

CITY OF TOMBALL

APPLICATION FOR USE OF HOTEL OCCUPANCY TAX

Applications may be mailed or hand delivered to:

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

Applicant Organization: Greater Tomball Area Chamber of Commerce

Organization Director: Bruce Hillegeist

Project or Event for which funding is requested: Tomball Holiday Parade

Date of Event: November 18, 2021

Description of project or event for which funding is requested: annual parade with over 150 entries

Location of project or event: on Main Street from the railroad tracks to Buvinghausen

GRANT AMOUNTS:

Amount Requested for Current Fiscal Year: 2021-2022 \$ 15,000

Amount Received for Previous Fiscal Year: 2020-2021 \$ 0

% increase requested over last year's grant: 100 %

parade was not held in Nov. 2020

Organization Budget Summary for Previous Fiscal Year 2021 budget attached

	City Funds	Other Funds	Total
Personnel			
Contracted Services			
Travel			
Rental Expense			
Depreciation/Mortgage	N/A		
Advertising			
Insurance			
Other Expenses			
Volunteer Time	N/A		
Donated Goods/Services	N/A		
Total			

Grants to an organization will not exceed 35% of the organization's adopted budget for the fiscal year shown above.

FUNDS FROM SOURCES OTHER THAN THE CITY OF TOMBALL

<u>Government</u>	<u>Amount of Funds</u>
Local	_____
County	_____
State	_____
Federal	_____
<u>Other Investors/Contributors</u>	
Individual	_____
Corporate	_____
Foundations	_____
<u>Fees</u>	
Admissions	_____
Applications	_____
Vendors	_____
Tuition	_____
<u>Concessions</u>	_____
<u>Memberships</u>	_____
<u>Subscriptions</u>	_____
<u>Other</u>	_____
Total	\$ _____

How many people do you expect will visit Tomball from out-of-town as a result of this project or event?

Explain the basis for your answer to the preceding question: while there are many parade participants that travel from out of town, there is not a good way to measure where the crowd members live. The 2021 parade had great weather and therefore Main Street was crowded the whole way.

Are attendees for this event or users of this project expected to stay overnight in Tomball hotels or motels? If you answer to this question is Yes, state the basis for your answer: Yes, parade participants come from far away and have to be in line-up by 8:30am so many of them spend the night

Organization Contact Name: Brandy Beyer, Vice President


Title: Brandy Beyer, Vice President

Address: Brandy Beyer, Vice President

Phone Number: Brandy Beyer, Vice President

Contact's Signature: Brandy Beyer

Date: 7/15/2022

 Digitally signed by Brandy Beyer
DN: cn=Brandy Beyer, o=Greater Tomball Area Chamber of Commerce, ou, email=bbeyer@tomballchamber.org, c=US
Date: 2022.07.15 11:42:46 -0500



VALIDATION OF APPLICATION

The signatory declares that he/she is an authorized official of the applicant, is authorized to make this application, and certifies that the information in this application is true and correct to the best of his/her knowledge. Signatory further declares that applicant, if previously funded by the City of Tomball, has successfully fulfilled all prior Grant contract obligations.

Brandy Beyer Digitally signed by Brandy Beyer
DN: cn=Brandy Beyer, o=Greater Tomball Area Chamber of
Commerce, ou, email=bbeyer@tomballchamber.org, c=US
Date: 2022.07.15 11:43:20 -05'00'

Signature of Authorizing Official

7/15/2022

Date

Brandy Beyer

Typed Name

Vice President

Title within Organization

281.351.7222

Telephone

bbeyer@tomballchamber.org

Email address



NARRATIVE QUESTIONS

Please look at the criteria in the grant guidelines when you answer the following questions. **Be specific and give examples.** Answers to individual questions should be as brief as possible and should in no case exceed one page.

1. Describe the history and purpose of the organization.
2. Describe how any grant funds will be used.
3. List the programs and activities for the grant year.
4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.
5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?
6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?
7. Explain the public benefits to the City of Tomball that will result from your organization's efforts.
8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?



