

Application Date: 2/5/24

OFFICE USE  
Received Date: 2/5/2024

**Organization Information**

Organization Name SRE Promotions LLC  
 Mailing Address P.O. Box 746  
 City, State, Zip Hutto TX 78634  
 Primary Contact Shawn Jones  
 Phone Number 512-373-5544  
 Email Sweetridesoftexas@yahoo.com  
 Alternate Contact Elaine Prout  
 Phone 757-327-2727  
 Email eprout66@gmail.com  
 Tax ID # 81-1599899  
 Organization Type  Private/For-Profit  Non-Profit

**Event Information**

Event Name Corvette Invasion  
 Event Date(s) From 7/19/2024 To 7/21/2024  
 Location Bastrop Convention Center  
 Event Website www.corvetteinvasion.com  
 Expected Number of Attendees 1000  
 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   
*only to registered participants*  
 Will you need meeting space?  Yes  No   
*charge to general public*  
 Reason for Event Annual car show

Amount of Funding Requested \$ 20,000

**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
- 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	<u>700</u>
Expected Out of Town Attendance	<u>350</u>
How many <b>nights</b> of hotel stays do you estimate your attendees will book? <i>Please include rooms that may be occupied by vendors, contestants, attendees, etc. for the duration of your event.</i>	<u>200+</u>

Have you secured your room block with Visit Bastrop?  Yes  No  
*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

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 type="checkbox"/> Television	\$ _____	<input type="checkbox"/> Online/Digital	\$ <u>400.00</u>
<input type="checkbox"/> Brochure Distribution	\$ <u>300.00</u>	<input type="checkbox"/> Newsletter	\$ _____
<input type="checkbox"/> Social Media	\$ <u>4000.00</u>	<input type="checkbox"/> Direct Mailings	\$ _____
<input type="checkbox"/> Press Releases	\$ _____	<input type="checkbox"/> Newspaper	\$ _____

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

<u>Convention Center Rental Plus insurance</u>	\$ <u>7200.00</u>
<u>Event Coordinator</u>	\$ <u>3000.00</u>
<u>Security</u>	\$ <u>2000.00</u>
<u>Food &amp; Beverage</u>	\$ <u>3500.00</u>
<u>Staff 500.00</u>	
<u>Awards 1800.00</u>	
<u>Registration Supplies 300.00</u>	
<u>Shirts 2000.00</u>	

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?

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:**

- EP I understand that submission of an application does not guarantee funding, in whole or in part.
- EP 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.
- EP 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.
- EP 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.
- EP 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.
- EP 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.
- EP 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.
- EP 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.
- EP 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.

Elaine Probst  
Applicant Printed Name  
Elaine Probst  
Applicant Signature

1/31/2024  
Date

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

Name ~~Corvette~~ Corvette Invasion  
Address 1000 Wallin Farms CV  
City/State Hutto TX Zip 78634