



CITY OF COLEMAN, TEXAS
Hotel Occupancy Tax Revenue Advisory Board
Meeting Agenda

The Hotel Occupancy Tax Revenue Advisory Board will meet in session on Monday, June 28, 2021 at 5:30 p.m. in the Council Chambers of City Hall, 200 W. Liveoak, Coleman, Texas. All items on the agenda are for possible discussion and action. The Board may vote and/or act upon each of the items listed on this Agenda. One agenda item will be discussed at a time, in the order determined by the Presiding Officer unless logic and practical considerations allow similar topics to be considered together for purposes of convenience and efficiency.

The Board reserves the right to meet in closed, executive session on any of the items listed below should the need arise and if authorized by Title 5, Chapter 551, of the Texas Government Code.

1. Call to Order, Invocation, and Pledge of Allegiance
2. Citizen Presentations: Any citizen who desires to address the Board on a matter not included on the agenda may do so at this time. Comments are subject to five (5) minutes for items not on the agenda. If you wish to speak to an item on the agenda, you will be allowed to speak when the Board addresses the item. There is a (3) minute time limit for items on the agenda. The presiding officer may grant additional time, with the consent of the Board.
3. Consider and act upon the minutes from the Hotel Occupancy Tax Revenue Advisory Board from the meeting held on May 24, 2021.
4. Hear presentation from City Manager on the Hotel Occupancy Tax Fund budget and consider, discuss and act upon setting dates for budget workshops if necessary.
5. Discuss, consider, and act upon a request from Deguello Productions, in an amount not to exceed \$5,000 for the El Prodigio (The Prodigy) short film to take place in the Fall of 2021.
6. Discuss, consider, and act upon a request from Bass Champs, Inc., in an amount not to exceed \$15,000, for the Bass Champs Team Championship to take place October 6-10, 2021 at Lake O.H. Ivie.
7. Adjournment

Certification

I certify that the above notice of meeting was posted at City Hall, 200 W. Liveoak, Coleman Texas, and on the City of Coleman internet website on Friday, June 25, 2021 at 5:00 p.m. and remained so posted continuously for at least seventy-two (72) hours preceding the scheduled time of said meeting. I further certify that the media was properly notified. A list of those notified will be available upon request.


James King, ACM/CS

Special Accommodations

The City of Coleman is committed to compliance with the Americans with Disabilities Act (ADA). Reasonable accommodations and equal access to communications will be provided to those who provide notice to the City Secretary by calling 325-625-4116 or by going by 200 W. Liveoak, Coleman Texas during normal business hours at least (48) forty-eight hours in advance of the scheduled meeting.

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: June 28, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: James King, Assistant City Secretary

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.

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: June 28, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: James King, Assistant City Secretary

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 May 24, 2021.

RECOMMENDED MOTION:

Motion to approve the minutes of the HOT Revenue Advisory Board held on May 24, 2021.

ATTACHMENTS:

DRAFT – Minutes of Hotel Occupancy

MINUTES
HOTEL OCCUPANCY TAX REVENUE ADVISORY BOARD
CITY OF COLEMAN
CITY HALL
MONDAY, MAY 24, 2021
5:30 P.M.

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

Absent: *Ken Bhakta, Board member; Charlotte Purl, Board member*

1. Call to Order, Invocation and Pledge of Allegiance: *City Manager Lopez called the meeting to order at 5:30 p.m. Mark Price 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 April 26, 2021. *A motion was made by Becky Slayton to approve the minutes for the HOT Revenue Advisory Board held on April 26, 2021. Mark Price seconded the motion. The motion carried 3-0.*
4. Discuss, consider, and act upon a request from Bass Champs, Inc., in an amount not to exceed \$15,000, for the Bass Champs Team Championship to take place October 6-10, 2021 at Lake O.H. Ivie. *This item was tabled until the next meeting to allow for additional input from absent board members.*
5. Discuss, consider, and act upon a request from Adam Stevenson and Zachary Adams, in an amount not to exceed \$5,000 for the Summer Showdown Baseball Tournament to take place June 5-6, 2021. *Mark Price made a motion to approve the request for HOT funds in the amount of \$3,000. The motion received no second. Becky Slayton moved to approve the request for HOT funds in the amount of \$4,000. Mark Price seconded the motion. The motion carried 3-0.*
6. Adjournment: *A motion was made by Becky Slayton to adjourn the meeting at 6:13 p.m. Mark Price seconded the motion. The motion carried 3-0.*

Presiding Officer

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: June 28, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: James King, Assistant City Secretary

SUBJECT: Agenda Item No. 4

AGENDA ITEM:

Hear presentation from City Manager on the Hotel Occupancy Tax Fund budget and consider, discuss and act upon setting dates for budget workshops if necessary.

