

TEXAS REDS STEAK & GRAPE FESTIVAL

2018 Festival

- \$110,000 HOT Investment
- \$65,800.56 Net Loss

2019 Festival

- \$110,000 HOT Investment
- \$3,039.81 Net Loss
- 1,464 staff hours (July – Sept.)
 - 56% of 5 staff hours

City of Bryan

- In-Kind Services



TOURISM EVENTS - RECOMMENDATIONS

- Establish an event department within Destination Bryan
- Table 2021 signature event
- Use the foundation to evolve the most impactful aspects of current signature event
- Establish multiple branded events annually to increase impact
- Identify new opportunities throughout Bryan
 - Downtown Bryan
 - Travis Bryan Midtown Park
 - Lake Bryan
 - Lake Walk
 - Boonville Heritage Park
 - Attraction Partners





ADDITIONAL RESOURCES REQUIRED

- Budget for additional staff
 - Two (2) Full-Time
 - One (1) Part-Time
- Budget for QOL events
 - General Funds
- Budget for tourism events
 - HOT Funds

DESTINATION
Bryan



BENEFITS OF RECOMMENDATIONS

- Continued destination marketing focus
- Additional events throughout Bryan
- Diversify concentration of events
- Establish measures of success
- Ensure quality of events
- Foster partnerships
- Increase impact

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