



Festus Tourism Commission

MEETING AGENDA

Festus City Hall

Monday, November 3, 2025 at 3:00 PM

I. Roll Call

II. Approve Agenda

III. Approve Minutes

- a. Tourism Minutes 10/27/25

IV. New Business

- a. Funding Application — Josh Carroll from I-55 Raceway
b. Worship in the Park Requesting reimbursement prior to event.

V. Discussion/Approval of Funding Items

	Requester	Funding Application Request Description	Event Date	Funding Request
1	Michael Christopher	Enclosed Utility Trailer, Cones & Barricades for Special Events	N/A	9,959.00
2	Tracy Johnson	Juneteenth Homecoming	06/19/26	3,000.00
3	Kirk Mooney	Twin City Days	09/10/26	35,000.00
4	Kimberly Rushing	Worship in the Park	TBC	10,000.00
5	Courtney Wisely	Fall & Winter Productions (Tik, Tick...Boom)	11/20/25	9,900.00
6	Courtney Wisely	Finding Nemo, Jr.	03/12/26	5,000.00
7	Lara Dane	Festus Art & Music Festival	05/02/26	24,200.00
8	Tricia Nelson	Festus Farmer Market 2025	Oct-25	1,260.00
9	Tricia Nelson	Festus Farmer Market 2026	Apr-26	6,000.00
10	Tricia Nelson	Gals on Main; A Galentine's Day Stroll 2026	02/07/26	10,000.00
11	Justin Lenhard	Lenhard Christmas Family Light Snow	12/05/25	14,195.98
12	Jen Wynn	Twin City Mardi Gras Parade & Celebration	02/14/26	30,000.00

Agenda for Monday, November 3, 2025 was posted on Friday, October 31, 2025 at Festus City Hall by Michelle Vaughn at approximately 8:00 am.

13	Andrew Held	Bottleneck Bridge Ride	10/18/26	12,700.00
14	Vincent Borgmann	Sigurblot	04/11/26	16,000.00
15	Denny Foster	Streetfest	10/10/26	25,000.00
16	Jason Portz	George Portz Traditional Music Festival	09/26/26	25,000.00
17	Barb Lowry	Mardi Gras Day Two - Pet Parade	02/15/26	7,800.00
18	Barb Lowry	Food Trucks & Music at Turtle Cove	May-26 - Nov-26	3,850.00
19	Barb Lowry	Firecracker Festival Drone Show	06/26/26	20,000.00 30,000.00
20	Barb Lowry	Firecracker Festival Entertainment	06/27/26	25,000.00
21	Barb Lowry	Movies in the Park — Summer	2026	3,250.00
22	Barb Lowry	Camp Crites — Re-budget to 2026 (2025 Canceled)	11/07/26	1,050.00
23	Barb Lowry	Winterfest	12/05/26	49,600.00
24	Greg Camp	Overtime Allocation for Special Events & Tourism	FY25-26	34,200.00
25	Josh Carroll (New Request)	World of Outlaws	04/11/26	20,000.00
		TOTAL FUNDING REQUEST		411,964.98

VI. Reports - Set Next Meeting Date

VII. Adjourn

Agenda for Monday, November 3, 2025 was posted on Friday, October 31, 2025 at Festus City Hall by Michelle Vaughn at approximately 8:00 am.



FESTUS TOURISM COMMISSION
MEETING MINUTES
October 27, 2025

The meeting was called to order by Par Parsons at 3:00 p.m. at Festus City Hall.

MEMBERS PRESENT: Michelle Hohmeier, Rhonda Gerstner, Jeff Adams, Mike Cage, and Pat Parsons.

MEMBERS ABSENT: N/A

APPROVAL OF AGENDA:

Pat Parsons entertained a motion to approve agenda.

MOTION: Mike Cage

SECONDED: Jeff Adams

Motion carried unanimously.

APPROVAL OF MINUTES:

Pat Parsons entertained a motion to approve minutes from the June 24, 2025 meeting.

MOTION: Jeff Adams

SECONDED: Rhonda Gerstner

Motion carried unanimously.

PRESENTATION OF FUNDING REQUESTS:

Presentations were presented in the order listed below:

	Requester	Funding Application Request Description	Event Date	Funding Request
1	Jim Berger	Award Presentation to Mayor Mike Cage – St. Louis Hall of Fame		
2	Michael Christopher	Enclosed Utility Trailer, Cones & Barricades for Special Events	N/A	\$9,959.00
3	Tracy Johnson	Juneteenth Homecoming	06/19/26	\$3,000.00
4	Kirk Mooney	Twin City Days	09/10/26	\$35,000.00
5	Kimberly Rushing	Worship in the Park	TBD	\$10,000.00
6	Courtney Wisely	Fall & Winter Productions (Tik, Tick...Boom)	11/20/25	\$9,900.00
7	Courtney Wisely	Finding Nemo, Jr.	03/12/26	\$5,000.00
8	Lara Dane	Festus Art & Music Festival	05/02/26	\$24,200.00
9	Tricia Nelson	Festus Farmer Market 2025	Oct-25	\$1,260.00
10	Tricia Nelson	Festus Farmer Market 2026	Apr-26	\$6,000.00
11	Tricia Nelson	Gals on Main; A Galentine's Day Stroll 2026	02/07/26	\$10,000.00
12	Justin Lenhard	Lenhard Christmas Family Light Show	12/05/26	\$14,195.98
13	Jen Wynn	Twin City Mardi Gras Parade & Celebration	02/14/26	\$30,000.00
14	Andrew Held	Bottleneck Bridge Ride	10/18/26	\$12,700.00
15	Vincent Borgmann	Sigurblot – NOT PRESENT	04/11/26	\$16,000.00
16	Denny Foster	Streetfest	10/10/26	\$25,000.00
17	Jason Portz	George Portz Traditional Music Festival	09/26/26	\$25,000.00
18	Barb Lowry	Mardi Gras Day Two – Pet Parade	02/15/26	\$7,800.00
19	Barb Lowry	Food Trucks & Music at Turtle Cove	May-26- Nov-26	\$3,850.00
20	Barb Lowry	Firecracker Festival Drone Show	06/26/26	\$20,000.00 \$30,000.00
21	Barb Lowry	Firecracker Festival Entertainment	06/27/26	\$25,000.00
22	Barb Lowry	Movies in the Park Summer	2026	\$3,250.00
23	Barb Lowry	Camp Crites – Re-budget to 2026	11/07/26	\$1,050.00
24	Barb Lowry	Winterfest	12/05/26	49,600.00
25	Greg Camp	Overtime Allocation for Special Events & Tourism	FY25-26	\$34,200.00
		TOTAL FUNDING REQUESTS		\$391,964.98

REPORTS: - Set Next Meeting Date

Vaughn suggested 6/1/26, 6/8/26, or 6/15/26 for the next funding meeting. However, Pat Parsons stated she would be gone those three weeks. It was then discussed to come back with dates for May 2026 since July starts the beginning of the city budget.

The approval meeting for this round is scheduled for Monday, November 3, 2025.

ADJOURNMENT:

The motion to adjourn was made by Jeff Adams and seconded by Rhonda Gerstner, motion carried unanimously. The meeting adjourned at approximately 4.51pm.

[Print](#)**Tourism Funding Application - Submission #3569****Date Submitted: 10/30/2025**

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

155 Raceway Park L.L.C.

First Name

Josh

Last Name

Carroll

Physical Address

1550 Herky Horine rd.

Mailing Address

1550 Herky Horine rd.

City, State & Zip

Pevely MO 63070

City, State & Zip

Pevely MO 63070

Phone Number

618-616-4127

Fax Number

618-616-4127

Email Address

joshcarroll59@yahoo.com

Web Address

joshcarroll@yahoo.com

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

World of Outlaws

Date & Time of Event

4/11/2026

06:30 PM

Event Location:

I55 Raceway Park Pevely Mo.

Event/Project Detail:

I55 has always had 2 world of outlaw events per year we have added another now having 3 along with several other multi day events that help sell out your hotels, the new drift track has also added more multi day events bringing a totally different set of race drivers and fans the last drifting event had drivers from 4 different states , we also added a yearly carnival with more plans to expand it next year and currently looking at monster truck, motorcycle, and demo car events for 2026 to maximize the potential of our facility and bring new people to our community!

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

The new and improved schedule will bring thousands of new tourist to our community to use our restaurants, hotels, stores and gas stations

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Advertising for 2026 we are also advertising on cable tv ,local radio, and local papers with the rising cost of advertising it would be a great help to have 4 multi day shows we can ad 5000.00 to the advertising budget for a total of 20,000.00

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Tickets range from 18.00 to 60.00

this year the ironman sold out in the grandstands with 7000 general admission tickets plus the pit area giving us around 10,000 people per night for the weekend

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

we currently sell out several Festus hotels along with others nearby city's just in Festus estimated room sales is 3-400 nights bringing the city around 60,000 just in hotels not counting food, gas and other local sales the extra advertising really helps keep these numbers up

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:**Total Funding Requested:**

20,000.00

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen
Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Report_from_I55_Raceway_Park.pdf
Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

I-55 Raceway Park DirtCar Cert 2025.pdf
Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

No file chosen

Only attach if applicable.

[Print](#)

Tourism Funding Application - Submission #3453

City of Festus Utility Trailer W Safety Cones
\$9,959
Application No. 1

Date Submitted: 10/16/2025



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Disbursement Rules:

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Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

First Name

Last Name

Physical Address

950 N 5th St

Mailing Address

950 N 5th St

City, State & Zip

Festus

City, State & Zip

MO 63028

Phone Number

636-937-6646

Fax Number**Email Address**

mchristopher@festusmo.gov

Web Address

950 N 5th St

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Enclosed Trailer and Cones for Main Street Events

Date & Time of Event

mm/dd/yyyy

hh:mm am/pm

Event Location:

Main Street

Event/Project Detail:

Festus Public Works would like to request funding to buy an enclosed trailer and cones/barricades that will be used for events on main street. The enclosed trainer with cones and barricades will be dropped off at the parking lot behind main street before events and a responsible person will be given the key to the trailer. The cones and barricades will only be used for main street events and will not be used on city projects. Once the event is over the cones and barricades will be returned to the trailer and the trailer will be moved back to the public works lot until the next event.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

N/A

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

6'x12' enclosed trailer \$7,000
40 traffic cones \$1,683.20
4 traffic barricades \$1,275.80

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

N/A

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

N/A

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

N/A

Total Funding Requested:

\$9,959.00

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L No file chosen

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate No file chosen

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

No file chosen

Only attach if applicable.



8' Type 3 Barricade with Plastic Rails

T3EG-8STD

Sheeting: **Engineer Grade (EG)**

Customization: **Lettering or Logo No Customization**

Quantity

4

[Update](#)

Each

\$215.00

Price

\$860.00

[Remove](#)

Shipping Summary

Shipping Weight: **238 lbs.**

Shipping Method: **TForce Freight**

Shipping Cost: **\$343.85**

Estimated Delivery Date: **Tuesday, October 21, 2025**

Zip Code: Festus, MO

[Recalculate Shipping](#)

Order Summary

Subtotal: **\$860.00**

Shipping: **\$343.85**

Sales Tax: **\$50.87** [Sales Tax Exempt?](#)

Final Total: \$1,254.72

[Proceed to Checkout](#)

 **PayPal** Checkout

 **PayPal CREDIT**



Nu Way Concrete Forms, Inc.

4190 Hoffmeister Avenue
 St Louis, Missouri 63125
 Phone: 800.542.1214
 Phone: 314.544.1214
 Fax: 314.544.7665

Quotation

Quote No 454007
Quote Date 10/16/2025
Expire Date 11/07/2025

Customer 10699
Purchaser Zac Rundel
Your Ref Traffic Cones

Delivery On 10/31/2025
Entered By Andy Smith
Sales Rep ANDY SMITH
Ship Via 5. Best Way

Invoice Address

CITY OF FESTUS
 711 W. MAIN STREET
 FESTUS, Missouri, 63028

Job: CITY OF FESTUS

CITY OF FESTUS
 CITY OF FESTUS
 950 NORTH FIFTH STREET
 PH 636 937 6646
 FESTUS, Missouri, 63028



Page 1 of 1

Special Instructions			Notes					
Line	Product Code	Description	Qty/Footage		Tax	Price	Per	Total
1	TRAF 46266CRU	Looper Channelizer Cone 42" With 2-6" Orange & 2-6" White Strips	40	ea	N	24.28	ea	971.20
2	TRAF 16DH	16 lb Hex Base For Looper Cones. Recycled Rubber	40	ea	N	15.24	ea	609.60

Returns & exchanges must be made within 30 days.
 Refund must be accompanied by sales receipt.
 Restocking and/or handling charges may apply.

Thank you for your business !

Total Amount	1,580.80
Taxable at 7.738%	0.00
Sales Tax	0.00
Quotation Total	\$1,580.80

By your signature below, you are agreeing to the Terms and Conditions of sale.

 Buyer Date

Subject to our terms and conditions of sale. Further copies available on request.

Print**Tourism Funding Application - Submission #3397**

Quad City Juneteenth Committee
\$3,000
Application No. 2

Date Submitted: 9/29/2025

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Disbursement Rules:

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

Quad City Juneteenth Committee

First Name

Tracy

Last Name

Johnson

Physical Address

1301 Fawnman

Mailing Address

1301 Fawnman

City, State & Zip

Herculaneum, MO 63048

City, State & Zip

Herculaneum, MO 63048

Phone Number

314-225-6126

Fax Number

314-225-6126

Email Address

ladytj1959@gmail.com

Web Address**Event/Project Information...**

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Juneteenth Homecoming

Date & Time of Event

6/19/2026

05:00 PM

Event Location:

American Legion Hall, Festus

Event/Project Detail:

The Quad City Juneteenth Homecoming Celebration is a three-day cultural and community event designed to foster connection, honor heritage, and promote tourism in Jefferson County. Hosted by the Quad City Juneteenth Committee, the celebration offers a diverse mix of activities that appeal to residents, families, and visitors from across the region.

The project begins on Friday, June 19, 2026, with a Kickoff Meet & Greet at the Festus American Legion Hall. This opening event features live music and a community fish fry, creating a welcoming atmosphere where attendees can gather, reconnect, and enjoy fellowship. Proceeds from the fish fry directly support the American Legion, strengthening local partnerships and community support.

On Saturday, June 20, 2026, the celebration continues with the Homecoming Dance & Awards Banquet, also held at the Festus American Legion Hall. This evening includes dinner, music, and recognition of community members who have demonstrated exceptional service and leadership in Jefferson County. Awards highlight the positive impacts of local role models, while additional fundraising activities such as a 50/50 raffle provide further support for community initiatives.

The project culminates on Sunday, June 21, 2026, with a Community Barbecue and Family Fun Day at William Earl Cook Sr. Park in Festus. This free, family-oriented event is open to the public and includes a barbecue meal, children's games, face painting, and a cornhole tournament. The focus is on inclusivity and accessibility, ensuring that families of all ages and backgrounds can participate in the celebration.

The Homecoming Celebration is more than a series of events—it is a project that unites generations, honors achievements, and builds pride in Jefferson County. Last year's celebration drew over 600 attendees, a 50% increase from the previous year, demonstrating growing momentum and regional interest. With anticipated attendance of 700–800 participants, the event has a significant impact on local tourism by attracting visitors who support area hotels, restaurants, and businesses throughout the weekend.

By combining cultural recognition, family fun, and economic benefit, the Quad City Juneteenth Homecoming Celebration strengthens community bonds and contributes to the vitality of Jefferson County.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

The Quad City Juneteenth Homecoming Celebration generates meaningful cultural, social, and economic impact for Jefferson County and the surrounding region. By blending family-oriented activities, cultural recognition, and community awards, the event strengthens local identity while driving tourism-related benefits.

Tourism & Economic Impact:

The celebration attracts visitors from across the Quad City area and surrounding counties, resulting in increased spending at local hotels, restaurants, and retail establishments.

Last year's event drew over 600 attendees, a 50% increase from the prior year, demonstrating a strong upward trend in participation. With anticipated attendance of 700–800 people, this year's event is positioned to further expand visitor traffic and economic activity in Festus.

Partnerships with local venues such as the Festus American Legion and the William Earl Cook Sr. Park ensure that revenue generated from activities also benefits local organizations.

Community Impact:

The event creates a platform to recognize community leaders and residents who contribute to the growth, well-being, and cultural vitality of Jefferson County. By celebrating these individuals, the event encourages continued civic engagement and volunteerism.

Activities such as the free community barbecue, children's games, and family entertainment ensure accessibility for all, removing financial barriers and promoting inclusivity.

The celebration fosters intergenerational connection, bringing together families, alumni, and long-time residents to reconnect with their roots and strengthen community bonds.

Cultural & Educational Impact:

As a Juneteenth celebration, the event highlights an important moment in American history, fostering awareness, cultural pride, and community reflection.

The program encourages dialogue, unity, and cultural appreciation, reinforcing Jefferson County's reputation as a welcoming and vibrant community.

Long-Term Impact:

The Homecoming Celebration is designed to grow annually, both in scale and reach, positioning Jefferson County as a regional destination for cultural tourism.

By continuing to attract larger audiences and increasing partnerships, the event builds sustainable momentum that benefits the local economy, enriches community life, and promotes Jefferson County as a hub of cultural celebration.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:**Total Cost of Project**

The projected cost of the Quad City Juneteenth Homecoming Celebration is \$5,550. This budget ensures the successful execution of the three-day event, covering venue, food, entertainment, promotion, and recognition of community leaders.

Cost Breakdown

Hall Rental (American Legion Hall): \$800

Covers rental fees for Friday's kickoff event and Saturday's banquet and awards ceremony.

Food & Beverages: \$2,000

Includes catering for the awards banquet, refreshments, and supplies for the community barbecue.

Entertainment: \$1,000

Provides live music and performances for both indoor and outdoor events.

Decorations & Supplies: \$300

Covers themed décor for the banquet and family-friendly items for park activities.

Advertising & Promotion: \$1,250

Includes a print advertisement in The Leader, event signage, and printed programs to promote the celebration and reach a wider audience.

Awards & Recognition Materials: \$200

Covers plaques, certificates, and tokens of appreciation presented to honorees for their contributions to Jefferson County.

Total Project Cost: \$5,550

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Fees & Revenue Breakdown

The Quad City Juneteenth Homecoming Celebration incorporates both free community activities and modestly priced ticketed events. These revenues help offset event expenses while ensuring accessibility for all participants.

Day One – Friday, June 19, 2026

American Legion Fish Fry

Meal price: \$13 per plate

Estimated meals sold: 50

Projected Revenue: \$650

Note: All fish fry proceeds benefit the Festus American Legion.

Day Two – Saturday, June 20, 2026

Homecoming Dance & Awards Banquet

Ticket price: \$10 per person (includes dinner and beverage)

Estimated ticket sales: 175

Projected Revenue: \$1,750

50/50 Raffle

Based on last year's sales: \$550

Projected Revenue (conservative estimate): \$550

Total Estimated Revenue from Fees & Fundraisers: \$2,950

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Economic Impact

The Quad City Juneteenth Homecoming Celebration is projected to provide meaningful economic benefits to the City of Festus by generating overnight stays, restaurant use, and retail activity from visiting families.

Attendance & Visitor Profile

Estimated total attendance: 700–800 participants over three days.

Approximately 25% of attendees (175–200 individuals, or about 70–80 families) are expected to travel from outside Jefferson County.

These out-of-town visitors are the primary source of tourism-related economic impact, as they require overnight accommodations and spend at higher levels.

