



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

DSRP Ranch Park, 1042 Event Center Drive, Dripping Springs, TX

Thursday, September 15, 2022 at 10:00 AM

Agenda

CALL TO ORDER AND ROLL CALL

Committee Members

Gouri Johannsen, Chair
Marianne Simmons, Vice Chair
Teresa Strube, Secretary
Nikki Dahlin
Erika Fritz
Claudia Oney
Janet Musgrove

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Farmers Market Specialist Johnna Krantz

MINUTES

- 1.** Discuss and consider approval of the August 18, 2022, Farmers Market Committee regular meeting minutes.

OTHER BUSINESS

- 2.** Discuss and consider approval of the Farmers Market Vendor Application for Arete Alchemy. Applicant: Gabrielle Fried
- 3.** Discuss and consider approval of the Farmers Market Vendor Application for La Renard ATX. Applicant: Lauren Guerra
- 4.** Discuss and consider approval of the Farmers Market Vendor Application for Cinzo's Pomodoro. Applicant: Vince Hamala.
- 5.** Discuss and consider approval of the Farmers Market Vendor Application for Luv Piece. Applicant: Tanya Brinks.
- 6.** Discuss and consider approval of the Farmers Market Vendor Application for Dripping Springs Presbyterian Church. Applicant: Mitch Kolls.
- 7.** Discuss and consider approval of the Farmers Market Vendor Application for Sky Roasters. Applicant: Jessica Fischer.

8. **Discuss and consider approval of the Farmers Market Vendor Application for Fair Dinkum Coffee.** *Applicant: Christopher Clark.*

REPORTS

9. **Farmers Market Manager August 2022 Report**
Charlie Reed, Farmers Market Manager
10. **Famers Market August 2022 Budget Report**
Shawn Cox, City Treasurer

MARKET VENUE

11. **Discussion regarding survey results related to Farmers Market operating hours expansion to Saturday.**

MARKETING AND PUBLIC RELATIONS

12. **Discuss and consider Farmers Market 2023 Event Planning related to the Parks & Recreation Spring 2023 Guide.**
13. **Discuss and consider the Farmers Market Fiscal Year 2023 Marketing Plan.**

EXECUTIVE SESSION

The Farmers Market Association Board for the City of Dripping Springs has the right to adjourn into executive session at any time during the course of this meeting to discuss any matter as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.086 (Economic Development). The Farmers Market Association Board for the City of Drippings Springs may act upon any item listed in Executive Session in Open Session or move any item from Executive Session to Open Session for action.

UPCOMING MEETINGS

Farmers Market Committee Meetings

October 20, 2022, at 10:00 a.m.
November 17, 2022, at 10:00 a.m.
December 15, 2022, at 10:00 a.m.

City Council & Board of Adjustment Meetings

September 20, 2022, at 6:00 p.m.
September 27, 2022, at 5:30 p.m.
October 4, 2022, at 6:00 p.m.

ADJOURN

This facility is wheelchair accessible. Accessible parking spaces are available. Requests for auxiliary aids and services must be made 48 hours prior to this meeting by calling (512) 858-4725.



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, August 18, 2022 at 10:00 am

Minutes

CALL TO ORDER AND ROLL CALL

Committee Members

Gouri Johannsen, Chair
 Marianne Simmons, Vice Chair
 Teresa Strube, Secretary
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 Claudia Oney

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
 Farmers Market Specialist Johnna Krantz

Nikki absent.

Gouri called meeting to order at 10:06.

OTHER BUSINESS

- 1. Discuss and consider approval of Farmers Market Vendor Application for NumNumsForKids.** *Applicant: Jesse DeCrescenzo.*

Discussion focused on product labeling issues and cottage law compliance. Claudia moved that applicant must refrain from selling re-branded and processed commercial products. In addition, legible Cottage Law License copy must be provided. Janet seconded; VOTE: approved, 5-1.

- 2. Discuss and consider approval of Farmers Market Vendor Application for Addy's Flower Farm.** *Applicant: Priscilla Phipps.*

Tabled. App fee needs to be paid.

