

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

ORGANIZATION INFORMATION:

<u>Bastrop County African American Museum & Freedom Colonies Museum</u>	<u>July 14, 2024</u>
Official Name of Organization	Date
<u>Doris Williams</u>	<u>info@bcaacc.org</u>
Contact Person	E-mail
<u>1303 Pine St. Bastrop, TX 78602-9990</u>	<u>512 973 3299</u>
Organization Address	Phone Number
<u>www.bastropcountyafricanamericanculturalcenter.org</u>	
Website Address	

Is your Organization:

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

\$ 50,000 Requested amount as a % of Total Budget? 75 %
Total Amount Requested

Provide a brief description of your organization's mission:

The Bastrop County African American Cultural Center & Freedom Colonies Museum (BCAACC) was established in 2019 by eleven descendants to collect, preserve, and share the untold stories of formerly enslaved African Americans who founded fifty or more freedom colonies in Bastrop County, Texas after Emancipation. The BCAACC vision is to be a repository of cultural artifacts and oral histories that bring greater visibility and context to the lived experiences and contributions of African Americans in Bastrop and also a cultural center that will serve as an inclusive and educational space where people of all races and backgrounds can come together to learn about and appreciate the diversity of the community in which they live. As a non-profit historical museum, we seek to generate positive societal impact by a) operating as a resource for African Americans and other underserved populations in Bastrop County; b) organizing community curated exhibitions about the diverse histories of Bastrop; c) hosting educational programs for community members of all races and backgrounds to find common ground by conversing respectfully across differences; and partnering with schools and other mission-based organizations.

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PROGRAM INFORMATION

2025

Fiscal Year of Request

650

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?

We ask everyone who comes to museum where they are from as part of a sign-in process. That information is now being uploaded into a database that will make it easier for us to assess patterns and progress. As we make further progress toward more on-line communication and registration for select programs, there will be more opportunity to gather this kind of information. There are, however, certain limits to collecting this kind of information on line because many of our patrons are not comfortable using computers. We will also work on building closer ties with hotel partners especially around family reunion occasions in Bastrop.

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

that will be done by 9/1/24

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

(see attached)

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

As we get on our feet financially, and hire our first paid staff in 2024/25, we look forward to building upon collaborations with other community assets and learning from Visit Bastrop and Main Street about how best to market the BCAACC and contribute to heritage tourism in Bastrop. In 2023/24, for example, we collaborated with BCHS bringing Austin school children to Bastrop; continued to be a regular member of H.E.A.R.T., partnered with Green Gate Farms on our Place at the Table event, and collaborated with Bastrop Public Library on several programs, including a family friendly event contextualizing the 2024 Journey to Freedom Exhibition. We have also developed productive relationships with UT Austin and Texas State in the form of student research internships.

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: Historical restoration and preservation of cultural heritage is at the heart of BCAACC mission. For that reason, we believe the BCAACC is uniquely positioned to contribute to the economy of heritage tourism in Bastrop. It is not lost on us, that Bastrop has been branded "the most historic small town in Texas" based on its charming Main Street Historic District and more than 130 properties listed in the National Register of Historic Places. We look forward to providing walking tours, museum exhibitions, and programs that expand the historical narrative of Bastrop to include the remarkable number of structures still standing, particularly in and around Kerr Park, that tell the story of African American educators, musicians, politicians, architects, and business men and women and their contributions to Bastrop.

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

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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.

Doris Williams
Authorized Signature for the Applicant
Doris Williams
Name Printed or Typed

July 17, 2024
Date
Pres. BOB : CEO, BLAACC : FCM
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 African American Cultural Center & Freedom Colonies Museum

Profit/Loss October 2023 through June 2024

(The BCAACC is at a very early, grass roots stage of the organization. From the start, we have relied exclusively on volunteers. Once we hire the two PT staff people in August 2024 external grants have made possible, we will have the bandwidth to finally create a predictable financial infrastructure.)

