

TEXAS REDS

*Steak & Grape*

FESTIVAL '14

# Executive Summary

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- 8<sup>th</sup> annual festival
- Sept. 27-28, 2014  
(Saturday/Sunday)
- Estimated attendance: 10,000
- Economic impact to area using CVB rate of \$80/person: \$800,000

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- Wineries: 30
- Craft Beer Breweries: 11
- Artist Showcase: 28
- Arts/Other Vendors: 28
- Food Vendors: 12
- Steak Cookoff Teams: 15
- Musical acts: 59



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# We Thank Our Texas Reds Festival 2014 Sponsors!



T. Barret  
Lyne



MacResource Computers

Apple Specialist



Bryan Coca-Cola Bottling



Bicyl & Associates  
Planning • Engineering • Management



A-1 Wrecker



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- Entertainment

5 stages featured rock, blues, country, indie, jazz & Latino

Bryan ISD groups performed at the Palace Theater Saturday



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## Wine/Craft Beer

- 11 craft beer breweries
- 30 wineries consolidated under one tent
- All wineries provided staff
- 1373 craft beer packages sold
- 2562 wine packages sold



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Donations to Community Organizations - \$500/50 hrs of work  
Over 550 volunteers over two days

AFHL

Aggie Rotaract

Alpha Phi Omega

APWAP

BHS Key Club

Bryan Citizen Police Academy

Bryan Spanish Citizen Police Academy

BSA Venture Crew 220

College Station Parks & Rec

COLSA

Miracle Word Ministries

MSC OPAS

Omega Delta Phi

Phi Lota Alpha

YPA

Rudder Key Club

Mic Check

Gamma Sigma Sigma

PIG donating to Bryan Rotary

BSAN

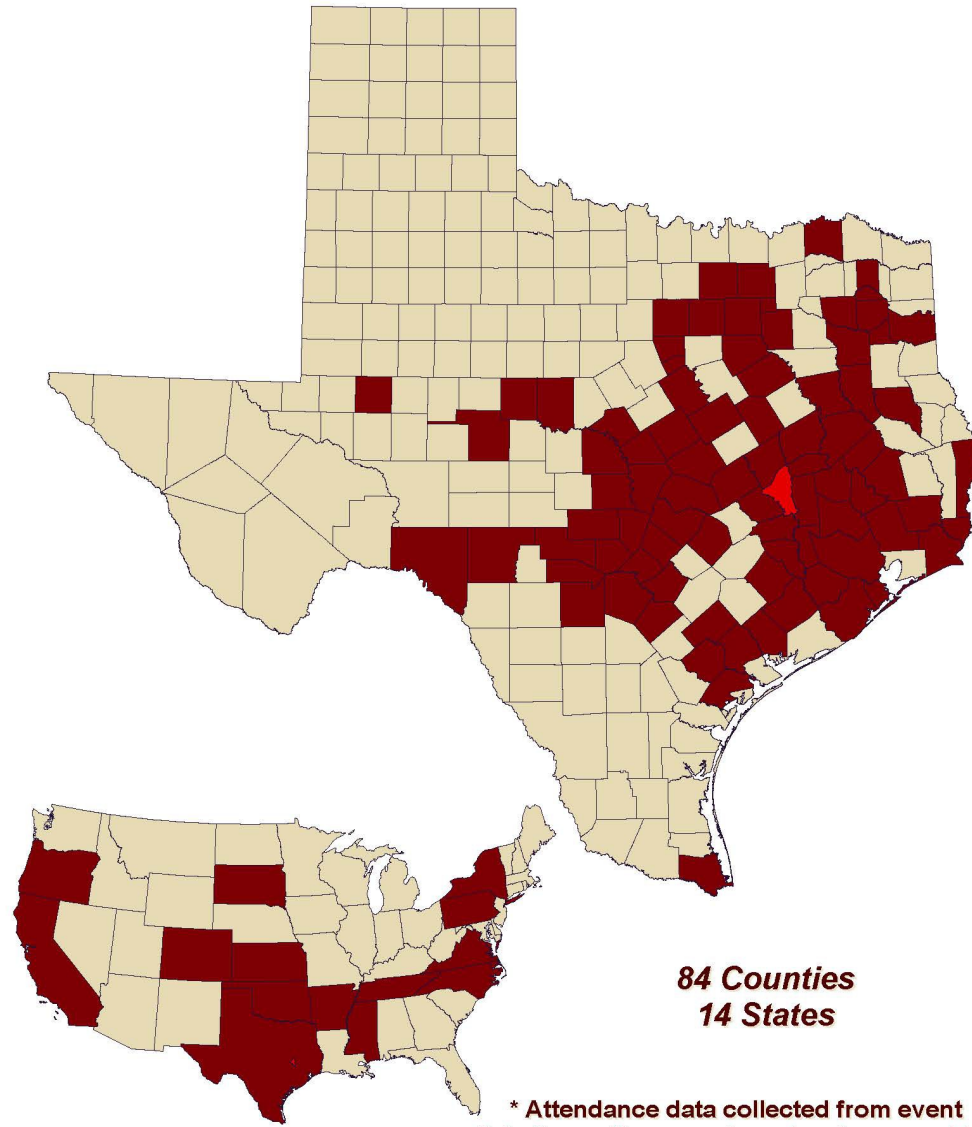
Bikers Against Child Abuse



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## Texas Reds Steak and Grape Festival 2014 Attendance Data \*



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- Budget

\$127,000 (COB HOT)

\$ 5,250 (ACBV Grant)

\$ 2,000 (Go Texan)

- Expenses

\$251,909

- Income

\$320,318

- Net

\$68,409



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## Feedback

- Offer steaks
- Adjust wine tasting hours
- Increase on-site signage
- Fewer stages
- Sat/Sun move was received positively
- No admission fee/fencing was a plus
- Evaluate package pricing
- Parking garage utilized well



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**Reds Recap Video**

**Texas Reds Steak & Grape Festival**  
**Sept. 26-27, 2015**

**Q & A**

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