



City of Tomball Application for Use of Hotel Occupancy Tax

Application Date: July 6, 2023
Name of Organization/Business: Houston Repertoire Ballet
Street Address: 8515 Jackrabbit Road
City: Houston State: TX Zip Code: 77095
Contact Name: Denise Rosas
Phone Number: 8327296781 Email: denise.rosas10@gmail.com

Type of Organization/Business: Private/For-Profit Non-Profit

Purpose of organization/business: HRB is a non-profit performing arts company dedicated to the pursuit of excellence in the art of classical ballet. With more than 25 years of performing arts experience combined with exceptional dance instruction, HRB has developed a reputation as the premier youth ballet in the NW Houston region, with many of its dancers going on to prestigious ballet companies. HRB provides young, talented, dedicated dancers necessary training to enter the professional world of dance while also providing cultural education and community service to surrounding cities in the Greater Houston area.

Does your event/expenditure pass Part One of the statutory Hotel Occupancy Tax test listed below?

Defined specifically as directly enhancing and promoting tourism in Tomball and directly promoting the overnight accommodation industry in Tomball by increasing overnight stays.

Yes No

Does your event/expenditure pass Part Two of the statutory Hotel Occupancy Tax test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one of more of the following categories?

Select all categories that apply.

- Establishment, improvement or maintenance of a convention or visitor center
- Administrative cost for facilitating convention registration
- Advertising, solicitations, and promotions that attracts tourists and delegates
- Encouragement, promotion, improvement, and application of the arts
- Historical restoration or preservation programs
- Signage directing tourists to attractions visited by hotel guests
- None of the above

Is this a new event/expenditure? Yes No

Name of the event/expenditure: The Nutcracker Series

Website address of event/expenditure: www.hrbdance.com

Date(s) of event/expenditure: November 27-Dec 3, 2023

Location of event/expenditure: Tomball HS, 30330 Quinn Rd, Tomball, TX 77375

Description of event/expenditure: HRB's "The Nutcracker" is a classic holiday ballet enjoyed by all ages at affordable prices (\$20-\$25) bringing approximately 3,500 patrons and 160 artists

annually to Tomball's easily accessible venue. The performance series features professional guest artists, elaborate costumes and sets along with

exquisite dancing in a professionally staged performance drawing an audience from Houston and neighboring communities, and includes a free school performance for all TISD 3rd graders.

Estimated local attendees: 420 Estimated out of town attendees: 3080

If approved, how will the grant funds be used? HRB will use grant funds to pay for production costs associated with our show. Our budgeted items

account for stage manager and crew, security services, theater rental, as well as programs and other marketing graphics all sourced from Tomball vendors.

How will you measure the impact of your event on local overnight accommodations? _____

By partnering with Tomball hotels chains/rv parks, HRB will be able to advertise and promote hotel stays with block rate prices

in conjunction with ticket sales on our HRBDance.com website. Through follow up with these vendors, HRB can surmise its impact on overnight accommodations in Tomball.

Amount of funding requested: \$ 21,000

Current operating budget for the event/expenditure: \$ 98,100

Total funding dedicated to advertising/promotion of event/expenditure: \$ 6,000

Organization's direct contribution to the operating and advertising budget: \$ \$77,100

Please indicate all promotion efforts your organization will utilize to alert visitors of the event/expenditure:

Paid Advertising

Radio

Television

Brochures

Social Media

Newspaper

Online/Digital


Press Release

How do you intend to advertise or promote your event to gain overnight stays in Tomball? HRB will advertise

accommodations on its Nutcracker ticket sales page. This page will provide links to Tomball hotel chains/rv parks

reservations pages that have partnered with HRB to offer block-rate rooms for HRB patrons.

1. I have read the entire information in this application packet and understand and will comply with all provisions therein; and that I intend to use the grant for the event/expenditure to directly enhance and promote the tourism and hotel industry by attracting visitors from outside of Tomball to stay overnight in one of Tomball's lodging facilities.
2. I will abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.
3. I understand that all grant funds are provided on a reimbursement basis and only proven eligible expenses will be reimbursed.
4. Applicant acknowledges that if grant funds are awarded, the event organizers agree to allow the financials of this event to be viewed at any time by the City of Tomball prior to receiving reimbursement for the event.

Applicant Signature: Denise Rosas  Digitally signed by Denise Rosas
Date: 2023.07.18 09:29:47 -05'00'

Applicant Name: Denise Rosas

Required Documents:

- Itemized budget of expenditures for grant funds
- Organization's most recent annual budget
- Organization's most recent financial statements – must be audited for grants exceeding \$100,000
- List of Board of Directors/Event Committee with contact information
- IRS Form W-9 – required if not currently on file with the City of Tomball
- Any other information that supports the request for funding

Please submit applications by email to finance@tomballtx.gov or mail/deliver to:

City of Tomball
Attn: Finance Dept.
501 James Street
Tomball, Texas 77375

Houston Repertoire Ballet
Tomball HOT Grant Budgeted Expenses

Grants & Corporate Giving_ City of Tomball	0.00	21,000.00
Total Grants & Corporate Giving_	0.00	21,000.00