Overnight Stays & Spending

Using \$150 per family per day as a conservative baseline for lodging, meals, and incidental purchases, the projected spending for out-of-town families is:

70–80 families × \$150/day × 2 days = \$21,000–\$24,000 in direct local spending.

This includes expenditures on hotel rooms, restaurants, fuel, and retail purchases.

Restaurant & Retail Impact

Local restaurants and retailers will see additional traffic not only from out-of-town guests but also from local attendees who extend their participation with dining or shopping.

Estimated additional local spending by in-county attendees (approximately 500–600 individuals):

Assuming \$15–\$20 per person in food, beverages, or shopping during the weekend, this equates to \$7,500–\$12,000 in local sales.

Combined Economic Benefit

Total Estimated Economic Impact: \$28,500–\$36,000

Out-of-town visitors: \$21,000–\$24,000

Local attendees (dining/retail): \$7,500–\$12,000

This estimate reflects only direct spending and does not account for secondary multiplier effects, such as wages paid to local employees and the recirculation of dollars within the Festus economy.

Long-Term Tourism Impact

By establishing Festus as the central host city for this growing annual celebration, the Juneteenth Homecoming builds repeat visitation and long-term loyalty. Families who attend are more likely to return in future years, creating a sustainable cultural tourism tradition that expands Festus' profile as a regional destination.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

Fundraiser Purpose

The Quad City Juneteenth Committee is a nonprofit organization dedicated to fostering community spirit, cultural awareness, and family engagement through the annual Homecoming Celebration. While much of the weekend's programming is free and accessible to all, the Saturday Homecoming Dance & Awards Banquet serves as the primary fundraising component of the event.

Funds raised through banquet ticket sales and the 50/50 raffle directly support:

Current Year Expenses – Covering costs such as venue rental, food, entertainment, decorations, advertising, and awards.

Future Sustainability – Providing a financial foundation for the following year's celebration, allowing the committee to expand programming, strengthen partnerships, and continue offering free community activities such as the Sunday barbecue and family fun day.

By reinvesting proceeds back into the event, the Quad City Juneteenth Committee ensures that the Homecoming Celebration remains a sustainable annual tradition for Festus and the greater Jefferson County community.

Total Funding Requested:

\$3,000

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

No file chosen

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

No file chosen

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

No file chosen

Only attach if applicable.

Fwd: Quad Juneteenth Summary

From Tracy Johnson <ladytj1959@gmail.com>

Date Tue 9/30/2025 11:51 AM

To Leah Smith <lsmith@festusmo.gov>

----- Forwarded message -----

From: **Marie Stelling** <marie@autumnridgeresidences.com>

Date: Mon, Sep 29, 2025, 4:08 PM

Subject: Quad Juneteenth Summary

To: Tracy Johnson <ladytj1959@gmail.com>

Event Summary

The **Quad City Juneteenth Homecoming Celebration**, hosted by the Quad City Juneteenth Committee, is a three-day cultural and family-centered event held in Festus, Missouri. Scheduled for **June 19–21, 2026**, the celebration includes a Friday evening **Kickoff Meet & Greet and Fish Fry** at the Festus American Legion, a Saturday evening **Homecoming Dance and Awards Banquet**, and a Sunday **Community Barbecue and Family Fun Day** at William Earl Cook Sr. Park. Together, these events provide opportunities for fellowship, cultural recognition, family activities, and community celebration.

The 2026 celebration is expected to attract between **700–800 attendees**, continuing the strong growth of the event, which drew over 600 participants last year — a **50% increase** from the previous year. Of these, an estimated **20–25% will travel from outside Jefferson County**, resulting in **100–150 local hotel room nights** and generating **\$11,000–\$16,500 in lodging revenue**. Additionally, visitors and residents alike are projected to contribute **\$6,300–\$10,000 in restaurant sales** and **\$10,500–\$20,000 in local retail sales**, bringing the total direct economic impact to approximately **\$28,500–\$36,000** for Festus.

Beyond the economic benefits, the Homecoming Celebration highlights Festus as a hub of cultural tourism. Families reconnect with their roots, community members are honored for their contributions, and visitors experience the city's hospitality through its venues, restaurants, and public spaces. The continued **support of Festus tourism** has been instrumental in the event's growth and success, ensuring that it remains not only a cherished community tradition but also a valuable driver of economic and cultural vitality for the city.

Marie Stelling
Community Relations Director
Autumn Ridge Residences
Office: 636.931.8400
Cell: 314-698-1722
Fax: 636.933.6330

[Print](#)**Tourism Funding Application - Submission #3405**

Application No. 3
Twin City Days
\$35,000

Date Submitted: 10/1/2025

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name**

Twin City Area Chamber of Commerce

First Name

Kirk

Last Name

Mooney

Physical Address

109D East Main St.

Mailing Address**City, State & Zip**

Festus

City, State & Zip

Missouri

Phone Number

636-931-7697

Fax Number**Email Address**

director@twincitychamber.com

Web Address

109D East Main St.

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Twin City Days

Date & Time of Event

9/10/2026

hh:mm am/pm

Event Location:

Various locations throughout the Festus/Crystal City area

Event/Project Detail:

This will be for our 31st Annual Twin City Days Celebration. It is 3 days of concerts, craft fair, community breakfast, car show, and many more activities throughout the area from Main Street to Larry Crites Park.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

This is a well-established, yearly event that brings thousands of people to our area. It is a great opportunity for us to showcase what our community has to offer in hopes that it will bring people back to our area in the future! During the 3-day event the visitors will experience our local cuisine, fuel up their vehicles, shop at our retail establishments, and stop for adult beverages. We are excited to welcome and share all we have to offer. During this celebration, we offer many activities including about 120 booth spaces for our Main Street Market which brings shoppers to our main street, golf tournament, 2 concerts, car show, children's activities, and much more.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Expenses for 2025 were approximately \$105,000.

Some of our major expenses are advertising, bands, lighting, sound etc. for the concerts, golf tournament and restrooms, tents, trash receptacles.

Advertising - \$13,000

Restrooms, tents, trash -\$11,000

Bands, lightning etc. - \$25,000

Golf tournament - \$16,000

Parking - \$3,750

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

The Chamber-sponsored events do not charge admission for attendees, including the concerts, parking, craft fair, car show and community breakfast.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

If one fifth of the estimated 30,000 people and vendors will dine in our restaurants, shop in our businesses, fuel their cars, stop for drinks or perhaps stay in our hotels that comes to an estimated economic impact of over \$225,000. Probably after the inflation of the past couple years it would be even higher.

6,000 divided by an average 4-person group/family = 1500

1500 x \$150** = \$225,000.

**\$150 should be higher nowadays

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

The Twin City Area Chamber of Commerce is a 501C-6 organization. Twin City Days is intended to be a free or low-cost activity for our area and visitors and not a fundraiser for our organization. We do offer sponsorships for the event to our membership to help with the costs of the event.

Total Funding Requested:

\$35,000

Type text here

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Attachment of Not for Profit

Choose File

No file chosen

Only attach if applicable.

Attachment of P & L

Choose File

No file chosen

Only attach if applicable.

Attachment of Liability Certificate

Insurance Indemnity.PDF

Only attach if applicable.

Summary of Previous Year Event

Choose File

No file chosen

Only attach if applicable.

[Print](#)

Application No. 4
Worship in the Park
\$10,000

Tourism Funding Application - Submission #3412**Date Submitted: 10/6/2025**

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name****First Name****Last Name**

Physical Address

1492 Hundred Oaks Dr

Mailing Address**City, State & Zip**

Festus

City, State & Zip

MO

Phone Number

6362081390

Fax Number**Email Address**

krushing19@gmail.com

Web Address**Event/Project Information...**

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Worship in the Park

Date & Time of Event

9/12/2026

05:00 PM

Event Location:

Larry G. Crites Memorial Park

Event/Project Detail:

Next year we are projecting 5000 plus people. We will hold a five hour concert free to the community. We will bring in five different artists. We will have food trucks on hand.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

We are hoping to grow even larger this year. We had a lot of people say they want to get more involved. The more money we can raise the bigger the event will be. We had at least six Hotel Rooms for three nights. We heard of about 15 people from out of town so I am assuming they had dinner in Festus.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Next year the sound will increase from \$1500 to \$2500. The Christian Artist Seph Schlueter was \$7500 for 2025. Next year his cost is \$15,000-\$20000. We will book artists within our projected fundraising and Festus Tourism grant. We will have porta potty rental again. It was \$1000 this year; however, he said they were pretty full next year we will have to rent more. We were donated lights and golf carts this year as well. We do not know if this will be the same for next year?

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

No tickets will be sold

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

We estimate \$2250 with 15 families

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

not a fundraiser

Total Funding Requested:

10,000

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

State of Mo WIP.jpg
Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Profit and Loss WIP.png
Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

Certificate of Insurance- WIP (1).pdf
Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

Summary of Event.jpg
Only attach if applicable.

We are excited to announce we had at least 5000 people in attendance. We booked four hotel rooms for the artists that attended. We met a couple people from Arkansas and Warrenton Mo. They said they were going to stay locally. I know a family of ten had dinner at Thai Rama and Seph and his band ate at Stop Light.

We held the event at night and handed out glow foam sticks. The feedback we heard from people was great. Everyone was commenting we cannot wait until next year. We had five food trucks on hand.

Date : 09/23/2025 Time : 11:20:31 AM		Radiant Life PCG Posting Journal - Detail January to September 2025				Page : 1			
Date	Payee / Memo	Src	Ref No.	Transaction Comment	Project	Beginning Balance	Debits	Credits	Current Balance
1-104000 - Worship In The Park Assets						\$0.00			
01/30/2025	Southern Bank	TO	189				\$400.00		
02/02/2025	To Worship in Park Fr CH	CHK	13845	Check Amount				\$400.00	
05/07/2025	Southern Bank	TO	172				\$1,000.00		
05/30/2025	Deposits online giving	DEP	1837				\$10.00		
06/04/2025	Southern Bank	TO	174				\$1,000.00		
06/04/2025	Deposits online giving	DEP	1838				\$110.00		
06/30/2025	Deposits online giving	DEP	1849				\$555.00		
07/01/2025	Deposits online giving	DEP	1850				\$300.00		
07/06/2025	Deposits	DEP	1852				\$100.00		
07/18/2025	Southern Bank	TO	177				\$1,000.00		
07/23/2025	Deposits	DEP	1858				\$1,107.00		
07/31/2025	Deposits online giving	DEP	1862				\$755.00		
08/06/2025	Southern Bank	TO	179				\$1,000.00		
08/10/2025	Deposits	DEP	1868				\$500.00		
08/17/2025	Deposits	DEP	1869				\$650.00		
08/24/2025	Deposits	DEP	1871				\$300.00		
08/31/2025	Deposits online giving	DEP	1874				\$481.00		
09/01/2025	Deposits online giving	DEP	1875				\$145.50		
09/03/2025	Deposits	DEP	1877				\$250.00		
09/08/2025	Southern Bank	TO	181				\$1,000.00		
09/08/2025	to Worship in the park FR ch								
09/08/2025	Cash	CHK	14215	Check Amount				\$2,050.00	
09/13/2025	photography, singers, workers								
09/13/2025	MPS Backline LLC	CHK	14216	Check Amount				\$825.00	
09/13/2025	singing group								
09/13/2025	Seph Schlueter	CHK	14217	Check Amount				\$3,750.00	
09/13/2025	singing group								
09/13/2025	L & A Enterprises LLC	CHK	14218	Check Amount				\$800.00	
09/13/2025	tent rental								
09/13/2025	Sanicube	CHK	14219	Check Amount				\$1,000.00	
09/13/2025	Porta Potties								
							\$10,663.50	\$8,825.00	\$1,838.50
1-414000 - Worship In The Park Revenue						\$0.00			
05/30/2025	Deposits online giving	DEP	1837					\$10.00	
06/04/2025	Deposits online giving	DEP	1838					\$110.00	
06/30/2025	Deposits online giving	DEP	1849					\$555.00	
07/01/2025	Deposits online giving	DEP	1850					\$300.00	
07/06/2025	Deposits	DEP	1852					\$100.00	
07/23/2025	Deposits	DEP	1858					\$1,107.00	
07/31/2025	Deposits online giving	DEP	1862					\$755.00	
08/10/2025	Deposits	DEP	1868					\$500.00	
08/17/2025	Deposits	DEP	1869					\$650.00	

NAME OF EVENT:
DATE OF EVENT:
CONTACT PERSON:

Worship in the Park
Sept 13, 2015
Kimberly Rushing

DATE SUBMITTED:
CONTACT PHONE #:
CONTACT EMAIL:

PROFIT AND LOSS STATEMENT

REVENUES & RECEIPTS

(Please include any ticket sales, other sponsorships, vendor fees, merchandise sales or any other revenues)

Description	Amount	TOTALS
Jesus Tourism	5000	
Radiant Life	5000	
Autocenters	350	
Crystal Heat & Cool	360	
Hillbore Christian Church	250	
		10,900

EXPENSES

(Please include copy of invoice and cancelled check)

Vendor	Description	Amount	Invoice	Check #	
Bands/Entertainment					
Seph Schleuter	Singer	1500	Contract	14217/1856	
Ethan David	Band	1500			
					9,000
Other personnel (sound, lights, parking, other)					
Saywhat Sound	Sound	1500			
MPS Backline	Backline	825		14216	
Festus Parks	Park	500			
					2,825
Rentals (tents, tables, chairs, port-a-potties)					
L & A Enterprises	Tent Rental	800		14218	
Sanicube	Porta Potty	1000		14219	
					1800
Advertising (need copies of print ad, Facebook ads, website ads, flyers, etc.)					
Facebook	ad	500			
Flyers	UPS	100			
					600
Other expenses					
Amazon	Glow Sticks	\$1000			
Holiday Inn	Ethan Band	\$900			
Air Flight	Ethan Band	\$1500			
First Community	Insurance	\$375			
					3,775

ANY DONATED SPONSORSHIP

(Please list business/person - item/service donated - value of item/service donated)

Business/Person	Item/Service	Amount
		-7,100

SEPH SCHLOETER

PSALMS OF DAVID

SET APART

ZACH BLOUGH

GOOD NEWS COMMUNITY CHURCH

DJ INTEGRITY

SEPTEMBER 13

5 PM

WORSHIP



IN THE PARK

2025

LARRY G. CRITES MEMORIAL PARK FESTUS, MO

LIVE MUSIC

FOOD TRUCKS

BAPTISMS

FREE ADMISSION

SPONSORED BY

Festus

[Print](#)

Application No. 5
Spotlight Theatre
Fall & Winter Productions
\$9,900

Tourism Funding Application - Submission #3446**Date Submitted: 10/14/2025**

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name**

Spotlight Community Theatre

First Name

Courtney

Last Name

Wisely

Physical Address

73 Adventura Dr

Mailing Address

73 Adventura Dr

City, State & Zip

Festus, MO 63028

City, State & Zip

Festus, MO 63028

Phone Number

314-623-9080

Fax Number**Email Address**

info@spotlightjeffco.org

Web Address

spotlightjeffco.org

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Fall/Winter Productions

Date & Time of Event

11/20/2025

07:00 PM

Event Location:

The Contrarian Concert Hall & Theater

Event/Project Detail:

Spotlight Community Theatre respectfully submits this funding request for our Fall/Winter theatrical productions, Arsenic and Old Lace and tick, tick...BOOM!, both presented at The Contrarian Concert Hall & Theater in downtown Festus.

Arsenic and Old Lace is a beloved dark comedy classic that brings together a talented local cast for four performances filled with humor and farce.

tick, tick...BOOM! is a dynamic rock musical by Jonathan Larson, the creator of Rent. This production will feature Spotlight's first-ever live band, representing a new milestone for the organization and helping attract broader regional audiences.

Spotlight Community Theatre—recently voted “#1 Family-Friendly Attraction”—has become a cornerstone of the arts in Festus, enriching the community through accessible, high-quality entertainment while consistently driving tourism and local economic activity.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

The two productions are expected to draw a combined 900 attendees (approximately 450 for Arsenic and Old Lace and 450 for tick, tick...BOOM!).

Based on our audience survey of 1,189 respondents, 45% of attendees dine, shop, or stay locally when attending Spotlight performances. The Contrarian's location in the heart of downtown Festus directly supports nearby restaurants, retailers, and lodging.

Evening shows encourage pre- and post-performance dining, while the timing of tick, tick...BOOM! provides an additional tourism boost heading into the holiday season.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Estimated Cost:

Venue Rental (The Contrarian) \$7,500

Live Musicians \$2,400

Licensing Fees \$3,662

Set Construction \$2,000

Costumes & Props \$2,000

Miscellaneous Production Expenses \$500

Total Estimated Cost \$18,062

Spotlight Community Theatre is requesting \$9,900 in tourism funding to cover:

Venue rental cost (\$7,500)

Live musicians for tick, tick...BOOM! (\$2,400)

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Projected Revenue:

Ticket Sales (Arsenic and Old Lace – 450 @ \$15) \$6,750

Ticket Sales (tick, tick...BOOM! – 450 @ \$20) \$9,000

Total Projected Revenue \$15,750

All proceeds directly support Spotlight's nonprofit mission and are reinvested into future productions, youth programs, and operational sustainability.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Using the Tourism Commission's baseline of \$150 per family per day for overnight stays and applying our 45% local spending rate, the combined productions are projected to generate substantial local economic activity:

Estimated attendees: 900

45% likely to dine, shop, or stay locally: ~405 attendees (~135 families)

Estimated Economic Impact: 135 families x \$150 = \$20,250

These productions collectively contribute over \$20,000 in local economic benefit through dining, shopping, and lodging in the Festus area.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

Spotlight Community Theatre is a registered 501(c)(3) nonprofit organization. Proceeds from both productions are reinvested into future theatrical programming, youth scholarships, and arts education initiatives.

While these shows are not traditional fundraisers, they play a vital role in sustaining Spotlight's mission to make live theatre accessible, engaging, and enriching for the entire community.

Spotlight Community Theatre is honored to partner with the Festus Tourism Commission to continue growing the local arts scene. Our Fall/Winter productions—Arsenic and Old Lace and tick, tick...BOOM!—reflect our commitment to artistic excellence and community impact.

Through your support, we can continue to bring high-quality, family-friendly entertainment to Festus while boosting tourism, supporting small businesses, and strengthening our city's cultural identity.

We are deeply grateful for your ongoing partnership and consideration of this request.

Total Funding Requested:

\$9,900

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

Spotlight Tax Exempt (8).pdf

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Attachment of P & L No file chosen

Only attach if applicable.

Attachment of Liability Certificate

Spotlight Comm Theatre (3).pdf

Only attach if applicable.

Summary of Previous Year Event No file chosen

Only attach if applicable.

[Print](#)

Type text here

Application No. 6
Spotlight Theatre
Finding Nemo, Jr.
\$5,000

Tourism Funding Application - Submission #3423**Date Submitted: 10/8/2025**

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name****First Name****Last Name**

Physical Address

73 Adventura Dr

Mailing Address

73 Adventura Dr

City, State & Zip

Festus, MO 63028

City, State & Zip

Festus, MO 63028

Phone Number

636-428-3331

Fax Number**Email Address**

info@spotlightjeffco.org

Web Address

spotlightjeffco.org

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Finding Nemo Jr.

Date & Time of Event

3/12/2026

07:00 PM

Event Location:

The Contrarian Concert Hall & Theater

Event/Project Detail:

Spotlight Community Theatre proudly presents Disney's Finding Nemo Jr., a colorful, family-friendly musical based on the beloved Pixar film. This heartwarming underwater adventure features a cast of 45 talented youth performers, ages 5–14, from across Jefferson County and surrounding communities.

