



# KCVB CELEBRATION BEER & BRATWURST FESTIVAL

RS-25-050

April 15, 2025

# Background

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- Killeen Convention and Visitors Bureau (KCVB) is establishing a signature event that drives tourism, boosts the local economy, and positions Killeen as a must-visit destination.
- An annual Beer & Bratwurst Festival would attract visitors, increase hotel stays, and support local businesses.
- Partnering with an experienced event planning firm is essential to ensure top-tier exposure through:
  - ▣ Industry connections;
  - ▣ Targeted marketing strategies; and
  - ▣ Maximized attendance and exposure beyond local market.

# Request for Proposal Process

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- ❑ The "KCVB Celebration of Beer and Bratwurst Festival RFP (RFP)" was advertised on City of Killeen website on January 5, 2025, then closed on January 28, 2025.
- ❑ The RFP was also advertised in Killeen Daily Herald on January 5<sup>th</sup> and 12<sup>th</sup>, 2025.
- ❑ Five (5) proposals were received.
  - ▣ Alexander Reign and Company, LLC.
  - ▣ Chesapeake Health Education Program, Inc.
  - ▣ KSP Professional Services, LLC.
  - ▣ SBG Hospitality, LLC.
  - ▣ Treadway Events and Entertainment

# Request for Proposal Process Cont.

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- City staff evaluated the proposals based on seven (7) criteria:
  - ▣ Venue Management
  - ▣ Vendor Coordination
  - ▣ Marketing & Promotion
  - ▣ Entertainment & Activities
  - ▣ Safety & Security
  - ▣ Budget and Cost Efficiency
  - ▣ Experience & Reputation

# SBG Hospitality

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- SBG Hospitality (SBG) is a McKinney, TX based company specializing in creating, organizing, and promoting high-quality events and experiences.
- SBG will be responsible for event logistics, vendor coordination, and marketing and sponsorship management.
- SBG Event Experience
  - ▣ Frisco Fall Fest at The Star Presented by Wrangler
  - ▣ Ft. Worth Fried Chicken & Craft Beer Fest
  - ▣ Frisco Oktoberfest
  - ▣ Downtown McKinney Craft Beer Walk
  - ▣ Frisco Uncorked presented by H-E-B

# Revenue Distribution and Event Management Cost

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- KCVB will generate revenue from:
  - ▣ Beer Pass Sales
    - Beer pass (3 ounce sample to each brewery, signature beer cup, and a bag of pretzels).
    - Each pass includes 20 samples (Each sample is marked off each time a guest visits a brewery).
  - ▣ Retail vendor booth fees
  - ▣ Event sponsorships
- SBG Hospitality will receive the flat rate of \$75,000, which covers all cost associated with event management, including planning, execution, travel expenses, and logistical coordination.

# Projected Economic Impact

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Category	1,300 Passes	1,500 Passes	2,000 Passes
Direct Event Revenue (ticket sales & vendor booth fees)	\$40,000	\$46,000	\$61,000
Out-of-Town Visitors Spending (40% of total attendees)	\$130,000	\$150,000	\$200,000
Local Attendee Spending (60% of attendees)	\$39,000	\$45,000	\$60,000
Hotel Room Revenue (50% of out of town visitors \$125 per night)	\$16,000	\$18,000	\$25,000
Total Economic Impact	\$225,250	\$259,750	\$346,000

# Recommendation

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- Staff recommends that City Council approve the contract award and authorize the City Manager or his designee to execute a contract with SBG Hospitality for the Beer & Bratwurst Festival in the amount of \$75,000.