

HOT FUND REIMBURSEMENT GRANT
EVENT BUDGET WORKSHEET
FY 2023-2024



All Hotel Occupancy Tax expenses must abide by Texas State Law. Providing a thorough budget will help determine the impact of your event and the amount of eligible expenses your event will have. Be advised that actual receipts will be required to determine all eligible costs.

Expenses	Proposed Budget Outline	Post Budget/Expenditures
Space Rental		
Food & Beverage		
Audio/Visual		
Internet		
Security		
Staff Costs		
Entertainment <i>Paid Performers</i>	2000-	
Lodging <i>for Reenactors</i>	2500-	
<i>Total Expenses</i>	<i>4500-</i>	
Advertising Expenses		
Newspaper <i>(see narrative)</i>	6000-	
Radio		
TV - <i>spectrum</i>	3000-	
Other Advertising - <i>Digital</i>	4000-	
Social Media	1000-	
Direct Mailings <i>/costs</i>	1500-	
Press Releases/Media		
<i>Total Advertising</i>	<i>15500-</i>	
	<i>(Total - 20,000-)</i>	
Other expenses not listed above:		
<i>Food for reenactors \$500; security \$800; Port-a-Pots \$500;</i>		
<i>photographer \$100; trash receptacles \$200; Event Permit \$600;</i>		
	<i>Total - \$2700</i>	
Revenues		
Donations - <i>Corporate</i>	5000	
In-Kind Services - <i>Vol hrs</i>	15,250	
Cash Sponsors		
Ticket Sales		
Other Revenues <i>Vendor fee/pins</i>	2,000	
HOT Funds Awarded	20,000	
<i>Total Revenues</i>	<i>42,250</i>	

APPLICATION REQUEST FOR
HOTEL OCCUPANCY TAX FUNDING
FY 2023-2024



Application Date: 2/23/2024

OFFICE USE
Received Date:

Organization Information

Organization Name Bastrop Old Town Visitor Center
Mailing Address 904 Main St.
City, State, Zip Bastrop, TX 78602
Primary Contact Nicole De Guzman
Phone Number 512-303-0904
Email nicole@bchs1832.org
Alternate Contact Nancy Wood
Phone 512-303-0904
Email events@bchs1832.org
Tax ID # _____
Organization Type Private/For-Profit Non-Profit

Event Information

Event Name Ye sterfest
Event Date(s) From May 25, 2024 To _____
Location Downtown Pine St (Main to Pecan) and Water St (Chestnut to Walnut)
Event Website _____
Expected Number of Attendees 4000
Is this a first-time event? Yes No
If no, did this event occur in Bastrop during the previous fiscal year? Yes No N/A
Has your organization applied for HOT funds for this event before? Yes No N/A
Is this event open to the general public? Yes No
Will there be an admission charge? Yes No
Will you need meeting space? Yes No
Reason for Event Traditional event celebrating Bastrop's pioneer history during National Preservation Month (May)
Amount of Funding Requested \$ 20,000

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Does your event pass Part-One of the statutory Hotel Occupancy Tax test?

Defined specifically as directly enhancing and promoting tourism in Bastrop and directly promoting the overnight accommodation industry in Bastrop by increasing overnight stays.

- Yes
- No

Does your event pass Part-Two of the statutory test?

Defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories. If the answer does not meet one of the following categories, the event is not eligible for HOT funds and the application need not continue.

Check all that apply.

- Funding the establishment, improvement, or maintenance of a convention center or visitor information center
- Paying the administrative costs for facilitating convention registration
- Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity
- Expenditures that promote the arts
- Funding historical restoration or preservation programs, *or activities encouraging tourists to visit the museum and visitor center in historic downtown*
- Funding certain expenses, including promotional expenses, directly related to a sporting event
- Signage directing tourists to sights and attractions frequently visited by hotel guests
- None of the above

Visitor Impact

Expected Local Attendance 1000

Expected Out of Town Attendance 3000

How many **nights** of hotel stays do you estimate your attendees will book? 20

Please include rooms that may be occupied by vendors, contestants, attendees, etc. for the duration of your event.

