



City of Tomball

Hotel Occupancy Tax Grant Program

Funding Year: October 1, 2025 through September 30, 2026

Application for Use of Hotel Occupancy Tax

The City of Tomball is accepting applications for Hotel Occupancy Tax Grants for the funding period of **October 1, 2025 through September 30, 2026.**

The deadline to submit an application is 5:00 p.m., Friday, June 27, 2025.

Completed applications must be submitted to the City of Tomball by the application deadline. Applications can be submitted via email to Finance@tomballtx.gov or in-person/by mail to the City of Tomball Finance Department, 501 James St., Tomball, TX 77375. Mailed applications must be received by the City before the deadline to be considered.

For additional information or questions, please contact Perla Carrasco at (281) 290-1420 or PCarrasco@tomballtx.gov.

Section I: Organization Information

Name of Organization/Business: SPRING CREEK COUNTY HISTORICAL ASSOC.

Street Address: 510 Pine Street

City: Tomball State: TX Zip Code: 77375

Contact Name: Rayford Lynn McCoy

Role with Organization/Business: President, Board of Directors

Phone Number: 281-384-2621 Email: rayford.mccoy@gmail.com

Type of Organization/Business ☐ Private/For Profit ☒ Non-Profit

Purpose of Organization/Business:

Promotion & preservation of objects which establish or illustrate the history, culture & daily life in the area of Tomball and Northern Harris County

Section II: Event/Program Information

Event/Program Name: Tomball Museum Center

Date(s) of Event/Program: Continuously through out year

Location of Event/Program (Provide the address or a general location):

510 Pine Street (Approx. 9 acres)

Website for Event/Program: tomballmuseumcenter.com

Is this a new event/program? ☐ yes ☒ No

If this is not a new event/program, how long has the event/program operated?

since 1965 (60 years continuously)

Provide a detailed description of the event/program.

Museum has scheduled operations three days a week and at other times by appointment. On Valentines Day, the Museum hosts a Weddings event, in conjunction with the City of Tomball and Harris County. This past year, we had 27 couples married at the Historical Museum and television coverage on the Channel 11 evening news. We provide many tours (each approx. 4 school buses in size) for the surrounding elementary schools. The museum also hosts antique car shows and quilting exhibitions. In the Fall/Winter, the host "Candlelight Tours" with Holiday/Christmas decorations. We provide a venue for the Memorial Day celebration at the Museum World War II Memorial.

Estimated Local Attendees at Event/Program: in excess of 5,000

Estimated Out of Town Attendees at Event/Program: ABOUT HALF

Section III: Funding/Expenditure Information

Amount of grant funding requested for event/program. \$ 69000

Total operating budget for event/program. \$ 89000

Percent of event/program to be funded by grant. 77 %

Total funding dedicated to advertising or promotion of the event/program, including both grant funded and non-grant funded expenditures. \$ 4000

Provide a detailed description of how grant funds will be used if approved (additional pages can be added if necessary).

SEE ATTACHED DESCRIPTION(S)

Please indicate all promotion/advertising efforts your organization will use to alert visitors to the event/project/program.

☒ Paid Advertising ☐ Radio ☒ Television ☒ Brochures
☒ Social Media ☒ Newspaper ☒ Online/Digital Ads ☒ Press Release
☒ Other (please specify) _____

Provide a description of how you intend to advertise or promote your event/program to gain overnight stays in Tomball.

SEE INCLUDED BROCHURES AND ATTACHED DESCRIPTIONS

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

SEE ATTACHED DESCRIPTIONS

Section IV: Certification of Approved Use of HOT Funds

All requested HOT Fund grants/expenditures must meet both parts of the statutory Hotel Occupancy Tax Test. This means that all grant expenditures must 1) directly enhance and promote tourism and directly promote overnight hotel stays AND 2) fall within one of the statutorily approved expenditure categories.

1. Does your event/program expenditure pass “Part One” of the statutory Hotel Occupancy Tax test listed below?

Part One Test: Expenditure directly enhances and promotes tourism in Tomball and directly promotes the overnight accommodation industry in Tomball by increasing overnight stays.

- ☒ YES, the event/program expenditure meets the Part One test.
☐ NO, the event/program expenditure does not meet the Part One test.

2. Does your event/program expenditure pass “Part Two” of the statutory Hotel Occupancy Tax test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or 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 attract tourists or convention 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.

Section V: Required Supplemental Information

To complete the grant application, the following additional documents are required:

1. Itemized budget of expenditures for grant funds.
2. Organization's most recent annual budget.
3. Organization's most recent financial statements. **Audited financial statements must be provided for any grant request exceeding \$100,000.**
 - a. Financial statements should include the organization's balance sheet and income statement for the most recently completed fiscal year.
4. List of Board of Directors/Event Committee with contact information.
5. IRS Form W-9 (only required if the correct W-9 is not already on file with the City of Tomball).
6. Any other information that supports the grant request.