- 3. Discuss and consider approval of Farmers Market Vendor Application for Saddle Up.** *Applicant: Eric Gebhart.*

Tabled. Applicant needs to provide missing pieces of application—Labels, Food Handlers License

4. Discuss and consider approval of Farmers Market Vendor Application for Simply Baked TX. *Applicant: Gillian Gagliardi.*

Gillian presented her chocolate chip cookies and several other items to come. Her business will be considered commercial in the near future (rather than be under cottage law), with different products and sales techniques. Applicant needs to include all major allergens on label. Janet moved to approve; seconded; VOTE: unanimous, 6-0.

5. Discuss and consider possible action regarding the Farmers Market Application review process.

Charlie will meet with IT person at the City to design an application form that will provide a streamlined format for Vendors as well as Market Manager. Additionally, receiving five or more apps in a week will prompt an additional subcommittee meeting or review to help process the apps.

MINUTES

6. Discuss and consider approval of the July 28, 2022, Farmers Market Committee Regular Meeting Minutes.

Marianne moved to approve; Janet seconded; VOTE: Unanimous, 6-0.

REPORTS

7. Farmers Market Manager Monthly Report. *Charlie Reed, Farmers Market Manager*

All signs were installed on Hwy 290 and RR 12. Customer attendance experienced a high bump, bringing attendance near normal.

Janet left meeting at 11:30.

8. Farmers Market July Budget Report

Report figures noted. *Charlie Reed, Farmers Market Manager*

SATURDAY MARKET

Charlie will check on the Triangle schedule.

Considered a trial run for viability.

Gouri moved to adjourn at 11:59 am; Marianne seconded; VOTE: unanimous, 5-0.

EXECUTIVE SESSION

The Farmers Market Association Board for the City of Dripping Springs has the right to adjourn into executive session at any time during the course of this meeting to discuss any matter as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.086 (Economic Development). The Farmers Market Association Board for the City of Drippings Springs may act upon any item listed in Executive Session in Open Session or move any item from Executive Session to Open Session for action.

UPCOMING MEETINGS

Farmers Market Committee Meetings

September 15, 2022, at 10:00 a.m.

October 20, 2022, at 10:00 a.m.

November 17, 2022, at 10:00 a.m.

City Council Meetings

August 23, 2022, at 5:30 p.m.

August 30, 2022, at 5:30 p.m.

September 6, 2022, at 6:00 p.m.

September 13, 2022, at 5:30 p.m.

September 20, 2022, at 6:00 p.m.

ADJOURN

Gouri moved to adjourn at 12:00 pm; Janet seconded; VOTE: unanimous, 5-0.

Farmers Market Manager Report for 9/15/2022 Meeting

by Charlie Reed

Market News:

Summer is almost over, with some farmers calling it the worst we've ever had. We're off the Pound House grounds until November – Pumpkin Fest will take over 9/21 and begin 9/24. Vendors are excited about increased audience potential. Vendors have also responded well to location in field, though new logistical problems have arisen. Sun will be an issue, and limited electricity at Pool Pavilion caused two brief outages at 8/31 market. Johnna created handicapped signs for new entrance and was immediately thanked by customers in need.

To meet the electrical need, Roman with CODS Emergency Response has kindly offered use of a generator, which we'll take up if no alternative can be found. This will add approx. 45 minutes to market set-up and breakdown time.

August 24 market was held at DSRP in advance of forecast storms. With increased communication, 255 customers arrived – much better than historic visitation. Vendors polled supported DSRP as weather alternate location 14-12.

The FMC Celebration (vote) ends 9/19. We are back to within 200 votes of #1 in Texas – the current leader has only received 10 votes in the month, and only seems to get large boosts when we get close. A sustained late push may get us back to #1.

Upcoming:

9/21 – Return to afternoon hours

10/12 – HCMG Plant Sale; Elizabeth McReevy author event

10/26 – Halloween Market (ghost hunt, face painting by Sophie Cardineau)

Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):

Average customer attendance remains down, with the market averaging 294 customers in August. Vendor participation has followed, dipping below 40 per market for the month – for the first time since I began tracking. Average vendor sales per market rebounding from July's year low.

Survey Results:

Vendor Survey showed:

1. Maintain 3-6 hours on Wednesdays during Pumpkin Fest.
2. 10 vendors would definitely come to a Saturday morning FM in DS.

Switch from ActiveNet to CivicRec (on-line registration system)

Lingering issues for certain vendors not registering for correct markets, though most are not having this problem. All financial records have been downloaded and saved for future reference after ActiveNet access goes away in mid-September.

