



City of Pflugerville

Legislation Text

File #: 2022-0415, Version: 1

Discuss and consider action to approve the Special Events Subcommittee recommended changes to Deutschen Pfest 2022.

The Special Events Subcommittee met with staff and supports the following recommendations:

Hours of Event:

2021

Friday: 5:00pm - Midnight

Saturday: 10:00am - Midnight

Sunday: 8:00am- 1:00pm

Recommended:

Friday: 5:00pm - Midnight

Saturday: 10:00am - **10:00pm**

Sunday: **10:00am**- 1:00pm

Vendor Fees:

2021 Fees:

- o Early Bird Regular Vendor/Food Vendor: \$150.00 (August-September)

- o Regular Vendor/Food Vendor \$175.00

- o Non-Profit: \$75.00

- o Temporary Food Permit: \$114.00

- o Beer Vendor: \$300.00 per booth + \$25.00 for electricity per booth

- o Electricity (120V): \$25.00; Electricity (220V) (Limited first come, first serve): \$50.00

Recommended:

- o **Regular Vendor: \$250.00**

- o **Food Vendor: \$350.00**

- o Non Profit Free on Sunday
- o **Beer Vendor: \$400.00**
- o Electricity 120v: **\$50.00** Electricity 220v: **\$75.00**

Pfun Run and Community Fair: Recommend changing format from an official timed and chipped 5K to 5K fun run, which would allow for flexibility in route options to promote safety and provide programming opportunities such as themed costume contests and color runs. Expand upon the community fair concept on Sunday, which currently includes health and wellness related vendors, by encouraging more participation from various community organizations and local non-profits

Parade: Recommend not hosting a parade in conjunction with Deutschen Pfest and shifting resources to provide a parade in the summer, potentially in conjunction with July 4th celebrations

Gazebo Programming: Currently the gazebo is used as a second stage for smaller musical performances. Recommend changing the current programming of the Gazebo to move away from musical entertainment at that location to instead focus on fine arts and community programming.

Prior City Council Action

City Council approved a resolution creating the City of Pflugerville Deutschen Pfest Committee on November 24, 2020.

Deadline for City Council Action

Action is requested on April 26, 2022.

Funding Expected: Revenue Expenditure N/A

Budgeted Item: Yes No N/A

Amount: \$90,000

1295 Form Required? Yes No

Legal Review Required: N/A Required Date Completed: _____

Supporting documents attached:

RES 1815-20-11-24-0790

Recommended Action

Approve the city staff and Special Events Subcommittee recommended changes to Deutschen Pfest 2022.