



# STAFF REPORT

**MEETING DATE:** October 24, 2023

**TITLE:**

Consider action to approve \$25,000 in Hotel Occupancy Funds to Festival de la Cultura, a 501c3 organization, for a Hispanic Festival on April 27, 2024, in Mayfest Park.

**AGENDA ITEM SUBMITTED BY:**

Sylvia Carrillo, ICMA-CM, CPM, City Manager

**BACKGROUND/HISTORY:**

Festival de la Cultura is a new festival geared to bring awareness and address the cultural diversity of the growing Hispanic community in Bastrop County. To date, no such activity has sought to bring together the multitude of Hispanic and Latino populations that are represented in our cities, county and growing!

The 2021 Census Bureau shows an estimated 35.8% of the population in Bastrop (within 10 miles of the city center) is Hispanic.

The originating festival committee is made up of various leaders throughout Bastrop County who will assist in the development, programming, and educational aspects of the festival.

It is expected to draw a crowd of more than 5,000 people with various musical performances including a popular Latino musical headliner at the end of the festival, children's activities, cooking, and other cultural activities.

This was not a programmed event in the Hotel Fund due to the recency of the event after the FY 2024 budget adoption.

This amount is expected to be seed money and the annual festival is expected to grow to self sufficiency in a short period of time.

The event is expected to generate more than 175 room nights with an economic impact of over \$700,000.

**FISCAL IMPACT:**

\$25,000 from the Hotel Occupancy Fund.

**RECOMMENDATION:**

Approve the request as presented.

**ATTACHMENTS:**

1. HOT fund balance sheet
2. Festival balance sheet and proposed expenses
3. Visit Bastrop Estimated Economic Impact Calculator
4. Demographic reports