



# CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

## Hotel Occupancy Tax Funds Application

### Organization and Contact Information

Official organization name: Social Hill Music, LLC dba 11th Street Cowboy Bar

Mailing address: PO Box 213 Bandera, TX 78003

Website for event or sponsoring entity: https://11thstcowboybar.com

Non-profit or for-profit status: For Profit Tax ID Number: 88-1644172

Purpose of the organization: Our purpose is to bring live music to all ages to a family friendly venue in Bandera. We're bringing music culture & promoting the City of Bandera regionally, state, nation & worldwide keeping the mystic of Bandera alive.

### Proposal Information

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera **AND** directly promote the overnight accommodation industry in Bandera?  Yes  No

Does your event specifically limit the use of HOT funds to one or more of the following categories: (1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities?  Yes  No

**If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.**

How will the funds be used to meet one or more of the criteria described in the Texas State Law?

11<sup>th</sup> Street Cowboy Bar is strategically promoting people statewide, nationwide and worldwide to bring tourists to The City of Bandera and put heads to beds. We're bringing regional and national artists to Bandera to emotionally attach people to The City of Bandera. We're tactically putting up signage, billboards, push cards and flyers around the region and whole state educating people about Bandera.

Why should your request be granted?

The reason our request should be granted, we're attracting tourists from regional, statewide, nationwide and the world to visit our town of Bandera, Texas.

### Event Information

Name of event or project: We have numerous events and projects throughtout the year.

Date of event or project: All year

Primary location of event or project: 11th Street Cowboy Bar

Name/title of officer authorized to act for entity: Richard Sutton/Partner, D. Foster/Partner, Sasha Sutton/Partner, Melinie Ivey/Partner

Applicant/contact person: Melinie Ivey Phone: 832-326-8858

Amount requested: \$ 75,000

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 75,000

b) Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ 75,000

c) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry: historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ 0

d) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 0

Questions for All Funding Categories:

1. How many years have you held this event or project? 16 months

2. Expected attendance: 50,000 conservatively

3. Over the last three years, list year that you have hosted your event or project and amount of HOT fund assistance: **Month/Year Held** **Assistance Amount**

| Month/Year Held | Assistance Amount |
|-----------------|-------------------|
| _____           | \$ _____          |
| _____           | \$ _____          |
| _____           | \$ _____          |

4. What other organization, government entities and grants have offered financial support to your project?

Bandera County Convention & Visitors Bureau

5. Will you charge admission?  Yes  No If so, how much? \$ Varies per Event

6. Do you anticipate a net profit from the event?  Yes  No

What is the anticipated amount and how will it be used? To be determined

7. Please list all promotional efforts and the amount committed:

Newspaper: \$ 1,500

Radio: \$ 12,000

TV: \$ \_\_\_\_\_

Other paid advertising: \$ 70,000 (social media)

Number of press releases to media: 20+

Other promotions: \$116,000

8. Will you include a link to other sources on your promotional handouts and in your website for booking hotel nights during this event?  Yes  No

9. What geographic areas does your advertising and promotion reach? Regional, state, nation and world.

**Supplemental Information**

**Please attach the following to the application prior to submission:**

A copy of your agency's IRS tax exempt certificate

Your organization's current budget approved by your organization's board

Income statement from past event(s) that have received HOT funds in the 12 months preceding your application

Proposed budget for event to be funded in whole or in part with grants from this application with line items where HOT funds will be used highlighted. Include all items you expect the HOT funding to pay for, including salaries, benefits, and operating expenses – even if HOT funds are only covering a portion of certain expenses.

Melanie Jolley  
Signature

December 5, 2023  
Date



December 3, 2023

Bandera City Council  
C/O The City of Bandera  
551 Main Street  
Bandera, TX 78003

RE: Hotel Occupancy Tax Funds

Dear Council,

The partnership of Social Hill Music LLC, dba 11<sup>th</sup> Street Cowboy Bar, respectfully requests Advertising and Marketing Funds in support of events that you will find in an excel spreadsheet. We have also submitted copies of receipts showing that 11<sup>th</sup> Street Cowboy Bar has spent \$99,381.40 in advertising to date.

In the past year, our venue has provided over 48 events that have garnered, conservatively, over 30,000 people to Bandera and The Biggest Little Honky Tonk in Texas. In addition of approximately \$100,000 in advertising, marketing and promotions, we have also spent over \$500,000 in musical performances that attract people from around our state, nation and world.

Monies received from Hotel Occupancy Tax Funds will be used to continue to support the advertising campaign for events in the future. These campaigns bring people from all over the United States and the world to the businesses, hotels and ranches located in our great town of Bandera. One hundred percent of the funds will be designated for use to continue our campaign and for advertising and public relation purposes.

We appreciate all the hard work on behalf of the City of Bandera to make our town a magical Texas destination. We hope everyone has a Merry Christmas and Happy New Year.