Income

GoFundMe campaign	\$4,545
Donations	\$579.95
Membership	\$1,000.00
Total Income	\$6,124.95

BCAACC Operational Expenses

Office equipment	
Donation box	\$169.99
Office supplies	\$600
Brochures & business cards	\$255.40
Rent	\$4,620.00
Utilities	\$2,220.00
Internet/Phone	\$1,200.00
Website Maintenance	\$1500
Software & computer expenses	
Forever Archive Software	\$154.56
Subscriptions	\$1,200
Miscellaneous	\$3,600
Lawn Care	\$600
Total	\$16,119.95
Revenue	\$6,124.95
Money from Start Up Funds	\$9, 995.00
Total	\$00.00

Grants

2023/24 Project Grants that funded "Piecing Together African American History in Bastrop"

Humanities Texas Major Grant	\$13,200
SMU Retired Faculty Grant	\$ 5000

Total	\$18,200
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"Piecing Together African American History in Bastrop" personnel, quilt materials, exhibition fabrication

	\$18,200
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Grant Fund Balance	00.00
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BCAACC

HOT Funds Budget Request 2024/25

Request: \$50,000

Payroll Expenses

Supplement Program Coordinator P/T Salary to make it F/T \$14,100.00

Rent (Will be raised from 400./month to \$700./month in 2025) \$5,800.00

Marketing/Social media \$4,000.00

Community Ancestral Memory Jug Fundraiser for BCACC, February 2025

Event Advertising \$3,000.00

Event Printing \$2,500.00

Event \$7,000.00

Educational Programming \$3,600.00

Museum Exhibition Maintenance \$4000.00

Two Display Cases & supports \$6,000.00

Total \$50,000

BCAACC: Other Sources of Funding

Other Sources of Funding:

Membership

Donations on our website

Donation Box

Merchandise sales

GoFundMe campaign generated \$4,545 (2024)

Awarded Grants: The BCAACC grant strategy began with a focus on increasing visibility and attendance at the BCAACC by securing several small grants to fund artistic and historical projects:

2022	\$5,000	A grant from Southern Methodist University supported the Bastrop County Ancestral Memory Jug Project and Exhibition (cost of materials, room rental, & exhibition fabrication)
2023	\$5,000	A second grant from Southern Methodist University partially supported the Bastrop County Freedom Colonies Quilt Project and Exhibition (cost of materials, room rental, exhibition fabrication, food, and the editing and formatting of eight oral histories conducted with elders from Bastrop freedom colonies community for display at the museum).
2023	\$13,200	Grant from Humanities Texas (a subsidiary of NEH) increased the regional and national profile of the BCAACC and made it competitive for larger national grant to help build museum capacity. Grant funded a visit to Bastrop by Dr. Andrea Roberts to conduct public programs and workshop for descendants. Roberts is the leading scholar of Freedom Colony Studies nationally, and Associate Professor of Urban and Environmental Planning at the University of Virginia's (UVA) School of Architecture. Based on the work of the BCAACC since 2021, Roberts has selected our organization as one of the freedom colony communities invited to participate in and benefit from The (Out)sider Preservation Initiative supported by a three-million dollar grant from the Mellon Foundation.

Building on this success, in 2024 the BCAACC applied for two larger grants to support the hiring of the BCAACC's first paid staff in 2024/25 and to begin the work of building organizational capacity and sustainability.

2024 A \$100,000 Federal Museum Grant for African American History and Culture (AAHC) awarded by IMLS (Institute of Museum and Library Services in Washington, DC) makes it possible to hire a part-time paid Programs Coordinator in 2024. This new position that will provide much needed bandwidth for our all-volunteer senior staff to turn attention back to time-sensitive work of building capacity; strengthening community engagement programs and sustainable growth practices; and advancing partnerships established in 2023 with The University of Texas at Austin (assistance with research and digital mapping) and Texas State University (two graduate student interns in Public History for Summer 2024).

2024 A \$25,000 Rural Community Health Fund Grant makes it possible in 2024 to also hire, mentor, and train a museum apprentice recruited from an underserved population in Bastrop County.

BCAACC members are proud of this record of achievement but also recognize the hundreds of hours devoted to grant writing - instead of to advancing the important and time-sensitive work of oral history collection with community elders and Black cemetery preservation that is central to our mission - is not sustainable.

