



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER



The GO TEXAN-Marketing Enhancement Grant Assistance (MEGA) Program is designed to provide grant funds to GO TEXAN partners to assist with the marketing and promotion of certified Texas agricultural products, including those that have been produced, processed, or otherwise had value added to the product in Texas; certified Texas non-agricultural products; Associate GO TEXAN Registrants; and the GO TEXAN Program. The Event Grant program (GTE) is designed to provide grant funds to Associate GO TEXAN partners who coordinate public festivals, farmers markets, and events across the state that will promote GO TEXAN businesses, their Texas made products, and the overall GO TEXAN Program.

2023 GO TEXAN Event Grant Awards

Event Name	Event Start Date	Event End Date	Total Awarded Amount	City
Texas Fine Wine Sunset Cruise	September 08, 2023	September 08, 2023	\$5,000.00	Austin
Harker Heights Food, Wine & Brew Fest + Tacos & Tequila	September 08, 2023	September 09, 2023	\$5,000.00	Harker Heights
Cotton & Crude Street Fair & Music Fest/Parade	September 23, 2023	September 23, 2023	\$5,000.00	Levelland
Dublin Hispanic Heritage Festival	September 29, 2023	September 30, 2023	\$10,000.00	Dublin
Texas Pumpkin Fest, LLC	September 30, 2023	October 29, 2023	\$5,000.00	Austin
Texas Craft Brewers Festival	September 30, 2023	September 30, 2023	\$5,000.00	Austin
Dallas Farmers Market Texas Pumpkin Day	October 07, 2023	October 07, 2023	\$10,000.00	Dallas
Hico Art & Wine Festival	October 14, 2023	October 14, 2023	\$5,850.00	Hico
Stagecoach Pumpkin Palooza	October 27, 2023	October 29, 2023	\$5,000.00	Early
27th Annual Texas Country Reporter Festival	October 28, 2023	October 28, 2023	\$20,000.00	Waxahachie
Texas Roots Festival presented by Go Texan: Texas Wine, Food and Artisan Market	November 18, 2023	November 19, 2023	\$10,000.00	Conroe
Grow at Clark Gardens	March 01, 2024	March 24, 2024	\$5,000.00	Weatherford
The Feedstore Southlake GO TEXAN BBQ Classic	March 22, 2024	March 23, 2024	\$5,000.00	Southlake
Aggieland Egg & Brew Fest	May 04, 2024	May 04, 2024	\$5,000.00	College Station
ZestFest	May 24, 2024	May 26, 2024	\$10,000.00	Fort Worth
City of Stephenville - Moo-La Fest	May 31, 2024	June 01, 2024	\$5,000.00	Stephenville
Annual Stockdale Watermelon Jubilee	June 15, 2024	June 17, 2024	\$5,000.00	Stockdale
Coolest 4th of July 6 – Fort Davis	July 04, 2024	July 06, 2024	\$5,000.00	Fort Davis
Mason County 59th Annual Rodeo Round-Up	July 06, 2024	July 08, 2024	\$5,000.00	Mason