

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

ORGANIZATION INFORMATION:

<u>Bastrop County Historical Society</u>	<u>06/18/2024</u>
<u>Official Name of Organization</u>	<u>Date</u>
<u>Nicole DeGuzman, Executive Director</u>	<u>Nicole@bchs1832.org</u>
<u>Contact Person</u>	<u>E-mail</u>
<u>904 Main Street, Bastrop TX 78602</u>	<u>512-303-0057</u>
<u>Organization Address</u>	<u>Phone Number</u>
<u>bastropcountyhistoricalsociety.com</u>	
<u>Website Address</u>	

Is your Organization:

YES 501(c)3 Other (provide description) History Museum

\$ \$127,298 Requested amount as a % of Total Budget? 48 %
Total Amount Requested

Provide a brief description of your organization's mission:

The mission of the Bastrop County Historical Society Museum is to preserve and promote Bastrop County history for all. The museum is committed to the enhancement of historical restoration and preservation projects.

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PROGRAM INFORMATION

2025

Fiscal Year of Request

8,000

Expected Visitor Attendance Annually

55%

Percentage of attendees that will be staying overnight in hotels

How will you measure the impact of your program/event on area tourism?

We ask everyone who comes in where they are from and if they are spending the night in Bastrop. All information is put into a database overseen by Visit Bastrop. In addition, data is collected at events that take place outside the facility - for example, the Holiday Homes Tour. The numbers indicated above are anticipated admissions and researchers to the museum.

Do your promotional materials/website note area lodging facilities that can host participants?

Visit Bastrop listed on website

Tell us about your programming/events planned for next fiscal year:

Our programming includes a professionally curated history museum that spans the beginnings of Bastrop through WWII. The museum is open 6 days a week from 10 - 5 p.m. We have docent led museum tours available free to the public every Monday through Saturday. Step-on bus, behind-the-scenes, historic homes, historic churches, and walking tours are available with advanced booking. Self-guided walking and driving tours are available at all times. We have developed a traveling trunk for 3rd and 4th grade students with more to come. We are working on packaged self-guided tours with other area assets and businesses and meet on a monthly basis with all museums and libraries in the county to discuss packaged tours. We are planning and preparing for two Fairview Cemetery tours and another epic Holiday Homes tour in December. The homes tour in 2023 saw 800 attendees - it is our goal to exceed this number this year. Attendance is high with tourists coming from Houston and San Antonio and staying in hotels for the weekend. This year, we are also offering a professional three-day historic preservation symposium as part of the Holiday Homes tour and Bastrop Holiday weekend of events. Attendance will include three-four nights in a hotel. We continuously update museum scavenger hunts that are available free to all visitors. During Historic Preservation month we offer free downtown walking tours. Curriculum has been developed and mentors secured to continue growing these tour programs. We have developed a Junior Docent program where youth provide tours to families visiting the museum. The museum is uniquely Bastrop by maintaining and enhancing the historic community feel by leveraging the unique combination of community, parks, and cultural assets with historic events, docent tours, self guided tours, special exhibits, and the collection and ongoing care of Bastrop heritage.

Our archives include over 18,000 artifacts that are cared for and recorded in a database to be used in future exhibits and by future generations. Our research department provides assistance to researchers in their quest to learn about their heritage and our oral history program documents the stories of those who have lived in Bastrop and Bastrop County for years. We have launched a robust oral history project, which fills in the holes of our current research. These oral histories are transcribed and available to researchers.

We host four public quarterly speaker events a year on a wide range of engaging topics.

We research, write, design, and create four to six special exhibits a year. Some exhibits travel to other regional museums and libraries. In 2023, we converted our archival database to online, providing an opportunity to share information more easily with other history programs and researchers.

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How will you collaborate with other community assets & Visit Bastrop to increase tourism to Bastrop?

Whenever possible we work with the Bastrop Opera House and Lost Pines Art Center to provide packages of programming that encourage visitors to spend the night. During city and/or Visit Bastrop events we remain open when necessary and provide discounts to groups as well as personalized tours. We are working with the city to develop new and creative tours, such as a "behind the scenes tour" of the museum and archives with access to professional staff who inform about the preservation process. We also work with area hotels to package deals, such as the Hampton Inn and Suites. We are always offering content to Visit Bastrop to market our events and programs ahead of time and we fulfill the calendar of events on the Visit Bastrop website.

To qualify for financial assistance under the Hotel Occupancy Tax for Bastrop, the expenditure must satisfy Part One and at least ONE of the options in Part Two.

PART ONE - In order to be eligible to receive HOT Funding you must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry. How will this event promote tourism and the convention and hotel industry. Which expenditure category, as found below, is the most relevant to your project event? Please explain.

(5) the enhancement of historical restoration or preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

PART TWO

 X The programming "directly enhances and promotes tourism AND the convention and hotel industry." (Tax Code, Sec. 351.101) **(This is a requirement)**

 5 The organization qualifies under AT LEAST ONE of the following categories:
(Please circle category number)

(1) the establishment, improvement, or maintenance of a convention center or visitor information center

(2) the facilitation of convention registration

(3) advertising, solicitations and promotions that attract tourist and convention delegates to City of Bastrop
NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material).

(4) the encouragement, promotion, improvement and application of the arts
NOTE: Must be a viable art form (examples include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft

(5) the enhancement of historical restoration and preservation projects

(6) funding cost in certain counties to hold sporting events that substantially increase hotel activity: (cities within counties of under 1 million population

(7) the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities

(8) funding transportation systems for tourist

 X The application is filled out thoroughly and completely with all requested documentations attached

 X It has been determined how the organization will track out-of-town guest, demonstrating that the programming will attract tourist that will increase tourism & support the convention and hotel industry

**CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION**

The information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Bastrop must be expended as I have represented in this application and according to any requirements set by the City of Bastrop City Council and according to the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Bastrop, said funds will be returned to the City of Bastrop within ten (10) days from the date the City of Bastrop demands such.

Nicole DeGuzman
Authorized Signature for the Applicant

Nicole DeGuzman

Name Printed or Typed

06/18/2024

Date
Executive Director

Title

Return completed application and attachments to:
City of Bastrop
1311 Chestnut Street
Bastrop, Texas 78602

DEADLINE: 5:00 P.M., JUNE 21, 2024

Electronic/Facsimile submissions will not be considered.

Required Attachments:

- 1) Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- 2) Proposed Budget FY2025 (10/01/24 - 09/30/25) itemized detail relevant to HOT fund revenue requesting
- 3) Copy of 501 (c) letter from Internal Revenue Service (only if 1st submittal)
- 4) Programing schedule including planned events
- 5) Identify other sources of funding
- 6) ALL ATTACHMENTS SHOULD BE PROVIDED IN 8.5" X 11" SIZE, NO OTHER ATTACHMENTS ACCEPTED
- 7) Marketing plan

BASTROP COUNTY HISTORICAL SOCIETY, INC.

Profit Loss (ALL)

October 2022 through September 2023

	<u>Oct '22 - Sep 23</u>
Ordinary Income/Expense	
Income	
Admissions	
Admissions Tours	233.66
Admissions - Other	15,472.63
Total Admissions	<u>15,706.29</u>
Concessions	274.31
Donations	
Restricted	
Fairview Cemetery Project	1,000.00
Restricted - Other	5,050.00
Total Restricted	<u>6,050.00</u>
Society Donations	
Amazon Smile	34.15
Individual donation	7,123.84
Total Society Donations	<u>7,157.99</u>
Total Donations	13,207.99
Dues	
Benefactor Membership	2,953.51
Champion Membership	3,674.10
Family Membership	2,905.61
Hero Membership	6,262.62
Individual Membership	1,378.67
Member of the Month	5,729.12
Total Dues	22,903.63
Fundraising Events Income	
Homes Tour Ticket Regular	6,819.05
Rendezvous	
Tickets	3,072.20
Total Rendezvous	<u>3,072.20</u>
Sponsorship	
Ayuntamiento	4,979.61
Baron de Bastrop	9,183.61
Sam Houston	5,969.66
Stephen F. Austin	2,476.46
Total Sponsorship	22,609.34
Total Fundraising Events Income	32,500.59
Gift Shop Sales	
Sales Tax	313.76
Gift Shop Sales - Other	12,508.31
Total Gift Shop Sales	<u>12,822.07</u>
HOTEL MOTEL TAX	88,411.00

BASTROP COUNTY HISTORICAL SOCIETY, INC.

