



# Agenda Item Report

**Legislative Board:** City Council  
**Date:** December 3, 2024  
**Contact:** Lindsey Baker  
**Agenda Item ID / Number:** 2024-978- / 1.4

**ITEM TITLE:** City Park Planning/Programming Ad Hoc Committee Meeting Report and possible deliberation and action related to the composition of the committee (Committee Chair Mayor Pro Tem Evan Ture and Former Committee Chair Paul Daugereau) [PUBLIC TESTIMONY]

## 1. EXECUTIVE SUMMARY

The City Park Planning/Programming Ad Hoc Committee will present a report on 2024 activities related to programming and improvements at City Park, which include Buda's Birthday, Red, White, & Buda, Railcar Revival, large event safety considerations, and the rental fence policy. In addition, the Ad Hoc members are interested in discussing with the City Council the formal addition of a Citizen Representative to the Committee and are interested in becoming the City's appointed board to serve as the official liaison to the Music Friendly Texas Community Designation process.

## 2. BACKGROUND/HISTORY

The City Park Planning/Programming Ad Hoc Committee (City Park Ad Hoc) was created by the City Council on January 7, 2020. The Committee comprises three City Council representatives (Mayor Pro Tem Evan Ture, Council Member Matt Smith, and outgoing Council member Paul Daugereau), one Parks Representative (currently Commissioner/Vice Chair Kevin Forsythe), City Manager Representative (currently EDC CEO), Parks Department Representative (currently Parks Director), Tourism/ Community Relations & Destination Services Department Representative (currently CRADS Director), Public Safety Representative (currently shared by Buda PD Chief Kidd and Buda Fire Chief Huckaby), and non-voting stakeholders as needed to address specific policy items. When the committee was formed, it initially worked on rental applications and fees, parking issues, city park policies, and incentives related to the use of City Park for large events. Meetings take place on an as-needed basis.

On May 2, 2023, the City Council extended the Ad Hoc Committee an additional year and added to the scope, expanding responsibilities to:

1. Engage in post-event feedback with event organizers
2. Serve as liaisons for partnership organizations
3. Improve return on investment
4. Guide future improvements of the stage structure/amphitheater and park improvements and crowd control/safety measures and security
5. Input on City programming for Buda's Birthday and Red, White & Buda

The standard for meeting on the fourth Tuesday of the month as needed was implemented, and the Ad Hoc Committee met seven times in 2024.

The Ad Hoc Committee has provided considerable direction related to planning for music acts and general activities and vision for Buda's Birthday, Red, White, & Buda, and Railcar Revival. In addition, the committee has worked closely with the Chief of Police on safety and security considerations for large events, especially as the City's events grow and include non-Buda residents. Finally, the Committee directed staff to open the fence purchase up to rentals to help recuperate costs associated with the initial purchase.

### **3. ANALYSIS**

#### **Buda's Birthday – April 6, 2024**

- Featured a live music kick-off at local music venues and restaurants on Friday and Blues Brunch on Sunday of the same weekend.
- Headliner for Saturday was Grammy nominated and Buda local, Shakey Graves.
- Opening act was Greyhounds which were a part of the celebration in 2023 and featured as a live music kick-off band.
- Live Music Kick-off and Blues Brunch venues were reimbursed \$1,000
- Total Attendance: 4,600, a 20% increase from 2023

#### **Red, White, & Buda - July 4, 2024**

- Featured headliner Josh Abbott Band, after Mark Chesnutt health emergency resulted in sudden need to secure another high-profile act
- Total Attendance: 12,600, a 24% increase over 2023

#### **Railcar Revival – November 9, 2024**

- Featured headliner Treaty Oak Revival and multiple well-known Texas country acts, including Cody Canada and the Departed.
- City and EDC partnered to provide \$95,000 total to bring in first-of-its-kind festival.
- Initial Attendance Report in/around City Park: 10,000
- Total Tickets Sold: Est. 6,000

### **4. FINANCIAL IMPACT**

While there are no direct financial impacts, there may be financial implications due to various direction provided by the committee or additions to events that could increase cost.

### **5. STRATEGIC PLAN/GOALS**

SAFE, FUN EXPERIENCES FOR ALL - OUTDOOR CAPITOL OF TEXAS

### **6. STRATEGIC PLAN OBJECTIVES**

Safe, Fun Experiences for All - Outdoor Capital of Texas

### **7. PROS AND CONS**

N/A

### **8. ALTERNATIVES**

In addition to receiving a report, this agenda item is set up in a way to allow for City Council deliberation regarding the committee make-up. Should the Council choose, they may add a Citizen-Appointed member to the Committee. The Council may want to consider updating the council appointees to read "up to three (3)", reduce the Council appointees to two (2), or proceed with appointing a third Council Member to take the vacated position of Paul Daugereau.

### **9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION**

Take action related to committee composition as desired.

### **Attachments:**

[City Park Ad Hoc Report 2024 Presentation.pdf](#)