The production will include five performances over one weekend at The Contrarian Concert Hall & Theater, combining professional-quality staging, dazzling costumes, and a dynamic educational experience for young performers. As with all Spotlight shows, Finding Nemo Jr. aims to draw families from across the region, fostering arts appreciation while driving traffic to local restaurants, shops, and hotels.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

We anticipate 1,000 attendees across five performances, many of whom are expected to travel from nearby towns to support young cast members.

Our previous audience survey of 1,189 respondents showed that 45% of attendees dine, shop, or stay locally when attending Spotlight events.

Family-oriented musicals like Finding Nemo Jr. have historically yielded higher family group attendance, meaning more restaurant visits and retail activity before and after performances. The timing in early spring also helps sustain local economic activity during a typically slower tourism season.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Estimated Cost:

Venue (Contrarian Concert Hall & Theater) \$5,000

Licensing Fees \$3,166

Set Construction & Design \$3,500

Costumes & Props \$3,500

Miscellaneous Production Expenses \$250

Total Estimated Cost \$15,416

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Revenue Source

Ticket Sales (1,000 @ \$15 each) \$15,000

All revenue directly supports production expenses and Spotlight's youth programming.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Using the tourism commission's baseline of \$150 per family per day for overnight stays, and applying our proven 45% tourism activity rate, approximately 450 attendees (~150 families) are expected to shop, dine, or stay locally.

Estimated economic impact: \$22,500.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

Spotlight Community Theatre is a 501(c)(3) nonprofit organization dedicated to youth arts education and community engagement. Proceeds from Finding Nemo Jr. will directly fund scholarships for future youth participants, future production costs, and ensuring that all children—regardless of income—can experience the transformative power of live theatre.

Total Funding Requested:

5,000

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Attachment of Not for Profit

Spotlight Non-Profit Letter.pdf
Only attach if applicable.

Attachment of P & L

No file chosen
Only attach if applicable.

Attachment of Liability Certificate

Spotlight Comm Theatre (3).pdf
Only attach if applicable.

Summary of Previous Year Event

No file chosen
Only attach if applicable.

Print**Tourism Funding Application - Submission #3440****Date Submitted: 10/13/2025**

Application No. 7
Festus Main Street Association
Festus Art & Music Festival
\$24,200



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

Festus Main Street Association

First Name

Lara

Last Name

Dane

Physical Address

109 East Main Street

Mailing Address

P.O. Box 16

City, State & Zip

Festus, Mo 63028

City, State & Zip

Festus, Mo 63028

Phone Number

636-638-1018

Fax Number**Email Address**

info@festusmainstreet.org

Web Address

festusmainstreet.org

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Festus Art & Music Festival

Date & Time of Event

5/2/2026

10:00 AM

Event Location:

East Main Street

Event/Project Detail:

The Festus Art Walk has been a highlight of our community for the past several years, drawing residents and visitors to Main Street to celebrate creativity and culture. To build on this success, we propose expanding the event into a two-day festival that celebrates both music and art, driving greater community engagement, boosting economic activity for local businesses, and enhancing the visibility of Festus as a vibrant destination.

Saturday: Music & Community

The first day of the festival would center on live music and interactive community experiences by having a theme for the event. Main Street from Mill to Brierton would be closed from 8:00 a.m. to 1:00 a.m. There will be what we deem a “Brew Crawl” to open the morning activities, which include live performances from small musical groups in front of Corner Cup, Pine Mountain, and Nunya’s from 10:00 a.m. to 3:00 p.m., as well as an interactive event such as a scavenger hunt, Festus trivia contest or selfie challenge, creating an energetic yet family-friendly atmosphere.

In the afternoon, the focus of the “Brew Crawl” would shift to include the bars, and restaurants along Main Street, which would continue the interactive aspect of the event. From 3:00 p.m. to 8:00 p.m., restaurants and bars such as Central Tap, Pogolino’s, Four Brothers Mead, The Brick, Petit Paree, and Main & Mill would host live music on patios and street-side stages. A center stage on Main at Brierton would showcase diverse musical acts throughout the day, culminating in a headline performance from 8:00 p.m. to 10:00 p.m.

Themes could rotate annually—for example, 80’s Retro, Around the World, Puttin’ on the Ritz, or Superhero Night. Interactive activities like pub bingo, trivia, Jenga, selfie challenges, and poetry slams would encourage attendees to explore multiple establishments, boosting sales across participating businesses.

Sunday: Art Walk & Culinary Experincce

The second day would highlight visual art, food, and family-friendly entertainment. Main Street from Brierton to Mill would close from 8:00 a.m. to 7:00 p.m., with artists displaying their work along Main Street between Mill and Adams. Adult artist would pay \$50 and youth artist pay \$10 for a 10x10 space. A designated “Food Court” in front of Pogolino’s and Pine Mountain would feature a large seating tent and three food trucks, giving attendees space to gather and enjoy the festival atmosphere. We are considering having an area dedicated to hand made craft items between Brierton and the “Food Court” at Adams. Additionally, live musicians would be placed strategically near Main Street Creations/Central Tap, Father Time/The Contrarian, and Petit Paree to create a lively and welcoming environment. Local businesses would be encouraged to remain open throughout the day, maximizing sales opportunities and foot traffic.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

This two-day format has the potential to significantly increase economic activity in Festus. With visitors coming from surrounding towns, and with shuttle service to and from local hotels under consideration, we expect increased occupancy in local lodging establishments. Restaurants and bars will benefit directly from themed activities and increased patronage, while retail businesses will see higher foot traffic as visitors explore Main Street between performances.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

- Headlining Band (Saturday night): \$4,000
- Local/Regional Musicians (Saturday): \$2,100
- Stage Rental & Sound Equipment (Saturday): \$6,000
- Local/Regional Musicians (Sunday): \$2,100
- Porta Potties (Saturday/Sunday): \$2,500
- Trash Stations & Removal (Saturday/Sunday): \$2,000
- Marketing & Promotion (Saturday/Sunday): \$6,500
- Logo Creation: \$100
- Banner: \$600
- Printing Costs: \$300

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Estimated Artist fees - \$2,000

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

A conservative estimate suggests that if 3,000 attendees spend an average of \$25 each on food, drinks, and shopping, the event could generate \$75,000 in direct local spending over the weekend. Additional exposure of Main Street's vibrant businesses will also contribute to long-term growth by encouraging repeat visits.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

This is not a fundraising event.

Total Funding Requested:

24,200

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Not for Profit

No file chosen
Only attach if applicable.

Attachment of P & L

No file chosen
Only attach if applicable.

Attachment of Liability Certificate

No file chosen
Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

No file chosen

Only attach if applicable.

Print**Tourism Funding Application - Submission #3442****Date Submitted: 10/13/2025**

Application No. 8
Festus Main Street Association
Farmers Market 2025
\$1,260



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Disbursement Rules:

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Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name**

Festus Main Street Association

First Name

Tricia

Last Name

Nelson

Physical Address

3443 Linda Drive

Mailing Address

3443 Linda Drive

City, State & Zip

Festus, MO 63028

City, State & Zip

Festus, MO 63028

Phone Number

3145683627

Fax Number**Email Address**

festusfarmersmarket@gmail.com

Web Address**Event/Project Information...**

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Festus Farmers Market

Date & Time of Event

10/4/2025

08:00 AM

Event Location:

Corner of S. Adams & S. 2nd Street

Event/Project Detail:

This event is geared toward the entire Festus community and those communities surrounding the Festus area. This event encourages the community to come together and purchase locally produced items from our area, supporting the many small businesses in Jefferson and surrounding counties.

We approached the private owner of two parking lots with our plans and he approved us utilizing them free of charge, with the understanding we had liability insurance in place. We advertised in The Leader, on Facebook and throughout the community with flyers, lawn signs, word-of-mouth, etc. There was a porta-potty, as well as a hand-washing station on site throughout the entire month for both vendor and customer use.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

As this event has already occurred, we have an estimate of approximately 2,000+ members of the community come to the Festus Farmers Market over the course of the four Saturdays in October that we were open. The Market encouraged patrons to also visit local businesses on Main Street at an earlier time of day than most patrons visit Main Street, therefore increasing revenues at local businesses.

This was a very successful event with between 17-25 vendors per week. The community is thrilled to have a much-needed Farmers Market in the Festus-area as many surrounding cities have their own markets and our community can definitely support their own. Therefore, keeping our citizens in our area and not going to other cities for Farmers Markets

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Below is a summary of all projected costs.

Printing (UPS Store) \$37.50
Porta-Potties (All Weather) \$405
Lawn Signs \$184.00
Miscellaneous Expenses (trash cans/bags) \$379.70
Liability Insurance \$161
Festus Business License \$27
Event Insurance \$161
TOTAL \$1259.20

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Revenue Detail:

This is a free event for the community.

This is not a profit-making event.

There is a \$15 vendor fee per date to attend. Those funds are put back into the Farmers Market.

Instead, it encourages the community to stay in Festus, visit the local businesses, and keep the money in our community by offering local small businesses weekly.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

The anticipated revenue for the city would come through additional sales from businesses on Main Street seeing an influx of patrons visiting Main Street that would otherwise not come out on Saturday mornings. The Farmers Market also coincides with other events in the month of October (Viking Fest, Street Fest, and Trick of Treat Spooktacular), so the Farmers Market would lengthen the amount of time patrons spend in the city and encourage more spending, therefore more sales tax to the city.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

This is a free event for the community. This is not a fundraiser. All funds raised through vendor fees will be put back into the Farmers Market to benefit the community.

Total Funding Requested:

\$1,260.00

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

Festus Main Street State of Missouri Name Change.pdf
Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Festus Farmers Market Profit Loss Statement.xlsx
Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

Festus Farmers Market Liability Insurance Certificate.pdf
Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

Festus Tourism Proposal - Festus Farmers Market.pdf
Only attach if applicable.

Print**Tourism Funding Application - Submission #3465****Date Submitted: 10/17/2025**

Application No. 9
Festus Main Street Association
Farmers Market 2026
\$6,000



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

Festus Main Street Association

First Name

Tricia

Last Name

Nelson

Physical Address

3443 Linda Drive

Mailing Address

3443 Linda Drive

City, State & Zip

Festus, MO 63028

City, State & Zip

Festus,MO 63028

Phone Number

3145683627

Fax Number**Email Address**

festusfarmersmarket@gmail.com

Web Address**Event/Project Information...**

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Festus Farmers Market 2026

Date & Time of Event

4/10/2026

hh:mm am/pm

Event Location:

TBD (in Festus City Limits)

Event/Project Detail:

This event is geared toward the entire Festus community and those communities surrounding the Festus area. This event encourages the community to come together and purchase locally produced items from our area, supporting the many small businesses in Jefferson and surrounding counties.

We will be presenting at the November Festus City Council meeting to request a piece of unused property within city limits for the 2026 Farmers Market as we have outgrown the current market in just 3 weeks time.

We plan to advertise in The Leader, on Facebook and throughout the community with flyers, lawn signs, word-of-mouth, etc. There will be a porta-potty, as well as a hand-washing station on site for both vendor and customer use

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

This request is for our 2026 Festus Farmers Market, which we intend to hold from April through October. We plan to have double or triple the vendors as we have had for our 'trial run' for the October 2025 market (held on private property).

The Market will encourage patrons to also visit local businesses on Main Street at an earlier time of day than most patrons visit Main Street, therefore increasing revenues at local businesses.

The community is thrilled to have a much-needed Farmers Market in the Festus-area as many surrounding cities have their own markets and our community can definitely support their own. Therefore, keeping our citizens in our area and not going to other cities for Farmers Markets. Our goal is to keep our community in Festus, as well as drawing in more people from neighboring communities.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Below is a summary of all projected costs.

Printing \$300
Porta-Potty \$2500
Banner/Lawn Signs \$600
Liability Insurance \$800
Advertising \$1000
Kids Programs \$500
Miscellaneous \$300

TOTAL \$6000

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

This is a free event for the community.

This is not a profit-making event.

There is a \$15 vendor fee per date to attend. Those funds are put back into the Farmers Market.

Instead, it encourages the community to stay in Festus, visit the local businesses, and keep the money in our community by offering local small businesses weekly.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

The anticipated revenue for the city would come through additional sales from businesses on Main Street seeing an influx of patrons visiting Main Street that would otherwise not come out on Saturday mornings.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

This is a free event for the community. This is not a fundraiser. All funds raised through vendor fees will be put back into the Farmers Market to benefit the community.

Total Funding Requested:**Not For Profit**

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

No file chosen

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

No file chosen

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

No file chosen

Only attach if applicable.

[Print](#)

Tourism Funding Application - Submission #3443

Date Submitted: 10/13/2025

Application No. 10
Festus Main Street Association
A Galentine's Day Stroll 2026
\$10,000



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Disbursement Rules:

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Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

Festus Main Street Association

First Name

Tricia

Last Name

Nelson

Physical Address

3443 Linda Drive

Mailing Address

3443 Linda Drive

City, State & Zip

Festus

City, State & Zip

MO

Phone Number

3145683627

Fax Number**Email Address**

triciafnelson@gmail.com

Web Address

3443 Linda Drive

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Gals on Main: A Galentine's Day Stroll 2026

Date & Time of Event

2/7/2026

11:00 AM

Event Location:

Festus Main Street

Event/Project Detail:

This event is geared toward women to bring in shoppers to all businesses along Main Street. Salons and other non-retail businesses are encouraged to participate in order to bring awareness to their businesses also.

Plans are to have two musical groups along the street, as well as bistro tables set up on the street for shoppers to stop and mingle. We will also rent porta-potties for the convenience of shoppers, which will be located in the alley between Vinty Beauty Bar (110 East Main) and Main Key Realty (114 East Main).

We will have 2-4 food trucks, as well as a winery placed along Main Street

All businesses along the street will be encouraged to participate whether by having discounts, promotions or to set up inside/outside their business for informational purposes.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

It is estimated this event will bring in 1,000+ people to Main Street and all participating businesses in similar events reported a large increase in sales during prior similar events. The restaurants open that evening (Pogolino's, Pine Mountain, The Brick and Main & Mill) also experienced increased revenues.

We will advertise throughout Jefferson County in Around Magazine, The Leader, through digital marketing and social media. We use advertisements through the social media page of Festus Main Street Association to attract people from surrounding counties such as Ste. Genevieve and St. Louis County.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Below is a summary of all projected costs.

Printing (UPS Store) \$150
Entertainment/Musicians \$3000
Table Rental (JCM Rentals) \$300
Porta-Potties (All Weather) \$600
Digital marketing AlphaMedia \$1500
Leader Print & Digital Advertising \$2000
Around Magazine Print Advertising \$1750
Social media \$300
Event Insurance \$65
TOTAL \$9,665

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

This is a free event for shoppers.

The cost for HTA members is free and \$75 for non-members.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Based on previous similar events, retail businesses and restaurants had an increase in sales, which provides the city with an increase in sales tax revenues. By exposing all Main Street businesses, including those in service areas, this event will help the success of all businesses not only to increase sales tax revenues, but assure businesses continue to be prosperous and remain in Festus, which will help property taxes as well.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

This is not a fundraiser. It is aimed at bringing shoppers to Festus to patronize retail and restaurants.

Total Funding Requested:**Not For Profit**

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Attachment of Not for Profit

Festus Main Street State of Missouri Name Change.pdf
Only attach if applicable.

Attachment of P & L

No file chosen
Only attach if applicable.

Attachment of Liability Certificate

No file chosen
Only attach if applicable.

Summary of Previous Year Event

Gals on Main A Galentine Day Stroll proposal.doc
Only attach if applicable.



FORM CENTER

[VIEW SITE](#)

Application No. 11
JL Lighting
Lenhard Christmas Family Light Show
\$14,195.98

MAIN

FIELD SETS

LEGACY FORMS

PROPERTIES

PERMISSIONS

BACK

PRINT

SAVE CHANGES

CANCEL

[Form Center](#) ▶ [Tourism](#) ▶ [Tourism Funding Application](#) ▶ Submission #3450

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Disbursement Rules:

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

Form Details

Submitted By:

Submitted On:

October 15, 2025 3:50 PM

IP Address:

12.201.175.90

Referrer:

<https://www.festusmo.gov/FormCenter/14/Tourism-Funding-Application-54>

Answered 16 of 25 (64.0%)

[HOMEPAGE](#)[DASHBOARD](#)[MODULES](#)MICHELLE
V[HELP](#)**Applying Organization Name**

JL LIGHTING EVENTS

First Name

Justin

Last Name

Lenhard

Physical Address

1609 Sugar Creek Drive

Mailing Address**City, State & Zip**

FESTUS MO 63028

City, State & Zip

MO

Phone Number

6183657726

Fax Number

[HOMEPAGE](#)[DASHBOARD](#)[MODULES](#)MICHELLE
V[HELP](#)

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

LENHARD FAMILY LIGHT SHOW

Date & Time of Event

12/05/2025

6:15 PM

Event Location:

Crities Park

Event/Project Detail:

This Stage Trusses is to replace the the archway and the begging of the show. The parks depts always erected 2 poles. The Parks dept told us the poles were scraped and no longer exists. This is a high qualify stage trusses that as the years go one we can add more stuff too

Impact Detail:

Huge impact on the city of Festus as we have 100's of cars every night

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

cost is \$14,195.98

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue**Economics**

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

Top

Total Funding Requested:

\$14,195.98

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

Choose File

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Choose File

No file chosen

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

Choose File

No file chosen

Only attach if applicable.

Summary of Complete Event

Summary of Previous Year Event

[Print](#)

Tourism Funding Application - Submission #3456

Date Submitted: 10/16/2025

Application No. 12
Taytro's
Mardi Gras Parade & Celebration
\$30,000



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Disbursement Rules:

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

CONTACT INFORMATION:

Applying Organization Name

First Name

Last Name

Physical Address

331 N Creek Dr

Mailing Address**City, State & Zip**

Festus, MO 63028

City, State & Zip**Phone Number**

6363461266

Fax Number**Email Address**

tcmardigrasparade@gmail.com

Web Address

www.taytros.com

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Twin City Mardi Gras Parade and Celebration

Date & Time of Event

2/14/2026

11:00 AM

Event Location:

Main Street

Event/Project Detail:

2nd Annual Twin City Mardi Gras Parade on Festus Main Street

We will be duplicating last year with added entertainment, marketing, and safety measures. Last year was a massive success and we are looking forward to this year being bigger and better!

Focus will again be heavy on a FAMILY oriented Mardi Gras celebration, starting with a parade and followed by activities, food, and entertainment! We will be focusing efforts earlier on getting more of the community groups, schools, and businesses involved!

Parade route and length will be same/similar, entertainment schedule similar (potential band not just solo artist), will again work with local businesses to secure parking and potentially more as we hope this event is bigger than last year.

Focus on Family Friendly will be same hoping to add more entertainment for the kid tent/area.

Future goal is to continue to grow this event and get more involved to make it into a full weekend of fun Mardi Gras themed events and make Festus a Mardi Gras weekend destination hotspot!

i.e. Mardi Gras Brunches on Sunday ?? Pet Parade ??

Also, we are planning on adding a Float contest this year!

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

While it is hard to know attendance since the event is free, we are estimating an increase of at least 40% due to the success of last year and feedback we received. We will continue to work on gaining participation from other businesses to grow the events impact on tourism! Stepping up marketing efforts is a focus that is sure to increase the growth and success of this event.

Restaurants: Every restaurant that we spoke with did mention an increase in sales that day and some expressed significant increases:

i.e.