OTHER REQUIRED DOCUMENTATION

The following information is required to process the grant application:

1. Articles of Incorporation, if applicable
2. Constitution and/or By-Laws
3. If your organization's budget exceeds \$100,000 (exclusive of in-kind) attach a copy of the last independent audit of financial records. If no audit was completed, explain why.
4. Schedule of Board of Directors meetings for the period of October 1 of the current year through September 30 of the following year. Board of Directors meetings must occur at least once per quarter.
5. Resumes of principal staff and artists or relevant job descriptions.
6. Depending on the nature of the project or event for which grant funding is requested, the organization will obtain a Certificate of Insurance for liability coverage as outlined in the attached Exhibit A. The City of Tomball requires each grantee having an event in the City aimed to attract both residents and tourists to have liability insurance to protect the public for acts by the grantee. This mandated coverage does not cover the grantee or any of its members. We encourage the grantee to acquire insurance to cover itself and its members as it deems fit. Please see your insurance agent for the local government endorsement. The cost of the local government endorsement may be included as part of your budget to be considered for a grant.

OPTIONAL SUPPORTING DOCUMENTATION

This should be additional material that you wish to attach that further explains the activities of your organization such as:

1. Long Range Plan – 3-5 years
2. One labeled videotape of performance(s), exhibits, workshops, capital project and /or other activities for which City of Tomball grant funds will be utilized.
3. Programs, publicity, articles, reviews, etc.
4. Letters of support from patrons or other organizations in the community.

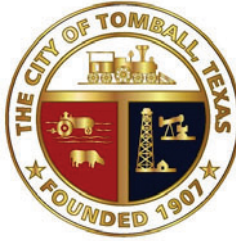


EXHIBIT A

Organization shall procure and maintain for the duration of the grant agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the services performed or to be performed hereunder by the Organization its agents, representatives, employees, volunteers, officers, directors or sub-contractors.

The organization shall maintain insurance with limits not less than \$500,000 per occurrence, \$1,000,000 aggregate and will be as broad as ISO Form Number GL 0002 (Ed 1/72) covering Comprehensive General Liability and ISO Form Number GL 0404 covering Broad Form Comprehensive General Liability, or ISO Commercial General Liability coverage ("occurrence for CG 0001). Coverage will include: A) Premises – Operations; B) Broad Form Contractual Liability, C) Broad Form Property Damage and D) Personal Injury.

The policy will be endorsed to contain the following provisions: The City, its officials, employees, volunteers, Boards and Commissions are to be added as "Additional Insured" in respect to liability arising out of any activities performed by or on behalf of the Organization. The policy shall contain no special limitations to the scope of coverage afforded to the City. The Organization's insurance shall be primary and any insurance or self-insurance shall be in excess of the Organization's insurance and shall not contribute with it. Certificate must include a waiver of subrogation as regards to the workers compensation policy. If your organization has no employees, and therefore does not carry workers compensation insurance, you must provide to the City of Tomball a letter stating that you have no employees and therefore do not carry workers compensation insurance.

Insurance shall be placed with insurers with an A.M. Best rating of no less than A:VI or a Standard & Poor rating of A or better.

The Organization shall furnish the City with a certificate of insurance which shows the coverage provided. The insurance policy will be endorsed to state that coverage shall not be suspended, voided, canceled, non-renewed, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.

