

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: Visitor Center

Date of Event: Monday-Friday 8am-5pm

Description of project or event for which funding is requested: serving the public with questions about Tomball

Location of project or event: 29201 Quinn Road, Suite B, Tomball, TX 77375

GRANT AMOUNTS:

Amount Requested for Current Fiscal Year:	<u>2021-2022</u>	<u>\$ 10,000</u>
Amount Received for Previous Fiscal Year:	<u>2020-2021</u>	<u>\$ 17,500</u>
% increase requested over last year's grant:	<u>decrease</u> %	

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: 500 annually, with numerous daily
calls and walk in customers; 500 is a conservative estimate

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, every day
people ask the staff for hotel options in the area and for activities to do while in town

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: 07/15/2022

 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 10:11:00 -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 10:13:35 -05'00'

Signature of Authorizing Official

07/15/2022

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.

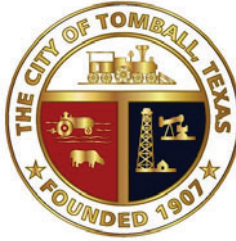


EXHIBIT A

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.

Visitor Center Budget

Rent	25,974.00
CAM Expense	9,696.96
Office Supplies/Postage	1,000.00
Personnel	27,000.00

Total Expenses: 63,670.96

Grant Request:	10,000.00
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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	<u>44,126.82</u>	<u>58,459.52</u>	<u>47,339.52</u>	<u>50,326.12</u>	<u>44,984.52</u>	<u>47,259.52</u>	<u>50,001.82</u>	<u>57,709.52</u>	<u>46,959.52</u>	<u>52,109.82</u>	<u>73,351.52</u>	<u>61,892.52</u>	<u>634,520.74</u>
Net Ordinary Income	<u>12,637.18</u>	<u>55,844.48</u>	<u>5,379.48</u>	<u>-13,610.37</u>	<u>-11,514.77</u>	<u>1,139.48</u>	<u>-3,929.57</u>	<u>-19,452.52</u>	<u>37,279.23</u>	<u>15,492.68</u>	<u>-18,658.27</u>	<u>-28,621.27</u>	<u>31,985.72</u>
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	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>20,460.00</u>
Net Income	<u><u>7,932.18</u></u>	<u><u>51,139.48</u></u>	<u><u>674.48</u></u>	<u><u>-18,315.37</u></u>	<u><u>-16,219.77</u></u>	<u><u>-3,565.52</u></u>	<u><u>-8,634.57</u></u>	<u><u>-24,157.52</u></u>	<u><u>32,574.23</u></u>	<u><u>10,787.68</u></u>	<u><u>-23,363.27</u></u>	<u><u>-33,326.27</u></u>	<u><u>-24,474.28</u></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 Chamber staff regularly and routinely welcomes visitors to Tomball and places information in their hands that promotes the city and region, in particularly local hotels, motels and restaurants.

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 Greater Tomball Area Chamber of Commerce also serves as a visitor's information center.

2. Describe how any grant funds will be used.

Answer: Grant funds would be used to reimburse the GTACC for Visitor Center related expenses. The GTACC staff regularly and routinely welcomes visitors to Tomball and places information in their hands that promotes the city and region, specifically a map of the area, *The Spirit of Tomball Texas* magazine, and information on local hotels, motels and restaurants. Time dedicated to this function of the GTACC fluctuates, however all Chamber staff participates in this service and materials are kept current for the purpose of maintaining a vital visitor's information center.

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

Answer: The GTACC annually organizes and hosts Tomball Night and the Tomball Holiday Parade with an emphasis on local retailers, hotels and motels. In its press releases related to these events the Chamber suggests inviting family and guests for a weekend in Tomball, which includes overnight stays at local lodging.

With the large amount of growth in the area, there are individuals in the office daily requesting information on relocation. Many are here staying in the local hotels as they search for a new home. The amount of welcome packets we mail out has increased as well.