Social Media:

- Instagram followers up to 2,633 (+57 over last month).
 - A post after 8/31 market was first to receive 100+ likes
- Facebook followers at 6,538 (+71); likes +67

- Newsletter subscribers: 1,689 (+42)

Market Bag Sales

Overall sales at \$749 (+\$120)

DSFM Sales Data				
Market Date	8.17	8.24	8.31	9.07
Vendors	38	30	37	39
Vendors Reporting	38	29	36	37
Total Sales	17,378.00	10,531.00	15,759.00	16,070.00
Average per Vendor	457.32	363.14	437.75	434.32
Farmers	3,268.00	1,706.00	2,790.00	2,635.00
Ranchers	5,478.00	2,854.00	5,435.00	5,116.00
Crafts	435.00	356.00	125.00	100.00
Foods	8,197.00	5,615.00	7,409.00	8,219.00
Baker	1,283.00	540.00	1,331.00	1,370.00
Beverage	1,718.00	1,517.00	1,265.00	1,456.00
Value Add	4,396.00	2,858.00	4,190.00	4,693.00
Pet	800.00	700.00	623.00	700.00
Visitors	350	255	325	325
Sales per Capita	\$49.65	\$41.30	\$48.49	\$49.45

Totals and Averages by Month (FY'22)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY 2022
# Markets	4	4	5	4	4	5	4	4	5	4	5	1	49
# Markets Counted	4	3	4	3	3	4	4	2	5	4	4	1	41
Vendors	165	134	183	154	113	220	182	185	230	161	177	39	2252
Vendors Reporting	165	124	179	117	92	172	178	93	227	131	134	37	1649
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$103,695	\$52,552	\$56,024	\$16,070	\$753,722
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$20,739	\$13,138	\$14,006	\$16,070	\$18,383
Average per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$456.81	\$401.16	\$418.09	\$434.32	\$457.08
Customers	2250	1425	1750	1375	970	2257	1987	1848	2153	1327	1470	325	19137
Per Market	563	475	438	344	323	564	497	462	431	332	294	325	547
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$48.16	\$39.60	\$45.71	\$49.45	n/a



Dripping Springs, TX

DRIPPING SPRINGS
Texas

Item 10.
Budget Report
Account Summary

For Fiscal: 2021-2022 Period Ending: 08/31/2022

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market							
Revenue							
Department: 403 - Farmers Market							
201-403-43005	Booth Rental Fees	42,000.00	42,000.00	5,429.00	45,233.50	3,233.50	107.70 %
201-403-43006	Application Fees	2,650.00	1,000.00	175.00	1,395.00	395.00	139.50 %
201-403-43035	Membership Fee	0.00	1,650.00	0.00	0.00	-1,650.00	100.00 %
201-403-44000	Sponsorships & Donations	1,000.00	5,000.00	0.00	3,445.00	-1,555.00	31.10 %
201-403-46002	Interest	500.00	500.00	0.69	82.56	-417.44	83.49 %
201-403-46004	Grant Revenues	1,000.00	1,000.00	0.00	1,000.00	0.00	0.00 %
201-403-46005	Market Events/Merchandise	500.00	1,000.00	160.00	661.00	-339.00	33.90 %
	Department: 403 - Farmers Market Total:	47,650.00	52,150.00	5,764.69	51,817.06	-332.94	0.64%
	Revenue Total:	47,650.00	52,150.00	5,764.69	51,817.06	-332.94	0.64%
Expense							
Department: 403 - Farmers Market							
201-403-60000	Regular Employees	36,884.80	36,884.80	3,772.80	35,422.84	1,461.96	3.96 %
201-403-60001	Part-time Employees	0.00	0.00	0.00	1,577.97	-1,577.97	0.00 %
201-403-61000	Health Insurance	7,608.13	7,608.13	553.12	6,336.28	1,271.85	16.72 %
201-403-61001	Dental Insurance	0.00	0.00	34.74	399.51	-399.51	0.00 %
201-403-61002	Medicare	0.00	0.00	54.70	536.47	-536.47	0.00 %
201-403-61003	Social Security	0.00	0.00	233.92	2,294.08	-2,294.08	0.00 %
201-403-61004	Unemployment	0.00	0.00	0.00	144.01	-144.01	0.00 %
201-403-61005	Federal Withholding	3,073.69	3,073.69	0.00	0.00	3,073.69	100.00 %
201-403-61006	TMRS	2,213.09	2,213.09	223.34	2,200.10	12.99	0.59 %
201-403-63004	Dues, Fees & Subscriptions	200.00	200.00	15.51	260.17	-60.17	-30.09 %
201-403-63005	Training/Continuing Education	200.00	200.00	0.00	0.00	200.00	100.00 %
201-403-64000	Office Supplies	100.00	100.00	0.00	2.49	97.51	97.51 %
201-403-64019	Market Supplies	400.00	3,845.00	0.00	4,383.06	-538.06	-13.99 %
201-403-65000	Network/Phone	0.00	0.00	20.90	207.56	-207.56	0.00 %
201-403-66001	Advertising	2,600.00	2,600.00	0.00	192.00	2,408.00	92.62 %
201-403-66010	Events, Entertainment & Activities	1,000.00	1,000.00	150.00	1,268.23	-268.23	-26.82 %
201-403-66011	Market Event	500.00	500.00	0.00	0.00	500.00	100.00 %
201-403-70002	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00	100.00 %
201-403-70003	Other Expenses	200.00	200.00	200.00	960.55	-760.55	-380.28 %
	Department: 403 - Farmers Market Total:	55,479.71	58,924.71	5,259.03	56,185.32	2,739.39	4.65%
	Expense Total:	55,479.71	58,924.71	5,259.03	56,185.32	2,739.39	4.65%
	Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-7,829.71	-6,774.71	505.66	-4,368.26	2,406.45	35.52%
	Report Surplus (Deficit):	-7,829.71	-6,774.71	505.66	-4,368.26	2,406.45	35.52%

