

To: Burnet County Judge Oakley and Commissioners

Attached is the post funding report for the Burnet Bluebonnet Festival provided by Kim Winkler, Exec. Director, Burnet Chamber of Commerce.

The chamber has provided the necessary information to complete the post funding report. They met all the requirements of the sponsorship and have provided documentation. This was a banner year for the festival.

We funded at \$2500.

Andi Ball, Tourism Coordinator

POST FUNDING REPORT

Due no later than thirty (30) days after event

Return to Burnet County Tourism Department, 220 S. Pierce St., Burnet, TX 78611

NAME OF SPONSORED EVENT: Burnet Bluebonnet Festival

NAME OF CONTACT PERSON: Kim Winkler

ADDRESS/PHONE/EMAIL: 101 N. Pierce St., Ste. 1, Burnet, TX; 512.756.4297; kim@burnetchamber.org

ATTACH COPIES OF ADVERTISING/SOCIAL MEDIA POSTS ETC.

ACTUAL ATTENDANCE OF EVENT BY DAY:

20,000

PLEASE ATTACH A COPY OF YOUR P&L REPORT.

"I affirm and declare the foregoing to be true statements. Falsifying a governmental record is a class "A" misdemeanor under Texas Penal Code 37.10".

Signature: Kim Winkler

Digitally signed by Kim Winkler
DN: cn=Kim Winkler, o=Burnet Chamber of Commerce, ou,
email=kim@burnetchamber.org, c=US
Date: 2021.05.09 21:00:37 -05'00'

Print name: Kim Winkler

Title: Executive Director

Date: 5/7/2021



Burnet County Tourism Post Event Funding report

Kim Winkler <kim@burnetchamber.org>
To: Andi Ball <aball@burnetcountytexas.org>

Sun, May 9, 9:24 PM

Hello Andi,

Here is our Post Event report! I've attached the BBF P&L and social/advertising campaigns (I apologize for the Instagram image quality!) with radio spot & billboard samples. Please let me know if you need anything else. Below is a summary of the media plan, as well.

2021 BBF Media Plan Includes:

- **Billboard at Seward Junction (attached)**
- **Radio spots (sample attached)**
 - KOKE 99.3 Austin
 - KMSN 106.9FM Fredericksburg
 - KTSN 88.9FM Johnson City
 - KTHE 96.3FM Llano,
 - KCTI 104.1FM Mason
 - KDRP 103.1 FM Dripping Springs
 - KITY 102.9/106.1/101.3 Llano Fredericksburg Horseshoe Bay,
 - KOTY 95.7 Mason, Junction, Menard, Harper
 - KBEY 103.9 Highland Lakes/Burnet County
- **Social Media campaigns (attached)**
 - Facebook
 - Instagram
- **Bluebonnet Festival magazines to 11 Texas Travel Centers across the State**
- **Print advertising**

- o Burnet Bulletin
- o The Highlander
- o The Picayune Magazine
- o Various free mentions throughout Texas

Best,

Kim Winkler

Executive Director

Burnet Chamber of Commerce

101 N. Pierce St., Ste. 1

Burnet, TX 78611

512.756.4297

www.burnetchamber.org

Post Funding report and PL.pdf, Adv and Social Media.pdf, 2021bbfbillboard.pdf, BURNET BLUEBONNET FESTIVAL GENERIC MAR 21 .mp3, BURNET BLUEBONNET FESTIVAL MUSIC MAR 21.mp3

Make a Big Impression!

Extend your reach with online advertising on Newspaper Websites across Texas. Pay only \$3 per 1,000

Big Impression, Low Cost!

Newspaper websites are the most trusted and most visited sites in any community. This network partnership provides an inexpensive way to reach across the entire state with your advertising message.

