



About Viva Big Bend



2,500–3,000 PEOPLE PER DAY
(75% OUTSIDE THE REGION)

FOUR NIGHTS

FOUR COMMUNITIES

50+ BANDS

2016 ALPINE VENUES INCLUDE:

Reata Restaurant

Railroad Blues

Granada Theatre

Plaine

Holland Hotel/Century Bar and Grill

Big Bend Brewery

Transpecos Guitars







Attendee Info



KEY MARKETS
INSIDE TEXAS
Austin
D/FW
Houston
Midland/Odessa
El Paso

AGES
Under 21 = 10%
21-30 = 26%
31-40 = 17%
41-50 = 20%
51-60 = 16%
61+ = 11%

OUT-OF-STATE
VISITORS
Arizona
California
Colorado
Louisiana
Minnesota
New Jersey
New Mexico
New York
North Carolina
Pennsylvania
Virginia

OUT-OF-TOWNERS
WHO STAYED IN
ALPINE: **73%**

FIRST-TIMERS
TO THE AREA: **24%**

PLAN ON
RETURNING: **97%**





Impact

HOTEL OCCUPANCY

- Approximately 615 rooms in Alpine
- Average cost per room, per night: \$110
- 7% hotel occupancy tax
- Average stay per attendee: 3.4 nights
- Total hotel occupancy tax impact: \$16,100

VISITOR EXPENDITURE: \$956

ESTIMATED DIRECT ECONOMIC IMPACT: APPROX. \$1.5 MILLION

BENEFITS

- Long-term sustainability of VBB venues/businesses
- New business development
- Indirect expenditures

DIRECT, INDIRECT, INDUCED: OVER \$2.5 MILLION

CITY OF ALPINE H.O.T. CONTRIBUTION: \$7,000





Media

- TEXAS MUSIC MAGAZINE
- TEXAS HIGHWAYS
- AUSTIN AMERICAN-STATESMAN
- ODESSA AMERICAN
- MIDLAND REPORTER-TELEGRAM
- EL PASO TIMES
- ALPINE AVALANCHE
- BIG BEND GAZETTE
- BIG BEND SENTINEL
- KOSA (CBS 7)
- KWES (NEWSWEST 9)
- KMID (LOCAL 2 NEWS)

TICKET! *The Slimmer Nights*

Weekend Entertainment Guide for the Permian Basin

COUNTRY MUSIC
Casey Donahew is scheduled to perform Saturday at Dos Amigos, 4700 N. Golden Ave. Doors open at 6 p.m. For tickets call 307-6384 or visit www.dosamigos.com.

MOVIES IN THE DARK
The city of Odessa parks Department has scheduled free movies in the park throughout the summer. Cartoons will begin around 8:45 p.m. and the movie begins at dark. 'Minions' (PG) is scheduled to show Saturday at Jim Parker Park. Bring lawn chairs or blankets. Concessions will also be available. For more information, call 369-9540.

SECTION B
040A.COM

FRIDAY, JULY 22, 2016

Music lights up West Texas sky

50 bands slated to perform at event

BY ANNE BERNACOSA
Special to the Odessa American

With the strum of a guitar, plucking of a violin and the beat of a drum, the West Texas skies will be illuminated with music this summer at Viva Big Bend.

It will be a four-day music festival that will span across various venues in Alpine, Fort Davis, Marfa and Marathon. There will

statewide publication showcasing regional musicians. "I was inspired by my love for West Texas and particularly this region," Ramsey said. "This area is one of the key ingredients to the festival, there is a certain laid back vibe about it."

A few bands will make the return trip to VivaBig Bend, such as the Grammy-winning blues band Mayessa & Brownband. The band played last year at the Still Road

There's a lot more intimate shows, smaller venues, and a lot of up and coming bands. People are able to see the bands they like





“

I just want to give you some feedback on Viva Big Bend. AWESOME! It was all wonderful, well organized and the venue was the best! You and your crew did a wonderful job. Once again, thank you for all your hard work – it showed! ”

– ANNA A. VEJIL, ODESSA

“

The entire event was a joy for myself and everyone I know in Alpine as well as my guests from out of town. ”

– JEFF KELSCH, ALPINE

Reviews



“

At the risk of stating the obvious, this year’s Viva Big Bend turnout (and years past) should be more than enough evidence that this tri-county event has had a positive economic impact not only for Alpine, but for all our surrounding towns and counties.

As a small business owner specializing in promotional products (BULLSHIRTZ), I greatly depend on seasonal sales during summer months. The VBB event had a strong direct effect on my personal sales as other tri-county businesses came to me to print merchandise for the event weekend. In addition, I am thankful to have been able to print the VBB shirts/merchandise for the last two years.

As a consumer and resident of Alpine (and music enthusiast) it is my personal opinion that a major multi-county/city festival of this nature is exactly what our community needed. The summer months are traditionally reserved for waterfront destinations. To have an event that draws visitors to the high-desert region of Texas during July, is a gift we need to embrace.

On a personal note, I would like to emphasize that Mr. Ramser seems committed to utilizing the businesses and services of our area for the VBB events if possible, keeping the dollars here at home. The only things shipped in are talented musicians we have the pleasure to enjoy. ”

– RICK MCDOWELL
BULLSHIRTZ, ALPINE

