



AGENDA ITEM SUMMARY FORM

PROPOSED MEETING DATE: April 17, 2027
PREPARED BY: Yalonda M. Valderrama Santana
DEPARTMENT: Community Development

AGENDA ITEM DESCRIPTION:

Consideration, discussion, and possible action on the allocation of Hotel Occupancy Tax (HOT) Funds for ManorPalooza Expenses.

BACKGROUND/SUMMARY:

The 4th Annual ManorPalooza is a fun, family-friendly event celebrating the City of Manor and its people. This planned community event will provide our citizens and guests a variety of opportunities to engage with family, friends, and neighbors. In addition, the ManorPalooza city event brings people from all over Central Texas and surrounding areas to the city, which increases tourism and businesses.

This year ManorPalooza will have games, arts and crafts, food trucks, vendors, live music, carnival rides, photo booths, MLE: Sausage Eating Competitions, Firework Show, and more.



The 2024 ManorPalooza event will be held at the 236-acre parcel the city purchased in December. This venue has the opportunity to showcase Manor’s ability to host a regional event and provide the citizens and guests with a hometown and welcoming experience. We are anticipating 5,000 people attending the two-day event. The goal of creating a family-friendly atmosphere builds community character and traditions that will become our signature event for Eastern Travis County and the region.

LEGAL REVIEW: Not Applicable

FISCAL IMPACT: Yes

PRESENTATION: No

ATTACHMENTS: Yes

- ManorPalooza Projected Expenses
- 2019 Palooza Event Budget spreadsheet

STAFF RECOMMENDATION:

The city staff recommends that the City Council direct the City Manager to report back in June on the final event expenditures that qualify for Hotel Occupancy Tax funds to be disbursed.

PLANNING & ZONING COMMISSION: **Recommend Approval** **Disapproval** **None**