Profit Loss (ALL)

October 2022 through September 2023

	<u>Oct '22 - Sep 23</u>
Interest Income	8,982.16
Interest Income Reynolds Prop	8,270.90
Library	
Copies	119.56
Photo scans	185.56
Research fee	100.00
Library - Other	171.00
Total Library	<u>576.12</u>
Miscellaneous Income	33.96
Tours	
Symposium	250.00
Tours - Other	322.19
Total Tours	<u>572.19</u>
Total Income	<u>204,261.21</u>
Expense	
ARCHIVAL SUPPLIES/SUPPORT	
EQUIPMENT	1,147.31
SUPPLIES	3,297.45
ARCHIVAL SUPPLIES/SUPPORT - Other	-150.00
Total ARCHIVAL SUPPLIES/SUPPORT	<u>4,294.76</u>
Bank Charge	2,832.38
BCHS Membership	1,571.59
BCHS Ops Payroll Expenses	
BCHS HOT Reimbursement	
BCHS HOT PAYROLL	
BCHS HOT PAYROLL - Other	10,977.56
Total BCHS HOT PAYROLL	<u>10,977.56</u>
BCHS HOT Reimbursement - Other	-16,404.20
Total BCHS HOT Reimbursement	<u>-5,426.64</u>
Medical Insurance Stipend	3,750.00
Payroll Tax Expense	3,884.33
Reimburse Visitor Ctr Payroll	18,738.70
Salaries (Gross)	50,775.50
Total BCHS Ops Payroll Expenses	71,721.89
Building Maintenance	
Fire alarm inspection	312.50
Pest Control	118.50
Plumbing	392.50
Roof Repair	420.10
Building Maintenance - Other	18,689.66
Total Building Maintenance	<u>19,933.26</u>
CONTIN. VISITOR COMM.	2,707.48

BASTROP COUNTY HISTORICAL SOCIETY, INC.

Profit Loss (ALL)

October 2022 through September 2023

	<u>Oct '22 - Sep 23</u>
Contract Labor	125.00
Depreciation	100,498.00
Dues Expense	472.00
Equipment	32.00
Exhibit - temporary (BCHS)	-1.74
EXHIBITS - TEMPORARY	1,978.45
Gift shop	
Merchandise for gift shop	5,910.84
Gift shop - Other	96.89
Total Gift shop	<u>6,007.73</u>
Insurance	6,326.68
Janitorial Service	3,014.65
Janitorial Supplies	426.95
Lease of 904 Main St. building	10.00
MAINTENANCE	
PERMANENT EXHIBIT	2,628.96
MAINTENANCE - Other	60.00
Total MAINTENANCE	<u>2,688.96</u>
Office Supplies	1,522.98
POSTAGE	871.13
Printing (BCHS)	38.86
Professional Development	683.04
Professional Services	
Tax Prep & Accounting Services	2,735.00
Professional Services - Other	6,375.00
Total Professional Services	<u>9,110.00</u>
Public Education Programs	662.19
Reconciliation Discrepancies	-0.40
RENDEZVOUS	
Bartender	794.82
Catering	3,465.00
Music	650.00
Venue Rental	1,210.00
RENDEZVOUS - Other	566.20
Total RENDEZVOUS	<u>6,686.02</u>
Safe Deposit Box	25.00
Software & Computer Expenses	
Computer equipment	1,253.43
Computer Software/Subscriptions	702.66
Payroll Subscription	724.00
Software & Computer Expenses - Other	170.89
Total Software & Computer Expenses	<u>2,850.98</u>

BASTROP COUNTY HISTORICAL SOCIETY, INC.

Profit Loss (ALL)

October 2022 through September 2023

	<u>Oct '22 - Sep 23</u>
Telephone	
Elevator phone	379.61
Telephone - Other	1,012.76
Total Telephone	<u>1,392.37</u>
TOUR	
ADVERTISING	1,537.12
Fairview Cemetery Project	740.00
HOMES	480.16
Hospitality	89.04
Postage	252.00
PRINTING	831.35
Total TOUR	3,929.67
Tour Program Implementation	
Coordinator	13,000.00
Total Tour Program Implementation	13,000.00
Trash collection	341.44
Utilities	5,911.34
Volunteer Hospitality	715.22
WEBSITE	301.96
Total Expense	<u>272,681.84</u>
Net Ordinary Income	-68,420.63
Other Income/Expense	
Other Income	
Reimbursement from BCHS HOT	451.59
Total Other Income	<u>451.59</u>
Net Other Income	451.59
Net Income	<u><u>-67,969.04</u></u>

BCHS
2024-2025



Income from HOT Funds **\$127,298**

Preservation & Promotion

Archival Equipment	\$2,300
Archival Supplies	\$4,000
Exhibits (Temporary & Traveling)	\$2,000
Permanent Exhibit Maintenance	\$5,000
Public Programs	\$600
Continuing Visitor Communication	\$2,500
Payroll & Taxes (1 FTE, 2 PTE)	\$74,277
Postage	\$350
Fire Suppression Sinking fund	\$15,000
Website	\$1,200
	<u>\$107,227</u>

Historic Tours & Rendezvous Public Event

(Homes Tour/Tour Expenses)	
Advertising Home Tour	\$4,000
Home Tour Printing	\$1,500
Payroll & Taxes (1 PTE)	\$9,371
Postage	\$200
Rendezvous	\$4,000
Preservation Symposium	\$1,000
	<u>\$20,071</u>

TOTAL **\$127,298**



BCHS Museum & Visitor Center 2025 Program Schedule

- October – Cemetery Tours – Two tours of Fairview Cemetery (Sat)
Indigenous Peoples Day event
Public Quarterly Speaker Presentation
Dia de los Muertos exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
Boo Bash
- November – Veteran’s Day Car Show – Headquarters for the day in the special exhibit room
Veterans Day public tours of the WWII and Camp Swift exhibits
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- December – Public Rendezvous Holiday Gala (Fri)
Holiday Homes Tour featuring six-seven downtown historic homes (Sat)
Historic Preservation Symposium (Thur/Fri/Sat)
New special exhibit open to the public
Wassailfest event
Kwanzaa Celebration event
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- January– Public Quarterly Speaker Presentation
New special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- February- Mardi Gras
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- March- Airing of the Quilts event
Texas Independence Day event
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum

- April- Spring Tea event
Public Quarterly Speaker Presentation
Table on Main
Bastrop Library Teen Program
New special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- May- Free Historic Downtown Docent Walking Tours (Saturdays)
Yesterfest 3-day event: Beard & Mustache Competition (Fri), Chuck Wagon
Competition (Fri/Sat), Reenactors, Street Dance (Sat), Cowboy Church, Bluegrass
music festival (Sun).
New Bastrop Historic Preservation exhibit open to the public
National Tourism Week events
Cinco de Mayo educational events
Bastrop Library Teen Program
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- June- Lunch & Learn Educational event
Juneteenth event
New special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- July- National Day of the Cowboy event
Public Quarterly Speaker Presentation
Junior Police Academy Program
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- August- Special exhibit open to the public
Homecoming events
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- September- Lunch & Learn Educational event
Special exhibit open to the public
Austin Museum Partnership Day event
Bastrop Music Festival events
First Weekend in Bastrop (Fri/Sat)
Music in the Museum

Ongoing –

Step-on docent-led bus tours

Historic downtown docent tours

Docent-led museum tours Monday through Saturday

School group tours

Self-guided and driving tours

Scavenger hunts are continuously revised and available

First Weekend in Bastrop (Fri/Sat) – open late hours and artist hosting

Special events – open additional hours by request

Special historic presentations – civic organizations, Chamber of Commerce events, City of Bastrop events, etc.

