

CITY OF BASTROP, TX
RESOLUTION NO. R-2025-71

**A RESOLUTION OF THE CITY OF BASTROP, TEXAS, TO
APPROVE AN APPLICATION BY SRE PROMOTIONS FOR
THE EVENT KNOWN AS CORVETTE INVASION FOR A
\$20,000 GRANT FROM THE HOTEL OCCUPANCY TAX
FUND TO FUND A UNIQUELY BASTROP EVENT;
PROVIDING FOR FINDINGS OF FACT, REPEALER,
SEVERABILITY, EFFECTIVE DATE, PROPER NOTICE,
AND MEETING**

WHEREAS, pursuant to Texas Local Government Code Section 51.001, the City of Bastrop ("City") has general authority to adopt an ordinance, resolution, or police regulation that is for the good government, peace, or order of the City and is necessary or proper for carrying out a power granted by law to the City; and

WHEREAS, Texas Tax Code Section 351.101(a)(3)(4)(5) authorizes hotel occupancy tax to be used for advertising and conducting solicitations and promotional programs to attract tourists; the encouragement, promotion, improvement, and application of the arts, including drama, folk art; and advertising and conducting solicitations and promotional programs to encourage tourists to visit preserved historic sites or museums; and

WHEREAS, having received an application from Corvette Invasion for a \$20,000 grant from the Hotel Occupancy Tax to fund a uniquely Bastrop event.

WHEREAS, the City Council has determined that Corvette Invasion as a uniquely Bastrop event, will promote tourism within the City of Bastrop.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Bastrop, Texas:

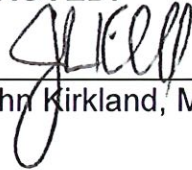
Section 1. Findings of Fact: The foregoing recitals are incorporated into this resolution ("Resolution") by reference as findings of fact as if expressly set forth word-for-word herein.

Section 2. Authorization of Grant Funds: The City Council authorizes a \$20,000 grant to be awarded for use in funding Corvette Invasion.

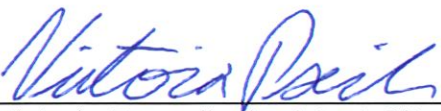
- Section 3. Execution.** The City Council authorizes the execution of all necessary documents related to the disbursement of the HOT Funds Grant.
- Section 4. Repealer:** To the extent reasonably possible, resolutions are to be read together in harmony. However, all resolutions, or parts thereof, that are in conflict or inconsistent with any provision of this Resolution are hereby repealed to the extent of such conflict, and the provisions of this Resolution shall be and remain controlling as to the matters regulated.
- Section 5. Severability:** Should any of the clauses, sentences, paragraphs, sections, or parts of this Resolution be deemed invalid, unconstitutional, or unenforceable by a court of law or administrative agency with jurisdiction over the matter, such action shall not be construed to affect any other valid portion of this Resolution.
- Section 6. Effective Date:** This Resolution shall take effect upon the date of final passage noted below, or when all applicable publication requirements, if any, are satisfied in accordance with the City's Charter, its Code of Ordinances, and the laws of the State of Texas.
- Section 7. Proper Notice & Meeting:** It is hereby officially found and determined that the meeting at which this Resolution was passed was open to the public, and that public notice of the time, place, and purpose of said meeting was given as required by the Open Meetings Act, Texas Government Code, Chapter 551. Notice was also provided as required by Chapter 52 of the Texas Local Government Code.

PASSED & APPROVED on First Reading by the City Council of the City of Bastrop,
on this, the 25th day of March 2025.

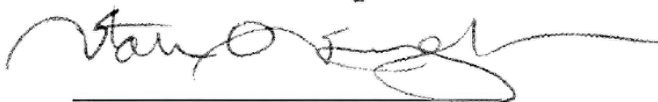
APPROVED:

by: 
John Kirkland, Mayor Pro-Tem

ATTEST:


Victoria Psencik, Assistant City Secretary

APPROVED AS TO FORM:


City Attorney



APPLICATION REQUEST FOR
HOTEL OCCUPANCY TAX FUNDING
FY 2024-2025



Eligibility & Guidelines

Texas Tax Code Chapter 351 allows the City of Bastrop to collect Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

The use of Hotel Occupancy Tax dollars must bring visitors to the City of Bastrop and increase occupancy in Bastrop hotels. If an event will not generate any trackable and meaningful hotel activity, it is not eligible to receive hotel occupancy tax funds.

The Texas Tax Code provides a **two-part test** for every expenditure of HOT revenue. In order to qualify for HOT funding, applications must meet Criteria #1 AND fit into one of the allowable uses of the tax as required by state law.