The Brick and Bistro reported to us that they saw 150% + in their sales for that day, they look forward to doing more this year

Off of Main St:

The Pasta House reported to us they saw an increase in sales and looking forward to this year!

Hotels:

We were told the hotels sold out, they said from both out of town guests and some that didn't want to drink and drive. (They were stops along the way for the shuttle busses, so this was beneficial to them).

They also said their sales of items available to purchase in the hotel was up due to guests purchasing items.

We estimate the event attendance to grow and attract more from outside of Festus due to the lack of desire to travel to the city and the focus of family friendly, we heard so many compliments of how great it was to see so many kids enjoying this event in a fun family atmosphere, as opposed to what happens downtown.

We are planning on getting even more involvement from local restaurants to support the need for themed foods, drinks, and entertainment.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Barriers \$7,082.83 - this was suggested by the Chief Wendell for crowd safety

Restrooms \$3000 - increase number of restrooms/ handwashing stations (as recommended)

Shuttle Busses: \$6000 - The shuttle busses are used as a convenience to attendees to get them to not only the parade (where parking is very limited) but also other local destinations without having to find parking at each place... reduces parking issues on Main Street during the parade, keeps everyone safe by reducing traffic on the streets and drinking and driving and lastly adds an opportunity for the community to connect while on journey to their next local destination. We included multiple businesses as stops on the shuttle bus in an effort to grow/support other businesses on this day; Holiday Inn, La Quinta, Comfort Inn, American Legion, Eagles, Main and Mill, Pedal n Pi, Petit, The Office, The Brick, Beile Street, Pogolinos, we plan on continuing and growing these partnerships.

Entertainment:

- Music \$1200
- Sound \$3000
- Kids Tent
- Balloon artist \$250 x 2 =\$500
- Face Painter - (supplies only, get time donated) \$50
- Kid art activities \$300 for supplies

Tents w/ heaters and sides: \$3,262.05

- Kids Tent
- Music Tent

We will need heated tents for the kids and live music as it is much earlier and will be colder.

Marketing/ Advertising: \$10,000 (we are planning on focusing a much larger amount on marketing this year to expand our reach)

- Radio
- KJFF
- 93.1
- Live Steam STL
- 105.7
- Bad Habit Productions
- Social Media
- Paid FB ads
- Flyers/ Signage

(Marketing will include all local participating businesses and the Tourism Board's Logo)

Parking Cones and Flags (need a few additional) - \$500- used for shuttle bus pick-ups and parking lots.

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue**Economics**

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

We estimate the event to bring in well into the \$100,000s + range over the span of the weekend. With food, drink, decorations, overnight stays, ect.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:**Total Funding Requested:****Not For Profit**

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Profit and Loss form1 2024.pdf

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

No file chosen

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

Mardi Gras Map (2).JPG

Only attach if applicable.

NAME OF EVENT: 1st Annual Twin City Mardi Gras
 DATE OF EVENT: Parade 3/1/25
 CONTACT PERSON: Luke Tetrault

DATE SUBMITTED: _____
 CONTACT PHONE #: 314-689-2150
 CONTACT EMAIL: Taytro1@msn.com

PROFIT AND LOSS STATEMENT

REVENUES & RECEIPTS

(Please include any ticket sales, other sponsorships, vendor fees, merchandise sales or any other revenues)

Description	Amount	TOTALS
No ticket sales, sponsors, vendors, fees	0	
Revenue petit 8 hours patio sales	+\$2871.00	
Labor patio 4 people set up and serving	Labor -\$432.00	
sold Beer and drinks and food patio costs	Beer -\$1099.40	
Liq and food costs	Liq & fd cost -\$625.00	
total pos rev for patio at entertainment tent	Total pos rev	+\$714.60

EXPENSES

(Please include copy of invoice and cancelled check)

Vendor	Description	Amount	Invoice	Check #	
Bands/Entertainment					
Sound and entertainm	Steve Uing	\$1500.00	Need Receipt	Received	
Balloon man	Kids tent	\$240.00	Need Inv & pd Receipt	Received	
Kids givaways	art proj	\$253.15	Credit Card	0560	
Labor for kids tent	4 employ 7 hours	\$663.97			
					- \$2657.12
Other personnel (sound, lights, parking, other)					
Parking transport	shuttle buses	\$3200.00	✓	2456	Not Approved
					- \$3200.00
Rentals (tents, tables, chairs, port-a-potties)					
JCM tents	Kids tent entertain	\$1648.74		6529	✓ OK
Ports potties	Hand wash &				
	Potties	\$884.00	Need Inv & pd Receipt	OK	
					- \$2328.74
Advertising (need copies of print ad, Facebook ads, website ads, flyers, etc.)					
Radio adds KJFF	Radio	\$2002.00	2002.00	6533	Need pd Receipt OK
93.1 radio	Radio	\$884.00	Credit Card	OK	
					- \$3134.00
Other expenses					
Parking flags &	support team	\$439.25			
placements and costs					
	income patio	+\$714.60			
	Total cost	-\$11759.11			-\$439.25

ANY DONATED SPONSORSHIP

(Please list business/person - item/service donated - value of item/service donated)

Business/Person	Item/Service	Amount
0 donations	total cost Taytro's	-\$11,044.51

Michelle Vaughn

From: Lucas Tetrault <luctaytro@gmail.com>
Sent: Friday, April 18, 2025 5:54 PM
To: Michelle Vaughn
Subject: Re: FW: Tourism Funding Approval
Attachments: IMG_2974.jpeg; IMG_2970.jpeg; IMG_2973.jpeg; IMG_2971.jpeg; IMG_2955.jpeg; IMG_2974.jpeg; IMG_2970.jpeg; IMG_2955.jpeg; IMG_2973.jpeg; IMG_2971.jpeg

Follow Up Flag: Follow up
Flag Status: Flagged

I should have everything you need. Thanks for working with me. I wrote something up for you all to give a better idea of the vision and a summary of the event. Let me know if you need anything else.

The Main Street Mardi Gras Parade Celebration is designed to give those wishing to partake in Mardi Gras a convenient, unique, family-friendly option that showcases our city unlike anything done before. We took numerous steps to ensure families felt welcome participating. Utilizing marketing and creating an event atmosphere, we feel our goal was reached. Another reason to framing the parade in this light helps to keep adults “looking to let a little too loose”, better behaved. One of the major contributors to this concept was the kids tent. The tent was staffed with childcare professionals, and we incorporated children’s entertainment and activities. Convenience is key to persuading families to get out of the house. With that being said, shuttle bussing was essential for this event’s success and will be even more crucial moving forward. Through the generosity of our local schools and businesses, we had parking lots available throughout the city. For those participating, not only did this provide convenience for parking, it also added the assurance of consistent shuttle bussing all around town. This pub crawl concept heightens participant experience by introducing outsiders to new people and places here in Festus City. It also allows for us to increase attendance.

As business owners, we believe it is of utmost importance to be community minded and supportive of our other local businesses. The key element to the success of this event is communal teamwork. Countless hours were spent reaching out to our local businesses and civilians. Support was overwhelming. Main and Mill, The Brick, Four Brothers Mead, Pedal n’ Pi, Pogolino’s, The Office Bar, Biele Street Pub, Comfort Inn, La Quinta Inn, and Holiday Inn were all included in our marketing campaign and shuttle bus routes without any fees. They were simply asked to spread the word. All of them communicated not only praise, but large revenue increases. We held meetings beforehand to go over the parade routes and event organization. These meetings included city officials, local business owners, music directors, police chiefs, marketing professionals, local school administrators, and more. We also set up debriefings with organizers and the Police Chief. The Police Chief was very pleased with how everything turned out and contributed excellent insight on how to proceed. As I said before, the key element to the success of this event is teamwork.

Through our outreach and marketing campaign, in under a month we had to cut off parade sign up at over 60 participants. Many of these participants had more than one vehicle in the parade. None were charged

a fee, and Mardi Gras beads were made available at cost. I have included the detailed parade plans and lineup that was sent out to all parade participants.

Regarding turnout, our estimate is several thousand. Providing exact numbers would be extremely difficult. I have included pictures of the event from above to present some kind of understanding as to how popular this first Mardi Gras event was. In addition to the overwhelming local support, we've also been contacted by major liquor and advertising representatives that provide significant support for the St. Louis/Soulard Mardi Gras celebration. They disclosed a noticeable decrease in Soulard parade turnout, directly due to our event and are looking to provide significant assistance moving forward. It was also reported that the Soulard parade had only 10 more floats than ours.

Again, I would like to stress the importance of the family-friendly marketing approach and shuttle bus convenience. These components, along with local collaboration are dire for continued success. We look forward to sharing future plans to grow this increasingly popular Festus/Taytros Mardi Gras parade and event.

Thanks for all y'all do !!!

Contact me at 314-686-2150 with any questions,

Luke Taytro

On Mon, Apr 14, 2025 at 10:21 AM Michelle Vaughn <michelle@festusmo.gov> wrote:

Luke,

Thank you for stopping by and dropping off your information last Friday. Looking into the shuttle busses to be included as a reimbursement below is the email I sent to you once the board approved you for half of your funding request and it specifically states that they only approved you for advertising, porta potties, tents, and entertainment within the Main St. Area. (Also see below are the draft minutes as well.). However, I believe we still have enough expenses to reimburse you the \$7,500 even with excluding the shuttle busses.



AM parade at 12 PM
Steve Ewing
is playing @
1pm
Petit
Patio

MARCH 1

Taxtlo's
KID FRIENDLY!
Inaugural
MARDI GRAS
Parade
Festus Main Street



Mardi Gras Party
Taxtlo's

ANNUAL CELEBRATION WILL BEGIN AT
2 PM

THE SHOW
BAD HABIT
BADHABITBANDSTL.COM

LIVE MUSIC,
COMEDY, FOOD,
AND DRINK
SPECIALS

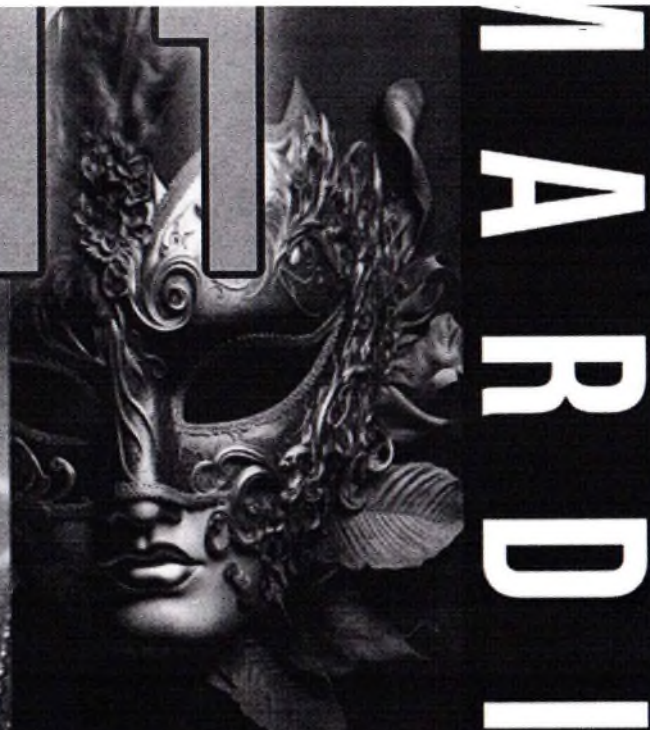


Hellen Back



Festus
TOURISM

More info



GRAS

PARK & PUB CRAWL & PARTY

SHUTTLE BUSES WILL BE
PROVIDED AT NO COST
FROM 11AM TO 12AM.
ENJOY WHAT OUR CITY
HAS TO OFFER WITHOUT
HAVING TO DRIVE

MARDI GRAS MAR. 1

55 N
 HOTEL Comfort Inn
 La Quinta Inn

← HWY
 HOTEL Holiday Inn
 BIELE STREET PUB & LIQUORS

ENJOY THE TREASURES OUR TWIN CITIES HAVE TO OFFER

Festus
 TOURISM



PARADE ROUTE



Taxi's
 PARTY STARTS @ 2PM

THE SHOW
BAD HABIT
 BADHABITBANDSTL.COM
 Hellen Back
 ST. LOUIS ROCK'N'ROLL INFRINGEMENT

MARK'S THE PARTY SPOTS
 LIVE MUSIC
 DESIGNATED PARKING AREAS
 ROUTINE PICK UP AND DROP OFF

BUSES WILL RUN 11 AM TO MIDNIGHT

[Print](#)**Tourism Funding Application - Submission #3460****Date Submitted: 10/16/2025**

Application No. 13
Jefferson County Growth Association
Bottleneck Bridge Ride
\$12,700



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name**

Jefferson County Growth Association

First Name

Andrew

Last Name

Held

Physical Address

P.O. Box 683

Mailing Address

P.O. Box 683

City, State & Zip

Herculaneum, MO 63048

City, State & Zip

Herculaneum, MO 63048

Phone Number

314-210-0211

Fax Number**Email Address**

jcgaorg@gmail.com

Web Address<https://www.jcgamo.org/>**Event/Project Information...**

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Bottleneck Bridge Ride

Date & Time of Event

10/18/2026

07:00 AM

Event Location:

240 E. Main Street

Event/Project Detail:

The Jefferson County Growth Association is once again requesting that the Festus Tourism Commission serve as the presenting sponsor for the 2026 Bottleneck Bridge Ride, which will mark the 11th anniversary of this special event. The mission of the Jefferson County Growth Association is to provide professional leadership and coordination in promoting and supporting both new and existing growth throughout Jefferson County, Missouri.

The Bottleneck Bridge Ride, created by the Jefferson County Growth Association, is a one-of-a-kind event originating in Festus, Missouri. It serves as a catalyst for attracting visitors to local festivals and events such as the Firecracker Festival, Twin City Days, Blues Festival, and Bluegrass Festival. We anticipate that cyclists, along with their friends and families, will return to Festus to enjoy attractions like Larry Crites Park, dine locally, and revisit partnering rest stops throughout the county featured during the ride.

For 2026, our vision is to once again use Festus Main Street as the starting point, with a focus on further activating Main Street to showcase local businesses and restaurants. This will be achieved through increased street visibility, local vendor participation, and live music, making the event a dynamic celebration of the community.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

Community Benefit

The Bottleneck Bridge Ride is a standout event that consistently draws a large number of cyclists to our region. In previous years, it has attracted 385 riders, with over 81% of participants coming from out of town. This doesn't account for future visits from those who, after discovering the tourism opportunities in Jefferson County, may return for other events.

The ride highlights and supports local businesses in Festus, including hotels, as participants are encouraged to stay the night before the event. Most riders travel an average of about an hour to attend, with some coming from as far as six hours away.

The staging area at Main and Mill Brewing Company serves as a central hub, experiencing the largest concentration of participants. Our committee actively promotes the surrounding restaurants, encouraging attendees to dine locally both before and after the ride.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

The total cost of the project includes a detailed breakdown of individual expenses. I have requested additional funding as we prepare to host the 11 th year of the ride, with a key focus on enhancing the marketing efforts and providing premium items for the participants. These premium items, along with our marketing strategy, will highlight local tourism and emphasize the impact this event has on benefiting our community. By investing in quality promotional materials and rider amenities, we aim to further elevate the visibility of local businesses and events, driving continued growth and engagement in Jefferson County.

Cost Detail: Presenting Sponsor

BUDGET

Event Partner Trailnet \$ 3,000.00

Printing \$ 3500.00

- --shirts / promo items for rider gifts

Equipment and Rentals \$ 3,000.00

Marketing / Publicity \$3100.00

- --KJFF Geomarketing strategy \$2000.00
- --KJFF Radio Ad \$600.00
- --Live Stream STL \$600.00

Total Request \$ 12 ,700.00

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue Trailnet Members: \$30 online, \$35 at event; Non-members: \$11 online, \$16 at event. All admissions go to trailnet.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Estimated economic impact using \$99/family per day as baseline amount if overnight stay required.

Economics Details: JCGA Bottleneck Bridge Ride Event Summary

JCGA Board Meeting

2025 Bottleneck Bridge Ride

Attendance: Approximately 385 registered

- 81% Reside outside Jefferson County
- 19% Jefferson County Residents
- Approximate estimate economic impact* of event In JEFFERSON CO.
@\$99 per person on day trip \$38,000 total estimated all participants

Source: Economic Impact and Visit Characteristics of Tourism in Missouri Fiscal Year 2019 Executive Summary

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

Fundraiser Detail: This is not a fundraiser. The Bottleneck Bridge Ride is a promotional event for tourism of Festus and Jefferson County.

Total Funding Requested:

12700

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

JCGA Certificate of Non-Profit.pdf
Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

No file chosen
Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

Trailnet COI.pdf
Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

Summary of the evnet 2025 BNBR.pdf
Only attach if applicable.



2025 Bottleneck Bridge Ride Event Summary Report

Andrew Held
Submitted: 9/25/2025

Summary of the Event

The Jefferson County Growth Association and Trailnet proudly hosted the 10th Anniversary Bottleneck Bridge Ride on August 17, 2025. Presented by Festus Tourism, the ride welcomed nearly 400 cyclists to experience Jefferson County's unique blend of scenic countryside and small-town charm across multiple route options: 14, 34, 42, and 67 miles. Overall attendance expectation was around five hundred however due to the extreme heat of the day we did see a dip in the registration and attendance.

Thanks to additional sponsorships, riders were supported with hydration and nutrition stations, volunteer meals and essential route support and supplies.

We extend our sincere gratitude to the City of Festus and Festus Tourism. Their support helped fund the staging area, Trailnet partnership, equipment and fencing, premium rider T-shirts and marketing campaign through both digital platforms and KJFF/Alpha Media. Our marketing campaign combined radio ads with geo-targeted outreach allowing us to promote the ride in surrounding regions. These efforts will guide future targeted outreach based on participant data.

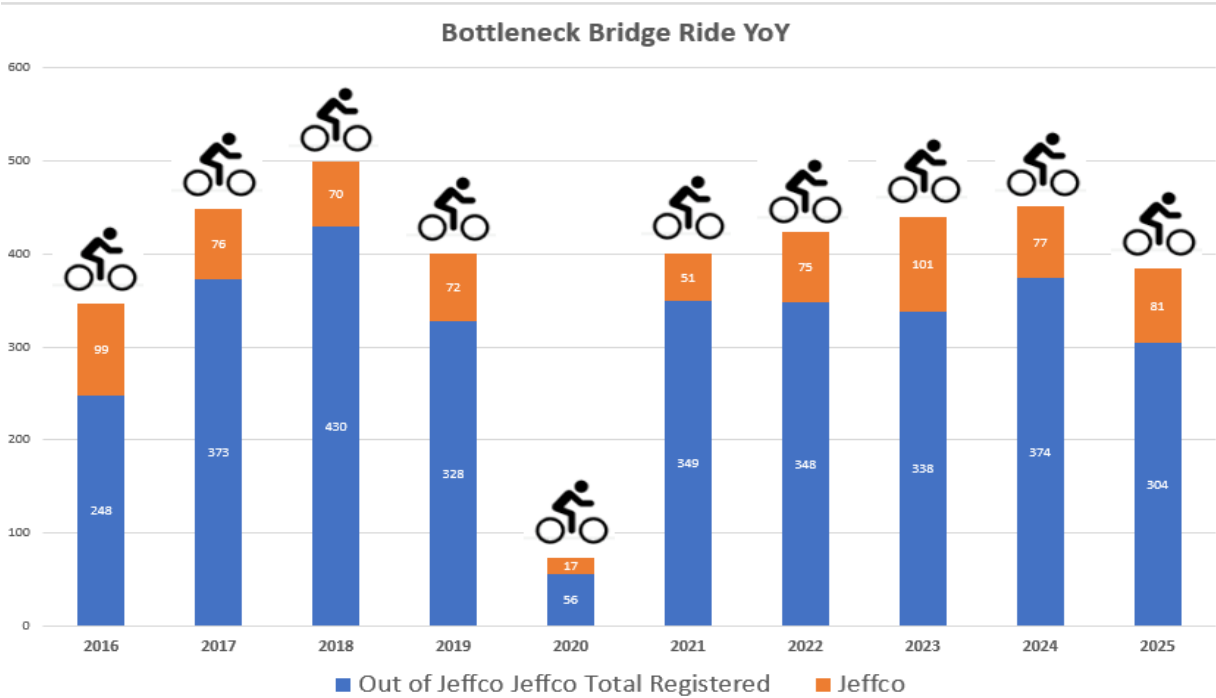
Main Street in Festus served as the starting location closed to traffic with support from the City Council. Cyclists traveled through Festus, Crystal City, Herculaneum, Hillsboro, Pevely and De Soto with featured stops at Jefferson County's wineries breweries and landmarks, including Main and Mill Brewing, Villa Antonio Winery, Wild Sun Winery, LaChance Vineyards, the Historic Texaco Station, the Russell House and the Sandy Creek Covered Bridge.

