

CITY OF SEGUIN



To: City of Seguin Mayor and City Council
From: Jack Jones, Director of Parks and Recreation
Through: Steve Parker, City Manager
Date: June 17, 2025
Subject: City Council approval to waive facility rental fees at the Seguin Events Complex related to the proposed "For the Love of BBQ" Festival that would be held February 12-14, 2026.

Historical Background

The City of Seguin is officially on the map as the destination for the best BBQ in the State of Texas with the Burnt Bean Co. recently being ranked #1 in Texas Monthly's top 50 barbecue joints in the state. In addition, Seguin is home to other great BBQ such as Davila's BBQ, Johnny's Bar-B-Que, Schulze's Pit Room, and True Texas BBQ at H-E-B. For the past two years, the Champions Barbecue Alliance (CBA) has hosted their World Championship BBQ competition at the Seguin Events Complex that had 120 BBQ teams competing. As such, there is interest in bringing an annual BBQ themed signature festival to Seguin to further cement Seguin's place in Texas BBQ history and culture.

Action Requested

Joey Machado recently met with City staff regarding a proposal to host the "For the Love of BBQ" Festival at the Seguin Events Complex. The request to the City from Mr. Machado is to waive all facility rental fees at the Seguin Events Complex for February 12-14, 2026, regarding the festival. The fee waiver request, if approved, is a one-time fee waiver. All other applicable City fees would be paid by Mr. Machado including public safety services (Police and Fire), permits, etc. In addition, Mr. Machado would be required to submit a Certificate of Liability Insurance listing the City of Seguin as an additional insured that would also include Liquor Liability

Procurement Methodology & Funding Source

The facility rental fees waived would total \$6,750.

Staff Recommendation

City staff recommends City Council approval to waive facility rental fees at the Seguin Events Complex related to the proposed "For the Love of BBQ" Festival that would be held February 12-14, 2026.

ATTACHMENTS

- Proposal to City Council for "For the Love of BBQ" Festival from Joey Machado & Team