

Dear Esteemed Members of the Bandera Economic Development Corporation Board,

I am writing to request funding to support the second annual (enhanced) Trail of Lights in Bandera's City Park, to be displayed for over one month during the Christmas holiday season, and the second annual Country Christmas at the Park, a one day fun filled event to launch this festive attraction. Building on last year's success, these initiatives aim to enhance Bandera's Cowboy Capital charm, attract visitors, and boost local economic activity, aligning with the Corporation's mission to promote economic growth and community vitality.

**Project Overview: Trail of Lights**

The Trail of Lights transforms Bandera City Park into a dazzling winter destination, running the first Sunday after Thanksgiving through early January. Last year, the trail was dramatically improved with the addition of a giant lit Christmas tree and a stunning tunnel of lights, creating a magical, family-friendly experience. Using energy-efficient LED lighting, the trail will be free to all guests, showcasing Bandera's unique Western Christmas spirit to residents and visitors alike. Funding Request for Trail of Lights: \$10,000

The requested funds will cover:

- Lighting and Decorations: Maintenance and expansion of LED displays, including the giant Christmas tree, tunnel of lights, and additional Western-themed installations.

**Project Overview: Country Christmas at the Park Event**

To launch the Trail of Lights, we're planning the second annual Country Christmas at the Park the first Sunday after Thanksgiving. This festive event will feature live music, local vendor booths, food trucks, family-friendly activities like bounce houses and walk in snow globes, and a ceremonial lighting of the Christmas tree and light tunnel. Building on last year's success, this event will draw crowds, highlight Bandera's Western heritage, and drive business to local shops and restaurants.

Funding Request for Country Christmas at the Park: \$5,000

The requested funds will contribute to cover expenses like:

- Event Logistics: Stage, sound systems, and lighting for performances.
- Vendors and Activities: Support for Bandera artisans like musicians, face painters, and performers. Activity rentals like kids' bounce houses, walk in snow globes and cowboy storytelling. Lines were very long for activities last year, so we'd like to add more activities and attractions.
- Promotion and Outreach: Advertising through regional tourism channels, social media, and local media to ensure strong attendance.
- Safety and Staffing: Event security and workers

## Economic and Community Benefits

The Trail of Lights and Country Christmas at the Park will deliver significant benefits to Bandera:

- **Economic Boost:** The month+-long Trail of Lights will attract visitors to local businesses, restaurants, and shops, increasing sales during the holiday season. Last year's event demonstrated strong visitor turnout, and the enhanced displays are expected to draw even larger crowds.
- **Community Engagement:** These events will foster pride and unity, offering families a Western-themed holiday experience that celebrates Bandera's cowboy culture.
- **Tourism Appeal:** The upgraded trail, with its giant Christmas tree and light tunnel, will position Bandera as a must-visit holiday destination in the Texas Hill Country, encouraging tourism and overnight stays.
- **Long-Term Potential:** As a growing annual tradition, these events will strengthen Bandera's reputation as a vibrant, visitor-friendly community, driving repeat tourism.

Total Funding Request: \$15,000

We respectfully request a total of \$15,000 with \$10,000 allocated to the Trail of Lights and \$5,000 for Country Christmas at the Park.

The Trail of Lights and Country Christmas at the Park offers a unique opportunity to invest in Bandera's economic and cultural vitality. By supporting these initiatives, the Bandera Economic Development Corporation can help create a memorable, inclusive experience that celebrates our Cowboy Capital heritage and drives economic growth. We are eager to collaborate with the Board to make this vision a reality and welcome any questions or suggestions to refine this proposal. Thank you for your time and consideration.

Sincerely,

Josie Evans



Bandera Business Owner

Bandera County CVB Director

Bandera County Chamber of Commerce Director

City of Bandera Country Christmas in the Park Committee