



# 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: Bandera Pro Rodeo Association

Mailing address: PO Box 457 Bandera, Tx. 78003

Website for event or sponsoring entity: banderapro rodeo.org

Non-profit or for-profit status: NonProfit Tax ID Number: 47-2289507

Purpose of the organization: To promote our western heritage & lifestyle through the sport of Rodeo. To help our community by bringing tourism to our city.

### 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, (4) Sporting Events?

☒ 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 were the requested reimbursable funds used?

Advertising through Print, radio & social media.

Why should your request be granted?

We feel that we bring quality family oriented entertainment to Bandera. Our international visitors want to come here to see the "Cowboy Capital of the world" in action. Our second goal is to work with other businesses & entities in Bandera to promote as a singular entity to bring people to Bandera.



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## Event Information

Name of event or project: Memorial Weekend Stampede Rodeo

Date of event or project: May 22-24, 2025

Primary location of event or project: Mansfield Park

Name/title of officer authorized to act for entity: Lisa Kellmann, Treasurer

Applicant/contact person: Lisa Kellmann Phone: 830-832-9227

## **Select Category/Categories and Amount Requested**

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

Amount requested under this category: \$ 6,000

2. 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: \$ \_\_\_\_\_

3. 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: \$ \_\_\_\_\_

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: \$ 1,000



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Total Amount requested: \$ 7,000<sup>00</sup>

- How many years have you held this event or project? BREA since 2015 11<sup>th</sup>
- Estimated Attendance: 3500
- List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

## Month/Year Held

## Assistance Amount

<u>2024</u>	\$ <u>7,000</u>
<u>2023</u>	\$ <u>7,000</u>
<u>2022</u>	\$ <u>5,864.13</u>

- Have you or will you receive HOT funds from Bandera County for this event:  
☐ Yes ☐ No If yes, what was the amount? \_\_\_\_\_
- What other organizations or government entities have you received financial support for your project?  
We have been supported by the Convention & Visitors Bureau for both rodeos.
- Did you charge admission? ☒ Yes ☐ No If so, how much? \$ 15.00 6.00 Free  
Adult Kid Veterans
- Did your event or program revenue exceed expenditures? ☐ Yes ☒ No However...  
 If so, how will the profits be used? We are re-building Bandera Pro Rodeo  
and have budgeted to invest in our Community youth. We are working  
on a scholarship and will continue to support FFA/4H

- Please list all promotional efforts and the amount committed:

Newspaper:	\$ <u>0</u> <u>Houston Rodeo</u> <u>\$1000</u>	Radio:	\$ <u>4214</u>
TV:	\$ <u>0</u> <u>Rack cards 314</u>	Other paid advertising:	\$ <u>1100</u> <u>FB</u>

Number of press releases to media: Radio spots, included in radio total

Other promotions: We sent 1600 Koozies with Bandera Pro Rodeo to PRAA  
Convention which were given in goody bags.

- Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



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10. What geographic areas did your advertising and promotion reach?

Worldwide with assistance from CVB Nationwide

**Attach the following to the application prior to submission:**

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Lisa Kellmann

09-02-2025

Signature

Date

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 13 2017

BANDERA PRORODEO ASSOCIATION  
PO BOX 457  
BANDERA, TX 78003

Employer Identification Number:  
47-2289507  
DLN:  
17053272342006  
Contact Person:  
JASON T SAMMONS ID# 31616  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
November 7, 2014  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

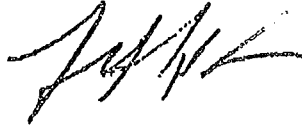
If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

BANDERA PRORODEO ASSOCIATION

Sincerely,

A handwritten signature in dark ink, appearing to read 'J. Cooper', with a stylized flourish at the end.

