



Central Texas BBQ Roundup

2026 Annual Community & Economic Impact Report Building A Stronger Texas

This report shares the measurable impact of that collective investment and the foundation it created for an even stronger future.

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The inaugural Central Texas BBQ Roundup brought together businesses, charitable organizations, public leaders, volunteers, competitors, and families with one common purpose: to strengthen the communities we proudly call home.



A MESSAGE FROM THE FOUNDER

Strong communities don't happen by accident. They are built by people who choose to invest in something bigger than themselves.

The inaugural Central Texas BBQ Roundup was founded on one simple belief: when businesses, community leaders, volunteers, nonprofits, and citizens come together around a shared purpose, entire communities benefit.

What began as an idea became a community-wide partnership that strengthened local charities, celebrated Texas BBQ culture, supported local businesses, advanced animal welfare, and generated meaningful economic activity across Central Texas.

This report reflects the measurable impact of that collective investment. Every number represents a partnership formed, a life touched, and a community strengthened through the support of those who believed in this vision from the very beginning.

As we look toward 2027, our commitment remains clear: to build responsibly, operate transparently, continuously improve, and deliver increasing value to our sponsors, donors, charitable partners, competitors, vendors, volunteers, and the communities we proudly serve.

Thank you for your partnership, your trust, and your investment in our shared vision. Together, we are building a tradition that will strengthen Central Texas for generations to come.

George Bunker

Founder & CEO

Central Texas BBQ Roundup

Building a Stronger Central Texas



Why We Invest in Community

We believe...

Communities are strongest when businesses, nonprofits, public leaders, volunteers, and families work together.

We exist to...

Create opportunities that strengthen local charities, celebrate Texas traditions, support local businesses, and improve the quality of life across Central Texas.

We measure success by...

Communities strengthened.

Lives changed.

Partnerships created.

Traditions preserved.

Economic opportunity generated.

We invite...

Every BBQ Competitor

Every business.

Every volunteer.

Every nonprofit.

Every public leader.

Every citizen.



To help build something that belongs to all Central Texas.

2026 Community Impact

Together, we achieved:

COMMUNITY IMPACT

11,188 51 47

Attendees Nonprofits Sponsors

Hundreds Of

Volunteers

ECONOMIC IMPACT

86 \$209,399

Businesses Community Value

Thousands Of

Visitors

BBQ EXCELLENCE

100 \$28,428

Teams Prize Purse

HEALING HEART RESCUE ROUNDUP

28 48 70 31

Adoptions Vaccinations Microchips Organizations

Total Community Investment



Driving Local Economic Growth

Community events create value far beyond the activities that take place inside the event gates.

The inaugural Central Texas BBQ Roundup brought thousands of visitors to Central Texas, creating opportunities for local businesses while showcasing the people, products, and organizations that make our region unique.

Throughout the event, attendees supported local hotels, restaurants, fuel stations, retail businesses, and service providers. Competition teams traveled from across Texas, purchasing lodging, food, fuel, ice, supplies, and other goods and services within our communities.

The event also provided valuable exposure for 86 local businesses, vendors, exhibitors, and food vendors, creating opportunities to engage directly with thousands of potential customers while building new relationships throughout the region.

Combined with sponsorship investments, in-kind contributions, charitable partnerships, and local business participation, the inaugural Central Texas BBQ Roundup generated more than \$209,000 in total community investment.

Economic growth is not measured solely in dollars. It is measured by new customers gained, partnerships formed, businesses strengthened, and the confidence to continue investing in the future of Central Texas.

That is the lasting value community events can create when people choose to invest in something bigger than themselves.



We Invested In the Organizations That Make Central Texas Work

Strong communities depend on strong local organizations.

Every day across Central Texas, nonprofit organizations, service clubs, educators, first responders, emergency volunteers, and animal welfare advocates work to improve the lives of others. Their impact is measured not by a single event, but by the thousands of lives they serve throughout the year.

The Central Texas BBQ Roundup exists to help strengthen those organizations. Through financial support, public awareness, volunteer engagement, and new community partnerships, the inaugural Roundup helped expand the reach of organizations dedicated to education, emergency preparedness, community service, youth development, and animal welfare.

We hope this story inspires others to join us in strengthening the organizations that strengthen Central Texas.

A Gift That Multiplied Our Impact

Through the extraordinary generosity of an anonymous donor, each of our 2026 charitable partners received a \$500 contribution, further expanding the community impact of the inaugural Central Texas BBQ Roundup.