RECOMMENDED MOTION:

ATTACHMENTS:

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: June 28, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: James King, Assistant City Secretary

SUBJECT: Agenda Item No. 5

AGENDA ITEM:

Discuss, consider, and act upon a request from Deguello Productions, in an amount not to exceed \$5,000 for the El Prodigio (The Prodigy) short film to take place in the fall of 2021.

RECOMMENDED MOTION:

“I move to approve the request of HOT funds for Deguello Productions for the El Prodigio short film in the amount of \$ _____.”

NARRATIVE:

Jason Watson has submitted an application for his production company, Deguello Productions, to assist in the production of a short film entitled, El Prodigio (The Prodigy), which will be filmed in Coleman during the fall of 2021.

The funds will be used to cover production costs, food and lodging for crew, renting locations, paying crew and possibly purchasing equipment.

The funds are being requested under:

- Category D – Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry. (\$5,000).

The application is in your packet for your review.

ATTACHMENTS:

Application for HOT Funds



RECEIVED
By: UB Date: 6-15-2021
2:03pm

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

Date of Application: May 30, 2021

Organization Information

Name of Organization: Deguello Productions

Address: 1752 Cr 150

City: Coleman State: Texas Zip: 76834

Contact Name: Jason Watson Phone Number: 325-220-1992

Website for Event or Sponsoring Entity: none

Non-Profit Tax ID#: 46-2342726

For Profit

Entity's Creation Date: 03/07/2013

Please describe the purpose of your organization:

Deguello Productions is the entertainment division of Jason Watson Enterprises.

I write direct and act in films as well as publish novels.

Event Information

Name of Event or Project: El Prodigio (The Prodigy) short film

Date of Event or Project: Fall 2021

Primary Location of Event or Project: Coleman, Texas

Amount Requested: \$ 5,000

How will the funds be used:

Production costs of making a movie, for example, feeding and lodging some of the
crew. It may also go to renting local establishments for their use. I may need to
purchase more technical equipment such as lenses, lights etc. Some people are
volunteering their time but I will have to pay others, post production, studio time etc.

Primary Purpose of Funded Activity/Facility:

I am making this film to help me as well as a young Bluecat named Ezequiel Valdez.
He is a musician who wants to become a professional. I am trying to make a name as
a filmmaker. This movie will be entered into many film festivals around the country
hopefully it will catch the eye of some big money people. We are also raising awarenes
for Coleman, for people to visit, shop and shoot future movies here.

Percentage of Hotel Tax Support of Related Costs

Percentage of total **Event Costs** Covered by HOT Funds: 33 %

Percentage of total **Facility Costs** Covered by HOT Funds: 33 %

Percentage of total **Staff Costs** Covered by HOT Funds: 33 %

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

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: \$ _____

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

Amount requested under this category: \$ _____

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: \$ _____

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: none

Expected Attendance: unknown

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

Number of nights will they stay: 2-3

Do you reserve a room block for this event at an area hotel? no

If so, for how many rooms and at which hotels? _____

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

I have invited many friends and family from out of town to be extras in the movie, they will all need a place to stay. I will send them links for all of Coleman's lodging.

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?

We will have a screening for the movie. Hopefully in Coleman. All net profits go back into Deguello Productions for future projects. Hopefully more projects with the City of Coleman.

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

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media: 20+

Number of Direct Mailings to out-of-town recipients: 20+

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.

unknown

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

I hope to get more interviews with Joseph Haynes. We would also like to appear on

KOXE. If Randy Turner could help with radio or tv would be great. I have reached out

to multiple social media organizations to raise awareness.

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?

