

REVENUE: No revenue impact

FISCAL: No fiscal impact

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<b>Action:</b>	Be Adopted
<b>Vote:</b>	8 - 0 - 0
<b>Yeas:</b>	Bailey, Bentz, Galizio, Gilliam, Holvey, Thatcher, Witt, Read
<b>Nays:</b>	0
<b>Exc.:</b>	0
<b>Prepared By:</b>	Barbara Allen, Administrator
<b>Meeting Dates:</b>	5/5

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**WHAT THE MEASURE DOES:** Recognizes and honors Pendleton Round-Up Centennial Celebration in 2010.

**ISSUES DISCUSSED:**

- Pendleton Woolen Mills centennial in 2009
- Round-Up draws approximately 60,000 visitors and 600 contestants and generates between \$22 and \$23 million into the community each year
- Between 900 and 1,000 volunteers support the week of events
- Approximately \$350,000 in prizes are awarded to contestants

**EFFECT OF COMMITTEE AMENDMENT:** No amendment.

**BACKGROUND:** The first Pendleton Round-Up was billed as a “frontier exhibition of picturesque pastimes, Indian and military spectacles, cowboy racing and bronco busting for the championship of the Northwest.” In the fall of 1910, spurred by a group of ranchers and cowboys, the first Pendleton Round-Up was a celebration of the harvest and for participants to show off their rodeo skills. For the initial show, on September 29, 1910, all the stores closed, and the largest crowd in Pendleton’s history showed up to enjoy the Western rodeo.

The Pendleton Round-Up has grown into a week-long celebration in September. There are hundreds of volunteers and the event attracts more than 50,000 visitors from around the world. Sanctioned by the Professional Rodeo Cowboy’s Association, the Pendleton Round-Up includes some of the world’s best cowboy athletes who participate in saddle bronc riding, bull dogging, steer roping, calf roping, team roping, bull riding, and bareback riding. In 1997, the Pendleton Round-Up was inducted into the Oregon Sports Hall of Fame.

In addition to the rodeo events, the Pendleton Round-Up features a Dress-Up Parade, Children’s Rodeo Exhibition and the presentation of Pendleton Round-Up Court.