2021 Tomball Holiday Parade Expenses

Candy for children	137.74
Breakfast for special guests	1,678.92
Clean-Up	800.00
Port-o-Pottie	1,280.00
Advertising	1,100.00
Security	5,300.00
Debriefing Meeting	245.43
Supplies	827.13
Coins	1,055.00
Personnel	27,943.00
Entertainment	7,000.00

Total Expenses:	<u>47,367.22</u>
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Grant Request	15,000.00
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Greater Tomball Area Chamber of Commerce
2021 Budget Overview
January through December 2021

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	TOTAL Jan - Dec 21
Ordinary Income/Expense													
Income													
Income													
Rent Income	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	5,385.00	64,620.00
Capital Campaign	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00
Health & Wellness	3,000.00	1,000.00		500.00		3,000.00			500.00				8,000.00
Hotel/Motel Tax									35,000.00				35,000.00
First Friday						1,800.00	1,800.00	2,000.00	2,400.00	2,300.00	2,000.00	2,000.00	14,300.00
Networking Breakfast	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	500.00	500.00	5,000.00
Interest Income	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	2,640.00
Membership Dues													
New	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	4,000.00	3,500.00	3,500.00	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00
Allowance Non-Renewal	-4,384.33	-8,944.33	-1,879.33	-1,490.08	-1,796.08	-2,699.33	-2,218.58	-2,161.33	-2,837.08	-3,110.83	-2,087.58	-1,929.58	-35,538.50
Renewal	43,843.33	89,443.33	18,793.33	14,900.83	17,960.83	26,993.33	22,185.83	21,613.33	28,370.83	31,108.33	20,875.83	19,295.83	355,384.96
Total Membership Dues	44,459.00	85,499.00	21,914.00	18,410.75	21,164.75	28,294.00	23,467.25	22,952.00	30,033.75	32,497.50	23,288.25	21,866.25	373,846.46
Miscellaneous Income	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
Publications/Products													
Magazine/Map/Website	500.00	3,500.00	1,500.00	8,500.00	3,000.00		500.00			500.00			18,000.00
Total Publications		3,500.00	1,500.00	8,500.00	3,000.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	17,500.00
Special Events													
Banquet		10,000.00											10,000.00
Golf Classic		5,000.00	20,000.00										25,000.00
Tomball Night						6,000.00	11,000.00	4,000.00					21,000.00
Holiday Parade									3,000.00	10,000.00	12,000.00		25,000.00
Miss Tomball Pageant									4,000.00	13,000.00	8,000.00		25,000.00
Total Special Events	0.00	15,000.00	20,000.00	0.00	0.00	6,000.00	11,000.00	4,000.00	7,000.00	23,000.00	20,000.00	0.00	106,000.00
Total Income	56,764.00	114,304.00	52,719.00	36,715.75	33,469.75	48,399.00	46,072.25	38,257.00	84,238.75	67,602.50	54,693.25	33,271.25	666,506.46
Total Income	56,764.00	114,304.00	52,719.00	36,715.75	33,469.75	48,399.00	46,072.25	38,257.00	84,238.75	67,602.50	54,693.25	33,271.25	666,506.46
Gross Profit	56,764.00	114,304.00	52,719.00	36,715.75	33,469.75	48,399.00	46,072.25	38,257.00	84,238.75	67,602.50	54,693.25	33,271.25	666,506.46
Expense													
Building Expense													
Alarm	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
Cleaning	560.00	560.00	560.00	560.00	560.00	560.00	560.00	560.00	560.00	560.00	560.00	560.00	6,720.00
Electricity	900.00	900.00	900.00	900.00	900.00	900.00	900.00	900.00	900.00	900.00	900.00	900.00	10,800.00
Building Interest	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	2,650.00	31,800.00
Reimbursed by tenants	-1,400.00	-600.00	-600.00	-1,100.00	-600.00	-600.00	-1,200.00	-600.00	-600.00	-1,200.00	-600.00	-600.00	-9,700.00
Repairs/Maintenance	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
Total Building Expense	3,735.00	4,535.00	4,535.00	4,035.00	4,535.00	4,535.00	3,935.00	4,535.00	4,535.00	3,935.00	4,535.00	4,535.00	51,920.00

Greater Tomball Area Chamber of Commerce
2021 Budget Overview
January through December 2021

