



SPECIAL EVENTS WORKSHOP

Schertz Parks, Recreation, and Community Services

City Council Meeting, November 12, 2024

AGENDA

History of Alcohol at Events

Potential for Future Events

New Events for 2025

HISTORY OF ALCOHOL SALES AT EVENTS

Jubilee

2017 – 2018: HEB was the licensed seller

2019: HEB declined to participate; explored options with local bar owner but he declined as well

2020: Event cancelled due to COVID

2021 – 2023: BYOB

- People are allowed to bring their own alcohol into the parks (no glass containers)
- Shift from “party atmosphere” to “family atmosphere”

2024: Sip It Drink Truck

- Frozen daiquiris, margaritas, and non-alcoholic options in slushes, lemonade and snow cones



HISTORY (CONT.)

Holidazzle

2021: Tap Truck elected to participate

2022: Has been invited back but declined based on sales

Adult Social Leagues

2021: Tap Truck at Cornhole League

- \$400 minimum in 2022

2022+: Changed to BYOB

- Teams prefer this since it is cheaper

Music & Movies in the Park

Date Night: Freetail Brewing provided free samples

Schertz 60th Anniversary

2018 - Hired Catering Company with TABC

License to serve beer and mixed drinks





POTENTIAL FUTURE EVENTS

Parks Master Plan Survey:

- The #2 program listed in Parks Survey was Art/Music/Food Festivals (40% of respondents)

Once Main Street Renovation is Complete

- Some kind of Beer/Wine/Music/Arts Festival on Main Street

Similar to Saengerfest in New Braunfels

Need to find our unique “element”

Schertz Bier & Bites Fest, Main Street Sip & Savor, Schertz Vine & Dine

Considerations

- TABC Requirements
- Liability (Water Stations, First Aid, RideShare promotion, etc.)
- Increased PD presence, increased staff time



WHEN ALCOHOL IS NOT A FIT

Health and Wellness events

- Events like Movin on Main are focused on health, wellness, and fitness

Events of short duration

- Not enough time for a business to sell enough to profit

Events focused solely on children

- Glow Party, Color Wars, Nerf War, etc.

Youth Sports events

- Ordinance already prohibits alcohol at youth ballfields
- Behavior issues would be amplified



NEW EVENTS

Additional Programming due to the hiatus of “Movin on Main” with the Main Street renovation taking place.



Farmers Market

Parks Survey:

- Highest rated program that citizens would like to see (48% of respondents)

Logistics

- Pickrell Park
- 1st Saturday of the Month
April-June, Sep-Nov



Power Wheels Race

Logistics:

- Community Circle Drive
Parking Lot (By Dog Park)
- April 13th- Afternoon



AQUATIC EVENTS

Replace National Watermelon Day with a Cardboard Boat Regatta

- Have hosted National Watermelon Day for 6+ Years
- Try something new and exciting

COMMENTS & QUESTIONS

