



Application Date: March 4, 2021 (2020 Grant amendment)

## HOT GRANT FUNDING PROGRAM APPLICATION

### ***Organizational Information***

Name of Organization/Business: Friends of the Pound House Foundtion  
Address: 419-B Founders Park Road  
Dripping Springs, Texas 78620  
City, State, Zip:  
Contact Name: Jenny Pack  
Contact Phone/Email: pioneer@drpoundfarmstead.org  
Website Address: Drpoundfarmstead.org  
Type of Business/Organization: Museum  
Non-Profit Status: 501 C(3)  
Tax ID Number: 74-2580000  
Entity's Creation Date: January 1991

Purpose of Organization/Business:  
Protect, preserve and develop the Dr. Pound Farmstead for the use, education, enjoyment and benefit of present and future generations. The Dr. Pound Farmstead is a living depiction of early life in the Texas Hill Country, providing historical education, a destination point for visitors and a gathering place for the community.

### ***Event/Project Information***

Name of Event/Project: Preservation + restoration Project and Annual Tourism advertising  
Date of Event/Project: April 2021

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Location of Event/Project: Dr Pound Farmstead  
Description of Event/project: Replacement of the functional shutters on all windows of the historic house. Also included is annua advertising to promote tourism in approved publications.  
Funding Amount Requested: \$32,071.25

How funds will be used, including itemized list of expenditures:  
\$13,371.25 for preservation projects; \$9,200.00 for advertising; and \$9,500 for administrative costs related to staffing for these activities.

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Percentage of Total Event/Project Cost Covered by HOT Funding: 100%

***Please indicate which Category or Categories apply to the Funding Request, and list the Amount Requested under each category:***

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

*Amount requested under this category:* \_\_\_\_\_

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

*Amount requested under this category:* \_\_\_\_\_

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

*Amount requested under this category:* \$16,800.00

**Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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, tap and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

*Amount requested under this category:* \_\_\_\_\_

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

*Amount requested under this category:* \$15271.25

**Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**

*Amount requested under this category:* \_\_\_\_\_

How many individuals are expected to participate in the sporting related event? \_\_\_\_\_

How many participants at the sporting related event are expected to be from another City or County? Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity.

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**Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.**

*Amount requested under this category:* \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation:

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Will members of the general public (non-tourists) be riding on this transportation?

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What percentage of the ridership will be local citizens?

**Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

*Amount requested under this category:* \_\_\_\_\_

What tourist attractions will be the subject of the signs:

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**Promotion and Preservation of Dark Skies.** Construction and maintenance of infrastructure and the purchase and installation of hardware that reduces light pollution and sky glow.

Amount requested under this category: \_\_\_\_\_  
Describe Construction or Maintenance Project to include location, type of infrastructure and/or hardware to be installed:

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**All Funding Requests**

*Section must be completed for city to evaluate this application. Incomplete applications are subject to automatic denial.*

How many years have you held this Event/Project: 29 Years What is the expected attendance of the Event/Project: 3000

How many people attending the Event/Project will use Dripping Springs hotels: UK

How many nights will the attendees be staying for the Event/Project: UK

Do you reserve a room block for this event/project at an area hotel and if so, for how many rooms and at which hotels?

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List other years (over the last three years) that you have hosted your Event/Project with amount of HOT grant funding and the number of hotel rooms used:

<u>Month/Year Held</u>	<u>Grant Amount</u>	<u>Number of Hotel Rooms Used</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc)?

We will be surveying all visitors upon admittance for their zip code and whether or not they are spending the night in the area. We will also track event metrics and social media follows and comments.

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Please list other organization, government entities, and grants that have offered financial support to your event/project:

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**Admission Fee for Event/Project:** \$5.00 per person

**Anticipated Net Profit, if any:** \_\_\_\_\_

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

Newspaper: \_\_\_\_\_

Internet: \$500

Radio: \_\_\_\_\_

TV: \_\_\_\_\_

Other Paid Advertising: \$9200

Number of Press Releases to Media: 5

Number of Direct Mailings to out-of-town recipients: 12

Other Promotions: \_\_\_\_\_

**Will you include a link to the Dripping Springs Visitors Bureau or other source on your promotional handouts and in your website for booking hotel nights during this event/project?** Yes

**Will you negotiate a special rate or hotel/event package to attract overnight stays?** yes

**What new marketing initiatives will you utilize to promote hotel and convention activity for this event/project?**  
We will work in conjunctions with the visitor's bureau and other local business to advertise a visit to the museum as a focal point during weekend get-aways and as a main tourist attraction in Dripping Springs.

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**What geographical areas does your advertising and promotion reach?**  
Hays, Travis and Comal Counties. Some advertising reaches state-wide; while out internet and website marketing is boundless.

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**How many individuals will your proposed marketing reach who are located in another city of county?**  
UK

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**If the funding requested is related to a permanent facility (e.g. museum, visitor center)?**

Expected Attendance Monthly/Annually: 3000

Percentage of those in attendance that are staying at area hotel/lodging facilities: 70%

**Completed application with required attachments must be submitted to the City of Dripping Springs:**

**By Mail to:**

City of Dripping Springs  
Attn: City Administrator  
PO Box 384  
Dripping Springs, TX 78620

**In Person to:**

City of Dripping Springs  
City Hall  
511 Mercer Street  
City of Dripping Springs, TX 78620

**Electronic Submission to:**

[mfischer@cityofdrippingsprings.com](mailto:mfischer@cityofdrippingsprings.com)

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I fully understand the Local HOT Grant Program Application and Guidelines established by the City of Dripping Springs. I intend to use this grant for the aforementioned Event/Project expenditure to forward the efforts of the City in *directly* enhancing and promoting tourism **and** the convention and hotel industry by attracting visitors from outside Dripping Springs into the city or its vicinity. I have attached to this application:

- proposed marketing plan for event/project
- schedule of activities for event/project
- a list of the organization/business board of directors
- proof of non-profit status (if applicable)
- proof of registered business with the State of Texas (if applicable), and

I understand that if I am awarded a Local HOT Grant by the City of Dripping Springs, I will be required to enter into a Local HOT Grant Program Agreement with the City and any deviation from the approved project and the Agreement may result in the partial or total withdrawal of the Local HOT Grant Program funds.

***Friends of the Pound House Foundation***

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***Business/Organization Name***

***Jenny Pack***

***March 4, 2021***

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***Applicant's Signature***

***Date***