



COUNCIL COMMITTEE MEETING - TOURISM AND VISITORS BUREAU COMMITTEE

City Hall Council Chambers, 298 W Washington
Tuesday, April 02, 2024 at 5:30 PM

AGENDA

CALL TO ORDER

TOURISM AND VISITORS BUREAU COMMITTEE

LeAnn Durfey, chair; Lonn Reisman, Bob Newby, Maddie Smith

- [1.](#) Consider Approval of LJT Shuttle HOT Funds Application

ADJOURN

Note: The Stephenville City Council may convene into Executive Session on any matter related to any of the above agenda items for a purpose, such closed session allowed under Chapter 551, Texas Government Code.

In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in this meeting should contact City Hall at 254-918-1287 within 48 hours prior to the meeting to request such assistance.



STAFF REPORT

SUBJECT: HOT Funds Application – Larry Joe Taylor’s Texas Music Festival - Shuttles

DEPARTMENT: Tourism

STAFF CONTACT: Michaela Bierman

RECOMMENDATION:

The Tourism Advisory Board has a positive recommendation to Council for LJT’s HOT Funds Application.

BACKGROUND:

Larry Joe Taylor’s Texas Music Festival is requesting \$21,500 to help fund shuttles for tourists during the event taking place April 22-27, 2024. Tourism has \$15,000 budgeted as a line item for the festival.

The shuttle report from 2023 LJT Festival states that there was a total of 122 responses, with 85 guests needing transport to/from the festival with party sizes varying from 2-10 people. Passengers on the shuttles included ticketholders, sponsors and their clients, VIP guests, vendors, artists, and band bus drivers all staying in local hotels. Knowledge of the shuttle system was conveyed through newsletters, email, website listings, social media, etc. Shuttles will run Wednesday – Saturday from 12:30pm – 12:00am.

The estimated costs for 2023:

1. Viking Drivers: \$6,879 (added additional driver for Wednesday)
2. Van rental, Insurance and Tax: \$7,000
3. Hotels for drivers: \$1,200
4. Meals for drivers: \$400
5. Fuel for all 4 vans: \$3,000
6. Dispatch/Coordinator: \$500
7. Advertising Hotel Shuttle: \$2,500

An increase in shuttle transports is expected as more guests are aware of its purpose and availability during the event timeframe. LJT brings in over 45,000 visitors to Stephenville every year and is one of the leading economic and tourism events in the community.

APPLICATION

Organization Information

Date: _____

Larry Joe Taylor's Texas Music Festival (owned/operated by: Melody Mountain Ranch, Inc.)

Name of Organization

4217 CR 423

Address:

Stephenville, TX 76401

City, State, Zip:

Martha Taylor

Contact Name:

254-434-7020

Contact Phone Number:

www.ljtfest.com

Website Address for Event/Activity/Facility:

Is your organization: Non-Profit Private for Profit

Tax ID#: _____



Organization's Creation Date: April 1989

Purpose for your organization:

Promote and enhance singer-songwriters; offering 6 days of outdoor camping, live music, vendors, and performances by over 50 bands among 4 stages.

Event/Activity/Facility Information

Larry Joe Taylor's Texas Music Festival

Name of Event/Activity/Facility:

April 22-27, 2024

Date of Event/Activity:

Melody Mountain Ranch, Stephenville, Texas

Primary Location of Event/Activity/Facility:

\$ 21,500.00

Amount of HOT Funding Requested:

Fund Usage: How will the funds be used?

Rental of 4 Shuttle vans, fuel, meals/hotel rooms for drivers, dispatch/coordinating fees, signage, online promotion, newsletter promotion, artwork design for promotional materials.

(please see attached report)

Primary purpose if funded Event/Activity/Facility:

- Funding cost for transporting tourists of LJT Fest
- advertising LJT Fest Shuttle Program

Check that statutory categories apply to funding request and amount requested under each category:

- Convention center facilities or visitor information centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both; _____
- Registration of Tourism and Visitor's Bureau delegates:** the furnishing of facilities, personnel, and materials for the registration of tourism and visitor's bureau delegates or registrants; _____
- Advertising, and conducting solicitations and promotional programs to attract tourists and visitor delegates:** advertising and conducting solicitations and promotional programs to attract tourists and visitor's delegates or registrants to the municipality or its vicinity; _____
- Promotion of the arts:** the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape, and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms; _____
- Historical restoration and preservation projects or activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and visitor's delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of the Tourism and Visitor's Bureau center facilities or visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and visitors delegates; _____

Sporting event expenses related to sporting event which substantially increase economic activity at hotels: for a municipality located in a county with a population of 290,000 or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity. _____

Signage: Signage directing tourists from hotels in and near the city to: the commercial center of the city, a convention center in the city, other hotels in or near the city, and tourist attractions in or near the city.