Participating Newspapers

North Region

43 Newspaper Markets:

Aledo, The Community News
Atlanta Citizens Journal
Azle News
Bowie News
Bullard Banner
Canton Herald
Center Light & Champion
Clifton Record
Daingerfield, Steel Country Bee
Decatur, Wise Co. Messenger
Fairfield Recorder
Farmersville Times
Glen Rose Reporter
Granbury, Hood County News
Groesbeck Journal
Henderson Daily News
Kaufman Herald
Kerens Tribune
Kilgore News-Herald
Lindale News & Times
Linden, The Cass County Sun
Mabank, The Monitor
Malakoff News
Meridian Tribune
Mexia News
Mineola, Wood County Monitor
Midlothian Mirror
Mount Pleasant Daily Tribune
Murphy Monitor
New Boston, Bowie County
Citizens-Tribune
Pittsburg Gazette
Princeton Herald
Quinlan - Tawakoni News
Sachse News
Springtown Epigraph
Terrell Tribune
Timpson, East Texas Press
Van Banner
Waxahachie Daily Light
Whitehouse, Tri County Leader

Wills Point Chronicle
Wylie News

South Region

41 Newspaper Markets:

Alvin Sun
Anahuac, The Progress
Aranas Pass Progress
Brenham Banner-Press
Cameron Herald
Cedar Park, Hill Country News
Columbus, Banner Press
Newspaper
Columbus, Colorado Co. Citizen
Copperas Cove Leader Press
Cuero Record
Dripping Springs Century News
Dripping Springs News-Dispatch
Edna, Jackson County
Herald-Tribune
El Campo Leader-News
Elgin Courier
Gatesville Messenger
Gonzales Cannon
Gonzales Inquirer
Hearne, Robertson County News
Ingleside Index
Katy Times
Kyle, Hays Free Press
La Grange, Fayette Co. Record
Liberty Vindicator
Madisonville Meteor
Marlin Democrat
Navasota Examiner
Pharr, Advance News Journal
Pleasanton Express
Port Lavaca Wave
Rockport Pilot
Rosenberg, Fort Bend Herald
Salado Village Voice
San Marcos Daily Record
Sealy News

Silsbee Bee

Taylor Press
Vidor Vidorian
Wharton Journal-Spectator
Wimberley View
Yorktown News-View

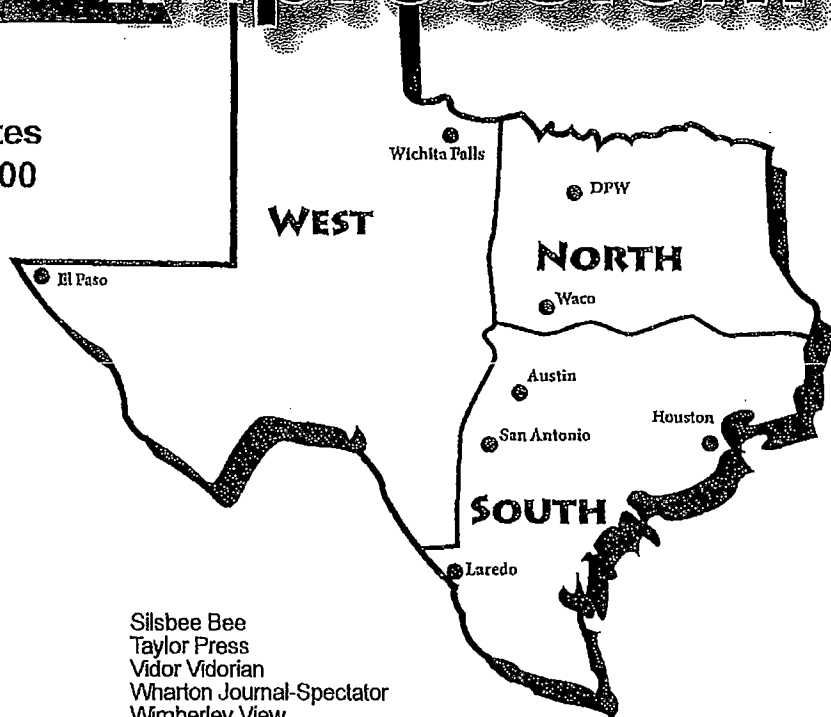
West Region

32 Newspaper Markets:

Alpine Avalanche
Ballinger Ledger
Bandera Bulletin
Big Lake Wildcat
Boerne Star
Brownfield News
Brownwood Bulletin
Burnet Bulletin
Canadian Record
Dublin Citizen
Dumas, Moore Co. News-Press
Eastland County Today
Eden Echo
Eldorado Success
Fort Davis, Jeff Davis County
Mountain Dispatch

Fort Stockton Pioneer

Fredericksburg, Standard-
Radio Post
Hereford Brand
Marble Falls, The Highlander
Ozona Stockman
Pearsall, Frio Nueces Current
Perryton Herald
Rocksprings, Texas Mohair
Weekly
Rotan, Fisher Co. Chronicle
San Saba News & Star
Seminole Sentinel
Snyder Daily News
Sonora Devil's River News
Stanton, Martin Co. Messenger
Stephenville Empire Tribune
Uvalde Leader News
Winters Enterprise



Advertising Guidelines

Texas Press Service Inc. has the right to accept or reject advertising.

