

COMMITTEE REPORT



REPORT TYPE: Tourism & Visitors Bureau Committee

MEETING: February 21, 2023

Present: LeAnn Durfey, Chair, Lon Reisman, Bob Newby, Gerald Cook

Absent: None

DEPARTMENT: Tourism

STAFF CONTACT: Michaela Bierman

Consider Approval for LJT Shuttle HOT Funds Application

Staff presented the HOT Funds Application for the 2023 Larry Joe Taylor Music Festival Shuttles to the committee. The amount applied for is \$15,000. This event is currently a line item in the Tourism budget in the amount of \$10,000. The additional \$5,000 can be used from the 'Undesignated Grant Funds' line item in the budget.

The shuttle report for the 2022 LJT Festival states that there was a total of 378 transports during the event. Passengers on the shuttles included ticketholders, sponsors and their clients, VIP guests, vendors, artists, and band bus drivers all staying in local hotels.

The estimated costs for the \$15,000 are:

1. Shuttle Rental (4 shuttles) - \$1,700 per shuttle for the week (total of \$6,800)
2. 4 drivers - \$450/day per driver, avg. 10 hours per day (total of \$7,200)
3. Cost of fuel (\$100/day per shuttle) – (total \$1,600)
4. Meals/lodging for drivers - \$150/day (\$600)
5. \$120 for hotel displays
6. \$100-150 for social media ads

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.

Councilwoman Durfey made the motion to forward the HOT Funds Application to full Council with a positive recommendation. Motion passed unanimously.