/NV

How many hotel rooms are you renting? 10 Rooms

For how many nights? 10 nights / 100

Which hotel have you chosen for this year? Combrit

How many staff did you bring with you? 10

How many years have you been with us? Approx 20 years

For those of you that are local, I would still appreciate you completing the portion about the number of years you have been with us

Name RCC/Best Baren (disclosure optional)

Home town or state _____

A total of 264 vendors participated in the Black Hills Stock Show® (Central States Fair, Inc.). There are a total of 192 vendors that attend the stock from 50 miles out or greater. Each vendor from out of area will stay a minimum of 10 nights. They arrive Wednesday or early Thursday in order to be set for the show opening Friday morning.

Each vendor is required to be set-up until the close of the show on Saturday, Feb 2 at 7:30 pm. A majority of the vendors will load merchandise on Saturday night with the intention of leaving Sunday morning.

In 2013, Pam Teller issued a survey to all the vendors. The survey asked for information pertaining to number of staff and number of lodging nights per vendor.

38 responded to the survey,
8 were from the local area.

**Out of the 30 surveys that required lodging,
486 total rooms were booked.**

As time allows this week if you would please complete the survey below, it will help us establish the economic impact the tradeshow has on Rapid City. We will then use this information when we discuss sponsorship opportunities with host hotels, in turn offering great rates to you!!!

How many miles did you travel to participate? 450

How many hotel rooms are you renting? 1

For how many nights? 13

Which hotel have you chosen for this year? Hotel Garden Inn
Love this place!

How many staff did you bring with you? 0

How many years have you been with us? 8? 10?

For those of you that are local, I would still appreciate you completing the portion about the number of years you have been with us

Name Karen Vander Wal (disclosure optional)

Home town or state Brookings SD 57006

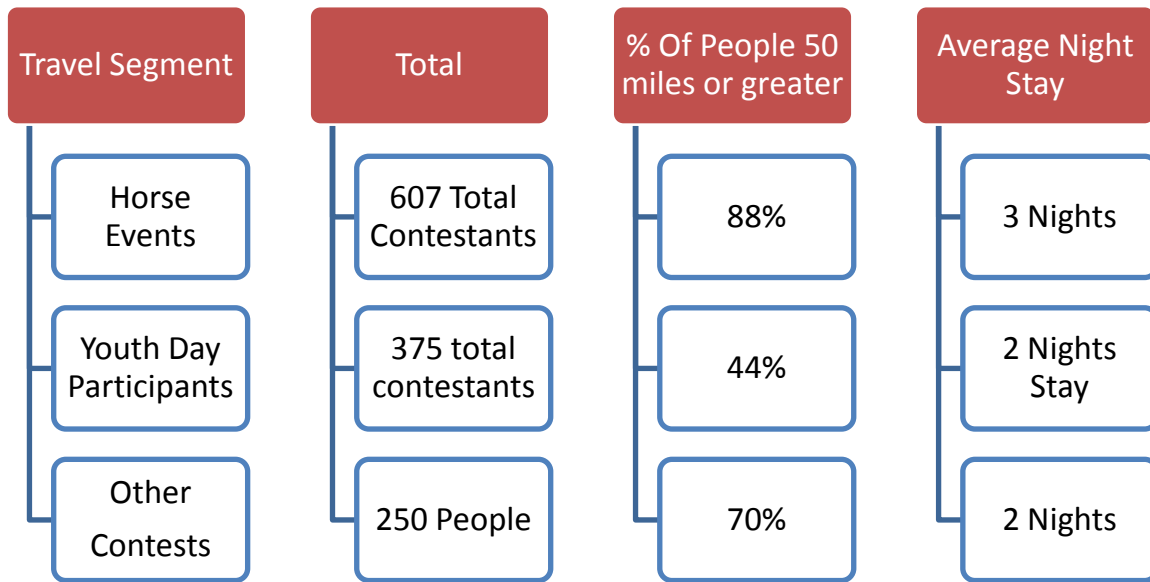
Please drop your completed form at our office in room #101 or give it to me when you see me.

Thank you!





Recreation Traveler



Black Hills Stock Show ® Horse Events are held at the James Kjerstad Event Center. Due to the popularity of the events the BHSS® events started Sunday, January 20 prior to the official BHSS® dates.