The ride kicked off with the National Anthem and then riders were led by Festus Mayor Sam Richards and Crystal City Mayor Mike Osher. Riders and community members alike enjoyed live music on Main Street from 11 a.m. to 3 p.m. The Twin City Optimists hosted a bike rodeo and distributed free helmets ahead of the kids' races. Unfortunately, due to the extreme heat, the "Living Life on Two Wheels" youth race was cancelled, though families still enjoyed shopping, dining and entertainment downtown while cheering on cyclists returning from their routes.

2025 Bottleneck Bridge Ride Overview

2025 Bottleneck Bridge Ride

- Attendance: Approximately 385 registered
- 79% or 304 Reside outside Jefferson County
 - 21% or 81 Jefferson County Residents
 - Approximate estimate economic impact of event In JEFFERSON CO.
@ \$99 per person on day trip \$38,115 total estimated all participants



Event Profit/Loss Summary

Sponsorships played a critical role in funding this event. Festus Tourism generously supported the costs of the staging area, equipment rentals, route safety, the Trailnet partnership, media/marketing and participant gifts. All registration fees were managed by our event partner, Trailnet, with no additional revenue retained by the Jefferson County Growth Association.

Additional sponsorships helped provide rider nutrition, hydration, live music and essential supplies at the six rest stops along the routes. The financial information below reflects the support of the Festus Tourism Commission for this event.

While there were minor variances in expenses as the event drew closer specifically rentals (\$3,000 budgeted vs. \$3,124 actual, variance of \$124) and marketing (\$3,000 budgeted vs. \$3,100 actual, variance of \$100) the event was successfully delivered within the \$12,500 budget provided by Festus Tourism. The final total came to \$12, 431.65..

Financials and Receipts

Profit and Loss Report

NAME OF EVENT:	2025 BottleneckBridge Ride	DATE SUBMITTED:	9/26/25
DATE OF EVENT:	August 17, 2025	CONTACT PHONE #:	3144352024
CONTACT PERSON:	Andrew Held	CONTACT EMAIL:	andrew.held@mercy.i+

PROFIT AND LOSS STATEMENT

REVENUES & RECEIPTS

(Please include any ticket sales, other sponsorships, vendor fees, merchandise sales or any other revenues)

Description	Amount	TOTALS

EXPENSES

(Please include copy of invoice and cancelled check)

Vendor	Description	Amount	Invoice	Check #	
Bands/Entertainment					
Other personnel (sound, lights, parking, other)					
SAG Support	support vans/st	1500.00	#10385		
Rentals (tents, tables, chairs, port-a-potties)					
Trailnet - portajoh	porta johns han	1440.00	#10385		
JCM	tables chairs	184.00	#13849		
Advertising (need copies of print ad, Facebook ads, website ads, flyers, etc.)					
KJFF	digital geomar	2000.00	#IN-125		
Connesseur Media	radio ad/intervi	600.00	#MC-12		
Live Stream STL	live streaming	500.00	#1426		
Other expenses					
Trailnet Partnersh	partner of event	3000.00	#10385		
Kore Creative	rider t-shirts	3207.65	#2824		

ANY DONATED SPONSORSHIP

(Please list business/person - item/service donated - value of item/service donated)

Business/Person	Item/Service	Amount

\$12,431.65

Marketing Materials that include Festus Tourism

Event Flyer

BOTTLENECK BRIDGE RIDE | BOTTLENECK BRIDGE RIDE | BOTTLENECK BRIDGE RIDE

EST. **10TH** ANNIVERSARY 2016

presented by **Festus** TOURISM

AUG 17 / START AT 8AM / LOCATION 240 E. Main St. Festus, MO

Scenic Routes - Kids Activities
Music - Shopping &
Dining on Main

Our Sponsors

- F. Petrovic Company, Inc.
- Govero Land Services
- LaChance Vineyards
- Main and Mill Brewing Company
- Pickle Juice
- The Brick Bistro
- The Russell House
- Villa Antonia Winery
- Wild Sun Winery and Brewery

showmeieffco.com

trailnet STREETS FOR ALL

ATB MAIN & MILL BREWING COMPANY

Good Earth Tools

THE H-J FAMILY OF COMPANIES SINCE 1947

PEDALIN PI

RGA

OPTIMIST INTERNATIONAL WATERLOO - CAPITAL CITY CYCLES

LIUNA! LOCAL 110

Autumn Ridge Residences

Compass Health

TREK WATERLOO, WISCONSIN | SINCE 1976

GOVERO Land Services

ICGA BUSINESS SUCCESS COMMUNITY GROWTH



Jefferson County Growth Association

P.O. Box 683 ~ Herculaneum, Missouri 63048



Festus Tourism,

On behalf of everyone on the Bottleneck Bridge Ride committee, we extend our deepest gratitude to you for your incredible generosity and support. This event simply would not be possible without your partnership and commitment of our community leaders.

A very special thank you goes to Mayor Richards, City of Festus, City Council, Police department, Festus Fire and the streets department. Your dedication time and resource helped create a safe, welcoming and memorable event for all our cyclists and guests.

We are truly grateful for your partnership in making the Bottleneck Bridge Ride a great success!

Thank You,
Andrew Held

FORM CENTER

[VIEW SITE](#)

Application No. 14
Four Brothers Mead
Sigurblot
\$16,000

MAIN

FIELD SETS

LEGACY FORMS

PROPERTIES

PERMISSIONS

BACK

PRINT

SAVE CHANGES

CANCEL

[Form Center](#) ▶ [Tourism](#) ▶ [Tourism Funding Application](#) ▶ Submission #3461

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

Form Details

Submitted By:

Submitted On:

October 16, 2025 2:18 PM

IP Address:

162.224.182.122

Referrer:

<https://www.festusmo.gov/FormCenter/14/Tourism-Funding-Application-54>

Answered 23 of 25 (92.0%)

Applying Organization Name

Four Brothers Mead

First Name

Vincent

Last Name

Borgmann

Physical Address

130 South Second Street

Mailing Address

130 South Second Street

City, State & Zip

Festus, MO 63028

City, State & Zip

Festus, MO 63028

Phone Number

314-719-6290

Fax Number

[HOMEPAGE](#)[DASHBOARD](#)[MODULES](#)MICHELLE
V[HELP](#)

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Sigurblot

Date & Time of Event

04/11/2026

12:00 PM

Event Location:

Adams McCullough Park

Event/Project Detail:

We hosted our sixth annual Spring Viking Festival, "Sigurblot" on Saturday, April 25, 2025, from 12 pm - 9pm. As you may know from earlier submissions for this event, Sigurblot is a historical pre-Christian festival. The term in old Icelandic/Norse and Saxon is a celebration for the start of summer and a "Victory" blot celebrating new life in the world. It was traditionally a 3-night festival which began on the 4th full moon after the 1st new moon following the winter solstice. However, we will only be hosting a one-day celebration and festival on Saturday, April 11, 2026.

While we had pleasant weather for our festival, we experienced a reduced turnout of an estimated 4,000 people. We faced competition from the Central Missouri Renaissance Festival, which celebrated its twentieth anniversary, and advertised this as the final event for their longtime king and queen. As a result, many patrons that would likely have attended our festival opted to bid their farewells. We have moved the 2026 Sigurblot festival up in the month in order to avoid this scheduling conflict this year and make the best use of the support we receive. This will also be the first festival of the 2026 renaissance faire season, which should draw additional crowds as the festival-starved "Rennies" emerge from their winter hibernation.

For the 2026 Sigurblot, we will utilize space in our Meadery, the back parking lot, closing part of S. 2nd Street, and part of the McCullough Park/South Adams Street Park to allow people to space out and view/purchase different vendor's products, listen to live music on our two stages, purchase food from local food trucks, watch live armored combat, artisans, and performers. We will maintain the new layout for our Sigurblot festival, with our Mead Club VIP tent standing adjacent to the arena that features our live armored combat from the Saint Louis Legion of Honor. This tent features Festus Tourism banners in an area where the most eyes are consistently during the event, which is the centerpiece of our festival, drawing quite a crowd.

With our festival being located on Main Street, it provides our guests a chance to explore our city's historic street. Whether it be for shopping all the local stores, getting a bite to eat at restaurants, or seeing what the rest of our great city has to offer. Again this year, we had several customers express how amazed they were that our main street offered such a variety of stores and were glad they got to experience it. So, not only did people come to support our local, small veteran-owned business, but all Main Street got to see an increase of visitors (and re-occurring visitors). The event also features a boost to hotel occupancy as our responsible visitors opt to reserve rooms for the night after a day of revelry.

Several businesses mentioned to us how they had seen increased sales and people coming into their stores. We also met families and friends of locals that came in from Texas, Illinois, Florida, Iowa, Kansas, and Kentucky to enjoy the event and commented on how they were glad to see that we could host an event and all the great local support that was shown.

While we have always ensured our festivals are family-friendly, we have taken further steps to bolster this aspect of our festivals. In addition to face painting vendors and a petting zoo, we will also feature an inflatable axe throwing area, a photo booth of families, and a "Quest Giver" that provides maps and riddles to different vendor locations throughout the festival which further draws traffic and eyes. For the quests, the maps will also feature the Festus Tourism logo.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

how amazed they were that our main street offered such a variety of stores and were glad they got to experience it. So, not only did people come to support our local, small veteran-owned business, but all Main Street got to see an increase of visitors (and re-occurring visitors). The event also features a boost to hotel occupancy as our responsible visitors opt to reserve rooms for the night after a day of revelry.

Cost

Total cost of project with breakdown of individual costs.

Advertising/Marketing: For our event, we will run a month of radio ads on 105.7 The Point with their morning show co-host King Scott. These are on the radio beginning in March, and run in the month of April leading up to the festival. We will also have an appearance by King Scott at the festival, who has become a huge proponent of our festivals, and a de facto mascot. Additionally, we will have several 15 second and 30 second commercials throughout those weeks before the festival with the Tourism sponsorship being mentioned in each. This coming year we hope to extend our radio reach to listeners of the Tim McKernan Show, which are known for their loyalty to advertisers on that program. We will further market our event on all our social media outlets (Facebook, Instagram, and website) with mentioning the City of Festus Tourism (on videos) as well as having the Tourism logo on all picture posts. Last year we reached more than 40,000 people with our social media ads alone. The total for advertising/marketing will be \$9,000, due to increased pricing of radio advertising.

Tent Cost: Our 2026 spring Sigurblot festival will feature two 20' x 30' tents, one for an outside bar featuring a Festus Tourism banner, and the other for only our Mead Club members to get into as a special perk, also featuring a Festus Tourism banner. This tent features a private bar manned by one of the Four Brothers all day long and is adjacent to the combat arena. The total cost for the tents will be approximately \$1,500.

Entertainment: We will showcase three local bands with two music stages with Festus Tourism banners that play live music all day, along with a popular Viking-themed band, Tordenkor, at our large backstage, playing prominently in front of a huge Festus Tourism backdrop. Our patio has tables for guests to sit, drink, and eat while listening to live music. Our second stage is in the park area where additional vendors were located and features wooden log benches. The cost for these bands totals \$2,500.

Restrooms/Sanitizer Stations: We provide our customers with porta-potties and hand washing sinks in addition to our indoor restrooms. We also have hand sanitizer stations throughout our Meadery, outside at our bar and tables, VIP tent, and vendor tents. This total cost is \$2,000.

Volunteer Shirts: We provide our volunteers that work the various stations and walk around as-needed at the festivals t-shirts to wear, free-of-charge, that feature the Festus Tourism logo prominently on the back, above the word "STAFF." These high visibility shirts provide great recognition for the city and the much-appreciated assistance provided by Festus Tourism, without which these events would not be possible. The total cost is \$1,000.

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

As always, for our Sigurblot festival, we will not charge any admission fees or sell any tickets. This is a totally free event for all the public to come out and enjoy all that we and the City of Festus have to offer.

Economics

Economics Details:

Using a baseline of \$150 per family per day, we estimate the economic impact to the city of Festus to be \$7,500, given the heightened attendance from moving the Sigurblot festival up two weeks to avoid conflicts with the Central Missouri Renaissance Festival.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

N/A

Total Funding Requested:

16000

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

[Profit and Loss-PROJECTED-Sigurblot-2026.xlsx](#)

Only attach if applicable.

organization or the event.

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

[Write Up-Sigurbplot 2026.docx](#)

Only attach if applicable.



City of Festus Tourism Committee,

Thank you very much for your sponsorship of our Spring Viking Festival, "Sigurblot."

We hosted our sixth annual Spring Viking Festival, "Sigurblot" on Saturday, April 25, 2025, from 12 pm - 9pm. As you may know from earlier submissions for this event, Sigurblot is a historical pre-Christian festival. The term in old Icelandic/Norse and Saxon is a celebration for the start of summer and a "Victory" blot celebrating new life in the world. It was traditionally a 3-night festival which began on the 4th full moon after the 1st new moon following the winter solstice. However, we will only be hosting a one-day celebration and festival on Saturday, April 11, 2026.

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Florida, Iowa, Kansas, and Kentucky to enjoy the event and commented on how they were glad to see that we could host an event and all the great local support that was shown.

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The costs for our upcoming Sigurblot event include:

Advertising/Marketing: For our event, we will run a month of radio ads on 105.7 The Point with their morning show co-host King Scott. These are on the radio beginning in March, and run in the month of April leading up to the festival. We will also have an appearance by King Scott at the festival, who has become a huge proponent of our festivals, and a de facto mascot. Additionally, we will have several 15 second and 30 second commercials throughout those weeks before the festival with the Tourism sponsorship being mentioned in each. This coming year we hope to extend our radio reach to listeners of the Tim McKernan Show, which are known for their loyalty to advertisers on that program. We will further market our event on all our social media outlets (Facebook, Instagram, and website) with mentioning the City of Festus Tourism (on videos) as well as having the Tourism logo on all picture posts. Last year we reached more than 40,000 people with our social media ads alone. The total for advertising/marketing will be \$9,000, due to increased pricing of radio advertising.

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FOUR BROTHERS MEAD LLC

Contact@fourbrothersmead.com
www.fourbrothersmead.com

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As always, for our Sigurblot festival, we will not charge any admission fees or sell any tickets. This is a totally free event for all the public to come out and enjoy all that we and the City of Festus have to offer.

Using a baseline of \$150 per family per day, we estimate the economic impact to the city of Festus to be \$7,500, given the heightened attendance from moving the Sigurblot festival up two weeks to avoid conflicts with the Central Missouri Renaissance Festival.

Please reach out if any additional material or documentation is needed.

We thank you again for your consideration,

Vince Borgmann

Member and Manager
Four Brothers Mead
Four Brothers Meadery
contact@fourbrothersmead.com
(636) 232-7560



Four Brothers Mead

Sigurbloot- A Spring Viking Festival

4/11/2026 0:00:00

124 E. Main Street Festus, MO

Profit & Loss Statement (PROJECTED)

Income		
Sales (based on prior year)	\$47,270.00	
Vendor Fees (~70 vendors @ \$50/ea)	\$3,500.00	
Total Income		\$50,770.00
Expenses		
Advertising- Radio and Digital (Tourism Sponsorship mentioned) [12 radio mentions (105.7 The Point) for 4 weeks-1 min. each; The Point On-Site for Promotion (2 hours) with 15 additional mentions three days prior to event on radio and four additional live one min mentions on day of festival]	\$9,000.00	
VIP Tent (20' x 30') - Main Beer Tent (20' x 20') with banners featuring Festus Tourism logo	\$1,500.00	
Flight Glasses, 9 oz Glasses, To-Go Bags	\$500.00	
Merchandise (horn mugs, cups)	\$4,045.00	
Volunteer T-shirts (t-shirts with Tourism Logo)	\$1,000.00	
Entertainment- Live Music with two stages- Bands (6) (City of Festus Tourism Music Stage, with banner)	\$2,500.00	
Beer, Soda, Water	\$1,500.00	
Porta-Potties (8) and Sinks (3)	\$2,000.00	
	\$0.00	
Alcohol for sales	\$25,000.00	
Total Expenses		\$47,045.00
Profit / (Loss)		\$3,725.00

FORM CENTER

[VIEW SITE](#)

Application No. 15
Mill & Main Brewing Company
Streetfest
\$25,000

MAIN

FIELD SETS

LEGACY FORMS

PROPERTIES

PERMISSIONS

BACK

PRINT

SAVE CHANGES

CANCEL

[Form Center](#) ▶ [Tourism](#) ▶ [Tourism Funding Application](#) ▶ Submission #3466

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

Form Details

Submitted By:
Denny Foster

Submitted On:
October 17, 2025 3:21 PM

IP Address:
23.119.186.44

Referrer:
<https://www.festusmo.gov/FormCenter/14/Tourism-Funding-Application-54?savedProgressID=225>

Answered 22 of 25 (88.0%)

[HOMEPAGE](#)[DASHBOARD](#)[MODULES](#)MICHELLE
V[HELP](#)**Applying Organization Name**

Main & Mill Brewing Company

First Name

Denny

Last Name

Foster

Physical Address

240 E Main Street

Mailing Address

1189 McNutt School Road

City, State & Zip

Festus, MO 63028

City, State & Zip

Festus, MO 63028

Phone Number

3146030924

Fax Number

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

StreetFest

Date & Time of Event

10/10/2026

12:00 PM

Event Location:

Festus Main Street

Event/Project Detail:

hope to include more non profits. We will be having bands during the 12-11PM time frames and if other events are included during the day. We will have food, drinks, vendors, and a children's entrepreneurial market. If we expand the plan for year 11 and include more vendors, they will be accepted and placed on an area of the street depending on the product they would be selling and make sure it is appropriate for the event. We will continue to focus on those physically on Main Street rather than bring in those outside of Main. The children's entrepreneurial market was a big hit in 2025 and we really want to lean into that in 2026 and beyond.

In the first 10 years, we've really tried to bring a ton of foot traffic to Main, highlighting the entire street as a festival for Main Street. Businesses this year were absolutely thrilled by the amount of foot traffic that was brought into both the retail and food locations. As time allows, we are working to expand this as much as we can. In 2025 we had just opened our new location, Central Tap, which created a ton of extra foot traffic the rest of the way down Main Street, filling many of the open businesses.