Section VI: Acknowledgements and Signature

1. Applicant has read all information provided as part of this application packet and understands and will comply with all provisions herein.
2. Applicant is authorized by the associated business/organization to submit this grant application for the event/program described herein.
3. Applicant intends to use the grant for the event/program that has been applied for and will communicate with the City of Tomball immediately if any changes in the event/program occur.
4. Applicant will abide by all relevant local, state, and federal laws and regulations regarding the use of Hotel Occupancy Taxes.
5. Applicant will use grant funds to directly enhance and promote tourism and the hotel industry by attracting visitors from outside of Tomball to stay overnight in one of Tomball's lodging facilities.
6. Applicant understands that all grant funds are provided on a reimbursement basis and only proven eligible expenses will be reimbursed.
7. Applicant acknowledges that if grant funds are awarded, the event/program organizers agree to allow the financials of the event/program to be viewed at any time by the City of Tomball prior to receiving reimbursement for the event.
8. All required supplemental information is attached to this grant application.

Applicant Signature: _____

Applicant Printed Name: Rayford Lynn McCoy

Date of Application: 6/20/25

TOMBALL MUSEUM CENTER

FY 25-26 HOT REQUEST

<u>CATEGORY</u>	<u>AMOUNT</u>	<u>CATEGORY CUM.</u>
STRUCTURAL REPAIRS		
THEIS HOUSE LEVELING & STABILIZATION	15500	15500
SCHOOL HOUSE SIDING AND ROOF	5500	21000
PROVIDE FOR DRAINAGE ON "PARADE GROUNDS"	3000	24000
MAINTENANCE/PAINTING		
CHURCH PAINTING, SIDING & TERMITE TREATMENT	6000	6000
SCHOOLHOUSE PAINTING, SIDING & TERMITE TREATMENT	4000	10000
FELLOWSHIP HALL PAINTING, SIDING & TERMITE TREATMENT	3500	13500
OIL CAMP HOUSE, REPAIR/REPLACE FRONT & REAR DOORS	1500	15000
COMMUNITY EVENTS		
CANDLELIGHT TOURS (ASSOC. WITH GERMAN FESTIVAL	4500	4500
VALENTINE'S DAY WEDDING EVENT	2500	7000
OTHER ON-SITE MUSEUM EVENTS (such as Halloween, Quilt and Craft Show, etc.)	1500	8500
LANDSCAPING		
APPROX. 9 ACRES, BI-WEEKLY	7500	7500
UTILITIES		
ELECTRICITY	8000	8000
CITY OF TOMBALL (4 METERS/BILLS)	4000	12000
ADVERTISING & PUBLIC RELATIONS		
WEBSITE AND PRINTING COSTS	2000	2000
REQUEST TOTAL FOR FY 25_26		69000

ORGANIZED BUDGET FOR 2025-2026

CATEGORY	CITY FUNDS	OTHER FUNDS	TOTAL
STRUCTURAL REPAIRS	24000		24000
MAINTENANCE & PAINTING	15000	1000	16000
COMMUNITY EVENTS	8500	2000	10500
LANDSCAPING	7500	500	8000
UTILITIES	12000	2000	14000
ADVERTISING & PUBLIC RELATIONS	2000	1500	3500
MISCELLANEOUS		1000	1000
PERSONNEL		12000	12000
TOTALS	69000	20000	89000

SPRING CREEK COUNTY HISTORICAL ASSOCIATION

BOARD OF DIRECTORS

<u>INDIVIDUAL</u>	<u>ADDRESS</u>	<u>CITY</u>	<u>ZIP</u>	<u>PHONE</u>	<u>E-MAIL</u>
LYNN MCCOY	31215 HELEN LANE	TOMBALL		77375 281-384-2621	rayford.mccoy@gmail.com
DEE McSHAN	16396 CLEARWATER CIRCLE	MONTGOMERY		77356 281-757-7746	d designs76@yahoo.com
BECKY CLEPPER	713 CLAYTON ST.	TOMBALL		77375 713-702-3513	heartbeckkyc@gmail.com
PAMELA KAISER	815 BAKER DR.	TOMBALL		77375 281-636-1824	pkaiser54@yahoo.com
BOBBY RUSSELL	PO BOX 1862	TOMBALL		77377 281-610-6685	Bearkats73@aol.com
CECILIE LANG	15119 TIMBERSHIRE COURT	MAGNOLIA		77355 281-252-0943	grlang@yahoo.com
JOHN McSHAN	16396 CLEARWATER CIRCLE	MONTGOMERY		77356	jmcshan76@yahoo.com
KAITLIN IRELAND	22707 WIXFORD LANE	TOMBALL		77375	kireland731@gmail.com
ROSE HUBBARD	54 CASSENA GROVE PL.	TOMBALL		77375 281-757-0994	heartrosemaryh@gmail.com
MARY McCoy	31215 HELEN LN.	TOMBALL		77375 281-507-8693	marymccoy06@gmail.com
JOANN EHRHARDT	6607 KLEIN CEMETARY RD.	KLEIN		77379 713-376-0188	joann6607@gmail.com