City of Bastrop community events – Movies in the Park, Boo Bash, etc.

Community events- Camp Swift Destroyer Days, Juneteenth, BISD back-to-school bash, etc.



BCHS Museum Other Sources of Funding

The museum fundraises throughout the year.

Some sources of additional funding include:

- Cash donations
- Annual Memberships
- Business of the Month Memberships
- Capital Campaign fundraising
- Annual gala sponsorships
- Foundation, national, local, government, and corporate grants
- Events such as lunch & learns, afternoon tea, and cemetery tours
- Scholarship opportunities
- In-kind services
- Board of Trustee contributions
- Restricted donations
- Library photocopy fees
- Museum Admission fees
- Gift Shop sales
- Concession sales
- Holiday Homes Tour ticket sales
- Rental fee of the museum and special exhibit room



BCHS Museum & Visitor Center 2025 Marketing Plan

- Email blasts
- Social Media (Facebook and Instagram) posts and paid advertising
- Visit Bastrop blogs, events, and calendar listings
- Quarterly printed newsletter
- Event postings on various online calendars throughout Bastrop
- Website updates – ongoing
- Press releases
- Continued television, newspaper, and radio interviews based on internal press releases
- Bastrop Chamber directory and map
- Visit Bastrop visitors' guide
- Community Asset advertising, such as the Bastrop Opera House program
- Houston House & Home for Holiday Homes Tour
- Texas Monthly for Holiday Homes Tour
- San Antonio Monthly magazine for Yesterfest
- Historical articles and stories in local magazines and newspapers
- Actively participate in all partner meetings such as Explore Bastrop County Office of Tourism, Visit Bastrop, Bastrop County Historical Commission, Bastrop Cultural Arts Commission, etc.
- Actively participate in educational activities at City of Bastrop community events, such as Boo Bash, Movies in the Park, etc. Including community partner events such as the Family Crisis Center, Bastrop County Cares, Juneteenth, and other stakeholder events.
- Continue relationships with tourism-related organizations such as the Independence Trail Association, Brazos Trail Association, el Camino Real de los Tejas National Trail Association, and Texas Travel Centers to provide info as requested.
- Continued paid advertising as funds allow

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

ORGANIZATION INFORMATION:

<u>Bastrop Old Town Visitor Center</u>	<u>06/18/2024</u>
<u>Official Name of Organization</u>	<u>Date</u>
<u>Nicole DeGuzman, Executive Director</u>	<u>Nicole@bchs1832.org</u>
<u>Contact Person</u>	<u>E-mail</u>
<u>904 Main Street, Bastrop TX 78602</u>	<u>512-303-0904</u>
<u>Organization Address</u>	<u>Phone Number</u>
<u>bastropcountyhistoricalsociety.com</u>	
<u>Website Address</u>	

Is your Organization:

YES 501(c)3 Other (provide description) Full Service Visitor Information Center

\$ 235,454 Requested amount as a % of Total Budget? 100 %
Total Amount Requested

Provide a brief description of your organization's mission:

The mission of the Bastrop County Historical Society Visitor Center is to ensure all tourists, visitors and residents experience all that Bastrop has to offer by providing the most up to date information on area opportunities. Guests are encouraged to participate in activities of interest to them in an effort to increase their length of stay (focusing on local accommodations) as well as return visits. We often hear that tourists who have a good encounter during their visit choose to relocate to Bastrop for the unique Bastrop experience.

CITY OF BASTROP
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PROGRAM INFORMATION

2025

Fiscal Year of Request

16,000

Expected Visitor Attendance Annually

62%

Percentage of attendees that will be staying overnight in hotels

How will you measure the impact of your program/event on area tourism?

All visitors who enter the Visitor Center are asked where they are from and whether or not they are spending the night. All data collected is entered into a database that is overseen by Visit Bastrop. We track this data and submit quarterly reports to the City of Bastrop and other civic organizations when presenting on upcoming events.

Do your promotional materials/website note area lodging facilities that can host participants?

Visit Bastrop listed on website

Tell us about your programming/events planned for next fiscal year:

The Visitor Center is open 6 days a week, Monday through Saturday, from 10 a.m.- 5 p.m. All guests are provided information as requested with additional assistance offered as interests are uncovered through conversation. Guests are encouraged to experience local offerings as well as offerings that may be of interest for a future visit.

Visitor Center staff has received awards for organizational excellence through exceptional customer service. They often go above and beyond for the guest by calling local businesses or arranging for concierge-type services.

We have seen an increase in visitors who are considering a move to Bastrop. Visitor Center staff has created a "welcome packet" of information for those interested, and this has been well received.

Visitor Center staff provide support to Visit Bastrop and the Convention Center as requested. The Visitor Center is open for City, Visit Bastrop, Chamber, and Juneteenth, Homecoming, Veterans Day Car Show events as resources allow.

Visitor Center staff offer a scavenger hunt for youth to do in the museum - this has been very popular. Staff also promote the Toads in Town scavenger hunt and other driving/walking tours as "things to do."

Tourism events include the popular Yesterfest in downtown, monthly First Weekend events, monthly Music in the Museum, National Cowboy Day, Texas Declaration of Independence Day, Airing of the Quilts, and others to come.

CITY OF BASTROP
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How will you collaborate with other community assets & Visit Bastrop to increase tourism to Bastrop?

With one Director overseeing both the visitor center and museum partnerships between the Community Assets, Visit Bastrop and the City are easily maintained. Strong relationships have been built resulting in productive meetings that improve outcomes for all. Whenever possible, we collaborate with local hotels and community assets to provide additional programming that encourages visitors to stay overnight, optimally over 2 nights. Our events are often planned for tourists to stay over the weekend.

To qualify for financial assistance under the Hotel Occupancy Tax for Bastrop, the expenditure must satisfy Part One and at least ONE of the options in Part Two.

PART ONE - In order to be eligible to receive HOT Funding you must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry. How will this event promote tourism and the convention and hotel industry. Which expenditure category, as found below, is the most relevant to your project event? Please explain.

(1) the establishment, improvement, or maintenance of a convention center or visitor information center. The Visitor Center at 904 Main Street in Bastrop was established in 2012. It is a well maintained, professional and welcoming facility. HOT funds are used to maintain the award-winning customer service we have become known for.

PART TWO

X _____ The programming "directly enhances and promotes tourism AND the convention and hotel industry." (Tax Code, Sec. 351.101) **(This is a requirement)**

1 _____ The organization qualifies under AT LEAST ONE of the following categories:
(Please circle category number)

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(8) funding transportation systems for tourist

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Nicole DeGuzman
Authorized Signature for the Applicant
Nicole DeGuzman
Name Printed or Typed

06/18/2024
Date
Executive Director
Title

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- 4) Programing schedule including planned events
- 5) Identify other sources of funding
- 6) ALL ATTACHMENTS SHOULD BE PROVIDED IN 8.5" X 11" SIZE, NO OTHER ATTACHMENTS ACCEPTED
- 7) Marketing plan

Bastrop Old Town Visitor Center

Profit & Loss

October 2022 through September 2023

	<u>Oct '22 - Sep 23</u>
Ordinary Income/Expense	
Income	
Event Income	
Yesterfest	6,250.00
First Friday	1,260.00
	<u>7,510.00</u>
Total Event Income	7,510.00
Hotel/Motel Tax	162,986.00
	<u>170,496.00</u>
Total Income	170,496.00
Expense	
Building Operations	
Telephone	1,399.48
Building maintenance	16,563.62
	<u>17,963.10</u>
Janitorial Service	3,008.50
Janitorial Supplies	687.23
Utilities	6,252.81
	<u>27,911.64</u>
Total Building Operations	27,911.64
Computer Expenses	
Computer equipment & Software	1,772.30
	<u>1,772.30</u>
Total Computer Expenses	1,772.30
Event Expense	
First Friday	1,140.00
Yesterfest	5,267.28
	<u>6,407.28</u>
Total Event Expense	6,407.28
Insurance	6,324.73
Marketing & Promotion	3,782.57
Office Supplies	1,429.33
Payroll Expenses	
Contract Labor	125.00
BCHS Payroll Reimbursement	-26,312.06
Medical Stipend	3,450.00
Payroll Taxes	11,432.59
Salaries & Wages	129,073.18
	<u>117,768.71</u>
Total Payroll Expenses	117,768.71
Postage	121.25
Printing	598.95
Professional Development	472.04
Special Events Expenses	
Housekeeping/Janitorial Service	960.99
	<u>960.99</u>
Total Special Events Expenses	960.99
Tax preparation	1,700.00
Volunteer Appreciation	507.44
	<u>169,757.23</u>
Total Expense	169,757.23
Net Ordinary Income	<u>738.77</u>
Net Income	<u><u>738.77</u></u>

**BOTVC
2024-2025**



Dedicated Visitor Center Facility

Administration & Office

Accounting	\$4,400
Computer Equipment & Software	\$6,000
Computer Maintenance & Repair	\$2,000
Insurance	\$7,000
Office Supplies	\$4,500
Telephone	\$2,100
Printing	\$2,000
Professional Development	\$800
Postage	\$650
Volunteer Appreciation	\$800

Building Operations (50%)

Building Maintenance (Includes Elevator & AC)	\$13,000
Fire Suppression Sinking Fund	\$10,000
Housekeeping	\$13,500
Janitorial Supplies	\$4,000
Utilities	\$9,000

Payroll & Payroll Taxes (1 FTE, 4 PTE) \$137,704

Special Events

Housekeeping/Janitorial Service	\$3,000
Special Event Supplies, etc.	\$5,000

Marketing & Promotion \$10,000

TOTAL \$235,454



BCHS Museum & Visitor Center 2025 Program Schedule

- October – Cemetery Tours – Two tours of Fairview Cemetery (Sat)
Indigenous Peoples Day event
Public Quarterly Speaker Presentation
Dia de los Muertos exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
Boo Bash
- November – Veteran’s Day Car Show – Headquarters for the day in the special exhibit room
Veterans Day public tours of the WWII and Camp Swift exhibits
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- December – Public Rendezvous Holiday Gala (Fri)
Holiday Homes Tour featuring six-seven downtown historic homes (Sat)
Historic Preservation Symposium (Thur/Fri/Sat)
New special exhibit open to the public
Wassailfest event
Kwanzaa Celebration event
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- January– Public Quarterly Speaker Presentation
New special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- February- Mardi Gras
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- March- Airing of the Quilts event
Texas Independence Day event
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum

- April- Spring Tea event
Public Quarterly Speaker Presentation
Table on Main
Bastrop Library Teen Program
New special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- May- Free Historic Downtown Docent Walking Tours (Saturdays)
Yesterfest 3-day event: Beard & Mustache Competition (Fri), Chuck Wagon
Competition (Fri/Sat), Reenactors, Street Dance (Sat), Cowboy Church, Bluegrass
music festival (Sun).
New Bastrop Historic Preservation exhibit open to the public
National Tourism Week events
Cinco de Mayo educational events
Bastrop Library Teen Program
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- June- Lunch & Learn Educational event
Juneteenth event
New special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- July- National Day of the Cowboy event
Public Quarterly Speaker Presentation
Junior Police Academy Program
Special exhibit open to the public
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- August- Special exhibit open to the public
Homecoming events
First Weekend in Bastrop (Fri/Sat)
Music in the Museum
- September- Lunch & Learn Educational event
Special exhibit open to the public
Austin Museum Partnership Day event
Bastrop Music Festival events
First Weekend in Bastrop (Fri/Sat)
Music in the Museum

Ongoing –

Step-on docent-led bus tours

Historic downtown docent tours

Docent-led museum tours Monday through Saturday

School group tours

Self-guided and driving tours

Scavenger hunts are continuously revised and available

First Weekend in Bastrop (Fri/Sat) – open late hours and artist hosting

Special events – open additional hours by request

Special historic presentations – civic organizations, Chamber of Commerce events, City of Bastrop events, etc.

City of Bastrop community events – Movies in the Park, Boo Bash, etc.

Community events- Camp Swift Destroyer Days, Juneteenth, BISD back-to-school bash, etc.



BCHS Visitor Center Other Sources of Funding

BCHS does not fundraise to support the Visitor Center operations.
For special events, sponsorships and vendor fees partially cover the cost of the event.

However, all operational expenses (utilities, maintenance, repair, etc.) are split with the museum
- including the director role. The museum does fundraise to cover these costs.



BCHS Museum & Visitor Center 2025 Marketing Plan

- Email blasts
- Social Media (Facebook and Instagram) posts and paid advertising
- Visit Bastrop blogs, events, and calendar listings
- Quarterly printed newsletter
- Event postings on various online calendars throughout Bastrop
- Website updates – ongoing
- Press releases
- Continued television, newspaper, and radio interviews based on internal press releases
- Bastrop Chamber directory and map
- Visit Bastrop visitors' guide
- Community Asset advertising, such as the Bastrop Opera House program
- Houston House & Home for Holiday Homes Tour
- Texas Monthly for Holiday Homes Tour
- San Antonio Monthly magazine for Yesterfest
- Historical articles and stories in local magazines and newspapers
- Actively participate in all partner meetings such as Explore Bastrop County Office of Tourism, Visit Bastrop, Bastrop County Historical Commission, Bastrop Cultural Arts Commission, etc.
- Actively participate in educational activities at City of Bastrop community events, such as Boo Bash, Movies in the Park, etc. Including community partner events such as the Family Crisis Center, Bastrop County Cares, Juneteenth, and other stakeholder events.
- Continue relationships with tourism-related organizations such as the Independence Trail Association, Brazos Trail Association, el Camino Real de los Tejas National Trail Association, and Texas Travel Centers to provide info as requested.
- Continued paid advertising as funds allow

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

ORGANIZATION INFORMATION:

Bastrop Opera House	6/15/2024
Official Name of Organization	Date
Lisa Holcomb	plays@bastropoperahouse.org
Contact Person	E-mail
711 Spring Street Bastrop, TX 78602	512-517-6422
Organization Address	Phone Number
www.BastropOperaHouse.org	
Website Address	

Is your Organization:

Yes 501(c)3 Other (provide description) _____

\$ 194,000 _____
Total Amount Requested

Requested amount as a % of Total Budget? 25 %

Provide a brief description of your organization's mission:

Bastrop Opera House produces quality theatrical productions that entertain, inform and stimulate audiences. We train and support the next generation of theatre artists; we provide arts education programs that promote life-long learning to a diverse community. As a nonprofit organization, we are committed to enriching the community's quality of life by generating opportunities for participation in the arts, partnering with schools, collaborating with other mission-based organizations and driving regional economic prosperity.