Have you secured your room block with Visit Bastrop? Yes No *(in process)*
Hotel rooms must be secured through Cherry Kay Abel to receive HOT funds.
cherrykay@visitbastrop.com

Special Permits through the City of Bastrop

Will any City of Bastrop resources be required? (*i.e., parks, fire, police, etc.*) Yes No

If yes, have you completed a Special Event Permit Application with the city? Yes No

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Please indicate all promotional efforts your organization is coordinating to alert visitors to your event.

<input type="checkbox"/> Radio	\$ _____	<input type="checkbox"/> Direct Subscribers	\$ _____
<input checked="" type="checkbox"/> Television	\$ <u>3000</u>	<input checked="" type="checkbox"/> Online/Digital	\$ <u>4000</u>
<input type="checkbox"/> Brochure Distribution	\$ _____	<input type="checkbox"/> Newsletter	\$ _____
<input checked="" type="checkbox"/> Social Media	\$ <u>1000</u>	<input checked="" type="checkbox"/> Direct Mailings	\$ <u>1500</u>
<input type="checkbox"/> Press Releases	\$ _____	<input checked="" type="checkbox"/> Newspaper	\$ <u>6000</u>

List all fees associated with your event. (i.e., parking, admission, contests, etc.)

<u>Vendor fees</u>	\$ <u>1800 (60@ \$30)</u>
<u>Pin Sales</u>	\$ <u>200 (100@ \$2)</u>
<u>Corporate Sponsors</u>	\$ <u>5000</u>
<u>In-Kind Services (Vol hrs & Reenactor Vol hrs)</u>	\$ <u>15250</u>
	(Total \$22,250)

Please attach a separate document for the following questions. **Be very specific and answer each question in full!** The more thorough your answers, the easier it will be for our team to come to a decision.

1. **DETAILED** description of your event. What is the purpose/goal? Who benefits from your success?
2. How would HOT funds be used if approved?
3. What is your current operating budget for this event?
 - a. How much of your budget is dedicated specifically to advertising/promoting your event to visitors outside of Bastrop County?
4. Of the current budget, how much does your organization contribute vs how much will be expensed using HOT funds?
5. What is your specific marketing plan? How will you promote your event and attract visitors to Bastrop? Please provide a detailed list of the media used, amount spent, type of products used.
6. Describe your attendance goals for this event and identify steps used to achieve these goals.
7. What is your detailed plan for tracking how many room nights your event brought to Bastrop?
 - a. How do you intend to advertise or promote your event to gain room night stays?
 - b. How will your event help promote the hotel industry in Bastrop?
8. How will you measure the return on investment of the requested amount of HOT funds for your event?
9. If this is an event that Visit Bastrop has funded in the past, please tell us what new marketing initiatives you will utilize to promote hotel and convention activity for this event?
10. What is the target audience for your event?

Application for HOT Funds

Yesterfest

May 25, 2024

1.Event Description: May is National Preservation Month, and a uniquely Bastrop event, with over 28-years of history, will again draw tourists to the historic downtown. Organized by the Bastrop Old Town Visitor Center, Yesterfest 2024 will highlight Bastrop's diverse history for tourists and residents through reenactments, demonstrators, vendors, speakers, story tellers, music, and activities for children, all of which are based in our history from 1830s to the 1950s.

For the attendee, begin at the BCHS Museum and Visitor Center at 904 Main Street, collect a program/map of the event, and stroll through the museum. Now, steeped in Bastrop history, step outside and see history come alive along Pine and Water Streets. Visit with vendors selling homemade items; see reenactments and demonstrations; listen to homespun music (no amplifiers here!); interact with story tellers and speakers on topics that recall yesterday and that teach sustainable practices for now and the future; participate in children's games and activities that were popular in the 1800s. Since the event takes place in the heart of historic downtown Bastrop there is much to explore, including restaurants and shops outside the event boundary...spend the weekend and feel at home with us!

Yesterfest is designed to engage tourist audiences in historic preservation while supporting a vibrant, modern community.

2, 3, 4.Use of HOT Funds: The requested funds will be used for Marketing the event outside the immediate area. Plans are underway to target travelers from Houston, San Antonio, College Station, Waco, Dallas Metroplex, and smaller communities surrounding those metro locations. Approximately 77% of the ask will be used for marketing; the remainder will be used for lodging reenactors and paying performers. BCHS budget will cover all other expenses through corporate sponsorships and in-kind services from within the community.

