



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: Non Profit Tax ID Number: 47-2289507

Purpose of the organization: To promote the western heritage & lifestyle through the sport of rodeo.

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 we bring quality family oriented entertainment to Bandera. We have many international visitors as well as within the U.S.



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Event Information

Name of event or project: Bandera Roundup Ranch Rodeo's

Date of event or project: Labor Day Weekend August 30-31, 2025

Primary location of event or project: Mansfield Park

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

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: \$ 3500

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: \$ 4,500

1. How many years have you held this event or project? 10-11 years (?)
2. Estimated Attendance: We sold 947 tickets not including box seats
3. 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

2024
?
?

\$ 3500
\$ _____
\$ _____

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☐ No If yes, what was the amount? _____

5. What other organizations or government entities have you received financial support for your project?
CVB has given us just under \$600 for this event.

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ 15, \$6 \$8 ^{Adults Kids Veterans}

7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No ^{Still working on data but I believe we have a non profit inspite of rain}
If so, how will the profits be used? We will be supporting local youth in Bandera County, as well as other non-profits

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

Newspaper: \$ 0

Radio: \$ 4050.⁰⁰

TV: \$ _____

Other paid advertising: \$ FB \$550

Number of press releases to media: radio lives included in our package

Other promotions: _____

9. 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?

all of Texas

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.

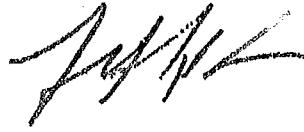
If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive 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. 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 black ink, appearing to read "Jeffrey I. Cooper". The signature is stylized with a large initial "J" and a long horizontal stroke 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

\$135,228

**A Proposal for
Bandera Pro Rodeo
Labor Day 2025**

Stations: KZAH-FM, KAXA-FM, KRVL-FM

Sales Representative	Phone	Mobile	Fax	Email	
Gabe Laurentz	830-896-1230	210-284-7794		gabe@jambroadcasting.net	
Quoted	Good Until	Start Date	End Date	Total Weeks	Printed
08-04-2025	08-10-2025	08-18-2025	08-31-2025	2	08-04-2025 @ 11:54:26 am

Weeks: 08-18 to 08-31-2025										Total Weeks: 2	
Description	Len	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Rate	Units	Investment
KZAH 99.1 The Buck 6a-12m	30	3	3	3	3	3	0	0	\$20.00	15	\$300.00
KRVL 94.3 REV 6a-12m	30	3	3	3	3	3	0	0	\$20.00	15	\$300.00
KAXA 103.7 MIKE FM 6a-12m	30	3	3	3	3	3	0	0	\$18.00	15	\$270.00
2 Week Totals:										90	\$1,740.00

Schedule Totals:										Units	Investment
										90	\$1,740.00

RANCH RADIO MARKETING GROUP
3505 FREDERICKSBURG ROAD
KERRVILLE, TEXAS 78028

Account ID: 2804
Statement Date: 9/2/2025
Account Rep: TROY AUCOIN

Please Pay This Amount \$2,310.00

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

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Reference	Date	Type	Description	Amount	Balance
BalForward	8/1/2025	Bal	Balance Forward as of 7/31/2025	0.00	0.00
25080197	8/31/2025	INV	Invoice: KRNH 2804-052 BANDERA PRO RODEO [33-:30 Spots]	828.00	828.00
25080198	8/31/2025	INV	Invoice: KRNH-HD4-THE FOX 2804-052 BANDERA [33-:30 Spots]	546.00	1,374.00
25080199	8/31/2025	INV	Invoice: KFXE-THE RAPTOR 2804-052 BANDERA [33-:30 Spots]	546.00	1,920.00
25080200	8/31/2025	INV	Invoice: KRNH 2804-053 BANDERA PRO RODEO [33-:30 DONATIONS]	0.00	1,920.00
25080201	8/31/2025	INV	Invoice: KRNH-HD4-THE FOX 2804-053 BANDERA [33-:30 DONATIONS]	0.00	1,920.00
25080202	8/31/2025	INV	Invoice: KFXE-THE RAPTOR 2804-053 BANDERA [33-:30 DONATIONS]	0.00	1,920.00
25080203	8/31/2025	INV	Invoice: KRNH 2804-054 BANDERA PRO RODEO [3-1:30 RANDY HOUSTON INTERVIEWS]	195.00	2,115.00
25080204	8/31/2025	INV	Invoice: KFXE-THE RAPTOR 2804-055 BANDERA [3-1:30 LIVE ENDORSEMENT W/ ROB SAVAGES]	195.00	2,310.00
Statement Total:					\$2,310.00

Thank you!
Troy

Please Pay This Amount

\$2,310.00

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
\$2,310.00					\$2,310.00

We had issues with FBs for our daily spend
So we spent \$547.12 total

Performance ⑥

\$499.78 spent over 7 days.

Details

Status
Completed

Goal
Get more engagement

Total budget
\$500.00

Duration
7 days

Activity

Post engagements

8330

Post reactions

7635

Link clicks

375

Post shares

217

See all v

Audience

This ad reached 31,466 Accounts Center accounts in your audience.

Preview

Mark your Calendars for Labor Day Weekend! Women's Ranch Rodeo Saturday August 30 Men's Ranch Rodeo Sunday August 31 Mutton Bustin' Eac..

Send message



BIG LABOR DAY WEEKEND ALERT!
Saturday, August 30: Women's Ranch Rodeo
Sunday, August 31: Mutton Bustin' Eac..

Details


- Status
Completed
- Goal
Get more engagement
- Total budget
\$500.00
- Duration
7 days

See all

Preview

Mark your Calendars for Labor Day Weekend! Women's Ranch Rodeo Saturday August 30 Men's Ranch Rodeo Sunday August 31 Mutton Bustin' Each night \$30 Tickets available online banderaprrodeo.org \$15 Adult \$8 Military \$6 Kids

Send message



View ad

Edit ad

Payment method

 Visa • 8214

Change

Amount spent



Total amount

\$47.94