



WILL ROGERS

MEMORIAL CENTER

FORT WORTH



Conveniently located in the heart of Fort Worth's heralded Cultural District offering diverse and unique venue options to accommodate events of almost any size!



WHAT WE OFFER

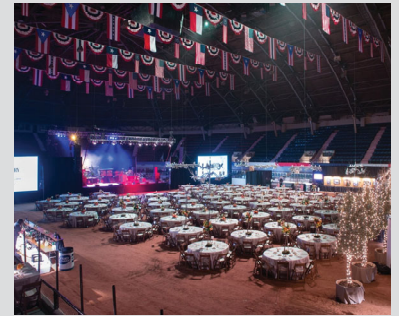
- The historic Will Rogers Auditorium with a proscenium stage and seating for 2,856
- Over 160,000 square feet of indoor exhibit space
- Banquet venues for parties of 20 - 5,000
- Three performance arenas with permanent seating for 998 - 5,652 attendees
- Over 10,000 square feet of breakout meeting space
- 250,000 square feet of contiguous outdoor event and festival space
- 6,000 parking spaces and 212 Recreational Vehicle spaces
- 4,400 hotel rooms are located within 3 miles of the campus



Texas Room



Round Up Inn



Will Rogers Coliseum



The Pavilion



Will Rogers Auditorium



Backstage Club

DID YOU KNOW?

The Will Rogers Memorial Center was named for Will Rogers, well-known American Humorist, who was born in 1879 and died in an airplane crash in 1935. The late Will Rogers was very close friends with Amon G. Carter, who will always be remembered as a dynamic business leader in Fort Worth and was instrumental in completion of the facility in 1936 to coincide with the Texas Centennial celebration. The Will Rogers Auditorium, Will Rogers Coliseum and Pioneer Tower are the remaining original buildings and are included on the National Register of Historic Places. Some notable events in our history include the Trapp Family Singers, Billy Graham Revival, The Rolling Stones, Placido Domingo, Aretha Franklin, Jimi Hendrix, Gene Autry Ali vs. Frazier, and many more.



2019 IMPACT

ANNUAL
ECONOMIC
IMPACT

\$200+
MILLION

225

PUBLIC
EVENTS

631
EVENT
DAYS

TOTAL VISITORS
2,480,000+

SOME EXCITING NEW EVENTS COMING TO
FORT WORTH:

TEXAS NURSERY & LANDSCAPE ASSOC.
PRODUCT RODEO & EDUCATION CORRAL
SEPTEMBER 2020

**TEXAS USA WRESTLING FREESTYLE &
GRECO-ROMAN STATE CHAMPIONSHIPS**
MAY 2020

**2020 TEXAS PINNERS CONFERENCE
& EXPO**
SEPTEMBER 2020

LONGINES FEI JUMPING WORLD CUP
*FORT WORTH INTERNATIONAL CSI4*W*
DECEMBER 2020-2022



FACILITY IMPROVEMENT

The City of Fort Worth recognizes the importance to maintain and improve the Will Rogers Memorial Center as necessary to compete on a national and international level. Since 2010, over \$95 million in renovations and facility improvements have been completed and include the following projects. More projects are in the works!

- **Western Heritage Garage:** A new 1,100 space parking garage was completed in 2010 on the west side of the campus to better accommodate the growing parking impact of the facility.
- **Equestrian Multi-Purpose Building:** A new two-level building was completed in 2012 and accommodates 1,000 parking spaces or 745 stalls and 15 wash bays on the lower level and two 100'x200' indoor arenas on the upper level. The lower level also has access to the underground tunnel system.
- **The Pavilion:** A new pavilion was completed in 2014 and accommodates a covered 128'x250' arena with covered access to the Richardson-Bass Building/John Justin Arena and the underground tunnel system.
- **Barns 1 and 2:** In 2015, a \$15 million renovation of Barn 2 and the Show Arena and construction of the new Tower Promenade were completed. The extensive renovation brought modern amenities and comfort to the 1940's barns and continued with completion of Barn 1 and the Small Exhibits Building in 2018.
- **LED Lighting:** All original lighting has been replaced in the performance arenas, main barns and many additional locations with new LED fixtures and lighting. This project has greatly improved light quality, increased energy efficiency and reduced radiant heat from the fixtures.

SOME OF OUR ANNUAL EVENTS:

- Fort Worth Stock Show and Rodeo
- National Reined Cow Horse Association World's Greatest Horseman
- Fort Worth Spring Home & Garden Show
- Cowtown Marathon
- Texas Golden Gloves Regional & State Tournaments
- Fort Worth Kennel Club Dog Show
- Fortress Festival
- Tarrant County Senior Synergy Expo
- Show Jumping Classic & Southwest Classic
- National Cutting Horse Association Summer Cutting Spectacular
- Texas Home & Garden Show
- American Quarter Horse Association Select World Championship Show
- American Miniature Horse Association World Championship Show
- Tarrant County Heart Walk
- American Paint Horse Association World Championship Show
- Texas Auto Body Trade Show
- Amigo International Guitar Show
- National Reined Cow Horse Association Snaffle Bit Futurity
- Christmas in Cowtown Gift Market
- Cowboy Artists of America Annual Sale and Exhibition
- HEB Central Market Feast of Sharing
- National Cutting Horse Association World Championship Futurity
- North Central Ballet Company - The Nutcracker

FOR MORE INFORMATION

(including events, room layouts and specifications, maps, hotels and more)

PLEASE VISIT:

WillRogersMemorialCenter.com



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