Transportation system for tourists: Funding the costs for transporting tourist from hotels in and near the city to: the commercial center of the city, a convention center in the city, other hotels in or near the city, and tourist attractions in or near the city.

(Answer the following three (3) questions only if sporting event-related)

If sporting even-related: How many individuals are expected to participate?

If sporting event-related: How many of the participants are expected to be from another city or county?

If sporting event-related: Quantify how the funded event/activity/facilities will substantially increase economic activity at hotel and motels within the City or its vicinity?

Questions for all Funding Requests

How many years have you held this event/activity?

35 years

Expected attendance:

40-45,000 over 6 days

How many people attending the event/activity/facility will use Stephenville hotels, motels, inn s or bed-and-breakfast establishments?

Approx 400 +

How many nights will they stay?

Varies, many stay 1-2, several stay 5-6 nights

Do you reserve a room block for this event/activity/facility at an area hotel and if so, for how many rooms and at which hotels?

We reserve approximately 86 rooms for musicians, bus drivers, & festival staff. No blocks for public this year

Please list other years (over the last three years) that you have hosted your event/activity/facility, and list the amount of assistance given from HOT funding and the number of hotel rooms used:

Motel/Year Held	Assistance Amount	Number of Hotel Rooms Used
2023	15,000	350-400
2022	10,000	300
2021	10,000	300

How will you measure the impact of your event/activity/facility on area hotel activity?

- Surveys sent to ticket holders (see attached report)
- data collected by coordinator and shuttle drivers

Please list all other organizations, government entities and grants that have offered financial support to your event/activity/facility, and respective amounts:

no other governments, grants offered

Please check all promotion efforts your organization is coordinating, and list the financial amounts committed to each media outlet:

- Paid Advertising Newspaper Radio TV Social Media Press Releases
 - Direct mailing to out-of-town recipients Other
- Handwritten notes: \$500 under Paid Advertising; \$250.00 under Direct mailing; (\$1,500-2,000) under Social Media*

What specific geographic areas do your advertising materials and promotions reach?

Texas - statewide
Nationwide as well

What number of individuals located in another city or county will your proposed marketing reach?

30,000 - 40,000

The above application for HOT funds received for the City of Stephenville, and the explanation of how such funds will be utilized, is true and accurate.

Maitha Taylor
Authorized Signature

3-17-2024
Date Signed

This Pre-Fund Analysis must be completely and accurately filled out and returned to the City of Stephenville, Attn: Tourism Coordinator, 298 W. Washington St. Stephenville, Texas 76401, no later than **sixty (60) days** before the event/activity/facility. If the total amount of the HOT funds were not used or were not lawfully used, then those funds must be returned or repaid to the City of Stephenville with the Post-Funding Analysis. Questions may be directed to the Tourism Coordinator at (254) 918-1212 or email tourism@stephenvilletx.gov.



LJT FESTIVAL HOTEL SHUTTLE REPORT FOR 2023

1.

OVERVIEW OF EXPENSES - \$19,180.00

- a) **Van Rentals** – Total of \$6,091.95 (includes rental cost, insurance and taxes)
 - i) Stephenville Enterprise Rent-a-Car
 - ii) 3 vans for Wed-Mon (cannot return until Monday, charged for Sunday) = \$1444.92/van
 - iii) 1 additional van for Thurs-Mon = \$1757.19
- b) **Drivers from Viking Security Company** = \$6,180 (4 drivers at \$37/per hour)
- c) **Hotel Rooms for drivers** = \$1,000.00
- d) **Meals for Drivers** = \$500.00
- e) **Fuel for all 4 Vans** = \$2,500.00
- f) **Dispatch/Coordinator** = \$500
- g) **Advertisements/Signage** = \$2,500

2.