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

PROGRAM INFORMATION

2025

Fiscal Year of Request

20,000

Expected Visitor Attendance Annually

TBD

Percentage of attendees that will be staying overnight in hotels

How will you measure the impact of your program/event on area tourism?

Approximately 90% of our tickets are purchased online and we require zip codes to be put in when purchasing. We run regular reports on these and know that between 60-80 percent of our patrons are from outside of Bastrop. We have recently added a requirement of our online patrons that request them to let us know if they are staying in local lodging.

Do your promotional materials/website note area lodging facilities that can host participants?

Yes

Tell us about your programming/events planned for next fiscal year:

See attached info.

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

How will you collaborate with other community assets & Visit Bastrop to increase tourism to Bastrop?

The Bastrop Opera House collaborates at every opportunity with other assets to help promote each other as well as to create programming that includes the assets and Visit Bastrop in order to increase visitors to Bastrop. Our website links to Visit Bastrop so website visitors can easily find accommodations and other activities in Bastrop during their visit.

To qualify for financial assistance under the Hotel Occupancy Tax for Bastrop, the expenditure must satisfy Part One and at least ONE of the options in Part Two.

PART ONE - In order to be eligible to receive HOT Funding you must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry. How will this event promote tourism and the convention and hotel industry. Which expenditure category, as found below, is the most relevant to your project event? Please explain.

The Bastrop Opera House fits best in #4 category. The Opera House has ongoing events every month that markets to patrons within 50 miles of Bastrop. With nine season shows as well as special events, we bring in thousands of people each season.

PART TWO

Yes The programming "directly enhances and promotes tourism AND the convention and hotel industry." (Tax Code, Sec. 351.101) **(This is a requirement)**

Yes The organization qualifies under AT LEAST ONE of the following categories:
(Please circle category number)

(1) the establishment, improvement, or maintenance of a convention center or visitor information center

(2) the facilitation of convention registration

(3) advertising, solicitations and promotions that attract tourist and convention delegates to City of Bastrop
NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material).

(4) the encouragement, promotion, improvement and application of the arts
NOTE: Must be a viable art form (examples include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft

(5) the enhancement of historical restoration and preservation projects

(6) funding cost in certain counties to hold sporting events that substantially increase hotel activity: (cities within counties of under 1 million population

(7) the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities

(8) funding transportation systems for tourist

Yes The application is filled out thoroughly and completely with all requested documentations attached

Yes It has been determined how the organization will track out-of-town guest, demonstrating that the programming will attract tourist that will increase tourism & support the convention and hotel industry

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

The information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Bastrop must be expended as I have represented in this application and according to any requirements set by the City of Bastrop City Council and according to the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Bastrop, said funds will be returned to the City of Bastrop within ten (10) days from the date the City of Bastrop demands such.

Authorized Signature for the Applicant

Date

Name Printed or Typed

Title

Return completed application and attachments to:
City of Bastrop
1311 Chestnut Street
Bastrop, Texas 78602

DEADLINE: 5:00 P.M., JUNE 21, 2024

Electronic/Facsimile submissions will not be considered.

Required Attachments:

- 1) Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- 2) Proposed Budget FY2025 (10/01/24 - 09/30/25) itemized detail relevant to HOT fund revenue requesting
- 3) Copy of 501 (c) letter from Internal Revenue Service (only if 1st submittal)
- 4) Programing schedule including planned events
- 5) Identify other sources of funding
- 6) ALL ATTACHMENTS SHOULD BE PROVIDED IN 8.5" X 11" SIZE, NO OTHER ATTACHMENTS ACCEPTED
- 7) Marketing plan

Bastrop Opera House, Inc.

Profit & Loss

October 31, 2023 through June 20, 2024

06/20/24

Accrual Basis

	<u>Oct 31, '23 - Jun 20, 24</u>
Ordinary Income/Expense	
Income	
Contributions-Support	
Donations-Corporations	
Dell	125.00
Donations-Corporations - Other	2,000.00
Total Donations-Corporations	2,125.00
Donations-Individuals	11,289.15
Donations - Our Next Act	106,000.00
Donations - Youth Rounding Up	1,000.00
Program Ad Revenue	2,675.00
Sponsorships	
Season Sponsorships	4,000.02
Total Sponsorships	4,000.02
Wine Donations	5,924.00
Total Contributions-Support	133,013.17
Donated Goods & Services Rev	170.00
Gov't Revenue	
City of Bastrop-Hot Funds	169,991.00
Total Gov't Revenue	169,991.00
Production Revenues	
Concession Revenue	13,075.85
Gift Certificates	1,530.00
Production(Revenue)In House Tk	124,101.00
Program Advertising	450.00
Season Tickets	4,371.30
Total Production Revenues	143,528.15
Youth Programs (Academy Rev)	
Academy-Ticket Sales	5,359.00
Academy Donations	40.00
Academy Tuition	21,709.60
Summer Camp Tuition	12,675.00
TNT Conference	1,872.00
Total Youth Programs (Academy ...)	41,655.60
Total Income	488,357.92
Gross Profit	488,357.92
Expense	
Catering	
Catering Expense	2,982.33
Total Catering	2,982.33
Facilities & Equipment Exp	
Insurance - Building	7,503.70
New Building	7,886.07
Repairs & Maintenance	487.33
Storage fee	1,981.00
Utilities	5,901.54
Total Facilities & Equipment Exp	23,759.64
General Expenses	
Advertising-General	
Print Media Advertising	1,462.00

Bastrop Opera House, Inc.
Profit & Loss
October 31, 2023 through June 20, 2024

	Oct 31, '23 - Jun 20, 24
Social Media Advertising	5,628.34
Spectrum Advertising Package	8,428.50
Advertising-General - Other	1,448.00
Total Advertising-General	16,966.84
Bank Charges	
Course Storm Fees	1,574.65
Ludus Fees	184.83
Square Fees	245.60
Stripe CC Fees	0.24
Bank Charges - Other	20.69
Total Bank Charges	2,026.01
Concession Supplies	
Wine	2,749.07
Concession Supplies - Other	5,779.77
Total Concession Supplies	8,528.84
Dues, Membership, Subscriptions	2,034.00
Janitorial Supplies	752.96
Lawn Care	585.00
Misc Expense	79.80
Office Expenses	913.53
Postage, Shipping and Delivery	192.20
Program Ad Commission	686.25
Sales Tax Payable	653.60
Website	1,144.81
General Expenses - Other	299.06
Total General Expenses	34,862.90
Interest Expense	30,600.00
Legal & Professional	
Consultants	10,700.00
Professional Fees	5,647.00
Total Legal & Professional	16,347.00
Meeting & Travel Exp	
Conferences	833.80
Meals and Entertainment	1,641.45
Travel Lodging	1,342.11
Total Meeting & Travel Exp	3,817.36
Operations	
Postage, Mailing Service	130.00
Total Operations	130.00
Payroll Expenses	
Payroll Fees	1,036.12
Taxes	8,857.21
Wages	57,078.21
Payroll Expenses - Other	-1,990.46
Total Payroll Expenses	64,981.08
Production Related Exp	
Choreographer	3,975.00
Costumes/Sets	
Design	1,280.00
Costumes/Sets - Other	3,820.24
Total Costumes/Sets	5,100.24
Graphic Design	1,010.00

Bastrop Opera House, Inc.
Profit & Loss
October 31, 2023 through June 20, 2024

	<u>Oct 31, '23 - Jun 20, 24</u>
Music Director	11,150.00
Music Tracks	1,772.70
Photography	3,000.00
Production Equipment Exp	9,129.41
Production Misc Expenses	350.00
Production Rights License	23,258.75
Program, Playbill, Marquee	6,723.73
Set Design/Build	2,640.10
Show Director	11,931.44
Stage Manager	6,841.83
Tech Equipment	3,287.05
Tech Support Professionals	25,500.00
	<hr/>
Total Production Related Exp	115,670.25
Youth Program Exp	
Academy expense	4,517.31
Contract Labor - Creative	17,580.00
TNT Conference	2,688.00
	<hr/>
Total Youth Program Exp	24,785.31
	<hr/>
Total Expense	317,935.87
	<hr/>
Net Ordinary Income	170,422.05
Other Income/Expense	
Other Income	
Interest Income	3,041.41
	<hr/>
Total Other Income	3,041.41
Other Expense	
Suspense	315.42
	<hr/>
Total Other Expense	315.42
	<hr/>
Net Other Income	2,725.99
	<hr/>
Net Income	<u><u>173,148.04</u></u>

10:00 AM

Bastrop Opera House, Inc.