	Budget	\$ Over Budget	% of Budget
Aug '23 - Jul 24			
Expense Administration_			
Materials_Production Crew	0.00		200.00
Security	0.00		800.00
Stage Crew & Facility	0.00		20,000.00
Total Production_NUTCRACKER		0.00	21,000.00
Total Expense		0.00	21,000.00
Net Income		0.00	0.00

Houston Repertoire Ballet
Tomball HOT Grant Budgeted Expenses

-21,000.00	0.0%
-21,000.00	0.0%
-200.00	0.0%
-800.00	0.0%
-20,000.00	0.0%
-86,100.00	0.0%
-21,000.00	0.0%
0.00	0.0%
0.00	0.0%

Houston Repertoire Ballet
Nutcracker Production Cost Budget

Aug '23 - Jul 24 Expense Administration_	Budget	\$ Over Budget	% of Budget		
	Aug '23 - Jul 24	Budget	\$ Over Budget	% of Budget	
Production_NUTCRACKER Black Box	0.00	1,600.00	-1,600.00	0.0%	
Costumes	0.00	4,000.00	-4,000.00	0.0%	
Guest Artist - travel & other	0.00	2,000.00	-2,000.00	0.0%	
Guest Artist_	0.00	15,000.00	-15,000.00	0.0%	
Materials_Production Crew	0.00	200.00	-200.00	0.0%	
Orchestra	0.00	39,000.00	-39,000.00	0.0%	
Rentals_Transportation	0.00	1,000.00	-1,000.00	0.0%	
Security	0.00	800.00	-800.00	0.0%	
Stage Crew & Facility	0.00	20,000.00	-20,000.00	0.0%	
Videographer_	0.00	2,500.00	-2,500.00	0.0%	
Total Production_NUTCRACKER	0.00	86,100.00	-86,100.00	0.0%	
Public Relations_ Advertising_	0.00	6,000.00	-6,000.00	0.0%	
Programs_	0.00	6,000.00	-6,000.00	0.0%	
Public Relations_ - Other	0.00	0.00	0.00	0.0%	
Total Public Relations_	0.00	12,000.00	-12,000.00	0.0%	
Total Expense	0.00	98,100.00	-98,100.00	0.0%	
Net Income	0.00	0.00	0.00	0.0%	

Houston Repertoire Ballet Profit & Loss Budget vs. Actual August 2023 through July 2024

	Aug '23 - Jul 24	Budget	\$ Over Budget	% of Budget
Income				
Boutique				
Nutcracker	0.00	20,000.00	-20,000.00	0.0%
Nutcraker - Silent Auction	0.00	6,300.00	-6,300.00	0.0%
Recital	0.00	6,000.00	-6,000.00	0.0%
Spring Show	0.00	3,000.00	-3,000.00	0.0%
Boutique - Other	0.00	0.00	0.00	0.0%
Total Boutique	0.00	35,300.00	-35,300.00	0.0%
Donations_				
Annual Campaign	0.00	6,300.00	-6,300.00	0.0%
Board Donations	0.00	750.00	-750.00	0.0%
Donations_ - Other	0.00	0.00	0.00	0.0%
Total Donations_	0.00	7,050.00	-7,050.00	0.0%
Dues/Fees_				
Audition Fees	0.00	1,750.00	-1,750.00	0.0%
HRB Company Dues	0.00	25,000.00	-25,000.00	0.0%
Non-member fees	0.00	9,000.00	-9,000.00	0.0%
Total Dues/Fees_	0.00	35,750.00	-35,750.00	0.0%
Fundraisers_				
Childrens Guild	0.00	2,000.00	-2,000.00	0.0%
Events and Promotions	0.00	0.00	0.00	0.0%
HRB apparel	0.00	1,000.00	-1,000.00	0.0%
Total Fundraisers_	0.00	3,000.00	-3,000.00	0.0%
Grants & Corporate Giving_				
City of Tomball	0.00	21,000.00	-21,000.00	0.0%
Grants & Corporate Giving_ - Other	0.00	22,900.00	-22,900.00	0.0%
Total Grants & Corporate Giving_	0.00	43,900.00	-43,900.00	0.0%
Ticket Sales_				
Nutcracker_	0.00	80,000.00	-80,000.00	0.0%
Spring_	0.00	14,000.00	-14,000.00	0.0%
Total Ticket Sales_	0.00	94,000.00	-94,000.00	0.0%
Uncategorized Income_	0.00	0.00	0.00	0.0%
Total Income	0.00	219,000.00	-219,000.00	0.0%
Gross Profit	0.00	219,000.00	-219,000.00	0.0%

Houston Repertoire Ballet Profit & Loss Budget vs. Actual August 2023 through July 2024

