

Regular Tomball EDC

Agenda Item

Data Sheet

Meeting Date: May 10, 2022

Topic:

Consideration and possible action by Tomball EDC to approve, as a Project of the Corporation, an agreement with Sip Hip Hooray to make direct incentives to, or expenditures for, advertising, promotion, and marketing for monthly Shop and Stroll events to be held in Old Town Tomball, as authorized under Section 505.158 of the Texas Local Government Code. The estimated total amount of expenditures is an amount not to exceed \$40,545.00

- Public Hearing

Background:

Meagan Morris, Owner and Creative Director of Sip Hip Hooray, has formally requested financial assistance from the TEDC in an amount not to exceed \$40,545.00 to help assist Sip Hip Hooray and the Old Town businesses with expenses related to the monthly Shop and Stroll events held in Old Town.

Sip Hip Hooray is located at 210 W. Main Street, Tomball, Texas 77375. The marketing materials would include paid digital marketing and marketing ads, postcards and printing, posters, yard signs, printed cups for each business participating, social media management, and graphic design.

This is an eligible project under the legislation that governs Type B sales tax corporations, which enables the TEDC to fund marketing and promotional expenses for Sip Hip Hooray. If you approve this Project and Letter of Agreement, it will go to the City Council for final approval by resolution.

Origination: Meagan Morris, Owner and Creative Director, Sip Hip Hooray

Recommendation:

Approval of the Agreement with Sip Hip Hooray.

Party(ies) responsible for placing this item on agenda: Kelly Violette

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: X No: _____ If yes, specify Account Number: # Project Grants

If no, funds will be transferred from account # _____ To account # _____

Signed _____ Approved by _____
Staff Member-TEDC Date Executive Director-TEDC Date