No political advertising, advocacy advertising or legal-notice advertising will be accepted.

Commercial advertising must disclose that it is placed by a firm or an individual engaged in a commercial enterprise.

Earnings claims must be based on fact. Statements of such claims must be available upon request.

Employment advertising must be

for a bona fide job offering and must state the nature of the work offered.

Advertising requesting payment in advance for loans will not be accepted.

Adoption ads are not accepted in the Online network.

Firearm advertising is not accepted in the Online Network.

Advertising will be rejected if it is illegal or discriminatory.

Acceptance of advertising may be subject to business and/or Better Business Bureau reference checks.

38th Annual

Bluebonnet Festival

APRIL 8 - 11

CARNIVAL
ARTS & CRAFTS VENDORS
CONCERTS & MORE!

CLICK HERE



for complete schedule of events!



	Oct 1, '20 - May 9, 21	Budget	\$ Over Budget
Income			
24000 · Bluebonnet Festival Income			
24110 · BBF - Concession Booth Sales	13,417.75	7,500.00	5,917.75
24120 · BBF - Sponsors	27,920.00	55,000.00	(27,080.00)
24130 · BBF - Booth Rental	25,654.32	40,000.00	(14,345.68)
24140 · BBF - 5K Run	3,437.34	2,100.00	1,337.34
24160 · BBF - Weiner Dog Race	180.00	150.00	30.00
24180 · BBF - Carnival	43,243.60	25,000.00	18,243.60
24191 · BBF - Concert Ticket Sales	38,245.00	18,000.00	20,245.00
24195 · BBF - Parade Entry Fees	0.00	900.00	(900.00)
24196 · BBF - Other Income	2,439.00	0.00	2,439.00
24198 · BBF - Biergarten	8,206.00	6,500.00	1,706.00
Total 24000 · Bluebonnet Festival Income	162,743.01	155,150.00	7,593.01
25000 · Bluebonnet Festival Expenses			
25012 · BBF - Sponsor Expense	2,254.36	2,500.00	(245.64)
25020 · BBF - Concession Sales Expense	9,870.00	7,500.00	2,370.00
25110 · BBF - Advertising	5,456.49	5,500.00	(43.51)
25120 · BBF - Booth Preparation	483.54	300.00	183.54
25130 · BBF - Magazine/Promotions	8,780.59	15,000.00	(6,219.41)
25140 · BBF - Kids Activities	102.30	400.00	(297.70)
25150 · BBF - Entertainment	24,416.89	25,000.00	(583.11)
25151 · BBF - Stage & Sound	9,322.06	10,000.00	(677.94)
25160 · BBF 5K Run	120.73	0.00	120.73
25180 · BBF - Parade	0.00	400.00	(400.00)
25190 · BBF - Postage	152.92	900.00	(747.08)
25200 · BBF - Sanitation	8,548.75	6,000.00	2,548.75
25211 · BBF - Event Insurance	4,459.32	4,500.00	(40.68)
25220 · BBF - Volunteers	1,484.83	1,500.00	(15.17)
25230 · BBF - Other Expenses	1,426.95	350.00	1,076.95
25241 · BBF - Pet Parade	109.00	250.00	(141.00)
25261 · BBF - Biergarten	5,007.63	4,200.00	807.63
Total 25000 · Bluebonnet Festival Expenses	81,996.36	84,300.00	(2,303.64)
Net Income	80,746.65	70,850.00	9,896.65



2021

Bluebonnet Festival Schedule of Events

April 8, Thursday

5:00 pm - 10:00 pm Mighty Thomas Carnival Wrist Band/Family Night
Corner of Boundary & League

April 9, Friday

2:00 pm - 6:00 pm Arts & Crafts Vendors
Burnet's Historic Square & Jackson Street