ADDITIONAL ELIGIBILITY REQUIREMENTS (ALL MUST BE APPLICABLE IN ORDER TO APPLY):

- ☐ Event will generate a minimum of 20 room night stays.
- ☐ Applicant has not received funding from the City of Bastrop for the same event.
- ☐ Applicant has not received funding from Visit Bastrop for three (3) consecutive years/events.
- ☐ If your event requires permitting from the city or county of Bastrop, proof of approved permits must be submitted.

Applications will be accepted throughout the fiscal year subject to fund availability and provided they are received at least 120 days prior to the event for evaluation and processing.

Funding requests for events occurring inside of 120 days of the request will be rejected unless there are significant extenuating circumstances, which are at the discretion of Visit Bastrop.

Only one application per individual and/or organization can be funded per fiscal year and applications will not be accepted for events that have already occurred.

Funding – Request for funding shall not exceed \$10,000 per applicant within a given fiscal year.

HOT Funding may be paid out in 50/50 payments. Upon approval of a completed application, applicants may submit an invoice amounting to 50% of the HOT grant awarded.

The remaining 50% may be submitted for payment by invoice after receiving approval of a complete Post-Event Report.

Applicants must submit receipts showing proof of proper expenses according to the state law. If applicants fail to retain proof of every expense, they will forfeit the HOT grant.

If you produce under 20% of approximate room nights as specified in the approved application and Funding Agreement you will not receive funding.

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Follow-up Presentation – Upon completion of a HOT funded event, a designated representative will be expected to attend a HOT Advisory Committee meeting to present a Follow-up Report on items such as visitor attendance and event impact.

If you meet the eligibility requirements and can provide supporting documentation, please proceed to the next page.

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HOTEL OCCUPANCY TAX FUNDING
FY 2024-2025



Application Date: 2/14/2025

OFFICE USE

Received Date:

Organization Information

Organization Name SRE Promotions LLC
Mailing Address 1000 Wallin Farms Cove
City, State, Zip Hutto, TX 78634
Primary Contact Shawn Jones
Phone Number 512-373-5544
Email sweetridesoftexas@yahoo.com
Alternate Contact Elaine Prout
Phone 757-327-2727
Email eprou66@gmail.com
Tax ID # 81-1599899
Organization Type ☐ Non-Profit ☒ Private/For-Profit

Event Information

Event Name Corvette Invasion
Event Date(s) From July 18 To July 19
Location Basstrop Convention Center
Event Website www.corvetteinvasion.com
Expected Number of Attendees 1000
Is this a first-time event? ☐ Yes ☒ No
If no, did this event occur in Bastrop during the previous fiscal year? ☒ Yes ☐ No ☐ N/A
Has your organization applied for HOT funds for this event before? ☒ Yes ☐ No ☐ N/A
If yes, how much HOT funding did you receive for the prior year's event from Visit Bastrop or any other entity of the City of Bastrop? 20,000
If yes and you received funding for more than one year, what is the total amount of HOT funding received for the history of your event? 60,000
Is this event open to the general public? ☒ Yes ☐ No
Will there be an admission charge? ☐ Yes ☒ No
Will you need meeting space? ☐ Yes ☒ No
Amount of Funding Requested \$ 20,000

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Does your event pass Part-One of the Statutory Hotel Occupancy Tax test?

Defined specifically as directly enhancing and promoting tourism in Bastrop and directly promoting the overnight accommodation industry in Bastrop by increasing overnight stays.

- ☒ Yes
☐ No

Does your event 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. Please specify the amount of funding you will be requesting from each category. If the answer does not meet one of the following categories, the event is not eligible for HOT funds and the application need not continue.

Check all that apply and fill in the portion of the requested funds you plan to use for the given category.

- | | |
|--|----------------|
| ☐ Funding the establishment, improvement, or maintenance of a convention center or visitor information center | \$ _____ |
| ☒ Paying the administrative costs for facilitating convention registration | \$ <u>6900</u> |
| ☒ Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity | \$ <u>9700</u> |
| ☐ Expenditures that promote the arts | \$ _____ |
| ☐ Funding historical restoration or preservation programs | \$ _____ |
| ☐ Funding certain expenses, including promotional expenses, directly related to a sporting event | \$ _____ |
| ☐ Signage directing tourists to sights and attractions frequently visited by hotel guests | \$ _____ |

Visitor Impact

Expected Local Attendance	<u>700</u>
Expected Out of Town Attendance	<u>300</u>
How many total hotel room nights do you estimate your attendees will book? <i>Please include room nights that may be occupied by vendors, contestants, attendees, etc. for the duration of your event.</i>	<u>200</u>

Have you secured your room block with Visit Bastrop? ☒ Yes ☐ No

Special Permits through the City of Bastrop

Will any City of Bastrop resources be required? (i.e., parks, fire, police, etc.) ☒ Yes ☐ No

If yes, have you completed a Special Event Permit Application with the city? ☐ Yes ☒ No

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Please indicate all promotional efforts your organization is coordinating to alert visitors to your event.

