



Agenda Report

Agenda of: July 08, 2025

Department: Administration

Subject: Discuss and take appropriate action regarding the Medina County First Responder event sponsorship.

Recommended Motion: I move that the City of Castroville sponsor the Medina County First Responder Event in the amount of \$2,500 (or other amount).

Background: The City of Castroville has historically supported efforts to recognize and honor local first responders. In 2024, the City contributed \$1,000 to the annual First Responder Appreciation Event hosted by Go Medina. The event has since grown in scope, participation, and community impact.

The 2025 event—branded as the “Hometown Heroes BBQ Cook-Off”—will be hosted by both the Rotary Club of Medina County and Go Medina and will be held on **Saturday, September 20, 2025**, at the **Medina County Fairgrounds** in Hondo, Texas. This year’s celebration will feature a Champions Barbecue Alliance-sanctioned cook-off, live music, a vendor fair, and a catered appreciation lunch for Medina County’s first responders. Sponsor recognition includes signage, marketing presence, and public acknowledgments.

Staff recommends increasing the City’s sponsorship to the **\$2,500 Gold Level**, which includes event signage, logo placement on marketing materials, and social media recognition. This level of support aligns with the contributions of other area municipalities such as the **City of Devine**, which has committed \$2,500. The City of Hondo’s sponsorship level has not yet been confirmed.

The event not only honors public safety personnel but also contributes to local community development initiatives led by the Rotary Club, including scholarships, Meals on Wheels, and seasonal charitable programs.

Staff Recommendation: Staff recommends that the City Council authorize a \$2,500 sponsorship at the Gold Level, reflecting the growing regional nature of the event and Castroville’s continued support for local first responders and civic engagement.

Fiscal Impact: This expenditure falls under the council’s “Special Activities” budget item for which there is \$25,000 budgeted.

☒ **Budgeted** ☐ **Requires Budget Amendment**

Source of Funding: Special Activities

Attachments: Sponsorship Form, Event Poster

Urgency (0-5 = Low Urgency to High Urgency): 3

Impact (0-5 = Low Impact to High Impact): 3

Submitted by: R. Scott Dixon