



Agenda Item Report

Legislative Board: City Council
Date: June 16, 2026
Contact: Anthony Host
Agenda Item ID / Number: 2026-456- / G.3

ITEM TITLE: Approval to void the agreement with Puente Alto approved at the May 19, 2026 City Council meeting; and to authorize the City Manager to execute a new agreement with Puente Alto for planning and execution of the 2026 - 2027 Railcar Revival festivals for a total contract amount of \$171,000.00 (Parks Director Tony Host)

1. EXECUTIVE SUMMARY

On May 19, 2026, the City Council authorized this agreement with the Buda EDC as a partner in funding this event. The Buda EDC has elected not to participate in funding the Railcar Revival festival. Instead, the Buda EDC will fund 100% of the monthly Southbound Concert Series and release the City of that shared cost. The City will apply the savings of not participating in funding the Southbound Concert Series towards the Railcar Revival Event. The City currently contributes \$48,000 annually to the Southbound Concert Series, making the change essentially a net neutral change.

Approval of this item will void the agreement approved on May 19, 2026, and replace it with this new agreement that removes the Buda EDC as a party to the agreement.

The City and Buda EDC will still support each other in delivering the Railcar Revival Festival and the Southbound Concert Series.

Staff is requesting City Council's 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 new agreement takes the event from a one-day festival to a two-day festival in 2026 and 2027.

The proposed 2-year agreement is \$95,000 for Year 1 and \$76,000 in Year 2, a 20% reduction, for a total contract amount of \$171,000 for the annual 2-day event.

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

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. The event began in 2024 as a one-day event and, for 2026 and 2027, is being proposed as a 2-day festival.

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 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.

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

Funds are allocated from the HOT Fund and General Fund in the amount of \$95,000 in Year 1 and \$76,000 in Year 2.

The Buda EDC has elected not to participate in funding the Railcar Revival festival. Instead, the Buda EDC will fund 100% of the monthly Southbound Concert Series and release the City of that shared cost. The City will apply the savings of that event towards the Railcar Revival Event.

Revised Railcar Revival Funding:

September 2026 Festival	September 2027 Festival
Hotel Tax Fund - \$47,500	Hotel Tax Fund - \$38,000
General Fund - \$47,500	General Fund - \$38,000
Total - \$95,000	Total \$76,000

The City currently contributes \$48,000 annually to the Southbound Concert Series, making the change essentially a net neutral change.

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

- 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, 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 for a total contract amount not to exceed \$171,000 and authorize the City Manager to execute all necessary documents associated with the agreement.

Attachments:

[Railcar Revival Contract REVISED.pdf](#)