

(ONLY turn this part in once your event is completed)

POST-FUNDING ANALYSIS AND PROOFS OF PAYMENT

ORGANIZATION INFORMATION

Date: April 7-9 / May 15, 2023
Name of organization: Joe Beaver Jr Superstars Roping
Address: PO Box 1595
City, State, Zip: Huntsville TX 77348
Contact Person: Joe Beaver or Jenna Beaver
Contact Telephone Number: 936-672-7933

EVENTS/ACTIVITY/FACILITY INFORMATION

Name of funded event/activity/facility: Joe Beaver Jr Superstars Roping
Date funded event/activity/facility held: April 7-9, 2023
Primary location of funded event/activity/facility: 377 Arena Stephenville, TX
Primary purpose of funded event/activity/facility: Jr roping events 7-19 plus open events for all ages
Amount received from HOT funds: \$5000
Specific explanation of how HOT funds were spent: paying for the use of the facility which costs \$5230

How many years have you held this event/activity/facility?

2 years at Lone Star Arena Labor Day 10 years Alvarado for Easter

How many people did you predict would attend this event/activity/facility? (Note: this should be the number you submitted in "Application"):

450 Kids not including parents & siblings

How many people do you estimate actually attended the event/activity/facility? 500 contestants ~~not in~~ total including companions 1500

How many room nights were generated in Stephenville area hotels/motels, inns, and bed-and-breakfast establishments by attendees of this event/activity/facility? 3 nights April 6-8

If this event/activity/facility has been funded by HOT funds in the last three (3) years, how many room nights were generated at Stephenville area hotels/motels, inns, and bed-and-breakfast establishments by attendees of this event/activity/facility?

Last Year? Alvarado - sold out La Quinta, Best Western,

Two Years Ago? Comfort

Three Years Ago? _____

What method did you use to determine the number of people who booked rooms in Stephenville area hotels/motels, inns, and bed-and-breakfast establishments by attendees of this even/activity/facility? (for example, room block usage information, survey of hoteliers, etc.)

X

The La Quinta was sold out 6-8, We also checked Hampton Inn, Best Western, Motel 6, They were all sold out

Was a room block established for this event/activity/facility at an area hotel and, if so, did the room block fill? yes La Quinta was sold out

If the room block did not fill, how many rooms were picked up? _____

Please check all efforts your organization actually used to promote this event/activity/facility, and how much money was actually spent in each category:

Newspaper		\$
Radio		\$
TV	<u>talked about on Cowboy Channel</u>	\$
Press Release		\$
Direct Mail	<input checked="" type="checkbox"/>	\$ email
Social Media	<input checked="" type="checkbox"/>	\$ fb
Other	<u>websites</u>	<input checked="" type="checkbox"/> \$ Joebeaver.com, etc

We are ^a ~~part~~ of qualifying event for
 Hoey Jr Patriot
 Vegas World Finals
 The American
 So our event location is posted on their websites

What new marketing initiatives did you utilize to promote hotel, tourism and visitor's activity for this event/activity/facility? La Quinta is our host hotel

We email approximately 550 previous contestants
Our flyer goes out to 7 associations schedules, Our website has all info

Attach actual documents showing how Stephenville was recognized in your advertising/promotional campaign. see attached

Attach actual documents showing all forms of advertising/promotion used in your campaign. If the item itself does not indicate the medium used (i.e. radio, TV, print, or mail) or exactly where the advertising took place, please include other information that would show the location of the advertising and medium utilized.

Attach actual invoices, receipts, and proofs of payment for ALL expenditures on which HOT funds were used in whole or in part.

Were the HOT funds received fifty percent (50%) or less of total receipts? less

HOT Funds Received: \$5000

Total Event Receipts: \$33,799

What Stephenville businesses did you utilize for food, supplies, materials, printing, etc.? HEB, Newtons Purple Goat, J Raes, El Azteca
Peacocks, Hard's

If sporting event-related, how many individuals actually participated in the event/activity/facility? 500+ from 18 states + Canada

If sporting event-related, how many participants were from another city of county? 146 contestant list emailed to you 5/23/23 of 500+ plus lived Stephenville
Ligan, Morgan, Mill

The above accounting of HOT funds received for the City of Stephenville, and the explanation of how such funds were actually utilized, is true and accurate.

Jenna Beere
Authorized Signature

5/14/23
Date Signed

This Post-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** after the event/activity/facility. All invoices and proofs of payment must be attached and will not be returned. 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 this Post-Funding Analysis. Questions may be directed to the Tourism Coordinator at (254) 918-1212 or email tourism@stephenvilletx.gov.

FUNDING CONSIDERATION CHECKLIST**Name of****Event/Activity/Facility:** Joe Beaver Jr Superstars / 377 Arena ^{Roping}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?