



STAFF REPORT

SUBJECT: HOT Funds Application – Larry Joe Taylor’s Texas Music Festival - Shuttles

DEPARTMENT: Tourism

STAFF CONTACT: Michaela Bierman

RECOMMENDATION:

The Tourism Advisory Board has a positive recommendation to Council for LJT’s HOT Funds Application.

BACKGROUND:

Larry Joe Taylor’s Texas Music Festival is requesting \$21,500 to help fund shuttles for tourists during the event taking place April 22-27, 2024. Tourism has \$15,000 budgeted as a line item for the festival.

The shuttle report from 2023 LJT Festival states that there was a total of 122 responses, with 85 guests needing transport to/from the festival with party sizes varying from 2-10 people. Passengers on the shuttles included ticketholders, sponsors and their clients, VIP guests, vendors, artists, and band bus drivers all staying in local hotels. Knowledge of the shuttle system was conveyed through newsletters, email, website listings, social media, etc. Shuttles will run Wednesday – Saturday from 12:30pm – 12:00am.

The estimated costs for 2023:

1. Viking Drivers: \$6,879 (added additional driver for Wednesday)
2. Van rental, Insurance and Tax: \$7,000
3. Hotels for drivers: \$1,200
4. Meals for drivers: \$400
5. Fuel for all 4 vans: \$3,000
6. Dispatch/Coordinator: \$500
7. Advertising Hotel Shuttle: \$2,500

An increase in shuttle transports is expected as more guests are aware of its purpose and availability during the event timeframe. LJT brings in over 45,000 visitors to Stephenville every year and is one of the leading economic and tourism events in the community.