3:00 pm - 8:00 pm XLR8 & Co Biergarten
Jackson Street

5:00 pm RE/MAX Burnet Pet Parade Sign-up
In Front of Herman Brown Free Library

5:00 pm - 11:00 pm Mighty Thomas Carnival
Corner of Boundary & League

5:30 pm - 6:00 pm Bluebonnet Festival Opening Ceremonies
Main Stage on Burnet's Historic Square

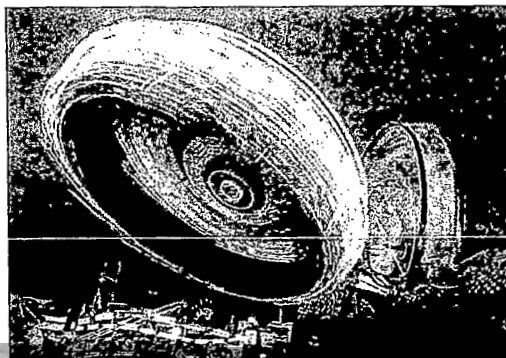
Highland Lakes CAF Fly Over

5:45 pm Pet Parade
Around Burnet's Historic Square

5:00 pm - 8:00 pm Live Music - Alan Whitehead
Jackson Street Stage

7:00 pm - 8:00 pm Live Music Kick-off Street Dance
Main Stage on Burnet's Historic Square

8:00 pm - 10:00 pm Live Music Kick-off Street Dance - Departure ATX
Main Stage on Burnet's Historic Square



April 10, Saturday

8:00 am Kids K

8:15 am YMCA of the Highland Lakes 5K, 10K,
Kids 1K, Senior 2K

Main Stage on Burnet's Historic Square
7:00 am: Registration; 7:45 Race Activities
Begin

9:00 am - 6:00 pm Arts & Crafts Vendors
Burnet's Historic Square and Jackson Street

9:00 am - 2:00 pm Lakes Area Rod and Clas-
sic Car Display
Next to the Jackson Street Stage

9:30 am The Science Mill Children's Activities/
Fun Run/Games
North Side of Burnet's Historic Square

10:00 am Children's Bluebonnet Bicycle Deco-
rating Contest
North Side of Burnet's Historic Square

10:00 am - 8:00 pm XLR8 & Co Biergarten
Jackson Street

10:30 am Hill Country Flyer Arrives
Train Depot

10:30 am Studio 29 Dance Center
Performance
Main Stage on Burnet's Historic Square

11:00 am - 12:00 pm 1st Cavalry Band
Main Stage on Burnet's Historic Square

11:00 am - 11:00 pm Mighty Thomas Carnival
Corner of Boundary & League

12:00 pm KITTY Live Remote

12:00 pm - 8:00 pm Balcones Distillery Whis-
key Garden
Jackson Street

12:30 pm - 1:45 pm Live Music - Hired Guns
Main Stage on Burnet's Historic Square

12:30 pm - 1:45 pm Live Music - Britney
Name
Jackson Street Stage

1:00 pm Mounted 1st Cavalry Demonstration
Wallace Riddell Park - immediately following
parade

1:45 pm - 2:15 pm Cickety Cloggers Dance
Club

Main Stage on Burnet's Historic Square

2:00 pm - 3:15 pm Live Music - Shane Shilling
Jackson Street Stage

2:15 pm Burnet Gunfighter's Shoot-Out
Old West Town

2:15 pm - 3:30 pm Live Music - Joellon
Mayfield
Main Stage on Burnet's Historic Square

3:00 pm Hill Country Flyer Departs
Train Depot

3:00 pm - 6:00 pm YMCA Corn Hole
Tournament
Bill's Burgers

3:30 pm Burnet Gunfighter's Shoot-Out
Old West Town

3:45 pm - 4:45 pm Live Music - Verily Road
Jackson Street Stage

4:00 pm - 5:15 pm Live Music - Trey Gileland
Main Stage on Burnet's Historic Square

5:00 pm - 6:15 pm Live Music - The Hill Coun-
try Boys
Jackson Street Stage

5:15 pm - 7:45 pm STAGE CLOSED
Main Stage on Burnet's Historic Square

5:30 pm - 28th Annual Demolition Derby
Burnet County Fairgrounds

6:30 pm - 8:00 pm Live Music - Matthew Butler
Jackson Street Stage

8:00 pm - 9:15 pm Live Music - Bamhill
Main Stage on Burnet's Historic Square

9:45 pm - 11:15 pm Live Music - Wade
Bowen
Main Stage on Burnet's Historic Square