Expense	Aug '23 - Jul 24	Budget	\$ Over Budget	% of Budget
Administration_				
Bank Charges_	0.00	30.00	-30.00	0.0%
Credit Card fees	0.00	1,200.00	-1,200.00	0.0%
Office Expenses	0.00	600.00	-600.00	0.0%
Professional Fees_	0.00	900.00	-900.00	0.0%
Ticket Sales Fee_	0.00	12,000.00	-12,000.00	0.0%
Administration_ - Other	0.00	0.00	0.00	0.0%
Total Administration_	0.00	14,730.00	-14,730.00	0.0%
Boutique_				
Flowers	0.00	6,500.00	-6,500.00	0.0%
Merchandise	0.00	11,000.00	-11,000.00	0.0%
Silent Auction	0.00	250.00	-250.00	0.0%
Boutique_ - Other	0.00	150.00	-150.00	0.0%
Total Boutique_	0.00	17,900.00	-17,900.00	0.0%
Community Engagement Expenses_				
Daisy Rome Scholarships_	0.00	2,250.00	-2,250.00	0.0%
Events/Children Guild_	0.00	0.00	0.00	0.0%
HRB Scholarship_	0.00	1,300.00	-1,300.00	0.0%
Master Class	0.00	200.00	-200.00	0.0%
Tomball Stage Scholarships	0.00	1,500.00	-1,500.00	0.0%
Youth/Outreach Programs_	0.00	3,000.00	-3,000.00	0.0%
Total Community Engagement Expenses_	0.00	8,250.00	-8,250.00	0.0%
Contract Labor_				
Artistic Staff	0.00	19,500.00	-19,500.00	0.0%
Contract Labor_ - Other	0.00	6,850.00	-6,850.00	0.0%
Total Contract Labor_	0.00	26,350.00	-26,350.00	0.0%
Depreciation Expense	0.00	930.00	-930.00	0.0%
Facility_				
Insurance_	0.00	6,000.00	-6,000.00	0.0%
Rent_	0.00	11,820.00	-11,820.00	0.0%
Utilities_	0.00	5,800.00	-5,800.00	0.0%
Total Facility_	0.00	23,620.00	-23,620.00	0.0%
Production - Misc				
Chorography Project	0.00	4,500.00	-4,500.00	0.0%
Production - Misc - Other	0.00	0.00	0.00	0.0%
Total Production - Misc	0.00	4,500.00	-4,500.00	0.0%

Houston Repertoire Ballet Profit & Loss Budget vs. Actual August 2023 through July 2024

	Aug '23 - Jul 24	Budget	\$ Over Budget	% of Budget
Production_NUTCRACKER				
Black Box	0.00	1,600.00	-1,600.00	0.0%
Costumes	0.00	4,000.00	-4,000.00	0.0%
Guest Artist - travel & other	0.00	2,000.00	-2,000.00	0.0%
Guest Artist_	0.00	15,000.00	-15,000.00	0.0%
Materials_Production Crew	0.00	200.00	-200.00	0.0%
Orchestra	0.00	39,000.00	-39,000.00	0.0%
Rentals_Transportation	0.00	1,000.00	-1,000.00	0.0%
Security	0.00	800.00	-800.00	0.0%
Stage Crew & Facility	0.00	20,000.00	-20,000.00	0.0%
Videographer_	0.00	2,500.00	-2,500.00	0.0%
Total Production_NUTCRACKER	0.00	86,100.00	-86,100.00	0.0%
Production_SPRING				
Costumes	0.00	4,000.00	-4,000.00	0.0%
Guest artist	0.00	5,000.00	-5,000.00	0.0%
Guest artist - travel & other	0.00	2,000.00	-2,000.00	0.0%
Guest Choreographer	0.00	1,500.00	-1,500.00	0.0%
Materials	0.00	2,000.00	-2,000.00	0.0%
Rentals	0.00	800.00	-800.00	0.0%
Stage Crew & Facility	0.00	8,320.00	-8,320.00	0.0%
Videographer	0.00	1,000.00	-1,000.00	0.0%
Production_SPRING - Other	0.00	0.00	0.00	0.0%
Total Production_SPRING	0.00	24,620.00	-24,620.00	0.0%
Public Relations_				
Advertising_	0.00	6,000.00	-6,000.00	0.0%
Programs_	0.00	6,000.00	-6,000.00	0.0%
Public Relations_ - Other	0.00	0.00	0.00	0.0%
Total Public Relations_	0.00	12,000.00	-12,000.00	0.0%
Total Expense	0.00	219,000.00	-219,000.00	0.0%
Net Income	0.00	0.00	0.00	0.0%

Houston Repertoire Ballet

Balance Sheet

As of June 4, 2023

	Jun 4, 23
ASSETS	
Current Assets	
Checking/Savings	
BBVA / PNC Checking	172,167.84
PayPal	4,178.08
Total Checking/Savings	176,345.92
Accounts Receivable	
HRB Dues Receivable	10.00
Total Accounts Receivable	10.00
Total Current Assets	176,355.92
Fixed Assets	
LHI-AC Unit	13,000.00
Lights	
Accumulated Depreciation	-9,300.86
Lights - Other	11,343.90
Total Lights	2,043.04
Sewing Machine	608.61
Total Fixed Assets	15,651.65
TOTAL ASSETS	192,007.57
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	86,012.47
Retained Earnings	78,099.67
Net Income	27,895.43
Total Equity	192,007.57
TOTAL LIABILITIES & EQUITY	192,007.57



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