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	TOTAL Jan - Dec 21
Accounting Expense		200.00	2,000.00	2,000.00	2,000.00	2,000.00		7,000.00			2,300.00		17,500.00
Advertising							500.00	500.00			1,000.00	500.00	2,500.00
Bad Debt Expense	2,775.00	2,775.00	3,000.00	2,775.00	3,000.00	2,775.00	2,775.00	2,775.00	2,775.00	2,775.00	2,775.00	4,250.00	35,225.00
Health & Wellness			1,000.00				1,000.00	2,500.00		1,500.00			6,000.00
First Friday						2,200.00	2,200.00	1,700.00	2,500.00	2,100.00	2,200.00	2,000.00	14,900.00
Networking Breakfast	200.00	200.00	300.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,500.00
Young Professionals	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
Bank Fees	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	700.00	8,400.00
Board of Directors	300.00	100.00				200.00	200.00		3,000.00	3,700.00			7,500.00
Dues and Subscriptions	2,472.00							750.00			584.00		3,806.00
Employee Expense													
SUTA	80.00	50.00	25.00	10.00									165.00
Development	600.00	550.00	500.00	500.00	1,500.00	2,000.00	1,550.00		300.00	1,500.00			9,000.00
FUTA	73.00	40.00	30.00	25.00									168.00
Group Insurance	3,942.00	3,942.00	3,942.00	3,942.00	3,942.00	3,942.00	3,942.00	3,942.00	3,942.00	4,500.00	4,500.00	4,500.00	48,978.00
Payroll Services	390.00	450.00	390.00	390.00	390.00	390.00	390.00	390.00	390.00	390.00	390.00	390.00	4,740.00
Payroll Taxes	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,450.00	1,500.00	2,000.00	18,000.00
Salaries													
TACC	20,000.00	20,500.00	20,500.00	20,000.00	20,000.00	20,000.00	20,000.00	20,500.00	20,000.00	20,000.00	21,500.00	20,000.00	243,000.00
Bonus												12,150.00	12,150.00
Contract Labor	375.00	375.00	375.00	375.00	375.00	375.00	375.00	375.00	375.00	375.00	375.00	375.00	4,500.00
Total Salaries	20,375.00	20,875.00	20,875.00	20,375.00	20,375.00	20,375.00	20,375.00	20,875.00	20,375.00	20,375.00	21,875.00	32,525.00	259,650.00
Total Employee Expense	26,910.00	27,357.00	27,212.00	26,692.00	27,657.00	28,157.00	27,707.00	26,657.00	26,457.00	28,215.00	28,265.00	39,415.00	340,701.00
Insurance													
Worker's Compensation	45.83	45.83	45.83	45.83	45.83	45.83	45.83	45.83	45.83	45.83	45.83	45.83	549.96
Officer & Director Liability	153.66	153.66	153.66	153.66	153.66	153.66	153.66	153.66	153.66	153.66	153.66	153.66	1,843.92
General Liab.	621.16	621.16	621.16	621.16	621.16	621.16	621.16	621.16	621.16	621.16	621.16	621.16	7,453.92
Total Insurance	820.65	820.65	820.65	820.65	820.65	820.65	820.65	820.65	820.65	820.65	820.65	820.65	9,847.80
Membership/Misc. Expense	1,000.00	3,000.00	1,500.00	500.00	500.00	500.00	1,000.00	1,600.00	1,700.00	1,500.00	500.00	1,500.00	14,800.00
Office Equipment Expense													
Database		3,500.00											3,500.00
Computer Maintenance	300.00	1,200.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	4,500.00
Copier Lease	1,000.00	800.00	1,500.00	600.00	500.00	800.00	1,200.00	1,000.00	700.00	1,000.00	1,000.00	700.00	10,800.00
Pitney Bowes	492.30			581.60			492.30			492.30			2,058.50
Total Office Equip Expense	1,792.30	5,500.00	1,800.00	1,481.60	800.00	1,100.00	1,992.30	1,300.00	1,000.00	1,792.30	1,300.00	1,000.00	20,858.50
Office Supplies	300.00	600.00	300.00	500.00	400.00	1,000.00	600.00	300.00	400.00	500.00	800.00	600.00	6,300.00
Postage & Delivery	500.00	300.00	800.00	1,500.00	0.00	700.00	0.00	0.00	500.00	1,500.00	0.00	500.00	6,300.00
Property Tax Expense	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	1,286.87	15,442.44
Income Tax Expense	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	2,160.00
Rent	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	180.00	2,160.00