Multiple Day Events Produced During the BHSS®

- American Quarter Horse Show: 5 Day Competition (pre-stock show)
- Team Roping Futurity: 1 Day Competition (pre-stock show)
- Calf Roping Futurity: 1 Day Competition (pre-stock show)
- Ranch Horse: 2 Day Competition
- Team Roping: 2 Day Competition
- NRCHA Show: 2 Day Competition (pre-stock show)
- Ranch Rodeo: 1 Day Competition
- Bronc Match: 1 Day Competition
- Stray Gathering: 1 Day Competition (pre-Stock Show)
- Jackpot Barrel Race: 1 Day Competition
- Team Sorting: 1 Day Competition (pre-Stock Show)





Pleasure Traveler:

Travel Segment	Number of people	% 50 miles or greater	Average
Ticket Buyer (RPCC) 13 Ticketed	35,907	Not available	2 nights
Shoppers	321,650	80%	2 nights
BHSS/CSF Ticket buyers 5 ticketed events	12,000 People	70% from 50 miles or greater	2 nights

12% of total attendance attend a ticketed event

*Shoppers attendance and RPCC ticket buyers are taken from RPCC report.





Black Hills Stock Show ® Website Traffic: December 3-February 3

2013 Web Traffic

68,939 Total Visitors
40,442 Unique Visitors
382,834 Total Page Views

2012 Web Traffic

58,416 Total Visitors
38,428 Unique Visitors
202,867 Page Visits

Location

South Dakota 28,510
Minnesota 6,139
Nebraska 3,810
North Dakota 3,573
Michigan 3,040
Florida 2,365
Colorado 2,282
Wyoming 2,236
Iowa 1,617
Illinois 1,190

South Dakota 25,834
Nebraska 6,062
Minnesota 4,128
North Dakota 3,310
Wyoming 2,112
Texas 1,980
Montana 1,650
Colorado 1,537
Iowa 1,495

Traffic Sources

Google 27,082
Direct 12,936
Central States Fair website 9,902
Bing 5,778
Yahoo 2,721
Google/cpc 2,608
Facebook/referral 1,458
Mobil Site 660
Horseshow webcast 498
Visit Rapid City 476

Google 32,469
Bing 7,430
Direct 6,585
Yahoo 3,706
Ag Mail USA 798
Horseshow webcast 699
DV Auction 541
Visit Rapid City 488
Central States Fair 466
Search 431





3,347 Total Clicks from the two lodging links were redirected to the Jackrabbit Booking Engine

We built our website with the call to action button of “Book Now and Save”. This was suggested by our web company, as their research has indicated that the words “Save” along with a call to action would perform better. Their research is from the 22 other fairs and stock show websites they have designed.





Connecting the Dots: BHSS® and other CSF Events Year Round

The Central States Fair, Inc hosts many other events at the fairgrounds. The events included in this information piece reflect only those that are tied with the BHSS®. Those events have now established a home at the James Kjerstad Event Center due to the exposure we place on those type of events during the Black Hills Stock Show®. We pride ourselves in providing a venue which attracts repeat customers.

As our guests become familiar with the facilities and the location, so do their contestants become familiar with the city of Rapid City. We provide a professional show during the Black Hills Stock Show®, it is because of the care of our facilities that our tenants are reassured that they will also have the same care when they host their events with us.

A majority of our contracts that are agriculture based are contracts that are established for a 3-year commitment. These contracts are especially important to us but the CVB is guaranteed visitors to fill hotel rooms. They are visitors that are committed to returning and staying in Rapid City in the future.

In addition, the Central States Fair is booked 48 weekends a year (excluding the 2 weekends for CSF and 2 weekends for BHSS). The following are a sampling of upcoming events that are directly related to our BHSS® activities.

All figures are figured conservatively. Unless otherwise explained

Total Contestants X Total Event Days X 80% people 50 miles or greater X \$125= Estimated Spending

Stats are only taken on contestants, with the exception of the Little Britches Rodeo where parents are a known variable. For events such as horse shows and rodeos, there are additional travelers with every vehicle. Regional Horse Shows have the contestants, the trainer and a guest that also travel to the event. Rodeos such as the SDRA Finals and NRCA Finals have the support system such as spouse and family that also travel to the event.

We used an 80% out-of-town travel figure based on our research from BHSS® Horse and Cattle Events.