We are considering expanding StreetFest to Brierton in 2026 but would only happen with the blessing of the businesses in that part of the district and a plan that would utilize the entire street, giving more foot traffic and a higher attendance.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

hard to get figured out. We did tickets for drinks in 2025 and had other street vendors utilize tickets. The weather is a huge factor and this this year was great overall, resulting in an even larger overall attendance and probably the best we've had since 2016. We marketed the event in 2025 more than any previous year and continues to expand the marketing reach by adding things like geofencing and radio ads in counties south of Jefferson. Like previous years, many of those that came consistency talked about coming from outside of the Twin City area and that they were thrilled to see such a unique Main Street and so many retail shops. This has been a constant every single year. The hotel upside moving forward is huge if we continue to grow this event. Restaurants are involved in the event throughout entire duration and it is consistently one of the best days of the year for the Main Street restaurants and retailers. We check on this after the event each year and have only heard amazing things for those that remain open during the event. This event is a huge plus for our entire Main Street and those that have businesses on the corridor. In addition, it brings additional impact to those in the surrounding area such as gas stations, retailers, and other restaurants.

Overall Budget \$28,000
Tourism BUDGET \$25,000
expected people 4,000 with upside of 7,000
percentage outside of festus 70%
total out of town draw 1500-4000 depending on weather
hotel rooms expected to sell 100
Total Rooms in Festus 380
Hotel Revenues @ \$130/room \$13,000
Total expected revenue from festival from all on Main Street \$180,000 \$40 avg spent per attendee
Total Upside revenue from festival from all on Main Street \$280,000 would go up if we add vendors like TC Days main street event...but we continue to explore those logistics and look for help on that sort of implementation
Expected Tourism Tax Created by event \$650.00
Total Economic Impact of those staying \$15,000
Total Expected Economic Impact \$185,000
Total Upside Economic Impact \$340,000
Total Sales Tax Created \$16,000

Currently 4 other food vendors outside of Main & Mill typically sell food and drinks. Many Main Street businesses are open and get tons of extra foot traffic as well. These locations don't report sales but based on the post festival trash pick-up, we estimate that 4 of every 7 beers/drinks sold on Main Street during this event is non-Main & Mill products, sold by others on Main Street.

This economic Impact does not include surrounding revenue based on people eating outside of the festival, going out afterward, or generally spending money based on coming out to the festival other than the \$150/family base amount for the 125 rooms we expect to fill

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

\$2000 chairs, tables, cans - up 25% for 2026 for further growth

\$2500 leader ads - full pages in multiple area papers

\$3750 KJFF and geofencing - mostly going to geofencing ads on mobile

\$1500 farmington radio - doubling this based on lots of positive feedback

\$1400 around Jeffco ad - front pages in 2026

\$2000 Facebook/IG Ads - same from 2025

\$250 printing for flyers and posters - same from 2025

\$1000 graphics - same from 2025

\$500 music organizer - same from 2025

\$1100 security - didn't have in 2025 but plan security in 2026 with larger street use

\$350 Banner Signs - adding stage banners in 2026

\$200 Cleaning Materials - trash bags and general items

\$3500 - ads in Feast/STL Post Dispatch - didn't do in 2025 but plan to in 2026

Total expenses: \$33,100

Trying to get sponsorships to offset some of the extra costs in 2026 by having our ID bracelets sponsored, tables sponsored, and possibly a stage. This event ran a \$8,000 deficit in 2024. We are still compiling numbers from 2025 as we haven't gotten some of our final invoices in yet to get them paid.

This event isn't meant to run at a positive P&L as we are unable to charge for any entries with it being on Main Street. It is meant to be an all welcoming event for families and the surrounding regional areas. Our Main Street businesses do incredible by this event existing and it consistently brings in thousands of outside people to see what our Main Street has...and is sure to lead to tons of repeat guests.

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

No current admission planned nor has there been any in the past. We have not found a plan that would allow for the selling of tickets/admission to help cover the cost of the festival. Each business has back entry and there is not a way to make sure each person pays for entry or a bracelet, etc to actually raise funds to pay for this event.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

It would be ideal to partner this event with another on Sunday that would allow for the tables, chairs, and bathrooms to stay and reduce general costs while giving even more people an extra reason to stay in our hotels.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

This is not a fundraiser. Main & Mill does not profit on this event in any way other than the sale of food and drink like all other restaurants on Main Street. In that regard, we lose money on this event as the sales on Main for Main & Mill do not cover the overage in costs to put on the event itself. The extra costs I've mentioned earlier do not take into account the labor to set up, break down, clean trash, clean the street, plan the event, and more either. In 2024 (like all previous years), Main & Mill funded the remainder of the event that wasn't covered by tourism, costing a total of \$8000 over the tourism grant. 2025 numbers aren't final but so far, it appears that we ran at a smaller loss than we did in 2024. This is something we are going to actively look to reduce in the future as it's nearly debilitating when all other places on Main see one of the best days of their entire year during StreetFest. We are hoping by expanding the streetfest and leaning even more into vendors, we can continue to add additional revenue to help offset some of the financial impacts while increasing general attendance.

The request for funding would be for 75% of the event that the entirety of Main Street (Mill to Adams) benefits from. We plan to work toward additional sponsorships for 2025 to help alleviate some of the extra cost to make this event a reality while also trying to grow this into a larger regional draw. We also plan to institute booth fees depending on what is being sold to help raise funds to help throw the event. This last year by moving to a ticket system, we bought in \$750 from the other Main Street vendors to help offset the costs. This isn't enough for considering the business this event brings and the extra costs that Main & Mill currently absorbs. We are always working to the very best solution that gets this to a break even (with funding from tourism) while also not asking for a debilitating fee to be a vendor. We now have a marketing director who will help with sponsorships in 2026 as well.

This is consistently one of, if not the best, day many retailers and other restaurants on Main experience for the year while bringing a ton of new people to our City and Main Street. It is of huge importance to us as a business and as a huge supporter of the revitalization of Main Street that this event continues to be on our Main Street rather than having to reduce the scope due to cost overages. We are working toward making things make more sense.

My funding request is for what I feel like will make this a breakeven event after instituting booth fees/ticket fees and some sponsorships....while not reducing the overall scope of what happens. We are working hard to expand this event as well. We are extremely frugal when it comes to nearly 12 hours of live music and what we spend the tourism money on with the majority being advertising bringing people to the Festus area. The funding that has been given by tourism the last 9 years is literally what makes this event happen. Without tourism, this event would no longer be able to be held. Because we can't charge a cover/entry fee, there is no way we can ever work toward an event like this being a fully self sustaining event when it comes to the costs of putting it on.

\$25,000

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

Choose File

 No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Choose File

 No file chosen

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

[2025 to 2026 insurance policy.pdf](#)

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

[2025 StreetFest Detail.pdf](#)

Only attach if applicable.

The 2026 StreetFest was a HUGE success based on attendance and general feedback. We changed the band structure. We changed the stage layout. We went toward a theme that we thought would increase attendance and increase the general “fun factor.” We included a handful of vendors this year including a balloon animal specialist, a henna tattooist, a popcorn vendor, a bacon jerky booth, Steve’s hot dogs, and an entire children’s entrepreneurial market with 18 different booths that were conceptualized and put on by kids aged 7-17. The feedback on how this year went with the changes we made ended up being fantastic. We had the two stages facing each other while moving the original bands to a cover theme. We still used original bands but they had to play as a famous band, ala Blond Guru as ‘The Beatles.’

The theme, the weather, the growth of Main Street, and the general feel of the yearly StreetFest made this year the best attended since 2016. We fully intend to run with the extra excitement and grow this even further in 2026.

FORM CENTER

[VIEW SITE](#)

Application No. 16
George Portz Traditional Music Festival
\$25,000

MAIN

FIELD SETS

LEGACY FORMS

PROPERTIES

PERMISSIONS

BACK

PRINT

SAVE CHANGES

CANCEL

Form Center ► Tourism ► Tourism Funding Application ► Submission #3468



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

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Festus Tourism Grant Checklist

[Tourism-Checklist](#)

Blank Profit & Loss Statement

[Profit-Loss-Statement](#)

Form Details

Submitted By:

Submitted On:

October 17, 2025 9:24 PM

IP Address:

35.144.83.69

Referrer:

<https://www.festusmo.gov/FormCenter/14/Tourism-Funding-Application-54>

Answered 23 of 25 (92.0%)

Applying Organization Name

George Portz Traditional Music Festival

First Name

Jason

Last Name

Portz

Physical Address

513 West HWY 50

Mailing Address

513 West HWY 50

City, State & Zip

O FALLON, IL 62269

City, State & Zip

O FALLON, IL 62269

Phone Number

6189728682

Fax Number

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

George Portz Traditional Music Festival

Date & Time of Event

09/26/2026

12:00 PM

Event Location:

Larry Crites Park

Event/Project Detail:

Traditional Music, including Bluegrass, Country, Cajun, Irish and Gospel, as well as Country Clogging and Irish Dance. Heading this years festival will be the Howlin Brothers from Nashville Tn, The Baker Family from Southern MO, and from the WSM Grand Old Opry will are bring Rhonda Vincent to the stage of the Festus Traditional Music Festival. In a addition to these headliners wlee will have 16-18 other musical and dance groups throughout the 2 day event. This event is one of the longest running Traditional Music and Dance Festivals n the Midwest, now entering its 36th year. Performers and spectators come from all across the US and feature many performers from the WSM's Grand Ole Opry. A craft show, food and camping w/hookups are available during the weekend festival. For the 2026 Event we plan to bring in a National Icon in Rhonda Vincent and a Local Up and Coming Act returning to our Festival the Baker Family!

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

As one of the longest running traditional music festivals in the Midwest, now historically in its 36th year and 13th year in Festus, MO, performers and spectators attend the Festus MO Traditional Music Festival from all across the US, with crowds topping over 4,000 for this 2 day event. Additionally, many performers have been featured on WSM's Grand Ole Opry, often performers internationally known, and the festival also boasts local performers from the St. Louis, Jefferson County and even Festus MO area. Local food vendors supply food for the event, along with the craft show, and camping sites are used withing Larry Crites park each year. Festival Headquarters, where our performers and festival goers stay is the Holiday Inn Express hotel and conference center in Festus MO. The Festival Headquarters is always filled to capacity for this event. The festival organizers welcomes its guests with a Saturday Night Reception with food and beverage during the after festival Jam Session held in the motels lobby. . There guests are entertained and encouraged to join in during the jam session which features music, singing and even dancing. Other Festus area hotels, guest houses, restaurants, stores, gas stations and other local businesses are promoted during the event and benefit from the influx of people who attend this weekend festival. We promote the city of Festus Mo and the traditional music festival continuously from March up until the festival weekend in September at every performance (approx. 60), as do various musicians who perform at the festival.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Tents \$(3,400.00)

Porta Potties \$(985.00)

Hospitality \$(61.36)

Tickets/Post Card Printing - Advertiser Press - \$(452.50)

Facebook Advertising - META - \$(534.07)

Insurance - My Event Helper - \$(606.00)

Website/Email/Admin -- Josh Davis - Metro East SEO - \$(300.00)

Sound - Tait Kelly - \$(2,400.00)

PERFORMERS BUDGET - \$15,000 (we are adding \$5000 to our performer budget to bring in 2 larger profile acts)

Grass Roots Bluegrass(\$600.00)

Punches Family (\$600.00)

Friends of Bluegrass(\$1,000.00)

Howlin' Brothers(\$2,500.00)

American Bluegrass Drive(\$600.00)

Thunder & Lightning(\$200.00)

Kevin Buckley - Ireland(\$400.00)

Riverbend(\$900.00)

Big River Trio & Friends(\$400.00)

As The Crow Flies(\$600.00)

Pickin Buds(\$700.00)

Finley River Boys(\$2,000.00)

Rhonda Vincent - \$(6,000.00)

Baker Family - \$(2,200.00)

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Fees - Revenue Estimated Attendance - 2200

Estimated Workers, Vendors, Crafters, Musicians - 200

Estimated Comp Tickets - 500

Estimated Paid Admission - 1000 @ \$10 = \$10,000

Vendor Applications - 30 @ \$30 = \$900

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

[HOMEPAGE](#)[DASHBOARD](#)[MODULES](#)[MICHELLE
V](#)[HELP](#)

benefit greatly from the festival attendees and performers during the 2 day event. While the overall economic impact is unknown, the estimated impact is greater than \$100,000 based on the number of attendees purchasing a two day ticket. Thus, bringing in about \$75,000 per \$150/family for lodging, plus the estimated impact of restaurant and other area businesses across the 2 day event.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

N/A

Total Funding Requested:

\$25,000

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

[2025.pdf](#)

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

[Larry Crites Memorial Park Certificate.pdf](#)

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

[GP TMF - EVENT SUMMARY.pdf](#)

Only attach if applicable.

2025 George Portz Festus, MO Traditional Music Festival

Event Summary

The estimated attendance for this year's festival was approximately 2295, which included vendors, crafters, festival personnel and musicians. Revenue was generated by fees charged to the festival vendors, crafters, paid camping, and admissions to the event. The majority of the vendors and crafters were from the Festus or Jefferson County Area and their sales generated profit from those local organizations or individuals. The festival T-Shirts (125) were purchased and imprinted at a Festus area business.

The Holiday Inn and Suites was at 100% capacity on both Friday and Saturday Night and several other festival goers stayed at the Comfort INN, LaQuinta and we have several campers stay at the park. Many of the performers and festival goers stay here each year as the Holiday Inn is our Festival Headquarters. The guests and musicians gather in the lobby area for a fun filled jam session. This year we provided a reception and food for all the musicians and guests on Saturday night in the conference room of the Holiday Inn. We estimate that all the other area motels and lodging establishments were positively impacted by festival spectators who opted to not stay at the Holiday Inn.

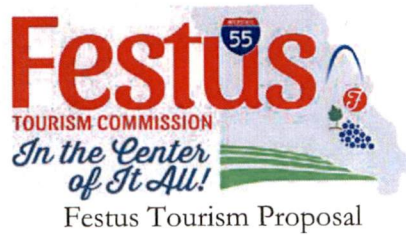
Local fast-food restaurants, fine dining establishments and grills also received a positive impact from the festival attendees during our 2-day event. All our guests patronized Festus dining establishments. Our welcome dinner on Friday night was held at the local restaurant and the food for Saturday's receptions was provided by Festus area businesses. We believe that as much as 50% of the festival attendees who do not stay at the motels choose to eat at the area restaurants before the festival starts and after the festival ends.

Other local businesses such as gas stations, convenience marts, grocery stores, etc. were positively impacted by the festival goers who frequented these establishments. We estimate an increase in normal business of approximately 25%.

In summary, we promote The City of Festus MO and our Festival continuously from March up to the festival in September at every performance throughout the year (about 60), as do the various musicians that perform at our festival. We have three radio stations in the St. Louis area that promote our event during the year (KDHX, KWRE, J98). We are extremely proud that we have a sizable percentage of festival goers who are annual returnees who also promote the festival facilities, music, motels and food establishments.

**George Portz Festus, MO Traditional Music Festival
Profit/Loss Statement - 2025**

<u>Items</u>	<u>Notes</u>	<u>Debits</u>	<u>Credits</u>	<u>Rec.</u>
REVENUE				
Tourism Bureau	City of Festus		\$ 20,000.00	
Sponsorships			\$ -	x
Vendor Applications	5 @ \$30		\$ 150.00	x
EVENTBRITE PAYOUTS	Tickets 62		\$ 754.00	x
SQUARE PAYOUTS	Tickets 10		\$ 90.00	x
GATE CASH/CHECKS - Tickets	Tickets 668		\$ 3,021.00	x
GATE FREE TICKETS	Tickets 320		\$ -	
	Total Tickets 1060			
	Workers 25			
	Vendors/Crafters 75			
	Musicians 75			
	TOTAL ATTENDANCE 2295			
EXPENSES				
Radio advertising	Alpha Media	\$ (2,836.00)		x
Hotels		\$ (1,775.07)		x
Tents		\$ (3,400.00)		x
Porta Potties		\$ (985.00)		x
Hospitality		\$ (61.36)		x
Tickets/Post Card Printing	Advertiser Press	\$ (452.50)		x
Facebook Advertising	META	\$ (534.07)		x
Insurance	My Event Helper	\$ (606.00)		x
Website/Email/Admin	Josh Davis - Metro East SEO	\$ (300.00)		x
Sound	Tait Kelly	\$ (2,400.00)		x
Expense Total		\$ (13,350.00)		
PERFORMERS				
	<u>Sat</u>	<u>Sun</u>	<u>Hotel</u>	
Grass Roots Bluegrass	x			((\$600.00))
Punches Family		x		((\$600.00))
Friends of Bluegrass		x	1 1	((\$1,000.00))
Howlin' Brothers	x	x	2 1	((\$2,500.00))
American Bluegrass Drive	x			((\$600.00))
Thunder & Lightning	x			((\$200.00))
Kevin Buckley - Ireland	x			((\$400.00))
Riverbend		x		((\$900.00))
Big River Trio & Friends		x		((\$400.00))
As The Crow Flies	x			((\$600.00))
Pickin Buds	x	x		((\$700.00))
Finley River Boys	x	x	2 1	((\$2,000.00))
Musician Expense				((\$10,500.00))
Profit/Loss				
TOTAL Debits		\$ (23,850.00)		
TOTAL Credits			\$ 24,015.00	
			\$ 165.00	



Application No. 17
 Tourism Director
 Mardi Gras Day Two Pet Parade
 \$7,800

TITLE OF REQUEST: **Mardi Gras Day Two - Feb 15, 2026**

PROPOSAL (Description of your request)

This day would build off the excitement from the Mardi Gras parade on Feb. 14 and would be centered around pets! A pet parade would follow the same parade route from Saturday. After the parade, there would be food trucks, music, vendors that centered around pets. The Jefferson County K-9 unit would be asked to do a demonstration. A group that does dog agility would be asked to do a demo. I would work with our Animal Control Officer about having a pet adoption. The event would be behind Main Street and possibly on McCullough Fields. It would begin at 11am or 12pm and end at 5pm.

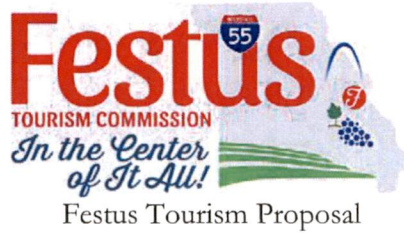
IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

COST (Total Cost of project with breakdown of individual costs.)

\$7800

\$1800 Porta potties
 \$5000 Advertising (newspaper, radio, & social media)
 \$1000 Music

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)



Application No. 18
Tourism Director
Food Trucks & Music at Turtle Cove
\$3,850

Food Trucks and Music at Turtle Cove - 2026

TITLE OF REQUEST:

PROPOSAL (Description of your request)

One Friday night a month from May - November we would have multiple food trucks and a dj at Turtle Cove. On that night, the ball field lights would be turned on and Turtle Cove would stay open until 9 or 9:30/

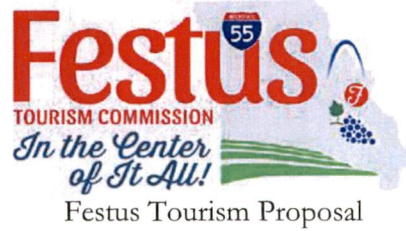
IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

COST (Total Cost of project with breakdown of individual costs.)

