



## **Wonder--FULL Texas!**

### **Overview**

Texas is a land of great heritage and unique culture, with a variety of terrain and lifestyles. It is not a place defined by its development, its modern civilization, as much as it is a place of unique landscapes and inborn character.

To celebrate Texas and demonstrate its tourism potential, we propose to showcase its seven distinct regions, Big Bend, Prairies and Lakes, South Texas Plains, Hill Country, Panhandle Plains, Piney Woods, and Gulf Coast, utilizing a facility that allows for lots of space that is also uniquely Texas – the Reliant Astrodome. By displaying all seven regions with their own environment, all under the symbol of Texas, we will enhance attendees' perception of what is possible in a tourist's experience. Within each environment or vignette, we will educate and entertain the attendees through displays and indigenous entertainment offerings to give them a memorable and signatory experience. Food selections will also be customized within each region to complete the feel. As a result, attendees will depart knowing and appreciating more what different regions and Texas as a whole has to offer.

### **Detail**

The area of the Astrodome to be used will be outlined by a yellow tube balloon staked out in the shape of our great state. Around the perimeter we will place dancing tube balloon figures – cows, scarecrows, and cowboys – and panning motion lights to add excitement to the setting. For the guest entry, we will create a foliage display– trees, rocks, cactus, woven vines, and blooming vines – around a ranch gate that they will pass through.

The seven regions will be placed within the area in relative proximity to their location within the state – Gulf Coast in the near right corner, Hill Country in the center, etc. Each area will be identified by a backdrop and stage with a look specific to that region (mesa, skyline, pine forest, ...). Each backdrop will display an inset that identifies its geographical region within the state. Live plants, stuffed animals, and costumed waiters will complete the feel.

To help complete the outline of each area, we will place a freestanding display wall with photographs and printed information on them that further highlights the

features they contain. This will also lend an area that suppliers can exploit by stationing themselves nearby and “talking up” potential operators.

We will also provide a variety of entertainment that compliments each area, with unique performers who can engage attendees on a personal level. These mini stages of entertainment will operate during the first hour as attendees settle into the party, then break when our main stage musical act performs on a central stage – Hill Country. When that band breaks, we will revert to the mini stage performances again, then conclude the event with a second main stage musical act that will wrap the event with great partying music.

The entertainment for the event will be as follows:

Gulf Coast – A String quartet musical group and a pair of larger than life puppets appearing as “socialites”

Pine Woods – Armadillo races (includes animals, caller, track) and the 1849 Cowboys in a campsite setting (authentic costumes cowboys, banjo music, some magic tricks)

South Texas Plains – Mariachi group in authentic costume and Folklorico dancers

Big Bend – Solo Cowboy Folk musician alongside an inflatable rock wall with climbers

Panhandle Plains – Longhorn cattle (live) on display plus a trick roper

Hill Country – Solo blues musician playing Texas blues

Prairies and Lakes – Joe Bowman, the sharpshooter demonstrating trick shooting skills, and Cowboy John who teaches calf roping

Main stage:

First set: Kenny Young and Laredo, an excellent, authentic Country Western band. Kelly has a great voice and that “rising star” quality, and he’s backed by an excellent 5-piece band.

Second set: Kelly McGuire & the Texas Tropical Vacation is a great party band, in the Jimmy Buffet vein, playing tropical rock (after all, we are the third coast). They are always a big hit, and create lots of audience interaction.

For the attendees and entertainers’ comfort, we will also provide the following:

- Tall cocktail tables and stools (Approx. 200 tables and 1000 stools)
- Bleachers to view the races
- Comfort (restroom) trailers (5 total)
- Dressing room trailers (3 total)
- Security and paramedic services