

STVB COMMITTEE REPORT

All-In Barrel Race Update

The Stephenville Tourism and Visitors Bureau Council Committee met on Tuesday, February, 23. Julie Smith presented an update on the All-In Barrel Race which was held December 3-13, 2020 at Lone Star Arena. The race attracted 986 participants, and their family members to Stephenville. A comparison of Hotel Occupancy Tax (HOT) totals for December, 2020 and December, 2019 were presented; as well as a comparison of the sales tax totals for the same dates. While the HOT totals were down in 2020 compared with 2019, the sales tax did show an increase.

STVB Plan

Julie Smith presented a 2021 plan to the STVB to include the application for GO TEXAN Retirement Community application, plans for Moo-La Fest, the *Daytripper*, promotions of area attractions, strengthening our strategic partnerships and meeting and event sales when it is safe to do so.