



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 Business Association (BBA)

Mailing address: 414 12th Street, PMB016, Bandera, TX 78003

Website for event or sponsoring entity: www.banderabusiness.com

Non-profit or for-profit status: Non Profit Tax ID Number: 33-1104310

Purpose of the organization: To promote, preserve and enhance our western and historical culture in Bandera Texas known as "The Cowboy Capital of the World".

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?

The Cowboys on Main are a blended group of historical reenactment actors who perform for the visitors of Bandera on a weekly basis, usually on Saturdays for 4 hours. Any funding received goes directly to pay the actors for their individual performances.

Why should your request be granted?

We need assistance to ensure this event continues.



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Event Information

Name of event or project: Cowboy on Main

Date of event or project: Every Saturday from 9:00 am to 2:00 pm

Primary location of event or project: Heritage Park

Name/title of officer authorized to act for entity: Arlene Guerra-BBA President

Applicant/contact person: Arlene Guerra Phone: 210-6324535

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: \$ \$38,500

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: \$ -0-

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: \$ -0-

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-



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Total Amount requested: \$ \$38,500

1. How many years have you held this event or project? Started in 2005
2. Estimated Attendance: Varies from 50 to 75 plus per show. Two to three shows every Sat plus visiting and
Performing skits in varies stores and restaurants along Main Street
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

June/2022

\$ \$5,000-City

Sept/Jan 2025

\$ EDC-\$28,700 City \$10,000

\$ _____

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?
EDC
6. Did you charge admission? ☐ Yes ☒ No If so, how much? \$ _____
7. Did your event or program revenue exceed expenditures? ☐ Yes ☒ No
If so, how will the profits be used? N/A

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

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other paid advertising: \$ _____

Number of press releases to media: Facebook, CVB Weekly calendars, posters and banners,

Other promotions: Texas Highway Magazine, Yo Lo and various other movies etc that performers have been
interviewed and filmed in.

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

www.banderacowboycapital.com and www.banderabusiness.com



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

All over the country and internationally

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.

Allen B. Givens

8/26/26

Signature

Date