Profit & Loss

06/20/24

October 31, 2023 through June 20, 2024

Accrual Basis

Filters applied on this Report:

Date: Custom

Bastrop Opera House, Inc.

Profit & Loss

October 31, 2022 through October 31, 2023

06/19/24

Accrual Basis

	Oct 31, '22 - Oct 31, 23
Ordinary Income/Expense	
Income	
Bastrop County Bar Association	200.00
Contributions-Support	
Donations-Corporations	
Dell	1,100.00
Donations-Corporations - Other	325.00
Total Donations-Corporations	1,425.00
Donations-Individuals	10,336.90
Program Ad Revenue	14,958.75
Sponsorships	
Season Sponsorships	29,923.46
Sponsorships - Other	1,456.20
Total Sponsorships	31,379.66
Wine Donations	9,585.00
Contributions-Support - Other	-1,500.00
Total Contributions-Support	66,185.31
Other Revenue	
Building Rental	700.00
Total Other Revenue	700.00
Production Revenues	
Concession Revenue	23,683.46
Gift Certificates	1,130.00
Production-Streaming Tickets	1,611.50
Production(Revenue)In House Tk	215,418.74
Season Tickets	12,080.05
Total Production Revenues	253,923.75
Uncategorized Revenue	155.40
Youth Programs (Academy Rev)	
Academy-Ticket Sales	19,406.48
Academy Donations	
Theater Network Of TX - Techies	2,925.96
Academy Donations - Other	10,134.22
Total Academy Donations	13,060.18
Academy Tuition	25,766.84
Summer Camp Tuition	15,539.23
TNT Conference	3,574.86
Youth Programs (Academy Rev) - O...	73.00
Total Youth Programs (Academy Rev)	77,420.59
Total Income	398,585.05
Gross Profit	398,585.05
Expense	
Catering	
Catering Expense	2,415.30
Catering - Other	4,385.00
Total Catering	6,800.30
Education/Resources	76.05
Facilities & Equipment Exp	
Insurance - Building	5,752.30
Insurance - D & O	698.00
Repairs & Maintenance	1,203.14

Bastrop Opera House, Inc.
Profit & Loss
October 31, 2022 through October 31, 2023

	<u>Oct 31, '22 - Oct 31, 23</u>
Storage fee	3,679.00
Utilities	9,994.90
Total Facilities & Equipment Exp	21,327.34
General Expenses	
Advertising-General	
Print Media Advertising	4,332.05
Social Media Advertising	5,349.36
Spectrum Advertising Package	16,199.86
Advertising-General - Other	750.00
Total Advertising-General	26,631.27
Bank Charges	
Ludus Fees	357.21
Square Fees	480.46
Stripe CC Fees	355.39
Bank Charges - Other	328.88
Total Bank Charges	1,521.94
Concession Supplies	
Wine	1,104.08
Concession Supplies - Other	14,551.68
Total Concession Supplies	15,655.76
Dues, Membership, Subscriptions	1,866.60
Equipment	885.85
Fundraising Expense	4,554.78
Janitorial Supplies	1,369.32
Lawn Care	855.00
Misc Expense	2,957.63
Office Expenses	2,461.70
Postage, Shipping and Delivery	282.88
Printing	1,005.52
Sales Tax Payable	4,373.55
Website	1,388.62
Total General Expenses	65,810.42
Interest Expense	246.33
Legal & Professional	
Consultants	15,468.75
Professional Fees	34,805.22
Total Legal & Professional	50,273.97
Meeting & Travel Exp	
Meals and Entertainment	1,827.75
Travel Lodging	2,379.30
Total Meeting & Travel Exp	4,207.05
Payroll Expenses	
Payroll Fees	579.43
Wages	92,029.03
Total Payroll Expenses	92,608.46
Production Related Exp	
Choreographer	4,540.25
Costumes/Sets	
Design	1,741.55
Costumes/Sets - Other	21,487.03
Total Costumes/Sets	23,228.58
Graphic Design	2,395.00

8:57 AM

06/19/24

Accrual Basis

Bastrop Opera House, Inc.
Profit & Loss
October 31, 2022 through October 31, 2023

	<u>Oct 31, '22 - Oct 31, 23</u>
Music Director	4,450.00
Photography	5,100.00
Production Coordinator	13,332.00
Production Equipment Exp	10,156.16
Production Misc Expenses	1,065.21
Production Rights License	30,974.03
Program, Playbill, Marquee	5,944.24
Show Director	8,400.00
Stage Manager	1,000.00
Statesman Advertising Package	2,083.62
Tech Support Professionals	27,500.00
Production Related Exp - Other	1,223.45
Total Production Related Exp	141,392.54
Reimbursement - Internal	-11,828.54
Transfer to Reserve Account	0.00
Youth Program Exp	
Academy expense	6,428.62
Contract Labor - Creative	25,598.00
Contract Labor - Director	2,650.00
Costumes/Sets	101.52
Rights/Licenses	5,708.34
Summer Camp Expenses	3,957.80
TNT Conference	9,803.60
Total Youth Program Exp	54,247.88
Total Expense	425,161.80
Net Ordinary Income	-26,576.75
Other Income/Expense	
Other Income	
Interest Income	2,982.04
Total Other Income	2,982.04
Other Expense	
Suspense	0.00
Total Other Expense	0.00
Net Other Income	2,982.04
Net Income	-23,594.71

The mission of the Bastrop Opera House is to engage, inspire, entertain and challenge audiences of all ages with theatrical productions that range from the classics to new works; we train and support the next generation of theatre artists; we provide arts education programs that promote life-long learning to a diverse community; and we celebrate the essential power of the theatre to illuminate our common humanity.

The 2024-2025 season will be a robust season with season productions, special events, and Academy productions. As the Bastrop Opera House has proven, we provide very high quality, professional productions while still remaining on a budget. Producing a season that will bring in tourist to Bastrop requires that we provide a season that will attract the tourist. A theatre, no matter the size, cannot operate on ticket sales alone. We have several avenues for acquiring funds, however, the support from the city's hot funds is vital to our performances.

2024-2025 Season

The upcoming season will consist of five musicals and four plays, being a total of 9 major productions. Many of these productions are Tony award-winning productions that the Bastrop Opera House is privileged to have received the rights to produce on our stage.

Special Productions: Cabaret and Dinner shows, 8 Youth Productions, Summer Theatre Camp Musical, special events

Budget relevant to Hot Fund request

Production Projects:	94,425
Production Project Coordinator:	30,000.00
Academy Project Coordinator:	30,500.00
Production Equipment:	10,000.00
Advertising:	30,000.00
TOTAL Requested:	\$194,000

Advertising Plan for the 2024-2025 Season

Proper and aggressive marketing is very important to the success of each of our productions.

