MEMORANDUM

TO: Tourism Grant Committee
FROM: Shawn Raborn, City Manager
DATE: March 6, 2020
SUBJECT: Tourism Grant Committee

Attached for your review and consideration are five requests for funding under the Tourism Grant Program.

Attachments:

1. Current Finance Report
2. Hotel/Motel Tax Report Summary
3. Requests for Funding Summary
4. Application
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
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<td>Request for Funds</td>
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<td>Summary of Requests</td>
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<td>Texas Heroes Museum</td>
<td>Page 22</td>
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<tr>
<td>Texas Quilt Museum – Online Marketing Plan</td>
<td>Page 27</td>
</tr>
<tr>
<td>La Grange Chamber of Commerce – Billboard</td>
<td>Page 34</td>
</tr>
</tbody>
</table>
Tourism Grant Committee

INCOME

Fund Balance $406,275
Hotel/Motel Tax Income FY 2019-20 $104,995
Expenses to Oct - January $(17,834)
Approved Budgeted Expenditures Balance $(145,000)
Approved Budgeted Partnership Balance $(62,530)
Approved funds to be expended $(35,692)

Total Funds Available $250,214

Hotel/Motel Tax Income FY 2019-20

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-19</td>
<td>$26,193</td>
</tr>
<tr>
<td>Nov-19</td>
<td>$15,895</td>
</tr>
<tr>
<td>Dec-19</td>
<td>$34,743</td>
</tr>
<tr>
<td>Jan-20</td>
<td>$14,024</td>
</tr>
<tr>
<td>Feb-20</td>
<td>$14,139</td>
</tr>
<tr>
<td>Mar-20</td>
<td>$-</td>
</tr>
<tr>
<td>Apr-20</td>
<td>$-</td>
</tr>
<tr>
<td>May-20</td>
<td>$-</td>
</tr>
<tr>
<td>Jun-20</td>
<td>$-</td>
</tr>
<tr>
<td>Jul-20</td>
<td>$-</td>
</tr>
<tr>
<td>Aug-20</td>
<td>$-</td>
</tr>
<tr>
<td>Sep-20</td>
<td>$-</td>
</tr>
</tbody>
</table>

Year to Date Total $104,995

March 5, 2020
## Hotel/Motel Tax Report Summary

<table>
<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>Difference FY 18 to 19</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT</td>
<td>$22,072</td>
<td>$31,487</td>
<td>$38,206</td>
<td>$19,473</td>
<td>$26,193</td>
<td>$6,720</td>
<td>34.51%</td>
</tr>
<tr>
<td>NOV</td>
<td>$18,734</td>
<td>$23,100</td>
<td>$22,119</td>
<td>$27,149</td>
<td>$15,895</td>
<td>* ($11,254)</td>
<td>-41.45%</td>
</tr>
<tr>
<td>DEC</td>
<td>$12,784</td>
<td>$13,160</td>
<td>$15,582</td>
<td>$26,166</td>
<td>$34,743</td>
<td>$8,578</td>
<td>32.78%</td>
</tr>
<tr>
<td>JAN</td>
<td>$10,337</td>
<td>$10,523</td>
<td>$16,031</td>
<td>$15,253</td>
<td>$14,024</td>
<td>* ($1,229)</td>
<td>-8.06%</td>
</tr>
<tr>
<td>FEB</td>
<td>$15,846</td>
<td>$9,513</td>
<td>$13,038</td>
<td>$13,624</td>
<td>$14,139</td>
<td>$516</td>
<td>3.78%</td>
</tr>
<tr>
<td>MAR</td>
<td>$16,178</td>
<td>$17,007</td>
<td>$14,232</td>
<td>$27,272</td>
<td>*</td>
<td></td>
<td></td>
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<tr>
<td>APR</td>
<td>$29,025</td>
<td>$13,366</td>
<td>$33,860</td>
<td>$25,348</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUN</td>
<td>$22,168</td>
<td>$28,031</td>
<td>$32,369</td>
<td>$23,944</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUL</td>
<td>$6,973</td>
<td>$27,269</td>
<td>$15,831</td>
<td>$33,505</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUG</td>
<td>$22,943</td>
<td>$9,803</td>
<td>$19,965</td>
<td>$18,669</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEP</td>
<td>$6,654</td>
<td>$17,229</td>
<td>$12,879</td>
<td>$17,669</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$199,343</td>
<td>$208,816</td>
<td>$245,968</td>
<td>$270,528</td>
<td>$104,995</td>
<td>$3,331</td>
<td>3.28%</td>
</tr>
</tbody>
</table>

**YTD**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>$210,000</td>
<td>$190,000</td>
<td>$200,000</td>
<td>$220,000</td>
<td>$225,000</td>
<td></td>
</tr>
<tr>
<td>Percent</td>
<td>37.99%</td>
<td>46.20%</td>
<td>52.49%</td>
<td>46.21%</td>
<td>46.66%</td>
<td></td>
</tr>
</tbody>
</table>

* Missing 2 Hotels
Request for Funds March 6, 2020  
Tourism Grant Committee  
As of March 6, 2020

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Funds Requested</th>
<th>Staff Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 La Grange Roadrunners</td>
<td>$ 1,500</td>
<td>$ 1,500</td>
</tr>
<tr>
<td>2 TX Czech Heritage and Cultural Center - Slavnost/May Fest</td>
<td>$ 4,500</td>
<td>$ 3,500</td>
</tr>
<tr>
<td>3 Texas Heroes Museum</td>
<td>$ 2,500</td>
<td>$ 2,500</td>
</tr>
<tr>
<td>4 Texas Quilt Museum - Online Marketing Plan</td>
<td>$ 2,500</td>
<td>$ 2,500</td>
</tr>
<tr>
<td>5 La Grange Chamber of Commerce - Billboard</td>
<td>$ 3,900</td>
<td>$ 3,900</td>
</tr>
</tbody>
</table>

Total of Funding Requests

| Funds Available March 6 | $ 335,542 | $ 335,542 |
| Current Requested Allocation | $ (14,900) | $ (10,000) |
| Fund Balance            | $ 320,642 | $ 325,542 |

