



STAFF REPORT

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

DEPARTMENT: Tourism

STAFF CONTACT: Michaela Bierman

RECOMMENDATION:

Staff recommends funding the Joe Beaver’s Jr. Superstar Roping event in the amount of \$5,000.

BACKGROUND:

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.

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.

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, along with Tourism data analytics gathered from Datafy.

FISCAL IMPACT SUMMARY:

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

ALTERNATIVES

Council denies staff recommendation of HOT Funds application.

Council reduces staff recommendation amount of Hot Funds.