

A Royal Resurrection

New facilities and a resurgence of support give life to the American Royal Livestock Show in Kansas City.



A sleeping giant has awoken. After four years of planning, fund raising, renovations and construction, the American Royal will once again be a national showcase for livestock and the Midwest agriculture industry.

Show officials report that construction will be completed in time for the 1992 American Royal. A grand opening celebration, complete with ribbon-cutting and a dedication, will be held Friday, November 6. The show runs from November 6-21 and features livestock shows, horse shows and a rodeo. A Roll of Victory Angus Show is scheduled for Monday, November 9. Scott Schaake of Kansas State University will serve as judge.

For American Royal general manager James Taylor, it's a dream come true. Taylor and his staff have worked diligently for seven years to revive the Royal. A humble man, he finds it hard to suppress feelings of anticipation, enthusiasm and pride. "We have found a resurgence of support for the American Royal," says Taylor. "With this support, the Royal has opportunity to once again be a national power in the livestock and horse show industry. Most importantly, we can now do a better job of providing an improved and healthier

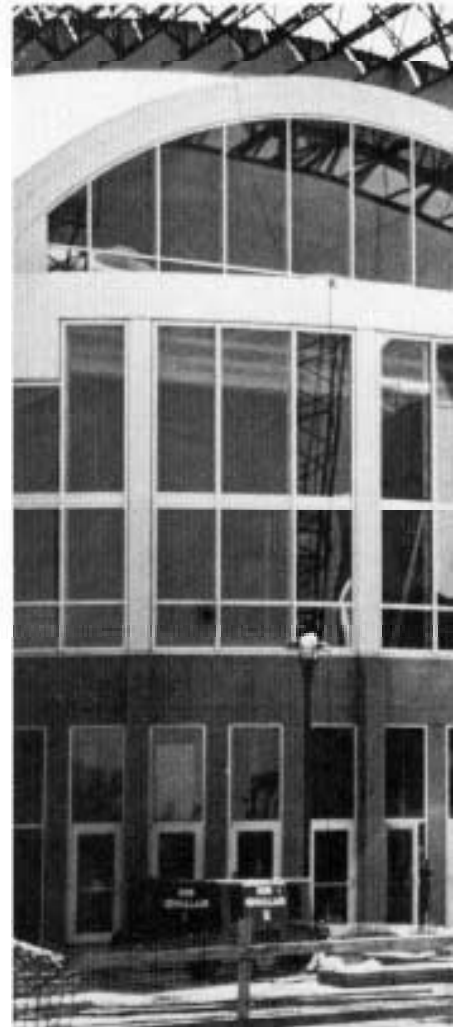
environment for livestock and exhibitors."

A Royal resurrection was needed. Deteriorating and outdated facilities, plus lack of space, was having a negative effect on the Royal. In recent times it lost its competitiveness in attracting top exhibitors from throughout the country. Thanks to the support of the American Royal Association, the city of Kansas City, Mo., and many generous supporters, funds were raised and interest renewed.

The Royal returns the favor to Kansas City. It helps generate more than \$65 million to the economy each year and attracts the National FFA Convention, National Association of Farm Broadcasters Convention and various breed and livestock association conventions and meetings.

Bud Sloan, American Royal livestock manager, reports he had received many inquiries about the '92 show from new exhibitors. In September, the livestock office was sending out and answering request for more than 100 premium books per week.

"Updating our facilities should attract more exhibitors and put us back into competition with Louisville and Denver," Sloan says.



James Taylor, American Royal general manager, hopes new facilities will create a resurgence of interest in his livestock show.

User-Friendly Facility

A new facility was built to replace the 68-year-old American Royal building, which was razed following the 1991 show. Designed with both people and livestock in mind, it provides a larger, safer and more comfortable facility.

The versatility and flexibility of the new facility will allow for year-round use of the complex beyond American Royal activities. Rodeos, horse shows, kennel club shows, farm equipment shows, conventions, ice hockey and tennis games are already scheduled for the coming year.



American Royal Facts & Figures

Total cost: \$33.4 million

Total space: 361,300 net square feet

Governor's Exposition Building— 600-seat multi-purpose theatre/sale arena. Cafeteria with seating for 200 people.

Hale Arena— seating capacity of 2,500 for livestock and horse show; 4,500 maximum. 130 x 200 foot show arena

Cattle ties: 1,928

Horse stalls: 1,213

Exhibition booths: 1,250

1992 show dates: November 6-21



Royal Searching for Historical Artifacts

Do you have a photo, pin, program, souvenir, trophy, ribbons or other historical items you'd like to donate for use in the new American Royal Museum?

If so, contact Kristy Phye at (816) 221-9800. The museum and visitor's center is scheduled to open in November.



The existing Governor's Exposition Building, constructed in 1967, was renovated, with a new insulated roof, heating and cooling system, electrical system and lighting installed. A 600-seat theater/sales arena, cafeteria and board room were also added. New administrative offices were also built to accommodate the Royal staff.

The remodeled structure is attached by a pedestrian walkway to the new 240,000-square-foot exhibition building containing Hale Arena. Funds for this modern arena, which has adaptable seating for 2,500 to 4,500, were donated by Joe and Joyce Hale, American Royal and beef cattle enthusiasts from Mission, Kan.

Agriculture Education

One of the best new features of the American Royal is a museum/visitor center. Located near the entrance of the Governor's Building, this educational center is for school groups and visitors of all ages. It will remain open throughout the calendar year.

"Our vision for the American Royal museum/visitor center is a year-round exhibition experience," says Daphne Bitters, education committee chairwoman. "One that celebrates the traditions of the Royal, inspires Kansas City residents and their visitors about the values of their heritage and educates students on the importance of agribusiness in their lives."

— *Jerilyn Johnson*