



2021 Deutschen Pfest Update





Roles of Committee

The Deutschen Pfest Committee shall consist of one Parks and Recreation Commission member, who shall serve as the Deutschen Pfest Committee Chair, and eight (8) citizen committee members appointed by City Council for two-year staggered terms. Committee members must be city residents. Each of the eight (8) citizen committee members shall be assigned a designated subcommittee area of responsibility by the Deutschen Pfest Committee Chair at the first Committee meeting of each planning year:

- Bounce Houses, fun vendors and transportation Vacant (city staff)
- Booths and non-food vendors (non-food) Linda Botello
- Food Booths (Food vendors and beer – Lions & Rotary) Ashley Wilson
- Performances and entertainment vendors Melissa Call
- Safety, volunteers and gate collection duties Vacant (city staff)
- Children's area and parade Crystaleen Guerra
- 5k, Pfun Run, shirts and health fair Vacant (Raul Capetillo)
- Fundraising, partnerships and sponsorships Robert Romig



Reporting Responsibilities





General Pfest Information

Admission

- There are 2 entrance points within the park
- Gate Prices: \$5 Friday \$7 Saturday
- Children 6 and under are free.
- Purchase wristbands at the entrance gate or ahead of time on EventBrite.

Pfestival Park Hours

- Friday: 5 p.m. – midnight
- Saturday: 10 a.m. – midnight
- Sunday: 10 a.m. – 1:00 p.m. (Pfennig Park)
- There is no on-site parking at Pfluger Park.
- Shuttles buses will drop off attendees to park front entrance from designated parking area's.

Deutschen Pfest Parade

- Saturday October 16, 2021
- Railroad Ave. & Main St.
- Main Parade 10:45 a.m.

Deutschen Pfest 5K, Pfun Run and Health Fair

- Sunday
- 1301 West Pfennig Lane
- Timed 5K starts at 8 a.m.
- Untimed Kid's 1K starts at 9 a.m.
- Activities after 10:00 a.m. – 1:00 p.m.



Deutschen Pfest

AT PFLUGER PARK

PARKVIEW DRIVE

GILLELAND CREEK

	BEER VENDOR		INFO BOOTH	FRIDAY, OCTOBER 15 5 p.m. - midnight Music, beer, food and vendors	
	PICNIC AREA		PLAYGROUND		SATURDAY, OCTOBER 16 10 a.m. - midnight Parade (downtown Pflugerville) All day entertainment, vendors and children's area in Pfluger Park
	CHILDREN'S AREA		POLICE & FIRST AID		
	ENTRANCE GATE		RESTROOMS	SUNDAY, OCTOBER 17 10 a.m. - 1 p.m. Pfun Run (Downtown Pflugerville) Pfluger Park will not be open Sunday	
	GAZEBO "HILLSIDE STAGE"		SHUTTLE DROP OFF		
	GILLELAND CREEK POOL		STAGE		
	HANDICAPPED PARKING		VENDOR BOOTHS		



FALLEN WARRIOR MEMORIAL

PARKING



Pfun Run 5K

- Pfun Run 2021 T-shirt



- Pfun Run Route





- Parade route is the same we have used in Pfestival of Lights but we have moved the walking floats up to aid in the pace of the event.
- City Staff is finalizing a partnership with Univision to include television, radio and social media advertisement of the event.
- 40 vendor applications submitted as of 7/21





Pfest Changes

Timeline:

- **Friday – Adult Night:** 5 pm to Midnight
 - Vendors, entertainment and children's area
- **Saturday – Arts & Culture Day:** 10 am to Midnight
 - Parade – Saturday morning (Downtown Pflugerville)
 - Pfluger Park: All day entertainment, vendors, and Children's area
- **Sunday – Pfamily Health Day:** 8 am to 1 pm
 - Held at Pfennig Park Pfun Run Health vendors, fitness demos, children's run, 5K and food & drink options

Logistical Changes:

- **Stage:** Moved from basketball court to grass field between basketball court and sand volleyball courts
- **Children's Area:** Moved from outside the event to within the event
- **Carnival Area:** Removed fee-based activities for youth inside the space, adding more play features inside the event boundaries that are included in the overall cost of entry into the event
- **Pageant:** No pageant this year, opportunity for a local group to host if interested moving forward



Fees

Booth Prices (4 wristbands per booth included):

- Early Bird (before August 6) \$150.00
- Regular (after August 6) \$175.00
- Nonprofit \$75.00
- Temporary Food Permit (paid to City of Austin) \$114.00
- Electricity (120V) \$25.00
- Electricity (220V) (Limited first come, first served) \$50.00
- Beer Vendor Booth: \$375 (per booth)
- Additional Vendor Wristbands: \$8.00 per person



2021 Current Update

Logistics Vendors Booked

Centex (Tents)

Golf Carts (Kenfield)

Fencing (Rent-A-Fence)

Portable Restrooms

Waste Management

Kids Area (inflatables, rides, face painters, petting zoo)

Entertainment Main Stage

Vallejo (Friday Main Stage)

LC Rocks(Friday Main Stage)

Austin Polka (Saturday Main Stage)

Clickety Cloggers (Saturday Main Stage)

Bidi Bidi Banda (Saturday Main Stage)

Community/Eating Contest

Blind Innocence (Saturday Main Stage)

The British Invasion (Saturday Main Stage)

Hog Branch Groove Band (Saturday Main Stage)

Rebecca Jane (German Artist) Hillside Saturday

Logistic Vendors Still needing to Confirm

Ice Vendor

Generators

Radios

Transportation Shuttles

Shirts

Sound Tech

Pfun Run Logistical Vendors

Wristbands

Signage

Sponsorships



2021 Pfest Budget

\$90,000 Total Budget Breakdown

Entertainment (bands, sound tech)	\$ 26,000.00
Logistics/Equipment Rentals (tables, chairs, tents, golf carts, portables, radios, barriers/fencing)	\$ 17,000.00
Pfun Run Supplies	\$ 13,000.00
Kids Area Entertainment & Activites (face painter, games, inflatables)	\$ 13,000.00
Event T-shirts	\$ 5,500.00
Shuttle Buses	\$ 9,500.00
Advertising/Promotion	\$ 4,000.00
MISC.	\$ 2,000.00



Questions