



**NOTICE OF MEETING
OF THE
HOTEL MOTEL TAX ADVISORY COMMITTEE
Wednesday, November 16, 2022 – Noon**

Notice is hereby given that a meeting of the Hotel Motel Tax Advisory Committee will be held **Wednesday, November 16, 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. Discussion and Action on a HOT Reimbursement Grant Application for funding from the FY 2022/2023 Hotel Occupancy Tax Budget for Music on Main.
3. Discussion and Action on a recommendation to the City Council for funding from the FY 2022/2023 Hotel Occupancy Tax Budget for Music on Main.
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 October 31, 2022 at 11:00 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.

Dear Marble Falls HOT Committee,

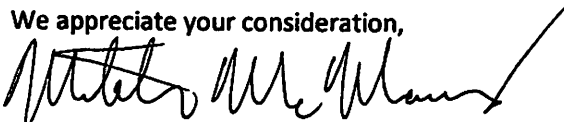
Thank you for considering our Music on Main application. The goal of Music on Main is to encourage locals and tourists to explore the Downtown District on a weeknight. We plan to offer live music on the last Thursday of each month from 6p to 9p. Our first concert was held on August 25 and was a huge success. The schedule below reflects the remaining events for this season:

- September 29 – Ruben V Band
- October 27 – David Orr Band
- November 17 – Jesse Stratton Band

After this successful season, we would like the opportunity to pitch an entire 2023 season. Our goal would be to host live music each Thursday in Downtown from March to November.

Your financial contribution will help bring quality music to the District. 80% of the funding goes directly to the bands, and the remaining 20% is spent on promotion. Information will be distributed directly to the hotels encouraging tourists to attend. Partnerships with Visit Marble Falls will help multiple our efforts.

We appreciate your consideration,



Mitch McManus

Music on Main

HOT Reimbursement Grant Application

Please print clearly and complete the following application.

Organization

Today's Date: 9/7/2022

Name of Organization: Music on Main

Mailing Address: 305 Main Street

City, State, Zip: Marble Falls, Texas, 7865

Contact Name: Mitch McManus

Contact Phone Number: 210.860.0455

Contact E-mail: MDMcManus1@aol.com

Is your organization: Non-profit **Private/For-Profit** Tax ID# _____

Purpose of your organization:

To provide live music in Downtown Marble Falls and encourage extended hours on Main Street.

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: Music on Main
- 2) Website address of your event/expenditure: _____
- 3) Date (s) of event/expenditure: Every Thursday, March to November
- 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 | _____ | Cost | _____ |
| Activity | _____ | Cost | _____ |
| Activity | _____ | Cost | _____ |
- 6) Primary location of event/expenditure: Old Oak Square/Downtown Marble Falls
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)
Quality live music on Main Street with no admission fees.

- 8) Purpose and goal of your organization and who benefits from your success:
To drive foot traffic on a week night.

Visitor Impact

- 1) Previous ~~year's~~ number of persons expected attending this event/expenditure:
Local: 100 Out of Town: 100
- 2) Number of total persons expected to attend this event/expenditure:
Local: 100 Out of Town: 100
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? Will increase general tourism and encourage longer stays
- 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).

Funding Request

Amount Requested: \$ 3,000

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

Total advertising/promotion budget: \$ 800

a) What is your organization's direct contribution to the above? \$ 1000

b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?

Local inkind trades with small businesses

c) How will the funds be used?

80% for bands fees, 20% for advertising efforts

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) \$ Social Media

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

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.

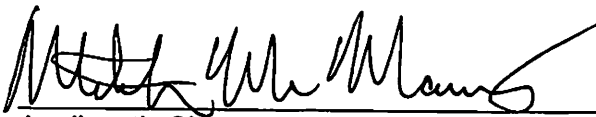
I fully understand the Local Hotel Occupancy Tax (HOT) Special Events Grant Application, Application Process, Reimbursement Process, and Rules Governing the Application established by the City of Marble Falls. I intend to use this funding for the aforementioned event to forward the efforts of the City 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.

Music on Main

Organization Name



Applicant's Signature

9/7/2022

Date