

WILLIAMSON COUNTY ★
EXPO TEXAS

WILLIAMSON COUNTY EXPOSITION CENTER



1ST YEAR REPORT

WHAT HAPPENED AT EXPO THIS YEAR?



CELEBRATIONS

10 EVENTS

- PROMS
- BANQUETS
- QUINCINERAS
- WEDDINGS



FUNDRAISERS

2 EVENTS

- **WILLIAMSON COUNTY CHILD WELFARE**
- **WILLIAMSON COUNTY LIVESTOCK ASSOCIATION**



TRADE SHOWS

14 EVENTS

- **GGA HODGEPODGE & LULA ROE EXPO**
- **SAMI SHOW**
- **CITY WIDE GARAGE SALE**
- **REAL TEXAS GUN SHOW**
- **AUSTIN AREA RAILROAD ASSOCIATION**



DOG SHOWS

6 EVENTS

- IABCA DOG SHOW
- RUSH FLYBALL
- HENG TEN K9
- ICE DOG SHOW



MEETINGS

20 EVENTS

- SDA MINISTRIES
- ERCOT
- CITY OF TAYLOR GROWTH SUMMIT
- WILCO ECONOMIC DEVELOPMENT
- WILCO HEALTH DISTRICT
- WILCO OPEN HOUSE
- WILCO HUMAN RESOURCES
- WILCO TAX ASSESSOR



TRAININGS

11 EVENTS

- TAYLOR FIRE DEPARTMENT
- AGRILIFE BEEF SYMPOSIUM
- PRECINCT 4 CONSTABLE OFFICE
- WILLIAMSON COUNTY CHILD ADVOCACY
- WILCO EMERGENCY COMMUNICATIONS



RODEO/ CONCERTS/ DANCE

2 EVENTS

- TAYLOR RODEO ASSOCIATION



LIVESTOCK SHOW AND SALES

4 EVENTS

- **WILLIAMSON COUNTY LIVESTOCK ASSOCIATION**
- **WILLIAMSON COUNTY AGRILIFE EXTENSION**
- **BEST OF THE BEST STEER SALE**
- **CHISOLM TRAIL DORPER SHEEP SALE**



HORSE SHOWS

9 EVENTS

- **TRINITY HILL FARMS**
- **SUMMER CIRCUIT I,II,III**
- **PAUL CATES STABLES**
- **WILLIAMSON COUNTY 4-H HOOFPICKS**
- **HEART OF TEXAS-WORKING EQUITATION**
- **SPECIAL OLYMPICS TEXAS**



BARREL RACING

14 EVENTS

- GO FAST RACES
- THE LEGEND



PRIVATE ARENA PRACTICE

11 EVENTS

- **WILCO EXPO**
- **GO FAST RACES**
- **SANDHILL FARMS**



YEAR 1 EVENTS AND REVENUE

- **103 EVENTS**
- **188 EVENT DAYS**
- **65,000 ATTENDEES**
- **\$208,714.00 IN REVENUE**
 - **36% OF OPERATIONS, MAINTENANCE AND STAFFING**

SOCIAL MEDIA

- **WILCOEXPO.COM**
 - **73,440 PAGEVIEWS**
 - **AVERAGE 1,215 NEW USERS PER MONTH**
- **FACEBOOK**
 - **1330 PAGE LIKES**
- **INSTAGRAM**
 - **170 FOLLOWERS**

COMING SOON

- **TPWD MATCHING FUNDS GRANT FOR 51 RV HOOK-UPS**
- **CURRENTLY IN FINAL STAGE OF CONSTRUCTION DRAWINGS**
- **ESTIMATED 8 MONTHS REMAINING**



NEW IN 2018



REPTILE AND EXOTIC ANIMAL SHOW



**FEBRUARY
10TH & 11TH**