Wranger Team Roping Circuit: 3 Day Event
 224 Contestants April Event
Regional Contestants: ND, SD, MT, WY, NE, CO Total Attendance: 672
 Estimated Spending for Event: **\$67,200**

United States Team Roping Circuit: 3 Day Event
 300 Contestants May Event
Regional Contestants: ND, SD, MT, WY, NE, CO Total Attendance: 900
 Estimated Spending for Event: **\$90,000**

National All-Amateur Team Roping Finals 3 Day Event
 230 Contestants 2 Events: July & Oct
Regional Contestants: ND, SD, MT, WY, NE, CO Total Attendance: 4,140
 Estimated Spending for Event: **\$414,000**

Little Britches Rodeo 2 Day Event
 150-170 Contestants 5 Events Scheduled for 2013
Regional Contestants: ND, SD, MT, WY, NE, CO Total Attendance: 4,050
 Estimated Spending for Event: **\$405,000**
 *1 event is scheduled as a 1 day LB Rodeo
 * Kids Rodeo: Average Trailer 3 people (contestant plus parents)

SDRA Rodeo Finals 3 Day Event
 200 Contestants Oct
Regional Contestants: SD Total Attendance: 900
 Estimated Spending for Event: **\$90,000**

NRCA Rodeo Finals 3 Day Event
 200 Contestants Nov
Regional Contestants: ND, SD, MT, WY, NE, Total Attendance: 900
 Estimated Spending for Event: **\$90,000**

SDRA, NRCA and Midstates Membership Rodeo 3 Day Event
 200 Contestants March
Regional Contestants: ND, SD, MT, WY, NE, Total Attendance: 900
 Estimated Spending for Event: **\$90,000**





Region 6 Arabian Horse Show

50 for May-100 for June Contestants

Regional Contestants: ND, SD, MT, WY, NE

4 Day Event

2 Events Scheduled: May & June

Total Attendance: 300

Estimated Spending for Event: **\$30,000**

Plaines Quarter Horse Show

95 Contestants

Regional Contestants: SD, MT, WY, NE,

3 Day Event

June

Total Attendance: 285

Estimated Spending for Event: **\$28,500**

5-Day Run Quarter Horse Show

205 Contestants

Regional Contestants: SD, MT, WY, NE,

5 Day Event

June

Total Attendance: 1025

Estimated Spending for Event: **\$102,500**

Prospectors Challenge Barrel Race

100 Contestants

Regional Contestants: SD, MT, WY, NE, MN, CO

3 Day Event

June

Total Attendance: 300

Estimated Spending for Event: **\$30,000**

5 State Barrel Futurity

300 Contestants

Nationwide : SD, MT, WY, NE, FL, TX, OK, CO, CA

3 Day Event

Sep

Total Attendance: 900

Estimated Spending for Event: **\$90,000**

*The Rules for the 5-state Barrel Futurity dictate stallion owners can only be from the 5 state region, however the horse running in the futurity can come from around North America. The 5-State Barrel Futurity is one of the top 5 richest barrel futurities in the world.

Hunts Horse Sale

200 Registered Buyers- Horses from the Hunt Family, Faith, SD

Nationwide:

2 Day Event

Sept

Total Attendance: 400

Estimated Spending for Event: **\$40,000**

*The Hunt Family is nationally known within the American Quarter Horse Associations. They are so popular within the association the national office sends 3 representatives from the Amarillo office to cover the event.

Western Junior Livestock Show

200 Contestants *Kids event, figure 3 per trailer, 50% over 50 miles

South Dakota Contestants

6 Day Event

Oct

Total Attendance: 600

Estimated Spending for Event: **\$37,500**

Total Event Spending on Horse and Livestock Events: \$1.6 Million





New Events Coming to the Fairgrounds:

Run or Dye: 5K Color Run

The Central States Fair, Inc is hosting the Run or Dye organization for a 5K run. Their website indicates it is the most colorful 5K run. With over 112,000 Facebook followers, they have announced their run with an overwhelming response to the Rapid City event. Followers from North Dakota, Montana, Nebraska, Idaho and Wyoming have already preregistered for the event. The same event in Fargo, ND has 4,000 runners and with the comparisons on Facebook from the Fargo run and Rapid City, we can assume the same turnout.

Motocross Series

The Motocross 5-race series will begin once again in 2013. The Series will be held during the winter months at the James Kjerstad Event Center. Racers and family members come from North Dakota, South Dakota, Wyoming and Nebraska to participate in the event.

Black Hills Stock Show® Summer Horse Sale

Due to the popularity of the BHSS Horse Sale, many horse trainers in the region have recommended doing a summer horse sale. The horse sale will take place June 23 at the Central States Fair. We know from our research, every horse consigned to a sale brings 6 people to the community; two people as the consignors, and 3 people associated with the buyer. The sale events will be two days; a preview day/check-in day and the sale day.

More to Come!