ADVERTISING & OPERATIONS

- a) **Advertisements/Marketing:**
 - i) Sent newsletters to all ticketholders advising of hotel shuttle availability, and included a survey to collect data from those who were staying in hotels and would need a ride. We received 122 responses, with 85 guests staying in hotels that needed rides to/from LJT Fest, party sizes varying from 2-10 people.
 - ii) We were able to narrow down group size, hotel location, and number of days needing rides per response. From there, we sent newsletter updates and reminders, including a Shuttle Schedule and phone number to call for a pick up or drop off. (See attached Shuttle Schedule)
 - iii) This information is on our website and we purchased ads on Facebook/Instagram.
 - iv) Developed artwork social media outlets with information on the schedule, Ride Share Tent location, contact information, and general information about the LJT Hotel Shuttle System.
 - v) We had many folks and groups who did not participate in the original email survey, but saw an ad or heard about the shuttle from some other form and ended up using the shuttle throughout the week once they learned the system.

vi) We also received many calls and emails to our office with questions about the Hotel Shuttle and how to schedule their transportation.

b) **Operations:**

- i) We hired an individual to coordinate/dispatch the requests received in advance and manage the calls/text coming in between.
- ii) Our drivers would begin the day with pre-scheduled pick ups and would then take additional pick up requests as room would allow. When the dispatcher receives a call/text from a customer he would then communicate with the drivers to schedule the pick up or drop off.
- iii) Every day the vans operated for over 12 hours. Beginning with hotel pick ups at 12:30pm and ran back and forth from festival grounds to hotels until 1am each day

3.

REQUEST FOR 2024 - \$21,500.00

a) **Forecasted Expenses:**

- i) **Viking Drivers** - \$6,879.00 (added an additional driver for Wednesday)
- ii) **Van Rental, Insurance and Tax** - \$7,000.00
- iii) **Hotels for drivers** - \$1,200.00
- iv) **Meals for drivers** - \$400.00
- v) **Fuel for all 4 vans** - \$3,000.00
- vi) **Dispatch/Coordinator** - \$500.00
- vii) **Advertising Hotel Shuttle** - \$2,500.00

b) **Operations:**

- i) Expecting to run the shuttles Wednesday-Saturday, also beginning at 12:30 each day, but occasionally there may be some who would like a ride to the early shows beginning at 10am, which we would accommodate if possible.
- ii) Dispatch was a great addition to our system. Our coordinator has worked for us many years, previously as a VIP Driver. He has the knowledge and ability to coordinate multiple requests for rides and fill in as a driver if needed.
- iii) We are expecting that more people will make requests for hotel transportation as we continue this project and it becomes a well-known operation.

Thank you for your support and consideration of this request. Please let us know if you have any questions regarding the information submitted.

Sincerely,

The Larry Joe Taylor Family

TO ARRANGE FOR A SHUTTLE PICK UP

YOU MUST TEXT OR CALL (214)-504-6970

(A TEXT IS PREFERRED. Include your name, hotel and requested pick up time. Choose pickup time from the schedule below)

<p>WEDNESDAY Hotel Pickup Schedule 12:30-1:00pm 2:30-3:00pm 4:30-5:00pm 6:30-7:00pm Wednesday Festival Pickup (tent in parking lot) Begins at 9pm runs about every hour</p> <p>Last trip from fest ground to hotels is at MIDNIGHT</p>	<p>THURSDAY Hotel Pickup Schedule 12:30-1:00pm 2:30-3:00pm 4:30-5:00pm 6:30-7:00pm Thursday Festival Pickup (tent in parking lot) Begins at 9pm runs about every hour.</p> <p>Last trip from fest ground to hotels is at MIDNIGHT</p>
<p>FRIDAY Hotel Pickup Schedule 12:30-1:00pm 2:30-3:00pm 4:30-5:00pm 6:30-7:00pm 8:30-9:00pm Friday Festival Pickup (tent in parking lot) Begins at 9pm runs about every hour</p> <p>Last trip from fest ground to hotels is at MIDNIGHT</p>	<p>SATURDAY Hotel Pickup Schedule1 12:30-1:00pm 2:30-3:00pm 4:30-5:00pm 6:30-7:00pm 8:30-9:00pm Saturday Festival Pickup (tent in parking lot) Begins at 9pm runs about every hour</p> <p>Last trip from fest ground to hotels is at MIDNIGHT</p>