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 GTACC has experienced growth over the past several years. This year membership is staying consistent, but event participation has increased. The City of Tomball

and the greater Tomball area has experienced growth as well. At the end of 2008 the Chamber relocated to a facility that exudes professionalism, is in a high profile location and is welcoming to all visitors. Chamber's activities including Tomball Night and the Tomball Holiday Parade take place in the city limits — 100%.

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 GTACC Visitor Center qualifies for use of the Hotel Occupancy Tax, Chapter 351.101 with two banks of walls and a kiosk dedicated to pamphlets, booklets, promotional materials and other contact information. The Chamber provides an extensive library of current information concerning city, area and regional lodging, entertainment, amusements and even day-trip venues. Daily the GTACC staff place these printed, promotional materials about Tomball in the hands of visitors; a conservative estimated number of this exchange is 5 five visitors a day. In addition, the GTACC staff answers numerous phone inquiries; a conservative number of inquiries by phone related to tourism is 5 per day.

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: As a visitor center, chambers of commerce have a long standing history of being the first place visitors stop when they come to a new town. The GTACC is publicized on the Internet through www.tomballchamber.org, in the World Chamber of Commerce Directory, as a member of the US Chamber of Commerce, as a member of the Texas Association of Business, as a member of the Texas Chamber of Commerce Executives and as a member of the American Chamber of Commerce Executives.

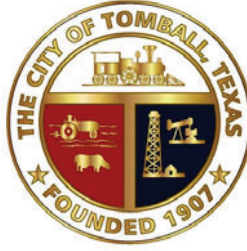
The GTACC publicizes its activities and all partnership city and non profit organization activities in Tomball through local and Houston area newspapers including *The Houston Chronicle* and online news services. The GTACC checks for its press releases in these publications and online. The GTACC is constantly adding to its publicity list. It is notable that the GTACC promotes all partnership city and non profit organization activities, such as the various City of Tomball festivals and the Tomball German Festivals, as a courtesy without compensation or reimbursement.

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 visitor center at the GTACC offices are many. First, the Chamber strives to keep current information on local businesses and growth moving into the area. Through these efforts the public uses the GTACC as an information resource. Also, the Chamber maintains relationships with many entities — like Texas Department of Transportation and the Harris County Precinct 4 Commissioner's office — that serve the greater Tomball area in order to better serve the public. First and foremost, the public benefits by having a visitor center at the GTACC because having been established since 1965, the public is habitual in seeking out the Chamber for information. Moreover, the GTACC has proven to be a stable, tenured, and reliable organization that proudly serves the public.

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

Answer: The GTACC is maintaining an Internet presence with www.tomballchamber.org where a community calendar with Tomball events is posted and updated, routinely. These events are also placed in the Texas Events Calendar, a statewide publication. The Chamber also provides events such as the Tomball Holiday Parade, Tomball Night, and the Miss Tomball Pageant, which has a history of bringing families to Tomball for overnight stays.



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.

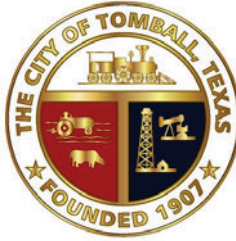


EXHIBIT A

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	<u>44,126.82</u>	<u>58,459.52</u>	<u>47,339.52</u>	<u>50,326.12</u>	<u>44,984.52</u>	<u>47,259.52</u>	<u>50,001.82</u>	<u>57,709.52</u>	<u>46,959.52</u>	<u>52,109.82</u>	<u>73,351.52</u>	<u>61,892.52</u>	<u>634,520.74</u>
Net Ordinary Income	<u>12,637.18</u>	<u>55,844.48</u>	<u>5,379.48</u>	<u>-13,610.37</u>	<u>-11,514.77</u>	<u>1,139.48</u>	<u>-3,929.57</u>	<u>-19,452.52</u>	<u>37,279.23</u>	<u>15,492.68</u>	<u>-18,658.27</u>	<u>-28,621.27</u>	<u>31,985.72</u>
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	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>20,460.00</u>
Net Income	<u><u>7,932.18</u></u>	<u><u>51,139.48</u></u>	<u><u>674.48</u></u>	<u><u>-18,315.37</u></u>	<u><u>-16,219.77</u></u>	<u><u>-3,565.52</u></u>	<u><u>-8,634.57</u></u>	<u><u>-24,157.52</u></u>	<u><u>32,574.23</u></u>	<u><u>10,787.68</u></u>	<u><u>-23,363.27</u></u>	<u><u>-33,326.27</u></u>	<u><u>-24,474.28</u></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.

