



Agenda Item Report

Legislative Board: City Council
Date: May 19, 2026
Contact: Anthony Host
Agenda Item ID / Number: 2026-456- / J.2

ITEM TITLE: Deliberation and possible action to approve an agreement with Puente Alto for planning and execution of Railcar Revival, funded equally by the City of Buda and the Buda Economic Development Corporation (BEDC) in the amount of \$47,500.00 for a total contract amount of \$95,000 (Parks Director Tony Host) [PUBLIC TESTIMONY]

1. EXECUTIVE SUMMARY

Staff is requesting City Council consideration and approval of an agreement with Puente Alto to provide professional event planning, production coordination, sponsorship support, logistics management, and execution services for the 3rd Annual Railcar Revival event.

The proposed agreement amount is \$95,000, with funding to be shared equally between the City of Buda and the Buda Economic Development Corporation (EDC). The City's portion of the contract is \$47,500, and the Buda EDC's portion is \$47,500. The agreement is limited to a one-year renewal with a decreased cost to the City of Buda of 20% or \$38,000 and to the EDC in an equal amount for a total Year 2 amount of \$76,000.

Railcar Revival is intended to serve as a signature community and economic development event that promotes tourism, supports local businesses, enhances community engagement, and further positions the City of Buda as a regional destination for entertainment and cultural activities. The agreement with Puente Alto would provide professional expertise in large-scale event coordination, vendor management, entertainment logistics, sponsorship activation, marketing coordination, operational planning, and event-day execution.

2. BACKGROUND/HISTORY

The City of Buda has continued to expand community programming and destination-style events as part of its strategic initiatives related to tourism, economic development, quality of life, and community activation.

Railcar Revival is envisioned as a large-scale community festival designed to celebrate Buda's unique identity, culture, entertainment atmosphere, and historic railcar heritage while generating increased visitor activity and economic impact for local businesses.

As the event continues to grow in scale and operational complexity, staff has identified the need for additional professional event planning and execution services to ensure:

- High-quality event production;
- Effective coordination of vendors and entertainment;
- Sponsorship development and management;
- Efficient operational logistics;
- Public safety coordination;
- Enhanced attendee experience; and
- Long-term event sustainability.

Staff has worked with Puente Alto and BEDC to develop a proposed scope of services for the

planning and execution of Railcar Revival. The proposed partnership would include event planning assistance, operational coordination, production management, sponsorship support, entertainment coordination, marketing collaboration, vendor logistics, and onsite event execution support. The Buda EDC has expressed support for participation in the funding of this initiative due to the anticipated economic and tourism-related benefits associated with the event.

3. ANALYSIS

Railcar Revival has the potential to become one of the City's premier annual events, drawing visitors from throughout Central Texas and supporting local economic activity through increased visitation, retail activity, restaurant traffic, hotel stays, and tourism exposure.

Professional event management services are increasingly necessary for large-scale public events due to the complexity associated with:

- Entertainment coordination;
- Stage and production management;
- Vendor oversight;
- Crowd management;
- Sponsorship activation;
- Site logistics;
- Safety coordination;
- Permitting; and
- Event marketing integration.

The proposed agreement with Puente Alto would allow staff to leverage industry expertise while maintaining City oversight and strategic direction for the event. The shared funding structure between the City and the Buda EDC reflects the dual community and economic development value of Railcar Revival. The event is anticipated to provide both direct and indirect benefits, including:

- Increased community engagement;
- Tourism promotion;
- Enhanced visibility of Buda as an entertainment destination;
- Opportunities for local business participation;
- Sponsorship growth potential;
- Regional marketing exposure; and
- Long-term event branding opportunities

In addition, utilizing a professional event planning partner can reduce operational strain on City staff while improving coordination efficiency and event execution quality.

4. FINANCIAL IMPACT

The City of Buda's contributions are allocated from HOT Funds.

Year 1

City of Buda \$47,500

EDC \$47,500

Total \$95,000

Year 2 (reduction of 20%)

City of Buda \$38,000

EDC \$38,000

Total \$76,000

5. STRATEGIC PLAN/GOALS

FUN EXPERIENCES FOR ALL

6. STRATEGIC PLAN OBJECTIVES

Have a successful Amphitheater with a variety of performances with resident attendance

7. PROS AND CONS

Pros

- Provides professional event planning and execution expertise;
- Enhances overall event quality and attendee experience;
- Supports tourism and economic development initiatives;
- Reduces operational burden on City staff;
- Increases sponsorship and partnership opportunities;
- Enhances marketing and branding capabilities;
- Improves coordination of vendors, entertainment, and logistics; and
- Positions Railcar Revival as a signature regional event.

Cons

- Requires expenditure of City and EDC funds;
- Event success may be impacted by weather or external factors;
- Continued growth of the event may require future operational and financial commitments; and
- Additional coordination will be required between the City, EDC, vendors, and event partners.

8. ALTERNATIVES

Approve the Agreement

Modify the Agreement

Deny the Agreement

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Approve the agreement with Puente Alto for the planning and execution of Railcar Revival, with funding shared equally between the City of Buda and the Buda Economic Development Corporation in an amount not to exceed \$47,500, respectively, for a total contract amount not to exceed \$95,000, and authorize the City Manager to execute all necessary documents associated with the agreement.

Attachments: