



**NOTICE OF MEETING
OF THE
HOTEL MOTEL TAX ADVISORY COMMITTEE
Thursday, August 25, 2022 – Noon**

Notice is hereby given that a meeting of the Hotel Motel Tax Advisory Committee of the City of Marble Falls, Texas will be held **Thursday, August 25, 2022 at Noon** in the City Hall Council Chambers located at 800 Third Street, Marble Falls, Texas, at which time the following subjects will be discussed:

1. Call to Order.
2. Presentation by Fiesta Jam who has submitted an application for a request for funding from the FY 2021/2022 Hotel Occupancy Tax Budget.
3. Discussion and Action on recommendation to the City Council for funding for Fiesta Jam to be funded from the FY 2021/2022 Hotel Occupancy Tax Budget.
4. Adjournment.

Certificate of Posting

I, Christina McDonald, City Secretary for the City of Marble Falls, Texas, do certify that this Notice of Meeting was posted on the 22nd day of August 2022 at 8:30 am and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Christina McDonald

Christina McDonald, TRMC
City Secretary

In compliance with the Americans with Disabilities Act, the City of Marble Falls will provide for reasonable accommodations for persons attending Open Meetings. To better serve you, requests should be received 24 hours prior to the meeting. Please contact Ms. Christina McDonald, City Secretary at (830) 693-3615.

HOT Reimbursement Grant Application

Please print clearly and complete the following application.

Organization

Today's Date: August 17, 2022

Name of Organization: Fiestjam

Mailing Address: 3302 Vista Lane

City, State, Zip: MARBLE FALLS, TX. 78654

Contact Name: Robert Linder - John ARTHUR MARTINEZ

Contact Phone Number: 713-825-0425 512 663 8872

Contact E-mail: R.Linderhaus@aol.com

Is your organization: Non-profit Private/For-Profit Tax ID# 81-1936650

Purpose of your organization:
PROVIDING Music ENTERTAINMENT AND EDUCATION FOR MARBLE FALLS TO ASSIST OUR CHARITABLE MFFHS BAND & CHOIR AND HARMONY SCHOOL AND INCREASING TOURISM IN OUR AREA.

Proposal Information

Does your Event/Expenditure pass **Part One** of the statutory test, defined specifically as directly enhancing and promoting tourism in Marble Falls **AND** directly promoting the overnight accommodation industry in Marble Falls by increasing overnight stays? Yes No

Does your Event/Expenditure pass **Part Two** of the statutory test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories?

- (1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center;
 - (2) Paying the administrative costs for facilitating convention registration;
 - (3) Paying for advertising, solicitations, and promotion that attract tourists and convention delegates to the city or its vicinity;
 - (4) Expenditures that promote the arts;
 - (5) Funding historical restoration or preservation programs;
 - (6) Certain sporting event related expenses;
 - (7) Certain tourist shuttles;
 - (9) signage directing tourists to attractions frequently visited by hotel guests.
- Yes No

If the answer to one of the above two questions is no, you are not eligible for Hotel Occupancy Tax (HOT) funds and need not continue.

Event or Expenditure Description

1) Name of your event/expenditure: Fiesta Jam Song on Main

2) Website address of your event/expenditure: SONGSONMAIN.COM

3) Date (s) of event/expenditure: Oct. 1, 2022

4) Will there be an admission charge for this event/expenditure? Yes No

5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc...)

Activity	<u>Entry - General Admission</u>	Cost	<u>\$40.00</u>
Activity	_____	Cost	_____
Activity	_____	Cost	_____

6) Primary location of event/expenditure: Old Oak Square

7) What is specifically being marketed or promoted (i.e. facility, event, etc...)
Fiesta Jam Singer Songwriters
Sale 3

8) Purpose and goal of your organization and who benefits from your success:
Promoting youth Music Education in MF
Donations - MFHS Band + Choir and Harmony School of Art

Visitor Impact

1) Previous year's number of persons expected attending this event/expenditure:
Local: 1st Time - DNA Out of Town: _____

2) Number of total persons expected to attend this event/expenditure:
Local: ~~500~~ 175 Out of Town: 50

3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? 24?

4) Do you reserve a room block for this event/expenditure? Yes No

5) Which hotels have you negotiated a special rate if this reimbursement request is being used for an event? Please list hotels (do not list rates).
But will do None for 1st Time
Next year as we expand

Funding Request

Amount Requested: \$ 12,000 - \$ 20,000

Does the proposed event plan to become self-supporting in the future? Yes No

Total advertising/promotion budget: \$ 1,300

- a) What is your organization's direct contribution to the above? \$ 1,300 to be Reimbursed
- b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization? None

- c) How will the funds be used?

MARKETING & PROMOTION Advertising
Talent Housing TRAVEL Sound & Light production
Equipment RENTAL (chairs)

- d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising \$ _____ Radio \$ _____ Newspaper \$ _____

Press Releases to Media \$ _____ Television \$ _____

Direct Mailing \$ _____ Distribution of Brochures \$ _____

Other (describe) \$ 1,300 - plus donations

Required Attachments

Along with the application, please submit the following attachments:

1. Itemized, detailed list of expenditures relevant for HOT revenue use
2. Advertising/ Marketing Plan, including targeted audience, detailed list of media to be used
3. List of Board of Directors/ Event Committee with contact phone numbers
4. Event planning timeline
5. Schedule of activities relating to your event/ expenditure

HOT COMMITTEE—“ADDENDUM “- FUNDING REQUEST PAGE
ATTACHMENT

1. Itemized Expenditures

1. Marketing and Advertisement - -	\$1,300
2. Sponsor meals (Adrianos)	\$1,200
3. Talent — (5)	\$4,750
4. Sound and Lights	\$1,000
5. Chairs and delivery	\$265
6. Lodging for 5	\$1,500
7. Tickets and Program printing	\$500
8. Air Travel	\$600
9. Charity donations to MFHS Choir and band and Harmony school	<u>\$3,000</u>
	<u>\$14,115 -total</u>

2. Marketing plan—Social Media, flyers, posters, Radio, Newspapers
Audience appreciative of C&W, Texana —original songs
and newcomers.

3. Fiestajam - Board of Directors
John Arthur Martinez
Robert Linder
Tim Stallard
Andrea Welch
non Board—finances—Rick Naber

4. Event planning Timeline —“7 weeks”—got a late start -but caught up.

5. Schedule :

4 p.m. —Set up
5:30 p.m. -Dinner at Adrianos
7 p.m. - Question and Answer session with Songwriters
7:30 p.m. Singer -Songwriter Concert—2 sets -OLD OAK SQUARE

Important Note: This is the beginning Music concert with the idea of expanding this event down near the Lake possibly for a 2023 - Two day event adding seminars and two nights of performances. . !!

It is our hopes that any left over funds be considered as “Seed Money” for 2023. A new proposal will be present to this committee in coming months.

FIESTAJAM

Local HOT Use Request for Funding Agreement Form

Please return completed application with necessary attachments and signature to the City of Marble Falls, 800 Third Street, Marble Falls, TX 78654 by the grant application deadline. If you have any application questions, please contact Lisa Ward at (830) 693-3615.

I fully understand the Local Hotel Occupancy Tax (HOT) Special Events Grant Application, Application Process, Reimbursement Process, and Rules Governing the Application established by the City of Marble Falls. I intend to use this funding for the aforementioned event to forward the efforts of the City of Marble Falls in **directly** enhancing and promoting tourism **and** the convention and hotel industry by attracting visitors from **outside** Marble Falls into the city or its vicinity.

I have read the Local Hotel Occupancy Tax (HOT) Special Events Grant Application guidelines including the Rules Governing the Application and the Reimbursement Process.

I understand that if I am awarded my request for Hotel Occupancy Tax (HOT) funding by the City of Marble Falls, any deviation from the approved event or from the Rules Governing the Application may result in the partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) Special Events Grant Application.

Fiestajam
Organization Name

Robert Lynch
Applicant's Signature

Aug. 18, 2022
Date

— 2852 / 81. pm A

MAIATZIT

— King of Kings