



WILL ROGERS  
MEMORIAL CENTER

# EQUESTRIAN CENTER



Proudly located in the heart of Fort Worth's heralded Cultural District offering a setting and amenities unlike any other equestrian facility of its size!





## WHAT WE OFFER

### Will Rogers Coliseum

125' x 250' arena floor

5,652 permanent seating

### John Justin Arena

110' x 260' arena floor

1,934 permanent seating

### W.R. Watt Arena

100' x 200' arena floor

998 permanent seating

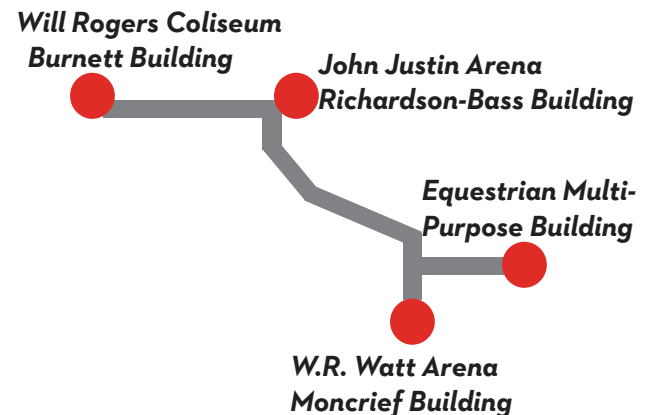


### Plus

- The Pavilion: 128' x 250' covered arena
- Equestrian Multi-Purpose Building: Two 100' x 200' indoor arenas
- Four additional indoor arenas
- 2,500+ stall capacity
- Permanent cattle holding facilities
- LED video displays in each show arena
- Trade show space from 10,000 - 100,000 square feet
- Full-service and limited-service RV accommodations

## DID YOU KNOW?

The Will Rogers Coliseum, John Justin Arena, W.R. Watt Arena, The Pavilion and Equestrian Multi-Purpose Building are all interconnected by an underground tunnel system large enough to drive a car through. It increases efficiency while offering a safe access route in inclement weather.



## 2021 IMPACT

ECONOMIC  
IMPACT

**\$74.2**  
MILLION

**32**  
EQUESTRIAN  
EVENTS

**260**  
EVENT  
DAYS

**TOTAL VISITORS**  
**1,035,000+**

\* The 2021 annual equestrian statistics do not include the Fort Worth Stock Show & Rodeo which was not held in 2021.

SOME EXCITING NEW EVENTS COMMITTED  
TO FORT WORTH:

**MARCH TO THE ARCH**  
*MARCH*

**UNITED STATES TEAM ROPING  
CHAMPIONSHIPS**  
*NATIONAL FINALS*  
*APRIL/MAY*

**BREEDERS CHALLENGE FINALS**  
*SEPTEMBER*

**FEI JUMPING WORLD CUP QUALIFIER**  
*FORT WORTH INTERNATIONAL CSI4\*W*  
*DECEMBER*



## FACILITY IMPROVEMENT

The City of Fort Worth recognizes the importance to maintain and improve the Will Rogers Equestrian 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. Additional projects are in the planning process.

- **Barns 1 and 2:** In 2015, we started renovation of Barn 2 and the Show Arena and construction of the new Tower Promenade. 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 show arenas, main stall barns and additional arenas with new LED fixtures and lighting. This project has greatly improved the light quality, increased energy efficiency and reduced radiant heat from the fixtures.
- **Richardson-Bass Stalls:** In 2020, we completed renovation of the Richardson-Bass Stall area to remove the original galvanized metal permanent stalls and replace with our Priefert portable metal stalls to offer flexibility for exhibitors to remove stall panels and producers to remove stalls for more exercise space.
- **Technology Upgrades:** We undertook a multi-million dollar technology upgrade in 2021 including the installation of a robust fiber backbone, connecting every building on the campus and providing well over 1,000 Cat6 data drops throughout. This project also added 48 TV monitors to all show and practice arenas as well as all building concourses to provide for any conceivable audio and video delivery.

## SOME OF OUR ANNUAL EQUESTRIAN EVENTS:

- National Reined Cow Horse Association World's Greatest Horseman
- The Patriot
- Legacy Arabian Horse Club Cowtown Classic
- March to the Arch
- National Cutting Horse Association Super Stakes & Super Stakes Classic
- Big D Charity Horse Show
- United States Team Roping Championships National Finals
- North Texas Arabian Horse Club Mayfest Challenge
- Southwest Reined Cow Horse Association Wild Rag Cattle Classic
- United States Team Penning Association Elite World Finals
- Show Jumping Classic & Southwest Classic
- Region 9 Championship Arabian Show
- Ranch Sorting National Championships World Finals
- American Paint Horse Association World Championship Show
- National Cutting Horse Association Summer Cutting Spectacular
- Southwest Reined Cow Horse Association Pre-Futurity
- Breeders Challenge Finals
- American Miniature Horse Association World Championship Show
- American Paint Horse Association Halter Million
- National Reined Cow Horse Association Snaffle Bit Futurity
- Appaloosa Horse Club World Championship Show
- International Andalusian & Lusitano Horse Association National Show
- National Cutting Horse Association World Championship Futurity
- The Fort Worth International CSI4\*W

### FOR MORE INFORMATION

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

**PLEASE VISIT:**

**WillRogersMemorialCenter.com**

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