5.Marketing Plan:

- Newspaper Inserts with Hill Country Current (Austin area) Horseshoe Bay, Blanco County, Johnson City, Llano, Mason County and San Saba - 16,000 printed plus digital. Also includes a 250-word article and photo; Community Impact (Houston, San Antonio areas), Killeen, Temple, College Station
- Digital Marketing (same areas as above and Dallas Metroplex)
- TV with Spectrum in high-volume markets
- Social Media on Facebook and Instagram
- Use a Marketing expert to find and make placements (Debbie Denny)

6, 7.Attendance Goals and Tracking: The attendance goal for this event falls in the range of 2500 to 4000 attendees for the one day event. To achieve this goal, we will market extensively using newspaper, digital channels, social media, TV, and signage. To track attendance and overnight stays, we will use social media tracking and work with the hotels to have a questionnaire available that can be used with guests on their properties. We will partner with the Bastrop Opera House to cross-market their Friday night production and will work with local restaurants to promote their music/food special offerings for both Friday and Saturday night. This is also a chance to kick-off a long holiday weekend, Memorial Day Weekend, and make Bastrop the destination of choice for holiday weekend visitors.

8.Measure ROI: After the event we will use the following methods to determine return on investment -

- Survey of Vendors (for their profits)
- Survey downtown businesses (for their increased sales)
- Sales Tax Report for May

9.Past Funding by Visit Bastrop: VB funded the marketing and lodging of Yesterfest in 2023 at which time the marketing was limited to Houston, San Antonio, and Austin metro areas. This year we wish to expand and target College Station, Waco, Killeen, Dallas Metroplex in addition to communities which surround those areas.

10.Target Audience: Marketing will target families getting away for the weekend, historic tourism travelers, seniors looking for a nostalgic experience, travelers with children looking for historic learning experiences...

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I affirm and certify that all the information and answers to questions herein are complete, true, and correct to the best of my knowledge and belief. I understand that any misrepresentation, falsification, or omission of any facts called for in the application may render this application void, whenever discovered.

Please Initial:

- ND I understand that submission of an application does not guarantee funding, in whole or in part.
- ND I understand that I am required to include a link to Visit Bastrop on my promotional handouts and in our website for booking hotel nights during this event.
- ND I understand that I must include the approved Visit Bastrop logo on all promotional handouts and on our website as a sponsor for this event. Furthermore, I will submit samples of our promotional handouts in our Post Report.
- ND I understand that actual receipts that total the award will be provided in the Post Report, as well as copies or screen shots of Visit Bastrop's listing as a sponsor. I understand that failure to provide all required documentation will result in becoming ineligible for future funding for the individual and/or the organization.
- ND I understand that if my event does not take place, I am required to return the full amount of funding to Visit Bastrop within 30 days of the intended day of the event.
- ND I agree to cooperate fully with Visit Bastrop, or authorized agents of Visit Bastrop, with information which reasonably relates to the payment of benefits from the HOT fund and this application.
- ND I hereby agree to indemnify and hold harmless Visit Bastrop against any and all claims, demands, or causes of action of any kind or nature resulting from or in connection with Visit Bastrop.
- ND I understand that if my application is approved, the financials of this event may be viewed at any time by Visit Bastrop prior to receiving reimbursement for the event and/or following completion of my event.
- ND I understand that I must abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.

I have read and understood the information in this application packet as well as the information provided to me on the FY 2023-2024 HOT Fund Application landing page on visitbastrop.com. I understand and will comply with all provisions therein; and I intend to use the funds awarded for my event to directly enhance and promote the tourism and hotel industry by attracting visitors from outside of Bastrop into the City of Bastrop and its ETJ to stay overnight in one of Bastrop's lodging facilities.

Nicole DeGuzman
Applicant Printed Name

02/23/2024
Date

Nicole DeGuzman
Applicant Signature

Should my application be approved, please make check payable to:

Name Bastrop Old Town Visitor Center
Address 904 Main St.
City/State Bastrop, TX Zip 78602