Jeffrey I. Cooper  
Director, Exempt Organizations  
Rulings and Agreements

Bandera ProRodeo Association  
Proposed Budget for Memorial Weekend Rodeo 2025

Advertising	\$15,000
Producer's Fee	\$50,730
Judges Fees	\$ 2,000
Participants Winnings	\$25,000
Contract Amenities	\$ 2,850
Veterinarian	\$ 2,400
Sheep	\$ 400
Video Production Screen	\$12,000
Location	\$ 2,800
Electricity	\$ 1,800
Chair Rental	\$ 1,400
Security	\$ 2,363
EMS	\$ 1,535
Porta Potties	\$ 2,800
Trash	\$ 600
Event Expenses (Tickets etc.)	\$ 1,200
Sponsor Benefits	\$ 3,000
Food & Beverage	\$ 4,000
License	\$ 150
Entertainment	\$ 3,200

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\$135,228

Accent Publishing, Inc

Fed. ID #74-2735793 -210-654-9555

PO Box 2009

Canyon Lake TX 78133-0007

1/30/1995 01343915

# Invoice

DATE	INVOICE #
4/7/2025	13040

BILL TO
Bandera Pro Rodeo Assoc. Ms. Lisa Kellman P.O. Box 457 Bandera, TX. 78003 Lisa@sbcglobal.net

SHIP TO
Customer Pick Up Thank you

P.O. NUMBER	TERMS
Lisa	ON Receipt

JOB #
7859

QUANTITY	DESCRIPTION	PRICE EACH	AMOUNT
2,000	Rack Card	0.157	314.00
	PRCA, 4 x 9", 4/4 on 14 Pt. Cover Stock with UV gloss one side.	0.00	0.00
	Sales Tax	0.00	0.00
BUSINESS CARDS, BROCHURES, POCKET FOLDERS, RACK CARDS, POSTCARDS, ENVELOPES, TICKETS, NCR FORMS		<b>Total</b>	\$314.00

To: [Lisa@banderaprorodeo.org](mailto:Lisa@banderaprorodeo.org)

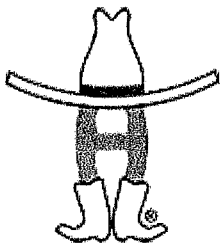
Cc: [dmabond@gmail.com](mailto:dmabond@gmail.com)

Subject: Re: HLSR Souvenir Program Contract # 255431 - Payment & Authorization

Dear advertiser and HLSR member,

We have not received a new artwork file as indicated in your order below. Please let us know if you can resend or submit new artwork file by the end of the day Friday.

Thank you.



#### Souvenir Program

Houston Livestock Show and Rodeo™: March 4 – 23, 2025

World's Championship Bar-B-Que Contest: Feb. 27 – Mar. 1, 2025



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**From:** [souvenirprogram@rodeohouston.com](mailto:souvenirprogram@rodeohouston.com) <[souvenirprogram@rodeohouston.com](mailto:souvenirprogram@rodeohouston.com)>

**Sent:** Tuesday, November 12, 2024 4:10 AM

**To:** [Lisa@banderaprorodeo.org](mailto:Lisa@banderaprorodeo.org) <[Lisa@banderaprorodeo.org](mailto:Lisa@banderaprorodeo.org)>

**Cc:** [dmabond@gmail.com](mailto:dmabond@gmail.com) <[dmabond@gmail.com](mailto:dmabond@gmail.com)>

**Subject:** HLSR Souvenir Program Contract # 255431 - Payment & Authorization

Payment and authorization have been received for contract # 255431.

**PAYMENT  
DATE:** 11/11/2024

**SALES  
PERSON:** Bond, Mary Anna

**SALES  
PERSON  
PHONE:** 832-741-9963

**SALES  
PERSON  
EMAIL:** [dmabond@gmail.com](mailto:dmabond@gmail.com)

**ADVERTIS  
ER:** Bandera ProRodeo Association

**AD NAME:** Bandera ProRodeo Association

**ADVERTIS**

Ads

Simple ad setup and management for boosted content or individual ads.