☐ Radio \$ _____ ☐ Television \$ _____ ☒ Brochure Distribution \$ <u>300</u> ☒ Social Media \$ <u>3500</u> ☐ Press Releases \$ _____	☐ Direct Subscribers \$ _____ ☒ Online/Digital \$ <u>400</u> ☐ Newsletter \$ _____ ☐ Direct Mailings \$ _____ ☐ Newspaper \$ _____
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List all fees associated with your event. (i.e., parking, admission, contests, etc.)

Convention Center rental plus required insurance	\$ 7300
Event Coordinator	\$ 3000
Security	\$ 2000
Food and Beverage	\$ 3000

Please attach a separate document for the following questions. **Be very specific and answer each question in full!** The more thorough your answers, the easier it will be for our team to come to a decision.

1. **DETAILED** description of your event. What is the purpose/goal? Who benefits from your success?
2. How would HOT funds be used if approved?
3. What is your current operating budget for this event?
 - a. How much of your budget is dedicated specifically to advertising/promoting your event to visitors outside of Bastrop County?
4. Of the current budget, how much does your organization contribute vs how much will be expensed using HOT funds?
5. What is your specific marketing plan? How will you promote your event and attract visitors to Bastrop? Please provide a detailed list of the media used, amount spent, type of products used.
6. Describe your attendance goals for this event and identify steps used to achieve these goals.
7. What is your detailed plan for tracking how many room nights your event brought to Bastrop?
 - a. How do you intend to advertise or promote your event to gain room night stays?
 - b. How will your event help promote the hotel industry in Bastrop?
8. How will you measure the return on investment of the requested amount of HOT funds for your event?
9. If this is an event that Visit Bastrop has funded in the past, please tell us what new marketing initiatives you will utilize to promote hotel and convention activity for this event?
10. What is the target audience for your event?

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I affirm and certify that all the information and answers to questions herein are complete, true, and correct to the best of my knowledge and belief. I understand that any misrepresentation, falsification, or omission of any facts called for in the application may render this application void, whenever discovered.

Please initial:

- EP I understand that submission of an application does not guarantee funding, in whole or in part.
- EP I understand that I am required to include a link to Visit Bastrop on my promotional handouts and in our website for booking hotel nights during this event.
- EP I understand that I must include the approved Visit Bastrop logo on all promotional handouts and on our website as a sponsor for this event. Furthermore, I will submit samples of our promotional handouts in our Post Report.
- EP I understand that actual receipts that total the award will be provided in the Post Report, as well as copies or screen shots of Visit Bastrop's listing as a sponsor. I understand that failure to provide all required documentation will result in becoming ineligible for future funding for the individual and/or the organization.
- EP I understand that if my event does not take place, I am required to return the full amount of funding to Visit Bastrop within 30 days of the intended day of the event.
- EP I agree to cooperate fully with Visit Bastrop, or authorized agents of Visit Bastrop, with information which reasonably relates to the payment of benefits from the HOT fund and this application.
- EP I hereby agree to indemnify and hold harmless Visit Bastrop against any and all claims, demands, or causes of action of any kind or nature resulting from or in connection with Visit Bastrop.
- EP I understand that if my application is approved, the financials of this event may be viewed at any time by Visit Bastrop prior to receiving reimbursement for the event and/or following completion of my event.
- EP I understand that I must abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.

I have read and understood the information in this application packet as well as the information provided to me on the FY 2024-2025 HOT Fund Application landing page on visitbastrop.com. I understand and will comply with all provisions therein; and I intend to use the funds awarded for my event to directly enhance and promote the tourism and hotel industry by attracting visitors from outside of Bastrop into the City of Bastrop and its ETJ to stay overnight in one of Bastrop's lodging facilities.

Elaine Prout

Applicant Printed Name

2/14/2025

Date

Applicant Signature

Should my application be approved, please make check payable to:

Name SRE Promotions LLC dba Corvette Invasion

Address 1000 Wallin Farms Cove

City/State Hutto, TX Zip 78634