

STAFF REPORT



SUBJECT: Consider Hotel Occupancy Tax Application – Joe Beaver’s Jr. Superstars Roping

DEPARTMENT: Tourism

STAFF CONTACT: Michaela Bierman

RECOMMENDATION:

BACKGROUND:

Established in 2010, this roping event will take place on April 7-9, 2023, at the 377 Arena. The amount of HOT Funds requested is \$15,000-30,000.

This event will host 450+ contestants, estimating the attendance at 1,000. The impact of this event will be measured by the number of entries and stall rentals at 377 Arena.

FISCAL IMPACT SUMMARY:

This event will host 450+ families that will eat, shop, and potentially stay in hotels for 2-3 days.

ALTERNATIVES