This act of generosity reflects the spirit of giving that continues to define our event and our community



Our 2026 Charitable Partners

Healing Heart Rehab

Providing hope, healing, and second chances for vulnerable animals.

Belton Education Foundation

Expanding educational opportunities for the students and teachers of Belton ISD.

Temple CERT

Training citizens to support emergency response and disaster recovery efforts.

Belton CERT

Preparing volunteers to strengthen community resilience during emergencies.

Civil Air Patrol

Developing tomorrow's leaders while supporting emergency services and aerospace education.

Belton Lions Club

Serving Central Texas through vision programs, scholarships, community projects, and volunteer service.



Celebrating BBQ Excellence

Central Texas is widely recognized as the heart of Texas barbecue tradition. Shaped by generations of pitmasters, tradespeople, travelers, and early Czech and German influences, the region's barbecue heritage has become part of the story Texas shares with the world.

The Central Texas BBQ Roundup was created to honor that legacy while building a championship competition worthy of the place that helped define it.

As an IBCA-sanctioned championship competition, the inaugural Central Texas BBQ Roundup welcomed 100 championship BBQ teams competing for more than \$28,000 in prize money. These competitors traveled from across Texas and other states, bringing visitors, supporting local businesses, and helping establish the Roundup as a premier destination for championship BBQ competition.

The quality of competition was evident throughout the weekend. Grand Champion Michelle Martinez of AMP Cookers earned the top honor at the inaugural Central Texas BBQ Roundup, securing a coveted invitation to compete at the BBQ World Cup in Las Vegas, the first championship event featuring a \$1 million prize purse.

While champions are recognized on stage, every competition team contributed to the event's success. Their commitment to excellence helped create an unforgettable experience for spectators, elevated the reputation of the Central Texas BBQ Roundup, and laid the foundation for a competition that teams will look forward to returning to year after year.

By celebrating BBQ excellence, we are preserving Texas tradition, honoring the pitmasters who carry it forward, and building an event that showcases the very best of Central Texas.

Recognized by the Texas House of Representatives, the Central Texas BBQ Roundup was recognized as a fitting celebration of the smoked delicacies that are such an integral part of Texas culture.



Healing Heart Rescue Roundup

Strengthening the People Who Dedicate Their Lives to Saving Animals

The Healing Heart Rescue Roundup was created to do more than help animals find loving homes.

It was created to strengthen the network of people and organizations who dedicate their lives to protecting them.

In its inaugural year, 31 animal shelters, rescue organizations, veterinarians, trainers, advocates, and animal welfare partners came together from across Central Texas. While the event celebrated successful adoptions, it also accomplished something far more significant.

For many participants, it was one of the few opportunities they had to step away from the daily challenges of animal rescue and spend time with others who truly understand the work they do.

Throughout the day, they exchanged ideas, shared experiences, built new partnerships, and encouraged one another. They connected with prospective volunteers, foster families, donors, and adopters while educating thousands of attendees about responsible pet ownership and the critical role these organizations play in our communities.

Together, they provided:

28 pets adopted into loving homes

48 free vaccinations

70 free microchips with lifetime registration

Free nail trims, ear cleanings, and pet wellness services

Education promoting responsible pet ownership

New opportunities for volunteers, foster families, and donors to become involved

The Healing Heart Rescue Roundup demonstrated that when animal welfare organizations work together instead of separately, their collective impact reaches far beyond what any one organization could accomplish alone.

It wasn't simply an adoption event.

It became a community dedicated to healing broken hearts—both human and animal.



Building An Even Stronger 2027

The inaugural Central Texas BBQ Roundup proved what is possible when a community comes together around a shared purpose.

In just one year, sponsors, volunteers, charitable organizations, businesses, competitors, public leaders, and community members transformed an idea into a tradition that is already making a measurable difference across Central Texas.

While we are proud of what was accomplished in 2026, we believe the greatest impact still lies ahead.

Our commitment for 2027 is to build upon this foundation by expanding community partnerships, strengthening charitable impact, enhancing the competitor and guest experience, increasing opportunities for local businesses, and continuing to operate with transparency, accountability, and responsible stewardship.

Every lesson learned in our inaugural year has become an opportunity to improve. Every partnership established has become the foundation for future growth. Every investment made has strengthened our ability to create lasting value for the communities we serve.

The Central Texas BBQ Roundup has never been about a single event.

It is about creating a tradition that celebrates Texas heritage, strengthens local charities, supports economic growth, and brings communities together for generations to come.

We invite you to continue building that future with us.

Together, we are Building a Stronger Central Texas.