Search

Filter



Clear

Jan 1, 2025 - May 26, 2025

Ads



Boosted Facebook post  
May 15 • Created  
Post  
engagements  
Memorial  
Weekend...



Views  
Results  
Amount spent

61,605  
Views

32,078  
Reach

3,769  
Post  
engagements

\$499.98  
Spent of  
\$500.00

Boost again

View results

Boosted Facebook post  
Apr 10 • Created  
Post  
engagements  
For tickets,  
Sponsor...



42,857  
Views

31,225  
Reach

5,288  
Post  
engagements

\$299.99  
Spent of  
\$300.00

Boost again

View results

Boosted Facebook post  
Jan 21 • Created  
Messages  
4 Sign up for



26,657  
Views

10,007  
Reach

70  
Messaging  
conversation...

\$300.00  
Spent of  
\$300.00

Boost again

View results



RANCH RADIO MARKETING GROUP  
3505 FREDERICKSBURG ROAD  
KERRVILLE, TEXAS 78028

Account ID: 2804  
Statement Date: 6/2/2025  
Account Rep: TROY AUCOIN

Please Pay This Amount \$3,144.00

Amount Paid: \_\_\_\_\_

BANDERA PRO RODEO ASSOCIATION  
PO BOX 457  
BANDERA, TX 78003

PLEASE MAKE ALL CHECKS PAYABLE TO  
RANCH RADIO MARKETING GROUP.  
THANK YOU!

Sponsor: BANDERA PRO RODEO ASSOCIATION

Page 1

Reference	Date	Type	Description	Amount	Balance
BalForward	5/1/2025	Bal	Balance Forward as of 4/30/2025	0.00	0.00
25050206	5/31/2025	INV	Invoice: KRNH 2804-047 BANDERA PRO RODEO [48-:30 Spots / 4-1:30 LIVE INTERVIEW W/ RANDY]	1,284.00	1,284.00
25050207	5/31/2025	INV	Invoice: KRNH 2804-048 BANDERA PRO RODEO [48-:30 DONATIONS]	0.00	1,284.00
25050208	5/31/2025	INV	Invoice: KRNH-HD4-THE FOX 2804-049 BANDERA [48-:30 Spots]	800.00	2,084.00
25050209	5/31/2025	INV	Invoice: KFXE-THE RAPTOR 2804-049 BANDERA [48-:30 Spots]	800.00	2,884.00
25050210	5/31/2025	INV	Invoice: KRNH-HD4-THE FOX 2804-050 BANDERA [48-:30 DONATIONS]	0.00	2,884.00
25050211	5/31/2025	INV	Invoice: KFXE-THE RAPTOR 2804-050 BANDERA [48-:30 DONATIONS]	0.00	2,884.00
25050212	5/31/2025	INV	Invoice: KFXE-THE RAPTOR 2804-051 BANDERA [4-1:30 LIVE INTERVIEW W/ROB SAVAGES]	260.00	3,144.00
Statement Total:					\$3,144.00

*Thank you very much  
Lisa!  
Troy*

Please Pay This Amount

\$3,144.00

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
\$3,144.00					\$3,144.00



**Invoice #0000087**

Ref: Price Quote #43  
Issue Date: Oct 23, 2024  
Due Date: Oct 31, 2024

**Rockin' S Branding Company**  
215 West Bandera Road STE 114-193  
Boerne, Texas 78006  
United States  
rsbrandingcompany@gmail.com  
Phone: 210-777-1706

Customer Info:  
**Lisa Kellmann**  
lisa@banderaprorodeo.org  
Phone: 830-832-9227

## **Koozie Project Bandera ProRodeo Association**

Product or Service	Quantity	Price	Line Total
Pocket Can Coolie	1600	\$0.65	\$1,040.00
Setup	1	\$45.00	\$45.00
Shipping - TBD	1	\$71.83	\$71.83