



CITY OF MANOR
HOTEL OCCUPANCY TAX

Hotel Occupancy Tax Application

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Organization Information

Date: 7/21/2021 Name of Organization: City of Manor

Address: 105 E Eggleston St

City, State, Zip: Manor, TX 78653

Contact Name: Lydia Collins Contact Phone Number: 512-272-5555

Contact Email Address: lcollins@cityofmanor.org Amount Requested: \$ 100,000.00

Web site address for event or sponsoring entity: www.cityofmanor.org

Organization's tax status: non-profit A private/for profit _____ Tax ID # 74-1664745

Organization's creation date: 1872 Purpose of Organization: _____

Municipality _____

Event or program

Name of event or program: Sesquicentennial for City of Manor

Date of event or program: 2022

Primary location of event or program: City of Manor

Primary purpose of funded event/program: Celebrate Manor

Projected number of attendees: 5,000

Projected number of overnight visitors: 100

Projected number of overnight stays: 2

Relevant historical data: Sesquicentennial for City of Manor

Relevant Manor hotel activity (as it pertains to this event or program or previous ones; include information about room blocks): Red Roof Inn



CITY OF
MANOR
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 TEXAS

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Percentage of attendees staying in Manor hotels: 100

Please provide information about past events or programs; identify hotel occupancy tax funding assistance; and number of hotel rooms utilized: Manorpalooza

Identify methods to measure the impact of event or program on Manor hotel activity: Special rates for Red Roof Inn

List other organizations, grants, or funding sources for event or program (include other municipalities):

Friends of Manor Parks sponsorship

Please list all events that your organization hosts:

4th of July

Are any of the above events held at a Manor hotel? (Please list)

No

Supplemental information required with application:

- P&L from previous year's program
- Projected budget for entire program
- List of board of directors with contact phone numbers
- Schedule of activities relating to your event/expenditure
- Copy of tax exempt certificate
- Copy of previous year finances upon request

Hotel occupancy tax funds, if awarded, are to be used solely for this event or program, in accordance with the Texas tax code, chapter 351.

Return application/post event form to:

*City of Manor
 City Secretary
 105 E. Eggleston / P.O. Box 387
 Manor, TX 78653*



It's Our Year!

2022 SESQUICENTENNIAL ADVERTISING

AJR MEDIA

REP – CONNIE BLAIR

PROPOSAL:

Texas Highways.com – Online Banners

Media Details: <http://www.ajrmediagroup.com/media-kit/TexasHighways/Texas-Highways-Digital-Specs.pdf>

Medium Rectangle Banner – \$495.00 per month

Guarantee of 25,000 impressions per month

Homepage placement (& interior pages)

December 2021 – To promote the Kick-Off New Year's Eve

October 2022 – To promote "Shop Small" "Shop Local" and Golf Tournament

November 2022 – To promote Holidays in the Park

TOTAL – \$1,485.00

TourTexas.com – Online Banners

Media Details: <http://www.ajrmediagroup.com/media-kit/TourTexas/TT-Banners.pdf>

Half-Page Banner – \$475.00 per month

Guarantee of 25,000 impressions per month

Interior placement (Event pages etc.)

December 2021 – To promote the Kick-Off New Year's Eve

April 2022 – To promote ManorPalooza

June 2022 – To promote 4th of July

TOTAL – \$1,425.00

Texas Highways Magazine

Media Details: <http://www.ajrmediagroup.com/media-kit/TexasHighways/Texas-Highways-Media-Kit.pdf>

1/3 Page 4C Ad – \$2,731.00 Per Month

300,000+ Total Readership | Published 12X's per year

April 2022 – To promote ManorPalooza

June 2022 – To promote 4th of July

September 2022 – To promote National Night Out

October 2022 – To promote “Shop Small “Shop Local”

November 2022 – To promote Holidays in the Park

TOTAL – \$16,386.00 (If we do 6 – otherwise the price is higher – thoughts?)

Hot & Happening Event eNewsletter

Media Details: <http://www.ajrmediagroup.com/media-kit/TourTexas/TT-HH-eNews.pdf>

Standard Event Listing – \$595.00 per month

Sent once per month (1st Tuesday) to 100,000 opt-in subscribers

Maximum 7 listings per eNewsletter

December 2021 – To promote our New Year's Eve

April 2022 – To promote our ManorPalooza

June 2022 – To promote our 4th of July

October 2022 – To promote our National Night Out

November 2022 – To promote Holidays in the Park

TOTAL – \$2,975.00

TOTAL ADVERTISING PACKAGE - \$22,271.00



It's Our Year!

2022 SESQUICENTENNIAL ADVERTISING

**AUSTIN MONTHLY
REP – DANA HORNER**

PROPOSAL:

Austin Monthly Magazine

1/3 Page 4C Ad - \$1,300.00 Per Month

December 2021 – To promote New Year's Eve

April 2022 – To promote ManorPalooza

June 2022 – To promote 4th of July

September 2022 – To promote National Night Out

October 2022 – To promote "Shop Small "Shop Local"

November 2022 – To promote Holidays in the Park

TOTAL - \$7,800.00

TOTAL ADVERTISING PACKAGE - \$7,800.00

Austin Monthly has a multimedia approach for providing editorial content to its readers by using: Monthly printed publication, weekly newsletters, austinmonthly.com website and social media. Circulations of these products:

- Monthly printed publication – 34,000 Paid Circulations, 140,000 readers per issue, 9,000 newsstands and 8,000 hotel rooms
- Weekly Newsletter with 39,000 subscribers
- Social Media Following with 65,000 on FB and 145,000 on Instagram

Demographic of the audience:

- 57% take a trip or vacation within a 12-month period
- Average net worth is \$1.3m
- 85% are married and 30% have children at home
- 86% are 25 – 54
- 89% read every issue
- 65% purchase products or services from advertisements