Greater Tomball Area Chamber of Commerce
2021 Budget Overview
January through December 2021

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	TOTAL Jan - Dec 21
Special Events													
Banquet		10,000.00											10,000.00
Golf Classic	250.00		1,000.00	6,750.00									8,000.00
Tomball Night					2,000.00		4,000.00	4,000.00					10,000.00
Holiday Parade											15,500.00	1,000.00	16,500.00
Miss Tomball Pageant													
Scholarship Expense											4,000.00		4,000.00
Pageant - Other										500.00	5,500.00	2,500.00	8,500.00
Total Miss Tomball										500.00	9,500.00	2,500.00	12,500.00
Total Special Events	250.00	10,000.00	1,000.00	6,750.00	2,000.00	0.00	4,000.00	4,000.00	0.00	500.00	25,000.00	3,500.00	57,000.00
Telephone Expenses	565.00	565.00	565.00	565.00	565.00	565.00	565.00	565.00	565.00	565.00	565.00	565.00	6,780.00
Travel & Entertainment	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	720.00
Total Expense	44,126.82	58,459.52	47,339.52	50,326.12	44,984.52	47,259.52	50,001.82	57,709.52	46,959.52	52,109.82	73,351.52	61,892.52	634,520.74
Net Ordinary Income	12,637.18	55,844.48	5,379.48	-13,610.37	-11,514.77	1,139.48	-3,929.57	-19,452.52	37,279.23	15,492.68	-18,658.27	-28,621.27	31,985.72
Principal Building Payment	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00
xDepreciation Expense	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	1,705.00	20,460.00
Net Income	<u>7,932.18</u>	<u>51,139.48</u>	<u>674.48</u>	<u>-18,315.37</u>	<u>-16,219.77</u>	<u>-3,565.52</u>	<u>-8,634.57</u>	<u>-24,157.52</u>	<u>32,574.23</u>	<u>10,787.68</u>	<u>-23,363.27</u>	<u>-33,326.27</u>	<u>-24,474.28</u>

Narrative Questions:

1. Describe the history and purpose of the organization.

Answer: The Greater Tomball Area Chamber of Commerce (GTACC) provides resources and empowers Tomball businesses to prosper. The value of being a GTACC member is evidenced with research by the Shapiro Group, which shows a 63 percent increase in repeat business due to chamber membership. Moreover, the GTACC directly impacts the Tomball area by fostering partnerships and being visible in the community with annual events like the Tomball Holiday Parade.

Incorporated in 1965, the Greater Tomball Area Chamber of Commerce has a history that began in the 1920s. The Chamber has a reputation for actively representing and promoting the interest of its members. As well, the Chamber is recognized throughout the region and the state for its passionate promotion of the greater Tomball community.

The GTACC sponsors and organizes the Tomball Holiday Parade, the event which this application represents.

2. Describe how any grant funds will be used.

Answer: Grant funds would be used to reimburse the GTACC for Tomball Holiday Parade related expenses. The GTACC promoted sponsoring and participating Tomball businesses and organizations through newspaper ads, articles and magazine features. In addition, funds were used to promote the event itself.

3. List the programs and activities for the grant year.

Answer: The Tomball Holiday Parade announced the beginning of the holiday season, before Thanksgiving, with an emphasis on local retailers. Last summer, the GTACC began preparations for this event by contacting businesses, retailers and former participants with sponsorship information including parade applications. As the fall approached, GTACC staff worked steadily on the parade project.

