



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: P O Box 213 Bandera TX 78003

Website for event or sponsoring entity: www.11thstreetcowboybar.com

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

Purpose of the organization: To provide live music and entertainment to residents of Texas and visitors from around the world that visit Bandera Texas for the Cowboy Capital of the World experience.

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

Type in

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 funds have been and will be used to promote tourism for the City and County of Bandera Texas.

We bring well known performers to our venue and advertise such through Radio and Social Media.

Our goal is to bring visitors from all over Texas, the United States and the world to enjoy the Bandera experience.

Why should your request be granted?

We strive to bring quality entertainment to our venue to promote more business to all merchants in the City and County of Bandera Texas. We have Mardi Gras, Hunters Weekend, Bandera Stompede and Labor Day weekend that bring visitors from all over the world as well as larger acts every month.



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Event Information

Name of event or project: Hunters Weekend 2025

Date of event or project: November 1-3 2025

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

Name/title of officer authorized to act for entity: Richard W Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

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: \$ 0

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: \$ 10000

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: \$ 10000

1. How many years have you held this event or project? 20 Plus Years
2. Estimated Attendance: 2000-4000
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

<u>Nov 2025</u>	\$ <u>0.00</u>
<u>Nov 2024</u>	\$ <u>0.00</u>
<u>Nov 2023</u>	\$ <u>12500</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 3000
5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To promote further live music entertainment in Bandera and the County of Bandera

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

Newspaper: \$ _____ Radio: \$ 1600

TV: \$ _____ Other paid advertising: \$ 1900

Number of press releases to media: _____

Other promotions: Continual radio spots an social media posts throughout the month before event

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?

Hill Country and surrounding area by radio, worldwide by social media posts

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.

R. W. Subb

8/27/26

Signature

Date



CITY OF BANDERA

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Event Information

Name of event or project: Mardi Gras 2026

Date of event or project: February 5-7 2026

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

Name/title of officer authorized to act for entity: Richard W Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

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: \$ 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: \$ 20000

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: \$ 20500

1. How many years have you held this event or project? 20 Plus Years
2. Estimated Attendance: 3000-5000
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

<u>Feb 2026</u>	<u>\$ 0.00</u>
<u>Feb 2025</u>	<u>\$ 0.00</u>
<u>Feb 2024</u>	<u>\$ 0.00</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 2500
5. What other organizations or government entities have you received financial support for your project?
CVB BANDERA, TEXAS MUSIC OFFICE

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To promote future opportunities to bring live music to Bandera Texas and County.

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

Newspaper: \$ _____ Radio: \$ 1500

TV: \$ _____ Other paid advertising: \$ 1200

Number of press releases to media: _____

Other promotions: Continual radio spots and social media posts throughout the event

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?

Hill Country and surrounding area and worldwide by social media

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.

R. L. W. Sutton

8/27/26

Signature

Date



CITY OF BANDERA

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Event Information

Name of event or project: Bandera Stompede 2026

Date of event or project: May 24-24 2026

Primary location of event or project: 307 11th Street Bandera Texas

Name/title of officer authorized to act for entity: Richard Sutton

Applicant/contact person: Richard Sutton Phone: 936-414-4380

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: \$ 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: \$ 10000

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: \$ 10500

1. How many years have you held this event or project? 15 Plus years
2. Estimated Attendance: 2500-3000
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

May 2026

\$ 0.00

May 2025

\$ 0.00

May 2024

\$ 0.00

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 3100
5. What other organizations or government entities have you received financial support for your project?
 Bandera CVB, Texas Music Office

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To further promote the city of Bandera and Bandera County by obtaining acts for future events.

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

Newspaper: \$_____

Radio: \$ 1900

TV: \$_____

Other paid advertising: \$ 1900

Number of press releases to media: _____

Other promotions: Continual radio spots through entire month and social media posts daily

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?

Hill Country, Surrounding area, and worldwide by social media

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.

Rh W. Sutton

8/27/26

Signature

Date



CITY OF BANDERA

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Event Information

Name of event or project: July 4 2026

Date of event or project: July 3 and 4 2026

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

Name/title of officer authorized to act for entity: Richard W Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

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: \$ 1000

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: \$ 2500

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: \$ 3500

1. How many years have you held this event or project? 3 Years
2. Estimated Attendance: 500-1000
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

<u>July 2025</u>	<u>\$ 0.00</u>
<u>July 2024</u>	<u>\$ 0.00</u>
<u> </u>	<u>\$</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 1000
5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☐ Yes ☒ No
If so, how will the profits be used? _____
8. Please list all promotional efforts and the amount committed:
Newspaper: \$ _____ Radio: \$ 2100
TV: \$ _____ Other paid advertising: \$ _____
Number of press releases to media: _____
Other promotions: Continual spots on local radio stations
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?

Hill Country and surrounding areas and worldwide by social media

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- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Rhonda Sutton

8/27/26

Signature

Date



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Event Information

Name of event or project: Labor Day 2026

Date of event or project: Sep 5-7 2026

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

Name/title of officer authorized to act for entity: RichardW Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

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: \$ 2000

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: \$ 20000

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: \$ 22000

1. How many years have you held this event or project? 15 Plus Years
2. Estimated Attendance: 2000-4000
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

August 2025

\$ 0

August 2024

\$ 0

Sep 2023

\$ 10000

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☒ No If yes, what was the amount? N/A
5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To promote future quality musicians to support tourism
in the City of Bandera and Bandera County

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

Newspaper: \$_____

Radio: \$ 1800

TV: \$_____

Other paid advertising: \$ 1000

Number of press releases to media:_____

Other promotions: Continual radio spots and social media posts for the event

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?

Hill Country and surrounding area and worldwide by social media

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- Provide receipts for promotional efforts and copies of promotional material.

Rhonda Sutton

8/27/26

Signature

Date

Vendor	Inv #	Date	Category 1 Advertising	Category 2 Promotion of the Arts	Total per Event
Hunters Weekend 2025					
Ranch Radio Marketing Group	25100162	11/3/2025	975.00		
Truist Design Group			649.50		
Bandera Signs	26376	9/18/2025	60.21		
Lonesome Dove	102025	10-202-2025	400.00		
Facebook Postings	Various	10-14 to 10-29-2025	1481.01		
Cost of Music Entertainment	Various	05-22/24-2026		20000.00	
Total Hunters Weekend 2025			3565.72	20000.00	23565.72
Mardi Gras 2026					
Ranch Radio Marketing Group	26010156	1/25/2026	650.00		
JAM Broadcasting	26020068	2/28/2026	800.00		
Bandera Signs	26939	1/6/2026	200.76		
Lonesome Dove	22026	2/20/2026	1000.00		
Facebook Postings	Various	Dec-Feb 2026	145.61		
Cost of Music Entertainment				40000.00	
Total Mardi Gras 2026			2796.37	40000.00	42796.37
July 4th Weekend					
Ranch Radio	26070135	7/26/2026	1215.00		
JAM Broadcasting	26060066	6/30/2026	900.00		
Cost of Music Entertainment				5000.00	
Total July 4 Weekend			2115.00	5000.00	7115.00
Memorial Weekend					
Ranch Radio Marketing Group	26050139	5/31/2026	1300.00		
JAM Broadcasting	26050054	5/31/2026	660.00		
Bandera Signs	27352, 27444	5/31/2026	321.12		
Lonesome Dove	52026	5/20/2026	400.00		
Facebook Postings	Various	05-04 to 04-22-26	1147.89		
Cost of Music Entertainment				25000.00	
Total Memorial Weekend 2026			3829.01	25000.00	28829.01
Labor Day 2026					
JAM Broadcasting			1800.00		
Ranch Radio Marketing Group			1625.00		
Facebook Posts - Silver Bullet Media			698.00		
Cost of Music Entertainment				45000.00	
Total Labor Day Weekend 2026			4123.00	45000.00	49123.00
Total Advertising Expenses Oct 1 2025 to Sep 30 2026			16429.10	135000.00	151429.10