\$3850

\$3500 DJ (\$500 x 7)
\$ 350 Advertising - Social Media Ads (50 x 7)

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)



Application No. 19
Tourism Director
Drone Show at Firecracker Festival
\$20K-\$30K

TITLE OF REQUEST: Firecracker Festival Drone Show - June 26, 2026

PROPOSAL (Description of your request)

Fireworks are on Saturday night only at the Firecracker Festival. This would be a 12-14 minute drone show with 200-300 drones. They would show the Festus Tourism logo during the show. The other images would have a patriotic theme.

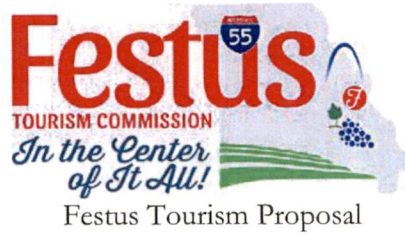
IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

COST (Total Cost of project with breakdown of individual costs.)

\$20,000 - \$30,000

Drones cost \$100 each. Price includes all planning, designing, programming, travel, and flying of drones. 100 drones is very basic. 500 is outstanding. 200-300 drones is a really good show.

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)



Application No. 20
Tourism Director
Firecracker Festival Entertainment
Additional \$25,000

Firecracker Festival Entertainment - June 27, 2026

TITLE OF REQUEST:

PROPOSAL (Description of your request)

Prices for entertainment are going up! In 2023, we paid \$25,000 for Chris Cagle and he is now \$30-40 thou. In 2024, Rodney Atkins was \$40,000 and he is now \$50 thou. Last year, Collin Raye was \$25,000 and now he is \$30-35 thou. In June, \$35,000 was approved.

IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

COST (Total Cost of project with breakdown of individual costs.)

\$25,000 additional funds

This will allow more money to go for entertainment and other costs that go along with this. For example, last year the sound company was \$7800. We also must provide lunch and dinner to the band and sound company. Breakfast for the band if they arrive early enough. The band always eats again after the show. We also must provide a vehicle to drive band members to the hotel or anywhere else they go during the day.

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)

Barb Lowry

From: Patti Donahoe /. QHHT of Nashville, TN <pattidonahoe@gmail.com>
Sent: Tuesday, September 16, 2025 12:52 PM
To: Barb Lowry
Subject: Re: Acts for 2026 & 2027

Hi Barb!

Everyone has gone up again! Here's a list with some prices.... Still waiting on a couple more.

Patti

38 Special - 75-100k
Adrien Nunez - 15-25k
Angel White - 5k
Ashley Anne - 5k
Ashley Cooke - 40-50k
Ashley Kutcher - 5k
Ashley McBryde - 75-100k
Avery Anna - 40k
Ben Haggard - 15k
Braedon Barnhill - 5k
Brantley Gilbert - 150k
Breakfield - 5-10k
Breland - 20-40k
Brent Cobb - 20-30k
Brett Young - 100-150k
Caitlyn Smith - 10k
Casey Donahew - 30-35k (40-50k - TX)
Caylee Hammack - 10-15k
Cece - 5k
Chase McDaniel - 10-15k
Chelcie Lynn - 40-50k
Chris Cagle - 30-40k
Chris Janson - 75-125k
Chris Lane - 50-75k
Christian Hayes - 3.5-5k
Colbie Caillat - 50-75k
Colby Acuff - 10-15k (20k - ID/MT/WA)
Cole Goodwin - 5-10k
Cole Phillips - 5-10k
Cooper Alan - 50k
Corey Kent - 50k
Corey Smith - 15-25k
Craig Morgan - 60-65k
Dalton Davis - 2.5-5k
Dasha - 40-50k

Deltona - 5k
Diamond Rio - 40-50k
Dillon Carmichael - 10-20k
Don Louis - 15k
Dylan Schneider - 7.5-15k
Dylan Scott - 100k
Easton Corbin - 40k
Eddie And The Getaway - 5-7.5k
Elle King - 100k
Frank Ray - 5-7.5k
Gabby Barrett - 50-75k
Gabriella Rose - 30k
Gary Allan - 75k
Generation Radio - 40-50k
George Birge - 30-50k
Gretchen Wilson - 75-100k
Greylan James - 10-15k
Harper Grace - 7.5-10k
Harper O'Neill - 5-7.5k
Ian Harrison - 3.5-5k
Ian Munsick - 100k+ (Market Dependent)
Ingrid Andress - 15k
Jack Ingram - 20-30k
Jackson Dean - 40-60k
Jackson Wendell - 5k
Jana Kramer - 20-25k
John Conlee - 20k
Josh Abbott Band - 30-100k (Market Dependent)
Josh Turner - 75-100k
Junior Brown - 20-25k
Kaitlin Butts - 20-30k
Kameron Marlowe - 40-75k
Kendell Marvel - 5-7.5k
Kruse Brothers - 5-10k
Laci Kaye Booth - 7.5-12.5k
Lanie Gardner - 15k
Larry Fleet - 30-50k
LECADE - 5-7.5k
Lily Rose - 15-20k
Logan Crosby - 5-10k
Lukas Nelson - 100-150k
Mac Hankins And The Moonlighters - 5k
Mackenzie Carpenter - 10-15k
Maddox Batson - 100-150k
Madeline Merlo - 5k
Mae Estes - 10-15k
Marcus King - 75-150k
Mark Chesnutt - 40-50k
Mark Wills - 20-25k
Marty Stuart - 50k

Matt Schuster - 7.5-10k
Matt Stell - 15-25k
Meg McRee - 3.5-5k
Meghan Patrick - 10-15k
Mike Ryan - 10-40k
Mitchell Tenpenny - 60-125k
Molly Tuttle - 50k
Morgan Evans - 30-35k
Muscadine Bloodline - 100-125k
Naomi Cooke Johnson - 7.5-10k
Neal McCoy - 40-50k
Neon Union - 7.5-10k
Old Crow Medicine Show - 75-100k
Parmalee - 75k
Pat Green - 25-35k (50k - TX)
Paul Cauthen - 50-75k
Payton Smith - 5-10k
Presley Haile - 5k
Priscilla Block - 40-50k
Randy Houser - 75k
Randy Rogers Band - 50-150k (Market Dependent)
Rhett Akins - 50k
Ricky Skaggs - 40-50k
Roan Ash - 5k
Rodney Atkins - 50k
Ryan Hurd - 30-50k
Sadie Bass - 5-10k
Sammy Kershaw - 40k
Sara Evans - 40-50k
Scotty McCreery - 100k
Shane Profitt - 10k
Shane Smith & the Saints - 50-75k
(100-150k - TX)
Shelby Lynne - 25-50k
Skeez - 5-10k
Sons of Habit - 5k
Steve Wariner - 75k
Stoney LaRue - 20-50k
Tanner Adell - 25-35k
Tanner Usrey - 15-25k
Tenille Arts - 15-20k (25-30k - Canada)
Tenille Townes - 25k
The Band Loula - 5-15k
The Castellows - 20-30k
The Oak Ridge Boys - 40-50k
The Wilder Blue - 10-15k (15-20k - TX)
Tigirlily Gold - 20-25k
Timmy McKeever - 5-10k
Timothy Wayne - 5-10k
Tracy Lawrence - 60-75k

Travis Denning - 20-30k
Tyler Farr - 30-50k
Vincent Mason - 45-60k
Walker Hayes - 100k
Ward Davis - 15k
Will Jones - 5k
William Beckmann - 5-50k (Market Dependent)
Wyatt McCubbin

Trace Adkins 125-150

John Anderson 50K acoustic

Sawyer Brown. Will take some 50s but cutting back and holding out for 60s.

Terri Clark 35-50K

Cledus T Judd- 7500

Confederate Railroad 10-12K

Davisson Brothers Band 7500

The Kentucky Headhunters 20K. some 15K if they route, but fewer of them

Lee Greenwood -TBD. Been told a 6 track patriotic set to tracks 40K, and only a few of them

Lonestar 50K

John Michael Montgomery- Off in 2026 if not longer.

Montgomery Gentry 35-40K

Billy Bob Thornton & The Boxmasters 40-50K in the small window he will take usually Part of July, Aug and part of Sept.

Collin Raye 30-35K

Aaron Tippin 30-35K

Phil Vassar 30-35K

Ricochet 10-15K

Roots & Boots starring Sammy Kershaw*, Aaron Tippin and Collin Raye. 75-100

On Sep 10, 2025, at 9:19 AM, Barb Lowry <barb.lowry@festusmo.gov> wrote:

Hi Patti!

Could you give me a ballpark estimate on Craig Morgan, please? Also, how far in advance and what would it cost for .38 special in 2027? Last time I saw them on a list I think they were \$50 thou.

Thanks!
Barb

<image001.jpg>

Barb Lowry

Recreation & Tourism Director

City of Festus

636-937-4694 x 313

636-524-7022

<Image002.png><Image003.jpg><Image004.png><Image005.jpg> <Image006.jpg>

R&B / HIP HOP

Flo Rida - \$175k
JaRule + Ashanti - \$185k - \$200k
Lil Jon - \$150k
Lil Kim - \$75k - \$100k
Ludacris - \$200k
Salt-N-Pepa - \$200k
Isley Brothers - \$150k
Ginuwine - \$50k

CLASSIC ROCK & BLUES

Van Morrison - \$1M
Roger Daltrey - \$350k - \$500k
Kenny Loggins - \$500k
Joe Bonamassa - \$250k - \$350k
America - \$150k - \$200k
Buddy Guy - \$150k - \$200k
Yacht Rock Revue - \$50k - \$100k (depending on market)
Kenny Wayne Shepherd - \$75k
Christone "Kingfish" Ingram - \$50k
Average White Band - \$50k
Jackyl - \$30k
John Waite - \$30k
Samantha Fish - \$30k
Jim Messina - \$25k
Eric Gales - \$15k
Taj Farrant - \$15k

POP & ROCK

Emo Orchestra - \$60k - \$75k
Los Lonely Boys - \$40k - \$60k
Everclear - \$40k - \$50k
Hawthorne Heights - \$45k - \$50k
Sister Hazel - \$30k
Anberlin - \$40k - \$45k
Debbie Gibson - \$35k
Here Come the Mummies - \$25k - \$30k
The Dan Band - \$20k
Acceptance - \$30k - \$35k
Further Seems Forever - \$20k
Madina Lake - \$20k
Marcy Playground - \$20k - \$25k
Norma Jean - \$20k - \$25k
Brass Against - \$15k - \$20k
Deep Blue Something - \$15k
Emery - \$20k - \$25k
Shai Hulud - \$15k - \$20k
Stephen Day - \$10k
The Almost - \$15k - \$20k
The Altons - \$20k
Thee Sinseers - \$20k
The Early November - \$20k - \$25k

COUNTRY & BLUEGRASS

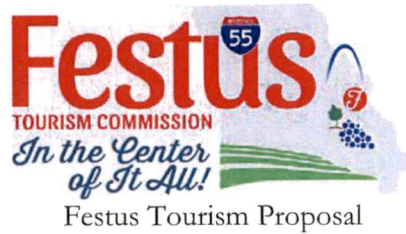
Travis Tritt - \$125k - \$150k
Rodney Carrington - \$75k - \$100k (fully seated)
Brian Kelley - \$60k - \$75k
Hunter Hayes - \$50k - 75k
David Lee Murphy - \$40k
Del McCoury Band - \$40k / Travelin' McCourys - \$20k
Pam Tillis - \$30k
The Gatlin Brothers - \$25k
Thompson Square - \$25k - \$30k
Chase Bryant - \$20k - \$25k
Crystal Gayle - \$30k
Dailey & Vincent - \$20k
David Nail - \$15k - \$20k
Little Texas - \$25k
Frank Foster - \$15k
Sister Sadie - \$15k

CHRISTIAN

Chris Renzema - \$35k
Citizens - \$10k
Fisk Jubilee Singers - \$15k - \$20k
Jervis Campbell - \$10k
Jordy Searcy - \$10k

UNDER \$10K

408 - \$3.5k - \$5k
Ally Venable - \$10k
Austin Meade - \$10k
Bad Luck. - \$5k
Brooke Alexx - \$10k
elijah - \$5k
Jack Barksdale - \$3.5k
James Hunter - \$5k
Jon Muq - \$5k
Jordan Fletcher - \$10k
Never Easy - \$2.5k
Post Sex Nachos - \$3.5k - \$5k
Saxsquatch - \$10k - \$15k
Scoot Teasley - \$5k
The Toxhards - \$3.5k
Tiera Kennedy - \$10k - \$15k
Trae Landon - \$10k
Tyler Reese Tritt - \$5k - \$10k
Tristan Tritt - \$5k



Application No. 21
Tourism Director
Movies in the Park Summer 2026
\$3,250

TITLE OF REQUEST: **Movies in the Park - Summer 2026**

PROPOSAL (Description of your request)

Three 3 movie nights spread between July and August in Crites Park. Movies wouldn't start until dark so even on a hot day it would be a bit cooler when the sun went down. Movies would not have a stronger rating than PG-13.

IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

COST (Total Cost of project with breakdown of individual costs.)

\$3250.00

\$1800.00 Rental of 3 movies
\$ 300.00 Geo-Fencing
\$1000.00 Advertising
\$ 150.00 Social Media Ads

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)



Application No. 22
Tourism Director
Camp Crites
\$1,050

Camp Crites - November 7, 2026

TITLE OF REQUEST:

PROPOSAL (Description of your request)

Camping, bonfire, ghost stories, games, light show, and a hay ride on the first Saturday in Nov.

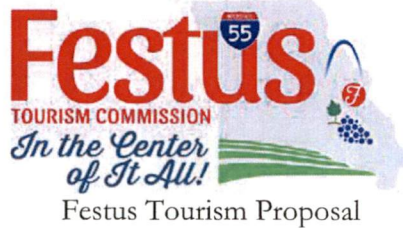
IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

COST (Total Cost of project with breakdown of individual costs.)

\$1050.00

\$ 500.00 Geo Fencing
\$ 50.00 Social Media Ads
\$ 500.00 Hayride supplies

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)



Application No. 23
TourismDirector
Winterfest 2026
\$49,600

TITLE OF REQUEST: WinterFest - Dec 5, 2026

PROPOSAL (Description of your request)

Our annual Christmas party with inflatables, characters, balloon twisters, face painters, Breakfast with Santa, Santa in the Santa House, and ice skating.

IMPACT (Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.)

Several thousand people attend this event every year and that puts lots of eyes on our town and Main Street boosting their sales and encouraging people to come back for another visit.

COST (Total Cost of project with breakdown of individual costs.)

\$49,600.00 (proposed budget is attached.)

ECONOMICS (Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.)

WinterFest Budget

Expenses	2024	2025		2026
	Proposed Budget	actual	actual	
Artificial Ice Ice Rink & Inflatables*	\$ 33,000.00	\$ 29,783.14	\$ 33,000.00	\$ 29,928.64
Animals R Us Petting Zoo*	\$ 2,000.00	\$ 2,000.00	\$ 1,500.00	\$ 900.00
Say What Sound/Lighting	\$ 400.00	\$ 300.00	\$ 400.00	No Bill Yet
Prizes - Cookie Decorating	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00
Santa Breakfast & Santa House	\$ 700.00	\$ 638.00	\$ 700.00	\$ 637.50
Radio Ads	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Newspaper Ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Geo Fencing	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
Social Media Ads	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
All Weather Porta Potties*	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	No Bill Yet
Circus Kaput	\$ 3,500.00	\$ 2,635.00	\$ 3,000.00	\$ 3,340.00
Candy Canes Breakfast & Santa House	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00
JCM Party Rentals Tables, Chairs, Tent*	\$ 600.00	\$ 600.00	\$ 600.00	No Bill Yet
Misc	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	No Bill Yet
Carriage Rides*	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Requested Amount	\$ 50,100.00		\$ 49,100.00	\$ 49,600.00
actual spend		\$ 45,856.14		\$ 42,206.14
Approved Amount	\$ 47,100.00		\$ 49,100.00	

[Print](#)**Tourism Funding Application - Submission #3399**

Date Submitted: 9/30/2025

Application No. 24
City of Festus
Overtime Allocation for Special Events
\$34,200



City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name****First Name****Last Name**

Physical Address

711 W Main

Mailing Address**City, State & Zip**

Festus

City, State & Zip

Missouri

Phone Number

6369374694

Fax Number**Email Address**

gcamp@festusmo.gov

Web Address

www.festusmo.gov

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

Overtime Allocation for Special Events & Tourism – FY 2025–2026

Date & Time of Event

mm/dd/yyyy

hh:mm am/pm

Event Location:**Event/Project Detail:**

Please see attached.

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

Please see attached.

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Please see attached.

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Please see attached.

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

Please see attached.

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:

Please see attached.

Total Funding Requested:

34,200

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen

Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

No file chosen

Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

No file chosen

Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

Festus Tourism Overtime Memo 2025-26.pdf
Only attach if applicable.



City of Festus

TOURISM COMMISSION BRIEFING MEMO

Subject: Overtime Allocation for Special Events & Tourism – FY 2025–2026

Date: October 27, 2025

Prepared by: Greg Camp, City Administrator

Purpose

This memo provides a summary of departmental overtime allocations and estimates the portion of overtime costs attributable to special events and tourism support. The intent is to align with best practices and provide transparency around the fiscal impact of city-sponsored and tourism-driven events.

Summary of Overtime Budget – FY 2025–2026

Department	Overtime Budget
Police	\$30,000
Fire	\$20,000
Parks	\$26,000
Public Works	\$38,000
Total	\$114,000

Benchmark Guidance

It is recommended allocating 25%–30% of total overtime budgets to support special events, festivals, and tourism-related programming. This includes staffing for:

- Traffic and crowd control
- Festival set-up and clean-up
- Public safety at parades and community events
- Parks staff for after-hours or weekend programming

Estimated Event/Tourism-Related Overtime

Allocation Benchmark	Estimated Cost
25% (Conservative)	\$28,500
27.5% (Moderate)	\$31,350
30% (High Impact)	\$34,200



Implications for Tourism Programming

The current tourism and event portfolio (e.g., Firecracker Fest, seasonal events, community concerts) aligns with the 30% impact range, suggesting an estimated \$34,200 in departmental overtime support.

These costs are absorbed by Police, Fire, Parks, and Public Works and are not directly recovered from event revenue or sponsorships.

Department	Overtime Budget
Police	\$9,000
Fire	\$6,000
Parks	\$7,800
Public Works	\$11,400
Total	\$34,200

Future funding requests for expanded tourism programming could include a line item for departmental overtime reimbursement.

Recommendations

1. Budget Transparency: Establish a dedicated “Event Overtime” line in future budgets for each department.
2. Tourism Reserve: Allocate a portion of tourism tax or grant funds toward covering these overtime costs.

Next Steps

City staff recommends that the Tourism Commission review these findings as part of funding allocations and programming plans and grant the allocation of \$34,200 for fiscal 2025-2026. A more detailed event cost report can be developed after the next fiscal year with tracked overtime usage by event.

[Print](#)**Tourism Funding Application - Submission #3569**

Application No. 25
World of Outlaws
\$20,000

Date Submitted: 10/30/2025

City of Festus Tourism Funding Application

Terms & Conditions

[Tourism Commission Terms & Conditions](#)

Print for further descriptions on how to be included on agenda, what information should be included, funding disbursement rules, limitations, expenditures eligible for reimbursement, required information in proposal, qualifying applicants, timetable and evaluation procedure, grant guidelines, and requirements.

Disbursement Rules:

Once the Tourism Commission approves your funding application, you have 60 days after your event to submit your request for reimbursement.

Click link below for grant checklist and profit & loss statement when submitting your request for reimbursement.

Should you fail to provide the requested documents within 60 days, your request for reimbursement can be denied or removal from future grant consideration. Please do not submit any documents until **all information** has been provided and ready for review and disbursement. Request for reimbursement can be dropped off at Festus City Hall or emailed to michelle@festusmo.gov.