Group Summary

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
403 - Farmers Market	47,650.00	52,150.00	5,764.69	51,817.06	-332.94	0.64%
Revenue Total:	47,650.00	52,150.00	5,764.69	51,817.06	-332.94	0.64%
Expense						
403 - Farmers Market	55,479.71	58,924.71	5,259.03	56,185.32	2,739.39	4.65%
Expense Total:	55,479.71	58,924.71	5,259.03	56,185.32	2,739.39	4.65%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-7,829.71	-6,774.71	505.66	-4,368.26	2,406.45	35.52%
Report Surplus (Deficit):	-7,829.71	-6,774.71	505.66	-4,368.26	2,406.45	35.52%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-7,829.71	-6,774.71	505.66	-4,368.26	2,406.45
Report Surplus (Deficit):	-7,829.71	-6,774.71	505.66	-4,368.26	2,406.45



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Charlie Reed, FM Mgr

Council Meeting Date: September 15, 2022

Agenda Item Wording: Discuss and plan for opening Saturday morning FM.

Agenda Item Requestor: CR

Summary/Background: City Council, Parks Commission, Customers, and some vendors have requested with increasing frequency the opening of an additional market on Saturdays. Per the FMC's request, vendors were polled on their likelihood to attend a Saturday market. Results attached.