4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.

Answer: The Tomball Holiday Parade with its floats, marching bands, Miss Tomball contestants, equestrian entries and more brings more than 40,000 people to downtown Tomball each fall. This figure was previously estimated by the Tomball Police Department and reflects a growth of 25 percent since 2003. There is one performance of this unique event which showcases local businesses, retailers, and organizations. The Tomball Holiday Parade featured entries from all over Texas, demonstrating the event's appeal for both residents and area visitors. Restaurants in the city experience a flux of patrons—reflected in local sales tax revenues—following the parade, which ends during the noon hour.

5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?

Answer: The Tomball Holiday Parade qualifies for use of the Hotel Occupancy Tax, Chapter 351.002 with three of the five criteria listed by the City of Tomball for this funding request/report; in particular Listings 3,4 and 6. The Tomball Holiday Parade advertises, solicits and promotes this event in the city of Tomball to attract tourists and potential convention delegates or registrants to the city. As well, the Tomball Holiday Parade encouraged and promoted the arts including instrumental and vocal music, dance, drama, folk art, and many other forms of art and music by featuring organizations and individuals in the parade who performed. Tomball Holiday Parade featured 20 performance groups including the Green Starlettes Drill Team and 250 members of the Tomball Memorial High School Band. Three additional groups in the parade offered singing or music only. Finally, the Tomball Holiday Parade qualifies under Listing 6 with day-to-day operations at the GTACC including supplies, salaries, office rental, travel expenses and other administrative costs directly incurred in the promotion and organization of the parade.

6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?

Answer: Last year the Tomball Holiday Parade was advertised in several hard copy and online publications *including Facebook, Instagram, LinkedIn, The Houston Chronicle, The Bayou City Media, The Tomball Potpourri and The Magnolia Potpourri*. It was even spoken about on the radio, which in turn, was advertised on two large Houston radio station's social media platforms.

The GTACC evaluated the Tomball Holiday Parade publicity efforts by tracking when and where an article/photo or other event promotion was published. Last year, marketing of the Tomball Holiday Parade was increased when the Houston Business Journal published its Book of Lists which included the parade, due to its previous success in attracting large crowds. Moreover, GTACC staff telephoned media outlets to ensure publication or mention of the event in major regional markets.

7. Explain the public benefits to the City of Tomball that will result from your organization's efforts.

Answer: The public benefits to the City of Tomball resulting from the Tomball Holiday Parade were many. First as previously stated, the parade announced the beginning of the holiday season and ushered in the idea of shopping at home, first and foremost. Second, the parade was the 56th edition of a Tomball tradition. While traditions should not stand on history alone—they must constantly update to stay current, productive and viable—the Tomball Holiday Parade did indeed contribute to the City of Tomball's efforts to promote Tomball and focus on hometown pride, business, retail and offerings. At a time when so many businesses, retail operations and small cities are struggling for a place in the economy, the Tomball Holiday Parade helped brand the City of Tomball with excitement and holiday activities for everyone. Third, the Tomball Holiday Parade highlighted local artistic and musical talents while at the same time it brought in more outside entries than needed to fill the 150 available parade openings—this demonstrates the event's appeal and popularity outside the greater Tomball area. The parade is limited to 150 entries so that a two-hour parade may be presented, beginning at 10 a.m. and ending at noon.

8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?

Answer: While the Tomball Holiday Parade was mostly frequented by day-visitors, there were 10 parade entry groups, or 6 percent, that inquired about local lodging. The GTACC, organizer and sponsor of the parade, gave contact information for local hotels and restaurants to those who inquired. Additionally, this same information was made available for all out-of-town parade entrants. Also as previously stated in this report, Tomball restaurants are filled with parade-goers after the event, which ends during the noon hour. For many businesses and families, it has been a tradition for years to go out to eat and shopping after the Tomball Holiday Parade.