

Eric Kellmann, President
Linda James, Secretary
Lisa Kellmann, Treasurer

August 29, 2026

Dear City of Bandera,

We can't thank you enough for your continued support of Bandera ProRodeo Association. Our goal as an organization is to invest in our community with high quality rodeo entertainment, to help keep the brand of Cowboy Capital of the World alive and well, and invest in our youth through scholarship & support.

Potential Community Impact from the Memorial Weekend Stampede Rodeo 2026

The PRCA sanctioned rodeo hosted May 22-24, 2026 brought in visitors from 26 countries:

Several countries in the UK, Ireland, Slovenia, Germany, France, Austria, Philippines, Ecuador, Norway, Netherlands, Wales, Australia, New Zealand & Italy. Several of these countries had multiple groups come in.

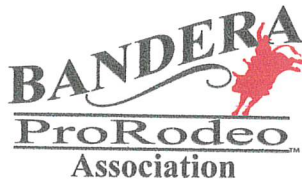
Visitors from the United States showed up from 27 different states, West Coast to East Coast and everywhere in between. OK, LA, MS, TN, GA, FL, NC, VA, IL, PA, NJ, NY, MN, MI, OH, MO, MA, IA, Washington DC, WA, OR, CA, NV, UT, NM, CO, & TX.

Then we have the great state of Texas! 84 cities and towns represented.

This is just some of the statistics we were able to collect through our online ticket sales.

We estimate that over the 3 day event we had approximately 2800 patrons plus box seat attendees~ we sold 64 boxes of 6 seats.

Each year the crowd seems to grow, in spite of weather, which we believe impacted our attendance this year.



Advertising Spend for this event
FB \$1370

Radio \$4304

Digital Marketing \$398 targeting Bandera & Boerne 10 screens played our action ad.

Rack Cards Promoting the event \$190 ~ Rack Cards Promoting Year Round \$452.00

we traveled to several cities this year leaving our promotional cards at their visitor centers. Fredericksburg & Abilene to name some.

Houston Rodeo Program \$1000 ~ we have marketed a section along with Texas Salt, 11th Street Cowboy Bar, & HYO Silver in the program highlighting reasons to come to Bandera.

We sent out 1600 Notebooks with the Bandera Memorial Weekend Event on the cover during the PRCA Convention \$2,130

Bringing our total to \$9,843.56

While we have not held the Labor Day Weekend Rodeo at this point in time, we have sold 85 tickets online & 40 boxes (6 seats ea.)

From this data, 8 countries & 6 states are represented.

Countries

Germany, France, Lithuania, Ukraine, Italy, Spain, Brazil, & Mexico

States

WY, IL, TX, WA, KY, & CA

Attached you will find our receipts for our advertising spend.

Thank you for investing in our community through us.
Eric, Linda, & Lisa



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
501(c)(3)

Purpose of the organization: To Promote our western heritage & cowboy lifestyle
by hosting 2 rodeo events each year over memorial

weekend & Labor Day Weekend. Through this, we are hoping
to help our community through tourism.

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?

These funds are used to promote Bandera through Rodeo Events. We have utilized
social media, radio & strategic print material to market our community.

We have grown our social media following to 8500 in 1 year. We are networking
to keep cowboys & cowgirls coming to Bandera.

Why should your request be granted?

This will be the 43rd PRCR Memorial Weekend Stampede Rodeo.

We are working hard to bring tourist to Bandera where they will spend
their money and stay in hotels contributing to our sales tax & hot fund.
Ultimately we want to continue having quality family entertainment
and protect our brand of being the Cowboy Capital of the World.



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Event Information

Name of event or project: Memorial Weekend Stampede Rodeo

Date of event or project: May 28-30, 2027

Primary location of event or project: Mansfield Park Arena

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

Applicant/contact person: Eric Kellmann Phone: 713-502-9905
President

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

1. How many years have you held this event or project? This will be the 43rd year
2. Estimated Attendance: ~ 3500
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>May 2024</u>	\$ <u>10,500</u>
<u>May 2025</u>	\$ <u>6,250</u>
<u>May 2026 2023</u>	\$ <u>6,250 7,000</u>

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, & CVB
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ 15 adult, \$6 child
6-12
7. Did your event or program revenue exceed expenditures? ☐ Yes ☒ No
If so, how will the profits be used? we desire to support our youth & other
non profits in the area.
8. Please list all promotional efforts and the amount committed:
Newspaper: \$ _____ Radio: \$ 4304⁰⁰
TV: \$ _____ Other paid advertising: \$ total \$9,843.⁵⁶
Number of press releases to media: Radio promotions
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?

Mem Weekend 26 countries 27 states 84 Texas towns Labor Day pre state 8 countries, 6 states

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 Kellmer

August 29, 2026

Signature

Date



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Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: Bandera Pro Rodeo Association

Mailing address: PO Box 457 Bandera, Texas 78003

Website for event or sponsoring entity: banderapro rodeo.org

Non-profit or for-profit status: NonProfit ⁵⁰¹(c)(3) Tax ID Number: 47-2289507

Purpose of the organization: To promote our western heritage through the sport of Ranch Rodeos. We hope to have an event that draws people into town to boost tourism.

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?

These funds are used for our direct advertising for Radio, print, digital & social media outlets.

Why should your request be granted?

Our organization is working hard to continue the traditions of Ranch Rodeo and family entertainment. We want to have a high quality event that draws people into our town, helping the local economy & boosting our tourism activity.



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Event Information

Name of event or project: Weekend Labor Day Ranch Rodeo's
Date of event or project: September 4-5, 2027
Primary location of event or project: Mansfield Park Arena
Name/title of officer authorized to act for entity: Eric Kellmann, President
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: \$ 1,000

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

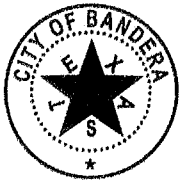
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Amount requested under this category: \$ 1,000



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Total Amount requested: \$ 2,000

1. How many years have you held this event or project? 10 years under BPPA
2. Estimated Attendance: ~ 2100 inticket sales + 40 boxes of 6 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

2025

\$ 2250

\$ _____

\$ _____

NOT sure of
previous
years data.

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?
CNB & EDC have contributed funds
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ 15 adult \$8 kids 6-12
7. Did your event or program revenue exceed expenditures? hasnt happened yet ☐ Yes ☐ No
If so, how will the profits be used? TO help fund the Memorial Weekend Stampede Rodeo in 2027.

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

Newspaper: \$ _____

Radio: \$ 3855

TV: \$ _____

Other paid advertising: \$ all total 5003.00

Number of press releases to media: _____

Other promotions: using social & digital media

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?

Pre stats from online sales > 8 countries, 6 states

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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.

Lisa Kellman

08/29/2026

Signature

Date