By submitting this application, you agree to the disbursement rules as stated above.

Festus Tourism Grant Checklist[Tourism-Checklist](#)**Blank Profit & Loss Statement**[Profit-Loss-Statement](#)**CONTACT INFORMATION:****Applying Organization Name**

155 Raceway Park L.L.C.

First Name

Josh

Last Name

Carroll

Physical Address

1550 Herky Horine rd.

Mailing Address

1550 Herky Horine rd.

City, State & Zip

Pevely MO 63070

City, State & Zip

Pevely MO 63070

Phone Number

618-616-4127

Fax Number

618-616-4127

Email Address

joshcarroll59@yahoo.com

Web Address

joshcarroll@yahoo.com

Event/Project Information...

Describe below your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide proof that project/event and organization are covered by liability insurance. Also, describe entertainment and any other relevant information.

Event Name:

World of Outlaws

Date & Time of Event

4/11/2026

06:30 PM

Event Location:

I55 Raceway Park Pevely Mo.

Event/Project Detail:

I55 has always had 2 world of outlaw events per year we have added another now having 3 along with several other multi day events that help sell out your hotels, the new drift track has also added more multi day events bringing a totally different set of race drivers and fans the last drifting event had drivers from 4 different states , we also added a yearly carnival with more plans to expand it next year and currently looking at monster truck, motorcycle, and demo car events for 2026 to maximize the potential of our facility and bring new people to our community!

Impact

Breakdown of the estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

Impact Detail:

The new and improved schedule will bring thousands of new tourist to our community to use our restaurants, hotels, stores and gas stations

Cost

Total cost of project with breakdown of individual costs.

Cost Detail:

Advertising for 2026 we are also advertising on cable tv ,local radio, and local papers with the rising cost of advertising it would be a great help to have 4 multi day shows we can ad 5000.00 to the advertising budget for a total of 20,000.00

Fees - Revenue

Breakdown of any admission, fees or tickets that will be sold.

Fees - Revenue

Tickets range from 18.00 to 60.00

this year the ironman sold out in the grandstands with 7000 general admission tickets plus the pit area giving us around 10,000 people per night for the weekend

Economics

Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Economics Details:

we currently sell out several Festus hotels along with others nearby city's just in Festus estimated room sales is 3-400 nights bringing the city around 60,000 just in hotels not counting food, gas and other local sales the extra advertising really helps keep these numbers up

Fundraiser

If a non-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.

Fundraiser Detail:**Total Funding Requested:**

20,000.00

Not For Profit

Please provide a copy of the organization's or event's not for profit status (IRS Letter).

Attachment of Not for Profit

No file chosen
Only attach if applicable.

Profit & Loss

Please provide a recent profit and loss statement of the organization or the event.

Attachment of P & L

Report_from_I55_Raceway_Park.pdf
Only attach if applicable.

Liability Insurance

Please provide a copy of liability insurance for the organization or the event.

Attachment of Liability Certificate

I-55 Raceway Park DirtCar Cert 2025.pdf
Only attach if applicable.

Summary of Complete Event

Include estimated attendance, local hotel and restaurant usage, and any other highlights that reflect on the support received from Festus Tourism.

Summary of Previous Year Event

No file chosen

Only attach if applicable.

Meeting Date - 10/27/25

Request Discriptions:

	Requester	Date	PY Approved	Requested	Approved
1 Enclosed Utility trailer, Cones & Barricades for Special Events	Michael Christopher	One-Time	\$ -	\$ 9,959.00	
2 Juneteenth Homecoming	Tracy Johnson	6/19/2026	\$ -	\$ 3,000.00	
3 Twin City Days	Kirk Mooney	9/10/2026	\$ 58,000.00	\$ 35,000.00	
4 Worship in the Park	Kimberly Rushing	9/12/2026	\$ 5,000.00	\$ 10,000.00	
5 Spotlight Theatre - tick-tick-Boom!	Courtney Wisely	11/20/2025	\$ 6,800.00	\$ 9,900.00	
6 Spotlight Theatre - Finding Nemo, Jr.	Courtney Wisely	3/12/2026	\$ 6,800.00	\$ 5,000.00	
7 Festus Art & Music Festival	Lara Dane	5/2/2026	\$ 7,500.00	\$ 24,200.00	
8 Festus Farmers Market October 2025	Tricia Nelson	10/25/2025	\$ -	\$ 1,260.00	
9 Festus Farmers Market April 2026	Tricia Nelson	4/26/2025	\$ -	\$ 6,000.00	
10 A Galentine's Day Stroll 2026	Tricia Nelson	2/7/2026	\$ -	\$ 10,000.00	
11 Lenhard Christmas Family Light Show	Justin Lenhard	12/25/2025	\$ 10,422.49	\$ 14,195.98	
12 Twin City Mardi Gras Parade & Celebration	Jen Wynn	2/14/2026	\$ 7,500.00	\$ 30,000.00	
13 Bottleneck Bridge Ride	Andrew Held	10/18/2026	\$ 12,500.00	\$ 12,700.00	
14 Sigurblot	Vince Borgmann	4/11/2026	\$ 17,500.00	\$ 16,000.00	
15 Streetfest	Denny Foster	10/10/2026	\$ 25,000.00	\$ 25,000.00	
16 George Portz Traditional Music Festival	Jason Portz	9/26/2026	\$ 20,000.00	\$ 25,000.00	
17 Mardi Gras Day Two - Pet Parade	Barb Lowry	2/15/2026	\$ -	\$ 7,800.00	
18 Food Trucks & Music at Turtle Cove 2026	Barb Lowry	May-26 to Nov-26	\$ -	\$ 3,850.00	
19 Drone Show @ Firecracker Festival	Barb Lowry	6/26/2026	\$ -	\$ 30,000.00	
20 Firecracker Festival Entertainment	Barb Lowry	6/27/2026	\$ 35,000.00	\$ 25,000.00	

Expenditures FY23, FY24, FY25		Request	Meeting Approved	Budgeted	Spent-to-date	Overspent	COMPLETED EXCESS NOT SPENT	Amount to be spent			
		Request	Meeting Approved	Budgeted	As of 9/30/25 Expect 100% @ 94.97%		COMPLETED EXCESS NOT SPENT	Amount to be spent			
FY24-25 Operating Budget - Payroll & Benefit Expense + Insurance	Michelle Vaughn	6/17/2024	\$	48,007.00	\$	46,708.00	\$	-	\$	1,299.00	
FY24-25 Operating Budget - Materials & Supplies	Michelle Vaughn	6/17/2024	\$	1,263.00	\$	831.00	\$	-	\$	432.00	
FY24-25 Operating Budget - Other Expenses & Advertising	Michelle Vaughn	6/17/2024	\$	3,300.00	\$	2,880.00	\$	-	\$	420.00	
PY24-25 Operating Budget - Insurance	Michelle Vaughn	6/17/2024	\$	2,907.00	\$	2,269.00	\$	-	\$	638.00	
TOTAL OPERATING BUDGET (50% COST SHARE)			\$	55,477.00	\$	52,688.00	\$	-	\$	2,789.00	
		Request	Meeting Approved	Budgeted	Spent-to-date	Overspent	COMPLETED EXCESS NOT SPENT	Amount to be spent			
FY25-26 Operating Budget - Payroll & Benefit Expense + Insurance	Michelle Vaughn	6/24/2025	\$	49,795.00	\$	3,804.00	\$	-	\$	45,991.00	
FY25-26 Operating Budget - Materials & Supplies	Michelle Vaughn	6/24/2025	\$	1,450.00	\$	-	\$	-	\$	1,450.00	
FY25-26 Operating Budget - Other Expenses & Advertising	Michelle Vaughn	6/24/2025	\$	3,500.00	\$	-	\$	-	\$	3,500.00	
PY25-26 Operating Budget - Insurance	Michelle Vaughn	6/24/2025	\$	2,729.00	\$	218.00	\$	-	\$	2,511.00	
TOTAL OPERATING BUDGET (50% COST SHARE)			\$	57,474.00	\$	4,022.00	\$	-	\$	53,452.00	
Historic Tanglefoot 2025 Easter Egg Hunt 3/22/25 \$9,000	Denny Foster	11/20/2023	\$				\$			Cancelled/Move	
(6) Pickleball Tournaments 2025	Jim Berger	6/17/2024	\$	10,000.00	\$	10,000.00	\$	-	\$	Completed	
George Portz Traditional Music Festival 9/27/25	Jason Portz	6/17/2024	\$	20,000.00	\$	20,000.00	\$	-	\$	Completed	
Spotlight Theatre 7/19/24	Courtney Wisely	6/17/2024	\$	12,000.00	\$	12,000.00	\$	-	\$	Completed	
Ladies Night Out 11/2/24 - Historic Tanglefoot	Michelle Hohmeier	6/17/2024	\$	8,050.00	\$	7,000.85	\$	1,049.15	\$	Completed	
Adult Stocking Stroll 11/30/24 - Historic Tanglefoot	Jean Scott	6/17/2024	\$	7,250.00	\$	5,688.39	\$	1,561.61	\$	Completed	
Swinging Under the Stars 5/11/25	Barb Lowry	6/17/2024	\$	5,550.00	\$	4,701.02	\$	848.98	\$	Completed	
Mayor's Summer Cruise 6/7/25	Barb Lowry	6/17/2024	\$	4,050.00	\$	3,673.02	\$	376.98	\$	Completed	
Firecracker Festival - Entertainment (June 2025)	Barb Lowry	6/17/2024	\$	30,000.00	\$	30,000.00	\$	-	\$	Completed	
Mayor's Fall Cruise 9/20/25	Barb Lowry	6/17/2024	\$	4,050.00	\$	4,013.00	\$	37.00	\$	Completed	
Sunday's at Sunset (Fall 2025)	Barb Lowry	6/17/2024	\$	17,500.00	\$	11,847.02	\$	5,652.98	\$	Completed	
Santa House 12/2025	Barb Lowry	6/17/2024	\$	5,950.00	\$	-	PENDING	\$	-	\$	5,950.00
Winterfest Canvas Drop with Christmas Theme \$3,300	Barb Lowry	6/17/2024	\$		\$		\$		\$	Cancelled	
Winterfest (3) 4x8 Banners	Barb Lowry	6/17/2024	\$	740.00	\$	740.00	\$	-	\$	Completed	
A Viking Festival 10/5/24 - Mead on Main	Vince Borgmann	6/17/2024	\$	6,855.00	\$	6,855.00	\$	-	\$	Completed	
A Veteran's Day Run 11/9/24 - Mead on Main	Vince Borgmann	6/17/2024	\$	2,000.00	\$	501.64	\$	1,498.36	\$	Completed	
Taytro's - Festus Marti Gras Parade - DENIED	Lucas Tetrault	6/17/2024	\$		\$		\$		\$	DENIED	
Chamber of Commerce Twin City Days 9/4/25	Kirk Mooney	11/25/2024	\$	58,000.00	\$	58,000.00	\$	-	\$	Completed	
Live Stream STL Media - Christmas Parade Sponsorship 12/2/24	Ray Halbrook	11/25/2024	\$	250.00	\$	250.00	\$	-	\$	Completed	
Spotlight Theatre - Shrek Jr. Musical 2/21/25	Courtney Wisely	11/25/2024	\$	5,000.00	\$	5,000.00	\$	-	\$	Completed	
Taytro's - Festus Marti Gras Parade 3/1/25	Lucas Tetrault	11/25/2024	\$	7,500.00	\$	7,500.00	\$	-	\$	Completed	
Lenhard Family Christmas Light Show Dec-24	Justin Lenhard	11/25/2024	\$	10,422.49	\$	10,422.49	\$	-	\$	Completed	
Tanglefoot Art Walk 5/4/25	Michelle Hohmeier	11/25/2024	\$	7,500.00	\$	7,500.00	\$	-	\$	Completed	
Federated Auto Parts Raceway - Ironman 55 8/1/25	Ray Marler	11/25/2024	\$	10,000.00	\$	-	SOLD BUSINESS	\$	-	\$	10,000.00
Main & Mill StreetFest 2025 10/11/25	Denny Foster	11/25/2024	\$	25,000.00	\$	-	PENDING			\$	25,000.00
Mead on Main Merchandise Additional Funding 10/11/25	Vince Borgmann	11/25/2024	\$		\$		\$		\$		

Expenditures FY23, FY24, FY25

Expenditures FY23, FY24, FY25	Request	Approved	Budgeted	Spent-to-date	Overspent	EXCESS NOT SPENT	be spent	
Fourt Brothers Mead Sigurblot 2025 4/26/25	Vince Borgmann	11/25/2024	\$ 17,500.00	\$ 14,840.00		\$ 2,660.00	Completed	FY25
Relaxin in the Park 5/17/25	Matt Jones	11/25/2024	\$ 5,500.00	\$ 5,500.00			Completed	FY25
Jefferson County Growth Association - Bottleneck Bridge Ride 8/17/25	Andrew Held	11/25/2024	\$ 12,500.00	\$ 12,461.65		\$ 38.35	Completed	FY25
Camp Crites 2025 11/1/25	Barb Lowry	11/25/2024	\$ 1,050.00	\$ -	CANCELLED	\$ -	CANCELLED	FY26
Movies in the Park - Summer 2025	Barb Lowry	11/25/2024	\$ 2,650.00	\$ 2,591.64		\$ 58.36	Completed	FY25
Winterfest 2025	Barb Lowry	11/25/2024	\$ 49,100.00	\$ -	OPEN		\$ 49,100.00	FY26
Snow Bomb Festus	Barb Lowry	11/25/2024	\$ 2,650.00	\$ -	\$ -	\$ -	\$ 2,650.00	FY25
Advertising with Chamber/Leader	Barb Lowry	11/25/2024	\$ 2,040.00	\$ 2,040.00			Completed	FY25
YMCA Thanksgiving Day Workout 11/29/25	Shelly Otec	6/24/2025	\$ 2,000.00		OPEN		\$ 2,000.00	FY26
Jefferson County Pickleball League 2026 Season	Jim Berger	6/24/2025	\$ 10,000.00		OPEN		\$ 10,000.00	FY26
Radiant Life - Worship in the Park 9/13/25	Kimberly Rushing	6/24/2025	\$ 5,000.00	\$ 5,000.00			Completed	FY25
Legal Opinion	Tourism Board	6/24/2025	\$ 1,000.00	\$ 1,469.70		\$ (469.70)	Completed	FY25
Festus Main Street Association - Ladies Night Out 11/8/25	Michelle Hohmeier	6/24/2025	\$ 9,015.00		OPEN		\$ 9,015.00	FY26
Lenhard Family Light Show 10/3/25	Justin Lenhard	6/24/2025	\$ 7,808.00	\$ 7,808.00			Completed	FY26
Four Brothers Mead - Mead on Main 10/4/25	Vince Borgmann	6/24/2025	\$ 14,400.00		PENDING		\$ 14,400.00	FY26
Fourt Brothers Mead - Veterans Day Fun Run 11/8/25 \$1,750	Vince Borgmann	6/24/2025	\$ -	\$ -	\$ -	\$ -	Denied	
Festus Main Street Association - Adult Stocking Stroll 11/29/25	Melody Yesberg	6/24/2025	\$ 7,465.00		OPEN		\$ 7,465.00	FY26
Relaxin in the Park 5/16/26	Matt Jones	6/24/2025	\$ 5,000.00		OPEN		\$ 5,000.00	FY26
Spotlight Community - Fiddler on the Roof 8/7/25	Courtney Wisely	6/24/2025	\$ 6,800.00	\$ 6,800.00			Completed	FY25
Festival Entertainment June 2026	Barb Lowry	6/24/2025	\$ 35,000.00		OPEN		\$ 35,000.00	FY26
Mayor's Fall Cruise 9/19/26	Barb Lowry	6/24/2025	\$ 4,050.00		OPEN		\$ 4,050.00	FY26
Mayor's Summer Cruise 6/6/26	Barb Lowry	6/24/2025	\$ 4,050.00		OPEN		\$ 4,050.00	FY26
Sunday's @ Sunset Fall Series 2026	Barb Lowry	6/24/2025	\$ 17,500.00		OPEN		\$ 17,500.00	FY26
Swingin' Under the Stars - 5/11/26	Barb Lowry	6/24/2025	\$ 5,250.00		OPEN		\$ 5,250.00	FY26
Santa House 2026	Barb Lowry	6/24/2025	\$ 5,925.00		OPEN		\$ 5,925.00	FY27
Easter Egg Hunt Moved to 2026	Denny Foster	6/24/2025	\$ 9,000.00		OPEN		\$ 9,000.00	FY26
Boom Lift for Light Show	Michelle Vaughn	6/24/2025	\$ 5,000.00		OPEN		\$ 5,000.00	FY26
Total Other Capital Outlay			\$ 1,099,198.49	\$ 762,712.11	\$ (1,468.95)	\$ 110,550.33	\$ 226,355.00	
GRAND TOTALS W/OPERATING BUDGET			\$ 1,269,149.49	\$ 864,672.01	\$ (1,468.95)	\$ 122,300.43	\$ 282,596.00	
							\$ 1,268,099.49	
Balance as of 10/31/25								
Money Market Cash Account	\$ 673,789.97	673,889.97						
MOSIP Liquid Investment Account	\$ 100,000.00							
Community Event Checking	\$ 100.00							
Investment	\$ -							
Accounts Receivable	\$ 1,535.06	Penalties						
Accounts Payable	\$ -							
	\$ 775,425.03							
Less Budgeted Expenditures 2024-2025 Committed (not spent)	\$ (282,596.00)							
Amount Available for Future Projects	\$ 492,829.03							

Expenditures FY23, FY24, FY25

	Request	Approved	Budgeted	Spent-to-date	Overspent	EXCESS NOT SPENT	be spent
Current Fiscal Year Estimated Revenue FY25-26	\$ 300,000.00						
Current Revenue as of 10/31/25	\$ 52,648.89	Quarterly Remittances					
Difference (Amount we should receive)	\$ 247,351.11						
Percentage Received	18%						
Percentage YTD	0.17%						
Current Fiscal Year Estimated Revenue FY24-FY25	\$ 240,000.00						
Current Revenue as of 9/30/25	\$ 304,952.06	Missing 3rd Quarter Returns					
Difference (Amount we should receive)	\$ (64,952.06)	(1) Hotel 2-Months					
Percentage Received	127%	(1) Hotel-September					
Percentage YTD	100.00%						
Current Fiscal Year Estimated Revenue FY23-FY24	\$ 240,000.00						
Current Revenue as of 5/31/24	\$ 325,949.59						
Difference (Amount we should receive)	\$ (85,949.59)						
Percentage Received	136%						
Percentage YTD	100.00%						
Prior Fiscal Year Estimated Revenue FY22-FY23	\$ 240,000.00						
Current Revenue as of 9/30/23	\$ 346,989.12						
Difference (Amount we should receive)	\$ (106,989.12)						
Percentage Received	145%						
Percentage estimated	100%						
Prior Year Budgeted Revenue FY21-FY22	\$ 230,000.00						
Prior Revenue as of 9/30/2022	\$ 317,765.02						
Difference (Amount we should receive)	\$ (87,765.02)						
Percentage Received	138%						
Percentage estimated	100%						
Prior Year Budgeted Revenue FY20-FY21	\$ 200,000.00						
Prior Year Revenue as of 09/30/2021	\$ 250,653.06						
Difference (Amount we should receive)	\$ (50,653.06)						
Percentage Received	125%						
Percentage estimated	100%						