

## Calendar of Events Policy

Guidelines for events being listed in the Kerrville Convention & Visitors Bureau produced calendars:

1. The event must be in Kerr County.
2. Must be open to the public. This allows events that charge an admission but eliminates events that require membership.
3. Must be of interest to the visitor.
4. Must not be a commercial event. Retail establishment sales including but not limited to: special or featured artist's sales, going out of business sales, inventory reduction sales or any other special sales are not allowed.
5. Events that are commercial in nature but occur occasionally with an entertainment value and/or a variety of vendors/artists are allowed, i.e. Texas Master of Fine Arts & Crafts Show , Original Team Roping, Old Timers Rodeo.
6. Religious events must be special events that occur at a special time, not part of a regular worship service.
7. Fund Raisers (including for non-profits) are not allowed unless the entertainment or dining experience is such that people will come from out of town to attend.
8. Community events and fundraisers in Kerr County that do not meet the criteria above can not be posted on our website or printed in our Annual, June-December or Holiday calendar. However, they can be posted in the Monthly Community Calendar.
9. For the summer season we will add a page to our events section of the website to feature live music, rodeos, outdoor movies and plays to be titled "Summer Nights."
10. The format is controlled by the Kerrville Convention & Visitors Bureau Board of Directors.

The Kerrville CVB produces a total of five types of calendars:

<b>Type of Calendar</b>	<b>Deadline</b>	<b>Months of Distribution</b>	<b>Quantity</b>
Printed Annual	September 15	December – May	50,000
June – December Printed	April 15	May – October	40,000
Holiday	September 1	October – December	9,500
Monthly	20 <sup>th</sup> of prior month	Mailed 25 <sup>th</sup> of month prior	510 ea month
Internet	Anytime	All	Unlimited