

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: June 17, 2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Updates on community events May 2025

Recommendation

Staff recommend approval

Montgomery Economic Development Corporation
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Discussion

Monty's Well – Sip, Sud and Stroll RECAP A Unique Upscale Experience Coinciding with the Antique and Unique Festival

Monty's Well: Friday 4–8 PM, Saturday 11 AM–7 PM

Antique & Unique Festival: Friday 10 AM–6 PM, Saturday 9 AM–7 PM, Sunday 10 AM–4 PM

Overview

Monty's Well made its debut as an elevated community experience offering curated sips, local brews, and a lively atmosphere in historic Downtown Montgomery. The event was timed to complement the annual Antique & Unique Festival, drawing in both locals and visitors for a weekend full of charm, culture, and celebration.

Weather & Turnout

Unfortunately, Friday's festivities were impacted by inclement weather. Monty's Well was effectively rained out due to heavy thunderstorms, and the Antique Fest faced high winds, requiring vendors to secure their setups.

However, Saturday delivered perfect festival weather — sunny skies and a comfortable 80°F. The result was an exceptional day filled with vibrant activity, laughter, and music, with a solid turnout of local residents and guests who embraced the atmosphere and offerings.

Monty's Well Highlights

Ambiance: Hosted by Gracepoint, the venue offered an upscale, welcoming environment that elevated the event's social and aesthetic appeal.

Entertainment: Live music by Josh Brown Band, Jason Wagoneer, and Drew Troubadour brought energy and authenticity to the experience.

Bar Service: Laura's Bartending provided professional cocktail and beverage service, achieving the required \$2,500 minimum sales threshold. Guests enjoyed a curated selection of drinks, many served in the now-iconic branded GOAT cups.

Atmosphere: "Good times and good vibes" was the sentiment of the day, with attendees praising the relaxed yet upscale feel of the event.

Expenses & Financial Notes

- Estimated Total Cost: Just under \$5,000 — final accounting is still pending.
- Bar Sales Goal: Achieved through strong turnout and steady beverage sales.
- Custom Branding: GOAT cups added a touch of fun and marketing value, serving as mementos and social media props.

Next Steps

A department meeting will be scheduled soon to debrief and evaluate the Antique & Unique Festival.

Conclusion

Despite a rough weather start, Monty's Well proved to be a vibrant addition to Montgomery's event calendar. Saturday's success highlighted the community's enthusiasm for sophisticated yet accessible gatherings. With strong engagement, memorable performances, and promising vendor outcomes, this event sets the stage for future iterations and continued growth.

Lone Star Street Dance- Despite the heat and numerous events in May the Lone Star Street Dance had a good turnout.

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Approved By	
City Secretary & Director of Administrative Services Ruby Beaven	Date:
Interim City Administrator & Police Chief Anthony Soloman	06/09/2025
	06/09/2025