

2022 TOURISM FUNDS APPLICATION

Stephenville Tourism & Visitor Bureau ★ 254.552.1222

EVENT NAME: Larry Joe Taylor's Texas Music Festival

Sponsor Organization or Business: Melody Mountain Ranch, Inc.

Status: Non-Profit For-Profit

Contact Person: Martha Taylor

Email: martha@larryjoetaylor.com

Address: 4217 CR 423 Stephenville, TX 76401

Phone: 254-434-7020

Tax ID#: _____

For STVB Use Only

Years Funded: _____

2021 Amount: _____

2019 Amount: _____

2018 Amount: _____

2017 Amount: _____

EVENT DESCRIPTION

Event Dates: April 24-29, 2023

Event Hours (Start & End Time each day): 10am-12am each day

Location: Melody Mountain Ranch, Stephenville, Texas

Description of Event:

6-day outdoor live music festival featuring outdoor camping, live music from over 50 acts, and attracting over 40,000 people from all over the nation

Is this an Annual Event that plans to remain in Stephenville? yes

How many years has the event been held? 34

Last year's estimated attendance (if applicable):

Entries/Registrants _____ **Spectators** 25k

Last year's estimated hotel nights reserved and # of nights: # Rooms 350 # Nights 5

Total attendance expected this year:

Entries/Registrants _____ **Spectators** 45k

Estimated hotel rooms that will be occupied and # of nights: # Rooms 350 # Nights 5

Where do competitors/spectators come from?

The majority are from Texas, but many come from all over the nation - California, New York, Idaho and more.

Are concessions available at event? Yes No **If so, who provides them?** food vendors

How many event staff work at the event? over 150 # Local Hires 100

How many volunteers work the event? _____

How will the event be advertised/promoted?

Social media ads, newsletter to about 35k email recipients, radio stations in Lubbock, FW, Waco, San Antonio, Dallas, & other outside areas. Artists will also promote their shows for the event on their own social media sites.

Amount Requested from STVB: \$ 15,000.00

Please indicate how funds will be spent:

This will fund the rental of hotel shuttles, staff/drivers for shuttles, lodging/meals for drivers, fuel, and promotional materials.

Please see attached report from 2022 for more information.