April 11, Sunday

10:00 am - 11:00 pm Contemporary Praise & Worship
Main Stage on Burnet's Historic Square

11:30 am - 1:00 pm Live Music - Pheyland and Natalie
Main Stage on Burnet's Historic Square

11:00 am - 5:00 pm Arts & Crafts Vendors
Burnet's Historic Square

12:00 pm - 3:00 pm XLR8 & Co Biergarten
Jackson Street

12:00 pm - 5:00 pm Mighty Thomas Carnival Corner of Boundary & League

12:00 pm - 3:00 pm Live Music - Allen Ray
Jackson Street Stage

1:00 pm Gary Wideman State Farm Insurance Annual Wiener Dog Race
Burnet's Historic Square
• 12:00 pm: Registration • 1:00 pm: Race



38TH BLUEBONNET FESTIVAL SCHEDULE OF EVENTS

APRIL 8 - APRIL 11

APRIL 8, THURSDAY

5-10 PM | MIGHTY THOMAS CARNIVAL
WRIST BAND/
FAMILY NIGHT
Corner of Boundary & League

APRIL 9, FRIDAY

2-6 PM | ARTS & CRAFTS VENDORS
Burnet's Historic Square & Jackson Street

3-8 PM | XLR8 & CO BIERGARTEN
Jackson Street

5 PM | RE/MAX BURNET
PET PARADE SIGN-UP
In Front of Herman Brown Free Library

5-11 PM | MIGHTY
THOMAS CARNIVAL
Corner of Boundary & League

5:30-6 PM | BLUEBONNET
FESTIVAL OPENING
CEREMONIES
*Main Stage on Burnet's Historic Square
Highland Lakes CHF Fly Over*

5:45 PM | RE/MAX BURNET
PET PARADE
Around Burnet's Historic Square

5-8 PM | LIVE MUSIC
ALAN WHITEHEAD
Jackson Street Stage

7-8 PM | LIVE MUSIC
KICK-OFF STREET DANCE
Main Stage on Burnet's Historic Square

8-10 PM | LIVE MUSIC
KICK-OFF STREET DANCE-DEPARTURE
ATX
Main Stage on Burnet's Historic Square

APRIL 10, SATURDAY

7 AM | REGISTRATION

7:45 AM | RACE ACTIVITIES BEGIN

8 AM | KIDS K

8:15 AM | YMCA OF THE
HIGHLAND LAKES 5K,
10K, KIDS 1K, SENIOR 2K
*Main Stage on Burnet's
Historic Square*

9 AM-6 PM | ARTS & CRAFTS VENDORS
*Burnet's Historic Square
and Jackson Street*

9 AM-2 PM | LAKES AREA ROD AND
CLASSIC CAR DISPLAY
Next to the Jackson Street Stage

9:30 AM | THE SCIENCE MILL CHILDREN'S
ACTIVITIES/FUN RUN
/GAMES
North Side of Burnet's Historic Square

10 AM | CHILDREN'S BLUEBONNET
BICYCLE DECORATING CONTEST
North Side of Burnet's Historic Square

10 AM-8 PM | XLR8 & CO BIERGARTEN
Jackson Street

10:30 AM | HILL COUNTRY
FLYER ARRIVES
Train Depot

10:30 AM | STUDIO 29 DANCE CENTER
PERFORMANCE
Main Stage on Burnet's Historic Square

11 AM | BLUEBONNET
FESTIVAL GRAND PARADE
Burnet's Historic Square

11 AM-11 PM | MIGHTY
THOMAS CARNIVAL
Corner of Boundary & League

12 PM | KITY LIVE REMOTE

12-8 PM | BALCONES DISTILLERY
WHISKEY GARDEN
Jackson Street

12:30-1:45 PM | LIVE MUSIC
HIRED GUNS
Main Stage on Burnet's Historic Square

12:30-1:45 PM | LIVE MUSIC
BRITTNEY NEMEC
Jackson Street Stage

1 PM | MOUNTED 1ST CAVALRY
DEMONSTRATION
*Wallace Riddell Park - immediately
following parade*

1:45-2:15 PM | CLICKETY
CLOGGERS DANCE CLUB
Main Stage on Burnet's Historic Square

