

Proposal to City Council for "For the Love of BBQ" Festival

Presented by Joey Machado & Team

Proposed Dates: February 12–14

Location: Seguin, Texas

Executive Summary

We respectfully submit this proposal to the City Council of Seguin for approval of fee waiver request for facilities and partnership in hosting *"For the Love of BBQ"*—a multi-day, family-friendly festival celebrating the rich BBQ heritage of Seguin and its impact on our community. This festival is a for-profit event organized by Joey Machado a life long Seguin Resident and his experienced event team, with confirmed sponsorship from industry leaders Weber Grills, Kosmos Q, CenTex BBQ Smokers and Tito's Handmade Vodka, and many more to come.

This event will be free and open to the public, with optional ticketed upgrades, ensuring accessibility for all while offering exclusive experiences for BBQ enthusiasts, foodies, and industry professionals. The timing of the festival coincides with Seguin's growing recognition in the BBQ world, following Burnt Bean BBQ Co recent #1 ranking by *Texas Monthly*.

This is a for profit event as there are many costs involved in this production. We are creating an entity for "For the Love of BBQ" Festival in order to raise funds to make this an annual event here in Seguin and we have no desire to have this event anywhere else. We intend to donate a portion of proceeds to some local causes that we are currently interviewing to find the best fit.

Festival Overview

Dates:

- **Thursday, February 12:** *Sponsor , VIP & Pitmaster Welcome Party*
- **Friday, February 13:** *Half-Day Event (4 PM–10 PM)*
- **Saturday, February 14:** *Full-Day Public Event (10 AM–10 PM)*

Location:

- Main festival grounds, Coliseum, Rodeo Arena and outdoor areas at Seguin Events Center
- BBQ and Outdoor Lifestyle Trade Show hosted inside the Coliseum

Festival Components

Thursday – Welcome Party

- Invite-only celebration for sponsors, pitmasters, vendors, organizers and VIP
- Networking and appreciation event to set the tone for the weekend

Friday – Industry & Community Preview (Half-Day)

- **3 Live Demo Stages** with sessions by celebrity pitmasters and sponsor brands
- **Live Fire Experiences** with open-pit cooking demos and education
- **Trade Show** at the Coliseum for BBQ-related products and innovations
- **Vendor Booths** and **Food Concessions** for local businesses and BBQ vendors
- **Live Music** on outdoor stage
- General public access with optional ticketed areas

Saturday – Full Public Festival

- Expanded **public access** to all festival areas
 - Full-day schedule of **demos, music, and food experiences**
 - Ticketed options:
 - **Live Fire Experience**
 - **VIP Lounge & All-Inclusive Access**
 - **Concert Access**
 - **Trade Show Priority Entry**
-

Community Impact & Economic Opportunity

- **Tourism boost** by attracting BBQ fans from across Texas and beyond
 - **Support for local businesses** through booth and concession sales
 - **Job creation** for temporary staffing, security, vendors, and setup crews
 - **Elevated visibility** of Seguin as a culinary destination
 - **Partnership opportunities** for local nonprofits, schools, and cultural groups
-

Request from the City Council

We are requesting:

1. **Approval to host the event at no cost in designated public spaces**
 2. **City services support:** basic sanitation, police presence, traffic coordination
 3. **Promotion through city communication channels**
 4. **Permit coordination assistance** (e.g., food vendors, alcohol sales, sound permits)
-

Conclusion

“For the Love of BBQ” is more than a food festival—it is a celebration of Seguin’s place in BBQ history and culture. With enthusiastic support from major sponsors and the community, we are ready to produce an unforgettable experience that draws positive attention, promotes local business, and brings people together in celebration.

We look forward to the opportunity to partner with the City of Seguin to make this inaugural event a success.