

# Palm Springs Wild West★Fest

Frank Bogert Memorial

## PRCA RODEO

### Proposal:

Produce a PRCA Rodeo, Rodeo Parade, Music Festival and Taste of the West.

Locate it in Palm Springs Stadium and throughout the greater Coachella Valley geographic area.

### Tasks (see below for more details):

- A- Present a PRCA rodeo over three days on March 12-14, 2010
- B- Coordinate a kick-off parade through downtown Palm Springs
- C- Tie in a Taste of the West restaurant-sampling area on the rodeo grounds
- D- Include a music festival throughout the weekend to showcase topical music performances suitable for the genre
- E- Involve a wide variety of local charitable organizations
- F- Create community-wide support for this classic American event, including families and seniors
- G- Promote and publicize the event regionally and as a nationwide destination festival



### Purpose:

To create a Western Lifestyle celebration for Palm Springs that relates back to the glory days of yesteryear when Frank Bogert was intent upon creating an environment that mixed Hollywood glamour with the family-oriented ideals of the cowboy heroes on the silver screen—and in the rodeo arena.

To generate positive public relations for the city of Palm Springs and to benefit many of its 400 charities while increasing visitor traffic for its downtown merchants and area businesses. Increase hotel nights, bringing new revenues to Palm Springs restaurants and nightclubs.

To showcase the multi-ethnic and multi-cultural nature of Palm Springs and its residents by including all ages, races and demographics in a Professional Rodeo and related Western lifestyle experience.

### A. Produce an official Professional Rodeo Cowboys Assn. event

Frank Bogert was a rodeo announcer and contestant and a cowboy ambassador for the Western lifestyle prior to and during his Palm Springs mayoral terms. To commemorate his

The late Frank Bogert



career, his influence and his vision, naming the inaugural Palm Springs PRCA Rodeo after him is an appropriate and timely honor. Producing an authentic and patriotic PRCA Rodeo will link Palm Springs' past rodeo luminaries to our modern rodeo athletes. It will rekindle the city's past while promoting the future of Palm Springs.

Many of the original rodeo committee people, the local residents and area business-people have indicated they wish to see the return of this long-lost community rodeo event. It has not been presented here since 1986.



Cotton Rosser brings more than a rodeo to Palm Springs— he brings credibility— and a loyal following.

The PS PRCA rodeo committee will consist of honorary committee persons who were actively involved in the Palm Springs Rodeo in the 1950s to 80s, as well as other prominent members of the community.

The entire three-day rodeo portion of this annual event will be produced by the legendary Cotton Rosser and his Flying U Rodeo Co., the same production company that brought rodeo to Palm Springs in the 1960s and 70s.

Flying U, based in Marysville, Calif., produces over 60 rodeo events a year all over the U.S. They are considered the cream of the crop, and recently celebrated their 50th anniversary.

The family-oriented rodeo event will feature the best PRCA athletes, top-quality rodeo stock and first-class production values with three performances from Fri-Sun. including unique arena entertainment between the action segments. During all performances, an emphasis will be placed on patriotic and family values. Special efforts will be aimed at incorporating Indian, Hispanic, military and underprivileged personnel, both in competition and in rodeo support roles.

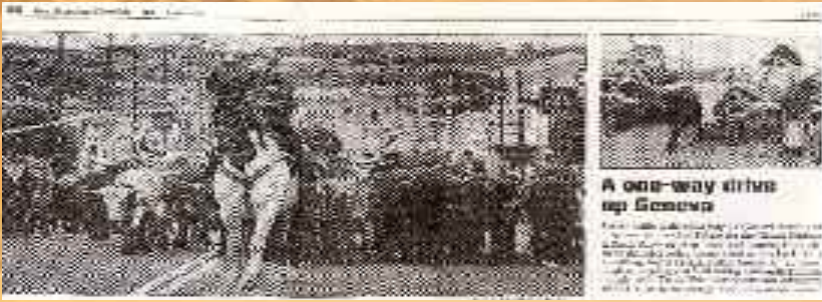


An Hispanic roping act.

**B. Coordinate the kick-off parade:** The Palm Springs PRCA Rodeo Parade will kick off the main portion of the weekend on Saturday morning with a multi-ethnic parade through downtown Palm Springs. With a Grand Marshall chosen from Hollywood's Western movie celebrities, the parade will feature local and professional cowboys, marching bands, mounted police, city officials, Indian tribal units, Hispanic ropers and horse acts, Mariachi bands, various area charities, local businesses, military honor guards, local horse clubs, the Rodeo Queen and her retinue plus rodeo clowns and related elements of the production.



**C. Attract a wider audience than would normally attend a rodeo via specialty foods:** The Taste of the West will be a special area on the Wild West Fest grounds that will appeal to a wide variety of palates. With up to 40 local and area restaurants participating, this will be another way to make the event attractive to a wider audience than the rodeo crowd. It is an additional opportunity to create revenues for a deserving charity, and will become a permanent part of this annual event that will attract people from many markets, exposing them further to the Western lifestyle as well as the legendary food and hospitality of Palm Springs.



**D. Feature a music festival:** The Palm Springs Rodeo MusicFest is another facet of the three-day event that will take place daily leading up to and following the rodeo performances. Showcasing the best of local and national musicians, the Music Festival will have two stages for continuous entertainment, including Western, bluegrass, mariachi, blues, American Indian, country and Hispanic music. Following the rodeo performances on Saturday and Sunday afternoons will be a special concert and dance. It is also popular and traditional to have a Sunday morning non-denominational Cowboy Church service in the arena.

**E. Benefit multiple charities.** Rather than focus on just one major charity to benefit with this multi-faceted event, we propose to get as many charitable organizations involved as possible. Related pre-events during February and March will lead up to the week of the rodeo and enable the ancillary events to benefit a variety of area charities, such as: A formal pageant to determine a Rodeo Queen and her court; a barbecue dinner to recognize the legends of the sport; special events involving the gay community; appropriate casino entertainment; a golf tournament to allow donors to share the links with rodeo's finest; a trail ride with meal and entertainment for participants. Also, prizes will be raffled and an auction of donated Western memorabilia will be held to benefit additional local charities.

**F. Create community-wide support via rodeo promotions:** In the final weekdays of the rodeo event, Palm Springs businesses and casinos will be encouraged to wear Western garb and cowboy hats to complete the atmosphere of a unified event. Businesses, clubs and charities will be encouraged, through ticket promotions and other tie-ins, to have a cowboy-oriented sale, event or theme.

**G. Publicize the event:** Promotions will include print, radio and television, with major sponsors to tie in their own advertising promotions to the event. It is expected that the City will also assist in promoting and developing the event where appropriate. Rodeo-themed graphics and banners should go on display all over Palm Springs following the 2009 Holiday Season to make the area citizenry aware of the upcoming city-wide event. Spur of the Moment will also engage in PR to assure that this event gets nationwide attention.

**Spur of the Moment**, a group of experienced businessmen, event planners and rodeo promoters will be responsible for developing and supervising all facets of the event with the City's approval and assistance. SOTM will handle all insurance costs for the event. Use of the P.S. Stadium and active participation by the City in the planning and production of a major event like this is necessary to fulfill the potential of this fun, family-oriented destination activity.

**This is not just a rodeo**— this is a city-wide historic lifestyle event that will bring all citizens together for food, music, entertainment and sports in an annual festive atmosphere that will attract visitors from many outside markets, increasing revenues and tax dollars for the City of Palm Springs.



William Beck, President  
760-218-7427  
psusabeck@yahoo.com

Christopher Burkhardt, CEO  
714-434-2579  
christopher@fancorp.net