

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: January 25, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: Diana Lopez, City Manager

SUBJECT: Agenda Item No. 1

AGENDA ITEM:

Call to Order, Invocation, and Pledge of Allegiance to the Flags of the United States of America and the State of Texas.

The Pledge of Allegiance to the Flag of the United States of America:

"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all."

Should be rendered by standing at attention facing the flag with the right hand over the heart. When not in uniform men should remove any non-religious headdress with their right hand and hold it at the left shoulder, the hand being over the heart.

The Pledge of Allegiance to the Flag of the State of Texas:

"Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible."

The pledge of allegiance to the flag of the United States should be recited before the pledge of allegiance to the state flag if both are recited; should be rendered by standing at attention facing the flag with the right hand over the heart. When not in uniform men should remove any non-religious headdress with their right hand and hold it at the left shoulder, the hand being over the heart.

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Meeting Date: January 25, 2021
Department: HOT Revenue Advisory Board
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SUBJECT: Agenda Item No. 3

AGENDA ITEM:

Consider and act upon the minutes from the Hotel Occupancy Tax Revenue Advisory Board from the meeting held on October 26, 2020.

RECOMMENDED MOTION:

Motion to approve the minutes of the HOT Revenue Advisory Board held on October 26, 2020.

ATTACHMENTS:

DRAFT – Minutes of Hotel Occupancy

MINUTES
HOTEL OCCUPANCY TAX REVENUE ADVISORY BOARD
CITY OF COLEMAN
CITY HALL
MONDAY, OCTOBER 26, 2020
5:30 P.M.

Present: *Diana Lopez, City Manager; Becky Slayton, Executive Director of the Coleman County Chamber of Commerce; Pat Chesser, City Attorney; Mark Price, Board member; Ken Bhakta, Board Member*

Absent: *Charlotte Purl, Board member*

1. Call to Order, Invocation and Pledge of Allegiance: *City Manager Lopez called the meeting to order at 5:30 pm, and Becky Slayton gave the invocation.*
2. Citizen Presentations: *No requests were received from Citizens to address the board.*
3. Consider and act upon the minutes from the Hotel Occupancy Tax Revenue Advisory Board from the meeting held on September 28, 2020. *A motion was made by Mark Price to approve the minutes for the HOT Revenue Advisory Board held on September 28, 2020. Becky Slayton seconded the motion. The motion carried 4-0.*
4. Discuss, consider, and act upon a request from Texas Best Show Series - TBSS (Nanniece Goodwin), in an amount not to exceed \$5,000, for the Texas Best Show Series to take place November 21 – November 22, 2020. *A motion was made by Becky Slayton to approve the request for HOT funds from Texas Best Show Series in an amount not to exceed \$5,000. Ken Bhakta seconded the motion. After discussion by the Board, Becky Slayton amended the motion to award \$3,000 to the Texas Best Show Series. The motion carried 4-0.*
5. Adjournment: *A motion was made by Becky Slayton to adjourn the meeting at 6:26 p.m. Mark Price seconded the motion. The motion carried 4-0*

Presiding Officer

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: January 25, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: Diana Lopez, City Manager

SUBJECT: Agenda Item No. 4

AGENDA ITEM:

Discuss, consider, and act upon a request from Petticoats on the Prairie Vintage Market, for the Petticoats on the Prairie Vintage Market to take place March 26 -27, 2021.

RECOMMENDED MOTION:

“I move to approve the request for HOT funds from Petticoats on the Prairie Vintage Market to take place March 26 – 27, 2021 in the amount of \$ _____.”

NARRATIVE:

Ms. Beverly Ridnour has submitted an application for the Petticoats on the Prairie Vintage Market in the amount of \$10,000. The event is to take place on March 26 and March 27, 2021.

The funds will be used to assist with advertising for the show, venue fees and to promote and attract shoppers to the City of Coleman.

The funds are being requested under:

- Category B – Registration of Convention Delegates (\$1,350.00)
- Category C – Advertising, Solicitations, Promotional programs (\$6,000.00) and
- Category D – Promotion of the Arts that Directly Enhance Tourism (\$2,650.00).

The application is in your packet for your review.