**Commission
Recommendations:**

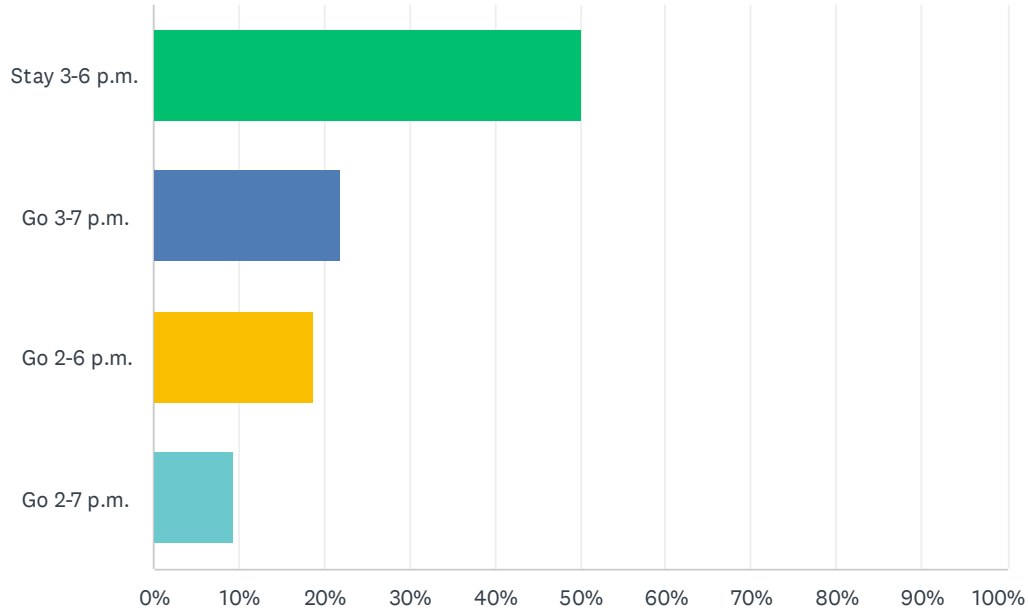
**Recommended
Council Actions:**

Attachments: 2022.09.06 Vendor Survey Hours and Saturdays

Next Steps/Schedule:

Q1 There has been a suggestion to extend market hours to coincide with Pumpkin Fest 9/28-10/31. Please let us know your preference:

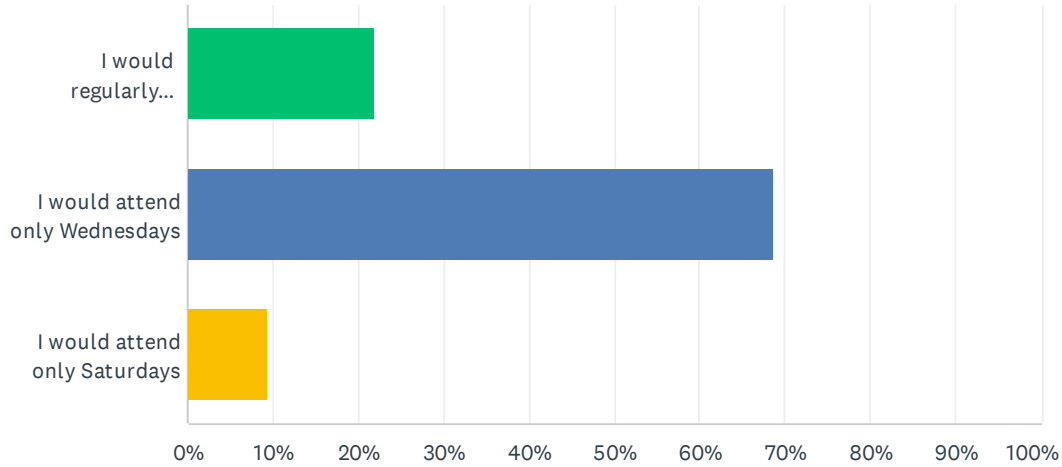
Answered: 32 Skipped: 0



ANSWER CHOICES	RESPONSES	
Stay 3-6 p.m.	50.00%	16
Go 3-7 p.m.	21.88%	7
Go 2-6 p.m.	18.75%	6
Go 2-7 p.m.	9.38%	3
TOTAL		32

Q2 Please rate your preference for a Saturday morning market in Dripping Springs:

Answered: 32 Skipped: 0



ANSWER CHOICES	RESPONSES	
I would regularly attend both Wednesday afternoon and Saturday morning.	21.88%	7
I would attend only Wednesdays	68.75%	22
I would attend only Saturdays	9.38%	3
TOTAL		32

Q3 Please give your thoughts on a Saturday market in Dripping: [open]

