

FUNDING CONSIDERATION CHECKLIST

Name of

Event/Activity/Facility:

Doping
 Joe Beaver Jr Superstars / 377 Arena

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?

APPLICATION

Organization Information

Date: August 16, 2022

Name of Organization: Joe Beaver Jr Superstars Roping

Address: PO Box 1595

City, State, Zip: Huntsville, TX 77342

Contact Name: Joe Beaver

Contact Phone Number: 979-777-6946

Website Address for Event/Activity/Facility:

Is your organization: Non-Profit Private for Profit

Tax ID#: 

Organization's Creation Date: 3/10/2010

Purpose for your organization:
To provide venue for upcoming young ropers as well as older high school students to participate for large prize money with and against kids from all over US + Canada.

Event/Activity/Facility Information

Name of Event/Activity/Facility: Joe Beaver Jr Superstars Roping / 377 Arena

Date of Event/Activity: April 7-9, 2023

Primary Location of Event/Activity/Facility: 377 Arena Stephenville

Amount of HOT Funding Requested: \$15,000 - \$30,000

Fund Usage: How will the funds be used?

110 Saddles @ -20,000 advertising
27 t-shirts, caps 72500
prize rope cans - 1000
labor - 14,000
hotel rooms - 3500
pay for arena 3000

Primary purpose if funded Event/Activity/Facility:

prizes

Check that statutory categories apply to funding request and amount requested under each category:

Convention center facilities or visitor information centers: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;

Registration of Tourism and Visitor's Bureau delegates: the furnishing of facilities, personnel, and materials for the registration of tourism and visitor's bureau delegates or registrants;

Advertising, and conducting solicitations and promotional programs to attract tourists and visitor delegates: advertising and conducting solicitations and promotional programs to attract tourists and visitor's delegates or registrants to the municipality or its vicinity;

Promotion of the arts: the encouragement, promotion, improvement, and application 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 pictures, radio, television, tape, and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

Historical restoration and preservation projects or activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and visitor's delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of the Tourism and Visitor's Bureau center facilities or visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and visitors delegates;

Sporting event expenses related to sporting event which substantially increase economic activity at hotels: for a municipality located in a county with a population of 290,000 or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity. _____

Signage: Signage directing 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.

Transportation system for tourists: Funding the costs for transporting tourist 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.

(Answer the following three (3) questions only if sporting event-related)

If sporting event-related: How many individuals are expected to participate?

450 - 500 Kids _____

If sporting event-related: How many of the participants are expected to be from another city or county?

99% see attached contestant list _____

If sporting event-related: Quantify how the funded event/activity/facilities will substantially increase economic activity at hotel and motels within the City or its vicinity?

450 Kids with parents and siblings coming for 2-3 days will stay at hotels, buy fuel & eat _____

Questions for all Funding Requests

How many years have you held this event/activity?

13 yrs _____

Expected attendance:

1000 _____

How many people attending the event/activity/facility will use Stephenville hotels, motels, inns or bed-and-breakfast establishments?

200 _____

How many nights will they stay?

1-2

Do you reserve a room block for this event/activity/facility at an area hotel and if so, for how many rooms and at which hotels?

~~no~~ we reserve 12 for our labor +
 post on website which hotel

Please list other years (over the last three years) that you have hosted your event/activity/facility, and list the amount of assistance given from HOT funding and the number of hotel rooms used:

Motel/Year Held	Assistance Amount	Number of Hotel Rooms Used
2018 Alvarado Comfort Inn	\$30,000	250
2018 Alvarado Comfort Inn	\$30,000	250
2019 Alvarado La Quinta	\$30,000	275

How will you measure the impact of your event/activity/facility on area hotel activity?

according to entries + stall rental at 377 Arena

Please list all other organizations, government entities and grants that have offered financial support to your event/activity/facility, and respective amounts:

none in Stephenville since 2014

Please check all promotion efforts your organization is coordinating, and list the financial amounts committed to each media outlet:

Paid Advertising Newspaper Radio TV Social Media Press Releases

Direct mailing to out-of-town recipients Other email to all contestants

What specific geographic areas do your advertising materials and promotions reach?

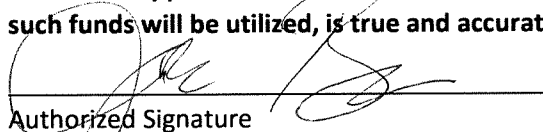
the entire ~~of~~ U.S.

Jr + High School Rodeo Assoc.

What number of individuals located in another city or county will your proposed marketing reach?

unlimited

The above application for HOT funds received for the City of Stephenville, and the explanation of how such funds will be utilized, is true and accurate.


Authorized Signature

8/16/2022
Date Signed

This Pre-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** before the event/activity/facility. 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 the Post-Funding Analysis. Questions may be directed to the Tourism Coordinator at (254) 918-1212 or email tourism@stephenvilletx.gov.