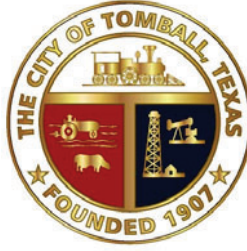
The GTACC evaluated the Tomball Holiday Parade publicity efforts by tracking when and where an article/photo or other event promotion was published. Last year, marketing of the Tomball Holiday Parade was increased when the Houston Business Journal published its Book of Lists which included the parade, 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.



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 Night

Date of Event: August 5, 2022

Description of project or event for which funding is requested: community festival with over 90 vendors downtown, Parade of Lights and fireworks

Location of project or event: vendor booths on Market Street, parade on Main Street from Vernon Street to Peach Street, fireworks at gravel yard across the railroad tracks from the Depot

GRANT AMOUNTS:

Amount Requested for Current Fiscal Year:	<u>2021-2022</u>	<u>\$ 10,000</u>
Amount Received for Previous Fiscal Year:	<u>2020-2021</u>	<u>\$ 17,500</u>
% increase requested over last year's grant:	<u>decrease</u> %	

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: we have no way to quantify
where the patrons are from, but we anticipate 5,000-7,500 people to attend the event

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, people come
from many different places to attend and vendors travel from out of town.

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: 07/15/2022

 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 10:11:00 -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 10:13:35 -05'00'

Signature of Authorizing Official

07/15/2022

Date

Brandy Beyer

Typed Name

Vice President

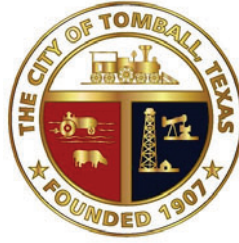
Title within Organization

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.

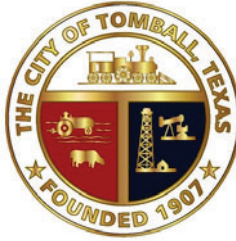


EXHIBIT A

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.

2022 Tomball Night Budget

Port-o-Pottie	1,800.00
Fireworks	5,000.00
Shopper CASH	1,000.00
Advertising	1,500.00
Supplies	600.00
Debriefing Meeting	250.00
Rentals	2,000.00
Personnel	27,000.00

Total Expenses: 39,150.00

Grant Request:	10000.00
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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	<u>44,126.82</u>	<u>58,459.52</u>	<u>47,339.52</u>	<u>50,326.12</u>	<u>44,984.52</u>	<u>47,259.52</u>	<u>50,001.82</u>	<u>57,709.52</u>	<u>46,959.52</u>	<u>52,109.82</u>	<u>73,351.52</u>	<u>61,892.52</u>	<u>634,520.74</u>
Net Ordinary Income	<u>12,637.18</u>	<u>55,844.48</u>	<u>5,379.48</u>	<u>-13,610.37</u>	<u>-11,514.77</u>	<u>1,139.48</u>	<u>-3,929.57</u>	<u>-19,452.52</u>	<u>37,279.23</u>	<u>15,492.68</u>	<u>-18,658.27</u>	<u>-28,621.27</u>	<u>31,985.72</u>
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	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>1,705.00</u>	<u>20,460.00</u>
Net Income	<u><u>7,932.18</u></u>	<u><u>51,139.48</u></u>	<u><u>674.48</u></u>	<u><u>-18,315.37</u></u>	<u><u>-16,219.77</u></u>	<u><u>-3,565.52</u></u>	<u><u>-8,634.57</u></u>	<u><u>-24,157.52</u></u>	<u><u>32,574.23</u></u>	<u><u>10,787.68</u></u>	<u><u>-23,363.27</u></u>	<u><u>-33,326.27</u></u>	<u><u>-24,474.28</u></u>

Narrative Questions:

1. Describe the history and purpose of the organization.

Answer: The Greater Tomball Area Chamber of Commerce 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 2022 Tomball Night.

