



Arcadia All-Florida Championship Rodeo Unveils Plans for New Mosaic Arena

ARCADIA, FL (March 13, 2015) — [The Arcadia Rodeo](#) will soon have a new home that will bring additional opportunities to benefit DeSoto County and the Rodeo community. With support from The Mosaic Company Foundation and other donors, the Rodeo has announced the public support phase for their capital campaign.

Plans for the new *Mosaic Arena* were unveiled today as part of opening ceremonies for the 87th annual Arcadia All-Florida Championship Rodeo, which runs through March 15. The new \$6 million arena will be made possible thanks to a \$3 million grant from The Mosaic Company Foundation, as well as support from other major donors and members of the local community.

The new 8,593-seat *Mosaic Arena* will provide increased capacity and functionality for the Arcadia All-Florida Championship Rodeo, as well as provide new opportunities to host other community events. This new state-of-the-art facility will attract more participants and spectators to DeSoto County – improving the economic landscape by benefiting local businesses and civic organizations. The construction of the new facility is also expected to have a regional economic impact of more than \$9.5 million.

“Given the success of the rodeo, a new arena is something the DeSoto community has contemplated for many years. We are grateful to our many donors including The Mosaic Company Foundation,” says **Don T. Hall**, *Arcadia Rodeo President*. “This is a significant undertaking and we are pleased the Foundation, donors and community-at-large share in our vision for a vibrant DeSoto County.”

The signature three-day Arcadia Rodeo event each March is an important economic driver for DeSoto County and an estimated 94 percent of attendees travel from outside the county to attend the event. The 2014 event attracted almost 16,000 visitors and brought approximately \$1 million in economic benefits to the area.

“The Mosaic Company Foundation is delighted to partner with the Arcadia All-Florida Championship Rodeo to provide greater opportunities for DeSoto County through this new venue,” says **Bo Davis, Sr. Vice President, Phosphate Operations and board member of The Mosaic Company Foundation**. “This is an important economic development project in Arcadia and a great community partnership.”

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The facility that currently houses the rodeo and other events was built in 1959 and has aged to the point where renovations or repairs are no longer cost-effective; this will be the rodeo's third home. Construction on the new arena is slated to begin later this year adjacent to the Turner Agri-Civic Center. The two buildings will complement each other to attract new events to the area.

Construction of the new arena will employ an estimated 70 contractor jobs during the construction phase. After the arena is operational, the facility and rodeo will be managed by an executive director who will oversee the day-to-day operations of the facility, supervise a small contract staff for special events, manage ongoing fundraising efforts, construction of the arena, marketing, and all ongoing business affairs. Renderings of the new Mosaic Arena are available on the Arcadia Rodeo's website at www.arcadiarodeo.com

The Arcadia All-Florida Championship Rodeo

Arcadia All-Florida Championship Rodeo, Inc. is a non-profit organization that dates back to 1952. It is the oldest rodeo organization in the state of Florida which has evolved from its pioneer beginnings to a national sport drawing top cowboy athletes from all over the nation. The Rodeo's signature event is the three-day annual March Rodeo. Participants compete for purses and points aiming for the "Super Bowl" of rodeo, the National Finals held annually in Las Vegas, Nevada. The Rodeo Association also hosts a variety of sporting events throughout the year including a Youth Rodeo Series, WRCA Ranch Rodeos and a Memorial Day Barrel Race.

About The Mosaic Company and The Mosaic Company Foundation

The Mosaic Company is the world's leading producer and marketer of concentrated phosphate and potash, two essential crop nutrients. Driven by its mission to help the world grow the food it needs, Mosaic is committed to strengthening global food security and protecting critical water resources. The Mosaic Company and The Mosaic Company Foundation make investments in and partner with best-of-class leaders in the focus areas of food, water and local community investments. More information about Mosaic is available at www.mosaicco.com and www.mosaicindesoto.com.

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