The opportunity to apply for financial assistance under the Hotel Occupancy Tax for Bastrop couldn't happen at better time for the BCAACC. That revenue would allow us to offset some of our operational costs and develop a marketing and publicity strategy that works in collaborative and complementary ways with other community assets under the guidance of Visit Bastrop.

The Bastrop County African American Cultural Center & Freedom Colonies Museum 2024-25 Program Schedule

- September 2024 Unsung Heroes Ceremony, annual event held to recognize individuals who have devoted their lives to family, community service and the preservation of African American history, but who have not yet been included in historical record. In 2023 over 150 people attended this event and we expect more in 2024.
- October 2024 Memory Keeping & Historical Preservation Day. Bastrop freedom colony descendants invited to bring family letters, documents, and photographs to the museum to be professionally scanned for historical preservation.
- October 2024 Story Telling Event with Bastrop freedom colony descendants.

Family Story Map Project
- November 2024 Co-sponsor of book-signing and performance event for Hannibal Lokumbe to be held at the old Locke Pharmacy building at 1003 Main Street, Mr. Lokumbe's request. *Hannibal Lokumbe: Spiritual Soundscapes of Music, Life, and Liberation (Black Lives in the Diaspora: Past / Present / Future)*, published by Columbia University Press.
- December 2024 Nimba Tra: program featuring music and artisanal crafts made in Guinea, Ghana, Nigeria, and Burkina Faso.

Family Picture Day at the BCAACC
- January 2025 Ancestral Memory Jug-Making Workshop
- February 2025 Collaborative Ancestral Memory Jug Fundraiser for BCACC (Bastropians of all ages and backgrounds invited to create an "Ancestor Plaque" for placement on fifteen-foot high BCACC Community Ancestral Memory Jug to raise funds for new building)

Launch of Black Bastrop Walking & Driving Tour

Story Telling Event with Bastrop freedom colony descendants.
- March 2025 Memory Keeping & Historical Preservation Day. Bastrop freedom colony descendants invited to bring family letters, documents, and photographs to the museum to be professionally scanned for historical preservation.
- April 2025 Preserving Historic Black Cemeteries in Bastrop County

May/June 2025

**Juneteenth: Driving Tour Initiative to Bastrop Freedom Colonies
Historical Designation Sites**

June 2025

Juneteenth Family Tree Reception

Exemption Verification Letter



Texas Comptroller of Public Accounts
Austin, TX 78774

March 20, 2022

BASTROP COUNTY AFRICAN AMERICAN CULTURAL CENTER
PO BOX 1155
BASTROP, TX 78602-1155

According to the records of the Comptroller of Public Accounts, the following exemption(s) from Texas taxes apply to the above organization(s):

Franchise tax, as of 08/07/2020

Sales and use tax, as of 08/07/2020

(provide Texas sales and use tax exemption certificate Form 01-339 (Back) to vendor)

The entity is not exempt from hotel occupancy tax.

Texas taxpayer identification number: 32075523970

This exemption verification is not a substitute for the completed exemption certificates that are required when claiming exemption from Texas taxes. Vendors should be familiar with the requirements for accepting the certificates in good faith from their customers.

This exemption verification does not mean that the organization holds a permit for collecting or remitting any Texas taxes.

Exempt organizations must collect tax on most sales. For more information, please see our publication Exempt Organizations: Sales and Purchases (96-122). Online registration is available.

For information concerning sales taxpayer permit status, please use the vendor search we provide online.

Corporations that are registered in Texas with the Secretary of State must maintain a current registered agent and registered office address. Information is available from Business and Nonprofit Forms page of the Secretary of State's website. Additionally, out-of-state corporations, limited liability companies, or limited partnerships transacting business in Texas may need to file a Certificate of Authority or Registration with the Texas Secretary of State. More information is available from the Foreign or Out-of-State Entities page on the Secretary of State's website.

Our publications and other helpful information are available on our website. If you need more information, write to us at exempt.orgs@cpa.texas.gov, or call us at 800-252-5555.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

BASTROP COUNTY AFRICAN AMERICAN
CULTURAL CENTER
C/O DORIS J WILLIAMS
PO BOX 1157
BASTROP, TX 78602-9998

Date:
11/19/2020
Employer ID number:
84-4228167
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
August 7, 2020
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053666001410

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements