



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+



“MAKING SERVICE A PRIORITY BY PUTTING THE GUEST EXPERIENCE AT THE HEART OF EVERYTHING WE DO.”

We are proud to partner with Craft Culinary Concepts as our exclusive concessions and alcohol provider starting in February 2022. Craft’s innovation to look for:

- The Bodega mobile convenience store
- Local partnerships with Railhead Smokehouse, Taco Heads, Sweetsie Bakery and more
- Food trucks for better mobility and flexibility including Ben’s Soft Pretzels, Pizza and more



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 \$100million 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 AGC Exhibits Hall, 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.
- **Pioneer Tower:** In 2020, we completed renovation and restoration of lighting on the historic Pioneer Tower. The iconic landmark can now light up to celebrate holidays, city-sponsored campaigns and for special events.
- **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 building concourses and lobbies and show and practice arenas to provide for any conceivable audio and video delivery.

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
- Steak Cookoff Association World Championship
- Fort Worth Kennel Club Dog Show
- Tarrant Area Food Bank Empty Bowls Luncheon
- Tarrant County Senior Synergy Expo
- Texas USA Wrestling Freestyle & Greco-Roman State Championships
- Show Jumping Classic & Southwest Classic
- National Cutting Horse Association Summer Cutting Spectacular
- Texas Home & Garden Show
- Texas Quarter Horse Association Classic
- Extreme Mustang Makeover
- American Miniature Horse Association World Championship Show
- American Paint Horse Association Halter Million
- Texas Pinner's Conference
- 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
- 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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