Social Media: Each show is heavily marketed on Facebook, Instagram and Twitter. Each show has several scheduled post that come out each week through the run of the production. There are scheduled post that are paid to be boosted throughout the run of the production. We also advertise in the Greater Austin area through Spectrum commercials.

Newsletter Campaigns: Currently there are 3520 people who receive our regular email blast.

Other Sources of Income:

Season Sponsors

Show Sponsors

Individual and Cooperate Donations

Income through advertising in season playbill

Income from ticket sales

Income from Academy tuition

CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION

ORGANIZATION INFORMATION:

<u>Lost Pines Art Center</u>	<u>6/21/2024</u>
<u>Official Name of Organization</u>	<u>Date</u>
<u>Chloe Brevelle</u>	<u>chloe@lostpinesartcenter.org</u>
<u>Contact Person</u>	<u>E-mail</u>
<u>1204 Chestnut</u>	<u>512-321-8055</u>
<u>Organization Address</u>	<u>Phone Number</u>
<u>lostpinesartcenter.org</u>	
<u>Website Address</u>	

Is your Organization:

YES 501(c)3 Other (provide description) _____

\$ 167,950

Requested amount as a % of Total Budget? 40 %

Total Amount Requested

Provide a brief description of your organization's mission:

Mission: The Lost Pines Art Center promotes artists and all forms of art through diverse and cultural programs and opportunities.

Vision: The Lost Pines Art Center is a leading force for inspiration, education, support and enrichment of the community through the creative power of the arts.

Our values encompass access for all to the arts through inspiring and educational programs and exhibits. We are proud to offer programming that is free or low cost, so visitors from various economic situations can take part in our offerings.

We are a home to many artists seeking a supportive space full of opportunity. Bastrop has long been a hub for artists, and continues to grow as such, with even more artists moving to the area. Together with our Community Partners, including the City of Bastrop, artists, donors and volunteers, we are able to produce programs and exhibits celebrating diversity and creativity without limits.

These partnerships allow us to continue our work of making Bastrop an arts destination.

**CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION**

PROGRAM INFORMATION

2025

Fiscal Year of Request

25,000

Expected Visitor Attendance Annually

30%

Percentage of attendees that will be staying overnight in hotels

How will you measure the impact of your program/event on area tourism?

We will continue to use the following: Visit Bastrop metrics for major events, sign-in sheets at our entrances capturing hotel stays and zip codes, online registrations for classes and ticketed events with zip codes, maintaining an open dialogue with our hotel partners, and in-person surveys at events to count tourist guests.

Do your promotional materials/website note area lodging facilities that can host participants?

Yes

Tell us about your programming/events planned for next fiscal year:

- Many of our Programs will continue, such as our Classes and experiences. Most of our classes are 1-3 days, allowing for out of town guests to complete a class during their visit.
- We will also continue Art After Dark each month. This event has developed a loyal following, and we also see many new faces each time, along with a more diverse demographic of attendees.
- We would like to offer more Horizons Concerts, which have been greatly successful. We packed the gallery with 150 people for the Peterson Bros., and want to continue to feature international music groups as well.
- Bastrop Art Fest will be back again with an international flair to the event. The first year drew over 900 visitors from around Texas, and we want to grow that number.
- The first Bastrop Mardi Gras was a huge success, and we plan to be involved again, offering a curated art show honoring the event, and an expanded Art After Dark that Saturday.
- The Central Texas Art Tour has been added to our line up. We are thrilled to continue this successful event in collaboration with other art businesses and restaurants downtown.
- We will hold our annual Gala Fundraiser in October 2024, with a live auction, fine art raffles, performances and more.
- We are adding traveling/featured art shows back in our largest gallery/event space, Art of the Pines.

**CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION**

How will you collaborate with other community assets & Visit Bastrop to increase tourism to Bastrop?

We will offer packages of collective activities for tourists at the Hyatt, Hampton Inn and other area hotels, involving the Community Assets and downtown businesses. We have a great relationship with the sales and marketing reps at Visit Bastrop, and work with them to promote our programming and provide offerings for groups at our hotels and Convention Center. We will offer to include the Community Assets in our First Weekend event line up each month.

To qualify for financial assistance under the Hotel Occupancy Tax for Bastrop, the expenditure must satisfy Part One and at least ONE of the options in Part Two.

PART ONE - In order to be eligible to receive HOT Funding you must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry. How will this event promote tourism and the convention and hotel industry. Which expenditure category, as found below, is the most relevant to your project event? Please explain.

The arts are a great vessel for tourism, as we see happening throughout the world. We exist as a venue and platform for the support and promotion of the arts in Bastrop. We offer year-round programming designed to attract and benefit both our community and the tourism industry. Many of our current followers, participating artists and customers are from outside of the area. Bastrop continues to gain momentum as an arts destination, and we are thrilled to contribute to that.

PART TWO

- | | |
|--------------|---|
| <u> X </u> | The programming "directly enhances and promotes tourism AND the convention and hotel industry." (Tax Code, Sec. 351.101) (This is a requirement) |
| <u> X </u> | The organization qualifies under AT LEAST ONE of the following categories: (Please circle category number) |
| | (1) the establishment, improvement, or maintenance of a convention center or visitor information center |
| | (2) the facilitation of convention registration |
| | (3) advertising, solicitations and promotions that attract tourist and convention delegates to City of Bastrop |
| | NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material). |
| | (4) the encouragement, promotion, improvement and application of the arts |
| | NOTE: Must be a viable art form (examples include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft |
| | (5) the enhancement of historical restoration and preservation projects |
| | (6) funding cost in certain counties to hold sporting events that substantially increase hotel activity: (cities within counties of under 1 million population |
| | (7) the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities |
| | (8) funding transportation systems for tourist |
| <u> X </u> | The application is filled out thoroughly and completely with all requested documentations attached |
| <u> X </u> | It has been determined how the organization will track out-of-town guest, demonstrating that the programming will attract tourist that will increase tourism & support the convention and hotel industry |

**CITY OF BASTROP
2025 HOTEL OCCUPANCY TAX FUNDING APPLICATION**

The information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Bastrop must be expended as I have represented in this application and according to any requirements set by the City of Bastrop City Council and according to the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Bastrop, said funds will be returned to the City of Bastrop within ten (10) days from the date the City of Bastrop demands such.

Chloe Brevette
Authorized Signature for the Applicant
Chloe Brevette
Name Printed or Typed

6/21/2024
Date
Administrator
Title

Return completed application and attachments to:
City of Bastrop
1311 Chestnut Street
Bastrop, Texas 78602

DEADLINE: 5:00 P.M., JUNE 21, 2024

Electronic/Facsimile submissions will not be considered.

Required Attachments:

- 1) Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- 2) Proposed Budget FY2025 (10/01/24 - 09/30/25) itemized detail relevant to HOT fund revenue requesting
- 3) Copy of 501 (c) letter from Internal Revenue Service (only if 1st submittal)
- 4) Programing schedule including planned events
- 5) Identify other sources of funding
- 6) ALL ATTACHMENTS SHOULD BE PROVIDED IN 8.5" X 11" SIZE, NO OTHER ATTACHMENTS ACCEPTED
- 7) Marketing plan

Lost Pines Art Center
HOT Funds Budget 2024-25

HOT Fund Request	167950
Advertising	
Advertising	6,000
Office/General	
Comm-email system	750
Supplies/Office Supplies	1000
Total Office/General	1750
Payroll Expenses	99840
--FT Program Coordination/PT Program Developer	
Program Expenses	
Classes Expenses	2000
Horizons Concert Series	6000
Festival-Show Expenses/Bastrop A	6000
Glassblowing Silo	15000
Receptions-Art Show Expenses	2500
**Central Texas Art Tour	2000
Total Program Expenses	33500
Subcontract Staffing	
Glass Silo Salary	5000
Instructor Pay	3500
Saturday Support	9360
**Marketing Coordinator/Seasonal	9000
Total Subcontract Staffing	26,860
Total Expense	167950



Budget Notes/Other Sources of Funding

The proposed budget will fund 12 months of programming in regards to the development, coordination and production of our vast array of activities and events. We propose raising our marketing budget, to expand our reach and to allow for more frequent and impactful marketing campaigns. We will also produce more brochures, flyers, postcards and other materials for distribution at area hotels and our Convention Center. We are adding a Part Time/Seasonal Marketing Coordinator with expertise in the field and enthusiasm about our organization and programs.

Production costs and supplies have increased from last year, but we have kept the proposed budget as frugal as we can.

Other Sources of Funding:

- Annual Gala Fundraiser
- Membership
- Event Sponsorships
- Donations on our website; (program-specific, such as Art After Dark)
- Donation Box/Donation QR Code visible at events/entrances
- Grants
- Art Show Fees/Art Sales
- Classes



Lost Pines Art Center 2024-25 Program Schedule

- **Art After Dark**, every first Saturday of the month; Opening of new shows, art talks, live music, reception, meet the artists. Admission is free.
- **Quarterly Art Shows** from over 100 artists from around Texas and beyond in our Mezzanine/Members Gallery. Quarterly, curated shows of traveling artists in our Art of the Pines Gallery/event space.
- **Art Workshops/Experiences**- Ongoing; Year-round classes over 1-3 days each for adults and youth. Workshops include painting (acrylic, watercolor, pastel), stained glass, fused glass, mosaics, drawing and sketching, ceramics, and non-traditional classes such as journal making, book binding, intuitive painting, and more. These shorter duration workshops are perfect for out of town guests looking for something unique during their visit.
- **Glassblowing**; our most successful program including intensive workshops, Blow your Own Glass (quick sessions), and demonstrations at events. Professional glassblowers rent time in the studio most days of the week, allowing guests to sit comfortably on our bleachers and watch. We also offer Blow Your Own Glass as part of our packages for hotel and convention guests.
- **Horizons Concert Series**, Quarterly, featuring jazz and international music in our large gallery space. We have had up to 150 attendees. Tickets are always just \$10 for world-class entertainment.
- **Wine and Unwind**, Quarterly; These paint along sessions for adults are fun and relaxing and we now have a great instructor to bring back these sessions (by popular demand)! We also offer this class to our hotel/convention guests, either at the Art Center or off site if needed.
- **Bastrop Mardi Gras**; first weekend on February. We exhibit a “Mardi Gras/Louisiana-themed” group show with guest artists, host a special edition of Art After Dark, and participate in the downtown mask contest (we were the 2024 winner!).
- **Youth Art Month**, March, we offer workshops, group shows and activities for area youth.
- **Central Texas Art Tour**, Spring 2025; involving all galleries, art-related businesses and restaurants downtown for a full day of demonstrations and special activities to attract tourists and locals to the downtown businesses. The first year of this event drew over 2000 visitors. Visit Bastrop reported that retail spending was up 174%.
- **Bird Lovers Weekend**, first weekend of May; we curate a group art show featuring native and migratory birds of the area and offer family activities that connect with downtown events.
- **Fundraising Gala**, October 2024; Formal event including fine art live auction, raffles and performances.
- **Bastrop Art Fest**, October 19th, 2024; A full day of arts and crafts vendors, demonstrations, family activities and games. This year, it will have an international theme, including performances and art activities from around the world. Admission is free.
- **Lost Pines Christmas**; First weekend of December; We offer a special edition of Art After Dark, serve wassail and host our Holiday Art Bazaar in the gallery.
- **Booths at area events**, ongoing; we have recruited volunteers to attend any area events that request an art booth, such as Movies in the Park and the Family Crisis Center CommUnity Night.



Marketing Plan 2024-25

- Visit Bastrop online listings/publications
- Chamber of Commerce/City of Bastrop online listings
- Monthly newsletter
- Social Media with paid ads/boosts
- Brochures at area hotels
- Radio/Television
- Press Releases
- Various online platforms, state and nationwide
- Hiring a seasonal marketing coordinator for major events support/online outlets
- Postcard mail outs of various events
- Flyers around town/county

Lost Pines Art Center

Profit Loss

October 2022 - September 2023

	TOTAL
Revenue	
Revenue	0.00
Donations	0.00
Art Fest	5,500.00
Friday Night VIP Event	6,840.00
General Donations	1,591.75
Partnership Members (COF)	5,750.00
Total Donations	19,681.75
HOT Fund Revenue	129,660.00
Misc Income	3,384.00
Program Income	0.00
All Classes and Experiences	120.00
Classes and Workshops	6,428.00
Glass Silo	38,679.97
Total All Classes and Experiences	45,227.97
Art Sales	14,075.63
Conference Income	4,616.00
Facilities Rental	218,605.00
Insurance (deleted)	17,709.38
Maintenance	5,481.25
Telephone and Other (deleted)	552.96
Utilities	13,059.80
Total Facilities Rental	255,408.39
Festivals-Shows-Popups	2,462.12
General Membership	8,275.00
Program and Op Grants	18,500.00
Program Donations	5,706.00
Venue and Facility Rental	1,040.00
Total Program Income	355,311.11
Total Revenue	508,036.86
Total Revenue	\$508,036.86
GROSS PROFIT	\$508,036.86
Expenditures	
*Payroll Expenses	0.00
Advertising	3,410.76
Art Fest	8,628.84
Depreciation Expense	195,586.94
Friday Night VIP Event	13,509.95
Grants	0.00
CRA Grant - Frontier Bank	5,378.43
Total Grants	5,378.43

Depreciation of building for 990; not paid out

Lost Pines Art Center

Profit Loss

October 2022 - September 2023

	TOTAL
Loan Payments	129,321.17
Miscellaneous Op Expenses	4,255.00
Office/General Administrative E	878.02
Accounting	2,639.85
Bank fees, payroll fees, QB fee	2,812.26
Comm-email system	1,427.41
General Admin	89.95
Insurance - nonemployee	22,467.00
Maintenance	7,828.09
Miscellaneous	1,670.13
Postage,Delivery & Shipping	597.87
Printing	170.39
Professional Fees	2,130.00
Supplies/Office Supplies	1,958.51
Total Office/General Administrative E	44,669.48
Program Expenses	564.46
Artist Commissions	7,983.59
Classes/Experiences Expenses	2,069.26
Conference	2,404.67
Festival-Show Expenses	7,203.46
Glass Silo	16,411.80
Membership Expenses	762.10
Program Supplies	91.96
Receptions-Art Show Expenses	2,514.56
Salinas Expenses	2,002.19
Venue Expenses	6.95
Total Program Expenses	42,015.00
Staffing Expenses	0.00
Taxes	0.00
Federal Taxes (941/944)	5,150.85
Total Taxes	5,150.85
Wages	39,304.74
Operations Contract Labor	32,537.50
Program Contract Labor	46,250.00
Total Wages	118,092.24
Total Staffing Expenses	123,243.09
Subcontract Staffing	9,657.50
Extra Staffing	450.00
Glass Silo Salary	6,900.00
Instructor Pay	5,040.00
Total Subcontract Staffing	22,047.50

Lost Pines Art Center

Profit Loss

October 2022 - September 2023

	TOTAL
Utilities	29,124.65
Total Expenditures	\$621,190.81
NET OPERATING REVENUE	\$ -113,153.95
Other Revenue	
Interest Earned	90.16
Other Revenue	2,016.52
Total Other Revenue	\$2,106.68
NET OTHER REVENUE	\$2,106.68
NET REVENUE	\$ -111,047.27