Answered: 29 Skipped: 3

#	RESPONSES	DATE
1	I think it would hurt the Wed Mkt - it also might replace it. If it's better for vendors, that's what vendors want.	9/5/2022 10:09 PM
2	I think it would do really well for the public.	9/5/2022 8:34 PM
3	I might attend a Saturday market in the future, but I currently already have a market Saturday mornings	9/5/2022 12:39 PM
4	Since we are already involved in 2 other markets on Saturdays, a 3rd market would require us to have more staffing available and purchase more equipment. It may be an option for us in the future, but it isn't feasible right now. From a community stand point, I could see it being very lucrative and successful!	9/3/2022 12:08 PM
5	I know a lot of vendors already have morning markets to attend on Saturdays, a evening market would be more doable.	9/2/2022 4:00 PM
6	If we do end up with two markets, both need to be viable and attractive enough that it's difficult to choose which one to frequent.	9/2/2022 12:37 PM
7	I already have obligations for a Saturday market	9/2/2022 11:58 AM
8	We currently attend a weekly Sunday market so Saturdays are our only weekend family day. We can't give up the whole weekend.	9/2/2022 9:35 AM
9	would this decrease turnout on Wed if you have both markets	9/2/2022 8:52 AM
10	Even if we are unable to attend personally, I think a Saturday morning market is great if enough vendors are available. Consumer wise definitely.	9/2/2022 7:52 AM
11	I vote to keep hours only because I do not yet know my replacement yet feel I could get this time slot covered. In other way please cast my vote to favor what most vendors want. It's an amazing opportunity is what I hope others will say.	9/2/2022 5:50 AM
12	Sounds a good idea, but you need to check if we going to have enough transit for both of them. I am not sure we have that.	9/1/2022 9:17 PM
13	We currently have a Saturday market, would consider if we expand	9/1/2022 9:00 PM
14	I really like the idea. The fields will be full with families with their football games. They might head over after. It could also pose a problem for market shoppers trying to park, though.	9/1/2022 8:03 PM
15	I think this would be a huge success.	9/1/2022 7:51 PM
16	We'd love to see it.	9/1/2022 7:42 PM
17	I do barton springs mkt. It's 9-1 I wish I was younger todo a all day mkt, because the day light	9/1/2022 7:38 PM
18	I don't do Saturdays	9/1/2022 7:32 PM
19	I think it's a good opportunity for vendors and customers who can't make it regularly to the Wednesday market. I would attend if I didn't already have so many Saturday markets.	9/1/2022 7:30 PM
20	Depends on the time	9/1/2022 6:44 PM
21	The Triangle would be more visible to non local potential customers. 9-1 for the hours	9/1/2022 6:36 PM
22	I have heard from customers that some find Wednesday a great time but some cannot regularly make it due to regular working hours. With the extraordinary growth coming on in the DS area, I believe there will be a growing population to support both days, allowing choice and flexibility. I also think that with a more frequent market, the presence and awareness of the market will grow. And if people forget on one day, they can come a few days later.	9/1/2022 6:09 PM

Farmers Market Survey

Item 11.

23	I think it would be good! I believe a later day market would be better (since I believe most other markets are in the morning)?	9/1/2022 6:01 PM
24	Market customers seem to be the parent of school age children and the working people whose get off around 5 or 6.	9/1/2022 5:48 PM
25	9a-1p	9/1/2022 5:44 PM
26	We are on the fence about Saturday's. Couldn't do both it would definitely be one or the other.	9/1/2022 5:35 PM
27	I think one of the main attractive points of the Dripping Springs market is that is during PM hours on a weekday, and had no competition with other markets. There are countless markets that operate on Saturdays, so I feel that may compromise attendance. However, it is still a great market!	9/1/2022 5:26 PM
28	I think it would do very well. We do New Braunfels and it gets packed	9/1/2022 5:15 PM
29	I already have a Saturday market that I go to.	9/1/2022 5:14 PM



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Charlie Reed, FM Mgr

Council Meeting Date: September 15, 2022

Agenda Item Wording: Discuss and plan for Spring 2023 Market Events.

Agenda Item Requestor: CR

Summary/Background: Parks & Community Services is putting together a catalogue for Spring 2023, in which each department will have event listings.

**Commission
Recommendations:**

**Recommended
Council Actions:**

Attachments: 2022-23 Market Events Planning Calendar

Next Steps/Schedule: Submit event ideas by Friday, September 16.

	Market Event	Holidays/Local Events
Oct 5		
12		Songwriters Festival 14-16
19		
26		
Nov 2		
9		
16		
23		Thanksgiving Market
30		
Dec 7		
14		
21		Christmas Market
28		New Year Market
Jan 4		
11		
18		
25		
Feb 1		
8		
15		
22		
Mar 1		
8		
15		
22		
29		
Apr 5		
12		
19		
26		
Mar 3		
10		
17		
24		
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Jun 7		
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STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Charlie Reed, FM Mgr

Council Meeting Date: September 16, 2022

Agenda Item Wording: Discuss and plan marketing for end of FY 2022 into 2023.