Throughout Texas, aiming mostly at Hispanic audiences

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

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

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

City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo



Meeting Date: June 28, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: James King, Assistant City Secretary

SUBJECT: Agenda Item No. 6

AGENDA ITEM:

Discuss, consider, and act upon a request from Bass Champs, Inc., in an amount not to exceed \$15,000, for the Bass Champs Team Championship to take place October 6-10, 2021 at Lake O.H. Ivie.

RECOMMENDED MOTION:

“I move to approve the request of HOT funds for Bass Champs, Inc., for the Bass Champs Team Championship to take place October 6-10, 2021 in the amount of \$_____.”

NARRATIVE:

Chad Potts has submitted an application for the Bass Champs Team Championship in an amount of \$15,000. The event is to take place at Lake O.H. Ivie on October 6-10, 2021.

Bass Champs is located in Haslet, Texas, and has hosted over 900 fishing tournaments nationwide since 1997, giving away over \$3 million per year in cash and prizes, including bass boats, pickups and ATVs.

The funds will be used for a meal for 550-600 anglers, hotel accommodations for 18 staff and crew members, a meeting facility for 550-600 anglers, restroom facilities, 500-1000 lbs of ice, 15-20 volunteers for parking and traffic control, security, marketing for Championship event, and nationally televised shows to air on the Pursuit channel, AT&T Sports Southwest, and Outdoor Action TV.

The funds are being requested under:

- Category F – Expenses including Promotional expenses, directly related to a sporting event.

The application is in your packet for your review.

ATTACHMENTS:

Application for HOT Funds



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

Date of Application: 3/1/2021

Organization Information

Name of Organization: Bass Champs, Inc

Address: P.O. Box 89

City: Haslet State: TX Zip: 76052

Contact Name: Chad Potts Phone Number: 817-247-2974 cell

Website for Event or Sponsoring Entity: basschamps.com

Non-Profit Tax ID#: 752889522

For Profit

Entity's Creation Date: January, 1997

Please describe the purpose of your organization:

Bass Champs, Inc. is the nations largest and richest grass roots fishing tournament organization. Bass Champs awards over \$3 Million per year in cash & prizes each year. Since 1997 Bass Champs has given away over \$46 Million including nearly 200 bass boats, 90 ATV's & 35 trucks since our first event. We have hosted over 900 tournaments and served over 200,000 anglers nationwide. 2021 will be our 20th year on National Television

Event Information

Name of Event or Project: Bass Champs team Championship

Date of Event or Project: October 6-10, 2021

Primary Location of Event or Project: Lake O.H. Ivie

Amount Requested: \$ \$15,000

How will the funds be used:

Meal for 550-600 Anglers , Hotel Accomodations for 18 staff and crew members ,
Meeting facility for 550-600 anglers, restroom facilities, 500-1000 lbs of ice for
release trailer, 15-20 volunteers for parking and traffic control, security, marketing
for Championship event, Nationally televised shows to air on Pursuit channel, AT&T
Sports Southwest, Outdoor Action TV

Primary Purpose of Funded Activity/Facility:

The Richest Guaranteed Championship in the United States

Percentage of Hotel Tax Support of Related Costs

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

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

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

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: \$ _____

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

Amount requested under this category: \$ _____

- 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: \$ _____

- 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? 500

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

Multiple practice days leading up to the event, 3 official practice days the week of
_____ the event.

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: 20

Expected Attendance: over 1000

How many people attending the Event or Project will use City of Coleman hotels? 90%

Number of nights will they stay: 3-10

Do you reserve a room block for this event at an area hotel? yes

If so, for how many rooms and at which hotels? _____

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
2018	\$40,000	Red River - Shreveport
2019	35,000	Texoma -
2020	40,000	Red River - Shreveport

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

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

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?

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

Newspaper: \$ _____

Radio: \$ _____

TV: \$100,000 _____

Other Paid Advertising: \$100,000 _____

Number of Press Releases to Media: 1000's _____

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

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.

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

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?

Texas and surrounding states

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

Percentage of those in attendance that are staying at area hotels/lodging facilities: 90 %

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

**City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Agenda Memo**



Meeting Date: June 28, 2021
Department: HOT Revenue Advisory Board
Presented by:
Prepared by: James King, Assistant City Secretary

SUBJECT: Agenda Item No. 7

AGENDA ITEM:
Adjournment