



**KILLEEN CONVENTION &  
VISITORS BUREAU  
JUNETOBER FEST**

**RS-26-046**

**March 24, 2026**

# Background

2

- Killeen Convention and Visitors Bureau (KCVB) hosted the inaugural Junetober Fest on June 14, 2025.
- Attendance reached approximately 645 people, with nearly half traveling outside the Killeen area.
  - ▣ The event created an economic benefit for the community.
  - ▣ Helped position Killeen as a destination for regional festivals.
    - Out-of-town attendance is a key driver of Killeen's tourism economy and supports tourism-related activities.

# Junetober Fest Year 1

3

- First year events provides an opportunity to identify areas of improvement or expansion.
  - ▣ Data showed significant tourism value.
  - ▣ A multi-year commitment allows a vendor to:
    - Build consistency.
    - Improve programming.
    - Expand marketing reach.
    - Grow regional attendance.
- During years 2 and 3, the event can expand into a signature regional festival generating increased Hotel Occupancy Tax (HOT) revenue and local spending.

# Economic Impact of Year 1

4

Category	Description	Amount
Local Spending	347 local attendees	\$17,350
Visitor Spending	298 Out of town attendees	\$29,800
Event Revenue	Tickets & vendor booths	\$5,450
Overall Economic Impact	Combined total	\$52,600

# Enhancements & Growth

5

- Building on a successful first year, KCVB goals are to:
  - ▣ Expand Food & Vendor Experience
    - Increase the number of food vendors
    - Add festival favorites (giant salted pretzels, corn dogs, funnel cakes)
  - ▣ Family – Friendly Experiences
    - Kids zone with bounce houses and air brush tattoos/face painting
  - ▣ Community Engagement
    - Prizes including gift cards and event branded T-shirts
    - Increase retail vendors

# Enhancements & Growth Cont.

6

Purchases Option	Tastings	Cup	Price
Full Tasting Experience	10 tickets	Yes	\$30
Taste and Explore	5 tickets	Yes	\$20
Two (2) Tasting	2 tickets	Yes	\$10
Additional Tasting	1 ticket	N/A	\$5

# Request for Proposal 26-17

7

- Event Planning Services Request for Proposal (RFP) 26-17 was advertised as follows:
  - ▣ City of Killeen website January 5th - 20th, 2026.
  - ▣ Killeen Daily Herald on January 5th and 12th, 2026.
- The RFP was issued for an initial three-year contract, with an option to renew annually for up to two (2) additional years.
- Two (2) proposals were received.
  - ▣ Events Unleashed
  - ▣ SBG Hospitality

# Request for Proposal Process Cont.

Vendor	Venue Mgmt.	Vendor Coord.	Marketing	Entertainment	Safety	Cost Efficiency	Experience	Total Score
SBG Hosp.	8.7	16	14	15.7	8.3	9	10	81.67
Events Unleashed	7.3	12.3	13	13	6.7	8.3	6.7	67.33

# SBG Hospitality

9

- SBG Hospitality is a McKinney, TX based company specializing in creating, organizing, and promoting high-quality events and experiences.
- SBG Event Experience
  - ▣ **Killeen Junetober Fest 2025**
  - ▣ 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

# Recommendation

- Staff recommends that City Council award RFP 26-17, for Junetober Fest, to SBG Hospitality in the amount of \$75,000 annually, and authorize the City Manager, or designee, to execute any and all change orders within the amounts set by State and Local law.