



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78620**

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**Submitted By:** Pam King, Tourism Manager/Lisa Sullivan, People & Communications Director

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**Council Meeting Date:** February 18, 2025

**Agenda Item Wording:** **Approval of the Brewers Festival (2025) Collaboration Agreement between the City of Dripping Springs and the Dripping Springs Chamber of Commerce, Inc. Sponsor: Council Member Sherrie Parks**

**Agenda Item Requestor:** Pam King, Tourism Manager

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**Summary/Background:** Destination Dripping Springs has organized The Dripping Springs Brewers Festival since 2022 as a fundraiser for the organization. It has been successful and is a great event for our community; however, we would not consider it to be a tourism promotion effort. Most attendees are local, with most coming from within 30 miles of Dripping Springs, generating no overnight stays in our hotels. This event is a much better fit for the Dripping Springs Chamber of Commerce. We are proposing that we partner with them for the 2025 event, sharing in the expenses and profits equally, and then transfer the event “ownership” to the Chamber of Commerce in 2026. The City of Dripping Springs and Destination Dripping Springs would then become sponsors of the event and work with the Chamber, providing support with facilities and equipment.

**Commission Recommendations:** N/A

**Recommended Council Actions:** Staff recommends approving the Collaboration Agreement with the Dripping Springs Chamber of Commerce

**Attachments:** Brewers Festival Collaboration Agreement

**Next Steps/Schedule:** Upon City Council approval, execute agreement. 2025 Brewers Festival is March 29 from 11am-5:00pm.

