



Central Texas BBQ Roundup (CTBR) Five-Year Growth and Attendance Forecast

The Central Texas BBQ Roundup (CTBR) is a community-driven celebration that unites BBQ competitors, restaurants, breweries, car enthusiasts, artisans, animal lovers, and families from across the region. Hosted at the Cadence Bank Center in Belton, Texas, the CTBR is free to the public and built on the mission to bring people together through food, fun, animal welfare, and friendly competition. all while giving back to the Central Texas community.

Event Components

Category	Participants	Estimated Spectator Draw
BBQ Competition	100 teams	2,000–3,000 (friends, family, BBQ fans)
Restaurant Showdown	20 teams	1,500–2,000 (food lovers, media)
Brewery Competition	15 teams	1,000–1,500 (craft beer community)
Car Show	300 cars	2,500–3,500 (car clubs, enthusiasts)
Animal Adoption & Vendor Fair	86 vendors	2,000–3,000 (families, rescue supporters)
Artisan Fair	60 vendors	1,000–1,500 (shoppers, crafters)
Cornhole Tournament	30 teams	300–500 (players + family)
Petting Zoo & Fishing Ponds	—	2,000–3,000 (families with children)

Event Growth Plan

Year	BBQ Teams	Restaurants	Breweries	Car Show	Animal Vendors	Artisans	Cornhole Teams
2026 (Launch)	100	20	15	300	100	60	30
2027	200	30	25	325	120	80	40
2028	300	40	35	350	140	100	50
2029	400	45	45	375	160	120	60



2030	500	50	50	400	200	150	75
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Forecast Assumptions

- Each participant category attracts its own fan base and family spectators.
- Free entry increases attendance by 30–40% compared to ticketed events.
- Annual growth driven by publicity, community engagement, and tourism.
- By Year 5, the event will likely expand into a multi-day festival format.

Five-Year Attendance Forecast

Year	Estimated Public Attendance	Growth Rate	Key Growth Drivers
2026 (Launch Year)	15,000	—	First-year excitement, strong local turnout.
2027	22,000	+47%	Double BBQ teams, more vendors, expanded marketing.
2028	30,000	+36%	Growing tourism pull, regional sponsors, wider food/brewery variety.
2029	38,000	+27%	Returning crowds, larger artisan market, added attractions.
2030	48,000	+26%	500 BBQ teams, 50 restaurants, 50 breweries, multi-day format.

Economic and Community Impact

- Projected Economic Impact (Year 5): 48,000 attendees × \$35 average spend ≈ \$1.68 million in local economic activity.
 - Charity Potential: A 5% giving rate could raise approximately \$84,000 per event for local causes.
 - Volunteer Growth: Expanding from 150 in Year 1 to more than 600 by Year 5.
- Media Reach: Local media in Year 1, statewide attention by Year 3, and national



BBQ media coverage by Year 5.

The Central Texas BBQ Roundup is poised to become one of the largest and most impactful community events in the region, and by Year Six, the largest of its kind in the world. Sponsors play a vital role in helping us grow this event into a national destination that celebrates Texas BBQ traditions, supports local charities, and strengthens community ties through food, fun, and friendly competition.