

FUNDING CONSIDERATION CHECKLIST

Name of

City Limits Sports Academy

Event/Activity/Facility: _____

Does your event/activity/facility pass Part One (1) of the statutory test, defined specifically as directly enhancing and promoting tourism and the convention, and hotel industry in Stephenville? YES NO

Does your event/activity/facility pass Part Two (2) of the statutory test, defined specifically as fitting into one of more of the following categories:

- Convention center facilities or visitor information centers
- Facilities, personnel and materials for registration of the Tourism and Visitor's Bureau delegates
- Advertising, and conducting solicitations and promotional programs to attract tourist and visitor's
- Promotion 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
- Historical restoration and preservation projects or activities, or advertising and conducting solicitations and promotional programs to encourage tourists to visit preserved historic sites or museums in the area
- Signage directing tourist to sights and attractions that are visited frequently by hotel guests in the municipality
- Funding the costs for transporting tourists from hotels in and near the city to: the commercial center of the city, a convention center in the city, other hotels in or near the city, and tourist attractions in or near the city
- Sporting event expenses, including promotion expenses, related to sporting events at which the majority of participants are tourists who substantially increase economic activity at hotels in the area
- Is your application filled out thoroughly and completely, and are all required pages attached?
- Is your request for funding in accordance with the maximum funding guidelines?
- If applicable, have you submitted the Post-Funding Analysis and proofs of payment for last year's event/activity/facility?
- If applicable, have you returned or repaid the City for any previous funds not used or not used lawfully?
- Have you documented how you will accurately track out-of-town guests, showing that your event will attract tourists that will directly support the Tourism and Visitor's Bureau and the Hotel industry in the area?
- Is your request for fifty percent (50%) or less of your total projected revenue from the event/activity/facility?
- If you are applying under the Advertising category, is your request for one hundred percent (100%) or less of your total projected advertising expenditures?
- If you are applying under the Advertising category, have you met the local requirement that advertising must be accomplished in advance of the event/activity/facility, and must utilize legitimate media for promotion outside of the area, i.e. direct mail, newspapers, magazines, radio, television, billboards?
- Will all advertising indicate that the City of Stephenville is a direct sponsor of the event?

APPLICATION

Organization Information

Date: **February 21, 2023**

City Limits Sports Academy

Name of Organization

1907 E Washington

Address:

Stephenville, Texas 76401

City, State, Zip:

VW or Cynthia Stephens

Contact Name:

254-595-1667 or 254-595-0868

Contact Phone Number:

www.citylimitssportacademy.com

Website Address for Event/Activity/Facility:

Is your organization: Non-Profit Private for Profit

Tax ID#: 

Organization's Creation Date: **June 1 2022**

Purpose for your organization:

Training Facility for Baseball/Softball. Organization that builds travel teams for both young men and women. Retail sporting goods store. Tournament facilitator.

Event/Activity/Facility Information

City Limits Sports Academy Tournament

Name of Event/Activity/Facility:

March 25 -26, 2023

Date of Even/Activity:

City of Stephenville Baseball fields and Purple Goat Baseball fields

Primary Location of Event/Activity/Facility:

3800.00

Amount of HOT Funding Requested:

Fund Usage: How will the funds be used?

1. **Welcoming packages containing gift cards from local restaurants and retail stores.**
2. **Prizes and awards for each age group.**
3. **Advertizing at fileds about location of restaurants and location of retail.**
4. **Gatekeepers to direct traffic, admission and to answer questions about Stephenville.**

Primary purpose if funded Event/Activity/Facility:

The Primary purpose is a baseball tournament with 380 team members and families.

Check that statutory categories apply to funding request and amount requested under each category:

- Convention center facilities or visitor information centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- Registration of Tourism and Visitor's Bureau delegates:** the furnishing of facilities, personnel, and materials for the registration of tourism and visitor's bureau delegates or registrants;
- Advertising, and conducting solicitations and promotional programs to attract tourists and visitor delegates:** advertising and conducting solicitations and promotional programs to attract tourists and visitor's delegates or registrants to the municipality or its vicinity;
- Promotion of the arts:** the 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 pictures, radio, television, tape, and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;
- Historical restoration and preservation projects or activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and visitor's delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of the Tourism and Visitor's Bureau center facilities or visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and visitors delegates;

- Sporting event expenses related to sporting event which substantially increase economic activity at hotels:** for a municipality located in a county with a population of 290,000 or less, expenses, including promotion 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 municipality or its vicinity. _____

- Signage:** Signage directing tourists from hotels in and near the city to: the commercial center of the city, a convention center in the city, other hotels in or near the city, and tourist attractions in or near the city.

- Transportation system for tourists:** Funding the costs for transporting tourist from hotels in and near the city to: the commercial center of the city, a convention center in the city, other hotels in or near the city, and tourist attractions in or near the city.

(Answer the following three (3) questions only if sporting event-related)

If sporting even-related: How many individuals are expected to participate?

380 to 450 team members with family members . Total 1000 to 1500

If sporting event-related: How many of the participants are expected to be from another city or county?

900 to 1400

If sporting event-related: Quantify how the funded event/activity/facilities will substantially increase economic activity at hotel and motels within the City or its vicinity?

This is a two date tournament with early starts where many will chose to spend the night. The tournaments are all day events for both days. Meals, gas and supplies will be purchased by teams and families.

Questions for all Funding Requests

How many years have you held this event/activity?

This will be our second year.

Expected attendance:

1500

How many people attending the event/activity/facility will use Stephenville hotels, motels, inn s or bed-and-breakfast establishments?

Estimate 450 to 500.

How many nights will they stay?

1 to 2 nights

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

No

Please list other years (over the last three years) that you have hosted your event/activity/facility, and list the amount of assistance given from HOT funding and the number of hotel rooms used:

Motel/Year Held	Assistance Amount	Number of Hotel Rooms Used

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

Increase in hotel tax for that period. Also questionnaire will be sent to area hotels, retail shops and restaurants.

Please list all other organizations, government entities and grants that have offered financial support to your event/activity/facility, and respective amounts:

None

Please check all promotion efforts your organization is coordinating, and list the financial amounts committed to each media outlet:

- Paid Advertising
 Newspaper
 Radio
 TV
 Social Media
 Press Releases
 Direct mailing to out-of-town recipients
 Other

What specific geographic areas do your advertising materials and promotions reach?

The state of Texas and Oklahoma

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

3500 to 5000 people

The above application for HOT funds received for the City of Stephenville, and the explanation of how such funds will be utilized, is true and accurate.

Authorized Signature

23rd Feb 2023
Date Signed

This Pre-Fund Analysis must be completely and accurately filled out and returned to the City of Stephenville, Attn: Tourism Coordinator, 298 W. Washington St. Stephenville, Texas 76401, no later than **sixty (60) days** before the event/activity/facility. If the total amount of the HOT funds were not used or were not lawfully used, then those funds must be returned or repaid to the City of Stephenville with the Post-Funding Analysis. Questions may be directed to the Tourism Coordinator at (254) 918-1212 or email tourism@stephenvilletx.gov.