2-3:15 PM | LIVE MUSIC
SHANE SHILLING
Jackson Street Stage

2:15 PM | BURNET GUNFIGHTER'S
SHOOT-OUT
Old West Town

2:15-3:30 PM | LIVE MUSIC
JOELTON MAYFIELD
Main Stage on Burnet's Historic Square

3 PM | HILL COUNTRY
FLYER DEPARTS
Train Depot

3-6 PM | YMCA CORN HOLE
TOURNAMENT
Bill's Burgers

3:30 PM | BURNET GUNFIGHTER'S
SHOOT-OUT
Old West Town

3:45-4:45 PM | LIVE MUSIC
VERITY ROAD
Jackson Street Stage

4-5:15 PM | LIVE MUSIC
TREY GILLELAND
*Main Stage on Burnet's
Historic Square*

5-6:15 PM | LIVE MUSIC
THE HILL COUNTRY BOYS
Jackson Street Stage

5:15-7:45 PM | STAGE CLOSED
Main Stage on Burnet's Historic Square

6:30 PM | 28TH ANNUAL
DEMOLITION DERBY
Burnet County Fairgrounds

6:30-8 PM | LIVE MUSIC
MATTHEW BUTTER
Jackson Street Stage

8-9:15 PM | LIVE MUSIC
BARNHILL
Main Stage on Burnet's Historic Square

9:45-11:15 PM | LIVE MUSIC
WADE BOWEN
*Main Stage on Burnet's
Historic Square*

APRIL 11, SUNDAY

10 AM-11 PM | CONTEMPORARY
PRAISE & WORSHIP
Main Stage on Burnet's Historic Square

11:30 AM-1 PM | LIVE MUSIC
PHEYLAND AND NATALIE
Main Stage on Burnet's Historic Square

11 AM-5 PM | ARTS &
CRAFTS VENDORS
Burnet's Historic Square

12-3 PM | XLR8 & CO
BIERGARTEN
Jackson Street

12-5 PM | MIGHTY THOMAS
CARNIVAL CORNER OF
BOUNDARY & LEAGUE

12-3 PM | LIVE MUSIC
ALLEN RAY
Jackson Street Stage

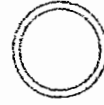
1 PM | GARY WIDEMAN STATE
FARM INSURANCE ANNUAL
WIENER DOG RACE
Burnet's Historic Square

• 12:00 PM: REGISTRATION
• 1:00 PM: RACE

WWW.BLUEBONNETFESTIVAL.ORG



2021 BLUEBONNET FESTIVAL BANNER YEAR



2021	% Increase over Previous Best
T-shirt Sales	↑ 56%
Sponsors	↑ 40%
5K Run	↑ 66%
Carnival	↑ 25%
Concert Ticket Sales	↑ 101%
Biergarten	↑ 67%
Whiskey Garden	↑ 291%

WEBSITE & SOCIAL MEDIA STATISTICS



2021 Media Plan included:

- Expanded Chamber Facebook campaign/event posts
- Contracted with external tourism/travel Facebook pages, ex. Texas Hill Country
- Increased radio advertising: Austin KOKE-Fm, Fredericksburg/Blanco (106.9fm), Johnson City/Highland Lakes (88.9fm), Dripping Springs (103.1fm), Mason/Brady (104.1fm), in addition to KBEY & KITY, Texas Public Radio SA
- Bluebonnet Festival print advertising & press releases across the state including Texas Press Service North & South Regions (84 publications), in addition to Bulletin & Picayune



Facebook

Total reach: **2,049,376**

TikTok

Views: **4,624,772**
(Wiener Dog Race)

Website

Total visits: **132,972**

Top sources for all
searches

1. Facebook
2. Bluebonnetfestival.org
3. Google
4. Burnetchamber.org

GOOGLE ANALYTICS – 01/1/21–04/25/21



- 79% of visits are mobile devices or tablets; 21% desktops/laptops
- 57% Male, 43% Female; with 25-34 year olds making up 35% of website visits. 35-44 year olds making up 44%
- Views came from 51 states and 88 countries
- 91% of visitors are from Texas (594 cities represented)
- Top 5 cities of visitors:
 - Austin
 - Houston
 - Dallas
 - San Antonio
 - Burnet