



## **TOURISM AND VISITORS BUREAU QUARTERLY REPORT**

### **1. Moo-La Fest (June 2-4, 2022)**

- a. Budget: \$80,000
  - i. Total spent: \$85,852.99,
  - ii. Amount earned in sponsorships: \$24,250
  - iii. Total Revenue: \$32,487.15
- b. SEDA Report
- c. Hot air balloons, live music from Old Crow Medicine Show, Gary P. Nunn, Rodney Crowell, and Scott Kirby, Carnival Americana, and 30+ food and artisan vendors.
- d. This year's event was the largest and most successful Moo-La Fest to date.

### **2. Trainings & Education Conference**

- a. TML Small Town Leadership - May
- b. Texas Travel Alliance (TTA) - June
- c. Texas Association of Convention Visitor Bureaus – August

### **3. Materials:**

- a. Visitors Guide – (being updated - online access)
- b. Boutiques, Antiques, & Unique Eats
- c. Stephenville Promo Videos - 15 & 30 second videos made by the DayTripper
  - i. Will be shown at TSU & SHS home games, Cowboy Capital Pro Rodeo, and more.

### **4. Moo-La's 50<sup>th</sup> Birthday Bash**

- a. Friday, September 23<sup>rd</sup> from 5:00-9:00pm
- b. Guest speakers – Mayor Doug Svien and State Representative Shelby Slawson
- c. Live music from Downtown Fever, food trucks, and a photo bus
- d. Sponsorship Opportunities (See print-out)
- e. Texas Co-Op Power Magazine special advertisement (page 32)
- f. Part of the “blow-out” weekend with Rhymes & Vines, Downtown Wine Walk, and Cowboy Capital Pro Rodeo.