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 Tomball Night, the event which this application represents. Recognized by the *Houston Business Journal* as an outstanding city-wide marketing event, Tomball Night, on the first Friday in August, features an exciting evening for the entire family with a unique nighttime parade including lighted floats, followed by fireworks. Tomball area stores and shops remain open after hours and go all out to attract customers with door prizes, refreshments, and free live entertainment.

2. Describe how any grant funds will be used.

Answer: Grant funds would be used to reimburse the GTACC for Tomball Night-related expenses. The GTACC promotes sponsoring and participating Tomball businesses and organizations through newspaper ads, articles, social media posts and magazine features. In addition, funds are used to promote the event itself.

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

Answer: The Tomball Night organizers, headed by Chair Rob Greening, have been at work this year with the goal to make this year's event truly outstanding. Not only are Tomball businesses and retailers encouraged to participate, but they are encouraged to stand out by hosting independent events and contests.

A well-coordinated GTACC/local retail media campaign will get the word out to neighboring communities and be used to promote the eagerly anticipated "Mystery Shopper" competition that challenges participants, and rewards the winners with cash prizes.

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: Tomball Night is a single yearly event. This year Tomball Night will take place on Friday, August 5, beginning at 5 p.m. Tomball Night attendance is anticipated to increase, compared to 2021 as a result of social restrictions being lifted. The Parade of Lights had the most participants and the largest crowd we have seen in 2021 and we anticipate this year to be just as successful based on the number of applicants for the parade and the number of inquiries received by attendees.

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 2022 Tomball Night and Parade of Lights 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. GTACC advertises, solicits and promotes this event in the city of Tomball to attract tourists and potential convention delegates or registrants to the city. The Tomball Night event encourages and promotes 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 nighttime lighted parade. As well, the event hosts several venues for musical performers and artists including live entertainment and live demonstrations of various art mediums. Finally, the Tomball Night qualifies under Listing 6 with day-to-day operations at the GTACC including supplies, salaries, office space, travel expenses and other administrative costs directly incurred in the promotion and organization of the event and 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: Tomball Night will be advertised in several hard copy and online publications including *The Houston Chronicle*, *The Tomball Potpourri* and *The Magnolia Potpourri*. Also, social media marketing efforts were increased this year including boosting Tomball Night posts and increasing the social media platforms in which the event is promoted.

The GTACC evaluates the 2022 Tomball Night publicity efforts by tracking when and where an article, photo or other event promotion is published. Marketing of Tomball Night has been positively impacted each year when the Houston Business Journal publishes its Book of Lists which included the event, due to its previous success in attracting large crowds.

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 2022 Tomball Night are many. Expanding the city's current focus to "Walk Tomball," this event will bring a throng of people to the streets of Tomball with an end-of-summer celebration suitable for all ages. Visitors to the city are exposed to all that Tomball has to offer, including its Depot plaza, historic district, Market Street antique district and numerous new shopping complexes. Additionally, civic booths manned by city service departments and organizations like the Tomball Public Works, Northwest Community Health, Tomball Fire Department and Tomball Police Department along with Lone Star College-Tomball and the GTACC help visitors become familiar with the city of Tomball, including its conference and meeting facilities. These visitors' exposure and anticipated shopping yields sales tax dollars for the city—something Tomball Night has a long history of producing throughout the weekend. This event includes a Health & Wellness Expo which showcases the amazing health and wellness resources in the Tomball area, thus highlighting Tomball's dedication to the overall wellbeing of its residents.

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

Answer: The 2022 Tomball Night brings tens of thousands to the city of Tomball. As the sponsoring agency and organizer of this event, the GTACC makes hotel, motel and restaurant

information readily available to callers who inquire about the event. Last year the GTACC received an estimated 120 calls inquiring about Tomball Night; local lodging information was given to all who called and brochures for local lodging and restaurants are available at the GTACC office located at 29201 Quinn Rd., Ste. B.