



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

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2019 Dixie National Rodeo Breaks Record in Ticket Sales

Following the conclusion of the 2019 Dixie National Rodeo, Agriculture and Commerce Commissioner Andy Gipson announced that ticket sales for the rodeo grossed \$926,000, setting an all-time record and beating the prior record by 7.5 percent. This amount does not include Dixie National Rodeo sponsorships of over \$200,000, putting total gross revenues well above \$1.1 million dollars.

"I want to thank Mississippi Fair Commission executive director Steve Hutton and all the Fairgrounds and MDAC staff for a job well done. We are setting records even in the midst of our major Trade Mart construction and parking challenges. The Harper Morgan Rodeo officials are ecstatic, and we are already working to make next year's Dixie National Rodeo and musical entertainment even better," said Commissioner Gipson. "These increased revenues will help us continue making improvements throughout the livestock and equine facilities, bringing them to the level all Mississippians deserve," Gipson added.

The Dixie National Rodeo, which celebrated its 54th year, is held annually on the Mississippi State Fairgrounds. It is the largest professional rodeo east of the Mississippi River bringing more than 700 participants from across the U.S. and Canada to Jackson to compete. The Dixie National Livestock Show and Rodeo is estimated to have a nearly \$30 million dollar positive economic impact.

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