

Application

Organization Information

Date: 2/21/20
Name of Organization: Matagorda County Birding Nature Center
Address: 1025 S. Hwy 35
City, State, Zip: Bay City Tx 77414
Contact Name: Sue Crow or Stephen Logan
Contact Phone Number: 979-557-1015 or 979-
Web Site Address for Event or Sponsoring Entity mcbnc.org
Is your organization: Non-Profit ☒ Private/For Profit ☐
Tax ID #: _____ Entity's Creation Date: _____
Purpose of your organization: Nature Park, Birding Facility
Tourist Destination, Education

What category does your request apply under? 3, 4
(refer to categories 1-6)

Has your organization attended training to enhance your event/festival? (please circle) Yes No

If yes, please list when and the name of the training organization: _____

Seminar at Bay City Chamber by State

Name of Event or Project Full Moon Food Truck Festival

Date of Event or Project: June 20, 2020

Primary Location of Event or Project: MCBNC

Amount Requested: \$3000

How will the funds be used: Advertising, Entertainment, Eco Tourism education and interest - Awareness of Facility As Tourist and Birding site.

Primary Purpose of Funded Activity/Facility: Educating Public on Birding and Conservation projects, Landscaping to comply with natural habitat -

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Bay City	June 2017		Unknown
Bay City	June 2018		Unknown
2019 -	June 2019		10
Will improve Room Tracking			

Which Categories Apply to Funding Request:

1. Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

6. Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?

N/A

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county?

If the event is a sporting related function/facility: Explain how the funded activity will increase economic activity at hotel and motels within the city or its vicinity?

Questions for All Funding Requests:

How many years have you held this Event or Project: 3

Expected Attendance: 300

How many people attending the Event or Project will use *Bay City and Matagorda County* hotels, motels or bed & breakfasts?

25

How many nights will they stay: 1

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Fair Field Inn best Western

Hampton Inn

How will you measure the impact of your event on area hotel activity?

Please list other organization, government entities and grants that have offered financial support to your project: Some Individual Contributions or Tables

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising _____ Newspaper ☒ Radio _____ TV _____ Internet Mostly

Press Releases to Media ☒ Direct Mailing to out of town recipients _____

Other _____

What areas does your advertising and promotion reach

Promote Internet to Austin, Houston Sites

What number of individuals will your proposed marketing reach that are located in another city or county?

unknown