



# COMMITTEE REPORT

**REPORT TYPE:** Tourism & Visitors Bureau Committee

**MEETING:** January 16, 2024

**Present:** LeAnn Durfey, Chair, Lonn Reisman, Bob Newby, Maddie Smith

**Absent:** None

**DEPARTMENT:** Tourism

**STAFF CONTACT:** Michaela Bierman

## HEADER TITLE 1: HOT Funds Application – Joe Beaver’s Jr. Superstar Roping

Staff presented the HOT Funds application for Joe Beaver’s Jr. Superstar’s Roping to the committee. Established in 2010, this roping event will take place on March 29-31, 2024, at the 377 Arena. The amount of HOT Funds requested is \$10,000. However, the amount discussed to fund the event is \$5,000. This amount is available in the ‘Undesignated Grant Funds’ line item in the Tourism budget.

Last year, the City of Stephenville funded Joe Beaver’s Jr. Superstars Roping in the amount of \$5,000 which took place April 7-9, 2023. In the post-event report, the LaQuinta (host hotel) was sold out, along with Hampton Inn, Best Western, and Motel 6.

According to the HOT Funds application, this event will host 450+ contestants from all over the country, estimating the attendance at 1,000. The impact of this event will be measured by the number of entries, hotel rooms booked, and Tourism data analytics gathered from Datafy.

Councilwoman Durfey made the motion to forward the HOT Funds application to full council with a positive recommendation.