

COMMITTEE REPORT



REPORT TYPE: Tourism & Visitors Bureau Committee
MEETING: March 21, 2023
Present: LeAnn Durfey, Chair, Lon Reisman, Bob Newby, Gerald Cook
Absent: None
DEPARTMENT: Tourism
STAFF CONTACT: Michaela Bierman

HEADER TITLE 1: HOT Funds Application - City Limits Sports Academy Tournaments

Staff presented the HOT Funds Application for City Limits Sports Academy Baseball Tournaments to the committee. The tournaments will be held in both City Limits Sports Academy facilities and the City of Stephenville Baseball Fields. An application has been submitted for each tournament (5 tournaments) each requesting \$3,800.00, resulting in a total of \$19,000.

Each application has the same information listed except for the dates. These are the dates for this season's tournaments:

- March 25-26
- April 15-16
- May 20-21
- June 10-11
- July 8-9

Attendance is estimated at total of 380 teams participating this summer. The tournaments are all day events for both days, resulting in teams and families staying in hotels, and eating and shopping locally. A questionnaire will be sent out to the hotels, retail shops, and restaurants from the organizer. Additionally, a post-event report will be given to the organizer to measure the impact of the tournaments.

MOTION by Gerald Cook, second by Bob Newby, to forward the HOT Funds Application to full Council with a positive recommendation. MOTION CARRIED unanimously.

HEADER TITLE 2: HOT Funds Application - Joe Beaver's Jr. Superstar Roping

Staff presented the HOT Funds Application for Joe Beaver's Jr. Superstar Roping to the committee. Established in 2010, this roping event will take place on April 7-9, 2023, at the 377 Arena. The initial amount of HOT Funds requested is \$15,000-30,000. However, the amount discussed to fund the event is \$5,000. In the Tourism budget, there is \$5,000 available in the 'Undesignated Grant Funds' line item.

According to the HOT Funds Application, this event will host 450+ contestants, with the attendance estimated at 1,000 people, and an estimated amount of 200 people staying in local hotels. This event will be measured by the number of entries and stall rentals at 377 Arena. Additionally, a post-event report will be given to the organizer to measure the impact of the event.

MOTION by Bob Newby, second by Lon Reisman, made the motion to forward the HOT Funds Application with the recommendation of a \$5000 award to full council with a positive recommendation. MOTION CARRIED 3:1 with Gerald Cook opposed.