MUSEUM - HOT ATTACHMENT(S)

GRANT FUND USEAGE

Grant funds will be used to maintain and repair the 100+ year old buildings (approximately 9 buildings) located on the Texas Historical Museum site, consisting of 9 acres located within the city limits of Tomball. Typical maintenance and repairs consist of foundation repairs, replacement of wood siding, painting of buildings (both inside and outside), roof repairs, air conditioning replacement, sprinkler repairs, security lighting repairs, repair of vandalism, and drainage and plumbing repairs.

ADVERTISING AND PROMOTION OF MUSEUM

Brochures are maintained in all the local hotels and motels. The Museum maintains a professional website on the internet. This Museum site can be (and is) accessed from all over the world. The Museum also maintains a presence on multiple social networks, including Facebook. We partner with Harris County and the City of Tomball to host the Valentine's Day Wedding Event. This event receives substantial radio and TV (Channel 11) news coverage. We also promote through a booth at local city festivals, as well as various "open house" events on Museum grounds. The Museum maintains one of the top positions on various travel websites advertising "things to do" in Tomball.

IMPACT ON OVERNIGHT ACCOMMODATIONS

We maintain Contacts with the various hotels/motels where we place brochures. We are in regular contact with the Tomball Chamber of Commerce. We provide personalized, guided tours for our guests and visitors at the museum. We discuss their visit and circumstances. We encourage guests and visitors to invite friends and family members. We also monitor the use of credit cards (and associated names and addresses) as we record our monthly activity.



City of Tomball

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Introduction

Through the adoption of a municipal hotel occupancy tax, the City of Tomball is responsible for promoting tourism and the hotel industry in compliance with the State of Texas Hotel Occupancy Code; Chapter 351, Subchapter B – Use and Allocation of Revenue. The City has the authority to use local hotel funds tax funds in a variety of methods, including the granting of funds to support local events and organizations.

Eligible Uses for Hotel Occupancy Tax Funds

The revenue derived from the municipal hotel occupancy tax may only be used to promote tourism and the convention and hotel industry in the community. The following are eligible uses for Tomball's HOT funds:

1. 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;
2. The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. 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;
5. Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums that:
 - a. Are at or in the immediate vicinity of convention center facilities or visitor information centers; or
 - b. Located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;
6. The day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs ONLY if those administrative costs are incurred directly in the promotion and servicing of those authorized expenditures listed in 1-5 above;
7. Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality.

Tourists are defined in Chapter 351 as an individual who travels from the individual's residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture. Tourism is defined as the guidance or management of tourists.

City Policy

Any organization requesting the use of City of Tomball Municipal Hotel Occupancy Tax funds for an event or program that qualifies as an authorized use of funds as listed above must complete the "Application for Use of Hotel Occupancy Tax" as part of the annual grant application process. All requests for funding must be approved by the City of Tomball City Council. Only one project may be requested per application. Applications for annual events must be submitted each year. Funding approved in one year does not guarantee funding in subsequent years.

Approved funding will be paid to approved grantee organizations on a reimbursement basis and will not be paid in advance. The reimbursement paid to the organization will be based on the lesser of the actual costs or the amount originally approved.

Reporting Requirements

Subsequent to the event/purpose for which occupancy tax funding was approved, the organization receiving the funds shall submit a full accounting of the event/purpose and specifically highlight the costs to be reimbursed by the hotel occupancy tax. In addition to the financial accounting of the event/purpose, the report shall also include a narrative describing how the event/purpose directly enhanced or promoted tourism and the convention and hotel industry in Tomball as well as the projected number of tourists or convention delegates coming to Tomball as a result of the event/purpose and the basis for the projection. If the event/purpose is one that is ongoing throughout the year, the financial and narrative report shall be updated and submitted on a quarterly basis.

Expenditure or Quarterly Reports shall be submitted as follows:

BY MAIL OR IN-PERSON

City of Tomball
ATTN: Director of Finance
501 James Street
Tomball, TX 77375

VIA EMAIL

Finance@tomballtx.gov