Sincerely,

Richard Sutton  
Partner

Sasha Sutton  
Partner

D. Foster  
Partner

Melinie Ivey  
Partner



REQUEST FOR HOTEL  
OCCUPANCY TAX FUNDS

Dec-23

AMOUNT SPENT ON FACEBOOK  
ADVERTISING

| EVENT/PERFORMER                   | DATE                  | AMOUNT SPENT ON FACEBOOK<br>ADVERTISING |
|-----------------------------------|-----------------------|---|
| COWBOY MARDI GRAS                 | FEB 9-11, 2023        | \$10,600.72                             |
| CHARLIE ROBISON                   | 14-Apr-23             | \$1,229.99                              |
| CHRISTMAS BALL                    | 9-Dec-23              | \$300.00                                |
| KODY WEST                         | 30-Dec-23             | \$800.00                                |
| NYE 2023                          | 31-Dec-23             | \$351.31                                |
| JAKE WORTHINGTON                  | 24-Feb-23             | \$378.00                                |
| POOL TOURNAMENT                   | EVERY TUES & THURS    | \$300.00                                |
| MARK CHESTNUTT                    | 7-Apr-23              | \$2,300.20                              |
| NEAL MCCOY                        | 29-Apr-21             | \$2,019.97                              |
| WADE BOWEN                        | 21-Apr-23             | \$3,239.79                              |
| ADVERTISING BANDERA               |                       | \$1,797.69                              |
| JOHNNY LEE                        | 4-Mar-23              | \$800.00                                |
| WELDON HENSON                     | 17-Feb-23             | \$374.18                                |
| MICHAEL MARTIN MURPHY             | 13-May-23             | \$2,001.65                              |
| HILL COUNTRY MUSIC FEST           | 11-Mar-23             | \$509.96                                |
| AL DRESSEN'S SWING BAND           | 3-Mar-23              | \$600.00                                |
| JOSH WARD                         | 28-Apr-23             | \$800.00                                |
| BILLY MATA                        | 31-Mar-23             | \$800.00                                |
| DIAMOND RIO                       | 12-May-23             | \$2,069.76                              |
| LORRIE MORGAN                     | 9-Jun-23              | \$1,199.99                              |
| BRIAN BLACK                       | 17-Jun-23             | \$500.00                                |
| JOSHUA RAY WALKER                 | 19-May-23             | \$1,299.99                              |
| MEMORIAL DAY STOMPEDE             | May 27-29, 2023       | \$3,543.77                              |
| MARTY HAGGARD                     | 20-May-23             | \$500.00                                |
| SHENANDOAH                        | 7-Jul-23              | \$2,329.93                              |
| TG SHEPPARD                       | 14-Jul-23             | \$1,814.89                              |
| JUNIOR BROWN                      | JUNE 10, 2023         | \$200.00                                |
| THE BELLAMY BROTHERS              | 22-Jul-23             | \$1,100.00                              |
| PLACES TO STAY IN BANDERA         |                       | \$300.00                                |
| STONEY LARUE                      | 12-Aug-23             | \$2,159.99                              |
| LABOR DAY WEEKEND                 | SEPTEMBER 1-4, 2023   | \$2,900.00                              |
| PAT GREEN                         | 23-Sep-23             | \$3,249.98                              |
| THE COWBOY CAPITAL<br>DOCUMENTARY | 20-Jul-23             | \$100.00                                |
| GARY P NUNN                       | 28-Jul-23             | \$600.00                                |
| BOB WILLS' TEXAS PLAYBOYS         | 29-Jul-23             | \$500                                   |
| TWO TONS OF STEEL                 | 26-Aug-23             | \$400.00                                |
| SUNDANCE HEAD                     | 16-Sep-23             | \$200.00                                |
| KENTUCKY HEADHUNTERS              | 23-Sep-23             | \$1,000.00                              |
| STEAK NIGHT                       | WEDNESDAYS            | \$300.00                                |
| RUMBLE ON THE RIVER               | SEPTEMBER 29-30, 2023 | \$1,500.00                              |

|                        |                    |             |
|------------------------|--------------------|-------------|
| AARON WATSON           | 18-Nov-23          | \$1,415.63  |
| JOSH WARD              | 11-Nov-23          | \$1,900.00  |
| MOE BANDY              | 13-Oct-23          | \$800.00    |
| KYLE PARK              | 24-Nov-23          | \$1,600.00  |
| HALLOWEEN PARTY        | 28-Oct-23          | \$300.00    |
| HUNTER'S WEEKEND       | NOVEMBER 1-3, 2023 | \$2,500.00  |
| WADE BOWEN             | 2-Dec-23           | \$1,378.41  |
|                        |                    |             |
| PUBLIC RELATIONS       | IN 2023            | \$2,500.00  |
| BILLBOARD              | IN 2023            | \$5,008.00  |
| GRAPHIC PROMOTIONS     | IN 2023            | \$9,156.99  |
| FLYERS                 | IN 2023            | \$2,287.61  |
| NEWSPAPER ADS          | IN 2023            | \$1,409.00  |
| JAM BROADCASTING RADIO | IN 2023            | \$3,910.00  |
| RANCH RADIO            | IN 2023            | \$8,244.00  |
|                        |                    | \$99,381.40 |