



IFEA VOLUNTEER OF THE YEAR



*Volunteer
OF THE
Year*

2022 IFEA Volunteer of the Year David Williams Nominated by the City of Lago Vista | Lago Fest Lago Vista, TX, USA

David Williams has been with Lago Fest since the very first festival in 2016. That first year it was a small local event but has since grown to become the largest live music, art, and food festival on the north shore of Lake Travis, outside of Austin, TX. Each year Dave has been a key player in the planning, development, and production of Lago Fest, and is, in fact, the only person who has worked with Lago Fest every single year.

In late 2016 after the first Lago Fest, a new City staffer was hired and given the additional role of Lago Fest Director with the mission to develop Lago Fest into a sustainable, annual event. Planning the second annual Lago Fest turned to revamping the event from a local party to a larger, branded festival with a clear mission and plan for how to restructure the festival style and format. David is well versed in the importance of brands, professionalism, sponsorships, customer experience, and most importantly, relationships! His business experience as a retired Senior Sales Executive with Coca-Cola North America has brought invaluable insight and management into our sponsorship sales and food and beverage areas of the festival.



The new Lago Fest EATS concept was developed and is now managed by David. Lago Fest EATS has the best selection of local and area food trucks that David lovingly curates. He spends months personally visiting potential applicants. Not all trucks cut the mustard. But for those that show promise, David will work with them and give them tips on how to improve and encourage them to apply again. Lago Fest EATS food trucks have experienced increasing sales each year. And in 2022, despite preparing for a bigger turnout than in previous years, even sold out!

David has been instrumental in managing our Lago Fest VIP Lounge which was part of the 2017 rebranding. It allows for sponsorship perks and non-sponsorship revenue. He has worked to secure in-kind sponsorships to host the lounge with an open bar, finger foods, and even hearty meals. One of the first VIP Lounge in-kind sponsors, credits Lago Fest with their own business success – going from a small local start-up to a nationally distributed alcohol brand.

David manages festival sponsorship sales with a level of success that has enabled the festival to grow bigger each year. And this, like everything else, he does with aplomb and personal attention. David much prefers to drive an hour to a sponsor's place of work to give them their VIP tickets than to pop them in the mail. This is what keeps our sponsors coming back – their relationship with David!

David Williams must have more than the average person's 24 hours in a day, because never has there been a volunteer more devoted with his time and energy to making a difference in our community. He served two terms on City Council, is on the City's Economic Development Advisory Committee and is an active member and volunteer for countless other groups including the Lions Club, Chamber of Commerce, St. Mary's Church, and Men's Golf Association.

He has a proven track record of solving challenging problems, producing results, and functioning as a team leader AND player. As a self-motivated and innovative thinker, he is an absolute keystone to the operations of Lago Fest. Lago Fest and the City of Lago Vista are forever grateful to him for his enormous amount of hard work and heart. He keeps us moving, motivated, and constantly slapping our knees in laughter. He is truly one of a kind – a volunteer for all time!

Please help us congratulate our 2022 IFEA Volunteer of the Year Award Winner, David Williams.