Budgeted Partnership Grants 2019-20

<p>| Awarded Grants Year to Date | $ (19,970) | $ (19,970) |
| Current Requested Allocation | $ (14,900) | $ (10,000) |
| Budget Partnership Balance  | $ 50,130   | $ 55,030   |</p>
<table>
<thead>
<tr>
<th>Request</th>
<th>Amount</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$4,500</td>
<td><strong>Texas Czech Heritage &amp; Cultural Center</strong>&lt;br&gt;Funds will be used to advertise the Slavnost/ May Fest to be held on May 18 and 19th. The committee allocated $1,700 in 2012, 2013; $1,750 in 2014, 2015; $3,000 in 2016; $3,500 in 2017, 2018 and 2019. Staff is recommending that we fund $3,500 which was the same level of funding in 2019.</td>
</tr>
<tr>
<td>2</td>
<td>$1,500</td>
<td><strong>La Grange Roadrunners Square Dancers Advertising</strong> Funds will be used to provide advertising for the three events that the Roadrunners Square Dancers host in La Grange in 2020. The committee allocated $1,000 to this project in 2012, 2013, 2014, 2015, 2016, $1,500 in 2017, 2018 and 2019. Staff recommends funding in the amount of $1,500</td>
</tr>
<tr>
<td>3</td>
<td>$2,500</td>
<td><strong>Texas Heroes Museum - Advertising</strong> This is the second request from the Texas Heroes Museum. The organization is requesting funds for advertising and promotion of the Museum. The council approved $2,500 in March of 2017. Staff recommends funding in the amount of $2,500 to allow for additional marketing opportunities that may arise over the next year.</td>
</tr>
<tr>
<td>4</td>
<td>$2,500</td>
<td><strong>Texas Quilt Museum</strong> This is the second request for exclusive online marketing of the Quilt Museum. Funds will be used for online ads for Facebook and Yelp for the second quarter of 2020. Staff recommends funding in the amount of $2,500.</td>
</tr>
<tr>
<td>5</td>
<td>$3,900</td>
<td><strong>La Grange Area Chamber of Commerce</strong> This request is for a billboard to direct traffic into La Grange to shop, eat and stay. The chamber is funding one billboard and is requesting that the city fund the second billboard at a location along State Highway 71 outside the city limits. The tourism committee has focused on funding marketing funds to support the marketing and promotion of specific events. The city has been the primary source of city-wide marketing and messaging efforts.</td>
</tr>
</tbody>
</table>
Tourism Grant Program
Funding Request Application

Organization Information
Date: 1/13/20

Name of Organization: La Grange Road Runners Fitness Club

Address: 144 Guz St.

City: State: La Grange, Tex. Zip: 78945

Contact Name: Bill Thiede Contact Phone Number: 912-966-2089

Web Site Address for Event or Sponsoring Entity: 

Is your organization: Nonprofit [ ] Private/For Profit [ ] Tax ID #: 

Name of Event or Project: 1) Texas Round Dance Teachers Assoc. 2) Texas Independence Day Dance 3) San-Tex Round Dance Festival

Partner Entity: 

Date of Event or Project: 1) 2-28-20-21 2) 3-21-20 3) 10-9-21-21

Start Time/End Time of the Event: Attached

Primary Location of Event or Project: Randolph Rec. Center

Has this Event/Facility been held before? If yes, please list the years: 2019 & Every Year since 2012

Please list any additional Co-Sponsors of the Event: 

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

Please list any contributions that are made to the community of La Grange as a result of funds generated from the event (scholarships, donations, etc.): American Cancer Society, Road to Recovery, Alzheimer's Assoc., Hotels, Motels, Restaurants, Country Club.

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes [ ] No [x]

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: Attached

HOT Amount Requested: $5,000 (Request may be up to a maximum of $10,000)
Percentage of Hotel Tax Support of Related Costs

\( rac{\text{X}}{\text{X}} \) (\%) Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\( \frac{\text{X}}{\text{X}} \) (\%) Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\( \frac{\text{X}}{\text{X}} \) (\%) Note Percentage of Total Marketing Costs Covered by Hotel Occupancy Tax for the Funded Event

\( \frac{\text{X}}{\text{X}} \) (\%) Note Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

Purpose of Funds Request (including proposed use of funds) Reimbursement of funds expenses for callers, events advertising, venue costs, hall expenses, all three events.

Explain how this expenditure will DIRECTLY enhance and promote tourism AND the convention and hotel industry. Canceled attendance for all three events expected for people in the area. Here for 2 plus days at 3 large hotels. Hotels, restaurants, shops, and the city. The hoteliers.

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

\( \square \) Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both $ 

\( \square \) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; $ 

\( \square \) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the city $ 

\( \square \) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including 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; 

\( \square \) 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; $
Questions for All Funding Requests
Historical Narrative

Please provide a brief description of your agency's history and background. (May be provided on separate page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.

Mission Statement

Increase the knowledge and skill of the arts physical and mental aspects of the state of Texas through arts services and you're audience. No Alcohol is permitted or allowed.

Background:

This will be our 20th year of dancing in La Grange. We teach swing and ball room. Our Crest Round Dancers hold their annual fair here because of the facility and accommodations.

Needs Statement

Explain why you are requesting funds from the City of La Grange HOT Funds. (May be provided on a separate page) How does your organization meet the needs of the community?

We do exhibition dancing at all the fairs in the area. Facilities, country fairs, and other venues present the Waltz Complex and its facilities. Our yearly瓦尔茨Handbook given to every attendee. This book is provided to every attendee.

Proposed Revenues and Expenditures. If you partner with another applicant please include their budget information. (May be provided on a separate page)

Proposed Revenue Budget Description

<table>
<thead>
<tr>
<th>Source</th>
<th>Previous Year</th>
<th>Current Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of La Grange</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fayette County</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$300</td>
<td>$500</td>
</tr>
<tr>
<td>Donations</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$500</td>
<td>$700</td>
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</tbody>
</table>
Proposed Expenditure Budget Description

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Previous Year</th>
<th>Estimated</th>
<th>Funded by Hotel/Motel Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall Contracts</td>
<td>1500 event</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>CIttee</td>
<td>3500</td>
<td>3500</td>
<td></td>
</tr>
<tr>
<td>Phes</td>
<td>360</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td>Pricine</td>
<td>300</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>1500</td>
<td>1500</td>
<td></td>
</tr>
</tbody>
</table>

Goals, Objectives and Measures

How many years have you held this Event or Project: 28 years.

Estimated Attendance: 250. How many people attending the Event or Project are anticipated will use hotels, motels or bed & breakfasts in the city?

How many nights will they stay: 2

Do you reserve a room block for this event at an area hotel or motel and if so, for how many rooms and at which hotels: See flyer

<table>
<thead>
<tr>
<th>No. Rooms</th>
<th>Name of Hotel/Motel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Next Hotel - Best Western</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Amount of Funding</th>
<th>Number of Hotel / Motel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>1500</td>
<td></td>
</tr>
</tbody>
</table>
Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising $520
- Newspaper
- Social Media
- Radio
- TV
- Press Releases to Media
- Direct Mailing to out of town recipients $1000
- Other

What areas does your advertising and promotion reach?

What number of individuals will your proposed marketing reach that are located in another city or county? Estimated 2500 +

If a permanent facility (e.g., museum, visitor center) Estimated Attendance:

- Monthly /
- Annually

Please note percentage of those in Attendance that are Staying at Area Hotel/Motels or other Lodging Facilities: 70 - 75%

If this request for funding is denied, will the event be held regardless of funding support from the City of La Grange?  Yes No

Other Comments:

Please feel free to attach any additional information about your organization or event that you think is relevant to this application.

I understand the limitations placed on use of Hotel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of La Grange. I understand use of funds is subject to audit and a post event form will be required to be submitted prior to reimbursement of funds approved. Applicant further understands that funds will be reimbursed upon the presentation of appropriate invoices or other documents certifying the funds have been encumbered.

If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of La Grange Main Street & Visitors Bureau. In addition, I agree to add The City of La Grange Main Street & Visitors Bureau’s logo and website address to the materials. I also agree to offer The City of La Grange Main Street & Visitors Bureau the opportunity to provide visitor information at a booth space provided by our organization at our event.

[Signature]

Name

[Signature]

Title

1/13/23

Date
TRDTA SOUTH - LA GRANGE, TEXAS

Round Dance Festival Phases 2-4

Featuring cuers from all over Texas for the 10th Annual South TRDTA Festival
February 28-29, 2020
Randolph Recreation Center
653 E. Pearl Street, La Grange, Texas

Tentative Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>Dance</td>
<td>7:30–10:00 pm</td>
</tr>
<tr>
<td></td>
<td>After Party Hotel</td>
<td>10:00 pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>Morning Teaches</td>
<td>9:30 am–12:00 pm</td>
</tr>
<tr>
<td></td>
<td>Lunch Break</td>
<td>12:00 pm–1:30 pm</td>
</tr>
<tr>
<td></td>
<td>Afternoon Teaches</td>
<td>1:30–3:30 pm</td>
</tr>
<tr>
<td></td>
<td>Early Rounds</td>
<td>7:00–7:30 pm</td>
</tr>
<tr>
<td></td>
<td>Dance</td>
<td>7:30–10:00 pm</td>
</tr>
</tbody>
</table>

Host Hotel:  
Best Western Inn & Suites  
600 E. State Hwy 71 Bypass  
La Grange, TX 78945  
979-968-6800  
Ask for TRDTA group rate

RV Park:  
Colorado Landing  
64 E. Bluffview  
La Grange, TX 78945  
979-968-9465

Other Hotels:  
Executive Inn & Suites  
1708 W. State Hwy 71  
La Grange, TX 78945  
979-968-2600

Hampton Inn  
1624 State Hwy 71  
La Grange, TX 78945  
979-968-4900

Register Early – We usually Sell Out.

Mail registration form and your check made payable to TRDTA:
Tammy Lee, 1936 Westfield Lane, Friendswood, TX 77546 / telephone: 281-482-4511

All Attendees: If your contact information is the same as last year, you may write SAME on the form.
All Cuers – Please complete a registration form if you are planning to attend.

For additional information:
email Martha & Ed Koslosky at: martha@koslosky.com (telephone 979-966-2358)

Voting for dances will be available electronically on the TRDTA website in mid-January.
You will be notified by email from Registration when voting is open.
A few soft Phase V dances will be programmed in early rounds only if they receive enough votes.

$40.00 per couple – $20.00 per single – Limited to 60 Couples – 2020

Name(s)  
Street Address
City  
State  
Zip  
Email  
Phone
Texas Independence Day

Saturday
March 21, 2020

Cuers
Martha and Ed

Caller
Pat Kotal

Randolph Recreation Center
653 E Pearl St.
La Grange, TX 78945

Schedule of Events
6:30 - 7:30 pm Early Rounds
7:30 - 10:00 pm Dance (2+2)
Come Hungry - Plenty of Food

Donation
$10.00 per dancer
$ 5.00 per teen dancer
Non-Dancers free at dance

Sponsored by the La Grange Roadrunners
33rd ANNUAL CENTEX ROUND DANCE FESTIVAL

OCT. 9 - 11, 2020

Featuring

T. J. & Bruce Chadd
Boise, ID

Schedule

Friday, Oct 9, 2020
Registration 6:45pm
Evening Program 7:00pm

Saturday, Oct 10, 2020
Coffee and snacks 9:00am
Warm-up Rounds 9:15am
Morning Teach 9:30am
Lunch 12:00pm
Afternoon Teach 1:30pm
Evening Program 7:00pm

Sunday, Oct 11, 2020
Review Teaches 9:00am

For more information contact:
Martha Koslosky (979)-966-2358
martha@koslosky.com

Casual dress accepted for Workshops, dance attire preferred for evenings.

Check Payable to Tammy Lee
Mail To: Tammy Lee
1936 Westfield Ln
Friendswood, TX 77546

CENTEX 2020 REGISTRATION: $110 per couple
After August 1, 2020: $120 per couple
No Refunds after Sep 1, 2020 – NO IOU
One Rollover Only

PLEASE PRINT

Last Name
His
Hers

Address

City  State  ZIP

Phone  E-mail

"12"
Tourism Grant Program
Funding Request Application

Organization Information
Date: 2/20/2020

Name of Organization: TX Czech Heritage & Cultural Center

Address: 250 West Fairgrounds Road

City: State: La Grange, TX Zip: 78945

Contact Name: Mark Hermes Contact Phone Number: 979-968-9399

Web Site Address for Event or Sponsoring Entity: czechtexas.org

Is your organization: Nonprofit □ Private/For Profit □ Tax ID #: 74-2832358

Name of Event or Project: Slavnost 'May Fest'

Partner Entity: none

Date of Event or Project: May 16-17, 2020

Start Time/End Time of the Event: 5/16 at 10A. - Sun May 17 5P.

Primary Location of Event or Project: TCHCC Complex

Has this Event/Facility been held before? If yes, please list the years: Yes. The event has been held for past 19 years.

Please list any additional Co-Sponsors of the Event: N/A

Please list any other organizations, government entities and grants that have offered financial support to your project: None at this time. We will hold a raffle.

Please list any contributions that are made to the community of La Grange as a result of funds generated from the event (scholarships, donations, etc.): Provides a good family festival that showcases historical and educational events year round.

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes ___ No X

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: Free

HOT Amount Requested: $4,500 (Request may be up to a maximum of $10,000)
Percentage of Hotel Tax Support of Related Costs

50 (%) Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 (%) Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

100 (%) Note Percentage of Total Marketing Costs Covered by Hotel Occupancy Tax for the Funded Event

0 (%) Note Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

Purpose of Funds Request (including proposed use of funds) For use in advertising and promoting the Slavnost and related events. The grant allows TCHCC to make a profit to be used in the complex upkeep, events and programs throughout the year.

Explain how this expenditure will DIRECTLY enhance and promote tourism AND the convention and hotel industry The event is a one-of-a-kind event that is a tribute to the Czech immigrants to Texas. The Fest this year is part of two days of activities on the grounds which will put people in the hotels for 1-2 nights. The Fest also introduces visitors to La Grange for future visits.

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

☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both $__________

☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; $__________

☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the city $3000

☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including 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; $ 1000

☐ 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; $500
Questions for All Funding Requests

Historical Narrative

Please provide a brief description of your agency’s history and background. (May be provided on separate page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.

Mission Statement: To promote and preserve the history, language, culture, and heritage of the early Czech immigrants to Texas. Also, see attached.

Background: TCHCC was incorporated in 1997 and the first visitors center for TCHCC was placed on the grounds in 2000. Since then, with the continued support of the City of La Grange, TCHCC has grown to be a top destination.

Needs Statement

Explain why you are requesting funds from the City of La Grange HOT Funds. (May be provided on a separate page) How does your organization meet the needs of the community?

TCHCC requests the HOT Funds for use in advertising the Slavnost and weekend events to honor the immigrants of the community and the history of La Grange and Fayette County. Cultural entertainment and displays give a well-rounded background for the community and Fest goers. The Slavnost is a free family event and welcomes people of any ethnicity.

Proposed Revenues and Expenditures. If you partner with another applicant please include their budget information. (May be provided on a separate page)

Proposed Revenue Budget Description

<table>
<thead>
<tr>
<th>Source</th>
<th>Previous Year</th>
<th>Current Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of La Grange</td>
<td>4500</td>
<td>4500</td>
</tr>
<tr>
<td>Fayette County</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>Raffle Items</td>
<td>Raffle Items</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6000</td>
<td>7000</td>
</tr>
</tbody>
</table>
## Proposed Expenditure Budget Description

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Previous Year</th>
<th>Estimated</th>
<th>Funded by Hotel/Motel Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>2500</td>
<td>2500</td>
<td>3000</td>
</tr>
<tr>
<td>Rentals &amp; Expenses</td>
<td>3020</td>
<td>3500</td>
<td>-0-</td>
</tr>
<tr>
<td>Concessions</td>
<td>3500</td>
<td>4000</td>
<td>-0-</td>
</tr>
<tr>
<td>Promotion of Arts</td>
<td>500</td>
<td>1000</td>
<td>1000</td>
</tr>
<tr>
<td>Brochures/Flyers</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
</tbody>
</table>

## Goals, Objectives and Measures

How many years have you held this Event or Project: **19**

Estimated Attendance: **1500**. How many people attending the Event or Project are anticipated will use hotels, motels or bed & breakfasts in the city?

How many nights will they stay: **1-2**

Do you reserve a room block for this event at an area hotel or motel and if so, for how many rooms and at which hotels:

<table>
<thead>
<tr>
<th>No. Rooms</th>
<th>Name of Hotel/Motel</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Best Western, La Grange</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Amount of Funding</th>
<th>Number of Hotel / Motel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1750</td>
<td>n/a No Block</td>
</tr>
<tr>
<td>2017</td>
<td>1750</td>
<td>n/a No Block</td>
</tr>
<tr>
<td>2018</td>
<td>4500</td>
<td>20+</td>
</tr>
<tr>
<td>2019</td>
<td>4500</td>
<td>20+</td>
</tr>
</tbody>
</table>
Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

☐ Paid Advertising $500
☐ Newspaper $1500
☐ Social Media $500
☐ Radio $1500
☐ TV $400
☐ Press Releases to Media $no chg
☐ Direct Mailing to out of town recipients $100
☐ Other

What areas does your advertising and promotion reach?
All of Texas and in parts of the US. We are connected to the Czech Foreign Ministry and the Czech Embassy.
TCHCC events are promoted worldwide through their sites as well as through our own social media groups.

What number of individuals will your proposed marketing reach that are located in another city or county? Estimated Millions

If a permanent facility (e.g. museum, visitor center) Estimated Attendance:
400+ or - Monthly / 20,000+ Annually

Please note percentage of those in Attendance that are Staying at Area Hotel/Motels or other Lodging Facilities: 50 - 65%

If this request for funding is denied, will the event be held regardless of funding support from the City of La Grange?  X Yes  ____ No

Other Comments:
TCHCC maintains a solid relationship with the Czech Republic government enabling great help in times of need.

Please feel free to attach any additional information about your organization or event that you think is relevant to this application.

I understand the limitations placed on use of Hotel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of La Grange. I understand use of funds is subject to audit and a post event form will be required to be submitted prior to reimbursement of funds approved. Applicant further understands that funds will be reimbursed upon the presentation of appropriate invoices or other documents certifying the funds have been encumbered.

If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of La Grange Main Street & Visitors Bureau. In addition, I agree to add The City of La Grange Main Street & Visitors Bureau’s logo and website address to the materials. I also agree to offer The City of La Grange Main Street & Visitors Bureau the opportunity to provide visitor information at a booth space provided by our organization at our event.

Mark Hermes  Manager/Event Chairman  2/20/2020
Name  Title  Date
INFORMATION FOR 2020

The annual ‘Slavnost’ (May Fest) will be held on Sunday, May 17, 2020. This is the only festival of the kind that honors the Czech Immigrants to Texas. This honor is held deeply in the hearts of the members and volunteers to the TCHCC. Awareness of this event is spreading and our yearly attendance because of this Fest has grown. Tourism increases from the success of our events. When we can advertise and entertain to the fullest extent because of help from the HOT, the TCHCC and other sites in Fayette County benefit all year long.

Events will take place beginning on Saturday, May 16 from 10-6P in the Czech Village. Events and the schedule is still being finalized for Saturday. Sunday will be the annual Slavnost with the Tribute to the Immigrants ceremony at 10:30A. The meal is served beginning at 11:30A. The Czech Harvesters Band will provide musical entertainment from 11:30-4P and there will be activities all around the Complex. No admission on Saturday or Sunday to the grounds.

The TCHCC Complex is a state-wide center for all Czechs. We draw from locations around Dallas, Houston, San Antonio and Corpus Christi to name a few. It is hard for us to say how many people are reached in our advertising. Each day holds a new chapter in someone’s life that walks through the door. We are seeing an increase in those from out of state who are tracing their ancestry to the Texas immigration. This is opening new paths of advertisement for us throughout the U.S. The TCHCC benefits directly from the local support and is able to spin the benefits of this support out across the state to bring the Texas Czech community together here in La Grange. We are also honored to be closely partnered with the Czech Embassy.

Some of the changes/additions to the 2020 Slavnost will be:

- Increase in advertisement across the board and using new avenues to do this.
- The band will be the Czech Harvesters of Ennis. We use bands each year from different areas of the state to bring in their followers who have not yet been here.
- Additional entertainment and cultural activities
- A dance floor will be under the tent. This addition alone has brought more people.

We thank you for all the support in the past and welcome the opportunity for this year. Working together, we can only make it better with each year. We also invite all the City of La Grange Council Members and staff to come and enjoy the TCHCC and see what we have done to make our events the best around. TCHCC continues to reign as the Best Museum in Fayette County 7 years running!
MAY 16-17, 2020 PRELIMINARY SCHEDULE OF EVENTS

Saturday, May 16
10-6PM – Czech Village:
- Special Tours of the newly opened & restored buildings
- Entertainment TBA
- More Activities TBA

Sunday, May 17 – Slavnost Festival
9 A.M. – Koliba Foyer
- Doors open for coffee and kolacé
- Selling of meal tickets and raffle tickets
- Kopecky Gift Shop Opens
- Music entertainment

10:30 A.M. – Ceremony Begins on the front Deck of the Museum
- Welcome introduction, posting of colors and invocation
- Immigrants to Texas Tribute & Certificate Presentation
- Wreath Laying at Immigrant Wall and 2019-20 Wall Stone Recognitions

11:30 A.M. – Fried Chicken Meal is served
- Pastry Shop
- Country Store
- Library opens
- Museums and Czech Village tours begin

11:30-4:00 P.M. – Music by the Czech Harvesters Band begins on the deck. A large tent on the lawn will provide shade and picnic style eating space.
- A dance floor is added under the tent.
- Hay rides around the grounds will be available for people moving

1:30 P.M. – The May Pole folk dance presentation: Front of the flags on TCHCC lawn.

2:00 P.M. – Zapalac Saw Mill and running of the Print Shop demonstrations in the Czech Village.

4:00 P.M. – Thank you and follow-up presentations. Annual Giveaway drawing.

5 P.M. – All events will conclude.
# 2020 Mayfest Estimate of Expenses

**Expenses and Marketing Plan by Departments**

<table>
<thead>
<tr>
<th>Departments</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proposed Marketing Plan</strong></td>
<td></td>
</tr>
<tr>
<td>Paper Advertising - out of town</td>
<td>1,150.00</td>
</tr>
<tr>
<td>Paper Advertising - in town</td>
<td>350.00</td>
</tr>
<tr>
<td>Radio Advertising - out of town</td>
<td>1,145.00</td>
</tr>
<tr>
<td>Radio Advertising - in town</td>
<td>355.00</td>
</tr>
<tr>
<td>Websites</td>
<td>200.00</td>
</tr>
<tr>
<td>Facebook</td>
<td>50.00</td>
</tr>
<tr>
<td>Mailouts, printing, postage</td>
<td>400.00</td>
</tr>
<tr>
<td>Bulk Mail Postage</td>
<td>150.00</td>
</tr>
<tr>
<td>Flyers: printing</td>
<td>120.00</td>
</tr>
<tr>
<td>Road Signage Advertisements</td>
<td>300.00</td>
</tr>
<tr>
<td><strong>Misc. Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Tent Rental</td>
<td>3,020.00</td>
</tr>
<tr>
<td>Fuel to mow &amp; grounds cleaning expense</td>
<td>120.00</td>
</tr>
<tr>
<td>Food/drinks</td>
<td>800.00</td>
</tr>
<tr>
<td>Caterer: plate lunch</td>
<td>3,600.00</td>
</tr>
<tr>
<td>Entertainment - Texas Dutchmen</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Entertainment: Foyer music</td>
<td>100.00</td>
</tr>
<tr>
<td>Tribute Certificates/printing</td>
<td>200.00</td>
</tr>
<tr>
<td>Restroom cleaning services</td>
<td>250.00</td>
</tr>
<tr>
<td>Kitchen supplies</td>
<td>150.00</td>
</tr>
<tr>
<td>Landscape and set-up decor</td>
<td>150.00</td>
</tr>
<tr>
<td>Miscellaneous expense</td>
<td>200.00</td>
</tr>
<tr>
<td>Workday/cleanup expenses</td>
<td>75.00</td>
</tr>
</tbody>
</table>

Estimated Total Expenses: **13,885.00**

**Estimated Income by Departments**

<table>
<thead>
<tr>
<th>Departments</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Store</td>
<td>450.00</td>
</tr>
<tr>
<td>Raffle</td>
<td>6,500.00</td>
</tr>
<tr>
<td>Meal: plate lunch</td>
<td>4,747.00</td>
</tr>
<tr>
<td>Pastries</td>
<td>250.00</td>
</tr>
<tr>
<td>Other Food Concessions</td>
<td>250.00</td>
</tr>
<tr>
<td>Beverages</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>TBD</td>
</tr>
<tr>
<td>HOT Funds</td>
<td>4,500.00</td>
</tr>
</tbody>
</table>

Estimated gross income: **18,197.00**

Estimated Total Net Income: **4,312.00**
Texas Czech Heritage and Cultural Event Center Presents

**Slavnost**

"May Fest"

Sunday, May 17, 2020

Celebrating 23 Years of TCHCC!

Tribute to Czech-Texas Immigrants of all years
Ceremony at 10:30 a.m.
Meal Served starting at 11:30 a.m.
$10.00 per person - Includes Meal & ALL Events

**Music By Czech Harvesters**
11:30 a.m. - 4:00 p.m.

*Fun for the Whole Family!*

Visit booths by the Czech Founded Organizations of Texas
Czech Village and Museum Tours ~ Pastry Shop ~ Classic Car Show
Gift Shop ~ Raffle Drawing ~ Country Store
Food & Drinks Available All Day

Texas Czech Heritage and Cultural Center
250 West Fairgrounds Road
La Grange, Texas 78945
888-785-4500 • info@czechtexas.org • www.czechtexas.org
Tourism Grant Program
Funding Request Application

Organization Information

Name of Organization: Texas Heroes Museum

Address: 171 S. Main St.

City: La Grange, TX  Zip: 78945

Contact Name: Charles Murray  Contact Phone Number: 968-6715

Web Site Address for Event or Sponsoring Entity: N/A

Is your organization: Nonprofit □ Private/For Profit □ Tax ID #: 46-4084521

Name of Event or Project: 2020 Advertising

Partner Entity: N/A

Date of Event or Project: N/A

Start Time/End Time of the Event: N/A

Primary Location of Event or Project: Texas Heroes Museum

Has this Event/Facility been held before? If yes, please list the years:
We have advertised in "Visit Fayette" magazine since the first issue. We are members of the C of C and FCTA.

Please list any additional Co-Sponsors of the Event: N/A

Please list any other organizations, government entities and grants that have offered financial support to your project: In the past year, we have received funds only from donations and a small amount from book sales. Prior to that, we received major grants from LCRA and Union Pacific and smaller grants from other organizations.

Please list any contributions that are made to the community of La Grange as a result of funds generated from the event (scholarships, donations, etc.): We have been in contact with the La Grange schools, offering to help teach Texas history with programs at the museum. Donations made at our Texas Heroes Day program are donated to the actors.

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes ___ No x ___

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: N/A

HOT Amount Requested: $2500.00 (Request may be up to a maximum of $10,000)
Percentage of Hotel Tax Support of Related Costs

? (%) Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

? (%) Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

? (%) Note Percentage of Total Marketing Costs Covered by Hotel Occupancy Tax for the Funded Event

? (%) Note Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

Purpose of Funds Request (including proposed use of funds) Year-long advertising, not for a single event:

1. Advertise in two editions of the "Visit Fayette" magazine, Spring/Summer and Fall/Winter, 2020

2. One-year memberships for 2020 in the Fayette County Tourism Association and the La Grange Chamber of Commerce.

3. Miscellaneous printing promotion cards, business cards, rack cards, etc.

Explain how this expenditure will DIRECTLY enhance and promote tourism AND the convention and hotel industry. Other than promoting the museum on free web sites, these are our primary advertising methods. We distribute "Free Admission" cards in a number of businesses around town. We also plan to distribute rack cards this year.

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

☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both $___________

☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; $___________

☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the city $___________

☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including 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; $___________

☐ 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; $2500___________

-23-
Questions for All Funding Requests
Historical Narrative

Please provide a brief description of your agency’s history and background. (May be provided on separate page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.

Mission Statement: The Texans in War Museum Association honors Texans who have answered the call to defend their lives, their property, and their liberty. Our mission is to educate the public about the history of Texan conflicts and the contributions Texans have made in preserving freedom.

Background: Our museum opened in September 2016. We have had over 5925 visitors through February, 2020. In the past 12 months, we have had over 2036 visitors. (An exact count is not possible, because some people sign in like “The Smith Family.”) Visitors have come from 48 states and 27 foreign countries.

Needs Statement

Explain why you are requesting funds from the City of La Grange HOT Funds. (May be provided on a separate page) How does your organization meet the needs of the community?

We do not charge admission. We accept donations, but they do not cover our expenses of insurance, security system, Internet connection, and advertising. In addition to our mission of honoring Texas Heroes, we are helping to maintain and preserve the Fayette County Old Jail. We promote tourism in the county by passing out Main Street’s maps and brochures, highlighting special features like Historic Casino Hall and Monument Hill, and encouraging return visits to see our many attractions.

Proposed Revenues and Expenditures. If you partner with another applicant please include their budget information. (May be provided on a separate page)

Proposed Revenue Budget Description

<table>
<thead>
<tr>
<th>Source</th>
<th>Previous Year</th>
<th>Current Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of La Grange</td>
<td>$2500</td>
<td>$2500</td>
</tr>
<tr>
<td>Fayette County</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Proposed Expenditure Budget Description

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Previous Year</th>
<th>Estimated</th>
<th>Funded by Hotel/Motel Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Fayette Spring/Summer, 1/2 page ad</td>
<td>$995</td>
<td>$995</td>
<td>$995</td>
</tr>
<tr>
<td>Visit Fayette Fall/Winter, 1/2 page ad</td>
<td>$995</td>
<td>$995</td>
<td>$995</td>
</tr>
<tr>
<td>Fayette County Tourism Assoc membership</td>
<td>$75</td>
<td>$75</td>
<td>$75</td>
</tr>
<tr>
<td>La Grange Chamber of Commerce membership</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Miscellaneous printing</td>
<td>$335</td>
<td>$335</td>
<td>$335</td>
</tr>
</tbody>
</table>

Goals, Objectives and Measures

How many years have you held this Event or Project: 3 - 1/2 years

Estimated Attendance: Over 2000 visitors per year. How many people attending the Event or Project are anticipated will use hotels, motels or bed & breakfasts in the city?

How many nights will they stay: ?

Do you reserve a room block for this event at an area hotel or motel and if so, for how many rooms and at which hotels:

<table>
<thead>
<tr>
<th>No. Rooms</th>
<th>Name of Hotel/Motel</th>
</tr>
</thead>
<tbody>
<tr>
<td>?</td>
<td>We do not track overnight visitors.</td>
</tr>
<tr>
<td></td>
<td>We know that many museum visitors stay at Colorado Landing, but we do not have a count.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Amount of Funding</th>
<th>Number of Hotel / Motel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>March, 2017</td>
<td>$2500 total approved</td>
<td></td>
</tr>
<tr>
<td>March, 2019</td>
<td>$995 (Check 129854)</td>
<td>?</td>
</tr>
<tr>
<td>February, 2020</td>
<td>$1170 (Pending)</td>
<td>?</td>
</tr>
</tbody>
</table>
Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising $1900
- Newspaper $190
- Social Media $NA
- Radio $190
- TV $190
- Press Releases to Media $NA
- Direct Mailing to out of town recipients $510
- Other $510

What areas does your advertising and promotion reach?
20,000 copies of "Visit Fayette" magazine are distributed state-wide. We are on Facebook, Trip Advisor, Yelp, and Google.

What number of individuals will your proposed marketing reach that are located in another city or county? Estimated 40,000 (8 copies of Visit Fayette)

If a permanent facility (e.g. museum, visitor center) Estimated Attendance:

170+ Monthly / 2000+ Annually

Please note percentage of those in Attendance that are Staying at Area Hotel/Motels or other Lodging Facilities: ?

If this request for funding is denied, will the event be held regardless of funding support from the City of La Grange?  x Yes  _ No

Other Comments:

We distribute Main Street’s maps and tourist guide brochures and booklets, and we encourage our visitors to visit Historic Casino Hall.

Please feel free to attach any additional information about your organization or event that you think is relevant to this application.

I understand the limitations placed on use of Hotel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of La Grange. I understand use of funds is subject to audit and a post event form will be required to be submitted prior to reimbursement of funds approved. Applicant further understands that funds will be reimbursed upon the presentation of appropriate invoices or other documents certifying the funds have been encumbered.

If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of La Grange Main Street & Visitors Bureau. In addition, I agree to add The City of La Grange Main Street & Visitors Bureau’s logo and website address to the materials. I also agree to offer The City of La Grange Main Street & Visitors Bureau the opportunity to provide visitor information at a booth space provided by our organization at our event.

Charles Murray ___________________ President ___________________ March 3, 2020
Name Title Date
Tourism Grant Program
Funding Request Application

Date: Feb.27, 2020

Organization Information

Name of Organization: Texas Quilt Museum

Address: 140 West Colorado

City: State: La Grange, TX Zip: 78945

Contact Name: Julie Maffei Contact Phone Number: 979-249-6568

Web Site Address for Event or Sponsoring Entity: www.texasquiltmuseum.org

Is your organization: Nonprofit □ Private/For Profit □ Tax ID #: 90-0656954

Name of Event or Project: Online Marketing Plan

Partner Entity:

Date of Event or Project: April 1, 2020 - June 30, 2020

Start Time/End Time of the Event: April 1, 2020 - June 30, 2020

Primary Location of Event or Project: Online ads Facebook, Yelp

Has this Event/Facility been held before? If yes, please list the years: n/a

Please list any additional Co-Sponsors of the Event: n/a

Please list any other organizations, government entities and grants that have offered financial support to your project: n/a

Please list any contributions that are made to the community of La Grange as a result of funds generated from the event (scholarships, donations, etc.): n/a

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes ______ No x_____

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: 

HOT Amount Requested: $2,500 (Request may be up to a maximum of $10,000)
Percentage of Hotel Tax Support of Related Costs

100 (%) Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

(%) Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

(%) Note Percentage of Total Marketing Costs Covered by Hotel Occupancy Tax for the Funded Event

(%) Note Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

Purpose of Funds Request (including proposed use of funds) We have transitioned all of our
marketing to online only. The funds in this proposal allow us to continue our online advertising program for another
quarter.

Explain how this expenditure will DIRECTLY enhance and promote tourism AND the
convention and hotel industry Since opening, the museum has drawn over 55,000 tourists to La Grange
This marketing program allows us to keep visitors coming back to La Grange with each announcement of a new exhibit
or event.

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

☐ Convention Center or Visitor Information Center: construction, improvement, equipping,
repairing operation and maintenance of convention center facilities or visitor information
centers, or both $__________

☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials
for the registration of convention delegates or registrants; $__________

☐ Advertising, Solicitations, Promotional programs to attract tourists and convention
delegates or registrants to the city $__________

☑ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention
Industry: encouragement, promotion, improvement, and application of the arts, including
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;
$2,500__________

☐ 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; $__________
Questions for All Funding Requests  
Historical Narrative

Please provide a brief description of your agency’s history and background. (May be provided on separate page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.

Mission Statement: To promote the appreciation of quilting for its contributions to history and culture.

Background: The museum was founded by the two founders of the International Quilt Festival in Houston, Karyn Bresenhan and Nancy O’Bryant Puentes. We opened in October 11. Since then we have presented over 79 exhibits, 1,867 quilts.

Needs Statement

Explain why you are requesting funds from the City of La Grange HOT Funds. (May be provided on a separate page) How does your organization meet the needs of the community?

The museum is a destination for tourists who discover the charm of La Grange and spend money at local shops, restaurants and other places such as convenience stores. These additional funs help the La Grange economy and bring in outside visitors who spend money but do not permanently impact city infrastructure and services.

Proposed Revenues and Expenditures. If you partner with another applicant please include their budget information. (May be provided on a separate page)

Proposed Revenue Budget Description

<table>
<thead>
<tr>
<th>Source</th>
<th>Previous Year</th>
<th>Current Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of La Grange</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fayette County</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
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<tr>
<td>Donations</td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
<td></td>
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<tr>
<td>Total</td>
<td></td>
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</tbody>
</table>
### Proposed Expenditure Budget Description

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Previous Year</th>
<th>Estimated</th>
<th>Funded by Hotel/Motel Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online marketing 1st quarter 2020</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### Goals, Objectives and Measures

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

Estimated Attendance: **6,500**. How many people attending the Event or Project are anticipated will use hotels, motels or bed & breakfasts in the city?

How many nights will they stay: **100**

Do you reserve a room block for this event at an area hotel or motel and if so, for how many rooms and at which hotels:

<table>
<thead>
<tr>
<th>No. Rooms</th>
<th>Name of Hotel/Motel</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Amount of Funding</th>
<th>Number of Hotel / Motel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$3,200</td>
<td>100</td>
</tr>
<tr>
<td>2017</td>
<td>$2,500</td>
<td>100</td>
</tr>
</tbody>
</table>
Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

☐ Paid Advertising $________
☐ Newspaper $________
☐ Social Media $________
☐ Radio $________
☐ TV $________
☐ Press Releases to Media $________
☐ Direct Mailing to out of town recipients $________
☐ Other $2,500

What areas does your advertising and promotion reach?

Texas and Louisiana

What number of individuals will your proposed marketing reach that are located in another city or county? Estimated 25,000

If a permanent facility (e.g. museum, visitor center) Estimated Attendance: 500 Monthly / 6,000 Annually

Please note percentage of those in Attendance that are Staying at Area Hotel/Motels or other Lodging Facilities: 3%

If this request for funding is denied, will the event be held regardless of funding support from the City of La Grange? ☐ Yes ☐ No

Other Comments:

Please feel free to attach any additional information about your organization or event that you think is relevant to this application.

I understand the limitations placed on use of Hotel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of La Grange. I understand use of funds is subject to audit and a post event form will be required to be submitted prior to reimbursement of funds approved. Applicant further understands that funds will be reimbursed upon the presentation of appropriate invoices or other documents certifying the funds have been encumbered.

If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of La Grange Main Street & Visitors Bureau. In addition, I agree to add The City of La Grange Main Street & Visitors Bureau’s logo and website address to the materials. I also agree to offer The City of La Grange Main Street & Visitors Bureau the opportunity to provide visitor information at a booth space provided by our organization at our event.

Julie Maffei Museum Manager
Name Title
February 27, 2020 Date
ADVERTISING EXPENDITURE BUDGET PLAN
APRIL 1-JUNE 30, 2020
BY BOB RUGGIERO

YELP ADS
April 1 invoice $390
May 1 invoice $390
June 1 invoice $390

FACEBOOK ADS/POSTS
Texas Grand Masters exhibit $150
Fun with Fractals exhibit $150
My Mexico exhibit $200
Karey & Nancy lecture $100
Museum Store $200
Boosted event & exhibit posts $500

TOTAL ONLINE AD EXPENDITURE $2,470
## Exhibition Schedule 2020

<table>
<thead>
<tr>
<th>Season</th>
<th>Exhibit dates</th>
<th>1st Exhibition</th>
<th>2nd Exhibition</th>
<th>3rd Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020</td>
<td>January 9-March 15</td>
<td>SAQA’s Layered &amp; Stitched: 50 Years of Innovation</td>
<td>QuiltCon Prizewinners 2013-2018</td>
<td>SAQA’s Layered &amp; Stitched: 50 Years of Innovation</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>March 19-June 21</td>
<td>Texas Grand Masters: Timeless Quilts</td>
<td>Fun with Fractals and Other Mathematical Quilts</td>
<td>My Mexico by Quilters de México premier )</td>
</tr>
<tr>
<td>Autumn 2020</td>
<td>September 24 – December 20</td>
<td>15th Quilt Japan (US premiere)</td>
<td>15th Quilt Japan</td>
<td>Picture Perfect: Quilts by Cynthia England</td>
</tr>
</tbody>
</table>
Tourism Grant Program
Funding Request Application

Organization Information
Name of Organization: LA GRANGE AREA CHAMBER OF COMMERCE
Address: 230 W. COLORADO ST
City: State: LA GRANGE TX  zip: 78945
Contact Name: DONNA PYLE  Contact Phone Number: 979-685-7548
Web Site Address for Event or Sponsoring Entity: lagraangetx.org
Is your organization: Nonprofit [x] Private/For Profit [ ] Tax ID #: 741498075

Name of Event or Project: billboard
Partner Entity: __________________________________________________________
Date of Event or Project: December 2020
Start Time/End Time of the Event: ________________________________
Primary Location of Event or Project: Hwy 71
Has this Event/Facility been held before? If yes, please list the years: NO
__________________________________________________________
Please list any additional Co-Sponsors of the Event: ____________________________
Please list any other organizations, government entities and grants that have offered financial support to your project: ________________________________

__________________________________________________________

Please list any contributions that are made to the community of La Grange as a result of funds generated from the event (scholarships, donations, etc.): ______________________________

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes [ ] No [x]

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: NO

HOT Amount Requested: $ 3,000 annnu( Request may be up to a maximum of $10,000)
Percentage of Hotel Tax Support of Related Costs

______(%) Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

______(%) Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

100 (%) Note Percentage of Total Marketing Costs Covered by Hotel Occupancy Tax for the Funded Event

______(%) Note Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

Purpose of Funds Request (including proposed use of funds) To direct traffic into our area
to encourage to shop, eat & stay

Explain how this expenditure will DIRECTLY enhance and promote tourism AND the
convention and hotel industry promote our area as a destination
for tourists which will promote business in our area

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

☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both $___________

☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; $___________

☒ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the city $ 3,000

☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including 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; $___________

☐ 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; $___________
Questions for All Funding Requests
Historical Narrative

Please provide a brief description of your agency’s history and background. (May be provided on separate page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.


Background: The chamber is a 501 C 6 non profit that promotes business members.

Needs Statement

Explain why you are requesting funds from the City of La Grange HOT Funds. (May be provided on a separate page) How does your organization meet the needs of the community?

We have been asked to help promote business with 2 billboards. The chamber is going to fund 1 billboard but would like to partner with the City of La Grange for the 2nd billboard. Both billboards will be outside city limits so to attract the 14,000 cars that pass daily.

Proposed Revenues and Expenditures. If you partner with another applicant please include their budget information. (May be provided on a separate page)

Proposed Revenue Budget Description

<table>
<thead>
<tr>
<th>Source</th>
<th>Previous Year</th>
<th>Current Year</th>
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</thead>
<tbody>
<tr>
<td>City of La Grange</td>
<td></td>
<td>2019-2020</td>
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<tr>
<td>Fayette County</td>
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<tr>
<td>Grants</td>
<td></td>
<td>3,900.00</td>
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<td>Donations</td>
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<tr>
<td>Other</td>
<td></td>
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<td>Total</td>
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<td>3,900.00</td>
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Proposed Expenditure Budget Description

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<tbody>
<tr>
<td>Billboard</td>
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Goals, Objectives and Measures

How many years have you held this Event or Project: 0

Estimated Attendance: N/A. How many people attending the Event or Project are anticipated will use hotels, motels or bed & breakfasts in the city?

How many nights will they stay: N/A

Do you reserve a room block for this event at an area hotel or motel and if so, for how many rooms and at which hotels:

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<th>No. Rooms</th>
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Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising $________
- Newspaper $________
- Social Media $________
- Radio $________
- TV $________
- Press Releases to Media $________
- Direct Mailing to out of town recipients $________
- Other $________

What areas does your advertising and promotion reach?

Multiple areas of Jesus that travel

What number of individuals will your proposed marketing reach that are located in another city or county? Estimated _______ vehicles

If a permanent facility (e.g. museum, visitor center) Estimated Attendance:

________ Monthly / ________ Annually N/A

Please note percentage of those in Attendance that are Staying at Area Hotel/Motels or other Lodging Facilities: N/A

If this request for funding is denied, will the event be held regardless of funding support from the City of La Grange? ☑ Yes _____ No

Other Comments:

We would like to work with the City for funding

Please feel free to attach any additional information about your organization or event that you think is relevant to this application.

I understand the limitations placed on use of Hotel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of La Grange. I understand use of funds is subject to audit and a post event form will be required to be submitted prior to reimbursement of funds approved. Applicant further understands that funds will be reimbursed upon the presentation of appropriate invoices or other documents certifying the funds have been encumbered.

If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of La Grange Main Street & Visitors Bureau. In addition, I agree to add The City of La Grange Main Street & Visitors Bureau's logo and website address to the materials. I also agree to offer The City of La Grange Main Street & Visitors Bureau the opportunity to provide visitor information at a booth space provided by our organization at our event.

Name: ___________________________ Title: Operations Director Date: 11/30/2020