ATTACHMENTS:

Application for HOT Funds

Received in the office
of the City Secretary
this 7th day
of Jan 2021,
Time 11:52 A M



City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Application for HOT Funds

Date of Application: 1/6/2021

Organization Information

Name of Organization: Petticoats on the Prairie Vintage Market

Address: PO Box 843

City: Colorado City State: Texas Zip: 79565

Contact Name: Beverly Ridenour Phone Number: 432-638-9516

Website for Event or Sponsoring Entity: www.petticoatsontheprairie.com

Non-Profit Tax ID#: 3-20480-4007-8

For Profit

Entity's Creation Date: June 2010

Please describe the purpose of your organization:

Petticoats on the Prairie Vintage Market was founded in 2010 with the sole
purpose of providing a unique shopping experience for West Texas! We are an
upscale, vintage-inspired, indoor market featuring antiques, boutiques, original art,
handmade goods, home decor, gourmet foods, repurposed treasures & cool JUNK too!
Each Petticoats show is a unique opportunity for vendors to display their passion and
talents at various locations in the Lone Star State.

Event Information

Name of Event or Project: Find Your Tribe Spring Market

Date of Event or Project: March 26-27th 2021

Primary Location of Event or Project: The Bill Franklin Center/Goree Expo

Amount Requested: \$ 10,000

How will the funds be used:

Funds will be used to assist with advertising for the show, venue fees and to promote and attract shoppers to the City of Coleman.

Primary Purpose of Funded Activity/Facility:

Petticoats on the Prairie Vintage Market is a unique market that showcases small business owners and their goods. Since we are a traveling show, we have groups of shoppers who will attend wherever we are for a girl's weekend and will shop our show along with local businesses. We will include the City of Coleman's logo in all of our advertising and utilize local businesses for our show needs.

Percentage of Hotel Tax Support of Related Costs

Percentage of total **Event Costs** Covered by HOT Funds: 40 %

Percentage of total **Facility Costs** Covered by HOT Funds: 30 %

Percentage of total **Staff Costs** Covered by HOT Funds: 20 %

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities. _____ %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

a) Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Amount requested under this category: \$ _____

b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Amount requested under this category: \$ 1,350.00

c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Amount requested under this category: \$ 6,000.00

d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Amount requested under this category: \$ 2,650.00

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ _____

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to? _____

Will members of the general public (non-tourists) be riding on this transportation?
Yes _____ or No _____

What percentage of the ridership will be local citizens? _____%

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

How many years have you held this Event or Project: 11 years

Expected Attendance: 3000

How many people attending the Event or Project will use City of Coleman hotels? approx 100

Number of nights will they stay: 3-4

Do you reserve a room block for this event at an area hotel? Yes we will

If so, for how many rooms and at which hotels? Coleman Inn, Budget Inn and Harbord Kourt.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>October 2020</u>	<u>3,000.00</u>	<u>78</u>
<u>October 2019</u>	<u>13,000.00</u>	<u>103</u>
<u>June 2019</u>	<u>10,000.00</u>	<u>96</u>

How will you measure the impact of your event on area hotel activity (e.g. room block, usage information, survey of hoteliers, etc.)?

We will have our vendors/shoppers fill out Hotel Locator Cards and turn those in. we will also visit local hotels to reserve room blocks and check with the hotels after the event.

Please list other organization, government entities, and grants that have offered financial support to your project:

None

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Yes we charge \$6.00 at the door and kids 12 and under are free.

Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: \$ 500.00

Radio: \$ 500.00

TV: \$ 2000.00

Other Paid Advertising: \$ 3000.00

Number of Press Releases to Media: 4-8

Number of Direct Mailings to out-of-town recipients: 0

Other Promotions

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays? If so, please describe.

Yes we will visit with Coleman Inn, Budget Inn and Harbord Kourt to negotiate a rate.

What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

We have a Facebook group for our vendors and will share the hotel info in the group.
will also share lodging info on our Event page and main Facebook page for shoppers.

What geographic areas does your advertising and promotion reach: How many individuals will your proposed marketing reach who are located in another city or county?

We typically advertise in a 200 mile radius to bring shoppers to the show.

If the funding requested is related to a permanent facility (e.g. museum, visitor center):
Expected Attendance Monthly/Annually: na

Percentage of those in attendance that are staying at area hotels/lodging facilities: 2%

Please Submit completed application no later than the 15th of the Month to:

City of Coleman Hotel Occupancy Tax Revenue Advisory Board
Attention: Office of the City Manager
Post Office Box 592
200 Liveoak, Coleman, Texas 76834
Email: karen.langley@cityofcolemantx.us

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Meeting Date: January 25, 2021
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Prepared by: Diana Lopez, City Manager

SUBJECT: Agenda Item No. 5

AGENDA ITEM:
Adjournment