Agenda Item Requestor: Gouri Johannsen

Summary/Background: With customer counts dipping in Summer of 2022, opportunities for marketing need to be identified, with best approaches and ROI (tracking) in mind. An immediate radio promotion opportunity also needs to be discussed (see attachment). If needed, marketing subcommittee members should set an action plan.

**Commission
 Recommendations:**

**Recommended
 Council Actions:**

Attachments: DS Tiger Football 2022- update

Next Steps/Schedule:

2022 DRIPPING SPRINGS TIGER

Item 13.



FOOTBALL BROADCAST



Dripping Springs Tigers have moved up to the 6A Division!

Hear all the games on KDRP, the official radio station of Dripping Springs Tiger Football! Games are broadcast every week on 103.1 FM in Dripping Springs, online at KDRP.org, and the Sun Radio Streaming App.

**8/26 @ Vandegrift - 9/2 vs Wagner - 9/9 vs Austin High - 9/16 @ Bowie
9/23 vs Buda Johnson - 9/30 @ Akins - 10/14 vs Westlake - 10/21 @ Lake Travis
10/28 vs Del Valle - 11/4 vs Anderson**

Touchdown

\$3500 Per Regular Season: \$350 Per Game X 10 Games

- 4 Underwriting Announcements during each game
- Minimum of one live mention per quarter during each game, thanking your business
- Weekly live promos on the Sun Radio Network thanking your business! (8 stations throughout Texas!)
- Premier placement of business logo on KDRP.org and rotating on KDRP streaming players during the game
- Tagged periodically on social media posts promoting the broadcast
- **Included in one Premier Broadcast Feature all season long (see back)**

First Down

\$1750 Per Regular Season: \$175 Per Game X 10 Games

- 2 Underwriting Announcements during each game
- Live mentions during each game, thanking your business
- Business logo and link on KDRP.org
- Tagged periodically on social media posts promoting the broadcast
- **Add on a Premier Broadcast Feature for \$250 for the season (see back)**

Field Goal

\$1000 Per Regular Season: \$100 Per Game X 10 Games

- 1 Underwriting Announcements during each game
- Live mentions during each game, thanking your business
- Business listed on KDRP.org



DRIPPING SPRINGS TIGER FOOTBALL INAUGURAL 6A SCHEDULE

Item 13.

8/26 @ Vandegrift - 9/2 vs Wagner - 9/9 vs Austin High - 9/16 @ Bowie
9/23 vs Buda Johnson - 9/30 @ Akins - 10/14 vs Westlake - 10/21 @ Lake Travis
10/28 vs Del Valle - 11/4 vs Anderson

**TIGER
FOOTBALL**

Premier Broadcast Features

**TIGER
FOOTBALL**

- | | |
|--|--|
| <input type="checkbox"/> Play of the Game | <input type="checkbox"/> Coach's Interview |
| <input type="checkbox"/> Offensive Player of the Game | <input type="checkbox"/> Pregame Show |
| <input type="checkbox"/> Defensive Player of the Game | <input type="checkbox"/> Halftime Show |
| <input type="checkbox"/> Mark Murray's Weather Update | <input type="checkbox"/> Postgame Show |
| <input type="checkbox"/> Score Board Update | <input type="checkbox"/> Create your own! |

Business Underwriter Agreement

Business Name: _____
 Address: _____
 Contact Name: _____ Phone Number: _____
 Accounts Payable Contact: _____ Email: _____

Package Level: _____ Package Cost: \$ _____
 Premier Broadcast Feature Add-On _____ +Add-On Cost: \$ _____
TOTAL COST OF 2022 REGULAR SEASON: \$ _____

Sign me up for Playoffs at \$350 per game! **YES / NO**
 Lock these rates in for two years! **YES / NO**
 Include me in this years Tiger Basketball Broadcast! **YES / NO**
 *\$25 per game, average 16 regular season games

To Be Paid As Follows (check one): Check: _____ Credit Card: _____ ACH: _____
 CC #: _____ Exp: ____/____ CVV: _____ Zip Code: _____
 Name On Card: _____
 ACH Account #: _____ Routing #: _____

Due to the hard cost involved with these broadcast, promotions and added value, this is a non-cancellable agreement.

KDRP Authorized Agent Signature: _____ Date: _____

Business Agent Signature: _____ Date: _____

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